

2015 - 2014

# Dice Tech Salary Survey

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## Check and Check: U.S. Technology Salaries and Bonuses Rise

Satisfaction with Compensation Declines



Dice®

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# Check and Check:

## U.S. Technology Salaries and Bonuses Rise

### Satisfaction with Compensation Declines

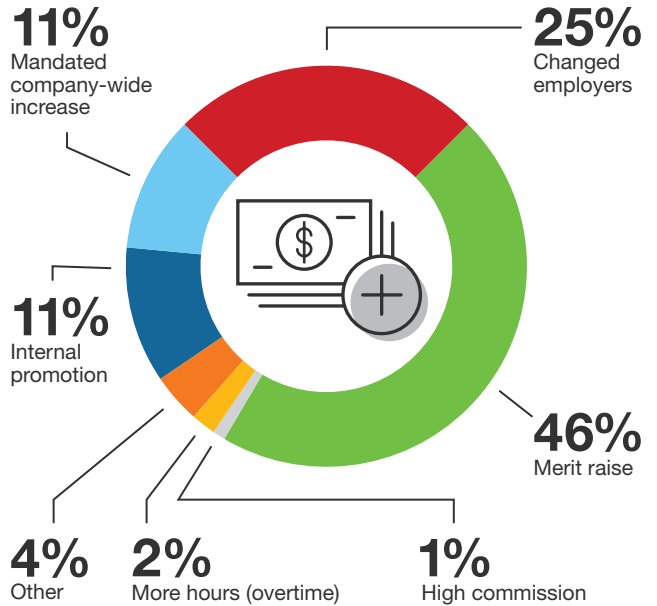
Technology pay in the United States saw another year of hikes with technology professionals earning \$89,450 on average annually, up two percent from 2013, according to Dice's annual salary survey.

More than half (61%) of technology professionals earned higher salaries in 2014, most frequently citing a merit raise as the reason for the increase. Another 25 percent say they received higher wages due to changing employers within the year.

Also, technical recruiters saw a significant jump (19%) in salaries in 2014, making \$81,966 on average annually compared to \$69,102 in 2013, a resounding verdict on the importance of recruiting tech professionals.

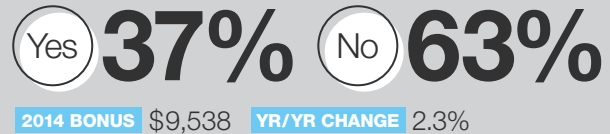
In addition to salaries rising, tech bonuses were both higher and more frequent as 37 percent of tech pros earned a \$9,538 bonus on average as part of their compensation, up two percent year-over-year.

### Reasons for Salary Increase

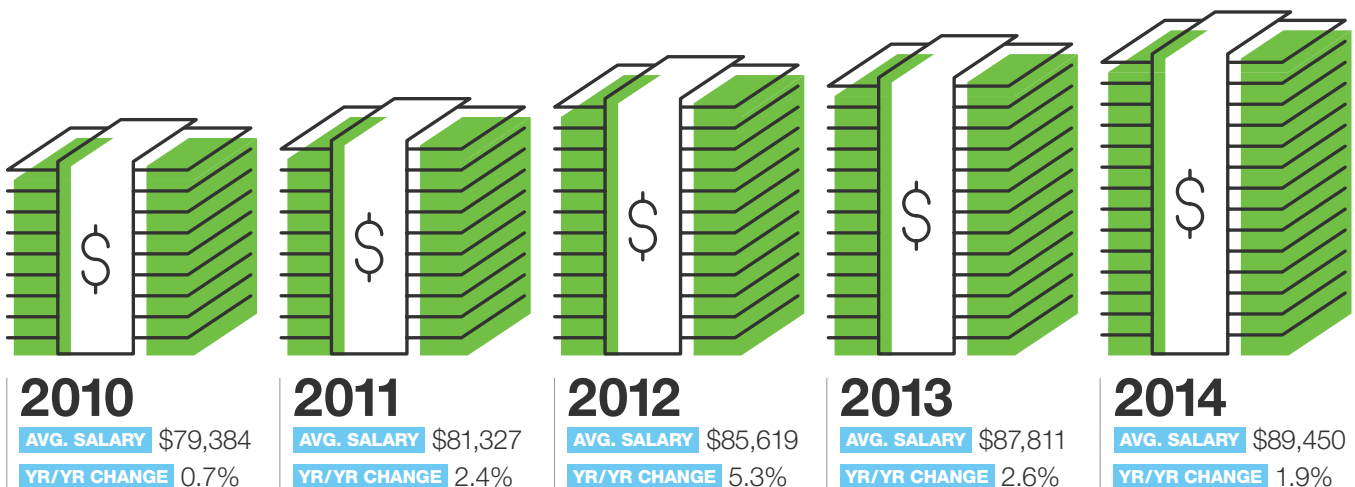


### Bonuses

#### Did you receive a bonus?



### Average U.S. Tech Salary 5-Year Trend



While salaries rose slightly, satisfaction with wages declined. Half (52%) of technology professionals were satisfied with their compensation in 2014, down from 54 percent in 2013. In fact, satisfaction with salaries has dipped every year since 2012, when it peaked at 57 percent and salaries saw the biggest year-over-year jump to 5.3 percent.

“As demand for technology professionals rises and highly-skilled talent is harder to find, the pressure is being reflected where it counts: paychecks,” said Shravan Goli, President of Dice. “Still, tech pros are less happy with their earnings, signaling to companies that in order to recruit and retain the best candidates, offering more will be necessary.”

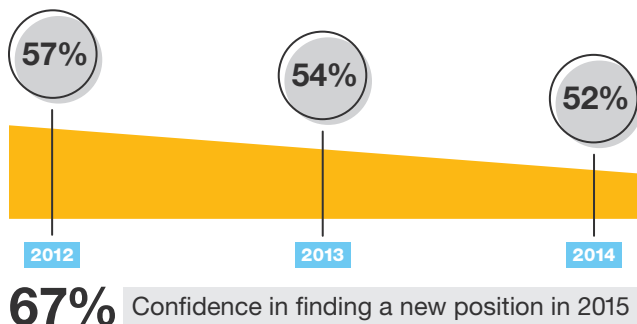
Tech professionals are more confident than ever (67%) that they could find a favorable new position in the year ahead and 37 percent anticipate changing employers for better pay or better conditions.

### Wages Rising in the West

The Pacific region as a whole saw the highest bump in salaries and tech professionals in Silicon Valley are again the highest paid in the country earning \$112,610 on average, up four percent year/year. The second highest paid talent is in Seattle, where tech pros earned \$99,423, up five percent, in 2014. Sacramento tech salaries rose 14 percent to \$96,788, with more experienced professionals earning more from last year driving the growth. Professionals in Portland, Oregon earned \$91,556 on average, up nine percent year/year, and in San Diego, tech salaries rose four percent to \$94,121.

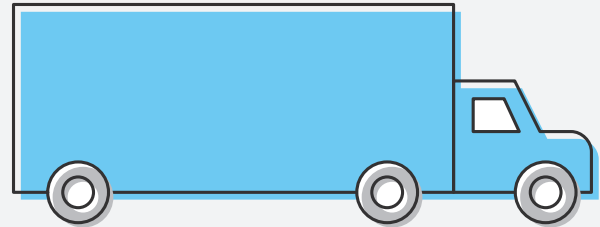
### Salary Satisfaction

Salary satisfaction slipping, while the majority feel confident about finding a new position.



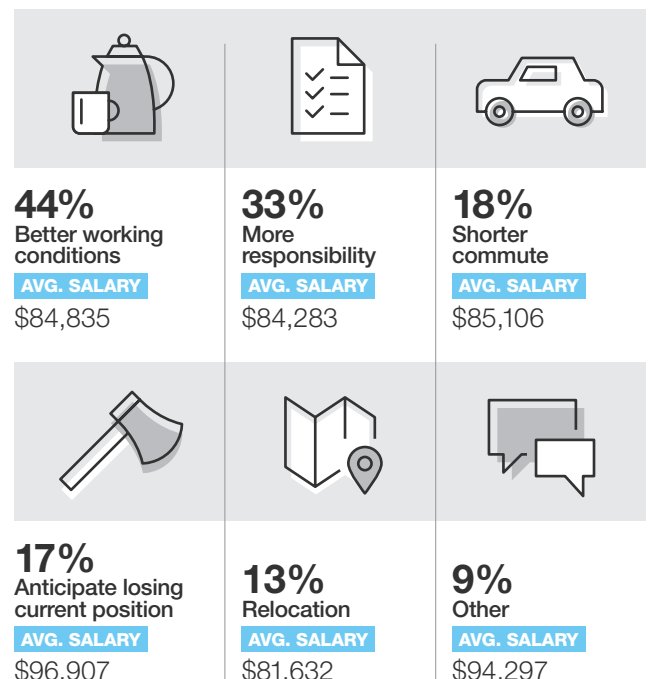
### Relocating

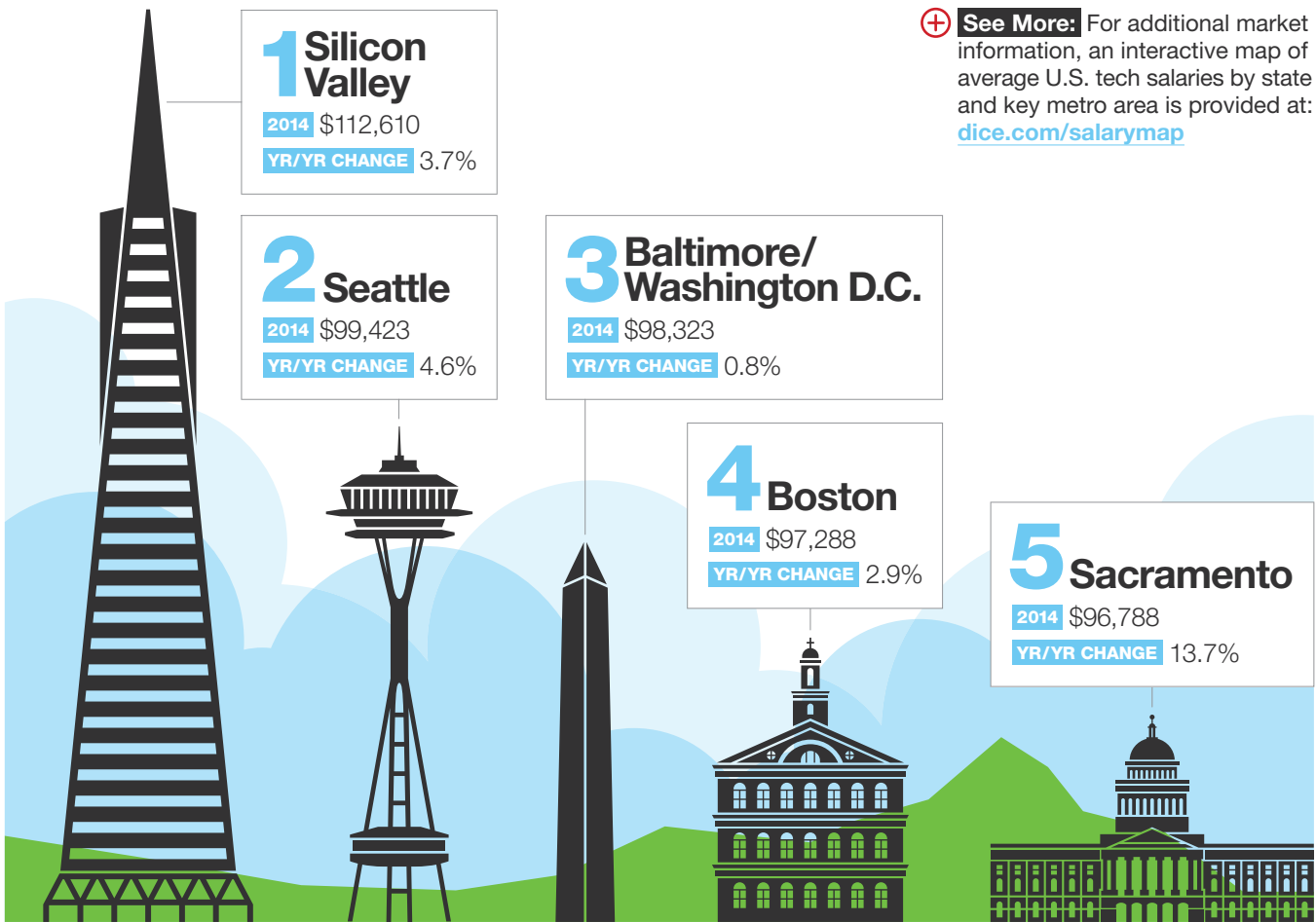
Are you more or less willing to relocate to a new city or state for a job than one year ago?



### Changing Employers

Of the 37% of tech pros that anticipate changing employers in 2015, here's why.





**+ See More:** For additional market information, an interactive map of average U.S. tech salaries by state and key metro area is provided at: [dice.com/salarymap](http://dice.com/salarymap)

METRO	2014	YR/YR CHANGE	METRO	2014	YR/YR CHANGE	METRO	2014	YR/YR CHANGE
6 New York	\$95,586	1.8%	16 Philadelphia	\$90,571	-1.7%	26 San Antonio	\$82,894	—
7 Los Angeles	\$95,345	-0.5%	17 Charlotte	\$90,292	-0.1%	27 Miami	\$82,060	4.0%
8 Denver	\$94,940	1.9%	18 Houston	\$89,838	-2.9%	28 Orlando	\$81,082	1.6%
9 San Diego	\$94,121	3.6%	19 Chicago	\$88,866	2.6%	29 Columbus	\$80,196	5.5%
10 St. Louis	\$93,829	23.1%	20 Raleigh	\$87,532	2.3%	30 Pittsburgh	\$79,575	16.8%
11 Austin	\$93,135	1.2%	21 Detroit	\$86,970	6.3%	31 Cincinnati	\$77,775	-6.9%
12 Minneapolis	\$91,878	5.3%	22 Atlanta	\$86,698	-4.2%	32 Cleveland	\$73,642	-7.8%
13 Dallas/Fort Worth	\$91,674	1.9%	23 Milwaukee	\$86,461	—	33 Kansas City	\$73,469	-5.0%
14 Portland	\$91,556	8.6%	24 Phoenix	\$84,404	-3.1%			
15 Hartford	\$91,025	4.3%	25 Tampa	\$82,932	3.3%			

**Money Markets**

Several key markets saw above-average pay increases including Boston and Chicago up three percent year/year to \$97,288 and \$88,866 respectively. Dallas (\$91,674) and New York (\$95,586) professionals earned

a two percent increase. Washington, D.C. tech salaries rose one percent to \$98,323 on average making them the third highest paid professionals behind Silicon Valley and Seattle.

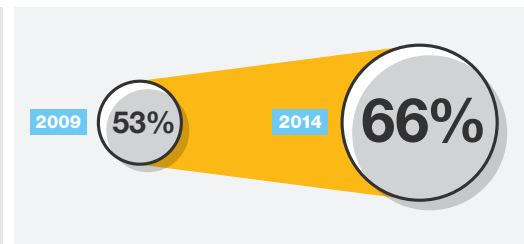
## Top 5 Motivators

What was the primary motivator your employer provided you in 2014?



Top five motivators based on the percentage of employers offering them.

Percentage of employers providing motivators to retain talent.



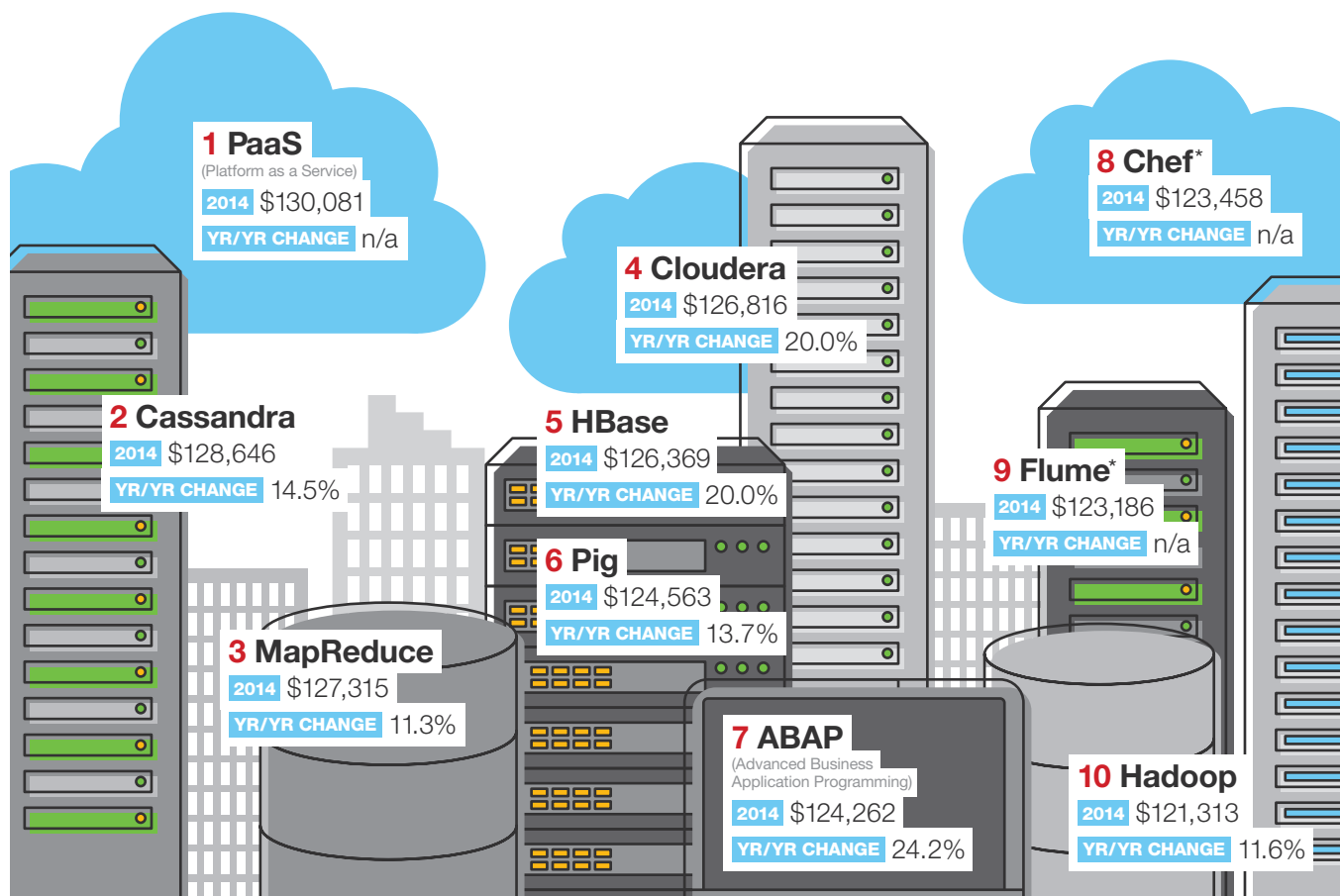
## Skills to Pay the Bills

Big data and cloud dominate the skills which earn the highest paychecks in 2014.

“Cloud is not new to the tech world but as more companies — large and small — adopt the technology, tech professionals with this experience will enjoy

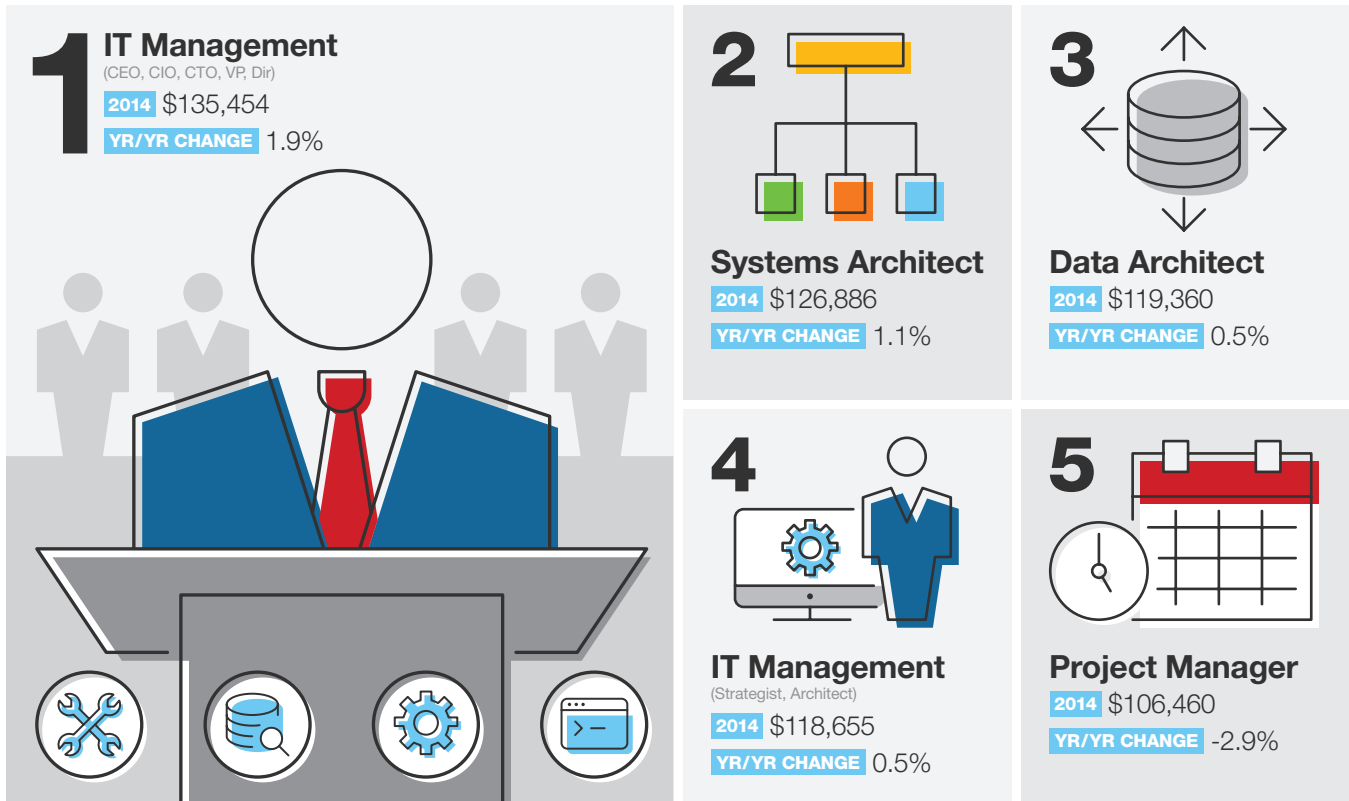
opportunities,” said Mr. Goli. “Big data made a big showing last year and we’re seeing it this year too. Tech professionals who analyze and mine information in a way that makes an impact on overall business goals have proven to be incredibly valuable to companies. The proof is in the pay.”

## Top 10 Highest Paying Tech Skills



\* New tech skills added to the 2014 survey and therefore yr/yr change is not available.

## Top Salaries by Job Title



	JOB TITLE	2014	YR/YR CHANGE
6	Database Administrator	\$ 102,446	1.3%
7	Software Engineer	\$ 101,941	4.1%
8	MIS Manager	\$ 99,607	-2.4%
9	Security Engineer	\$ 99,367	-5.9%
10	UI/UX Engineer*	\$ 95,498	—
11	Data Engineer*	\$ 94,569	—
12	Developer: Systems	\$ 94,427	-0.2%
13	Developer: Database	\$ 91,410	-4.7%
14	Developer: Applications	\$ 91,383	1.5%
15	Developer: Client/Server	\$ 90,026	1.4%
16	Business Analyst	\$ 89,957	-0.2%
17	Security Analyst	\$ 83,821	7.5%
18	Programmer/Analyst	\$ 82,206	-1.2%
19	Network Engineer	\$ 82,081	0.2%

	JOB TITLE	2014	YR/YR CHANGE
20	Technical Writer	\$ 81,322	9.0%
21	Technical Training	\$ 79,066	-12.2%
22	Quality Assurance Tester (QA)	\$ 76,854	1.9%
23	Web Developer/Programmer	\$ 76,774	-2.0%
24	Systems Administrator	\$ 73,690	-1.7%
25	Operations Engineer*	\$ 72,841	—
26	Network Management	\$ 72,209	-4.2%
27	Web Designer	\$ 67,089	-0.8%
28	Technical Support	\$ 53,946	0.3%
29	Graphic Designer	\$ 52,448	7.6%
30	Desktop Support Specialist	\$ 48,957	-0.2%
31	Help Desk	\$ 43,210	1.6%
32	PC Technician	\$ 41,236	5.9%

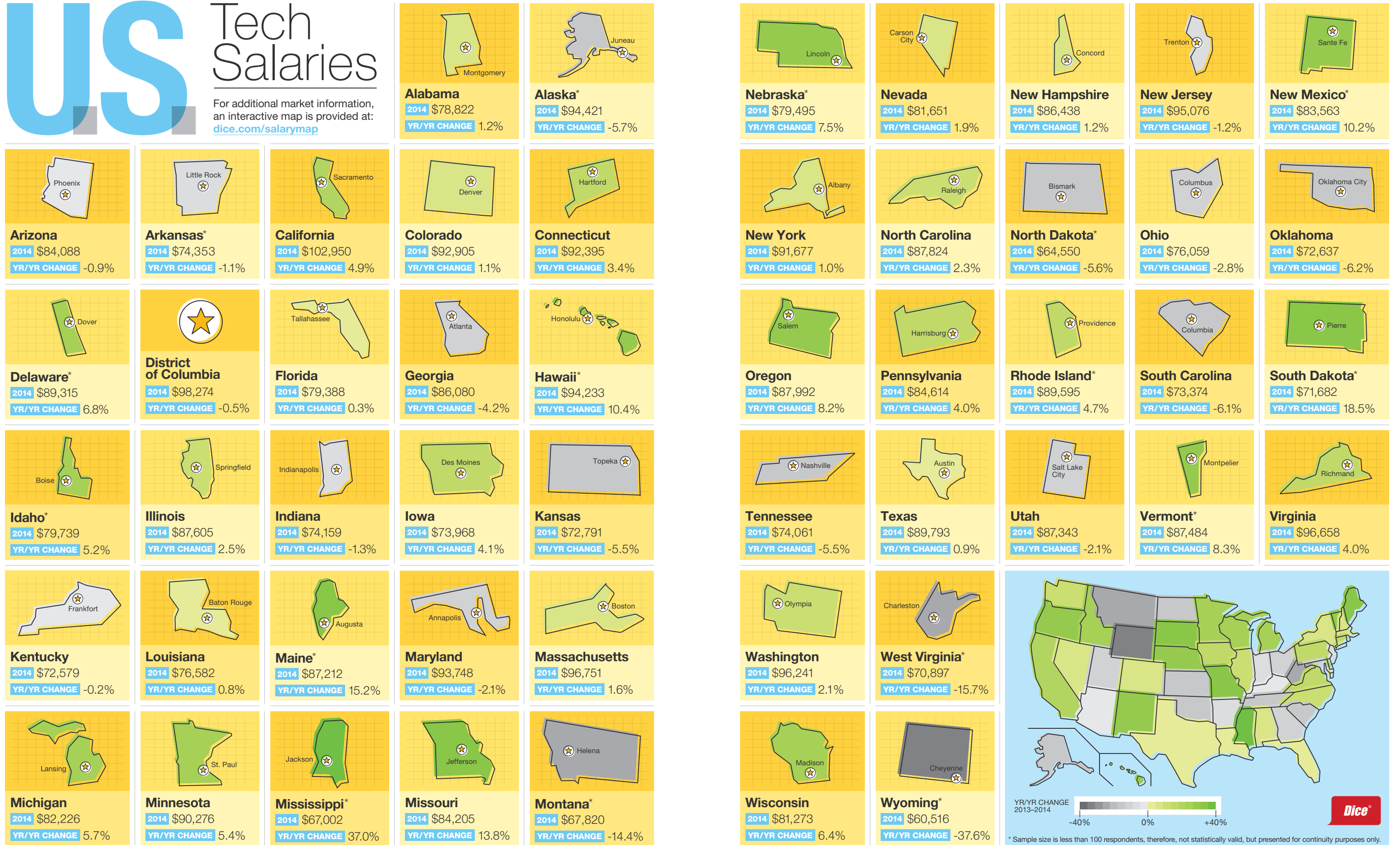
\* New title added to the survey in 2014 and therefore, yr/yr change is not available.

## Average Salary by Employment Type



# US Tech Salaries

For additional market information, an interactive map is provided at: [dice.com/salarymap](http://dice.com/salarymap)



\* Sample size is less than 100 respondents, therefore, not statistically valid, but presented for continuity purposes only.





## How to Factor Skills Insights Into Salary Negotiations

In tech recruiting, there's a lot to consider in making the right hire. Successful recruiters and hiring managers are adept at aligning a candidate's skills, strengths and passions to the specific job opening. And when it comes to skills, don't underestimate their impact on a fair salary. Money isn't everything when it comes to securing the best candidate for a job opening. But it's still important.

Imagine you're in small to medium market and you have a need for a Big Data architect skilled in tools of the trade like Hadoop, Cloudera, Hive and MongoDB. Those skills are in short supply everywhere, maybe more so in your area. However, your hiring manager might not be taking that into account when talking to you about a title and salary range. This is true of any particular skill set that might not be easily sourced in your area, be it augmented reality developers or highly skilled front-end developers. So if your team absolutely has to have the skill set, you better be prepared to challenge the salary limits for that ideal candidate in your area.

### Location, Location, Location

And how do you attract those skills when it may require enticing a talented tech professional to relocate hundreds

of miles from their current home? Here's where your ability to sell the position and the company culture come into play. Understand them well enough to be able to break down the positives of joining the organization. Start with the job and explain the opportunities it presents to advance the candidate's career. Play up perks like training opportunities, paid conferences or the company's support of independent projects beyond the scope of regular work. Be clear about the importance of the work to the company. This is your opportunity to convince candidates that they will be appreciated while working among those who are passionate about their work.

At this point, they're taking you seriously, but there's still work to do. Relocating is a big deal for many people, so now you have to sell the idea of a new city. Do your homework and be prepared to leverage any quality of life benefits that might come into play like attractive housing costs, shorter work commutes and the willingness of the employer to allow telecommuting and/or flex hours.

### Dig Deep into Skills Benchmarking

And then there's money. As noted earlier, it isn't enough to know the market value for the position in any given geographic area. Sure, be mindful of that when you consider an offer, but in a job market where tech unemployment remains roughly half that of the total national average, you better be prepared to sweeten the offer. When skills such as Ruby on Rails, Javascript, Ember.js, Node.js, jQuery, CSS and Bootstrap are gotta-haves, your offer should take these coveted skills into account — perhaps even to the point of pushing the salary range for the position in that geographical market.

**Keep in mind: candidates with in-demand skills are well aware of their market value and will likely want to negotiate if they feel they can do better.**

The negotiation process will go smoothly when you do your homework and are open and upfront with your salary range. Keep in mind: candidates with in-demand skills are well aware of their market value and will likely want to negotiate if they feel they can do better. That shows confidence, which is another desirable trait in the best candidates. Bottom line: skills matter when negotiating salary.

## Top-Paying Tech Skills and Experience

SKILL	2014	YR/YR CHANGE	SKILL	2014	YR/YR CHANGE
<b>PaaS</b> (Platform as a Service)	\$ 130,081	n/a	<b>Objective C</b>	\$ 109,252	6.4%
<b>Cassandra</b>	\$ 128,646	14.5%	<b>MicroStrategy</b>	\$ 109,069	n/a
<b>MapReduce</b>	\$ 127,315	11.3%	<b>Qlik Tech</b>	\$ 108,736	n/a
<b>Cloudera</b>	\$ 126,816	20.0%	<b>VX Works</b>	\$ 108,548	16.2%
<b>Hbase</b>	\$ 126,369	20.0%	<b>AIX</b>	\$ 108,267	8.3%
<b>Pig</b>	\$ 124,563	13.7%	<b>Splunk</b>	\$ 108,069	n/a
<b>ABAP</b> (Advanced Business Application Programming)	\$ 124,262	24.2%	<b>Websphere</b>	\$ 108,066	10.9%
<b>Chef</b>	\$ 123,458	n/a	<b>XSLT</b> (Extensible Stylesheet Language Transformations)	\$ 108,038	n/a
<b>Flume</b>	\$ 123,186	n/a	<b>3Par</b>	\$ 107,967	1.4%
<b>Hadoop</b>	\$ 121,313	11.6%	<b>Waterfall</b>	\$ 107,937	4.6%
<b>Hive</b>	\$ 120,873	17.6%	<b>SOX</b> (Sarbanes-Oxley)	\$ 107,880	0.2%
<b>Puppet</b>	\$ 120,072	15.5%	<b>Perl</b>	\$ 107,807	7.1%
<b>NoSQL</b>	\$ 118,587	3.3%	<b>DOORS</b> (Dynamic Object-Oriented Requirements System)	\$ 107,491	8.6%
<b>Zookeeper</b>	\$ 118,567	21.7%	<b>SDLC</b> (System Development Life Cycle)	\$ 107,276	4.8%
<b>SOA</b> (Service Oriented Architecture)	\$ 118,518	8.7%	<b>C</b>	\$ 107,182	7.0%
<b>Data Architect</b>	\$ 118,104	n/a	<b>Groovy</b>	\$ 107,160	12.9%
<b>Solr</b>	\$ 117,394	n/a	<b>HP-UX</b>	\$ 107,099	4.9%
<b>Data Scientist</b>	\$ 116,936	n/a	<b>Postgres</b>	\$ 106,867	3.6%
<b>Big Data</b>	\$ 116,414	9.3%	<b>ERP</b> (Enterprise Resource Planning)	\$ 106,818	4.0%
<b>OpenStack</b>	\$ 116,047	8.5%	<b>Teradata</b>	\$ 106,559	9.4%
<b>CMMI</b> (Capability Maturity Model Integration)	\$ 115,467	8.4%	<b>Solaris</b>	\$ 106,468	1.7%
<b>R</b>	\$ 115,121	-0.4%	<b>Confluence</b>	\$ 106,466	n/a
<b>CloudStack</b>	\$ 115,043	24.1%	<b>Kanban</b>	\$ 106,122	2.7%
<b>Omnigraffle</b>	\$ 114,667	3.3%	<b>Django</b>	\$ 106,005	21.9%
<b>Arista</b>	\$ 114,647	n/a	<b>Spark</b>	\$ 105,958	n/a
<b>EMC Documentum</b>	\$ 114,494	n/a	<b>Natural Language Processing</b>	\$ 105,725	n/a
<b>UML</b> (Unified Modeling Language)	\$ 114,372	6.5%	<b>Ruby</b>	\$ 105,714	13.0%
<b>Sqoop</b>	\$ 114,328	24.5%	<b>VSAM</b> (Virtual Storage Access Method)	\$ 105,453	8.5%
<b>JDBC</b> (Java Database Connectivity)	\$ 114,234	11.1%	<b>Change Management</b>	\$ 105,436	2.5%
<b>RDBMS</b> (Relational Database Management System)	\$ 114,100	n/a	<b>Azure</b>	\$ 105,395	2.5%
<b>SDN</b> (Software Defined Network)	\$ 113,796	12.6%	<b>Load Balancers</b>	\$ 105,368	2.4%
<b>Peoplecode</b>	\$ 113,690	23.7%	<b>NetApp</b>	\$ 105,287	7.2%
<b>IDMS</b> (Integrated Database Management System)	\$ 113,471	21.6%	<b>SOAP</b> (Simple Object Access Protocol)	\$ 105,255	3.1%
<b>FCoE</b> (Fibre Channel Over Ethernet)	\$ 113,277	6.8%	<b>Lean</b>	\$ 105,237	-0.2%
<b>Informatica</b>	\$ 113,260	18.7%	<b>Scrum</b>	\$ 105,189	2.2%
<b>JSP</b> (JavaServer Pages)	\$ 113,207	14.7%	<b>Nginx</b>	\$ 105,076	2.0%
<b>Jetty</b>	\$ 113,077	5.3%	<b>EMC</b>	\$ 105,066	3.3%
<b>ETL</b> (Extract Transform and Load)	\$ 112,834	8.7%	<b>MVS</b> (Multiple Virtual Storage)	\$ 104,932	10.1%
<b>Alfresco</b>	\$ 112,798	22.6%	<b>z/OS</b>	\$ 104,715	12.1%
<b>Weblogic</b>	\$ 112,698	10.9%	<b>Sybase</b>	\$ 104,644	3.7%
<b>PMBok</b>	\$ 112,234	-0.1%	<b>JDE</b> (JD Edwards)	\$ 104,586	12.2%
<b>Korn Shell</b>	\$ 112,041	9.6%	<b>Agile</b>	\$ 104,472	3.0%
<b>Hibernate</b>	\$ 111,975	n/a	<b>Fibre Channel</b>	\$ 104,438	5.8%
<b>Netezza</b>	\$ 111,565	12.2%	<b>Cloud Computing</b>	\$ 104,372	6.5%
<b>TcL</b> (Tool Command Language)	\$ 111,388	10.2%	<b>Amazon AWS</b>	\$ 104,331	1.7%
<b>Redis</b>	\$ 110,813	n/a	<b>Lighttpd</b>	\$ 104,134	6.5%
<b>Mongo DB</b>	\$ 110,609	2.6%	<b>SaaS</b> (Software as a Service)	\$ 104,076	2.9%
<b>Jenkins</b>	\$ 110,365	5.7%	<b>Business Intelligence</b>	\$ 103,871	5.2%
<b>JBoss</b>	\$ 109,900	8.1%	<b>HP Eva</b>	\$ 103,868	6.2%
<b>webMethods</b>	\$ 109,729	n/a	<b>EDI</b> (Electronic Data Interchange)	\$ 103,847	6.8%

NOTE: Several new tech skills were added to the 2014 survey and therefore yr/yr change is not available.

### **Dice Salary Survey Methodology**

The 2014 Dice Salary Survey was administered online, with 23,470 employed technology professionals responding between September 29 and November 17, 2014. Respondents were invited to participate in the survey through a notification on the Dice site and registered technology professionals were sent an email invitation. A cookie methodology was used to ensure that there was no duplication of responses between or within the various sample groups and duplicate responses from a single email address were removed. The Dice Salary Survey was adjusted for inflation in 2014: technology professionals earning salaries of \$250,000 and above were not automatically eliminated from the survey if they met other criteria.

### **About Dice**

Technology powers companies. Professionals power technology. Dice quickly delivers the opportunities, insights and connections technology professionals and employers need to move forward. Learn how to effectively move forward at [dice.com](http://dice.com).