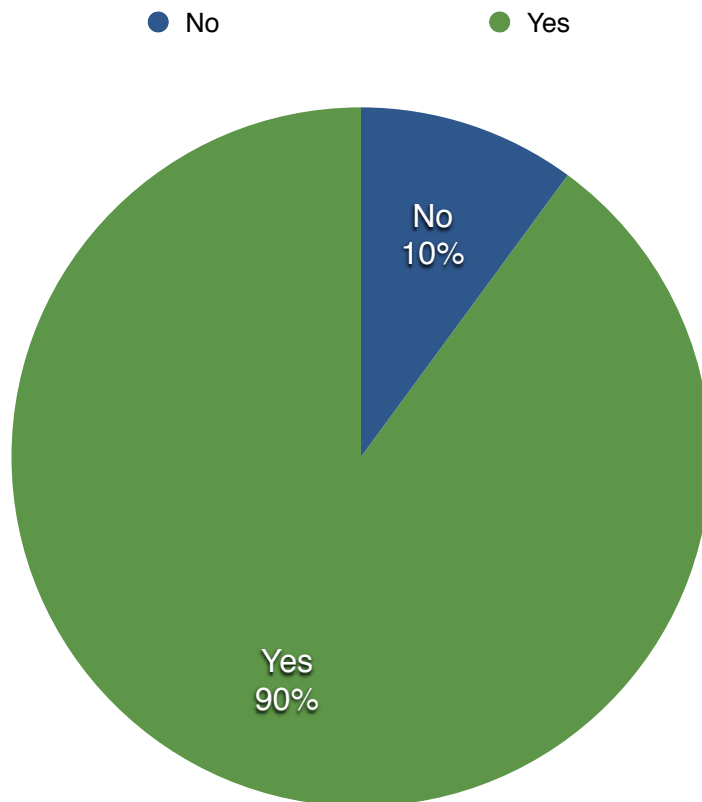


# Survey: Downloading a theme from WordPress.org

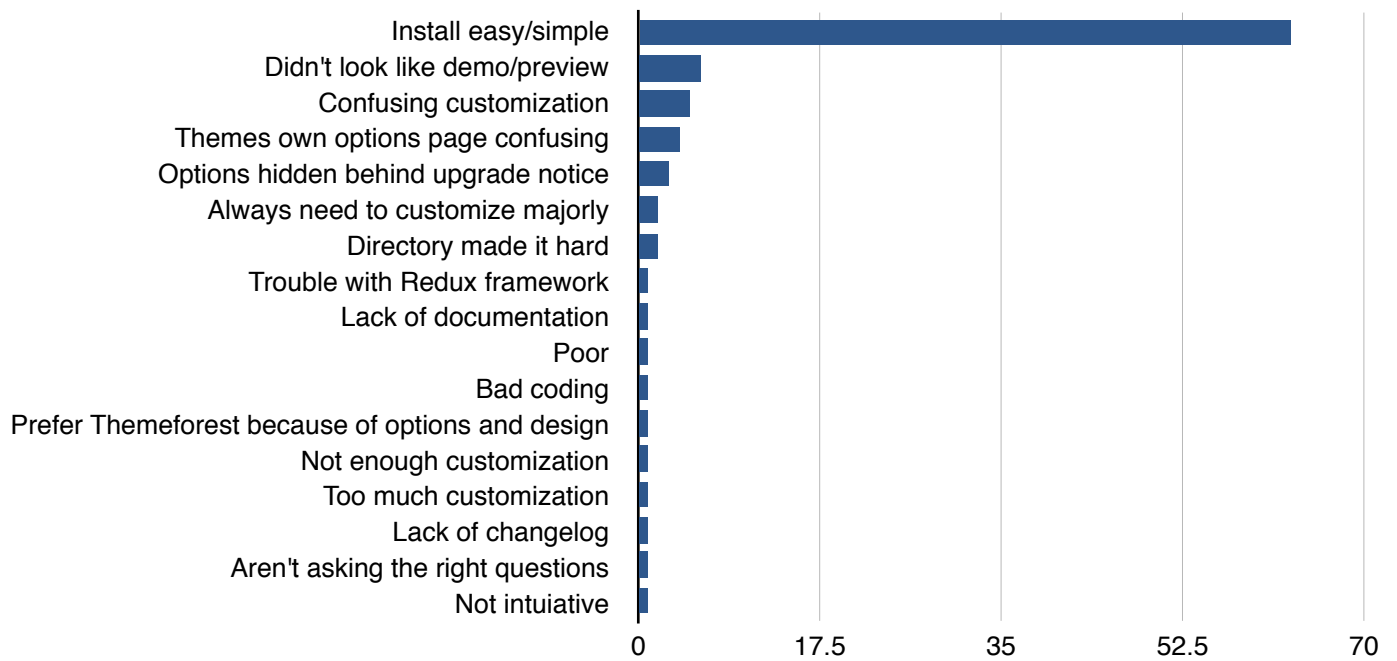
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Question one: Have you downloaded a theme from the WordPress.org theme directory?



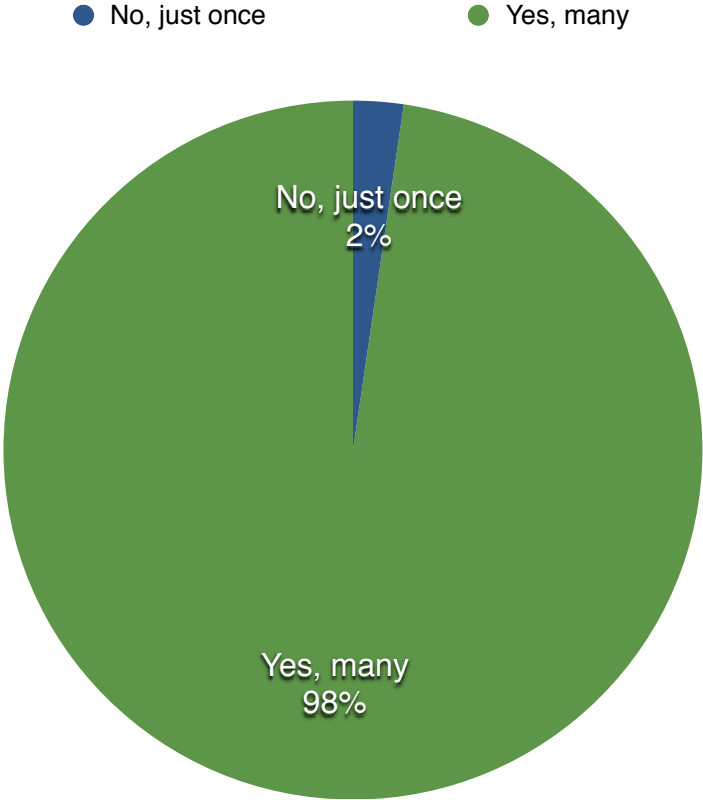
Yes	132
No	8

**Question two: Tell us about your experience downloading themes from the WordPress.org theme directory. Was it easy to install? Were you able to set up the theme? What kind of obstacles did you face setting up the theme? Did you do a lot of customization?**



Answer	Number
Install easy/simple	63
Didn't look like demo/preview	6
Confusing customization	5
Themes own options page confusing	4
Options hidden behind upgrade notice	3
Always need to customize majorly	2
Directory made it hard	2
Trouble with Redux framework	1
Lack of documentation	1
Poor	1
Bad coding	1
Prefer Themeforest because of options and design	1
Not enough customization	1
Too much customization	1
Lack of changelog	1
Aren't asking the right questions	1
Not intuitive	1

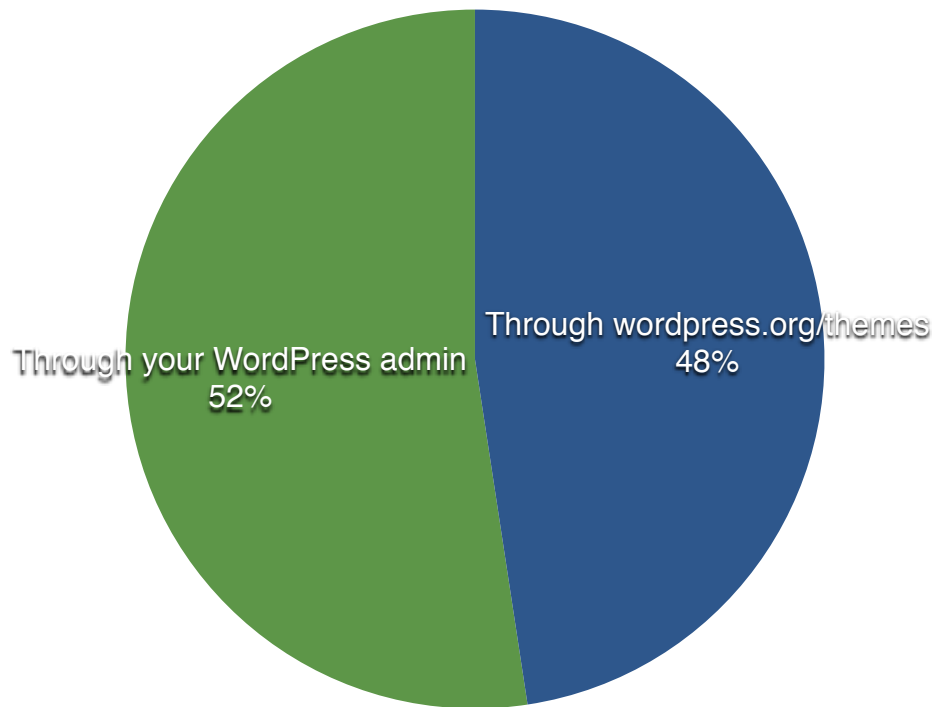
**Question three: Have you downloaded more than one theme from WordPress.org?**



Yes, many	126
No, just once	3

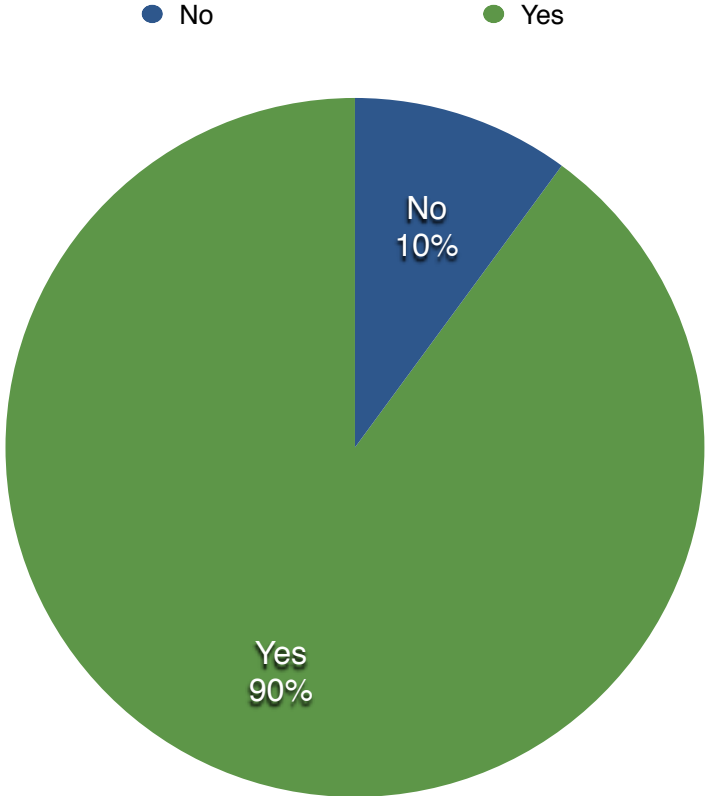
## Question four: Where did you download your theme?

- Through wordpress.org/themes
- Through your WordPress admin



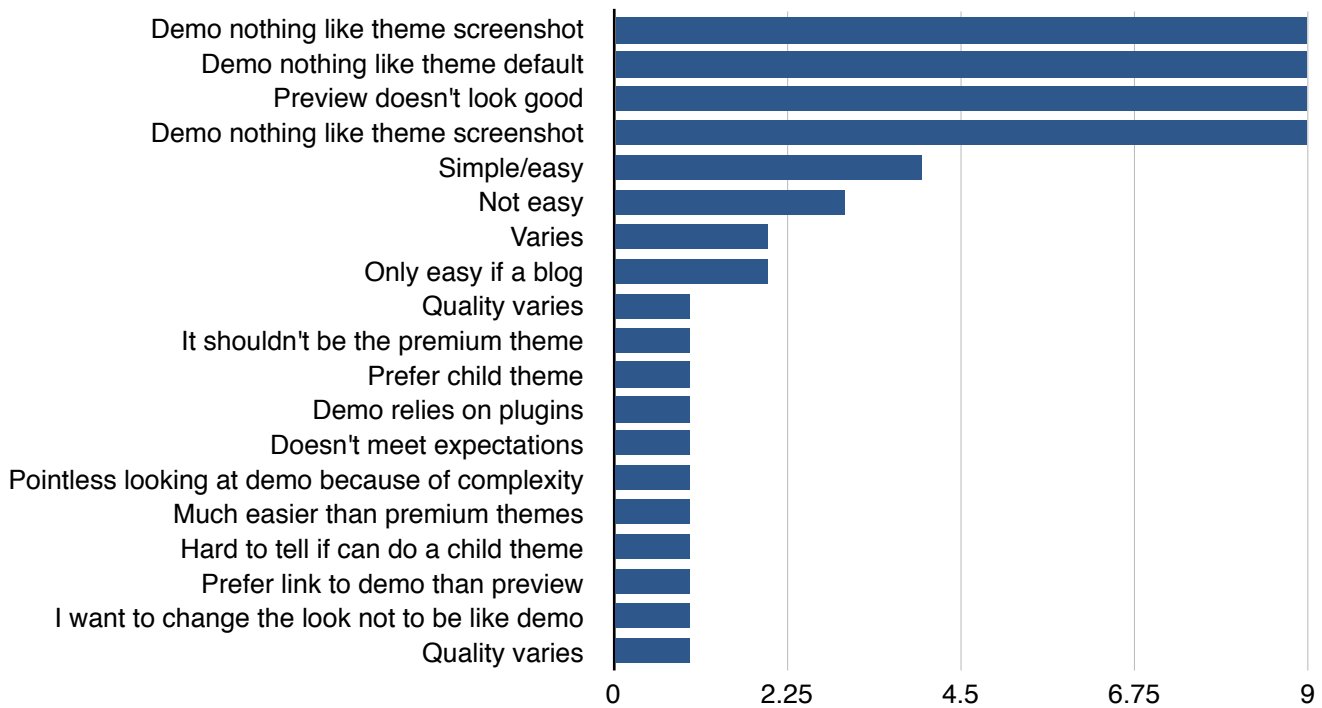
Through your WordPress admin	98
Through https://wordpress.org/themes	89

**Question five: Did you view the theme demo before downloading the theme?**



<b>Yes</b>	116
<b>No</b>	13

## Question five: Comments about theme demo



Demo nothing like theme screenshot	9
Demo nothing like theme default	9
Preview doesn't look good	9
Demo nothing like theme screenshot	9
Simple/easy	4
Not easy	3
Varies	2
Only easy if a blog	2
Quality varies	1
It shouldn't be the premium theme	1
Prefer child theme	1
Demo relies on plugins	1
Doesn't meet expectations	1
Pointless looking at demo because of complexity	1
Much easier than premium themes	1
Hard to tell if can do a child theme	1
Prefer link to demo than preview	1
I want to change the look not to be like demo	1
Quality varies	1