

# Wikimedia Survey among Wikipedia Donors – English Speaking Nations



# Methodology

- Lake Research Partners designed and administered this survey that was conducted online from July 24 through August 2, 2017. The survey reached a total of 1,005 financial donors to Wikipedia in the United States, 402 donors in Australia, 404 in Canada, and 500 in Great Britain. All participants had made a financial donation to Wikipedia in 2015 or 2016. In the U.S. sample, donors were stratified into 5 subsamples of 200 each: donated in 2015 but not 2016, donated in both 2015 and 2016, donated in 2016 but not 2015, received an email message but not donated by banner in 2016, and donate every monthly. The margin of error for the sample in the U.S. is +/- 3.1%, +/-4.9% in Australia, +/-4.9% in Canada, and +/-4.4% in Great Britain.
- In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents answered “Yes” to a particular question, we can be 95% confident that the true percentage will fall within 3.1% of this percentage. The table below represents the estimated sampling error for different percentage distributions of responses. Of course, the sampling error for sub-groups is greater.

Margin of Error  
for Different Percentage Distributions and Different Sample Sizes  
(95% confidence)

Sample Size	PERCENTAGES NEAR								
	10	20	30	40	50	60	70	80	90
1,000	1.9	2.5	2.8	3.0	3.1	3.0	2.8	2.5	1.9
900	2.0	2.6	3.0	3.2	3.3	3.2	3.0	2.6	2.0
800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9

# Survey Respondents – Donors from English Speaking Countries



## North America (Total N):

- United States– 1005
- Canada– 404

## Europe (Total N):

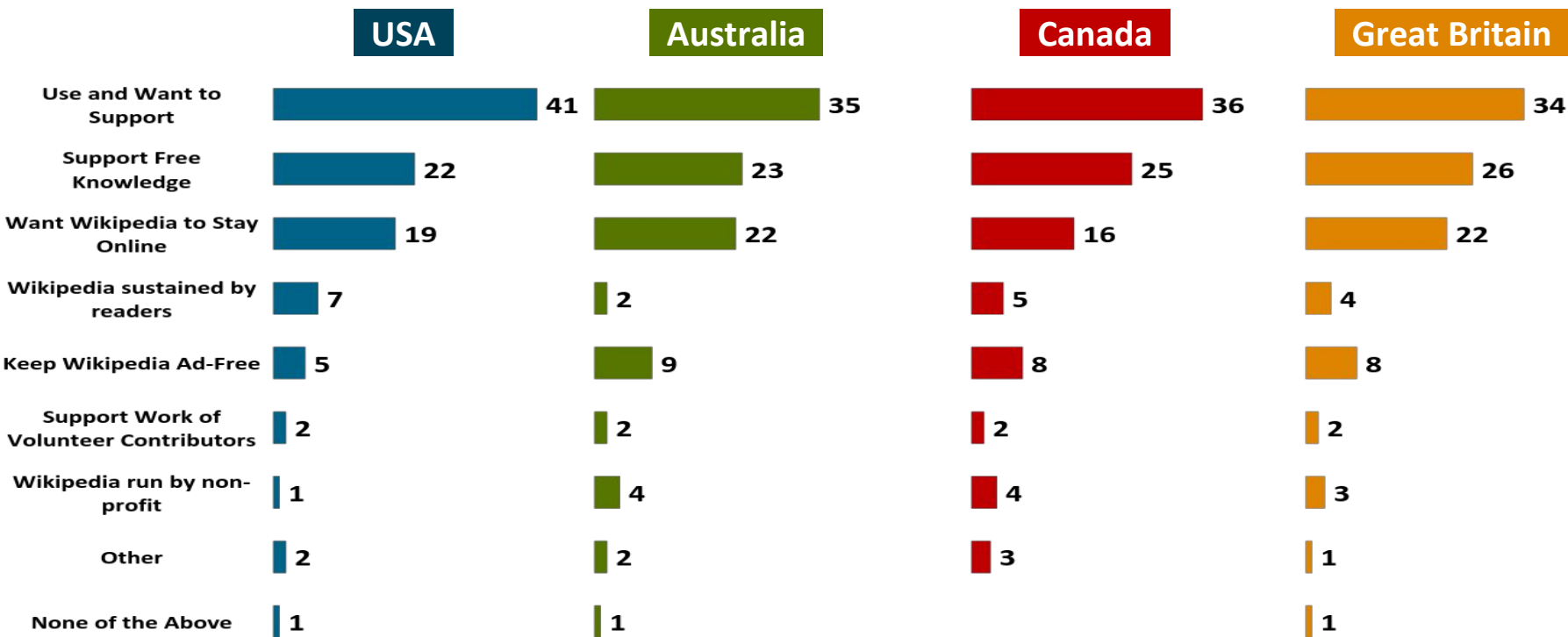
- Great Britain– 500

## Australia/Pacific (Total N):

- Australia– 402

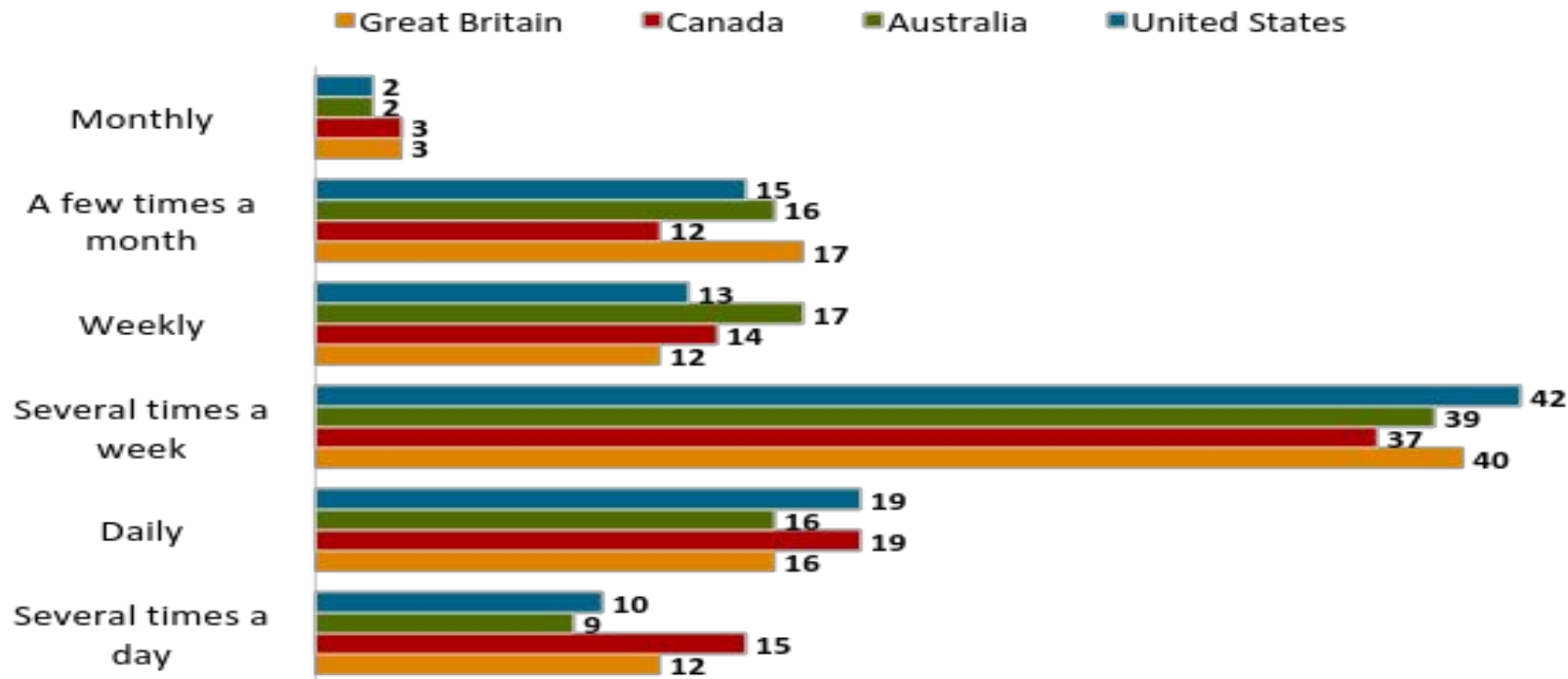
In each country, donors say they donate to Wikipedia because they use it and want to support it, they support free knowledge, and they want Wikipedia to stay online.

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



A majority of donors in all four countries use Wikipedia at least several times a week or more.

### About How Often Do You Use Wikipedia?

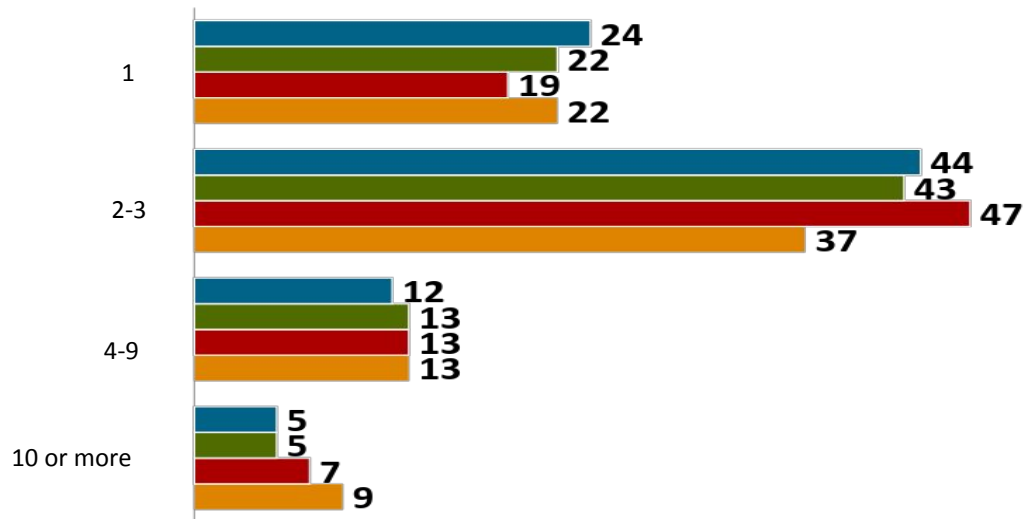
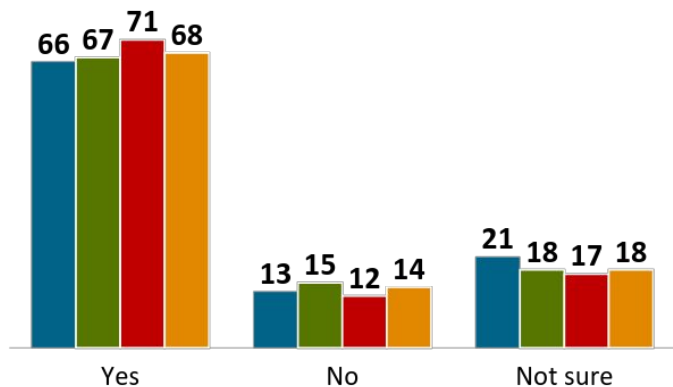


A majority of English-speaking donors recall seeing a fundraising message for Wikipedia in the past year. On average, donors recall seeing 2 to 3 fundraising messages.

In the past year, have you seen any fundraising messages for Wikipedia?

[If Yes] About how many times have you seen a fundraising message for Wikipedia in the past year?

■ United States ■ Australia ■ Canada ■ Great Britain



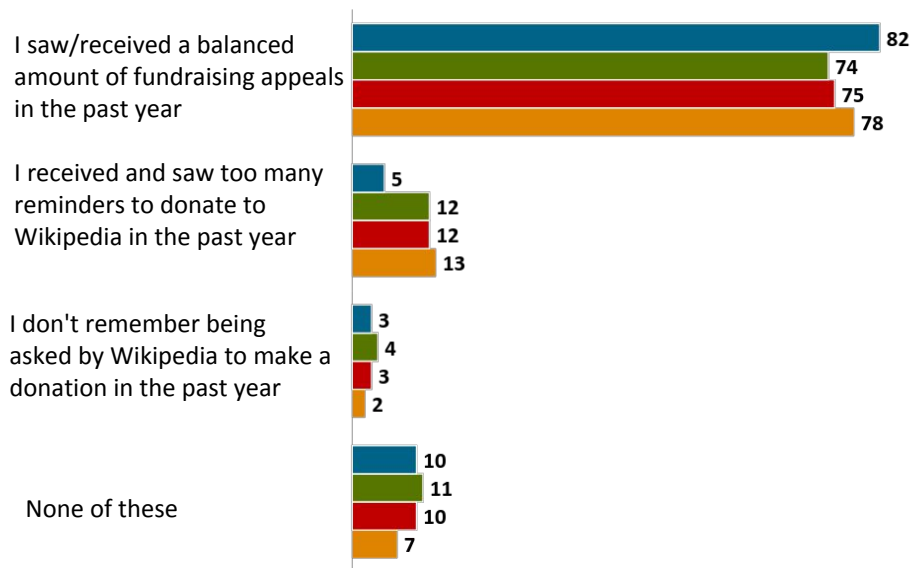
Q44: In the past year, have you seen any fundraising messages for Wikipedia? [IF YES] Q45: About how many times have you seen a fundraising message for Wikipedia in the past year?

About three-quarters of Wikipedia donors in each country perceived seeing/receiving a balanced amount of fundraising appeals in the past year. Approximately half of donors perceived receiving very few appeals to donate to Wikipedia and say that it was about the right amount.

### What is your perception regarding the frequency of the appeals?

### In the past year, what is your perception on how frequently you were solicited by Wikipedia?

■ United States ■ Australia ■ Canada ■ Great Britain



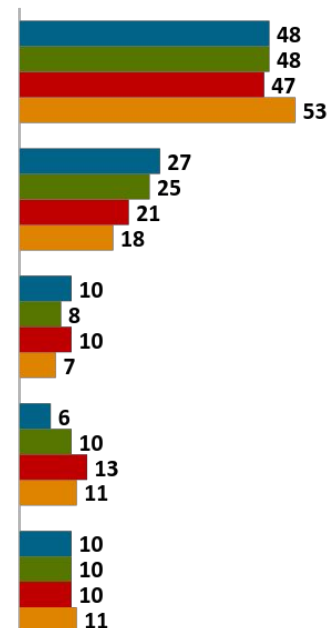
I received very few appeals to donate to Wikipedia over the past year, and it's about the right amount

I received multiple appeals to donate to Wikipedia, and it was about the right amount

I received very few appeals to donate to Wikipedia over the past year, and would not mind receiving more

I received multiple appeals to donate to Wikipedia in the past year, and it was too much

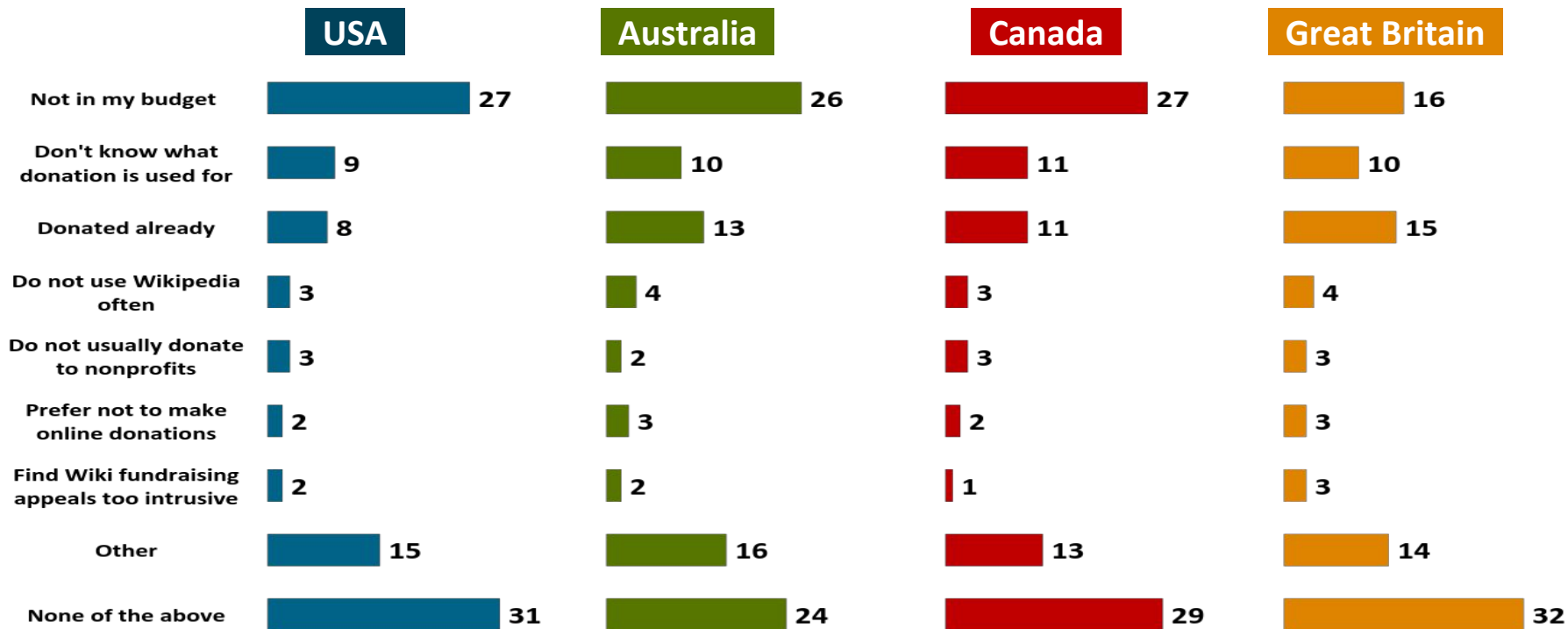
None of these



Q48: Think about the frequency in which you saw fundraising messages from Wikipedia in the past year. What is your perception regarding the frequency of the appeals? Q49: In the past year, what is your perception on how frequently you were solicited by Wikipedia?

The main reason for donors choosing not to donate again is because it is not in their budget to do so. About 1-in-5 say it's either because they don't know what the donation will be used for, or they donated already.

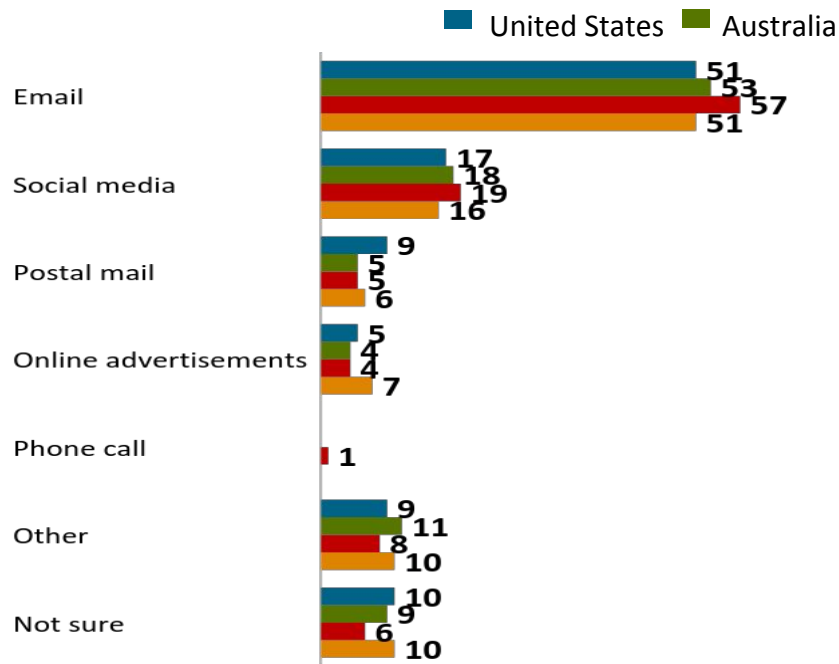
### What might be a reason you would choose NOT to donate again?



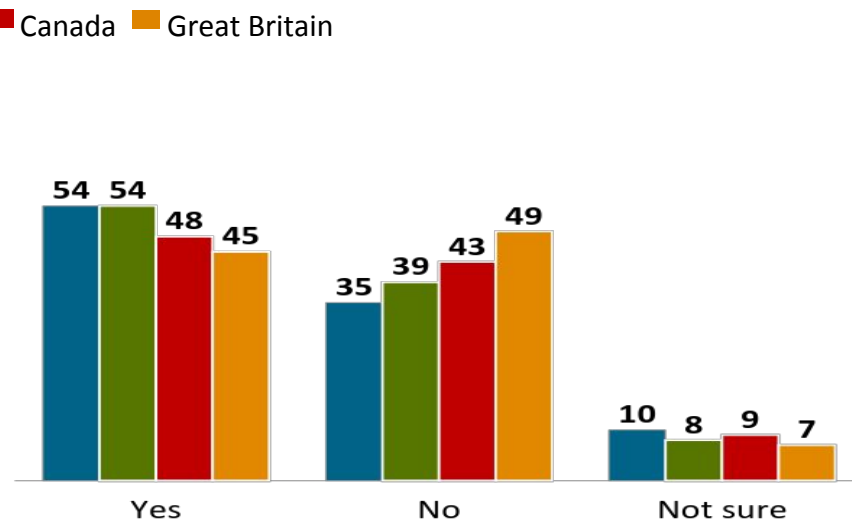


Donors in each country prefer getting information about the causes they care about through email. American and Australian donors usually receive email updates from non-profits they donate to, while fewer Canadian and British donors do.

### What is your preferred way of getting information about the causes you care about?



### Do you usually receive email updates from non-profit organizations you donate to?



Q36: What is your preferred way of getting information about the causes you care about? Q37: Do you usually receive email updates from non-profit organizations you donate to?

About three-quarters of English-speaking donors trust Wikipedia more because it is a non-profit; it makes no difference for about 1-in-5 donors.

Do you trust Wikipedia more or less because it is a non-profit organization?

