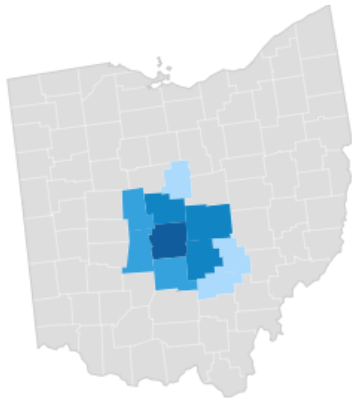


Software Development: Software Developer (Apps)

Columbus Region: Technology Market Overview



From a billion-dollar unicorn startup solving one of healthcare's biggest problems to a leading global financial service firm's innovation lab keeping your account convenient and secure, companies count on the Columbus Region and its workforce for their technology operations.

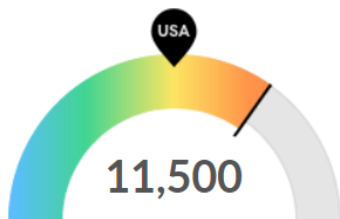
As employers around the world report challenges in finding IT talent, KLG Advisors determined the Columbus Region to be the top U.S. metro for IT staffing potential. The ranking is based on concentration of IT talent, growth of IT labor force, and university and college output.

And New Geography reported that the "critical fuel of tech growth—educated labor—is expanding faster in places like Columbus than in Boston, San Jose and San Francisco."

Source: Text - columbusregion.com; Image Credit - EMSI

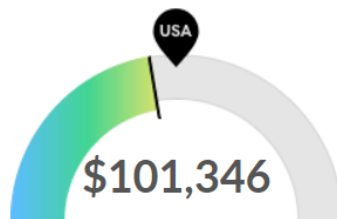
Executive Summary

Aggressive Hiring Competition Over a Deep Supply of Regional Talent



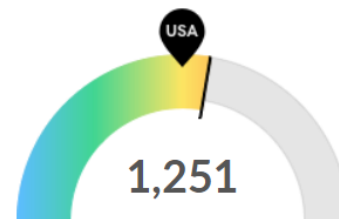
Jobs

Columbus, OH is a hotspot for this kind of talent. The national average for an area this size is 6,682* employees, while there are 11,500 here.



Compensation

The cost for talent is about average in Columbus, OH. The national median salary for Software Developers, Applications is \$103,626, while you'll pay \$101,346 here.



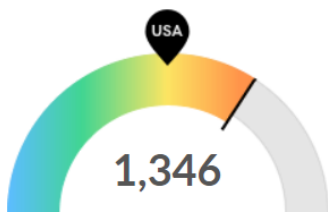
Job Posting Demand

Competition from online job postings is high in Columbus, OH. The national average for an area this size is 1,074* job postings/mo, while there are 1,251 here.

Source: EMSI

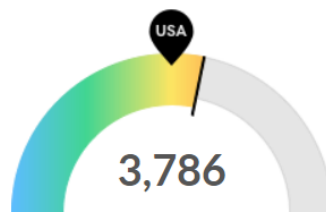
Demographics

Retirement Risk Is High, While Overall Diversity Is High



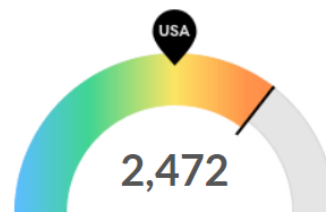
Retiring Soon

Retirement risk is high in Columbus, OH. The national average for an area this size is 812* employees 55 or older, while there are 1,346 here.



Racial Diversity

Racial diversity is high in Columbus, OH. The national average for an area this size is 3,154* racially diverse employees, while there are 3,786 here.



Gender Diversity

Gender diversity is high in Columbus, OH. The national average for an area this size is 1,382* female employees, while there are 2,472 here.

Source: EMSI

Software Development: Software Developer (Apps)

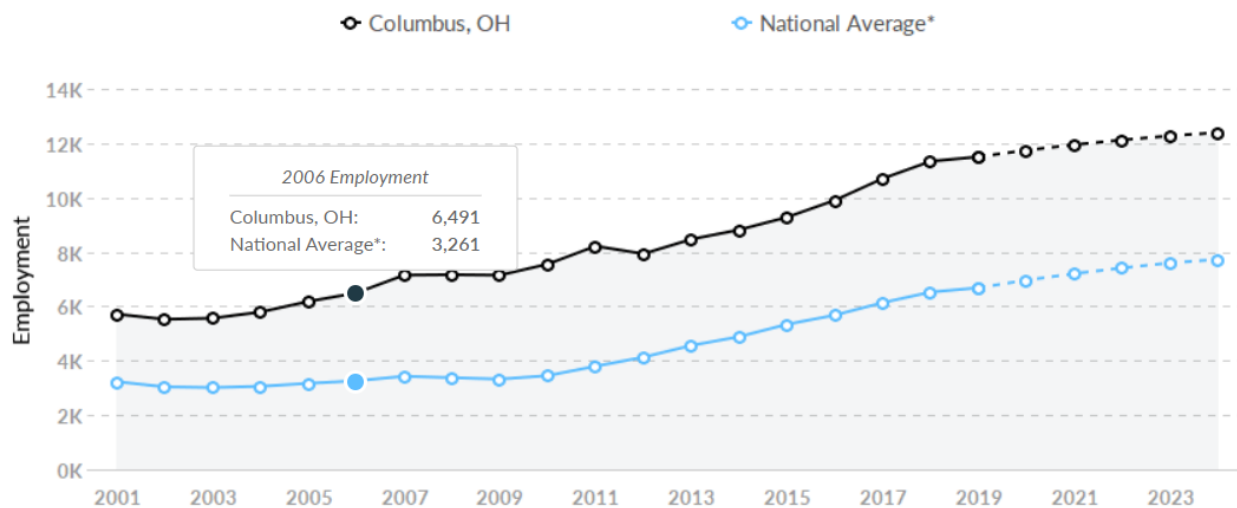
Jobs

Regional Employment Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of Software Developers, Applications is a strength or weakness for Columbus, OH, and how it is changing relative to the nation. An average area of this size would have 6,682* employees, while there are 11,499 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.

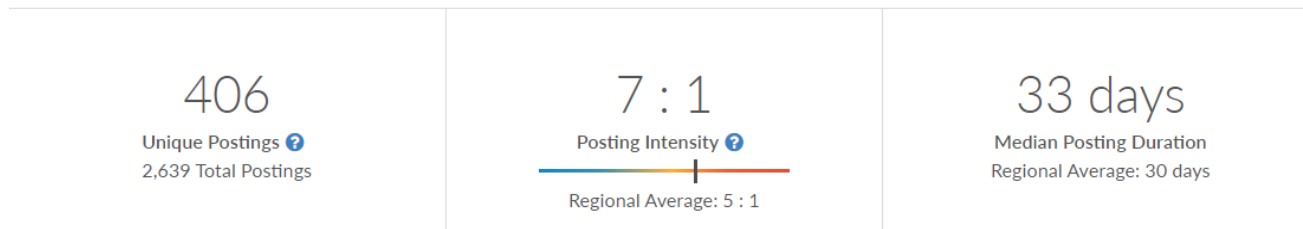
30% Past Growth (2014 - 2019)

8% Projected Growth (2019 - 2024)



Source: EMSI

Job Postings Analytics



Source: EMSI

Job Posting Demand



Source: EMSI