Survey: **WordPress.org** directory
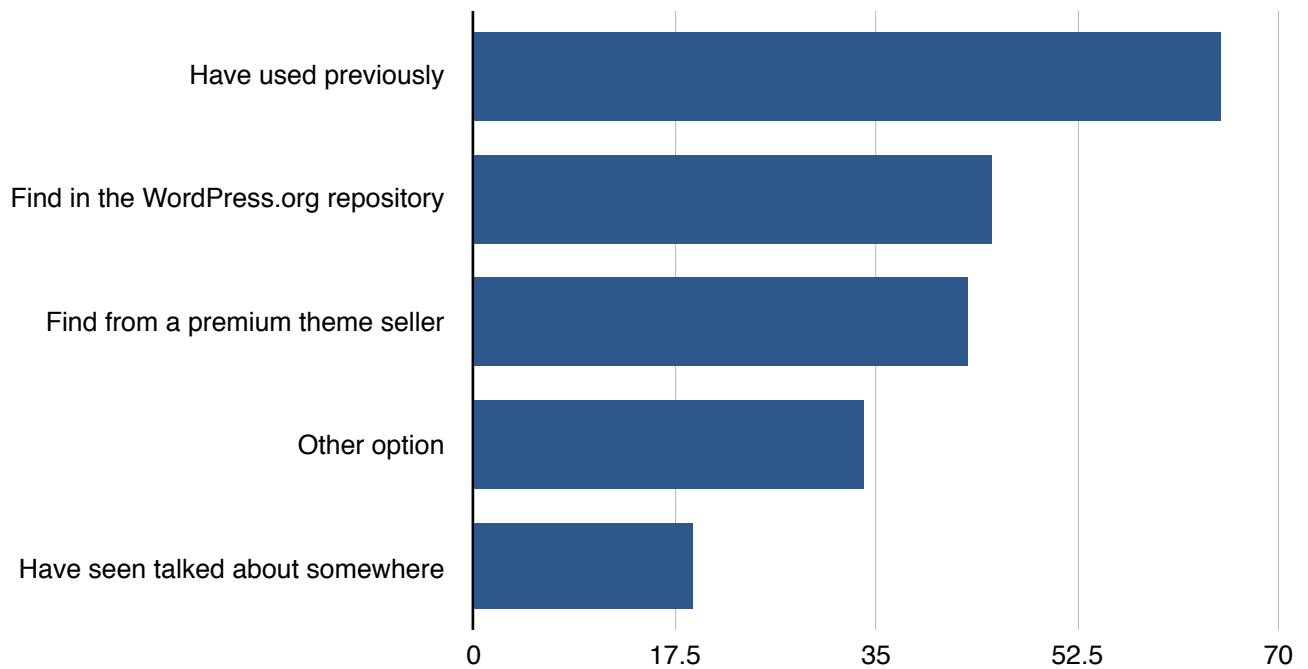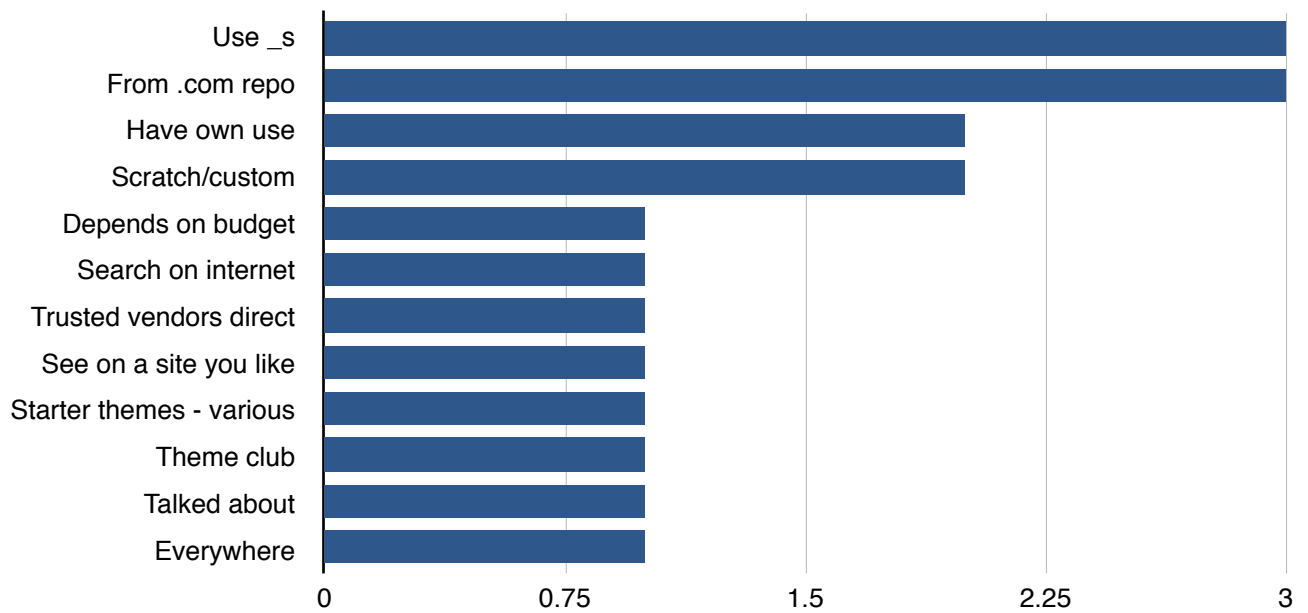
Question one: When you're starting a new site, do you most frequently use a theme you…


Have used previously	65
Find in the WordPress.org repository	45
Find from a premium theme seller	43
Other option	34
Have seen talked about somewhere	19

Question one: other

Use _s		3
From .com repo		3
Have own use		2
Scratch/custom		2
Depends on budget		1
Search on internet		1
Trusted vendors direct		1
See on a site you like		1
Starter themes - various		1
Theme club		1
Talked about		1
Everywhere		1

Question two: When looking for a theme in the WordPress.org theme repository, do you…
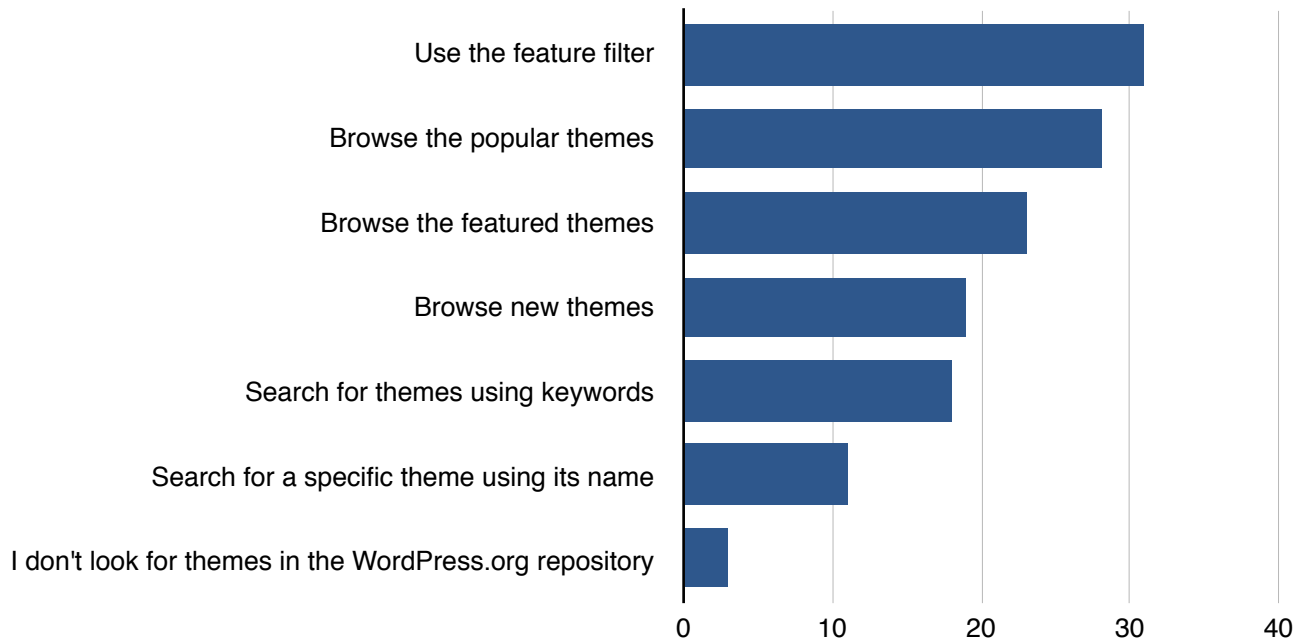
Use the feature filter	31
Browse the popular themes	28
Browse the featured themes	23
Browse new themes	19
Search for themes using keywords	18
Search for a specific theme using its name	11
I don't look for themes in the WordPress.org repository	3

Question three: When using the feature filter on the WordPress.org theme repository, which feature filters do you often use?
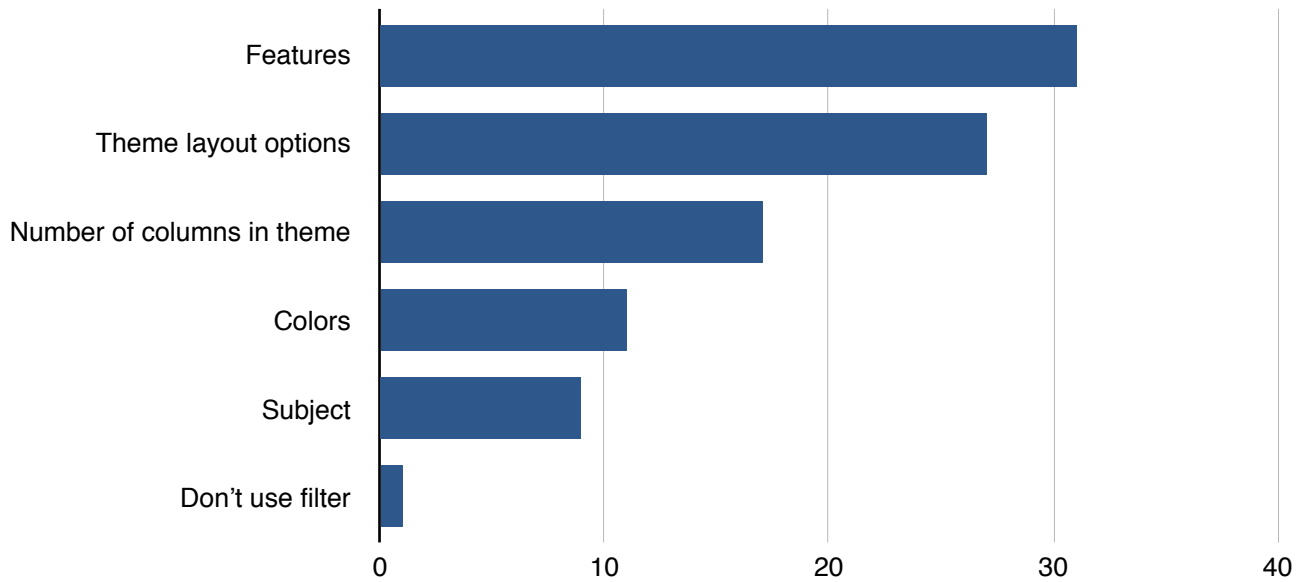
Features	31
Theme layout options	27
Number of columns in theme	17
Colors	11
Subject	9
Don't use filter	1

Question four: If you search for themes using the "color" filter, which colors do you most often search for?
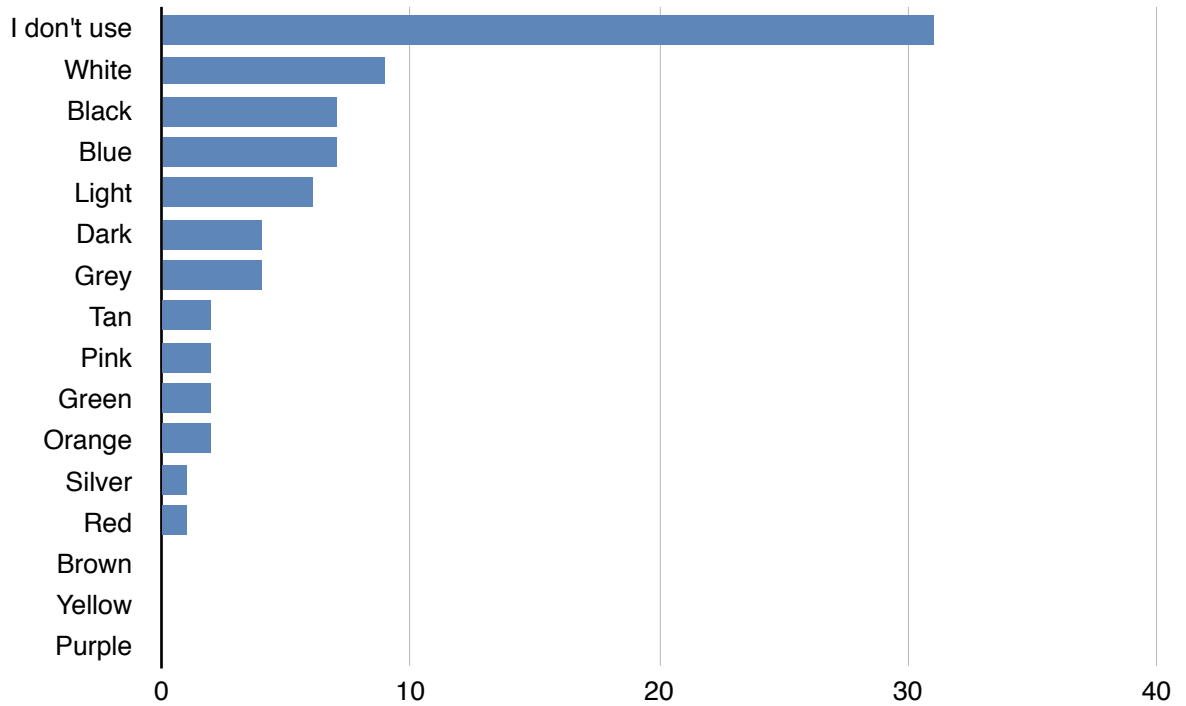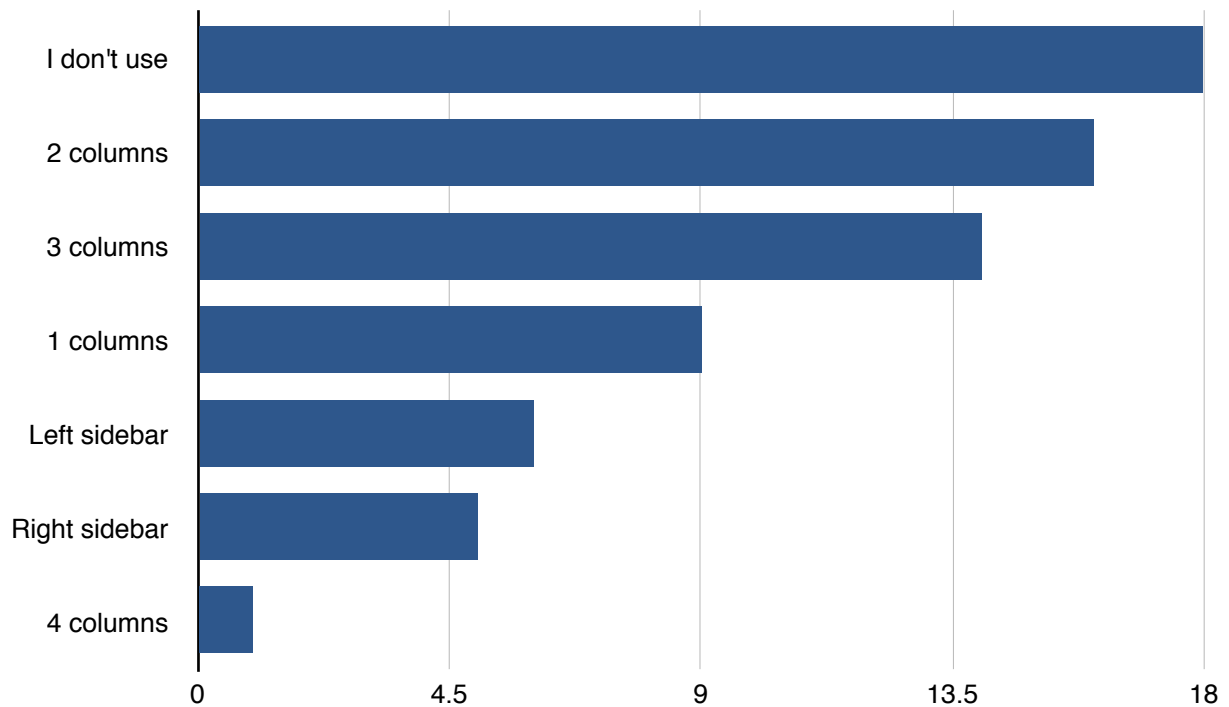
I don't use	31
White	9
Black	7
Blue	7
Light	6
Dark	4
Grey	4
Tan	2
Pink	2
Green	2
Orange	2
Silver	1
Red	1
Brown	0
Yellow	0
Purple	0

Comments:

Not a factor as customise colors	2
Personal color preference	2
I like colors	1
Color filter isn't accurate	1

Question five: If you search for themes using the "columns" filter, which layouts do you most often search for?

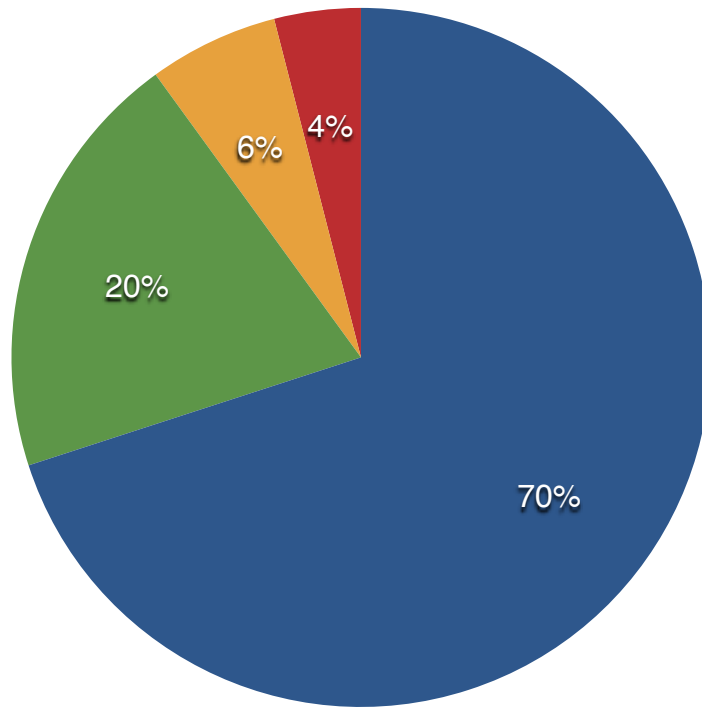|	
I don't use	18
2 columns	16
3 columns	14
1 columns	9
Left sidebar	6
Right sidebar	5
4 columns	1

Comments:

Personal taste, minimal	1
Depends on what looking for	1

Question six: If you search for themes using the "layout" filter, which layouts do you most often search for?

- Responsive
- I don't use the "layout" filter
- Fluid layout
- Flexible layout
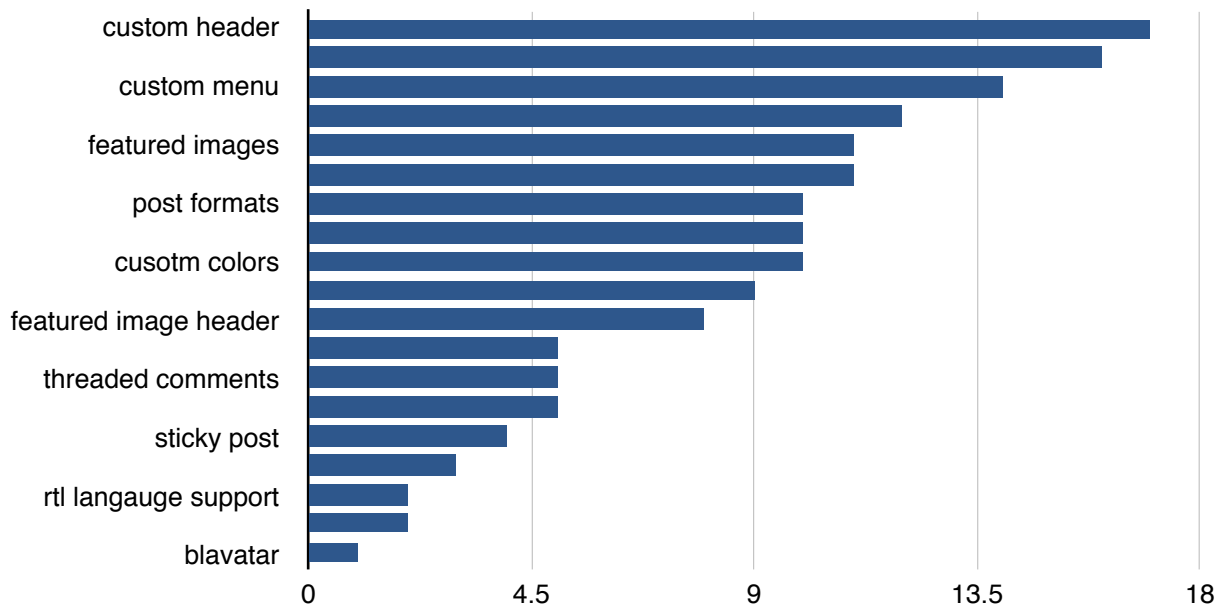

Responsive	35
I don't use the "layout" filter	10
Fluid layout	3
Flexible layout	2

Comments:

Depends on content	1
Assume already responsive	1
Mobile-ready	1
Responsive	1

Question seven: If you search for themes using the "features" filter, which features do you most often search for?


custom header	17
theme options	16
custom menu	14
I don't use the "features" filter	12
featured images	11
translation ready	11
post formats	10
custom background	10
cusotm colors	10
accessibility ready	9
featured image header	8
flexible header	5
threaded comments	5
microformats	5
sticky post	4
buddypress	3
rtl langauge support	2
editor style	2
blavatar	1

Comments:

It's all about customization!	1
Useless filter	1
Depends on site	1
If I have a specific site this filtering helps	1
Like post formats	1

Question eight: If you search for themes using the "subject" filter, which subjects do you most often search for?

● I don't use the "subject" filter ● photoblogging ● holiday ● seasonal
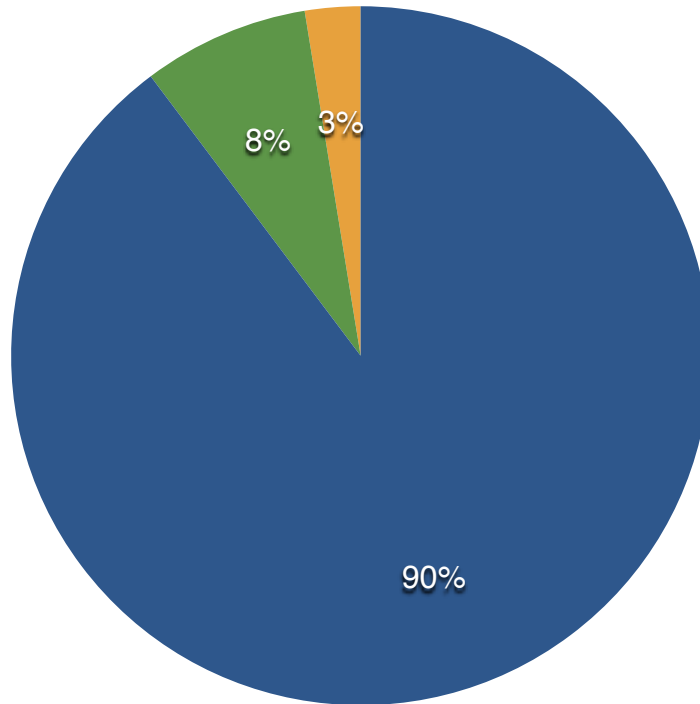
I don't use the "subject" filter	35
photoblogging	3
holiday	1
seasonal	0

Comments

It needs more filters, such as e-commerce, business, magazine.	2
It's difficult to categorize, most themes dont live up to these categories.	1
Themes don't match filters	1

Question nine: If you use keywords to search for themes in the WordPress.org theme repo, which keywords do you most often search for? (Leave blank if you don't use keywords to search)
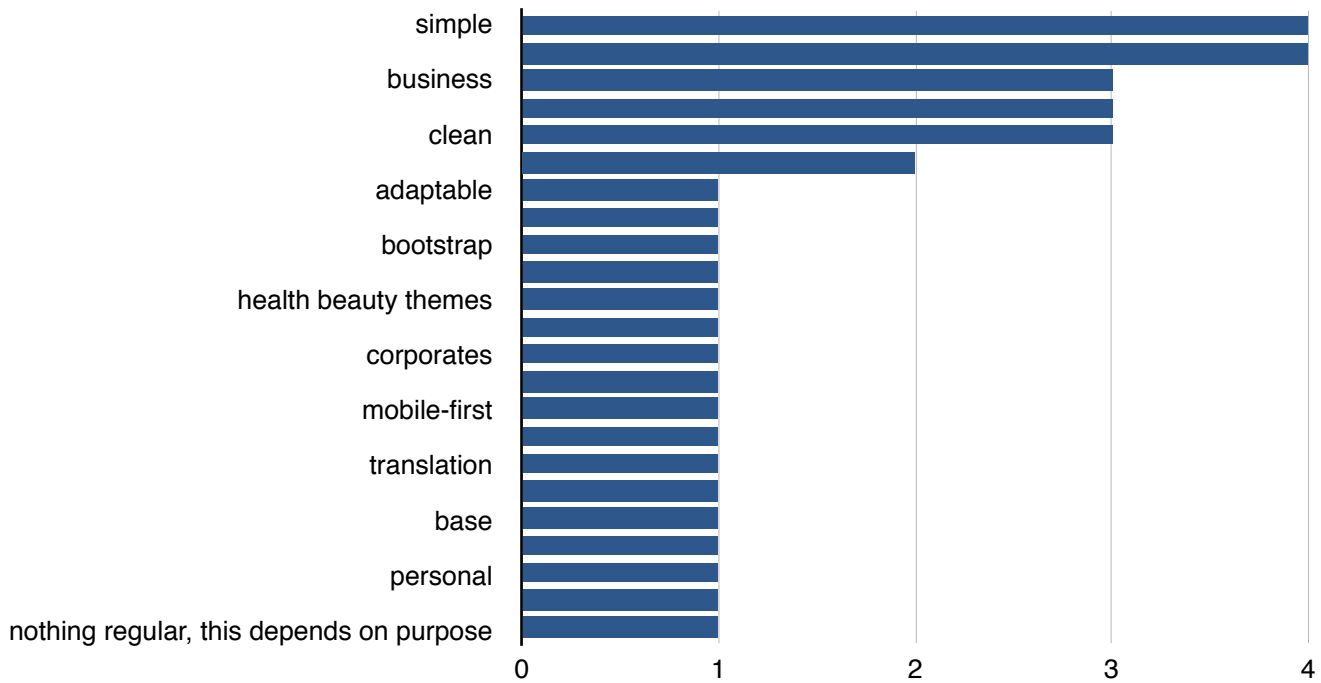
simple	4
minimal	4
business	3
responsive	3
clean	3
blog	2
adaptable	1
industry-specific	1
bootstrap	1
woocommerce	1
health beauty themes	1
niche keyword	1
corporates	1
cms	1
mobile-first	1
automattic	1
translation	1
starter	1
base	1
canvas	1
personal	1
magazine	1
nothing regular, this depends on purpose	1

Question ten: From most (highest) to least (lowest), what do you look for when searching for a new theme? (not that many responded)

They are in order of responses - How theme looks being top.

How the theme looks	1.49
How easy the theme is to customize	3.38
What features are built into the theme	3.58
Who built the theme	4.42
The theme is well documented	4.8
The theme seems well supported	4.84
The theme supports specific CPTs you want to use	5.45