



# 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 check at least once a month.<sup>1</sup> 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 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 Diamond Director	4%	< .1%	\$ 16,444	\$ 403,254	\$ 1,340,821	\$ 855,075
Diamond Director	4%	< .1%	\$ 7,910	\$ 269,936	\$ 431,548	\$ 411,329
Emerald Director	9%	0.1%	\$ 4,005	\$ 58,580	\$ 284,182	\$ 208,236
Ruby Director	16%	0.1%	\$ 2,613	\$ 90,202	\$ 240,474	\$ 135,877
Gold Director	67%	0.5%	\$ 1,282	\$ 16,340	\$ 162,830	\$ 66,643

### PART-TIME ASSOCIATES

Silver Director	2%	0.3%	\$ 910	\$ 26,671	\$ 87,309	\$ 47,308
Bronze Director	2%	0.3%	\$ 561	\$ 9,800	\$ 49,065	\$ 29,157
Director	4%	0.6%	\$ 417	\$ 8,482	\$ 42,447	\$ 21,706
Achiever	9%	1%	\$ 284	\$ 4,100	\$ 31,800	\$ 14,763
Builder	27%	4%	\$ 167	\$ 2,250	\$ 24,515	\$ 8,673
Believer	45%	6%	\$ 102	\$ 1,671	\$ 17,040	\$ 5,329
Sharer	11%	1%	\$ 55	\$ 908	\$ 35,400	\$ 2,886

<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 2010. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 20 weeks.

**\$91,000** is the average yearly income for an established, full-time USANA Associate. **\$24,000** is the annual average of those who earned as little as one commission check 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 checks 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 check 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 Center during the year equals less than 1% of all Associates. Those earning as little as one check 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 \$656.77 with nearly one in three earning a check. To date, USANA has 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.**