

Survey responses

Feb 15, 2017



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Background

A survey was created to recruit participants for upcoming user studies (eg. iOS Diary study and persona interviews for Android and iOS). A recruiting message with a link to the survey was shown in an announcement card at the top of the Explore feed on Android and iOS from February 9-13.

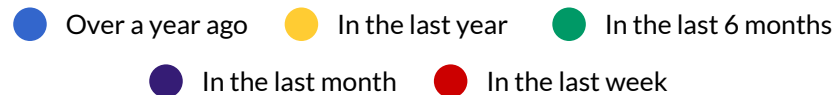
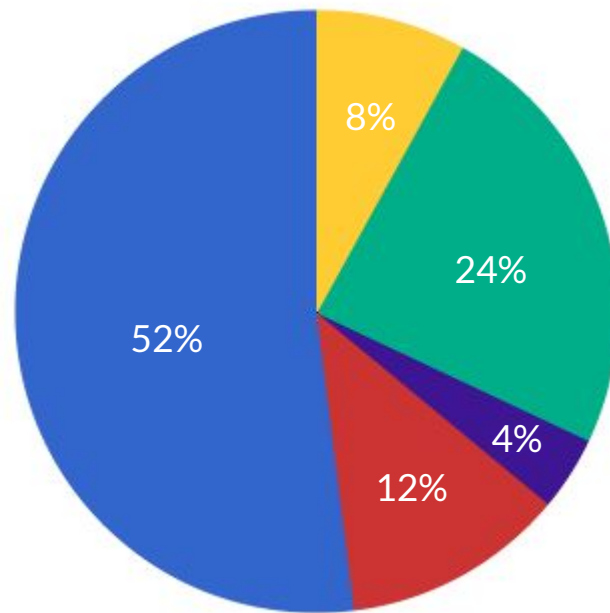
Along with gathering a list of potential participants, we were also able to collect information related to app usage, motivation and demographic information.

View the survey here: <https://goo.gl/forms/dTFrhEoEKHnf4h7h2>

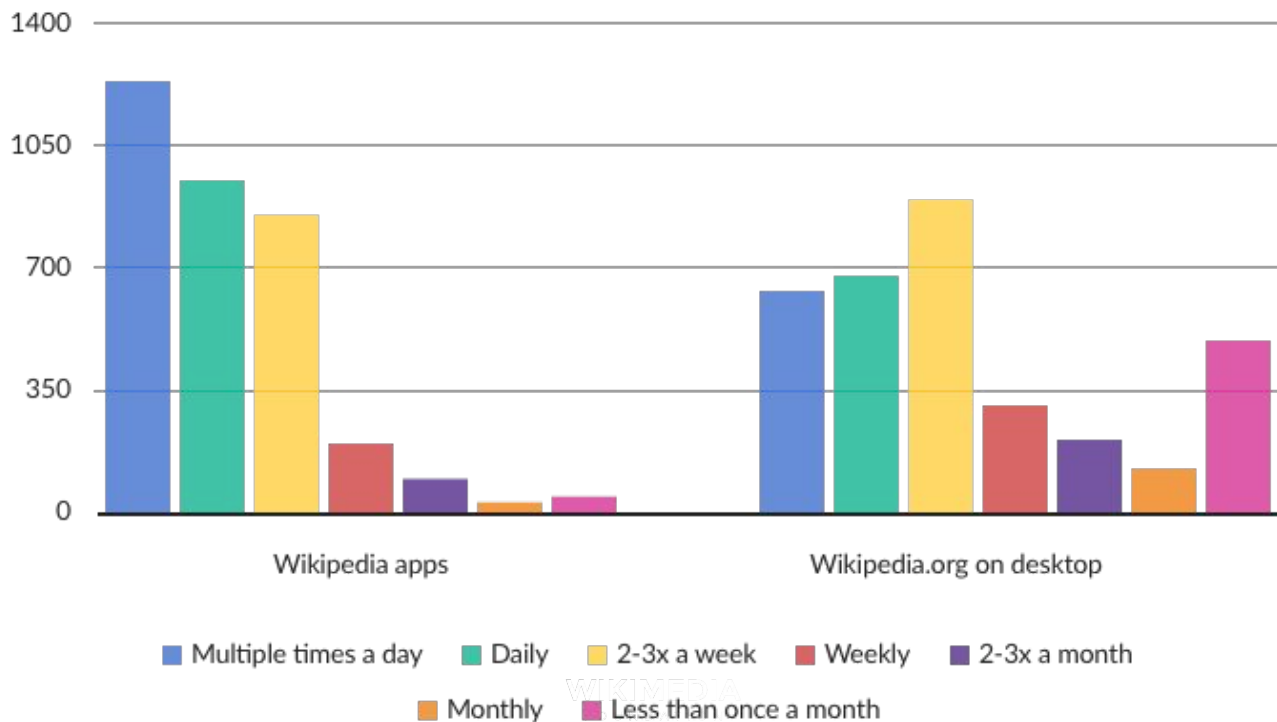
Demographic information

- **3438 survey respondents**
Android (48.9%), iOS (49.4%)
- **52 different countries**
US (71.3%), UK (13.8%), CA (7.1%)
- **The majority of respondents were between the ages of 26 and 59**
40-59 (34.6%), 26-39 (31.9%), 60-75 (13.9%), 18-25 (13%), under 18 (4.8%), 75 or older (1.4%)
- **Around 350 respondents read Wikipedia in multiple languages**
Around 10% of responses
- **Most respondents own multiple devices**
iPhone (51.7%), Android phone (51%), Android tablet (30.6%), iPad (25.7%), other (10.2%), iPad mini (9.9%), iPad pro (4.4%)
- **Less than half of respondents have edited or contributed to Wikipedia**
Never edited (60.9%), Once or twice (32.2%), Regularly (6.9%)

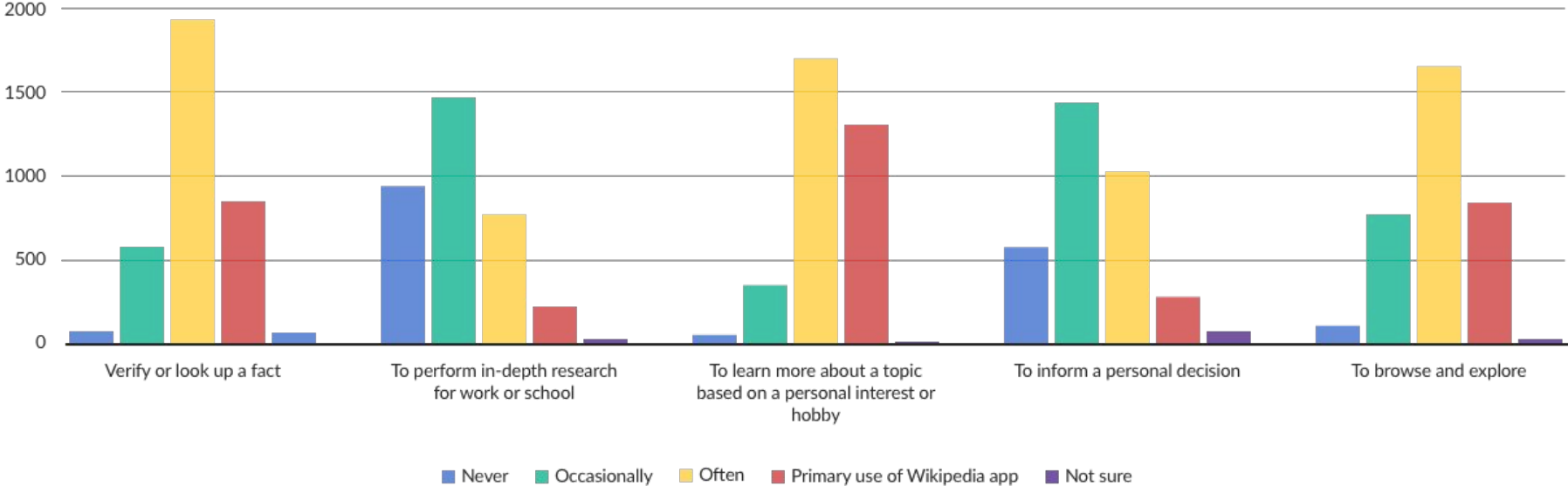
When did you download the Wikipedia app?



How often do you use...



What are your common uses for the app?



Appendix

Survey: <https://goo.gl/forms/dTFrhEoEKHnf4h7h2>

Anonymized survey results:

https://docs.google.com/a/wikimedia.org/spreadsheets/d/1GXmF8KAVSZ0wQBdCQRkp3t-Q9_iKLy724PccqOE-G_I/edit?usp=sharing

Phabricator ticket: <https://phabricator.wikimedia.org/T156419>