

GoDaddy®

Side Hustle:

A way of life, not work

‘How UK workers are ordering a side of
hustle with their day job’

A Cebr report for GoDaddy | www.godaddy.co.uk



Executive Summary



Sectors

Across 2017, the professional, scientific and technical services sector had the highest share of side hustlers, at 14%. Within this sector, many were employed as photographers.

As their main job in which they are an employee, nearly half (45%) of side hustlers worked in the public admin, education and health sector in Q1 2018.



Time

48% of side business owners spend five hours or less a week working on their second job.

24% spend more than five, but fewer than ten hours, working on their side business per week.



Economy

Side hustlers add £14.4 billion to the UK economy in their GVA impact.

For every £1 of value delivered by side hustlers, £1.02 is further added to the economy.

Age

The top age bracket for side hustlers is 45-49 year olds, with 57% of side hustlers being over 40 years old.

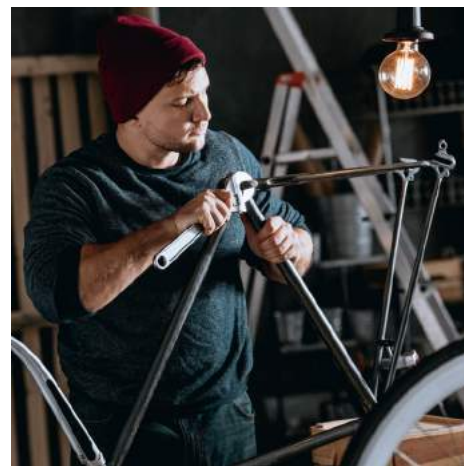
Jobs

For every 100 side hustlers, 88 jobs are created on top of the number of side hustler jobs.



Growth

The Side Hustle community rocketed by 32% over the 10 years to Q1 2018.



Side Hustle...
statistically speaking



**UK side
hustlers grew
by 32% over
the 10 years
to Q1 2018.**

Contents:



Overview

Introducing the Side Hustle movement with Irana Wasti, Jack Parsons and Emma Jones.

Page 09

Growth: Section 1

Calculating the side business population in the UK.

Page 16

Economic: Section 2

Counting the economic impact of UK Side Hustle businesses.

Page 28



Job: Section 3

Exploring side hustlers' impact on sectors including education, professional, scientific and technical.

Page 40



Age: Section 4

Age is just a number with over 40s leading the Side Hustle charge as more Brits ditch the notion of just one 9–5 job.

Page 46



Time: Section 5

Analysis of how much time full-time workers invest in their Side Hustle.

Page 50

Sector: Section 6

Drilling down into what day jobs have the highest percentage of side hustlers.

Page 56



Analysis and methodology

The techy bit about how everything was analysed and calculated.

Page 80



About Cebr

Meet the excellent folks behind this research.

Page 81



About GoDaddy

A bit about us and our parental role in the UK's ever-growing Side Hustle family.

Page 85

| Side Hustle:
for those whose
DREAMS are worth
more than their
sleep.



Introducing THE Side Hustle

Phenomenon(al) Movement

The UK is bustling with dreamers,
makers, movers and shakers.

It's a community of individuals. Each with their own idea. Each with their own motivation. They are joined together by that little voice. The one that says do what you love. The irrepressible itch that just needs scratching.

GoDaddy shares this vision. The drive to renounce the office walls. After all, those who order a Side Hustle with their day job know no 9-5. The tick-tock of the working clock is their playground in which to explore business opportunities.

GoDaddy helps them kick ass by taking their passion online. They are the boss. They are the Side Hustle.

[Irana Wasti](#) | Senior VP and head of GoDaddy EMEA



For those
WHO take
their **DAY**
with a
SIDE
of **HUSTLE**

Side Hustle

is the (fore)word





**Jack
Parsons**

There's no (age) limit to personal success...

With around one in five side hustlers under 30, we account for a big chunk of the side hustling population. For many of the young people I work with, pursuing their passions outside of their 9–5 work day gives them a chance to take control of their futures. I know kids who credit their Side Hustle with everything from overcoming personal challenges to getting big career breaks.

But the winning arguments don't stop there. The brands I work with to support young people's futures have a big stake in encouraging and supporting side hustling as well.

If we agree we are in the midst of one of the most entrepreneurial generations we have ever seen, then businesses stand to gain a huge amount too. Forward-thinking companies are embracing side hustling, freeing up employees to do their day job and pursue their passions on the side.

Why? Because people running their own business have connections, they have passion and ideas, are ambitious and fulfilled. They tick all kinds of boxes for employers.

**| Young entrepreneur and
CEO of Big Youth Group**

Visit: bigyouthgroup.com

An enterprising person sees opportunity in all areas of life...

We've seen record startup rates over the last couple of years – 2012 was when the UK first hit half a million startups in the space of 12 months, last year it was 600,000 people starting a limited company. Due to various aspects of uncertainty, I do think the startup rate in the UK could dip a little – but I think Side Hustle would be the route out of it.

When I wrote my book “Working 5 to 9: How to Start a Successful Business in Your Spare Time” – actually 60% of those who had started a part-time business had done so with a view to making it a full-time business – these people are where we're going to see the drop off.

People want the security of the salary coming in. The Side Hustle is where we're going to keep the entrepreneurial gene alive in the UK.

**| The founder of small business
network Enterprise Nation**

Visit: enterprisenation.com



**Emma
Jones**

About THIS Report

Overview from Cebr

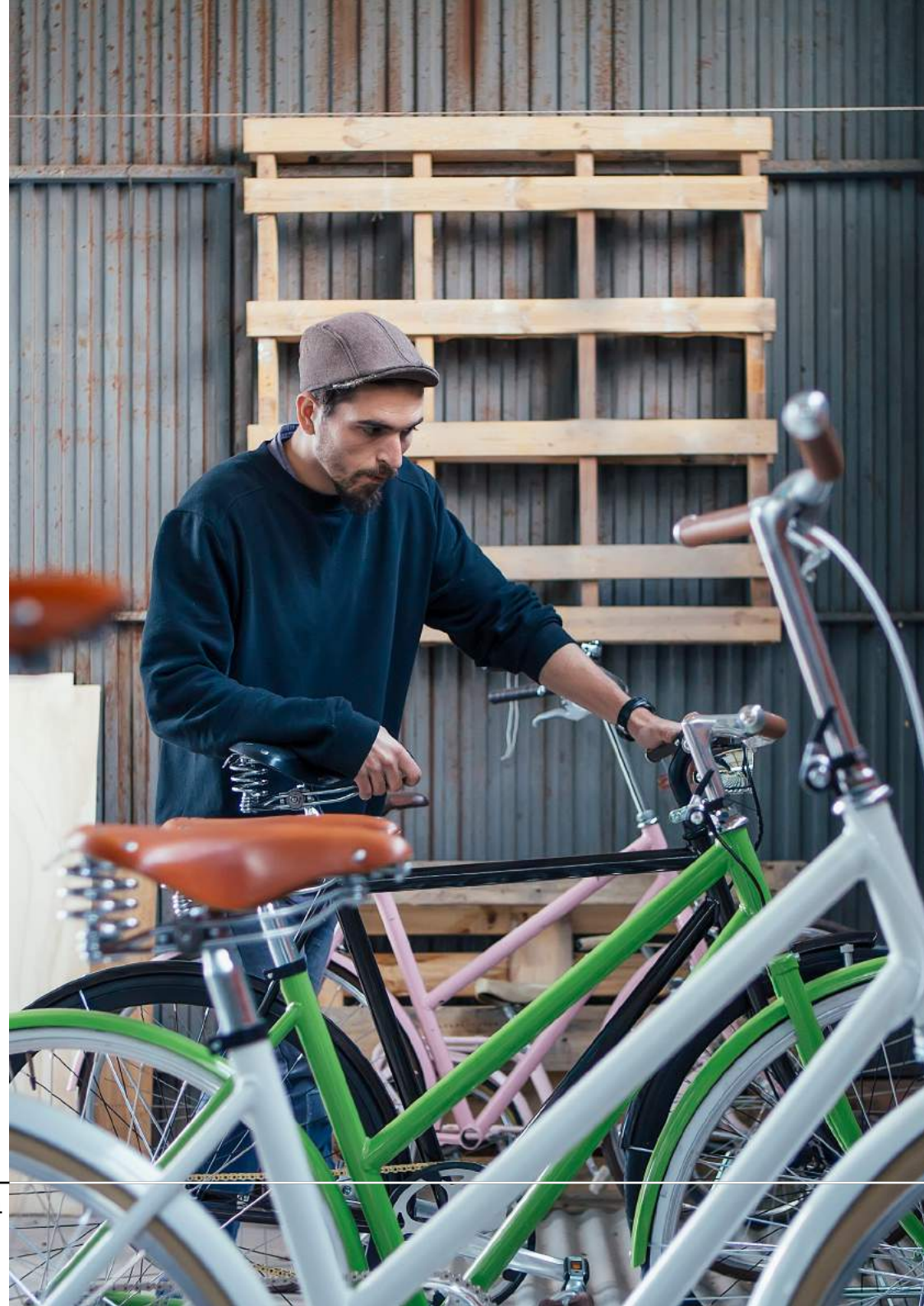
A side hustler stands tall as an individual who holds a main job as an employee and a second as self-employed. They've walked the journey a million times in their mind. They know exactly where they're destined to go.

Alongside their 9–5, they run a Side Hustle. A business. They turn their passion into profit. This unique and ever-growing community of individuals are the focus of this report.

We do not capture those who simply sell their possessions occasionally on eBay or other e-commerce platforms. Only those who dare to Side Hustle...

The report reveals, for the first time, surprising details about the side hustling population in the UK.

KEY HIGHLIGHTS INCLUDE >>>



57%

of side hustlers are over the age of 40, with around one in five under 30 years old.

GoDaddy®

Side hustling is evenly split between the genders, women side hustlers representing

50.9%

of the total.



44%

of side hustlers are parents with at least one child under 19 living at home.





The Side Business Population In The UK

Your passion is what you were born to do.

32% new side hustlers emerged over the 10 years to Q1 2018.

GROWTH: SECTION 1



Growth:

Section 1

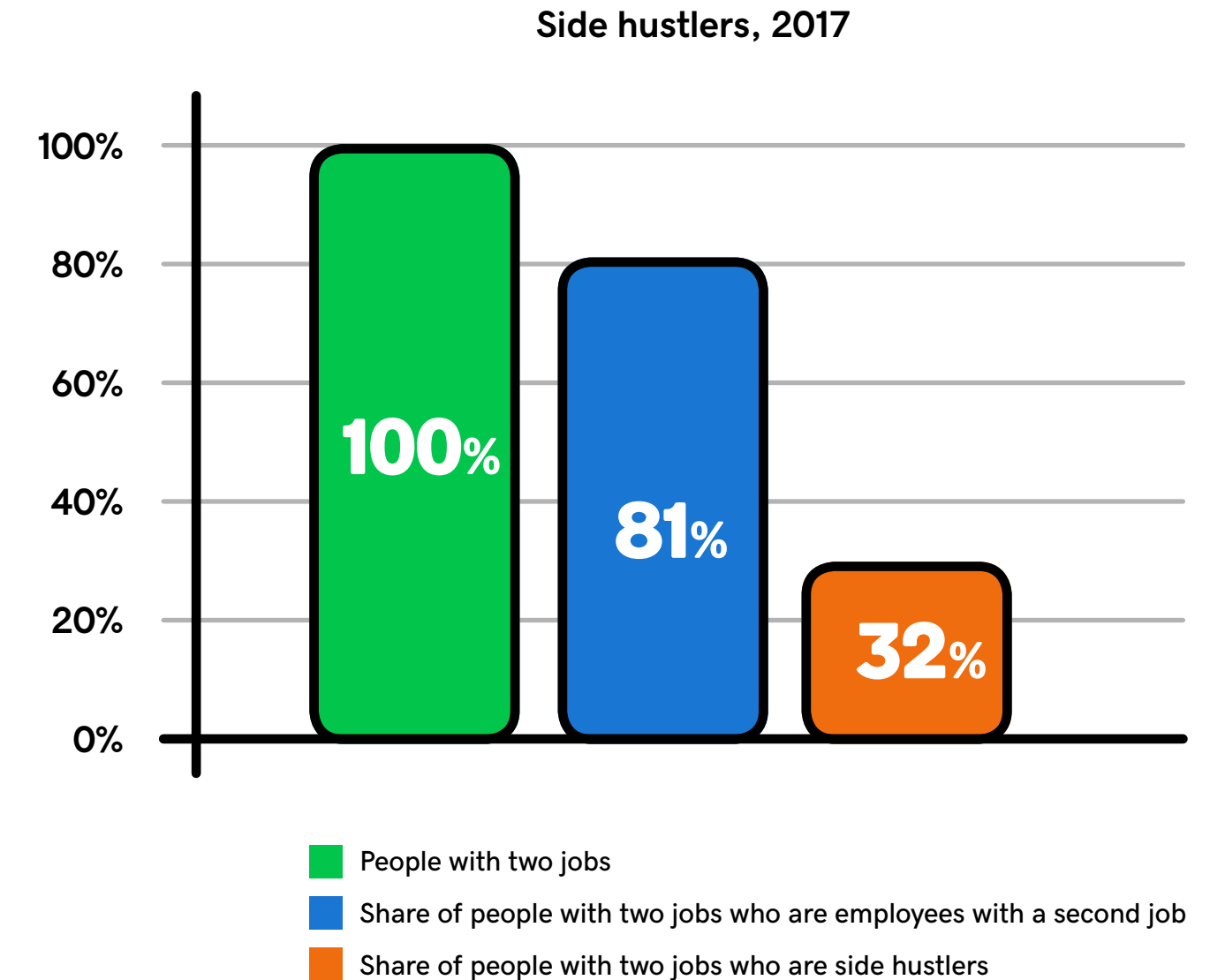
Side hustlers make up a third of people with two jobs...

...but who is a side hustler? How can they be defined? Whilst each hustle is unique, side hustlers can be grouped as:

- A person holding a first job in which they are an employee and a second where they are self-employed.

Side hustlers dare to venture. To explore their passions. To dream. To do. And the community is growing. Just look at the stats. In 2017, there were over 1.1 million people in the UK who reported having two jobs. 81% of these are employees in their main job.

**| You may say side hustlers are dreamers.
But they're not the only ones.**



| Source: UK Data Service, Labour Force Survey



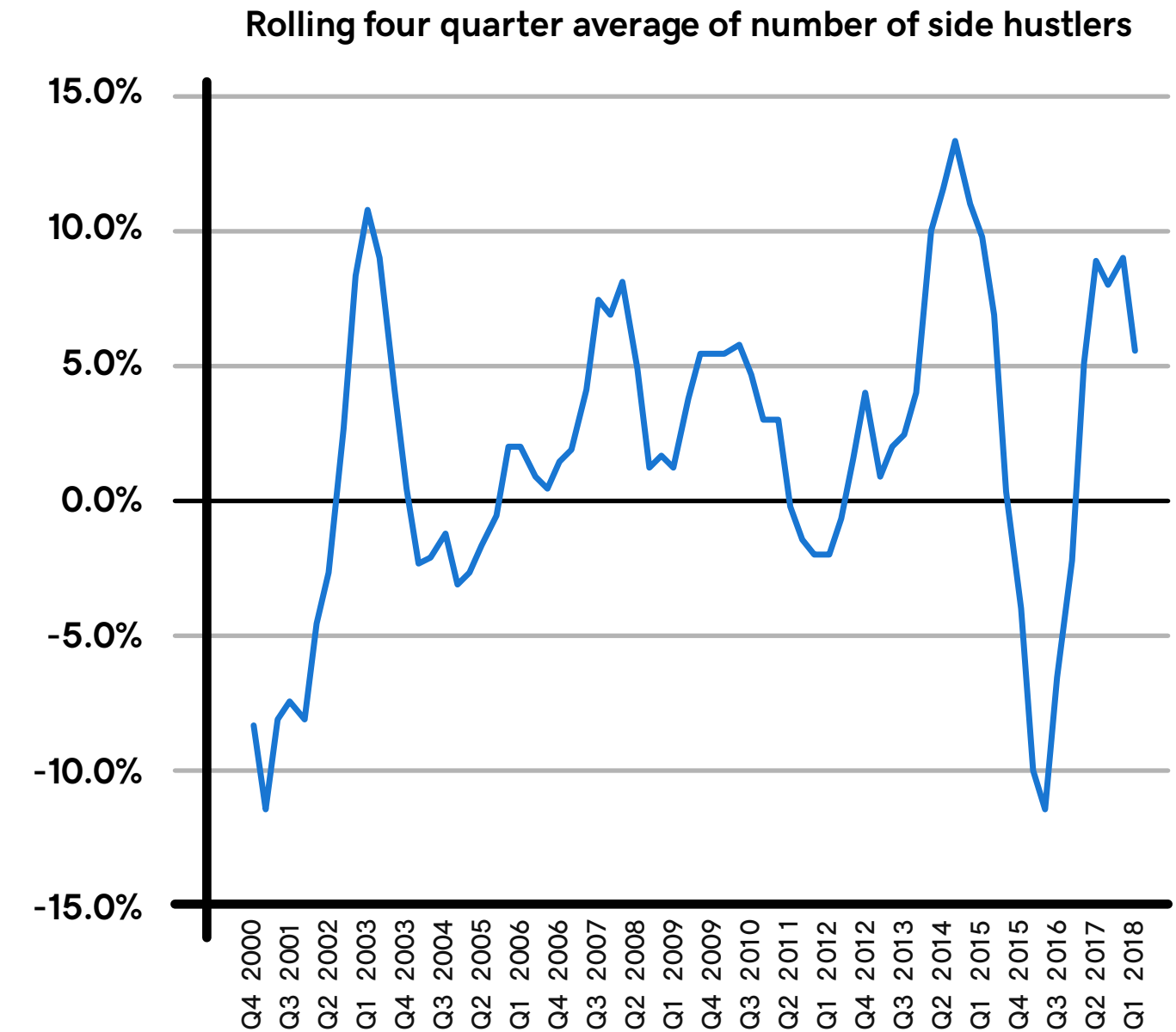
Growth:

Section 1

The number of side hustlers has increased by a third over the last decade.

- Over the 10 years to Q1 2018, the number of side hustlers increased by 32%.
- On average across the four quarters to Q1 2018, growth in the number of side hustlers was 5.7%.
- While this rate is lower than was seen for most of 2017, it is the fastest rate of growth seen in Q1 for number of side hustlers since 2015.

| If you love it, it will never be work.
But to achieve it, you'll have to work at it.



Source: UK Data Service, Labour Force Survey, Cebr analysis





Oliver Slacke

Dedicated follower of the Side Hustle fashion

This Side Hustle, now turned business, could never have worked without the internet and a solid support network to get us through those early days.

| Co-founder Swole Panda Bamboo Clothing and Accessories
Website: swolepanda.com



Case Study: Fashioning a Side Hustle in the digital age

Websites have empowered an age of side hustlers to break free from the confines of their day jobs. To realise their true potential. And this isn't a fad. It's a trend.

Take Swole Panda, makers of sustainable clothing and accessories from ethically sourced bamboo. Today, the outfit has fashioned out a place in the cultural fabric as a pioneering business.

Everything, of course, has to start somewhere. And Swole Panda's roots can be traced back to university where, Oliver and James Slacke, started the venture as a Side Hustle.

During Geography studies at King's College London, Oliver explains how he and his brother identified a gap in the market for eco-friendly accessories.



I was learning about sustainable development and the sheer impact humans are having on the natural environment. I wanted to create an accessories brand that would combine style with sustainability, minimising this impact. This led me to explore alternative resources where I came across bamboo.

Managing their Side Hustle wouldn't be easy. They'd need to juggle it with their degrees and part-time jobs.

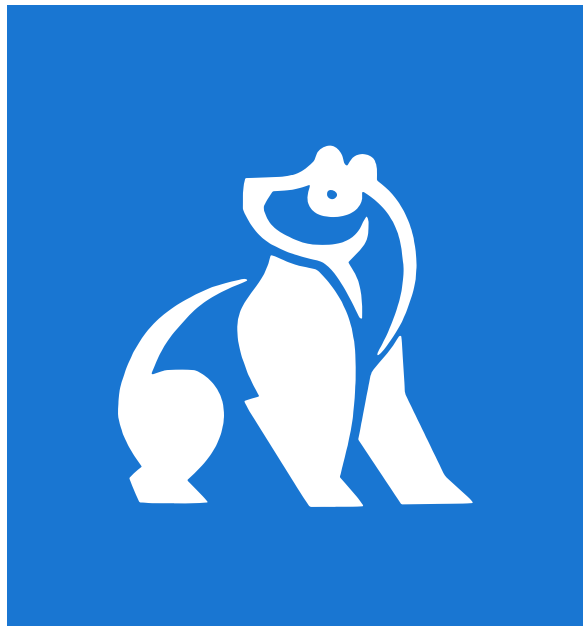
Planting the (bamboo) business seeds of success

The brothers' Side Hustle has grown into a fashion mainstay, featured in British GQ, London Fashion Week, Attire Accessories, Boat International and Motorboat.

"Starting a Side Hustle means you have to be both organised and efficient," advises Oliver.

Swole Panda's website and digital presence, he adds, had been the coathanger upon which the business had been built.

"Having a website allows you to do all of this, and also makes the barriers to entry in the global market place almost non-existent."





I DON'T
SLEEP

I DREAM

The Musician

A bit on the **#SideHustle**

Side Hustle GoDaddy Dictionary Definition



Children dream of ‘what we want to be’ when we grow up. With time, life often gets in the way. Not for the side hustler. They continue to dream. And they act on it. They renounce the 9–5. They live under their own initiative, making their own way.

They call side hustlers dreamers, but they’re the ones who don’t sleep. Those who order a side of hustle with their day job are boss. They are the Side Hustle. The Builder. The Musician. The Developer. The Chef.

Whoever you are, you know who you are.



Kathryn Tyler

You learn to walk by falling over.

These early-life experiences made me passionate about giving people work and life opportunities because I have seen first-hand how soul destroying being out of work is.

| Co-founder of Digital Mums



Case Study: From Side Hustle to Full Side Hustle

How do you take a Side Hustle to a full hustle? Kathryn Tyler, co-founder of Digital Mums, lays out the blueprint...

Kathryn Tyler grew up in a Welsh mining village. Flashing back to childhood, she recalls how unemployment was the “norm”. Yet the industrial backdrop did little to temper her entrepreneurial spirit. Quite the opposite, in fact. Kathryn’s early-life experiences fuelled her passion

for helping people transform their lives.

Mining real business experience

Many years later, Kathryn’s mining memories became illuminated by the flashes and beeps of the technological age. The digital economy had arrived. It was booming. The internet was becoming increasingly accessible. It was then that Kathryn launched her first business Hackney Social, a social media agency.

“I learnt so much during this time,” says Kathryn. “It provided the experience I needed to launch my Side Hustle, now turned full business, Digital Mums.” The online training course service empowered mums to kickstart their new careers in digital. It was the embodiment of Kathryn’s entrepreneurial spirit. One which was ignited years earlier in the small mining town.

Digital Mum’s upskills women with in-demand social media and digital skills so they can find rewarding and flexible careers.

Working 9-5... and beyond

Kathryn conceived the Digital Mums’ concept whilst working a full-time job. In time, she decided upon informing her employer about the Side Hustle.

“I was given great support by my then employer to pursue my passion,” says Kathryn, underscoring how “transparency was a major benefit”.

As the business grew and expanded, she incrementally dropped her working hours down to 3 days a week. This guaranteed financial stability, ensuring the Side Hustle was viable before taking it full time.

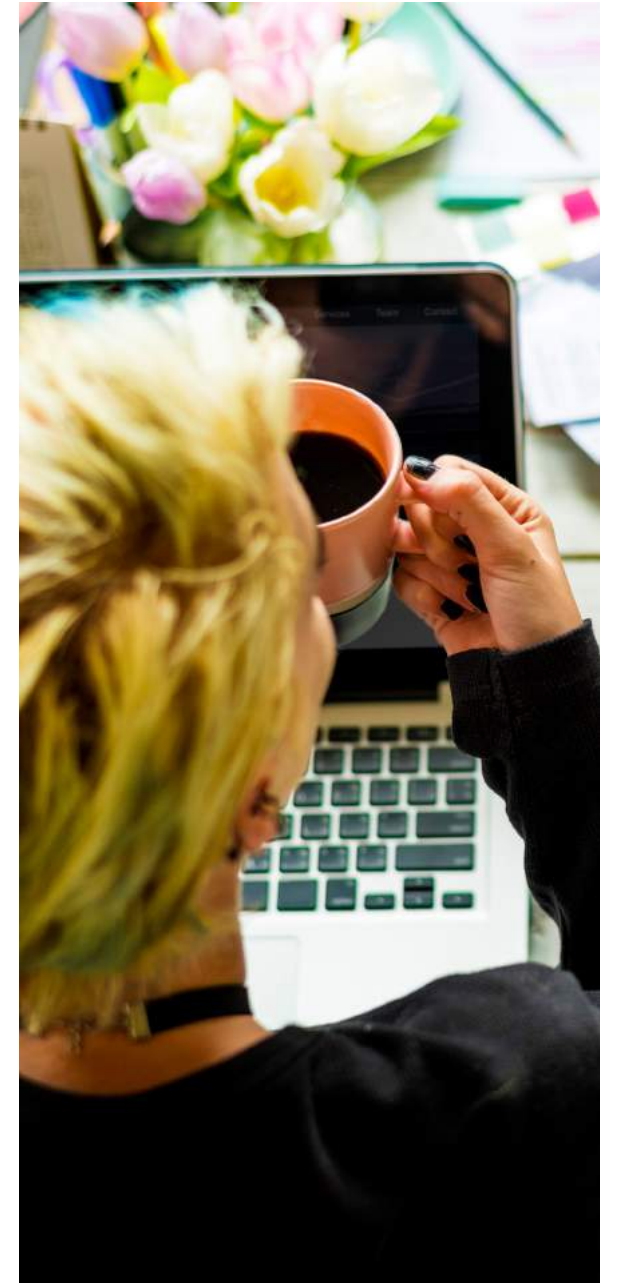
It was only when they received a low-interest, low-risk business loan from the

Big Issue investment arm, that Kathryn with the support of her employer, became self-employed and started to chase the full hustle dream.

The rest, as they say, is history.



From Side Hustle to full hustle



The economic impact of side businesses

Turning passion into profit.

ECONOMIC: SECTION 2

Side hustlers add £14.4 billion to the UK
economy in their GVA impact.





Economic:

Section 2

For every £1 of value added that side hustlers produce, £1.02 is further added to the economy

The side hustler sacrifices. Whilst their friends party, they hustle. The side hustler keeps one eye on the road and another on the wider journey. But they aren't selfish. They contribute to society. They contribute to the economy.

The economic impact analysis shines a quantifiable light on this. It reveals the positive effects on the whole economy of workers with a side business.

- Through their work as self-employed workers, side hustlers add £14.4 billion to the UK economy in their GVA impact.
- When supply chain effects are taken into account, the indirect and direct impacts of side hustlers together, add £22 billion to the UK economy.
- When also accounting for the effects of increased spending power, the total GVA contribution of side

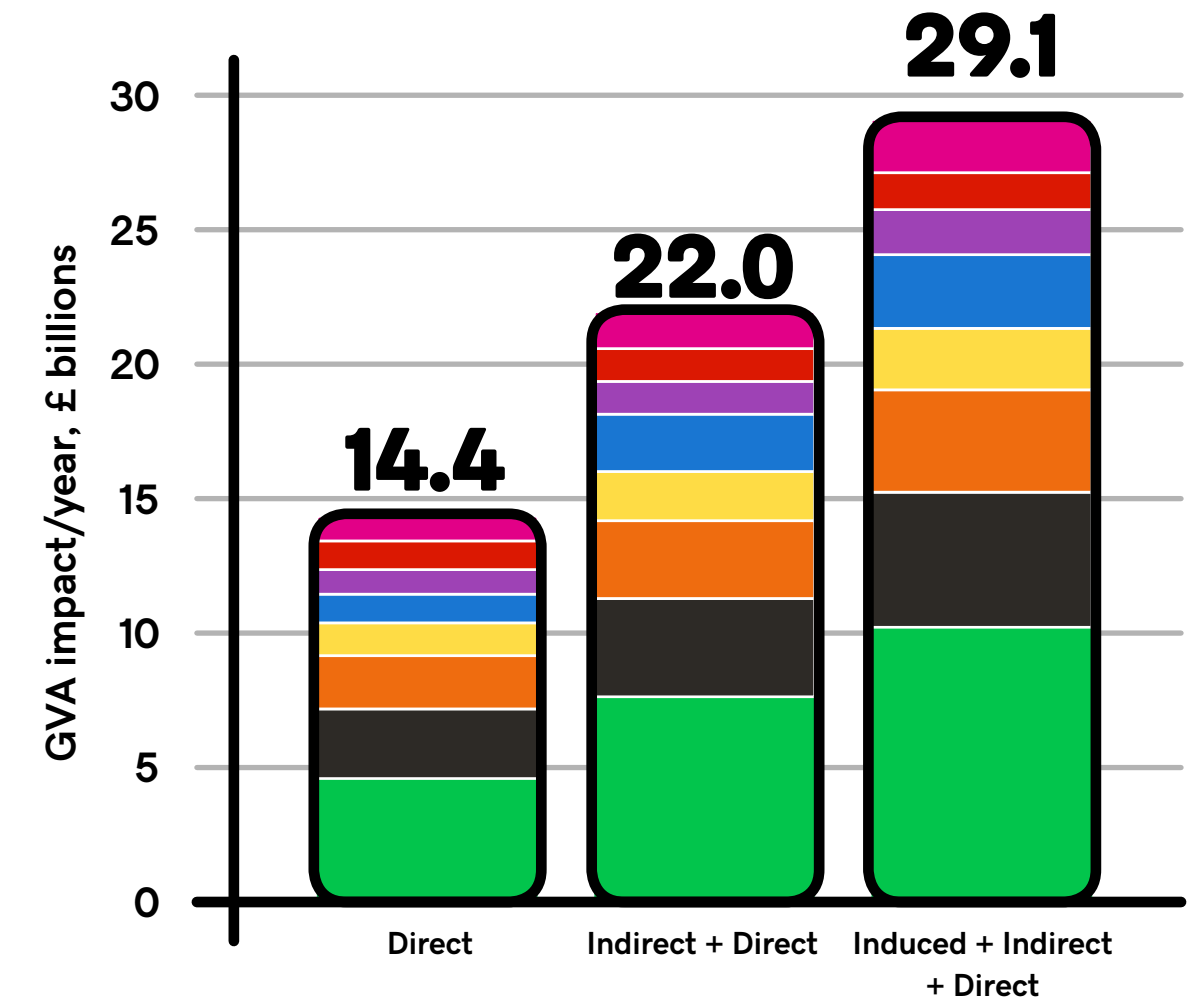
- hustlers amounts to £29.1 billion.
- Breaking down the impact by sector, the professional, scientific and technical activities sector has the largest total impact, with a GVA value of £4.9 billion when including indirect and induced impacts. The information and communication sector has the second largest total GVA impact, of £3.8 billion in 2016.

Cebr calculated the GVA impact of side hustlers using Annual Business Survey data to determine the direct impact of side hustlers, and input-output modelling to find the indirect and induced impacts.

Taking all impacts into consideration, for every £1 of value added that side hustlers produce, £1.02 is further added to the economy, meaning that £2.02 is added in total. (Calculation: $29.1/14.4=2.02$, numbers from chart)

- Other
- Professional, scientific and technical activities
- Information and communication
- Arts, entertainment and recreation
- Construction
- Education
- Real estate activities
- Wholesale and retail trade, repair of motor vehicles

GVA economic impact, 2016



Note: GVA is gross value added, a measure of the value of goods and services produced in an industry, less intermediary consumptions, i.e. the goods and services needed in the production process.

Source: UK Data Service, Labour Force Survey, ONS, Cebr analysis



Chris Guillebeau

It's boss being boss

By running your own Side Hustle, you are not using somebody else's platform abiding by their own rules. You have control. Your income is not capped, you can make tweaks to adjust to the market, and you are in full control.

| Author of Side Hustle: From Idea to Income in 27 Days.

**You want it all. Sensational
Irresistible. This is your time...**



FOR THOSE WHOS
DREAMS
ARE WORTH MORE THAN
THEIR SLEEP

The Photographer

A bit on the **#SideHustle**



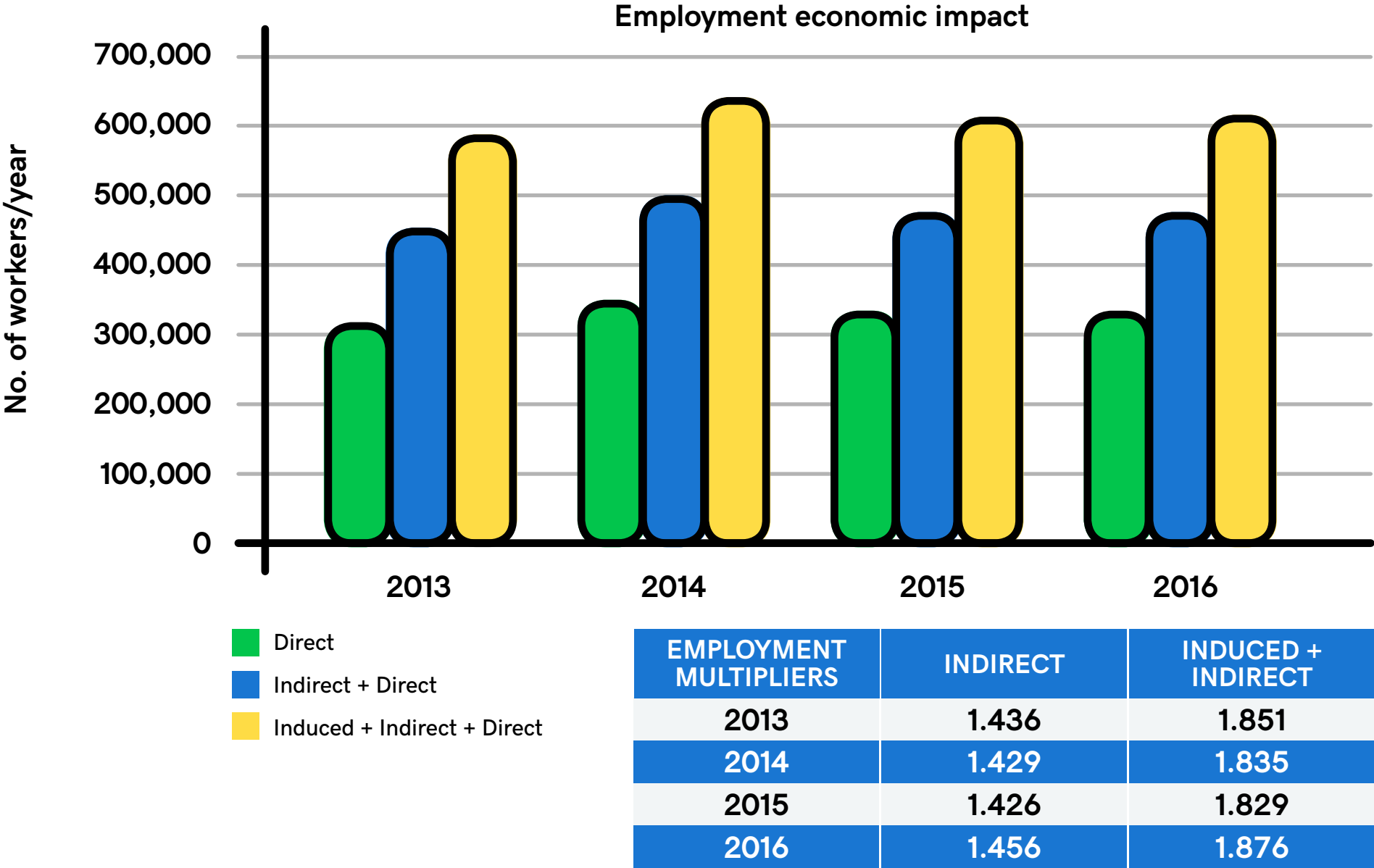
Economic:

Section 2

Every 1,000 side hustlers stimulated an additional 876 jobs in the UK economy, totalling 1,876.

- The table shows the multiplier impacts for side hustlers over time. While they are fairly stable over the four years shown, the induced and indirect impacts together were highest in 2016, when every 1,000 side hustlers stimulated an additional 876 jobs in the UK economy, totalling 1,876.

| Don't wake up from your dreams.
LIVE THEM



Source: UK Data Service, Labour Force Survey, ONS, Cebr analysis

A WAY OF LIFE NOT WORK

The Craft Brewer

A bit on the **#SideHustle**

Rob Wilson

Side sipping into a new career

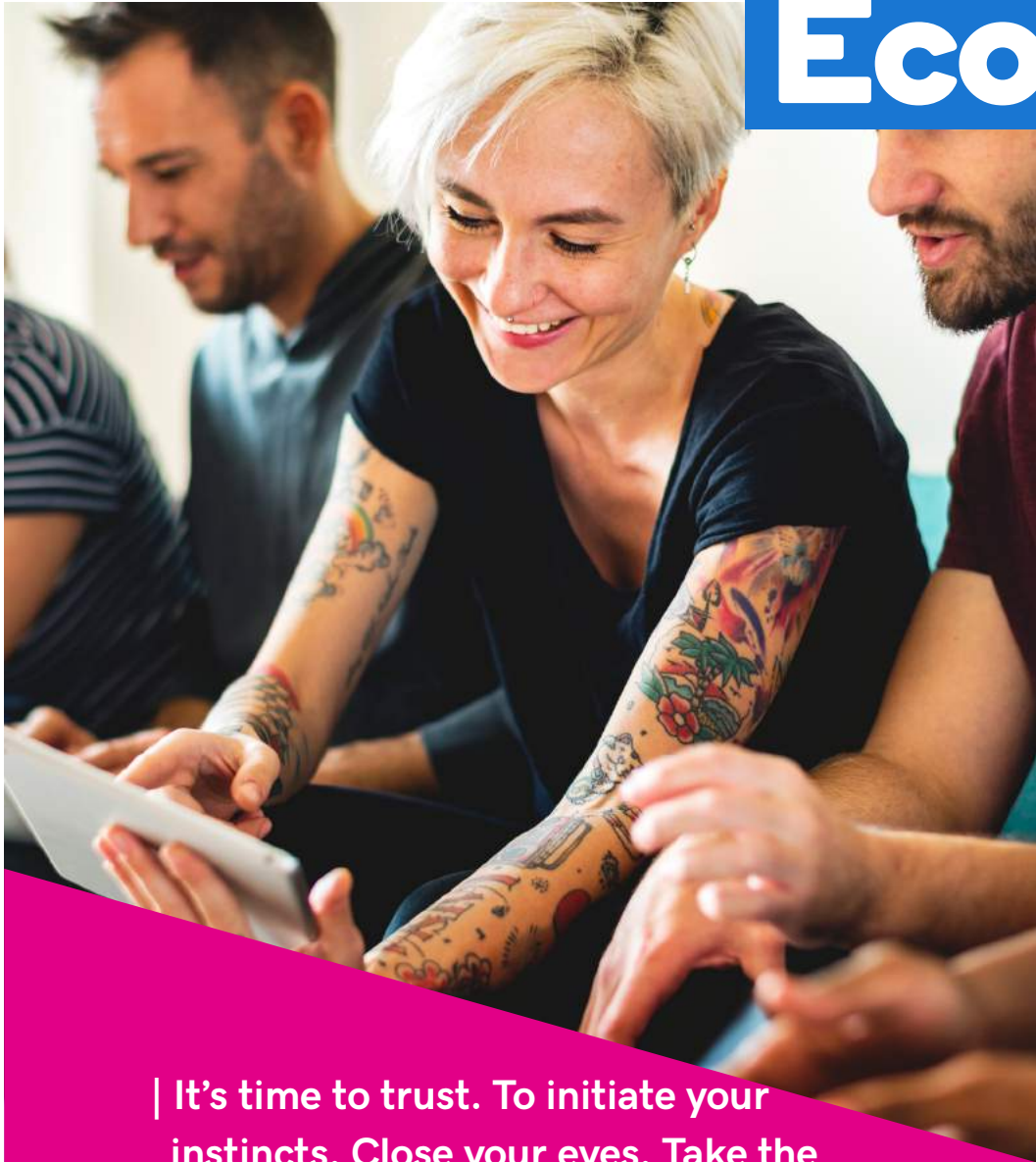
I have a wife and two children, so work life balance was really important to me. For the same reasons, having a fixed income was as well. Once my Side Hustle had its funding and had started to bring in the income, I knew I could take a full-time role in the business.

| Chief toaster at Toast Ale

You might not be able to turn bread into wine, but you can turn it into beer. The side hustler sees opportunity in all areas of life.



Raising a
glass to
the graft
behind the
craft



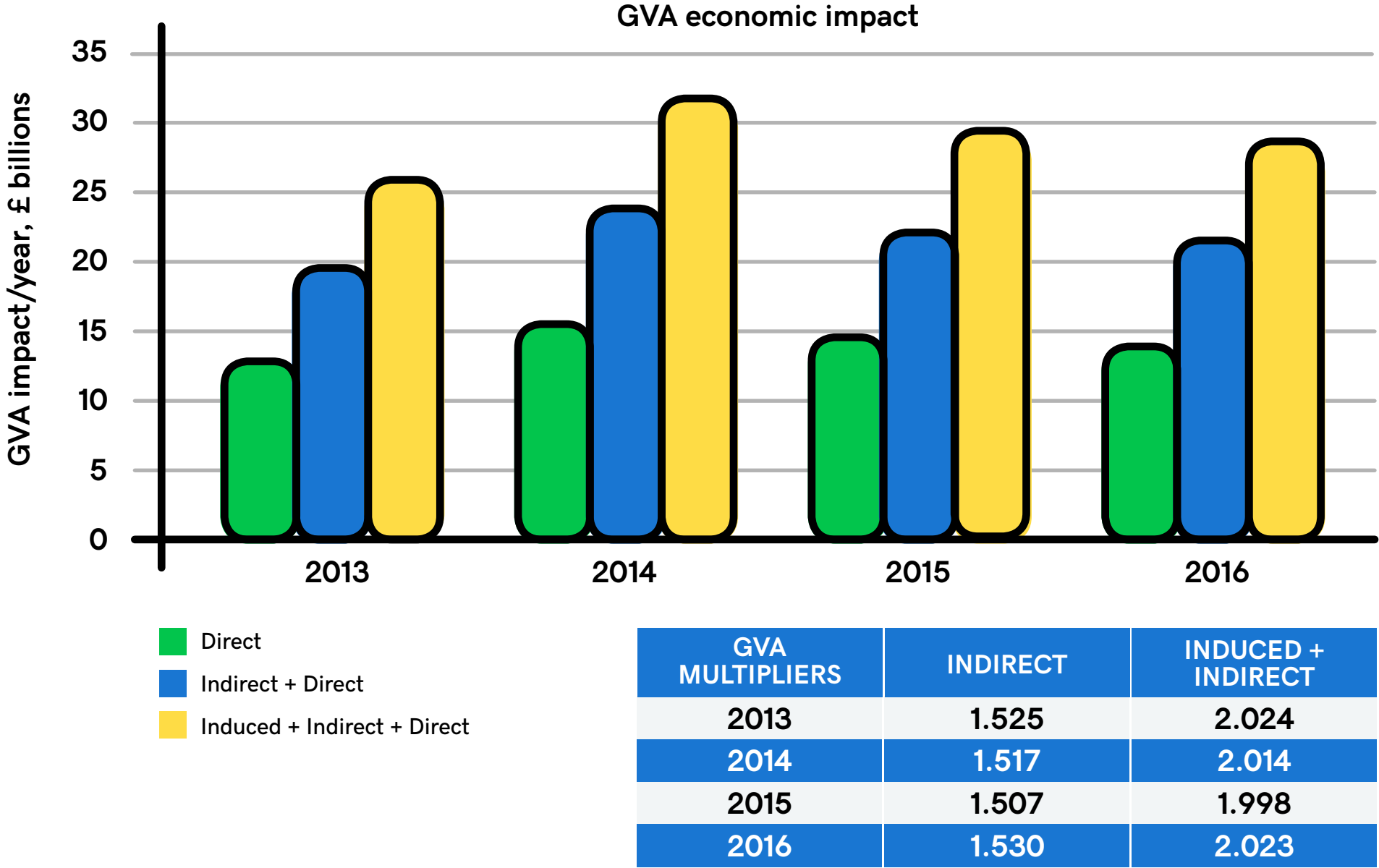
Economic:

Section 2

Total GVA impact of side hustlers reached £32.1 billion in 2014

- Due to the larger number of people working as side hustlers in 2014, the GVA impact of these workers was also very high for that year.
- The total impact of side hustlers in 2014 amounted to £32.1 billion including indirect and induced impacts.
- The total GVA impact of side hustlers fell between 2014 and 2015 and also between 2015 and 2016.
- Out of the four years analysed using input-output multipliers, side hustlers had the smallest GVA impact in 2013, when the total impact (including indirect and induced effects) had a GVA value of £26.4 billion.
- The table shows the multiplier impacts for side hustlers over time. While they are fairly stable over the four years shown, the induced and indirect impacts together were highest in 2013, when every £1,000 of value added created by a side hustler added an extra £1,024 in the economy.

| It's time to trust. To initiate your instincts. Close your eyes. Take the leap... and realise your true potential



Source: UK Data Service, Labour Force Survey, ONS, Cebr analysis

What sectors do side hustlers emerge from?

For those who love what they do, it's never work.

For every 100 side hustlers, 88 jobs are created on top of the number of side hustler jobs.





JOB:

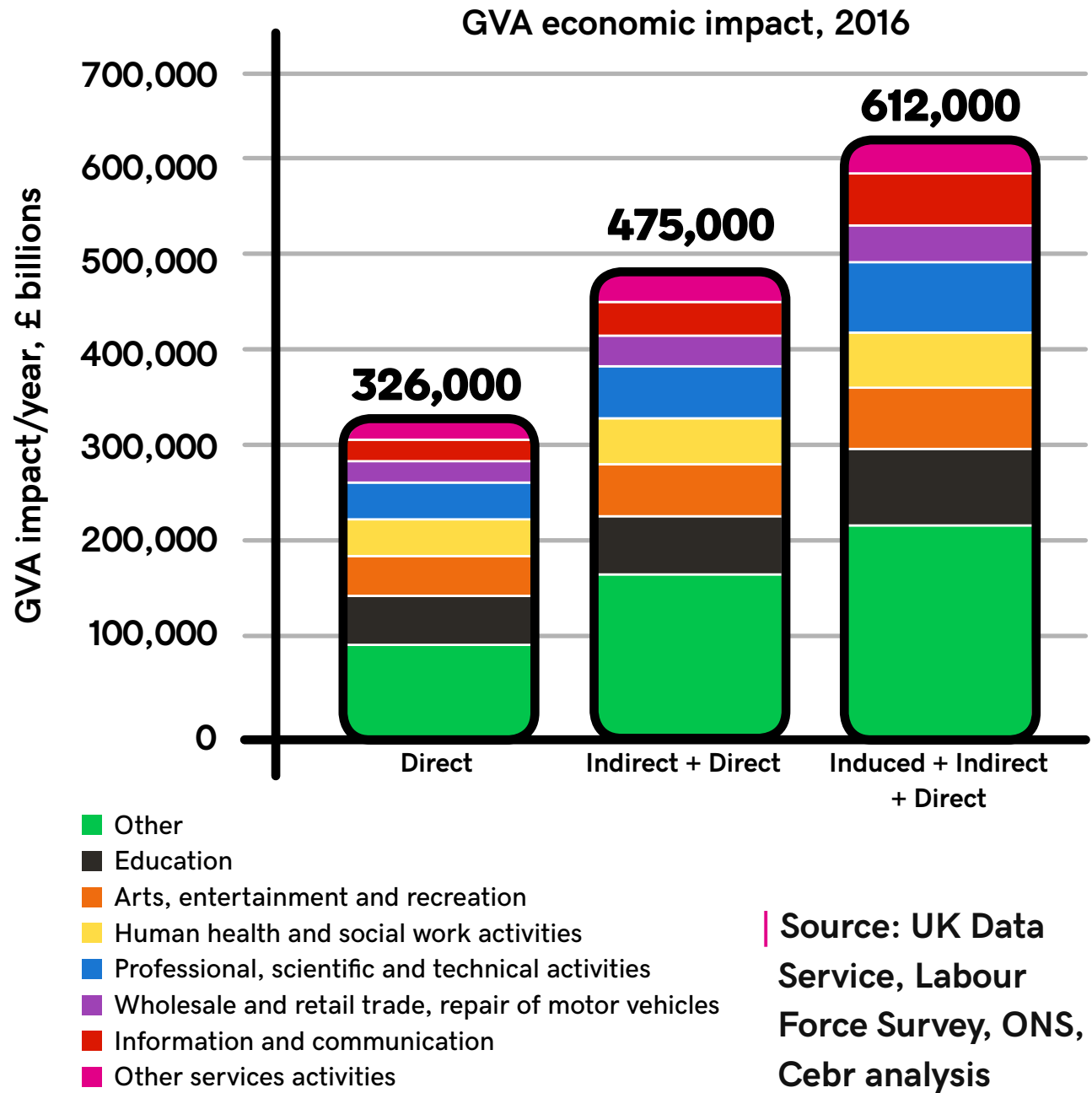
Section 3

Side hustlers stimulate employment across sectors

The Side Hustle community is growing in every walk of life. It's typified by a spirit; by a desire to do more. Positive impacts are particularly strong in education and professional, scientific and technical service activities sectors. Take a look at the stats:

- When taking into account indirect and induced impacts, 612,000 jobs are created across all sectors.
- The largest sector for side hustlers to be self-employed in 2016 was the education sector, with 50,000 side hustlers. When indirect and induced impacts are taken into consideration, side hustlers in the education sector create 78,000 jobs in the UK.
- **Taking all impacts into consideration, for every 100 side hustlers 88 jobs are made on top of the number of side hustler jobs. (Calculation: $612,000/326,000 = 1.88$, numbers from chart)**

| Side Hustle beats talent when talent doesn't Side Hustle



| Source: UK Data Service, Labour Force Survey, ONS, Cebr analysis





Zaffrin O'Sullivan

Mixing business brains and beauty

I run everything from my smartphone. So having a website has been key to Five Dot Botanics. The online platform is where we showcase what we do.

| Founder of the minimalist clean beauty brand, Five Dot Botanics

Website: fivedotbotanics.com



Case study: there's beauty in the Side Hustle

Behind each product on the supermarket shelf resides a story. A person. A passion. Someone who dared to venture outside the comfort zone. What we see, didn't just happen.

Meet Five Dot Botanics and its founder, Zaffrin O'Sullivan. The media lawyer began blogging about honey in 2015 while on maternity leave. Buzzing with interest,

Zaffrin carefully balanced work, parenthood and her blog.

Whilst time was pressed, she'd cultivated an environment to learn about skin care and business in general. Zaffrin's blog grew an interest in beeswax from which she developed her own beauty products, eventually moving away from beeswax to use vegan ingredients made from plants, seeds, nuts and flowers.

FIVE DOT BOTANICS®

Our website is home to content designed to engage our end users. And, to keep them hooked, it allows them to register their interest in what we do.



Taking (skin) care of your Side Hustle

Zaffrin has now launched Five Dot Botanics. The skin care brand promises "transparent minimalist skincare for people who want fewer ingredients".

"Starting my own business was relatively easy," she says. "I started out small so there was not a lot to lose but a whole lot of learning to be gained."

"I do something on my business every single day, no matter how busy I am. Whether that's just 40 minutes on my commute or later after I put my kids to bed."



How old is the average side hustler in the UK?

There's no (age) limit to Side Hustle success.

The top age bracket for side hustlers is 45-49 year olds, with 57% of side hustlers being over 40 years old.





Ages:

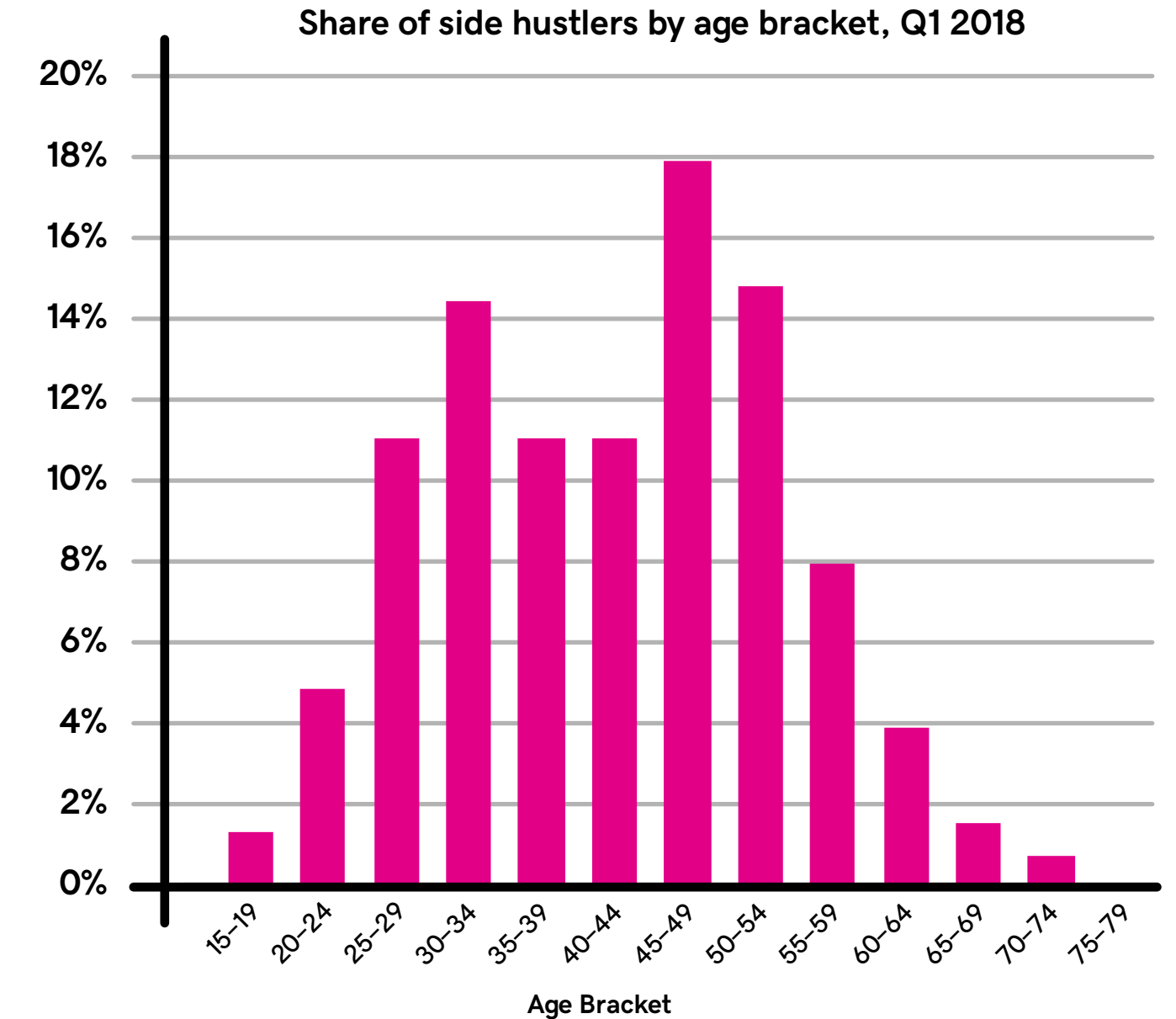
Section 4

18% of side hustlers are aged between 45 and 49

Wherever you are on life's journey, it's never too late (or early) to be who you want to be. Side Hustle knows no boundaries. It's all about you. Your inner voice. Your inner self. The desire to be what you want to be. And age clearly is just a number when it comes to the UK's Side Hustle brethren.

- The top age bracket for side hustlers is 45–49 year olds, with 57% of side hustlers being over 40 years old.
- The second and third most common age brackets are 50–54 year olds and 30–34 year olds.
- The split between male and female side hustlers is fairly even; with female side hustlers representing 50.9% of the total.
- 44% of side hustlers are parents, with at least one child aged under 19 living at home.

| Age is just a number



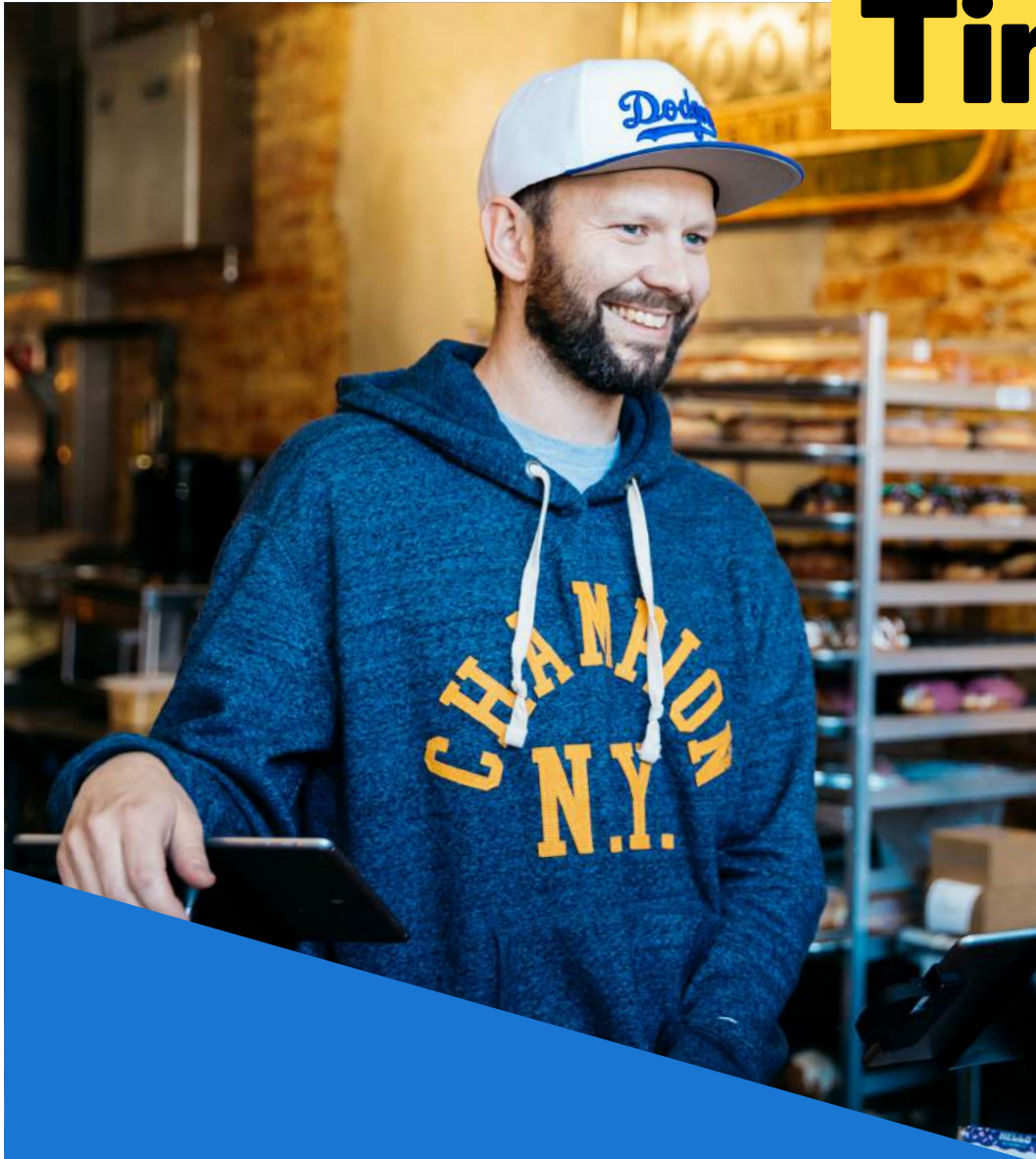
Source: UK Data Service, Labour Force Survey, Cebr analysis

How much time do workers invest in their Side Hustle?

For those who know no 9-5, there's always enough time in the day

TIME: SECTION 5





Time:

Section 5

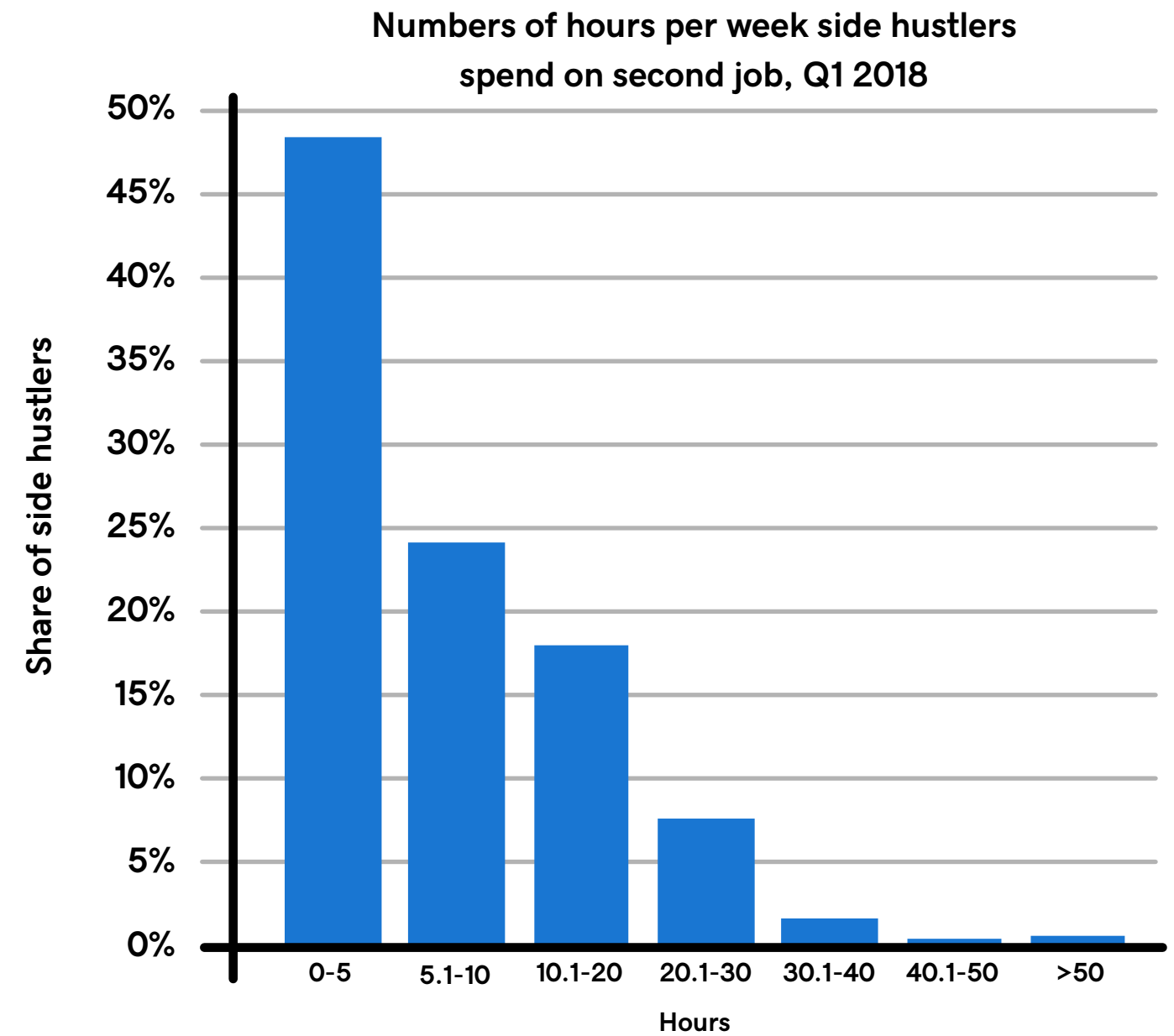
Nearly 50% of side hustlers spend five hours a week or less on their side business

The UK’s bustling Side Hustle community defies the notion that there’s not enough time in the day. They do so by making every second count. The side hustler isn’t restricted by convention. The physicality of the office walls is no barrier to their dreams. Before and after work, they work hard.

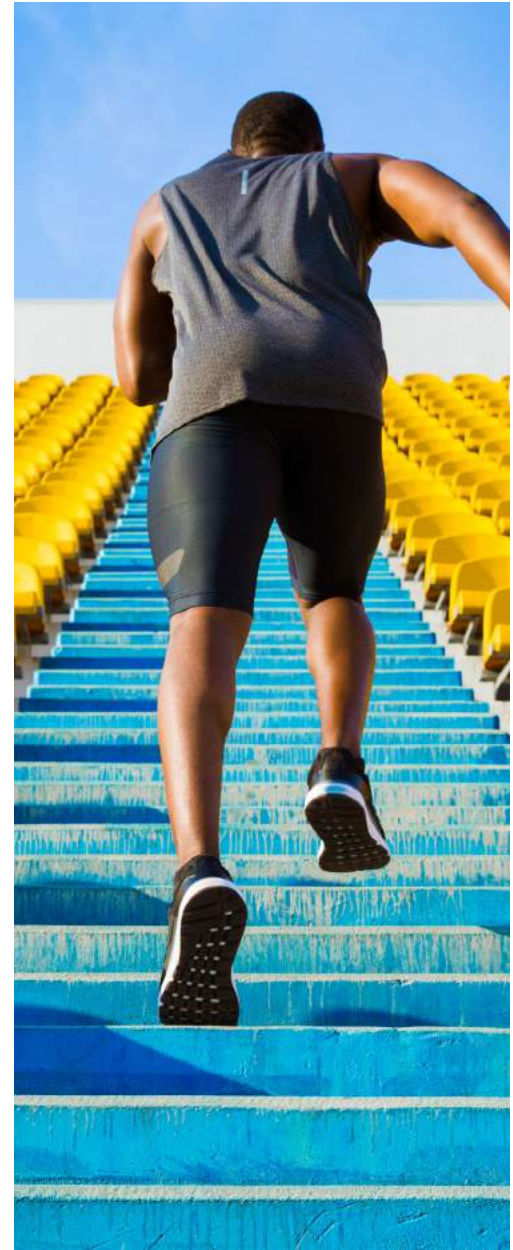
Side hustlers successfully balance their obligations as employees with their side job:

- 48% of side business owners spend five hours or under a week working on their second job.
- 24% of side hustlers spend more than five but fewer than ten hours working on their side business per week.
- 6% of side hustlers have employees at their side business.

| If you love it, it will never be work. But to achieve it, you’ll have to work at it.



Source: UK Data Service, Labour Force Survey, Cebr analysis





Joe Boydell

Learning is earning

MyStudentExpert is a Side Hustle that provides high quality, low cost professional services for businesses of all sizes, by utilising the untapped expertise of university students.

| Co-founder of MyStudentExpert

Website: mystudentexpert.co.uk



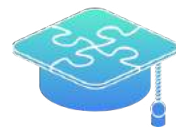
“None of this could have been possible without a functional website that delivers what it needs to, both to students and businesses.”

MyStudentExpert also provides students with the legal and financial framework needed to freelance in a competitive work environment.

Case study: an educational lesson in the Side Hustle

Some people were born to have a bit on the side. Meet Joe Boydell, co founder of MyStudentExpert. Joe’s inner side hustler followed him through school to Durham University.

“I have always had a Side Hustle in some form or another throughout school and university, but the last two years developing MyStudentExpert have been highly rewarding,” he says.



MyStudentExpert

MyStudentExpert was born when Joe and a fellow student, Vaibhav Agarwal, realised the potential value students can bring to businesses of any size.

“The site is designed to put growing businesses in touch with talented students, allowing them to benefit from high quality, low cost, bespoke services, and at the same time gives the students valuable real-world experience in a flexible working

environment,” explains Joe.

Setting (web) sights on greatness

Joe believes his Side Hustle has the potential to be a “game-changer” for working students while also having “massive potential benefits” for small and medium businesses.



SECTOR: SECTION 6

Which sectors have the highest percentage of side hustlers?

The health worker, educator, administrator... whoever you are, you know who you are.

37% of side hustlers work in the public sector for their main job





Sector:

Section 6

Human, health and social work activities is the sector with the most side hustlers

Side hustlers walk among us. You'll find them in everyday jobs. The musician. The photographer. The designer. They moonlight their passions alongside the security of their daily offering. Take a look at the sectors most popular with side hustlers:

- In Q1 2018, the sector with the most side hustlers was human, health and social work activities. This made up 13% of side hustlers. Within this sector, it was human health outside of hospitals, nursing homes and dental practices which most side hustlers were part of. This includes jobs such as midwives, physiotherapists or other activities in the field of medical massage, occupational therapy and acupuncture among others.
- However, on average across 2017, it was the professional, scientific and technical services sector which had the most side hustlers. Within this

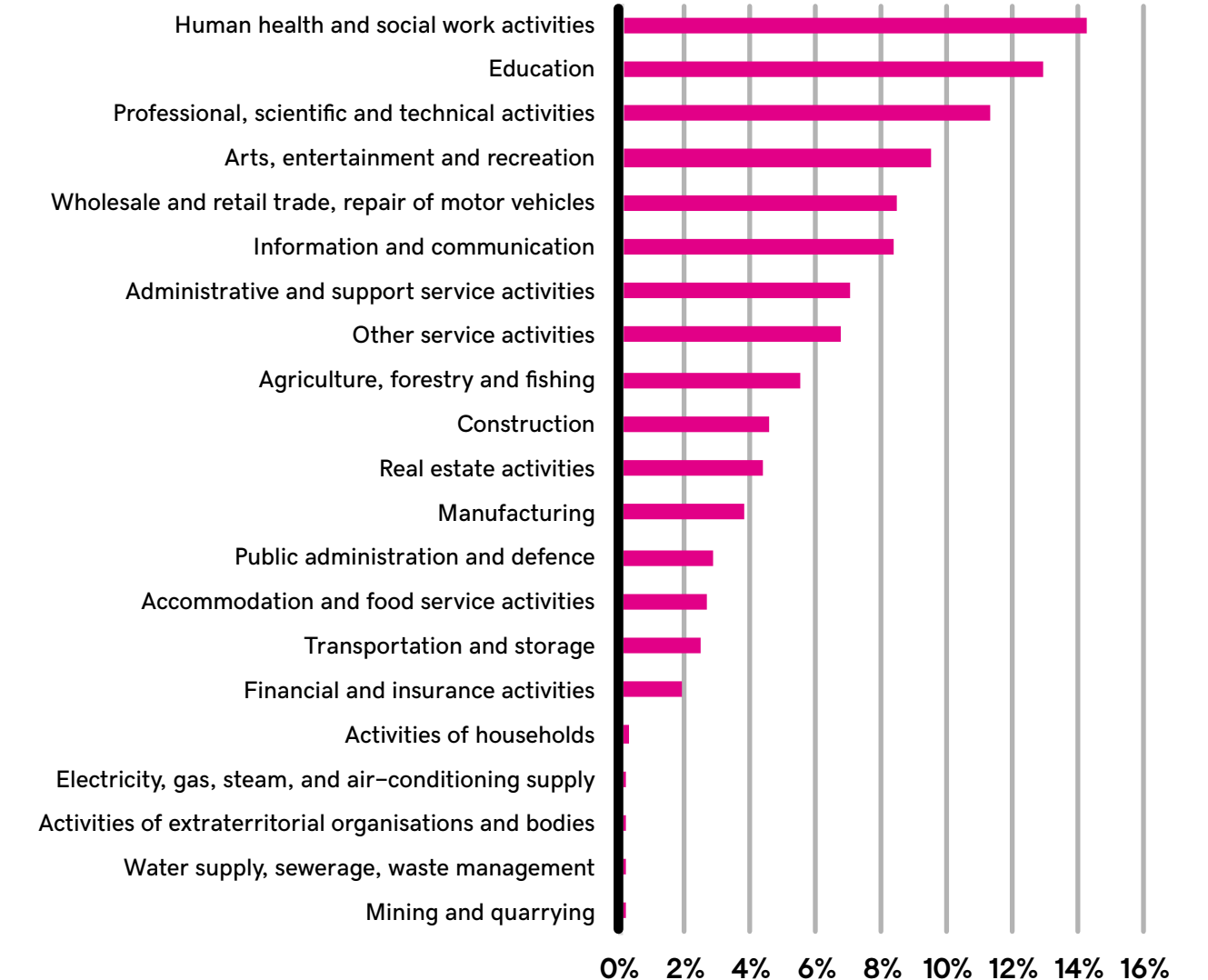
sector, specialised design services and photographic activities are the divisions with the most side hustlers.

- The education sector also has many side hustlers, with many people holding a second job as tutors.



Side hustlers are a creation of now. Navigating the cracks and crevices. They don't give up. Or fold. What they have is gold...

Share of side hustlers by sector, Q1 2018



Source: UK Data Service, Labour Force Survey, Cebr analysis



Camille Simpson

Dreaming is a form of planning.

Wherever you are on your journey, GoDaddy is here to help you take the first step... or the next step... toward the Side Hustle you want to build. Take our very own product marketing manager, Camille Simpson. By day, Camille helps customers kick ass. By night, she runs an event Side Hustle.

| Product Marketing Manager at GoDaddy.



Question time with GoDaddy side hustler, Camille Simpson

What's your professional story in a nutshell?

I've been with GoDaddy for 7 fantastic years. The great thing about being product marketing manager is that it allows me to explore my creative side be that poetry, art, writing and yoga... well perhaps not the latter. This creativity cuts across both my career and Side Hustle.

How was your events side hustle born?

Well, simple really: it was a desire to further capitalise on my creative skills. The starting point was looking at urban events promotion in and around London, as well as running my own events. In addition to broadening my skills, an extra source of income is also a great motivator.

What were the 2 key obstacles in setting up your Side Hustle?

Cash flow, as many side hustlers will know all too well, was tricky. Getting up and running meant creating a brand, a service offering and a website so Urban Events was ready to take to market. Then there were logistical challenges. With a number of founding members onboard, it was hard

scheduling Side Hustle activities around their day jobs. Managing a Side Hustle wouldn't be easy. They'd need to juggle it with their degrees and part-time jobs.

How has working for GoDaddy enabled your Side Hustle? Did you feel comfortable telling your employer?

Working for GoDaddy enabled me to see the success customers had when starting their business online. Being on the frontline of the drive to empower them has been really inspiring. In fact, it's infectious. So, when I started exploring my own Side Hustle, it made total sense to make my managers aware of it – after all, at GoDaddy it's what we do. Like I said, it was proving tricky getting the business online. Luckily, my manager was incredibly supportive and directed me to the internal Website Builder team to build the Urban Events' website

What digital tools have proved essential?

Alongside GoDaddy's Website Builder, Trello has been useful for planning and Canva for content creation. Social media

platforms are also playing an important role in reaching customers. As part of the wider digital marketing strategy, we're also considering building an email marketing database.

What advice would you give to someone that is thinking of starting a Side Hustle?

Never be afraid to take calculated risks. Life's too short. Do it. And, in doing it, have the right mindset, stay focused and determined. Not everyone pursues a Side Hustle for money, it may just be a way to fulfil or explore a passion.

What are you looking forward to long term?

The ability to stand back and say, 'I did that'. To self reflect. To be a recognised brand. To turn my interests and hobby into a profit.

| The freedom that comes with making it your own way is hard to beat.



“Working for GoDaddy I have been able to see first-hand the success that customers have had in starting their businesses online, using the tools we provide. GoDaddy is about empowering small businesses and start-ups and that philosophy transposes to our own workforce.”



**Whoever you are,
you know who
you are.**

Sector:

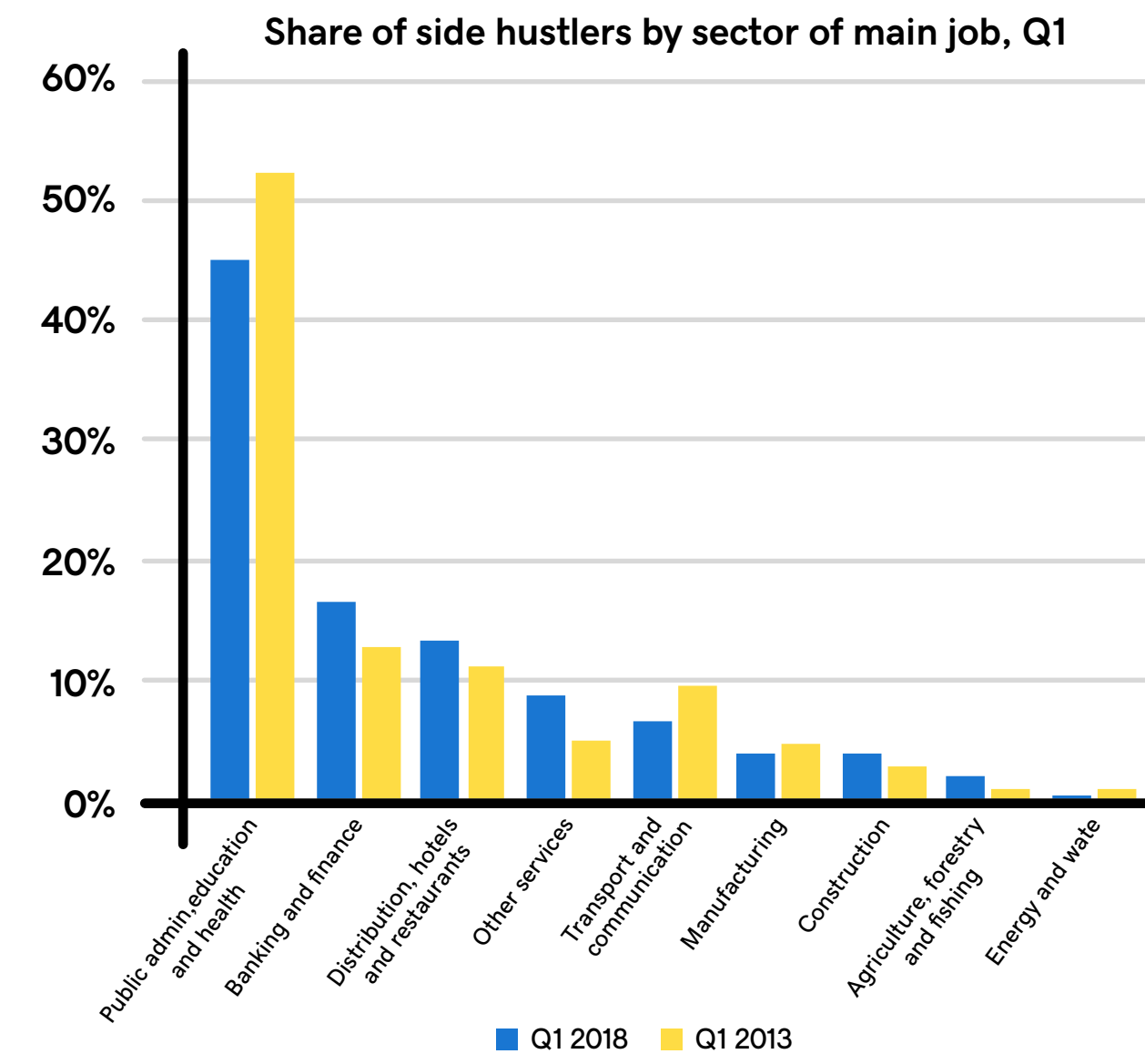
Section 6

37% of side hustlers work in the public sector for their main job

- 45% of side hustlers work in the public admin, education and health sector in their main job*.
- This share has fallen over the past five years, when side hustlers in the public admin, education and health sector made up over half of side hustlers.
- Within the public admin, education and health sector, the highest share of side hustlers work in higher education for their main job, at 6.4% of all side hustlers in Q1 2018.
- Overall, 37% of side hustlers worked in the public sector in Q1 2018 and 63% worked in the private sector for their main job.
- The share of side hustlers who work in the banking and finance sector for their main job has increased over the past five years to stand at 17%.



*** This includes education and health sector workers in the private sector**



Source: UK Data Service, Labour Force Survey, Cebr analysis



Sector:

Section 6

Most popular main jobs held by side hustlers: summary

Almost half of side hustlers work in the public sector for their main job. Bankers and those working in finance were the second most likely to Side Hustle alongside their day job, with almost one in five (17%) side hustlers working in this sector.

The most popular Side Hustles are ranked in the table below. Side Hustles that sit within the health and social work, education and professional services sectors lead the charge, making up 36% of all Side Hustles.

SHARE OF SIDE HUSTLES BY SECTOR		
SECTOR	TYPES OR ROLES	%
Health and social work	Hospital, medical and dental practice staff as well as social care, nursing homes and residential care of elderly and disabled.	13%
Education	Teachers and staff employed at all education levels including technical education i.e. driving instructors	12%
Professional services	Lawyers, Accountants, Consultants, Researchers, Engineers, Architects and Bankers	11%
Arts and performing	Museums, Artists, Librarians, Performers	9%
Retail	Sales of goods and/or services	8%

| There’s that voice again. That voice that says you can do it. Listen to it.
Let’s do this thing!



Matthew Pattinson

A design for life

Freelance copywriter turned marketing agency owner, CMA’s Matthew Pattinson, advises when it’s time to take the leap from Side Hustle... and realise your full business potential.

| Founder of CMA



5 signs it’s time to turn your Side Hustle into a full time business

Having the courage to begin a Side Hustle deserves praise. Doing so requires grit and determination. But when your bit on the side takes off like a 747, knowing if or when to commit to your passion 24/7 can be tricky. At least, that’s what I found...

...“When I grow up, I’m going to be businessman,” mum proudly recalls. She’s inhabiting the spirit of the mini-me of

yesteryear. Decades later working as a political journalist, that little voice refused to go away. I loved the job, but had that sense of unfulfilled potential. That sense I could do this myself. If you have it, you’ll know what I mean.



There’s a certain indescribable exhilaration which accompanies being paid for your passion. Once you cash in, it’s hard to cash out.

Starting a bit on the Side Hustle

An aversion to risk and financial realities perpetually burst the bubbles of aspiration. Then it happened. It was a Matrix-like moment where you awake from a deep

slumber. Clocking off from work, I’d clock on to the Side Hustle as a freelance copywriter. A brand, website, value proposition and customer base gradually emerged against the security of a day job.

Side hustling can be intoxicating. There’s a certain indescribable exhilaration which accompanies being paid for your passion. Once you cash in, it’s hard to cash out. With time, I was no longer simply feeding my passion, the income was self sustainable... well, just about. This trajectory would take me from an employee with a Side Hustle, to sole trader to limited company owner with an ever-growing team and offices in the UK and US.

Everyone’s journey is unique. How you get from here to there is down to you. And making the leap from side hustler to full-time business is fraught with excitement and doubt.

Learning from the experiences of others is a great way to ensure you make the right move at the right time. So here’s 5 signs that your Side Hustle could be ready to become a full-time gig >>>



1. Testing the market

Side hustling alongside a full time job gives you security to test out the market. Are you generating interest online? Is word-of-mouth marketing spreading like wildfire? Market demand is a great indicator that your Side Hustle has the legs to walk on its own as a full-time venture.

CMA
DESIGNER MARKETING

2. Is there life in your hustle?

Early in your Side Hustle, you'll need to motivate yourself to get out of bed early and do late nights. Eventually though, there's a turning point. One whereby the Side Hustle takes on a life of its own. If your bit on the side starts pushing you rather than you pushing it, it's a sign that you're ready to make the leap.

3. When passion turns to profit

More and more people are finding themselves doing something on the side. Why? To add to their income or to feed their passion. Either way, if you've started turning a profit it's a win-win situation. You get to do what you love and make money. Ensure you have enough customers to spread the risk then, with low overheads, it could be that you're ready to take the next step.

4. Walking the know(ledge)

The side hustling employee has time to build knowledge. Embrace your strengths. You love your business. Know what you're great at, good at and where you have gaps. And understand your weaknesses. It makes you a powerful manager and delegator of tasks. With time, you'll become savvier. Financially more astute. You'll be able to build repeatable systems and automate tasks that otherwise eat up your valuable time. And, above all, with experience you'll be perfectly placed to decide when it's time to hang up your 9-5.



5. You need to take things hire

Inundated with opportunities, but can't take them all on your own? Then it might be time to expand. Business moves fast and you don't want to miss out. So engage friends, family and freelancers to plug the resources gap. Then there's hiring... gulp. It's a big step and, if you're considering it, it's a clear sign that your Side Hustle is ready to rock and roll.

Whilst you'll never clone yourself, find people who share your passion. Those who align with your vision. This is almost as critical as the skills they'll bring to your soon-to-be business. Connect with people who can see the bigger picture then build a team around them. As Zig Ziglar said: you don't build a business – you build people – and then people build the business.



Nobody said it was easy...

... but it's not nobody who's doing it, it's you. And, sure, running a Side Hustle isn't easy. There's the work. Then there's the business. Forget Dolly Parton: there's no working 9-5 here. But nothing GOOD comes easy. And, if you love it, it's never really work.

About CMA

GoDaddy partner and supplier CMA is a design, development and marketing agency. Strategic thinking and a creative soul beats at the heart of the company. CMA creates meaningful change in businesses. How? By emotionally connecting them with buyers through iconic, disruptive brand building content, and designs.

www.cmagency.co.uk



A DESIGN

FOR A HEALTHIER LIFE

Social worker by day, designer by night

A bit on the **#SideHustle**



James Vincent-Jones

Success is there if you race after it.

A Side Hustle is all about living life in the fastlane. It's a great way to make your hobby pay for itself.

| Founder of The TFJJ

YouTube: youtube.com/TheTFJJ | Instagram: instagram.com/tfjj



Case Study: From 0 - Side Hustle in 60 seconds

For those who Side Hustle, age is just a number. Take James Vincent-Jones. At 14, James steered into the fastlane with his supercar Side Hustle.

The venture started out as a vehicle to indulge his passion. “I’ve always been obsessed with supercars and started by just taking photos of them,” says James. The young side hustler recalls how he’d “film supercars and upload them to YouTube

and Instagram and monetise them through Google AdSense”.

James’ social following has since accelerated from 0 to 56,000 YouTube subscribers, 173,000 Instagram followers and 40 million videos views. Online traction means online influence. And the supercar industry knows this.

James is now regularly approached by



key players such as Goodwood Festival of Speed, Lamborghini and Ferrari.

Gaining profitable traction

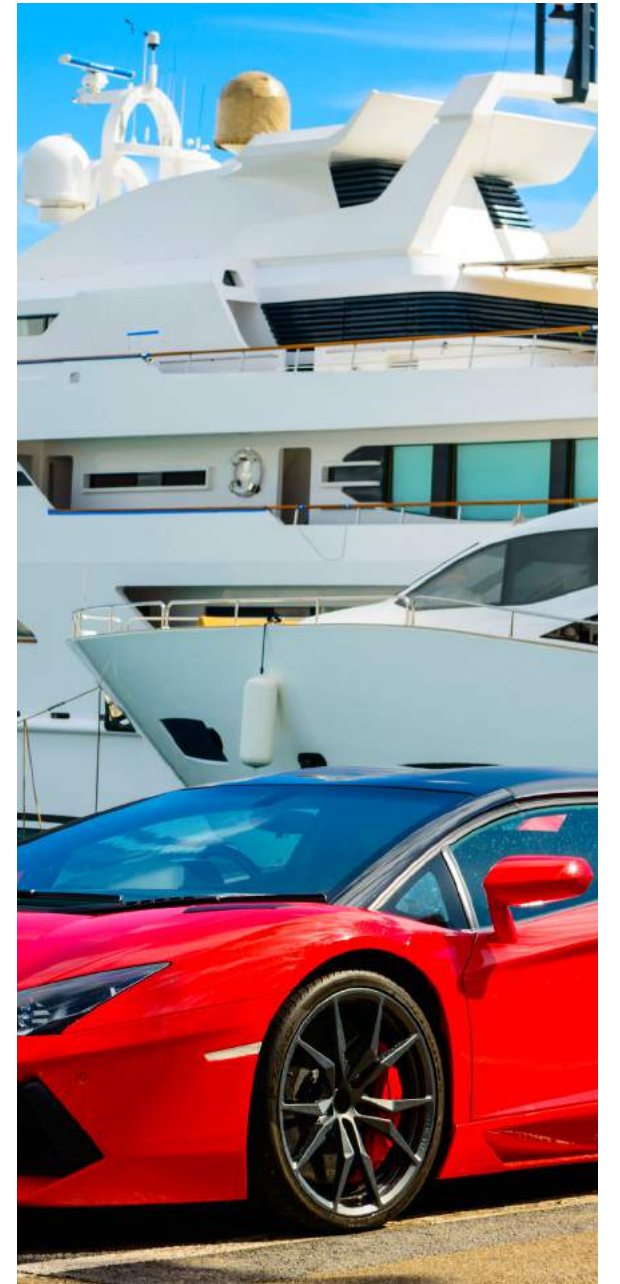
“When I was younger, I had more time to travel around and find opportunities to film, but now I have a full-time career I have to balance my time more.”

From website to social, James says his digital presence has been the key in the ignition of his success.

“Having a website is a good way to exhibit my high resolution pictures and films to a wider audience, while also being able to make some money by selling posters and prints of some of the more popular cars.”



The studios Side Hustle



**Look in
the mirror.
That's your
Competition**





How websites spawned the Side Hustle universe

The digital age arrived. And with it came a brave new era. Websites became the hub of business marketing. But it wasn't just the established elite that flourished. The rise of the web opened up a new market. It made business truly accessible to all.

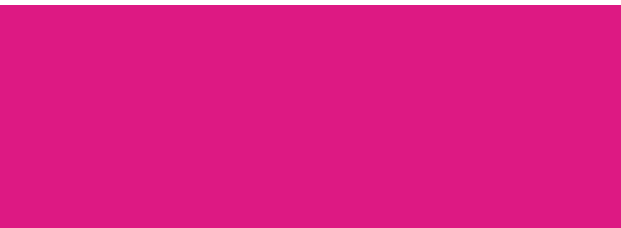
The movers and shakers among us were no longer restricted to the 9–5. With a website, they could take their vision online. The student. The shop assistant. The dentist.

The dreamers became makers. The digital space a playground in which they could explore their passion. They were empowered with the ability to gauge market demand alongside the security of a day job.

Here are 5 ways websites are enabling side hustlers to connect with the success they crave for:

1. All roads lead to you

The great thing about a website is that all marketing roads lead to you. It's an affordable way to start any Side Hustle. A website will act as an anchor for all of your advertising efforts. All business details, product information and promotions should live on your website first. Then, you can create marketing materials that fall in line with your domain name, which will drive customers to your website for additional information.



2. Do others share your passion?

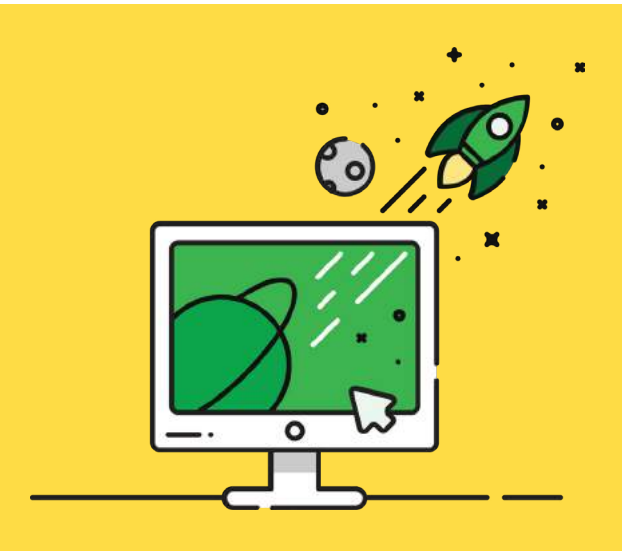
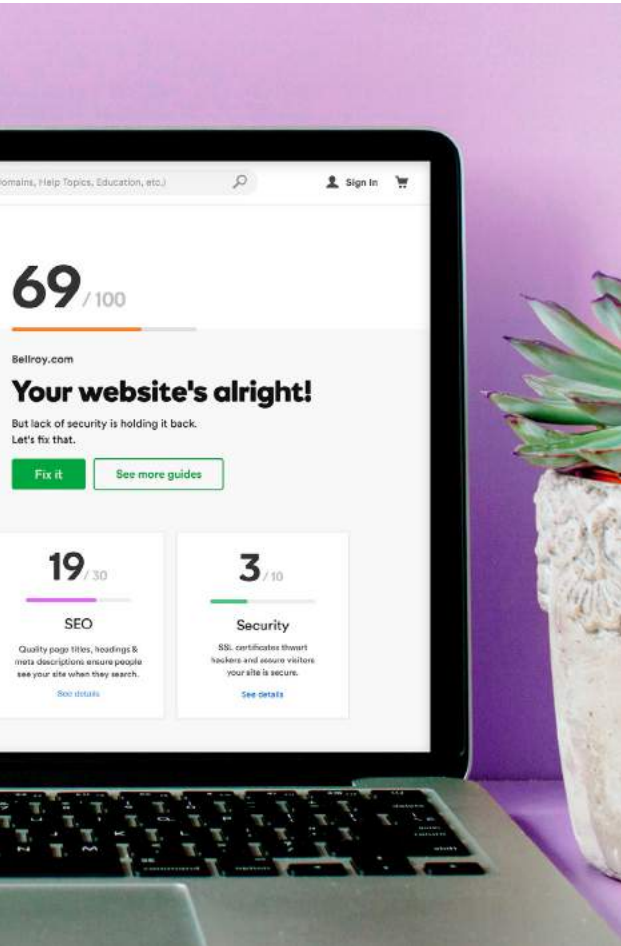
From social media, to business cards and print, guiding traffic back to your website is a great way to gauge market interest in your side hustle. How's the traffic looking? What content interests your users? If the numbers add up, your side hustle might have the legs to walk on its own.

3. Try before you buy

Who can argue with the knowledge you are building something that is yours? The freedom that comes with making it your own way is hard to beat. If you've ever thought about becoming your own boss, you know it can be a tough leap to make. A website gives you the ability to test your idea out on the side. If your passion starts turning a profit, it could be time to go all in.

4. Your first member of staff

Think of your website as a 24-hour sales staff. It provides answers to frequently asked questions and can even process sales. Outside your day job, your website is there for you to populate with content, ideas and dip your toes in the Side Hustle waters.



5. Build a relationship with Google

Creating content for your website is a great way to learn your trade. You can do so at your own leisure, on the side. Educate, entertain and engage your audience. That way, when it comes time to buy, they'll remember you. Google also loves it when you feed your websites with a regular diet of relevant content. Against the security of your day job, you'll be able to build a strong web presence. An output of high quality content drives traffic, leads, sales, customer retention and brand loyalty. It lays a strong foundation to take your Side Hustle forward.

Websites are simple and affordable to set up

These days, building a business website or ecommerce store is easier than ever. You don't need to be a professional coder or have pockets deeper than the Atlantic Ocean. But if you want to grow your brand, you need one. After all, customers and prospective buyers expect it.

For more information, visit: www.godaddy.co.uk



Cebr:

a model of analysis

In conducting the extensive analysis commissioned by GoDaddy, Cebr did not capture those who simply sell their possessions occasionally on eBay or other e-commerce platforms. Only those who dare to Side Hustle.

Model overview:

- Cebr used input-output modelling to calculate economic multipliers. The models produce two types of multiplier – the Type I multiplier incorporates direct and indirect impacts and the Type II multiplier incorporates induced impacts as well.
- Indirect benefits are increases in economic activity along supply chains associated with a given side business. Whereas, induced benefits are increases in economic activity generated through the increased spending power of side business owners.
- Taking both types of multiplier into consideration, for every £1 of value added that side hustlers produce, £1.02 is further added to the economy, meaning that £2.02 is added in total.



About Cebr

Leading economic forecasts and analysis

For 20 years the Centre for Economics and Business Research (Cebr) has supplied independent economic forecasting and analysis to hundreds of private firms and public organisations.

Accurate forecasts

Cebr’s predictions have a strong track record of forecasting accuracy at international, national and even company level, placing the company consistently in the top handful of UK economics teams and winning awards and headlines.



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Side Hustle report: A way of life not work



This report's creative, content and design was envisaged with love by CMA – proud partner of and supplier to GoDaddy.

marketing@cmagency.co.uk

www.cmagency.co.uk

| Designer Marketing



About GoDaddy

Side Hustle: the time is always most definitely now.

When the hour hand strikes 5, some people clock-off after a hard day's work. Then there is the side hustler. The mover and shaker who has a burning desire to create their own business alongside full-time employment.

If you're ready to take the first step... or the next step... toward the future you want to build, we're here to help, every step of the way.

And we've got thousands of engineers and advisors hell-bent on making it happen. We'll give you the tools to do it yourself and services that scale with you as you grow. We're here to help you Kick Ass! And if you need a little extra help, we truly love getting your call.

Irana Wasti

A way of life, not work.



The growing trend of Side Hustle is fascinating – and one which shows that the movement is taking hold across the UK. Starting a Side Hustle in your spare time is no longer just the remit of crafters and part-time makers – but of people with big ideas and big ambitions.

| Senior VP and head of GoDaddy EMEA



Our Vision

To radically shift the global economy toward life-fulfilling independent ventures.

Our mission

To help our customers kick ass by giving them the tools, insights and people to transform their ideas and personal initiative

into success, however they measure it.

GoDaddy powers the world's largest cloud platform dedicated to small, independent ventures. With more than 17.5 million customers worldwide and more than 76 million domain names under management,

GoDaddy is the place people come to name their idea, build a professional website, attract customers and manage their work.

To learn more about the company visit:
www.uk.GoDaddy.com.

Thanks to: The Centre for Economics and Business Research, all the UK's side hustlers, Jack Parsons and The Big Youth Group, Emma Jones and Enterprise Nation, Oliver Slacke and Swole Panda, Digital Mums and Kathryn Tyler, Chris Guillebeau, Toast Ale and Rob Wilson, Zaffrin O'Sullivan and Five Dot Botanics, Joe Boydell and MyStudentExpert, Camille Simpson, CMA and Matthew Pattinson, James Vincent-Jones and TFJJ.