

Background

Intro/background

Participants

Gender

Age

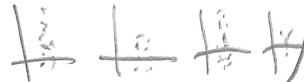
% of Podcast Listeners
& Ad-Listening Habits

Podcast
Listeners

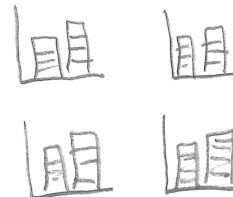
Skips Ads,
of Podcast
Listeners

Findings (Difference between sets of responses)

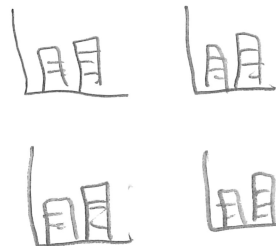
Composite Score
for QQ1 - QQ3



Classification/Thematic
Analysis of QQ1



Classification of
QQ2



Classification of
QQ3



Additional Insights

(Thoughts at end of study)

Sentiment towards
Ad, by Group



Sentiment About
Participating in
Future Study, by
Group (or Gender)



