YouGov Survey: Wikipedia

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   October 11 - 14, 2023
Margin of Error ±4.1%

1. Have you ever visited the website Wikipedia?

Yes 83%
No 17%

2. When it comes to finding information online, would you say that Wikipedia is. . . ?

Your main source 5%
A source you use often 26%
A source you use occasionally 44%
Not a source you use 9%
Not asked - Never used Wikipedia 17%

3. Would you say that the information on Wikipedia is. . . ?

Always accurate 7%
Usually accurate 57%
Usually inaccurate 10%
Always inaccurate 2%
Not sure 24%

4. Would you say that the information on Wikipedia is becoming. . . ?

More accurate 20%
Neither more nor less accurate 42%
Less inaccurate 8%
Not sure 30%

5. In general, would you trust information from Wikipedia more or less than information from the following?

	Trust Wikipedia more	Trust Wikipedia the same amount	Trust Wikipedia less	Not sure
Other online sources	19%	39%	20%	22%
Printed encyclopedias and other books	11%	32%	39%	18%

6. Have you ever edited content on Wikipedia?

Yes 7%
No, but I've considered it 20%
No, and I've never considered it 55%
Not asked - Never used Wikipedia 17%

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Interviewing Dates	October 11 - 14, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.065 to 6.535, with a mean of one and a standard deviation of 0.846.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.

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1. Ever Visited Wikipedia
Have you ever visited the website Wikipedia?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	83%	82%	94%	90%	79%	69%	82%	74%	90%	92%
No	17%	17%	18%	6%	10%	21%	31%	18%	26%	10%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(416)	(582)	(122)	(206)	(394)	(276)	(611)	(119)	(155)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	83%	86%	83%	78%	89%	81%	77%	86%	93%	85%	80%	82%	86%
No	17%	14%	17%	22%	11%	19%	23%	14%	7%	15%	20%	18%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(362)	(371)	(265)	(367)	(338)	(423)	(277)	(209)	(164)	(217)	(393)	(224)

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2. Frequency of Using Wikipedia
When it comes to finding information online, would you say that Wikipedia is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your main source	5%	6%	4%	8%	8%	2%	1%	4%	7%	10%	4%
A source you use often	26%	31%	21%	30%	33%	23%	17%	27%	13%	27%	31%
A source you use occasionally	44%	39%	48%	45%	41%	45%	45%	44%	41%	47%	39%
Not a source you use	9%	8%	10%	11%	8%	9%	6%	7%	13%	6%	17%
Not asked - Never used Wikipedia	17%	17%	18%	6%	10%	21%	31%	18%	26%	10%	8%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(998)	(416)	(582)	(122)	(206)	(394)	(276)	(611)	(119)	(155)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Your main source	5%	6%	4%	4%	6%	4%	3%	4%	9%	4%	6%	5%	4%
A source you use often	26%	35%	20%	20%	34%	24%	24%	25%	36%	36%	22%	21%	29%
A source you use occasionally	44%	38%	49%	45%	43%	45%	41%	50%	37%	37%	44%	45%	46%
Not a source you use	9%	7%	10%	9%	7%	9%	8%	6%	12%	7%	8%	11%	7%
Not asked - Never used Wikipedia	17%	14%	17%	22%	11%	19%	23%	14%	7%	15%	20%	18%	14%
Totals	101%	100%	100%	100%	101%	101%	99%	99%	101%	99%	100%	100%	100%
Unweighted N	(998)	(362)	(371)	(265)	(367)	(338)	(423)	(277)	(209)	(164)	(217)	(393)	(224)

3. Accuracy of Wikipedia
Would you say that the information on Wikipedia is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always accurate	7%	8%	5%	9%	9%	4%	6%	6%	8%	14%	3%
Usually accurate	57%	59%	56%	60%	61%	54%	56%	60%	43%	60%	59%
Usually inaccurate	10%	9%	11%	8%	11%	10%	10%	9%	11%	11%	16%
Always inaccurate	2%	3%	2%	2%	4%	3%	0%	2%	1%	2%	5%
Not sure	24%	21%	26%	21%	15%	29%	28%	23%	37%	14%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,000)	(417)	(583)	(122)	(207)	(394)	(277)	(612)	(119)	(156)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always accurate	7%	9%	3%	8%	6%	8%	7%	4%	9%	6%	9%	7%	5%
Usually accurate	57%	64%	55%	52%	70%	55%	54%	65%	60%	60%	56%	55%	61%
Usually inaccurate	10%	9%	8%	13%	6%	12%	11%	9%	11%	14%	11%	8%	9%
Always inaccurate	2%	0%	3%	4%	1%	3%	1%	3%	2%	5%	1%	1%	4%
Not sure	24%	18%	30%	24%	17%	22%	27%	18%	17%	15%	23%	29%	21%
Totals	100%	100%	99%	101%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,000)	(363)	(372)	(265)	(368)	(339)	(424)	(278)	(209)	(164)	(217)	(394)	(225)

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4. Change in Accuracy of Wikipedia
Would you say that the information on Wikipedia is becoming. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More accurate	20%	24%	17%	31%	22%	17%	13%	18%	22%	29%	18%
Neither more nor less accurate	42%	39%	45%	35%	51%	40%	40%	43%	35%	44%	40%
Less inaccurate	8%	10%	7%	12%	6%	8%	7%	6%	13%	11%	16%
Not sure	30%	28%	32%	22%	20%	36%	40%	33%	29%	16%	26%
Totals	100%	101%	101%	100%	99%	101%	100%	100%	99%	100%	100%
Unweighted N	(996)	(414)	(582)	(120)	(207)	(392)	(277)	(612)	(117)	(155)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More accurate	20%	29%	14%	16%	27%	18%	19%	20%	27%	29%	14%	19%	20%
Neither more nor less accurate	42%	42%	41%	43%	43%	43%	39%	48%	41%	42%	43%	40%	44%
Less inaccurate	8%	6%	10%	8%	4%	10%	7%	6%	11%	6%	12%	8%	7%
Not sure	30%	22%	35%	33%	25%	29%	35%	26%	21%	23%	32%	33%	28%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(996)	(362)	(369)	(265)	(368)	(339)	(422)	(277)	(209)	(164)	(216)	(391)	(225)

5A. Trust in Wikipedia — Other online sources
In general, would you trust information from Wikipedia more or less than information from the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Trust Wikipedia more	19%	20%	17%	14%	23%	19%	18%	18%	20%	21%	13%
Trust Wikipedia the same amount	39%	40%	38%	42%	37%	35%	45%	41%	30%	35%	40%
Trust Wikipedia less	20%	19%	21%	23%	18%	21%	17%	18%	23%	22%	32%
Not sure	22%	21%	23%	22%	22%	25%	20%	23%	27%	22%	15%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(411)	(575)	(122)	(204)	(386)	(274)	(605)	(116)	(153)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Trust Wikipedia more	19%	24%	16%	15%	25%	16%	16%	19%	25%	19%	14%	20%	20%
Trust Wikipedia the same amount	39%	38%	37%	43%	37%	40%	40%	40%	35%	46%	41%	36%	37%
Trust Wikipedia less	20%	19%	17%	25%	16%	25%	18%	22%	23%	16%	25%	18%	21%
Not sure	22%	20%	30%	17%	22%	20%	26%	19%	18%	19%	20%	26%	23%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(986)	(357)	(367)	(262)	(363)	(336)	(417)	(276)	(205)	(161)	(216)	(386)	(223)

5B. Trust in Wikipedia — Printed encyclopedias and other books
In general, would you trust information from Wikipedia more or less than information from the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Trust Wikipedia more	11%	13%	9%	9%	17%	9%	10%	10%	15%	16%	10%
Trust Wikipedia the same amount	32%	35%	28%	38%	29%	29%	33%	31%	28%	35%	37%
Trust Wikipedia less	39%	37%	41%	31%	36%	45%	42%	42%	37%	30%	33%
Not sure	18%	15%	21%	22%	18%	17%	15%	17%	20%	19%	19%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(989)	(414)	(575)	(122)	(206)	(386)	(275)	(606)	(117)	(155)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Trust Wikipedia more	11%	16%	10%	8%	12%	9%	12%	8%	17%	10%	10%	12%	12%
Trust Wikipedia the same amount	32%	35%	27%	32%	33%	31%	34%	30%	28%	32%	31%	30%	35%
Trust Wikipedia less	39%	35%	38%	45%	41%	44%	35%	47%	43%	42%	42%	39%	34%
Not sure	18%	14%	24%	15%	14%	15%	19%	15%	12%	16%	17%	19%	19%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(989)	(360)	(367)	(262)	(364)	(336)	(419)	(276)	(206)	(162)	(216)	(389)	(222)

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6. Ever Edited Wikipedia
Have you ever edited content on Wikipedia?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	9%	5%	14%	12%	3%	1%	6%	5%	13%	10%
No, but I've considered it	20%	24%	17%	28%	25%	17%	14%	19%	17%	21%	35%
No, and I've never considered it	55%	50%	60%	52%	54%	59%	54%	57%	51%	56%	48%
Not asked - Never used Wikipedia	17%	17%	18%	6%	10%	21%	31%	18%	26%	10%	8%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(998)	(416)	(582)	(122)	(206)	(394)	(276)	(611)	(119)	(155)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	7%	12%	5%	4%	11%	4%	6%	8%	11%	6%	6%	5%	13%
No, but I've considered it	20%	24%	19%	18%	22%	22%	17%	17%	29%	21%	18%	19%	24%
No, and I've never considered it	55%	51%	60%	56%	56%	55%	53%	60%	54%	58%	56%	58%	49%
Not asked - Never used Wikipedia	17%	14%	17%	22%	11%	19%	23%	14%	7%	15%	20%	18%	14%
Totals	99%	101%	101%	100%	100%	100%	99%	99%	101%	100%	100%	100%	100%
Unweighted N	(998)	(362)	(371)	(265)	(367)	(338)	(423)	(277)	(209)	(164)	(217)	(393)	(224)

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Interviewing Dates	October 11 - 14, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.065 to 6.535, with a mean of one and a standard deviation of 0.846.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.