# Demographics & Ad Listening Habits of Participants (2 Pie Charts)

1. Gender and Age *(Gender* & *Age)* – **PIE CHARTS**
2. Podcast vs. Non-podcast listeners (“*Top 3 Educational \_1*”, which I turned into *podcast\_standard*) & Those Listeners Who Skip Ads (“*Ad Skipping*”) – **PIE CHARTS**

# Responses to QQ1, QQ2 & QQ3 before and after ad.

1. My Own Composite Score (*QQ1\_CATEGORY\_BEFORE, QQ1\_CATEGORY\_AFTER*; *QQ2\_CATEGORY\_BEFORE, QQ2\_CATEGORY\_AFTER*; and *QQ3\_TYPE\_OF\_LIE, QQ3\_LIE\_2\_SUMMARY*) – **STACKED BAR CHART**
2. My Category Classification (same as above) – **STACKED BAR CHART**

# Response to Sentiment & Participation (Happened After Ad)

1. My Categorical Classification