

# YouGov Subtitles Survey Comparative Visualization

**This visualization comprises 18 datasets pulled from a 2023 YouGov survey about TV, streaming, and subtitling preferences.**

**There are 20+ interactive bar graph figures in this visualization with a dropdown menu that you can use to filter between datasets.**

**What will you find out?**

# Dataset Demographics

Gender

2020 Election Vote

Political Party

Race / Ethnicity

US Region

Annual Income

Age

# Available Datasets

- Frequency of Watching TV
- Has Cable Subscription?
- Uses Streaming?
- TV Show Genres Enjoyed
- Frequency of Watching TV with No Sound
- Watching TV with Subtitles in Native Language
- Reasons for Using Subtitles
- Reasons for Not Using Subtitles
- Frequency of Watching TV with Subtitles
- Foreign Language Sub or Dub Preference
  - Do you like TV or Movies more?
- Satisfaction with Streaming Interface
- Know about options for speed watching?
  - Experiences with speed watching?
- Prediction for More Content in Foreign Countries?
- Prediction for More Content in Foreign Languages?
- Preferences for TV Attributes
- How many languages do you speak fluently?

1

**Choose the demographic  
results you wish to view**

2

Use the dropdown to filter  
between datasets for that  
demographic

# For:

- Marketing professionals
- Media content creators
- Translators
- Subtitle / Caption Writers

# Why?

The YouGov datasets provide a lot of demographic information without any raw data. The categories provided are not intersectional and cannot be easily compared. This visualization seeks to provide a basis for examining and comparing results between the polls

# Challenges and Limitations

- The original scope for this project was *massive*. I had to limit the number of datasets in this visualization and simplify the number of sources.
- Plotly has a major bug where the values of indexed categories on x or y-axes are ‘locked’ into the graph objects function. As a result, many of the numerical values do not update when using the update layout function.
- This project can be further improved with some aesthetic updates, potentially reindexing the values to work around the bug, or using a dropdown to navigate between different subplots