

69% of survey respondents reside outside North America

Over 3,000 Hands-On Data Visualization readers responded to the survey as of October 2020. Among those we could geocode, only 31% live in North America, while 34% live in Asia, 20% in Europe, 6% each in Africa and South America, and 3% in Oceania.

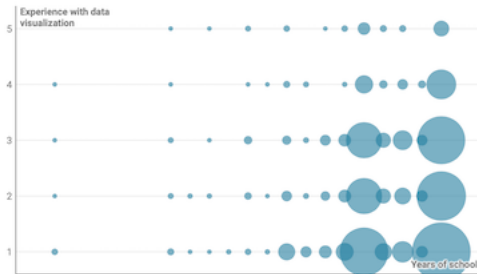


Source: HandsOnDataViz • Created with Datawrapper

Revise the book to add more data exercises from regions where readers live to make it more welcoming

Educated readers with limited data visualization experience

Over 3,000 Hands-On Data Visualization readers responded to the survey as of October 2020. 89% completed the equivalent of a college degree (16+ years of schooling), but 64% of these readers rated themselves as beginners with data visualization (either 1 or 2 on the 1-5 scale).



Revise book to add deeper concepts, without assuming prior dataviz knowledge or experience.