

# THE WAR FOR TALENT

## Software Developers - Applications 2017

The below markets offer cost savings greater than 15% from the Mean Annual Salary provided in the San Francisco metro area for Application Software Developers (\$123,472). These markets also have an employee pool estimated at greater than 10K employees (San Francisco labor pool = 38K). Company specific considerations such as number of staff required, necessary tenure/seniority

of these professionals, the cost of potential churn and attractiveness of in-market competitors to the subject Company's compensation and workforce culture will directly impact feasibility of recruitment. Additionally, for smaller scale operations, the Midwest and Southeast have several clusters of moderate concentrations of affordable developer talent which may be worth exploring for the right opportunity.

### CHICAGO



AVG. SALARY  
**\$98,641**

Cost savings  
to Bay Area Metro  
**20%**



2017 EMPLOYMENT  
**23,108**

Bay Area Metro  
**37,929**



CHANGE FROM 2012  
**+15%**

Bay Area Metro  
**+46%**



UNIQUE JOB POSTINGS  
**4,155**

Bay Area Metro  
**6,959**



POSTINGS / 2017 EMP  
**18%**

Bay Area Metro  
**18%**

Potential  
indicator of  
in-market  
competition

### MINNEAPOLIS



AVG. SALARY  
**\$92,972**

Cost savings  
to Bay Area Metro  
**25%**



2017 EMPLOYMENT  
**12,583**

Bay Area Metro  
**37,929**



CHANGE FROM 2012  
**+9%**

Bay Area Metro  
**+46%**



UNIQUE JOB POSTINGS  
**2,263**

Bay Area Metro  
**6,959**



POSTINGS / 2017 EMP  
**18%**

Bay Area Metro  
**18%**

Market  
evolution  
speed of  
change

### PHILADELPHIA



AVG. SALARY  
**\$101,048**

Cost savings  
to Bay Area Metro  
**18%**



2017 EMPLOYMENT  
**16,595**

Bay Area Metro  
**37,929**



CHANGE FROM 2012  
**+8%**

Bay Area Metro  
**+46%**



UNIQUE JOB POSTINGS  
**2,443**

Bay Area Metro  
**6,959**



POSTINGS / 2017 EMP  
**15%**

Bay Area Metro  
**18%**

Ability  
for market to  
sustain demand

### PHOENIX



AVG. SALARY  
**\$93,566**

Cost savings  
to Bay Area Metro  
**24%**



2017 EMPLOYMENT  
**12,366**

Bay Area Metro  
**37,929**



CHANGE FROM 2012  
**+25%**

Bay Area Metro  
**+46%**



UNIQUE JOB POSTINGS  
**1,475**

Bay Area Metro  
**6,959**



POSTINGS / 2017 EMP  
**12%**

Bay Area Metro  
**18%**