



HUSTLE

THE RISE OF SIDE HUSTLE CULTURE IN THE UK

MORE
CASH?

THE MIX

OR ALL
PASSION?

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WHY ARE WE HERE? WHY ARE WE HERE? WHY ARE WE HERE? WHY ARE WE HERE?

SIDE HUSTLING IS NOT
A TEMPORARY, YOUNG,
PHENOMENON

We as a strategic market research agency are passionate and committed to hearing all voices, making research more interesting, exploratory and diverse. These commitments often lead us to consider how one-sided and monolithic research can be – so we decided to embark on a passion project journey to listen to a cohort of the UK population which is often completely overlooked – Side Hustlers.

In order to have a side hustle, you must have a main job. So if you're a gig economy worker solely, then that's your main job. Our definition is that a side hustle is an income stream or paid work outside of a main job, out of necessity or for pleasure. Although people working multiple jobs has existed for generations, there is a distinction now in the more fluid, fragmented and flexible way that people are Side Hustling in the UK – a different set of behaviours and subsequent needs than there was before.

Side Hustlers make up a gigantic portion of the country, and yet little research has been done and no big brand has been bold enough to talk to them successfully. They make up 25% of the population – that's a bigger proportion than the demographics we so often see cropping up in traditional consumer research briefs – mums, millennials, Gen Z.

They're not only mostly overlooked, but they're also misunderstood. Side Hustling is not a temporary, young, phenomenon; increasingly more women and older people are taking part. A huge proportion (46%) of side hustlers have more than one hustle, most strikingly, 65% of people plan on keeping their side hustle forever, alongside their main job. One side hustler we got to know, Lucy, is no different – a 54-year-old part doula, funeral celebrant, Audible voice over actor and stadium announcer who loves her modular career and plans on keeping it just that way.

Side Hustles are by definition, and by virtue of the society and the relationship with work we currently operate in, hidden, discouraged and side-lined. Side Hustlers hide it from their bosses, from HMRC, from colleagues, and their lack of support and consideration in society, by businesses and by brands, so often leads to burnout.

But nearly 100% of Side Hustlers are proud.

WHY ARE WE HERE? WHY ARE WE HERE? WHY ARE WE HERE? WHY ARE WE HERE?

Proud of the skills they have developed off their own back, proud of the determination it takes to sacrifice a Sunday morning in bed, proud of the identity it enables them to carry, proud of the relationships they’ve forged. And these Side Hustlers aren’t going anywhere – few people want it to make up their full career – the modular career is a source of pride in and of itself and it’s here to stay.

Through speaking to hundreds of Side Hustlers across the country, and building relationships with 24 incredible Side Hustlers, we believe this underground seismic shift is going to hugely impact the way that a quarter of the population interact with your business and brand.

It’s not on big brands to be fearful, to feel the need to compete with Side Hustles. It’s on big brands to amplify the power and beauty of the good side of hustling, but also to recognise and alleviate the darker side. It’s on big brands to acknowledge, legitimise and celebrate.

As we believe there’s nothing more genuinely valuable than being listened to and seen.

Side Hustlers, we see you.



WHY ARE SIDE HUSTLES HAPPENING?

THE BIG
PICTURE

It is easy to think of side hustles as a niche, recent, young phenomenon. 60% of the most commonly searched-for types of side hustle could not have even existed in pre-internet times and 55% of side hustlers launched in the last 2 years.

Recent trends and socio-economic environments, such as wage stagnation and the increase of zero-hour contracts, have meant that the demand for extra cash has risen in recent times. Bank of England suggests that it's easier to earn more money if you switch between jobs rather than staying put and waiting for a raise – which before the 1990s was not the case. At the end of the last millennium, many people stuck to the same company for decades, which incrementally earned them more benefits. But today, people engaging in the gig economy to this day earn less than their contracted counterparts.

The pandemic, for some, has both been the necessary push towards setting up a side hustle, for some due to furlough and job-loss; but for others because of flexible working, free time and more disposable income. Some reports have framed the pandemic opportunistically, having exacerbated and accelerated the uptake of side hustles for more emotional reasons such as self-fulfilment and self-identity.



HERE TO STAY

But this contributes to the whole narrative that side hustles are a fleeting fad, which is just not true. Having multiple hustles is not just an entry point for younger people into full time work.

For many, the ambition is longer term. 71% of the people we spoke to have a business plan for their side hustle(s), and 80% started them intentionally.

Side Hustles have become a more integral part of society; but right now, they hold some negative and ill-informed associations which inhibit the hustles and the people that run them.



THE NUMBER OF WOMEN SIDE HUSTLING IS ON THE RISE

MISCONCEPTIONS

Just some of the most common misconceptions are that Side Hustling is a temporary, male, young, phenomenon; the number of women side hustling is on the rise, and side hustlers themselves think that the key group who side hustle, are younger than they actually are. A huge proportion (46%) of side hustlers have more than one hustle and most strikingly, 65% of people plan on keeping their side hustle forever, alongside their main job.

The most common side hustles sit at arguably opposite ends of the skills spectrum – Crafting, Making, Creating (26%) on the one hand, and Finance, Investing, Shares (27%) on the other.

Even side hustlers themselves believe that they are a recent phenomenon which started in the pandemic, with WFH and spare time; the biggest proportion of hustlers we spoke to believe that only 16-25% of people had a side hustle before the pandemic, but that 26-50% now have one. But those who worked from home at least once last year in the UK is still a minority, and a London-centric, affluent phenomenon at that – only 25.9% worked from home in the week of the ONS survey, but 48% of Londoners worked from home in 2020, up to over 70% in wealthy areas like Richmond-on-Thames.

They also believe that it's a young people thing; 76% think that the people most likely to have a side gig are 25-40 years old, whereas our representative survey showed up a wide age range, and actually people aged 35-54 are more likely to have more than one side hustle than those aged 18-34.

Side Hustling used to be a male-dominated phenomenon, even a few years ago in 2018, (30% men, 21% women), but women are catching up, with over 62% of side-hustling women having started up in the past two years (versus 48% among side-hustling men), and this year women are more likely to have more than one side hustle (51% female vs 41% male).

BURNOUT

The narrative around the ‘grind’ means that people are not only working during office hours, but are also using up their evenings and weekends to complete the work needed to keep their side hustle going; 69% of people use up their weekday evenings to work on their side hustles, 62% work on another hustle during office hours, and almost a third use their annual leave to work on their side hustles.

If unchecked, this New Rat Race invariably leads to burnout. 61% of people get stressed out by their side hustles, and this doesn’t decrease if you have more control and are self-employed when it comes to

your side hustle – in fact often the pressure is greater to succeed.

What this all shows us is the way we understand (or don’t understand) side hustles right now only adds to the feeling of ambiguity.

61% OF PEOPLE
GET STRESSED
OUT BY THEIR
SIDE HUSTLES

HIDING THE HUSTLE

These misconceptions go hand in hand with the secretive and hidden nature of side hustling in the UK.

According to a study by IF, £71 billion extra worth of income across the year is generated by side hustles which is nearly 4% of the UK's GDP – but half of side hustlers do not declare their additional income to HMRC.

Because side hustling is not spoken about, by definition it requires people to work on it during times in their week which once were dedicated to switching off from work and

relaxing as well as during office hours. Nearly ⅓ of people get their secondary income by working during their office hours. Reports state that 'this new way of working has yet to be fully recognised by businesses as the new normal', alluding that existing notions of when people do their work is outdated and inaccurate.





KEEPING THEIR SIDE HUSTLE, A SIDE HUSTLE

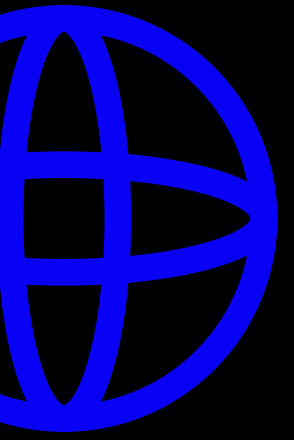
WHY AREN'T WE
TALKING TO THEM?

The lack of acknowledgement of side hustlers in the UK by bosses and brands is stark. We talk about entrepreneurship and start-ups, and an increasing number of brands, such as Tide and Sage, are starting to tap into and support the real tug of war of setting up business on their own.

But, surprisingly, no one talks about the fact that most side hustlers don't want to set up on their own – they want to keep their side hustle, a side hustle. Only SquareSpace in recent times has spoken about working alongside other work, and their 2021 SuperBowl advert received some controversy on social media; as it reportedly celebrates the 24-hour working day, cements the need to

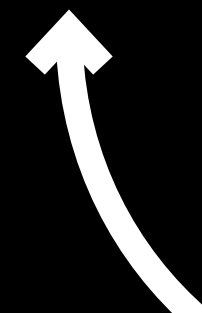
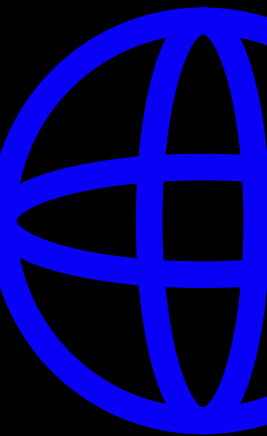
'grind' in an unhealthy way, and negates the need for precious down time.

No one right now is acknowledging people for whom their hustle is not their only gig – for whom the balancing of work, side hustling, and the rest of life is a precarious balancing act.



£71 billion extra
worth of income
a year is **GENERATED**
by side hustles

££



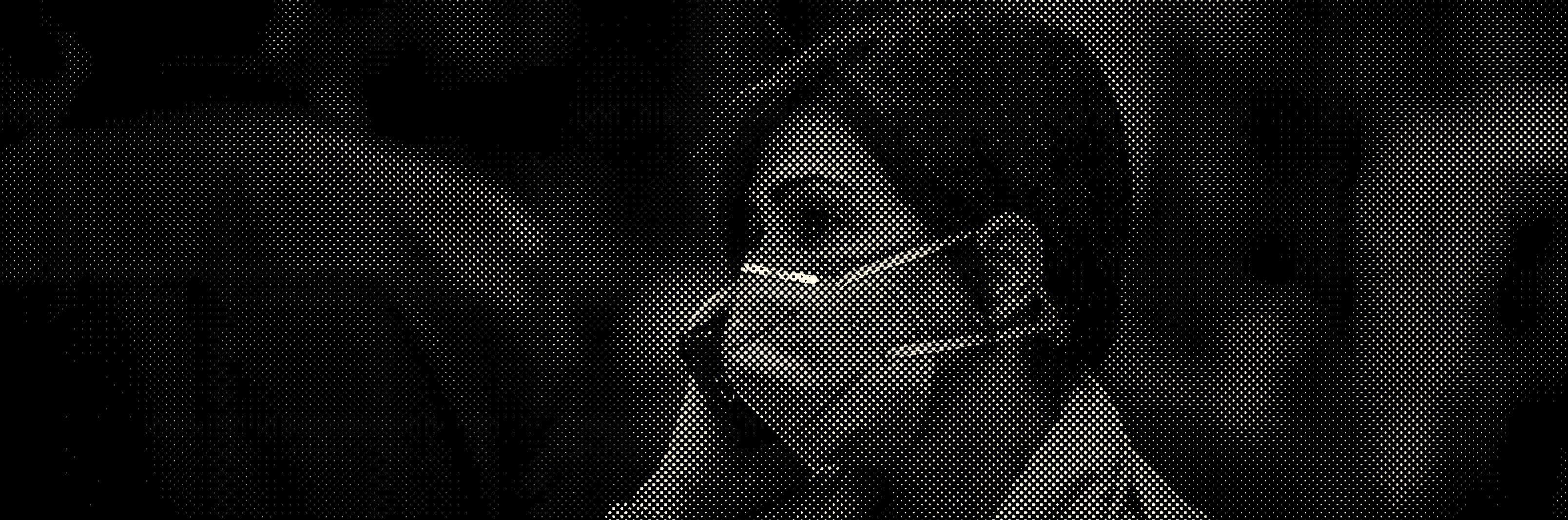
THE PANDEMIC WAS A CATALYST, NOT A CAUSE

THE PASSION

We know there’s a strong pride associated with modular working. So, let’s talk about this pride. Let’s talk about why people side hustle in the first place, and why they continue to do so alongside existing work – the beautiful, fulfilling, broadening achievements that can help people take back control over their finances, purpose and identity.

There is a lot of literature out there on how the pandemic has changed our relationship with work and life – Covid-19 is the most stark, immediate and obvious culmination of societal change relating to working in recent history.

But what we’re not quite acknowledging is that, for a lot of people the pandemic was a catalyst to existing feelings and motivations, not a direct changing force, 73% of side hustlers were already hustling away, anyway. It’s worth understanding these motivations as fundamental human truths, so that we can understand side hustling as a broader, longer-term shift, rather than a fleeting fad or trend.



The financial stability that previous generations enjoyed when they were younger is not the reality of young adults today, so the perceived value of financial security is even greater. Increasing cost of living and wage stagnation also means that older people are reaching out for that extra cash.

The majority of side hustlers we spoke to are predominantly motivated by money. 29% of people started their side hustles predominantly to make extra money, those aged 55+ being the most likely to cite this as their primary driver.

Having control over your finances is one element to feeling in control over your, and your family's, lifestyle – and security is one of the fundamental, core needs that a human has to fulfil to feel happy; having

personal control enhances peoples' sense of security. But 39% of people started their side hustles to make lots of money, and those aged 35–54 are most likely to want lots of money. This is an important distinction, as 'making your millions' starts to leak into a more self-actualised, identity-based motivation for side hustling. The youngest cohort of our study, those aged 18–34, are the most likely to want to be their own boss (32%) – indicating that side hustling for younger people is not only a financial, but also an identity driven activity.

MOTIVATED
BY MONEY

CONTROL

So, these people that are more lifestyle driven, are at least partially motivated by the idea of a hustling identity – their side hustling, entrepreneurial, grinding lifestyle becomes part of who they are as people.

For some people, they live and breathe their side hustles and modular careers. Over half of respondents in our survey identify as entrepreneurs, and two people we got to know in particular really are their careers. For Molly and Lucy, their modular careers become the things they use to carve out an element of their identity.

For Molly, her beauty empire Mollywood is intrinsically linked with her, her personality, and her personal values of helping people like her feel confident in their own skin – and she confesses down-time doesn't

exist for her. For Lucy, who has a deliberately surprising, contradictory and entertaining modular career, she defines the way she works in her own way – she has strict 'no work Wednesdays' for example, but spends the rest of her time switching between her work as a doula, a funeral celebrant, an Audible voice-over actor and a football stadium announcer.

For some, side hustling is about self-actualisation. Where the education system, or their employer, or society is failing and not fulfilling them, people are finding ways to compensate through their identity and relationship with work, over which they have greater control.

SIDE HUSTLING IS ABOUT
SELF-ACTUALISATION

IDENTITY

Control, from both a financial, and a personal fulfilment perspective are important, but there there is plenty of evidence that the side hustle is not simply driven by money, or even driven by personal gain – but can also be motivated by making society and the world a better place as a whole.

Some side hustlers are about giving back and doing good via work; people are saving the world just a tiny bit, in a society that maybe we believe is not helping others enough.

As marketers, we tend to place too much emphasis on the value that others assign to status, hedonism, achievement, power and money more than they really do. They actually value compassion, relatedness, benevolence and love more than we in the industry predict.

Side hustling can also be about finding your tribe, and connecting with like-minded

people – 71% of side hustlers say they have made friends through their side gig. Interestingly, people who started their side gig intentionally or with a business plan are less likely to have made friends. People have identified the often-surprising relationships that they have forged whilst side hustling – Tom, one of our hustlers, forged unexpected connections at his side hustle at a night-shift bus depot, which he cites as the biggest benefit of his work, and Molly has created a network of likeminded people through her Instagram network, which she believes has helped bolster her own self-confidence through helping others.

No matter the motivation, some gigs are a product of our side hustlers trying to project the values they hold in their personal lives, in their working lives. According to researchers on the subject, ‘if covid-19 has done anything, it has helped recalibrate our values’. If people

don’t feel able to make the switch to a career which embodies their personal values – some engage in side hustles which help them project this. Chris, one of our hustlers, talks about instilling a healthy work ethic and relationship with money to his children via his side hustle as a Dominoes driver. Mark, an ex-firefighter from Sussex, travels to the Mediterranean several times a year to volunteer to save refugees from potentially fatally drowning in boats that cross the ocean – alongside his day job as an IT consultant.

GIVING
BACK AND
DOING GOOD
VIA WORK

PURPOSE



SO WHAT?

No matter the type of person or type of Hustle – people are proud of what their hustle brings to them, and are filling a need, passion or expectation that the traditional balance of work/life has failed to reconcile.

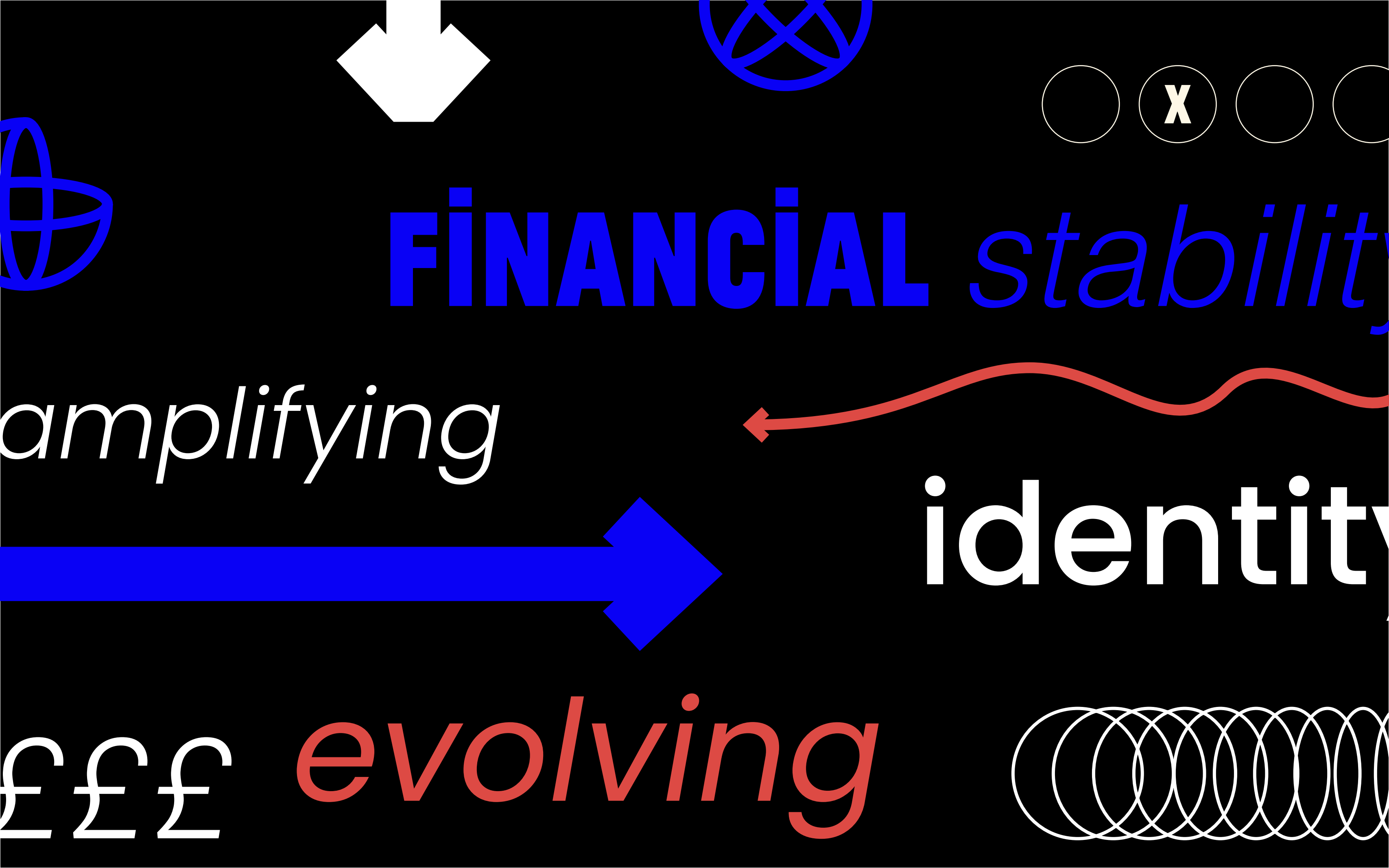
Whether it's about exerting financial control and stability in your own life, about evolving, changing or amplifying your identity, or something completely altruistic for the society you live in – side hustle motivations can be tracked back to the core and fundamental human elements which make us feel secure, happy and fulfilled.

This has a huge impact on the way we should think about people. From a marketing perspective, it should impact the way we segment and target consumers. We should talk about attitudinal definitions rather than

demographics; this tells you more about a person. Two people who are aligned on their fundamental values around work, hustling and life are likely to behave in more similar ways than people who just so happen to have been born in the same year, or share the same type of genitals.

It should therefore have an impact on the way brands speak to these people. The traditional values of status and money are obsolete, or at least less relevant. People are influenced by money, of course. But they are also increasingly motivated by personal, and societal fulfilment.

But most importantly, as people trying to understand other people, this should give us more empathy, and allow us to appreciate and understand what motivates people to keep grinding and pursuing an alternative future.



FINANCIAL *stability*

amplifying

identity

£££ *evolving*

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MAKING A CONSCIOUS, AND OFTEN UNSUCCESSFUL, EFFORT TO RELAX

If side hustlers are so proud of their side gigs, and the majority want to continue doing them, why do they suffer through some of the negative sides? 61% of people are stressed by their side gigs – and a larger percentage of people want to be able to quit them completely than those who want them to become their main gig (36% vs 21%).

Nowadays the default is work – and we have to make a conscious, and often unsuccessful, effort to relax. The brain

is not designed to compartmentalise, it is designed to free-flow, and the forced compartmentalisation of not just work and life, but work, hustle and life, is causing an uptick of pressure and stress, with no real support to speak of. Identifying these struggles and understanding the dark moments, as part of a wider journey and in the context of broader ambitions, will create opportunities for brands to become part of a solution in a grounded, relevant and sustainable way.

NECESSITY

VAST MAJORITY OF HUSTLERS IDENTIFY MONEY AS THE PRIMARY REASON

For many, there is a very obvious and very clear reason why people find hustling stressful – money. The combination of wage stagnation and inflation, and the economic repercussions from the pandemic, mean that the vast majority (68%) of hustlers identify money as the primary reason – whether they want to make their millions or just feel more comfortable in being able to pay their bills.

37% of people say that their salary alone does not allow them to have a comfortable lifestyle. Nearly half (47%) of full-time workers want to make lots of money, but those people who work part time, who job share or who aren't on permanent contract, are more likely to want to make 'extra' money, to cover expenses (57%).

According to side hustlers interviewed by Vice, "companies have realised they don't need to have dedicated, salaried, 9-5 with benefits employees and just treat everything as gig work. Everybody is a temp, short-term contract, or freelancer".

Reportedly, these zero hours contracts only help the people who employ; companies don't feel the need to pay people as much for the always-on, project-based work – people are not only getting paid less, but they're missing out on security and benefits such as holiday/sick pay and pensions (and this tension has recently taken up a lot of space in the media). Although the zero-hours, gig-economy is a different phenomenon to Side Hustling alongside main jobs, it is a telling example of the way in which more fluid and fragmented styles of working are being treated in society

Many side hustlers hustle to achieve greater financial freedom – the pressure to make sure the hustle takes off and actually brings in the cash can make the incentive to working unsociable hours and sacrificing other elements of their lives even greater.

But there is also a slightly darker, but less openly discussed, reason that people's hands are forced into side hustling – that they are in some way emotionally unfulfilled and starved

NECESSITY

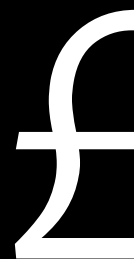
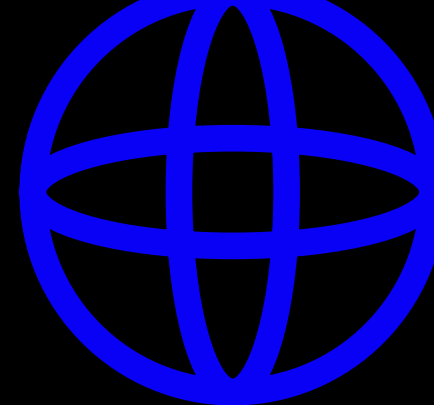
of passion in their main gig. Although the majority of people cite financial stability as the primary driver – there are other factors at play which mean that people need an outlet or focus alongside their main job.

Being emotionally unfulfilled by work is something that side hustlers have identified as the reason to break away from the traditional routine. In an FT piece, side hustlers have experienced anxiety attacks at the thought of going back to their 9-5. For one side hustler, her hustle “got me out of the work-eat-bed routine and gave me the time to figure out how to monetise what makes me happy”, and it was the thought of going back to her 9-5 “that brought on really awful panic attacks”.

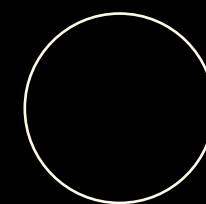
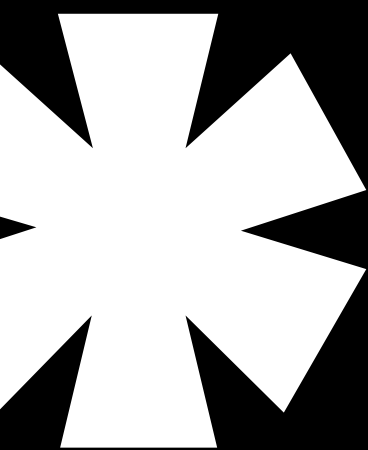
For a lot of people, especially post-pandemic, the idea of going back to a job that doesn’t fulfil them or bring them joy is terrifying, and having a side hustle to supplement their emotional reserves has been uplifting. It begs the question why so many people need to have something alongside their current work – how people feel trapped by traditional roles, processes, commuting schedules; and feel disillusioned by their jobs.

David Graeber’s provocative book ‘Bullshit Jobs’ postulates the existence of meaningless jobs and their harm on society, arguably people engaging in side hustles for fulfilment reasons could be attributed to the lack of genuine engagement in the traditional 9-5.





65% *WANT TO* **KEEP**
THEIR **side HUSTLE**
A side HUSTLE



BURNOUT

|| GLAMORISATION OF OVERWORK ||

Burnout is often a term associated with higher-paid, creative or financial jobs, and younger people, but it can be the manifestation of a poor relationship with work – which starts with poorly regulated working environments, to the way society views productivity in any industry. In a leaked memo, Amazon has been shown to be aware that delivery drivers have been forced to urinate in plastic bottles whilst on shifts on a daily basis for fear of missing delivery rates.

Not only does the “glamorisation” of overwork exist in the mainstream working sphere, but is particularly pronounced in the side hustle culture; every waking moment, whether allotted to main hustle or leisure, is often consumed by the guilt that you should be doing something else.





“

The concept of the hustle helps reconcile these contradictions, and can be weaponized to justify income inequality in nearly any context, promoting an illusion that if you hustle hard enough, the playing field can be equal for you, too. So while the gig economy undermines worker protections and reinforces the expectation that every free second is monetizable, we scramble to assemble a collection of small side gigs to fill in the gaps. The emotional impact is profound. We live in a political and social climate where our sense of self-worth is often reduced to our productivity.

”

The Guardian, 'Why you should ignore the pressure to be productive during lockdown', Kiran Misra, 2020

SECURITY AND STABILITY ARE SOUGHT AFTER AND INCREASINGLY HARD TO COME BY

61% of people we spoke to get stressed by their side gig; those younger and female, and those in Scotland, Wales and Northern Ireland, are more likely to get stressed. Those who start side gigs intentionally and have a business plan are significantly more likely to get stressed than those who don't (68% vs 28% and 75% vs 42%), implying that those whose identity is more caught up in their side hustles are more likely to be emotionally fraught at the idea of something going wrong.

This perceived, and lived, increase of pressure, means that there's a counter-narrative of people actively fighting against the glamorisation of the 'grinding', 'hustling', entrepreneurship culture – showing that for some, security and stability are sought after and increasingly hard to come by. 90% of young people in the gig economy

would trade their unstable contracts for permanent ones, for no extra pay. People are asking themselves 'who is "hustle culture" actually benefitting?', and whether it is the best use of their time.

A third of people feel unhappy or very unhappy about the time they spend dedicated to work, and more than 40% say they are neglecting other aspects of their life due to work. When, in mainstream work, the hustle is the default, and the workplace has been 'dehumanised' – for people who balance multiple jobs and workstreams the effort needed to compartmentalise is even more pronounced.

BURNOUT

STIGMA

Even though there is a rhetoric around the glamorisation of over-work in traditional jobs, and entrepreneur/hustle-worship; in society, there are supposedly ‘right’ and ‘wrong’ types of side hustle.

Monetising certain hobbies, talents and interests is ‘good’. It’s easy to glamorise and idolise crafty, creative side hustles, associating them with tangible talent, young, trendy people; and finance and shares oriented side hustles with intelligence and status.

But in our society, it is seen that monetising other ‘types’ of hobby or talent, is ‘bad’. Take OnlyFans as an example. Illustrator @vulgadrawings points out the rhetoric around ‘selling’ elements of yourself being right when in a traditional working role, but wrong when via a platform like OnlyFans.

“

Grandma Audrey: You’re selling your body!

OnlyFans User: Yeah, I’ve been selling my body my whole life. When I worked in a pub, I used my body to carry heavy beer kegs and stacks of pint glasses. When I was a food delivery rider, I used my body to cycle from place to place. Everyone is earning money in exchange for their body – so I’d rather do it in a way that suits me, and I can earn more than I did in my other jobs.

Grandma Audrey: ...How much more?

”

There are heavily debated examples, but there are also some more silent grey areas in side hustles which don’t get the amplification they deserve. There are a whole host of different types of side hustle; such as manual work and delivery which take just the same amount of determination, perseverance, practicality, balancing skills and intelligence – but we just don’t see this in the media, they aren’t deemed ‘sexy’. There’s a distinct lack of representation of ordinary people doing ordinary hustles; but they, too, are extraordinary to us.

@vulgadrawings via Instagram, 2021

CULTIVATING TOOLS WHICH HAVE IDENTIFIED THE PROBLEMS AND CREATED THE SOLUTION

GRASSROOTS

The barrier to entry for setting up a side hustle has never been lower. Platforms have been given the chance to cultivate change, or respond to the new world side hustlers have been carving out.

Existing platforms from big businesses have been the default for side hustlers to set up their businesses, spread the word, and make sales. Platforms such as Instagram, Facebook and ASOS have adapted themselves to serve home-cooked hustles, launching sub-platforms like Instagram Business, Instagram Shop, Facebook Marketplace and ASOS Marketplace.

New platforms specifically designed for ordinary people, like Depop,

Shopify and Patreon, enable people to easily and quickly set up shop and sell to other individuals.

But there are also platforms which claim to help the little guy, but which aren't designed in an informed, or arguably moral, enough way to really help. Take Spotify for example, where musicians have to 'compete with the last 50 years of the music industry, fighting for the crumbs of a rapidly shrinking pie', all whilst making, on average (between Apple Music and Spotify) £0.004 pay-per-play.

This is where side hustlers are having to go through grassroots communities to actually get support. In the music industry, Bandcamp unique levels

the playing field for hustlers; using initiatives like Bandcamp Fridays (free or lessened fees), Bandcamp Live (bridging the gap between fans and artists) and chat functions for those reminiscing on post-gig interactions and waiving fees.

Certain platforms have adapted to help the hustler and let communities form and grow organically and unchecked. Other giants haven't even tried to facilitate. But grassroots platforms, such as Patreon and Bandcamp, are actively cultivating tools which have identified the problems and created the solution; 'platforms do not have to be another tale of the rich getting richer'.





SO WHAT?

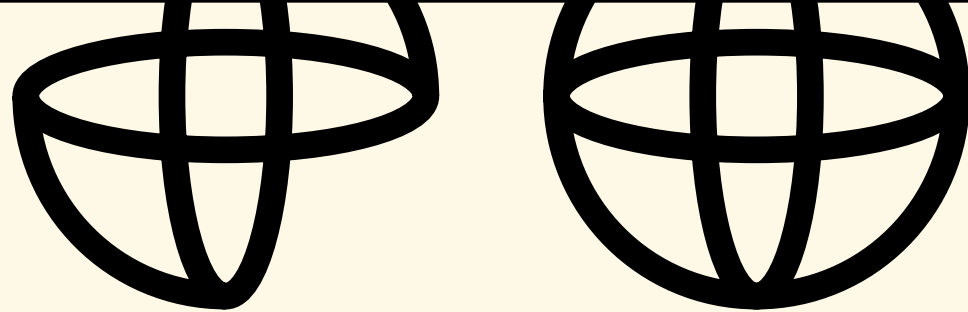
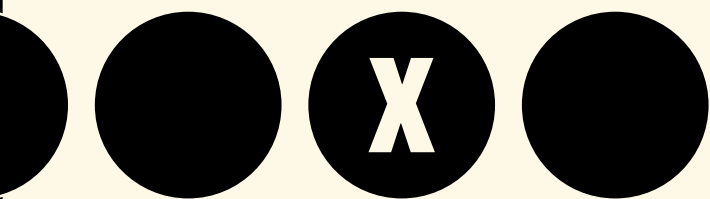
Side Hustles are misunderstood. There are several elements of side hustling that aren't talked about widely, and that can damage and undermine the hard work people are so proud of.

There is the understandable stress of having to hustle for money to keep maintain a certain lifestyle, as well as it clearly eating into time which traditionally was kept sacred, work-free and restful, for hustling. There's the risk of both of those pressures leading to burnout; both physically and mentally; balancing multiple ideas, purposes, content, timelines, contacts and outputs all at once.

Also, certain platforms and types of hustle have faced peer-to-peer, and even media, judgement, and there's a lack of knowledge of, or empathy for what it's really like to be a side

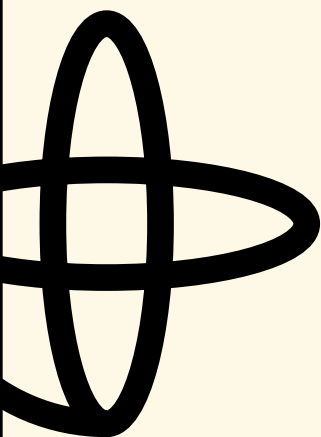
hustler – meaning that often people have to go through grassroots communities to get the support they actually need.

Brands are starting to talk to and celebrate entrepreneurs– but not side hustlers. Nobody talks to them, about them, for them. Side hustling remains a huge but underground struggle that deserves amplification. We believe this needs to change and that for forward thinking, purpose-driven businesses there has never been a better time to start the conversation and play an active part.



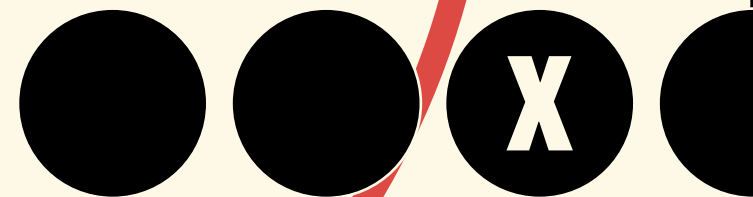
DOWN

PRESSURE



time

PURPOSE
PURPOSE



WHAT GONNA ABOUT

YOU DO IT?

You have a role to play, but not in the way you may think.

Your role should not be cultivated in the traditional definition; it's not the typical brand role of identifying and winning against competitors, or carving out an ownable and distinctive position on the matter, or being noisy enough to drive people to you instead.

We shouldn't view the exponential growth of small businesses, independents, and side hustlers as a threat to the status quo; rather as a beautiful phenomenon which makes your employees, your consumers and your customers unique. Because really, if a quarter of the UK believe that

brands, platforms and businesses there to hinder, not help, that's no good for anybody.

Your role is to acknowledge, legitimise and celebrate the way in which these people interact with the world.

Have a defined and believable viewpoint about not only amplifying the good, but alleviating the bad, and back it up with behavioural change, specific action and clear evidence.



1.

2.

3.

4.

5.

RE-APPRAISE OCCASIONS

People's days, weeks and years don't look and feel the same anymore.

REAL PEOPLE, NOT 1D PERSONAS

Your role is to allow side hustlers to be the way they are in all their messy glory.

LISTEN AND REFLECT

A quarter of the population have a different perception of their entire work/life relationship than we might think.

PROOF & PURPOSE

A 'good' brand' is different now. It's not just about a quality product or service.

PLATFORMS & PARTNER- SHIPS

Using your resources to effectively fulfil the needs of small, local, independent side hustlers and entrepreneurs.

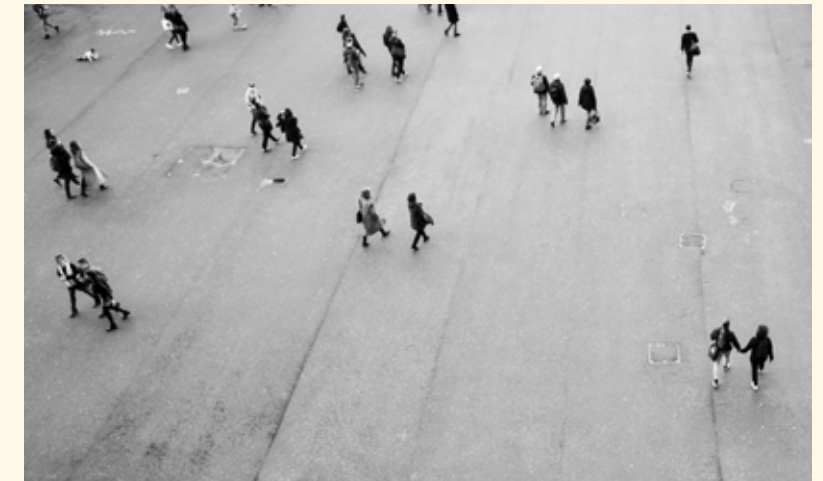
1. RE-APPRAISE OCCASIONS

People's days, weeks and years don't look and feel the same anymore. we used to live in a 9-5 world where we woke up, dressed, fed the dog, went to work and came back again; people had a job and a home-life and these were not interchangeable – plus the more years you spent at an organisation, the incrementally better you were paid and treated.

We already know that the mainstream, singular-career work-life balance is out of whack; Tuesdays at 9pm used to be a safe space, but now they've been increasingly taken up by work creeping into life-time, especially in a world where the kitchen table is the office desk and the cat is the office manager.

But now, even, for side hustlers, work and life are no longer two separate entities; maybe Tuesdays at 9pm are now side-hustling time; spread-sheet filling, knitting, trading, driving, baking, lifting, writing, boxing up.

1. NEED STATES



Re-learn what side-hustling time looks like – what are the need states in these moments?

2. DOWN-TIME



Re-learn what 'down-time' is about, when it is, and what people's needs are in genuine down-time moments (not always the traditional weekday evenings and weekends).

2. REAL PEOPLE NOT 1D PERSONAS

Your role is to allow side hustlers to be the way they are in all their messy glory. Not to box them up, stereotype them, assume things about the way they like to be talked about or to. Core, human, emotional needs are far more unifying than demographics ever were.

We should speak to motivations and attitudes, defying traditional boxes of gender, age, race and socio-economic banding. We should also ask people about the way in which they want to be segmented – making it an active choice is much more representative of the way in which they want to be spoken to.

1. IDENTIFY



Identify emotional needs as behaviour traits.

2. ASK AUDIENCES



Ask audiences how they themselves would like to be identified.

3. SEGMENT



Use behaviour traits (not demographics) to segment audiences.

3. LISTEN AND REFLECT

A quarter of the population have a different perception of their entire work/life relationship than we might think – which trickles down into not only the way they interact with products and brands, but the way in which they identify themselves and want to be spoken to.

This has a whole host of implications in the language that brands use, the values important to them, the role models they choose.



1. IMMERSE

Immerse yourself in real side hustler’s lives and businesses.

2. SHIFT



Understand the shift in what people hold dear – away from status, towards fulfilment, love and benevolence.

3. CREATE



Identify the side hustler problems – and create meaningful and supportive vernacular around the matter.



4. CHANGE

Change the narrative around less ‘meaningful’ or stigmatised side hustles.

4. PROOF & PURPOSE

A ‘good’ brand’ is different now. It’s not just about a quality product or service; it’s about CSR, sustainability, worker treatment, good service, supply chain, initiatives, charity, transparency and honesty. It’s about having a holistic view on your business, as your consumers do ‘all eyes are on the inner workings of your business’ after all.

Having a viewpoint on 25% of the population’s motivations, needs, behaviours and attitudes and being intentional about side hustlers lives and how to help.



1. UNIQUENESS

Have an intentional point of view on the lives of side hustlers – that it’s a positive force of good and uniqueness.



4. POSITIVE

Think about how you can be a force for positive change and not just add to the challenges, complexity or confusion.

2. ALLEVIATE

Know the negatives, and alleviate them.



3. INNOVATE

Use your platforms to genuinely help, rather than feed the machine – innovative and practical solutions.



5. RE-INFORCE

Know the positives, and re-enforce them.

5. PLATFORMS & PARTNER-SHIPS

Direct to Consumer platforms are changing, and we believe there's a shift in what consumers, including those with side hustles, now want. If consumers themselves are now creating their own businesses or engaging with platforms to help their own side hustle, it has implications for their standards when engaging in other platforms.

The narrative shouldn't be about buying out or taking over small brands of platforms, but about using your resources to effectively fulfil the needs of small, local, independent side hustlers and entrepreneurs.



1. HELP

Use your platforms to genuinely help, rather than feed the machine – innovative and practical solutions.



3. PARTNER

Partner with existing communities and platforms to help amplify side hustlers in positive ways.



2. ALLEVIATE

Decide how you can help alleviate tensions in the moments they use your services; and treat your product/services as a brand to build in and of its own right.

YOUR ROLE

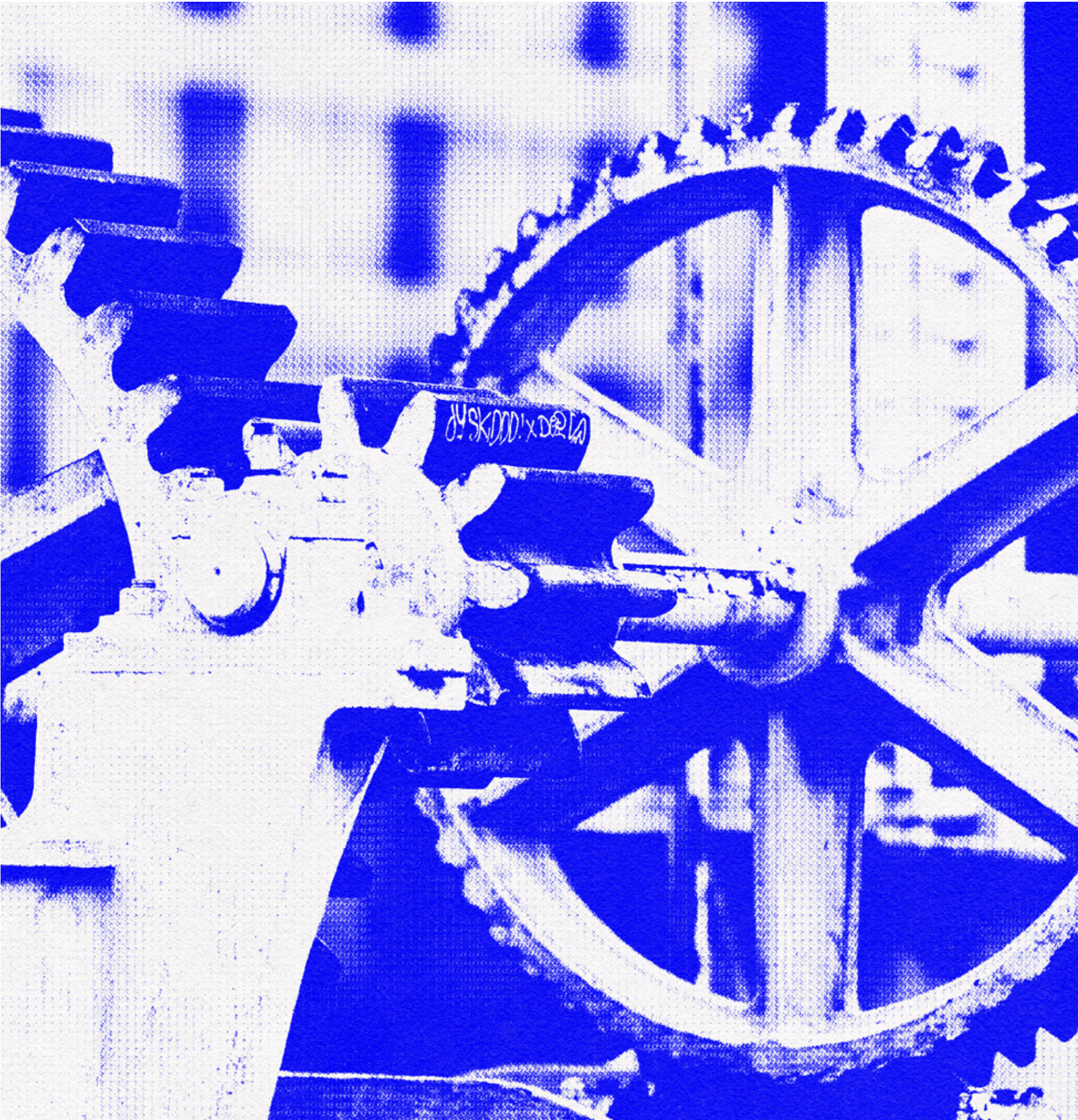
You have the power. Not the power to compete, or **win**. But the power to *choose*. The courage of conviction. To choose to be a **supportive** and genuine outlet, provider and guide for the Side Hustlers of the UK.

Consumers aren't just passive absorbers or purchasers, they are *active, cynical* and *demanding contributors* and *partners*. You have a choice to listen, **emphasise** and elevate, or destroy, diminish and dismiss. We hope we've helped you to **embrace** the former.

WHAT NEXT?



As a business we would be delighted to offer group workshop sessions, and digestible video content to help embed these learnings within your business.



ABOUT THE MIX

At some point in your life you will encounter a bit of marketing that is really crap, probably quite thoughtless and possibly even a bit discriminatory.

It doesn't matter who you are, it happens to everyone at some point. It happens because marketers, creative agency types, brand managers and pretty much everyone involved in selling stuff to people have one significant knowledge gap. People. They don't understand what it is like to be a person in the world today. Relying on personal life experience isn't enough. It's the reason the market research industry came to be in the first place.

The problem is that being stuck behind a glass mirror, eating deep fried food and catching up on your emails is how most research gets done, making it the corporate version of a

chicken nugget. And if it's not a focus group, then it's most likely a 400 page data set. This leaves us with one simple question Where is the humanity in research?

The Mix are taking on a whole industry, clashing together different specialisms and skills and experiences because the best ideas emerge from unexpected places. And we are doing it because we all believe that human behaviour is fascinating and deserves to be seen, heard, experienced and enjoyed in all its messy glory.

Human behaviour is fascinating. Research isn't.



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THANKS