

# Community Insights: Key Findings

In late 2019, the Global Data & Insights team (formerly Learning & Evaluation) collected data from more than 2500 Wikimedians from all over the world through the Community Insights survey. These data help paint a picture of our Movement's demographics and communities' social and technical experiences. They also tell us whether we are progressing towards the Wikimedia Foundation's Medium Term Plan goals and the 2030 Strategic Direction.

If we want to increase our Movement's geographic and gender diversity, we must focus on attracting and retaining newcomers.

Wikimedians are 87% men. 45% live in Europe and 19% in Northern America (as compared to 9.7% and 4.8% of the global population).

Contributors who started editing in the last 2 years are more socioeconomically diverse than tenured ones.

New volunteer developers are half as likely to live in Europe as tenured ones.

## Newcomers are...



2x as likely to be women



2x as likely to live in Asia



3x as likely to live in Africa

Our growing diversity is at risk if we do not improve our social and technical environments, especially for those who often have worse experiences.

## Newcomers who are...



feel less **empowered** to succeed on-wiki than other newcomers.

Almost half of women contributors and those living in Eastern Asia said they had felt unsafe or uncomfortable in Wikimedia spaces.

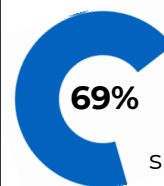
Youth, newcomers, and contributors living in Africa and Southern Asia indicate more positive technical and social experiences in Wikimedia spaces than others, including feelings of belonging and engagement in their communities. Youth in particular are more satisfied with their technical experiences than others.

Though highly aligned with the Foundation's vision, communities are less enthusiastic about the processes in place to achieve those goals.

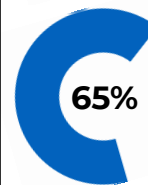
Most respondents feel aligned with WMF's vision, but fewer feel it has the right strategies and abilities to support the global movement. Confidence in WMF is higher in Northern Europe, Southern Asia, and Africa; and lower in Eastern Asia.

On-wiki admins, and to a lesser extent movement organizers, feel moderately empowered to succeed in their roles, and most see their communities (and not WMF) as a source of support.

Communities are confident in the quality of the software that WMF produces, but less confident in the WMF's collaboration and prioritization when creating that software.



69% agree WMF has the right programs and strategies to support its central goal.



65% feel confident in WMF's ability to support the global movement.