

By Laurie Voss on November 1 2022

Jamstack Community Survey 2022

Methodology

On November 6, 2022, Netlify announced the results from the [2022 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 27 to August 15, 2022 and received 6,544 responses in total. There were 29 questions, and respondents spent an average of 11 minutes on the survey, which was conducted via desktop and mobile web pages on Qualtrics.

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	3312
Links from Netlify-operated sites including Netlify.com and Jamstack.org	839
Links shared by partners	79
Netlify-branded social media including Twitter, LinkedIn, Facebook	262
Netlify employees sharing directly and on social media	413
Other	96
Unlabeled	1543

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

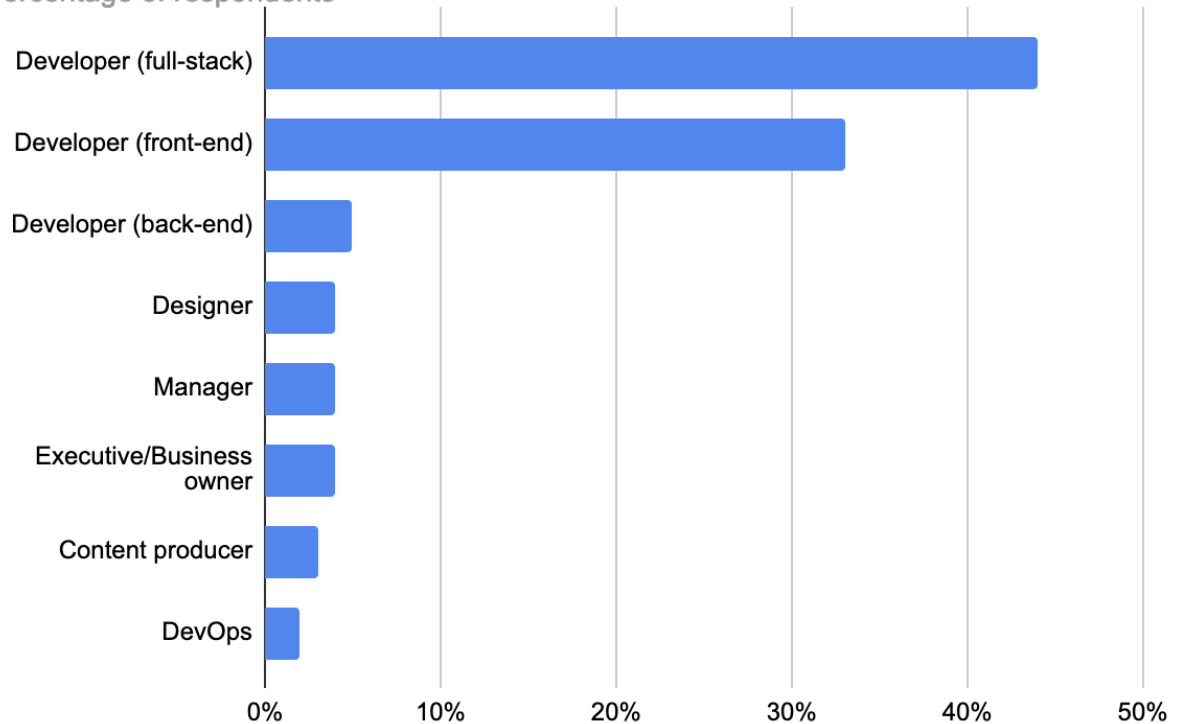
What we asked

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:

Which of these job titles best describes the work you do?

Percentage of respondents



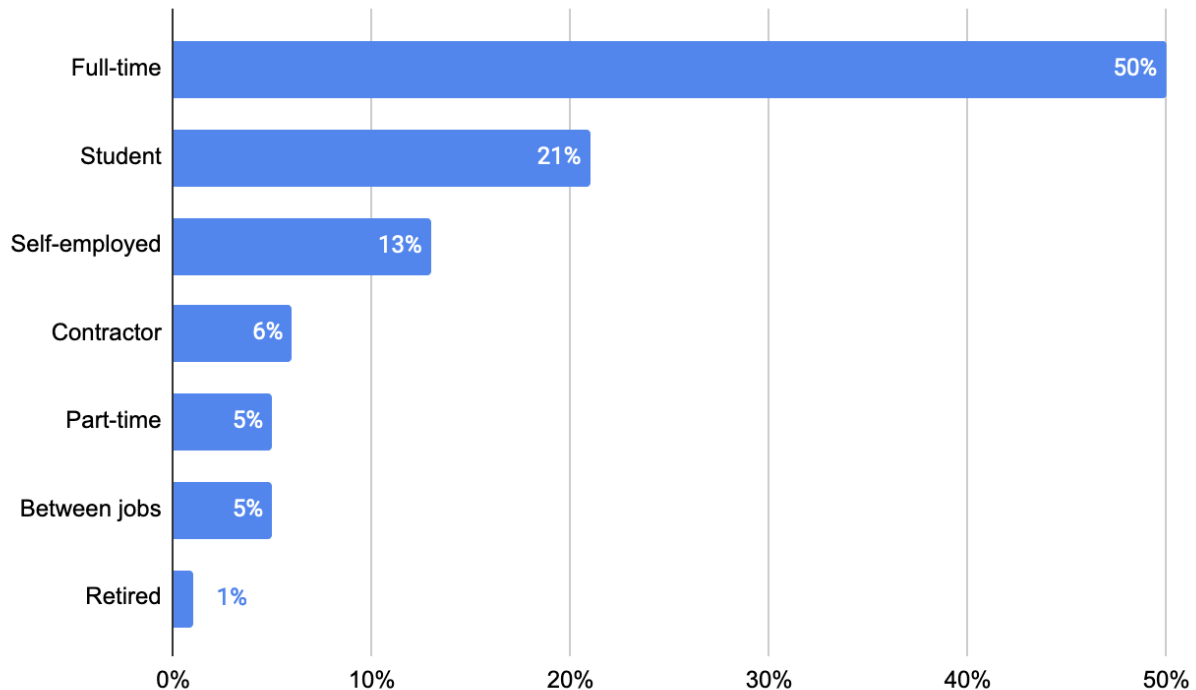
Source: Jamstack community survey 2022

Developers are our most common category last year, so we split them into 3 categories. 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.

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?

Percentage of respondents



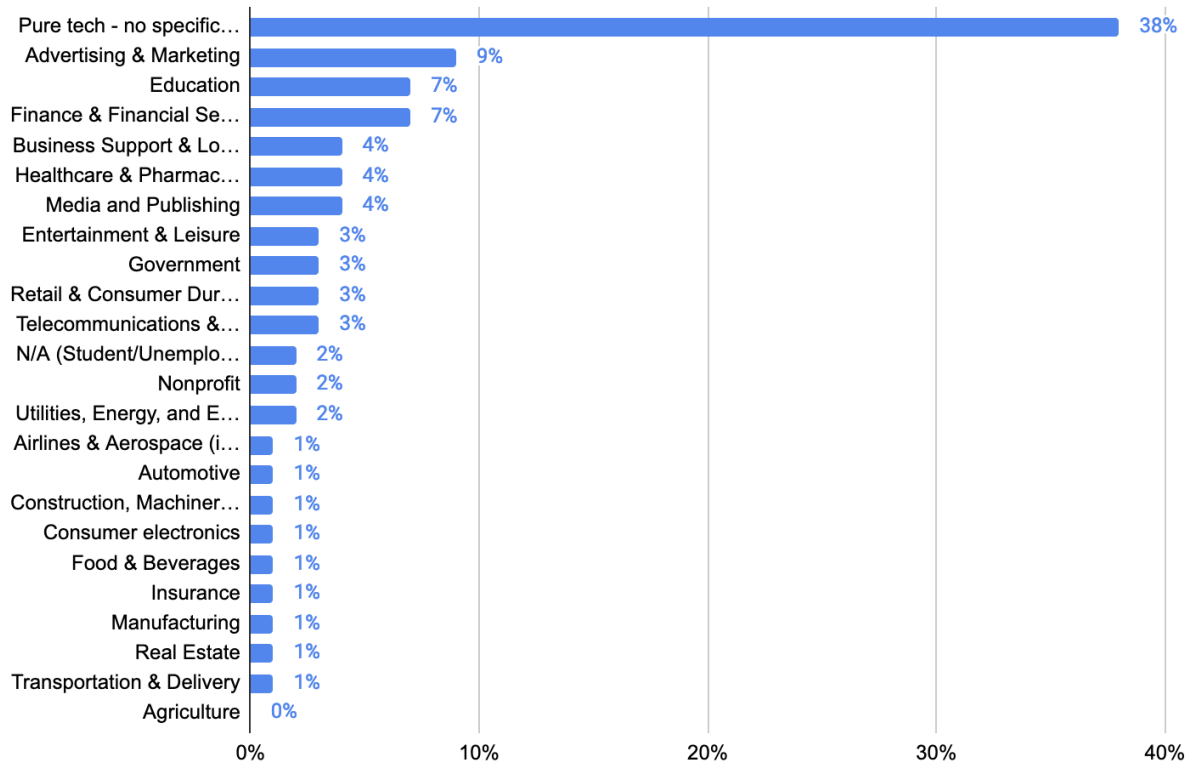
Source: Jamstack Community Survey 2022

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 and industry.

We asked which industries the work people do belongs to. We usually allow people to answer multiple industries since companies often do not have a perfect fit (for example, Google is simultaneously in advertising, media, and even arguably transportation). Unfortunately due to a migration error this question allowed only a single answer this year, something we intend to correct in 2023. Nevertheless, we got responses from a wide range of “primary” industries.

What industry is the work you do in?

Percentage of respondents



Source: Jamstack Community Survey 2022

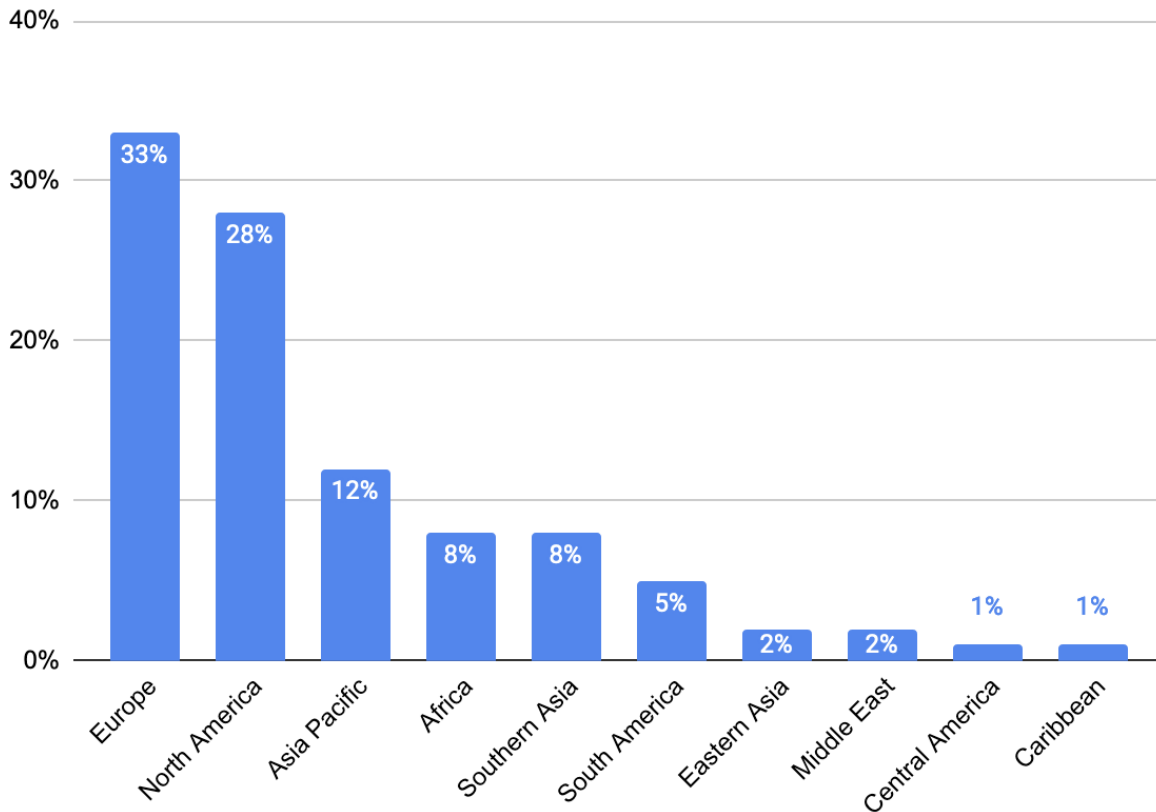
To correct for a potential source of error, we asked people to indicate whether or not their company was a “tech” company. Asking the tech question separately improves the number and variety of responses we get for non-tech industry categories, although we do not use the answer directly.

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.

Respondents by region

Percentage of respondents



Source: Jamstack Community Survey 2022

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. Qualtrics has provisions to prevent this but a determined attacker could game the system. However, the length of the survey (11 minutes) and effective provisions in Qualtrics 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 6,500 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 over 2.5 million users, so we believe the community must be at least 2.5 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