



The State of Developer Salaries in North America



Introduction

The competition for tech talent is at a fever pitch. Every company is looking to hire its next developer—and as a result, it's just as difficult to retain your current programmers.



Even as the tech landscape continues to evolve, two things have remained consistent: Developers want market-value compensation, and they expect employers to be transparent about the salaries they offer. In fact, our engineering team recently found that job listings that include salary information (whether small or large) [receive 60-75% more clicks](#).

The importance of knowing the latest developer salary trends can't be overstated. But how can companies know if they're paying them fairly? And what do the most in-demand developer types earn in 2017? To find out, we took a closer look at the responses we received in this year's edition of the [Developer Hiring Landscape](#).

Methodology

Each year, we survey the programming community on topics ranging from their favorite technologies to how they found their current jobs. Over 64,000 respondents from 213 countries and territories participated in 2017, making it the world's largest and most comprehensive developer survey. This year, we included an optional field for developers to tell us their current salaries.

Using the responses we received, we built an industry-wide [Salary Calculator](#). Programmers and employers alike can enter different roles, locations, years of experience, and education levels to predict a developer's salary.

For this report, the team used the Salary Calculator to predict the average salaries for the most popular developer roles in North America (The United States and Canada) based on the profile below:

- ⦿ Developers with five years of experience
- ⦿ Developers who hold a Bachelor's degree (but not a graduate degree)

Most Highly Paid Developer Roles in North America

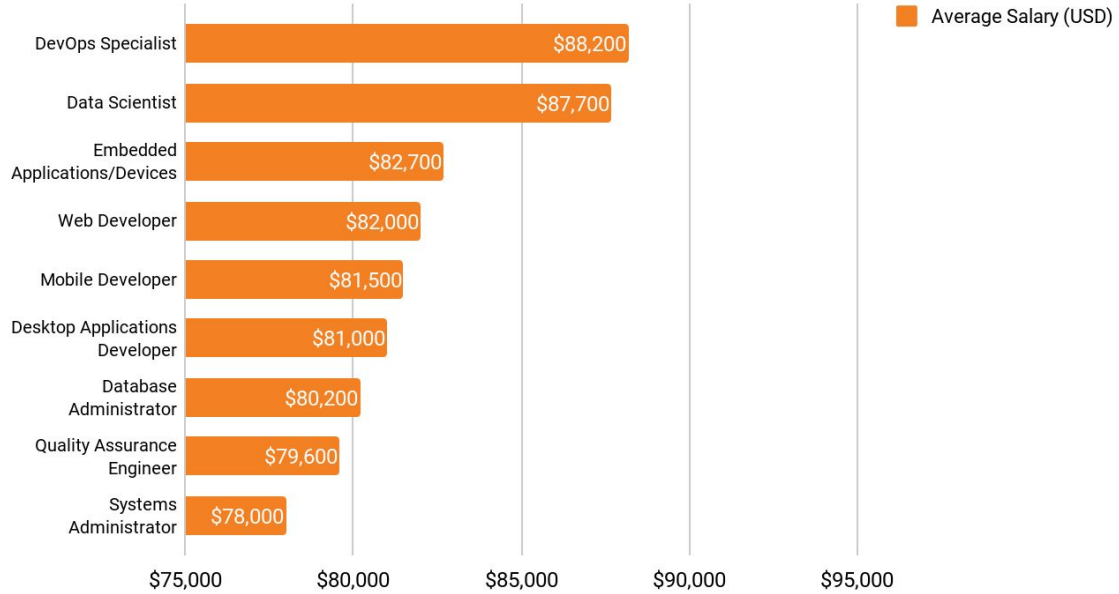
When you compare salaries cross-regionally by USD, it's clear that developers in the United States earn significantly higher salaries than their counterparts in Canada.



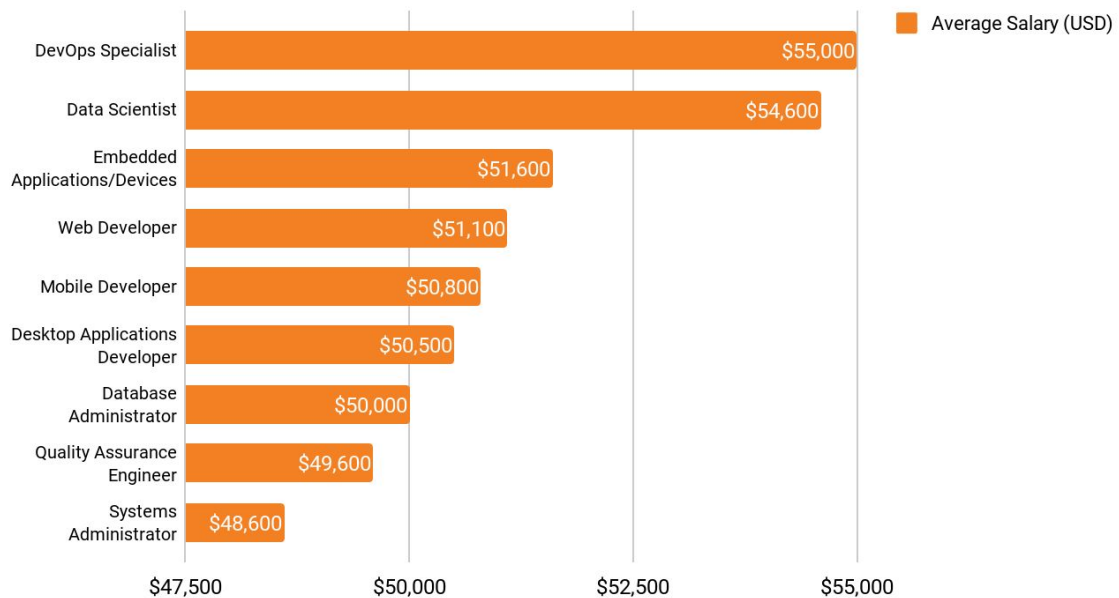
The difference here can be attributed to factors such as a lower cost of living, single-payer health insurance, and lower tuition rates at top Canadian universities.

You might not be familiar with the top three developer roles, which are newer to the technology landscape. Candidates for these positions are not only harder to find, but they also demand higher salaries.

Most Highly Paid Developer Roles in the United States

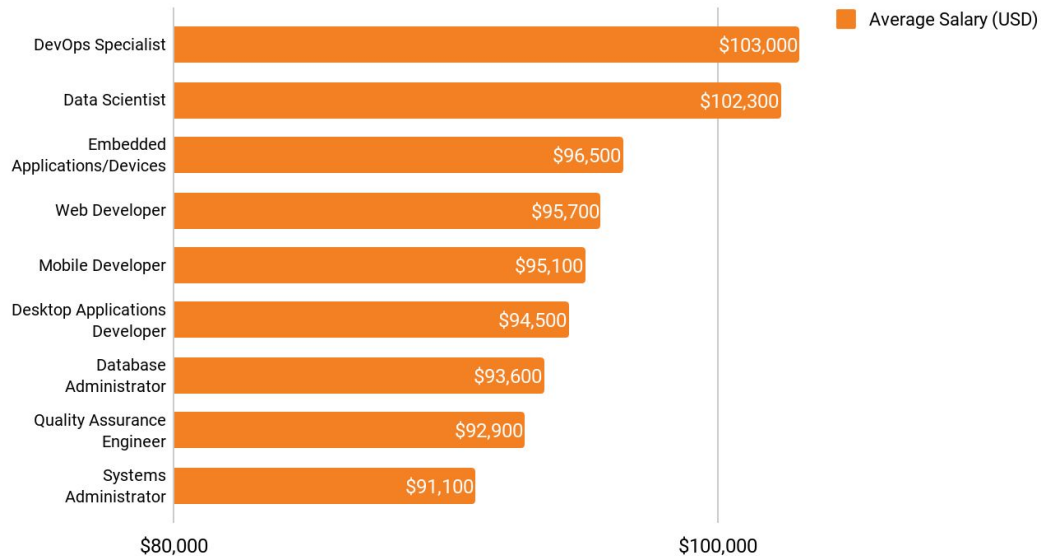


Most Highly Paid Developer Roles in Canada

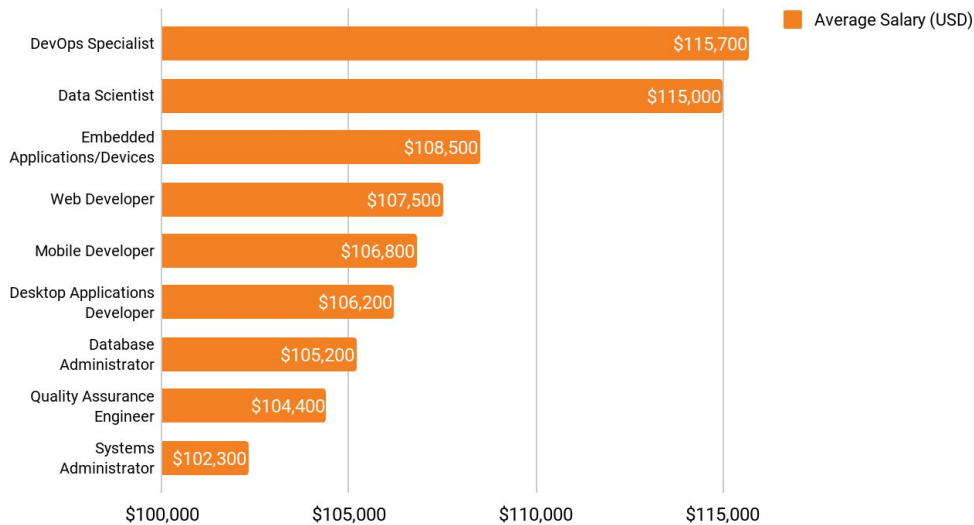


Developer Salaries in Top Cities

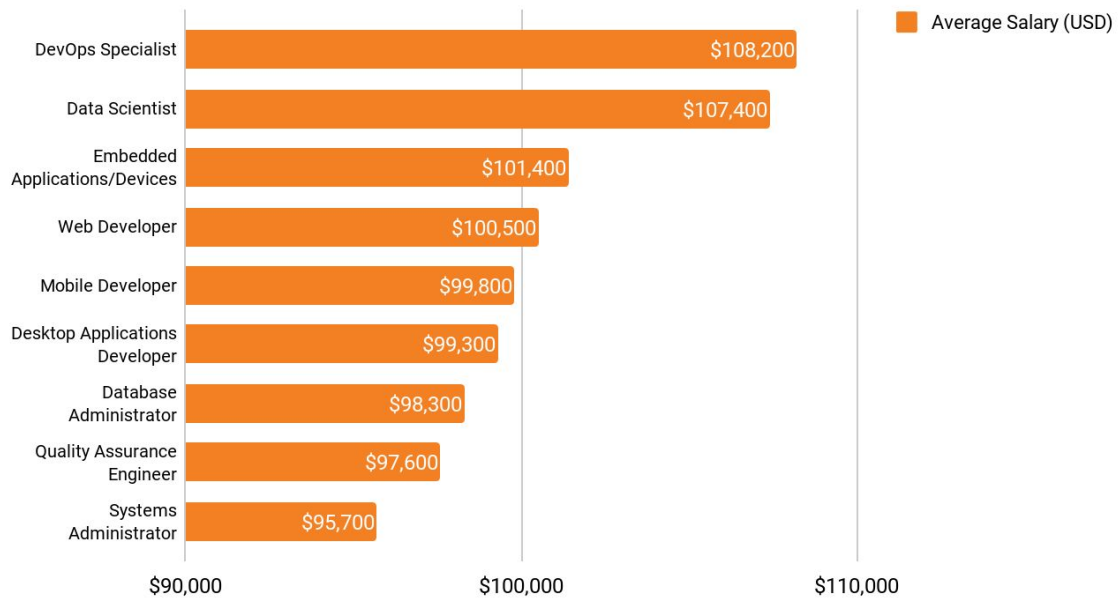
New York



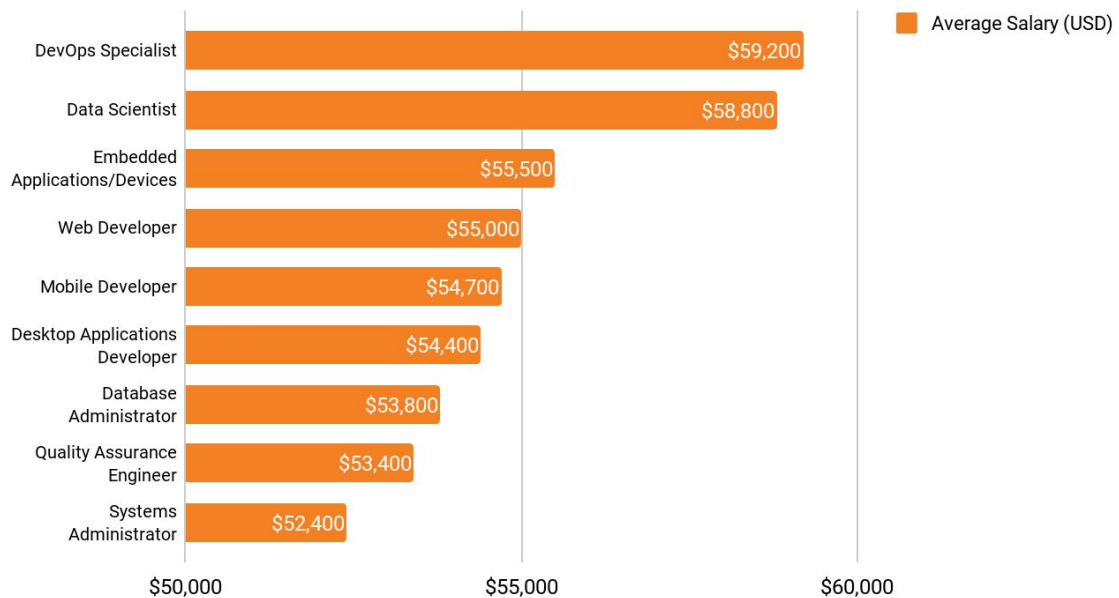
San Francisco



Seattle



Toronto



Key Takeaways

- The salaries reported here are consistent with the fact that New York and San Francisco consistently rank as two of the [most expensive cities in the United States](#).
- Except for Toronto, you'll see that salaries for more common developer types like Web Developer and Mobile Developer don't vary drastically based on location.

How to Apply This Salary Data to Your Tech Hiring Strategy

- Developers might understand salary adjustments based on cost of living, but avoid using it as an excuse to lowball them.
- Conduct a salary analysis for every developer role you're hiring for. Because some roles are in higher demand than others, it's important not to assign a blanket "developer" salary to them.
- Review the reasons that previous candidates have declined your job offers. For those related to salary issues, compare your dollar amount to the numbers in this report. If your compensation packages were significantly lower, bring this to your hiring managers and increase your salary range in the future.

Conclusion

In all likelihood, salaries for developers will continue to rise year over year. But no matter how those numbers change, developers will always expect transparency and competitive pay. Learning their current salaries is a good start, but it's up to you to make meaningful adjustments to your compensation strategy if your research says it's not up to par.

If your company is located in one of the tech hubs highlighted in this report, you now have a clearer picture of what developers in your area expect to be paid. But if your headquarters are elsewhere, don't worry. The Stack Overflow [Salary Calculator](#) takes the guess work out of determining developer salaries and empowers companies with the salary information required to hire and retain developers.

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