woo.io

WOONDEX *Q2, 2016*

Quarterly compilation of high-level perspectives on the career trends driving tech professionals across the U.S.

WHAT'S INSIDE:

- Compensation Expectations Continue to Slide
- Women Have Lower Salary Expectations Than Their Male Counterparts
- Technology Positions Glean Highest Salary Levels: Specific Specialties Reap Even More

THE WOONDEX REPORT / Q2 2016

The Woo Index, or the "Woondex", is a report created by Woo.io, a Tel Aviv-based platform that allows tech talent to gauge their market value, to bring insights and clarity to the U.S. job market. Using its own proprietary data as a source, Woo.io aims to empower professionals and companies with specific insights into career compensation and trends.

The Woo Data

Woo's data is generated by what thousands of tech professionals state they want for their ideal job when joining its platform each month. The data-insights contained in this report were created by a user base of 15,000 software engineers, designers, developers and more.

DOING THE SAME JOB FOR LESS: LOWER SALARY EXPECTATIONS IN 2016

Through June 2016, employment numbers for the US economy were disappointing. Only 38,000 jobs were added in May (compared to the 162,000 that had been expected), and the unemployment rate (falling? increasing or declining?) declining due to a lack of people participating in the job market.

To date, the July employment numbers have exceeded this month's expectations, with 287,000 jobs created vs 175,000 expected.

Among tech professionals, our data shows a trend of 16% decline in salary expectations since the beginning of Q1 2016.

-12.58%

-3.94%

$142,174

$124,285

$119,392

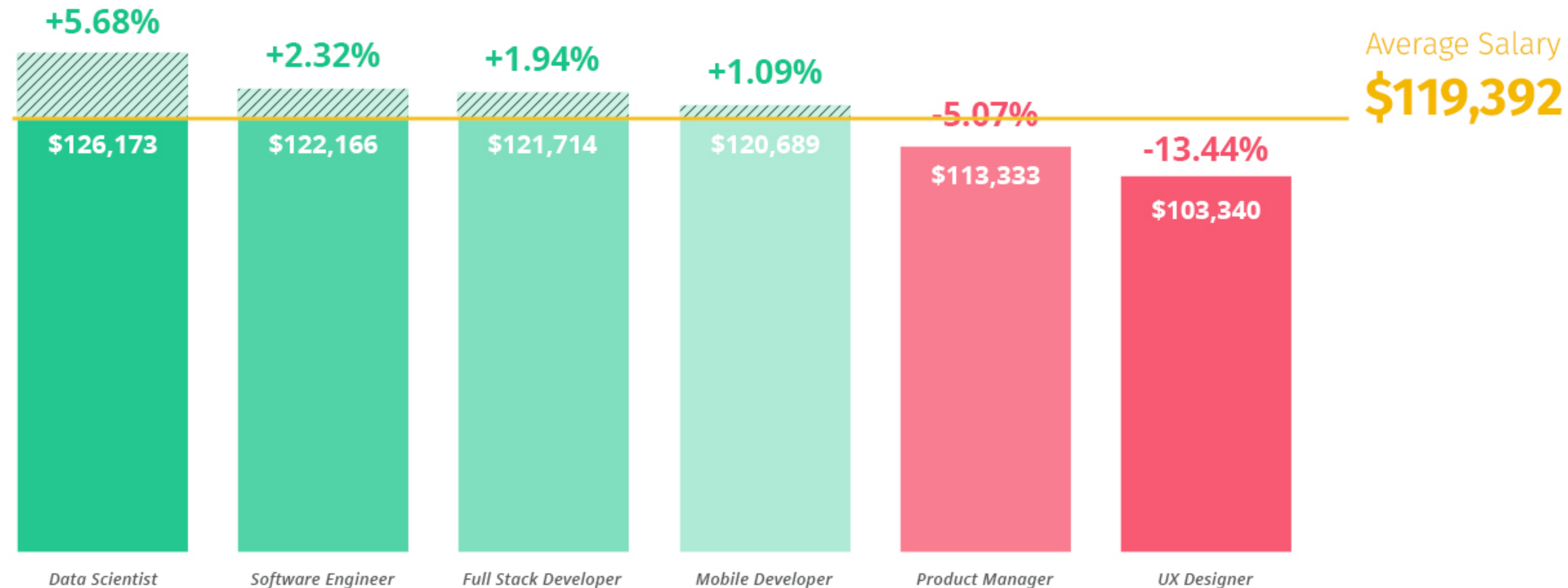**Q4 2015**

Q1 2016

Q2 2016
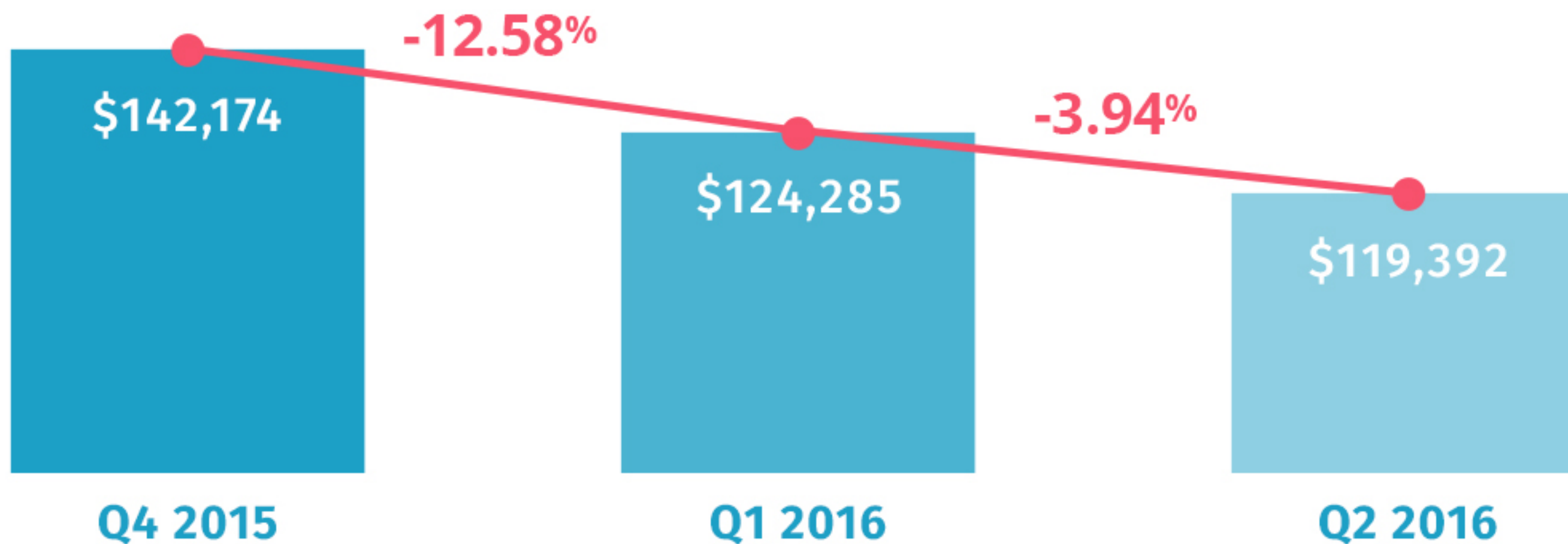
WOMEN IN TECH EXPECT A LOT LESS

Women's compensation in technology positions are impacted by the gender pay gap with women's salary expectations 14.4% lower than men in San Francisco and 19.6% lower in New York. This relates to the fact that women, unfortunately, can have lower salary expectations than men in the workplace.

$135,084

-14.4%

$115,532

$127,369

-19.6%

$102,333

San Francisco

New York
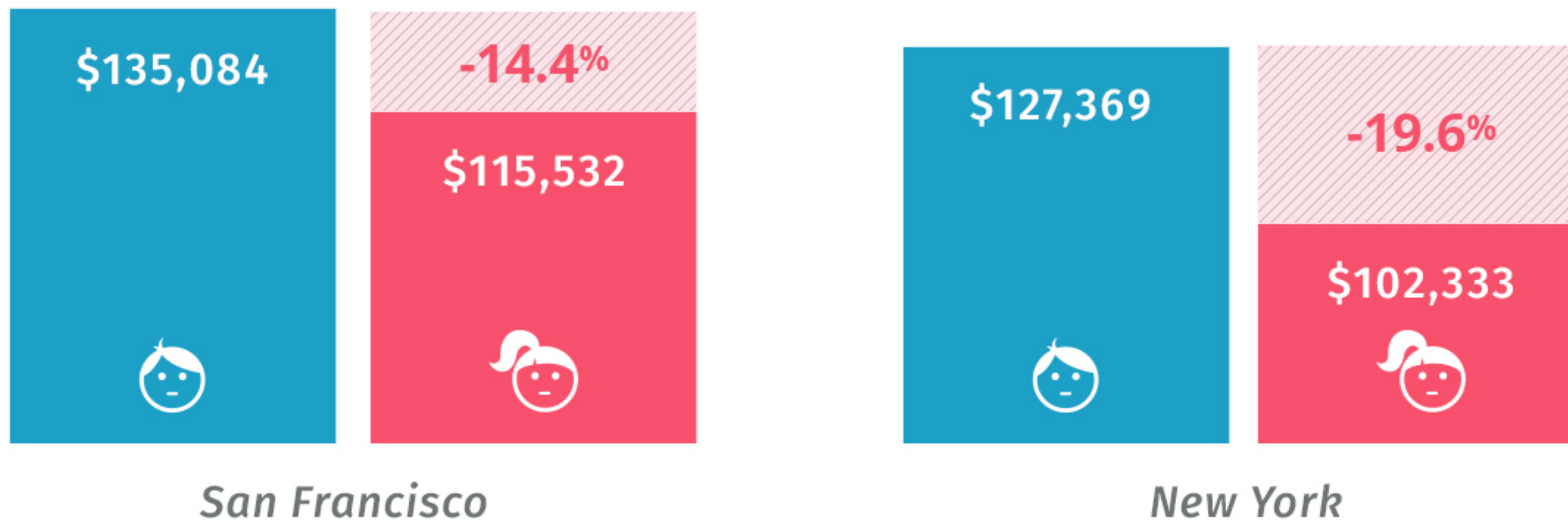
BECAUSE NOT ALL TECH IS EQUAL: WHICH TECHIES WANT LESS?

While technology compensation expectations declined overall in the first half of 2016, there were certain bright spots. For example, those looking for data scientist roles and software engineer were seeking approximately 6% and 3% above the average offered salary, respectively. However, there were also some clouds on the horizon for those seeking jobs as product managers and UX Designers who had approximately 5% and 14% lower salary expectations, respectively.

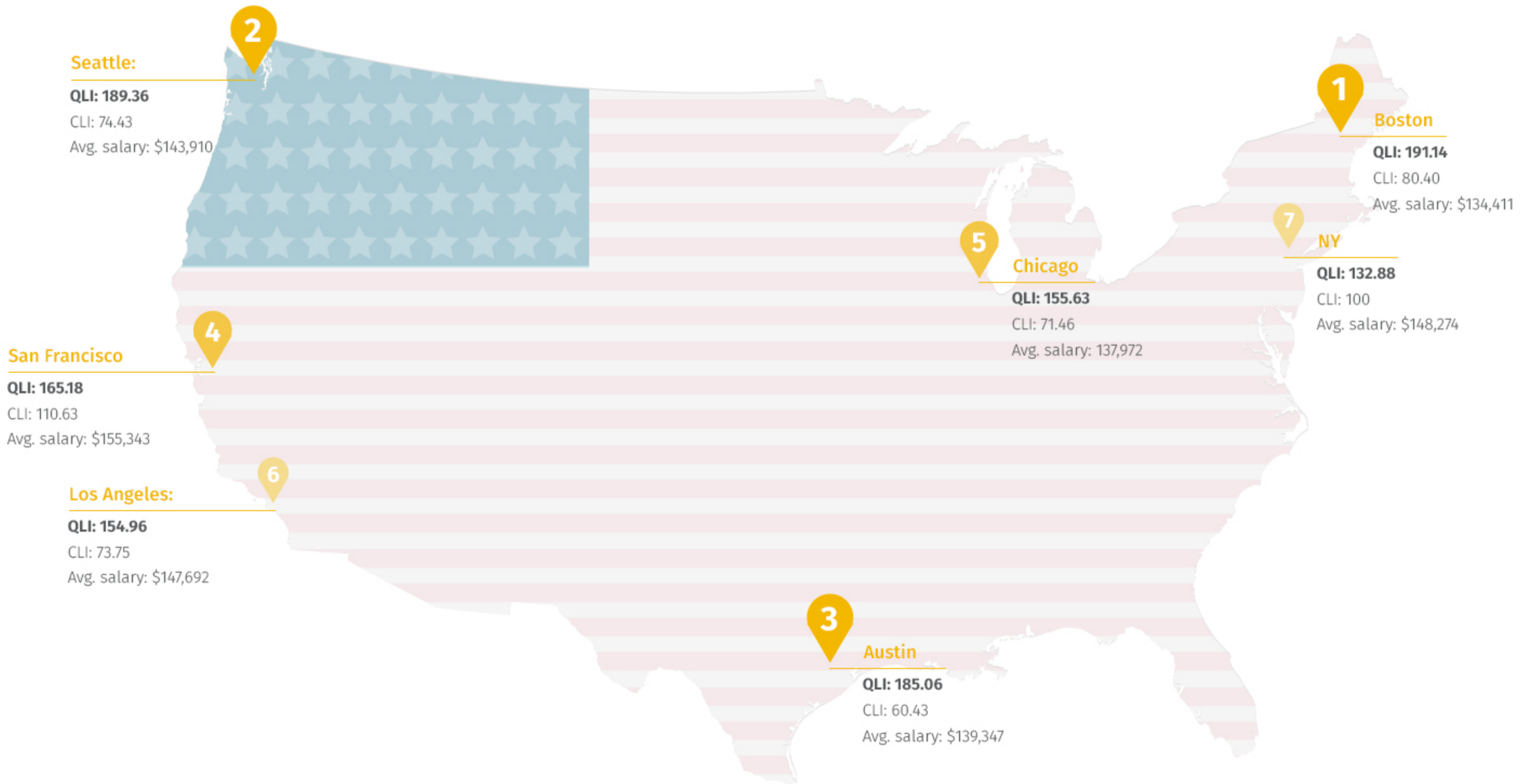|	+5.68%	+2.32%	+1.94%	+1.09%	-5.07%	-13.44%
	$126,173	$122,166	$121,714	$120,689	$113,333	$103,340
	Data Scientist	Software Engineer	Full Stack Developer	Mobile Developer	Product Manager	UX Designer

Average Salary
$119,392

WHERE DO TECH PROFESSIONALS HAVE IT BETTER?

Our data also correlated salary with quality of life and came up with some interesting findings. For example, Boston had a lower average salary ($134,411) compared to Seattle ($143,910) but a higher quality of life at 191.14 compared to Seattle's 189.36.

Cost of Living Index (CLI) is a relative indicator of rent, consumer goods price, including groceries, restaurants, transportation and utilities. [3]

Quality of Life Index (QLI, where higher is better) is an estimation of overall quality of life by using empirical formula which takes into account purchasing power index, pollution index, house price to income ratio, cost of living index, safety index, health care index, traffic commute time index and climate index. [4]

2

Seattle:

QLI: 189.36
CLI: 74.43
Avg. salary: $143,910

1

Boston

QLI: 191.14
CLI: 80.40
Avg. salary: $134,411

7

NY

QLI: 132.88
CLI: 100
Avg. salary: $148,274

5

Chicago

QLI: 155.63
CLI: 71.46
Avg. salary: 137,972

4

San Francisco

QLI: 165.18
CLI: 110.63
Avg. salary: $155,343

6

Los Angeles:

QLI: 154.96
CLI: 73.75
Avg. salary: $147,692

3

Austin

QLI: 185.06
CLI: 60.43
Avg. salary: $139,347

METHODOLOGY

 The Q2 2016 edition of the Woondex report contains unique and propietary information, provided by over 15,000 tech professionals on their expectations and desires when describing the type of job offers they would like to receive from companies using the Woo platform.

SOURCES

[1] http://www.cnbc.com/2016/06/03/us-nonfarm-payrolls-may-2016.html

[2] https://en.wikipedia.org/wiki/Gender_pay_gap#United_States
http://www.forbes.com/sites/meghancasserly/2013/09/10/how-womens-low-expectations-perpetuate-the-gender-pay-gap/#38b170c3969b

[3] and [4] Cost of Living Index and Quality of Life Index data by cities were obtained from numbeo.com data.

ABOUT WOO

Privately-held, Woo operates out of San Francisco and Tel Aviv. Through its namesake platform, Woo, lets tech talent effortlessly find out their market value, while remaining anonymous. Unlike existing solutions, Woo focuses on helping talent find out what is their true career potential, regardless of whether they want to change their job or not. The company works with cutting-edge tech brands, including Microsoft, Quora, WalkMe,WeWork, Outbrain, and more.