







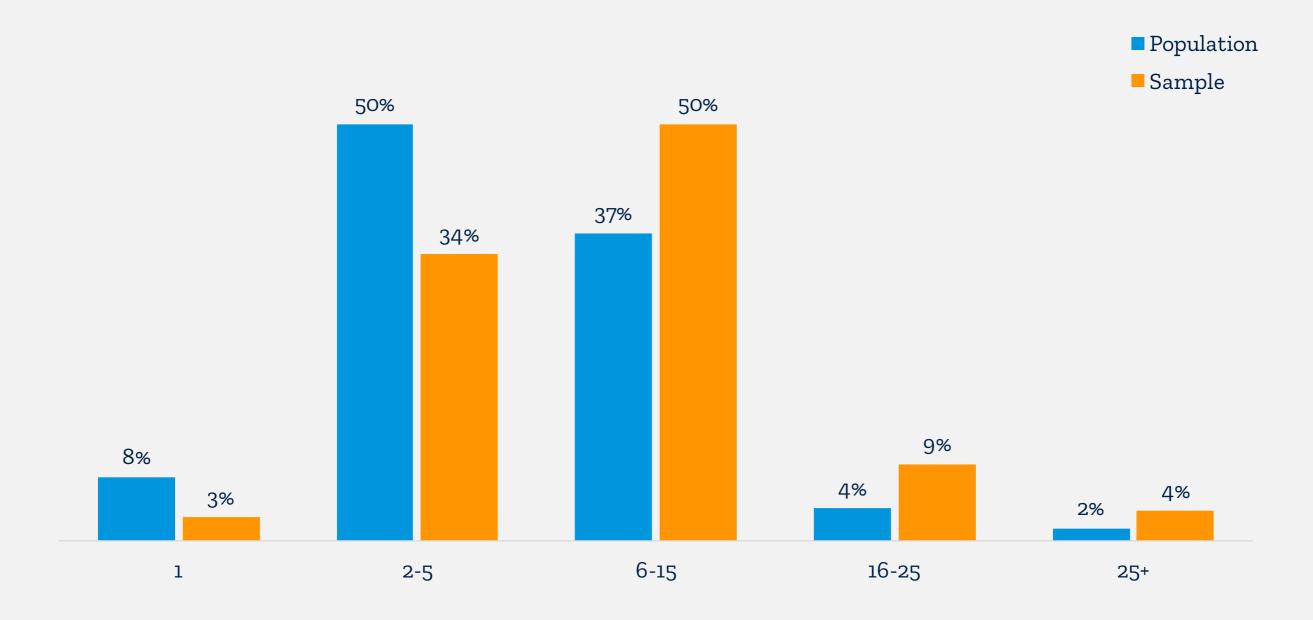
Securing the future of Firefox

First impressions are favorable - our survey sample reasonably mirrors the broader population across a number of characteristics

	Firefox Vers.	Test Pilot Vers.	OS	Extensions
Population	89% 4.0b6	93% 1.0.3	94% Windows / 5% Mac	6
Sample	89% 4.0b6	94% 1.0.3	88% Windows / 10% Mac	9

- Our sample includes 4,081 users, or 15% of the Firefox user population
- Users in the sample are more likely to use a Mac
- · Users in the sample are more likely to have a greater number of extensions installed

The difference in extensions installed does hint at our sample containing a higher number of Firefox super users

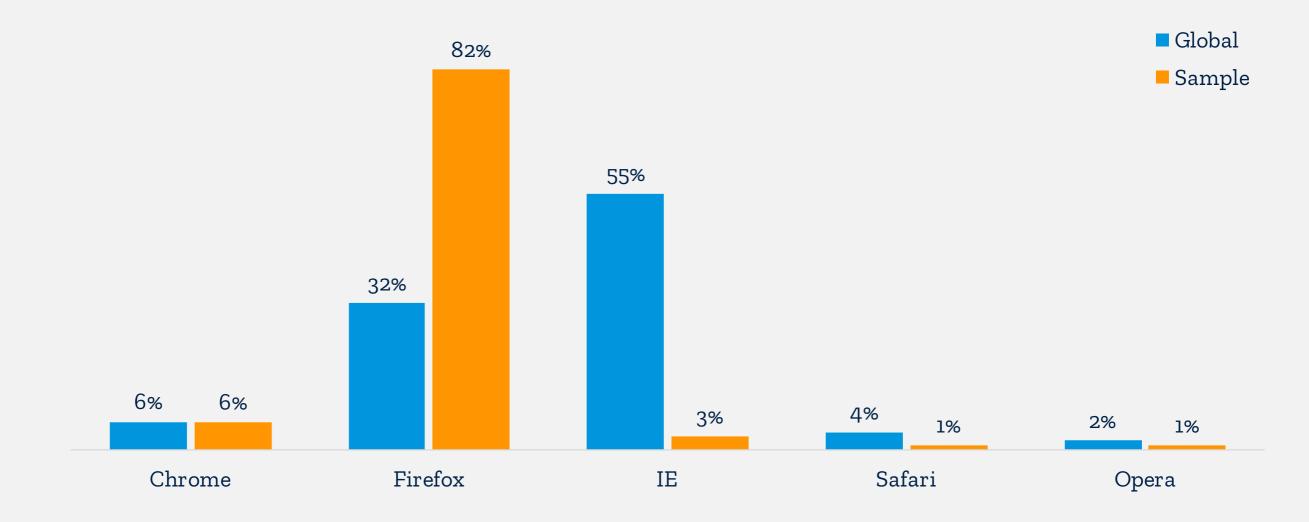


This is not a deal breaker (yet), but it is something to keep in mind

Diving into the actual results of the survey, the "super user" hypothesis emerges again, but to a problematic degree

- © Our sample is overwhelmingly male (91%)
- Our sample is mostly between the ages of 18-35 (63%)
- 69% have been Firefox users for more than 3 years
- 63% spend more than 4 hours on the web on a daily basis
- And although 65% of users use more than one browser regularly...
- 9 82% of them consider Firefox their primary browser

Here is user-reported information about their primary browsers, compared to estimated global browser market share in January 2010 (StatCounter, Wikipedia):



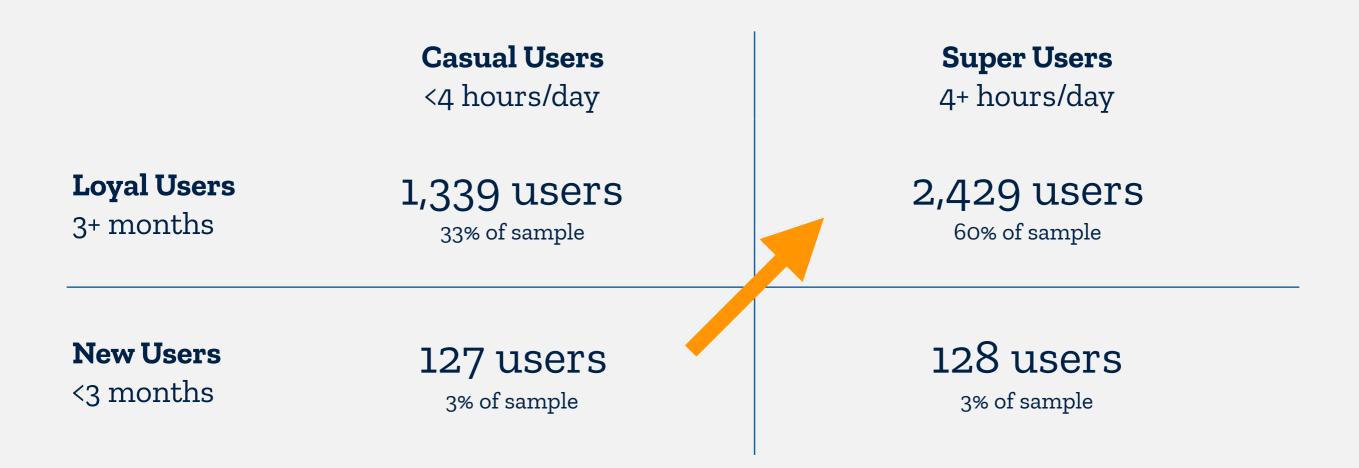
The data forces us to conclude that we do **not** have a representative sample

Hypothesis: users that have had a "must-have experience" with Firefox are more likely to stick around for a long time and become super users



We can identify a must-have experience by looking at the difference in activity between the new users that eventually become loyal/super users, and the ones that don't

The problem with this approach is that we don't have enough new users in our sample to make confident statements about what their behavior might look like



A further shortcoming of the data is that it represents only a snapshot of our users at this moment in time

This forces us to simplify our model, and ignore the new users in our segments



The average super user engages in 25% more tab use than the average casual user...

Casual Users

Everybody else

The median user opened at most

4 tabs

Max = 247 Variance = 238

Super Users

4+ hours/day, 3+ months

The median user opened at most

5 tabs

Max = 1,103 tabs Variance = 137

But the average super user has 180% more bookmarks than the average casual user...

Casual Users

Everybody else

The median user opened at most

4 tabs

Max = 247 Variance = 238

The median user had

27 bookmarks

Max = 19,883 Variance = 169,310

Super Users

4+ hours/day, 3+ months

The median user opened at most

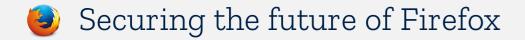
5 tabs

Max = 1,103 tabs Variance = 137

The median user had

78 bookmarks 🔽

Max = 15,481 Variance = 976,460



Building a better bookmark discovery experience would be a good way to communicate Firefox's value to new users

We could also:

- Conduct a longitudinal or cohort-based study
- Treate incentives for casual users to participate in surveys

But one thing stands out more than anything about the browser market in 2010:









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Windows

Android

iOS

,5,5,5

