Report on the OTW's 16th Anniversary Survey

Table of Contents

I. Introduction

On September 5, 2023 the OTW launched a user survey to coincide with its 16th anniversary. The purpose was to identify locations used by fans for fandom activities so as to better understand where they might be encountering and sharing news. In compliance with our Strategic Plan's Vision Statement, we also used this survey to establish a baseline of fans' familiarity with the OTW and its projects.

The survey asked between 16 to 35 ticky box and radio button questions (depending on what answers were given) and was open for 16 days, closing on September 21. During that time the survey was accessed 90,607 times. Some people reported being able to restart the survey whereas others were unable to do so a second time. So it is possible that there were a duplicate number of survey responses.

Our survey platform designated the consent form as Q1, so survey questions began with Q2. Of the 79,222 respondents to the consent form, 78,258 said Yes (98.78%) and 965 (1.22%) said no, at which point those users did not continue with the survey.

It is possible, given the sizable discrepancy between survey access and survey responses, that once encountering the survey consent form, many fans declined to proceed with the survey and never answered the question. It is also possible that some fans returned later to take the survey and thus some of the access numbers were individuals returning to the survey two or more times.

Of the 90,607 visits to the survey's opening page, 77,358 surveys were started with 67,361 completed. This was a retention rate of 87%.

What follows is a report on:

1. How many responses there were to each question
2. What number and percentage of respondents chose each answer, and
3. How many people skipped the question.

The issue of question skipping involves three factors. The first is that as all questions from Q8 on were mandatory (meaning that the respondent had to answer in order to continue the survey), unanswered questions from that point on are made up of both people who stopped answering the survey as well as people who *were not offered the question.* This was because "skip logic" moved some people past further questions when their answers indicated that they did not know much about the subject. In that way, survey takers could have a shorter, and presumably less frustrating, survey experience.

Therefore when we report on "skipping" we are focusing only on people who were shown the question but chose not to answer and thus stopped taking the survey. However in compiling the numbers, we discovered that the skips did not always work perfectly and that some people did get offered the next question despite the skip logic. These numbers were very small compared to the overall volume of survey takers, but in those questions we have indicated "Unknown number exited the survey at this point" because we can't be sure how many people were shown the question and then chose not to answer. Whoever did not answer those questions would not have been able to finish the survey.

II. Design of the Online Locations Section

Because preparation of the survey showed that we would have a very long list of online locations, even when providing choices such as "any other (specific type)" of platform, the Communications volunteers felt it would be best to break down the answer options into different *types* of fandom spaces so as to shorten options for any given question.

However as some answer groups were larger than others, we did not want to create many pages for survey takers to go back and forth through. We were concerned that this would cause people to read less carefully and start skipping through options. In the end, batches of sites were listed in 6 questions which sought to discover what sorts of places fans were using *at all.* Later Q8 would ask which 3 sites they used *the most.*

Because we were sure there were many places fans used often enough that they wanted to add those names to the list, we offered a write-in space for Q2 through Q8. Yet we also wanted to reduce people listing "duplicate" answers which they did not see right away but which were offered in later questions. Therefore an instruction page was shown before Q2 which stated:

"The next 5 questions will ask you about your use of certain types of online spaces. If you don't see a specific online space included in one set of answer choices, it may be included in the answer choices of another question.

You can always go back to a previous question to change your answer(s) or add something to the "other" box."

Nonetheless, the majority of write-in responses duplicated answer options. This was particularly true for write-ins to Q2, but there were significantly fewer write-ins to later questions, likely because many survey takers better understood what the instruction page meant.

Despite the large number of duplicates, there were new online spaces named and we report on the most common ones provided for each question.

A significant issue when evaluating responses to Q2 through Q8 (specifically) is that since this survey and its announcement post were written in English only, there are likely many fans who are familiar with the OTW and our projects who did not participate. **Thus numbers for platforms used primarily by non-English speakers are likely to be enormously undercounted in the survey results.**

Another point to note is that, in several spots in the survey, 2-3 questions were asked on the same page. This was done in an effort to shorten the survey process. Thus for some questions the number of people offered the question and leaving the survey are identical because they received multiple questions at the same time and didn't answer one or more of them.

III. Answers to Online Locations Questions

Q2: How long have you been active in online fandom spaces?

- 78,258 survey takers received this question.

- 77,358 answered it.

- 1,865 exited the survey at this point.
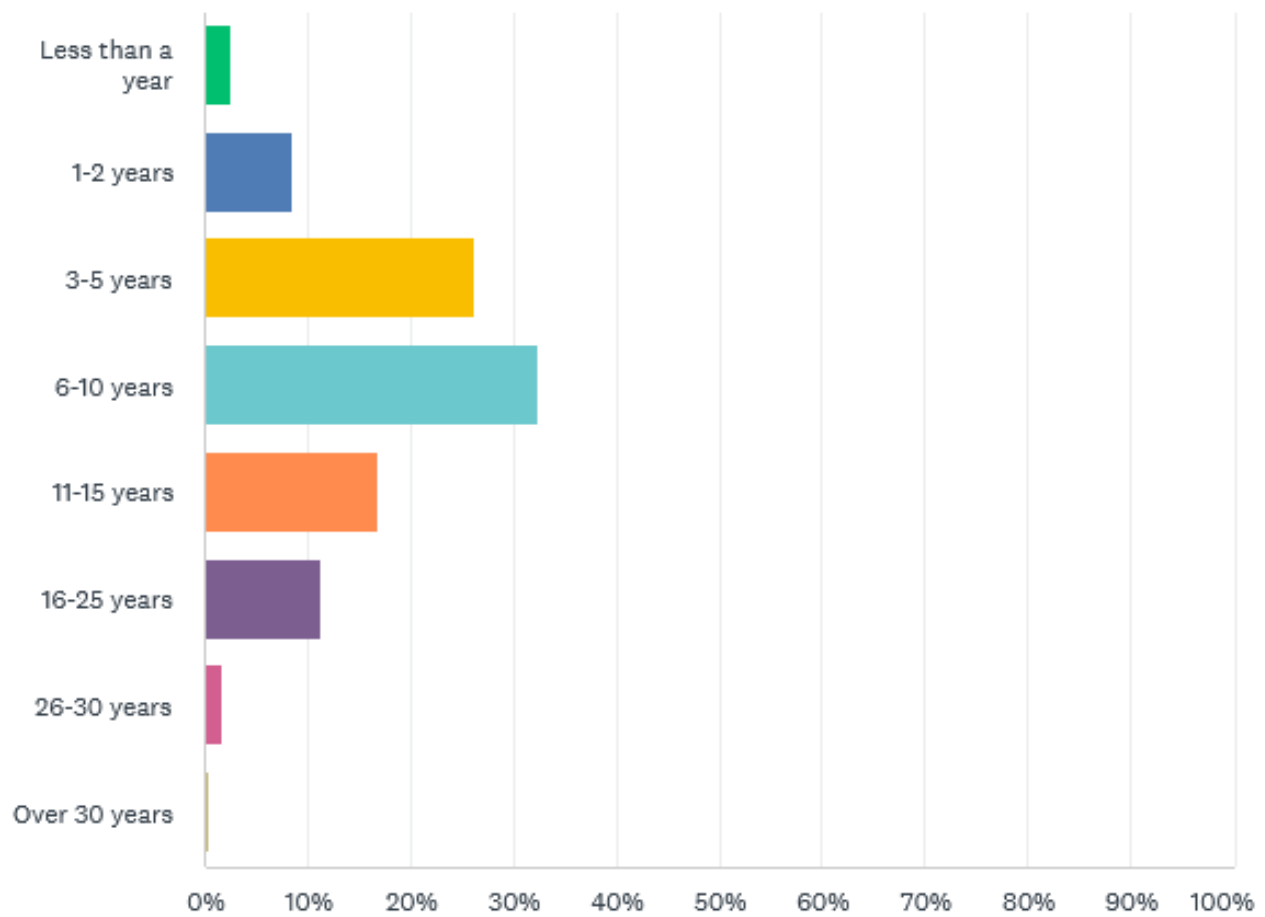
Less than a year	1,964	2.54%
1-2 years	6,563	8.48%
3-5 years	20,369	26.33%
6-10 years	25,105	32.45%
11-15 years	13,040	16.86%
16-25 years	8,690	11.23%
26-30 years	1,257	1.62%
Over 30 years	370	0.48%

Q3: Online Spaces - Social Media

What online spaces do you use for fandom activities at least once a year? (Select all that apply)

- 77,358 survey takers received this question.

- 75,468 answered it.

- 3,755 skipped the question but may not have exited the survey at this
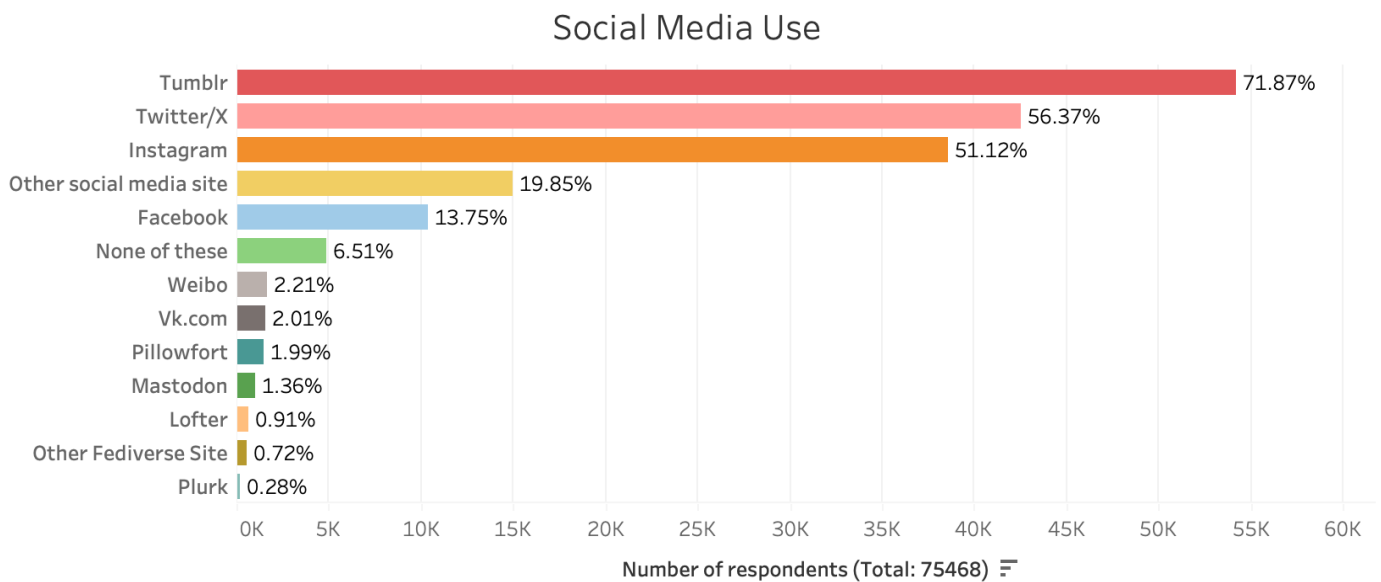
Point.

Social Media Use

Platform	Percentage
Tumblr	71.87%
Twitter/X	56.37%
Instagram	51.12%
Other social media site	19.85%
Facebook	13.75%
None of these	6.51%
Weibo	2.21%
Vk.com	2.01%
Pillowfort	1.99%
Mastodon	1.36%
Lofter	0.91%
Other Fediverse Site	0.72%
Plurk	0.28%

Number of respondents (Total: 75468)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the above graphic easier to follow along with.

Tumblr	54,237	71.87%3
Twitter/X	42,542	56.37%
Instagram	38,583	51.12%
Other social media site (write-in)	14,979	19.85%
Facebook	10,380	13.75%
None of the above	4,914	6.51%
Weibo	1,667	2.21%
Vk.com	1,516	2.01%
Pillowfort	1,500	1.99%
Mastodon	1,029	1.36%
Lofter	684	0.91%
Other Fediverse site	542	0.72%
Plurk	211	0.28%

The most popular sites not already offered as answer options were:

4chan, Amino, Animexx, Blue Sky, Diary.ru, Ficbook, Furaffinity, Hoyolab, Patreon, Poipiku, Quora, Spacehey, Spotify, Telegram,Threads, Toyhouse, Weverse

Q4: Online Spaces - Video, Audio and Chat

What online spaces do you use for fandom activities at least once a year? (Select all that apply)

- 77,358 survey takers received this question.

- 74,621 answered it.

- 4,602 skipped the question but may not have exited the survey at this point.
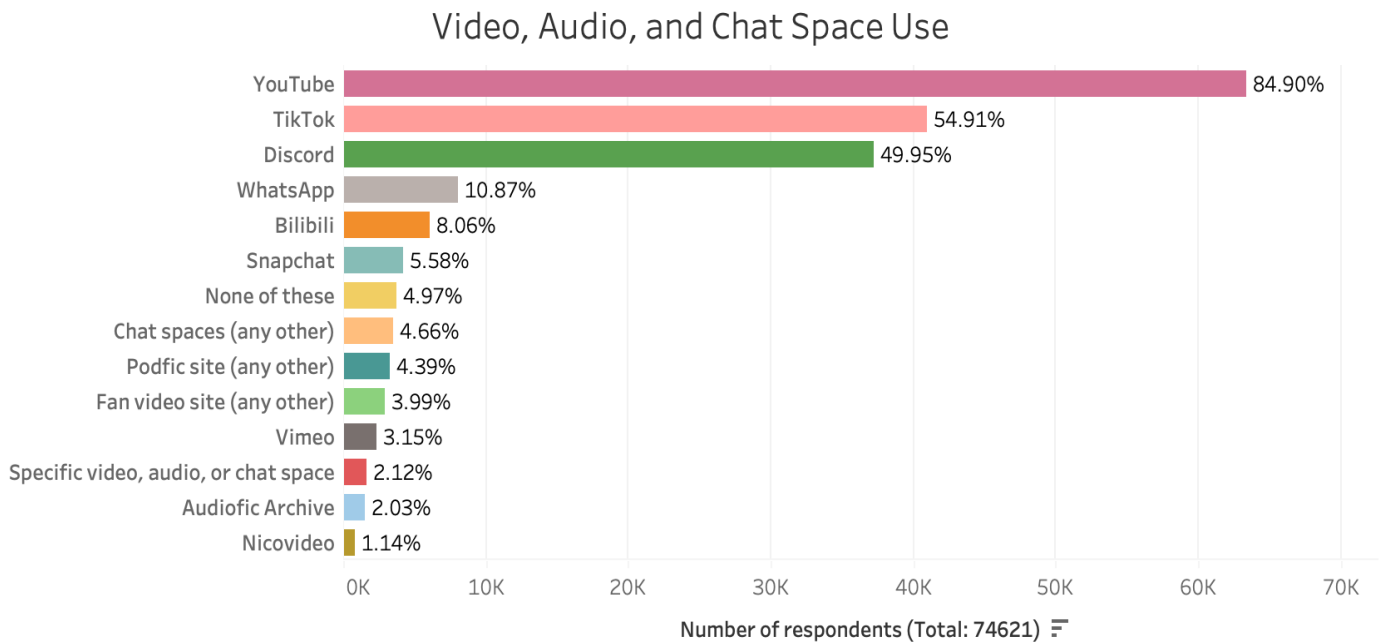
Video, Audio, and Chat Space Use

Platform	Percentage
YouTube	84.90%
TikTok	54.91%
Discord	49.95%
WhatsApp	10.87%
Bilibili	8.06%
Snapchat	5.58%
None of these	4.97%
Chat spaces (any other)	4.66%
Podfic site (any other)	4.39%
Fan video site (any other)	3.99%
Vimeo	3.15%
Specific video, audio, or chat space	2.12%
Audiofic Archive	2.03%
Nicovideo	1.14%

Number of respondents (Total: 74621)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the above graphic easier to follow along with.

YouTube	63,350	84.90%
TikTok	40,973	54.91%
Discord	32,270	49.95%
WhatsApp	8,108	10.87%
Bilibili	6,013	8.06%
Snapchat	4,162	5.58%
None of the above	3,712	4.97%
Chat spaces (any other)	3,480	4.66%
Podfic site (any other)	3,278	4.39%
Fan video site (any other)	2,975	3.99%
Vimeo	2,352	3.15%
Specific video, audio, or chat space (write-in option)	1,580	2.12%
Audiofic Archive	1,516	2.03%
Nicovideo	848	1.14%

The most popular sites not already offered as answer options were: Apple podcasts, Character AI, Dailymotion,Google chat, Google Drive, Google Meet, GroupMe, Instagram reels, Internet Archive, IRC, Line, Messenger, Nebula, Netflix, ok.ru, Omegle, QQ, Rumble, Signal, Slack, Wechat, Soundcloud, Soundgasm, Viki, Weverse, Zoom

Q5: Online Spaces - Archives and Galleries

What online spaces do you use for fandom activities at least once a year? (Select all that apply)

- 77,358 survey takers received this question.

- 72,558 answered it.

- 6,665 skipped the question but may not have exited the survey at this point.
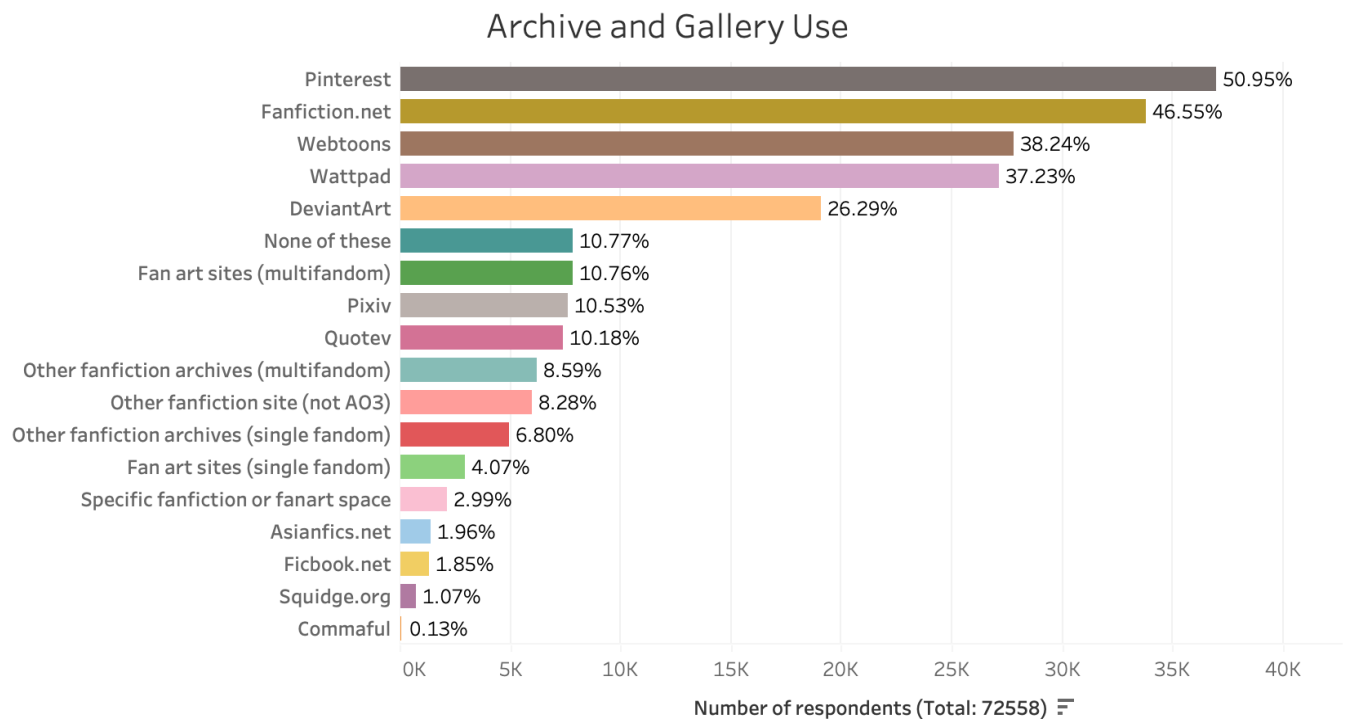
Archive and Gallery Use

Platform	Percentage
Pinterest	50.95%
Fanfiction.net	46.55%
Webtoons	38.24%
Wattpad	37.23%
DeviantArt	26.29%
None of these	10.77%
Fan art sites (multifandom)	10.76%
Pixiv	10.53%
Quotev	10.18%
Other fanfiction archives (multifandom)	8.59%
Other fanfiction site (not AO3)	8.28%
Other fanfiction archives (single fandom)	6.80%
Fan art sites (single fandom)	4.07%
Specific fanfiction or fanart space	2.99%
Asianfics.net	1.96%
Ficbook.net	1.85%
Squidge.org	1.07%
Commaful	0.13%

Number of respondents (Total: 72558)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the above graphic easier to follow along with.

Pinterest	36,971	50.95%
Fanfiction.net	33,774	46.55%
Webtoons	27,748	38.24%
Wattpad	27,013	37.23%
DeviantArt	19,077	26.29%
None of the above	7,818	10.77%
Fan art sites (multifandom)	7,804	10.76%
Pixiv	7,637	10.53%
Quotev	7,385	10.18%
Other fanfiction archives (multifandom - not AO3)	6,231	8.59%
Other fanfiction site (not AO3)	6,066	8.28%
Other fanfiction archives (single fandom)	4,934	6.80%

Fan art sites (single fandom)	2,955	4.07%
Specific fanfiction or fan art space (write-in option)	2,173	2.99%
Asianfanfics.net	1,422	1.96%
Ficbook.net	1,340	1.85%
Squidge.org	774	1.07%
Commaful	97	.13%

The most popular sites not already offered as answer options were:

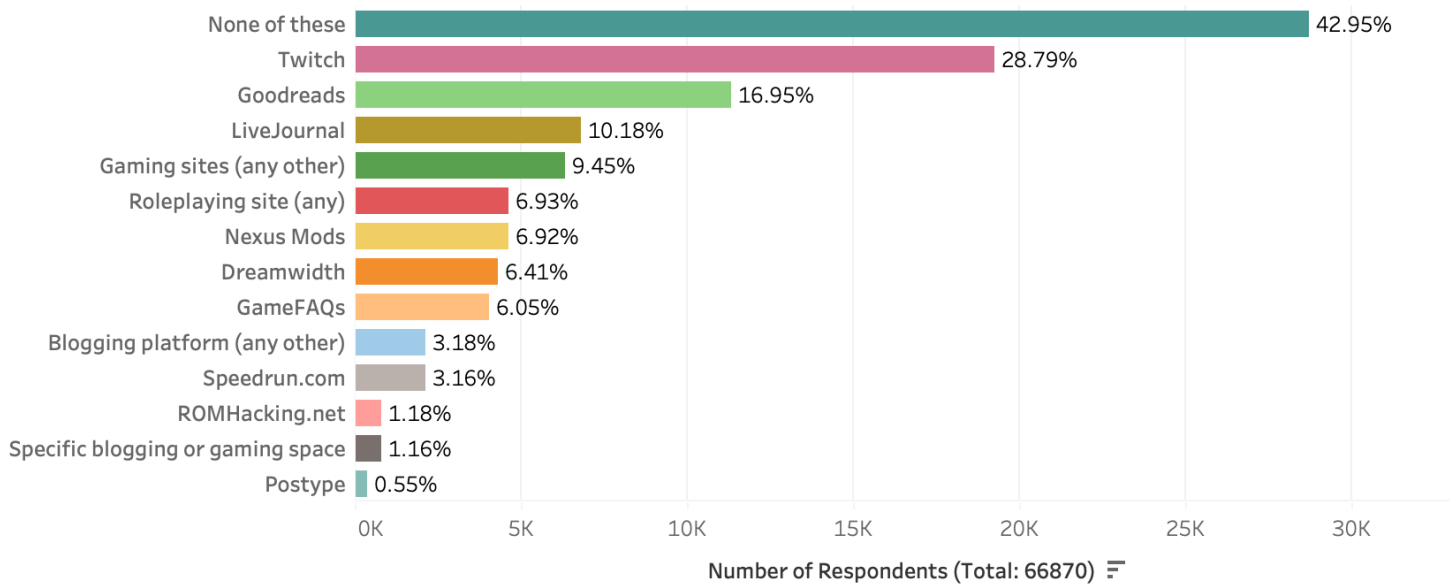Adultfanfiction.net, Artstation, Comicfury, Danbooru, Dokuga.net, dynasty-scans, e621.net, efpfanfic.net, Elysian Fields, fanfiction.de, fanfics.met, Fimfiction, Inkblot, Inkitt, keiramarcos.com, mangago, mtslash.me, My Reading Manga, Newgrounds, poisonsandsnitches.org, Poipiku, Quantumbang, rough trade, Royal Road, Scribblehub, Silmarillion Writer's Guild, Twisting the Hellmouth, webnovel.com, zerochan.net

Q6: Online Spaces - Blogging and Gaming

What online spaces do you use for fandom activities at least once a year? (Check all that apply)

- 77,358 survey takers received this question.

- 66,870 answered it.

- 12,353 skipped the question but may not have exited the survey at this point.

Blogging and Gaming Space Use

Space	Percentage
None of these	42.95%
Twitch	28.79%
Goodreads	16.95%
LiveJournal	10.18%
Gaming sites (any other)	9.45%
Roleplaying site (any)	6.93%
Nexus Mods	6.92%
Dreamwidth	6.41%
GameFAQs	6.05%
Blogging platform (any other)	3.18%
Speedrun.com	3.16%
ROMHacking.net	1.18%
Specific blogging or gaming space	1.16%
Postype	0.55%

Number of Respondents (Total: 66870)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the above graphic easier to follow along with.

None of the above	28,724	42.95%
Twitch	19,253	28.79%
Goodreads	11,335	16.95%
LiveJournal	6,810	10.18%
Gaming sites (any other)	6,322	9.45%
Roleplaying site (any)	4,634	6.93%
Nexus mods	4,629	6.92%
Dreamwidth	4,289	6.41%
GameFAQs	4,047	6.05%
Blogging platform (any other)	2,124	3.18%
Speedrun.com	2,111	3.16%
ROMHacking.net	792	1.18%
Specific blogging or gaming space (write-in option)	774	1.16%
Postype	366	0.55%

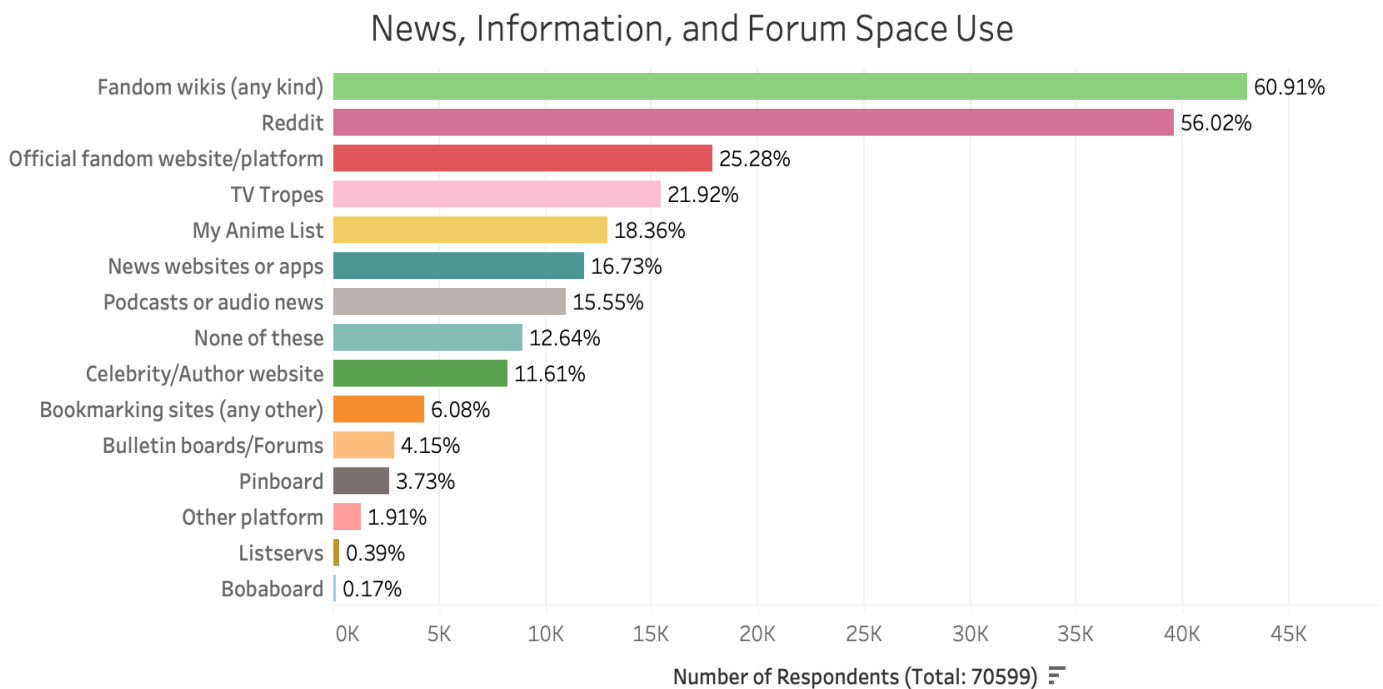This question had the fewest different write-in answers, and also the fewest duplicate answers.

The most popular sites not already offered as answer options were:

Blogger, dndbeyond, dybr.space, Gamebanana, GameJolt, Hoyo Lab, IGN, Insane Journal, itch.io, Letterboxd, Minecraft, Neocities ResetEra, Roblox, Roll20, Skoob, Spacebattles, SpaceHey, Steam, Substack

Q7: Online Spaces - News, Information and Forums

What online spaces do you use for fandom activities at least once a year? (Check all that apply)

- 77,358 survey takers received this question.

- 70,599 answered it.

- 8,624 skipped the question but may not have exited the survey at this point.

News, Information, and Forum Space Use

Category	Percentage
Fandom wikis (any kind)	60.91%
Reddit	56.02%
Official fandom website/platform	25.28%
TV Tropes	21.92%
My Anime List	18.36%
News websites or apps	16.73%
Podcasts or audio news	15.55%
None of these	12.64%
Celebrity/Author website	11.61%
Bookmarking sites (any other)	6.08%
Bulletin boards/Forums	4.15%
Pinboard	3.73%
Other platform	1.91%
Listservs	0.39%
Bobaboard	0.17%

Number of Respondents (Total: 70599)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the above graphic easier to follow along with.
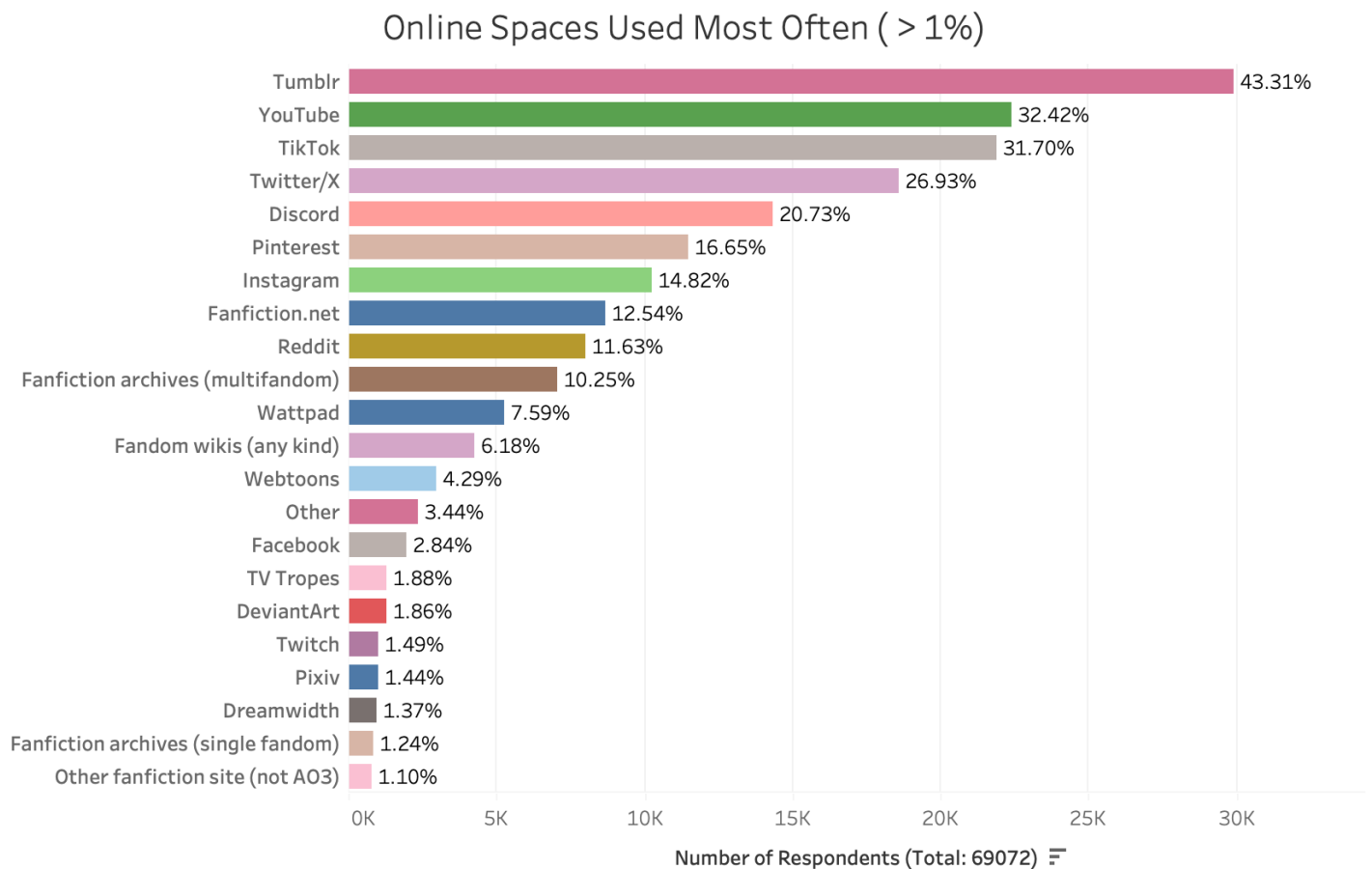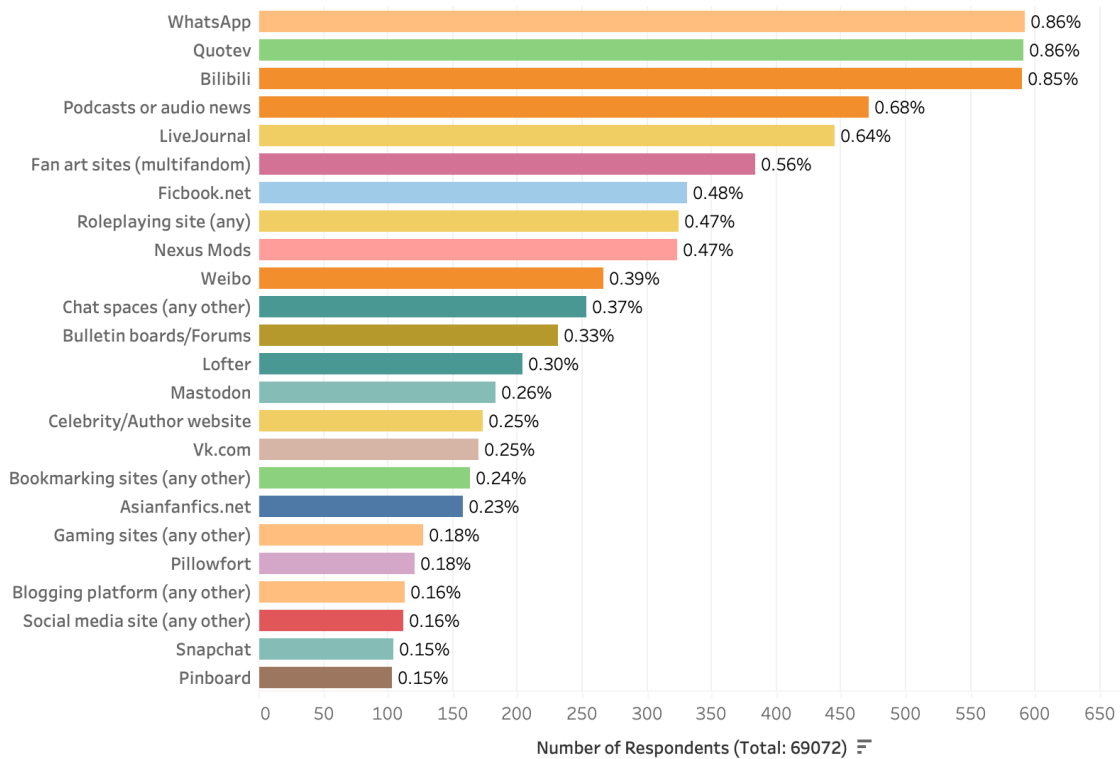
Fandom wikis (any kind)	43,001	60.91%
Reddit	39,548	56.02%
Official fandom website/platform	17,845	6.08%
TV Tropes	15,475	21.92%
My Anime List	12,964	18.36%
News websites or apps	11,812	16.73%
Podcasts or audio news	10,975	15.55%
None of the above	8,921	12.64%
Celebrity/Author website	8,199	11.61%
Bookmarking sites (any other)	4,294	6.08%
Bulletin boards/Forums	2,930	4.15%
Pinboard	2,634	3.73%
Other platforms (write-in option)	1,351	1.91%
Listservs	277	0.39%
Bobaboard	118	0.17%

The most popular sites not already offered as answer options were:

alternatehistory.com, Anilist.co, Anime News, Anime Planet, Baka-Updates, Buzzfeed, Comic Geeks,Cruncyhroll, Drama List/MyDramaList, Figure Collection-myfigurecollection.net, IMDB, Kitsu, Kprofiles, League Comic, Library Thing, Nautiljon, NovelUpdates, Personality Database, Proxer.me, Questionable Questing, Sufficient Velocity, TV Time, Wikipedia

Q8: Which online spaces do you most often use for engaging in fandom activities? (Choose up to three)

- 77,358 survey takers received this question.

- 69,072 answered it.

- 10,151 skipped the question and exited the survey at this point.

Online Spaces Used Most Often (> 1%)

Platform	Percentage
Tumblr	43.31%
YouTube	32.42%
TikTok	31.70%
Twitter/X	26.93%
Discord	20.73%
Pinterest	16.65%
Instagram	14.82%
Fanfiction.net	12.54%
Reddit	11.63%
Fanfiction archives (multifandom)	10.25%
Wattpad	7.59%
Fandom wikis (any kind)	6.18%
Webtoons	4.29%
Other	3.44%
Facebook	2.84%
TV Tropes	1.88%
DeviantArt	1.86%
Twitch	1.49%
Pixiv	1.44%
Dreamwidth	1.37%
Fanfiction archives (single fandom)	1.24%
Other fanfiction site (not AO3)	1.10%

Number of Respondents (Total: 69072)

The checkbox options for this question were listed alphabetically in the survey, but they are reproduced here in order of highest to lowest responses to make the graphics easier to follow along with. Due to the lengthy list of sites, we have three graphics, showing all sites in groups from high to low use.

Tumblr	29,917	43.31%
YouTube	22,392	32.42%
TikTok	21,897	31.70%
Twitter/X	18,600	26.93%
Discord	14,319	20.73%
Pinterest	11,498	16.65%
Instagram	10,236	14.82%
Fanfiction.net	8,665	10.25%
Reddit	8,031	11.63%
Fanfiction archives (multifandom)	7,079	10.25%
Wattpad	5,242	7.59%
Fandom wikis (any kind)	4,266	6.18%

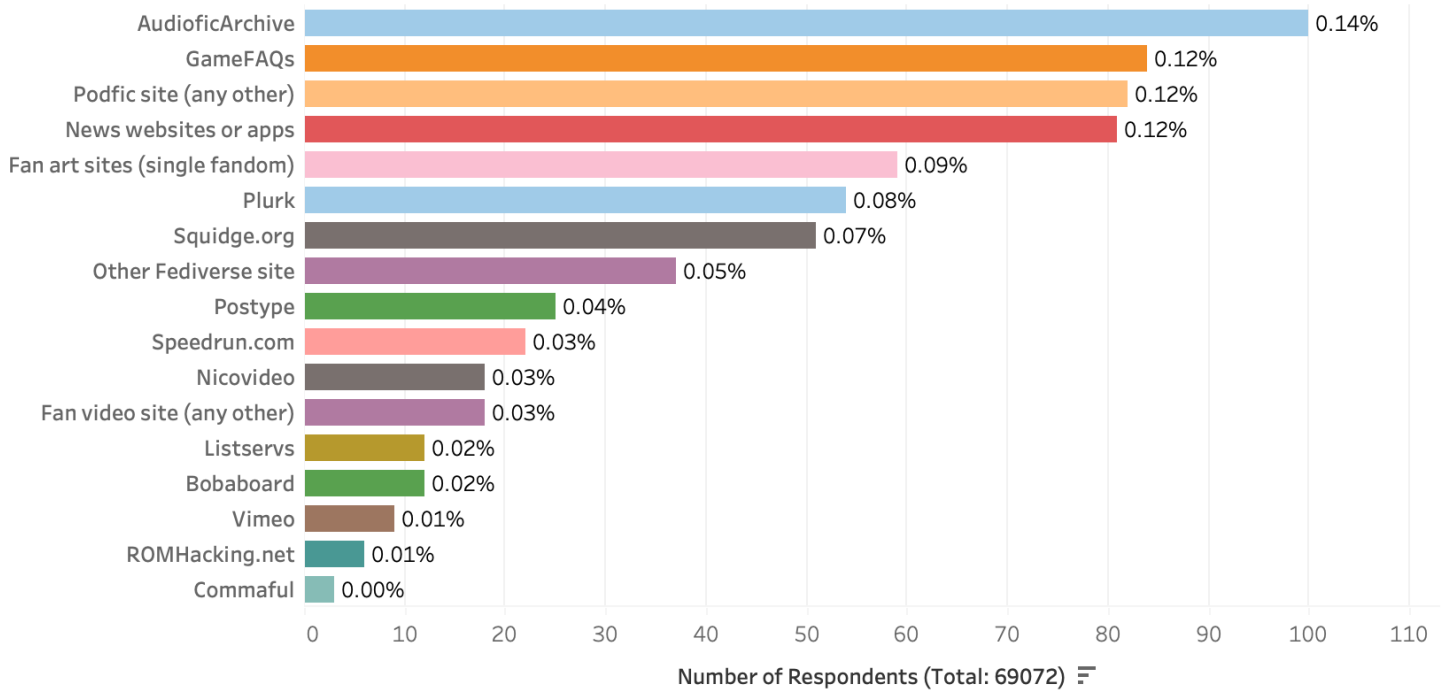|		
Webtoons	2,966	4.29%
Other (write-in option)	2,376	3.44%
Facebook	1,965	2.84%
TV Tropes	1,297	1.88%
DeviantArt	1,284	1.86%
Twitch	1,031	1.49%
Pixiv	992	1.44%
Dreamwidth	946	1.37%
Fanfiction archives (single fandom)	857	1.24%
Other fanfiction archive (not AO3)	762	1.10%

Online Spaces Used Most Often (0.15% - 0.99%)

Online Space	Number of Respondents	Percentage
WhatsApp		0.86%
Quotev		0.86%
Bilibili		0.85%
Podcasts or audio news		0.68%
LiveJournal		0.64%
Fan art sites (multifandom)		0.56%
Ficbook.net		0.48%
Roleplaying site (any)		0.47%
Nexus Mods		0.47%
Weibo		0.39%
Chat spaces (any other)		0.37%
Bulletin boards/Forums		0.33%
Lofter		0.30%
Mastodon		0.26%
Celebrity/Author website		0.25%
Vk.com		0.25%
Bookmarking sites (any other)		0.24%
Asianfanfics.net		0.23%
Gaming sites (any other)		0.18%
Pillowfort		0.18%
Blogging platform (any other)		0.16%
Social media site (any other)		0.16%
Snapchat		0.15%
Pinboard		0.15%

Number of Respondents (Total: 69072)

WhatsApp	592	0.86%
Quotev	591	0.86%
Bilibili	590	0.85%
Podcasts or audio news	472	0.68%
LiveJournal	445	0.64%
Fan art sites (multifandom)	384	0.56%

Ficbook.net	331	0.48%
Roleplaying site (any)	325	0.47%
Nexus Mods	324	0.47%
Weibo	266	0.39%
Chat spaces (any other)	253	0.37%
Bulletin boards/Forums	231	0.33%
Lofter	204	0.30%
Mastodon	183	0.26%
Celebrity/Author website	173	0.25%
Vk.com	170	0.25%
Bookmarking sites (any other)	163	0.24%
Asianfanfics.net	158	0.23%
Gaming sites (any other)	127	0.18%
Pillowfort	121	0.18%

Blogging platform (any other)	113	0.16%
Social media site (any other)	112	0.16%
Snapchat	104	0.15%
Pinboard	103	0.15%

Online Spaces Used Most Often (<0.15%)

Site	Number of Respondents	Percentage
AudioficArchive		0.14%
GameFAQs		0.12%
Podfic site (any other)		0.12%
News websites or apps		0.12%
Fan art sites (single fandom)		0.09%
Plurk		0.08%
Squidge.org		0.07%
Other Fediverse site		0.05%
Postype		0.04%
Speedrun.com		0.03%
Nicovideo		0.03%
Fan video site (any other)		0.03%
Listservs		0.02%
Bobaboard		0.02%
Vimeo		0.01%
ROMHacking.net		0.01%
Commaful		0.00%

Number of Respondents (Total: 69072)

Audiofic Archive	100	0.14%
GameFAQs	84	0.12%
Podfic site (any other)	82	0.12%
News websites or apps	81	0.12%
Fan art sites (single fandom)	59	0.09%
Plurk	54	0.08%

Squidge.org	51	0.07%
Other Fediverse site	37	0.05%
Postype	25	0.04%
Speedrun.com	18	0.03%
Nicovideo	18	0.03%
Fan video site (any other)	18	0.03%
Listservs	12	0.02%
Bobaboard	12	0.02%
Vimeo	9	0.01%
ROMHacking.net	6	0.01%
Commaful	3	<0.01%

The most popular sites not already offered as answer options were:

Cohost, holywarsoo.net, MyReadingManga, Scribblehub, Skype, Spirit fanfiction, Web Novel, Wordpress, Tapas.io,Toyhouse

Q9: Do you follow an official OTW account at any one of the online spaces you use?

- 69,072 survey takers received this question.

- 68,855 answered it.

- 217 exited the survey at this point.
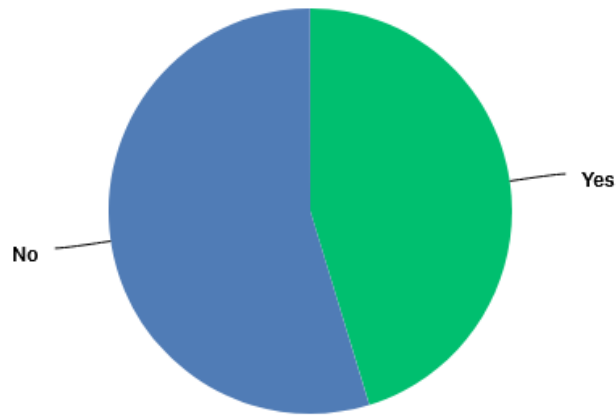
Yes	31,172	45.27%
No	37,683	54.73%

Q10: Have you ever been to a fan convention (of any kind)?

- 68,855 survey takers received this question.

- 68,807 answered it

- 48 exited the survey at this point.
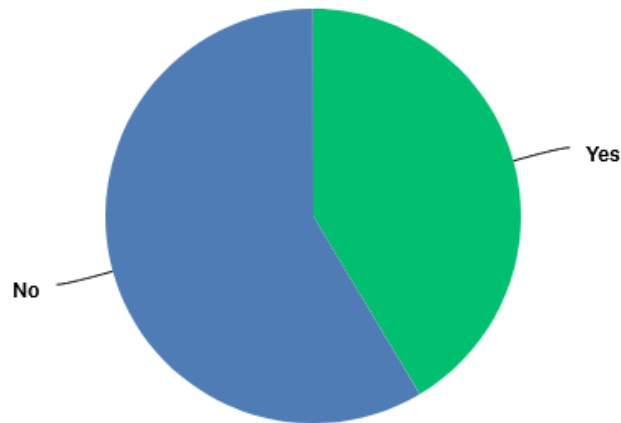
| Yes | 28,505 | 41.43% |
| No | 40,302 | 58.57% |

(If a survey taker answered no, they were skipped to question 12)

Q11: How often have you been to a fan convention (of any kind)?

- 28,566 survey takers received this question.

- 28,566 answered it.

- Unknown number exited the survey at this point.
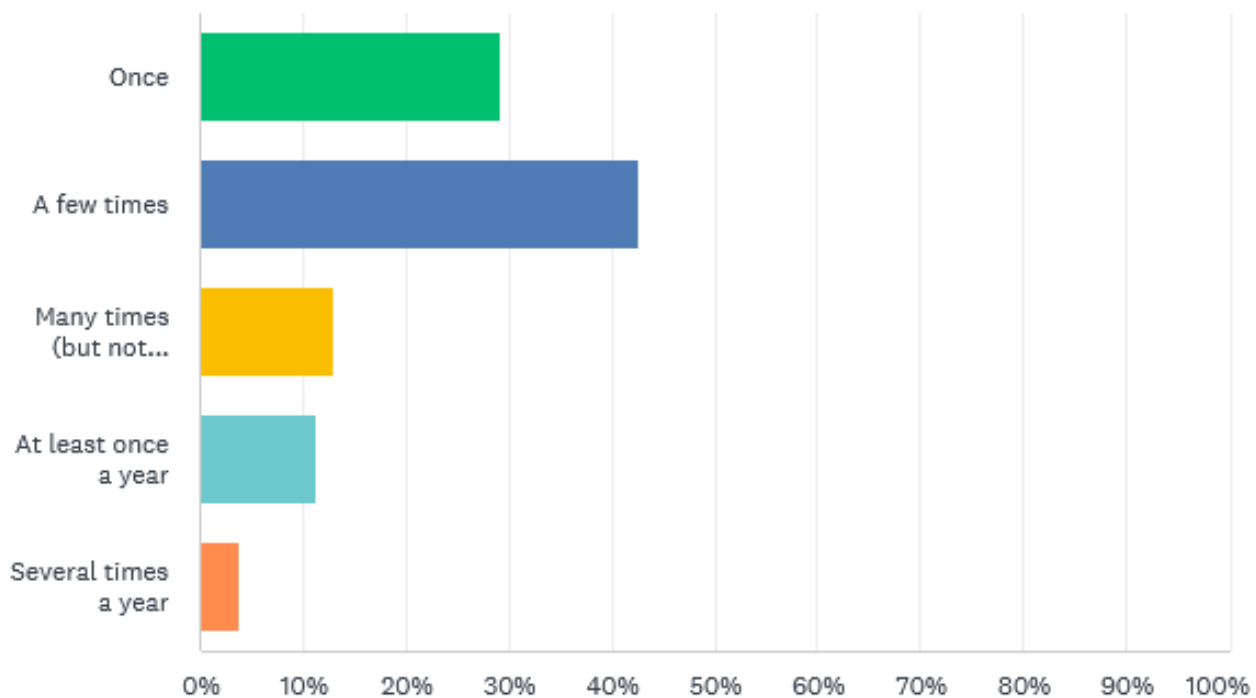
Once	8,315	29.11%
A few times	12,191	42.68%
Many times (but not every year)	3,740	13.09%
At least once a year	3,215	11.25%
Several times a year	1,105	3.87%

(If a survey taker answered at least "A few times" they went on to Q12)

Q12: What kind of fan convention(s) have you been to? (Check all that apply)

- 20,251 survey takers received this question.

- 20,183 answered it.

- 68 exited the survey at this point.
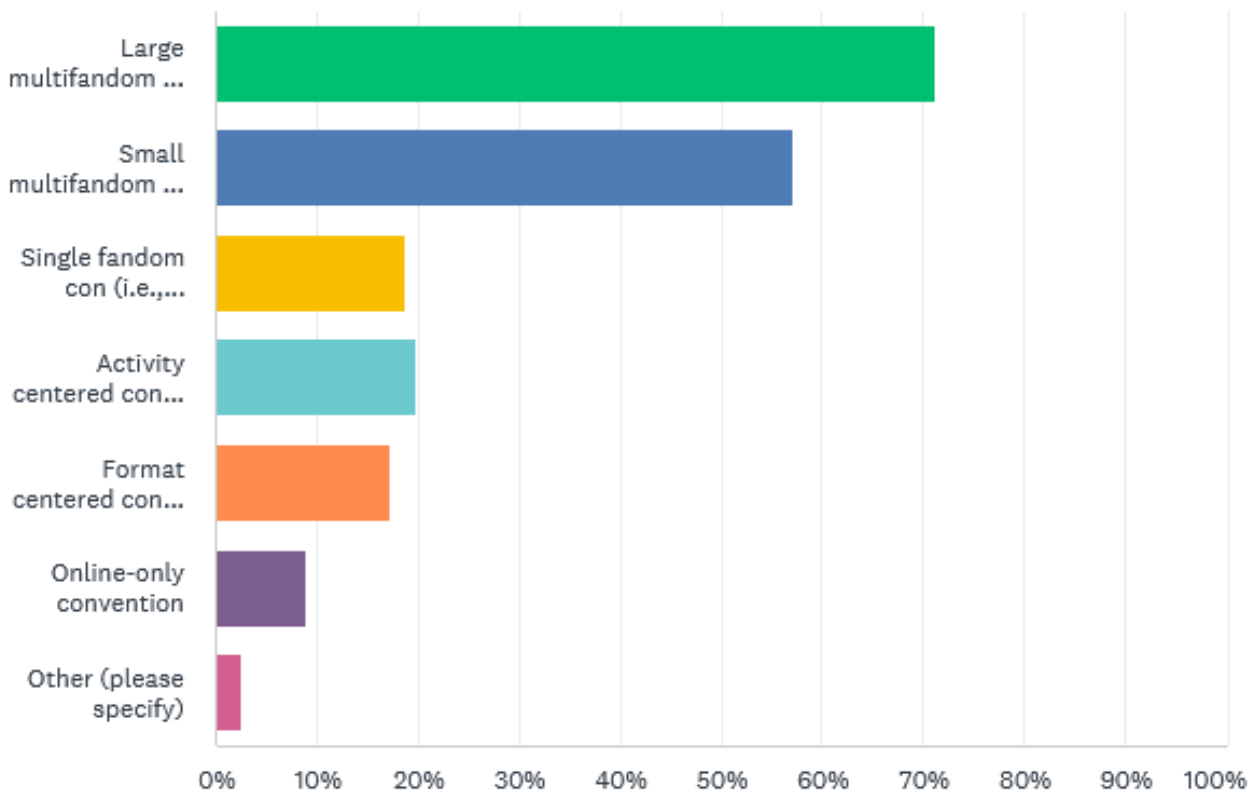
Large multifandom con (i.e. ComicCon, DragonCon)	14,353	71.11%
Small multifandom con (i.e. locally run)	11,544	57.20%
Single fandom con (i.e. Supernatural, Star Trek)	3,770	18.68%
Activity centered con (i.e., gaming, video making)	4,006	19.85%
Format centered con (i.e. board games, books)	3,487	17.28%
Online-only convention	1,824	9.04%
Write-in responses	534	2.65%

The most common specific conventions written in were: Anime or Manga, Book, Cafe event, Cosplay, cupsleeve events, Dokomi, Doujinshi, Elfia, Escapade, fan meetings, Filk, Flame Con, Furry, Horror, Japan Expo, K-pop, LARP, Medieval, Otakon, Paris Manga, Renaissance Faire, RTX, science fiction or fantasy, Slash con, Steampunk, and World Con

IV. Design of the OTW Familiarity Section

The purpose of the second half of the survey was to get a picture of whether fans were at all familiar with the OTW itself as well as each of its projects. To do so we decided against asking them about "familiarity" since each fan might interpret that word differently (how familiar is "very familiar" as opposed to "somewhat familiar" for example?) Instead we simply wanted to know whether they recognized the names they were shown.

What was also important in the design was to distinguish between *exposure* to information and *interest* in information. For example, if the majority of survey takers said "no" when asked if they'd heard of a project, then it might be a combination of lack of exposure as well as insufficient interest in reading about that project. But if they said "yes" but then indicated that they had never visited that project site, this might mean that they knew about it but either had not seen enough information to develop an interest in it, or simply weren't interested regardless of how often they'd been exposed to information.

Therefore anyone who answered "yes" was then asked about what actions they had taken, which would shed some light on their level of engagement with that project. If they indicated next to no action (Never or Once, for example) then further questions were skipped and they were asked about the next project.

In an effort to minimise time required to complete the survey, questions about engagement were kept to a minimum for each project. Further understanding about project knowledge and activity could be followed up on with future surveys.

V. Answers to the OTW Familiarity Section

Q13: Have you ever heard of the Organization for Transformative Works/OTW?

- 68,807 survey takers received this question.

- 68,626 answered it.

- 181 exited the survey at this point.
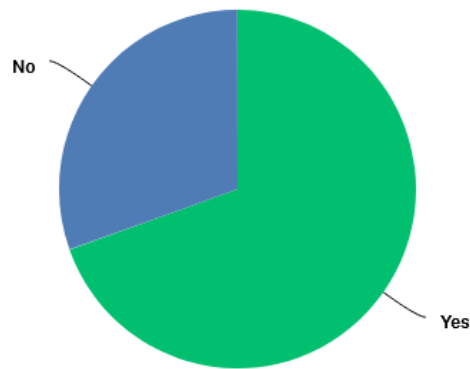
Yes	47,728	69.55%
No	20,898	30.45%

(If survey taker answered no, they were skipped to Q18)

Q14: Do you feel you understand what work the OTW does?

- 47,728 survey takers received this question.

- 47,675 answered it.

- 53 exited the survey at this point.
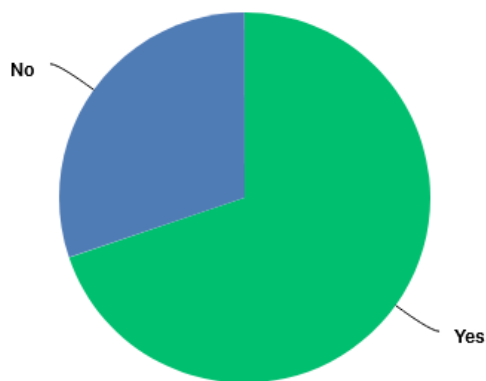
Yes	33,272	69.79%
No	14,403	30.21%

Q15: Have you ever visited the OTW website?

- 47,675 survey takers received this question.

- 47,675 answered it.

- Unknown number exited the survey at this point.
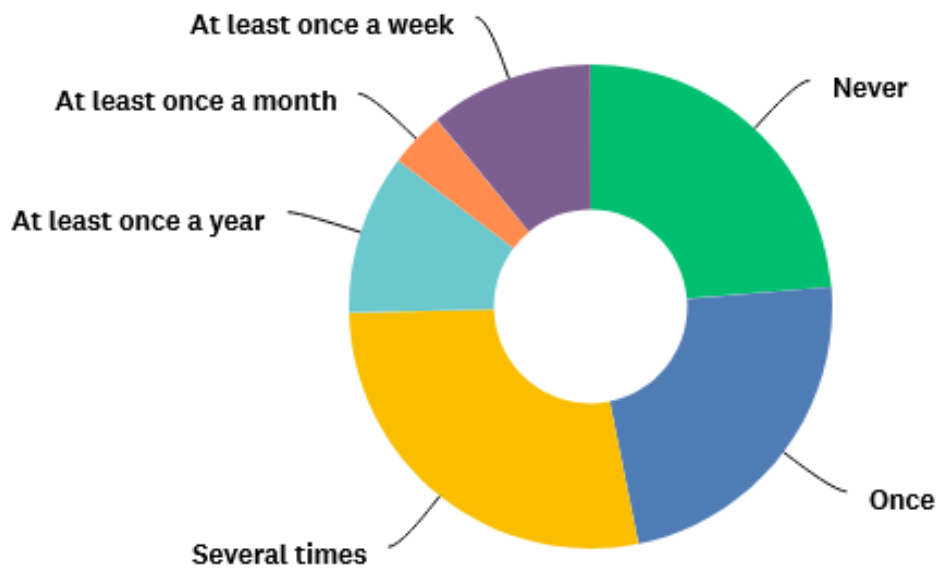
| Never	11,301	23.70%
Once	11,018	23.11%
Several times	13,242	27.78%
At least once a year	5,123	10.75%
At least once a month	1,756	3.68%
At least once a week	5,235	10.98%

(If the survey taker had used it at least "Several times" then they continued to Q16. Otherwise they were sent to Q18.)

Q16: Have you ever searched the OTW website for information?

- 25,907 survey takers received this question.

- 25,907 answered it.

- Unknown number exited the survey at this point.
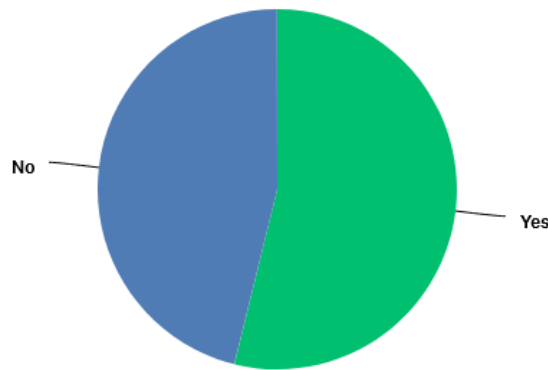
Yes	13,954	53.86%
No	11,953	46.14%

Q17: Have you ever used the OTW contact form to ask a question?

- 25,907 survey takers received this question.

- 25,907 answered it.

- Unknown number exited the survey at this point.
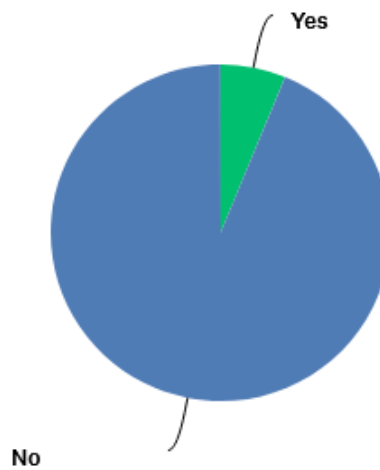
Yes	1,609	6.21%
No	24,298	93.79%

Q18: Have you ever heard of Fanlore?

- 68,626 survey takers received this question.

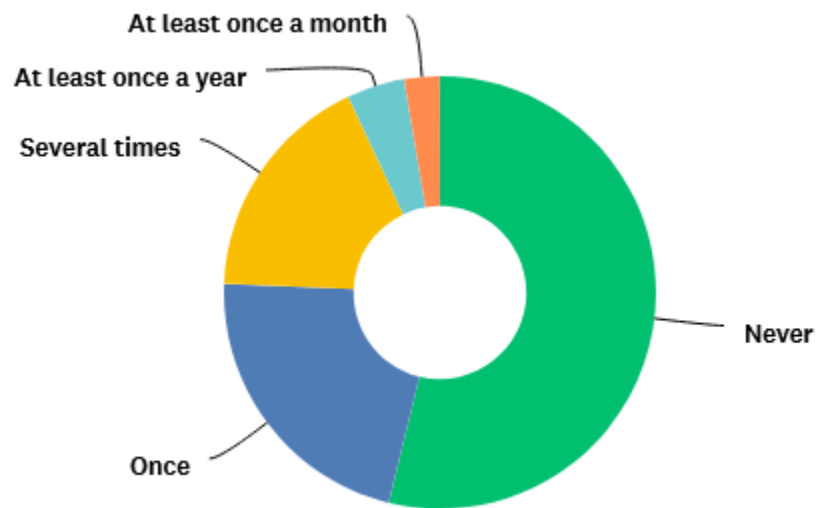- 68,187 answered it.

- 439 exited the survey at this point.
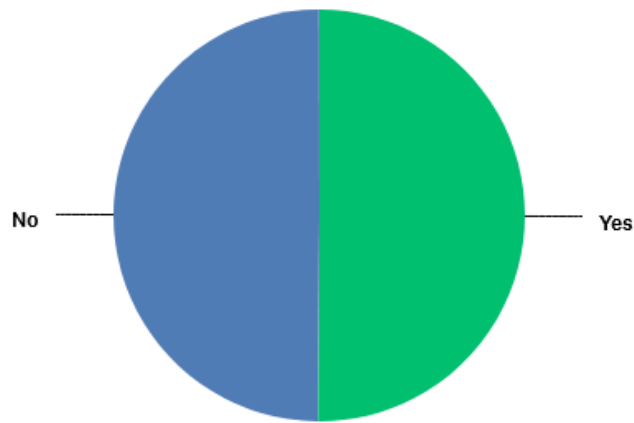
Yes	34,179	50.13%
No	34,008	49.87%

(If survey taker answered no, they were skipped to Q21)

Q19: How often have you visited/used Fanlore?

- 34,940 survey takers received this question.

- 34,940 answered it.

- Unknown number exited the survey at this point.
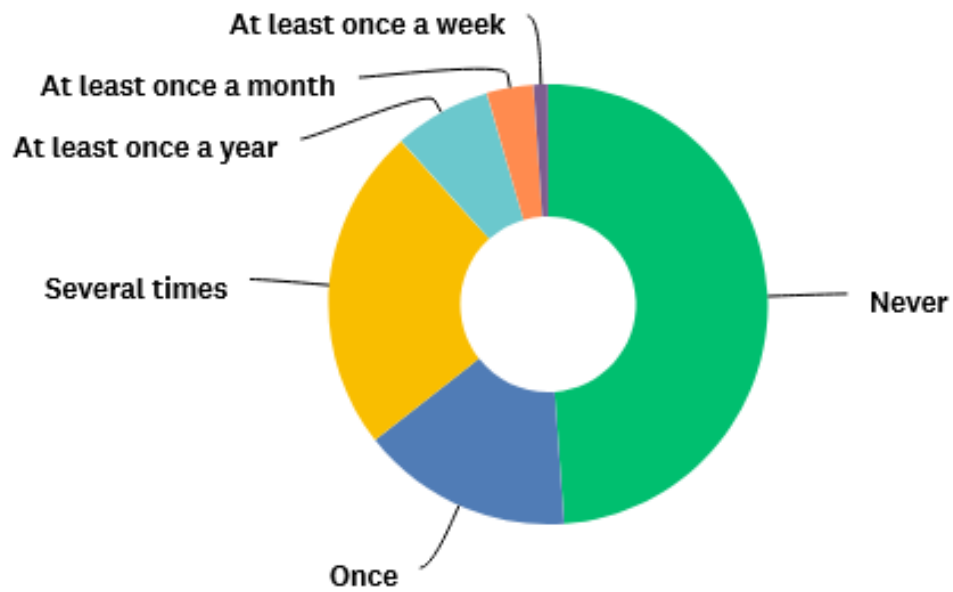
Never	17,066	48.83%
Once	5,450	15.59%
Several times	8,348	23.89%
At least once a year	2,505	7.17%
At least once a month	1,213	3.47%
At least once a week	368	1.05%

(If the survey taker had used it at least "Several times" then they continued to Q20. Otherwise they were sent to Q21.)

Q20: Have you added content to Fanlore or edited an entry?

- 12,375 survey takers received this question.

- 12,375 answered it.

- Unknown number exited the survey at this point.
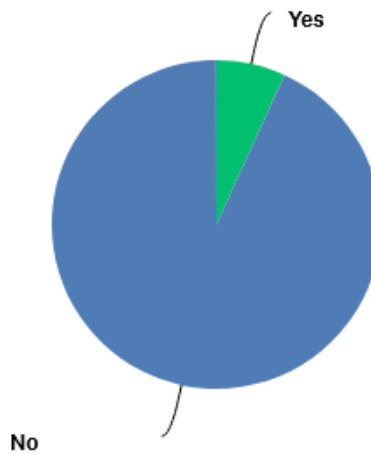
Yes	839	6.78%
No	11,536	93.22%

Q21: Have you ever heard of Transformative Works and Cultures?

- 68,626 survey takers received this question.

- 67,875 answered it.

- 751 exited the survey at this point.
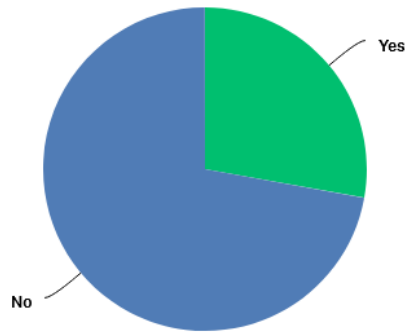
Yes	18,890	27.83%
No	48,985	72.17%

(If the survey taker answered no, they were skipped to Q23)

Q22: How often have you visited/used Transformative Works and Cultures?

- 19,139 survey takers received this question.

- 19,139 answered it.

- Unknown number exited the survey at this point.

Never	10,300	53.82%
Once	4,181	21.85%
Several times	3,322	17.36%
At least once a year	826	4.32%
At least once a month	510	2.66%

Q23: Have you ever heard of the Archive of Our Own/AO3?

- 67,785 survey takers received this question.

- 67,716 answered it.

- 69 exited the survey at this point.
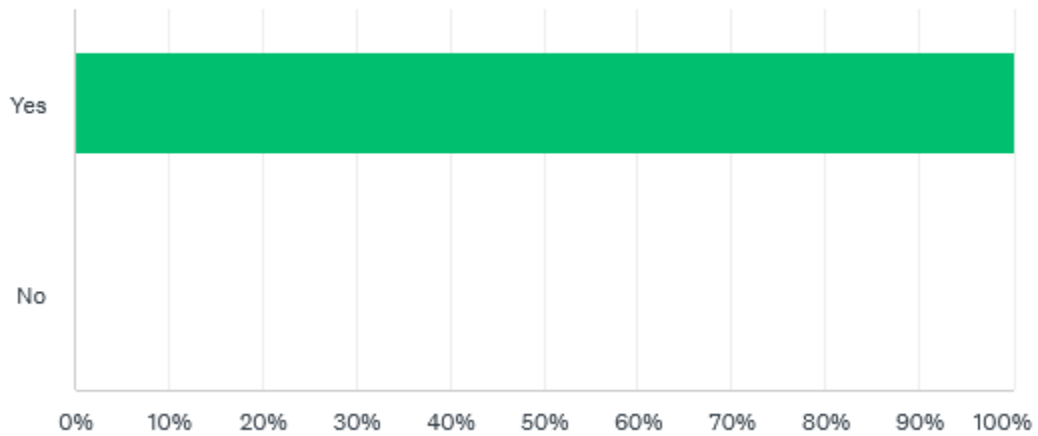
Yes	67,645	99.90%
No	71	0.10%

(If the survey taker answered no, they were skipped to Q29)

Q24: How often have you visited the Archive of Our Own/AO3?

- 67,716 survey takers received this question.

- 67,585 answered it.

- 131 exited the survey at this point.
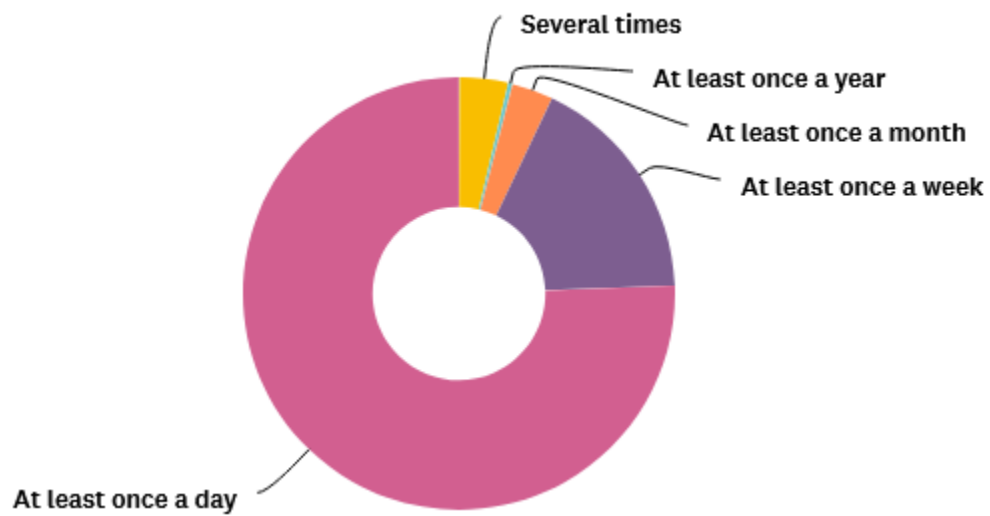
Never	16	0.02%
Once	25	0.04%
Several times	2,438	3.61%
At least once a year	223	0.33%
At least once a month	2,093	3.10%
At least once a week	11,706	17.32%
At least once a day	51,084	75.58%

(If the survey taker had used it at least "Several times" then they continued to Q25. Otherwise they were sent to Q29.)

Q25: Have you ever left comments or kudos at Archive of Our Own/AO3?

- 67,544 survey takers received this question.

- 67,475 answered it.

- 69 exited the survey at this point.
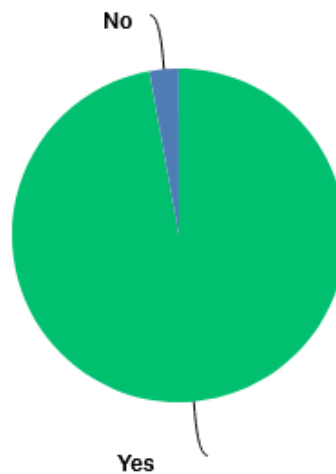
Yes	65,556	97.16%
No	1,919	2.84%

Q26: Have you ever downloaded a fanwork from Archive of Our Own/AO3?

- 67,544 survey takers received this question.

- 67,475 answered it.

- 69 exited the survey at this point.
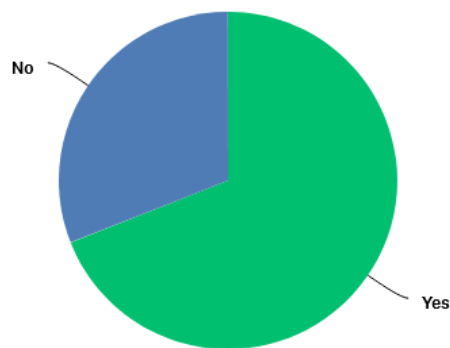
Yes	46,574	69.02%
No	20,901	30.98%

Q27: Have you ever had an account at Archive of Our Own/AO3?

- 67,544 survey takers received this question.

- 67,475 answered it.

- 69 exited the survey at this point.
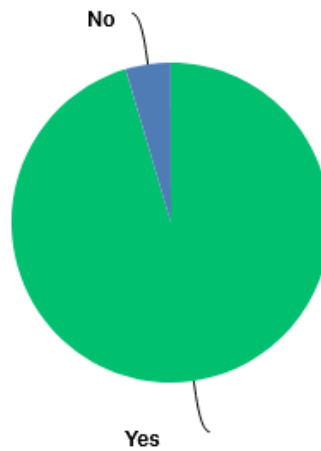
Yes	64,374	95.40%
No	3,101	4.60%

(If the survey taker answered no, they were skipped to Q29)

Q28: Have you ever posted a fanwork to Archive of Our Own/AO3?

- 67,475 survey takers received this question.

- 64,349 answered it.

- 126 exited the survey at this point.
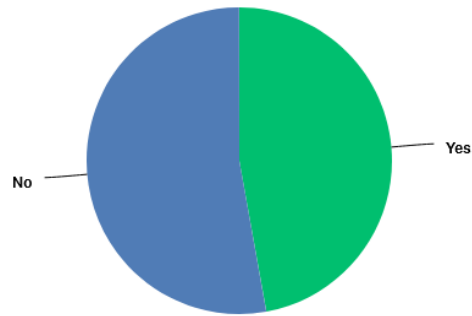
Yes	30,355	47.17%
No	33,994	52.83%

Q29: Have you ever heard of Fanhackers?

- 67,716 survey takers received this question.

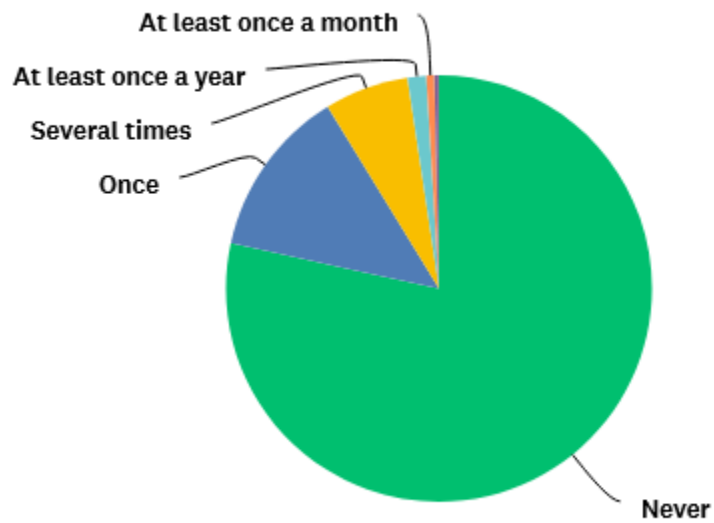- 67,534 answered it.

- 182 exited the survey at this point.
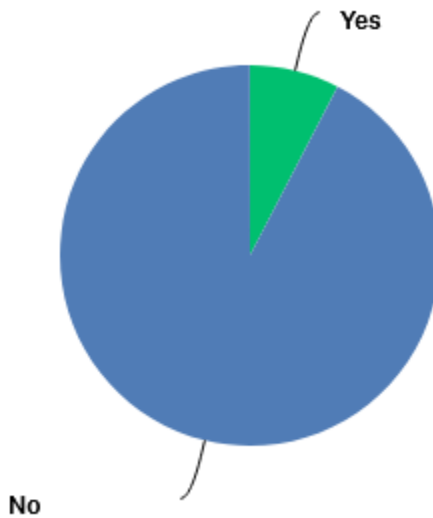
Yes	5,154	7.63%
No	62,380	92.37%

(If the survey taker answered no, they were skipped to Q31)

Q30: How often have you visited/used Fanhackers?

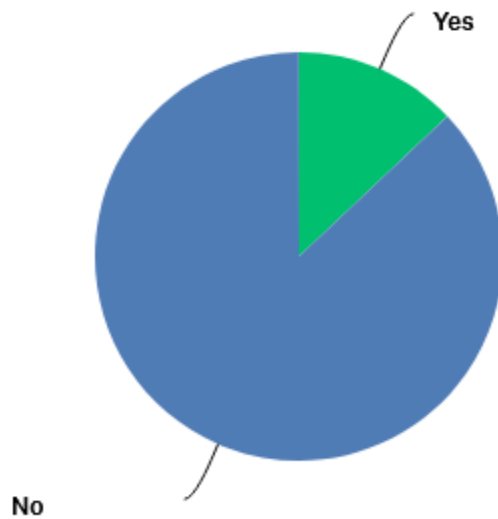- 5,321 survey takers received this question.

- 5,321 answered it.

- Unknown number exited the survey at this point.

Never	4,173	78.43%
Once	683	12.84%
Several times	339	6.37%
At least once a year	76	1.43%
At least once a month	32	0.60%
At least once a week	18	0.34%

Q31: Have you ever heard of Open Doors?

- 67,534 survey takers received this question.
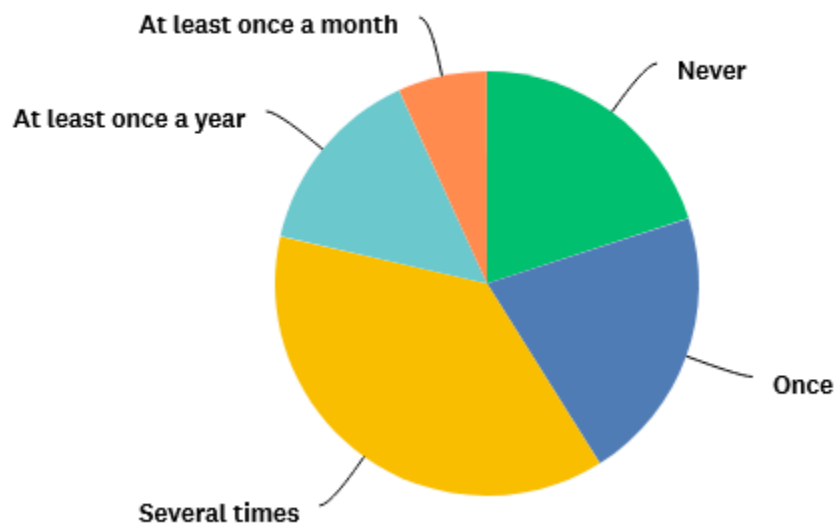- 67,474 answered it.
- 60 exited the survey at this point.

Yes	8,758	12.98%
No	58,716	87.02%

(If the survey taker answered no, they were skipped to Q34)

Q32: How often have you read about Open Doors imports or activities?

- 8,789 survey takers received this question.

- 8,789 answered it.

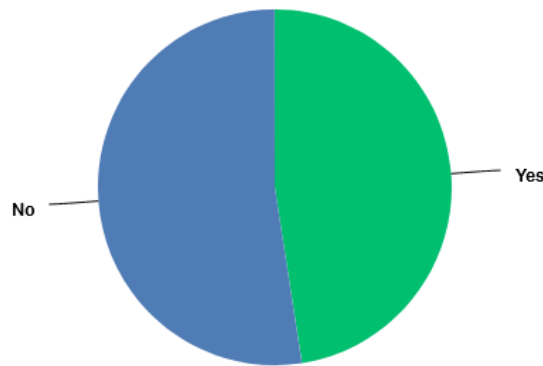- Unknown number exited the survey at this point.

Never	1,761	20.04%
Once	1,849	21.04%
Several times	3,297	37.51%
At least once a year	1,284	14.61%
At least once a month	598	6.80%

(If the survey taker had read news at least "Several times" then they continued to Q33. Otherwise they were sent to Q34.)

## Q33: Have you ever used an archive at AO3 that Open Doors imported?

- 5,166 survey takers received this question.

- 5,166 answered it.

- Unknown number exited the survey at this point.

Yes	2,457	47.56%
No	2,709	52.44%

Q34: Have you ever heard of OTW's Legal Advocacy/work done by their legal team?

- 67,534 survey takers received this question.

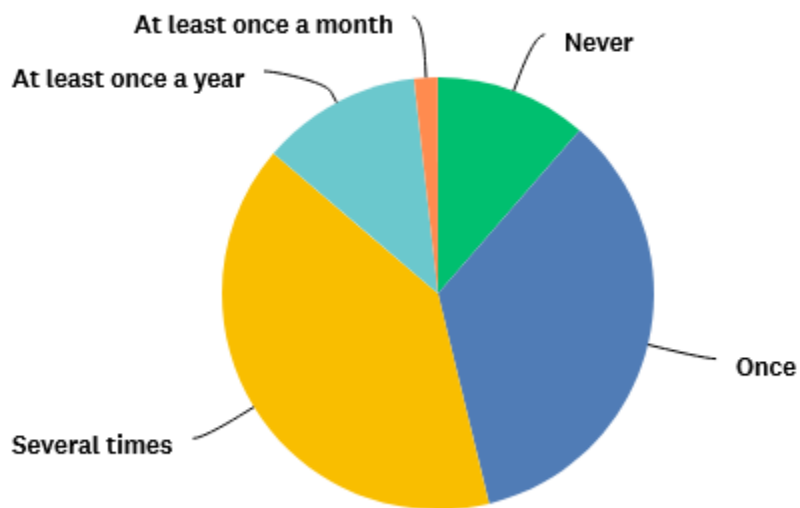- 67,361 answered it.

- 173 exited the survey at this point.
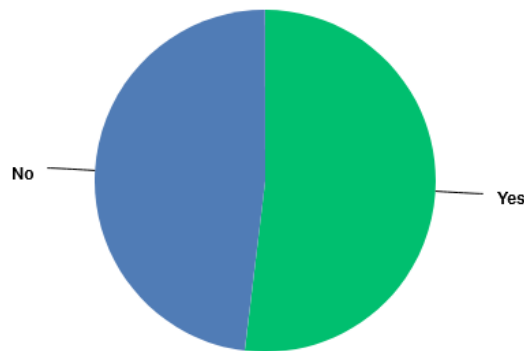
Yes	34,988	51.94%
No	32,373	48.06%

(If the survey taker answered no, they received no further questions.)

Q35: How often have you read about Legal Advocacy work by OTW?

- 35,003 survey takers received this question.

- 35,003 answered it.

- Unknown number exited the survey at this point.

Never	3,985	11.38%
Once	12,183	34.81%
Several times	14,009	40.02%
At least once a year	4,206	12.02%
At least once a month	620	1.77%

(If the survey taker had read news at least "Several times" then they continued to Q36. Otherwise they received no further questions.)

Q36: Have you ever asked OTW Legal a question via the OTW website?

- 18,829 survey takers received this question.

- 18,829 answered it.

- Unknown number exited the survey at this point.
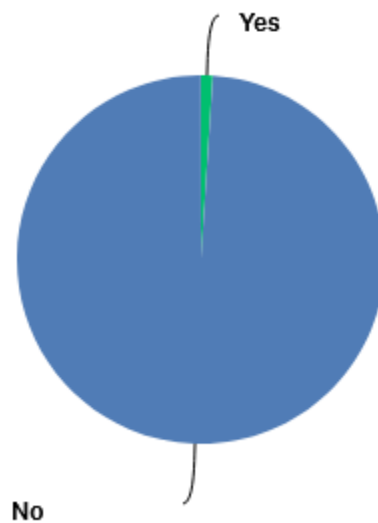
Yes	196	1.04%
No	18,633	98.96%

After Q36 the survey ended for any remaining survey takers. All who completed the survey were shown a thank you page and then redirected to the

AO3's About Us page which describes the OTW's work and explains what its projects do. It also included a link to contact Communications via the OTW website and offered additional links to survey takers who wanted to learn more about what they'd been asked about in the survey.

VI. Conclusion

This survey, of course, has its limitations. The most notable is that this survey was only offered in English. For this reason, the results of this survey can only be generalised to the English-speaking community within the broader audience of the OTW. As mentioned previously, the "skip logic" did not always function as intended, and this may have interfered with certain participants' responses in the survey. Finally, it should be noted that while this survey measures awareness of the OTW's projects, there may be various factors affecting different levels of that awareness. To better understand what these factors are, further research would need to be conducted.

The data gathered from this survey does allow us to better understand our audience's familiarity with the OTW's various projects and identify the most frequently used online spaces. The acquisition of this information lays the groundwork for future information campaigns by pinpointing the projects with the lowest levels of familiarity and signalling which sites should be used to spread this information.

Organization for Transformative Works

2023