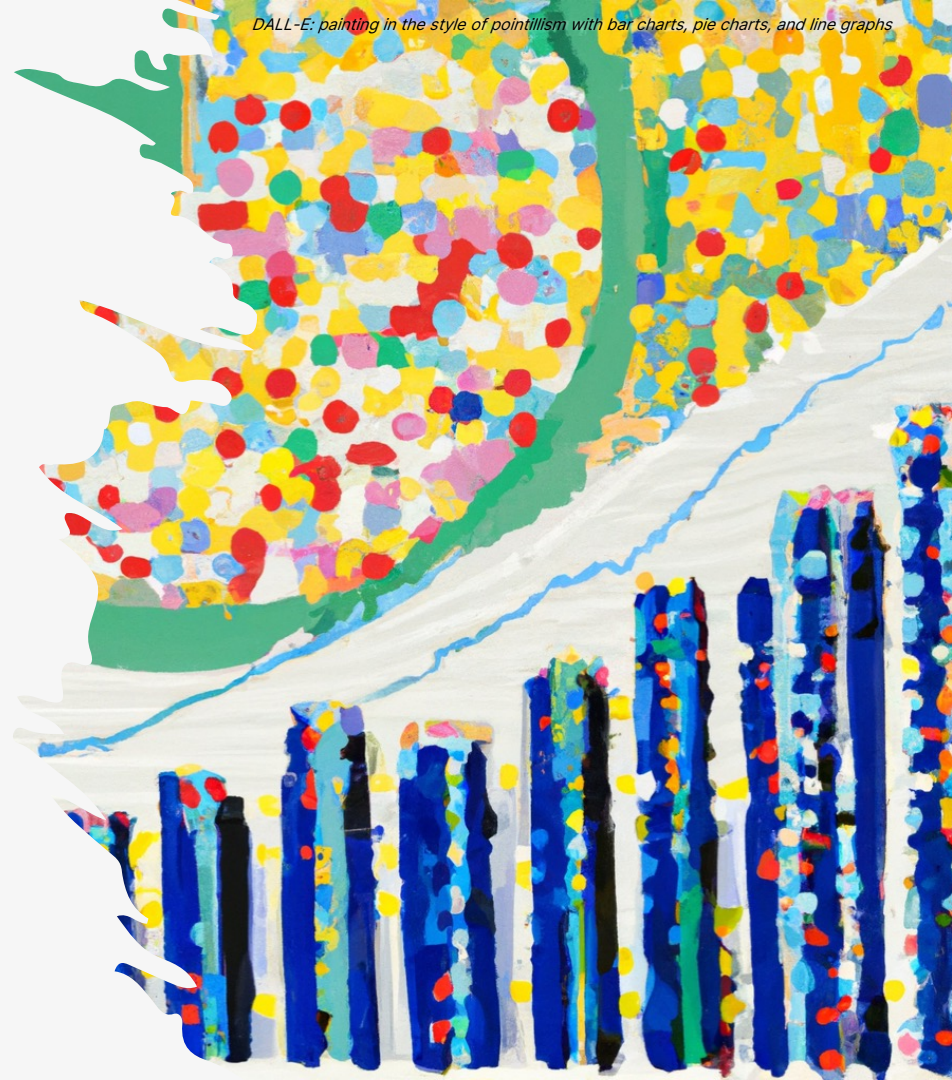


# WordPress.org 2022 Survey: Report & Analysis



*DALL-E: painting in the style of pointillism with bar charts, pie charts, and line graphs*

# Survey Methodology & Updates

- The 2022 survey included an updated and revised set of questions
  - Fewer questions (29 vs as many as 99)
  - Removal of free text questions (too difficult to analyze at scale)
  - Removal of socio-economic data collection questions
  - Transition to Likert scale methodology where applicable
  - Updating text of questions for simplicity/clarity
  - Added Italian as the 7th language
- Open from Dec 1, 2022, thru Dec 31, 2022
- Crowdsignal + WordPress.org Polyglots

# Macro Highlights

- Decrease in submissions (-56%)
- Improvement in completion rate (+26%)
- 55% have used blocks; 56% have used Gutenberg
- Classic editor-only use fell 25% to just 27% of respondents
- 76% of respondents install their own sites
- 22% of respondents have only used WP for a year or less
- 68% agree that “WP is as good as or better than other CMS platforms”
- 64% contributors had a positive experience and feel welcome; 24% neutral
- # of respondents (“n”)
  - 3,357 for questions 1-21 & 29
  - 824 for questions 22 - 28

# Reports

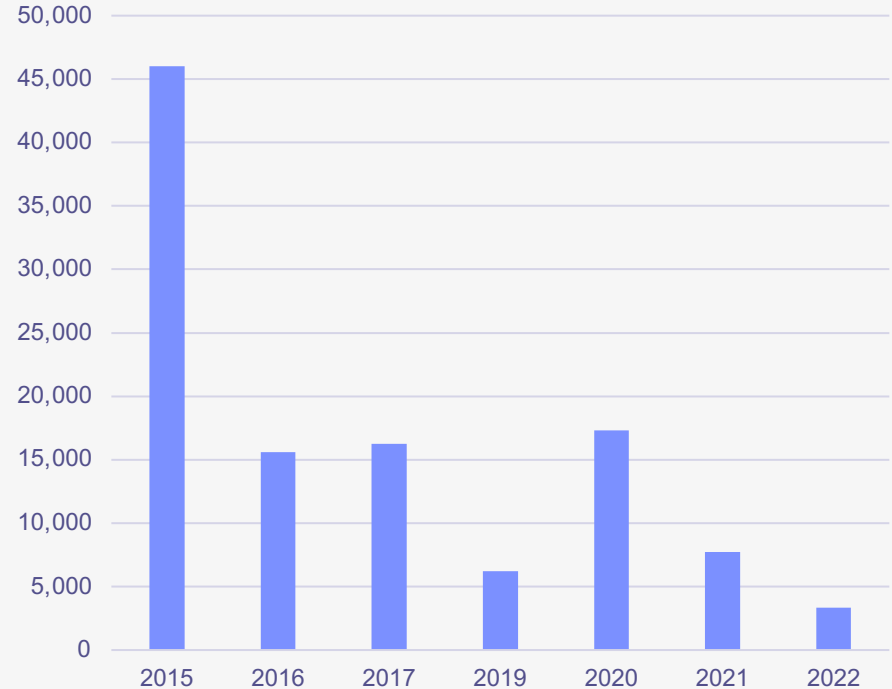
This section covers each question in the survey by presenting the data for discussion and analysis.



# Survey Submissions

Year	Submissions
2015	45,995
2016	15,585
2017	16,245
2019	6,203
2020	17,295
2021	7,710
2022	3,357

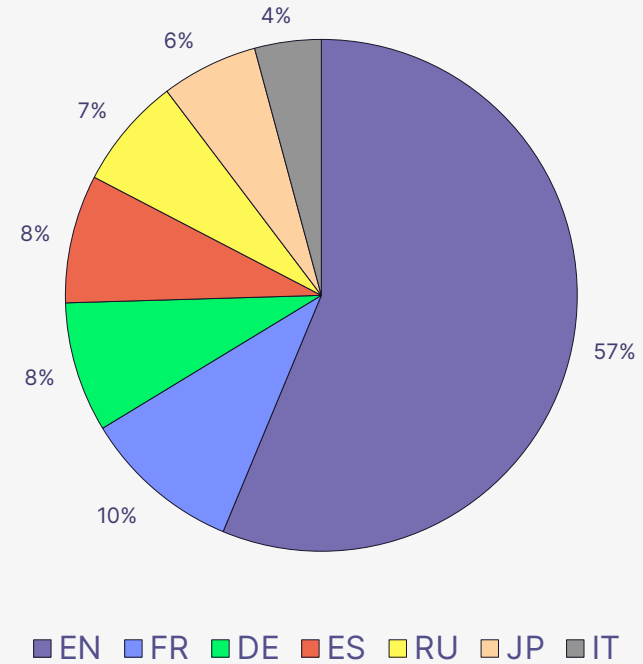
- Submissions decreased by 56%
- Completion rate increased by 26% (50% to 63%)
- Social media promotion increased in 2022
- Presence on the WP.org website decreased



# Languages

Language	Submissions
EN – 57%	1889
FR – 10%	337
DE – 8%	276
ES – 8%	272
RU – 7%	237
JP – 6%	205
IT – 4%	141
Grand Total	3357

- In 2022, Italian was added for the first time
- In 2023, the surveys will be combined into a single survey, to dramatically reduce analysis efforts
- The single survey is planned to be available tentatively in more languages

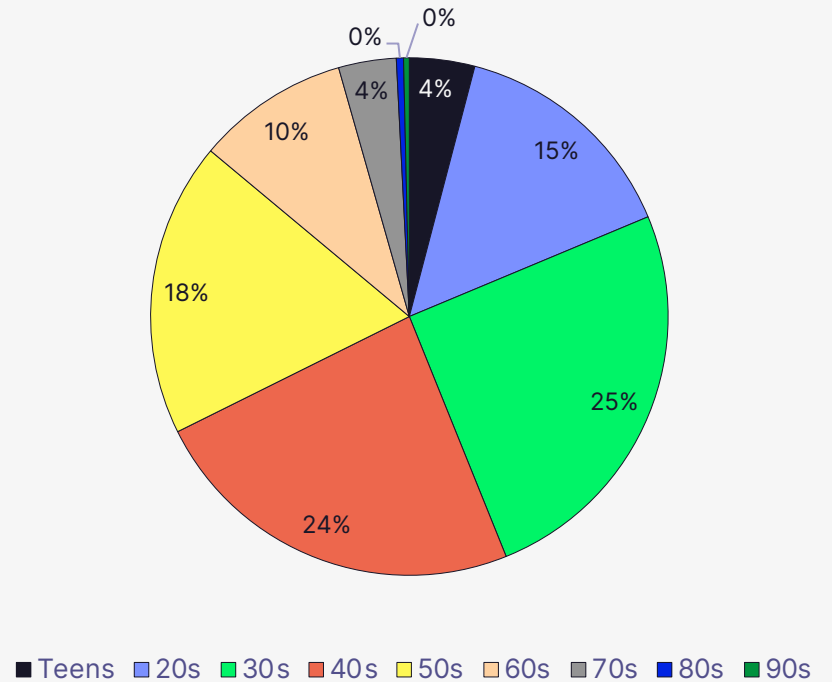
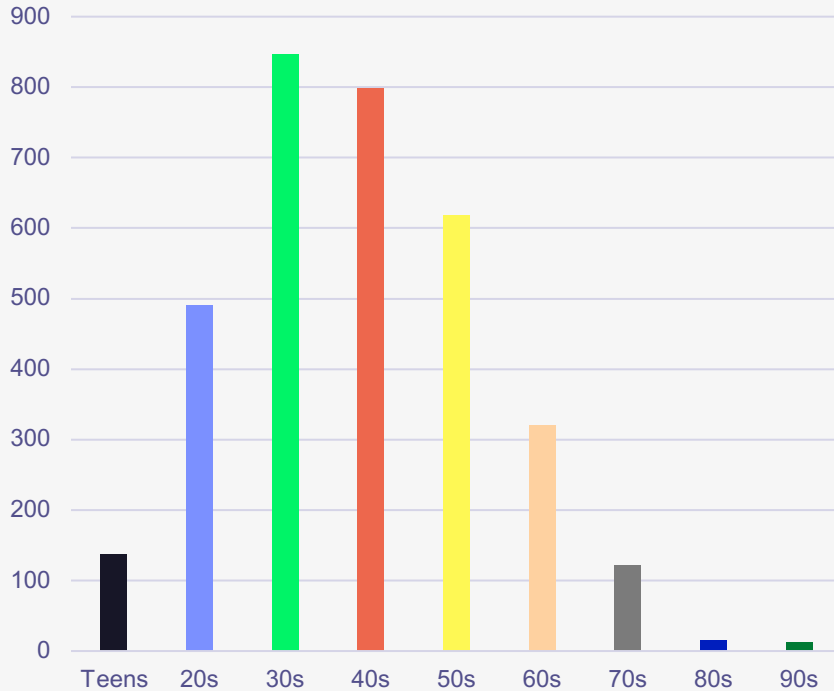


# NPS Experiment (Questions 1 & 29)

- What is NPS?
  - NPS is used within the marketing industry as a metric to gauge customer satisfaction by measuring the likelihood of recommending the brand to others.
  - NPS is measured on an 11-point scale (0 through 10), with 0 being unlikely to recommend, and 10 being definitely would recommend.
  - NPS is calculated as follows:  $(9+10) - (\text{sum}:0..6)$
  - 9 & 10 are considered recommenders, 0 thru 6 are considered detractors, with 7 & 8 being neutral
- We asked for an NPS score at the start of the survey and again at the end of the survey to see how sentiment for WP changes
  - NPS for Q.1 = 41
  - NPS for Q.29 = 38
- NPS for 2021 was 45; for 2020 it was 42
- 25% of respondents scored WP a 7 or 8 (the same as in 2021)
- No/low correlation
  - There was almost no correlation ( $r=.13$ ) between NPS and length of time using WP
  - There was no correlation ( $r=.05$ ) between NPS and age
- This experiment shows that the likelihood of someone to recommend WP decreases as they respond to the survey questions
- Does this mean the survey questions prompt respondents to be more critical of WordPress?
- Note: due to a limitation in Crowdsignal, the question did not include “zero” as an answer option

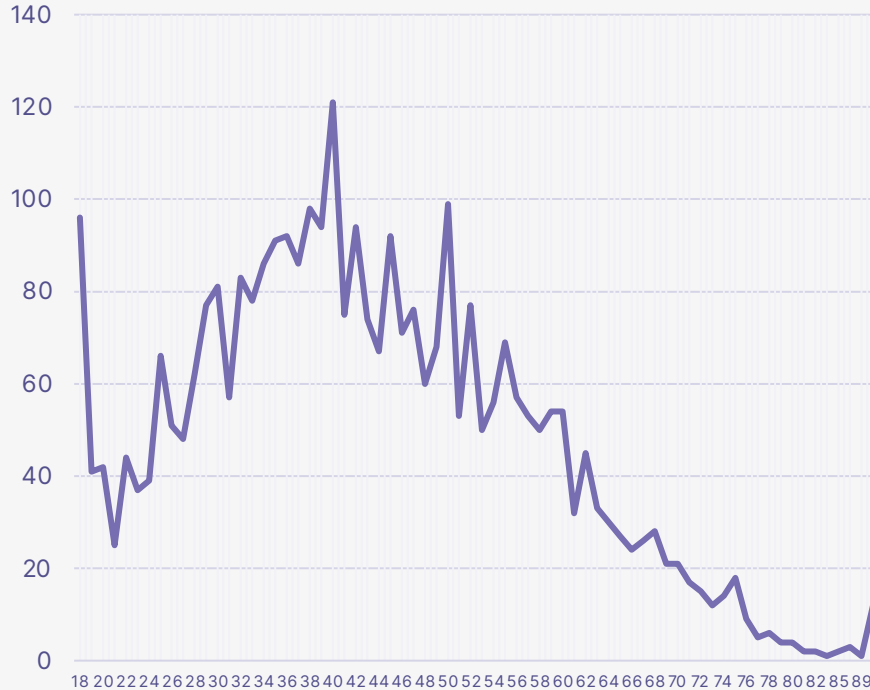


# 2. Age by Decile





# 2. Age – Continued



\*18 includes those under 18; 90 includes those over 90

Age	2022 %	2021 %	2020 %
Teens	4%	5%	6%
20s	15%	19%	21%
30s	25%	26%	26%
40s	24%	21%	19%
50s	18%	15%	15%
60+	14%	14%	13%

Our survey demographic is aging.

% of respondents under 40:

2022 = 44%

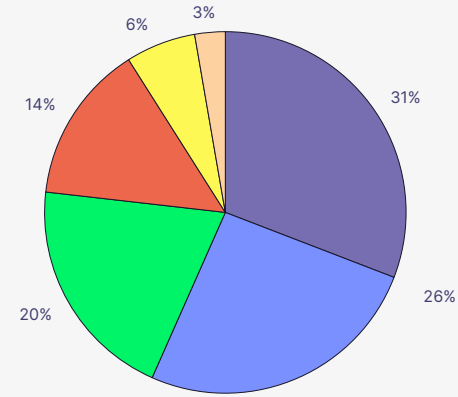
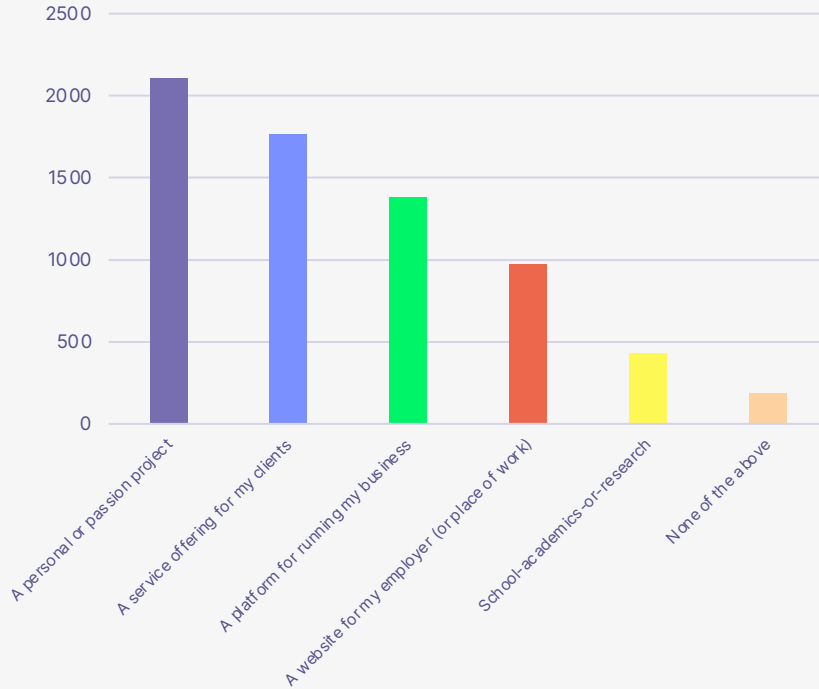
2021 = 49%

2020 = 53%



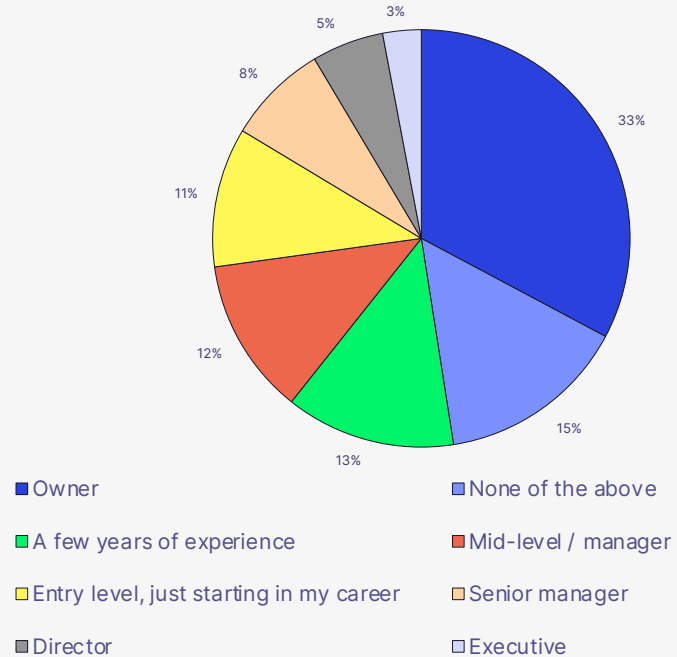
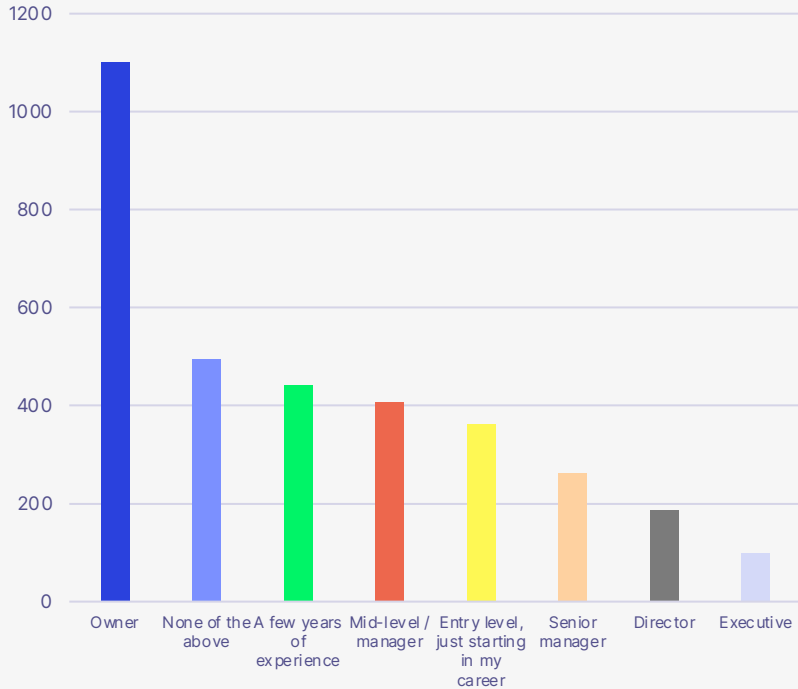
# 4. What do you use WordPress for?

(Select all that apply)

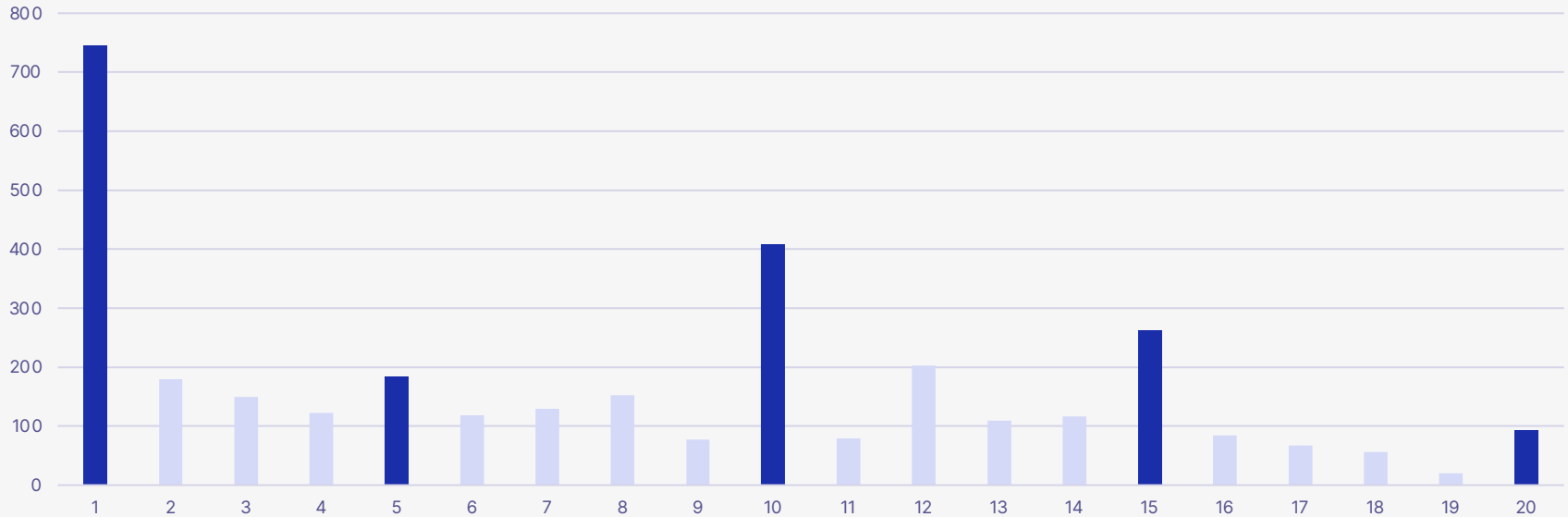


- A personal or passion project
- A service offering for my clients
- A platform for running my business
- A website for my employer (or place of work)
- School-academics-or-research
- None of the above

# 5. Current position/role in your organization.



# 7. How long have you been using WordPress?

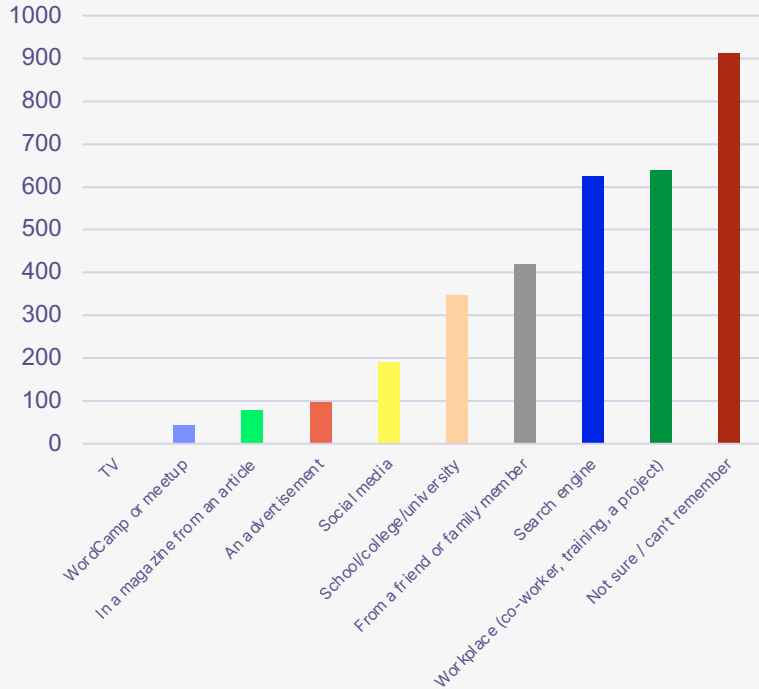


Respondents indicating  $\leq 1, 5, 10, 15, \& 20$  (dark bars) all had significantly higher totals than others.

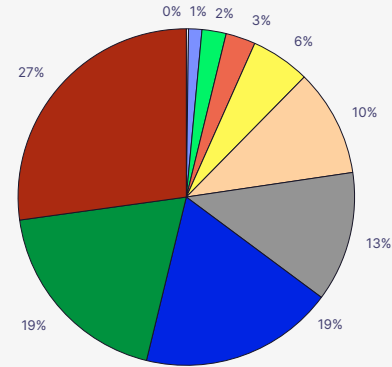
This may indicate that respondents simply estimated the length of time.



# 8. How did you hear about WordPress?



Count



- TV
- WordCamp or meetup
- In a magazine from an article
- An advertisement
- Social media
- School/college/university
- From a friend or family member
- Search engine
- Workplace (co-worker, training, a project)
- Not sure / can't remember

## 9. In 2022, have you... (Select all that apply)

Activity	Count	% of Respondents
Continued to learn about WordPress	2280	68%
Used WordPress to publish content	2136	64%
Built sites for others using WordPress	1841	55%
Taught others how to use WordPress	1611	48%
Used WordPress to run or advertise a business	1380	41%
Created a plugin/theme/style variation for WordPress	942	28%
Written or created media about WordPress for a news/media site	852	25%
Posted/tweeted/shared information about WordPress on social media	831	25%
Watched a video or joined an online session from learn.wordpress.org	515	15%
Answered a question in the WordPress.org forums	454	14%
Attended/spoke/volunteered/organized a Meetup or WordCamp	424	13%
Commented on a post or subscribed to a site on make.wordpress.org	414	12%
None of the above	411	12%
Listened to a podcast on wordpress.org	349	10%
Contributed to a WordPress team	319	10%
Submitted a WordPress bug or enhancement in GitHub or Trac	290	9%
Joined the Making WordPress Slack Workspace	287	9%
Contributed to WordPress.org documentation	217	6%
Created block patterns in the Patterns directory	156	5%

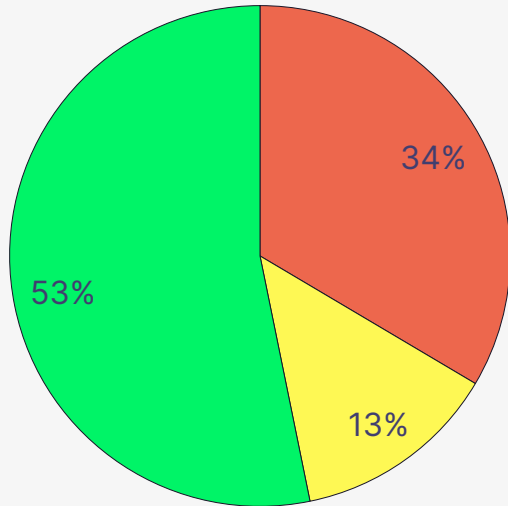


# 10. Why do you use WordPress instead of other tools/platforms? (Select all that apply)

Answers	Count	% of Respondents
It's open source	2072	62%
It's what I know best	1888	56%
It meets my needs	1881	56%
It is flexible to meet my needs now and in the future	1562	47%
WordPress is well-established and low-risk for my projects	1514	45%
It's cost-effective	1502	45%
It has a positive reputation	1366	41%
It's easy to find people/resources to help build in WordPress	1284	38%
I'm required to use it	369	11%
None of the above	239	7%



# 11. Have you used blocks?

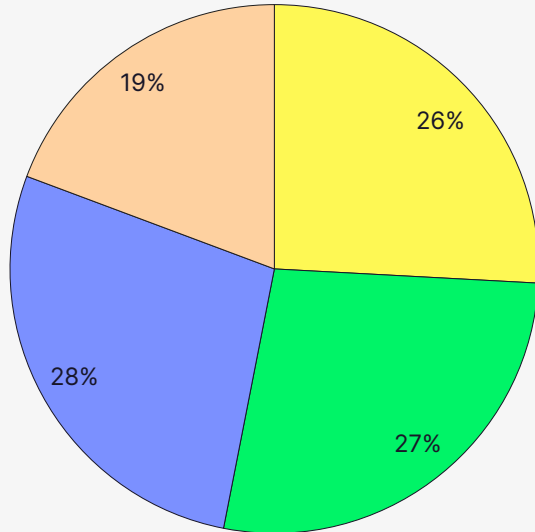


- 2022 = y53%, n34%, 13% unsure
- 2021 = y58%, n33%, 10% unsure
- 2020 = y39%, n56%, 5% unsure

In 2022, the question changed from: “Have you or your team built blocks in the new site editor?” to: “Have you used blocks in the new site editor?”




# 12. Have you used the new site editor (formerly called Gutenberg)?

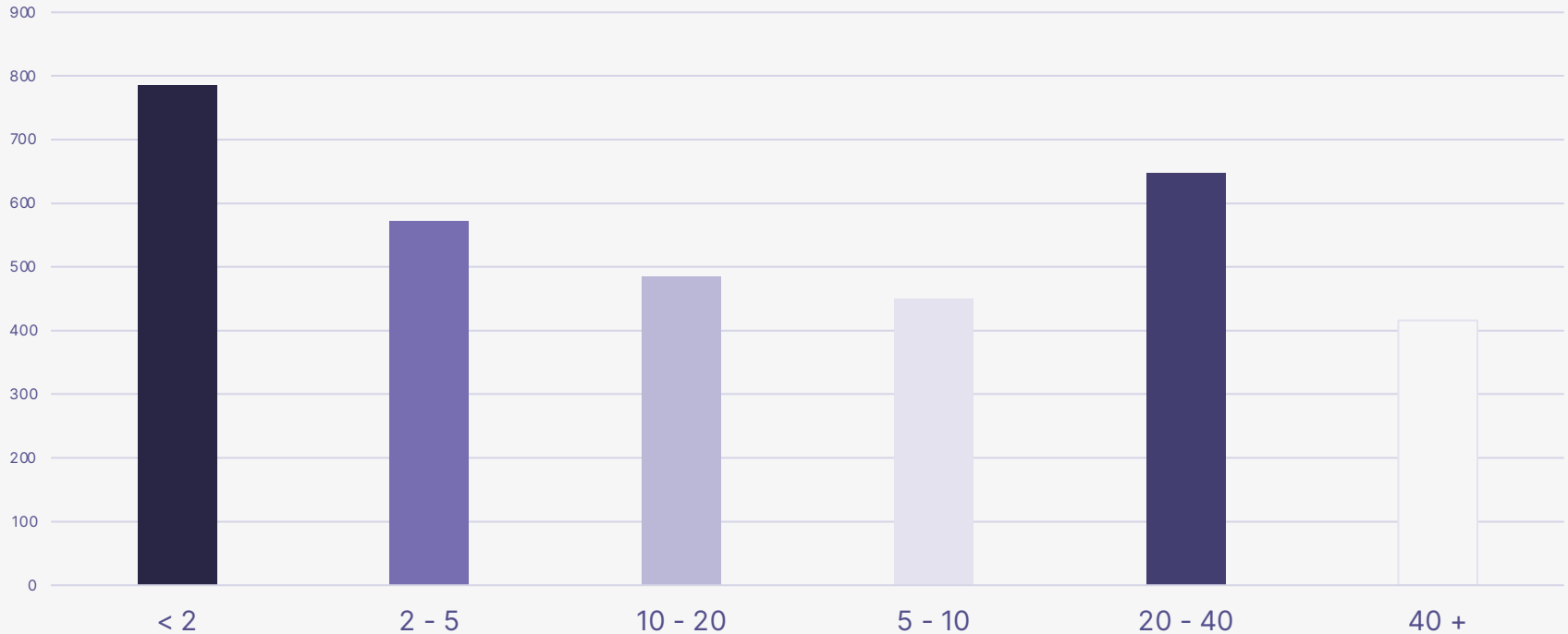


■ Both ■ Classic ■ Current Site Editor (formerly referred to as Full Site Editing) ■ Unsure

- 2022 → 54% Have used Gutenberg  
27% Classic  
28% Gutenberg  
26% Both  
19% Unsure
- 2021 “Classic vs Gutenberg”  
36% Classic  
34% Gutenberg  
30% Unsure
- 2020 “Classic vs Gutenberg”  
41% Classic  
37% Gutenberg  
22% Unsure

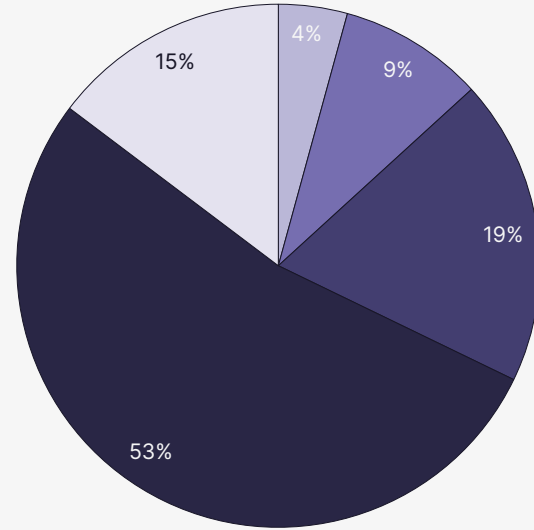
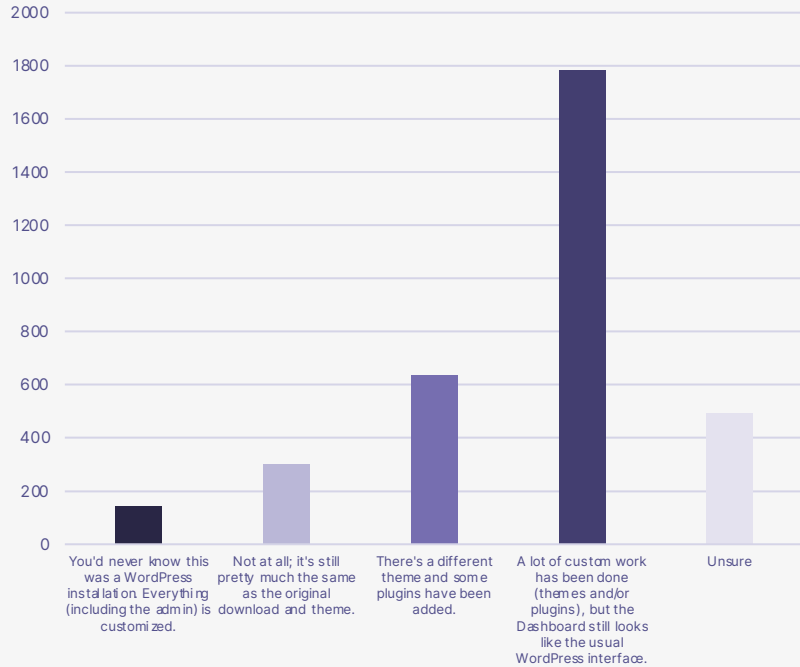
 Previous surveys asked which site editor you use: Gutenberg, Classic, or Unsure; This year we added “Both” as an option.

# 13. How many hours per week do you typically spend working with WordPress?



The darker the bar, the higher the percentage within the result set.

# 14. How much is your average WordPress site customized from the original WordPress installation?

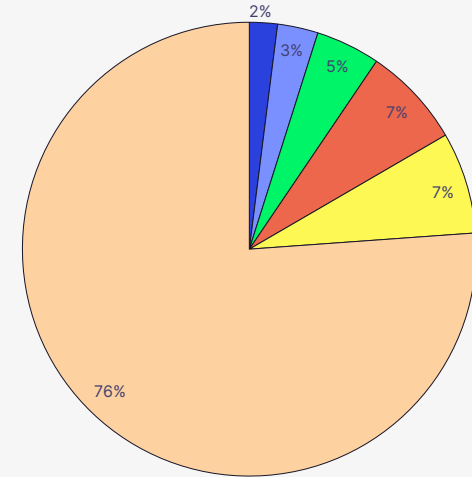
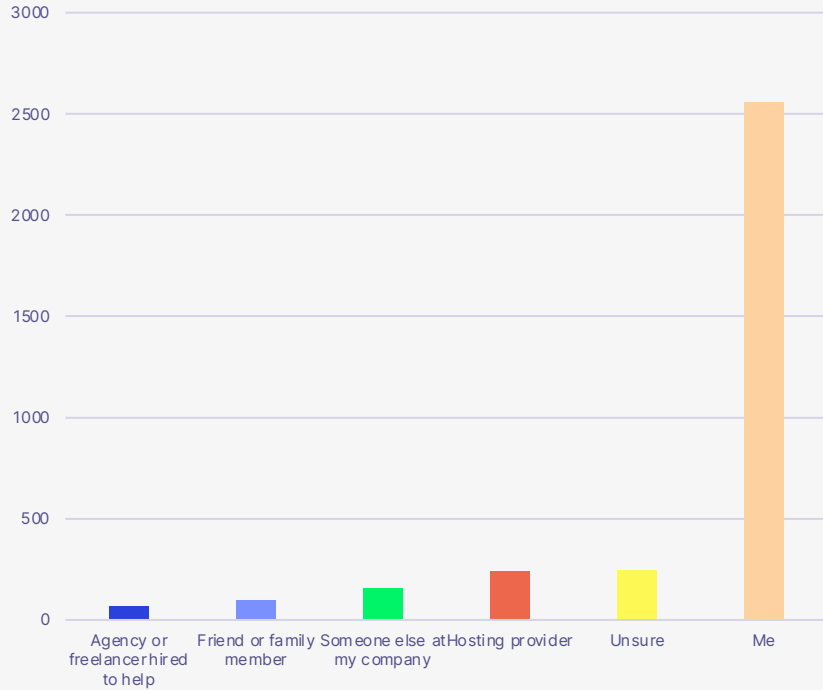


■ Fully Custom ■ Original ■ Some ■ Moderate □ Unsure

The darker the blue, the more custom the deployment.



# 15. Who typically installs your WordPress site(s)?



- Agency or freelancer hired to help
- Friend or family member
- Someone else at my company
- Hosting provider
- Unsure
- Me

# 16. Where do you go for WordPress news and training? (Select all that apply)

While WordPress.org is the primary source/destination for finding news and training, WordPressers go outside of WordPress.org regularly to find the information they need, with search engines, YouTube, and other communities as the top 3 destinations.

Answers	Count	% of Respondents
WordPress.org	1909	57%
I just search for what I need when I need to	1533	46%
YouTube	1340	40%
WordPress communities on the internet	1182	35%
Social media	1000	30%
I subscribe to various WordPress newsletters	736	22%
WordPress influencers	711	21%
WordCamps	399	12%
WordPress meetups	361	11%
WordPress admin dashboard	344	10%
<a href="https://Learn.WordPress.org">https://Learn.WordPress.org</a>	310	9%
My hosting provider	294	9%
None of the above	289	9%
WordPress.org official social media accounts	249	7%
WordPress.tv	237	7%
WP Briefing Podcast	126	4%
In-person paid training	72	2%
School/college/university	67	2%



17. The top 20 most popular plugins (as of October 2022) are listed below. Please select 3 plugins you think are essential when building WordPress sites.

- None of the top 20 most popular plugins were used more than 24% by respondents, demonstrating that the plugin ecosystem is vast.
- 21% of respondents do not use any of the top 20 plugins

Plugins	Count	% Respondents
Yoast SEO	797	24%
None of these	696	21%
Contact Form 7	603	18%
Classic Editor	560	17%
WooCommerce	530	16%
Wordfence Security	468	14%
Akismet Spam Protection	444	13%
Elementor Website Builder	408	12%
UpdraftPlus WordPress Backup Plugin	310	9%
Jetpack	304	9%
All-in-One SEO	283	8%
Advanced Editor Tools	266	8%
All-in-One WP Migration	220	7%
Really Simple SSL	203	6%
LiteSpeed Cache	193	6%
WP Mail SMTP by WPForms	191	6%
Duplicate Page	187	6%
WordPress Importer	149	4%
Yoast Duplicate Post	145	4%
Contact Form by WPForms	94	3%
MonsterInsights	38	1%



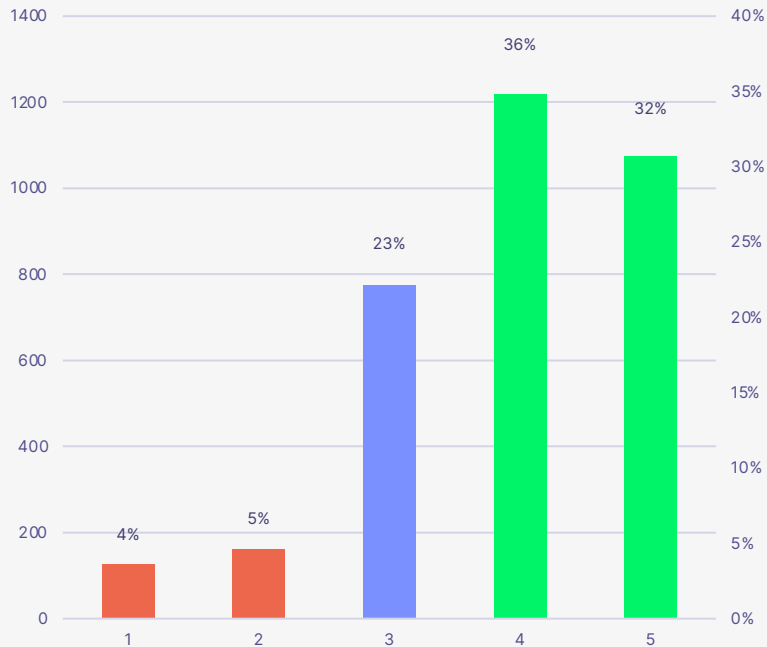
# 18. Aside from WordPress which of these other tools do you regularly use for your online publishing needs?

(Select all that apply)

Tools	Count	% of Respondents
Twitter Facebook or other social media	1702	51%
<i>None of these</i>	1303	39%
Tumblr	195	6%
Wix	168	5%
Blogger	168	5%
Medium	156	5%
Drupal	144	4%
Joomla	136	4%
Ghost	135	4%
Squarespace	102	3%
Weebly	59	2%

- More than half of respondents use social media for publishing content
- WordPressers tend not to use other CMS platforms, whether open source or proprietary

# 19. WordPress is as good as, or better than, other site builders and CMSs.

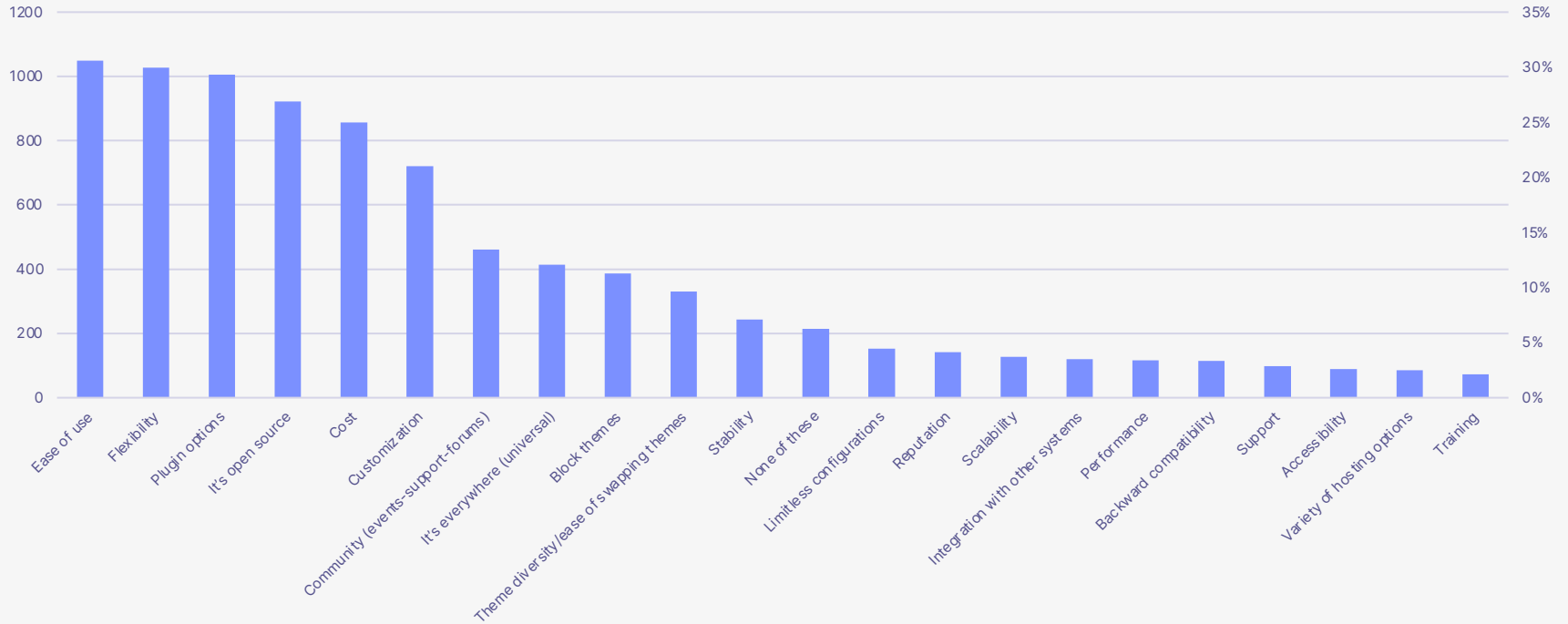


- 68% agree/strongly agree
- 23% neutral
- 9% disagree/strongly disagree

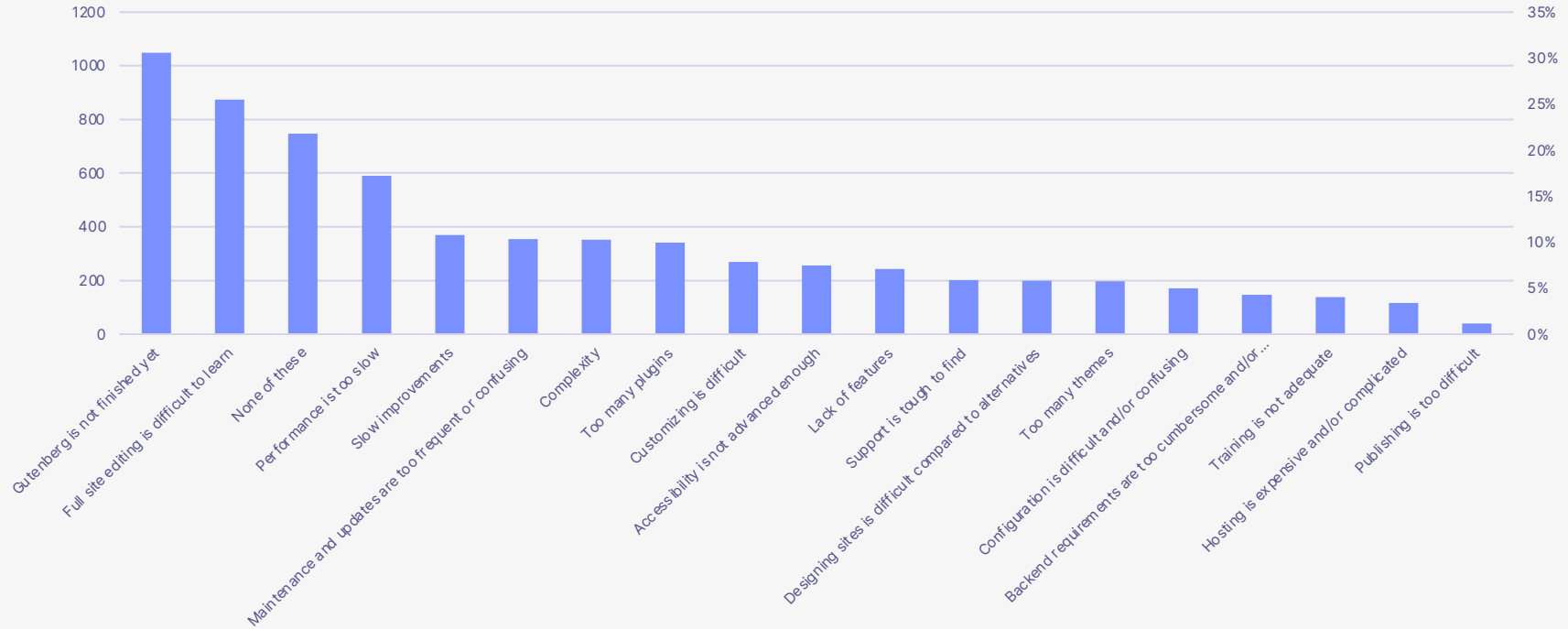


# 20. What's the best thing about WordPress?

(Select up to 3)



# 21. What's the most frustrating thing about WordPress? (Select up to 3)

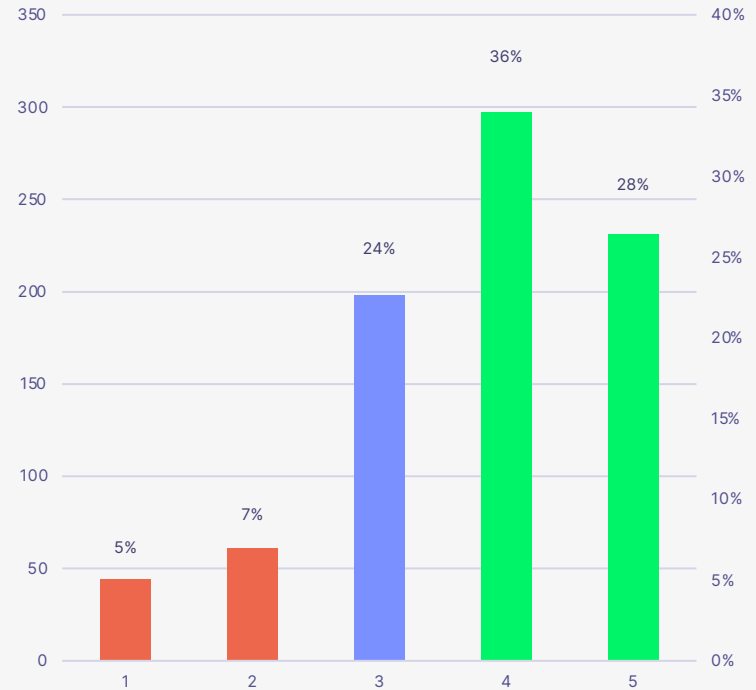




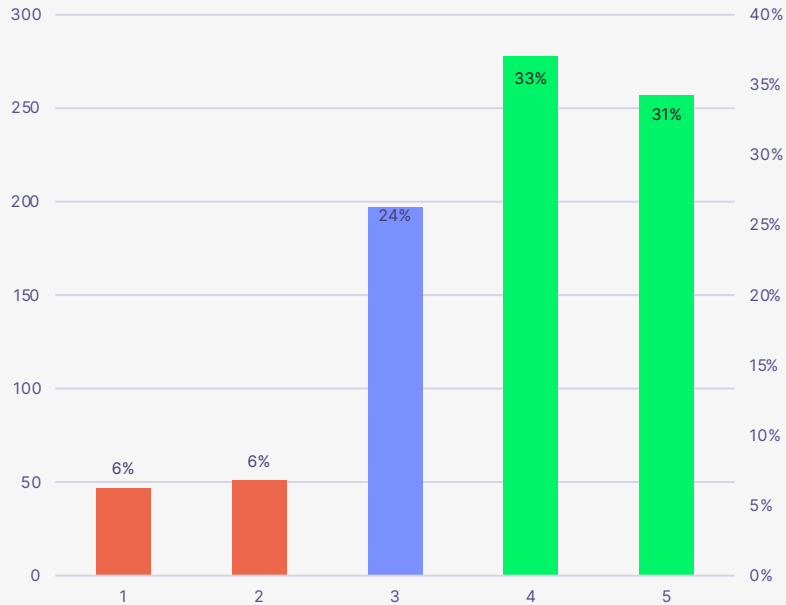
# Contributor Questions (22-28)

## 22. I have enjoyed a positive experience as a contributor.

- 64% agree/strongly agree
- 24% neutral
- 13% disagree/strongly disagree



## 23. Overall, I feel welcome when participating in the WordPress Community (whether I'm contributing, posting, sharing, speaking at an event, attending an event, etc.)

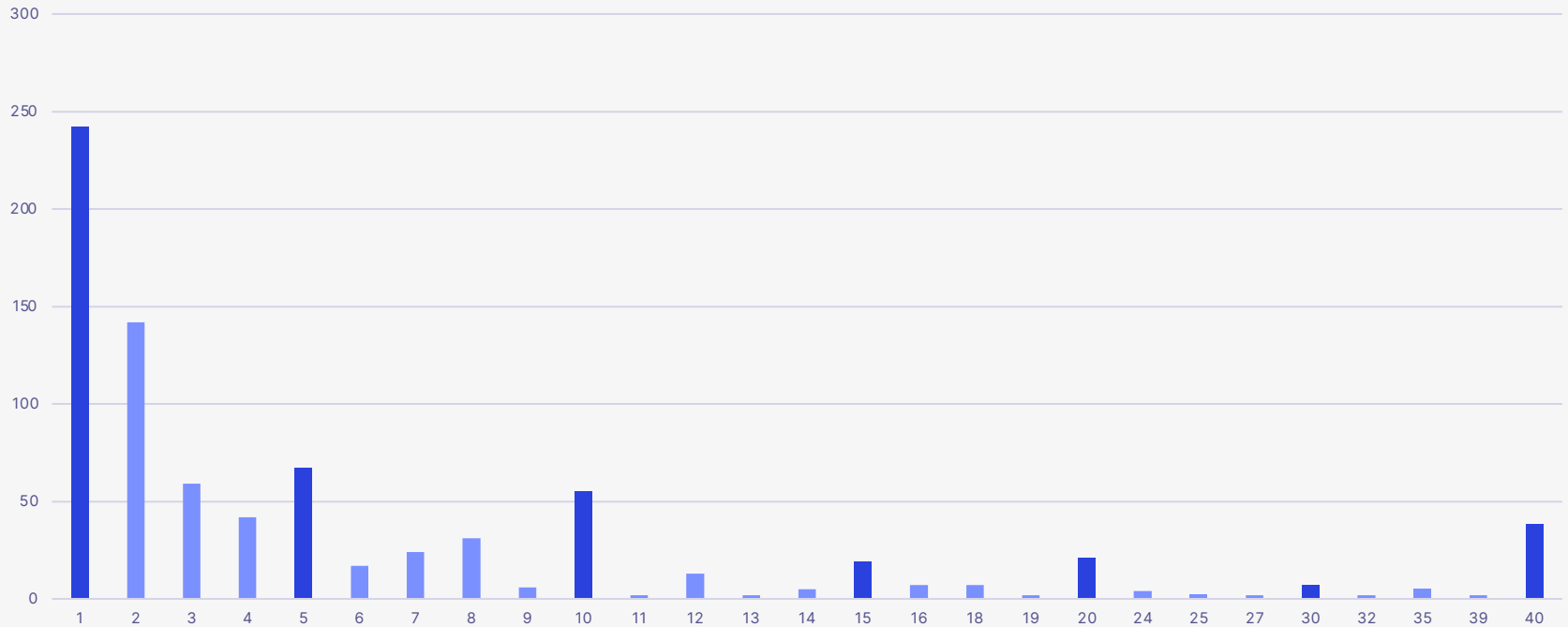


● 64% agree/strongly agree

● 24% neutral

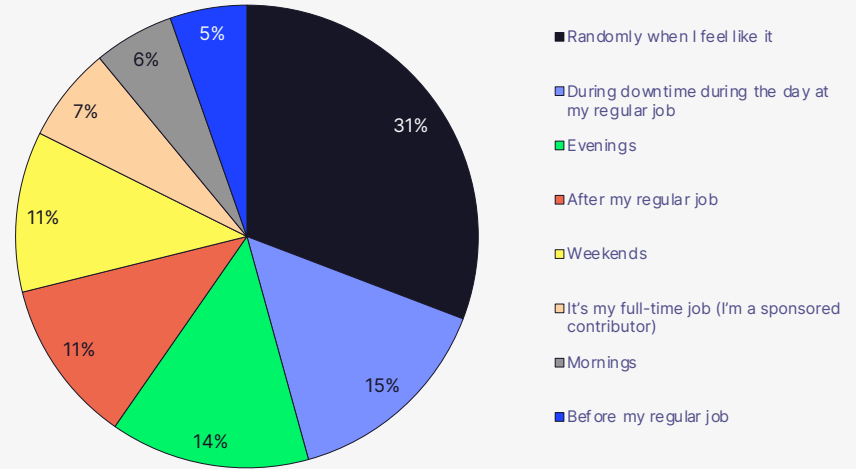
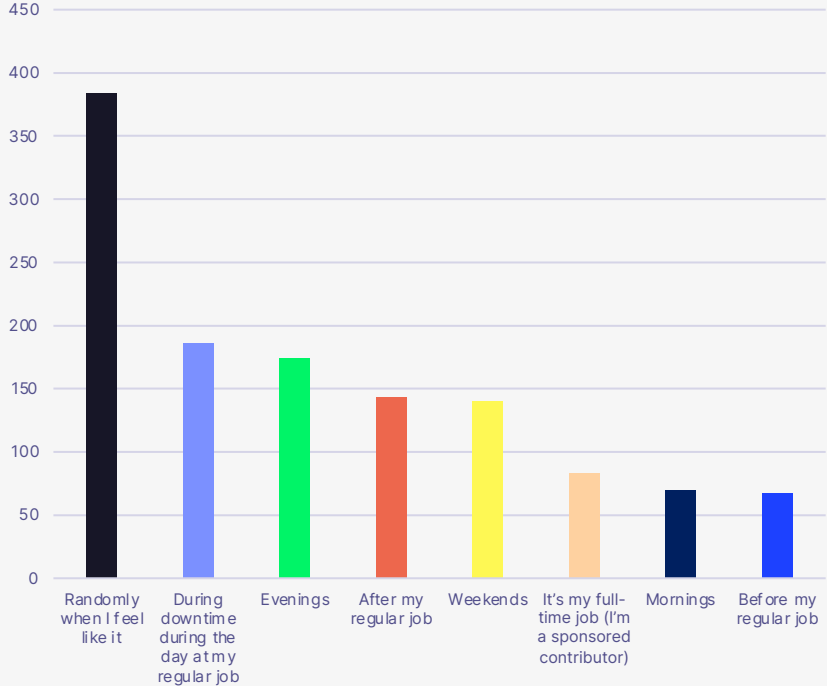
● 12% disagree/strongly disagree

# 24. How many hours, on average, do you contribute to WordPress each week?



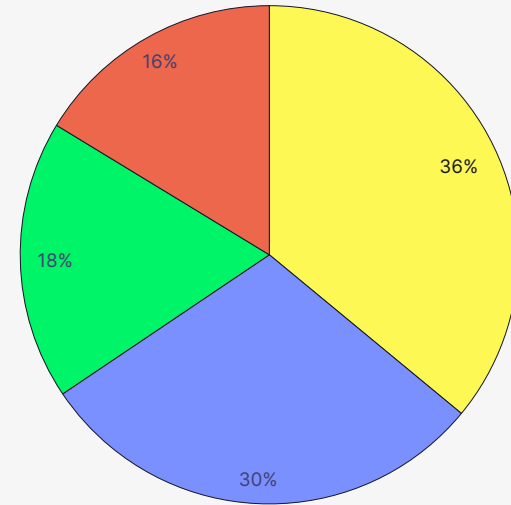
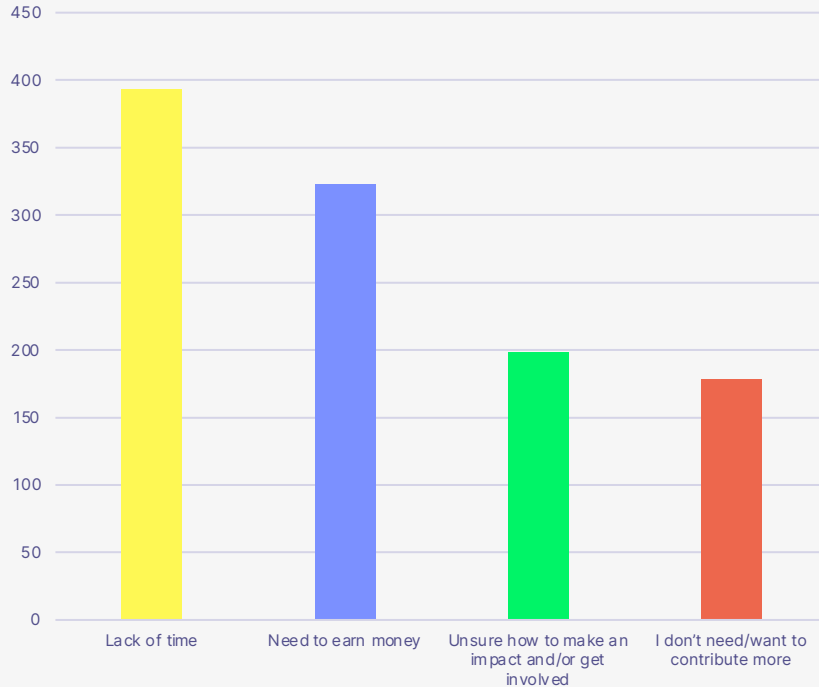
\* 40 also includes 40+. Notice the bumps at 5-hour intervals, highlighted with darker blue.

# 26. When do you normally contribute to WordPress? (Select all that apply)



# 27. What prevents you from contributing more?

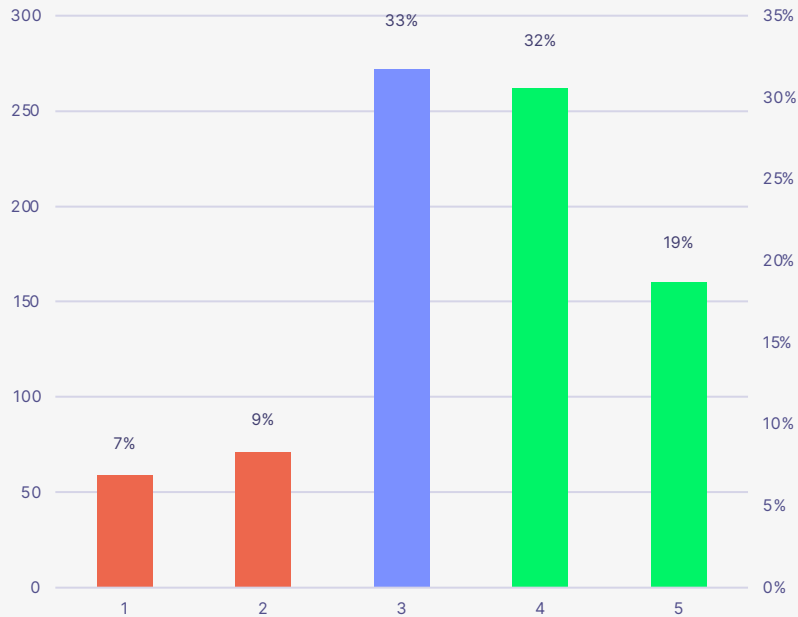
(Select all that apply)



- Lack of time
- Need to earn money
- Unsure how to make an impact and/or get involved
- I don't need/want to contribute more



## 28. Overall, I feel my contributions were recognized appropriately.



- 51% agree/strongly agree
- 33% neutral
- 16% disagree/strongly disagree