



Who is using OpenOffice.org

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Agenda

- Key Survey Facts
- Key Survey Constraints
- Key Findings
- Survey Data
- Outlook

Key Survey Facts

- Current survey is available in English, French and German (more languages to be added)
- About 200,000 people participated between July 13, 2007 and September 13, 2007
- People get to the survey via the registration dialog

Key Survey Constraints

- Linux users are most times not send to the survey
- The survey languages limit the participation from countries where English ins not well spoken
- The open source survey software makes adding new languages and changing an existing survey very difficult
- Pre-defined reports become unusable beyond 80,000 survey responses
- There are sections for new users and sections for experienced users. Thus, not everybody is expected to answer every question.

Key Findings ...

- Age of OpenOffice.org Users
 - > 29% are 30 years old or younger
 - > about 50% are older than 40 years
 - > more than 11% are older than 60 years
- Gender
 - > 75% men and 25% women
- Survey Participation
 - > 80% new survey participants
 - > 2/3rd new OpenOffice.org users who have just installed OpenOffice.org for the very first time

Key Findings ...

- Top Countries
 - > United States, France, Germany, UK, Canada, Italy, Australia, Netherlands, Brazil, Belgium, Poland, Japan, Spain, Russia, India, Sweden, Denmark
- Top Languages
 - > English, French, German, Spanish, Italian, Dutch, Brazilian Portuguese
- New Computer
 - > 38% have just bought a new computer
 - > 70% of the new computers had no office suite pre-installed

Key Findings ...

- Usage Patterns

- > More than 80% use OpenOffice.org at home
- > More than 20% use OpenOffice.org at work

- OS Preference

- > More than 90% of the survey participants are Windows users
- > The preferred Linux distro is Ubuntu

- Available Hardware

- > Most participants have between 512MB and 2GB of RAM
- > Most participants have between 50GB and 200GB of disk space
- > 90% of the participants have a DVD drive
- > More than 42% have a PDA/phone with a document viewer

Key Findings ...

- Most Popular Online Services
 - > Google Search, Wikipedia, Google GMail, Hotmail, Google Maps
- Most Popular Complementary Desktop Apps
 - > Email client, anti-virus software, photo editing, CD/DVD burning software, music player/manager
- Preferred Programming Languages
 - > C/C++, Basic/VBA, Java
- Contributing / Participating
 - > QA/testing and user experience are mentioned are the preferred way for contributing back
 - > Marketing and distributing CDs is mentioned most often by the people who said that they actually had contributed in the past

Key Findings ...

- Interest in related technologies
 - > There is a strong interest in extensions (>20%)!
- Importance of Recommendations
 - > Most people found out about OpenOffice.org through a recommendation (> 50%)
 - > Most recommendations come from a friend (> 40%)
 - > More than 96% of the experienced users would recommend OpenOffice.org to friends
- Source of Binaries
 - > More than 70% of the survey participants got OpenOffice.org from the main/official download site
 - > More than 90% of the survey participants found it easy to find the right version

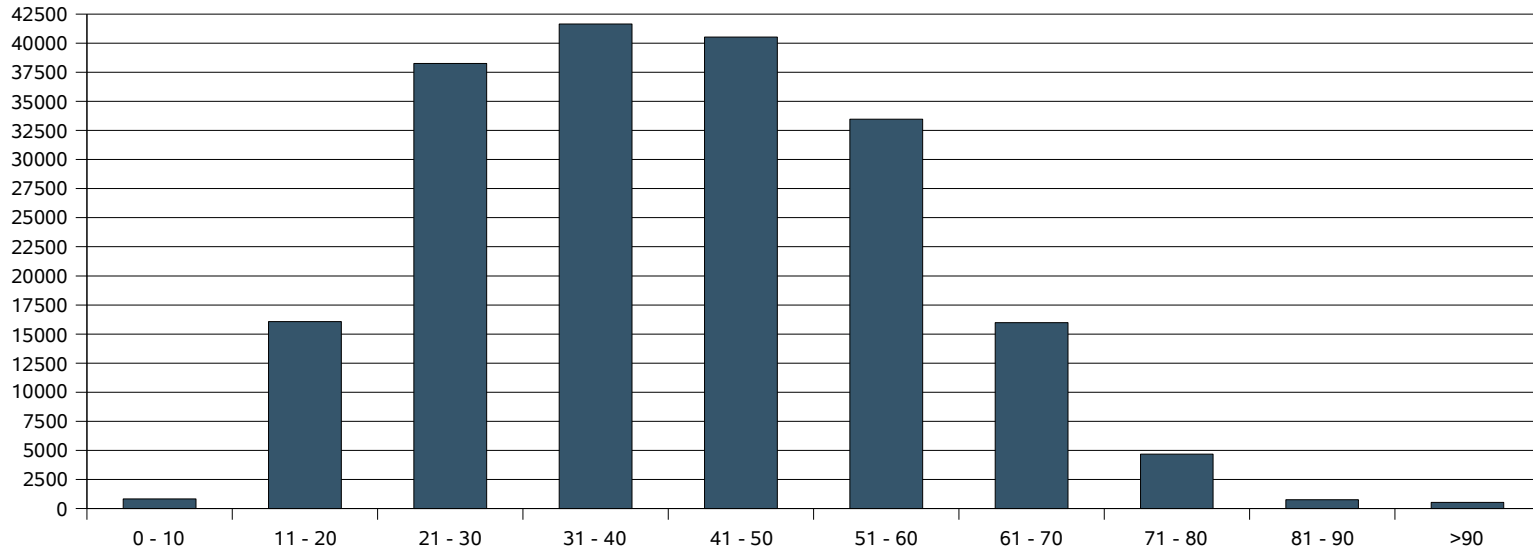
Key Findings ...

- Why OpenOffice.org
 - > Affordable/free, not Microsoft, just want to try out, recommended by someone
- Macro Usage
 - > Most users don't use macros (> 60%)
- Work Users
 - > Education and IT are the most important verticals followed by manufacturing, retail trade, media, government, healthcare and financial services
 - > More than 65% are SMBs (< 100 users)
 - > More than 34% of the work users are using OpenOffice.org exclusively
 - > About 50% of the users use it in parallel to Microsoft Office

Key Findings

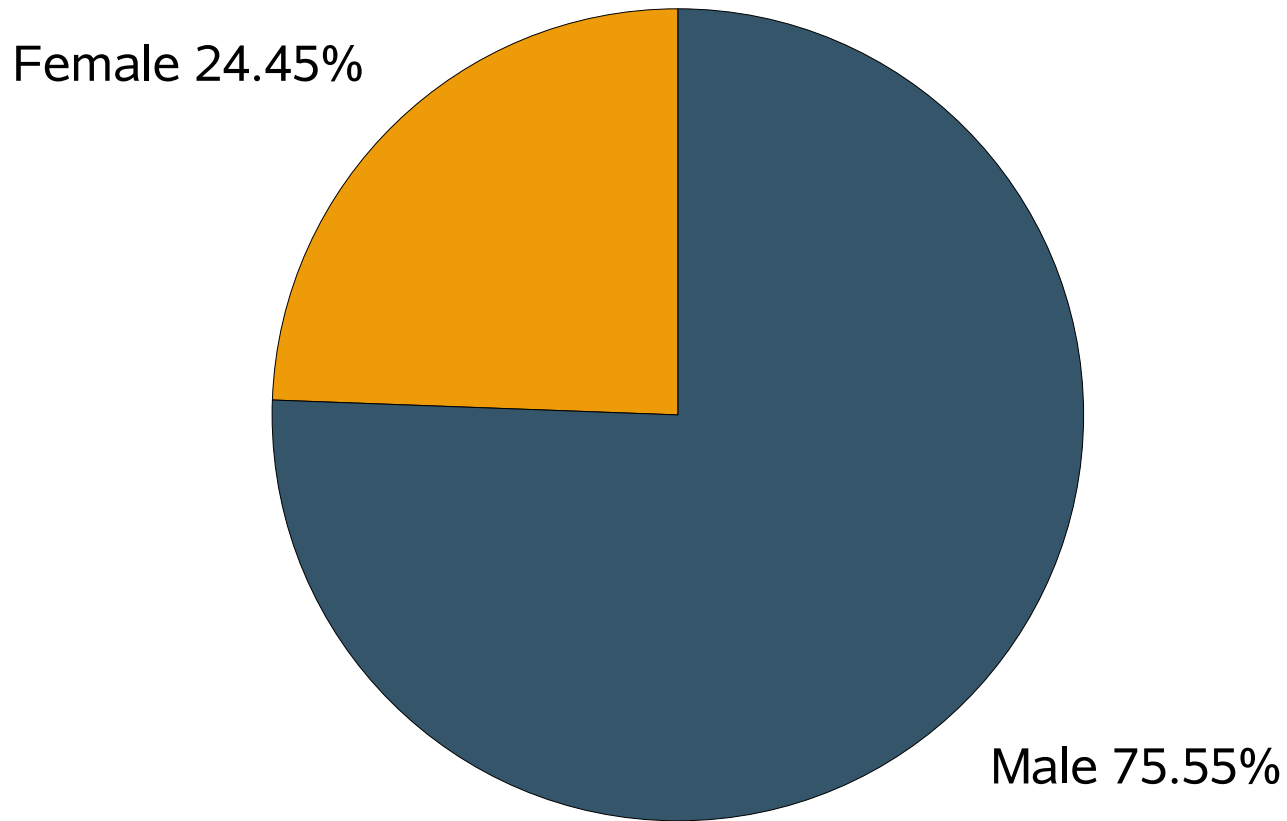
- Important Feature Areas
 - > Microsoft Office compatibility, PDF support followed by photo editing, spell checking and grammar checking
- Update Frequency
 - > About 70% of the users expect updates every 3-6 months

Age of the OpenOffice.org Users

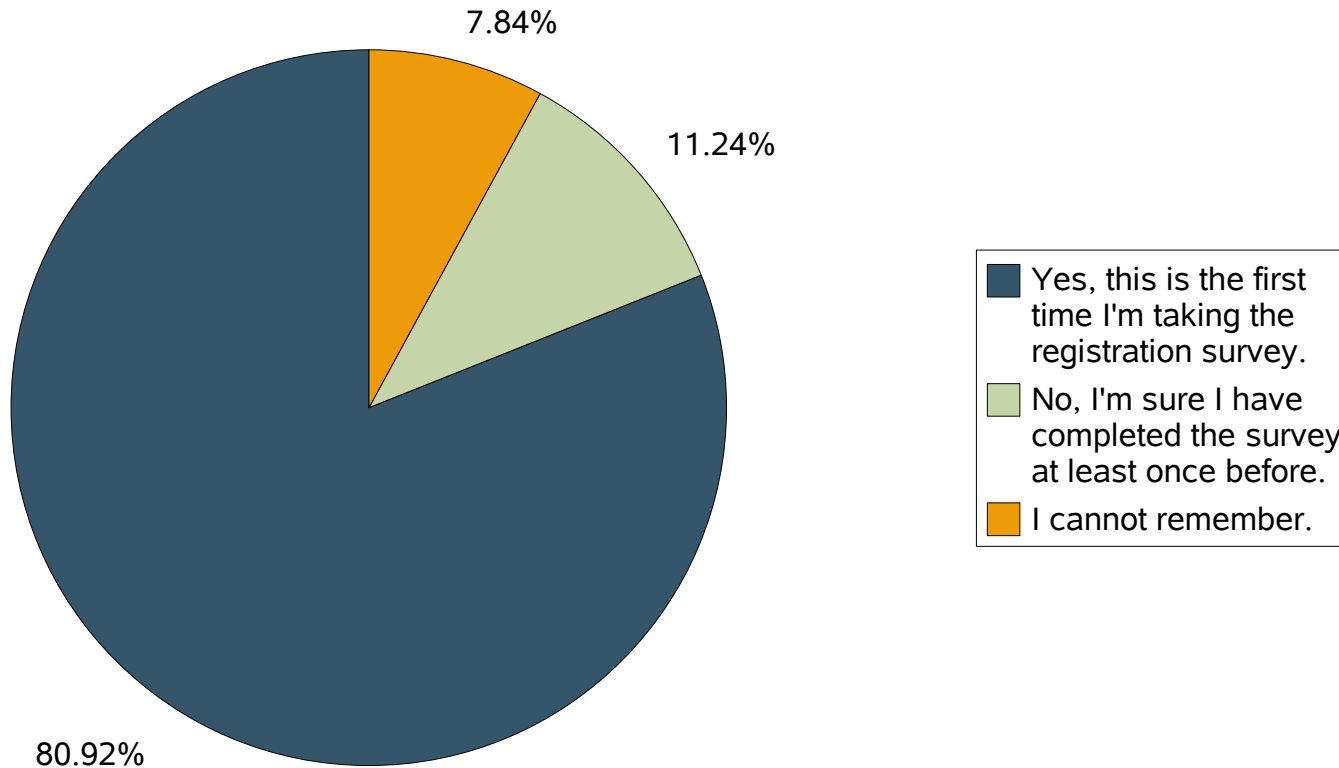


How old are you?	Responses	Percent	Cumulative	Cumulative
0 - 10	840	0.44%	0.44%	100.00%
11 - 20	16079	8.34%	8.78%	99.56%
21 - 30	38259	19.85%	28.63%	91.22%
31 - 40	41651	21.61%	50.23%	71.37%
41 - 50	40531	21.03%	71.26%	49.77%
51 - 60	33454	17.36%	88.62%	28.74%
61 - 70	15969	8.28%	96.90%	11.38%
71 - 80	4677	2.43%	99.33%	3.10%
81 - 90	771	0.40%	99.73%	0.67%
>90	525	0.27%	100.00%	0.27%

75% Men



80% New Survey Participants



Top Countries

Country	Responses	Percent	Cumulative
United States	58414	30.58%	30.58%
France	23836	12.48%	43.06%
Germany	14538	7.61%	50.67%
United Kingdom	12334	6.46%	57.12%
Canada	7504	3.93%	61.05%
Italy	6007	3.14%	64.20%
Australia	4628	2.42%	66.62%
Netherlands	4484	2.35%	68.97%
Brazil	4458	2.33%	71.30%
Belgium	3388	1.77%	73.07%
Poland	3163	1.66%	74.73%
Japan	2667	1.40%	76.12%
Spain	2534	1.33%	77.45%
Russia	2440	1.28%	78.73%
India	2182	1.14%	79.87%
Sweden	2125	1.11%	80.98%
Denmark	2090	1.09%	82.08%

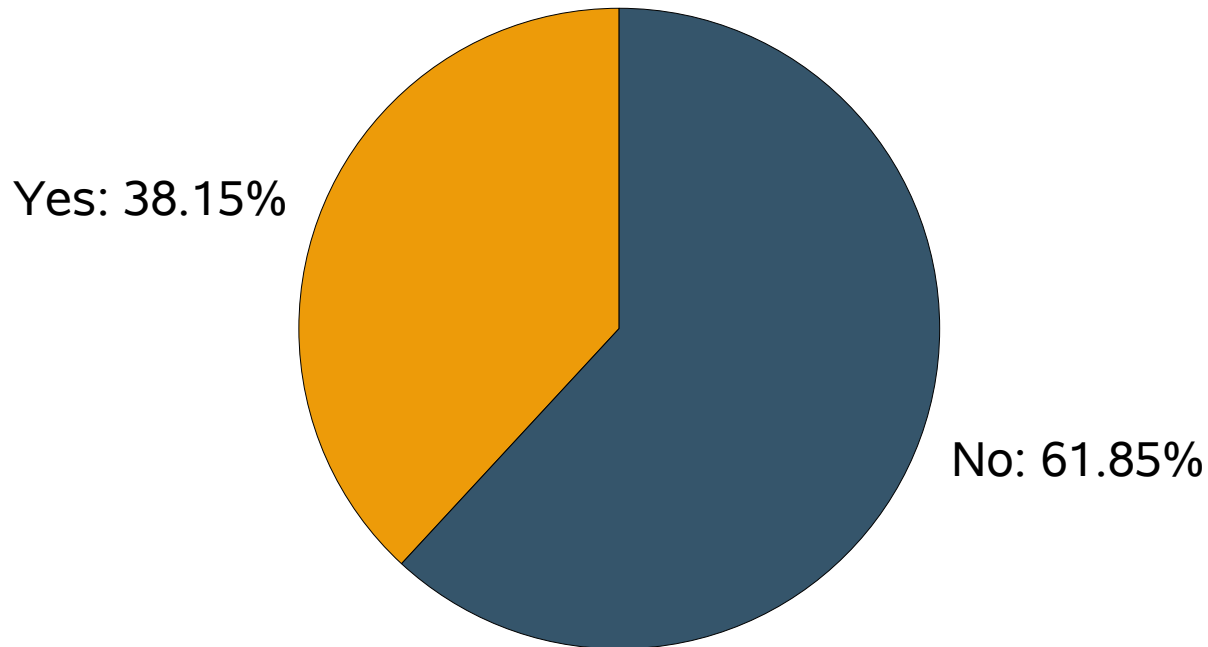
Top Languages

Language	Responses	Percent	Cumulative
English (en)	86240	45.49%	45.49%
Français (fr)	28733	15.16%	60.65%
Deutsch (de)	16097	8.49%	69.14%
Español (es)	6951	3.67%	72.80%
Italiano (it)	6005	3.17%	75.97%
Nederlands (nl)	5892	3.11%	79.08%
Português do Brasil (br)	4292	2.26%	81.34%

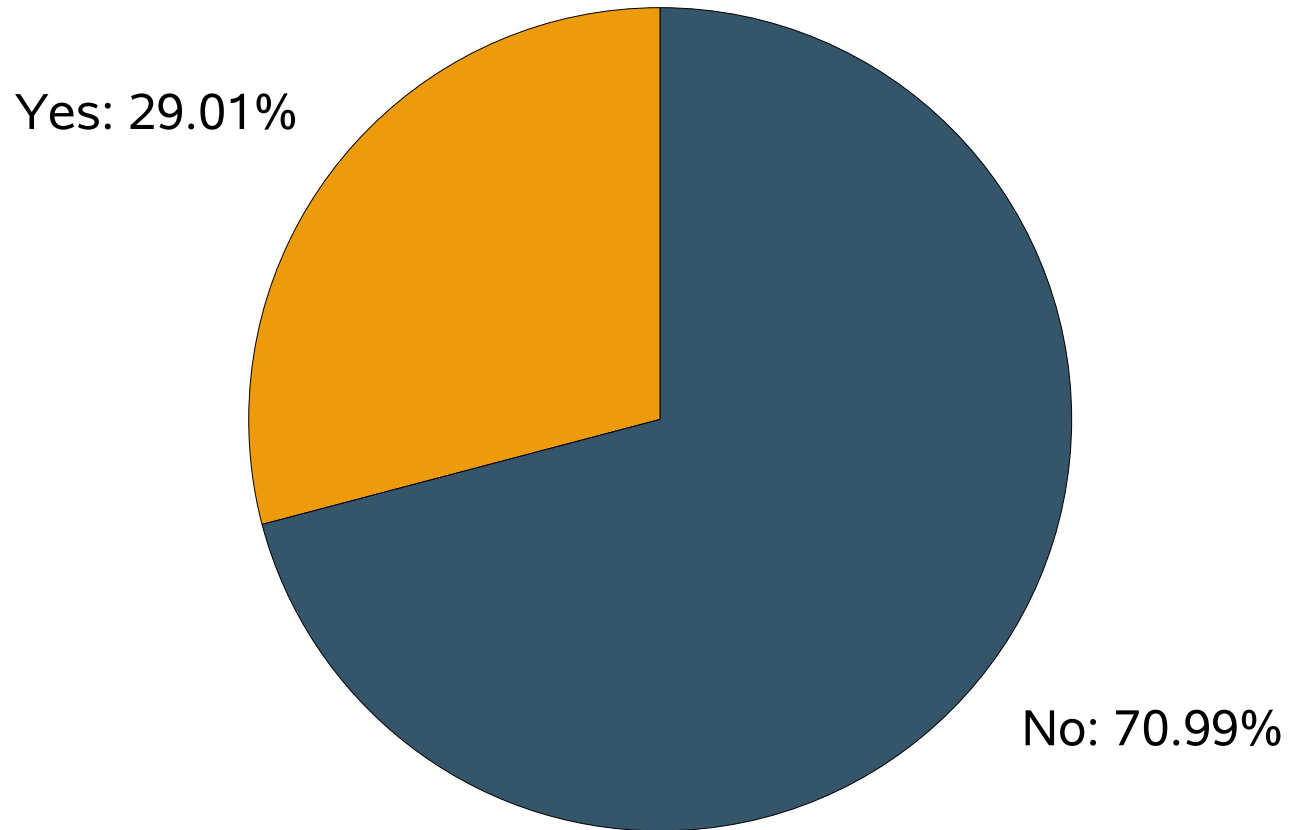
2/3rd New Users

Using since when	Responses	Percent
I just installed it for the first time.	127334	67.25%
1-6 months	16264	8.59%
6-12 months	10288	5.43%
1-2 years	15652	8.27%
more than 2 years	19811	10.46%

New Computer?



Office Suite Pre-Installed?



More Home Users

Using where	Responses	Percent
at home	126159	66.68%
at work	21711	11.47%
at university	5456	2.88%
at school	2354	1.24%
at home and at work equally	23088	12.20%
at home and at university equally	6471	3.42%
at home and at school equally	3970	2.10%

More than 90% on Windows

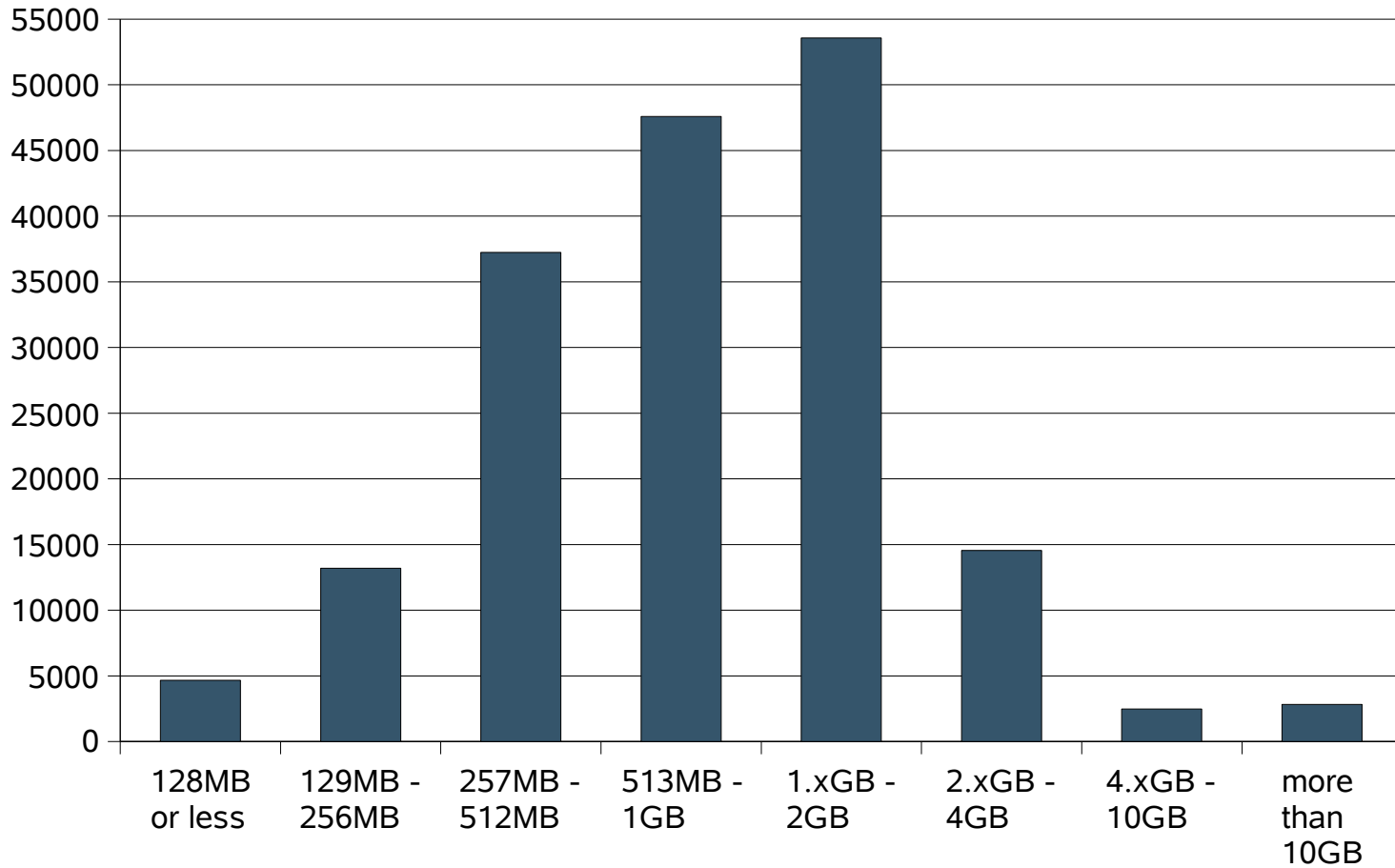
Main OS	Responses	Percent
Windows Vista	42450	23.11%
Windows XP	118577	64.55%
Windows NT 4.0	464	0.25%
Windows 2000	4862	2.65%
Windows 98 (SE/ME)	2583	1.41%
Windows 95	343	0.19%
Linux (Intel x86)	4602	2.51%
Linux (PowerPC)	438	0.24%
Solaris OS for SPARC	112	0.06%
Solaris OS for X86	99	0.05%
Mac OS X	8139	4.43%
FreeBSD	195	0.11%
Other	848	0.46%

- **Comments:**
 - > Linux users under represented in the survey
 - > Most Vista users just bought a new computer

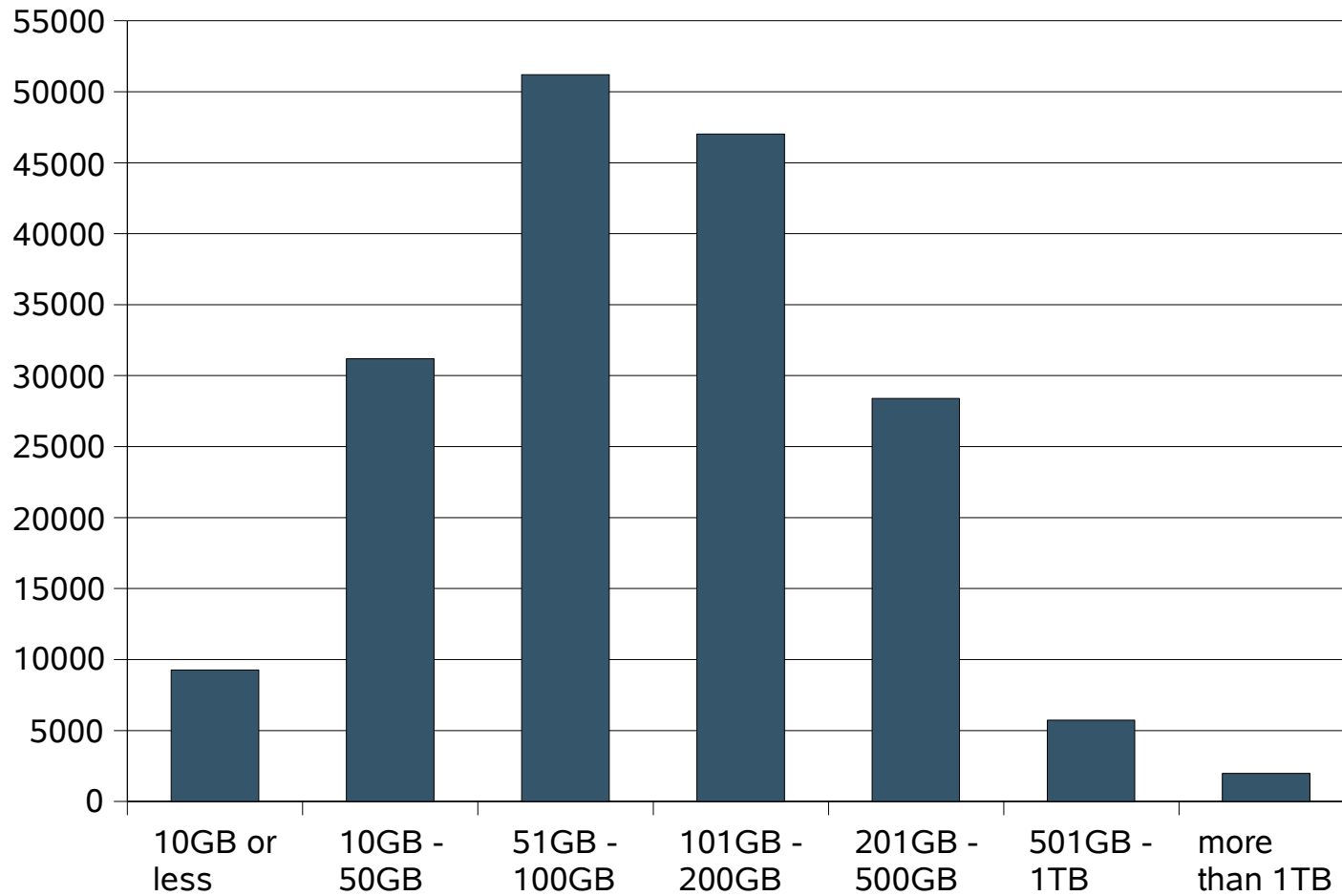
Used Linux Distros

Used Linux Distro	Responses	Percent
Ubuntu	8487	20.19%
Kubuntu	2122	5.05%
Debian	2284	5.43%
openSUSE	3371	8.02%
Fedora	3159	7.51%
Knoppix	1394	3.32%
Slackware	909	2.16%
Freespire	416	0.99%
Gentoo	897	2.13%
Red Hat	2451	5.83%
Novell SLED	484	1.15%
PCLinuxOS	914	2.17%
Xandros	334	0.79%
Mandriva	1868	4.44%
Linspire	344	0.82%
Other	12603	29.98%

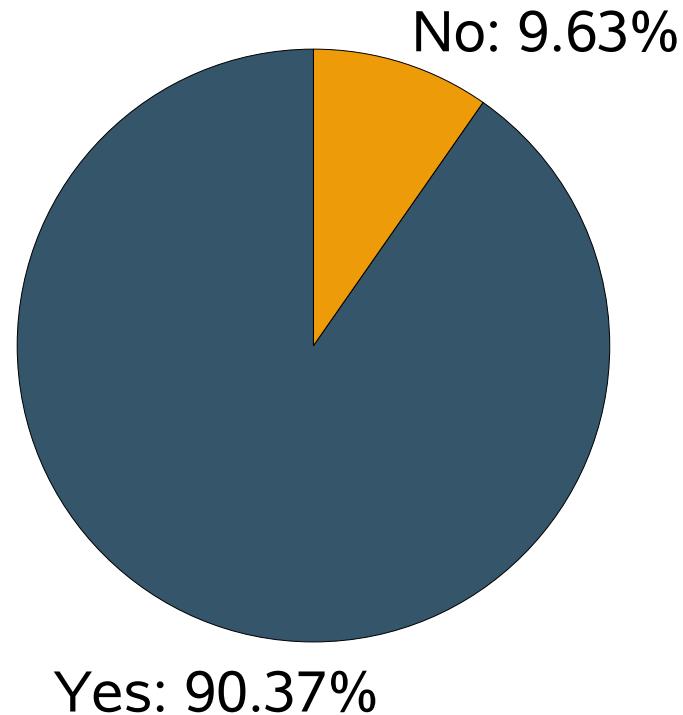
RAM in Computer



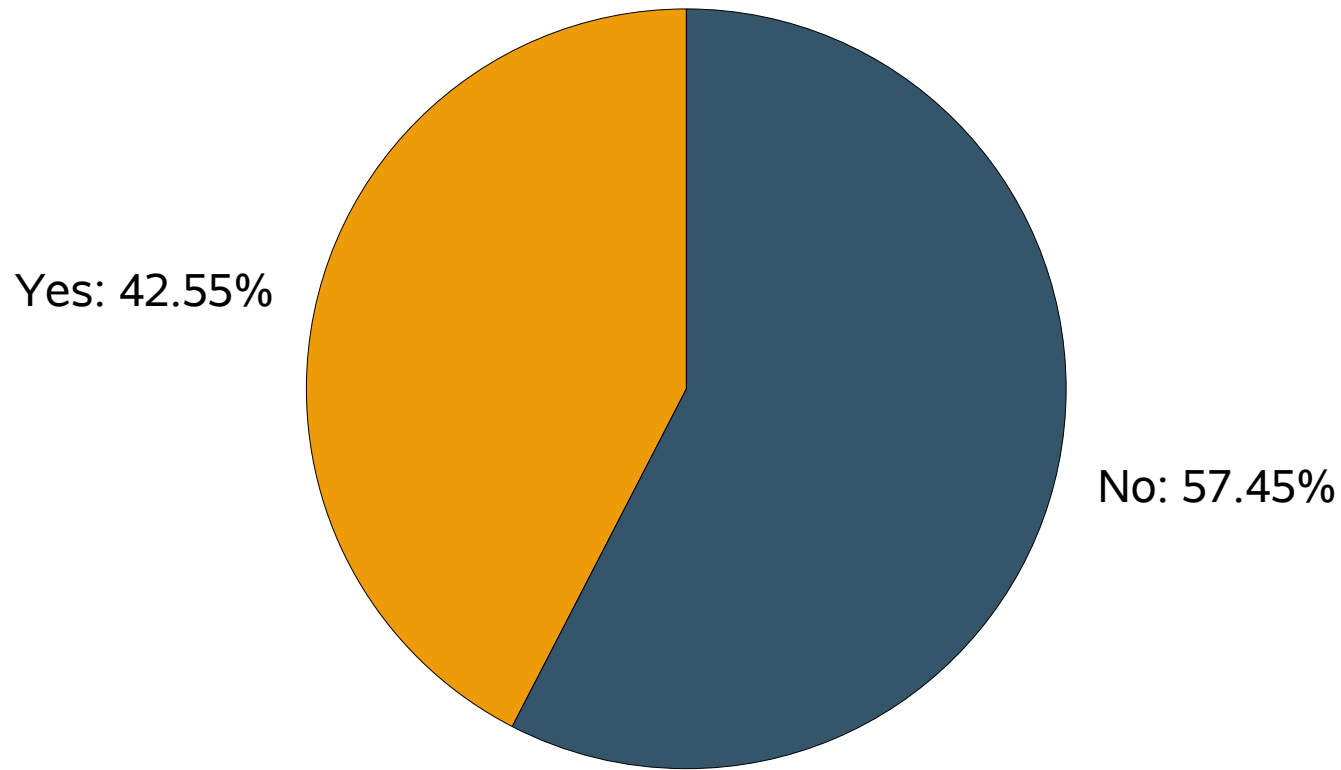
Disk Space



Availability of a DVD Drive



PDA/Phone with Document Viewer



Internet Connection

Connected to Internet per Day	Responses	Percent
1 hour or less	30789	17.11%
more than 1 hour but less than or equal to 2 hours	38800	21.56%
more than 2 hours but less than or equal to 4 hours	41924	23.30%
more than 4 hours but less than or equal to 6 hours	22051	12.25%
more than 6 hours	46376	25.77%

Used Online Services

Services Used	Responses	Percent
Google Search	155451	77.73%
Wikipedia	67004	33.50%
Google GMail	44397	22.20%
Hotmail	43701	21.85%
Google Maps	42498	21.25%
MSN	40274	20.14%
YouTube	39871	19.94%
eBay	38824	19.41%
Other	38727	19.36%
Yahoo! Mail	37772	18.89%
Yahoo! Search	36780	18.39%
Skype	25913	12.96%
Picasa	17465	8.73%
MySpace	16316	8.16%
Google Calendar	9888	4.94%
Yahoo! Maps	8530	4.27%
Google Talk	7528	3.76%
Google Docs and Spreadsheets / Google Apps	7373	3.69%
Google Language Tools	7180	3.59%

Other Used Desktop Applications

Other Used Desktop Applications	Responses	Percent
Email client	104762	52.38%
Anti-virus software	99141	49.57%
Photo editing	75586	37.79%
CD/DVD burning/creation software	72596	36.30%
Music player / manager (e.g. iTunes)	70800	35.40%
Games	53145	26.57%
Dictionaries	35884	17.94%
Instant messaging client	34431	17.22%
Calendar client	30528	15.26%
Video editing	28856	14.43%
HTML / web page editing software	28418	14.21%
Personal accounting	23170	11.59%
Desktop Publishing (DTP)	18555	9.28%
Tax software	17485	8.74%
Hobby programming	17067	8.53%
Learning software (languages, guitar playing, etc.)	16049	8.02%
Translation software	15296	7.65%
Clipart collections	14628	7.31%
Font collections	12937	6.47%
CAD software	12032	6.02%
Newsreader / blog aggregator	11829	5.91%

Preferred Programming Languages

Preferred Programming Languages	Responses	Percent
I'm not a developer	78175	39.09%
C / C++	13601	6.80%
Java	12219	6.11%
Basic	7899	3.95%
PHP	7806	3.90%
VBA	5468	2.73%
C# and other .NET enabled languages	4795	2.40%
Perl	3689	1.84%
Pascal	3064	1.53%
Assembler	2680	1.34%
Python	2648	1.32%
Delphi	2583	1.29%
Matlab	2208	1.10%
Fortran	1821	0.91%
Ruby	1099	0.55%
JRuby	317	0.16%

Interest in Contributing

Interested in Contributing	Responses	Percent
No, I'm not interested in contributing to the OpenOffice.org project.	73612	36.81%
I do not know.	25374	12.69%
I'll decide after I have tested the software. I've just installed the software.	22970	11.49%
I think I am not able to contribute.	18893	9.45%
Help with QA and testing	12273	6.14%
User experience (e.g. test usability, help design the UI, define new features)	8654	4.33%
Other	5468	2.73%
Create and distribute CD's	4857	2.43%
Donate money	4468	2.23%
Do marketing	3935	1.97%
Translate documentation	3799	1.90%
Implement new features	3295	1.65%
Write user documentation	3087	1.54%
Provide help on mailing lists	2616	1.31%
Help to localize the application	2033	1.02%
Write bug fixes	1551	0.78%
Write developer documentation	1213	0.61%
Write API code snippets, i.e. small programming examples	1067	0.53%
Help with porting OpenOffice.org to a platform / OS	784	0.39%
I am already contributing to one or more OpenOffice.org projects.	606	0.30%

Past Contributions

Past Contributions	Responses	Percent
No, I haven't contributed to the project, yet.	132811	66.41%
Other	5282	2.64%
Do marketing	1404	0.70%
Create and distribute CD's	1399	0.70%
Donate money	1188	0.59%
Help with QA and testing	878	0.44%
Write user documentation	747	0.37%
User experience (e.g. test usability, help design the UI, define new features)	710	0.36%
Write developer documentation	605	0.30%
Translate documentation	485	0.24%
Help to localize the application	441	0.22%
Provide help on mailing lists	400	0.20%
Implement new features	390	0.20%
Write bug fixes	384	0.19%
Help with porting OpenOffice.org to a platform / OS	293	0.15%
Write API code snippets, i.e. small programming examples	248	0.12%

Interest in Related Technologies

Like to Learn More About	Reponses	Percent
Extensions / Plug-ins for OpenOffice.org	40942	20.47%
OpenOffice.org Training	23340	11.67%
Dictionaries	23013	11.51%
Document Templates	21906	10.95%
OpenOffice.org Books	21807	10.90%
MS Outlook Alternatives	21453	10.73%
Databases	21162	10.58%
Email clients	20280	10.14%
Fonts	19812	9.91%
Clipart Graphics	18276	9.14%
OpenOffice.org Support	16812	8.41%
Calendar clients	16465	8.23%
MS Access Alternatives	15786	7.89%
Linux / Open Source Desktops	13466	6.73%
Document Management Systems	10325	5.16%
Development Tools	8150	4.08%
MS Exchange Alternatives	7993	4.00%
Accessibility Tools	6970	3.49%
Content Management Systems	6625	3.31%
(Macro) Migration Tools	6151	3.08%
MS Sharepoint Alternatives	5539	2.77%
(Macro) Migration Services	5407	2.70%
Engineering services (e.g. custom development)	5135	2.57%
Thin Clients	4271	2.14%
Integrated Solutions for your Industry / Vertical	3197	1.60%

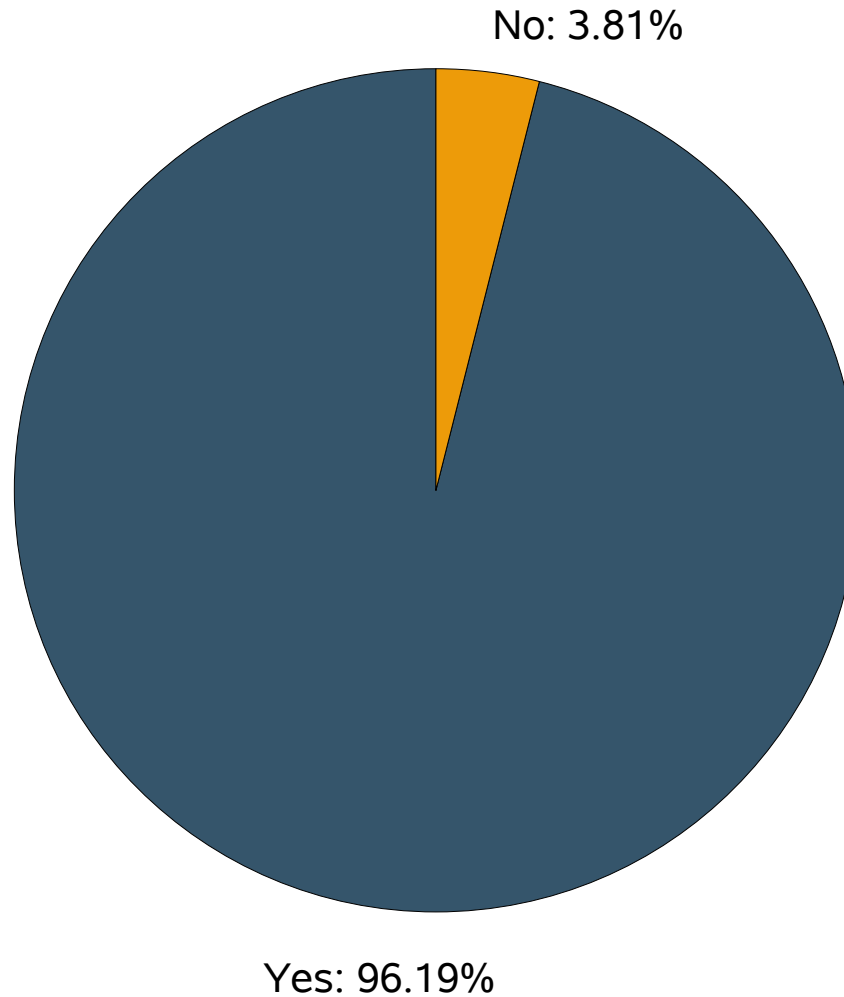
Finding out About OpenOffice.org

How did you find out about OpenOffice.org?	Responses	Percent
Someone recommended it to me.	74045	54.51%
I read about it in a print computer magazine.	16439	12.10%
A web search (e.g. Google) led me to it.	14912	10.98%
I found a link on a website other than www.openoffice.org.	9532	7.02%
I read about it in an online computer magazine.	8404	6.19%
It has been installed on my company's desktop computers.	6732	4.96%
I read about it in a non-computer magazine or newspaper.	2653	1.95%
I heard about it on the radio or TV.	1771	1.30%
Through a conference / presentation / public demonstration.	1341	0.99%

Who Recommended OpenOffice.org?

Who recommended OpenOffice.org?	Responses	Percent
A friend	41936	40.63%
Other	17394	16.85%
A co-worker / colleague	16390	15.88%
A family member	16008	15.51%
A teacher / professor	5029	4.87%
Someone in my class at school or university	4477	4.34%
Someone at a trade show or conference	1313	1.27%
Someone with whom I do sports with (e.g. another member of a sports club)	666	0.65%

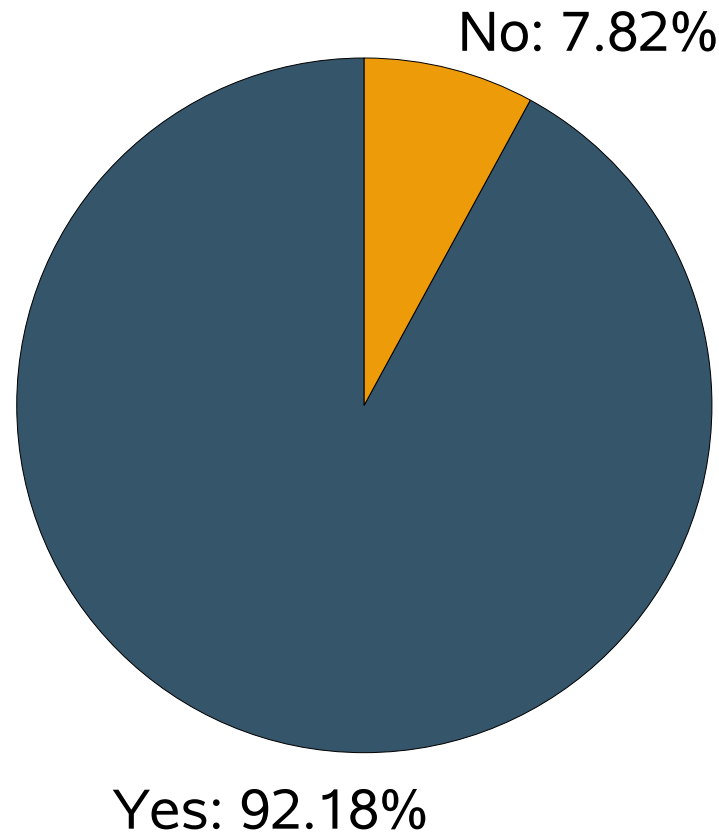
Would you recommend OpenOffice.org?



Obtained how?

Obtained how?	Responses	Percent
Download from the main OpenOffice.org website.	99679	73.21%
Download from another Internet location (e.g. Download.com)	10416	7.65%
Magazine CD.	5409	3.97%
A friend gave it to me.	3864	2.84%
Download from a mirror site listed somewhere on OpenOffice.org	3864	2.84%
Download through peer-to-peer network (bittorrent).	3079	2.26%
Bought OpenOffice.org CD	2554	1.88%
It came pre-installed on my new computer.	2367	1.74%
It has been installed on my company/school/university desktops.	1858	1.36%
Bundled together with my operating system (e.g. Linux distribution)	1182	0.87%
My company/school/university gave me a copy.	914	0.67%
Free CD give-away at a public meeting/presentation/trade show.	728	0.53%
Bought StarOffice	233	0.17%

Was it easy to find the right version?



Reasons for OpenOffice.org

Reasons for OpenOffice.org	Responses	Percent
I can afford it because it is free.	82260	41.13%
It is not Microsoft.	42987	21.49%
I just wanted to try it out	35891	17.95%
It was recommended to me	35153	17.58%
I need PDF export capabilities.	15618	7.81%
Other	11486	5.74%
It is the only/best office suite that runs on my platform.	10010	5.01%
It is the only/best office suite available in my language.	5858	2.93%
In order to open an ODF file	4874	2.44%
It works from my memory stick	4720	2.36%
Everybody around me is using it.	4433	2.22%

Current Upgrade Frequency

How often do you upgrade?	Responses	Percent
I install every new version of OpenOffice.org.	31451	46.36%
I upgrade very infrequently / randomly.	15784	23.26%
Other	10157	14.97%
I only install an update if it includes new features that are important to me.	8381	12.35%
I always wait for a new release of my Linux distribution.	1302	1.92%
I install every new developer snapshot of OpenOffice.org.	770	1.13%

Resolving Issues

How do you resolve issues?	Responses	Percent
I ask a colleague or friend.	25371	32.55%
Online Help in OpenOffice.org	19837	25.45%
Web Forums	18728	24.02%
OpenOffice.org Mailing Lists	5556	7.13%
Reference Books and Manuals	4400	5.64%
I contact my vendor.	2084	2.67%
OpenOffice.org IssueZilla / Issue Tracker	1978	2.54%

Macro Usage

Macro Usage	Responses	Percent
I don't use it because I don't need it.	37086	64.52%
I use it very rarely.	10605	18.45%
I would like to use it more often, but it seems too complicated.	5248	9.13%
I use it frequently.	3100	5.39%
I don't use it because the functionality is not sufficient.	1440	2.51%

Preferred Update/Upgrade Frequency

Preferred Update/Upgrade Frequency	Responses	Percent
Once a quarter	25336	42.94%
Every 6 months	17733	30.05%
Once per year	11268	19.10%
Every 2 years	1878	3.18%
Less frequent than every 2 years, i.e. more than 2 years between updates	2788	4.73%

Important Feature Areas

Important Feature Areas	Responses	Percent
Microsoft Office 2007 compatibility	20008	10.00%
Microsoft Office 97-2003 compatibility	19152	9.58%
PDF Import	18667	9.33%
PDF Export	18552	9.28%
Photo Editing	11058	5.53%
Spell Checking	10609	5.30%
Grammar Checking	10490	5.25%
Dictionaries	10388	5.19%
Fonts	9566	4.78%
Translation Tools	7630	3.82%
Templates	7047	3.52%
Clipart	7043	3.52%
Email Client	6733	3.37%
Collaboration	5979	2.99%
Calendar Client	5277	2.64%
Desktop Publishing	5221	2.61%
Web Publishing	5163	2.58%
Maps	4720	2.36%
Database programming	4573	2.29%
Data Analysis	4511	2.26%
File Compression	4471	2.24%
Special Graphical Effects	4311	2.16%
Statistical Tools	4249	2.12%
Chart Types	4104	2.05%
Desktop / operating systems integration	3981	1.99%
Multi-media Support for Presentations	3704	1.85%
Flash Export	3601	1.80%
Database reports	3385	1.69%
Org Charts	3166	1.58%
VBA Compatibility	3158	1.58%
Wiki import/export	3147	1.57%
Pivot Tables / DataPilot	3142	1.57%
Online Help	3037	1.52%

Industries / Verticals

Industry	Responses	Percent
Private / personal use only	7571	19.80%
Education / Research / Science	5764	15.08%
IT: Software / Hardware / Services	5306	13.88%
Manufacturing	2750	7.19%
Retail Trade	2414	6.31%
Media / Entertainment / Publishing	2151	5.63%
Government / Defense / Military	2002	5.24%
Healthcare	1903	4.98%
Financial Services	1804	4.72%
Telecommunication	1216	3.18%
Not for Profit / Church	1133	2.96%
Automotive	1021	2.67%
Legal	996	2.60%
Energy	900	2.35%
Agriculture	885	2.31%
Life Sciences	419	1.10%

Office Users at Local Branch

Office users at branch	Responses	Percent
1-9	17188	50.92%
10-99	5741	17.01%
100-999	2802	8.30%
1,000-9,999	1120	3.32%
10,000-99,999	332	0.98%
100,000 and more	232	0.69%
I do not know.	6338	18.78%

Percentage Switched

Percentage switched at branch	Responses	Percent
0	6142	18.25%
1-19%	9986	29.68%
20-39%	2261	6.72%
40-59%	2000	5.94%
60-79%	1160	3.45%
80-99%	1115	3.31%
100%	3372	10.02%
I don't know.	7613	22.62%

Usage Pattern

Usage by the users who switched	Responses	Percent
They are using OpenOffice.org exclusively.	9672	34.35%
They are using OpenOffice.org in parallel with Microsoft Office.	15998	56.82%
They are using OpenOffice.org in parallel with an office suite other than Microsoft Office.	2484	8.82%

Outlook

- More languages to be added for the current survey
- Introduce a survey of the week / month to get feedback on current developments
- Search for new survey software in order to simplify the process of adding new languages and changing existing surveys



Who is using OpenOffice.org

Erwin Tenhumberg

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