

After additional survey questions on Wikipedia and viewing a fundraising banner message, more users cite Wikipedia’s dependence on readers as the best reason to make a financial contribution. They also highlight their own use of Wikipedia and want to see it continue.

Reasons to Make Financial Contribution	United States	Canada	Australia/New Zealand	United Kingdom
I Use Wikipedia and Would Like to See It Remain a Source of Information	28	36	34	30
Wikipedia Depends On Its Readers In Order to Survive	24	23	21	27
Wikipedia is a Non-profit	18	12	15	16
It’s an Ad-free Site	10	8	7	7
To Protect Wikipedia’s Independence	9	9	11	11
To Support the Work of Volunteer Content Contributors	4	2	4	1
Other	1	1	2	0
Don’t Know	8	9	6	8