



# 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. 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.<sup>1</sup>

The following chart demonstrates the wealth many Associates<sup>2</sup> 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 Director	4%	< .1%	\$ 23,508	\$ 613,367	\$ 1,976,673	\$ 1,222,458
Diamond Director	5%	< .1%	\$ 9,597	\$ 373,236	\$ 878,105	\$ 499,042
Emerald Director	8%	0.1%	\$ 6,032	\$ 100,635	\$ 394,910	\$ 313,668
Ruby Director	16%	0.1%	\$ 3,755	\$ 136,803	\$ 590,876	\$ 195,278
Gold Director	66%	0.5%	\$ 1,868	\$ 20,212	\$ 204,456	\$ 97,114

PART-TIME ASSOCIATES						
Silver Director	2%	0.3%	\$ 1,288	\$ 30,780	\$ 134,876	\$ 67,021
Bronze Director	2%	0.3%	\$ 822	\$ 16,502	\$ 132,658	\$ 42,754
Director	4%	0.5%	\$ 601	\$ 7,695	\$ 76,592	\$ 31,261
Achiever	9%	1%	\$ 408	\$ 6,769	\$ 77,564	\$ 21,227
Builder	27%	3%	\$ 242	\$ 3,396	\$ 39,716	\$ 12,590
Believer	44%	6%	\$ 147	\$ 1,751	\$ 31,664	\$ 7,634

BREAKDOWN OF CANADIAN DISTRIBUTORS		
Earnings (CAN)	Count	Per cent
0-100	1,713	14%
101 - 500	5,414	44%
501 - 1 000	1,908	15%
1,001 - 2 000	1,226	10%
2,001 - 5 000	1,014	8%
5,001 - 50 000	925	8%
50,000+	124	1%
<b>TOTAL</b>	<b>12,324</b>	<b>100%</b>

<sup>1</sup> According to results from in-house survey taken between 2004 and 2006.

<sup>2</sup> Calculations based on earnings for fiscal year 2009. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 20 weeks.

**\$132,525** is the average yearly income for an established, full-time USANA Associate. **\$34,513** 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 2009. 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 165,710 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 \$878.81 with nearly one in three earning a cheque. To date, USANA has more than 140 Associates who are lifetime Million Dollar Club members.



With over 140 Million Dollar Earners, it's no wonder USANA Health Sciences has been voted the **#1 Distributor's Choice** "Best Company" for **10 consecutive years** in *NetWork Marketing Today* & the *MLM Insider Magazine*.