



Wikipedia
Awareness, Attitudes
& Usage Research
SPAIN

Project Context

As the Wikimedia movement begins defining their vision for the next fifteen years, they required foundational knowledge of their readers in high awareness countries, for their largest and most well-known project, Wikipedia. Among internet users, they required an understanding of Wikipedia's awareness, attitudes toward Wikipedia, and usage habits and patterns.

This presentation summarizes key findings and opportunities from online, quantitative survey research conducted in France, Spain, Japan, Spain, Russia, the United Kingdom, and the United States, in June 2017. Wherever possible, the questions used mirrored past research to help establish global benchmarks.

This presentation was prepared by [Wellspring Insights & Innovation](#), Inc., a research and innovation firm based in Miami, Florida. Full field data from this study has been shared with WMF.



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Objectives

- To better understand awareness, attitudes, and usage of internet users in high-awareness countries or regions to inform the movement strategy direction for the next 15 years
- Gain insight into GenX, GenY and especially GenZ - the unique perspectives of younger users, as they will be our future readers
- Gain insight into how respondents in high-awareness countries or regions and low-awareness countries or regions differ or are the same (in comparison to New Reader and other research completed in the past)
- Scope is not intended to gain a complete understanding of all countries or regions or insights that the movement might need for Brand identity research, product development, or other planned work streams.
- As applicable, a secondary benefit will be to help guide Wikipedia's future development and growth by identifying opportunities to expand awareness, attract new readers, improve positioning, and optimize product and service features.



Scope & Methodology

- The survey was fielded in France, Spain, Japan, Russia, Spain, the United Kingdom, and the United States via an online survey accessible on a PC, laptop or device (tablet, smartphone).
- A total of 1,150 surveys with internet users (individuals who can access the internet via any device type and connection) were completed in each country
- All respondents were between 13-49 years old; GenX 36 to 49 years, GenY 20-35, and GenZ 13-19
- Non-probability sampling was utilized.
- Participants were sourced from multiple online research panels to reduce bias by adding people from all socioeconomic levels, geography and interest.
- Quotas were established per country in order to balance the sample and provide a nationally representative population by age cohort, gender, ethnicity, household income and geography. All data has been weighted to reflect this balance.



Generation X, Y and Z definitions

	GENX 36-49 in our survey	GENY 20-35 in our survey	GENZ 13-19 in our survey
Iconic Technology	VCR, Walkman, IBM PC	Internet, Email, SMS, DVD, Ipad, Xbox	Iphone, Ipad, Google, social media, 4KHD, VR
TV & Movies	M-TV, ET	Pay TV, Titanic	Smart TV, Avatar
Influencers	Pragmatic practitioners	Experiential peers	User-generated forums

Sources: McCrindle Research, Vision Critical. 2012, 2015.



Key Findings

At the outset of this research our hypothesis was that, in Spain and other high-awareness countries, we would observe large differences in awareness, usage and attitudes toward Wikipedia between the generations; from Generation X's analog childhood to the digital natives of Generation Z.

By 2030, the oldest GenX'ers will be 63, heading toward their next, and perhaps final, career phase. The oldest GenY'ers will be 53, and have already made their mark on the world of technology, particularly in social media.

In 2030, the oldest members of Generation Z will turn 35, and they will have had a smartphone since they were about the age of 13. Already, they are being called the greatest visual communicators ever raised; creators, collaborators and curators of culture.

“Technology is an important component, but what's changed is this generation's (Z) relationship with culture. They are empowered, connected, empathetic self-starters that want to stand out and make a difference in the world.”
– the Wildness, 2015 research study.



Key Findings

In our survey we found that internet users in Spain between the ages of 13 and 49 are about seven times more likely to think of Google first over Wikipedia when they “think about finding information online.” Overall, three out of four mentioned Google as compared to 20% for Wikipedia and 12% for Yahoo!.

Young internet users in Spain are the least aware of Wikipedia (82% of GenZ vs. 95% of GenY and 91% of GenX), and they are the most likely to say that YouTube (53%) is one of top three sites that they go to when they want to find information.

Given their age, 46% of GenZ first found out about Wikipedia at school, and regardless of the device they access it on, chances are they are doing homework. GenX and Y in Spain are more in-the-moment, looking up topics on Wikipedia that were in passing conversation.

Spain’s internet users are some of the most knowledgeable about Wikipedia. Across all three generations, large majorities know that Wikipedia is a non-profit, primarily funded by reader donations, with volunteer-created content.



Key Findings

Regarding usage, better than seven out of ten GenX and GenY, and six out of ten GenZ readers, read Wikipedia on a weekly basis. Twenty-three percent of GenZ readers have Wikipedia set as their homepage, and twenty-four percent access it through the app - the highest of any country surveyed.

This may be owing to their focus on schoolwork, or to other factors such as how they approach websites and apps, or how they derive utility. It is an important question for Wikipedia to answer in the near future.

Spanish readers say that being **useful, easy to read, and free** is what is most important to them, personally.

However, they most strongly associate Wikipedia with “neutral, unbiased content” and “professional.”

Free of advertising was ranked toward the bottom of personal importance; 8th out of nine.



Key Findings

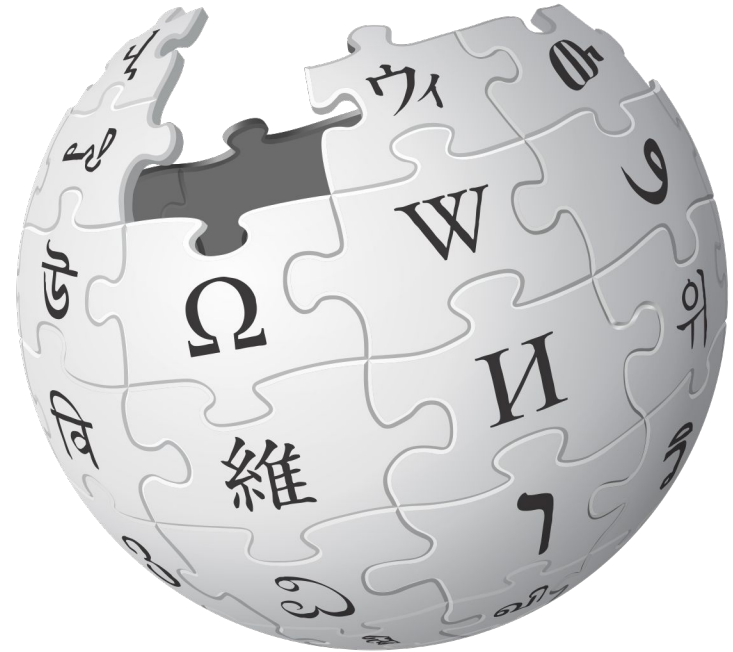
Lastly, when it comes to enhancing Wikipedia readers' experience, the generations agree that top enhancements would be more trustworthy content (55%), higher quality content (53%) and more visual content (46%). Greater proportions of GenZ readers seek more trustworthy content (59%), improved local language content (50%) and improved site design (37%).

About 32% of Wikipedia readers across the generations said that more interaction with other readers would enhance their personal experience “a lot.”



Wikipedia Awareness

Spain internet users by Generation
Total Base: 1150
Weighted Data



We asked internet users in Spain what website came to mind when they want to find information online.

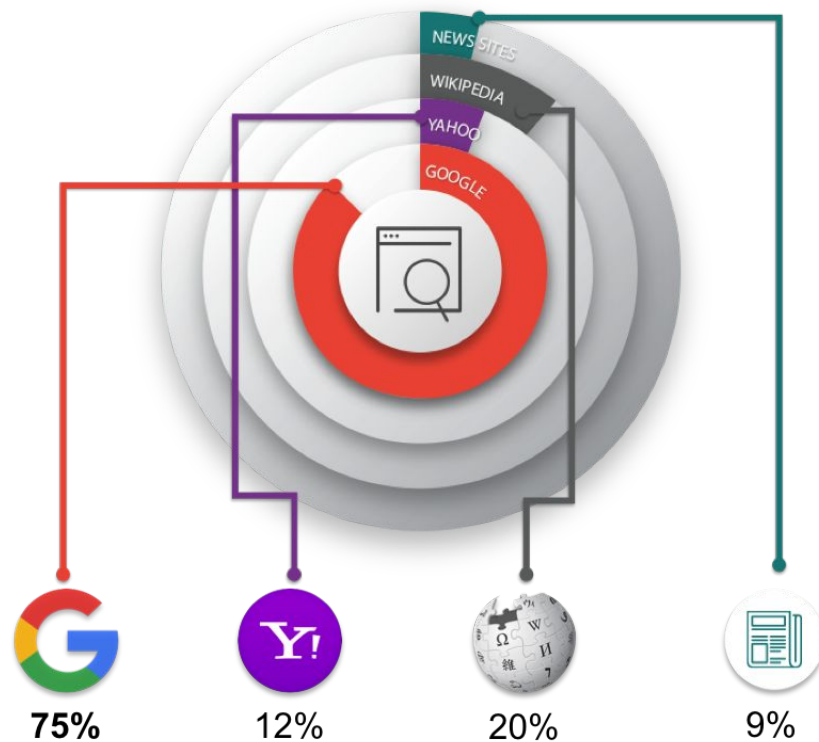
69% mentioned Google first.

10% mentioned Wikipedia.



In total mentions, Google had 63%.

Q6: When you want to find information online, what websites come to mind? Total Mentions. Base: 1150



Wikipedia may not be top-of-mind, but 91% of internet users in Spain are aware of it.

And six out of ten say it is one of the Top 3 sites to go to when they need information.

Top 3 Sites for Information

Q7a: When you want to find information online, what three websites would you say you go to most often? Base: 1150

Six out of ten internet users in Spain - across all three generations - include Wikipedia as one of the top three sites they go to when they want to find information online.

YouTube is also popular, especially among GenZ users.

Newspaper sites El Pais and El Mundo have as much traction as Yahoo!, Facebook and Twitter. Except with GenZ, who also consult Wikihow (8%) and Quora (7%).

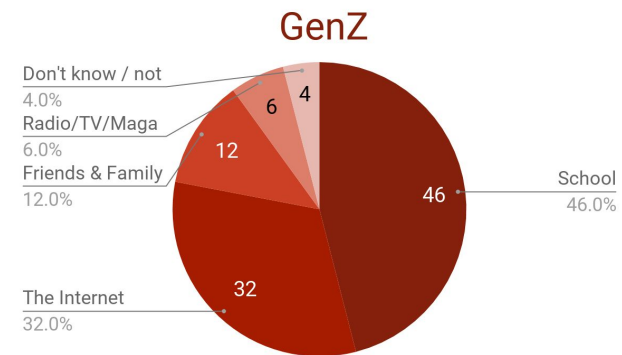
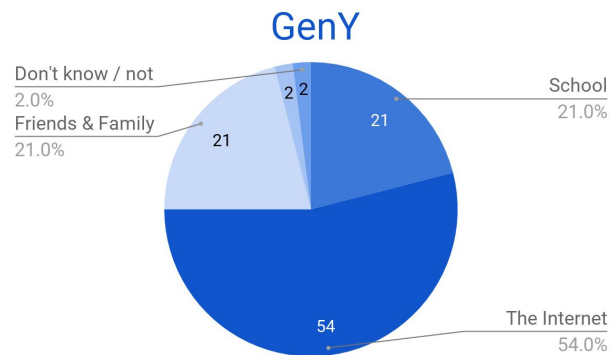
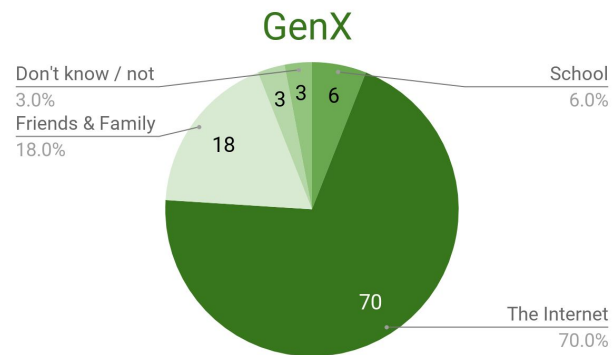
	GenX	GenY	GenZ
Google	92%	90%	77%
Wikipedia	59%	63%	64%
YouTube	35%	47%	53%
Yahoo!	17%	12%	19%
El Pais	14%	15%	7%
Facebook	14%	12%	14%
El Mundo	13%	12%	5%
Twitter	8%	15%	10%
How Stuff Works	1%	1%	3%



While GenX and GenY first found Wikipedia online, GenZ is as likely to first find out about it at school.

Q8: Where did you first find out about Wikipedia?

Base: 1004 Aware Wikipedia.



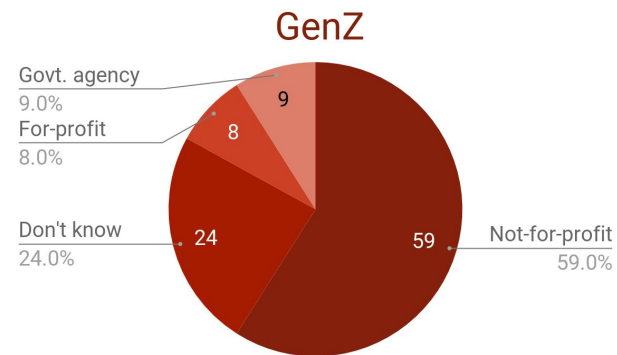
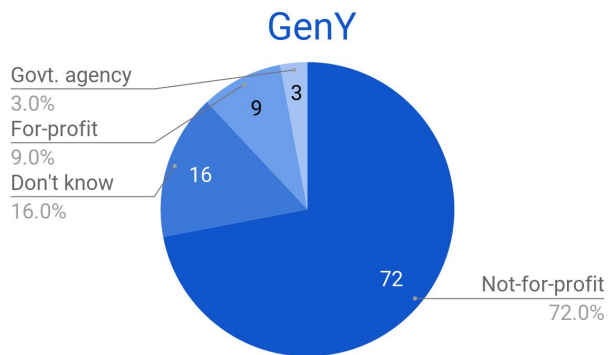
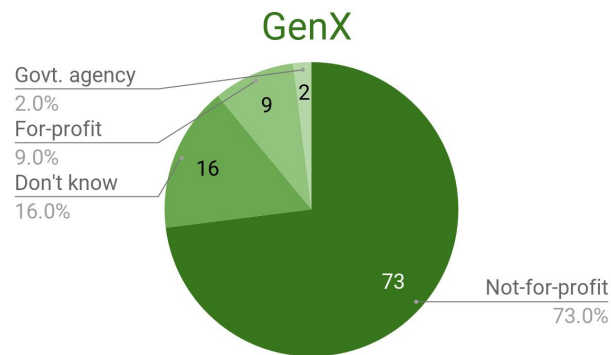
Internet users in Spain have a good handle on Wikipedia.

Across the three generations, majorities know that Wikipedia is a non-profit, primarily funded by reader donations, with volunteer-created content.



Seven out of ten GenX and GenY internet users know it is a not-for-profit, as do 60% of GenZ.

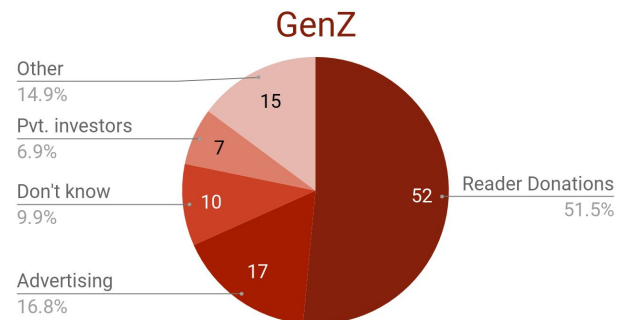
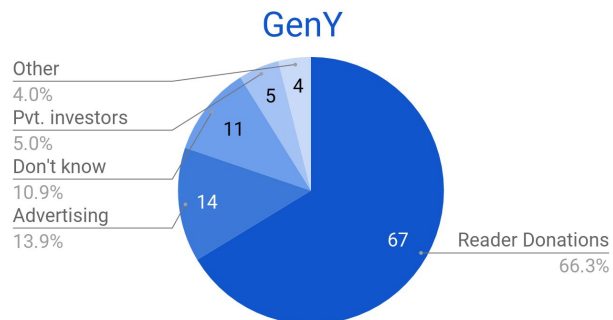
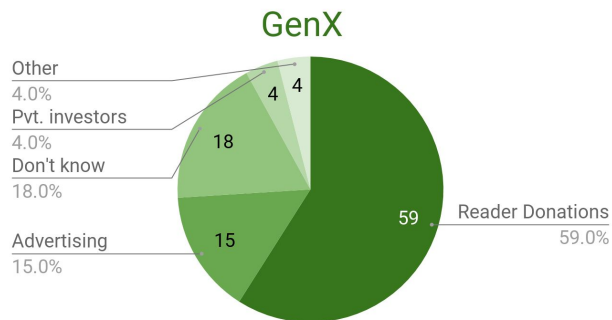
Q9: To the best of your knowledge, which of the following best describes the organization that manages Wikipedia? Base: 1004 Aware Wikipedia.



Better than half, across generations, know Wikipedia is funded by reader donations.

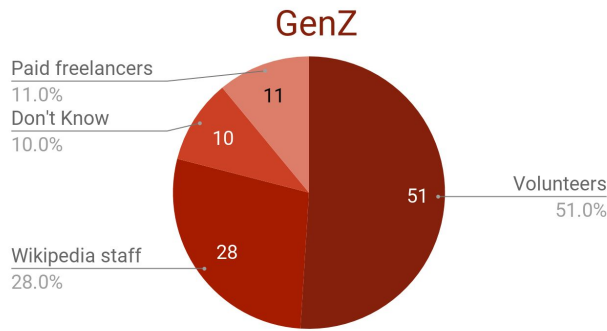
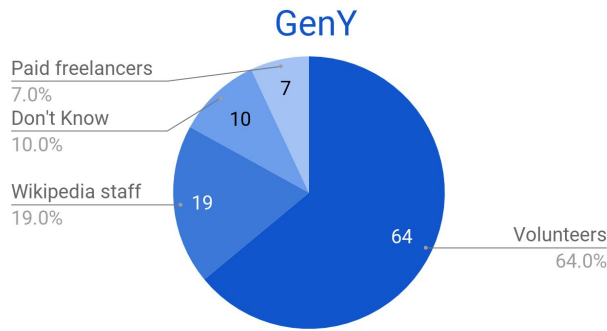
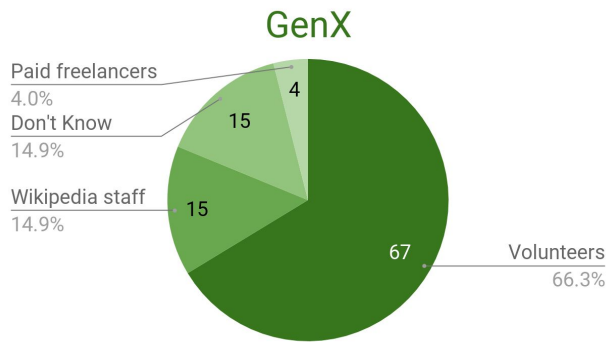
Q10: How do you think Wikipedia is primarily funded?

Base: 1004 Aware Wikipedia.



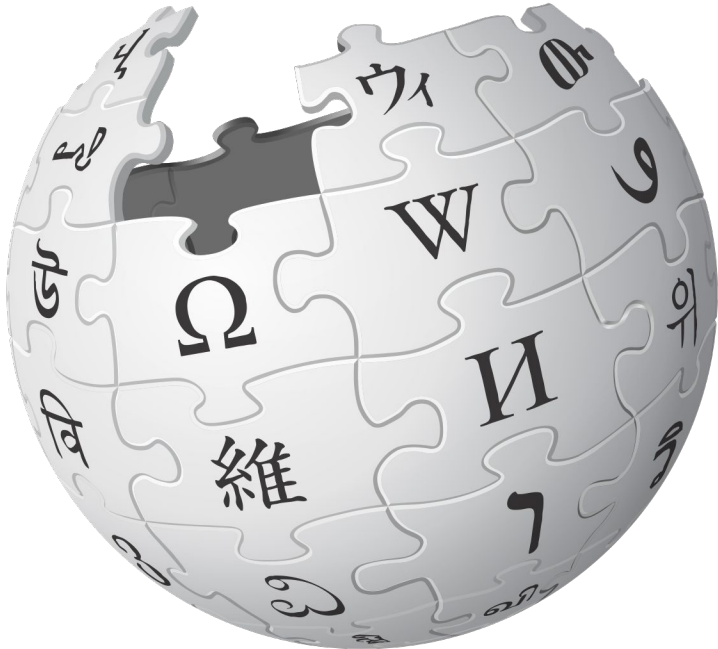
Two-thirds of GenX and GenY readers know that content is created by volunteers. Twenty-eight percent of GenZ thinks it is staff.

Q17: To the best of your knowledge, how is information primarily created and maintained on Wikipedia? Base: 957 Wikipedia Readers.



Wikipedia Usage

Spain internet users by Generation
Total Base: 1150
Weighted Data



Awareness & Usage Summary

GenZ in Spain has the lowest awareness of Wikipedia, while GenY has the highest reading population.

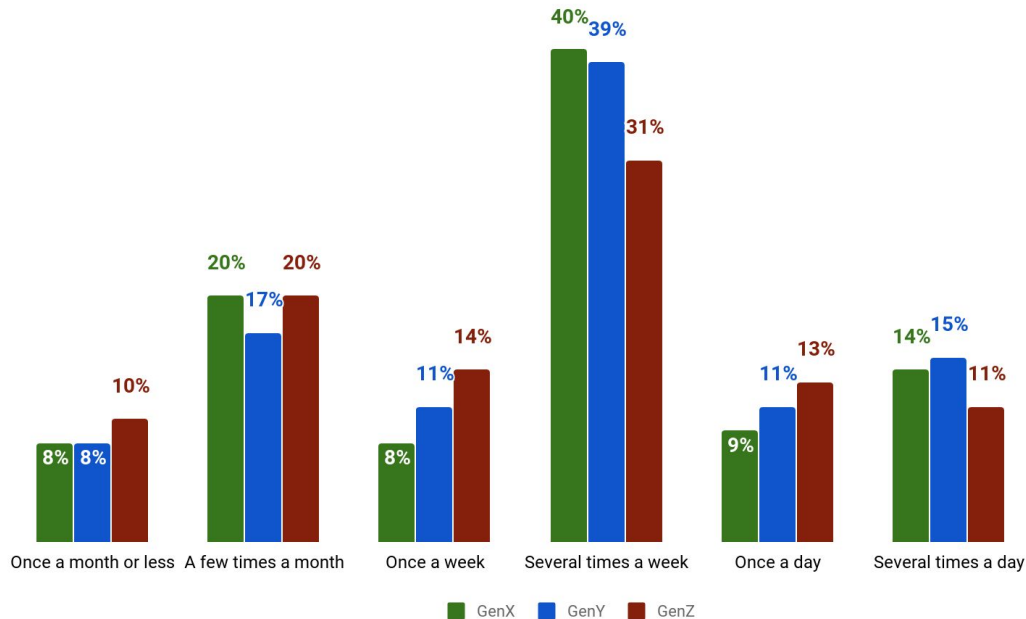
	<u>GenX</u>	<u>GenY</u>	<u>GenZ</u>
Aware of Wikipedia	91.3%	95.0%	81.9%
Read Wikipedia	88.3%	93.1%	81.2%
Never read Wikipedia	3.2%	1.8%	0.7%
Unaware of Wikipedia	8.7%	5.0%	18.1%
Total non-reading population	11.9%	6.9%	18.8%



Better than seven out of ten GenX and GenY, and six out of ten GenZ readers, read Wikipedia on a weekly basis.

Q14: How often do you read Wikipedia?

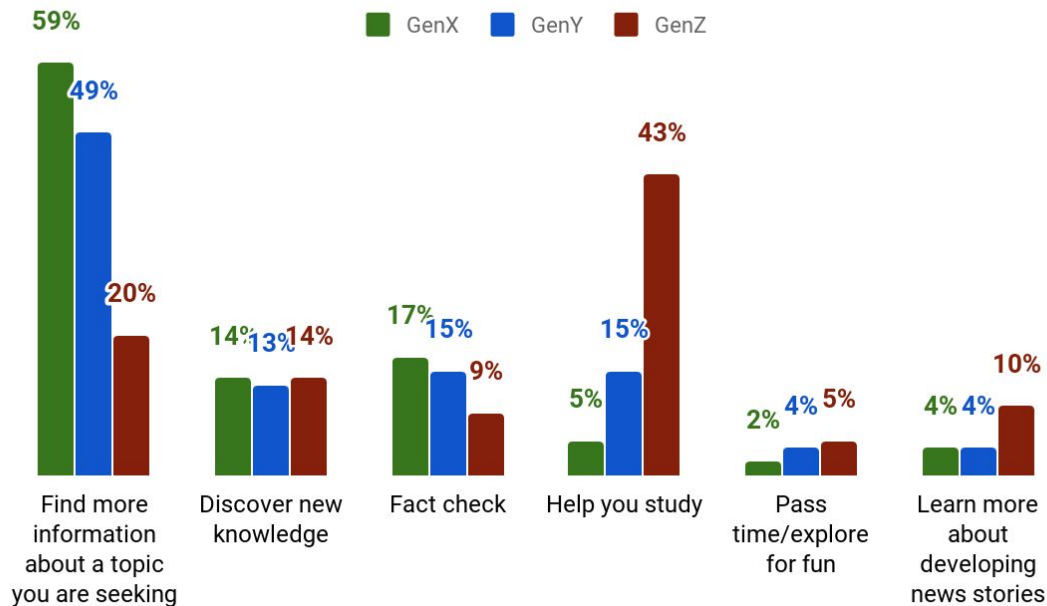
Base: 957 Wikipedia Readers.



GenX and GenY are more about information seeking, while 43% of GenZ uses Wikipedia primarily for school work.

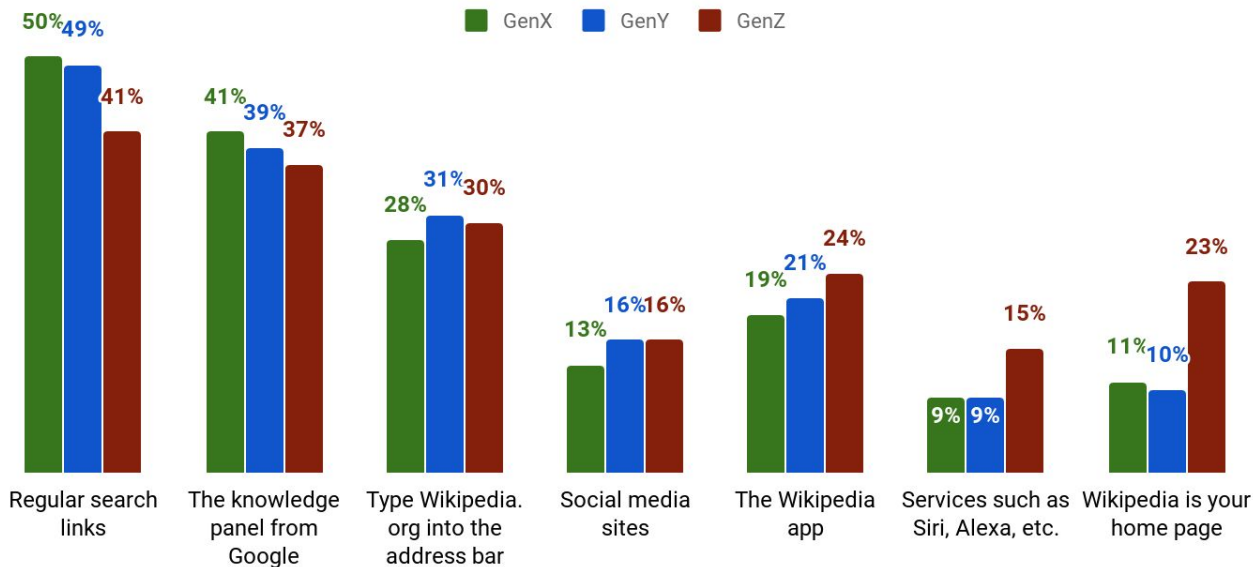
Q15b: Overall, would you say you use Wikipedia primarily to _____.

Base: 957 Wikipedia Readers.



Most follow search links or click on the knowledge panel. One-quarter of GenZ is using the App or has Wikipedia set as their home page.

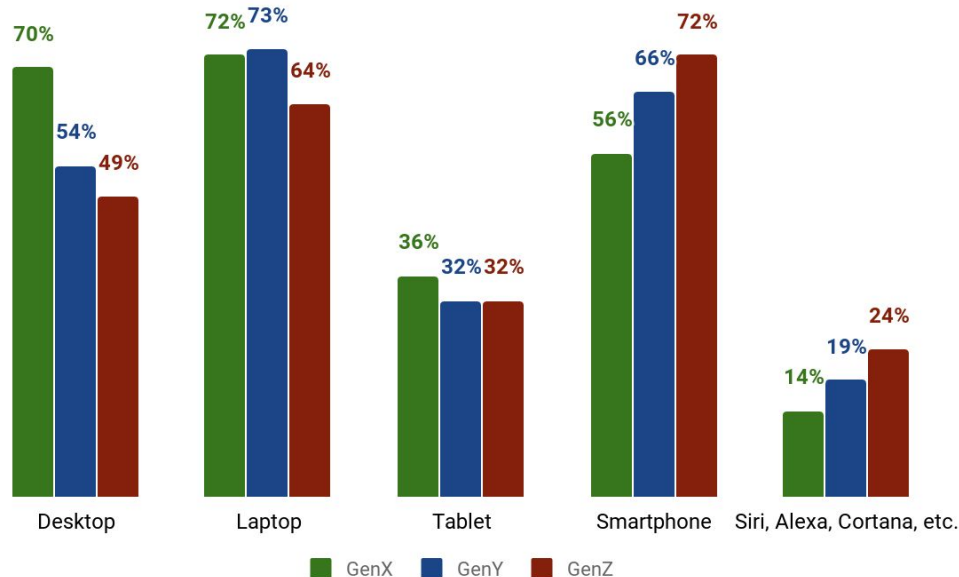
Q16: What are all of the ways you find Wikipedia articles, or get to Wikipedia articles? (Answer all that apply) Base: 957 Wikipedia Readers








GenY and GenZ uses their laptops or smartphones to access Wikipedia. Seventy percent of GenX still uses a desktop.

Q15: Please indicate how often you use each the following devices to access and read Wikipedia.

Base: 957 Wikipedia Readers.



Top reasons for reading Wikipedia don't vary much by device. **GenZ** skews to school assignments, while **GenX** and **GenY** are more focused on conversational topics.

		GenX	GenY	GenZ
Desktop		A topic I want to learn more about 62%	A topic I want to learn more about 61%	Work or school assignment 60%
Laptop		To immediately look up a conversational topic 56%	A topic I want to learn more about 55%	Work or school assignment 62%
Tablet		To immediately look up a conversational topic 52%	To immediately look up a conversational topic 45%	Work or school assignment 48%
Smartphone		To immediately look up a conversational topic 63%	To immediately look up a conversational topic 52%	Work or school assignment 51%
Digital Voice Asst.		Conversational or media topic 41%	To immediately look up a conversational topic 38%	To immediately look up a conversational topic 42%

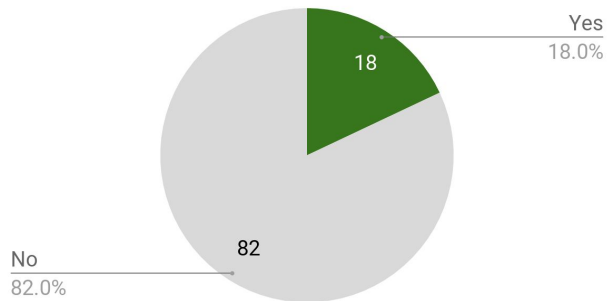
Q15a: When you access Wikipedia on your _____, what do you read it for? Base: Access Wikipedia via device.

One-quarter of GenY and over two-thirds of GenZ readers have tried to edit a Wikipedia article.

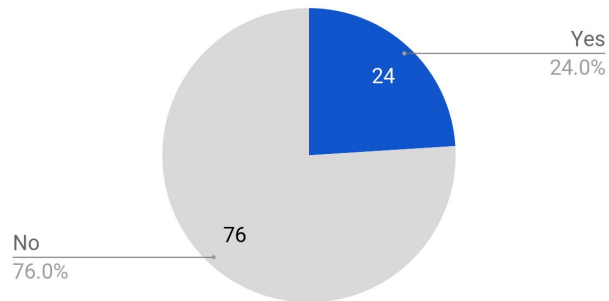
Q18a: Have you ever tried to edit a Wikipedia article?

Base: 678 Readers who know anyone can edit.

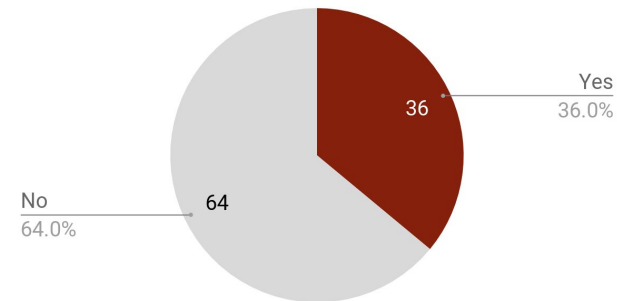
GenX



GenY

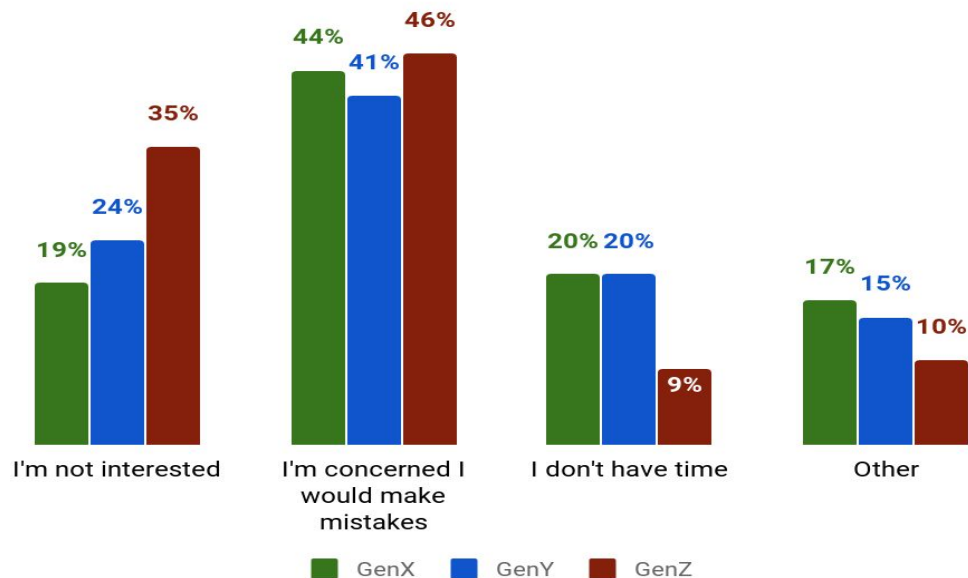


GenZ



Among those who have not tried to edit an article, most are concerned about making mistakes.

Q18b: Which of the following best explains why you have never tried to edit a Wikipedia article? Base: 531 Readers who have never tried to edit.

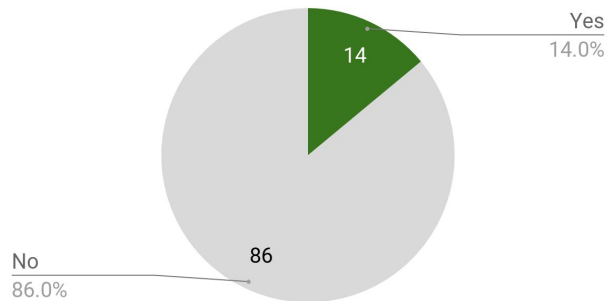


Across the generations, eight or nine out of ten in readers in Spain have never made a donation to Wikipedia.

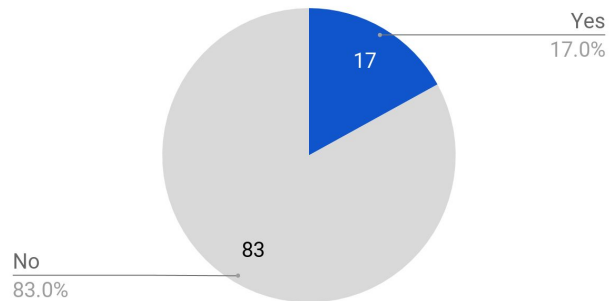
Q19: Have you made a financial donation to Wikipedia?

Base: 957 Wikipedia Readers.

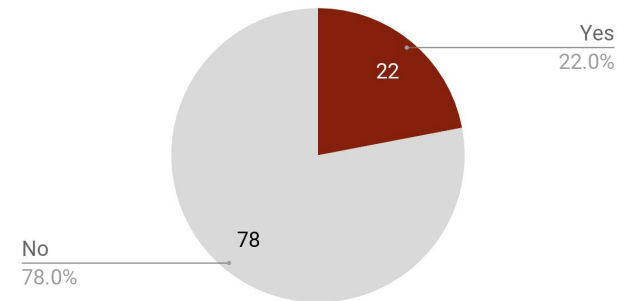
GenX



GenY

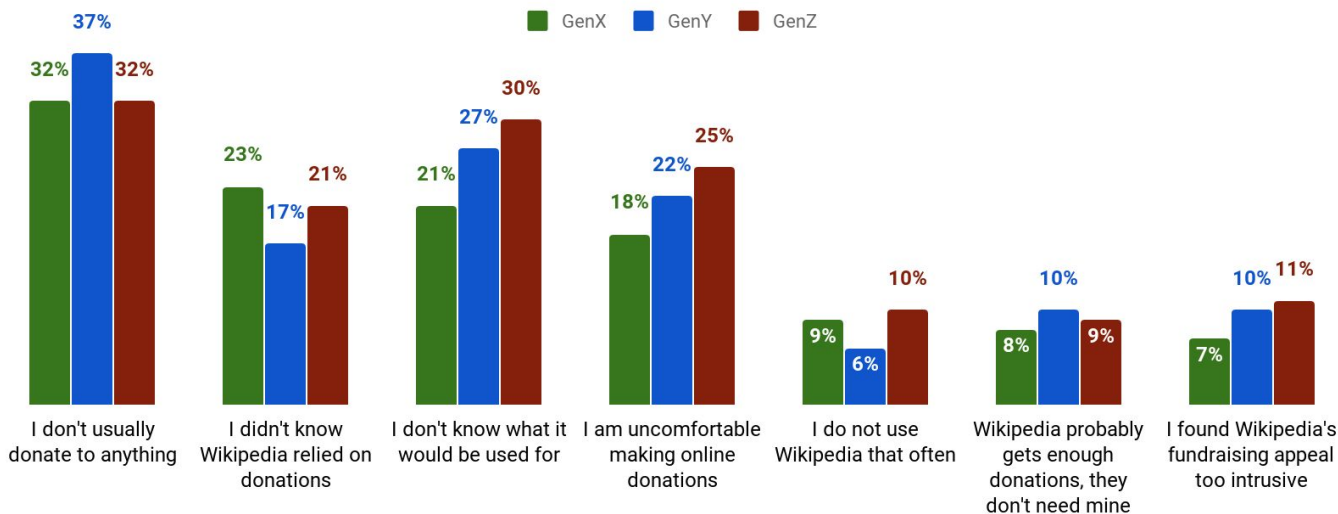


GenZ



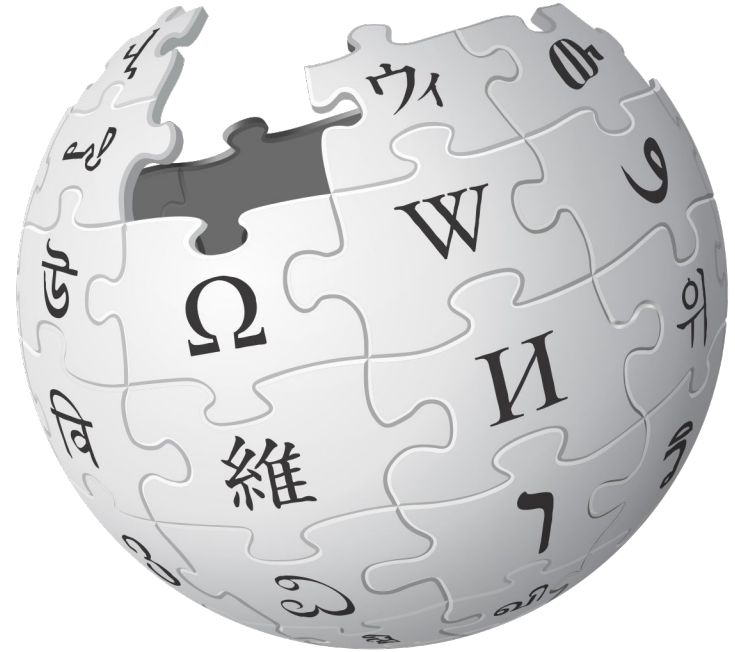
More than four out of ten say they either didn't know Wikipedia relied on donations, or what the donation would be used for.

Q20a: Which of the following best explains your decision NOT to make a donation to Wikipedia? Base: 842 never donated.



Attitudes toward Wikipedia

Spain internet users by Generation
Total Base: 1150
Weighted Data



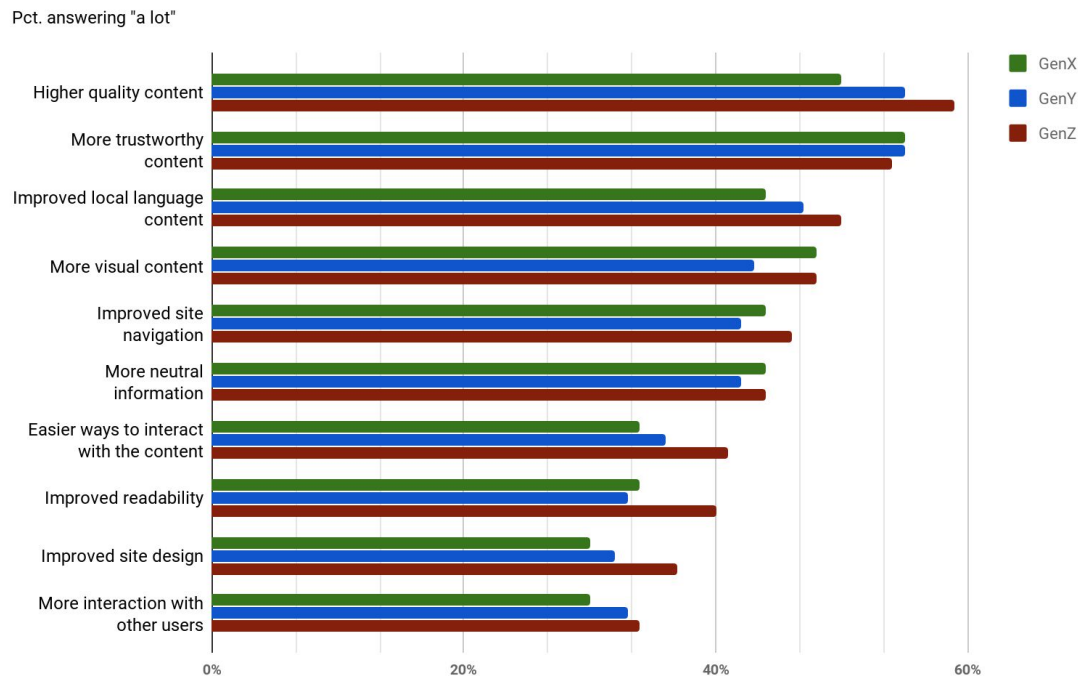
Spanish readers strongly associate Wikipedia with neutral, unbiased content and professional. This attributes, however, are of middling importance.

	GenX		GenY		GenZ	
	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking
Useful	7.5	1	7.3	1	7.4	1
Free knowledge for every person	7.4	2	7.2	2	7.4	2
Easy to Read	7.6	3	7.6	4	7.2	4
Comprehensive	7.7	4	7.5	3	7.5	3
Neutral, unbiased content	8.6	5	8.5	7	8.6	8
Professional	8.7	6	8.7	6	9.0	6
High Quality	7.9	7	7.9	5	7.9	5
Free of advertising	7.8	8	7.8	9	7.5	7
Transparency	8.4	9	8.1	8	7.9	9



Higher quality, more trustworthy, and improved local language content would enhance Spanish readers' experience.

Q22a: As a Wikipedia reader, please indicate how much each of the following changes would enhance your personal experience? A lot, a little, or not at all. Base: 957 readers.



THANK YOU

