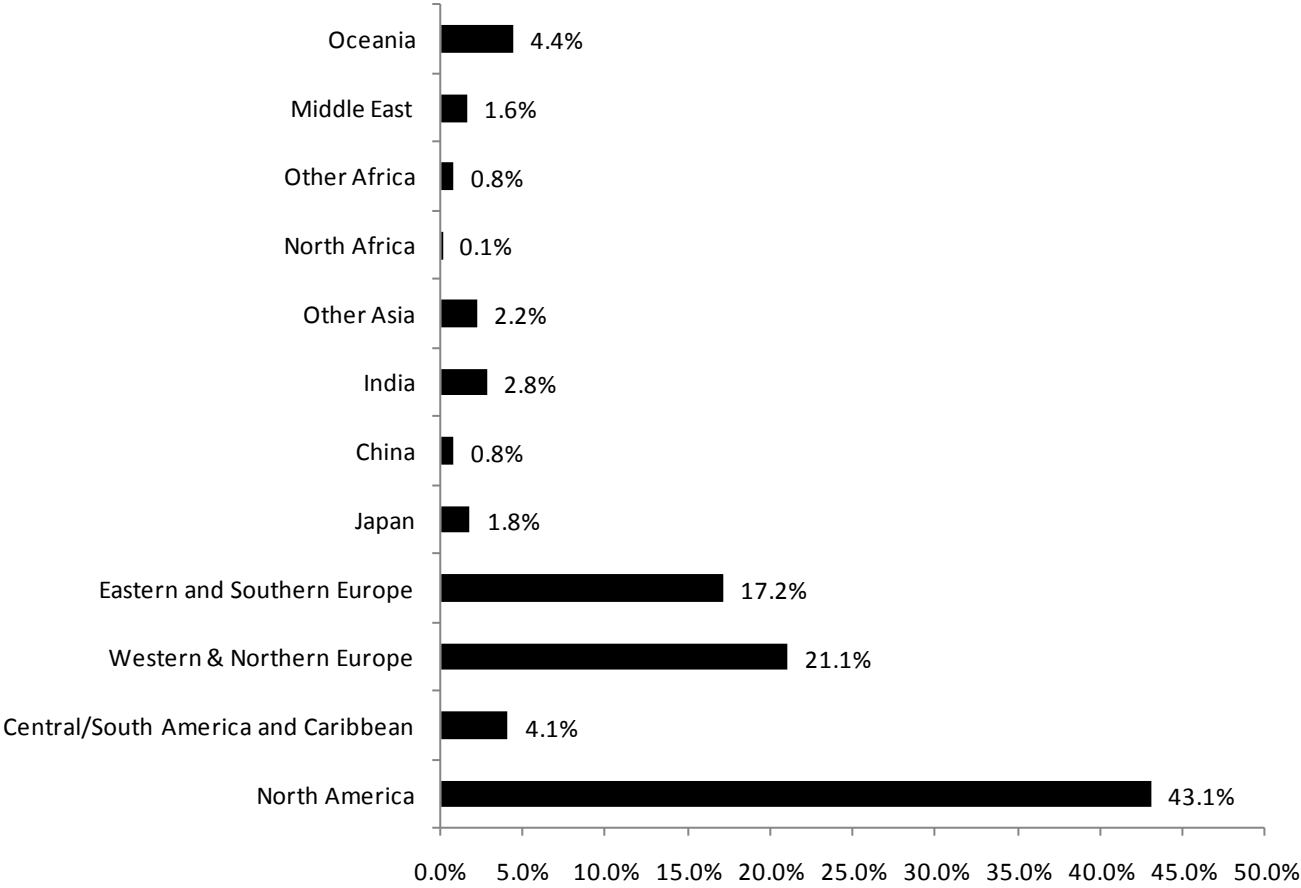
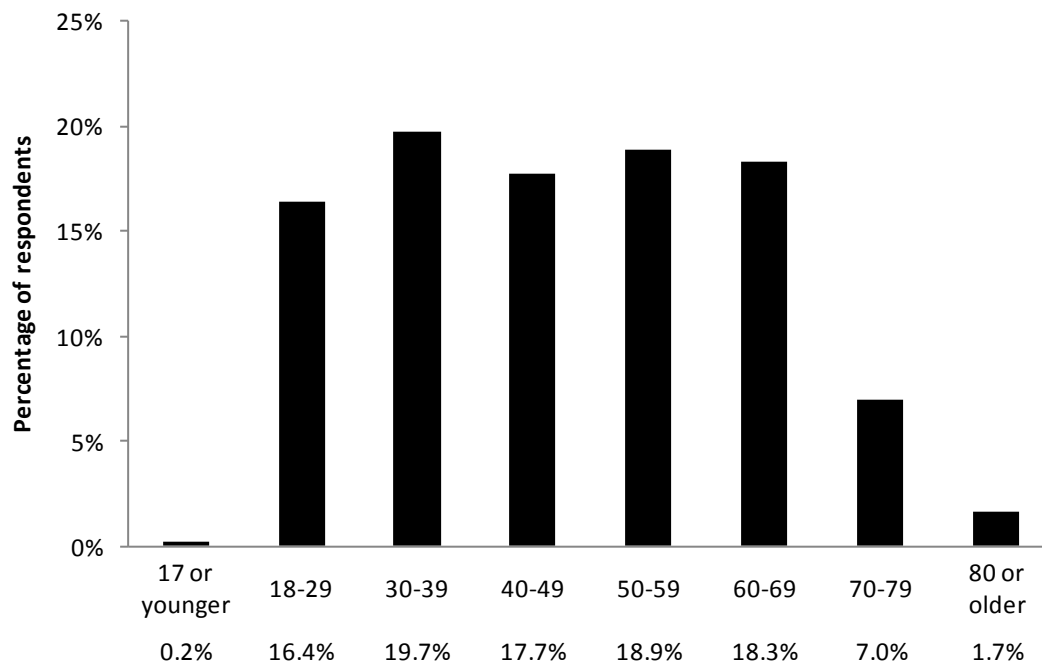


Most survey participants were from North America & Europe.

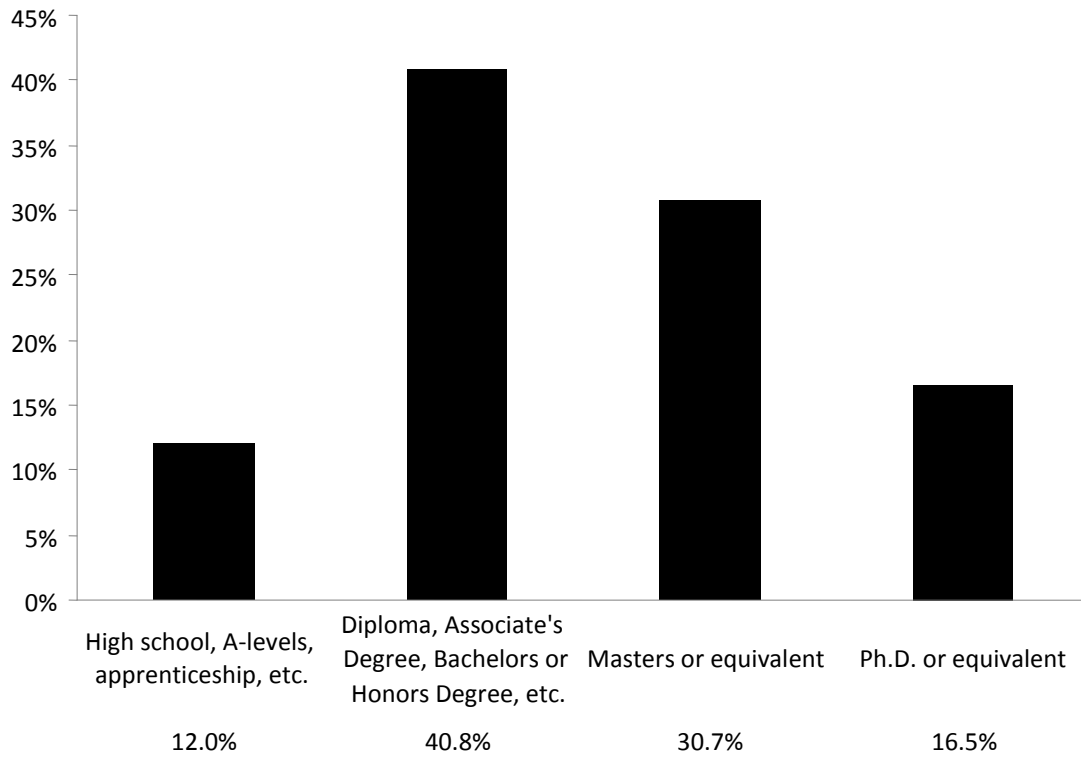


N = 3760. USA = 1169 (31%). Missing = 715 (19%).

A wide age range, & highly educated.



missing = 566 (15%)

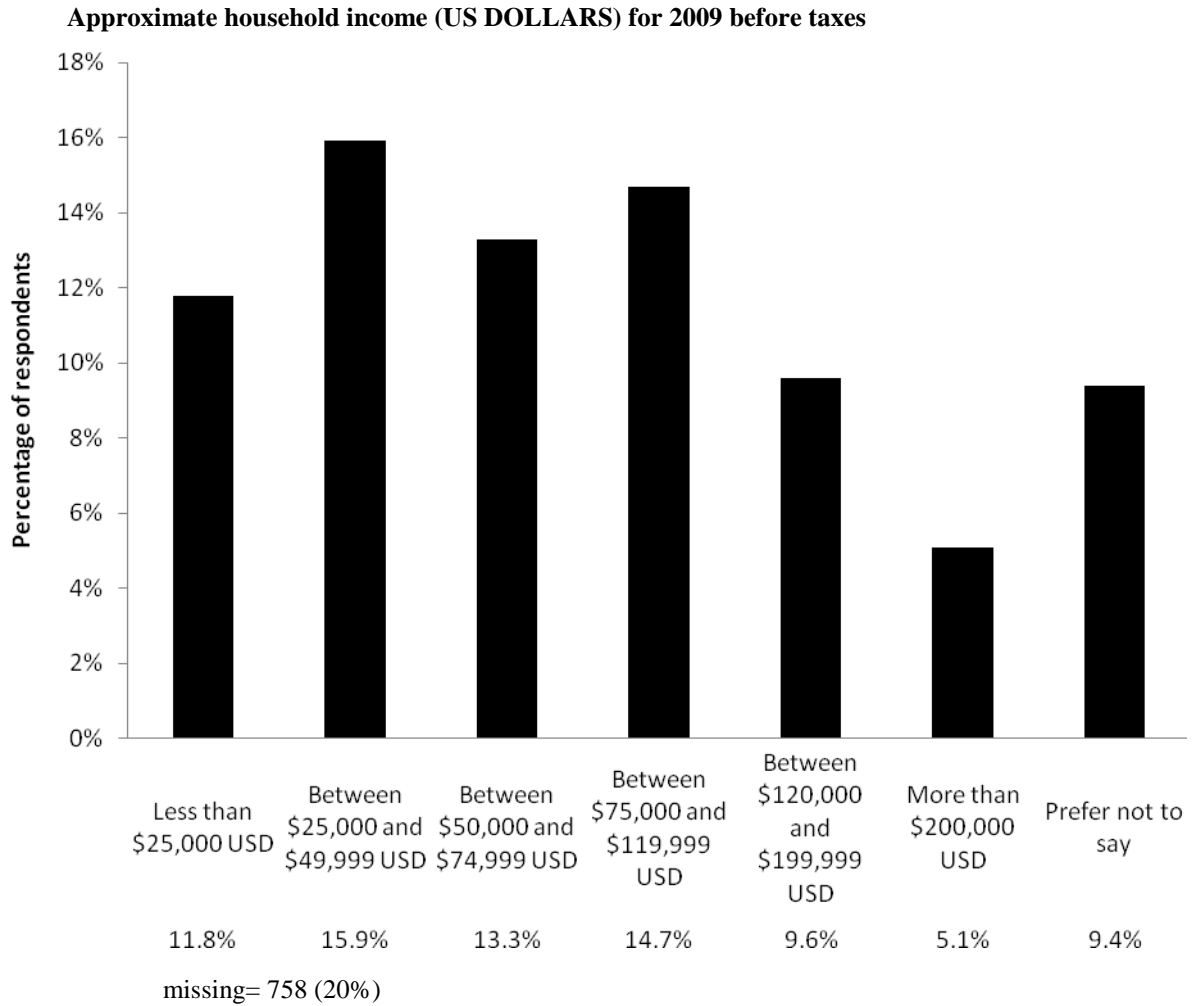


-- Occupations correspond to high education.

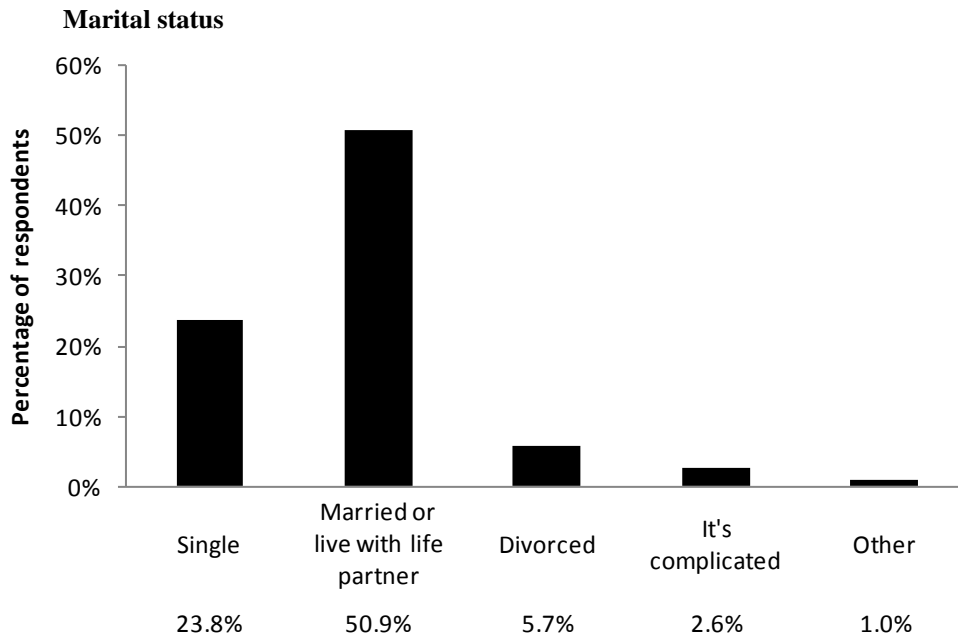
-- Note high % of retired participating.

		Profession			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional-Technical	1174	31.2	39.7	39.7
	Executive-Managerial	266	7.1	9.0	48.7
	Administrative	79	2.1	2.7	51.4
	Journalist	28	.7	.9	52.3
	Business owner	158	4.2	5.3	57.7
	Sales-Service	69	1.8	2.3	60.0
	Teacher-Educator	207	5.5	7.0	67.0
	Government	53	1.4	1.8	68.8
	Military	14	.4	.5	69.3
	Non-profit	39	1.0	1.3	70.6
	Health Care	97	2.6	3.3	73.9
	Agriculture	14	.4	.5	74.4
	Artist-Craftsman	75	2.0	2.5	76.9
	Student	196	5.2	6.6	83.5
	Homemaker	24	.6	.8	84.3
	Retired	463	12.3	15.7	100.0
	Total	2956	78.6	100.0	
Missing	0	804	21.4		
Total		3760	100.0		

A wide income range.



More are partnered than not; ~ 20% living with children.



missing = 600 (16%)

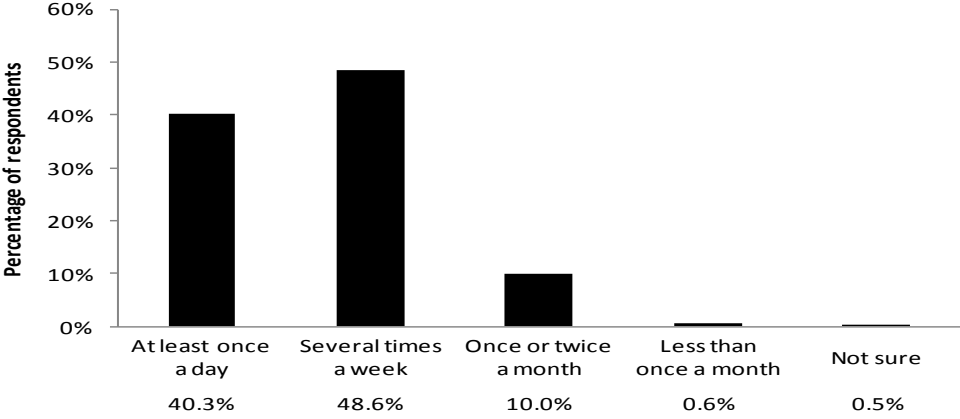
Do you have children under 18 living with you at least part of the time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	718	19.1	23.3	23.3
	No	2369	63.0	76.7	100.0
	Total	3087	82.1	100.0	
Missing	0	673	17.9		
Total		3760	100.0		

Active on-line in standard ways.

Activity	Percentage of respondents reporting they participate in the activity once or more per month
Providing a rating or review of products or services you have used	29.9%
Posting your own views on someone else's blog or on a discussion board	33.9%
Shopping online	74.0%
Uploading photos online	39.5%
Uploading video online	15.8%
Using your smartphone (iPhone, Blackberry, etc.) to access the Web	43.0%
Listening to or downloading music or podcasts	59.9%
Watching videos on YouTube or another website	81.4%
Sending or receiving mobile phone text messages	61.3%
Writing for a blog	18.1%
Taking political action online	28.4%

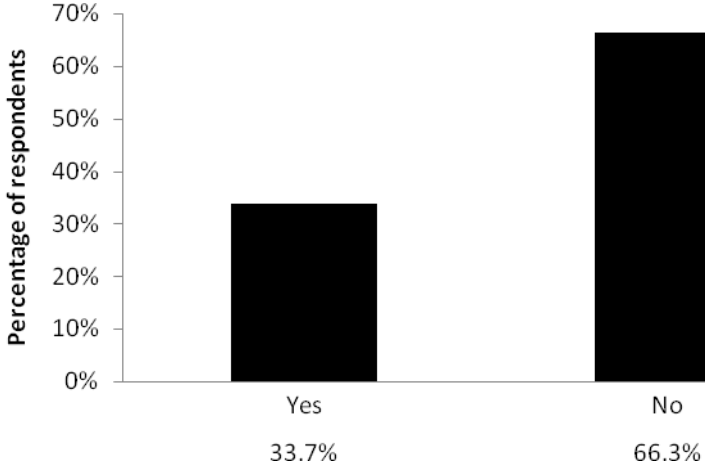
Survey participants visit Wikipedia frequently.



N=3760, missing = 30

One-third have written or edited...

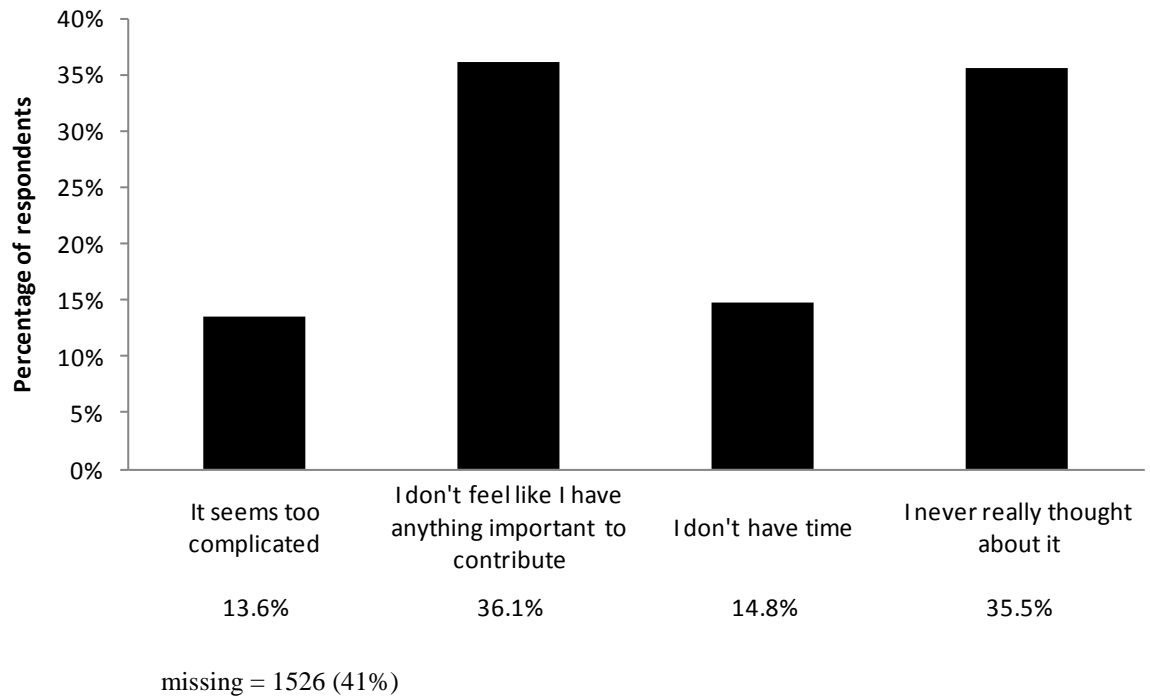
Have you ever contributed information to, or edited an article on, Wikipedia?



missing = 231

... but many haven't thought about writing or editing.

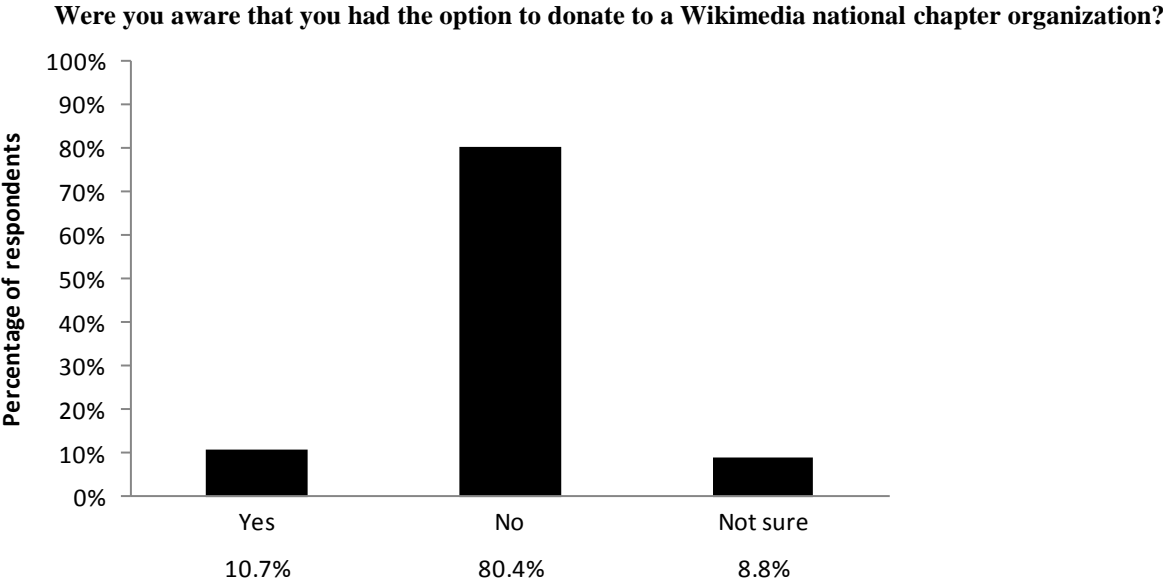
Which of the following reasons best explains why you have never contributed information or edited?



All the survey-provided reasons for donating were considered good ones.

Reason	Percentage of respondents reporting the reason for donating is a very good or extremely good reason
Crowd sourced	60.3%
To keep Wikipedia free for all users	90.2%
To keep Wikipedia free of advertising	73.3%
Because Wikipedia is more than a tool, it's changing the world	58.7%
Because I feel it's important to support something I use so heavily	81.1%
To maintain Wikipedia's independence and objectivity	88.6%
To provide access to knowledge to people who otherwise wouldn't be able to afford it (on average 11% missing)	80.8%

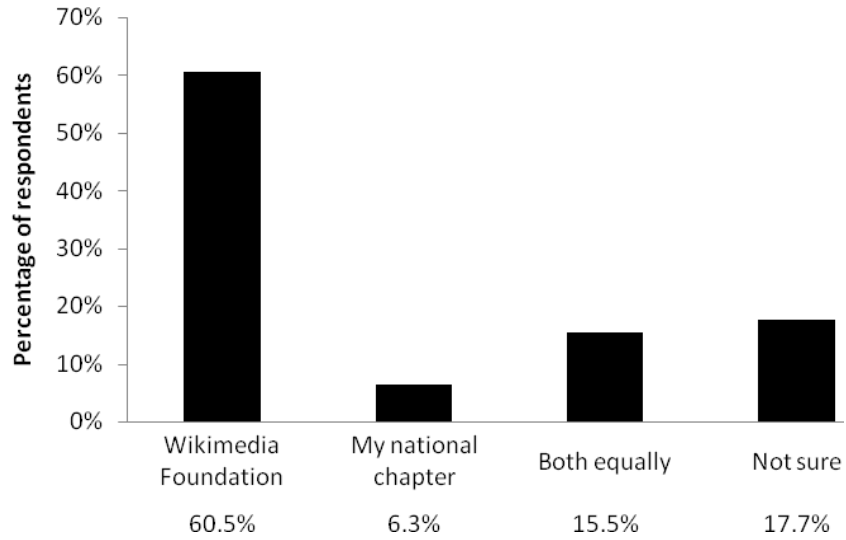
Mostly unaware of Wikipedia national chapters...



missing = 411 (11%)

...and more likely to donate to the Foundation directly.

Next time you donate, would you say you would rather donate to the Wikimedia Foundation that operates Wikipedia, or to the national chapter representing your country?



missing = 437 (12%)

~ 80% say they are likely to donate again.

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely likely	1328	35.3	39.4	39.4
	Likely	1715	45.6	50.9	90.3
	Not that likely	177	4.7	5.3	95.5
	Not likely at all	17	.5	.5	96.0
	Not sure	134	3.6	4.0	100.0
	Total	3371	89.7	100.0	
Missing	0	389	10.3		
Total		3760	100.0		

Some but not high concern about maintaining Wikipedia's identity.

Concern	Percentage of respondents reporting they were very or extremely concerned about a particular issue
That Wikipedia will be forced to sell advertising to maintain itself	35.7%
That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	30.0%
That Wikipedia will include information that is incomplete, distorted, or wrong	42.5%
That Wikipedia will be forced to charge money for access	48.5%
That major corporations or other interested parties will influence Wikipedia's content and priorities (average missing=12%)	54.1%

Some but not great interest in new or additional Wikipedia services.

Services that the Wikimedia Foundation currently offers or is planning to offer to donors or other interested supporters

Service	Percentage* of respondents extremely or very interested in the service (n)
A live web page with information about the most-visited, most-talked about, or most-edited articles on Wikipedia	28.5% (n=920)
A monthly email update with news, stories, and inspiring tidbits from Wikipedia	24.0% (n=775)
The opportunity to be a beta tester or serve on an advisory panel for new features and projects	23.3% (n=751)
An email update whenever you have news of high importance and of general interest	24.1% (n=775)
An occasional email update about new developments, new functionality, etc.	30.0% (n=973)
Hands-on training on how to contribute and edit articles on Wikipedia	23.2%

*Valid percentage excluding missing values

Latin American respondents more interested?

(Many other Ns too small.)

Percentage of respondents extremely or very interested in information services by region

Region	A live web page with information about the most-visited, most-talked about, or most-edited articles on Wikipedia	A monthly email update with news, stories, and inspiring tidbits from Wikipedia	The opportunity to be a beta tester or serve on an advisory panel for new features and projects	An email update whenever you have news of high importance and of general interest	An occasional email update about new developments, new functionality, etc.	Hands-on training on how to contribute and edit articles on Wikipedia
North America	25.2%	22.6%	21.0%	20.3%	30.1%	23.2%
Central/South America and Caribbean	40.8%	32.5%	42.1%	36.5%	39.7%	44.0%
Western & Northern Europe	22.5%	20.1%	15.8%	21.9%	26.1%	26.0%
Eastern and Southern Europe	30.1%	23.2%	26.3%	26.1%	27.5%	31.2%
Japan	20.8%	13.0%	19.2%	18.5%	7.5%	18.9%
China	68.2%	36.4%	31.8%	40.9%	50.0%	27.3%
India	67.9%	62.7%	61.2%	60.2%	57.8%	61.4%
Other Asia	43.8%	33.3%	30.6%	36.5%	34.9%	39.7%
North Africa	50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
Other Africa	33.3%	37.5%	26.1%	16.7%	41.7%	37.5%

Middle East	36.0%	20.0%	28.0%	22.4%	34.0%	26.0%
Oceania	22.1%	20.6%	19.2%	11.5%	25.0%	25.2%
Total	28.1%	23.9%	23.3%	23.6%	29.7%	27.7%

A FEW SUBGROUP DIFFERENCES.

Younger people consult Wikipedia more frequently.

			Age range							Total	
			17 or younger	18-29	30-39	40-49	50-59	60-69	70-79		80 or older
How often would you say you visit Wikipedia?	At least once a day	Count	4	302	271	206	223	211	65	19	1301
		% within Age range	57.1%	57.7%	43.2%	36.6%	36.9%	36.2%	29.3%	34.5%	40.8%
	Several times a week	Count	3	200	310	295	300	297	119	26	1550
		% within Age range	42.9%	38.2%	49.4%	52.4%	49.6%	50.9%	53.6%	47.3%	48.7%
	Once or twice a month	Count	0	17	44	55	78	68	35	9	306
	% within Age range	.0%	3.3%	7.0%	9.8%	12.9%	11.7%	15.8%	16.4%	9.6%	
Less than once a month	Count	0	0	3	2	4	3	1	1	14	
	% within Age range	.0%	.0%	.5%	.4%	.7%	.5%	.5%	1.8%	.4%	
Not sure	Count	0	4	0	5	0	4	2	0	15	
	% within Age range	.0%	.8%	.0%	.9%	.0%	.7%	.9%	.0%	.5%	
Total	Count	7	523	628	563	605	583	222	55	3186	
	% within Age range	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

A little less emphasis on Wikipedia as a cause in North America relative to Latin America and Europe.

			Region												
			North America	Central/South America and Caribbean	Western & Northern Europe	Eastern and Southern Europe	Japan	China	India	Other Asia	North Africa	Other Africa	Middle East	Oceania	Total
Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	The most important cause you support	Count	35	18	49	52	6	3	15	4	0	4	3	7	196
		% within Region	2.7%	14.6%	7.7%	10.1%	11.8%	13.0%	17.9%	6.3%	.0%	16.7%	6.3%	5.3%	6.5%
	One of the two or three most important causes you support	Count	350	61	253	276	16	13	29	25	2	13	21	41	1100
		% within Region	27.0%	49.6%	40.0%	53.7%	31.4%	56.5%	34.5%	39.1%	50.0%	54.2%	43.8%	31.1%	36.7%
	One of the many causes you support	Count	763	34	287	149	25	7	37	27	2	5	20	68	1424
		% within Region	58.9%	27.6%	45.3%	29.0%	49.0%	30.4%	44.0%	42.2%	50.0%	20.8%	41.7%	51.5%	47.5%
	One of the less important causes you support	Count	119	5	30	11	1	0	2	1	0	1	4	15	189
		% within Region	9.2%	4.1%	4.7%	2.1%	2.0%	.0%	2.4%	1.6%	.0%	4.2%	8.3%	11.4%	6.3%
	Not sure	Count	28	5	14	26	3	0	1	7	0	1	0	1	86
		% within Region	2.2%	4.1%	2.2%	5.1%	5.9%	.0%	1.2%	10.9%	.0%	4.2%	.0%	.8%	2.9%
Total	Count		1295	123	633	514	51	23	84	64	4	24	48	132	2995
	% within Region		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Little difference across world regions in stated likelihood of donating again.

Likely donation by world region

Scale = 1 Extremely likely - 5 Not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Region	Mean	N	Std. Deviation
North America	1.58	1247	.661
Central/South America and Caribbean	1.77	125	.899
Western & Northern Europe	1.78	603	.776
Eastern and Southern Europe	1.95	504	.947
Japan	1.86	42	.647
China	1.73	22	.456
India	1.56	81	.570
Other Asia	1.70	60	.561
North Africa	1.00	4	.000
Other Africa	1.42	24	.504
Middle East	1.71	48	.582
Oceania	1.67	127	.807
Total	1.70	2887	.765