**Video Script**

**1 – Intro**

In this visualization we try to give you a better overview on the relationship between our reading habits and some demographic indicators in the European Union.

**2 – Layout and Idioms**

Here at the top left you can see the average rate by education level. We have three different levels Basic, Intermediate and Higher. You can see in the legend the correspondent colors to each level, dark blue represents the basic level, orange represents the intermediate level, and light blue represents the higher level. Each bar has three parts, each one as the color indicates, correspondent to a certain level. If you pass the mouse over a bar, there is a tooltip which will give you information about the average rate in that education level of that country. Here (mostrar sitio para selecionar ano) you can select the year you want to view.

In the bottom left we can see the percentage of early leavers per country from 2009 to 2018. If you pass your mouse over the orange dots, you will see the information related to that line’s correspondent country, which will have the name and the percentage of early leavers in detail, and also the year you are seeing.

At the top right we have a map representing the average time spent reading in the countries of the EU, to read the map you have the legend with the explanation of the color and the correspondent interval of values. By selecting a country in the map, you filter the education early leavers by the countries you have selected in the map.

And finally, at the bottom right we can see the percentage of household expenditure in reading material such as newspapers and books. The color in the legend of the heatmap indicates the interval in which that country’s value is inserted.

**3 – Answering our proposed questions**

1. What is the average time spent reading in Spain?
2. What was the average percentage of household expenditure in reading material, in Hungary, in the year of 2016?
3. Given a France’s reading habits, what was the rate of dropout in 2015?
4. What is the average income for a high level of education in Portugal, given the country’s reading habits?

To answer our question “What is the average time spent reading in Spain?”, we just have to look at the map, and if we hover over Spain, we can see that the average time spent reading is 6 minutes.

If we want to know what the average percentage of household expenditure in reading material in Hungary in 2016 was, we just have to look at our heatmap and look at the year of 2016, and we see that it was 1%.

Let’s go back to our map, and select France, next we look at the line chart where we can see the percentage of early leavers in education, and we can see that in 2015, this was 9.2%.

Now if we look at the Average Income by Education Level, let’s select the year of 2013, and we can see that the average income in the higher education level for Belgium was 29 000 euros, and looking at the choropleth map we can see that the average time spent reading is 6 minutes.