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WIKIMEDIA
FOUNDATION

WIKIPEDIA MOBILE READER TOPLINE



Examining Attitudes and Behavior

This research was conducted via an online survey from October 6th -24th on Lime Survey.

This survey was completed by a total of 16,558 respondents. We excluded some of these respondents from the survey as part of our data cleaning process. The variables that were used as cleaning criteria and the number of respondents who qualified these criteria are mentioned below:

Condition	Respondents
All Respondents	16,558
Wiki URLs	15,710
Read Wikipedia on Mobile (B2B)*	14,435
Those who selected less than 5 languages (B1A)	14,035
Those who selected less than 19 activities (B2A)	13,952
Those who did not select the maximum response of 999 (B4)	13,925
Those who selected up to 5 Apps (B10)	13,797
Those who did not give same rating to all stubs or gave lowest rating to all stubs (D3)	12,354
Those who did not give same rating to all stubs (D4)	11,615
Those who did not give same rating to all stubs (D7)	10,947
Those who did not give same rating to all stubs (D8)	9,026
Those aged between 12 and 90 (G1a)	9,012
Those who took more than 5 minutes to complete the survey	9,011
Those who followed all skip logic conditions and gave all necessary responses	9,007

After removing these respondents, we were left with a total of 9,007 respondents.

This survey had an almost equal representation of editors (47%) and non-editors (53%). Their gender breaks were as follows:

	Total	Editors	Non-Editors
Male	83%	90%	76%
Female	17%	10%	23%
Others	0%	0%	1%

We weighted the data so that all the above three categories had their gender breaks in line with the breaks for Non-Editors. That is:

- Male: 76%
- Female: 23%
- Others: 1%

S2. Are you 14 years of age or older?

Base: All Respondents (9,007)

100% Yes
0% No

S3. Which language of Wikipedia do you read primarily?

Base: All Respondents (9,007)

22% English
17% Spanish
14% Japanese
13% Russian
11% French
10% German
7% Portuguese
3% Turkish
1% Arabic
1% Simplified Chinese
1% Traditional Chinese

S4. In which country do you live?

Base: All Respondents (9,007)

14% Japan
9% France
9% Russia
9% Germany
7% Brazil
7% United States
5% Mexico
4% United Kingdom
3% Turkey
3% Spain
2% Argentina
2% Colombia
2% Australia

2% Ukraine
2% Canada

Showing values greater than 1%

S5A. Do you own or have access to a mobile or cellular phone?

Base: All Respondents (9,007)

100% Yes
0% No

S5B. Which of the following devices do you own or have access to?

Base: All Respondents (9,007)

80% A laptop computer or netbook
75% A desktop computer
50% A digital music player such as an iPod
29% A portable gaming device such as a PSP or Nintendo DS
18% A tablet such as an iPad
8% An e-reader such as an Amazon Kindle
3% None of the above

S6. How often have you accessed Wikipedia articles on your mobile phone in the past 6 months?

Base: All Respondents (9,007)

Top 2 Box: 58%

24% Extremely often
35% Often
30% Sometimes
11% Rarely
0% Never

Mean: 3.71

Section II: Mobile Subscription and Data Usage

A1. What type of phone do you have?

Base: All Respondents (9,007)

- 77% A smartphone
- 18% A feature phone
- 4% A basic phone
- 1% I don't know

A2. What type of operating system (OS) do you currently have on your mobile phone?

Base: All Respondents (9,007)

- 31% Android
- 20% Apple iOS
- 12% Symbian
- 8% Blackberry RIM
- 3% Windows Mobile / Windows Phone Classic
- 1% Windows Phone 7
- 1% Bada
- 1% Linux
- 9% Other
- 14% I don't know

A3. Which of the following carriers or providers is your primary cell phone service? If you have more than one cell phone service, please choose the one you use most often.

Base: All Respondents (9,007)

- 6% NTT docomo
- 4% Au
- 4% SoftBank Mobile
- 3% Orange
- 3% T-Mobile
- 3% TIM
- 3% MTS
- 3% O2
- 3% Bouygues
- 3% AT&T/Cingular
- 3% SFR
- 2% Beeline



- 2% Vodafone
- 2% Verizon Wireless
- 2% MegaFon
- 2% Vivo
- 2% E-Plus

Showing values greater than 1%

A4. Do you currently pay for a data plan that allows you to access web information, send emails, browse the web, watch videos, etc. online?

Base: All Respondents (9,007)

- 74% Yes
- 22% No
- 4% I don't know

A5. Which of the following statements best describes the structure of your data plan?

BASE: Those currently pay for a data plan (6,700)

- 45% I pay for unlimited data usage at the end of the month
- 30% I pay for a fixed amount of data at the end of the month
- 22% I have a pre-paid plan
- 3% None of the above

A6. What prompted you to sign up for a data plan on your mobile phone?

BASE: Those currently pay for a data plan (6,700)

- 90% To search for information on the Internet
- 72% To have access to email
- 64% To search for information in Wikipedia
- 62% To have access to maps, location & GPS services
- 56% To have access to current news stories
- 54% To have access to social networking sites like Facebook, Myspace and Orkut
- 29% To use instant messaging services like AIM or BBM
- 27% To have access to sports & entertainment news
- 10% Not selected
- 20% Other

A7. Which of the following statements best describes how expensive your data plan is relative to other expenses that you have?

BASE: Those currently pay for a data plan (6,700)

- 54% It is not a significant monthly expense for my household
- 32% It is a significant monthly expense, but I am not concerned about it
- 11% It is a significant monthly expense and my household actively manages our usage
- 2% It is expensive and my household struggles to afford it
- 1% It is expensive and we will likely stop using it due to the cost

A8. If certain mobile phone service providers provided Wikipedia for free on their data plans, how might that impact your actions? Please choose all that apply.

BASE: Those currently pay for a data plan (6,700)

- 52% I would use Wikipedia more
- 39% It would not make a difference to me
- 28% I would be more likely to buy from that mobile provider
- 16% I would switch my provider for free access to Wikipedia

A9. Which of the following situations makes it difficult for you to read Wikipedia articles on a mobile phone? Please select your top 3 reasons.

Base: All Respondents (9,007)

- 33% Difficult to read
- 28% My mobile phone provider or mobile phone is slow
- 24% My mobile phone or browser doesn't display Wikipedia pages correctly
- 21% Requires too much data usage
- 3% My mobile phone or browser can't render Wikipedia pages in my language
- 15% Other
- 31% None of the above

A10. How much more would you read Wikipedia articles on your mobile phone if it didn't require as much data usage?

BASE: Those who selected 'Required too much data usage' in A9 (1,888)

- 53% Significantly more
- 35% Somewhat more
- 12% No change--about the same

Section III: General Wiki Mobile Usage

B1A. Which language version(s) of Wikipedia do you read on your mobile phone? Please choose all that apply.

Base: All Respondents (9,007)

- 76% English
- 23% Spanish
- 17% French
- 16% Japanese
- 15% German (Deutsch)
- 14% Russian
- 9% Portuguese (Portuguesa)
- 4% Turkish
- 2% Arabic
- 2% Italian (Italiana)
- 1% Simplified Chinese
- 1% Traditional Chinese

B1B. Which language Wikipedia do you primarily read on your mobile phone? Please choose one.

Base: All Respondents (9,007)

- 24% English
- 16% Spanish
- 14% Japanese
- 13% Russian
- 11% French
- 10% German
- 7% Portuguese
- 3% Turkish
- 1% Simplified Chinese
- 1% Arabic

B1C. On which devices do you plan to read Wikipedia articles in the next year (even if you currently read articles on them now)? Please select all that apply.

Base: All Respondents (9,007)

- 90% A mobile or cellular phone
- 80% A laptop computer or netbook
- 71% A desktop computer
- 33% A tablet such as an iPad
- 15% A digital music player such as an iPod
- 9% A portable gaming device such as a PSP or Nintendo DS
- 7% An e-reader such as an Amazon Kindle

B2A. Below is a list of activities some people may do regularly on their mobile phone. Please select the ones you do (if at all) in a typical week. (Not Mandatory)

Base: All Respondents (8,991)

99% Net: PRODUCTIVITY

89% Searching for information using a search engine like Google

76% Read Wikipedia

71% Send or read Email

51% Read newspaper articles

41% Finding specific information relevant to your location

96% Net: COMMUNICATION & SOCIAL MEDIA

74% Texting/SMS

64% Reading or posting on social networking websites like Facebook, Orkut or Google+

38% Accessing Twitter or similar micro-blogging websites

31% Instant messaging services like AIM or BBM

27% Blogging or reading blogs

26% Virtually checking into at places you visit on sites like Foursquare or Facebook

89% Net: ENTERTAINMENT

62% Downloading or listening to music

55% Sharing/viewing photos

51% Playing games downloaded on your phone like Angry Birds

49% Sharing/watching videos

33% Listening to the radio/podcasts

8% Playing online games like Farmville

35% Net: FINANCING & SPENDING

23% Using a feature/app for mobile banking

20% Online mobile shopping

25% Other

B2B. Think about all the times you have read articles in Wikipedia. On which devices have you EVER read Wikipedia? Please select all that apply.

Base: All Respondents (9,007)

99% A mobile or cellular phone

90% A desktop computer

88% A laptop computer or netbook

29% A tablet such as an iPad

21% A digital music player such as an iPod

13% A portable gaming device such as a PSP or Nintendo DS

6% An e-reader such as an Amazon Kindle

B4. Approximately how long do you spend reading Wikipedia articles on your mobile phone on average each week, in minutes?

BASE: Those who Read Wikipedia AND those who mentioned up to 600 minutes (6,814)

Mean: 73.35 minutes

B5A. Below is a list of general Wikipedia activities that some people may do regularly on their computer. For each one, please indicate which of the following you like to do on a laptop/desktop computer.

Base: All Respondents (9,007)

- 94% Read articles for specific information I am searching for
- 60% Browse articles casually
- 45% Look up current events
- 44% Read featured articles
- 40% Search in multiple languages
- 25% Save an article on my computer to read later
- 12% Submit bugs or errors found on the site
- 11% Email articles to read later
- 11% Email articles to read across devices
- 14% Other
- 1% None of the above

B5B. Of the following activities that you do on your laptop/desktop computer, please indicate how frequently you do each of them on average each week.

Base: Those who select each activity in B5A

- 59% Read articles for specific information I am searching for
- 27% Look up current events
- 25% Browse articles casually
- 23% Search in multiple languages
- 19% Read featured articles
- 14% Save an article on my phone to read later
- 13% Email articles to read later
- 12% Email articles to read across devices
- 10% Submit bugs or errors found on the site
- 33% Other

Top 2 Box % Represented

B6A. Below is a list of general Wikipedia activities that some people may do regularly on their mobile phone. For each one, please indicate which of the following you like to do on your mobile phone.

Base: All Respondents (9,007)

- 92% Read articles for specific information I am searching for
- 34% Browse articles casually
- 32% Look up current events
- 26% Read featured articles
- 20% Search in multiple languages
- 15% Save an article on my phone to read later
- 9% Email articles to read across devices
- 8% Email articles to read later
- 4% Submit bugs or errors found on the site
- 8% Other
- 2% None of the above

B6B. Of the following activities that you do on your mobile phone, please indicate how frequently you do each of them on average each week.

Base: Those who select each activity in B6A

- 40% Read articles for specific information I am searching for
- 24% Look up current events
- 22% Read featured articles
- 22% Search in multiple languages
- 21% Browse articles casually
- 19% Save an article on my phone to read later
- 17% Email articles to read later
- 16% Email articles to read across devices
- 9% Submit bugs or errors found on the site
- 32% Other

Top 2 Box % Represented

B7. When you need to do one of the following activities, how do you do it?

Base: All Respondents (9,007)

	Read Wikipedia	Check social media updates	Read news	Search for information
I click on a mobile app which I previously downloaded to my	17%	40%	25%	12%
I open the program through my	5%	12%	8%	8%

phone's hard disk				
I open a mobile web browser to access and do the activity	74%	26%	50%	76%
I do not do this on my phone	4%	22%	17%	4%

B8. Which of the following experiences have you had in the past while using Wikipedia on your mobile phone? Please select all that apply.

Base: All Respondents (9,007)

- 44% Page loaded slowly because I did not have a fast mobile Internet connection
- 29% Page loaded slowly because there were too many pictures or images
- 24% I was unable to find the information that I was looking for
- 21% I was unable to open a page and/or received an error message
- 19% I lost access to the page before I had finished reading it
- 17% Page loaded slowly because I have had an older or slower phone
- 15% I received an error message
- 26% None of the above

B9. Have you ever used a Wikipedia app (whether an online or offline one) before?

BASE: Those who have read Wikipedia on mobile or cellular phone (8,904)

- 32% Yes
- 53% No
- 15% Not sure

B10. Which third party online and/or offline Wikipedia apps have you used? Please choose all that apply.

BASE: Those who have used a Wikipedia App (2,918)

- 80% Net: ONLINE APPS**
- 57% Wikipedia
- 17% Wapedia
- 11% Wikipanion
- 5% iWiki
- 4% Articles - The Wikipedia App
- 4% Wikiamo
- 4% WikiWiki
- 2% Quickpedia
- 2% Wikihood
- 2% World Wiki
- 2% Discover
- 1% Simplepedia



1%	Wiki Hunt
21%	Net: OFFLINE APPS
6%	Wikipedia Search
5%	WikiDroid for Wikipedia
5%	Wikipanion
3%	Wikipedia Reader
2%	Pocket Wikipedia
1%	The Offline Wikipedia
1%	All of Wikipedia
1%	Kiwix
1%	Offline Wiki Pro

B11. Which of the following sites have you visited on your mobile phone?

Base: All Respondents (9,007)

51%	wikipedia.org
35%	m.wikipedia.org (or xx.m.wikipedia.org)
25%	mobile.wikipedia.org
27%	I don't know

Section IV: Mobile Access to Wikipedia

C1. Where do you access Wikipedia on your mobile phone?

Base: All Respondents (9,007)

- 77% In my home
- 61% In public transit like while traveling on bus or train
- 59% At a school/university
- 38% At a bar or restaurant
- 38% In my office
- 26% In a retail store
- 24% At a hotel
- 23% At an airport
- 20% In a public library
- 17% At an Internet shop/cafe
- 6% At a post office
- 5% At a copy making store
- 20% Other

C2. Thinking about each time you access Wikipedia on your mobile phone, how much time do you spend on the site on average?

Base: All Respondents (9,007)

- 2% Less than a minute
- 34% 1 - 5 minutes
- 34% 6 - 10 minutes
- 22% 11 - 30 minutes
- 6% 31 - 60 minutes
- 2% More than an hour

C3. How do you primarily access articles on Wikipedia from your mobile phone?

Base: All Respondents (9,007)

- 28% I use a search engine and Wikipedia is the first result
- 26% I use a search engine and look for Wikipedia in the search results
- 19% I search specifically for a topic on Wikipedia.org
- 8% I use a Wikipedia app on my phone
- 8% I go directly to Wikipedia.org
- 5% I use a bookmark
- 4% I use a Wikipedia search tool provided with my phone

- 1% Other
- 1% I am not sure

C4. How would you ideally like to access Wikipedia on your mobile phone?

Base: All Respondents (9,007)

- 32% Use a Wikipedia app on my phone
- 19% Use a search engine to access Wikipedia as the first result
- 14% Search specifically for a topic on Wikipedia.org
- 12% Use a Wikipedia search tool provided with my phone
- 7% Go directly to Wikipedia.org
- 7% Use a search engine to look for Wikipedia in the search result
- 3% Use a bookmark
- 1% Other
- 5% I am not sure

C5. How much more would you access Wikipedia on your mobile phone if it were easier or faster?

Base: All Respondents (9,007)

- 39% Significantly more
- 34% No change-about the same
- 27% Somewhat more

C6. Why do you choose to access Wikipedia content on your mobile phone? Please select all that apply.

Base: All Respondents (9,007)

- 78% It is more convenient for finding information while I am on-the-go
- 45% I usually need to access Wikipedia information when I am on-the-go
- 38% I read Wikipedia only on mobile phone when I don't have access to a computer or Internet connection
- 7% Wikipedia is easier to navigate from my mobile phone
- 4% I can load it faster on my mobile phone than other devices
- 3% My mobile phone is the only way that I can access the Internet or Wikipedia
- 9% Other

C7. How you would rate your experience navigating and accessing articles within Wikipedia on your mobile phone?

Base: All Respondents (9,007)

Top 2 Box: 18%

7%	10 - Very Good
11%	9
20%	8
20%	7
14%	6
11%	5
7%	4
6%	3
2%	2
2%	1 - Not Good At All

Mean: 6.63

C8. On a scale from 1-10, how important are the following changes to you for improving navigation within Wikipedia on your mobile phone?

Base: All Respondents (9,007)

- 42% An easy-to-find search box on each page
- 35% The ability to expand or collapse (show & hide) sections in an article
- 31% A glossary/list of sections of an article at the top of the page that you can click to go directly to the section in which you are interested
- 9% The ability to set any page in Wikipedia as the home page for Wikipedia on your mobile phone's browser

Top 2 Box % Represented

Section V: Attitudes & Preferences for Wikipedia User Experience

D1. How would you rate the search accuracy of Wikipedia in terms of providing you with the exact information you needed?

Base: All Respondents (9,007)

- 57% On a PC
- 29% On a mobile phone

Top 2 Box % Represented

D2A. Are you a registered user of Wikipedia? For instance, do you have a login account with a username and password?

Base: All Respondents (9,007)

- 33% Yes
- 67% No

D2B. Have you EVER edited Wikipedia (for instance, fixed a mistake or changed spelling)?

Base: All Respondents (9,007)

- 46% Yes, I have edited Wikipedia
- 48% No, I have never edited Wikipedia
- 6% No, I didn't know that anyone can edit Wikipedia

D2C. How would you ideally like to contribute to/edit Wikipedia?

BASE: Those who have edited Wikipedia (4,195)

- 93% On a computer
- 24% Through a Wikipedia-approved mobile application
- 17% Via the mobile Wikipedia site
- 6% Through a voice-to-text mobile app
- 6% Via a text message that will be uploaded to Wikipedia directly
- 2% Other

D3. If Wikipedia were to launch new features that were BUILT INTO Wikipedia's mobile site, how likely would you be to use the following features to edit or engage with Wikipedia?

Base: All Respondents (9,007)

- 51% A feature that allows you to save articles to read or edit offline

- 41% A feature that allows you to rate Wikipedia articles on a scale
- 34% A feature that allows you to do make small edits like edit a paragraph or sentence
- 30% A feature that allows you to check for vandalism on your phone
- 19% A feature that allows you to upload pictures from a mobile device to Wikipedia
- 18% A feature that allows you to create new articles

Top 2 Box % Represented

D4. On a scale from 1-10, how likely would you use each of the mechanisms below if Wikipedia offered them?

Base: All Respondents (9,007)

- 44% A feature that allows you to download articles as a PDF
- 33% A feature that allows you to view articles in a printer-friendly format
- 24% A feature that allows you to post an article to social networking sites (e.g., Facebook)
- 21% A feature that allows to you to Like articles using Facebook
- 21% A feature that allows you to email articles to others
- 20% A feature that allows you to text (or SMS) a link to the article
- 12% A feature that allows you to show others what Wikipedia articles you have recently viewed

Top 2 Box % Represented

D5. What would you want included on the main page of the mobile Wikipedia website? Please select your top 3 choices.

Base: All Respondents (9,007)

- 62% Search box
- 48% News of the day
- 37% Featured articles
- 30% List of categories for search
- 27% Top searches that day
- 18% Random article selection
- 18% Top searches of all time
- 13% Engaging audio and/or visual content
- 11% Most recent articles created
- 6% Top edited articles that day
- 6% Top edited articles of all time

D6. How would you prefer to read Wikipedia articles on a mobile phone?

Base: All Respondents (9,007)

- 45% Scrolling up and down to see additional information needed

- 41% Expanding and collapsing sections of the article needed
- 7% No scrolling or expanding, just a brief summary page
- 7% Scrolling horizontally to see additional information needed

D7. Below is list of user experiences that you might have had while reading Wikipedia on your mobile phone. On a scale from 1-10, please review each one and indicate how much you agree or disagree with the statements.

Base: All Respondents (9,007)

- 23% I have to zoom to be able to read the article
- 19% I have to scroll down the images to read the article
- 16% The images in the article are difficult to see or do not show up properly
- 15% It is hard for me to click on links to other sources or references in the articles
- 14% The boxes on the right side of the screen don't render properly
- 13% The text formatting in the article does not fit on my phone screen
- 11% It is hard to locate the search box
- 9% The fonts are too small
- 9% The text formatting are hard to read
- 8% There is too much white space in the page
- 8% It is hard to search for information
- 7% The fonts do not display correctly and/or I only see boxes

Top 2 Box % Represented

D8. On a scale from 1-10, please indicate how the following issue(s) affect your experiences with Wikipedia on your mobile phone.

Base: All Respondents (9,007)

- 29% There is too much white space in the page
- 26% I have to scroll down the images to read the article
- 25% The fonts are too small
- 24% I have to zoom to be able to read the article
- 20% The boxes on the right side of the screen don't render properly
- 20% It is hard to locate the search box
- 20% It is hard for me to click on links to other sources or references in the articles
- 19% The fonts do not display correctly and/or I only see boxes
- 18% It is hard to search for information
- 18% The text formatting are hard to read
- 18% The text formatting in the article does not fit on my phone screen
- 18% The images in the article are difficult to see or do not show up properly

Top 2 Box % Represented

D9. While looking for information in Wikipedia, which format would you most prefer?

Base: All Respondents (9,007)

- 44% A lengthy article that covers a topic in detail
- 39% A short introduction that covers a topic at a high level
- 17% A small information box of content

D10. In which way would you prefer to read Wikipedia on your phone?

Base: All Respondents (9,007)

- 61% Portrait (vertical)
 - 23% Landscape (horizontal)
 - 11% My phone can only support one viewing mode
 - 5% I do not know
-

Section VI: Mobile App and Device Usage

E1. Please select which of the following apps you have and use on your mobile phone to access information.

BASE: Those who have a smartphone or a feature phone (8,533)

- 38% A news website app (i.e. New York Times, CNN, Al Jazeera, BBC)
- 16% A reading/RSS app (i.e. Pulse, Flipboard, Reeder, Zite)
- 11% An app for a news aggregating website (i.e. Huffington Post)
- 11% An app that allows you to read content later(i.e. Instapaper, Read It Later)
- 24% Other
- 39% None of the above

E2. When are you planning to buy or receive your next phone?

Base: All Respondents (9,007)

- 4% In less than a month
- 15% In 1 to 6 months
- 20% In 6 months to 1 year
- 30% In 1 to 2 years
- 12% In more than two years
- 19% I don't know

E3. Are you considering buying a smartphone as your next phone?

BASE: Those who have a feature phone or a basic phone (1,940)

- 75% Yes
- 25% No

Section VII: Closing Questions

G1a. What is your age?

Base: All Respondents (9,007)

25%	Under 18
26%	18-21
27%	22-29
14%	30-39
9%	40+

Mean: 24.29

G1b. What is your gender?

Base: All Respondents (9,007)

76%	Male
23%	Female
1%	Others

G2. Are you currently enrolled in school or university?

Base: All Respondents (9,007)

63%	Yes
37%	No

G3. Given your best estimate, what is your annual income? Please select your currency and enter the amount in the space provided.

Base: All Respondents (Varies for each currency)

13,700	Algerian Dinar (DZD)
33,300	Argentine Peso (ARS)
30,600	Australian Dollar (AUD)
1,367,100	Belarusian Ruble (BYR)
38,200	Brazilian Real (BRL)
28,900	Canadian Dollar (CAD)
4,679,400	Chilean Peso (CLP)
39,100	Chinese Yuan (CNY)
15,185,600	Colombian Peso (COP)

14,800	Egyptian Pound (EGP)
20,900	Euro (EUR)
35,600	Hong Kong Dollar (HKD)
374,500	Indian Rupee (INR)
29,291,700	Indonesian Rupiah (IDR)
2,949,300	Japanese Yen (JPY)
2,700	Jordanian Dinar (JOD)
79,100	Kazakhstani Tenge (KZT)
842,900	Kenyan Shilling (KES)
724,200	Lebanese Pound (LBP)
23,300	Malaysian Ringgit (MYR)
52,900	Mexican Peso (MXN)
72,600	Moroccan Dirham (MAD)
3,300	Peruvian nuevo sol (PEN)
211,700	Philippines Peso (PHP)
91,100	Russian Ruble (RUB)
35,800	Saudi Riyal (SR)
114,900	South Africa Rand (ZAR)
280,700	South Korean Won (KRW)
43,300	Swiss Franc (CHF)
237,700	New Taiwan Dollar (TWD)
167,900	Thai Baht (THB)
10,000	Tunisian Dinar (TND)
8,500	Turkish Lira (TRY)
231,000	UK British Pound (GBP)
400	Ukrainian Hryviav (UAH)
58,900	United Arab Emirates Dirham (AED)
74,700	US Dollar (USD)
465,500	Venezuelan bolívar (VEF)
59,179,500	Vietnamese đồng (VND)
78,600	Yemeni Rial (YER)

G4. Are you currently employed?

Base: All Respondents (9,007)

34% Yes, I am working full-time



- 17% Yes, I am working part-time
- 49% No

G5. What is the highest level of education you have completed?

Base: All Respondents (9,007)

- 11% Primary education
- 41% Secondary education
- 32% Undergraduate or collegiate education
- 12% Graduate education (Masters)
- 4% Graduate education (Ph.D.)

G6. Have you ever donated money to the Wikimedia Foundation (which runs Wikipedia)?

Base: All Respondents (9,007)

- 9% Yes
- 75% No
- 4% Not sure
- 12% Prefer not to answer