Midwest Salary & Cost of Living Handbook

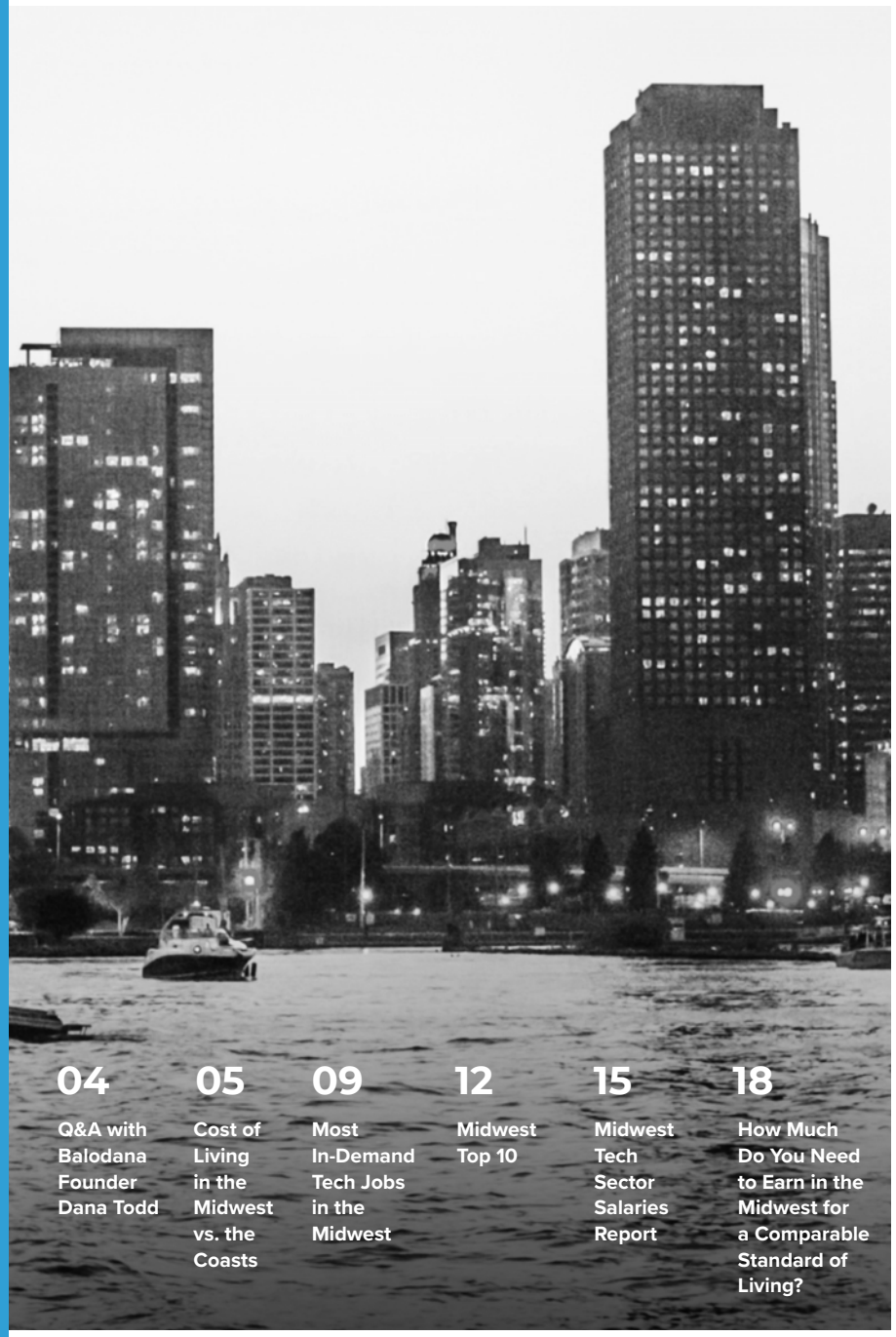
purpose.jobs

Midwest Next: Why Tech Workers Are Leaving the Coast for Jobs in the Heartland

There's a reason they call it the Heartland.

The Midwest is known for its friendly folks, low cost of living, and laid-back lifestyle. That's why those of us who already call the Heartland home aren't surprised to know that tech workers are leaving the coasts for jobs in Midwestern states instead.

And the Heartland has so much more to offer than just jobs. Midwestern cities are growing, and so are their amenities — from thriving entertainment scenes to nationally recognized food and drink, plus outdoor recreation no giant metropolis can offer. As younger people move in and make room for the vibrant lifestyles they want, one thing is clear: The Midwest is next. We know it. A lot of tech workers know it. And if you don't believe it, you will soon.



04 Q&A with Balodana Founder Dana Todd

05 Cost of Living in the Midwest vs. the Coasts

09 Most In-Demand Tech Jobs in the Midwest

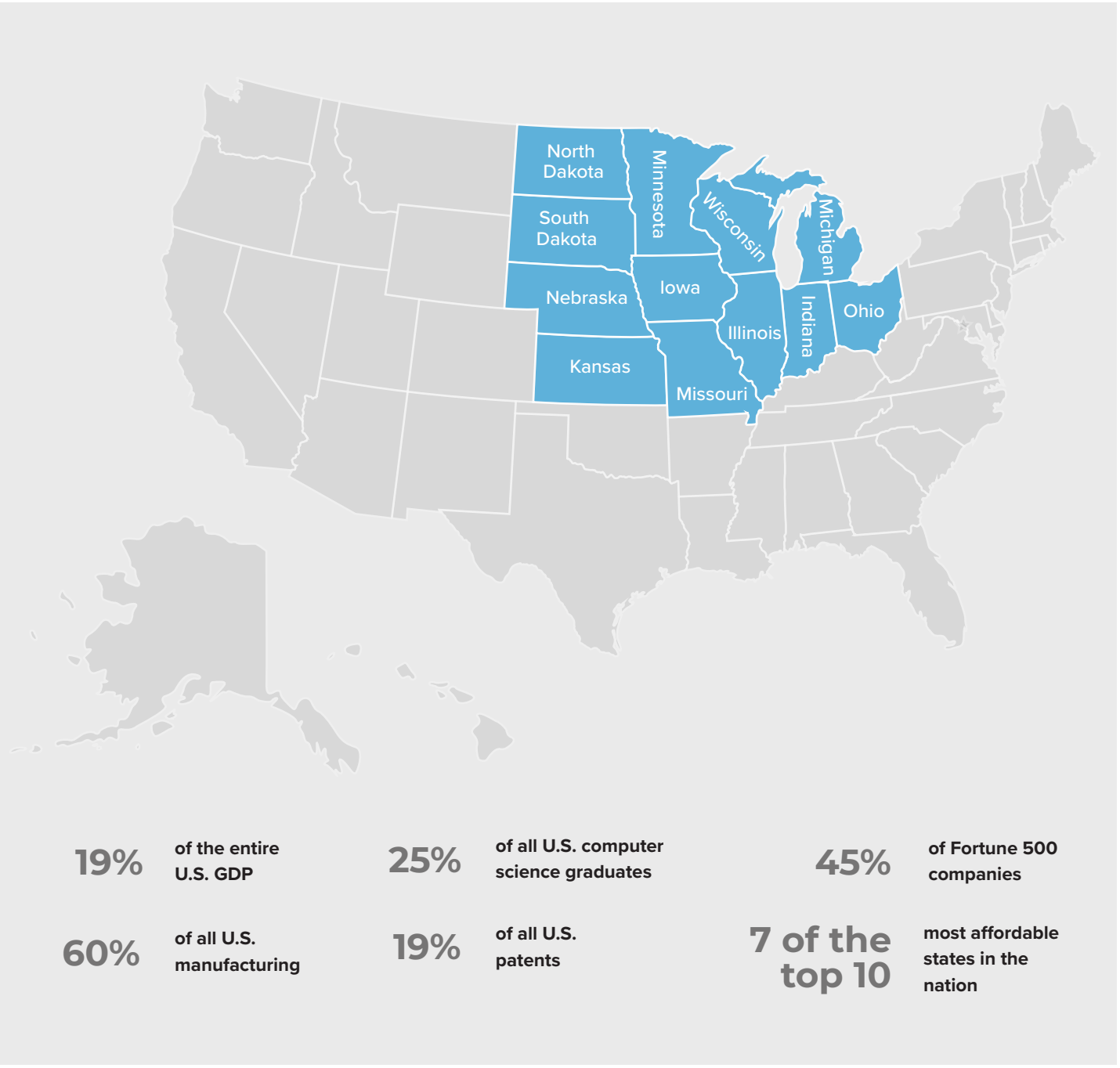
12 Midwest Top 10

15 Midwest Tech Sector Salaries Report

18 How Much Do You Need to Earn in the Midwest for a Comparable Standard of Living?

Not Just Flyover Country

Despite its reputation for being “flyover” country, the Midwest has as much, if not more, to offer than the major cities on the East and West Coasts.



19% of the entire U.S. GDP

25% of all U.S. computer science graduates

45% of Fortune 500 companies

60% of all U.S. manufacturing

19% of all U.S. patents

7 of the top 10 most affordable states in the nation

Source: *https://thehustle.co/life-in-the-silicon-prairie-techs-great-migration-to-the-Midwest/, https://www.businessinsider.com/how-the-Midwest-is-different-than-the-rest-of-the-country-2018-7#6-a-dollar-goes-further-in-the-Midwest-6*

Why We Call It the Heartland

Those who call the Midwest home already know there's more to living here than any statistics can capture. Here are some of the things people love about living in the Midwest.

Some stereotypes are just true. People in the Midwest are really, really nice. In fact, a 2013 study by the University of Cambridge assessed the personality traits of more than 1.5 million people and found that those who were from Midwestern states had "moderately high levels of extraversion, agreeableness, and conscientiousness." Don't be surprised when your Midwestern neighbor shows up with a casserole to share, that's all we're saying.

The Midwest truly gets the best of all four seasons. Sure, that means surviving sweltering summers and frigid winters. But it also means breaking the winter cold with a mild spring filled with blooming wildflowers, and saying goodbye to summer with a fall season filled with colored foliage that will take your breath away.

That reputation the Midwest has for having nothing but cornfields? It couldn't be further from the truth. **Entertainment is varied and high quality.** For example, Detroit's theater district is the second largest in the world, second only to New York. And before a lot of hit plays have their Broadway premieres, they might have a first run at Chicago's Palace Theater.

As Crowd Companies founder Jeremiah Owyang wrote, **"Both Silicon Valley and the Midwest share the same ethic of hard work."** What Midwesterners do have less of, however, is stress. A WalletHub study ranked states by their stress levels, and four of the bottom five (North Dakota, South Dakota, Iowa, and Minnesota) were in the Midwest. Work-life balance? People in the Heartland clearly have that down.

Looking for a little more breathing room? You'll find it in the Midwest, which is home to four of the least densely populated states in the nation (North Dakota, South Dakota, Nebraska, and Kansas). While an acre of land in San Francisco comes with a staggering average value of $3.2 million, in Midwestern metropolises, an acre can be had for just tens of thousands.

When it comes to affordability, the East and West Coasts have nothing on the Midwest. **According to the US News, seven of the nation's top 10 most affordable states — Ohio, Indiana, Iowa, Michigan, Nebraska, Kansas, and Missouri — are in the Midwest.** As millennials and Gen Z are entering the housing market in greater and greater numbers, they're drawn to cities and states where their dollars go further, and the Midwest provides (but more on that later).

Source: *http://www.apa.org/pubs/journals/releases/psp-a0034434.pdf*

https://techcrunch.com/2017/07/10/detroits-startup-scene-is-exploding/?guccounter=1

https://venturebeat.com/2014/08/27/heres-what-silicon-valley-can-learn-from-good-old-midwestern-values/

https://wallethub.com/edu/most-stressful-states/32218/

https://www.statista.com/statistics/183588/population-density-in-the-federal-states-of-the-us/

https://www.citylab.com/equity/2017/11/the-staggering-value-of-urban-land/544706/

https://www.usnews.com/news/best-states/slideshows/10-most-affordable-states?slide=11

Balodana Founder **Dana Todd** on Why She Made the Midwest Her Home

Dana Todd has been an entrepreneur most of her professional life. But when the Great Recession caused her San Diego startup to fail in 2010, she took a job in Chicago. Little did she know how much she would come to love the Midwest—or that she'd find the Heartland to be the perfect place to build her next business venture.

Why did you start your business in the Midwest?

When I decided to go back into entrepreneurship, it just made sense for me to grow Balodana here. We're building a slow fashion supply chain of international providers of custom made clothing, and it feels right to be in a city with major manufacturing history. I really like the way people do business in Chicago and the greater Midwest. It's friendly and supportive and "real", and there are so many entrepreneurial spirits like myself. This is striver country. Chicago itself has much to offer; it's a major city, but it seems like a small town once you've lived here a while. My experiences in the Bay Area have felt very different, very cutthroat and disingenuous. My second choice would be NYC because of the business connections for funding and access to the fashion industry, but the cost of living and working there is prohibitive.

What do you love about the Midwest?

The cost of living here is very attractive, and the people are salt of the earth. Sports is a unifying religion in any town here, and in Chicago there are so many wonderful places to eat as an amateur foodie. I have become a big fan of cheese curds, something I never thought I'd say.

The people are diverse—Chicago has a wealth of ethnic and LGBTQ+ representation from around the world, and while it's not perfect in terms of equality for people of color, it's at least on its way to improved opportunity for all.

The startup scene here is not as overcrowded and competitive as the Bay Area and New York, so you can more easily find your place in the community, and it feels like you have so many people who want you to succeed. It's also got fantastic support for women—we have organizations like the Women's Business Development Center that provide free and sliding scale resources to help women founders and business owners. We were selected for the 1871 WiSTEM program last year, and the lessons learned there will forever impact me.

Why should tech workers consider job searching in the Midwest?

I think a lot of younger people are looking for affordable housing, for one thing, particularly as they create families. There's also a rich lifestyle to be gained here, without sacrificing all the things a big city has to offer. People are very family oriented here, they create tribes that last generations. It feels humanistic. Even in the smaller cities and university towns, it's really a refreshing change of pace. There are also plenty of jobs in tech, and many of them are entry level and mid-level, so it's great for people who are feeling trapped in companies with little advancement opportunity.

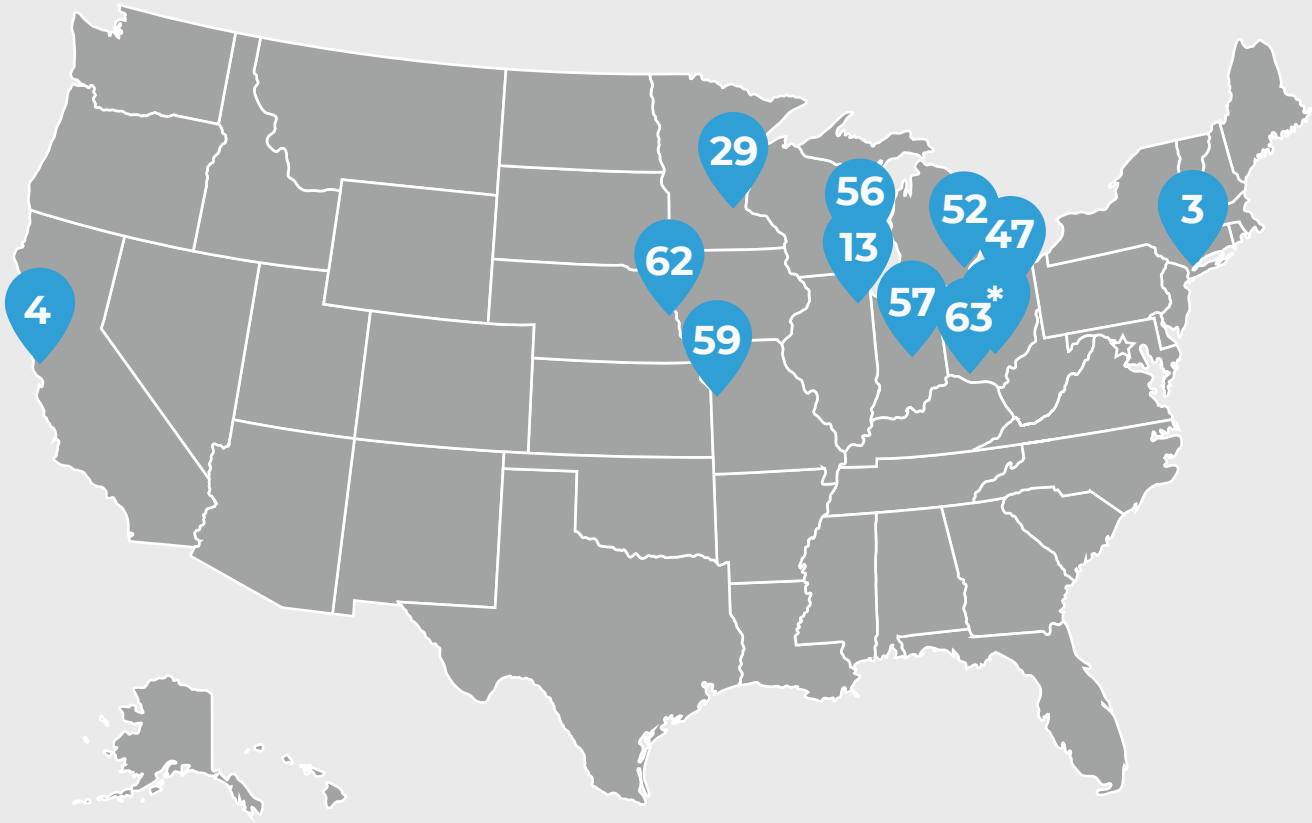
Is the Midwest the next big wave in tech and startups?

Being a Midwesterner in part means you're not prone to hype or self-aggrandizing behavior, and that's led us to be overlooked for a very long time. We've got so many universities here and so many major industries represented, it's not surprising that we have a lot to offer in tech and innovation. Recently, a few big names in tech are pointing out our value, and it's naturally leading to an influx of attention. We can sustain a lot of growth here in Chicago, we've got physical room and plenty of capital for the right investments (albeit mostly later stage companies). I do hope that we're not a "wave" though, because that implies it'll ebb and flow. I would hate to see the core personality of the Midwest change drastically, and I'd like to see the growth be strategic and long lasting. One thing I do hope will change, is that we get enough early stage capital for seed stages. The bulk of the investments here are lower risk, B and C rounds plus private equity. It's hard to raise unicorns without a healthy supply of unicorn food.

Cost of Living in the Midwest

Whether you want a metropolitan highrise apartment, a spacious suburban home, or a hobby farm with acres of land, you can have it in the Midwest — and chances are, it'll cost a lot less than it would in the Big Apple or the Golden State.

Most Expensive Cities in the U.S.



13th Chicago	52nd Detroit	56th Milwaukee	3rd New York City
63rd Cincinnati	57th Indianapolis	29th Minneapolis	4th San Francisco
47th Cleveland	59th Kansas City	62nd Omaha	* Columbus: Not in top 100

Source: *https://www.expatistan.com/cost-of-living/index/north-america*

Chicago

13th Most Expensive City

2.7M Population

Cincinnati

63rd Most Expensive City

301k Population

Cleveland

47th Most Expensive City

386k Population

Columbus

Not in the Top Most Expensive Cities

893k Population

$513,821 Median Home Price	**$267,608** Median Home Price	**$283,240** Median Home Price	**$259,990** Median Home Price
$2,210 Median Apartment Rent	**$968.00** Median Apartment Rent	**$1,150** Median Apartment Rent	**$1,084** Median Apartment Rent
$3.42 Gallon of Gas	**$2.93** Gallon of Gas	**$2.83** Gallon of Gas	**$2.62** Gallon of Gas
$3.33 Loaf of Bread	**$3.49** Loaf of Bread	**$4.41** Loaf of Bread	**$3.19** Loaf of Bread
$105.00 Cost of Doctor Visit	**$118.82** Cost of Doctor Visit	**$117.00** Cost of Doctor Visit	**$103.23** Cost of Doctor Visit
$102.00 Cost of Dentist Visit	**$107.00** Cost of Dentist Visit	**$111.00** Cost of Dentist Visit	**$83.26** Cost of Dentist Visit

Source: https://www.nerdwallet.com/cost-of-living-calculator

Detroit

52nd Most Expensive City

673k Population

Indianapolis

57th Most Expensive City

873k Population

Kansas City

59th Most Expensive City

489k Population

Milwaukee

56th Most Expensive City

595k Population

$332,296 Median Home Price	**$264,195** Median Home Price	**$277,210** Median Home Price	**$357,132** Median Home Price
$1,139 Median Apartment Rent	**$1,072** Median Apartment Rent	**$1,184** Median Apartment Rent	**$1,272** Median Apartment Rent
$2.90 Gallon of Gas	**$2.78** Gallon of Gas	**$2.55** Gallon of Gas	**$2.78** Gallon of Gas
$3.21 Loaf of Bread	**$3.56** Loaf of Bread	**$3.79** Loaf of Bread	**$3.12** Loaf of Bread
$100.00 Cost of a Doctor Visit	**$91.86** Cost of Doctor Visit	**$136.48** Cost of Doctor Visit	**$183.67** Cost of Doctor Visit
$93.78 Cost of Dentist Visit	**$93.80** Cost of Dentist Visit	**$103.00** Cost of Dentist Visit	**$102.20** Cost of Dentist Visit

Source: https://www.nerdwallet.com/cost-of-living-calculator

Minneapolis

29th Most Expensive City

422k Population

Omaha

62nd Most Expensive City

467k Population

San Francisco

4th Most Expensive City

884k Population

New York City

3rd Most Expensive City

8.6M Population

$387,070 Median Home Price	**$294,489** Median Home Price	**$1,263,813** Median Home Price	**$2,200,000** Median Home Cost
$1,189 Median Apartment Rent	**$1,061** Median Apartment Rent	**$4,128** Median Apartment rent	**$5,102** Median Apartment Rent
$2.48 Gallon of Gas	**$2.49** Gallon of Gas	**$3.82** Gallon of Gas	**$2.81** Gallon of Gas
$2.31 Loaf of Bread	**$3.25** Loaf of Bread	**$4.59** Loaf of Bread	**$4.26** Loaf of Bread
$150.44 Cost of Doctor Visit	**$122.85** Cost of Doctor Visit	**$154.00** Cost of Doctor Visit	**$106.72** Cost of Doctor Visit
$85.78 Cost of Dentist Visit	**$76.96** Cost of Dentist Visit	**$138.14** Cost of Dentist Visit	**$124.43** Cost of Dentist Visit

Source: https://www.nerdwallet.com/cost-of-living-calculator

What Jobs Are Most In-Demand In the Midwest?

At the rate the Heartland is growing, any tech worker is likely to find job openings in their field.

From software and network engineers to HR specialists and account executives, Midwest startups are recruiting plenty of new talent.

We looked at three of the largest, fastest-growing, and most popular Midwest cities to see which jobs were in high demand. According to Glassdoor, these are the tech jobs that had the highest number of new, active job postings per month in Chicago, Detroit, and Columbus.

Chicago

Top 4 In-Demand Tech Jobs

- #1 **Product Manager** 4,448 Listings
- #2 **Software Engineer** 4,074 Listings
- #3 **Marketing Manager** 3,992 Listings
- #4 **Account Executive** 2,035 Listings

- #5 **Network Engineer** 1,686 Listings
- #6 **Sales Engineer** 1,003 Listings
- #7 **Mobile Developer** 592 Listings
- #8 **Data Scientist** 533 Listings
- #9 **HR Specialist** 388 Listings
- #10 **Product Designer** 359 Listings
- #11 **UX Designer** 266 Listings
- #12 **Scrum Master** 86 Listings

Detroit

Top 4 In-Demand Tech Jobs

- #1 **Software Engineer** 2,289 Listings
- #2 **Product Manager** 1,492 Listings
- #3 **Marketing Manager** 1,052 Listings
- #4 **Network Engineer** 744 Listings

- #5 **Sales Engineer** 629 Listings
- #6 **Account Executive** 544 Listings
- #7 **Mobile Developer** 283 Listings
- #8 **HR Specialist** 227 Listings
- #9 **Product Designer** 225 Listings
- #10 **Data Scientist** 189 Listings
- #11 **UX Designer** 70 Listings
- #12 **Scrum Master** 16 Listings

Columbus

Top 4 In-Demand Tech Jobs

- #1 **Software Engineer** 469 Listings
- #2 **Product Manager** 318 Listings
- #3 **Marketing Manager** 237 Listings
- #4 **Mobile Developer** 220 Listings

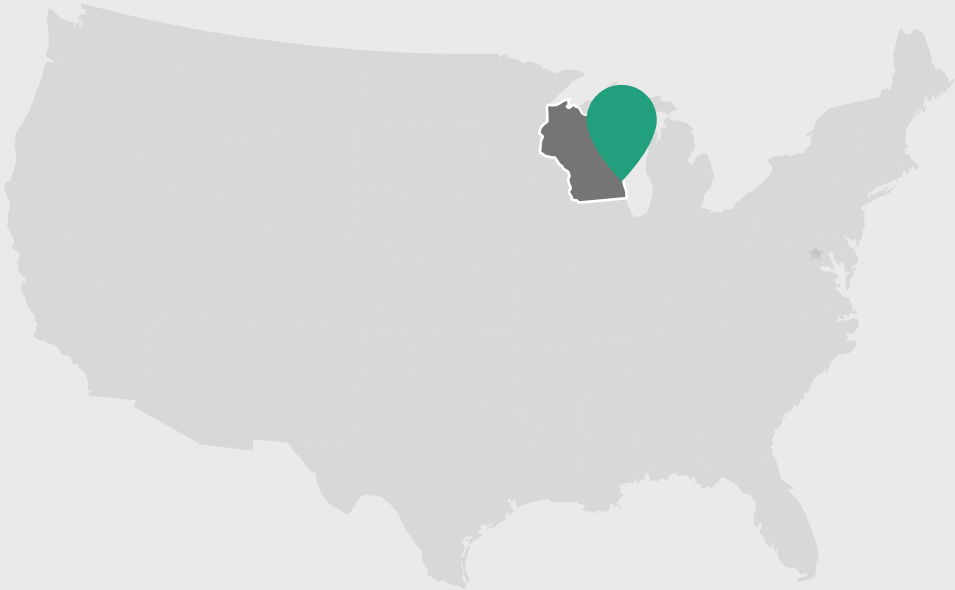
- #5 **Account Executive** 215 Listings
- #6 **Network Engineer Sales** 212 Listings
- #7 **Engineer** 107 Listings
- #8 **Data Scientist** 85 Listings
- #9 **HR Specialist** 49 Listings
- #10 **Product Designer** 40 Listings
- #11 **UX Designer** 21 Listings
- #12 **Scrum Master** 13 Listings

Amanda DoAmaral
Founder of Fiveable, an education startup based in Milwaukee, Wisconsin

When she was just starting her education startup Fiveable, Founder Amanda DoAmaral was accepted into gener8tor, an accelerator in Milwaukee. But after experiencing a taste of growing a startup in the Midwest, Amanda knew it was where she wanted to stay.

“We decided to relocate our HQ to Milwaukee because it's such a supportive community,” she said. “It's just easier to build relationships in a small city rather than a big one. Everyone knows each other and there's this underdog feeling that I definitely relate to. If we had HQ in a big coastal city, we would be overlooked because of competition for attention. Here, we have a close support group and more access to resources like investors, mentors, and press. The coasts are saturated with investors, startups, and talent. That creates opportunity for the Midwest to grow successful companies and attract talent. The underdog feeling is motivating. I'm excited to be part of this wave.”

And when it comes to attracting top talent to help her company grow? DoAmaral says that’s easy, because the affordable cost of living, yet comparable lifestyle makes tech workers—particularly young ones—want to check out Milwaukee.



“Rent and living costs are insane in SF and NYC, but in Milwaukee it's affordable. That allows us to invest our resources differently and alleviates some of the personal stress we feel,” she explained. “You decrease rent and living costs by 50-100%. That lets you spend more on things you want rather than living costs. You can save more, pay off debts faster, and generally be happier because of it. I think a lot of people from the coasts look at the Midwest as flat farmlands with nothing here. It's flyover country. I get it. I lived in Boston and Oakland my whole life and definitely did not see the Midwest as comparable. But the cities here are really no different. Milwaukee is about the size of Boston. There's everything you could ever want in a city.”

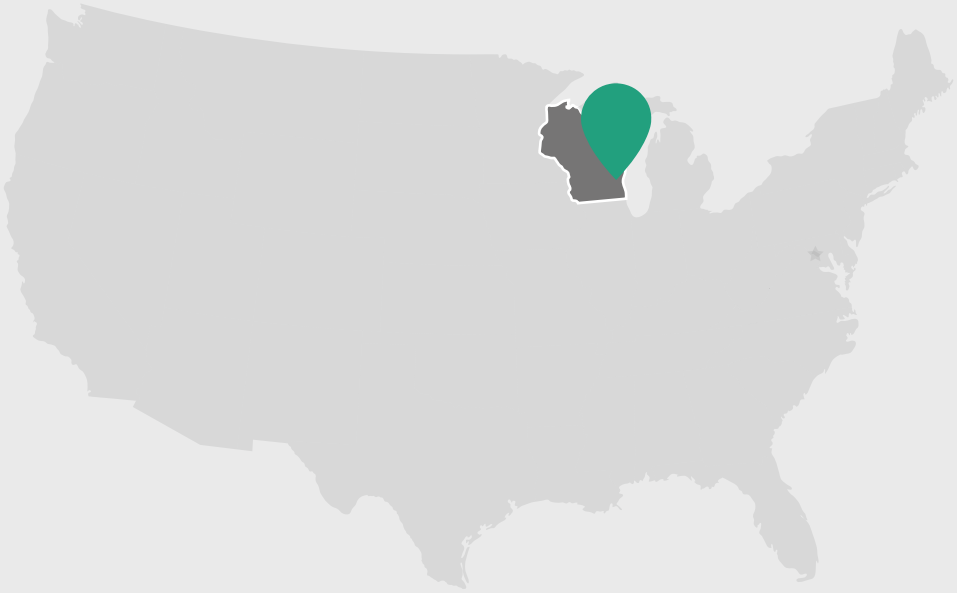
Matt Vollmer
President of Arbre Technologies, Inc., an inventory management startup based in Wisconsin.

Matt Vollmer is a Wisconsin native, so starting a company in his home state was a no-brainer.

"I grew up here, I went to school here, I worked here, am raising a family here, and built a network here," he said. "There is lots of opportunity here. We have a solid education system and a healthy startup culture. More than anything, we have great people with great values which means solid family life, and awesome coworkers that align with our company's core values."

When it comes to recruiting the most talented tech workers from the coasts, Vollmer said his strategy is to not even try.

"There are very talented people right here in the Midwest that grew up here, went to school here, and worked here most of their lives," he explained. "There may be a need to recruit talent out of state at some point in the future, but there is solid talent right here where we live. You can teach someone skills, but you can't teach them new core values."



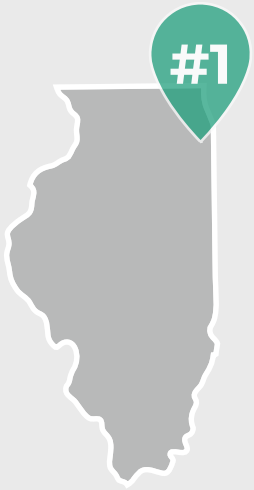
For the foreseeable future, Vollmer said he's just looking forward to watching the tech scene in the Midwest continue to flourish due to the values that naturally occur here.

"There is certainly an upward trend," he said. "There is capital here, and startups here are focused on profitability. I think the investment community will continue to prioritize profitability over inflated valuations of companies that never run in the black and never leave 'startup mode.' the Midwest is certainly the right place to find startups that fit that mold."

The Midwest's Top 10 Cities

The entire Midwest is booming, but these are the region's top 10 cities by the numbers. Every one of these cities has seen growth in its net tech employment in recent years, and most of them have seen considerable growth since 2010.

Source: *https://thehustle.co/life-in-the-silicon-prairie-techs-great-migration-to-the-Midwest/, https://www.businessinsider.com/how-the-Midwest-is-different-than-the-rest-of-the-country-2018-7#6-a-dollar-goes-further-in-the-Midwest-6*



#1 Chicago

344,146
Net Tech Employment

1.80%
Net Tech Employment Growth 2017 to 2018

17.90%
Net Tech Employment Growth 2010 to 2018

73%
Increase in Tech Job Postings 2017 to 2018

8th in U.S.
Net Tech Employment Rank

#2 Detroit

241,135
Net Tech Employment

2.70%
Net Tech Employment Growth 2017 to 2018

37.20%
Net Tech Employment Growth 2010 to 2018

41%
Increase in Tech Job Postings 2017 to 2018

11th in U.S.
Net Tech Employment Rank

#3 Minneapolis

196,151
Net Tech Employment

1.70%
Net Tech Employment Growth 2017 to 2018

17%
Net Tech Employment Growth 2010 to 2018

76%
Increase in Tech Job Postings 2017 to 2018

14th in U.S.
Net Tech Employment Rank

#4 Kansas City

100,782
Net Tech Employment

1.70%
Net Tech Employment Growth 2017 to 2018

17.30%
Net Tech Employment Growth 2010 to 2018

82%
Increase in Tech Job Postings 2017 to 2018

24th in U.S.
Net Tech Employment Rank

#5 Cincinnati

82,088
Net Tech Employment

2.90%
Net Tech Employment Growth 2017 to 2018

23.90%
Net Tech Employment Growth 2010 to 2018

41%
Increase in Tech Job Postings 2017 to 2018

28th in U.S.
Net Tech Employment Rank

Source: https://thehustle.co/life-in-the-silicon-prairie-techs-great-migration-to-the-Midwest/, https://www.businessinsider.com/how-the-Midwest-is-different-than-the-rest-of-the-country-2018-7#6-a-dollar-goes-further-in-the-Midwest-6

#6 Cleveland

76,698
Net Tech Employment

2%
Net Tech Employment Growth 2017 to 2018

16.30%
Net Tech Employment Growth 2010 to 2018

93%
Increase in Tech Job Postings 2017 to 2018

29th in U.S.
Net Tech Employment Rank

#7 Indianapolis

74,615
Net Tech Employment

2.20%
Net Tech Employment Growth 2017 to 2018

24.20%
Net Tech Employment Growth 2010 to 2018

121%
Increase in Tech Job Postings 2017 to 2018

31st in U.S.
Net Tech Employment Rank

#8 Milwaukee

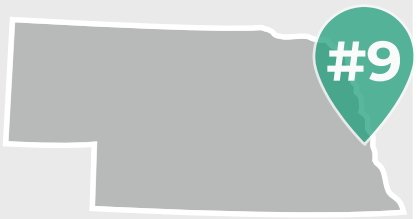
71,755
Net Tech Employment

0.70%
Net Tech Employment Growth 2017 to 2018

9.20%
Net Tech Employment Growth 2010 to 2018

137%
Increase in Tech Job Postings 2017 to 2018

32nd in U.S.
Net Tech Employment Rank



#9 Omaha

37,508
Net Tech Employment

1.40%
Net Tech Employment Growth 2017 to 2018

10.70%
Net Tech Employment Growth 2010 to 2018

137%
Increase in Tech Job Postings 2017 to 2018

40th in U.S.
Net Tech Employment Rank

#10 Des Moines

28,693
Net Tech Employment

2.90%
Net Tech Employment Growth 2017 to 2018

26.90%
Net Tech Employment Growth 2010 to 2018

47%
Increase in Tech Job Postings 2017 to 2018

42nd in U.S.
Net Tech Employment Rank

Source: *https://thehustle.co/life-in-the-silicon-prairie-techs-great-migration-to-the-Midwest/, https://www.businessinsider.com/how-the-Midwest-is-different-than-the-rest-of-the-country-2018-7#6-a-dollar-goes-further-in-the-Midwest-6*

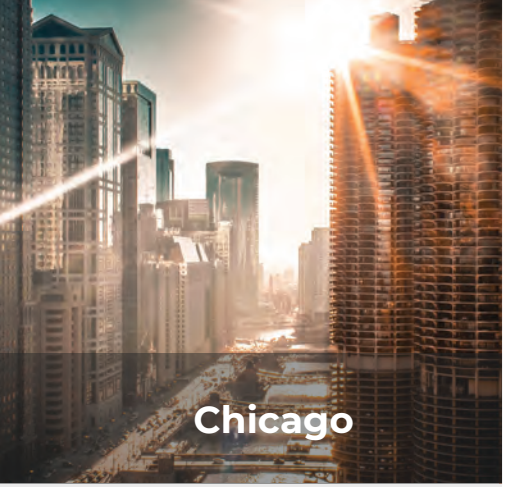
How Do Salaries In the Midwest Compare?

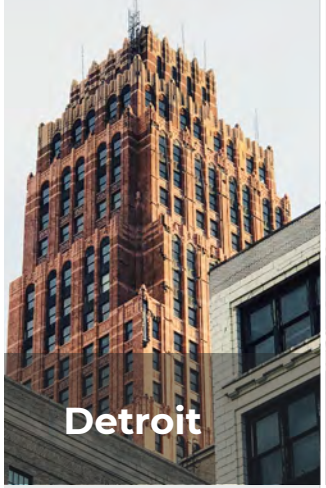
Sure, the cost of living is more affordable in the Midwest than on the coasts. But doesn't that mean salaries are lower, too?

Not necessarily!

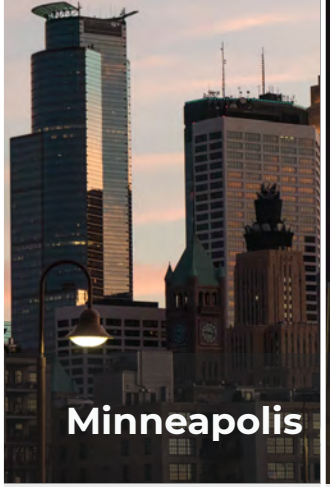
For a number of the most common jobs at tech startups, Midwest company salaries are pretty comparable to what similar positions pay in the Golden State and the Big Apple. But when you factor in the Midwest's more affordable costs for housing, dining, entertainment, and more—that's when you see that even a slightly lower salary in the Midwest can actually translate to more money in your pocket.

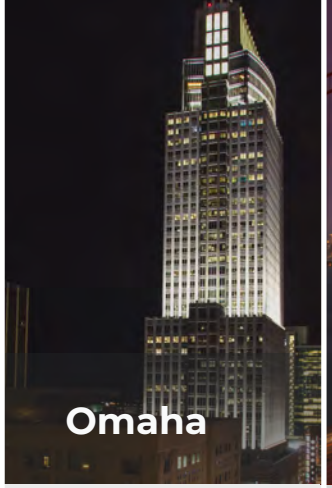
The numbers tell the whole story. Read on to see how salaries compare across the Midwest for some of the most in-demand tech jobs. Plus, we'll see how much you'd have to make in San Francisco and New York City to maintain the same standard of living you can have in the Midwest.

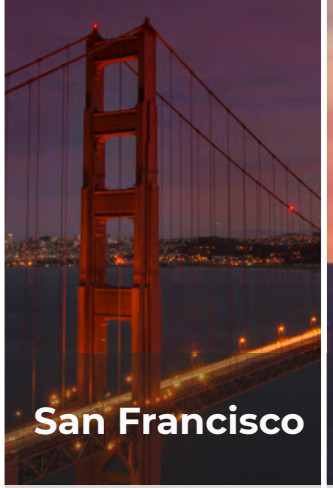


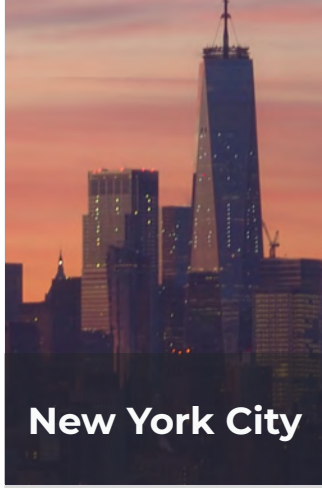


	Chicago	Cincinnati	Cleveland	Columbus	Detroit	Indianapolis
Software Engineer	$82,097 Average Salary	$71,351 Average Salary	$68,006 Average Salary	$73,634 Average Salary	$74,239 Average Salary	$73,073 Average Salary
Data Scientist	$102,543 Average Salary	$95,804 Average Salary	$93,282 Average Salary	$101,814 Average Salary	$103,038 Average Salary	$99,097 Average Salary
Mobile Developer	$84,852 Average Salary	$71,364 Average Salary	$70,756 Average Salary	$76,285 Average Salary	$80,057 Average Salary	$71,297 Average Salary
Network Engineer	$73,236 Average Salary	$66,659 Average Salary	$64,688 Average Salary	$68,748 Average Salary	$65,183 Average Salary	$63,267 Average Salary
Product Manager	$99,497 Average Salary	$90,296 Average Salary	$93,980 Average Salary	$88,308 Average Salary	$100,380 Average Salary	$93,161 Average Salary
Marketing Manager	$62,364 Average Salary	$59,018 Average Salary	$57,632 Average Salary	$62,129 Average Salary	$58,401 Average Salary	$58,672 Average Salary









	Kansas City	Milwaukee	Minneapolis	Omaha	San Francisco	New York City
Software Engineer	$96,704 Average Salary	$95,749 Average Salary	$95,558 Average Salary	$93,802 Average Salary	$140,897 Average Salary	$113,156 Average Salary
Data Scientist	$96,704 Average Salary	$95,749 Average Salary	$95,558 Average Salary	$93,802 Average Salary	$140,897 Average Salary	$113,156 Average Salary
Mobile Developer	$71,426 Average Salary	$72,386 Average Salary	$92,045 Average Salary	$71,026 Average Salary	$126,922 Average Salary	$99,978 Average Salary
Network Engineer	$66,427 Average Salary	$67,050 Average Salary	$74,771 Average Salary	$71,786 Average Salary	$96,122 Average Salary	$77,382 Average Salary
Product Manager	$85,501 Average Salary	$93,503 Average Salary	$102,846 Average Salary	$81,412 Average Salary	$129,387 Average Salary	$106,587 Average Salary
Marketing Manager	$54,680 Average Salary	$57,679 Average Salary	$65,563 Average Salary	$53,678 Average Salary	$81,417 Average Salary	$65,873 Average Salary

How Much Do You Need to Earn In the Midwest for a Comparable Standard of Living?

As a Software Engineer

Chicago

Average Salary $82,097

$115,822 — Average Salary in SF

$134,763 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Chicago

$97,215 — Average Salary in NYC

$171,535 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Chicago

Indianapolis

Average Salary $73,073

$115,822 — Average Salary in SF

$159,802 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Indianapolis

$97,215 — Average Salary in NYC

$203,406 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Indianapolis

Cincinnati

Average Salary $71,351

$115,822 — Average Salary in SF

$152,048 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cincinnati

$97,215 — Average Salary in NYC

$193,537 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cincinnati

Kansas City

Average Salary $73,338

$115,822 — Average Salary in SF

$152,864 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Kansas City

$97,215 — Average Salary in NYC

$194,575 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Kansas City

Cleveland

Average Salary $68,006

$115,822 — Average Salary in SF

$141,308 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cleveland

$97,215 — Average Salary in NYC

$179,866 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cleveland

Milwaukee

Average Salary $71,388

$115,822 — Average Salary in SF

$147,722 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Milwaukee

$97,215 — Average Salary in NYC

$188,030 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Milwaukee

Columbus

Average Salary $73,634

$115,822 — Average Salary in SF

$162,629 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Columbus

$97,215 — Average Salary in NYC

$207,004 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Columbus

Minneapolis

Average Salary $77,942

$115,822 — Average Salary in SF

$147,273 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Minneapolis

$97,215 — Average Salary in NYC

$187,458 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Minneapolis

Detroit

Average Salary $74,239

$115,822 — Average Salary in SF

$148,701 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Detroit

$97,215 — Average Salary in NYC

$189,276 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Detroit

Omaha

Average Salary $72,720

$115,822 — Average Salary in SF

$159,204 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Omaha

$97,215 — Average Salary in NYC

$202,645 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Omaha

As a Data Scientist

Chicago

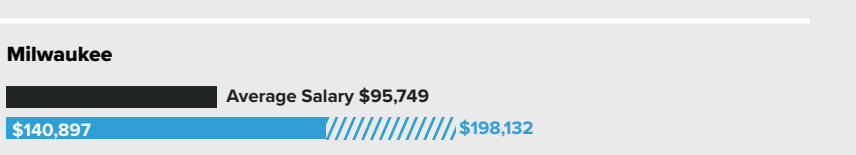
Indianapolis

Cincinnati

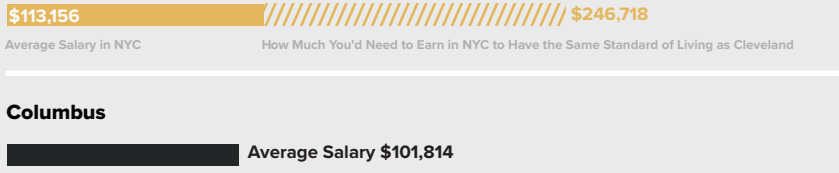
Kansas City

Cleveland

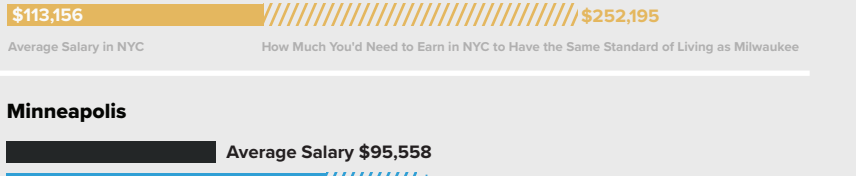
Milwaukee



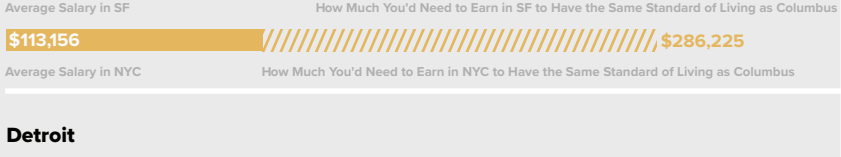
Columbus



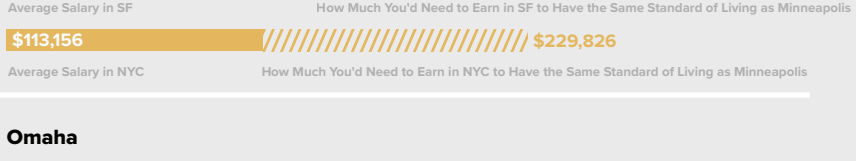
Minneapolis



Detroit



Omaha



As a Mobile Developer

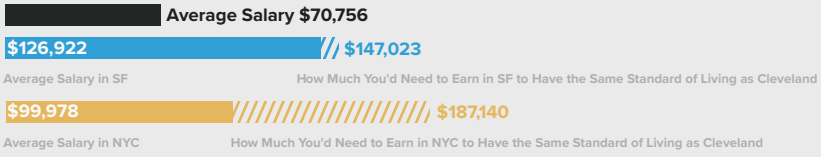
Chicago

Indianapolis

Cincinnati

Kansas City

Cleveland



Milwaukee

Columbus

Minneapolis

Detroit

Omaha

As a Network Engineer

Chicago

Average Salary $73,236

$96,122 — Average Salary in SF

$120,218 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Chicago

$77,382 — Average Salary in NYC

$153,021 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Chicago

Indianapolis

Average Salary $63,267

$96,122 — Average Salary in SF

$138,358 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Indianapolis

$77,382 — Average Salary in NYC

$176,110 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Indianapolis

Cincinnati

Average Salary $66,659

$96,122 — Average Salary in SF

$142,050 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cincinnati

$77,382 — Average Salary in NYC

$180,810 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cincinnati

Kansas City

Average Salary $66,427

$96,122 — Average Salary in SF

$138,459 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Kansas City

$77,382 — Average Salary in NYC

$176,239 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Kansas City

Cleveland

Average Salary $64,688

$96,122 — Average Salary in SF

$134,414 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cleveland

$77,382 — Average Salary in NYC

$171,091 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cleveland

Milwaukee

Average Salary $67,050

$96,122 — Average Salary in SF

$138,746 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Milwaukee

$77,382 — Average Salary in NYC

$176,604 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Milwaukee

Columbus

Average Salary $68,748

$96,122 — Average Salary in SF

$151,837 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Columbus

$77,382 — Average Salary in NYC

$193,268 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Columbus

Minneapolis

Average Salary $74,771

$96,122 — Average Salary in SF

$141,281 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Minneapolis

$77,382 — Average Salary in NYC

$179,832 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Minneapolis

Detroit

Average Salary $65,183

$96,122 — Average Salary in SF

$130,562 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Detroit

$77,382 — Average Salary in NYC

$166,187 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Detroit

Omaha

Average Salary $71,786

$96,122 — Average Salary in SF

$157,160 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Omaha

$77,382 — Average Salary in NYC

$200,043 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Omaha

As a Product Manager

Chicago

Indianapolis

Cincinnati

Kansas City

Cleveland

Milwaukee

Columbus

Minneapolis

Detroit

Omaha

As a Marketing Manager

Chicago

Average Salary $62,364

$81,417 — Average Salary in SF

$102,371 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Chicago

$65,873 — Average Salary in NYC

$130,304 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Chicago

Indianapolis

Average Salary $58,672

$81,417 — Average Salary in SF

$128,309 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Indianapolis

$65,873 — Average Salary in NYC

$163,320 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Indianapolis

Cincinnati

Average Salary $59,018

$81,417 — Average Salary in SF

$125,767 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cincinnati

$65,873 — Average Salary in NYC

$160,084 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cincinnati

Kansas City

Average Salary $54,680

$81,417 — Average Salary in SF

$113,974 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Kansas City

$65,873 — Average Salary in NYC

$145,073 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Kansas City

Cleveland

Average Salary $57,632

$81,417 — Average Salary in SF

$119,752 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Cleveland

$65,873 — Average Salary in NYC

$152,429 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Cleveland

Milwaukee

Average Salary $57,679

$81,417 — Average Salary in SF

$119,354 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Milwaukee

$65,873 — Average Salary in NYC

$151,922 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Milwaukee

Columbus

Average Salary $62,129

$81,417 — Average Salary in SF

$137,219 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Columbus

$65,873 — Average Salary in NYC

$174,661 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Columbus

Minneapolis

Average Salary $65,563

$81,417 — Average Salary in SF

$123,882 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Minneapolis

$65,873 — Average Salary in NYC

$157,686 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Minneapolis

Detroit

Average Salary $58,401

$81,417 — Average Salary in SF

$116,977 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Detroit

$65,873 — Average Salary in NYC

$148,896 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Detroit

Omaha

Average Salary $53,678

$81,417 — Average Salary in SF

$117,516 — How Much You'd Need to Earn in SF to Have the Same Standard of Living as Omaha

$65,873 — Average Salary in NYC

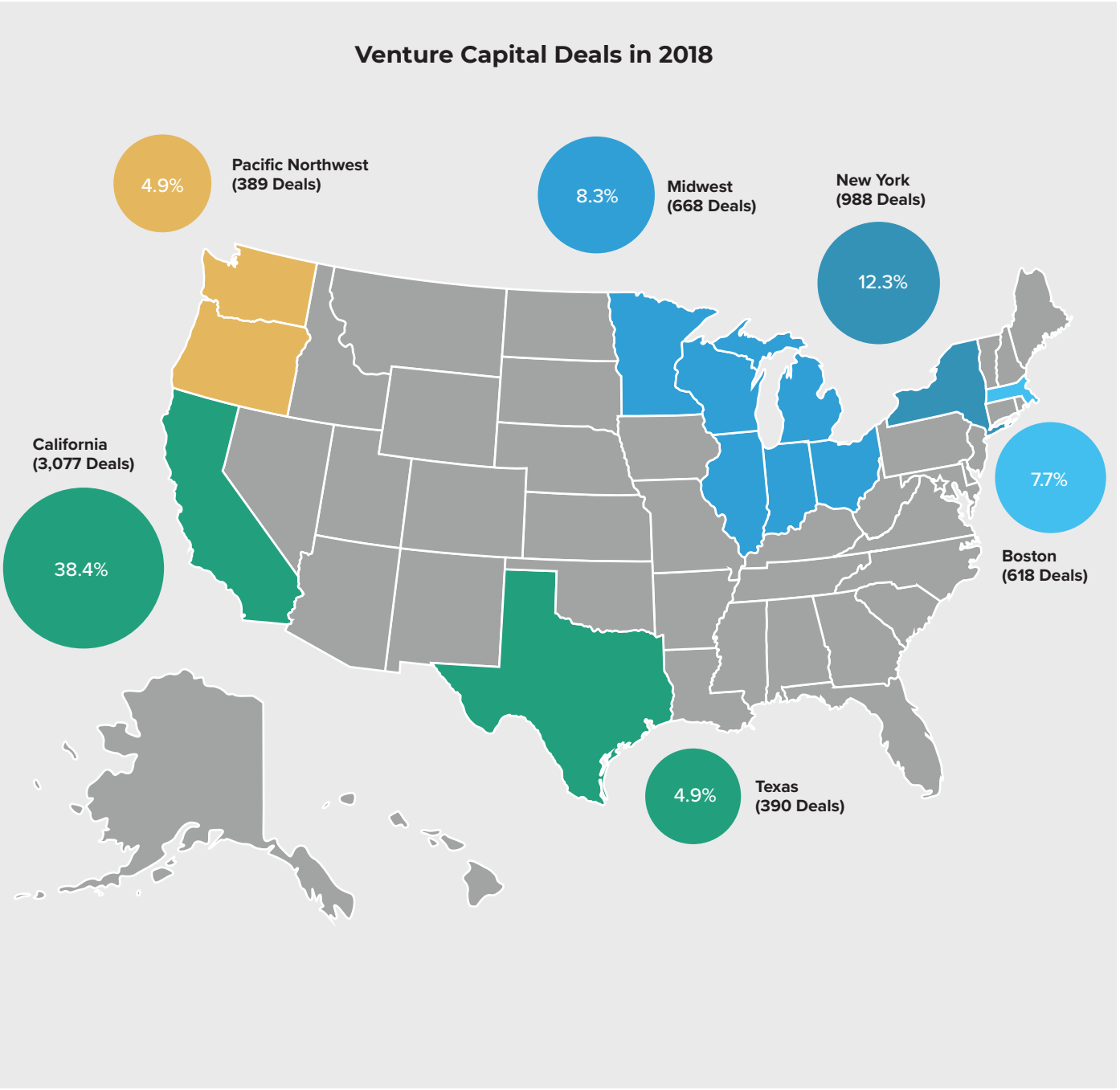
$149,582 — How Much You'd Need to Earn in NYC to Have the Same Standard of Living as Omaha

The Midwest Is the 5th Largest Economy in the World

That's why the Midwest is next in tech.

But it's not the only reason. Investors are seeing the incredible startups being built in the Heartland, and they're taking note. While California and New York are still the top two most active startup ecosystems in the country, the Midwest was close behind in 2018, netting 8.3 percent of all venture investments that year.

Investors are already choosing the Midwest. The talent and quality of life are there. If you're not seriously considering the Heartland as the place to plant roots with your next startup, what are you waiting for?



Source: *https://hydeparkangels.com/research/Midwest-startup-and-venture-capital-market-analysis-2019/*

The Midwest's largest startup community

We connect top talent with purpose-driven startups based on values, experience and culture fit.

Ryan Landau | Founder

Ryan founded purpose.jobs back in 2017 and is really all about connecting great people in Michigan to great opportunity. He loves a good smoothie and can't drink coffee past 10am or he'll be up all night.

Brandy | Growth Marketer

Brandy is a growth marketer that is passionate about providing actual value to potential customers and current users. Outside of work, she loves backpacking and traveling. She is also an advocate for snacking multiple times throughout the day and holds the unofficial record for most dog photos in her camera roll.

Jason | Director of Talent

Leelanau native, Chicago local. Career recruiter, passionate people nerd and lifelong learner. Happily married and enjoys traveling, music and riding his bike.

Allie | Partnerships

Allie is a self proclaimed professional people person who is here to help your business grow. She is also a maple syrup enthusiast.

Melanie | Growth Marketer

Melanie is passionate about working for great places, which is what led her to move to California to work for TOMS 10 years ago. Now she's back in her hometown and loving it, but missing the sunshine and hiking in the redwood forest.

Lauren | Copywriter

Lauren has written all sorts of things, but her favorite thing to do is share great stories about people. When she's not writing, she's probably reading or crocheting little animals.

purpose.jobs