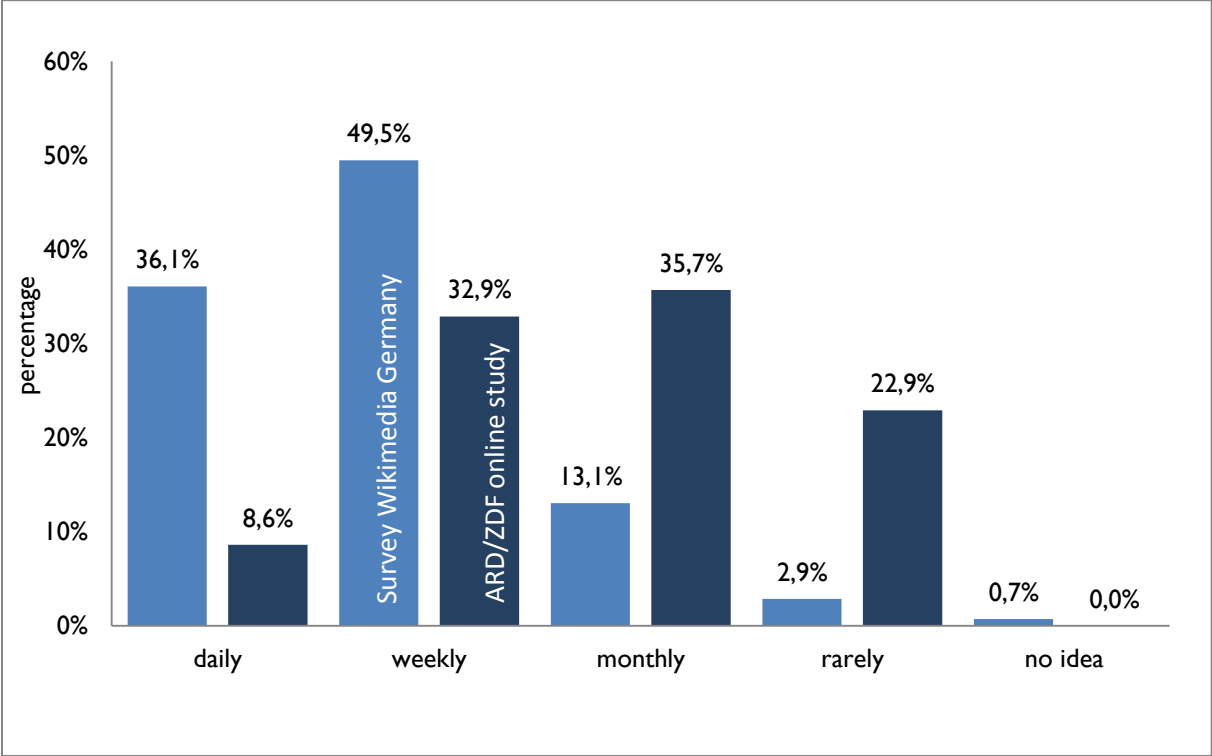


Donor Survey 2011

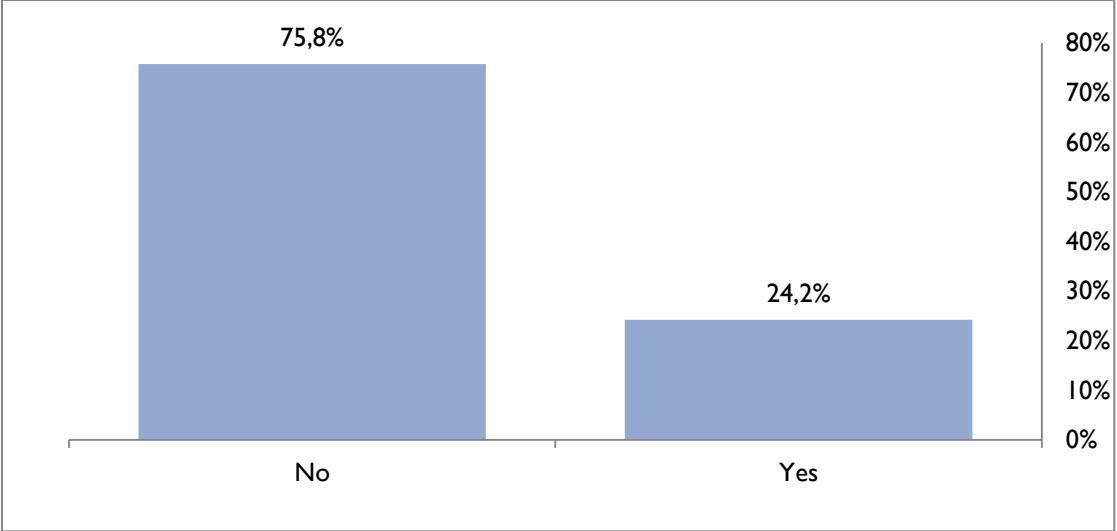
Wikimedia Germany

I. detailed results

Questions 1: How frequently do you visit Wikipedia on average?

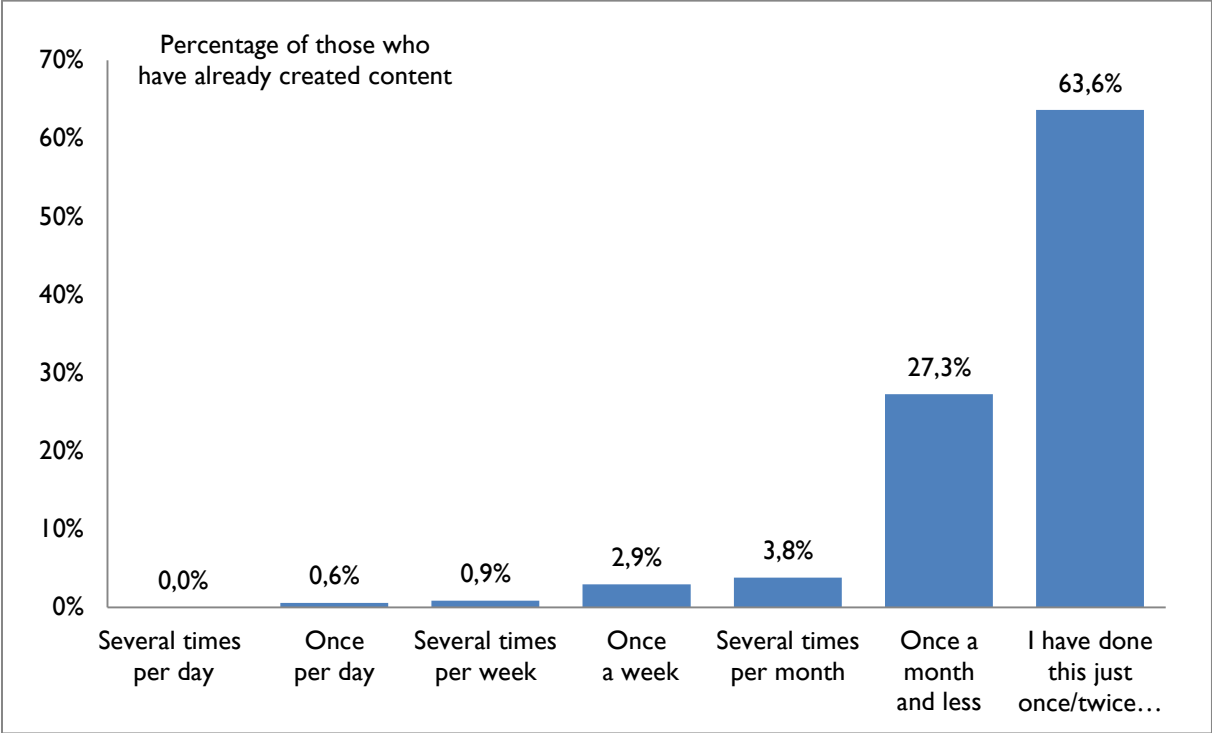


Question 2: Have you ever created or changed content on Wikipedia (e.g. added information, improved the spelling)?

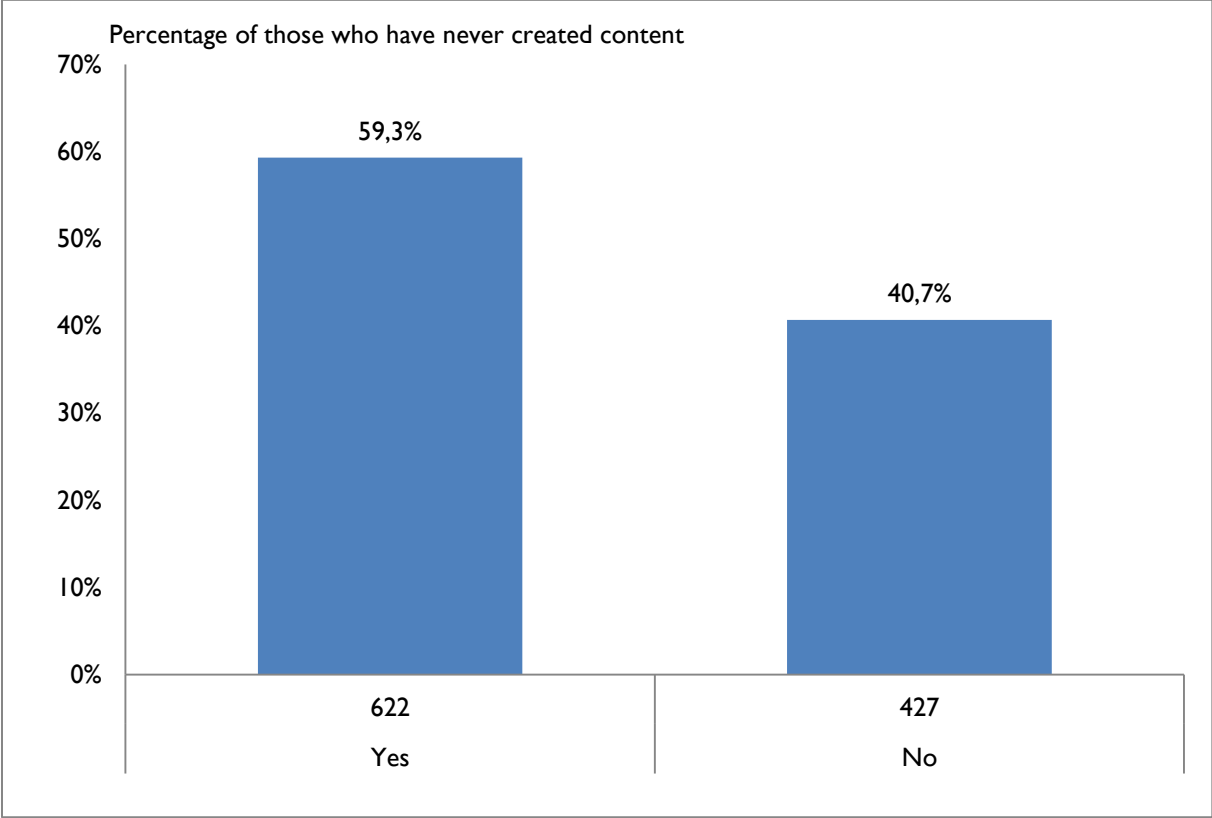


Filter: If yes, then question 3.1; if no, then question 3.2

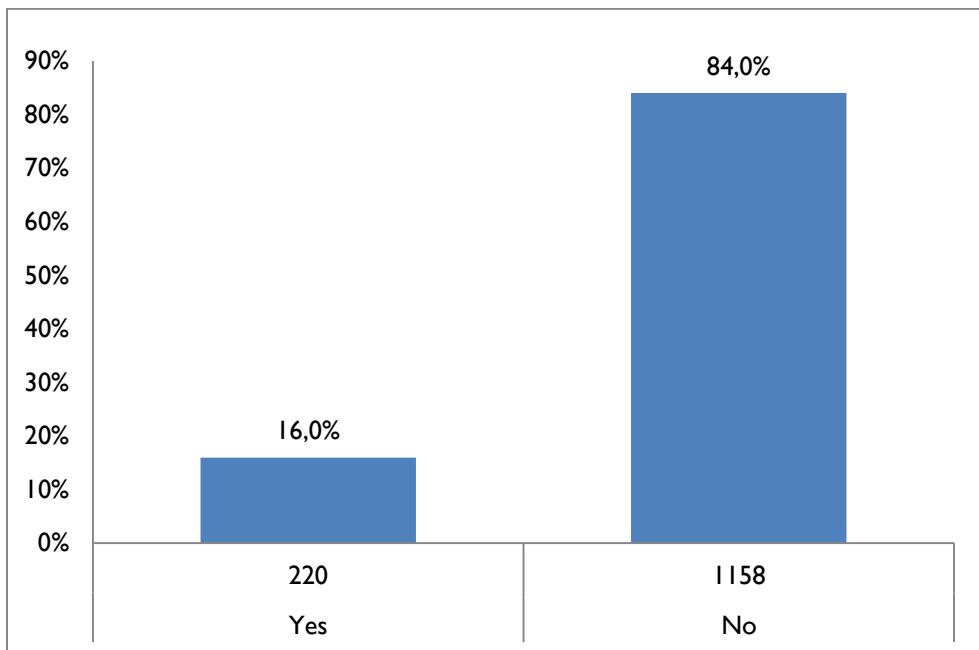
Question 3.1: How often do you work on content on Wikipedia?



Question 3.2: Can you imagine yourself creating content for Wikipedia?



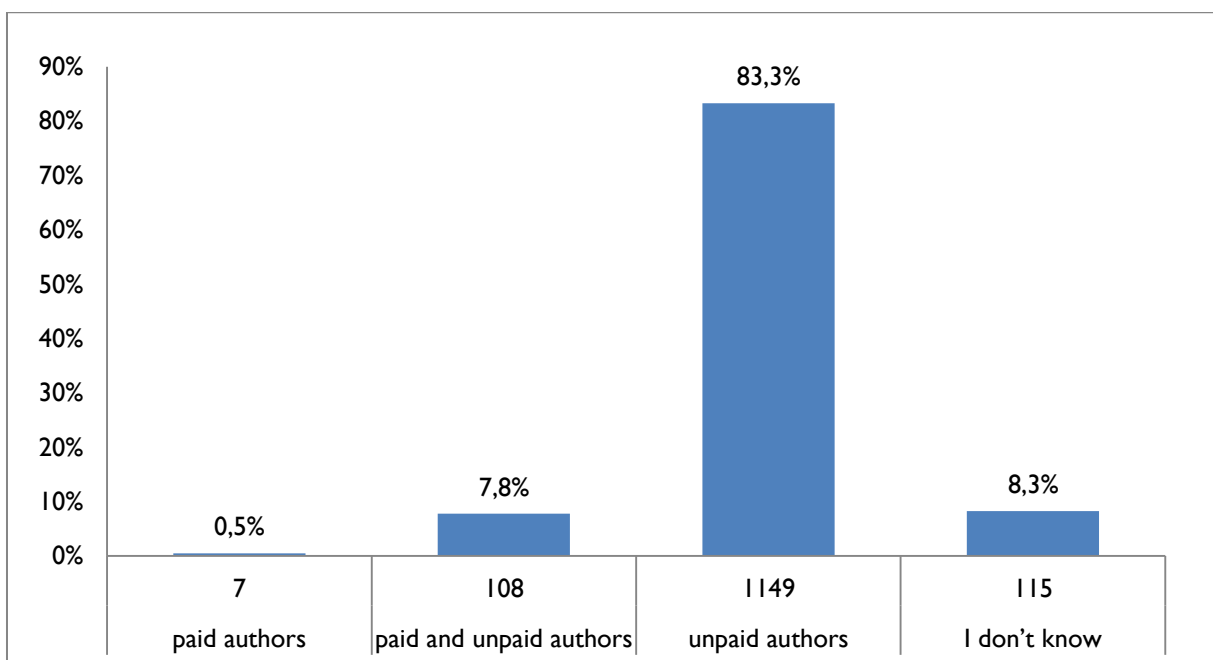
Question 4: Do you have a user account on Wikipedia?



In what follows, you will find two questions with statements about how Wikipedia works. We would like to ask you to choose the answer(s) that coincide(s) with your opinion.

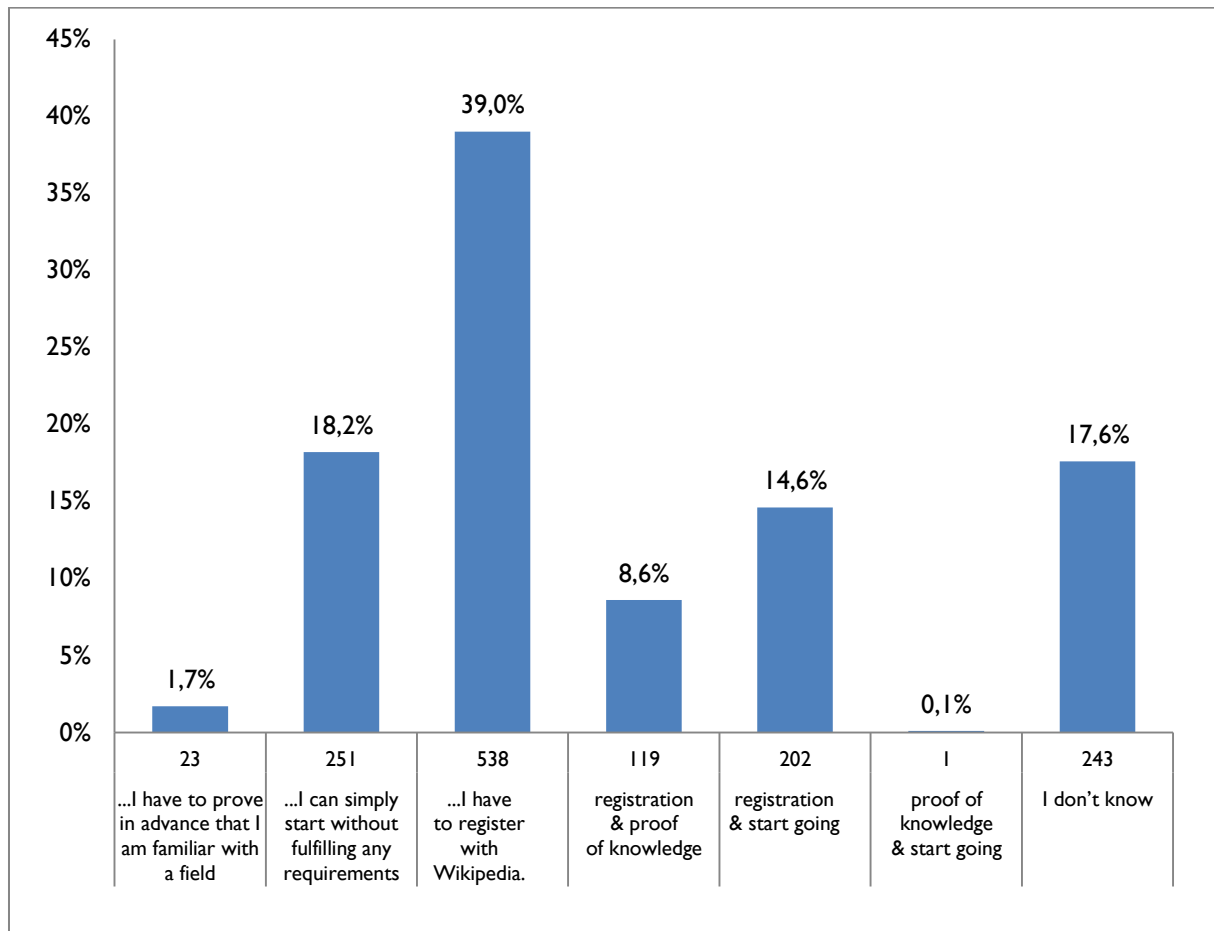
Question 5: Which statement is true? (multiple answers are possible)

Wikipedia articles are written by:



Question 6: Which statement is true? (multiple answers are possible)

In order to work on an article,



Question 7: When you think about Wikipedia, what do you especially like about it? In what follows, you will find several statements about Wikipedia. Please indicate, whether you agree with them or not.

I especially like Wikipedia because...

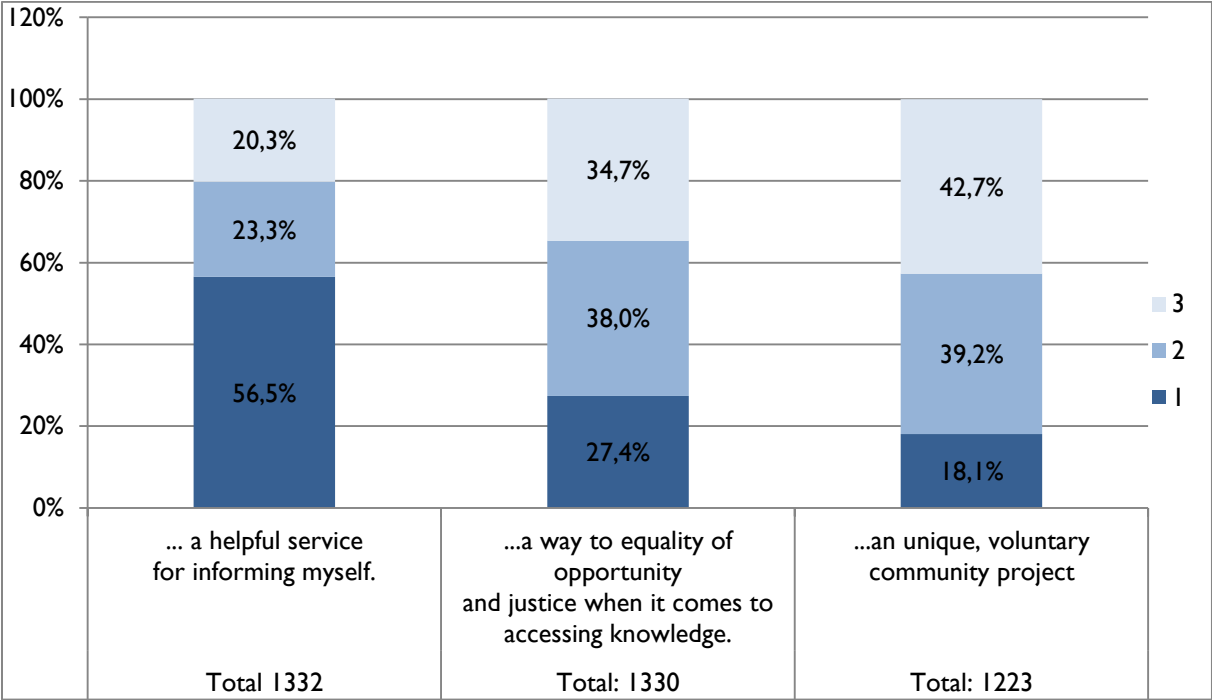
	I totally agree	I agree	I somewhat agree	I somewhat do not agree	I do not agree	I totally do not agree	
...thanks to Wikipedia I can satisfy my curiosity at any time.	866	377	80	21	4	7	Total: 1351
	64.1 %	27.6 %	5.9%	1.6 %	0.3 %	0.5 %	x: 1.49, std.: 0.77
...Wikipedia's information is reliable and is of good quality.	313	758	273	7	1	0	Total: 1352
	23.2. %	56.1 %	20.2. %	0.5 %	0.1 %	0%	x: 1.98, std.: 0.68
...Wikipedia is free and does not cost any money	1132	178	34	5	3	2	Total: 1354
	83.6 %	13.1 %	2.5 %	0.4 %	0.2 %	0.1 %	x: 1.21, std.: 0.54
...Wikipedia is based on the voluntary work of volunteer authors.	715	403	170	34	5	6	Total: 1333
	53.6 %	30.2 %	12.8 %	2.6 %	0.4 %	0.5 %	x: 1.67, std.: 0.87
...Wikipedia stands for the common public interest and is against commercialization.	959	280	89	13	7	2	Total: 1350
	71%	20.7 %	6.6 %	1%	0.5 %	0.1 %	x: 1.4, std.: 0.72
...thanks to Wikipedia where you are from and how much money you have do not have any influence over whether you	1049	225	51	16	5	2	Total: 1348
	77.8 %	16.7 %	3.8 %	1.2 %	0.4 %	0.1 %	x: 1.3, std.: 0.66
...through Wikipedia it has become possible to collect and to store all of humanity's knowledge in a central place.	722	318	207	75	15	15	Total: 1352
	53.4 %	23.5 %	15.3 %	5.5 %	1.1 %	1.1 %	x: 1.81, std.: 1.07

x = arithmetic mean, std. = standard deviation; Number of participants across all the rows (s): 1362; Arithmetic mean of all mean values of the lines (entire spreadsheet question): 1.55

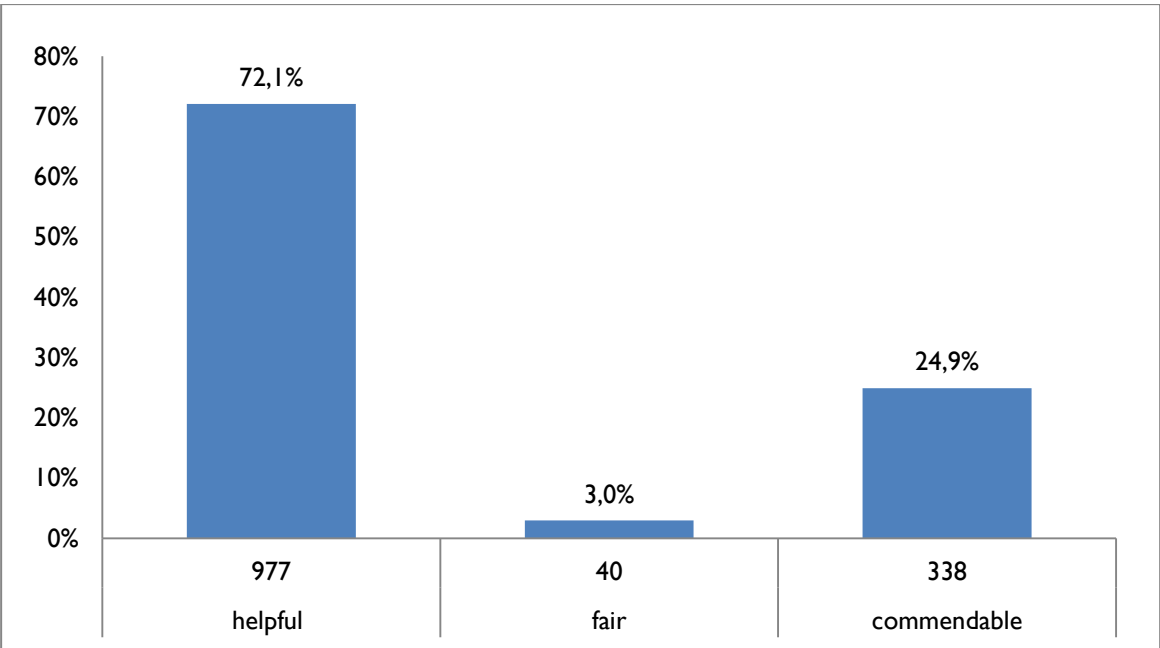
Question 8: Please put the following statements into order based on how much you agree with them.

Please give the statement you agree with most the number 1. For the next statement that you agree with please assign it the number 2. For the statement that you agree with the least, please give it the number 3.

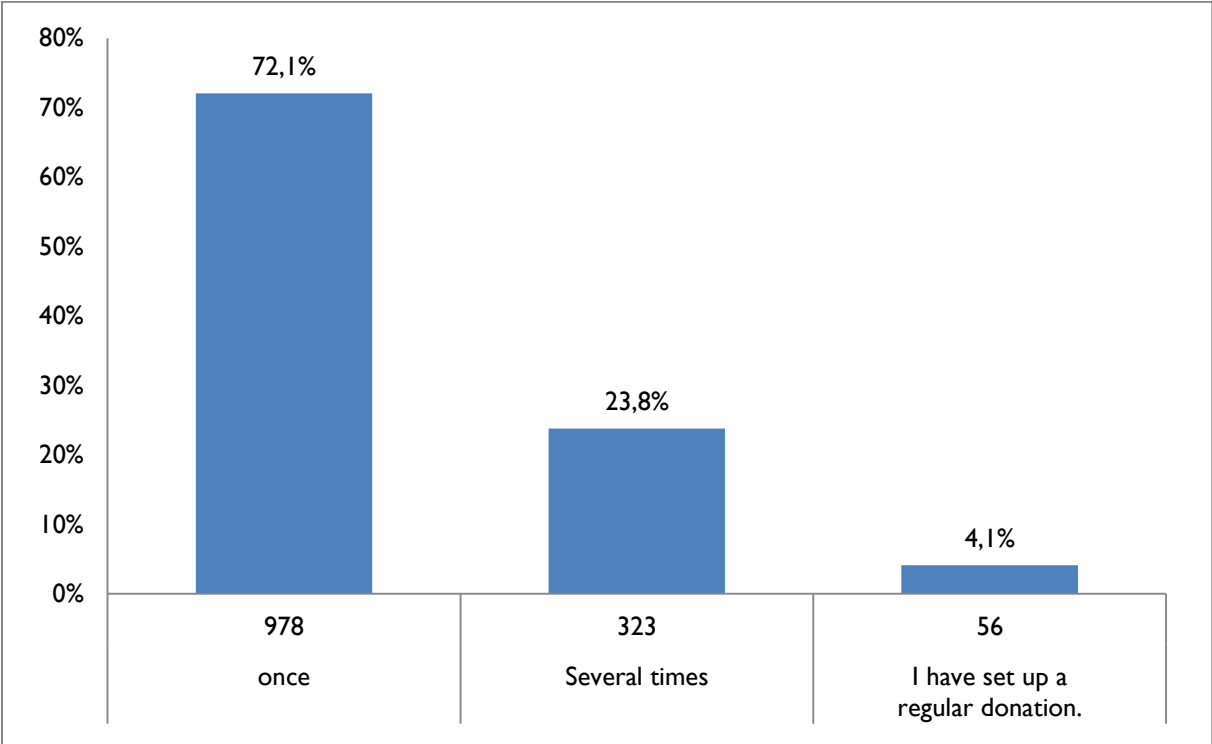
For me, Wikipedia is



Question 9: If you had to describe Wikipedia with only one word, which of the following three adjectives would you use?

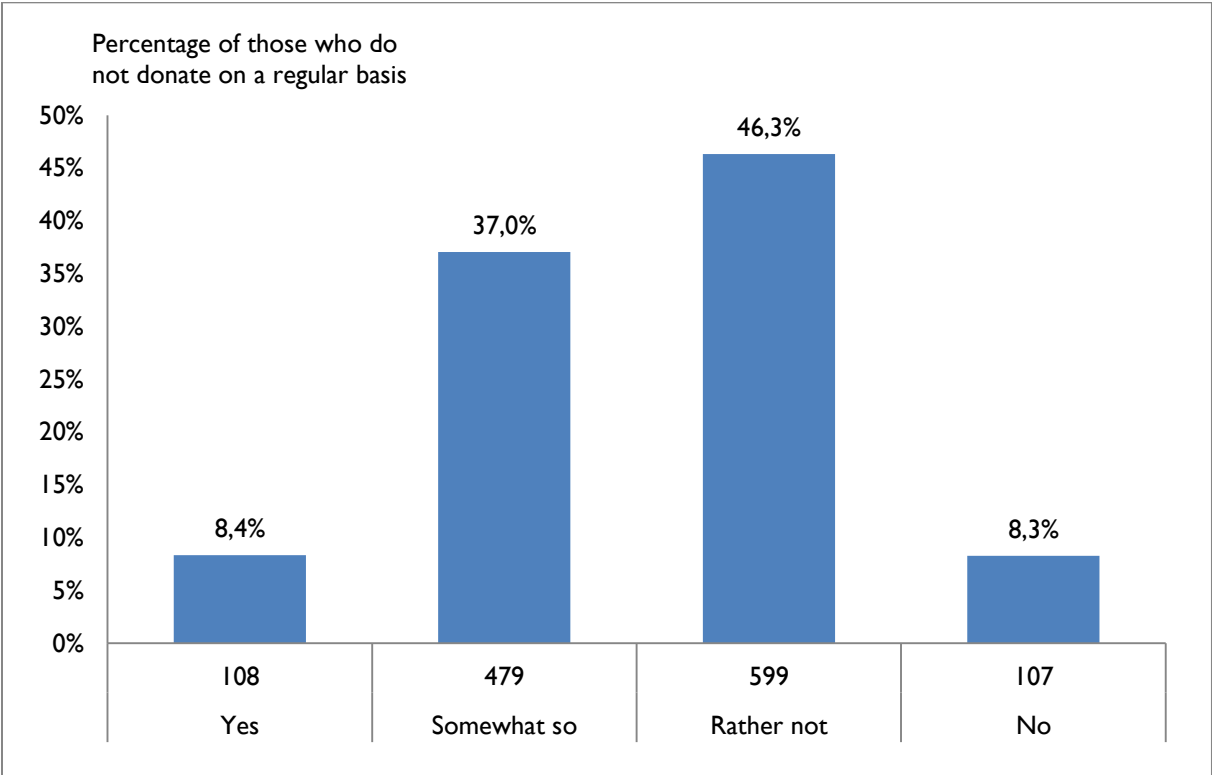


Questions I0: How often have you donated to Wikipedia?



Filter: if once & if several times, then question I1; otherwise question I2

Question I1: Can you imagine setting up a regular donation to Wikipedia?



Question 12: In what follows, 6 reasons are given why people donate to Wikipedia. How do you rate the respective reasons? Please indicate whether you agree with them or not.

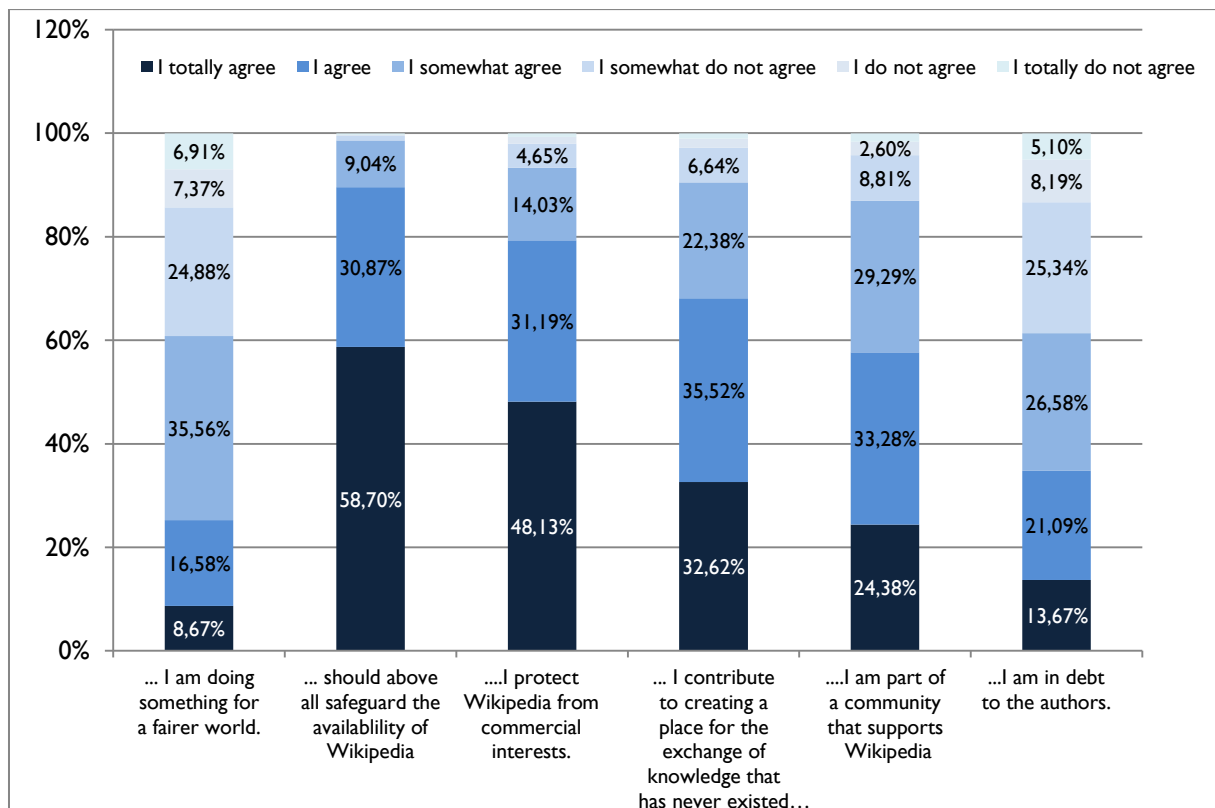
I donate.....

	I totally	I agree	I somewhat	I	I do not	I totally do	
...so that there are no advertisements on Wikipedia.	549	357	253	100	44	22	Total: 1325
	41.4 %	26.9 %	19.1 %	7.5 %	3.3 %	1.7 %	x: 2.09, std.: 1.21
...to protect Wikipedia from being influenced and manipulated.	706	337	171	77	26	7	Total: 1324
	53.3 %	25.5 %	12.9 %	5.8 %	2%	0.5 %	x: 1.79, std.: 1.06
...because I expect that there will be improvements in Wikipedia.	218	359	384	226	80	48	Total: 1315
	16.6 %	27.3 %	29.2 %	17.2 %	6.1 %	3.7 %	x: 2.8, std.: 1.28
...in order to ensure that people have access to	433	375	310	134	45	25	Total: 1322
	32.8 %	28.4 %	23.4 %	10.1 %	3.4 %	1.9 %	x: 2.29, std.: 1.22
...in order to give something back, since I use Wikipedia so frequently.	876	315	96	33	10	6	Total: 1336
	65.6 %	23.6 %	7.2 %	2.5 %	0.7 %	0.4 %	x: 1.51, std.: 0.85
...so that I can continue using Wikipedia for free	727	362	161	57	10	15	Total: 1332
	54.6 %	27.2 %	12.1 %	4.3 %	0.8 %	1.1 %	x: 1.73, std.: 1.01

x = arithmetic mean, std. = standard deviation; Number of participants across all the rows (s): 1343; Arithmetic mean of all mean values of the lines (entire spreadsheet question): 2.03

Question 13: Do you agree with the following statements or not?

(With) my donation....



Question 14: In what follows there are several fears listed concerning Wikipedia, which have been mentioned by donors. How worried are you about the following scenarios?

I am worried...

	I totally agree	I agree	I somewhat agree	I somewhat do not agree	I do not agree	I totally do not agree	
...that Wikipedia will be forced to permit advertisements in order to maintain itself.	221 16.9 %	365 28%	341 26.2 %	253 19.4 %	74 5.7 %	50 3.8 %	Total: 1304 x: 2.8, std.: 1.3
...that the volunteers who have created most of the content will stop doing work for Wikipedia.	177 13.6 %	334 25.7 %	259 19.9 %	342 26.3 %	136 10.5 %	51 3.9 %	Total: 1299 x: 3.06, std.: 1.35
...that Wikipedia will contain incomplete, biased or false information.	247 18.9 %	289 22.2 %	278 21.3 %	320 24.5 %	117 9%	53 4.1 %	Total: 1304 x: 2.95, std.: 1.4
...that Wikipedia will have to start charging money for access.	248 19%	343 26.3 %	291 22.4 %	257 19.7 %	103 7.9 %	60 4.6 %	Total: 1302 x: 2.85, std.: 1.39

x = arithmetic mean, std. = standard deviation; Number of participants across all the rows (s): 1311; Arithmetic mean of all mean values of the lines (entire spreadsheet question): 2.92

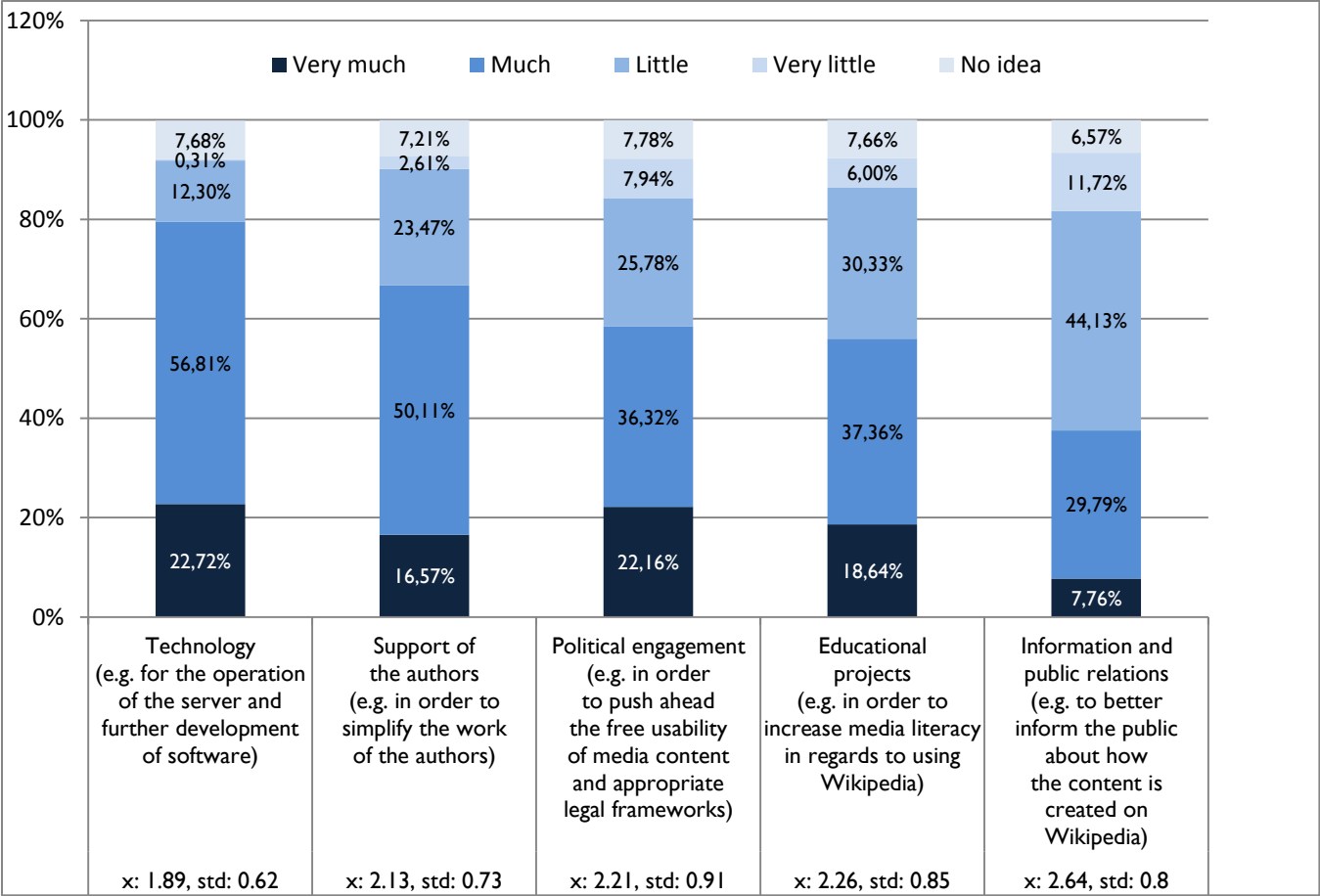
Question 15: To support Wikipedia, Wikimedia Germany conducts various projects. In what follows six project areas are shortly presented. Do you find them worth supporting?

Please rate the projects on a scale of 1 (very good) to 6 (very bad).

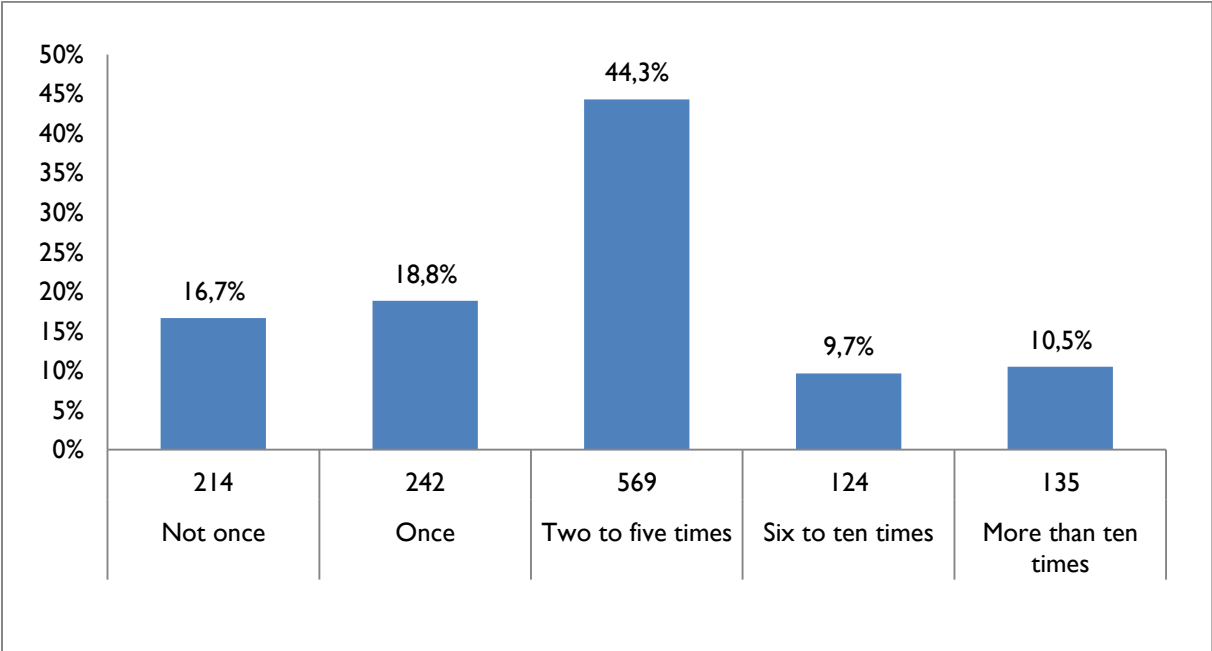
	1 Very good	2	3	4	5	6 Very bad	I don't know	
People over 50 are less rarely represented as authors than younger age groups. In the project "Silver Knowledge," older people are informed about Wikipedia in workshops and are encouraged to contribute their knowledge to Wikipedia.	599 46.7 %	420 32.7 %	142 11.1 %	32 2.5 %	8 0.6 %	3 0.2 %	80 6.23 %	Total: 1284 x: 1.7, std.: 0.86
Various projects serve to support the work of our volunteer authors. In the context of the project "Literature Stipends" specialist literature, for instance, is obtained and made available.	416 32.4 %	470 36.6 %	238 18.6 %	47 3.7 %	13 1%	6 0.5 %	93 7.24 %	Total: 1283 x: 1.98, std.: 0.94
With the Wikipedia School Project, teachers and pupils learn media literacy skills and are taught to engage Wikipedia in a critical way. In workshops, information about how content is created, quality assurance and dealing with sources is passed along.	730 57.1 %	373 29.2 %	83 6.5 %	22 1.7 %	10 0.8 %	4 0.3 %	57 4.45 %	Total: 1279 x: 1.54, std.: 0.81
In the area of technology, the software of Wikipedia is being developed. The goal is to improve the usability for readers and authors and to introduce new features. For example, in the "Tool Server project" support tools for Wikipedia authors are being provided.	487 38.1 %	485 37.9 %	163 12.7 %	18 1.4 %	4 0.3 %	1 0.1 %	121 9.46 %	Total: 1279 x: 1.77, std.: 0.78
The procurement of "free content" is being used to improve the quality of Wikipedia. Image archives and libraries are to be persuaded to make their content available under a free license. Only then can they be used on Wikipedia.	744 58%	374 29.2 %	79 6.2 %	9 0.7 %	1 0.1 %	3 0.2 %	72 5.61 %	Total: 1282 x: 1.48, std.: 0.7
Also people with handicaps should be able to use all the content. A project in the area accessibility involves the professional recording of articles in order to allow blind people to use Wikipedia.	729 56.8 %	344 26.8 %	114 8.9 %	27 2.1 %	6 0.5 %	6 0.5 %	58 4.51 %	Total: 1284 x: 1.58, std.: 0.85

x = arithmetic mean, std. = standard deviation; Number of participants across all the rows (s): 1286; Arithmetic mean of all mean values of the lines (entire spreadsheet question): 1.67

Question 16: The donations are being used in different areas. How much, in your opinion, should be used for the following areas?

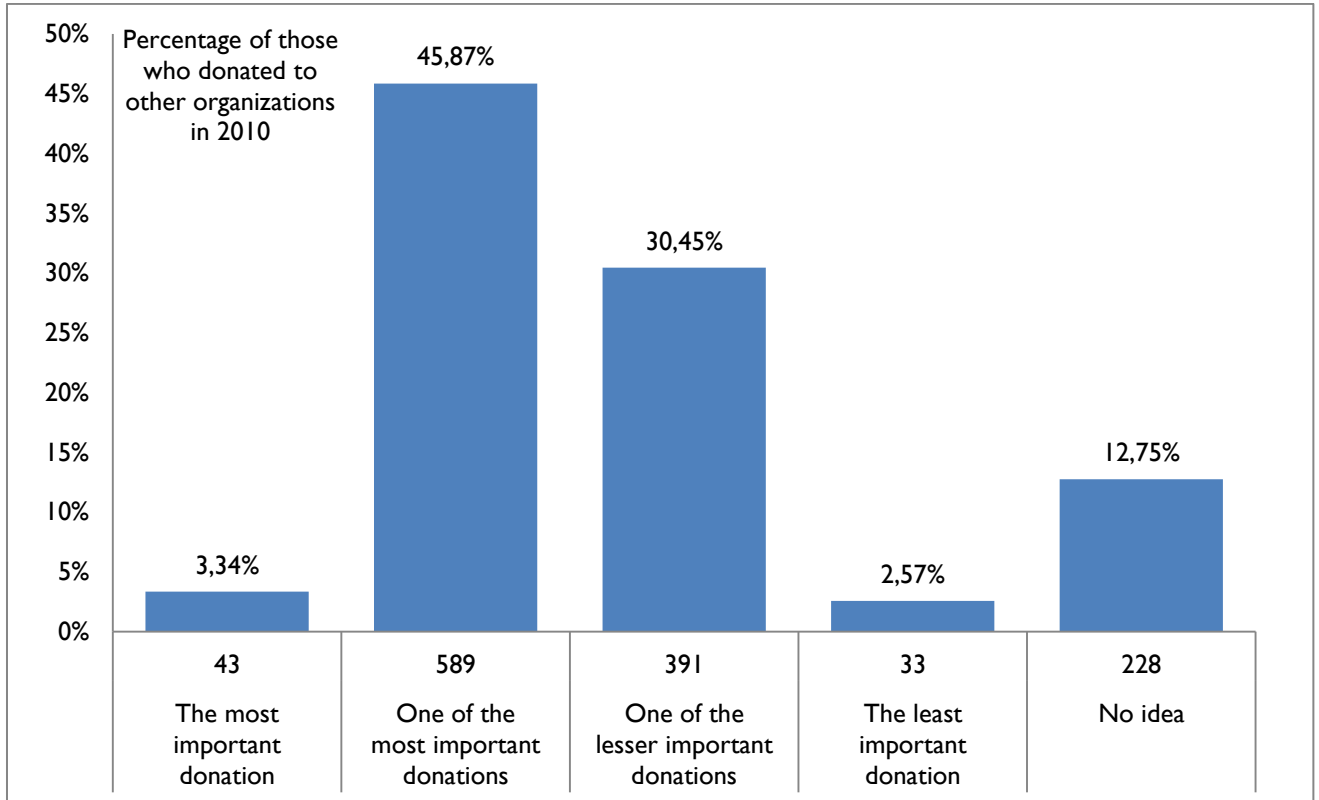


Question 17: Besides supporting Wikipedia, how often in 2010 did you donate to other organizations?



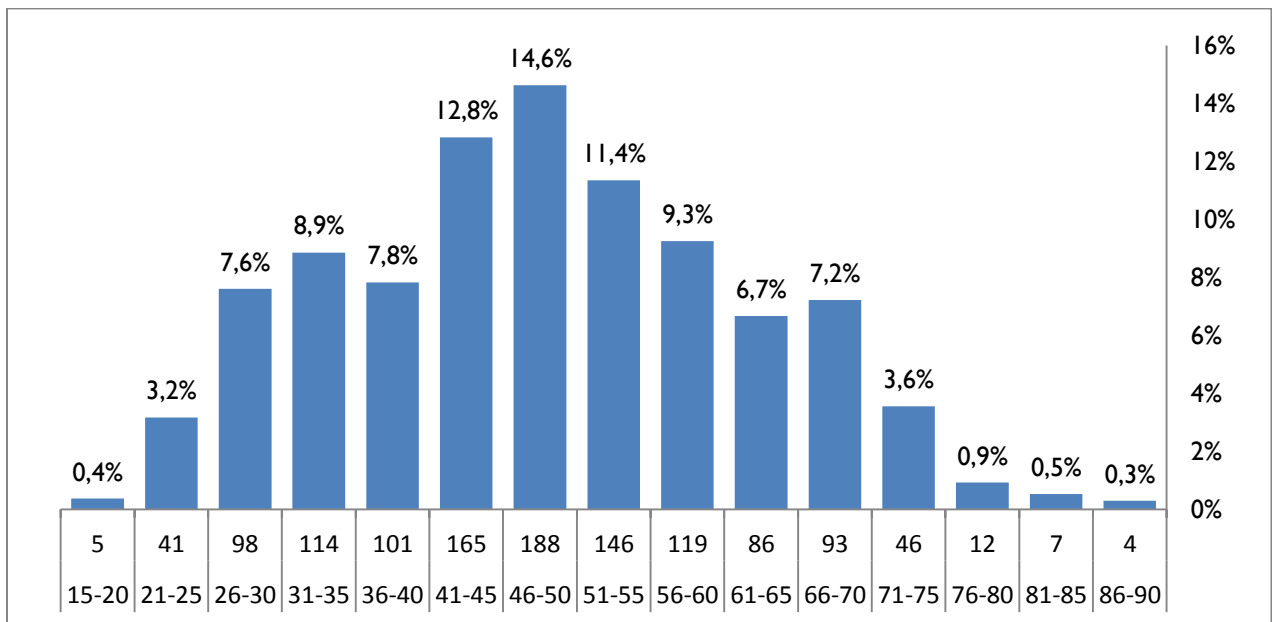
Filter: if "not once", then question 19; otherwise question 18

Question 18: Of course you consider all your donations to be important. Still, how important do you think your support for Wikipedia is compared to your other donations?

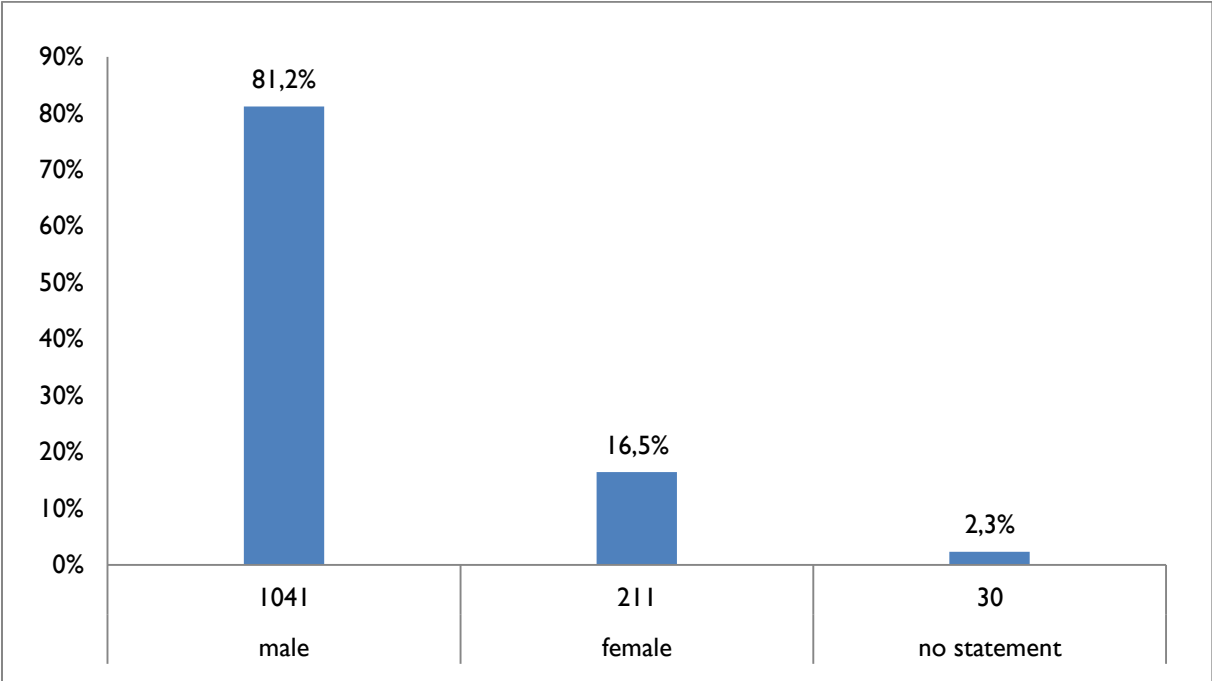


To conclude, we would like to ask you for some information about yourself.

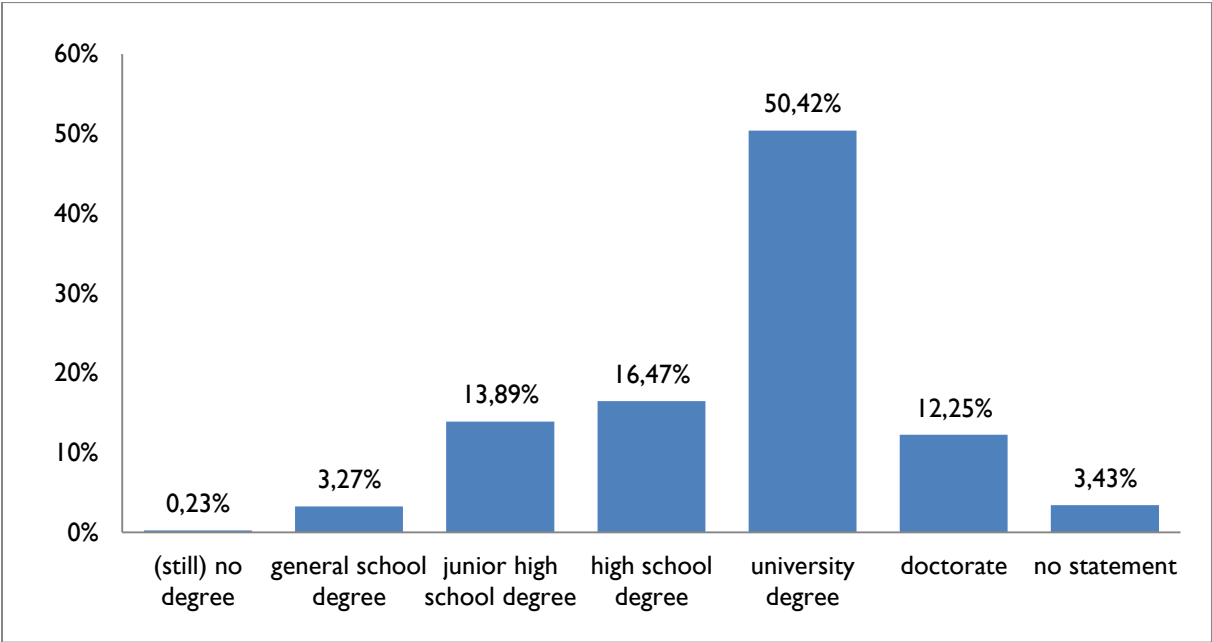
Question 19: How old are you?



Question 20: What is your gender?



Question 21: What is your highest level of education?



Question 22: How high was your annual net income in 2010?

