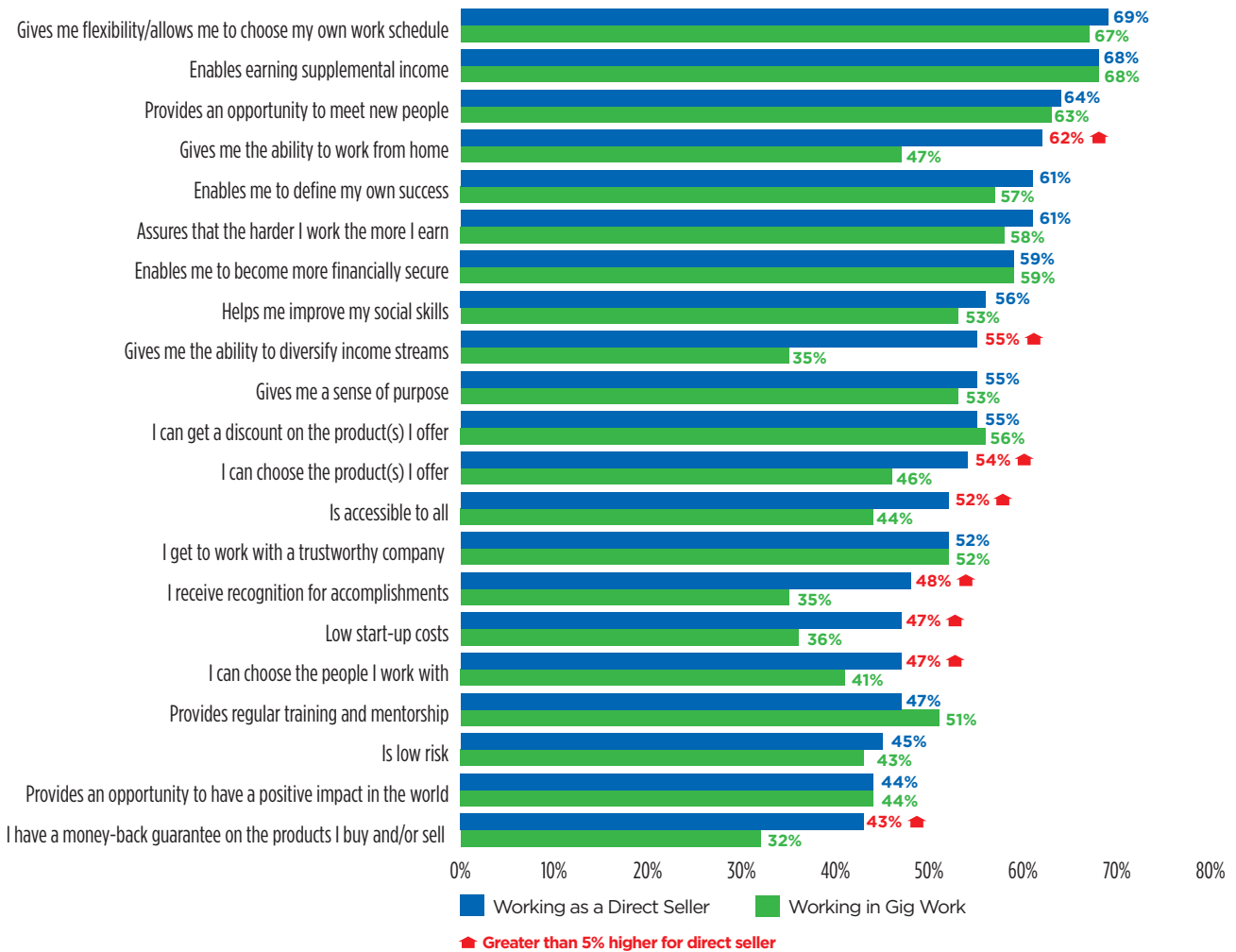


PERCEIVED DELIVERY: DIRECT SELLING VS. GIG WORK



Source: Ipsos, Direct Selling Trends 2021

COMPARING DIRECT SELLING AND GIG WORK

On Direct Selling

7 in 10 (68%) have a positive or neutral opinion of direct selling

2 in 10 (24%) see direct selling as an attractive way to make money in the coming year

- Has the best income potential
Direct selling (31%)
Gig work (29%)

- Seems easiest
Direct selling (30%)
Gig work (32%)

- I've done it before
Direct selling (30%)
Gig work (29%)

On Gig Work

3 in 10 (29%) see gig work as an attractive way to make money in the coming year

- Is most trustworthy
Direct selling (29%)
Gig work (12%)

- Sounds like the most fun
Direct selling (27%)
Gig work (21%)

- I know other people who are doing this
Direct selling (26%)
Gig work (23%)

- Can start doing the fastest
Direct selling (17%)
Gig work (32%)

Source: Direct Selling Association Survey, October 2021