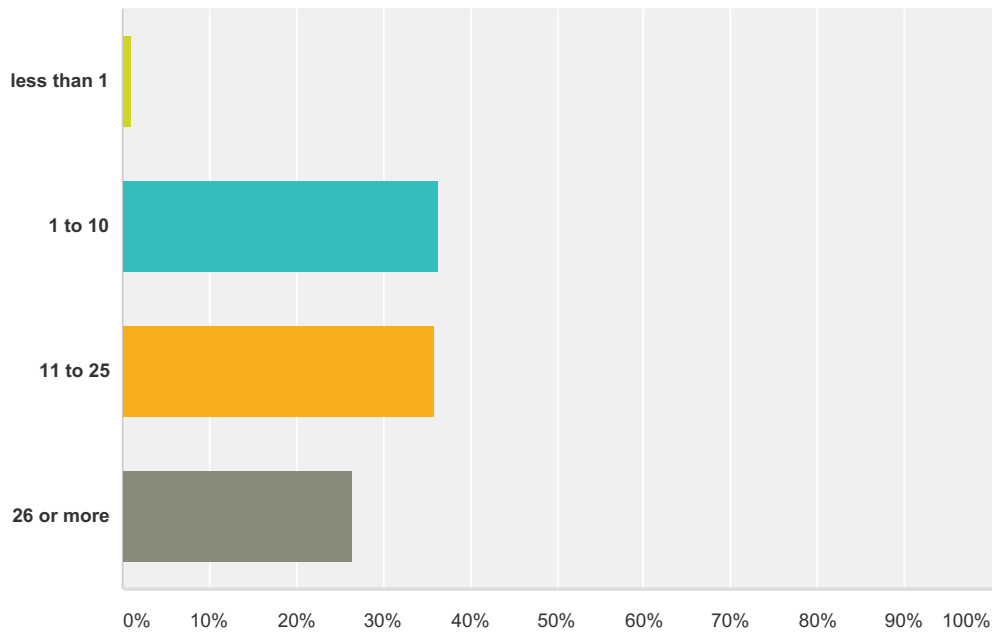


Q1 How many distinct Wikipedia pages do you read per week on average?

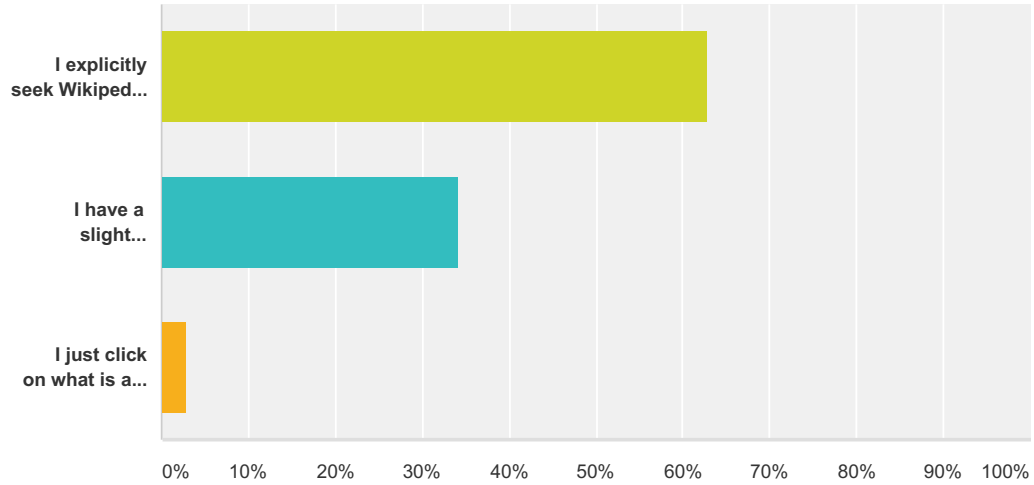
Answered: 618 Skipped: 0



Answer Choices	Responses
less than 1	1.13% 7
1 to 10	36.41% 225
11 to 25	35.92% 222
26 or more	26.54% 164
Total	618

Q2 On a search engine (e.g. Google) results page, do you explicitly seek Wikipedia pages, or do you passively click on Wikipedia pages only if they show up at the top of the results?

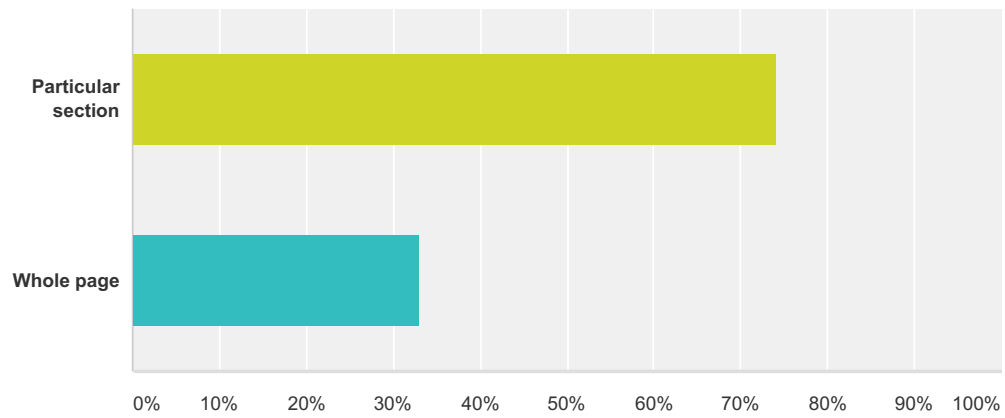
Answered: 618 Skipped: 0



Answer Choices	Responses
I explicitly seek Wikipedia pages	62.78% 388
I have a slight preference for Wikipedia pages	34.30% 212
I just click on what is at the top of the results	2.91% 18
Total	618

Q3 Do you usually read a particular section of a page or the whole article?

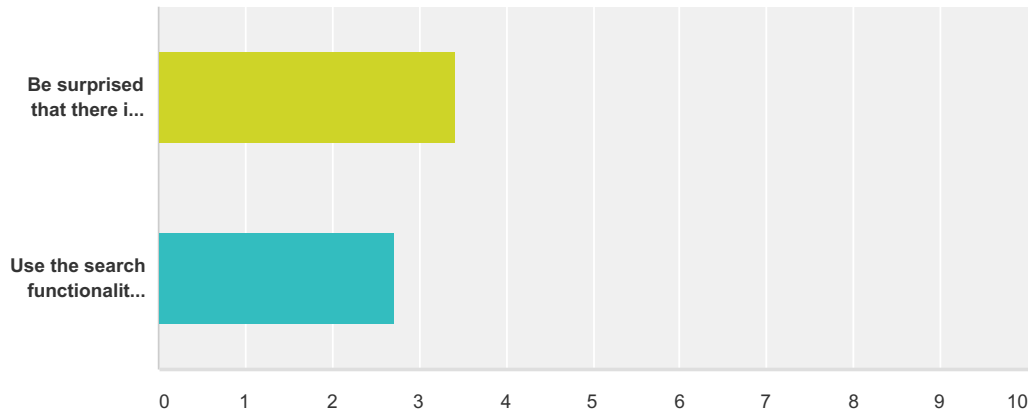
Answered: 618 Skipped: 0



Answer Choices	Responses
Particular section	74.11% 458
Whole page	33.01% 204
Total Respondents: 618	

Q4 How often do you do the following?

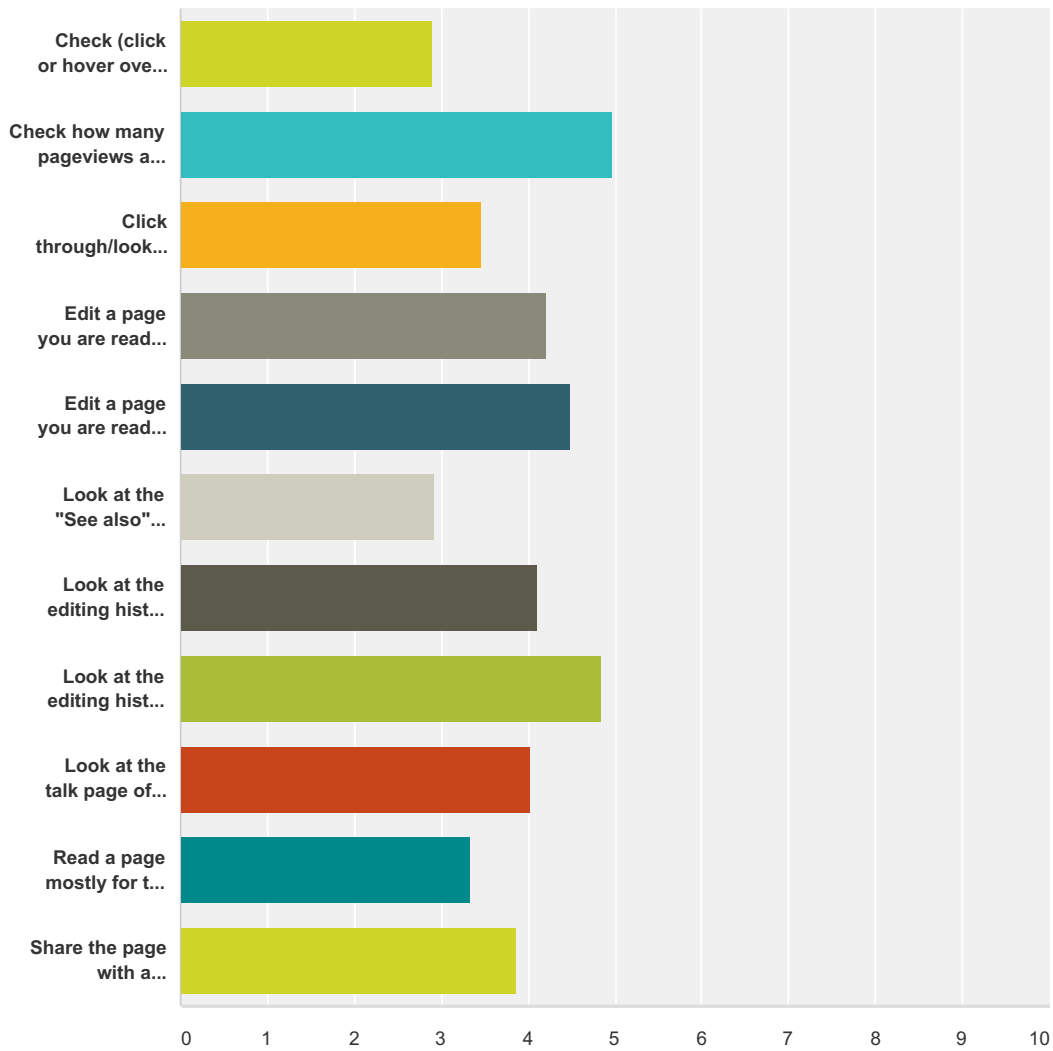
Answered: 613 Skipped: 5



	Several times per week	About once per week	About once per month	About once per several months	Never/almost never	Total	Weighted Average
Be surprised that there is no Wikipedia page on a topic	1.79% 11	18.11% 111	34.09% 209	27.24% 167	18.76% 115	613	3.43
Use the search functionality on Wikipedia	32.30% 198	20.88% 128	13.70% 84	9.30% 57	23.82% 146	613	2.71

Q5 For what fraction of pages you read do you do the following?

Answered: 596 Skipped: 22



	For every page	For most pages	For some pages	For very few pages	Never	Total	Weighted Average
Check (click or hover over) at least one citation to see where the information comes from on a page you are reading	5.37% 32	27.85% 166	42.79% 255	18.62% 111	5.37% 32	596	2.91
Check how many pageviews a page is getting (on an external site or through the Pageview API)	0.00% 0	0.00% 0	0.50% 3	2.52% 15	96.98% 578	596	4.96
Click through/look for at least one cited source to verify the information on a page you are reading	1.51% 9	11.58% 69	37.25% 222	37.42% 223	12.25% 73	596	3.47
Edit a page you are reading because of grammatical/typographical errors on the page	0.50% 3	2.68% 16	18.12% 108	31.21% 186	47.48% 283	596	4.22
Edit a page you are reading to add new information	0.00% 0	0.17% 1	7.21% 43	35.57% 212	57.05% 340	596	4.49

Wikipedia usage survey

Look at the "See also" section for additional articles to read	4.19% 25	29.87% 178	41.11% 245	19.30% 115	5.54% 33	596	2.92
Look at the editing history of a page you are reading	0.00% 0	1.85% 11	16.28% 97	49.50% 295	32.38% 193	596	4.12
Look at the editing history solely to see if a particular user wrote the page	0.00% 0	0.17% 1	1.34% 8	12.92% 77	85.57% 510	596	4.84
Look at the talk page of a page you are reading	0.00% 0	3.69% 22	20.30% 121	44.97% 268	31.04% 185	596	4.03
Read a page mostly for the "Criticisms" or "Reception" (or similar) section, to understand different views on the subject	1.68% 10	13.26% 79	48.15% 287	23.66% 141	13.26% 79	596	3.34
Share the page with a friend/acquaintance/coworker	0.00% 0	2.52% 15	32.55% 194	41.11% 245	23.83% 142	596	3.86

Wikipedia usage survey

Q6 Age

Answered: 0 Skipped: 618

! No matching responses.

Answer Choices	Responses
<18	0.00% 0
18 - 29	0.00% 0
30 - 44	0.00% 0
45 - 59	0.00% 0
60+	0.00% 0
Total	0

Q7 What is your gender?

Answered: 0 Skipped: 618

! No matching responses.

Answer Choices	Responses
Female	0.00% 0
Male	0.00% 0
Total	0

Q8 How much total combined money did all members of your HOUSEHOLD earn last year?

Answered: 0 Skipped: 618

! No matching responses.

Answer Choices	Responses
\$0 to \$9,999	0.00% 0
\$10,000 to \$24,999	0.00% 0
\$25,000 to \$49,999	0.00% 0
\$50,000 to \$74,999	0.00% 0
\$75,000 to \$99,999	0.00% 0
\$100,000 to \$124,999	0.00% 0
\$125,000 to \$149,999	0.00% 0
\$150,000 to \$174,999	0.00% 0
\$175,000 to \$199,999	0.00% 0
\$200,000 and up	0.00% 0
Prefer not to answer	0.00% 0
Total	0

Q9 US Region

Answered: 0 Skipped: 618

! No matching responses.

Answer Choices	Responses
New England	0.00% 0
Middle Atlantic	0.00% 0
East North Central	0.00% 0
West North Central	0.00% 0
South Atlantic	0.00% 0
East South Central	0.00% 0
West South Central	0.00% 0
Mountain	0.00% 0
Pacific	0.00% 0
Total	0

Q10 Device Types

Answered: 0 Skipped: 618

! No matching responses.

Answer Choices	Responses
iOS Phone / Tablet	0.00% 0
Android Phone / Tablet	0.00% 0
Other Phone / Tablet	0.00% 0
Windows Desktop / Laptop	0.00% 0
MacOS Desktop / Laptop	0.00% 0
Other	0.00% 0
Total	0