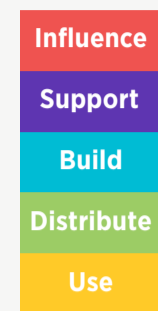


# Audience Map: Attribute & Relationship View

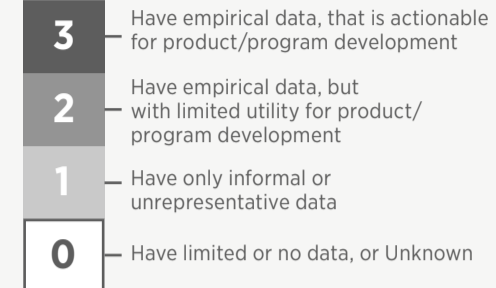
This map demonstrates an alternative approach to describing our audiences, based on an opportunistic and multi-dimensional understanding which may inspire new strategies on how to better serve our audiences. Audience groups are mapped on continuums of: 1) a key attribute that impacts how they engage with Wikipedia (degree to which they are individual or institutional), and 2) their relationship to Wikipedia (how much they contribute to or consume it). Each group's shading demonstrates the level of pre-existing knowledge we have about each audience. This visual helps us see which audiences might require more research and their sizes relative to one another.

## Legend

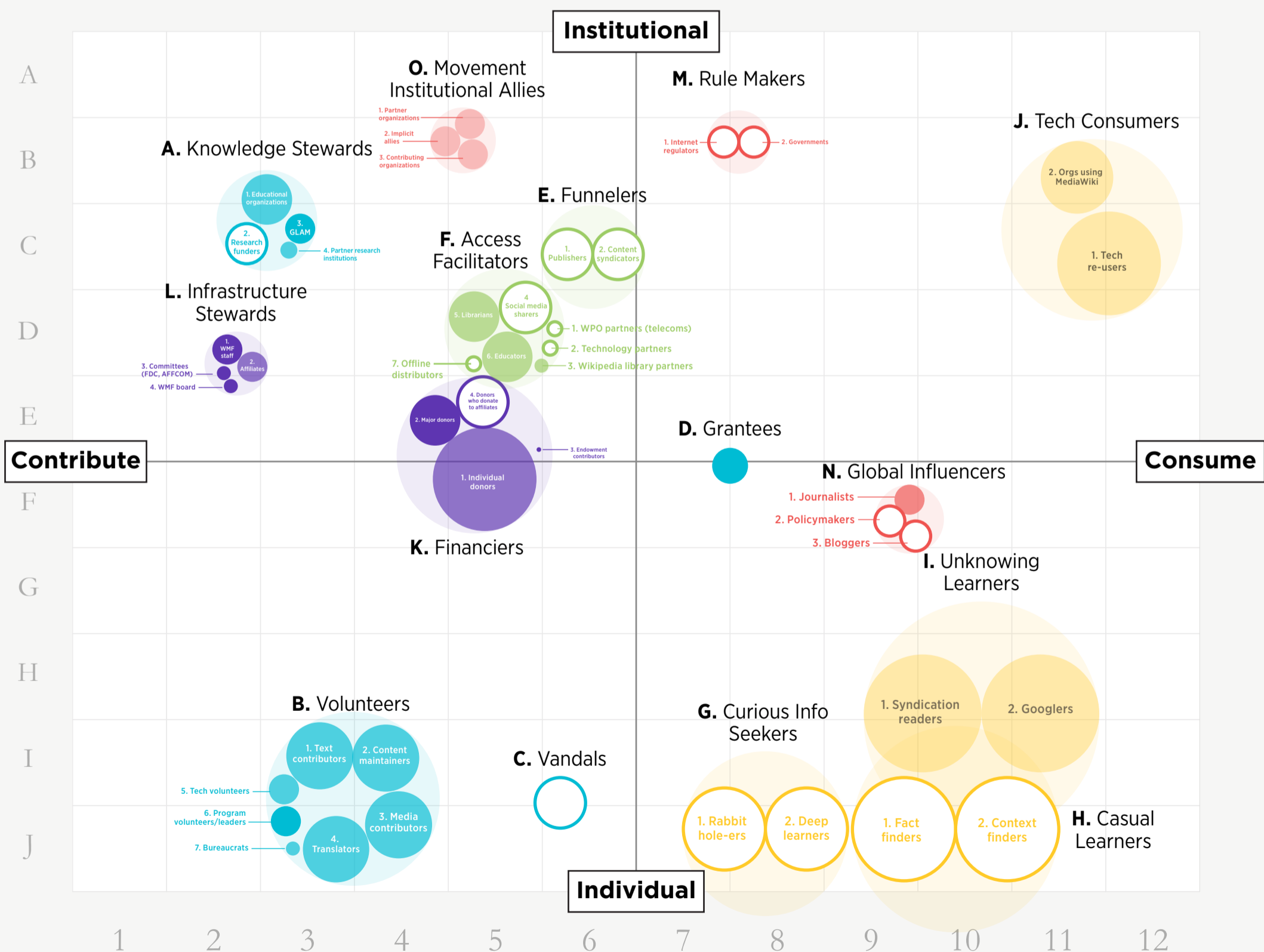
**Functional Relationship to Wikipedia**



**Shading** represents the amount of empirical and actionable data available about the audience group.



*Note: This map is not a scientific representation of our audiences and should be considered as a living document. Audience sizing is representative and relative, based on either available data or assumptions, and ranging from 8 (WMF board) to 3.5 billion (Googlers).*



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