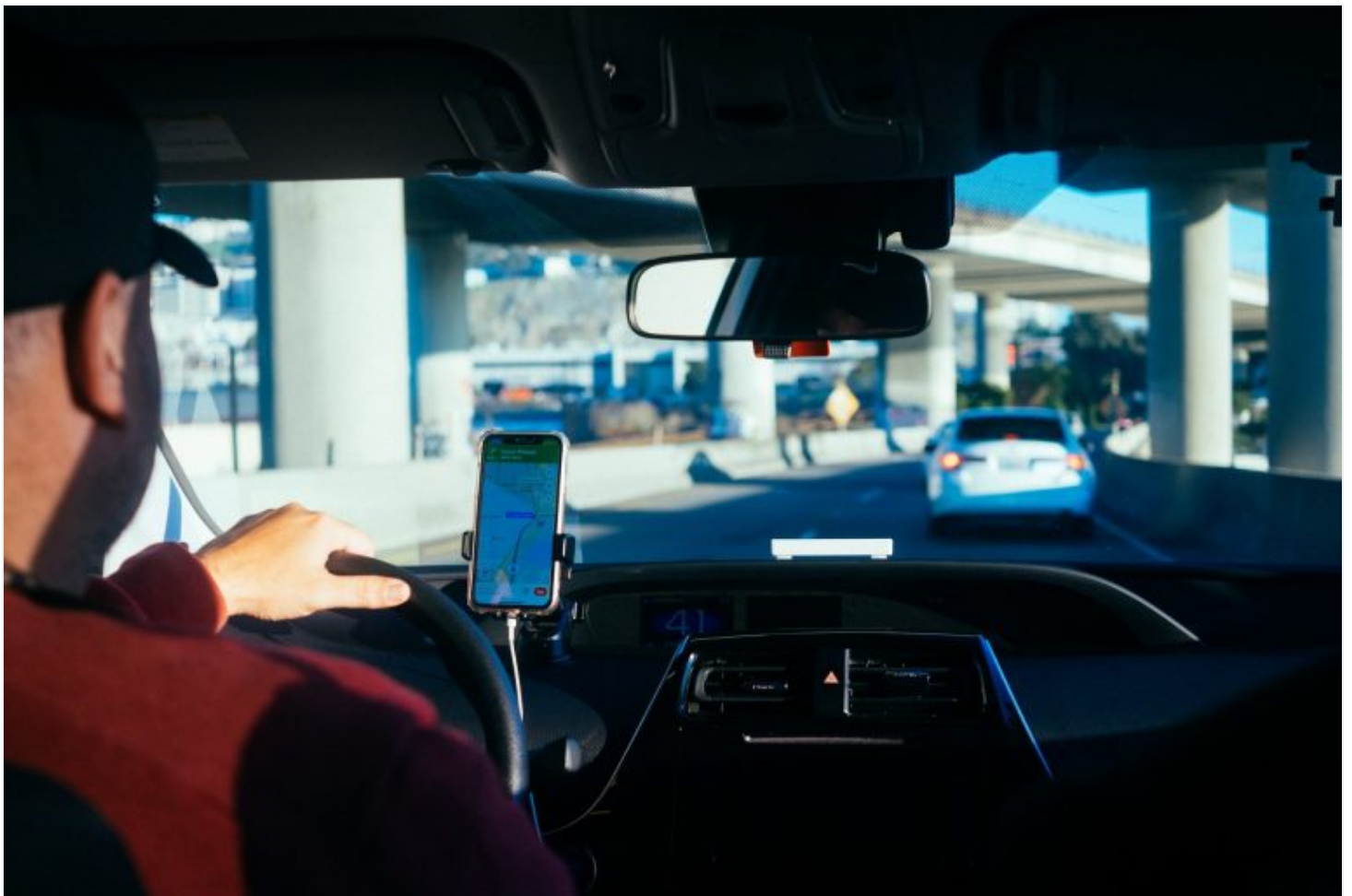


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to pay their bills. Younger generations are even more likely to have one – 53% of Gen Z and 50% of millennials have a side hustle.

Dec. 13, 2023



*By Mark Webster.*

In 2023, the pursuit of side hustles reached an all-time high over the past two decades, as revealed by a recent study from [Authority Hacker](#). This surge can be attributed to several factors: inflation has gone up, but the average American's wages have [stayed the same](#) for decades. On top of that, 49% of adults have less savings

compared to a year ago, and 22% have no emergency savings at all, according to

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**You can see the results on this interactive map:**

<https://www.authorityhacker.com/side-hustles/>

The study also reveals that the most popular side hustle in America is **being a virtual assistant**, indicating the popularity of work-from-home jobs.

States with the highest level of interest in side hustle jobs in 2023 are Washington, Oregon, Idaho, and Utah – which could mean that the **western U.S. is feeling the economic impact the most**.

States with the least interest in finding a side hustle are Florida, Vermont, and Maine – all of which are on the East Coast.

States in the northeast – including New Jersey, New York, Pennsylvania, Connecticut, Massachusetts, Rhode Island, and New Hampshire – overwhelmingly prefer babysitting as a side hustle.

Southern states overwhelmingly favor virtual assistants and DoorDash side hustles.

Notably, some side hustles can be surprisingly lucrative. Examples include an Oregon teacher who **makes over \$10,000 per month** selling classroom worksheets, a college student who turned a dorm room side hustle into a **\$56 million business**, and a 30-year-old who **makes \$22,000 a month** working only two hours a day.

According to data gathered from popular job websites, the most profitable side hustles this year are:

- DoorDash with \$5,021 average monthly pay
- Virtual Assistant with \$5,285 average monthly pay
- Online Tutoring with \$3,259 average monthly pay

It's important to remember that these are gross income rates, and don't account for

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important, because what's big in Texas might not work in Maine. This study can help you figure out which side hustles are worth your time and can really add to your wallet. It's all about smart choices, not just hard work.”

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