

Questionnaire #15 Results

1 Do you listen to podcasts?

Yes 29.3%

No 70.7%

#2 When listening to podcasts, I prefer to listen to podcasts about the following:

Automotive 42.4%

Educational 9.1%

General 38.4%

Sports 10.1%

#3 If you do not listen to podcasts, is it because:

Don't know how to access/listen to podcasts 11.6%

Not familiar with podcasts 20.7%

Nothing of interest to me 32.6%

Other 35.1%

Top Others - Don't have the Time, Don't Know How, Not Interested

#4 Would you be interested in a podcast all about all Mustangs?

Yes 72.3%

No 27.7%

#5 The most interesting feature of a Mustang podcast to me would be:

Guest speakers from Ford 22.6%

Guest speakers from Mustang Clubs 4.3%

Guest speakers from the Hobby 13.4%

Mustang Event Information 14.0%

Technical Information 31.7%

Other 14.0%

Top Others: History, Talking to the Owners, Racing, All of the Above, Not Interested

#6 The second most interesting feature of a Mustang podcast to me would be:

Guest speakers from Ford 17.1%

Guest speakers from Mustang Clubs 11.0%

Guest speakers from the Hobby 20.4%

Mustang Event Information 20.4%

Technical Information 21.0%

Other 10.1%

Top Other: All of the Above, Not Interested