

Table 1

Q1: In which country do you currently reside?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
United States of America	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 2

Q2: Please check the range that includes your age.

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
GenZ (NET)	253	0	0	253	136	117
	22%	-	-	100%	24%	20%
				BC		
13-14	115	0	0	115	63	52
	10%	-	-	45%	11%	9%
				BC		
15-19	138	0	0	138	72	66
	12%	-	-	55%	13%	11%
				BC		
GenY (NET)	471	0	471	0	247	224
	41%	-	100%	-	44%	38%
				BD		
20-25	161	0	161	0	73	88
	14%	-	34%	-	13%	15%
				BD		
26-29	161	0	161	0	86	75
	14%	-	34%	-	15%	13%
				BD		
30-35	149	0	149	0	88	62

	13%	-	32%	-	16%	10%
			BD		F	
GenX (NET)	426	426	0	0	181	245
	37%	100%	-	-	32%	42%
		CD				E
36-39	138	138	0	0	44	94
	12%	32%	-	-	8%	16%
		CD				E
40-45	196	196	0	0	99	96
	17%	46%	-	-	18%	16%
		CD				E
46-49	92	92	0	0	38	54
	8%	22%	-	-	7%	9%
		CD				E
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 3
Q3: Gender

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Total Respondents	1150	426	471	253	564	587
Woman	587	245	224	117	0	587
	51%	58%	48%	46%	-	100%
		CD				E
Man	564	181	247	136	564	0
	49%	42%	52%	54%	100%	-
			B	B	F	
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 4
Q4: Would you say you live in an urban area or a rural area?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F

Base: Total Respondents	1150	426	471	253	564	587
Urban	943	336	402	205	488	455
	82%	79%	85%	81%	87%	78%
			B		F	
Rural	207	90	69	48	76	131
	18%	21%	15%	19%	13%	22%
		C				E
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 5

Q5: Please select the Region/State or Province in which you reside.

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
Northeast	188	71	76	40	84	104
	16%	17%	16%	16%	15%	18%
South	445	150	198	97	202	243
	39%	35%	42%	38%	36%	41%
Midwest	255	96	104	55	130	125
	22%	23%	22%	22%	23%	21%
West	262	108	93	61	147	114
	23%	25%	20%	24%	26%	19%
					F	
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 6

Q6: When you want to find information online, what websites come to mind?

TOTAL MENTIONS

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female

	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
Wikipedia	168	40	73	55	86	82
	15%	9%	16%	22%	15%	14%
Google	957	362	400	195	450	507
	83%	85%	85%	77%	80%	86%
Yahoo	191	102	68	21	103	88
	17%	24%	14%	8%	18%	15%
Bing	153	66	59	27	73	80
	13%	16%	13%	11%	13%	14%
Facebook	33	11	18	4	14	18
	3%	3%	4%	1%	3%	3%
YouTube	44	8	18	18	28	16
	4%	2%	4%	7%	5%	3%
Twitter	10	5	4	1	6	3
	1%	1%	1%	0	1%	1%
Review sites (Yelp, TripAdvisor)	6	6	0	0	2	5
	1%	1%	-	0	0	1%
Q&A sites (Quora, Ask, Answers, Asl	31	6	15	9	16	15
	3%	2%	3%	3%	3%	3%
MSN	7	5	2	0	4	3
	1%	1%	0	0	1%	1%
AOL	5	1	4	0	4	1
	0	0	1%	-	1%	0
Reddit	14	6	6	3	11	3
	1%	1%	1%	1%	2%	1%
Medical sites (WebMD, Mayo Clinic)	6	1	5	1	0	6
	1%	0	1%	0	-	1%
Entertainment sites (IMBD, E-online	6	2	3	1	1	5
	1%	1%	1%	0	0	1%
DuckDuck Go	2	0	1	1	1	1
	0	-	0	0	0	0
Web Browsers (Chrome, Firefox, Ex)	24	16	3	5	6	18
	2%	4%	1%	2%	1%	3%

		C				E
Retail websites (Amazon, eBay, Sear	24 2%	11 2%	9 2%	4 2%	8 1%	15 3%
News site (Huffington Post, Wall Str	32 3%	11 2%	14 3%	8 3%	19 3%	14 2%
Swagbucks	8 1%	5 1%	2 0	1 0	3 0	5 1%
Booking sites (Trivago, Booking, Exp	4 0	3 1%	1 0	0 0	2 0	3 0
WikiLeaks	0 0	0 -	0 -	0 0	0 0	0 -
How Websites (WikiHow, How Stuff	3 0	0 -	0 -	3 1% BC	1 0	2 0
Online directory pages (Yellow page	2 0	0 -	2 0	0 -	2 0	0 -
Online dictionary or encyclopedia (E	4 0	0 -	0 -	4 1% BC	2 0	2 0
Siri	3 0	0 -	2 1%	0 0	0 -	3 0
Wikia/Wiki	1 0	0 -	0 -	1 0	1 0	0 -
Sport sites (ESPN, FOX Sports)	6 0	0 -	6 1%	0 -	6 1% F	0 -
About.com	1 0	0 -	0 -	1 0	1 0	0 0
Streaming sites (Netflix, Hulu)	3 0	2 1%	0 -	1 0	0 -	3 1%
Forums or blogs	2 0	1 0	0 -	1 0	1 0	1 0
Television channel websites (Discov	5 0	0 -	2 0	4 1% B	4 1%	1 0
Official government, education, org	4 0	0 -	1 0	3 1% B	2 0	3 0

Search engines (general, Qwant, Ecc	5 0	2 1%	1 0	1 0	2 0	3 1%
Other Social media general (Tumblr,	7 1%	1 0	4 1%	2 1%	1 0	6 1%
Depends on the search	3 0	2 0	1 0	0 -	0 -	3 1%
Other (General)	37 3%	6 1%	19 4%	12 5%	24 4%	12 2%
DK / No answer	2 0	0 -	0 -	2 1%	2 0	0 -
Sigma	1810 157%	681 160%	742 157%	388 153%	882 157%	928 158%

Table 7

Q6: When you want to find information online, what websites come to mind?

FIRST MENTION

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Total Respondents	1150	426	471	253	564	587
Wikipedia	65 6%	7 2%	26 5%	32 13%	33 6%	32 5%
Google	881 77%	322 76%	380 81%	179 71%	412 73%	469 80%
Yahoo	37 3%	31 7%	4 1%	2 1%	22 4%	15 3%
Bing	24 2%	13 3%	9 2%	1 0	13 2%	11 2%
Facebook	11 1%	3 1%	6 1%	2 1%	4 1%	6 1%
YouTube	15 1%	6 1%	4 1%	5 2%	11 2%	4 1%

Twitter	6 1%	4 1%	2 0	0 -	4 1%	2 0
Review sites (Yelp, TripAdvisor)	4 0	4 1%	0 -	0 -	2 0	2 0
Q&A sites (Quora, Ask, Answers, Ask	5 0	0 -	1 0	4 2% BC	3 0	3 0
MSN	1 0	1 0	0 -	0 -	0 -	1 0
Medical sites (WebMD, Mayo Clinic)	1 0	1 0	0 -	0 -	0 -	1 0
Entertainment sites (IMBD, E-online	1 0	0 -	1 0	0 -	0 -	1 0
Web Browsers (Chrome, Firefox, Ex	7 1%	3 1%	2 0	2 1%	4 1%	2 0
Retail websites (Amazon, eBay, Sea	16 1%	8 2%	4 1%	4 1%	8 1%	9 1%
News site (Huffington Post, Wall Str	16 1%	5 1%	8 2%	3 1%	10 2%	6 1%
Swagbucks	1 0	1 0	0 -	0 0	0 -	1 0
Booking sites (Trivago, Booking, Exp	3 0	2 0	1 0	0 0	2 0	1 0
How Websites (WikiHow, How Stuff	1 0	0 -	0 -	1 0	1 0	0 0
Online directory pages (Yellow page	2 0	0 -	2 0	0 -	2 0	0 -
Online dictionary or encyclopedia (E	2 0	0 -	0 -	2 1%	1 0	0 0
Siri	1 0	0 -	1 0	0 -	0 -	1 0
Sport sites (ESPN, FOX Sports)	2 0	0 -	2 0	0 -	2 0	0 -

About.com	0	0	0	0	0	0
	0	-	-	0	-	0
Streaming sites (Netflix, Hulu)	3	2	0	0	0	3
	0	1%	-	0	-	0
Forums or blogs	2	1	0	1	1	1
	0	0	-	0	0	0
Television channel websites (Discov	3	0	2	2	2	1
	0	-	0	1%	0	0
Official government, education, org	2	0	0	2	2	0
	0	-	-	1%	0	-
Search engines (general, Qwant, Ecc	2	2	0	0	2	0
	0	0	-	0	0	0
Other Social media general (Tumblr,	3	1	1	1	1	3
	0	0	0	0	0	0
Depends on the search	3	2	1	0	0	3
	0	0	0	-	-	1%
Other (General)	29	6	14	9	22	7
	3%	1%	3%	4%	4%	1%
				B	F	
DK / No answer	2	0	0	2	2	0
	0	-	-	1%	0	-
Sigma	1150	426	471	253	564	586
	100%	100%	100%	100%	100%	100%

Table 8

Q6: When you want to find information online, what websites come to mind?

SECOND MENTION

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
Wikipedia	83	27	37	18	42	41
	7%	6%	8%	7%	8%	7%

Google	63 5%	32 8%	17 4%	14 5%	29 5%	33 6%
Yahoo	106 9%	49 12%	49 10%	8 3%	60 11%	46 8%
Bing	86 7%	35 8%	31 7%	20 8%	37 7%	48 8%
Facebook	15 1%	5 1%	10 2%	1 0	9 2%	6 1%
YouTube	15 1%	1 0	8 2%	6 2%	10 2%	5 1%
Review sites (Yelp, TripAdvisor)	2 0	1 0	0 -	0 0	0 -	2 0
Q&A sites (Quora, Ask, Answers, Asl	11 1%	0 -	8 2%	3 1%	5 1%	6 1%
MSN	1 0	1 0	0 -	0 0	0 -	1 0
AOL	1 0	1 0	0 -	0 -	0 -	1 0
Reddit	2 0	2 0	0 -	0 -	2 0	0 -
Medical sites (WebMD, Mayo Clinic)	2 0	0 -	2 0	1 0	0 -	2 0
Entertainment sites (IMBD, E-online	3 0	0 -	3 1%	0 -	1 0	1 0
DuckDuck Go	2 0	0 -	1 0	1 0	1 0	1 0
Web Browsers (Chrome, Firefox, Ex)	10 1%	6 1%	1 0	2 1%	1 0	9 2%
Retail websites (Amazon, eBay, Sea	7 1%	2 1%	4 1%	1 0	1 0	6 1%
News site (Huffington Post, Wall Str	9 1%	2 1%	3 1%	4 2%	5 1%	5 1%

Swagbucks	3 0	2 1%	0 -	1 0	1 0	2 0
Booking sites (Trivago, Booking, Exp	1 0	1 0	0 -	0 -	0 -	1 0
WikiLeaks	0 0	0 -	0 -	0 0	0 0	0 -
How Websites (WikiHow, How Stuff	1 0	0 -	0 -	1 0	0 -	1 0
Online dictionary or encyclopedia (E	2 0	0 -	0 -	2 1%	1 0	1 0
Sport sites (ESPN, FOX Sports)	4 0	0 -	4 1%	0 -	4 1%	0 -
Streaming sites (Netflix, Hulu)	1 0	0 -	0 -	1 0	0 -	1 0
Television channel websites (Discov	2 0	0 -	0 -	2 1%	2 0	0 -
Official government, education, org	2 0	0 -	1 0	1 0	0 -	2 0
Search engines (general, Qwant, Ecc	1 0	1 0	0 -	0 -	0 -	1 0
Other Social media general (Tumblr,	3 0	0 -	2 0	1 0	0 -	3 0
Other (General)	7 1%	0 -	3 1%	3 1%	3 0	4 1%
None	709 62%	256 60%	289 61%	164 65%	350 62%	359 61%
Sigma	1150 100%	426 100%	471 100%	253 100%	564 100%	587 100%

Table 9

Q6: When you want to find information online, what websites come to mind?

THIRD MENTION

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
Wikipedia	20 2%	6 1%	10 2%	5 2%	11 2%	9 2%
Google	14 1%	8 2%	4 1%	2 1%	8 1%	5 1%
Yahoo	48 4%	22 5%	15 3%	11 4%	20 4%	28 5%
Bing	44 4%	18 4%	19 4%	7 3%	22 4%	21 4%
Facebook	7 1%	3 1%	2 1%	1 0	1 0	6 1%
YouTube	14 1%	1 0	6 1%	7 3%	7 1%	7 1%
Twitter	4 0	1 0	2 0	1 0	3 0	1 0
Review sites (Yelp, TripAdvisor)	1 0	1 0	0 -	0 -	0 -	1 0
Q&A sites (Quora, Ask, Answers, Asl	14 1%	6 2%	7 1%	1 0	8 1%	6 1%
MSN	5 0	3 1%	2 0	0 -	4 1%	1 0
AOL	4 0	0 -	4 1%	0 -	4 1%	0 -
Reddit	12 1%	4 1%	6 1%	3 1%	9 2%	3 1%
Medical sites (WebMD, Mayo Clinic)	3 0	0 -	3 1%	0 -	0 -	3 1%
Entertainment sites (IMBD, E-online	3 0	2 1%	0 -	1 0	0 -	3 0

Web Browsers (Chrome, Firefox, Ex	7 1%	7 2%	0 -	1 0	1 0	6 1%
Retail websites (Amazon, eBay, Sea	1 0	0 -	1 0	0 -	0 -	1 0
News site (Huffington Post, Wall Str	7 1%	3 1%	3 1%	1 0	4 1%	3 1%
Swagbucks	3 0	1 0	2 0	0 -	2 0	1 0
How Websites (WikiHow, How Stuff	1 0	0 -	0 -	1 0	1 0	0 0
Online dictionary or encyclopedia (E	1 0	0 -	0 -	1 0	0 -	1 0
Siri	2 0	0 -	1 0	0 0	0 -	2 0
Wikia/Wiki	1 0	0 -	0 -	1 0	1 0	0 -
About.com	1 0	0 -	0 -	1 0	1 0	0 -
Official government, education, org	1 0	0 -	0 -	1 0	0 -	1 0
Search engines (general, Qwant, Ecc	2 0	0 -	1 0	1 0	0 -	2 0
Other Social media general (Tumblr,	1 0	0 -	1 0	0 -	0 -	1 0
Other (General)	1 0	0 -	1 0	0 0	0 -	1 0
None	930 81%	340 80%	383 81%	208 82%	458 81%	472 81%
Sigma	1150 100%	426 100%	471 100%	253 100%	564 100%	587 100%

Table 10

Q7: Which of the following websites have you heard of before?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
Facebook	953	340	399	214	464	489
	83%	80%	85%	85%	82%	83%
Fox News	873	333	355	185	408	465
	76%	78%	75%	73%	72%	79%
Google	1099	401	452	246	538	561
	96%	94%	96%	97%	95%	96%
Harvard University	541	200	222	119	274	268
	47%	47%	47%	47%	49%	46%
How Stuff Works?	295	106	132	58	151	145
	26%	25%	28%	23%	27%	25%
New York Times	779	281	328	170	377	403
	68%	66%	70%	67%	67%	69%
Quora	297	74	136	86	171	126
	26%	17%	29%	34%	30%	21%
Reddit	767	262	327	179	389	378
	67%	61%	69%	71%	69%	64%
The Smithsonian	378	169	147	62	179	200
	33%	40%	31%	24%	32%	34%
Twitter	925	337	379	209	443	482
	80%	79%	80%	83%	79%	82%
wikia	398	107	179	112	229	169
	35%	25%	38%	44%	41%	29%
WikiHow	643	201	281	161	302	341
	56%	47%	60%	64%	54%	58%
Yahoo	974	362	403	209	468	505
	85%	85%	85%	83%	83%	86%
YouTube	1056	386	432	238	511	545
	92%	91%	92%	94%	91%	93%

HuffPost	518 45%	206 48%	235 50%	77 30%	244 43%	274 47%
		D	D			
Wikipedia	985 86%	345 81%	407 86%	233 92%	472 84%	513 88%
				BC		
Sigma	11482 998%	4109 966%	4815 1021%	2558 1011%	5618 997%	5864 1000%

Table 11

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

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Total Respondents	1150	426	471	253	564	587
bbc.png	1 0	0 -	1 0	0 -	0 -	1 0
Facebook	245 21%	90 21%	127 27%	28 11%	104 18%	140 24%
		D	D			E
Fox News	95 8%	43 10%	37 8%	14 6%	51 9%	44 8%
		D				
Google	1021 89%	372 87%	418 89%	230 91%	489 87%	532 91%
Harvard University	15 1%	6 1%	6 1%	3 1%	6 1%	9 2%
How Stuff Works?	15 1%	9 2%	5 1%	1 0	6 1%	9 2%
New York Times	48 4%	13 3%	22 5%	13 5%	19 3%	29 5%
Quora	27 2%	5 1%	13 3%	8 3%	18 3%	9 1%
Reddit	81 7%	20 5%	43 9%	18 7%	51 9%	29 5%
			B		F	

The Smithsonian	10 1%	1 0	1 0	8 3%	6 1%	3 1%
				BC		
Twitter	89 8%	19 4%	50 11%	19 8%	59 11%	29 5%
			B		F	
wikia	26 2%	10 2%	9 2%	7 3%	21 4%	6 1%
					F	
WikiHow	74 6%	8 2%	26 5%	40 16%	29 5%	44 8%
			B	BC		
Yahoo	290 25%	160 38%	88 19%	42 17%	136 24%	154 26%
		CD				
YouTube	547 48%	157 37%	228 48%	162 64%	284 50%	263 45%
			B	BC		
HuffPost	17 1%	11 3%	2 0	4 2%	7 1%	10 2%
		C				
Wikipedia	547 48%	207 49%	220 47%	120 47%	276 49%	271 46%
Bing	10 1%	7 2%	2 0	1 0	4 1%	6 1%
Instagram / Pinterest	0 0	0 -	0 -	0 0	0 -	0 0
Swagbucks	0 0	0 -	0 -	0 0	0 -	0 0
News site	1 0	1 0	0 -	0 -	0 -	1 0
Search engines	1 0	0 -	1 0	0 -	0 -	1 0
Other	5 0	1 0	2 0	2 1%	1 0	4 1%
Sigma	3163 275%	1140 268%	1302 276%	721 285%	1567 278%	1596 272%

Table 12

Q8: Where did you first find out about Wikipedia?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
From friends or family	113	46	44	22	63	49
	11%	13%	11%	9%	13%	10%
At school	233	29	107	97	115	119
	23%	8%	26%	41%	23%	23%
On the internet	593	241	248	104	289	304
	59%	69%	60%	44%	59%	59%
Radio/TV/Magazines	11	8	2	1	4	7
	1%	2%	1%	1%	1%	1%
Other	6	4	1	1	2	4
	1%	1%	0	0	0	1%
Don't know / not sure	47	23	14	11	15	32
	5%	7%	3%	5%	3%	6%
						E
Sigma	1004	351	416	236	488	515
	100%	100%	100%	100%	100%	100%

Table 13

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

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Not-for-profit organization	611	221	276	114	319	292
	61%	63%	66%	48%	65%	57%
For-profit company	94	31	47	16	47	47
	9%	9%	11%	7%	10%	9%
Governmental agency	33	7	17	9	20	12
	3%	2%	4%	4%	4%	2%

Don't know / not sure	266 27%	93 26% C	77 18%	97 41% BC	102 21%	164 32% E
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 14

Q10: How do you think Wikipedia is primarily funded?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Advertising	187 19%	69 20%	61 15%	56 24% C	90 18%	97 19%
Private investors	96 10%	49 14%	37 9%	10 4%	44 9%	52 10%
Reader donations	442 44%	147 42%	206 49%	89 38%	230 47%	212 41%
Government funding	37 4%	5 2%	19 5%	12 5%	19 4%	18 3%
Foundation funding	49 5%	11 3%	24 6%	15 6%	30 6%	19 4%
Don't know / not sure	193 19%	70 20%	69 17%	54 23% B C	74 15%	118 23% E
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 15

Q11: On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia

Mean Score Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	8.08	8.37	8.33	7.21	8.21	7.95
Professional	6.84	7.49	7.01	5.57	7.22	6.48
Useful	8	8.4	8.18	7.08	8.17	7.83
Comprehensive	7.3	7.74	7.47	6.36	7.46	7.15
High Quality	7.02	7.46	7.27	5.94	7.37	6.69
Neutral, unbiased content	6.71	7.23	6.82	5.75	7.06	6.37
Free of advertising	6.87	7.49	7.06	5.63	7.18	6.58
Free knowledge for every person	8.34	8.65	8.34	7.86	8.42	8.26
Transparency	6.73	7.2	6.98	5.59	7.02	6.45

Table 16

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?

Please arrange them in order of importance to you, personally, from most to least.

Easy to read

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	132	49	51	33	62	70
	13%	14%	12%	14%	13%	14%
Second	160	52	67	41	67	93
	16%	15%	16%	17%	14%	18%
Third	183	68	67	48	79	104
	18%	19%	16%	20%	16%	20%

Fourth	138 14%	46 13%	64 15%	28 12%	68 14%	70 14%
Fifth	110 11%	36 10%	44 10%	30 13%	50 10%	60 12%
Sixth	86 9%	29 8%	35 8%	23 10%	46 9%	40 8%
Seventh	67 7%	20 6%	28 7%	19 8%	39 8%	28 5%
Eighth	78 8%	35 10%	35 8%	9 4%	48 10%	30 6%
Ninth	49 5%	16 4%	26 6%	7 3%	30 6%	19 4%
			D		F	
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	4.14	4.15	4.27 D	3.89	4.41 F	3.88
Std. Dev.	2.35	2.39	2.41	2.16	2.45	2.22
Std. Error	0.07	0.14	0.14	0.11	0.12	0.09

Table 17

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Professional

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	74 7%	20 6%	33 8%	20 9%	43 9%	31 6%
Second	77 8%	19 5%	39 9%	19 8%	44 9%	33 6%
Third	82	27	32	22	39	43

	8%	8%	8%	9%	8%	8%
Fourth	101 10%	34 10%	41 10%	26 11%	56 12%	45 9%
Fifth	137 14%	53 15%	54 13%	30 13%	70 14%	66 13%
Sixth	133 13%	40 11%	51 12%	42 18%	61 13%	72 14%
Seventh	150 15%	56 16%	69 17%	25 10%	67 14%	83 16%
Eighth	127 13%	D 54 15%	D 46 11%	27 12%	54 11%	73 14%
Ninth	123 12%	48 14%	50 12%	25 11%	54 11%	69 13%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	5.51	5.79 D	5.41	5.28	5.28	5.74 E
Std. Dev.	2.42	2.35	2.47	2.42	2.46	2.37
Std. Error	0.08	0.14	0.14	0.12	0.12	0.1

Table 18

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?

Please arrange them in order of importance to you, personally, from most to least.

Useful

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	243 24%	80 23%	94 23%	68 29%	119 24%	123 24%
Second	201 20%	65 18%	85 20%	52 22%	86 18%	115 22%

Third	183 18%	67 19%	74 18%	42 18%	86 18%	98 19%
Fourth	112 11%	47 13%	42 10%	24 10%	65 13%	48 9%
Fifth	87 9%	29 8%	39 9%	19 8%	45 9%	41 8%
Sixth	64 6%	26 7%	27 7%	11 5%	30 6%	34 7%
Seventh	54 5%	20 6%	24 6%	10 4%	22 5%	31 6%
Eighth	33 3%	11 3%	18 4%	4 2%	17 3%	17 3%
Ninth	27 3%	8 2%	14 3%	5 2%	19 4%	8 2%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	3.33	3.39 D	3.47 D	3	3.42	3.25
Std. Dev.	2.18	2.13	2.27	2.04	2.24	2.12
Std. Error	0.07	0.13	0.13	0.1	0.11	0.09

Table 19

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Comprehensive

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	67 7%	40 11%	21 5%	6 3%	30 6%	38 7%
		CD				
Second	110 11%	38 11%	44 11%	28 12%	59 12%	51 10%

Third	124 12%	55 16%	47 11%	22 9%	45 9%	79 15%
Fourth	141 14%	47 14%	60 14%	34 14%	67 14%	74 14%
Fifth	134 13%	38 11%	62 15%	34 15%	52 11%	82 16%
Sixth	145 14%	51 15%	62 15%	31 13%	78 16%	67 13%
Seventh	116 12%	42 12%	46 11%	28 12%	63 13%	53 10%
Eighth	95 9%	24 7%	39 9%	31 13%	50 10%	45 9%
Ninth	72 7%	15 4%	35 8%	22 9%	45 9%	27 5%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	4.96	4.54	5.1 B	5.34 B	5.16 F	4.76
Std. Dev.	2.3	2.3	2.27	2.27	2.37	2.22
Std. Error	0.07	0.14	0.13	0.11	0.12	0.09

Table 20

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

High Quality

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	132 13%	35 10%	71 17%	26 11%	68 14%	64 12%
Second	131	52	50 BD	29	69	62

	13%	15%	12%	12%	14%	12%
Third	121 12%	39 11%	51 12%	31 13%	71 14%	50 10%
Fourth	122 12%	36 10%	54 13%	31 13%	59 12%	63 12%
Fifth	130 13%	57 16%	41 10%	32 14%	59 12%	71 14%
Sixth	112 11%	41 12%	47 11%	24 10%	54 11%	58 11%
Seventh	119 12%	40 11%	55 13%	24 10%	50 10%	68 13%
Eighth	82 8%	30 8%	31 8%	21 9%	37 8%	45 9%
Ninth	56 6%	21 6%	17 4%	18 8%	21 4%	35 7%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	4.54	4.66	4.35	4.68	4.33	4.74
Std. Dev.	2.43	2.38	2.45	2.45	2.38	2.45
Std. Error	0.08	0.14	0.14	0.12	0.12	0.1

Table 21

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Neutral, unbiased content

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	87 9%	30 9%	33 8%	24 10%	41 8%	46 9%

Second	92 9%	44 13%	35 8%	12 5%	41 8%	51 10%
Third	88 9%	29 8%	37 9%	21 9%	49 10%	38 7%
Fourth	111 11%	45 13%	39 9%	27 11%	45 9%	66 13%
Fifth	109 11%	37 11%	47 11%	24 10%	51 10%	58 11%
Sixth	128 13%	45 13%	55 13%	27 12%	66 14%	62 12%
Seventh	142 14%	44 13%	57 14%	41 17%	73 15%	68 13%
Eighth	128 13%	41 12%	59 14%	29 12%	60 12%	68 13%
Ninth	119 12%	35 10%	54 13%	31 13%	60 12%	59 11%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	5.36	5.11	5.5	5.49	5.42	5.31
Std. Dev.	2.51	2.5	2.5	2.52	2.5	2.51
Std. Error	0.08	0.15	0.14	0.12	0.13	0.1

Table 22

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Free of advertising

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	41	11	18	12	24	17
	4%	3%	4%	5%	5%	3%

Second	54 5%	23 7%	20 5%	11 4%	26 5%	28 5%
Third	64 6%	18 5%	33 8%	14 6%	31 6%	33 6%
Fourth	94 9%	33 9%	39 9%	22 9%	50 10%	44 9%
Fifth	78 8%	23 6%	36 9%	20 9%	38 8%	41 8%
Sixth	98 10%	29 8%	42 10%	27 11%	44 9%	54 10%
Seventh	120 12%	38 11%	50 12%	32 13%	61 12%	59 11%
Eighth	143 14%	37 11%	67 16%	39 17%	73 15%	70 14%
Ninth	312 31%	140 40%	113 27%	59 25%	143 29%	169 33%
		CD		B		
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	6.46	6.69	6.34	6.33	6.37	6.55
Std. Dev.	2.49	2.52	2.47	2.45	2.52	2.45
Std. Error	0.08	0.15	0.14	0.12	0.13	0.1

Table 23

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Free knowledge for every person

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
First	201	80	78	43	80	121

	20%	23%	19%	18%	16%	23%
						E
Second	132	52	44	37	63	69
	13%	15%	10%	16%	13%	13%
				C		
Third	113	33	51	28	58	55
	11%	10%	12%	12%	12%	11%
Fourth	106	41	40	25	43	63
	11%	12%	10%	11%	9%	12%
Fifth	116	29	58	28	67	49
	12%	8%	14%	12%	14%	9%
			B			
Sixth	103	42	37	24	48	55
	10%	12%	9%	10%	10%	11%
Seventh	84	26	39	19	41	43
	8%	7%	9%	8%	8%	8%
Eighth	99	31	47	21	61	38
	10%	9%	11%	9%	12%	7%
					F	
Ninth	51	17	23	12	29	23
	5%	5%	5%	5%	6%	4%
Sigma	1004	351	416	236	488	515
	100%	100%	100%	100%	100%	100%
Mean	4.25	4.06	4.43	4.2	4.51	4
					F	
Std. Dev.	2.55	2.57	2.56	2.5	2.57	2.51
Std. Error	0.08	0.15	0.15	0.12	0.13	0.1

Table 24

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?

Please arrange them in order of importance to you, personally, from most to least.

Transparency

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515

First	28 3%	6 2%	18 4%	4 2%	21 4%	7 1%
Second	46 5%	6 2%	31 7%	9 4%	33 7%	13 2%
Third	47 5%	14 4%	25 6%	7 3%	31 6%	16 3%
Fourth	79 8%	22 6%	37 9%	21 9%	37 8%	43 8%
Fifth	103 10%	49 14%	36 9%	18 7%	57 12%	46 9%
Sixth	135 13%	47 13%	61 15%	27 11%	61 13%	74 14%
Seventh	153 15%	65 19%	49 12%	39 17%	71 15%	81 16%
Eighth	218 22%	89 25%	74 18%	55 23%	89 18%	129 25%
Ninth	196 20%	53 15%	86 21%	57 24%	89 18%	107 21%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%
Mean	6.45	6.6	6.13	6.8	6.11	6.77
Std. Dev.	2.2	1.91	2.44	2.08	2.38	1.96
Std. Error	0.07	0.11	0.14	0.1	0.12	0.08

Table 25

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?

Please arrange them in order of importance to you, personally, from most to least.

Top 3 Box Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F

Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	476	169	185	121	209	267
	47%	48%	45%	51%	43%	52%
						E
Professional	233	67	105	61	126	107
	23%	19%	25%	26%	26%	21%
						B
Useful	627	212	253	163	291	336
	62%	60%	61%	69%	60%	65%
						BC
Comprehensive	301	133	112	56	134	168
	30%	38%	27%	24%	27%	33%
						CD
High Quality	384	126	171	86	208	176
	38%	36%	41%	36%	42%	34%
						F
Neutral, unbiased content	267	104	105	58	132	135
	27%	30%	25%	24%	27%	26%
Free of advertising	159	52	71	37	81	78
	16%	15%	17%	16%	17%	15%
Free knowledge for every person	446	165	172	108	201	245
	44%	47%	41%	46%	41%	48%
Transparency	120	26	74	19	85	35
	12%	7%	18%	8%	17%	7%
			BD		F	
Sigma	3012	1054	1249	709	1465	1546
	300%	300%	300%	300%	300%	300%

Table 26

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Bottom 3 Box Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	194	71	89	35	117	77
	19%	20%	21%	15%	24%	15%

Professional	400 40%	157 45%	D 166 40%	77 33%	F 175 36%	225 44%
Useful	114 11%	39 11%	D 56 13%	19 8%	58 12%	E 56 11%
Comprehensive	282 28%	82 23%	D 120 29%	81 34%	158 32%	125 24%
High Quality	257 26%	90 26%	103 25%	B 63 27%	F 109 22%	148 29%
Neutral, unbiased content	389 39%	120 34%	169 41%	100 42%	194 40%	E 195 38%
Free of advertising	575 57%	215 61%	229 55%	B 130 55%	276 57%	298 58%
Free knowledge for every person	234 23%	74 21%	109 26%	52 22%	130 27%	104 20%
Transparency	566 56%	207 59%	208 50%	152 64%	F 249 51%	318 62%
Sigma	3012 300%	1054 300%	1249 300%	709 300%	1465 300%	1546 300%

Table 27

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked First Summary Table

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	132 13%	49 14%	51 12%	33 14%	62 13%	70 14%
Professional	74 7%	20 6%	33 8%	20 9%	43 9%	31 6%

Useful	243 24%	80 23%	94 23%	68 29%	119 24%	123 24%
Comprehensive	67 7%	40 11%	21 5%	6 3%	30 6%	38 7%
High Quality	132 13%	35 10%	71 17%	26 11%	68 14%	64 12%
Neutral, unbiased content	87 9%	30 9%	33 8%	24 10%	41 8%	46 9%
Free of advertising	41 4%	11 3%	18 4%	12 5%	24 5%	17 3%
Free knowledge for every person	201 20%	80 23%	78 19%	43 18%	80 16%	121 23%
Transparency	28 3%	6 2%	18 4%	4 2%	21 4%	7 1%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 28

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Second Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	160 16%	52 15%	67 16%	41 17%	67 14%	93 18%
Professional	77 8%	19 5%	39 9%	19 8%	44 9%	33 6%
Useful	201 20%	65 18%	85 20%	52 22%	86 18%	115 22%

Comprehensive	110 11%	38 11%	44 11%	28 12%	59 12%	51 10%
High Quality	131 13%	52 15%	50 12%	29 12%	69 14%	62 12%
Neutral, unbiased content	92 9%	44 13%	35 8%	12 5%	41 8%	51 10%
Free of advertising	54 5%	23 7%	20 5%	11 4%	26 5%	28 5%
Free knowledge for every person	132 13%	52 15%	44 10%	37 16%	63 13%	69 13%
Transparency	46 5%	6 2%	31 7%	9 4%	33 7%	13 2%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 29

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Third Summary Table

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	183 18%	68 19%	67 16%	48 20%	79 16%	104 20%
Professional	82 8%	27 8%	32 8%	22 9%	39 8%	43 8%
Useful	183 18%	67 19%	74 18%	42 18%	86 18%	98 19%
Comprehensive	124 12%	55 16%	47 11%	22 9%	45 9%	79 15%

		D			E	
High Quality	121 12%	39 11%	51 12%	31 13%	71 14%	50 10%
					F	
Neutral, unbiased content	88 9%	29 8%	37 9%	21 9%	49 10%	38 7%
Free of advertising	64 6%	18 5%	33 8%	14 6%	31 6%	33 6%
Free knowledge for every person	113 11%	33 10%	51 12%	28 12%	58 12%	55 11%
Transparency	47 5%	14 4%	25 6%	7 3%	31 6%	16 3%
					F	
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 30

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Fourth Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	138 14%	46 13%	64 15%	28 12%	68 14%	70 14%
Professional	101 10%	34 10%	41 10%	26 11%	56 12%	45 9%
Useful	112 11%	47 13%	42 10%	24 10%	65 13%	48 9%
Comprehensive	141 14%	47 14%	60 14%	34 14%	67 14%	74 14%
High Quality	122 12%	36 10%	54 13%	31 13%	59 12%	63 12%

Neutral, unbiased content	111 11%	45 13%	39 9%	27 11%	45 9%	66 13%
Free of advertising	94 9%	33 9%	39 9%	22 9%	50 10%	44 9%
Free knowledge for every person	106 11%	41 12%	40 10%	25 11%	43 9%	63 12%
Transparency	79 8%	22 6%	37 9%	21 9%	37 8%	43 8%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 31

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Fifth Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	110 11%	36 10%	44 10%	30 13%	50 10%	60 12%
Professional	137 14%	53 15%	54 13%	30 13%	70 14%	66 13%
Useful	87 9%	29 8%	39 9%	19 8%	45 9%	41 8%
Comprehensive	134 13%	38 11%	62 15%	34 15%	52 11%	82 16%
High Quality	130 13%	57 16%	41 10%	32 14%	59 12%	71 14%
Neutral, unbiased content	109 11%	37 11%	47 11%	24 10%	51 10%	58 11%

Free of advertising	78 8%	23 6%	36 9%	20 9%	38 8%	41 8%
Free knowledge for every person	116 12%	29 8%	58 14%	28 12%	67 14%	49 9%
Transparency	103 10%	49 14%	36 9%	18 7%	57 12%	46 9%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 32

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Sixth Summary Table

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	86 9%	29 8%	35 8%	23 10%	46 9%	40 8%
Professional	133 13%	40 11%	51 12%	42 18%	61 13%	72 14%
Useful	64 6%	26 7%	27 7%	11 5%	30 6%	34 7%
Comprehensive	145 14%	51 15%	62 15%	31 13%	78 16%	67 13%
High Quality	112 11%	41 12%	47 11%	24 10%	54 11%	58 11%
Neutral, unbiased content	128 13%	45 13%	55 13%	27 12%	66 14%	62 12%
Free of advertising	98 10%	29 8%	42 10%	27 11%	44 9%	54 10%

Free knowledge for every person	103 10%	42 12%	37 9%	24 10%	48 10%	55 11%
Transparency	135 13%	47 13%	61 15%	27 11%	61 13%	74 14%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 33

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?

Please arrange them in order of importance to you, personally, from most to least.

Ranked Seventh Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	67 7%	20 6%	28 7%	19 8%	39 8%	28 5%
Professional	150 15%	56 16%	69 17%	25 10%	67 14%	83 16%
Useful	54 5%	20 6%	24 6%	10 4%	22 5%	31 6%
Comprehensive	116 12%	42 12%	46 11%	28 12%	63 13%	53 10%
High Quality	119 12%	40 11%	55 13%	24 10%	50 10%	68 13%
Neutral, unbiased content	142 14%	44 13%	57 14%	41 17%	73 15%	68 13%
Free of advertising	120 12%	38 11%	50 12%	32 13%	61 12%	59 11%
Free knowledge for every person	84 8%	26 7%	39 9%	19 8%	41 8%	43 8%

Transparency	153 15%	65 19% C	49 12%	39 17%	71 15%	81 16%
Sigma	1004 100%	351 100%	416 100%	236 100%	488 100%	515 100%

Table 34

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Eighth Summary Table

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	78 8%	35 10%	35 8%	9 4%	48 10%	30 6%
Professional	127 13%	54 15%	46 11%	27 12%	54 11%	73 14%
Useful	33 3%	11 3%	18 4%	4 2%	17 3%	17 3%
Comprehensive	95 9%	24 7%	39 9%	31 13%	50 10%	45 9%
High Quality	82 8%	30 8%	31 8%	21 9%	37 8%	45 9%
Neutral, unbiased content	128 13%	41 12%	59 14%	29 12%	60 12%	68 13%
Free of advertising	143 14%	37 11%	67 16%	39 17%	73 15%	70 14%
Free knowledge for every person	99 10%	31 9%	47 11%	21 9%	61 12%	38 7%
Transparency	218 22%	89 25%	74 18%	55 23%	89 18%	129 25%

		C				E	
Sigma	1004	351	416	236	488	515	
	100%	100%	100%	100%	100%	100%	

Table 35

Q12: When it comes to Wikipedia, how important are these words or phrases to you personally?
Please arrange them in order of importance to you, personally, from most to least.

Ranked Ninth Summary Table

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Easy to read	49	16	26	7	30	19
	5%	4%	6%	3%	6%	4%
			D			
Professional	123	48	50	25	54	69
	12%	14%	12%	11%	11%	13%
Useful	27	8	14	5	19	8
	3%	2%	3%	2%	4%	2%
Comprehensive	72	15	35	22	45	27
	7%	4%	8%	9%	9%	5%
				B	F	
High Quality	56	21	17	18	21	35
	6%	6%	4%	8%	4%	7%
				C		
Neutral, unbiased content	119	35	54	31	60	59
	12%	10%	13%	13%	12%	11%
Free of advertising	312	140	113	59	143	169
	31%	40%	27%	25%	29%	33%
		CD				
Free knowledge for every person	51	17	23	12	29	23
	5%	5%	5%	5%	6%	4%
Transparency	196	53	86	57	89	107
	20%	15%	21%	24%	18%	21%
				B		
Sigma	1004	351	416	236	488	515

100% 100% 100% 100% 100% 100%

Table 36
Q13: Do you read Wikipedia?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Aware of Wikipedia	1004	351	416	236	488	515
Yes	957	337	411	209	472	486
	95%	96%	99%	88%	97%	94%
		D	BD			
No, Never	47	14	5	27	17	30
	5%	4%	1%	12%	3%	6%
		C		BC		
Sigma	1004	351	416	236	488	515
	100%	100%	100%	100%	100%	100%

Table 37
Q14: About how often do you read Wikipedia?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Several times a day	113	37	70	5	80	33
	12%	11%	17%	3%	17%	7%
		D	D		F	
Once a day	102	28	59	14	66	36
	11%	8%	14%	7%	14%	7%
			BD		F	
Several times a week	267	101	126	39	134	133
	28%	30%	31%	19%	28%	27%
		D	D			
Once a week	120	45	40	35	53	68
	13%	13%	10%	17%	11%	14%
			C			
A few times a month	207	74	70	64	85	122
	22%	22%	17%	30%	18%	25%
				BC		E

Once a month	58 6%	23 7%	17 4%	18 9%	24 5%	34 7%
Less than once a month	90 9%	29 8%	28 7%	33 16%	29 6%	61 12%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 38

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

Desktop

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
Often	448 47%	179 53%	194 47%	76 36%	262 56%	186 38%
Not Often	290 30%	85 25%	125 30%	80 38%	133 28%	156 32%
Never	219 23%	73 22%	93 23%	53 25%	76 16%	143 29%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 39

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

Laptop

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female

	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Often	599	213	274	111	312	286
	63%	63%	67%	53%	66%	59%
		D	D		F	
Not Often	256	85	105	66	115	141
	27%	25%	26%	32%	24%	29%
Never	102	40	32	31	44	58
	11%	12%	8%	15%	9%	12%
				C		
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 40

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

Tablet

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Often	344	126	165	53	189	154
	36%	37%	40%	26%	40%	32%
		D	D		F	
Not Often	318	112	133	73	157	161
	33%	33%	32%	35%	33%	33%
Never	295	100	113	82	126	170
	31%	30%	28%	39%	27%	35%
				BC		E
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 41

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

Smart phone

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Often	630	200	301	129	298	332
	66%	59%	73%	62%	63%	68%
			BD			
Not Often	215	82	83	51	121	94
	22%	24%	20%	24%	26%	19%
					F	
Never	112	56	27	30	53	59
	12%	17%	6%	14%	11%	12%
		C		C		
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 42

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

A service such as Siri, Alexa, Cortana, Echo, or Google Assistant

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Often	161	36	75	50	84	78
	17%	11%	18%	24%	18%	16%
			B	B		
Not Often	267	95	122	49	135	132
	28%	28%	30%	24%	29%	27%
Never	529	206	214	109	253	276
	55%	61%	52%	52%	54%	57%
		CD				
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 43

Q15a: When you access Wikipedia on your Desktop, what do you read it for?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Use Desktop to read Wikipedia Work or school-related assignment	738 318 43%	264 72 27%	318 140 44%	156 107 69%	395 178 45%	343 141 41%
To make a personal decision on a to	184 25%	51 19%	96 30%	37 24%	110 28%	74 22%
To learn more about a current even	319 43%	91 34%	173 54%	55 35%	195 49%	123 36%
To learn more about a topic that wa	414 56%	151 57%	185 58%	78 50%	222 56%	192 56%
To immediately look-up a topic that	372 50%	150 57%	164 51%	58 37%	189 48%	183 54%
To pass time, explore Wikipedia for	231 31%	68 26%	122 38%	41 27%	147 37%	84 25%
A topic that is important to me that	405 55%	156 59%	169 53%	80 52%	226 57%	179 52%
Other	4 1%	2 1%	1 0	1 1%	2 1%	2 1%
Sigma	2249 305%	741 281%	1049 330%	458 294%	1269 321%	979 286%

Table 44

Q15a: When you access Wikipedia on your Laptop, what do you read it for?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Use Laptop to read Wikipedia Work or school-related assignment	855 336	298 72	380 147	178 117	428 169	427 168

	39%	24%	39%	66%	39%	39%
			B	BC		
To make a personal decision on a to	241	72	124	45	145	96
	28%	24%	33%	25%	34%	23%
			B		F	
To learn more about a current even	344	127	162	55	195	150
	40%	43%	43%	31%	46%	35%
		D	D		F	
To learn more about a topic that wa	453	175	196	82	228	225
	53%	59%	52%	46%	53%	53%
		D				
To immediately look-up a topic that	404	147	193	64	192	212
	47%	49%	51%	36%	45%	50%
		D	D			
To pass time, explore Wikipedia for	230	68	121	41	141	88
	27%	23%	32%	23%	33%	21%
			BD		F	
A topic that is important to me that	444	172	185	86	227	216
	52%	58%	49%	49%	53%	51%
		D				
Other	7	1	2	4	3	4
	1%	0	0	2%	1%	1%
				BC		
Sigma	2459	834	1130	495	1300	1159
	288%	280%	298%	278%	304%	271%

Table 45

Q15a: When you access Wikipedia on your Tablet, what do you read it for?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Use Tablet to read Wikipedia	662	237	298	127	346	316
Work or school-related assignment	216	54	100	61	124	92
	33%	23%	34%	48%	36%	29%
			B	BC		
To make a personal decision on a to	180	61	89	30	103	76
	27%	26%	30%	24%	30%	24%
To learn more about a current even	237	81	111	44	129	108
	36%	34%	37%	35%	37%	34%
To learn more about a topic that wa	299	126	128	44	165	134
	45%	53%	43%	35%	48%	42%

		D				
To immediately look-up a topic that	313	128	133	53	170	143
	47%	54%	45%	42%	49%	45%
		D				
To pass time, explore Wikipedia for	194	60	100	34	115	79
	29%	25%	34%	26%	33%	25%
		F				
A topic that is important to me that	274	108	124	43	152	123
	41%	45%	42%	34%	44%	39%
		D				
Other	6	0	3	3	4	3
	1%	-	1%	3%	1%	1%
				B		
Sigma	1719	618	788	313	961	758
	260%	260%	265%	247%	278%	240%

Table 46

Q15a: When you access Wikipedia on your Smart-phone, what do you read it for?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Use Smart-phone to read Wik	845	282	384	179	419	426
Work or school-related assignment	264	39	131	94	137	127
	31%	14%	34%	52%	33%	30%
			B	BC		
To make a personal decision on a to	214	46	116	52	117	96
	25%	16%	30%	29%	28%	23%
			B	B		
To learn more about a current even	294	104	126	64	149	145
	35%	37%	33%	36%	36%	34%
To learn more about a topic that wa	384	131	171	82	190	193
	45%	46%	45%	46%	45%	45%
To immediately look-up a topic that	494	178	224	92	230	264
	58%	63%	58%	52%	55%	62%
		D				
To pass time, explore Wikipedia for	244	70	123	51	149	95
	29%	25%	32%	29%	36%	22%
					F	
A topic that is important to me that	369	133	169	67	184	185
	44%	47%	44%	37%	44%	43%
		D				

Other	7 1%	1 0	3 1%	3 2%	4 1%	3 1%
Sigma	2270 269%	702 249%	1062 276%	507 283%	1161 277%	1109 260%

Table 47

Q15a: When you access Wikipedia on your Service such as Siri, Alexa, Cortana, Echo, etc, what do you read it for?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Use Service such as Siri, Alexa, Work or school-related assignment	428 112 26%	132* 22 16%	197 61 31%	99 30 30%	219 60 27%	209 52 25%
To make a personal decision on a to	114 27%	35 26%	57 29%	22 23%	66 30%	48 23%
To learn more about a current even	138 32%	43 33%	66 33%	29 29%	72 33%	66 32%
To learn more about a topic that wa	147 34%	34 26%	72 37%	41 41%	82 37%	66 31%
To immediately look-up a topic that	193 45%	60 45%	93 47%	40 40%	93 43%	100 48%
To pass time, explore Wikipedia for	119 28%	31 23%	64 32%	25 25%	70 32%	49 23%
A topic that is important to me that	126 29%	32 24%	64 33%	30 30%	78 36%	48 23%
Other	9 2%	2 1%	4 2%	4 4%	4 2%	6 3%
Sigma	959 224%	258 196%	481 244%	220 221%	525 240%	434 207%

Table 48

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

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Fact check	112	38	52	23	56	56
	12%	11%	13%	11%	12%	12%
Find more information about a topic	454	189	179	86	199	255
	47%	56%	44%	41%	42%	53%
Discover new knowledge	165	CD	80	27	83	E
	17%	17%	20%	13%	18%	17%
Learn more about developing news	49	D	23	9	29	20
	5%	5%	6%	4%	6%	4%
Help you study	104	17	38	49	62	42
	11%	5%	9%	23%	13%	9%
Pass time/explore for fun	66	18	37	11	38	28
	7%	5%	9%	5%	8%	6%
Other	6	0	1	5	5	2
	1%	-	0	2%	1%	0
				BC		
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 49

Q16: What are all of the ways you find Wikipedia articles, or get to" Wikipedia articles?"

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Wikipedia is set as your home page	103	30	57	15	69	34
	11%	9%	14%	7%	15%	7%
You type Wikipedia.org into the address bar	362	D	158	77	189	F
	38%	38%	38%	37%	40%	36%

After searching on Google for specif	426 44%	149 44%	177 43%	99 47%	186 39%	240 49%
Through regular links that appear w	494 52%	182 54%	198 48%	114 55%	238 50%	256 53%
Through the Wikipedia app	148 15%	52 15%	67 16%	30 14%	88 19%	60 12%
Through services such as Cortana, E	128 13%	35 10%	55 13%	38 18%	74 16%	54 11%
Through social media sites, like Face	198 21%	56 17%	104 25%	37 18%	110 23%	88 18%
Other	2 0	1 0	0 -	2 1%	2 0	1 0
Sigma	1860 194%	631 187%	817 199%	412 197%	955 202%	905 186%

Table 50

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

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
Volunteers	468 49%	154 46%	206 50%	108 52%	237 50%	230 47%
Paid freelance editors	88 9%	29 9%	39 10%	20 9%	48 10%	40 8%
Wikipedia staff	202 21%	74 22%	92 22%	36 17%	114 24%	88 18%
Don't Know/Not sure	199 21%	81 24%	74 18%	45 21%	72 15%	128 26%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 51

Q18: Did you know that anyone can edit a Wikipedia article?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
Yes	676	202	317	157	349	327
	71%	60%	77%	75%	74%	67%
No	281	135	94	52	122	158
	29%	40%	23%	25%	26%	33%
		CD				E
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 52

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

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Know someone that can edit :	676	202	317	157	349	327
Yes	145	31	83	31	97	49
	21%	15%	26%	20%	28%	15%
No	531	171	234	126	253	278
	79%	85%	74%	80%	72%	85%
		C				E
Sigma	676	202	317	157	349	327
	100%	100%	100%	100%	100%	100%

Table 53

Q18b: Which of the following best explains why you have not tried to edit a Wikipedia article?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Never tried to edit a Wikipedia It's too difficult	531 13 3%	171 3 2%	234 7 3%	126 3 3%	253 7 3%	278 6 2%
I'm concerned I would make mistakes	167 31%	51 30%	78 33%	38 30%	78 31%	89 32%
I don't have time	50 9%	14 8%	25 11%	11 9%	31 12%	19 7%
I'm not interested	252 47%	83 48%	103 44%	66 52%	113 45%	139 50%
Other	20 4%	10 6%	7 3%	3 2%	9 4%	11 4%
Don't know/Not sure	29 6%	11 6%	13 6%	5 4%	14 6%	15 5%
Sigma	531 100%	171 100%	234 100%	126 100%	253 100%	278 100%

Table 54

Q19: Have you ever made a financial donation to Wikipedia?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
Yes	116 12%	38 11%	63 15%	15 7%	76 16%	40 8%
No	842 88%	299 89%	348 85%	194 93%	396 84%	446 92%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 55

Q20: Which of the following best explains your decision to make a donation to Wikipedia?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Made a financial donation to Wikipedia I use Wikipedia often and I want to keep it that way	116*	38**	63*	15**	76*	40*
	47%	45%	48%	48%	46%	49%
The fundraising message I read was	38	13	20	5	22	16
	33%	35%	32%	31%	30%	39%
I support free knowledge for all	60	18	36	6	45	15
	52%	48%	57%	40%	60%	37%
To keep Wikipedia ad-free	42	11	25	6	34	8
	37%	29%	40%	42%	45%	20%
I want Wikipedia to stay online	50	16	29	4	34	16
	43%	43%	46%	30%	45%	40%
Other	0	0	0	0	0	0
	-	-	-	-	-	-
Sigma	245	77	140	28	172	73
	212%	200%	224%	191%	226%	185%

Table 56

Q20a: Which of the following best explains your decision NOT to make a donation to Wikipedia?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Never made a financial donation to Wikipedia Wikipedia probably gets enough donations	842	299	348	194	396	446
	10%	5%	14%	9%	12%	8%
I do not usually donate to anything	237	81	90	66	119	118
	28%	27%	26%	34%	30%	26%

I do not use Wikipedia that often	161 19%	39 13%	68 19%	54 28%	63 16%	98 22%
				BC		
I am uncomfortable making online c	170 20%	49 16%	75 22%	46 23%	85 21%	85 19%
				B		
I did not know Wikipedia relied on c	193 23%	78 26%	75 21%	40 20%	87 22%	106 24%
I do not know what my donation wc	185 22%	52 17%	70 20%	63 32%	82 21%	102 23%
				BC		
I found Wikipedia's fundraising app	42 5%	14 5%	19 5%	10 5%	23 6%	19 4%
Other	69 8%	27 9%	29 8%	13 7%	21 5%	49 11%
						E
Sigma	1138 135%	356 119%	474 136%	308 158%	527 133%	612 137%

Table 57

Q21: You mentioned that you have heard of Wikipedia but have NEVER read it. What would you say is the primary r

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
I used to read Wikipedia articles in t	6 13%	0 -	1 17%	5 19%	3 17%	3 11%
My school won't allow us to cite Wil	11 24%	0 -	2 33%	9 34%	3 20%	8 26%
I use another research and referenc	7 16%	3 20%	0 -	5 17%	3 19%	4 14%
I simply don't have a need to read it	10 22%	5 36%	3 50%	2 9%	3 16%	7 25%
I have no interest in it	10 22%	5 38%	0 -	5 19%	4 25%	6 21%
Other	2	1	0	1	0	1

	4%	6%	-	3%	3%	4%
Sigma	47	14	5	27	17	30
	100%	100%	100%	100%	100%	100%

Table 58

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

A lot" Summary Table"

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Improved readability (e.g. a less academic style)	355	113	148	93	196	159
	37%	34%	36%	45%	42%	33%
				BC	F	
Higher quality content (e.g. fewer irrelevant or off-topic articles)	493	169	212	112	242	251
	52%	50%	52%	54%	51%	52%
More trustworthy content (e.g. more reliable sources)	559	199	225	135	272	286
	58%	59%	55%	65%	58%	59%
				C		
More visual content (e.g. more videos, images)	371	139	155	77	190	181
	39%	41%	38%	37%	40%	37%
Improved site design (e.g. a dynamic, user-friendly interface)	315	101	142	71	185	130
	33%	30%	35%	34%	39%	27%
					F	
Improved site navigation (e.g. ability to find what you're looking for)	383	136	169	78	204	178
	40%	40%	41%	37%	43%	37%
More interaction with other users (e.g. comments, chat)	217	73	101	42	121	96
	23%	22%	25%	20%	26%	20%
					F	
Improved local language content (e.g. more content in languages other than English)	263	77	128	59	149	114
	28%	23%	31%	28%	32%	24%
			B		F	
More neutral information (e.g. entries that are not biased)	441	153	191	97	221	220
	46%	45%	47%	46%	47%	45%
Easier ways to interact with the content (e.g. mobile apps)	333	115	144	74	189	145

	35%	34%	35%	36%	40%	30%
					F	
Other	27	10	13	4	18	9
	3%	3%	3%	2%	4%	2%

Table 59

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

A little" Summary Table"

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Improved readability (e.g. a less aca	426	156	191	80	182	245
	45%	46%	46%	38%	39%	50%
Higher quality content (e.g. fewer ir	350	D	D	65	167	183
	37%	38%	38%	31%	35%	38%
More trustworthy content (e.g. mor	305	99	153	53	151	154
	32%	29%	37%	26%	32%	32%
More visual content (e.g. more vide	453	157	199	98	215	238
	47%	46%	48%	47%	46%	49%
Improved site design (e.g. a dynami	436	152	195	89	198	238
	46%	45%	47%	43%	42%	49%
Improved site navigation (e.g. abilit	422	145	185	92	193	229
	44%	43%	45%	44%	41%	47%
More interaction with other users (€	388	120	189	79	210	178
	41%	36%	46%	38%	44%	37%
Improved local language content (e.	405	134	188	82	197	208
	42%	40%	46%	39%	42%	43%
More neutral information (e.g. entri	394	139	174	81	187	206
	41%	41%	42%	39%	40%	43%
Easier ways to interact with the con	424	153	178	93	200	225

	44%	45%	43%	45%	42%	46%
Other	15	8	7	0	7	8
	2%	2%	2%	0	1%	2%
		D				

Table 60

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

Not at all" Summary Table"

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
Improved readability (e.g. a less aca	176	68	72	36	94	82
	18%	20%	17%	17%	20%	17%
Higher quality content (e.g. fewer ir	114	41	42	32	62	52
	12%	12%	10%	15%	13%	11%
More trustworthy content (e.g. mor	93	40	33	20	48	45
	10%	12%	8%	10%	10%	9%
More visual content (e.g. more vide	133	42	57	34	66	67
	14%	12%	14%	16%	14%	14%
Improved site design (e.g. a dynami	207	84	74	48	88	118
	22%	25%	18%	23%	19%	24%
Improved site navigation (e.g. abilit	152	56	57	39	74	78
	16%	17%	14%	19%	16%	16%
More interaction with other users (€	353	144	122	87	141	211
	37%	43%	30%	42%	30%	44%
Improved local language content (e.	289	126	95	68	125	164
	30%	37%	23%	32%	27%	34%
More neutral information (e.g. entri	123	45	46	31	63	60
	13%	13%	11%	15%	13%	12%
Easier ways to interact with the con	200	69	89	41	83	116

	21%	21%	22%	20%	18%	24%
Other	47	21	19	7	21	26
	5%	6%	5%	3%	4%	5%

Table 61

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

Improved readability (e.g. a less academic style and improved clarity)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	355	113	148	93	196	159
	37%	34%	36%	45%	42%	33%
				BC	F	
A little	426	156	191	80	182	245
	45%	46%	46%	38%	39%	50%
		D	D			E
Not at All	176	68	72	36	94	82
	18%	20%	17%	17%	20%	17%
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 62

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

Higher quality content (e.g. fewer incomplete articles, dead links, or other shortcomings in content)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486

A lot	493 52%	169 50%	212 52%	112 54%	242 51%	251 52%
A little	350 37%	127 38%	157 38%	65 31%	167 35%	183 38%
Not at All	114 12%	41 12%	42 10%	32 15%	62 13%	52 11%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 63

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

More trustworthy content (e.g. more fact checking/verification for improved trustworthiness)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	559 58%	199 59%	225 55%	135 65%	272 58%	286 59%
A little	305 32%	99 29%	153 37%	53 26%	151 32%	154 32%
Not at All	93 10%	40 12%	33 8%	20 10%	48 10%	45 9%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 64

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

More visual content (e.g. more videos, maps and visuals to enhance article content)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	371	139	155	77	190	181
	39%	41%	38%	37%	40%	37%
A little	453	157	199	98	215	238
	47%	46%	48%	47%	46%	49%
Not at All	133	42	57	34	66	67
	14%	12%	14%	16%	14%	14%
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 65

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

Improved site design (e.g. a dynamic, modern design and style)

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	315	101	142	71	185	130
	33%	30%	35%	34%	39%	27%
A little	436	152	195	89	198	238
	46%	45%	47%	43%	42%	49%
Not at All	207	84	74	48	88	118
	22%	25%	18%	23%	19%	24%
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 66

Q22a: As a Wikipedia reader, please indicate how much each of the following changes would enhance your personal

A lot, a little, or not at all?

Improved site navigation (e.g. ability to easily find articles and across subjects)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	383	136	169	78	204	178
	40%	40%	41%	37%	43%	37%
A little	422	145	185	92	193	229
	44%	43%	45%	44%	41%	47%
Not at All	152	56	57	39	74	78
	16%	17%	14%	19%	16%	16%
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 67

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

More interaction with other users (e.g. comment boards or discussion features on each article)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	217	73	101	42	121	96
	23%	22%	25%	20%	26%	20%
A little	388	120	189	79	210	178
	41%	36%	46%	38%	44%	37%
Not at All	353	144	122	87	141	211

	37%	43%	30%	42%	30%	44%
		C		C		E
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 68

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

Improved local language content (e.g. More information in my own language)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	263	77	128	59	149	114
	28%	23%	31%	28%	32%	24%
		B			F	
A little	405	134	188	82	197	208
	42%	40%	46%	39%	42%	43%
Not at All	289	126	95	68	125	164
	30%	37%	23%	32%	27%	34%
		C		C		E
Sigma	957	337	411	209	472	486
	100%	100%	100%	100%	100%	100%

Table 69

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

More neutral information (e.g. entries with accurate facts that present a balanced, impartial point-of-view)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia	957	337	411	209	472	486

A lot	441 46%	153 45%	191 47%	97 46%	221 47%	220 45%
A little	394 41%	139 41%	174 42%	81 39%	187 40%	206 43%
Not at All	123 13%	45 13%	46 11%	31 15%	63 13%	60 12%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 70

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

Easier ways to interact with the content (e.g. Highlighting, Q&A, upvoting, rating content, etc.)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Read Wikipedia	957	337	411	209	472	486
A lot	333 35%	115 34%	144 35%	74 36%	189 40%	145 30%
A little	424 44%	153 45%	178 43%	93 45%	200 42%	225 46%
Not at All	200 21%	69 21%	89 22%	41 20%	83 18%	116 24%
Sigma	957 100%	337 100%	411 100%	209 100%	472 100%	486 100%

Table 71

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

Other

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Read Wikipedia/Total Answer	89*	39*	38**	12**	46**	43*
A lot	27 31%	10 25%	13 34%	4 38%	18 40%	9 21%
A little	15 17%	8 21%	7 17%	0 4%	7 15%	8 19%
Not at All	47 52%	21 54%	19 49%	7 58%	21 45%	26 60%
Sigma	89 100%	39 100%	38 100%	12 100%	46 100%	43 100%

Table 72

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

A lot" Summary Table"

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
Improved readability (e.g. a less aca	18 38%	5 38%	2 33%	11 39%	6 35%	12 40%
Higher quality content (e.g. fewer ir	13 29%	2 18%	2 33%	9 33%	3 18%	10 35%
More trustworthy content (e.g. mor	24 51%	6 41%	2 33%	16 59%	9 56%	14 48%
More visual content (e.g. more vide	15 33%	6 41%	1 17%	9 32%	7 40%	9 29%
Improved site design (e.g. a dynami	11 24%	3 21%	1 17%	8 27%	4 22%	7 25%

Improved site navigation (e.g. ability to find what you're looking for)	17 36%	7 47%	1 17%	9 34%	6 34%	11 36%
More interaction with other users (e.g. ability to ask questions)	4 9%	1 9%	0 -	3 11%	2 11%	3 8%
Improved local language content (e.g. more content in your language)	13 27%	5 39%	1 17%	6 23%	5 29%	8 26%
More neutral information (e.g. entries that aren't biased)	15 31%	3 20%	2 33%	10 37%	5 31%	9 32%
Easier ways to interact with the content (e.g. more social media links)	13 27%	5 33%	1 17%	7 27%	6 38%	6 21%
Other	2 3%	0 -	0 -	2 6%	2 9%	0 -

Table 73

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you correct a lot, a little, or not at all?

A little" Summary Table"

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Heard of but never read Wikipedia	47*	14**	5**	27*	17**	30*
Improved readability (e.g. a less academic tone)	14 29%	3 23%	1 14%	10 35%	6 38%	7 24%
Higher quality content (e.g. fewer irrelevant links)	20 42%	8 57%	1 14%	11 41%	9 54%	11 36%
More trustworthy content (e.g. more citations)	10 22%	4 28%	1 14%	5 20%	3 19%	7 23%
More visual content (e.g. more videos)	16 35%	3 23%	1 14%	12 45%	7 41%	10 32%
Improved site design (e.g. a dynamic layout)	19 41%	5 36%	2 33%	13 46%	8 45%	12 39%

Improved site navigation (e.g. ability to find what you're looking for)	16 34%	3 23%	3 47%	10 36%	5 30%	11 35%
More interaction with other users (e.g. ability to ask questions)	21 44%	5 35%	1 17%	15 54%	10 57%	11 36%
Improved local language content (e.g. more content in your language)	16 33%	2 17%	1 17%	12 45%	7 41%	9 29%
More neutral information (e.g. entries that aren't biased)	17 37%	5 39%	1 14%	11 41%	5 30%	12 41%
Easier ways to interact with the content (e.g. more social media links)	17 35%	4 31%	0 -	12 44%	6 35%	11 36%
Other	2 4%	0 -	1 17%	1 4%	1 5%	1 4%

Table 74

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you correct a lot, a little, or not at all?

Not at all" Summary Table"

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikipedia	47*	14**	5**	27*	17**	30*
Improved readability (e.g. a less academic tone)	15 33%	5 39%	3 53%	7 26%	5 27%	11 36%
Higher quality content (e.g. fewer irrelevant articles)	13 29%	4 25%	3 53%	7 26%	5 27%	9 30%
More trustworthy content (e.g. more citations)	13 28%	4 31%	3 53%	6 21%	4 25%	9 29%
More visual content (e.g. more videos)	15 32%	5 36%	4 69%	6 23%	3 19%	12 39%
Improved site design (e.g. a dynamic layout)	16 35%	6 44%	3 50%	7 27%	5 32%	11 36%

Improved site navigation (e.g. ability	14 31%	4 30%	2 36%	8 30%	6 35%	8 28%
More interaction with other users (e	22 47%	8 56%	4 83%	10 35%	5 31%	17 55%
Improved local language content (e.	18 39%	6 44%	4 67%	9 32%	5 30%	13 45%
More neutral information (e.g. entri	15 31%	6 41%	3 53%	6 22%	6 38%	8 27%
Easier ways to interact with the con	17 37%	5 36%	4 83%	8 29%	5 27%	13 43%
Other	3 6%	1 8%	0 -	2 7%	1 8%	2 5%

Table 75

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Improved readability (e.g. a less academic style and improved clarity)

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
A lot	18 38%	5 38%	2 33%	11 39%	6 35%	12 40%
A little	14 29%	3 23%	1 14%	10 35%	6 38%	7 24%
Not at All	15 33%	5 39%	3 53%	7 26%	5 27%	11 36%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 76

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor

A lot, a little, or not at all?

Higher quality content (e.g. fewer incomplete articles, dead links, or other shortcomings in content)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikiç	47*	14**	5**	27*	17**	30*
A lot	13 29%	2 18%	2 33%	9 33%	3 18%	10 35%
A little	20 42%	8 57%	1 14%	11 41%	9 54%	11 36%
Not at All	13 29%	4 25%	3 53%	7 26%	5 27%	9 30%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 77

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor
A lot, a little, or not at all?

More trustworthy content (e.g. more fact checking/verification for improved trustworthiness)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikiç	47*	14**	5**	27*	17**	30*
A lot	24 51%	6 41%	2 33%	16 59%	9 56%	14 48%
A little	10 22%	4 28%	1 14%	5 20%	3 19%	7 23%
Not at All	13	4	3	6	4	9

	28%	31%	53%	21%	25%	29%
Sigma	47	14	5	27	17	30
	100%	100%	100%	100%	100%	100%

Table 78

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

More visual content (e.g. more videos, maps and visuals to enhance article content)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
A lot	15	6	1	9	7	9
	33%	41%	17%	32%	40%	29%
A little	16	3	1	12	7	10
	35%	23%	14%	45%	41%	32%
Not at All	15	5	4	6	3	12
	32%	36%	69%	23%	19%	39%
Sigma	47	14	5	27	17	30
	100%	100%	100%	100%	100%	100%

Table 79

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Improved site design (e.g. a dynamic, modern design and style)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*

A lot	11 24%	3 21%	1 17%	8 27%	4 22%	7 25%
A little	19 41%	5 36%	2 33%	13 46%	8 45%	12 39%
Not at All	16 35%	6 44%	3 50%	7 27%	5 32%	11 36%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 80

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Improved site navigation (e.g. ability to easily find articles and across subjects)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
A lot	17 36%	7 47%	1 17%	9 34%	6 34%	11 36%
A little	16 34%	3 23%	3 47%	10 36%	5 30%	11 35%
Not at All	14 31%	4 30%	2 36%	8 30%	6 35%	8 28%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 81

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

More interaction with other users (e.g. comment boards or discussion features on each article)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
A lot	4 9%	1 9%	0 -	3 11%	2 11%	3 8%
A little	21 44%	5 35%	1 17%	15 54%	10 57%	11 36%
Not at All	22 47%	8 56%	4 83%	10 35%	5 31%	17 55%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 82

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Improved local language content (e.g. More information in my own language)

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	47*	14**	5**	27*	17**	30*
A lot	13 27%	5 39%	1 17%	6 23%	5 29%	8 26%
A little	16 33%	2 17%	1 17%	12 45%	7 41%	9 29%
Not at All	18 39%	6 44%	4 67%	9 32%	5 30%	13 45%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 83

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor

A lot, a little, or not at all?

More neutral information (e.g. entries with accurate facts that present a balanced, impartial point-of-view)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikiç	47*	14**	5**	27*	17**	30*
A lot	15 31%	3 20%	2 33%	10 37%	5 31%	9 32%
A little	17 37%	5 39%	1 14%	11 41%	5 30%	12 41%
Not at All	15 31%	6 41%	3 53%	6 22%	6 38%	8 27%
Sigma	47 100%	14 100%	5 100%	27 100%	17 100%	30 100%

Table 84

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Easier ways to interact with the content (e.g. Highlighting, Q&A, upvoting, rating content, etc.)

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikiç	47*	14**	5**	27*	17**	30*
A lot	13 27%	5 33%	1 17%	7 27%	6 38%	6 21%
A little	17 35%	4 31%	0 -	12 44%	6 35%	11 36%
Not at All	17	5	4	8	5	13

	37%	36%	83%	29%	27%	43%
Sigma	47	14	5	27	17	30
	100%	100%	100%	100%	100%	100%

Table 85

Q22b: Since you don't read Wikipedia, please indicate how much each of the following changes would make you cor A lot, a little, or not at all?

Other

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base; ** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Heard of but never read Wikij	7*	1**	1**	4**	4**	3**
A lot	2	0	0	2	2	0
	23%	-	-	34%	41%	-
A little	2	0	1	1	1	1
	31%	-	100%	25%	22%	43%
Not at All	3	1	0	2	1	2
	46%	100%	-	41%	37%	57%
Sigma	7	1	1	4	4	3
	100%	100%	100%	100%	100%	100%

Table 86

Q23: What is the last year of schooling you have completed?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Japan/US Respondents	1150	426	471	253	564	587
Primary only: 1st through 11th grad	166	9	14	143	91	75
	14%	2%	3%	57%	16%	13%
High school/Secondary school gradu	234	73	93	68	110	124

	20%	17%	20%	27%	20%	21%
				BC		
Non-college Tertiary degree (Trade,	36	19	10	6	15	21
	3%	5%	2%	3%	3%	4%
Some College/Tertiary	251	94	128	29	106	145
	22%	22%	27%	11%	19%	25%
		D	D			E
College/University or Tertiary schoo	328	155	169	3	159	169
	28%	37%	36%	1%	28%	29%
		D	D			
Post Graduate School (advanced de,	136	75	58	3	84	52
	12%	18%	12%	1%	15%	9%
		D	D		F	
Sigma	1150	426	471	253	564	587
	100%	100%	100%	100%	100%	100%

Table 88
Q24: What is your race or ethnicity?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: US Respondents	1150	426	471	253	564	587
White/Caucasian	710	304	279	127	339	371
	62%	71%	59%	50%	60%	63%
		CD	D			
Black/African American	168	47	71	50	86	82
	15%	11%	15%	20%	15%	14%
				B		
Asian	92	28	37	27	45	47
	8%	7%	8%	11%	8%	8%
				B		
Latino/Hispanic	149	43	70	36	86	64
	13%	10%	15%	14%	15%	11%
					F	
Native American/American Indian	5	1	1	2	1	4
	0	0	0	1%	0	1%
Pacific Islander	0	0	0	0	0	0
	-	-	-	-	-	-
Middle Eastern/North African	1	0	0	1	0	1
	0	-	-	0	-	0

Other	25 2%	2 0	14 3% B	9 4% B	7 1%	19 3% E
Sigma	1150 100%	426 100%	471 100%	253 100%	564 100%	587 100%

Table 90

Q25: What was your total estimated household income for the calendar year 2016?

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F

** very small base (under 30) ineligible for sig testing

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: US Respondents/Age 21+	897	426	471	-**	428	469
Less than \$10,000	45 5%	17 4%	28 6%	0 -	16 4%	29 6%
\$10,000 to \$19,999	48 5%	24 6%	24 5%	0 -	22 5%	27 6%
\$20,000 to \$29,999	77 9%	39 9%	38 8%	0 -	33 8%	44 9%
\$30,000 to \$39,999	88 10%	43 10%	45 10%	0 -	26 6%	63 13% E
\$40,000 to \$49,999	89 10%	37 9%	52 11%	0 -	40 9%	49 10%
\$50,000 to \$59,999	106 12%	40 9%	66 14%	0 -	51 12%	55 12%
\$60,000 to \$69,999	71 8%	42 10%	29 6%	0 -	36 8%	35 7%
\$70,000 to \$79,999	76 8%	21 5%	55 12% B	0 -	45 10%	31 7%
\$80,000 to \$89,999	52 6%	31 7%	21 4%	0 -	25 6%	27 6%
\$90,000 to \$99,999	54 6%	32 8%	22 5%	0 -	28 7%	25 5%

\$100,000 to \$149,999	89 10%	51 12%	38 8%	0 -	50 12%	39 8%
\$150,000 or more	70 8%	36 9%	34 7%	0 -	46 11%	24 5%
Don't know/Not sure	13 1%	4 1%	8 2%	0 -	3 1%	9 2%
Refused	20 2%	9 2%	11 2%	0 -	7 2%	13 3%
Sigma	897 100%	426 100%	471 100%	0 -	428 100%	469 100%

Table 95
Q26: Are you currently...?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

	GENERATION				GENDER	
	Total A	GenX B	GenY C	GenZ D	Male E	Female F
Base: Total Respondents	1150	426	471	253	564	587
Employed for wages	595 52%	278 65%	287 61%	30 12%	322 57%	273 47%
Self-employed	99 9%	47 11%	40 9%	11 5%	51 9%	48 8%
Out of work and looking for work	67 6%	24 6%	30 6%	14 5%	35 6%	33 6%
Out of work but not currently lookir	11 1%	3 1%	4 1%	5 2%	9 2%	2 0
A homemaker	83 7%	45 11%	35 7%	2 1%	3 0	80 14%
A student	243 21%	5 1%	61 13%	178 70%	121 21%	122 21%
Military	7 1%	0 -	5 1%	2 1%	5 1%	2 0
Retired	4	3	0	1	1	3

	0	1%	-	0	0	1%
Unable to work	41	20	10	10	18	24
	4%	5%	2%	4%	3%	4%
Sigma	1150	426	471	253	564	586
	100%	100%	100%	100%	100%	100%

Table 96

Q27: What best describes the type of organization you work for?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base

	GENERATION				GENDER	
	Total	GenX	GenY	GenZ	Male	Female
	A	B	C	D	E	F
Base: Employed	694	325	328	41*	373	321
For profit	417	184	216	17	254	163
	60%	57%	66%	41%	68%	51%
Non-profit (religious, arts, social ass		D	BD		F	
	42	16	21	6	16	26
	6%	5%	6%	14%	4%	8%
Government				BC		
	38	23	9	5	16	22
	5%	7%	3%	13%	4%	7%
Health Care		C		C		
	64	35	23	5	24	40
	9%	11%	7%	13%	6%	12%
Education					E	
	45	30	13	2	18	26
	6%	9%	4%	4%	5%	8%
Other		C				
	88	36	46	6	45	43
	13%	11%	14%	16%	12%	14%
Sigma	694	325	328	41	373	321
	100%	100%	100%	100%	100%	100%

Table 97

Q28: Which of the following most closely matches your job title?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F

* small base

GENERATION

GENDER

