



# **2022** **INSIGHTS ON** **CANADIANS** **PURSUING** **OPPORTUNITIES** **TO EARN** **ADDITIONAL** **INCOME**

## **EXECUTIVE SUMMARY**

Consumer survey conducted from June 6 to 8, 2022, for the Direct Sellers Association of Canada by Abacus Data, Canada's leading public affairs and market research experts.



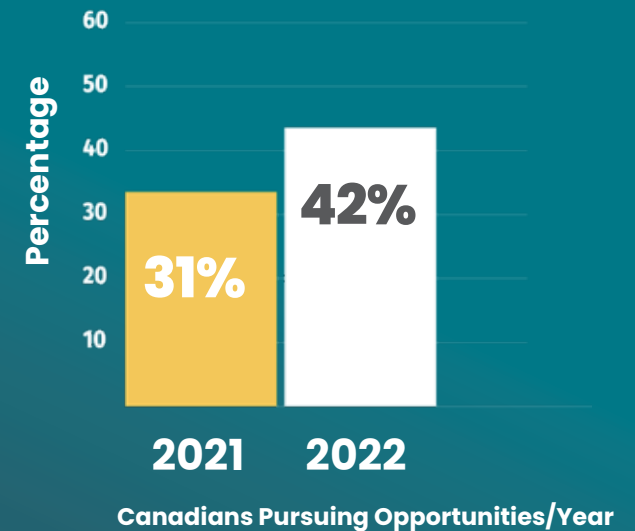
# ADDITIONAL INCOME

## PURSUED

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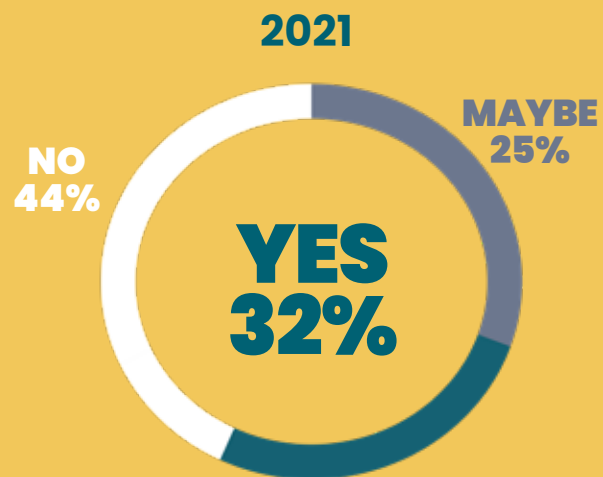
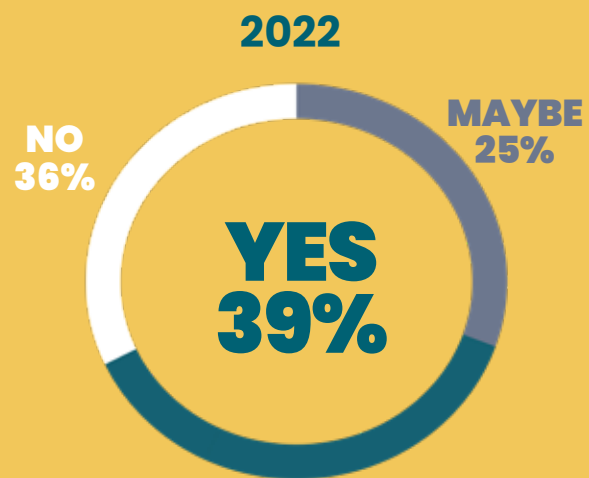
**2 IN 5 CANADIANS**  
PURSUED OPPORTUNITIES  
TO MAKE ADDITIONAL  
INCOME OUTSIDE OF THEIR  
PRIMARY EMPLOYMENT.



In comparison to 2021, 11% more  
Canadians pursued opportunities  
to make additional income.

These individuals were more  
likely to be 18-to-44-years-old,  
employed part-time and  
students.





The pandemic in 2021, and now inflationary concerns, have 7% more Canadians interested in pursuing opportunities to make additional income.

## 4 IN 10 CANADIANS INTEND TO PURSUE OPPORTUNITIES

TO MAKE ADDITIONAL INCOME OVER THE NEXT 12 MONTHS DUE TO INFLATIONARY CONCERNS.



# DIRECT SELLING INDUSTRY

## IMPRESSIONS

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**1 IN 3 CONSIDER  
A DIRECT SELLING  
BUSINESS TO BE A  
REALISTIC OPTION**  
FOR EARNING ADDITIONAL  
INCOME.

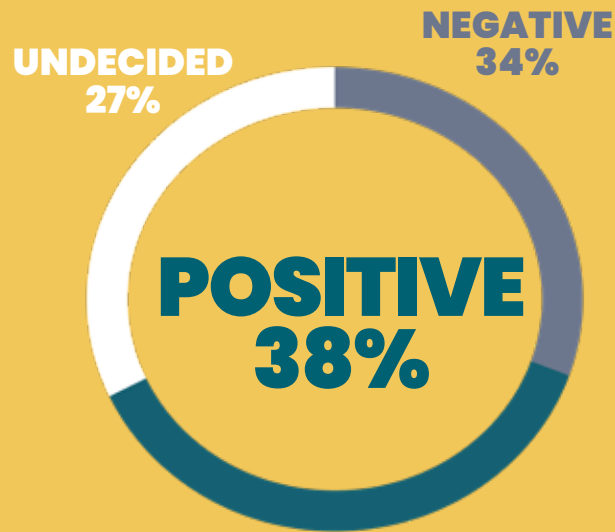


In comparison to 2021 numbers, 5% more Canadians feel direct selling is a realistic option for earning additional income.

Individuals who thought direct selling was a realistic option were most likely to be 18-to-44-years-old, women, and students.



## NEARLY 2 IN 5 CANADIANS HAVE AN OVERALL POSITIVE IMPRESSION OF THE DIRECT SELLING INDUSTRY.



Overall impressions of the direct selling industry remain more positive than negative.

In comparison to 2021, this positive impression number remains unchanged.



# CONSUMER TRENDS

## TRUSTED REVIEWS



**3 IN 5 CANADIANS  
CONSIDER A  
RECOMMENDATION  
FROM A TRUSTED  
PERSON TO BE  
IMPORTANT** WHEN  
PURCHASING PRODUCTS OR  
SERVICES.



Across all demographics, 63% of Canadians feel it's important that a product they are considering purchasing is recommended by a trusted source, such as family and friends.





## METHODOLOGY

The survey was conducted with 1,500 Canadian adults from June 6 to 8, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



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