

# European Drupal Community Survey Summary

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# Survey Demographics

## Survey Responses

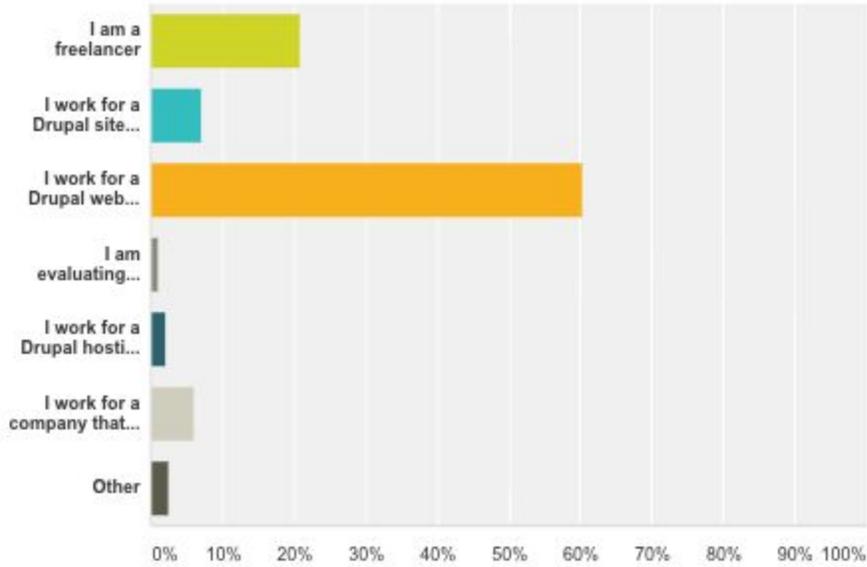
355 Surveys responses

From:

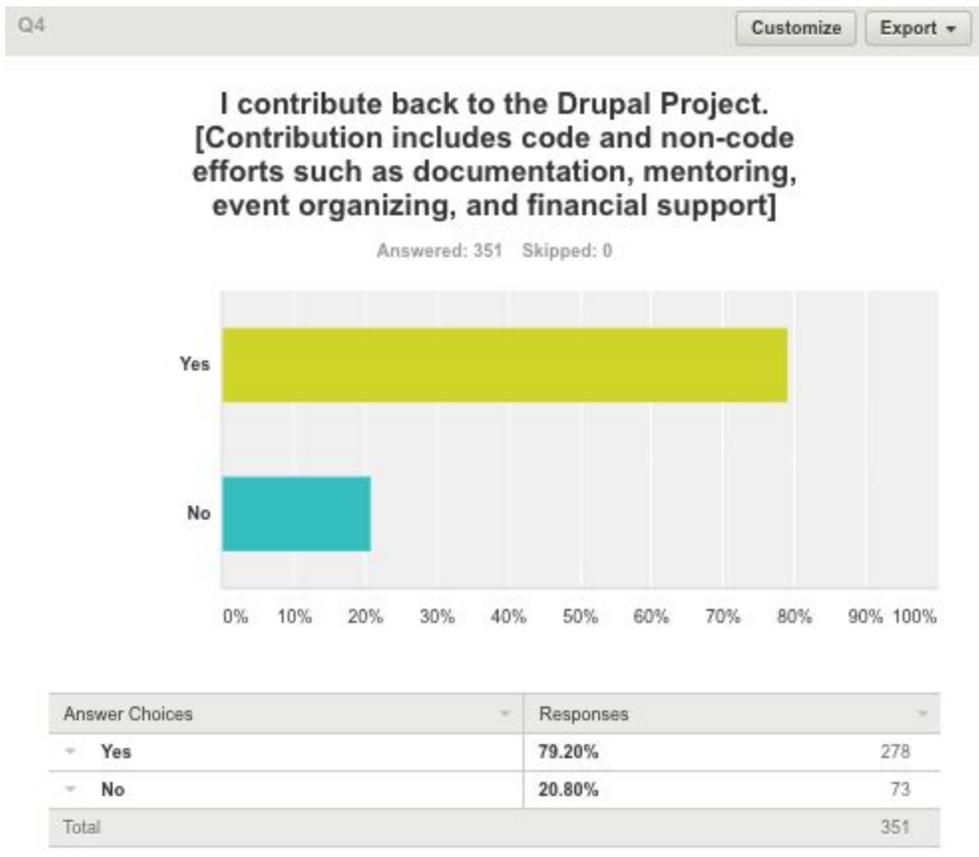
| Answer Choices                                       | Responses |    |
|--|-----------|----|
| Germany  | 14.81%    | 52 |
| United Kingdom of Great Britain and Northern Ireland | 12.54%    | 44 |
| Belgium  | 10.83%    | 38 |
| Netherlands  | 8.26%     | 29 |
| Hungary  | 6.55%     | 23 |
| France   | 6.27%     | 22 |
| Romania  | 4.27%     | 15 |
| Spain  | 3.99%     | 14 |
| Finland  | 3.42%     | 12 |
| Switzerland  | 3.42%     | 12 |
| Italy  | 3.42%     | 12 |
| Sweden   | 2.56%     | 9  |
| Austria  | 1.99%     | 7  |
| Poland   | 1.71%     | 6  |
| Czech Republic                                       | 1.71%     | 6  |
| Greece   | 1.42%     | 5  |
| Serbia   | 1.42%     | 5  |
| Portugal   | 1.42%     | 5  |
| Ukraine  | 1.14%     | 4  |
| Russian Federation                                   | 1.14%     | 4  |
| Norway   | 0.85%     | 3  |
| Bulgaria   | 0.85%     | 3  |
| Ireland  | 0.85%     | 3  |
| Slovakia   | 0.85%     | 3  |
| Cyprus   | 0.57%     | 2  |
| Slovenia   | 0.57%     | 2  |
| Afghanistan  | 0.28%     | 1  |
| Zimbabwe   | 0.28%     | 1  |
| Albania  | 0.28%     | 1  |
| Latvia   | 0.28%     | 1  |
| United States of America                             | 0.28%     | 1  |
| Israel   | 0.28%     | 1  |
| Estonia  | 0.28%     | 1  |
| Denmark  | 0.28%     | 1  |
| The former Yugoslav Republic of Macedonia            | 0.28%     | 1  |
| Belarus  | 0.28%     | 1  |
| Croatia  | 0.28%     | 1  |

## How do you use Drupal?

Answered: 351 Skipped: 0



| Answer Choices   | Responses  |
|--|------------|
| I am a freelancer  | 20.80% 73  |
| I work for a Drupal site owner (eg. Lush, Pfizer),                           | 7.12% 25   |
| I work for a Drupal web development, digital, or design agency               | 60.40% 212 |
| I am evaluating Drupal   | 1.14% 4    |
| I work for a Drupal hosting company  | 1.99% 7    |
| I work for a company that provides tools/services that integrate with Drupal | 5.98% 21   |
| Other  | 2.56% 9    |
| Total  | 351        |



## Drupal in Europe - Vision/Wants/Needs

**Where do you see Drupal in Europe [or in your country] over the next 3-5 years? Describe the state of Drupal from an adoption standpoint as well as a community standpoint.**

In an ideal world, Drupal 8 has lower barriers to adoption (modules, usability, UX) and it grows in market share especially in government and enterprise. It is seen as a leader in each country over competitors like WP and Typo3. There are enough developers to hire in order to support that growth. In terms of community, there are more contributing members especially from end users and there are more people volunteering time to contribute code and run events. The community is vibrant, healthy, and engaged.

## **What are barriers that stop the region or your country from achieving that vision?**

***AND***

## **What support does Europe or your country need for the community to thrive?**

Drupal as a product needs:

- More module migration
- Features need to be more competitive
- Translated for local markets
- Better documentation

Drupal community needs

- More developers and education to train up talent
- Issue queue experience that is easier to understand and makes it welcoming for a new member to engage again and again
- More engaged members to help current volunteers avoid burnout
- Financial support and other support for camps
- More financial support from companies to support the volunteers
- More recognition of community leaders
- Innovation labs to encourage contribution around Europe
- Leadership to get people to come together as a community and contribute
- DrupalCon is too expensive. If the cost can't come down then, perhaps it is time we considered alternative forms/ways of doing it.
- More events - maybe with universities
- More coordination of community leaders

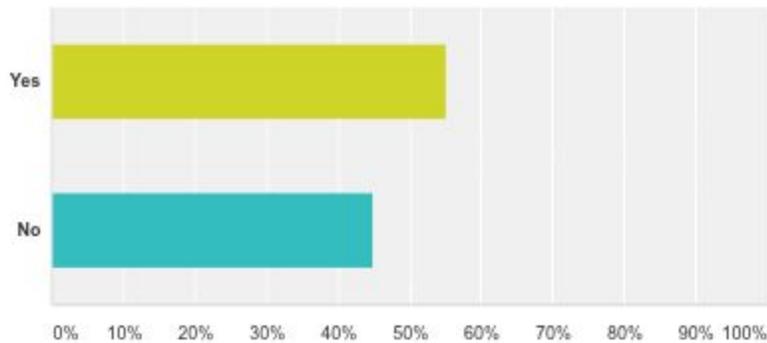
## Drupal adoption needs

- Drupal needs marketing to go up against Adobe and WP and Typo3. Someone needs to coordinate agencies and local community to market.
- Marketing with localized value proposition against Adobe, Typo3, WP along with local case studies and good references. There needs to be a coordinated effort.
- Best practices for project deliverables

## DRUPALCON EUROPE

### Do you plan on attending DrupalCon Vienna?

Answered: 167 Skipped: 205



| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 55.09% 92 |
| No             | 44.91% 75 |
| Total          | 167       |

## Why or why aren't you attending DrupalCon Vienna?

| WHY   | WHY NOT  |
|---|--|
| Loads to learn  | Cost - <ul style="list-style-type: none"> <li>• Presentations avail online</li> <li>• My employer won't pay for it</li> </ul>            |
| To give back  | Too far  |
| Community <ul style="list-style-type: none"> <li>• Re-union: To meet people I see only once a year</li> <li>• Meet new people</li> <li>• Meet the global community</li> <li>• See community people working together</li> <li>• Interesting to meet the community</li> </ul> | Conflicts with my teaching period - can't get off work   |
| Habit   | I prefer DevDays - more for me   |
| I prefer live talks   | Need to balance things with the home situation/ family situation   |
| Fun   |  |
| Learn from my peers on how they use D8 - fellow developers  | I'm focused on front-end development. At DrupalCon, and in the Drupal world in general, there is too much focus on back-end development. |

|   |   |
|---|---|
| It is the place to discuss and to experiment new things about Drupal. | Because there are other events  |
| I love Vienna   | I like camps better   |
| DrupalCon Dublin was awesome  | Bad and expensive flight connections  |
| Network   | I'm not THAT engaged in Drupal  |
| Meet the global community   | Can't afford the time - a week off is hard (lost revenue etc)   |
| Fun to travel   | Bad timing- After the summer holidays, September is the month where a lot of new projects are starting up so it is a very bad period for going to the Drupalcon. Spring like the US cons is a lot better period, or maybe beginning of november when most projects are running. |
| Promote our services by attending, speaking, etc                      | Too early in my use of Drupal   |
| Sprinting   | Have not heard of it  |

## **What value does DrupalCon Europe make today that no other European program / event provides?**

- Dries is there / Driesnote
- Access to key people who can help me or teach me something more advanced
- Core mentors can come together and focus
- Biggest community gathering which is energizing/ reinforcing as well as opens up opportunities for better cross-country networking, mentoring
- Professional - Puts Drupal in a better light than camps due to production. Sessions are better quality
- Diverse - serves more than just developers. Project Managers, too!
- Cross cultural and knowledge exchange
- Keeps Europe from splintering
- As a business owner, it is a good way for me to learn about new technologies

## **How can DrupalCon provide more value and impact that no other European program / event can provide?**

### Summary

There is a split in opinion. Go bigger, stay professional grade, include other technologies, promote Drupal to journalists vs. return to the past and go smaller, more intimate, focus only on the community and contributors. There is a tension between the needs to continue as a developer only event or expand and include end user technical teams and developers from other technologies. You will see the spectrum of needs in the full list below. Many contradict each other.

- General Feedback
  - What the Experience Should Be

- It needs to be "Top of the Top". It really needs to be seen the "Woodstock" of the web, where all the big names played for 3 days, including some non-Drupal big names.
    - Keep the community feeling
    - Make it less "business" event.
    - By simply being a professionally organised event, with high-quality and diverse sessions.
    - Foster more idea exchange and networking with bigger and bigger event.
    - Smaller Drupalcons
    - Go back to the roots
  - Miscellaneous
    - Reduce cost - stay affordable
    - Do something memorable for every new attendee
    - Involve the local community, less staff, more volunteers
    - Provide paid child day care services
  - Expand beyond Drupal
    - A global scope that can include other free software communities and broaden the view of how far Drupal can reach.
    - Put more emphasis on the Horizons track to think about diversity in tech. [pushing the envelope with Drupal, working with other tech]
    - Partner more with SymfonyCon like in the US
  - More cross pollination of ideas/networking
    - Help collaboration across countries, across companies
    - Foster more diverse conversations (referring to tech not people diversity)
    - Make this the event where global developers unite to celebrate Drupal
- Programming/Content
  - Wider scope, innovative ideas and programmes, whilst also doing more of the same.
  - Open reflection and exchange on philosophical, ethical and societal issues around the use of the CMS.
  - More presentations for beginners
  - Bring back more advanced technical front-end session - too basic now.
  - More in depth architecture sessions and real examples of solutions.
  - Have sessions in high quality online with speaker video - not just voice recording
  - With sprint rooms filled with sprinters working on UX ?
  - 24h hackathon for some specific problem in Europe that has to be implemented.
  - Include Startup Talks where Startups using Drupal for their operations will play their story lines and journey. That will give flavour to New Druplers who may find

- interesting as feature opportunity. [also good for marketing drupal to journalists looking for a good story]
- Make sure content matches the audience. You have many advanced attendees but sessions are actual at the Intermediate level.
  - Have Govt Summits and other peer to peer workshops
  - More focus on sprints
  - Try to get more sprinters thereby providing sprinters-only tickets that cost ~100EUR.
  - Enterprise Drupal track focusing on large-scale deployments with multiple integration points.
  - Include clients, users and other interested with separate tracks / workshops and be more accessible by lowering entry fees.
- Use event as a marketing platform - more developers, raise Drupal awareness
    - integrate more sessions for journalists to spread the word :
    - Roam around and grow engagement in each country
    - Actively encouraging new talent
    - Find out what would make a website-owning business sit up and take notice?
    - Improve videos so they show the speaker then use that to market - many learn from the videos.
    - Get regional and international media to attend - cover event in broader tech/business sense
    - Offer free training to attract more developers

## **How can DrupalCon help achieve your 3-5 year vision for Drupal in Europe or for your country?**

Summary:

Participants used open text to answer this question. Below is a summary and then the input is organized below by category.

Most energy was around how the event can be a marketing platform to attract NEW developers and bring in business evaluators from end uses - especially in specific verticals like government (Summit-esque programs). It also had energy around

breaking down barriers (country and technologies) to share ideas like country community leaders and existing/new developers and Drupal developers/other technology developers. There was also an emphasis that DrupalCon feeds the soul of the community, motivating volunteers and reinforcing our values.

Below are all the results organized by category.

- Motivate and support community
  - Encouragement and recognition for the existing local community to keep working together + promotion to make the community bigger.
  - You hold code sprint. Why not documentation sprints?
  - By spending most time on mutual understanding, community building, synergy.
  - By promoting the right values
  - Host country community leaders facilitate knowledge sharing and collaboration and coordinated efforts.
  - By attracting and activating more experienced PHP developers to work in the Drupal community
- Move Drupal developers through the learning ladder (skills acquisition)
  - Support new developers/and helping current drupal developers becoming great developers
- Market Drupal
  - It needs to reach out to business more. It needs to help with the marketing of Drupal within the country where it is hosted - try and get new people involved, even they are just developers from the local community and not businesses. I'd like to see DrupalCon set aside some budget for PR in local IT magazines, etc for the region where it is host
  - Get government (EU) and bigger sponsors involved
  - investments in Higher education and universities
  - Spread the word, we need really good screencasts and articles showing good practices, work flows and practical use.
  - Invitations for people that make decisions on what technology to use for sites. Head of technology for city halls, regions, presidents of industry associations like medical, agriculture, energy... Also guides on Drupalcon talks that can help them get a view of what can Drupal achieve. The current grants scheme seems OK to empower local communities
  - Have Vertical Summits - Drupalcon should have contents specifics to public administration - peer to peer reinforcement

- Send invites to government and large business stakeholders to attend a business day about Drupal.
  - Roam around more and make a DrupalCon happen in many different countries. DrupalCon can help with making Drupal more widely known in Europe/Germany.
  - Draw in End Users
- Expand our thinking beyond Drupal
  - Plenair discussions, visions of persons like dries
- Expand our circle
  - Allow other 3rd parties that are not Drupal agencies, shops etc (companies, individuals, customers) to get involved.
- Sharing ideas/ Expanding knowledge
  - By allowing to exchanges ideas with community members and find new development/improvement hints
  - Becoming the meeting place and the place where ideas, networks and Be more interesting to people who don't know or use Drupal yet.
  - Self-confidence thru the exchange with other sitebuilders, that confirm others have similar problems and find different ways to solve them.
  - face-to-face interaction, transparency and openness in meetings.