

# 70% of survey respondents reside outside North America

Among the locations we could geocode for over 3,000 Hands-On Data Visualization readers who responded to a survey, only 30% live in North America, while 35% live in Asia, 20% in Europe, 6% in both Africa and South America, and 3% in Oceania.

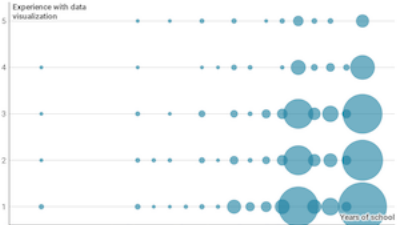


**Recommendation:** Be more inclusive by adding more data samples from other regions where readers live.

Source: HandsOnDataViz • Created with Datawrapper

# Educated readers with limited data visualization experience

Among the 3,000 Hands-On Data Visualization book readers who responded to the survey, 89% completed the equivalent of a college degree (16+ years of schooling), but rated themselves with modest or limited experience in data visualization.



**Recommendation:** Revise text to add deeper concepts, without assuming prior experience