



# DevReport 2023

**#Wanted and #Misunderstood**

A Developer Survey 2023



Download a  
digital copy



## Dear reader,

At WeAreDevelopers, we are dedicated to empowering software developers to upgrade their career paths and simplifying the recruitment process for companies. As you are an important stakeholder in the whole process, our latest developer survey findings were designed to help you. We asked 1000+ developers across Europe what matters to them at work, investigated if the salary is still predominantly important when changing jobs, and how salary transparency affects decision-making. Also, we wanted to find out what developers know about the importance of preventing mental or physical health and toxicity.

At the same time, we wanted to understand better career aspirations as an important part of developers' happiness. We hope our insights will successfully remove some of your deal breakers because you will better know your talent pool. Being prepared to hire tech talent is a precondition for success. Not many companies have the resources, knowledge, and time to give this preparation what it deserves.

This is where our latest developers survey might be of great help, as companies often need to pay more attention to how to connect, present, and set expectations when recruiting tech talent. Who is in a better position to answer your questions than the developers themselves? Happy reading!

Ana Gospodinova  
Director Talent Management  
WeAreDevelopers GmbH

# Table of Contents

Salary: How to compensate developers? .....	01
Health: How to retain a healthy workforce?.....	03
Career: How to retain developers? .....	05
Values: How to attract tech talent? .....	07
Gen Z: How to set up your company for success in the next 50 years? .....	09
Mobility: How to position your company for growth within the region of Eastern Europe? .....	11
Diversity: How to be a more diverse workplace? .....	13



## Our Quick Takeaways

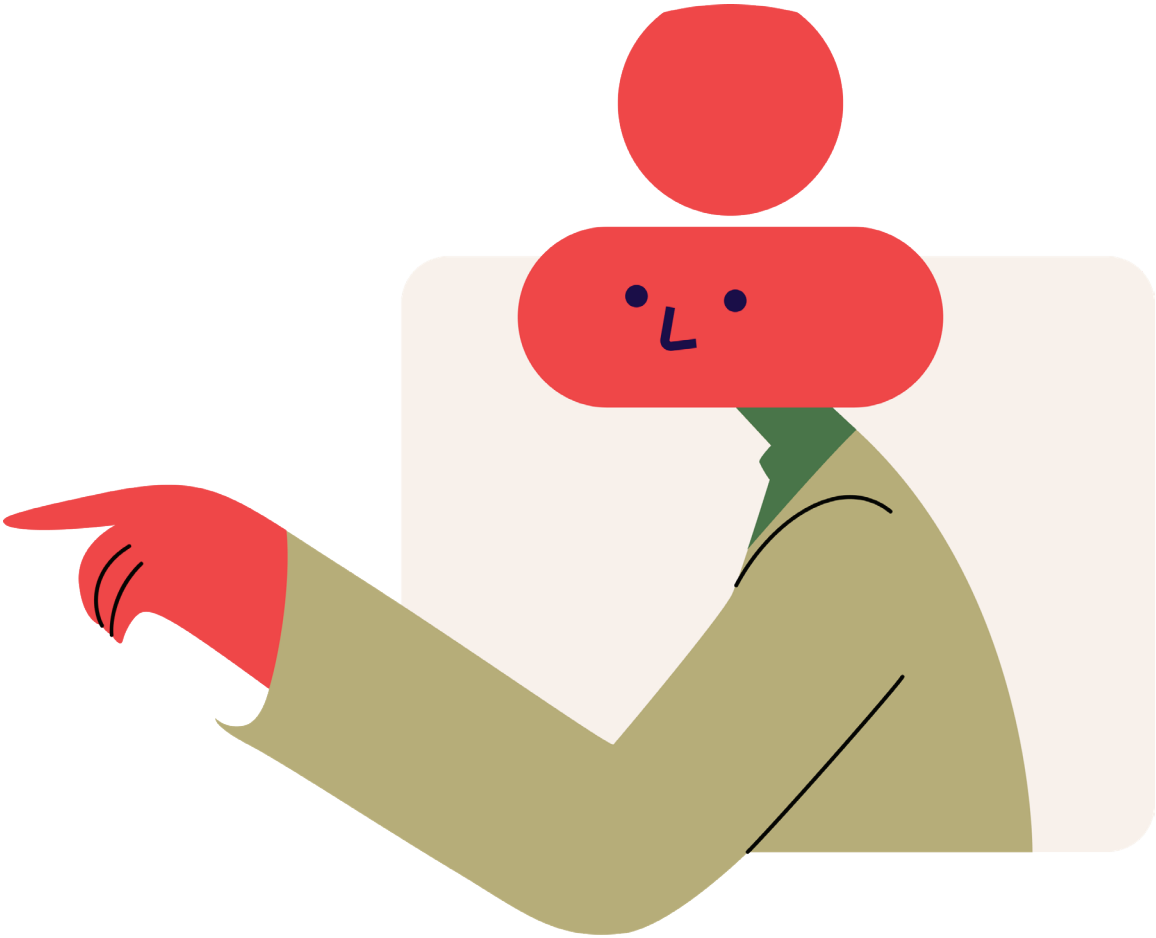
Developers love transparency - and clear announcements: stating the salary makes 86% of IT professionals surveyed more likely to apply for a job.

Be honest: Nearly half (47%) of all developers discuss current salary with colleagues.

No budget available? Offer career opportunities, other benefits and training opportunities: 43% of all devs would also accept a job with a lower salary - if they can use the position to advance their career.

Transparent career paths: The majority of developers want to advance their careers: 29% want to take on more technical responsibility, 25% want to work in project management.

Make clear announcements: It's easy to find out information about your company on the web. Therefore, stay honest - and stand by your rough edges. By the way, developers most often research the values, products and services of a potential employer.



# Salary Transparency: Key to Attracting Software Developers in Europe

Software developers praise salary transparency. A majority hesitate to apply for jobs without explicitly mentioned salaries. However, companies with budget constraints need not worry. Sky-high salaries aren't the sole attraction. Developers are interested in well-rounded job ads that highlight career growth, non-monetary perks, and professional development opportunities. Crafting comprehensive and appealing job offers will attract top talent to your company.

## Majority of developers satisfied with their salary

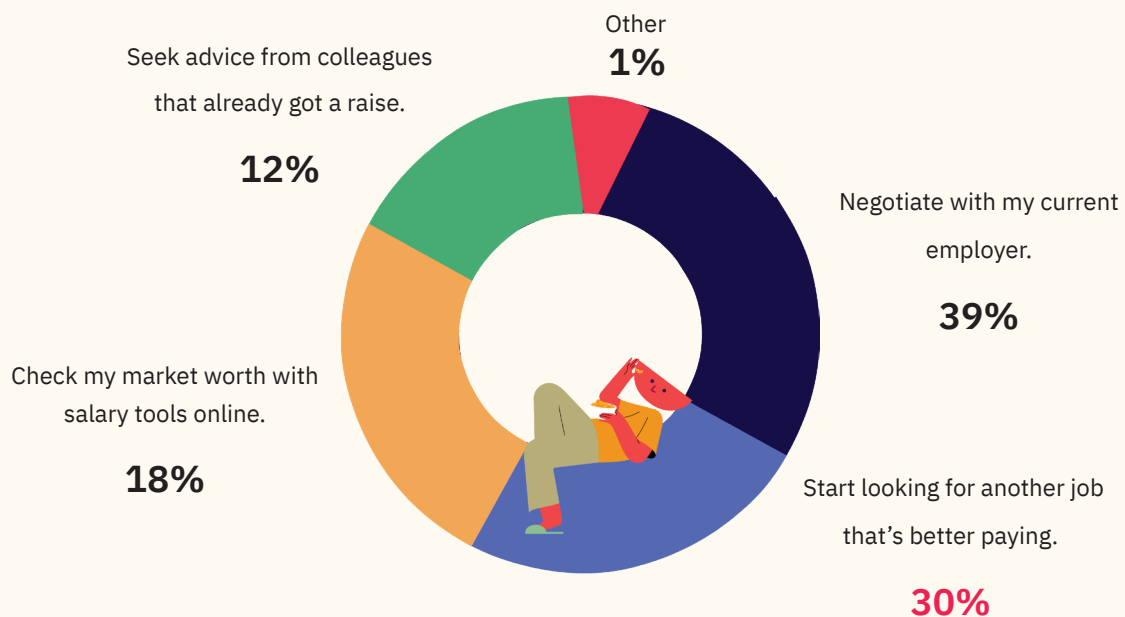
Generally speaking, software developers in Europe feel content with their salary scales, primarily because their earnings tend to outstrip those in other sectors like healthcare, transportation, retail, and so forth.

## Gen Z and Boomers are the happiest workforce generations

As more Gen Z enter the workforce, their initial job satisfaction is high, largely due to the excitement of their first job. Baby Boomers, often in senior, well-paid roles, are the second happiest group.



## Breaking point: Low pay frustration pushes 30% of software developers to look for a new job



## Want more applicants? Communicate the salary.

New US and EU policies require immediate salary disclosure in job ads. This aids software engineers in quick job evaluations and our 2023 survey reveals it's a persistent demand across all tech workforce generations.

## Not enough money for the salary race? Here is a surprising fact!

European software developers may accept lower salaries for advancement (43%) or learning opportunities (34%). Over half favor job offers promoting personal and professional growth. Companies that support developers' continuous learning and advancement receive high approval.

## Salary transparency: Everyone is already talking. Employers should just keep up.

Nearly half (47%) of surveyed developers discuss salaries openly, helping address pay gaps. However, over a third avoid these talks and 18% report company bans on such discussions. We foresee more transparency in 2023, particularly among Western and Northern European developers.



# Prioritizing Health and Well-being: Developers Seek Supportive Work Environments

*The Dev Survey 2023 highlights health concerns in the developer community. Excessive sitting, lack of mental health training for leaders, and burnout are major issues. Stress, lack of motivation, and anxiety contribute to burnout, threatening well-being and productivity. Prioritizing software engineers' well-being is crucial. Let's foster a supportive environment for better health and productivity in the tech industry.*

## Work: Both negative and positive effects on health

Our survey indicates a shift in developers prioritizing work-life balance and productivity, without compromising their health. They enjoy their energizing tasks and highly value team dynamics and camaraderie, showing they're more than just coding machines.

## The Biggest Problem for Devs: Stress

40% of surveyed developers identify stress and heavy workloads as their main concerns. To prevent job burnout and retain happy talent, companies should reduce stress levels and foster a positive work environment.

**40%**

developers identify stress and heavy workloads as their main concerns





# The Biggest Gain for Devs: Positive Energy

Software engineers attribute their mental and physical well-being to two key factors: the positive energy and love for their job (29%) and the camaraderie and teamwork with friendly colleagues (14%).

## Different generations name different problems

In the workplace, Gen X and Y struggle with heavy workloads and job control issues, Millennials grapple with poor pay and unclear roles, while Baby Boomers want more investment in career development.

## Health Issues: Let's keep working on creating a safe and open environment for everyone!

Our 2023 survey reveals that while over 60% of software engineers feel comfortable discussing health issues with employers, there's still a significant minority that hesitates, indicating room for improvement in fostering open communication.

## The trend continues: Developers want the 4-day workweek

Software engineers clearly prefer shorter work periods (42%), like a 4-day workweek, for mental health support. They also value benefits like paid sick leave and therapy as effective ways to address workplace mental health issues.

## Putting an end to silo thinking: Devs want to work across teams

Developers value cross-team collaboration for its problem-solving and motivational benefits. Yet, 28% find it stressful. By promoting inter-organizational mentorship, fostering trust, and encouraging open discussions, hurdles in team collaboration can be overcome.

## Software engineers unanimously perceive the current workplace in a positive light

Software developers love their workplaces! 45% find them safe and healthy, boosting well-being. 34% thrive on a strong sense of purpose, fostering achievement. Additionally, 33% appreciate the inclusive community. A positive environment focusing on safety, purpose, and community is their winning recipe.

# Future Plans Unveiled: Developers Eyeing New Horizons and Career Transitions

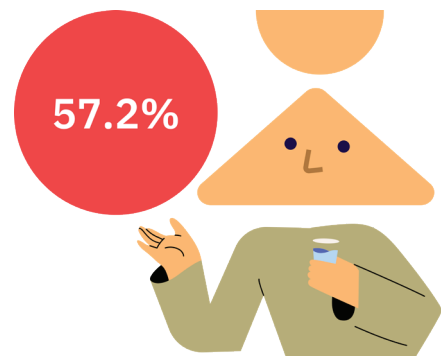
*Software engineers have their sights set on future opportunities, with many considering other options. Career growth is essential for retaining talent. Engineers proactively address obstacles and, surprisingly, some prefer exploring alternative paths rather than seeking immediate resolutions.*

## 1. Give developers more responsibility

Software engineers crave more responsibility for career growth. Employers must understand the factors behind this and take action to enhance retention and prevent talent loss. With one in five considering leaving, the time to act is now.

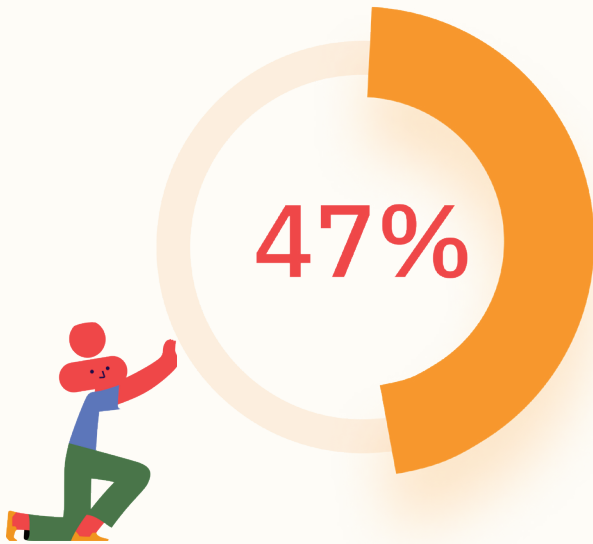
## 2. Devs are pursuing their career actively while employers have to keep up listening

The tech industry takes the lead in empowering individuals to achieve their career goals. With 57.2% experiencing success, it's clear that listening and fostering a supportive environment pays off. Leaders and HR professionals who embrace employee aspirations drive talent retention and fuel organizational growth.



## 3. Developers solve career stall proactively

Research shows software engineers' proactive nature when facing career obstacles. 47% actively address challenges by acquiring new skills and staying updated. However, over 20% choose to explore alternative options, including seeking new employment, rather than seeking immediate resolution at the first obstacle.



**47%**  
actively address challenges



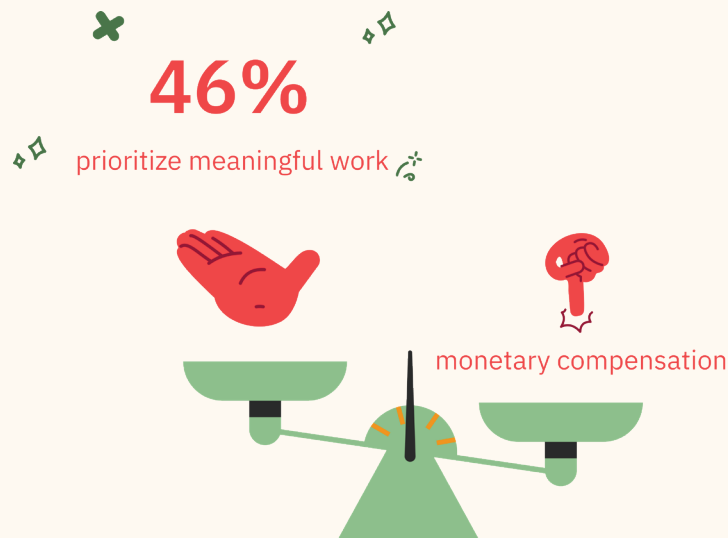
over **20%** choose to  
explore alternative options

# Values Matter: Attracting and Retaining Tech Talent through Shared Beliefs

*European tech talent praise companies with strong values, connecting with them and understanding the products. Meaningful work, rather than money, motivate European software developers. They demand robust retention programs and expect companies to embrace ESG principles and zero-carbon goals for sustainability. Aligning with net zero is crucial to attracting talent, as developers aspire to make a positive impact on individuals, society, and the world.*

## For software engineers, work that offers rewards beyond just salary is of utmost importance.

European software developers prioritize meaningful work over monetary compensation (46%). They value fulfillment and are willing to demand strong retention programs from employers. Their focus is on finding long-term satisfaction and commitment.



## Paying attention to a sustainable workforce pays off - now and in the long term.

Software developers want companies to embrace sustainability by adopting ESG (Environmental, social and governance) principles and striving for zero-carbon goals. Aligning with net zero is essential for attracting tech talent and making a positive impact on society and the world.



# Unlocking the Power of Gen Z: Meeting the Needs of the Next Generation in Tech

*Gen Z job seekers prioritize well-known brands and cutting-edge tech. They value learning and have high job satisfaction but face challenges like excessive sitting. Gen Z is comfortable discussing health with employers, prioritizes career growth, evaluates companies based on retention and clients, and junior software engineers encounter stress and boredom.*

## Gen Zers will work for less - but only under certain circumstances

Gen Z prioritizes well-known brands, cutting-edge tech, and learning opportunities. Retaining their loyalty requires top-notch learning experiences and a commitment to lifelong learning.

## Gen Z workforce is happiest at the workplace - but avoids having long hours

Gen Z workers are highly satisfied at work but face challenges with excessive sitting. Employers should prioritize physical well-being to address these issues.

## Pro-Tip for employers: Discuss health issues at the workplace openly

When addressing health issues with employers, Gen Zers are the most comfortable (53%), closely followed by Millennials (47%). On the other hand, Gen X and Gen Y are the least comfortable openly discussing the matter (39%).

## Five-year plans vs. workforce generations in tech

Gen Z professionals have their eyes set on career progression, driven by a desire for increased responsibility. They also consider future plans for starting families. Millennials share a similar pursuit of responsibilities but face uncertainty when leaving their current employer and transitioning to freelance work.





### What does the perfect company for the Gen Z workforce look like?

Gen Z IT professionals prioritize employee retention and the company's client portfolio, emphasizing the importance of the brand. They seek organizations with a strong talent retention record and reputable clients. Watch out for the Millennials group—they're the most dissatisfied with their pay. They're not afraid to voice their discontent when it comes to their salary.

### Junior developers are under the greatest strain

Junior software developers face a triple threat: stress, anxiety, and boredom. These factors significantly impact their work experiences and overall well-being.

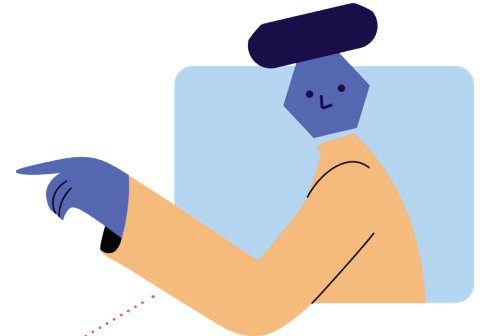


# Different developer expectations across regions in Europe

## Eastern Europe

*Eastern European engineers prioritize career advancement despite lower salaries, value mentorship but face challenges with long hours and heavy workloads.*

- Software developers willingly accept lower salaries in exchange for career advancement opportunities.
- Aspiring developers seek mentorship and external coaching from seasoned leaders.
- Developers endure extended working hours and heavy workloads, resulting in stress and sleep deprivation.
- A significant number of developers consider mental or physical health issues as taboo in their workplaces.



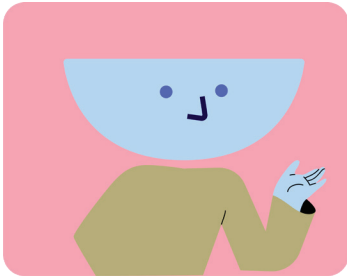
## Western Europe

*Ambitious Western developers prioritize career growth over salary and face higher workloads compared to their European counterparts.*

- Ambitious software developers crave greater technical responsibility, with 25% contemplating career transitions.
- Salary satisfaction is the highest, surpassing other European regions.
- When applying for jobs, goal-oriented developers prioritize career advancement over initial salary expectations.
- Developers face excessive workloads and fast-paced environments more frequently than their European counterparts.
- Software developers prioritize company values, including eradicating racial discrimination.







## Southern Europe

*Devs in the South seek remote work options with clear career paths and prioritize salary transparency when applying for jobs.*

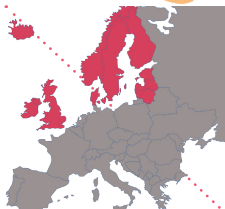
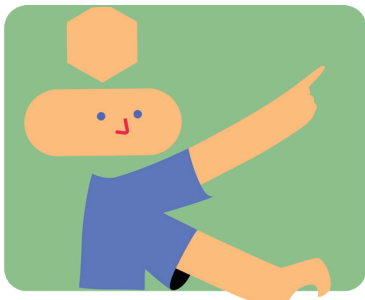
- Devs experience substantial stress and pressure in their work environment.
- Developers acknowledge limited local opportunities and seek remote work options accordingly.
- Clarity of career paths takes precedence for developers within their current organizations.
- Job applications are predominantly driven by salary transparency.
- Remote work is highly sought after, and willing to accept a lower salaries for the opportunity.



## Northern Europe

*In the North, devs prioritize meaningful work, sustainability, and a positive work environment. Mental health support is important to them, aiming to eliminate stigma at work.*

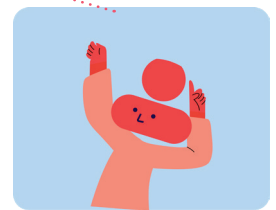
- Developers prioritize rewarding work and sustainability as their core values.
- Conversely, IT professionals are contemplating changing employers or transitioning to different fields within the next 5 years.
- Developers prioritize fostering a culture that embraces failure, distinguishing them from other regions.
- Job satisfaction is derived from a clear sense of purpose, feeling valued, and a positive social atmosphere.
- Developers emphasize the importance of paid therapy for mental health support in the workplace and reduced stigma surrounding mental health conditions.



## Central Europe (DACH)

*In Central Europe, engineers aim for leadership roles and value training but face challenges like physical strength focus and discrimination. Some consider career changes or starting a family.*

- Developers exhibit a strong inclination towards pursuing people management roles for career growth.
- Training opportunities, both internal and external, hold great value for developers.
- Devs frequently encounter an undue emphasis on physical strength and discrimination against non-heterosexual individuals in the workplace.
- Devs frequently desire to switch careers, start a family, or potentially exit the industry.
- In this region, developers frequently believe that companies focusing on building a sustainable workforce are diverting attention from their primary goals.



# Gender Dynamics in the Tech Industry: Retention and Career Challenges for Developers

*Male developers value job satisfaction and community bonds, while female developers face challenges due to the gender pay gap. Both genders have different priorities, highlighting the need for tailored career support.*



## The gender pay gap concerns impact female developers

Male developers stay put due to job satisfaction and strong community bonds. Females, however, face doubts about their knowledge and values due to the gender pay gap.



## Female developers: More Stress due to a male-dominated tech industry

Female software engineers face unique challenges in the male-dominated tech industry, making them particularly vulnerable to work-related health issues. Stress, lack of motivation, and anxiety negatively affect their well-being.



## Women in IT seek career progression

Female software engineers outshine their male counterparts regarding self-evaluation of career progress. They eagerly take on more technical and project management responsibilities, showcasing their ambition and drive for advancement.



## Women in IT seek positive relationships and inclusion in the workplace

Male software engineers prioritize workplace safety, while female developers value positive relationships and inclusion. Regardless of gender, a healthy and inclusive workplace for all requires addressing both physical safety and emotional well-being.

Female developers value leadership training and supportive environments, while male peers prioritize clear career paths and conferences

Career support preferences diverge between female and male software engineers. Females prioritize leadership training and a failure-friendly environment, while males seek a clear career path and value developer conferences.

Female developers ambitiously invest in self-evaluation

Female software engineers take charge of their career progress by actively pursuing additional technical and project management responsibilities, surpassing their male counterparts in self-evaluation.



## Conclusion

Everyone is trying to hire developers today, and you are now part of those who know from the source what motivates them to switch jobs, their pain points, and what will make them say yes to your offering.

You may have a slight advantage, as we intend to bridge the gap between the two structures in this survey: #Wanted and #Misunderstood, or in other words, much sought software developers on one side and HR professionals and company leadership on the other.

I believe you now have enough data to streamline the beginning of your tech hiring process in a different light— using a bidirectional approach. Feel free to use our data to highlight your advantages as an employer in your job ads or promote yourself as an employer of choice - both among your current and future talents.

It's a good start, but just a start though. How do you want to take this further? What's your toolkit for hiring developers?

Please reach out to me, and I will gladly share what we at WeAreDevelopers, use to reach out to our target group.

### Contact:

[ana@wearedevelopers.com](mailto:ana@wearedevelopers.com)

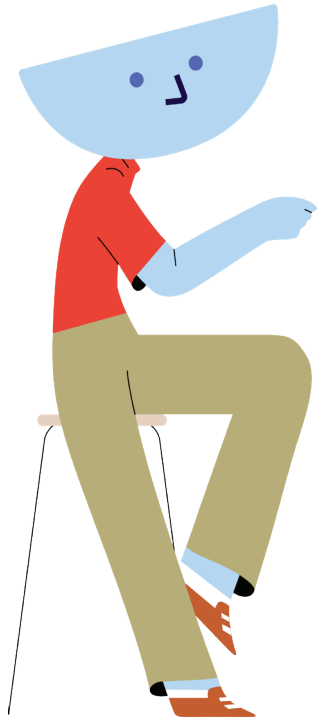
Ana Gospodinova

Director Talent Management

WeAreDevelopers GmbH



Download a digital copy



Book a meeting

