

The Payoneer Freelancer Income Survey

Benchmark Your Rates

2015

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ABOUT THE AUTHOR:

Melisa is passionate about marketing, design, and social media. With over 10 years of experience in building connections and educating users through social media, Melisa helps to grow the global Payoneer community, educate Payoneer customers about our services, and empower them to build a successful future.



Melisa Sukman

Community Manager at Payoneer



INTRODUCTION

Setting and negotiating rates can often seem like one of the most complicated and intimidating parts of freelancing. Professionals must first understand the freelance economy in order to set a rate that is appropriate for their skills, education and experience.

Payoneer surveyed over 23,000 freelancers worldwide in order to determine the average hourly rates charged by freelancers based on several factors. We hope this survey will be of interest to freelance marketplaces, industry analysts and most of all to freelancers themselves. Utilize this survey to compare average hourly freelancing rates, better understand what drives competition, and find new ways to increase income. All survey results are presented in U.S. dollars.

KEY FINDINGS

- ▶ The worldwide average hourly rate charged by freelancers is \$21
- ▶ More than half of paid clients are located in the Americas
- ▶ Freelancers providing legal services charge more than any other service (\$31 per hour)
- ▶ Over three quarters of respondents are male (78%)
- ▶ Male freelancers charge an average of \$20.97, while female professionals are charging \$20.26
- ▶ Individuals working at companies charge 5% more than freelancers working independently at home
- ▶ Freelance professionals work an average of 36 hours per week (7 hours per day for a 5-day work week)
- ▶ The worldwide income satisfaction level of freelancers is 46%
- ▶ Freelancers providing legal services work the most hours a week and also hold the highest level of income satisfaction
- ▶ Freelancers who work in the field of writing & translation have the lowest level of income satisfaction but also have the fewest hours of work per week
- ▶ Over 80% of the professionals surveyed work on 1 to 3 jobs at a time
- ▶ Almost half of freelancers find projects via online marketplaces
- ▶ The preferred social media channel to promote freelancing skills is Facebook

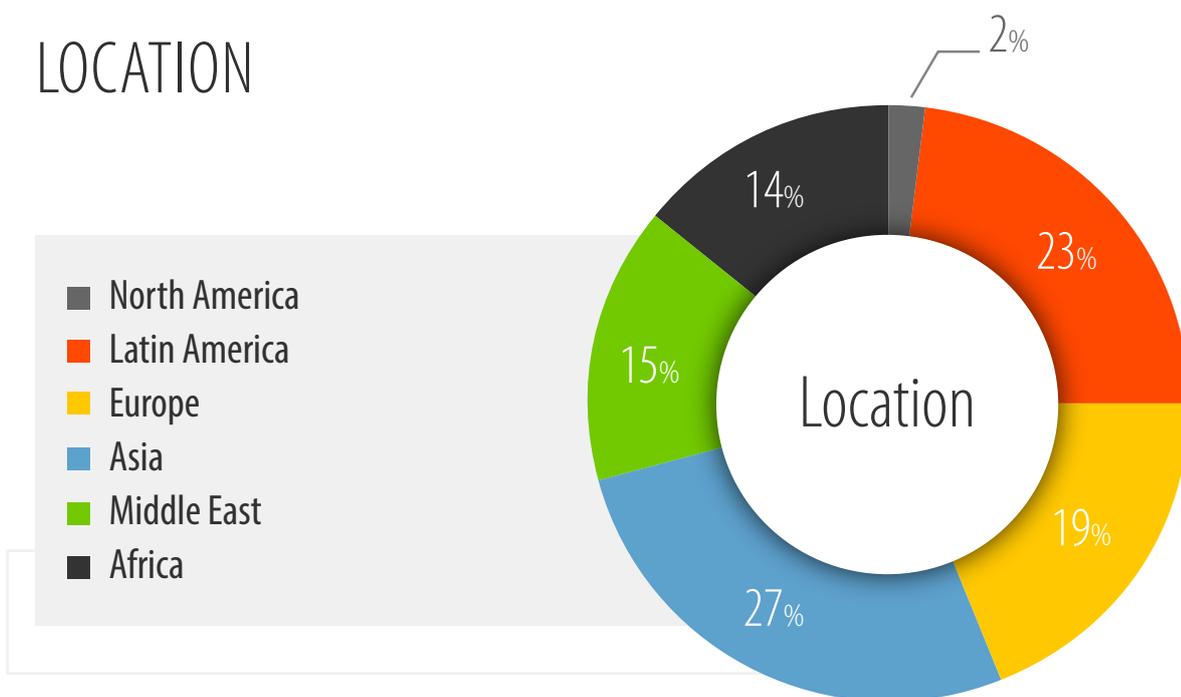
METHODOLOGY

Survey results are based on the responses of a total of 23,006 freelancers worldwide through an online questionnaire commissioned by Payoneer during November and December 2014.

The analysis is based on all survey answers between \$1 at the lowest hourly rate and \$100 at the highest.

WHO DID WE SURVEY?

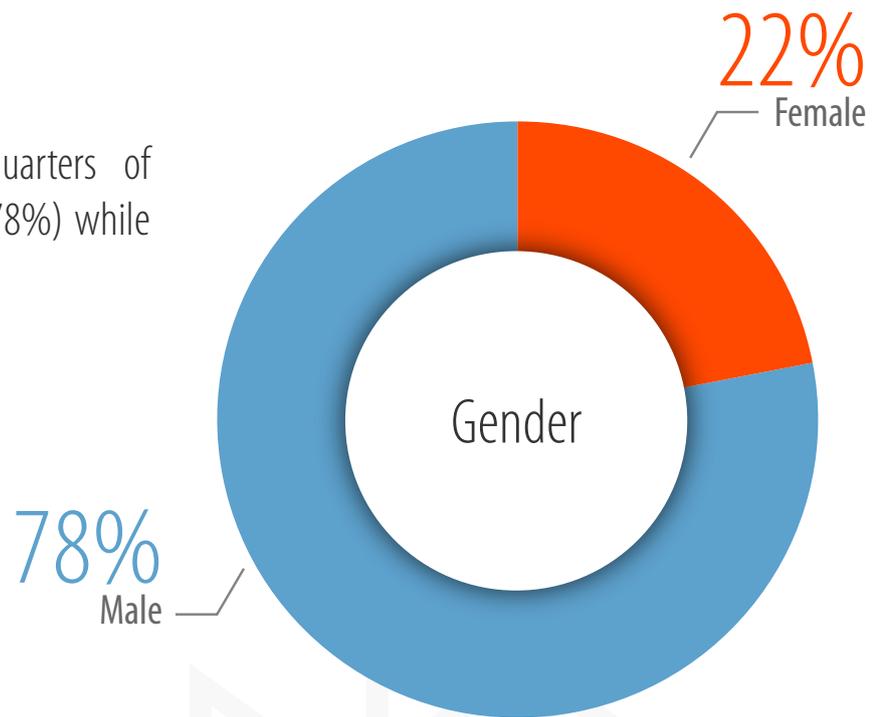
LOCATION



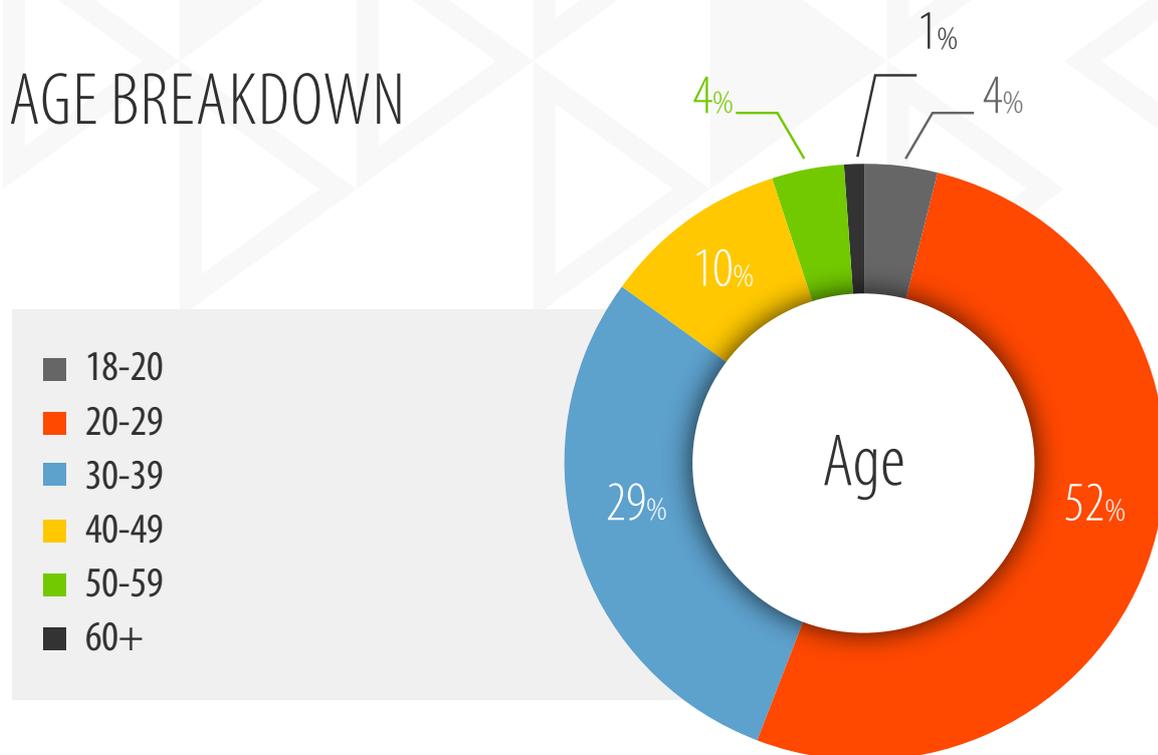
Respondents represent a wide range of countries across the freelancing world with a primary focus on those from emerging markets in Asia, Latin America and Europe.

MALE VS. FEMALE

A little over three quarters of respondents are male (78%) while 22% are female.

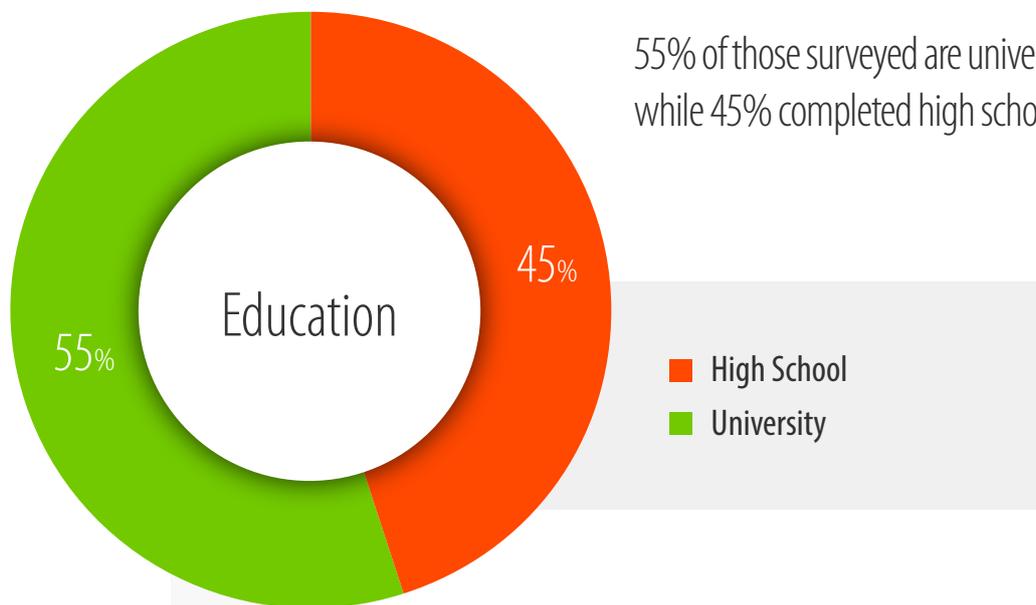


AGE BREAKDOWN



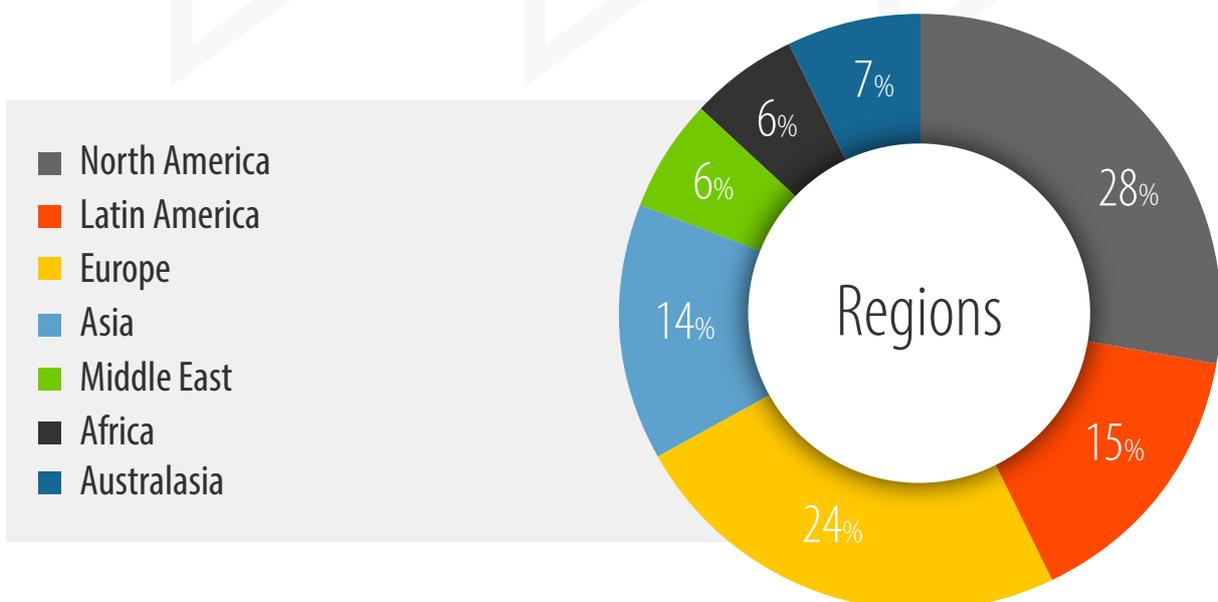
The vast majority of freelancers surveyed are in their 20s and 30s (85%).

EDUCATION LEVEL



55% of those surveyed are university graduates, while 45% completed high school.

CLIENTS' LOCATION



The freelancers surveyed are working with clients from all over the world. Almost half of their clients are based in the Americas. Almost one quarter of clients are located in various countries within Europe.

WHO'S EARNING WHAT?

AVERAGE HOURLY RATE

The average hourly rate across all the 180 countries surveyed is \$21.

Almost half of freelancers charge under \$10 an hour for their work. 40% charge between \$11 and \$30, and 18% command over \$30 per hour.



\$21
WORLDWIDE

Average Hourly Rate	% of Freelancers
\$0 - \$5	21%
\$6 - \$10	21%
\$11 - \$15	14%
\$16 - \$20	12%
\$21 - \$25	8%
\$26 - \$30	6%
\$31 - \$50	10%
\$51 - \$100	8%

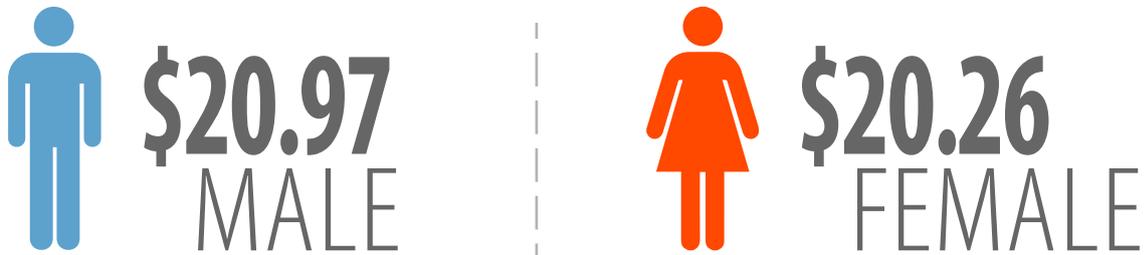
AVERAGE HOURLY RATE BY SKILL

Not all freelancers were created equal! The income survey confirmed that certain skill types demand significantly higher rates than others. Freelancers providing legal services charge an average of \$31 per hour, significantly higher than freelancers working in Sales & Marketing (\$21) or Writing & Translation (\$17).

Field	Skill	Hourly Rate
IT & Programming	Mobile programming	\$ 23
	Web programming	\$ 21
	Database programming	\$ 22
	Game programming	\$ 24
	Developer	\$ 22
	QA testing	\$ 20
Design & Multimedia	Graphic design	\$ 21
	Web design	\$ 23
	Illustration	\$ 22
	Video editing	\$ 22
	Multimedia production	\$ 25
Writing & Translation	Writing and Content	\$ 17
	Translation	\$ 18
	Web content	\$ 16
	Sales Writing	\$ 18
	Research	\$ 19
Sales & Marketing	Social Media	\$ 20
	SEO	\$ 20
	Media buying	\$ 21
	CRM	\$ 20
	Sales	\$ 24
Engineering & Manufacturing	Engineering	\$ 23
	Digital engineering	\$ 24
	Computer engineering	\$ 26
	Product design	\$ 25
	Telecommunications	\$ 25
Finance & Management	Financial analysis	\$ 22
	Accounting	\$ 21
	Business management	\$ 24
	Human Resources	\$ 22
	Project Management	\$ 23
Legal	Consulting	\$ 33
	Contracts	\$ 32
	Other	\$ 28

AVERAGE HOURLY RATE BY GENDER

It is pleasing to see that there is gender equality, with almost identical rates charged by male and female freelancers.



However, in some countries, such as Argentina and Serbia, male freelancers are charging higher rates than their female counterparts.



On the other hand, in some countries like Russia and Pakistan, female professionals are actually charging significantly more than men.



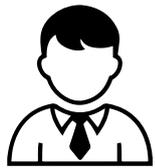
AVERAGE HOURLY RATE BY EDUCATION

Interestingly, there was no clear correlation indicating that a higher level of education results in higher rates. In fact, of the freelancers surveyed, those who graduated university were actually charging on average slightly less than those who did not. This suggests that companies hiring freelancers are more interested in their skills, experience and ratings than their level of education.

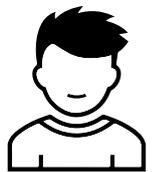


AVERAGE HOURLY RATE BY JOB SITUATION

Professionals working as independent freelancers charge 5% less than those working as a part of a company. This may result from the added credibility that comes with working alongside a more well-known company/ agency.



FOR A COMPANY



AS A FREELANCER



AVERAGE HOURLY RATE BY WORKPLACE

In the same light, professionals working from offices charge 5% more than those working at home. This may simply be a necessary additional charge to cover office expenses that doesn't impact freelancers who work from home.



OFFICES

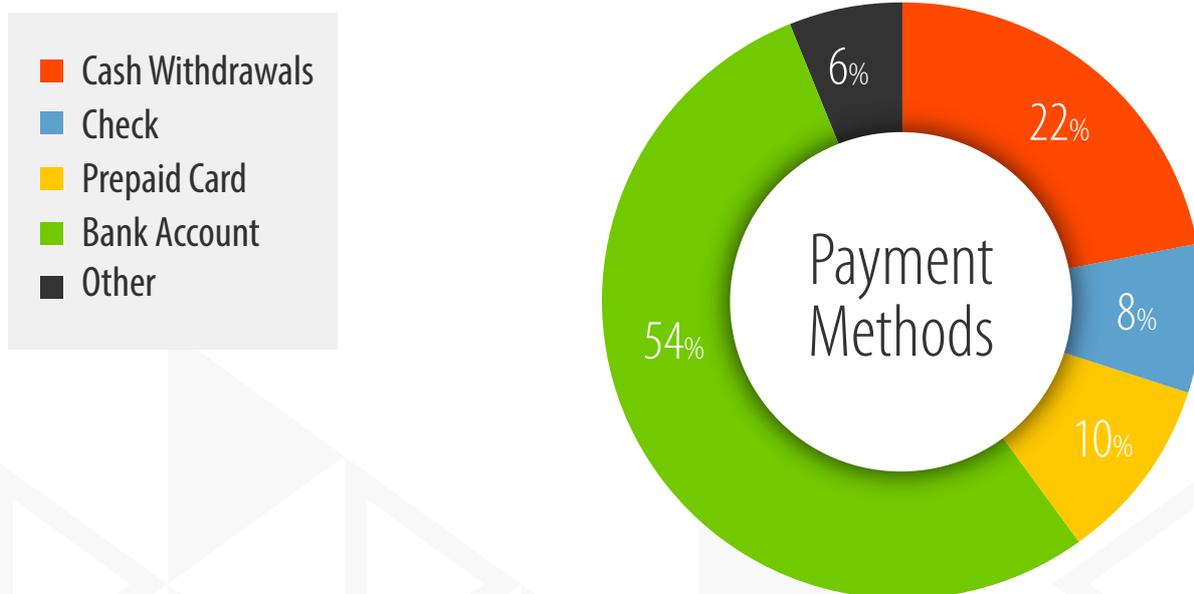


HOME



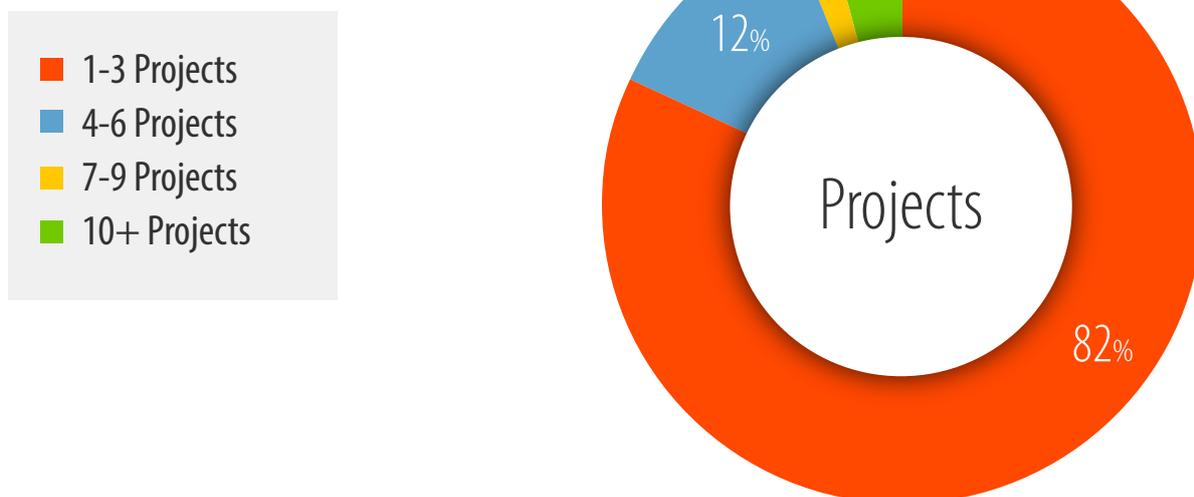
HOW ARE FREELANCERS GETTING PAID?

Over half of the freelancers surveyed prefer to receive payment for online jobs directly to their bank account, while almost a quarter prefer having the ability to withdraw their earnings in cash. Other methods of payment mentioned were e-wallets and checks.



HOW MANY PROJECTS AT ONCE?

Freelancers were also surveyed on how many projects they juggled at once. Over 80% of the professionals work on 1 to 3 jobs at a time.

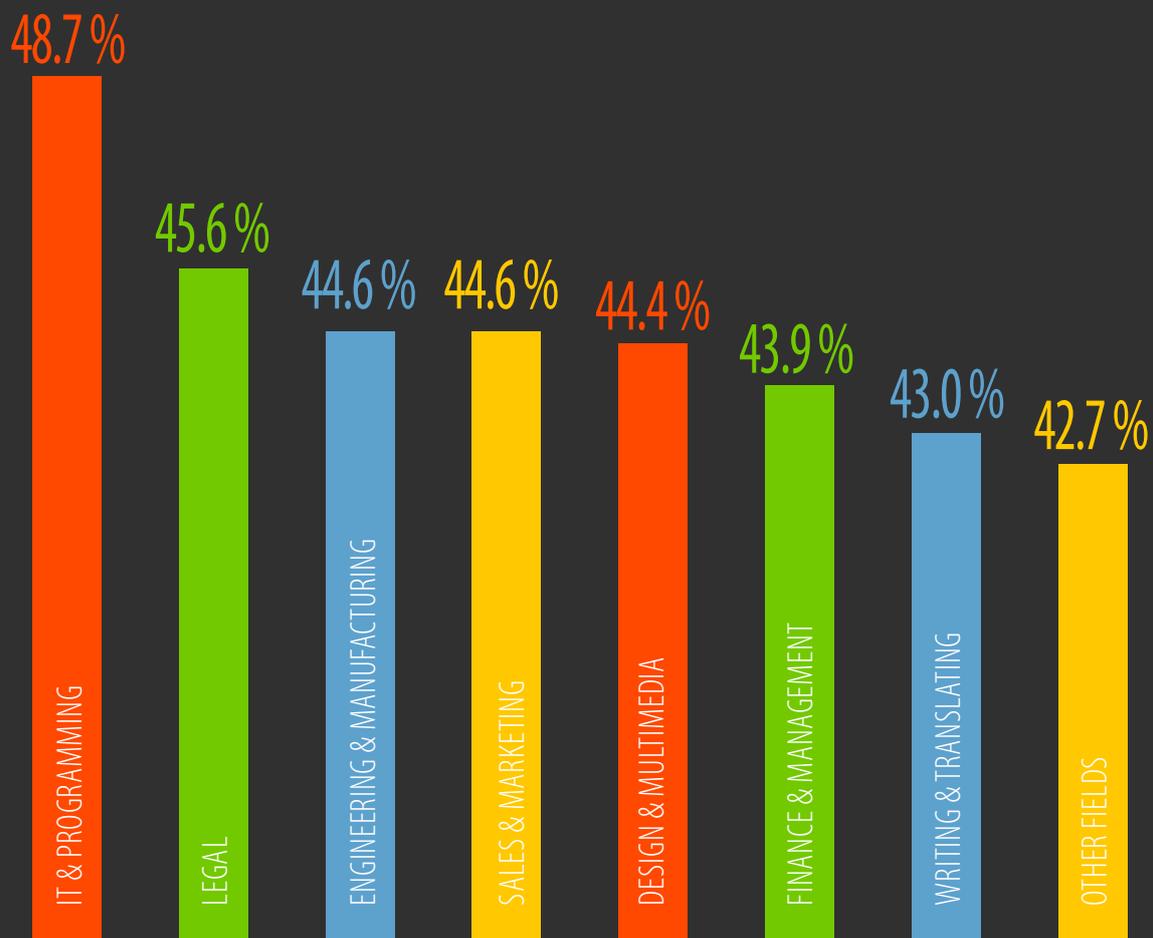


HOW SATISFIED ARE FREELANCERS WITH THEIR INCOME?



We asked the freelancers surveyed to rank how satisfied they are with their current income from freelancing. The average worldwide (46%) was low, indicating that many freelancers would ideally like to work more hours or be able to charge higher rates.

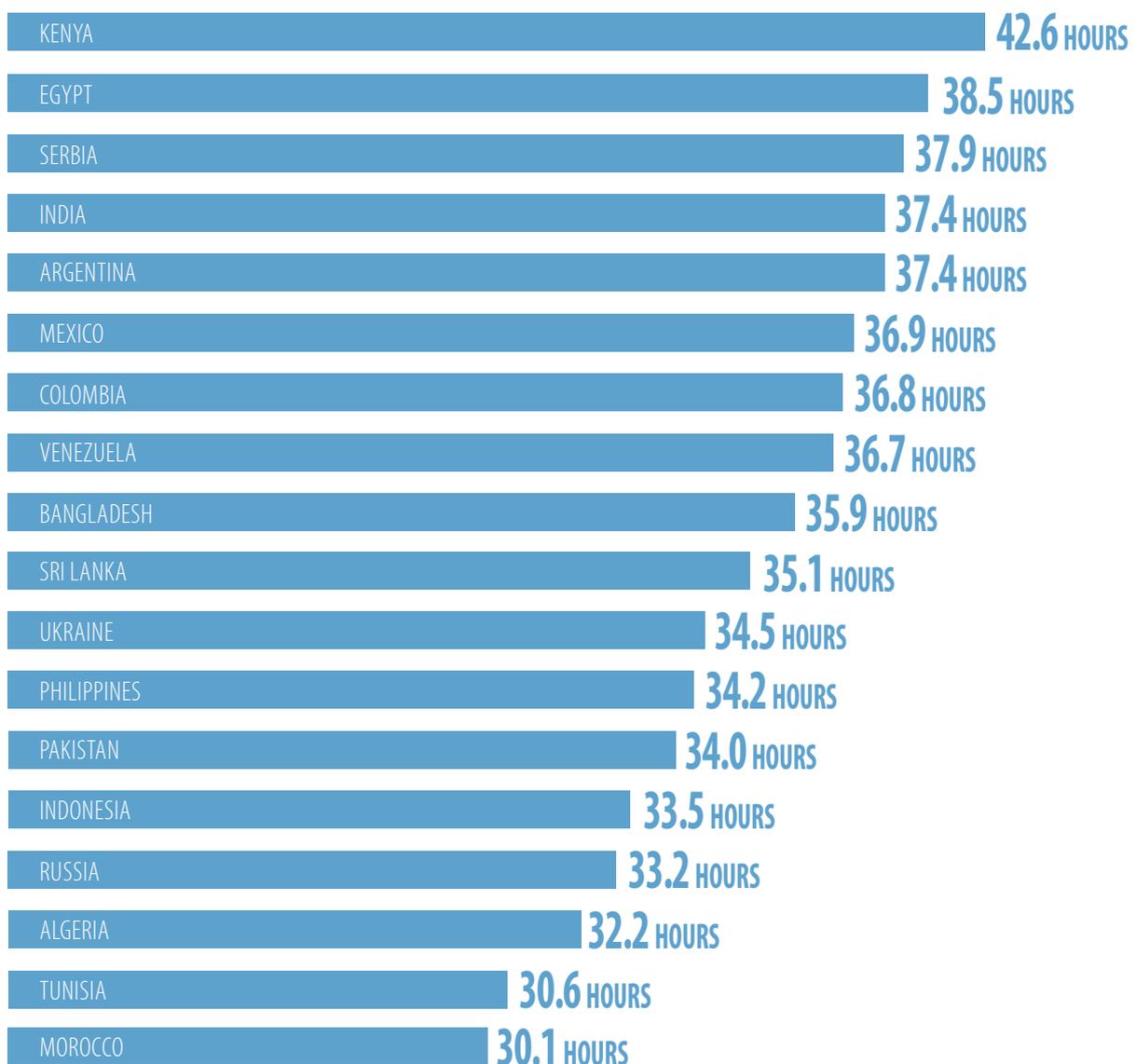
Professionals in IT & Programming hold the highest level of income satisfaction around the world (followed closely by freelancers in the Legal field), while those in Writing & Translation are at the lowest level of satisfaction as well as working the fewest hours per week.



HOW MANY HOURS ARE FREELANCERS WORKING?

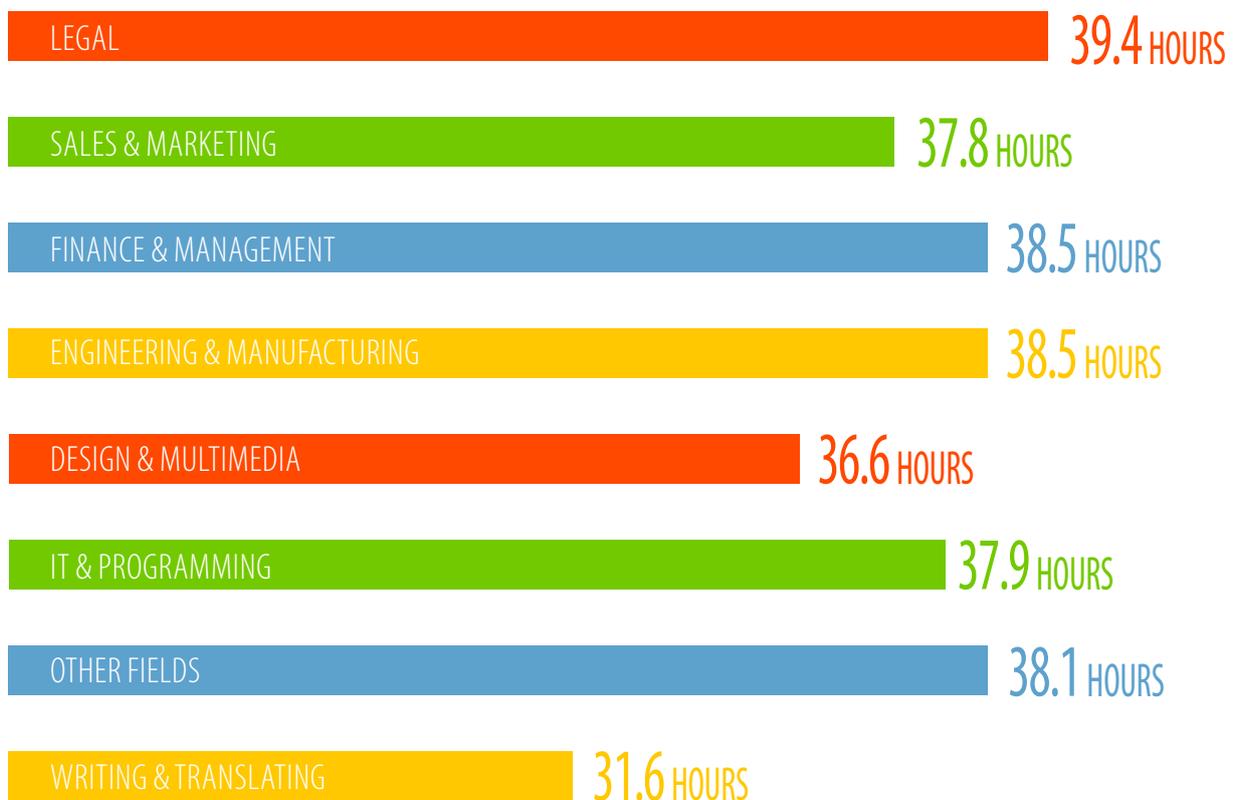
According to the survey, freelancers work an average of 36 hours per week (7.2 hours per day for a 5-day work week). There is a wide range in number of hours worked as some professionals use freelancing as a way to supplement their main job, while others are full-time freelancers.

Freelancers from Kenya average the highest amount of hours per week (42.6) with Egypt coming in second (38.5). Professionals working in Morocco and Tunisia work the fewest hours per week, potentially as a high percentage of them are also working at companies as well.



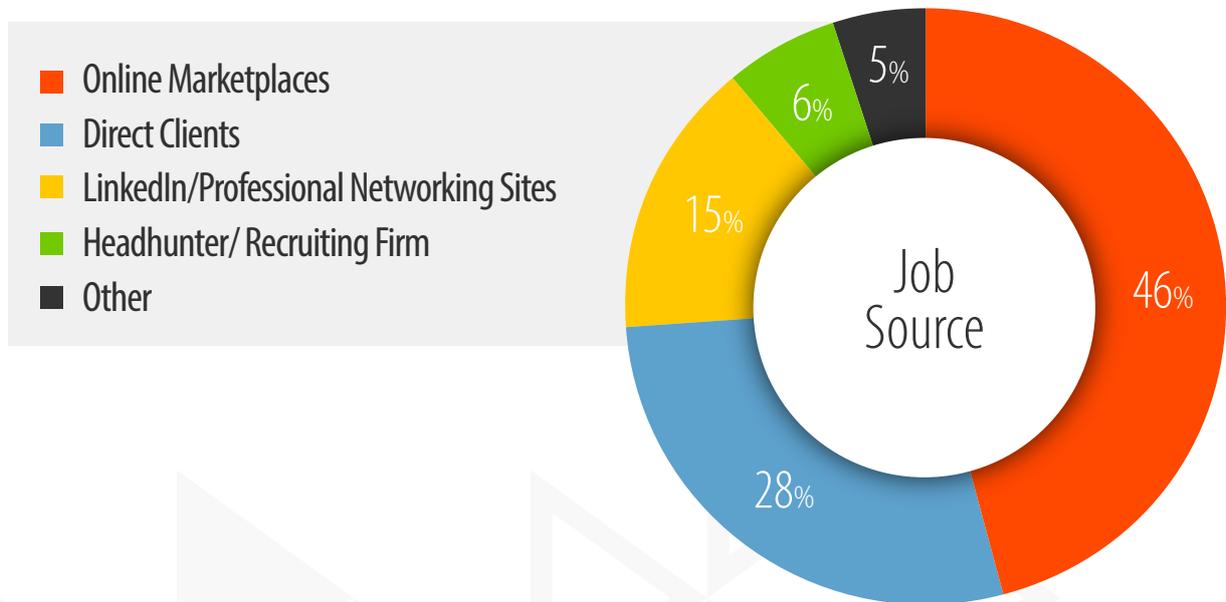
AVERAGE HOURS PER WEEK BY INDUSTRY

Professionals providing legal services work the most hours, with an average of almost 40 hours per week. They are followed closely by freelancers providing Finance & Management and Engineering & Manufacturing services.



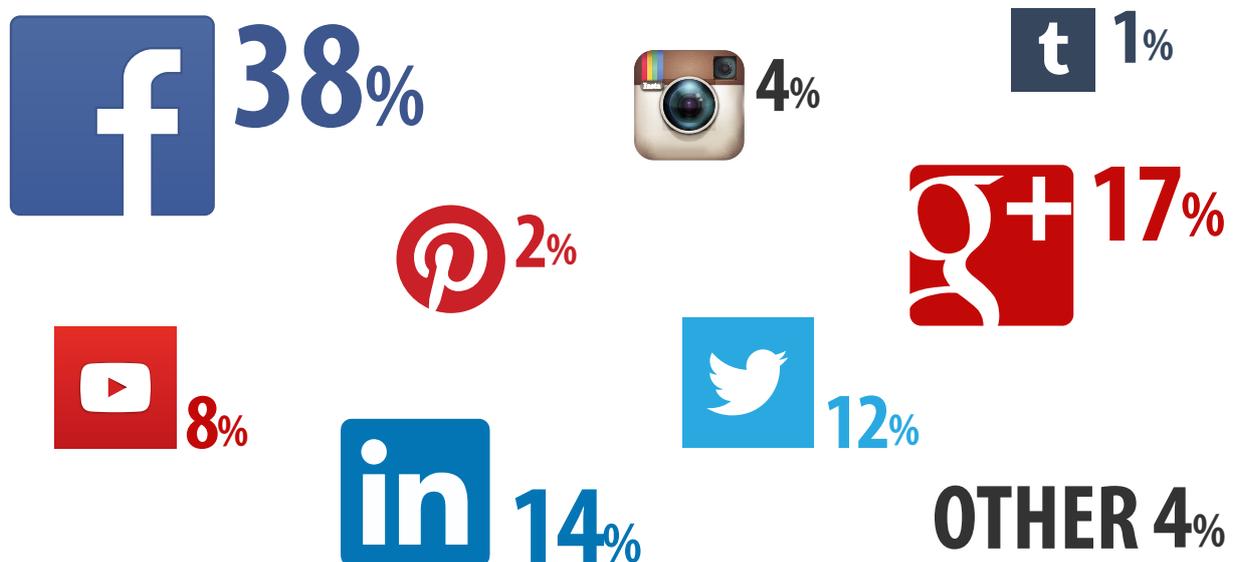
WHERE DO FREELANCERS FIND JOBS?

Almost half of freelancers find projects via online freelance marketplaces. The growing popularity of marketplaces has helped millions of freelancers build a worldwide client base.



SOCIAL MEDIA CHANNELS

Freelance professionals often promote their skills on social media channels. The preferred social media channel by freelancers is Facebook, followed closely by LinkedIn.



TWEET WHAT YOU LEARNED



 The average hourly freelancing rate is \$21
[#PynrFreelance](#)

 78% of [#freelancers](#) are male [#PynrFreelance](#)

 85% of [#freelancers](#) are in their twenties and thirties [#PynrFreelance](#)

 55% of [#freelancers](#) have a university degree
[#PynrFreelance](#)

 Almost half of the clients that [#freelancers](#) work with are based in the Americas [#PynrFreelance](#)

 [#Freelancers](#) in the legal field are charging the highest rates [#PynrFreelance](#)

 Male freelancers are charging \$20.97, while female professionals are charging \$20.26
[#PynrFreelance](#)

 Level of [#education](#) does not have a direct correlation to charging a higher rates for [#freelance](#) jobs
[#PynrFreelance](#)

 Professionals working for a company and from offices charge more than those working independently at home
[#PynrFreelance](#)

 Average working weekly hours for [#freelancers](#) is 36 [#PynrFreelance](#)

 Over 80% of the professionals surveyed work on 1 to 3 [#projects](#) at a time [#PynrFreelance](#)

 Almost half of [#freelancers](#) find [#projects](#) via online [#marketplaces](#)

 The preferred [#social #media](#) channel for the promotion of [#freelancing](#) skills is [#Facebook](#)



Get Paid by Companies & Marketplaces Worldwide

Receive freelance payments quickly, securely and at low cost

SIGN UP

About Payoneer

Payoneer empowers global commerce by connecting businesses, professionals, countries and currencies with its innovative cross-border payments platform. In today's borderless digital world, Payoneer enables millions of businesses and professionals from more than 200 countries to reach new audiences by facilitating seamless, cross-border payments. Additionally, thousands of leading corporations including Google, Airbnb, Elance-oDesk and Getty Images rely on Payoneer's mass payout services.

With Payoneer's fast, flexible, secure and low-cost solutions, businesses and professionals in both developed and emerging markets can now pay and get paid globally as easily as they do locally. Founded in 2005 and based in New York, Payoneer is venture-backed, profitable and ranked in the top 100 of Inc. 5000's Financial Services companies.



To learn more about growing your freelancing business, visit the [Payoneer Blog](#)

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