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2021 CANDIDATE INSIGHT REPORT:

TECH SALARY
EXPECTATIONS

Talent Activated.

About the Report.

While the unemployment rate in the US might have you thinking you have your choice of talent, that's not the case in the technology industry. The US unemployment rate is typically much higher than that of the tech industry. In fact, in Q1 of 2021, there was about a four percent difference between them, which is drastic when thinking about the competition for talent.

No longer can you expect tech candidates to come knocking on your door; you must put on your sales hat and prove to candidates why your company is the best place to work. And an important factor in that selling strategy is compensation.

When looking for a job, 67 percent of candidates consider salary to be a top factor in their decision. If your compensation packages for tech roles aren't up to par, you'll lose out on more than half of your candidates — something you can't afford when hiring sought-after talent.

So how much should you be paying tech candidates? And what salary expectations do tech candidates have for their specific skill set? We're here to tell you. **This report details the exact salary averages for 15 in-demand roles based on real tech candidate data.** You'll find all of the information you need to make sure you've got a fighting chance to bring in great tech candidates and stand out from your competition.

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Report Methodology.

Thousands of tech professionals provide us with insight into their compensation packages through our local salary tools. We analyzed these submissions for 15 of the most popular technology roles across development and engineering, data and analytics and product job functions to determine what you should be paying tech candidates today. The roles highlighted in this report were chosen based on the increasing demand for these skills across our local sites.

The data in this report comes from the regions of Austin, Boston, Chicago, Colorado, Los Angeles, New York City, San Francisco and Seattle. Our nationwide data is an average of the salaries for each position throughout these eight cities. The salaries represent the base pay for each role and do not include any additional compensation candidates may receive throughout their employment.

The salary averages on our website represent real-time data and fluctuate as new submissions are added. The data in this report reflects salary averages as of March 2021.

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National Tech Salaries

To help you better understand the salary expectations of tech candidates, we analyzed the average salaries for roles within three of the fastest-growing job functions — development and engineering, data and analytics and product. We also share the reasons why demand for these skills are booming.

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Development & Engineering

The talent shortage for development and engineering in the US is massive — by 2026, the engineering shortage will reach 1.2M. So what's driving this demand for development and engineering talent? Here's a look at some of the key factors at play.

✓ **The World's Gone Digital.** All companies now have a digital presence and need tech talent to support new digital products and services.

✓ **Code Has an Expiration Date.** In general, code lasts only a few years before it becomes obsolete and needs to be either re-written or reinvented altogether. Tech talent is needed to keep these programs up to date.

✓ **Graduates Don't Have Desirable Degrees.** Despite experience — self-teaching, online courses and coding bootcamps — being as valuable as relevant college degrees, the limited number of graduates with formal training plays a large part in the high demand for development and engineering talent.

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Development & Engineering Salaries: National Average

Check out the average national salaries for 10 of the most in-demand development and engineering roles to see if your compensation package is up to par. The salaries are ranked from highest to lowest.

Engineering Manager	$165,949
Senior Software Engineer	$150,640
DevOps Engineer	$129,742
Security Engineer	$127,640
Software Engineer	$123,300
iOS Developer	$118,341
Android Developer	$113,751
Front-End Developer	$106,647
Salesforce Developer	$103,428
QA Engineer	$96,640

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Data & Analytics

Since 2012, there has been a <u>650 percent</u> increase in demand for data scientists alone. The exponential need for data and analytics professionals doesn't seem to be slowing down, here are some reasons why:

- ✓ **Data-driven Decision Making.** Major company decisions are now being made based off data insights. With this shift comes the need for data and analytics professionals to fill the gap.

- ✓ **Personalization Expectations.** Consumers today are used to having personalized interactions with businesses, and companies can't live up to that expectation without data analysis. Skilled professionals are needed to interpret data in a way that allows for more personalized consumer experiences.

- ✓ **New Technology Trends.** Emerging technologies like artificial intelligence and machine learning cannot function without properly managed data. As these technologies continue to increase in popularity, the demand for data and analytics professionals will also increase.

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Data & Analytics Salaries: National Average

Check out the average national salaries for three of the most in-demand data and analytics roles to see if your compensation package is up to par. The salaries are ranked from highest to lowest.

Data Scientist	$126,261
Data Engineer	$121,122
Data Analyst	$79,892

Product

In just two years, the need for product management roles in the U.S. grew 32 percent. This steady growth is fueled by a few key factors:

Increased Demand for Development & Engineering Roles. Sound familiar? Developer and engineers work hand-in-hand with product professionals to build solutions that solve business challenges. So as the demand for one increases, it's only natural that the other will follow suit.

Lack of Tech Knowledge. As more and more traditional companies leverage technology, product professionals with a knack for tech and traditional business skills are needed to fill this knowledge gap.

Product Salaries: National Average

Check out the average national salaries for two of the most in-demand product roles to see if your compensation package is up to par. The salaries are ranked from highest compensation to lowest.

Product Manager	$125,103
Product Owner	$112,867

2020 vs. 2021 National Tech Salaries

We analyzed how candidate salary expectations have changed from 2020 to 2021, and the data aligns with traditional expectations of implementing a cost-of-living raise. It's important to note however, that as remote work continues to rise in popularity post-pandemic, the expectations of higher salaries may as well since 54 percent of telecommuters earn more than those working in-person. Read on to see how candidates salary expectations have changed.

2020 vs. 2021: National Tech Salaries

Here's how the average salaries for top tech roles have changed from 2020 to 2021.

Development & Engineering Roles			
Role	**2021 Salary**	**2020 Salary**	**Y/Y Change**
Software Engineer	$123,300	$124,575	-1.02%
iOS Developer	$118,341	$115,887	2.12%
Front-End Developer	$106,648	$103,182	3.36%
Android Developer	$113,751	$111,916	1.64%
QA Engineer	$96,640	$94,613	2.14%
DevOps Engineer	$129,742	$126,601	2.48%
Salesforce Developer	$103,428	$101,648	1.75%
Security Engineer	$127,640	$125,045	2.08%
Senior Software Engineer	$150,640	$144,483	4.26%
Engineering Manager	$165,949	$161,526	2.74%

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2020 vs. 2021: National Tech Salaries

Here's how the average salaries for top tech roles have changed from 2020 to 2021.

Data & Analytics Roles			
Role	**2021 Salary**	**2020 Salary**	**Y/Y Change**
Data Engineer	$121,122	$119,715	1.18%
Data Scientist	$126,261	$127,559	-1.02%
Data Analyst	$79,892	$77,437	3.17%

Product Roles			
Role	**2021 Salary**	**2020 Salary**	**Y/Y Change**
Product Manager	$125,103	$123,555	1.25%
Product Owner	$112,867	$110,966	1.71%

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Tech Salaries by Location

Knowing tech salary averages at a national level is great, but you're likely more interested in the salary expectations of candidates in your area. With that in mind, we also analyzed salaries by location to help you understand candidate needs in your neck of the woods. We also share how each salary differs from the national average.

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Austin: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Austin.

Development & Engineering Roles		
Role	2021 Salary	National Average Comparison
Software Engineer	$111,777	10% below
iOS Developer	$111,386	6% below
Front-End Developer	$101,033	6% below
Android Developer	$110,286	3% below
QA Engineer	$77,583	25% below
DevOps Engineer	$112,646	15% below
Salesforce Developer	$100,400	3% below
Security Engineer	$131,482	3% above
Senior Software Engineer	$134,995	12% below
Engineering Manager	$150,112	11% below

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Austin: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Austin.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$104,320	16% below
Data Scientist	$114,303	10% below
Data Analyst	$71,033	12% below

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$114,969	9% below
Product Owner	$105,076	7% below

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Boston: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Boston.

Development & Engineering Roles

Role	2021 Salary	National Average Comparison
Software Engineer	$112,727	9% below
iOS Developer	$115,273	3% below
Front-End Developer	$101,951	5% below
Android Developer	$115,157	1% above
QA Engineer	$97,382	1% above
DevOps Engineer	$124,131	5% below
Salesforce Developer	$101,357	2% below
Security Engineer	$121,347	5% below
Senior Software Engineer	$134,540	12% below
Engineering Manager	$152,583	9% below

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Boston: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Boston.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$119,420	1% below
Data Scientist	$123,508	2% below
Data Analyst	$73,375	9% below

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$119,128	5% below
Product Owner	$105,129	7% below

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Chicago: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Chicago.

Development & Engineering Roles

Role	2021 Salary	National Average Comparison
Software Engineer	$106,893	15% below
iOS Developer	$103,330	15% below
Front-End Developer	$99,516	7% below
Android Developer	$94,820	20% below
QA Engineer	$87,590	10% below
DevOps Engineer	$118,109	10% below
Salesforce Developer	$115,354	10% below
Security Engineer	$113,586	12% below
Senior Software Engineer	$133,924	12% below
Engineering Manager	$150,219	10% below

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Chicago: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Chicago.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$118,401	2% below
Data Scientist	$112,376	12% below
Data Analyst	$69,835	14% below

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$113,948	10% below
Product Owner	$97,519	16% below

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Colorado: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Colorado.

Development & Engineering Roles		
Role	2021 Salary	National Average Comparison
Software Engineer	$106,039	16% below
iOS Developer	$107,969	10% below
Front-End Developer	$87,648	22% below
Android Developer	$98,167	16% below
QA Engineer	$85,035	14% below
DevOps Engineer	$111,231	17% below
Salesforce Developer	$84,483	22% below
Security Engineer	$107,077	19% below
Senior Software Engineer	$131,476	15% below
Engineering Manager	$140,958	18% below

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Colorado: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Colorado.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$102,057	19% below
Data Scientist	$104,520	21% below
Data Analyst	$71,073	12% below

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$108,511	15% below
Product Owner	$91,942	23% below

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Los Angeles: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Los Angeles.

Development & Engineering Roles

Role	2021 Salary	National Average Comparison
Software Engineer	$129,220	5% above
iOS Developer	$125,857	6% above
Front-End Developer	$105,213	1% below
Android Developer	$131,841	14% above
QA Engineer	$103,955	7% above
DevOps Engineer	$127,931	1% below
Salesforce Developer	$91,188	13% below
Security Engineer	$116,806	9% below
Senior Software Engineer	$158,677	5% above
Engineering Manager	$166,258	1% above

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Los Angeles: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Los Angeles.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$127,629	5% above
Data Scientist	$129,600	3% above
Data Analyst	$84,714	6% above

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$123,412	1% below
Product Owner	$117,886	4% above

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New York City: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in New York City.

Development & Engineering Roles		
Role	2021 Salary	National Average Comparison
Software Engineer	$128,014	4% above
iOS Developer	$135,216	12% above
Front-End Developer	$117,128	9% above
Android Developer	$124,550	9% above
QA Engineer	$99,316	3% above
DevOps Engineer	$133,846	7% above
Salesforce Developer	$111,080	7% above
Security Engineer	$138,925	8% above
Senior Software Engineer	$157,910	5% above
Engineering Manager	$182,727	9% above

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New York City: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in New York City.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$123,550	2% above
Data Scientist	$131,730	4% above
Data Analyst	$84,335	5% above

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$128,138	2% above
Product Owner	$135,093	16% above

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San Francisco: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in San Francisco.

Development & Engineering Roles

Role	2021 Salary	National Average Comparison
Software Engineer	$164,276	25% above
iOS Developer	$142,075	16% above
Front-End Developer	$139,022	23% above
Android Developer	$122,367	7% above
QA Engineer	$128,380	25% above
DevOps Engineer	$181,308	28% above
Salesforce Developer	$122,669	16% above
Security Engineer	$159,617	20% above
Senior Software Engineer	$194,588	23% above
Engineering Manager	$207,290	20% above

San Francisco: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in San Francisco.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$148,218	18% above
Data Scientist	$169,547	26% above
Data Analyst	$101,498	21% above

Product Roles

Role	2021 Salary	National Average Comparison
Product Manager	$163,109	23% above
Product Owner	$133,455	15% above

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Seattle: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Seattle.

Development & Engineering Roles		
Role	**2021 Salary**	**National Average Comparison**
Software Engineer	$127,453	3% above
iOS Developer	$105,625	12% below
Front-End Developer	$101,667	5% below
Android Developer	$112,818	1% below
QA Engineer	$93,881	3% below
DevOps Engineer	$123,733	5% below
Salesforce Developer	$100,889	3% below
Security Engineer	$132,283	4% above
Senior Software Engineer	$159,011	5% above
Engineering Manager	$177,448	6% above

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Seattle: Tech Salaries

Here's a look at the 2021 average salaries for top technology roles in Seattle.

Data & Analytics Roles

Role	2021 Salary	National Average Comparison
Data Engineer	$125,377	3% above
Data Scientist	$124,503	1% below
Data Analyst	$83,276	4% above

Product Roles

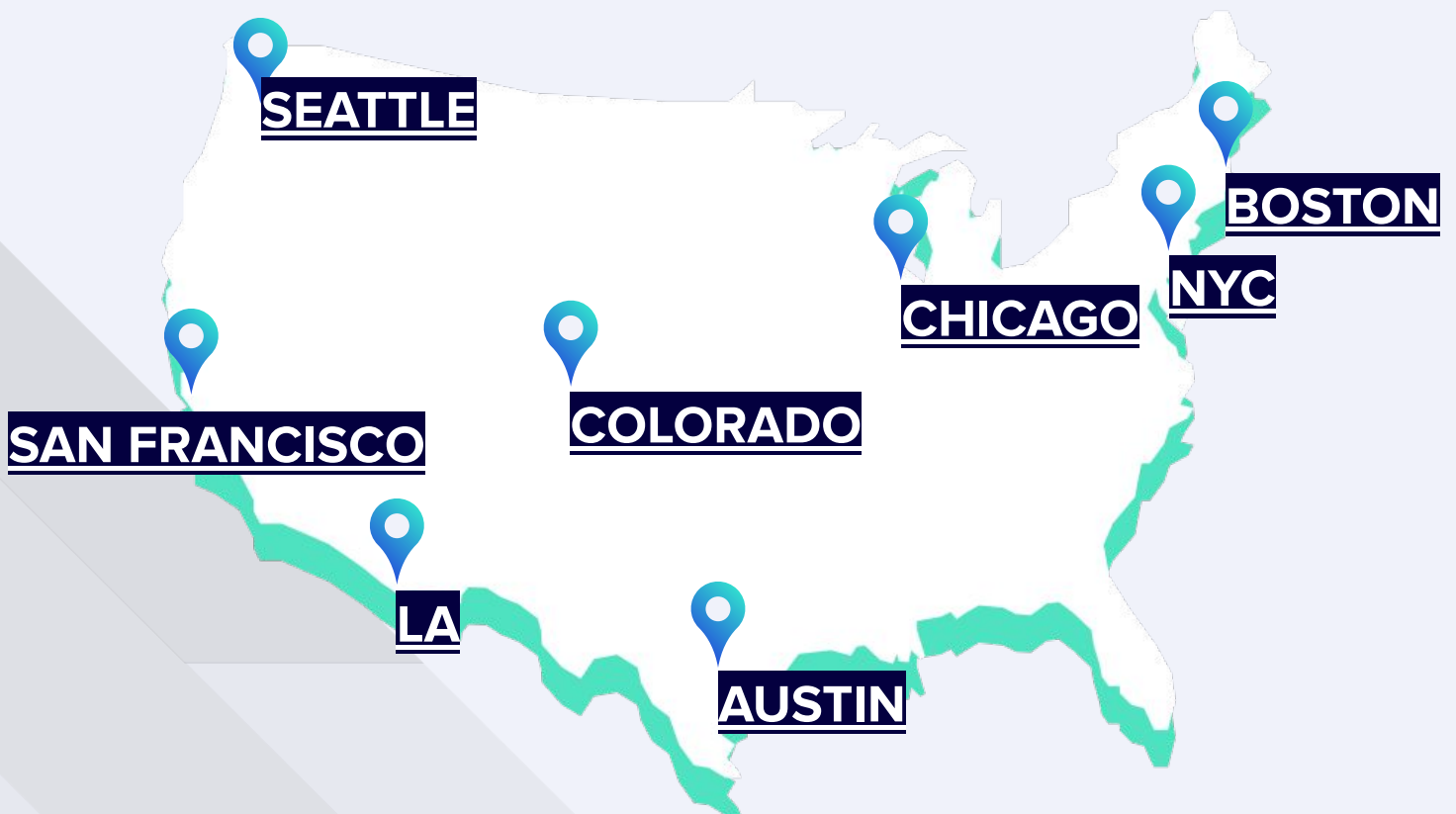| Role	2021 Salary	National Average Comparison
Product Manager	$129,610	3% above
Product Owner	$116,833	3% above

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Salaries by Location: Deep Dive

In this report we discussed salary information for the most in-demand technology roles, but you're likely facing stiff hiring competition for other job functions, as well. Luckily, our salary data spans to other skill sets like sales, marketing, design and many others. The next page details how you can access salaries for all of your open positions within your city.

The Built In salary tool is a real-time, user-driven database of compensation information. The tool is available for these eight major cities and geos: Austin, Boston, Chicago, Colorado, Los Angeles, New York City, San Francisco and Seattle. **Discover the salary expectations for all of your open positions today by clicking on your location below.**

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NYC

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LA

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