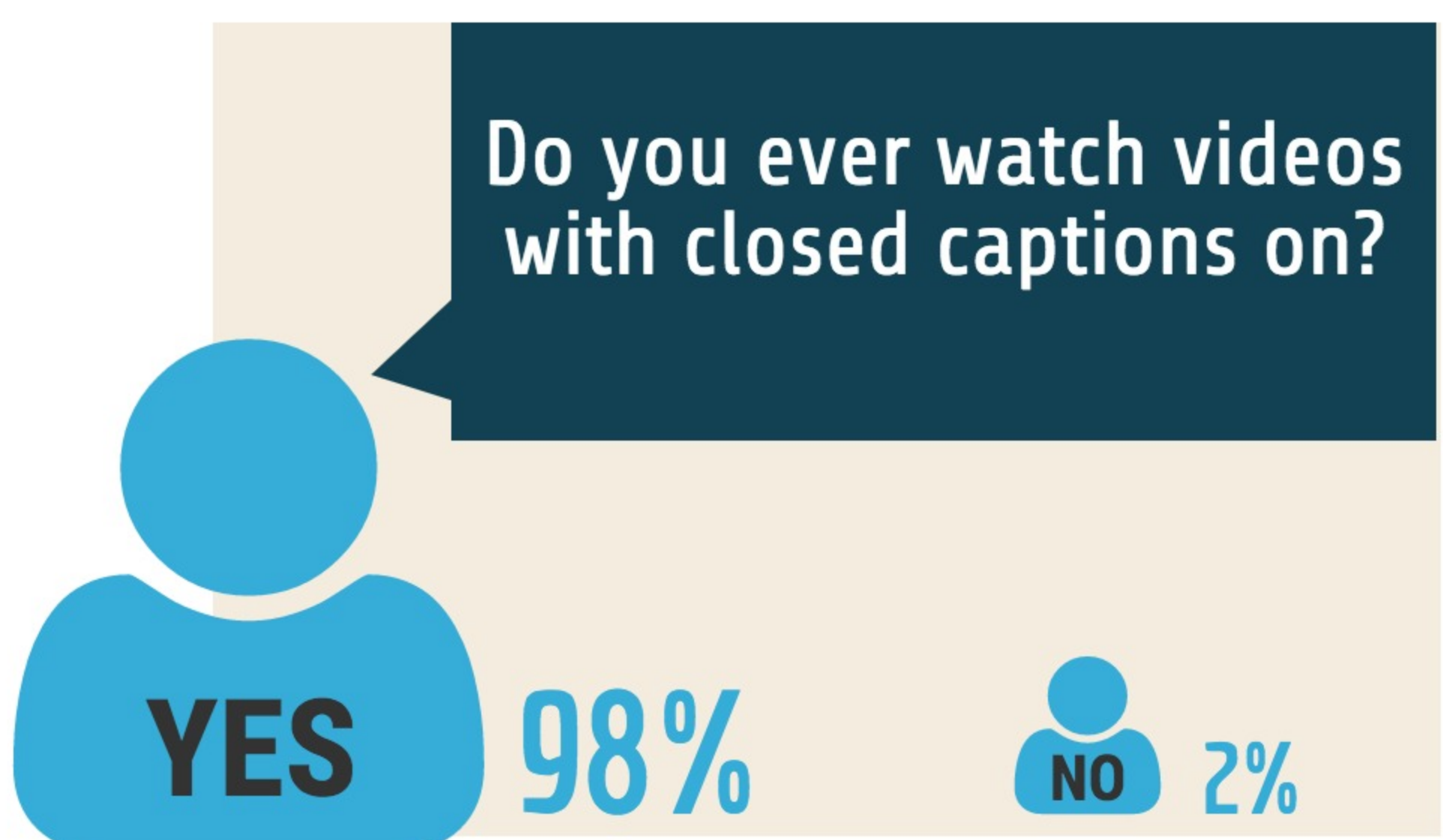


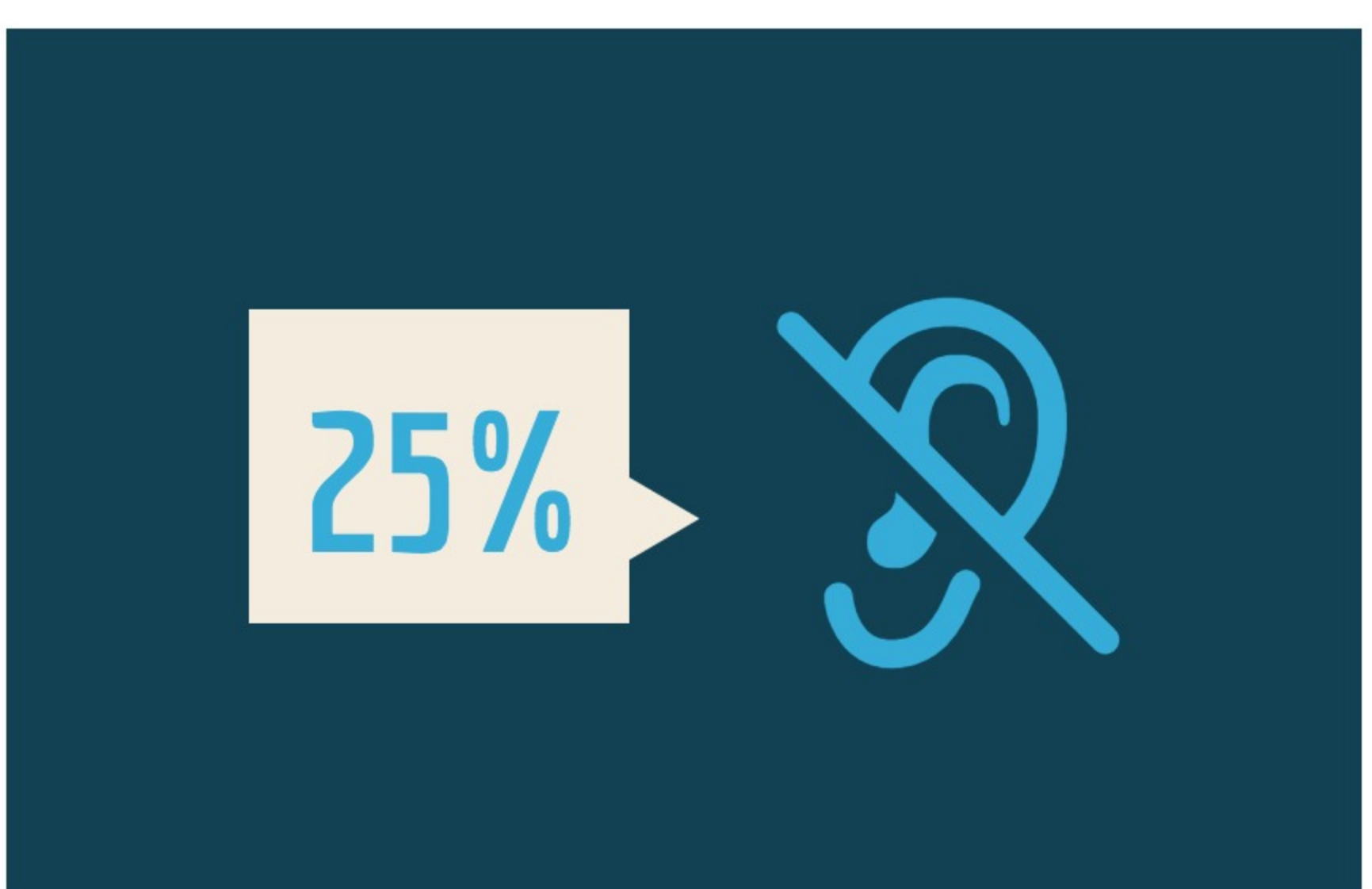
Survey

CLOSED CAPTION USE

165 Participants

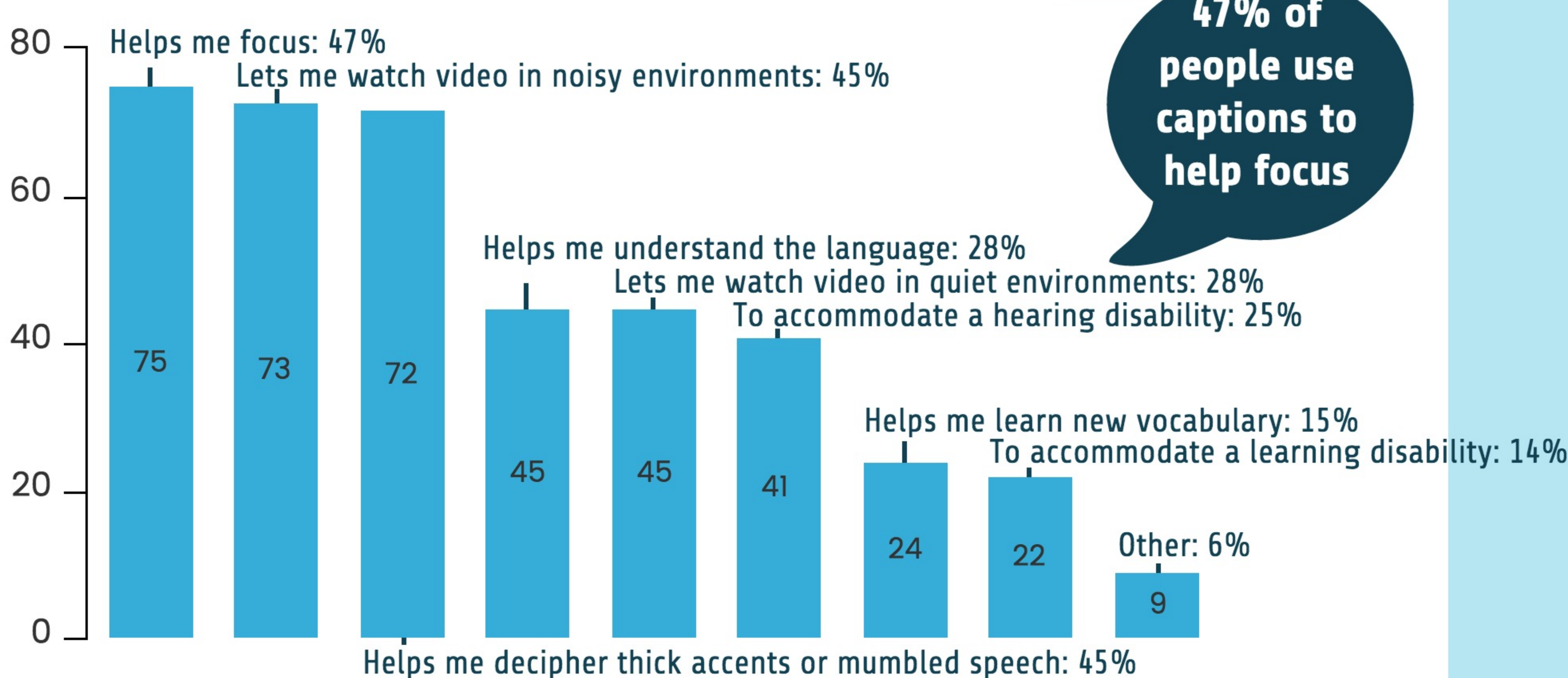


The majority of our survey participants watch videos with closed captions on.

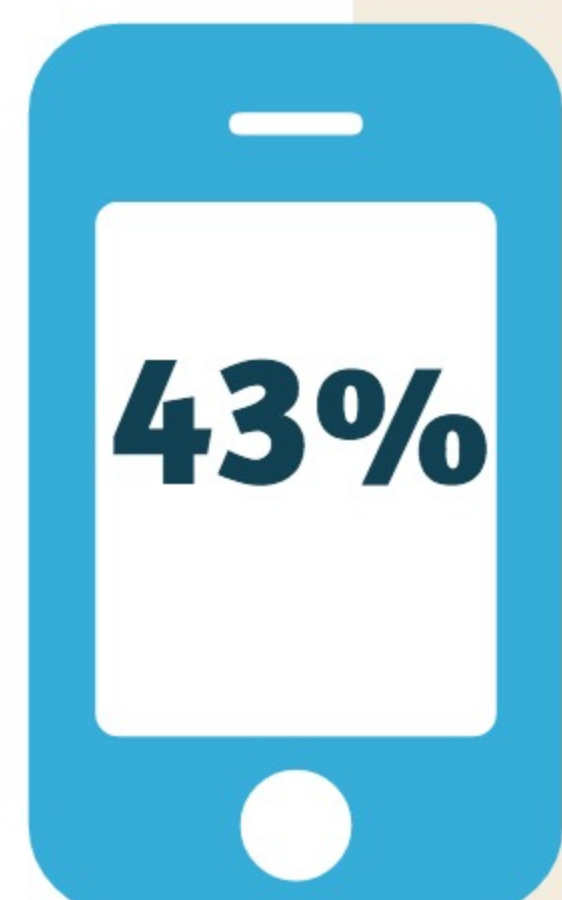


Only 25% of people who use closed captions use them to accommodate a hearing disability.

Why do you use closed captions?



How often do you watch video content on a mobile phone or tablet?



of people chose "multiple times a day"

19% Multiple times a week
12% About once a week
11% About once a day
7% Multiple times a month
5% Hardly ever
3% About once a month

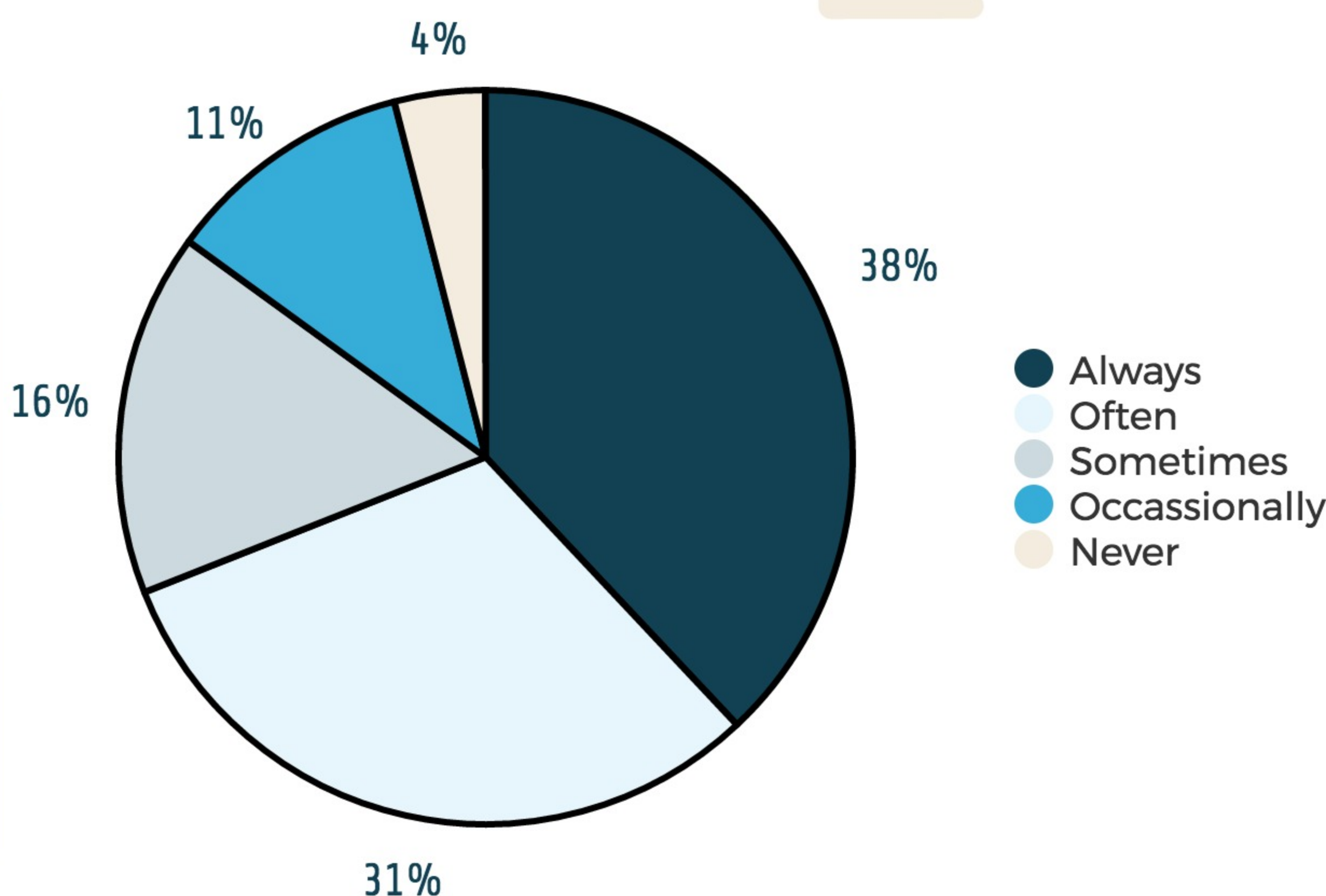
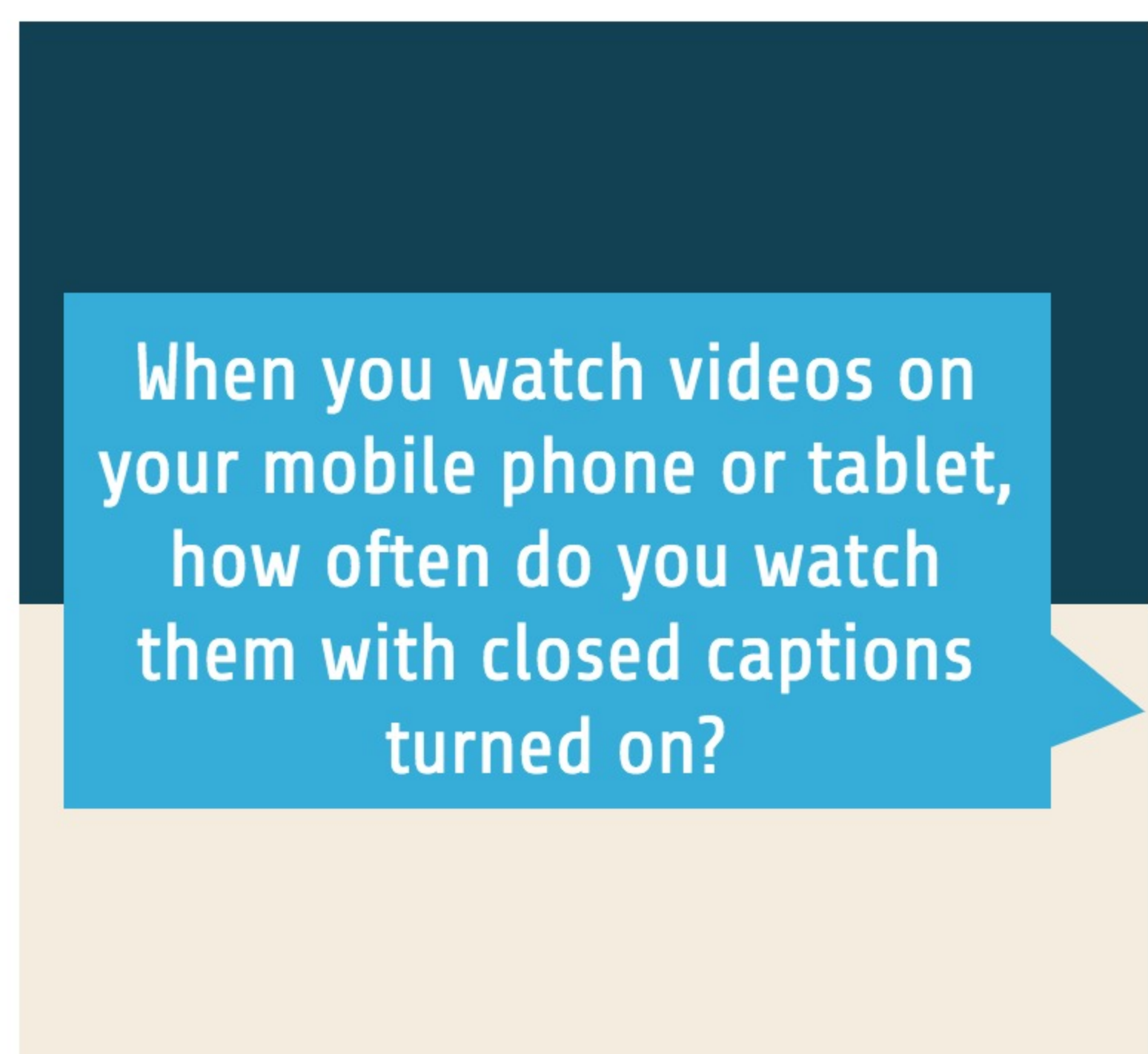
When you watch videos on your mobile phone or tablet, how often do you watch them with closed captions turned on?

Always 38%

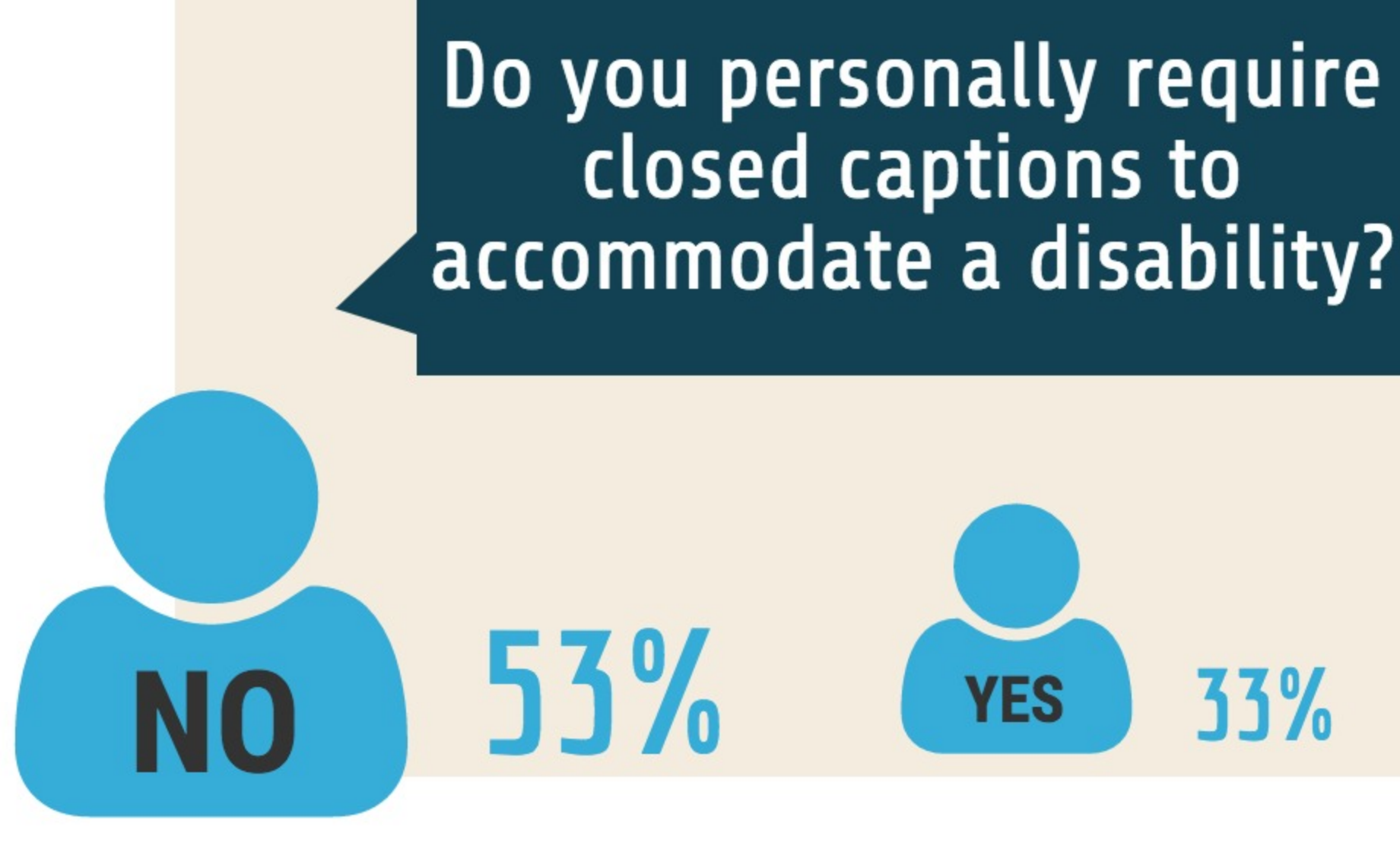
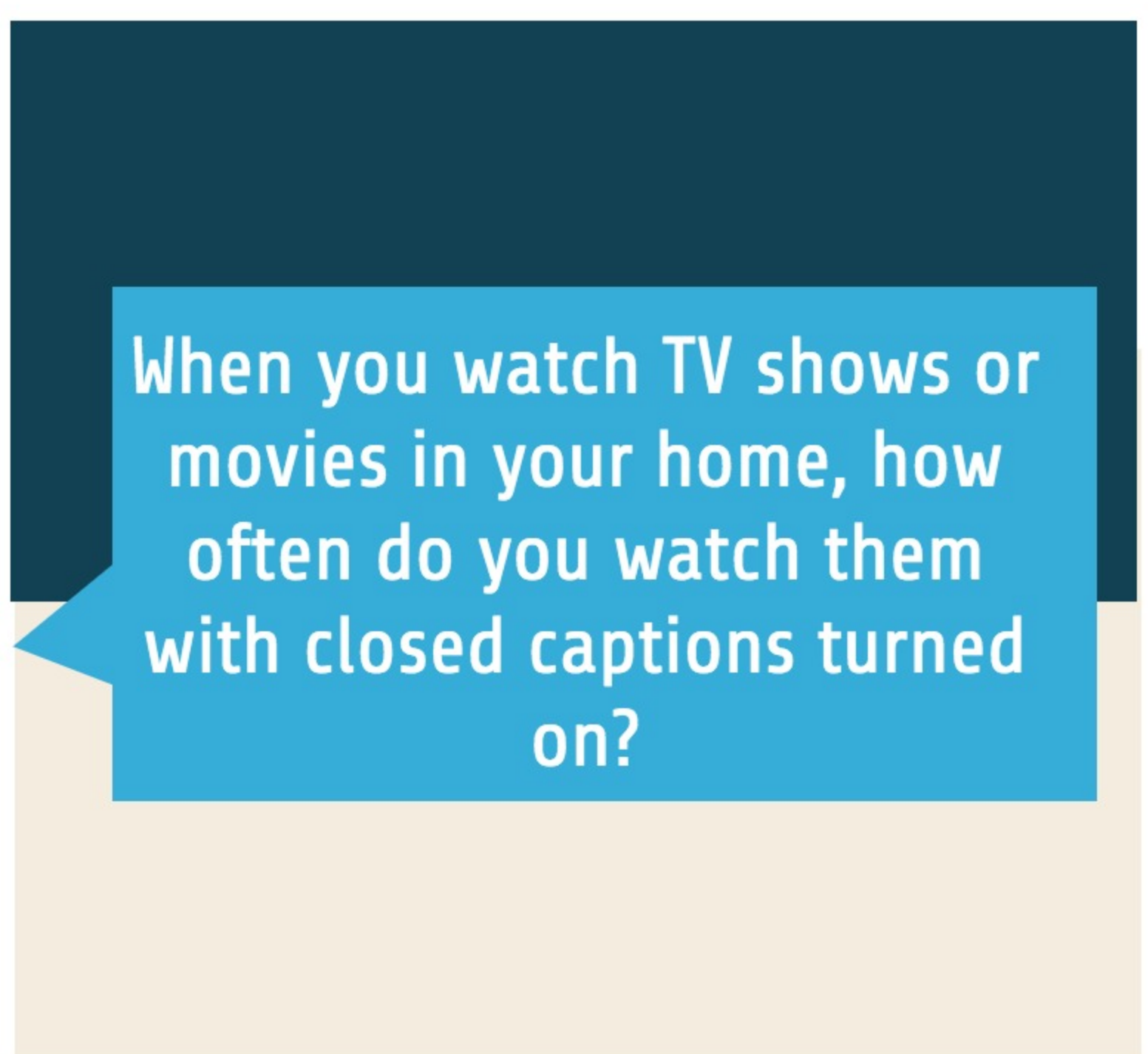
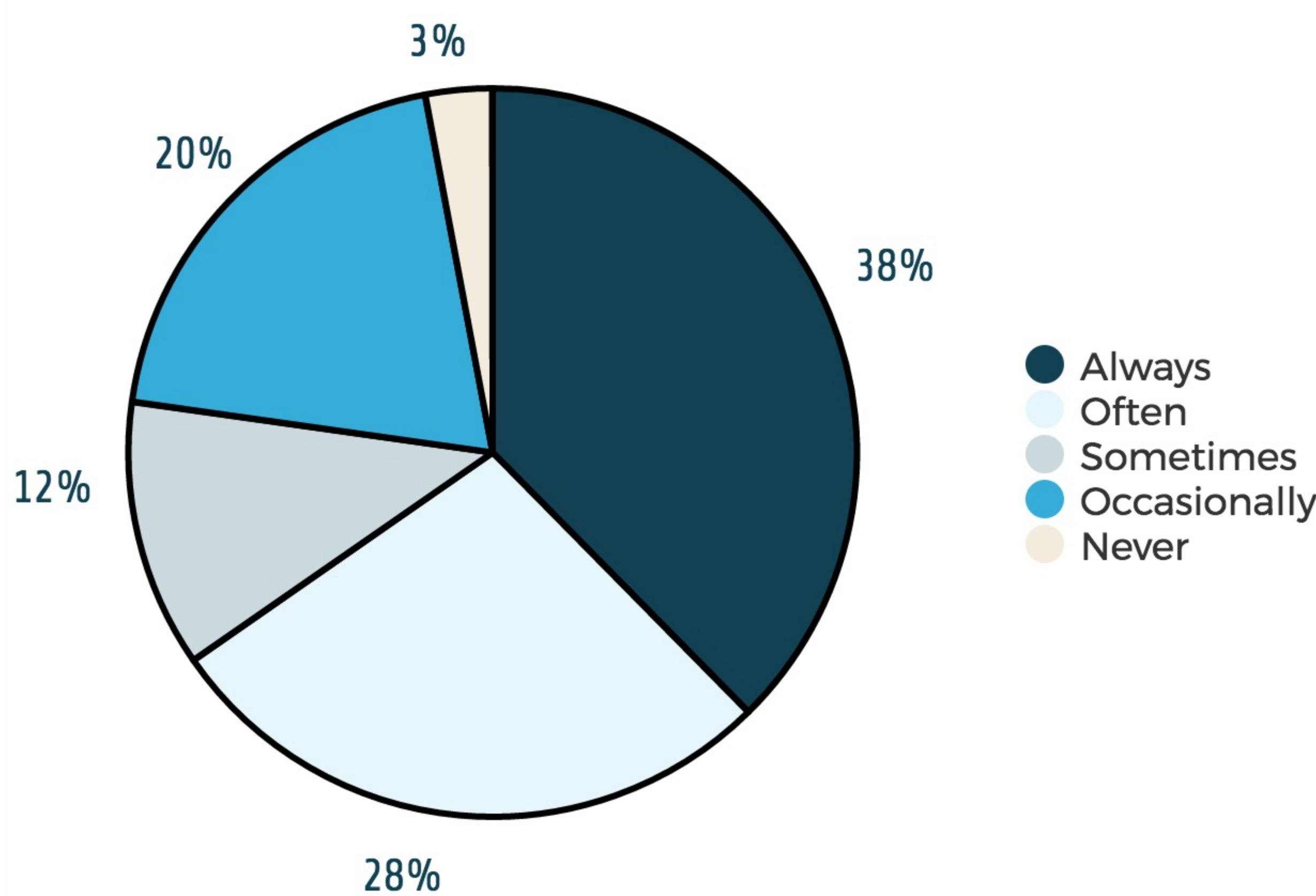
CC

31% Often | 16% Sometimes
11% Occasionally | 4% Never

Closed Caption Use: Mobile Phone & Tablet

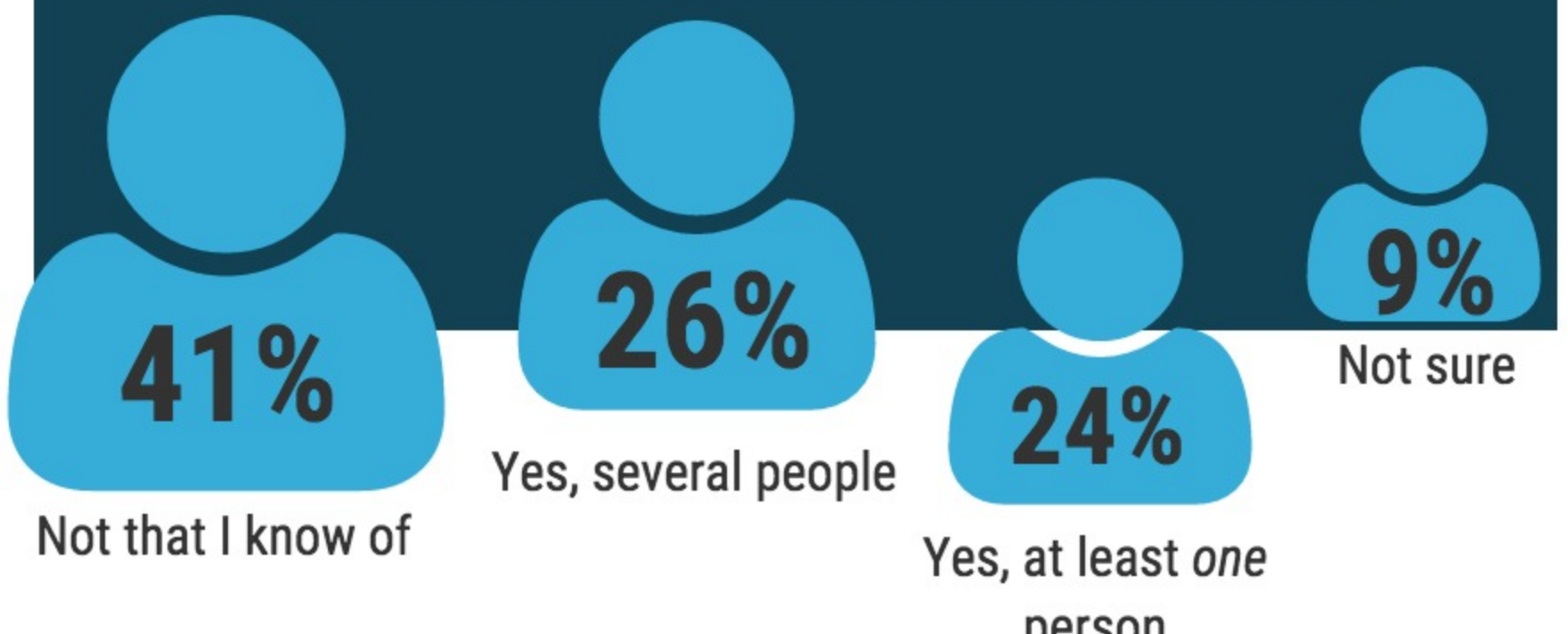


Closed Caption Use: TV Shows & Movies

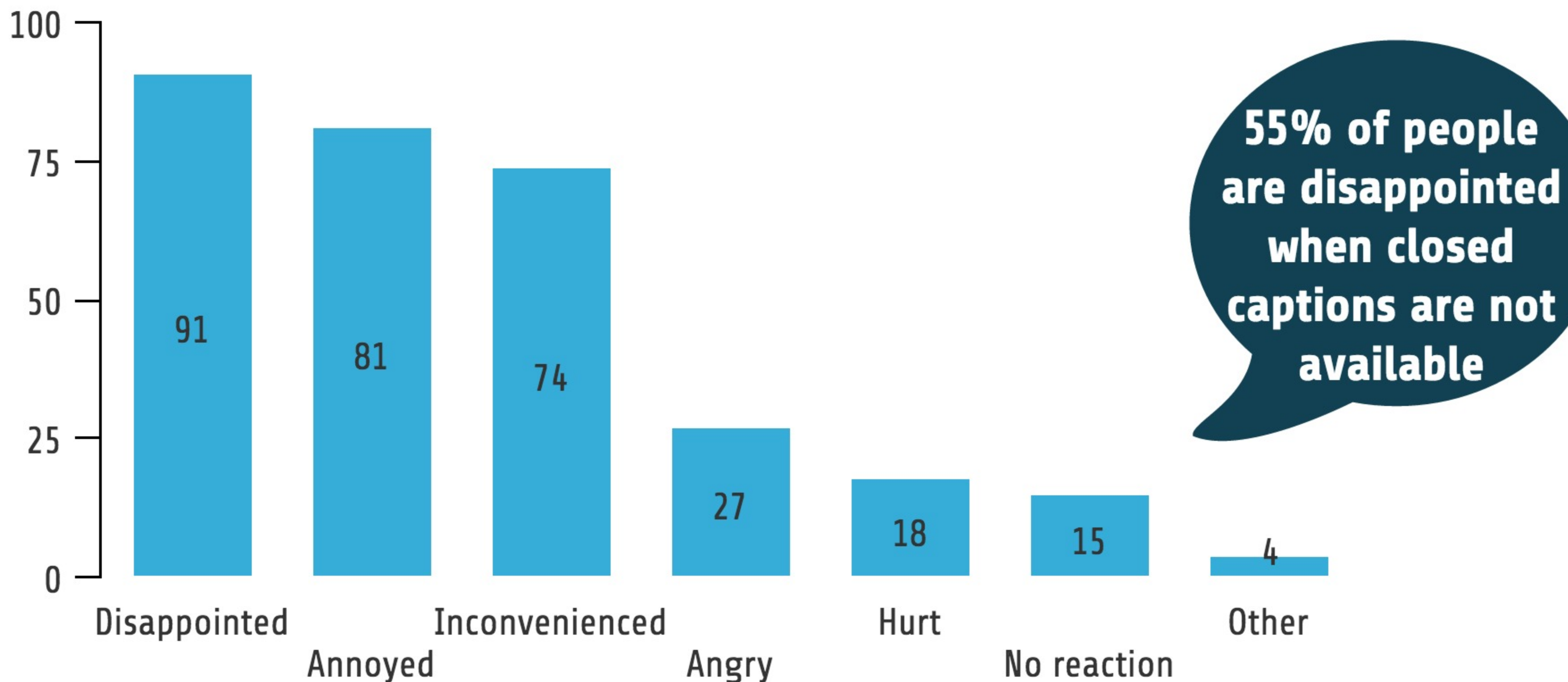


Prefer not to answer 33%
Other 10%

Does someone close to you rely on closed captions as an accommodation for a disability?



When Closed Captions Are Not Available



How do you feel when you discover that closed captions are not available for a video you want to watch?