

From the Denver Business Journal:

<https://www.bizjournals.com/denver/news/2023/02/16/denver-side-hustle-study-llc-data.html>

Career & Workplace

Want to start a side hustle? This study says Denver is a pretty good spot to do it

Americans are turning to side hustles to pay their bills. A new study shows Denver is one of the best cities to start one.



Denver's skyline on Oct. 27, 2021

SETH MCCONNELL | DENVER BUSINESS JOURNAL

By [Matt Wolfinger](#) – Data reporter, Denver Business Journal
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As workers across the U.S. with full-time jobs have found that their wages are no match against inflation and the rising cost of living, many are taking on a side hustle to make ends meet.

In fact, 58% of U.S. respondents to a [recent online survey conducted by The Harris Poll](#) said they are considering taking on a second job.

Denverites may be feeling that pressure too. After all, the city's [cost of living increased by 12.53%](#) between the first quarters of 2019 and 2022, higher than the national average of 11%.

Luckily for them, the Mile High City is a pretty good location for picking up an extra job: In a [recent study](#) from LLC.org titled America's Best Cities to Start a Side Hustle 2023, Denver placed No. 16.

The study, which looked at over 170 American cities, analyzed eight factors – such as the percentage of the population working from home and LLC filing fees – to find the 30 best cities to start a side hustle in 2023.

According to Colin Czarnecki, the lead researcher for the study with LLC.org, the term side hustle has a wide-ranging definition and can encompass everything from rideshare apps to online Etsy storefronts.

For that reason, Czarnecki's team decided to equally weigh each of the eight variables to avoid any unconscious bias.

The variables:

- Unemployment rate
- Percentage of population working from home
- Average daily commute time
- Average hours worked per week
- Percentage of population with access to broadband internet
- Percentage of population who own a smartphone
- LLC filing fee (state level)
- State income tax rate

Czarnecki told the DBJ that the main factors which boosted Denver's overall score include Colorado's lower state income tax of 4.55% and its recently lowered [LLC filing fee of \\$1](#) – the [second cheapest in the country](#) until its expiration on June 30.

Both of the Colorado cities featured in the LLC.org list saw an increase in remote work

Percentage of workers 16 and older who primarily worked from home

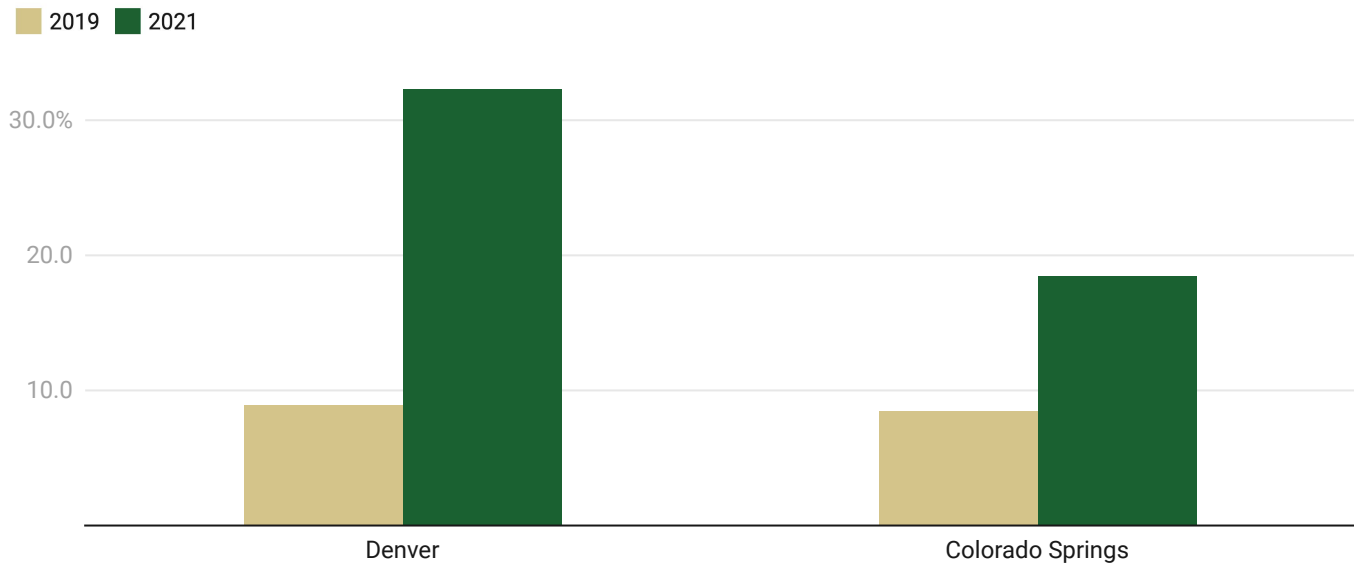


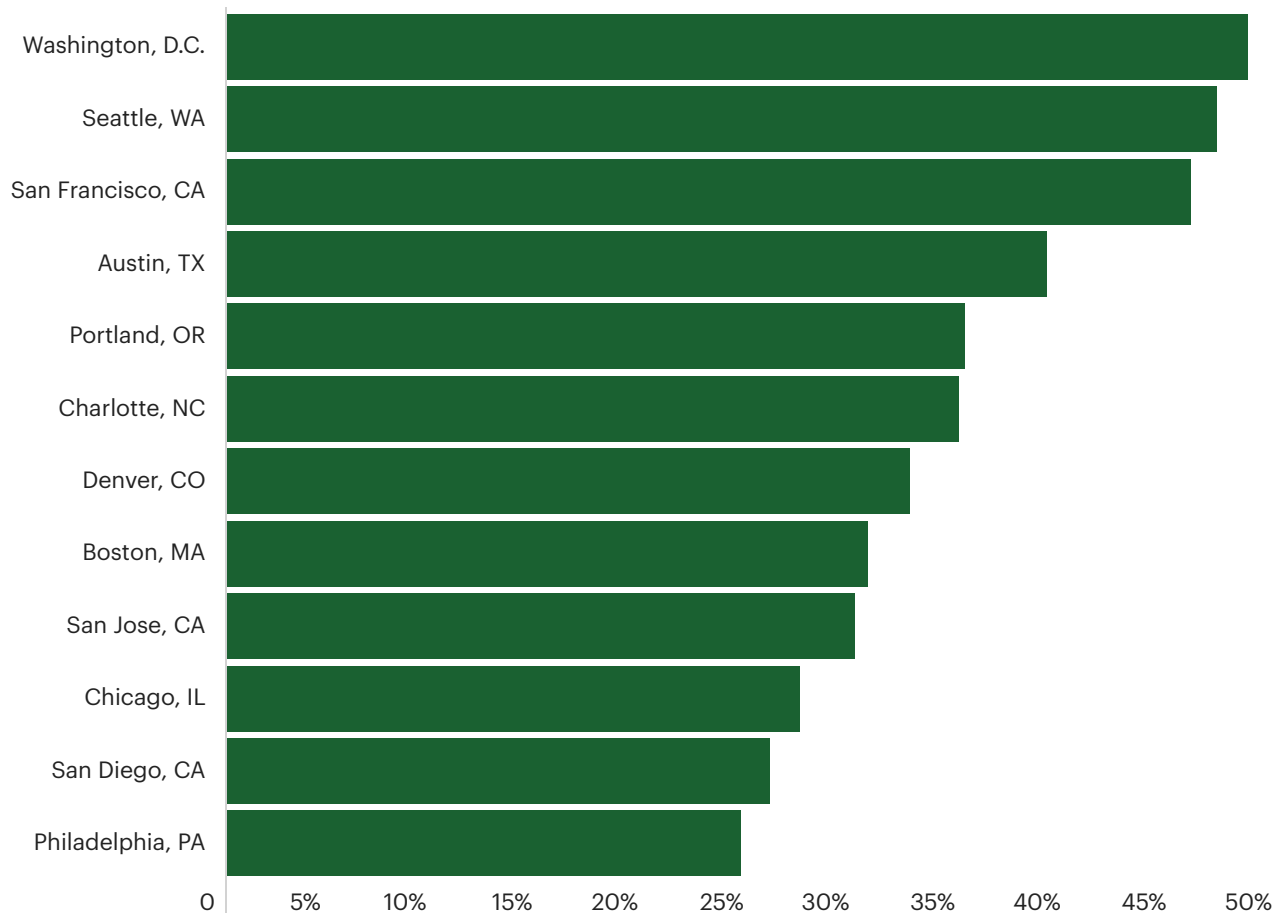
Chart: Matt Wolfinger • Source: [U.S. Census Bureau](#); • [Get the data](#) • Created with [Datawrapper](#)

The Mile High City's low average daily commute time of 24.3 minutes also improved its score. A shorter commute, or absence thereof, means workers can devote the time they would have spent on the subway or stuck in rush-hour traffic to their second job, Czarnecki said.

The city's high work-from-home population also helped boost its standing. In a Denver Business Journal analysis of [data captured by the U.S. Census Bureau's American Community Survey](#), Denver had the seventh biggest percentage of remote workers when compared to cities with populations greater than 300,000. In 2021, 39.29% of those older than 16 years of age worked from home.

Cities in U.S. with largest percentage of people working from home in 2021

Working population (workers 16 and older) greater than 300k people



Source: U.S. Census Bureau

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“We've seen that across multiple industries,” said Czarnecki, “work-from-home or even hybrid work is allowing currently employed people more flexibility and free time throughout their day. Even if your side hustle is just getting started, you're afforded that sort of luxury, really, of doing some work on your side hustle and then jumping back into your full-time job.”

Another city in the Centennial State, Colorado Springs, scored even better than Denver, placing No. 6 on the list.

Residents of Colorado Springs work an average of 38.7 hours per week and an average daily commute of just 21 minutes, according to the study, giving them even more time to

devote to side hustles.

More residents of Colorado Springs have broadband and a smartphone than Denverites do, as well. According to Czarnecki, technological access is an important factor because it opens up multiple avenues for side hustles through the dozens of rideshare, resale or delivery apps on the market.

The best cities for side hustles

An expanded look at the top 20 U.S. cities to start a side hustle, according to LLC.org

1. Salt Lake City, UT
2. Gilbert, AZ
3. Scottsdale, AZ
4. Madison, WI
5. Chandler, AZ
6. Colorado Springs, CO
7. Seattle, WA
8. Fremont, CA
9. Raleigh, NC
10. Minneapolis, MN
11. Tampa, FL
12. Lexington, KY
13. Lincoln, NE
14. Durham, NC
15. Boise, ID
16. Denver, CO
17. San Jose, CA
18. Portland, OR
19. Albuquerque, NM
20. Mesa, AZ