

**2 IN 5 PURSUED  
ADDITIONAL INCOME IN  
THE PAST YEAR**

**1 IN 3 CONSIDER DIRECT  
SELLING BUSINESS  
"REALISTIC"**

**2 IN 5 HAVE A POSITIVE  
IMPRESSION OF DIRECT  
SELLING**



**DETAILED RESULTS**

# **INTEREST AND IMPRESSIONS OF DIRECT SELLING INDUSTRY**

**CONDUCTED FOR DIRECT SELLERS ASSOCIATION OF CANADA**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC  
AFFAIRS AND MARKET RESEARCH EXPERTS**

# EXECUTIVE SUMMARY

- Canadians are increasingly looking for ways to earn supplemental income, even more so due to high levels of inflation the country has been experiencing.
- Though only a third feel a direct selling business seems like a realistic option to them, there has been a slight increase in interest from last year. On top of this, views of the direct selling industry are more positive than negative, and it's clear more information about the industry may be needed to sway Canadians.
- Those who are under 45, students, and those employed part-time or full-time make up the most viable pool for direct selling candidates.
- Putting aside interest in participating in the direct selling industry, as consumers, Canadians look to trusted sources, like family and friends, for their opinions when purchasing a product or service.

# 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.

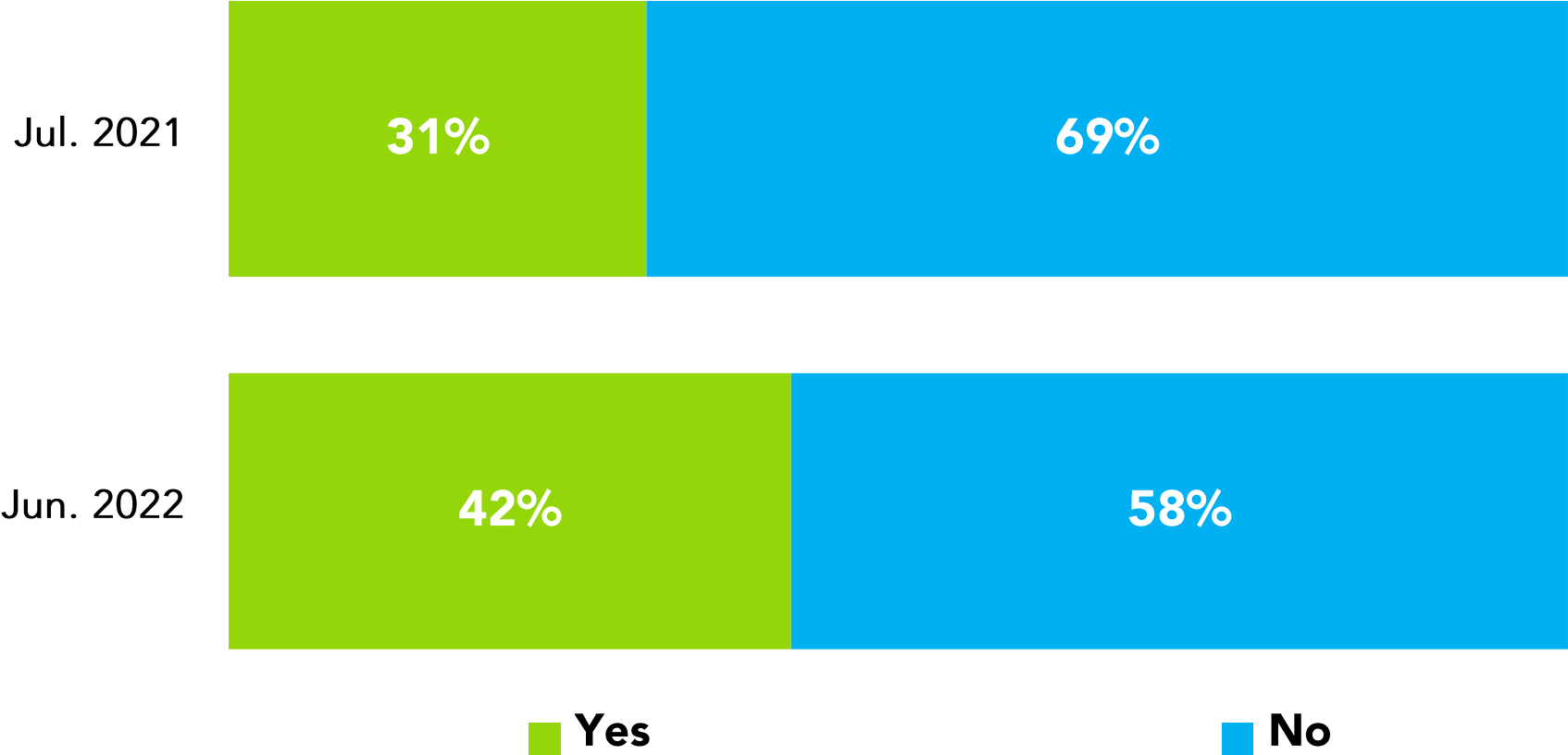
The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

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.

# KEY FINDINGS

- 2 in 5 (42%) Canadians pursued opportunities to earn additional income (+11% from July 2021) – more likely to be in the younger cohorts (18-44), and those employed part-time and students.
- Due to the high levels of inflation, 4 in 10 (39%) intend to pursue additional income in the next 12 months – a 7% increase from July 2021. We see similar trends when it comes to age and employment status.
- 1 in 3 (29%) considered direct selling business as realistic enough to earn additional income – though 44% feel that this is not a realistic proposition. Women, younger cohorts, and students, and those employed both part-time and full-time are most likely to see direct selling as a realistic option to earn additional income.
- 3 in 5 (63%) feel it's important that a product they are considering purchasing is recommended by a trusted source. There is little deviation among key demographics.
- Overall impressions of the direct selling industry are more positive than negative, where 38% have a positive impression and a third (34%) hold negative views. There is still a sizeable portion (27%) who aren't really sure what they think – down 7% from last year.

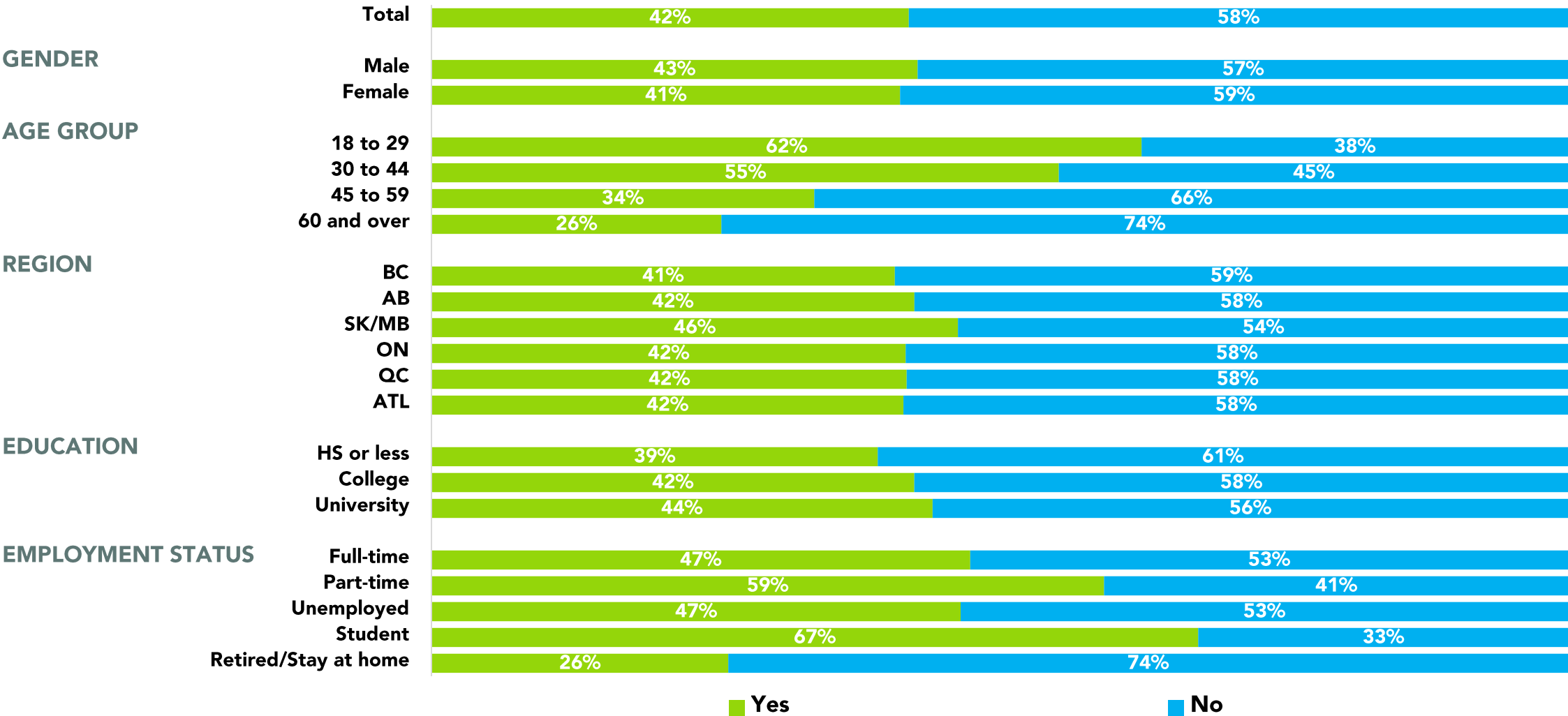
# 2 IN 5 PURSUED OPPORTUNITIES TO EARN ADDITIONAL INCOME



**+11%**  
Pursued  
opportunities  
for additional  
income  
compared to  
last year

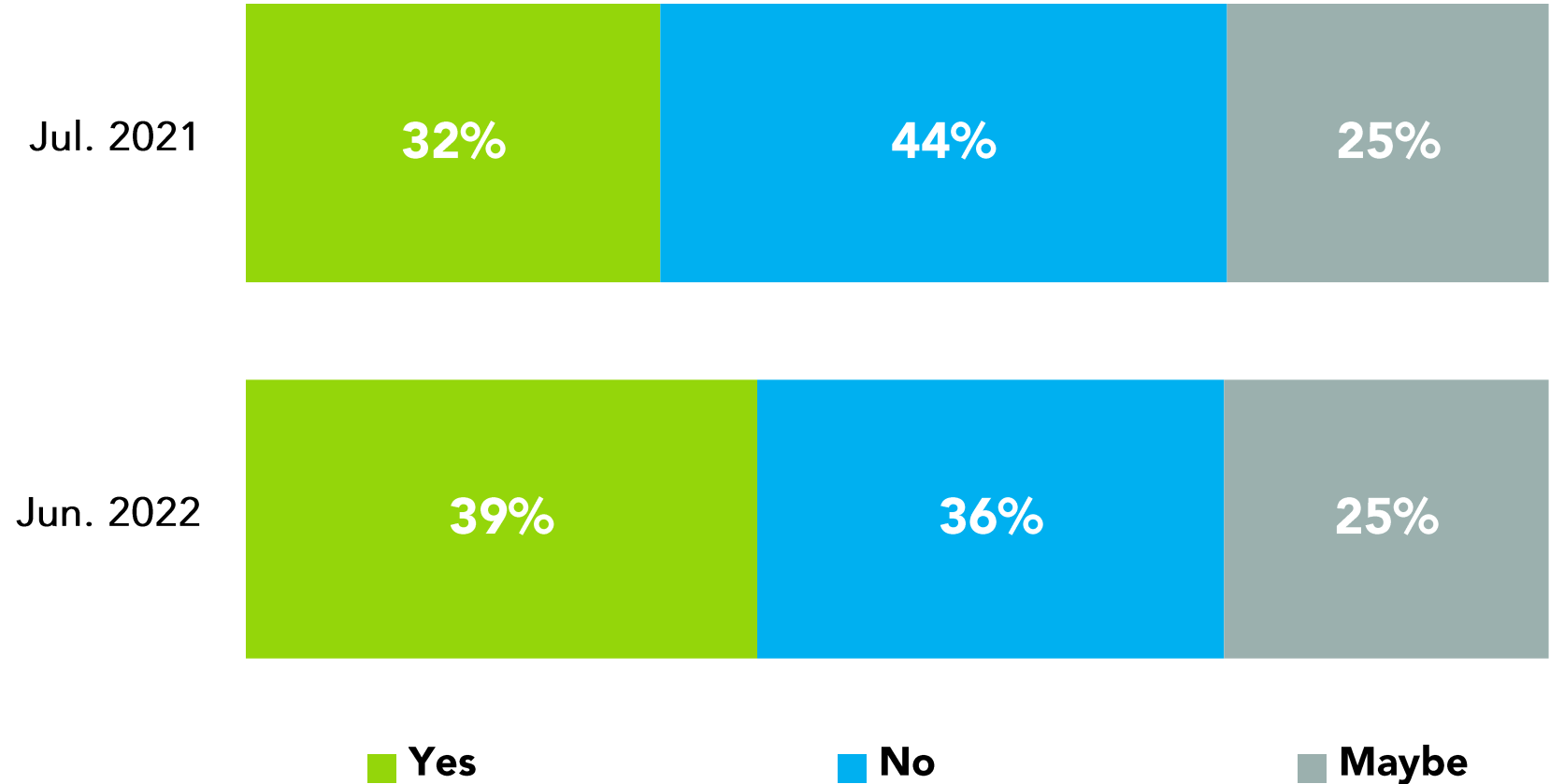
Did you pursue opportunities to make additional money outside of your primary employment to support your income in the past 12 months?

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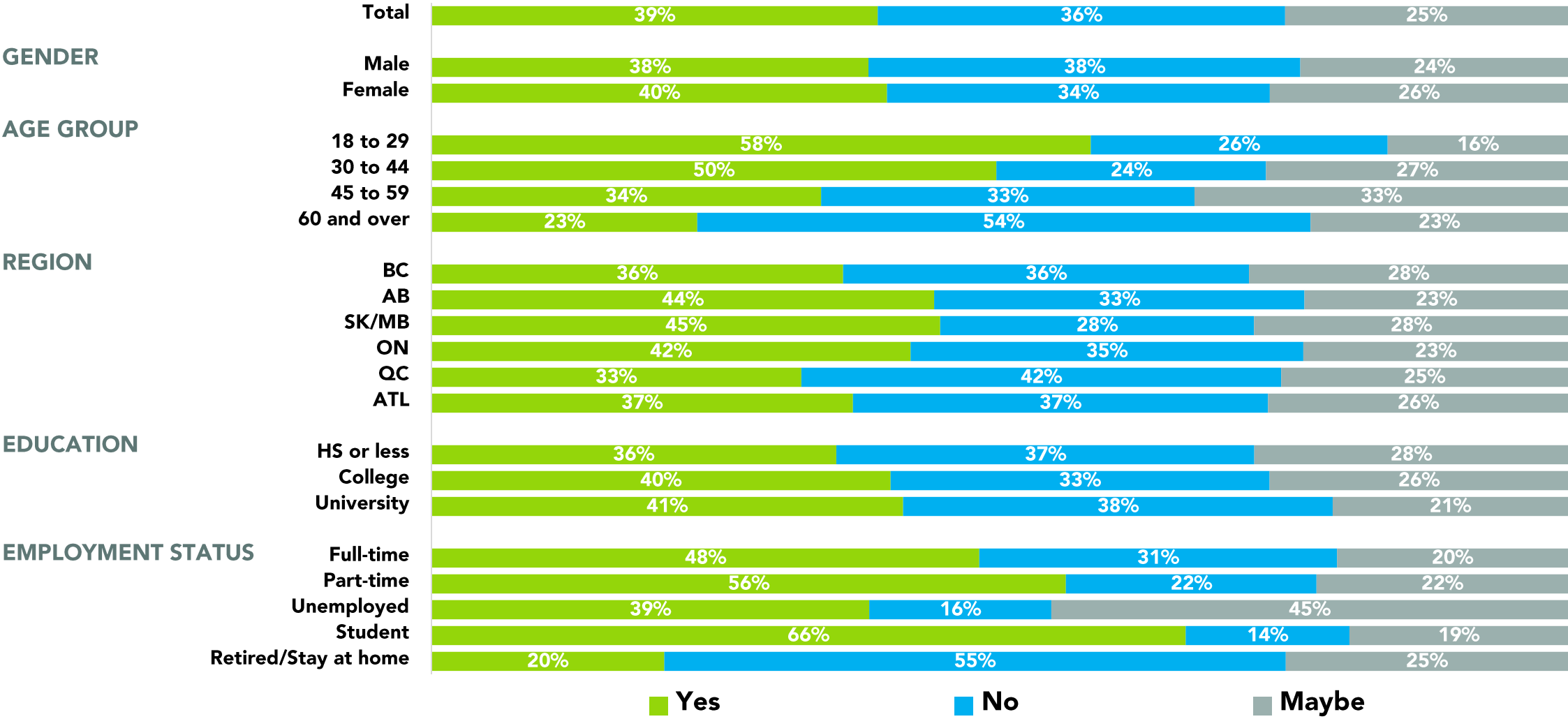
# ALMOST 4 IN 10 INTEND TO PURSUE ADDITIONAL INCOME IN THE NEXT 12 MONTHS



**+7%**  
Plan to pursue opportunities for additional income in the next 12 months

With high levels of inflation in Canada, do you intend to pursue opportunities to make additional money outside of direct employment to support your income in the next 12 months?

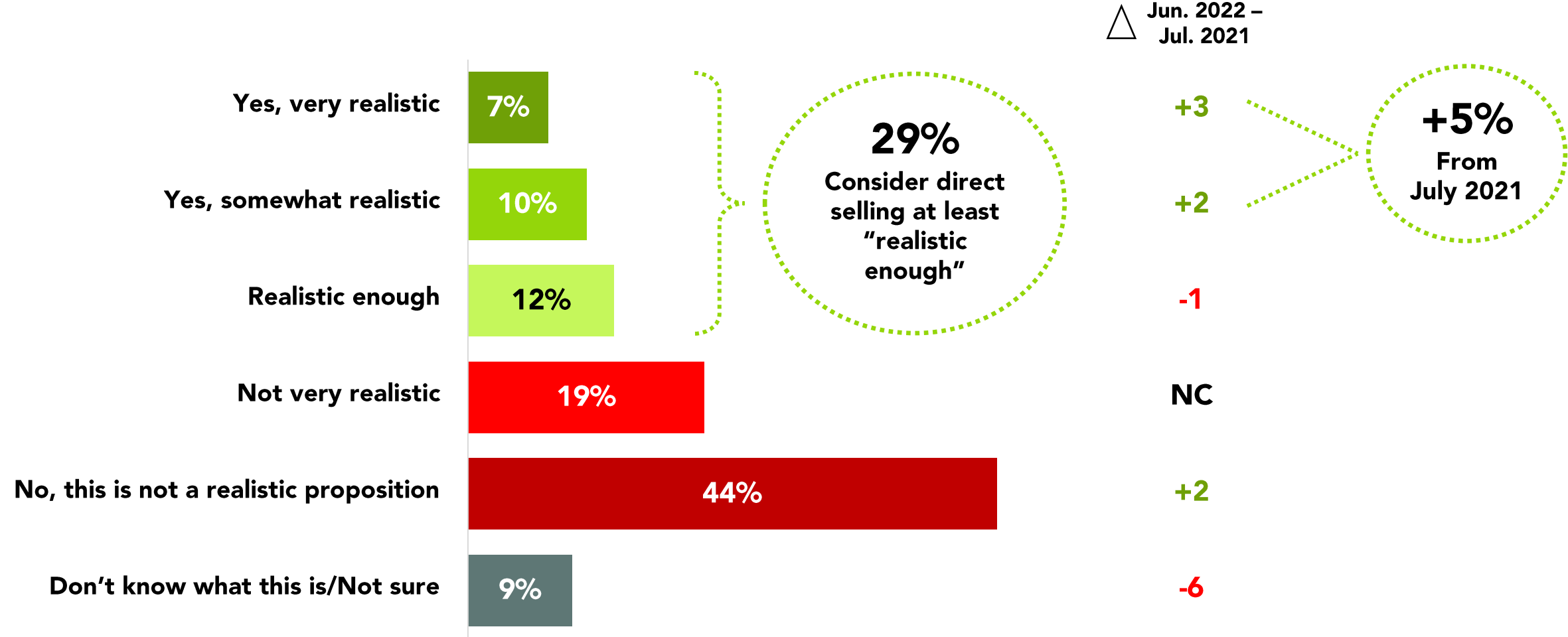
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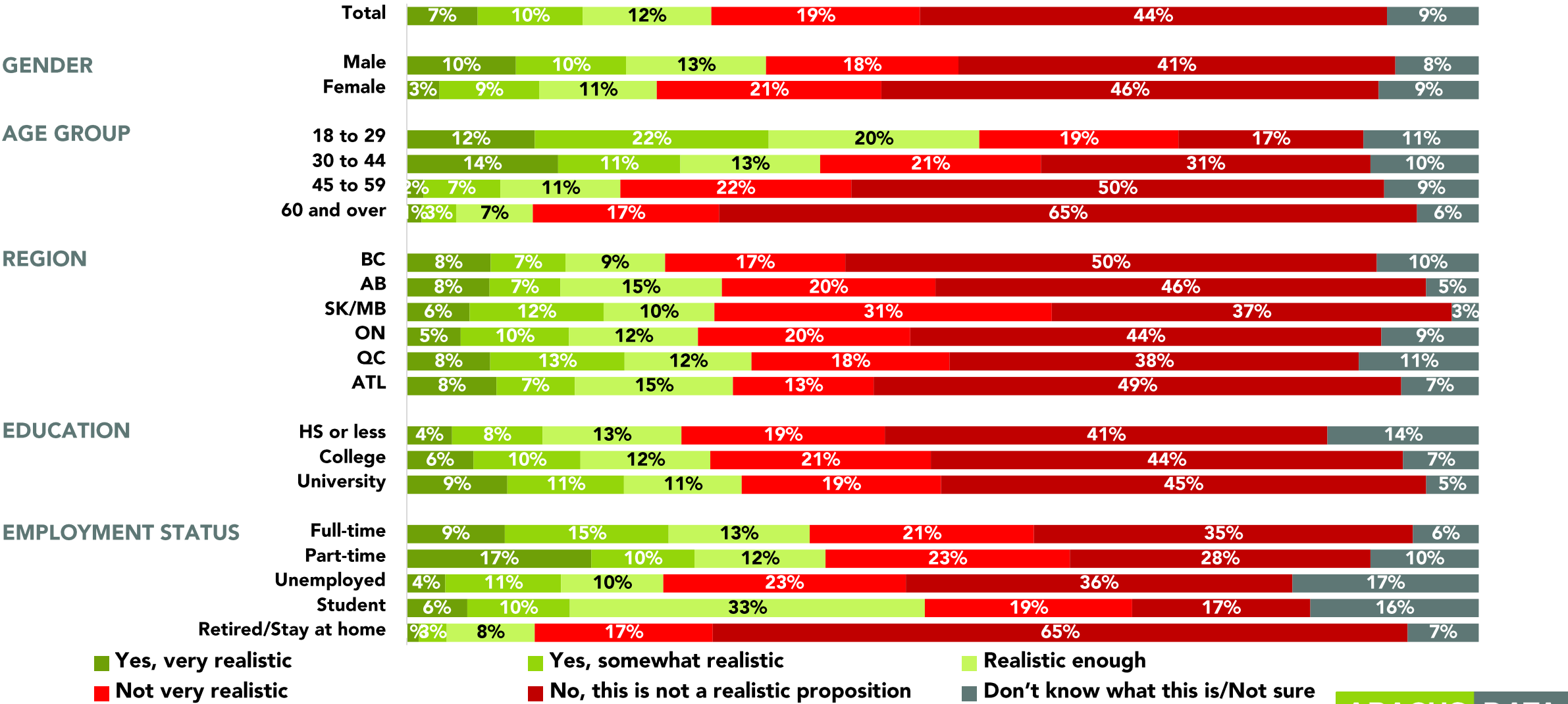


# ALMOST A THIRD FIND DIRECT SELLING REALISTIC ENOUGH



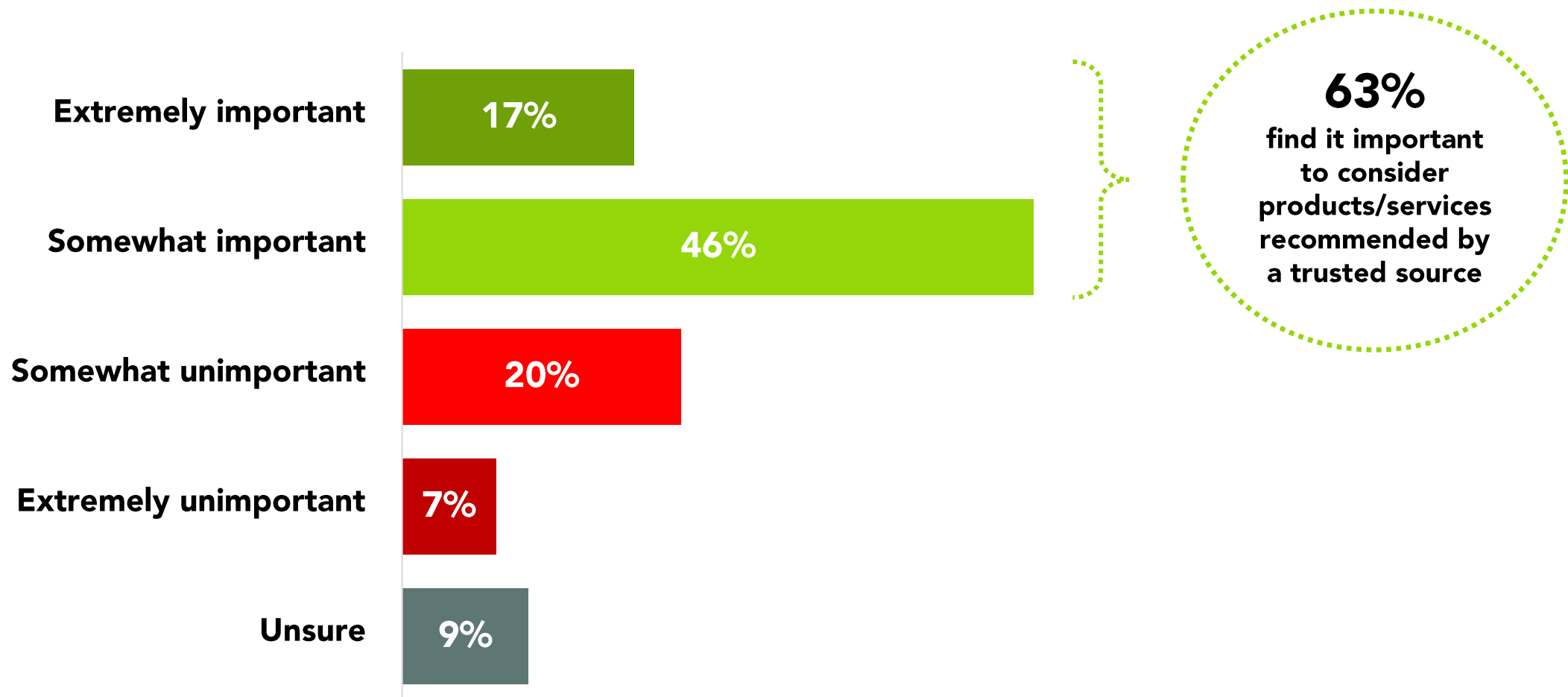
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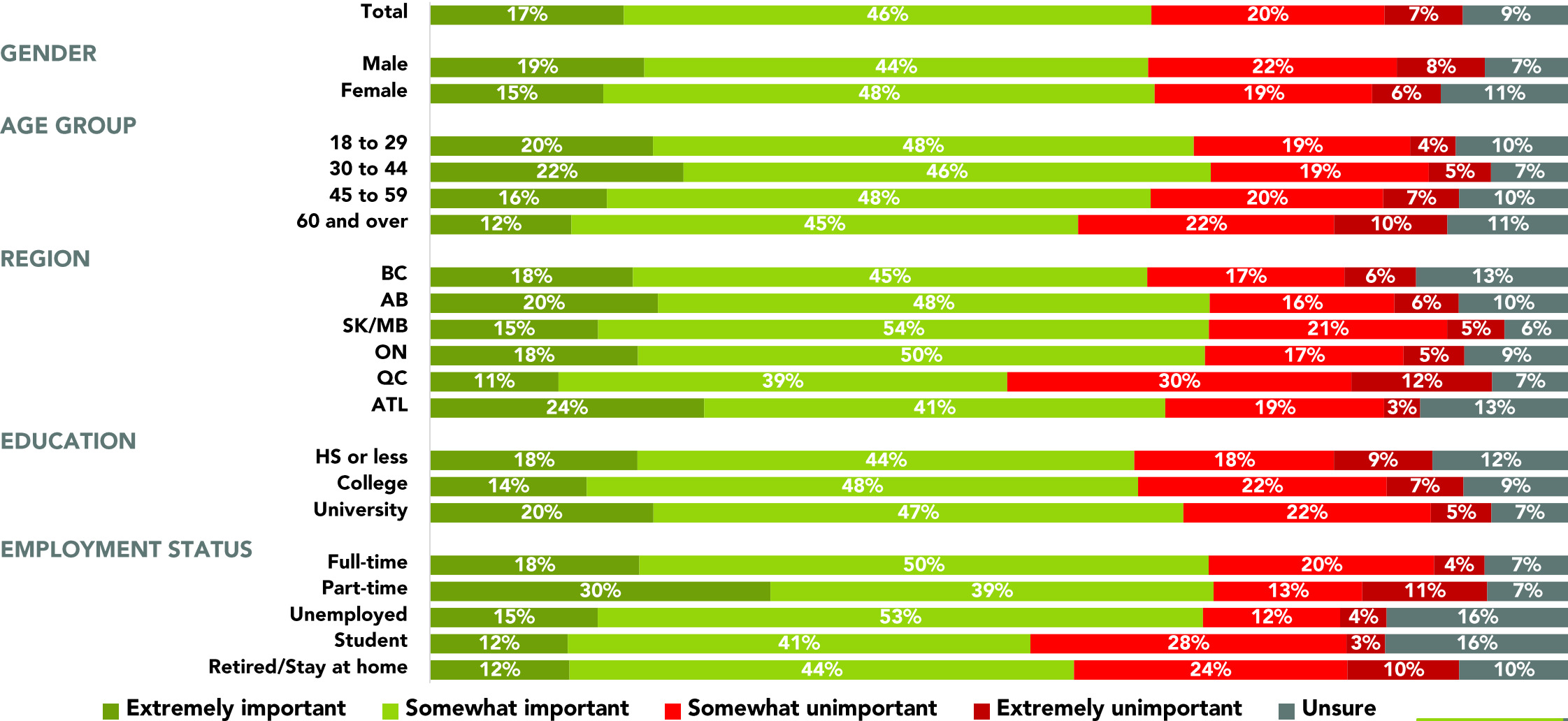
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# 3 IN 5 CONSIDER PURCHASING RECOMMENDED PRODUCTS/SERVICES



How important to you is it that a product or service you are considering purchasing is recommended by a trusted source, such as a family member or friend?

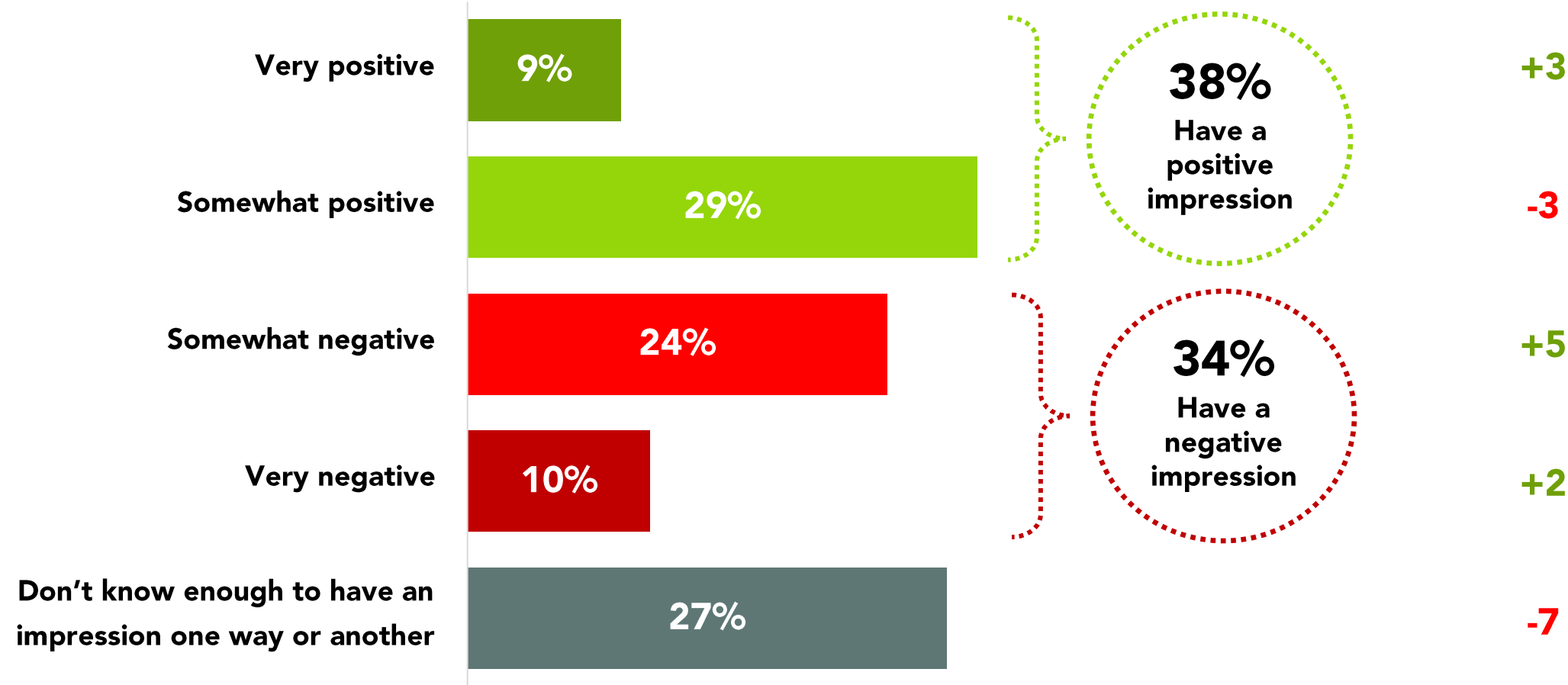
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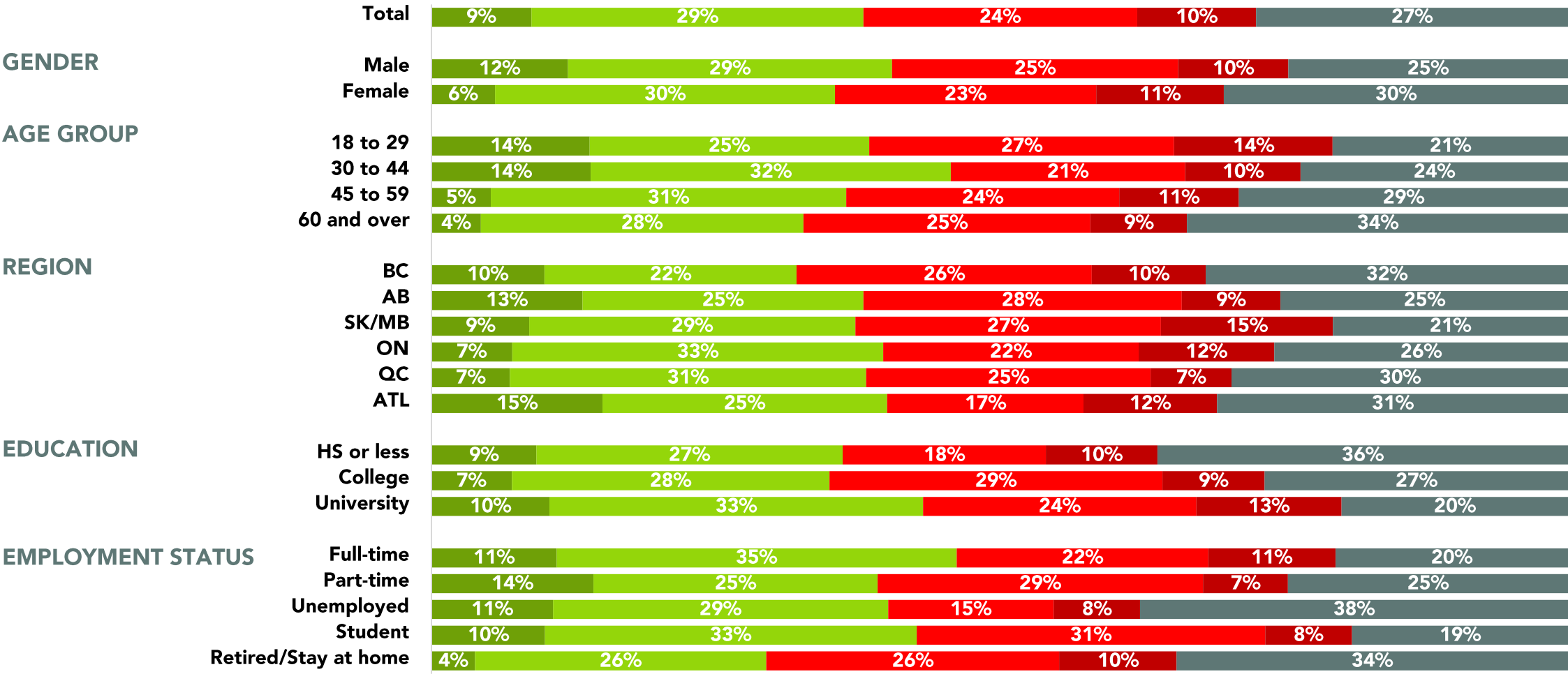
# MORE POSITIVE THAN NEGATIVE IMPRESSIONS OF THE DIRECT SELLING INDUSTRY

△ Jun. 2022 – Jul. 2021



And what is your overall impression of the direct selling industry?

# MORE POSITIVE THAN NEGATIVE IMPRESSIONS OF THE DIRECT SELLING INDUSTRY



Very positive   Somewhat positive   Somewhat negative   Very negative   Don't know enough to have an impression one way or another

And what is your overall impression of the direct selling industry?