Do you have a side gig or side hustle? A side gig/hustle is defined as a piece of work or a job that you get paid for in addition to your regular job.

	Total	Age			Generation					Gender		Region						Income		
		18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1523	349	511	663	131	356	435	283	318	713	810	194	162	99	565	387	116	465	483	363
BASE: WEIGHTED	1523	435	527	560	172	402	438	249	261	744	779	199	171	101*	574	367	111*	503	494	326
Yes	357	201	108	48	90	136	94	23	13	203	153	43	40	26	129	94	25	103	120	90
	23%	46%	20%	9%	52%	34%	21%	9%	5%	27%	20%	22%	24%	25%	23%	26%	23%	21%	24%	27%
		CD	D		FGHI	GHI	HI			K										R
No	1166	234	419	513	82	266	345	225	248	541	625	156	131	75	445	273	86	400	374	237
	77%	54%	80%	91%	48%	66%	79%	91%	95%	73%	80%	78%	76%	75%	77%	74%	77%	79%	76%	73%
		B	BC		E	EF	EFG	EFG		J								T		

Please indicate if you agree or disagree with the following statement: Inflation and the increased cost of living was a contributing factor in my decision to pick up a side gig.

	Total	Age			Generation					Gender		Region						Income		
		18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: If Yes At T1	328	164	104	60	70	119	93	29	17	176	152	35	38	26	119	85	25	89	104	95
BASE: WEIGHTED	357	201	108*	48*	90*	136*	94*	23**	13**	203	153	43*	40*	26**	129*	94*	25**	103*	120*	90*
TOP 2 BOX (NET)	302	189	77	36	85	124	66	19	8	171	131	41	31	20	107	79	24	95	98	72
	85%	94%	72%	76%	95%	91%	70%	83%	62%	84%	85%	95%	78%	80%	83%	84%	95%	92%	82%	81%
		CD			G	G												T		
(4) Strongly agree	170	105	46	18	50	67	40	8	5	105	65	24	16	12	63	42	13	57	58	39
	48%	52%	43%	39%	56%	49%	42%	33%	38%	51%	43%	56%	40%	46%	49%	45%	52%	55%	48%	43%
(3) Somewhat agree	132	83	31	18	35	56	26	12	3	67	66	17	15	9	44	37	11	38	41	33
	37%	41%	29%	37%	39%	41%	28%	50%	24%	33%	43%	39%	38%	34%	34%	39%	43%	37%	34%	37%
(2) Somewhat disagree	30	7	18	5	2	8	17	1	2	16	14	1	7	3	12	5	1	7	13	9
	8%	3%	17%	10%	2%	6%	18%	5%	13%	8%	9%	3%	17%	11%	10%	6%	5%	7%	11%	10%
			B				EF													
(1) Strongly disagree	24	5	12	7	3	5	11	3	3	16	9	1	2	2	10	10	0	2	9	9
	7%	3%	11%	14%	3%	3%	12%	12%	25%	8%	6%	2%	5%	9%	8%	10%	-	2%	7%	10%
			B	B			F													R
BOTTOM 2 BOX (NET)	55	12	31	12	5	13	28	4	5	32	22	2	9	5	22	15	1	8	21	17
	15%	6%	28%	24%	5%	9%	30%	17%	38%	16%	15%	5%	22%	20%	17%	16%	5%	8%	18%	19%
			B	B			EF													R
MEAN	3.30	3.40	3.00	3.00	3.50	3.40	3.00	3.00	2.70	3.30	3.20	3.50	3.10	3.20	3.20	3.20	3.50	3.50	3.20	3.10
		CD			G	G												T		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - U/V

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni omni January 25th to January 26th 2023

Maru/Blue