



WORDPRESS

USAGE SURVEY REPORT

by WordPress.org Marketing Team November 2017

Introduction

At the WordCamp US 2016 Contributor Day in Philadelphia, PA, the Marketing to Agencies and Clients subgroup of the WordPress.org Marketing Team met and created a plan to create resources for agencies and freelancers to market WordPress to clients with information on the features, benefits, and provided value of WordPress.

This WordPress Usage Survey was launched to poll agencies and their clients, along with web hosting companies and enterprises, about their use of WordPress and their perspective on the web platform. The survey was designed to examine reasons and barriers for using WordPress to deliver project solutions for clients and as a web platform for extensions and enterprise use.

The Marketing Team offers this WordPress Usage Survey to guide our work in creating resources with the hope that it benefits you as an agency, client, enterprise, or host in your WordPress work.

FIND OUT MORE – [Make.WordPress.org/Marketing](https://make.wordpress.org/marketing)



Table of Contents

Introduction	1
Table of Contents	2
Summary	3
Demographics	3
Key Points	3
Survey Results	4
General Questions	4
How did you hear about this survey?	4
Select the role that describes your work	4
Respondent Country	5
Respondent Language	5
Company Industry	6
Company Staff Size	6
WordPress Questions	7
How many years has your company used WordPress?	7
What percentage of your company web work uses WordPress?	7
How many websites does your company manage with WordPress?	8
Is WordPress the only CMS you work with?	8
How Important is WordPress to your company's business?	9
Overall how Satisfied are you with WordPress?	9
Which factors positively influenced your decision to use WordPress?	9
Rank the importance for Reasons you use WordPress	10
Other Reasons you use WordPress	10
Rank any Barriers against using WordPress	11
Others Barriers against using WordPress	11
Agencies, Companies & Enterprises Questions	12
Agencies	13
How many clients does your company work with annually?	13
What percentage of your clients have WordPress sites?	13
Has WordPress affected how you serve clients?	13
Companies	15
How did you choose WordPress for your website(s)?	15
How likely are you to recommend WordPress to others?	15
What do wish you could do with WordPress that is not now available?	15
Enterprises & Hosts	16
In how many countries do you have offices?	16
In what ways do you deploy WordPress?	16
In what other ways have you used WordPress for extensions and innovations?	16
Credit	17
License	17

Summary

The WordPress Usage Survey polled longtime professional users of the web software system from around the world in a cross section of company types and staff positions at small and large organizations. An announcement for both this survey and an open call for Agency Case Studies was posted on WordPress.org, and the surveys were promoted through blogs, social media, and various P2P networks.

The survey did not employ structured sampling nor targeting methods. Still, the respondents represented a helpful focus group providing insight into why and how professional web companies employ WordPress for client solutions. 84 responses were recorded between June 15 and August 28, 2017. Respondent and company names are not published. See our Privacy Policy:

<https://wordpress.org/about/privacy/>

Demographics

- Primarily United States & European countries, missing Asian and South American
- Small-to-midsize companies, solopreneurs, and some large organizations
- Mostly agencies, with client companies, enterprises, and hosts
- Besides agencies, various professional services and vertical industries
- Developers, managers, consultants, along with specialist and support roles
- Half are WordPress contributors, some companies sponsor time or WordCamps
- Half use only WordPress for CMS work
- Most using WordPress for 5-10 years or more
- Managing a few sites to more than 100 WordPress sites

Key Points

- WordPress is highly important to most companies, and users very-to-highly satisfied.
- Familiarity, reputation, and market share of WordPress are positive factors for most.
- Ease of use, open source, and extensibility are primary reasons for using WordPress.
- Concern with the WordPress roadmap is a primary barrier, with security, performance, and missing features cited as somewhat of a barrier.
- Most agencies find WordPress allows for fast, efficient client solutions.
- Most clients highly recommend using WordPress.
- Many agencies offer WordPress maintenance plans to clients.
- Many agencies are able to expand their service offerings working with WordPress.
- Enterprises deploy many kinds of sites and services using WordPress as a platform.
- Overall, the benefits and advantages of WordPress outweigh any barriers or areas of dissatisfaction with WordPress.

Survey Results

General Questions

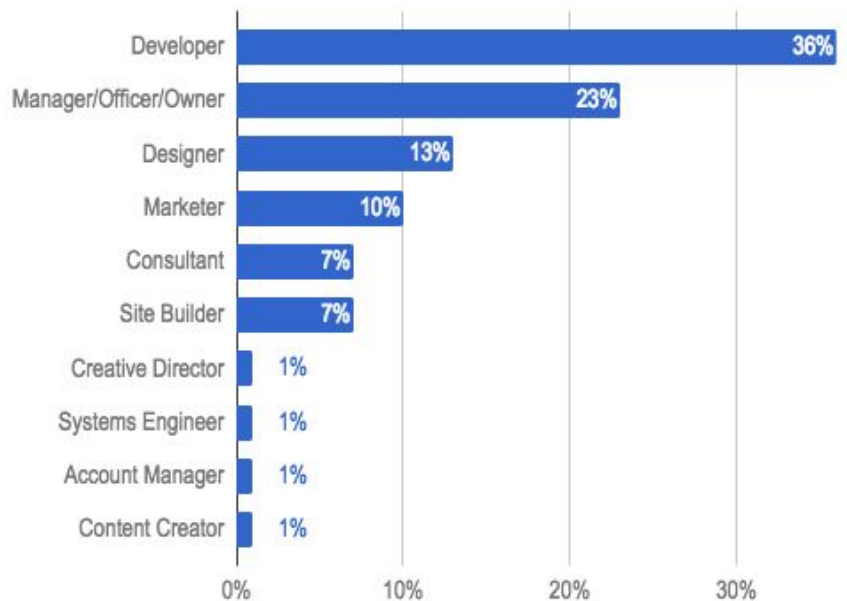
How did you hear about this survey?

Blog*	21	25%
WordPress.org	17	20%
Other	12	14%
Not Applicable	11	13%
Facebook	8	10%
Personal Associate	7	8%
WordCamp	4	5%
News Website	2	2%
Podcast	1	1%
Twitter	1	1%

*WP Tavern blog and WordPress.org were the most popular sources.

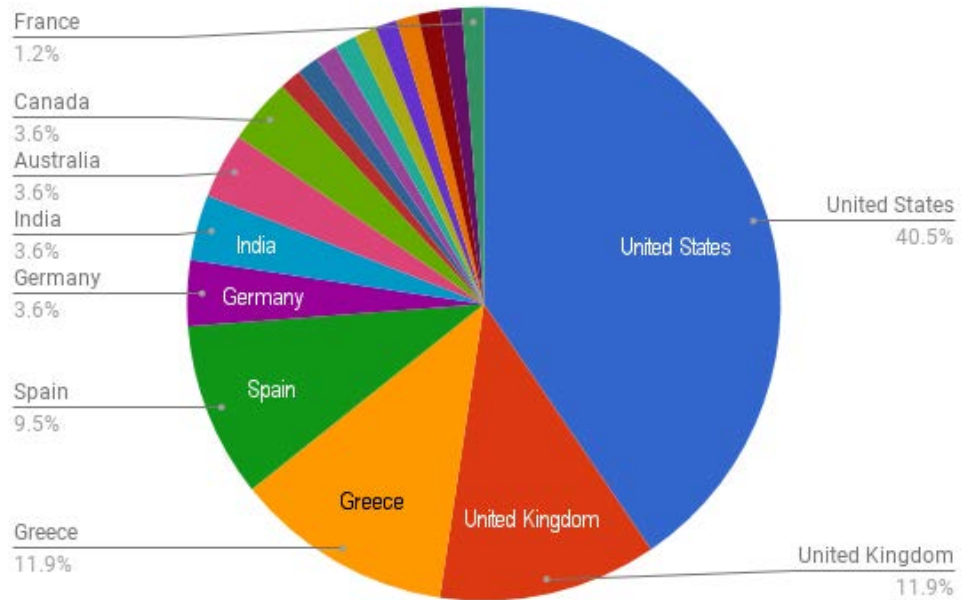
Select the role that describes your work, not necessarily your actual job title.

Developer	30	36%
Manager/Officer/Owner	19	23%
Designer	11	13%
Marketer	8	10%
Consultant	6	7%
Site Builder	6	7%
Creative Director	1	1%
Systems Engineer	1	1%
Account Manager	1	1%
Content Creator	1	1%



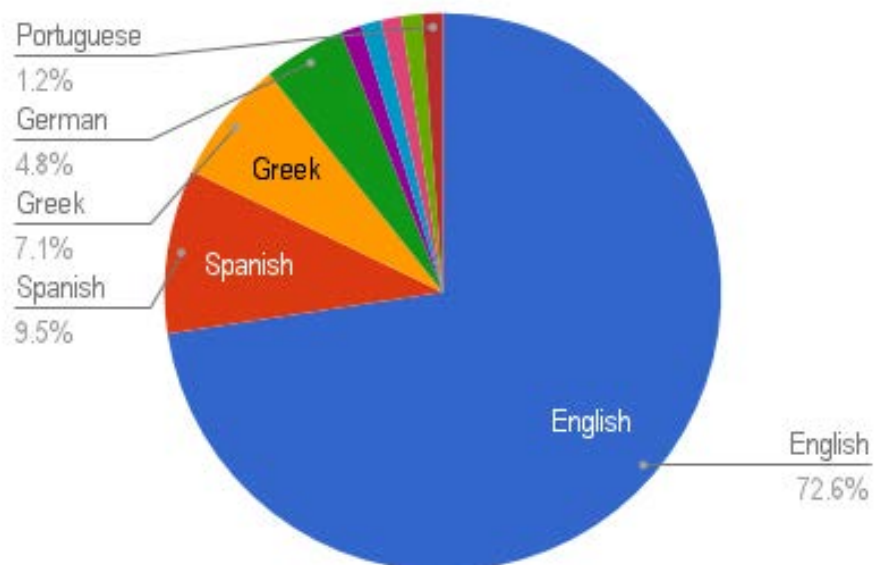
Respondent Country

United States	34	40%
United Kingdom	10	12%
Greece	10	12%
Spain	8	10%
Germany	3	4%
India	3	4%
Australia	3	4%
Canada	3	4%
Netherlands	1	1%
Bangladesh	1	1%
Malaysia	1	1%
Switzerland	1	1%
Japan	1	1%
Slovakia	1	1%
Ireland	1	1%
Sweden	1	1%
Brazil	1	1%
France	1	1%



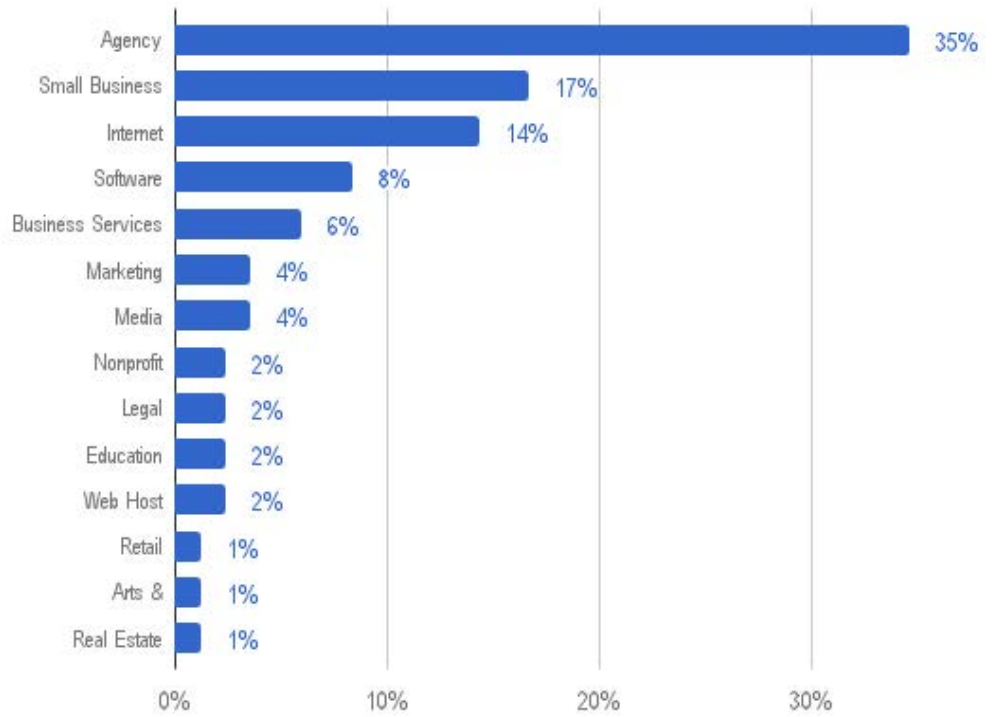
Respondent Language

English	61	73%
Spanish	8	10%
Greek	6	7%
German	4	5%
Bengali	1	1%
Dutch	1	1%
Swedish	1	1%
French	1	1%
Portuguese	1	1%



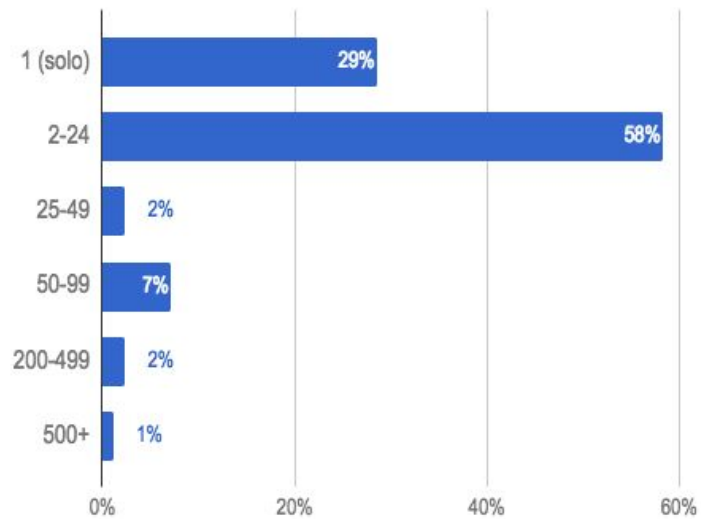
Company Industry

Agency	29	35%
Small Business	14	17%
Internet	12	14%
Software	7	8%
Business Services	5	6%
Marketing	3	4%
Media	3	4%
Nonprofit	2	2%
Legal	2	2%
Education	2	2%
Web Host	2	2%
Retail	1	1%
Arts & Entertainment	1	1%
Real Estate	1	1%



Company Staff Size

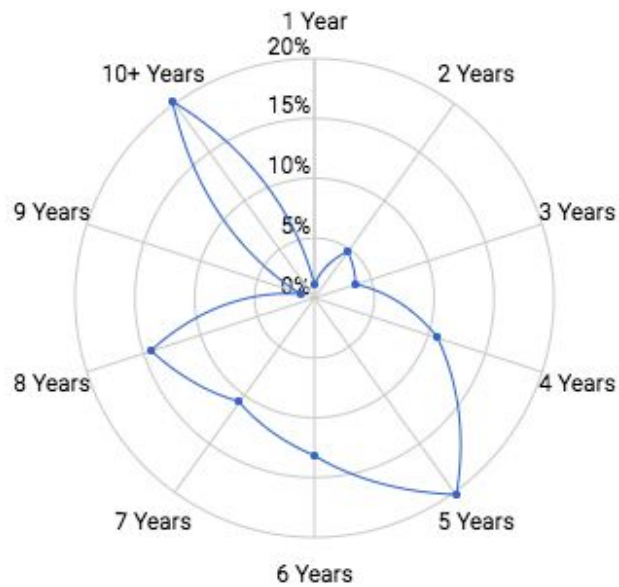
1 (solo)	24	29%
2-24	49	58%
25-49	2	2%
50-99	6	7%
200-499	2	2%
500+	1	1%



WordPress Questions

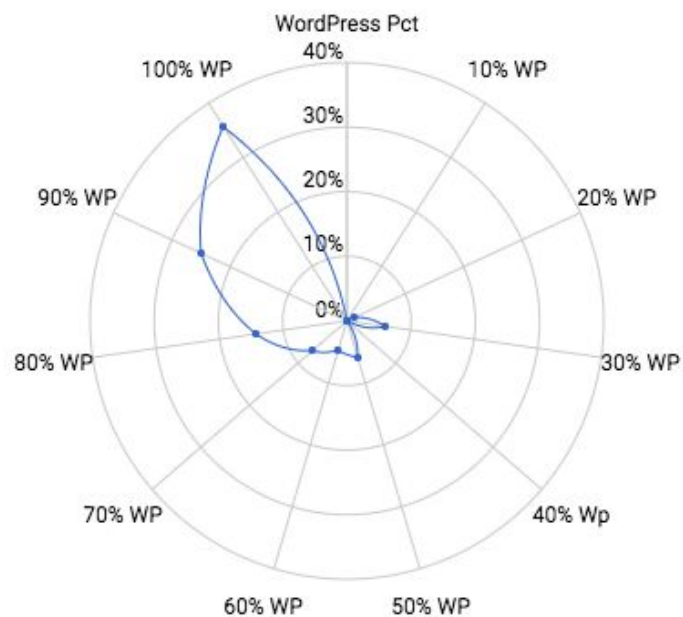
How many years has your company used WordPress?

1 Year	1	1%
2 Years	4	5%
3 Years	3	4%
4 Years	9	11%
5 Years	17	20%
6 Years	11	13%
7 Years	9	11%
8 Years	12	14%
9 Years	1	1%
10 Years or more	17	20%



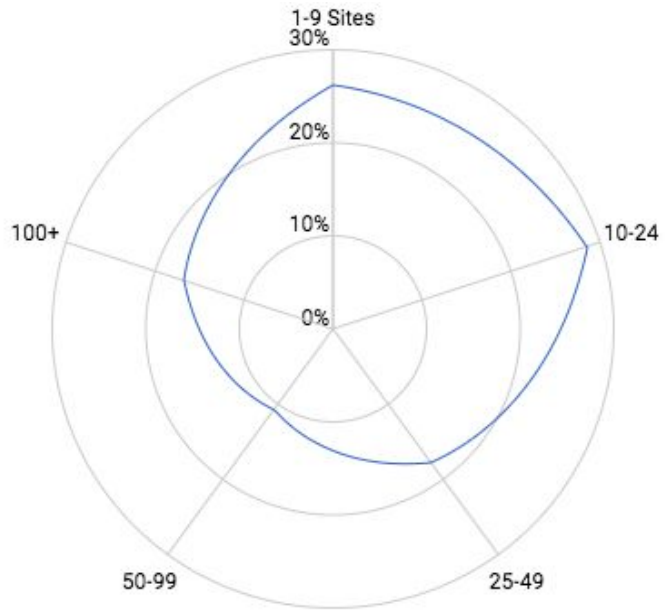
What percentage of your company web work uses WordPress?

10% WordPress	0	0%
20%	1	1%
30%	5	6%
40%	0	0%
50%	5	6%
60%	4	5%
70%	6	7%
80%	12	14%
90%	21	25%
100%	30	36%



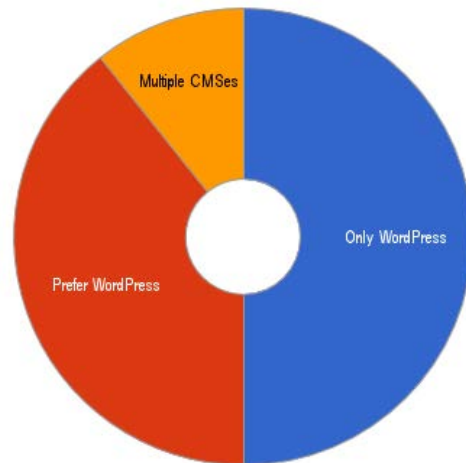
How many websites does your company manage with WordPress?

1-9 Sites	22	26%
10-24	24	29%
25-49	15	18%
50-99	9	11%
100+	14	17%



Is WordPress the only CMS you work with?

Yes, we only use WordPress	42	50%
We're flexible, but prefer using WordPress	33	39%
We use multiple CMSes, e.g. Drupal, Joomla, Magento, etc.	9	11%



Are any staff WordPress Contributors?

No	43	51%
Yes	41	49%

Does your company donate staff hours to WordPress?

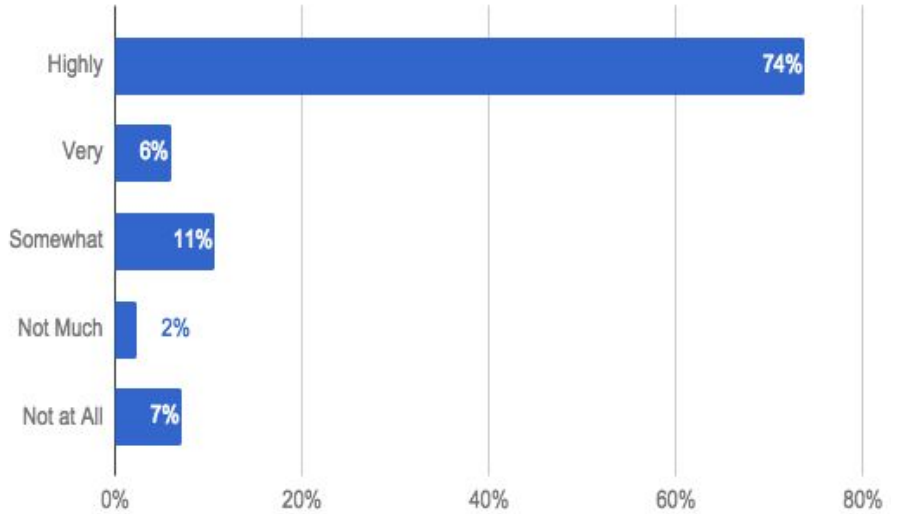
No	59	70%
Yes	25	30%

Does your company sponsor WordCamps?

No	62	74%
Yes	22	26%

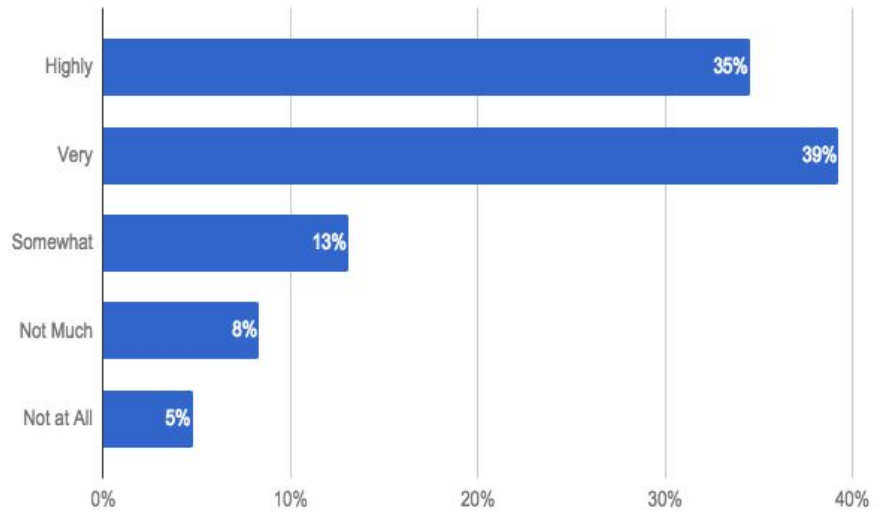
How Important is WordPress to your company's business?

Highly	62	74%
Very	5	6%
Somewhat	9	11%
Not Much	2	2%
Not at All	6	7%



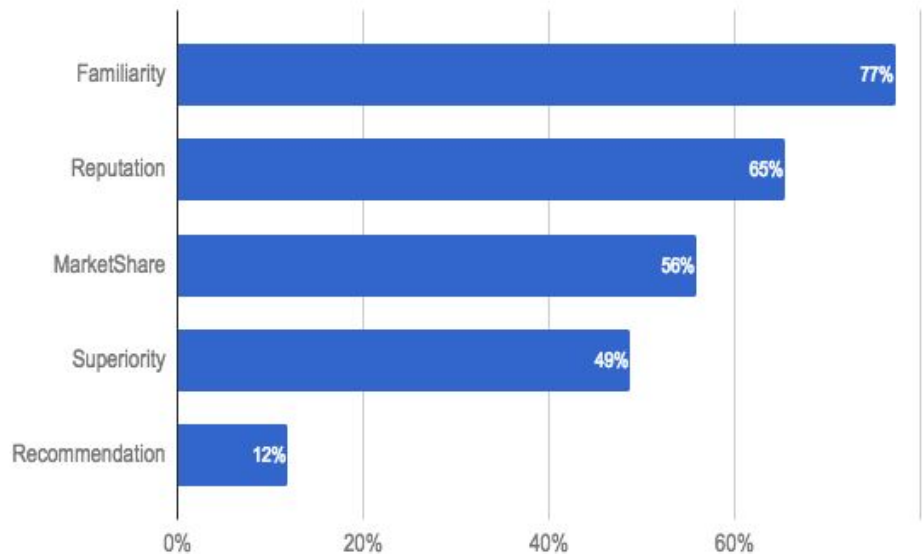
Overall how Satisfied are you with WordPress?

Highly	29	35%
Very	33	39%
Somewhat	11	13%
Not Much	7	8%
Not at All	4	5%



Which factors positively influenced your decision to use WordPress?

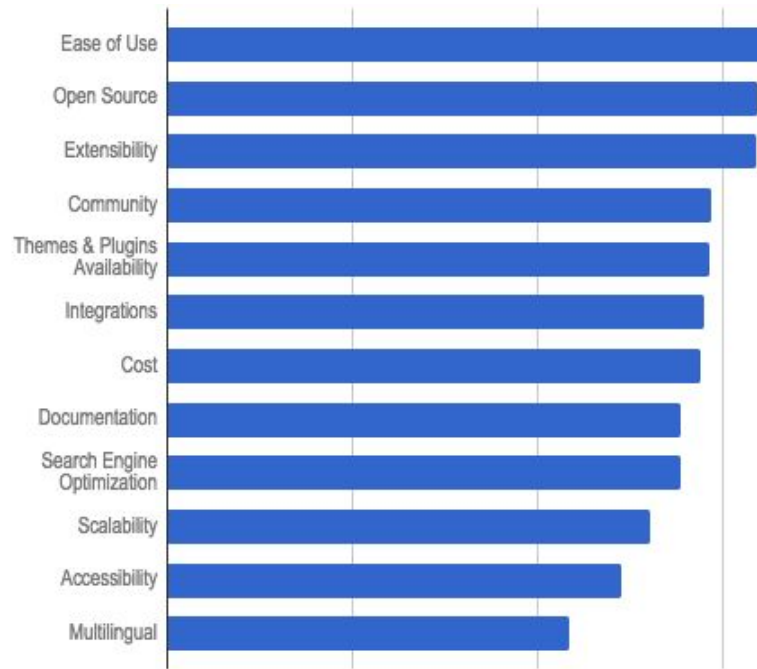
Familiarity	65	77%
Reputation	55	65%
Market Share	47	56%
Superiority	41	49%
Recommendation	10	12%



Rank the importance for Reasons you use WordPress

1-Highly | 2-Very | 3-Somewhat | 4-Not Much | 5-Not at All

Ease of Use	1.8
Open Source	1.8
Extensibility	1.8
Community	2.1
Themes & Plugins Availability	2.1
Integrations	2.1
Cost	2.1
Documentation	2.2
Search Engine Optimization	2.2
Scalability	2.4
Accessibility	2.6
Multilingual	2.8



Other Reasons you use WordPress

Knowledge of the programming API

Flexibility to handle millions of unforeseen edge cases

Backwards compatibility

Clients are comfortable in the Admin UI

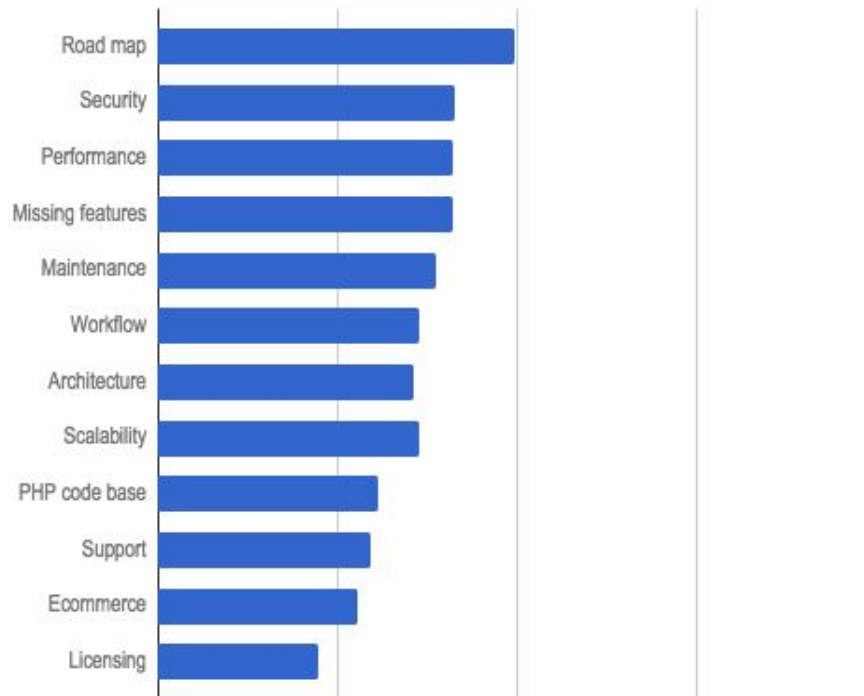
Backend is very user friendly and the ability to customise the backend Self-management

It is the most flexible platform available to handle publishers' varying needs

Rank any Barriers against using WordPress

1-Extreme Barrier | 2-Barrier | 3-Somewhat | 4-Slight | 5-Minor Annoyance

Roadmap	3.0
Security	3.4
Performance	3.4
Missing features	3.4
Maintenance	3.5
Workflow	3.5
Architecture	3.6
Scalability	3.5
PHP code base	3.8
Support	3.8
Ecommerce	3.9
Licensing	4.1



Others Barriers against using WordPress

PHP is the biggest barrier nowadays. A Node.js version would be the next big step.

People who think it is easy and free therefore all products and services related to WP should be cheap

If the developers don't want to add standard features nothing happens.

Modern JS is difficult to implement with plugins that enqueue_scripts. Also overriding functionality becomes a tangled mess of actions on really complicated custom sites.

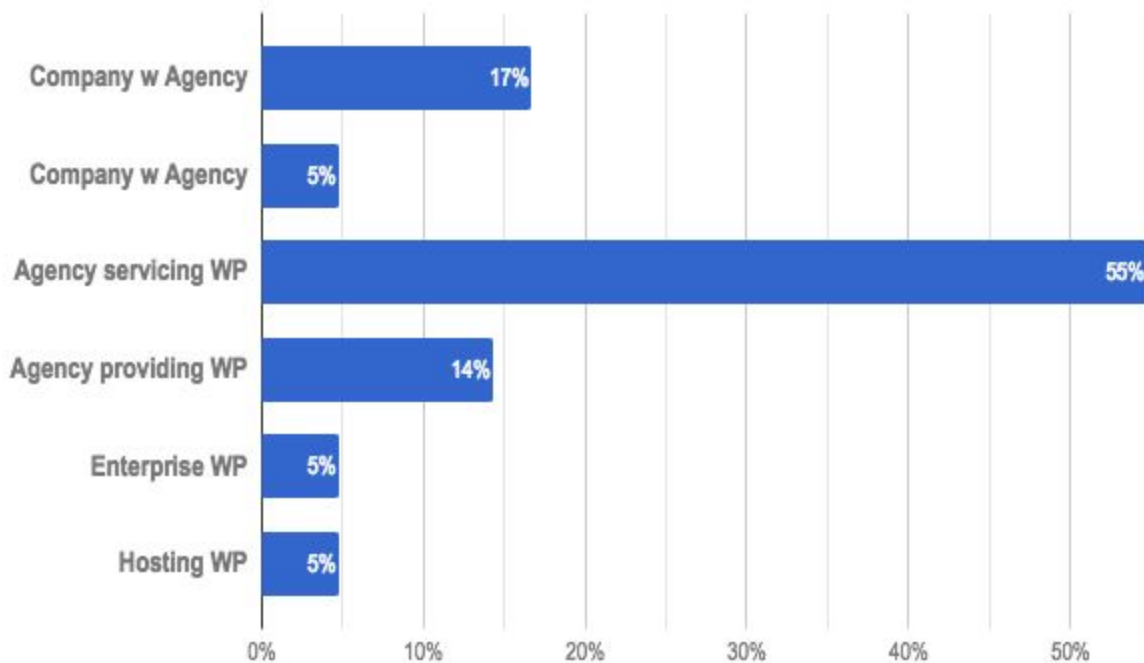
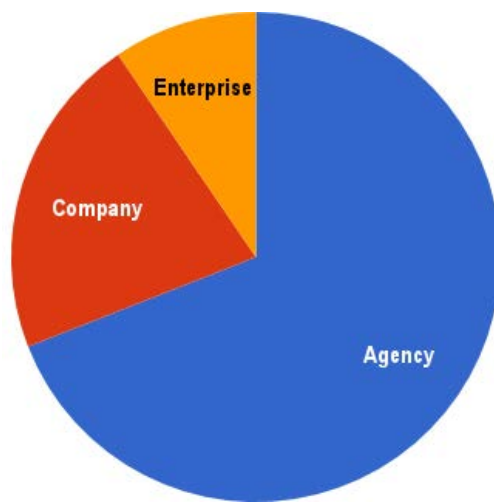
Creeping bloat. (for instance I am apprehensive about the new editor.) Also the fact the the wordpress.org is reluctant to acknowledge that it's more than just a blogging platform.

Backward compatibility that prevents a major overhaul of codebase

Lack of mass consumer brand awareness

Agencies, Companies & Enterprises Questions

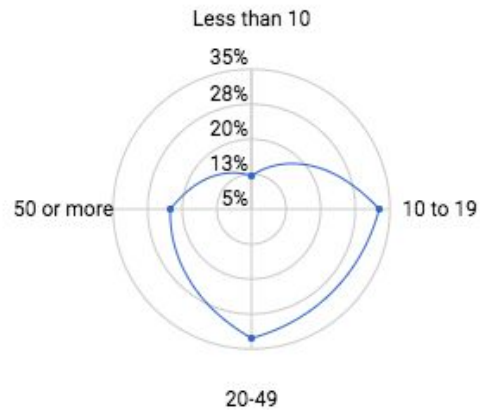
Agency	58	69%	servicing WordPress for Clients	46	55%
			providing WordPress to Clients	12	14%
Company	18	21%	using WordPress with Host	14	17%
			using WordPress with Agency	4	5%
Enterprise	8	10%	Enterprise WordPress (network/cloud)	4	5%
			Host providing WordPress	4	5%



Agencies

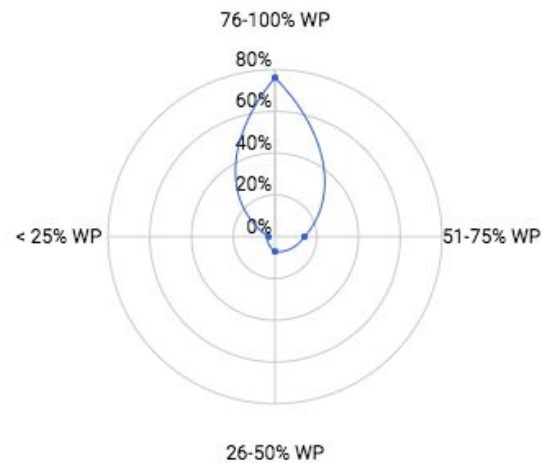
How many clients does your company work with annually?

Less than 10	7	12%
10 to 19	19	33%
20-49	19	33%
50 or more	13	22%



What percentage of your clients have WordPress sites?

76-100%	44	76%
51-75%	8	14%
26-50%	4	7%
Less than 25%	2	3%



Has WordPress affected how you serve clients?

**Respondent comments on topics outside the question have been excluded, as well as comments mentioning any company names or products.*

Streamlined working between different platforms.

Yes, it's ease of use and the way users are familiar with how publishing content is concerned clients, in some cases specifically ask that WordPress is used for their particular project.

Confidence in a CMS I can help clients use with minimal training. Educating clients that if they choose to leave my services, they will be able to find someone easily to help with the CMS (as opposed to other CMS's with fewer technicians available at a reasonable price).

Yes, reducing delivery time.

Makes it easier to provide a consistent, user-friendly, well supported experience!

Maintenance plans

We offer more web services because WordPress is so easy to work with.

Yes. I offer WordPress specific maintenance plans and optimize my servers for WordPress sites.

Yes, we've had to write defensive software to stop WordPress.org from breaking client sites with insecure (4.7 REST hack) and breaking (4.8 text widget) updates. Dealing with WordPress maintenance is a constant and unpleasant load on both agencies and clients.

WordPress has enabled us to deliver larger, more complex sites than we could without it. It's our favorite general-purpose solution.

Yes. We sell maintenance with it.

Yes – easy and fast to build, train clients for daily use and manage content without using a developer

I started a separate business maintaining WordPress sites for my design clients, so yes.

Our company has historically focused on large scale web apps [with another CMS] and mobile apps. WordPress fills a gap and allows us to efficiently take on clients who are more focused on lead generation and marketing.

It helps us support them with continuity

Yes, I have to edit plugins to add standard features to their systems.

Yes they find it easy to use

It's made it way easier for them to update and generate content for their sites without knowing code or difficult processes.

We have built up an efficient MVP theme pattern that makes builds much quicker.

Greatly (positive), as the wireframe time reduces. So the project closing is quicker.

Yes. Besides content creation we can offer small, simple websites thanks to WordPress.

It wasn't our first CMS but it has become the de-facto platform although we may be moving towards [an ecommerce platform].

No, not how. But it has affected what we serve clients which is basically anything you can think of.

We build plugins for publishers and have an integrated app platform. We take on publishers as a full service agency using WP and our software which helps us understand the publishers needs better and improves our plugins. The repo exposure is fantastic and being able to use client \$ to improve the plugins for the community is awesome.

Companies

How did you choose WordPress for your website(s)?

Selected by our staff	13	72%
Personal experience	3	17%
Recommended by a consultant	1	6%
Online research	1	6%

How likely are you to recommend WordPress to others?

Highly	12	67%
Very	5	28%
Somewhat	1	6%
Not Very	0	0%
Not at All	0	0%

What do wish you could do with WordPress that is not now available?

Use 3pd plugins for [plugin] features instead of [a popular free plugin]

Modular template tool support

Tables without a plugin

Module/block editing, coming soon!

I would like to be able to enable/disable/customise core features, such as emojis, REST API, embeds and more. Personally, I think emojis and embeds belong to plugins.

I wish mobile app solutions were more readily accessible. A lot of top WP talent are siloed in larger agencies, thus some of the neater things we see with regard to headless implementations and mobile apps tend to be seen from larger agencies

Plugins pretty much cover everything. Tag and categorize media would be nice to have though.

Real OO programming

Native App Integration without coding

Official training videos

Enterprises & Hosts

In how many countries do you have offices?

1	7	88%
2-5	1	13%
6-10	0	0%
10+	0	0%

In what ways do you deploy WordPress?

Client sites	6	75%
Content Management	6	75%
External blogs	6	75%
Flagship site	5	63%
API App	4	50%
Content Marketing	4	50%
Ecommerce	4	50%
Microsites	4	50%
Customer Relationship Management	3	38%
Document Management	3	38%
Internal blogs	3	38%
Multilingual	3	38%
Digital Asset Management	2	25%
Headless CMS	2	25%
Multisite	2	25%
Social Media Management	2	25%
Enterprise Resource Planning	1	13%

In what other ways have you used WordPress for extensions and innovations?

Custom server cache, managed WP hosting, custom images

Creating Apps & custom solution on top of WordPress for world it might be blog or CMS but for us its Framework to create awesome things

Extranet and Intranet

Credit

WordPress Usage Survey was designed and compiled by David Skarjune (@Skarjune on slack & twitter) with assistance from members of the Agencies and Clients subgroup of the WordPress Marketing Team.

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