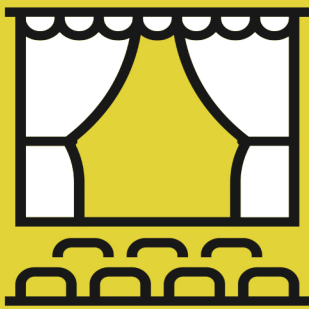




54% of people said they use subtitles to varying degrees when watching content on TV or online.



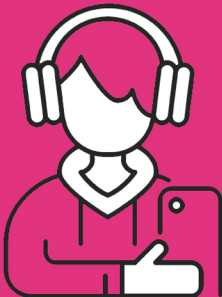
24%

of people use subtitles and captions for live performances.



42%

of people said they use subtitles to help with concentration when watching content online or on TV.



Most people using subtitles for TV and online are under the age of **25.**



74% of people said subtitles made a positive difference to their experience, with **35%** saying the difference was a lot better.

This research was conducted in 2023 by the Audience Agency, on behalf of Stagetext. The survey had over 2,400 participants, who were representative of the UK's population.