Insights to Impact:

....

5 Takeaways from the
Stack Overflow Developer Survey
for Employer Branding teams

stack**overflow**
TALENT

For almost a decade, Stack Overflow's annual Developer Survey has been **the largest survey** of developers and technologists **worldwide.**

Thousands of users participate each year and the results provide us with a window into **how they learn and level up, which tools they're using, and what they want.**

In this eBook, we'll explore **five key insights** from this year's survey and share how hiring managers, Employer Branding, Talent Acquisition, Human Resources, and Corporate Marketing teams can use these learnings to inform their talent attraction and retention strategies.
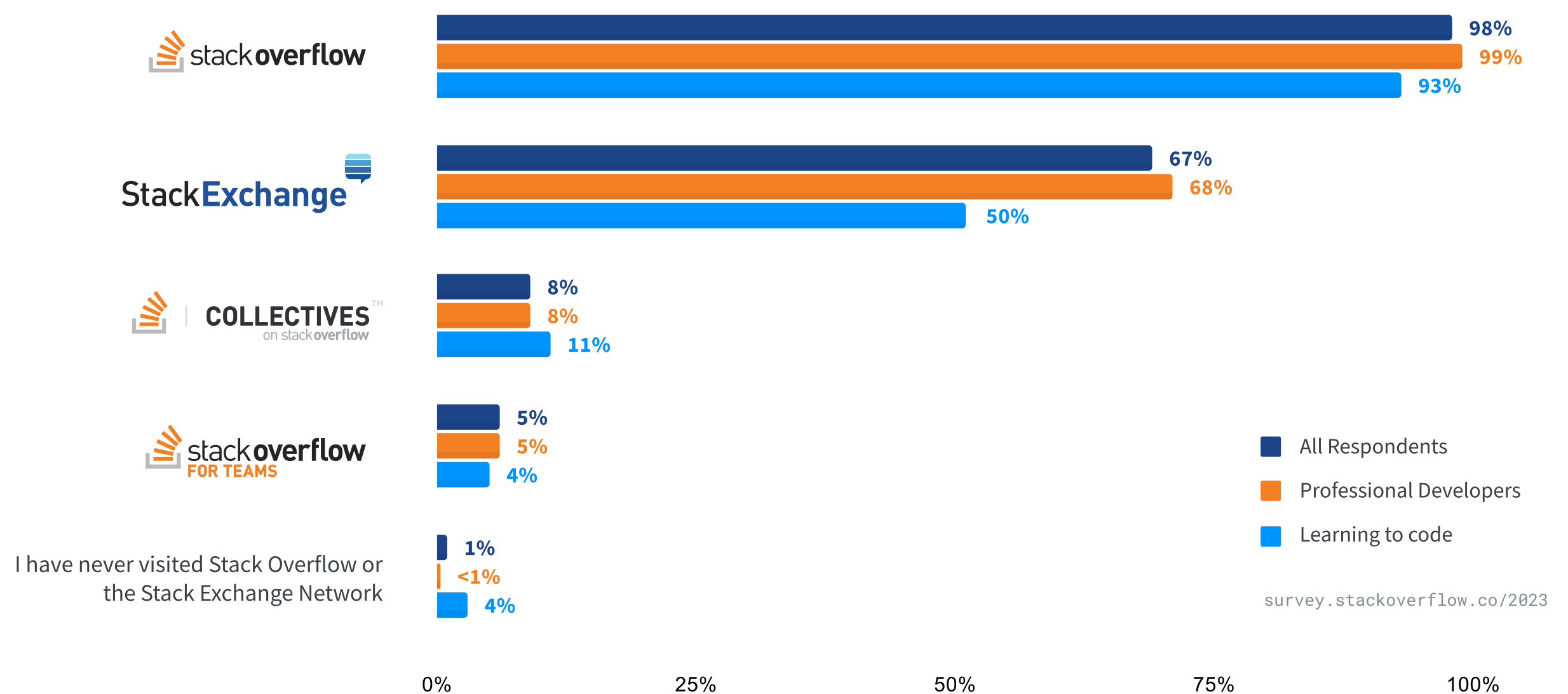
These key insights include:

- How often developers visit and engage with Stack Overflow

- What technologies do developers admire and desire most

- How developers describe their current work situations

- How their roles and responsibilities are defined

- What best describes the code developers write outside of work

stack**overflow**
TALENT

How often do developers visit and engage with Stack Overflow?

Reaching developers and technologists interested in a new career path can be a challenge. How do you ensure your company is engaging with them on the right channel?

In our survey, we found that less than 1% of respondents have never visited Stack Overflow or the Stack Exchange Network. Not only do the majority of developers know about our site, 92.5% of respondents say they visit Stack Overflow regularly.

stack overflow
98%
99%
93%

StackExchange
67%
68%
50%

COLLECTIVES on stack overflow ™
8%
8%
11%

stack overflow FOR TEAMS
5%
5%
4%

I have never visited Stack Overflow or the Stack Exchange Network
1%
<1%
4%

■ All Respondents
■ Professional Developers
■ Learning to code

survey.stackoverflow.co/2023

0% 25% 50% 75% 100%

Takeaways for Employer Branding teams

When it comes to making career moves, it's often a long decision process for candidates. First, for them to be aware of your brand and secondly, what you as an employer can offer. According to the Talent Brand Alliance's research, it takes candidates on average 7-9 touch points before making a decision. Stay top of mind with developers and technologists and build your brand with an 'always on' strategy that includes channels they know, trust, and visit regularly.

A little FOMO can be quite motivating. Be sure to incorporate employee testimonials, perks and benefits, tech stack info, and a sneak peek into your company culture as proof points on your career site, landing pages, and social media channels.

With millions of developers and technologists visiting Stack Overflow and our Stack Exchange sites each month, you can reach a wide pool of tech talent with various skillsets. Our Employer Branding advertising solutions allow you to narrow that audience through location or Topic Tag (equivalent to tech skill or language) targeting. Learn more about advertising specifics here.

stack overflow TALENT

What are the most admired and desired technologies by developers?

With endless amounts of technology options: languages, databases, cloud platforms, and web frameworks - how do you know what tech stack is most attractive to candidates?

According to our survey, Rust is the most admired language, with more than 80% of developers that use it wanting to use it again next year.

Takeaways for Employer Branding teams

As Employer Branding experts, and recruiting or marketing professionals, it's often hard to put yourself in the shoes of a developer. Most admired and desired lists are a good resource for you to reference when you're writing content about your company's tech stack. You'll want to highlight the technologies that developers are excited to work with.

For example, if your company uses Rust or Python, that would be valuable to emphasize in your efforts to attract developer talent. Consider adding copy in your employer branding ads, career site, and job descriptions around your company offering the most loved or wanted tech stack to gain a competitive advantage

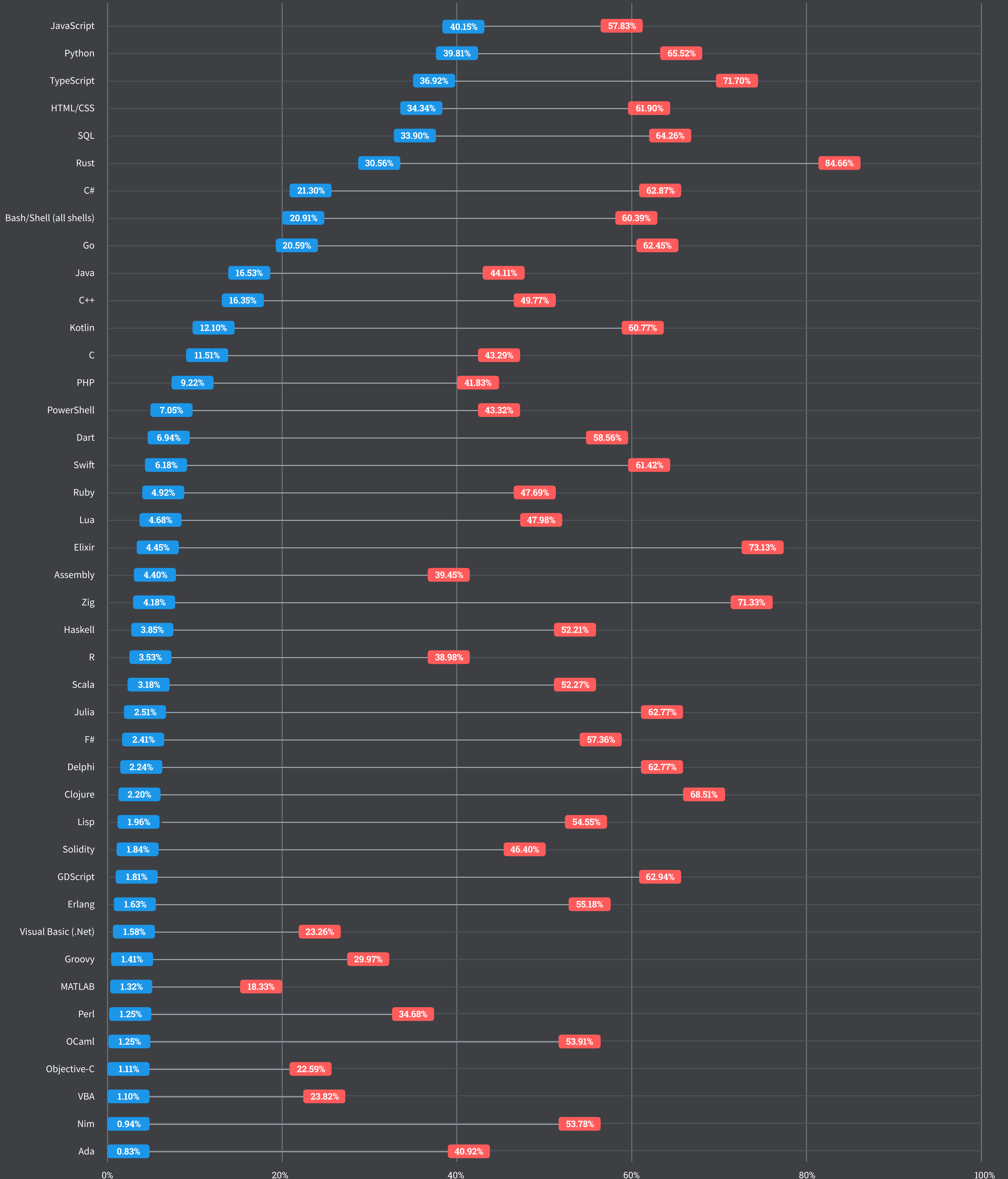AWS remains the most used cloud platform for all respondents.

Which programming, scripting, and markup languages have you done extensive development work in over the past year, and which do you want to work in over the next year?

If you both worked with the language and want to continue to do so, please check both boxes in that row.

■ Desired   ■ Admired

survey.stackoverflow.co/2023

| Language	Desired	Admired
JavaScript	40.15%	57.83%
Python	39.81%	65.52%
TypeScript	36.92%	71.70%
HTML/CSS	34.34%	61.90%
SQL	33.90%	64.26%
Rust	30.56%	84.66%
C#	21.30%	62.87%
Bash/Shell (all shells)	20.91%	60.39%
Go	20.59%	62.45%
Java	16.53%	44.11%
C++	16.35%	49.77%
Kotlin	12.10%	60.77%
C	11.51%	43.29%
PHP	9.22%	41.83%
PowerShell	7.05%	43.32%
Dart	6.94%	58.56%
Swift	6.18%	61.42%
Ruby	4.92%	47.69%
Lua	4.68%	47.98%
Elixir	4.45%	73.13%
Assembly	4.40%	39.45%
Zig	4.18%	71.33%
Haskell	3.85%	52.21%
R	3.53%	38.98%
Scala	3.18%	52.27%
Julia	2.51%	62.77%
F#	2.41%	57.36%
Delphi	2.24%	62.77%
Clojure	2.20%	68.51%
Lisp	1.96%	54.55%
Solidity	1.84%	46.40%
GDScript	1.81%	62.94%
Erlang	1.63%	55.18%
Visual Basic (.Net)	1.58%	23.26%
Groovy	1.41%	29.97%
MATLAB	1.32%	18.33%
Perl	1.25%	34.68%
OCaml	1.25%	53.91%
Objective-C	1.11%	22.59%
VBA	1.10%	23.82%
Nim	0.94%	53.78%
Ada	0.83%	40.92%

stack**overflow**
TALENT

How do developers describe their current work situations?

In today's world, developers are accustomed to working in fully remote or hybrid environments. As more organizations across every industry continue to compete for tech talent, how do you keep flexibility top of mind at your organization? How can you highlight the type of flexibility you can offer in your employer branding campaigns, from autonomous working hours to locations around the world?

From this year's survey, we found that hybrid is here to stay for larger organizations. Smaller companies are most likely to work in-person, with one out of five organizations with fewer than 20 employees report being in-person.

More developers are working in-person this year than last year (+2%). Return to office initiatives aside, coding easily lends itself to fully remote work and one third or more of all organization sizes are still fully remote.

Fully remote	**41.41%**
Hybrid (some remote, some in-person)	**42.18%**
Full in-person	**16.41%**
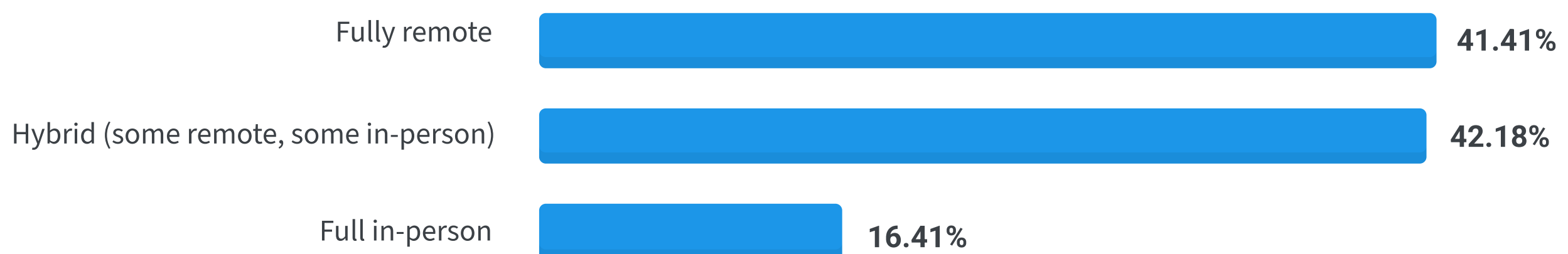
survey.stackoverflow.co/2023

Takeaways for Employer Branding teams

When setting up your employer branding campaigns targeting developers, consider that they may not "sit" in the same location where their organization is headquartered. Get creative and think outside the box, don't get stuck on one time zone or ZIP code to scout talent (especially if your company offers a fully remote working environment).

According to our Stack Overflow Pulse Survey, the top factors that convince technologists to stay in their current role are flexibility (58%), salary (54%), and learning opportunities (54%). Learn More.

How do developers define their roles?

As technology continues to evolve and organizations across every industry undergo their own digital transformations, so do the roles and responsibilities of developers. They wear multiple hats; and on average, they classify themselves as three different developer types.

Full-stack, back-end, front-end, and desktop/enterprise app developers continue to account for the majority of all respondents. We asked about developer advocates for the first time this year—almost .3% classify themselves as this type of developer.

See graph on next page.

Takeaways for Employer Brand teams

As developers' roles change, so should your employer branding strategy and campaigns. Target various tech talent personas to reach a wider candidate pool as you build your pipeline. If your company is looking to attract machine learning specialists, likely data analysts have similar experiences that may qualify them for the position.
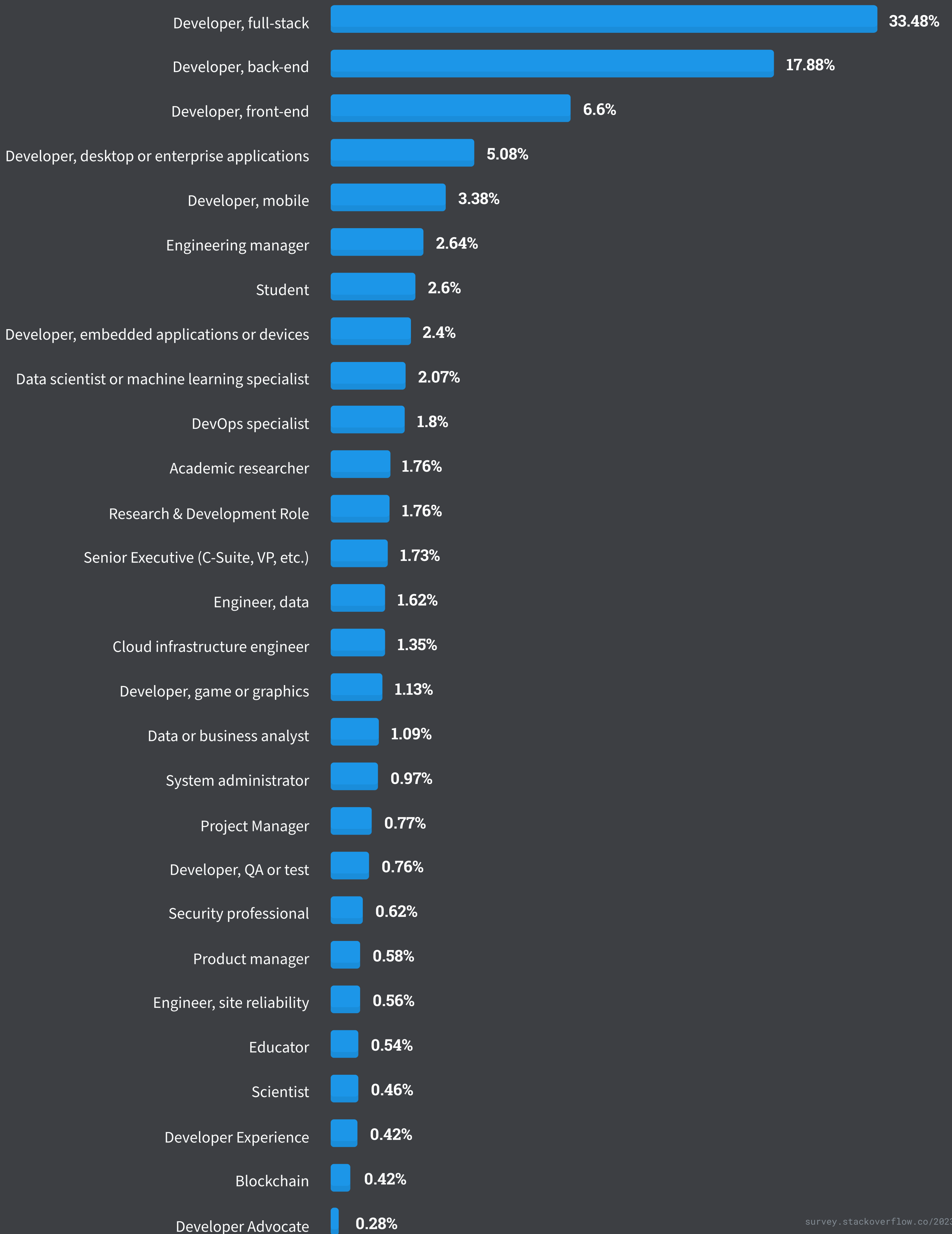
Want to dig deeper into how exactly your company can attract the developers and technologists your company needs? Learn More.

stackoverflow TALENT

Which of the following describes your current job?
Please select all that apply.

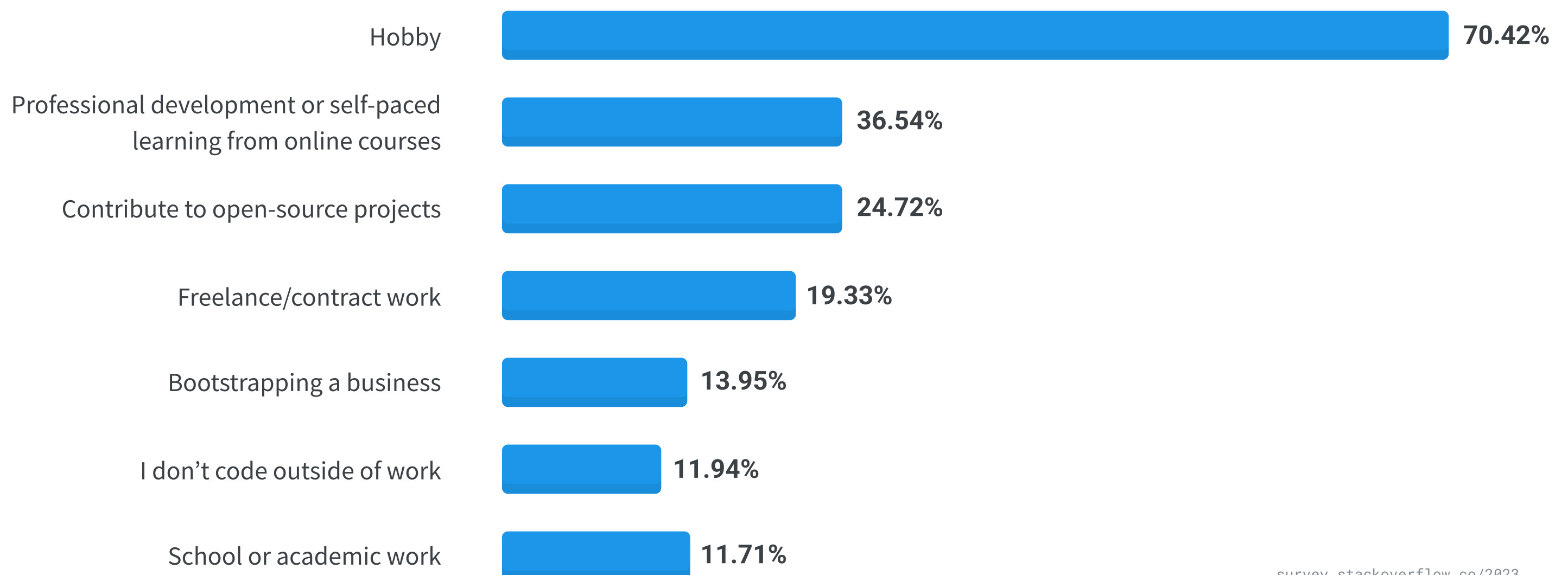| Job	%
Developer, full-stack	33.48%
Developer, back-end	17.88%
Developer, front-end	6.6%
Developer, desktop or enterprise applications	5.08%
Developer, mobile	3.38%
Engineering manager	2.64%
Student	2.6%
Developer, embedded applications or devices	2.4%
Data scientist or machine learning specialist	2.07%
DevOps specialist	1.8%
Academic researcher	1.76%
Research & Development Role	1.76%
Senior Executive (C-Suite, VP, etc.)	1.73%
Engineer, data	1.62%
Cloud infrastructure engineer	1.35%
Developer, game or graphics	1.13%
Data or business analyst	1.09%
System administrator	0.97%
Project Manager	0.77%
Developer, QA or test	0.76%
Security professional	0.62%
Product manager	0.58%
Engineer, site reliability	0.56%
Educator	0.54%
Scientist	0.46%
Developer Experience	0.42%
Blockchain	0.42%
Developer Advocate	0.28%

survey.stackoverflow.co/2023

stack **overflow**
TALENT

What best describes the code developers write outside of work?

We know that tech talent in general is self-motivated, proactive, and passionate about their work, but do they truly enjoy it? According to our survey, they do. Most Professional Developers code outside of work as a hobby (70%), with 37% coding outside of work for professional development or self-paced learning from online courses.

Category	Percentage
Hobby	70.42%
Professional development or self-paced learning from online courses	36.54%
Contribute to open-source projects	24.72%
Freelance/contract work	19.33%
Bootstrapping a business	13.95%
I don't code outside of work	11.94%
School or academic work	11.71%

survey.stackoverflow.co/2023

Takeaways for Employer Branding teams

The high percentage of developers who code as a hobby indicates that they are actively teaching themselves new skills outside of work. Your learning and development programs, as well as the opportunity to work with new technologies, could be a big selling point for your company.

Reach and engage developers and technologists with Stack Overflow Talent

Ready to get started with your next employer branding campaign? Turn to our experience as the largest, global technology-focused platform. With millions of visitors a month, here's how Stack Overflow's Employer Branding solution can help you engage the world's technology talent.

Highly relevant, developer-focused content

Developers are our audience and our content reflects that. We are the world's largest storehouse of technical questions and answers. Developers find us, even if they aren't looking. We've optimized our content to make it easy for developers to find an answer, whether they start from a search engine or Stack Overflow's home page. Developers know they can quickly get to the answer they need, discover other helpful information, and get back to work.

Brand safe with constant moderation and universal guidelines

Our moderators come from and are elected by the community. They are vigilant in keeping the content on their sites relevant and the answers civil and useful. The trust we've built around relevancy and usefulness flows into our employer branding solution as well. Universal ad guidelines protect developers' experience and create a halo of trust for the brands that advertise with us.

stack **overflow**
TALENT

Developer-friendly employer branding solutions
We offer employers a full portfolio of solutions built with our developer community in mind. From branded company pages, banner advertising, to newsletter, blog, and podcast advertising opportunities, we can help you drive brand awareness to attract and retain tech talent.

Exclusive, real interest-based targeting
Developers add topic tags to every question, self-defining the specific keywords that describe the content. These exclusive topic tags allow for real interest-based targeting to ensure you reach the right talent, with the right message, at the right moment.

Unparalleled support
For more than 10 years, we've been partners to the developer community. Rely on our expertise to tailor a media strategy that aligns with your goals. And when you need help along the way, we'll be here. Our post-sales support ensures seamless execution and optimization of your campaign.

stack**overflow**
TALENT

stack overflow TALENT

Stack Overflow's Employer Branding solution enables you to engage and market your employer brand to millions of self-motivated, proactive, and passionate developers and technologists.

Find out how we can build a strategy that supports your tech talent recruiting and retention goals.

[Get in touch](#)