

North American Average Total Earnings

The primary reason 17% of USANA independent business owners join the company is to improve their financial future. Of that group, 21% earn a cheque at least once a month.¹ Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above.

The following chart demonstrates the wealth many Associates² are creating with the USANA opportunity:

Rank	% of Active	% of Everyone	Weekly Average	Annual Low	Annual High	Annual Average (Wkly Avg x 52)
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FULL-TIME ASSOCIATES						
Star Diamond Director	4%	< .1%	\$ 22,821	\$ 597,115	\$ 1,860,817	\$ 1,186,692
Diamond Director	4%	< .1%	\$ 10,983	\$ 374,816	\$ 599,221	\$ 571,116
Emerald Director	9%	0.1%	\$ 5,570	\$ 81,471	\$ 395,231	\$ 289,640
Ruby Director	16%	0.1%	\$ 3,594	\$ 124,080	\$ 330,792	\$ 186,888
Gold Director	67%	0.5%	\$ 1,775	\$ 22,618	\$ 225,388	\$ 92,300

PART-TIME ASSOCIATES						
Silver Director	2%	0.3%	\$ 1,262	\$ 36,991	\$ 120,716	\$ 65,624
Bronze Director	2%	0.3%	\$ 778	\$ 13,587	\$ 68,023	\$ 40,456
Director	4%	0.6%	\$ 578	\$ 11,747	\$ 58,788	\$ 30,056
Achiever	9%	1%	\$ 394	\$ 5,681	\$ 44,065	\$ 20,488
Builder	27%	4%	\$ 232	\$ 3,124	\$ 34,034	\$ 12,064
Believer	45%	6%	\$ 142	\$ 2,322	\$ 23,681	\$ 7,384
Sharer	11%	1%	\$ 74	\$ 1,206	\$ 47,322	\$ 3,848

BREAKDOWN OF CANADIAN ASSOCIATES		
Earnings (CAN)	Count	Per cent
0-100	1,721	13%
101 - 500	5,451	42%
501 - 1,000	1,999	16%
1,001 - 2,000	1,289	10%
2,001 - 5,000	1,180	9%
5,001 - 50,000	1,032	8%
50,000+	124	1%
TOTAL	12,796	100%

¹ According to results from in-house survey taken between 2004 and 2006.

² Calculations based on earnings for fiscal year 2010. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 20 weeks.

\$125,775 is the average yearly income for an established, full-time USANA Associate. **\$33,170** is the annual average of those who earned as little as one commission cheque each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2010. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a cheque at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Centre during the year equals less than 1% of all Associates. Those earning as little as one cheque a month equal approximately 3% of all Associates. If you include all 146,714 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$907.75 with nearly one in three earning a cheque. To date, USANA had more than 170 Associates who are lifetime Million Dollar Club members.

With more than 170 Million Dollar Club members, it's no wonder USANA has been voted **Best Network Marketing Company** by *MLM Insider* **11 times since 1997.**

