

WOONDEX

Compilation of high-level perspectives on the trends driving tech professionals across the U.S.

WHAT'S INSIDE:

- Salary Demand Trends: Q4 2015 vs Q1 2016 - Lower Expectations in 2016
- What Are The Top Decision Influencing Factors When Choosing A Job? San Francisco vs. the U.S.
- Life On The Balance: Q4 2015 vs Q1 2016 - Something Is Changing

* EMBARGOED for Monday, April 4, 2016 @ 8:00 a.m. EDT

WOONDEX REPORT / Q1 2016

The **Woo Index**, or just “the **Woondex**,” is a report created by Woo.io as part of a larger endeavor to bring accurate insights and more clarity to the state of the job market and its different players. With its own data as a source, Woo.io aims to empower professionals and companies by shedding light on the multiple and complex factors of the hiring process.

This first edition of the Woondex focuses on the preferences and desires of tech professionals and what has changed with the start of 2016.

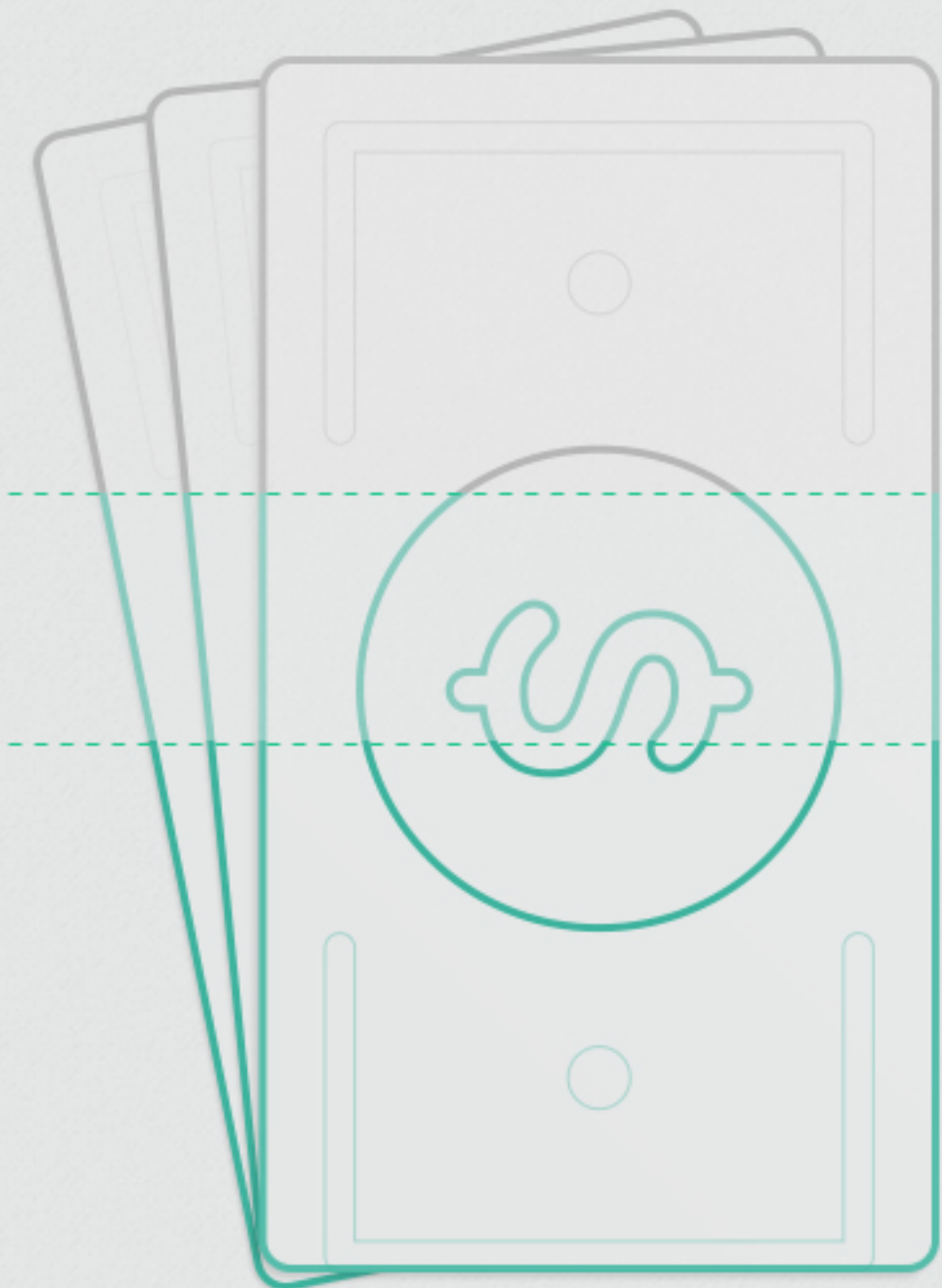
HOW DID SALARY EXPECTATIONS CHANGE WITH THE START OF 2016?

The beginning of 2016 saw a host of tech companies across the country handing out pink slips as ambitious business growth expectations missed targets. Our data shows that tech professionals listened, with a notable decrease of 12.6% in the average salary expectation.

↓ **12.6%** {



\$142,174 - Q4, 2015

\$124,285 - Q1, 2016



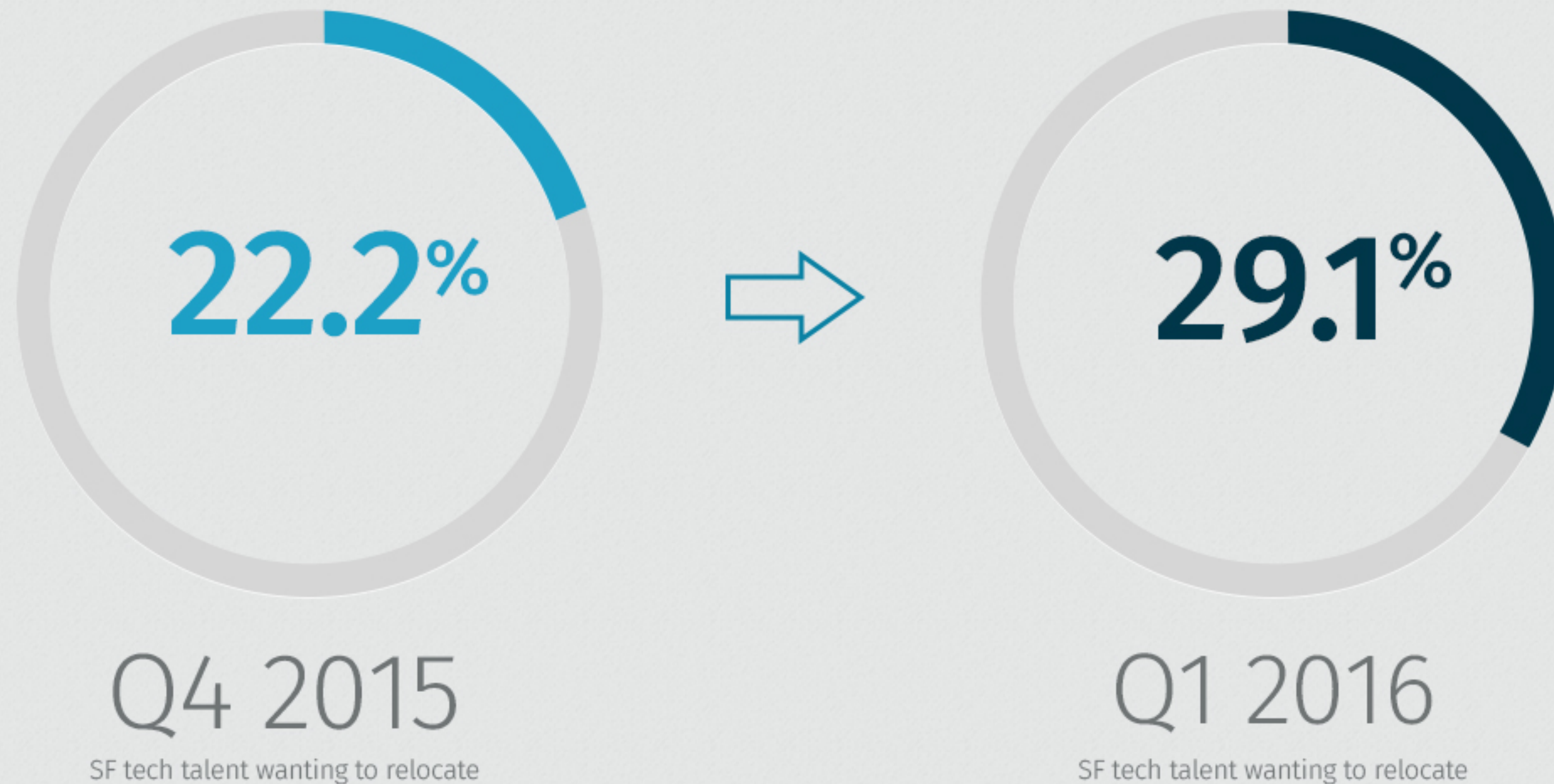
WHAT ARE THE TOP PRIORITIES WHEN CHOOSING A JOB?

Location, location, location is key for techies living in the Bay Area. Unlike professionals living in the rest of the U.S., staying close to a tech mecca tops how much they are making.

#	SAN FRANCISCO	REST OF THE U.S.
1	 Location	 Salary
2	 Salary	 Location
3	 Position	 Position

STAYING PUT BUT THINKING ABOUT RELOCATION. IS SAN FRANCISCO LOSING ITS APPEAL?

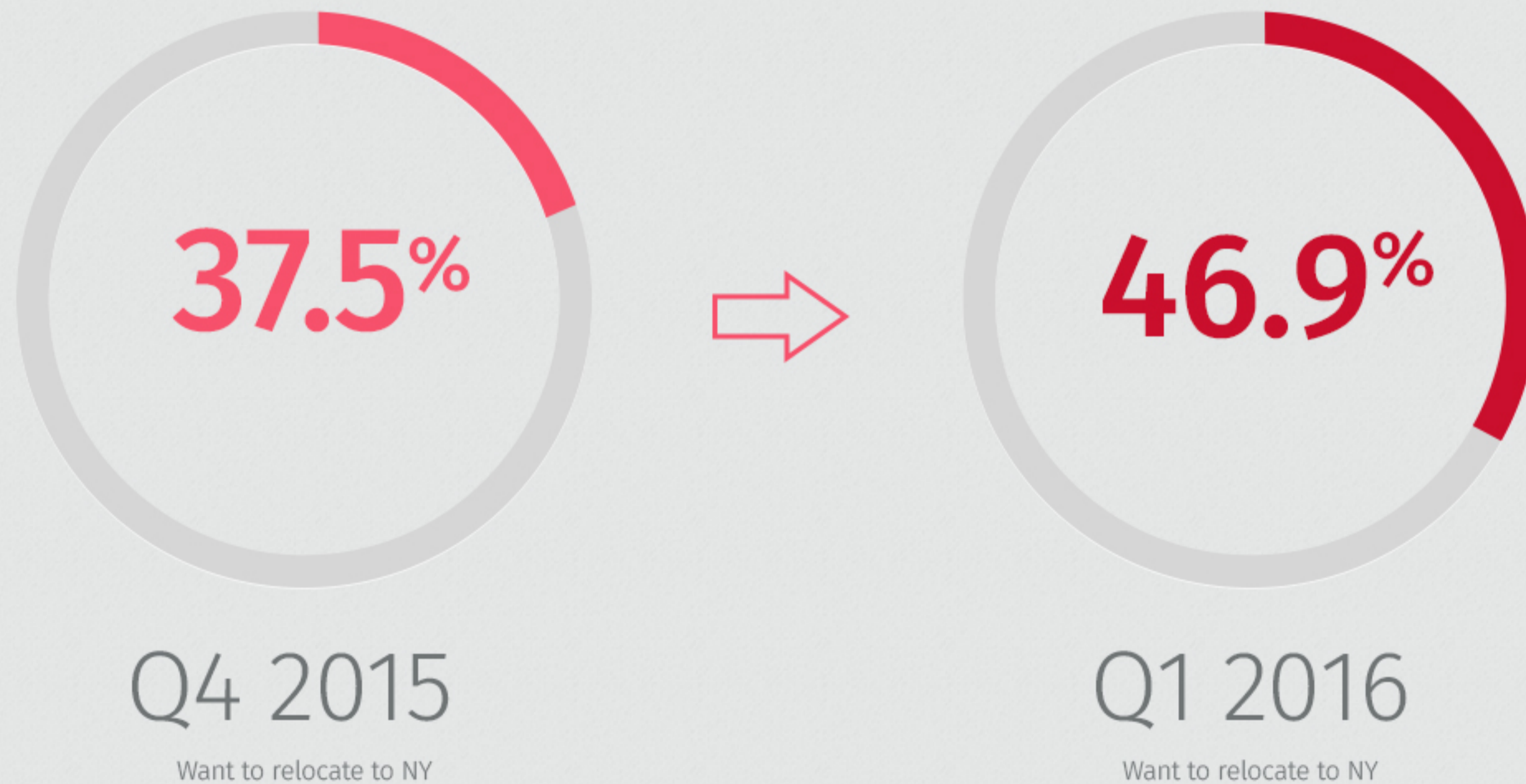
Our data points to a significant increase in the number of people working in the Bay Area who are willing to consider relocation.



6.9% Increase in the desire to relocate.

MOVING ON BUT MOVING WHERE? FROM THE VALLEY TO THE ALLEY.

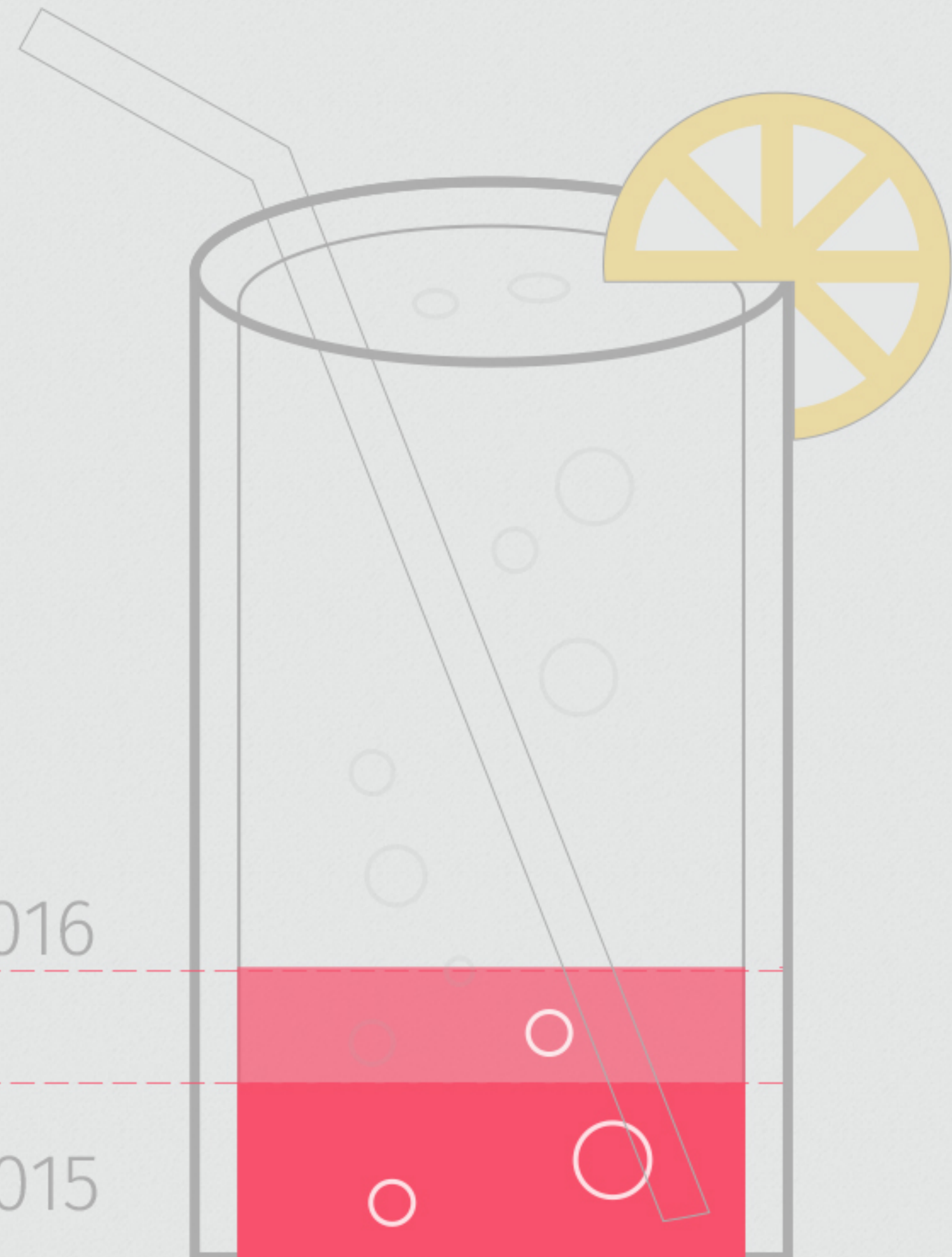
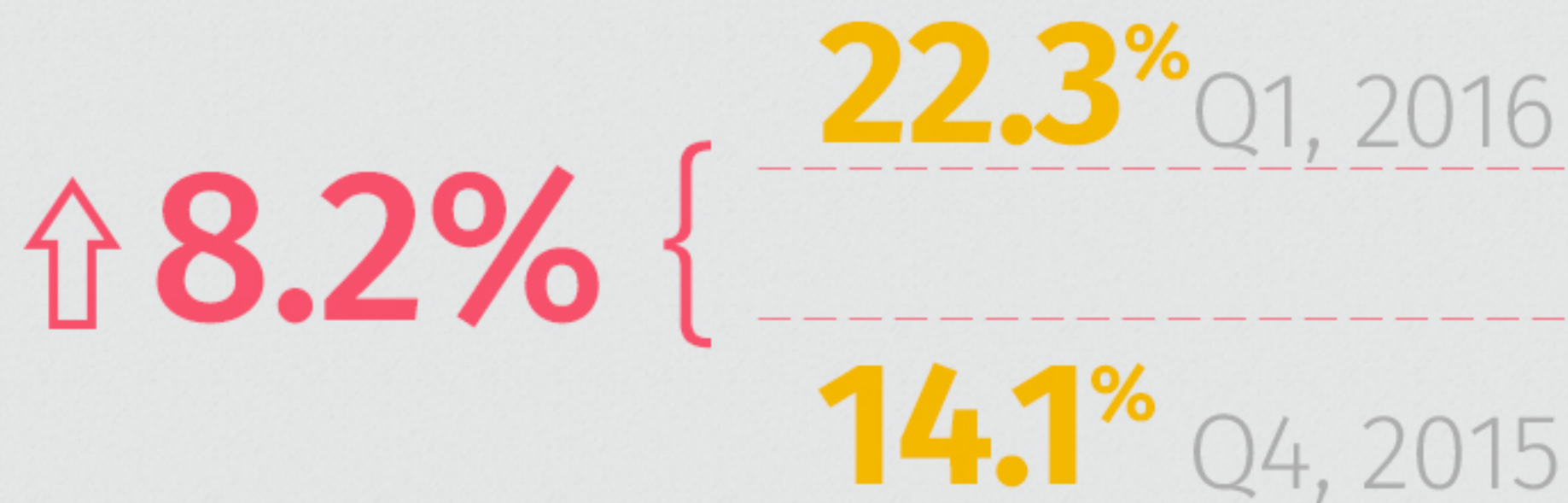
Unsurprisingly, the top relocation choice for those who want to move on from San Francisco, is New York.



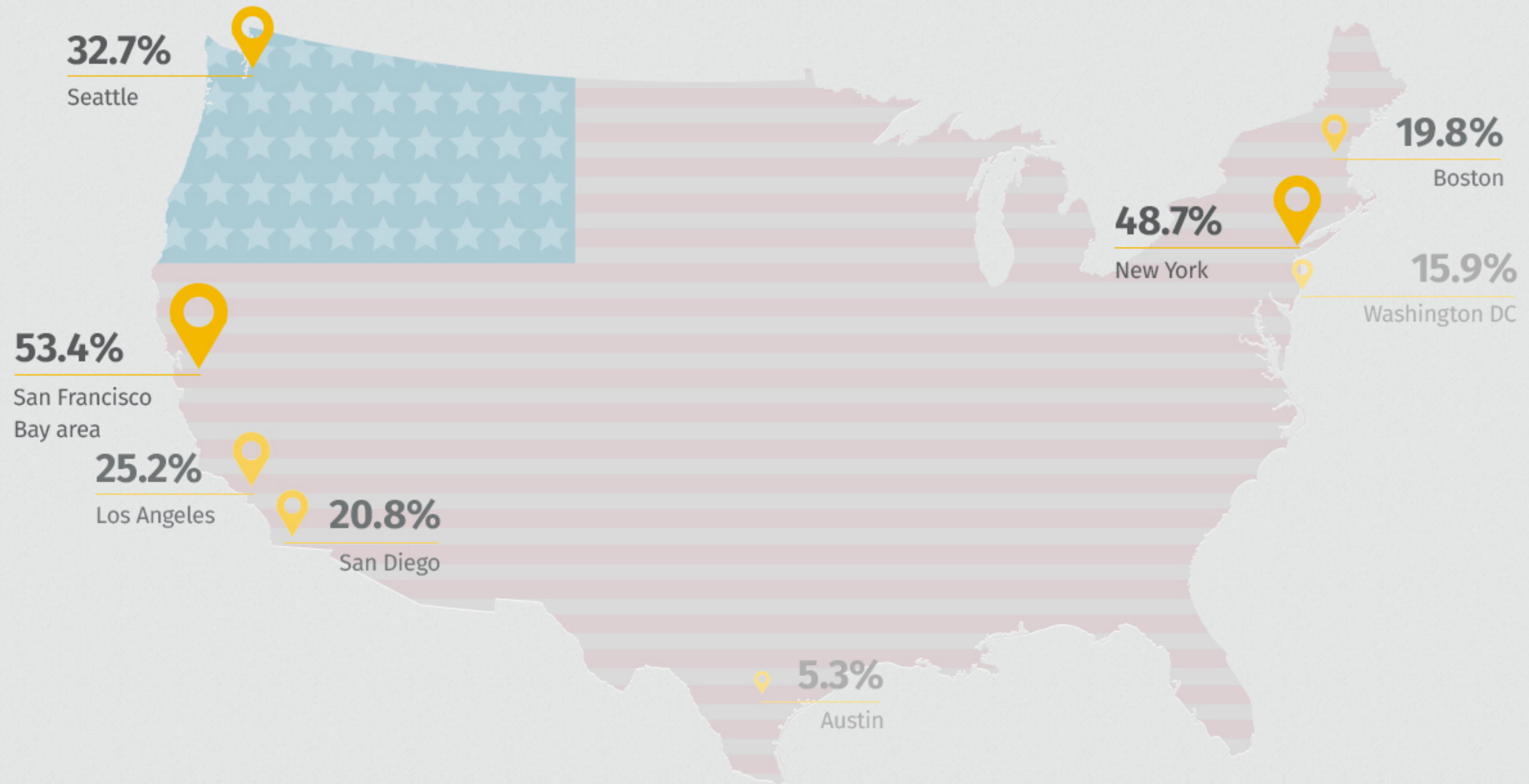
9.4% More choose New York for relocation.

LIFE ON THE BALANCE: WORK HARD, PLAY HARD IS SO 2015

The trend among U.S. workers to put life first includes tech professionals. Our data shows an 8% surge in the importance of work-life balance between Q4 2015 and Q1 2016.



WHAT ARE THE LOCATIONS MOST IN DEMAND?



38.4% Want to relocate to another region/ state.

DOES COMPANY SIZE MATTER?

Our data shows that tech professionals across the U.S. prefer to work at big companies over startups.



76.5%

Want to work
at startups

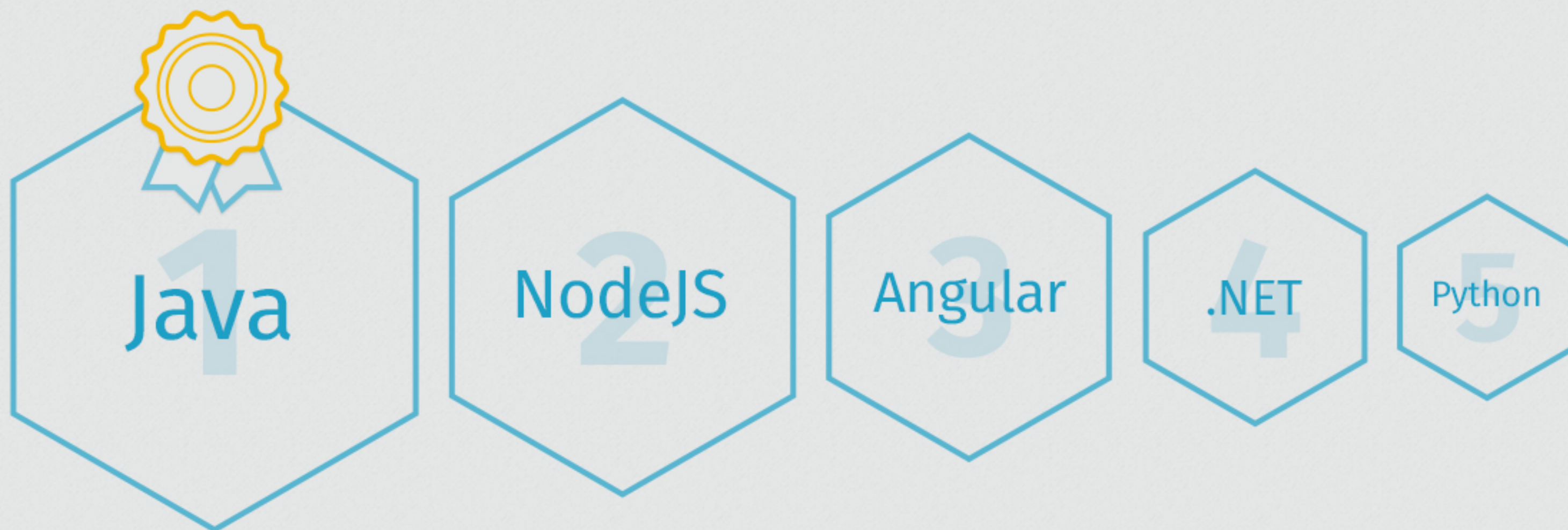
Vs.



82.6%

Want to work
at large companies

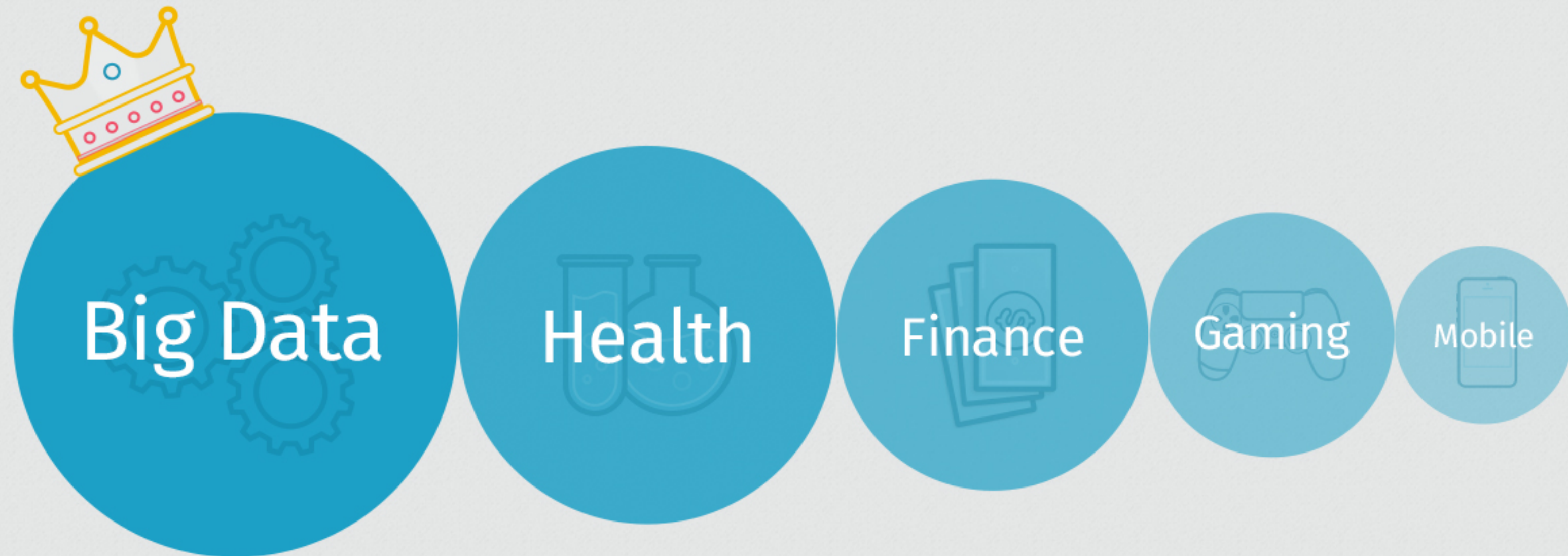
WHAT ARE THE TOP 5 TECHNOLOGIES IN DEMAND?



The following is the full list of technologies most in demand by tech professionals:

Java- 18.2% / NodeJS- 15.2% / AngularJS- 14.0% / .Net- 13.6% / Python- 13.5% / Android- 9.5% / .Net- 13.6% / ReactJS- 8.2% / Ruby on Rails - 7.5% / C++- 7.3% / iOS- 6.5% / Big Data- 6.0% / PHP- 5.6% / Scala- 5.0% / Go- 5.0% / Machine Learning- 4.7% / MongoDB- 4.6% / AWS- 4.4% / C- 3.3% / JQuery- 3.2% / Swift- 3.1% / Hadoop- 2.6% / Spring- 2.4%

WHAT ARE THE TOP 5 SECTORS IN DEMAND?



The following is the full list of sectors in demand by tech professionals:

Big Data / Cloud- 7.1% / Health- 6.0% / Finance- 5.5% / Gaming- 4.4% / Mobile- 4.4% / Data Science- 4.4% / Security- 3.8% / Machine Learning- 3.8% / Medical- 3.3% / Artificial Intelligence- 3.3% / Biotechnology- 3.3% / Video Gaming - 2.7% / Analytics - 2.7% / Robotics- 2.7% / Enterprise Software/ Architecture- 2.7% / Social Media- 2.7% / Commerce- 2.7% / Computer Vision- 2.2% / Advertising- 2.2% / Music- 2.2%

Methodology:

The present edition of the Woondex report contains unique and unbiased information provided by over 5,000 professionals on their expectations and desires when describing the type of job offers they would like to receive from companies using the Woo platform.

About Woo:

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