



Developer Marketing 2014

Evans Data Corporation

340 Soquel Avenue

Santa Cruz, CA 95062

800-831-3080

www.evansdata.com

TABLE OF CONTENTS

EXECUTIVE SUMMARY	7
OVERVIEW	15
Objectives of the Survey.....	15
Survey Methodology	15
Research Design	15
Relative Rankings.....	15
The Sample – Software Developers	15
The EDC Panel	15
Other Evans Data Corp. Services	16
Multi-Client Survey Series.....	16
Tactical Survey Reports.....	17
Custom Surveys.....	18
Targeted Analytics.....	18
About the Analyst.....	18
DEVELOPER DEMOGRAPHICS.....	19
Job Title/Function	20
Job Title/Function by Company Size	21
Company Size	22
Company Years in Business	23
Developer Segment	24
Gender	25
Gender (Trend)	26
Age.....	27
Age (Trend)	28
Marital Status	29
Children.....	30
Experience.....	31
Education	32
Types of Apps Developed.....	33
Type of Apps: Complex or Simple	34
Form Factors Targeted	35
DEVELOPER PSYCHOGRAPHICS	36
What Makes a Developer Excited about a Tool or Technology?.....	37
Why Do Developers Become Developers?.....	38
Motivation by Age.....	39
Importance of Psychological Drivers in Development Work	40
Most Worrisome Problem for Developers	41
Most Worrisome Problem by Age	42
Team Player or Loner – Self Rating	43
Team Player or Loner by Age	44
Team Player or Loner by Most Worrisome Problem	45
Intuitive or Logical - Self Rating.....	46

Technical Skills Acquisition	47
Technical Skills Acquisition by Age	48
Political Leaning: Socialist or Capitalist – Self Rating	49
Political Leaning by Age	50
Political Leaning by Region	51
Most Important World Issues	52
Most Important Issues by Age	53
Most Important Issues by Region	54
Top Causes to Donate Time to	55
Top Causes by Age	56
Primary Reasons for Engaging with Various Marketing Vehicles	57
PERCEPTIONS OF LEADERSHIP	58
Companies Developers Believe Are Most Relevant	59
Perceptions of Relevant Companies by Age	60
Companies That Are Most Stable	61
Perceptions of Stable Companies by Age	62
Companies That Are Most Likely to Dominate Their Industry	63
Perceptions of Companies Most Likely to Dominate by Age	64
Perceptions of Mobile Developers	65
Companies That Are the Most Innovative	66
Perceptions of Most Innovative Companies by Age	67
Companies That Would Be the Most Fun to Work For	68
Most Emulated Companies in the Industry	69
PRIMARY INFLUENCES	70
Most Credible Source on Emerging Technologies	71
Most Credible Source on Emerging Technologies (Trend)	72
Most Credible Source for Mobile Developers	73
Best Online Technology Information Sources	74
Best Online Technology Sites for Mobile Development	75
Best Online Technology Sites for Cloud Development	76
Best Online Technology Sites for Big Data	77
Best Online Technology Sites for Cyber Security	78
Most Likely Types of Sources for Tech Information	79
Most Likely Types of Sources for Mobile Development	80
Most Likely Types of Sources for Cloud Development	81
Most Likely Types of Sources for Development Techniques	82
Twitter’s Influence	83
Twitter’s Influence by Age	84
Importance of Various Factors on Purchase Decisions	85
Most Compelling Product Marketing Tools	86
Interaction with Industry Analysts and Pundits	87
Perceived Value of Pundits’ Opinions	88
DEVELOPER OUTREACH	89
How Did Developers First Learn About the Community They’re In?	90
Best Liked Outreach Methods	91
Best Liked Outreach Method - Trend	92
Most Liked Marketing Method for Mobile Developers	93

Most Liked Marketing Method for Cloud Developers	94
Most Effective Method to Reach a Developer	95
Most Effective Method to Reach Mobile Developers	96
Most Effective Method by Age.....	97
Most Effective Method by Company Size	98
Best Day of Week to Send Unsolicited Emails	99
Use of Blocking Software.....	100
Preferred Form Factor for Reading Tech Articles	101
Most Popular RSS Feeds	102
USING SOCIAL MEDIA TO RECRUIT DEVELOPERS.....	103
Most Used Interactive Communications Vehicles.....	104
Trend: Most Used Interactive Communications Vehicles	105
Most Used Vehicles by Age.....	105
Most Used Vehicles by Age.....	106
Most Valuable Social Networking Sites	107
Most Valuable Sites for Mobile Developers.....	108
Use of Development Specific Social Networking Groups	109
Frequency of Visiting a Social Media Site for Development Purposes	110
Top Social Media Sites for Developer Interaction	111
Top Social Media Sites by Purchasing Authority.....	112
Top Social Media Sites by Age	113
CONTESTS AND GAMIFICATION	114
Best Incentives for Contest Motivation.....	115
Best Incentives by Age.....	116
Best Incentives by Developer Segment.....	117
Primary Venues for Vendor Challenge Contests.....	118
Attraction of Virtual Rewards vs. Real Life Rewards.....	119
Attraction by Age	120
Most Enticing Prize for a Coding Contest	121
TECH CONFERENCES, SEMINARS, HACKATHONS, AND TRAINING..	122
Number of Conferences Attended.....	123
Most Popular Conferences	124
Most Attended Types of Vendor Sponsored Events	125
Most Attended Types of Vendor Sponsored Events (Next Year).....	126
Methods Most Often Used to Learn About Technology	127
Use of Massive Open Online Courses (MOOC)	128
How Many Attended Hackathons or Code Camps?	129
Attendance by Age	130
Motivation for Attending a Hackathon	131
Motivation by Age.....	132
Importance of Various Conference / Trade Show Activities	133
Importance by Age – Millennials - 25 and Under	134
EMAIL NEWSLETTERS AND BLOGS.....	135
Number of Newsletter Subscriptions	136
Number of Newsletter Subscriptions for Mobile Developers	137

Number of Newsletter Subscriptions by Languages Used	138
Likelihood of Clicking on Links in Email Newsletters by Subject	139
Frequency of Developer Action as a Result of an Email Newsletter	140
Desired Frequency of Email Newsletters	141
Most Frequently Read Type of Development-Related Blogs	142
Number of New Blogs Read Last Month	143
Sources Used to Find New Blogs.....	144
SEARCH ENGINE MARKETING	145
How Many Use Search Engines as First Tool for Finding Info.....	146
First Tools by Developer Segment.....	147
Frequency of Clicking on Sponsored Ads in Search Results	148
Frequency of Clicking by Company Size	149
Frequency of Clicking by Purchasing Authority	150
How Important is it to Be High on the Results Page	151
Use of Social Media Links for Search	152
WEBINARS AND VIDEOS.....	153
Number of Webcasts/Webinars Viewed in the Past Year.....	154
Optimum Length for Webcasts/Webinars.....	155
Top Reasons for Attending Webinars.....	156
Reasons for Attending by Number of Webcasts Viewed	157
Percent of Webinars that Produce Sales.....	158
Best Way to View a Case Study	159
Best Length for Instructional Videos	160
Most Important Element in an Instructional Video	161
PURCHASING AUTHORITY AND TOOLS EXPENDITURE.....	162
Level of Involvement with Purchasing Development Tools.....	163
Level of Involvement for Mobile Developers.....	164
Types of Technology Products Developers Purchase / Influence.....	165
Types of Technology Products by Company Size.....	166
Purchasing Authority Levels.....	167
Purchasing Authority Levels (Trend)	168
Purchasing Authority Levels by Developer Segment	169
Purchasing Authority Levels by Job Title.....	170
Individual Annual Tools Expenditures	171
Individual Annual Tools Expenditures (Trend)	172
Individual Annual Tools Expenditures by Company Size.....	173
Most Used Channels for Tools Purchases.....	174
Most Used Purchase Method	175
Preferred Purchase Method	176
EVALUATION SOFTWARE AND ONLINE DEMOS	177
Types of Demos Used for Evaluating Tools	178
Types by Age.....	179
Most Used Website for Downloading Evaluation Copies.....	180
Most Used Download Website by Developer Segment	181
Most Used Download Website by Purchasing Authority	182

Best Limiting Technique for Evaluation Copies	183
Suitable Number of Days for Time Bombs	184
Number of Evaluations Downloaded Last Year	185
Percent of Evaluations Installed and Evaluated.....	186
Percent of Evaluations Purchased	187
PRINT PUBLICATIONS.....	188
Most Read Print Magazines.....	189
Most Read Magazine by Purchasing Authority	190
Most Read Magazine by Age	191
How Many Subscribe to Development Magazines	192
Subscribers by Purchasing Authority	193
MAINTAINING AN ONLINE COMMUNITY.....	194
How Much Code Would Developers Share for Free	195
Code Sharing by Age	196
Biggest Motivation to Share Code with a Community	197
Most Desired Rewards for Developer Site Participation.....	198
Most Desired Rewards by Age	199
Most Desired Rewards by Targeted Form Factor.....	200
Most Compelling Reason to Get Involved with a Developer Community	201
Most Compelling Reason by Age	202
How Much Information Are Developers Willing to Provide Online?.....	203

Evans Data Corp. (EDC) has made every effort to produce the highest quality research product in this effort. The customer understands that EDC uses those statistical and data gathering techniques which, in its opinion, are the most accurate possible. However, inherent in any statistical study is a possibility of error, which must be taken into account in evaluating the results. Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not EDC. The conclusions, summaries and interpretations provided by EDC are based strictly on the analysis of the data gathered, and are not to be construed as recommendations; therefore EDC neither warrants their viability or accuracy nor assumes responsibility for the success or failure of any customer actions subsequently taken.

This report is the exclusive and proprietary property of Evans Data Corp. and is subject to limited distribution and restricted disclosure only. Any unauthorized use, reproduction, or transfer of this material is strictly prohibited. Clients of this study may freely distribute this report to full-time employees within their corporate entity, providing that the above requirements are adhered to by all recipients. Clients may not distribute any of this information outside of their organizations without written permission from EDC.