

Patchwork economics

The number of Canadians who are working at more than one job is growing

By Kelly Putter

Taking a second job never looked as good as it did in the 1980s, when Cybill Shepherd and Bruce Willis delighted TV viewers with their sassy new detective agency in the hit series *Moonlighting*.

But that was when the world was still flat. Today if you're moonlighting, chances are it's not alongside some bon-mot slinging Hollywood hunk. More than likely, that second or third job stems from a much more practical cause — survival.

But even though working at more than one job or business often fills a very practical need, it's not always about the money.

Brian Smith owns and operates two coin-related businesses while working part time for Canada Post. He juggles his work primarily out of the need to survive, but for Smith there's more to it than just making a living. He enjoys being a free agent.

"That doing-what-you-like thing is such a myth," says the 44-year-old Kitchener resident. "I'm not an idealist. If you say: 'I want to be a rock star,' you still have to play the party circuit. The question is: At what level are you happy with your craft? For me, being an entrepreneur is the most grounding lifestyle there is."

Smith, who moved to Kitchener from Toronto in 2007, also loves his part-time job. He drives trucks for Canada Post, picking up and dropping off bags of mail. "I'm really lucky because I'm down-to-earth," he says. "I get to go to Canada Post and work with a bunch of hard-working, ordinary people. It's my love to live an eclectic lifestyle. I don't want to focus on just one thing, it wouldn't be as interesting."

Smith, whose diverse background includes stints as a professional musician, airline ramp agent and corporate internet advertiser, runs www.canadiancoin.com, a website he designed and built for coin enthusiasts in 1997. He also owns Torex, a Toronto coin show he puts on three times a year that draws collectors and dealers from around the world.

The recession-weary Smith, whose professional life was negatively impacted by economic downturns more than once, also looks to his multiple income streams as a



Brian Smith owns two coin-related businesses and also drives a truck part-time for Canada Post. Photography | Peter Lee

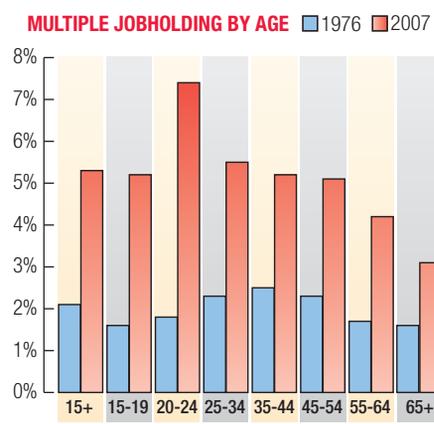
type of security. "I'm spreading my bets all around," he says. "I play four tables at the same time."

Smith notes that his part-time job has the added benefit of getting him out of the house and, unlike his largely internet-based businesses, gives him an opportunity to be physically active. "When you are working on the web and sitting there for 12 hours, it's not healthy"

Smith refers to his style of work as patchwork economics, a simple theory he read about while in high school that champions the need to work at several things to earn the equivalent of one decent full-time income.

More commonly known as moonlighting or multiple job holding, it is becoming a way of life for more Canadians.

According to Statistics Canada, at any given time 891,000 Canadians, or more than one out of every 20 workers, earn income from two or more jobs or businesses. That number has more than quadrupled since 1976 when 207,000 Canadians, or 2.1 per cent of all workers,



Source: Statistics Canada, Labour Force Survey.

held more than one job.

The number of multiple job holders increases to one in 10 when you look at moonlighting over a period of one year, says Katherine Marshall, a senior labour market analyst with Statistics Canada. That's because many multiple job holders move in and out of the multiple job market. "By definition working at two or »



Cory Crossman (left) and his brother, Curt, have their own clothing line. They also run a screen printing business and promote a concert series called ARC Battle of the Bands.

Photography | Philip Walker

» more jobs at the same time requires a fair amount of scheduling and juggling, so I found it quite striking that roughly one in 10 workers experience this type of arrangement at least once during the course of a year,” Marshall says.

Men traditionally made up the majority of moonlighters. But the number of women working at two jobs or more has grown at a much faster rate. By 1995, they were on an equal footing in terms of juggling jobs. Now more women hold multiple jobs than men. The most recent data from Statistics Canada show that 6.2 per cent of women moonlight compared to 4.5 per cent of men.

The men and women who hold down more than one job tend to be younger and better educated. The median age for multiple job holders is 33, compared to 38 for workers with one job. Not surprisingly, the proportion of multiple job holders is highest in service industries, such as health care, education services, and information, culture and recreation. It's much lower in goods-producing industries.

Most moonlighters work for someone else in both jobs, but people who moonlight for a long time are more likely to be their own boss. Data from Statistics Canada shows that 62 per cent of long-term multiple job holders are self-employed in their main or second job.

There are a number of reasons why moonlighting is on the upswing, says Jason Gilmore, a senior analyst with Statistics Canada's Labour Force Survey. “It's a question of need or desire, for financial or non-financial reasons. Some take a second job because they need the money; for some it's the nature of the second job; for others it might be because of personal interest or because it's a hobby.”

Workers under 35 are the most likely to claim household expenses or debts as the main reason for holding more than one job, according to Statistics Canada. Those over 45 are more inclined to say they enjoyed the work of the second job.

With the country in a recession, one might think the number of multiple job holders would increase. But that's not

necessarily the case, according to Mikal Skuterud, an assistant professor of economics at the University of Waterloo. “On the one hand, we might expect more people to take multiple jobs in a recession, perhaps because as folks lose their full-time jobs they take multiple part-time jobs to make ends meet,” he says. “Or perhaps people take multiple jobs in a recession in an effort to buffer them against job loss; that is, if I have more than one job, then losing one of them isn't so bad. On the other hand, in a recession it may be harder to find jobs and so obtaining a second or third job may be more difficult.”

While the number of Canadians holding more than one job has increased since the 1970s, there's no reason to suspect workers will be fighting over job application forms for second jobs in the coming months, says Gilmore. He notes that the number of Canadians moonlighting during the slowdowns of the 1980s and 1990s remained steady and did not spike as some might think.

Recession or not, for Sarah Yetkiner

holding down multiple jobs is something she does for love rather than money. It's something she comes by naturally, says the 33-year-old Kitchener resident. Her father was self-employed and typically worked 6 1/2 days a week. “I've always worked more than one job, even as a teenager,” says the British-born Yetkiner, who racks up about 70 hours of work each week as a private tutor and employment coordinator at a career college.

Yetkiner was a qualified teacher in the United Kingdom who, after supply teaching for a year, immigrated to Canada hoping to obtain a visa and carry on with her career as an educator. When that fell through because of the scarcity of teaching jobs here, she took a position as a private day-care provider. She and the mother of the children she was caring for developed an inspirational goal-setting calendar for women that was eventually sold across Canada in Chapters stores. Their business, Destiny Designs, attracted a fair bit of media attention, but their product posed some challenges and was eventually dropped.

After getting married in 2004, Yetkiner and her musician husband went on the road. Working for an expedited trucking firm, they drove 16,000 to 20,000 kilometres a month across North America. While the money and bonuses were good, life on the road was demanding. When a job doing career consulting opened up at triOS College in Kitchener, she jumped at the opportunity.

But Yetkiner's entrepreneurial wheels are always turning. She tutors students in Kindergarten to Grade 12 and has dreams of restarting her women's goal-setting enterprise. She also does all of the public relations and marketing for the music career of her husband, flamenco guitarist Cuneyt Yetkiner. “I'm lucky because I'm doing jobs I love,” she says. “I'd rather be earning \$10 an hour than \$25 doing something I hate.”

Marching to the beat of their own drum is also the motivating force behind the web of inter-connected music and clothing-related businesses operated by Kitchener brothers Curt and Cory Crossman. Curt launched Arc Cloathing in 2003 while he was still in university. His line of urban clothing required screen printing so he enlisted his brother Cory, who was promoting concerts in the area, to help with screen printing.

“Bands are always getting T-shirts made,” says Cory, 24. “Instead of farming out that work, we bought a press and started doing it ourselves.”

The brothers opened a storefront location in downtown Kitchener in 2007. Last



Sarah Yetkiner does all of the marketing for her husband's music career — she designed the cover of his new CD — and she also works as a career consultant for triOS College and does private tutoring. Photography | Mathew McCarthy

spring, the business, now operating as Civilian Screen Printing and Apparel, moved to a new location at Queen and King streets.

Screen printing is their bread-and-butter. The brothers quote on band T-shirts, corporate work, high school and university logos and uniforms. “You wouldn't think that there'd be that many people who want a logo on something,” says Curt, 26. “But it's incredible how many emails I get asking for quotes.”

The Crossmans also are the brains behind ARC Battle of the Bands, a successful January-to-May elimination-style competition showcasing local rock and pop groups.

The opportunity for each of the busi-

nesses to play off the other is incredible. “There's a symbiotic relationship between them and the businesses grow off each other,” says Curt. “If we got rid of one of those streams we would be adversely affected. If we stopped doing shows we wouldn't be printing (apparel for) nearly as many bands.”

While working at more than one job or business might be a dismal prospect for some, that way of thinking doesn't hold true for hundreds of thousands of Canadians, who work at two, three, even four jobs or forms of self-employment. For them, moonlighting provides extra income, added skills and that entrepreneurial edge that allows them to develop their professional goals and ambitions. **R**