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INSIGHTS

The NYC Developer Hiring Ecosystem

WHAT YOU NEED TO KNOW

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# Every Company is a Technology Company

Today's businesses are reliant on technology more than ever before. Every company — from finance to fashion — depends on technology to generate revenue, help customers, and, ultimately, change the world.

But how do companies reach their fullest technology potential? That's where developers come in.

Developers are writing the script for the future. They're not only writing code and fixing bugs, they're creating software and innovations that are changing the way people eat, sleep, work, and live. Every company relies on developers, whether it's a team of one or 1,000. Which is why every company should be thinking of themselves as a "tech company".

Developers want to work for companies that see the true value of technology. If you want to attract the best tech talent, you'll need to brand yourself this way. Convey how your company uses and values tech, and make it clear why technical talent should choose you. After all, the demand for tech talent is huge. How will you make yourself stand out?

While this demand for tech talent is strong across the globe, it's particularly high in the NYC Metropolitan region. Between the emerging industries in Silicon Alley and the rise in technology employment, continue reading to see how NYC companies can effectively hire technical talent.
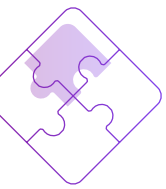
The NYC Tech Ecosystem

New York City is known for many things: its rich culture, diverse population, and notable landmarks, to name a few. But over the past few years, it's becoming known for its booming tech scene. Often dubbed "Silicon Alley", the city is home to a diverse pool of technical talent, numerous company headquarters, and a strong venture capital presence.
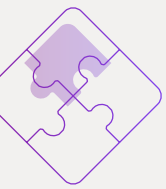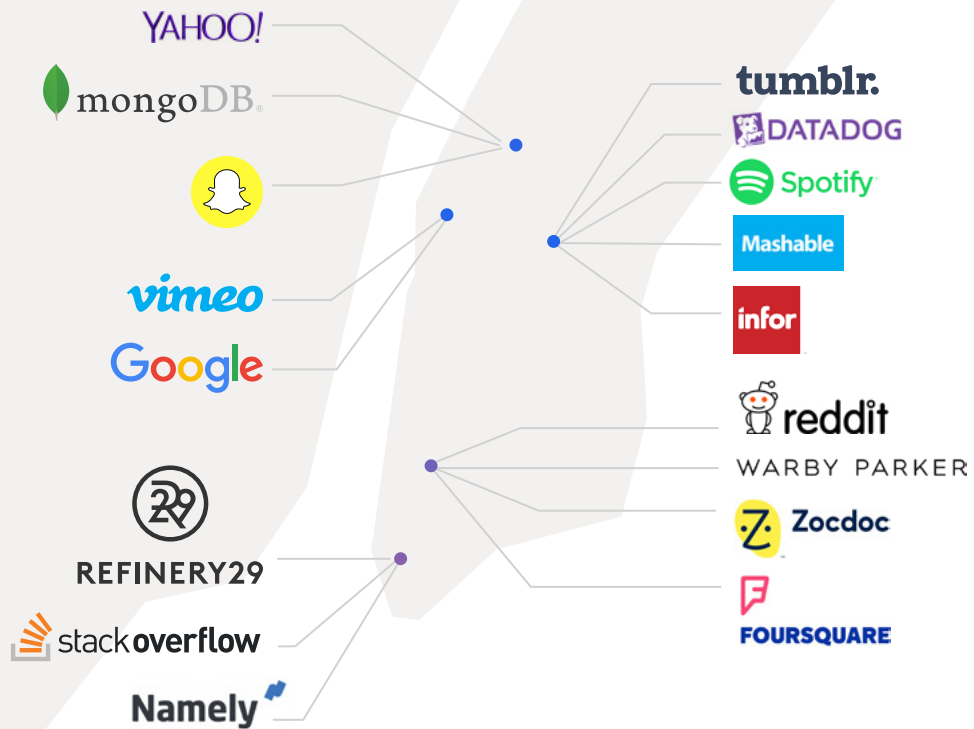
Bill de Blasio

Mayor of NYC

"Technology is driving innovation across New York City's industries – from fashion to finance to manufacturing, making it more necessary than ever for the City's digital community to have a central platform."

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YAHOO!

mongoDB.

vimeo

Google

REFINERY29

stackoverflow

Namely

tumblr.

DATADOG

Spotify

Mashable

infor

reddit

WARBY PARKER

Zocdoc

FOURSQUARE

NYC is home to companies in just about every industry, including financial technology, digital media, advertising technology, and more. Here are some examples of what each NYC metropolitan region is known for:

Manhattan - Manhattan is where a large number of tech companies decide to call home.

Companies in:

- The Financial District- Refinery29, Stack Overflow, Namely

- Times Square- Snapchat, Yahoo, MongoDB

- Soho- Zocdoc, Foursquare, Reddit, Warby Parker

- The Flatiron District- Tumblr, Mashable, Datadog, Spotify, Infor

- Chelsea- Vimeo, Google

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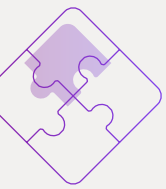
Brooklyn

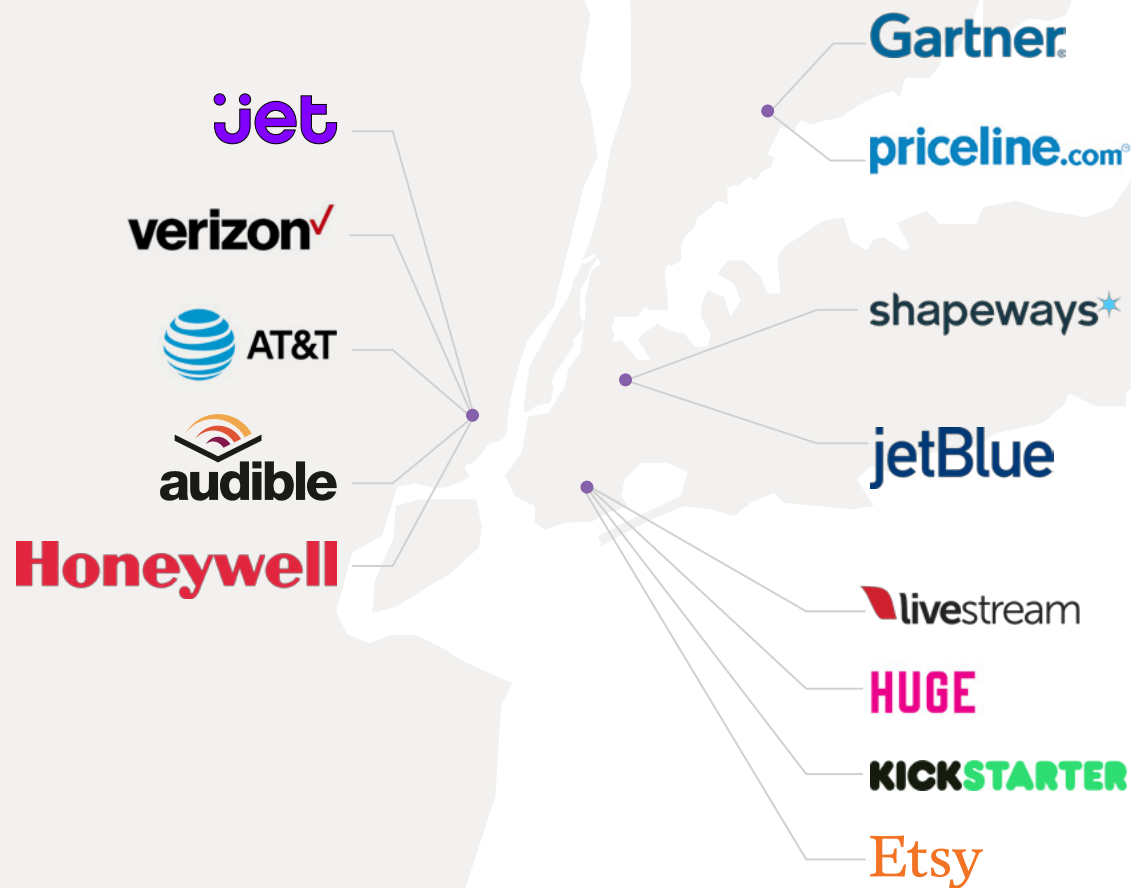Brooklyn has recently become home to early-stage startups, specifically UrbanTech and CreativeTech companies.

Companies in Brooklyn: Etsy, Huge, Livestream, Kickstarter

Queens- Queens is home to tech companies as well, notably in the industries of FoodTech and Biotechnology.

Companies in Queens: Shapeways, JetBlue

Southwestern Connecticut- Connecticut is home to more corporate companies than Manhattan, which is why you'll typically see more Oracle Database Administrators and Java Developers needed.

Companies in Connecticut: Gartner, Priceline

Northern New Jersey- New Jersey houses a variety of technology companies, including FinTech giants, ICT leaders, and Big Data companies. The outer suburbs are home to many telecommunications firms, which contributes to the high number of Mobile and Java Developers.

Companies in New Jersey: AT&T, Verizon, Jet.com, Audible, Honeywell.

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The Rise in Technology Jobs & Employment

The NYC metro area is home to large companies and small startups alike. The city currently ranks #2 in The Global Startup Ecosystem Ranking, surpassed only by Silicon Valley. And according to The Partnership for New York City's Innovation Council, it's also is home to 48 Fortune 500 headquarters (more than any other U.S. city).

It should come as no surprise that tech employment in the region is high as well. From 2007 to 2014, there was a 58% increase in tech employment in NYC. Looking specifically at the high-tech industry (companies that design, manufacture, develop or maintain new technologies), job growth has been four times faster than the rate within the rest of the city's economy.
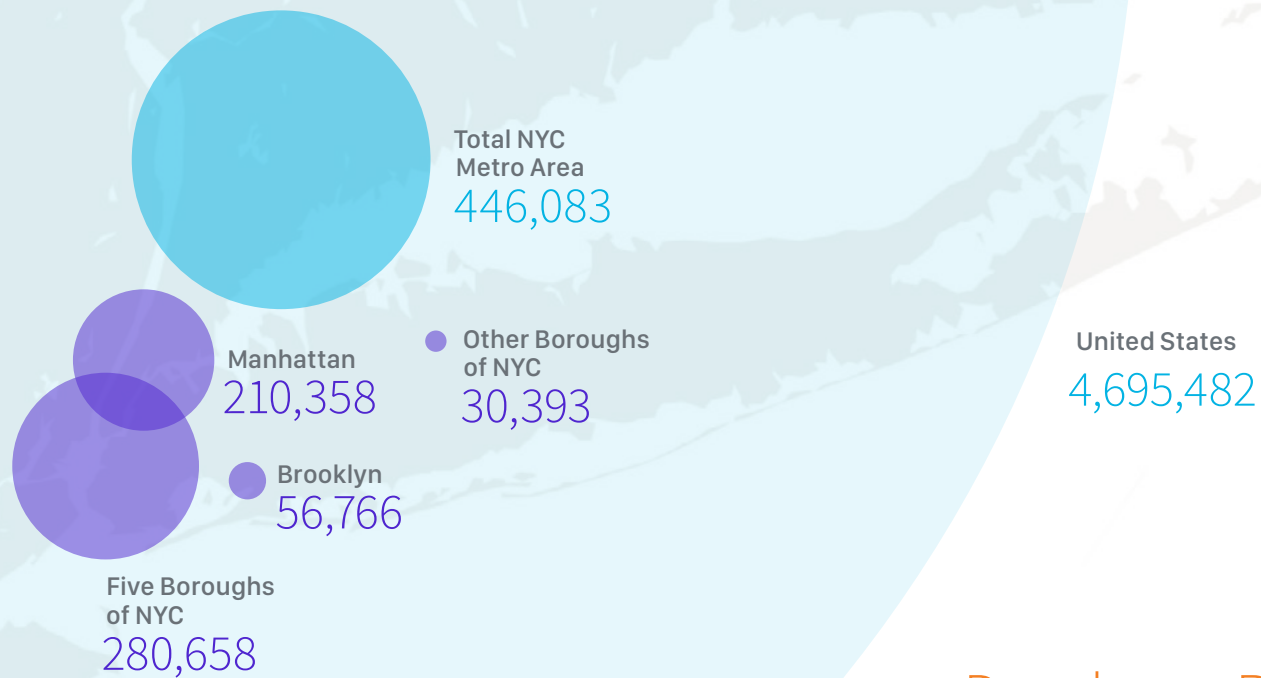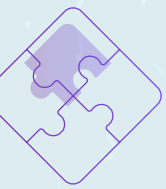
Investments in Technology

In recent years, large strides have been made in the advancement of technology in NYC to attract technical talent, support companies and entrepreneurs, and strengthen STEM education programs.

One such investment is the Union Square Tech Hub, which will include space for startups, a tech training center, and encompass Civic Hall, a work and event space that focuses on how technology can be used to support the public good.

Cornell Tech brings together like-minded faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary ideas grounded in significant needs that will reinvent the way we live. They hope to close the talent gap by doubling the number of graduate engineering faculty and students in the city by 2043.

Employees can lean on organizations such as Startup Institute New York and the NY Tech Alliance to innovate and network. Developers can learn new skills or expand on current ones by participating in programs aimed to help them grow in their careers, like NYC BigApps, the IBM Watson Center, and the numerous hackathons and meetups going on every day.
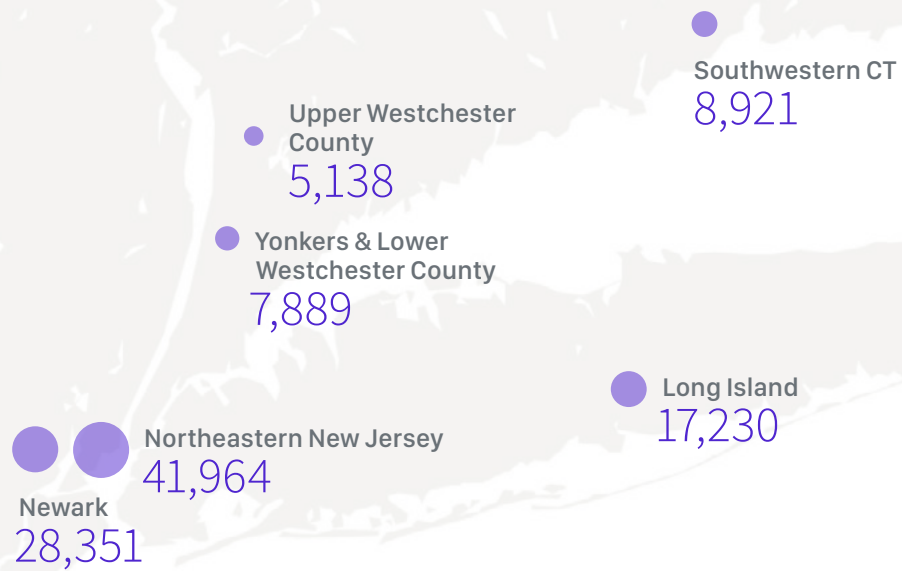
Competition for hiring developers is fierce -- there are far more open jobs than there are developers, which means companies have to compete against one another to win over their ideal candidate. Here's how to use everything from average developer salaries to popular technologies to perfect your tech recruiting strategy.

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Total NYC
Metro Area
446,083

Manhattan
210,358

Other Boroughs
of NYC
30,393

United States
4,695,482

Brooklyn
56,766

Five Boroughs
of NYC
280,658

Developer Population

NYC is the most populous city in the United States, so it's no surprise that it's home to a large percentage of the nation's developers. 10% of the nation's developers are located in the NYC metro area - 6% in the Five Boroughs alone.

4% of the nation's developers are located in Manhattan, which means 75% of the developers in the Five Boroughs live or work in Manhattan.

Southwestern CT
8,921

Upper Westchester County
5,138

Yonkers & Lower Westchester County
7,889

Long Island
17,230

Northeastern New Jersey
41,964

Newark
28,351
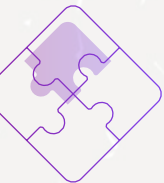
Developers in the Suburbs

Don't forget about the suburbs! Many developers who are located in the city's surrounding areas would be willing to commute for the right job.

Types of Developers

No matter what type of developer you're looking to hire, chances are you can find them in the NYC metro area. Here are a few of the developer types that are prevalent in the area.

Types of Developers in the NYC Metro Area

Developer Type	Count
Web Developers	236,558
System Administrators	36,536
Database Administrators	19,132
Mobile Developers	18,219
Machine Learning Specialists	16,221
Data Scientists	14,838
Embedded Developers	14,517
Desktop Developers	13,736
Highly Technical Designers	6,776
Graphics Programmers	2,960

SPOTLIGHT ON

Compared to the U.S. average, Brooklyn is home to 7% more Web Developers. If you're looking to hire them, start your search in Brooklyn. There are numerous startup meetups and community events in Brooklyn for the local startup scene, so make an appearance to convey your employer brand.

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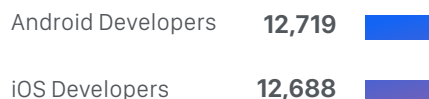## Types of Web Developers in the NYC Metro Area

Back-end Web Developer **70,006**

Front-end Web Developer **41,431**

Full-stack Web Developer **264,019**

Types of Mobile Developers in the NYC Metro Area

Android Developers **12,719**

iOS Developers **12,688**

Compared to the U.S. average, New Jersey is home to 3% more Mobile Developers. If you're looking to hire one, try searching in NJ first.

Whether you are trying to hire developers, market to developers, or seeking to understand the developer landscape, Stack Overflow Insights can help. Get the data and insights you need to make the right decision for you business.

Talk to an Expert

SPOTLIGHT ON

Back-end Web Developer -
A developer who focused on the back-end infrastructure for web applications, such as APIs, server instances, and application logic. May use any number of programming languages and/or frameworks, as well as database technologies and server environments.

Front-end Web Developer - A developer who focuses on front-end user interfaces for web applications, using HTML, CSS, Javascript, and similar technologies.

Full-stack Web Developer - A developer who works on both the front and back ends of web applications.

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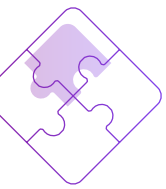
Technology Stacks

Most Popular Technologies in the NYC Metro Area

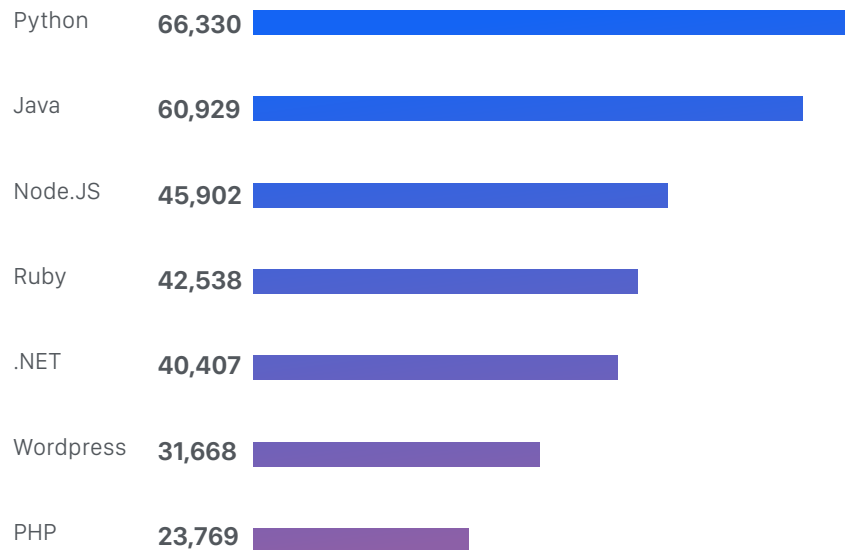| Technology	Count
Python	**66,330**
Java	**60,929**
Node.JS	**45,902**
Ruby	**42,538**
.NET	**40,407**
Wordpress	**31,668**
PHP	**23,769**

Don't see the technology you're looking for above? You can search for any programming technology or language by using the Stack Overflow Trends tool. The tool will show a technology's popularity over time, helping you identify which ones to add to your tech stack and which types of developers to search for.

SPOTLIGHT ON

Looking for developers who specialize in a certain technology? Here are a few areas where the proportion of certain tech stacks are especially high.
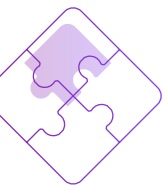
New Jersey is home to 5% more Java Developers*

Manhattan is home to 3% more Python Developers*

Brooklyn is home to 6% more Ruby Developers*

* compared to the U.S. average

Developer Salaries

The median salary for a developer in New York is $100,000, which is 8% higher than the national median salary of $93,000. If you're hiring developers in the city, you should expect to pay them according to the market.
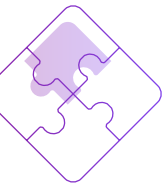
Median Salaries for NYC Developers by Developer Type

In general, more specialized roles command higher salaries. For example, Machine Learning Developers are among the highest earners, which isn't surprising given the rapid increase in demand for this new skillset.

Regardless of how high or low your salaries are, developers appreciate transparency. Job listings with a salary listed on it tend to see anywhere from 60-75% more clicks than those that don't.

Keep this in mind when writing your tech job listings and recruiting for your open roles. To see developer salaries in your region, visit our Salary Calculator, which breaks down developer salaries by location, experience level, and more.

Developer Type	Median Salary
Machine Learning Developer	$108,000
Mobile Developer	$102,500
Desktop Developer	$101,500
Data Scientist	$100,000
Android Developer	$99,000
DevOps	$97,000
Web Developer	$96,000
iOS Developer	$92,000
System Administrator	$91,750
Embedded Developer	$87,500
DBA	$85,000

Median Salaries for NYC Developers by Experience Level

Unsurprisingly, years of experience were correlated with median salary. If you're looking for a more senior developer, be prepared to offer a higher salary.

It's also important to be clear in what you and the candidate define as "experience". Experience to one may include college courses, while another may only include years spent with a job title of "Developer".

WORK &CO

Marcelo Eduardo
Founding Partner, Technology at Work & Co.

"In tech, having access to a diverse talent pool is really special. New York has people from all backgrounds, experience levels, and industries. The city is a hub for media, financial services, agencies, and startups, meaning you can find people from all different backgrounds and profiles. For instance, we have developers that come from marketing and political backgrounds in our New York office."

0-4 years
$78,000

4-8 years
$88,000

8-12 years
$90,000

12-16 years
$117,000

16+ years
$124,000
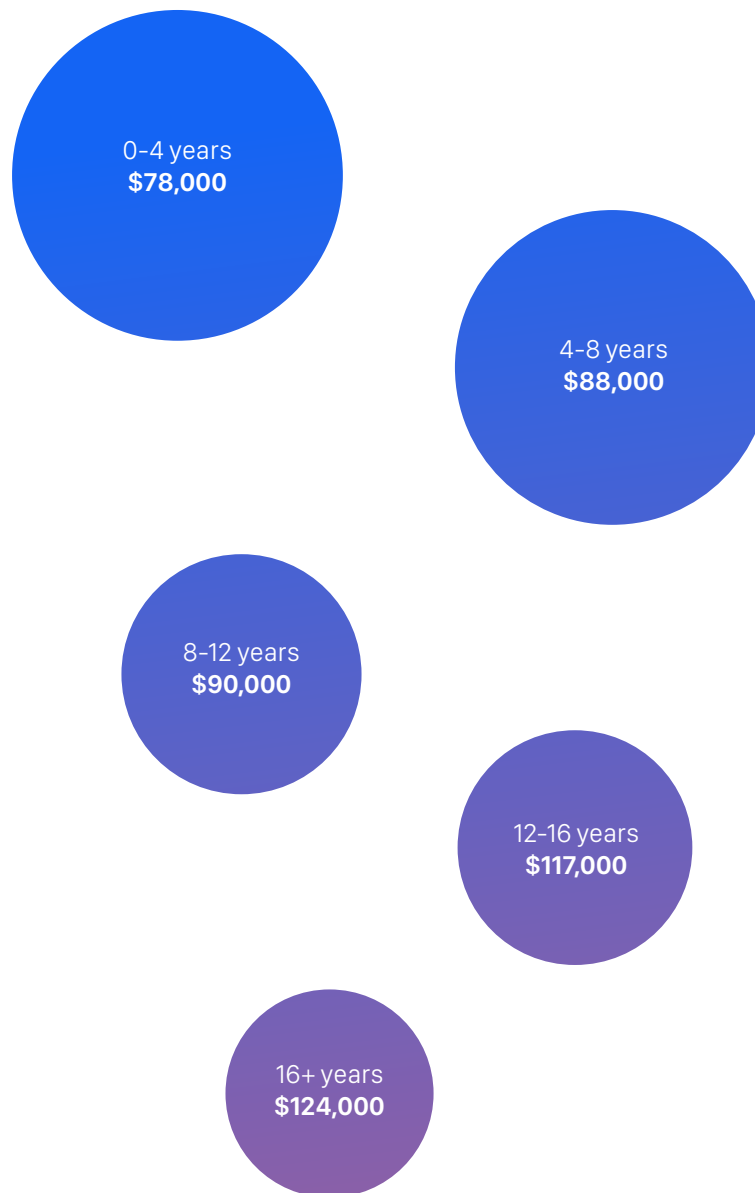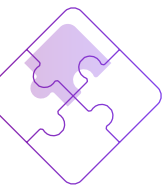
The Developer Job Search

The key to optimizing your tech hiring is to understand that the majority of developers are passive candidates. With an unemployment rate of only 1.6%, very few NYC-area developers are active in the job market at any given time. In fact, only 14% of them are actively looking for a job and 27% are not even interested. 58% said they weren't actively looking, but would be open to new opportunities.
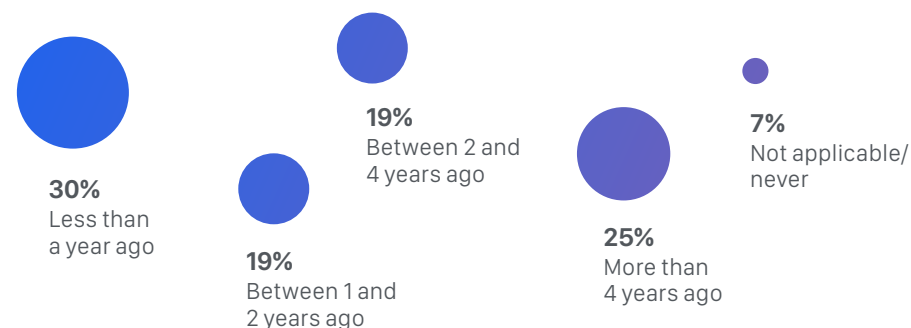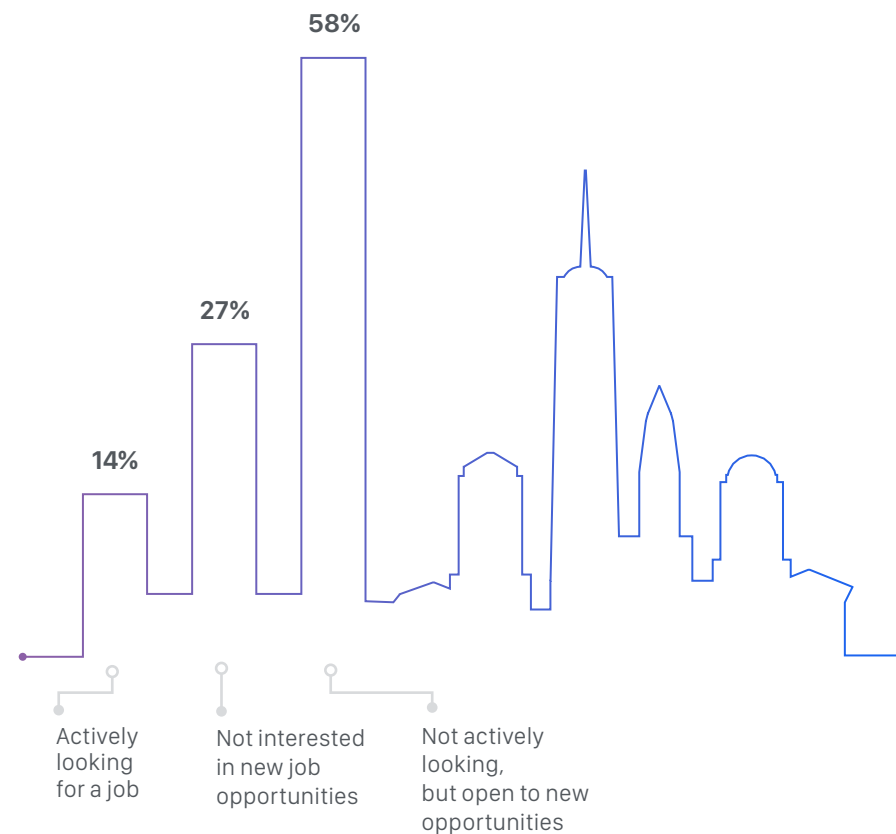
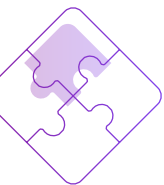## Active vs. Passive Job Seeking Developers in NYC Metro Area

Since the majority of NYC developers aren't actively looking for a new job, you'll need to adjust your recruiting strategies to include passive candidates. Instead of mass-posting your job listing on a job board, focus on forming relationships, perfecting your recruiting emails, presenting the right benefits, and meeting developers where they're at.

To reach that passive audience, you can post your open jobs on Stack Overflow, where over 50 million developers go to every month to learn, share their knowledge, and build their careers. Talk to an expert to learn more.

Last Time NYC Developers Took a New Job

Developers are used to changing jobs frequently, and they know that when they do want to leave their current job, they won't have to wait long to find a new one. Building a culture that developers won't want to leave is just as important as sourcing new talent.

58%

27%

14%

Actively looking for a job

Not interested in new job opportunities

Not actively looking, but open to new opportunities

19%
Between 2 and 4 years ago

7%
Not applicable/ never

30%
Less than a year ago

19%
Between 1 and 2 years ago

25%
More than 4 years ago

What NYC Developers Look for in a New Job

HEARST magazines

Alyson Lindquist
Senior Technical Recruiter,
Hearst Magazines Digital Media

"There's a lot of competition. You have to compete with really high salary offers, as well as offers of equity from startups. Everyone is fighting over the same people."

Go over this list and evaluate what each item looks like at your company. You'll want to include this information when talking to candidates, as well as in your job listings and employer branding collateral.

Specifically, here's how to present the top three things developers look for in a job:

1. Compensation and benefits offered - Always include a salary range and a mention of benefits in your job listing. Developers want to know up front if the job matches the salary they're looking for.

2. The office environment - Include photos and videos of your office space on your company's website. When candidates come in for an interview, give them a brief tour of the office and where the development team sits.

3. Opportunities for professional development- Convey to candidates what specific programs you offer for professional development (such as mentoring programs, online courses, or the ability to work on side projects).

The compensation and benefits offered
86%

The office environment they'd be working in
81%

Opportunities for professional development
77%

The amount of time spent commuting
71%

The languages, frameworks, and technologies they'd be working with
67%

How projects are managed at the company
66%

The experience level called for in the job description
59%

The department or team they'd be working for
59%

The role or job title they'd be applying for
58%

The financial performance or funding status of the company
56%

How widely used or impactful the product they'd be working on is
50%

The industry they'd be working in
49%

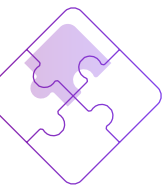The reputation of the company's senior leaders
46%

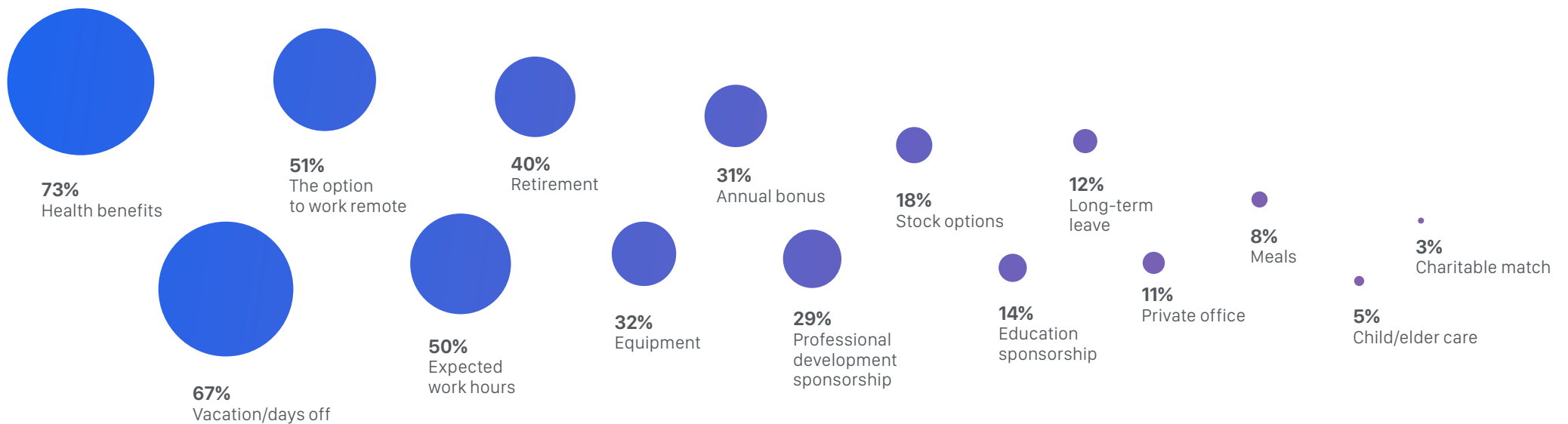The opportunity to work remotely
45%
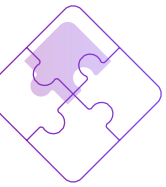
The diversity of the company
39%

What Benefits NYC Developers Want

Although you might not be able to offer all of these benefits, you should know which ones matter to developers most. Do an audit of the benefits you current offer developers. Do they stack up with this list? If you can't offer the highest salary or the most vacation days, focus on the unique benefits you do offer: whether that's flexible working hours or top-of-the-line equipment.

73%
Health benefits

51%
The option to work remote

40%
Retirement

31%
Annual bonus

18%
Stock options

12%
Long-term leave

8%
Meals

3%
Charitable match

67%
Vacation/days off

50%
Expected work hours

32%
Equipment

29%
Professional development sponsorship

14%
Education sponsorship

11%
Private office

5%
Child/elder care

*Survey respondents were asked to choose no more than five of these options as important to them.

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About Stack Overflow

Stack Overflow is the largest, most trusted online developer community for developers to learn, share their knowledge, and build their careers. More than 50 million professional and aspiring programmers visit Stack Overflow each month to help solve coding problems, develop new skills, and find job opportunities.

50+ Million

Monthly Visitors
to Stack Overflow

51,000

Average Developers
on Site Right Now

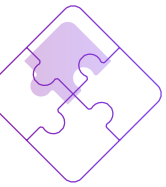**7 Visits**

Per User, Each Month

Questions

14,000,000+

Answers

19,000,000+

Times a Developer Got Help

7.5 Billion

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Methodology

For purposes of this report, we counted a Stack Overflow user as a professional-grade developer if their usage of the site was heavy enough to indicate that they're consistently tackling programming problems on a regular basis. While most of these users are, indeed, professional software developers, some of them are students, and a few are merely high-intensity hobbyists. We refer to these users simply as "developers" in this report.

Because all content on Stack Overflow is tagged with the relevant programming languages and technologies, we are able to determine, over repeated visits, which technologies a user works with most commonly. From there, we are able to infer that user's role and the technical "stack" they work with most commonly.

In many cases, Stack Overflow "sees" developers logging in from both their offices and their homes, as they either bring work home with them or pursue side projects. For this reason, summing the numbers of developers in various sub-areas (e.g. individual boroughs of NYC) will double-count those who live in one area and work in another.

Our data on where developers are and what technologies they work with are supplemented with data from the Stack Overflow Developer Survey 2017, which asked developers about their current employment and job search status, what they consider important when looking for new roles, and their salaries. For purposes of this report, we used survey respondents from the states of New York, Connecticut, and New Jersey.

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Hiring Developers is Hard.
We Make it Easier.

With Stack Overflow Talent, you can:

UNDERSTAND
everything about developers, inside your organization and out.

BUILD
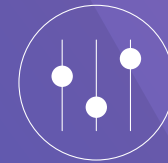your brand and hiring strategy in a way that will resonate with developers.

SOURCE
the right talent on the platform they trust the most.

OPTIMIZE
your hiring efforts from start to finish with our team of experts.

Request a Demo