WeAreDevelopers

DevReport

#Wanted and #Misunderstood

A Developer Survey

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A Developer Survey

In collaboration with:

FOCUS

Developer Survey

Dear reader,

At WeAreDevelopers, we empower software developers to advance their careers and simplify the recruitment process for companies. We surveyed 1,200+ developers across Europe to understand their work priorities, job search behaviors, and awareness of mental and physical health.

This #Wanted and #Misunderstood Developer Survey is organized into five chapters, includes insights from both developers and HR experts. Each chapter offers two perspectives: developers' views on technology trends and workplace practices, and HR/C-level strategies for managing tech talent.

Additionally, the DevReport provides a comprehensive look at the tech industry's state. It merges insights from developers and HR professionals, covering work-life balance, recruitment, sustainability, mental health, career growth, and inclusivity. These insights aim to better align developer and business needs, promoting sustainable growth in the industry.

We hope our findings will help you understand your talent pool better and address any deal breakers. Being prepared to hire tech talent is crucial for success, and our survey can guide you in connecting, presenting, and setting expectations effectively. Happy reading!

Ana Gospodinova
Director Talent Management
WeAreDevelopers GmbH

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Our Quick Takeaways

There is **no way around community-based hiring**. If you post a regular job ad you are only visible to active job seekers that's only 6% of the general workforce.

70% of tech professionals are passive candidates. This is a massive pool of tech talent that are open to new opportunities.

Tech professionals, whether actively job hunting or not, prioritize salary transparency above all else (60%).

For companies looking to attract the right candidates, **disclosing salaries is essential**, as it makes developers significantly more likely to consider a job opportunity.

60% of both developers and HR professionals agree that **two interview stages are optimal**, balancing thorough assessment with respect for the candidates' time.

80% of **developers prefer upskilling** within their current roles rather than seeking new employment opportunities.
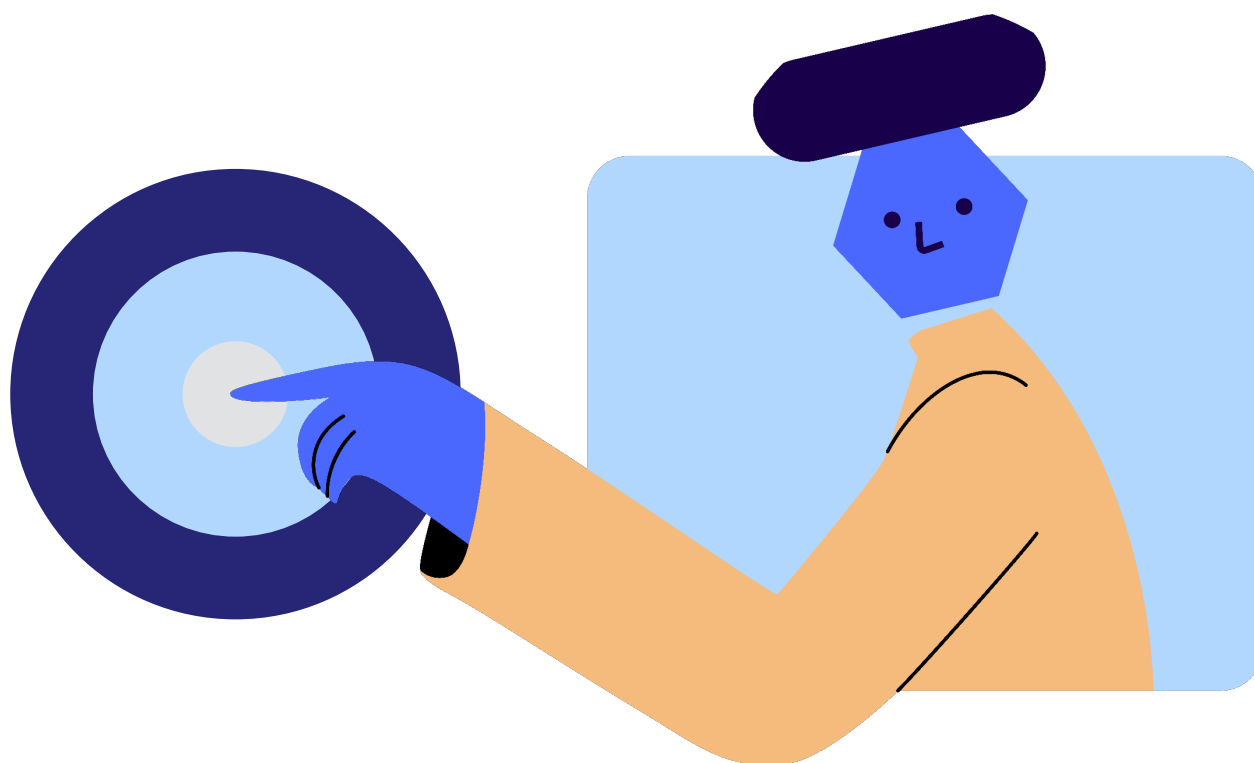
Methodology of the study

Data collection method	**Online interviews (CAWI)**
Sample size	**n = 1,217**

|	
Target group	**IT professionals from all levels and from all industries**
Fieldwork period	**Q2 2024**
Survey area	**Across Europe**

Chapter 1: Work-life balance

Understanding developers' perspectives on work-life balance is crucial for fostering a productive and satisfied workforce. This chapter delves into various aspects of work-life balance, highlighting satisfaction levels, beneficial practices, and areas for improvement as indicated by developers themselves. Our data captures the viewpoints and experiences of more than 1,200 developers and tech professionals across Europe, providing a comprehensive insight into their daily challenges and preferences

Satisfaction with work-life balance

A notable majority of developers express contentment with their current work-life balance initiatives, with 62% satisfied and an additional 22% very satisfied.

However, a discernible divergence appears when dissecting demographics, particularly among the younger cohort of 18-25 years, who exhibit varying degrees of satisfaction compared to their older counterparts.

Demographic differences were spotted
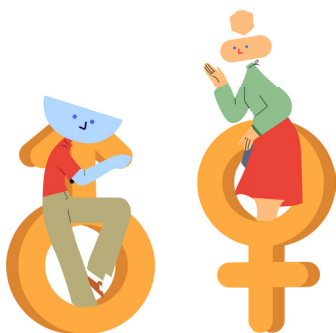
65% of **younger professionals** (18-25 years old) are the **most satisfied** age group with work-life balance practices.

21% of tech professionals **older than 46 years old** are the **least satisfied** with their current work-life balance practices.

Younger professionals (18-25 years old) show a distinctive pattern compared to other age groups, with a relatively high percentage reporting satisfaction (65% satisfied, 21% very satisfied).

Satisfaction slightly decreases with age, with the oldest group (46 years or older) showing the highest dissatisfaction (5% not satisfied at all, 16% not satisfied) and the lowest very satisfied percentage (19%). This could indicate that older professionals have different expectations or experiences with work-life balance initiatives.

31% of those in **leading positions** are **very satisfied** with work-life balance practices, the highest percentage among job levels.

17% of those in **Junior positions** are **very dissatisfied** with existing work-life balance practices.

Those in leading positions report the highest levels of satisfaction, suggesting that senior professionals may have more control over their work-life balance or benefit more from existing initiatives.

At the same time, junior/beginner levels showed the highest percentage of being not satisfied (17%), although they also have a low not satisfied at all rate (1%). This might reflect challenges faced by those newer to the workforce in adjusting to work-life balance.

88% of professionals in the **UK** are satisfied to very satisfied with their work-life balance, marking the **highest satisfaction levels in Europe**.

19% of professionals in **Southern Europe** are discontent with their work-life balance practices, making it the **least satisfied region** in this category.

The data highlights the need for employers to tailor work-life balance initiatives to diverse employee groups. Recognizing and addressing the unique expectations and experiences of different ages, seniority levels, and regional contexts can enhance satisfaction and productivity.

Employers should consider flexible and customized approaches to meet the varied needs of their workforce more effectively.

Good practices for work-life balance

Transitioning from the general sentiment on work-life balance to the specific practices that underpin such satisfaction, we delve into the practices developers find most beneficial.

Flexible work hours emerge as the most appreciated practice, with 51% of developers, across all level of seniorities, favoring this arrangement for the entire week. The hybrid model, featuring three days of home-based work and two in-office days (3+2), is preferred by 36%, reflecting a significant appreciation for flexible working models across the board. Paid time off and a no overtime culture also receive notable mentions, across all seniority levels, highlighting a universal importance of rest and time away from work.

The trend continues: Developers still want the 4-day week

Interest in a 4-day workweek is consistent across different seniority levels, reflecting a widespread appreciation for condensed work periods that allow for extended weekends or additional personal time.

Developers wish for more meeting-free days

While valued universally, this practice is especially prized by those in leadership and senior roles. Given their dense schedules, having designated meeting-free days allows these individuals to focus on strategic planning and uninterrupted deep work.

Senior and mid-level developers prefer the hybrid model (3+2)

The hybrid model, where employees work 3 days at home and 2 days in the office, is particularly appreciated among senior and mid-level professionals.

This indicates that as professionals gain more experience, they find a blend of remote and office work most conducive to balancing their work and personal life.
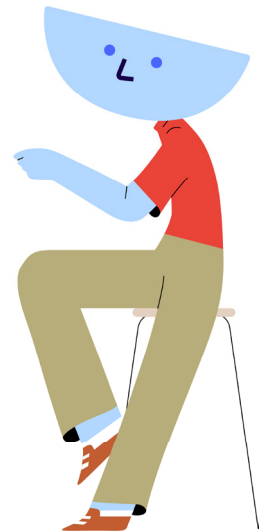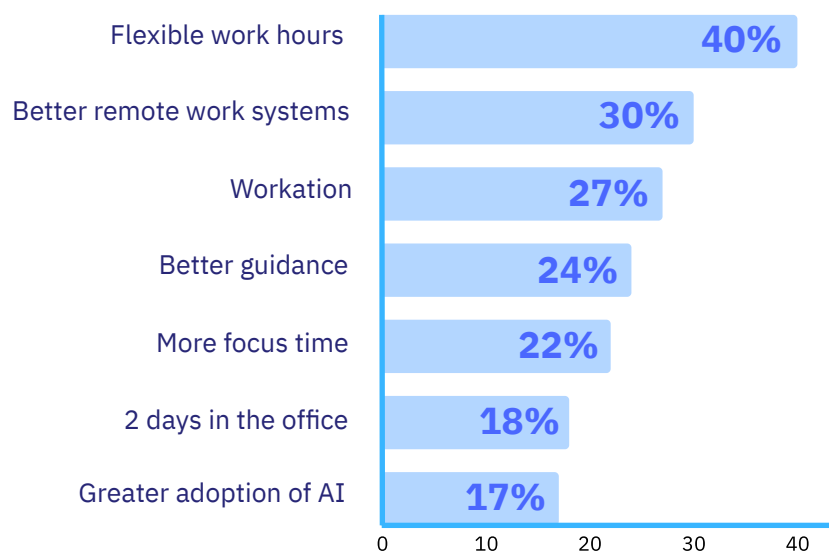
Low preferences for full return to office

This option is the least favored across all seniority levels, underscoring a general trend towards flexible or remote working arrangements post-pandemic.

Overlooked aspects and desired changes

Despite the positive perspective toward work-life balances practices inside companies, there are desired changes in work models in discussion. When asked about overlooked aspects of work-life balance, 46% of developers feel adequately satisfied with the current situation, though there remains a call for more free time and less pressure, indicating a desire for a more accommodating work environment.

Aspired changes in current work models

Category	Percentage
Flexible work hours	40%
Better remote work systems	30%
Workation	27%
Better guidance	24%
More focus time	22%
2 days in the office	18%
Greater adoption of AI	17%

The data highlights a notable shift among developers toward flexible, personalized work arrangements that enhance productivity and work-life balance. With a strong preference for innovative models like flexible hours, improved remote infrastructure, and workation options, developers are moving away from traditional benefits. This emphasizes the need to adapt work environments to better meet the evolving needs of the tech workforce.

Diving into **regional differences within Europe**, developers in **Eastern Europe** favor flexible hours, those in the **UK** prioritize remote infrastructure and feedback, while **Central Europe** and the **DACH region** value focus time and limited office days. These differences underscore the importance of tailoring work models to effectively meet developers' specific needs.
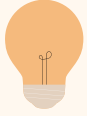
YOY comparison

2022
developers wanted **more flexibility in hours** (48%) and **location** (47%), highlighting the importance of autonomy over when and where they work.

2024
developers still strongly value flexible hours and improved remote work infrastructures but there an additional **rising interest for workation** (27%).

The data from 2022 to 2024 shows a consistent demand among developers for more flexible work conditions, primarily focusing on working hours and location. In 2022, developers wanted more flexibility in hours and location. By 2024, this preference shifts slightly, with 40% still valuing flexible hours and 30% prioritizing improved remote work infrastructure, indicating a sustained interest in location independence and adaptable work schedules.

The growing interest in 'Workation' options (27%) by 2024 further underscores a desire for integrating work with leisure, suggesting an evolving perspective towards achieving a better work-life balance. This trend points towards a broader industry shift towards personalized and flexible work environments, supported by technological advancements and innovative work policies.

The office's role reimagined

Shifting from the broad aspirations for the future of work, we delve into a more specific aspect that's at the heart of these discussions—the role of the physical office.

As organizations worldwide navigate the transition towards back-to-office policies, this shift has prompted a diverse range of sentiments regarding the physical return to workspaces.
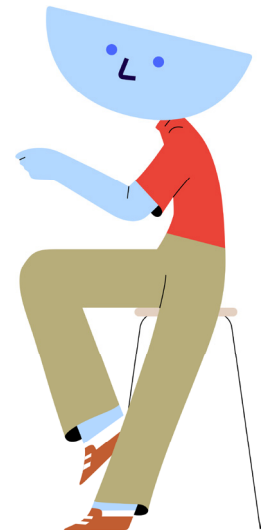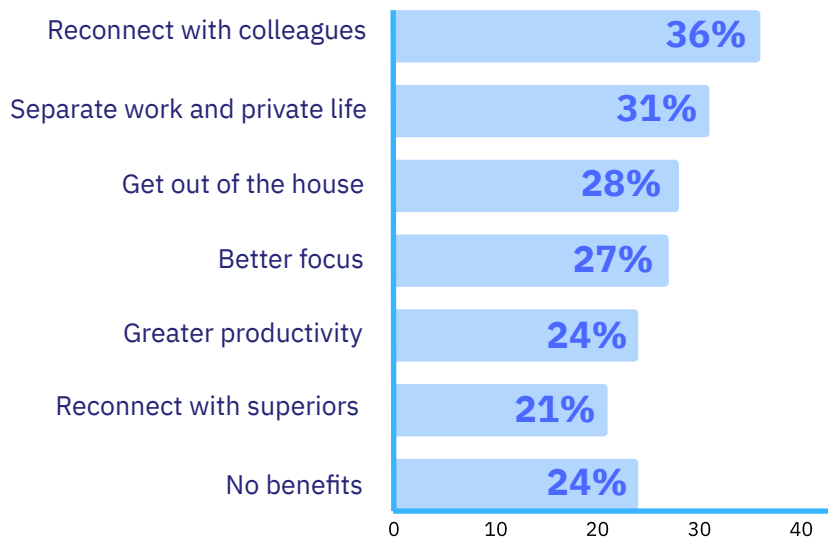
Regarding a full-time return to the office, developers see varied benefits, including reestablishing connections with colleagues (36%) and creating a distinct boundary between work and personal life (31%).

However, a significant portion of the population remains unconvinced of the benefits, with 24% seeing no advantage, signaling a critical reassessment of the traditional office's role in fostering productivity and well-being.

Advantages of going back to the office

Reconnect with colleagues	36%
Separate work and private life	31%
Get out of the house	28%
Better focus	27%
Greater productivity	24%
Reconnect with superiors	21%
No benefits	24%

0   10   20   30   40

YOY comparison

2022 developers want to **return to the office to reconnect with colleagues** (48%).

2024 the **trend** of going back to the office **declines**, with only 36% of developers wanting to go back for social reasons.

The trend reveals a **declining importance of the traditional office**, with a growing preference for remote or hybrid models, particularly among senior developers. This shift highlights a reevaluation of the office's role in productivity and well-being, pointing to a future where workplace flexibility becomes increasingly entrenched as priorities evolve.

Perspectives on e-presenteeism

Closely related to the discourse on office work is the concept of e-presenteeism, embodying the digital era's challenges of constant connectivity.

Developers' stance on e-presenteeism

24%
Availability is important but focus time is the main priority

11%
E-presenteeism ensures quick communication

12%
E-presenteeism is harmful and can lead to burnout

28%
Need to actively manage expectations setting clear boundaries

25%
E-presenteeism hasn't significantly impacted productivity nor health
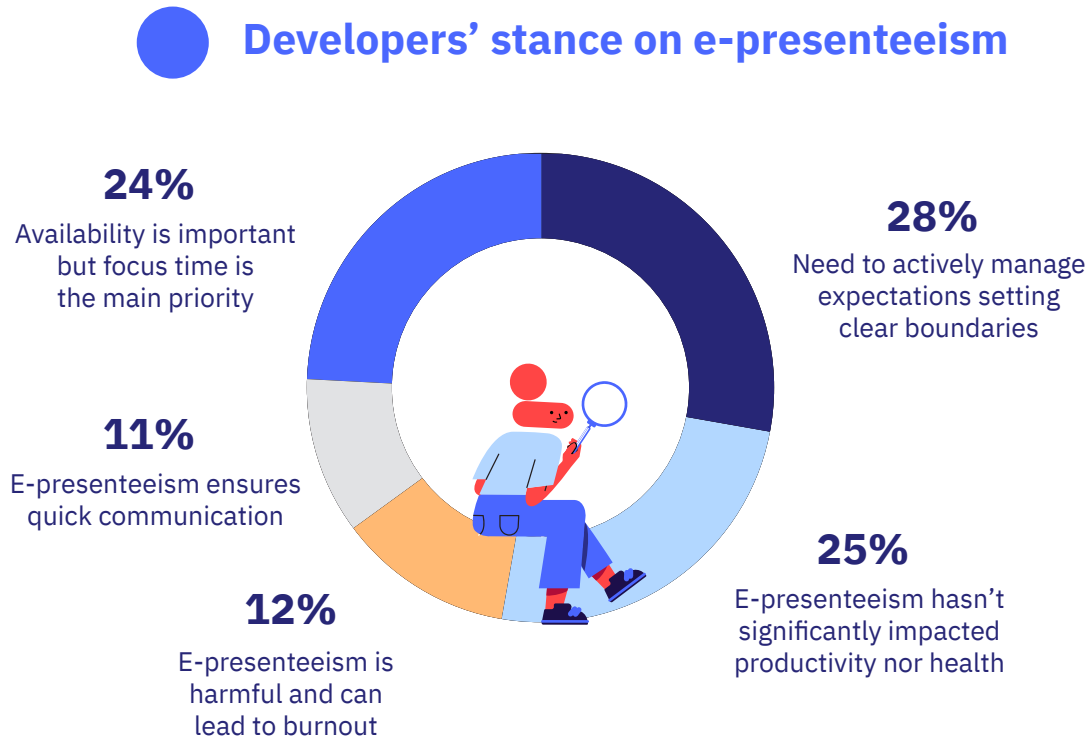
Developers' responses to e-presenteeism are varied, reflecting the nuanced nature of remote work dynamics. These figures underscore the complexity of navigating remote work, highlighting the critical need for a balanced approach that fosters both productivity and well-being amidst the omnipresence of digital demands.

Supportive structures at work

Building on the complexities of e-presenteeism and its impact on work dynamics, the need for supportive structures within the workplace becomes increasingly evident.

Developers seek specific forms of support from management to navigate these challenges effectively. Key preferences include:

Desired support forms by managers

Support form	Percentage
Availability for questions	46%
Thorough feedback	42%
Training opportunities	37%
Failure-friendly environment	34%
Having a mentor	31%
Attend developer conferences/ events	27%
Access to technical knowledge bases	25%

Peer support also plays a crucial role, with developers desiring open communication, the availability for discussions, and a casual, inclusive atmosphere among teammates.

This collective support system is essential for mitigating the effects of constant digital connectivity, ensuring a healthy balance between productivity and well-being in the tech landscape.

YOY comparison with 2022

2022
developers' top priorities were detailed feedback (44%), a failure-working environment (42%), and external training opportunities (38%)

2024
developers have a similar interest in regular feedback and external trainings, but what they seek more is direct **availability for questions** (46%).

The decreased emphasis on a failure-friendly environment (34%) and increased interest in recognition and development opportunities, such as events and access to paid resources, reflect evolving expectations towards more engaged and resource-rich work environments.

Tech layoffs and their aftermath

The recent surge in layoffs across the tech industry signifies a period of intense restructuring, signaling an imminent recomposition as companies streamline operations and recalibrate strategies in response to evolving market demands and technological advancements.

This shift is not just reshaping workforce dynamics but is also setting the stage for a fundamental realignment of industry priorities and business models.

The exploration of work-life balance in the tech sector emphasizes the need for strategies that blend flexibility with robust support to enhance both productivity and employee satisfaction. In this context, layoffs have notably influenced developers' workload and well-being.

30% of developers perceived an **increase** in their **workload due to layoffs** last year (2023).

32% mentioned their **workload remained more or less the same**, despite layoffs.

32% shared that no layoffs took place in their companies.

This scenario underscores the importance of a collaborative approach between developers and employers to address workplace challenges effectively.

By focusing on adaptable support systems and policies, the tech industry can foster a more satisfying and balanced work environment for developers, highlighting the critical role of understanding and responding to the workforce's evolving needs.
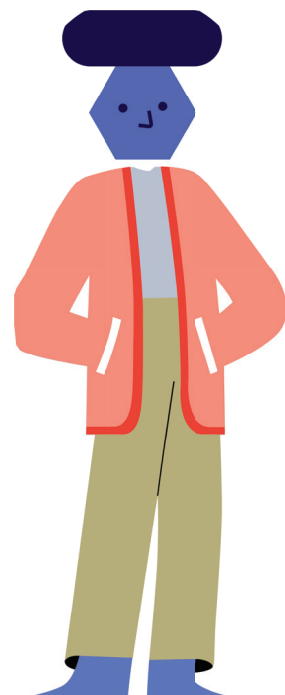
What leaders say vs. developers

Each chapter concludes with a dedicated segment that examines opposing viewpoints.

After exploring the perspectives of leaders, HR experts, and C-level executives, let's contrast these with the thoughts and experiences of developers, highlighting the nuances between theoretical approaches and practical realities.

Work-life balance satisfaction

HR professionals and developers report similar levels of satisfaction with current work-life balance policies (59.6% and 62%, respectively), suggesting a good foundation with potential for improvement.

Valued practices

Both groups prioritize flexible hours and hybrid work models, with slight differences: 52% of HR and 51% of developers prefer flexible hours, while 50% of HR and 36% of developers favor the hybrid model.

Other appreciated benefits include paid time off and wellness programs, though preferences vary for a 4-day workweek and meeting-free days.

Aspirations and change

Developers seek more flexible work arrangements and better remote support, with interests also in workations, clearer guidance, and wellness apps. HR professionals place higher value on wellness initiatives and automated workload management, indicating differing priorities in enhancing work models.

Regional differences

Developers in different regions show distinct preferences, with Eastern Europe focusing on flexible hours, the UK on remote infrastructure, and Central Europe/DACH on focus time and reduced office days.

The office's role and e-presenteeism:

Both groups acknowledge e-presenteeism's complexity, with HR professionals viewing it more positively than developers (31% vs. 11%). Developers are more concerned about its potential negative impacts, including burnout and productivity.

Support forms by managers and peers

There is strong alignment on the importance of feedback and availability, with both groups valuing training and continuous learning. Developers have a higher demand for external training programs, while HR emphasizes mentorship for personal development.

Layoffs

Both HR professionals and developers note increased workload and mental health concerns following layoffs, with developers feeling these impacts more strongly. A small fraction from both groups sees layoffs as offering positive challenges, though developers are less likely to view them favorably.

Chapter 2: The hiring process

Understanding the preferences and perspectives of developers is crucial for shaping effective tech recruitment strategies. This chapter explores how developers perceive and respond to different stages of the recruitment process, emphasizing their preference for a streamlined and effective candidate experience.

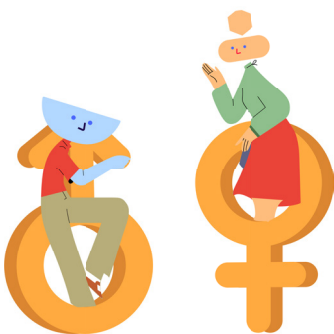## Developers want less interview stages

60% of developers find **two interview stages** optimal, balancing thorough assessment with respect for their time.

15% of tech professionals find **one interview stage** optimal when looking for a new job.

18% see value **in three stages**, indicating a preference for more detailed evaluations.

Mid-level devs accept three interview stages

21% of developers aged 26-35 show a higher tolerance for three stages, suggesting that mid-career professionals may value more in-depth interactions.

Leading roles require more interviews

Seniority also plays a role, with more experienced developers showing a preference for longer interview processes, possibly due to the complexity and seniority of the roles they consider.

DACH region accepts more interviews

Geographically, developers in the DACH region are more open to extensive hiring processes, with 11% supporting more than three stages, double the average in other European regions.
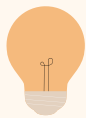
YOY comparison

2022 **67% of developers** from the DACH region **favored** having only **two interview stages**, while **35%** were comfortable with **more than three** stages.

2024 Developers now show **less acceptance towards multiple interview stages** compared to previous years.

HR professionals and developers align on interview stages

Developers and HR professionals share similar views on the candidate experience, though it often involves more stages than preferred, in reality: 52% of HR professionals and 60% of developers favor two interview stages, while 16% of HR professionals and 15% of developers feel one is adequate. Meanwhile, 23% of HR professionals and 18% of developers see the need for three or more stages.
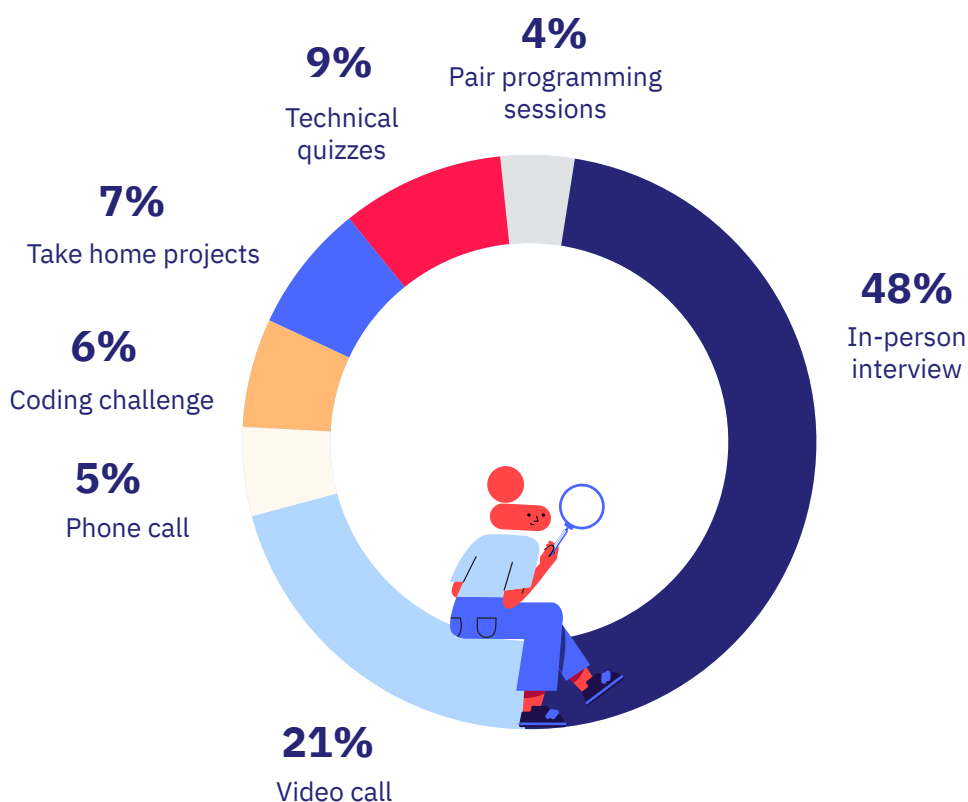
To improve the interview process, it is important to concentrate on crucial assessments, including technical tasks, soft skills, and direct interactions. Streamlining these activities and integrating automated assessments can help reduce redundancy and prevent candidate fatigue.

Developers prefer in-person interviews

While the number of stages is crucial, the format of these interviews also plays a critical role in how developers perceive the hiring process. The format of an interview can influence a developer's performance and their perception of the hiring company.

Nearly half of the developers (47.5%) prefer in-person interviews, which they believe allow for a more genuine interaction. Video calls are the second most popular format, preferred by 20.6% of developers, highlighting a significant acceptance of remote interview techniques.

Preferred interview format by developers

4%
Pair programming sessions

9%
Technical quizzes

7%
Take home projects

6%
Coding challenge

5%
Phone call

48%
In-person interview

21%
Video call

Younger developers (18-25 years) are less keen on those aged 46 and above (56%), who prefer traditi

Regionally, Northern Europe shows a strong preference for in-person intervi contrasting with Southern Europe where there's a higher inclination towards video calls (26%).

CVs are gaining more popularity

Beyond interview formats, developers have distinct preferences for how they showcase their technical skills to potential employers. Presenting technical skills and experience is crucial in helping developers stand out in the competitive tech job market.

Contrary to the common belief that developers dislike crafting resumes/CVs, the data indicates a resurgence in their preference for this traditional method of skill representation. This shift may be due to modern CVs increasingly emphasizing impact-driven outcomes.

How to show technical skills

7%
Technical blog

14%
Personal website/
portfolio

48%
Resume/CV

11%
GitHub

20%
LinkedIn profile
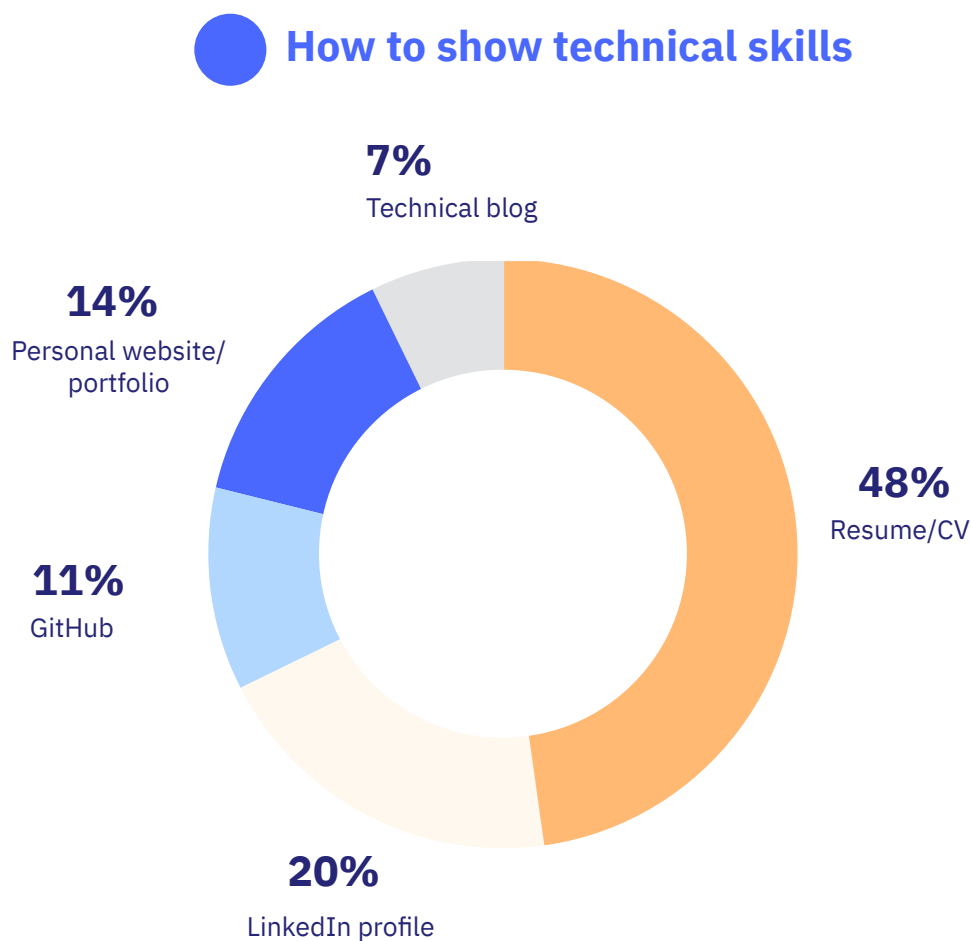
Interestingly, technical tests, once favored for demonstrating technical abilities, are no longer the preferred method. Instead, resumes/CVs remain the most popular tool, used by 48.6% of developers.

Digital platforms also play a significant role, with 20% using LinkedIn and 11% utilizing GitHub to showcase their work.
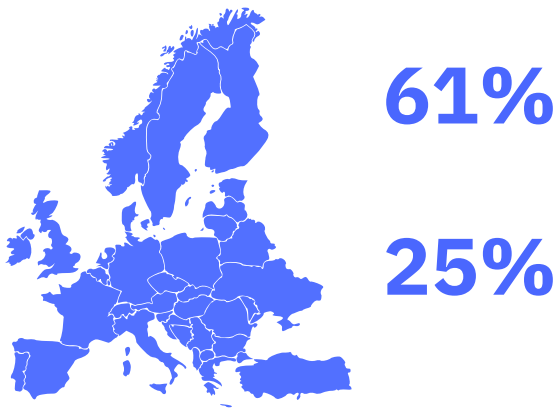
Demographic differences were spotted
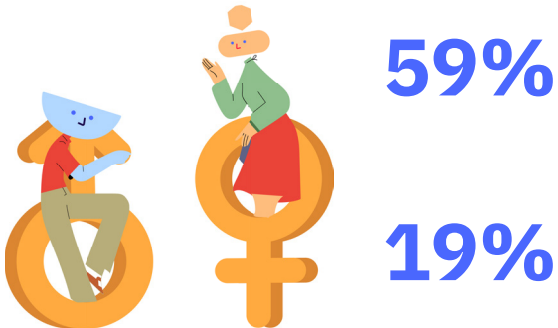
59% of tech professionals **older than 46 years** prefer traditional formats like resumes/ CVs to highlight their technical and practical skills.

19% of **younger professionals** (18-25 years old) are active on GitHub and personal websites suggesting a shift towards more dynamic, project-based portfolios.

61% of professionals in **Northern Europe** like to highlight their skills in their CVs.

25% of professionals in **Western Europe** show a strong preference for using LinkedIn to showcase practical and technical skills.

Strategies to stand out on the market

Developers utilize multiple strategies to enhance their profiles and ensure they stand out to recruiters and hiring managers.

Tailoring CVs for each application is the most common strategy, followed by regularly updating their LinkedIn profiles, and highlighting relevant certifications or ongoing education.

This mix of traditional methods and more skill-based strategies highlights an interesting evolution in the tech job market, reflecting developers' efforts to adapt and remain competitive.

32% of young developers maintain an active GitHub profile to stand out
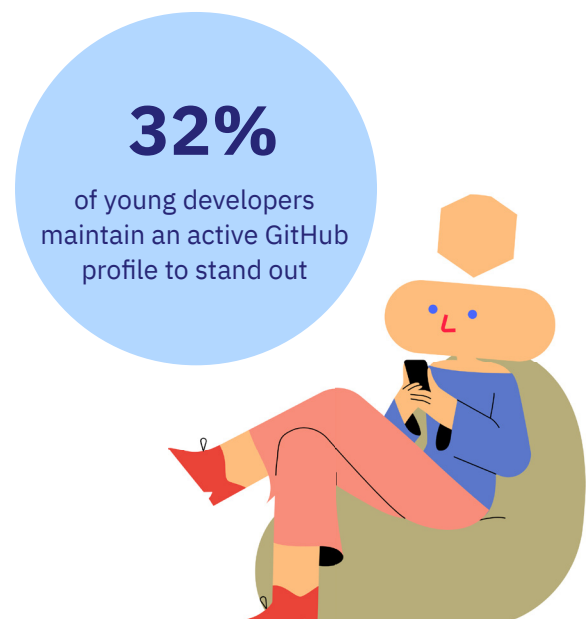
Gender differences are notable here, with female developers more likely to include links to personal websites or portfolios (29% vs. 23%) and emphasize certifications (40% vs. 32%).

Age influences strategy choice as well, with younger developers (18-25 years) more likely to use modern methods like maintaining active GitHub profiles and including personal websites.
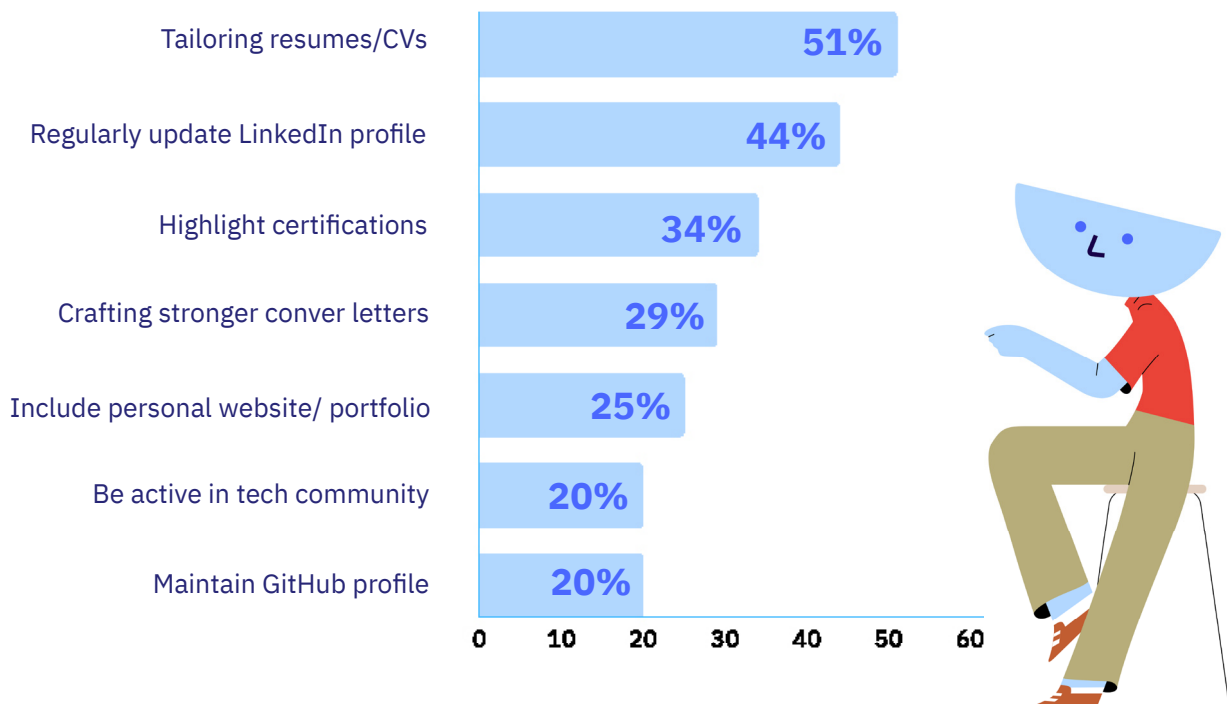
Strategies to make application stand out

Strategy	Percentage
Tailoring resumes/CVs	51%
Regularly update LinkedIn profile	44%
Highlight certifications	34%
Crafting stronger conver letters	29%
Include personal website/ portfolio	25%
Be active in tech community	20%
Maintain GitHub profile	20%

Devs like to be approached on LinkedIn

The platforms through which developers prefer to be contacted by recruiters can significantly affect their openness to new opportunities.

51% of developers prefer to be **approached** on **LinkedIn** for potential job opportunities.

46% of tech professionals **prefer** recruiters to reach out to them via **direct email** for open positions.

27% **favor** being approached by tech recruiters through online job boards and career portals.
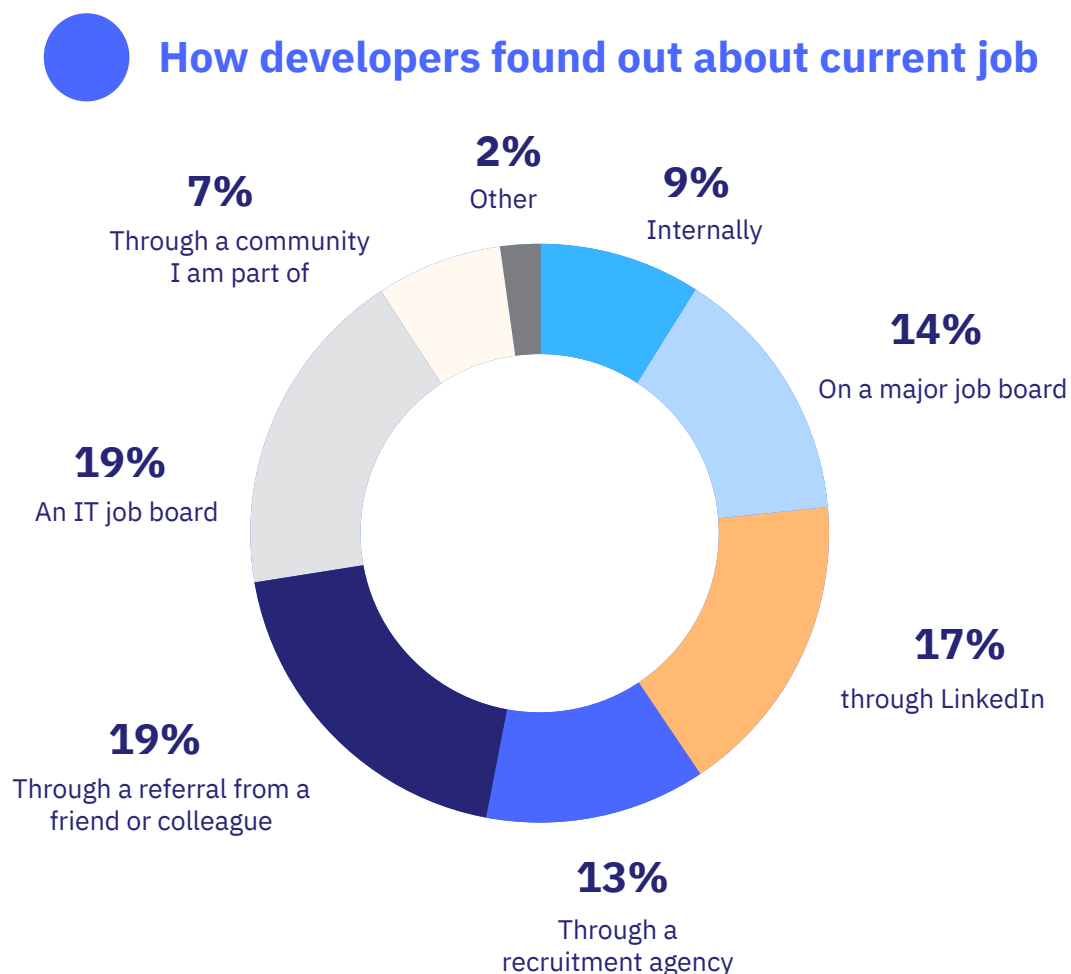
By using LinkedIn only, recruiters miss out on 1:4 developers

Developers predominantly prefer established channels like LinkedIn and direct email, highlighting their loyalty to well-known platforms. Despite its widespread appeal for accessibility and professional reputation, especially in the UK and Central Europe/DACH regions, 24% of developers avoid LinkedIn, noting privacy concerns, a desire for more personal interaction, and user-friendliness issues.

This hesitancy indicates a significant gap, as avoiding LinkedIn means potentially missing out on one in four developers. While younger developers lean towards more interactive and informal channels, older groups prefer privacy and less impersonal interactions.

Job boards are still used for job searches

The previous section discussed various methods developers use to enhance their visibility in the tech job market. An essential aspect of their career journey is how they discover job opportunities. Developers employ a diverse range of channels to find their current positions:

How developers found out about current job

2%
Other

9%
Internally

7%
Through a community
I am part of

14%
On a major job board

19%
An IT job board

17%
through LinkedIn

19%
Through a referral from a
friend or colleague

13%
Through a
recruitment agency

Younger developers (18-25 and 26-35 years old) particularly favor LinkedIn, showing a greater reliance on digital networking platforms.

The youngest group also engages more actively with community-based platforms. Geographically, Eastern and Central Europe/DACH show higher usage of IT job boards, while Northern Europe leans heavily towards referrals.

Problem-solving skills are crucial

As developers and employers navigate the numerous touchpoints where they interact for potential job opportunities, one critical element in the hiring process is the identification of key skills. An essential question arises: What skills should tech recruiters focus on when seeking tech talent?

The consensus among most developers highlights problem-solving as the foremost skill. Other competencies such as analytical thinking, technical proficiency, and team collaboration also receive strong agreement:

Important skills recruiters should consider
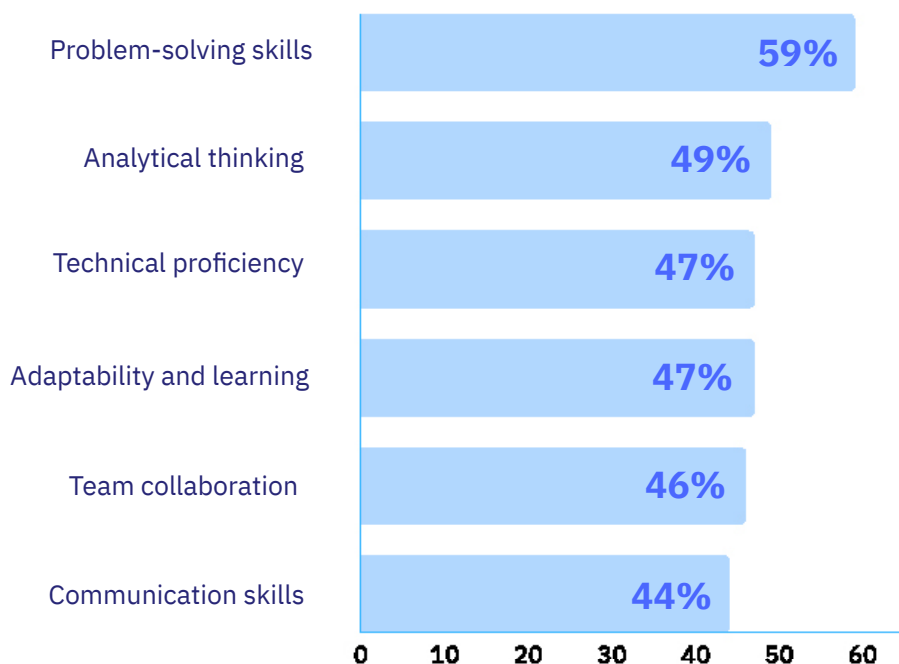
Skill	Percentage
Problem-solving skills	59%
Analytical thinking	49%
Technical proficiency	47%
Adaptability and learning	47%
Team collaboration	46%
Communication skills	44%

What executives say vs. developers

Each chapter concludes with a dedicated segment that examines opposing viewpoints.

After exploring the perspectives of leaders, HR experts, and C-level executives, let's contrast these with the thoughts and experiences of developers, highlighting the nuances between theoretical approaches and practical realities.

Interview stages: less is more

A majority of HR professionals (52%) believe that two interview stages are ideal, aligning with the 60.4% of developers who also favor a two-stage process. This consensus underscores a shared desire for efficiency balanced with thorough candidate assessment.

Preferred platforms for hiring

Both HR professionals and developers predominantly use LinkedIn, chosen by 56% and 51% respectively, highlighting its significance in professional networking.

However, while HR also relies on online job boards (43%), developers show a broader range of preferred channels, including direct email (46%) and emerging platforms like GitHub (13%) and Discord (8%).

Methods to showcase technical abilities

HR professionals tend to utilize traditional recruitment methods and personal outreach to assess candidates' skills. In contrast, developers often demonstrate their capabilities through resumes (48.6%) and digital portfolios on platforms like GitHub (11%).

They also focus on crafting detailed CVs and enhancing their LinkedIn profiles, emphasizing the importance of personal branding and a robust digital presence.

Channels for recruiting

Both HR professionals and developers strongly utilize LinkedIn, job boards and internal referrals, suggesting a preference for trusted, established channels. Developers, particularly younger ones, are also active in community platforms.

Reasons for preferring LinkedIn

From the HR perspective, LinkedIn is valued for its extensive reach and efficiency in vetting candidates. Developers appreciate the platform for networking and the wealth of information it offers, though they express concerns about privacy and the impersonal nature of the platform.

Important skills for developers

There is strong agreement among HR professionals on the importance of technical and practical skills. Developers, while generally in agreement, show some reservation, indicating a preference for a more holistic evaluation that considers their overall career contributions.

They emphasize adaptability, learning, and collaboration as essential skills, slightly deviating from HR's focus by placing a higher importance on problem-solving and analytical thinking.
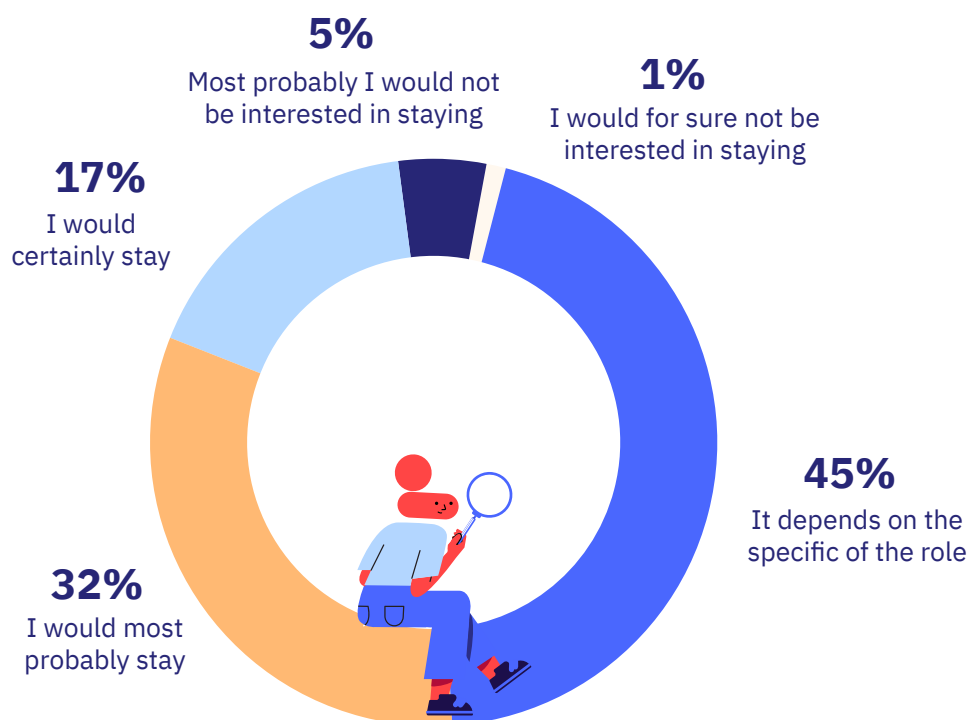
Chapter 3: Attracting developers

In this chapter, we examine the factors influencing developers' decisions to stay in their current roles, their priorities when job searching, and their experiences with career websites. We also identify key areas for improvement in these platforms, providing insights into the evolving landscape of tech employment.

Most devs support internal mobility

As organizations evolve, the ability to retain talent through flexible role adaptation becomes increasingly significant. With the dynamic nature of the tech industry, where skill demands can shift rapidly, the willingness of developers to stay in a company when offered a different role is a crucial aspect of talent management.

This flexibility not only helps in retaining valuable employees but also ensures that the workforce remains highly adaptable and aligned with the changing needs of the organization.

● Likelihood of staying for a different role

5%
Most probably I would not be interested in staying

1%
I would for sure not be interested in staying

17%
I would certainly stay

45%
It depends on the specific of the role

32%
I would most probably stay

Developers are determined to take action and shape their career paths as needed. Companies should adapt their practices to support these changes, recognizing that developers are embracing new challenges and stepping out of their comfort zones.

Many developers are open to staying with their current employer if new role conditions align with their professional capabilities and personal aspirations. Effective communication about career advancement potential within the organization enhances retention rates.

By fostering an environment that offers role flexibility and supports career development, companies can make positions attractive for developers at all stages of their careers.

Salary: leading priority in active job search

As the tech landscape evolves, so do the priorities of developers when searching for new job opportunities. Understanding these priorities is crucial for organizations aiming to attract top talent. Recent trends indicate a shift towards a more holistic approach in job selection criteria, where financial incentives, work-life balance, and flexible working conditions are increasingly valued, when actively looking for a new job.

Priorities when actively seeking a job

Priority	Percentage
Salary and financial rewards	61%
Work-life balance	52%
Flexibility (hours, remote)	41%
Company culture & values	21%
Clear career progression paths	19%
Regular training & learning	19%
Company reputation	19%
Tech stack	13%
Project impact	12%
Inclusive & diverse workplace	10%

Demographic differences were spotted

Salary remains important to some developers as a reason for changing or staying in a position. However, there is a shift: primarily Baby Boomers and the youngest generations still prioritize remuneration benefits when evaluating new positions. Other workforce generations now value work-life balance, career progression, and training opportunities more highly, which was not as prominently emphasized two years ago.

66% of tech professionals **over 46 years prioritize salary** and 59% work-life balance.

39% of **entry-level professionals** place the **least emphasis** on **work-life balance** compared to other groups.

70% of professionals in **Eastern Europe** prioritize **salary,** followed by **flexibility** reported by 53%.

25% **Northern Europe** shows the highest emphasis on company culture and values.

YOY comparison

2022 **Work-life balance** was **recognized by 44%** of individuals, underscoring an emphasis on personal time management and well-being. At the same time, **salary was a top priority for 63%**.

2024 The **value** placed on **work-life balance rose to 52%**, while the emphasis on **salary stayed high (61%)**. Additionally, the demand for remote work and clear career progression became more pronounced, aligning with **trends towards flexibility** and **growth** in the tech industry.

The evolving priorities among developers highlight the need for organizations to offer well-rounded job propositions that balance competitive financial compensation with personal and professional development opportunities. Emphasizing flexible work arrangements, fostering a supportive company culture, and providing clear career progression pathways are crucial to attracting and retaining skilled developers.

Tailoring recruitment strategies to meet these changing preferences will not only enhance the appeal of employers but also contribute to higher satisfaction and retention rates within the tech workforce.

Passive search: salary remains priority

When developers are not actively job hunting but receive an attractive offer, their priorities subtly shift compared to their active job search criteria. While **salary remains the most significant factor**, with **59% prioritizing financial rewards**, the emphasis on work-life balance and flexibility slightly decreases.

Other critical aspects include company reputation, company culture and values, and clear career progression paths.

45%
of developers prioritize work-life balance when not looking for a new job
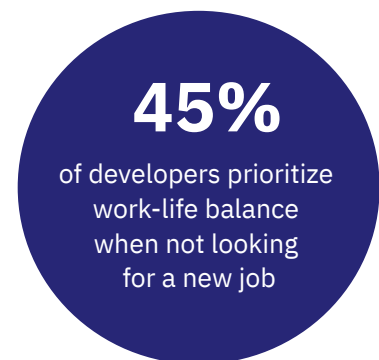
Demographic differences were spotted

71% of developers in **Northern Europe** prioritize salary highest, indicating a strong emphasis on financial benefits

46% of devs in **Eastern Europe** value **flexibility the most**, highlighting its importance alongside a higher work-life balance focus at 48%.

30% of tech professionals in **Southern Europe** consider company reputation crucial, reflecting a significant interest in the employer's brand.

18% In **Central Europe/DACH**, developers focus on the **tech stack**, suggesting a preference for engaging and technically challenging roles.

52% of developers in **Western Europe** and the **UK prioritize salary most**, followed closely by work-life balance prioritized by 48% (UK) and 42% (Western Europe).

When developers are not actively job hunting but receive an attractive offer, their priorities subtly shift compared to their active job search criteria. While **salary remains the most significant factor**, with **59% prioritizing financial rewards**, the emphasis on work-life balance and flexibility slightly decreases.

Other critical aspects include company reputation, company culture and values, and clear career progression paths.

37% of passive candidates want flexibility regarding hours and remote work

Employers need to refine their recruitment strategies to effectively engage both passive and active candidates. Emphasizing an organization's commitment to flexible work arrangements, comprehensive career development opportunities, and a supportive workplace culture can significantly appeal to those not actively looking for a change but who remain open to exceptional opportunities.

Additionally, the recruitment challenge is further complicated by geographic differences in the talent pool. By considering regional variations when crafting messages and job offers, companies ensure they are tailored to meet the unique expectations and preferences of candidates from different areas. This nuanced approach enhances the ability to attract top talent in an increasingly competitive global market.

Candidate experience with job platforms

Navigating career websites is a fundamental part of the modern job search for developers. Understanding their overall experience with these platforms provides valuable insights into how they interact with potential employers online. This section explores developers' satisfaction levels and identifies common pain points with online job applications, offering a snapshot of how well current digital recruitment strategies meet their needs.

Developers' overall satisfaction with career websites is varied:

Devs' ratings of applying through career websites

9%
Unsatisfactory

2%
Very unsatisfactory

8%
Very satisfactory

42%
Neutral

39%
Satisfactory
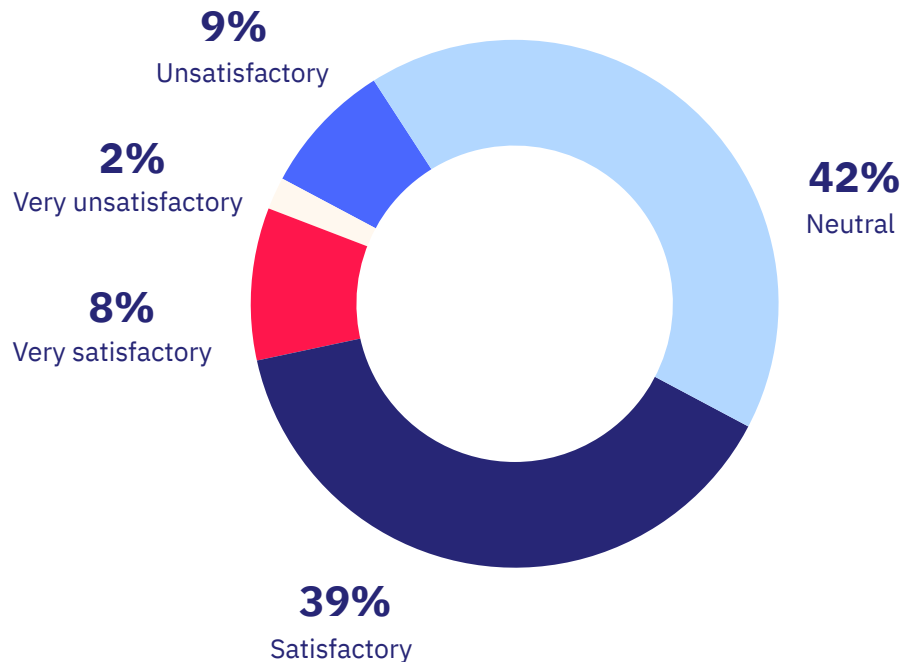
The feedback on career websites reveals a mixed landscape of user experiences among developers, highlighting areas of neutrality and dissatisfaction alongside pockets of satisfaction.

This diversity in responses underscores the need for ongoing enhancements in user interface design, functionality, and content relevance on career platforms to better align with the expectations and preferences of the tech community.
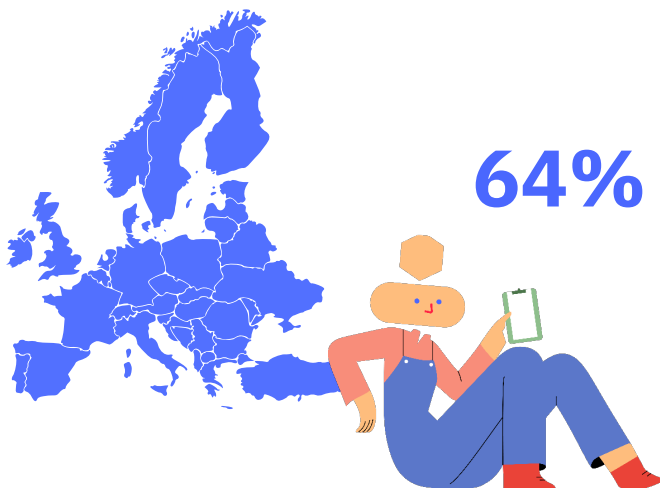
Career websites need improvement

Transitioning from the general experience with career websites, it's crucial to delve into specific aspects where developers feel these platforms could improve. The feedback collected not only reflects their direct experiences but also outlines actionable insights for enhancing the functionality and user satisfaction of job application systems.

This next section highlights the primary areas developers believe need refinement to better support their job search and application processes, emphasizing the need for clearer communication, simplified procedures, and enhanced technical capabilities.

Key areas of improvement for career websites

Job description clarity	56%
Simpler application process	37%
Search functionality	33%
Technical assessments	30%
User interface and experience	27%
Greater data privacy and security	24%
Visibility company's diversity policies	21%

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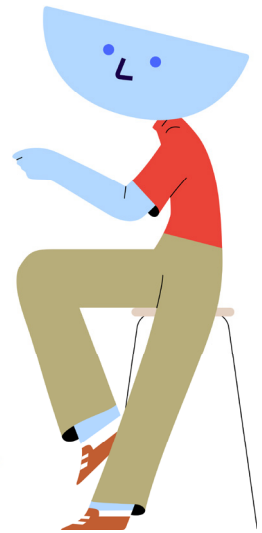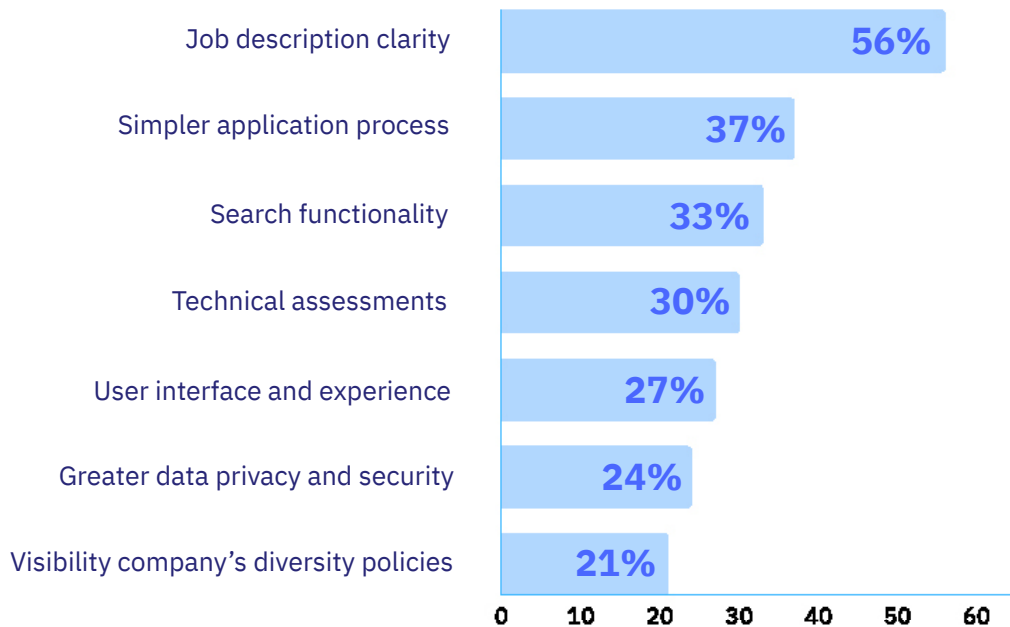
64% of tech professionals **in Eastern Europe** ask for better job descriptions and technical assessments (28%).

The feedback from developers indicates that while many are reasonably satisfied with career websites, significant improvements can be made to enhance their job-seeking experience. By addressing these key areas, platforms can not only improve user satisfaction but also attract a broader range of applicants, ultimately aiding companies in filling roles with the right candidates more efficiently.

The specific enhancements suggested also point towards a more inclusive, transparent, and user-friendly approach, which could significantly impact how developers perceive and interact with career platforms in the future.

What executives say vs. developers

Each chapter concludes with a dedicated segment that examines opposing viewpoints.

After exploring the perspectives of leaders, HR experts, and C-level executives, let's contrast these with the thoughts and experiences of developers, highlighting the nuances between theoretical approaches and practical realities.

Job change and role adapation

Both HR professionals and developers are open to new roles, with developers focusing on the specifics of the role and HR on professional growth and organizational alignment. This difference highlights the operational versus personal perspectives on career mobility.

Job prioritization

Developers prioritize salary (61%), work-life balance (52%), and flexibility (41%) when job hunting, aligning with HR's emphasis on competitive salaries and flexible conditions. However, developers lean more towards immediate benefits, while HR focuses on long-term advantages like career growth.

Passive job consideration

Even when not actively seeking jobs, developers prioritize salary (59%) and increasingly value work-life balance (45%) and flexibility (37%). This shows that offers enhancing quality of life are crucial for attracting passive candidates, aligning with HR's strategies to enhance work environments.

Career website experience

Developers generally find career websites adequate but express dissatisfaction, particularly younger or entry-level professionals, suggesting a need for improvement in user experience. HR views these platforms from an efficiency standpoint, focusing on how they facilitate recruitment goals.

Career website improvements

Developers seek clearer job descriptions (56%) and simpler application processes (37%). These improvements could better meet user needs and enhance HR's recruitment processes by making them more efficient.

Chapter 4: Sustainability & growth

This chapter delves into how developers perceive and interact with sustainability initiatives within their organizations, alongside their experiences and expectations regarding career development opportunities.

Sustainability: brand image vs. real impact

The growing emphasis on sustainability in the tech sector prompts a critical analysis of whether companies are genuinely embedding these practices or predominantly using them as a marketing strategy.

20% feel that **sustainability** is predominantly a **branding tool**

61% of developers report that **sustainability influences** both their **company's practices** and its **communication strategies**

19% perceive it as neither central to practices nor communication

Notably, older professionals and those in leadership positions are more likely to view sustainability as mainly for brand enhancement, indicating potential generational and role-based perceptions in its application.
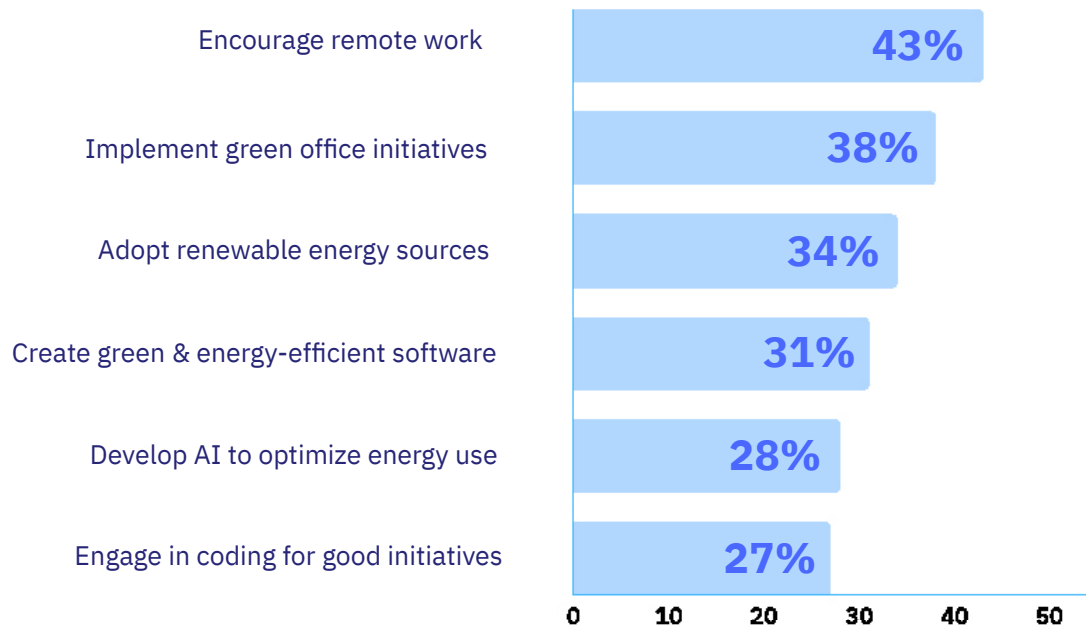
Developers advocate for greener initiatives

Developers are not just passive observers but active proponents of sustainable practices within their organizations.

When we asked them, most developers have proposed a variety of initiatives aimed at enhancing sustainability practices within their organizations, reflecting a growing environmental consciousness in the tech industry:

Suggestions to improve sustainability practices

Suggestion	Percentage
Encourage remote work	43%
Implement green office initiatives	38%
Adopt renewable energy sources	34%
Create green & energy-efficient software	31%
Develop AI to optimize energy use	28%
Engage in coding for good initiatives	27%

Demographic differences were spotted

51% of professionals in **Southern Europe** encourage remote work by utilizing efficient collaboration tools

37% **United Kingdom** stands out with the **highest support** for **developing AI models** to optimize energy use in company operations.

The data highlights a strong commitment among developers to sustainable practices, with significant advocacy for remote work, green office initiatives, and renewable energy adoption.

These initiatives not only reflect a shift towards environmental responsibility but also align closely with developers' values, enhancing job satisfaction and attracting top talent.

Companies that integrate these sustainable practices demonstrate not only an environmental commitment but also position themselves as attractive employers in a competitive tech industry.

Salary vs. benefits: developers' trade-offs

While salary remains a crucial factor in job selection, many developers are increasingly **willing to consider lower salaries if the accompanying benefits align with their personal and professional goals.**

This shift towards a more holistic evaluation of job offers reflects broader changes in work culture, where flexibility, career progression, and work-life balance are becoming as important as financial compensation. Employers must recognize that a comprehensive benefits package can be as attractive as a high salary and is critical to attracting and retaining top talent:

Reasons to accept lower salaries for tech roles

Devs like the product or company

Remote work is possible

They can advance their career with this position

Other monetary benefits are offered

The role makes an impact in society

Developers get to work with new tech

The company offers mentorship programs
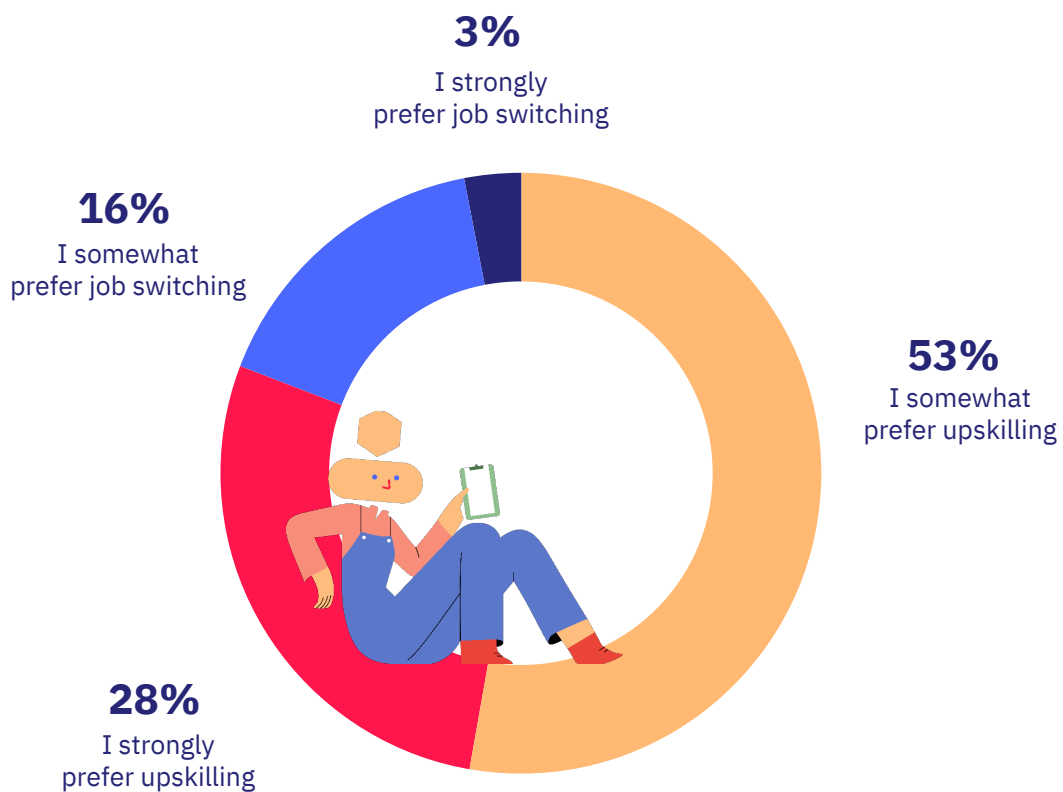
Many learning opportunities

80% of devs would consider upskilling

A significant majority of developers show a strong preference for upskilling within their current roles rather than seeking new employment opportunities.

Preference to upskilling vs. switching jobs

3%
I strongly prefer job switching

16%
I somewhat prefer job switching

53%
I somewhat prefer upskilling

28%
I strongly prefer upskilling

This data underscores a crucial insight for employers: providing robust training and development opportunities is not merely a perk but a strategic necessity.

By fostering an environment that prioritizes skill enhancement, companies can not only retain their top talent but also boost overall productivity and innovation.

It also reflects a shift in career dynamics where stability combined with growth opportunities within the same organization is becoming more desirable than the uncertainties of job-hopping.

Sharing career aspiration with superiors

The impact of discussing career goals with superiors varies significantly, with 36% of developers reporting positive developments and 46% noting no change.

This variability suggests that the effectiveness of such discussions can depend heavily on how well superiors listen and respond to the aspirations of their employees.

Organizations that actively engage with and support the career ambitions of their staff are likely to see higher levels of employee satisfaction and retention.

46%

of devs report nothing changed when they told supervisors about career goals

Demographic differences were spotted

48% of tech professionals **from the UK** report that **discussing career aspirations helped** their development

49% of tech professionals **in leading positions** share **positive outcomes** with sharing their career goals

Developers are proud of their workplace

Developers' pride in their workplace is closely linked to the environment and values that their organization upholds. We found several key factors that significantly contribute to creating a fulfilling work environment, which in turn fosters a sense of pride and loyalty among tech professionals:

36%   of developers thrive in **supportive**, **team-oriented settings**

34%   **value regular acknowledgment** and clear advancement opportunities

32%   **find alignment with company ethics essential** for their pride in and commitment to their employer

These factors collectively emphasize that a positive work culture, which includes supportive teamwork, recognition, opportunities for advancement, and ethical alignment, is essential for developers to feel genuinely proud of their workplace.

Companies that successfully integrate these elements into their organizational fabric are likely to see higher levels of employee engagement, lower turnover, and more enthusiastic advocacy from their staff.

What executives say vs. developers

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Sustainability in the company

Both developers and HR professionals acknowledge the influence of sustainability in company practices and communication, with a majority (HR: 62%, Dev: 61%) seeing it as integrated into both areas.

Developers are slightly less likely than HR professionals to view sustainability solely as a branding tool (Dev: 20%, HR: 25%).

Plans for sustainability practices

Both HR professionals and developers endorse similar initiatives like developing green software, promoting remote work, and adopting renewable energy.

HR professionals report slightly higher planning for green office initiatives than developers, which might indicate a more immediate control or influence of HR over workplace practices.

Career development and aspirations

A significant portion from both groups values initiatives that align career development with personal interests and project involvement (HR: 42%, Dev: 36% mentioning positive outcomes).

HR seems to have a structured approach to react to career aspirations (42% initiate programs), whereas developers report a lower impact of their discussions on actual career progression (36% saw positive changes).

Excitement and pride at work

Both developers and HR professionals emphasize the importance of a supportive environment and alignment with company values as key factors that make them proud and excited about their work.

Developers place slightly more emphasis on the direct recognition of their work and the opportunity for career growth as sources of job satisfaction compared to HR responses.

Chapter 5: Diversity & mental health

This chapter provides a comprehensive look at the state of discrimination, age diversity, gender diversity, and linguistic diversity within the tech industry from the developers' perspective.

Discrimination incidents are still present

While 49% of developers report not witnessing or experiencing any discriminatory behaviors in their workplace, a significant portion still faces various forms of discrimination:

- **Age discrimination** and **power abuse** are reported equally by 20% of the respondent

- **Racism** and **discrimination against women** are each noted by 14% of participants

- **Sexual harassment**, **discrimination against non-heterosexual individuals**, and **religious discrimination** each affect 10% and 8% of respondents, respectively

Gender diversity is most balanced in the UK

In tech, **gender diversity remains a critical issue.**

Despite considerable progress in some areas, the persistence of predominantly male teams in many companies highlights the ongoing struggle for gender parity.

This section examines the current state of gender diversity within teams, analyzing how disparities impact the workplace environment and what can be learned from regions showing more balanced demographics.

60%

of companies in the UK report a balanced mix between male and female colleagues
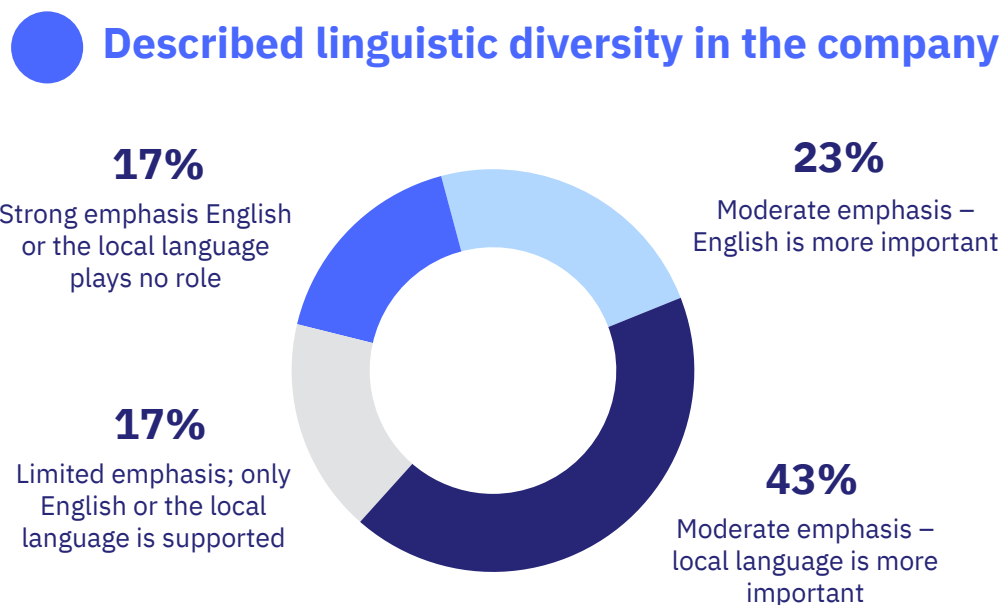
While more than half of the developers work in gender-balanced teams, the significant portion working in predominantly male teams indicates ongoing gender imbalances.

This disparity necessitates continued efforts towards gender equality in hiring and career development practices. The relative success in the UK in achieving more balanced teams could serve as a model for other regions.

Gender diversity within tech teams

4%
Predominantly female

43%
Predominantly male

53%
A mixed balance
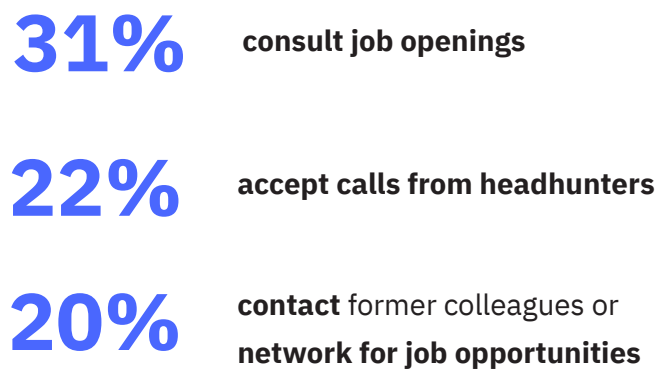of male and female
colleagues
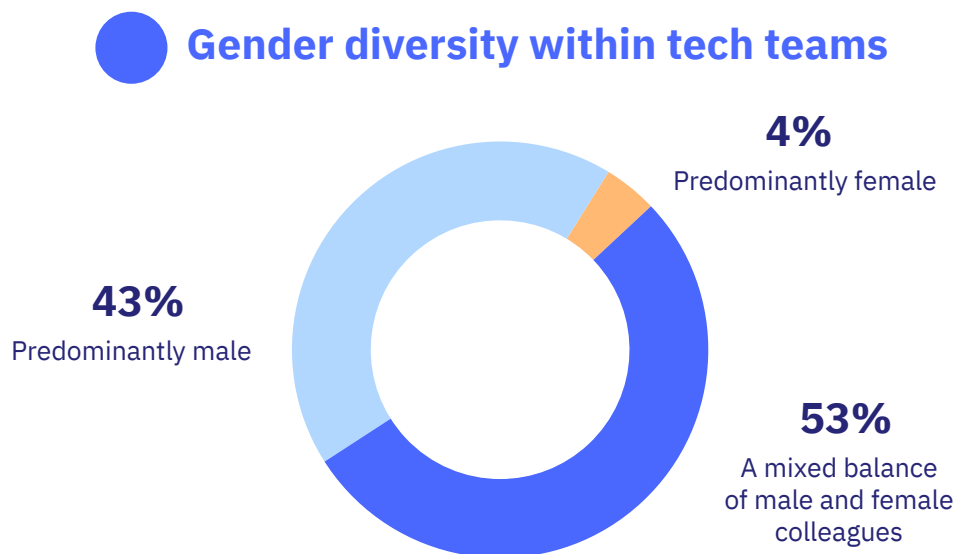
Strong preference for local language

Linguistic diversity in the workplace presents significant implications for companies, particularly in a globalized economy.

Described linguistic diversity in the company

17%
Strong emphasis English
or the local language
plays no role

23%
Moderate emphasis –
English is more important

17%
Limited emphasis; only
English or the local
language is supported

43%
Moderate emphasis –
local language is more
important

Job boredom: a threat to talent retention

When developers experience job boredom, many show a propensity to explore new opportunities, a trend that could pose a retention challenge for employers.

According to survey data, a substantial proportion of developers respond to job ennui by seeking change:

31%   **consult job openings**

22%   **accept calls from headhunters**

20%   **contact** former colleagues or
**network for job opportunities**

These figures suggest that up to 73% of developers could potentially be open to new opportunities when they feel disengaged or unsatisfied at work.

This does not imply that all these individuals are actively seeking to leave, but it does indicate a significant level of openness to external options.

The data highlights a critical point for employers: **addressing job boredom proactively is essential to retain talent**.

By understanding the cues and providing avenues for growth and engagement within the company, organizations can potentially prevent their workforce from looking elsewhere.

Implementing strategies such as internal mobility, role diversification, and skill development can help maintain employee interest and loyalty, turning potential exits into opportunities for internal growth and satisfaction.

73%

of devs could be open to new opportunities when they feel disengaged at work
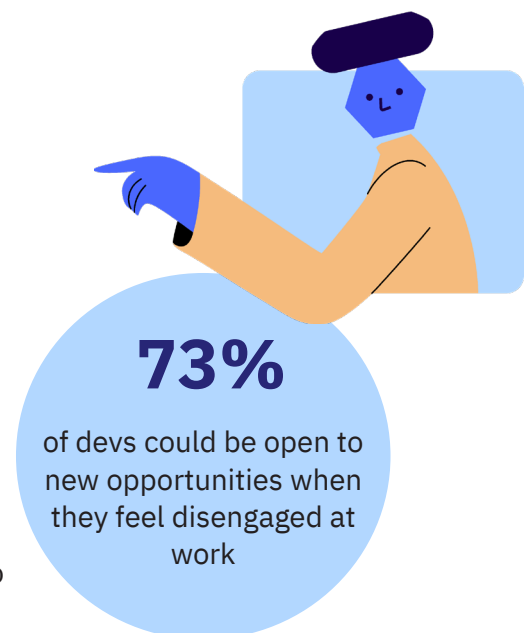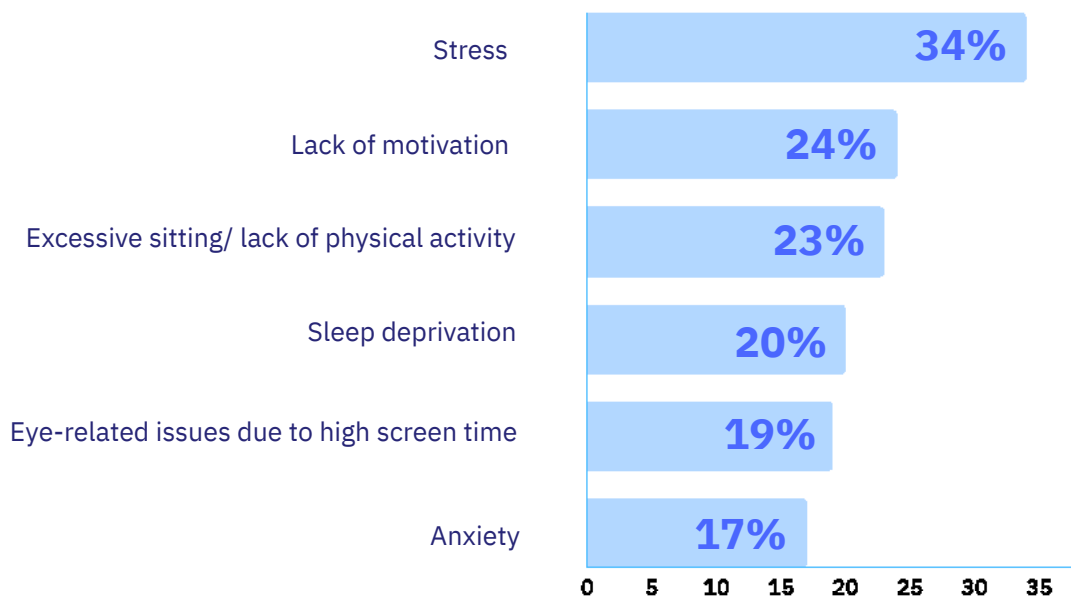
34% of devs feel stressed about work

The physical and mental well-being of developers in the tech industry is becoming a critical concern due to the demands of their roles.

This section examines the health impacts reported by developers, with **stress** and **anxiety** being the most prevalent issues, alongside physical challenges like excessive sitting and eye strain from screen exposure.

● The job's impact on developers' health

Category	Value
Stress	34%
Lack of motivation	24%
Excessive sitting/ lack of physical activity	23%
Sleep deprivation	20%
Eye-related issues due to high screen time	19%
Anxiety	17%

Demographic insights reveal that female developers face more eye-related challenges and higher anxiety rates than their male counterparts.

Younger developers (18-25 years) report elevated stress and sleep deprivation, highlighting the acute pressures on new entrants in the field. Regionally, developers in Southern Europe report the highest stress levels, while those in the UK experience the least.
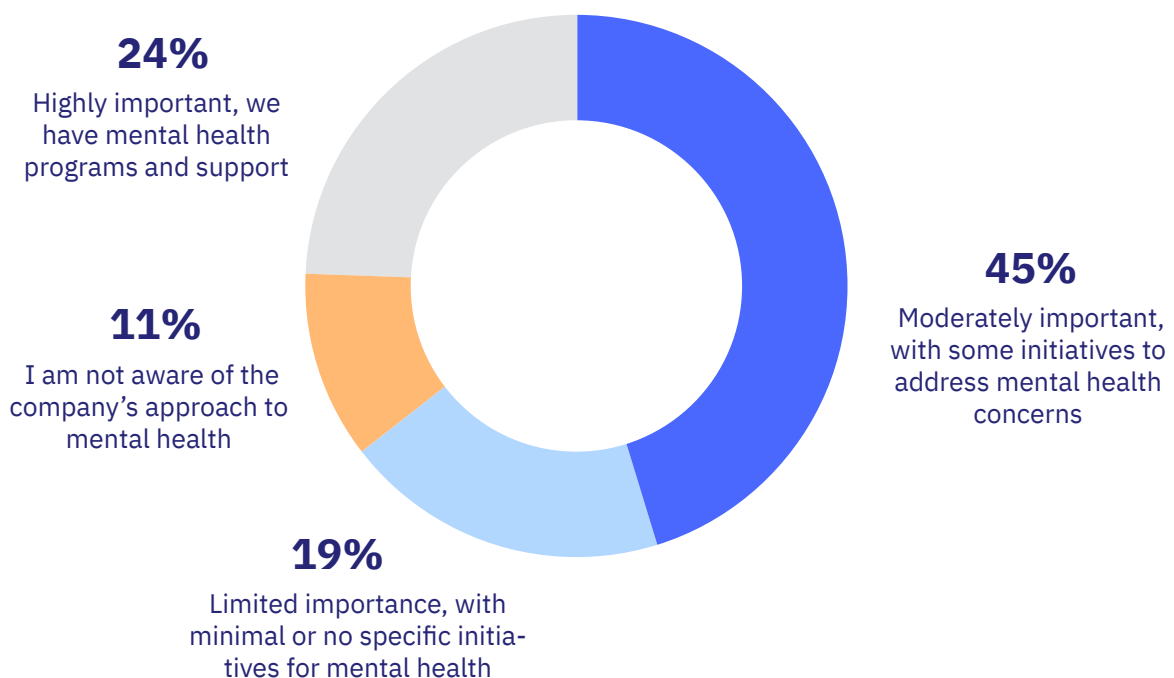
These findings highlight the necessity for tech companies to enhance workplace health initiatives. Prioritizing ergonomic work environments, promoting physical activities, and providing robust mental health support are essential. Tailoring these strategies to demographic specifics can further improve their effectiveness, fostering a healthier and more productive tech workforce.

Mental health in the workplace

The commitment of tech companies to the mental health and well-being of their employees varies significantly, with nearly a quarter of developers stating that their companies have comprehensive mental health programs in place.

However, 19% of respondents feel that mental health is given limited importance, indicating room for improvement in how mental health initiatives are integrated into corporate cultures.

● Importance of health in current workplace

24%
Highly important, we have mental health programs and support

11%
I am not aware of the company's approach to mental health

45%
Moderately important, with some initiatives to address mental health concerns

19%
Limited importance, with minimal or no specific initiatives for mental health

Demographically, younger developers, particularly those between 18 and 25 years old, are more likely to value their company's mental health efforts highly, suggesting a generational shift towards prioritizing well-being at work. In the UK, the emphasis on mental health is notably strong, with 36% of respondents acknowledging significant support from their employers.

This data underscores the growing importance of mental health in the workplace. Companies that invest in extensive mental health support not only enhance employee satisfaction and retention but also set a standard for the industry. Moving forward, increasing awareness and access to mental health resources will be crucial for fostering a supportive and productive work environment.

What executives say vs. developers

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Discrimination in the workplace

Both HR professionals and developers report that about half have not witnessed discrimination, yet developers indicate higher instances of specific types like age discrimination and power abuse, each at 20%.

This suggests potential underreporting to HR or a lack of HR visibility into these issues. To address this, HR departments need to improve mechanisms for reporting discrimination, enhancing confidentiality and encouraging open communication. Implementing these changes can help bridge the gap between reported and actual incidents, fostering a more inclusive workplace.

Linguistic diversity

Developers report a notable focus on the local language, with 43% emphasizing that it plays a more significant role than English in their work settings. In contrast, HR professionals report more balance, with 31.7% acknowledging a moderate emphasis on linguistic diversity where the local language is more important.

This discrepancy might highlight a divergence between overarching HR policies on diversity and the actual language practices that developers experience daily.

Job boredom

The discrepancy between developers' and HR professionals' responses to job boredom underscores a significant communication gap.

While HR departments deploy a wide array of strategies to re-engage employees and mitigate boredom — from one-on-one conversations to providing new challenges and flexible work arrangements — only a small fraction of developers (24%) actively seek to resolve their dissatisfaction through internal channels.

The majority of developers either look for new job opportunities or passively accept their situation, highlighting a potential misalignment between HR efforts and developer expectations.

Conclusion

In today's competitive landscape, attracting top developer talent requires more than traditional recruitment strategies. The insights from our survey offer a unique look into the motivations that drive developers to switch jobs, the challenges they face, and what ultimately convinces them to embrace new opportunities.

By understanding both the aspirations and the frequent points of disconnect between developers and HR professionals, you are equipped to refine your recruitment approach. This survey has laid the groundwork for a dual strategy that addresses both the desires of developers and the needs of HR teams, effectively bridging the gap between the #Wanted and the #Misunderstood.

Leverage this data to enhance your company's appeal in job advertisements and position yourself as an employer of choice for both your existing team and prospective hires. This is a solid beginning, but it is only the first step. Are you ready to further innovate your tech hiring processes?

I invite you to connect with me, and I'll be pleased to share the strategies we at WeAreDevelopers employ to successfully engage with our target audience. Let's transform how you attract and retain developer talent together.

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