

Analysis of the Typical LimeSurvey User: a Perspective from Google Analytics

As the face of a large scale open source project, the www.limesurvey.org website receives as many as 100,000 visits per month and this number is growing. Last month (October 1 – October 31, 2011), LimeSurvey traffic reached an all-time high with 109,000 visits – a 67% increase from the number of visits in October 2010 and nearly double the number of visits in October 2009.

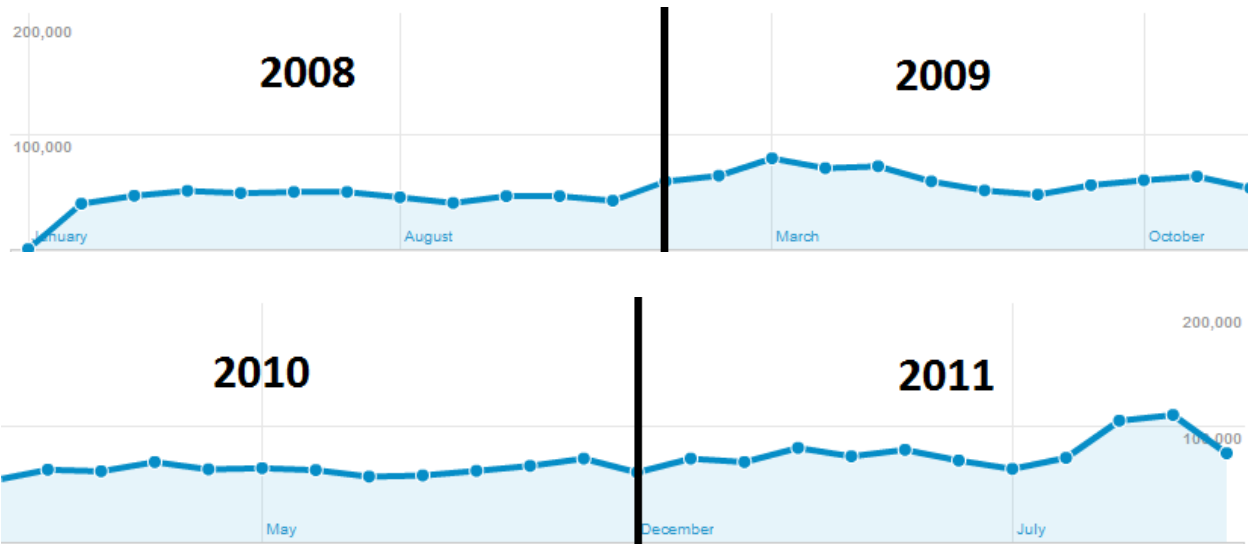
With this amount of traffic, it can be difficult to understand who uses a website and how they use it. LimeSurvey caters to a diverse audience. Last month, LimeSurvey had visitors from 185 countries on 6 continents. Of these, the France, United States and Germany contributed the most visits at 10,000, 14,000, and 15,000 visits, respectively, but the United Kingdom, India, Canada, the Netherlands, Italy, Spain, and Brazil each accounted for over 3,000 visits apiece.

These demographics are reflected in the preferred language of visitors as well. Google Analytics estimates that a little over 40% visits were made by people who prefer English. German follows – accounting for about 15% of total visits. The most common preferred language not available on the LimeSurvey home page is Italian which accounts for between 2 and 3% of visits. Within the last month, the top 7 languages, English, German, French, Spanish, Dutch, Portuguese, Italian, and Chinese accounted for about 90% of total visitors.

LimeSurvey visitors tend to be a technical crowd; last month, 43% of visitors used Firefox, and Chrome just beat Internet Explorer 23.8 to 23.5%. This differs significantly from the rest of the web for which a number of companies such as gs.statcounter.com estimate that Internet Explorer maintains a plurality of 35 to 40% of visits. It is, of course, not surprising that a group of users looking for an open source survey platform would use an open source browser as well. However, 92% of LimeSurvey visitors still use either Microsoft Windows or Mac OS, so clearly they use open source operating systems to a far lesser extent.

Finally, about 60% of visitors to LimeSurvey come from search, and of these about 97% come from Google. The two most popular queries by a factor of twenty are “limesurvey” and “lime survey.” These accounted for about 16,000 visits in October. Other queries that brought visitors to LimeSurvey include “limesurvey templates,” “open source survey software,” “phpsurveyor,” and “php survey.”

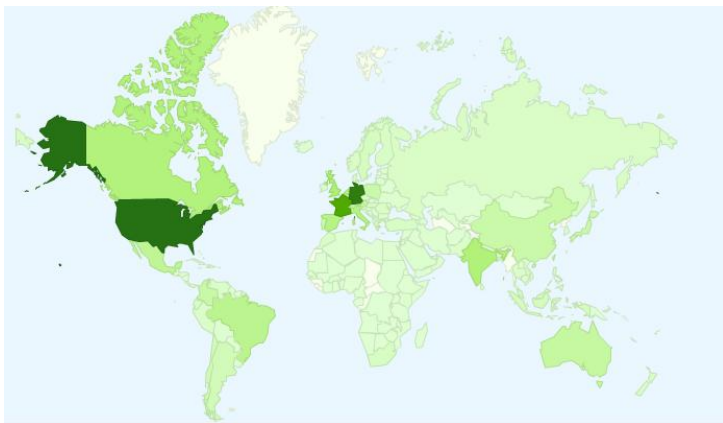
Of the remaining 40% of visits, 15% are direct visits to www.limesurvey.org and 25% come from thousands of referers across the web. About 42% of visits start at the main www.limesurvey.org/index.php, and the other most popular pages include the English instructions, the English demo, and English download page which each receive over 8,000 pageviews per month.



LimeSurvey traffic has steadily increased since it started monitoring traffic with Google Analytics in 2008.



LimeSurvey traffic peaks between 10:00 and 16:00 UTC and is 2 – 3 times higher on weekdays than weekends.



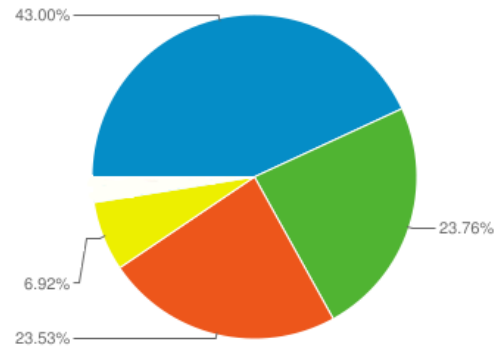
LimeSurvey traffic is concentrated in North America and Europe, but LimeSurvey receives hits from across the globe.

Rank	Country	Visits
1.	United States	14,893
2.	Germany	13,730
3.	France	9,867
4.	United Kingdom	4,138
5.	India	3,871
6.	Canada	3,782
7.	Netherlands	3,618
8.	Italy	3,451
9.	Spain	3,419
10.	Brazil	3,017

Number of visits from the top ten countries for October 2011

1.	Firefox	46,936	43.00%
2.	Chrome	25,936	23.76%
3.	Internet Explorer	25,683	23.53%
4.	Safari	7,552	6.92%

Visits from the top for browsers for October 2011



■ **59.94% Search Traffic**

65,424 Visits

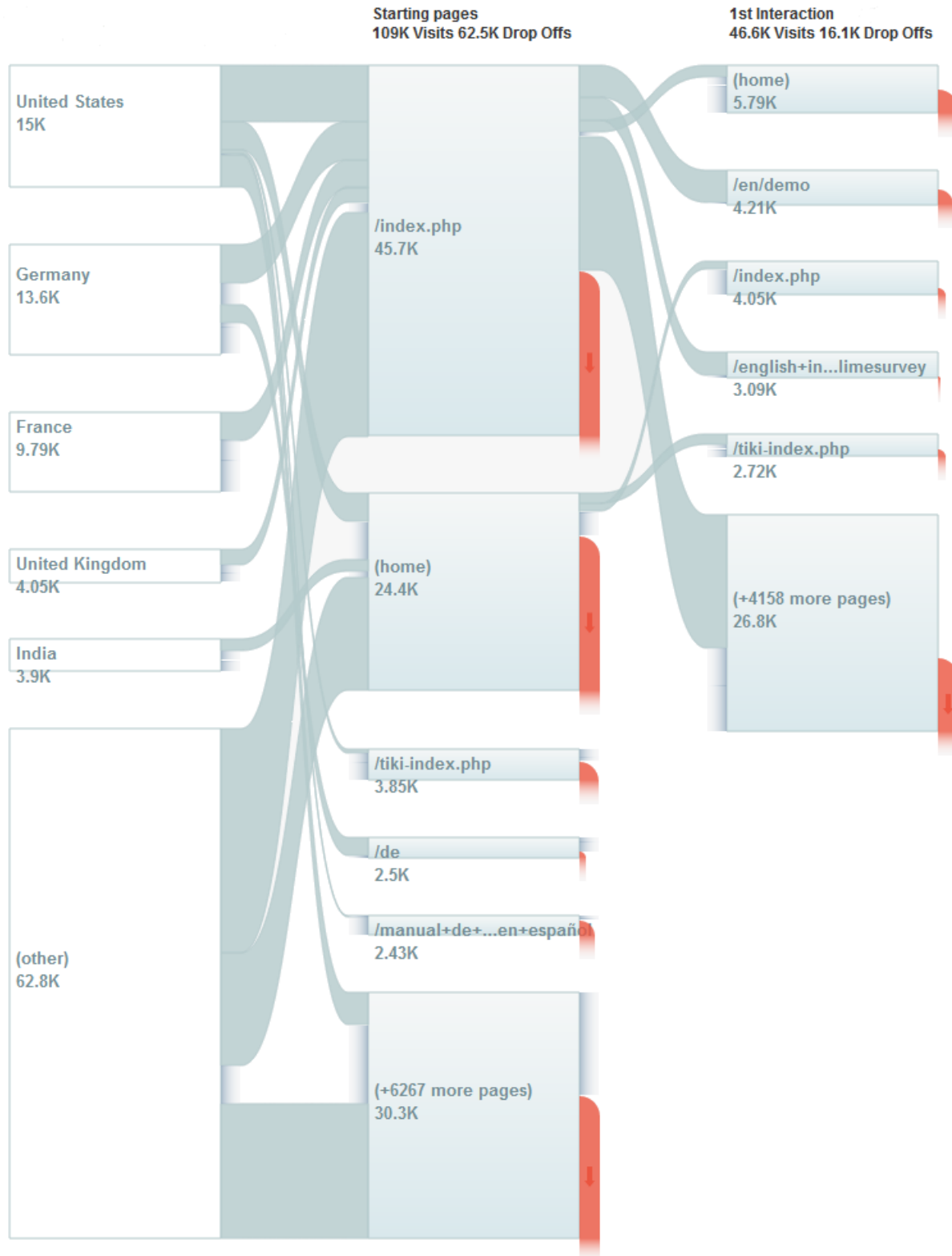
■ **25.23% Referral Traffic**

27,544 Visits

■ **14.83% Direct Traffic**

16,184 Visits

The majority of LimeSurvey traffic originates from search although direct traffic and referred traffic contributes as well.



The home/index.php page is clearly the most popular entrance point to the site, but users branch out from there.

Rank	Page	Pageviews	Unique Pageviews
1.	/index.php	80,528	60,472
2.	/English+Instructions+for+LimeSurvey	12,331	7,754
3.	/en/demo	9,547	7,503
4.	/en/download	8,638	5,915
5.	/Deutsche+Anleitung+für+LimeSurvey	4,881	2,913
6.	/en/about-limesurvey/features	4,813	3,651
7.	/tiki-index.php	4,713	3,072
8.	/Manual+de+Instrucciones+en+Español	4,624	3,588
9.	/English+Instructions+for+LimeSurvey&structure=English+Instructions+for+LimeSurvey	4,153	2,154
10.	/Instructions+françaises+pour+LimeSurvey	4,005	2,235

The English versions of pages are by far the most popular and of those, the instructions, the demo, and the downloads page get the most pageviews.