



## Side gig/side hustle bustle

**TORONTO, February 1, 2023**—A new [Maru Public Opinion](#) conducted for Turbo Tax Canada finds that one-quarter of Canadians (23%) have a side gig/hustle (a piece of work or second job they get paid for in addition to their primary employment). Of those, the vast majority (85%) say the rising cost of living contributed to their decision to pick up that secondary source of income.

### Side gig/side hustle bustle

One-quarter of Canadians (23%) report having a side gig/hustle, and nearly half (46%) are between the ages of 18-34 (35-54, 20%/55+, 9%). Intergenerationally, half (52%) of Gen Z's and one-third (34%) of Millennials are more likely to have that extra source of income compared with those who are Gen X 's (21%), and Boomers (9%).

Men (27%) are also more likely than women (20%) to have a side gig/hustle, along with those earning the most income (\$100K+, 27%) compared to those with lower income (\$50K-\$99K, 24%/<\$50K, 21%).

Those with a side gig/hustles can be found in similar degrees in each province/region of the country—Quebec (26%), Manitoba/Saskatchewan (25%), Alberta (24%), Ontario/Atlantic Canada (23%), and British Columbia (22%).

### Inflation's rising cost of living fueled extra work

Among those with a side gig/hustle, the vast majority (85%)—and especially among those who are Gen Zs (95%) and Millennials (91%)—agree that inflation and the increased cost of living were a contributing factor in their decision to start side-gigging/hustling.

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## Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on January 25-26, 2023, among a random selection of 1,523 Canadian adults who are Maru Voice Canada online panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5% 19 times out of 20. Of that group, 357 were identified as having a side gig/side hustle, producing a similar estimated margin of error of +/- 5.7%, 19 times out of 20. Respondents could take the survey in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).

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## maru/

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