

Self-reported donors are most likely to cite their frequent use of Wikipedia as the primary reason for their donation. They are less likely to frame their donation in ideological terms (supporting free knowledge for all).

- Australians and New Zealanders are particularly likely to cite the fundraising message itself as the impetus for their decision to donate.

Why Donated to Wikipedia*	United States	Canada	Australia/New Zealand	United Kingdom
I use Wikipedia Often and Want to Support It	73	78	54	75
The Fundraising Message was Sincere and Appropriate	15	7	29	13
I Support Free Knowledge for All	7	7	9	6
I Want Wikipedia to Stay Online	4	7	6	4
To Keep Wikipedia Ad-free	1	0	2	3
None of the Above	0	0	0	0

*Asked only of those who reported having made a financial donation to Wikipedia

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