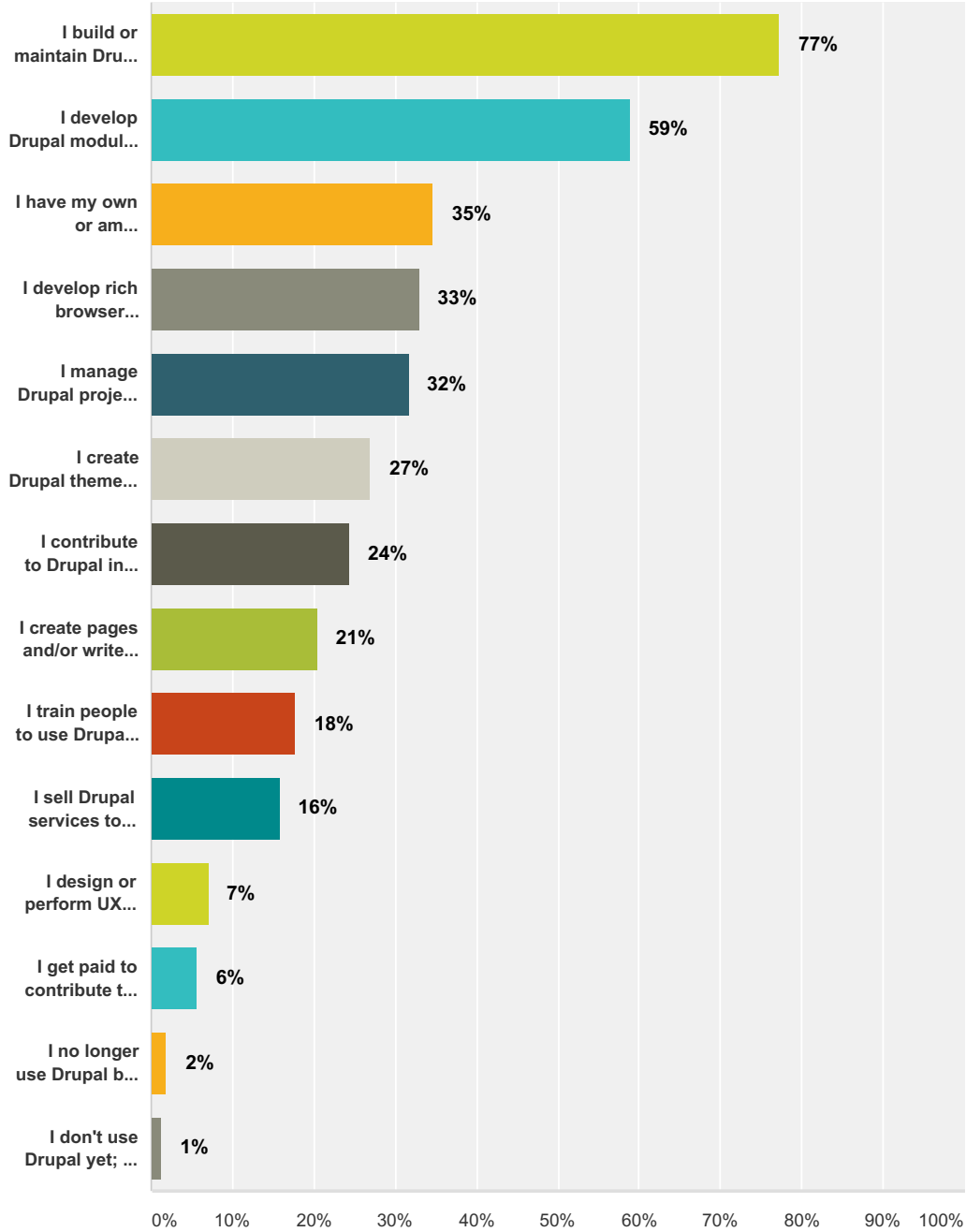


Q1 Which of the following *best* describe how you relate to Drupal? (Choose up to 5, prioritize if needed)

Answered: 2,898 Skipped: 0



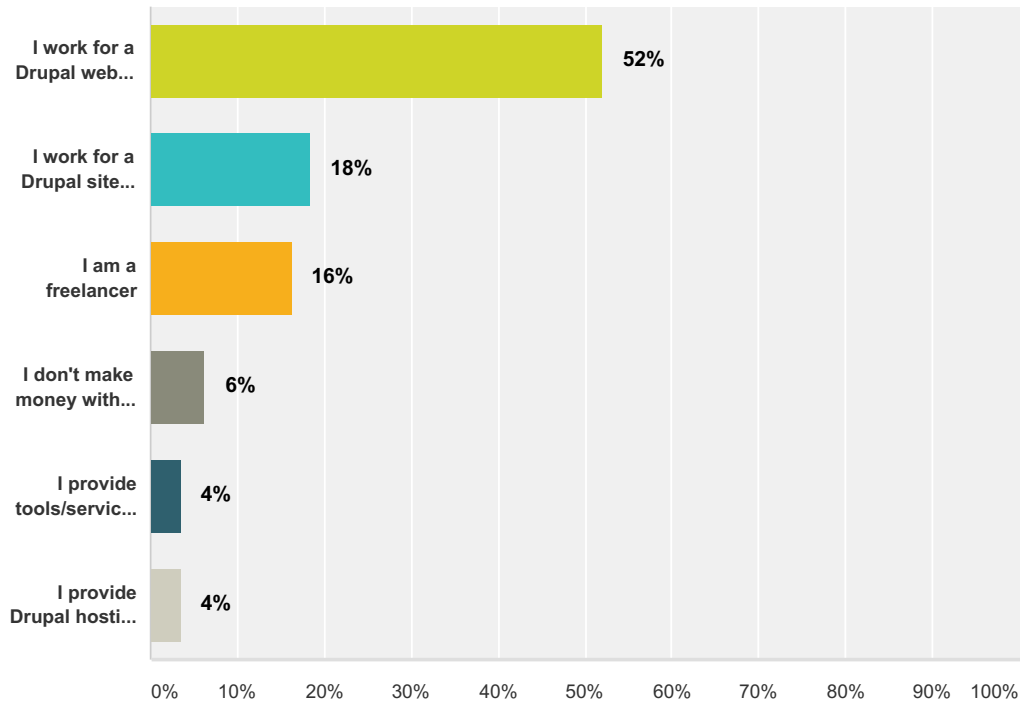
Answer Choices	Responses	Count
I build or maintain Drupal sites (site builder)	77%	2,239
I develop Drupal modules (backend developer)	59%	1,704
I have my own or am responsible for my organization's Drupal site (site owner)	35%	1,003

Drupal product survey

I develop rich browser experiences in HTML, CSS and JS (front-end developer)	33%	955
I manage Drupal projects and teams (project manager)	32%	918
I create Drupal themes (themer)	27%	780
I contribute to Drupal in my spare time (volunteer contributor)	24%	706
I create pages and/or write content on a Drupal site (content author)	21%	595
I train people to use Drupal (educator)	18%	513
I sell Drupal services to organizations (sales)	16%	462
I design or perform UX research for Drupal sites (designer)	7%	203
I get paid to contribute to Drupal (funded contributor)	6%	164
I no longer use Drupal but used it in the past	2%	57
I don't use Drupal yet; I'm evaluating it for future use (evaluator)	1%	36
Total Respondents: 2,898		

Q2 How do you or your organization *primarily* make money with Drupal?

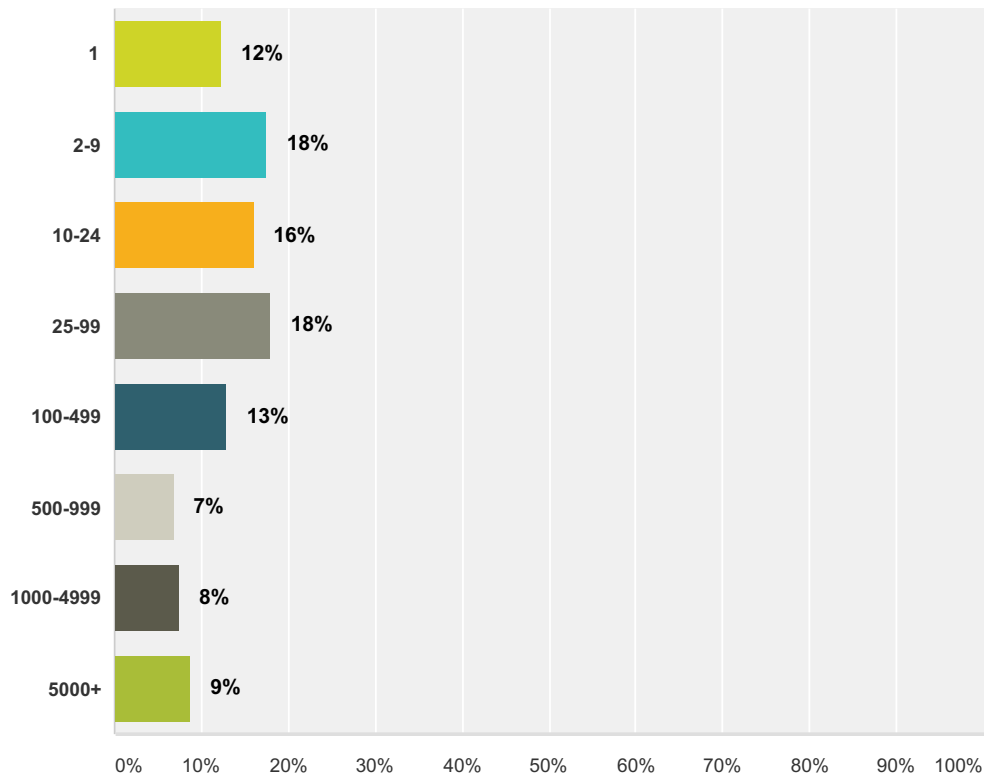
Answered: 2,898 Skipped: 0



Answer Choices	Responses	
I work for a Drupal web development, digital, or design agency	52%	1,509
I work for a Drupal site owner	18%	530
I am a freelancer	16%	471
I don't make money with Drupal; I use Drupal as a hobbyist	6%	183
I provide tools/services that integrate with Drupal	4%	103
I provide Drupal hosting solutions	4%	102
Total		2,898

Q3 If you work for an organization, how large is your organization?

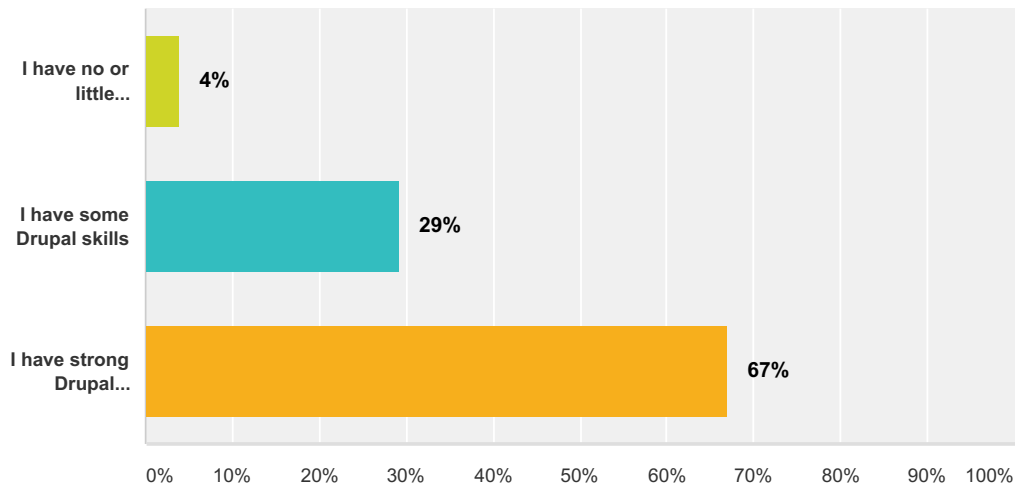
Answered: 2,771 Skipped: 127



Answer Choices	Responses	Count
1	12%	343
2-9	18%	486
10-24	16%	445
25-99	18%	495
100-499	13%	358
500-999	7%	189
1000-4999	8%	211
5000+	9%	244
Total		2,771

Q4 How would you rank your experience level with Drupal?

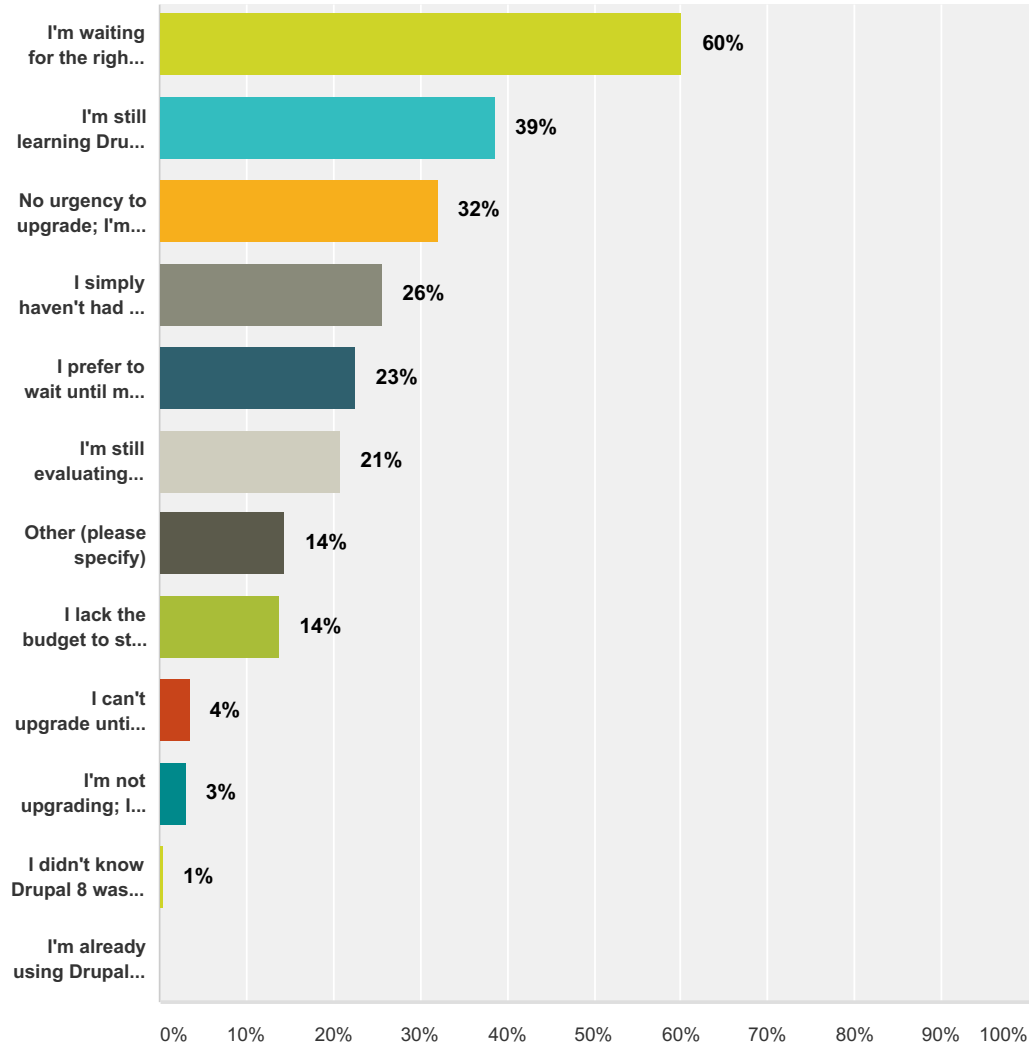
Answered: 2,898 Skipped: 0



Answer Choices	Responses	
I have no or little experience with Drupal	4%	112
I have some Drupal skills	29%	846
I have strong Drupal expertise	67%	1,940
Total		2,898

Q5 If you have **not** yet used or migrated to Drupal 8, why not? (Choose up to 3, skip if you don't know)

Answered: 1,990 Skipped: 908



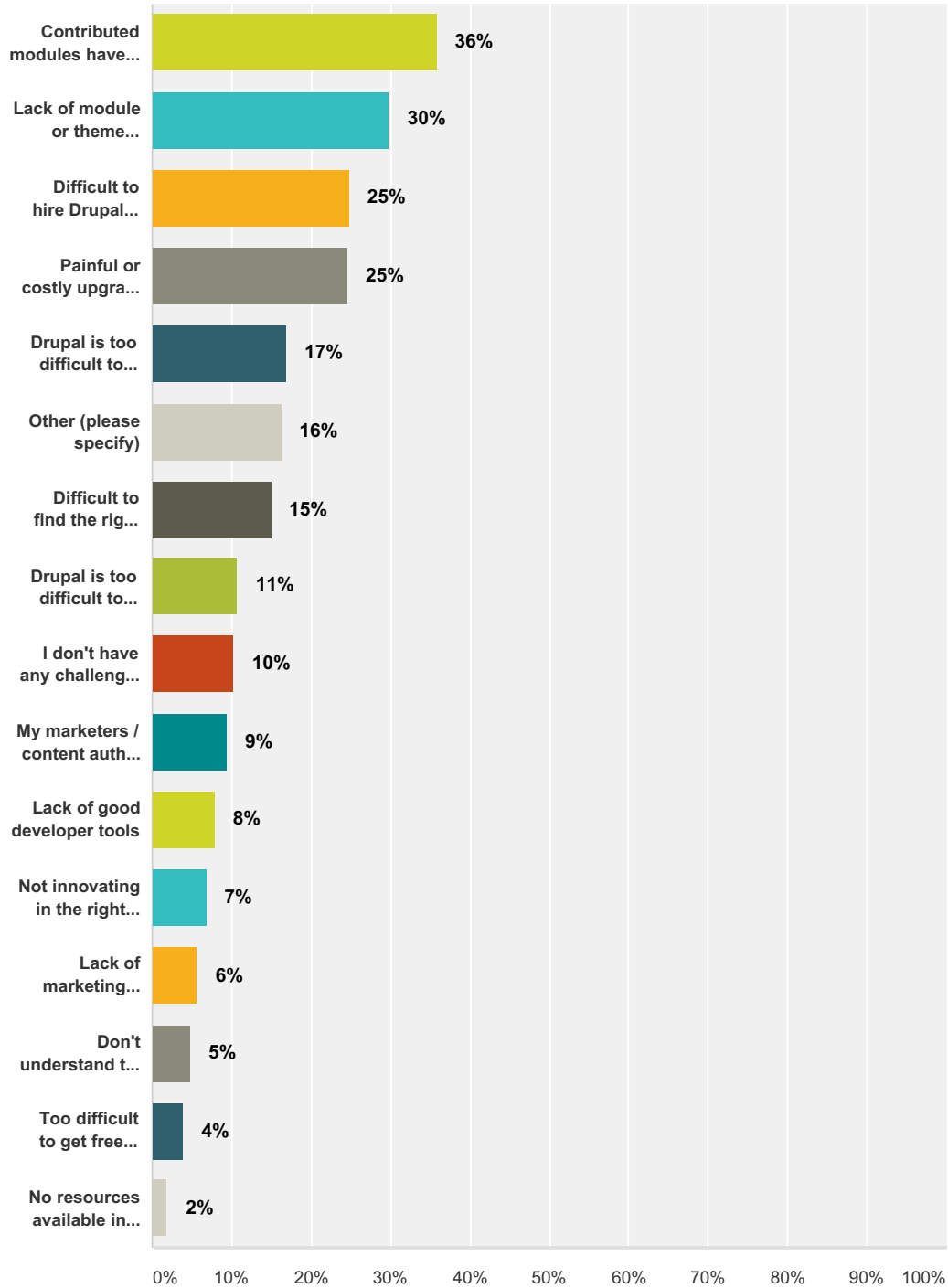
Answer Choices	Responses	
I'm waiting for the right modules/themes to be ready	60%	1,196
I'm still learning Drupal 8	39%	770
No urgency to upgrade; I'm happy with an earlier version of Drupal	32%	639
I simply haven't had the time yet	26%	509
I prefer to wait until more bugs get fixed	23%	449
I'm still evaluating Drupal 8	21%	415
Other (please specify)	14%	285
I lack the budget to start a migration to Drupal 8	14%	273

Drupal product survey

I can't upgrade until a specific bug is fixed	4%	70
I'm not upgrading; I'm planning to move off of Drupal	3%	61
I didn't know Drupal 8 was released	1%	10
I'm already using Drupal 8! :-)	0%	0
Total Respondents: 1,990		

Q6 What are your biggest challenges, frustrations, or problems with Drupal? (Choose up to 3, skip if you don't know)

Answered: 2,396 Skipped: 502



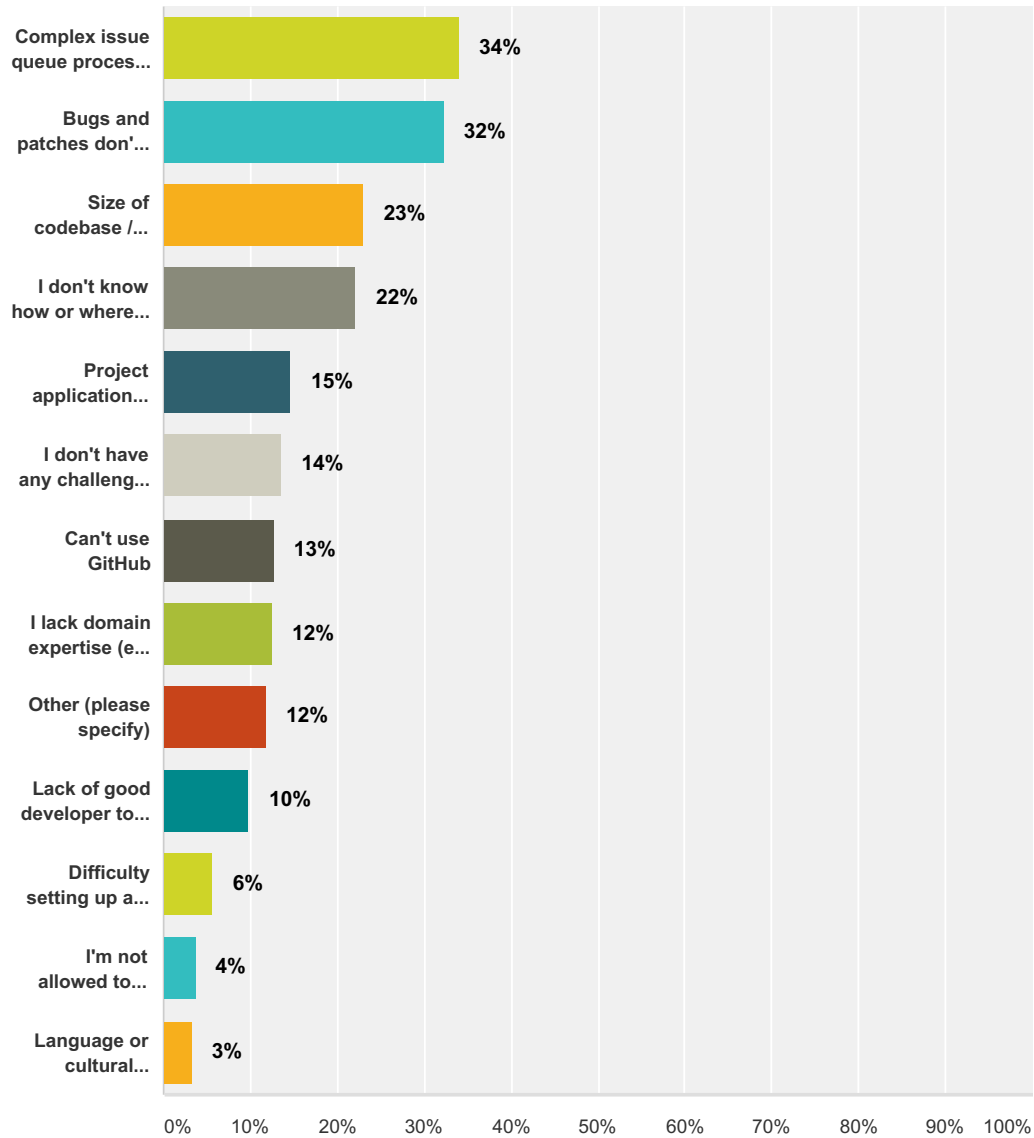
Answer Choices	Responses
Contributed modules have mixed quality (security, performance, stability)	36% 859

Drupal product survey

Lack of module or theme availability for Drupal 8	30%	713
Difficult to hire Drupal talent	25%	595
Painful or costly upgrade path (no backward compatibility)	25%	589
Drupal is too difficult to learn and use	17%	403
Other (please specify)	16%	390
Difficult to find the right contributed modules to use	15%	359
Drupal is too difficult to scale (e.g. performance issues)	11%	256
I don't have any challenges with Drupal	10%	244
My marketers / content authors dislike working with it	9%	224
Lack of good developer tools	8%	192
Not innovating in the right directions	7%	164
Lack of marketing materials (e.g. use cases, white papers, differentiators, etc)	6%	134
Don't understand the vision/strategy	5%	113
Too difficult to get free support from community	4%	95
No resources available in my language	2%	44
Total Respondents: 2,396		

Q7 What are your biggest challenges, frustrations, or problems with Drupal contribution? (Choose up to 3, skip if you don't know)

Answered: 2,138 Skipped: 760



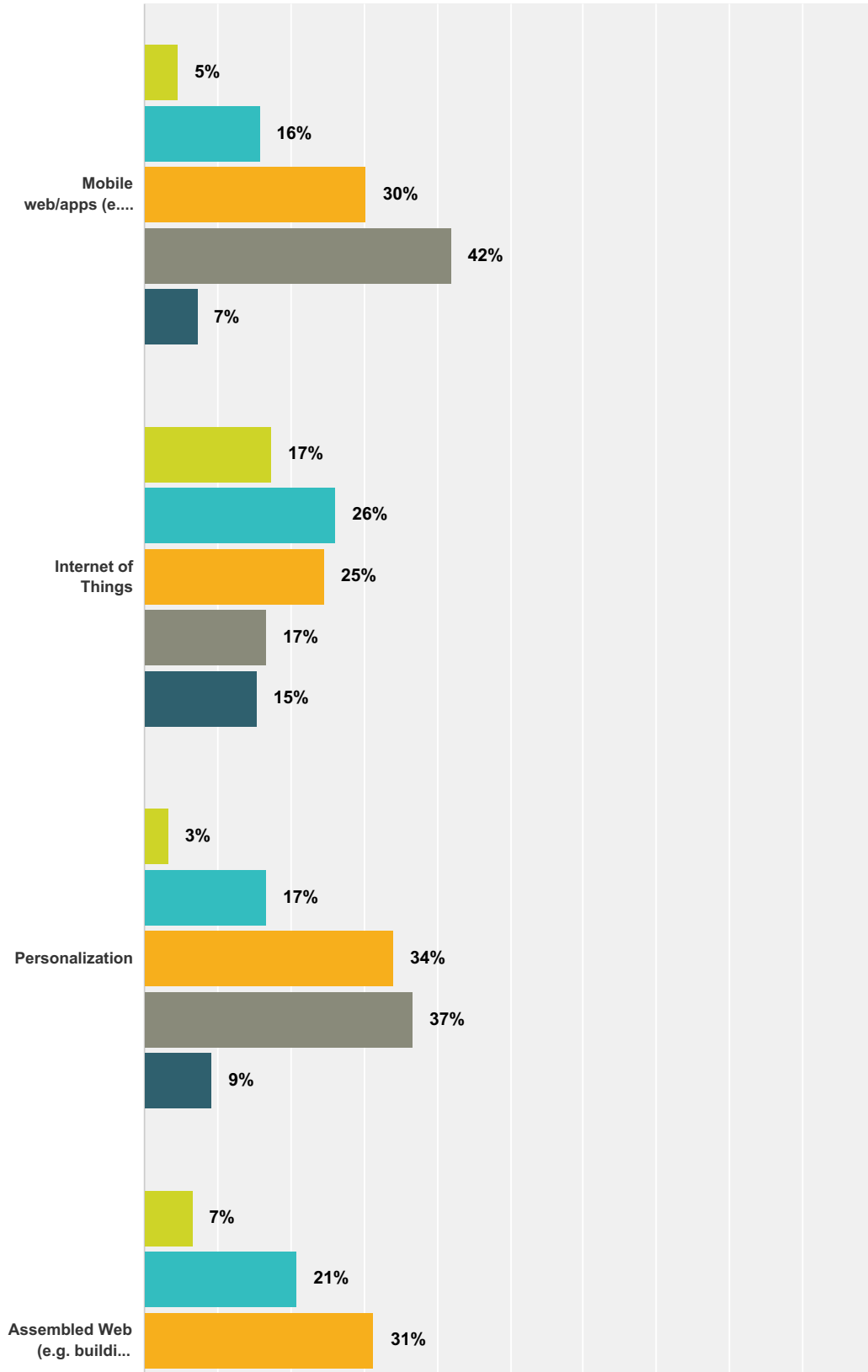
Answer Choices	Responses
Complex issue queue process and slow consensus-building	34% 726
Bugs and patches don't get reviewed/checked fast enough	32% 691
Size of codebase / complexity of architecture	23% 489
I don't know how or where to start contributing	22% 472
Project application process for contrib	15% 311

Drupal product survey

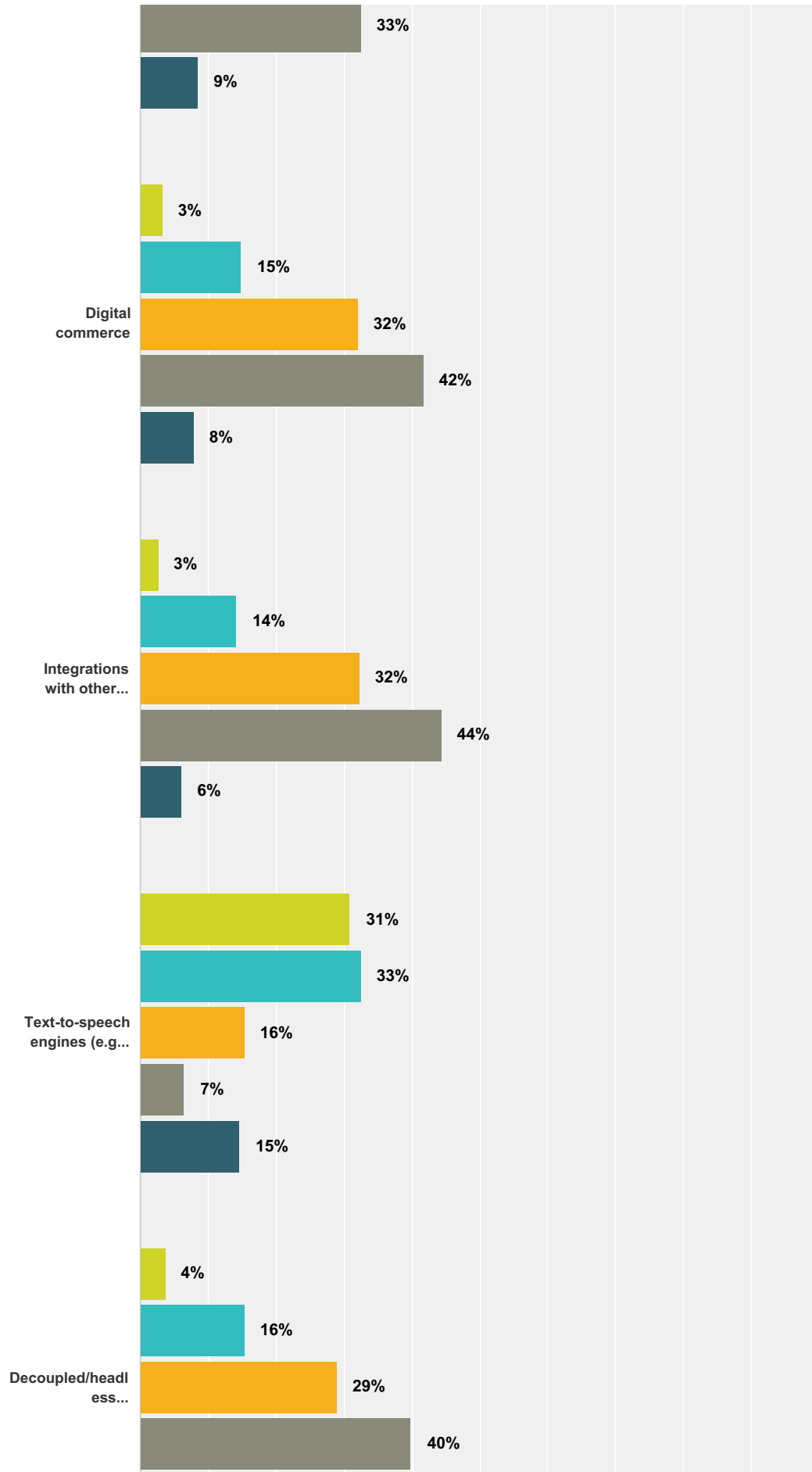
I don't have any challenges with Drupal contribution	14%	289
Can't use GitHub	13%	273
I lack domain expertise (e.g. technical background)	12%	267
Other (please specify)	12%	253
Lack of good developer tools on Drupal.org	10%	212
Difficulty setting up a local development environment	6%	122
I'm not allowed to contribute by my organization	4%	81
Language or cultural barriers	3%	73
Total Respondents: 2,138		

Q8 Where are the biggest long term opportunities for Drupal? (Rate each of them)

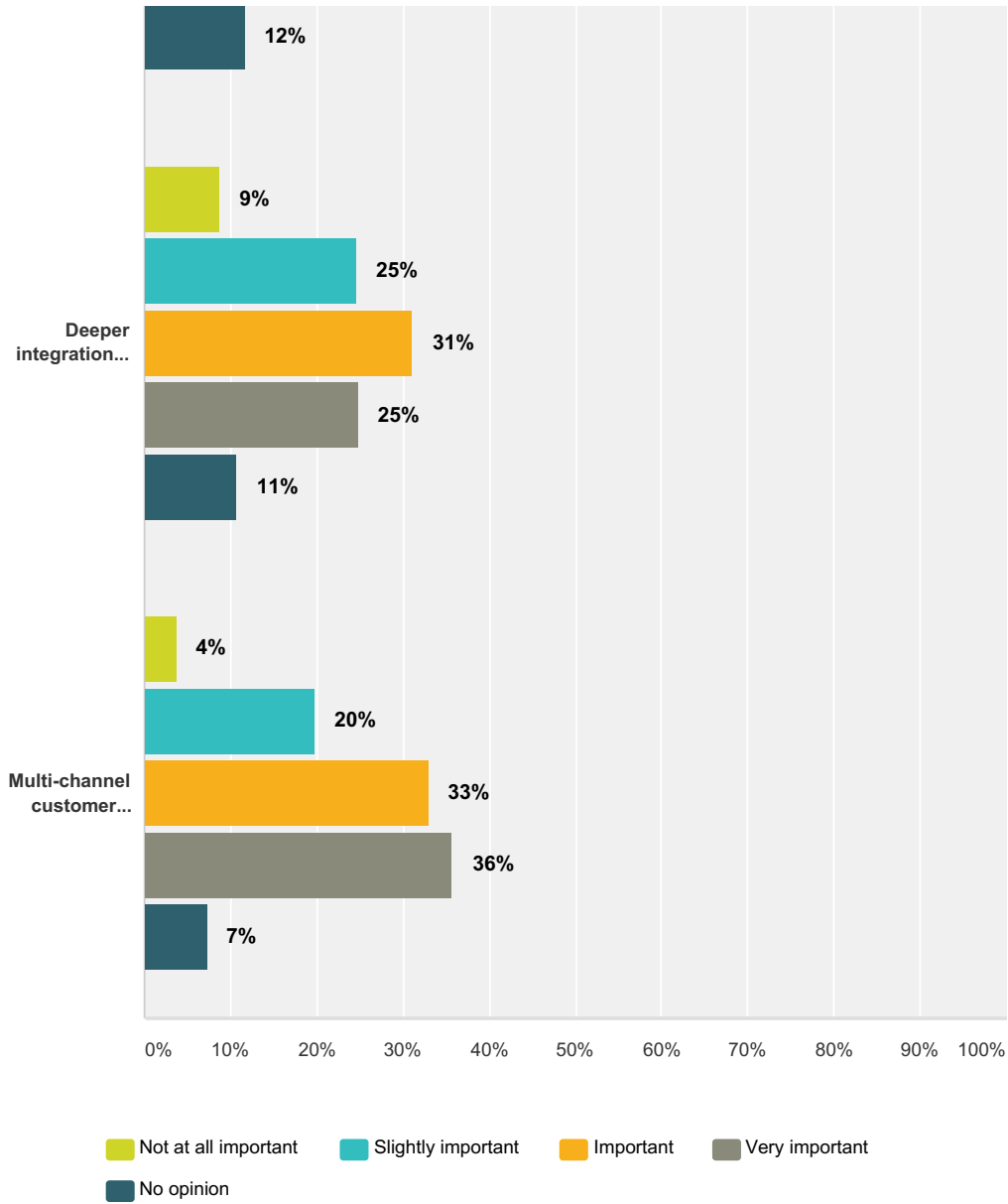
Answered: 2,539 Skipped: 359



Drupal product survey



Drupal product survey



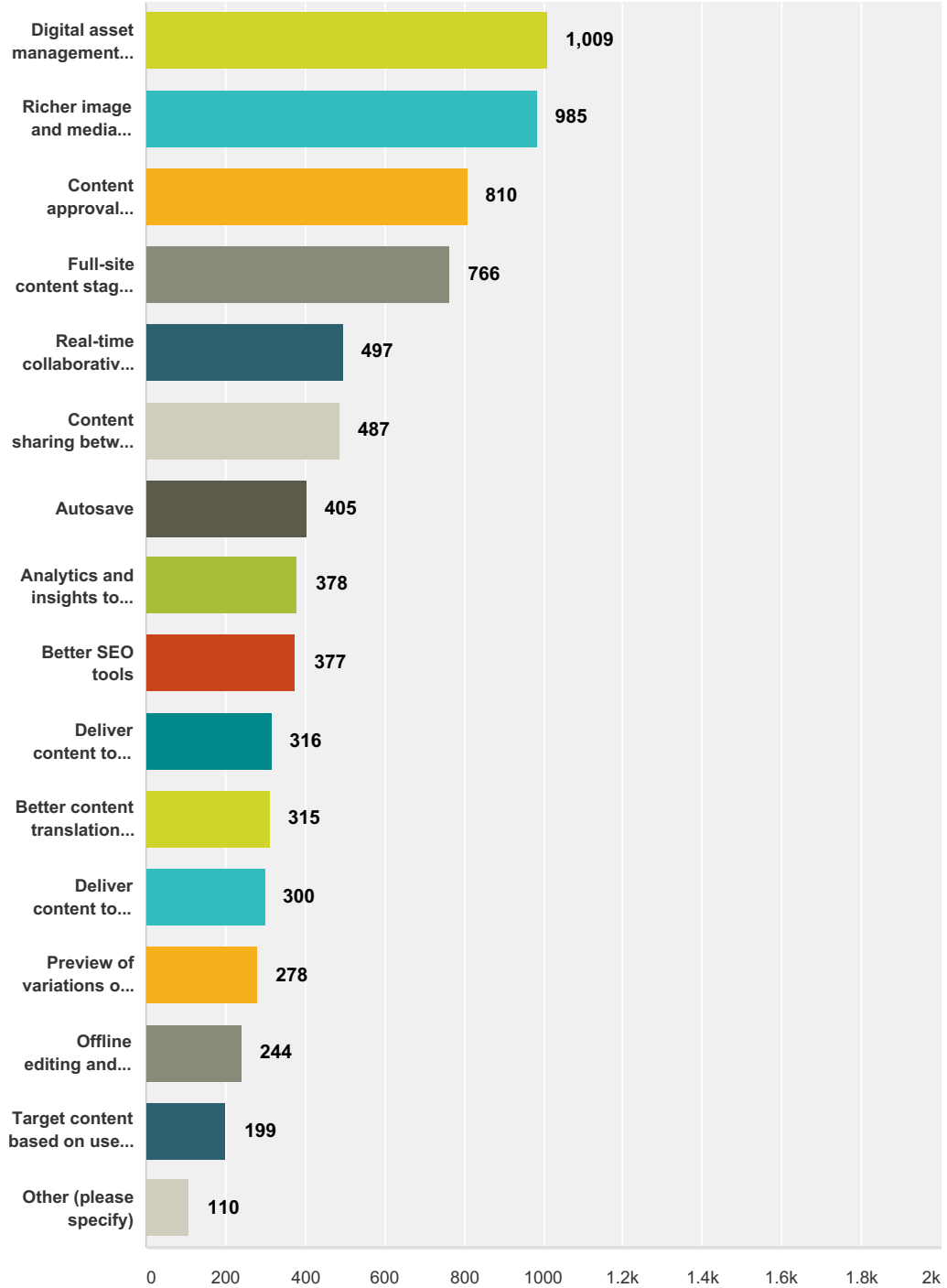
	Not at all important	Slightly important	Important	Very important	No opinion	Total	Weighted Average
Mobile web/apps (e.g. push notifications, wearables, etc)	5% 118	16% 403	30% 768	42% 1,066	7% 184	2,539	3.63
Internet of Things	17% 438	26% 660	25% 626	17% 424	15% 391	2,539	2.68
Personalization	3% 85	17% 424	34% 863	37% 934	9% 233	2,539	3.55
Assembled Web (e.g. building experiences with minimal coding)	7% 168	21% 532	31% 793	33% 827	9% 219	2,539	3.34
Digital commerce	3% 86	15% 376	32% 815	42% 1,058	8% 204	2,539	3.67
Integrations with other systems (e.g. marketing tools, CRMs, etc)	3% 71	14% 363	32% 822	44% 1,128	6% 155	2,539	3.73
Text-to-speech engines (e.g. Amazon Echo, Siri, connected cars, etc)	31% 783	33% 826	16% 394	7% 166	15% 370	2,539	2.05

Drupal product survey

Decoupled/headless architectures (Drupal as REST backend)	4% 97	16% 394	29% 736	40% 1,014	12% 298	2,539	3.64
Deeper integration with public clouds (e.g. AWS, Google Cloud, etc)	9% 225	25% 624	31% 791	25% 629	11% 270	2,539	3.08
Multi-channel customer experiences (e.g. deliver content through social media, web, notifications and email)	4% 98	20% 504	33% 840	36% 909	7% 188	2,539	3.48

Q9 If you could pick three areas to improve for *content authors*, what would they be? (Choose up to 3, skip if you don't know)

Answered: 2,356 Skipped: 542



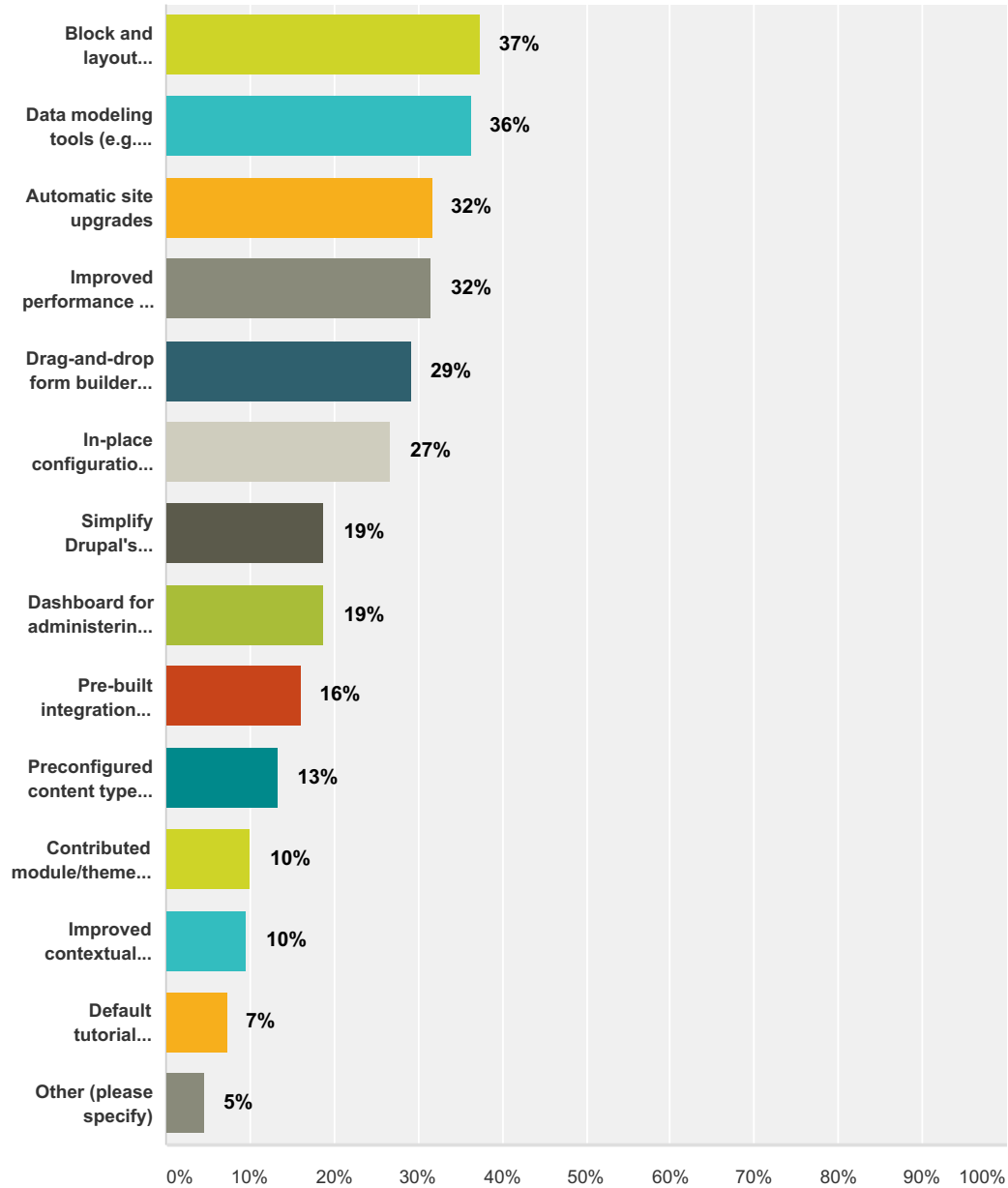
Answer Choices	Responses
Digital asset management (media library)	43% 1,009

Drupal product survey

Richer image and media integration with WYSIWYG	42%	985
Content approval workflows (e.g. Draft, Review, Published)	34%	810
Full-site content staging and full-site preview (staging of multiple content changes)	33%	766
Real-time collaborative editing (like Google Docs)	21%	497
Content sharing between different sites	21%	487
Autosave	17%	405
Analytics and insights to better understand how content is performing	16%	378
Better SEO tools	16%	377
Deliver content to social media channels (Facebook, Twitter, etc.)	13%	316
Better content translation tools	13%	315
Deliver content to mobile devices and wearables (e.g. push notifications, mobile preview)	13%	300
Preview of variations of content (based on user role, location, time of day, etc.)	12%	278
Offline editing and offline browsing	10%	244
Target content based on user segmentation	8%	199
Other (please specify)	5%	110
Total Respondents: 2,356		

Q10 If you could pick three areas to improve for *site builders*, what would they be? (Choose up to 3, skip if you don't know)

Answered: 2,313 Skipped: 585



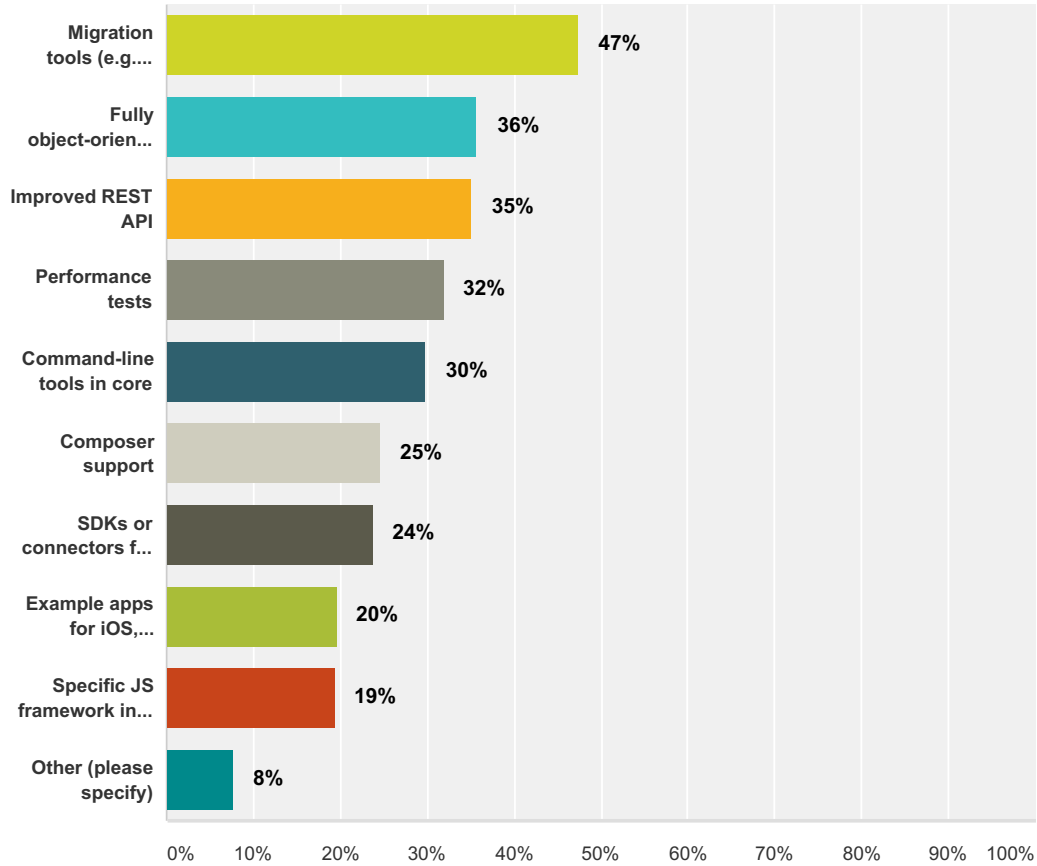
Answer Choices	Responses	
Block and layout management	37%	864
Data modeling tools (e.g. better Views and Field UIs, more field types, etc.)	36%	841
Automatic site upgrades	32%	734
Improved performance and scalability	32%	730
Drag-and-drop form builder (i.e. webforms)	29%	674

Drupal product survey

In-place configuration of e.g. blocks, views, etc. ("outside-in" Drupal)	27%	618
Simplify Drupal's terminology	19%	436
Dashboard for administering multiple sites	19%	434
Pre-built integration with third-party CRM, marketing, or commerce suites	16%	371
Preconfigured content types / fields for common scenarios	13%	310
Contributed module/theme browser in core	10%	232
Improved contextual help/documentation (Tours)	10%	222
Default tutorial content in out-of-the-box installation	7%	169
Other (please specify)	5%	105
Total Respondents: 2,313		

Q11 If you could pick three areas to improve for *developers*, what would they be? (Choose up to 3, skip if you don't know)

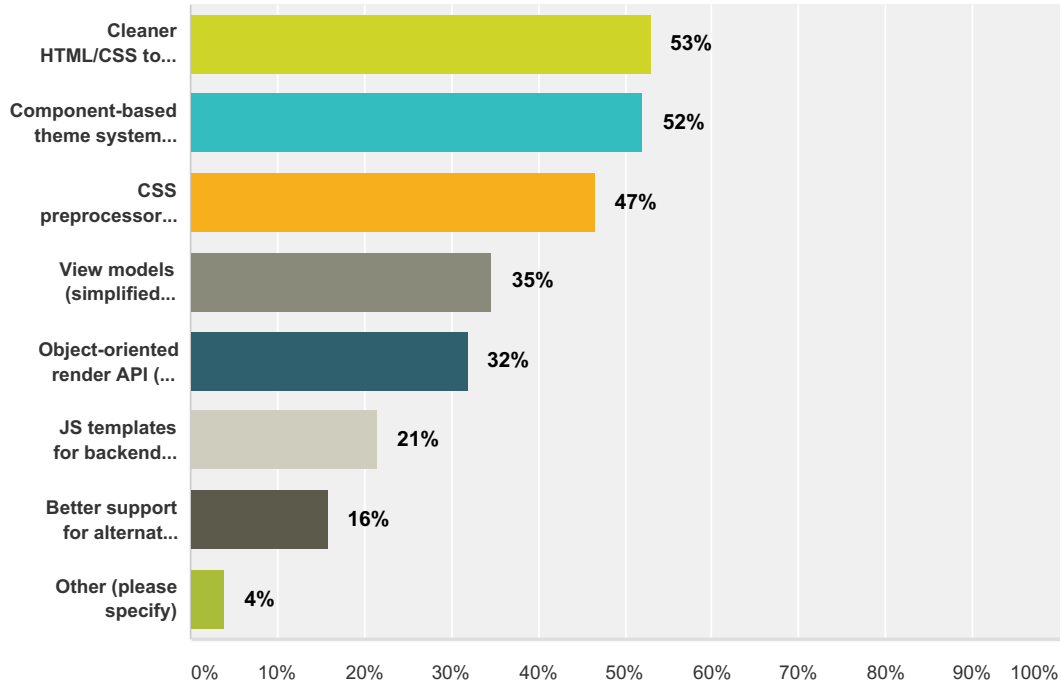
Answered: 2,191 Skipped: 707



Answer Choices	Responses
Migration tools (e.g. Drupal 6 -> Drupal 8, WordPress -> Drupal, etc.)	47% 1,039
Fully object-oriented API	36% 783
Improved REST API	35% 770
Performance tests	32% 698
Command-line tools in core	30% 652
Composer support	25% 540
SDKs or connectors for one or more JS frameworks in core (e.g. Angular, Ember, React, etc.)	24% 521
Example apps for iOS, Android and/or Windows Mobile	20% 430
Specific JS framework in core (e.g. Angular, Ember, React, etc.)	19% 425
Other (please specify)	8% 170
Total Respondents: 2,191	

Q12 If you could pick three areas to improve for *themers*, what would they be? (Choose up to 3, skip if you don't know)

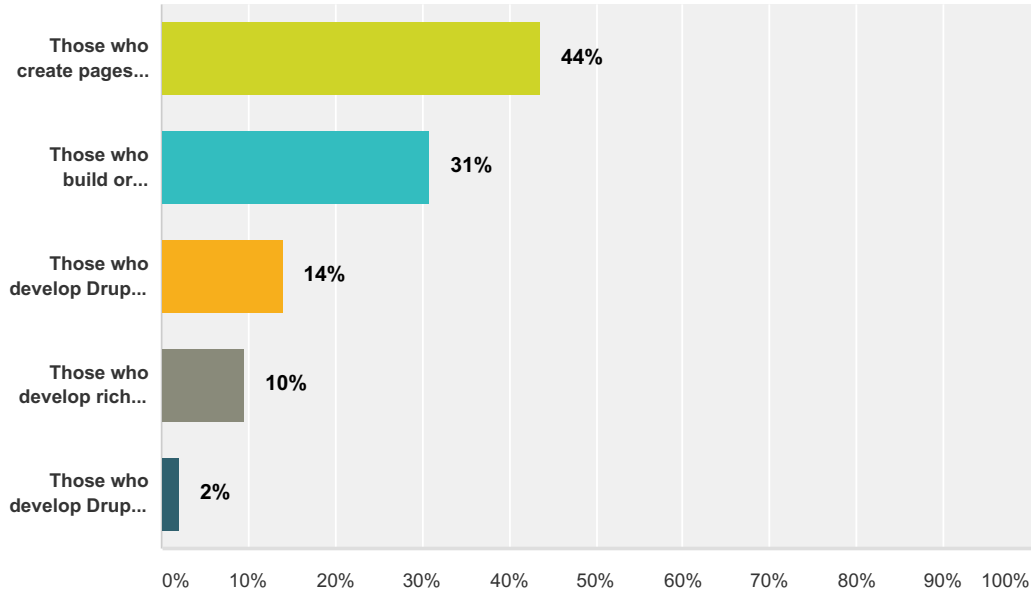
Answered: 2,020 Skipped: 878



Answer Choices	Responses	
Cleaner HTML/CSS to start from	53%	1,071
Component-based theme system (reusable interactive theme elements, e.g. responsive tables)	52%	1,048
CSS preprocessor (like Sass) in core	47%	940
View models (simplified data structures for use in templates)	35%	700
Object-oriented render API (to replace render arrays)	32%	646
JS templates for backend (server) and frontend (client) markup	21%	433
Better support for alternative templating engines (e.g. Handlebars, Mustache)	16%	322
Other (please specify)	4%	80
Total Respondents: 2,020		

**Q13 What persona do you think we should favor when making product decisions?
Don't automatically pick your own persona, but think about the long-term strategic impact on Drupal.**

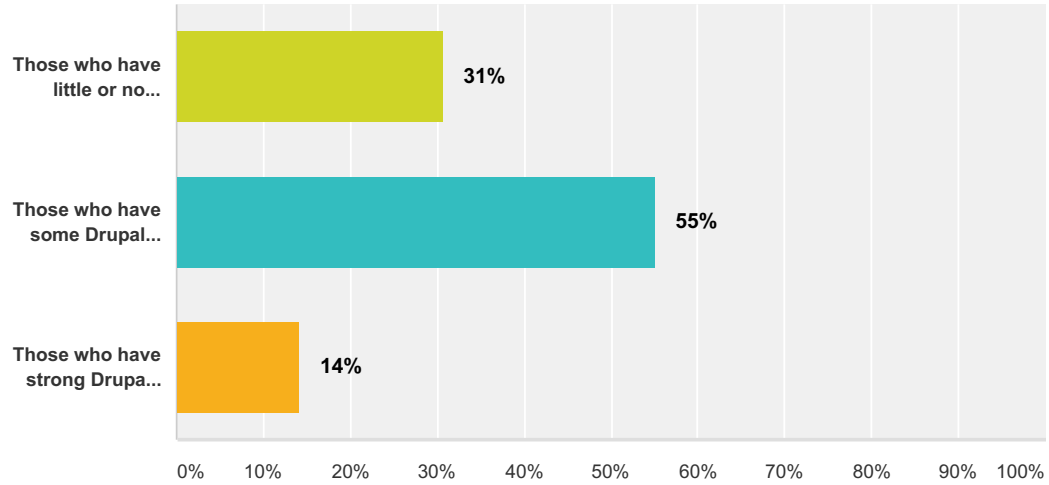
Answered: 2,431 Skipped: 467



Answer Choices	Responses	
Those who create pages and/or write content on a Drupal site (content authors)	44%	1,059
Those who build or maintain Drupal sites (site builders)	31%	750
Those who develop Drupal modules (backend developers)	14%	338
Those who develop rich browser experiences in HTML, CSS and java script (front-end developers)	10%	234
Those who develop Drupal themes in Twig (themers)	2%	50
Total		2,431

**Q14 What skill level do you think we should favor when making product decisions?
Don't automatically pick your own skill level, but think about the long-term strategic impact on Drupal.**

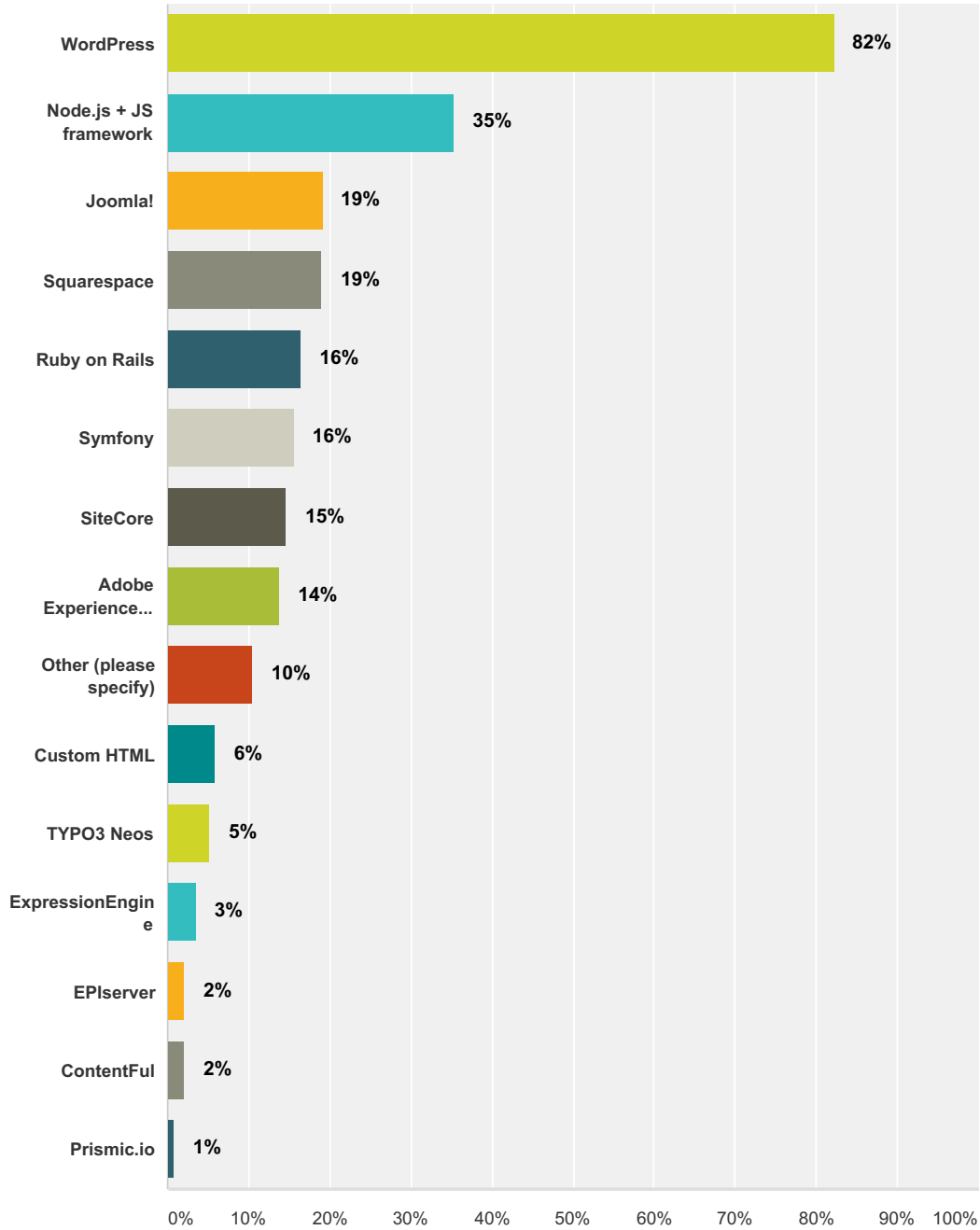
Answered: 2,431 Skipped: 467



Answer Choices	Responses
Those who have little or no experience with Drupal	31% 745
Those who have some Drupal skills	55% 1,339
Those who have strong Drupal expertise	14% 347
Total	2,431

Q15 Which technologies are Drupal's biggest competitors? (Choose up to 3, skip if you don't know)

Answered: 2,239 Skipped: 659



Answer Choices	Responses	
WordPress	82%	1,843
Node.js + JS framework	35%	790
Joomla!	19%	431

Drupal product survey

Squarespace	19%	426
Ruby on Rails	16%	368
Symfony	16%	352
SiteCore	15%	328
Adobe Experience Manager	14%	307
Other (please specify)	10%	234
Custom HTML	6%	129
TYPO3 Neos	5%	118
ExpressionEngine	3%	78
EPIserver	2%	48
ContentFul	2%	45
Prismic.io	1%	19
Total Respondents: 2,239		

**Q16 If you had to describe Drupal to a friend
in *one word*, what would it be?**

Answered: 2,048 Skipped: 850

Q17 Enter to win a DrupalCon Ticket! (optional)

Answered: 1,498 Skipped: 1,400

Answer Choices	Responses
First name	100% 1,496
Last name	99% 1,486
Email address	100% 1,494