

2020 WordPress.org Annual Survey and Contributor Survey Results

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2020 WordPress.org Annual Survey Results



Background and Methodology

2020 Annual Survey Background

For many years, we've invited folks to tell us how they use WordPress by filling out an annual survey. In 2019, we added questions to better understand why people continue to use WordPress as their preferred CMS. We asked those questions again in this year's survey.

OBJECTIVES

- In order to not reveal any information that survey respondents might consider private, we do not publish a full export of the raw data. We'd love to make this information as accessible as possible, though. So, if you have a suggestion for an OS project or tool, we can put the data into that allows people to play with it that still protects individual response privacy, please reach out!

Methodology

We created an online survey and invited respondents to participate via a banner on WordPress.org and through other distribution channels. Those who qualified (based on their use of WordPress) were invited to answer questions related to the way they use WordPress. At the end of the “Main Survey,” respondents who contribute to the Open Source Community were invited to continue on to the “Contributor Survey” to share their feedback about those experiences.

Additional details:

- The survey was fielded globally on Oct 27, 2020.
- Crowdsignal was used as the survey instrument.
- An English language survey version was provided along with optional translated surveys in 5 additional languages.
- A total of 17,295 survey completes were collected.

	Survey Completes
2015	45,995
2016	15,585
2017	16,245
2019	6,203
2020	17,295

Languages

In 2019, the survey was available in six languages for the first time. This year, 75% completed the survey in English, while the second most popular was the French language survey (8%), followed by Spanish and Russian (6% and 4% respectively).

Language	Completed Surveys
English	12,949
French	1,308
Spanish	1,074
Russian	776
German	698
Japanese	490

Survey Response

The 2020 total survey completes (17,295) signifies a higher level of engagement for the annual survey. While the English language survey generated the majority of the surveys (12,949), it also had the lowest completion rate (47%) of all of the survey languages. Some factors which could contribute to the lower engagement include:

- ❖ The survey includes the questions from both the Annual survey and the Contributor survey, requiring more time from Contributors to complete.
- ❖ A general decline in interest among English-speaking respondents, in contributing to the survey
- ❖ A pandemic along with widespread social and political uncertainty created entirely new and unpredictable behaviors within the community.

Language	Completed Surveys
English	12,949
Spanish	1,074
Russian	776
French	1,308
German	698
Japanese	490

Major Groups

This analysis presents the results, broken into three major groups which are defined by responses to the question: *Which of the following best describes how you use WordPress?*

	2015	2016	2017	2019	2020
WordPress Professionals	26,662	8,835	9,196	3,825	8,663
<i>WordPress Company Pros</i>	--	3,528	3,700	1,278	2,773
<i>WordPress Freelancers/Hobbyists</i>	--	5,307	5,496	2,547	5,890
WordPress Users	16,130	5,290	5,716	2,253	7,683
Others	3,203	1,460	1,333	125	949

GROUP DEFINITIONS

- The WordPress **Professionals** group consists of those who: work for a company that designs/develops websites; use WordPress to build websites and/or blogs for others; design or develop themes, plugins, or other custom tools for WordPress sites; or are a designer, developer, or other web professional working with WordPress.
 - This WordPress Professionals group is further divided into WordPress **Company Pros** (those who work for a company that designs/develops websites) and WordPress **Freelancers/Hobbyists** (all other professional types) subgroups.
- The WordPress **User** group consists of those who: own or run a blog that is built with WordPress; own or run a website that is built with WordPress; write for or contribute to a blog/website that is built with WordPress; use WordPress for school as a teacher; use WordPress for school as a student; or are learning to build websites using WordPress.
- The **Others** group consists of those who did not self-identify with any of the options provided for the question, "Which of the following best describes how you use WordPress?"

Location

Survey response has shifted significantly from Europe over to Asia and North America in 2020.

	2015	2016	2017	2019	2020
<i>n=</i>	43,170	14,141	14,600	6,196	17,280
Europe	37% ▼	35% ▼	36% ▼	62% ▲	40%
<i>n=</i>	16,180	5,021	5,299	3,862	6,856
Asia	19% ▼	23%	20% ▼	12% ▼	24%
<i>n=</i>	8,038	3,206	2,906	749	4,066
North America	35% ▲	33% ▲	34% ▲	10% ▼	23%
<i>n=</i>	14996	4,619	5,007	600	3,964
South America	3% ▼	3% ▼	3% ▼	9% ▲	6%
<i>n=</i>	1,289	373	401	554	1,054
Oceania	3%	3%	4%	4%	2%
<i>n=</i>	1,445	452	526	232	321
Africa	3% ▼	3% ▼	3% ▼	3%	6%
<i>n=</i>	1,222	470	461	199	1,019

▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

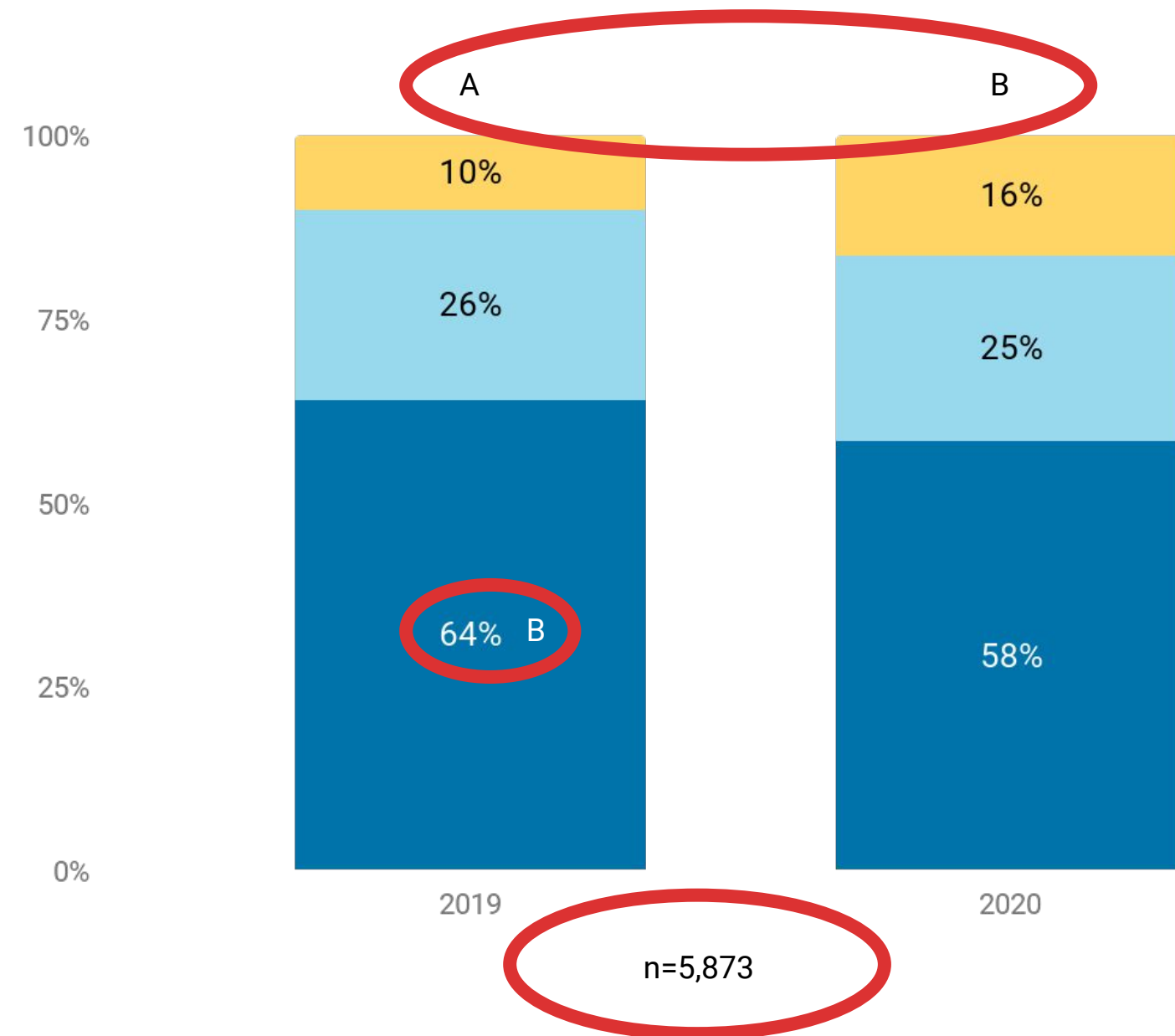
SUMMARY

- Europe still shows the highest response compared to other continents but engagement with the survey has decreased significantly from representing 62% of the responses collected previously to 40% in 2020.
- Asia witnesses a significantly high survey engagement to 24% from 12% in 2019; while North America shifted to third position but with a significant growth from 10% in 2019 to 23% for this survey.

Interpreting the results

Respondent Sample Sizes:

- Throughout the report, the total number of respondents included in the calculation of the results is indicated by “n=”.



Statistical Significance:

- Throughout the report, ▼ ▲ icons indicate statistically significant increases or declines in the results at the 95% confidence level.
- Column letters denote significantly higher values within the column comparisons.
- These differences are important to call out because it means we can be 95% confident that the rest of the population (similar to that group of data) will feel the same way. Conversely, there is a 5-percent chance that people would *not* feel the same way.

Interpreting the results

Net Promoter Score (NPS):

- The Net Promoter Score is a loyalty metric that is calculated from the question, “How likely are you to recommend WordPress to friends, colleagues, or clients?” The score is considered to be a strong representation of product satisfaction because the more someone likes using a certain product or doing business with a particular company, the more likely they are to share their experiences with others.
- Using an 11-point rating scale, ranging from 0 (“not at all likely”) to 10 (“extremely likely”), respondents are classified into one of three groups:
 1. Promoters = respondents giving a 9 - 10 rating
 2. Passives = respondents giving a 7 - 8 rating
 3. Detractors = respondents giving a 0 - 6 rating
- The proportion of “Detractors” is then subtracted from the proportion of “Promoters” to create the “Net Promoter Score”.
- For respondents with a NPS Score of more than one category, the highest NPS Score is considered in the analysis.
- Respondents with no NPS score are excluded from the analysis.



Executive Summary

Executive Summary

Although this year shows a decline in NPS, WordPress remains the platform of choice for future projects among those surveyed.

- The reasons for being the platform of choice include WordPress being the CMS people already know and the value provided through its community support. However, significantly fewer respondents agree that WordPress is as good as or better than its competitor when compared to the 2019 results.
- The number of professionals who report providing additional themes and plugins has increased substantially, whereas the amount of time reported for creating those sites has decreased.
- Regardless of frustrations felt with various features, this seems to indicate that ease of use has been improving.



Why WordPress is Used

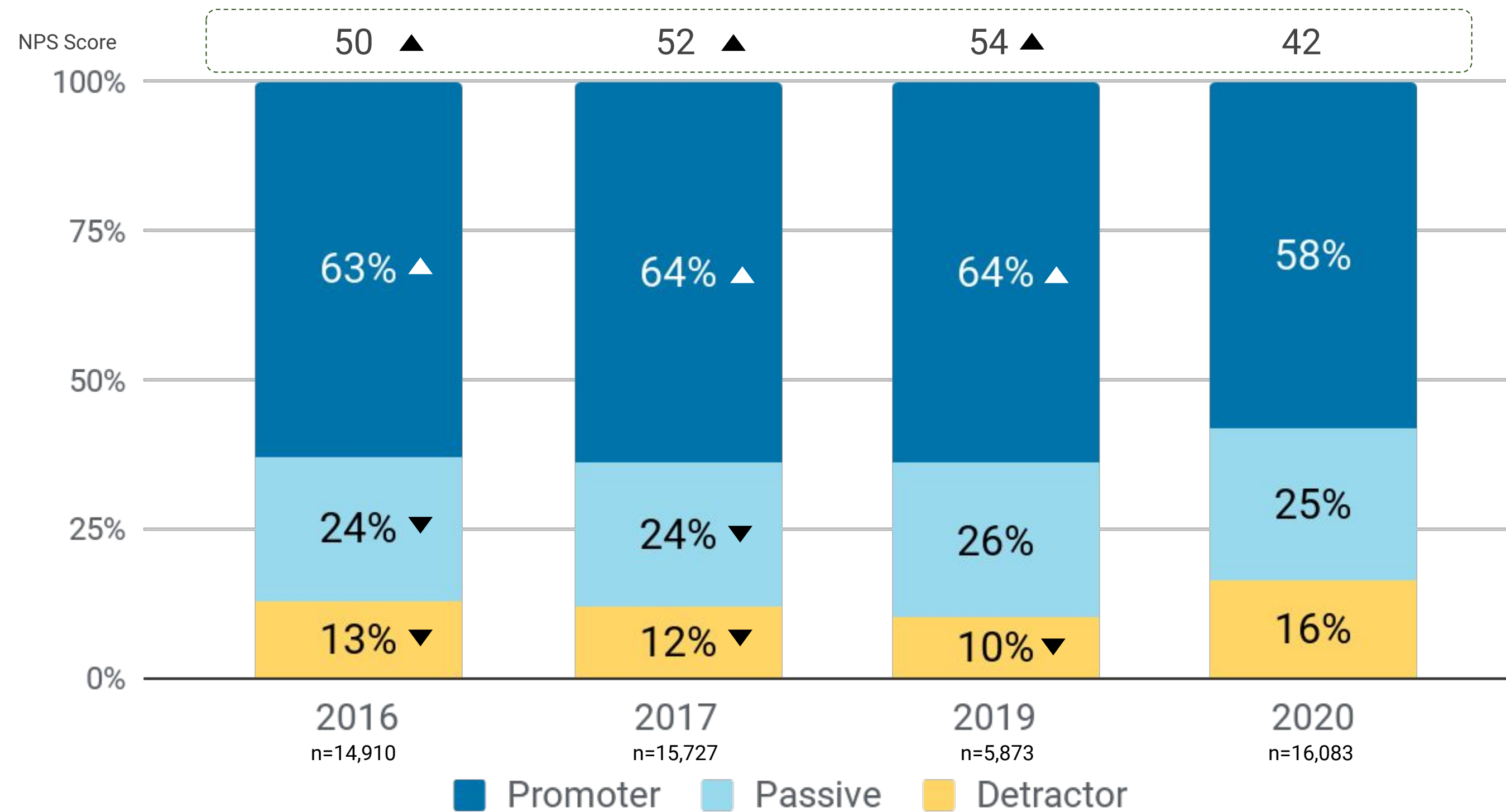
Summary of Findings

NPS is currently at an all-time low while WordPress is the most preferred platform for a vast majority of respondents' next website projects.

- Nearly half of the Other respondent group say they “don't know” why they use WordPress, a significant increase from levels reported in 2019.
- In addition, competition is becoming a threat. More respondents disagree that WordPress is as good as or better than its competitors.
- Professionals hold WordPress in higher regard compared to its competitors, than do the Users and Other groups.

NPS results over time

NPS is currently at an all-time low with a score of 42 (compared to 54, 52, and 50 respectively). While a slight dip among “Passive” respondents is observed in 2020, “Detractors” have increased significantly. While “Passives” are vulnerable to switch to competitors, they can be converted to “Promoters” if they are given what they need. “Detractors” require attention to understand what WordPress is not providing.



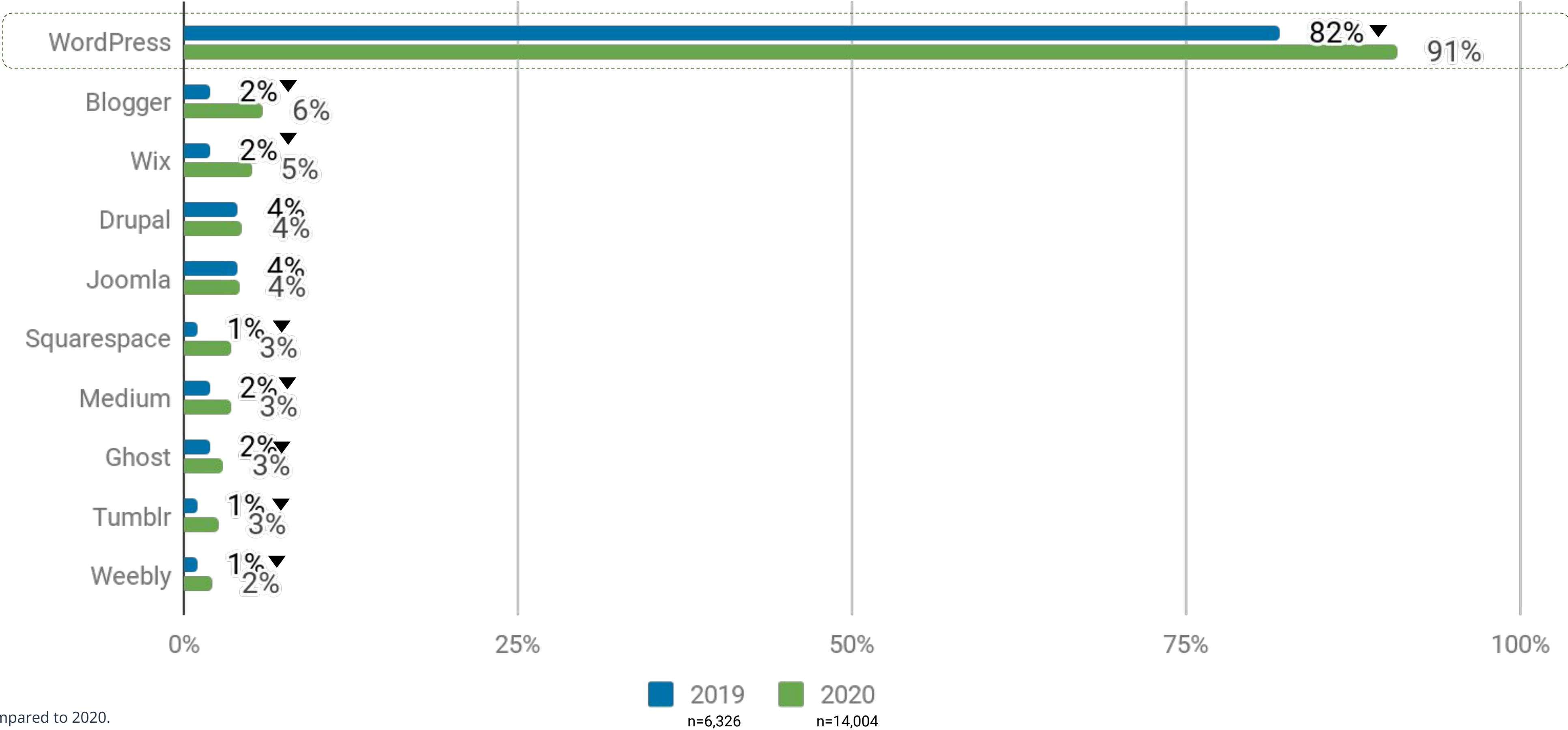
▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

Question text: "NPS: How likely are you to recommend WordPress to friends, colleagues, or clients?"

Platform Choice for Future Website Project

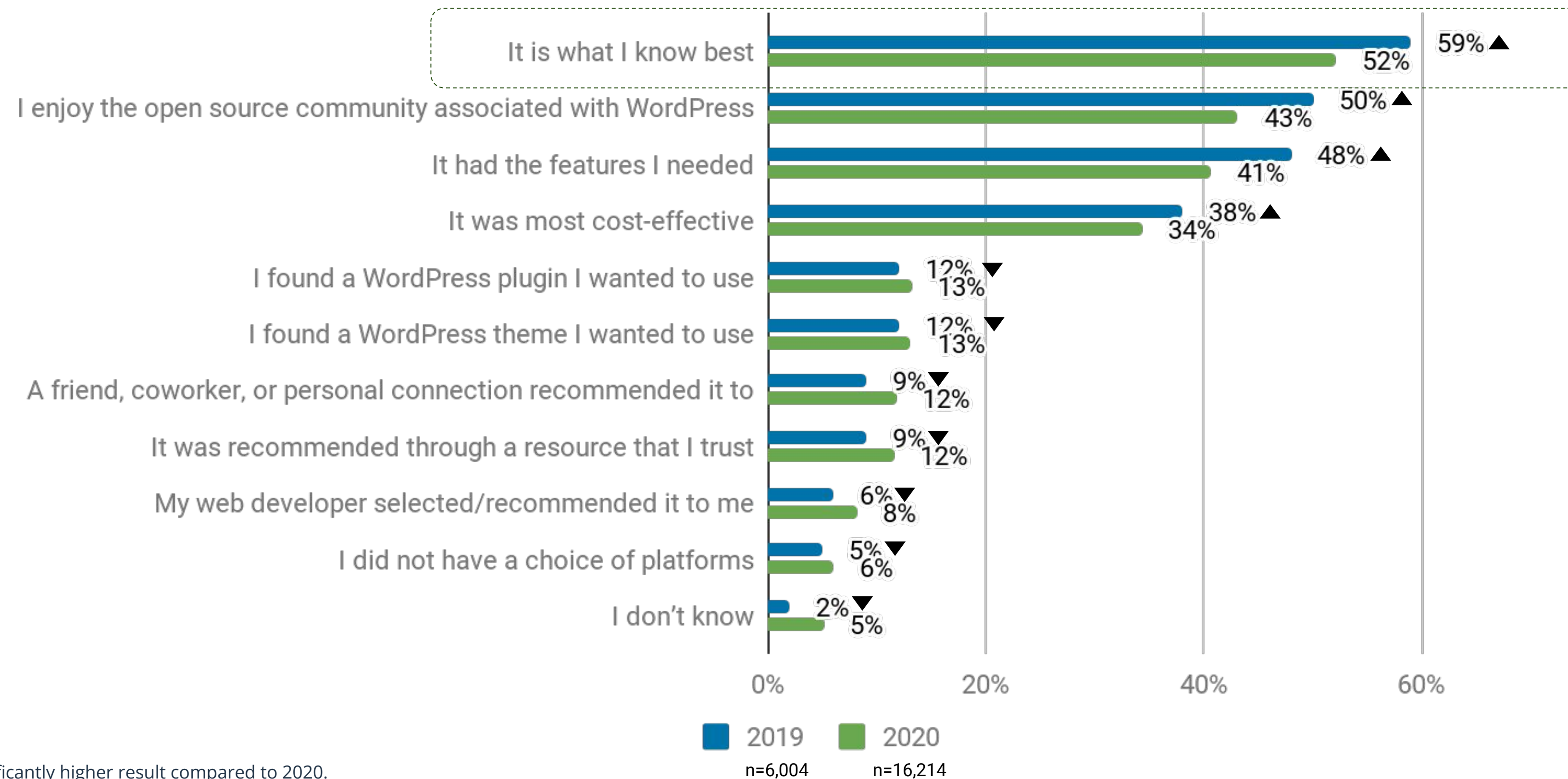
WordPress (91%) continues to be the preferred platform for the next website project and is ranked significantly higher than in 2019.



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 Question text: "For your next website project, which platform would you choose to use?"

Why WordPress is Used Among All Respondents

More than half (52%) of survey respondents choose WordPress because it's what they know best. However, its popularity has decreased significantly compared to 2019. Some other factors such as recommendation from friend, coworker, or personal connection or from trustworthy source have increased significantly compared to 2019.



▲ Indicates a significantly higher result compared to 2020.

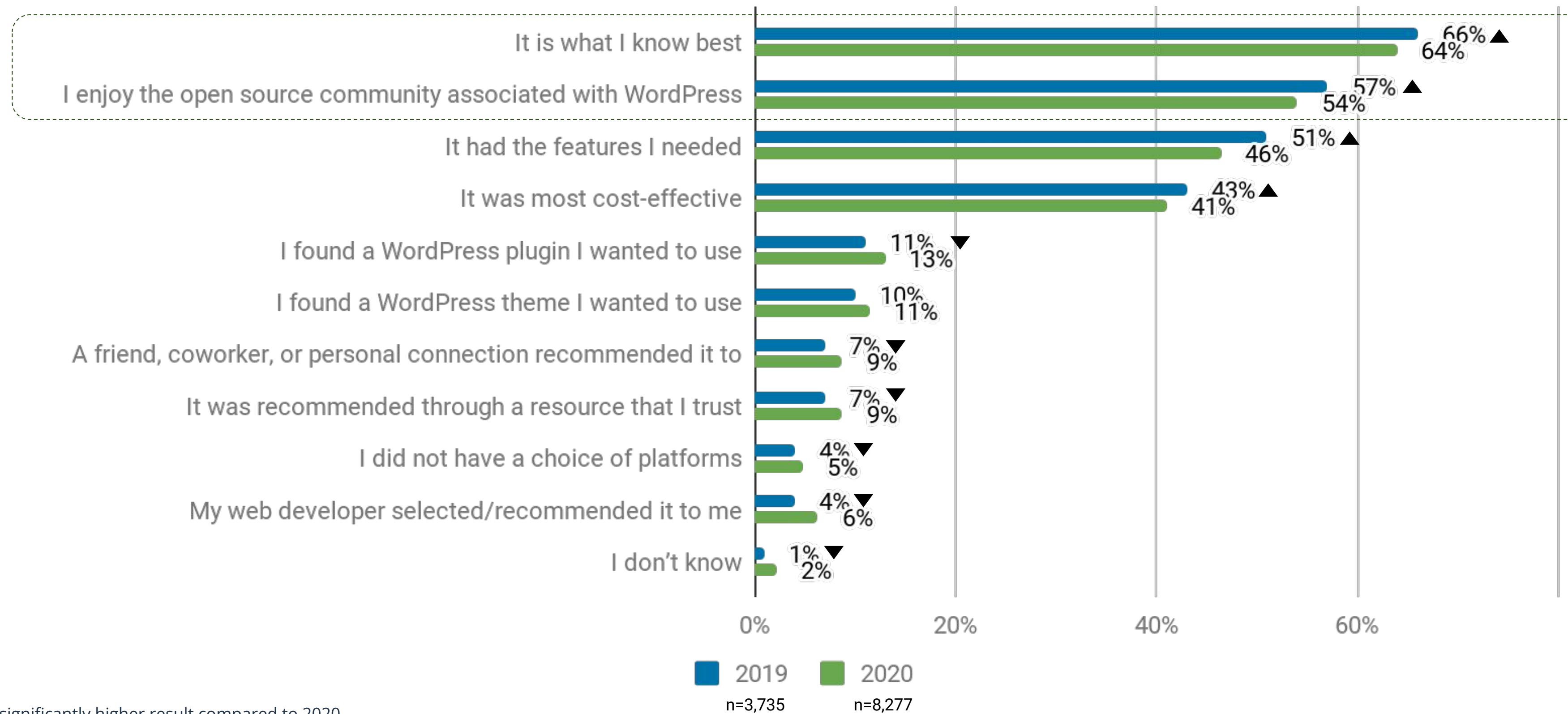
▼ Indicates a significantly lower result compared to 2020.

Question text: "Which of the following describes why you use WordPress instead of other technological tools/platforms?"

Multiple responses were allowed so results will not add to 100%.

Why WordPress is Used Among the Professional Respondent Group

Approximately two-thirds (64%) of Professionals say they use WordPress because it's what they know best. Fifty-four percent (54%) also like the WordPress open source community.



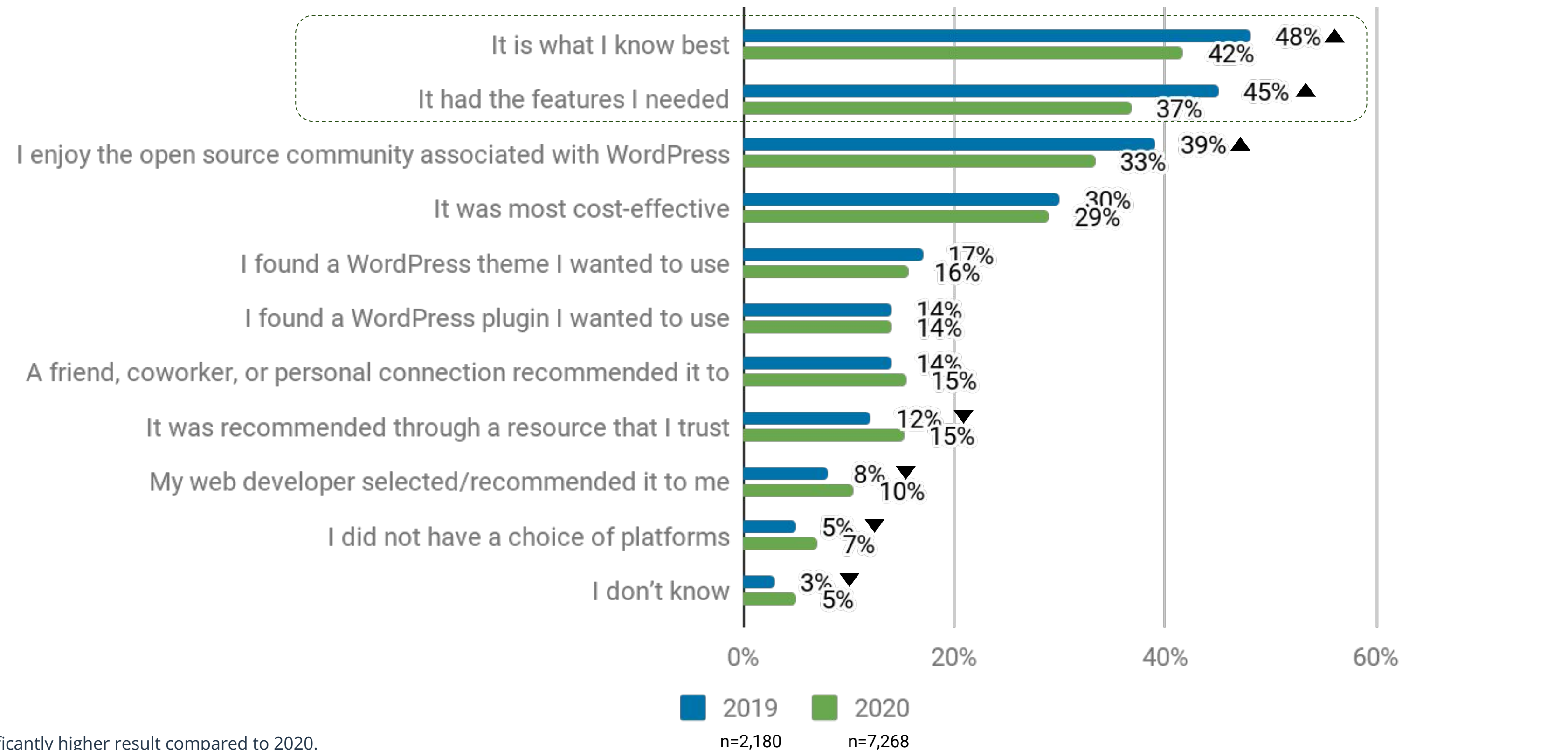
▲ Indicates a significantly higher result compared to 2020.

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Question text: "Which of the following describes why you use WordPress instead of other technological tools/platforms?"
Multiple responses were allowed so results will not add to 100%.

Why WordPress is Used Among the User Group

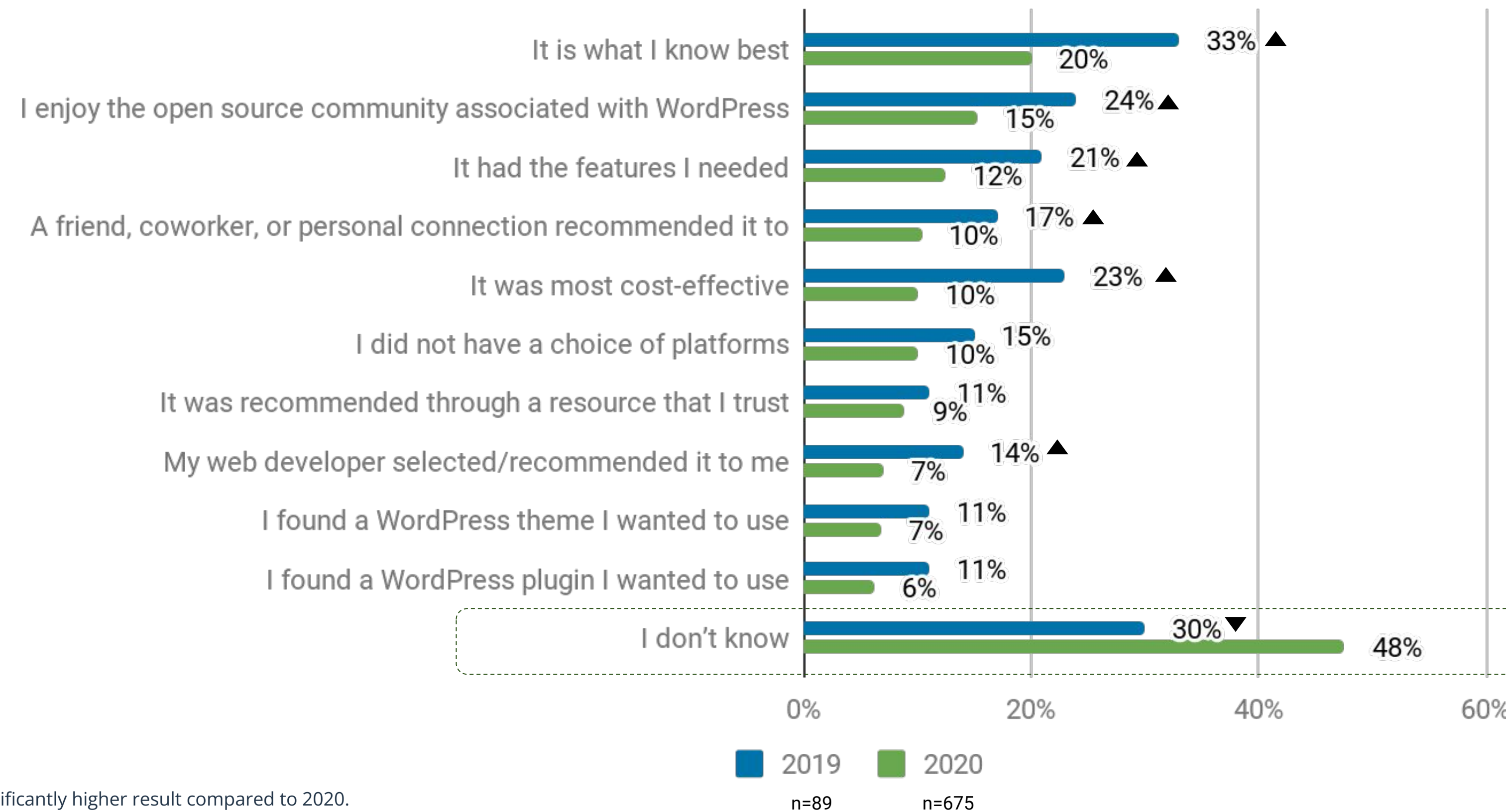
Forty-two percent (42%) of users say they use WordPress because it's what they know best. Thirty-seven percent (37%) use WordPress because it has the features they need.



Question text: "Which of the following describes why you use WordPress instead of other technological tools/platforms?"
Multiple responses were allowed so results will not add to 100%.

Why WordPress is Used Among the Other Respondent Group

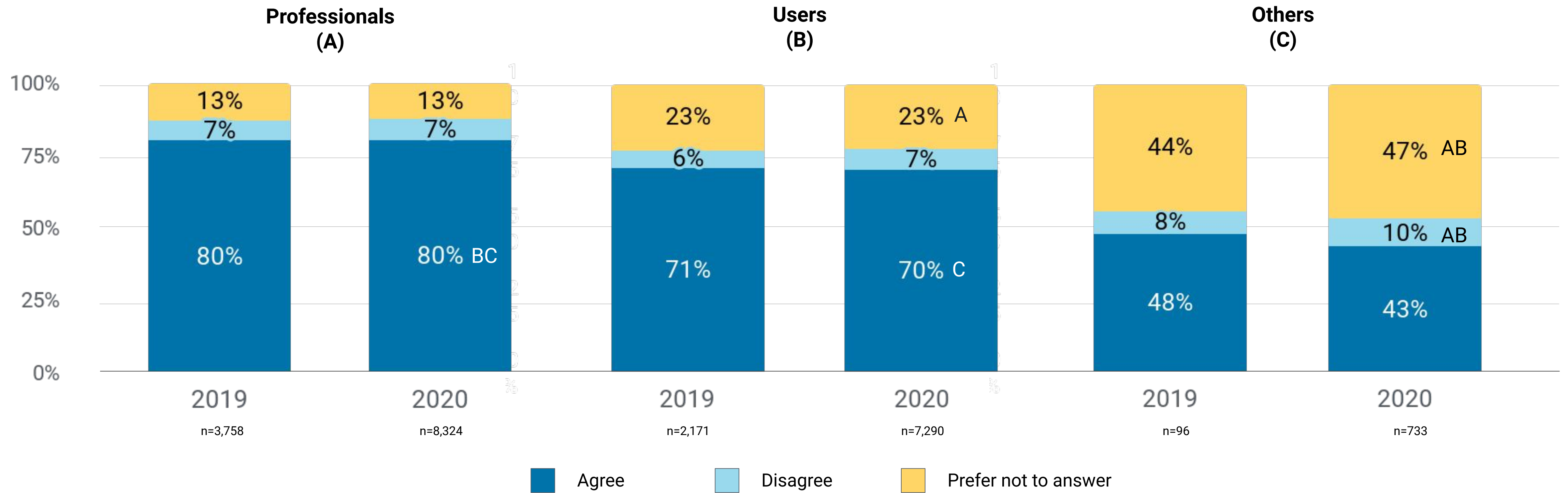
A significantly higher proportion (48%) compared to 2019 (30%) don't know why they use WordPress instead of other technological tools/platforms.



Question text: "Which of the following describes why you use WordPress instead of other technological tools/platforms?"
Multiple responses were allowed so results will not add to 100%.

WordPress vs. Competitors by 2019 Customer Groups

Significantly more Professionals (80%) feel WordPress is as good as or better than its competitors compared to Users (70%) and Other respondents (43%). Disagreement with this statement is low across all groups (7%-10%). However, significantly more Users (23%) and Other respondents (47%) than Professionals (13%) say they do not want to express their opinion.



▲ Indicates a significantly higher result compared to 2020.

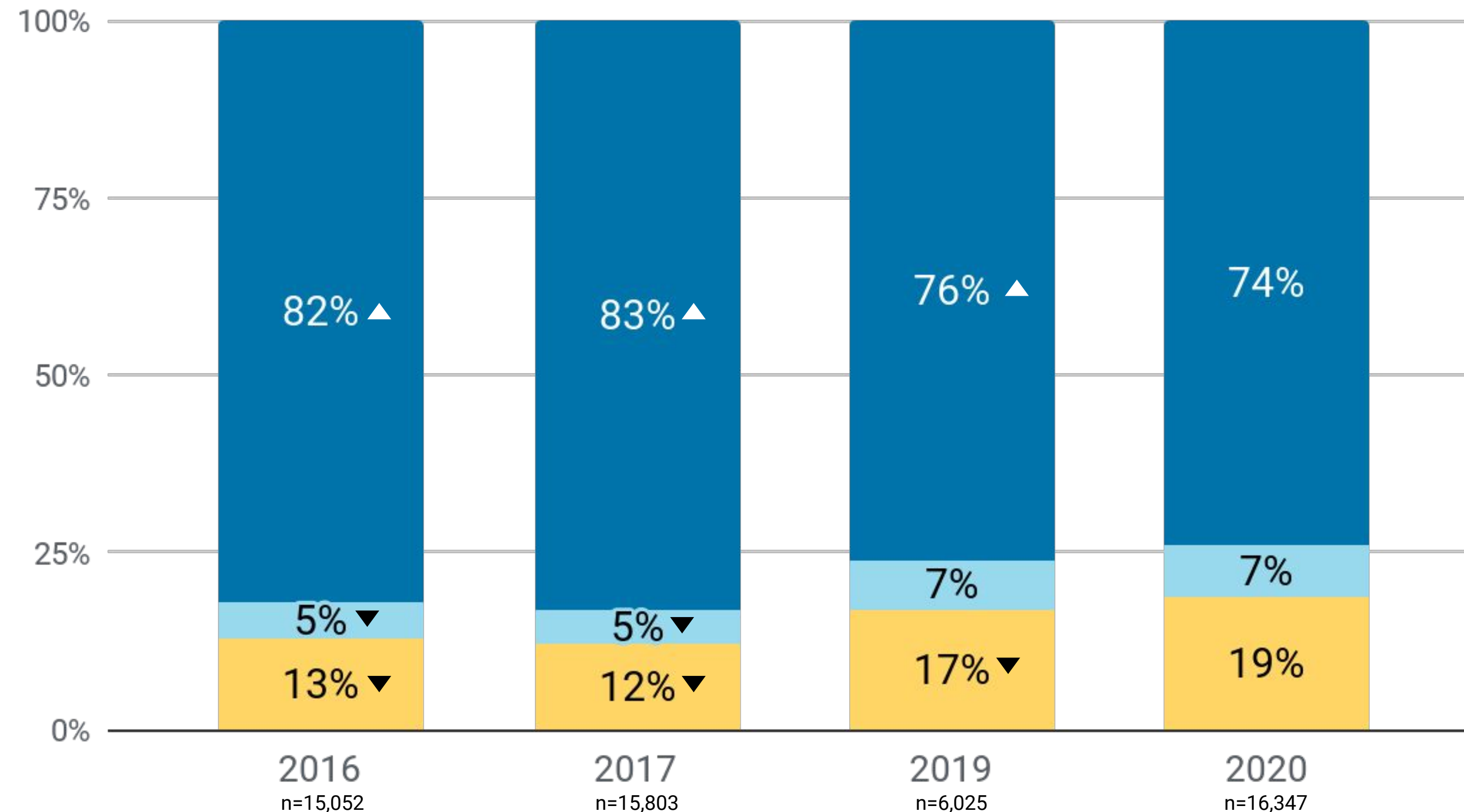
▼ Indicates a significantly lower result compared to 2020.

A,B & C represent column wise significant testing performed between the three groups

Question text: "WordPress is as good as, or better than, its main competitors."

WordPress vs. Competitors Over Time

Significantly fewer respondents feel WordPress is as good as or better than its competitors (74%) than in 2019, 2017, and 2016 (76%, 83%, and 82% respectively). Significantly more respondents opting not to answer the question in 2020 (19%) than in 2016 (13%), 2017 (12%), and 2019 (17%).

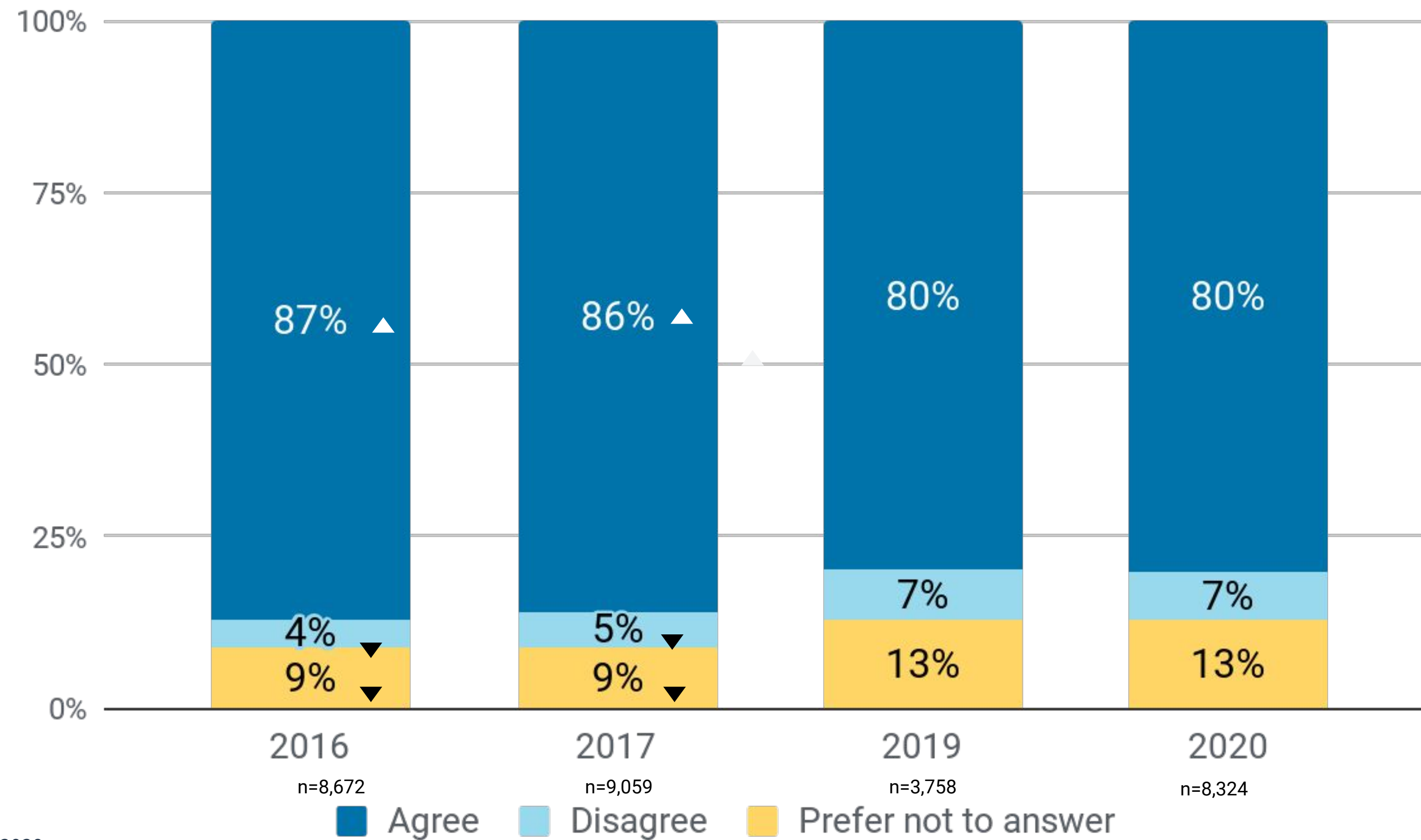


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "WordPress is as good as, or better than, its main competitors."

WordPress vs. Competitors Over Time Among the Professional Respondent Group

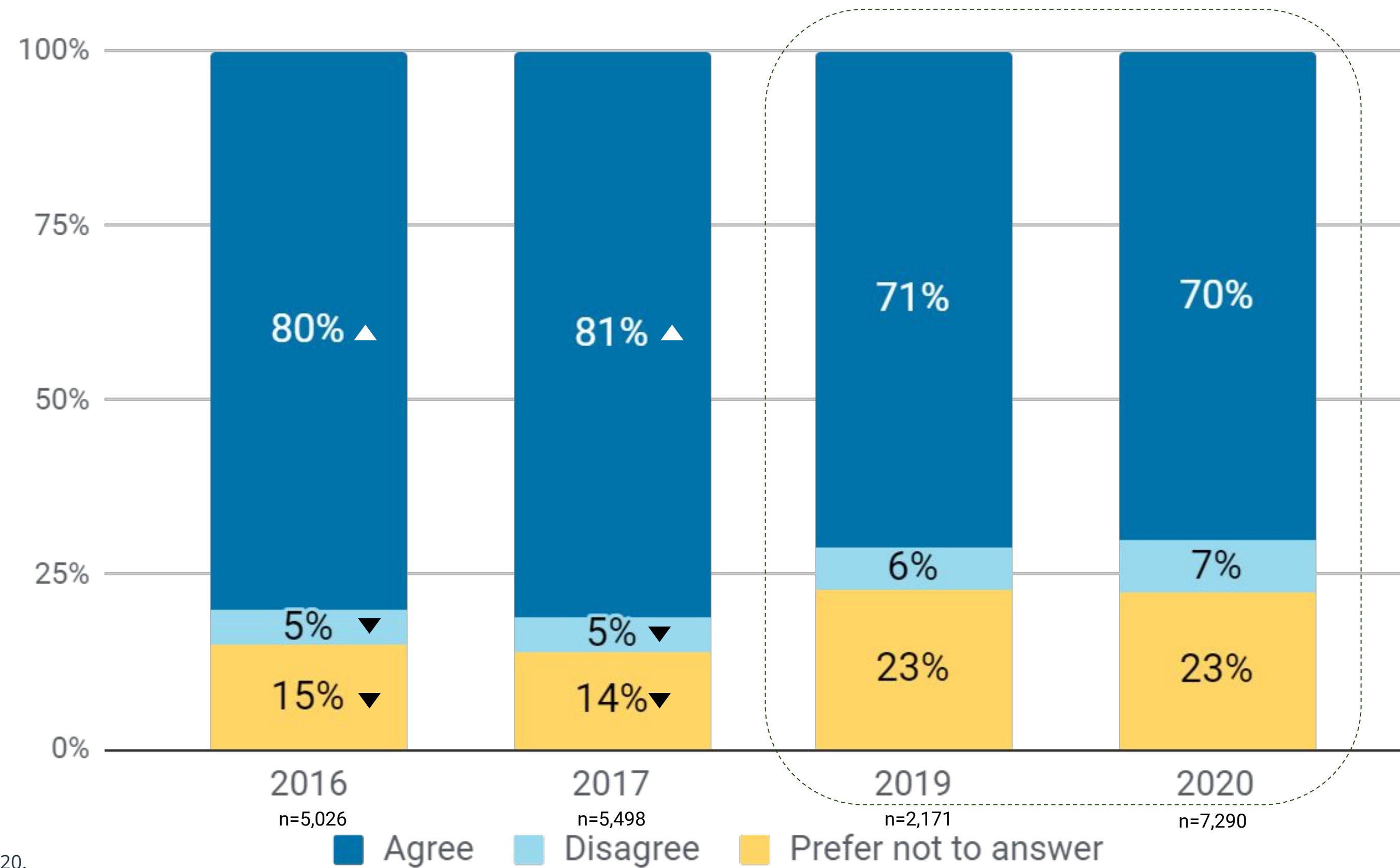
The proportion of Professionals (80%) who feel “WordPress is as good as or better than its competitors” remain similar to 2019 but has significantly declined compared to 2017 and 2016 (86%-87%). While the disagreement with this statement remains similar to last year (7%).



Question text: "WordPress is as good as, or better than, its main competitors."

WordPress vs. Competitors Over Time Among the User Respondent Group

Agreement with the statement “WordPress is as good as, or better than, its main competitors” is at an all-time low among Users, dropping from 71%-81% previously to 70% in 2020. A similar trend also occurs for respondents who prefer not to answer.

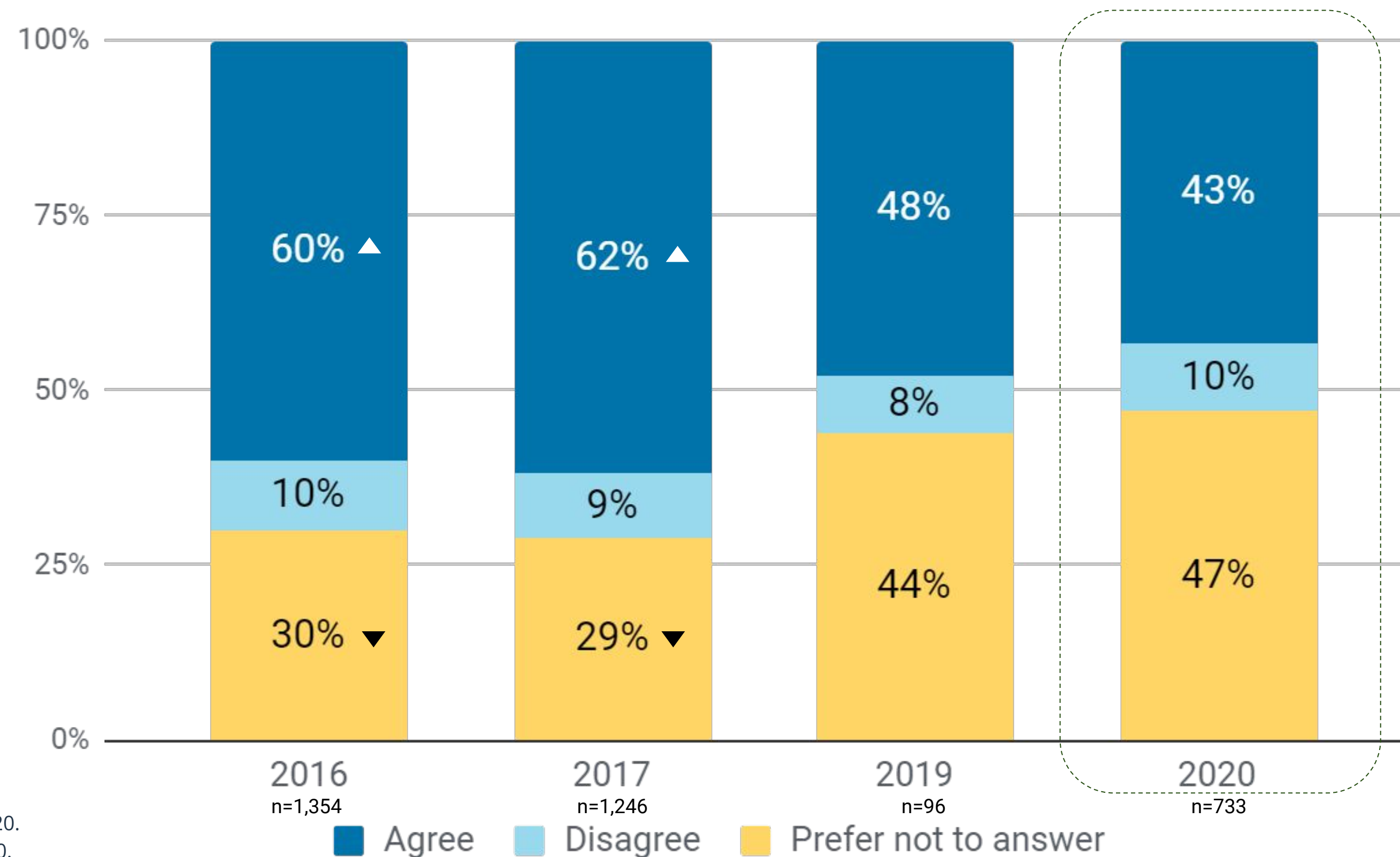


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "WordPress is as good as, or better than, its main competitors."

WordPress vs. Competitors Over Time Among the Other Respondent Group

The proportion of Other respondents who feel “WordPress is as good as or better than its competitors” is at all time low (43%) compared to the previous surveys (ranging from 48% to 62%). A higher proportion of those within the Other respondent group in 2020 (47%) prefer not to share their opinion compared to previous years.



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "WordPress is as good as, or better than, its main competitors."



How WordPress is Used

Summary of Findings

Almost three-quarters of WordPress Professionals are using it as a CMS. Usage as a blogging platform has significantly increased among Professionals with a slight increase in Users to utilize WordPress to learn how to build websites.

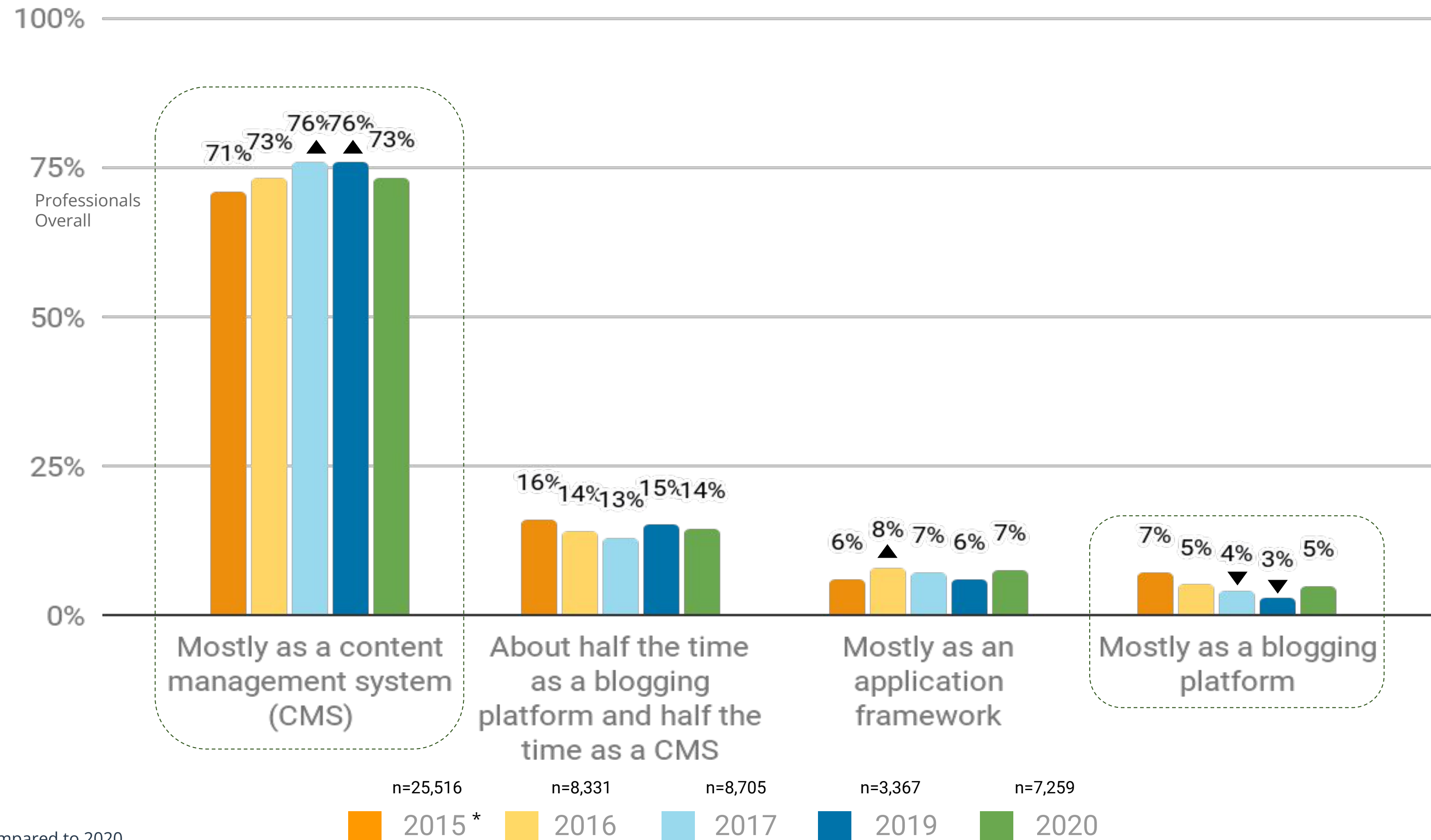
A higher share of Company Pros have built Thousands currently active WordPress sites, compared to 2019. More than half say it takes 20-60 hours to launch their typical WordPress project. They also say they are spending more time on WordPress projects.

A majority of Professionals say a lot of custom work has been done to their WordPress installation, while the Users say the theme is changed and some plugins have been added.

Slightly more than half of Professionals are still using the Classic editor, while 55% of those using the new editor know there are new blocks for Gutenberg. However, more than a third, significantly lower than in 2019, of User group are not sure which editor they use.

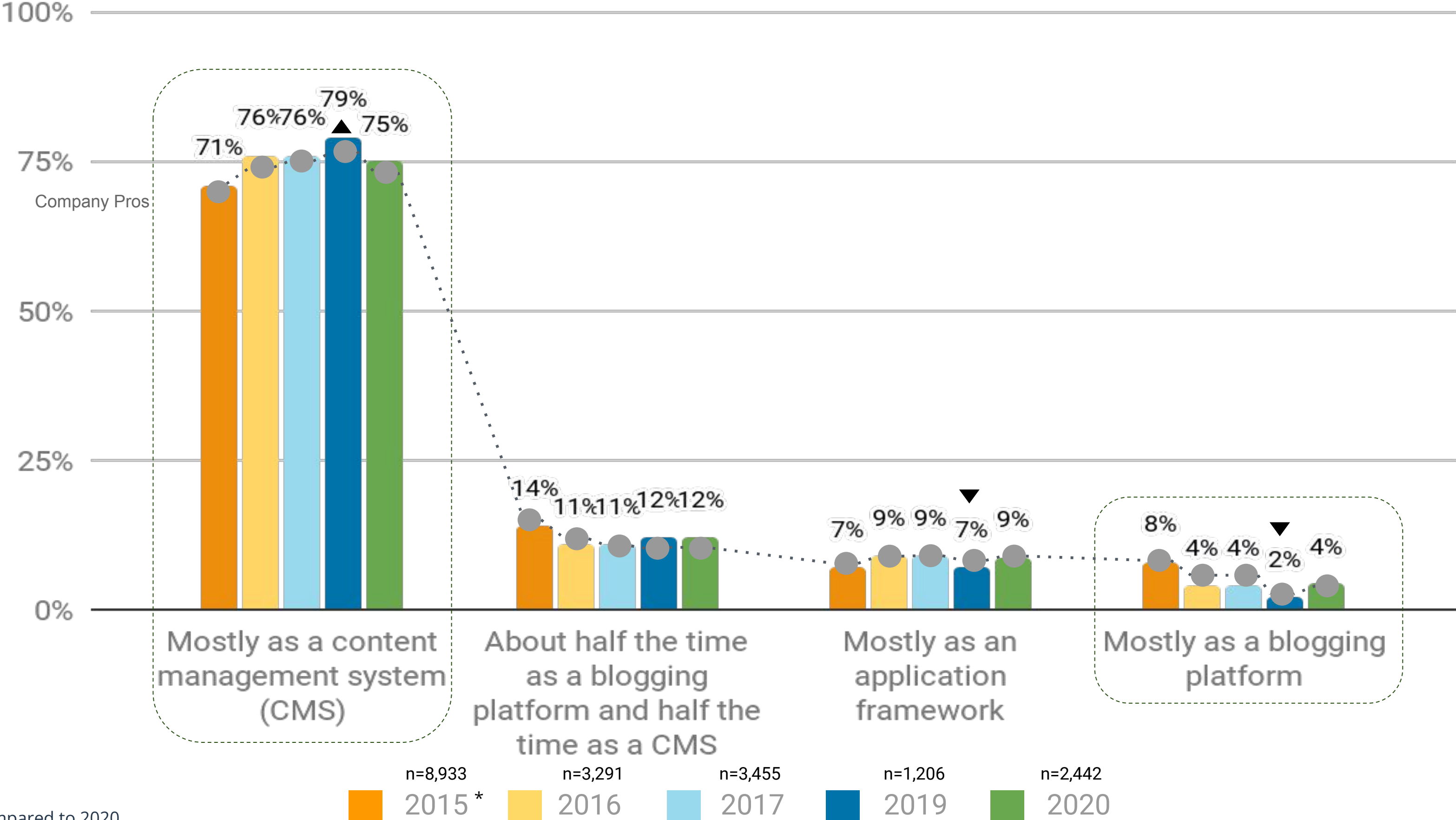
How Professionals use WordPress

A significantly lower proportion of Professionals use WordPress as a CMS (73%) compared to 2019 (76%). Professionals (5%) using WordPress as a blogging platform have increased significantly compared to both 2017 (4%) and 2019 (3%).



How the Company Pros Subgroup uses WordPress

A significantly lower proportion of Company Pros (75%) use WordPress as a CMS compared to last year (79%); whereas, the number of company Pros (4%) using WordPress as a blogging platform has increased significantly from 2019 (2%).

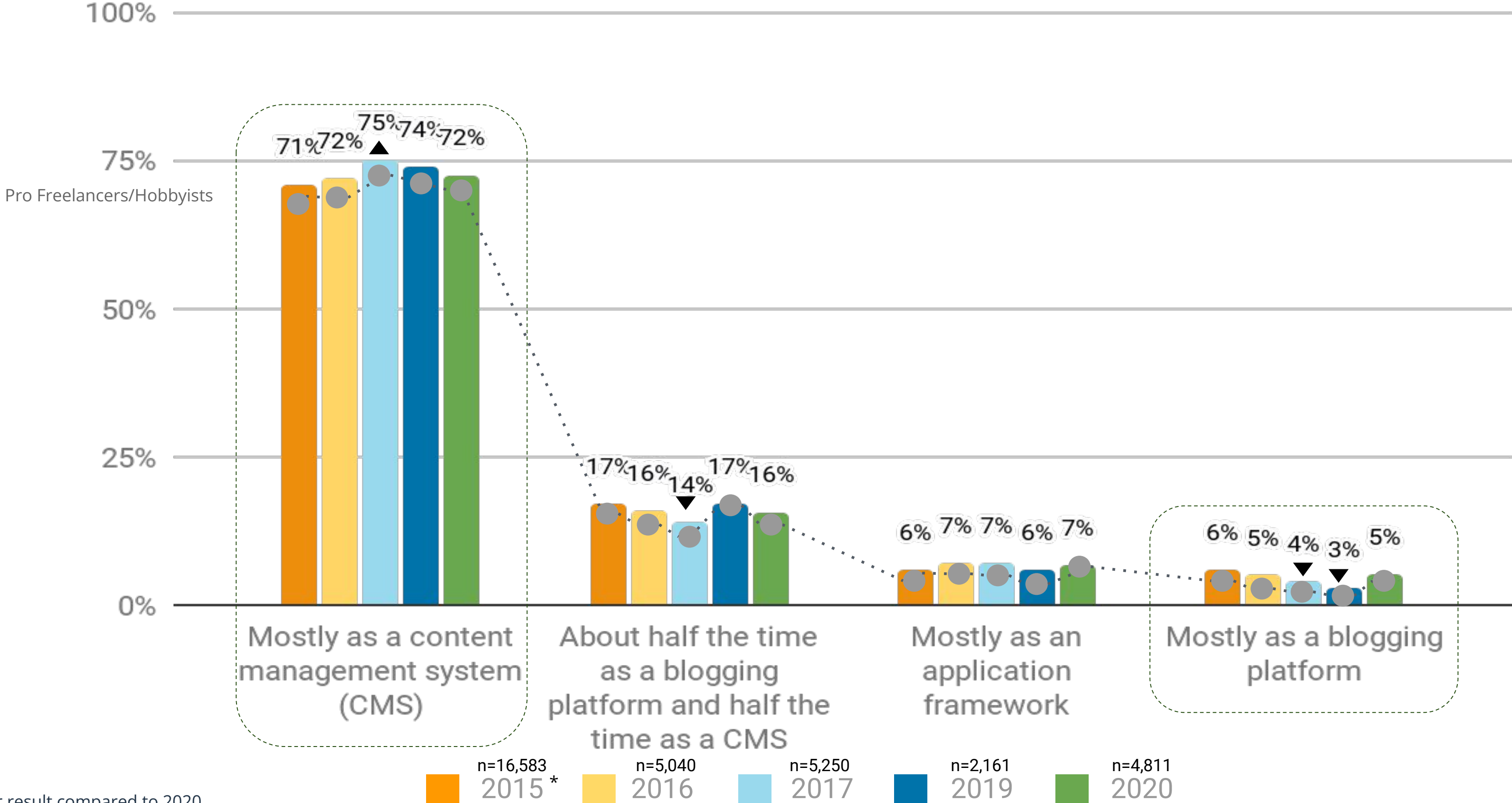


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "When making websites, how does your company or organization use WordPress?" (Changed from 2015: "How does your company or organization use WordPress when developing websites?")
 *Both the survey question and the provided question response options were changed from 2015 and the differences between these results cannot be compared for statistical significance.

How the Pro Freelancers/Hobbyists Subgroup uses WordPress

Nearly three-quarters (72%) of Pro Freelancers/Hobbyists use WordPress as a CMS. The number of respondents within this subgroup using WordPress as a blogging platform (5%) is significantly higher than in 2019 (3%).

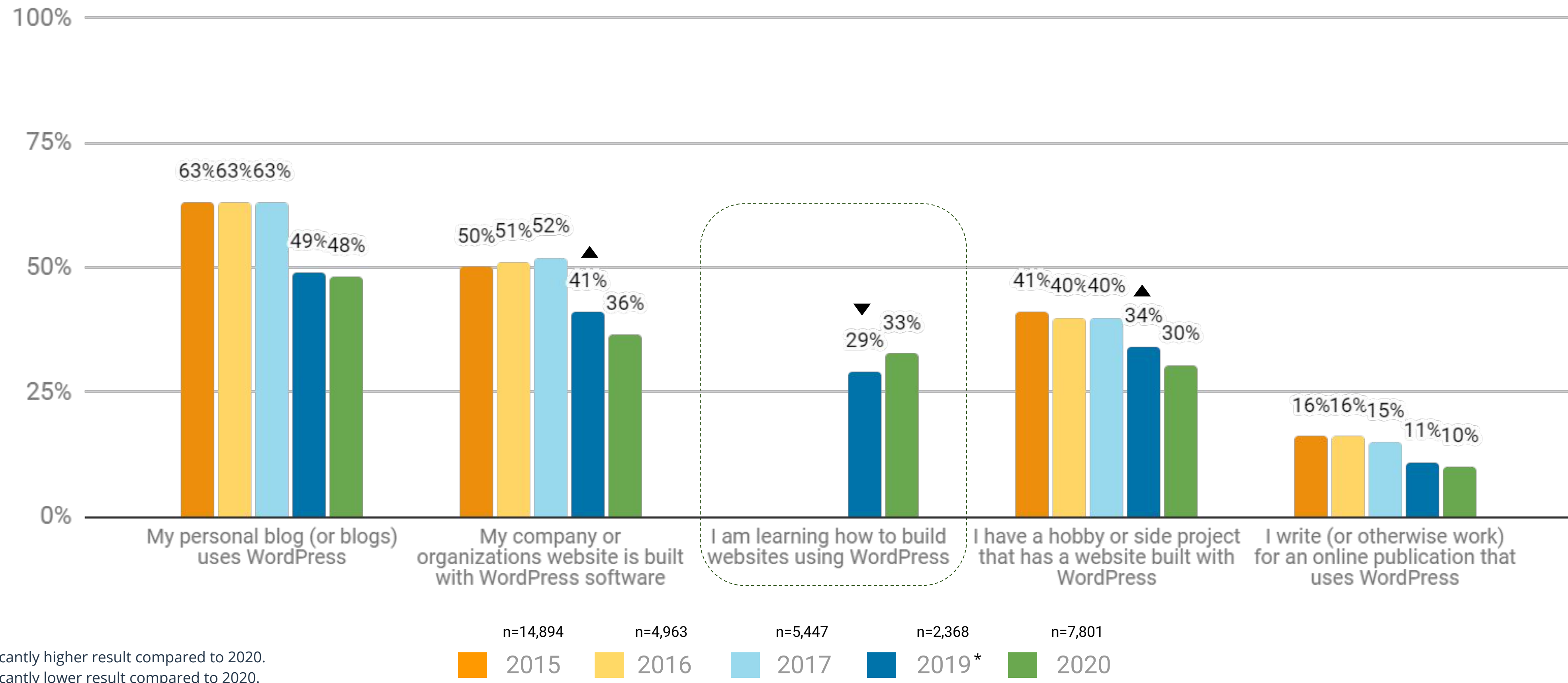


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How Users are using WordPress

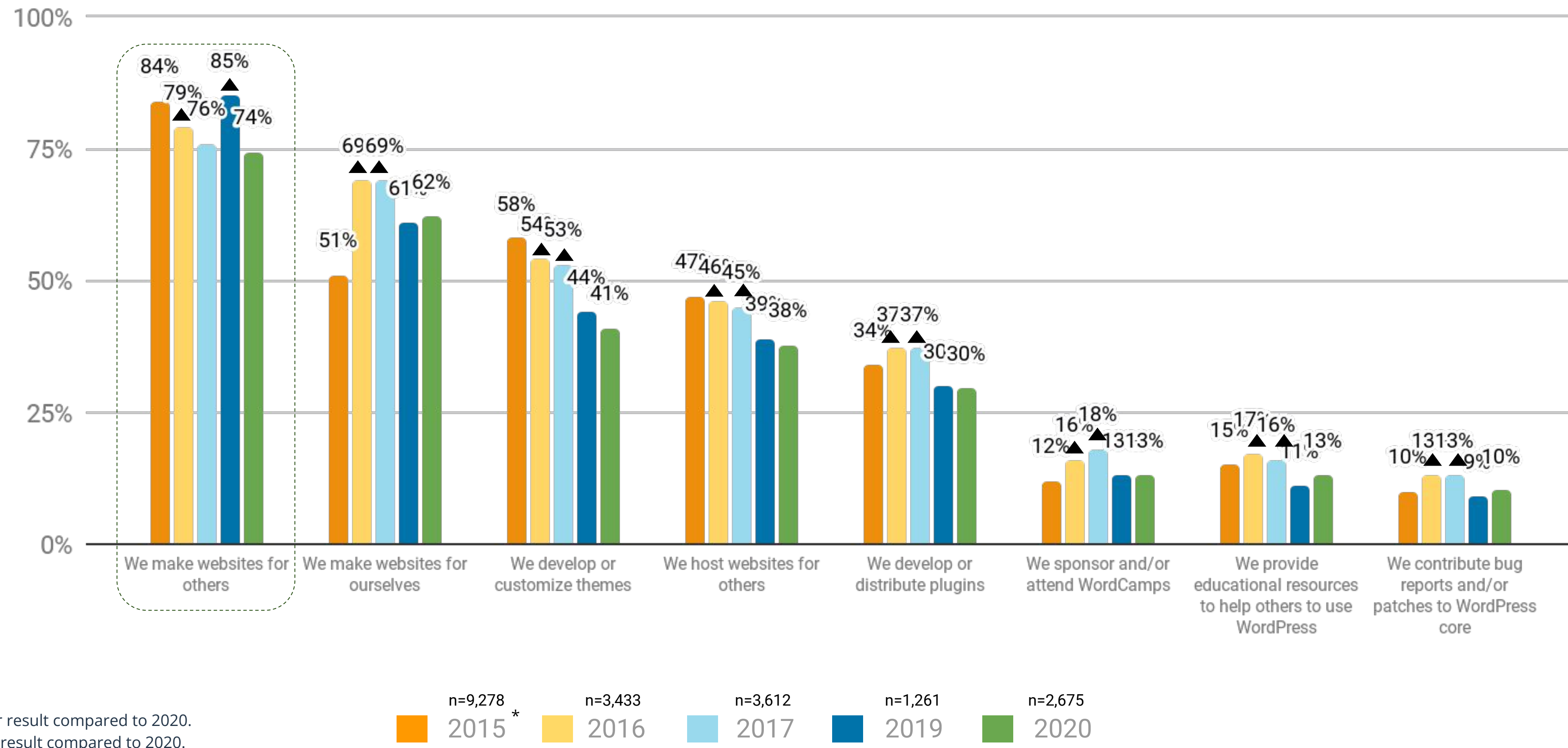
Similar to 2019, fewer users are utilizing WordPress as a personal blog, while a significantly higher proportion (33%) of users are using WordPress to learn how to build websites compared to 29% in 2019.



Question text: "Which of the following best describes how you use WordPress?"
 *The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.
 Multiple responses were allowed in 2020 so results will not add to 100%.

How the Company Pros Subgroup work with WordPress

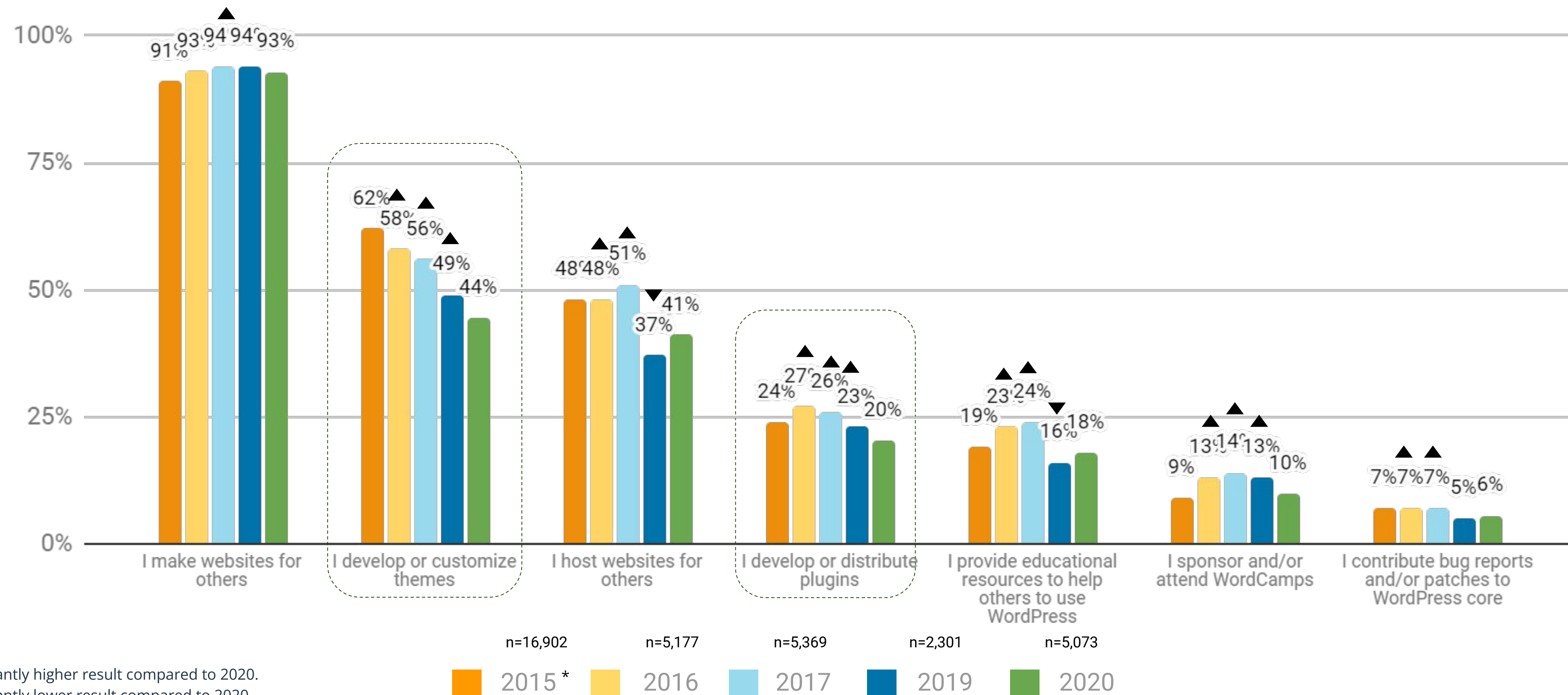
Significantly fewer Company Pros (74%) make websites for others compared to 2019 (85%). Otherwise, Company Pros work with WordPress in similar ways as last year.



Question text: "How does your company or organization work with WordPress?" (Changed from 2015: "How does your company or organization work with WordPress?")
 *The provided question response options were changed from 2015 and the differences between these results cannot be compared for statistical significance.
 Multiple responses were allowed so results will not add to 100%.

How the Pro Freelancers/Hobbyists Subgroup work with WordPress

The proportion of Pro Freelancers/Hobbyists who are developing customized themes (44%) and developing or distributing plugins (20%) are at an all time low compared to prior surveys.



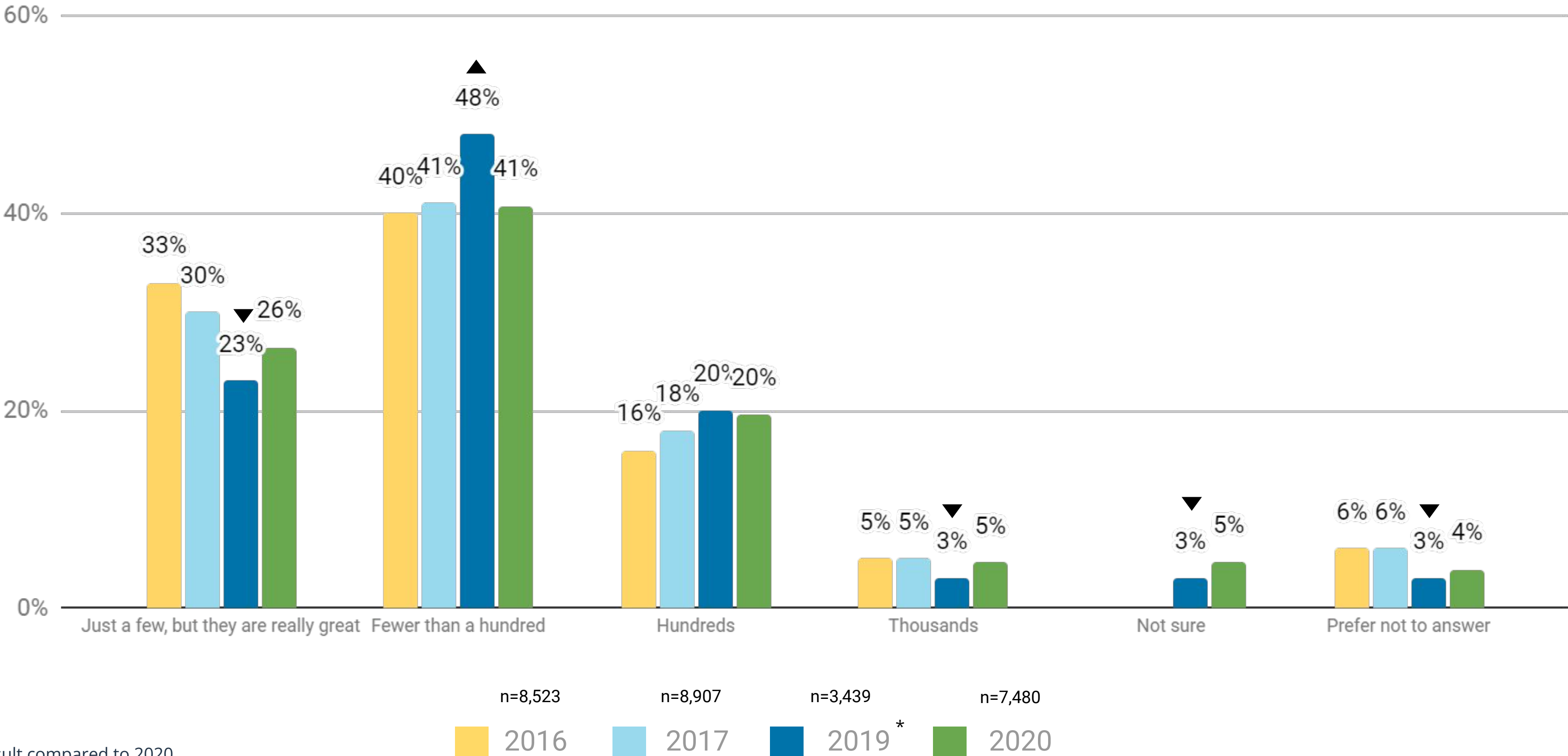
Question text: "How do you work with WordPress?" (Changed from 2015: "In which of the following ways do you work with WordPress?")

*Both the survey question and the provided question response options were changed from 2015 and the differences between these results cannot be compared for statistical significance.

Multiple responses were allowed so results will not add to 100%.

Number of WordPress Sites Professionals Built

A significantly lower proportion than in 2019 say they have fewer than a hundred active WordPress sites (from 48% down to 41%) while a higher number say they have thousands of active WordPress sites, from 3% up to 5% currently.

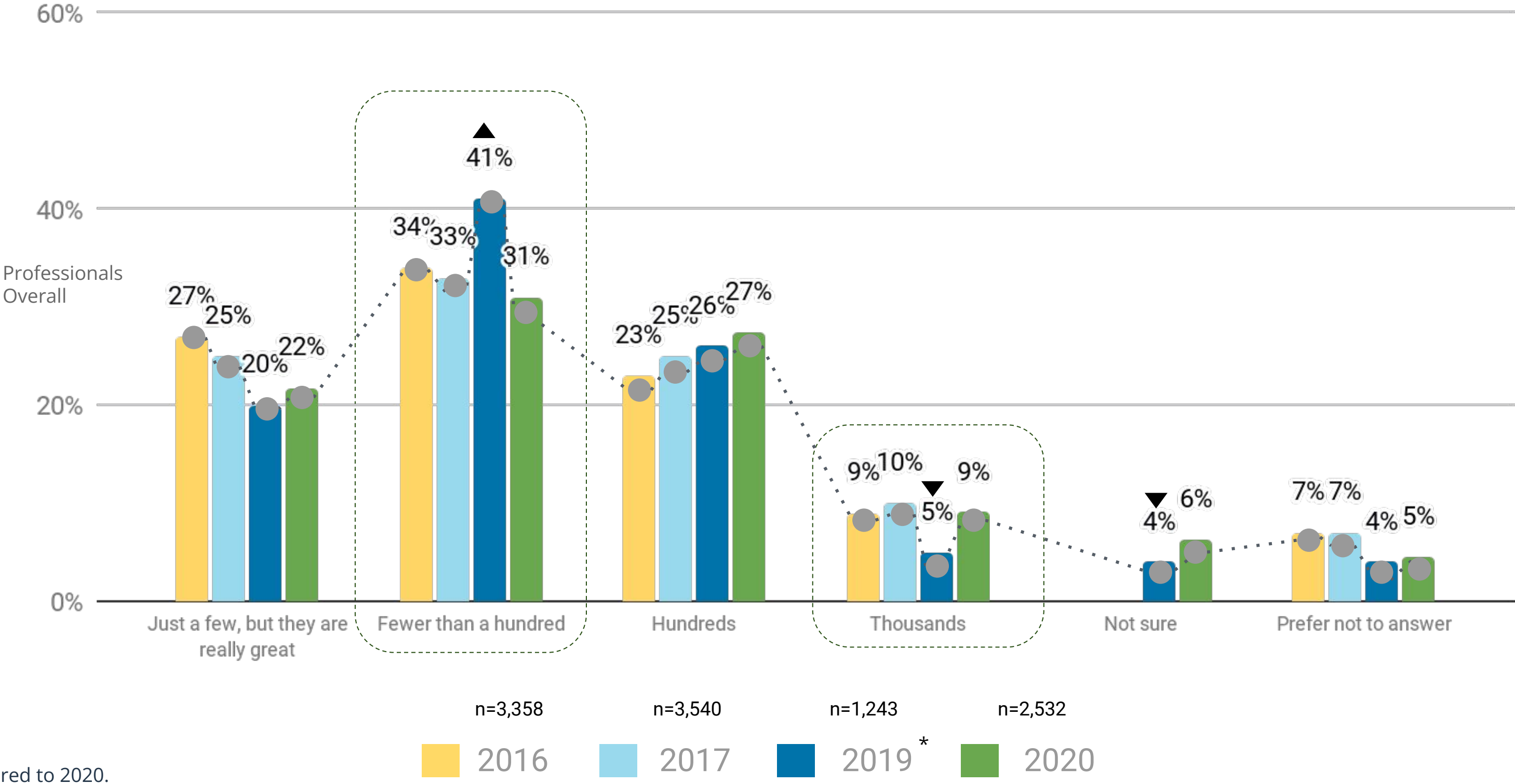


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "Roughly how many currently active WordPress sites has your company or organization built?"
 *The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.

Number of WordPress Sites the Company Pros Subgroup Built

About one-in-three (31%) of the Company Pros subgroup say their company/organization built fewer than a hundred currently active WordPress sites, which is a 10-point significant decline from 2019 (41%). A significantly higher proportion say their company/organization built thousands of currently active WordPress sites (9%) compared to 2019 (5%).

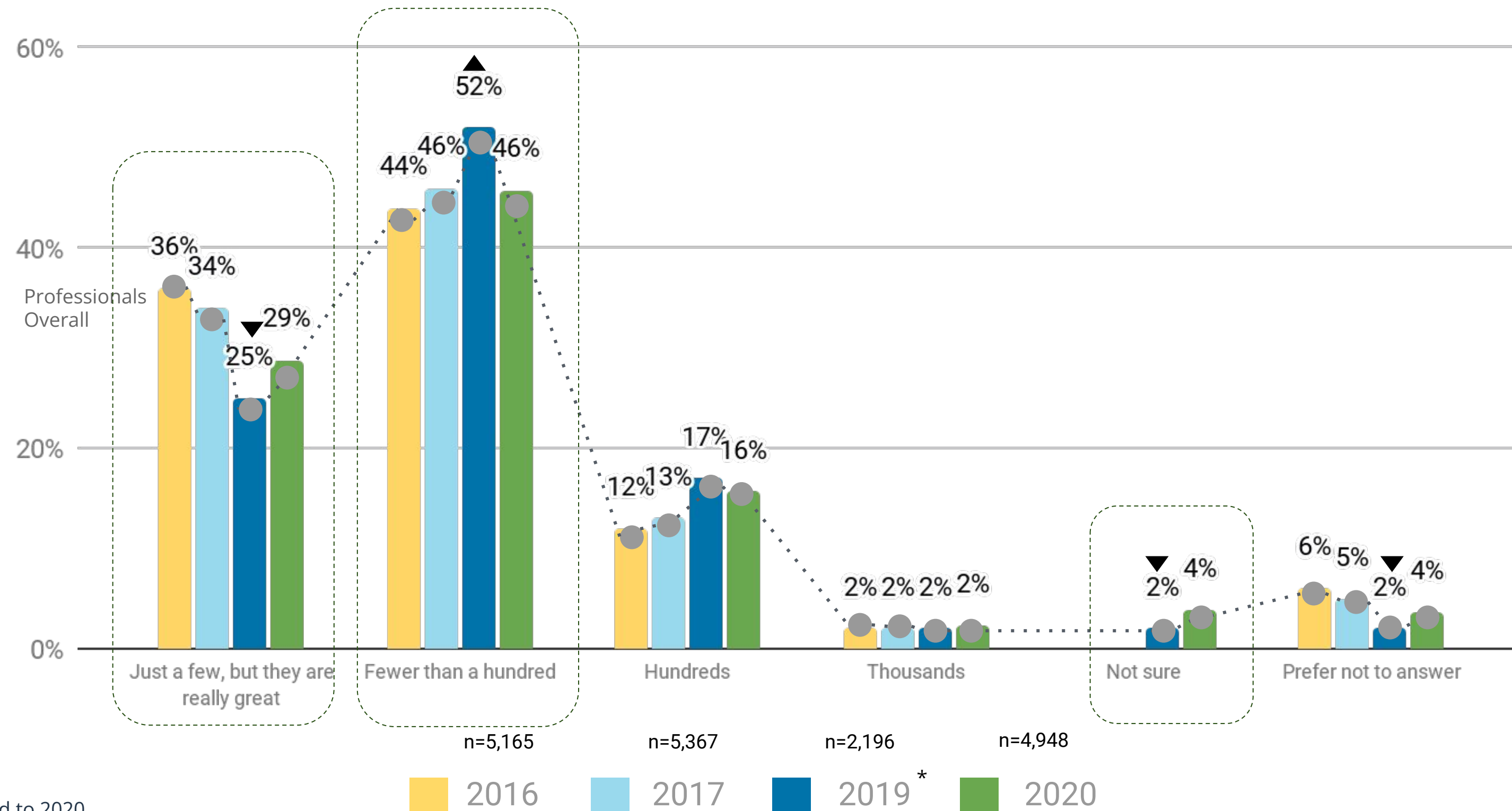


▲ Indicates a significantly higher result compared to 2020.
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Question text: "Roughly how many currently active WordPress sites has your company or organization built?"
 *The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.

Number of WordPress Sites the Pro Freelancers/Hobbyists Subgroup Built

A significantly higher proportion of the Pro Freelancers/Hobbyists subgroup say their company/organization built just a few currently active WordPress sites compared to 2019, from 25% to 29%. However, a significantly lower proportion say they built fewer than a hundred, currently 46% down from 52% in 2019. Significantly more of those in the Pro Freelancers/Hobbyists subgroup say they are not sure (4%), a significant increase from 2019 (2%).



▲ Indicates a significantly higher result compared to 2020.

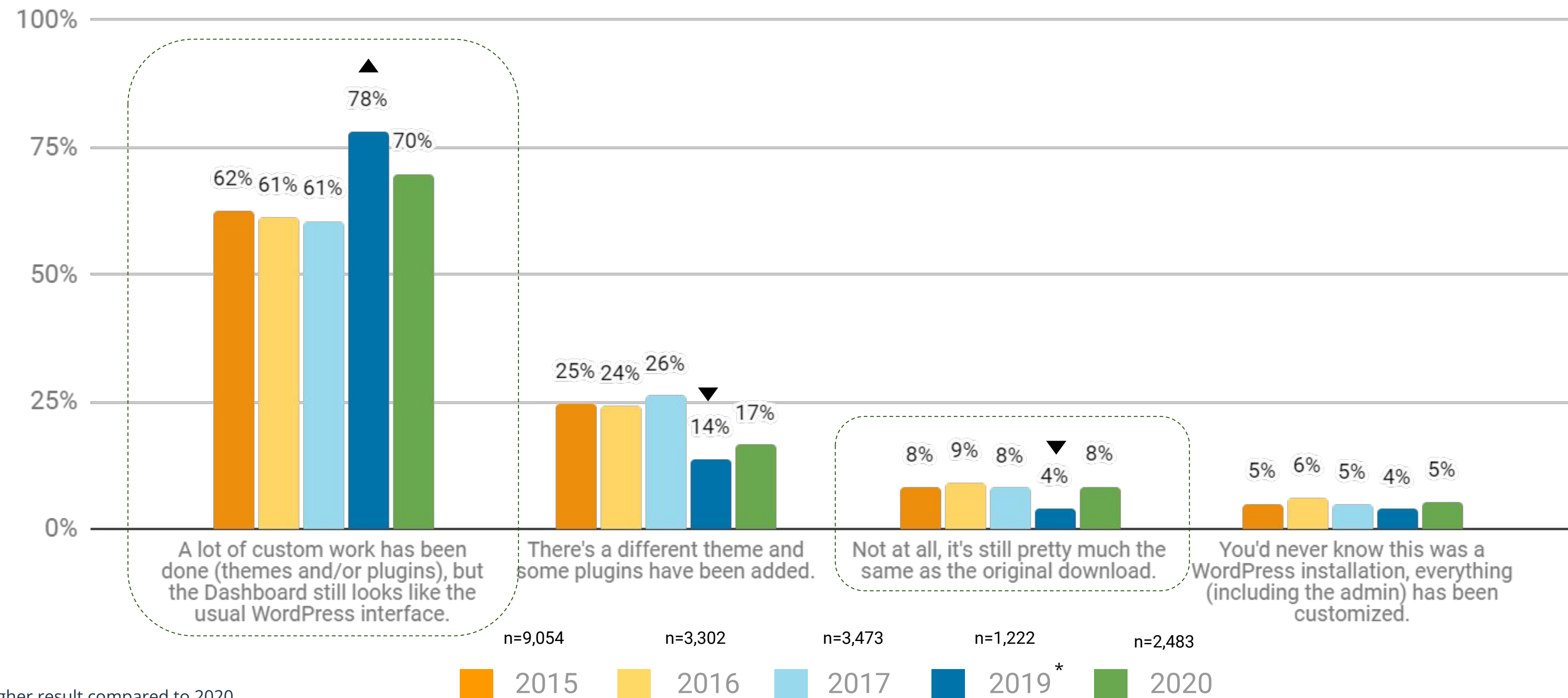
▼ Indicates a significantly lower result compared to 2020.

Question text: "Roughly how many currently active WordPress sites has your company or organization built?"

*The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.

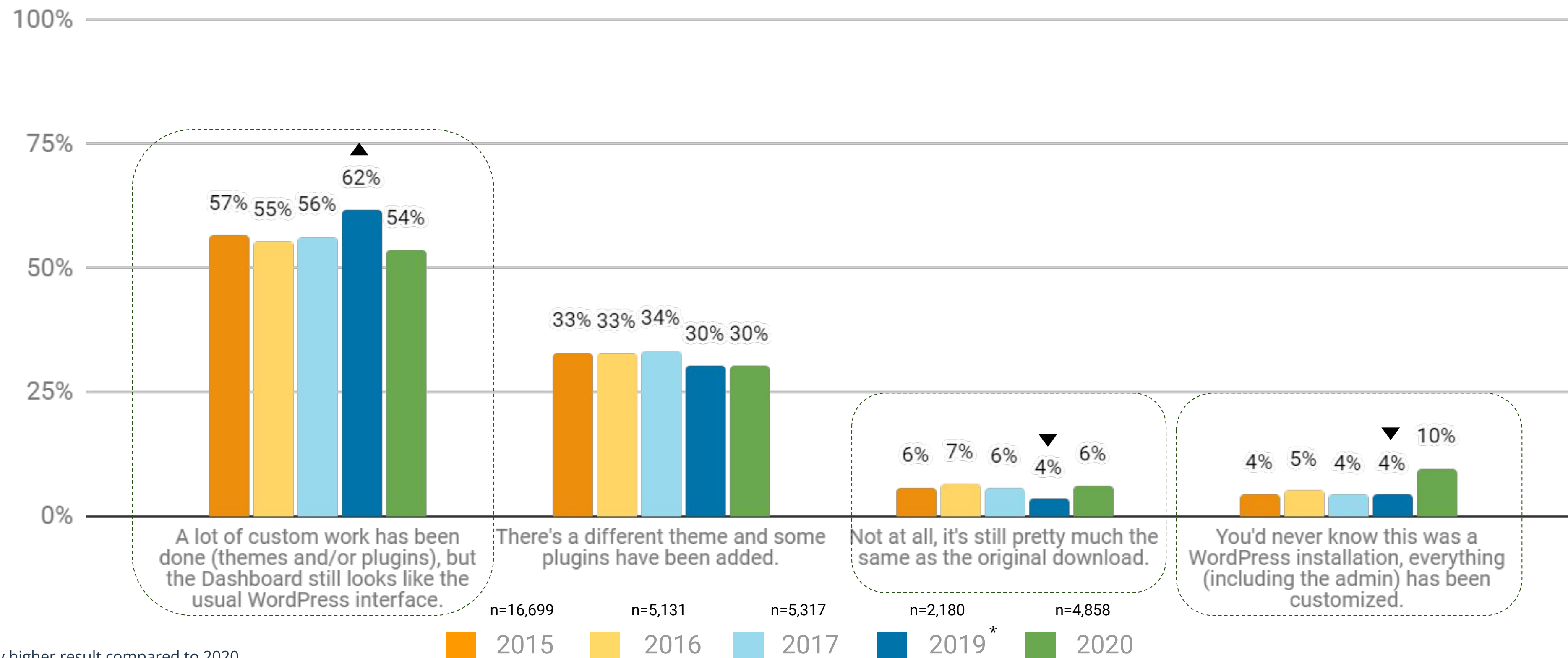
WordPress Site Customization Among the WordPress Company Pros Subgroup

A significantly lower proportion of WordPress Company Pros (70%) say a lot of custom work has been done to their average WordPress site compared to 2019 (78%). In contrast, 8% say the site is pretty much the same as the original download, significantly higher than 2019 (4%).



WordPress Site Customization Among the Pro Freelancers/ Hobbyists Subgroup

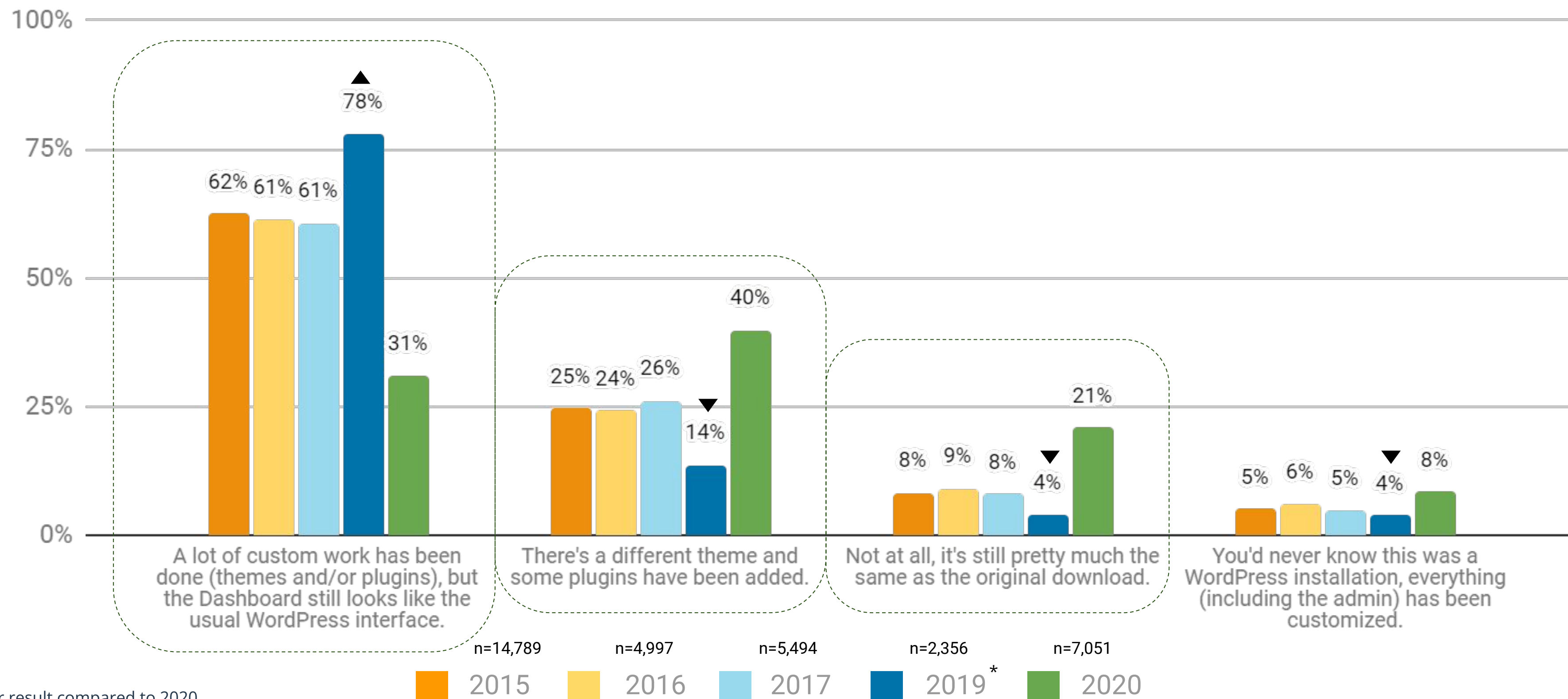
More than half of the Pro Freelancers/Hobbyists Subgroup (54%) say a lot of custom work has been done to their average WordPress site, which is all time low. One in ten (10%) say everything on the site has been customized, significantly higher than the previous study (4%). As with the other Pro subgroup, only 6% say the site is pretty much the same as the original download.



Question text: "How much is your average WordPress site customized from the original WordPress installation?"
 *The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.

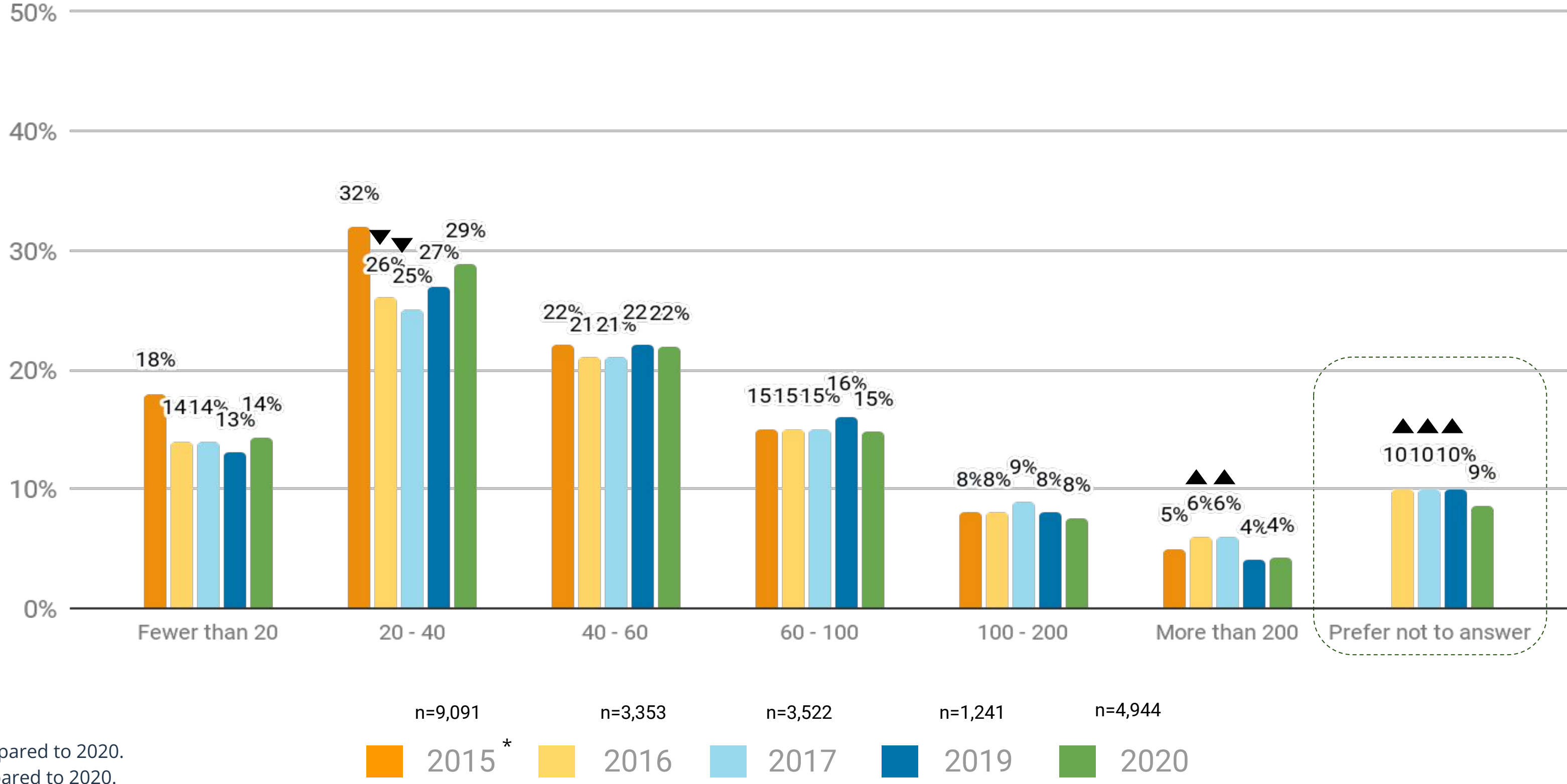
WordPress Site Customization Among the User Group

Nearly one-third (31%) of users say a lot of custom work has been done to their WordPress installation, which is at all time low. A significantly higher proportion compared to 2019 say there is a different theme and some plugins have been added (14% in 2019 vs. 40% in 2020) or the site is pretty much the same as the original download (from 4% in 2019 to 21% currently).



Hours of Work Required to Launch WordPress Projects Among Professionals

More than half (51%) of the Professionals say it takes 20-60 hours to launch their typical WordPress project. The proportion of Professionals who prefer not to answer has significantly declined (from 10% in 2015 to 9% currently).

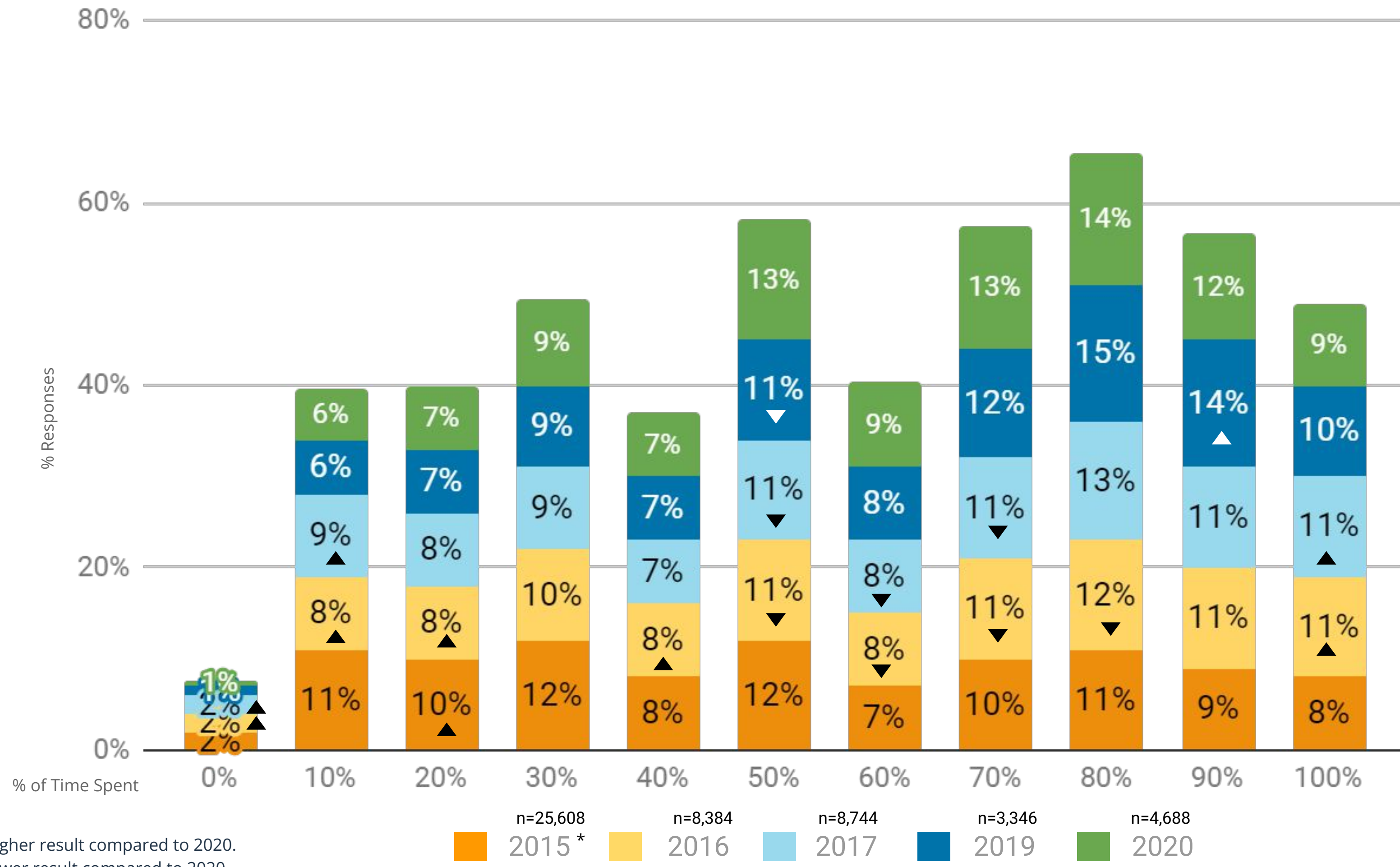


Question text: "How many hours of work does your typical WordPress project take to launch?" (WordPress Freelancers/Hobbyists) & "How many person-hours (of your company's work) does the typical site take to launch?" (WordPress Company Pros) - Changed from 2015: "How many hours of your work does the typical site take to complete?"

*Both the survey question and the provided question response options were changed from 2015 and the differences between these results cannot be compared for statistical significance.

Work Time Spent on WordPress Projects among Professionals

Professionals are spending more and more time on WordPress projects as more than half (58%) report spending 60% or more of their time in 2020. This is similar to the levels reported in 2019 (59%).

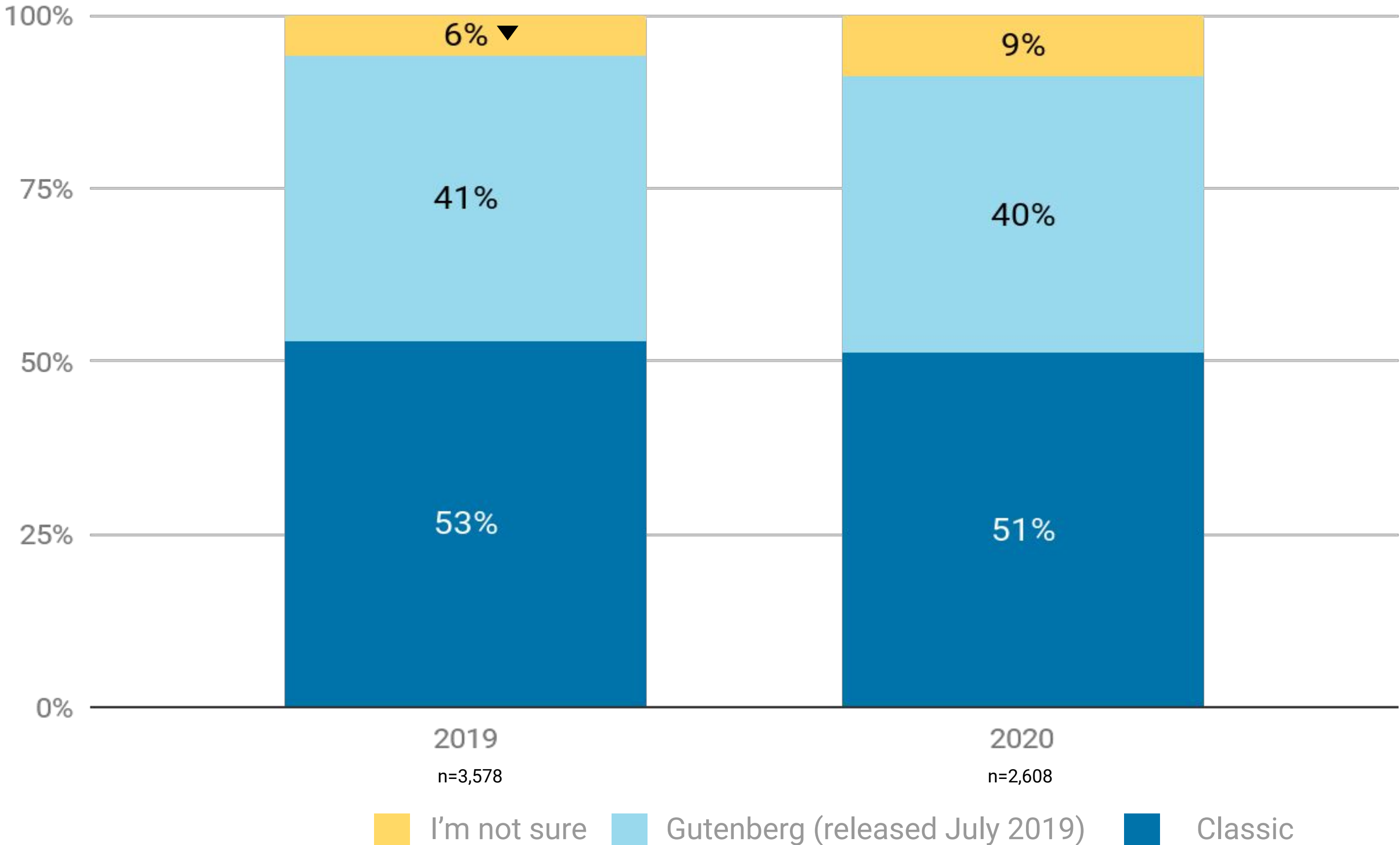


Question text: "Roughly what percentage of your work time is spent on WordPress projects?" (WordPress Freelancers/Hobbyists) & "Roughly what percentage of your company or organization's output is based around WordPress (as opposed to other platforms or software)?" (WordPress Company Pros) - Changed from 2015: "How many hours of your work does the typical site take to complete?"
 *Both the survey question and the provided question response options were changed from 2015 and the differences between these results cannot be compared for statistical significance.

Editor Use Among the Professional Group

About half of Professionals (51%) are still using the Classic editor. While 55% of those using the new editor know they have new blocks for Gutenberg, 40% say they do not have new blocks for Gutenberg.

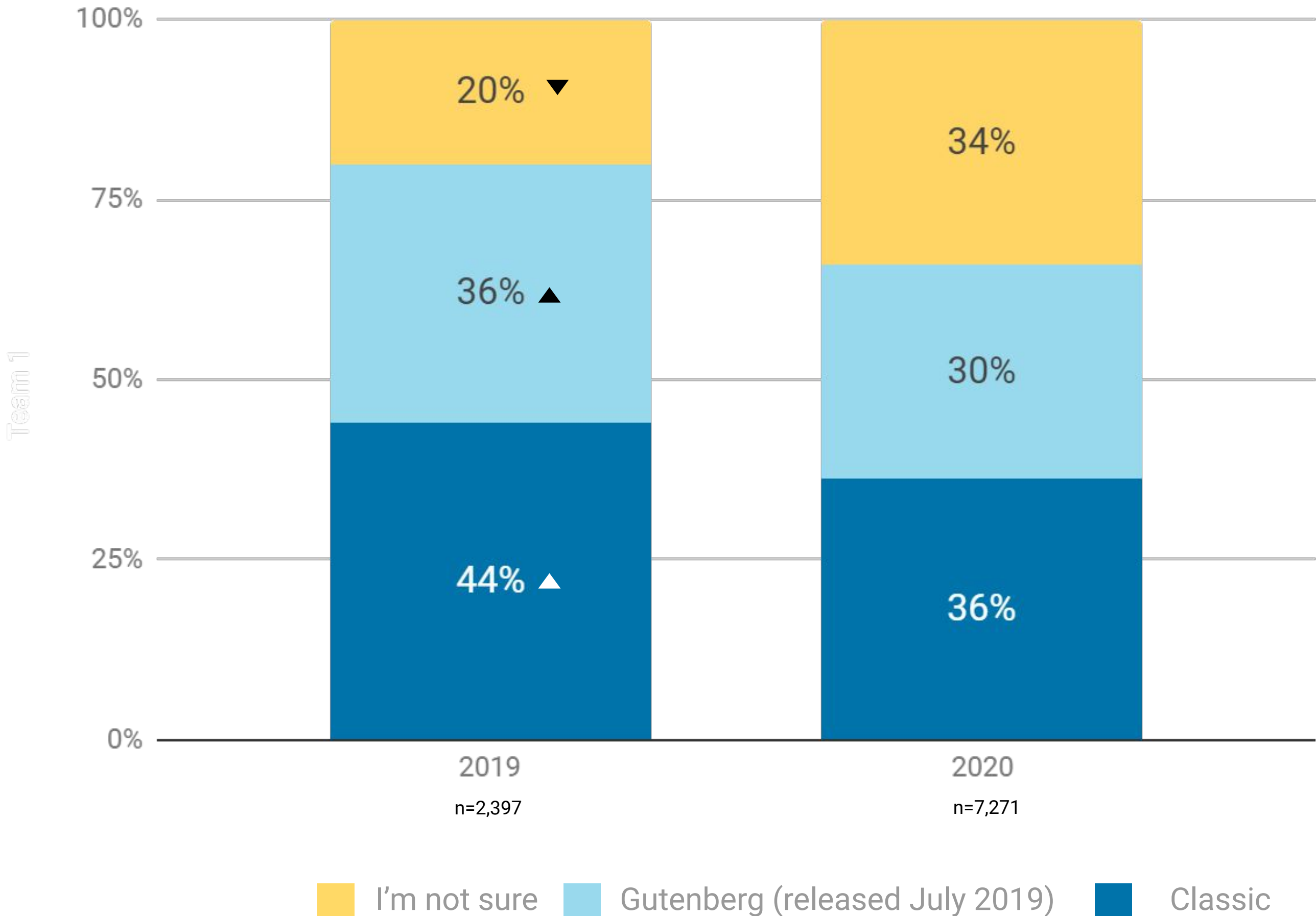
55%
of those using Gutenberg have new blocks for the editor
n=1,037



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.
Question text: "Which WordPress editor do you currently use?" and "Have you or your team built blocks for the new editor?"

Editor Use Among the User Group

About 30% of Users have adopted Gutenberg as their editor, which is significantly lower than last year (36%). A significantly higher proportion (34%) are not sure which editor they use as compared to 2019 (20%).



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.
Question text: "Which WordPress editor do you currently use?"



Who Uses WordPress

WordPress Use

Survey respondents most often use WordPress on a freelance/independent basis (22%).

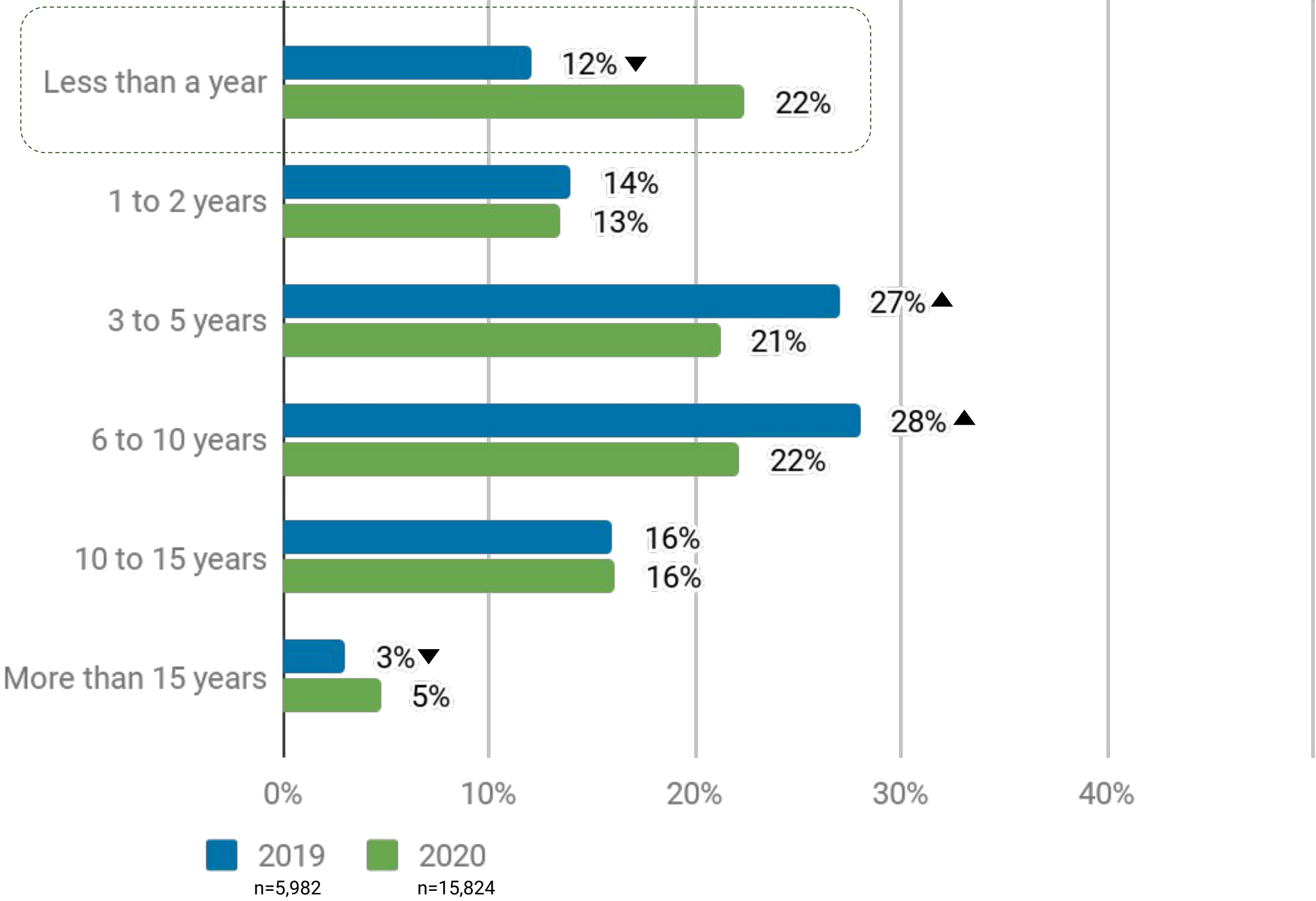
	2019	2020
<i># of respondents:</i>	6,528	19,183
WordPress Professionals: Company Pros		
I work for a company that designs/develops websites	16%	12%
WordPress Professionals: Freelancers/Hobbyists		
I use WordPress to build websites and/or blogs for others on a freelance/independent basis	29%	22%
I am a designer, developer, or other web professional working with WordPress	12%	8%
I own or run a blog that is built with WordPress	9%	9%
WordPress User		
I am learning to build websites using WordPress	7%	10%
I design or develop themes, plugins, or other custom tools for WordPress sites	4%	3%
I write for or contribute to a blog/website that is built with WordPress	2%	2%
I use WordPress for school as a teacher	1%	1%
I use WordPress for school as a student	1%	2%
Others		
I don't use WordPress	1%	10%
None of those	2%	5%

Question text: "Which of the following best describes how you use WordPress?"

Note: New response options are included in the 2019 survey options so the results cannot be compared to previous findings.

Respondent WordPress Tenure

A high proportion (22%) of the survey respondents have been using WordPress for less than a year, while three out of five users (64%) have been using WordPress for 3 or more years.

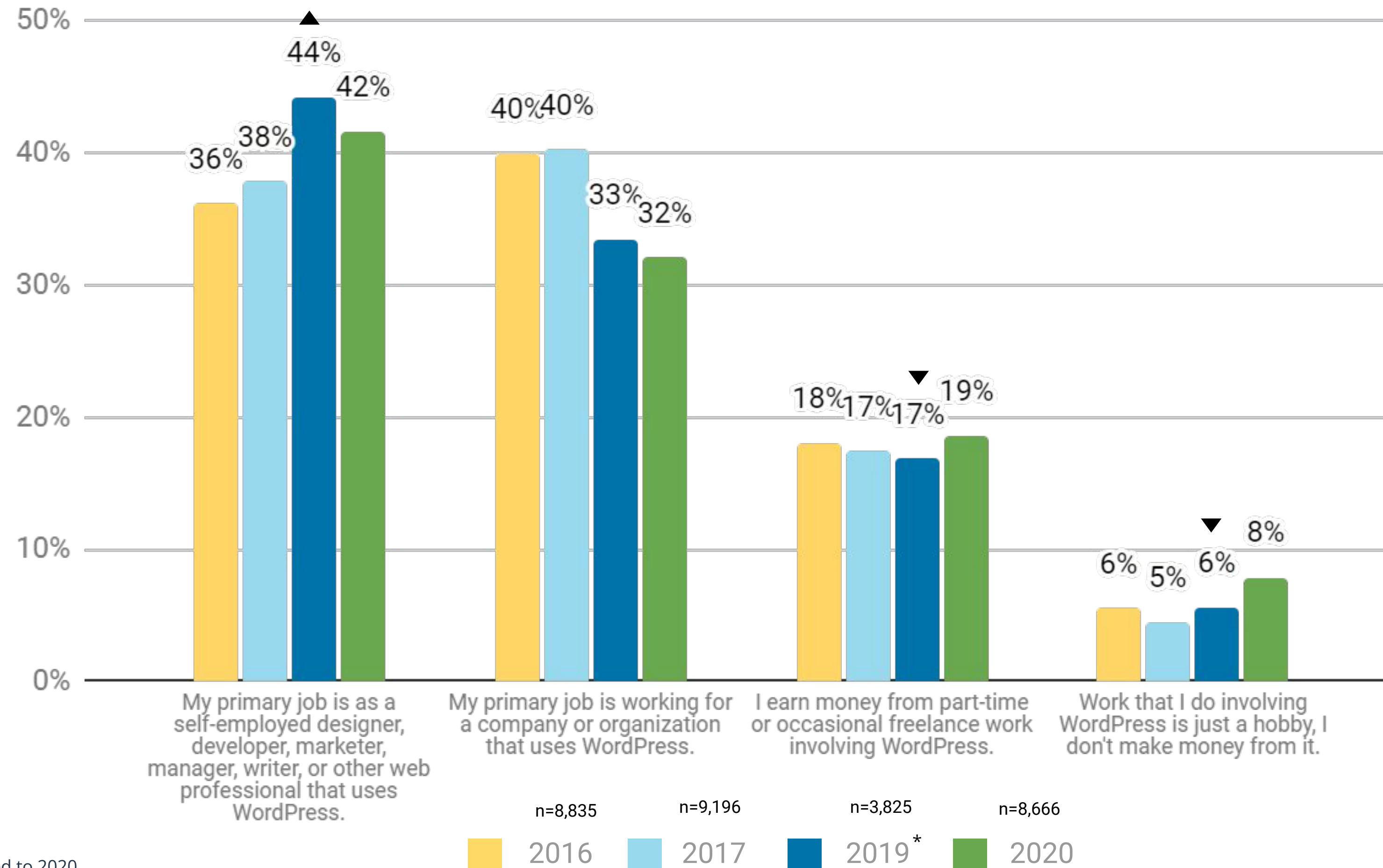


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "How long have you been using WordPress?"

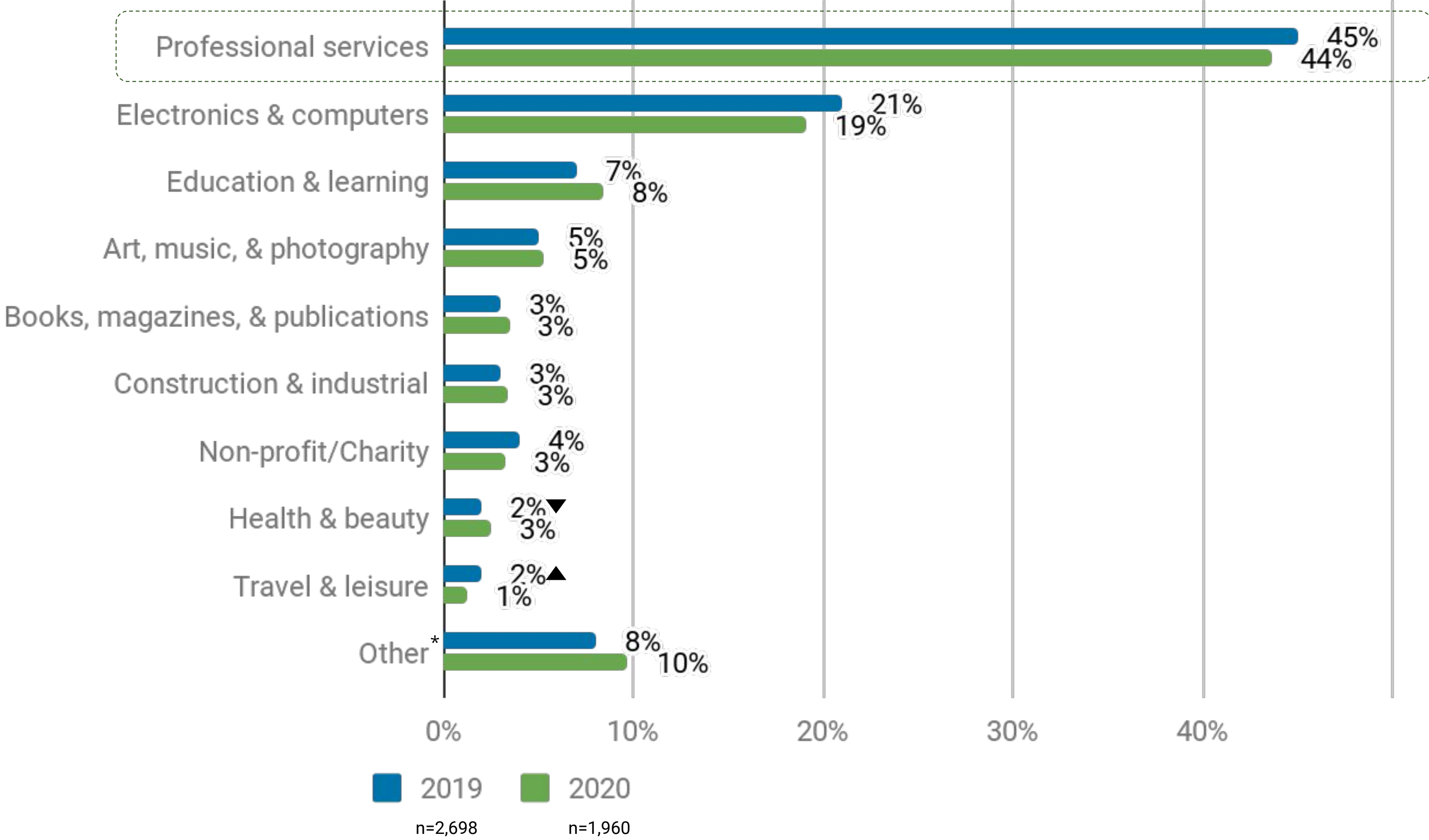
Professional Work

Professionals are most commonly self-employed (42%). Approximately one-third (32%) work for a company or organization, while a significantly higher proportion claim to earn money from freelance work involving WordPress (19%) compared to 2019 (17%).



Primary Industry Among Professionals

The majority of Professionals indicate they are in the “Professional Services” industry (44%).

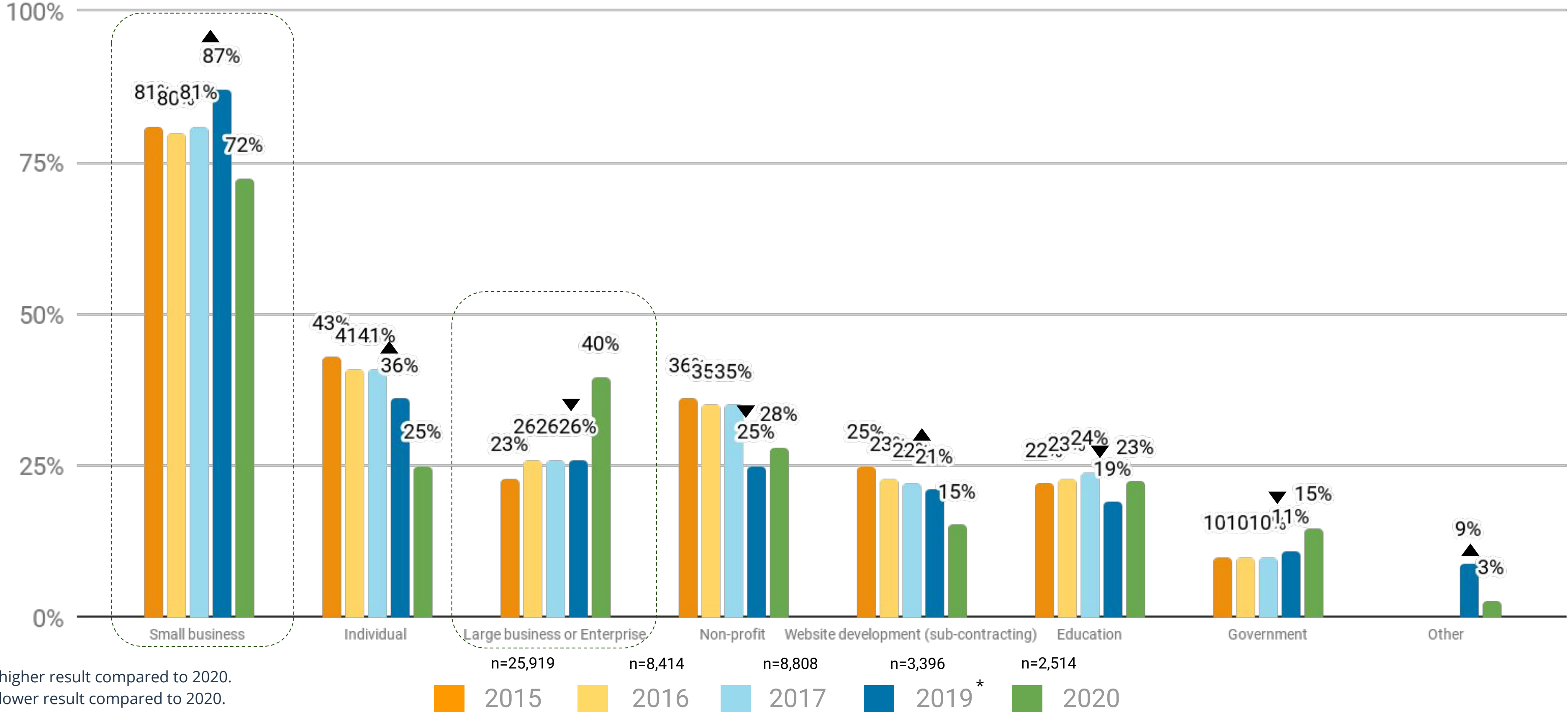


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "Which of the following best describes the industry of your company or organization?" (WordPress Freelancers/Hobbyists) & "Which of the following best describes the industry of your company or organization?" (WordPress Company Pros)
 *The "Other" category includes: Charity & causes | Craft & hobbies | Fashion, apparel, & accessories | Food & drink | Government | Home, furniture & garden | Pets & pet care | Sports & recreation | Toys & games

Clients of Professionals

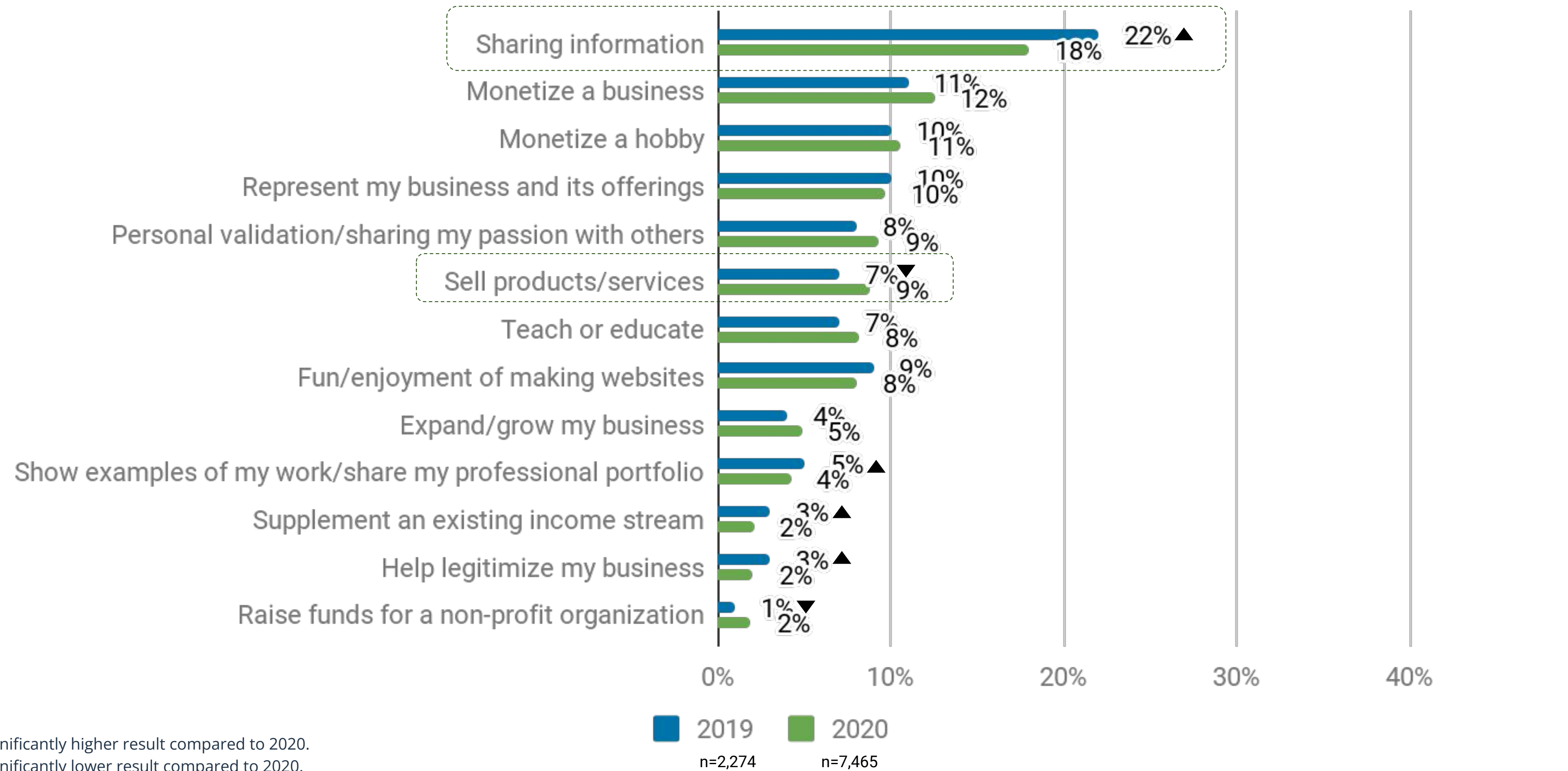
Most clients of Professional respondents are from small businesses (72%), significantly lower than 2019 (87%). However, a significantly higher proportion (40%) of clients are from a large business, compared to 2019.



Question text: "How would you describe the business of your typical client?" (WordPress Freelancers/Hobbyists) & "How would you describe the business of your typical client/customer?" (WordPress Company Pros) - Changed from 2015: "How would you describe the business of your typical client(s)?"
 *The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.
 Multiple responses were allowed so results will not add to 100%.

Primary Website Purpose Among Users

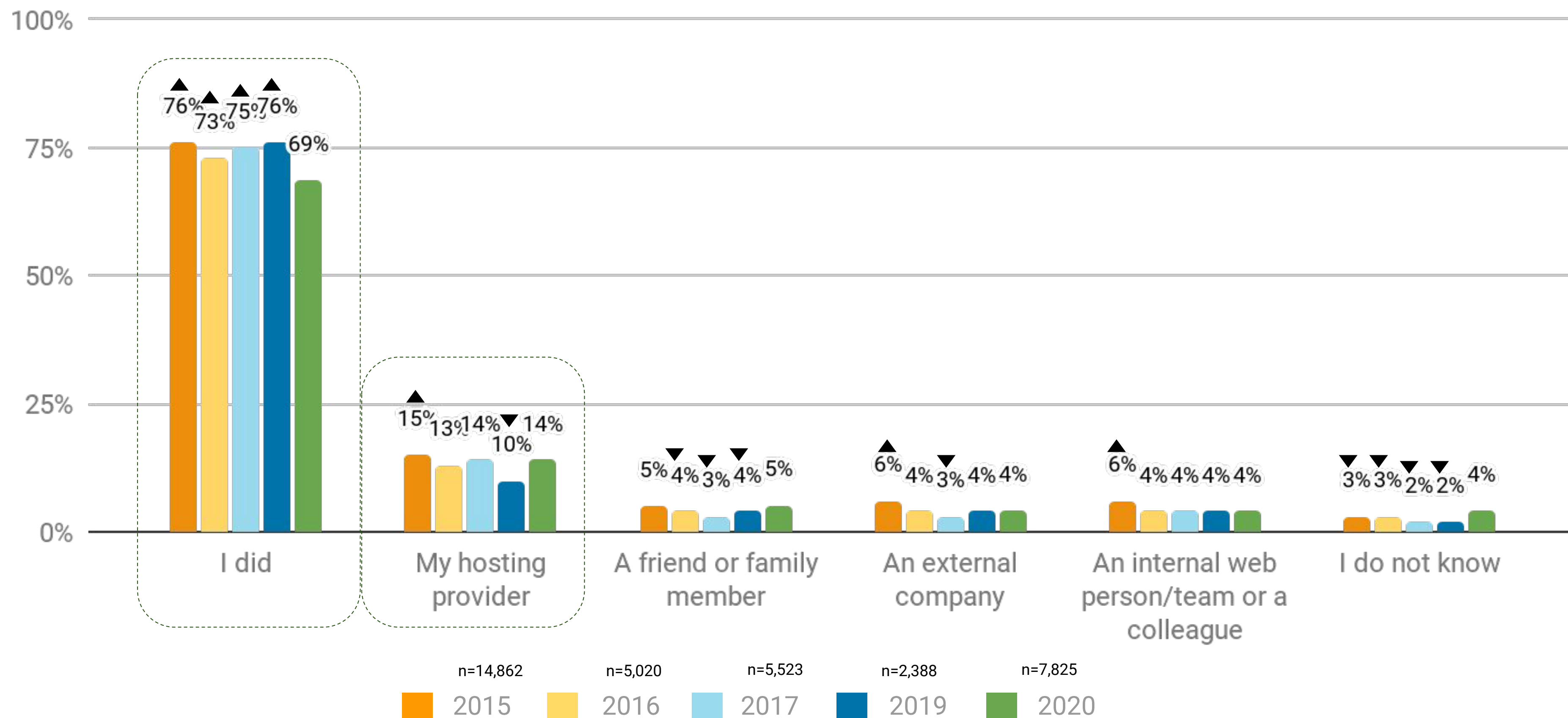
The website of Professionals is primarily meant to share information (18%), while significant growth can be seen in the use of WordPress to sell products or services (9%) compared to the results in 2019 (7%).



Question text: "What is the primary purpose of your WordPress site?"

User Website Installation

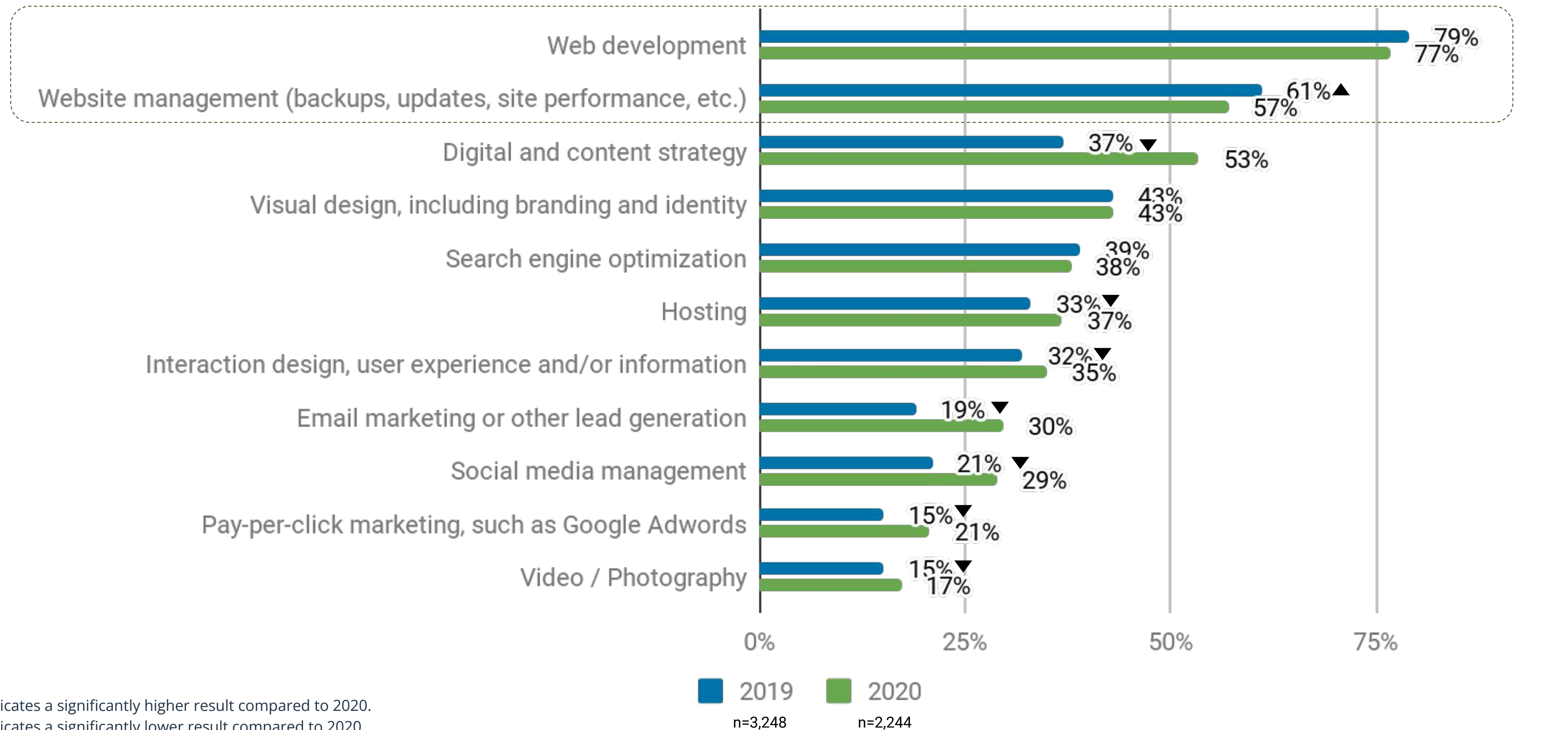
The proportion of Users who installed their WordPress site themselves has significantly declined (69%) from previous years. A significantly higher proportion report their hosting provider did the install, compared to 2019 (from 10% to 14% in 2020).



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 Question text: "Who installed your WordPress website?"
 Multiple responses were allowed so results will not add to 100%.

Specialized Services Among Professionals

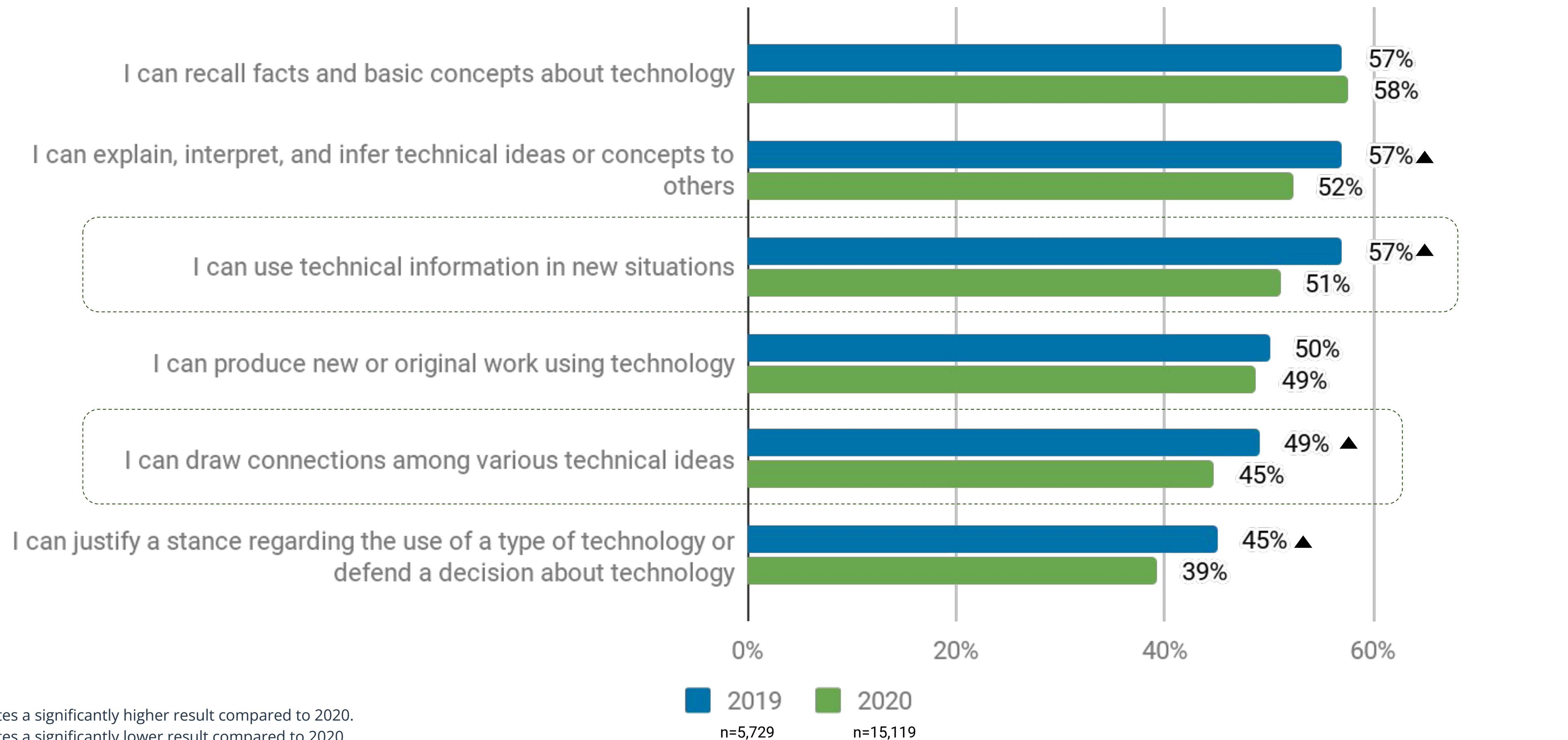
Web development (77%) is the most common type of services Professionals specialize in, followed closely by website management (57%).



Question text: "What types of services does your company or organization specialize in?"
Multiple responses were allowed so results will not add to 100%.

Respondent Technical Expertise

Those who say they are highly technical and able to “use technical information in new situations” (51%) have significantly declined from 2019 (57%).



▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

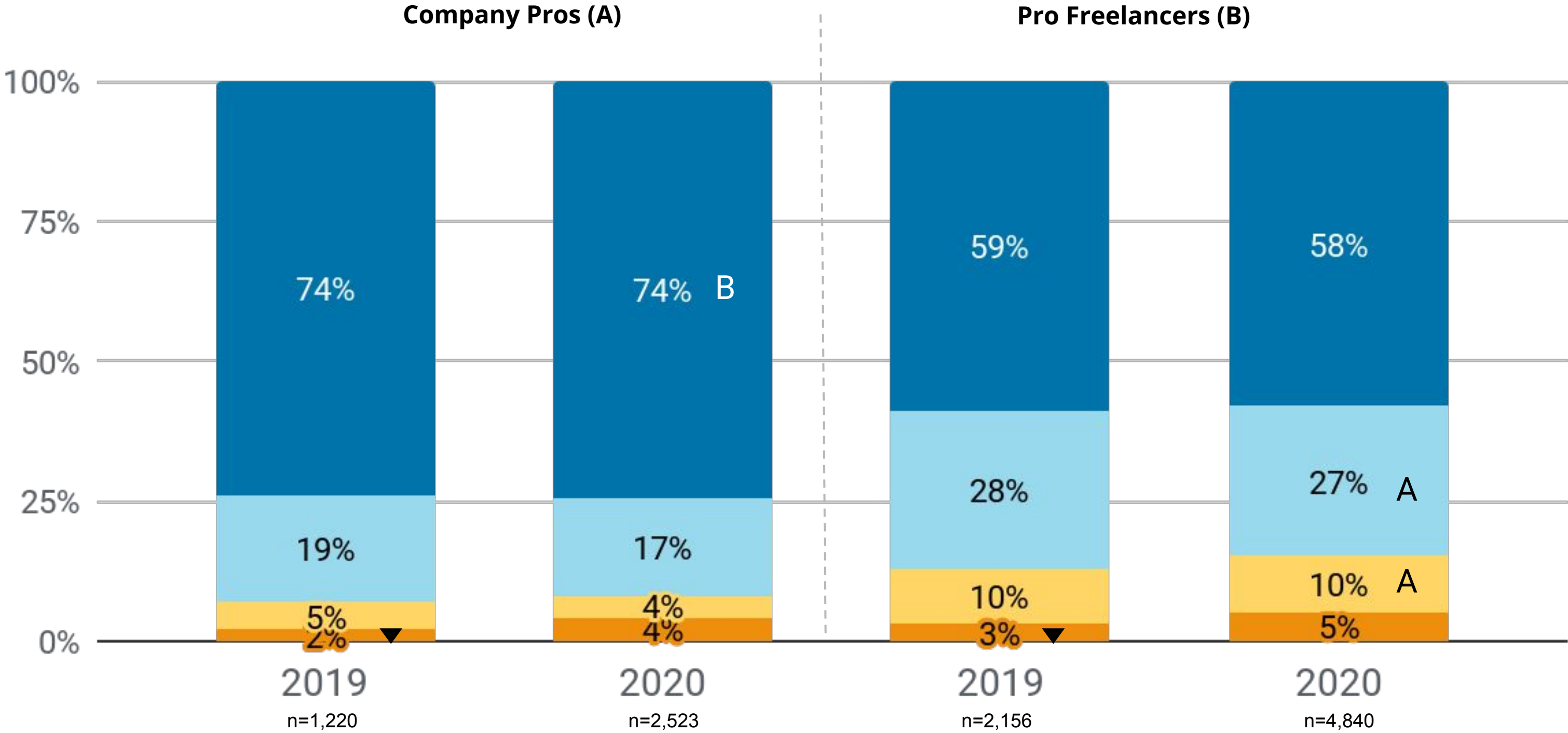
Question text: "Which of the following describes your level of technical expertise?"

Multiple responses were allowed so results will not add to 100%.

Comfort Level Writing HTML/CSS Code

Significantly more Company Pros (74%) feel “very comfortable” with writing HTML/CSS code than Pro Freelancers/Hobbyists (58%). A corresponding significantly higher proportion of Pro Freelancers/Hobbyists (10%) are “not very comfortable” with the technology compared to Company Pros (4%).

Writing HTML/CSS Code



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

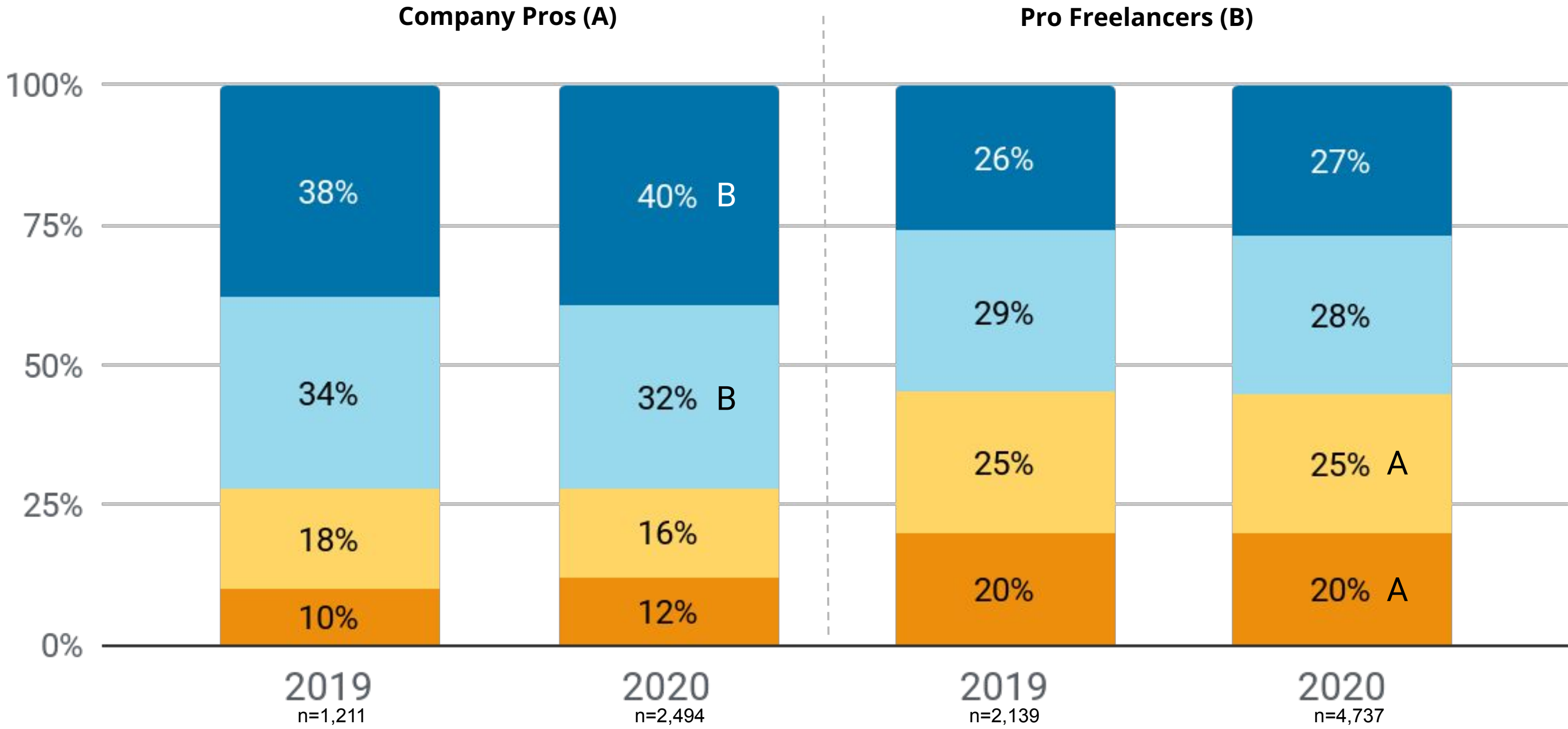
A & B represent column wise significant testing performed between the two groups

Question text: "How would you rate your comfort level with each of the following?"

Comfort Level Writing JavaScript Code

A significantly higher proportion of Pro Freelancers/Hobbyists (45%) feel uncomfortable with writing JavaScript code compared to Company Pros (28%). Company Pros (72%) feel significantly more comfortable with the technology than Pro Freelancers/Hobbyists (55%).

Writing JavaScript code

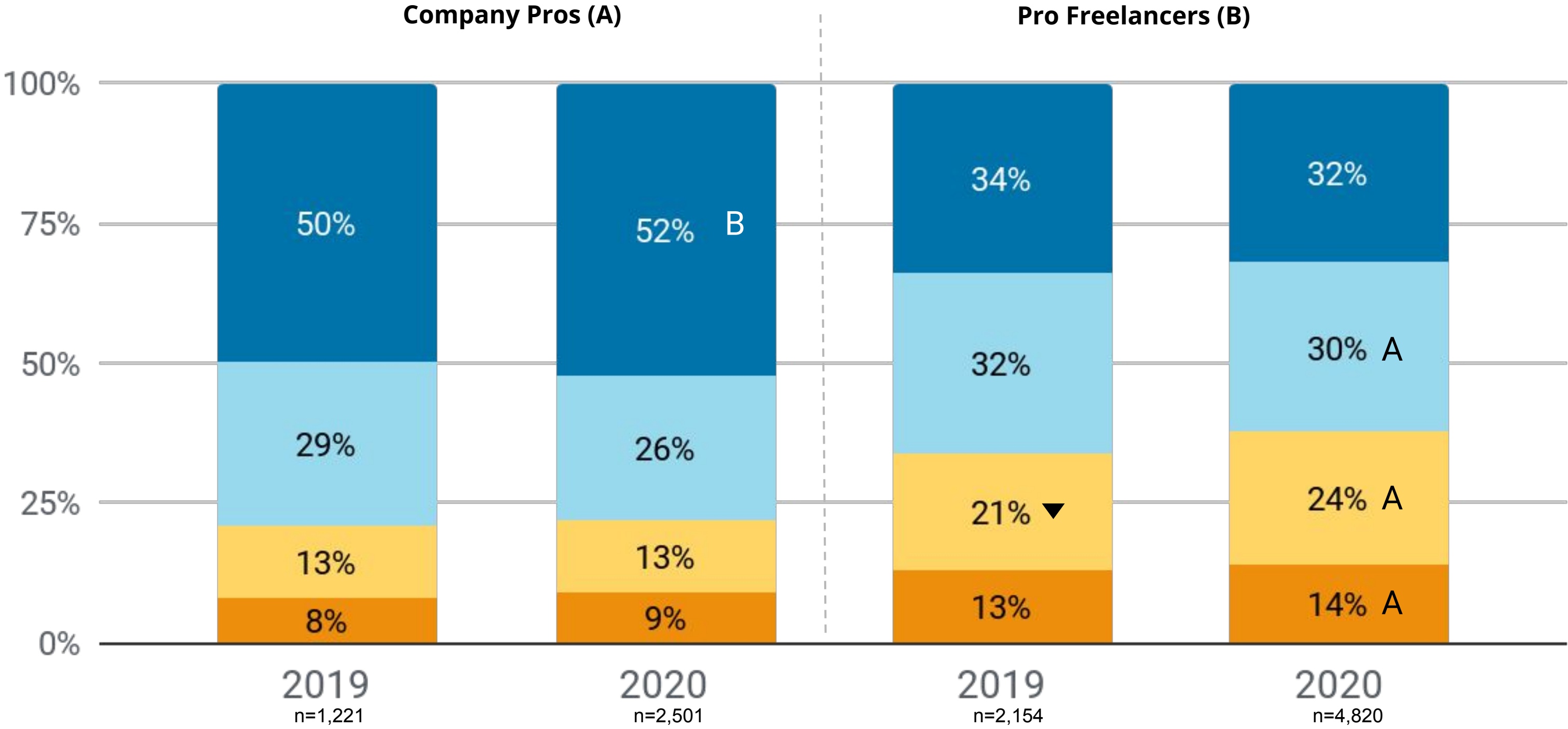


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 A & B represent column wise significant testing performed between the two groups
 Question text: "How would you rate your comfort level with each of the following?"

Comfort Level Writing PHP Code

More than half (52%) of the Company Pros feel “very comfortable” with writing PHP code, significantly higher than Pro Freelancers/ Hobbyists (32%). A significantly higher proportion of Pro Freelancers/Hobbyists (38%) feel uncomfortable with the technology compared to Company Pros (22%).

Writing PHP code

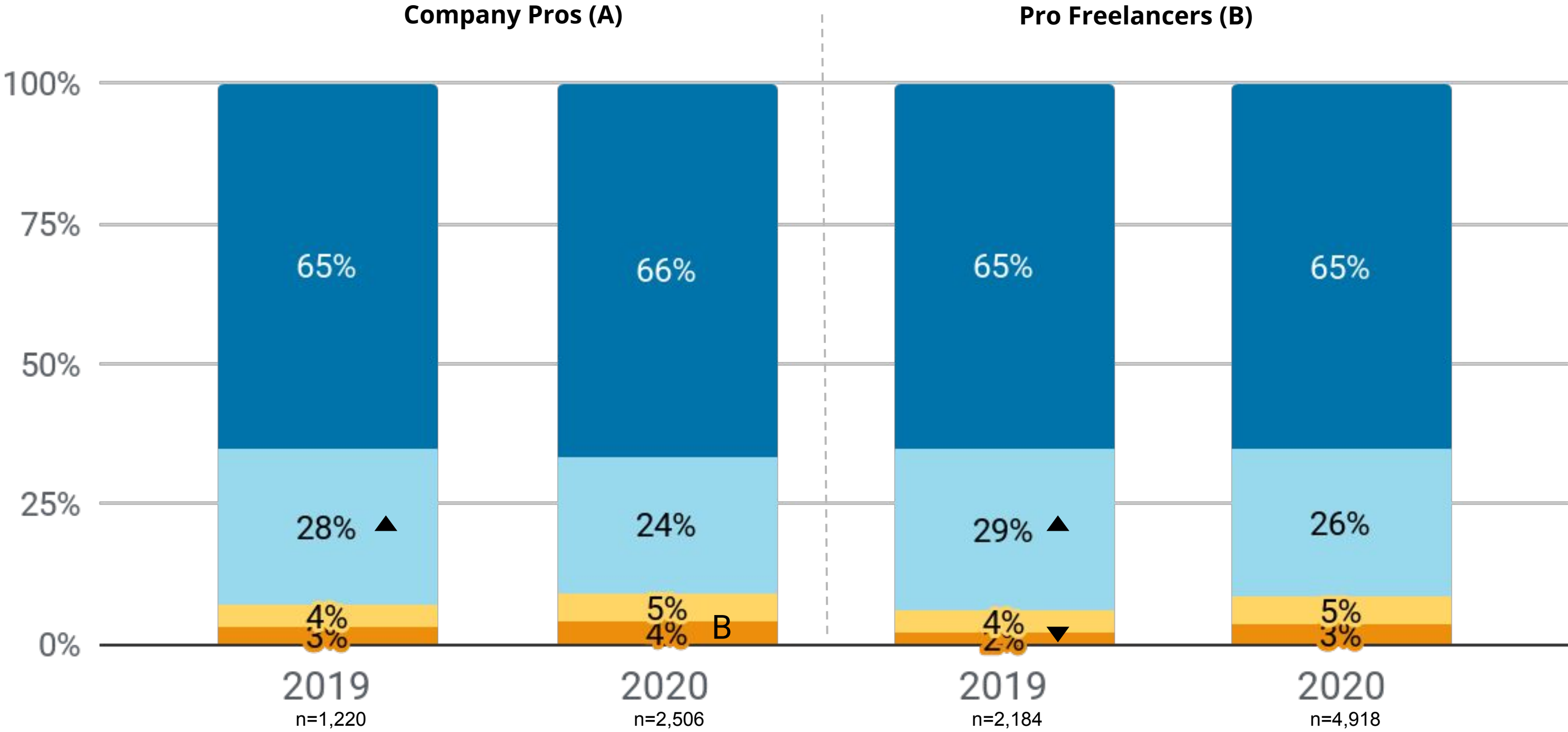


▲ Indicates a significantly higher result compared to 2020. ▼ Indicates a significantly lower result compared to 2020.
 A & B represent column wise significant testing performed between the two groups
 Question text: "How would you rate your comfort level with each of the following?"

Comfort Level Configuring Plugins/Themes

66% of Company Pros and 65% of Pro Freelancers/ Hobbyists indicate they feel “very comfortable” with configuring plugins/themes.

Configuring plugins/themes

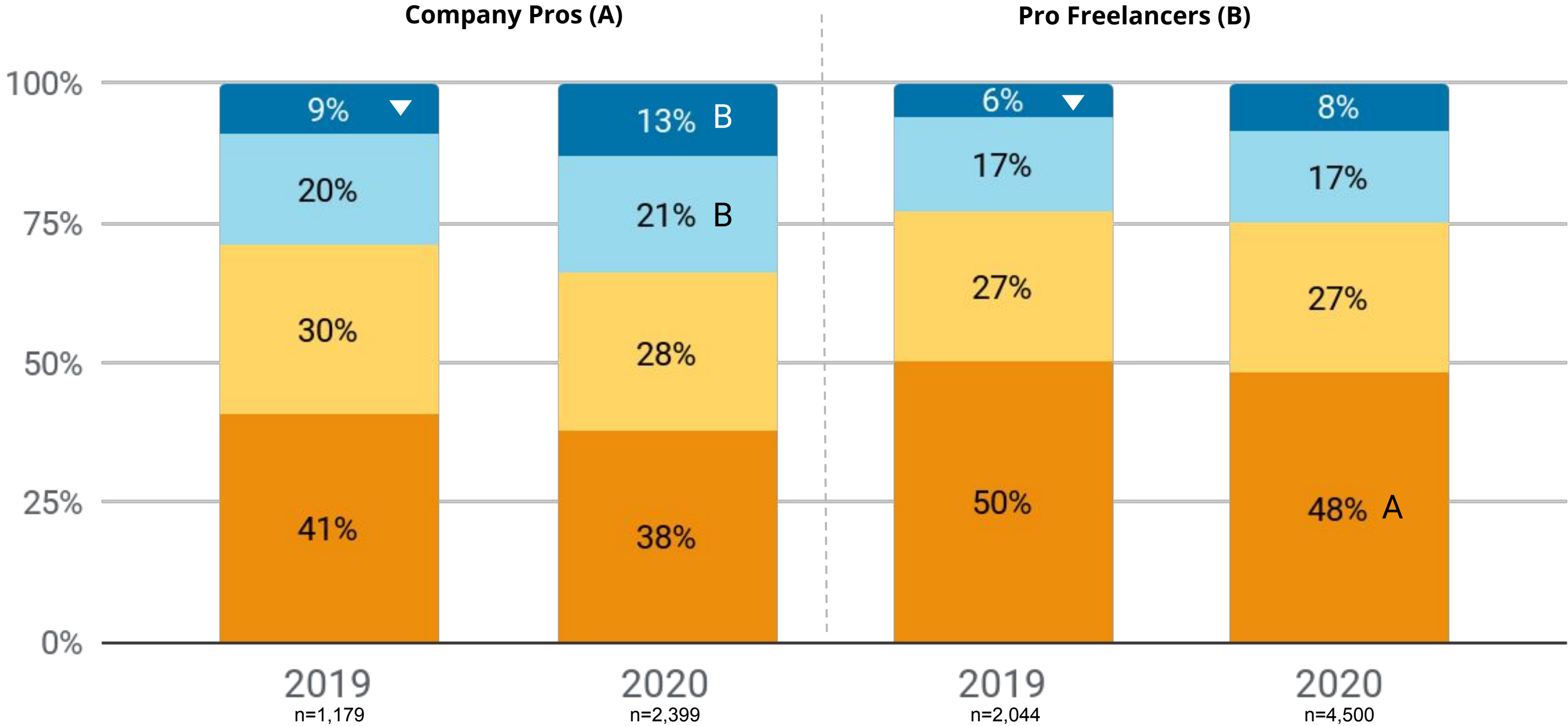


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 A & B represent column wise significant testing performed between the two groups
 Question text: "How would you rate your comfort level with each of the following?"

Comfort Level Working with REACT

Almost half (48%) of the Pro Freelancers/ Hobbyists feel “not at all comfortable” with working with REACT, significantly higher than results among Company Pros (38%). A significantly higher proportion of Company Pros (34%) feel comfortable with the technology compared to Pro Freelancers/Hobbyists (25%).

Working with REACT

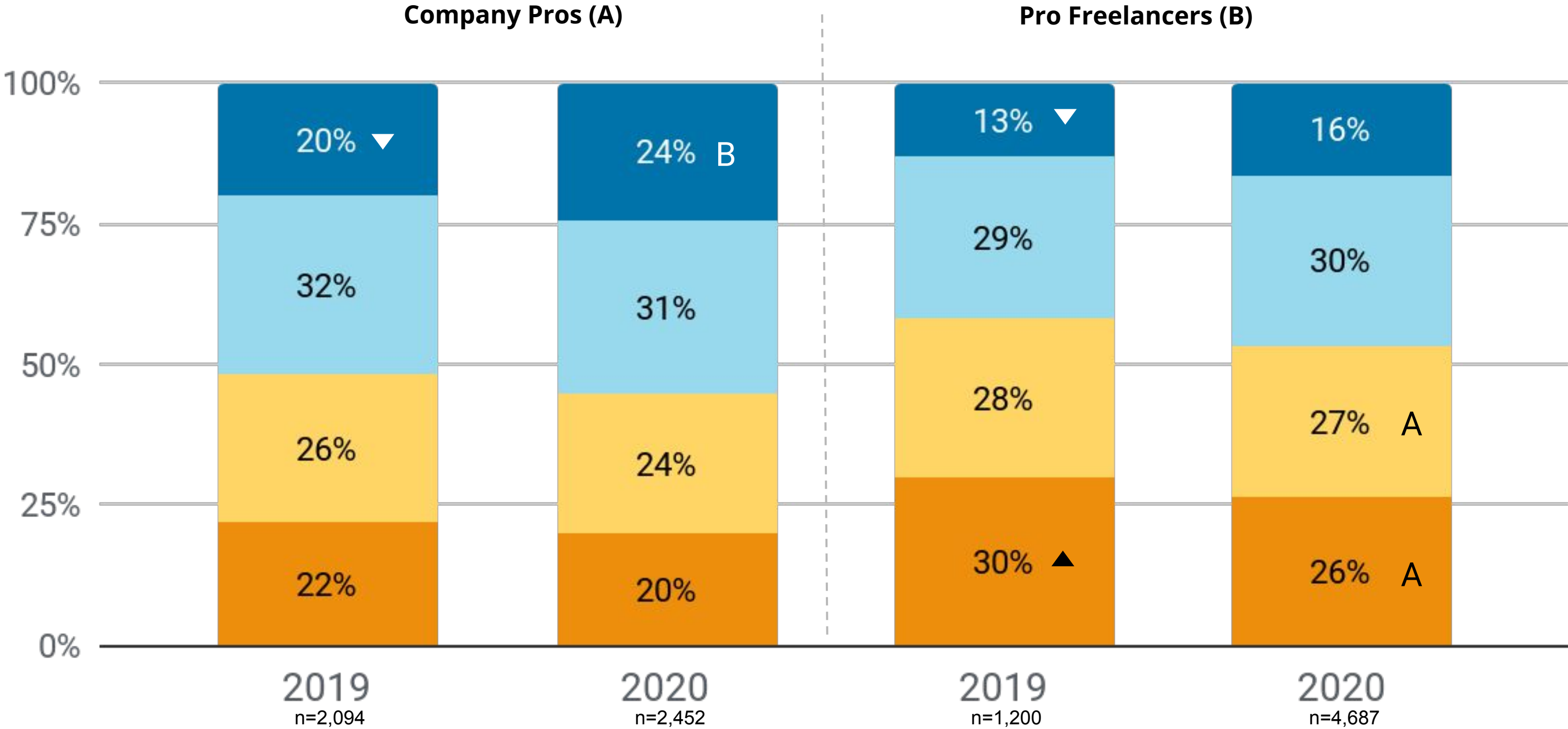


▲ Indicates a significantly higher result compared to 2020. ▼ Indicates a significantly lower result compared to 2020.
 A & B represent column wise significant testing performed between the two groups
 Question text: "How would you rate your comfort level with each of the following?"

Comfort Level Working with the WordPress REST APIs

Comfort level has risen compared to 2019 with a significantly higher proportion of Company Pros feeling “very comfortable” with WordPress REST APIs (from 20% up to 24% currently). More than half (53%) of the Pro Freelancers/Hobbyists feel “not at all comfortable” with the technology, significantly higher than Company Pros (44%).

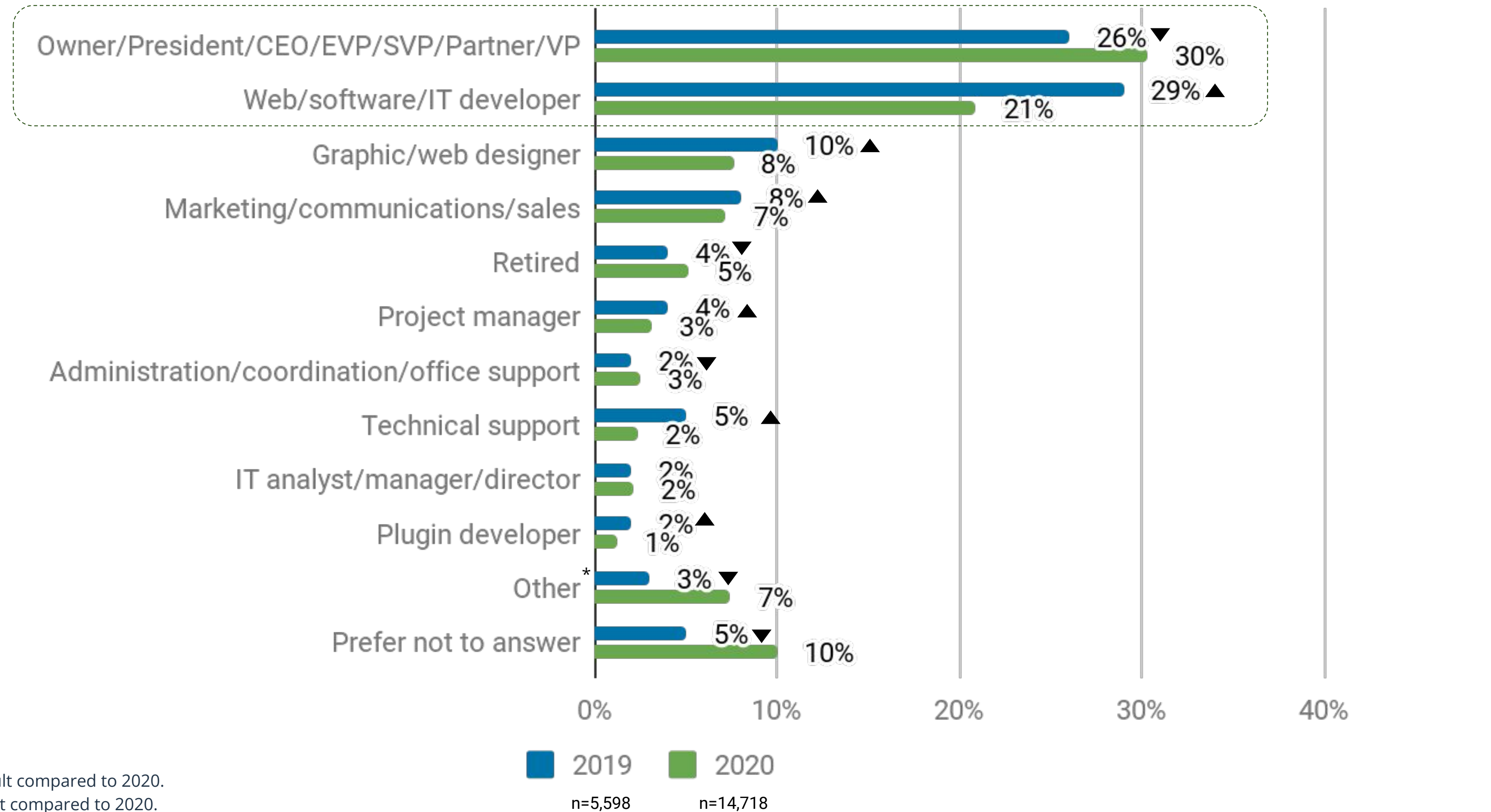
Working with the WordPress REST APIs



▲ Indicates a significantly higher result compared to 2020. ▼ Indicates a significantly lower result compared to 2020.
 A & B represent column wise significant testing performed between the two groups
 Question text: "How would you rate your comfort level with each of the following?"

Respondent Job Level/Role

Most respondents are “Owner/President/CEO/EVP/SVP/Partner/VP” (30%), followed by “Web/software/IT developer” (21%).



▲ Indicates a significantly higher result compared to 2020.

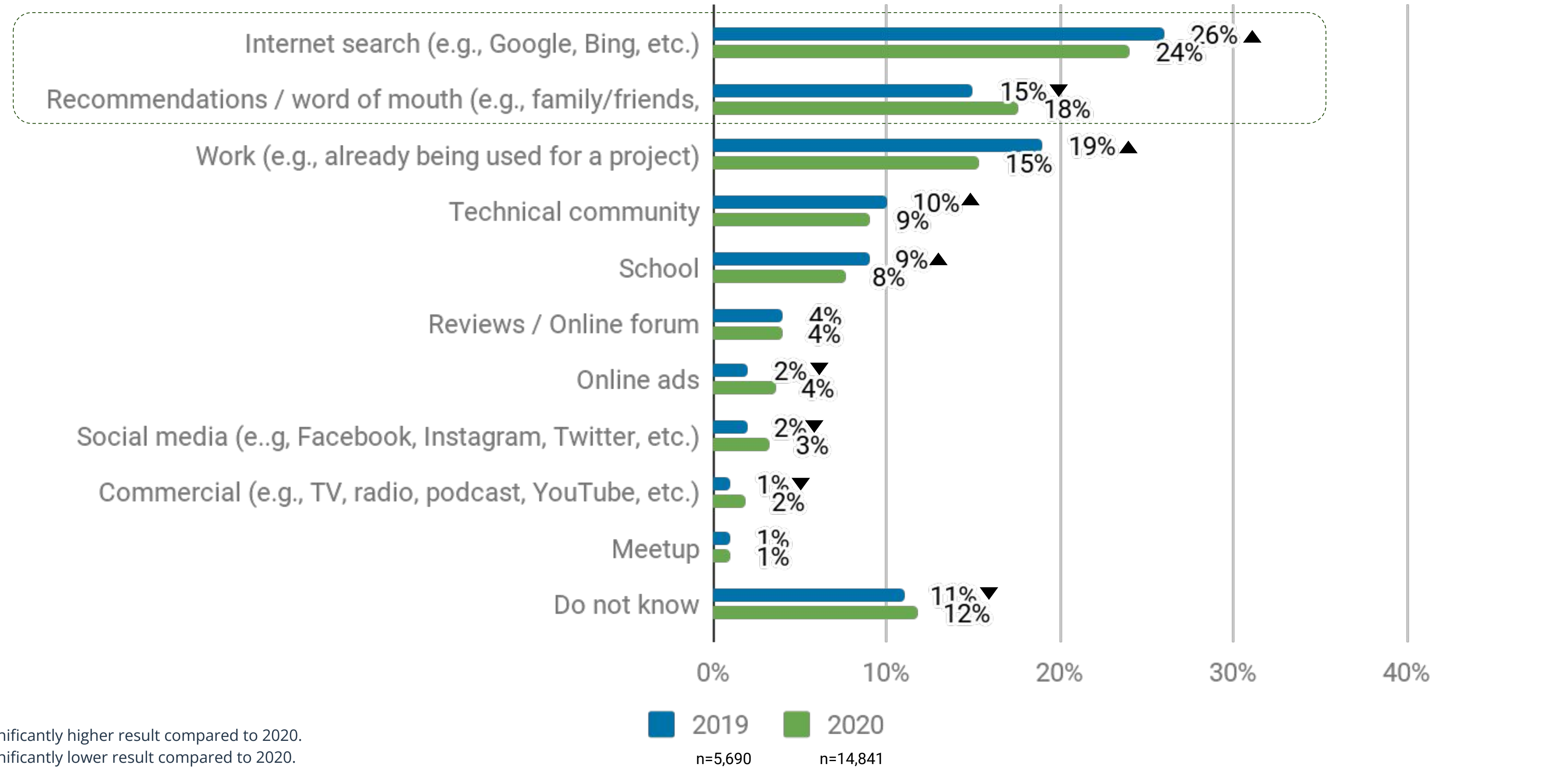
▼ Indicates a significantly lower result compared to 2020.

Question text: "Which of the following best describes your job level or role?"

*The "Other" category includes: Accounting/finance, Product manager, Operations, Product/UX designer or researcher, Theme developer, Translator, Google Analytics Dashboard for WP by ExactMetrics (formerly GADWP)

Where Respondents First Learned About WordPress

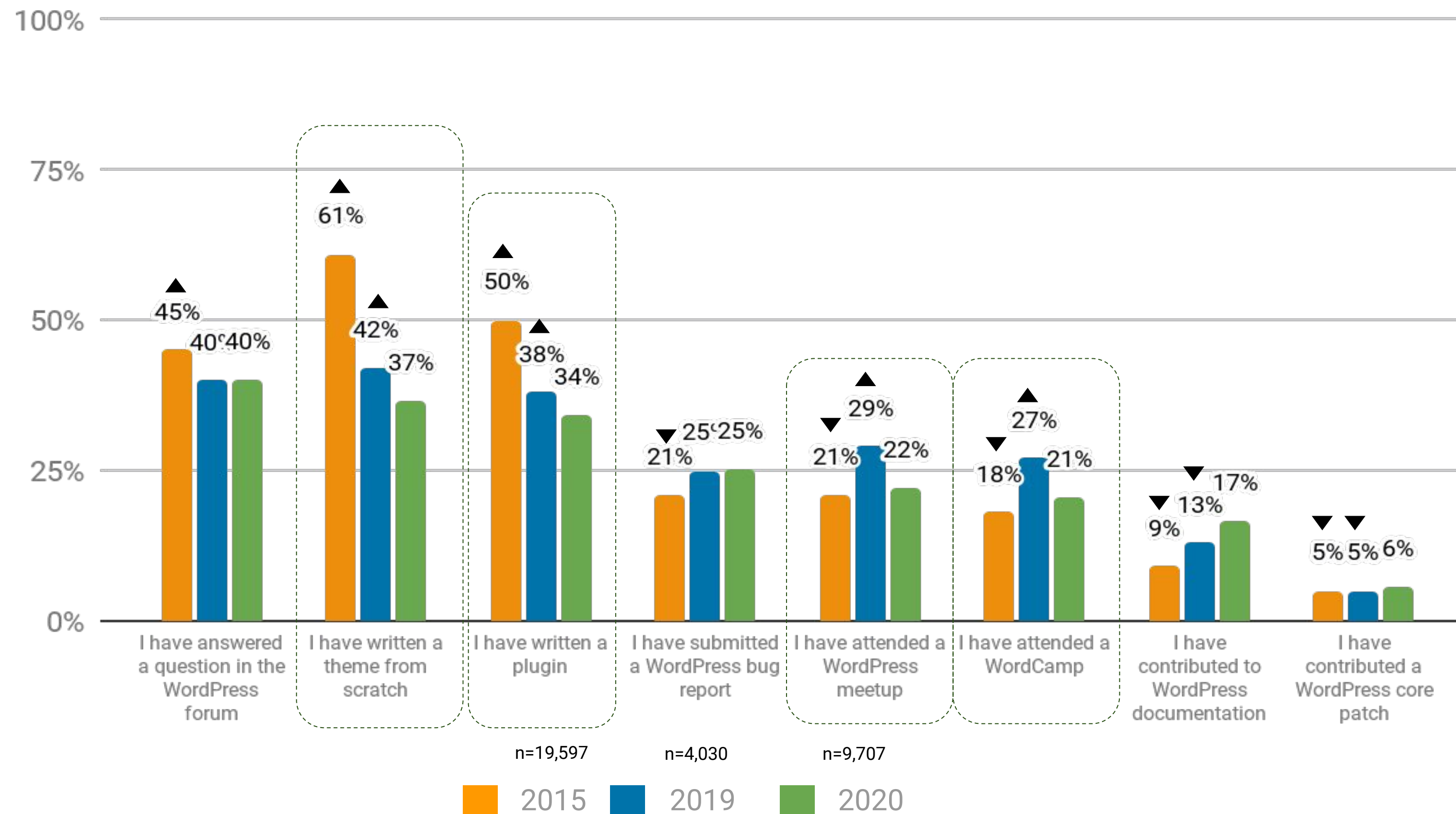
Nearly one-quarter (24%) learned about WordPress via an internet search, while 18% heard about it via recommendations or word of mouth or from family, friends.



Question text: "How did you first learn about WordPress?"

Experience With WordPress

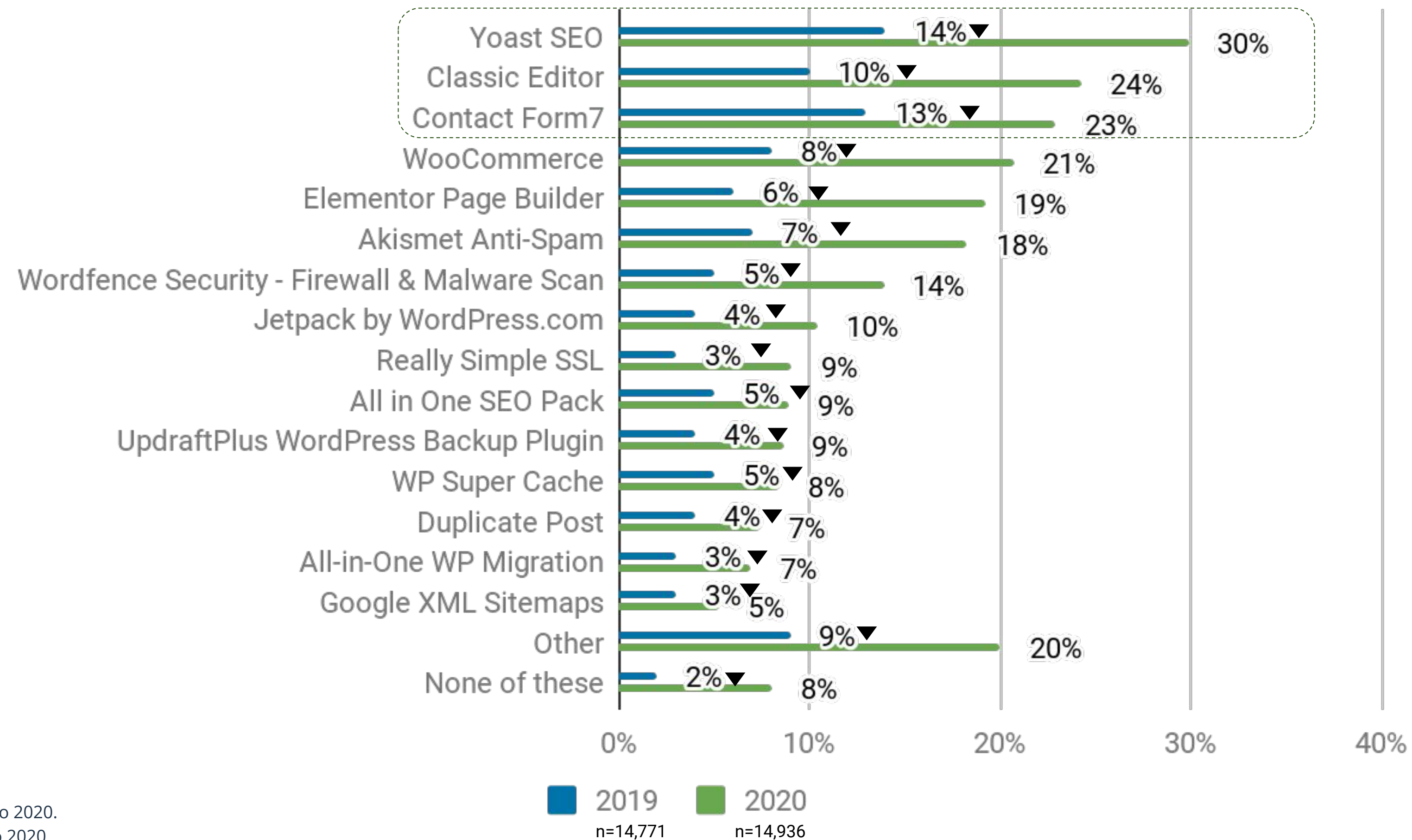
Four activities show a significant declines from 2019: writing a theme from scratch (42% to 37%); writing a plugin (38% to 34%); attending a WordPress meetup (29% to 22%); and attending a WordCamp (27% to 21%).



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 Question text: "Which of the following have you done with WordPress?"
 Multiple responses were allowed so results will not add to 100%.

Top 3 Essential Plugins

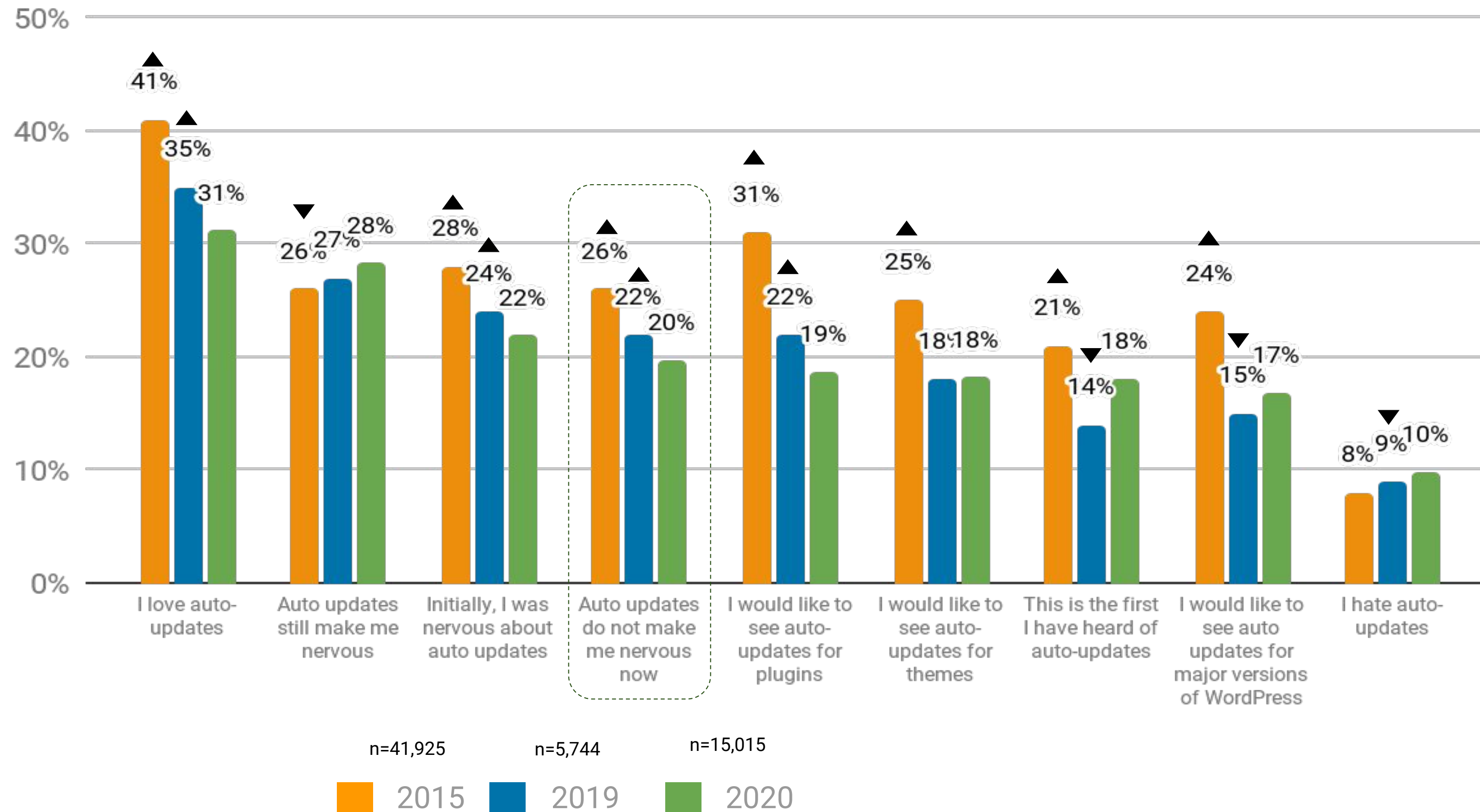
Yoast SEO (30%), Classic Editor (24%), and Contact Form 7 (23%) are perceived to be the top 3 most essential plugins when building a WordPress website. All three of these plugins show significant lifts from levels reported in 2019 (ranging from only 10%-14% previously).



Question text: "Listed below are the top 20 most popular plugins (as of September 2019). Please select 3 plugins you think are essential when building WordPress sites."
 Multiple responses were allowed so results will not add to 100%.

Feelings About Auto-Updates

“Auto updates making respondents nervous” (20%) shows a significant decline compared to both 2019 (22%) and in 2015 (26%). Positive sentiment about auto-updates has increased significantly in 2020 for “I would like to see auto updates for major versions of WordPress,” from 15% to 17%.



▲ Indicates a significantly higher result compared to 2020.

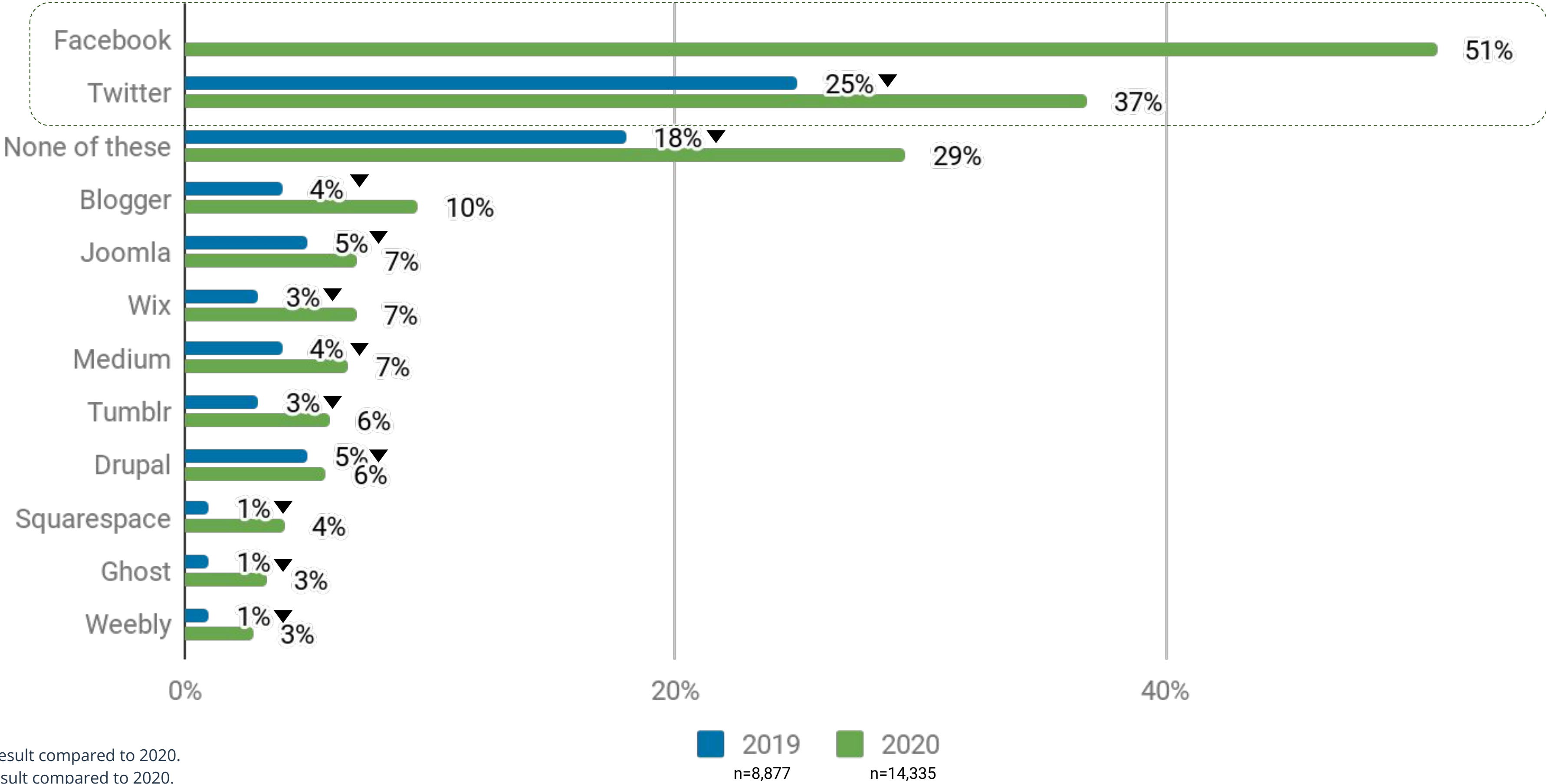
▼ Indicates a significantly lower result compared to 2020.

Question text: "WordPress now updates minor & security releases automatically for you. Check all that apply:"

Multiple responses were allowed so results will not add to 100%.

Other Tools Used by Respondents

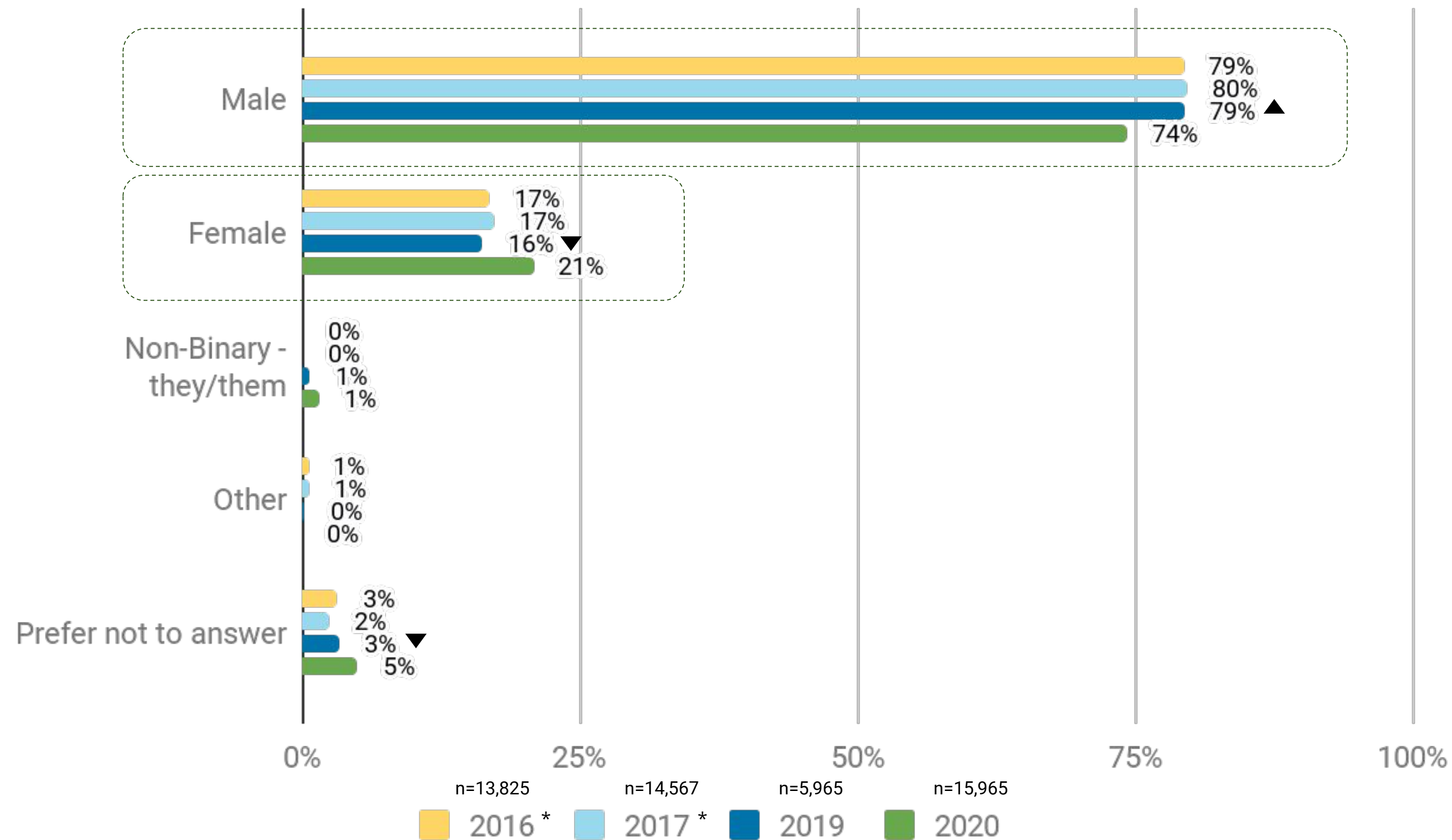
More than half (51%) of the survey respondents use Facebook regularly for their online publishing needs and more than one-third (37%) of survey respondents use Twitter.



Question text: "Aside from WordPress, which of these other tools do you regularly use for your online publishing needs?"

Respondent Gender Identity

Gender identity within the WordPress community has significantly decreased among men, from 79% in 2019 to 74% currently. A significant increase has occurred among women, from 16% to 21% in 2020.



▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

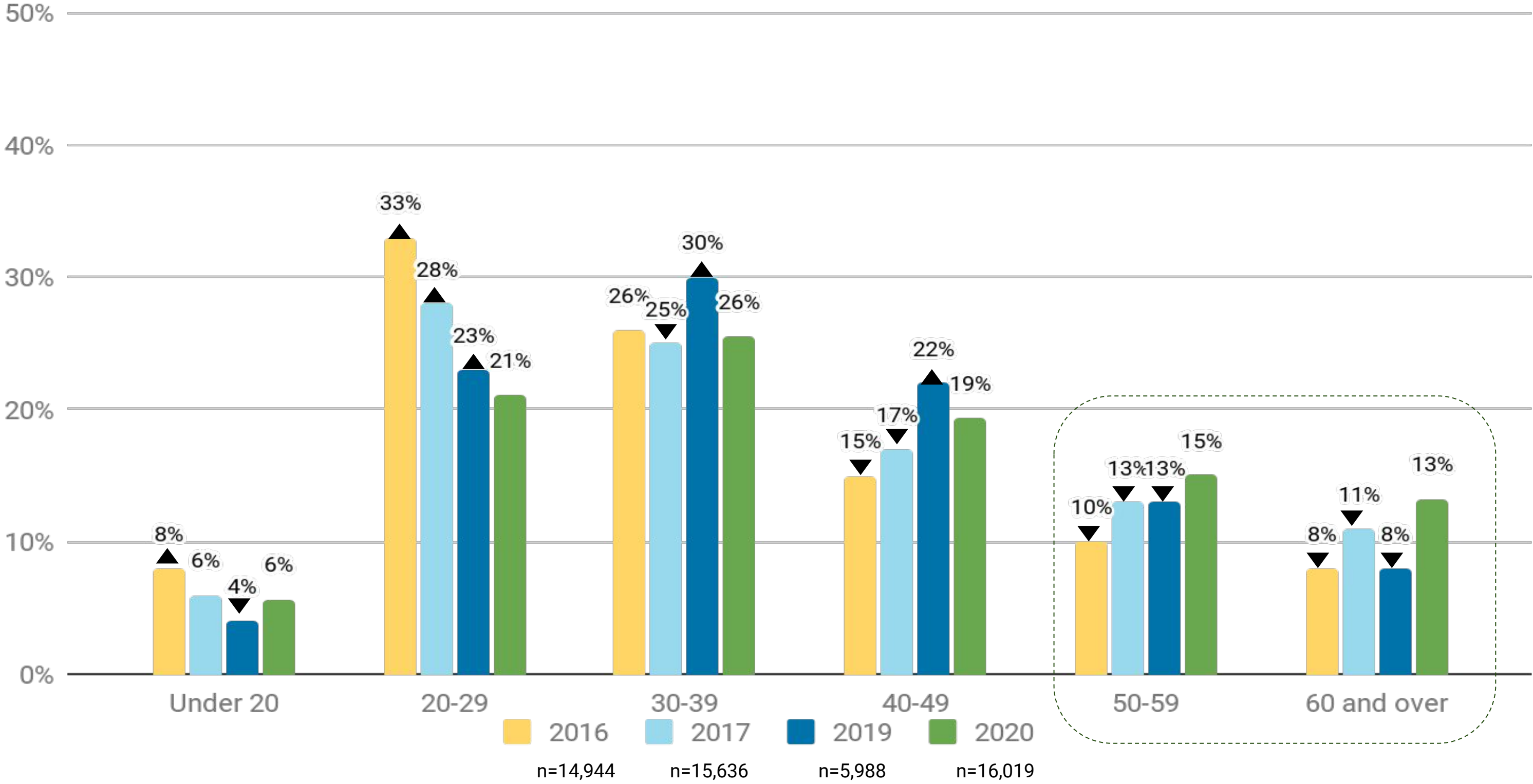
Question text: "Do you identify as...? You can select more than one. (2020)" / "What is your gender?" (2016)

*in 2016 & 2017, this question was structured so respondents can answer with a free-form response by filling out a text field. In 2019, respondents were provided with fixed options as well as an option to self-describe. We listed the five most common responses, aggregated when applicable. We aggregated responses as best we could. Responses meant to obscure respondents' gender entirely are aggregated in "prefer not to answer."

Multiple responses were allowed so results will not add to 100%.

Respondent Age

The age of respondents has declined significantly across the 20-49 age groups compared to 2019, while results show significant increases in the 50 or above age groups from prior surveys.



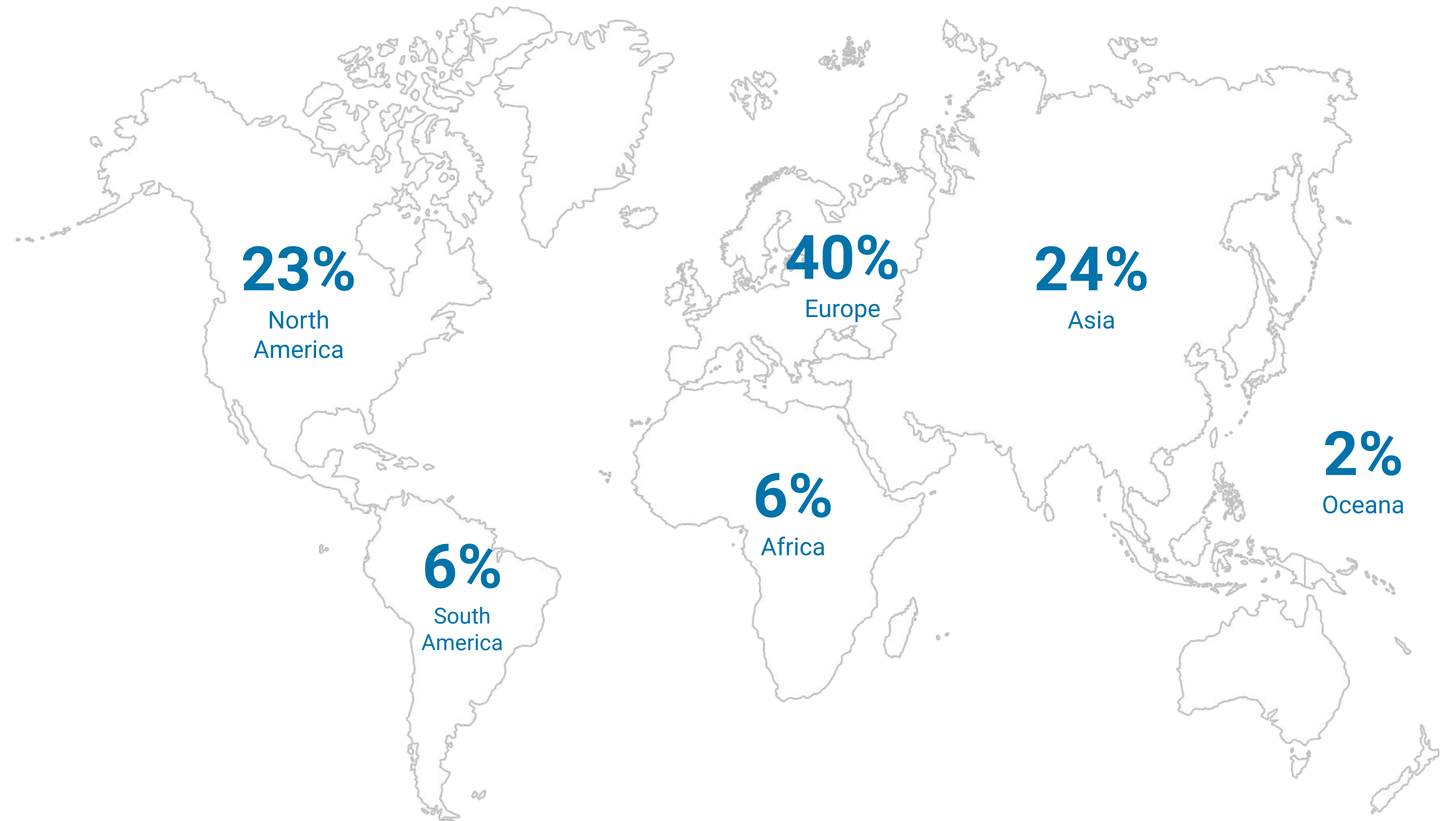
▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "What is your age?"

Respondent Location

In 2020, the proportions of respondents within Asia, North America, and Africa have increased significantly, compared to 2019 survey. While representation of Europe has declined significantly from 2019, it remains above levels reported in the 2015-2017 surveys.

Continent	2015	2016	2017	2019	2020
Europe	37%▼	35%▼	36%▼	62%▲	40%
Asia	19%▼	23%▼	20%▼	12%▼	24%
North America	35%▲	33%▲	34%▲	10%▼	23%
South America	3%▼	3%▼	3%▼	9%▲	6%
Oceania	3%▲	3%▲	4%▲	4%▲	2%
Africa	3%▼	3%▼	3%▼	3%▼	6%
n=	43,395	14,141	14,600	6,196	17,280



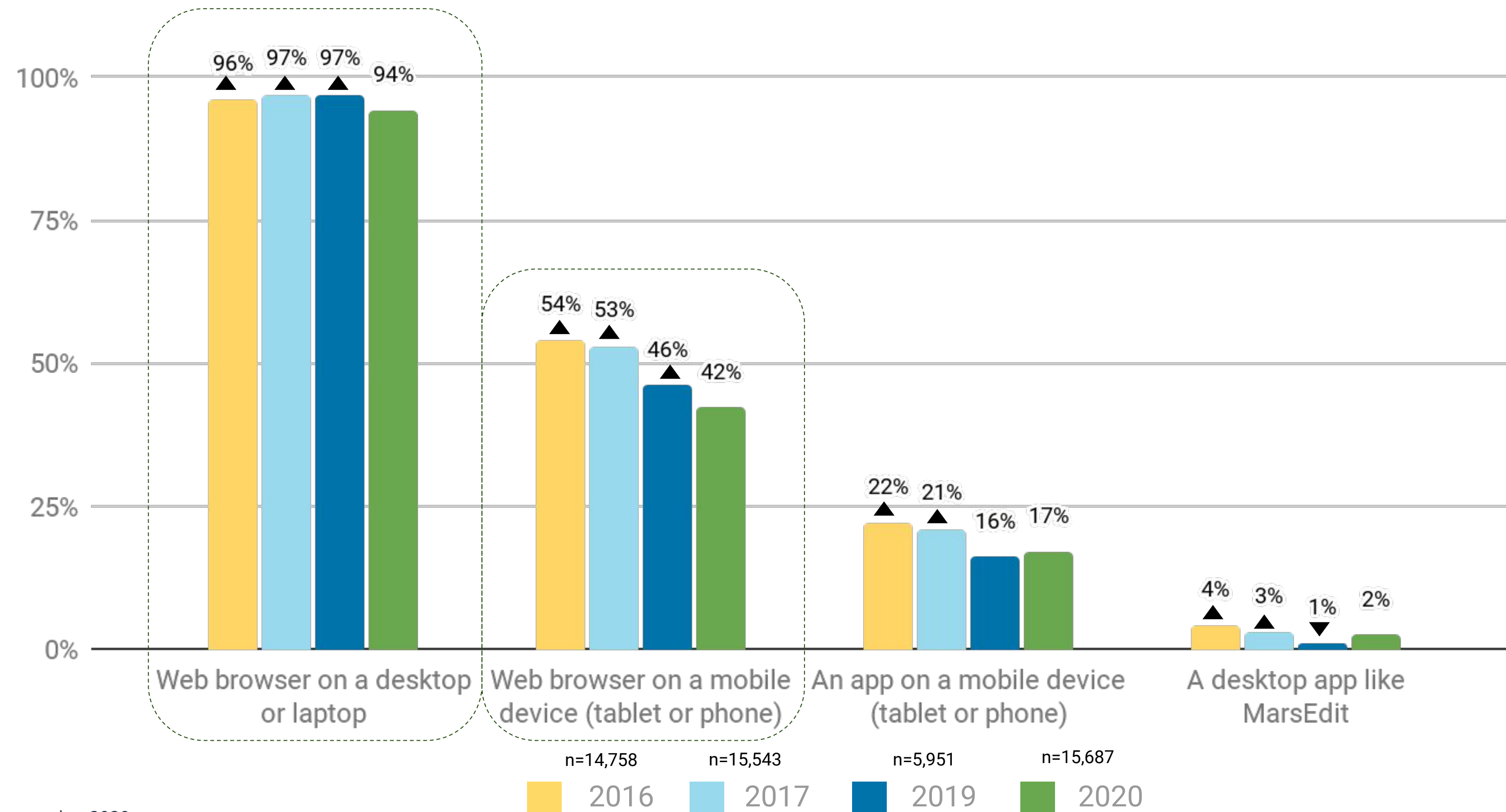
▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

Question text: "Where are you located?"

WordPress Access Device

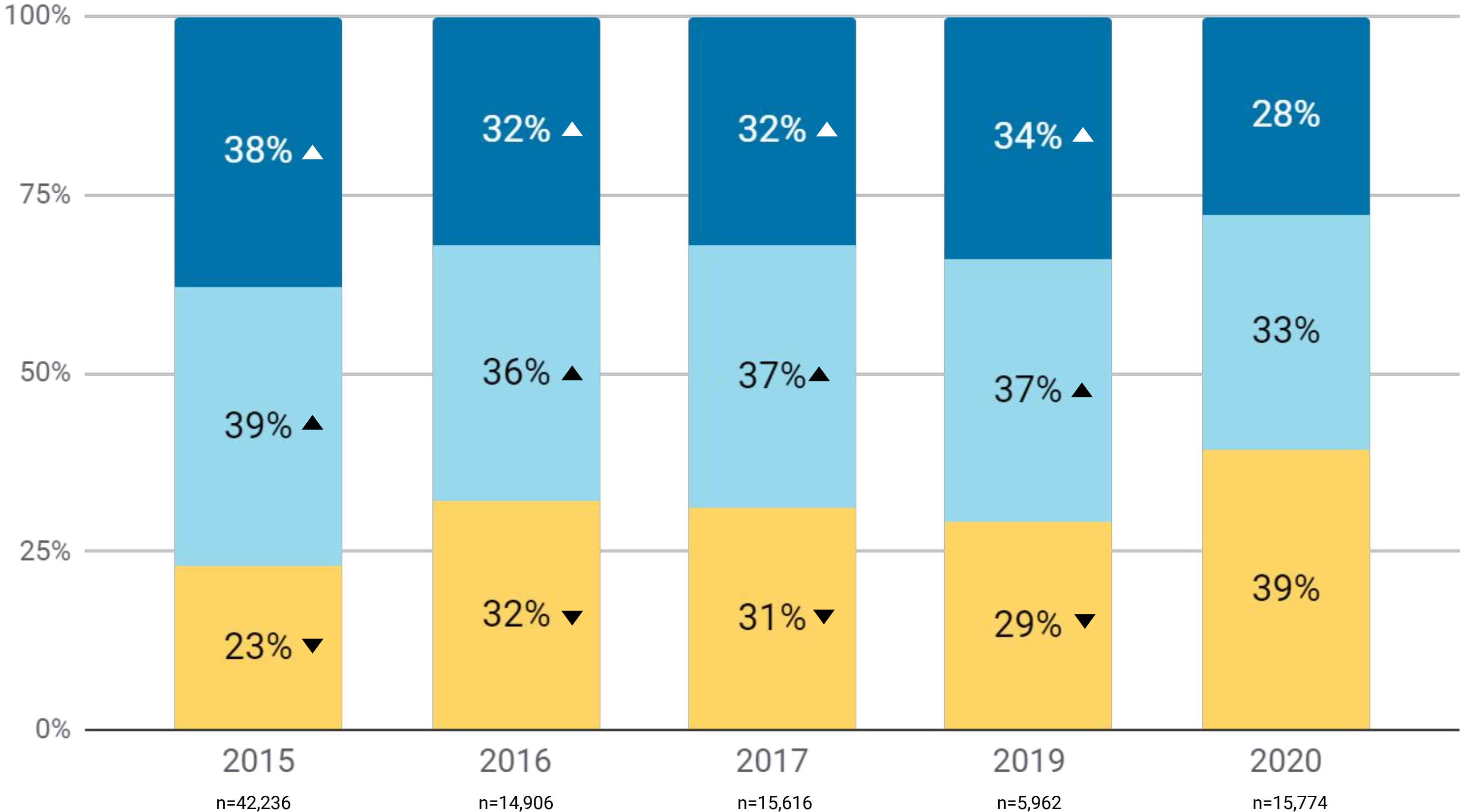
Significantly fewer survey respondents access WordPress via a web browser on a desktop or laptop (94%) or on their mobile device (42%) compared to the results from all three previous surveys.



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.
Question text: "Which devices do you access WordPress on?"
Multiple responses were allowed so results will not add to 100%.

Make a Living from WordPress

In 2020, significantly more respondents (39%) say they do not make a living from WordPress than in previous years (ranging from 23% to 32%). Similarly, there is a significantly lower proportion of respondents who say they do make a living from WordPress, from 32%-38% previously down to 28% in 2020.



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "Can you (truthfully!) say 'I make my living from WordPress?'"

■ Yes
 ■ Not really (I get some/all of my Income as a result of working with WordPress)
 ■ No

2020 WordPress.org Contributor Survey Results



Executive Summary

Executive Summary

The WordPress open source project is a collection of global Contributors, a majority of whom contribute as self-sponsored volunteers. Overall, a majority of Contributors remain happy with their contributor experience.

- Compared to 2019, a significantly higher number of Contributors now feel very welcomed as a participant in the WordPress project, with a similar number being consistently recognized for their contributions.
- Recognition from team leaders is reported to be most important to Contributors, while recognition from peers shows a significant decline of importance over the last year.
- Unsurprisingly, there's a significant decrease in people attending WordCamps or Meetup events is noted over the last year, with almost one-third claiming they were not involved with the local community.
- A slight increase in time spent by Contributors in a given week is noted, but many teams have seen a rise in the number of Contributors who are able to offer 5 to 15 hours a week.



WordPress Community Satisfaction and Recognition

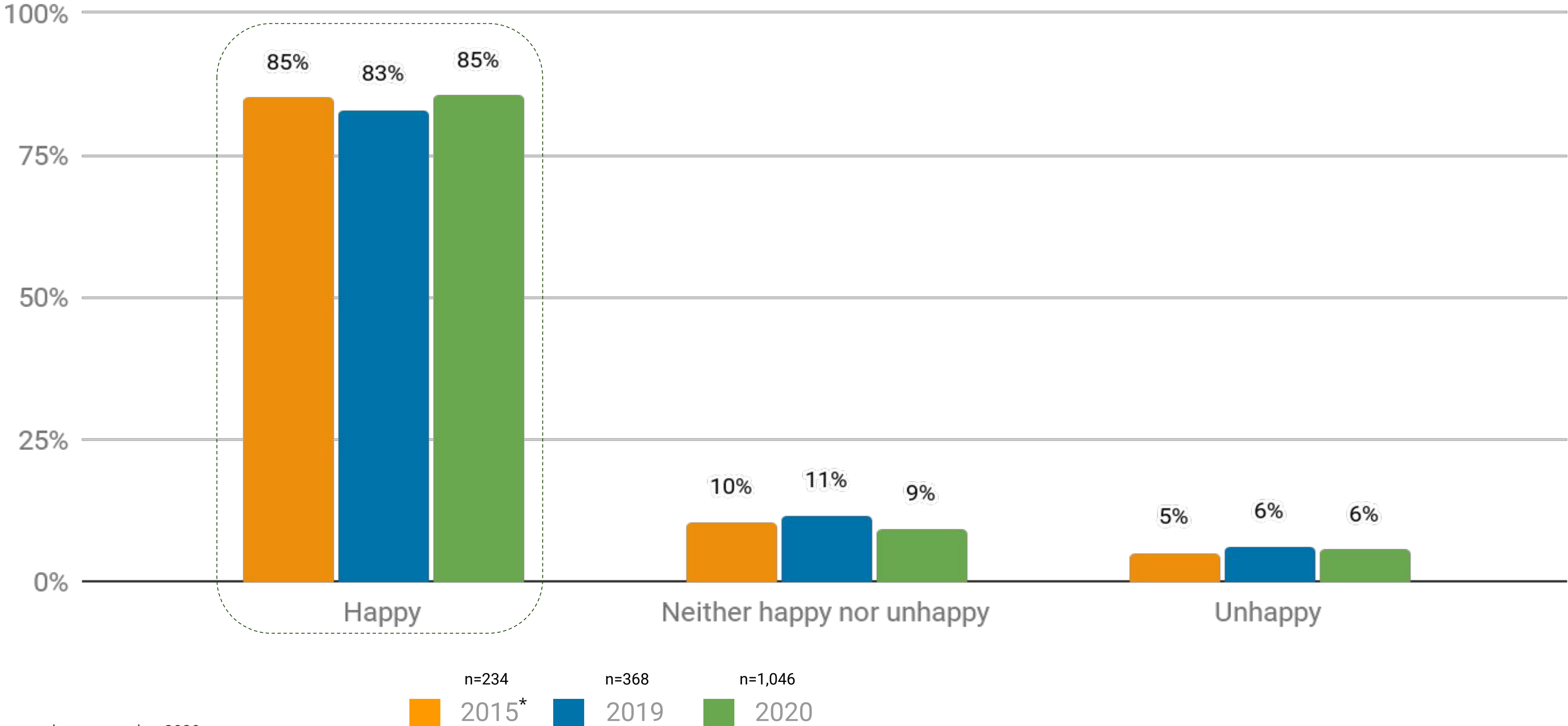
Summary of Findings

Contributors show a slight increase in happiness when compared to 2019. Contributors continue to feel recognized for their contributions (with most wanting to receive it from leaders on their team or on their WordPress.org profile).

- A significantly higher proportion of Contributors are feeling more welcome than in 2019.
- However, more than half of the Contributors say they have been treated differently or have seen someone being treated differently. This is something often reported by them.

Open Source WordPress Project Contributor Experience

The proportion of Contributors who are happy with their experience contributing to the open source project shows a slight 2-point increase from 2019 (from 83% to 85%).

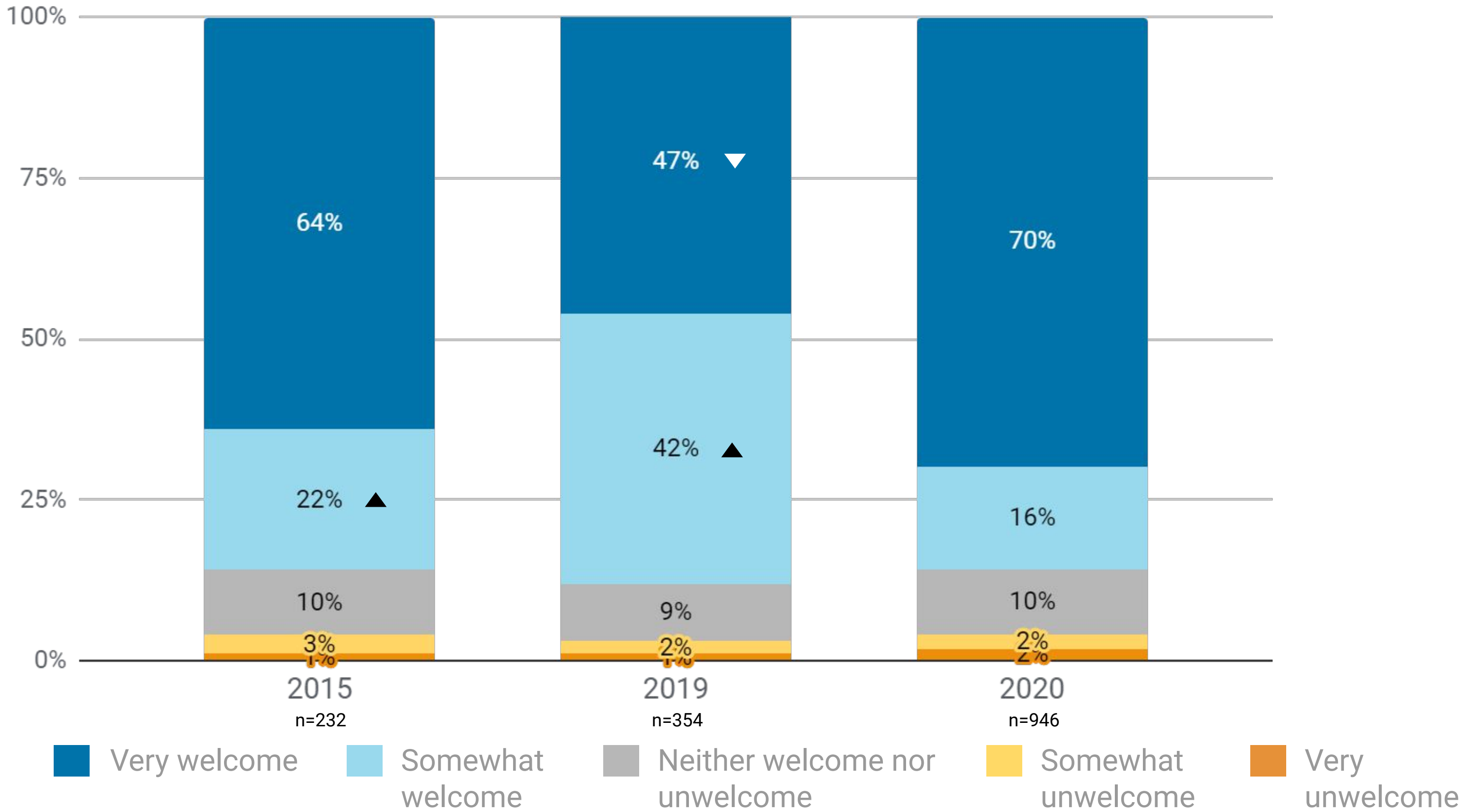


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Overall, how happy are you with your experience as a contributor?" / "How happy are you overall with your experience as a contributor? (2015)"
*Use caution when comparing results to 2015 as the question wording changed slightly.

How Welcome Contributors Feel as Participants in the WordPress Project

The 2020 top box response (“Very welcome”) shows a significant increase in feeling welcome to the WordPress project compared to 2019 (from 47% to 70%). However, the total 2020 responses among those who feel welcome (86%) remain below levels reported in 2019 (89%) .



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.
 Question text: "How welcome do you feel as a participant in the WordPress project?"

Why Contributors feel unwelcome as a participant in the project

“I already touched on this a bit, but WordPress is the only open source project I have encountered whose community spends a large portion of its time ensuring that people behave in very specific ways, often to the exclusion of those that hold less popular viewpoints and don't speak up for fear of being ostracized or "cancelled". WordCamps are full of presentations that focus on "how to treat people" or "how not to behave". There's nothing wrong with any of that content or its message, of course. But this over-the-top preoccupation for inclusiveness detracts from the mission of creating incredible software and leaves many Contributors to feel that they are simply on the 'outside looking in'.”

“It seems many ideas from those who are not part of the "in" crowd are immediately dismissed as not worthy of consideration.”

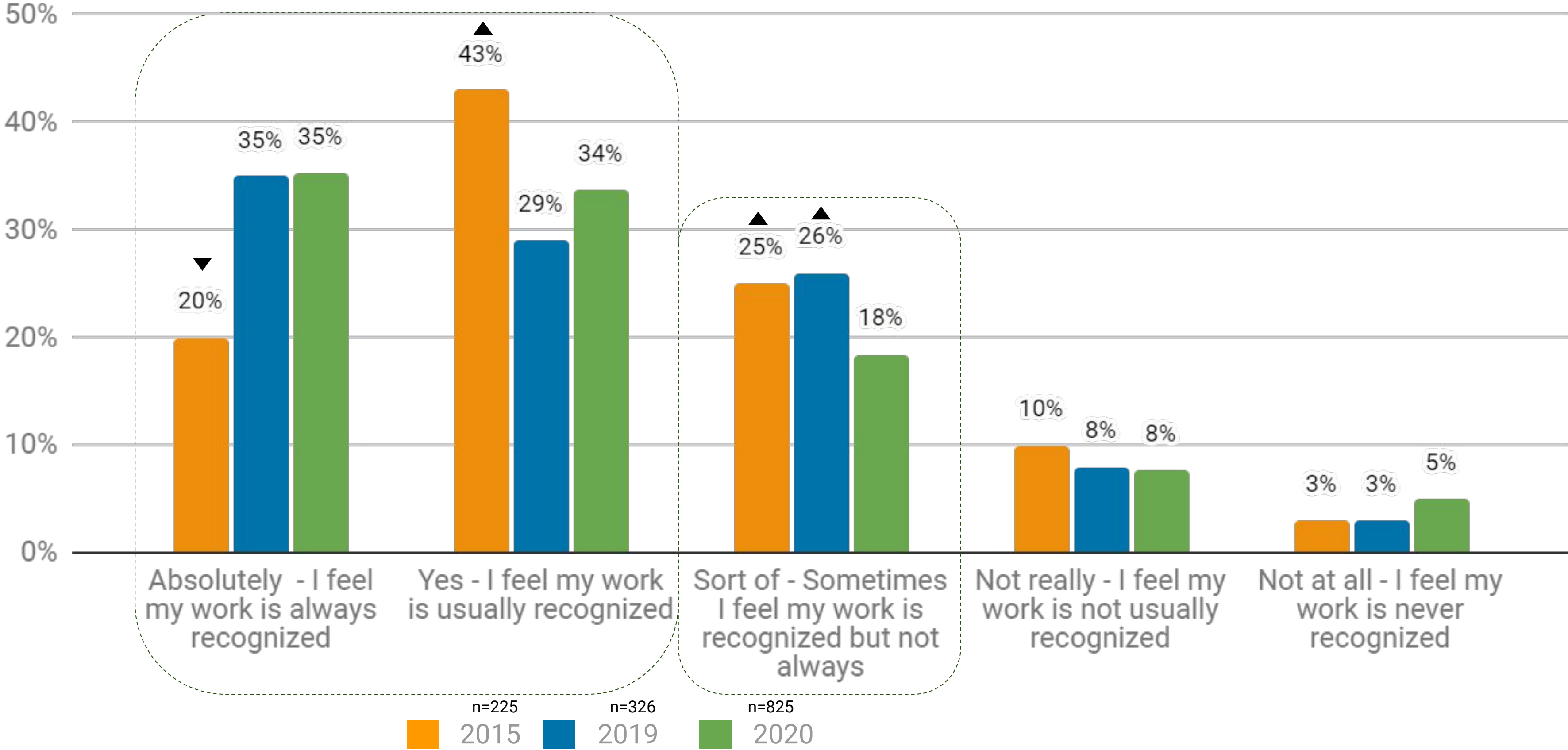
“I'm a forum moderator who is no longer counted as a stakeholder in support and receives no support for my efforts. I went from being a support moderator whose opinion mattered to being ignored and having any decision reversed and have no support for my actions. I am discouraged and no longer have any confidence in the support team direction.”

“When I started contributing in 2004, the space was very different and all participation was acknowledged as it was a much smaller but rapidly growing community and we all encouraged each other. Now, it feels like a pseudo-community project, that is largely driven by monetisation of various aspects by certain parties. So I don't really contribute very much, unless it's within the user groups, rather than core teams. It's still a great project and platform, and remains open source to a degree, but I am anxious that it will soon lose that aspect as more and more loops close.”

Question text: "Please tell us why you feel unwelcome as a participant in the WordPress project."
Note: This question was asked in an open-ended format which allowed for free-form text entry.

Feeling Recognized for Contributions

The 2020 results show stronger positive feelings among Contributors about being recognized (and valued) for their contributions. While positive feelings increased in 2020 compared to 2019 (64% vs. 69% currently), the neutral (“Sort of”) response shows a significant decrease (from 26% to 18% in 2020).

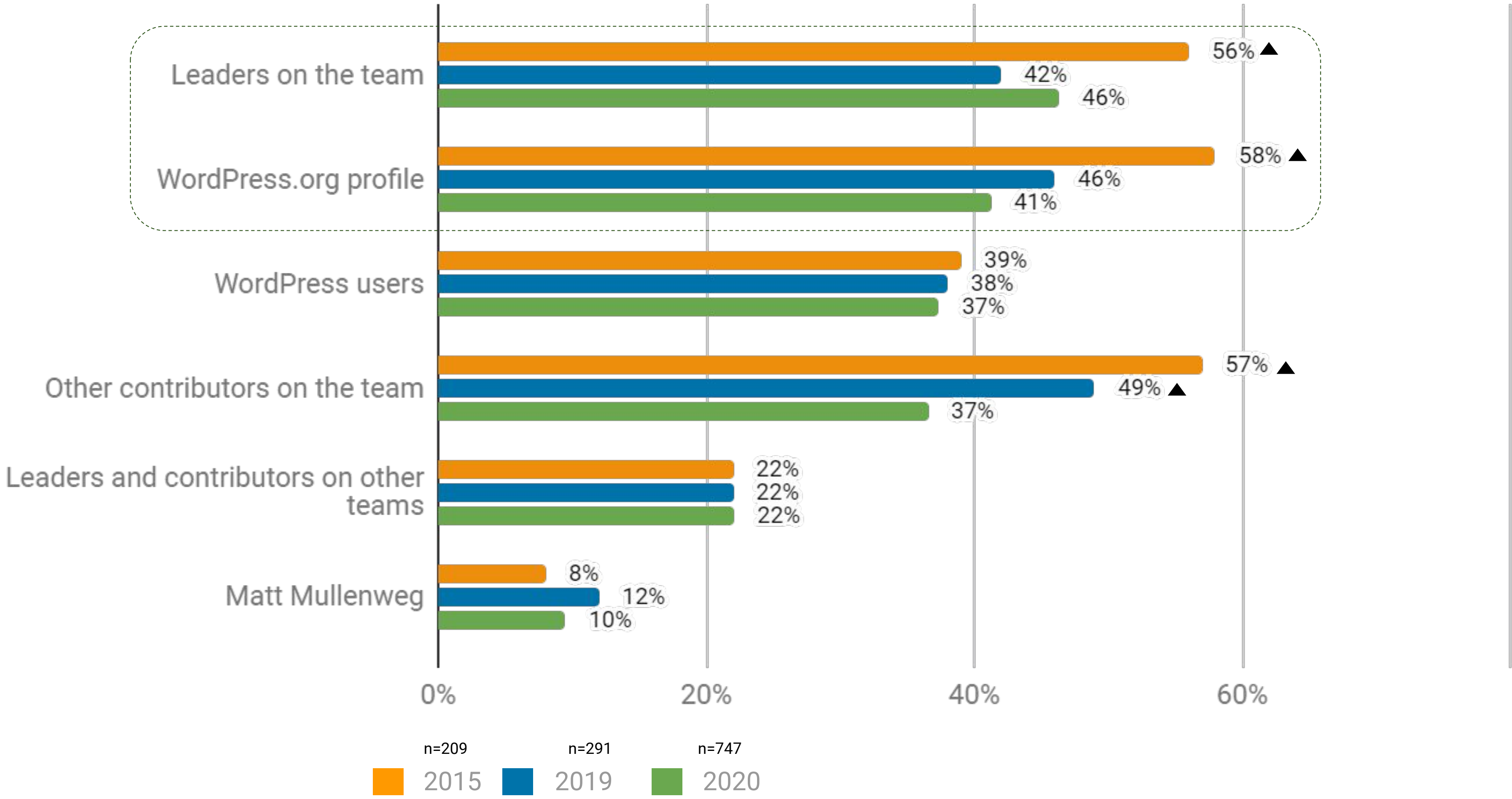


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "Overall, do you feel your contributions are recognized (and valued)?" / "Do you feel your contributions are recognized (and valued) overall? (2015)"

Preferred Contribution Recognition Source

Contributors prefer to receive recognition from leaders on their team (46%) or on their WordPress.org profile (41%).



▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "Where do you expect the recognition for your contributions to come from? Check all that apply." / "When we talk about recognition for your contributions, where do you expect that recognition to come from? (2015)"

Times When Others Were Treated Differently

“I was offended by many core developers jumping on the BLM movement without knowing their history facts and forcing other to adhere to their beliefs. I am against politicizing open source communities, and such decisions makes me a bit sad and concerned for the future of this community.”

“I do not wish to overstate it but I have observed that some members of the community treat women differently than others who clearly identify as male. The members behaving this way are NOT project leads and frequently drop off from the community view.”

“I very often see women being discounted in the community, it's difficult to pick one specific situation.”

“Before I discussed the matter with some people on the global Slack, black people and women's questions were answered less frequently on the local Slack than people who have photos, or screen names that suggest that they are white males. Currently questions are answered more evenly, but some specific people still provide better quality answers to the white males and condescending or incorrect ones to the females or the non-white people.”

“Many a times based on their gender, few people are treated differently.”

“Women usually being treated inferior or as a token.”

Question text: "As applicable, tell us about a time when you observed someone else being treated differently." (2019) / "Have you ever observed anyone else being treated differently?" (2015)
Note: This question was asked in an open-ended format which allowed for free-form text entry.

Times When Others Were Treated Differently (continued)

“I do feel that being White (Caucasian) from North America or Europe gives extra weight to the ideas and suggestions you make. Non-white folks particularly Asians / Indians / Pakistanis, despite being in large numbers are underrepresented in the WordPress community. Many WordPress companies hire South Asians because they can speak English and due to the lower cost of living in their home countries, they can be paid less than a North American or Western European team member. I think the cost of living shouldn't be a metric when WordPress companies decide what they would pay for certain work. The work should be compensated equally whether an employee lives in North America or India.”

“I was at a meetup where a disabled person with a chest problem was coughing and another person made a huge thing of it and asked them to vacate the room. The disabled person left and drove home. Another time a female speaker who is a national leader in her field was patronised and spoken to directly in a very disparaging way about her work. Another time the same person (in all these instances the offender is the same person, I'm afraid) deliberately put another female speaker on the spot repeatedly asking the same question after she had answered it adequately and clearly each time. It was clearly done to put her on the spot, make her look stupid in front of other people and to make the person asking the question look/feel as though they were cleverer at her own job than she was. The person was dealt with each time and the matter/sanctions escalated each time leading to partial expulsion from the group for a number of months.”

Question text: "As applicable, tell us about a time when you observed someone else being treated differently." (2019) / "Have you ever observed anyone else being treated differently?" (2015)
Note: This question was asked in an open-ended format which allowed for free-form text entry.

Times When Others Were Treated Differently (continued)

“I have seen numerous instances of ageism at meetups and WordCamps. I've also seen sexism as an organizer for a WordCamp.”

“Racial discrimination”

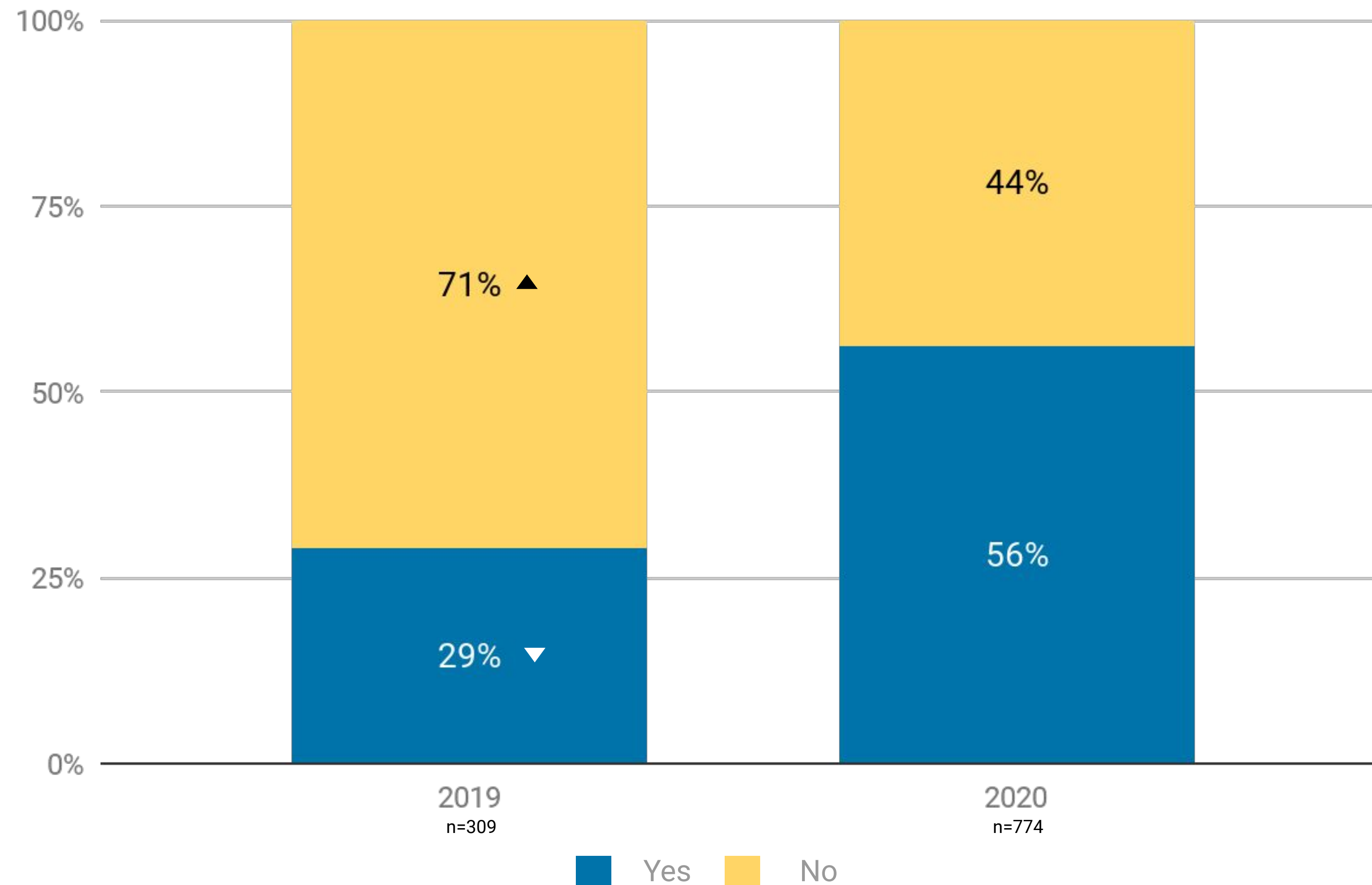
“Mostly women treated differently by men.”

“Inappropriate comments towards women”

Question text: "As applicable, tell us about a time when you observed someone else being treated differently." (2019) / "Have you ever observed anyone else being treated differently?" (2015)
Note: This question was asked in an open-ended format which allowed for free-form text entry.

Witnessed or Experienced Being Treated Differently

More than half of the Contributors (56%) say they have been treated differently or have seen someone being treated differently. Among those Contributors, nearly six out of ten (58%) reported the incident.



▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

Question text: "Have you ever been treated differently or seen anyone being treated differently?" / "If you have ever been treated differently or seen anyone being treated differently, did you report it? If so, where/to whom? (If not, why not?) (2015)"
And "Did you report it?"

How the Incident Was Reported

“I reported it to several people. The global Polyglots mentors, the local Slack workspace admins, Erica, Andrea and Josepha (she was on sabbatical, but I sent the message as a courtesy). It was an exhausting, drawn-out experience.”

“To the team, but respecting the victim's desire to not go further, I didn't disclose her name.”

“Internally to the WordCamp organizing team.”

“The security team on a website.”

“To direct superiors.”

“Other meetup leaders for that meetup, and others on Slack for advice.”

“The police and your team.”

“The perpetrator's employer.”

“WordCamp organizers.”

“WordCamp report form.”

“To the leadership or chancellor.”

“WC Organizer to Deputy.”

“My boss.”

Question text: "Where/to whom did you report the incident?"

Note: This question was asked in an open-ended format which allowed for free-form text entry.

Why the Incident Was Not Reported

“To my knowledge, there is no system by which any concerns can be communicated. I am not aware of a project-wide governance structure or reporting for concerns.”

“Where and to whom do I report it? Is there a central place for this?”

“Didn't want to jeopardize my position.”

“Because the person involved asked me not to”

“It's a sensitive topic, and I did not want it to affect my current position. People are wound up, and make decisions they will regret in the future. So I prefer to be a silent observer, rather than a scapegoat.”

“Report it to who!? There's no clear guidelines or information about who things like this should be reported to. In this particular instance, I spoke up for the person, but there wasn't a need to "report" the offender to anyone.”

“It would have been too easy for it to have been dismissed as "it was a joke", making me look like a trouble-maker.”

“others had already reported by the time I saw it.”

“Others were fully aware of what happened and it was being handled.”

“Because I am new in work.”

“I not like to get me in trouble.”

Question text: "Why didn't you report the incident?"

Note: This question was asked in an open-ended format which allowed for free-form text entry.

Why the Incident Was Not Reported (continued)

“It's pointless to report anything when you're a minority.”

“I didn't know where and how to report.”

“Cause I had no one to stand for me.”

“Because I do not want problems.”

“I thought that I do not know where to tell and whom to ask for help... but above all - most of the time I think the volunteering mods are doing a good job.”

“Worried about backlash.”

“I have no idea when can I report them.”

“[I] have to work.”

Question text: "Why didn't you report the incident?"

Note: This question was asked in an open-ended format which allowed for free-form text entry.



WordPress Community Contribution Habits

Summary of Findings

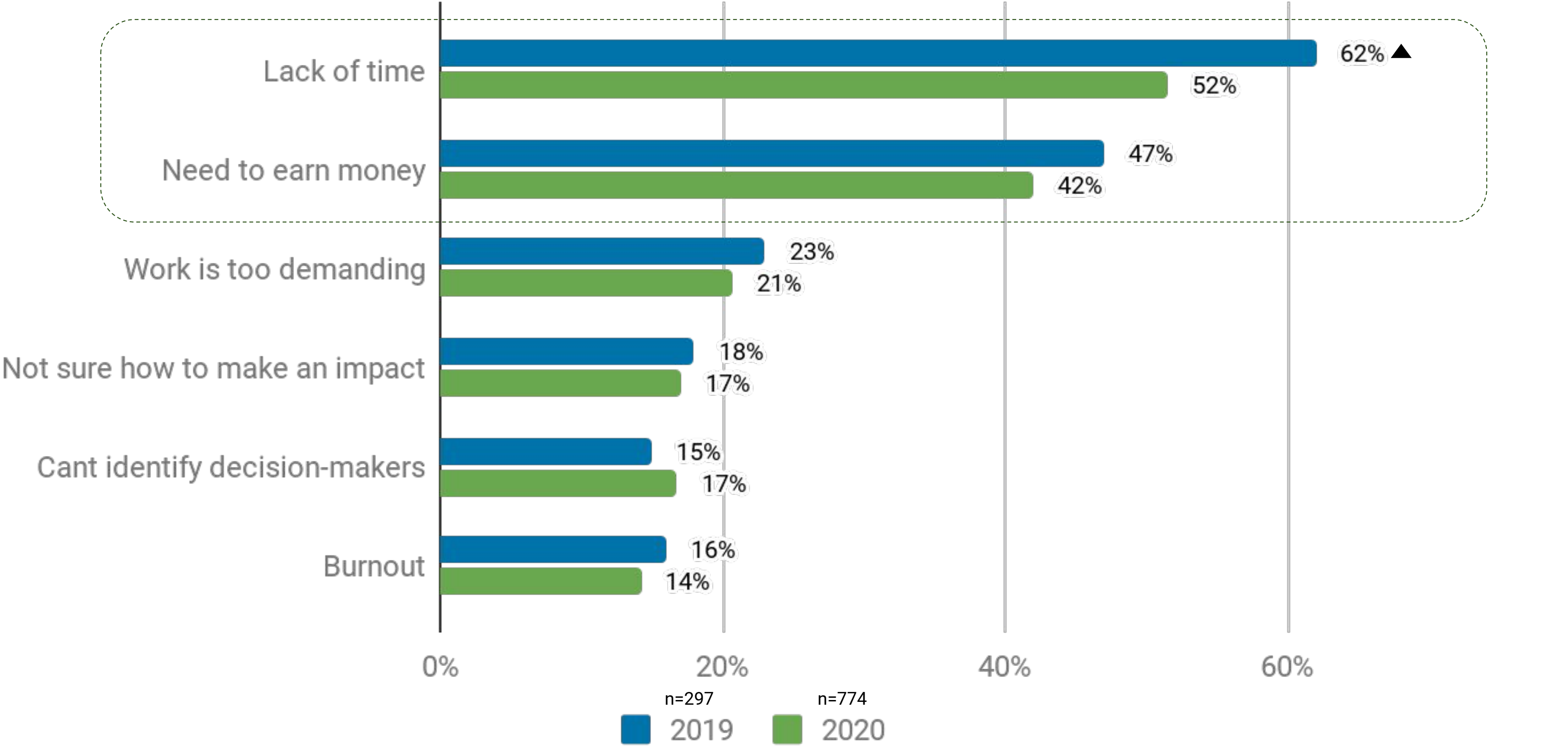
Contributors most commonly work on the open-source project at home or in the evenings, followed by randomly when they feel like doing so. Lack of time is often a barrier for their involvement, followed by the need to earn money.

More than one-third of the respondents were part of a meetup organizing team, while almost one-third of respondents were not involved in the local community.

Not surprisingly, a significantly higher proportion of respondents say they have not attended any Meetup Event or WordCamp events over the past year. Most attended their local WordCamp, while there was a significant increase in those who reported attending WordCamp US.

Involvement Barriers

Contributors indicate that “lack of time” (52%) is the most common barrier for them to be as involved as they would like to be. The second most common barrier is the “need to earn money” (42%).

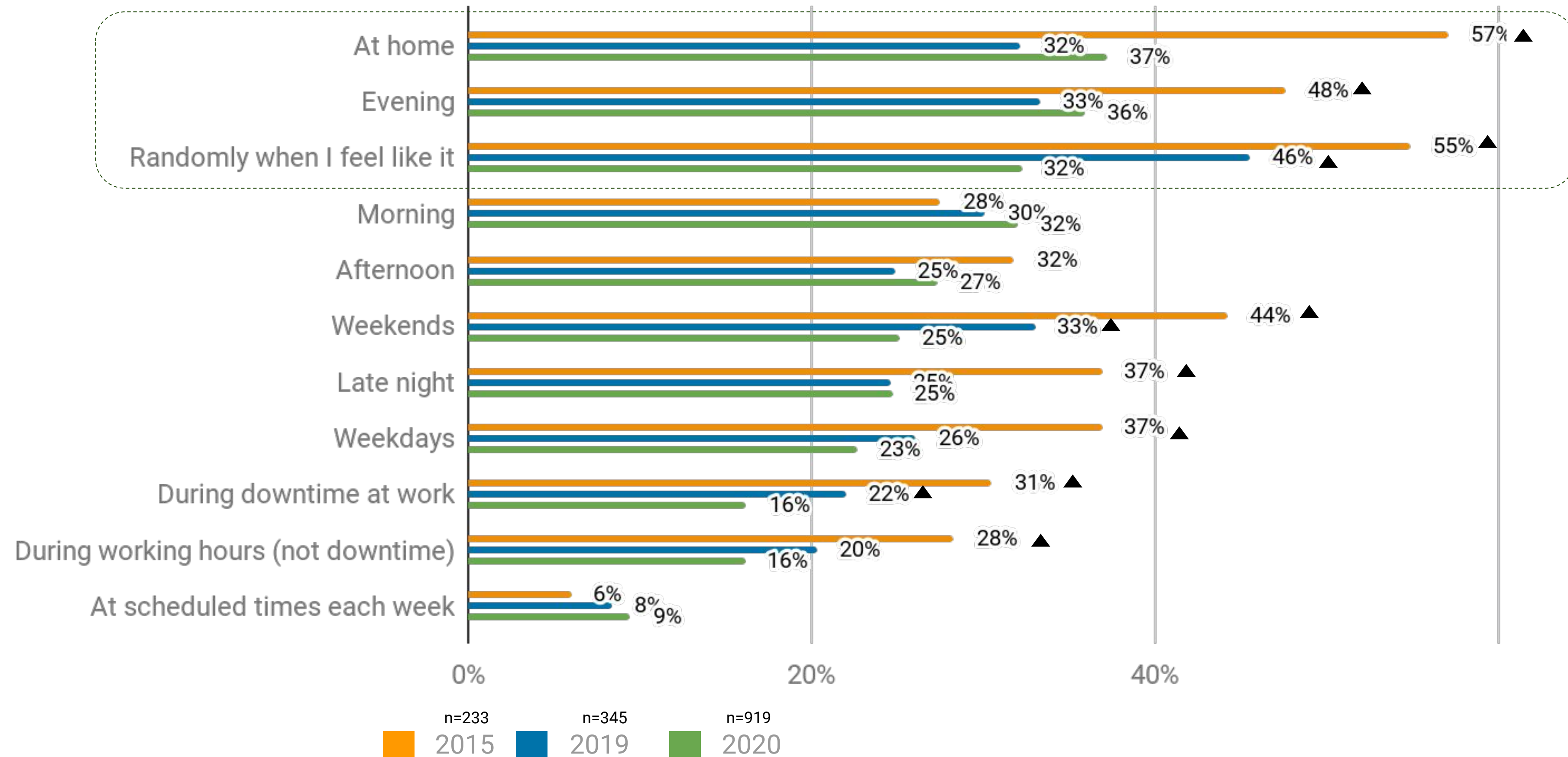


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Which of the following would you say are barriers for you to be as involved as you would like to be? Check all that apply."

When Contributing Work is Done

Contributors most often work on the open source project “At home” (37%). “Evening” (36%) and “Randomly when I feel like” (32%) are the next most common responses.

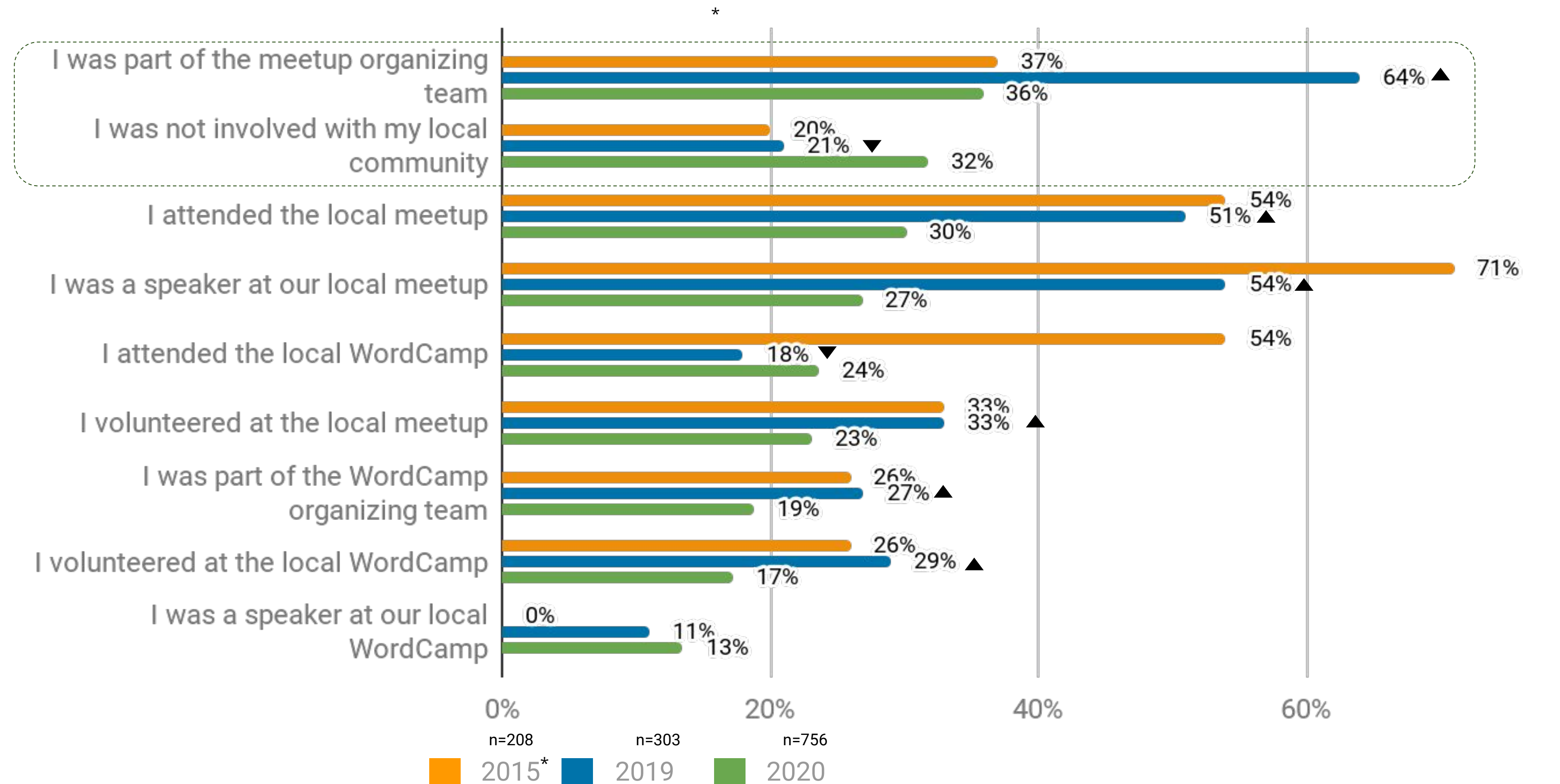


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "When do you normally do your contributing work?"

WordPress Community Involvement

A significantly lower percentage of Contributors (36%) say they were part of the meetup organizing team than 2019 (64%). Significantly more Contributors (32%) claim they are not involved with local community than in 2019 (21%).



▲ Indicates a significantly higher result compared to 2020.

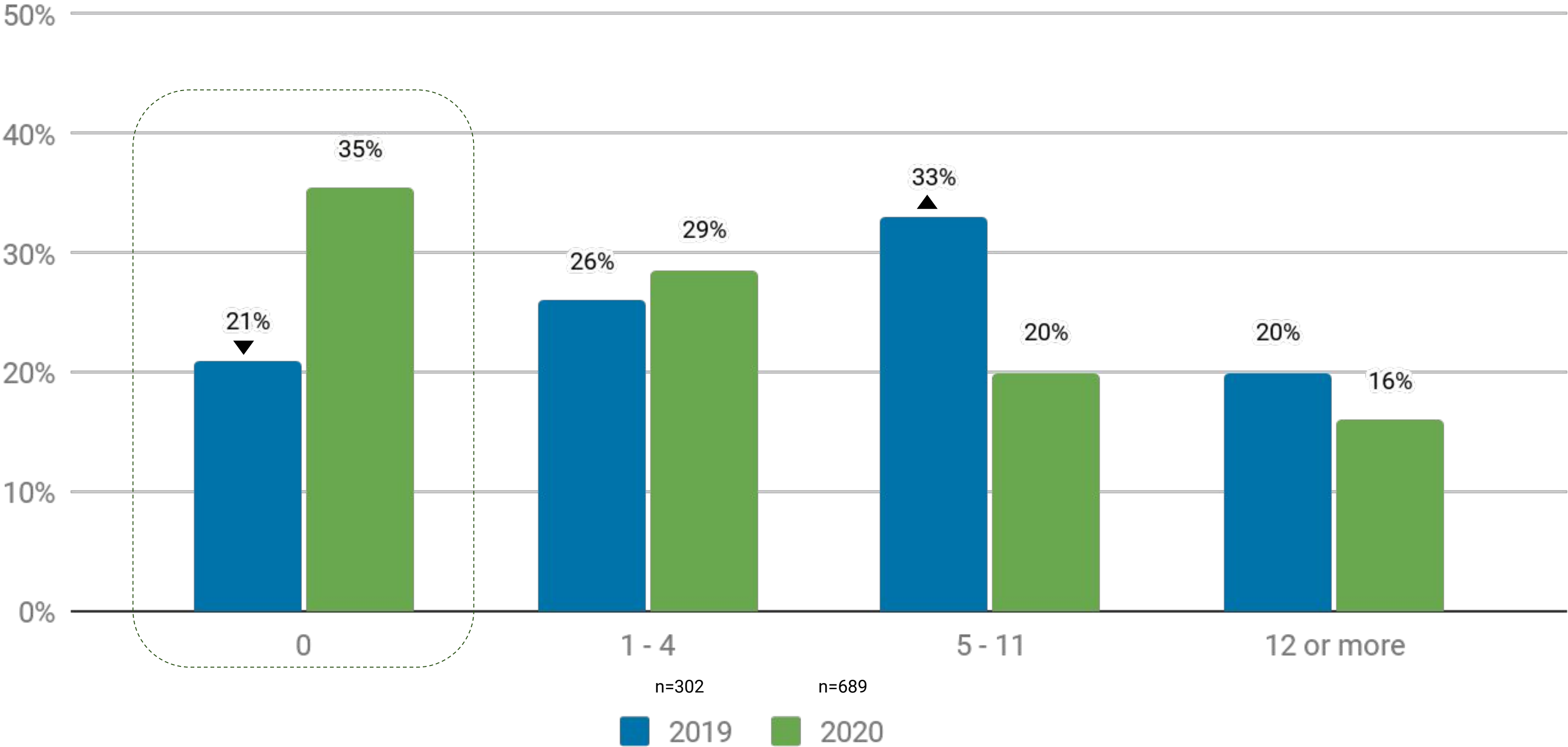
▼ Indicates a significantly lower result compared to 2020.

Question text: "Aside from online, how else were you involved in your local WordPress community over the past year?"

*The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance.

Number of Meetup Events Attended Over the Past Year

An expected during a pandemic, a significant increase occurs among Contributors who say they have not attended any meetup events over the past year (35%) compared to 2019 (21%).

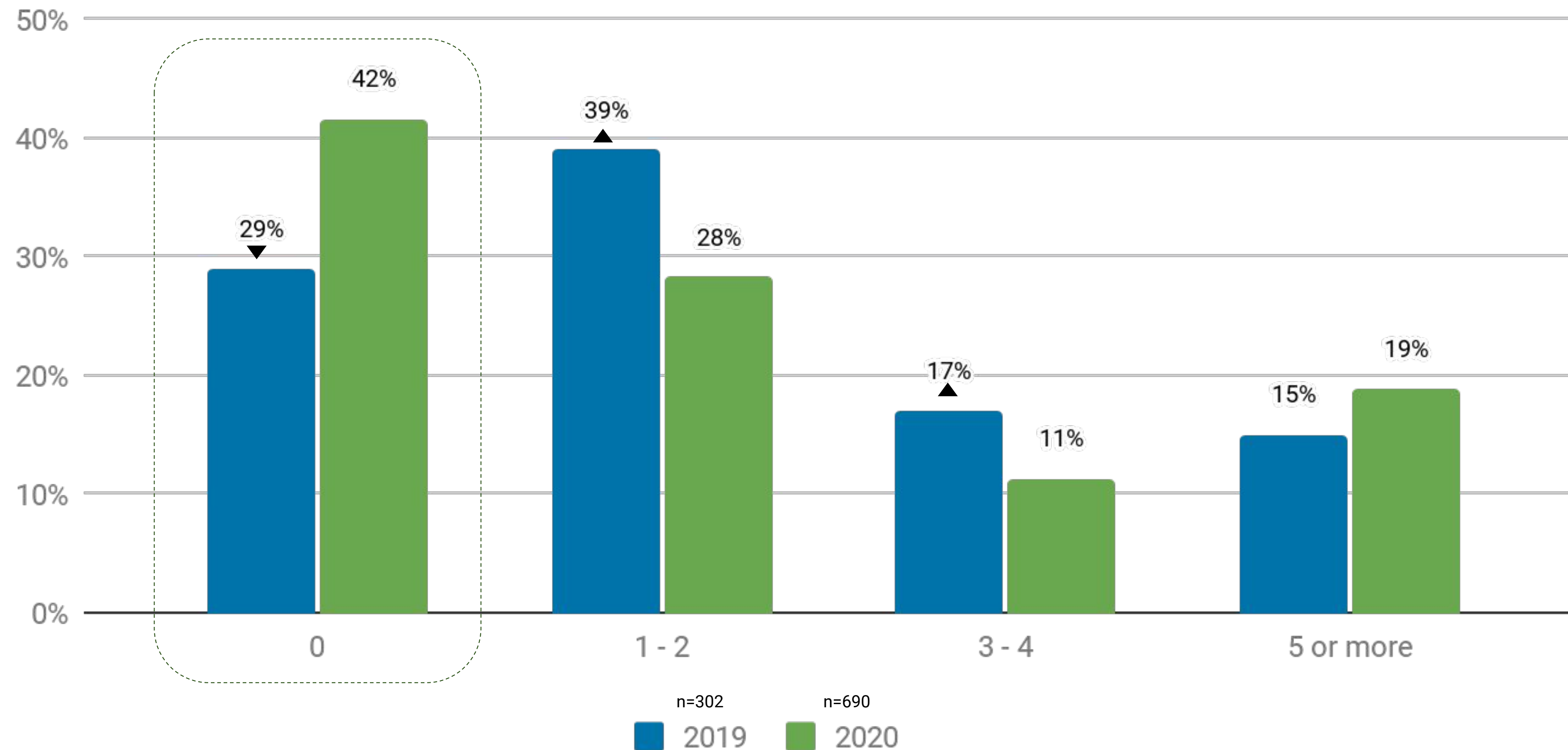


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, how many meetup events did you attend?"

Number of WordCamps Attended Over the Past Year

A significantly higher number of Contributors (42%) claim they did not attend any event at WordCamp over the past year during the pandemic, compared to 2019 (29%).

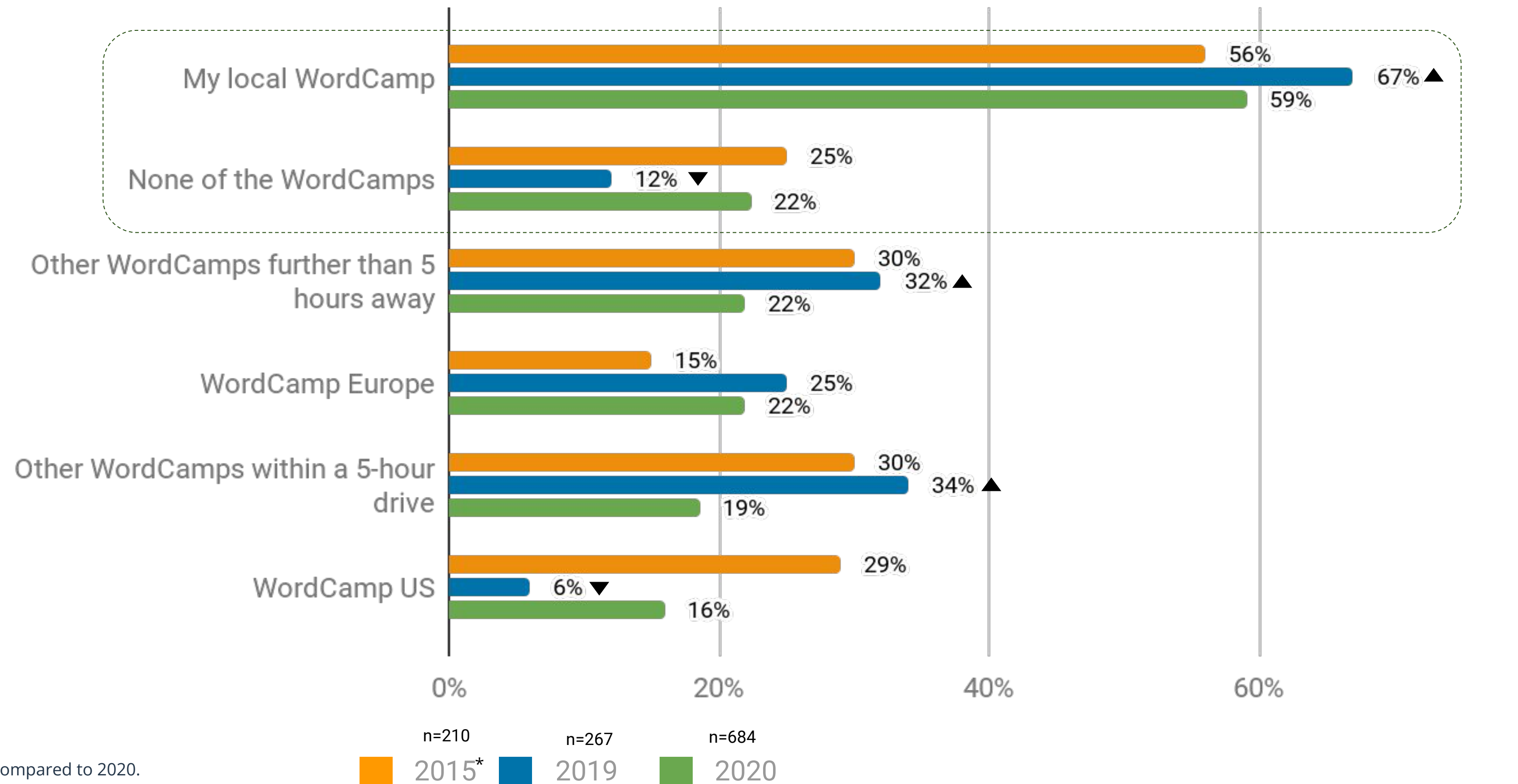


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, how many WordCamps did you attend?"

Which WordCamps Were Attended Over the Past Year

Nearly three-fifths (59%) of the Contributors say they attended their local WordCamp over the past year. While a significantly higher number of Contributors say they did not attend WordCamps (22%) as compared to 2019 (12%).



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Which of the following WordCamps did you attend over the past year?" / "Did you attend any of these WordCamps over the past year? (2015)"

*The provided question response options were changed in 2019 and the differences between these results cannot be compared for statistical significance. Unlike 2015, respondents who said they did **not** attend an event in the previous question were not asked this question in 2019.



WordPress Community Contribution Dedication

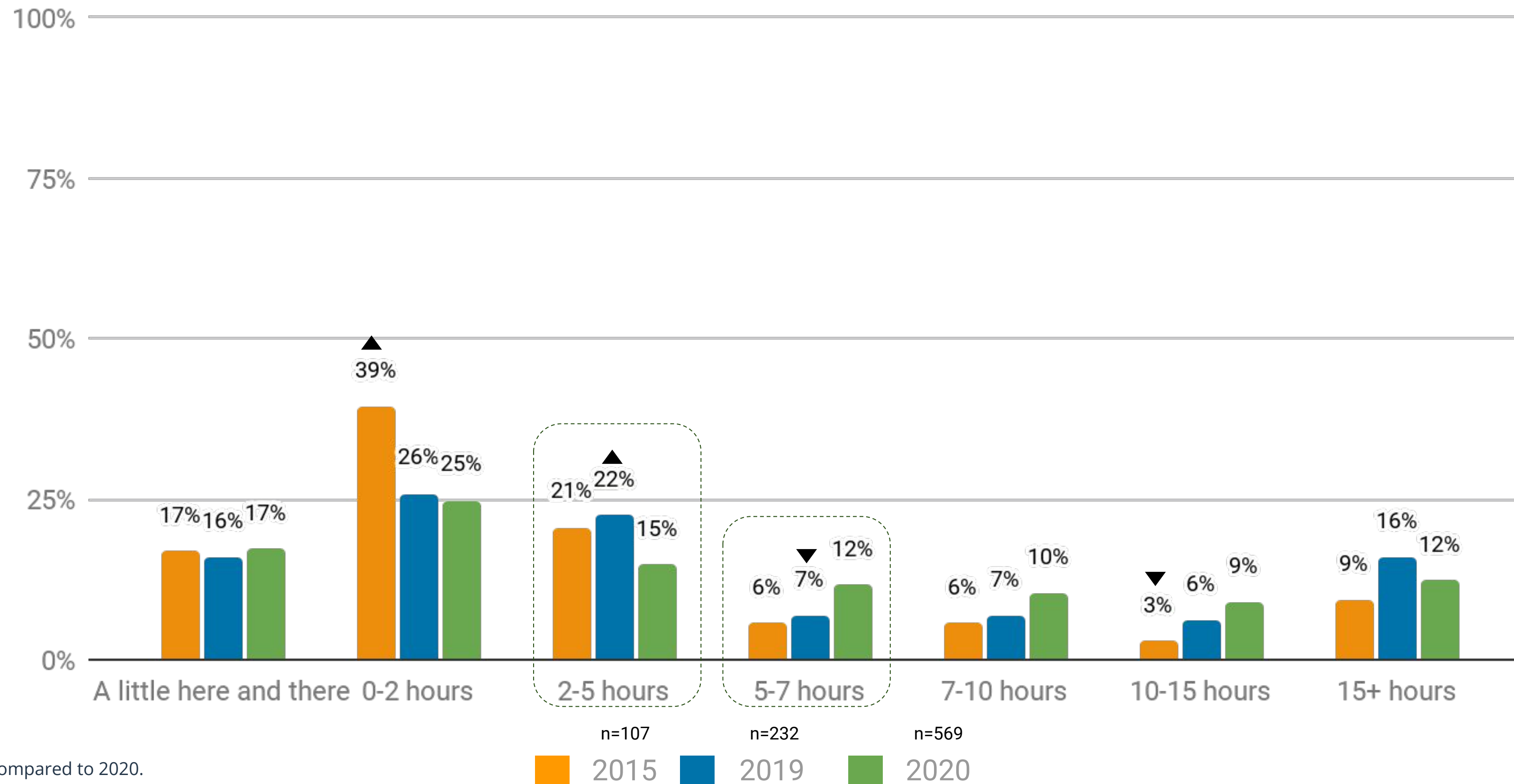
Summary of Findings

Contributors spending 5 to 15 hours on the Community Team increased from 20% reported in 2019 to 31% in 2020. More Contributors are also spending more time on Free Plugins in the Directory, Free Themes in the Directory, and the Support Team than in 2019.

Overall, the respondents are spending more time on contributing to various teams, including the Support Team, Meta Team, Flow Team, Accessibility Team, Design Team and Core Team, than in 2019. Overall, Contributors are spending more time Speaking at WP Events, and this is trending upward.

Time Spent* Contributing to the Community Team

Hours spent per week on the Community Team show an increase from levels reported previously. Those who say they spent 2-5 hours (15%) have significantly declined from 2019 (22%). A significant increase occurs among those who say they spent 5-7 hours (from 7% to 12% currently).

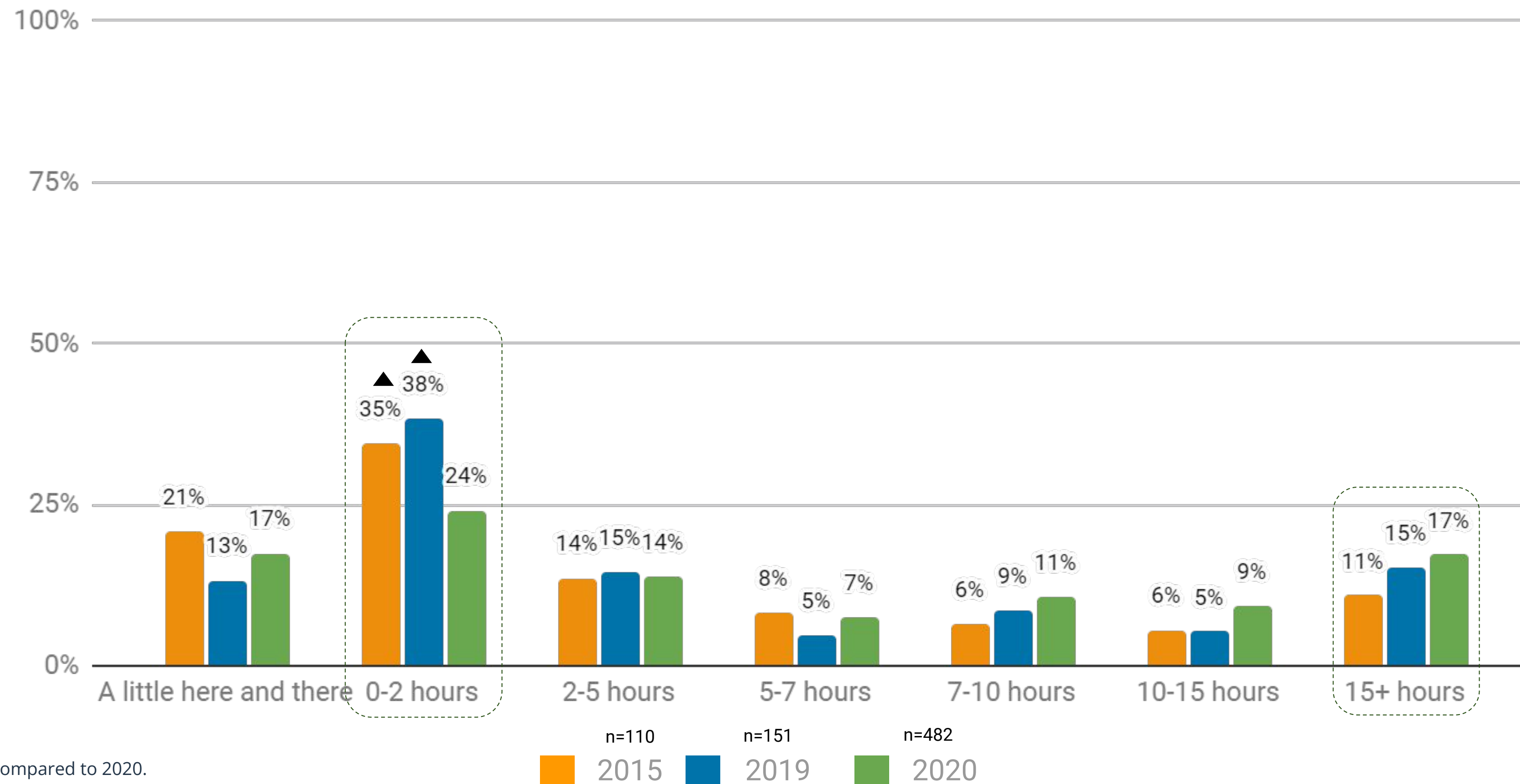


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Free Plugins in the Directory

Slightly more Contributors (17%) say they spent more than 15 hours on Free Plugins in the Directory than in 2019 (15%). The “0-2 hours” response shows a significant decline from 2019 (from 38% to 24% currently).



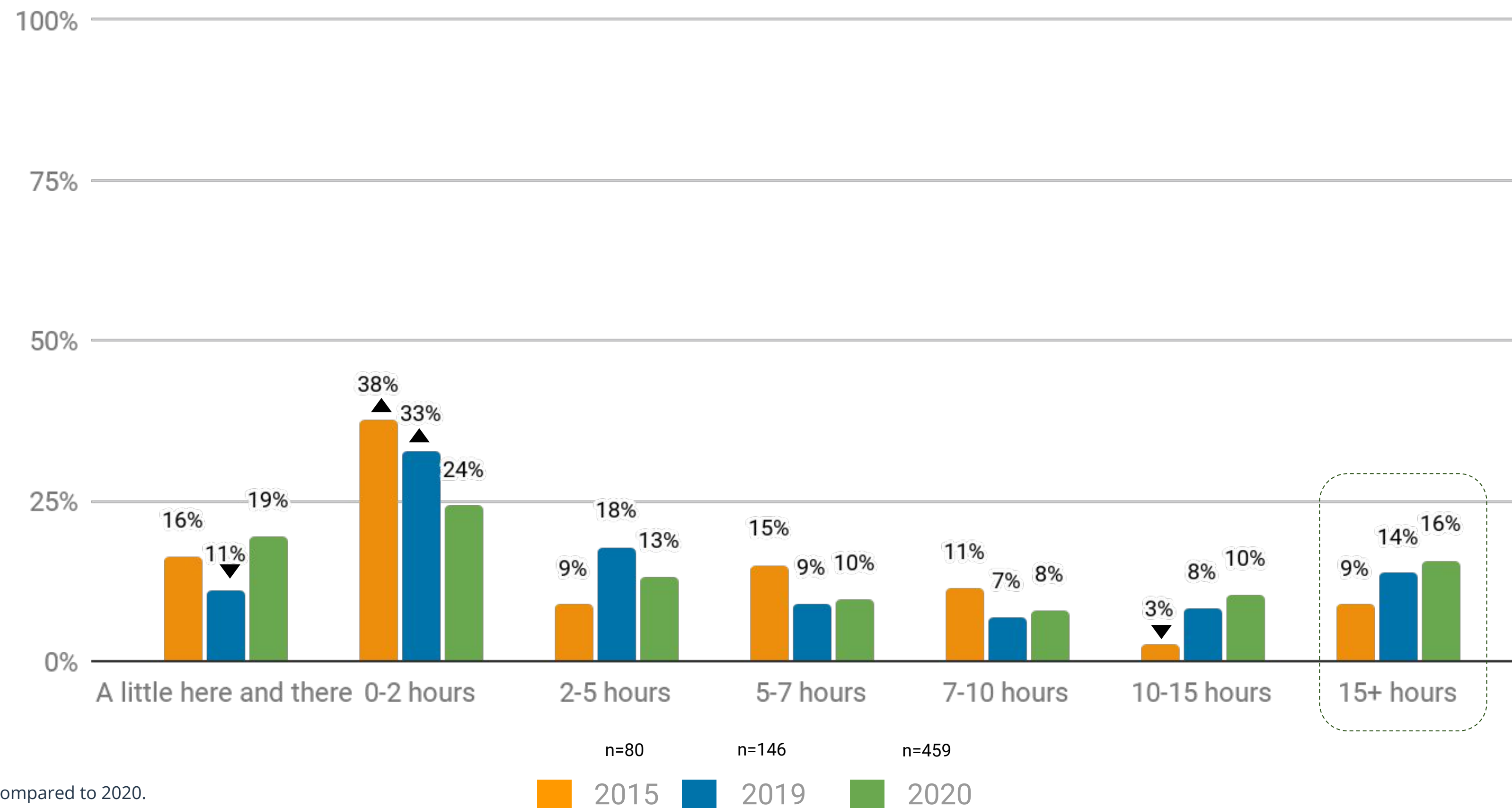
▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Support Team

The proportion of Contributors who spend 15 or more hours with the Support Team shows a slight 2-point increase, from 14% in 2019 to 16% currently, while a slight increase can be seen in 5+ hours compared to 2019.

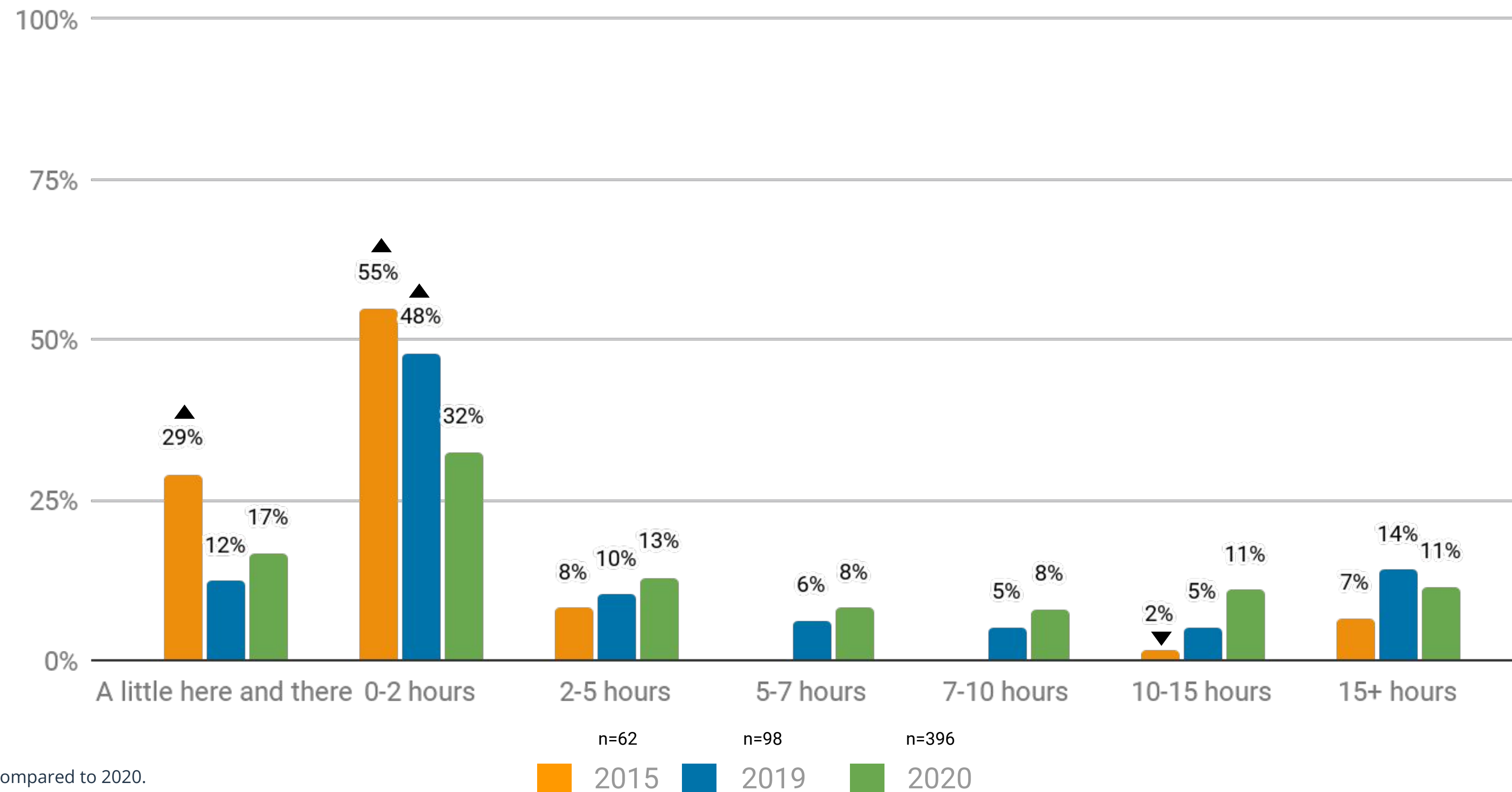


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Meta Team

Respondents are also contributing more time to the Meta Team in 2020 than in 2019. A slight increase is noted among Contributors spending 10-15 hours, compared to 2019.



▲ Indicates a significantly higher result compared to 2020.

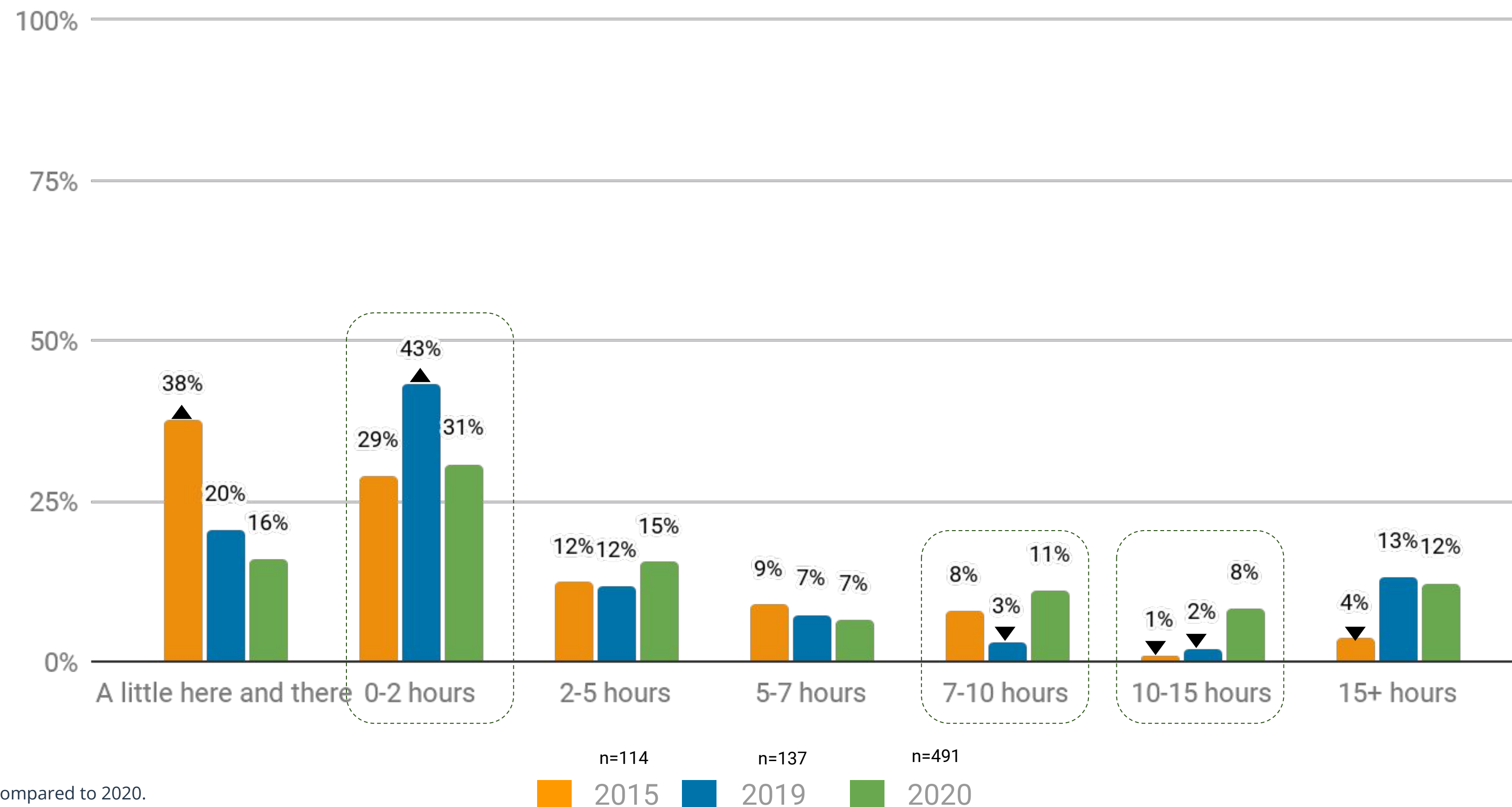
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Core Team

A significantly lower proportion of Contributors report spending 0-2 hours (31%) on the Core Team than in 2019 (43%). However, significantly more Contributors say they spent 7-15 hours on the team than in 2019 (from 3% to 11% for 7-10 hours; 2% to 8% for 10-15 hours).



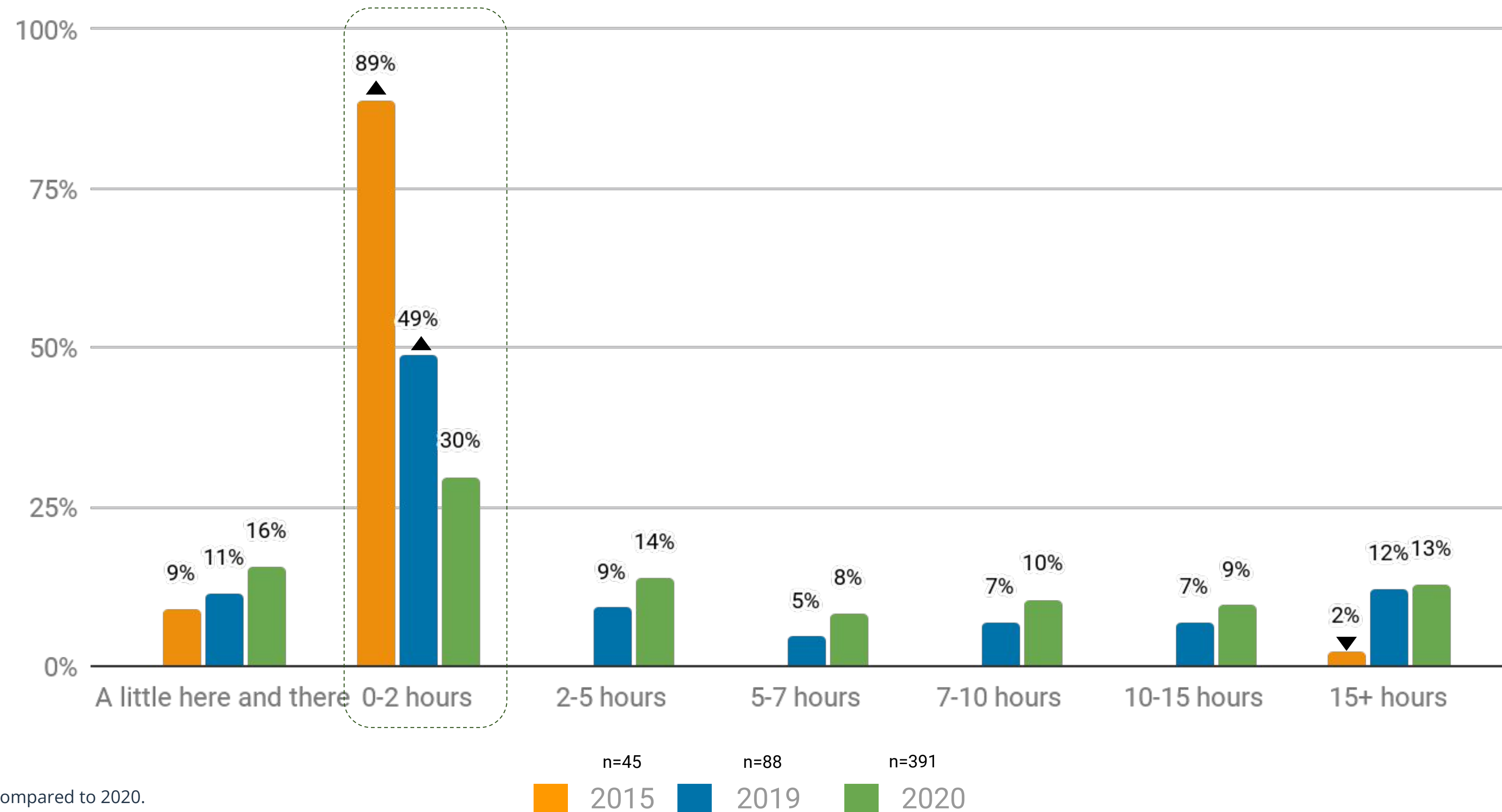
▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Flow Team

Contributors are spending more time contributing to the Flow Team than reported in the past. Those who say they spend only 0-2 hours have significantly declined from 2019 (from 49% down to 30%).



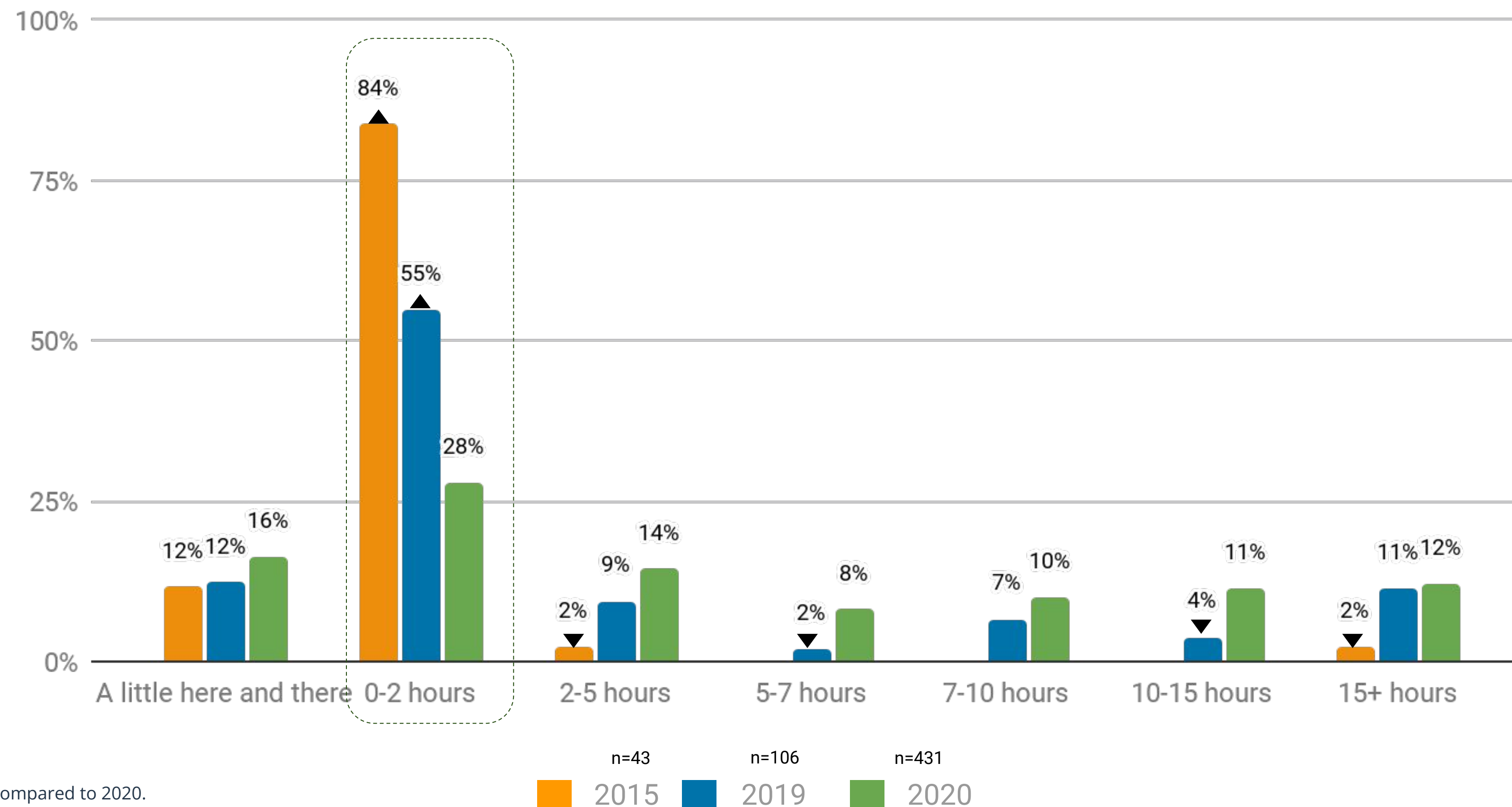
▲ Indicates a significantly higher result compared to 2020.
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Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Marketing Team

Contributors are spending more time contributing to the Marketing Team than in 2019. Those who say they spend only 0-2 hours (28%) have significantly declined from 2019 (55%).

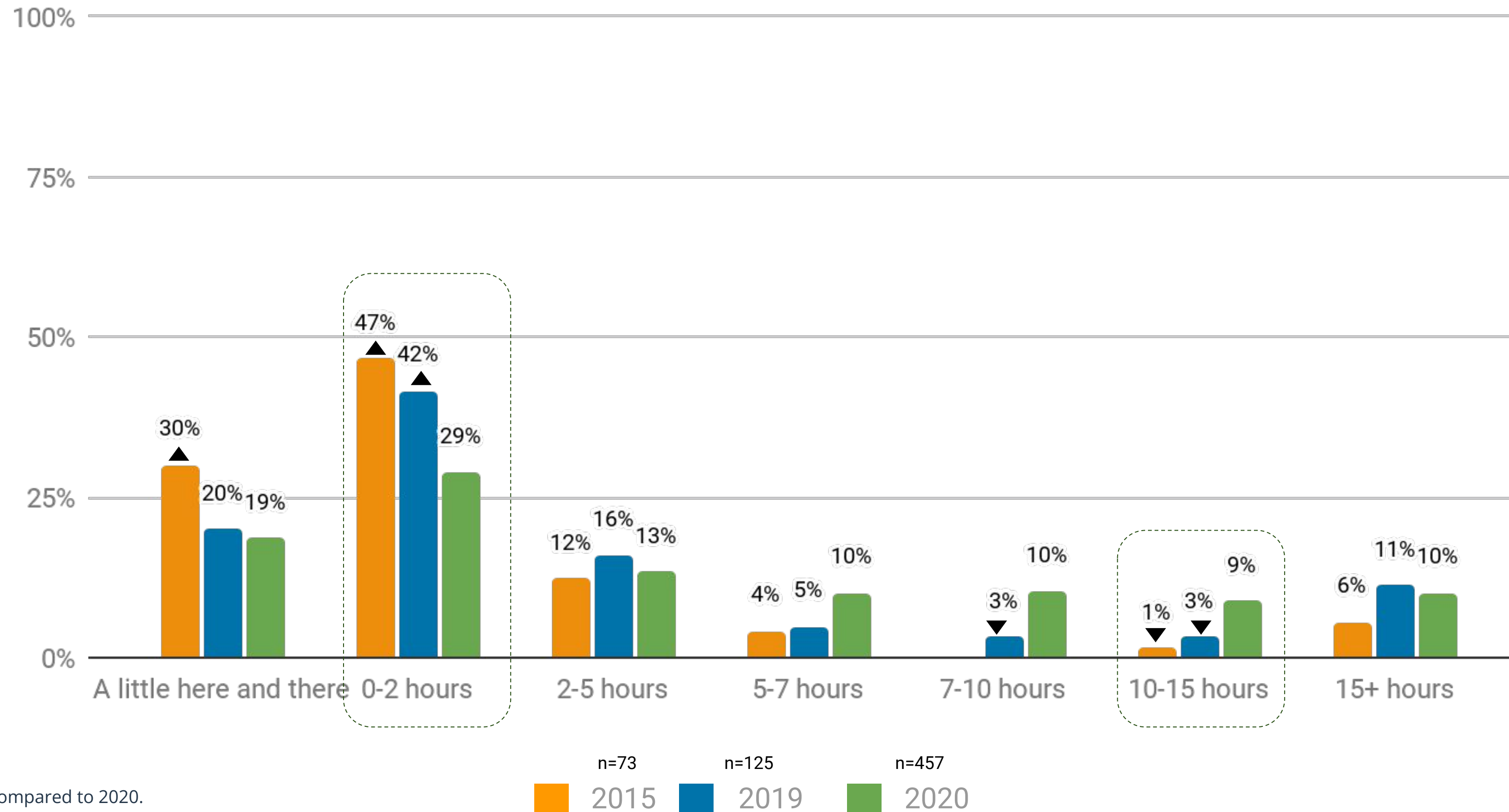


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Docs Team

Significantly more Contributors (9%) say they spent 10-15 hours contributing to the Docs Team than in 2019 (3%). 0-2 hours response shows a significant decline from 2019 (from 42% to 29% currently).



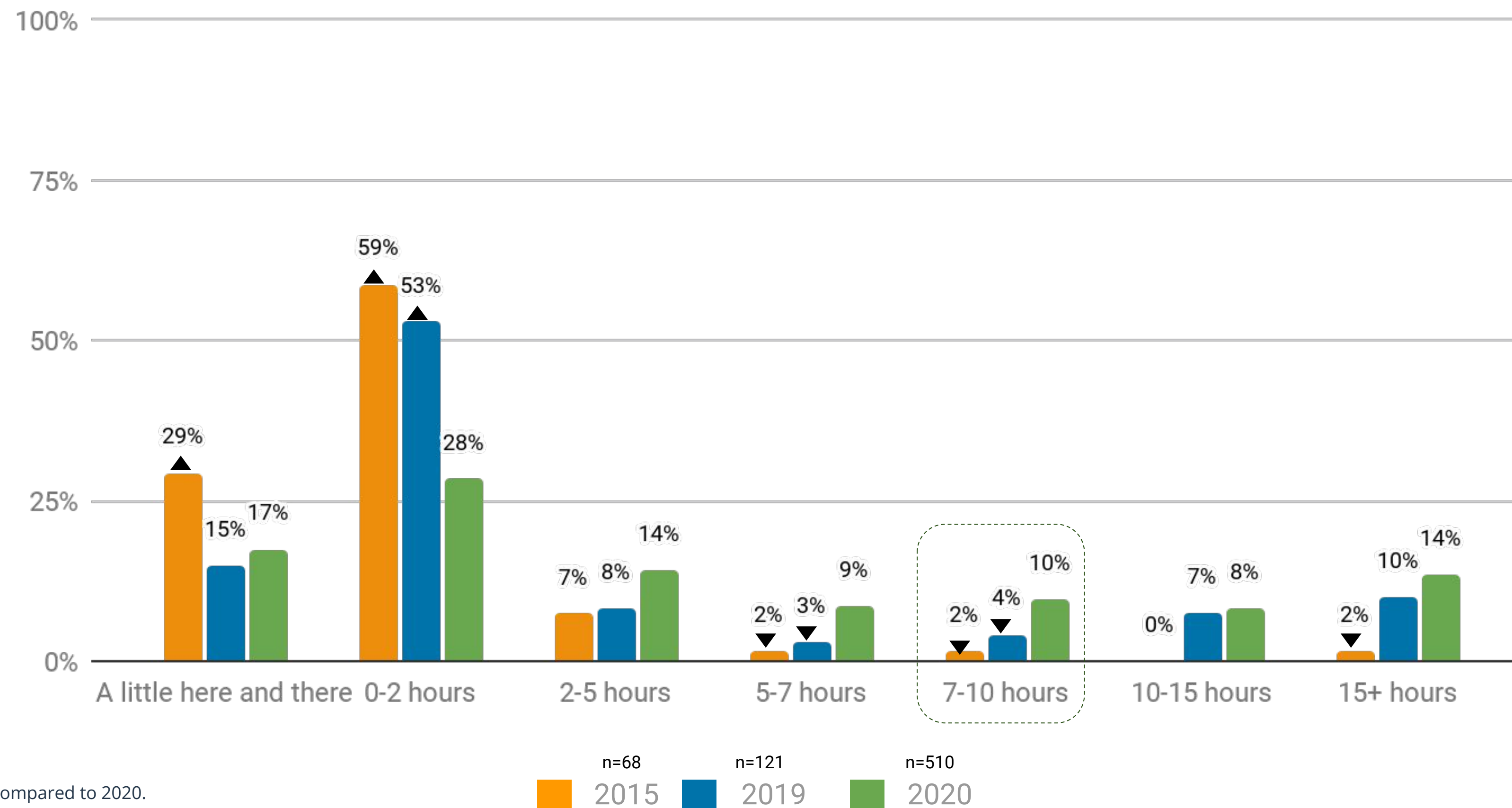
▲ Indicates a significantly higher result compared to 2020.
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Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Accessibility Team

Overall, the estimated hours spent per week on the Accessibility Team have increased since 2019. A significantly higher proportion of Contributors report spending 7-10 hours on the team than in the previous survey, increasing from 4% to 10% currently.

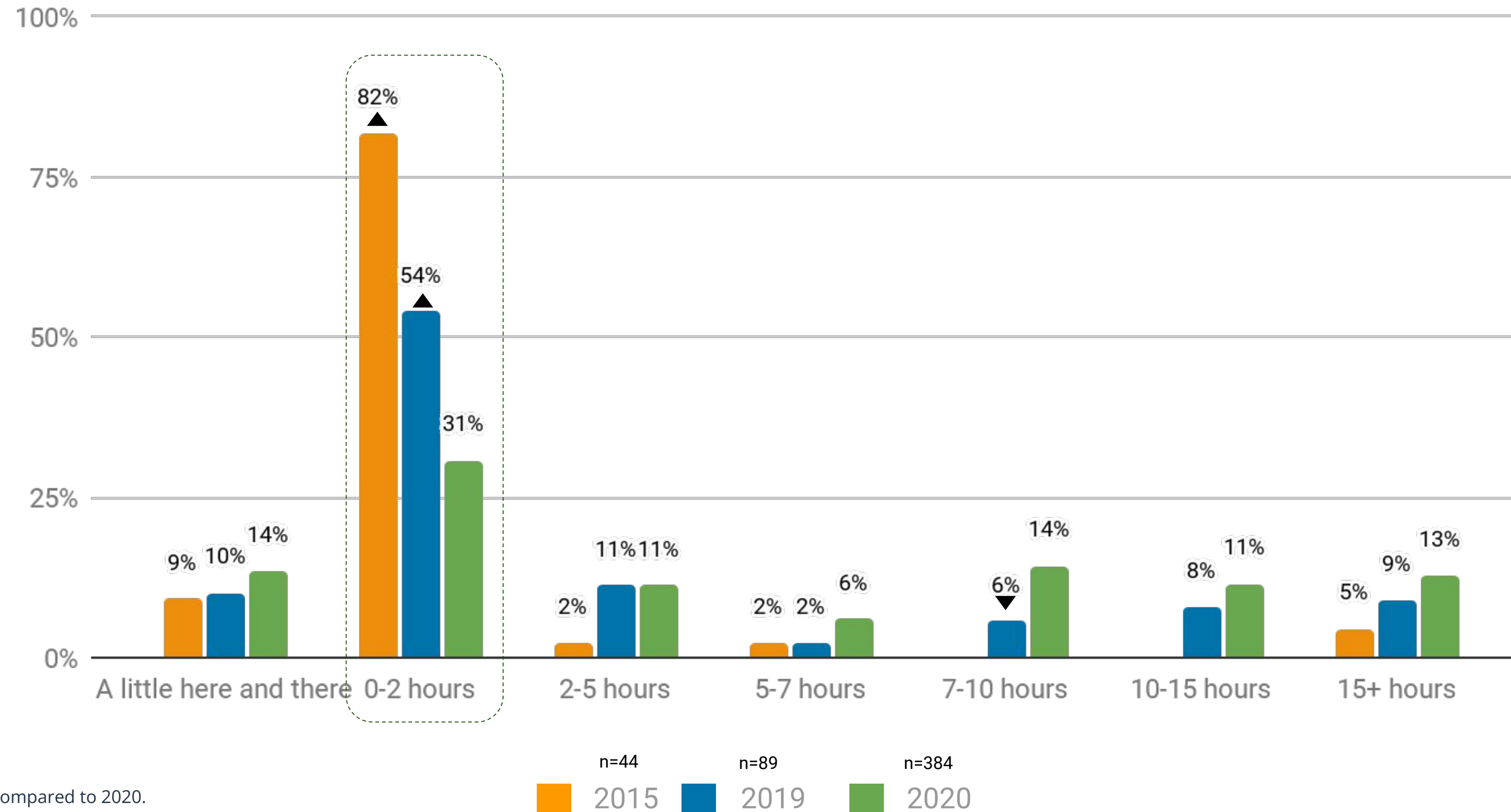


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Mobile Team

Contributors are spending more time contributing to the Mobile Team than in 2019. Those who say they spend only 0-2 hours have significantly declined from 2019 (from 54% to 31% currently).



▲ Indicates a significantly higher result compared to 2020.

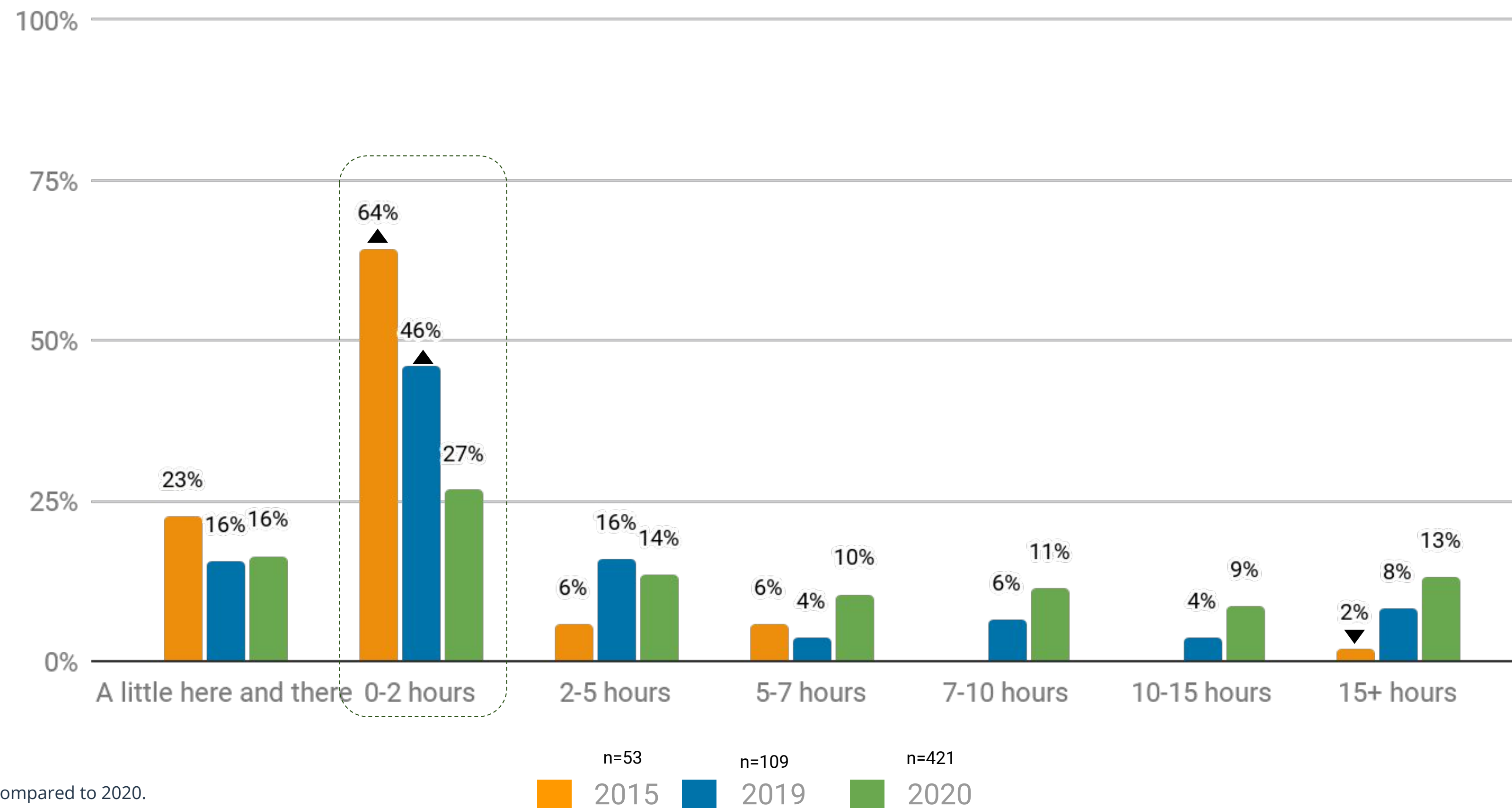
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Design Team

The time spent contributing to the Design Team has increased since 2019. A significantly higher proportion of Contributors report spending 5 hours or more on the team than in the previous survey, increasing from 22% to 43% currently. Significantly fewer Contributors say they spent 0-2 hours (27%) contributing to the Team than in 2019 (46%).



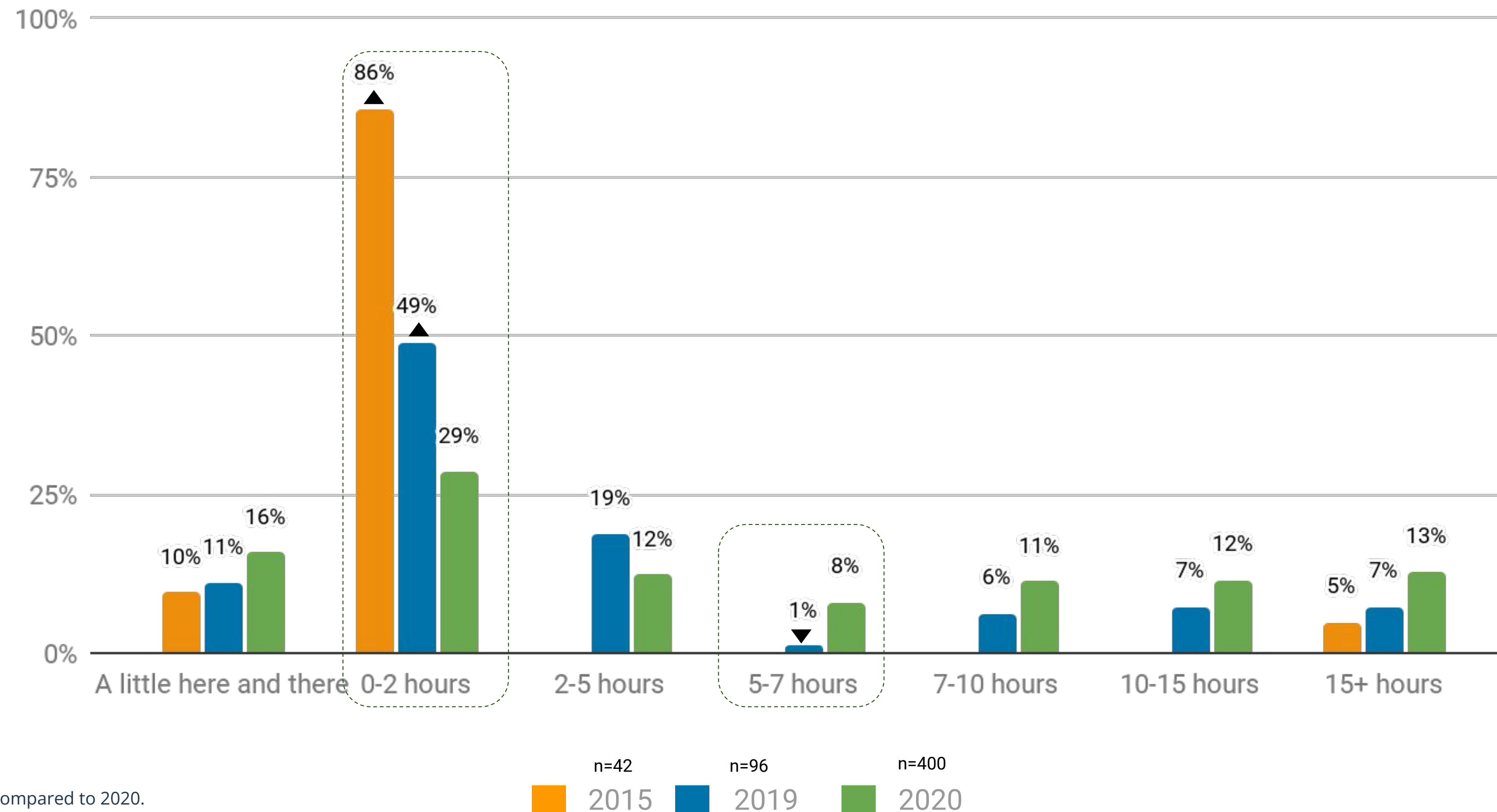
▲ Indicates a significantly higher result compared to 2020.
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Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Plugin Review Team

Contributors who say they spend only 0-2 hours (29%) on the Plugin Review Team have significantly declined from 2019 (49%). A significantly higher number of them report spending 5-7 hours (8%) compared to 2019 (1%).

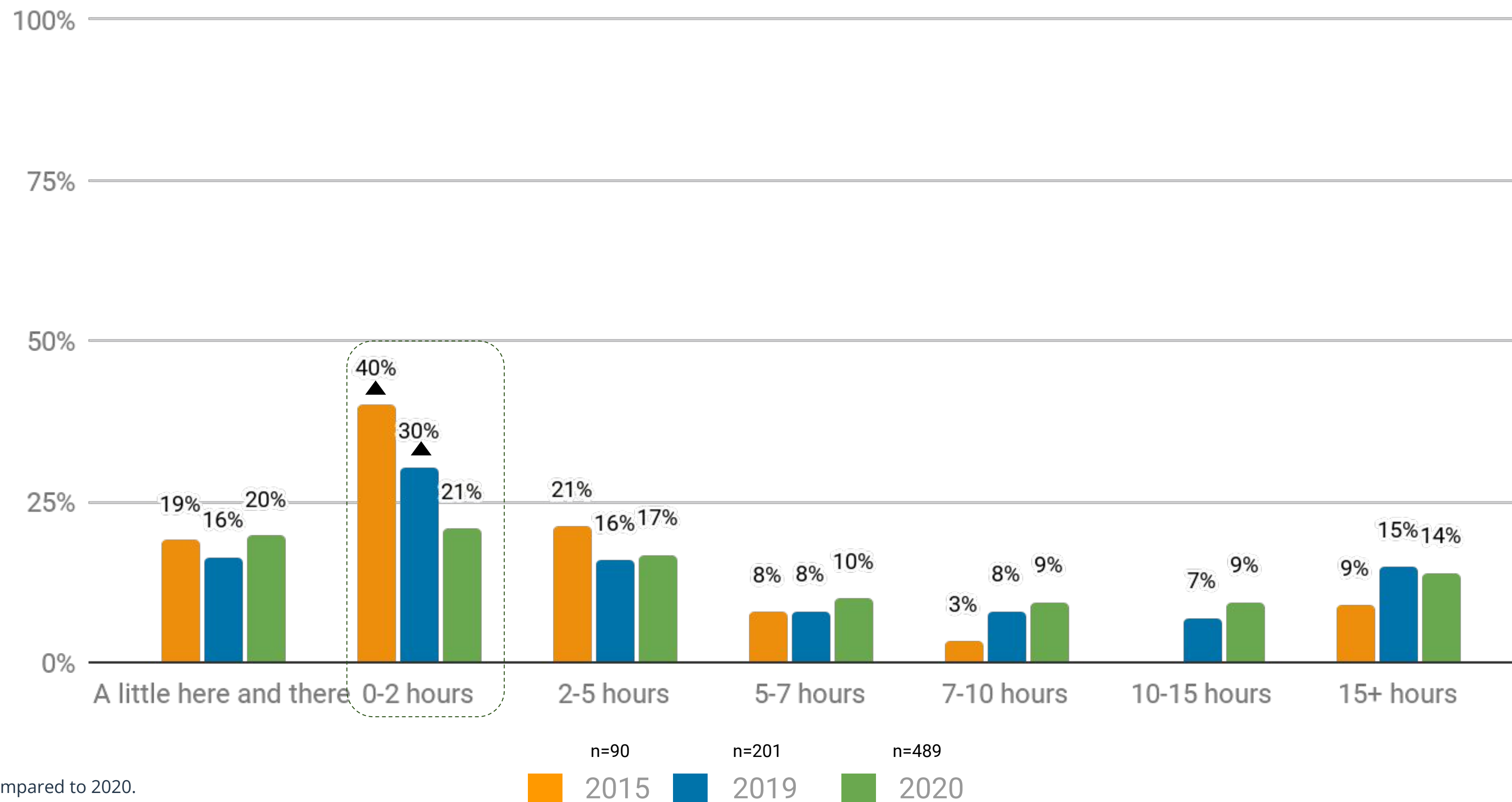


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Polyglots Team

A significantly lower number of Contributors (21%) report spending 0-2 hours on the Polyglots Team, than in 2019 (30%).

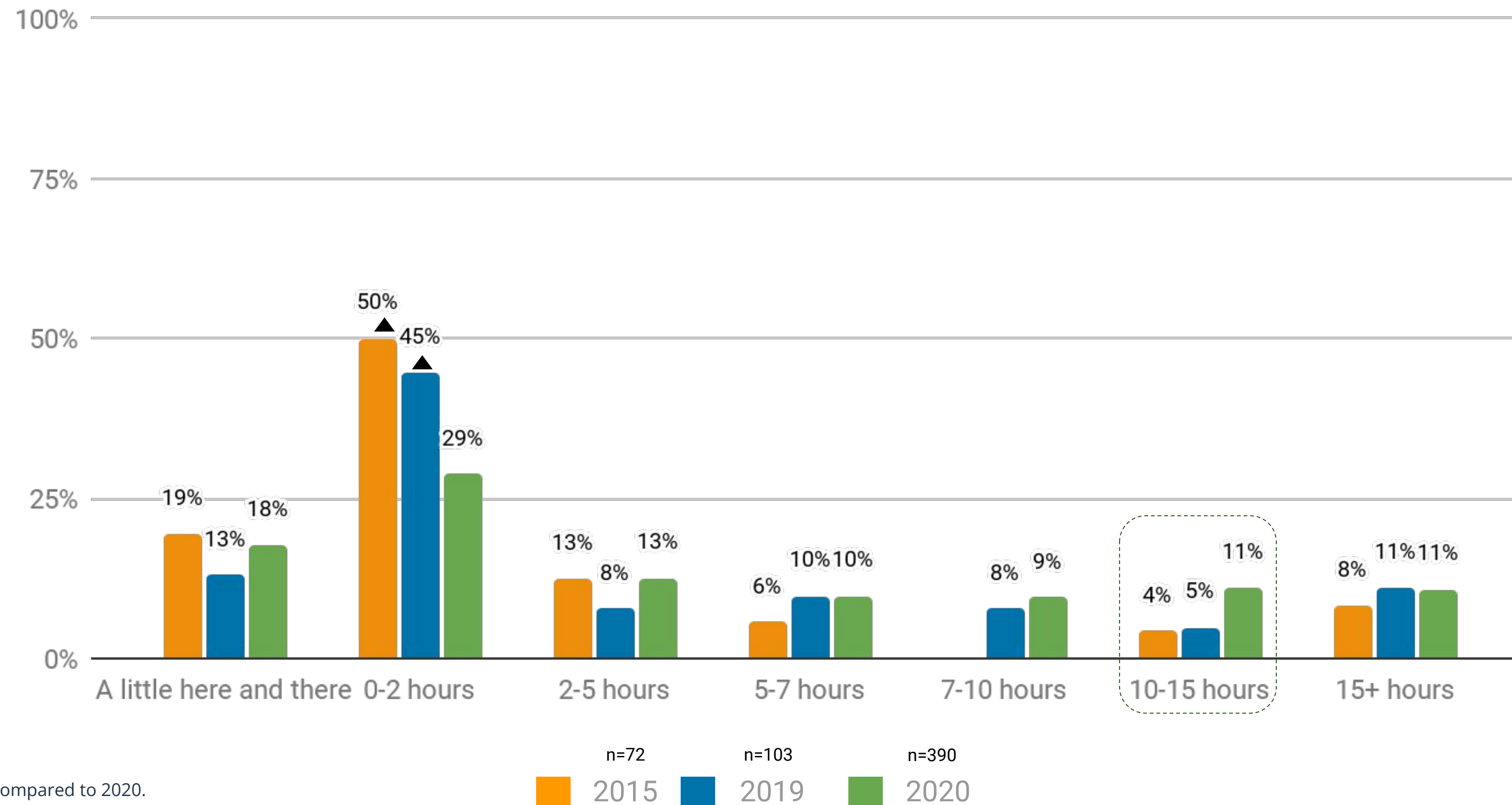


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Theme Review Team

A 6 point increase occurs among those who contribute 10-15 hours to the Theme Review Team, from 5% in 2019 to 11% currently.

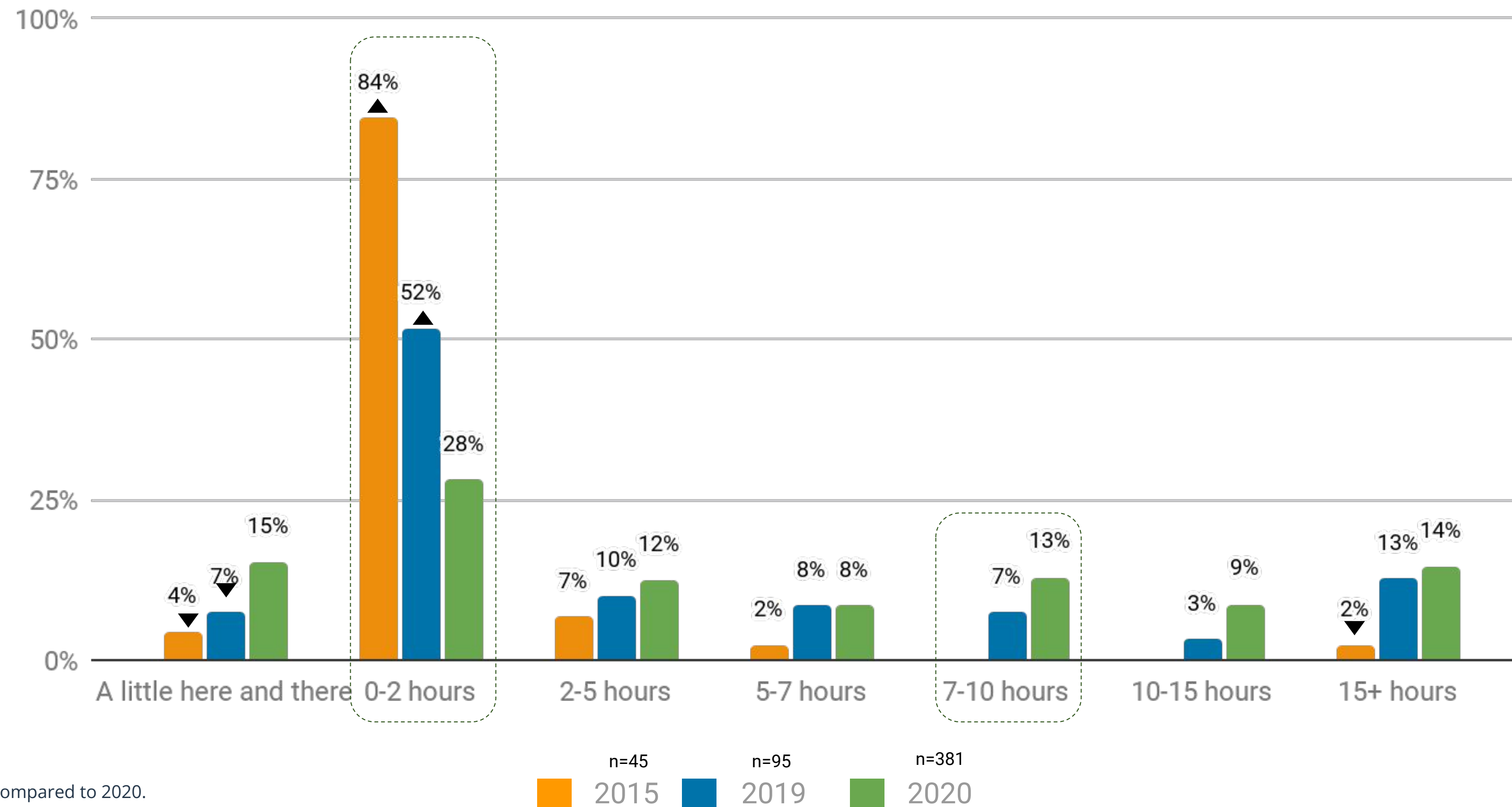


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Training Team

Contributors who say they spend only 0-2 hours (28%) on the Training Team have significantly declined from 2019 (52%). A 6-point increase is witnessed among those who are spending 7-10 hours (13%) compared to 2019 (7%).

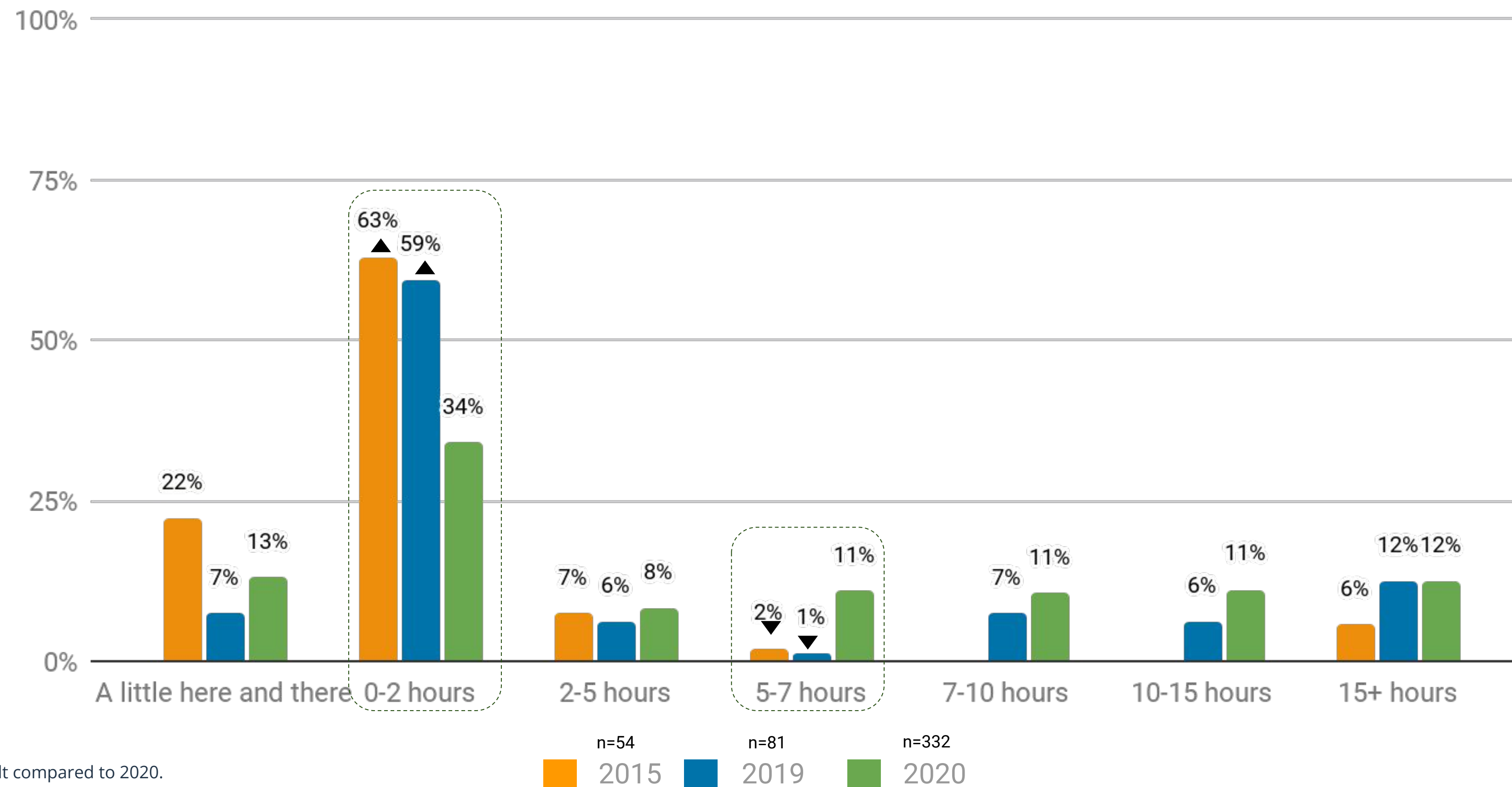


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* on BuddyPress

A significant increase occurs among those contributing 5-7 hours (11%) on BuddyPress compared to 2019 (1%). Contributors spending 0-2 hours shows a significant 25-point decline from 2019 (from 59% to 34% currently).

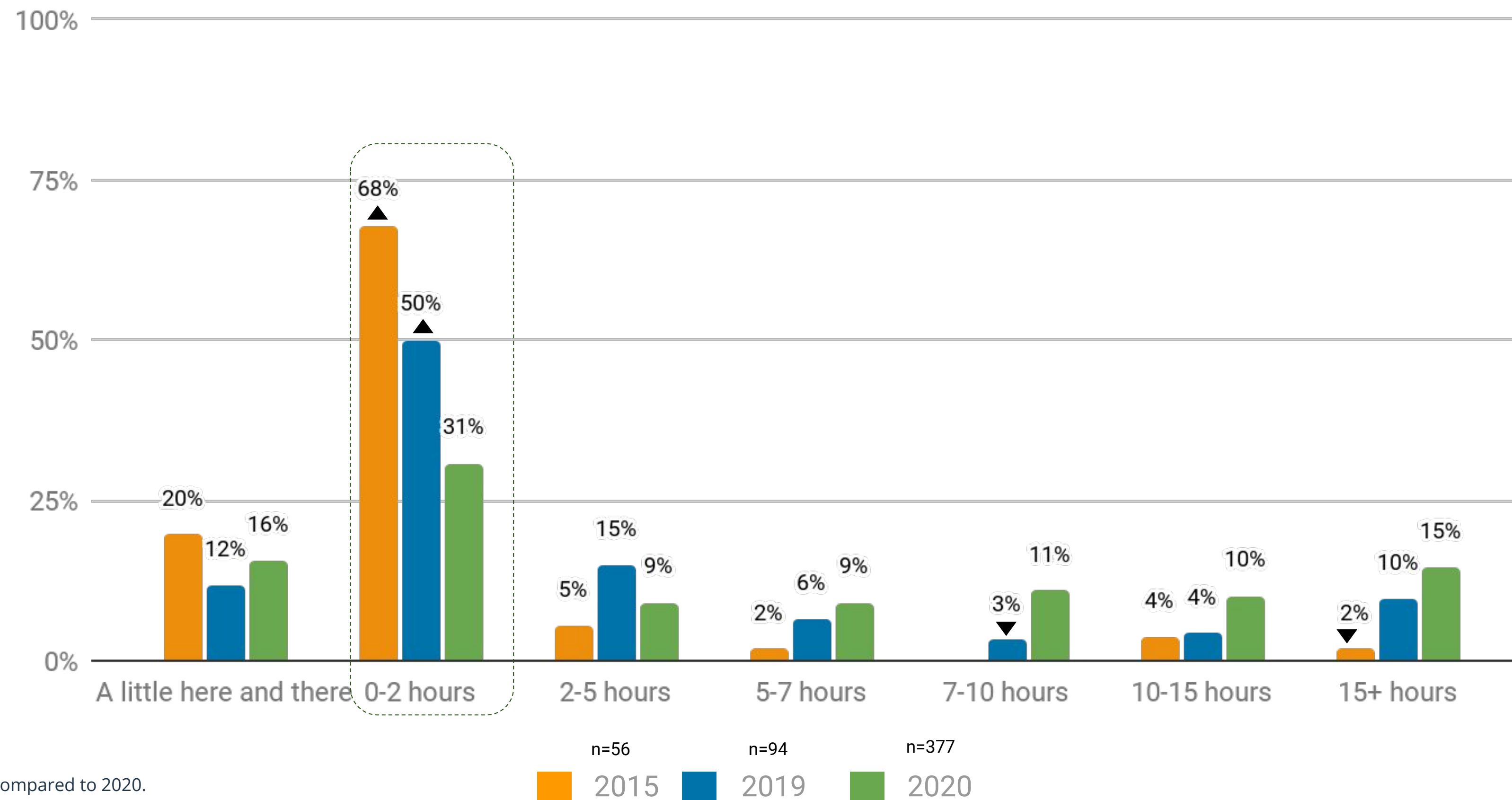


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Video TV Team

Overall, the estimated hours spent per week on the Video TV Team has increased since 2019. A significantly lower proportion of Contributors report spending 0-2 hours on the team than in the previous survey, increasing from 50% to 31% currently.

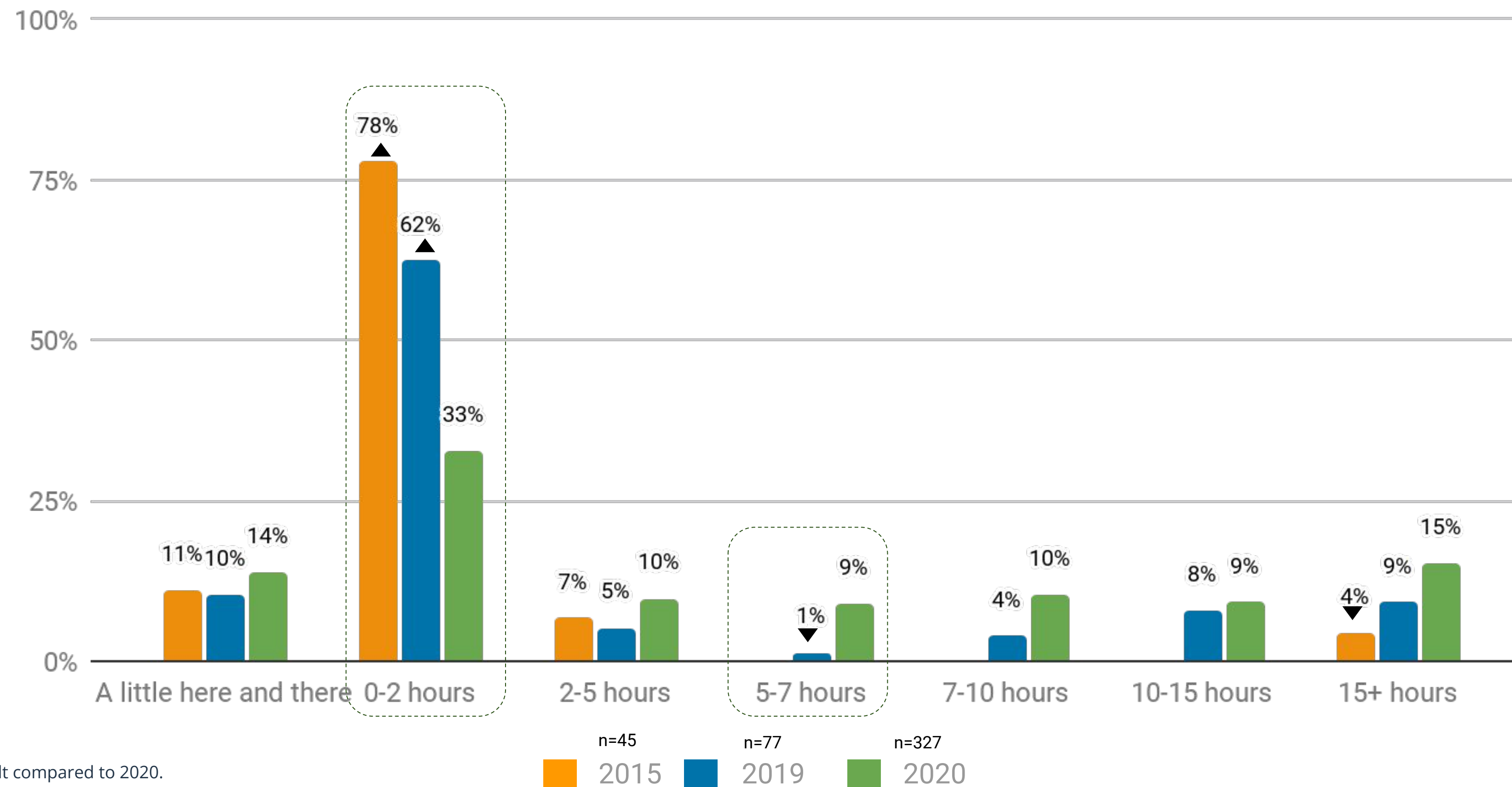


Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* on bbPress

Contributors are spending more time on bbPress than in 2019. Significantly fewer Contributors (33%) say they only spend 0-2 hours than in 2019 (62%). Those spending 5-7 hours have significantly increased compared to 2019, from 1% to 9% currently.



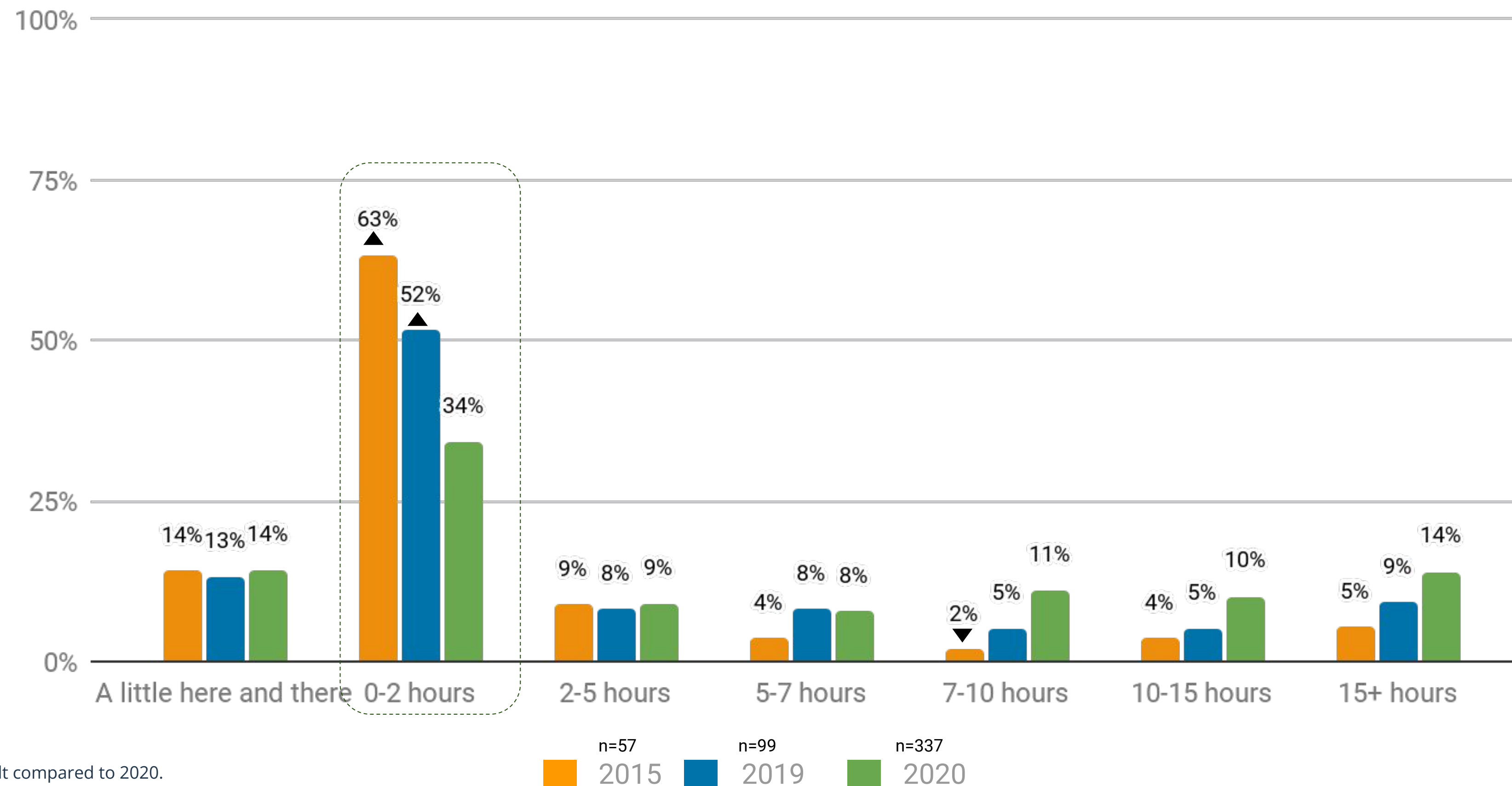
▲ Indicates a significantly higher result compared to 2020.
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Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* on GlotPress

Significantly fewer Contributors (34%) say they spend 0-2 hours on GlotPress than in 2019 (52%). Those spending more than 5 hours have increased significantly compared to 2019, from 27% to 43% currently.



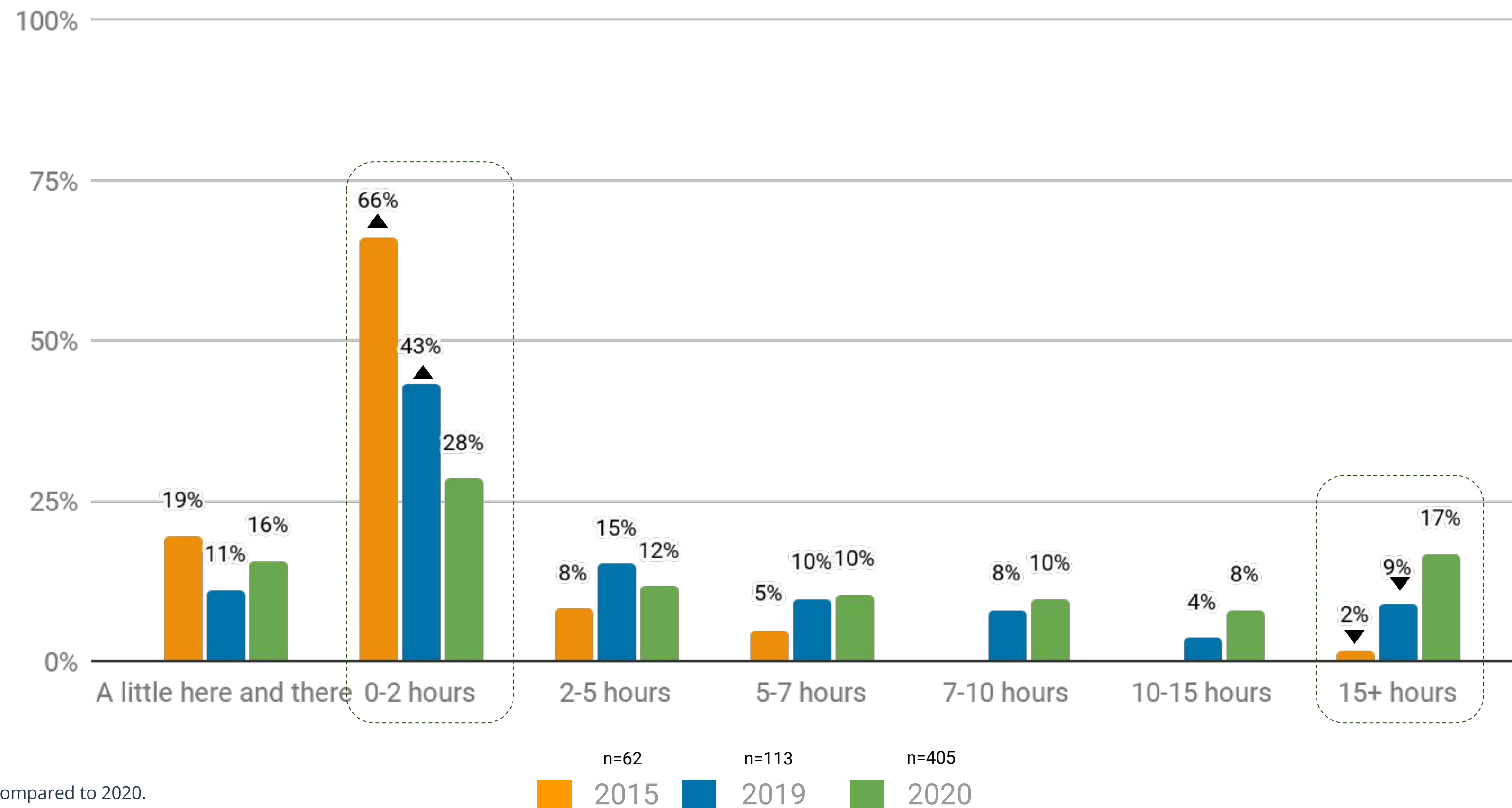
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Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Contributing to the Free Themes in the Directory

Hours spent per week on Free Themes in the Directory show an increase from levels reported previously. Those who say they spent 0-2 hours (28%) have significantly declined from 2019 (43%). A significant increase occurs among those who say they spend more than 15 hours (from 9% to 17% currently).



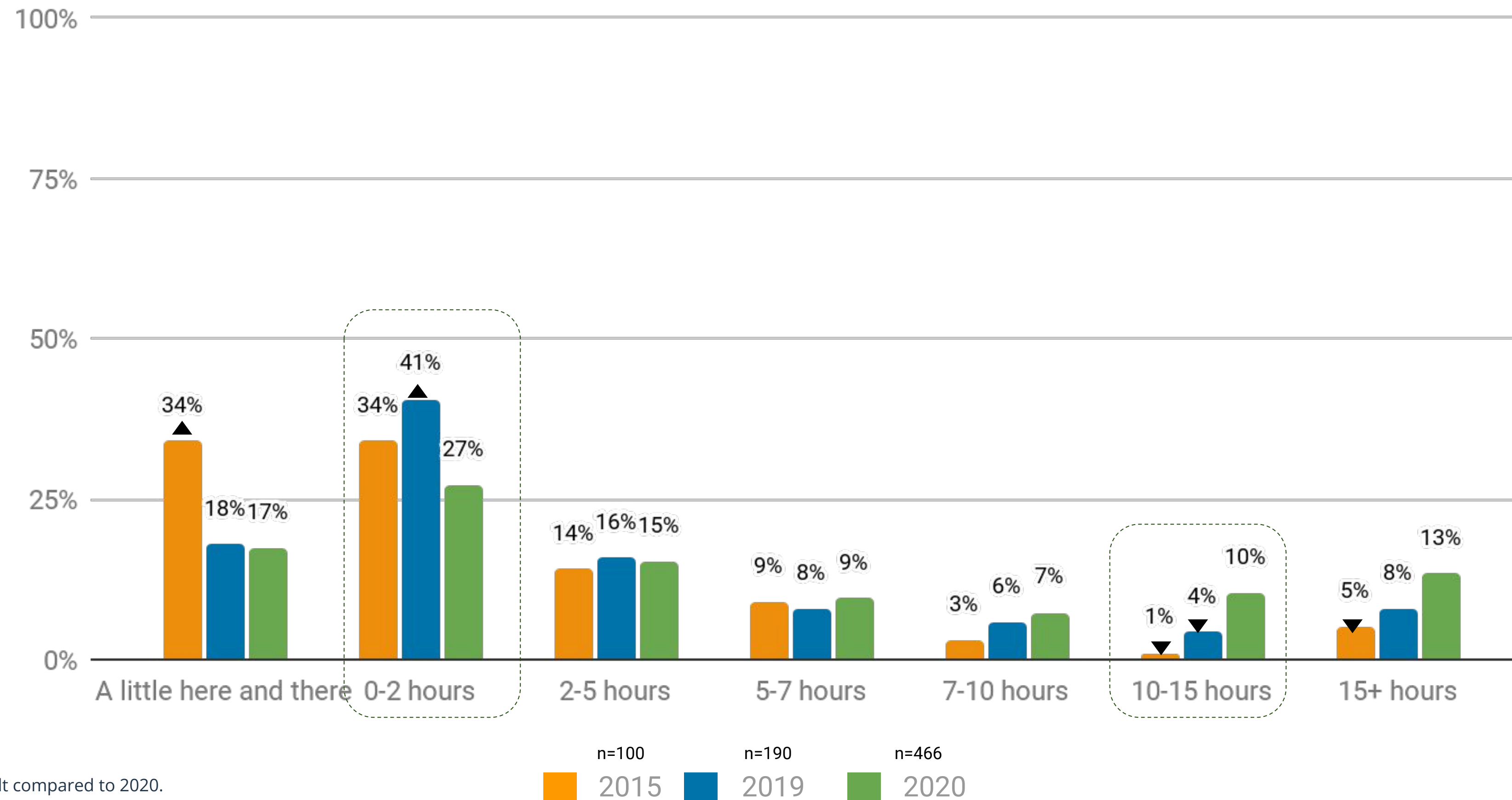
▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

*Use caution when comparing results to 2015 as the question wording changed slightly.

Time Spent* Speaking at WP Events

Contributors who say spending 0-2 hours at WP Events shows a significant 14-point decline from 2019 (from 41% to 27% currently). A significant increase occurs among those contributing 10-15 hours (10%) in 2020 compared to 2019 (4%).



Question text: "Over the past year, please estimate how many hours per week you contributed in each of these teams/areas...If you did not contribute to a team/area, please select "N/A". / "How many hours did you spend (on average) per week contributing over the past year? You don't have to mark every line, you can just focus on the teams/areas where you contributed over the past year." (2015)

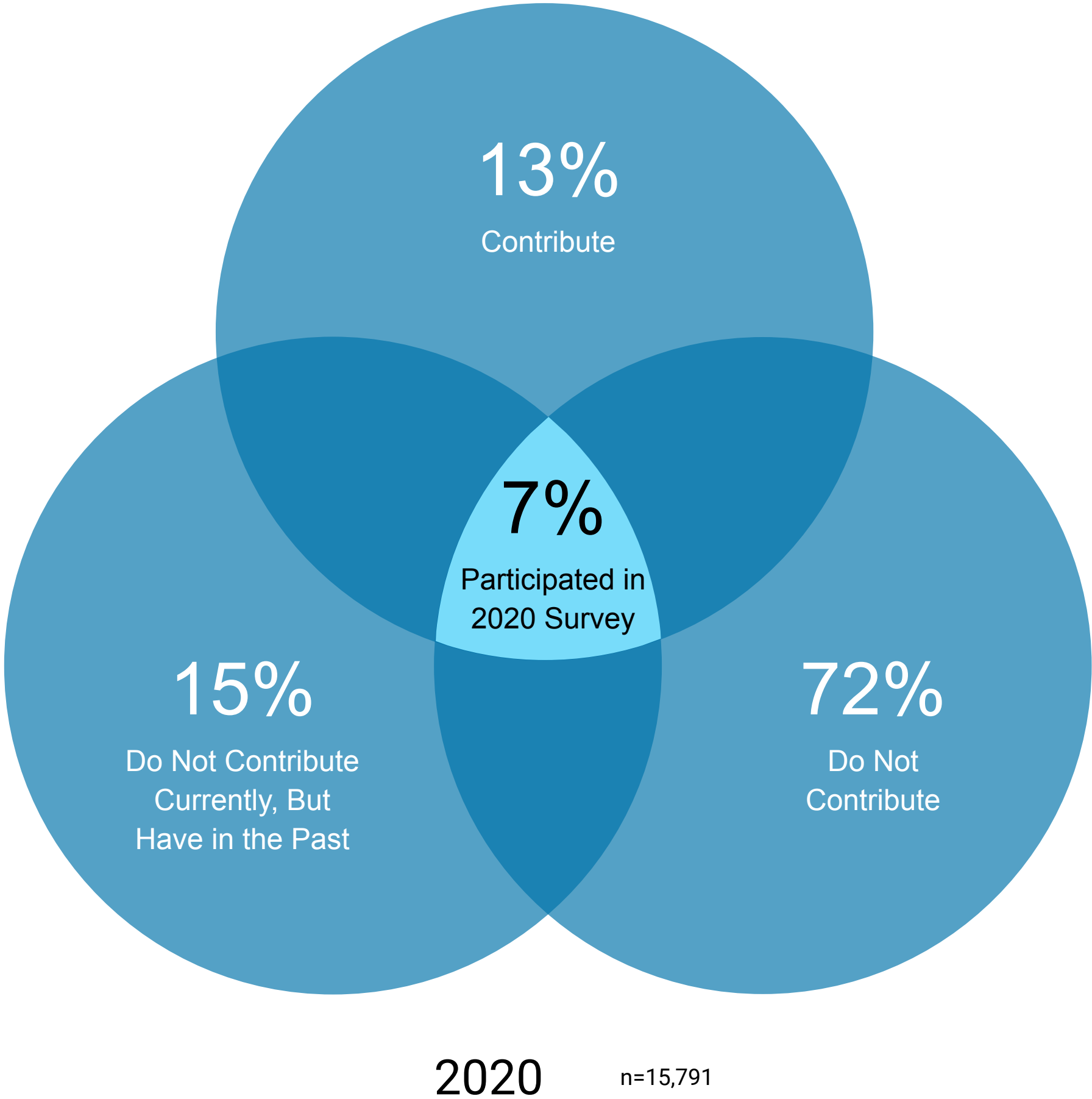
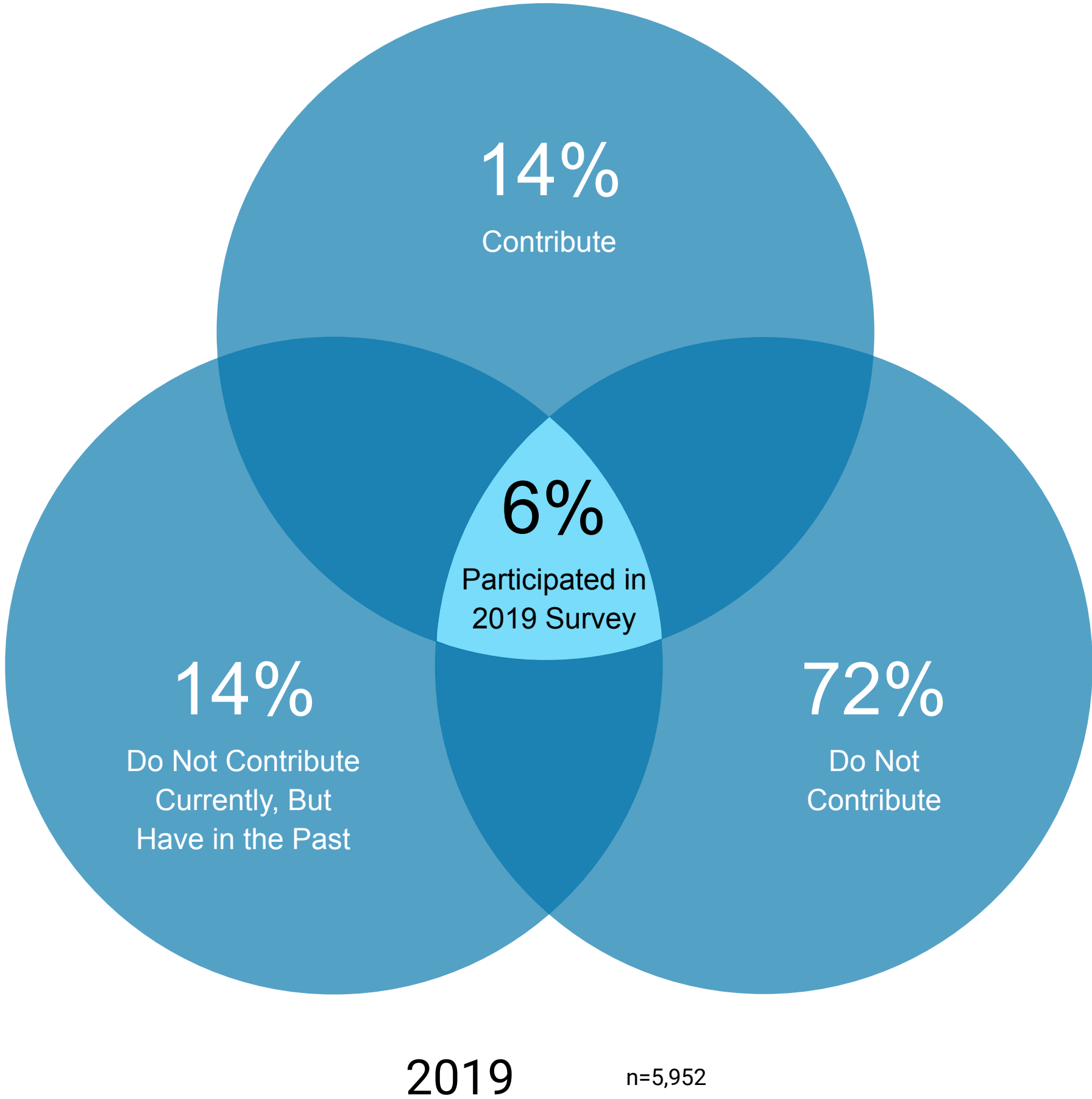
*Use caution when comparing results to 2015 as the question wording changed slightly.



WordPress Community Contributors

Open Source WordPress Project Contribution among Respondents

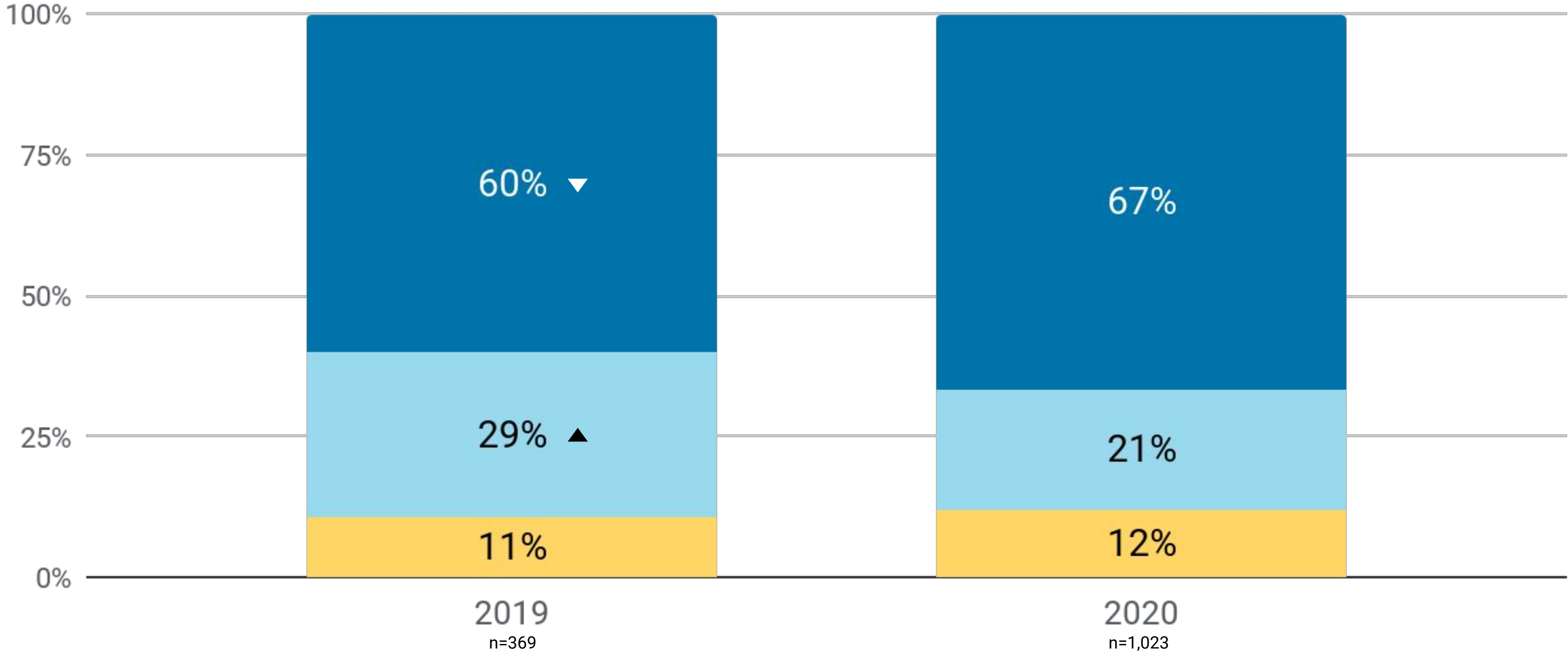
Of the respondents who took the main survey, 13% say they contribute to the open source WordPress project. 7% opted to participate in the Contributor survey. Participation in the 2020 Contributor survey is similar to the last fielding of the survey in 2019.



Question text: "Do you contribute to the open source WordPress project?" / "Would you be interested in participating?"

Making a Living from WordPress

A significantly higher proportion of Contributors say they make a living from WordPress than 2019 (from 60% to 67%).



■ Yes ■ Not really but I do get some or all of my income as a result of working with WordPress ■ No

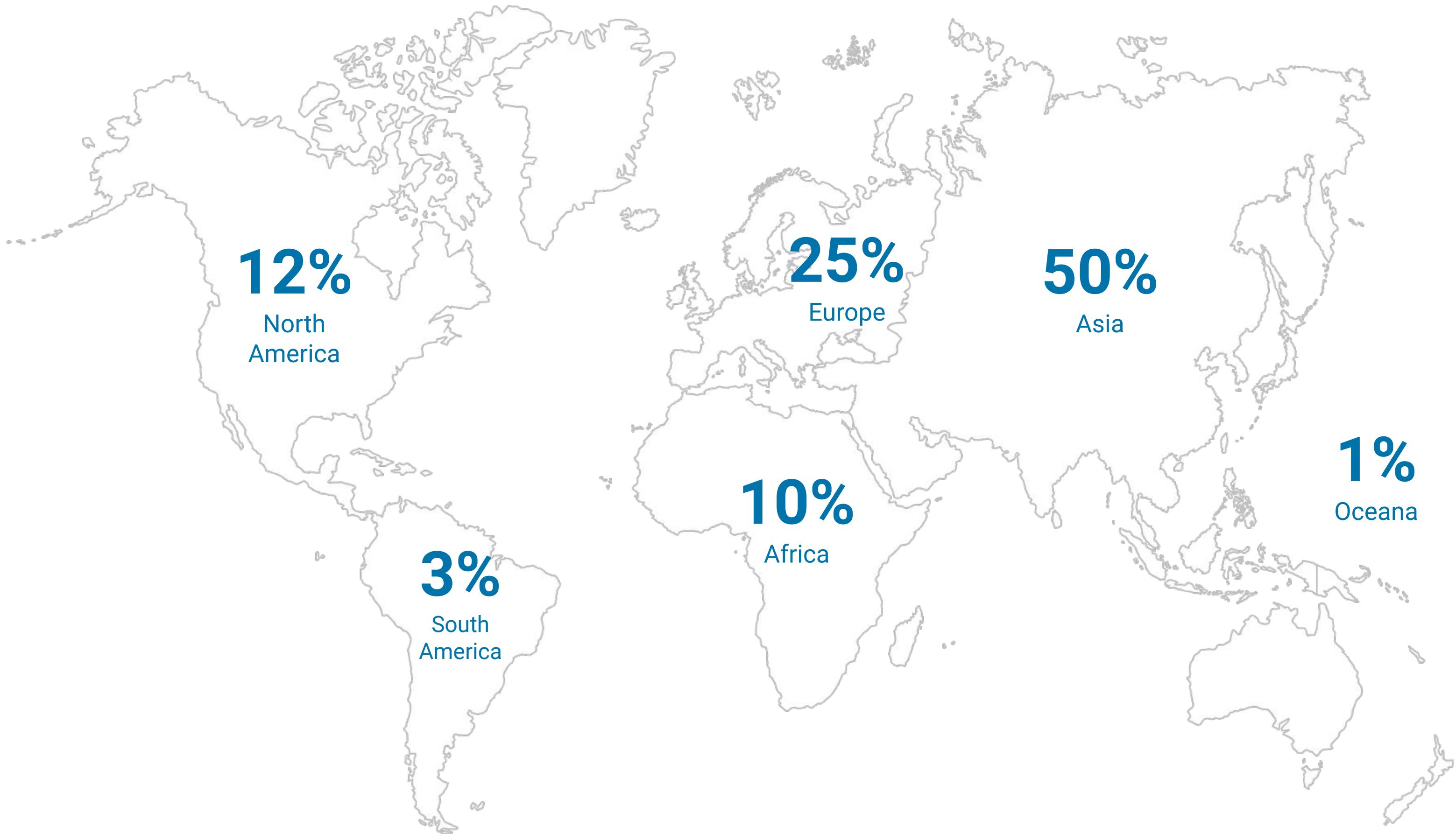
▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Can you (truthfully!) say 'I make my living from WordPress?'"

Contributor Location

Locations among Contributors have shifted significantly across the globe. Europe’s engagement with the survey has decreased significantly from representing 46% of the responses collected in 2019 to 25% in 2020. Asia has significantly increased from 31% to 50% for this survey.

Continent	2015	2019	2020
Europe	37% ▲	46% ▲	25%
Asia	9% ▼	31% ▼	50%
North America	0%	9%	12%
South America	1%	6% ▲	3%
Oceania	46% ▲	6% ▲	1%
Africa	7%	2% ▼	10%
<i>n=</i>	225	370	1,046

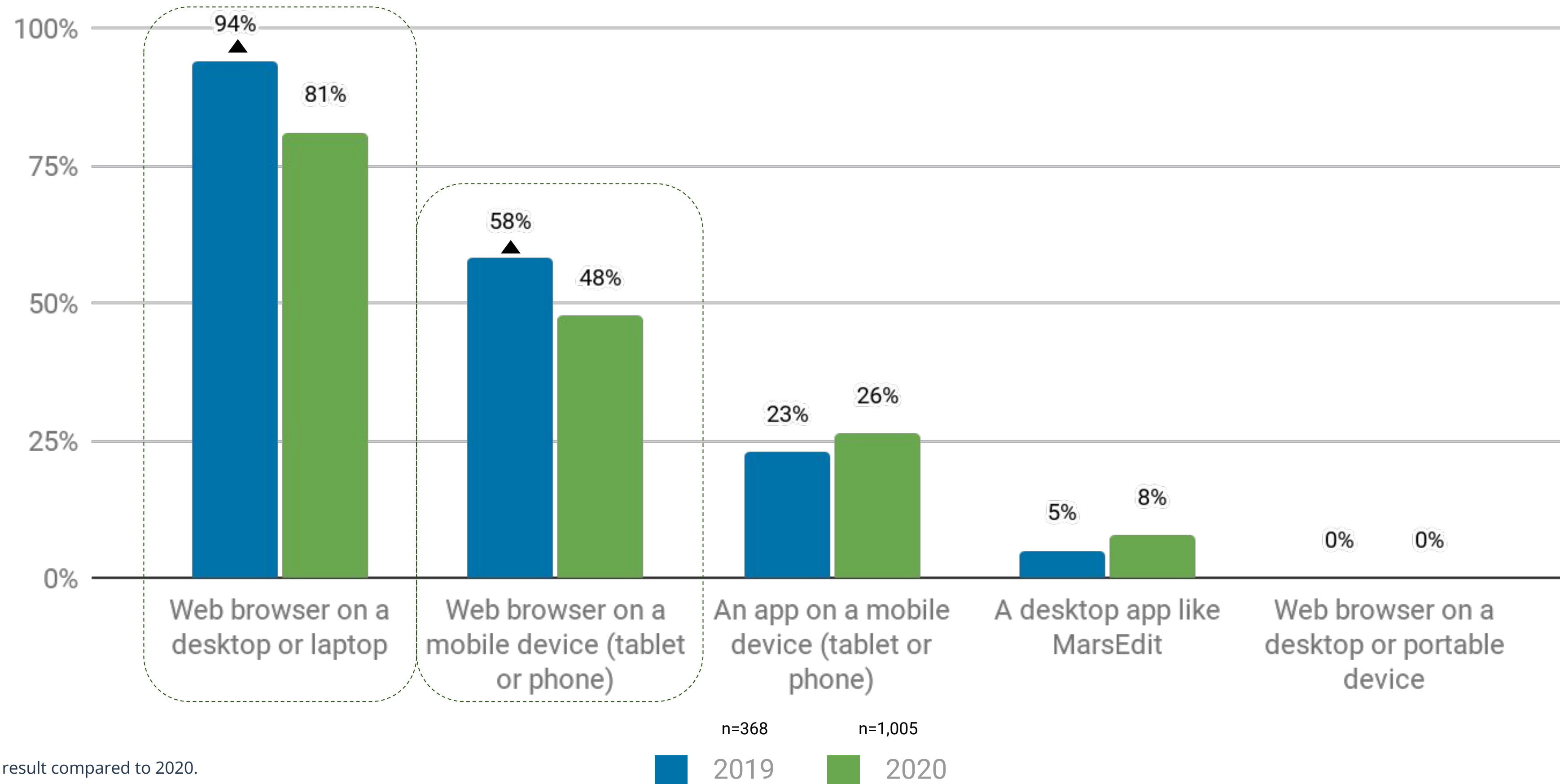


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Where are you located?"

WordPress Access Device Among Contributors

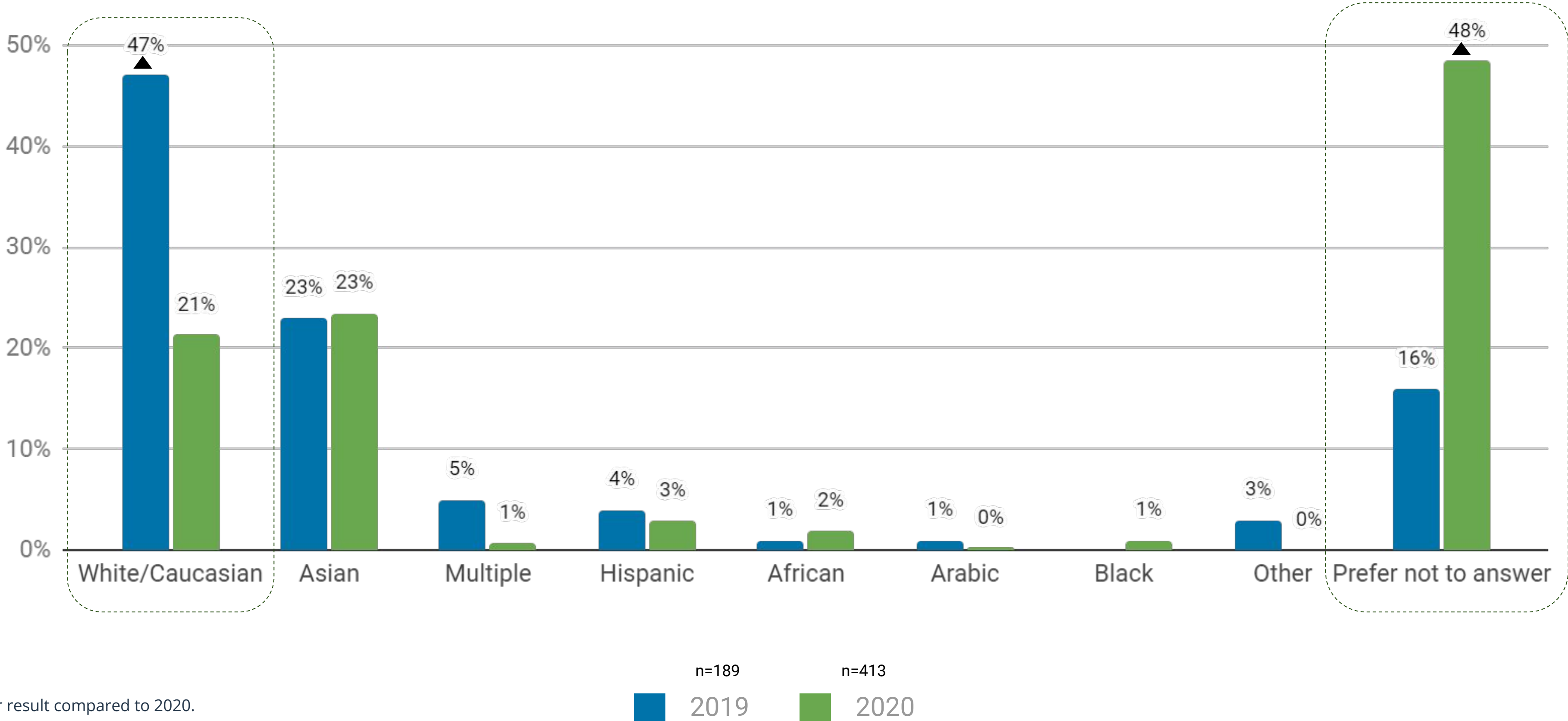
The majority (81%) of Contributors access WordPress on a web browser on a desktop or laptop computer but significantly lower than 2019 (94%). A significantly lower percentage say they access WordPress through a web browser on their mobile device compared to 2019 (58% to 48%).



Question text: "Which devices do you access WordPress on?"
Multiple responses were allowed so results will not add to 100%.

Respondent Ethnicity

One-fifth (21%) of the Contributors say they are White/Caucasian, almost a quarter (23%) identify themselves as Asians. While a significantly high share of Contributors (48%) prefer not to answer this survey question.



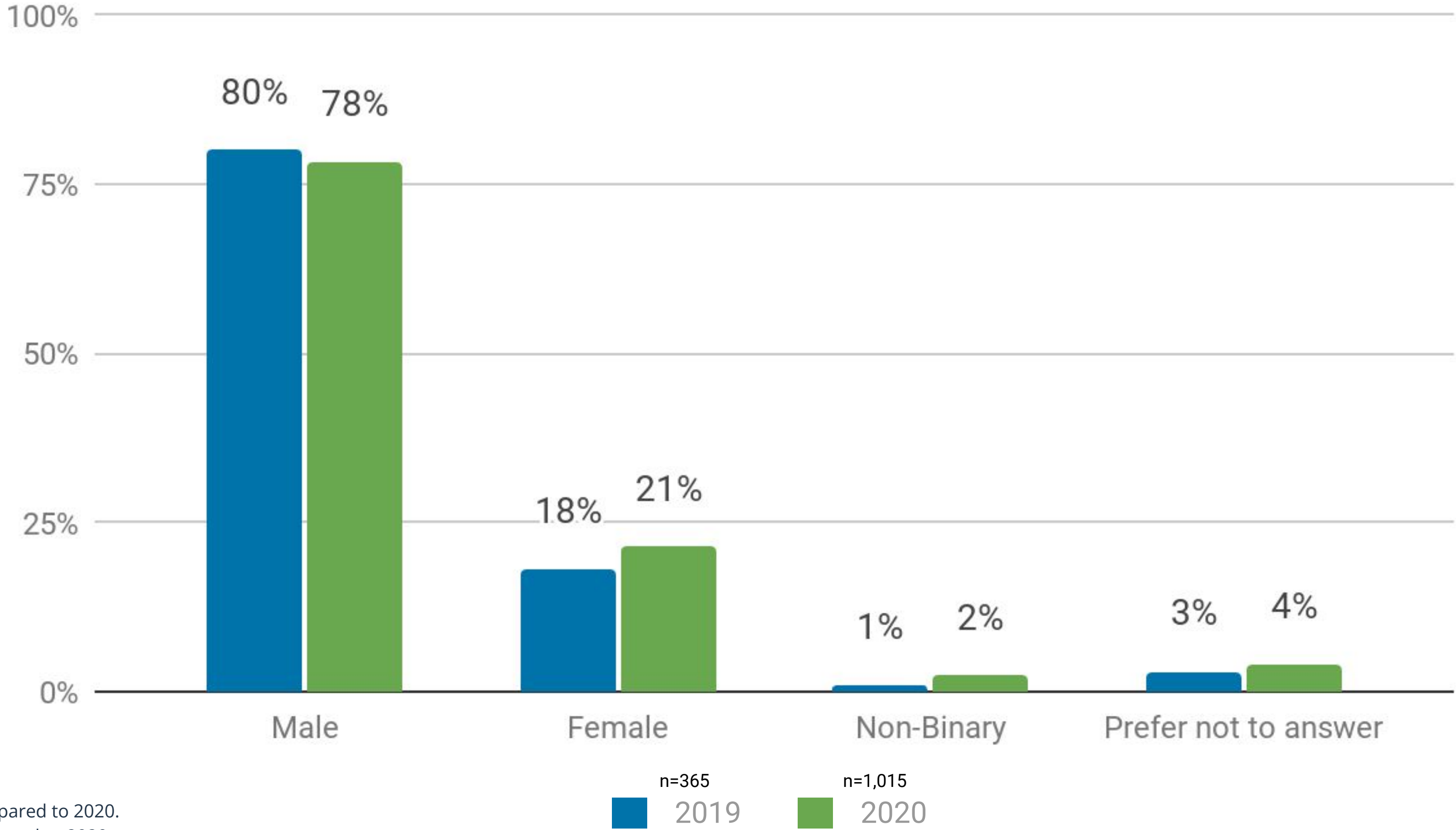
▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "How would you describe your race/ethnicity? We want to provide you with the freedom to identify your backgrounds so if you are descended from multiple racial/ethnic groups, you can list as many as you choose." / "How would you describe your race/ethnicity? If you are descended from multiple racial/ethnic groups, you can list as many as you choose. This isn't a radio button question specifically to allow people more freedom in identifying their backgrounds." (2015)

Note: This question was asked in an open-ended format which allowed for free-form text entry. Results will not add to 100%.

Contributor Gender Identity

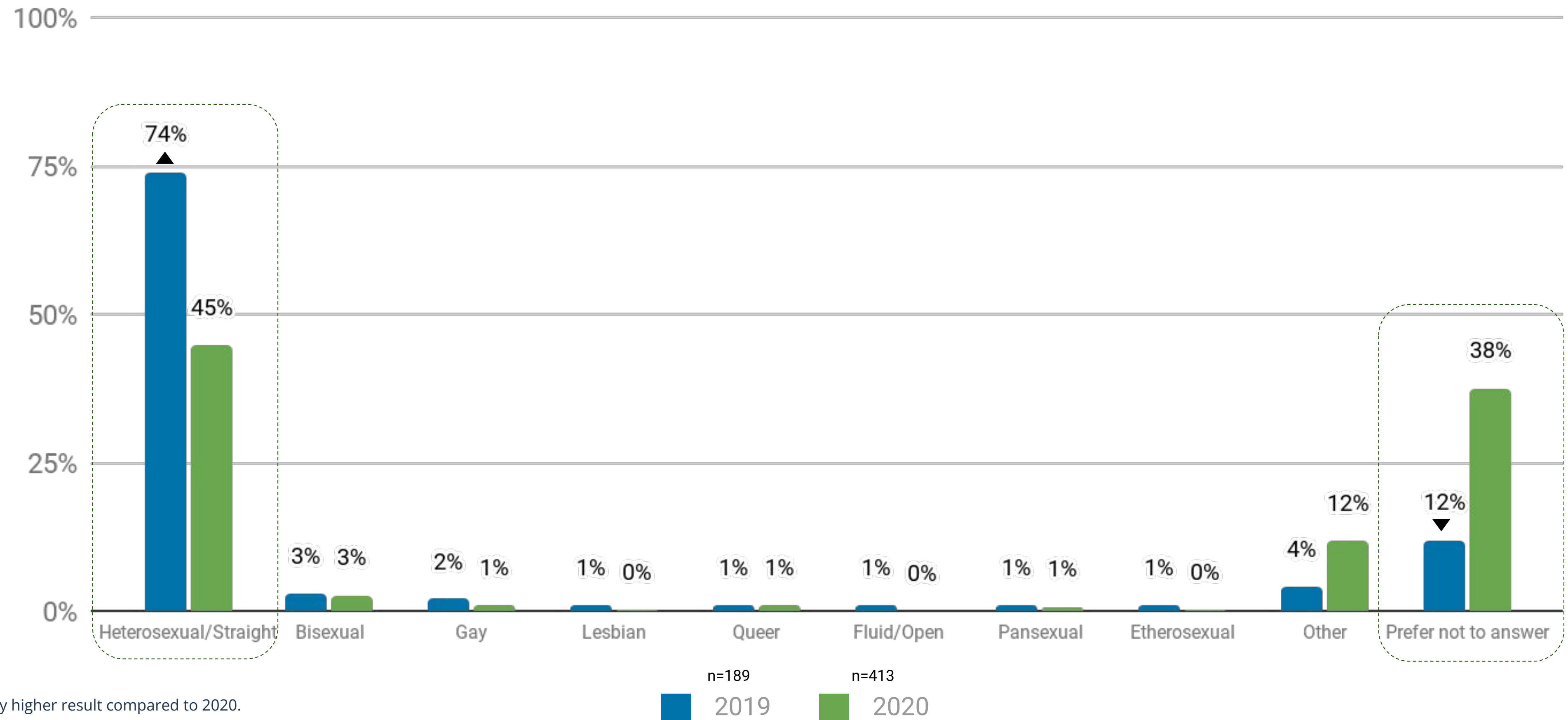
The vast majority within the Contributing community identify as male (78%), while share of female (21%) Contributors has increased compared to 2019 (18%).



Question text: "Do you identify as...? You can select more than one. (2019)"
In 2019, respondents were provided with fixed options as well as an option to self-describe. We listed the five most common responses, aggregated when applicable. We aggregated responses as best we could. Responses meant to obscure respondents' gender entirely are aggregated in "prefer not to answer."; Multiple responses were allowed so results will not add to 100%.

Sexual Orientation

Nearly half (45%) of Contributors say they are heterosexual/straight, whereas significantly high proportion of 38% prefer not to share their sexual orientation.

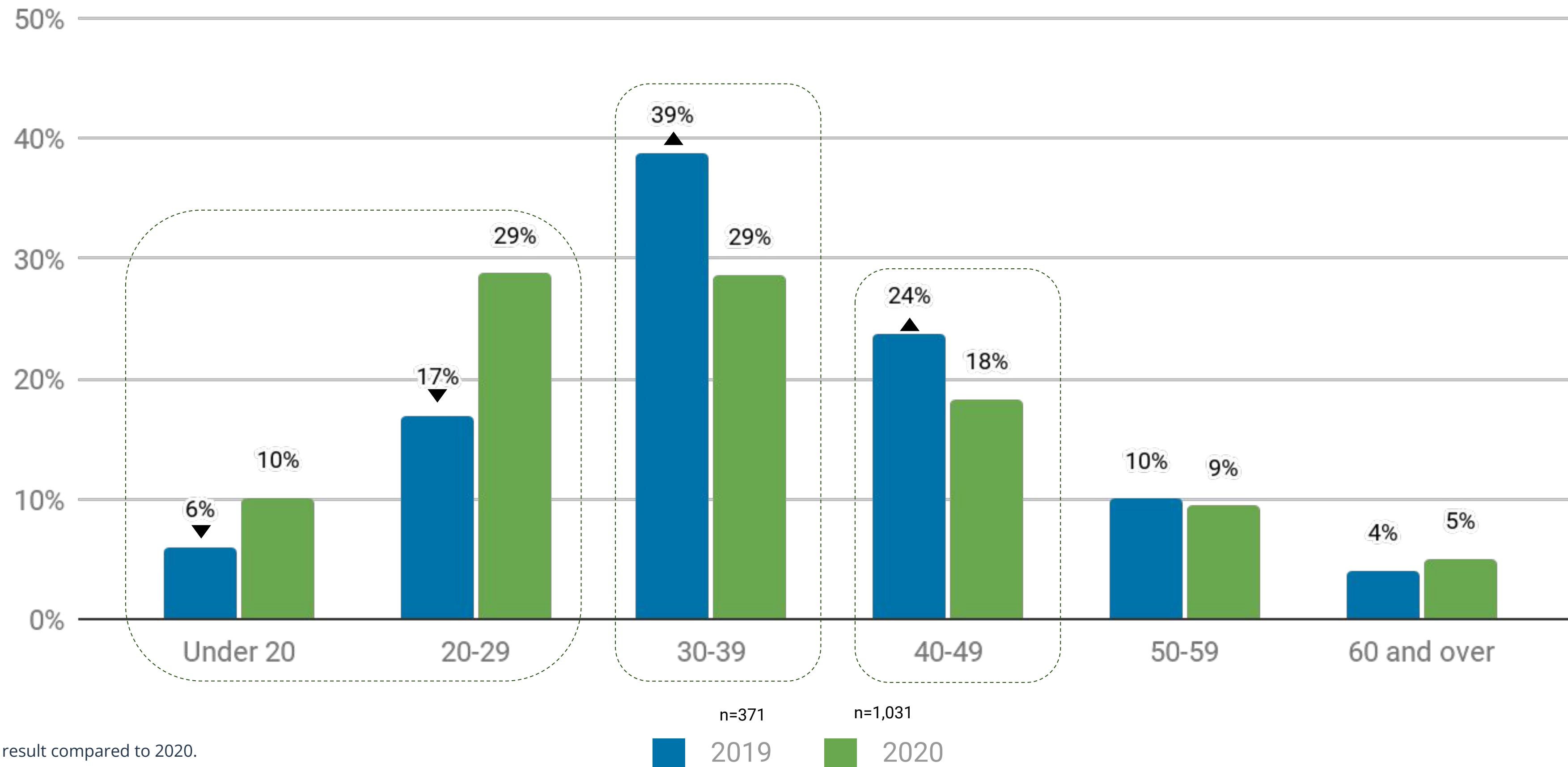


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "What is your sexual orientation?"
Note: This question was asked in an open-ended format which allowed for free-form text entry. Results will not add to 100%.

Age Among Contributors

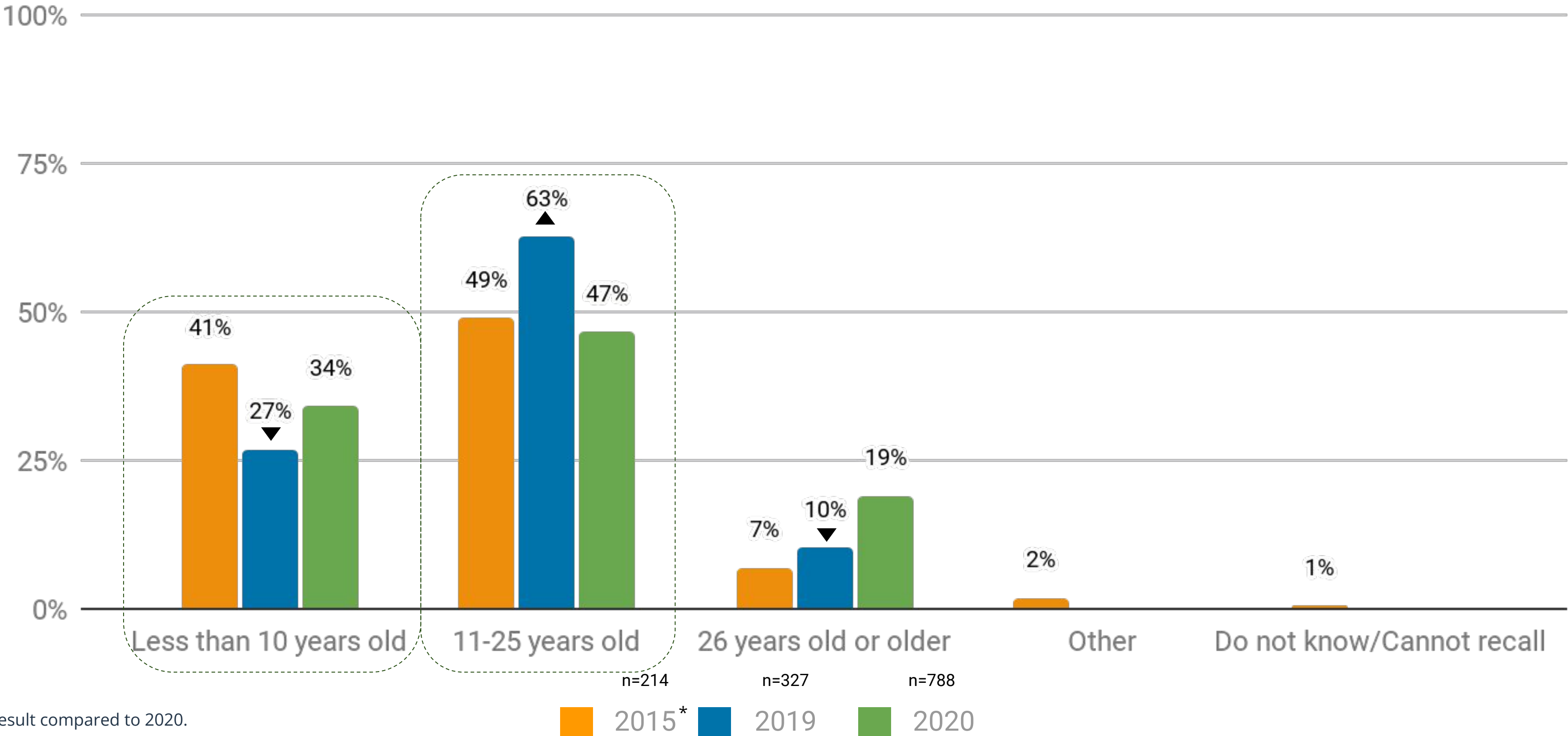
About 29% of Contributors are 30-39 years of age while nearly one-fifth (18%) are aged 40-49. More than one-third (39%) are under the age of 30.



Question text: "What is your age?"

Computer Access Age Among Contributors

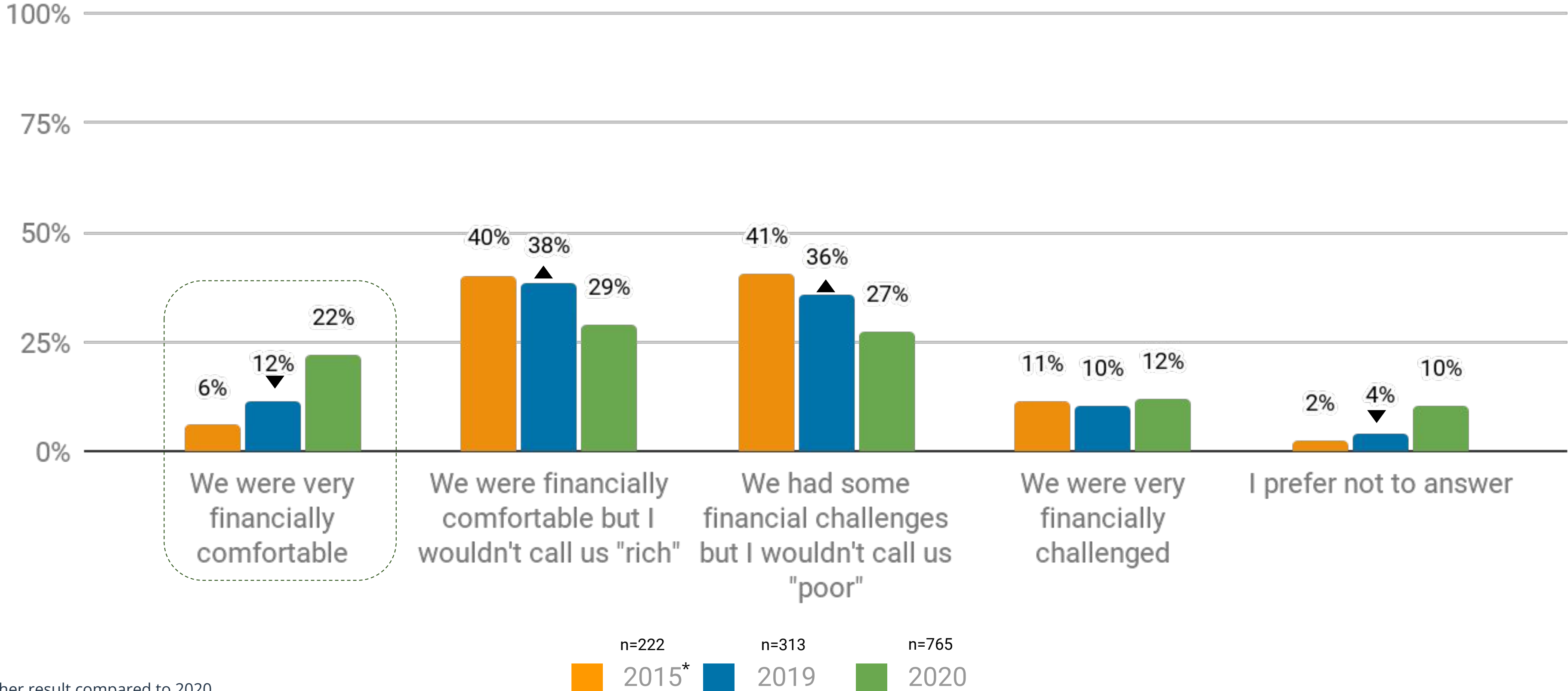
Nearly half (47%) of Contributors were 11-25 years old when they first had access to a computer at home which is significantly lower compared to 2019 (63%), while a significant increase compared to 2019 can be seen in less than 10 years old age group.



Question text: "At what age did you first have access to a computer at home?"
 *Question response options were added in 2019. Since the 2015 survey allowed for free-form entry, the differences between these results cannot be compared for statistical significance.

Socioeconomic Status While Growing Up

2020 saw a significant increase of Contributors who were “very financially comfortable” growing up, from 12% to 22% currently.

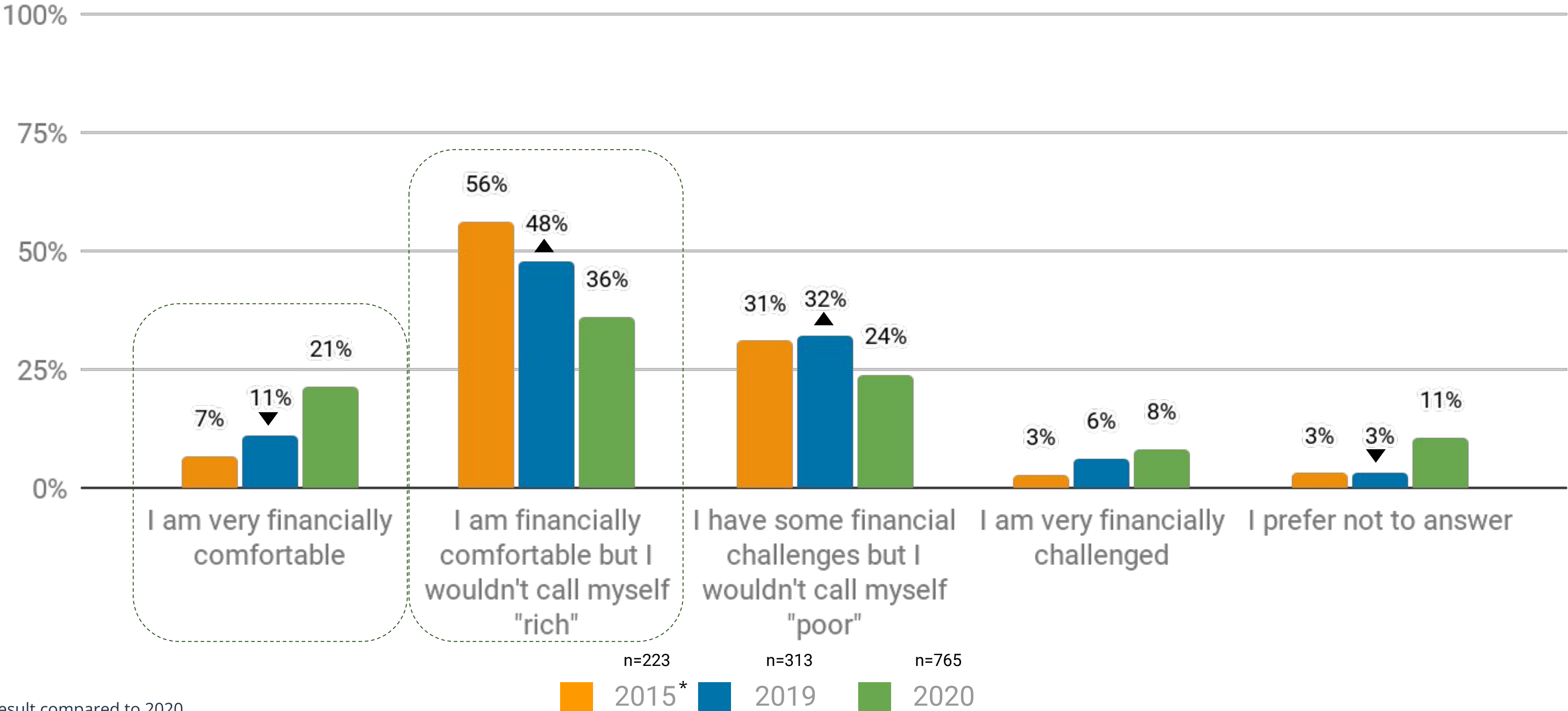


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "How would you describe your family's socioeconomic status when you were growing up?"
*Use caution in comparing the results as a slight change was made to one of the question options from the 2015 survey.

Current Socioeconomic Status

An increase of Contributors who are “very financially comfortable” occurs from 11% in 2019 to 21% in 2020. A significant decline in response has occurred for “I am financially comfortable but I wouldn’t call myself ‘rich,’” from 48% down to 36% currently.

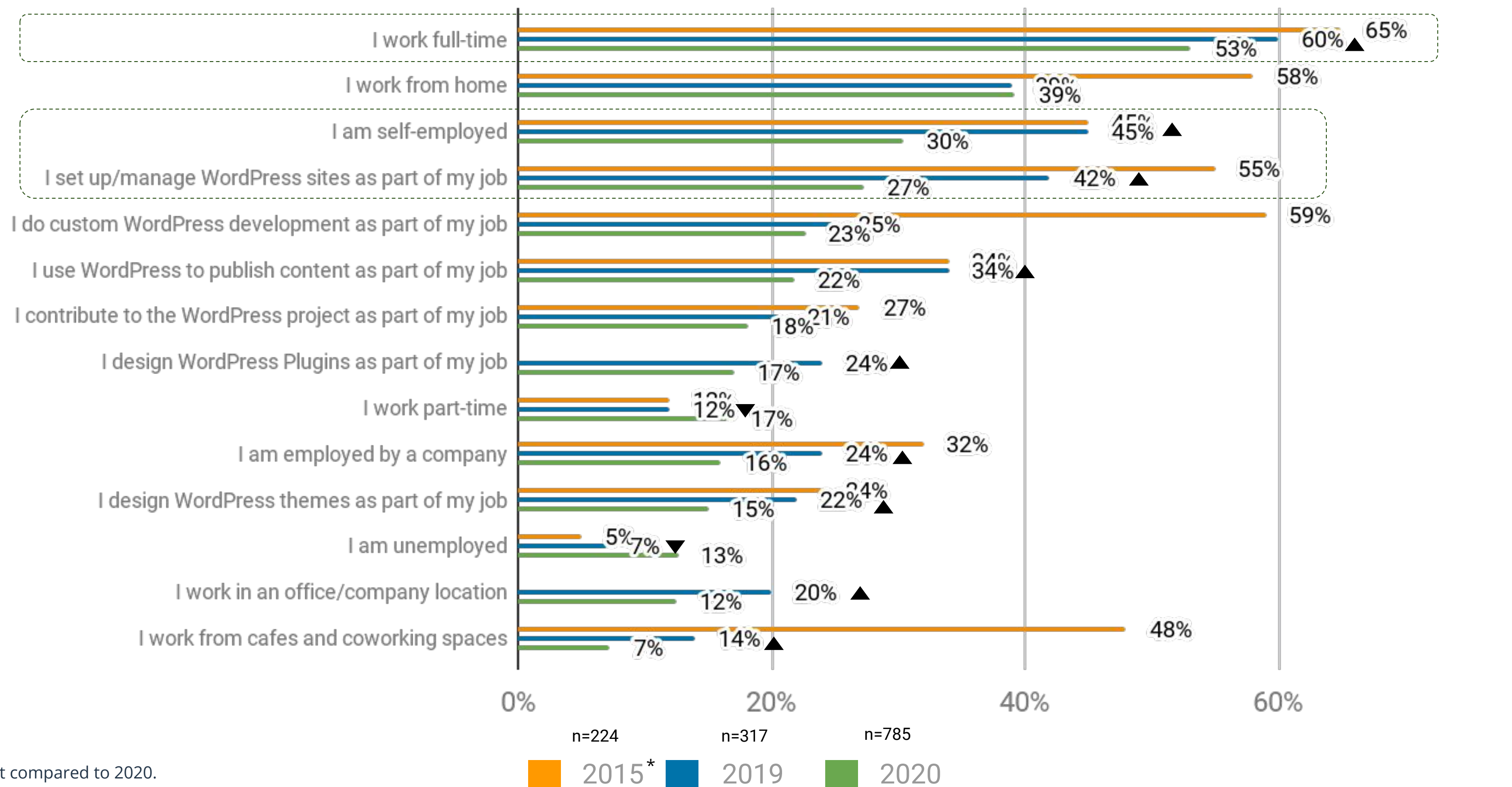


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: “How would you describe your current socioeconomic status?”
 *Use caution in comparing the results as a slight change was made to one of the question options from the 2015 survey.

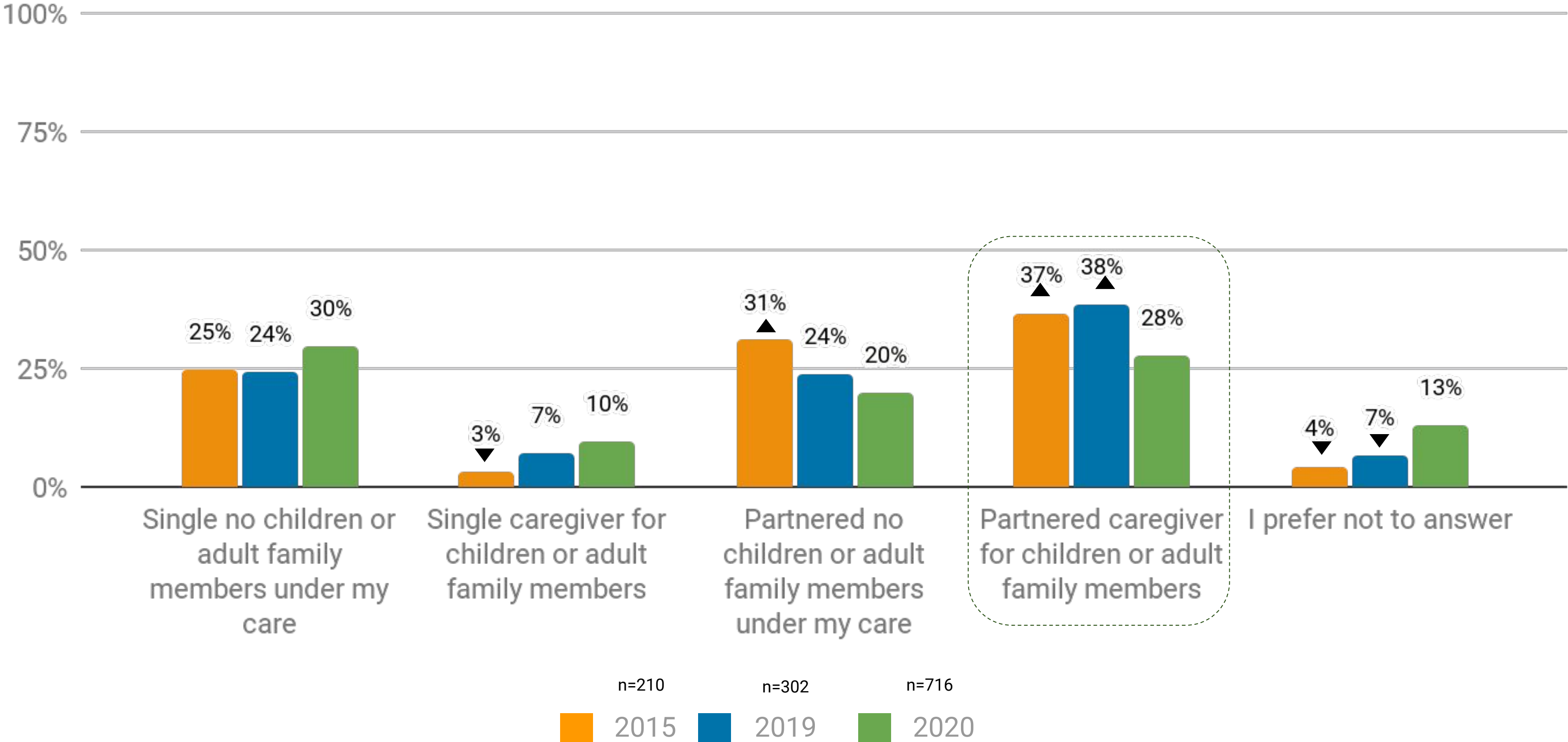
Employment Situation Among Contributors

Full-time employed WordPress users have declined significantly from 60% in 2019 down to 53% among Contributors in 2020. Those who set up/manage WordPress sites as part of their job have also decreased in number significantly from 2019 (42% to 27%). Self-employment has declined among Contributors, from 45% 2019 to 30% in 2020.



Family Structure or Living Situation

The proportion of Contributors living as a partnered caregiver for children or adult family members has significantly decreased from 38% in 2019 to 28% currently.

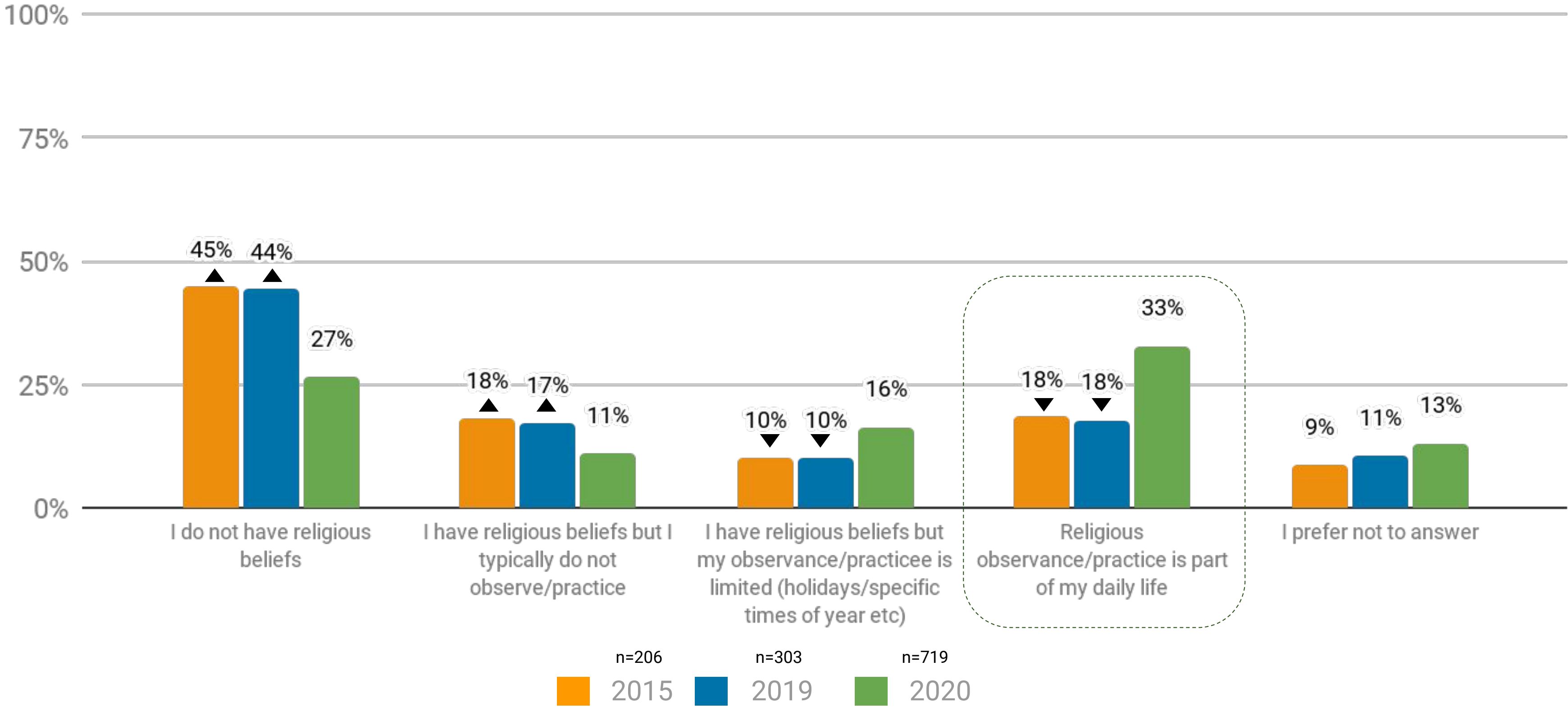


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "What is your current family structure/living situation?"

Role of Religion

Religion's role among Contributors has changed between 2019 and 2020. A significant increase among those who practice as a part of daily life occurs, from 18% to 33% currently.

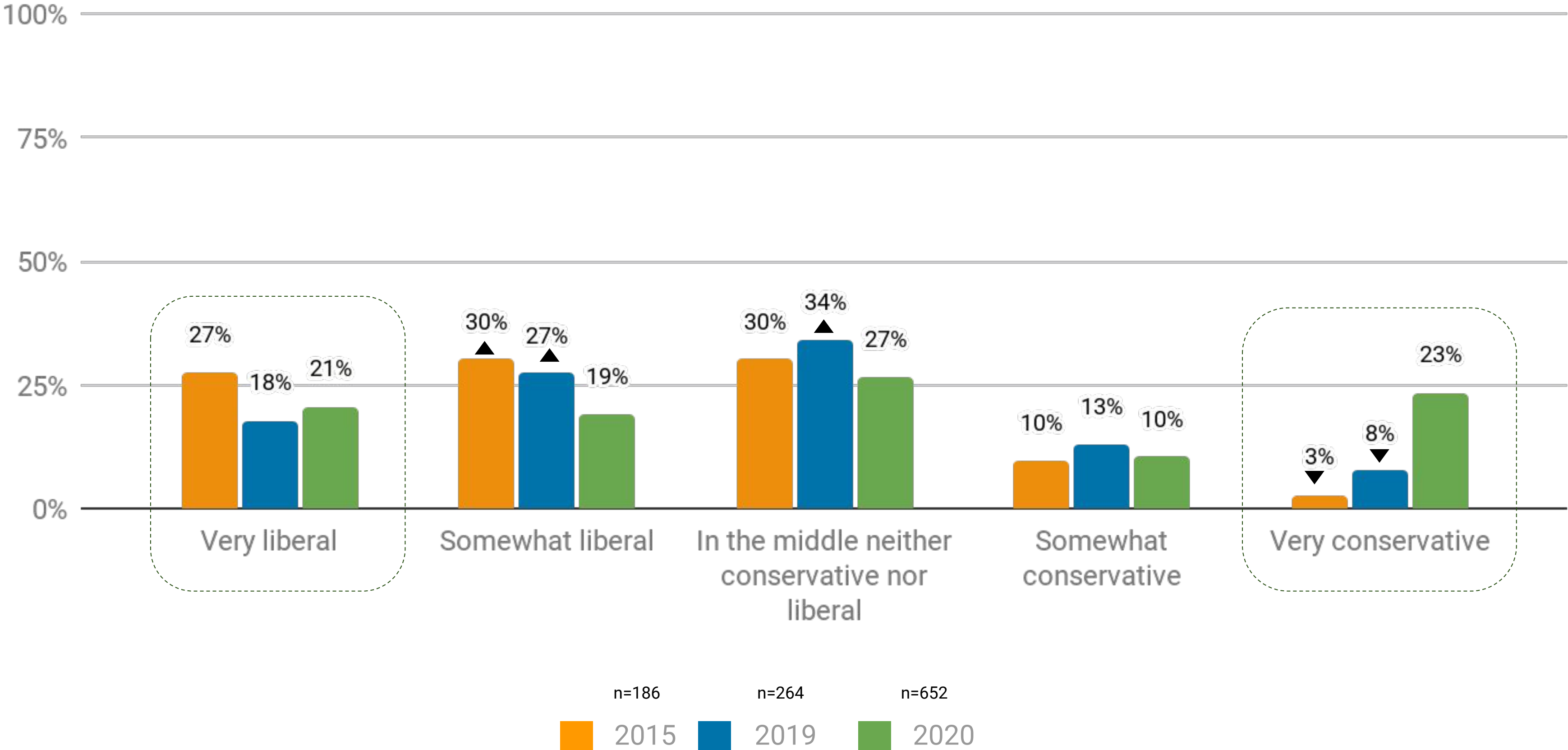


▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "Is religion a part of your life?"

Political Views

Conservative views show significant changes compared to 2019: a significantly higher number of Contributors consider themselves to be “very conservative” currently (8% up to 23%) and slightly more consider themselves to be “very liberal” (18% up to 21%).

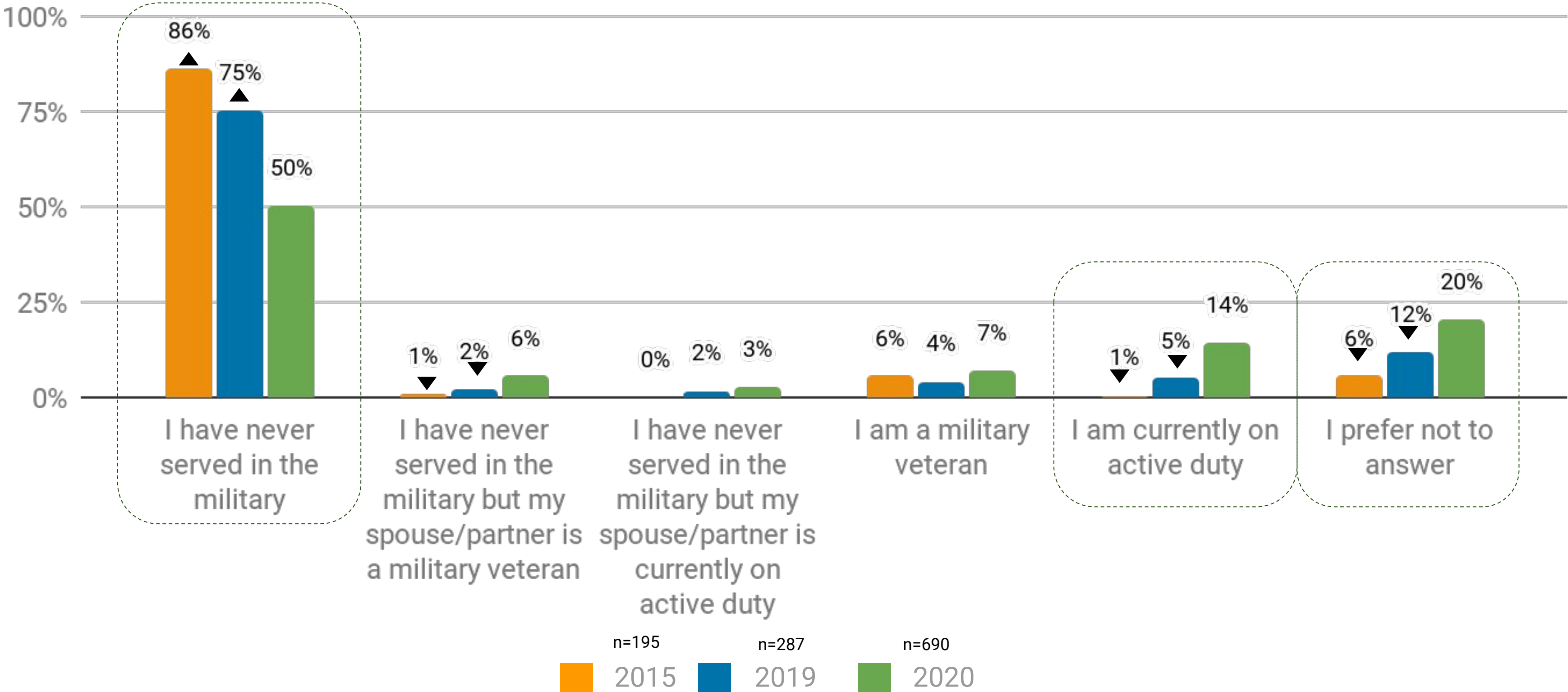


▲ Indicates a significantly higher result compared to 2020.
 ▼ Indicates a significantly lower result compared to 2020.

Question text: "How would you describe your political views?"

Military Status

Contributors currently on active duty show a significant increase in 2020, from 5% to 14% presently. Similarly, a significant decrease has occurred among those who have never served in the military (from 75% down to 50% in 2020). Of note, significantly more Contributors prefer not to answer this question, compared to 2019 (12% up to 20%).



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Question text: "What is your military status?"

Appendices



Appendix A: Background and Methodology

English Language Survey

The English language survey version has the lowest completion rate of 47% and generated a total of 12,949 surveys.

Completed Surveys

14,361

Completion Rate

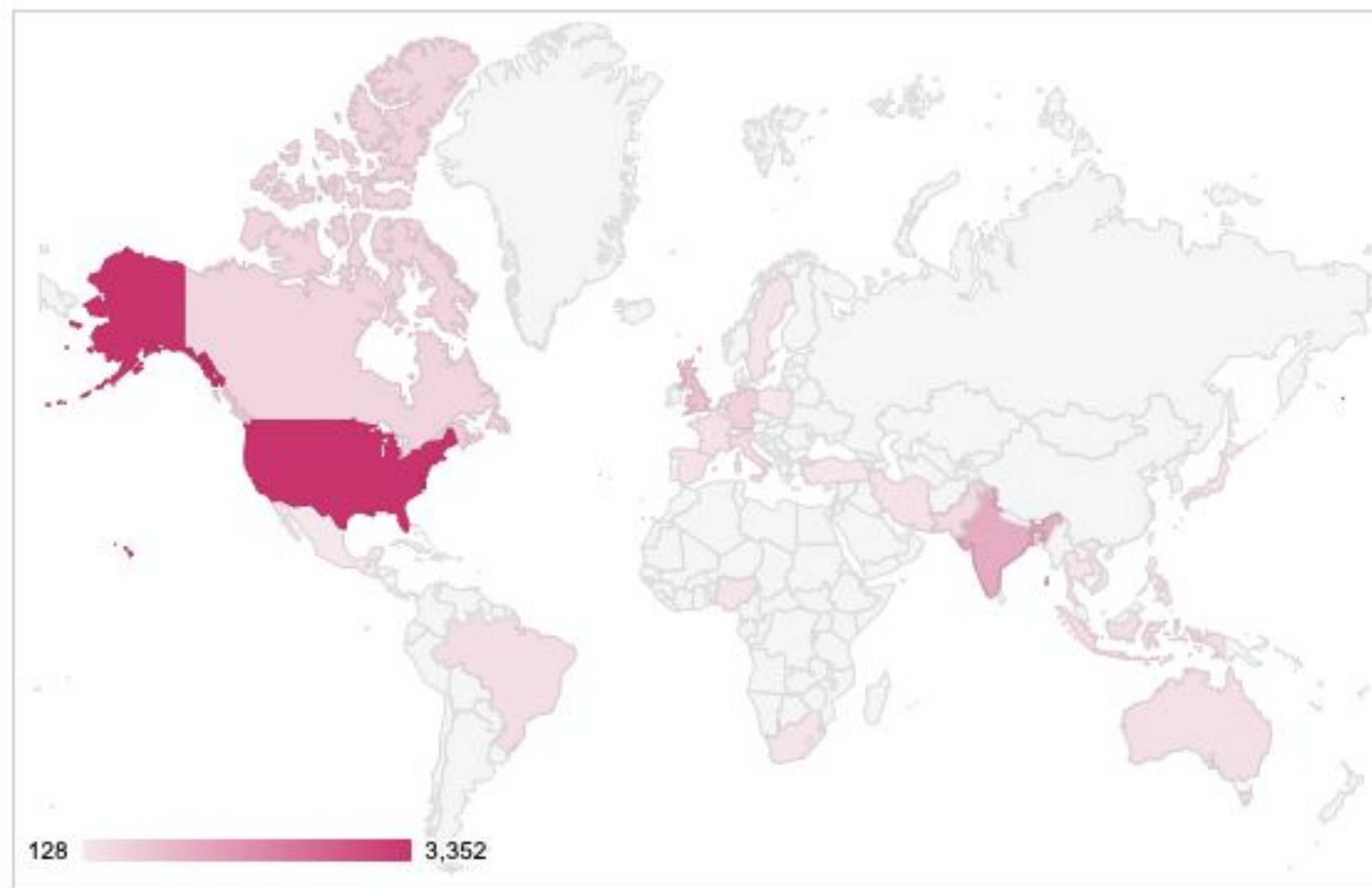
47 %

Incomplete Surveys

15,955

Most Popular Locations

	United States of America	3,352
	India	1,216
	United Kingdom	788
	Germany	532
	Canada	476
	Bangladesh	376
	Pakistan	346
	Italy	305



Spanish Language Survey

The Spanish language survey version has a completion rate of 67% and generated a total of 1,074 surveys.

Completed Surveys

1,143

Completion Rate

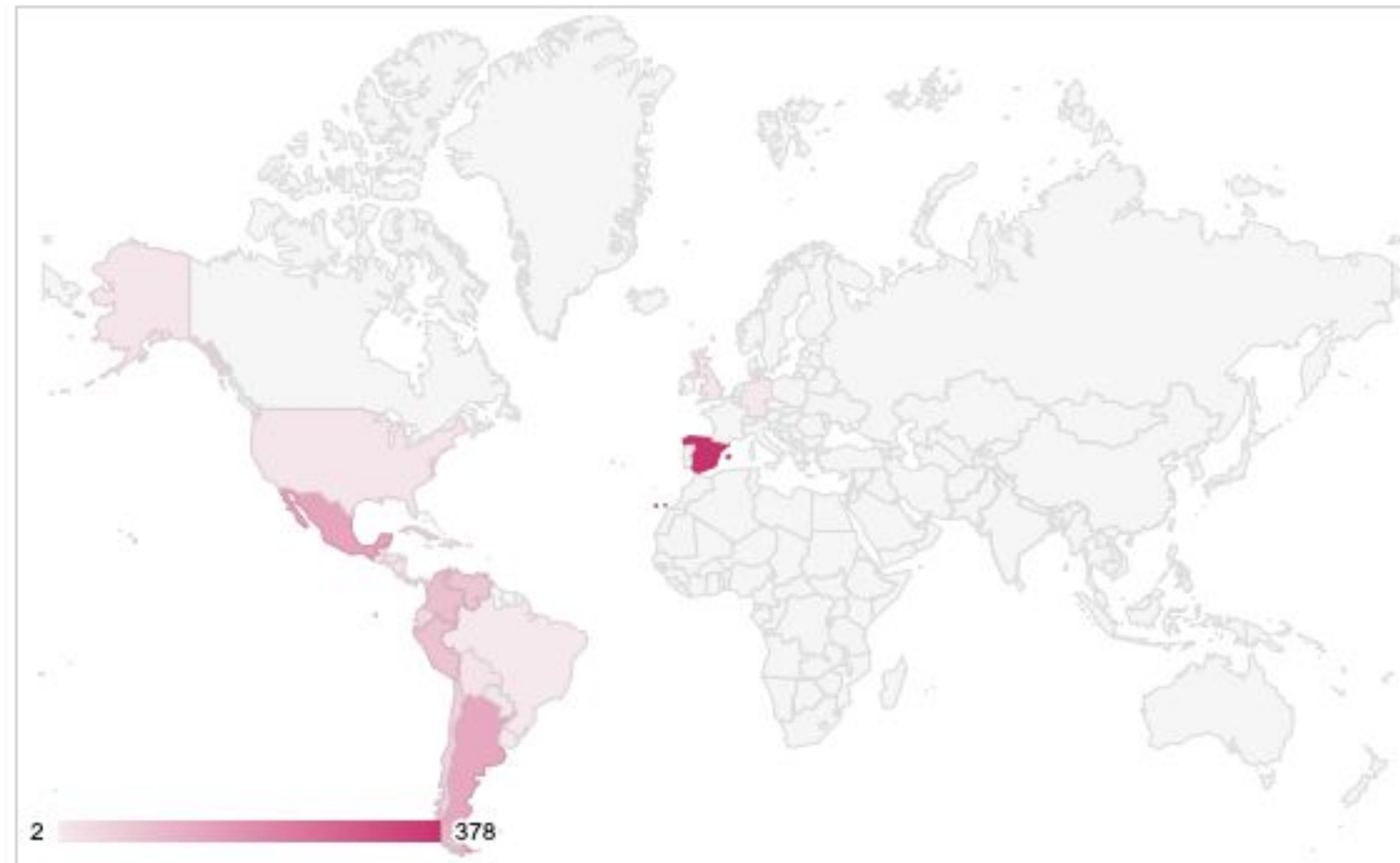
67 %

Incomplete Surveys

564

Most Popular Locations

	Spain	378
	Mexico	143
	Argentina	135
	Colombia	87
	Peru	81
	Venezuela	75
	Chile	48
	Ecuador	35



Russian Language Survey

The Russian language survey version has a completion rate of 56% and generated a total of 776 surveys.

Completed Surveys

866

Completion Rate

56 %

Incomplete Surveys

692

Most Popular Locations

	Russian Federation	498
	Ukraine	195
	Belarus	29
	Uzbekistan	28
	Kazakhstan	21
	Kyrgyzstan	17
	Armenia	8
	Germany	8



French Language Survey

The French language survey version has a completion rate of 64% and generated a total of 1,308 surveys.

Completed Surveys

1,569









Completion Rate

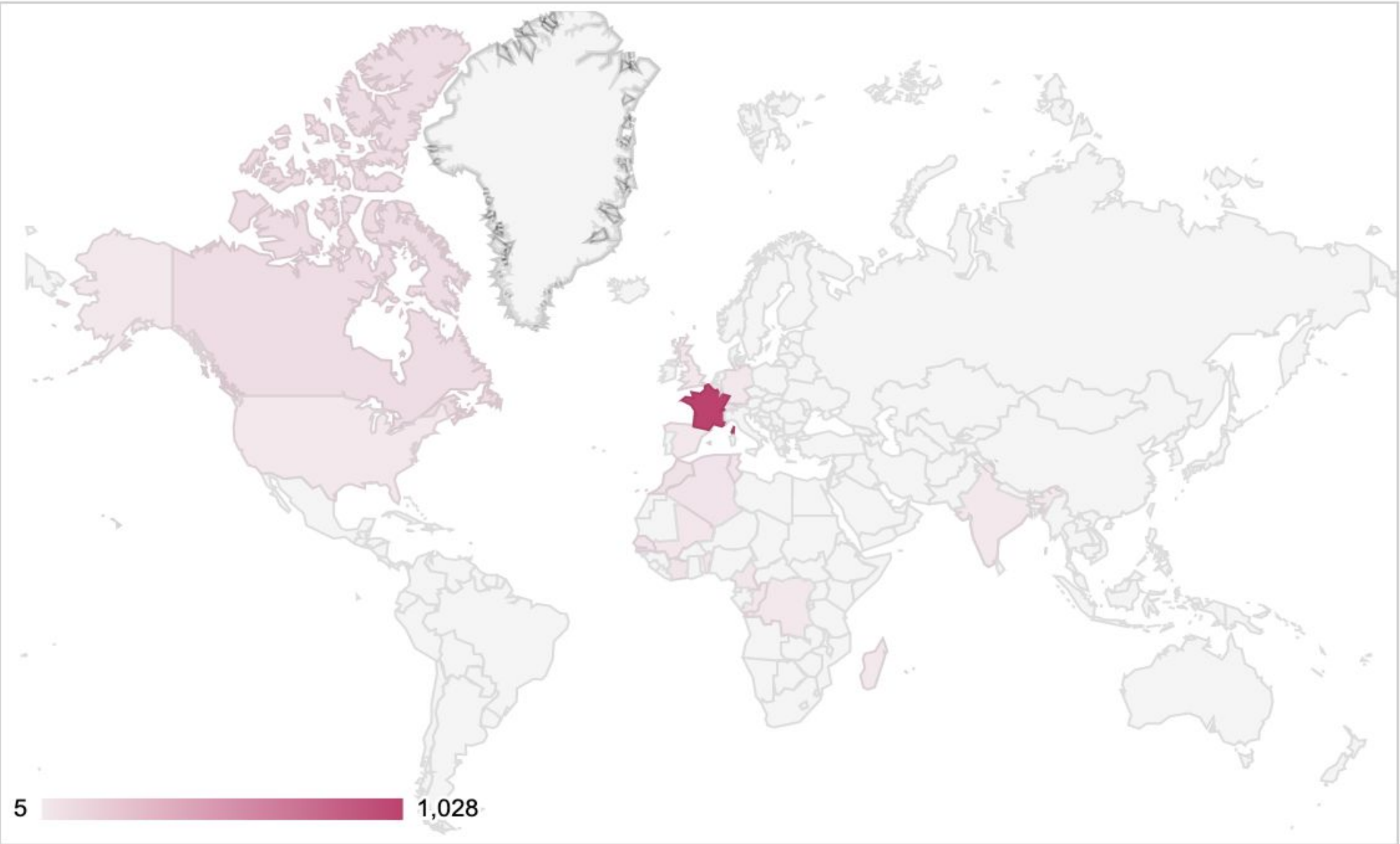
64 %

Incomplete Surveys

864

Most Popular Locations

	France	1,028
	Canada	77
	Belgium	61
	Swiss Confederation	47
	Morocco	46
	Cote d'Ivoire	36
	Algeria	25
	Senegal	25



German Language Survey

The German language survey version has a completion rate of 70% and generated a total of 698 surveys.

Completed Surveys

723

Completion Rate

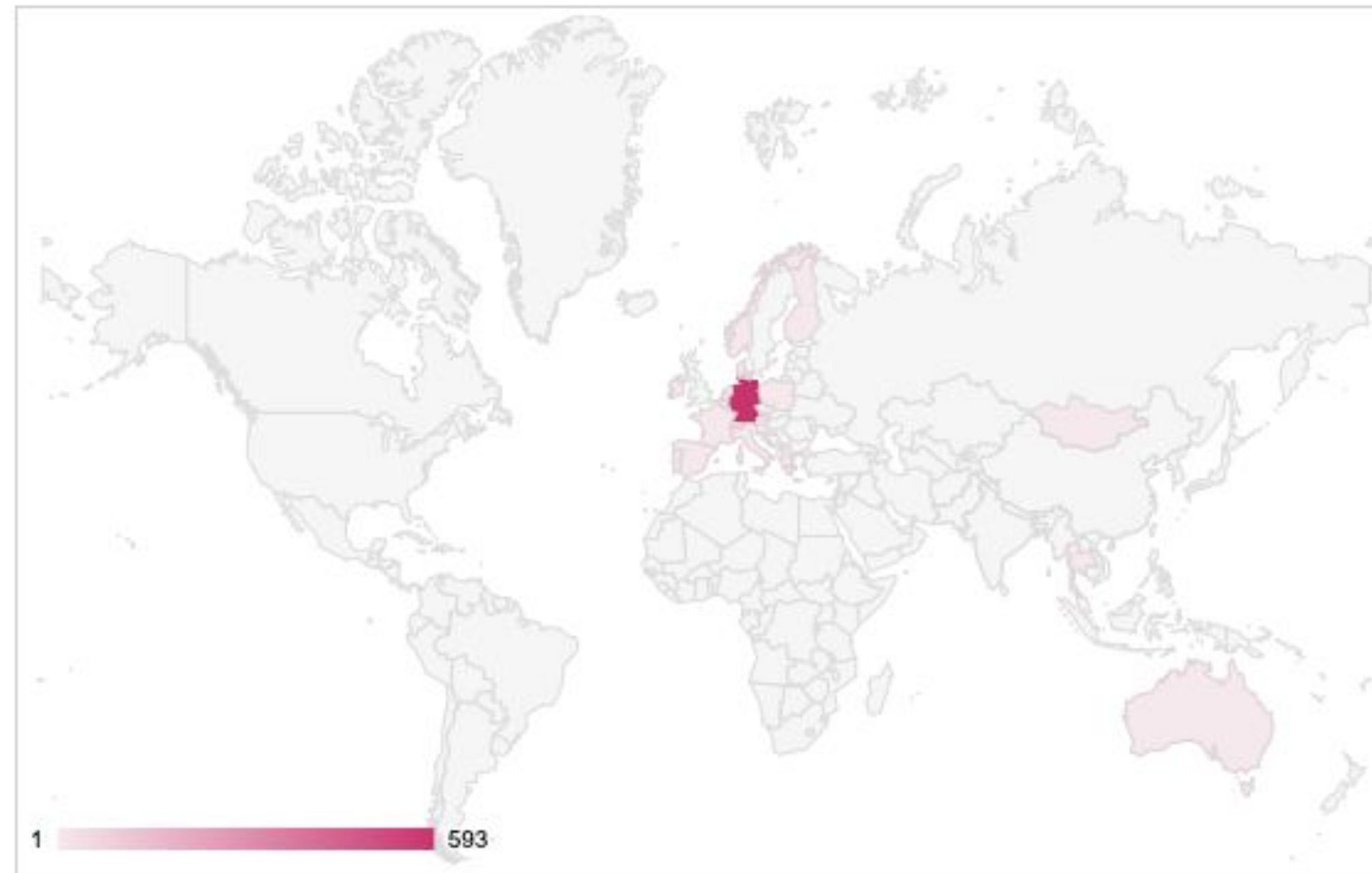
70 %

Incomplete Surveys

315

Most Popular Locations

	Germany	593
	Swiss Confederation	57
	Austria	44
	Italy	4
	Unknown	3
	Spain	3
	Denmark	2
	France	2



Japanese Language Survey

The Japanese language survey version has the highest completion rate of 72% and generated a total of 490 surveys.

Completed Surveys

538

Completion Rate

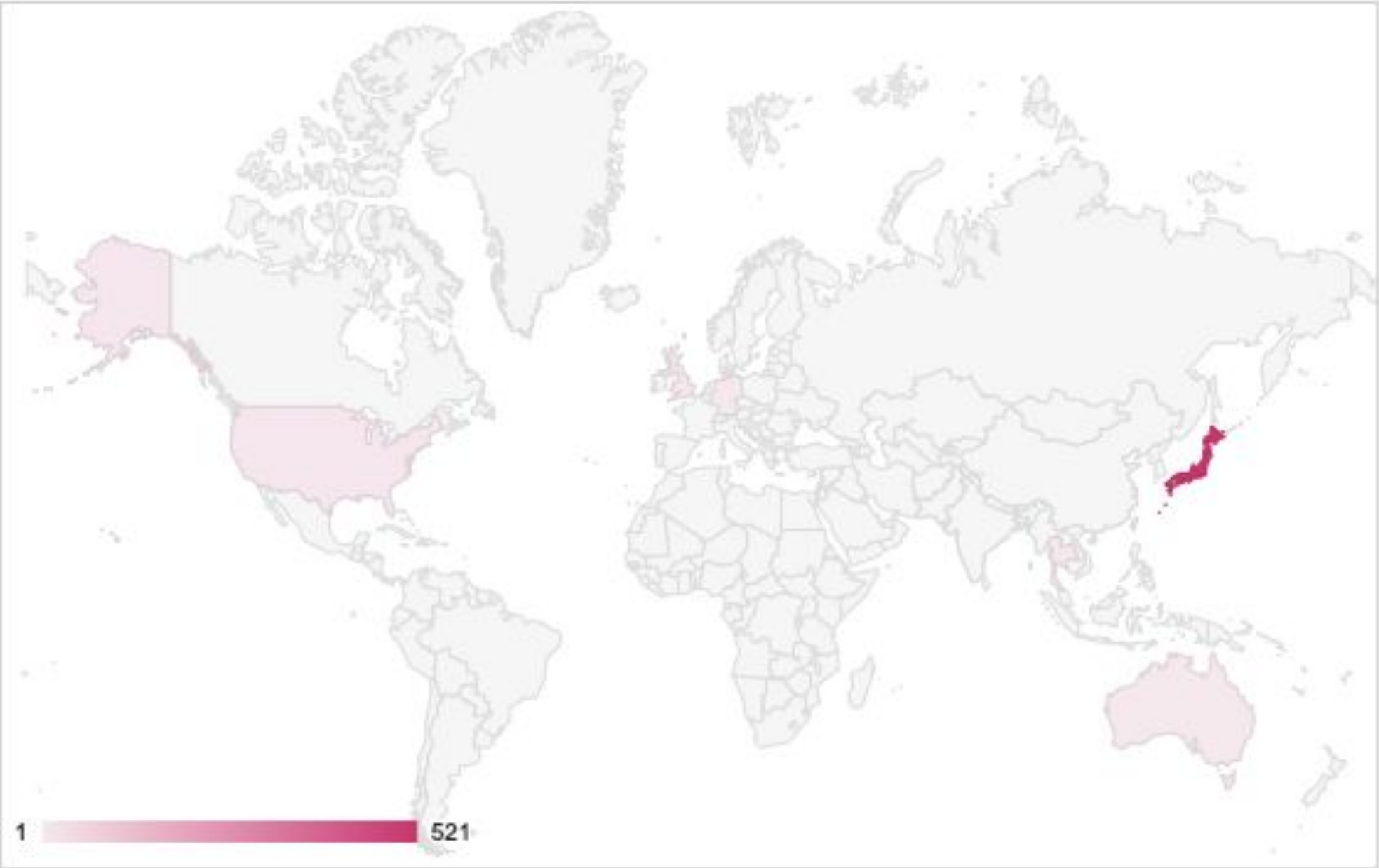
72 %

Incomplete Surveys

205

Most Popular Locations

- Japan 521
- 🇺🇸 United States of America 7
- 🇹🇭 Thailand 3
- 🇦🇺 Australia 2
- 🌐 Unknown 1
- 🇩🇪 Germany 1
- 🇬🇧 United Kingdom 1
- 🇭🇰 Hong Kong 1



Location by respondent type

Company Pros Subgroup

	2016	2017	2019	2020
<i>n=</i>	3,212	3,295	1,278	2,773
Europe	34% ▼	34% ▼	58% ▲	39%
Asia	29%	28%	16% ▼	30%
North America	30% ▲	31% ▲	11% ▼	21%
South America	2% ▼	3% ▼	8% ▲	5%
Oceania	3% ▲	2% ▲	4% ▲	1%
Africa	3% ▼	2% ▼	3%	4%

Pro Freelancers/Hobbyists Subgroup

	2016	2017	2019	2020
<i>n=</i>	4,846	4,916	2,543	5,888
Europe	39% ▼	41% ▼	65% ▲	43%
South America	3% ▼	3% ▼	11% ▲	7%
Asia	19% ▼	16% ▼	10% ▼	21%
North America	31% ▲	32% ▲	9% ▼	20%
Oceania	4% ▲	4% ▲	3% ▲	2%
Africa	4% ▼	4% ▼	2% ▼	6%

Users

	2015	2016	2017	2019	2020
<i>n=</i>	15,178	4,800	5,204	2,250	7,672
Europe	36% ▼	35% ▼	36% ▼	63% ▲	39%
Asia	15% ▼	21%	17% ▼	12% ▼	22%
North America	40% ▲	36% ▲	38% ▲	10% ▼	26%
South America	2% ▼	2% ▼	2% ▼	7%	6%
Oceania	4% ▲	4% ▲	4% ▲	4% ▲	2%
Africa	2% ▼	3% ▼	3% ▼	4% ▼	6%

▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

Age by respondent location

	Europe		North America		Asia		South America		Africa		Oceania	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
<i>n</i> =	13,778	6,541	9,866	3,748	6,432	3,514	1,276	993	1,187	906	1,070	305
Under 20	6% ▲	4%	4%	4%	10%	10%	4%	5%	4% ▼	7%	8% ▲	3%
20-29 years of age	25% ▲	17%	17% ▲	10%	52% ▲	37%	28% ▲	21%	16% ▼	37%	45% ▲	10%
30-39 years of age	29% ▲	26%	25% ▲	22%	23% ▼	26%	36% ▲	31%	22% ▼	30%	27% ▲	15%
40-49 years of age	20% ▼	22%	20%	20%	8% ▼	14%	18% ▼	25%	22% ▲	15%	11% ▼	25%
50 and over	20% ▼	31%	34% ▼	43%	7% ▼	13%	13% ▼	19%	36% ▲	10%	9% ▼	48%

▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

WordPress experience by respondent location

	Europe		North America		Asia		South America		Africa		Oceania	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
<i>n=</i>	3,773	6,513	695	3,779	586	3,372	527	986	167	855	228	306
Less than a year	10% ▼	15%	15% ▼	19%	13% ▼	34%	17% ▼	33%	32%	37%	11%	14%
1 to 2 years	13%	12%	18% ▲	10%	13% ▼	18%	15%	17%	23%	19%	12%	11%
3 to 5 years	28% ▲	24%	28% ▲	18%	27% ▲	20%	26% ▲	19%	26%	22%	22%	20%
6 to 10 years	29% ▲	26%	24%	24%	27% ▲	17%	26% ▲	17%	11% ▲	13%	33%	25%
10 to 15 years	18%	19%	12% ▼	23%	18% ▲	7%	14%	11%	4%	6%	18%	22%
More than 15 years	3% ▼	4%	3% ▼	7%	3%	4%	3%	3%	4%	3%	4%	7%

▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

Respondent Location by Platform

Europe	2015	2016	2017	2019	2020
iOS	6%	9%	13%	11%	9%
JAVA	3%	1%	0%	0%	0%
Linux	11%	19%	22%	29%	30%
Mac	45%	47%	48%	45%	51%
Windows	35%	24%	17%	15%	10%
<i>n=</i>	8,192	2,309	2,341	1,449	2,298

N. America	2015	2016	2017	2019	2020
iOS	8%	8%	14%	12%	13%
JAVA	2%	1%	0%	0%	0%
Linux	11%	12%	15%	27%	22%
Mac	51%	57%	55%	50%	61%
Windows	28%	22%	16%	11%	5%
<i>n=</i>	8,609	2,423	2,603	259	1,603

Asia	2015	2016	2017	2019	2020
iOS	2%	2%	5%	17%	7%
JAVA	1%	1%	0%	0%	0%
Linux	14%	19%	25%	21%	48%
Mac	16%	18%	21%	45%	24%
Windows	67%	60%	49%	17%	22%
<i>n=</i>	3,907	1,430	1,288	313	1,598

Africa	2015	2016	2017	2019	2020
Android	1%	1%	0%	0%	1%
iOS	2%	2%	2%	5%	5%
JAVA	0%	1%	2%	0%	0%
Linux	13%	21%	24%	51%	60%
Mac	21%	22%	23%	19%	15%
Windows	63%	53%	49%	25%	19%
<i>n=</i>	491	175	171	79	409

S. America	2015	2016	2017	2019	2020
Android	0%	1%	0%	0%	1%
iOS	1%	3%	5%	5%	4%
Linux	13%	18%	22%	37%	38%
Mac	34%	32%	40%	28%	26%
Windows	52%	46%	33%	30%	30%
<i>n=</i>	698	158	172	203	303

Oceania	2015	2016	2017	2019	2020
iOS	11%	12%	17%	16%	15%
Linux	8%	11%	17%	14%	21%
Mac	52%	56%	51%	60%	51%
Windows	29%	21%	15%	10%	9%
<i>n=</i>	775	211	249	97	117

Question text: "Where are you located?"

Note: Above percentages may not add up-to 100% due to rounding off.

Respondent Location by Source Type

Europe	2015	2016	2017	2019	2020
Browser Direct	95%	95%	94%	96%	97%
Mobile Device Direct	5%	5%	6%	4%	3%
<i>n=</i>	16,263	5,021	5,299	3,862	6,856

N. America	2015	2016	2017	2019	2020
Browser Direct	94%	95%	93%	95%	95%
Mobile Device Direct	6%	5%	7%	5%	5%
<i>n=</i>	15,100	4,619	5,007	600	3,964

Asia	2015	2016	2017	2019	2020
Browser Direct	98%	99%	97%	93%	97%
Mobile Device Direct	2%	1%	3%	7%	3%
<i>n=</i>	8,059	3,206	2,906	749	4,066

Africa	2015	2016	2017	2019	2020
Browser Direct	97%	98%	97%	97%	97%
Mobile Device Direct	3%	2%	3%	3%	3%
<i>n=</i>	1,224	470	461	199	1,019

S. America	2015	2016	2017	2019	2020
Browser Direct	99%	98%	98%	98%	99%
Mobile Device Direct	1%	2%	2%	2%	1%
<i>n=</i>	1,289	373	401	554	1,054

Oceania	2015	2016	2017	2019	2020
Browser Direct	94%	94%	92%	93%	93%
Mobile Device Direct	6%	6%	8%	7%	7%
<i>n=</i>	1,460	452	526	232	321

Question text: "Where are you located?"

Respondent Location by Agent

Europe	2015	2016	2017	2019	2020
Chrome	68%	64%	56%	54%	49%
iPad	3%	3%	4%	2%	1%
iPhone	4%	5%	9%	9%	8%
Safari	20%	24%	28%	32%	39%
Safari 4.0	1%	2%	2%	3%	3%
Other	4%	2%	1%	0%	0%
<i>n=</i>	8,228	2,315	2,346	1,450	2,299

N. America	2015	2016	2017	2019	2020
Chrome	64%	65%	60%	50%	50%
iPad	3%	3%	3%	2%	2%
iPhone	4%	4%	10%	9%	11%
Nokia	1%	0%	0%	0%	0%
Opera Mini 4.0	2%	1%	0%	0%	0%
Safari	22%	23%	25%	34%	35%
Safari 4.0	1%	2%	2%	5%	2%
Other	3%	2%	0%	0%	0%
<i>n=</i>	8,666	2,438	2,607	259	1,605

Asia	2015	2016	2017	2019	2020
Android 4.0	1%	0%	0%	0%	0%
Chrome	82%	82%	75%	59%	48%
iPad	1%	0%	1%	2%	1%
iPhone	1%	2%	4%	14%	6%
Nokia	1%	0%	0%	0%	0%
Safari	9%	10%	15%	21%	40%
Safari 4.0	2%	4%	4%	4%	5%
	0%	1%	0%	0%	0%
Other	3%	1%	1%	0%	0%
<i>n=</i>	3,938	1,435	1,293	313	1,600

Africa	2015	2016	2017	2019	2020
Chrome	80%	67%	68%	44%	36%
iPad	1%	1%	0%	1%	0%
iPhone	1%	1%	2%	4%	4%
Nokia	4%	2%	3%	1%	1%
Safari	7%	20%	18%	41%	48%
Safari 4.0	2%	4%	4%	9%	9%
SEMC Browser	0%	1%	2%	0%	0%
Other	5%	4%	3%	0%	1%
<i>n=</i>	514	178	176	80	415

S. America	2015	2016	2017	2019	2020
Android 4.0	0%	1%	0%	0%	1%
Chrome	87%	85%	76%	65%	64%
iPad	1%	1%	1%	0%	0%
iPhone	1%	2%	4%	5%	4%
Nokia	0%	1%	0%	0%	0%
Safari	11%	9%	18%	26%	29%
Safari 4.0	0%	1%	1%	4%	2%
Other	0%	0%	0%	0%	0%
<i>n=</i>	700	159	173	203	303

Oceania	2015	2016	2017	2019	2020
Chrome	66%	62%	55%	60%	46%
Firefox 6.0	0%	1%	0%	0%	0%
IE 10.0	0%	0%	0%	0%	0%
IE 9.0	1%	0%	0%	0%	0%
iPad	5%	2%	5%	2%	3%
iPhone	5%	10%	12%	14%	12%
Safari	20%	23%	26%	24%	33%
Safari 4.0	1%	1%	2%	0%	3%
Other	2%	1%	0%	0%	3%
<i>n=</i>	777	212	249	97	117

Question text: "Where are you located?"

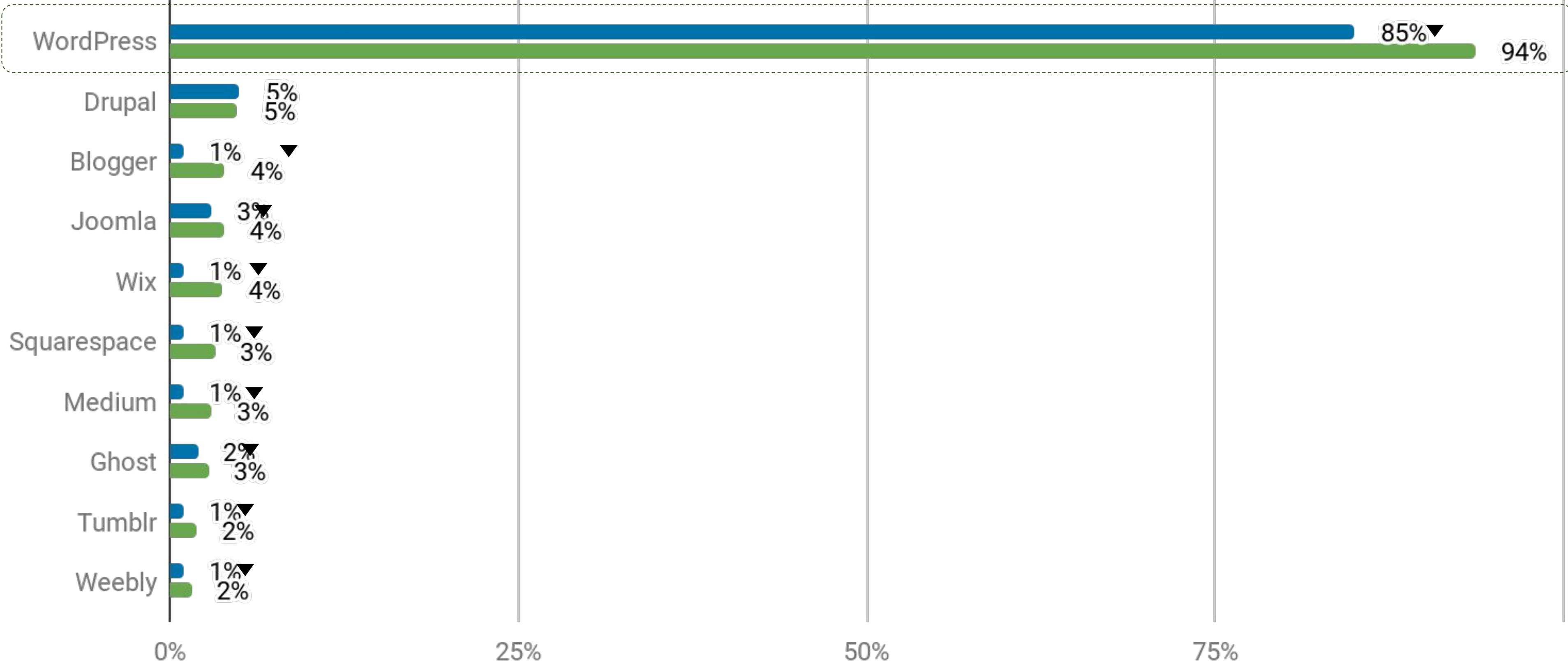
Note: Above percentages may not add up to 100% due to rounding off.



Appendix B: Why WordPress is Used

Professional Platform Choice for Future Website Project

WordPress (94%) is overwhelmingly the preferred platform with a significant increase compared to 2019 (85%) for the next website project.



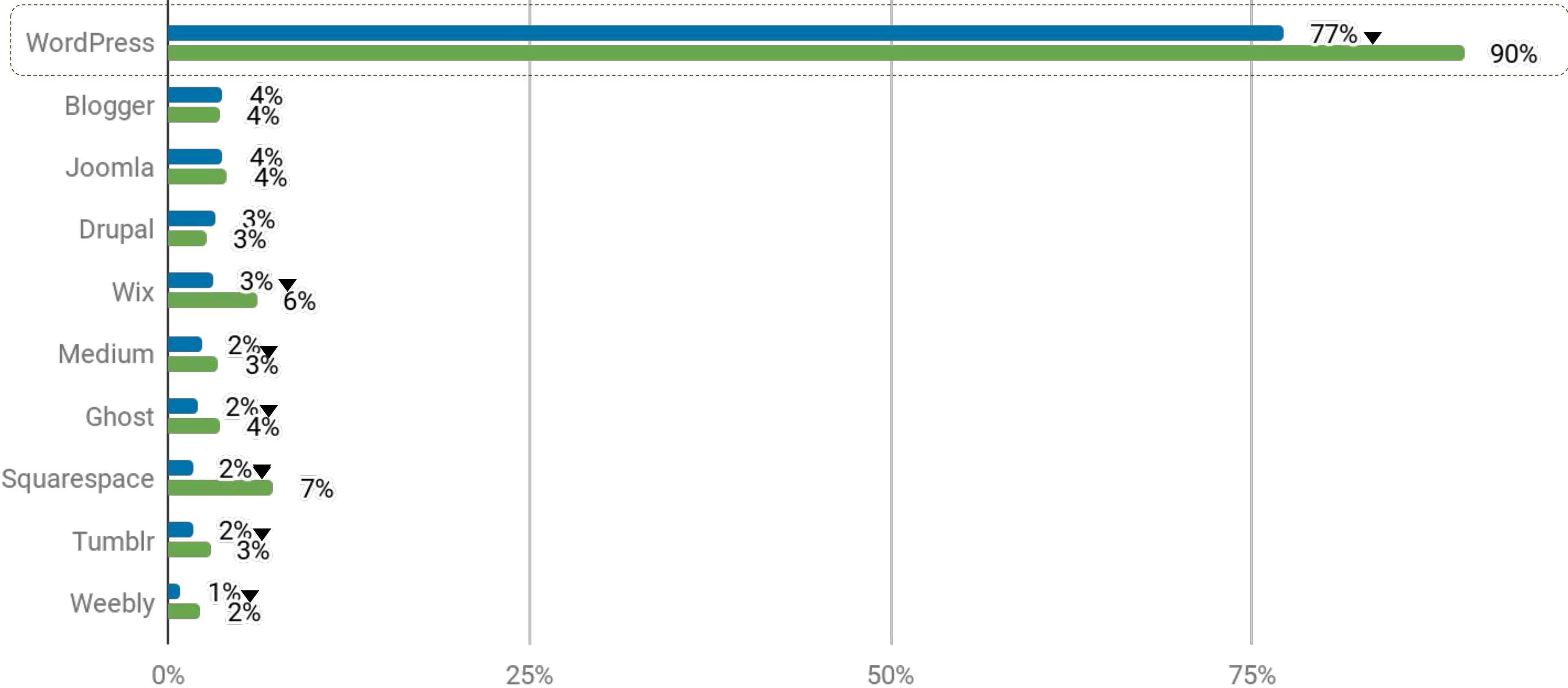
▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

■ 2019 (n=3,908) ■ 2020 (n=7,415)

Question text: "For your next website project, which platform would you choose to use?"

User Platform Choice for Future Website Project

WordPress (90%) is overwhelmingly the preferred platform compared the 2019 (77%) for the next website project.



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.

2019 n=2,316 2020 n=6,129

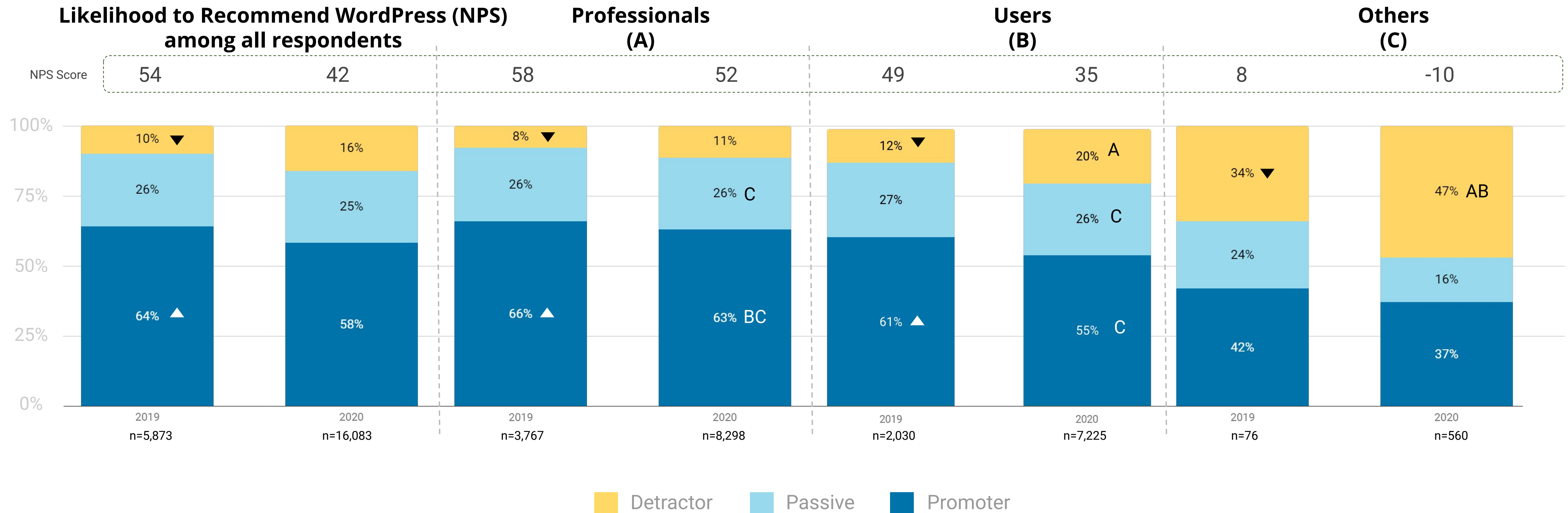
Question text: "For your next website project, which platform would you choose to use?"



Appendix C: Who Uses WordPress

NPS results by respondent type

Overall, NPS has decreased significantly with a score of 42 (from 54 in 2019). The NPS score is significantly higher within the Professional group (52) compared to Users (35), while Others have a all time lowest score (-10). Professionals and users customer groups show opportunities among their Passive respondents who may be converted to “Promoters”.



▲ Indicates a significantly higher result compared to 2020.

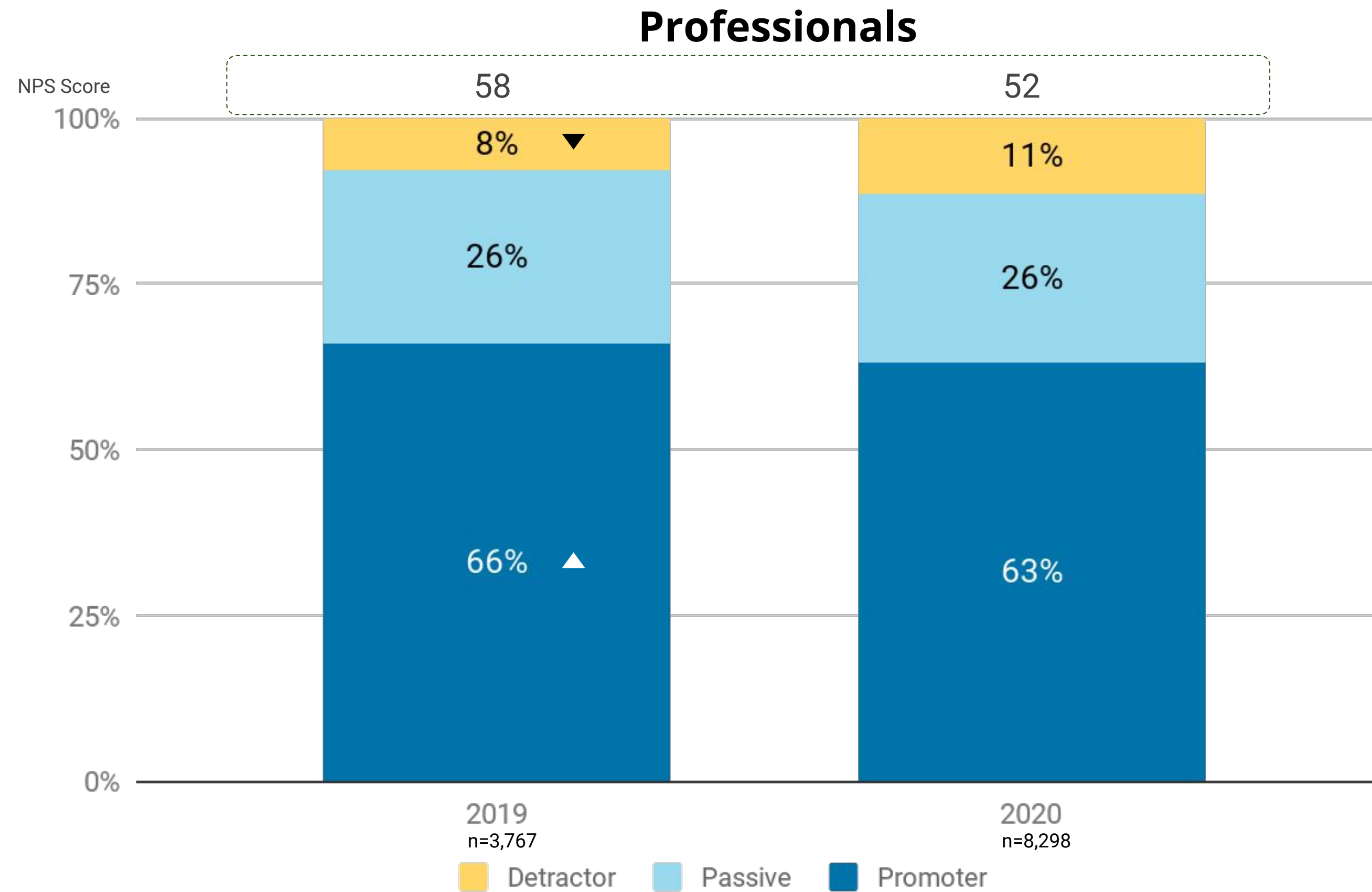
▼ Indicates a significantly lower result compared to 2020.

A,B & C represent column wise significant testing performed between the three groups

Question text: "NPS: How likely are you to recommend WordPress to friends, colleagues, or clients?"

2020 NPS results among WordPress Professionals

The current NPS Score among Professionals (52) which is at all time low compared to 2016 (57), 2017 (59), and 2019 (58) scores. One-quarter (26%) are “Passive” Professionals and ideal targets to convert to Promoters.



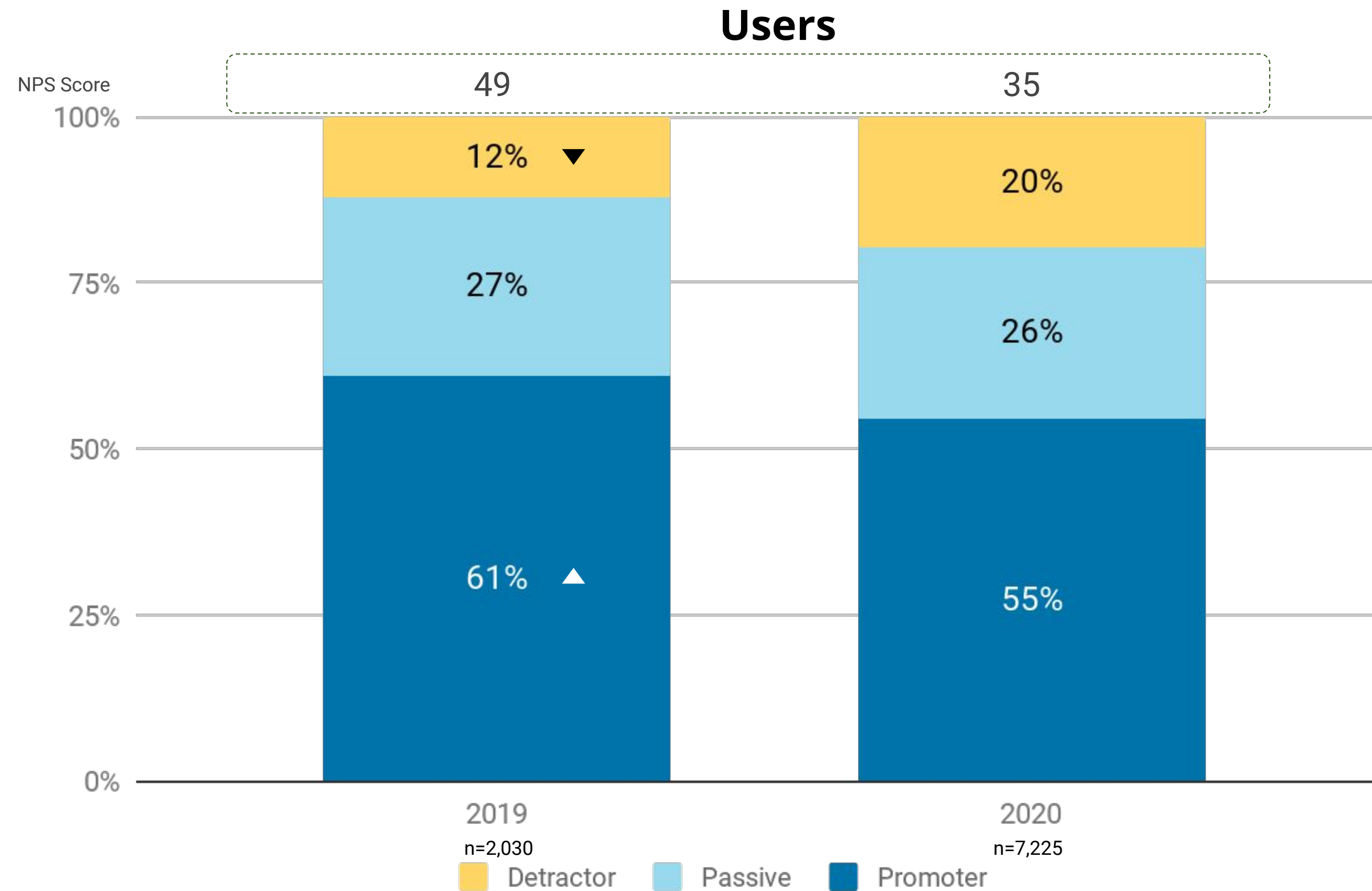
▲ Indicates a significantly higher result compared to 2020.

▼ Indicates a significantly lower result compared to 2020.

Question text: "NPS: How likely are you to recommend WordPress to friends, colleagues, or clients?"

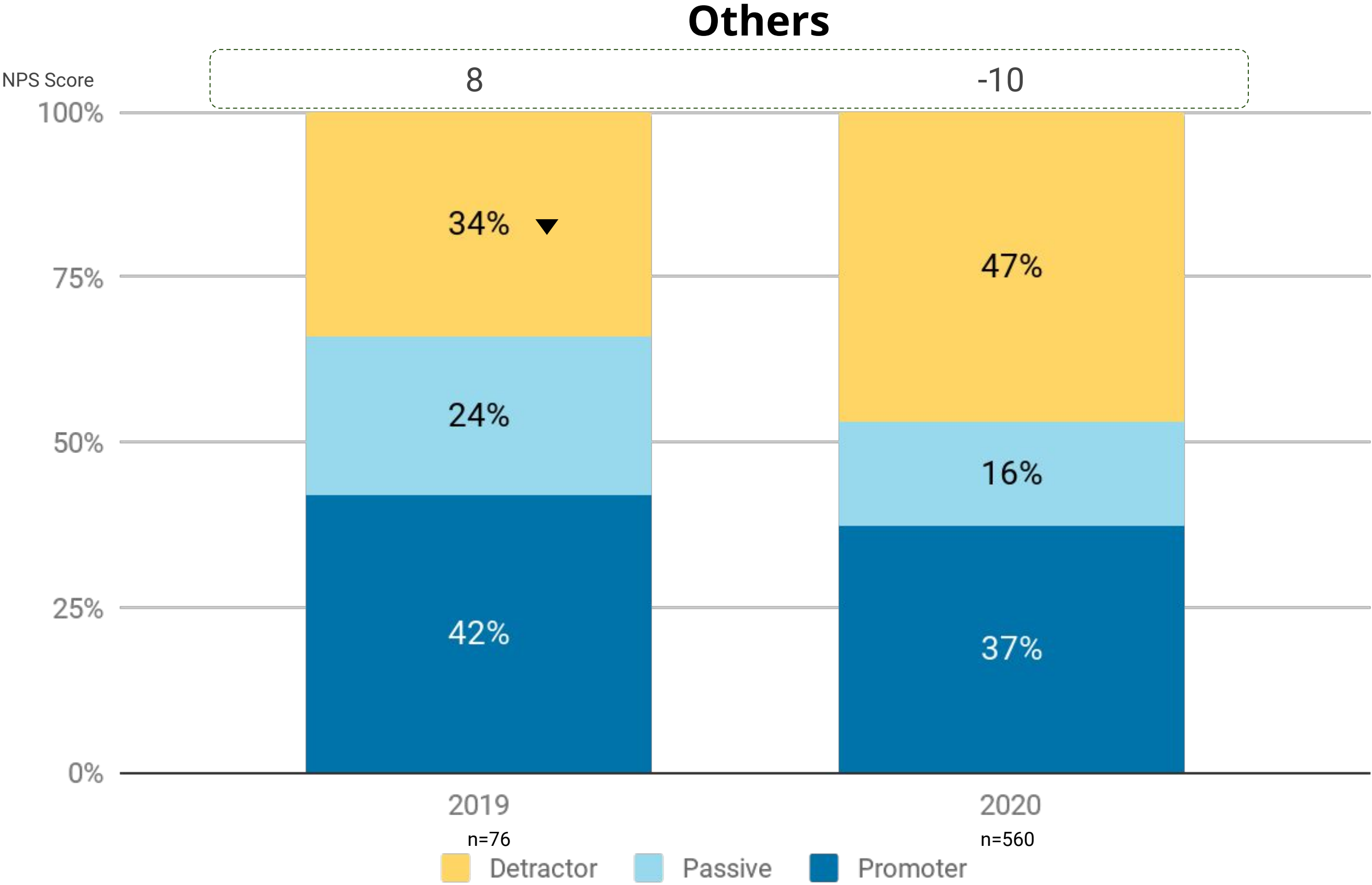
2020 NPS results among WordPress Users

The current NPS Score among Users (35) is lower compared to 2019 (49) making it the lowest since 2017. More than one-quarter (26%) are “Passive” Users and ideal targets to convert to Promoters.



2020 NPS results among Others

The current NPS Score among Others (-10) is lowest compared to all the years. Nearly half (47%) are “Detractors” and significantly higher compared to 2019.



▲ Indicates a significantly higher result compared to 2020.
▼ Indicates a significantly lower result compared to 2020.
Question text: "NPS: How likely are you to recommend WordPress to friends, colleagues, or clients?"



Appendix D: Additional WordPress Community Contributor Data

Contributor Location by Platform

Use caution when interpreting the differences in proportions, as many of these results have low respondent counts.

Europe	2015	2019	2020
Android	0%	0%	2%
iOS	20%	14%	11%
JAVA	0%	1%	1%
Linux	7%	28%	39%
Mac OS	66%	51%	40%
SymbianOS	0%	0%	1%
Windows	7%	6%	6%
<i>n=</i>	56	81	110

North America	2015	2019	2020
iOS	9%	18%	12%
JAVA	0%	0%	0%
Linux	14%	27%	29%
Mac OS	73%	55%	54%
Windows	4%	0%	5%
<i>n=</i>	70	11	65

Asia	2015	2019	2020
iOS	0%	17%	6%
JAVA	0%	0%	0%
Linux	33%	22%	55%
Mac OS	33%	48%	15%
Windows	33%	13%	23%
<i>n=</i>	12	60	252

South America	2015	2019	2020
iOS	0%	18%	0%
JAVA	0%	0%	0%
Linux	0%	47%	53%
Mac OS	0%	12%	20%
Windows	0%	24%	27%
<i>n=</i>	0	17	15

Africa	2015	2019	2020
Android	0%	0%	7%
iOS	0%	7%	4%
Linux	0%	53%	74%
Mac OS	0%	13%	5%
Windows	0%	27%	11%
<i>n=</i>	0	15	57

Oceania	2015	2019	2020
iOS	0%	0%	0%
JAVA	0%	0%	17%
Linux	38%	33%	33%
Mac OS	63%	67%	33%
Windows	0%	0%	17%
<i>n=</i>	8	3	6

Question text: "Where are you located?"

Note: Above percentages may not add up to 100% due to rounding off.

Contributor Location by Source Type

Use caution when interpreting the differences in proportions, as many of these results have low respondent counts.

Europe	2015	2019	2020
Browser Direct	87%	93%	94%
Mobile Device Direct	13%	7%	6%
<i>n=</i>	83	169	257

North America	2015	2019	2020
Browser Direct	94%	91%	93%
Mobile Device Direct	6%	9%	7%
<i>n=</i>	104	23	122

Asia	2015	2019	2020
Browser Direct	100%	91%	97%
Mobile Device Direct	0%	9%	3%
<i>n=</i>	21	115	520

Africa	2015	2019	2020
Browser Direct	100%	96%	94%
Mobile Device Direct	0%	4%	6%
<i>n=</i>	2	23	102

Oceania	2015	2019	2020
Browser Direct	100%	100%	91%
Mobile Device Direct	0%	0%	9%
<i>n=</i>	15	8	11

South America	2015	2019	2020
Browser Direct	0%	91%	100%
Mobile Device Direct	0%	9%	0%
<i>n=</i>	0	32	34

Question text: "Where are you located?"

Contributor Location by Agent

Use caution when interpreting the differences in proportions, as many of these results have low respondent counts.

Europe	2015	2019	2020
Android 4.0	0%	0%	1%
Chrome 0.0	59%	48%	45%
IE 7.0	0%	0%	1%
iPad	4%	1%	0%
iPhone	14%	12%	10%
iPod Touch	2%	0%	0%
Opera Mini 0.0	0%	0%	1%
Opera Mini 4.0	0%	1%	1%
Safari 0.0	21%	36%	36%
Safari 4.0	0%	1%	4%
Safari 5.1	0%	0%	1%
<i>n</i> =	56	81	110

North America	2015	2019	2020
Chrome 0.0	66%	64%	58%
iPad	3%	0%	3%
iPhone	6%	18%	9%
iPod Touch	0%	0%	0%
Opera Mini 4.0	0%	0%	0%
Safari 0.0	23%	18%	22%
Safari 4.0	1%	0%	8%
Safari 5.1	1%	0%	0%
<i>n</i> =	70	11	65

Asia	2015	2019	2020
Chrome 0.0	83%	62%	46%
iPad	0%	2%	0%
iPhone	0%	15%	6%
iPod Touch	0%	0%	0%
Opera Mini 4.0	0%	0%	0%
Safari 0.0	0%	18%	41%
Safari 4.0	17%	3%	7%
Safari 5.1	0%	0%	0%
<i>n</i> =	12	60	253

Africa	2015	2019	2020
Chrome 0.0	0%	40%	21%
iPad	0%	0%	0%
iPhone	0%	7%	3%
iPod Touch	0%	0%	0%
Opera Mini 0.0	0%	0%	7%
Safari 0.0	0%	40%	55%
Safari 4.0	0%	13%	14%
Safari 5.1	0%	0%	0%
<i>n</i> =	0	15	58

Oceania	2015	2019	2020
Chrome 0.0	63%	67%	33%
iPad	0%	0%	0%
iPhone	0%	0%	0%
iPod Touch	0%	0%	0%
Opera Mini 4.0	0%	0%	17%
Safari 0.0	38%	33%	33%
Safari 4.0	0%	0%	17%
Safari 5.1	0%	0%	0%
<i>n</i> =	8	3	6

South America	2015	2019	2020
Chrome 0.0	0%	41%	53%
iPad	0%	0%	0%
iPhone	0%	18%	0%
iPod Touch	0%	0%	0%
Opera Mini 4.0	0%	0%	0%
Safari 0.0	0%	35%	33%
Safari 4.0	0%	6%	13%
Safari 5.1	0%	0%	0%
<i>n</i> =	0	17	15

Thank you

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