

**REPORT ON THE AUGUST 2010 SURVEY OF DONORS CONTRIBUTING**

**< \$1000 TO WIKIPEDIA IN 2009/2010**

**Executive Summary**

Wikipedia produced a random sample of 20,000 individuals from the much larger number of individuals, from many countries, contributing less than \$1000 between November 1 2009 and June 30 2010. These individuals were invited to participate in a 29 item (but around 70 question) survey. 3760 agreed to participate, and the survey was conducted in August 2010. The participants probably differ from those who declined in ways that are associated with survey answers. Hence the respondents do not represent an entirely representative sample of the < \$1000 donors.

The survey participants are committed to Wikipedia, visiting it frequently. They say that they are very likely to donate again, and they support all the survey-mentioned reasons for donation. They were not aware of Wikipedia chapters. A majority of respondents did not appear greatly concerned about possible threats to Wikipedia's identity.

About 1/3 of these individuals have written or edited for Wikipedia, though not frequently. Those who express more support for Wikipedia as a cause appear more prone to write or edit for it. Those who have not contributed in this way say mostly that they haven't thought about it--suggesting that they haven't really considered the possibility—or that they don't have time. Europeans and the highly educated especially stress lack of time.

Some subgroup differences were found within the sample. The likelihood of writing or editing for Wikipedia does vary a bit by subgroup, for example. Overall, however, responses did not vary greatly by subgroup, whether "demographic" (nationality, education, sex) or behavioral (e.g., degree of on-line activity).

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<sup>1</sup> [www.q2consulting.com](http://www.q2consulting.com)

## Report on the August 2010 Survey of Donors Contributing < \$1000 to Wikipedia in 2009/2010

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## **Introduction**

Wikipedia produced a random sample of 20,000 individuals from the much larger population of individuals, from many countries, contributing less than \$1000 to Wikipedia from November 1 2009 through June 30 2010. These individuals were invited to participate in a 29 item (but around 70 question) survey. 3760 agreed to participate, and the survey was conducted in August 2010. The acceptance rate of 19 percent is a decent outcome for this type of survey, but nonetheless one that involves self-selection. The participating individuals probably differ from those who declined in ways that would be associated with survey answers. For instance, participants might be more committed to Wikipedia as a cause, or heavier users. Hence they do not represent an entirely representative sample of < \$1000 donors. One needs to keep this point in mind in interpreting the results. In addition, the non-response level for a number of questions is high, which hinders interpretation. (This level is provided for most questions.)

The survey addressed, among other issues, the degree and type of use of Wikipedia, motivations for writing/editing and donation, and commitment to and concerns about Wikipedia. It also collected basic demographic characteristics of respondents. The analysis below begins by summarizing main results for the entire sample (Part I). After doing so, it considers possible associations between demographic characteristics and responses, and between other characteristics—such as degree of on-line activity—and responses (Part II).<sup>2</sup> Simple bivariate tables seemed adequate for this purpose at this time. Appendix A collects secondary tables not emphasized in the report.

### **I. Responses for the Entire Sample**

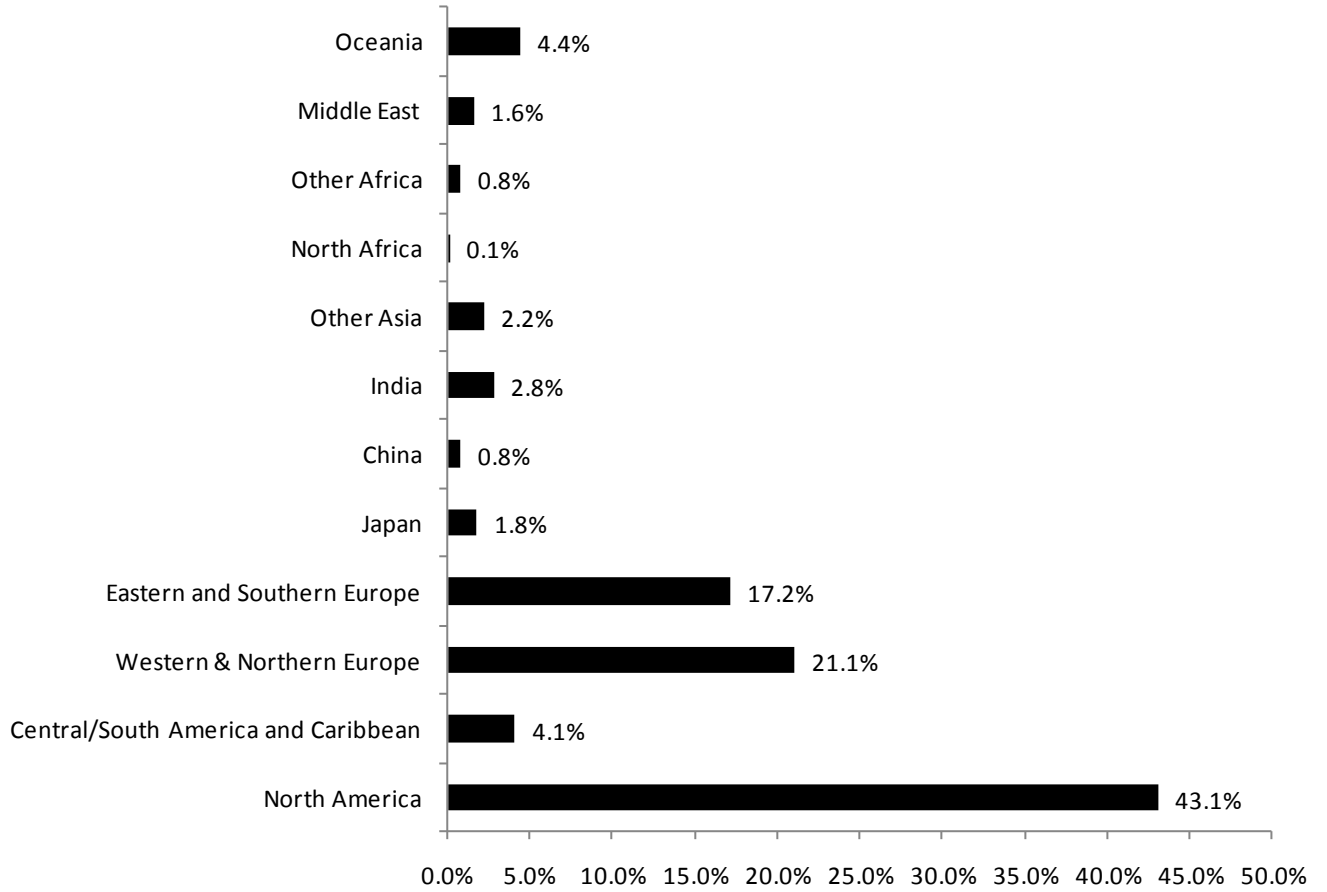
#### **Respondent characteristics**

First, the characteristics of these particular respondents, drawn from the charts immediately below. They come from across the world, mostly from North American and Europe, as the first bar graph reveals (though note the 19% missing data level for this question). Thirty-one percent are from the USA. Almost ¾ of the respondents are male. Ages are widely spread, between 18 and 60: The age distribution does not have a modal category, and does not show a skew toward youth. Related, only 5% are students. Most respondents are professionals, and they are highly educated—most have a BA (or equivalent) or more education. Twelve percent are retired; 6% are teachers. The income span is broad: the 12% reporting income of \$25,000 U.S. or less is almost as large as those reporting income greater than \$120,000 (16%). Half are married, but, notably, 63% are not living with children. Last, the respondents are active users of IT, especially watching videos on-line, shopping, and mobile texting.

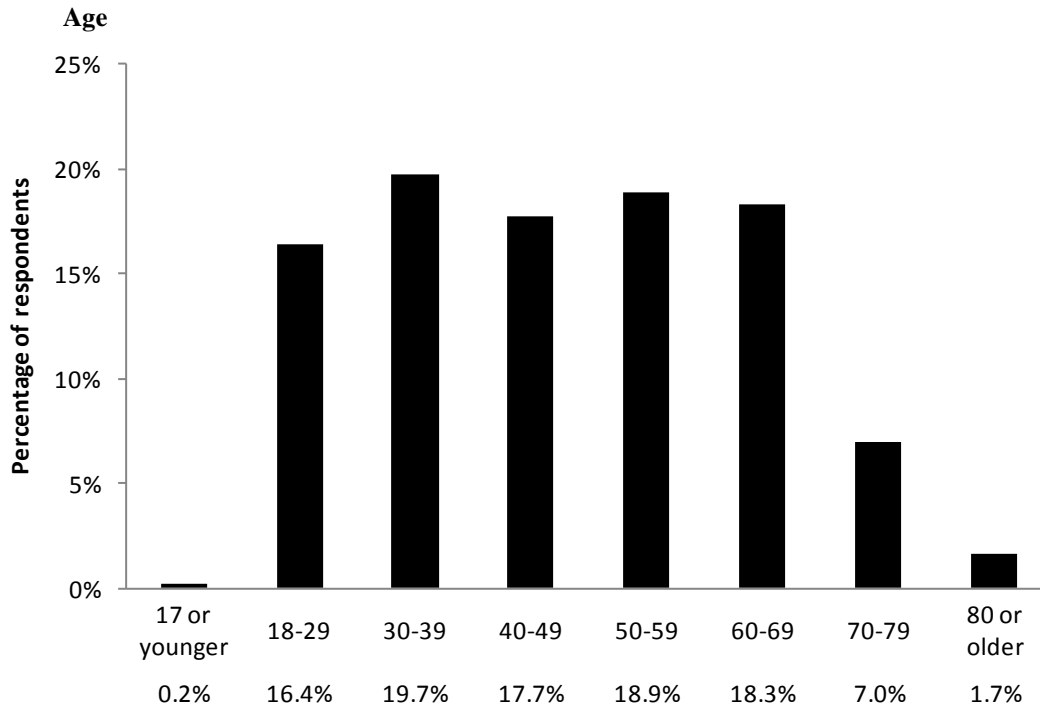
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<sup>2</sup> Any associations reported are “statistically significant”: i.e., very unlikely to be merely a result of chance. Chi-squared values, mostly not reported in the text, were noted. More important, the report only calls attention to substantial differences. This practice, taken together with the large sample size, virtually guarantees “statistical significance.”

## Region of World

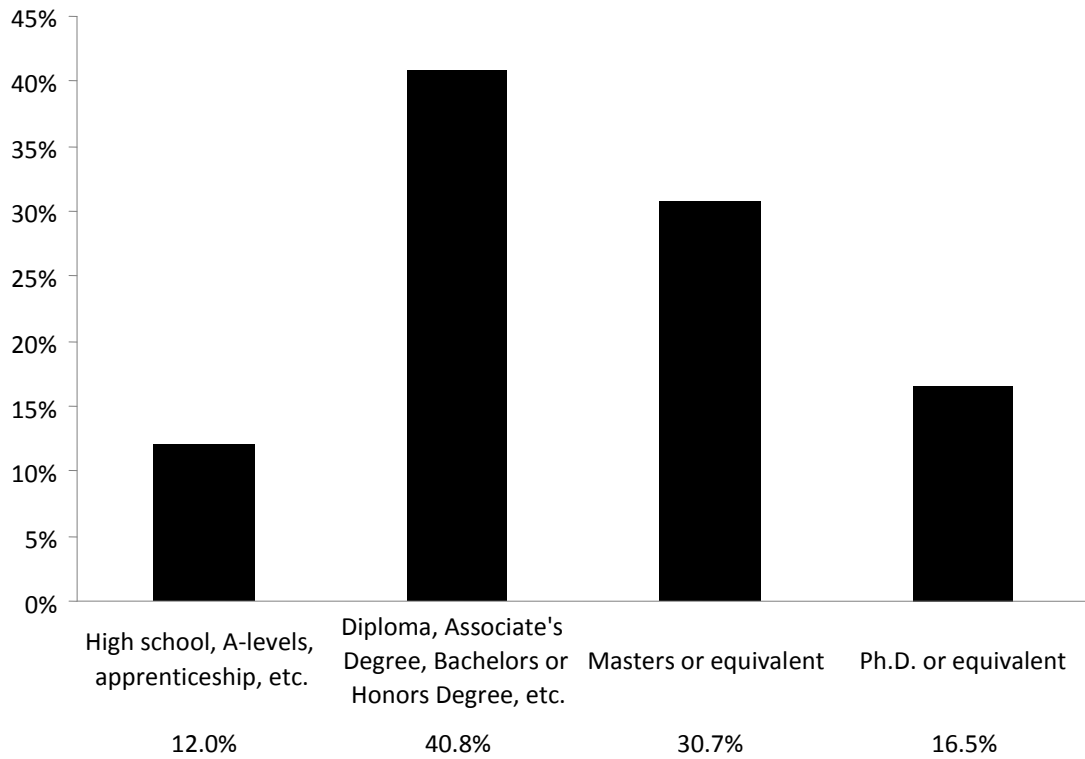


USA = 1169 (31%). Missing = 715 (19%).



missing = 566 (15%)

### Education

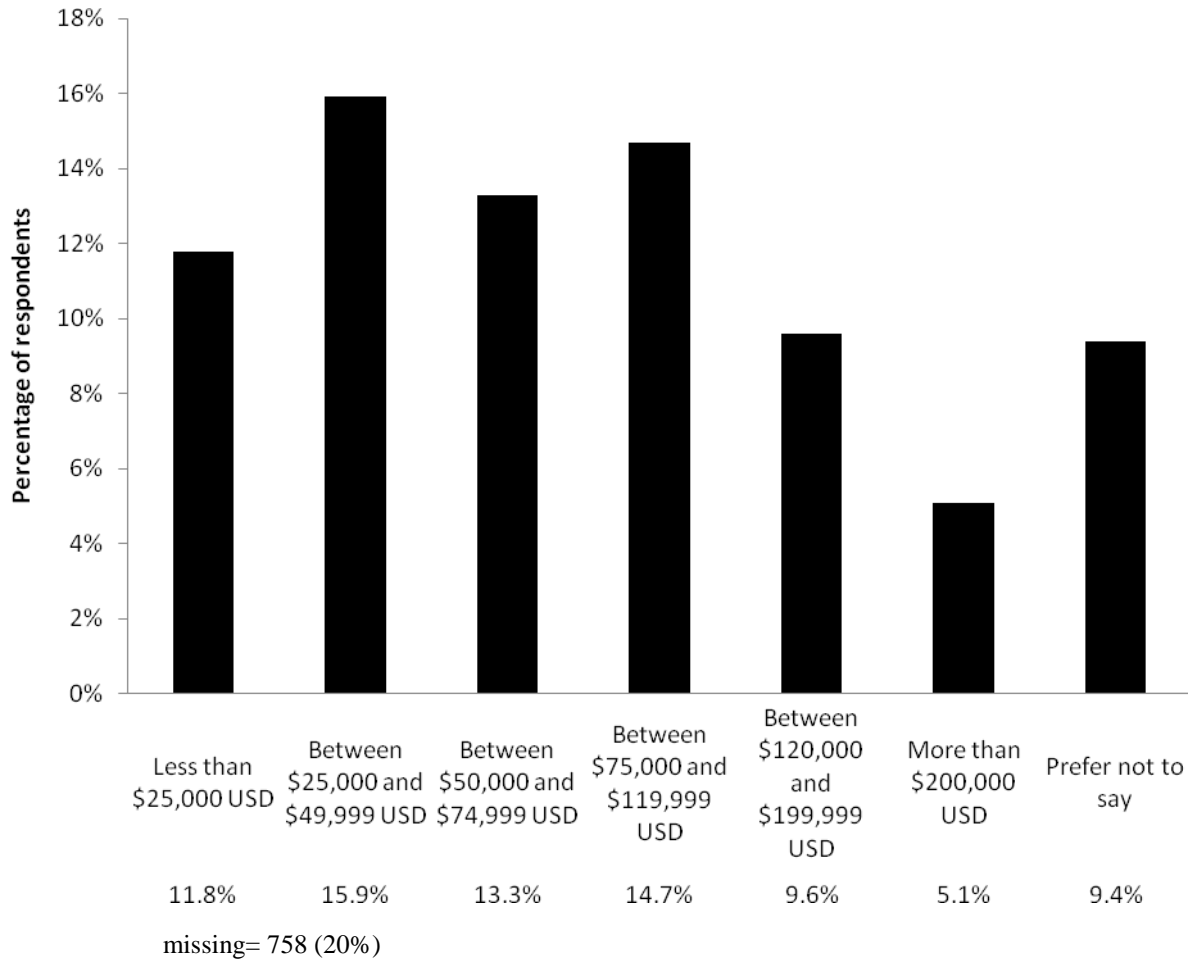


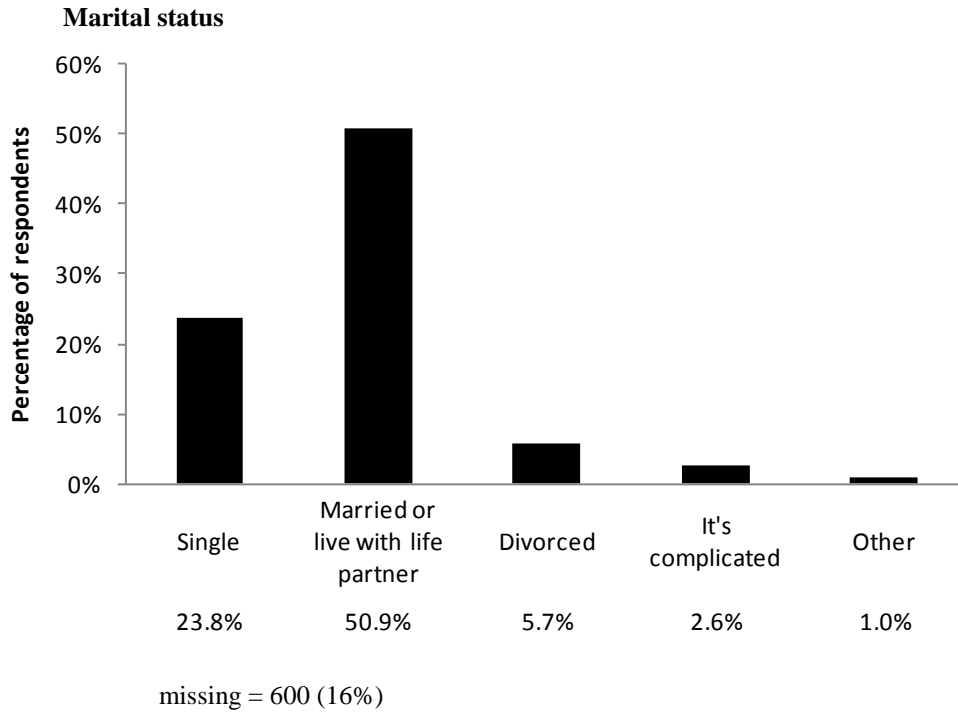
missing = 654 (17%)

**Profession**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional-Technical	1174	31.2	39.7	39.7
	Executive-Managerial	266	7.1	9.0	48.7
	Administrative	79	2.1	2.7	51.4
	Journalist	28	.7	.9	52.3
	Business owner	158	4.2	5.3	57.7
	Sales-Service	69	1.8	2.3	60.0
	Teacher-Educator	207	5.5	7.0	67.0
	Government	53	1.4	1.8	68.8
	Military	14	.4	.5	69.3
	Non-profit	39	1.0	1.3	70.6
	Health Care	97	2.6	3.3	73.9
	Agriculture	14	.4	.5	74.4
	Artist-Craftsman	75	2.0	2.5	76.9
	Student	196	5.2	6.6	83.5
	Homemaker	24	.6	.8	84.3
	Retired	463	12.3	15.7	100.0
	Total	2956	78.6	100.0	
Missing	0	804	21.4		
Total		3760	100.0		

**Approximate household income (US DOLLARS) for 2009 before taxes**





**Do you have children under 18 living with you at least part of the time?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	718	19.1	23.3	23.3
	No	2369	63.0	76.7	100.0
	Total	3087	82.1	100.0	
Missing	0	673	17.9		
Total		3760	100.0		

**On-line activities**

Activity	Percentage of respondents reporting they participate in the activity once or more per month
Providing a rating or review of products or services you have used	29.9%
Posting your own views on someone else's blog or on a discussion board	33.9%
Shopping online	74.0%
Uploading photos online	39.5%

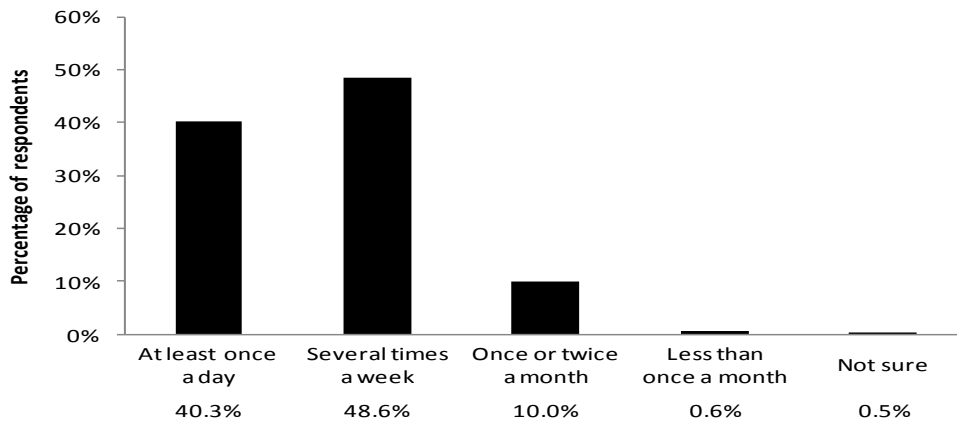


Uploading video online	15.8%
Using your smartphone (iPhone, Blackberry, etc.) to access the Web	43.0%
Listening to or downloading music or podcasts	59.9%
Watching videos on YouTube or another website	81.4%
Sending or receiving mobile phone text messages	61.3%
Writing for a blog	18.1%
Taking political action online	28.4%

### Relationship with Wikipedia

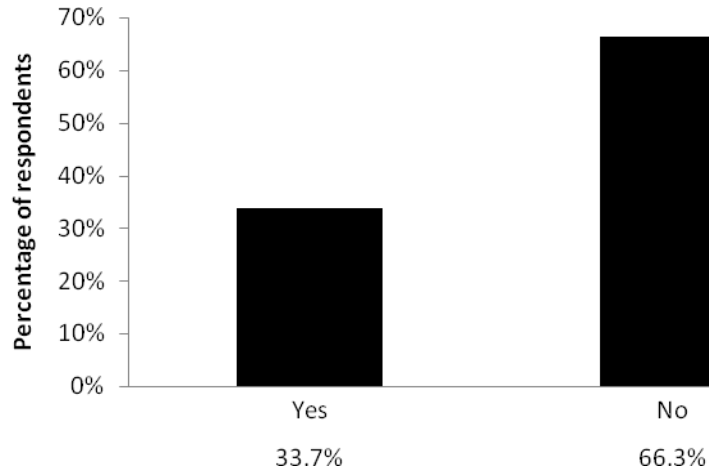
The respondents visit Wikipedia frequently, as shown by the chart immediately following. One-third of the respondents report that they have written or edited for Wikipedia—a substantial proportion. Most non-contributors say either that they haven't thought about why they don't contribute, or that they don't have anything to say. The first response suggests that many individuals have never considered writing or editing.

#### How often would you say you visit Wikipedia?



N=3760, missing = 30

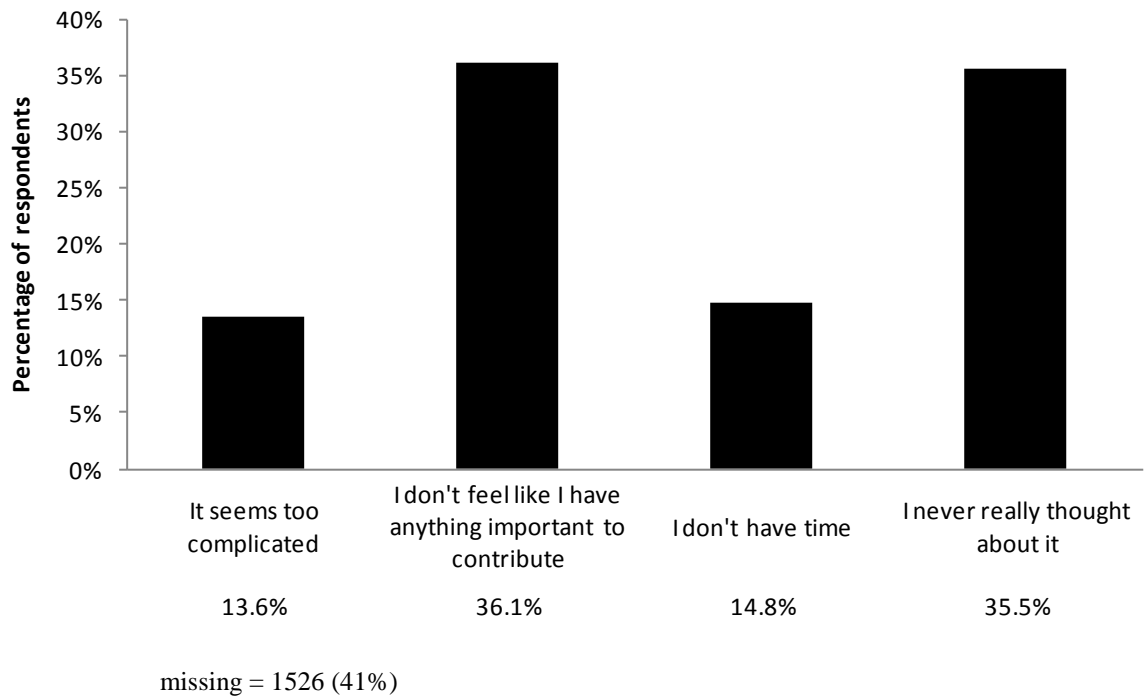
**Have you ever contributed information to, or edited an article on, Wikipedia?**



missing = 231

<b>How often would you say you contribute information or edit articles?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more	49	1.3	4.2	4.2
	Once or twice a month	73	1.9	6.2	10.4
	Less than once a month	264	7.0	22.4	32.8
	I only did it once or twice	792	21.1	67.2	100.0
	Total	1178	31.3	100.0	
Missing	0	2582	68.7		
Total		3760	100.0		

**Which of the following reasons best explains why you have never contributed information or edited?**

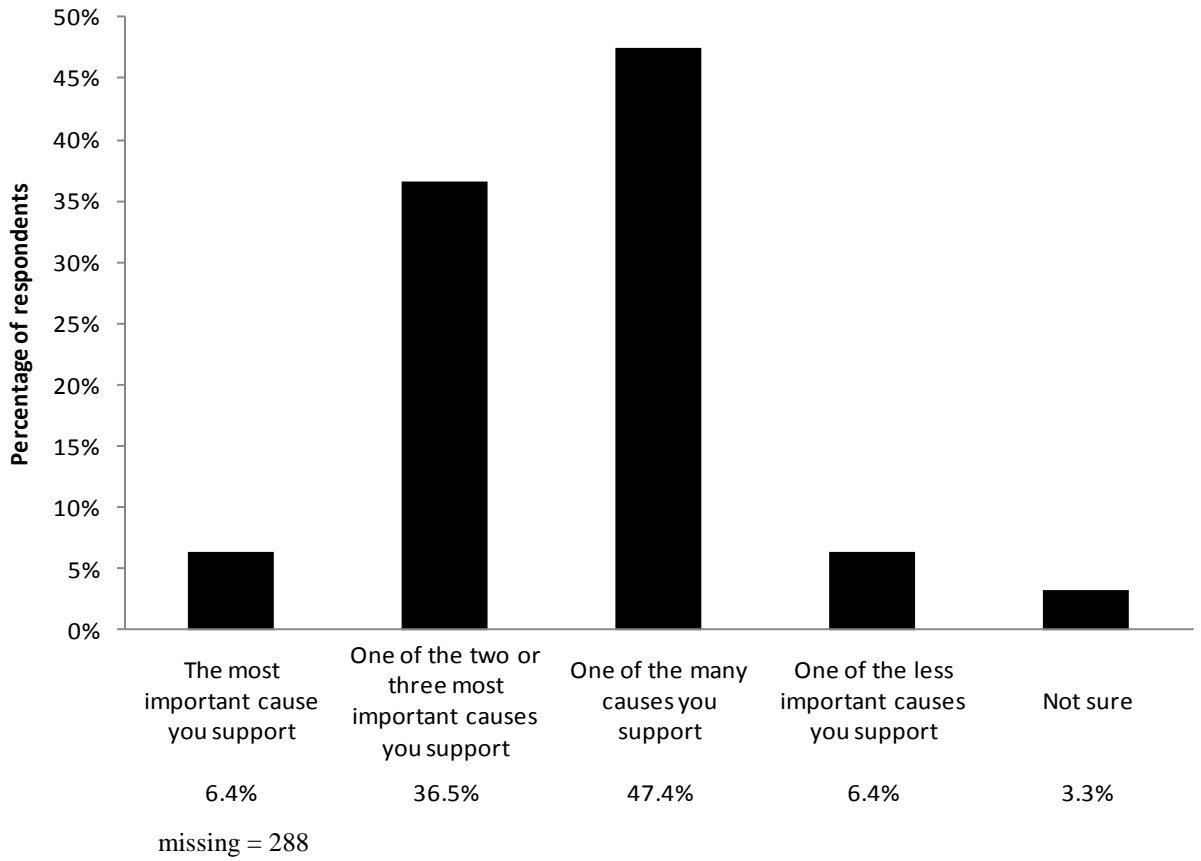


**Donations**

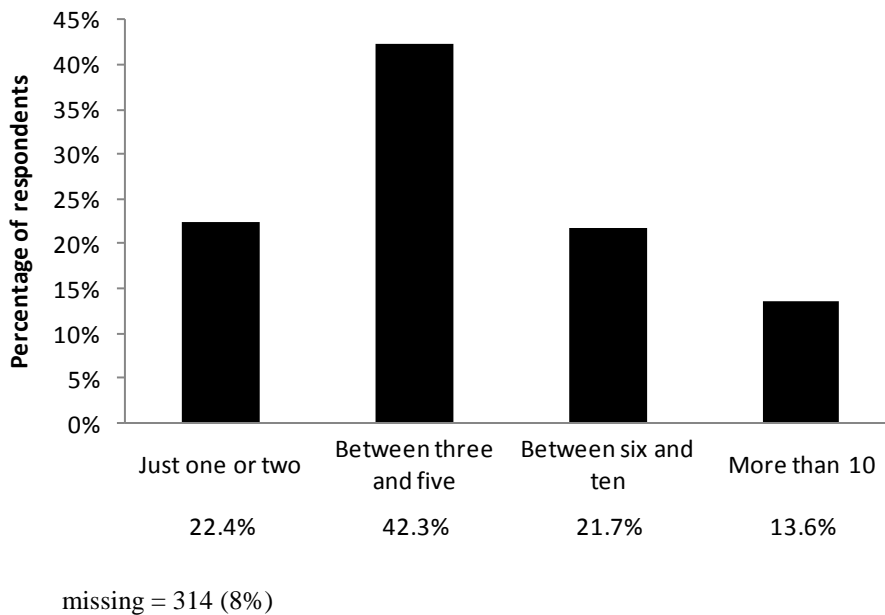
Respondents depict Wikipedia as an one of the most important causes that they support. Forty percent of respondents say they donate to 3-5 organizations in total--the modal response. The survey itemized seven motivations for donating to Wikipedia. All of the reasons received support of a large majority of the respondents. Of the five "concerns" mentioned that might serve as motivations—e.g., keeping Wikipedia free for all users—30-54% attracted "extremely" or "very" concerned responses. Since the majority of respondents were not extremely or very concerned, it appears that many respondents are relatively confident about Wikipedia's ability to maintain its identity.

Eighty percent of the respondents were not aware that they could contribute to a national chapter organization. However, once informed, most indicated that they would prefer to donate directly to the Foundation (though 18% were unsure). A large majority of respondents indicated that they are likely to donate again in the future.

### Support for Wikipedia



### Overall, how many causes and charities would you say you have contributed to in the last two years?

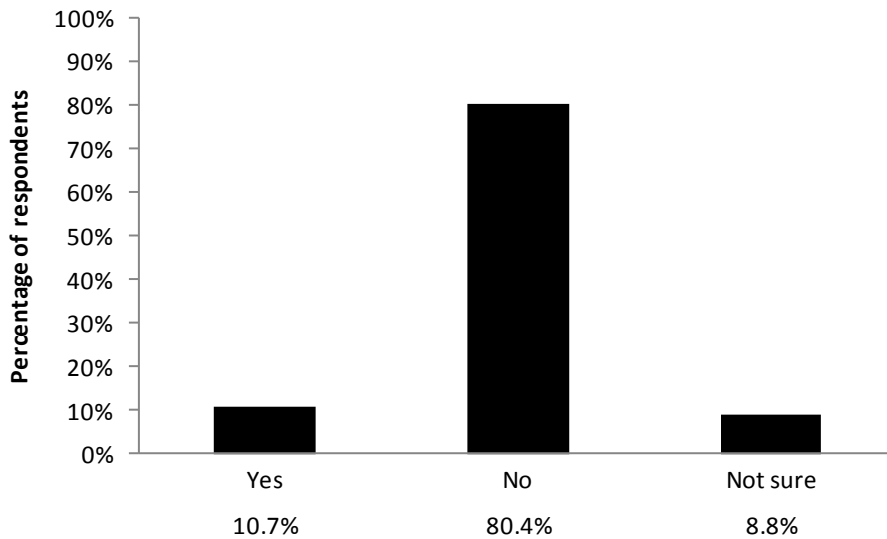


### Reasons for donating to Wikipedia

Reason	Percentage of respondents reporting the reason for donating is a very good or extremely good reason
Crowd sourced	60.3%
To keep Wikipedia free for all users	90.2%
To keep Wikipedia free of advertising	73.3%
Because Wikipedia is more than a tool, it's changing the world	58.7%
Because I feel it's important to support something I use so heavily	81.1%
To maintain Wikipedia's independence and objectivity	88.6%
To provide access to knowledge to people who otherwise wouldn't be able to afford it	80.8%

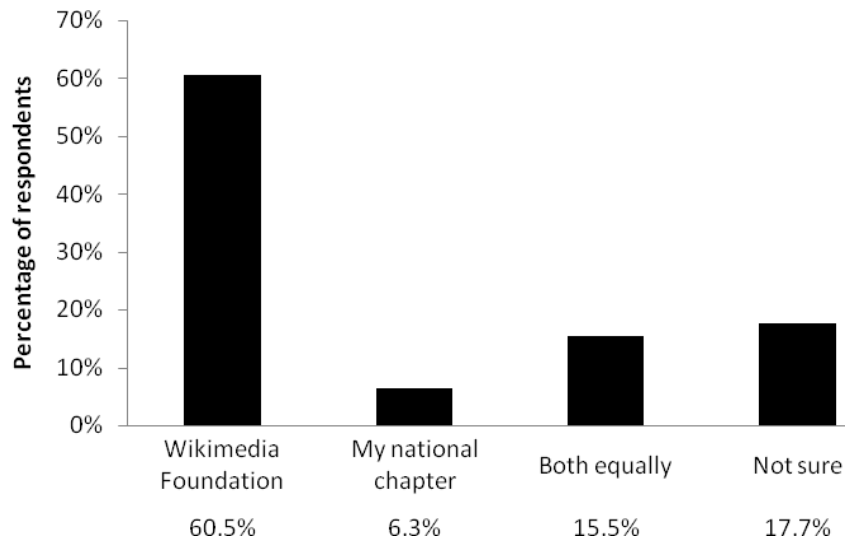
(on average 11% missing)

### Were you aware that you had the option to donate to a Wikimedia national chapter organization?



missing = 411 (11%)

**Next time you donate, would you say you would rather donate to the Wikimedia Foundation that operates Wikipedia, or to the national chapter representing your country?**



missing = 437 (12%)

**How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely likely	1328	35.3	39.4	39.4
	Likely	1715	45.6	50.9	90.3
	Not that likely	177	4.7	5.3	95.5
	Not likely at all	17	.5	.5	96.0
	Not sure	134	3.6	4.0	100.0
	Total	3371	89.7	100.0	
Missing	0	389	10.3		
Total		3760	100.0		

### Concerns about Wikipedia

Concern	Percentage of respondents reporting they were very or extremely concerned about a particular issue
That Wikipedia will be forced to sell advertising to maintain itself	35.7%
That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	30.0%
That Wikipedia will include information that is incomplete, distorted, or wrong	42.5%
That Wikipedia will be forced to charge money for access	48.5%
That major corporations or other interested parties will influence Wikipedia's content and priorities (average missing=12%)	54.1%

## II. Associations of responses with subgroup characteristics

We now turn to subgroups: that is, how visiting Wikipedia, writing/editing, donating, and support—for instance—vary by subgroup characteristics such as nationality, education, or degree of on-line activity.

### Visiting Wikipedia

Returning to the frequency of visiting Wikipedia, we observe that there is no significant variation by nationality-- if one attends solely to those world regions with sufficient numbers. Similarly, there is no substantial variation across educational subgroups in frequency of visiting. (See Tables following.) In contrast, the greater the respondent's on-line activities in general, the higher the frequency of visiting Wikipedia. Related, the more daily consultation of on-line publications, the higher the visiting. There is a small sex difference—males visit a bit more frequently—and an age difference (the young are more frequent visitors).

### How often visit Wikipedia

#### How often would you say you visit Wikipedia? \* Region

Crossstab

			Region												
			North America	Central/South America and Caribbean	Western & Northern Europe	Eastern and Southern Europe	Japan	China	India	Other Asia	North Africa	Other Africa	Middle East	Oceania	Total
How often would you say you visit Wikipedia?	At least once a day	Count	531	48	250	201	26	7	53	25	1	12	19	54	1227
		% within Region	40.5%	38.4%	39.1%	38.5%	48.1%	30.4%	63.1%	37.9%	25.0%	50.0%	38.0%	40.3%	40.4%
	Several times a week	Count	649	65	317	264	24	13	28	35	2	11	24	61	1493
		% within Region	49.5%	52.0%	49.5%	50.6%	44.4%	56.5%	33.3%	53.0%	50.0%	45.8%	48.0%	45.5%	49.2%
	Once or twice a month	Count	119	10	72	51	2	0	3	6	1	1	7	18	290
		% within Region	9.1%	8.0%	11.3%	9.8%	3.7%	.0%	3.6%	9.1%	25.0%	4.2%	14.0%	13.4%	9.5%
	Less than once a month	Count	7	1	0	2	2	0	0	0	0	0	0	1	13
		% within Region	.5%	.8%	.0%	.4%	3.7%	.0%	.0%	.0%	.0%	.0%	.0%	.7%	.4%
	Not sure	Count	5	1	1	4	0	3	0	0	0	0	0	0	14
		% within Region	.4%	.8%	.2%	.8%	.0%	13.0%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
Total		Count	1311	125	640	522	54	23	84	66	4	24	50	134	3037
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Frequency of visiting by on-line activities**

			Number of online activities done once a week or more				Total
			None	One or two	Three to six	seven to eleven	
How often would you say you visit Wikipedia?	At least once a day	Count % within Number of online activities done once a week or more	202 34.5%	170 32.0%	736 40.8%	396 49.1%	1504 40.3%
	Several times a week	Count % within Number of online activities done once a week or more	285 48.6%	275 51.8%	892 49.4%	360 44.6%	1812 48.6%
	Once or twice a month	Count % within Number of online activities done once a week or more	87 14.8%	76 14.3%	164 9.1%	47 5.8%	374 10.0%
	Less than once a month	Count % within Number of online activities done once a week or more	8 1.4%	6 1.1%	6 .3%	2 .2%	22 .6%
	Not sure	Count % within Number of online activities done once a week or more	4 .7%	4 .8%	8 .4%	2 .2%	18 .5%
Total		Count % within Number of online activities done once a week or more	586 100.0%	531 100.0%	1806 100.0%	807 100.0%	3730 100.0%

Visiting by number of on-line publications

			Number of online publications used every day				Total
			Zero or Missing	One or two	Three to four	Five to eight	
How often would you say you visit Wikipedia?	At least once a day	Count % within Number of online publications used every day	686 32.7%	698 48.7%	115 61.2%	5 55.6%	1504 40.3%
	Several times a week	Count % within Number of online publications used every day	1107 52.7%	639 44.6%	63 33.5%	3 33.3%	1812 48.6%
	Once or twice a month	Count % within Number of online publications used every day	279 13.3%	85 5.9%	9 4.8%	1 11.1%	374 10.0%
	Less than once a month	Count % within Number of online publications used every day	16 .8%	6 .4%	0 .0%	0 .0%	22 .6%
	Not sure	Count % within Number of online publications used every day	12 .6%	5 .3%	1 .5%	0 .0%	18 .5%
Total	Count % within Number of online publications used every day	2100 100.0%	1433 100.0%	188 100.0%	9 100.0%	3730 100.0%	

**Visiting by Education**

			What is the highest level of education you have achieved?				Total
			High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent	
How often would you say you visit Wikipedia?	At least once a day	Count % within What is the highest level of education you have achieved?	162 43.4%	517 41.0%	375 39.5%	218 42.5%	1272 41.1%
	Several times a week	Count % within What is the highest level of education you have achieved?	165 44.2%	609 48.3%	483 50.8%	246 48.0%	1503 48.5%
	Once or twice a month	Count % within What is the highest level of education you have achieved?	42 11.3%	119 9.4%	88 9.3%	46 9.0%	295 9.5%
	Less than once a month	Count % within What is the highest level of education you have achieved?	1 .3%	10 .8%	2 .2%	1 .2%	14 .5%
	Not sure	Count % within What is the highest level of education you have achieved?	3 .8%	7 .6%	2 .2%	2 .4%	14 .5%
<b>Total</b>	Count	373	1262	950	513	3098	

**Visiting by Education**

			What is the highest level of education you have achieved?				Total
			High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent	
How often would you say you visit Wikipedia?	At least once a day	Count % within What is the highest level of education you have achieved?	162 43.4%	517 41.0%	375 39.5%	218 42.5%	1272 41.1%
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	Once or twice a month	Count % within What is the highest level of education you have achieved?	42 11.3%	119 9.4%	88 9.3%	46 9.0%	295 9.5%
	Less than once a month	Count % within What is the highest level of education you have achieved?	1 .3%	10 .8%	2 .2%	1 .2%	14 .5%
	Not sure	Count % within What is the highest level of education you have achieved?	3 .8%	7 .6%	2 .2%	2 .4%	14 .5%
Total	Count % within What is the highest level of education you have achieved?	373 100.0%	1262 100.0%	950 100.0%	513 100.0%	3098 100.0%	

### Visiting by Sex

Crosstab

			What is your gender?			Total
			Male	Female	Transgender	
How often would you say you visit Wikipedia?	At least once a day	Count	1140	160	3	1303
		% within What is your gender?	41.9%	34.5%	42.9%	40.8%
	Several times a week	Count	1309	242	4	1555
		% within What is your gender?	48.1%	52.2%	57.1%	48.7%
	Once or twice a month	Count	251	52	0	303
		% within What is your gender?	9.2%	11.2%	.0%	9.5%
	Less than once a month	Count	9	6	0	15
		% within What is your gender?	.3%	1.3%	.0%	.5%
	Not sure	Count	11	4	0	15
		% within What is your gender?	.4%	.9%	.0%	.5%
	Total	Count	2720	464	7	3191
		% within What is your gender?	100.0%	100.0%	100.0%	100.0%

### Visiting by Age

			Age range						Total		
			17 or younger	18-29	30-39	40-49	50-59	60-69		70-79	80 or older
How often would you say you	At least once a	Count	4	302	271	206	223	211	65	19	1301

visit Wikipedia?	day	% within Age range	57.1%	57.7%	43.2%	36.6%	36.9%	36.2%	29.3%	34.5%	40.8%
	Several times a week	Count	3	200	310	295	300	297	119	26	1550
		% within Age range	42.9%	38.2%	49.4%	52.4%	49.6%	50.9%	53.6%	47.3%	48.7%
	Once or twice a month	Count	0	17	44	55	78	68	35	9	306
		% within Age range	.0%	3.3%	7.0%	9.8%	12.9%	11.7%	15.8%	16.4%	9.6%
	Less than once a month	Count	0	0	3	2	4	3	1	1	14
		% within Age range	.0%	.0%	.5%	.4%	.7%	.5%	.5%	1.8%	.4%
Not sure	Count	0	4	0	5	0	4	2	0	15	
	% within Age range	.0%	.8%	.0%	.9%	.0%	.7%	.9%	.0%	.5%	
Total	Count	7	523	628	563	605	583	222	55	3186	
	% within Age range	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

### Writing/Editing by Subgroups

The propensity to write and edit does seem to vary across subgroups. There are some world-regional differences, for example. (North Americans do not show the highest propensity to write and edit, by the way.) Those reporting more support for Wikipedia as a cause are somewhat more likely to write or edit. Males are more likely. Older respondents are less likely (the main drop-off occurs around 40 years of age). Interestingly, those married without children are a little *less* likely to write or edit—at least in this particular sample. Once again one does not see a substantial difference across educational categories. (See the Tables following.)

Have you ever contributed information to, or edited an article on, Wikipedia? \* Region

			Crossstab												
			Region												
			North America	Central/South America and Caribbean	Western & Northern Europe	Eastern and Southern Europe	Japan	China	India	Other Asia	North Africa	Other Africa	Middle East	Oceania	Total
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	408	52	238	188	14	11	24	11	1	9	18	42	1016
		% within Region	31.5%	41.9%	37.5%	36.3%	26.9%	47.8%	29.3%	17.7%	25.0%	37.5%	36.0%	31.1%	33.8%
	No	Count	889	72	396	330	38	12	58	51	3	15	32	93	1989
		% within Region	68.5%	58.1%	62.5%	63.7%	73.1%	52.2%	70.7%	82.3%	75.0%	62.5%	64.0%	68.9%	66.2%
Total	Count	1297	124	634	518	52	23	82	62	4	24	50	135	3005	
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Contributed by Degree of Support

			Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?					
			The most important cause you support	One of the two or three most important causes you support	One of the many causes you support	One of the less important causes you support	Not sure	Total
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	89	473	492	68	34	1156
		% within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	40.6%	37.9%	30.4%	30.6%	30.1%	33.8%
	No	Count	130	774	1128	154	79	2265

	% within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	59.4%	62.1%	69.6%	69.4%	69.9%	66.2%
Total	Count	219	1247	1620	222	113	3421
	% within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Contributed by Education

		What is the highest level of education you have achieved?				Total	
		High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent		
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	135	382	333	179	1029
		% within What is the highest level of education you have achieved?	36.6%	30.7%	35.2%	35.4%	33.6%
	No	Count	234	863	614	327	2038
		% within What is the highest level of education you have achieved?	63.4%	69.3%	64.8%	64.6%	66.4%
Total	Count	369	1245	947	506	3067	



			What is the highest level of education you have achieved?				Total
			High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent	
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	135	382	333	179	1029
		% within What is the highest level of education you have achieved?	36.6%	30.7%	35.2%	35.4%	33.6%
	No	Count	234	863	614	327	2038
		% within What is the highest level of education you have achieved?	63.4%	69.3%	64.8%	64.6%	66.4%
Total		Count	369	1245	947	506	3067
		% within What is the highest level of education you have achieved?	100.0%	100.0%	100.0%	100.0%	100.0%

### Contributed by Sex

			What is your gender?			Total
			Male	Female	Transgender	
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	953	108	3	1064
		% within What is your gender?	35.5%	23.4%	50.0%	33.7%
	No	Count	1735	354	3	2092
		% within What is your gender?	64.5%	76.6%	50.0%	66.3%
Total		Count	2688	462	6	3156

			What is your gender?			Total
			Male	Female	Transgender	
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	953	108	3	1064
		% within What is your gender?	35.5%	23.4%	50.0%	33.7%
	No	Count	1735	354	3	2092
		% within What is your gender?	64.5%	76.6%	50.0%	66.3%
Total		Count	2688	462	6	3156
		% within What is your gender?	100.0%	100.0%	100.0%	100.0%

### Contributed by Age

			Age range							Total	
			17 or younger	18-29	30-39	40-49	50-59	60-69	70-79		80 or older
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	3	258	254	186	165	135	48	11	1060
		% within Age range	42.9%	50.2%	40.8%	33.3%	27.8%	23.2%	21.6%	20.4%	33.6%
	No	Count	4	256	369	372	428	446	174	43	2092
		% within Age range	57.1%	49.8%	59.2%	66.7%	72.2%	76.8%	78.4%	79.6%	66.4%
Total		Count	7	514	623	558	593	581	222	54	3152
		% within Age range	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Contributed by Marital Status

			Marital Status			Total
			Single	Married without children	Married with children	
Have you ever contributed information to, or edited an article on, Wikipedia?	Yes	Count	357	356	229	942
		% within Marital Status	40.6%	29.5%	36.9%	34.8%
	No	Count	523	851	392	1766
		% within Marital Status	59.4%	70.5%	63.1%	65.2%

Total	Count	880	1207	621	2708
	% within Marital Status	100.0%	100.0%	100.0%	100.0%

### Reasons for not contributing

Europeans are more likely to say that lack of time blocks writing/editing. More educated respondents are less likely to say that they don't have a contribution to make; they are more likely to say that they have no time. Younger respondents are a little more likely to say that they don't have a contribution to make. In contrast, the degree of support for Wikipedia doesn't seem to be associated with the propensity to write/edit. There are no substantial sex differences in reasons given, either. See Tables following.

## Reasons by Degree of Support

			Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?					Total
			The most important cause you support	One of the two or three most important causes you support	One of the many causes you support	One of the less important causes you support	Not sure	
Which of the following reasons best explains why you have never contributed information or edited an article:	It seems too complicated	Count % within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	19 15.2%	94 12.5%	155 14.6%	22 14.7%	3 3.9%	293 13.5%
	I don't feel like I have anything important to contribute	Count % within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	60 48.0%	291 38.7%	347 32.7%	62 41.3%	28 36.4%	788 36.4%
	I don't have time	Count % within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	14 11.2%	125 16.6%	159 15.0%	15 10.0%	5 6.5%	318 14.7%
	I never really thought about it	Count % within Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	32 25.6%	241 32.1%	401 37.8%	51 34.0%	41 53.2%	766 35.4%

### Reasons by World Region

			Region												
			North America	Central/South America and Caribbean	Western & Northern Europe	Eastern and Southern Europe	Japan	China	India	Other Asia	North Africa	Other Africa	Middle East	Oceania	Total
Which of the following reasons best explains why you have never contributed information or edited an article:	It seems too complicated	Count	101	8	45	43	11	2	6	10	1	3	5	19	254
		% within Region	12.0%	11.3%	12.0%	13.4%	32.4%	16.7%	10.5%	19.6%	33.3%	20.0%	15.6%	20.9%	13.3%
	I don't feel like I have anything important to contribute	Count	287	27	163	121	7	5	19	20	1	6	10	36	702
		% within Region	34.0%	38.0%	43.5%	37.7%	20.6%	41.7%	33.3%	39.2%	33.3%	40.0%	31.3%	39.6%	36.8%
	I don't have time	Count	112	8	75	57	10	1	2	6	0	2	8	9	290
		% within Region	13.3%	11.3%	20.0%	17.8%	29.4%	8.3%	3.5%	11.8%	.0%	13.3%	25.0%	9.9%	15.2%
	I never really thought about it	Count	345	28	92	100	6	4	30	15	1	4	9	27	661
		% within Region	40.8%	39.4%	24.5%	31.2%	17.6%	33.3%	52.6%	29.4%	33.3%	26.7%	28.1%	29.7%	34.7%
Total		Count	845	71	375	321	34	12	57	51	3	15	32	91	1907
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Reasons by Education

			What is the highest level of education you have achieved?				
			High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent	Total
Which of the following reasons best explains why you have never contributed information or edited an article:	It seems too complicated	Count	24	112	85	42	263
		% within What is the highest level of education you have achieved?	10.7%	13.4%	14.5%	13.4%	13.4%
	I don't feel like I have anything important to contribute	Count	107	321	200	87	715
		% within What is the highest level of education you have achieved?	47.8%	38.5%	34.2%	27.8%	36.6%
	I don't have time	Count	20	104	94	80	298

	% within What is the highest level of education you have achieved?	8.9%	12.5%	16.1%	25.6%	15.2%
I never really thought about it	Count	73	297	206	104	680
	% within What is the highest level of education you have achieved?	32.6%	35.6%	35.2%	33.2%	34.8%
Total	Count	224	834	585	313	1956
	% within What is the highest level of education you have achieved?	100.0%	100.0%	100.0%	100.0%	100.0%

Reasons by Sex

			What is your gender?			Total
			Male	Female	Transgender	
Which of the following reasons best explains why you have never contributed information or edited an article:	It seems too complicated	Count	223	46	0	269
		% within What is your gender?	13.5%	13.3%	.0%	13.4%
	I don't feel like I have anything important to contribute	Count	600	140	2	742
		% within What is your gender?	36.2%	40.6%	66.7%	37.0%
	I don't have time	Count	261	42	0	303
		% within What is your gender?	15.8%	12.2%	.0%	15.1%
	I never really thought about it	Count	573	117	1	691
		% within What is your gender?	34.6%	33.9%	33.3%	34.5%
Total	Count	1657	345	3	2005	
	% within What is your gender?	100.0%	100.0%	100.0%	100.0%	



### Reasons by Age

			Age range								
			17 or younger	18-29	30-39	40-49	50-59	60-69	70-79	80 or older	Total
Which of the following reasons best explains why you have never contributed information or edited an article:	It seems too complicated	Count	1	28	46	42	66	61	22	3	269
		% within Age range	25.0%	11.2%	12.8%	11.8%	16.1%	14.3%	14.1%	7.5%	13.4%
I don't feel like I have anything important to contribute		Count	2	112	129	118	132	174	63	14	744
		% within Age range	50.0%	44.6%	35.8%	33.1%	32.3%	40.7%	40.4%	35.0%	37.1%
I don't have time		Count	0	28	69	69	65	53	15	6	305
		% within Age range	.0%	11.2%	19.2%	19.3%	15.9%	12.4%	9.6%	15.0%	15.2%
I never really thought about it		Count	1	83	116	128	146	140	56	17	687
		% within Age range	25.0%	33.1%	32.2%	35.9%	35.7%	32.7%	35.9%	42.5%	34.3%
Total		Count	4	251	360	357	409	428	156	40	2005
		% within Age range	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Degree of Support across subgroups

North Americans place less exclusive emphasis on Wikipedia relative to other causes, when compared with Central/South Americans and Europeans. More highly educated respondents report more causes, and give Wikipedia less exclusive support. Older individuals also give Wikipedia less exclusive support. In contrast, one does not find a sex difference in degree of support. See Tables following.

### Degree of Support by World Region

			Region												
			North America	Central/South America and Caribbean	Western & Northern Europe	Eastern and Southern Europe	Japan	China	India	Other Asia	North Africa	Other Africa	Middle East	Oceania	Total
Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	The most important cause you support	Count	35	18	49	52	6	3	15	4	0	4	3	7	196
		% within Region	2.7%	14.6%	7.7%	10.1%	11.8%	13.0%	17.9%	6.3%	.0%	16.7%	6.3%	5.3%	6.5%
	One of the two or three most important causes you support	Count	350	61	253	276	16	13	29	25	2	13	21	41	1100
		% within Region	27.0%	49.6%	40.0%	53.7%	31.4%	56.5%	34.5%	39.1%	50.0%	54.2%	43.8%	31.1%	36.7%
	One of the many causes you support	Count	763	34	287	149	25	7	37	27	2	5	20	68	1424
		% within Region	59.9%	27.6%	45.3%	29.0%	49.0%	30.4%	44.0%	42.2%	50.0%	20.8%	41.7%	51.5%	47.5%
	One of the less important causes you support	Count	119	5	30	11	1	0	2	1	0	1	4	15	189
		% within Region	9.2%	4.1%	4.7%	2.1%	2.0%	.0%	2.4%	1.6%	.0%	4.2%	8.3%	11.4%	6.3%
	Not sure	Count	28	5	14	26	3	0	1	7	0	1	0	1	86
		% within Region	2.2%	4.1%	2.2%	5.1%	5.9%	.0%	1.2%	10.9%	.0%	4.2%	.0%	.8%	2.9%
Total		Count	1295	123	633	514	51	23	84	64	4	24	48	132	2995
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Degree of Support by Education

#### Crosstab

			What is the highest level of education you have achieved?				Total
			High school, A-levels, apprenticeship, etc.	Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Masters or equivalent	Ph.D. or equivalent	
Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	The most important cause you support	Count	38	84	55	16	193
		% within What is the highest level of education you have achieved?	10.4%	6.8%	5.8%	3.2%	6.3%
	One of the two or	Count	150	461	349	174	1134

	three most important causes you support	% within What is the highest level of education you have achieved?	41.1%	37.1%	37.1%	34.6%	37.2%
	One of the many causes you support	Count % within What is the highest level of education you have achieved?	135 37.0%	575 46.3%	451 47.9%	278 55.3%	1439 47.1%
	One of the less important causes you support	Count % within What is the highest level of education you have achieved?	27 7.4%	85 6.8%	58 6.2%	29 5.8%	199 6.5%
	Not sure	Count % within What is the highest level of education you have achieved?	15 4.1%	38 3.1%	28 3.0%	6 1.2%	87 2.9%
Total		Count % within What is the highest level of education you have achieved?	365 100.0%	1243 100.0%	941 100.0%	503 100.0%	3052 100.0%

Degree of Support by Sex

			What is your gender?			Total
			Male	Female	Transgender	
Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	The most important cause you support	Count	185	16	2	203
		% within What is your gender?	6.9%	3.5%	28.6%	6.5%
	One of the two or three most important causes you support	Count	1023	148	3	1174
		% within What is your gender?	38.2%	32.2%	42.9%	37.3%
	One of the many causes you support	Count	1248	234	2	1484
		% within What is your gender?	46.5%	51.0%	28.6%	47.2%
	One of the less important causes you support	Count	152	46	0	198
		% within What is your gender?	5.7%	10.0%	.0%	6.3%
	Not sure	Count	73	15	0	88
		% within What is your gender?	2.7%	3.3%	.0%	2.8%
Total	Count	2681	459	7	3147	
	% within What is your gender?	100.0%	100.0%	100.0%	100.0%	

Degree of Support by Age

			Age range								
			17 or younger	18-29	30-39	40-49	50-59	60-69	70-79	80 or older	Total
Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	The most important cause you support	Count	0	63	59	25	29	15	6	3	200
		% within Age range	.0%	12.1%	9.5%	4.5%	4.9%	2.6%	2.8%	5.5%	6.4%
	One of the two or three most important causes you support	Count	4	253	275	234	184	160	52	10	1172
		% within Age range	57.1%	48.7%	44.3%	42.4%	31.0%	27.5%	24.2%	18.2%	37.3%
	One of the many causes you support	Count	2	163	244	246	326	339	133	33	1486
		% within Age range	28.6%	31.4%	39.3%	44.6%	55.0%	58.3%	61.9%	60.0%	47.3%
	One of the less important causes you support	Count	1	14	22	34	43	55	19	8	196
		% within Age range	14.3%	2.7%	3.5%	6.2%	7.3%	9.5%	8.8%	14.5%	6.2%
	Not sure	Count	0	26	21	13	11	12	5	1	89
		% within Age range	.0%	5.0%	3.4%	2.4%	1.9%	2.1%	2.3%	1.8%	2.8%
Total	Count	7	519	621	552	593	581	215	55	3143	
	% within Age range	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

### Concerns about Wikipedia among subgroups

Recall that all the possible concerns isolated in the survey were validated by respondents. When one turns to variation across subgroups, one does find some world differences, but no clear big patterns are apparent. (North Americans are less likely to worry about Wikipedia becoming out-of-date.) Age is not salient. (Those 17 years of age or younger are more concerned generally, but there are only 7 of these individuals.) The sexes don't differ; nor do respondents with differing levels of education. See Tables following.

#### Concerns by World Region

Scale = 1 extremely concerned to 5 not at all concerned

Region		That Wikipedia will be forced to sell advertising to maintain itself	That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	That Wikipedia will include information that is incomplete, distorted, or wrong	That Wikipedia will be forced to charge money for access	That major corporations or other interested parties will influence Wikipedia's content and priorities
North America	Mean	3.01	3.43	2.84	2.69	2.59
	N	1291	1289	1297	1291	1291
	Std. Deviation	1.257	1.282	1.239	1.316	1.315
Central/South America and Caribbean	Mean	2.76	2.71	2.37	2.48	2.23
	N	126	126	126	126	126
	Std. Deviation	1.347	1.430	1.325	1.378	1.234
Western & Northern Europe	Mean	3.06	3.25	2.82	2.79	2.48
	N	632	630	635	632	631

	Std. Deviation	1.235	1.274	1.217	1.357	1.242
Eastern and Southern Europe	Mean	3.03	3.14	2.62	2.70	2.29
	N	511	513	515	509	516
	Std. Deviation	1.259	1.383	1.313	1.380	1.277
Japan	Mean	2.73	3.06	2.73	2.85	2.56
	N	51	52	52	52	52
	Std. Deviation	1.133	1.335	1.254	1.211	1.195
China	Mean	3.00	2.45	2.27	2.45	2.23
	N	22	22	22	22	22
	Std. Deviation	1.155	1.438	1.202	1.471	1.343
India	Mean	2.82	2.83	2.33	2.28	2.17
	N	83	83	83	82	82
	Std. Deviation	1.539	1.560	1.298	1.372	1.456
Other Asia	Mean	3.06	2.63	2.14	2.20	2.15
	N	65	65	66	64	65
	Std. Deviation	1.391	1.341	1.264	1.311	1.372
North Africa	Mean	2.50	2.00	2.00	2.75	2.25
	N	4	4	4	4	4
	Std. Deviation	1.291	1.155	1.155	1.258	1.500
Other Africa	Mean	2.79	2.96	2.35	2.29	2.39
	N	24	24	23	24	23
	Std. Deviation	1.503	1.367	1.229	1.546	1.616
Middle East	Mean	3.24	3.12	2.16	2.30	2.04
	N	50	50	50	50	50
	Std. Deviation	1.465	1.288	.997	1.147	1.142
Oceania	Mean	2.80	3.28	2.92	2.34	2.38

	N	135	135	135	134	134
	Std. Deviation	1.208	1.302	1.222	1.124	1.156
Total	Mean	3.00	3.25	2.73	2.66	2.46
	N	2994	2993	3008	2990	2996
	Std. Deviation	1.270	1.334	1.261	1.337	1.293

### Concerns by Education

Scale = 1 extremely concerned to 5 not at all concerned

What is the highest level of education you have achieved?		That Wikipedia will be forced to sell advertising to maintain itself	That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	That Wikipedia will include information that is incomplete, distorted, or wrong	That Wikipedia will be forced to charge money for access	That major corporations or other interested parties will influence Wikipedia's content and priorities
High school, A-levels, apprenticeship, etc.	Mean	3.04	3.31	2.76	2.76	2.43
	N	368	368	368	368	365
	Std. Deviation	1.280	1.369	1.296	1.390	1.288
Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Mean	2.97	3.21	2.71	2.65	2.37
	N	1243	1243	1250	1244	1246
	Std. Deviation	1.303	1.368	1.275	1.344	1.283
Masters or equivalent	Mean	3.01	3.31	2.74	2.64	2.55
	N	934	935	944	934	939



	Std. Deviation	1.247	1.298	1.209	1.317	1.301
Ph.D. or equivalent	Mean	2.91	3.21	2.75	2.57	2.55
	N	502	500	505	502	503
	Std. Deviation	1.263	1.306	1.283	1.297	1.338
Total	Mean	2.98	3.25	2.73	2.65	2.46
	N	3047	3046	3067	3048	3053
	Std. Deviation	1.277	1.337	1.259	1.334	1.300

### Concerns by Sex

Scale = 1 extremely concerned to 5 not at all concerned

What is your gender?		That Wikipedia will be forced to sell advertising to maintain itself	That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	That Wikipedia will include information that is incomplete, distorted, or wrong	That Wikipedia will be forced to charge money for access	That major corporations or other interested parties will influence Wikipedia's content and priorities
Male	Mean	3.01	3.22	2.74	2.69	2.47
	N	2675	2674	2692	2676	2686
	Std. Deviation	1.265	1.325	1.251	1.335	1.293
Female	Mean	2.85	3.43	2.72	2.48	2.48
	N	458	458	461	456	453
	Std. Deviation	1.287	1.388	1.331	1.331	1.353

Transgender	Mean	2.71	3.71	2.29	2.14	2.00
	N	7	7	7	7	7
	Std. Deviation	1.254	.951	.951	1.215	.816
Total	Mean	2.99	3.25	2.73	2.65	2.47
	N	3140	3139	3160	3139	3146
	Std. Deviation	1.269	1.335	1.262	1.336	1.301

**Concerns by Age**

Scale = 1 extremely concerned to 5 not at all concerned

Age range		That Wikipedia will be forced to sell advertising to maintain itself	That the volunteers who contribute the vast majority of Wikipedia's content will lose interest over time and Wikipedia will become out-of-date	That Wikipedia will include information that is incomplete, distorted, or wrong	That Wikipedia will be forced to charge money for access	That major corporations or other interested parties will influence Wikipedia's content and priorities
17 or younger	Mean	1.86	2.14	2.00	1.57	2.00
	N	7	7	7	7	7
	Std. Deviation	.690	1.345	.577	1.512	1.732
18-29	Mean	3.07	3.25	2.63	2.64	2.38
	N	520	520	522	515	520
	Std. Deviation	1.294	1.402	1.234	1.482	1.307
30-39	Mean	2.99	3.31	2.67	2.65	2.36
	N	621	620	624	621	623
	Std. Deviation	1.256	1.361	1.244	1.329	1.283
40-49	Mean	3.12	3.31	2.82	2.78	2.43
	N	552	550	552	554	554
	Std. Deviation	1.296	1.309	1.268	1.378	1.253
50-59	Mean	2.89	3.22	2.72	2.61	2.43
	N	597	601	602	596	598

	Std. Deviation	1.259	1.308	1.259	1.262	1.271
60-69	Mean	2.95	3.19	2.79	2.62	2.62
	N	573	574	580	578	575
	Std. Deviation	1.237	1.320	1.264	1.251	1.319
70-79	Mean	2.87	3.21	2.87	2.61	2.59
	N	215	212	218	213	214
	Std. Deviation	1.290	1.344	1.369	1.293	1.390
80 or older	Mean	2.83	3.14	2.78	2.85	3.06
	N	52	50	51	52	52
	Std. Deviation	1.339	1.212	1.390	1.392	1.378
Total	Mean	2.99	3.25	2.73	2.65	2.47
	N	3137	3134	3156	3136	3143
	Std. Deviation	1.272	1.338	1.265	1.338	1.301

### Donating by Subgroups

Respondents were asked how likely they were to donate in the future. Recall that almost all respondents said they were likely to donate again. Those more supportive of Wikipedia were somewhat more likely to say that they would donate in the future. Respondents in Southern and Eastern Europe were a little less likely when compared to other nationalities. Respondents with PhDs were a little more likely. In contrast, the respondent's sex, age, and marital status were not associated with the stated likelihood of donation. See Tables following.

**Likely donation by Wikipedia support**

Scale = 1 Extremely likely - 5 Not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?	Mean	N	Std. Deviation
The most important cause you support	1.52	209	.734
One of the two or three most important causes you support	1.59	1197	.716
One of the many causes you support	1.74	1509	.720
One of the less important causes you support	2.23	189	1.010
Not sure	2.18	84	.933
Total	1.71	3188	.766

**Likely donation by world region**

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Region	Mean	N	Std. Deviation
North America	1.58	1247	.661
Central/South America and Caribbean	1.77	125	.899
Western & Northern Europe	1.78	603	.776
Eastern and Southern Europe	1.95	504	.947
Japan	1.86	42	.647
China	1.73	22	.456
India	1.56	81	.570
Other Asia	1.70	60	.561
North Africa	1.00	4	.000
Other Africa	1.42	24	.504
Middle East	1.71	48	.582
Oceania	1.67	127	.807

**Likely donation by world region**

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Region	Mean	N	Std. Deviation
North America	1.58	1247	.661
Central/South America and Caribbean	1.77	125	.899
Western & Northern Europe	1.78	603	.776
Eastern and Southern Europe	1.95	504	.947
Japan	1.86	42	.647
China	1.73	22	.456
India	1.56	81	.570
Other Asia	1.70	60	.561
North Africa	1.00	4	.000
Other Africa	1.42	24	.504
Middle East	1.71	48	.582
Oceania	1.67	127	.807
Total	1.70	2887	.765

**Likely donation by education**

Scale = 1 extremely likely – 5 not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

What is the highest level of education you have achieved?	Mean	N	Std. Deviation
High school, A-levels, apprenticeship, etc.	1.82	355	.901

Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	1.70	1192	.774
Masters or equivalent	1.73	908	.723
Ph.D. or equivalent	1.59	491	.652
Total	1.70	2946	.759

#### Likely donation by sex

Scale = 1 Extremely likely - 5 Not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in

What is your gender?	Mean	N	Std. Deviation
Male	1.72	2597	.763
Female	1.59	433	.651
Transgender	1.71	7	1.113
Total	1.70	3037	.750

#### Likely donation by age

Scale = 1 Extremely likely - 5 Not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Age range	Mean	N	Std. Deviation
17 or younger	1.57	7	.535
18-29	1.66	508	.746
30-39	1.72	603	.769
40-49	1.74	532	.803
50-59	1.68	569	.753
60-69	1.68	558	.720

70-79	1.71	203	.710
80 or older	1.77	52	.731
Total	1.70	3032	.754

**Likely donation by marital status**

Scale = 1 Extremely likely - 5 Not likely at all

How likely would you say you are to donate to Wikipedia (either its headquarters and/or one of the national chapters) in the future?

Marital Status	Mean	N	Std. Deviation
Single	1.68	861	.771
Married without children	1.70	1155	.747
Married with children	1.72	593	.761
Total	1.70	2609	.758

**Reasons for donating across subgroups**

Those less prone to emphasize support for Wikipedia tend correspondingly to place less emphasis on the various reasons given for donating. (E.g., they place less emphasis on the importance of maintaining crowd-sourcing.) Women place slightly more emphasis on all reasons relative to men. In contrast, one does not see substantial variation across world regions, education, age, or marital status. See Tables following.



**Reasons for donating by level of support for Wikipedia**

Scale = 1 Extremely good reason – 5 Not a good reason at all

Thinking about Wikipedia and other causes you support, how would you personally rank your support for the organization?		Crowd sourced	To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
The most important cause you support	Mean	2.12	1.46	1.86	1.91	1.58	1.50	1.66
	N	201	211	207	204	213	209	207
	Std. Deviation	1.058	.835	1.101	1.081	.841	.856	.946
One of the two or three most important causes you support	Mean	2.18	1.37	1.90	2.00	1.65	1.41	1.61
	N	1172	1226	1213	1186	1223	1216	1221
	Std. Deviation	1.040	.664	1.046	1.030	.838	.730	.895
One of the many causes you support	Mean	2.28	1.53	1.91	2.40	1.78	1.56	1.75
	N	1533	1583	1563	1500	1578	1567	1564
	Std. Deviation	.985	.750	1.009	1.070	.845	.765	.921
One of the less important causes you support	Mean	2.70	1.75	2.15	3.06	2.11	1.82	2.14
	N	196	203	198	173	199	200	196
	Std. Deviation	1.179	.980	1.174	1.219	1.046	1.025	1.168
Not sure	Mean	2.34	1.56	1.89	2.39	1.92	1.69	1.98

	N	83	98	95	84	98	94	94
	Std. Deviation	.954	.787	1.047	1.018	1.052	.855	1.182
Total	Mean	2.26	1.48	1.92	2.25	1.74	1.52	1.72
	N	3185	3321	3276	3147	3311	3286	3282
	Std. Deviation	1.029	.750	1.042	1.099	.870	.786	.947

**Reasons by world region**

Scale = 1 Extremely good reason – 5 Not a good reason at all

Region		Crowd sourced	To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
North America	Mean	2.27	1.50	1.87	2.28	1.68	1.54	1.75
	N	1247	1283	1268	1205	1287	1270	1270
	Std. Deviation	1.038	.758	1.010	1.129	.817	.793	.953
Central/South America and Caribbean	Mean	2.18	1.41	1.99	2.17	1.94	1.57	1.50
	N	118	126	124	120	124	125	126
	Std. Deviation	1.035	.673	1.040	1.097	1.128	.766	.787
Western & Northern Europe	Mean	2.28	1.48	1.92	2.37	1.85	1.47	1.75
	N	615	634	630	596	631	630	624

	Std. Deviation	1.006	.744	1.039	1.094	.884	.703	.943
Eastern and Southern Europe	Mean	2.28	1.44	2.01	2.16	1.76	1.48	1.67
	N	482	515	506	487	509	511	503
	Std. Deviation	1.020	.755	1.098	1.058	.916	.784	.936
Japan	Mean	2.46	1.60	2.00	2.39	1.95	1.82	2.11
	N	37	43	41	38	37	40	38
	Std. Deviation	1.070	.791	.866	1.054	.815	.984	1.226
China	Mean	2.24	1.48	2.14	2.05	1.70	1.73	1.70
	N	21	23	22	22	23	22	23
	Std. Deviation	.831	.730	.990	.950	.974	1.077	.974
India	Mean	2.05	1.35	1.81	1.79	1.44	1.46	1.45
	N	76	83	78	78	80	81	82
	Std. Deviation	.951	.633	1.020	.958	.726	.822	.772
Other Asia	Mean	2.24	1.52	2.30	1.98	1.65	1.66	1.51
	N	58	66	64	63	66	62	65
	Std. Deviation	1.048	.949	1.305	1.114	.774	.867	.812
North Africa	Mean	1.33	2.25	1.50	1.50	1.25	1.25	1.75
	N	3	4	4	4	4	4	4
	Std. Deviation	.577	.500	.577	1.000	.500	.500	.957
Other Africa	Mean	2.48	1.39	1.86	2.08	1.71	1.22	1.58

	N	23	23	22	24	24	23	24
	Std. Deviation	1.082	.499	1.125	1.100	.859	.518	.881
Middle East	Mean	2.31	1.49	2.20	2.35	1.71	1.45	1.94
	N	45	47	46	49	49	49	49
	Std. Deviation	1.062	.655	1.067	.991	.890	.580	1.180
Oceania	Mean	2.11	1.38	1.81	2.35	1.74	1.44	1.57
	N	131	133	132	128	134	134	132
	Std. Deviation	1.042	.623	.974	1.147	.884	.720	.858
Total	Mean	2.26	1.47	1.92	2.26	1.74	1.51	1.71
	N	2856	2980	2937	2814	2968	2951	2940
	Std. Deviation	1.026	.744	1.040	1.104	.870	.773	.941

### Reasons by education

Scale = 1 Extremely good reason – 5 Not a good reason at all

What is the highest level of education you have achieved?		To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
High school, A-levels, apprenticeship, etc.	Mean	2.05	1.35	1.83	2.10	1.76	1.46
	N	351	368	364	347	364	365

	Std. Deviation	.901	.593	1.009	.983	.894	.720	.795
Diploma, Associate's Degree, Bachelors or Honors Degree, etc.	Mean	2.28	1.49	1.94	2.22	1.72	1.52	1.71
	N	1180	1236	1218	1168	1228	1224	1215
	Std. Deviation	1.047	.744	1.045	1.111	.837	.762	.964
Masters or equivalent	Mean	2.36	1.48	1.93	2.31	1.73	1.52	1.77
	N	894	930	915	885	928	922	928
	Std. Deviation	1.034	.761	1.039	1.093	.886	.784	.944
Ph.D. or equivalent	Mean	2.22	1.55	1.90	2.32	1.77	1.52	1.80
	N	480	504	496	467	502	495	494
	Std. Deviation	1.028	.799	1.036	1.131	.906	.809	.974
Total	Mean	2.26	1.48	1.92	2.25	1.74	1.51	1.72
	N	2905	3038	2993	2867	3022	3006	2999
	Std. Deviation	1.027	.744	1.037	1.096	.871	.772	.943

**Reasons by sex**

Scale = 1 Extremely good reason – 5 Not a good reason at all

What is your gender?		Crowd sourced	To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
Male	Mean	2.28	1.51	1.96	2.28	1.77	1.54	1.75
	N	2556	2668	2627	2525	2659	2642	2633
	Std. Deviation	1.020	.751	1.049	1.103	.876	.788	.950
Female	Mean	2.09	1.30	1.66	2.10	1.54	1.35	1.54
	N	435	453	448	425	452	449	449
	Std. Deviation	1.065	.672	.925	1.070	.754	.656	.868
Transgender	Mean	2.14	1.00	1.57	2.00	1.43	1.00	1.43
	N	7	7	7	7	7	7	7
	Std. Deviation	1.069	.000	.976	.816	.535	.000	.535
Total	Mean	2.25	1.48	1.91	2.25	1.73	1.51	1.72
	N	2998	3128	3082	2957	3118	3098	3089
	Std. Deviation	1.028	.743	1.037	1.099	.863	.772	.940

**Reasons by age**

Scale = 1 Extremely good reason – 5 Not a good reason at all

Age range		Crowd sourced	To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
17 or younger	Mean	1.86	1.14	1.14	1.29	1.14	1.14	1.33
	N	7	7	7	7	7	7	6
	Std. Deviation	1.069	.378	.378	.488	.378	.378	.816
18-29	Mean	2.43	1.41	2.04	2.05	1.64	1.59	1.61
	N	495	520	511	506	521	511	517
	Std. Deviation	1.049	.702	1.096	1.055	.851	.854	.925
30-39	Mean	2.30	1.38	2.01	2.22	1.65	1.52	1.65
	N	581	615	611	585	615	611	610
	Std. Deviation	1.026	.639	1.073	1.056	.821	.777	.901
40-49	Mean	2.25	1.51	2.01	2.30	1.81	1.52	1.74
	N	535	548	542	528	549	541	545
	Std. Deviation	1.007	.785	1.078	1.131	.885	.811	.966
50-59	Mean	2.22	1.56	1.83	2.31	1.76	1.51	1.77
	N	574	598	590	557	592	590	584
	Std. Deviation	1.070	.844	.968	1.154	.852	.750	.984

60-69	Mean	2.13	1.48	1.78	2.32	1.77	1.44	1.75
	N	556	570	562	534	569	571	568
	Std. Deviation	.994	.712	.998	1.087	.876	.704	.926
70-79	Mean	2.12	1.56	1.71	2.36	1.88	1.52	1.84
	N	196	214	208	192	211	214	207
	Std. Deviation	.969	.753	.924	1.098	.926	.683	.925
80 or older	Mean	2.29	1.60	1.72	2.37	1.67	1.61	1.78
	N	51	53	50	46	51	51	50
	Std. Deviation	.944	.716	.757	1.082	.887	.802	.887
Total	Mean	2.25	1.48	1.91	2.25	1.73	1.52	1.71
	N	2995	3125	3081	2955	3115	3096	3087
	Std. Deviation	1.028	.742	1.036	1.101	.864	.773	.940

### Reasons by marital status

Scale = 1 Extremely good reason – 5 Not a good reason at all

Marital Status		Crowd sourced	To keep Wikipedia free for all users	To keep Wikipedia free of advertising	Because Wikipedia is more than a tool, it's changing the world	Because I feel it's important to support something I use so heavily	To maintain Wikipedia's independence and objectivity	To provide access to knowledge to people who otherwise wouldn't be able to afford it
Single	Mean	2.27	1.41	1.93	2.12	1.60	1.53	1.59
	N	840	880	875	844	877	870	873



	Std. Deviation	1.023	.717	1.063	1.097	.811	.830	.899
Married without children	Mean	2.27	1.48	1.89	2.35	1.80	1.49	1.78
	N	1143	1189	1164	1109	1183	1181	1169
	Std. Deviation	1.019	.730	1.011	1.096	.884	.718	.952
Married with children	Mean	2.26	1.55	2.05	2.22	1.76	1.54	1.74
	N	596	616	606	589	615	604	608
	Std. Deviation	1.040	.793	1.073	1.093	.883	.787	.962
Total	Mean	2.27	1.47	1.94	2.24	1.73	1.51	1.71
	N	2579	2685	2645	2542	2675	2655	2650
	Std. Deviation	1.025	.742	1.044	1.100	.865	.772	.941

### **Postscript**

See the Executive Summary at the beginning of this report for a synthesis of main findings. Also: The analysis above was selective, concentrating on main issues. Analysis of additional variables is available upon request. So is further probing of any given finding.

**APPENDIX A: OTHER ITEMS AND ADDITIONAL DETAIL**

**Thinking about a typical visit to Wikipedia, would you say you are more likely to be hunting for some specific information or are you browsing with no particular objective?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hunting for specific information	3094	82.3	82.9	82.9
	Browsing with no particular objective	34	.9	.9	83.9
	Both are equally likely	597	15.9	16.0	99.9
	Not sure	5	.1	.1	100.0
	Total	3730	99.2	100.0	
Missing	0	30	.8		
Total		3760	100.0		

**Would you say you contribute information or edit articles more or less often than you did a year ago?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More often	176	4.7	16.1	16.1
	Less often	270	7.2	24.8	40.9
	Like I said, I only did it once or twice	644	17.1	59.1	100.0
	Total	1090	29.0	100.0	
Missing	0	2670	71.0		
Total		3760	100.0		

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Likelihood of contributing/editing in the next year?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely to contribute and/or edit more	303	8.1	28.1	28.1
	Likely to contribute and/or edit at about the same level	625	16.6	58.0	86.2
	Likely to contribute and/or edit less	149	4.0	13.8	100.0
	Total	1077	28.6	100.0	
Missing	0	2683	71.4		
Total		3760	100.0		

How likely would you say you are to recommend Wikipedia to a friend?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	67	1.8	1.9	1.9
	2	10	.3	.3	2.2
	3	9	.2	.3	2.4
	4	3	.1	.1	2.5
	5	16	.4	.5	3.0
	6	17	.5	.5	3.4
	7	59	1.6	1.7	5.1
	8	238	6.3	6.7	11.8

	9	457	12.2	12.9	24.6
	10	2678	71.2	75.4	100.0
	Total	3554	94.5	100.0	
Missing	0	206	5.5		
Total		3760	100.0		

**Interest in a live web page with information about the most-visited, most-talked about, or most-edited articles on Wikipedia?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	256	6.8	7.9	7.9
	Very interested	664	17.7	20.6	28.5
	Somewhat interested	1079	28.7	33.4	61.9
	Not that interested	742	19.7	23.0	84.8
	Not at all interested	457	12.2	14.1	99.0
	Not sure	33	.9	1.0	100.0
	Total	3231	85.9	100.0	
Missing	0	529	14.1		
Total		3760	100.0		

**A monthly email update with news, stories, and inspiring tidbits from Wikipedia?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	222	5.9	6.9	6.9
	Very interested	553	14.7	17.1	24.0

	Somewhat interested	998	26.5	30.9	54.8
	Not that interested	822	21.9	25.4	80.2
	Not at all interested	608	16.2	18.8	99.0
	Not sure	31	.8	1.0	100.0
	Total	3234	86.0	100.0	
Missing	0	526	14.0		
Total		3760	100.0		

**The opportunity to be a beta tester or serve on an advisory panel for new features and projects?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	273	7.3	8.5	8.5
	Very interested	478	12.7	14.8	23.3
	Somewhat interested	954	25.4	29.6	52.9
	Not that interested	903	24.0	28.0	80.8
	Not at all interested	549	14.6	17.0	97.9
	Not sure	69	1.8	2.1	100.0
	Total	3226	85.8	100.0	
Missing	0	534	14.2		
Total		3760	100.0		

**An email update whenever you have news of high importance and of general interest?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	209	5.6	6.5	6.5
	Very interested	566	15.1	17.6	24.1
	Somewhat interested	1039	27.6	32.3	56.4
	Not that interested	858	22.8	26.7	83.1
	Not at all interested	480	12.8	14.9	98.0
	Not sure	65	1.7	2.0	100.0
	Total	3217	85.6	100.0	
Missing	0	543	14.4		
Total		3760	100.0		

**An occasional email update about new developments, new functionality, etc.?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	224	6.0	6.9	6.9
	Very interested	749	19.9	23.1	30.0
	Somewhat interested	1354	36.0	41.8	71.8
	Not that interested	564	15.0	17.4	89.1
	Not at all interested	333	8.9	10.3	99.4
	Not sure	19	.5	.6	100.0
	Total	3243	86.3	100.0	
Missing	0	517	13.8		
Total		3760	100.0		

**Hands-on training on how to contribute and edit articles on Wikipedia?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely interested	285	7.6	8.8	8.8
	Very interested	619	16.5	19.1	28.0
	Somewhat interested	1106	29.4	34.2	62.2
	Not that interested	788	21.0	24.4	86.5
	Not at all interested	398	10.6	12.3	98.9
	Not sure	37	1.0	1.1	100.0
	Total	3233	86.0	100.0	
Missing	0	527	14.0		
Total		3760	100.0		

**Frequency of using online publications, social networks and other services**

**Care2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	78	2.1	2.5	2.5
	Other response	3041	80.9	97.5	100.0
	Total	3119	83.0	100.0	
Missing	.00	641	17.0		
Total		3760	100.0		

**LinkedIn**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	753	20.0	23.9	23.9
	Other response	2398	63.8	76.1	100.0
	Total	3151	83.8	100.0	
Missing	.00	609	16.2		
Total		3760	100.0		

**Twitter or other microblogging platforms**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	601	16.0	19.0	19.0
	Other response	2560	68.1	81.0	100.0



Total		3161	84.1	100.0
Missing	.00	599	15.9	
Total		3760	100.0	

**Del.icio.us**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	171	4.5	5.5	5.5
	Other response	2944	78.3	94.5	100.0
	Total	3115	82.8	100.0	
Missing	.00	645	17.2		
Total		3760	100.0		

**Flickr or other photo-sharing site**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	820	21.8	26.0	26.0
	Other response	2338	62.2	74.0	100.0
	Total	3158	84.0	100.0	
Missing	.00	602	16.0		
Total		3760	100.0		

**Facebook**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	1708	45.4	53.5	53.5
	Other response	1487	39.5	46.5	100.0
	Total	3195	85.0	100.0	
Missing	.00	565	15.0		
Total		3760	100.0		

**YouTube**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	2507	66.7	78.2	78.2
	Other response	697	18.5	21.8	100.0
	Total	3204	85.2	100.0	
Missing	.00	556	14.8		
Total		3760	100.0		

**MySpace**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a month	168	4.5	5.3	5.3
	Other response	2978	79.2	94.7	100.0
	Total	3146	83.7	100.0	

Missing	.00	614	16.3	
Total		3760	100.0	

**Which one or two of the following news sources would you say you personally use most often?**

**Facebook posts**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	137	3.6	100.0	100.0
Missing	Not selected	3623	96.4		
Total		3760	100.0		

**Newspaper web sites**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1344	35.7	100.0	100.0
Missing	Not selected	2416	64.3		
Total		3760	100.0		

**Radio news or talk shows**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	787	20.9	100.0	100.0
Missing	Not selected	2973	79.1		

**Radio news or talk shows**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	787	20.9	100.0	100.0
Missing	Not selected	2973	79.1		
Total		3760	100.0		

**Print newspapers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	870	23.1	100.0	100.0
Missing	Not selected	2890	76.9		
Total		3760	100.0		

**Twitter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	3.3	100.0	100.0
Missing	Not selected	3637	96.7		
Total		3760	100.0		

**Print news magazines (such as Newsweek or Paris Match)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	251	6.7	100.0	100.0
Missing	Not selected	3509	93.3		
Total		3760	100.0		

**News-oriented websites (such as BBC or Huffington Post)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1102	29.3	100.0	100.0
Missing	Not selected	2658	70.7		
Total		3760	100.0		

**Other websites such as Google News, blogs, or aggregators**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1076	28.6	100.0	100.0
Missing	Not selected	2684	71.4		
Total		3760	100.0		

**Wikipedia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	474	12.6	100.0	100.0
Missing	Not selected	3286	87.4		
Total		3760	100.0		

**What is your home country?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	United States of America	1169	31.1	38.4	38.4
	Andorra	1	.0	.0	38.4
	Argentina	15	.4	.5	38.9
	Armenia	1	.0	.0	38.9
	Aruba	1	.0	.0	39.0
	Australia	117	3.1	3.8	42.8
	Austria	52	1.4	1.7	44.5
	Bahrain	1	.0	.0	44.6
	Belarus	2	.1	.1	44.6
	Belgium	44	1.2	1.4	46.1
	Bolivia	2	.1	.1	46.1
	Bosnia and Herzegovina	1	.0	.0	46.2
	Brazil	51	1.4	1.7	47.8

Bulgaria	14	.4	.5	48.3
Canada	143	3.8	4.7	53.0
Chile	7	.2	.2	53.2
China	23	.6	.8	54.0
Colombia	7	.2	.2	54.2
Costa Rica	1	.0	.0	54.3
Cyprus	2	.1	.1	54.3
Czech Republic	20	.5	.7	55.0
Denmark	22	.6	.7	55.7
Dominican Republic	1	.0	.0	55.7
Ecuador	2	.1	.1	55.8
Egypt	3	.1	.1	55.9
El Salvador	1	.0	.0	55.9
Estonia	2	.1	.1	56.0
Finland	27	.7	.9	56.9
France	69	1.8	2.3	59.1
Germany	165	4.4	5.4	64.6
Ghana	1	.0	.0	64.6
Greece	27	.7	.9	65.5
Guatemala	1	.0	.0	65.5
Honduras	1	.0	.0	65.6
Hong Kong	9	.2	.3	65.8
Hungary	9	.2	.3	66.1
Israel	26	.7	.9	67.0
Italy	192	5.1	6.3	73.3
Japan	54	1.4	1.8	75.1

Jordan	2	.1	.1	75.1
Kazakhstan	2	.1	.1	75.2
Kenya	2	.1	.1	75.3
Korea	8	.2	.3	75.5
Kuwait	2	.1	.1	75.6
Lebanon	4	.1	.1	75.7
Lithuania	5	.1	.2	75.9
Luxembourg	5	.1	.2	76.1
Macao	1	.0	.0	76.1
Macedonia	1	.0	.0	76.1
Malaysia	9	.2	.3	76.4
Mexico	19	.5	.6	77.0
Mongolia	1	.0	.0	77.1
Netherlands	10	.3	.3	77.4
New Zealand	17	.5	.6	78.0
Norway	30	.8	1.0	78.9
Pakistan	4	.1	.1	79.1
Panama	4	.1	.1	79.2
Paraguay	1	.0	.0	79.2
Peru	1	.0	.0	79.3
Philippines	3	.1	.1	79.4
Poland	21	.6	.7	80.1
Portugal	24	.6	.8	80.9
Puerto Rico	6	.2	.2	81.1
Qatar	1	.0	.0	81.1
Romania	16	.4	.5	81.6



Russian Federation	54	1.4	1.8	83.4
Samoa	1	.0	.0	83.4
Saudi Arabia	8	.2	.3	83.7
Serbia	1	.0	.0	83.7
Singapore	3	.1	.1	83.8
Slovakia	9	.2	.3	84.1
Slovenia	9	.2	.3	84.4
South Africa	21	.6	.7	85.1
Spain	91	2.4	3.0	88.1
Indonesia	8	.2	.3	88.3
Sweden	21	.6	.7	89.0
Switzerland	23	.6	.8	89.8
Syrian Arab Republic	2	.1	.1	89.9
Taiwan	5	.1	.2	90.0
Tajikistan	1	.0	.0	90.0
Thailand	9	.2	.3	90.3
Trinidad and Tobago	1	.0	.0	90.4
Tunisia	1	.0	.0	90.4
Turkey	15	.4	.5	90.9
Ukraine	10	.3	.3	91.2
United Arab Emirates	4	.1	.1	91.4
United Kingdom	172	4.6	5.6	97.0
Uruguay	2	.1	.1	97.1
Uzbekistan	1	.0	.0	97.1
Venezuela	2	.1	.1	97.2
Vietnam	1	.0	.0	97.2

	India	85	2.3	2.8	100.0
	Total	3045	81.0	100.0	
Missing	0	715	19.0		
Total		3760	100.0		

### Region of the World

		Region			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North America	1312	34.9	43.1	43.1
	Central/South America and Caribbean	126	3.4	4.1	47.2
	Western & Northern Europe	641	17.0	21.1	68.3
	Eastern and Southern Europe	525	14.0	17.2	85.5
	Japan	54	1.4	1.8	87.3
	China	23	.6	.8	88.0
	India	85	2.3	2.8	90.8
	Other Asia	66	1.8	2.2	93.0
	North Africa	4	.1	.1	93.1
	Other Africa	24	.6	.8	93.9
	Middle East	50	1.3	1.6	95.6
	Oceania	135	3.6	4.4	100.0
	Total	3045	81.0	100.0	
Missing	.00	715	19.0		
Total		3760	100.0		

**Urban or rural**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large city	1271	33.8	39.5	39.5
	Small-to-medium size city	846	22.5	26.3	65.8
	Small town	406	10.8	12.6	78.5
	Suburban	403	10.7	12.5	91.0
	Rural or sparsely populated area	284	7.6	8.8	99.8
	Not sure	5	.1	.2	100.0
	Total	3215	85.5	100.0	
Missing	0	545	14.5		
Total		3760	100.0		