

Wikimedia Survey Findings



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Methodology

- Survey conducted from October 30-November 3, 2015.
- Online survey of 1,000 Wikipedia readers in the United States. The margin of error for the full sample is +/- 3.1%.
- The data were weighted slightly by education level to match the sample to the estimated population of Wikipedia readers.
- The previous survey was conducted from February 12-17, 2015 and also reached 1,000 Wikipedia readers in the United States, with the same margin of error.

**Margin of Error
for Different Percentage Distributions and Different Sample Sizes
(95% confidence)**

Sample Size	PERCENTAGES NEAR								
	10	20	30	40	50	60	70	80	90
1,000	1.9	2.5	2.8	3.0	3.1	3.0	2.8	2.5	1.9
900	2.0	2.6	3.0	3.2	3.3	3.2	3.0	2.6	2.0
800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9

Executive Summary:

User Experience and Perceptions

- Two-thirds of Wikipedia users visit the site several times a week or more, and over a third visit the site on at least a daily basis.
 - Wikipedia readers are most likely to visit the site on their laptops (72%) or smart phones (62%). The use of desktop and laptop computers to access the site has declined slightly (from 60% to 57% for desktops, and 76% to 72% for laptops), while tablet (45% to 49%) and smart phone (55% to 62%) use is on the rise.
 - The most frequent Wikipedia users tend to be men, college graduates, and aged 30-39. These characteristics are similar to those of self-reported donors and donor targets.
- Wikipedia readers report favorable views of the site's quality, reliability, and visual appeal, but, reflecting the greater length of time elapsed since the last fundraising push, their awareness that Wikipedia is run by a non-profit has dipped from 62% in February to 55% in November, and fewer than half (45%) remember seeing a fundraising message on the site in the past year, down from a majority (55%) in February.

Executive Summary: Fundraising

- Wikipedia readers tend not to be bothered by the fundraising messages they see on Wikipedia. Two-thirds (67%) say they don't mind them, and a majority (55%) say they are not annoyed by these messages. Roughly equal shares of readers do (44%) and don't (41%) pay attention to these messages, according to their self-reports.
 - Among the 45% of readers who say they have seen a fundraising message on Wikipedia in the past year, a plurality (37%) remember seeing two or three.
- Self-reported donors tend to be college graduates, men, daily users of the site, and residents of the Western region of the United States. They are also much more likely to say that they pay attention to Wikipedia's fundraising messages when they are running (88%), as compared to readers overall (44%). Donor targets (17% of readers)—those who say they have donated to at least one nonprofit in the past year (70% of readers), but not to Wikipedia—tend to be men, under 30, post-graduates, daily users, and residents of the Southern United States.
- Before readers see fundraising banners, those who say they have donated are by far the most likely to explain their donation by the fact that they use Wikipedia often and want to support it (64%), while the most common reason for not donating is a general tendency not to make donations (28%).

Banner Images Tested

Banner A

DEAR WIKIPEDIA READERS, We'll get right to it: This week we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. We're a small non-profit with costs of a top website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to learn. If Wikipedia is useful to you, please take one minute to keep it online and growing. Thank you.

One-time Monthly*

\$3 \$5 \$10 \$20
 \$30 \$50 \$100 \$

Credit Card PayPal Amazon

Create account Not logged in Talk Contributions Log in

Article Talk

Read View source View history Search

Earth

From Wikipedia, the free encyclopedia

This article is about the planet. For other uses, see Earth (disambiguation).

Earth (also the world^[n]^[5], in Greek: *Γαία* *Gaia*^[n]^[6] or in Latin: *Terra*^[26]) is the third planet from the Sun, the densest planet in the Solar System, the largest of the Solar System's four terrestrial planets, and the only astronomical object known to harbor life. The earliest life on Earth arose at least 3.5 billion years ago.^{[27][28][29]} Earlier physical evidences of life include graphite, a biogenic substance, in 3.7 billion-year-old metasedimentary rocks discovered in southwestern Greenland,^[30] as well as, "remains of biotic life" found in 4.1 billion-year-old rocks in Western Australia.^{[31][32]} Earth's biodiversity has expanded continually except when interrupted by mass extinctions.^[33] Although scholars estimate that over 99 percent of all species of life (over five billion)^[34] that ever lived on Earth are extinct,^{[35][36]} there are still an estimated 10–14 million extant species,^{[37][38]} of which about 1.2 million have been documented and over 86 percent have not yet been described.^[39] Over 7.3 billion humans^[40] live on Earth and depend on its biosphere and minerals for their survival. Earth's human population is divided among about two hundred sovereign states which interact through diplomacy, conflict, travel, trade and communication media.

According to evidence from radiometric dating and other sources, Earth was formed about 4.54 billion years ago.^{[41][42][43]} Within its first billion years,^[44] life appeared in its oceans and began to affect its atmosphere and surface, promoting the proliferation of aerobic as well as anaerobic organisms. Since then, the combination of Earth's distance from the Sun, its physical properties and its geological history have allowed life to thrive and evolve.

Earth's lithosphere is divided into several rigid tectonic plates that migrate across the surface over periods of many millions of years. Seventy-one percent of Earth's surface is covered with water,^[45] with the remainder consisting of continents and islands that together have many lakes and other sources of water that contribute to the hydrosphere. Earth's polar regions are mostly covered with ice, including the Antarctic ice sheet and the sea ice of the polar ice packs. Earth's interior remains active with a solid iron inner core, a liquid outer core that generates the

Earth

"The Blue Marble" photograph of Earth, taken during the Apollo 17 lunar mission in 1972.

Dear readers,

We'll get right to it: This week we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and growing. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and improve Wikipedia. Thank you.

Please help Wikipedia

ONE-TIME MONTHLY*

Select an amount (\$)

3 5 10 20
30 50 100 Other

CREDIT CARD PAYPAL AMAZON

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

Article Talk

Read View source View history Search

Earth

From Wikipedia, the free encyclopedia

This article is about the planet. For other uses, see Earth (disambiguation).

Earth (also the world^[n]^[5], in Greek: *Γαία* *Gaia*^[n]^[6] or in Latin: *Terra*^[26]) is the third planet from the Sun, the densest planet in the Solar System, the largest of the Solar System's four terrestrial planets, and the only astronomical object known to harbor life. The earliest life on

Earth

Banner B

Dear readers,

We'll get right to it: This week we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and growing. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and improve Wikipedia. Thank you.

People read **15 billion** Wikipedia articles each month

but less than 1% of our readers give.

Now is the time we ask.

Please help Wikipedia

ONE-TIME MONTHLY*

Select an amount (\$)

3 5 10 20
30 50 100 Other

CREDIT CARD PAYPAL AMAZON

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

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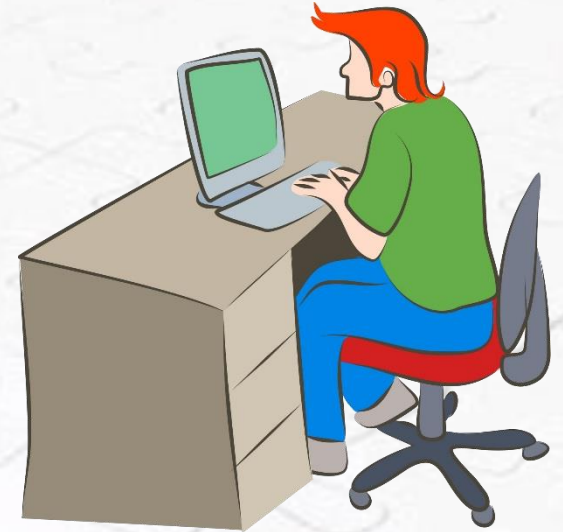
Earth

Banner C

Executive Summary: Banners

- On explicit measures of which banner they find most visually appealing and which they prefer overall, readers say they prefer Banner A (the small, original banner) over both alternatives tested, though Banner B (with the coffee image) stands up much better against Banner A than does Banner C (42% vs. 49% and 36% vs. 54%, respectively).
- Although most readers do not prefer Banner B in a head-to-head matchup against A, it receives the highest ratings of all three banners on most of the important traits tested: likelihood of being read, motivational value, clarity, and informative value.
 - Banner A, the smallest banner, leads on subtlety, and Banner C (the “less than 1% donate” message) does not lead on any positive trait.
- In open-ended responses, readers tend to express a preference for the graphics of the two new, larger banners, but many are driven to prefer the smaller one because it is less intrusive (a consideration with which they were primed in earlier questioning).

Wikipedia Access

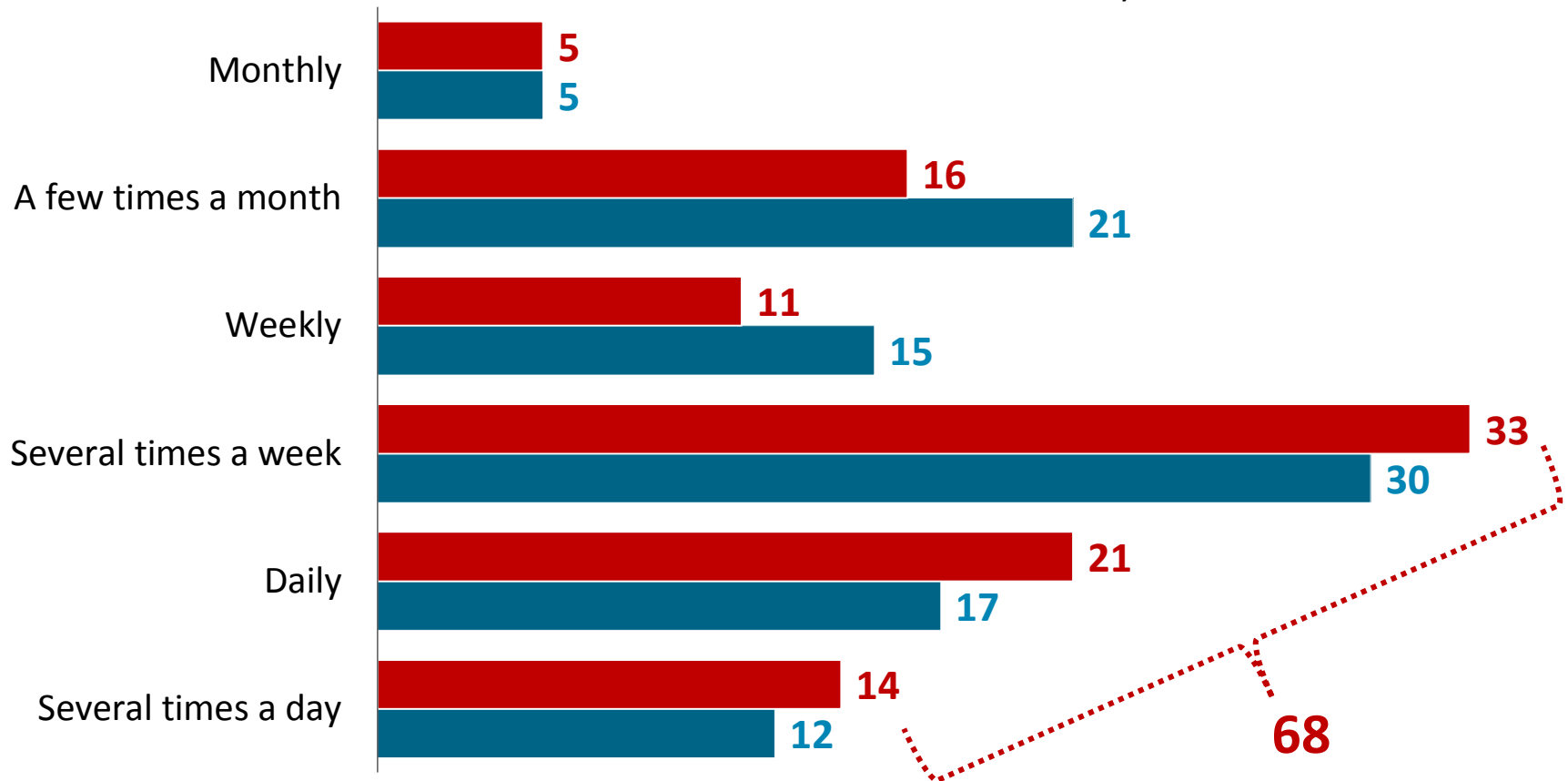


Two-thirds of Wikipedia users visit the site several times a week or more, and over a third visit Wikipedia on more than a daily basis. Laptop and desktop computers remain the most common ways to access the site, though self-reported smart phone use is up since February.

Consistent with our February findings, a plurality of Wikipedia readers say they visit the site several times a week. Two-thirds visit the site several times a week or more.

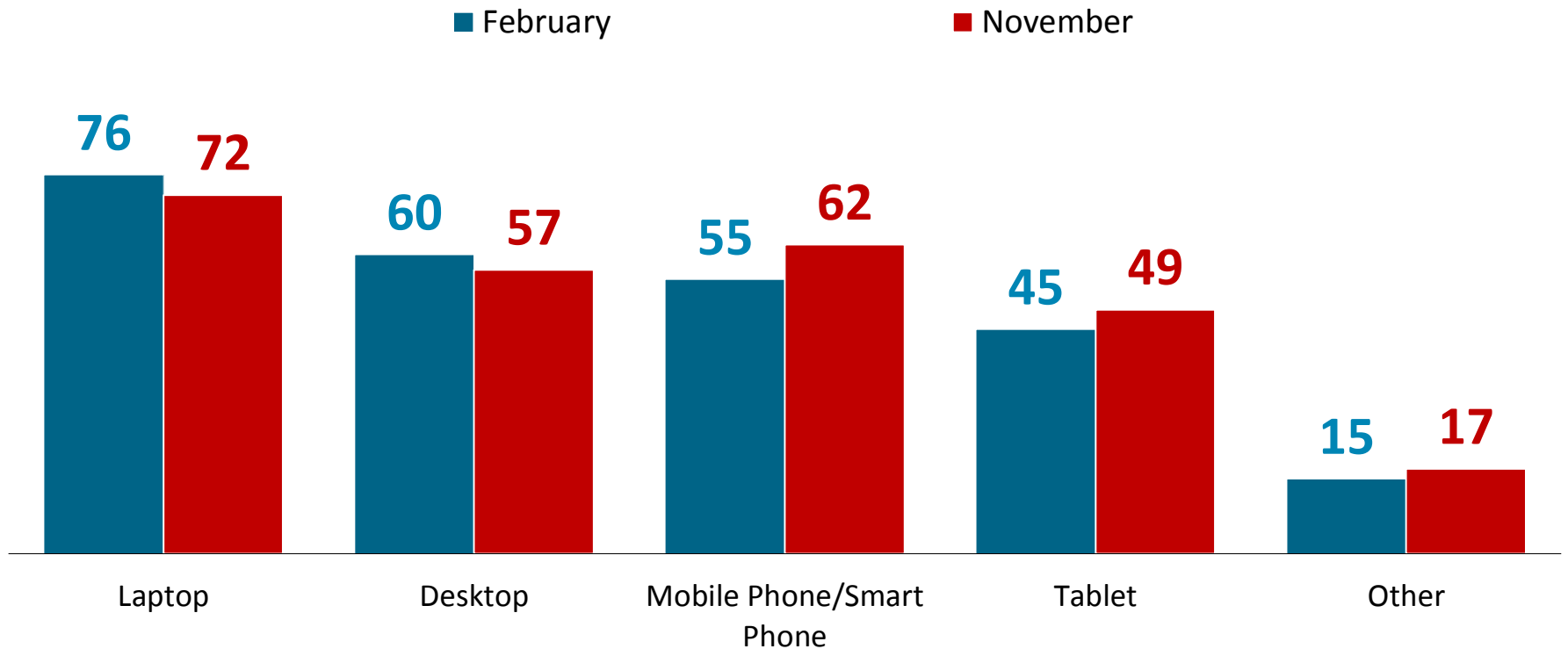
About How Often Do You Use Wikipedia?

■ November ■ February



Laptop computers remain the most popular way to access the site, but laptop and desktop use have both declined slightly since February. Smart phones have now overtaken desktop computers as the second most popular way to access the site, and tablet use is also on the rise.

Devices Used to Access Wikipedia (Very/Somewhat Often)



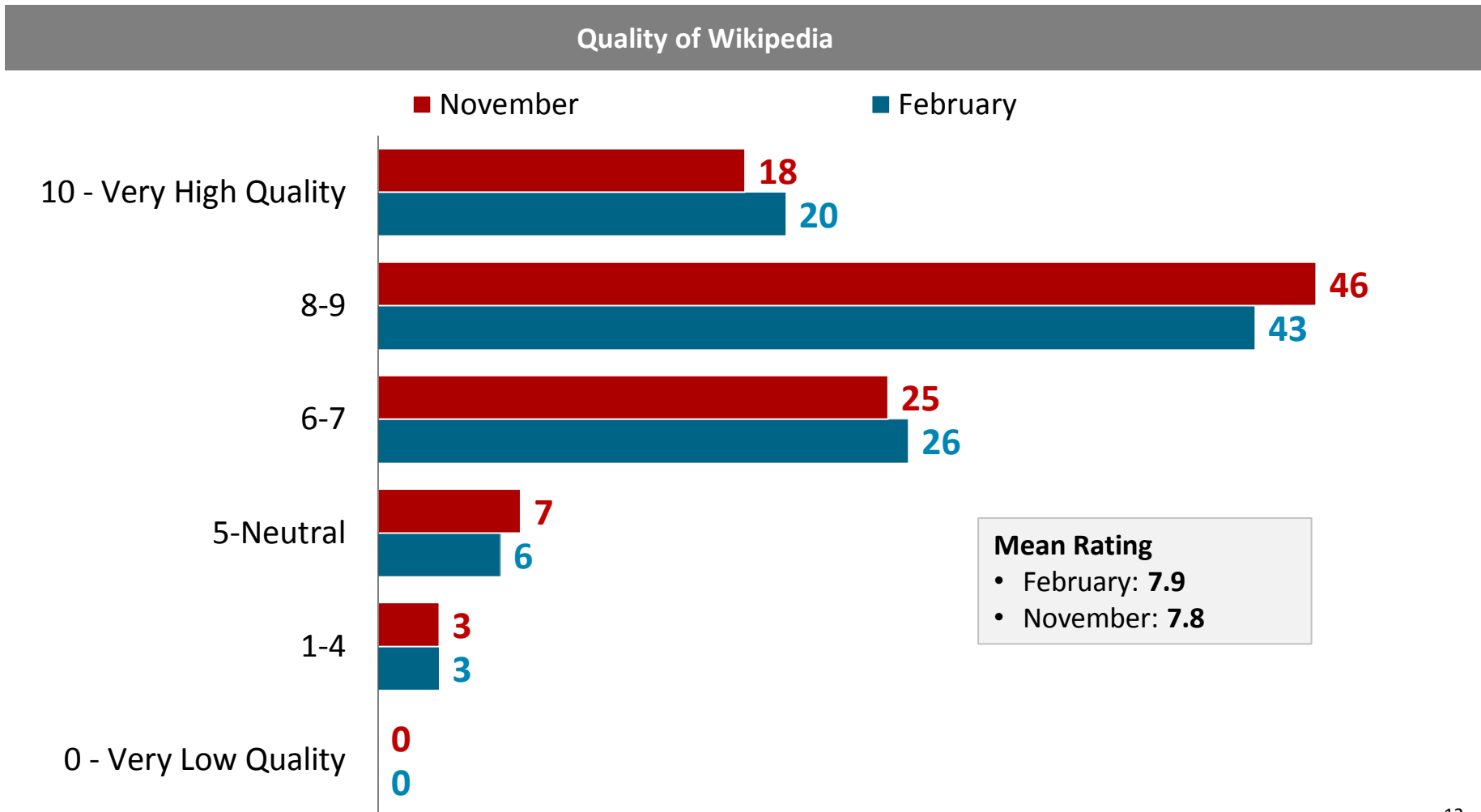


WIKIPEDIA

Impressions of Wikipedia

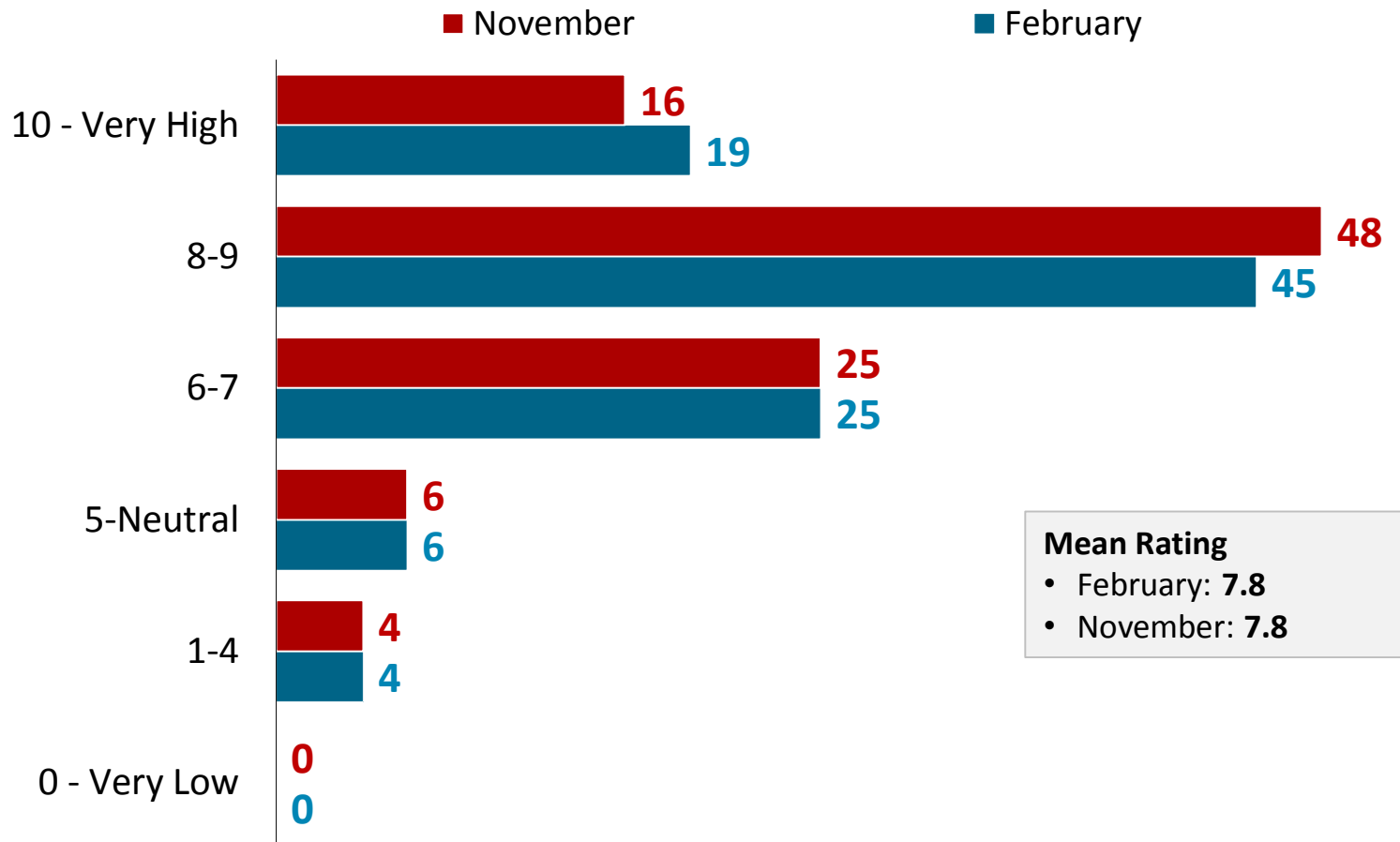
Impressions of Wikipedia's strengths have remained consistent since February: the site continues to enjoy high ratings for quality, reliability, and the look and feel of the site. Fewer users than in February now correctly identify the organization that manages the site as a non-profit (55% now, as compared to 62% early this year), likely because more time has elapsed since the site's most recent fundraising push, and readers' most recent exposure to fundraising messages highlighting Wikipedia's status as a nonprofit.

Wikipedia readers continue to report high opinions of the quality of Wikipedia, with over three-fifths rating the quality of the site as 8 or higher on a 10-point scale.



Positive impressions of the look and feel of the site have also remained consistent since February, with nearly half of readers rating the site's look and feel either 8 or 9 on a 10-point scale.

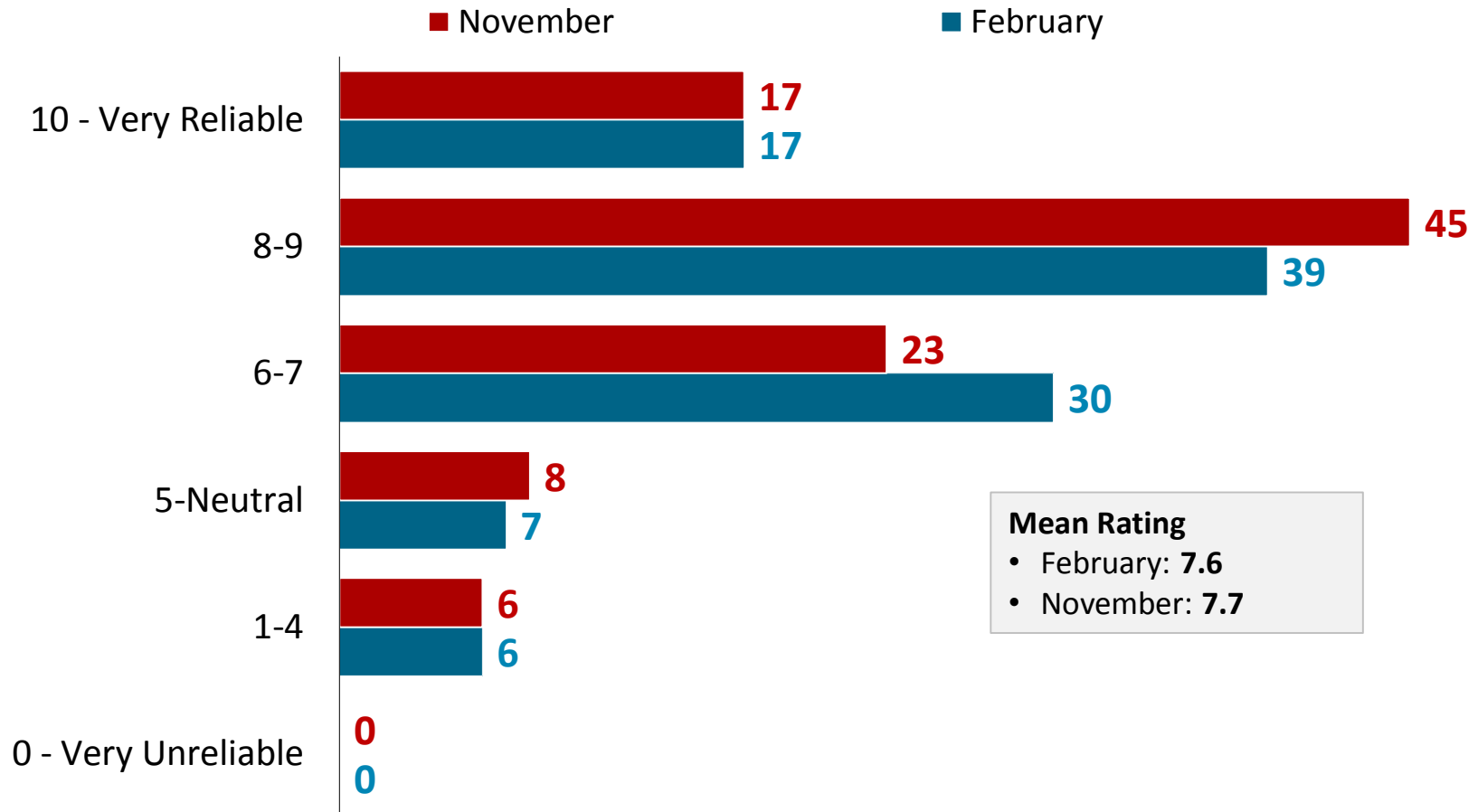
Look and Feel of Wikipedia



Readers rate Wikipedia's reliability slightly better now than they did in February, with more readers rating the site's reliability as 8 or 9 and fewer in the 6-7 bracket, as compared to February's responses.

- College graduates in particular have shifted away from the 6-7 range on this measure (31% in February, 21% in November) and toward the 8-9 range (38% in February, 49% in November).

Reliability of Wikipedia

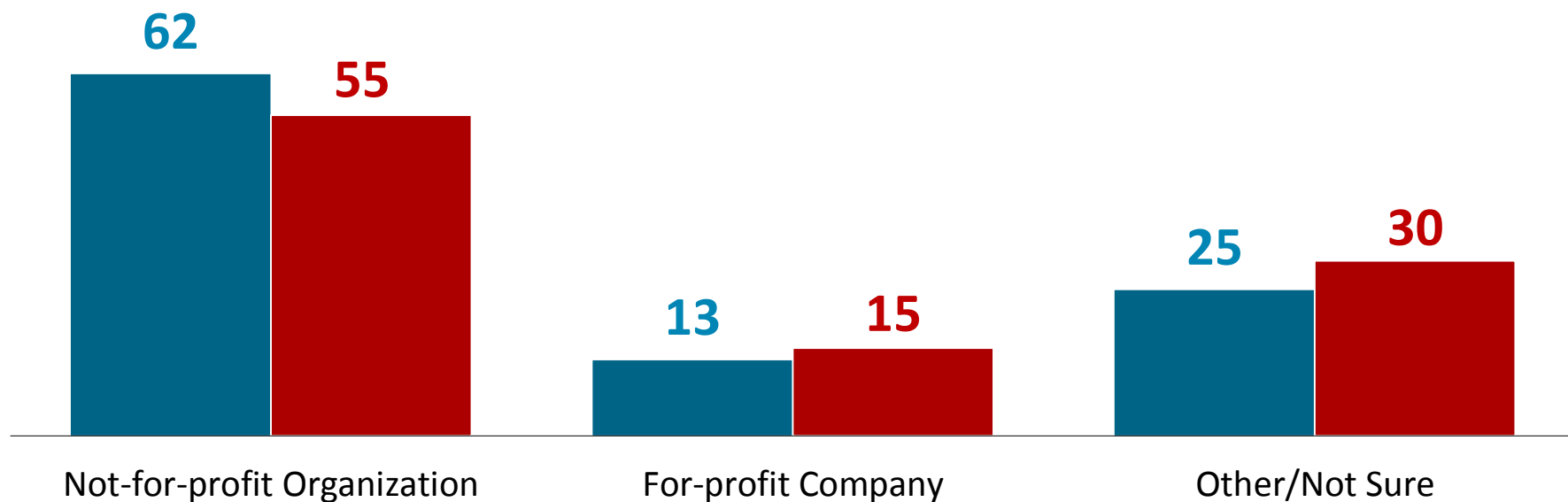


Awareness of Wikimedia's nonprofit status has declined somewhat since February, as more time has elapsed since the site's latest fundraising push—and the last time readers have been presented with a message on the site identifying Wikimedia as a nonprofit. Just over a majority (55%) now accurately identify the organization that manages Wikipedia as a not-for-profit organization, down from over three-fifths (62%) in February.

Best Describes the Organization that Manages Wikipedia

■ February

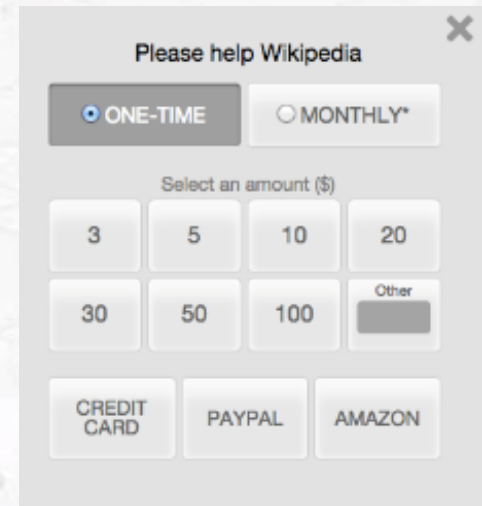
■ November



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

Exposure to Fundraising Messages and Motivations to Donate

Reflecting the greater amount of time elapsed since the site's last fundraising push, fewer readers than in February (45% now vs. 55% earlier this year) recall having seen a fundraising message on Wikipedia in the past year. A plurality of those who have seen such a message remember seeing two or three. Self-reported donors tend to be college-educated men who visit the site daily; by far the most frequently cited reason for donating is that "I use Wikipedia often and want to support it."



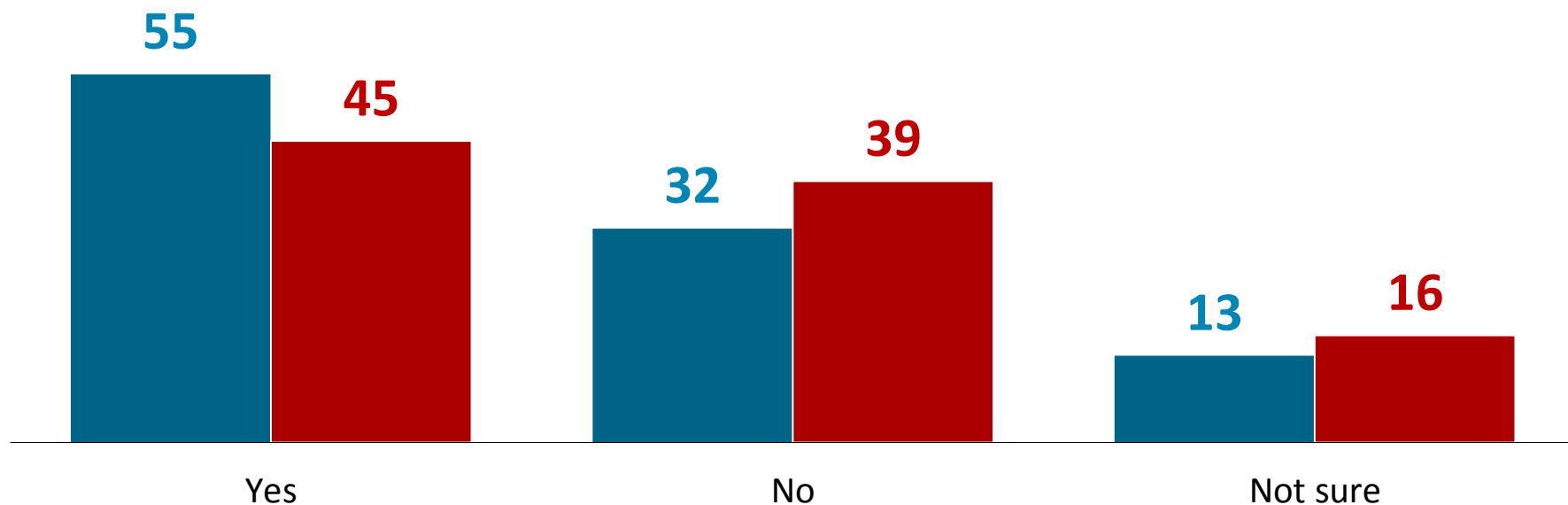
The image shows a screenshot of a fundraising dialog box titled "Please help Wikipedia". It features two radio buttons for frequency: "ONE-TIME" (selected) and "MONTHLY*". Below this is a section titled "Select an amount (\$)" with buttons for 3, 5, 10, 20, 30, 50, 100, and "Other". At the bottom are three buttons for payment methods: "CREDIT CARD", "PAYPAL", and "AMAZON".

Reflecting the greater amount of time elapsed since Wikimedia's last fundraising push, 10% fewer readers say they have seen a fundraising message on Wikipedia in the past year than we found in February—all told, fewer than half of Wikipedia readers now remember seeing a fundraising message on the site within the past year.

In the past year, have you seen a fundraising message on Wikipedia?

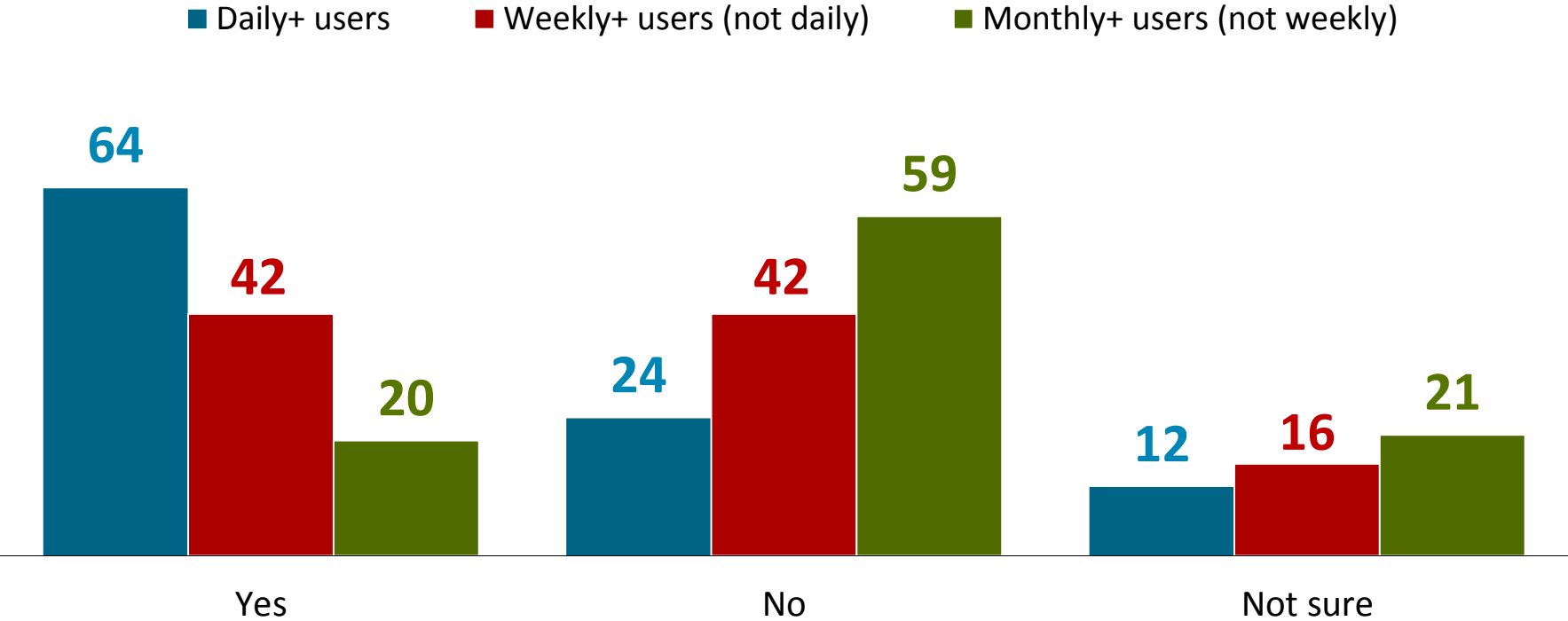
■ February

■ November



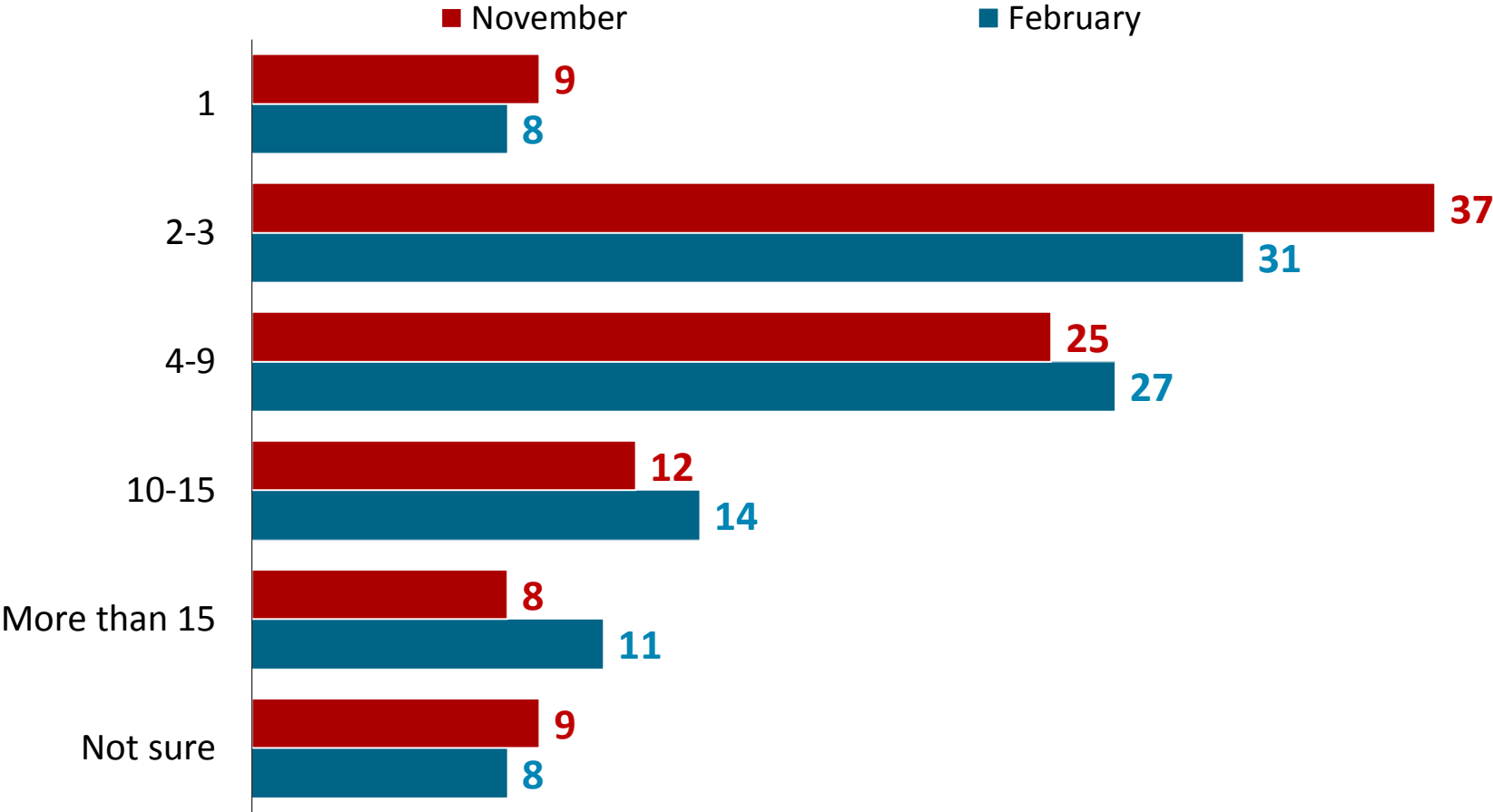
Daily users are by far the most likely to remember having seen a fundraising message on the site in the past year, while less frequent users are the least likely to remember such a message.

In the past year, have you seen a fundraising message on Wikipedia?



Among those who recall having seen a fundraising message in the past year, readers also remember seeing fewer messages than they remembered in February. As we found earlier this year, a plurality of those who remember seeing a message in the past year say they saw 2 or 3, indicating that they are not being oversaturated with fundraising appeals.

Number of Times Fundraising Message Seen in Past Year*

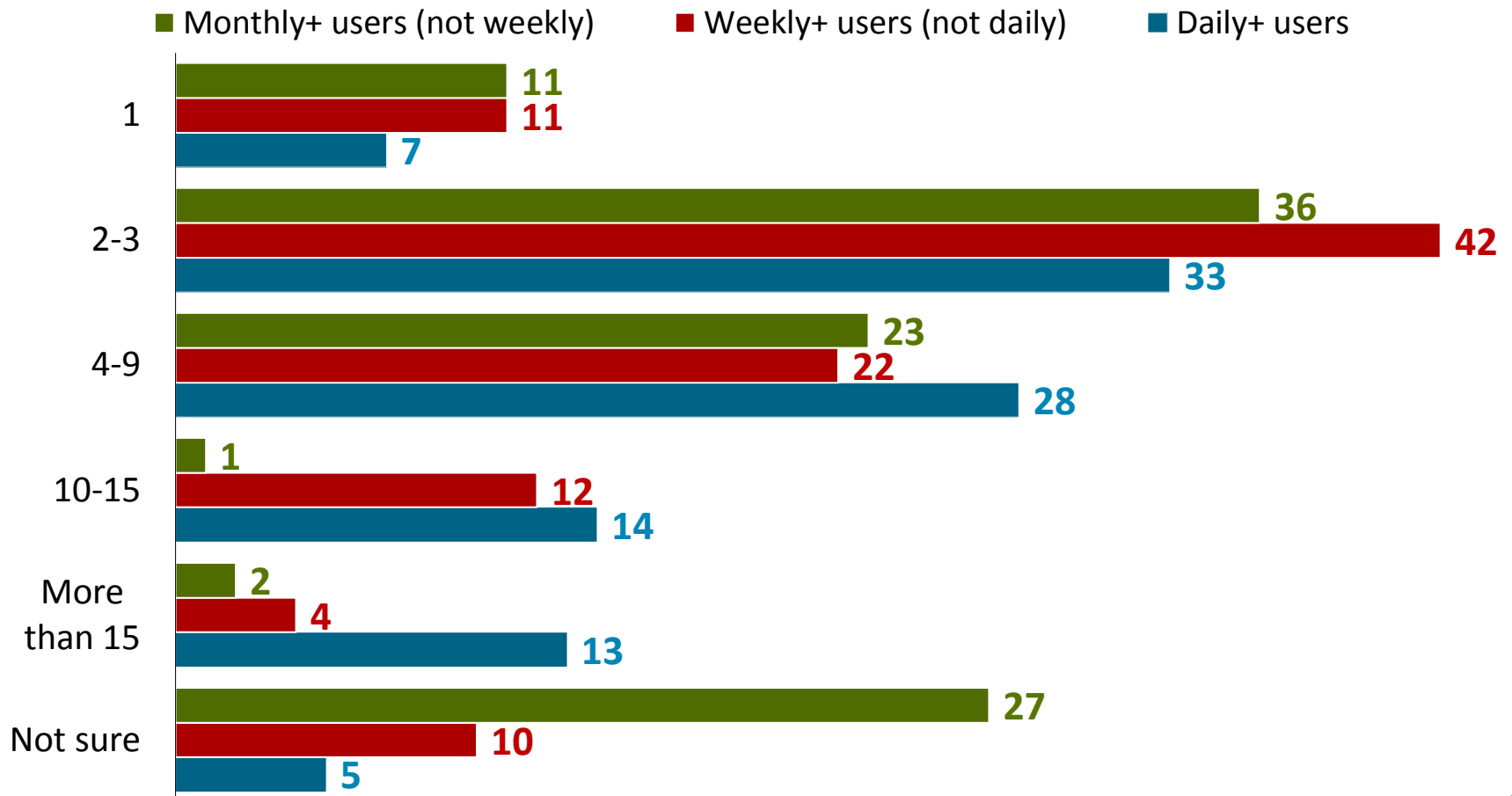


*Asked only of those who reported having seen a fundraising message on Wikipedia in the past year

About how many times have you seen a fundraising message on Wikipedia in the past year?

Across frequency of Wikipedia use, a plurality of readers who have seen a fundraising message in the past year say they saw two or three, though, unsurprisingly, more frequent readers tend to have seen more than less frequent readers. The least frequent users are the most uncertain about how many messages they have seen in the past year.

Number of Times Fundraising Message Seen in Past Year*



*Asked only of those who reported having seen a fundraising message on Wikipedia in the past year

About how many times have you seen a fundraising message on Wikipedia in the past year?

Across age and gender, self-reported donors are by far the most likely to cite their personal experience with Wikipedia (“I use Wikipedia often and want to support it”) as their motivation to donate. Younger men are the most likely to mention the effectiveness of the fundraising message, and the value of free knowledge for all as a motivation to donate is most prevalent among women readers.

Why Donated to Wikipedia*	Total	Men <40	Women <40	Men 40+	Women 40+
I use Wikipedia Often and Want to Support It	64	63	62	73	67
The Fundraising Message was Sincere and Appropriate	17	25	11	12	5
I Support Free Knowledge for All	13	9	18	9	22
I Want Wikipedia to Stay Online	3	2	4	0	7
To Keep Wikipedia Ad-free	3	1	6	6	0
None of the Above	0	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?

After reading fundraising banners, across age and gender, readers say the fact that they use Wikipedia and would like to see it remain a source of information is the best reason to make a financial contribution to the site. Men are particularly persuaded by the fact that Wikipedia is a non-profit, while younger readers are the most convinced by the notion that Wikipedia is sustained by its readers.

Reasons to Make Financial Contribution	Total	Men <40	Women <40	Men 40+	Women 40+
I Use Wikipedia and Would Like to See It Remain a Source of Information	30	26	27	33	38
Wikipedia is a Non-profit	21	25	21	24	13
Wikipedia is sustained by its readers	20	22	22	16	17
It's an Ad-free Site	10	8	14	7	11
To Protect Wikipedia's Independence	7	7	7	9	6
To Support the Work of Volunteer Content Contributors	4	5	2	3	6
Other	1	2	1	2	0
Don't Know	6	4	6	6	8

After seeing a pair of banners (either A and C or A and B), those who see Banner A (the smaller banner) last are most inclined to cite their personal use of Wikipedia as the top reason to make a contribution. Those who see Banner C (with the “less than 1% donate” message) are especially inclined to emphasize Wikipedia’s non-profit status, while those who see Banner B are most likely to gravitate to the explanation that Wikipedia is sustained by its readers.

Reasons to Make Financial Contribution	Total	Saw Banner A then C	Saw Banner A then B	Saw Banner C then A	Saw Banner B then A
I Use Wikipedia and Would Like to See It Remain a Source of Information	30	28	28	30	34
Wikipedia is a Non-profit	21	24	17	26	19
Wikipedia is sustained by its readers	20	19	24	17	20
It’s an Ad-free Site	10	10	10	11	9
To Protect Wikipedia’s Independence	7	9	8	4	7
To Support the Work of Volunteer Content Contributors	4	3	4	7	3
Other	1	1	2	0	1
Don’t Know	6	6	7	5	6

Not being in the habit of making donations is readers' top reason for not donating to Wikipedia; this explanation is especially prevalent among younger readers. Men are most likely to say they are uncomfortable making online donations (the top reason for not donating among older men), while women express more concern about not knowing what their donation would be used for.

Why Did NOT Donate to Wikipedia*	Total	Men <40	Women <40	Men 40+	Women 40+
Don't Usually Donate	28	33	31	18	21
Uncomfortable Making Online Donations	18	21	10	24	16
Wikipedia Probably Gets Enough Donations, They Don't Need Mine	12	13	13	5	13
Don't Know What My Donation Would be Used For	10	6	14	10	16
Didn't Know Wikipedia Relied on Donations	7	5	5	13	5
Don't Use Wikipedia That Often	5	4	5	8	3
Found Wikipedia's Fundraising Appeal Too Intrusive	3	5	0	3	2
Other	13	10	18	10	17
None of the Above	4	2	4	9	7

*Asked only of those who reported NOT having made a financial donation to Wikipedia

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

Like other readers who have not donated to Wikipedia, donor targets are most likely to cite not usually donating and discomfort with online donations as the reasons they have not given to Wikipedia.

Why Did NOT Donate to Wikipedia*	Total	Donor Targets
Don't Usually Donate	28	20
Uncomfortable Making Online Donations	18	18
Wikipedia Probably Gets Enough Donations, They Don't Need Mine	12	14
Don't Know What My Donation Would be Used For	10	12
Didn't Know Wikipedia Relied on Donations	7	8
Don't Use Wikipedia That Often	5	5
Found Wikipedia's Fundraising Appeal Too Intrusive	3	4
Other	13	14
None of the Above	4	6

*Asked only of those who reported NOT having made a financial donation to Wikipedia

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

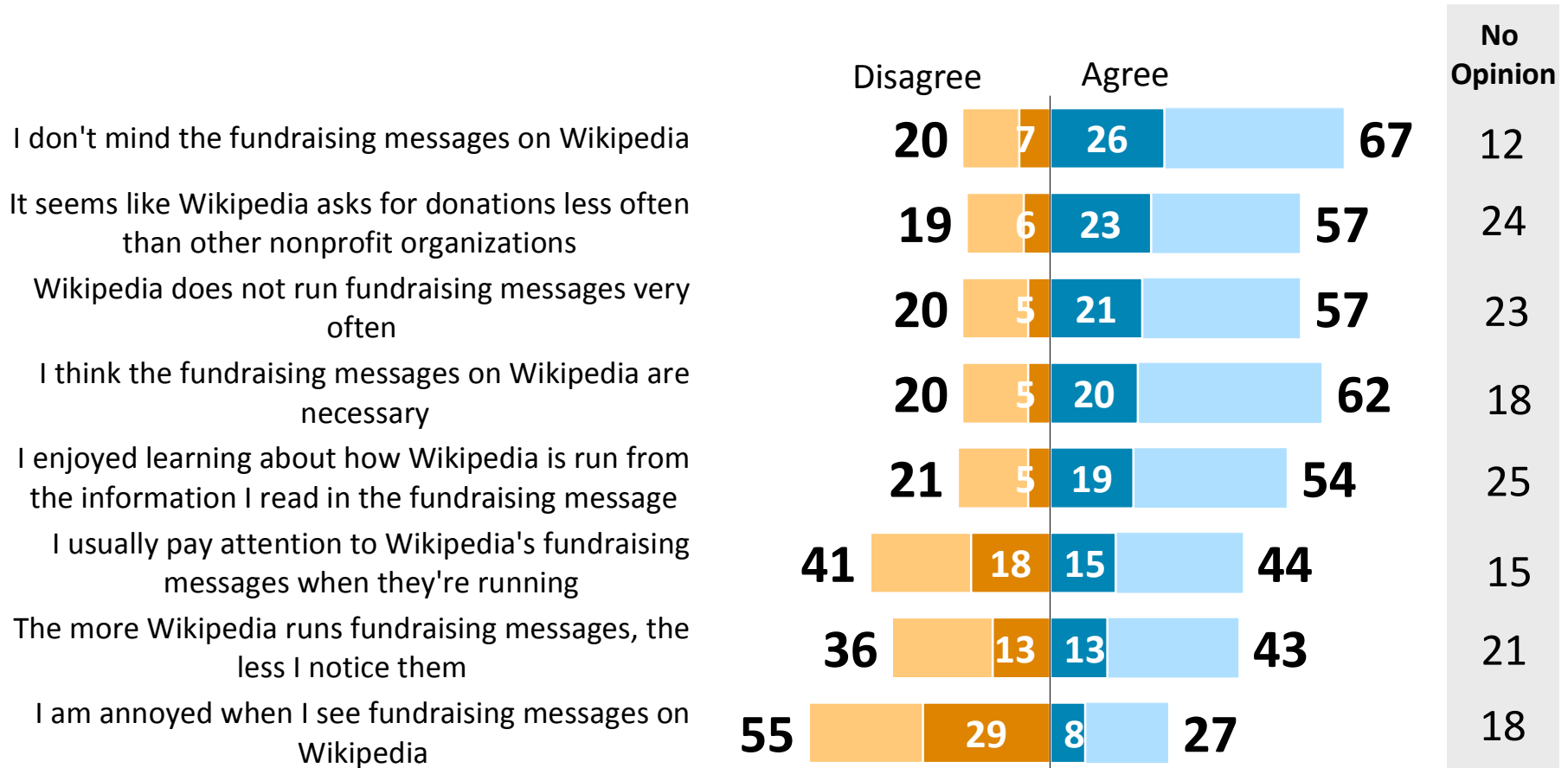
Responses to Fundraising Messages

Wikipedia readers tend not to mind the fundraising messages they have seen on the site—two-thirds say they don't mind them, and a majority say they are not annoyed by these messages. Roughly equal shares of readers do (44%) and don't (41%) pay attention to these messages, according to their self-reports.

Of the banners tested, readers express an explicit preference for Banner A over Banners B and C, but Banner B receives the highest ratings on many important traits including likelihood of being read and effectiveness in motivating readers to donate.

Two-thirds of readers agree that they don't mind the fundraising messages on Wikipedia, and clear majorities view these messages as necessary and see them as relatively infrequent. By a 2:1 margin, readers say they are not annoyed when they see fundraising messages on the site. Readers divide evenly as to whether they pay attention to Wikipedia's fundraising messages when they are running.

Feelings Towards Fundraising Messages

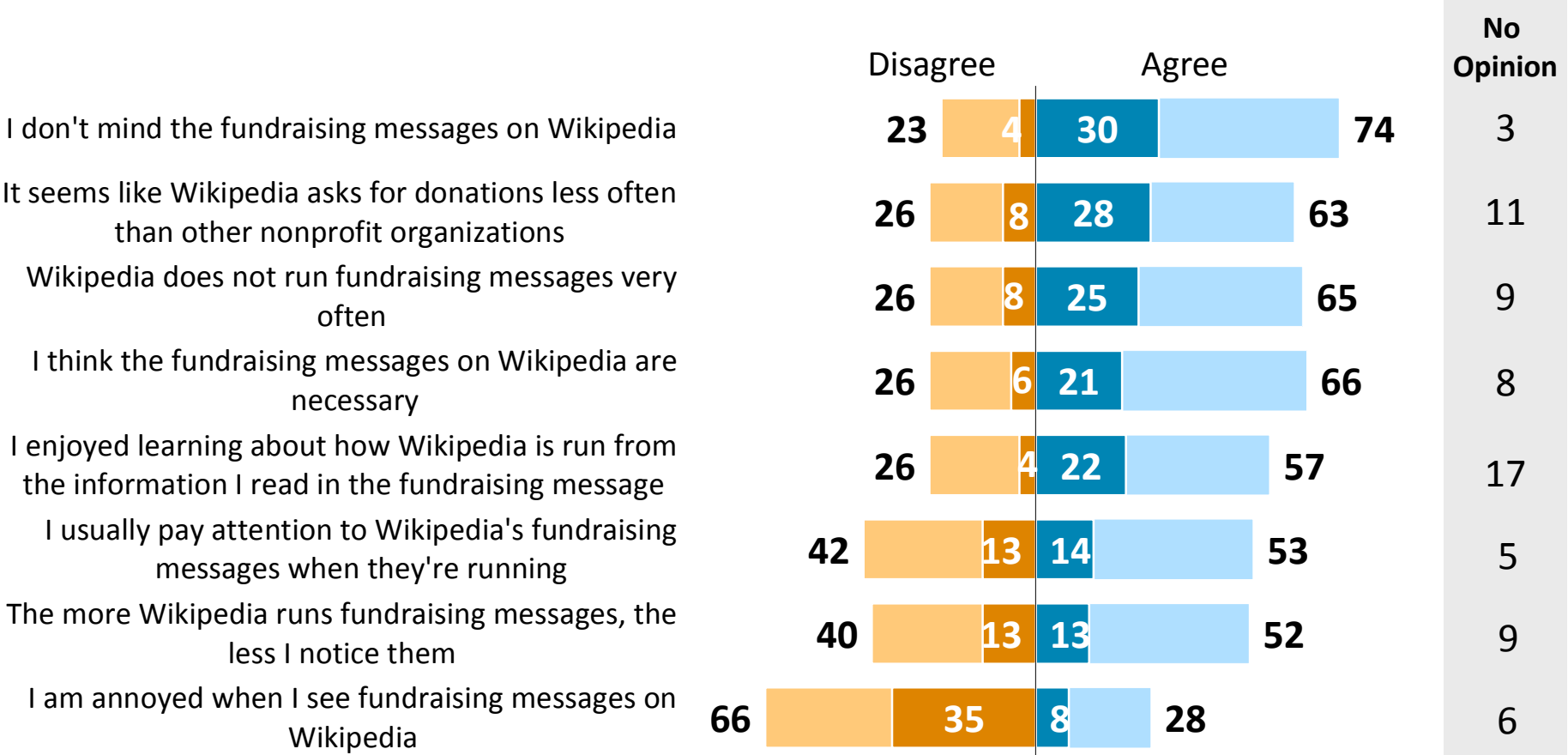


Darker colors indicate intensity.

For each statement, please choose whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement, or have no opinion.

As compared to readers overall, donor targets are particularly receptive to fundraising messages: nearly three-quarters say they don't mind these messages, two-thirds see them as necessary, and nearly as many regard them as relatively infrequent. Two-thirds also say they are not annoyed by these messages, but a bare majority (53%) say they pay attention to these messages when they are running.

Feelings Towards Fundraising Messages—Among Donor Targets



Darker colors indicate intensity.

For each statement, please choose whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement, or have no opinion.

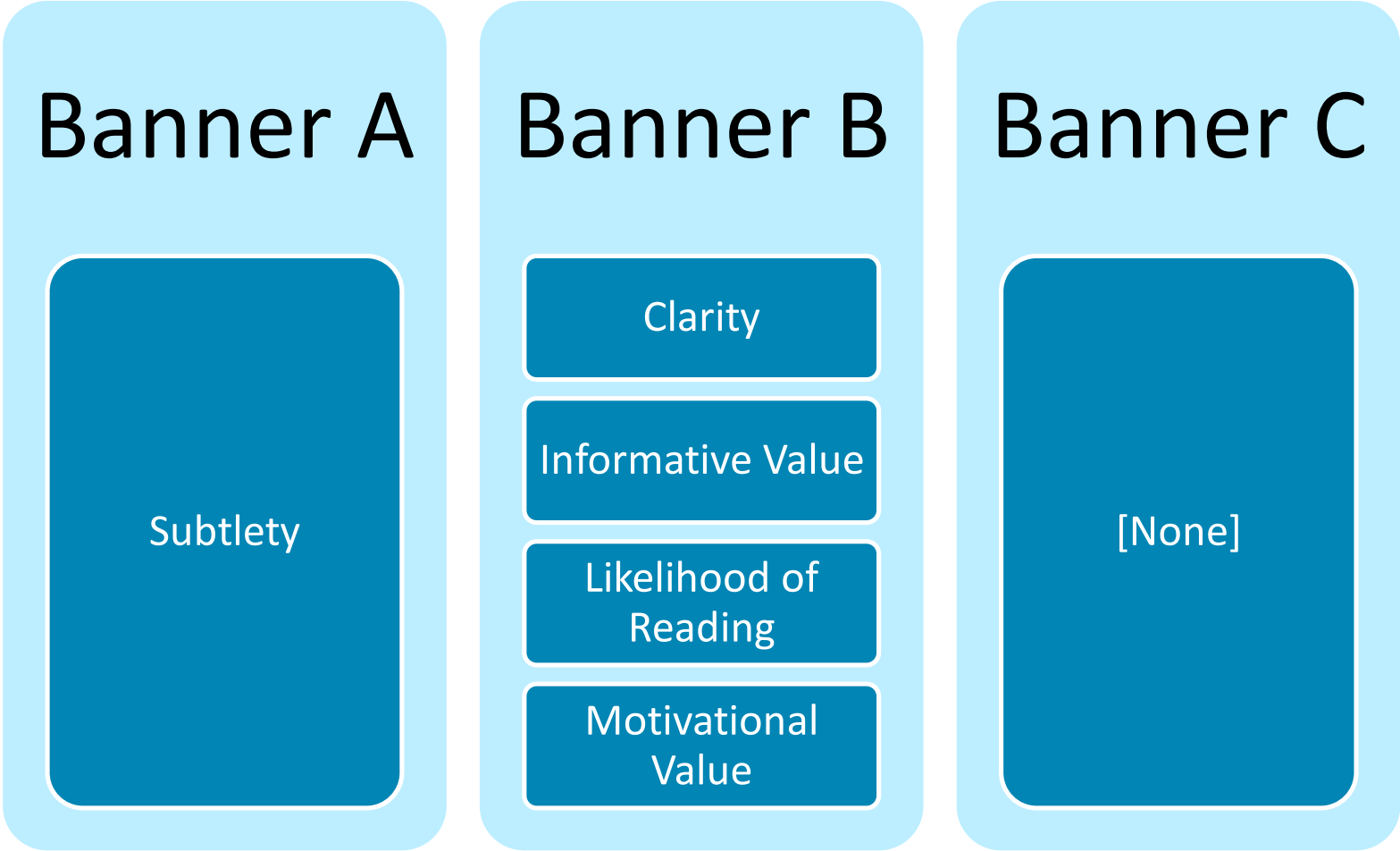
Banner Images Tested

Banner A

Banner B

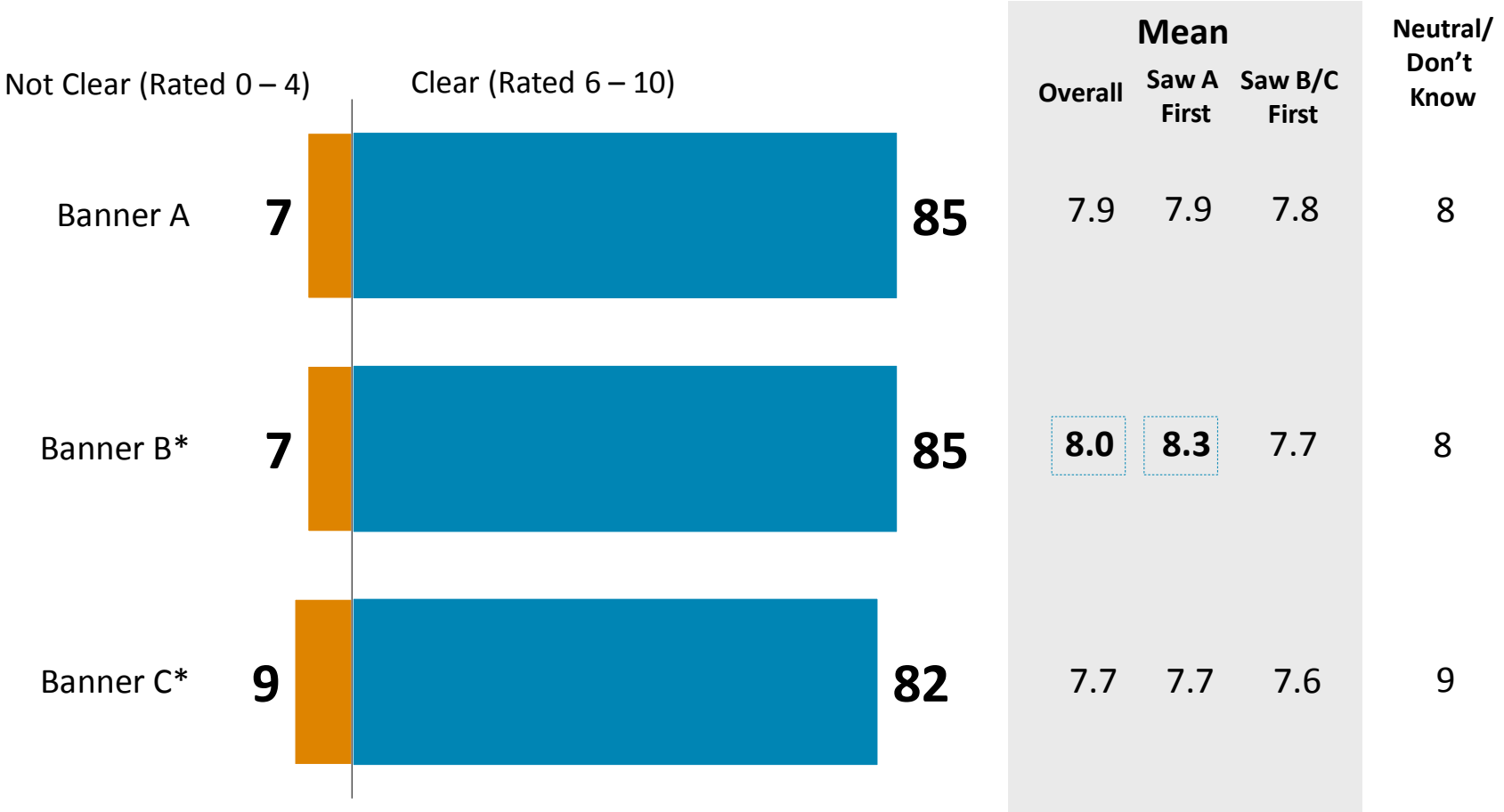
Banner C

The table below illustrates the traits for which each banner receives the highest ratings, among the three banners tested:



Readers give all three banners tested high ratings for clarity. Banner B (the coffee image) gets the highest ratings, especially among readers who saw Banner A (the smaller banner) first.

Clarity of Fundraising Message



*Split-sampled

On a scale of 0-10, where 0 means not at all clear and 10 means very clear, how would you rate the clarity of this fundraising appeal?

Although readers consider all three banners relatively informative, Banner A (the smaller, shorter banner) receives the lowest scores for its informative value, while Banner B receives the highest ratings, especially among readers who saw Banner A first.

Informative Value of Fundraising Message

Not informative (Rated 0 – 4)

Informative (Rated 6 – 10)

Banner A **10**

78

Banner B*

8

82

Banner C*

9

81

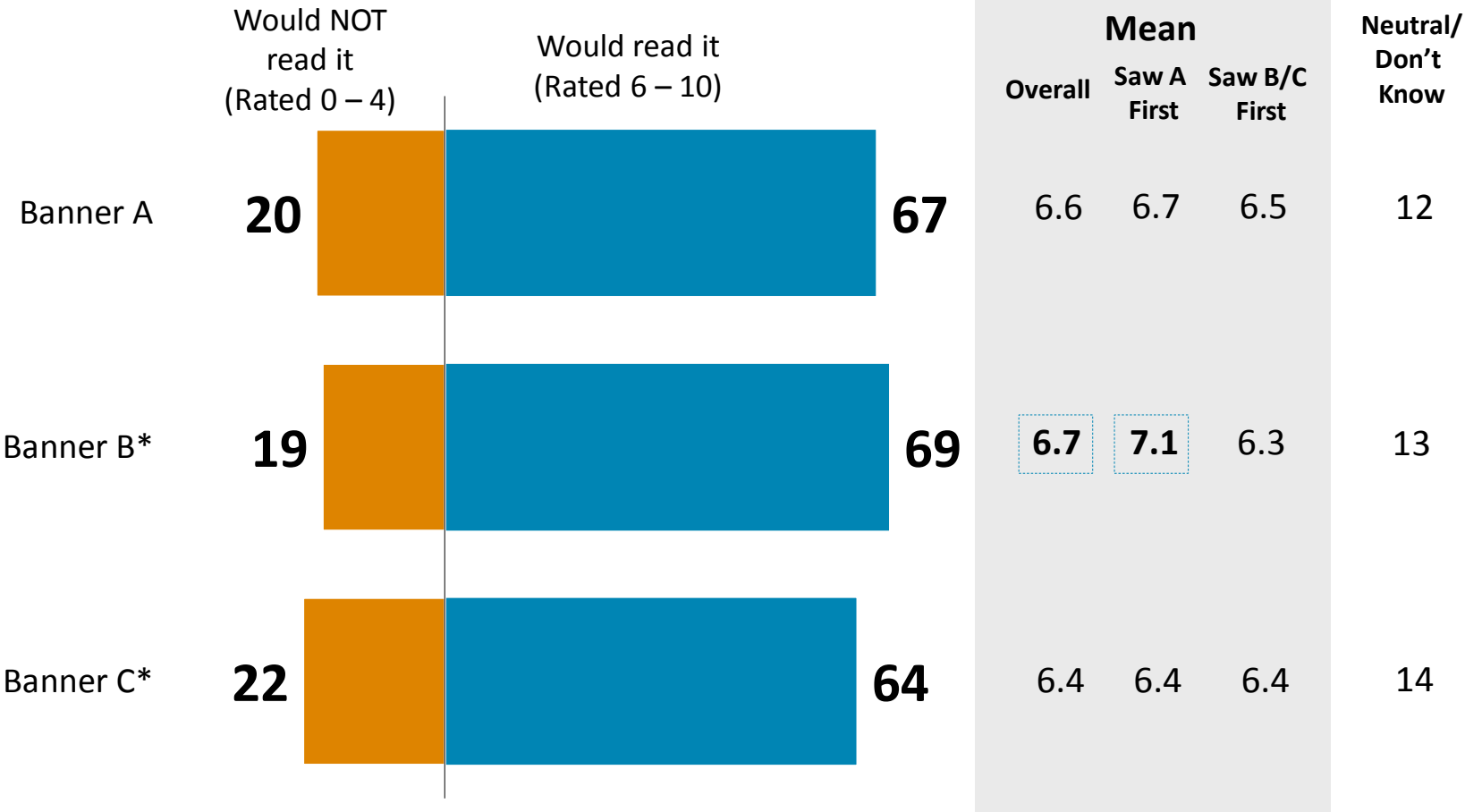
Overall	Mean		Neutral/ Don't Know
	Saw A First	Saw B/C First	
7.4	7.4	7.3	13
7.7	7.9	7.4	10
7.5	7.6	7.4	10

*Split-sampled

On a scale of 0-10, where 0 means **not at all** informative and 10 means **very** informative, how would you rate the **informative value** of this fundraising appeal?

Banner B also gets the top ratings for likelihood of being read, especially among those who saw Banner A first. Notably, although Banner C is larger than Banner A, it still gets the lowest ratings when readers are asked how likely they would be to read the contents of each banner.

Likelihood of Reading of Fundraising Message

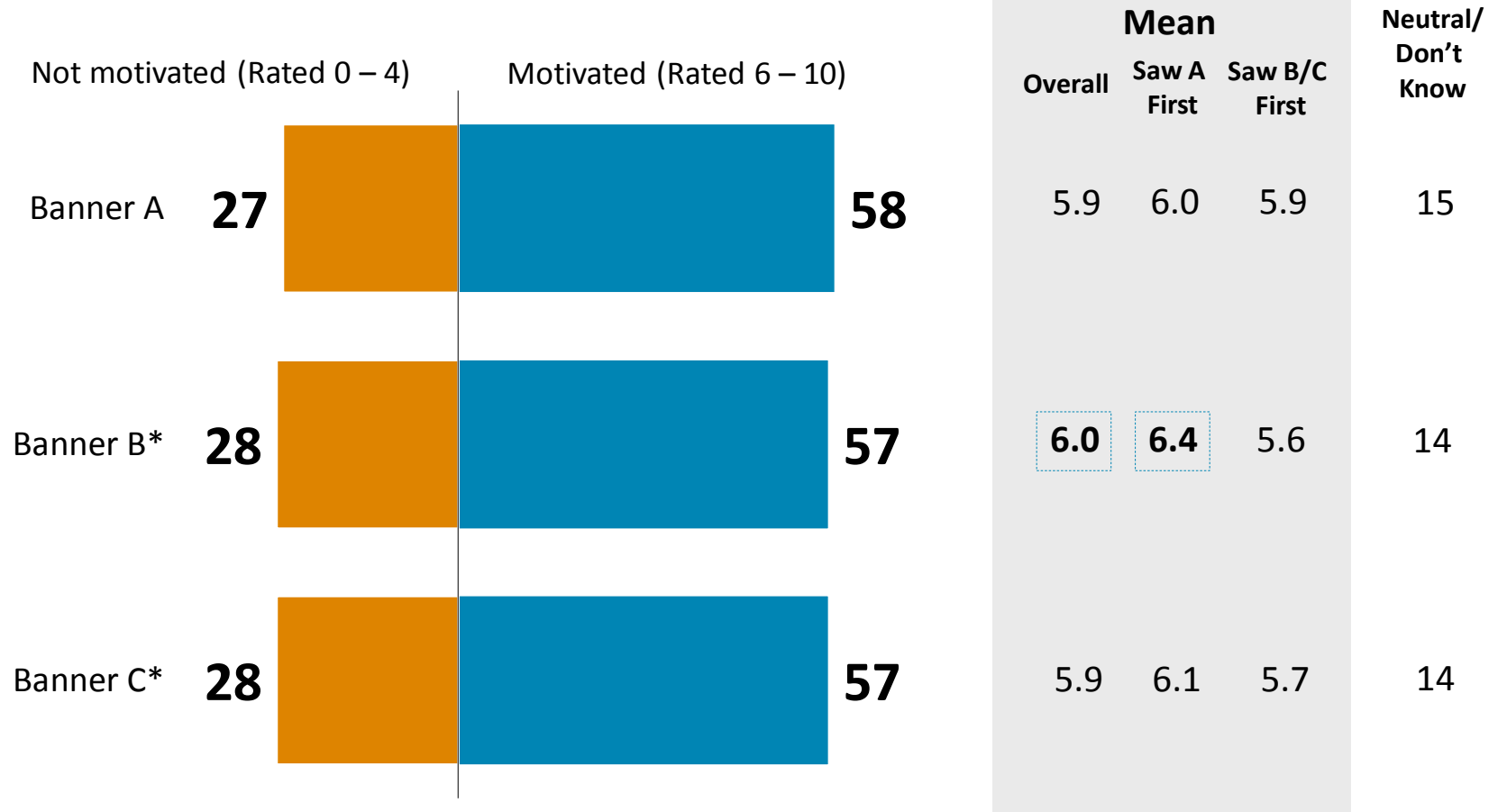


*Split-sampled

On a scale of 0-10, where 0 means you **definitely would NOT read it** and 10 means you **definitely WOULD read it**, how likely would you be to read this fundraising appeal?

Readers also regard Banner B as marginally the most motivating—particularly those who saw Banner A first.

Motivational Value of Fundraising Message

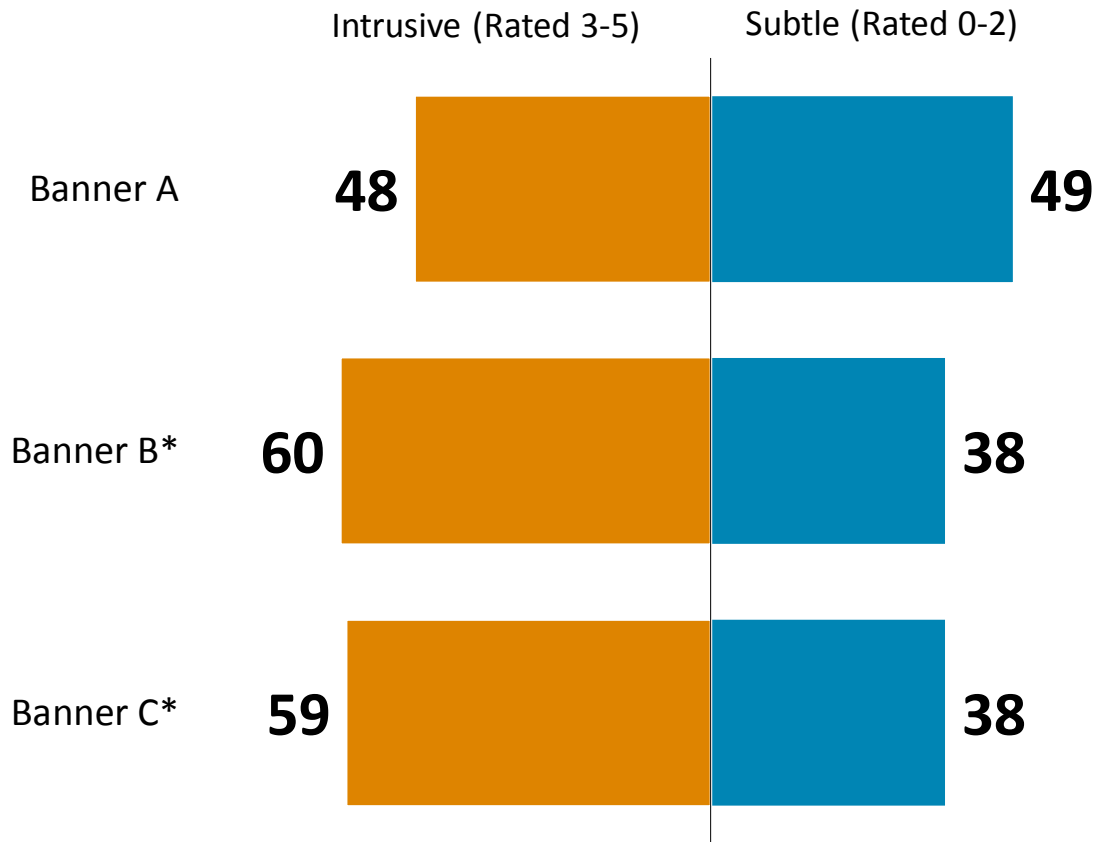


*Split-sampled

On a scale of 0-10, where 0 means **not at all** motivated and 10 means **very** motivated, how motivated are you to donate based on this fundraising appeal?

Banner A receives a significantly lower score for intrusiveness than Banners B and C, which readers tend to see as more intrusive than subtle. Notably, readers who see Banner A first (and are, thus, implicitly comparing the second banner to this first one) regard Banners B and C as more intrusive than those who do not have Banner A as a reference point.

Subtlety of Fundraising Message



Overall	Mean	
	Saw A First	Saw B/C First
2.5	2.5	2.4
2.9	3.0	2.8
2.8	2.9	2.7

*Split-sampled

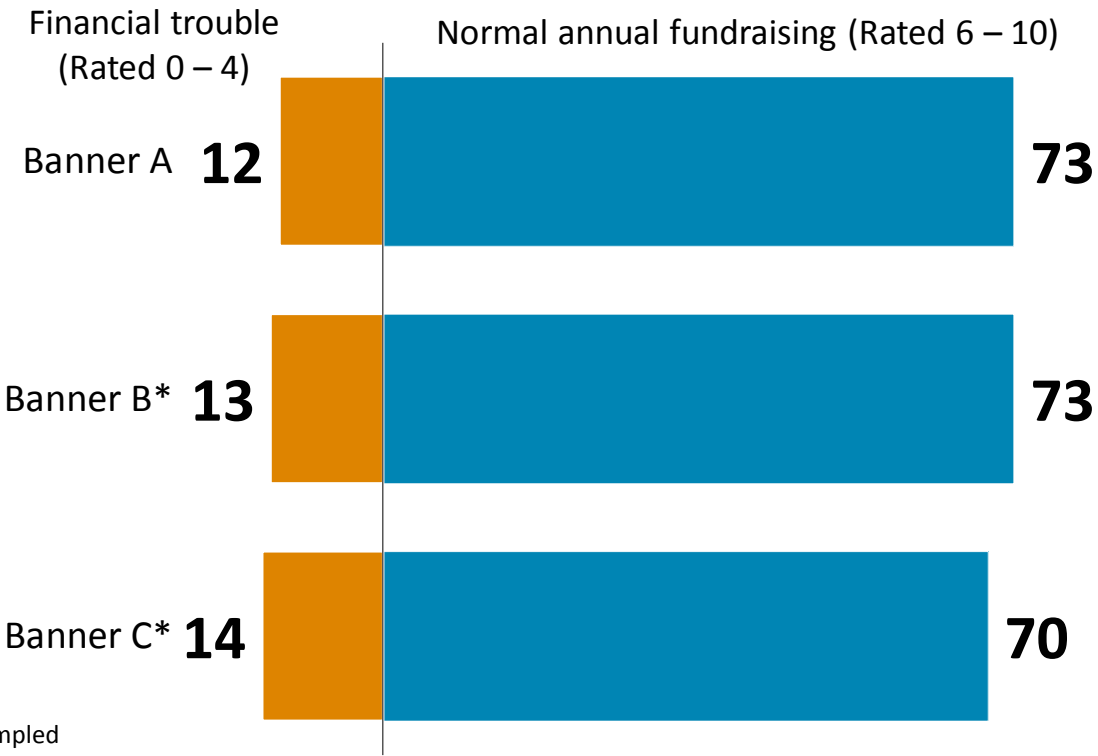
On a scale of 0-5, where 0 means **very subtle** and 5 means **very intrusive**, how would you rate this fundraising appeal?

Readers most strongly associate Banner A with a normal annual fundraising campaign, but no banner tested raises serious concerns that Wikipedia is in deep financial trouble. Banner C elicits the most concern, with 14% of readers interpreting this banner as an indication of financial hardship.

Normal Campaign vs. Financial Trouble

0 = This message is about saving an organization that is in deep financial trouble.

10 = This message is about sustaining a successful organization through a normal annual fundraising campaign.



Overall	Mean		Neutral/Don't Know
	Saw A First	Saw B/C First	
7.2	7.3	7.0	15
7.1	7.1	7.0	13
6.9	6.8	7.0	15

*Split-sampled

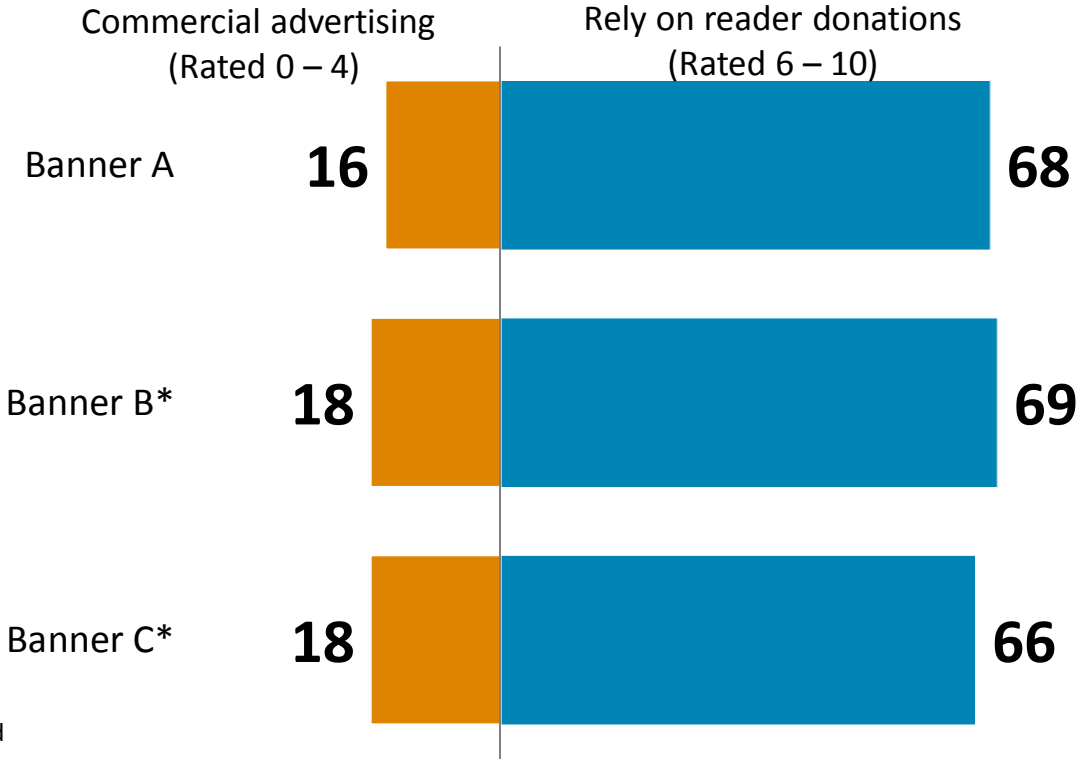
On the sliding scale below, please indicate which of the two statements below is closer to your view. [Show sliding scale 0-10, with statements below at either end]

All three banners tested give readers confidence that Wikipedia will continue to rely on reader donations, with Banner B receiving the highest ratings on this measure, though the differences are not pronounced.

Reader Donations vs. Commercial Advertising

0 = This message makes me believe that Wikipedia may begin to accept commercial advertising.

10 = This message gives me confidence that Wikipedia will continue to rely on reader donations.



Overall	Mean		Neutral/Don't Know
	Saw A First	Saw B/C First	
6.8	6.9	6.8	17
6.9	7.1	6.6	14
6.6	6.8	6.4	16

*Split-sampled

On the sliding scale below, please indicate which of the two statements below is closer to your view. [Show sliding scale 0-10, with statements below at either end]

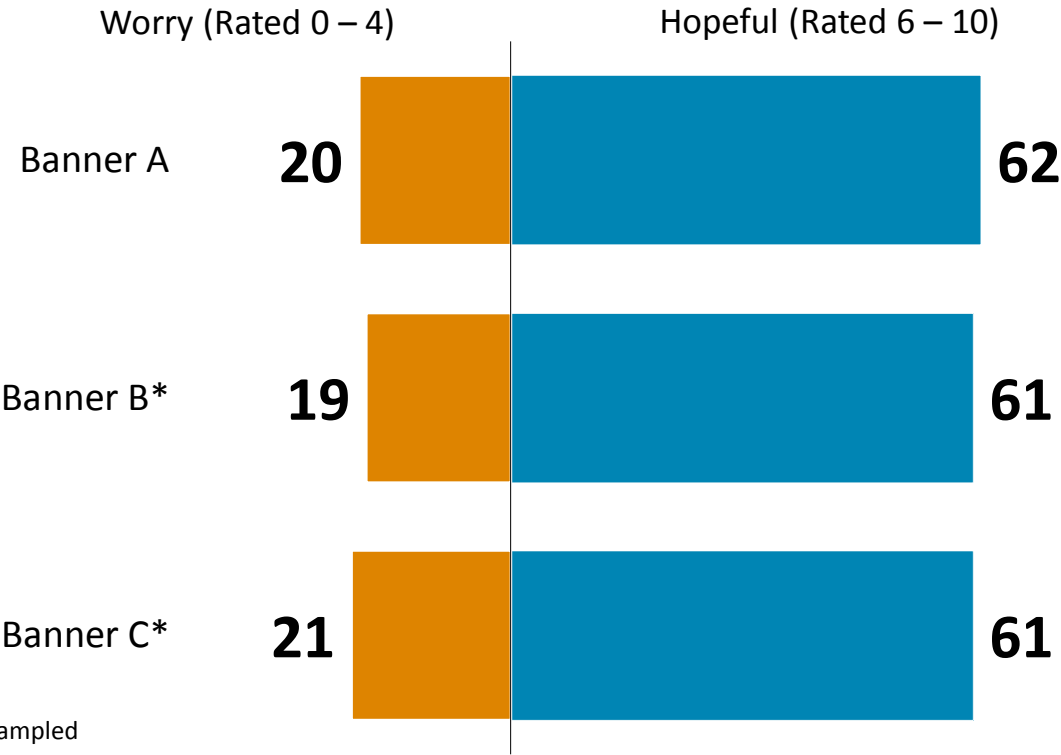
Banner A receives the highest ratings on the measure of making readers feel hopeful about the future of Wikipedia, but no message raises serious concerns among readers and the differences are within the margin of error.

Worry vs. Hopeful About Future of Wikipedia

0 = This message makes me worry about the future of Wikipedia.

10 = This message makes me hopeful about the future of Wikipedia.

Overall	Mean		Neutral/ Don't Know
	Saw A First	Saw B/C First	
6.5	6.5	6.5	18
6.4	6.6	6.3	19
6.3	6.5	6.2	18



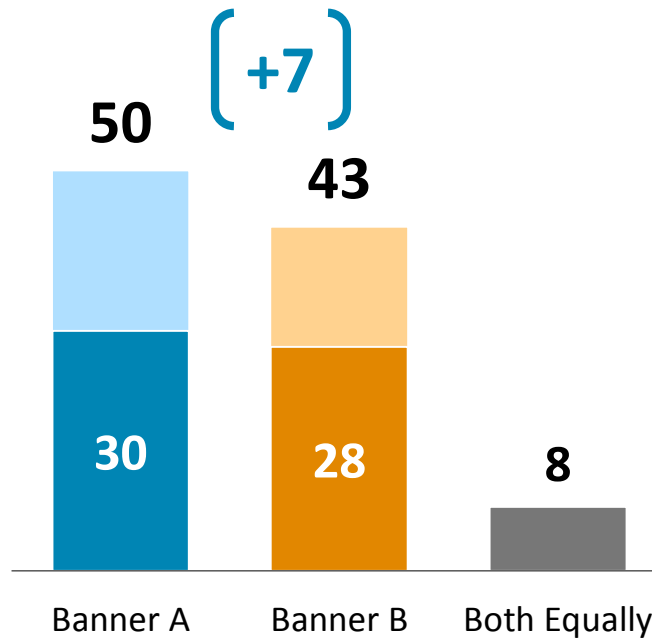
*Split-sampled

On the sliding scale below, please indicate which of the two statements below is closer to your view. [Show sliding scale 0-10, with statements below at either end]

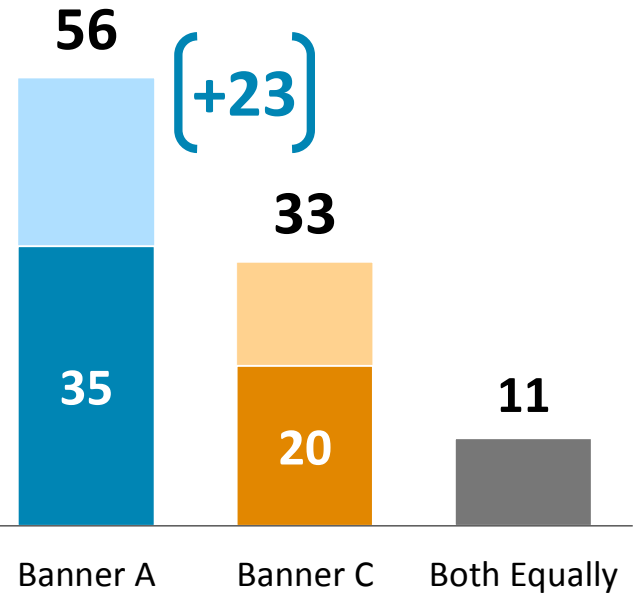
On an explicit, comparative measure of which banner they find the most visually appealing, readers prefer Banner A over both Banner B and Banner C. Their preference for A over C is particularly strong, while Banners A and B are very similar in strong preference when compared (30% to 28%).

Which Banner Image is More Visually Appealing?

Saw A and B*



Saw A and C*



*Split-sampled

Darker colors indicate intensity (“much more”).

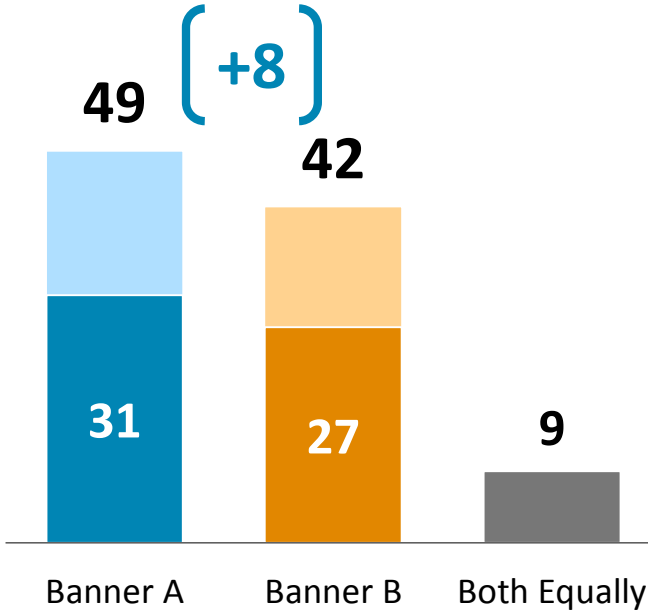
Thinking about the two fundraising messages you’ve just seen, which did you find more visually appealing?

*Split-sampled

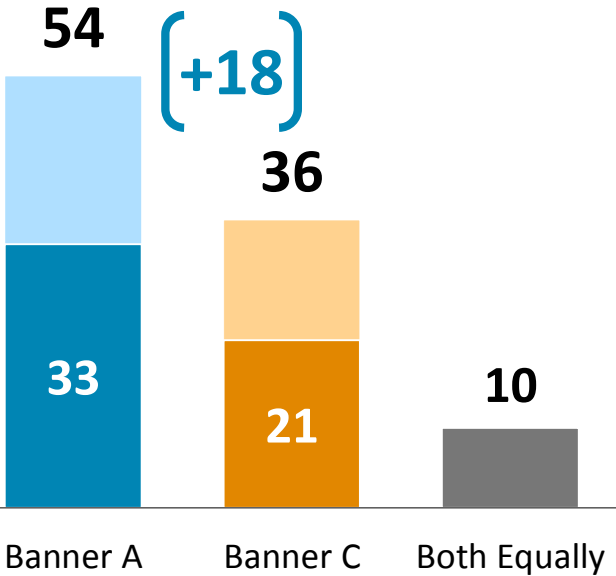
Similarly, readers express a general preference for Banner A over Banners B and C, preferring A over C by a much wider margin than A over B.

Which Banner Image Do You Prefer Overall?

Saw A and B*



Saw A and C*



*Split-sampled

Darker colors indicate intensity (“much more”).

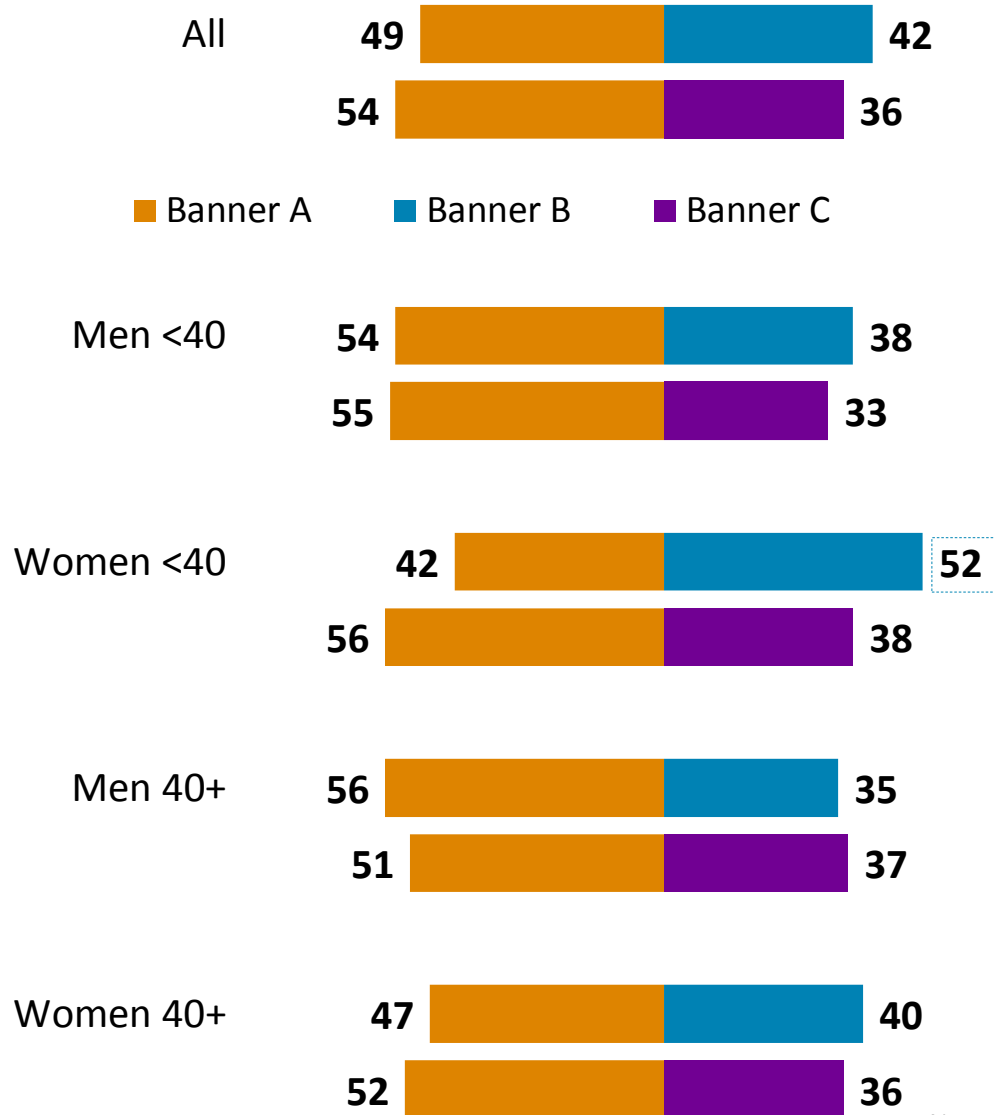
Thinking about the two fundraising messages you’ve just seen, which did you prefer overall?

*Split-sampled

Which Banner Image Do You Prefer Overall?*

Across demographic groups, readers tend to express an explicit preference for Banner A.

Notably, younger women say they prefer Banner B over Banner A by a 10-point margin.



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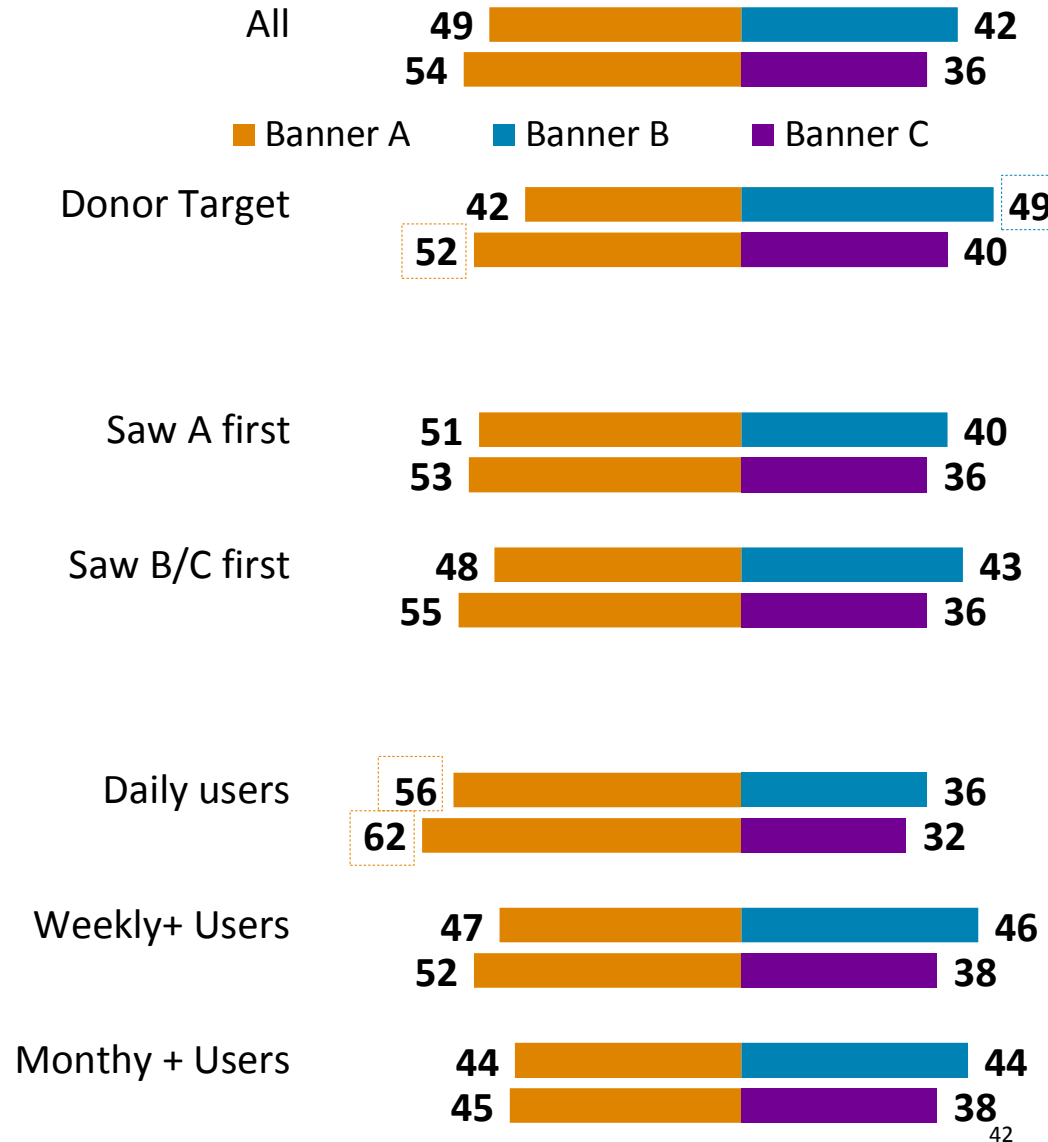
*Banners B and C split-sampled

Thinking about the two fundraising messages you've just seen, which did you prefer overall?

Which Banner Image Do You Prefer Overall?*

Most frequent users express strongest preference for the smaller banner, while readers who visit the site less than once a day are evenly divided between Banners A and B (and less favorably inclined towards Banner C).

Among donor targets—readers who give to non-profit organizations but not to Wikipedia—Banner B receives higher ratings than Banner A, which they, in turn, prefer to Banner C.



*Banners B and C split-sampled

Thinking about the two fundraising messages you've just seen, which did you prefer overall?



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