

Q2 2010 Freelance Rates in NIS for Technical and Marcom Writers
 Access can be purchased at http://elephant.org.il/salarybenefits/quarterly_report_pricing.html

Rate Survey General Information

Participation

A total of 23 freelance technical/marcom writers and documentation managers participated in the survey this quarter. The report is based only on input from 21 of these. The other 2 participants reported no billable hours as freelance writers during the entire quarter.

All rates are those actually charged, not asking rates.

New Calculations

Last quarter percentile calculations based on actual billable hours was added. These calculations assume that each writer billed all hours at the same rate, so it is not a true percentile but it does provide a more accurate picture of market rates because it accurately weights the affect of each writer on the market rate. Two separate averages are also used, one calculated per writer with no weighting (Average by Writer) and the other calculated on the total number of hours (Average by Hours).

The difference between the "hour-based" and "writer based" calculations is significant because only 13 writers reported 100 or more billable hours/month, while 9 reported under 100 hours of billable hours/month (6 of these reported less than 50 hours/month and 5 were not employees who freelance on the side).

How Rates Were Calculated

The way rates are calculated affects the outcome.

Average by Writer and percentile rates are calculated in units of rate per writer with no weight given to the number of hours each writer works.

In other words **Avg = (RateForA + RateForB) / NumberOfWriters**.

For example, if writer A works 200 hours/mo and charges 100 NIS/hour, while writer B works 100 hours/mo and charges 200/hr the average is calculated as follows:

$$\text{Avg} = (100 + 200) / 2 = 150 .$$

Average by Hours is a weighted average that places more weight on rates for writers who have more billable hours.

In other words **Avg = TotalAmountBilled / Total Hours**.

An additional set of average salaries was calculated (with no breakdowns) based on the total amount billed divided by the total number of hours.

This rate was calculated for the Direct and Subcontracting Rates only.

For example, if writer A works 200 hours/mo and charges 100 NIS/hour, while writer B works 100 hours/mo and charges 200 NIS/hour the average is calculated as follows:

$$\text{Avg} = (20,000 + 20,000) / 300 = 133.33 .$$

Direct Rate vs. Market Rate

Direct rates, subcontractor rates and rates paid by the client for subcontract work are all maintained and calculated separately. Only the relevant number of hours are included in Average by Hour calculations for writers who work both directly and as subcontractors.

Direct Rate = the rate charged by contractors who work directly with the client and does not include data from subcontractors.

Market Rate = the rate charged the client. This includes data from subcontractors who know what rate the client was charged, and does include data from subcontractors who do not know what rate was charged.

When calculating Average by Hour calculations for Market Rates, the Direct Rate is calculated for the number of Direct Hours and the Rate Paid by Clients is calculated for the number of subcontracting hours reported.

In other words **Market Rate = (DirectRate * %Direct) = (ClientPaidRate * (1-%Direct))**

Subcontracting hours for freelancers who do not know what rate the client paid are not included in the Market Rate calculations.

Subcontractor Rate = the rate received by the sub contractor.

Writer Received Rate = the weighted average rate received by the writer from direct clients and from main contractors (Subcontract work). This calculation is only used in the breakdown by membership in a professional organization.

In other words **Writer Received Rate = (DirectRate * %Direct) = (SubRate * (1-%Direct))**

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Exchange Rates

Most technical writing rates have been set in \$USD for years. The dramatic drop in the exchange rate at the start of April 2007 has changed this. The table below illustrates this trend.

Quarter	% Reporting Rates in NIS	% in USD
Q3 2007	26%	74%
Q4 2007	8%	92%
Q1 2008	17%	83%
Q2 2008	75%	25%
Q3 2008	83%	17%
Q4 2008	94%	6%
Q1 2009	84%	16%
Q2 2009	88%	8%
Q3 2009	84%	16%
Q4 2009	86%	14%
Q1 2010	86%	14%
Q2 2010	86%	14%

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Note: 4% reported in \$Canadian

Rates that were listed in \$USD were converted to NIS at the Jan 15 exchange rate of 3.682. This is the reason that some of the percentile rate are uneven amounts (that percentile happened to be a \$USD or \$Canadian rate converted to NIS).

Average, Median and Percentiles

Average is calculated by adding up all rates and dividing the sum by the number of rates reported. Average = SUM / # of entries. An additional average based on the total amount charged by all writers/total hours billed by all writers was added to the nationwide calculations.

Median is what is the rate for the person in the middle, with the same number of people earning the same or more as those earning that rate or less.

Percentiles are a ranking of entries with the lowest at 1 and the highest at 100.

25% rate means that 25% earn that rate or less, and 75% earn that rate or more. This is a low-end rate - most writers earn more.

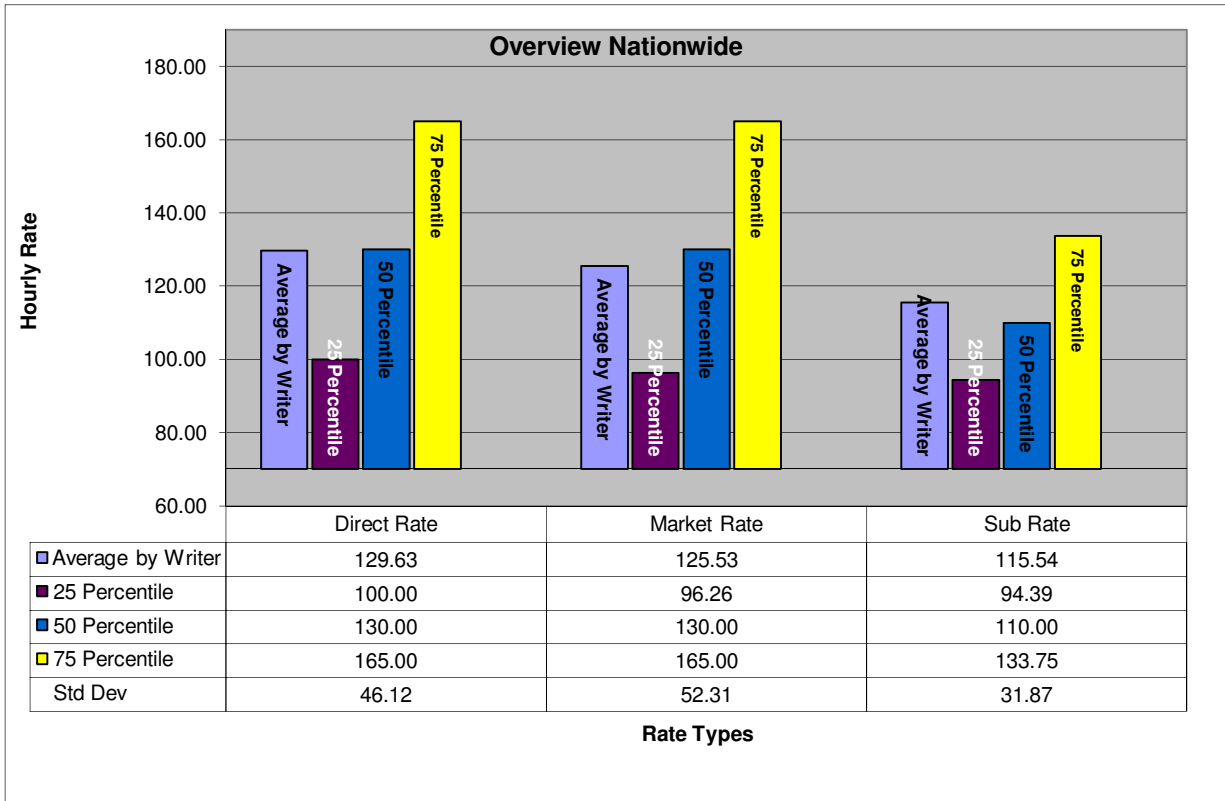
50% rate means that 50% earn that rate or less, and 50% earn that rate or more. This is what the average, run-of-the-mill technical writer should expect to earn.

75% rate means that 75% earn that rate or less, and 25% earn that rate or more. This is what a writer who is the starting point for a high-end rate.

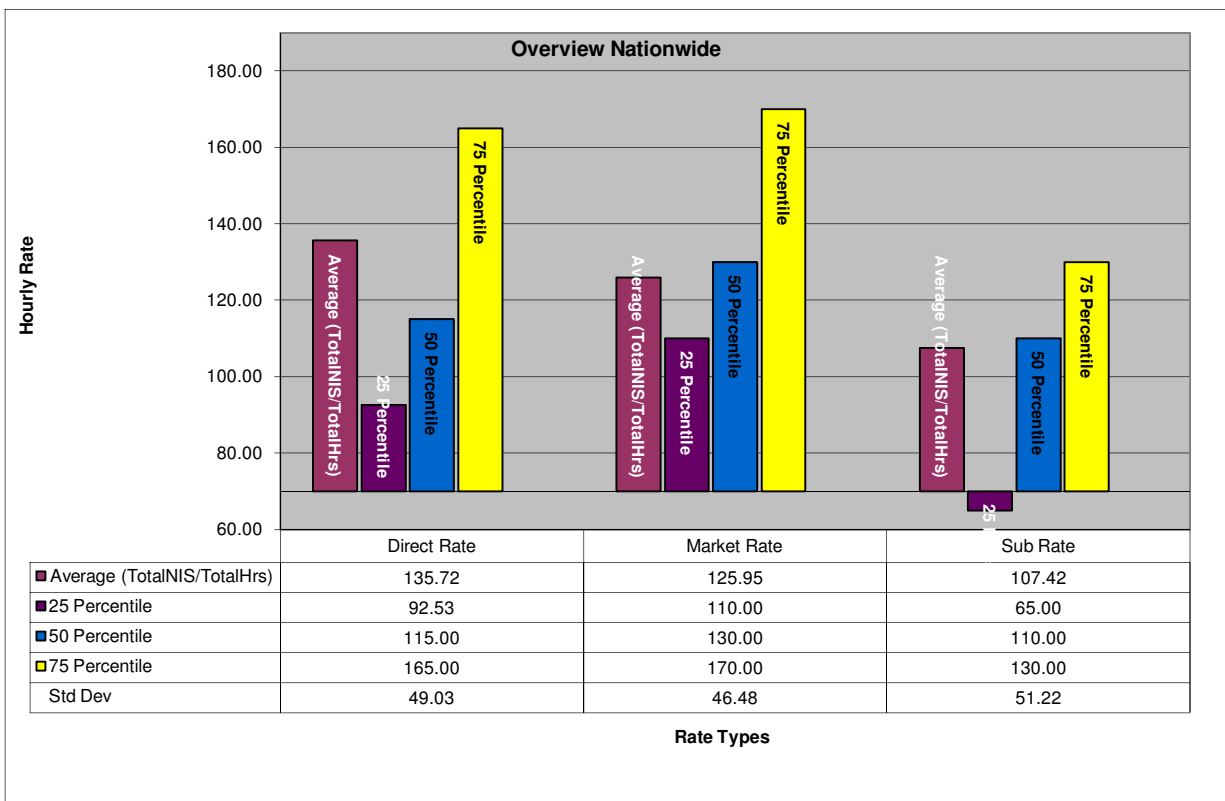
90% rate means that 90% earn that rate or less, and 10% earn that rate or more. This is a high-end rate - these figures are not included in this report, but I do have them for personal consulting.

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General Based On Per Writer Calculations



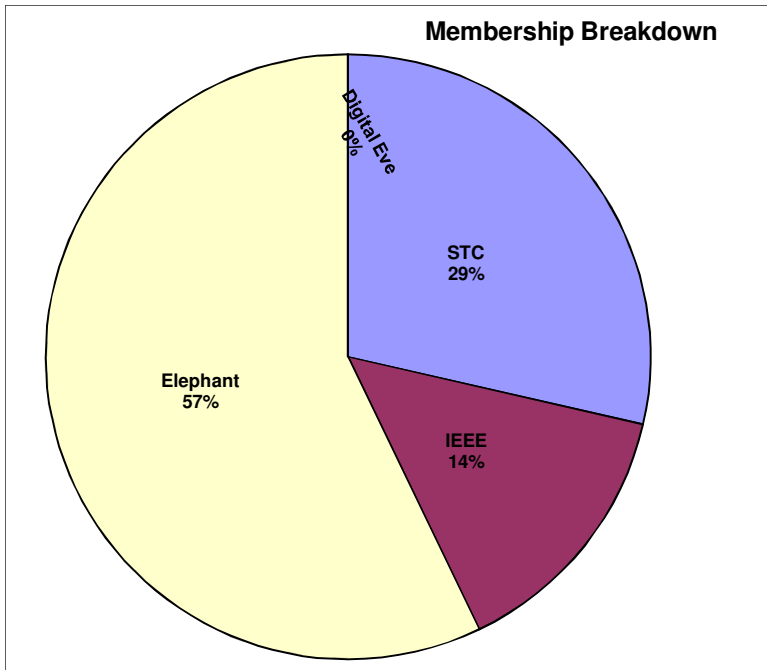
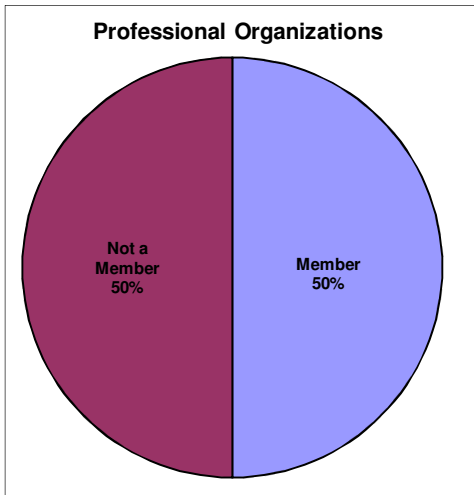
Overview Based On Per Hour Calculations - New!!!



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Professional Organizations



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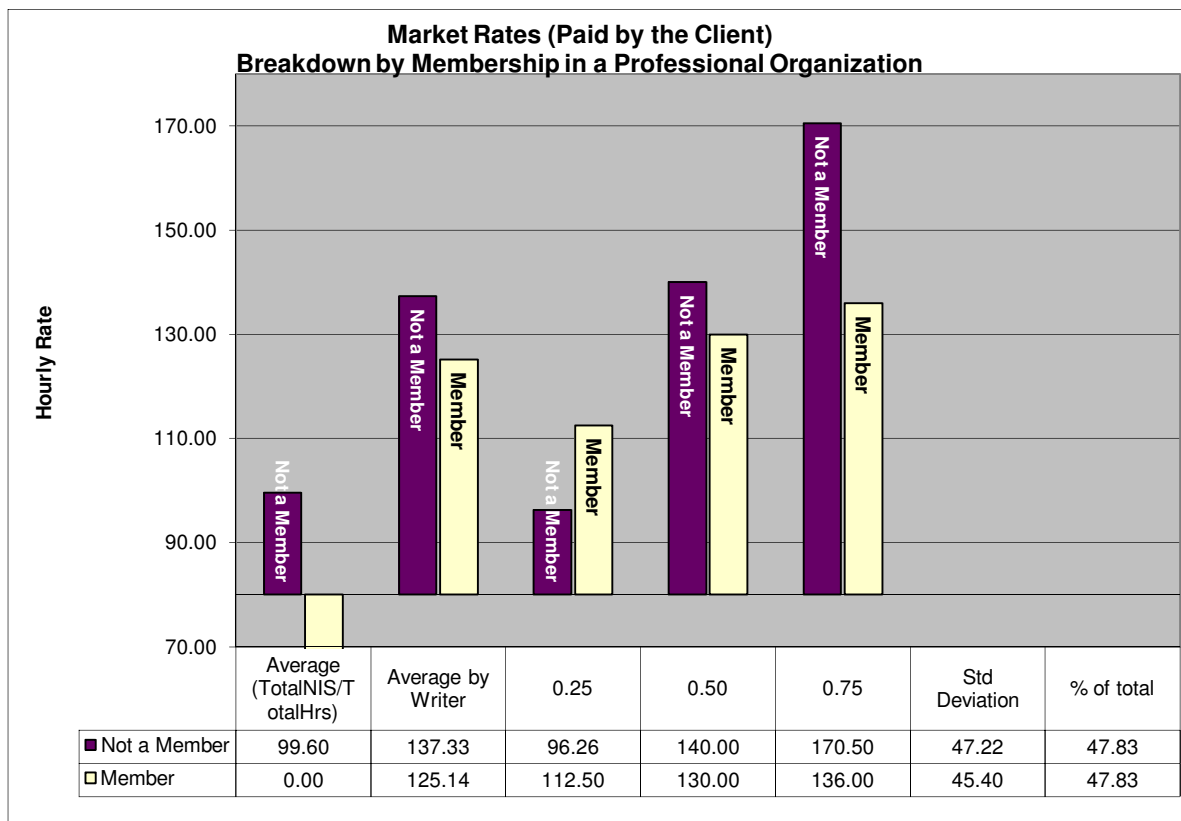
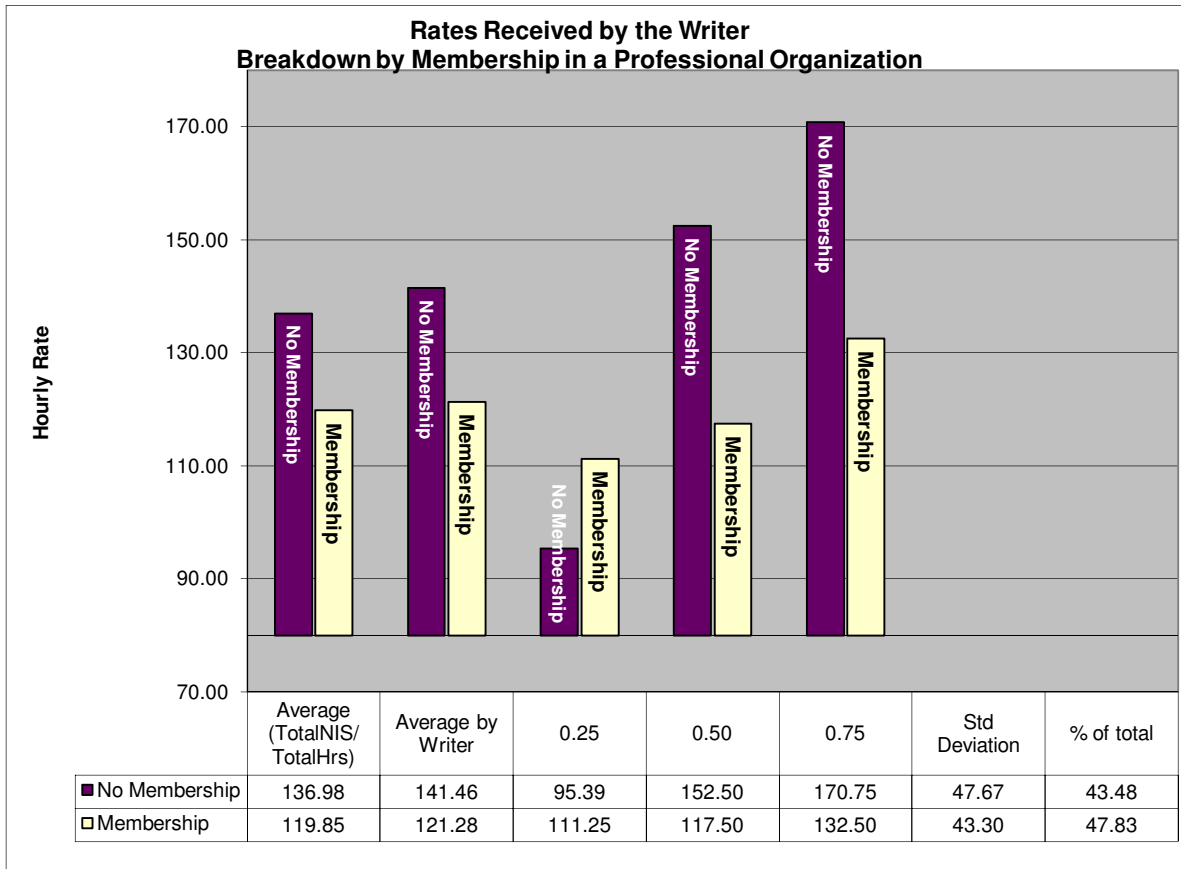
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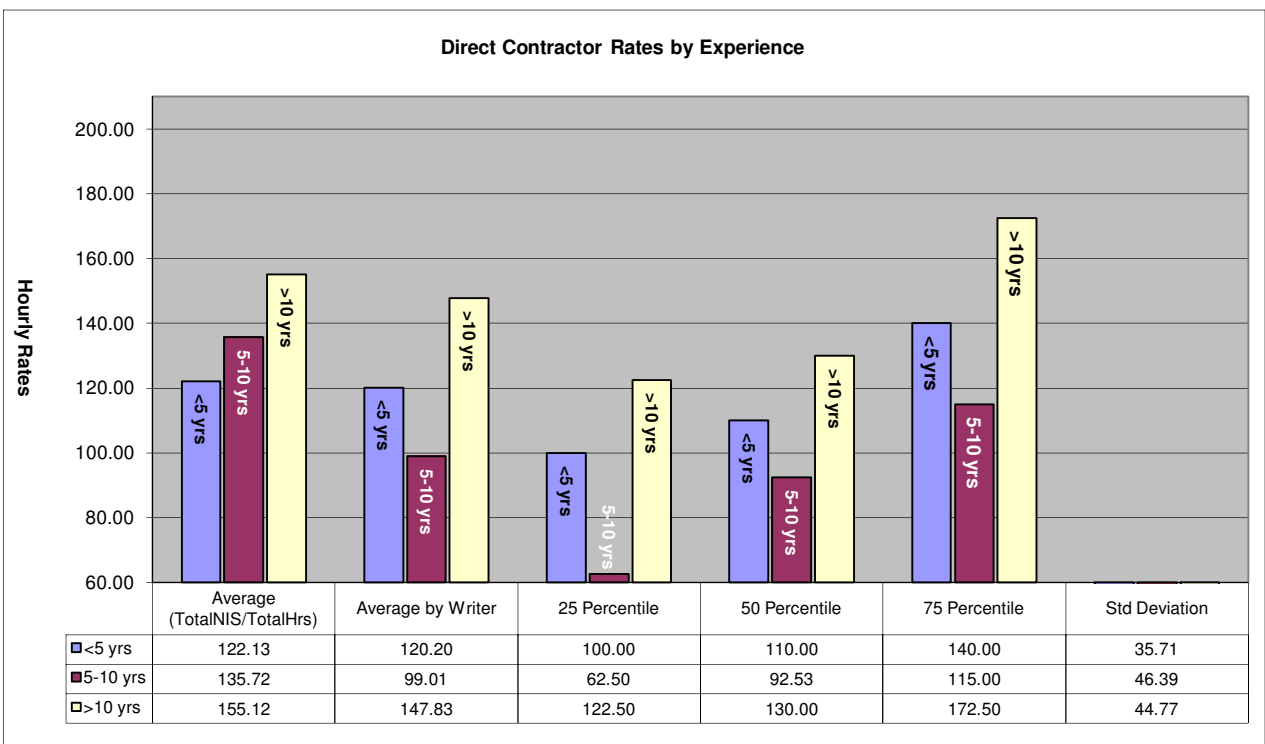
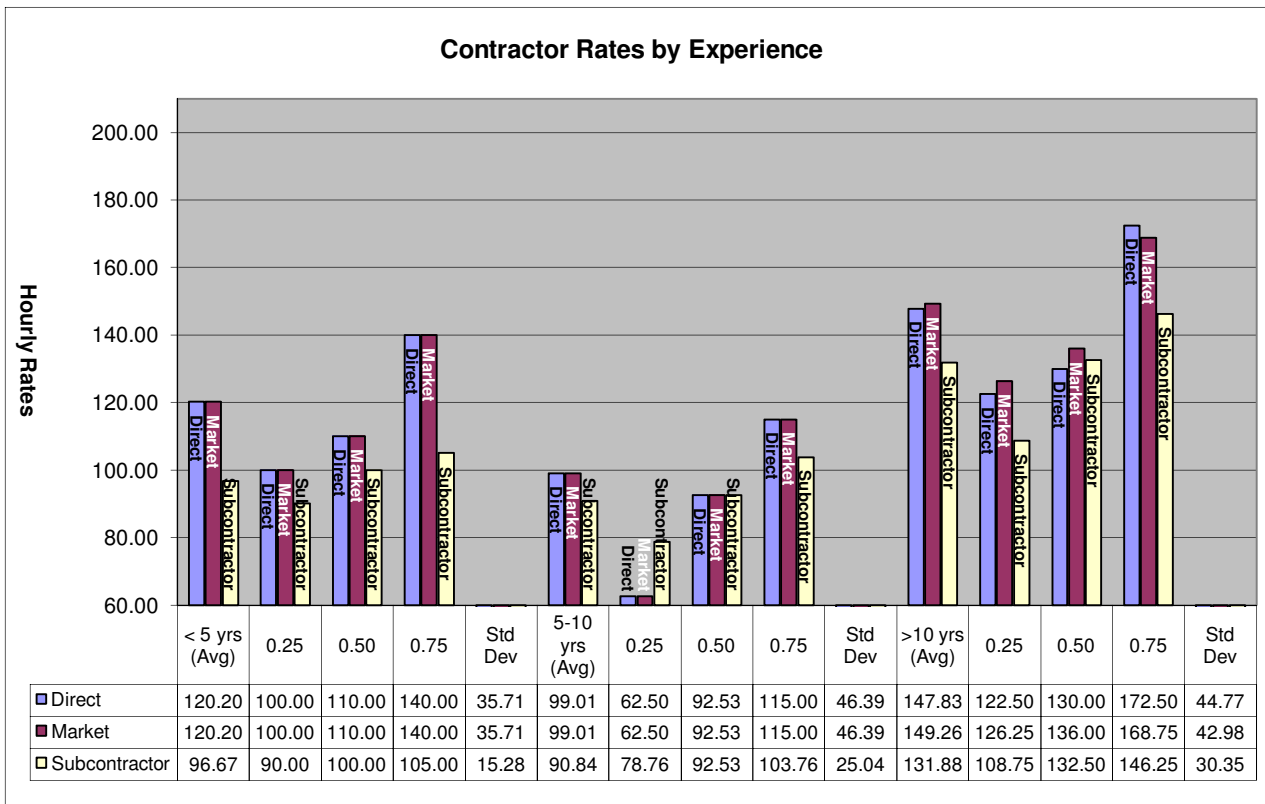
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Professional Organizations (continued)



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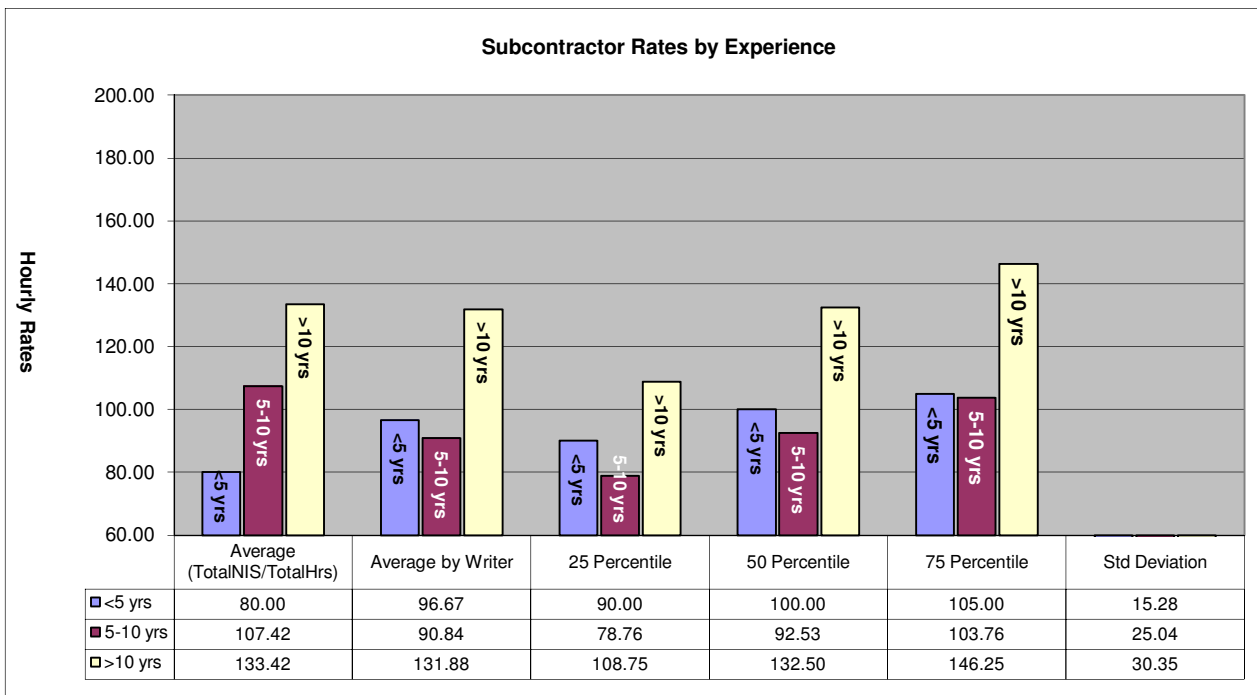
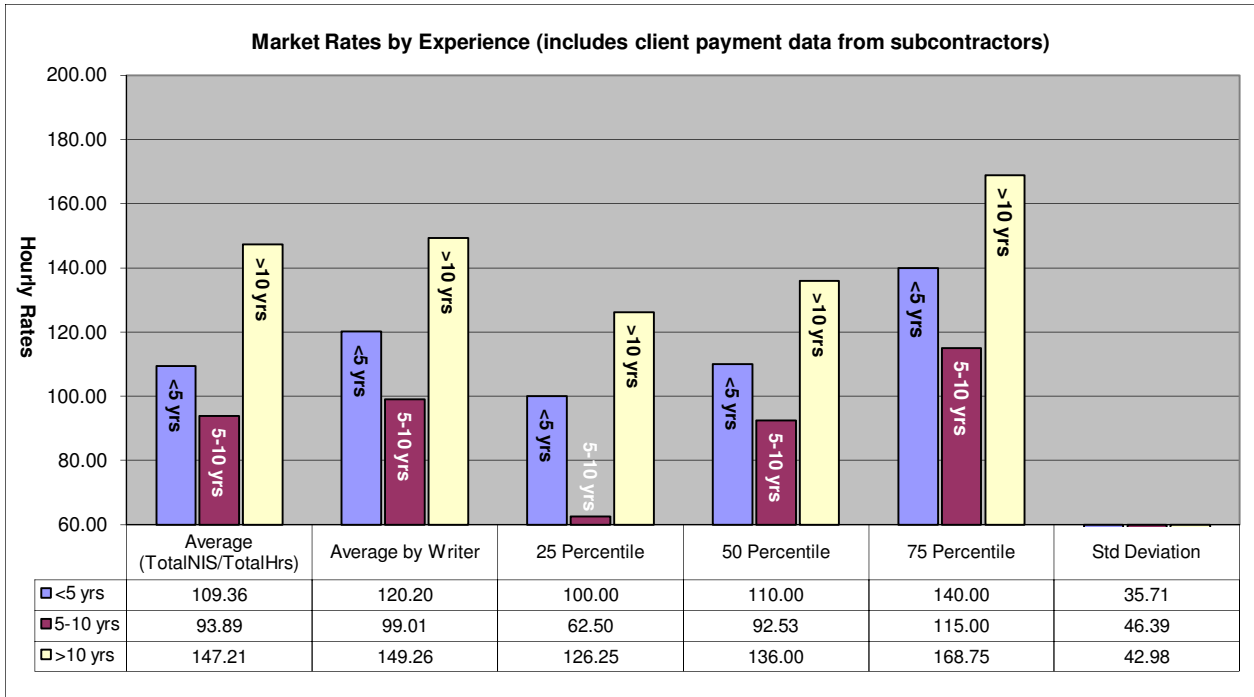
Experience



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Experience (continued)



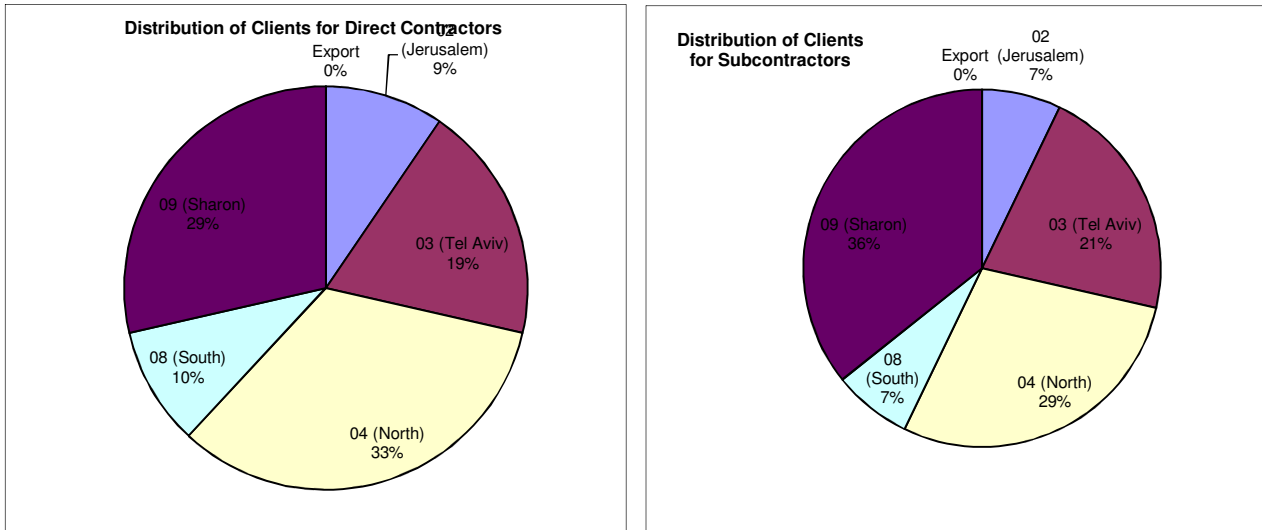
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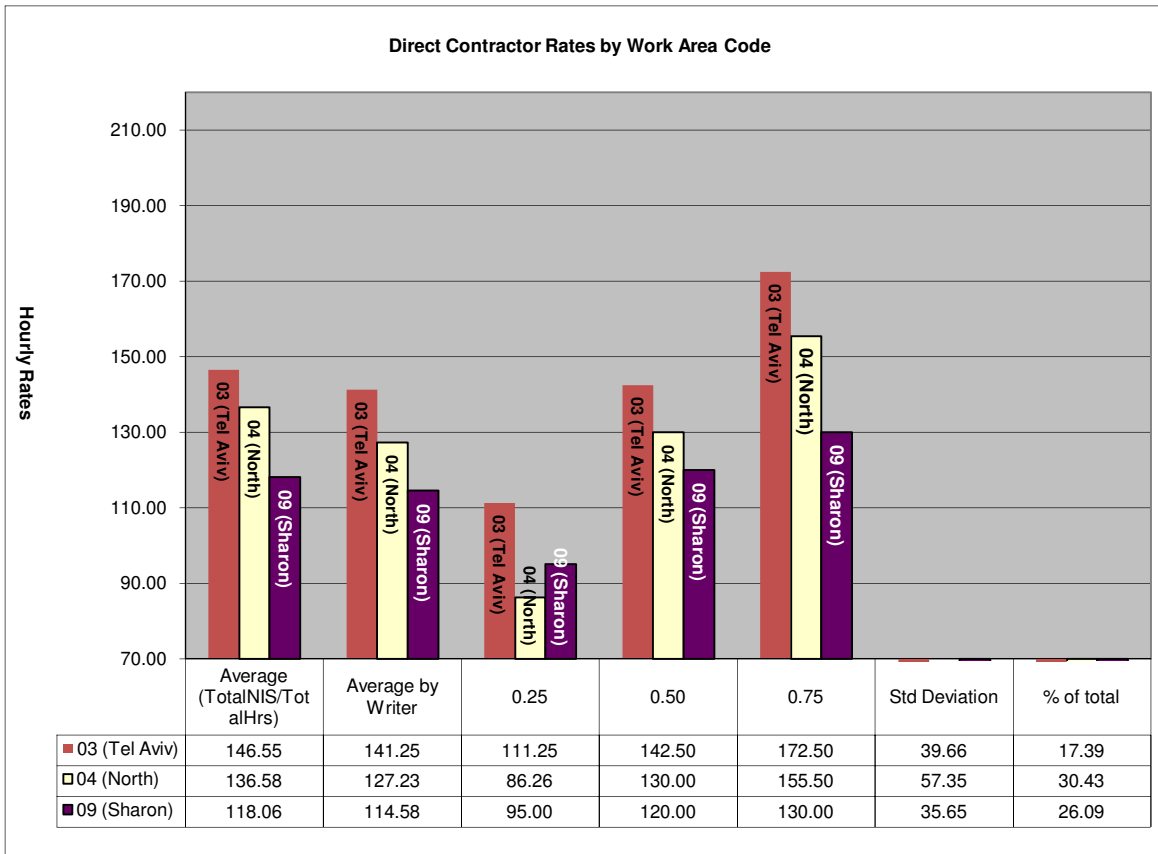
Geography

A new statistic that I "stumbled across" while comparing rates based on home vs. work area codes is for freelancers who "export" their work, i.e. work remotely for overseas clients. The number of writers is still small, but it is an interesting trend to watch. Rates for these writers are higher than for work performed in Israel.



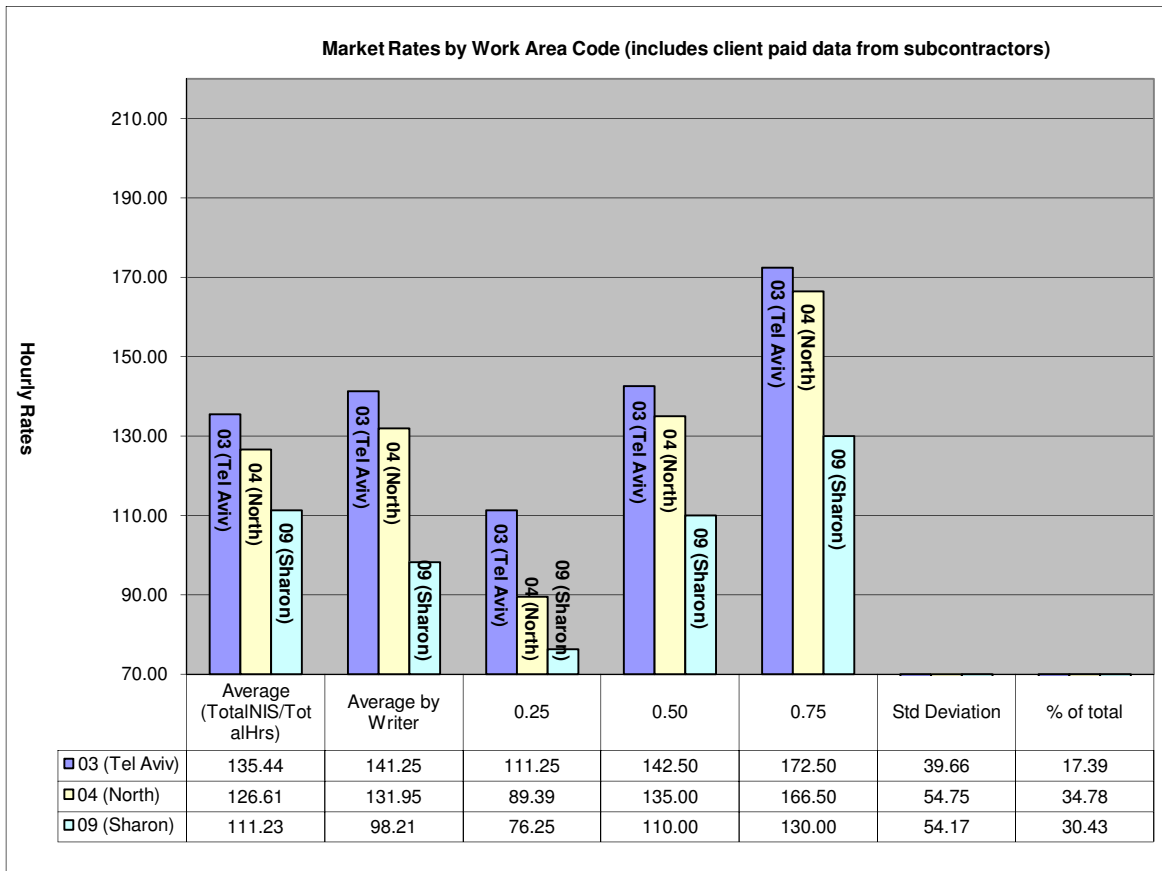
Direct Contractors

The number of participants with work in the 02 and 08 area codes was negligible.



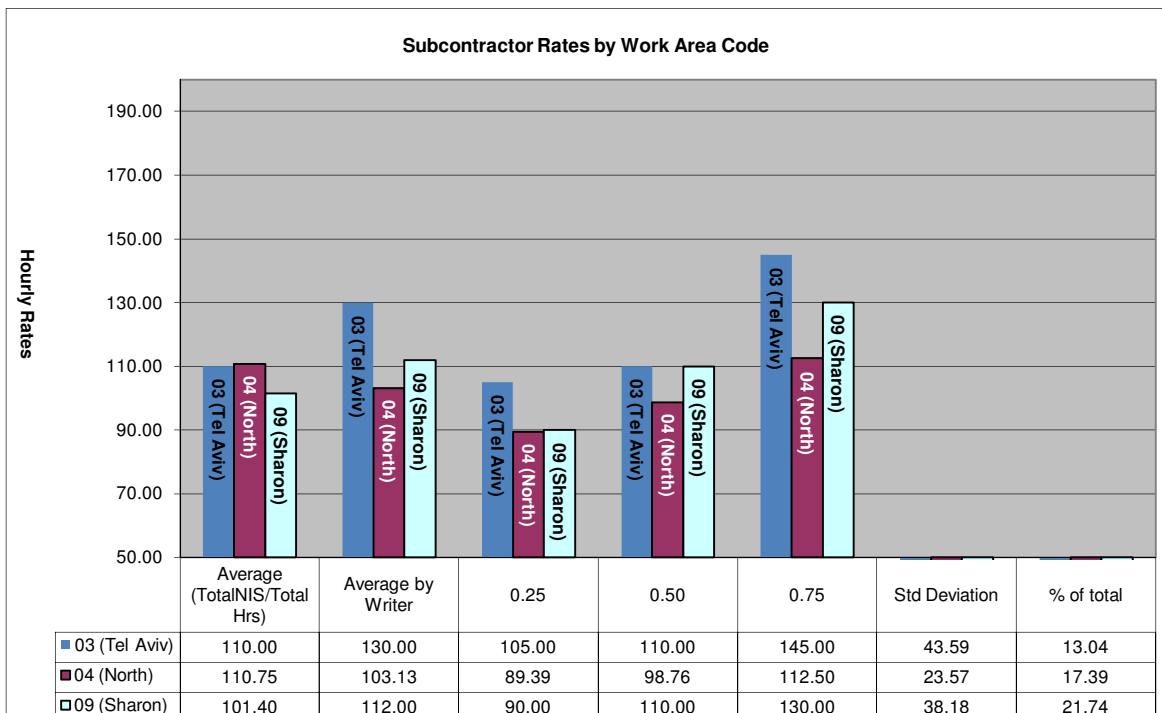
Geography (continued)

Market Rates

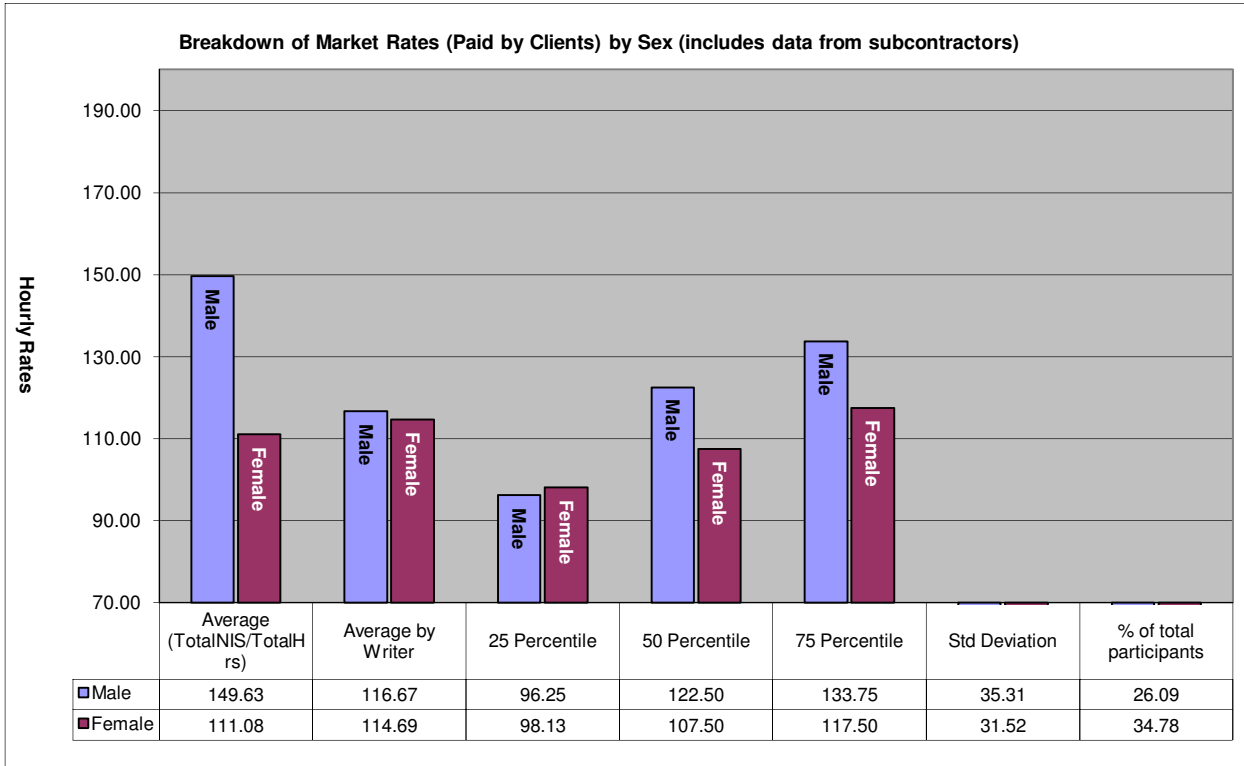
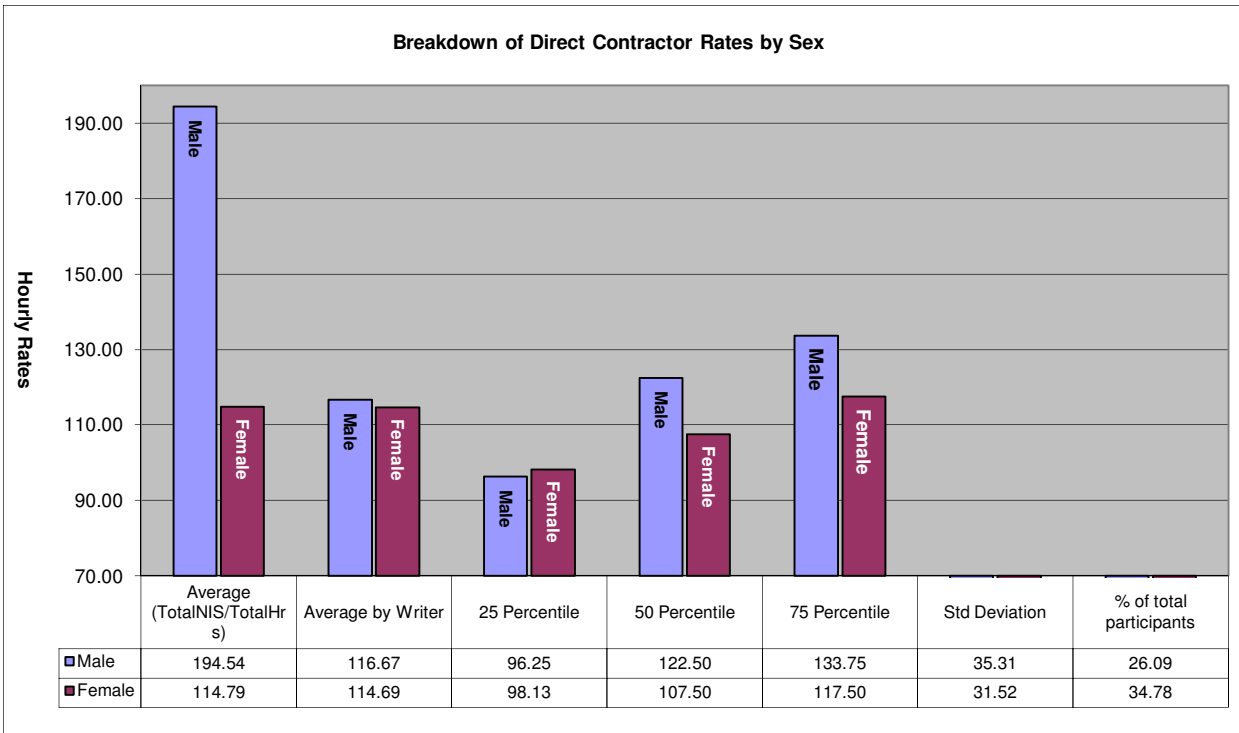


Subcontractor Rates

The number of subcontractors with work in the 02 and 08 area codes was negligible.

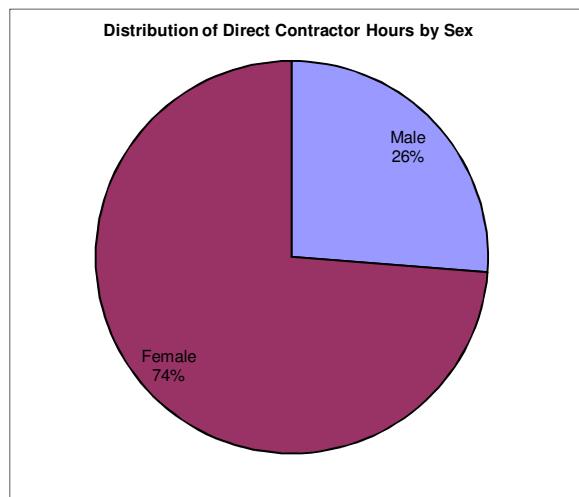
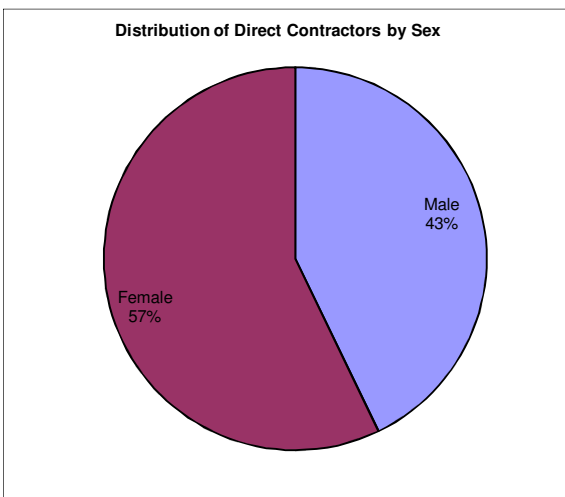
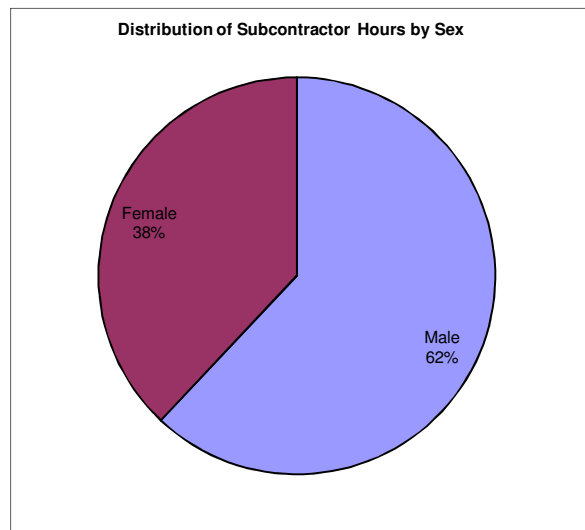
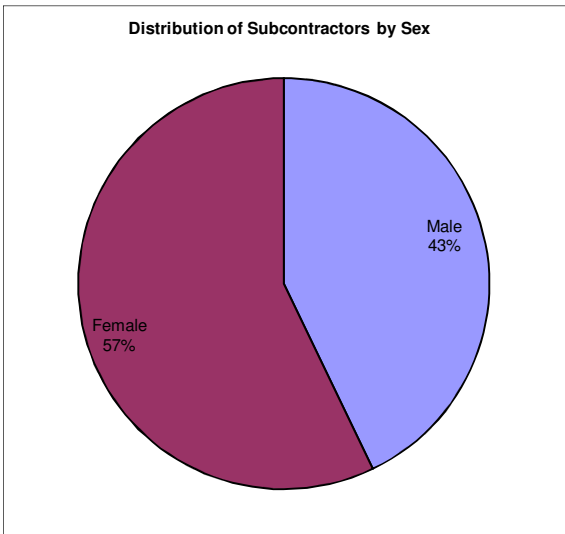
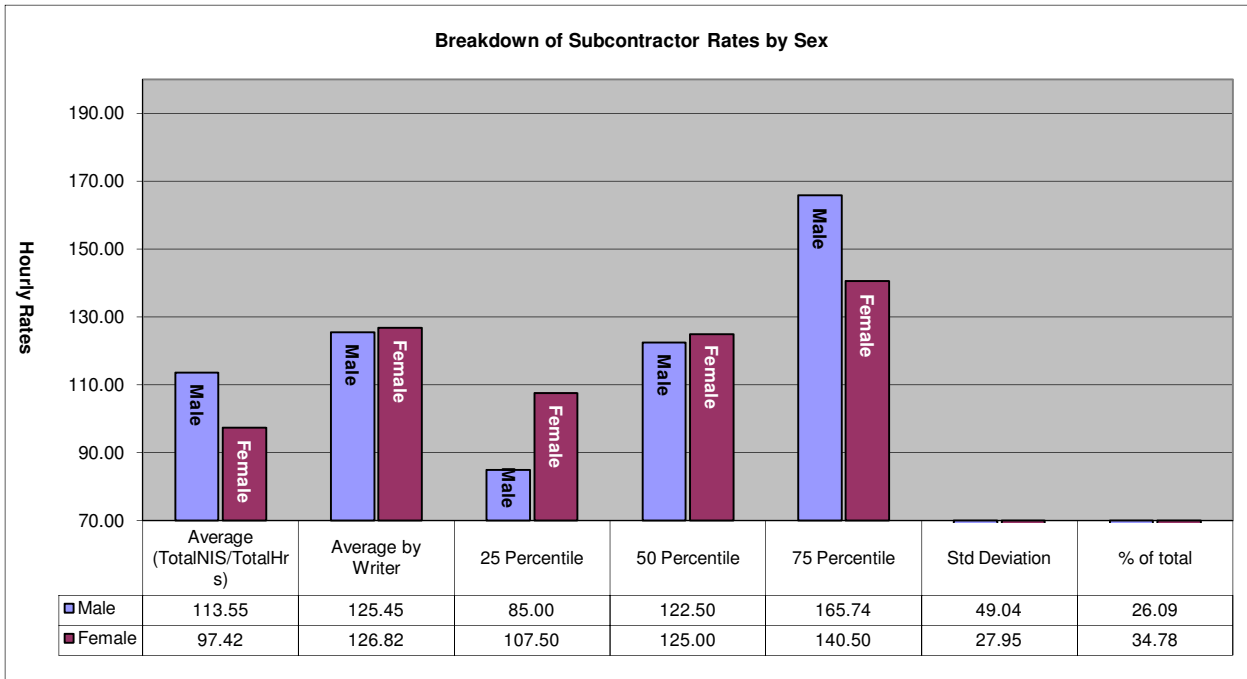


Sex



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Sex (continued)



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