



American Staffing Association

ASA Workforce Monitor—Summer 2025

Second Job or Side Hustle

Background and Methodology

Methodology

This survey was conducted online within the U.S. by The Harris Poll on behalf of the American Staffing Association April 21–23, 2025, among 2,093 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval.

For this study, the sample data are accurate to within +/- 2.5 percentage points using a 95% confidence level.

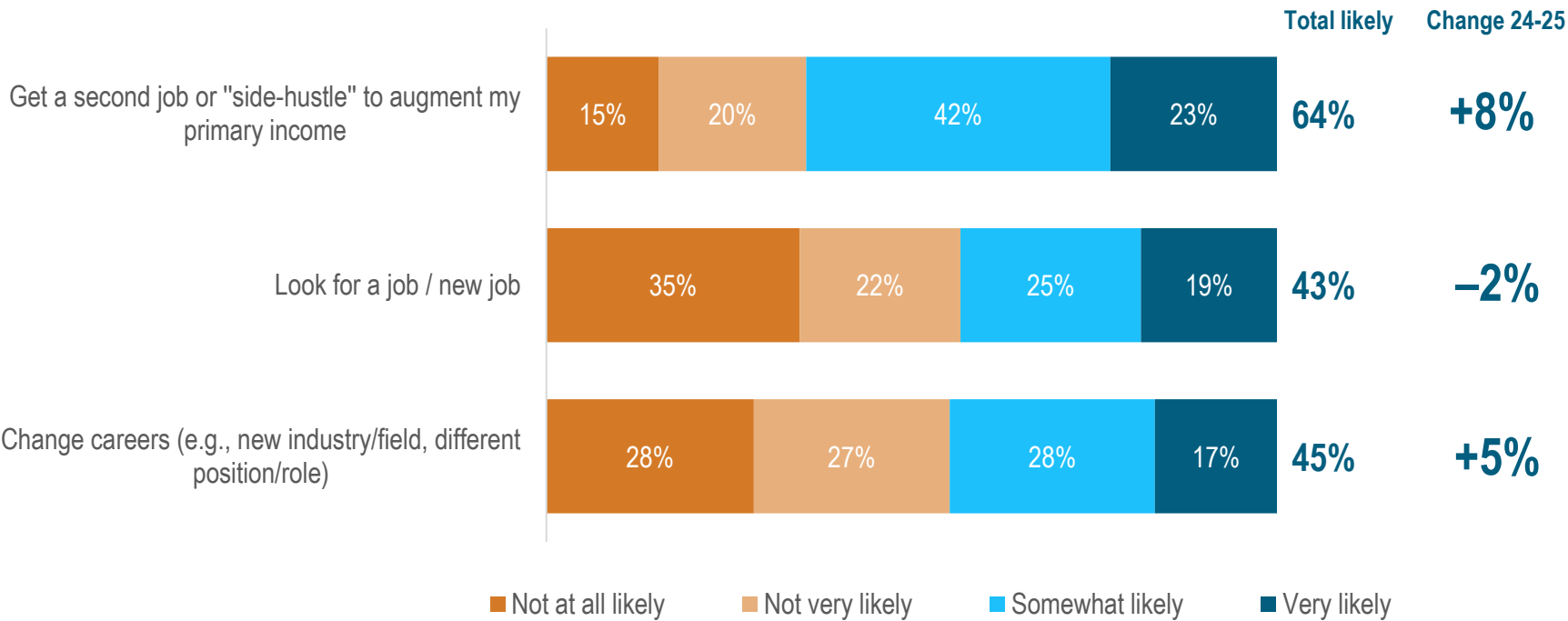
Contact ASA with further questions about the methodology.

Note When Reading Tables

Circles on data points represent a statistical significance.

Two in Three Employed Adults Likely to Look for Second Job or “Side Hustle”

Likelihood to Do Each of the Following in the Next Year



*Employed only

Employed Gen Z and Millennials Most Likely to Look for a Second Job or “Side Hustle” in the Next Year

Likelihood to Do One of the Following by Generation

	Gen Z (18–28) (n=varies)	Millennial (29–44) (n=varies)	Gen X (45–60) (n=varies)	Baby Boomer (61–79) (n=varies)
Get a second job or "side hustle" to augment my primary income	73%	76%	59%	37%
Look for a job / new job	67%	61%	43%	15%
Change careers (e.g., new industry / field, different position / role)	58%	55%	35%	20%

Q: How likely are you to do each of the following in the next year?
Base varies

Employed Daily Social Media Users Most Likely to Look for a Second Job or “Side Hustle” in the Next Year

Likelihood to Do One of the Following by Social Media Post Frequency

	Daily (n=varies)	Weekly (n=varies)	Monthly (n=varies)	Less than monthly (n=varies)	Never (n=varies)
Get a second job or "side hustle" to augment my primary income	84%	65%	65%	60%	50%
Look for a job / new job	66%	54%	56%	44%	37%
Change careers (e.g., new industry / field, different position / role)	61%	47%	51%	36%	24%

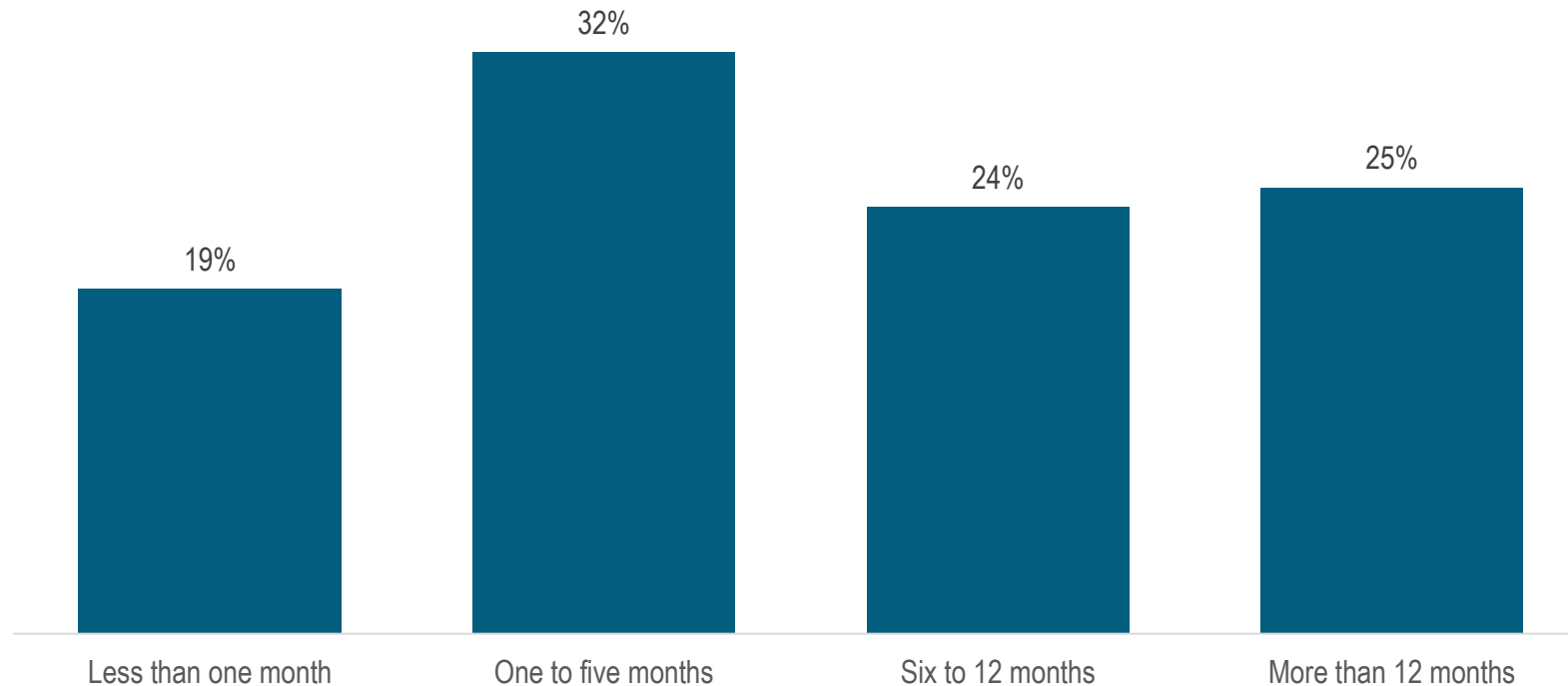
Parents of Minor Children More Likely to Pursue Employment / New Employment

Likelihood to Do One of the Following by Parental Status

	Parent of a child under 18 (n=varies)	Not a parent of a child under 18 (n=varies)
Get a second job or "side hustle" to augment my primary income	75%	55%
Look for a job / new job	60%	35%
Change careers (e.g., new industry / field, different position / role)	57%	35%

Q: How likely are you to do each of the following in the next year?
Base varies

One in Five Employed U.S. Adults Say They Could Live Less Than One Month on Current Savings and Other Income if Laid Off



Employed Renters More Likely Than Homeowners to Have Less Than One Month’s Cushion if Laid Off

Length of Time Savings and Other Income Would Last if Laid Off

	Homeowner (n=813)	Renter (n=444)
Less than one month	14%	28%
One to five months	32%	33%
Six to 12 months	24%	23%
More than 12 months	29%	16%

Q: If you were laid off today, how long would your household be able to live off your current savings or other income?
Base = Employed; n = 1,272