
2019 State of Indie Business



J.W. ARNOLD, APR, FELLOW PRSA
PRDC PUBLIC RELATIONS, WASHINGTON, DC / SOUTH FLORIDA
PAST CHAIR, PRSA INDEPENDENT PRACTITIONERS ALLIANCE

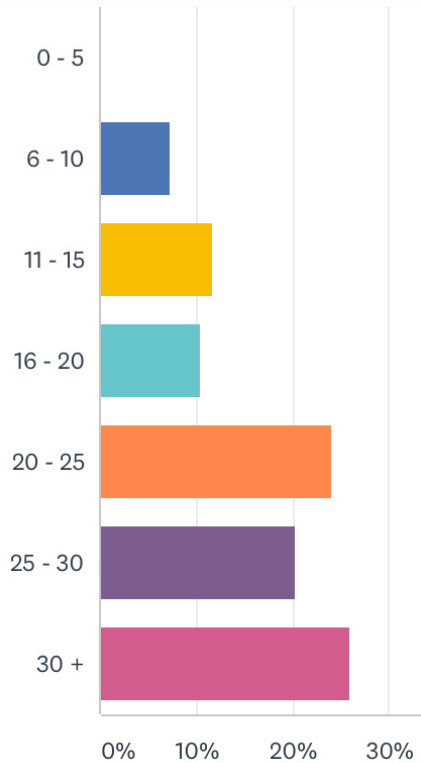
2019 National Billing/Rates Survey

- Conducted August – September 2019
- Survey Monkey Online Survey
- Anonymous and Confidential
- 238 Participants (+68% over 2018)
 - Independent Practitioners Alliance
 - PRSA General Membership
 - Solo PR Pro

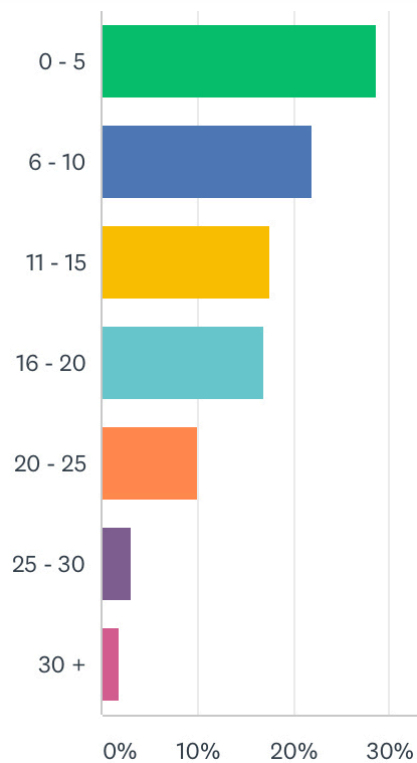
Participant Profile

Demographics

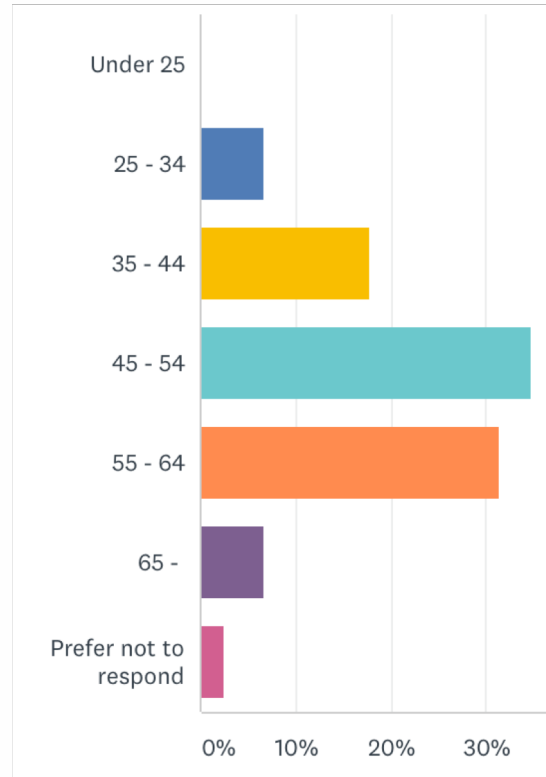
Number of Years in PR



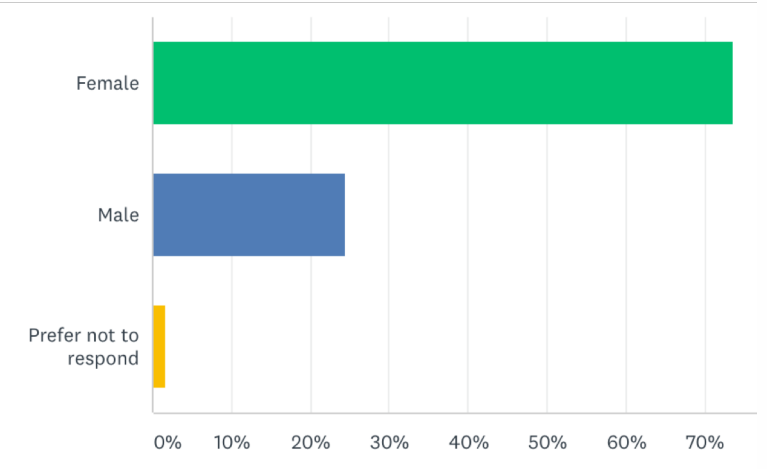
Number of Years as Independent



Age



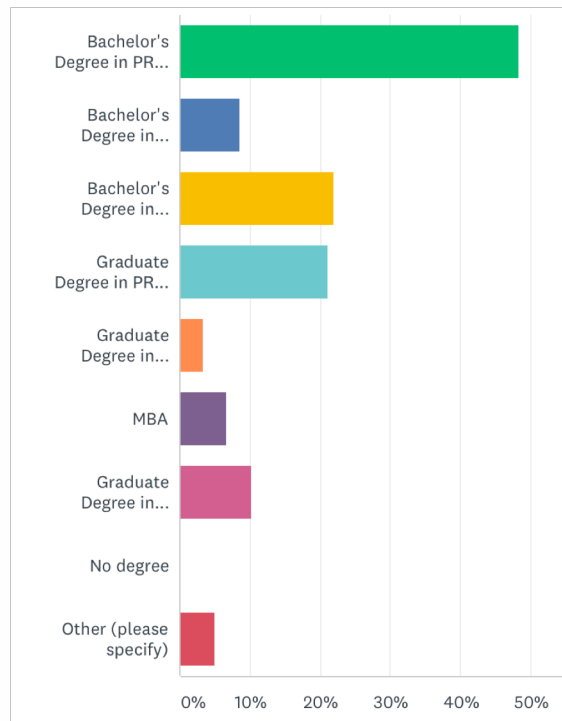
Gender



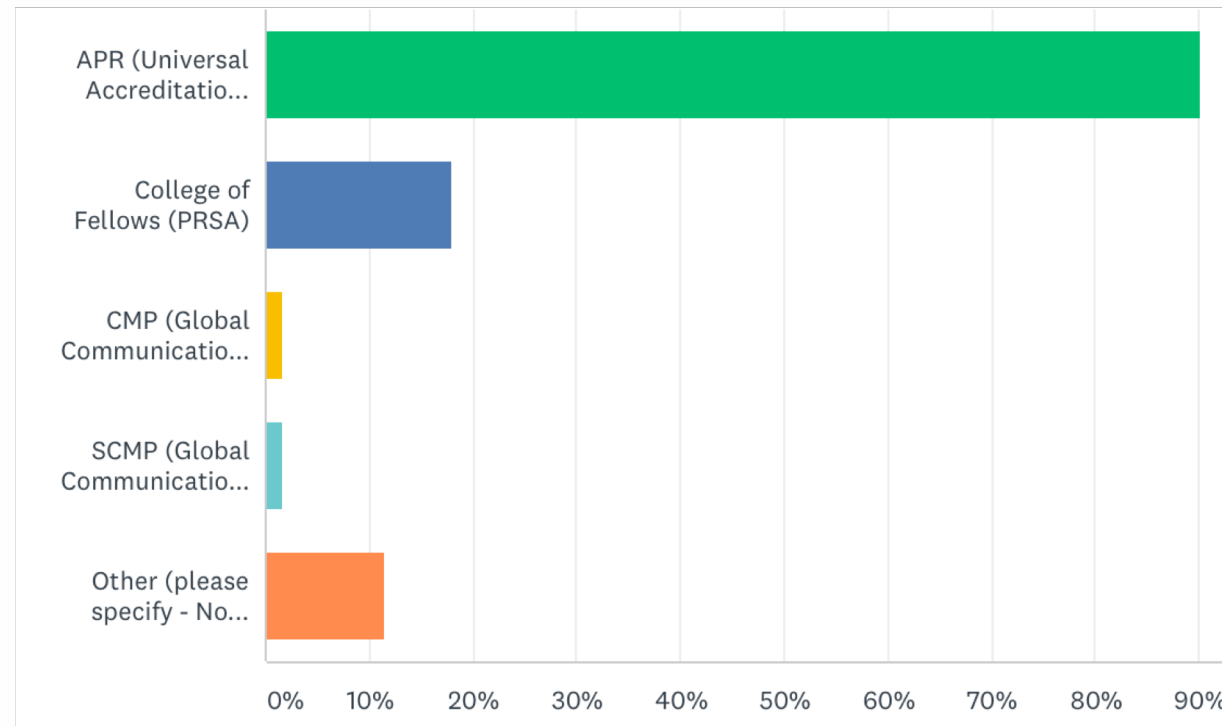
Participant Profile

Demographics

Education



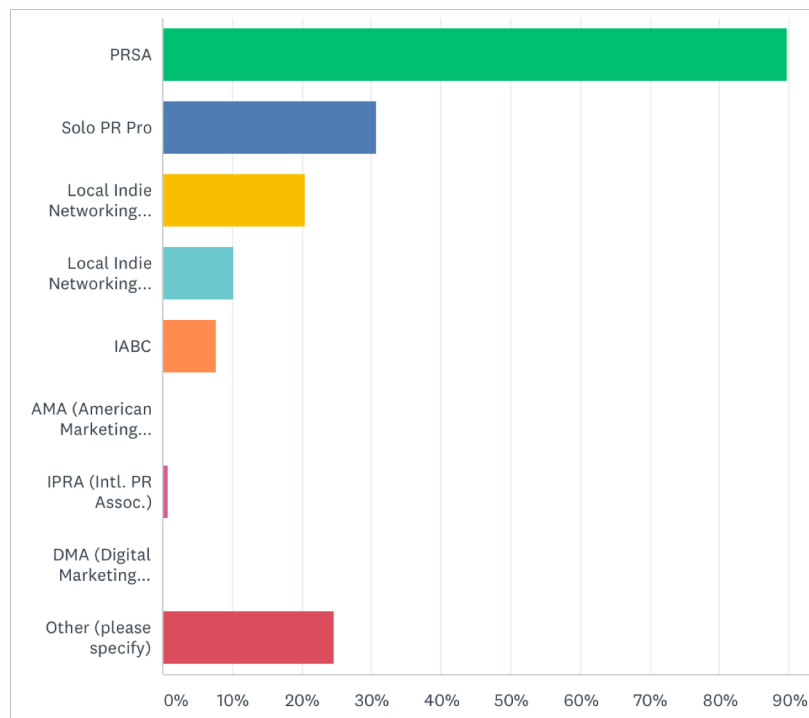
Accreditation



Participant Profile

Demographics

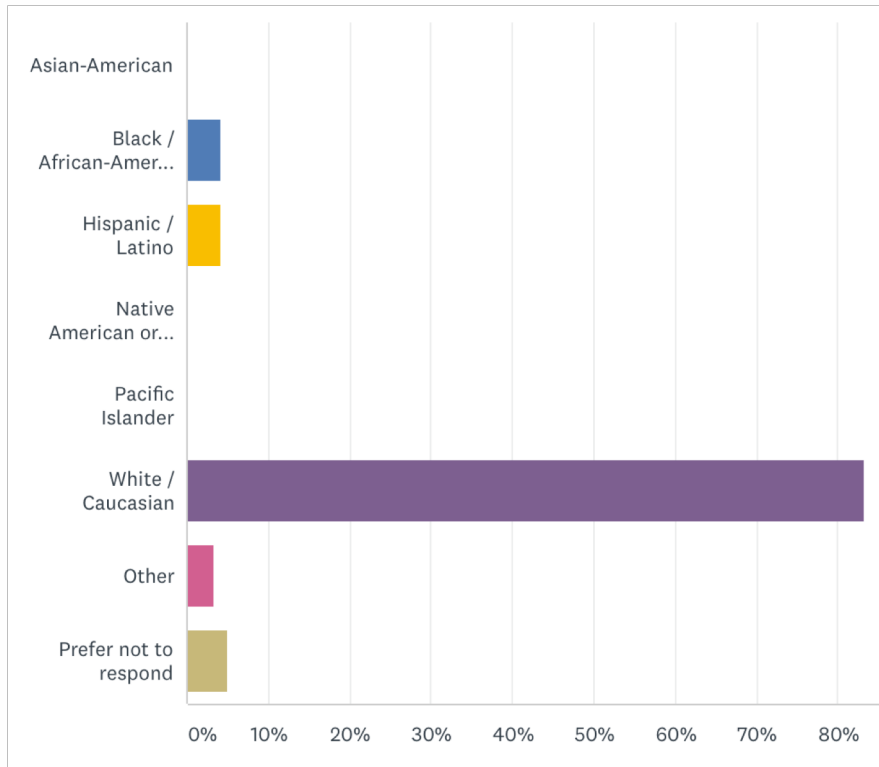
Professional Memberships



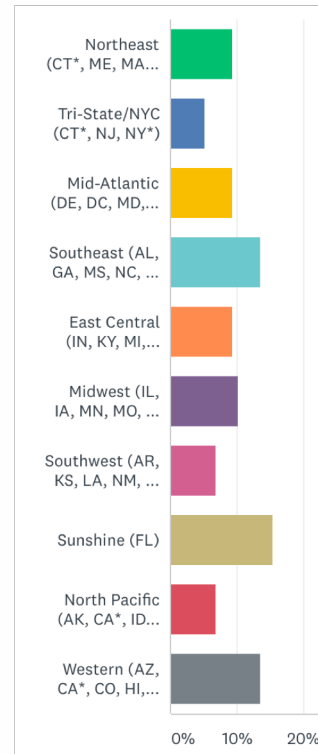
Participant Profile

Demographics

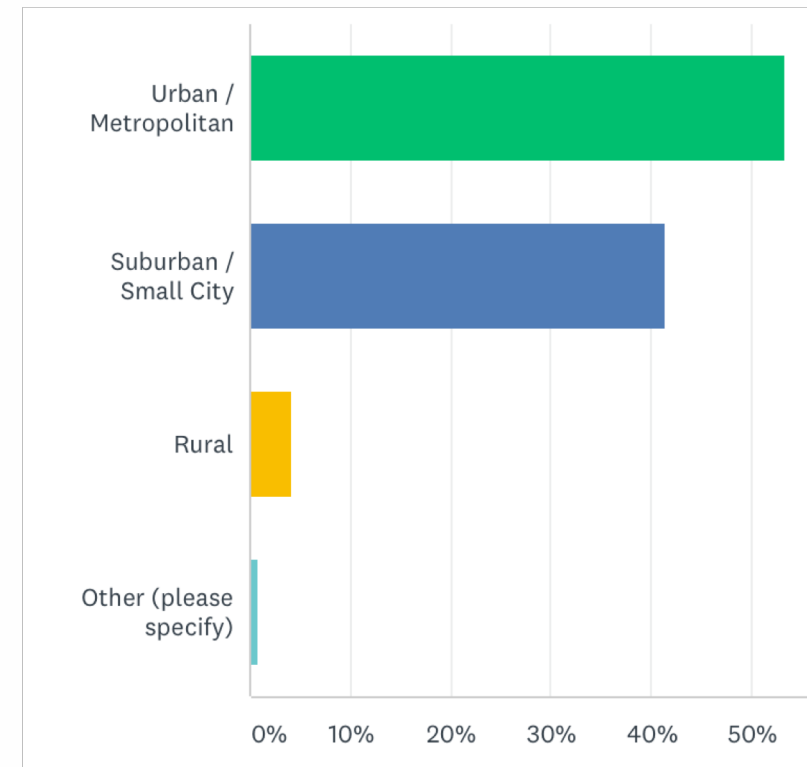
Race / Ethnic Identification



Region / PRSA District



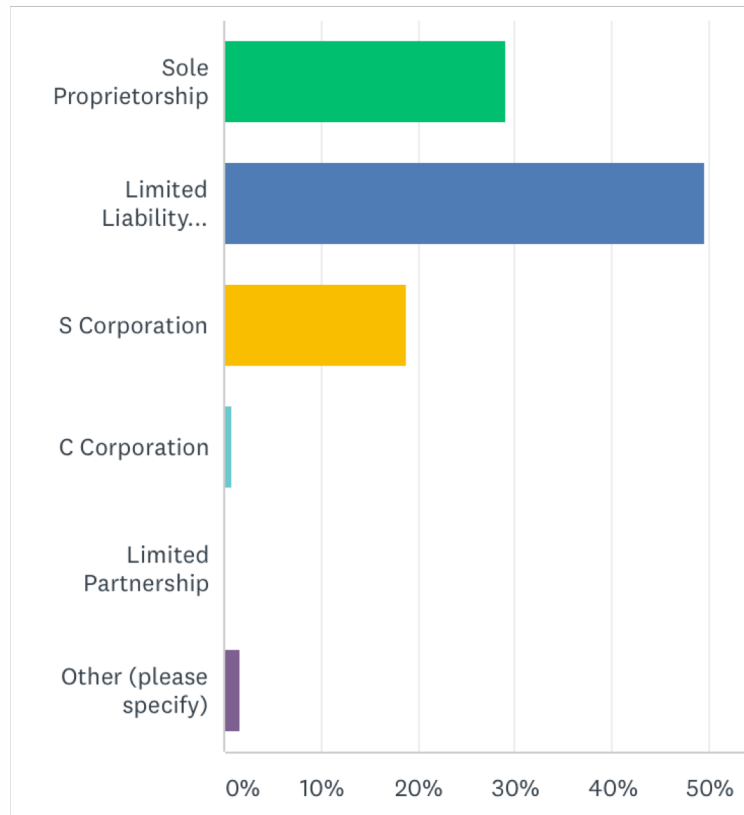
Market Size



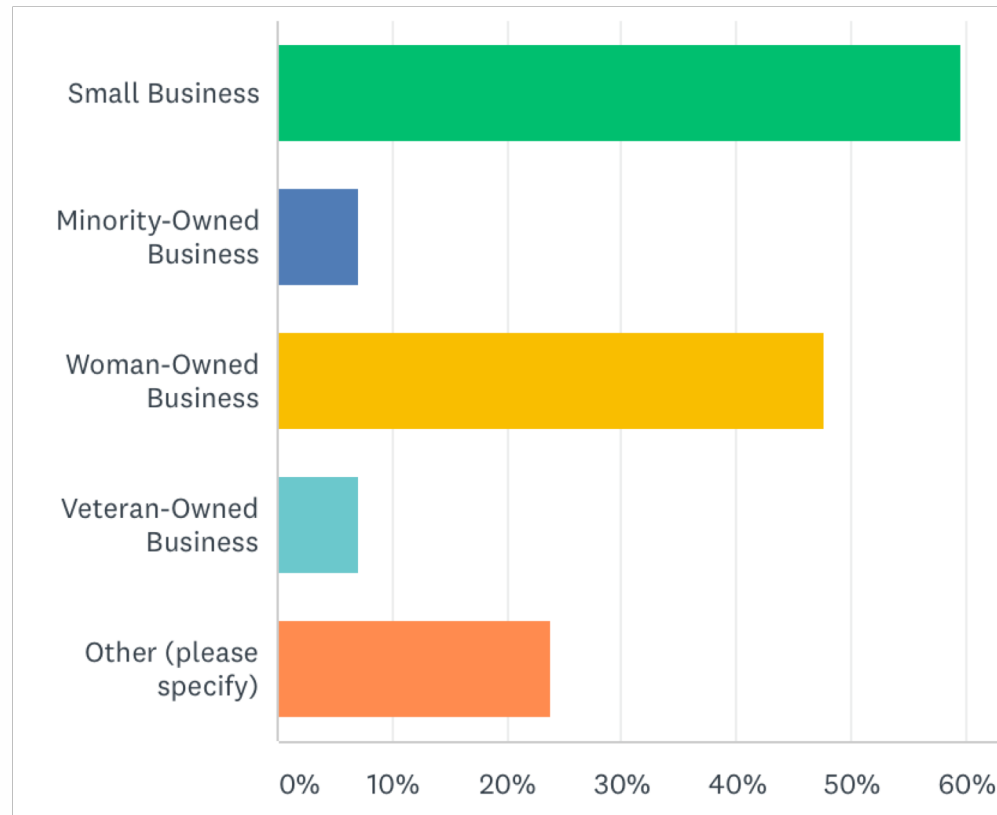
Participant Profile

Business Framework

Business Legal Organization



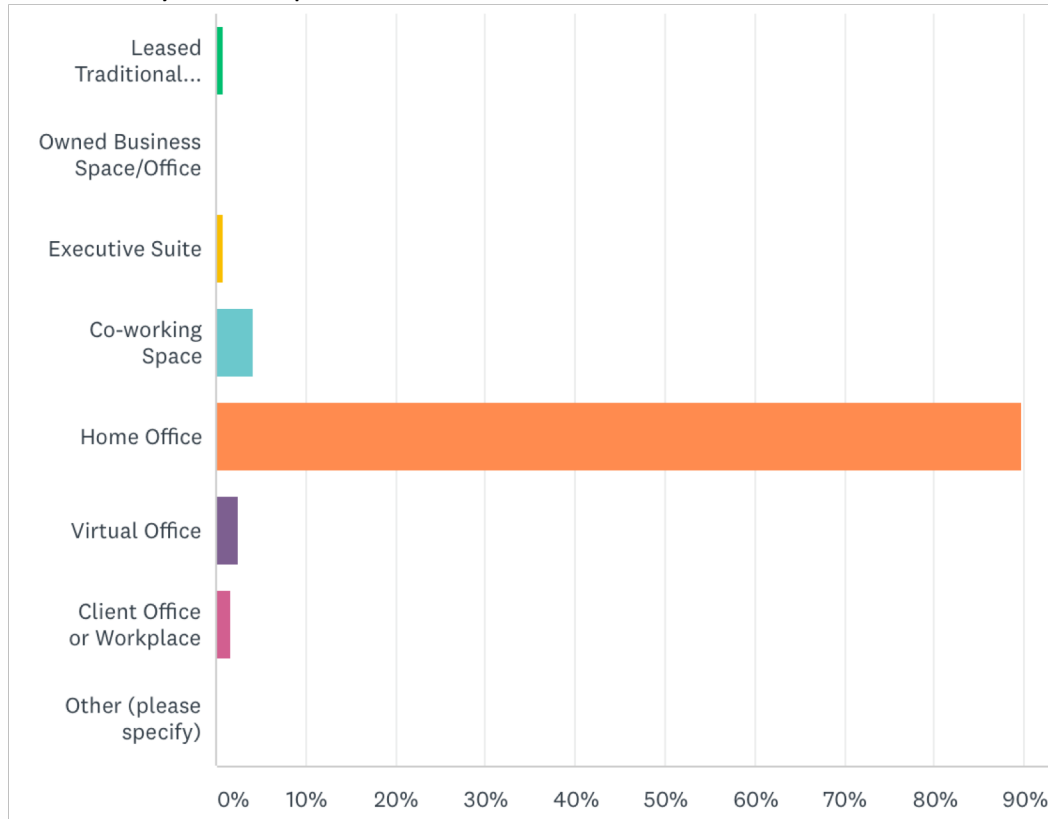
Special Designation/Preferred Vendor



Participant Profile

Workspace

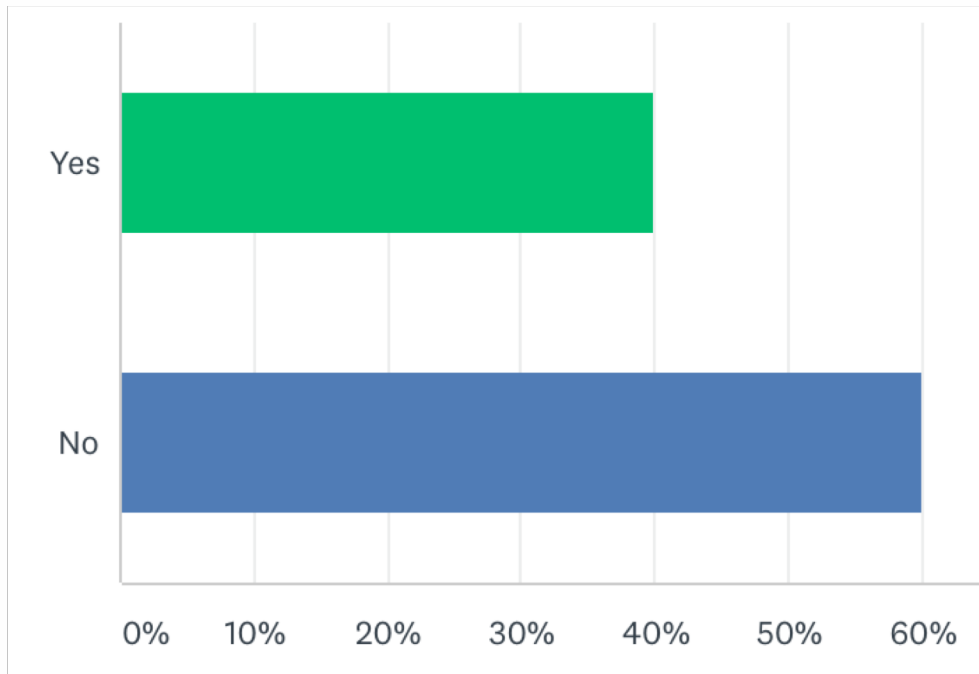
Primary Workplace



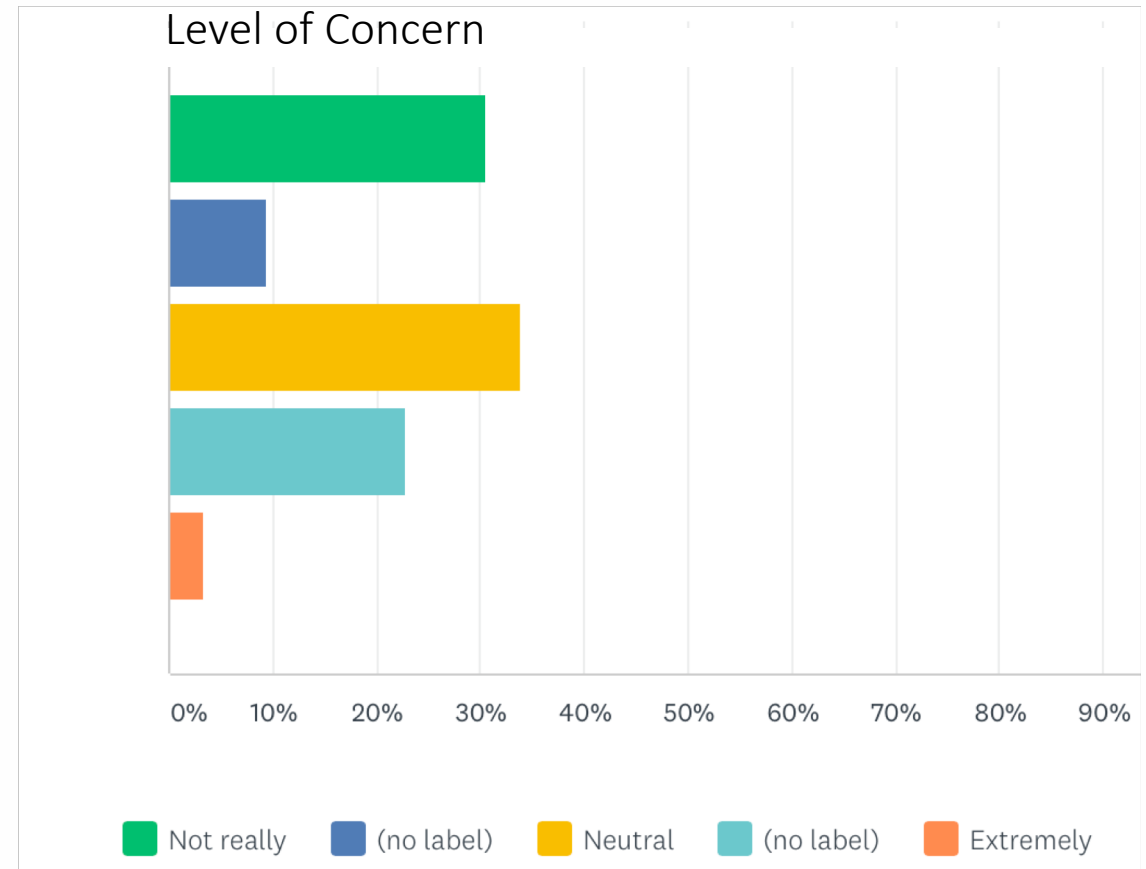
Participant Profile

Liability Insurance

Carry Professional Liability Policy

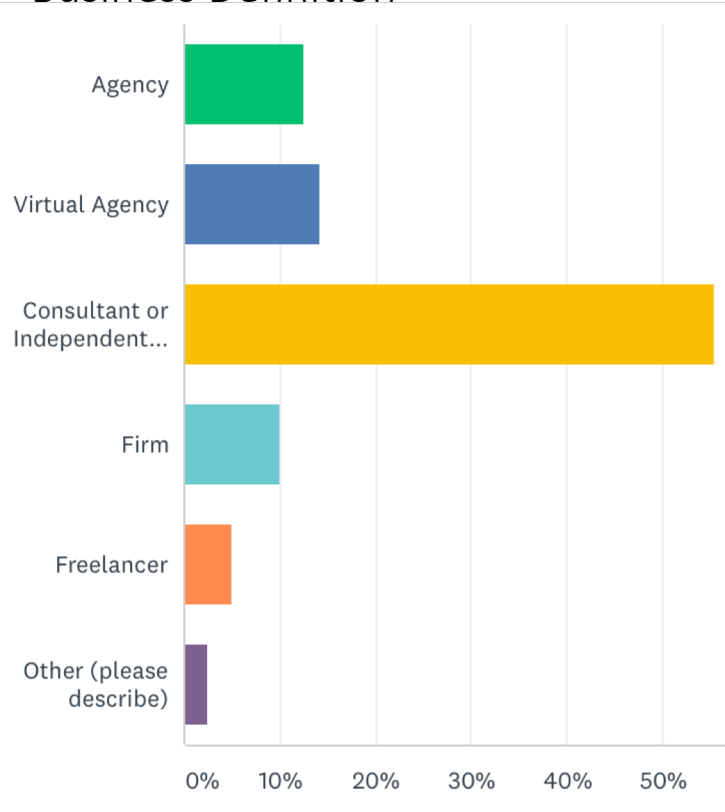


Level of Concern

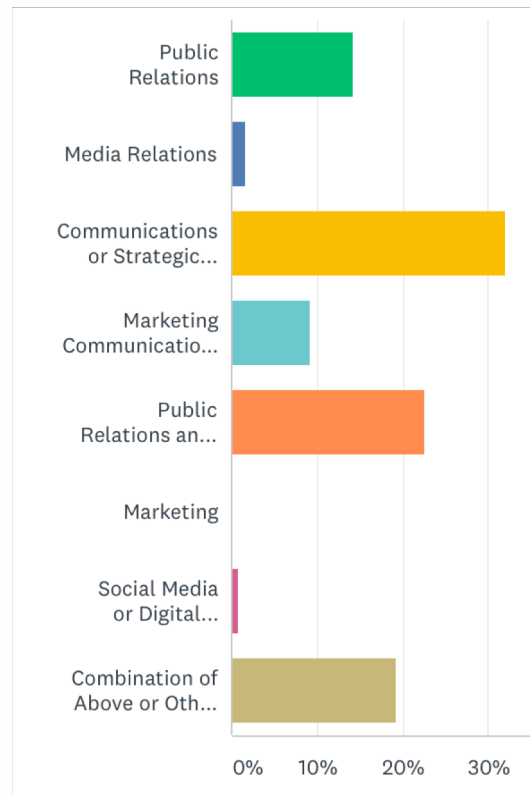


Marketing

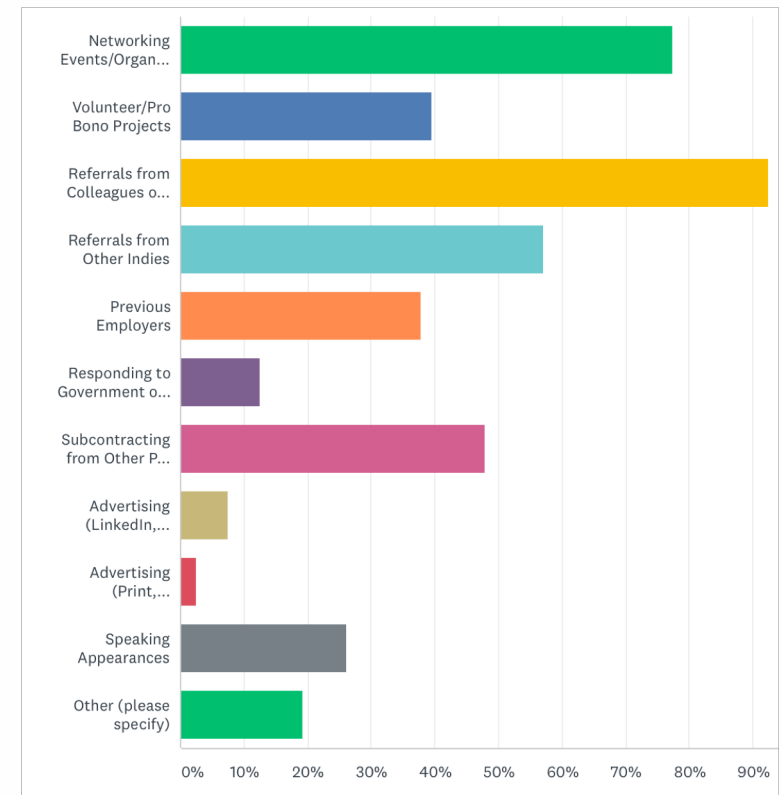
Business Definition



Services Description



Marketing Activities



Primary Services Offered

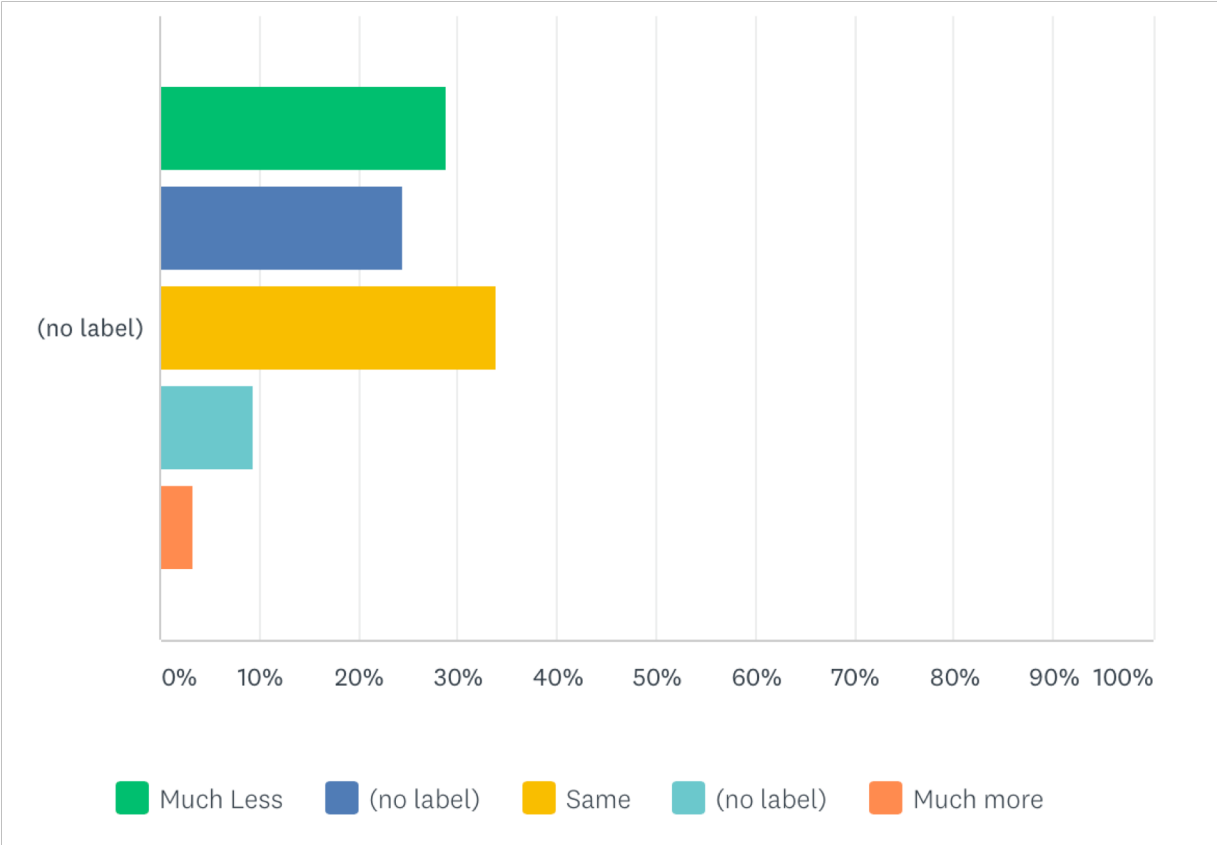
planning writing editing strategy counsel **Content** strategic

communications strategic planning

Media relations social media **writing** public relations

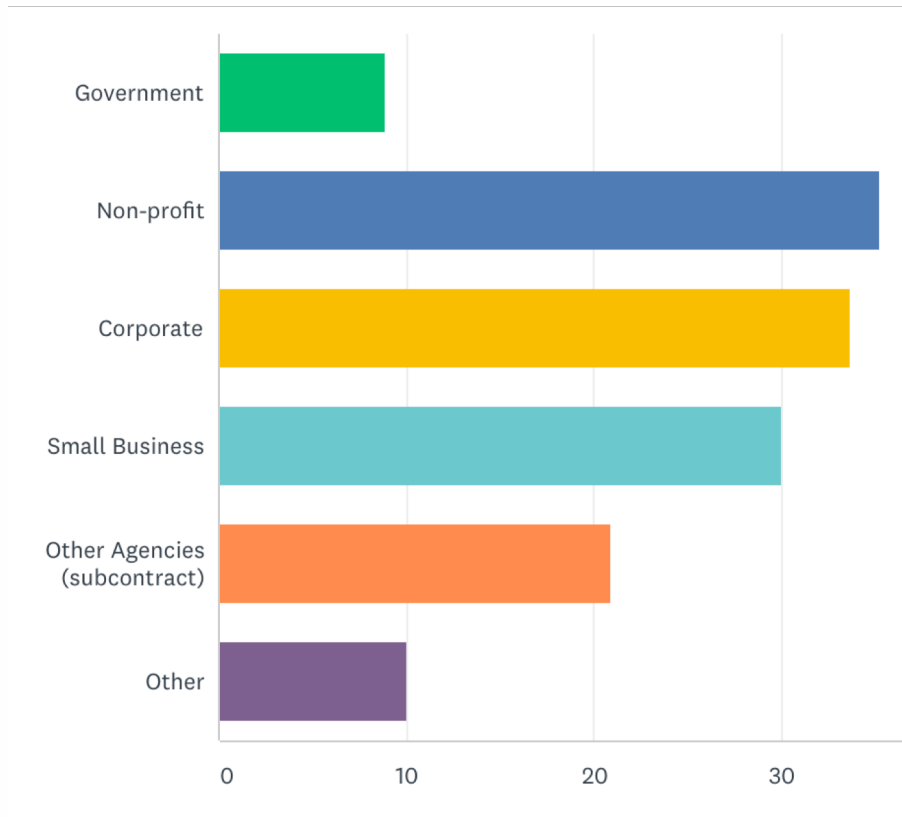
content development marketing

Media Relations (as % of services)

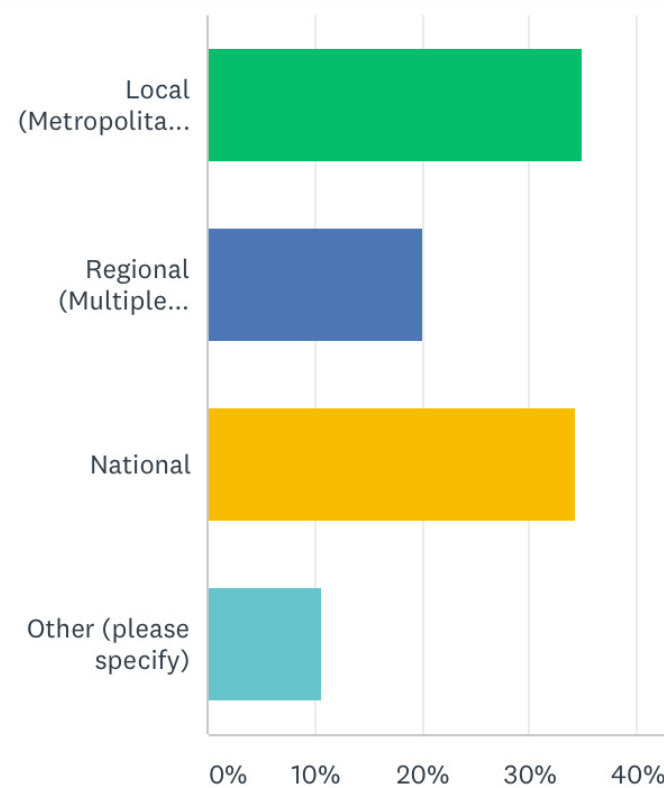


Practices / Business Sectors

Primary Business Sectors



Client Base

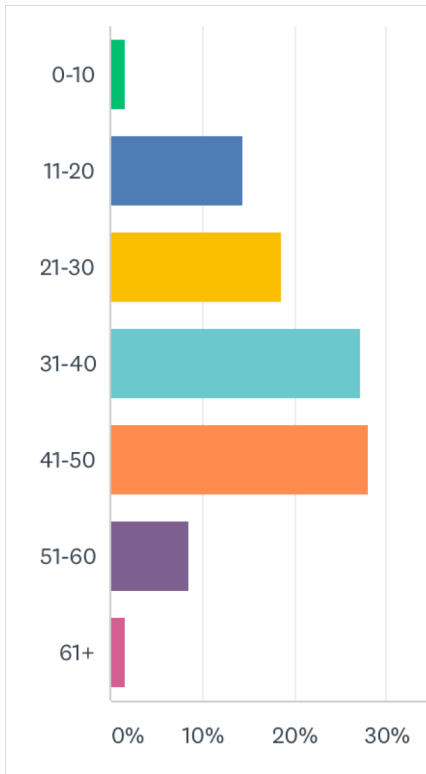


Average Hourly Rate

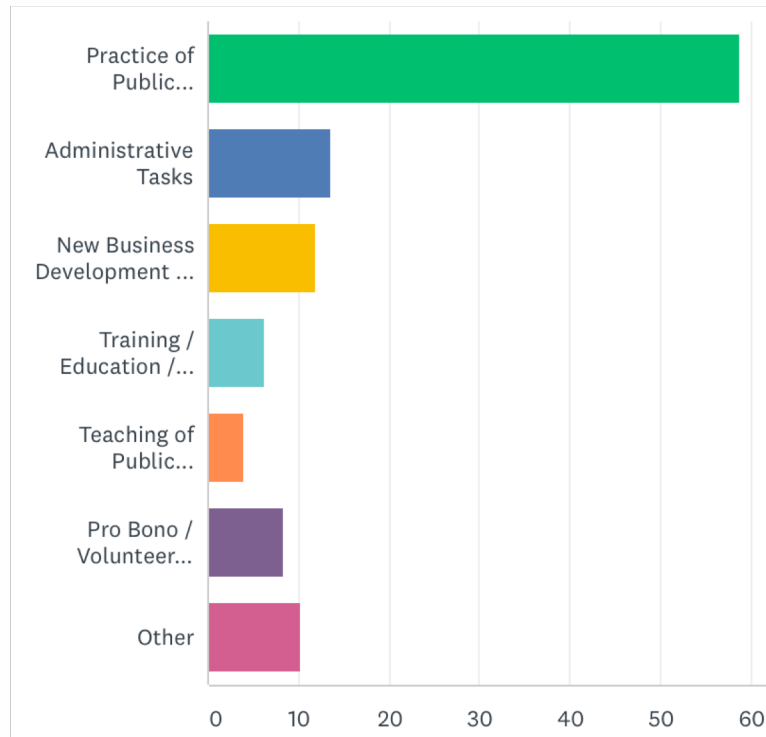
$$\begin{array}{ccccc} \$35 < & \mathbf{\$117} & < & \$250 \\ (+\$10) & & & & \\ & (-\$11) & & & (-\$50) \end{array}$$

Hours Worked / Billed

Average Hours Worked Weekly



Business Activities

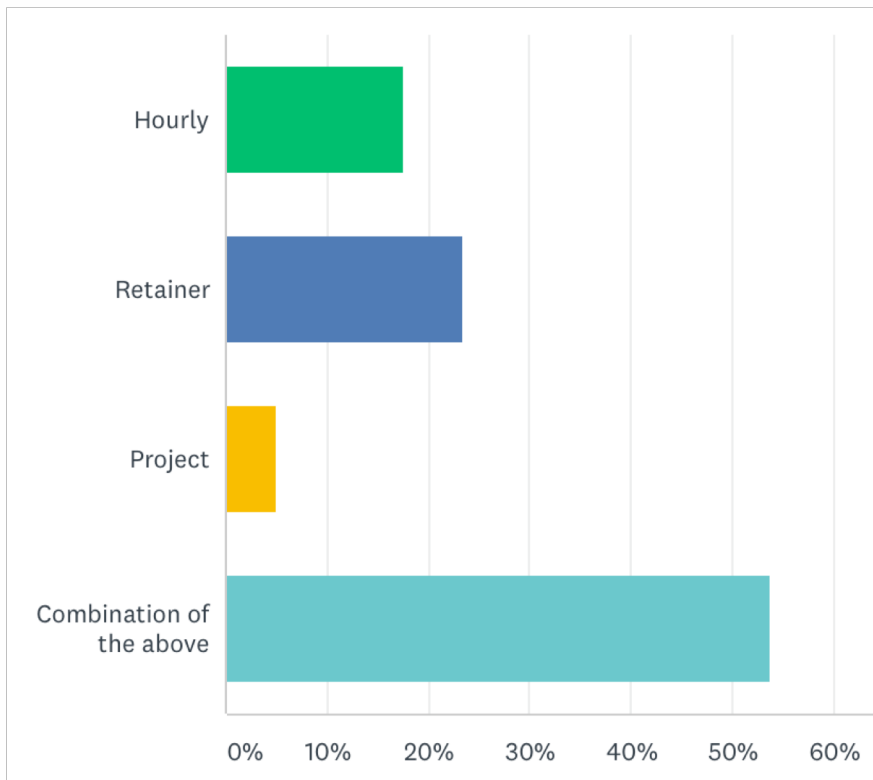


Avg. Hours Billed Weekly

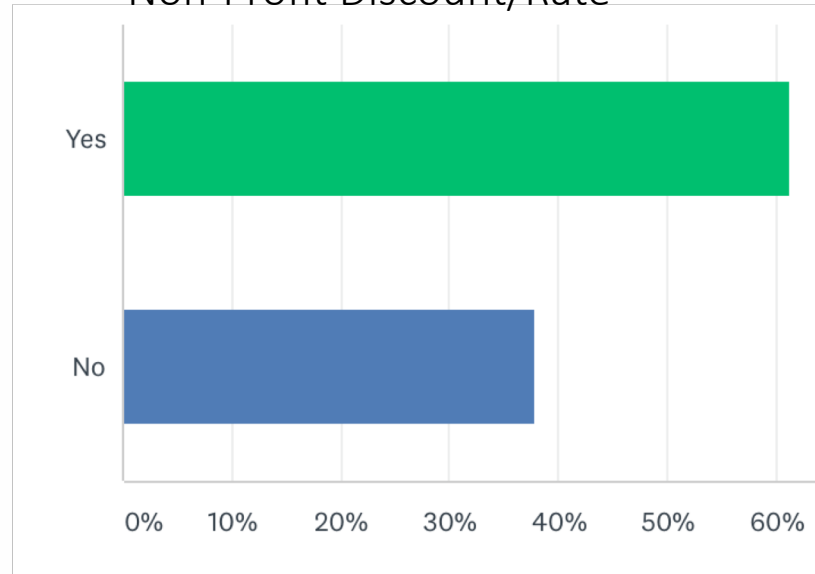
25.8
(+1.9)

Billing Practices

Billing Structure



Non-Profit Discount/Rate

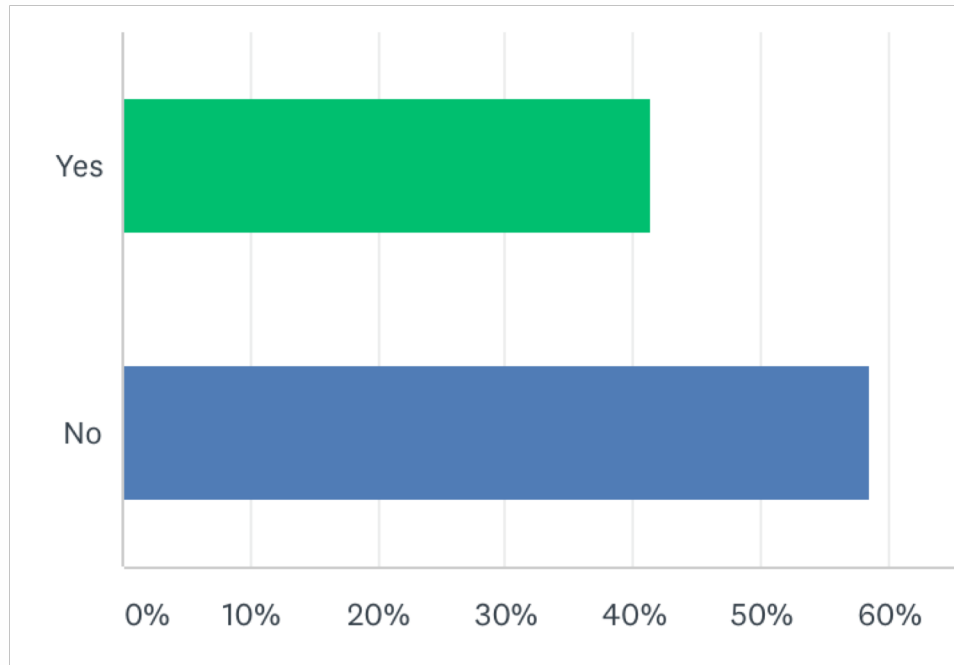


Average Discount:

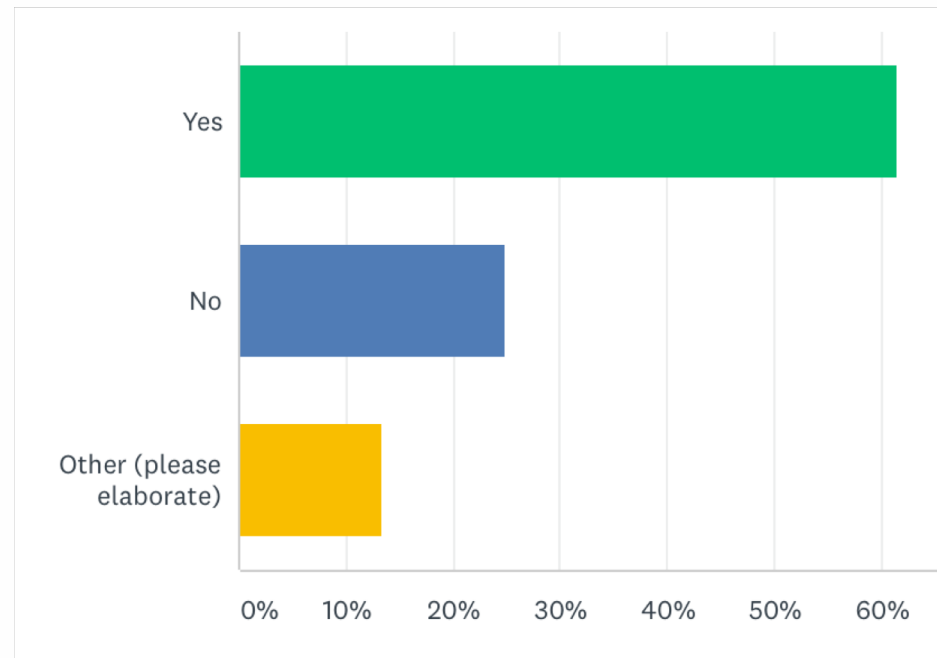
28%
(+1)

Packages & Menus of Services

Offer (or Offered in Past)

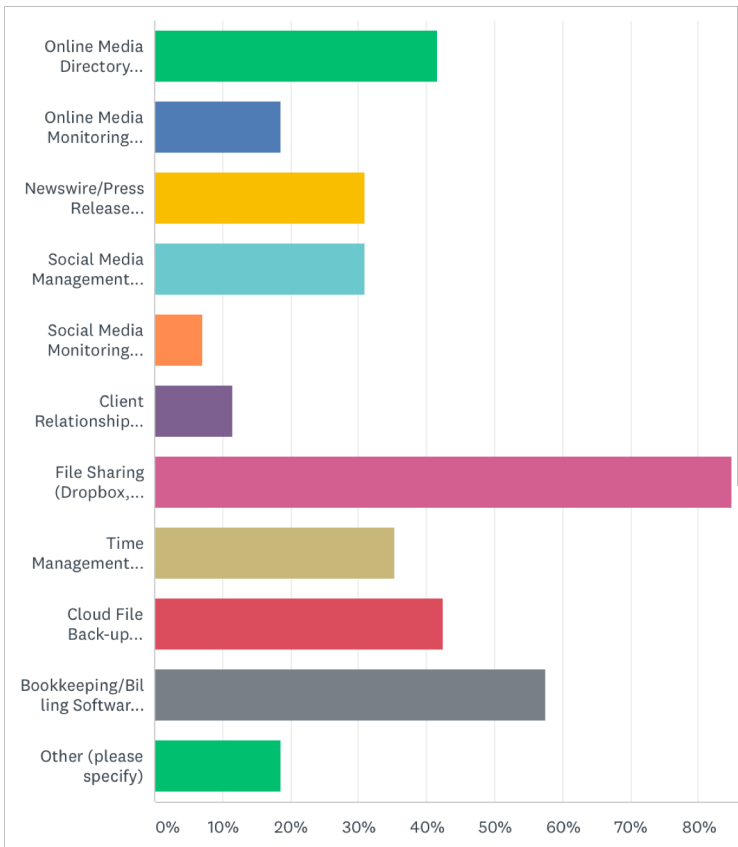


Successful Approach

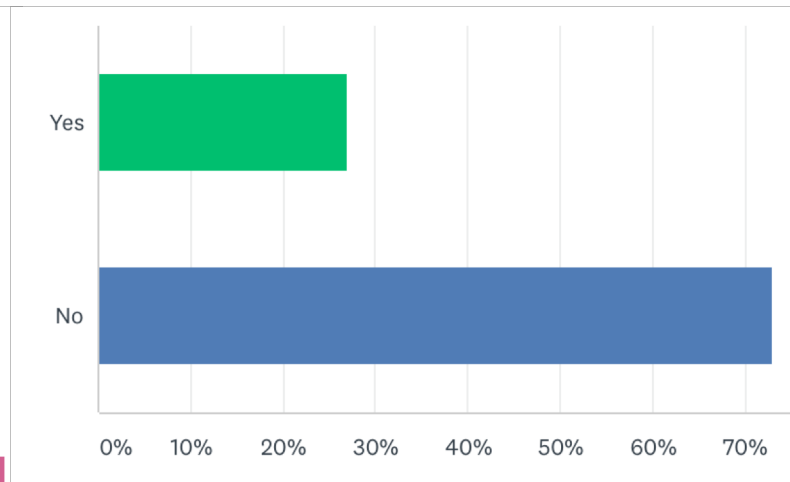


Vendors / Services

Vendors / Services Used



Purchase Through Co-op

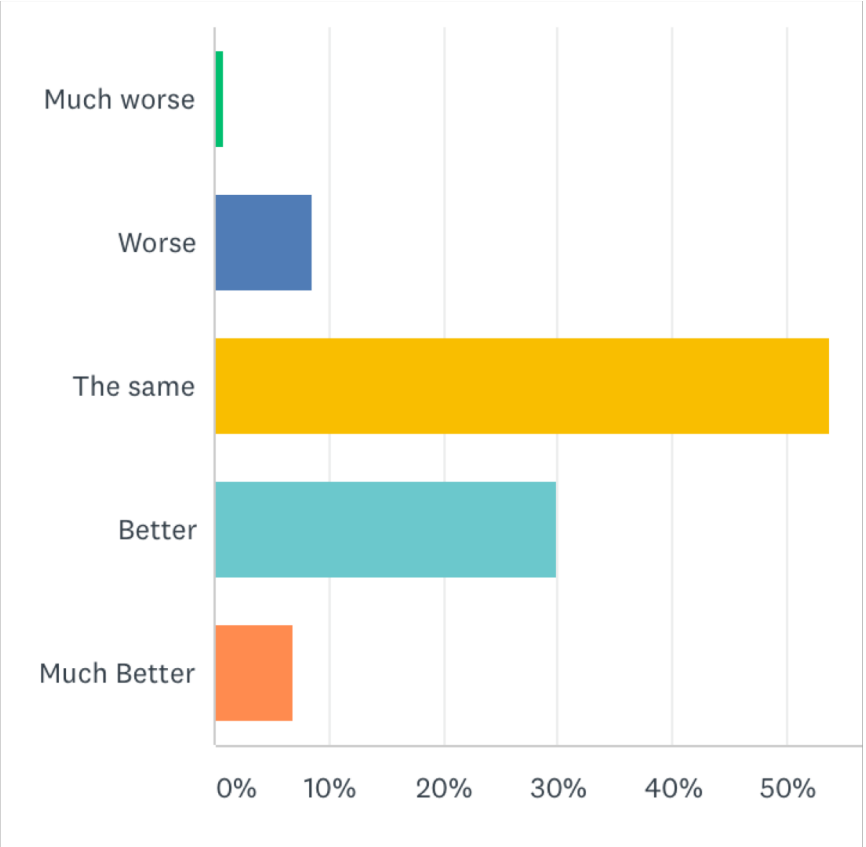


Interested in Co-op

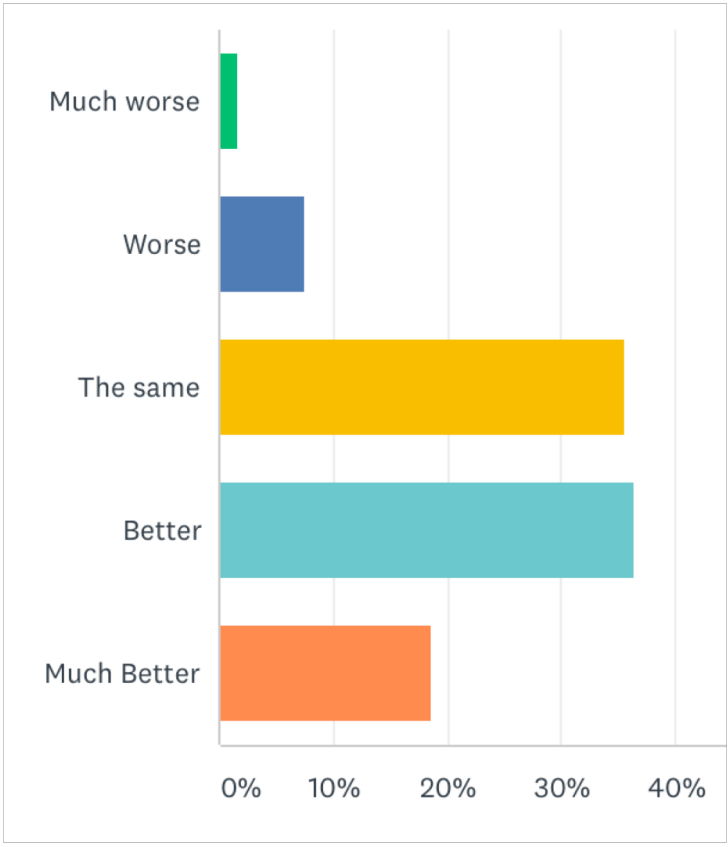
70%

Health of Economy / Industry

Business Climate in 2019

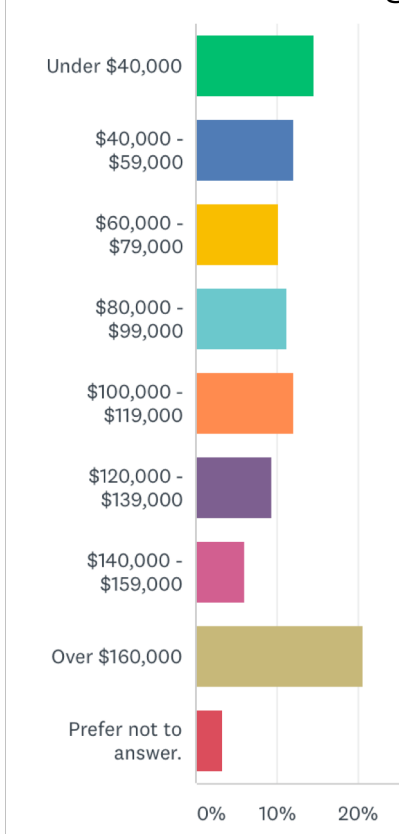


Your Business in 2019

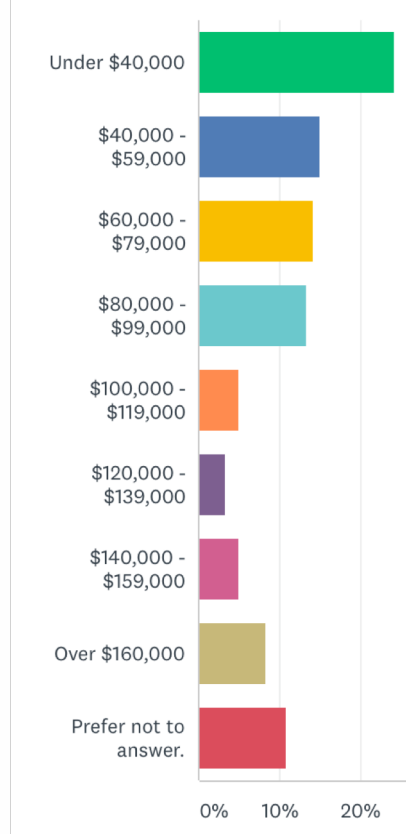


Billings / Income / Retirement Planning

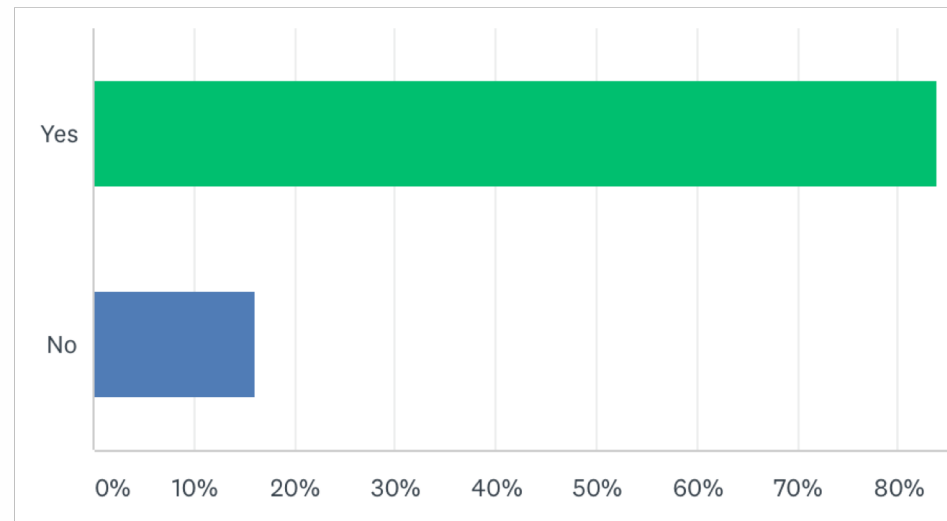
Annual Gross Billings



Annual Net Income



Contribute to Retirement Plan



Average Contribution:

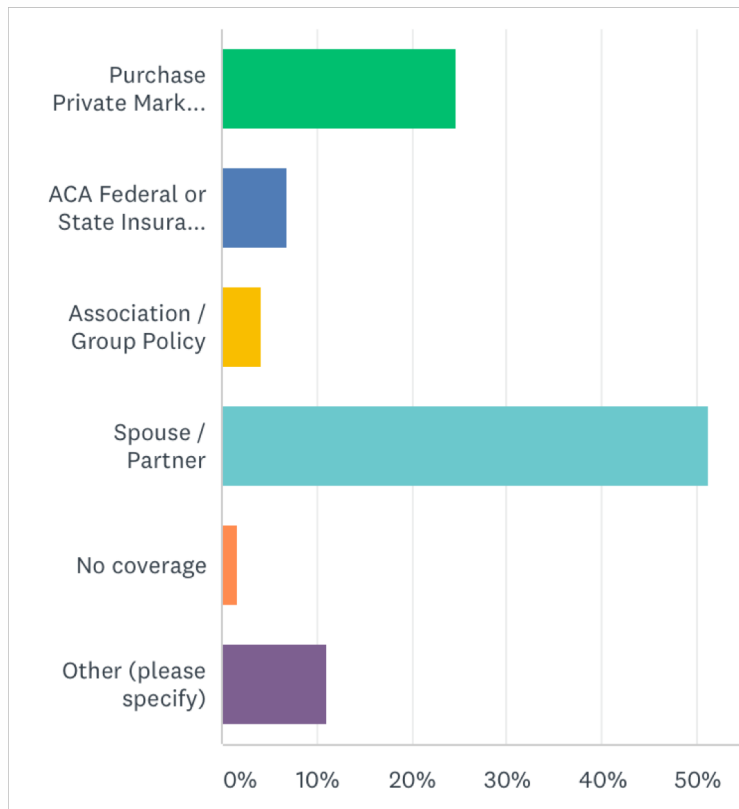
12%

Most Common Plans:

- SEP IRA
- Roth IRA
- 401(k)

Health Insurance / Health Care

Access



Avg. Spent (as % of Income)

12% (+1)

Other Sources:

- Veterans Administration Benefits
- Medicare
- Health Care Sharing Ministries

Lessons Learned

- Larger Sample Was Beneficial
(2019 Goal: 200+)
- Some Question Wording and Response Methods were Refined, Yielding More Useful Results
- New Subcontracting Section was Overwhelming and Deserves Dedicated Survey/Report

Contact Me



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Independent Practitioners Alliance