

NO-CODE CENSUS 2020



bubble

About the No-Code Census

The No-Code Census 2020, run by Bubble, surveyed self-identified no-code tool users including founders of startups, entrepreneurs, tech companies, small and large enterprises to learn more about how they use no-code tools to support their businesses and build their products.

The goal of this effort is to discover what kinds of people are in the no-code community, what tools they are using, and why they choose no-code tools. We are fascinated by the possibilities that no-code offers for the future of technology, and we want to know how no-code works for others. We look forward to expanding and honing the collection of data in this survey each year and working with an expanded set of partners to better represent and understand the world of “no-code.”

Methodology

The questions we sought to answer in the No-Code Census were:

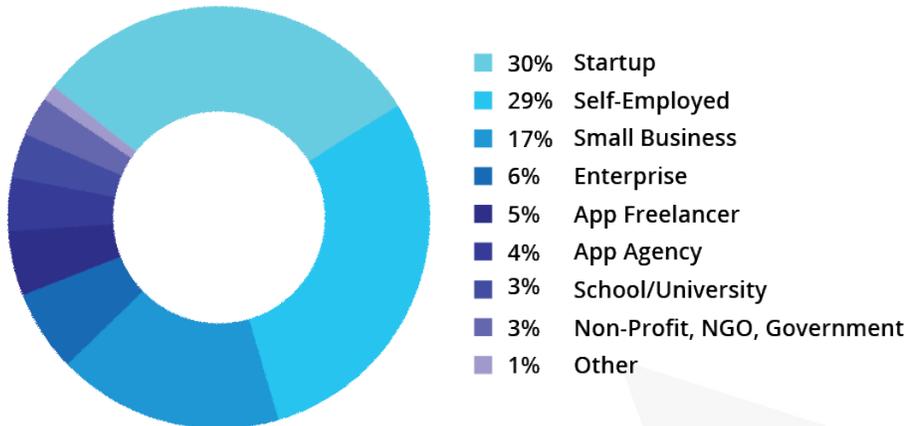
- Who are people who identify as being part of the “no-code” community?
- Demographics: their age, gender, race, education, etc. (all optional)
- Where they work: company size, revenue/venture funding, etc.
- What software tools are people using and for what purpose?
- Why do they choose to use no-code tools?

We created an opt-in survey at NoCodeCensus.com and solicited responses via email, ecosystem partner distribution channels including newsletters, social media, and forums. Ecosystem partners were comprised of platform-agnostic hubs of “makers” who use a variety of software tools; these partners often conduct their own independent tool usage surveys. We collected our survey responses via a Typeform embed on NoCodeCensus.com. We collected 741 responses from November 16, 2020 to Jan 4, 2021, with an average response completion rate of 51% and a total survey reach of 1,414. Respondents saw five main survey questions, and saw additional conditionally relevant follow-up questions about their company (if they belonged to one) or the tools they used depending on their answers. We also offered respondents the opportunity to fill-in-the-blank certain numerical answers, and excluded any outlier or non-sensical responses as bad faith responses from the final data set (10 responses total). We analyzed the data with a combination of Excel/Google Sheets and Typeform reporting tools.

We strove to engage our wider community to make this data representative of a wide range of self-identified no-code makers online; we acknowledge the data will likely overrepresent the preferences of respondents that use or are familiar with Bubble. We seek to expand our partner distribution channels in future years’ surveys to better represent the “no-code” community as it expands.

We thank the following ecosystem partners for supporting and contributing to the Census: Makerpad.co, NuCode, No Code Founders, NoCode Devs, No Code Life, NoCodersClub, No Code Essentials, Indiehackers, No Code HQ, No Code List

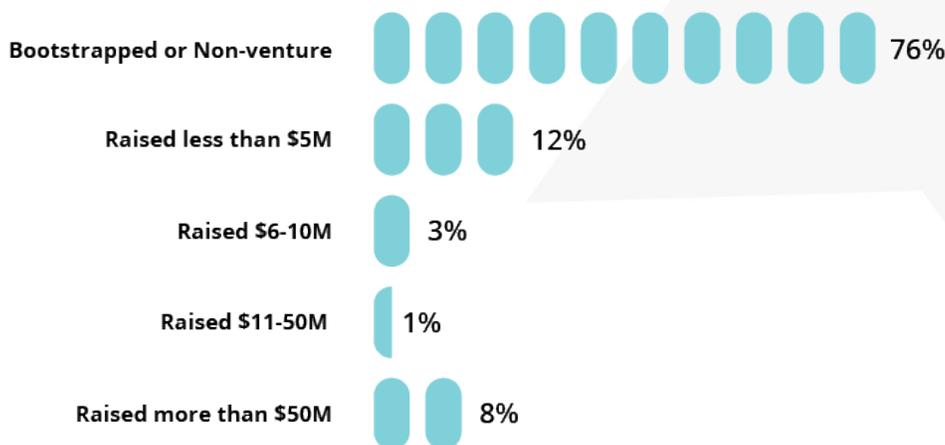
Where do no-coders work?



We asked all respondents to self-report in what type of place they work. Those who did not respond as self-employed or as an “app freelancer” or at a university/government institution were asked follow-up questions about their company, including their estimated employee number, fundraising amounts and year of company founding.

One thing our team was interested in was: **“what is the difference between a startup and a small business?”** Among our no-code respondents, the average number of employees at startups and small businesses were roughly the same (most reporting between 2-5 employees); the main difference was that **a startup was twice as likely to report any amount of venture capital funding** (from less than \$5M to more than \$50M).

How much venture funding do no-code users have?

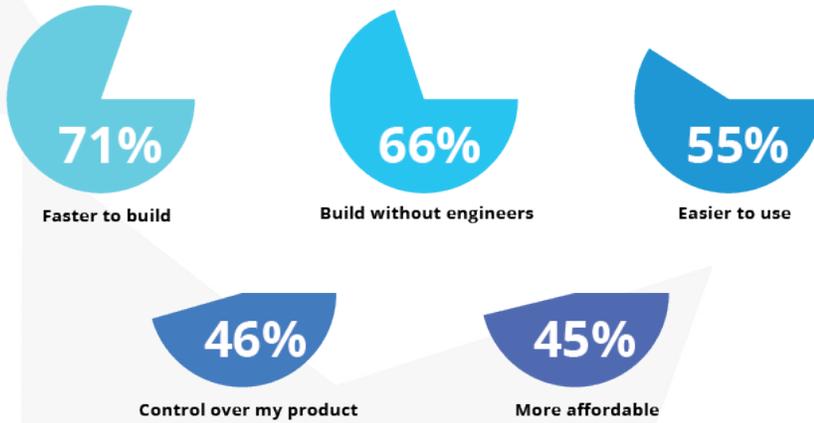


87% of “Bootstrapped” or non-venture companies were startups and small businesses, with app building agencies and enterprises comprising the rest.

Startups were 55% of bootstrapped companies and small businesses were 32% of bootstrapped companies.

Large enterprise companies were **76.5% of the companies who reported raising more than \$50M.**

The main reasons people choose to build with no-code



We asked all respondents to select from a few reasons for why they choose to build with no-code tools. Respondents could select more than one answer, as well as include their own write-in option if no answers captured their reasoning. 3.3% of respondents wrote in responses, including that no-code helps to “learn the mechanics of app development” and allows for “better prototyping.”

For each answer a respondent selected as part of their reasons, we asked a follow-up question with a scale from 1 (representing “A little more than 1x”) to 6 (“more than 6x”) that elaborated on how no-code compared in cost, speed, and ease to traditional programming. For those who stated that they could build without engineers, we asked them to estimate the number of engineers they would need to do their project.

No Code vs. Traditional Programming

If respondents gave us reasons for why they use no-code, we asked them how they personally felt no-code matched up against traditional programming for them.

4.6x **Faster on average**
36% of respondents said no-code was more than 6x faster for them than traditional programming.

4.6x **More affordable on average**
41% of respondents said no-code was more than 6x cheaper for them than traditional programming.

4.8x **Easier on average**
47% of respondents said no-code was at least 6x easier for them than traditional programming.

The Top No-Code Tools



Bubble - Core Product



Airtable - Database



Zapier - Workflow Automation



Shopify- eCommerce



Wordpress- Front End

We asked respondents what they used no-code tools for, selecting from categories including: **core product, database and workflow automation, ecommerce, and front-end** (they were allowed to select more than one answer). For each answer, respondents were asked to follow up and select from any number of tools that they used, or fill in their own if their tool was not represented.

The Top Tools ranked highest in their category: Bubble (76%), Airtable (47%), Zapier (57%), Shopify (49%) and Wordpress (57%)

Notable runner-up tools include:

- **Core Product:** Webflow (20%), Adalo (10%), Glide (10%)
- **Database and Workflow Automation:** Integromat (24%), Parabola (10%)
- **E-Commerce:** WooCommerce (41%)
- **Front-End:** Webflow (31%) Wix (25%), Squarespace (22%), Carrd (14%)

The Average No-Coder in 2020

Average (median) age of a no-coder:

34

Average (median) company employee size:

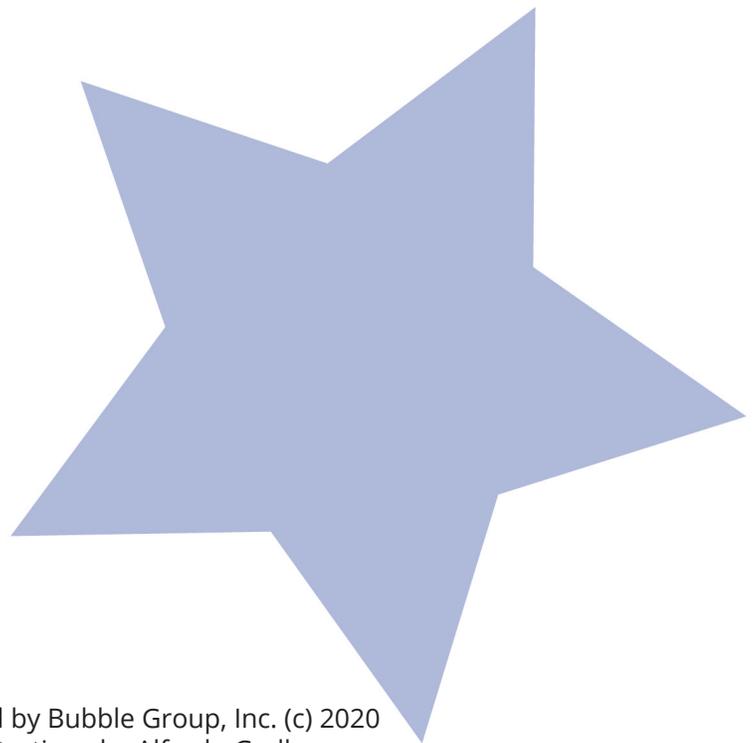
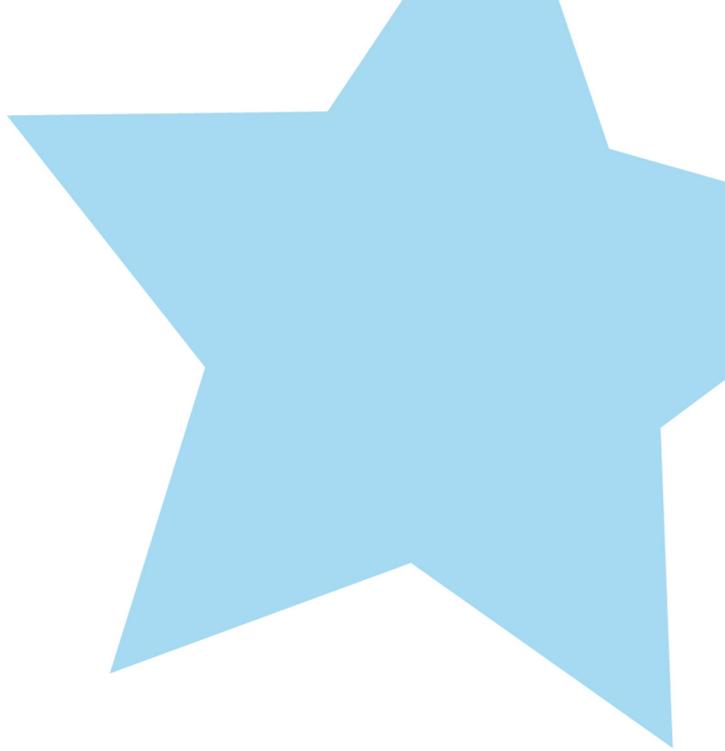
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Average (median) number of engineers you'd need without no-code:

2-3 engineers

Average (median) age of company:

**~3.5 years old
(founded 2018-2017)**



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