



umbraco

*Umbraco Community Health Survey 2022*

# Umbraco Community Health Survey 2022

122 respondents

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# Background



# The Umbraco Community Health Survey 2022

Earlier in the year, we asked you to share your thoughts and feedback about Umbraco, and your experience in the Umbraco Community. A whopping **122** of you got back to us across **30** questions on a range of topics from contributions to Cloud, to Codegarden.

So, here are those responses!

From all of us in the Umbraco Developer Relations team, a huge thank you and H5YR for taking the time to share this vital feedback.

Now, it's up to us to take action on these.

**It's important for us that you know that our door is always open to any and all kinds of feedback. While we can't always promise a solution now or in the future, we hear you and we will ensure that this feedback reaches the right people within Umbraco.**

## Key takeaways...?

When it came to whittling down the results into a number of key takeaways, it became clear that *it really isn't that simple*.

It's not our place to influence how you should perceive this data. Instead, we hope that you will read into the data yourselves, and make your own conclusions from what they tell you. You can even [let us know what you think](#) about the survey results.

One thing that we *would* like to mention is that we found a strong variation in experience and opinion - and this is so important for a healthy Community.

If you're interested in hearing more about the Umbraco Developer Relations team's own key takeaways from the data, then you can Emma's musings [on the Umbraco blog](#).

# Relationship with Umbraco

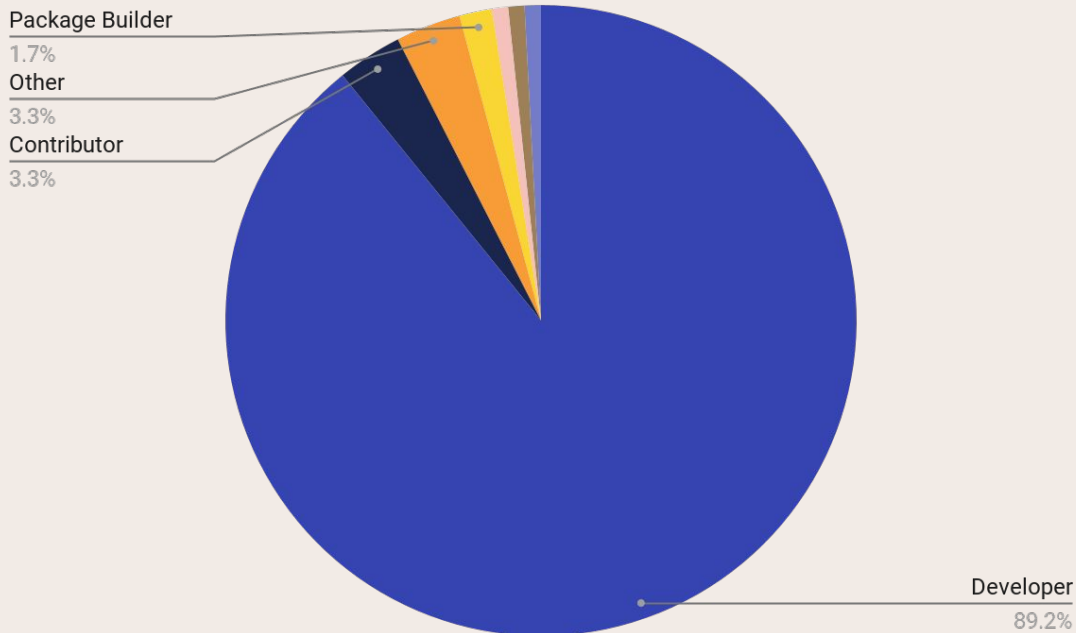


# What is your relationship with Umbraco?

The Umbraco Community is overwhelmingly made up of developers.

Some people relate more to specific labels, such as 'Contributor' and 'Package Builder'.

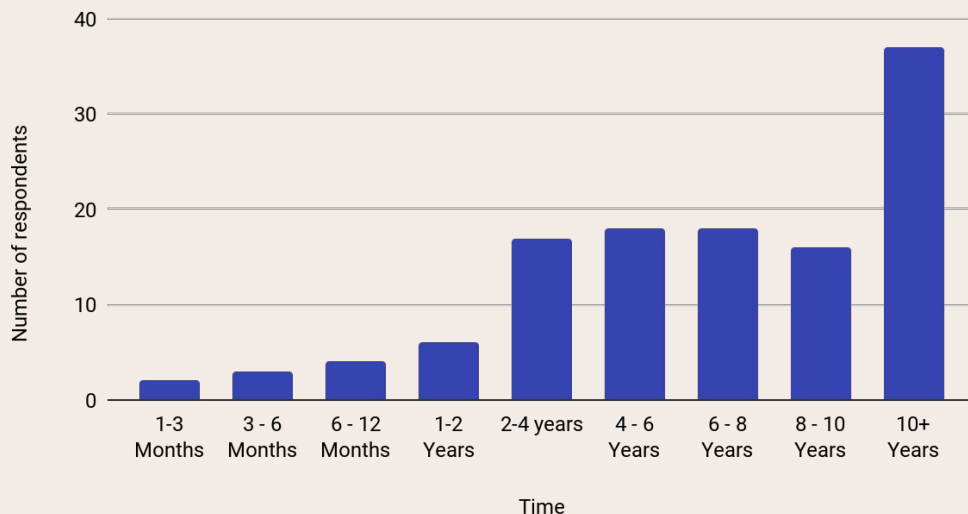
Those who selected 'Other' still described themselves as Developers, just added more things!



## How long have you been working with Umbraco?

- 12% of people (15 responses) have been working with Umbraco for less than 2 years
- Almost a third of people (35, 29%) have been with Umbraco for 2 - 6 years
- 78% of people have been working with Umbraco for at least 2 years

How long have you been working with Umbraco?



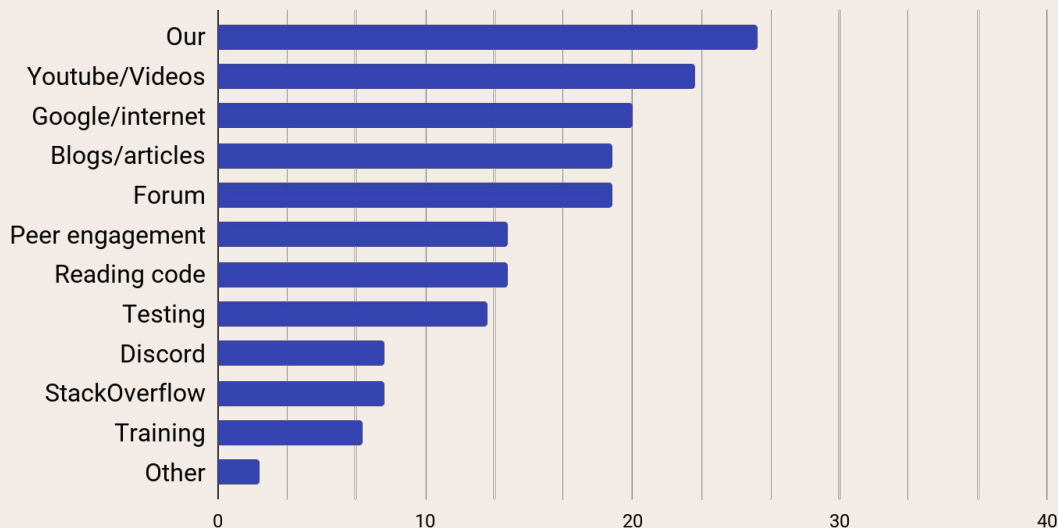


# Community



## What do you find to be the best resources for learning?

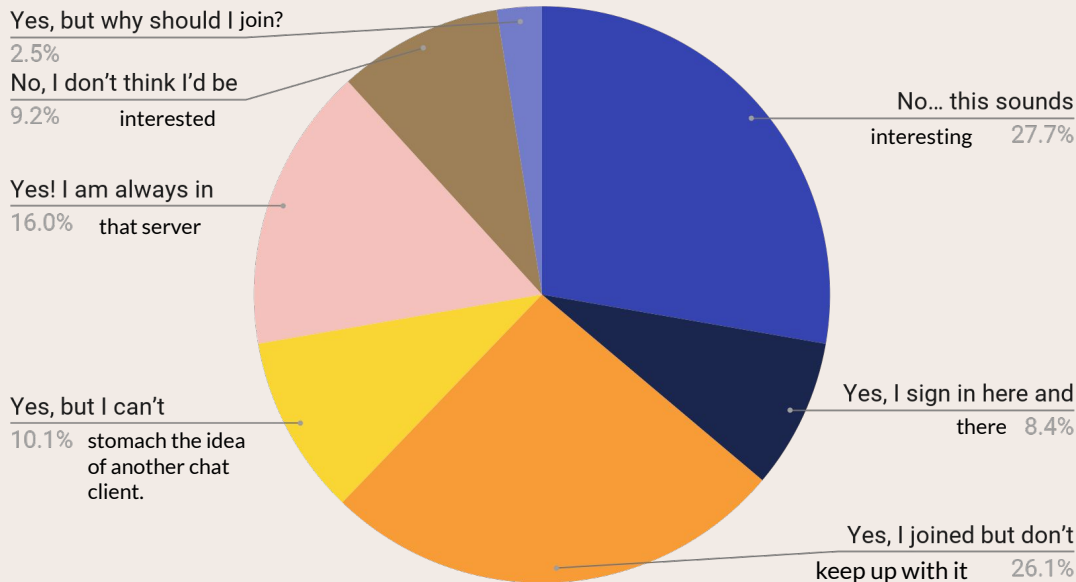
- Documentation is by far the biggest resource
- 20 people (17%) use Google or internet searches as a means for learning
- Our is clearly an important hub for Community members with Our, Documentation, Forum being some of the biggest volume responses
- 4 people specifically mentioned Paul Seal's videos 🧐



## Do you know about our Discord server?

- 50.5% of respondents are already in the Discord server
- 27.7% of respondents (around 33 people) are possible new members
- Almost a fifth of people are not likely to be using Discord (19.3%, 23 respondents)

Do you know about our Discord server?

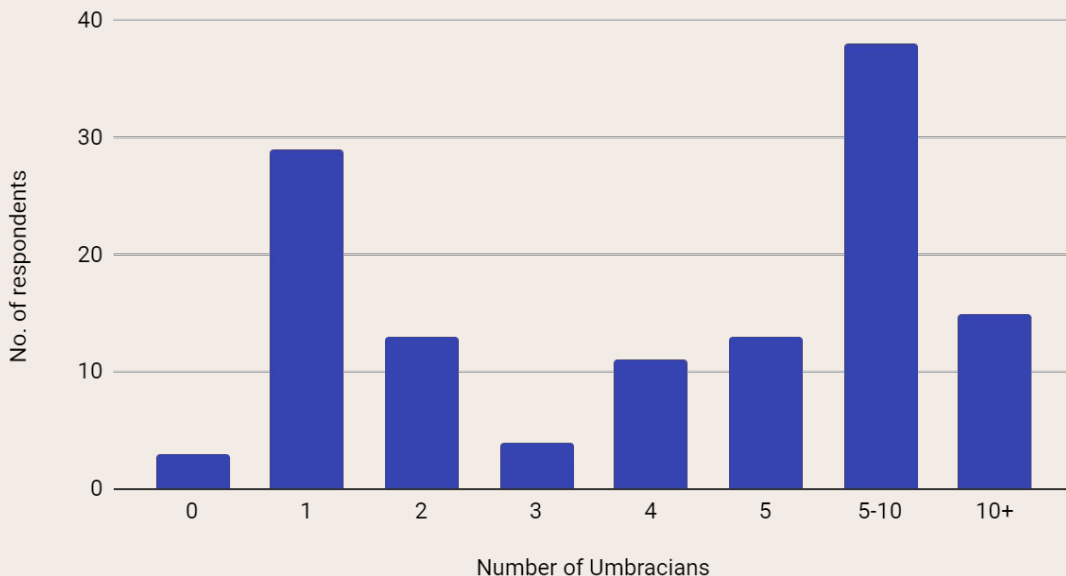


## How many Umbracians are in your company?

The data suggests two types of companies:

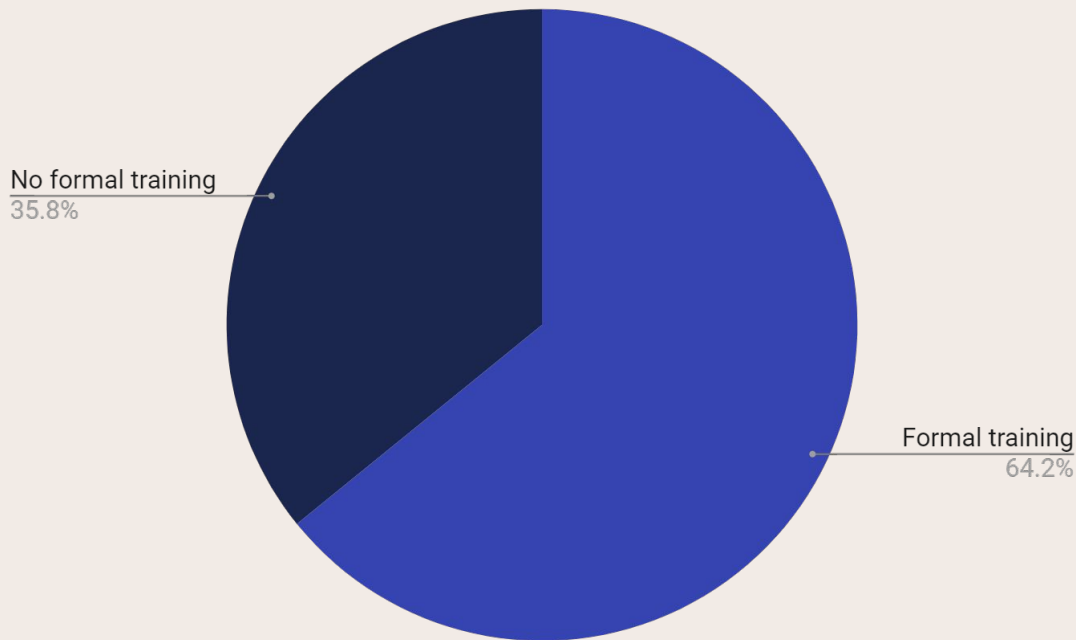
- One or two Umbracians (early/non-Umbraco companies)
- Companies with many Umbracians (Umbraco companies).
- 29 people are the only Umbracians in their company - though this (and 0) may also relate to contractors

How many Umbracians are in your company?



## Umbraco training

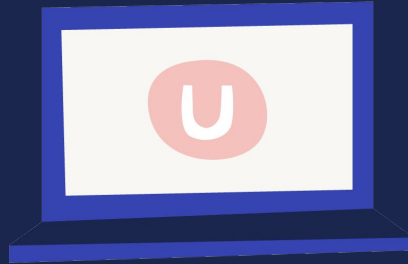
- 64.2% of the respondents have participated in Umbraco training courses
- 18 respondents are - or have been - Umbraco Masters
- Self-taught  
21.7% said (or implied\*) that they were self-taught using resources such as Umbraco TV, YouTube (Paul Seal's videos get a few mentions) and hands-on learning.



\*implication taken from responses such as "no formal training", "Hands-on, trial-and-error" and "Deployed two live sites for clients..."

umbraco

# The Umbraco CMS

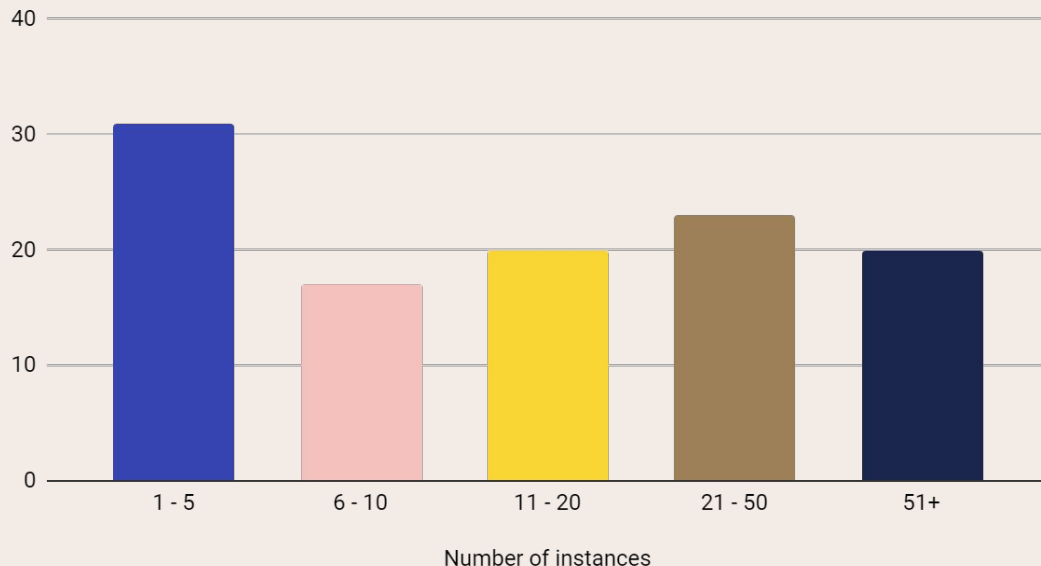


## How many Umbraco instances are you running?

A huge range of responses here, from **1** to **401** instances.

The majority of respondents (61%) are running up to (and inc.) 20 instances.

How many Umbraco instances are you running?



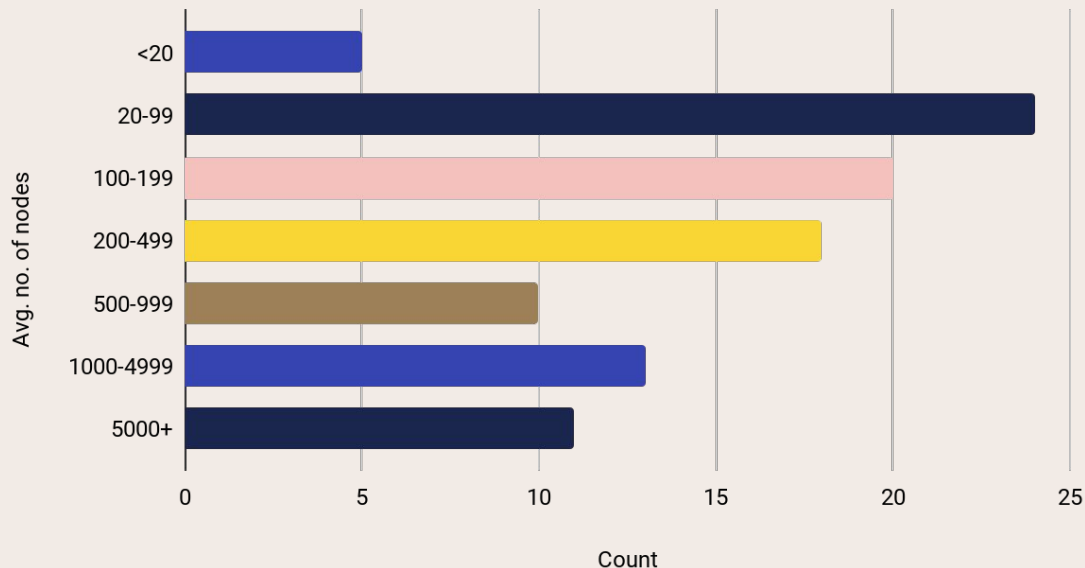
## Average size of nodes in these instances?

Extreme variation in avg size of nodes, from 1 to 100,000.

The vast majority of instances have between 20 and 500 nodes, with an **average of 1400** (likely skewed by the outliers) and **median of 200**.

*The chart is designed to give a purely visual overview of the data, and does not reflect intentional grouping of average sizes of nodes.*

Average size of nodes in Umbraco instances by respondents



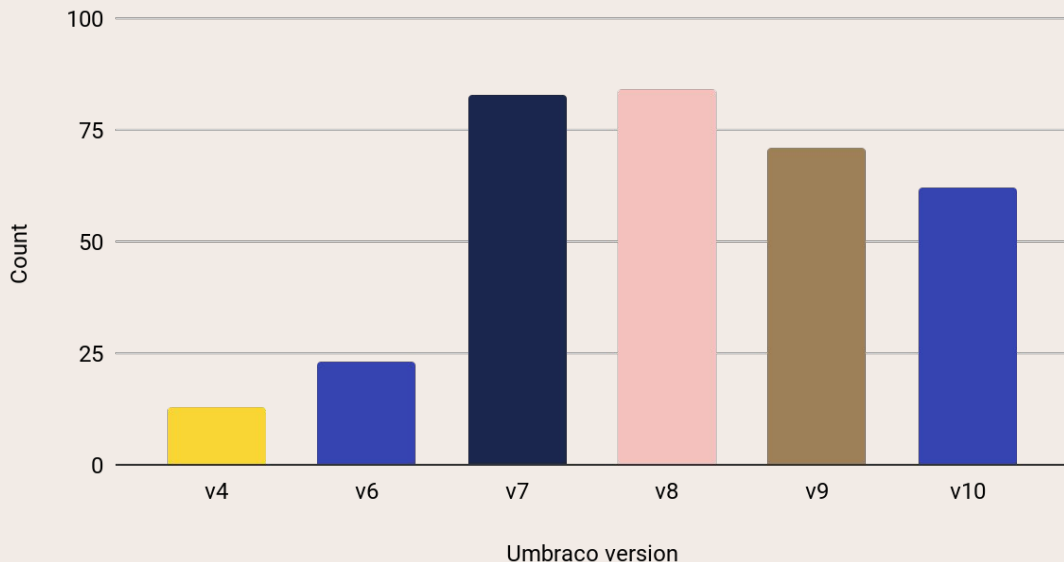


## Which Umbraco versions do you have in production?

51% of respondents are currently working with **v10** - the most up to date version of Umbraco (as of the survey).

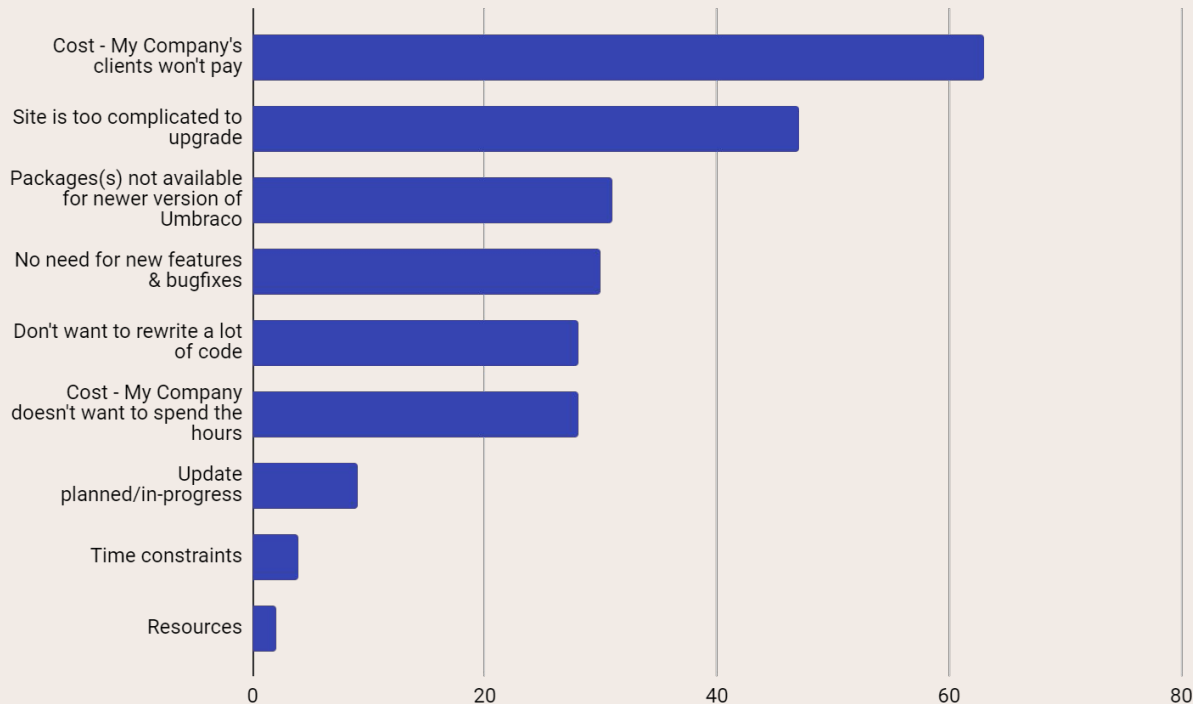
69% of respondents are still working with **v7** and/or **v8**. As these versions are before the move to .NET Core framework, they are now considered legacy.

Versions in production



## Why not upgrade?

- Cost footed by the client is by far the biggest barrier
- Some complain about the workload of rewriting code / re-creating the project from scratch to upgrade
- 31 (26%) noted that they were discouraged by a lack of packages in general, or specific packages in upgrading
- Less than 10% (9 respondents) have updates planned or in progress



## What are your must-have Umbraco Plugins (packages)?

- There were 40+ packages mentioned by respondents
- 4 people said 'none', 'I write my own' or prefer 'the cleanest installation possible'.
- The top 5 listed here does not include Umbraco Forms, which was included in responses.

### Top 5 Umbraco plugins/ packages as used by Community Members

- **uSync**
- **Contentment**
- **Diplo God Mode**
- **Skybrud Redirects**
- **DocTypeGridEditor**

# What dream feature do you have for Umbraco? (1/2)

## Administration

Site maps  
Task scheduling  
Member activity reporting

## Marketing functions

AB testing in core  
eCommerce in core  
Personalisation  
Email integrations (Forms)

## Editor experience

Editor chat  
Inline editing  
Assisted translations  
Link library  
Inline editing  
Starter kits/Site/page  
builder  
Block grid editor  
Block list editor

## Developer experience

404 pages  
Docker images  
Change DocType  
Facet searching  
Static website hosting on Cloud  
Nested Doctype compositions  
Conditional content validation  
Customizable backoffice UI

Live editing  
Headless API in core  
One-click upgrades

← Mentioned 5  
or more times

## What dream feature do you have for Umbraco? (2/2)

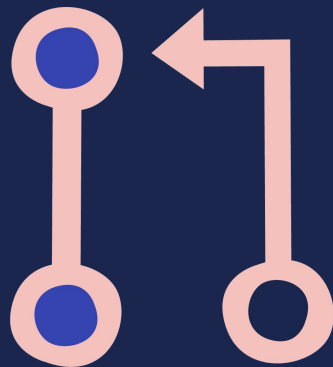
Others suggested improvements to:

- Accessibility
- Redirects
- Docs
- Preview
- Search
- User/Member management
- Forms
- Flexibility
- Database

14 out of 83  
(17%) are happy  
with things as  
they are.



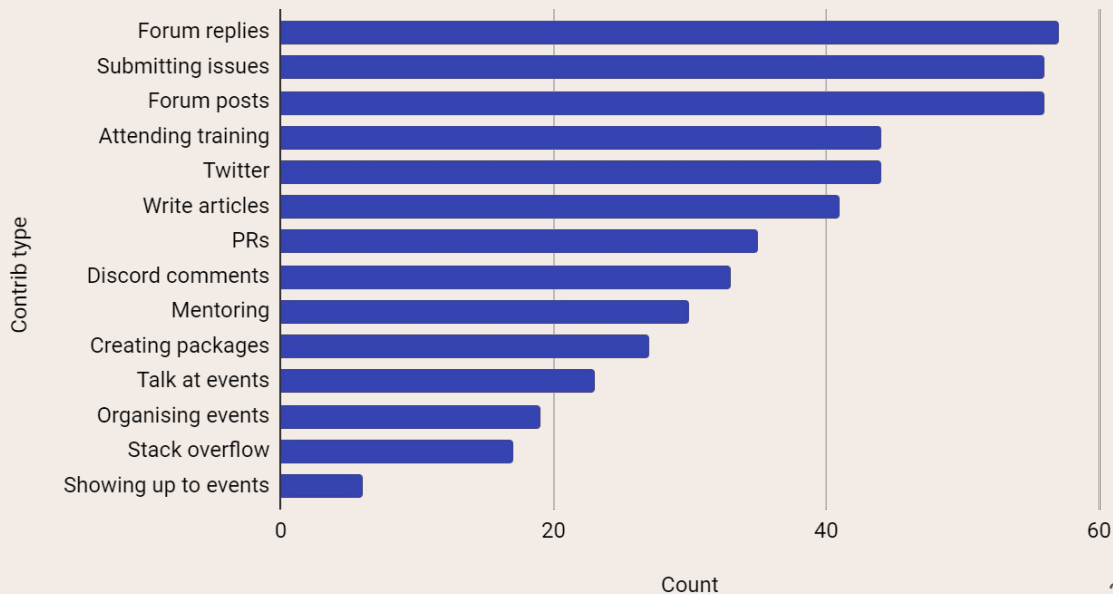
# Contributing to Umbraco



# How do you contribute to the Umbraco Community?

- There truly are a great number of ways people feel like they can contribute to the Umbraco Community
- 10 examples of contributions do not directly involve coding
  - 49% of respondents contribute via forum posts and submitting issues; 50% via forum replies
- The forum boasts the most engagement among different areas

Contribution type

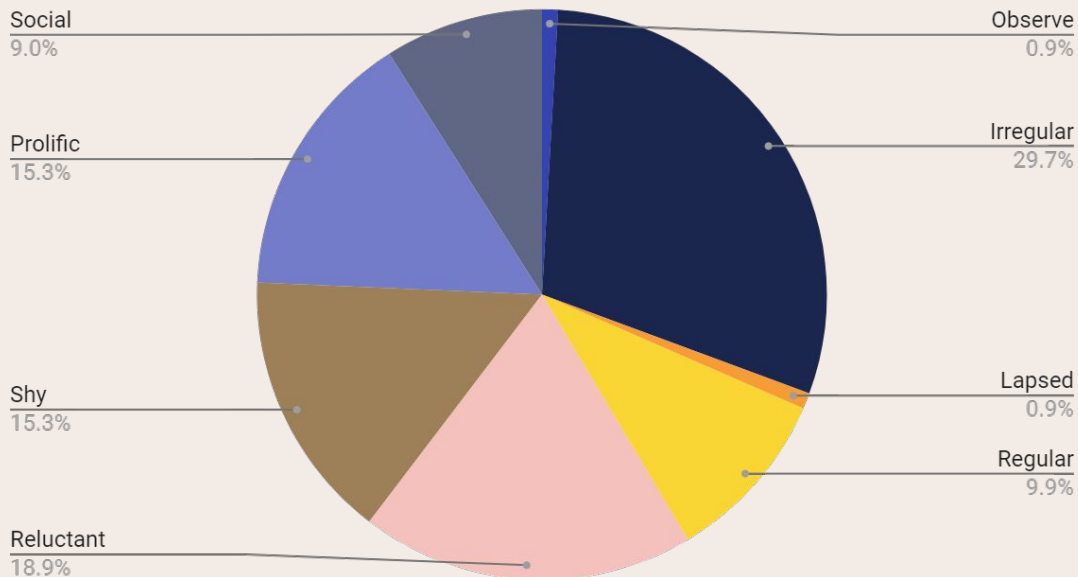


# What best describes you as a contributor? (1/2)

## Group descriptions

- I keep to myself and **observe**... however once in a while I come out of my shell.
- Keen but **irregular** - I love contributing when I have time but time is short these days since the new .
- **Lapsed** - I miss XSLT. It was all so much better before...
- **Regular** - I see a thing and I fix it. I see a person in need and I chat to them. I learn something new and I blog about it. I have an idea! I'm building a package!
- **Reluctant** - Nope, I work hard enough. Love what you do and all but I'm saving energy for the things I already have on my to do list.
- **Social** - I'm here for the people, the vibes, the good times. I would probably hang out with you all if I didn't work with the product.
- **Shy** - I would do more but I am not sure how welcome or valuable my experience is.
- **Prolific** - I live and breathe Umbraco.

## What best describes you as a contributor?

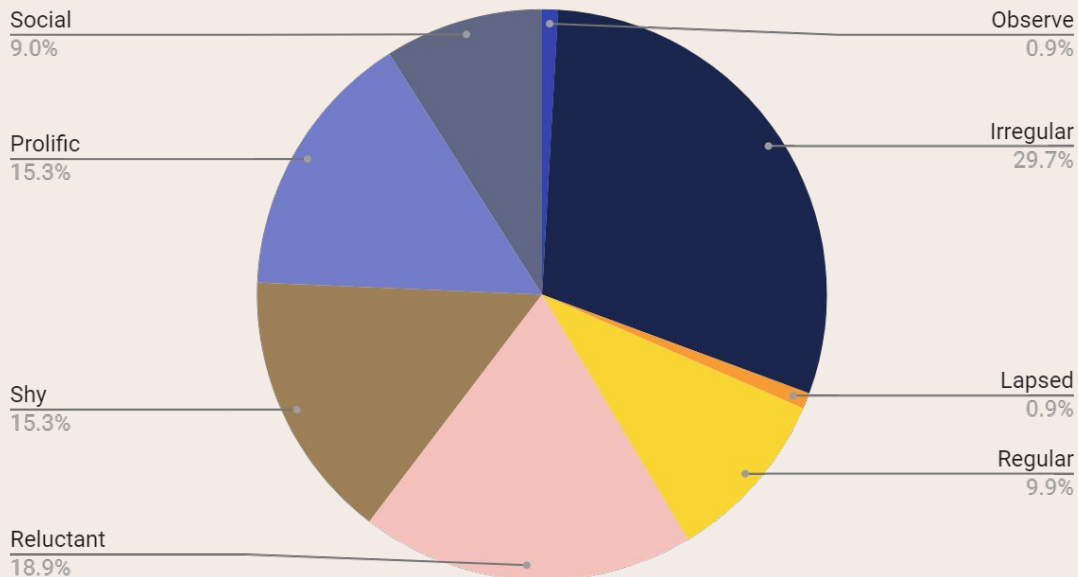




## What best describes you as a contributor? (2/2)

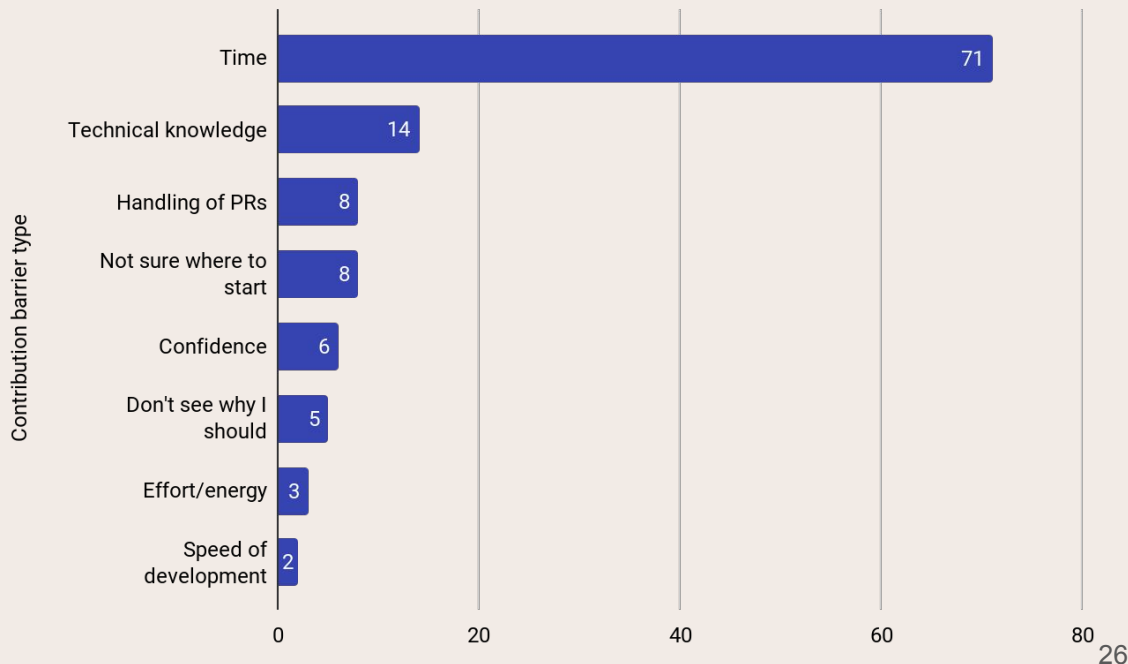
- The most common type of contributor is “irregular”, where they would like to contribute more but are blocked by time
- <1% of contributors are lapsed (1 respondent)
- 45% / 50 respondents (Shy + Irregular) are blocked from contributing more than they could
- 27.9% / 31 respondents (Social + Reluctant) feel like part of the Community despite not actively contributing

What best describes you as a contributor?



## Barriers to contributing

- Time is by far the biggest barrier Community members face to contributing
- 21 respondents mentioned a barrier where we could *potentially* do something about (see next slide)



## How can we help?

59% of responses said that **more time** is the only way to help them contribute more.

Unfortunately, that's not something we can help with!

But some suggestions of what we could do to help include:

- More documentation and content on contributing, particularly getting started
- Better incentives for contributing i.e. more recognition
- More clarity on issues and how to contribute
- Faster turnaround on merged PRs
- A more human touch
- Modernising the technology of the CMS
- Mentoring
- Hackathons on bigger issues

# Users and clients



## What do your users love about Umbraco? (1/2)

Ease of use and editor experience are the most commonly mentioned among responses

The data reaffirms that Umbraco is a simple, user-friendly, intuitive, and clean CMS for any and all.

The extensibility, customizability, and flexibility of Umbraco allow developers to create and shape almost anything possible for their clients, and deliver a tailored editor experience.



## What do your users love about Umbraco? (2/2)

- “The content editing experience - our customers rave about it. And it's extensibility - we've never come across a challenge we couldn't overcome with Umbraco as the platform”
- “Back-office UI; a nicely designed, customized, integrated experience (aka - a GREAT implementation!)”
- “Content editing is intuitive and can be done by never-before-used-Umbraco editors.
- “The backoffice is very intuitive. I've rolled out the backoffice to well over a 100 editors and I've honestly never had 1 time when someone was unable to "get it".
- “Sandbox product, rather than lumping in features they don't want or need, overcomplicating the solution (and cost)”
- “Editors from other CMSs are often in awe, when they see the power and simplicity of Umbraco.”
- “Quick on-boarding, intuitive ui, flexibility to allow devs build whatever ui the users need”
- “Friendliness and no bull 🐮”

# What would your users change about Umbraco? (1/3)

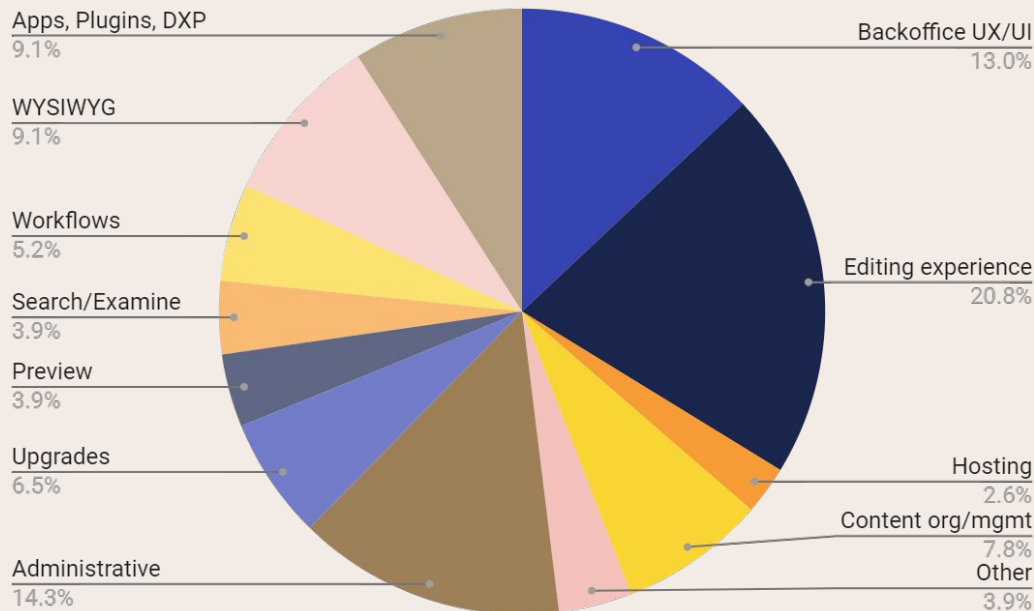
The biggest pain points concern

- The backoffice UX/UI
- The editing experience
- Administration

**4 respondents recognise that users woes are often down to the implementation - not the CMS.**

**3 respondents explicitly said that users wouldn't change a thing about Umbraco.**

Many respondents also highlight that some wishes of their users may actually make life harder for them.



# What would your users change about Umbraco? (2/3)

## Common themes

### Plugins, integrations and DXP

7 (11%) people mentioned plugins, integrations, and DXP in this questions. These ranged from

- Having a marketplace for apps, themes, components, property editors
- Making the process easier
- Having more available
- Having more OOTB

### Perception change from other CMSs

7 people mentioned WYSIWYG

5 people specifically mentioned WordPress as a comparison, in relation to

- UI/UX
- One-click upgrades
- Hosting prices

### Block Grid Editor

6 people said that their users ask for a solution that closely resembles the upcoming Block Grid Editor.

### Upgrades

5 people mentioned an easier upgrade flow for users.



# What would your users change about Umbraco? (3/3)

## All responses

Admin rights for languages  
 Backoffice UX  
 Backoffice UI  
 Block Grid Editor  
 Cheaper hosting  
 Concurrent editing  
 Content management/organisation  
 Content versioning  
 Custom interfaces  
 Dark mode backoffice Interface  
 Datatypes  
 Define permissions by doc type  
 Dictionary labels  
 Discover hidden right-click  
 functions  
 Easier plugins/integrations  
 Easy upgrades

Error/issue listing  
 Even more fundamental' training on  
 C# and .NET to pave way for  
 newbies  
 Forms email template  
 Language logic  
 Layout configurability  
 Live editing  
 Marketplace for apps i.e. DXP  
 Marketplace for themes or  
 components  
 Media library hosting  
 Media management/organisation  
 Media organization  
 More built-in property editors  
 More integrations  
 More like WP

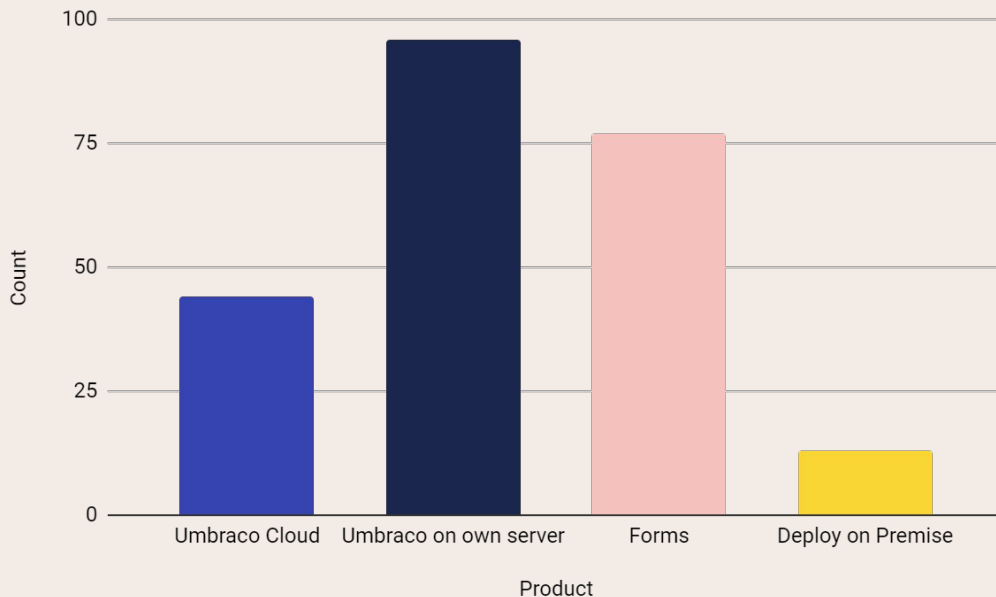
OOTB integrations/plugins/backoffice  
 theming  
 Page construction  
 Page/content variants  
 Performance  
 Preview  
 Search/examine  
 Umbraco terminology  
 User invite links (expiry)  
 User permissions  
 Wireframe preview images  
 Workflows  
 WYSIWYG

# Products & Hosting



## Which Umbraco products do you use?

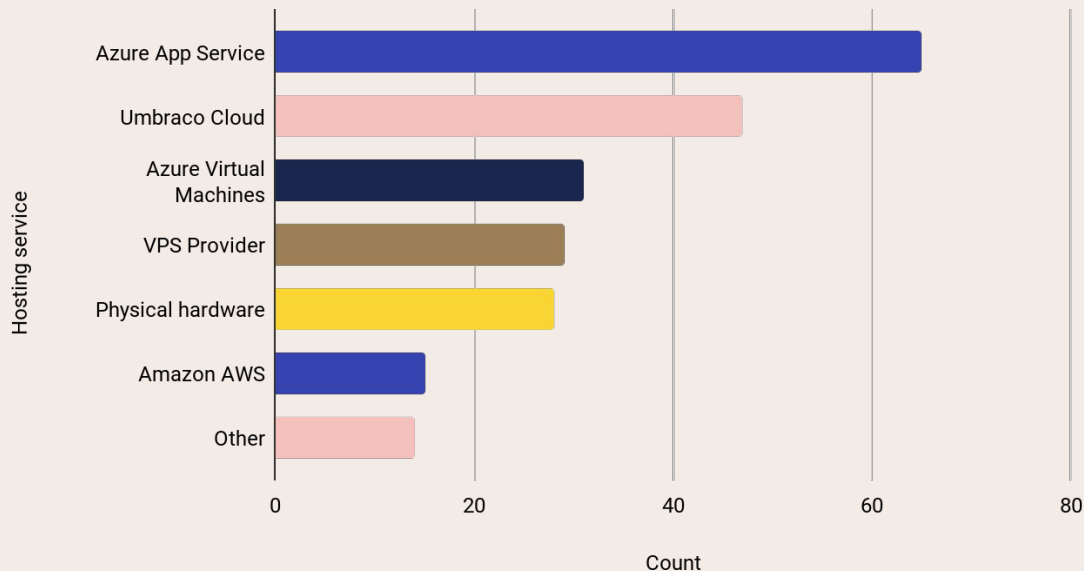
- 26 respondents (23%) do not use a commercial Umbraco product
- 67% (77) are using Umbraco Forms
- 38% (44) are using Umbraco Cloud



## Where do you host your Umbraco sites?

- Azure App service is the most popular hosting service used.
- 40% of respondents to this question are using Umbraco Cloud

Where do you host your Umbraco sites?



# If you could make Umbraco Cloud into a magical unicorn, what would that look like for you? (1/3)

## Common themes

### More affordable

18 people (44%) mentioned the price of Cloud being a barrier.

4 people suggested restructuring the price tier, adding an extra tier between Starter and Standard, and considering differing security needs.

### Deployment

13 people (17%) suggested an overhaul of the deployment system

- More like uSync
- Deploy from build pipeline
- Bring your own repo

### Developer experience

8 people mentioned the developer experience, with 4 citing a lack of control. Others mentioned no control over caching, lack of code flexibility/option of PRs and introducing an intermediate repository.

### Reliability, stability and availability

5 people referred to issues of uptime and availability, deployment, or bugs.

# If you could make Umbraco Cloud into a magical unicorn, what would that look like for you? (2/3)

## Some notes

Only **41 responses** were recorded for this question (not including responses such as 'N/A' or '?'). [See page 65 for more details.](#)

Only one person said that **they had no need for the service** Umbraco Cloud offers.

One person said that they had never heard of Umbraco Cloud.

# If you could make Umbraco Cloud into a magical unicorn, what would that look like for you? (3/3)

## All responses

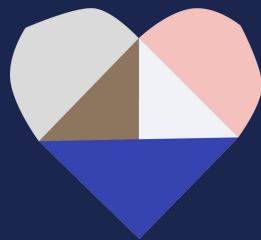
Bring your own repo  
Bugs  
CI/CD integrations  
Client tool to do git/media/  
examine/deploy  
Combine umbraco sign-on  
More control  
Control over caching  
Data storage as add-on rather than  
tier  
Deploy from build pipeline  
Deployment  
Deployment reliability

Development experience  
Different levels of security  
Features of AWP/VM  
Geography (more cloud datacenters)  
Integration to git and pipeline  
Lack of code flexibility  
Lack of control  
Linux  
More packages  
No need  
Partial views as templates  
Price  
Price tier

PRs  
Reliable, stable and available  
Remove Deploy & use uSync  
Remove Git-based deployment  
Rework schema-syncing  
Simpler startup  
Site builder/starter kit for production  
Support for automated testing and FE  
builds  
Technology/architecture  
uSync  
Work in browser (no tooling)

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# Codegarden

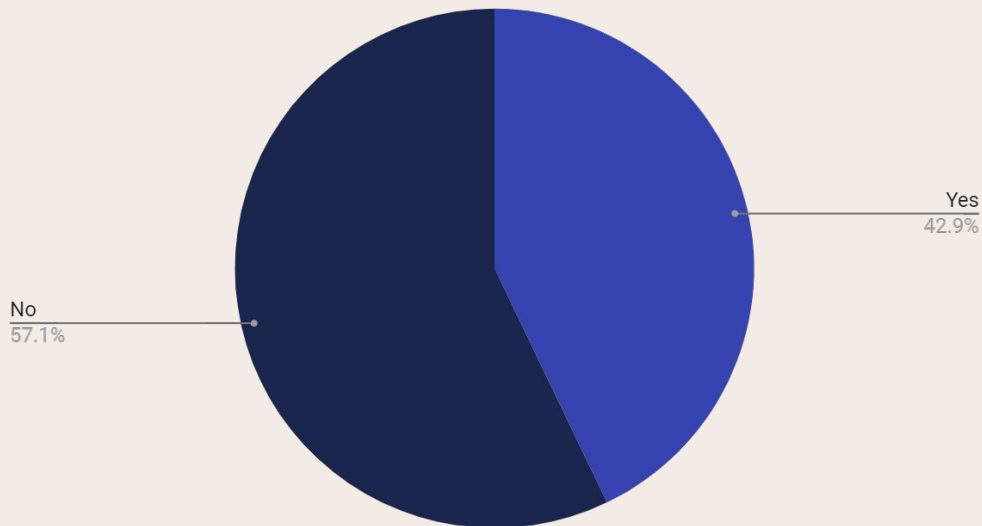




## Have you been to Codegarden before?

57% of Community members (who responded) have not been to Codegarden.

Attendance to Codegarden



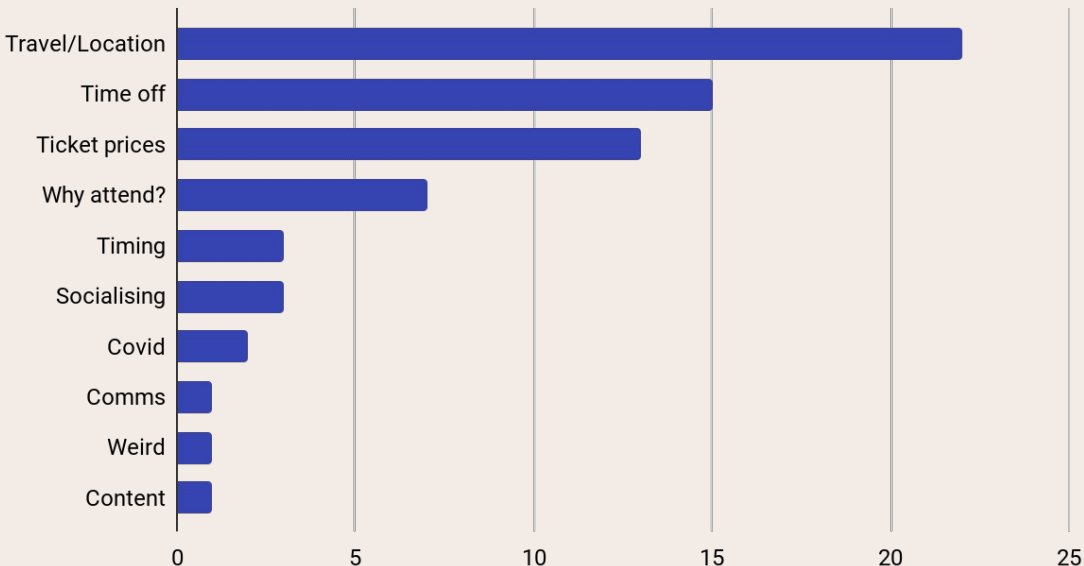
# If you haven't attended Codegarden, why not?

## Full responses

- No. All seems a bit weird tbh
- No. I don't love the idea of socialising
- No. Lots of people in one place at the same time... not just yet
- No. Not sure why to attend
- No. The content is easier to access online
- No. Ticket prices
- No. Time off
- No. Travel

## Others from detailed responses

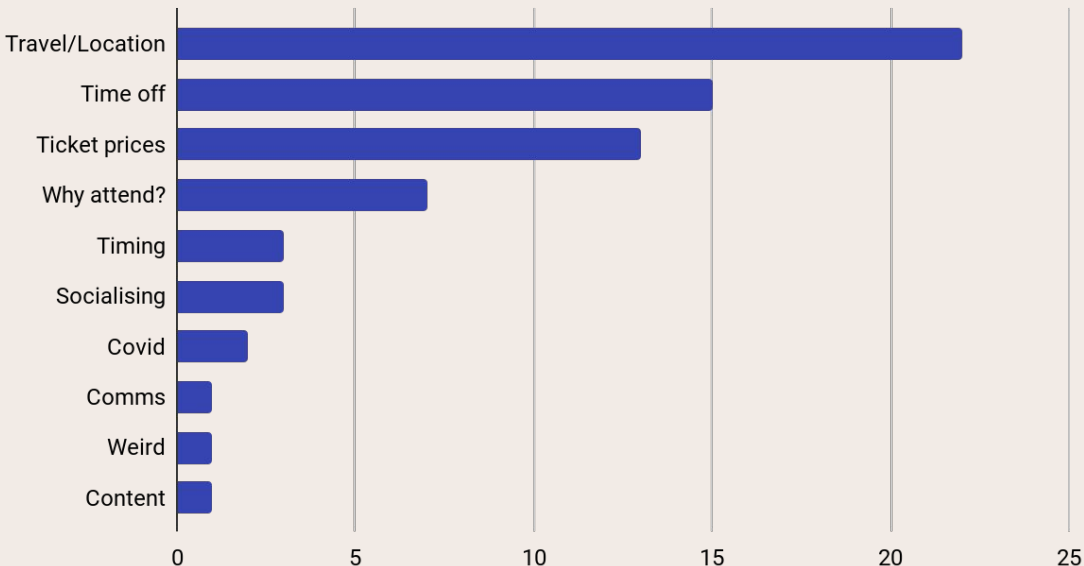
## Why not attend Codegarden?



## If you haven't attended Codegarden, why not?

- Almost a quarter of people (22%) have never attended Codegarden because of travel to, or distance from, Denmark. This might also explain why there are so many in the Community who have never been
- 7 respondents did not know why they should attend Codegarden.
- 13 respondents 15% mentioned ticket prices as a barrier to attending

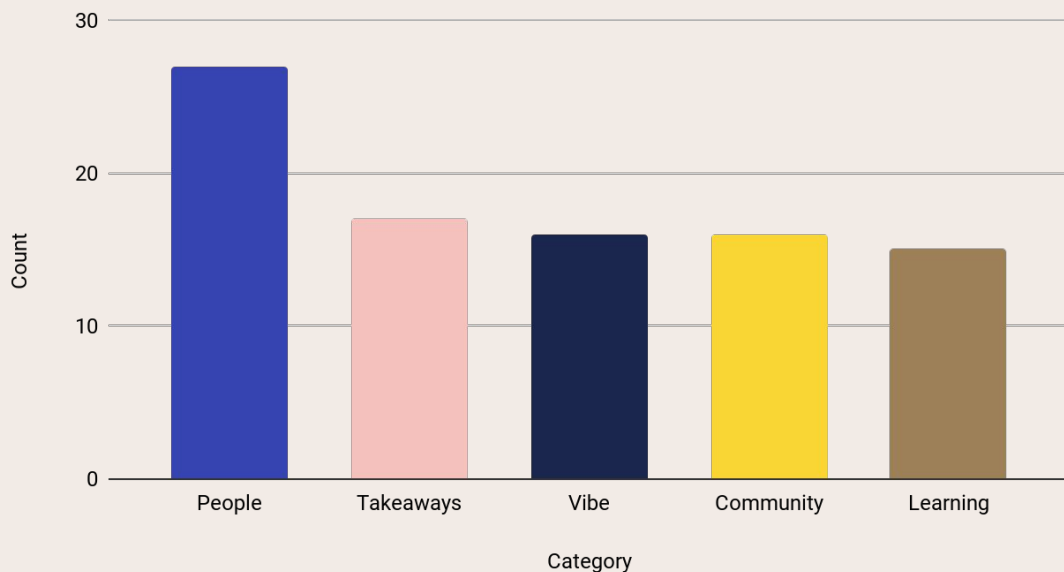
### Why not attend Codegarden?



## What were your key takeaways from attending Codegarden?

- 61% of respondents mentioned the people, which is clearly the biggest draw for Community members.
- 5 people suggested that Codegarden was a good place to learn about the position and direction of Umbraco

What's the best part about Codegarden?



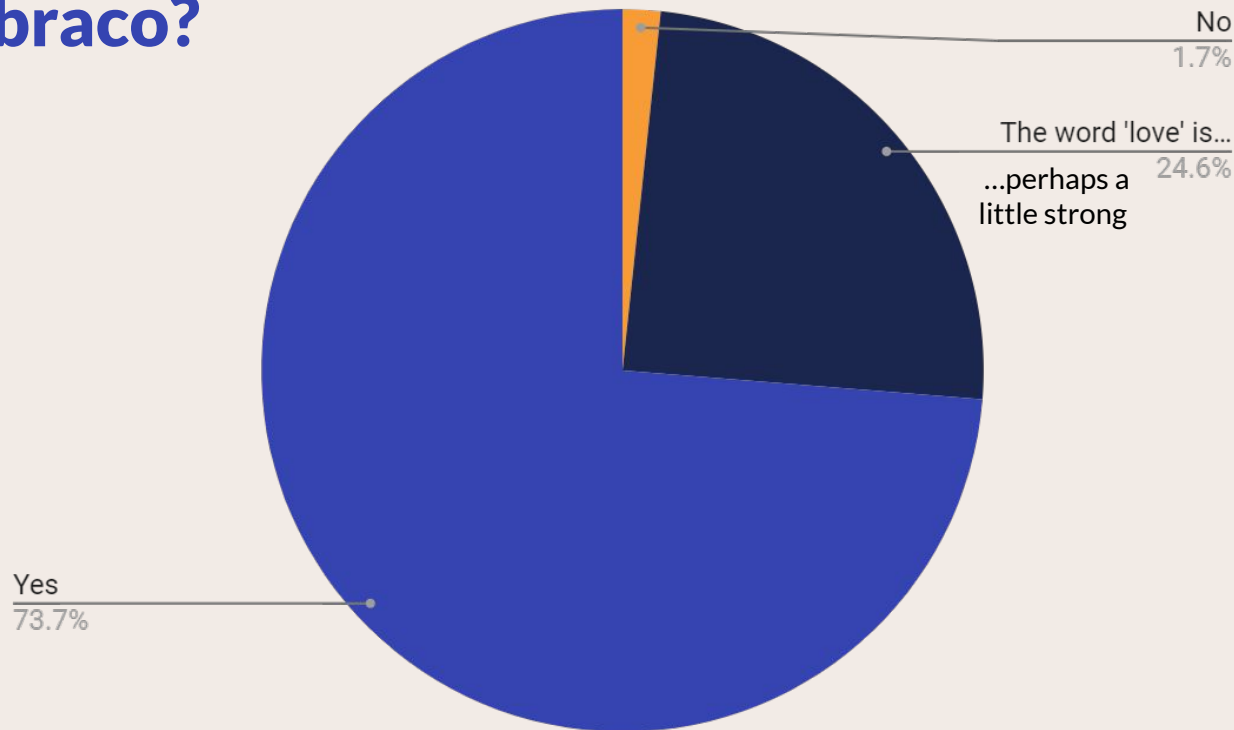
# Sentiment



## Do you *love* Umbraco?

Overwhelmingly positive sentiment about Umbraco!

Around a quarter of people do not feel that strongly about Umbraco (more on page 41).



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# Why do you feel the way you do about Umbraco? (1/2)

Positive sentiment dominated by words like friendly, easy, community, great, cms, love - to express sentiment about:

- The power and functionality of the CMS
- The Community
- The company and relationship with developers







## Describe us in one sentence (1/3)

The Friendly(iest) CMS

Umbraco is...

- 6.13% crazy
- a lovely planet.
- a well balanced ecosystem of a developer friendly OSS project, a passionate and engaged community of users, and a successful and responsible HQ supporting the project and community.

Open source, open culture

Constantly improving...

- and adding value to the CMS
- what is already a great product, plus a great community.

“Awesome”  
Cool  
Friendly  
Flexible  
Inclusive  
Innovative  
Sensible  
H5YR  
Open  
Promising  
Welcoming  
Working  
Enthusiastic  
Solid  
Efficient  
Inspiring  
Quirky  
Professional  
Nice

## Describe us in one sentence (2/3)

- A community of developers who have fun while working
- A very high potential is in this CMS!
- All in all, really likable people; a bit nerdy maybe.
- Awesome CMS user experience and a caring community
- Excellent CMS, talented developers, bizarre sense of humor.
- Good people that could benefit from a larger world wide community :-)
- Great people, with a passion for their product that are working toward a more professional organisation while maintaining the community feeling.
- I love having discovered umbraco so long ago! it has changed the way we develop our projects.
- Innovative and increasingly professional. I hope Niels is still happy with today's Umbraco.
- It's been exciting to experience the growth of Umbraco over the past 7 years, and that experience has me excited for the next 7 years!
- Umbraco has one of the best developer-communities in open source, and alongside HQ I believe the CMS has unlimited potential.

## Describe us in one sentence (3/3)

### Some criticisms

- Doing better than before, but not quite there yet
- I do really like the product and the direction of travel, the main frustration is that I often have to reinvent the wheel for your paid offerings as they're extortionate.
- I think Umbraco CMS' flexibility is its biggest strength but also its biggest weakness, as it opens many doors but can also lead to frustrating situations for developers.
- Used to be a great, open, fun company, that seems to have taken the turn from fun startup to starting to become a corporate whale.
- Umbraco is a good CMS that quickly becomes outdated.

# What is Umbraco's biggest challenge right NOW?

## Common responses

### Upgrades and release cadence

**20 people (21%)** mentioned the difficulty in upgrading Umbraco, and the new cadence. The common sentiment is fear of upgrading without breaking packages, or current instances.

### Backoffice

**13 people (14%)** expressed concern about the backoffice and/or the use of AngularJS

### Brand and Market positioning

**13 people (14%)** said that Umbraco's current challenge is navigating the market, establishing as a key player, competition, awareness - **3** said staying relevant (in terms of technology) as part of this

**9 (9%)** said keeping the balance between commercial success and OSS, **3** said staying true to Umbraco

### Documentation

**6** said the Documentation

# What is Umbraco's biggest challenge right NOW?

## All responses

AngularJS  
Backoffice  
Business growth for  
partners/key organisations  
Cloud - price, success  
Developer feedback  
Deploy  
Documentation  
Ecommerce  
Editor experience

Facet search  
Handling contributions  
Headless  
Hosting/Cloud  
Languages  
Linux solutions  
Lucene index  
Market/growth  
Alienating frontend developers  
Package ecosystem

Personalisation  
Quality control (of releases)  
Schema mismatches  
Staying relevant  
Staying true to itself  
.NET and .NET Core  
Upgrades  
User experience

# What is Umbraco's biggest challenge of all time?

## Common responses

### Brand and market positioning

**16 people (19%)** said competition with other major players like WP. 5 mentioned the U.S. in particular.

**10 said** balance between commercial success , **2** staying relevant

### Upgrades

**13** mentioned upgrades - keeping track of changes, getting developers comfortable to migrate, or even getting people from .NET to .NET Core with **9**

### Technology

**6** said technology i.e. Angular, .NET and one even mentioned C#

# What is Umbraco's biggest challenge of all time?

## All responses

Bug fixing vs features  
Cloud  
Competition  
Contributions/opensource  
Cost of development  
Courier  
Database  
Development resources  
Documentation  
Ecommerce (Vertical)  
Examine

Geography  
Headless  
Languages  
Learning curve  
Load balancing  
Maintain  
Market Awareness  
Packages  
Personalisation  
Plugins/integrations  
Quality control (of the product

Staying relevant  
Surviving v5  
Technology  
The Balance  
Making training affordable  
U.S. market  
Upgrades  
Adoption  
Integrations  
Cost  
DXP

# What is Umbraco's biggest win?

- Almost a quarter (23%) named **the move to .NET Core** as Umbraco's biggest win
- 15% of respondents said that **the Community** is Umbraco's biggest win
- 7 respondents (around 7%) said that **being open-source** is Umbraco's biggest win
- 3 people mentioned the adoption of **MVC, Microsoft tech, and C#** as Umbraco's biggest win
- **Document types** and **Belle UI** were features named as biggest wins

## 10% mentioned the brand/company itself

- Taking the right tough decisions (V5)
- Remained true to itself
- Unique brand
- Reputation
- Balance between commercial and community in growth
- Staying relevant
- Stability
- Dropping v5, and recovering from it

## 40% mentioned the product

- Interface
- Loved by both devs and editors
- Multilingual support
- Multiplatform
- Nested Content
- Flexibility
- Integrations
- Performance
- Product itself
- Release lifecycle - predictability
- Simplicity
- Powerful
- Secure
- User-friendly
- Content tree
- Customizability
- Developmental flexibility
- Ease of use
- comprehensive
- extensibility
- Editor experience
- fast setup



# Methodology



# Qualitative analysis

Qualitative answers were first **sorted into loose categories** by members of the DevRel team.

These categories were used to quantify the types of responses received to best reflect the feedback.

# Word clouds

The website <https://www.wordclouds.com/> was used to create the word clouds.

Words with a frequency of less than 3 were removed.

# Omitted responses

Due to the qualitative nature of the responses, some responses were omitted from the overall results.

Omissions were made due to

- No or little relevance to the question asked
- No concrete feedback that could be extracted from the response

This was particularly relevant for the question on Umbraco Cloud (*If you could make Umbraco Cloud into a magical unicorn, what would that look like for you?*), where 14 responses were responded to in a very literal sense - with no real feedback.

- A white pony with an inverted ice cream cone on its head.
- Bold, proud and colourful!
- ... A literal unicorn? I guess, super friendly, free rides, lots of rainbows and sparkles...
- A stick (the horn) inserted into mashed potato with peas as eyes. It might taste nice - and it might look vaguely like a Unicorn - but ultimately it's still just mashed potato with peas as eyes.

This was also the case for question “What are your must-have Umbraco Plugins (packages)?” where we omitted the tallies for Umbraco Forms - to allow Community packages to be better represented.



umbraco

# Thank you for all of your feedback!

The 122 responses we received are helping us to build  
a better Community, a better CMS, and a better Umbraco.

For any suggestions on the next Community Health Survey,  
please reach out to Shanice at [sdo@umbraco.com](mailto:sdo@umbraco.com).

## Bonus: Umbraco Cloud as a unicorn

Some answers to the question “If you could make Umbraco Cloud into a magical unicorn, what would that look like for you?”

- A white pony with an inverted ice cream cone on its head.
- Bold, proud and colourful!
- I guess, super friendly, free rides, lots of rainbows and sparkles...
- A stick (the horn) inserted into mashed potato with peas as eyes. It might taste nice - and it might look vaguely like a Unicorn - but ultimately it's still just mashed potato with peas as eyes.
- Blue? :D
- Rainbow dash? Applejack?
- A big bold unicorn with color changing feature

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