

FREELANCER SURVEY 2017: THE RESULTS

The **freelancermap** market study
for freelancers, independent
workers and solopreneurs



FOREWORD

The freelancer market has continued to grow and rise in importance globally in 2017. That alone was enough for the freelancermap team to want to conduct a second survey amongst our international freelancers to analyse the current state of the industry.

1,386 freelancers participated in this market study from **July to September 2017** and shared their experiences with us.

The study focuses on income development, working situation, challenges and generally, on the evolution of the IT freelance market. The respondents represented all genders, ages and experience levels.

At this point, we would like to thank once again all freelancers who took part in the study and we hope you enjoy reading the presentation!

Your  freelancermap team

AGENDA

● FINANCIAL FIGURES

Rates, gross income, job satisfaction, workload, differences in rates

● INDEPENDENT WORKING

Challenges, benefits, disadvantages, project duration, productivity

● DEMOGRAPHICS

Top locations, differences in rates and earnings, background, field, companies

● PLANS & DEVELOPMENT 2017

Workplace, remote work, order situation, project management



FINANCIALS

AVERAGE HOURLY RATES

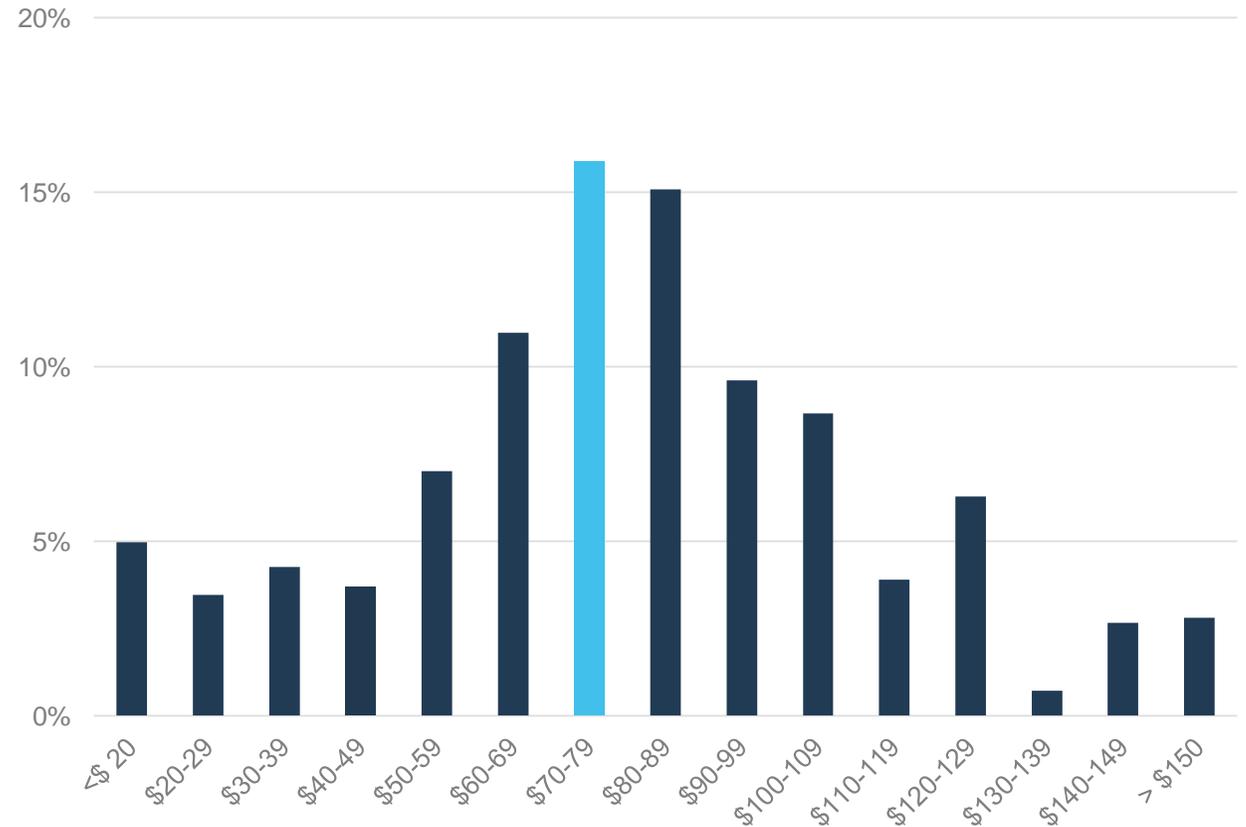
What is your all-inclusive hourly rate (USD)?

AVERAGE
HOURLY RATE:

\$78.89/h

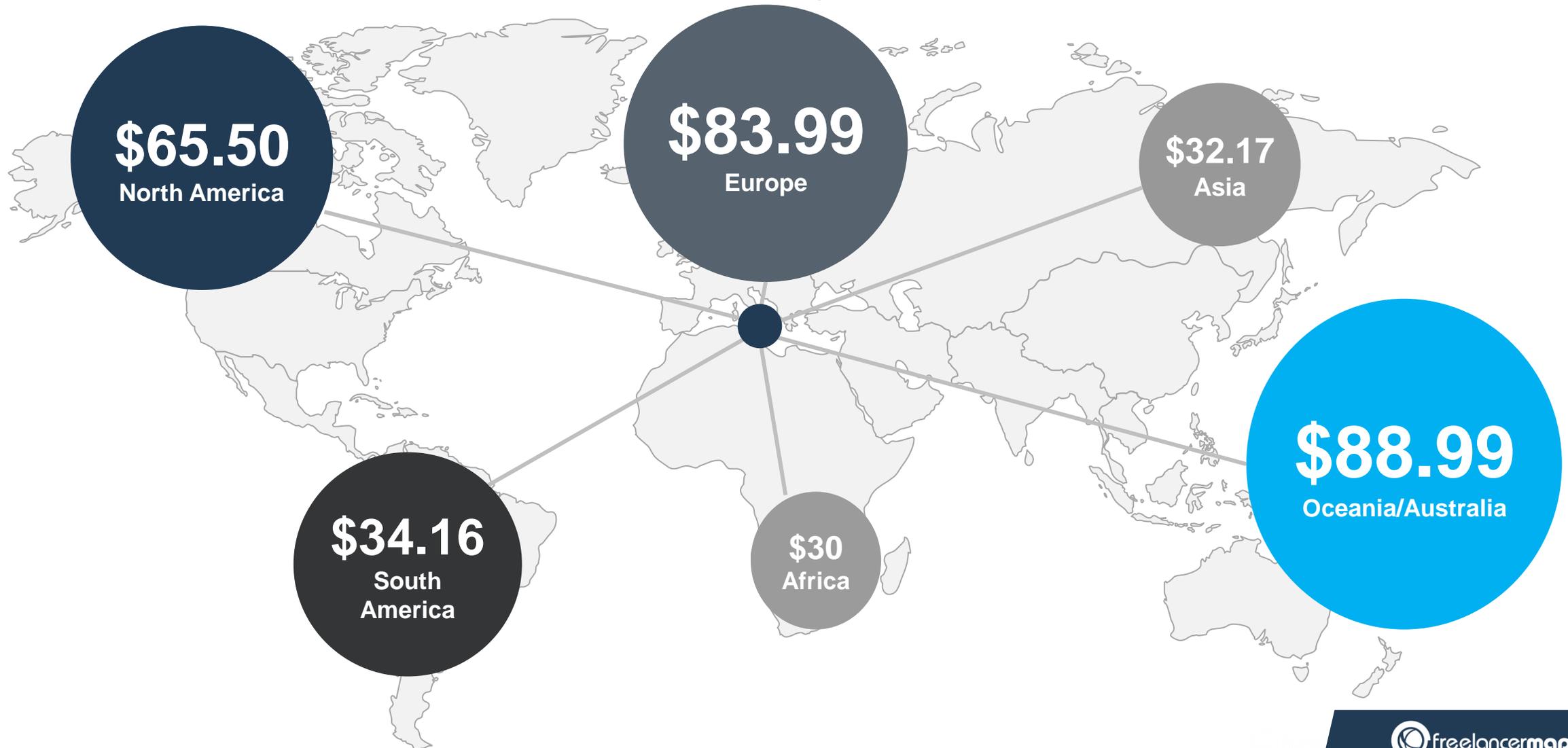
The majority of freelancers (**51.55%**) charge between **\$60 and \$99** an hour for their job.

23.39% charge less than **\$60** and **25.05%** command over **\$100** per hour.



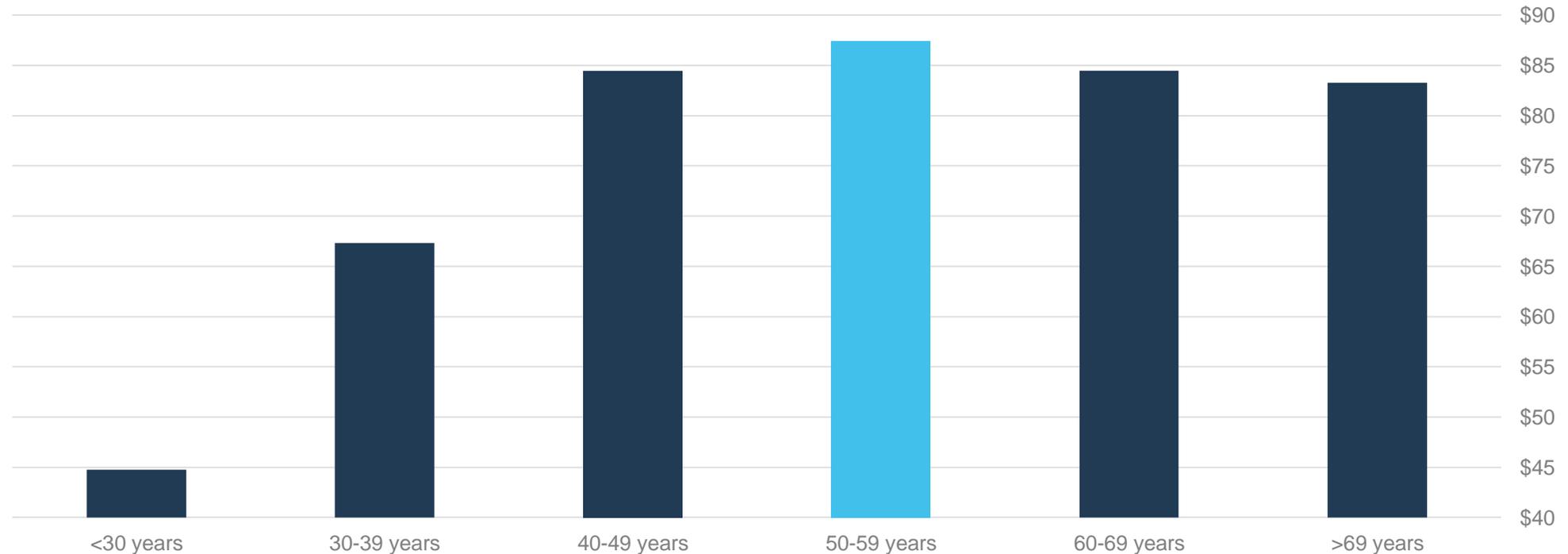
HOURLY RATES BY CONTINENT

Which continents have the highest hourly rates?



HOURLY RATE BY AGE

Hourly rates according to age



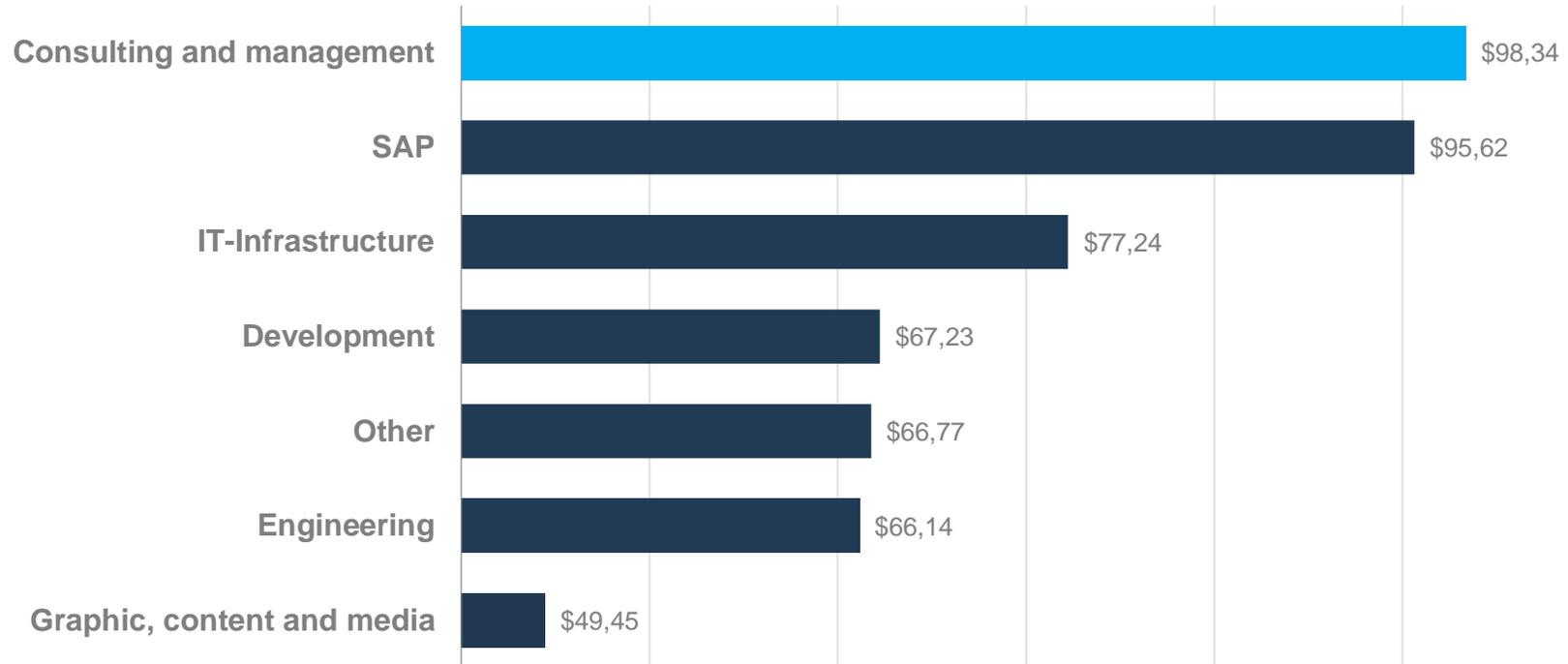
Freelancers **between 50 and 59** years old receive the highest hourly rates with **\$87.45**.

Younger freelancers (**under 30 years**) receive the lowest hourly rate of **\$44.76** on average.

Professionals **over 60 years old** earn slightly less than the previous generation with **\$83.88**.

AVERAGE RATES BY INDUSTRY

Average hourly rates for freelancers in different industries

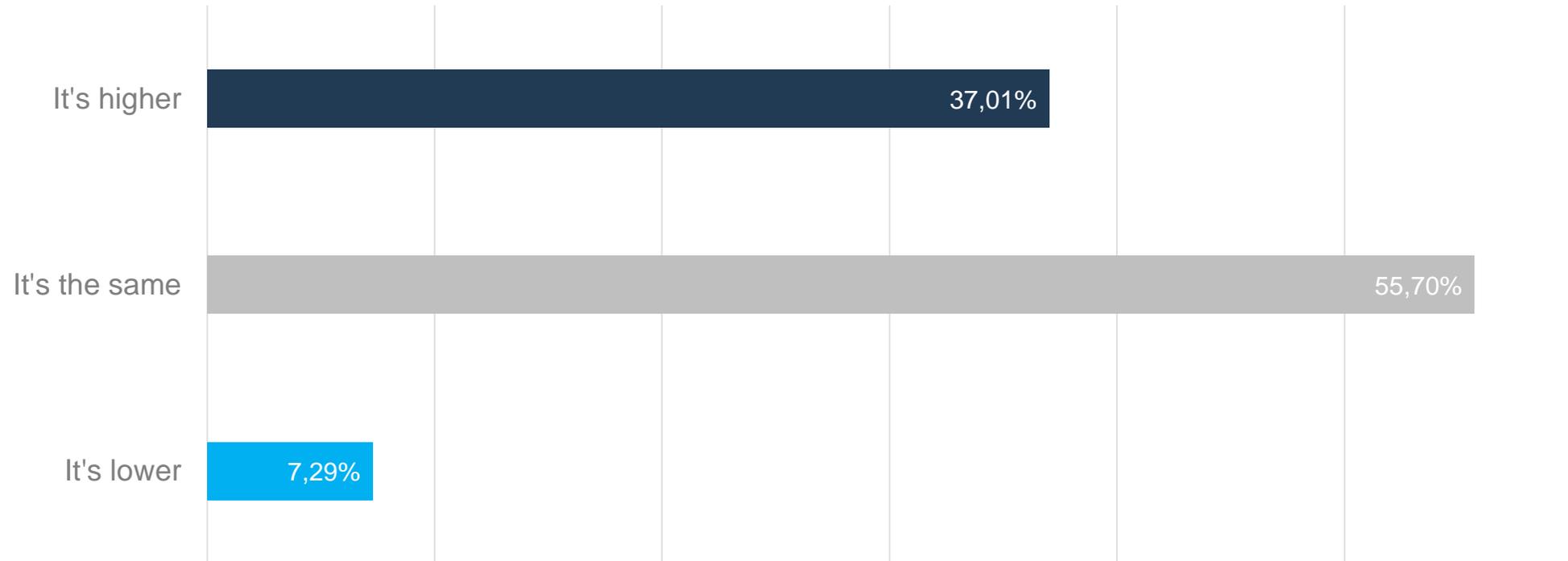


\$98.34 per hour is the average hourly rate among **IT consultants and managers**.

SAP consultants are charging **\$95.62** per hour for their services. The lowest rates, with an average of **\$49.45** per hour, are earned by professionals working in the **graphics, content, and media** field.

HOURLY RATE DEVELOPMENT

Has your hourly rate increased comparing with 2016?

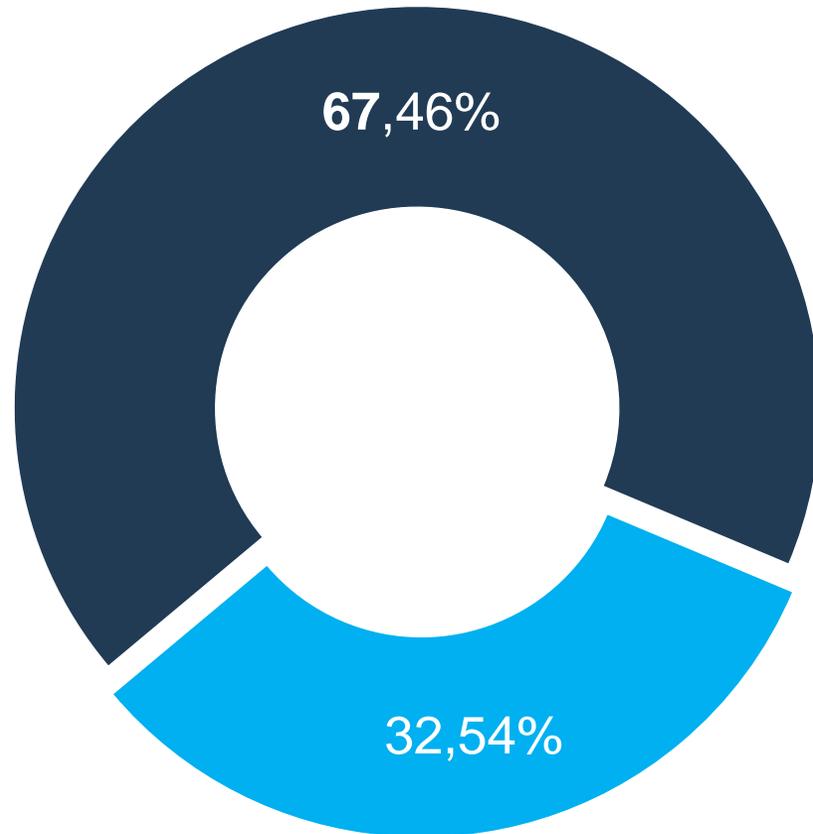


37.01% increased their hourly rates compared to 2016.

The majority of freelancers (55.70%) didn't change their rates, while 7.29% had to lower them.

INCOME SATISFACTION

Are you satisfied with your income?



■ Yes ■ No

YES

67.46 % of all participants declared to be **satisfied** with his actual income.

NO

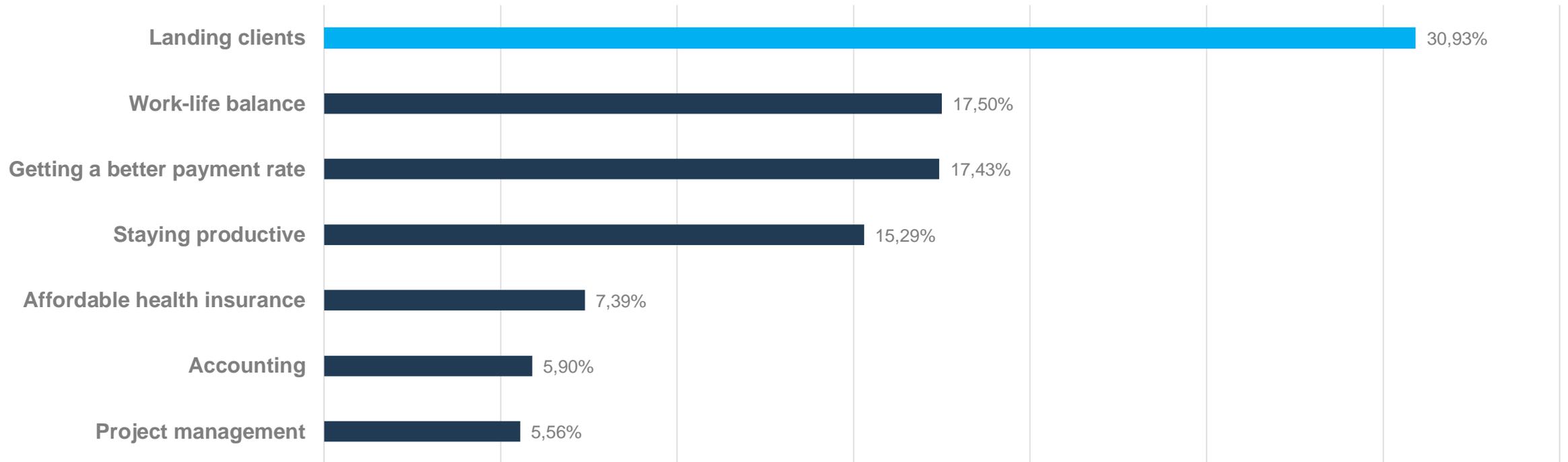
32.54 % of the freelancers surveyed were **unhappy** with their income.



INDEPENDENCE

MAJOR CHALLENGES

What are the biggest challenges for freelancers?

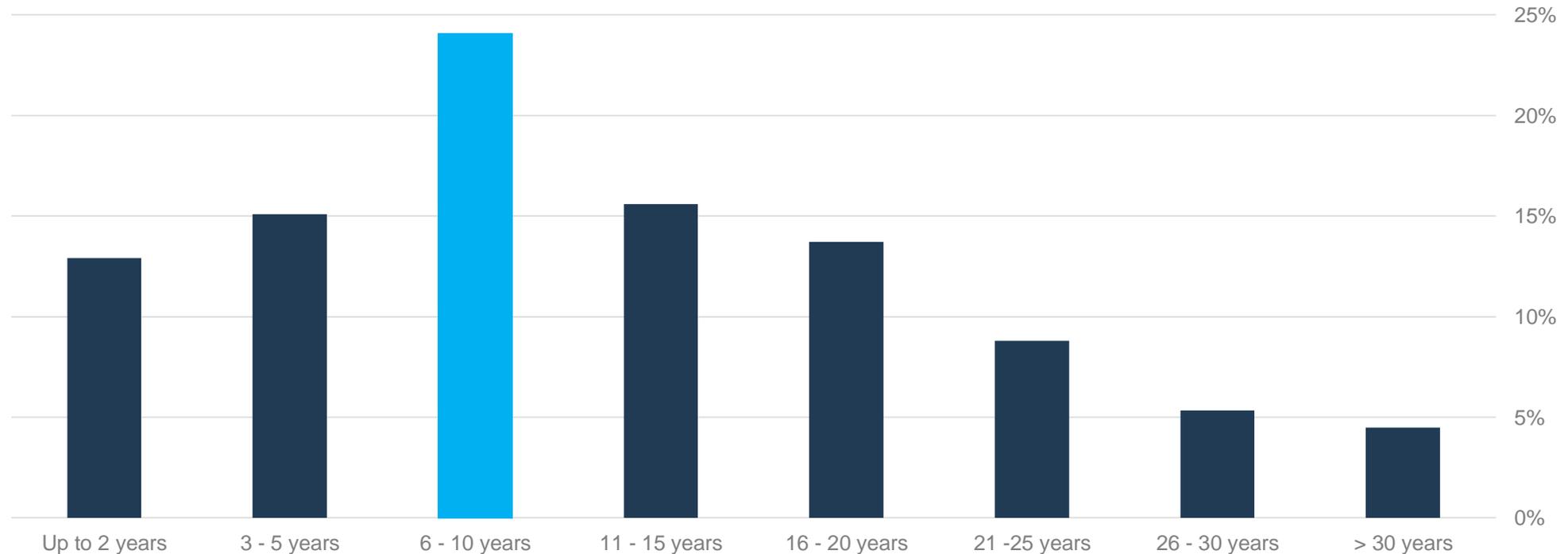


30.93% said that **getting new projects** is the biggest challenge.

Mastering **the work-life balance** is a challenge for **17.50%**, followed shortly by **getting better payments (17.43%)**. **Bookkeeping (5.90%)**, and **project management (5.56%)** are at the bottom of the biggest challenges faced by freelancers.

EXPERIENCE BEFORE FREELANCING

How many years of work experience did you have before taking the leap into freelancing?



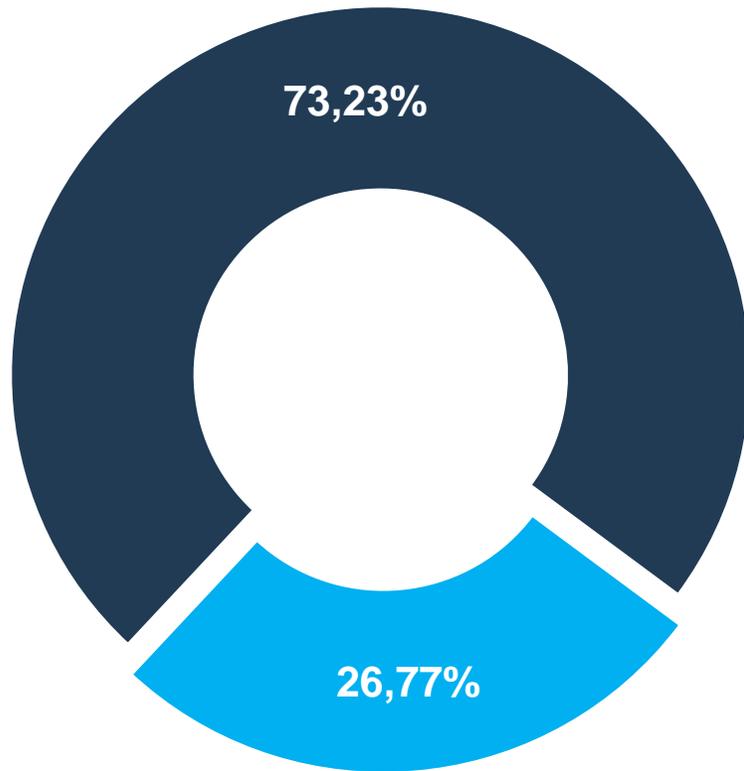
On average, freelancers had been working **12.61 years** before taking the leap.

The majority of freelancers (24.10%) confirmed they had between **6-10 years of professional experience**.

10% of freelancers decided to go freelancer with **over 25 years working experience** under their belt.

ACTUAL PROJECT SITUATION

Are you in a project right now?



■ In a project ■ Not in a project

IN A PROJECT RIGHT NOW

73.23% were in a project at the moment of completing the survey.

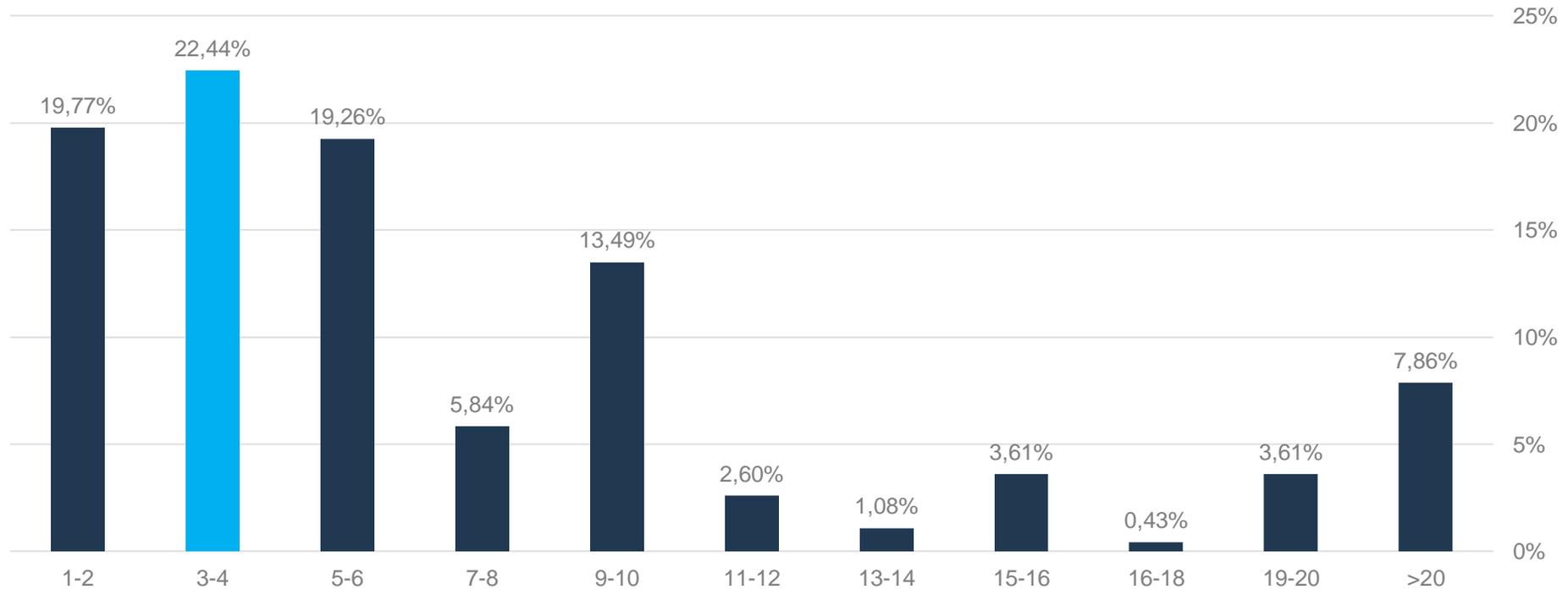
NOT IN A PROJECT

26.77% confirmed they were not in a project.

Mainly reasons: There were **no interesting opportunities** or they were in a **pause between projects**.

APPLICATIONS AND PROPOSALS

On average, how many different projects do you apply for before you land a successful contract?

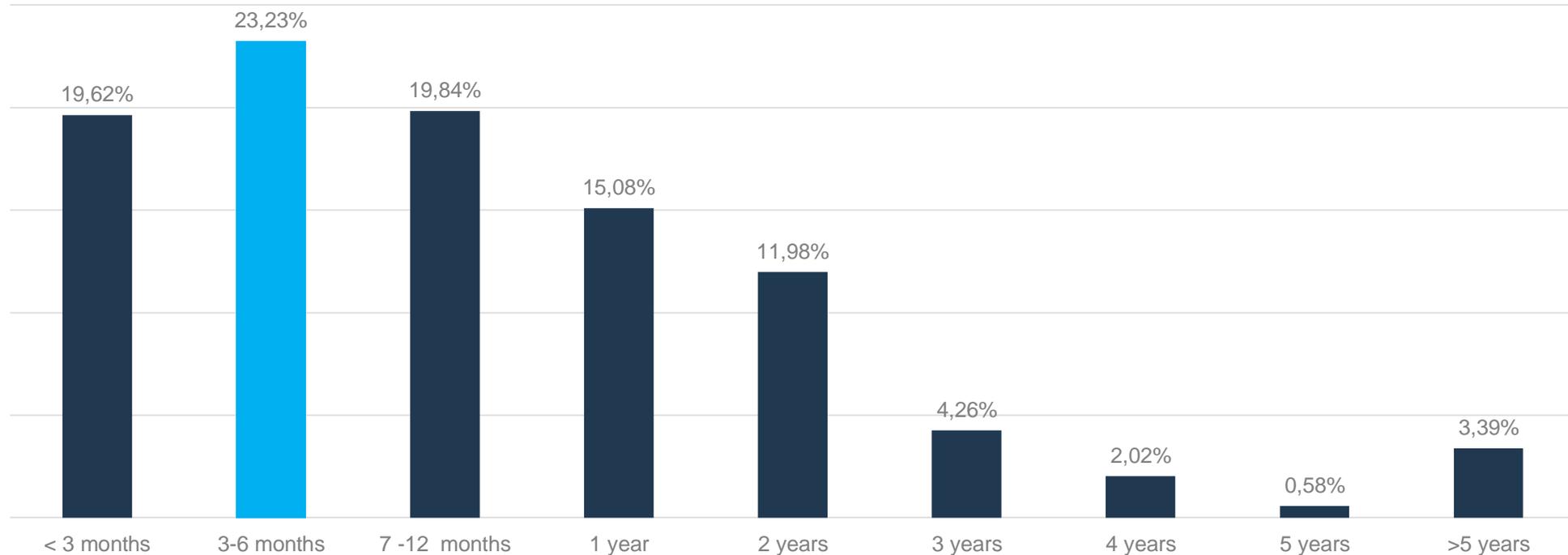


22.44% of all freelancers said they send **3 or 4 proposals** before getting a new project.

The majority of freelancers (**61.47%**) send **up to 6 applications** before landing a client. **Just 19%** of freelancers need to send **more than 10 proposals**.

PROJECT DURATION

How long do you normally spend on a project?

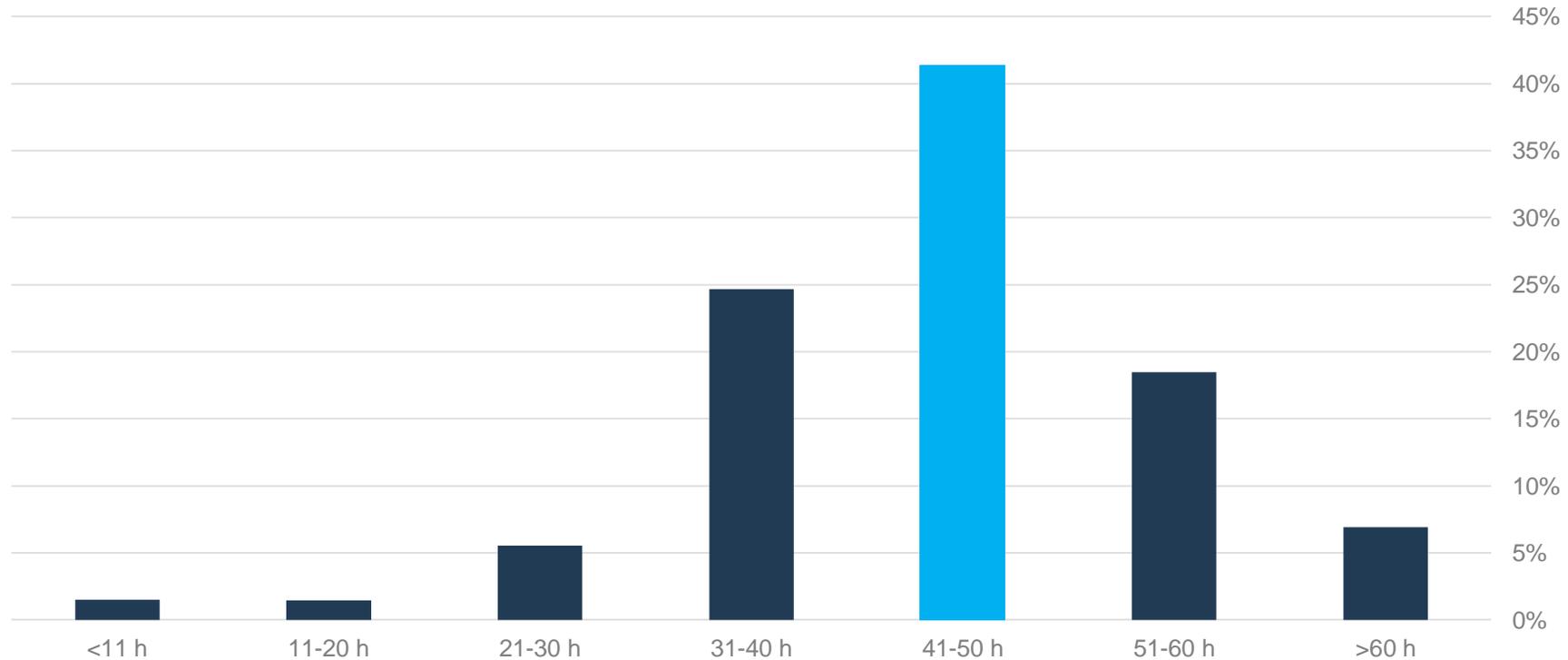


77.78% of freelancers typically spend up to a year on a project.

Only **10.25 %** of freelancers confirmed that they work on projects for **more than 3 years**.

WORKING HOURS PER WEEK

How many hours do you work per week?

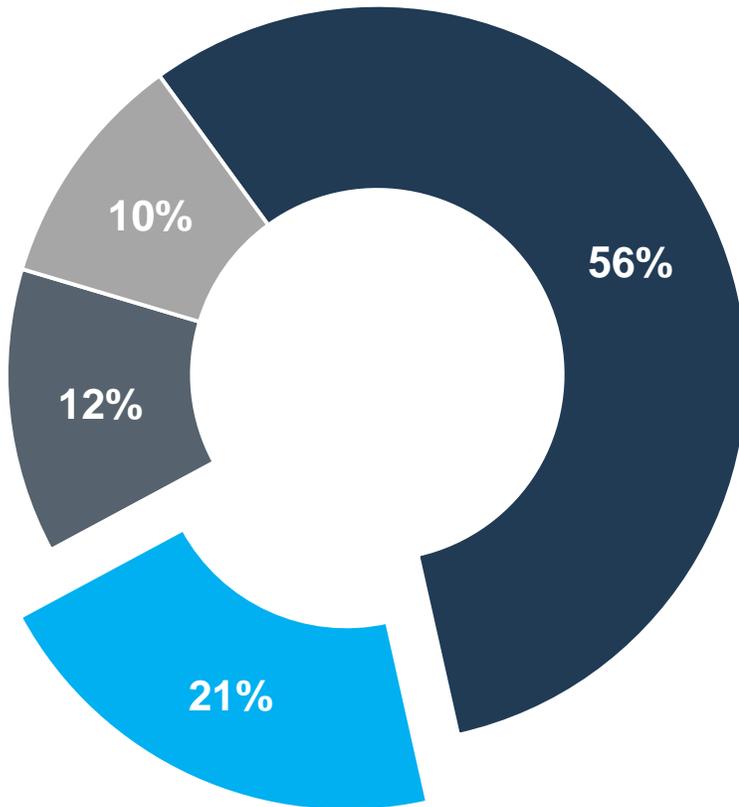


According to the survey, freelancers work an average of **46.66 h/week**.

The majority of freelancers (41.41%) work between 41 and 50 hours per week. **25.39%** confirmed that they work **over 50 hours**. Another **25%** work **31 - 40 hours** and just 9% work less than 30 hours weekly.

FREELANCERS vs. EMPLOYEES

Do you earn more than your colleagues working on a full-time job?



■ Yes ■ I don't know ■ No ■ About the same

YES

56% of freelancers said to be earning more than their colleagues working full-time.

ABOUT THE SAME

10% think they are probably earning the same than their equivalents working full-time.

NO

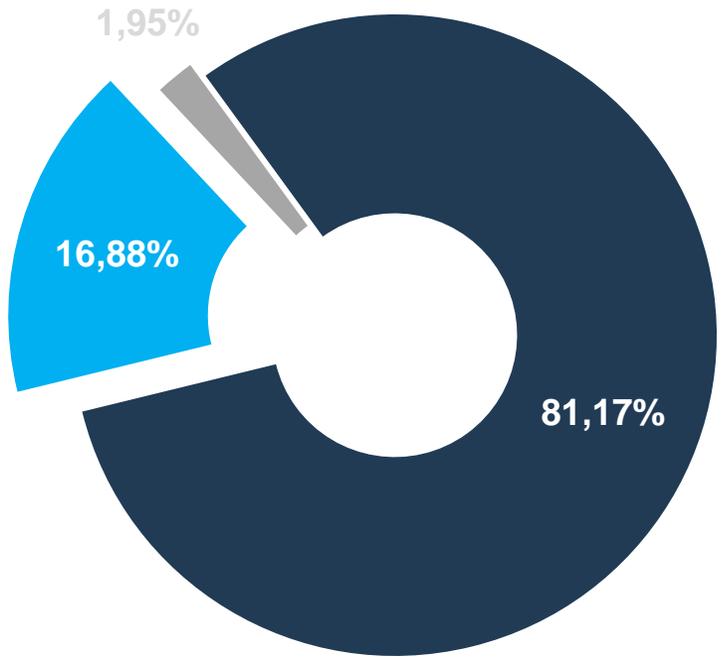
12% responded that they are earning less..

DON'T KNOW

21% don't know if they get more or less than full-time employees.

FREELANCING IN THE FUTURE

Do you want to continue working as a freelancer?



- Yes
- Maybe, I would switch to full time employment with an appropriate salary
- No, I would like to switch to full-time employment

YES

The majority (81.17%) want to keep working on a freelance basis.

OPEN FOR CHANGE

16.88% would consider switching to full-time employment if they receive an **appropriate salary**.

NO

1.95% would like to work on a **full-time basis** again.



DEMOGRAPHICS

FREELANCERS LOCATION

Where do freelancers live and work from?

A light gray world map with dark gray outlines of continents and countries. A dark blue circle is overlaid on the left side of the map, containing the number '69' and the word 'countries'. A dark blue rounded rectangle is overlaid on the bottom right of the map, containing text about the most participative countries.

69
countries

Responses were provided by freelancers spanned around the world. Among the most participative countries: **Germany, Switzerland, India, USA, Spain, LATAM countries and Australia.**

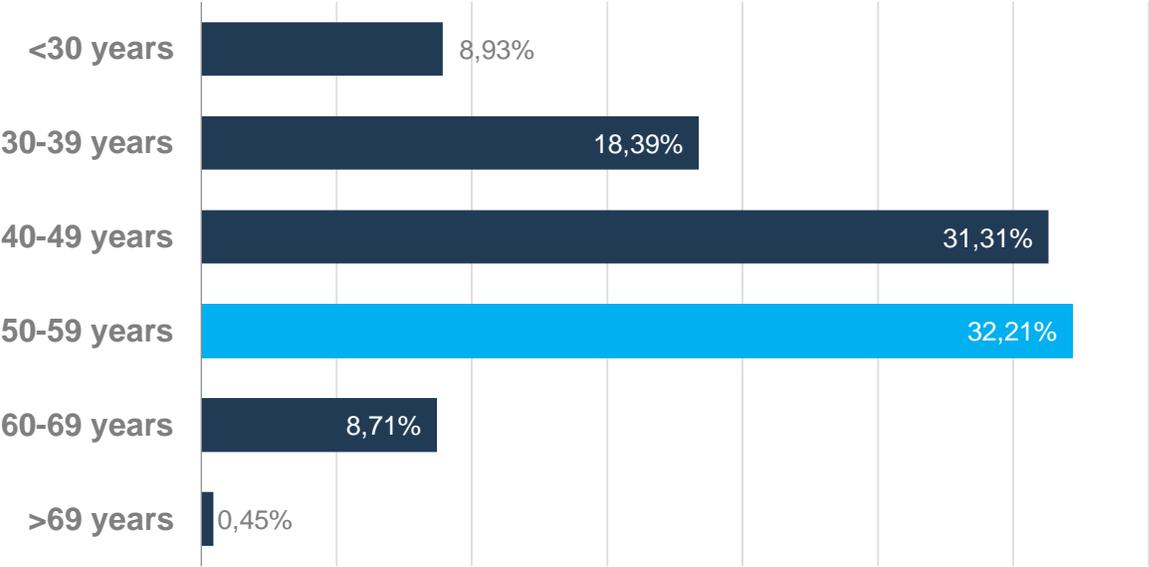
DEMOGRAPHICS

Who are the surveyed freelancers?

11.62% Around 10% of all participants were women.



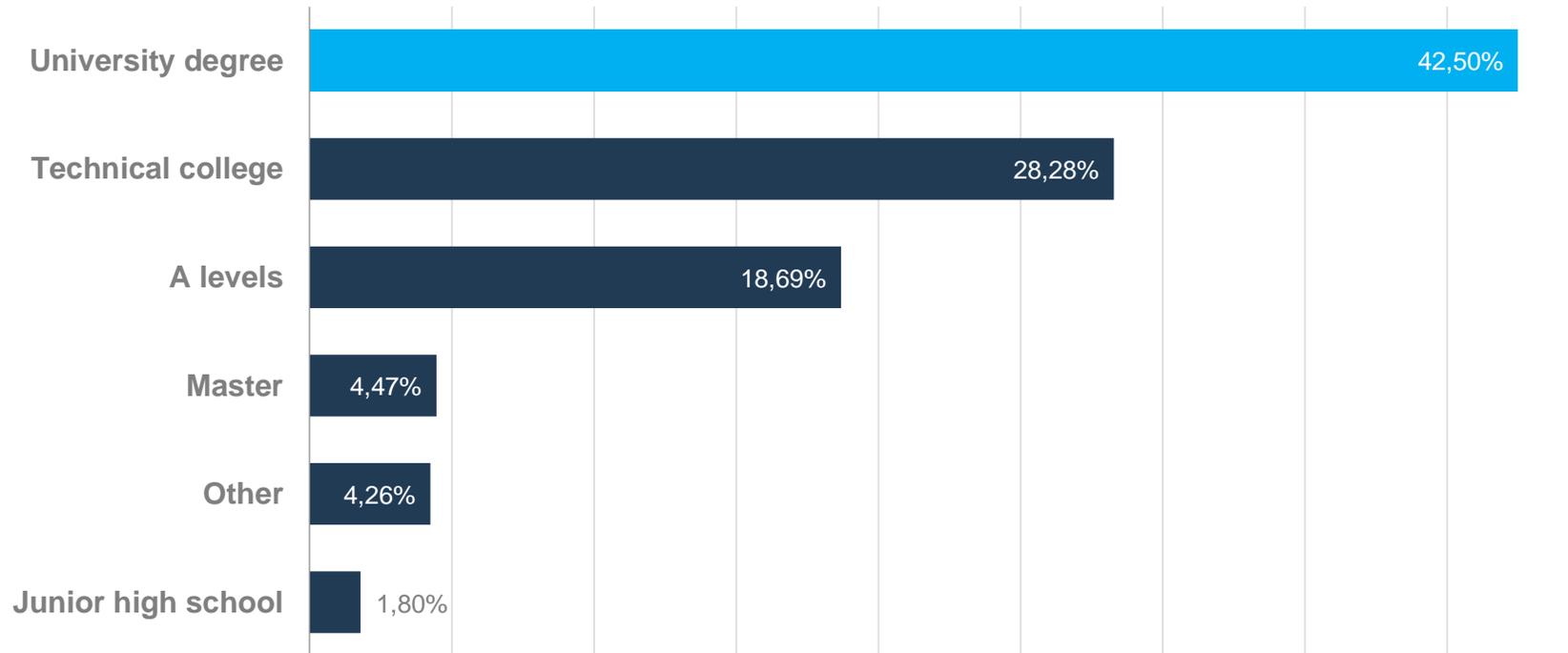
88.38% Slightly less than 9 out of 10 participants were men.



63.51% of all participants are 40 - 59 years old; 27.33% are younger than 39 years.

EDUCATIONAL LEVEL

What's your highest educational level?

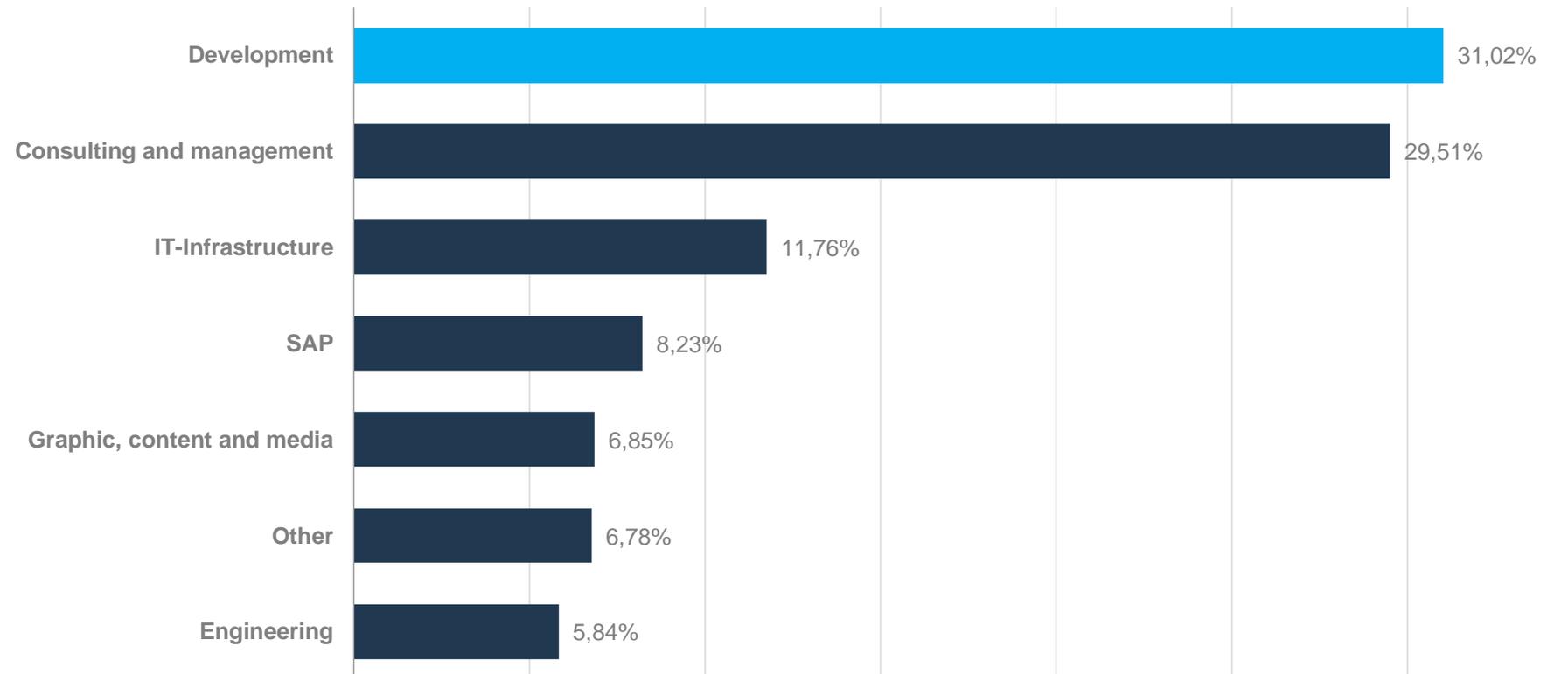


42.50% of freelancers completed a **university degree**.

28.28% studied in a **technical college** and **4.47%** continued studying and also hold a **master** certification. That makes **75.25 %** of all surveyed freelancers.

FIELD OF WORK

Which field would you put yourself into?



31.03% of all participants declared to be **developers**.

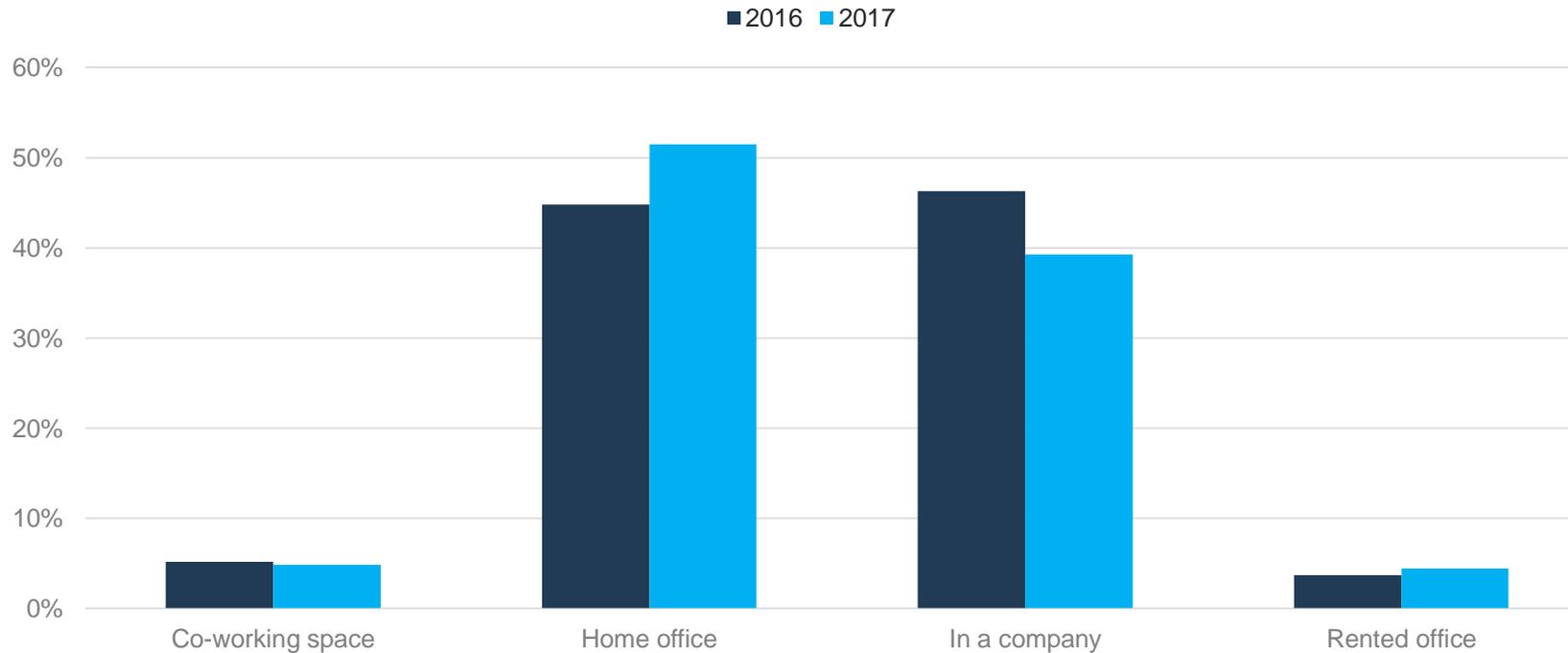
29.51% are working in the **consulting and management** field. **Consultants and developers** represent **60.53%** of all surveyed freelancers.



PLANS & DEVELOPMENT 2017

REMOTELY vs. ON-SITE?

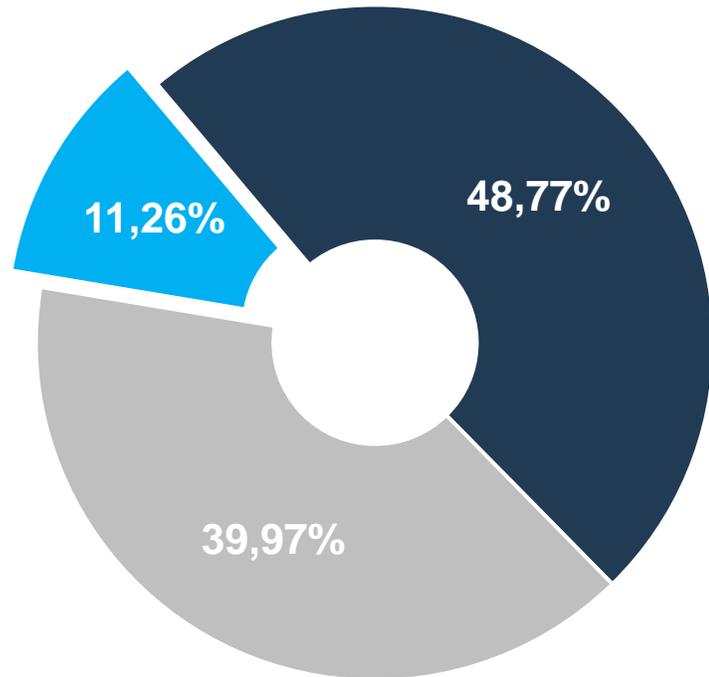
Where do freelancers work in 2017?



Compared with 2016, **more freelancers are working remotely. 51.48 % of freelancers** are now **working from home** (vs. **44.81% in 2016**); and **4.44%** do it from a rented office (**3.70% in 2016**).

PROJECT VOLUME

Do you expect the volume of projects you receive to change in 2017?



- It will stay the same
- I expect a better order situation
- I expect a worse order situation

SAME PROJECT WORKLOAD

48.77 % confirmed that they are expecting to end the year with a similar situation than in 2016.

MORE PROJECTS

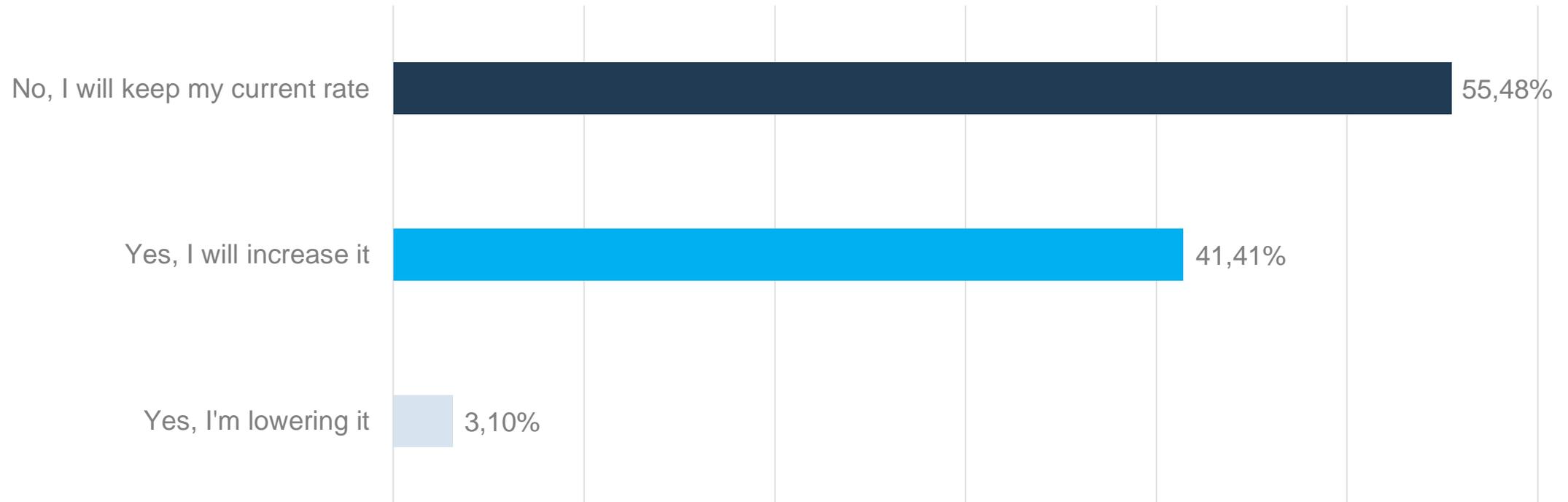
39.97 % are expecting a **better situation** in terms of projects.

WORSE THAN 2016

11.26 % are prepared for closing the year with a worse scenario.

HOURLY RATE DEVELOPMENT

Are you going to change your hourly rate in the following 12 months?

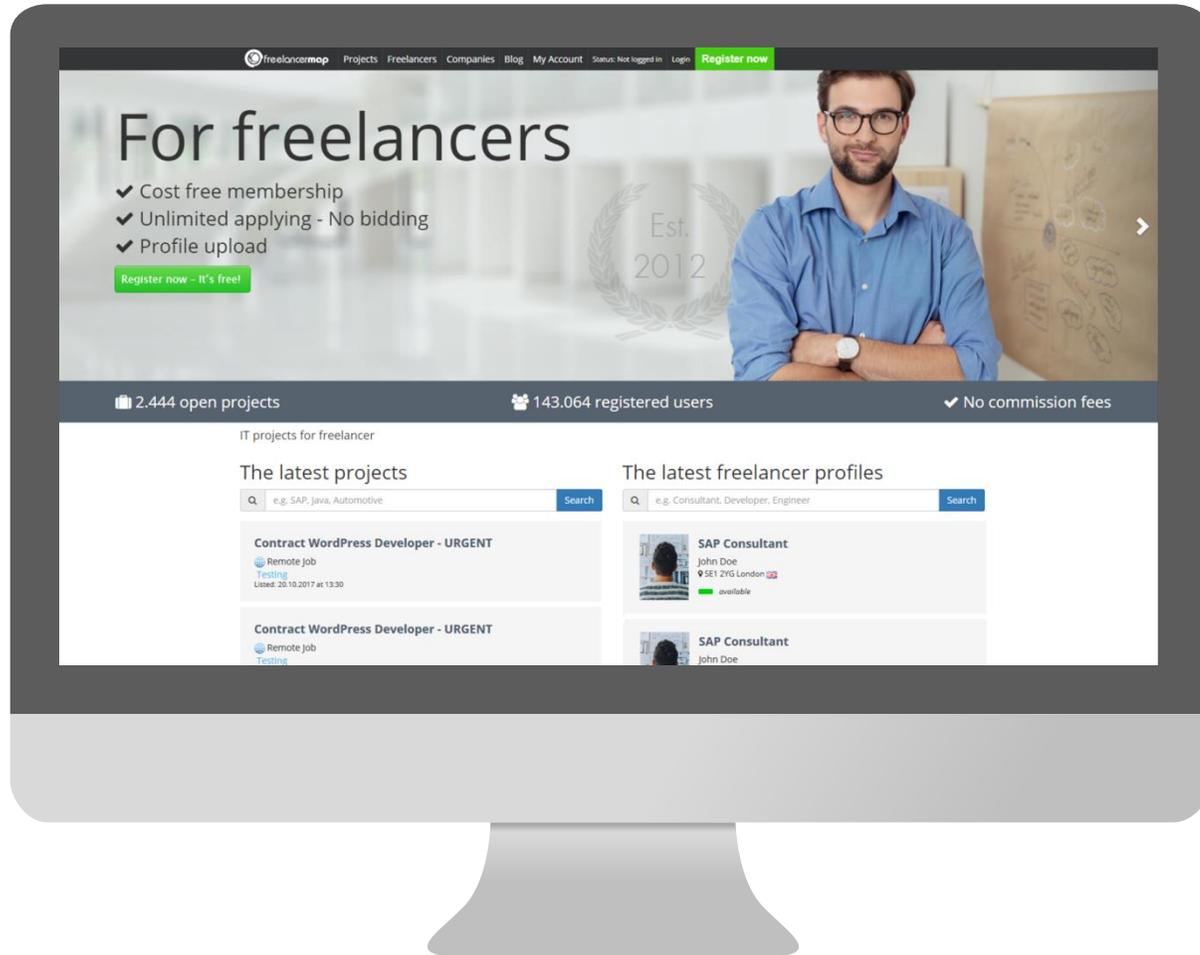


41.41% Is planning to **increase their hourly rate** in the next **12 months**.

The **majority of freelancers (55.48%)** are going to keep their current rate. Just a **3.10%** plan to **lower their rates**.

FREELANCERMAP

Connecting freelancers and IT experts worldwide – without limitations or commission fees.



WHO ARE WE?

freelancermap was born in Germany in 2005 as an open marketplace for experienced professionals and experts within the IT field.

In 2012 we opened our borders to the digital **international world** and we keep on growing since then. Entering new countries and making sure experts and clients find each other – without intermediaries and with **zero commission fees**.

[VISIT FREELANCERMAP](#)

CONTACT DETAILS

Do you have any questions? Get in touch!



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