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How to find a decent translator
or
How a decent translator can
ensure he/she is found

*Translation Forum Russia,
St Petersburg, 23-25 September 2011*

Survey of clients

69 people responded to the survey, of whom 12 are private individuals and 57, representatives of organisations:

Service provider	15
Translation Agency	13
Manufacturer of goods and equipment	10
Vendor of goods and equipment	5
Research, design or engineering concern	2
Publishing house	1
Other	11

Of these 69 respondents, 28 are translators and 41 are not.

56 of the respondents are from Russia, four from the United States, three from Ukraine and one each from the United Kingdom, Germany, Israel, Italy, the Netherlands and Estonia.

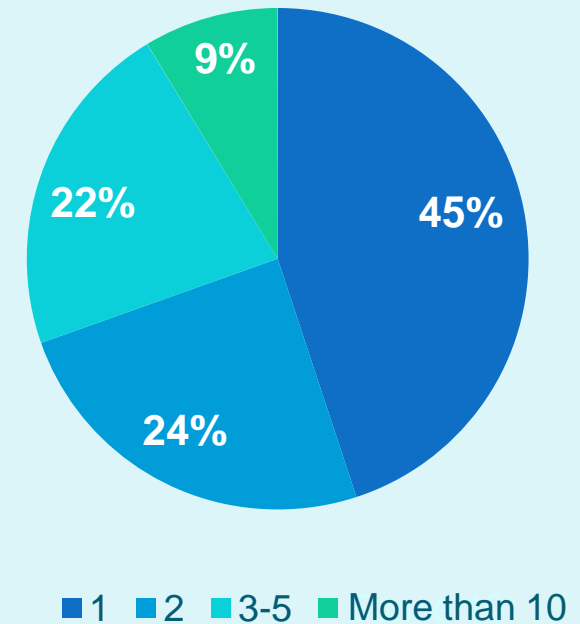
Survey of clients

Translation direction

- All clients except one require translations from or into English.
- Almost one half of the clients require translations in just one language pair.
- The only language pair is always English-Russian.

Translation direction	Percentage of clients
From a foreign language into Russian	84%
From Russian into a foreign language	75%
From a foreign language into another foreign language	22%

Number of languages

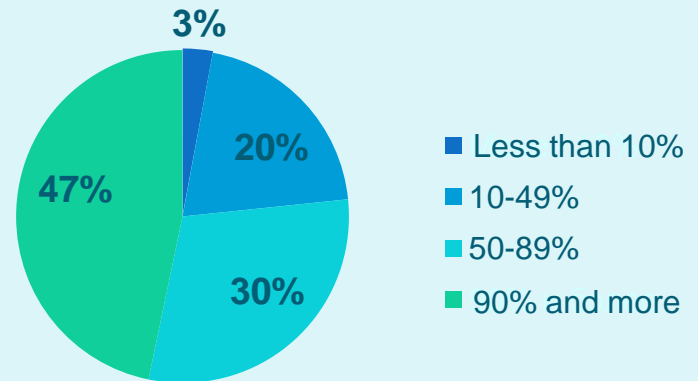


Based on results of research conducted by EnRus translation agency in August 2011

Survey of translators

- 137 translators were surveyed (76 women and 61 men, with an average age of 35 years)
- 55% hold only a language qualification
- 12% hold both a language qualification and another higher education qualification
- 31% hold only a non-language qualification
- 2% have no higher education qualification
- 63% work with end clients
- 71% work with Russian translation agencies
- 39% work with foreign translation agencies

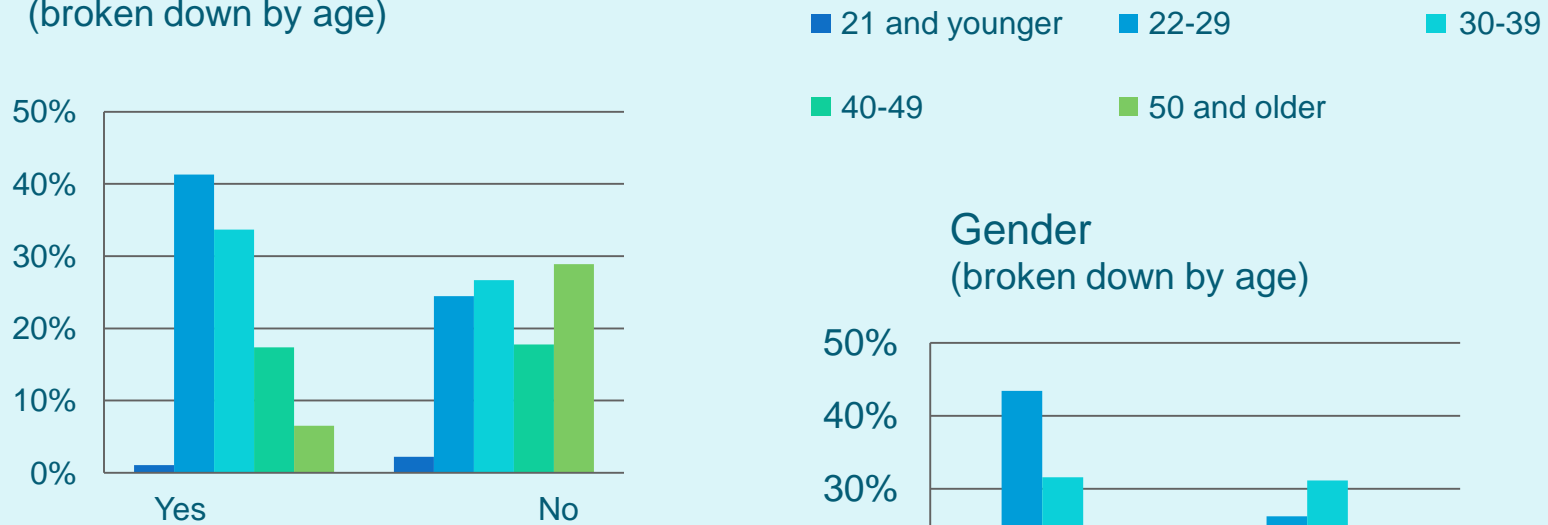
Share of translations into one's native language



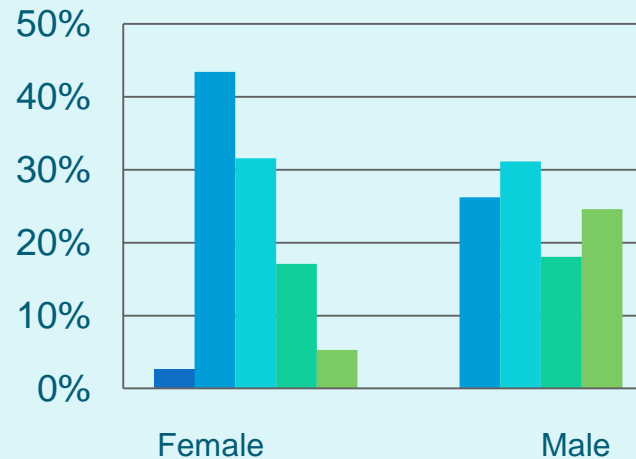
Based on results of research conducted by EnRus translation agency in August 2011

Survey of translators

Do translators hold a language qualification?
(broken down by age)



Gender
(broken down by age)

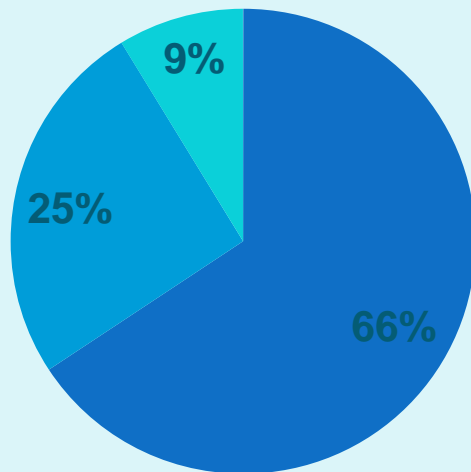


Based on results of research conducted by EnRus translation agency in August 2011

Survey of translators

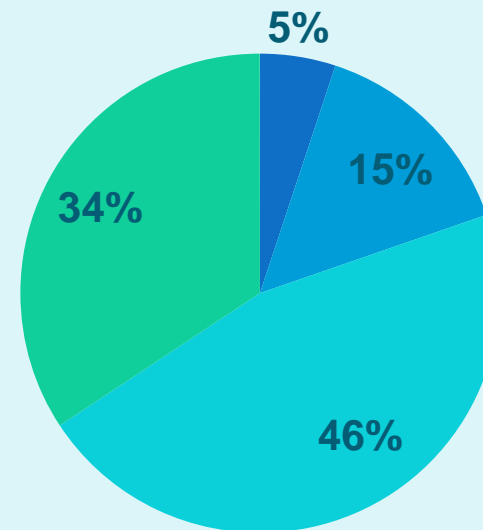
Place of residence

- More than 1 million
- From 100,000 to 1 million
- Fewer than 100,000



Translation experience

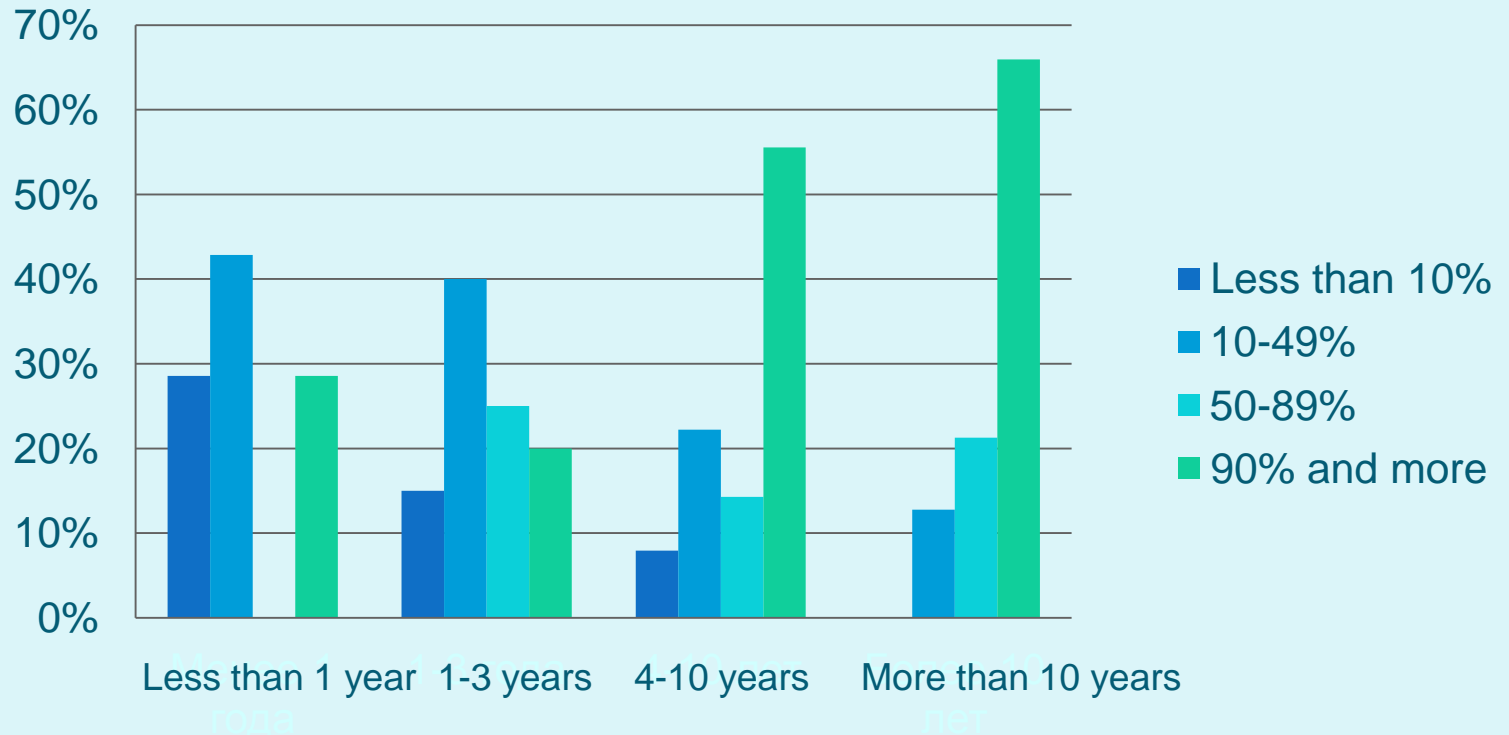
- Less than 1 year
- 1-3 years
- 4-10 years
- More than 10 years



Based on results of research conducted by EnRus translation agency in August 2011

Survey of translators

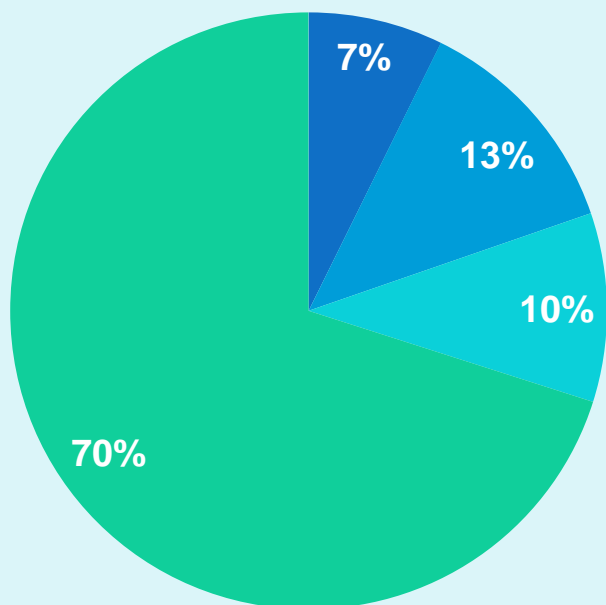
Contribution of freelance translation in total income of respondents, dependent upon experience



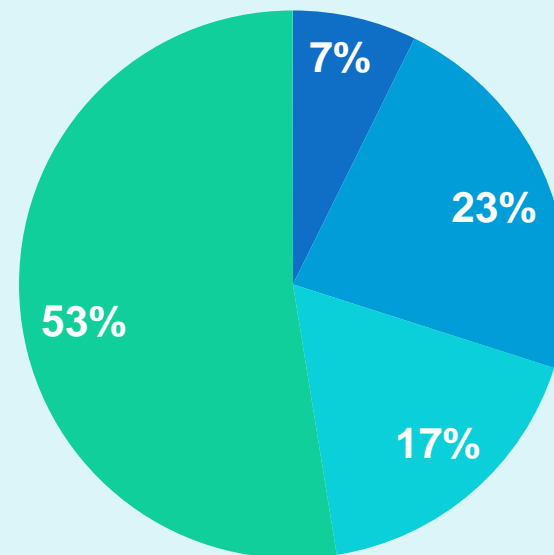
Based on results of research conducted by EnRus translation agency in August 2011

Survey of translators

Share of freelance translation in total freelancing income



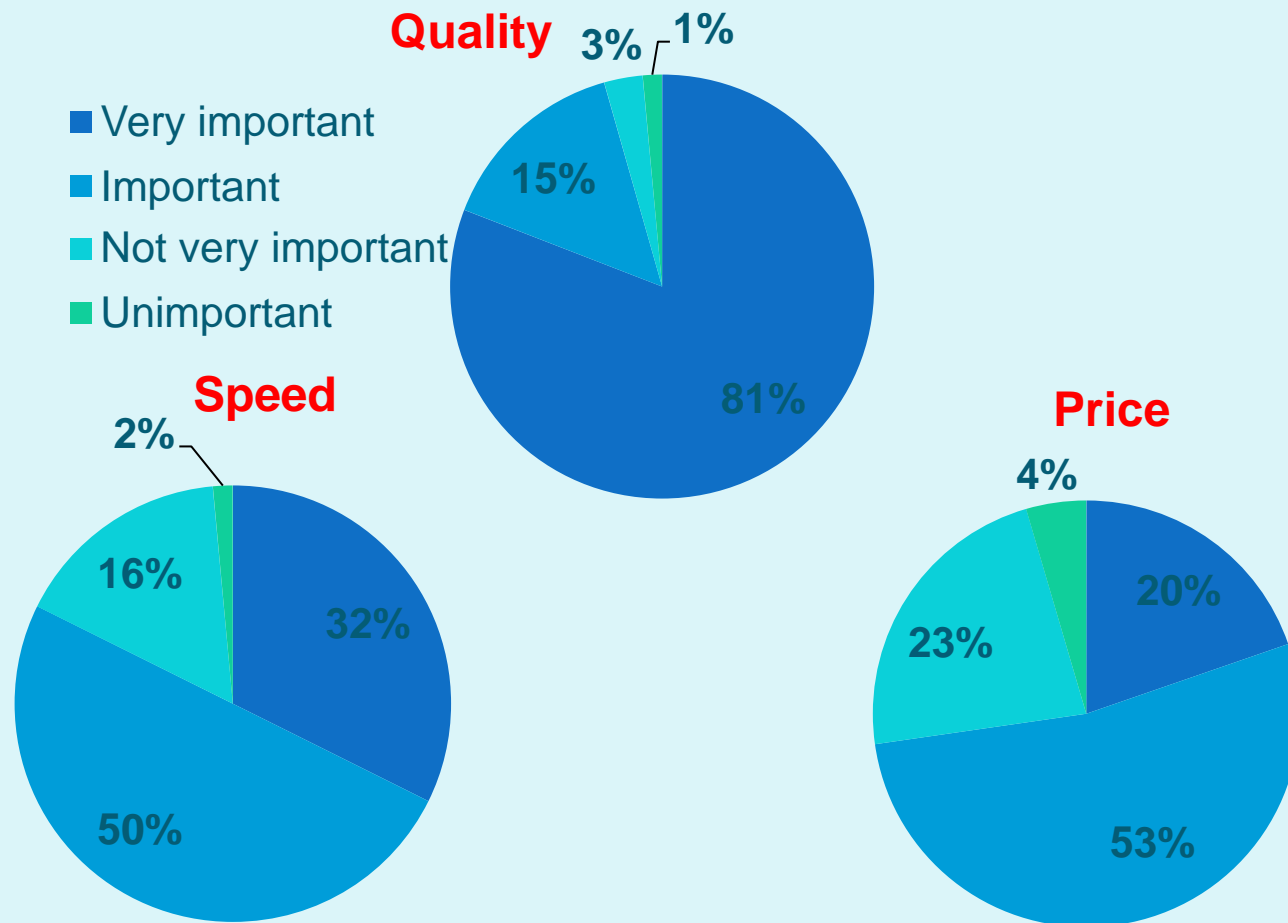
Share of freelance translation in total income



- Less than 10%
- 10-49%
- 50-89%
- 90% and more

Based on results of research conducted by EnRus translation agency in August 2011

Main requirements for a translation



Based on results of research conducted by EnRus translation agency in August 2011

Other requirements for a translation

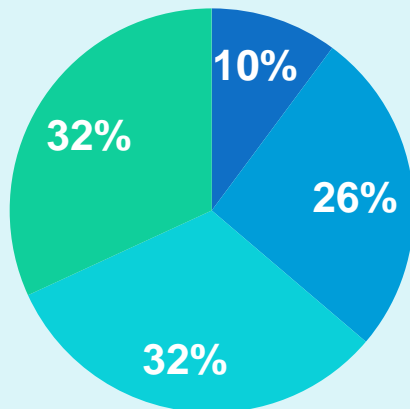
- Stability and predictability in the supplier's work
- Conformity to the specific nature of the translation
- Ratio of speed and level of expertise in the subject matter (quality)
- Understanding of the subject and ability to adapt a translation to the specific realities of the Russian market
- Reliability (if a job is accepted, it will be completed, even if not always sufficiently well). No need to send reminders, check up on the translator and so on. The translator will only farm work out with my consent.
- Respects deadlines and applies feedback
- Quality of the work of translation agency managers, the efficiency of their responses and willingness to be flexible

Based on results of research conducted by EnRus translation agency in August 2011

Main requirements for translators

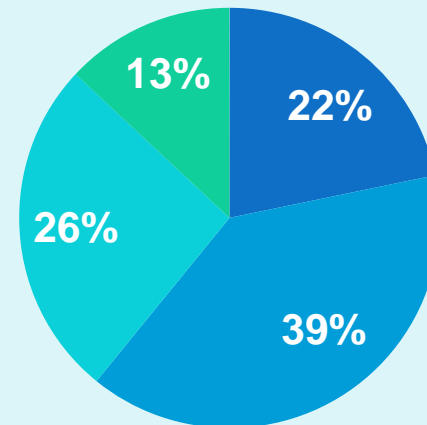
- Translation qualification - 55% of clients
- Qualification in the subject area of their translations - 48%
- Sample translations – 55%.
- Tests – 61%
- Translation memory tools - 65%
 - 26% are happy whatever tool the translator uses
 - 12% want Trados
- A website
 - for the freelancer - 8%.
 - for the translation agency - 35%.

Experience in translation



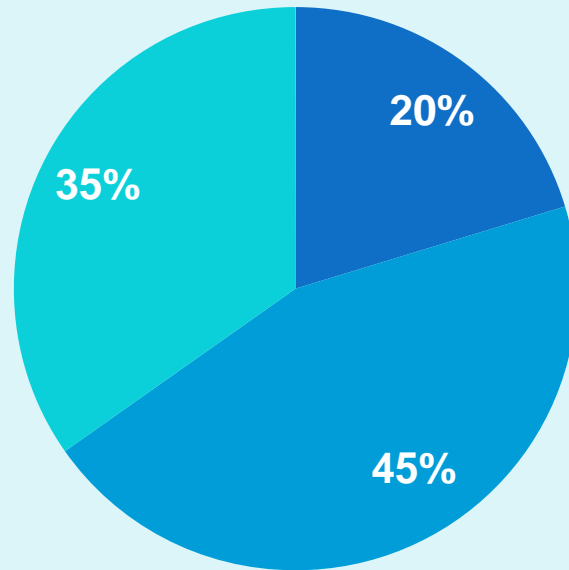
- None
- At least one year
- At least three years
- More than three years

Experience in the subject field



Based on results of research conducted by EnRus translation agency in August 2011

Satisfaction with translation services



- The translation quality is good, the price is right. We need more suppliers
- The translation quality is good, the price is right and we have enough suppliers
- We need to replace some of our suppliers

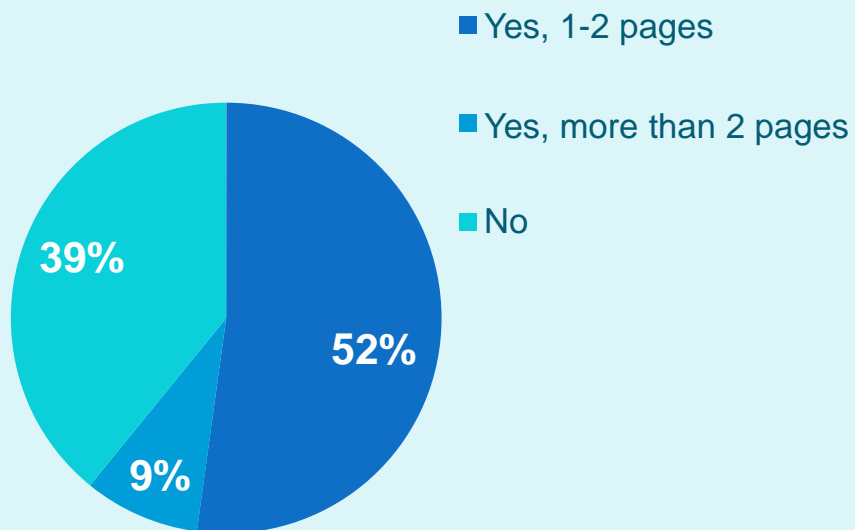
A large proportion of the respondents work with several (no more than 5) translators and several (also no more than 5) translation agencies. 10% indicated price as the main reason for dissatisfaction, while 35% indicated unstable quality as the main reason.

Based on results of research conducted by EnRus translation agency in August 2011

Testing

- 61% of clients test potential translators
- Of those who perform testing, 33% of clients pay translators to complete a test

Test or don't test?



Pay or don't pay?



Based on results of research conducted by EnRus translation agency in August 2011

Where and how freelancers are found

Ways that translators are found	Percentage that agree
On advice of acquaintances	62
On the Internet	19
In other areas of the media	1
By posting an advertisement	9
None of the above	33

Other means:

- The translation agency I work with selects its translators
- We train our own
- I speak or correspond with each one personally
- Personal contacts
- I seek advice from acquaintances
- Translators apply themselves and we test them
- We have our own database
- Based on personal observations of the conduct
- of translators in the virtual environment and in real life
- According to reputation
- I check their standard using short tests
- We work many years with one and the same company that provides us with translations
- Social networking sites

Based on results of research conducted by EnRus translation agency in August 2011

Where and how freelancers are found

What information must appear on the website (or CV) of a translator?

Information	Percentage that agree
E-mail address	93
Details about experience	88
Telephone number	80
Education history	72
Pricelist	55
Samples of work	55
List of clients	48
Client feedback	48
Address	36
Age	20
Photograph	10

Additional information:

Translation direction

Area of expertise

Participation in conferences

Based on results of research conducted by EnRus translation agency in August 2011

Where and how freelancers are found

Internet search

Method	Number of respondents
Search engine using keywords	6
On specialist translation websites based on profiles	8
On specialist translation websites based on feedback	7
On the website freelance.ru	1
On specialist translation websites based on personal impressions	1
On websites of professional associations	1

Based on results of research conducted by EnRus translation agency in August 2011

Which freelancers are given preference

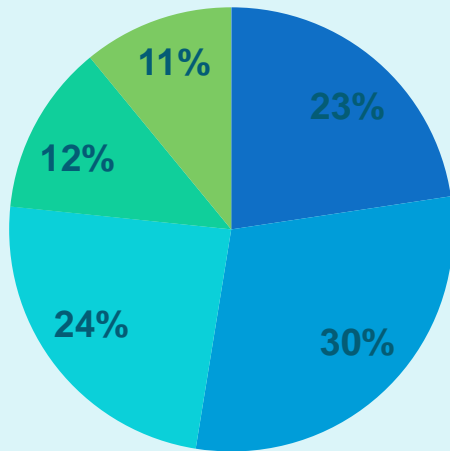
Criteria	Percentage that agree
Those who ask questions	58
Those who have worked with foreign clients	46
Those who are located in your city	43
Those who have worked for prestigious clients	32
Those who respond first	25
Those with a diploma from a prestigious college or university	16
Those aged between 30 and 40	14
Those older than 40	9
Those who do not ask questions	7
Women	7
Men	4
Those younger than 30	0

Based on results of research conducted by EnRus translation agency in August 2011

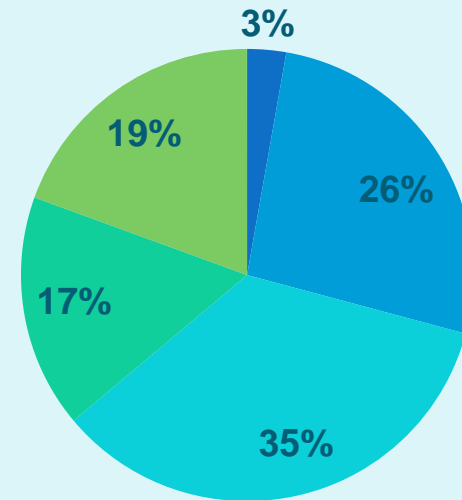
Average monthly income from freelance translation

All respondents

- Less than RUB 10,000
- RUB 10,000 – 30,000
- RUB 30,000 – 50,000
- RUB 50,000 – 70,000
- More than RUB 70,000



Respondents with 90% of income from freelance translation



Those for whom 90% and more of their total income comes from freelance translation differ greatly from the other respondents in all indications.

Based on results of research conducted by EnRus translation agency in August 2011

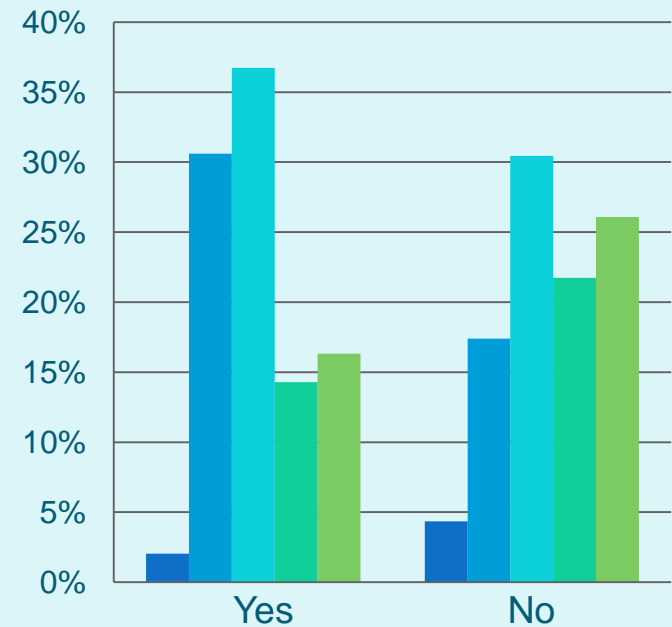
Translation Forum Russia, St Petersburg, 23-25 September 2011

To what extent income depends on having a language qualification

All respondents



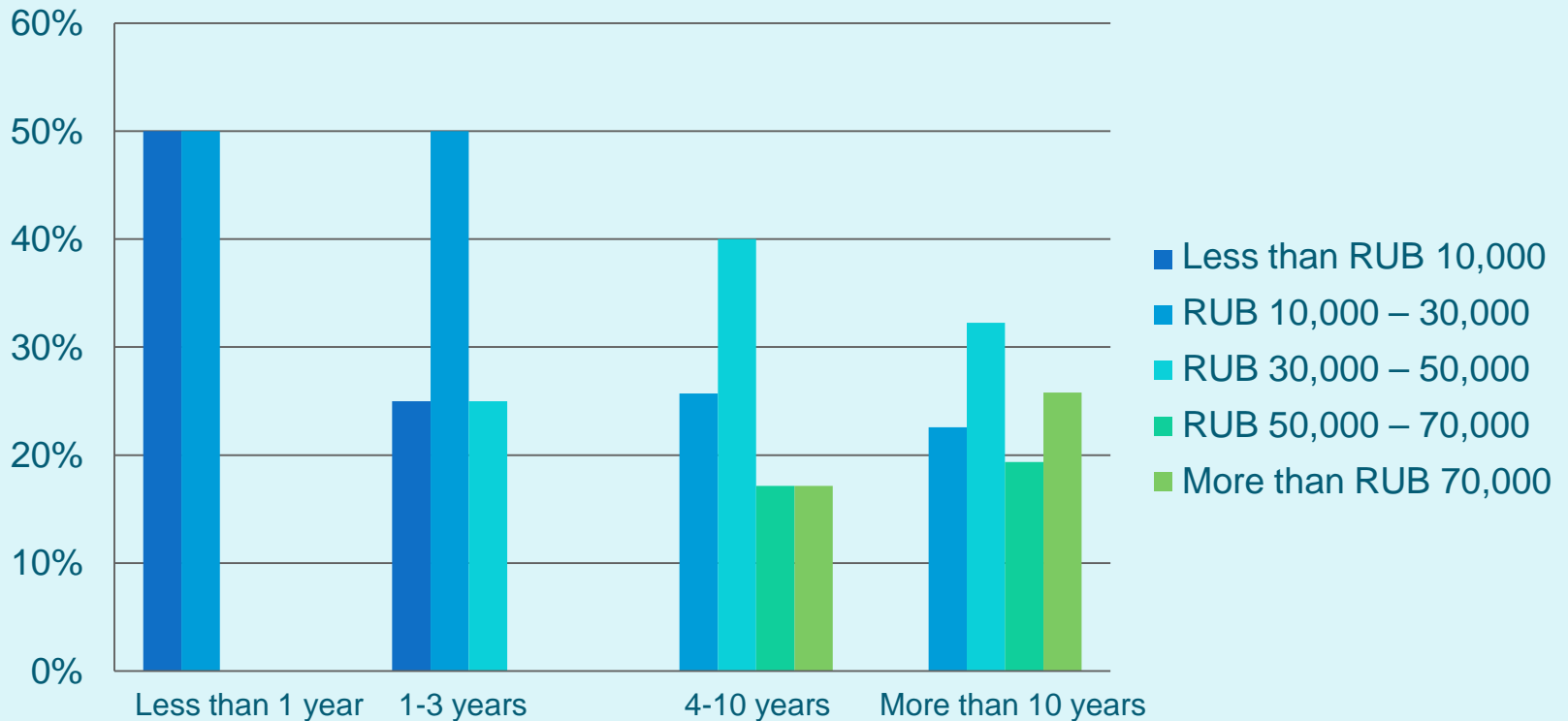
Respondents with 90% of income from freelance translation



Based on results of research conducted by EnRus translation agency in August 2011

To what extent income depends on experience

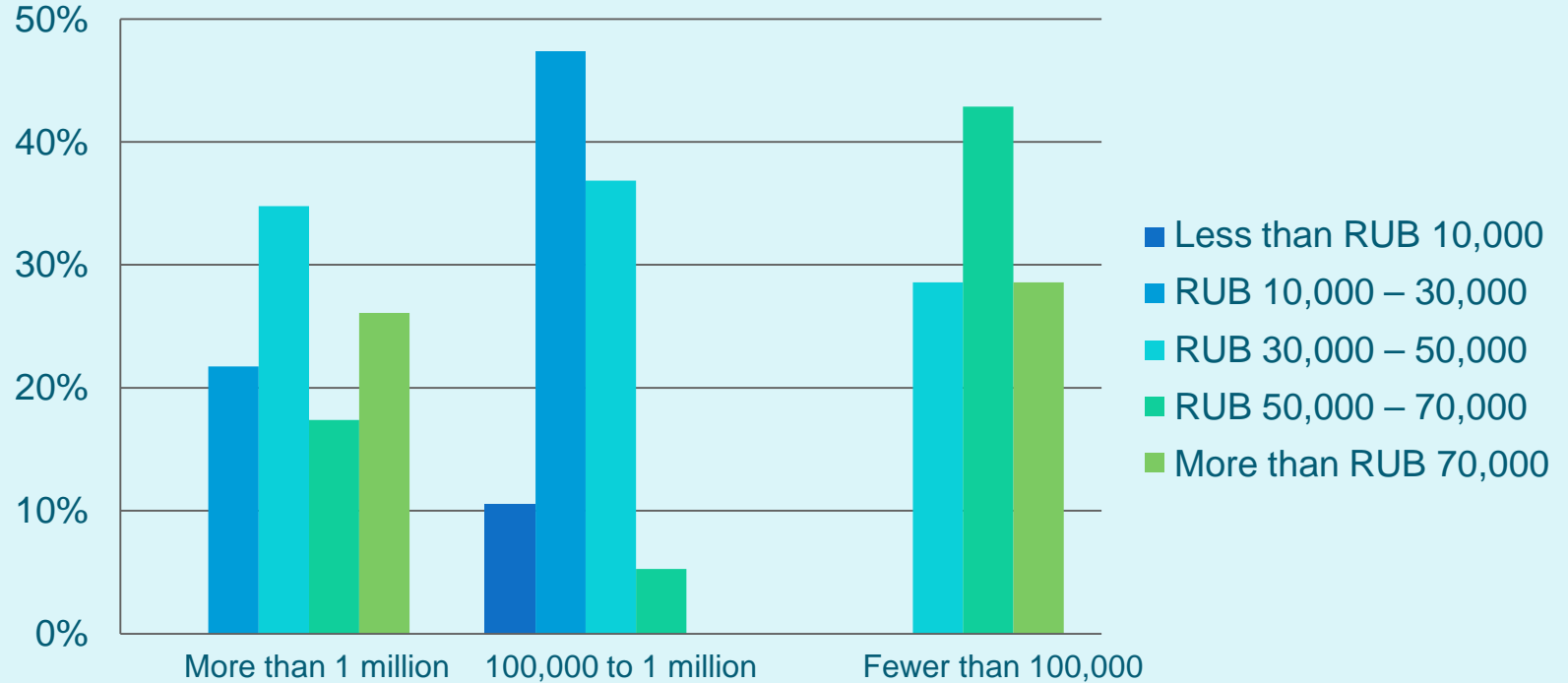
Respondents with 90% of income from freelance translation



Based on results of research conducted by EnRus translation agency in August 2011

To what extent income depends on place of residence

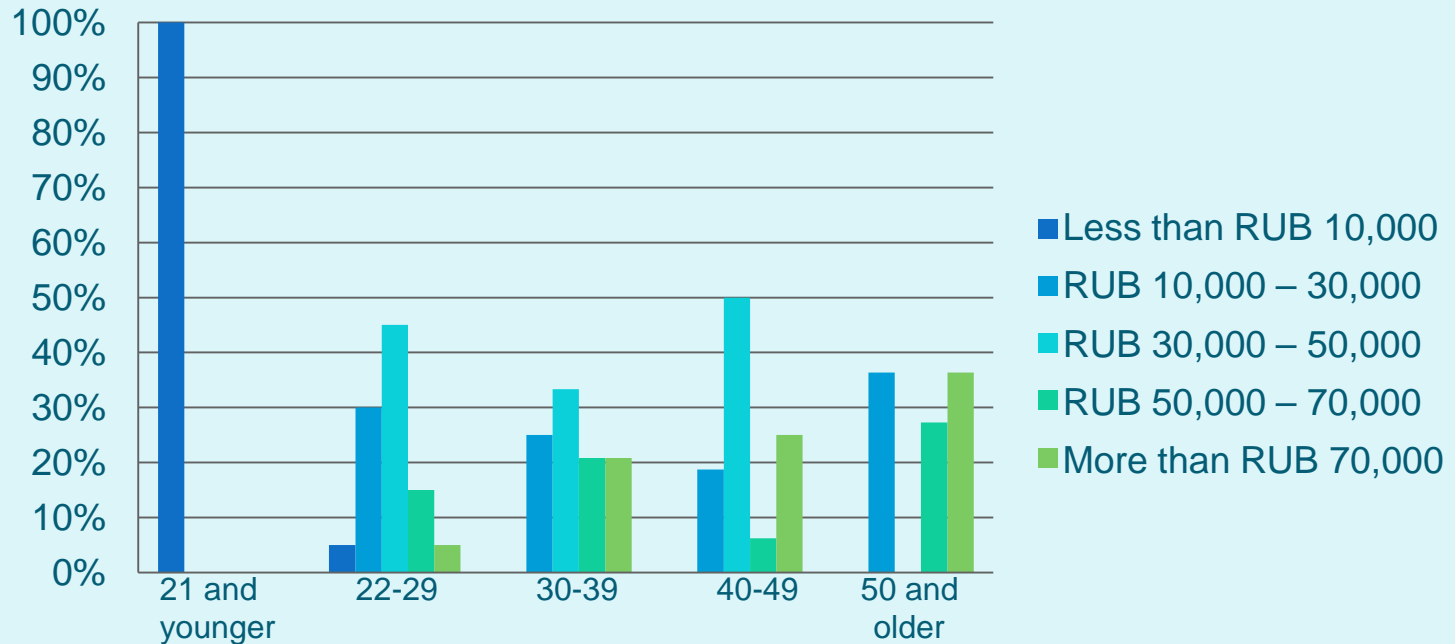
Respondents with 90% of income from freelance translation



Based on results of research conducted by EnRus translation agency in August 2011

To what extent income depends on age

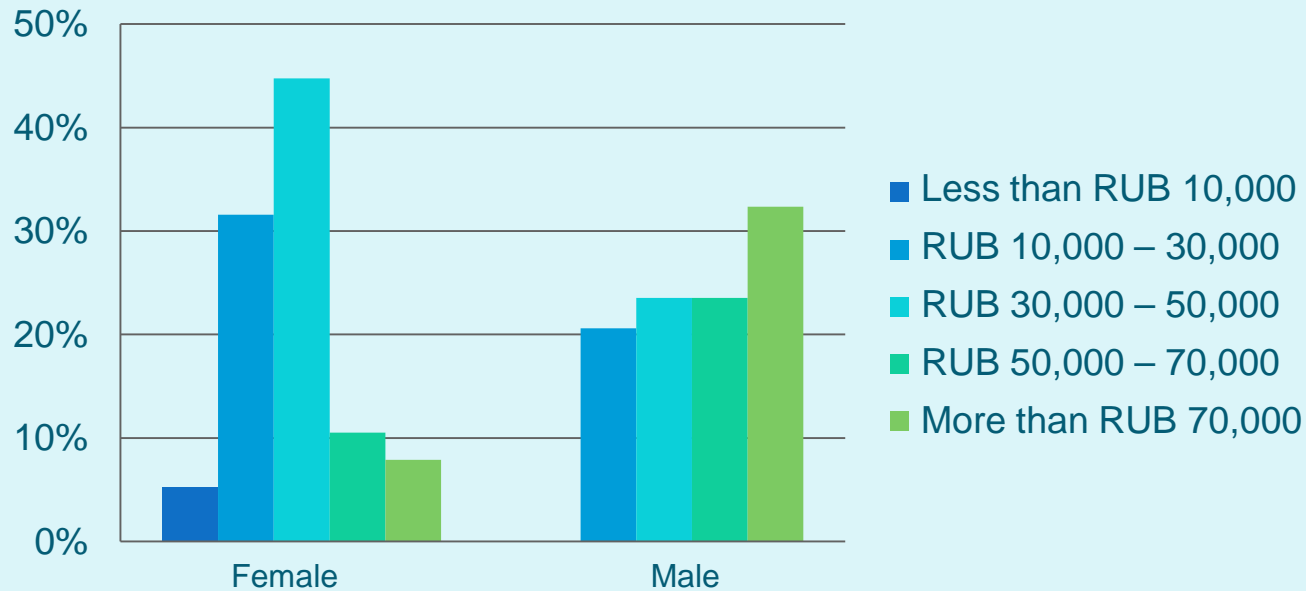
Respondents with 90% of income from freelance translation



Based on results of research conducted by EnRus translation agency in August 2011

To what extent does income depend on gender

Respondents with 90% of income from freelance translation



Based on results of research conducted by EnRus translation agency in August 2011

Dependence of workload and rate on place of residence

Respondents with 90% of income from freelance translation

Population	Average rate (RUB)	Average monthly workload (standard pages*)
More than 1 million residents	310	154
100,000 to 1 million residents	254	128
Fewer than 100,000 residents	319	179
Overall	296	150

All respondents

Population	Average rate (RUB)	Average monthly workload (standard pages*)
More than 1 million residents	303	121
100,000 to 1 million residents	230	113
Fewer than 100,000 residents	275	140
Overall	282	120

* A standard page in Russia usually contains 1,800 characters, including spaces.

Based on results of research conducted by EnRus translation agency in August 2011

Dependence of workload and rate on gender

Respondents with 90% of income from freelance translation

Gender	Average rate (RUB)	Average monthly workload (standard pages*)
Female	266	140
Male	330	160
Overall	296	150

All respondents

Gender	Average rate (RUB)	Average monthly workload (standard pages*)
Female	256	116
Male	314	126
Overall	282	120

* A standard page in Russia usually contains 1,800 characters, including spaces.

Based on results of research conducted by EnRus translation agency in August 2011

Dependence of workload and rate on whether you hold a language qualification

Respondents with 90% of income from freelance translation

Language qualification	Average rate (RUB)	Average monthly workload (standard pages*)
Yes	280	149
No	331	150
Overall	296	150

All respondents

Language qualification	Average rate (RUB)	Average monthly workload (standard pages*)
Yes	284	117
No	277	127
Overall	282	120

* A standard page in Russia usually contains 1,800 characters, including spaces.

Based on results of research conducted by EnRus translation agency in August 2011

Dependence of workload and rate on experience

Respondents with 90% of income from freelance translation

Experience as a translator	Average rate (RUB)	Average monthly workload (standard pages*)
Less than 1 year	300	50
1-3 years	217	119
4-10 years	286	154
More than 10 years	318	155

All respondents

Experience as a translator	Average rate (RUB)	Average monthly workload (standard pages*)
Less than 1 year	219	68
1-3 years	240	75
4-10 years	258	133
More than 10 years	340	130

* A standard page in Russia usually contains 1,800 characters, including spaces.

Based on results of research conducted by EnRus translation agency in August 2011

Dependence of workload and rate on age

Respondents with 90% of income from freelance translation

Age	Average rate (RUB)	Average monthly workload (standard pages*)
21 and younger	200	50
22-29	273	143
30-39	292	158
40-49	300	153
50 and older	353	148

All respondents

Age	Average rate (RUB)	Average monthly workload (standard pages*)
21 and younger	200	50
22-29	250	106
30-39	277	127
40-49	276	143
50 and older	390	121

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Thank you for listening!

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St Petersburg, 23-25 September 2011*