IFD2024
SURVEY REPORT
I. Introduction

This survey reports the results of the survey offered by the OTW as part of the International Fanworks Day's 10th annual celebration. It was launched on February 9th and closed on February 19th.

The survey was offered in 25 languages and received an average of 50,266 responses overall. Included here is each question with the total number of survey takers answering each one and how many chose which answers.

Our survey platform designated the consent form as Q1, so survey questions began with Q2. Of the 56,651 respondents to the consent form, 55,620 (98.18%) said Yes they consented to take the survey and 1,031 (1.82%) said No, at which point those users did not continue with the survey.

II. Survey Questions

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

54,770 survey takers answered this question.

Less than a year - 1,471 (2.69%)
1-2 years – 4,793 (8.77%)
3-5 years – 16,483 (30.19%)
6-10 years – 17,473 (31.77%)
11-15 years – 8,394 (15.26%)
16-20 years – 3,458 (6.33%)
20-25 years - 1,733 (3.21%)
Over 25 years - 965 (1.80%)
Q3: What types of fanworks have you ever created? (Check all that apply)

52,796 survey takers answered this question.
Note: These answer options have been reordered to show most responses to least responses.

- Fanfiction 37,608 (70.43%)
- Fanart 26,431 (49.71%)
- Image edits/Graphics (icons, banners, wallpapers, etc.) 14,596 (27.33%)
- Crafts (fanbinding, knitting, jewelry making, model building, etc.) 13,263 (25.04%)
- Role playing 13,094 (24.91%)
- Cosplay 12,223 (23.20%)
- Videos (vids, machinima, AMVs, edits, etc.) 8,031 (14.95%)
- None of the above 7,804 (14.71%)
- Comics 7,364 (13.81%)
- Poetry 5,996 (11.35%)
- Animations 5,394 (10.38%)
- GIFs and GIFsets 5,177 (9.68%)
- Meta 3,925 (7.56%)
- Photo manips 2,704 (4.82%)
- Fanmixes 2,172 (3.97%)
- Music 2,002 (3.80%)
- Action figure stills or stories 2,053 (3.75%)
- Zines 2,025 (3.82%)
- Game content 1,787 (3.33%)
- Podfic 998 (1.89%)
- Fan films 894 (1.69%)
- Audio plays 681 (1.26%)
Q4: Are you aware that the OTW preserves other fanwork archives?

51,823 survey takers answered this question.

Yes – 31,457 (60.70%)
No - 20,366 (39.30%)

Q5: Are you aware that the OTW helps preserve physical format fan creations?

51,823 survey takers answered this question.

Yes – 14,767 (28.36%)
No - 37,056 (71.64%)
Q6: Have you ever visited a collection of fanworks owned by a physical library?

51,058 survey takers answered this question.

Yes – 2,852 (5.50%)
No - 48,206 (94.50%)

Q7: Have you ever used a collection at AO3?

51,058 survey takers answered this question.

Yes – 33,871 (66.19%)
No - 17,187 (33.81%)
Q8: Have you ever used AO3 bookmarks to rec a fanwork?

50,591 survey takers answered this question.

- Yes – 36,026 (71.37%)
- No - 14,565 (28.63%)

Q9: Have you taken part in a challenge or fest hosted on AO3?

50,591 survey takers answered this question.

- Yes – 6,586 (13.17%)
- No - 44,005 (86.83%)
Q10: Have you ever written about something that happened among fans or is specific to a certain fandom?

50,249 survey takers answered this question.

Yes – 21,095 (42.21%)
No - 29,154 (57.79%)

Q11: Have you ever contributed to a fandom wiki?

49,751 survey takers answered this question.

Yes – 8,805 (17.86%)
No - 40,946 (82.14%)

Q12: Have you ever searched online to get an explanation for terms used in a fandom?
49,751 survey takers answered this question.

Yes – 47,875 (96.32%)
No - 1,876 (3.68%)

Q13: Are you subscribed to/do you follow any of these OTW accounts? (Check all that apply)

48,810 survey takers answered this question.
Note: These answer options have been re-ordered to show most responses to least responses.
• None of the above 22,451 (45.72%)
• AO3 Status Twitter 16,696 (34.27%)
• AO3 Tumblr 13,209 (27.16%)
• AO3 News Twitter (ao3org) 7,715 (15.62%)
• OTW Tumblr 3,838 (7.84%)
• OTW Twitter/X 3,567 (7.01%)
• OTW News by Email 2,353 (4.69%)
• Fanlore Tumblr 1,908 (3.93%)
• Transformative Works and Cultures Twitter/X 1,295 (2.62%)
• ao3_wranglers Twitter/X 1,256 (2.52%)
• Fanlore Twitter/X 867 (1.77%)
• OTW Instagram 841 (1.66%)
• OTW YouTube 689 (1.40%)
• RSS feed of OTW News 634 (1.30%)
• OTW Elections Twitter/X 603 (1.22%)
• Fanhackers Tumblr 533 (1.08%)
• Fanhackers Twitter/X 323 (0.66%)
• OTW Facebook 318 (0.63%)
• Fanlore Dreamwidth community 227 (0.47%)
• OTW Pinboard 199 (0.41%)
• OTW Weibo 98 (0.20%)
• OTW LinkedIn 97 (0.20%)

III. Conclusion

This survey's results have various limitations. Although the survey was offered in 25 languages, the only one to receive a statistically significant number of responses, other than English, was Chinese. For this reason, the results of this survey can only be considered to represent the English-speaking community within the broader audience of the OTW.

Taken together with the 2023 16th Anniversary Survey, the OTW has a better understanding of fan awareness of the OTW's projects and news platforms, and we hope to develop better methods of reaching them with information about our activities.

Attribution-NonCommercial-ShareAlike

CC BY-NC-SA

Organization for Transformative Works

2024