



State of **Side Hustle** in Kenya 2019

Kenyans are quite entrepreneurial in nature as evidenced at least in the volume of registered business standing at 98% mostly micro, small to medium enterprises. On the other hand as much as Kenya records a high number of business registration; the mortality rate is also high at over 70% within a three year period according to Kenya national bureau of statistics.

There is a growing phenomenon in Kenya of side hustle or side business. Side hustle is a situation where a person who is employed full time engages in business for whatever reason. Side hustles mostly are in form of micro to small businesses.

Viffa desires to contribute to the body of knowledge in the SME sector through dissecting and researching its various building blocks such as side hustle, family business among others with the aim of providing practical solutions and policy options.

Viffa conducted an exploratory study on side hustles with the objective:

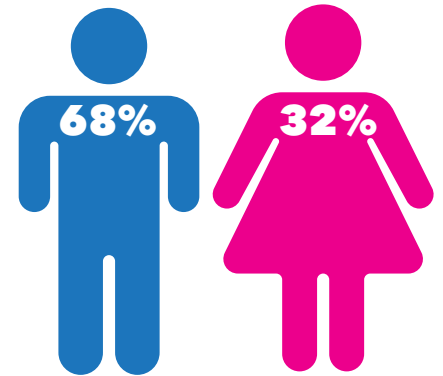
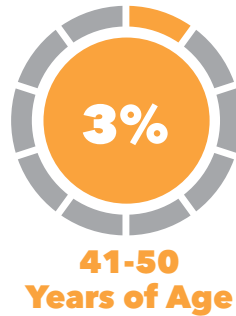
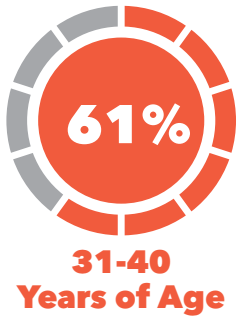
- i. Establish motivation to starting side hustles***
- ii. Side Hustle sector***
- iii. Performance of side hustles***



Survey Results

Background

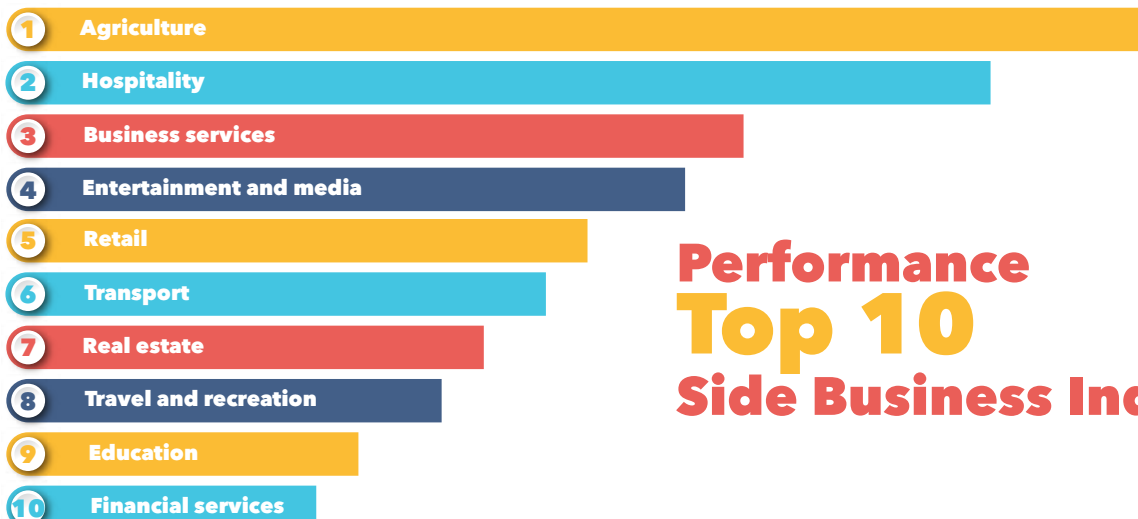
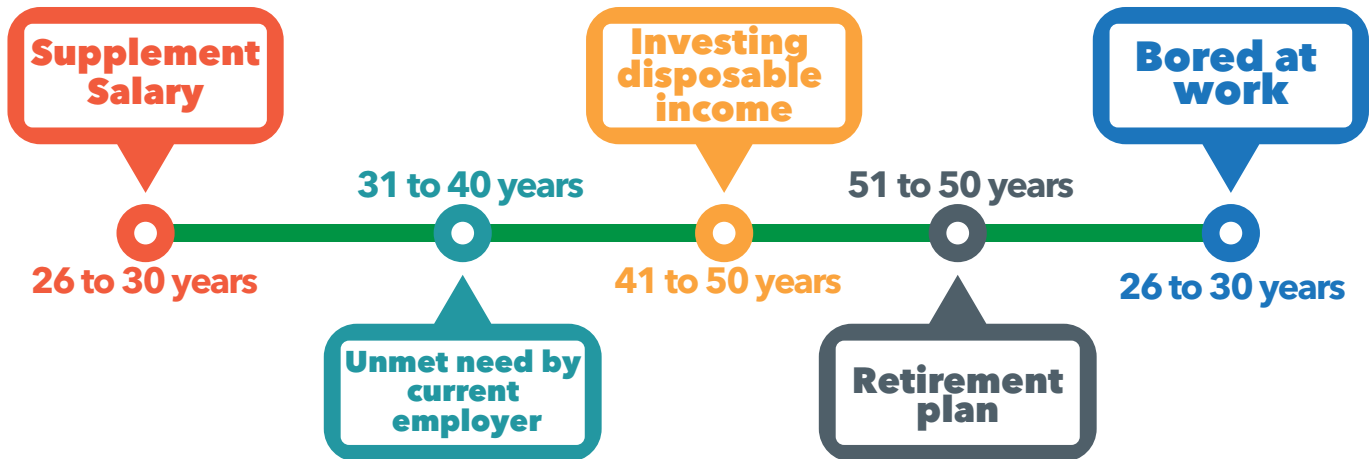
61% of respondents indicated they were aged between 31 to 40 Years of age, 36% indicated ages 26 to 30 while 3% indicated ages 41 to 50 years
68% of respondents were male while 32% were female



Motivation for starting side hustle business

Top 5 motivations were:

1. Supplement salary (Ages 26 to 30 years)
2. Meet an unmet need by current employer (Ages 31 to 40 years)
3. Investing disposable income (Ages 41 to 50 years)
4. Retirement plan (Ages 51 to 50 years)
5. Bored at work (Ages 26 to 30 years)



Performance
Top 10
Side Business Industry

Number of employees

90% indicated their side hustle employed between 1 to 5 people, 4% employed 6-10 people, 3% employed 11 to 15 people while 3% employed over 30 people



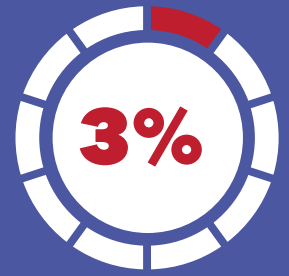
**1 to 5
People Employed**



**6 to 10
People Employed**



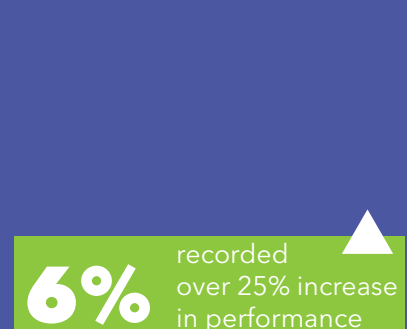
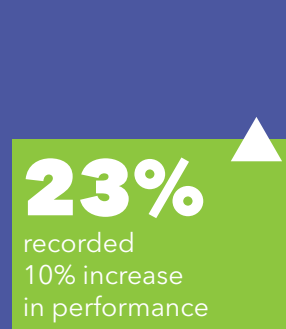
**11 to 15
People Employed**



**Over 30
People Employed**

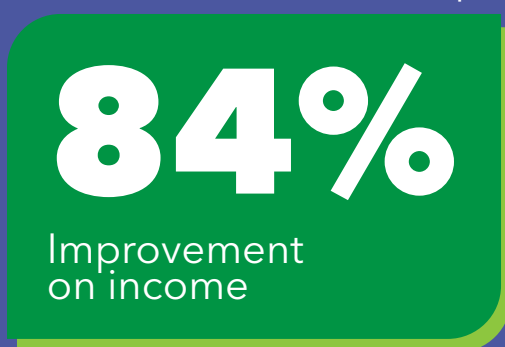
Revenue performance 2018 compared to 2017

52% indicated revenue performance remained the same, 23% recorded an increase in performance up to 10% , 19% recorded a decline in revenue by 10% and below while 6% recorded an increase in revenue by over 25%.



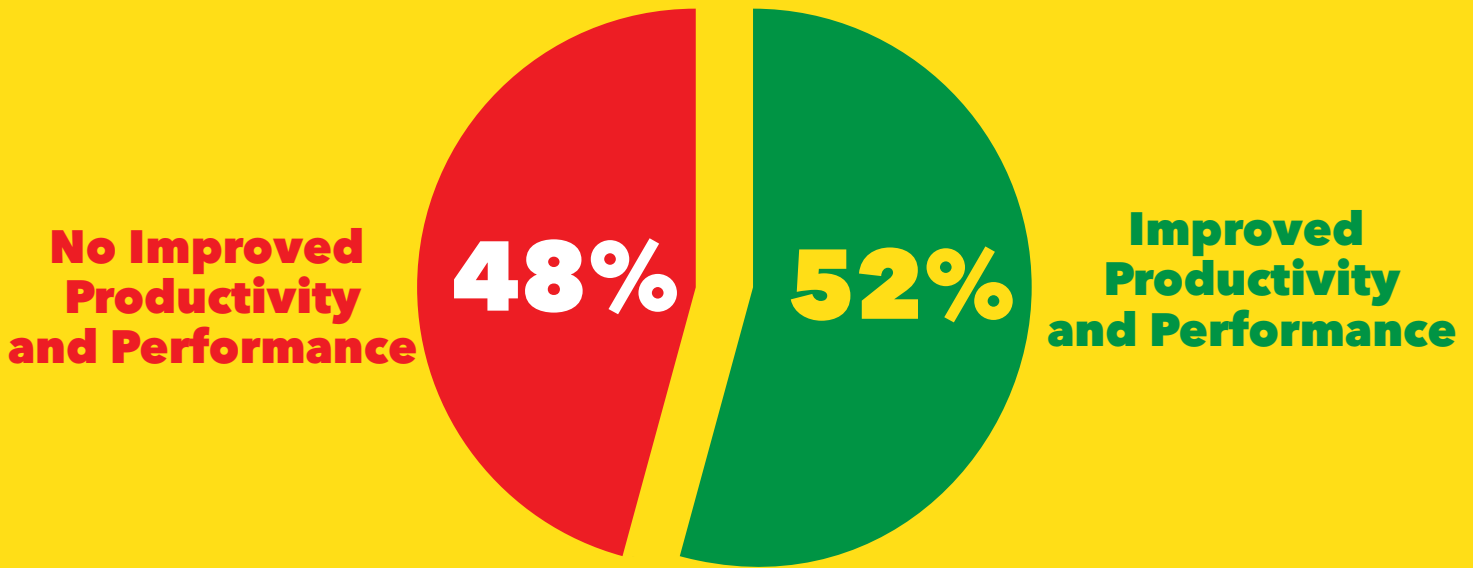
Effect of side hustle on current income level

84% indicated that the side business had improved their current employment income while 16% indicated no improvement



Effect of side hustle on current day job performance

52% indicated that the side hustle business improved their productivity and overall performance in their current day job while 48% indicated their side hustle had no improvement in their performance of their day job



Future plans in the next 3 years

77% indicated that they plan to expand their side hustle but not quit their day job, 20% indicated they plan to quit their day job and engage in business full-time while 3% plan to sell their side business



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