

UK SURVEY

Thank you for participating in this important survey of Internet users. We truly value your anonymous and confidential responses, which will only be analyzed when compiled together. The aggregate results of this research will be used to improve our readers overall experience, and the results will be published online.

It will take you approximately 5 minutes to complete. We appreciate your participation.

[lang] Choose the language in which you would like to complete the survey - SYSTEM CHOOSE BASED ON INCOMING LINK

Select one

Row:

- [r1] English
- [r2] German
- [r3] Japanese
- [r4] Spanish
- [r5] French
- [r6] Russian
- [r7] England

[Q1] In which country do you currently reside?

Select one

Row:

- [r1] France
- [r2] Germany
- [r3] Japan
- [r4] Russia
- [r5] Spain
- [r6] United Kingdom
- [r7] United States of America
- [r8] Other

[Q2] Please check the range that includes your age.

Select one

Row:

- [r1] Under 13
- [r2] 13-14
- [r3] 15-19
- [r4] 20-25
- [r5] 26-29
- [r6] 30-35
- [r7] 36-39
- [r8] 40-45
- [r9] 46-49
- [r10] 50 or older

[Q3] I am a ...

Select one

Row:

- [r1] Woman
- [r2] Man
- [r3] Agender / other

[Q4] Would you say you live in an urban area (in a metro/city/town or the regions surrounding it) or a rural area (countryside or areas outside cities or towns)?

Select one

Row:

- [r1] Urban

[r2] Rural

Please select the Region/State or Province in which you reside.

ENGLAND2.png

[Q5] Please select the Region/State or Province in which you reside.

Select one

Row:

- [r62] South East
- [r63] London
- [r64] North West
- [r65] East
- [r66] W. Midlands
- [r67] Scotland
- [r68] South West
- [r69] Yorkshire - Humber
- [r70] E. Midlands
- [r71] Wales
- [r72] North East
- [r73] N. Ireland

[Q5YN] You selected [pipe: Q5] as the Region/State or Province in which you reside. Is this correct?

Row:

- [r1] Yes
- [r2] No

[Q6] When you want to find information online, what websites come to mind?

Please be as specific as possible

[Q7] Which of the following websites have you heard of before?

Select all that apply

Row:

- [r1] Mail@RU
- [r2] Baidu
- [r3] BBC
- [r4] British Museum
- [r5] Daily Yomiuri
- [r6] El Mundo
- [r7] El Pais
- [r8] Facebook
- [r9] Fox News
- [r10] Gazeta
- [r11] Google
- [r12] Harvard University
- [r13] How Stuff Works?
- [r14] Humboldt University of Berlin
- [r15] Le Figaro
- [r16] Le Monde
- [r17] Moscow State University
- [r18] New York Times
- [r19] University of Oxford
- [r20] Pergamon Museum
- [r21] Quora
- [r22] Ratuken
- [r23] Reddit
- [r24] Sciences Po

- [r25] Spiegel Online
- [r26] Suddeutsche Zeitung
- [r27] The Daily Mail
- [r28] The Guardian
- [r29] The Louvre
- [r30] The Prado Museum
- [r31] The Smithsonian
- [r32] Twitter
- [r33] University of Barcelona
- [r34] VK
- [r35] Wikia
- [r36] WikiHow
- [r37] Yahoo!
- [r38] Yandex
- [r39] YouTube
- [r40] NicoNico
- [r41] HuffPost
- [r42] Wikipedia

[Q7a] When you want to find information online, what three websites would you say you go to most often?

Select all that apply

Row:

- [r1] Mail@RU
- [r2] Baidu
- [r3] BBC
- [r4] British Museum
- [r5] Daily Yomiuri
- [r6] El Mundo
- [r7] El Pais
- [r8] Facebook
- [r9] Fox News
- [r10] Gazeta
- [r11] Google
- [r12] Harvard University
- [r13] How Stuff Works?
- [r14] Humboldt University of Berlin
- [r15] Le Figaro
- [r16] Le Monde
- [r17] Moscow State University
- [r18] New York Times
- [r19] University of Oxford
- [r20] Pergamon Museum
- [r21] Quora
- [r22] Ratuken
- [r23] Reddit
- [r24] Sciences Po
- [r25] Spiegel Online
- [r26] Suddeutsche Zeitung
- [r27] The Daily Mail
- [r28] The Guardian
- [r29] The Louvre
- [r30] The Prado Museum
- [r31] The Smithsonian
- [r32] Twitter
- [r33] University of Barcelona
- [r34] VK
- [r35] Wikia
- [r36] WikiHow

- [r37] Yahoo!
 - [r38] Yandex
 - [r39] YouTube
 - [r40] NicoNico
 - [r41] HuffPost
 - [r42] Wikipedia
 - [r43] **Other (Specify:)**
-

[Q8] Where did you first find out about Wikipedia?

Select one

Row:

- [r1] From friends or family
 - [r2] At school
 - [r3] On the internet
 - [r4] Radio/TV/Magazines
 - [r5] Other (Please specify:)
 - [r6] Don't know / not sure
-

[Q9] To the best of your knowledge, which of the following best describes the organization that manages Wikipedia?

Select one

Row:

- [r1] Not-for-profit organization
 - [r2] For-profit company
 - [r3] Governmental agency
 - [r4] Don't know / not sure
-

[Q10] How do you think Wikipedia is primarily funded?

Select one

Row:

- [r1] Advertising
 - [r2] Private investors
 - [r3] Reader donations
 - [r4] Government funding
 - [r5] Foundation funding
 - [r6] Don't know / not sure
-

[Q11a] On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases, where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia with the word or phrase very strongly.

Drag the slider to a point on the scale.

Row:

- [r1] Easy to read
 - [r2] Professional
 - [r3] Useful
 - [r4] Comprehensive
 - [r5] High Quality
-

[Q11b] On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases, where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia with the word or phrase very strongly.

Drag the slider to a point on the scale.

Row:

- [r6] Neutral, unbiased content
 - [r7] Free of advertising
 - [r8] Free knowledge for every person
 - [r9] Transparency
-

[Q12] When it comes to Wikipedia, how important are these words or phrases to you

personally? Please arrange them in order of importance to you, personally, from most to least.

Click or drag each item into a rank position.

Row:

- [r1] Easy to read
- [r2] Professional
- [r3] Useful
- [r4] Comprehensive
- [r5] High Quality
- [r6] Neutral, unbiased content
- [r7] Free of advertising
- [r8] Free knowledge for every person
- [r9] Transparency

Choice:

- [ch1] First
- [ch2] Second
- [ch3] Third
- [ch4] Fourth
- [ch5] Fifth
- [ch6] Sixth
- [ch7] Seventh
- [ch8] Eighth
- [ch9] Ninth

[Q13] Do you read Wikipedia?

Select one

Row:

- [r1] Yes
- [r2] No, NEVER

[Q14] About how often do you read Wikipedia?

Select one

Row:

- [r1] Several times a day
- [r2] Once a day
- [r3] Several times a week
- [r4] Once a week
- [r5] A few times a month
- [r6] Once a month
- [r7] Less than once a month

[Q15] Please indicate how often you use each the following devices to access and read Wikipedia.

Select one

Column:

- [c1] Often
- [c2] Not Often
- [c3] Never

Row:

- [r1] Desktop
- [r2] Laptop
- [r3] Tablet
- [r4] Smart phone
- [r5] A service such as Siri, Alexa, Cortana, Echo, or Google Assistant

[Q15a_1] When you access Wikipedia on your Desktop, what do you read it for? (SELECT ALL THAT APPLY)

Select all that apply

Row:

- [r1] Work or school-related assignment

- [r2] To make a personal decision on a topic (buy a book, choose a travel destination, etc.)
 - [r3] To learn more about a current event
 - [r4] To learn more about a topic that was referenced in a piece of media (e.g., TV, radio, article, film, book)
 - [r5] To immediately look-up a topic that came up in conversation
 - [r6] To pass time, explore Wikipedia for fun
 - [r7] A topic that is important to me that I want to learn more about (e.g. a culture, historical event, country, etc.)
 - [r8] Other (Please specify:)
-

[Q15a_2] When you access Wikipedia on your Laptop, what do you read it for? (SELECT ALL THAT APPLY)

Select all that apply

Row:

- [r1] Work or school-related assignment
 - [r2] To make a personal decision on a topic (buy a book, choose a travel destination, etc.)
 - [r3] To learn more about a current event
 - [r4] To learn more about a topic that was referenced in a piece of media (e.g., TV, radio, article, film, book)
 - [r5] To immediately look-up a topic that came up in conversation
 - [r6] To pass time, explore Wikipedia for fun
 - [r7] A topic that is important to me that I want to learn more about (e.g. a culture, historical event, country, etc.)
 - [r8] Other (Please specify:)
-

[Q15a_3] When you access Wikipedia on your Tablet, what do you read it for? (SELECT ALL THAT APPLY)

Select all that apply

Row:

- [r1] Work or school-related assignment
 - [r2] To make a personal decision on a topic (buy a book, choose a travel destination, etc.)
 - [r3] To learn more about a current event
 - [r4] To learn more about a topic that was referenced in a piece of media (e.g., TV, radio, article, film, book)
 - [r5] To immediately look-up a topic that came up in conversation
 - [r6] To pass time, explore Wikipedia for fun
 - [r7] A topic that is important to me that I want to learn more about (e.g. a culture, historical event, country, etc.)
 - [r8] Other (Please specify:)
-

[Q15a_4] When you access Wikipedia on your Smart-phone, what do you read it for? (SELECT ALL THAT APPLY)

Select all that apply

Row:

- [r1] Work or school-related assignment
 - [r2] To make a personal decision on a topic (buy a book, choose a travel destination, etc.)
 - [r3] To learn more about a current event
 - [r4] To learn more about a topic that was referenced in a piece of media (e.g., TV, radio, article, film, book)
 - [r5] To immediately look-up a topic that came up in conversation
 - [r6] To pass time, explore Wikipedia for fun
 - [r7] A topic that is important to me that I want to learn more about (e.g. a culture, historical event, country, etc.)
 - [r8] Other (Please specify:)
-

[Q15a_5] When you access Wikipedia on your Service such as Siri, Alexa, Cortana, Echo, etc, what do you read it for? (SELECT ALL THAT APPLY)

Select all that apply

Row:

- [r1] Work or school-related assignment
- [r2] To make a personal decision on a topic (buy a book, choose a travel destination, etc.)
- [r3] To learn more about a current event
- [r4] To learn more about a topic that was referenced in a piece of media (e.g., TV, radio, article, film, book)
- [r5] To immediately look-up a topic that came up in conversation
- [r6] To pass time, explore Wikipedia for fun
- [r7] A topic that is important to me that I want to learn more about (e.g. a culture, historical event, country, etc.)
- [r8] Other (Please specify:)

[Q15b] Overall, would you say you use Wikipedia primarily to:

Select one

Row:

- [r1] Fact check
- [r2] Find more information about a topic you are seeking
- [r3] Discover new knowledge
- [r4] Learn more about developing news stories
- [r5] Help you study
- [r6] Pass time/explore for fun
- [r7] Other (Please specify:)

[Q16] What are all of the ways you find Wikipedia articles, or "get to" Wikipedia articles?

(Select all that Apply)

Select all that apply

Row:

- [r1] Wikipedia is set as your home page
- [r2] You type Wikipedia.org into the address bar to go directly to the site to search for specific information
- [r3] After searching on Google for specific information, you navigate to Wikipedia via the knowledge panel from Google (the Wikipedia sidebar box display that comes up on the right side) [CLICK HERE TO SEE AN EXAMPLE](#)
- [r4] Through regular links that appear when you search in Google, Bing, Yahoo!, or other search engines for specific information
- [r5] Through the Wikipedia app
- [r6] Through services such as Cortana, Echo, Siri, Alexa, etc.
- [r7] Through social media sites, like Facebook, Twitter, Reddit
- [r8] Other (Please specify:)

[Q17] To the best of your knowledge, how is information primarily created and maintained on Wikipedia?

Select one

Row:

- [r1] Volunteers
- [r2] Paid freelance editors
- [r3] Wikipedia staff
- [r4] Don't Know/Not sure

[Q18] Did you know that anyone can edit a Wikipedia article?

Select one

Row:

- [r1] Yes
- [r2] No

[Q18a] Have you ever tried to edit a Wikipedia article?

Select one

Row:

- [r1] Yes
- [r2] No

[Q18b] Which of the following best explains why you have not tried to edit a Wikipedia article?

Select one

Row:

- [r1] It's too difficult
 - [r2] I'm concerned I would make mistakes
 - [r3] I don't have time
 - [r4] I'm not interested
 - [r5] Other (Please specify:)
 - [r6] Don't know/Not sure
-

[Q19] Have you ever made a financial donation to Wikipedia?

Select one

Row:

- [r1] Yes
 - [r2] No
-

[Q20] Which of the following best explains your decision to make a donation to Wikipedia?

Select one

Row:

- [r1] I use Wikipedia often and I want to support it
 - [r2] The fundraising message I read was sincere and appropriate
 - [r3] I support free knowledge for all
 - [r4] To keep Wikipedia ad-free
 - [r5] I want Wikipedia to stay online
 - [r6] Other (Please specify:)
-

[Q20a] Which of the following best explains your decision NOT to make a donation to Wikipedia?

Select one

Row:

- [r1] Wikipedia probably gets enough donations, they don't need mine
 - [r2] I do not usually donate to anything
 - [r3] I do not use Wikipedia that often
 - [r4] I am uncomfortable making online donations
 - [r5] I did not know Wikipedia relied on donations
 - [r6] I do not know what my donation would be used for
 - [r7] I found Wikipedia's fundraising appeal too intrusive
 - [r8] Other (Please specify:)
-

[Q21] You mentioned that you have heard of Wikipedia but have NEVER read it. What would you say is the primary reason you have never read it?

Select one

Row:

- [r1] I used to read Wikipedia articles in the past, but I stopped
 - [r2] My school won't allow us to cite Wikipedia
 - [r3] I use another research and reference source such as Britannica, Encarta, etc.
 - [r4] I simply don't have a need to read it
 - [r5] I have no interest in it
 - [r6] Other (Specify:)
-

[Q21a] Please tell us, in a few words or short sentence, what made you stop reading Wikipedia articles?

Please be as specific as possible

[Q22a] As a Wikipedia reader, please indicate how much each of the following changes would enhance your personal experience? A lot, a little, or not at all?

Select one

Column:

- [c1] A lot
- [c2] A little
- [c3] Not at All

Row:

- [r1] Improved readability (e.g. a less academic style and improved clarity)
 - [r2] Higher quality content (e.g. fewer incomplete articles, dead links, or other shortcomings in content)
 - [r3] More trustworthy content (e.g. more fact checking/verification for improved trustworthiness)
 - [r4] More visual content (e.g. more videos, maps and visuals to enhance article content)
 - [r5] Improved site design (e.g. a dynamic, modern design and style)
 - [r6] Improved site navigation (e.g. ability to easily find articles and across subjects)
 - [r7] More interaction with other users (e.g. comment boards or discussion features on each article)
 - [r8] Improved local language content (e.g. More information in my own language)
 - [r9] More neutral information (e.g. entries with accurate facts that present a balanced, impartial point-of-view)
 - [r10] Easier ways to interact with the content (e.g. Highlighting, Q&A, upvoting, rating content, etc.)
 - [r11] Other (Please specify:)
-

[Q22b] Since you don't read Wikipedia, please indicate how much each of the following changes would make you consider reading Wikipedia? A lot, a little, or not at all?

Select one

Column:

- [c1] A lot
- [c2] A little
- [c3] Not at All

Row:

- [r1] Improved readability (e.g. a less academic style and improved clarity)
 - [r2] Higher quality content (e.g. fewer incomplete articles, dead links, or other shortcomings in content)
 - [r3] More trustworthy content (e.g. more fact checking/verification for improved trustworthiness)
 - [r4] More visual content (e.g. more videos, maps and visuals to enhance article content)
 - [r5] Improved site design (e.g. a dynamic, modern design and style)
 - [r6] Improved site navigation (e.g. ability to easily find articles and across subjects)
 - [r7] More interaction with other users (e.g. comment boards or discussion features on each article)
 - [r8] Improved local language content (e.g. More information in my own language)
 - [r9] More neutral information (e.g. entries with accurate facts that present a balanced, impartial point-of-view)
 - [r10] Easier ways to interact with the content (e.g. Highlighting, Q&A, upvoting, rating content, etc.)
 - [r11] Other (Please specify:)
-

[Q23] What is the last year of schooling you have completed?

Select one

Row:

- [r1] Primary only: 1st through 11th grade
 - [r2] High school/Secondary school graduate
 - [r3] Non-college Tertiary degree (Trade, Technical, Vocational, etc.)
 - [r4] Some College/Tertiary
 - [r5] College/University or Tertiary school graduate
 - [r6] Post Graduate School (advanced degree)
-

[Q24a] Choose one selection to best describe your ethnic group or background.

Select one

Row:

- [r1] English / Welsh / Scottish / Northern Irish / British
- [r2] Irish
- [r3] Gypsy or Irish Traveller
- [r4] Any other White Background
- [r5] White and Black Caribbean
- [r6] White and Black African
- [r7] White and Asian
- [r8] Any other Mixed / multiple ethnic background

- [r9] Indian
 - [r10] Pakistani
 - [r11] Bangladeshi
 - [r12] Chinese
 - [r13] Any other Asian background
 - [r14] African
 - [r15] Caribbean
 - [r16] Any other Black / African / Caribbean background
 - [r17] Other ethnic group
 - [r18] Arab
 - [r19] Any other ethnic group
-

[Q25b] What was your total estimated household income for the calendar year 2016?

Select one

Row:

- [r1] EUR0-EUR9,999
 - [r2] EUR10-EUR24,999
 - [r3] EUR25-EUR49,999
 - [r4] EUR50-EUR74,999
 - [r5] EUR75-EUR99,999
 - [r6] EUR100,000+
 - [r7] Don't know/Not Sure
 - [r8] Refused
-

[Q26] Are you currently...?

Select one

Row:

- [r1] Employed for wages
 - [r2] Self-employed
 - [r3] Out of work and looking for work
 - [r4] Out of work but not currently looking for work
 - [r5] A homemaker
 - [r6] A student
 - [r7] Military
 - [r8] Retired
 - [r9] Unable to work
-

[Q27] What best describes the type of organization you work for?

Select one

Row:

- [r1] For profit
 - [r2] Non-profit (religious, arts, social assistance, etc.)
 - [r3] Government
 - [r4] Health Care
 - [r5] Education
 - [r6] Other
-

[Q28] Which of the following most closely matches your job title?

Select one

Row:

- [r1] Intern
- [r2] Entry Level
- [r3] Analyst / Associate
- [r4] Manager
- [r5] Senior Manager
- [r6] Director
- [r7] Vice President
- [r8] Senior Vice President
- [r9] C level executive (CIO, CTO, COO, CMO, Etc)

[r10] President or CEO

[r11] Owner

[r12] Other
