By Laurie Voss on October 6 2021

Jamstack Community Survey 2021

Methodology

On October 6, 2021, Netlify announced the results from the [2021 Jamstack Community Survey](). For a high level overview you can read the [introductory blog post]() or [press release]().

The Jamstack Community Survey ran from June 23 to August 10, 2021 and received 7,487 responses in total. There were 28 questions, and respondents spent an average of 9 minutes on the survey, which was conducted via desktop and mobile web pages on SurveyMonkey.

How we found people

The survey was self-selected by people following links that we distributed via various media (see Sources of Error below). The sources of respondents were:

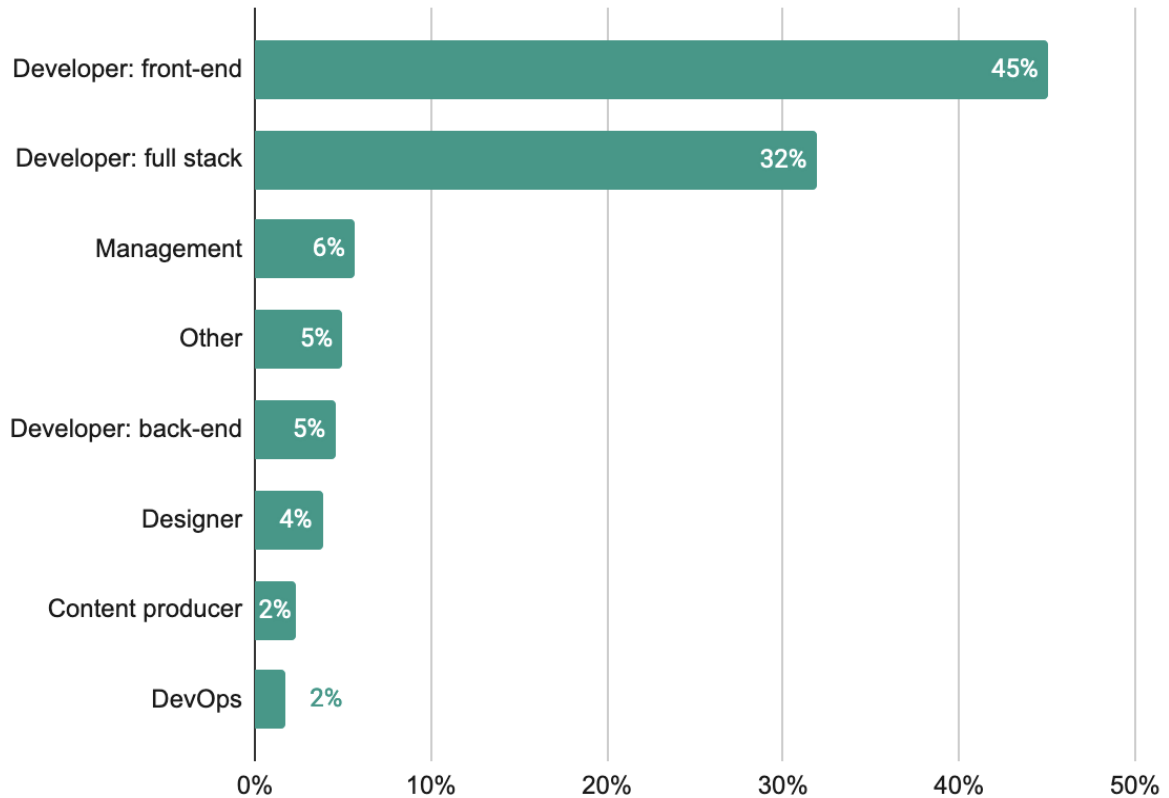| Source	Respondents
Emails sent to Netlify contacts	4781
Links from Netlify-operated sites including Netlify.com and Jamstack.org	995
Links shared by partners	559
Netlify-branded social media including Twitter, LinkedIn, Facebook	396
Netlify employees sharing directly and on social media	389
Other	301
Podcasts	58

We did not require credentials or proof of identity from respondents. SurveyMonkey has best-effort provisions to prevent accidental duplicate entries.

What we asked

The purpose of the survey was to learn about behavior of people who work on Jamstack websites and how they compare to people who work on websites generally. We therefore asked
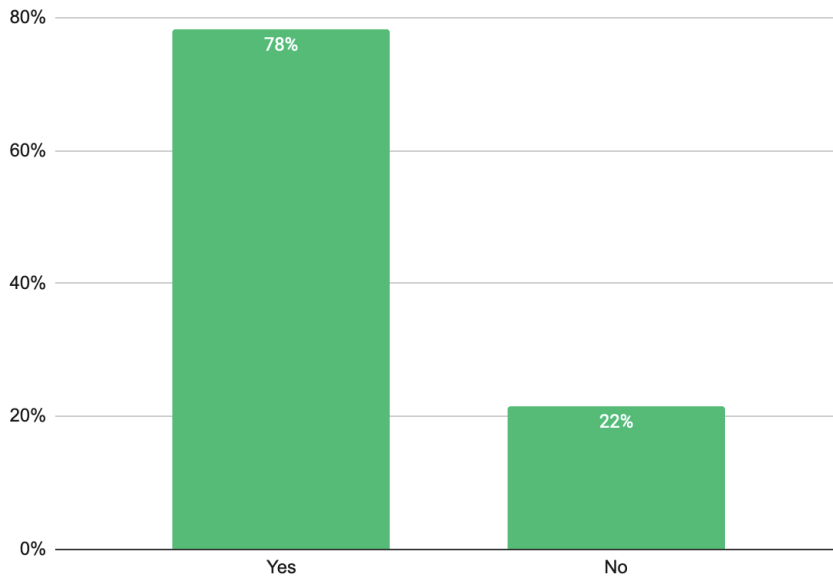
questions that grouped people by title:

Job titles
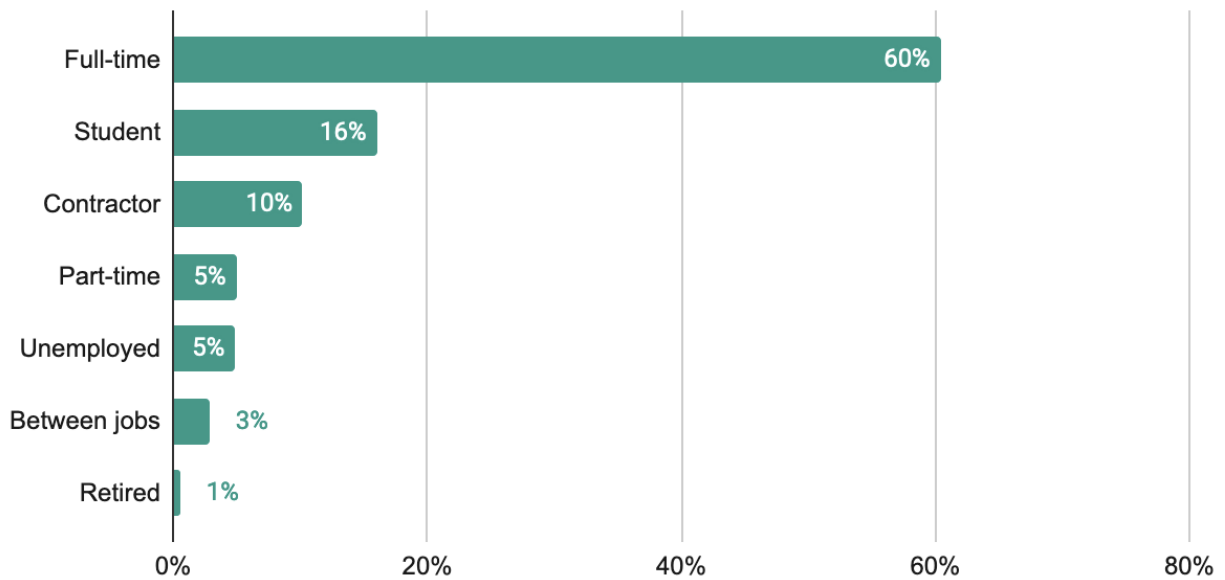

Source: Jamstack Community Survey 2021

Developers were our most common category last year, so we split them into 3 categories this year. To avoid inaccurately excluding people with non-developer titles from technical questions, we separately asked "Do you have opinions about developer tools?" and used that answer to filter questions about technical topics regardless of the title they supplied.

Do you have opinions about developer-specific tools like programming languages, web frameworks and databases?

We did not ask demographic questions such as age, race, or gender (see Sources of error below). We did ask about working situation:
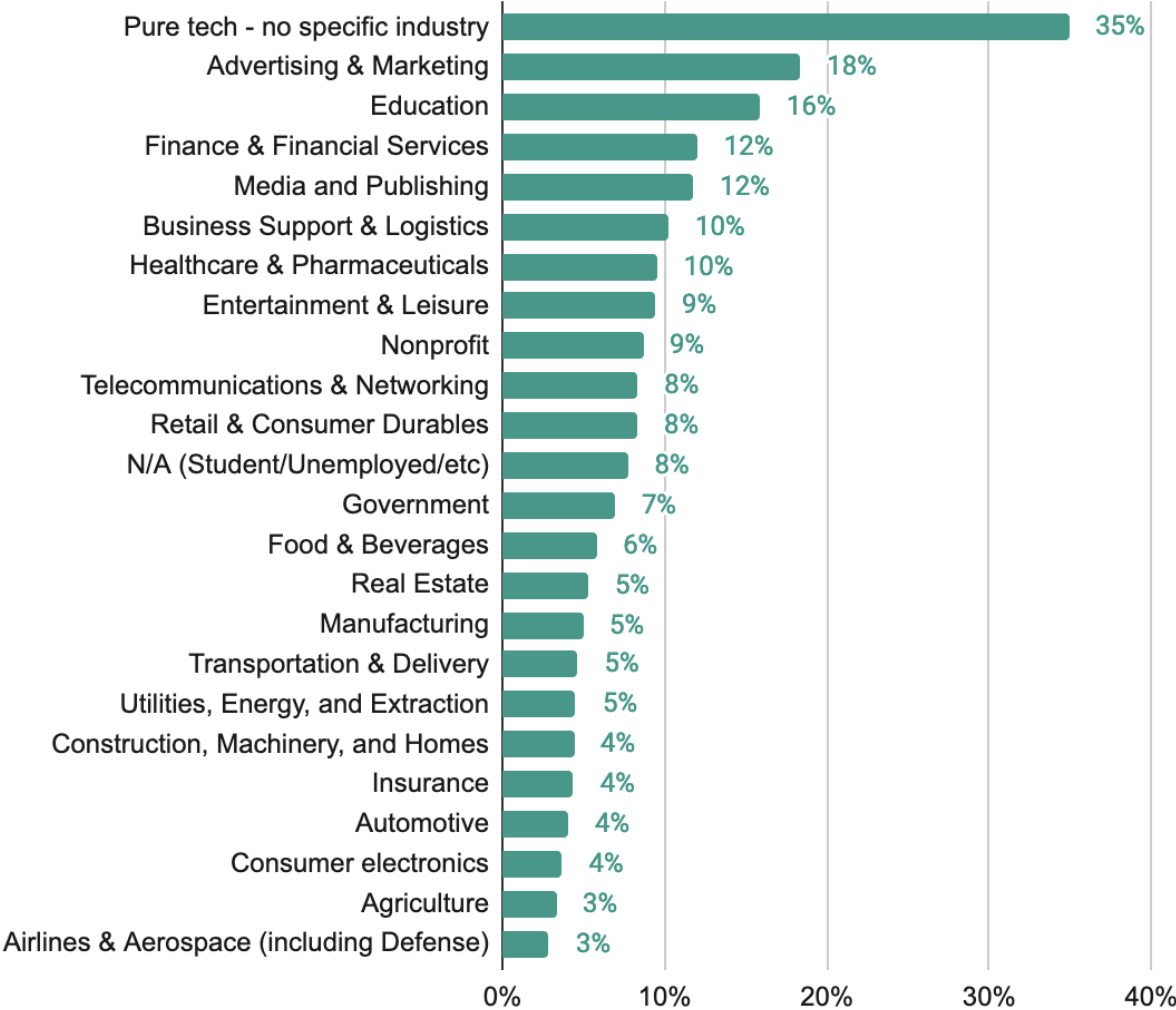
What's your employment status?

Source: Jamstack Community Survey 2021

Respondents who indicated they were not currently working (unemployed, retired, between jobs, student) were excluded from questions that referred to working situations, such as job title,

department, and industry. Since students are a large portion of the population and had notably different preferences, we analyzed them separately from the "working" population.

We asked which industries the work people do belongs to. We allowed people to answer multiple industries since companies often do not have a perfect fit. The shape of this question accounts for the fact that many large companies participate in many industries at the same time. For example, Google is simultaneously in advertising, media, and even arguably transportation.
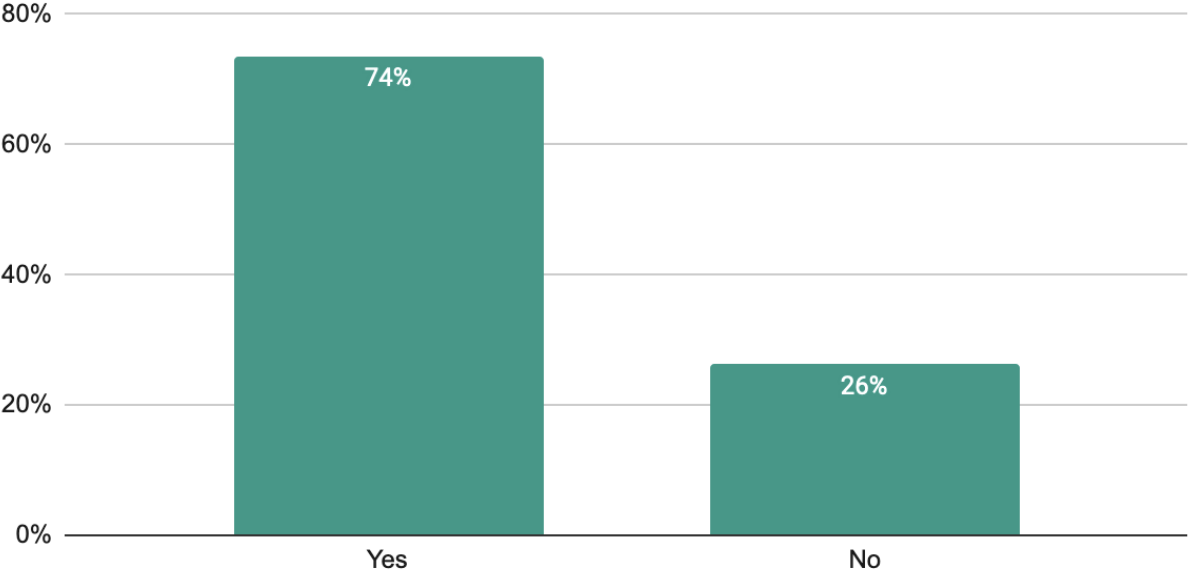
Industries

Industry	Percentage
Pure tech - no specific industry	35%
Advertising & Marketing	18%
Education	16%
Finance & Financial Services	12%
Media and Publishing	12%
Business Support & Logistics	10%
Healthcare & Pharmaceuticals	10%
Entertainment & Leisure	9%
Nonprofit	9%
Telecommunications & Networking	8%
Retail & Consumer Durables	8%
N/A (Student/Unemployed/etc)	8%
Government	7%
Food & Beverages	6%
Real Estate	5%
Manufacturing	5%
Transportation & Delivery	5%
Utilities, Energy, and Extraction	5%
Construction, Machinery, and Homes	4%
Insurance	4%
Automotive	4%
Consumer electronics	4%
Agriculture	3%
Airlines & Aerospace (including Defense)	3%

Source: Jamstack Community Survey 2021

To correct for a potential source of error, we asked people to indicate whether or not their company was a "tech" company. Asking the tech question separately improves the number and

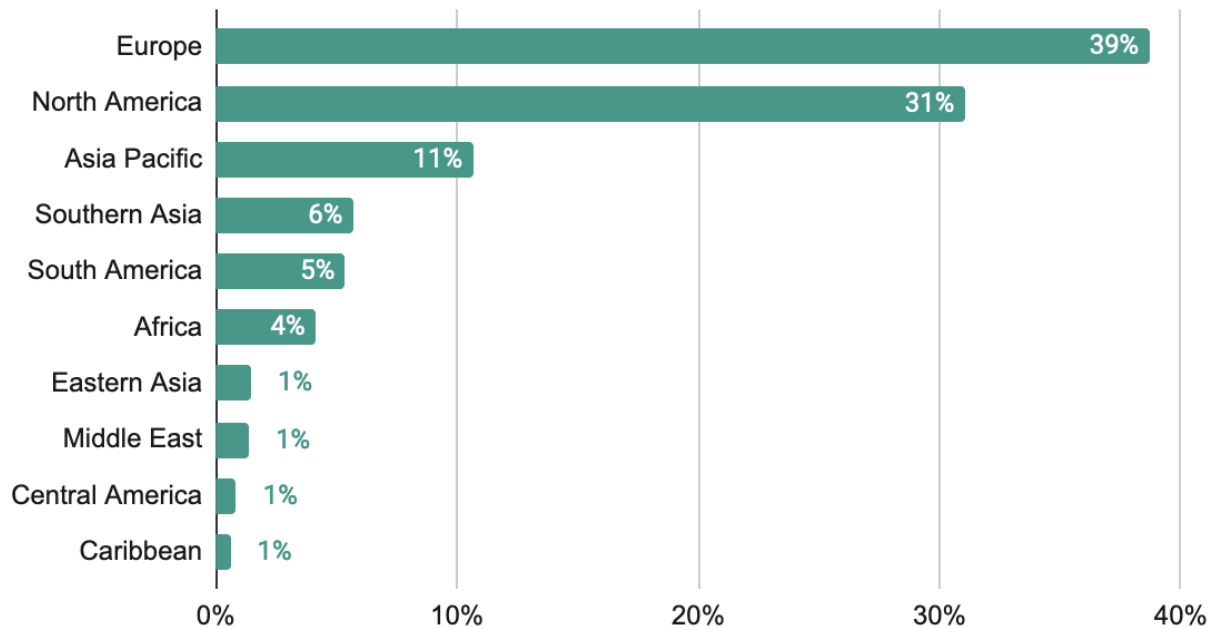variety of responses we get for non-tech industry categories, although we do not use the answer directly.

Is your company a tech company?

Source: Jamstack Community Survey 2021

We asked respondents where they are located in the world, to the granularity of major regions. There is no good data on the actual distribution of Jamstack developers by region, so we did not attempt to weight results by region.

What region of the world is the best description of where you live?

Region	Percentage
Europe	39%
North America	31%
Asia Pacific	11%
Southern Asia	6%
South America	5%
Africa	4%
Eastern Asia	1%
Middle East	1%
Central America	1%
Caribbean	1%

Source: Jamstack Community Survey 2021

What we didn't ask

We did not ask about
- Age
- Race
- Gender
- Total years of experience (we did ask about years of experience relevant to current job)

Sources of error

1. **Self-selected surveys are biased to people who want to take surveys.** In our context, this probably creates a bias towards people who are enthusiastic about sharing their opinions about developer tools and trends. Thus our results may overstate enthusiasm for new and emerging technologies, and it is not possible to correct for this.
2. **Our sources of respondents were mostly already familiar with Netlify.** This creates a bias towards people already familiar with Netlify (either positively or negatively). Overall responses indicated high levels of enthusiasm for Netlify products and services,

but given this bias in respondents we did include any conclusions to this effect in public results.

3. **We did not verify the identity of respondents.** This creates the possibility that one or more respondents could take the survey multiple times to attempt to influence the results. SurveyMonkey has provisions to prevent this but a determined attacker could game the system. However, the length of the survey (9 minutes) and effective provisions in SurveyMonkey against automated responses means gaming the results requires a substantial time investment. We do not have reason to believe the survey was gamed in this way.

4. **We did not collect demographic information about age, race, or gender.** We therefore cannot correct our results for any bias there may be in the makeup of our respondents on these axes. However, given the large sample size and the method of collection we do not believe there is any reason the population sampled is not representative of the community.

5. **We did not adjust for demographics.** We collected data on job titles, employment status, industry, region and other demographic data, but there is no verifiable independent source of the distribution of the Jamstack population across any of these categories. Therefore we did not weigh or adjust our answers except as noted above.

6. **Small sub-groups.** While our total sample is over 7,000 respondents, not all respondents answered all questions, and some answers to some questions received very small absolute numbers of responses. This was particularly true in questions such as CMS and hosting options, where there were dozens of potential answers.

7. **Margin of error.** The total number of developers in the Jamstack community is unknown. Netlify has 2 million users, so we believe the community must be at least 2 million people and is probably less than 20 million people. Given our sample size our 95% confidence level margin of error on top-level questions is **+/- 1.3%**. For smaller sub-groups in breakouts this rises to +/- 4%.

Conclusions we can draw

Our sample has substantial numbers of developers from the Jamstack community, and we believe we can draw conclusions about Jamstack developers as a whole.

Conclusions we cannot draw

We do not believe these results are indicative of preferences amongst web developers as a whole. We are also not making claims as to:
- Popularity (or not) of Netlify products and services, given bias in respondents
- Demographic trends within the community