



INSIGHTS ON CANADIANS PURSUING OPPORTUNITIES TO EARN ADDITIONAL INCOME

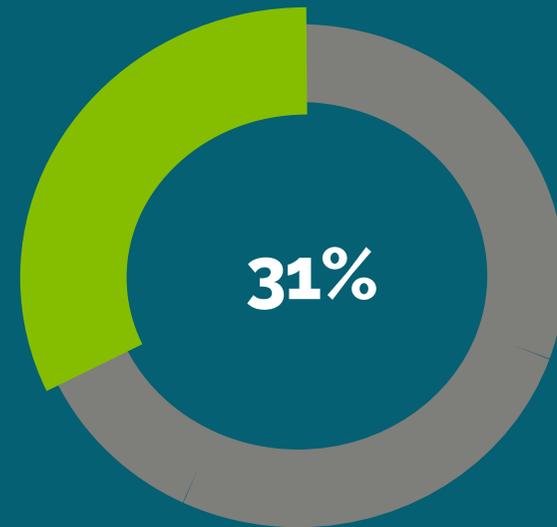
EXECUTIVE SUMMARY

Consumer survey conducted from July 9 to 14, 2021, for the Direct Sellers Association of Canada by Abacus Data – Canada’s leading public affairs and market research experts.

ADDITIONAL INCOME

PURSUED

DURING THE PANDEMIC, **1 IN 3 CANADIANS PURSUED OPPORTUNITIES** TO MAKE ADDITIONAL INCOME OUTSIDE OF THEIR PRIMARY EMPLOYMENT.

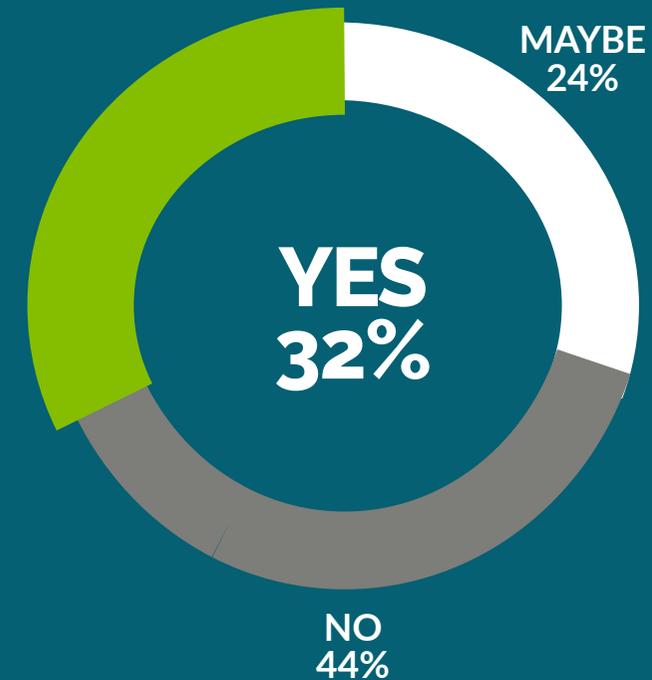


This includes over half of 18–29-year-olds (51%) and 46% of students.

3 IN 5 CANADIANS INTEND TO PURSUE OPPORTUNITIES TO MAKE ADDITIONAL INCOME OVER THE NEXT 12 MONTHS.



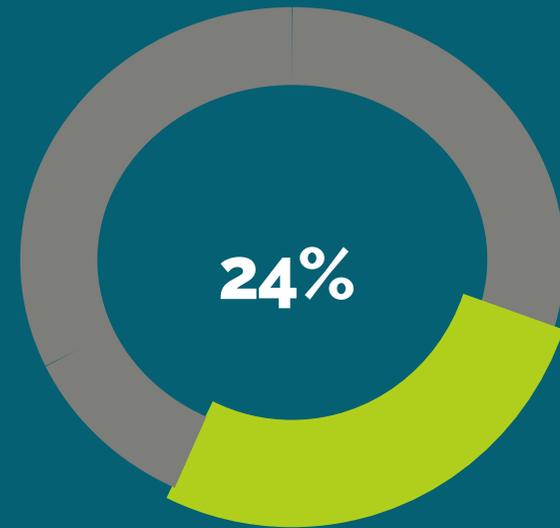
The major demographic groups are young
Canadians (75%) and students (83%).



DIRECT SELLING INDUSTRY

IMPRESSIONS

24% CONSIDER A DIRECT SELLING BUSINESS TO BE A REALISTIC OPTION FOR EARNING ADDITIONAL INCOME.

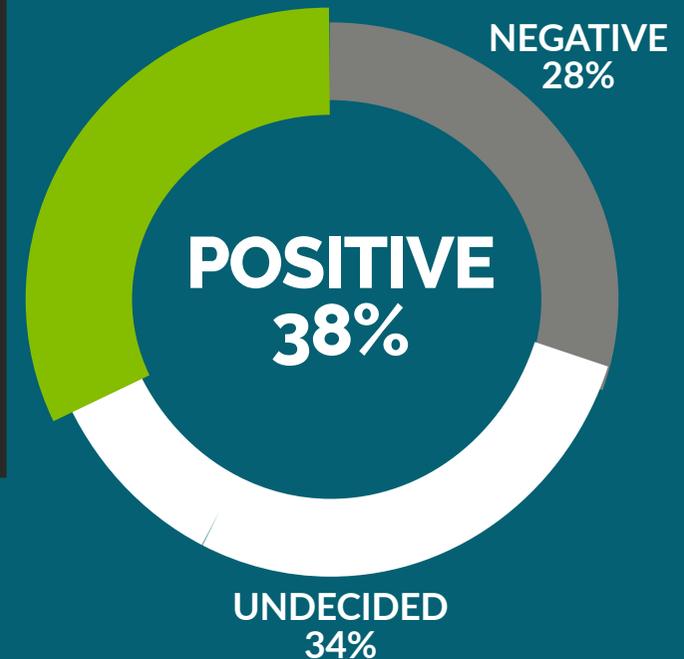


This is a 2% increase compared to 2020 numbers.

38% OF CANADIANS HAVE AN OVERALL POSITIVE IMPRESSION OF THE DIRECT SELLING INDUSTRY



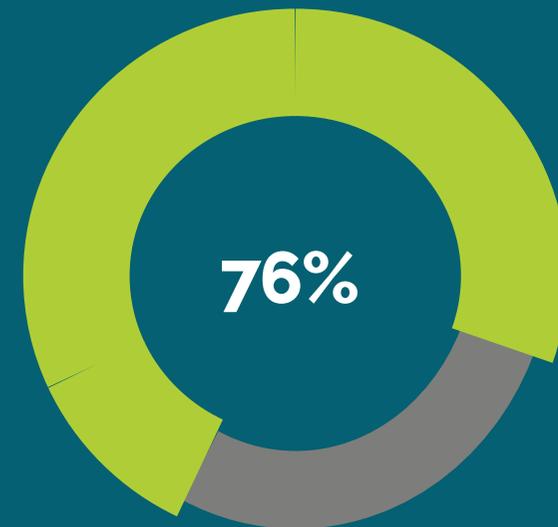
In comparison to 2020 numbers, this is a 5% increase, with negative impressions down by 7%.



CONSUMER PROTECTION

AND ETHICS

76% FIND IT IMPORTANT FOR BUSINESSES TO HAVE A COMMITMENT TO CONSUMER PROTECTION AND ETHICS.



This speaks to the strong value embedded in DSA Canada's Code of Ethics, which all member companies commit to annually.



METHODOLOGY

The survey was conducted with 1,500 Canadian adults from July 9 to 14, 2021. 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 +/- 2.51%, 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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