

First, respondents were asked to listen to several samples of the audio messages. Then they were asked whether they agreed or disagreed with the following statements.

*In your opinion, would this kind of audio app for new parents be:*

	% Strongly Agree or Agree
Simple to use	93.8%
Helpful	87.7%
Innovative	75.4%
Valuable	86.1%
Quick	81.5%