



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.

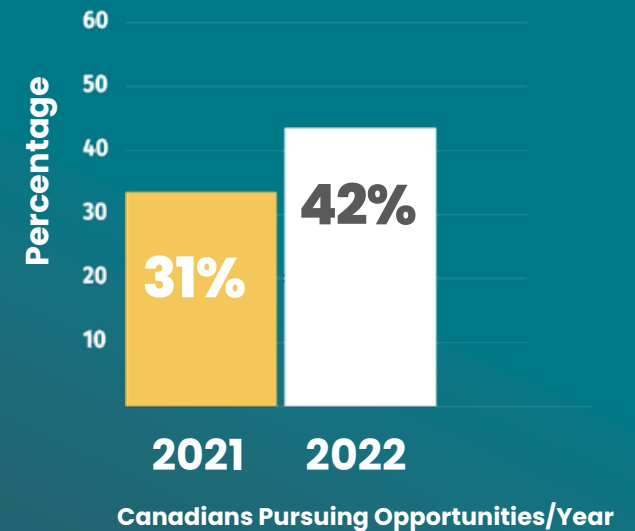


ADDITIONAL INCOME

PURSUED



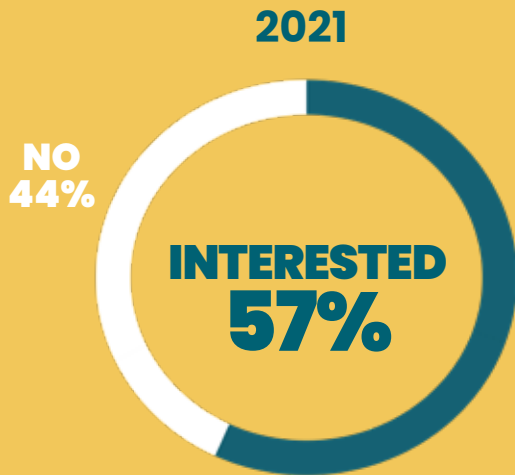
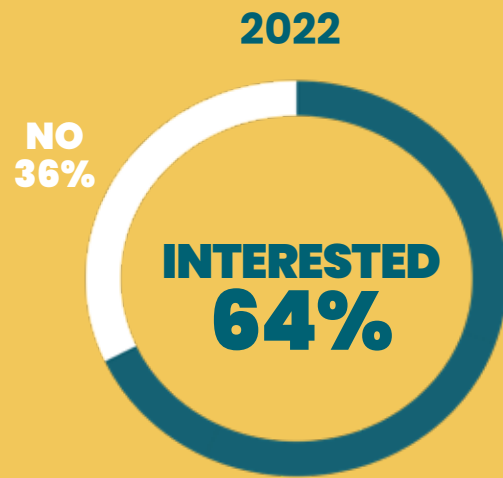
2 IN 5 CANADIANS
PURSUED OPPORTUNITIES
TO MAKE ADDITIONAL
INCOME OUTSIDE OF THEIR
PRIMARY EMPLOYMENT.



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.

NEARLY 2 IN 3 CANADIANS ARE INTERESTED IN PURSUING OPPORTUNITIES TO MAKE ADDITIONAL INCOME OVER THE NEXT 12 MONTHS DUE TO INFLATIONARY CONCERNS.



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



DIRECT SELLING INDUSTRY

IMPRESSIONS



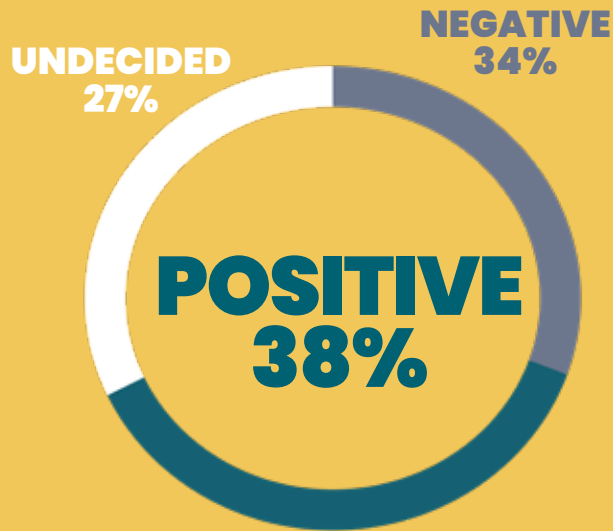
**1 IN 3 CONSIDER
A DIRECT SELLING
BUSINESS TO BE A
REALISTIC OPTION
FOR EARNING ADDITIONAL
INCOME.**



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

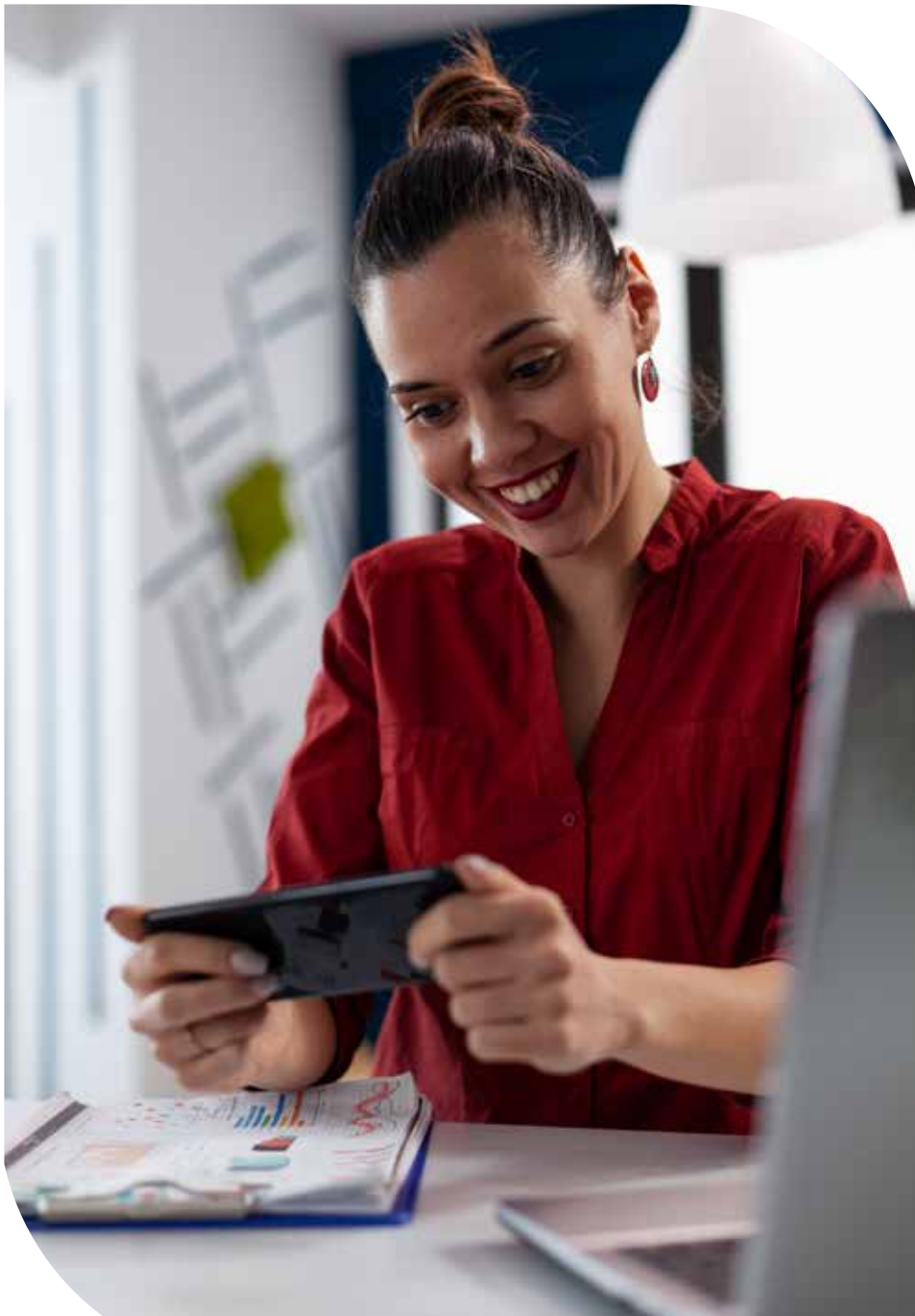
TRUSTED REVIEWS



**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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