Brand Health Tracker

Wave 3 | Communications | July 2023

WIKIMEDIA
FOUNDATION

Wikimedia Brand Health: Stream 3

Communications Department
Worldwide

Contents

Methodology

Markets (by region)	
Sub-Saharan Africa	Senegal Nigeria
East, South East Asia & Pacific	Japan Indonesia
North America	United States
South Asia	India
Middle East & North Africa	Morocco
Northern & Western Europe	Germany
LatAM & Caribbean	Brazil Mexico
Central & Eastern Europe & Central Asia	Russia Poland

Sample & Fieldwork

1,000 respondents per country

Representative of online populations, using interlocked age and gender quotas

Age 18+

Margin of error for each country +/- 3%

Fieldwork dates: March 30th 2023 - April 30th 2023

Note, this tracker runs bi-annually

Differences from Stream 2

Countries added: Senegal, Japan, Morocco, Mexico, Poland

Countries removed: South Africa, South Korea, UAE, Egypt, Argentina

Question areas added:
- Meaning of 'Open Knowledge'
- ChatGPT/AI read
- Meaning of "Wiki"
- Meaning of quality

What we're measuring in this study: The strength of 3 brands

Wikimedia as a Free Knowledge Movement	**The Wikimedia Foundation as an Organization**	**Wikipedia, as a project brand**

The three pillars of measuring a brand

1. PRESENCE
Creating presence in people's memories and in their lives

The '**mental availability**' (i.e. coming to mind easily) of a brand is a key outcome of successful marketing and is predictive of engagement (e.g. usage).

And being **present in people's lives** helps keep those memory structures fresh, and, seeing the brand (e.g. Wikipedia) recently when using the category can be predictive of brand usage or engagement.

2. PURPOSE & PROPOSITION
Having a purpose or proposition that resonates with people

Part of the role of marketing is giving people reasons to use and support the brand.

Ensuring people know its **values** and what **needs** it delivers on helps drive engagement.

And it's important people are clear on how it's **different** from competitors on these values and needs.

3. PERSUASION
Converting awareness to consideration, usage and advocacy

The ultimate outcome of brand building is that that once people know the brand, **they're interested in it**, **use it**, and **support it.**

This is driven by both how present the brand is, and the relevance of the proposition and brand purpose.

This '**funnel**' of conversion from awareness to advocacy is a key measure of how well the brand's doing.

The metrics framework we've used

PRESENCE
Presence in people's minds and in the world

Unaided Awareness
Measures brand or movement saliency by asking people which brands/movements spontaneously come to mind.

Exposure
How much and where people feel they're seeing the brand or movement in media, culture and elsewhere

PURPOSE & PROPOSITION
What people associate with the brand or movement

Associations
Measures the emotional and functional associations people have with the brand or movement in the context of the 'category' (e.g. other non-profits, knowledge platforms), helping capture whether people understand its values or proposition

PERSUASION
How much people move from awareness, to consideration, to engagement, and advocacy.

Aided Awareness
Measures how many people consciously know the brand or movement name, when prompted. For most people, having heard of the brand is a precursor to using it.

Familiarity
Measures how well people feel they know the brand. An increasing sense of knowing the brand is linked to a higher likelihood to consider using it (if that familiarity is positive).

Consideration
How much people would consider using the brand. A gap between awareness and consideration may mean that the proposition isn't compelling enough.

Usage
The size of each brand's user base, here measured specifically for Wikipedia and competitors, giving a cross-category perspective. Note this is self-reported data.

Net Promoter Score
Measures the level of likely advocacy among people, reflecting the strength of the overall user experience or reputation of the brand.

Stream 3 Performance 1 Pager, Global View (All Markets)

PRESENCE

WMF
Unaided Awareness	1%	Flat

WIKIPEDIA
Unaided Awareness	24%	↑ 4pp
Exposure	76%	↑ 5pp

PERSUASION

WMF
Aided Awareness	25%	↓ 2pp
Familiarity	16%	↑ 3pp

WIKIPEDIA
Aided Awareness	83%	↑ 3pp
Familiarity	74%	↑ 3pp
Consideration	55%	↑ 5pp
Usage	56%	↑ 10pp
NPS	23	↑ 1
Monthly uniques	816MM	
Pageviews	12BN	
Est. Readership	445MM	
Likelihood to edit	25%	Flat
Ever edited	10%	Flat
Likelihood to donate	18%	↑ 2pp
Ever donated	7%	Flat

PURPOSE & PROPOSITION

WMF
REPUTATION
Trust to be honest and unbiased (top box)	42%	↑ 2pp
Has good track record as a trusted organization	25%	↓ 2pp

RELEVANCE
Represents, serves & belongs to everyone	33%	Flat
Understands people like me	19%	↓ 5pp

MISSION
Has a clear mission	32%	↓ 5pp

WIKIPEDIA
REPUTATION
Trust to be honest and unbiased (top box)	43%	Flat
Reliable, trustworthy and always up to date	22%	↓ 4pp

RELEVANCE
Quality information available on a variety of topics	54%	↑ 5pp
Always the top search result	25%	Flat

EXPERIENCE
Easy to navigate on desktop and mobile	27%	↓ 5pp
Uses images or photos	27%	↓ 6pp
Uses video	6%	↓ 4pp

Five key learnings from Stream 3

1.

2.

3.

4.

5.

No shift in awareness of Free Knowledge Movement

People's top concerns continue to be War, Climate Change and Corruption. Mis/ disinformation remains unchanged from last Stream on being more concerning than access to free knowledge. Free Knowledge Movement awareness remains low

WMF likeability is trending upward, as is trust in some markets

WMF awareness is unchanged since Stream 2. However in some markets (e.g. US, DE), trust and likeability has been increasing among those who know the organization. Generally in the US the brand seen increasingly positively.

The Wikipedia brand is growing in BR but deteriorating in RU

Wikipedia's presence remains high, and has increased in some countries (e.g. US, BR, DE). Awareness continues to be high, with exception of RU where both presence & awareness declining. NPS has grown in all markets except RU & ID

There's some buzz around ChatGPT, but consideration & usage is low

Relatively high awareness of ChatGPT given how recently it launched, however still far behind Wikipedia, and usage remains low. For those who know the platform, views are neutral, unlike Bing Chat which is seen relatively negatively

Some improvements among young people for Wikipedia

This Stream saw pickups in Wikipedia's key metrics (e.g. consideration, NPS) among 18-24 yr olds across most markets. However the brand remains weaker against this demographic vs. others

02

The Free Knowledge Movement

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In this Stream, mis/disinformation continues to be a more important concern vs. free access to knowledge

Global/local concerns
% stating the issues they are most concerned about (multiple choice)

Issue	%
War/violence	45%
Climate change	43%
Corruption	40%
Recession	35%
Lack of access to quality healthcare	29%
Economic inequality	29%
Violence/harassment against women	27%
Mis/disinformation	22%
Threats to democracy	21%
Lack of access to quality education	20%
Religious intolerance	18%
Systemic Racism	15%
Gender inequality	14%
Power & influence of big businesses	11%
Lack of free access to info/knowledge	10%
Big companies controlling info/knowledge	10%
Internet shutdowns	10%
Abortion rights	10%
Arrests for online speech	9%
LGBTQ+ bias/harassment	8%
Policies take away digital rights	7%

In this Stream, climate change movement most top of mind; Free Knowledge Movement continues to have very low unprompted awareness

Note: There was a very long tail of local movements mentioned by respondents in this open ended question

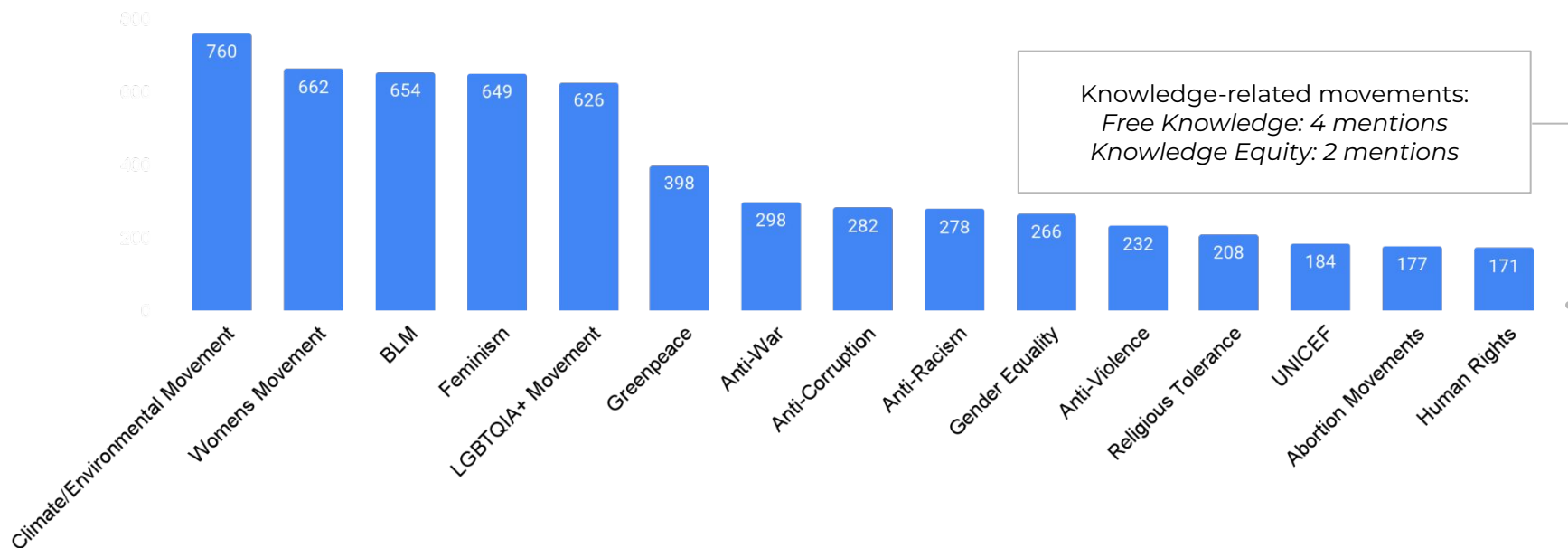**Movement salience (unprompted mentions)**
Unprompted movements across all countries, top 20, number of mentions of each movement

Bar chart values:
- Climate/Environmental Movement: 760
- Womens Movement: 662
- BLM: 654
- Feminism: 649
- LGBTQIA+ Movement: 626
- Greenpeace: 398
- Anti-War: 298
- Anti-Corruption: 282
- Anti-Racism: 278
- Gender Equality: 266
- Anti-Violence: 232
- Religious Tolerance: 208
- UNICEF: 184
- Abortion Movements: 177
- Human Rights: 171

Knowledge-related movements:
Free Knowledge: 4 mentions
Knowledge Equity: 2 mentions

People tend to understand "free knowledge" well, and as free to access and free to reuse and remix

Open Knowledge	Free Knowledge	Knowledge as a service	Knowledge equity	Open-source culture	Free-culture movement
Knowledge that you are free to use, reuse and distribute without restriction *NG*	Knowledge that is free to use, reuse, and redistribute without legal, social, or technological restriction. *IN*	Knowledge that is used as a source of income *US*	Everyone should have access to all kinds of knowledge *IN*	Movement supporting the use of open-source licenses for some or all software, as part of the broader notion of open collaboration *NG*	A social movement that promotes the freedom to distribute and modify the creative works of others *DE*
Knowledge should be available at ease with easy to access resources *IN*	Freedom to access, use, modify and distribute knowledge. Making knowledge accessible to all, regardless of financial barriers or intellectual property rights *MA*	Knowledge will benefiting someone in the future. *RU*	The commitment to focus on the knowledge and communities that have been left out by structures of power and privilege *US*	Having their own culture without anybody interfere everyone can choose their culture *IN*	Ability for everyone to have access to literature, education *US*
Not withholding information from the masses *US*	A universal knowledge source where everyone contributes *SN*	Not just learning but using your knowledge to serve humanity. Not for the sake of money but helping society grow *NG*	Information access regardless of gender, religion, etc *DE*	Everyone has access to knowledge and information without excessive costs to obtain that information *US*	Encourages people to use other people's original content and work via the internet. *NG*

03 Wikimedia Foundation Brand Health

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WMF unaided awareness remains low, Wikipedia and Google continue to be more present in people's minds

Unaided awareness of organizations that support people who want to create and share free knowledge
% stating each of the following (unprompted)

Legend: ■ Stream 2   ■ Stream 3

Q1. There are organizations that support people who want to create and share free knowledge and information. What organizations come to mind that do this?
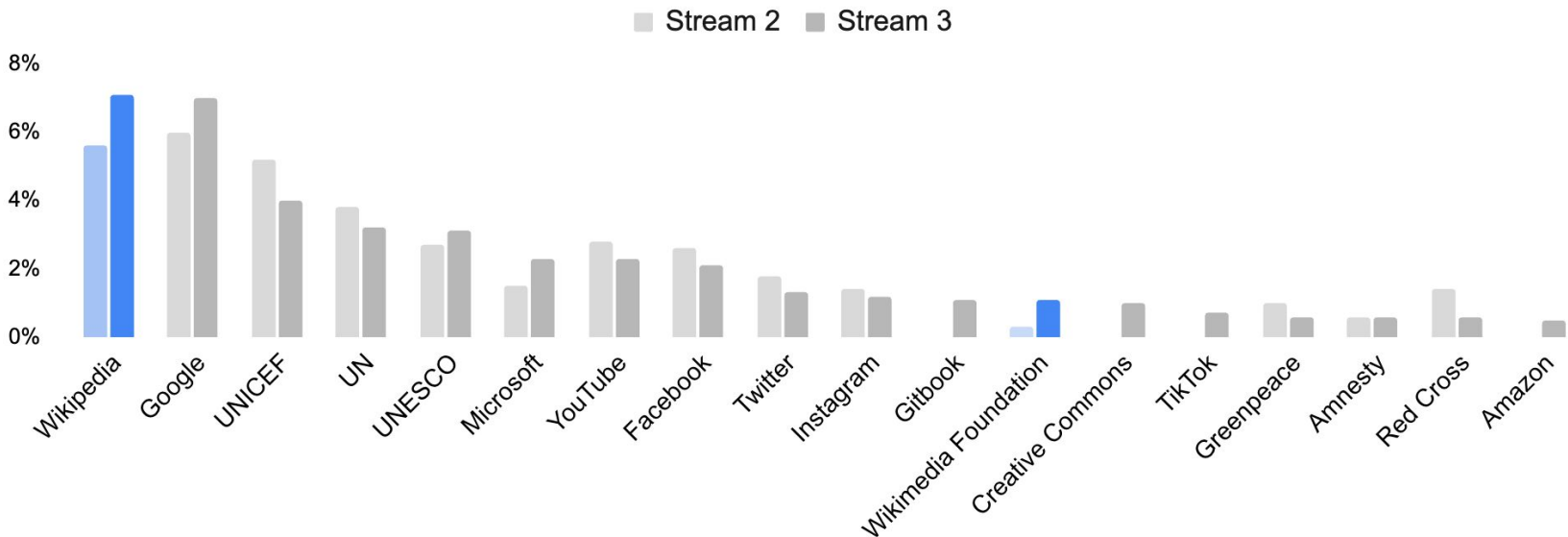
WMF awareness higher among high income and Wikipedia editors & donors

Awareness for Wikimedia Foundation
Aided brand awareness (%) for Wikimedia Foundation

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Editors	Donors
22%	27%	26%	22%	27%	21%	26%	34%	45%	49%

25%
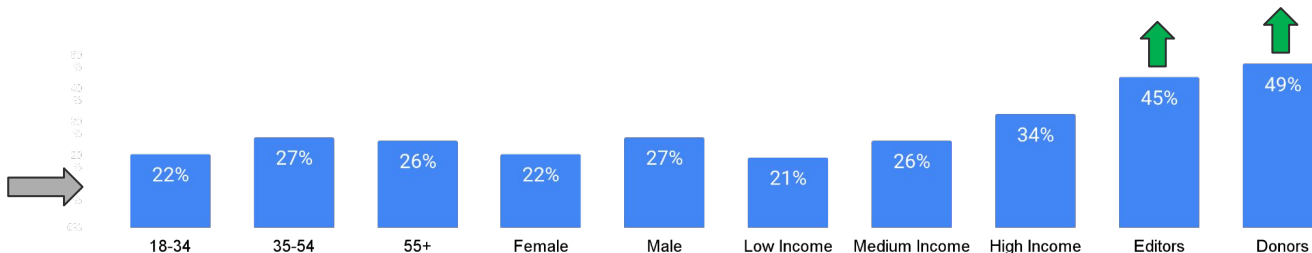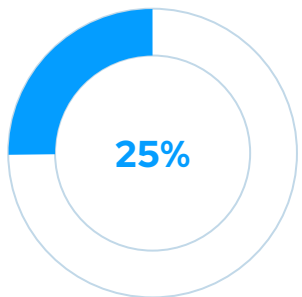
WMF awareness decreased for 18-24s everywhere in Stream 3 except BR

Brand awareness for Wikimedia Foundation by age groups
Aided brand awareness for Wikimedia Foundation (%) by age groups of respondents

Base: All respondents
Q3: Which of the following organizations or non-profits have you HEARD of?
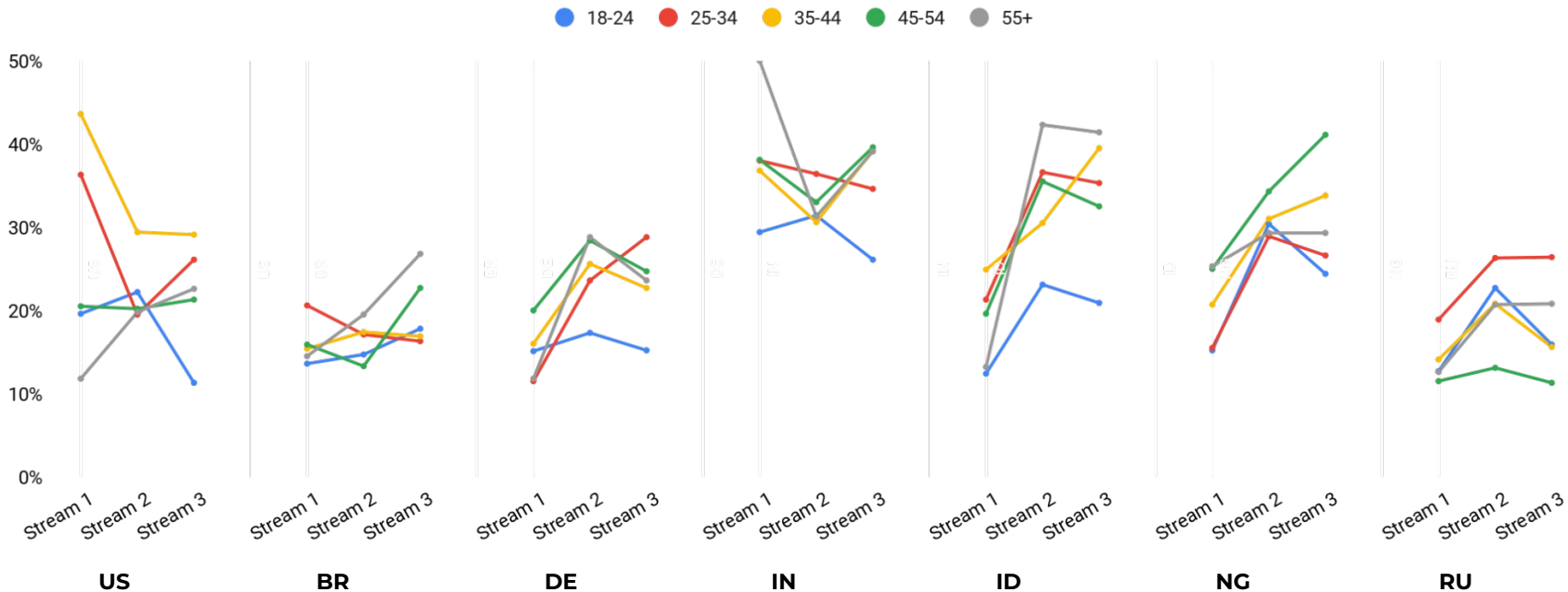
Likeability for the Wikimedia Foundation is high across all demographic groups

Likeability for Wikimedia Foundation vs other non-profits
% respondents who expressed positive vs negative feeling for WMF and other non-profits

78%

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Editors	Donors
77%	80%	77%	77%	79%	74%	81%	83%	87% ⬆	89% ⬆
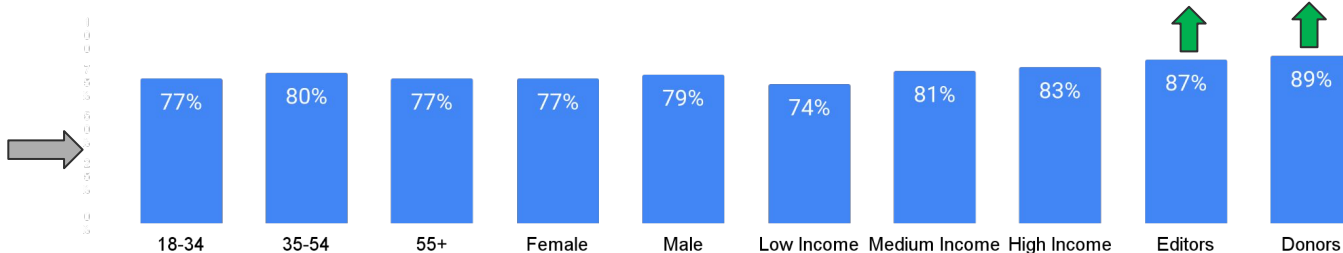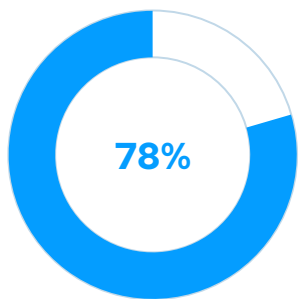
Trust in WMF is high across all demographic groups who know the organization

Trust for Wikimedia Foundation
% respondents who state they trust each organization (top 2 box)

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Editors	Donors
79%	85%	80%	80%	82%	77%	83%	85%	89%	90%

81%

Slightly stronger association of WMF with free knowledge than open knowledge

Brand Associations
% of respondents indicating what they think the Wikimedia Foundation should be associated with

45%
The Open Knowledge Movement

50%
The Free Knowledge Movement

5%
Neither of these

WMF continues to be seen as open source & supporting the creation of free knowledge vs. other organizations

Brand <u>attributes</u> associated with each non-profit organizations
Bars are the percentage point difference from the average across all brands

	Wikimedia	Mozilla	Creative Commons	Open Knowledge Forum	Sunlight Foundation	WWW Foundation	Electronic Frontier Foundation
Has a positive impact in the world	0%	-11%	-6%	-2%	-3%	0%	1%
Has a positive impact in my country	3%	-5%	0%	0%	6%	-1%	7%
Improves my quality of life	5%	0%	3%	4%	9%	4%	11%
Has a clear mission	-4%	-10%	-4%	-1%	3%	-7%	-1%
Spends donations wisely	-1%	-5%	-4%	-1%	6%	-5%	3%
Is independent/ free from influence	6%	0%	2%	4%	7%	-2%	6%
Is open source and freely distributed	18%	7%	9%	9%	7%	5%	8%
You know who is funding/leading it	-2%	-3%	0%	0%	6%	-2%	4%
Is mostly funded by small donors	6%	0%	1%	0%	7%	-3%	8%
Is as a trusted organization	0%	-7%	-1%	-3%	3%	-4%	5%
Supports the creation/ sharing of free knowledge	19%	3%	17%	14%	5%	8%	8%
Leading movement of free access to knowledge	15%	-1%	6%	12%	6%	9%	12%
Transparent about how donations used	14%	11%	13%	13%	23%	11%	23%

Base: Those aware of each organisation
Q17 Which of the following ATTRIBUTES do you ASSOCIATE with each of these organizations, if any?

Positive perceptions of WMF up in the US, down in ID and NG

Lowest & falling against 18-24s in ID

Lowest & falling against women in NG

Attributes associated with The Wikimedia Foundation

	US		BR		DE		IN		ID		NG		RU	
	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3
Has a positive impact in the world	27%	40%	38%	34%	37%	33%	41%	44%	51%	49%	52%	42%	32%	30%
Has a positive impact in my country	25%	31%	20%	15%	16%	16%	33%	36%	36%	32%	29%	26%	18%	15%
Improves my quality of life	19%	28%	15%	17%	17%	18%	32%	31%	27%	23%	35%	26%	25%	19%
Has a clear mission	30%	39%	35%	33%	30%	29%	40%	42%	44%	37%	48%	33%	28%	25%
Spends donations wisely	14%	19%	18%	14%	20%	20%	26%	21%	27%	16%	20%	14%	9%	14%
Independent & free from undue influence	24%	29%	26%	21%	23%	23%	30%	30%	36%	28%	32%	24%	21%	22%
Is open source and freely distributed	44%	45%	30%	25%	29%	27%	42%	40%	45%	41%	39%	39%	38%	37%
Know who is funding/leading organization	10%	11%	10%	5%	12%	7%	19%	16%	16%	10%	8%	4%	8%	4%
Is mostly funded by small donors	21%	27%	16%	16%	22%	25%	23%	16%	20%	11%	12%	8%	8%	9%
Good track record as trusted organization	20%	26%	28%	20%	20%	13%	33%	37%	40%	34%	35%	34%	26%	16%
Supports creation & sharing of free knowledge/information	34%	42%	29%	38%	31%	39%	36%	37%	43%	41%	46%	46%	26%	29%
Leading movement to ensure people have free access to knowledge & information	27%	39%	27%	23%	22%	27%	29%	36%	40%	36%	39%	46%	20%	20%
Transparent about how donations used	-	21%	-	11%	-	12%	-	24%	-	19%	-	16%	-	14%

Base: Those aware of the Wikimedia Foundation
Q17 Which of the following ATTRIBUTES do you ASSOCIATE with each of these organizations, if any?

WMF still more likely perceived as neutral vs. its main competition (note we're only showing knowledge related organizations vs. the full list)

Brand <u>values</u> associated with each non-profit organizations
% difference from average for each brand value across non-profits

	Wikimedia Foundation	Mozilla	Creative Commons	Open Knowledge Forum	Sunlight Foundation	WWW Foundation	Electronic Frontier Foundation
Is well known	4%	-7%	-4%	-8%	-4%	-4%	-4%
Has similar values to me	2%	-3%	3%	6%	8%	-3%	10%
Understands people like me	5%	1%	4%	5%	9%	1%	11%
Presents knowledge & info from neutral point of view	20%	1%	6%	15%	12%	8%	10%
Is international	-1%	-11%	-5%	-8%	-9%	3%	-5%
Takes clear position on advocacy issues connected to mission	-2%	-9%	-1%	1%	6%	-4%	7%
Represents, serves & belongs to everyone, no matter who are	6%	-7%	3%	4%	4%	0%	3%
Promotes collaboration & community driven approaches	3%	-3%	4%	3%	8%	-1%	9%
Is innovative	9%	8%	10%	9%	12%	8%	13%

Base: Those aware of each organisation
Q18 Which of the following VALUES do you ASSOCIATE with each organization, if any?

Perceptions of WMF improving in the US and IN, but down in BR, IN - perceptions of 'Innovative' down across a number of countries

Brand <u>values</u> associated with The Wikimedia Foundation

	US		BR		DE		IN		ID		NG		RU	
	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3
Is well known	39%	48%	41%	35%	35%	41%	52%	53%	38%	38%	50%	45%	42%	46%
Has similar values to me	19%	24%	17%	16%	14%	15%	35%	28%	28%	29%	25%	19%	18%	13%
Understands people like me	20%	20%	17%	14%	15%	16%	35%	34%	29%	21%	30%	23%	21%	15%
Presents knowledge & info from a neutral point of view	35%	48%	30%	30%	39%	41%	43%	48%	54%	51%	52%	57%	32%	28%
Is international	36%	40%	51%	49%	43%	49%	49%	56%	48%	50%	52%	59%	41%	39%
Takes a clear position on advocacy issues connected to its mission	20%	22%	23%	27%	22%	19%	37%	34%	34%	27%	35%	32%	20%	19%
Represents, serves and belongs to everyone, no matter who they are	37%	44%	27%	31%	27%	30%	38%	44%	45%	38%	48%	42%	25%	26%
Promotes collaboration & community driven approaches	27%	30%	30%	24%	27%	24%	32%	39%	40%	31%	35%	35%	17%	16%
Is innovative	35%	37%	41%	34%	34%	28%	44%	48%	55%	47%	50%	45%	30%	19%

04   Wikipedia Brand Health
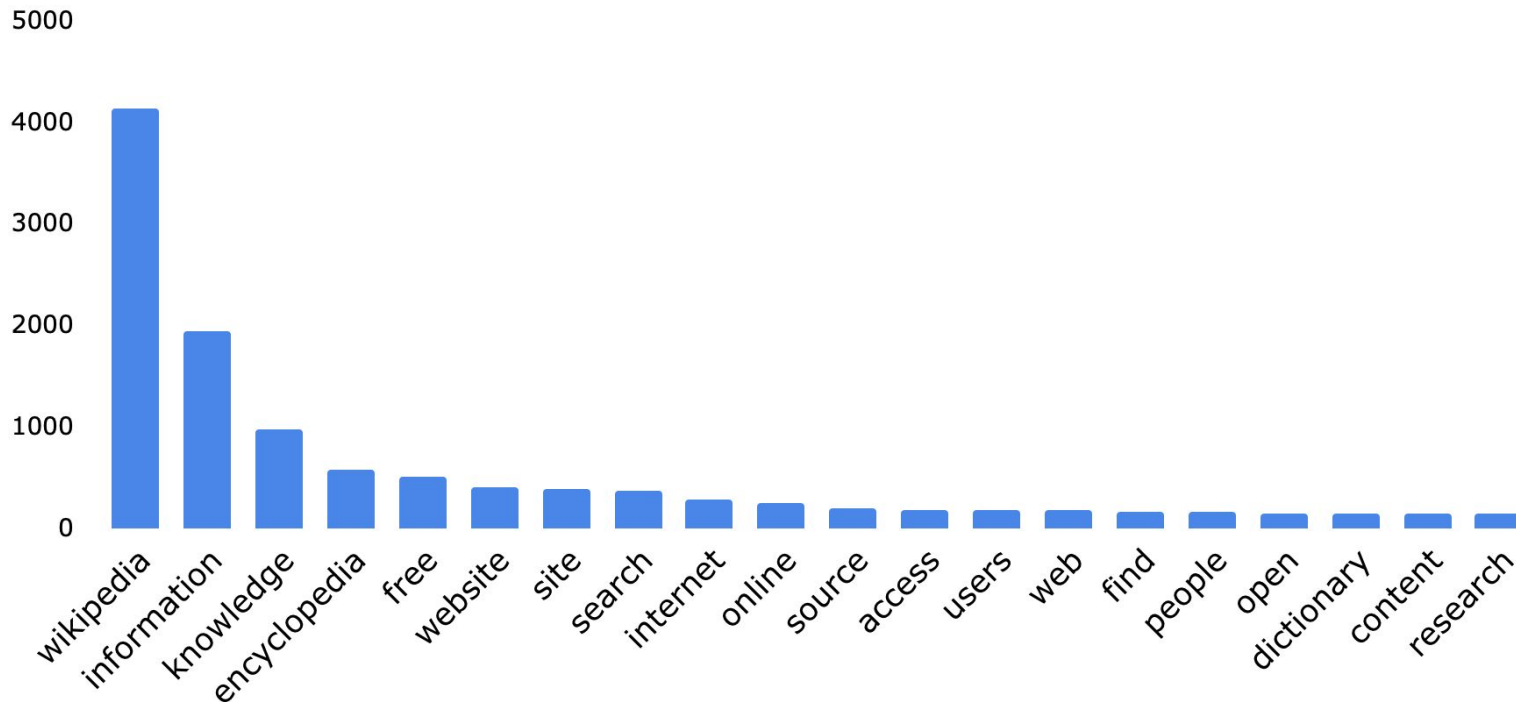
'Wiki' Meaning: The term is mainly associated with Wikipedia and Information

Associations with the word 'Wiki'
Top 20 words associated with Wiki by Count

'Wiki' Meaning: However, some do associate the term with other 'Wikis'

"A wiki is a website based on the **principle of collective participation and cooperation** in developing the content of the sites, and the Wiki **allows its subscribers to collectively modify** its contents, delete them or add to them as users see themselves **without any restrictions** often."

Male, 51, Morocco

"**Wikipedia.** Accurate and reliable sources in the world of education, but cannot be used as a reference in scientific writing"

Female, 26, Indonesia

"**The fate of Assange** comes to mind. Poor, unhappy journalist. And **the second is Wikipedia**."
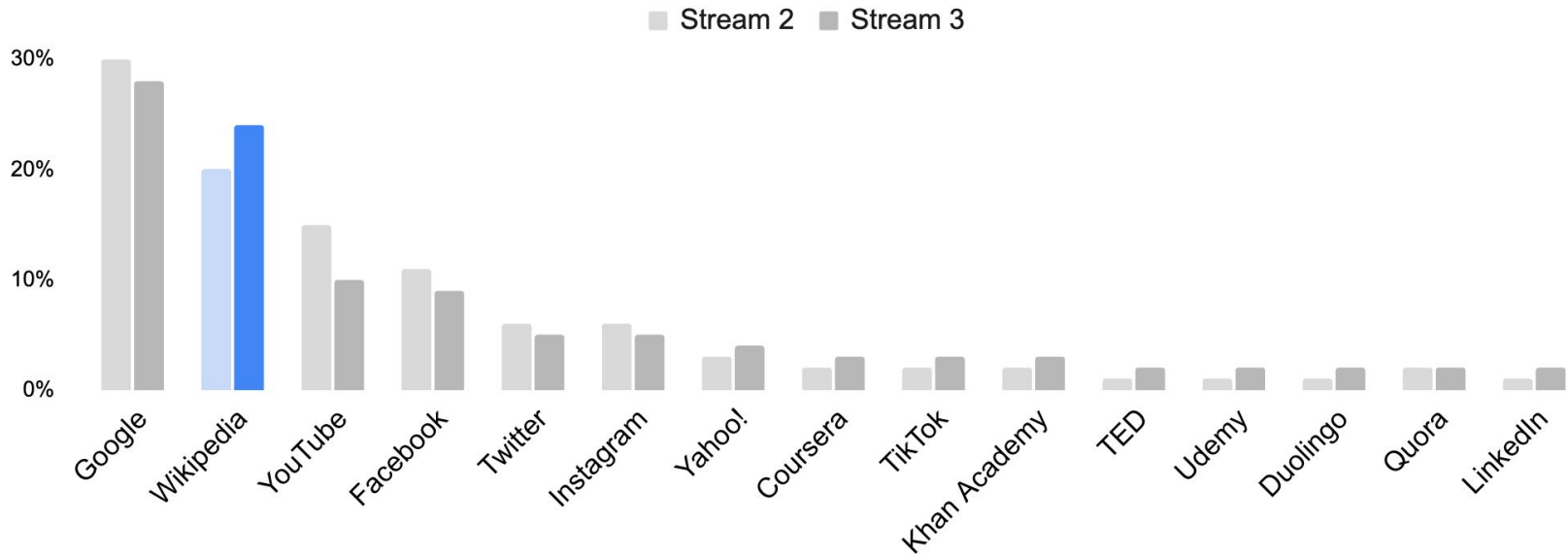
Female, 62, Russia

Presence

How present the brand is in people's minds and in the world

Wikipedia continues to enjoy a high level of unaided awareness

Unaided awareness of websites or apps that provide free knowledge
% stating each of the following (unprompted)

Legend: Stream 2 ■ Stream 3

Wikipedia continues to have good presence in the world - note that a significant proportion of people have heard about ChatGPT recently

Brand exposure for Wikipedia vs other competing brands/platforms
% brand exposure for Wikipedia and other brands (people who have seen the brand recently in any medium)

Google	YouTube	Facebook	Instagram	TikTok	Twitter	Wikipedia	Yahoo!	ChatGPT	Reddit	Quora	Coursera	Enc. Britannica	Bing Chat	Khan Academy	Wikidata	Medium	Wikimedia Commons	ChatSonic
90%	89%	85%	83%	82%	80%	76%	66%	34%	33%	27%	17%	17%	16%	13%	9%	8%	6%	
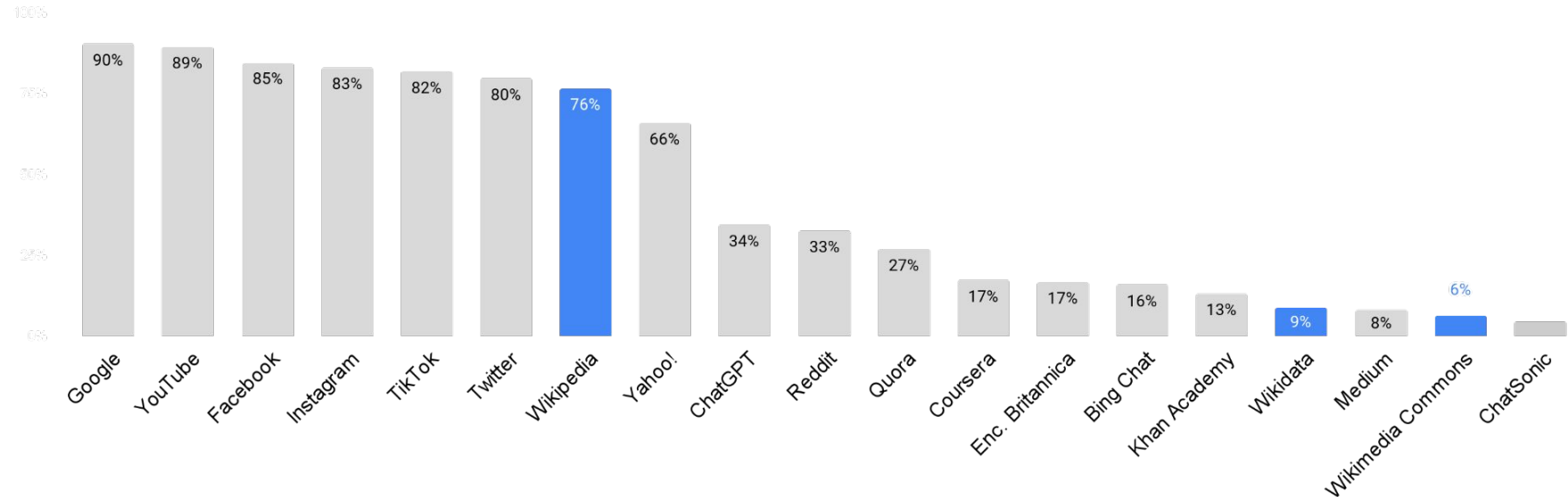
No major differences between demographics in who has seen the Wikipedia brand recently

Brand exposure for Wikipedia
% brand exposure for Wikipedia (people who have seen the brand recently in any medium)
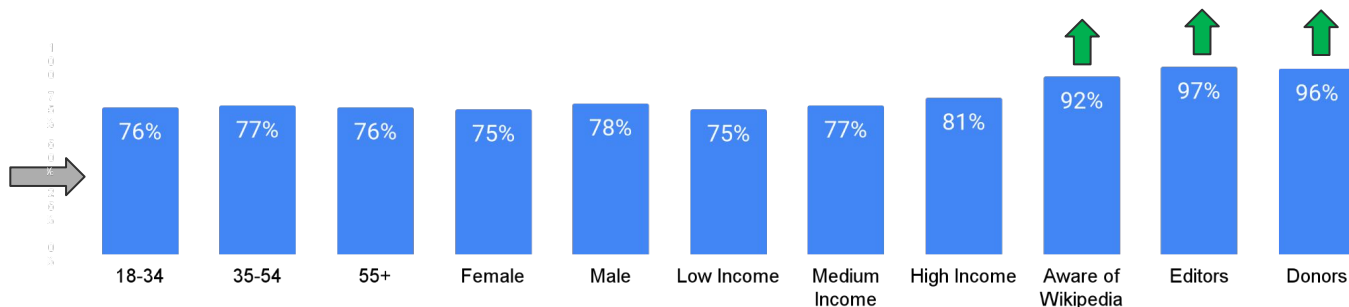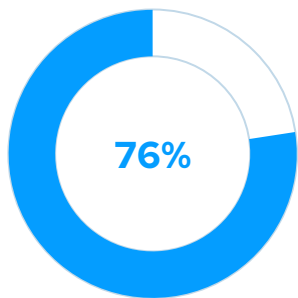
76%

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Aware of Wikipedia	Editors	Donors
76%	77%	76%	75%	78%	75%	77%	81%	92% ↑	97% ↑	96% ↑

Persuasion

How well the brand converts people from awareness, to considering the brand, to using it and advocating for it

We capture the strength of how well the brand is 'persuading' people by looking at the metrics through a funnel

Deepest level of relationship with people

Shallowest level of relationship with people

RECOMMEND
% all people who recommend brand

USAGE
% all people who use the brand

CONSIDERATION
% all people who would consider using brand

FAMILIARITY
% all people very/fairly familiar with the brand

AWARENESS
% all people aware of the brand when prompted

We also measure the % difference between each level of the funnel to quantify where brands are falling short

Wikipedia continues to have a healthy brand compared to other platforms

	WIKIPEDIA	WIKIDATA	WIKIMEDIA COMMONS	ENC. BRITANNICA	YOUTUBE	QUORA	GOOGLE	FACEBOOK
Recommend	38%	6%	5%	9%	60%	12%	63%	37%
Use	56%	3%	3%	5%	85%	14%	87%	67%
	101%	72%	75%	45%	155%	109%	115%	243%
Consider	55%	5%	3%	11%	55%	13%	76%	28%
	78%	43%	37%	73%	62%	48%	85%	34%
Familiar	74%	7%	5%	14%	89%	23%	91%	80%
	88%	69%	71%	68%	95%	79%	96%	88%
Aware (aided)	83%	9%	8%	21%	95%	29%	96%	92%

	KHAN ACADEMY	TIKTOK	TWITTER	INSTAGRAM	MEDIUM	REDDIT	YAHOO!	COURSERA
Recommend	6%	27%	28%	38%	4%	10%	19%	8%
Use	4%	44%	42%	63%	4%	11%	27%	8%
	61%	266%	183%	260%	92%	232%	147%	83%
Consider	6%	16%	23%	24%	8%	8%	21%	9%
	54%	26%	36%	31%	41%	28%	33%	63%
Familiar	10%	64%	64%	75%	6%	24%	56%	15%
	73%	74%	76%	86%	69%	60%	72%	75%
Aware (aided)	15%	88%	88%	91%	9%	39%	78%	19%

Wikipedia funnel improving over the streams, Wikimedia Commons funnel getting weaker

|	**WIKIPEDIA**	**WIKIDATA**	**WIKIMEDIA COMMONS**
Stream 1			
Recommend	**39%**	**6%**	**9%**
Use	34%	1%	1%
Consider	56%	2%	5%
Familiar			
Aware (aided)	77%	14%	21%
Stream 2			
Recommend	**33%**	**6%**	**5%**
Use	46%	4%	3%
Consider	50%	6%	5%
Familiar	71%	11%	9%
Aware (aided)	80%	15%	13%
Stream 3			
Recommend	**38%**	**6%**	**5%**
Use	56%	3%	3%
Consider	55%	5%	3%
Familiar	74%	7%	5%
Aware (aided)	83%	9%	8%
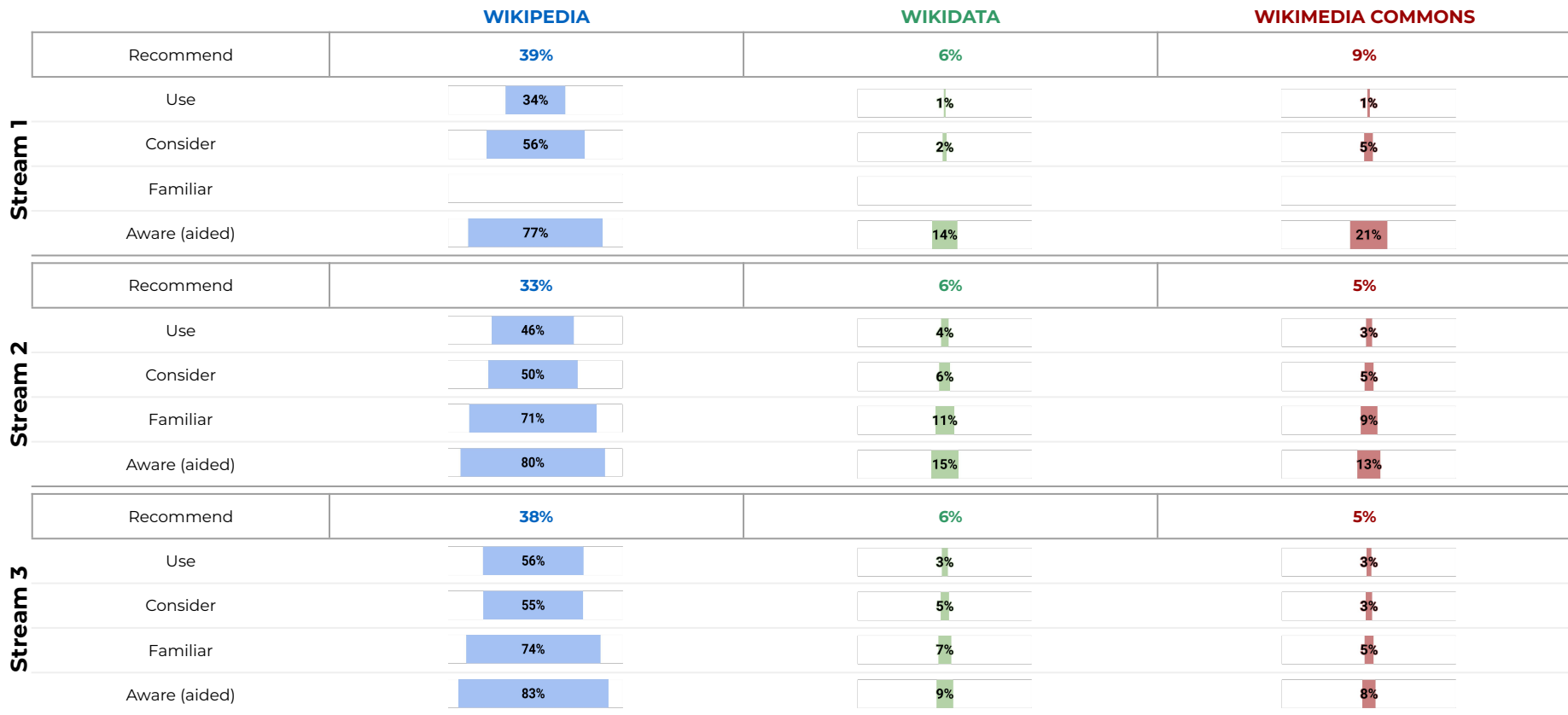
Base: All respondents, all 12 markets
Note: Recommend is top 2 box likelihood to recommend on a 10 point scale

Awareness of Wikipedia is high across all demographic groups

Brand awareness for Wikipedia
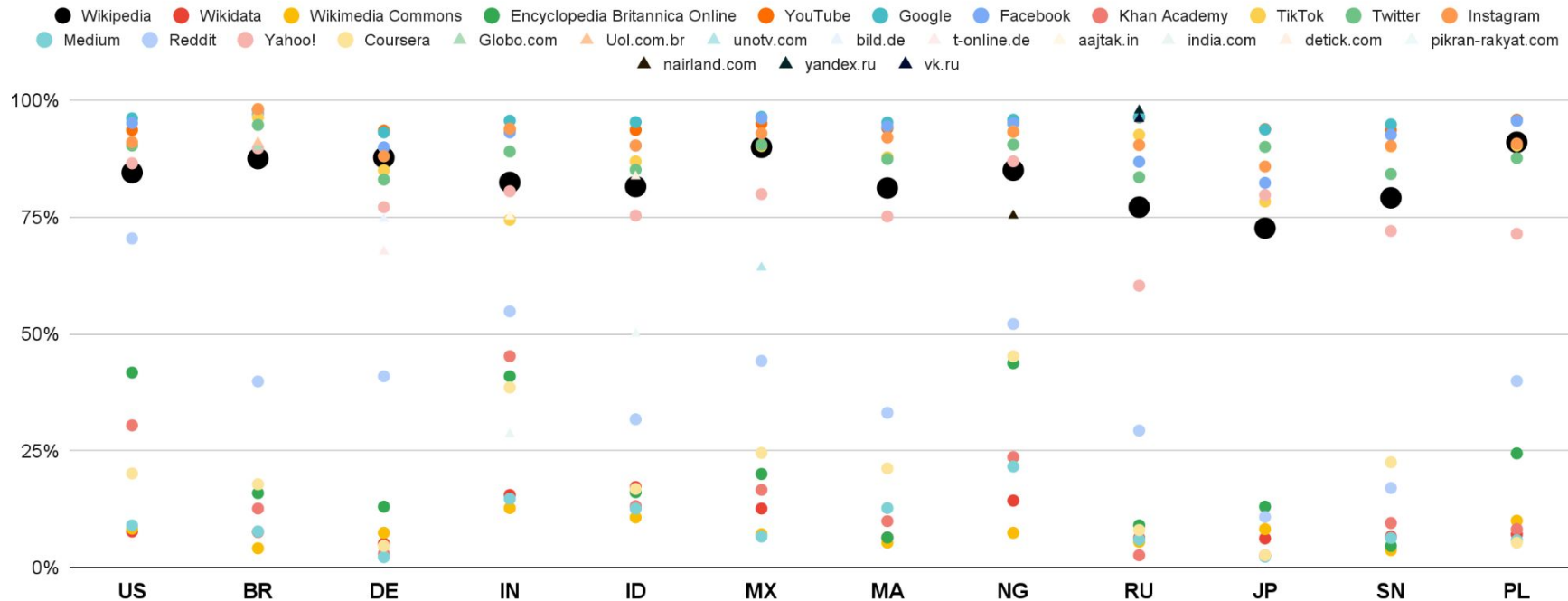Aided brand awareness (%) for Wikipedia

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income
82%	84%	84%	83%	84%	82%	84%	87%

83%
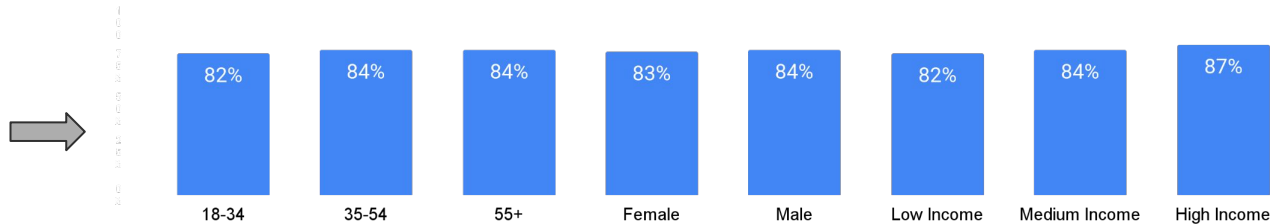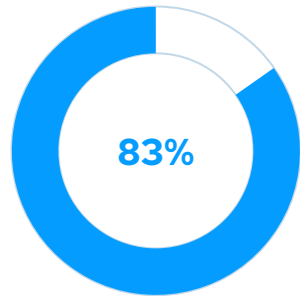
Wikipedia awareness lowest in JP, highest in PL and MX; (note global average awareness is 83%)

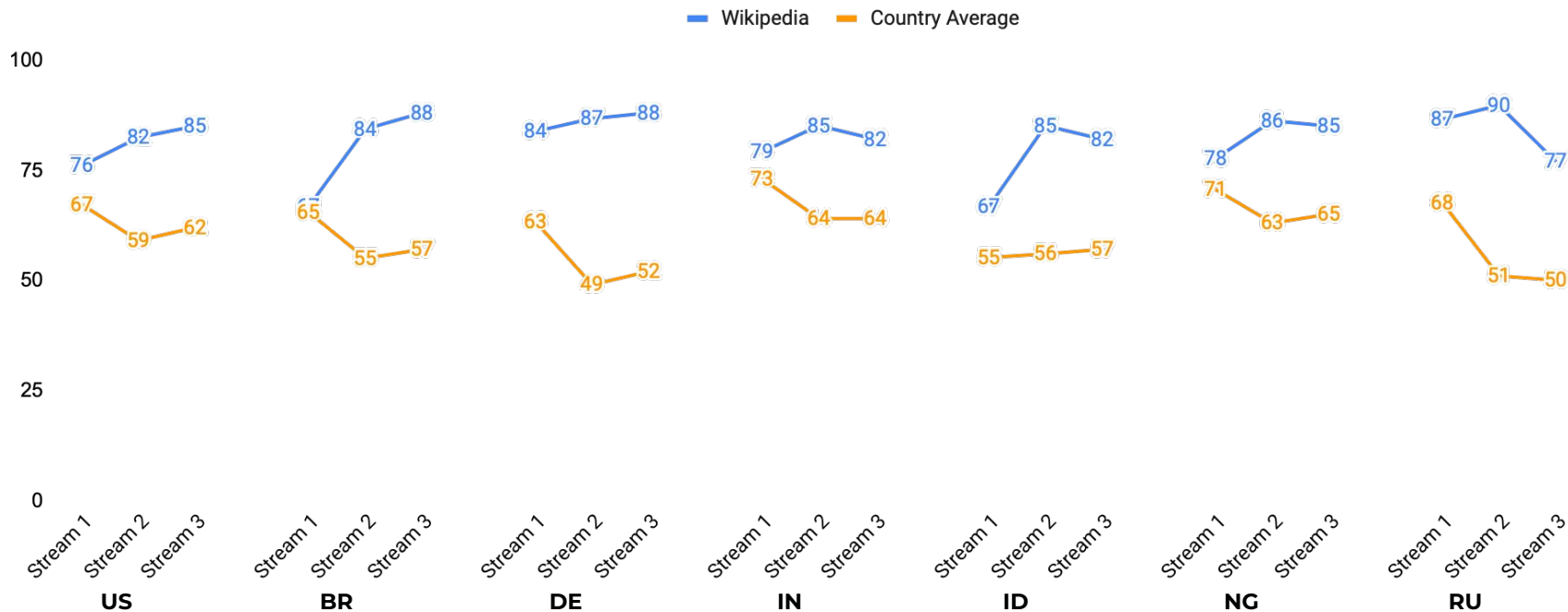**Brand awareness for Wikipedia vs competition across markets**
Aided brand awareness (%) for Wikipedia and competing brands across markets

Legend: Wikipedia, Wikidata, Wikimedia Commons, Encyclopedia Britannica Online, YouTube, Google, Facebook, Khan Academy, TikTok, Twitter, Instagram, Medium, Reddit, Yahoo!, Coursera, Globo.com, Uol.com.br, unotv.com, bild.de, t-online.de, aajtak.in, india.com, detick.com, pikran-rakyat.com, nairland.com, yandex.ru, vk.ru

Markets: US, BR, DE, IN, ID, MX, MA, NG, RU, JP, SN, PL

Wikipedia awareness relatively flat since Stream 2, though down in Russia (perhaps less people claiming to know Wikipedia given political situation)

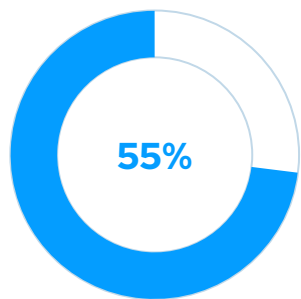**Brand awareness for Wikipedia vs competition across markets**
Aided brand awareness (%) for Wikipedia and competing brands across markets

— Wikipedia   — Country Average

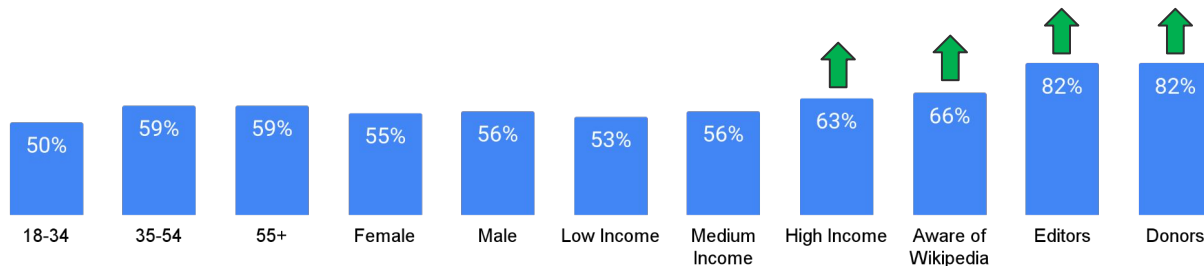|	US	BR	DE	IN	ID	NG	RU
Wikipedia Stream 1	76	65	84	79	67	78	87
Wikipedia Stream 2	82	84	87	85	85	86	90
Wikipedia Stream 3	85	88	88	82	82	85	77
Country Average Stream 1	67	65	63	73	55	71	68
Country Average Stream 2	59	55	49	64	56	63	51
Country Average Stream 3	62	57	52	64	57	65	50

Wikipedia consideration highest among high income, and those who have edited or donated

Consideration for Wikipedia
% stating they would consider using Wikipedia

55%

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Aware of Wikipedia	Editors	Donors
50%	59%	59%	55%	56%	53%	56%	63%	66%	82%	82%

Consideration is highest in PL, DE, MX, lowest in JP, RU, MA

Consideration for Wikipedia vs competition across markets
% stating they would consider using for information or knowledge in the future

Legend:
● Wikipedia ● Wikidata ● Wikimedia Commons ● Encyclopedia Britannica online ● YouTube ● Google ● Facebook ● Khan Academy ● TikTok ● Twitter ● Instagram
● Medium ● Reddit ● Yahoo! ● Coursera ▲ Globo.com ▲ Uol.com.br ▲ unotv.com ▲ bild.de ▲ t-online.de ▲ aajtak.in ▲ india.com ▲ detick.com ▲ pikran-rakyat.com
▲ nairland.com ▲ yandex.ru ▲ vk.ru

Q8. Which of the following websites or apps would you CONSIDER USING for knowledge or information in the future?

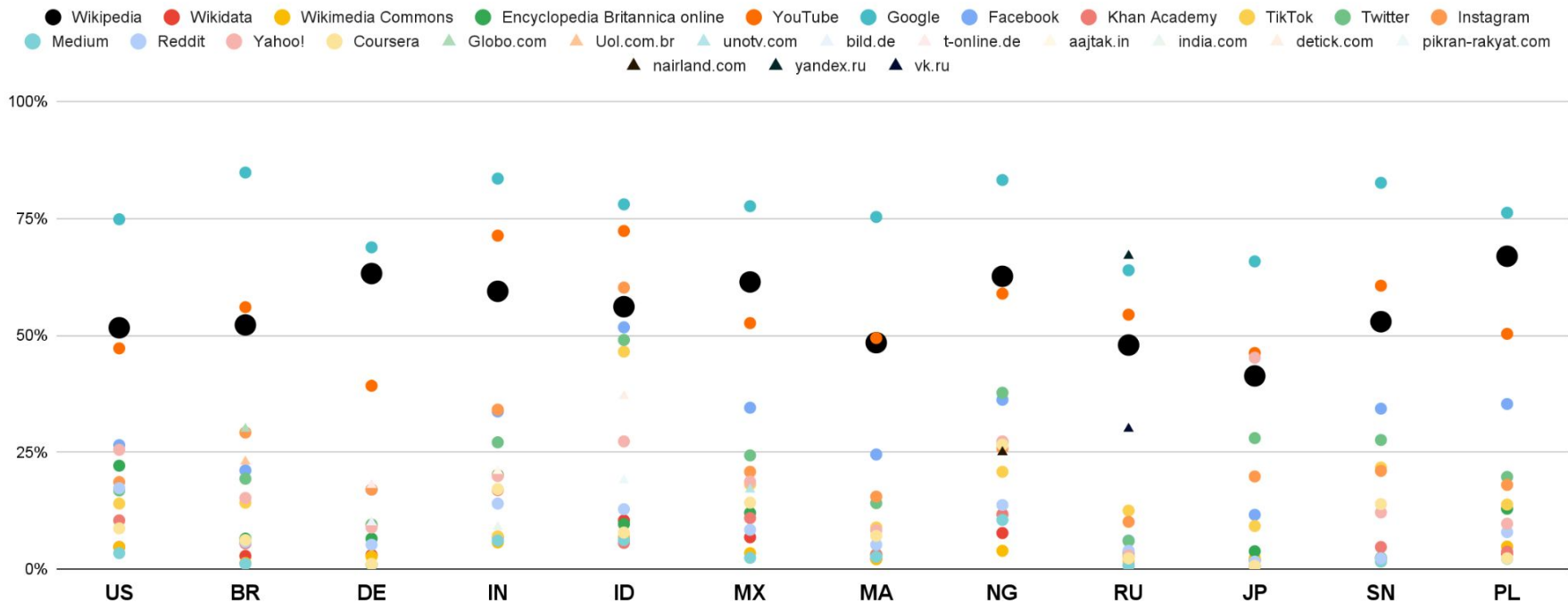# Wikipedia consideration continues to fall in RU, but has picked up in US since Stream 2
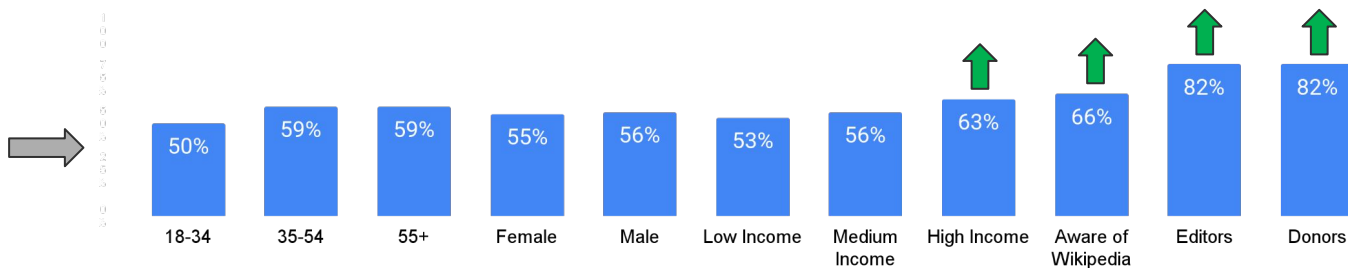
Consideration for Wikipedia vs average
% stating they would consider using for information or knowledge in the future

Legend: — Wikipedia — Country Average

	US	BR	DE	IN	ID	NG	RU
Wikipedia	51, 46, 52	41, 50, 52	65, 60, 63	58, 59, 59	43, 57, 56	58, 61, 63	65, 52, 48
Country Average	35, 21, 22	31, 23, 20	30, 16, 16	43, 31, 29	33, 36, 33	40, 31, 31	36, 14, 14

Base: All respondents
Q8. Which of the following websites or apps would you CONSIDER USING for knowledge or information in the future?
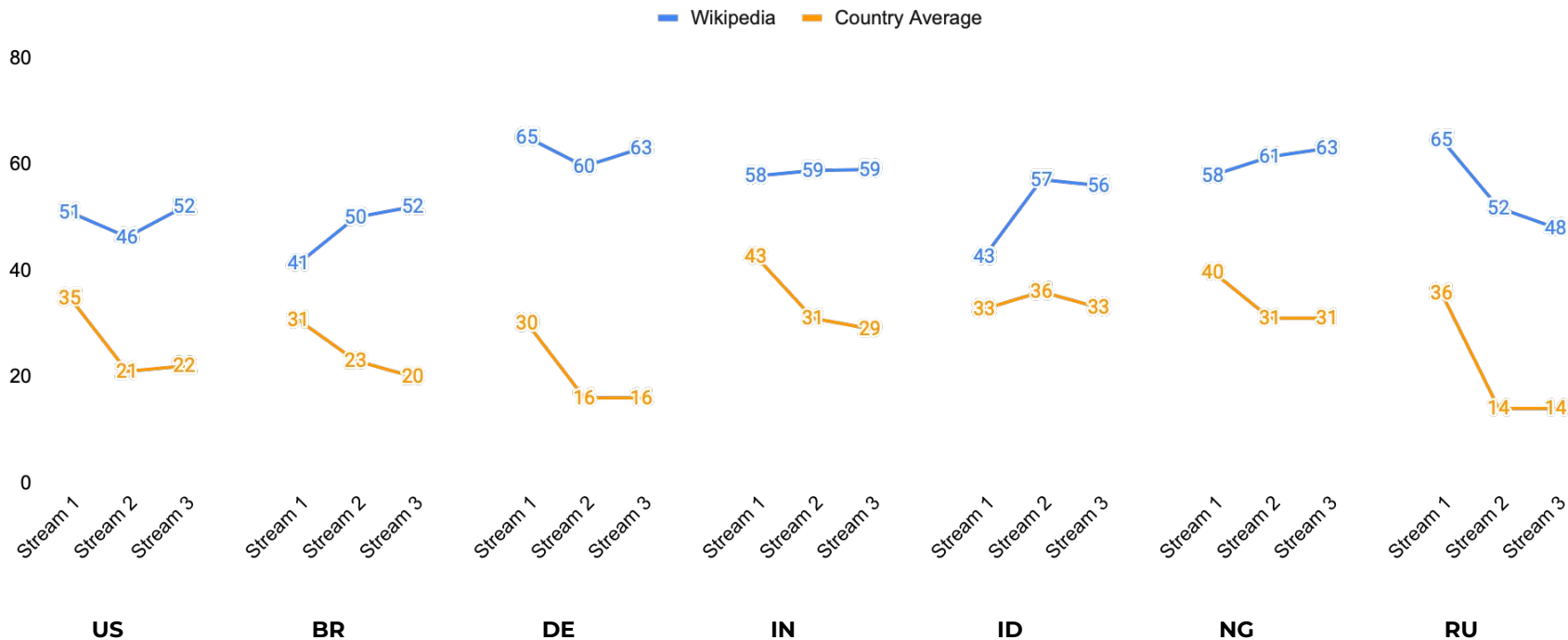
Wikipedia usage higher among high income, and editors and donors

Wikipedia usage
% stating they use Wikipedia
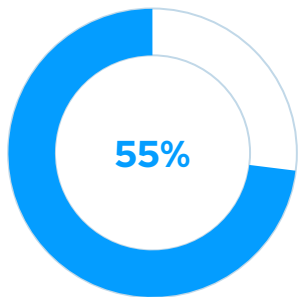
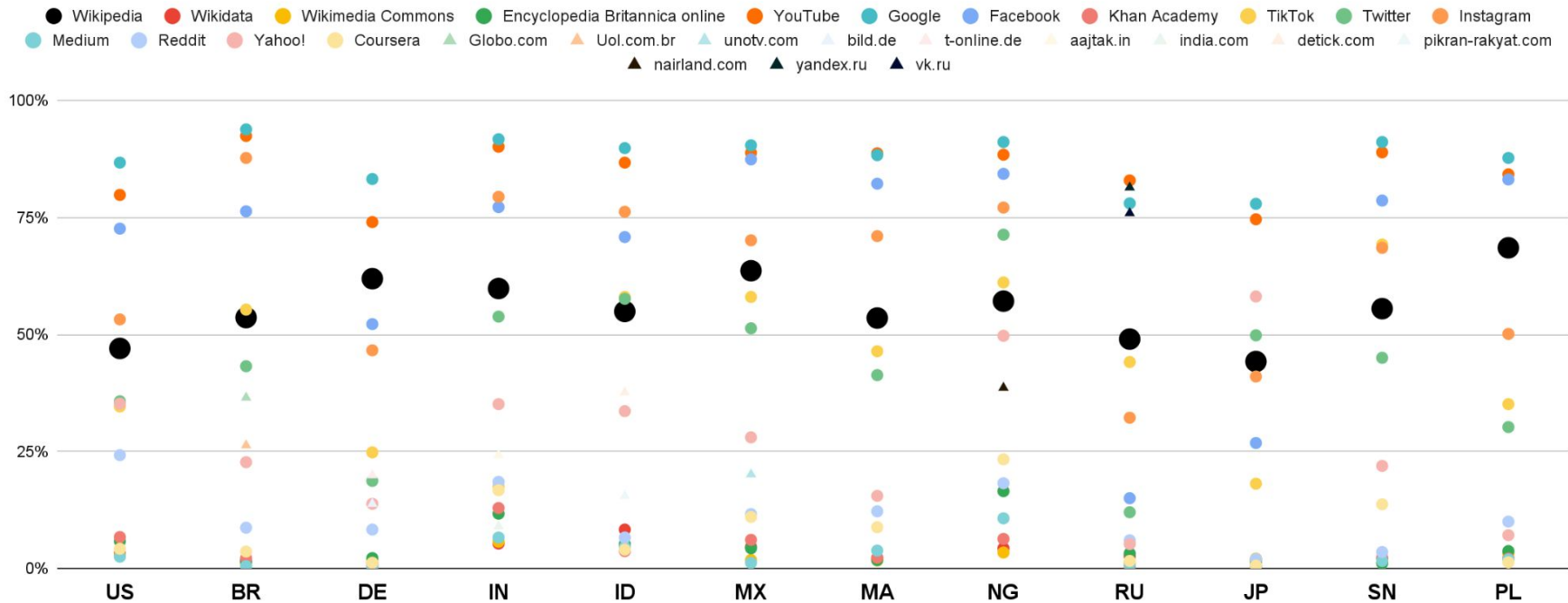**55%**

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income	Aware of Wikipedia	Editors	Donors
50%	59%	59%	55%	56%	53%	56%	63%	66%	82%	82%

Wikipedia usage highest in PL, lowest in JP, US, RU

Platforms currently used
% stating they use the following platforms

Legend: ● Wikipedia ● Wikidata ● Wikimedia Commons ● Encyclopedia Britannica online ● YouTube ● Google ● Facebook ● Khan Academy ● TikTok ● Twitter ● Instagram ● Medium ● Reddit ● Yahoo! ● Coursera ▲ Globo.com ▲ Uol.com.br ▲ unotv.com ▲ bild.de ▲ t-online.de ▲ aajtak.in ▲ india.com ▲ detick.com ▲ pikran-rakyat.com ▲ nairland.com ▲ yandex.ru ▲ vk.ru

Countries: US, BR, DE, IN, ID, MX, MA, NG, RU, JP, SN, PL

Wikipedia usage growing in BR, ID, NG, up more recently in US and DE, down in RU

Usage for Wikipedia vs average
% stating they use the following platforms
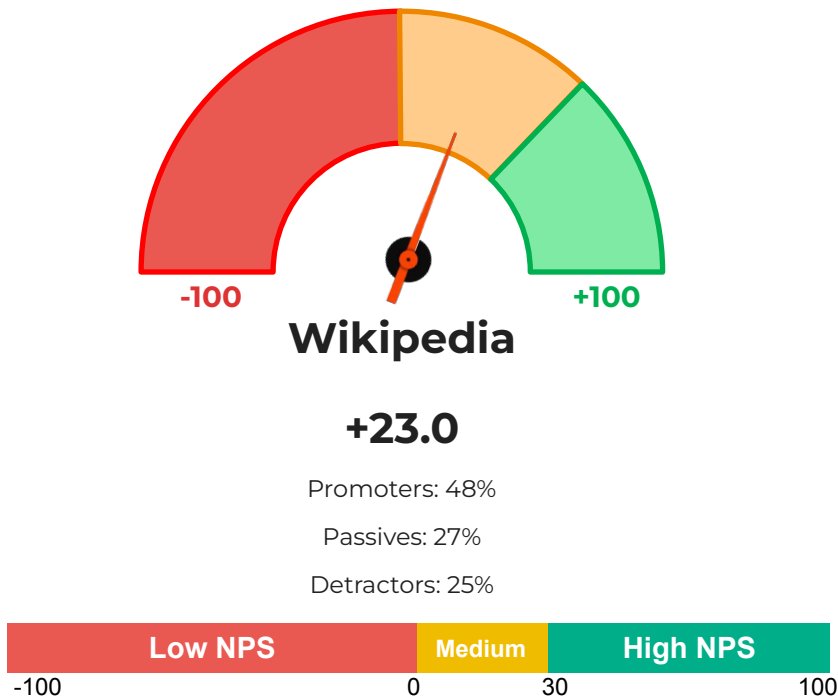

Legend: Wikipedia, Country Average

US: Wikipedia — Stream 1: 42, Stream 2: 39, Stream 3: 47; Country Average — Stream 1: 45, Stream 2: 29, Stream 3: 32

BR: Wikipedia — Stream 1: 30, Stream 2: 43, Stream 3: 54; Country Average — Stream 1: 47, Stream 2: 33, Stream 3: 34

DE: Wikipedia — Stream 1: 55, Stream 2: 55, Stream 3: 62; Country Average — Stream 1: 41, Stream 2: 23, Stream 3: 25

IN: Wikipedia — Stream 1: 55, Stream 2: 58, Stream 3: 60; Country Average — Stream 1: 55, Stream 2: 40, Stream 3: 40

ID: Wikipedia — Stream 1: 28, Stream 2: 49, Stream 3: 55; Country Average — Stream 1: 43, Stream 2: 39, Stream 3: 37

NG: Wikipedia — Stream 1: 46, Stream 2: 53, Stream 3: 57; Country Average — Stream 1: 54, Stream 2: 43, Stream 3: 44

RU: Wikipedia — Stream 1: 53, Stream 2: 54, Stream 3: 49; Country Average — Stream 1: 45, Stream 2: 22, Stream 3: 21

Wikipedia has a relatively strong NPS vs other sites

Net Promoter Score
The level of likely advocacy among users, reflecting the strength of the overall user experience.

Wikipedia

+23.0

Promoters: 48%

Passives: 27%

Detractors: 25%

Low NPS	Medium	High NPS
-100	0 30	100

Google	YouTube	Coursera
+52.7	**+42.9**	**+14.7**
(65% / 20% / 13%)	(59% / 24% / 16%)	(43% / 28% / 29%)
Instagram	Enc. Britannica Online	Facebook
+1.2	**+3.7**	**-1.1**
(38% / 25% / 37%)	(38% / 29% / 34%)	(37% / 24% / 38%)
Wikimedia Commons	Khan Academy	Wikidata
+5.4	**+6.3**	**+18.1**
(38% / 29% / 33%)	(38% / 30% / 32%)	(45% / 28% / 26%)
Quora	Medium	Twitter
-2.4	**-2.9**	**-19.9**
(33% / 31% / 38%)	(34% / 28% / 37%)	(28% / 24% / 48%)
TikTok	Yahoo!	Reddit
−24.3	**-30.0**	**-30.7**
(28% / 20% / 52%)	(22% / 25% / 53%)	(22% / 25% / 53%)

Wikipedia's NPS has been slowly increasing at a global level - driven mainly by a decline in Detractors, and an increase in Passives

Net Promoter Score
The level of likely advocacy among users, reflecting the strength of the overall user experience.

	Stream 1	Stream 2	Stream 3
	+15	**+22**	**+23**
Promoters	46%	47%	48%
Passives	22%	28%	27%
Detractors	32%	25%	25%

18-24 NPS up everywhere except NG, RU; up for all age groups in BR, DE

Wikipedia Net Promoter Score by age group
NPS score by market

Legend: ● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55+

US · BR · DE · IN · ID · NG · RU
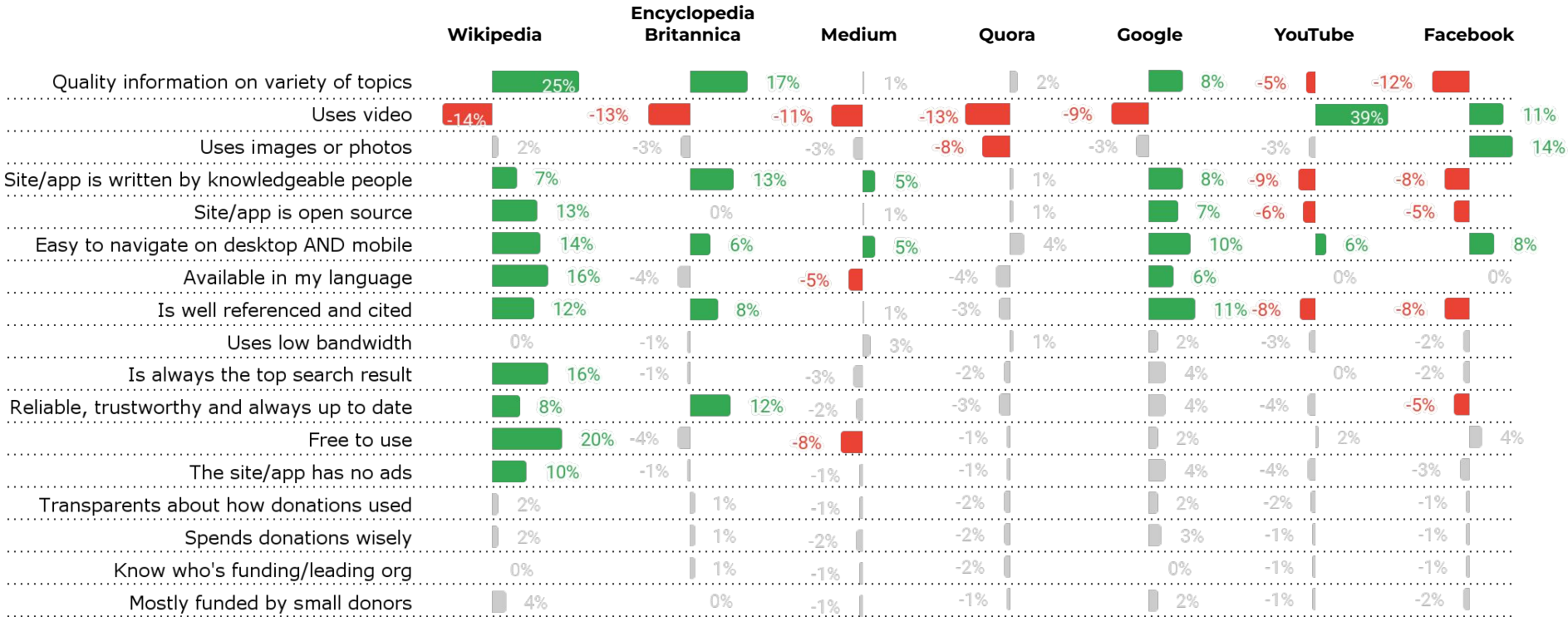Stream 1 · Stream 2 · Stream 3 (per market)
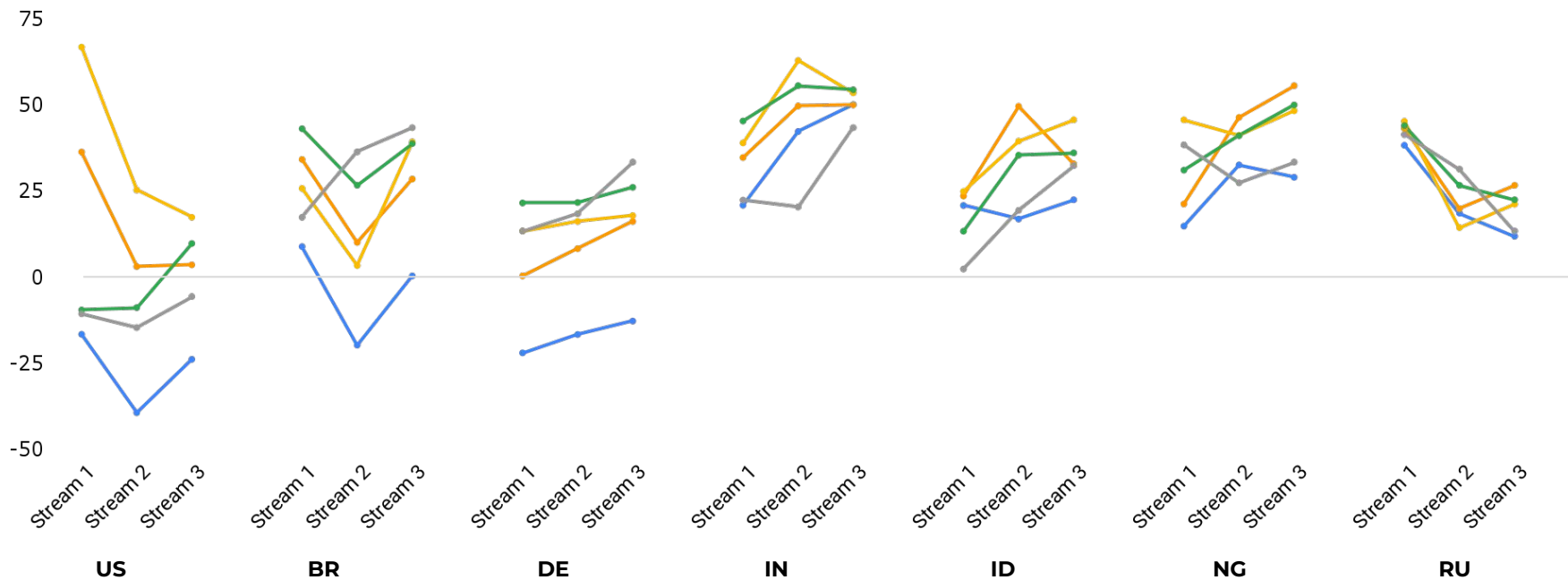
Proposition & Purpose

What people associate with the brand and its competitors

Wikipedia perceived well, though still lack of video (e.g. vs. YouTube)

Brand attributes associated with each website/app
Degree of importance of brand attributes for each website/app

	Wikipedia	Encyclopedia Britannica	Medium	Quora	Google	YouTube	Facebook
Quality information on variety of topics	25%	17%	1%	2%	8%	-5%	-12%
Uses video	-14%	-13%	-11%	-13%	-9%	39%	11%
Uses images or photos	2%	-3%	-3%	-8%	-3%	-3%	14%
Site/app is written by knowledgeable people	7%	13%	5%	1%	8%	-9%	-8%
Site/app is open source	13%	0%	1%	1%	7%	-6%	-5%
Easy to navigate on desktop AND mobile	14%	6%	5%	4%	10%	6%	8%
Available in my language	16%	-4%	-5%	-4%	6%	0%	0%
Is well referenced and cited	12%	8%	1%	-3%	11%	-8%	-8%
Uses low bandwidth	0%	-1%	3%	1%	2%	-3%	-2%
Is always the top search result	16%	-1%	-3%	-2%	4%	0%	-2%
Reliable, trustworthy and always up to date	8%	12%	-2%	-3%	4%	-4%	-5%
Free to use	20%	-4%	-8%	-1%	2%	2%	4%
The site/app has no ads	10%	-1%	-1%	-1%	4%	-4%	-3%
Transparents about how donations used		1%			2%		-1%
Spends donations wisely	2%	1%	-2%	-2%	3%	-1%	-1%
Know who's funding/leading org	0%	1%	-1%	-2%	0%	-1%	-1%
Mostly funded by small donors	4%	0%	-1%	-1%	2%	-1%	-2%

Base: Respondents aware of brand
Q20. Which of the following do you ASSOCIATE with each brand, if any?

Quality of info/topics perceived to be increasing in a number of countries (BR, IN, NG, RU), though editors perceived less favourably

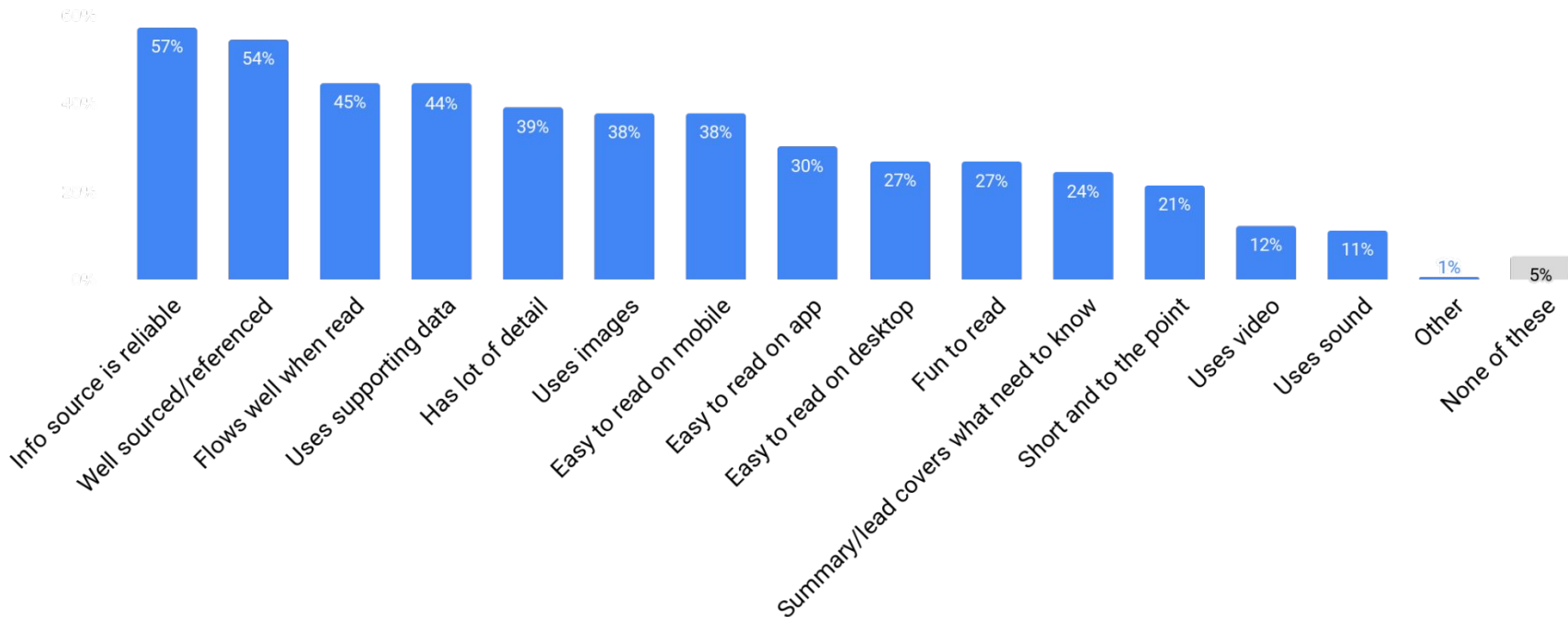**Brand attributes associated with Wikipedia**

	US		BR		DE		IN		ID		NG		RU	
	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3	Stream 2	Stream 3
Quality info available on variety of topics	45%	49%	47%	54%	48%	51%	46%	57%	60%	59%	61%	67%	50%	55%
Uses video	10%	8%	4%	5%	8%	7%	20%	15%	10%	8%	10%	6%	5%	4%
Uses images or photos	31%	29%	32%	27%	38%	37%	44%	41%	29%	19%	41%	32%	27%	19%
Site/app written by knowledgeable people	31%	26%	23%	25%	32%	23%	39%	36%	43%	40%	43%	36%	26%	22%
Site/app is open source	41%	40%	29%	26%	27%	28%	47%	44%	53%	50%	41%	38%	46%	44%
Easy to navigate & read on desktop & mobile	31%	25%	35%	34%	29%	26%	35%	31%	34%	28%	39%	32%	24%	19%
Available in my language	45%	38%	47%	44%	58%	55%	42%	38%	52%	46%	31%	22%	54%	49%
Is well referenced and cited	35%	28%	35%	34%	33%	22%	32%	35%	45%	40%	46%	38%	36%	34%
Uses low bandwidth	12%	7%	13%	5%	9%	5%	24%	14%	12%	8%	18%	10%	6%	3%
Is always the top search result	19%	20%	21%	26%	15%	20%	36%	35%	31%	30%	32%	30%	26%	24%
Reliable, trustworthy and always up to date	23%	19%	21%	21%	26%	21%	30%	30%	33%	28%	39%	34%	22%	19%
Free to use	52%	54%	50%	53%	55%	52%	48%	51%	49%	48%	50%	46%	50%	46%
The site/app has no ads	15%	15%	16%	15%	22%	22%	19%	20%	27%	24%	21%	15%	19%	18%
Transparent about how donations are used	-	10%	-	4%	-	8%	-	11%	-	7%	-	4%		3%
Spends donations wisely	-	9%	-	3%	-	10%	-	10%	-	6%	-	4%		3%
You know who funding/leading organization	-	5%	-	2%	-	3%	-	8%	-	4%	-	2%		2%
Is mostly funded by small donors	-	12%	-	4%	-	16%	-	7%	-	3%	-	2%		2%

Quality: Reliability and number of content sources are most important indicators of Wikipedia article quality

Quality Attributes
% of respondents indicating what makes a Wikipedia article high quality

Attribute	%
Info source is reliable	57%
Well sourced/referenced	54%
Flows well when read	45%
Uses supporting data	44%
Has lot of detail	39%
Uses images	38%
Easy to read on mobile	38%
Easy to read on app	30%
Easy to read on desktop	27%
Fun to read	27%
Summary/lead covers what need to know	24%
Short and to the point	21%
Uses video	12%
Uses sound	11%
Other	1%
None of these	5%

Quality: Mostly related to sources of information, followed by a number of different indicators

"It should contain links to the **original source**, **photographs**, and **quotes** of famous authors or scientists"

Male, 22, Russia

"**Avoid allowing anyone to edit** the content and allowed only intellectuals and graduated scholars to contribute, **expose all sources of each information** so that they can be checked"

Male, 34, Brazil

"An article of high quality must **neutrally provide** all information. **Advantages and disadvantages**. Be detailed. Well researched. It would differ from a low-quality article by being informative. **Correct spelling** used. And **not only reflects what everyone already knows**."

Female, 62, Germany

Wikipedia users continue to feel smart, inspired and empowered/competent when using the platform

Emotional feelings with brands
Varied emotional feelings with Wikipedia and other competing brands

Legend: ● Inspired   ▲ Smart   ■ Empowered and competent   ◆ Happy   ● Connected to others   ● Frustrated   ✕ Bored or unhappy   ● Confused and overwhelmed   ★ Misled   ● Indifferent
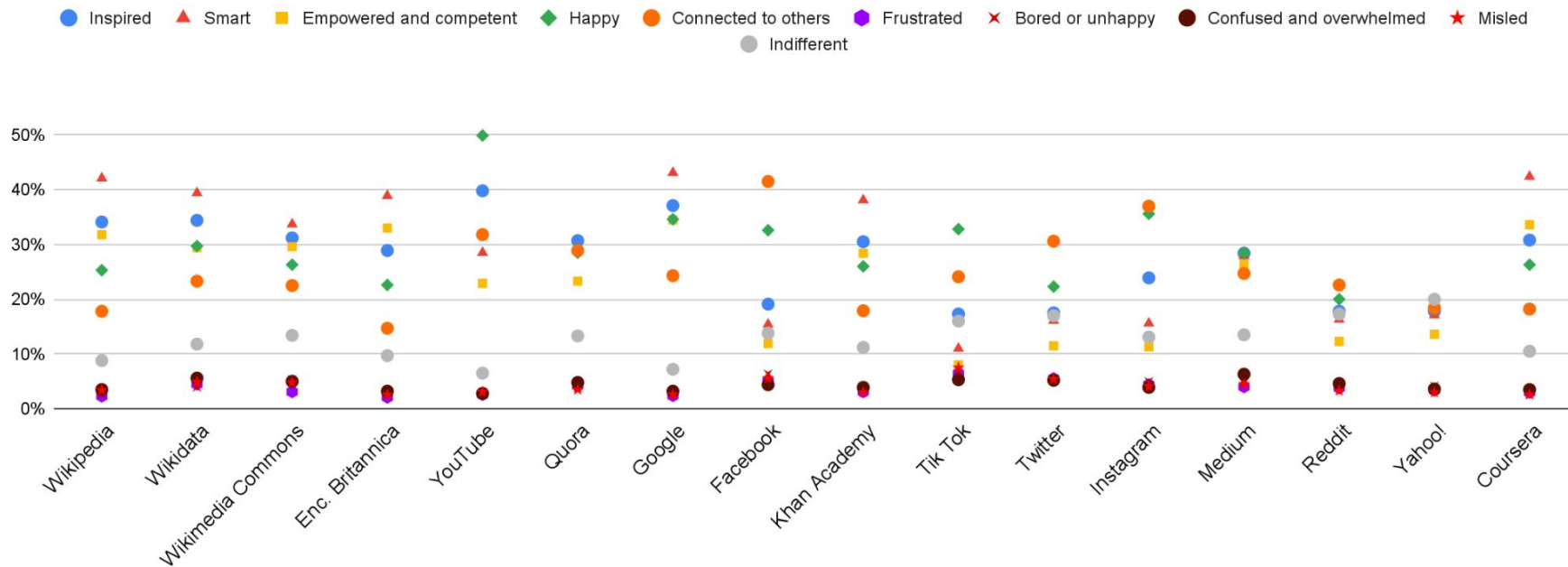
Wikipedia continues to be seen as trustworthy among those aware of the brand - the social media platforms are not trusted

Brand Trust among those aware of each brand
% of respondents indicating how much they trust each website/app to be honest and unbiased

Google 82% | Wikipedia 77% | Enc. Britannica 77% | Wikidata 76% | YouTube 76% | Coursera 74% | Wikimedia Commons 73% | Khan Academy 73% | Quora 68% | Medium 66% | Instagram 58% | Facebook 55% | Yahoo! 51% | Twitter 50% | Reddit 46% | TikTok 42%

Base: Aware of each brand
Q19c. How much do you trust each of the following sites to be honest and unbiased?
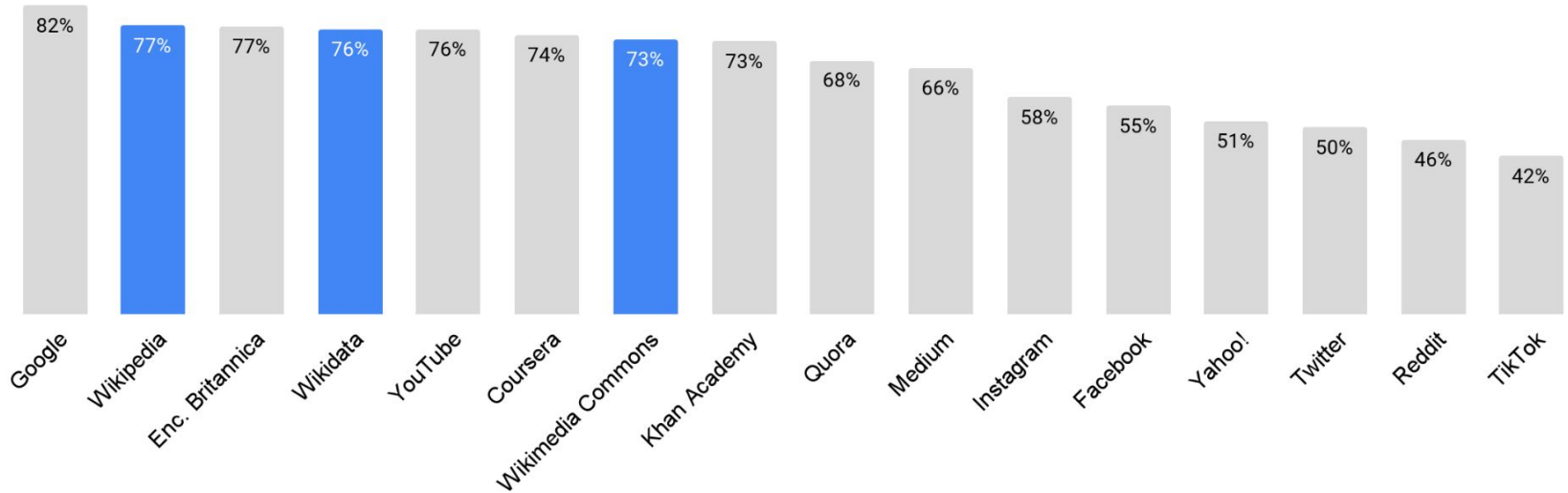
Usage: Deeper Dive

Deeper dive into how people are using Wikipedia

Reasons for not using Wikipedia: More familiar with other sources, no reason to (especially among older people)

Barriers to using Wikipedia by Stream
% of respondents selecting why they do not use Wikipedia

Stream 2 ◼ Stream 3 ◼
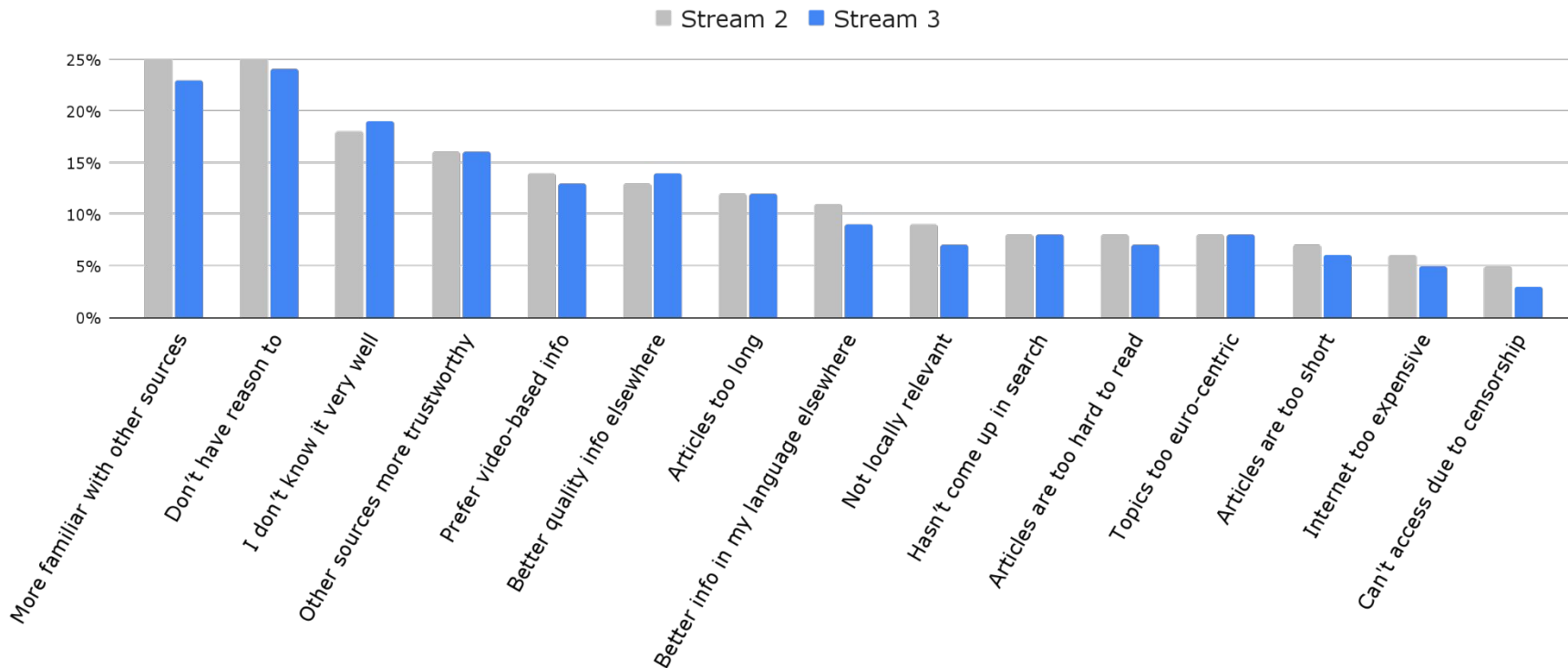
Adding more images remains the number one thing people would improve about Wikipedia

Improvements to Wikipedia by Stream
% of respondents selecting how they would improve Wikipedia
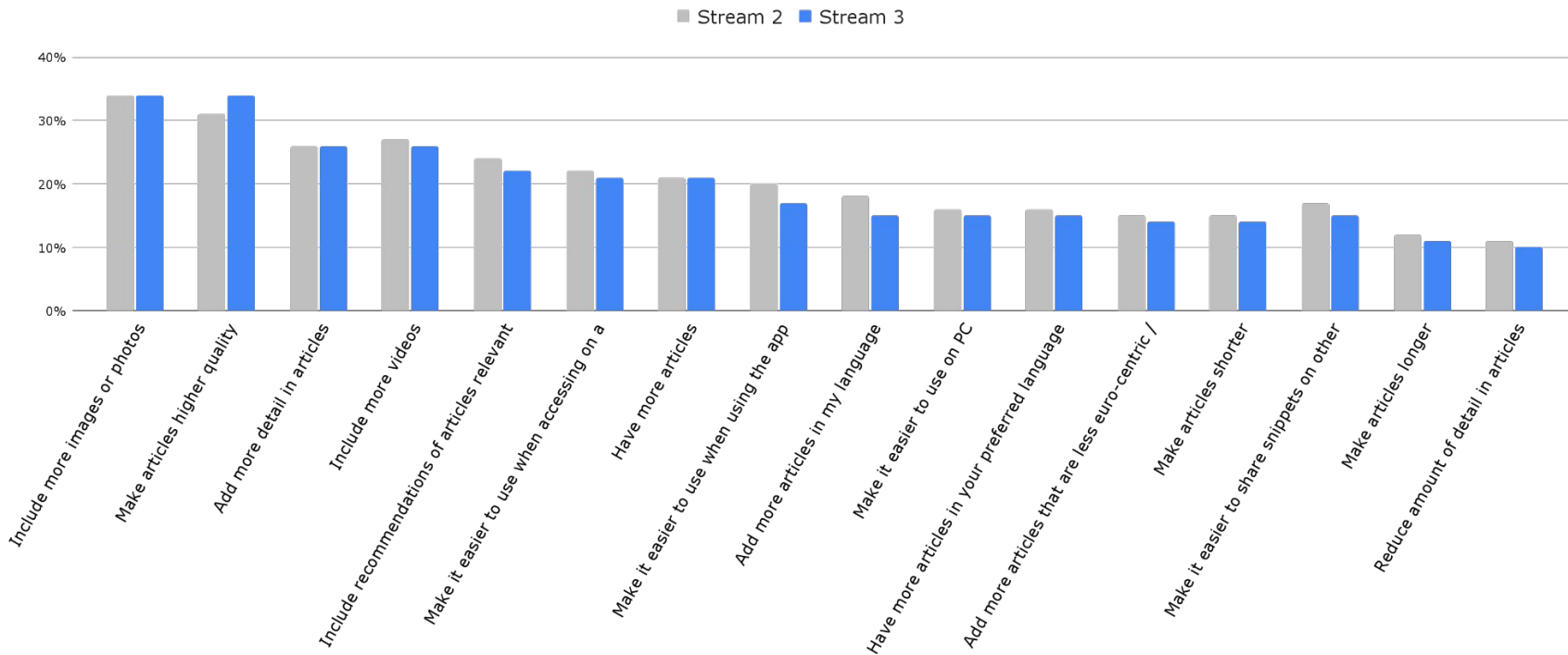
Donors & editors more likely be forthcoming about improvements they want, 55+ less interested in video or additional detail

Improvements to Wikipedia
% of respondents selecting how they would improve Wikipedia

|	Total	18-34	35-54	55+	Male	Female	Low income	Medium income	High income	Aware of Wikipedia	Editors	Donors
Include more images or photos	34%	33%	36%	30%	33%	34%	34%	34%	35%	34%	38%	42%
Make articles higher quality	33%	37%	33%	29%	33%	34%	33%	33%	36%	33%	40%	37%
Include more videos	26%	28%	27%	20%	22%	29%	23%	28%	31%	26%	34%	35%
Add more detail in articles	26%	27%	26%	21%	26%	25%	25%	26%	27%	26%	34%	33%
Include recommendations of articles relevant to your interests	22%	23%	21%	20%	23%	21%	20%	22%	25%	22%	30%	30%
Make it easier to use when accessing on a mobile browser	21%	22%	22%	17%	19%	23%	20%	20%	26%	21%	32%	30%
Have more articles	21%	23%	21%	16%	19%	22%	20%	20%	24%	21%	32%	32%
Make it easier to use when using the app	17%	18%	18%	14%	16%	18%	15%	18%	21%	17%	27%	27%
Add more articles in my language	15%	16%	16%	12%	13%	17%	15%	15%	18%	15%	27%	27%
Have more articles in your preferred language	15%	16%	15%	11%	14%	16%	14%	15%	18%	15%	28%	24%
Make it easier to use on PC	15%	14%	15%	16%	12%	17%	13%	15%	18%	15%	25%	24%
Make it easier to share snippets on other platform	15%	17%	15%	11%	14%	16%	13%	15%	19%	15%	25%	25%
Make articles shorter	14%	16%	13%	11%	13%	15%	13%	14%	16%	14%	22%	21%
Add more articles that are less euro-centric / locally relevant	14%	15%	14%	12%	12%	15%	12%	14%	17%	14%	24%	24%
Make articles longer	11%	13%	12%	7%	12%	11%	10%	12%	14%	11%	22%	21%

Ever Contributed: Wikipedia has a low level of contributors given its awareness level, especially compared to other platforms

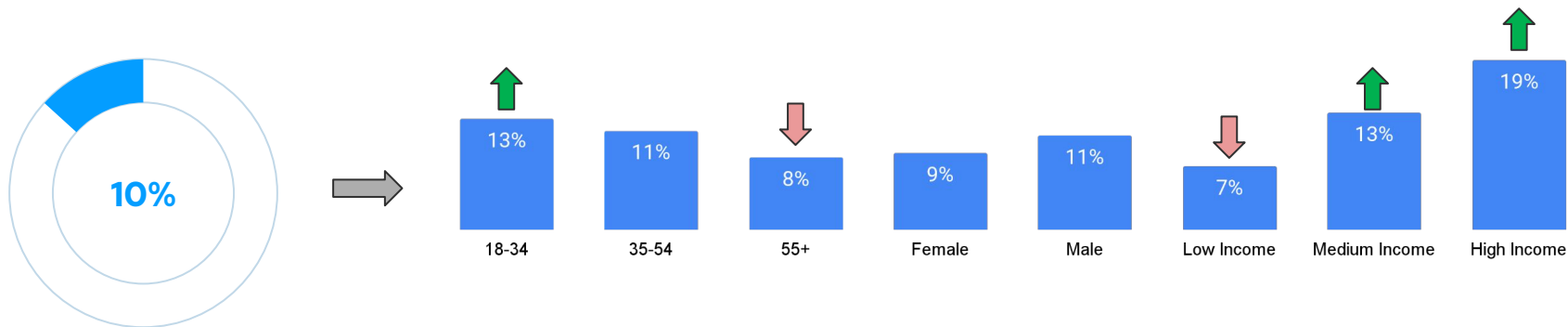**Ever ever written on, edited, posted, or published**
Share of respondents aware of each platform who have ever contributed content to that platform
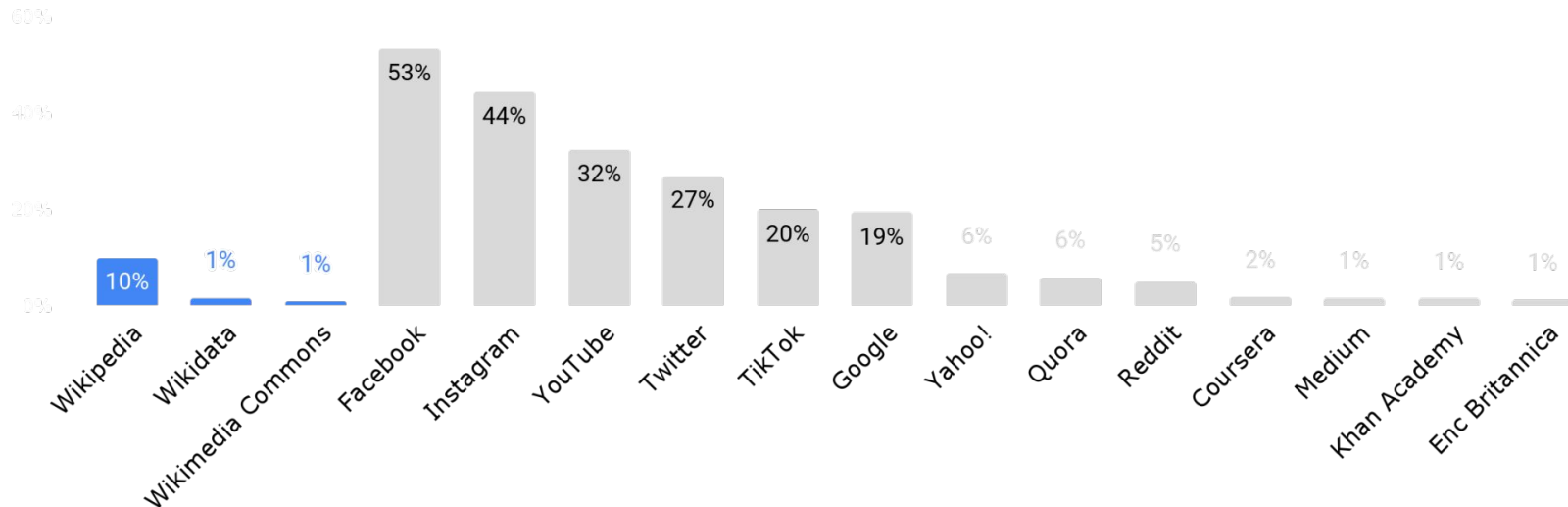
Ever Contributed: Wikipedia editing higher among high income, younger people

Ever ever written on, edited, posted, or published
Share of respondents aware of Wikipedia who have ever contributed content to that platform

10%

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income
13%	11%	8%	9%	11%	7%	13%	19%

Ever Contributed: Indians and Indonesians most likely to say they have contributed content to Wikipedia

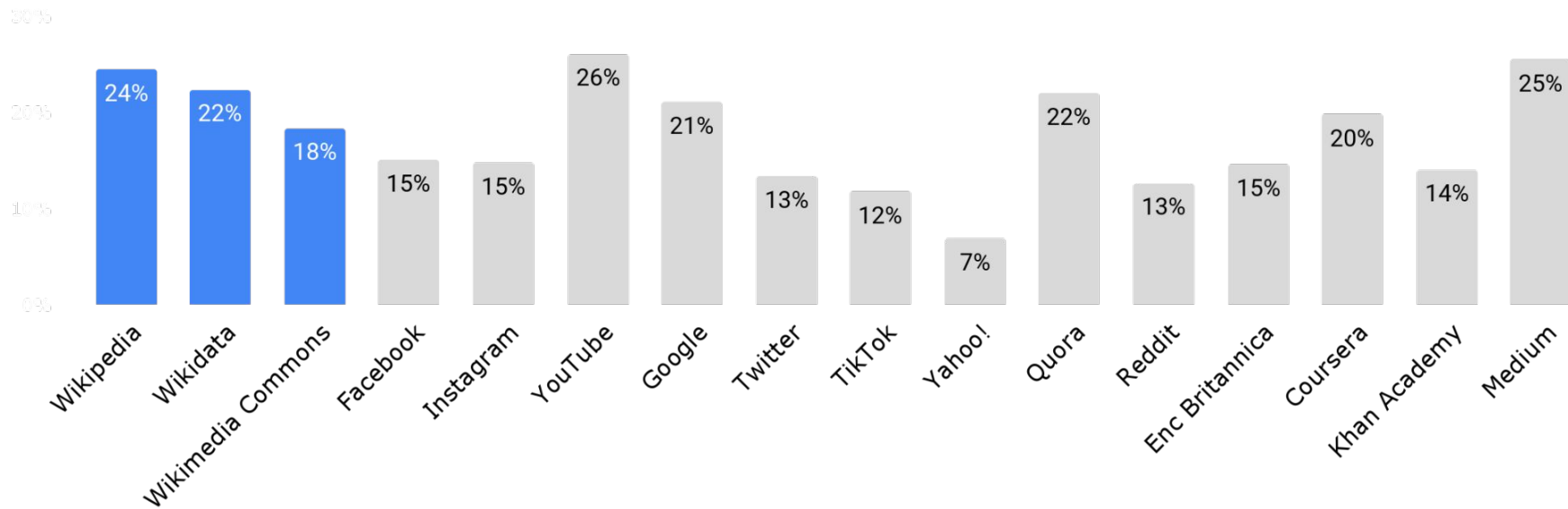**Ever ever written on, edited, posted, or published**
Share of respondents aware of Wikipedia who have ever contributed content to that platform

Bar chart values:
- US: 7%
- BR: 7%
- DE: 9%
- IN: 18%
- ID: 18%
- MX: 9%
- MA: 11%
- NG: 11%
- RU: 5%
- JP: 4%
- SN: 10%
- PL: 9%
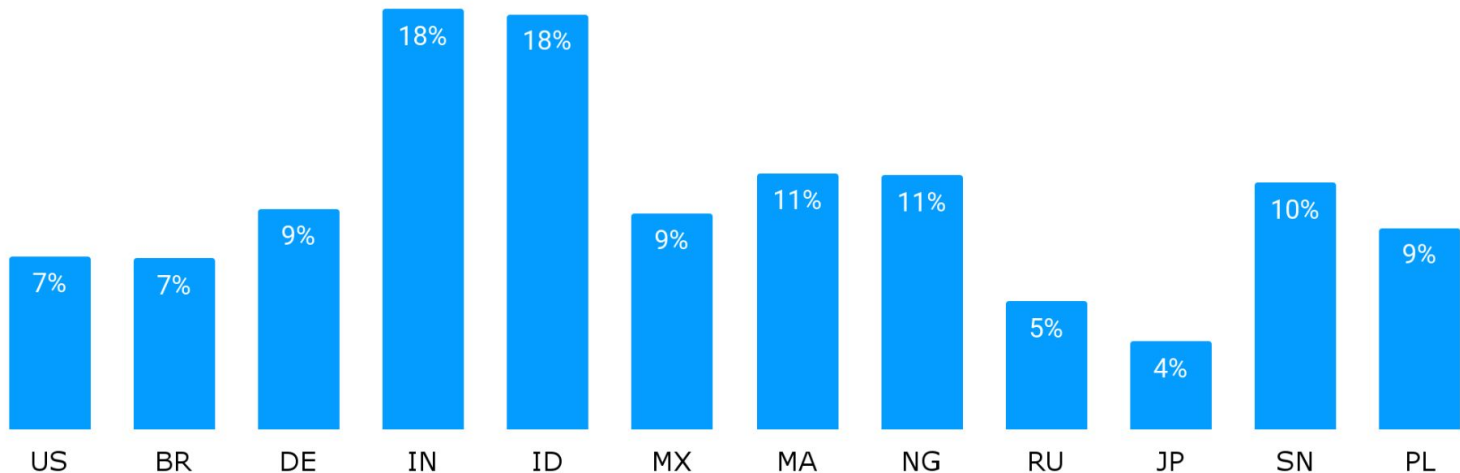
Consider Contributing: Good number of people would consider writing on Wikipedia - an opportunity to close gap between interest & action

Would consider writing on, editing, posting, or publishing anything in the future
Share of respondents aware of each platform who would consider contributing content to that platform and haven't already contributed in the past


Platform	%
Wikipedia	24%
Wikidata	22%
Wikimedia Commons	18%
Facebook	15%
Instagram	15%
YouTube	26%
Google	21%
Twitter	13%
TikTok	12%
Yahoo!	7%
Quora	22%
Reddit	13%
Enc Britannica	15%
Coursera	20%
Khan Academy	14%
Medium	25%

Consider Contributing: Editing consideration significantly higher for high income and men

Would consider writing on, editing, posting, or publishing anything in the future on Wikipedia
Share of respondents aware of Wikipedia who would consider contributing content, out of those who haven't already contributed

18-34	35-54	55+	Female	Male	Low Income	Medium Income	High Income
26%	25%	21%	22%	28%	22%	26%	35%

24%

Consider Contributing: Nigerians most likely to consider editing Wikipedia

Would consider writing on, editing, posting, or publishing anything in the future on Wikipedia
Share of respondents aware of Wikipedia who would consider contributing content, out of those who haven't already contributed

Country	Value
US	19%
BR	24%
DE	16%
IN	30%
ID	33%
MX	23%
MA	29%
NG	45%
RU	19%
JP	5%
SN	29%
PL	23%
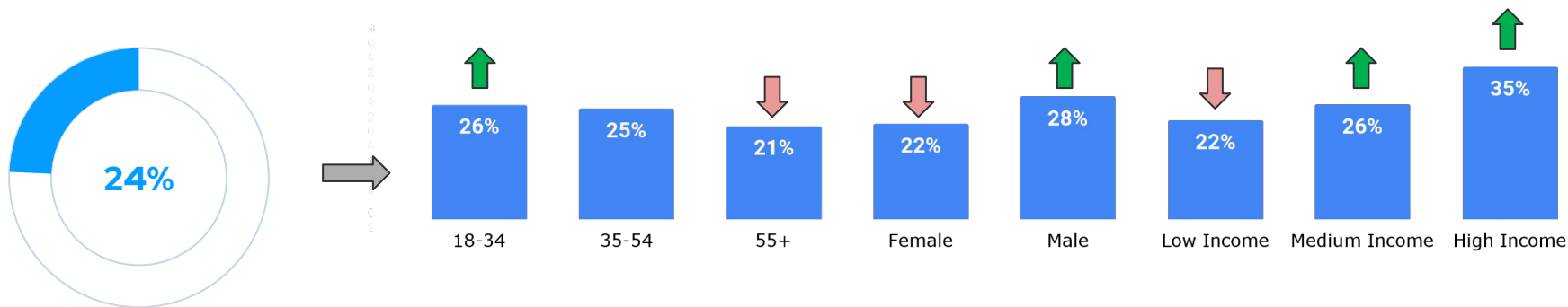
Base: Respondents who have not edited Wikipedia in the past
Q12. Which of the following would you CONSIDER writing on, editing, posting, or publishing anything in the future?
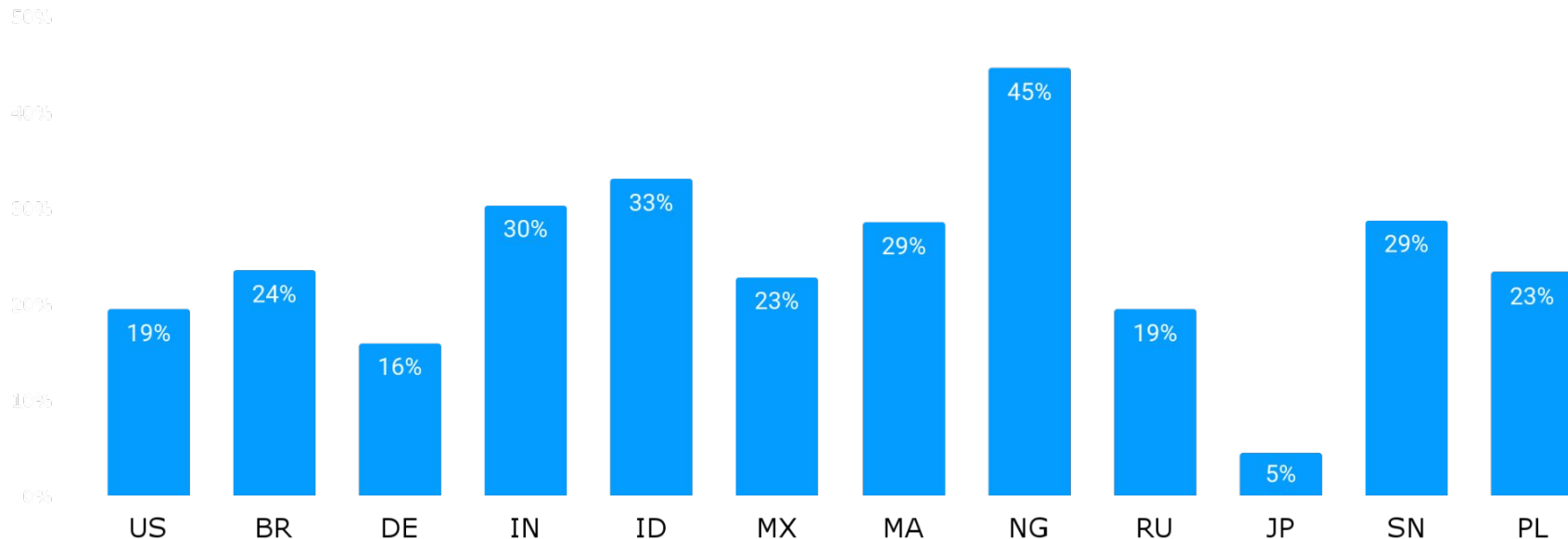
Wikipedia not seen as a place to upload video, which may be a barrier too

Perceptions to editing/ contributing to knowledge and information sites/apps
Perceptions to editing/ contributing to knowledge and information sites/apps

	Wikipedia	Encyclopedia Britannica	Medium	Quora	Google	YouTube	Facebook
Has community of people like me	2%	-3%	0%	3%	2%	-2%	10%
Easy to post on, write, publish, edit or publish to	12%	-11%	8%	9%	5%	-3%	14%
Can upload video	-11%	-13%	-7%	-11%	-4%	35%	14%
Can upload images	-2%	-11%	1%	-4%	0%	0%	19%
Collaborative	9%	0%	1%	0%	9%	-7%	-9%
Has clear instructions for how to write, edit or upload	9%	-2%	3%	0%	11%	-5%	-4%