**Survey: Closed Caption Use**

165 Participants

**Do you ever watch videos with closed captions on?**
- **Yes:** 98%
- **No:** 2%

Only 25% of people who use closed captions say there is accommodation for a hearing disability.

**Why do you use closed captions?**

- Helps me follow 51%
- Helps me watch video in noisy environments 49%
- Helps me understand the language 20%
- Helps me watch videos in closed environments 20%
- Makes it accessible for individuals with hearing disabilities 25%
- Helps my brain stay alert 13%
- To accommodate a hearing disability 12%
- Other 1%

67% of people use captions to help focus

**How often do you watch video content on a mobile phone or tablet?**
- **Always:** 38%
- **31% Sometimes**
- **23% Occasionally**
- **Never:** 18%

43% of people choose "multiple times a day" when asked how often they watch videos.

**Closed Caption Use: Mobile Phone & Tablet**

When you watch videos on your mobile phone or tablet, how often do you watch them with closed captions turned on?
- **Always:** 30%
- **31% Sometimes**
- **18% Occasionally**
- **Never:** 12%

**Closed Caption Use: TV Shows & Movies**

When you watch TV shows or movies in your home, how often do you watch them with closed captions turned on?
- **Always:** 38%
- **31% Sometimes**
- **12% Occasionally**
- **Never:** 19%

**Do you personally require closed captions to accommodate a disability?**
- **Yes:** 33%
- **No:** 53%
- **Other:** 2%

**Does someone close to you rely on closed captions as an accommodation for a disability?**
- **Yes:** 41%
- **No:** 26%
- **Other:** 26%

**When Closed Captions Are Not Available**

- **Disappointed:** 29%
- **Angry:** 25%
- **Insensitive:** 6%
- **Other:** 19%
- **Not a big deal:** 8%

35% of people are disappointed 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?**