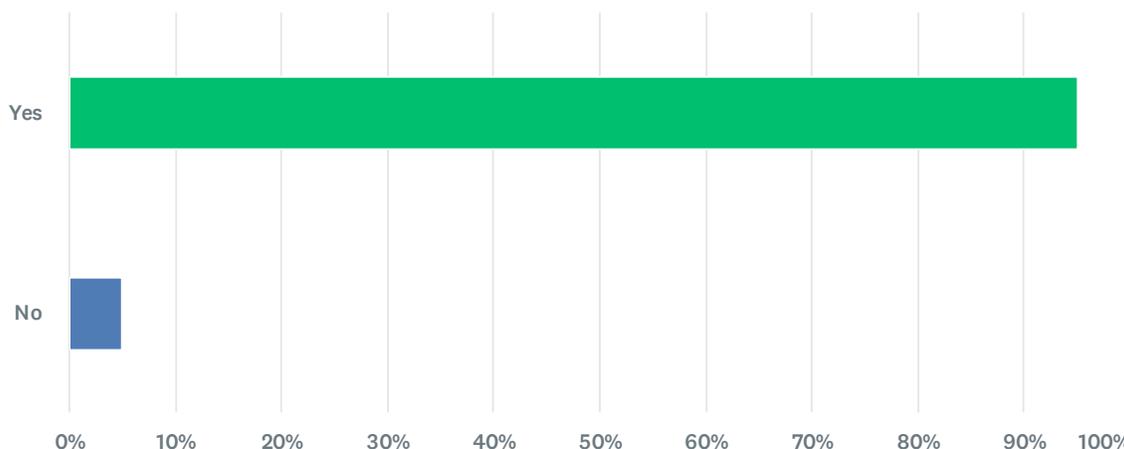


2026 NATIONWIDE SURVEY for Private Investigators

Q1 Are you in a state that requires licensing?

Answered: 363 Skipped: 2



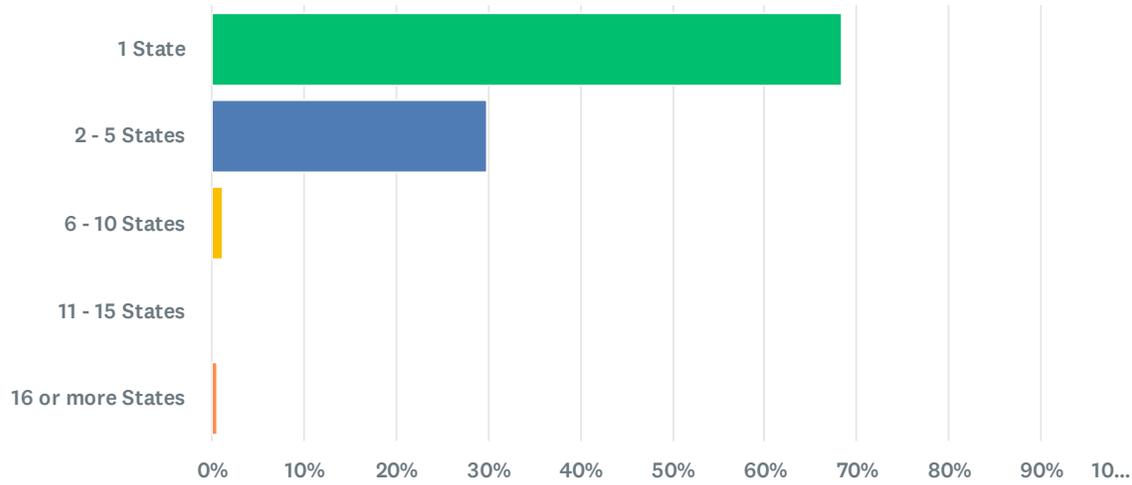
Answer Choices	Percentage	Responses
● Yes	95.04%	345
● No	4.96%	18
Total		363

Organized and Sponsored by:



Q2 Are you licensed in more than one state?

Answered: 358 Skipped: 7



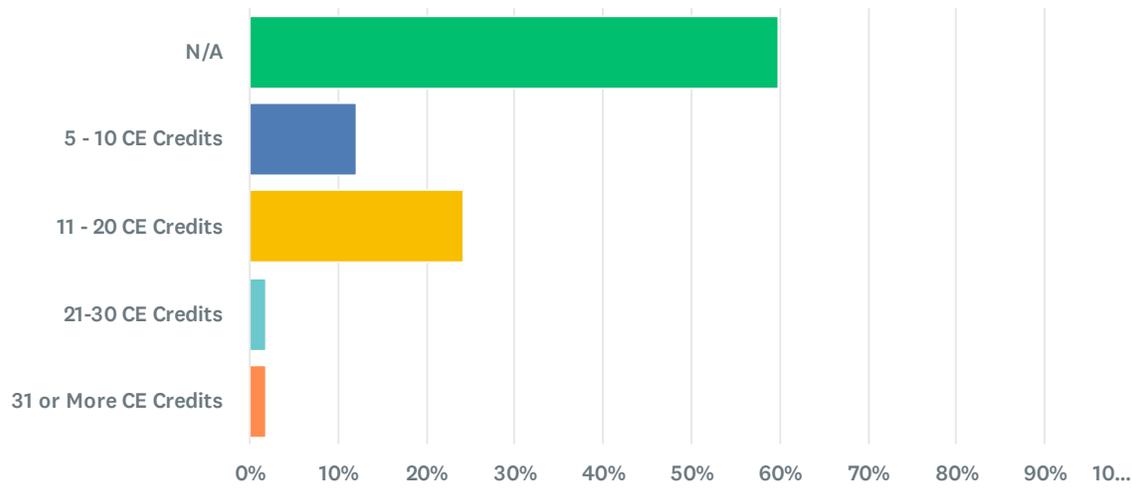
Answer Choices	Percentage	Responses
● 1 State	68.44%	245
● 2 - 5 States	29.89%	107
● 6 - 10 States	1.12%	4
● 11 - 15 States	0%	0
● 16 or more States	0.56%	2
Total		358

Organized and Sponsored by:



Q3 Do you operate in a state that requires continuing education?

Answered: 363 Skipped: 2



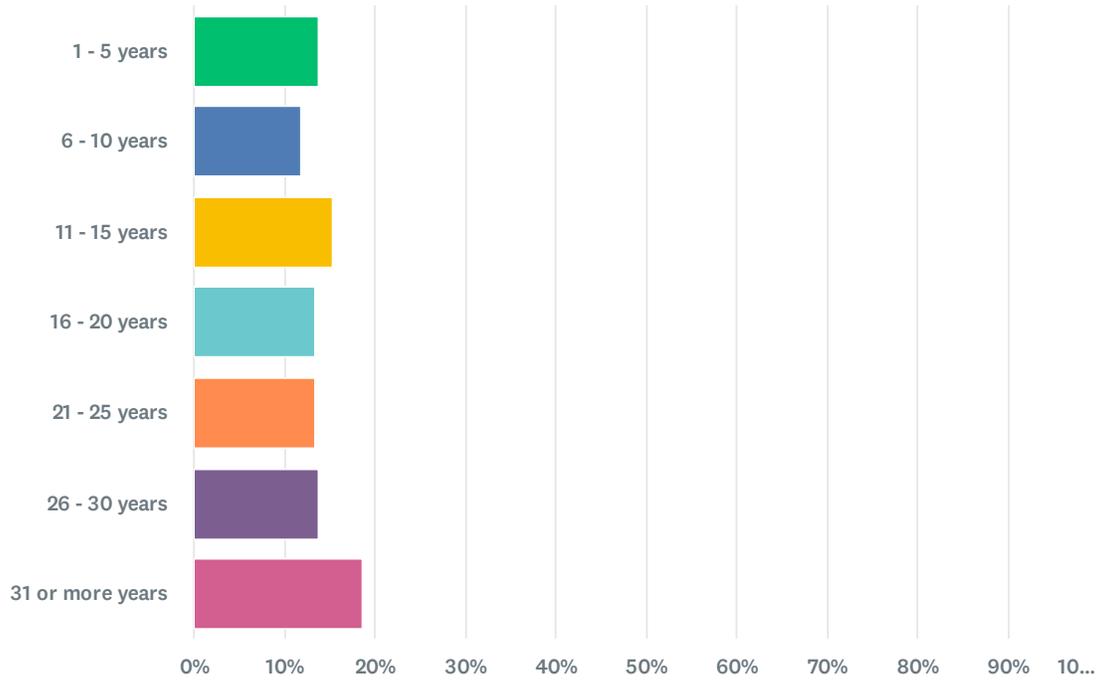
Answer Choices	Percentage	Responses
● N/A	59.78%	217
● 5 - 10 CE Credits	12.12%	44
● 11 - 20 CE Credits	24.24%	88
● 21-30 CE Credits	1.93%	7
● 31 or More CE Credits	1.93%	7
Total		363

Organized and Sponsored by:



Q4 How long have you been a private investigator?

Answered: 365 Skipped: 0



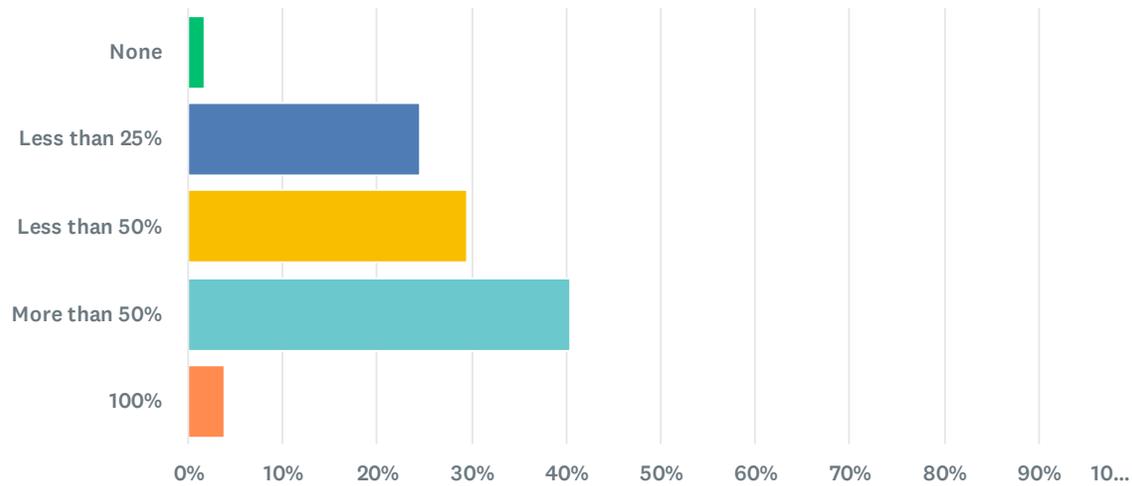
Answer Choices	Percentage	Responses
● 1 - 5 years	13.70%	50
● 6 - 10 years	11.78%	43
● 11 - 15 years	15.34%	56
● 16 - 20 years	13.42%	49
● 21 - 25 years	13.42%	49
● 26 - 30 years	13.70%	50
● 31 or more years	18.63%	68
Total		365

Organized and Sponsored by:



Q5 What % of work is Desktop Investigations (research)?

Answered: 362 Skipped: 3



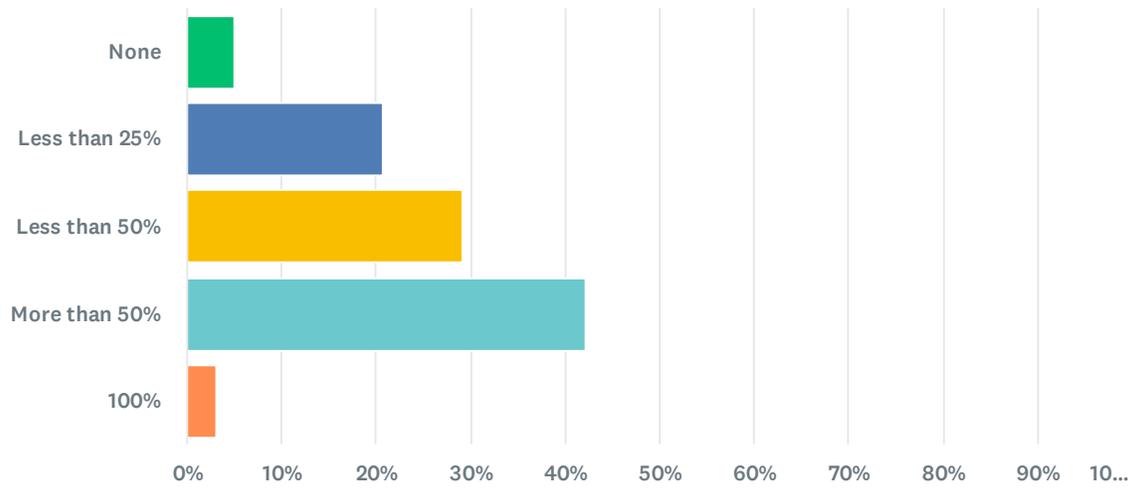
Answer Choices	Percentage	Responses
● None	1.66%	6
● Less than 25%	24.59%	89
● Less than 50%	29.56%	107
● More than 50%	40.33%	146
● 100%	3.87%	14
Total		362

Organized and Sponsored by:



Q6 What % of work are Field Investigations?

Answered: 363 Skipped: 2



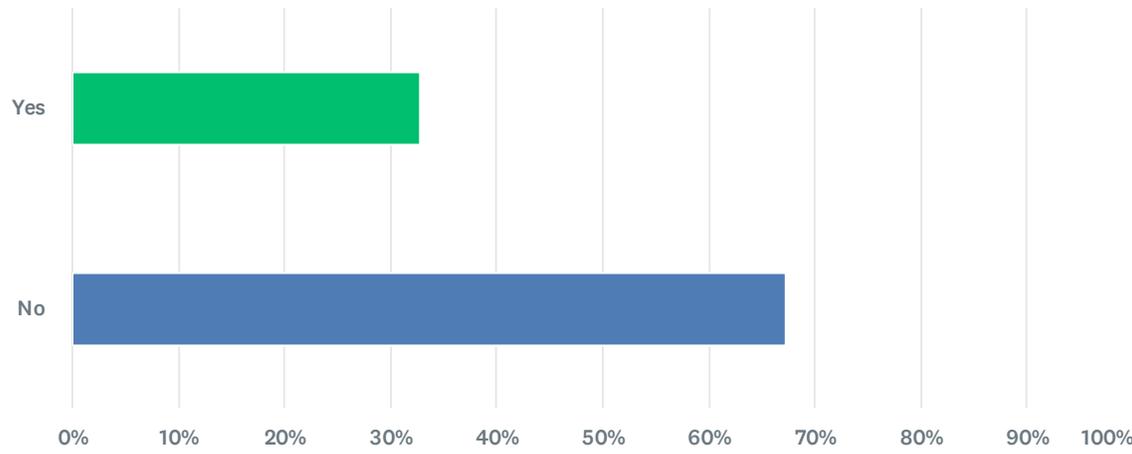
Answer Choices	Percentage	Responses
● None	4.96%	18
● Less than 25%	20.66%	75
● Less than 50%	29.20%	106
● More than 50%	42.15%	153
● 100%	3.03%	11
Total		363

Organized and Sponsored by:



Q7 Do you use an online case management system?

Answered: 358 Skipped: 7



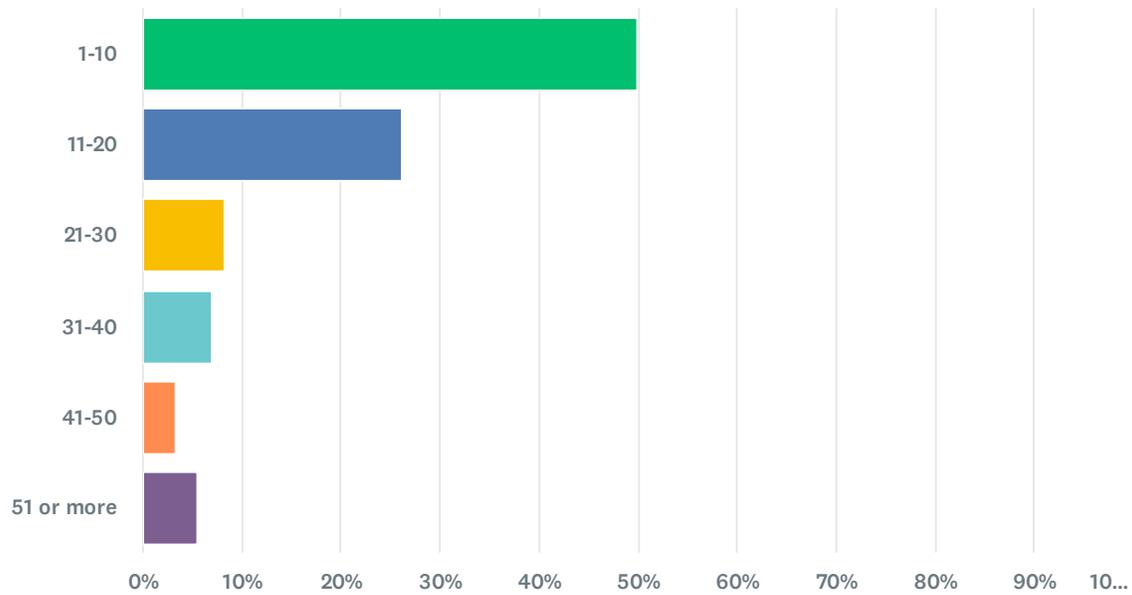
Answer Choices	Percentage	Responses
● Yes	32.68%	117
● No	67.32%	241
Total		358

Organized and Sponsored by:



Q8 How many cases do you typically work per month?

Answered: 363 Skipped: 2



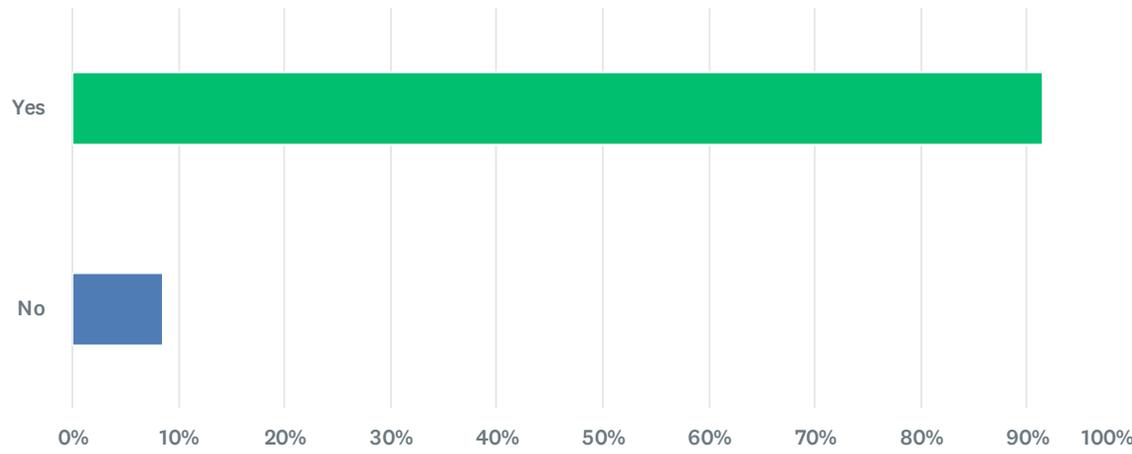
Answer Choices	Percentage	Responses
1-10	49.86%	181
11-20	26.17%	95
21-30	8.26%	30
31-40	6.89%	25
41-50	3.31%	12
51 or more	5.51%	20
Total		363

Organized and Sponsored by:



Q9 Are you the owner of the PI company you work for?

Answered: 363 Skipped: 2



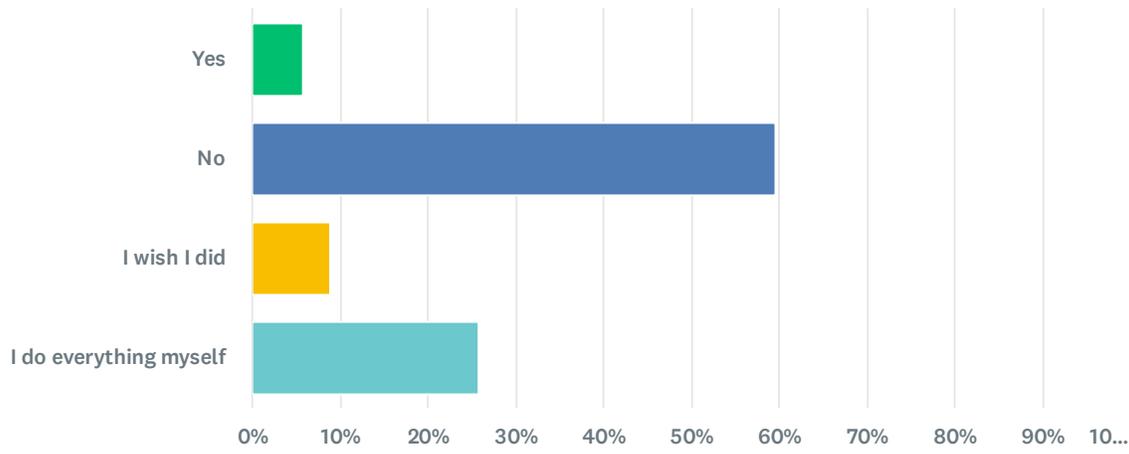
Answer Choices	Percentage	Responses
● Yes	91.46%	332
● No	8.54%	31
Total		363

Organized and Sponsored by:



Q10 Do you have a dedicated Sales Team?

Answered: 364 Skipped: 1



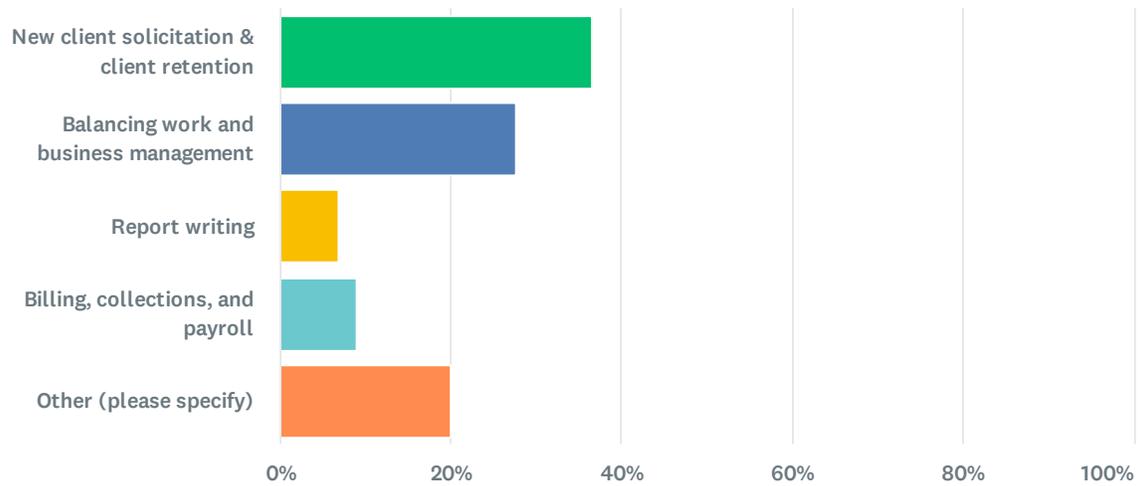
Answer Choices	Percentage	Responses
● Yes	5.77%	21
● No	59.62%	217
● I wish I did	8.79%	32
● I do everything myself	25.82%	94
Total		364

Organized and Sponsored by:



Q11 What is your biggest Challenge as Business Owner?

Answered: 355 Skipped: 10



Answer Choices	Percentage	Responses
● New client solicitation & client retention	36.62%	130
● Balancing work and business management	27.61%	98
● Report writing	6.76%	24
● Billing, collections, and payroll	9.01%	32
● Other (please specify) See pages 12-14 for responses	20.00%	71
Total		355

Organized and Sponsored by:



#	OTHER (PLEASE SPECIFY)	DATE
1	Managing rapid growth.	1/30/2026 10:19 AM
2	Work for an agency	1/25/2026 7:40 PM
3	Finding qualified personnel	1/25/2026 2:14 AM
4	All of it	1/22/2026 10:06 PM
5	Feast or famine work is sparce of voluminous	1/22/2026 3:48 PM
6	Client communications, getting information from clients for their own cases.	1/22/2026 1:20 PM
7	finding trustworthy and reliable contractors	1/22/2026 9:25 AM
8	None	1/22/2026 7:49 AM
9	Finding employees	1/22/2026 6:08 AM
10	No challenges at this time	1/20/2026 5:07 PM
11	None	1/16/2026 7:40 AM
12	none	1/16/2026 3:02 AM
13	None. It's all good.	1/15/2026 12:44 PM
14	Taxes	1/15/2026 11:43 AM
15	Just new clients, I retain well.	1/15/2026 8:53 AM
16	nothing. Things are fairly balanced for me now	1/15/2026 7:53 AM
17	competing with non licenses PI or independent investigators	1/15/2026 7:42 AM
18	No real difficulties	1/15/2026 7:03 AM
19	N/A	1/11/2026 4:55 AM
20	Public perception professionalism in the PI profession	1/8/2026 4:15 PM
21	finding accurate sources of information online; mostly regarding employment, social media and open warrants ; new client sourcing	1/8/2026 8:36 AM
22	New Client and billing, collections	1/8/2026 8:07 AM
23	Access to data I need	1/8/2026 7:50 AM
24	Networking	1/8/2026 7:33 AM
25	competitive pricing	1/8/2026 6:22 AM
26	Finding quality investigators for help	1/8/2026 6:07 AM
27	Life balance	1/7/2026 5:46 PM
28	age related -	1/5/2026 8:29 PM
29	Poor state, poor clientele and lack of licensing	1/4/2026 10:23 AM
30	I would say the "unknown"	1/2/2026 7:51 AM
31	Search Engine Optimization, I'm the only PI in Park City UT however Google searches don't reflect that. I recently changed my URL and entire website to improve SEO. Time will tell, but I don't understand how so many PIs who are not in Park City (some not even in Utah) come up higher on a Google search when someone searches "Park City Utah private investigator"	12/31/2025 9:03 AM

Organized and Sponsored by:



#	OTHER (PLEASE SPECIFY)	DATE
32	Law enforcement interaction in crash investigations	12/30/2025 10:21 AM
33	Balancing work and life	12/29/2025 4:59 PM
34	Competing with unethical investigators who drive down the market with cheap prices and poor quality work.	12/29/2025 1:16 PM
35	N/A	12/29/2025 11:32 AM
36	Feast or famine	12/29/2025 10:58 AM
37	Learning to manage growth.	12/29/2025 10:15 AM
38	Dealing with attorneys and big egos	12/29/2025 9:08 AM
39	N/A	12/29/2025 7:27 AM
40	retaining employees	12/29/2025 7:24 AM
41	The time/effort/costs to train new investigators	12/29/2025 6:30 AM
42	Obtaining info from public agencies and corporations	12/29/2025 6:17 AM
43	All the above.	12/29/2025 5:47 AM
44	I own my own, licensed business solely so I may work for any other company	12/22/2025 9:09 PM
45	Lack of industry software providers for case management, etc..	12/22/2025 12:37 PM
46	Getting attorneys to read and understand what I am writing. LOL	12/15/2025 9:03 AM
47	Not a business owner	12/14/2025 8:06 AM
48	None	12/13/2025 4:32 PM
49	N/A	12/13/2025 10:29 AM
50	finding local (in-state) competent and hard working employees and sub-contractors compared to years ago	12/11/2025 5:52 PM
51	Incorporating new technologies consistently across the organization/team	12/11/2025 4:38 PM
52	No big challenges	12/11/2025 12:47 PM
53	No longer own my business closed after 43 years to partially retire	12/11/2025 12:11 PM
54	Finding solid field employees who don't think they're undercover cops.	12/11/2025 11:36 AM
55	Keeping from getting burned out.	12/11/2025 11:04 AM
56	All of the above	12/11/2025 10:52 AM
57	Charging enough to cover the cost of databases and the like	12/11/2025 8:09 AM
58	Finding good employees	12/11/2025 7:59 AM
59	Employee management.	12/11/2025 7:51 AM
60	Keeping up with IT and software updates-mickey mouse crap	12/11/2025 7:39 AM
61	Poor reputation of the PI profession. We are at the highest level of the industry -- corporate boards, wealth managers, PIs with Ivy MBAs. The world misperceives who we are.	12/11/2025 7:17 AM
62	Difficulty in finding reliable subcontractors to help	12/11/2025 7:11 AM
63	no real big issues	12/11/2025 7:01 AM

Organized and Sponsored by:



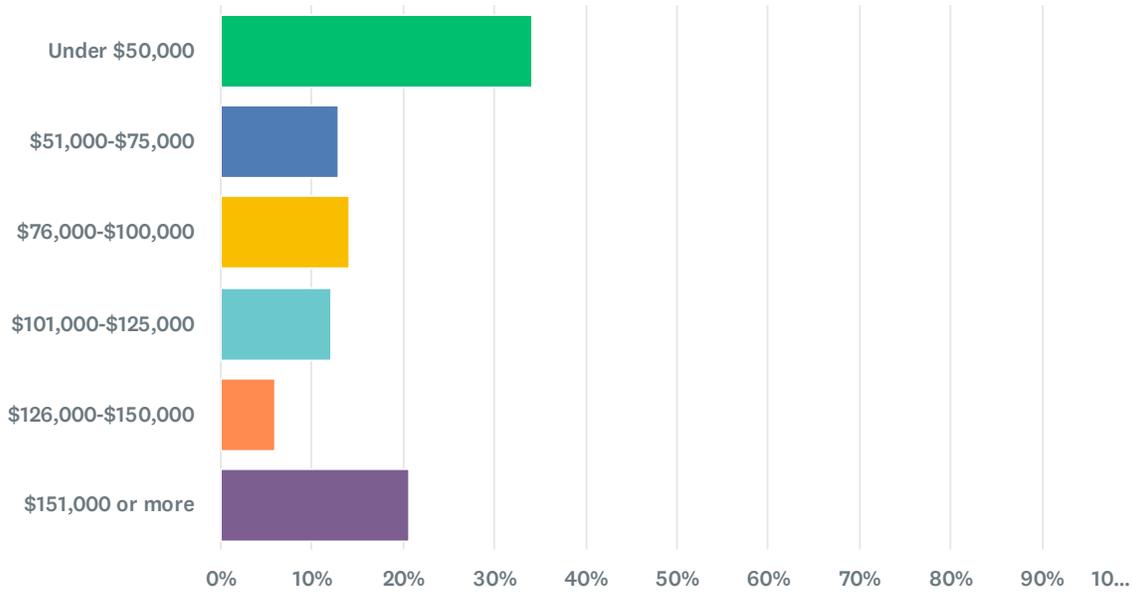
#	OTHER (PLEASE SPECIFY)	DATE
64	None I started in 1976 and been sustained on referrals. I am unique and in my peak years had a staff of 8 (25+ years)	12/11/2025 6:58 AM
65	No challenges	12/11/2025 6:34 AM
66	Im not a business owner, I can't answer for them.	12/11/2025 6:30 AM
67	N/A	12/11/2025 6:19 AM
68	Research data bases that have up to date info that you can't get on Spokeo or White Pages	12/11/2025 6:14 AM
69	Keeping caught up.	12/1/2025 7:01 AM
70	Employees	11/22/2025 5:50 PM
71	Working for a company with poor management and owners National Testing Networj	11/21/2025 12:25 PM

Organized and Sponsored by:



Q12 What is your yearly level of income from your PI employment?

Answered: 354 Skipped: 11



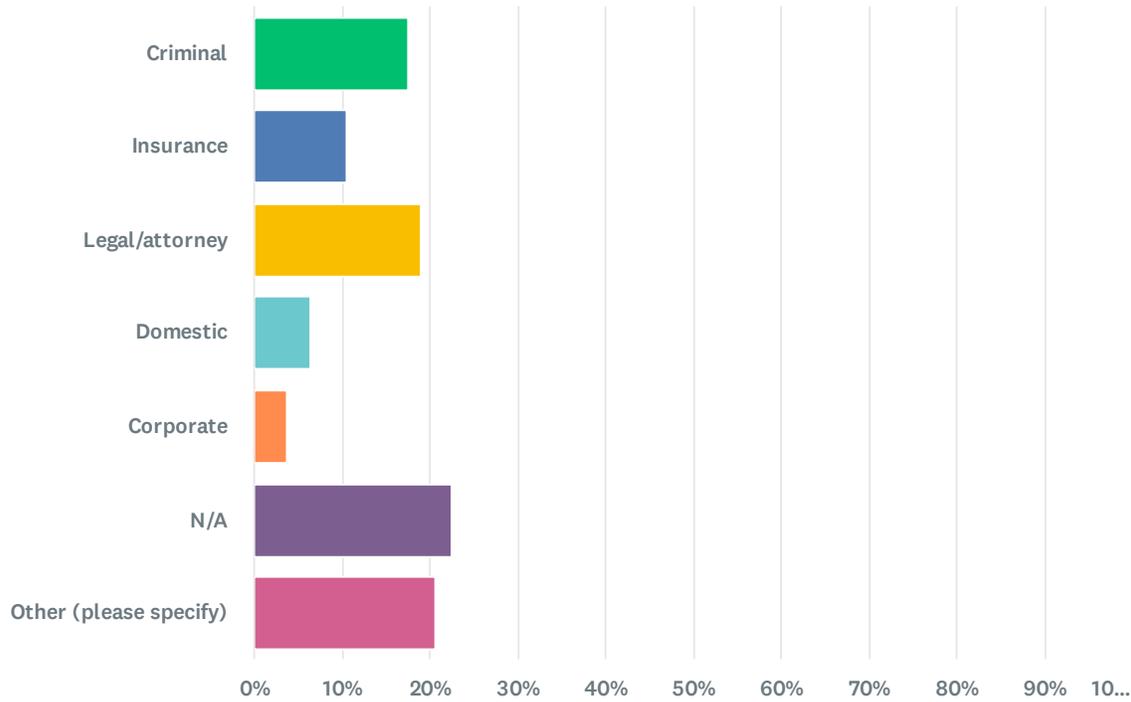
Answer Choices	Percentage	Responses
● Under \$50,000	34.18%	121
● \$51,000-\$75,000	12.99%	46
● \$76,000-\$100,000	14.12%	50
● \$101,000-\$125,000	12.15%	43
● \$126,000-\$150,000	5.93%	21
● \$151,000 or more	20.62%	73
Total		354

Organized and Sponsored by:



Q13 Do you specialize in one type of case?

Answered: 360 Skipped: 5



Answer Choices	Percentage	Responses
● Criminal	17.50%	63
● Insurance	10.56%	38
● Legal/attorney	18.89%	68
● Domestic	6.39%	23
● Corporate	3.61%	13
● N/A	22.50%	81
● Other (please specify) See pages 17-19 for responses	20.56%	74
Total		360

Organized and Sponsored by:



#	OTHER (PLEASE SPECIFY)	DATE
1	Fraud - ID Theft and Financial Crime	2/3/2026 5:58 AM
2	All the above	1/25/2026 2:28 PM
3	Medical forensics	1/25/2026 2:14 AM
4	All of the above.	1/22/2026 10:06 PM
5	Primarily litigation	1/22/2026 6:36 PM
6	Backgrounds and Locates	1/22/2026 4:45 PM
7	Background Investigations	1/22/2026 4:15 PM
8	Surveillance for Workman's Comp cases mainly.	1/22/2026 1:20 PM
9	Civil and Family Law	1/22/2026 10:14 AM
10	Handle numerous areas	1/22/2026 9:52 AM
11	civil	1/22/2026 6:43 AM
12	Tort, domestic, legal/attorney	1/21/2026 1:44 PM
13	Primarily background database searches and locates.	1/19/2026 8:16 AM
14	Adoption to Aggravated Murder	1/18/2026 7:09 PM
15	TSCM	1/16/2026 11:50 AM
16	Handwriting identification and questioned documents	1/15/2026 12:44 PM
17	Background investigations.	1/15/2026 8:53 AM
18	General investigations	1/15/2026 6:45 AM
19	Employment and workplace investigations	1/13/2026 3:13 AM
20	Fraud and money laundering	1/8/2026 4:15 PM
21	Backgrounds	1/8/2026 3:49 PM
22	Due diligence and background screening	1/8/2026 10:09 AM
23	almost every type of case	1/8/2026 8:36 AM
24	Anything I can get that I'm capable to do	1/8/2026 7:33 AM
25	threats	1/8/2026 7:21 AM
26	Education safety and supervision	1/8/2026 7:01 AM
27	Genealogy/rightful heirship	1/8/2026 6:36 AM
28	Surveillance for any type of case	1/8/2026 6:09 AM
29	Basically a one stop shop	1/8/2026 6:07 AM
30	Document - Handwriting Examination	1/5/2026 8:29 PM
31	Technical / Cyber Stalking / Counter Surveillance	1/2/2026 4:35 PM
32	Both insurance and domestic	1/2/2026 7:51 AM
33	Reality TV due diligence (we investigate applicants of reality shows, with Shark Tank being out largest show)	12/31/2025 9:03 AM

Organized and Sponsored by:



#	OTHER (PLEASE SPECIFY)	DATE
34	threat assessment and intel	12/29/2025 8:48 PM
35	all the above	12/29/2025 1:54 PM
36	All	12/29/2025 1:42 PM
37	all of the above mentioned	12/29/2025 1:16 PM
38	Public Safety Backgrounds	12/29/2025 1:11 PM
39	Workplace investigations including forensic audits and all harassment types	12/29/2025 10:58 AM
40	skip tracing	12/29/2025 10:20 AM
41	Estate - Genealogical Document Researching - Locating	12/29/2025 8:21 AM
42	no we are full service	12/29/2025 7:24 AM
43	Criminal defense/plaintiff civil	12/29/2025 6:17 AM
44	Personal injury from MVAs	12/27/2025 1:39 AM
45	Employment background checks	12/22/2025 12:37 PM
46	WC, SIU, Insurance, Legal Attorney firms	12/18/2025 8:27 AM
47	Family Law and Trust & Estates Law	12/15/2025 9:03 AM
48	Identity Theft Prevention & Restoration, Human Resources	12/14/2025 8:06 PM
49	All	12/13/2025 2:14 PM
50	Investigative reearch	12/12/2025 2:22 PM
51	Intellectual Property	12/12/2025 7:38 AM
52	CPS cases	12/11/2025 10:45 PM
53	TSCM	12/11/2025 11:54 AM
54	Death Investigations	12/11/2025 11:07 AM
55	All of the above	12/11/2025 11:04 AM
56	skip tracing, missing persons, probate, process service	12/11/2025 9:52 AM
57	Asset searches	12/11/2025 9:51 AM
58	Life & Health Insurance, Legal, Insurance Defense	12/11/2025 9:45 AM
59	open source/social media	12/11/2025 8:38 AM
60	Estates, unclaimed assets, rightful heirs	12/11/2025 8:09 AM
61	threats	12/11/2025 8:01 AM
62	All the above	12/11/2025 7:58 AM
63	Fire and Explosion Origin and Cause & Arson	12/11/2025 7:24 AM
64	International intelligence, fraud, money laundering, financial fixers	12/11/2025 7:17 AM
65	after 49 years, I have transitioned threw the above and now doante a significant amount on innocence projects.	12/11/2025 6:58 AM

Organized and Sponsored by:



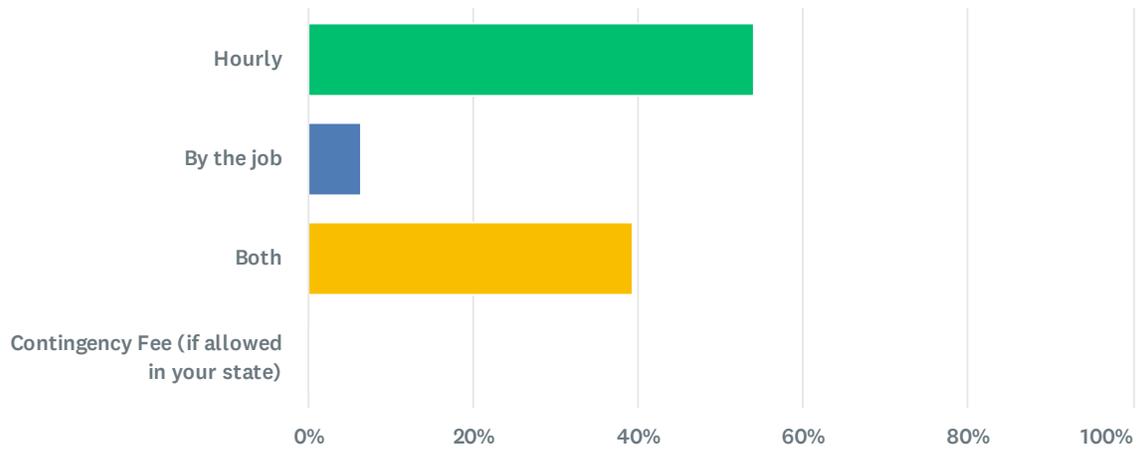
#	OTHER (PLEASE SPECIFY)	DATE
66	All of the above	12/11/2025 6:48 AM
67	Subject Matter Expert	12/11/2025 6:47 AM
68	Industrial Accident Investigations	12/11/2025 6:44 AM
69	Financial	12/11/2025 6:34 AM
70	IP and Trademark Investigations	11/30/2025 7:53 PM
71	Workplace investigations/internal affairs	11/29/2025 11:17 PM
72	Background Checks	11/26/2025 12:32 PM
73	Financial	11/23/2025 8:06 AM
74	Corporate and Government	11/22/2025 5:50 PM

Organized and Sponsored by:



Q14 Do you bill by the hour or by the job?

Answered: 361 Skipped: 4



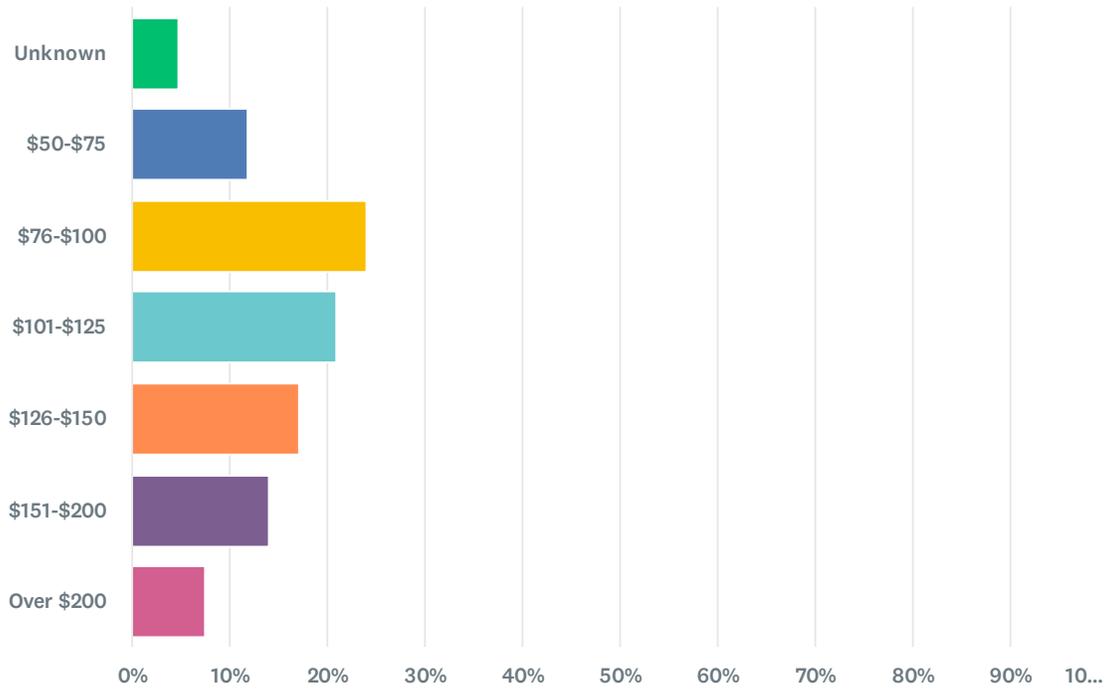
Answer Choices	Percentage	Responses
● Hourly	54.02%	195
● By the job	6.37%	23
● Both	39.34%	142
● Contingency Fee (if allowed in your state)	0.28%	1
Total		361

Organized and Sponsored by:



Q15 Do you charge the client an hourly rate of -

Answered: 358 Skipped: 7



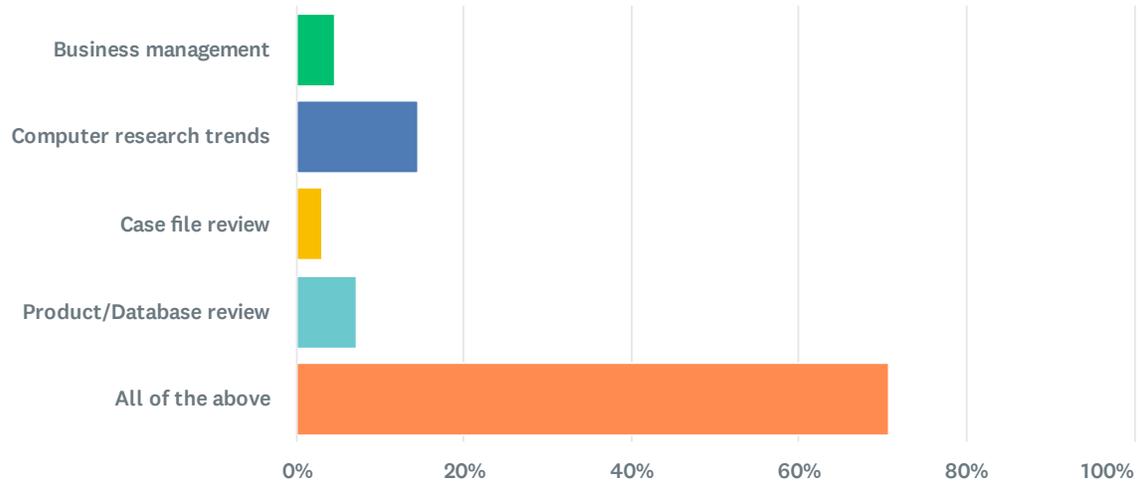
Answer Choices	Percentage	Responses
Unknown	4.75%	17
\$50-\$75	11.73%	42
\$76-\$100	24.02%	86
\$101-\$125	20.95%	75
\$126-\$150	17.04%	61
\$151-\$200	13.97%	50
Over \$200	7.54%	27
Total		358

Organized and Sponsored by:



Q16 What type of articles are you interested in learning about to improve your business/skill set?

Answered: 360 Skipped: 5



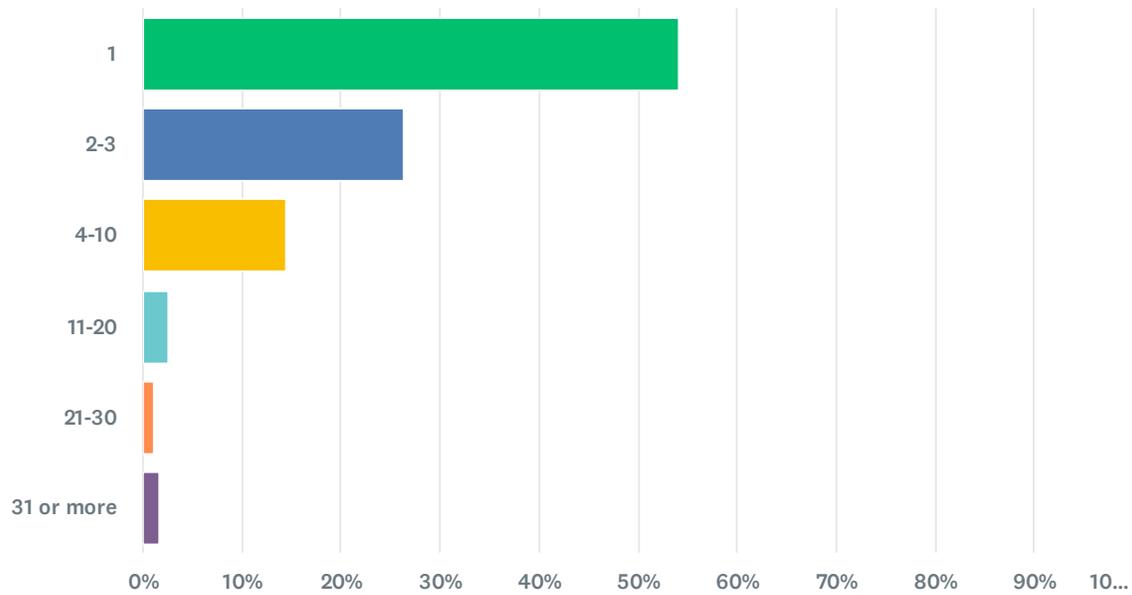
Answer Choices	Percentage	Responses
● Business management	4.44%	16
● Computer research trends	14.44%	52
● Case file review	3.06%	11
● Product/Database review	7.22%	26
● All of the above	70.83%	255
Total		360

Organized and Sponsored by:



Q17 How many licensed PIs are there in your company?

Answered: 362 Skipped: 3



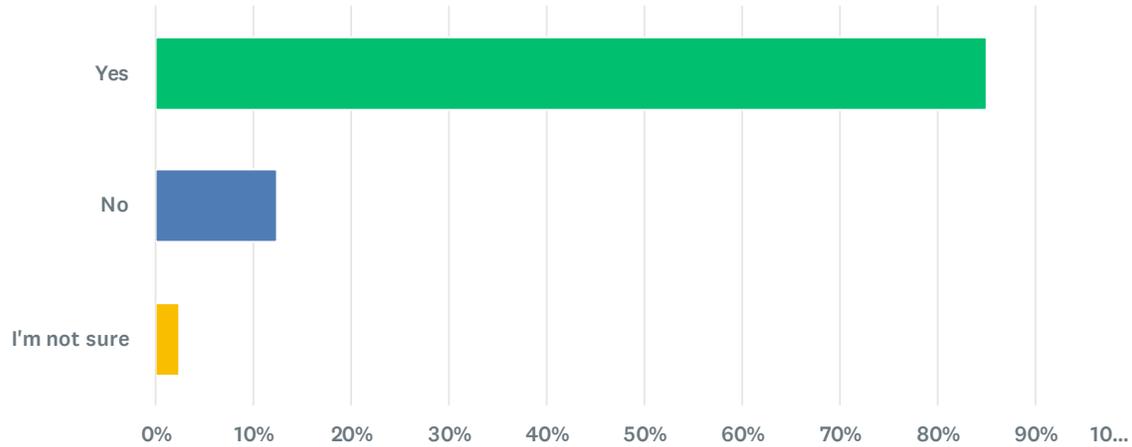
Answer Choices	Percentage	Responses
1	54.14%	196
2-3	26.24%	95
4-10	14.36%	52
11-20	2.49%	9
21-30	1.10%	4
31 or more	1.66%	6
Total		362

Organized and Sponsored by:



Q18 Do you currently carry E&O Insurance for your Private Investigator firm?

Answered: 361 Skipped: 4



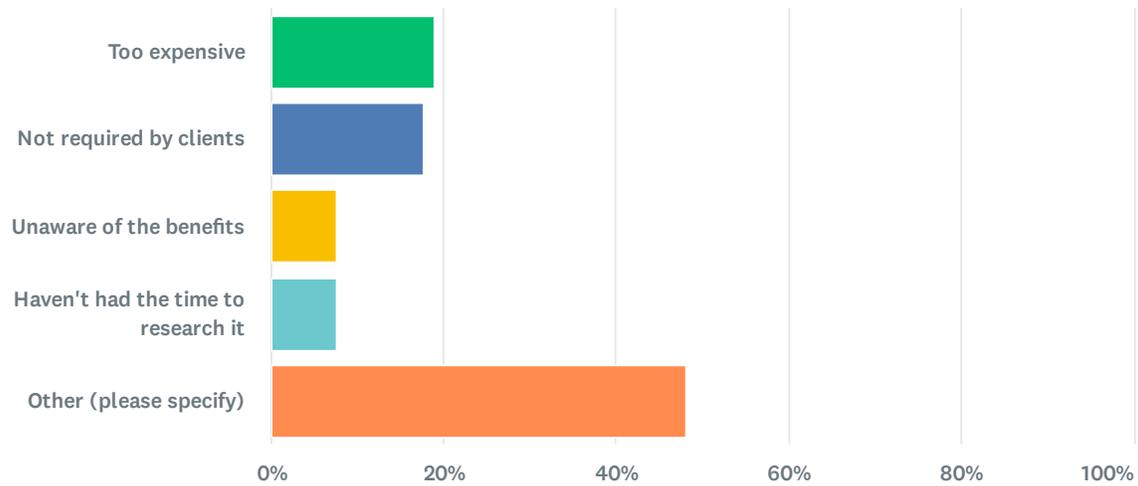
Answer Choices	Percentage	Responses
● Yes	85.04%	307
● No	12.47%	45
● I'm not sure	2.49%	9
Total		361

Organized and Sponsored by:



Q19 If you do not currently carry E&O insurance, why not?

Answered: 79 Skipped: 286



Answer Choices	Percentage	Responses
● Too expensive	18.99%	15
● Not required by clients	17.72%	14
● Unaware of the benefits	7.59%	6
● Haven't had the time to research it	7.59%	6
● Other (please specify) See pages 26-27 for responses	48.10%	38
Total		79

Organized and Sponsored by:



#	OTHER (PLEASE SPECIFY)	DATE
1	n/a	1/25/2026 5:54 AM
2	Not sure what that is	1/23/2026 9:34 AM
3	I dont have to.	1/22/2026 10:06 PM
4	Need steady work to justify cost	1/22/2026 4:45 PM
5	n/a	1/22/2026 3:48 PM
6	We do	1/22/2026 7:49 AM
7	I'm an S Corp. so seems unnecessary	1/21/2026 10:08 PM
8	N/A	1/20/2026 10:15 AM
9	Not required.	1/15/2026 12:44 PM
10	I do	1/15/2026 8:41 AM
11	N/A	1/8/2026 8:37 AM
12	have full insurance but it is expensive	1/8/2026 8:36 AM
13	I have no idea what E&O insurance is.	1/8/2026 7:25 AM
14	I carry	1/8/2026 6:41 AM
15	We carry it	1/8/2026 6:41 AM
16	N/A	1/8/2026 6:09 AM
17	N/A	1/2/2026 6:11 PM
18	I do carry it	1/2/2026 7:51 AM
19	Best way to get sued is to carry insurance	12/30/2025 10:21 AM
20	I carry insurance.	12/29/2025 1:16 PM
21	Covered by Law Firms and Attorneys I work with	12/29/2025 9:08 AM
22	CarryE&O	12/29/2025 6:45 AM
23	N/A	12/29/2025 6:11 AM
24	N/A	12/29/2025 5:47 AM
25	I carry E&O	12/22/2025 12:34 PM
26	NA	12/15/2025 11:40 AM
27	Not needed	12/14/2025 7:29 AM
28	N/A	12/13/2025 10:29 AM
29	I do	12/11/2025 12:38 PM
30	Current an employee for 2 companies. I used to own my agency for 43 years had 13 investigators	12/11/2025 12:11 PM
31	I have	12/11/2025 10:31 AM
32	N/A	12/11/2025 7:24 AM
33	30 years, no claims	12/11/2025 7:11 AM

Organized and Sponsored by:



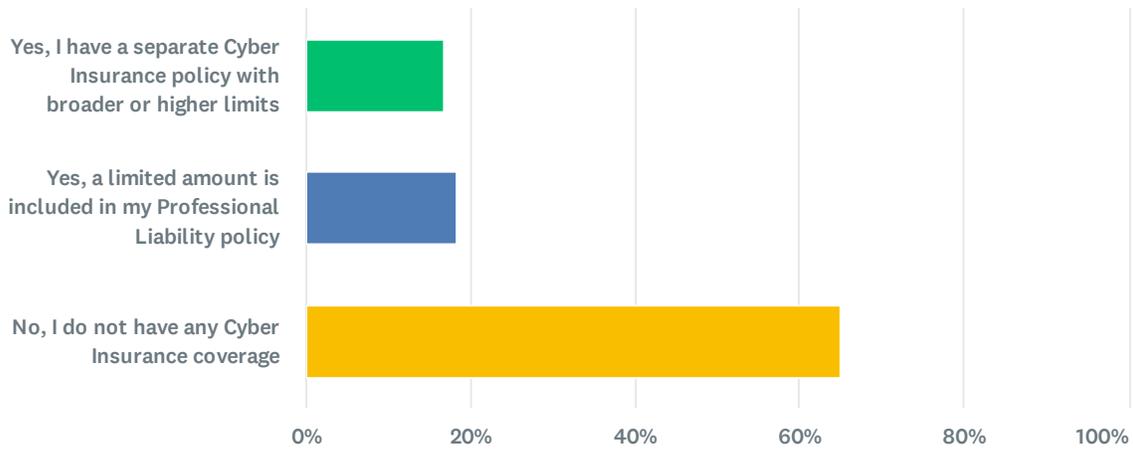
#	OTHER (PLEASE SPECIFY)	DATE
34	Had it for 20 years, they denied coverage for 1st claim I ever filed.	12/11/2025 7:01 AM
35	Single largest mistake, by FALI leadership was to support a no insurance industry. That mistake took the wind out of the prior leaderships sales that sold access to records, because we are licensed regulated and insureded which grants a consumer protection.	12/11/2025 6:58 AM
36	Not required	12/11/2025 6:34 AM
37	N/A	12/11/2025 6:19 AM
38	Have it	12/1/2025 7:01 AM

Organized and Sponsored by:



Q20 Do you currently carry Cyber Insurance coverage?

Answered: 356 Skipped: 9



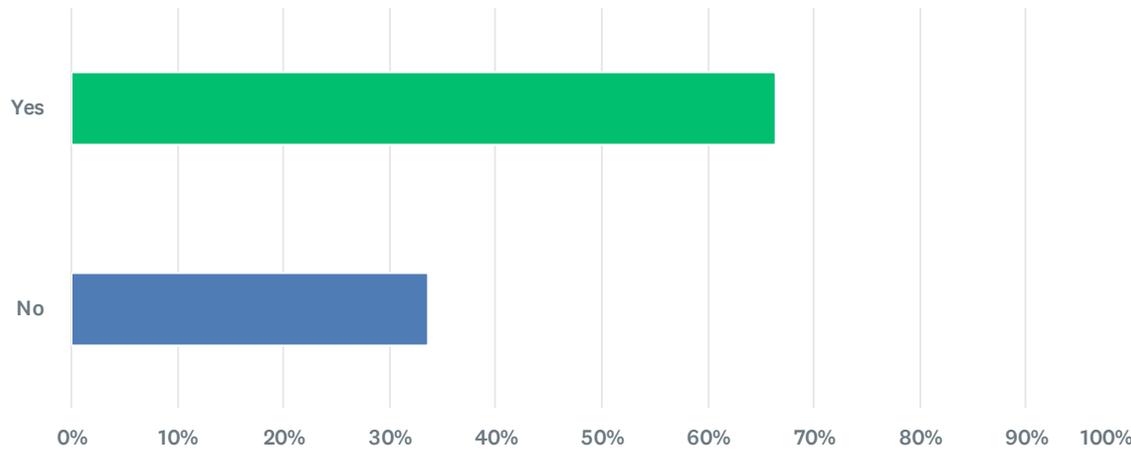
Answer Choices	Percentage	Responses
● Yes, I have a separate Cyber Insurance policy with broader or higher limits	16.85%	60
● Yes, a limited amount is included in my Professional Liability policy	18.26%	65
● No, I do not have any Cyber Insurance coverage	64.89%	231
Total		356

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Q21 Do you belong to your state association?

Answered: 362 Skipped: 3



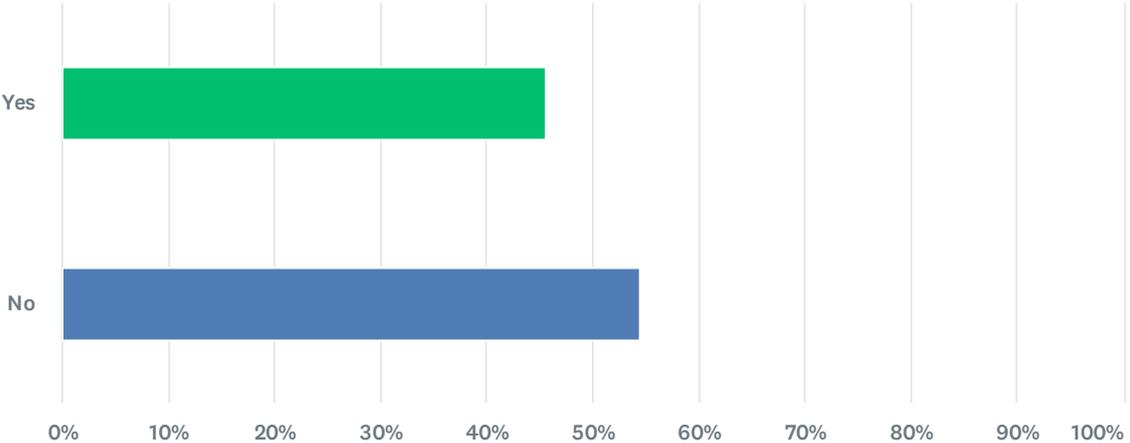
Answer Choices	Percentage	Responses
● Yes	66.30%	240
● No	33.70%	122
Total		362

Organized and Sponsored by:



Q22 Do you belong to a national or international PI association?

Answered: 364 Skipped: 1



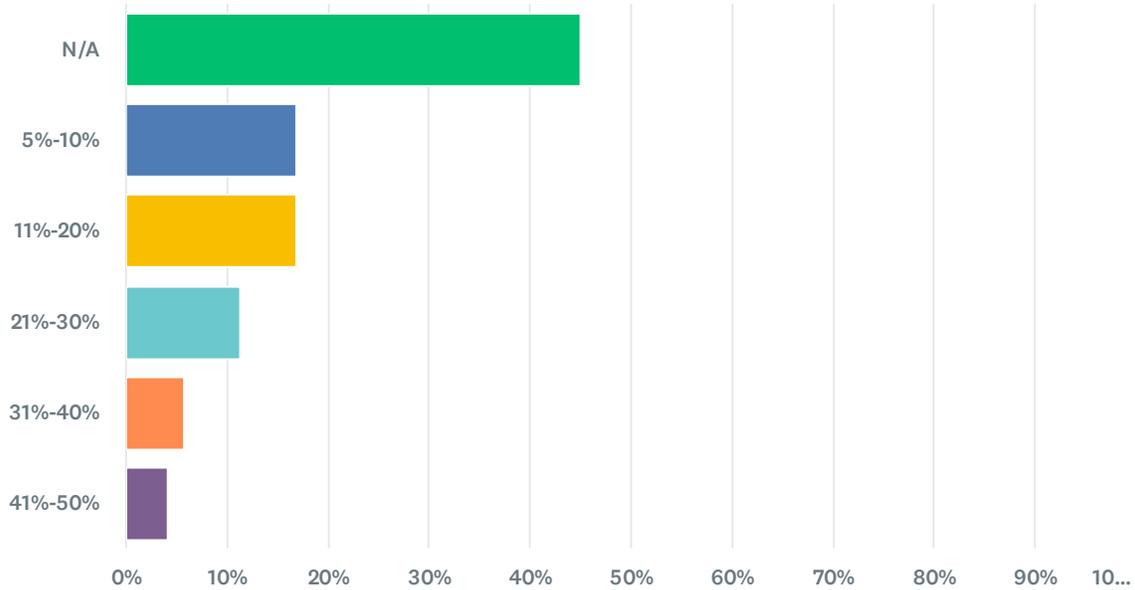
Answer Choices	Percentage	Responses
● Yes	45.60%	166
● No	54.40%	198
Total		364

Organized and Sponsored by:



Q23 If you do subcontract work for other PIs, do you offer a discounted rate?

Answered: 362 Skipped: 3



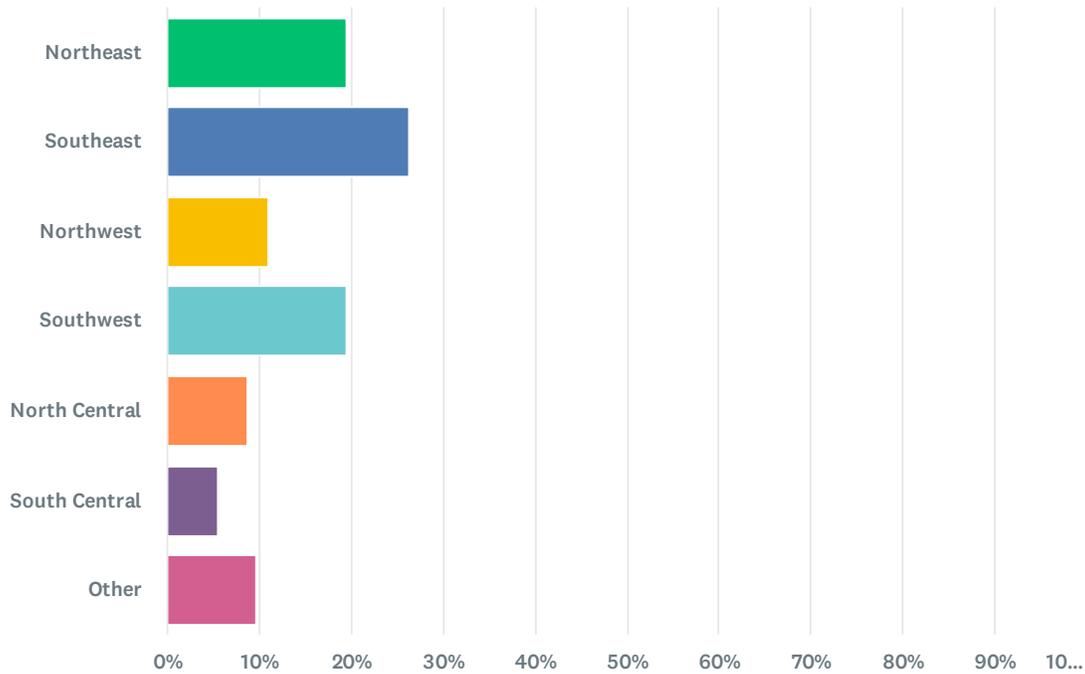
Answer Choices	Percentage	Responses
● N/A	45.03%	163
● 5%-10%	16.85%	61
● 11%-20%	16.85%	61
● 21%-30%	11.33%	41
● 31%-40%	5.80%	21
● 41%-50%	4.14%	15
Total		362

Organized and Sponsored by:



Q24 What region of the U.S. are you in?

Answered: 365 Skipped: 0



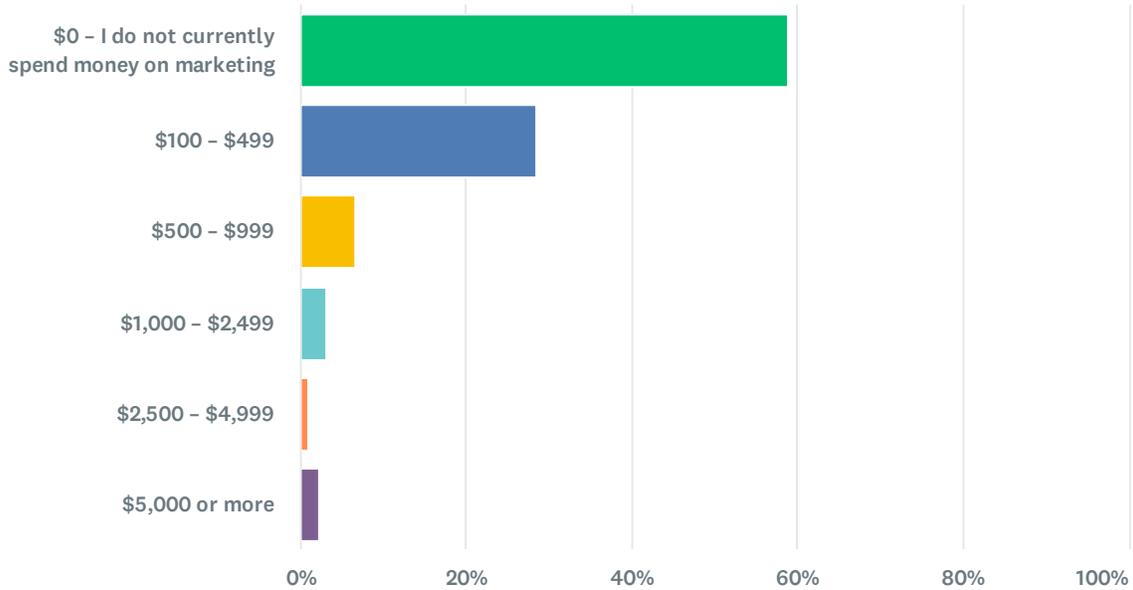
Answer Choices	Percentage	Responses
● Northeast	19.45%	71
● Southeast	26.30%	96
● Northwest	10.96%	40
● Southwest	19.45%	71
● North Central	8.77%	32
● South Central	5.48%	20
● Other	9.59%	35
Total		365

Organized and Sponsored by:



Q25 Approximately how much do you spend on marketing per month?

Answered: 362 Skipped: 3



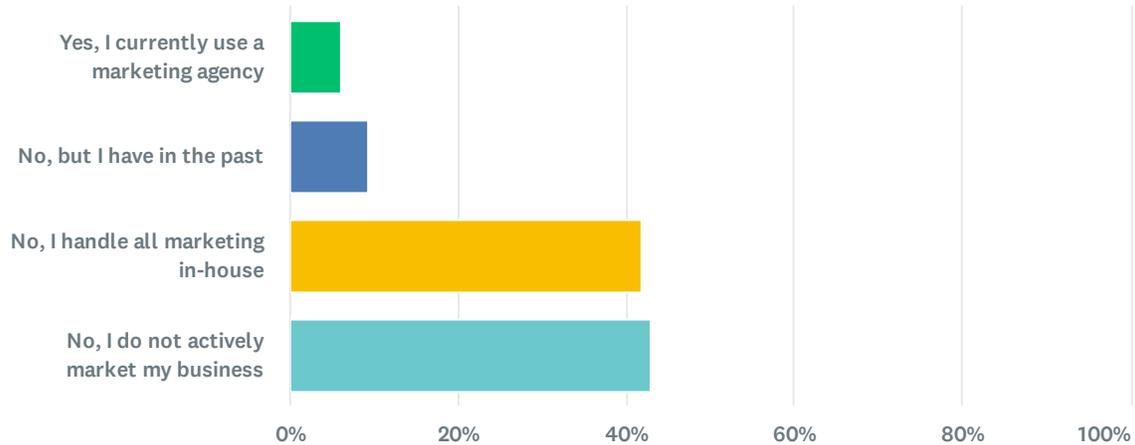
Answer Choices	Percentage	Responses
● \$0 - I do not currently spend money on marketing	58.84%	213
● \$100 - \$499	28.45%	103
● \$500 - \$999	6.63%	24
● \$1,000 - \$2,499	3.04%	11
● \$2,500 - \$4,999	0.83%	3
● \$5,000 or more	2.21%	8
Total		362

Organized and Sponsored by:



Q26 Do you have an outside marketing agency that you use for marketing your business?

Answered: 359 Skipped: 6



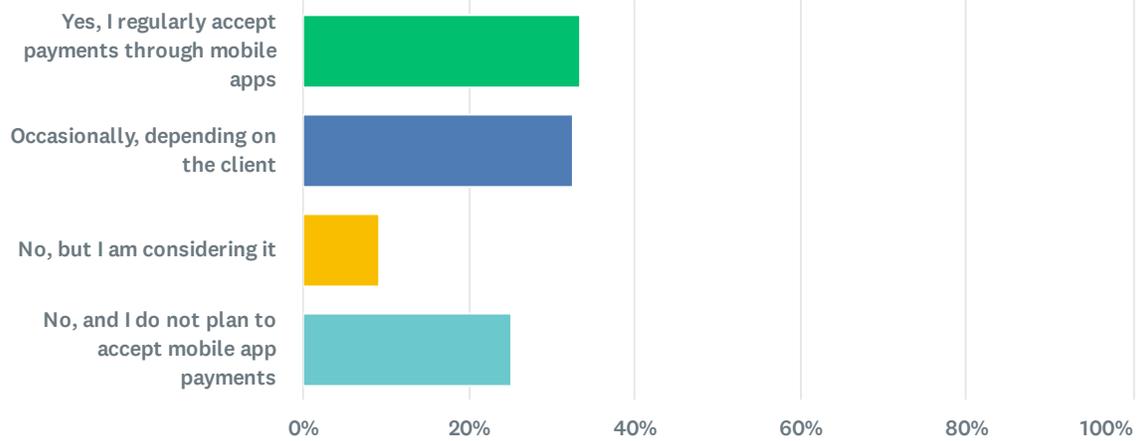
Answer Choices	Percentage	Responses
● Yes, I currently use a marketing agency	6.13%	22
● No, but I have in the past	9.19%	33
● No, I handle all marketing in-house	41.78%	150
● No, I do not actively market my business	42.90%	154
Total		359

Organized and Sponsored by:



Q27 Do you accept payments from mobile apps like Zelle, Venmo, CashApp, or PayPal?

Answered: 363 Skipped: 2



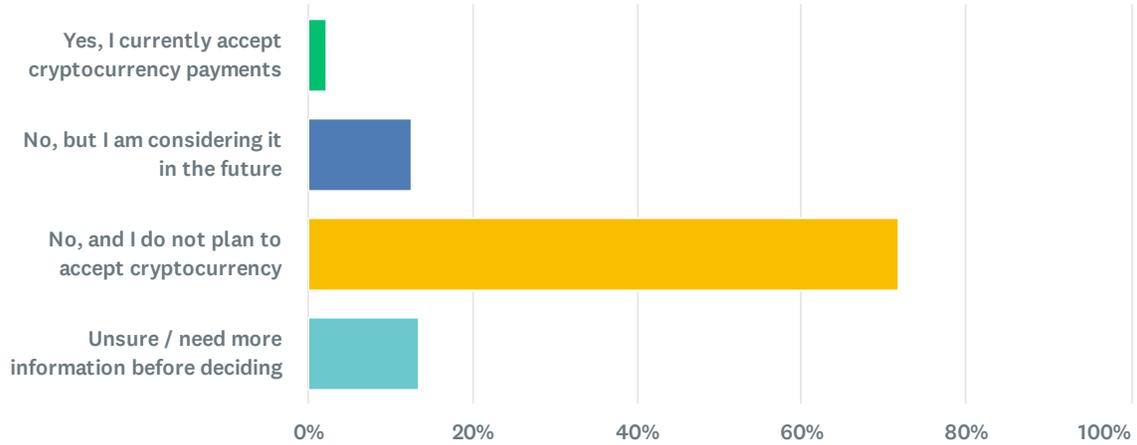
Answer Choices	Percentage	Responses
● Yes, I regularly accept payments through mobile apps	33.33%	121
● Occasionally, depending on the client	32.51%	118
● No, but I am considering it	9.09%	33
● No, and I do not plan to accept mobile app payments	25.07%	91
Total		363

Organized and Sponsored by:



Q28 Do you now or do you anticipate accepting Cryptocurrency payments (e.g., Bitcoin, Ethereum)?

Answered: 365 Skipped: 0



Answer Choices	Percentage	Responses
● Yes, I currently accept cryptocurrency payments	2.19%	8
● No, but I am considering it in the future	12.60%	46
● No, and I do not plan to accept cryptocurrency	71.78%	262
● Unsure / need more information before deciding	13.42%	49
Total		365

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