The research design used a mixed-method approach to create a credible and empirically-driven assessment of the value of WordPress and resulted in our model and economic value equation. The methods used were:

- A comprehensive review of academic and industry literature, including adjusting OECD economic indicators for digital economies
- Complementary primary data and analysis of economic value through industry valuations and projections from a survey of 28 WordPress Ecosystem consortium members, 400 businesses + 22 Consortium members, and 400 end-users
- Five external SME interviews/contributions in the economic impact of WordPress informing our model/equation
- Four case studies from organizations profiling the role of WordPress on economic outcomes through the pandemic crisis (drawn from USA, UK, Europe, and AUS)

All research methods were designed in the context of the Covid-19 pandemic crisis and rebound economy. Specific efforts were undertaken to assess economic change in relation to the crisis.

For more information please visit wpengine.com/wordpress-economy or contact WP Engine at press@wpengine.com.

### The Financial Landscape

- **$596.7 Billion**

  THE VALUE OF THE WORDPRESS ECONOMY

  61% of the internet is built on WordPress.

  There are more than 62 million WordPress sites.

  30% of the top 500 sites are built on WordPress.

- **$635.5 Billion**

  The Wordpress Economy is Expected to Reach $635.5 Billion by the End of 2021

  45% of organizations plan to use WordPress more in 2021.

  68% of users plan to use WordPress more in 2021.

  89% of users surveyed believe that the WordPress community will continue to grow over the next 5 years.

### Accelerated Industry Growth

**Wordpress Occupies a Significant Space in the Digital Landscape and it is Only Continuing to Grow**

- **45% of organizations plan to use WordPress more in 2021.**
- **68% of users plan to use WordPress more in 2021.**

### Corporate Financial Growth

**Businesses that Invest in WordPress Continue to See a Positive Financial Return**

- **34%**

  0-99

- **39%**

  100-499

- **40%**

  500-999

- **42%**

  1000+

### Personal Financial Growth

**Consistent and Frequent Use of WordPress Drives Personal Financial Gains**

- **$610M**

  Personal Impact

  A user who increases their use of WordPress personally or professionally would not only increase their income but deliver an estimated $610 million impact on the overall economy (collectively).

  There are a direct correlation between the amount of time spent on WordPress per week and personal income.

  Users who work with WordPress more than 15 hours a week derive 48% of their income from WordPress.

  Nearly half of user respondents said that 25-100% of their personal income is represented by WordPress.

  There is a direct correlation between users' work with WordPress and personal income.

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