# Psychology In Seattle Patron Survey Report
December 2018
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The Psychology In Seattle (PIS) Podcast administered an anonymous, online survey to its listeners in November 2018 for the purpose of assessing listener satisfaction and tailoring the podcast to listener preferences. A link to the survey was sent to all paying patrons on Patreon (n = 900), all YouTube subscribers (n = 19,606), and followers of the PIS Facebook page (n = 1,625). A reminder was sent two weeks later to patrons on Patreon. Three hundred and one (n = 301) responded to the survey, most of whom were patrons on Patreon.

## Demographics

The listeners represent many walks of life. About half are in the mental health profession, including MHCs, MFTs, psychologists, CDPs, SWs, and psychiatrists. The other half comprises of laypeople who are interested in psychology. They live all over the world, such as Toronto, Berlin, New York, Oslo, London, Seattle, Salt Lake City, Orlando, Sydney, Paris, Tokyo, Atlanta, Detroit, Dallas, and Cape Town. Respondents ranged in age from 17 to 71. They identified as Caucasian, Native American, Korean, Brazilian, Indian, Swedish, Magyar, African-American, Filipino, Mexican, Hapa, Haitian, Russian, Chinese, Polish, and many others. Respondents identified as cisgender female, cisgender male, non-conforming, gender-fluid, queer, and trans. They represent several sexual orientations, including bisexual, heterosexual, lesbian, gay, asexual, poly, pan, queer, straight, and exploring. Their education ranges from high school to a doctorate degree. Their yearly income ranged from $0 to over $200k. They represent several political camps, including liberal, republican, independent, right, socialist, progressive, libertarian, and evangelical. Many suffer from disabilities (e.g., autism, epilepsy, pain) and mental illness (e.g., anxiety, depression, PTSD).

**Typical listener.** The typical respondent was a millennial, heterosexual, single, Caucasian, highly educated, politically-left, cisgender female in her 30s, who currently lives in the US, earns about $50k per year, and suffers from anxiety, depression, or PTSD. It's notable that about half of the respondents work in mental health, while the other half does not, 40% are LGBTQIA, and about half are currently in a relationship.

**Age.** Respondent age ranged from 17 to 71, and the median was 34 years old. About half (51%) are considered "millennials" since they were between the ages of 13 and 32, 44% are from "Gen X," and 10% are "Baby Boomers."

**Gender.** Most (71%) respondents indicated they are cisgender female, followed by 22% cisgender male, and 7% queer/trans/non-binary. This distribution is similar to the gender identification of those in the mental health field, as 68% of mental health clinicians identify as female. It is notable that 7% of the participants are queer, trans, fluid, or non-binary, which is much higher than the general population rate (about 1%). The participant gender identification has skewed slightly more toward female listeners from 2016 to 2018.

**Sexual orientation.** Regarding sexual orientation, 60% indicated they were heterosexual and 40% indicated they were LGBTQIA. The participants were 8 times more likely to identify as LGBTQIA when compared to the overall population in the US. There were twice as many bisexual participants as lesbian/gay listeners. Since 2016, it seems that a higher percentage of LGBTQIA people are listening to the podcast.

**Ethnicity.** The majority of participants (79%) indicated they identify as Caucasian, 10% are mixed or multiracial (e.g., Black/White, Asian/White, Romanian/Haitian, White/Indigenous Australian), 6% indicated they are Asian-American (e.g., mostly Chinese-American), 5% are Hispanic-American, and 1% identify as African-American. The Caucasians indicated they lived mostly in the US, but also in the UK, Australia, Canada, Germany, Sweden, Norway, and other predominantly Caucasian countries. The ethnic distribution is similar to the distribution among people working in the field, since most therapists are Caucasian (84%). The PIS podcast seems to have fewer African-American listeners and more multiracial listeners when compared to therapists and podcast listeners overall.

**Location.** The majority of participants (72%) indicated they live the US, followed by 5% in the UK (most living in London), 5% in Germany, 5% in Australia, 4% in Canada, 4% in Scandinavia, and 5% in a variety of other countries (e.g., New Zealand,

Netherlands, Iceland). Eighty-seven percent (87%) live in English-speaking countries, while 13% live in non-English-speaking countries, like Germany and Sweden. Regarding the main population centers, it seems that about 9% are living in the Seattle area, 5% are living in other areas of Washington State, and 3% each in Los Angeles, San Francisco, London, Massachusetts, New York, Illinois, Florida, and Texas; however, this only includes about a third of the listenership, and the rest are spread throughout the US and abroad. Regarding region, 36% of the listeners live in the western states (mainly Washington and California), followed by 17% who live in the South (mainly Texas and Florida), 10% in the Midwest, 9% in the US Northeast, and the remaining 28% live in other countries. In other words, the closer someone is to Seattle, the more likely they are to listen to the podcast.

**Education level.** Regarding education level, about half (52%) indicated they either are getting or have a graduate degree, followed by 31% who are either getting or have a bachelor's degree, and 17% who have completed some college or less. Compared to the general US population, PIS listeners are about five times more likely to have a graduate degree.

**Income.** The median reported income was $50k per year, which is about $20k above the US median income, and about $10k higher than the average therapist income. Twenty three percent (23%) indicated they earn between $0 and $29k per year, 36% who earn between $30k and $59k, 23% earn between $60k and $99k, and 18% earn more than $100k.

**Profession.** Forty-eight percent (48%) of participants indicated they were some sort of psychotherapist or plan to be in the future. Forty percent (40%) indicated they were not in the profession, and 12% were some other counseling-adjacent professional, such as a physician, lawyer, or teacher. Thirteen percent (13%) of the respondents indicated they were in the field of MHC/LPC (student or currently working), 10% in the MFT field, and 10% in some other mental health field (half of whom don't live in the US). This is fairly representative of the rates between the professions. However, MFTs are overrepresented in the listenership, which is likely a result of the host being an MFT and some of the listeners are MFT students at Antioch. Twice as many student-trainees and future student-trainees are listening to the podcast in 2018 when compared to 2016.

**Relationship status.** Regarding relationship status, it appears that about 55% of the listeners are not in a relationship, which is about the same as the general population.

**Disability.** When asked, 11% of participants indicated they have a disability, such as a learning difference, autism, breathing problems, epilepsy, HIV, cerebral palsy, nervous system conditions, pain, and some indicated "multiple." These figures are similar to that among the general population.

**Mental illness.** On the 2018 survey, almost two-thirds (62%) of the participants indicated they suffer from a mental illness, which is twice as many compared to the rate on the 2016 survey (31%) and of the general US population (33%). This is possibly due to the increase in deep dives on various disorders in 2017 and 2018. The most common mental illnesses among listeners seem to be anxiety (41% of respondents) and depression (32%). This is higher than the national average: anxiety at 18% and depression at 7%. Participants also indicated they suffer from C-PTSD and PTSD (14%), personality disorders – often borderline (6%), ADHD (5%), and others (eating disorders, bipolar, dissociation, addiction, and autism). Seventy-one percent (71%) indicated that one or more of their family members suffered from a mental illness, most commonly depression (34%) and anxiety (23%), followed by personality disorders (19%), addiction (11%), and bipolar (10%).

**Political identification.** The political distribution has remained fairly consistent between 2016 and 2018, with most listeners in 2018 (74%) identifying as being on the left (e.g., democrat, green, liberal, progressive, socialist). This is much higher than the percentage of liberals in the general US population. This disparity could be due to a number of factors: 1) many of the listeners are mental health workers, and 90% of US mental health workers are liberal; 2) the listeners are more educated, and 63% of US educated people are liberal; 3) the listeners tend to be younger, and most US young people are liberal; 4) we often promote liberal positions on the podcast, such as compassion for immigrants, which might alienate republican listeners; and 5) republican listeners might feel "bashed" by liberal-oriented discussions.

**Marginalization.** Fifty-four percent (54%) indicated they encounter some form of marginalization, however, many of the Caucasian participants wrote they are relatively privileged and therefore suffer little to no marginalization. Twenty-two percent (22%) indicated they experience sexism (which is a reflection of the mostly-female listenership), followed by 9% due to their race/ethnicity, 6% for their sexuality, 4% for their mental condition, 3% for their disability, and 3% for their class.

**How long a listener?** For the 2018 respondents, 50% indicated they have been listening to the podcast for one year or less, 40% for two or three years, and 20% for four or more years. The median length of listenership was 2 years and the mean was 1.7 years. On the 2016 survey, the respondents were newer to the podcast when compared to the 2018 data.

**Listen where?** When asked to provide all the contexts in which they listen, 74% of participants indicated they listen to the podcast while commuting (e.g., car, bus), followed by 71% who listen while doing chores, 48% while exercising or walking, 33% at work, 29% before falling asleep, 26% at the computer, 5% while doing nothing, and 2% listen in the bathroom.
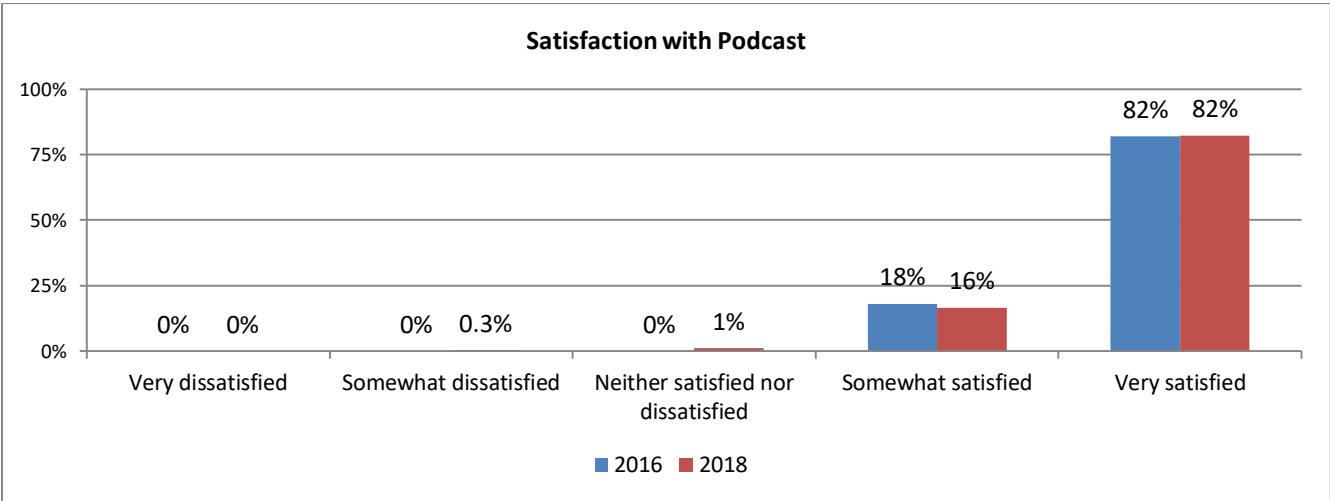
**Listen when?** Ten percent (10%) indicated they listen to episodes on the day they are posted. Sixty percent (60%) listen to episodes sometimes that day and sometimes later, and 30% who usually listen a number of days after it was posted. The rates were similar to the rates in 2016.

**Listen to every episode?** Eight percent (8%) indicated they listen to every episode. Fifty-seven percent (57%) indicated they listen to almost every episode, and 35% listen to only some. It's unclear if "almost every episode" means almost every new episode or almost every episode among the total catalogue of 800+ episodes.

**Podcast discovery.** Nearly all participants (82%) indicated they found the podcast through a search on their phone podcast app (38%), YouTube (29%), or Google (15%). The main change from 2016 is that discovery via YouTube is almost double in 2018, going from 17% to 29%. For those who discovered the podcast via a phone podcast app, they mainly searched for "psychology." Others found the podcast by searching specific terms (e.g., psychodynamic, personality disorders) or when their phone app suggested PIS as related to their search or interests. On Podcast Addict, PIS is currently 14th when searching "psychology". On Stitcher, PIS is 2nd, behind "The Psychology Podcast." On the Google Podcasts phone app and on iTunes, PIS is 18th, and on Spotify, PIS is 17th. The respondents indicated that they found the podcast via YouTube and Google by searching more varied terms than on the phone podcast apps. Many found PIS by searching rare terms, such as Bowen, Charles Manson, countertransference, Elliot Rodger, and narcissism. Other respondents wrote that they did not remember how they came upon the podcast on YouTube. When searching "psychology" on Google, PIS is about 150th and on the 19th page. When searching "psychology podcast" on Google, PIS is on the 4th page. When searching "psychology" on YouTube, the PIS channel is on the 34th page. When searching "psychology podcast" on YouTube, the PIS channel is 1st, and PIS episodes hold about 80% of the suggestions.

# Feedback

It appears that listeners are mostly satisfied with the podcast. The average satisfaction rating for the "podcast overall" was 4.8 out of 5.0, with 4 meaning "somewhat satisfied" and 5 meaning "very satisfied." Eighty-two percent (82%) indicated they were "very satisfied" and 16% were "somewhat satisfied." These figures are almost identical to the satisfaction ratings on the 2016 survey.



Satisfaction with Podcast

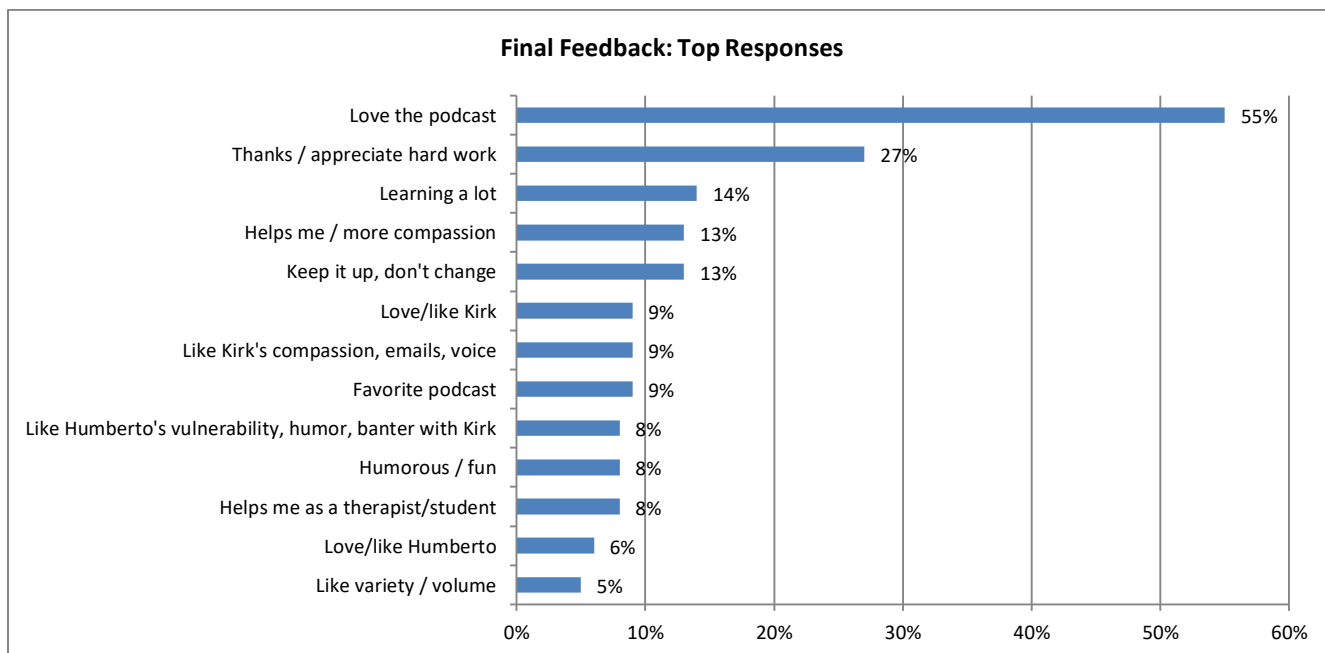| | Very dissatisfied | Somewhat dissatisfied | Neither satisfied nor dissatisfied | Somewhat satisfied | Very satisfied |
|---|---|---|---|---|---|
| 2016 | 0% | 0% | 0% | 18% | 82% |
| 2018 | 0% | 0.3% | 1% | 16% | 82% |

**Other Evidence of Overall Satisfaction**

Aside from a high percentage of respondents (82%) indicating they were "very satisfied" with the podcast, there were a few other indications of overall satisfaction. One of the most important elements of the podcast is topic selection. Ninety-two percent (92%) indicated they were satisfied with the episode topics. When asked to elaborate on anything they were dissatisfied with, 61% either didn't provide a response or indicated that they did not have any complaints (e.g., "I think things are great as they are"). When asked to provide their least favorite thing about the podcast, 63% either didn't provide a response or indicated they could not think of anything (e.g., "As of now, this is my idea of a perfect psychology podcast"). When asked about their least favorite episode, 78% either did not provide a response or indicated they could not think of a least favorite episode (e.g., "Love them all!!").

**Final Feedback**

The final question on the survey asked for feedback. Nearly every response was positive.

**Final Feedback: Top Responses**

| Response | Percentage |
|---|---|
| Love the podcast | 55% |
| Thanks / appreciate hard work | 27% |
| Learning a lot | 14% |
| Helps me / more compassion | 13% |
| Keep it up, don't change | 13% |
| Love/like Kirk | 9% |
| Like Kirk's compassion, emails, voice | 9% |
| Favorite podcast | 9% |
| Like Humberto's vulnerability, humor, banter with Kirk | 8% |
| Humorous / fun | 8% |
| Helps me as a therapist/student | 8% |
| Love/like Humberto | 6% |
| Like variety / volume | 5% |

*(Some respondents indicated multiple sentiments.)*

**Love the podcast.** Fifty-five percent (55%) of those who responded indicated some love for the podcast. For example, one respondent wrote, "I adore this podcast for so many reasons!" Another respondent wrote, "This podcast is an integral part of my life and I depend on it to soothe, entertain, and teach me all sorts of things. I love you!"

**Thanks.** Twenty-seven percent (27%) indicated some thanks for the podcast or appreciation for hard work. For example, one respondent wrote, "Thank you for all of your hard work!" Another respondent wrote, "Thank you for your time Kirk, Humberto and team, it makes my everyday bright and a lot happier." Another wrote, "Thank you for the podcast - no words for how much I enjoy it."

**Learning.** Fourteen percent (14%) wrote about learning a lot from the podcast. For example, one respondent wrote, "I have learned so much from you. THANK YOU." Another respondent wrote, "Love your work! You have taught me how to be more compassionate☺. Love your teaching skills!"

**Helps me.** Thirteen percent (13%) indicated the podcast has helped their life and increased their compassion for others. The following is a list of some of the responses:

- You've made a major contribution to the quality of my life.
- Thank you guys. You've changed my life in a good way.

- I donate $20 a month. I do so because I feel my world is deeper and lighter because of your podcast.
- I love this podcast, it's helped me with my own issues a lot, and also helped me and my husband.
- The podcast has helped me through the worst of times.
- You have changed the way I think about myself. I am much more compassionate to myself and those around me. Great job Kirk!!
- Your podcast is such a gem. It has helped me a lot in my life and provided me guidance when I don't have a lot. I consider you one of the most influential people that has impacted me, although we have never met.

**Don't change.** Thirteen percent (13%) hoped we would "keep it up" and not change a thing. For example, one respondent wrote, "Keep up the good work, you both are wonderful humans!" Another wrote, "I like your podcast the way it is." Another respondent wrote, "You ROCK! And really, if you changed nothing, I'd be perfectly happy."

**Kirk.** Nine percent (9%) indicated appreciation for Kirk. One respondent wrote, "Dear Kirk, thank you so much for this wonderful podcast." Another wrote, "Thank you, Kirk, for the time and effort you put into the deep dives."

**Kirk's compassion and responsiveness.** Nine percent (9%) wrote that they liked Kirk's voice, compassion, and responses to emails. One respondent wrote, "I really appreciate Kirk's knowledge, passion and how much he cares." Another respondent wrote, "Your voice, your demeanor, your passion, and all around love and care have saved me from feeling so isolated. I've continued to stick it out with therapy, even when I've wanted to run - because I felt encouraged by you. Thank you Dr. Kirk!"

**Favorite podcast.** Nine percent (9%) wrote that PIS was their favorite podcast. For example, one respondent wrote, "Love you guys. Thank you for my favorite podcast." Another wrote, "The best podcast I know, love the personal approach combined with lots of information. THANK YOU!!!" Another respondent wrote, "This podcast is definitely one of my favorite things and everyone I know knows about it in some way."

**Humberto's vulnerability and humor.** Eight percent (8%) wrote that they liked Humberto's vulnerability, humor, and banter with Kirk. For example, one wrote, "I also appreciate Humberto's authenticity, self-disclosure and humor." Another wrote, "You are doing a much appreciated work and the level of self-analysis and openness Kirk and Humberto do is astounding! Thank you!"

**Entertaining.** Eight percent (8%) indicated appreciation for the humor and entertainment. For example, one respondent wrote, "You guys make psychology fun… Thank you for making me laugh and learn. Keep at it, I'll be listening."

**Helped career.** Eight percent (8%) indicated the podcast has helped them as a student or professional. The following is a list of some responses in this category.
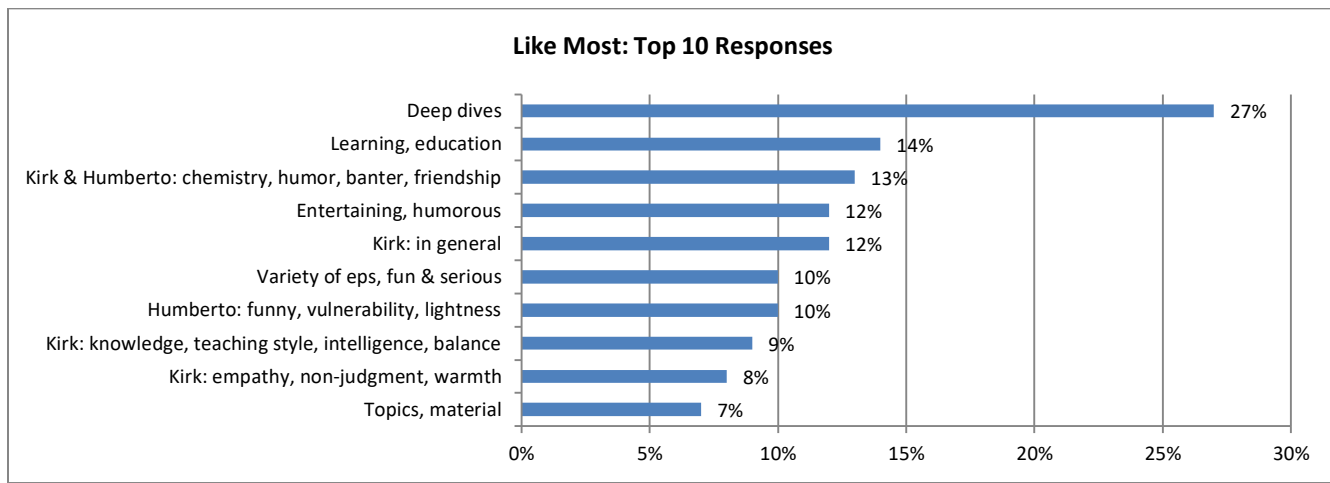
- Awesome podcast. Really helpful in my career. Thank you.
- As a counseling student, I have found it extremely helpful.
- As corny as it sounds, I have both laughed and cried, listening to the pod. I have also learned skills as a therapist while literally driving to my job.
- Love your podcast, it was very influential in my decision to go back to grad school.
- This provides SUCH an amazing resource and is really making us all better therapists in the long-run.
- You are very inspirational and have made a huge impact on me already.
- This podcast has changed the direction of my vocational journey. I really cannot tell you how much it has meant to me and how you Kirk have put words to many things in my head. I'm indebted to you and hope to continue to learn from you for many years.

**Humberto.** Six percent (6%) indicated love or like for Humberto. One respondent wrote, "Humberto is my favourite co-host. I enjoy his sense of humor and vulnerability." Another respondent wrote, "The Kirk/Humberto episodes are the best."

**Variety and volume.** Six percent (6%) wrote that they liked the variety and volume of episodes. For example, one respondent wrote, "I really appreciate the range of topics and incredible depth that you all provide." Another wrote, "The consistency and sheer volume of enjoyable and educating episodes that keep coming out are just unbelievable."

**Favorite Part of Podcast**

Participants were asked what they liked most about the podcast. The following graph provides the top 10 response categories.

**Like Most: Top 10 Responses**

| Category | Percent |
|---|---|
| Deep dives | 27% |
| Learning, education | 14% |
| Kirk & Humberto: chemistry, humor, banter, friendship | 13% |
| Entertaining, humorous | 12% |
| Kirk: in general | 12% |
| Variety of eps, fun & serious | 10% |
| Humberto: funny, vulnerability, lightness | 10% |
| Kirk: knowledge, teaching style, intelligence, balance | 9% |
| Kirk: empathy, non-judgment, warmth | 8% |
| Topics, material | 7% |

**Deep dives.** Twenty-seven percent (27%) of respondents indicated the deep dive episodes were their favorite part of the podcast. For example, one respondent wrote, "Deep dives are my favourite. Kirk, you are my best source for providing a depth of psychological knowledge and content in a super accessible medium/format. I so appreciate it!" Another wrote, "Deep dives! I love settling in for a lonnnng brain feast."

**Educational.** This was followed by 14% who wrote about learning something from the podcast. The following is a list of some of the responses.

- I've learnt more from this podcast than from my master's in professional psychology. My course is just CBT for everything, no nuance, really simplistic case formulation, no understanding on the impact of trauma. I'm so grateful to the podcast.
- It teaches me to be more empathetic to all types of people. I love that it is evidence-based and not woo psychology.
- I just started a counselling course and the ethics episodes helped me feel super comfortable with the module compared to my peers. Thank you!
- This podcast is hugely important to the field of psychology, in my opinion. I love that Kirk understood he had the opportunity to make a significant and unique contribution, and he went for it. I think it may be THE reason why I feel well equipped and confident diving headfirst into this stage of my academic career. Thank you for doing tireless research and always keeping it real.
- They are a great (probably the greatest) addition to my daily life as a philosophy student, because they sharpen the eye (so to say) to analysing situations, complex theories and certain case studies.
- It is entertaining as a psych major and this is my favorite way to learn about Psychology.
- As a therapist in training, I REALLY value these podcasts because I don't feel my graduate program provides enough in depth information on how to apply and understand various concepts. I really don't know what I would do without this podcast. It's my FAVORITE.

**Kirk and Humberto.** Thirteen percent (13%) indicated their favorite thing was the chemistry between Kirk and Humberto.

**Entertaining.** Twelve percent (12%) indicated their favorite thing was the humor and entertainment value. For example, one respondent wrote, "It's educational, interesting, and entertaining! I like everything about the podcast!" Another wrote, "Kirk's interaction with co-hosts, especially Humberto, is entertaining." Another respondent wrote, "It's very engaging and fun to listen to and I learn a lot." Another wrote, "It can just be funny as hell."

**Kirk.** Twelve percent (12%) indicated their favorite part of the podcast was Kirk. Those responses will be discussed in a section on Kirk.

**Variety of topics.** Ten percent (10%) indicated their favorite aspect of the podcast is the variety of episodes, and there's a balance between fun and serious topics. For example, one respondent wrote, "I enjoy the range of topics - clinical stuff, current events, movie reviews, letters. It is never too heavy but is always very thorough." Another wrote, "The mixture of pop culture and clinical topics works well." Another respondent wrote, "It's great to get in depth info about psychological disorders, treatments, theories, etc. but also fun stuff like movies and email responses." And another respondent wrote, "The wide variety of topics - almost never gets dull or repetitive."

**Humberto.** Ten percent (10%) indicated their favorite thing was Humberto. Those responses will be discussed in the section on Humberto. For example, one respondent wrote, "It also took me a while to warm up to Humberto, but now I just love him!"
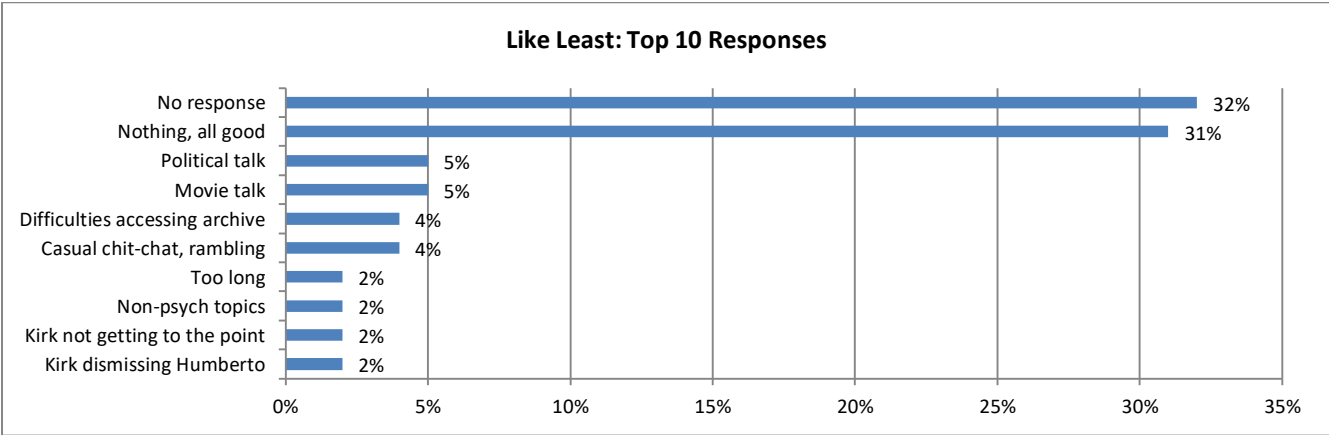
**Kirk's knowledge and teaching style.** Nine percent (9%) indicated their favorite part of the podcast was Kirk's knowledge and teaching style. One respondent wrote, "I love how Kirk backs the content up with evidence, and I find the deep dives a very trustable source."

**Kirk's empathy and non-judgment.** Eight percent (8%) indicated their favorite part of the podcast was Kirk's empathy and non-judgment. One respondent wrote, "Kirk is a fine human and shows warmth and compassion in every episode."

**Topics.** Seven percent (7%) indicated their favorite thing about the podcast were the topics and material covered. One respondent wrote, "The relevancy of topics. The amount of information given, it's very thorough and very useful for those who are studying psychology. It's unlike a lot of podcasts and stands out."

**Least Favorite Part of Podcast**

When asked to provide their least favorite thing about the podcast, 32% of participants did not provide a response, followed by 31% who indicated there was nothing to mention. For example, one respondent wrote, "I have nothing bad to say about the podcast. I just wish there were an episode every day." Another respondent wrote, "Nothing really. Some episodes do not interest me as much but not a good reason to say the podcast is bad. This is my favorite podcast!"

**Like Least: Top 10 Responses**

| Response | Percent |
|---|---|
| No response | 32% |
| Nothing, all good | 31% |
| Political talk | 5% |
| Movie talk | 5% |
| Difficulties accessing archive | 4% |
| Casual chit-chat, rambling | 4% |
| Too long | 2% |
| Non-psych topics | 2% |
| Kirk not getting to the point | 2% |
| Kirk dismissing Humberto | 2% |

**Political talk.** Five percent (5%) indicated that political talk was their least favorite part of the podcast. For example, one respondent wrote, "My least favorite moments during the podcast are the times when the conversation and/or topic becomes blatantly politically driven." Another wrote, "Although the political discussions can be interesting, at times it can become divisive or reinforce the divisive mindset that seems to be present in society." Another respondent wrote, "When the podcast starts to get political, I just turn it off."

**Movie talk.** Five percent (5%) of respondents indicated that movie talk was their least favorite part of the podcast. For example, one respondent wrote, "I sometimes feel left out when you guys talk about movies I didn't watch." Another

wrote, "I'm not into movie reviews, but I can deal with it." Another wrote, "I haven't enjoyed the movie reviews... But there's enough content produced that I simply skip over episodes I'm not into. It's not a big deal."

**Archive access.** Four percent (4%) indicated their least favorite part of the podcast was difficulties accessing the archive. For example, one respondent wrote, "At times it's difficult to access the older feeds. There are some topics I want to search for but haven't as it's a hassle. I also hate when the passwords change- but understand the need for it." Another wrote, "I wish there was a better search button for finding podcast shows or topics, especially old podcasts that don't load on the apple podcast app anymore!"

**Casual talk.** Four percent (4%) indicated they did not like casual chit-chat. For example, one respondent wrote, "Sometimes I feel like the casual chit-chat goes on longer than I'd like, but that's a very minor thing and for the most part it gives the podcast personality." Another respondent wrote, "I don't care much for the episodes that seem like it's just Kirk and Humberto hanging out." Another wrote, "Long babbles out of topic or repeated explanations. The babble is usually fun but it can make the show too slow. Keep it in balance. Love this show. Keep it up! Thank you guys for entertaining me and educating me."

**Access to podcast**

When asked to indicate all methods of listening to the podcast, most participants (68%) indicated they listen to the podcast via the premium feed on their phone app, followed by 38% who indicated they use Patreon, 29% use YouTube, and 16% use the website to access episodes. It should be noted that many respondents indicated they use more than one method of access.

**Premium access satisfaction.** When asked to rate their satisfaction with access to premium episodes, 81% indicated they were satisfied, 5% indicated "neither satisfied nor dissatisfied," and 15% were dissatisfied.
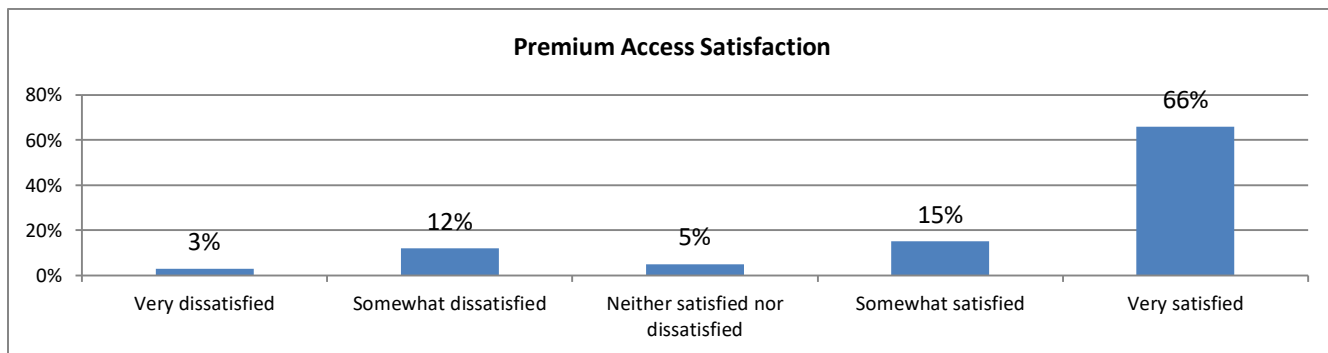


When asked to provide feedback about accessing the premium episodes, the majority of respondents (72%) did not provide a response, which might indicate they were satisfied with their access. Of those who did respond, most indicated their access was fine. For example, one wrote, "I don't find it to be complicated at all." Another wrote, "I know you've mentioned people having issues accessing the episodes, but I haven't experienced any." Another wrote, "I use Podcast Addict. I've never had a problem accessing episodes." Another wrote, "I use the podcast app on my iPhone and I've never had a problem." Another wrote, "It's working great with my phone all thanks to very useful instructions on Patreon!!"

However, a small minority of respondents provided negative comments regarding their access to the podcast. For example, one respondent wrote, "Not sure how to get the premium on new phone. Not tech savvy." Another wrote, "Getting the podcast on my iPhone took two adults 20 minutes." Another wrote, "Is there another way than Patreon? If so, that might be the answer to my problems. LOL."

**Website.** Most of the respondents (70%) indicated that they do not use the website. About half (48%) indicated they did not know or care about the website. Among those who knew about the website, 73% were satisfied with it, 15% were neither satisfied nor dissatisfied, and 12% were dissatisfied.

**Archived episodes.** Fifty-eight percent (58%) indicated that they have listened to "some" archived episodes, and 33% have listened to most. Fifty-one percent (51%) indicated they listen to archived episodes on their phone app, 24% indicated they listen to the archive on YouTube, 14% on our website, and 10% on Patreon. This is a problem since the only reliable source for all archived episodes in on our website. The phone apps have a maximum of 300 episodes (out of 800+). Patreon only has episodes going back to 2015 and they are extremely difficult to find. YouTube has all non-Premium episodes, but not in an easy-to-browse format. We recently reworked the website, so hopefully listeners will use that resource to access older episodes.

**Searching archive difficulties.** A number of respondents provided qualitative feedback regarding difficulty searching for older or particular episodes. For example, one respondent wrote, "I wish it were easier to sort through all of the amazing episodes you've done over the years. I think you mentioned categorizing them at some point which would be GOLDEN. I know that's a ton of work though, so I'm not super up in arms about it." Another wrote, "I wish it were possible to search episodes on Patreon, but I know you guys don't control that." Another wrote, "It's difficult to find particular older episodes on the website." It should be noted that these complaints were in the minority, but still worthy of consideration.

## Patreon Cancelation

The majority of respondents (93%) were current patrons. When asked why they might cancel their Patreon subscription, 30% did not provide a response and 20% indicated they would not cancel. More respondents indicated on the 2018 survey they would never cancel than on the 2016 survey, going from 14% to 20%. For example, one respondent wrote, "There is literally no reason I would cancel my subscription. I love you guys." Another 20% indicated they would cancel if they needed to save money. Seventeen percent (17%) wrote they would cancel if the topics became uninteresting to them. Four percent (4%) indicated they might cancel if there was too much politics or bias. For example, one respondent wrote, "The content would veer too much into politics and less about actual theoretical or empirical psychology." Another wrote, "If the podcast became more political (offensive to conservatives)."

## Extra-Podcast Interaction

Most respondents indicated they did not know or care about PIS posting to any of the social media platforms. About two-thirds indicated they did not know or care about posts to Facebook or Instagram, and even more indicated they did not know or care about Twitter, Reddit, Pinterest, Tumblr, or Discord. Thirty-one percent (31%) indicated they would like frequent Patreon posts, followed by 19% who wanted frequent Facebook posts, and 17% who wanted frequent Instagram activity. There was less enthusiasm for Twitter, Reddit, Pinterest, Tumblr, and Discord.

**Patron benefits.** Thirty-two percent (32%) indicated "lots of interest" for getting stickers, followed by 29% for getting unique swag and 24% for getting a newsletter. Twenty-two percent (22%) indicated they had "lots of interest" in live streams, followed by 20% for getting the podcast on Spotify, and 17% for being able to buy merchandise.
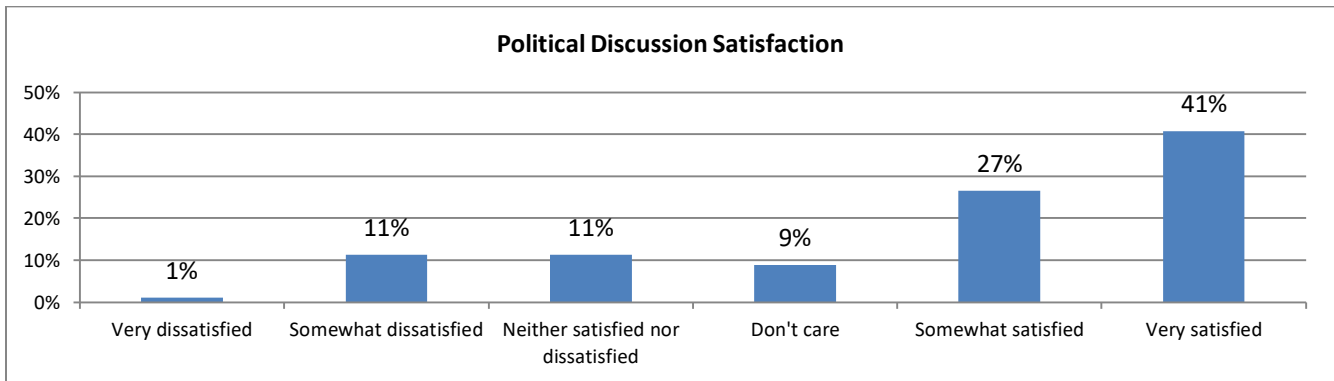
**Patron benefit suggestions.** When asked to provide suggestions for other patron benefits, most participants did not provide a response. Of those who did, 8% indicated they did not need or want any more benefits. For example, one respondent wrote, "I'm supporting you because I want to, not to earn some kind of reward." Eight percent (8%) indicated they would like a live event, followed by 6% who indicated they would like private consultation with the host, and 6% said they'd like a t-shirt. Other responses included a drawing from Humberto, the benefit of having their emails answered on the podcast, a live event in their town, coffee mugs, and other merch.

**Live shows.** When asked how often they would like a live show, most respondents (70%) did not respond or indicated that they live too far away or don't care. Among those who responded and cared, 41% indicated they would like a live show once per year, followed by 33% for 2-3 per year, 13% who indicated 4-6 per year, and 13% who wanted 12-24 live shows per year.

**Patreon goals.** About half (47%) indicated they did not know or care about the Patreon goals. Among those who did know or care, 81% were satisfied with the Patreon goals, 17% were neither satisfied nor dissatisfied, and 2% were not satisfied. When asked to provide suggestions for Patreon goals, only one-third provided a response. The top suggestions were scholarships, animal charities, and mental health charities.

**Political Discussions**

When asked to rate their satisfaction with political discussions, 68% indicated satisfaction with political talk, followed by 11% who indicated they were "neither satisfied nor dissatisfied," and 12% were dissatisfied.

**Political Discussion Satisfaction**

| Category | Percentage |
|---|---|
| Very dissatisfied | 1% |
| Somewhat dissatisfied | 11% |
| Neither satisfied nor dissatisfied | 11% |
| Don't care | 9% |
| Somewhat satisfied | 27% |
| Very satisfied | 41% |

Participants were asked to provide qualitative feedback regarding the political discussions on the podcast. Most (84%) of the qualitative responses were positive. For example, on respondent wrote, "Completely agree with everything you say." Another respondent wrote, "Even if I disagree, I never feel attacked or threatened." Another wrote, "I like how Kirk isn't afraid to express his political beliefs, but also encourages empathy for and understanding of other viewpoints." Some respondents indicated they wanted more political talk. For example, one respondent wrote, "Don't shy away from it." Another wrote, "Enjoy them very much, would like more." Sixteen percent (16%) provided negative feedback regarding the political discussions. It's notable that the negative feedback came from those across the political spectrum. For example, a respondent who identified as "progressive" wrote, "I agree with you politically, but there are already too many places with political discussions." A "liberal" respondent wrote, "Please stop! Everyone talks about politics. I need an escape from it. Love you guys!" A respondent who identified as "central-right" wrote, "Don't care for it. Not American, and generally lean right."

**Political Discussion Feedback**

| Category | Percentage |
|---|---|
| Positive | 84% |
| Negative | 16% |
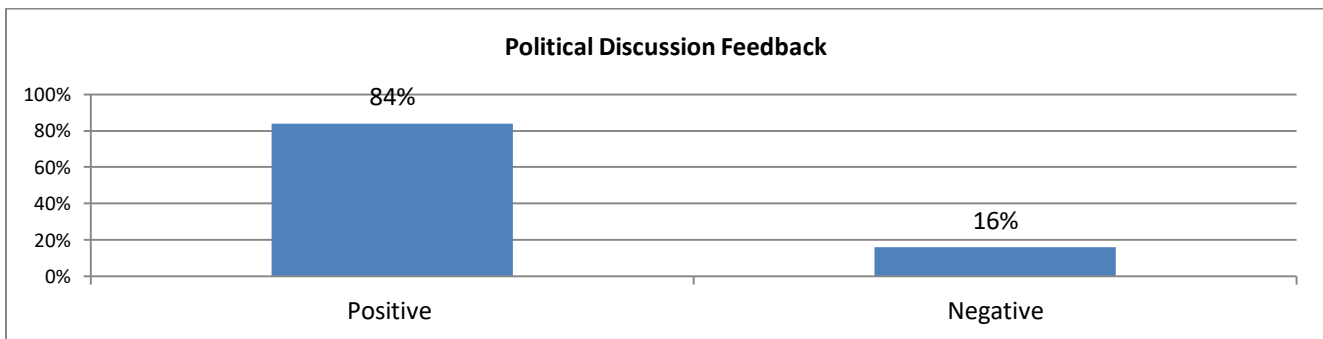
When I first started the podcast, I tried to avoid partisan rhetoric. I wanted the podcast to be a place for both republicans and democrats to feel safe. Also, I recognized that I'm a layperson on political topics and thus unqualified to speak on such matters. Furthermore, I loathe how the American political discourse has become a matter of *us vs. them* rather than a logical, compassionate debate, and I predicted that any political discussion would provoke partisan responses from listeners. Of course, there were moments of personal temptation to rant about my uneducated political opinions, but I mostly restrained myself. There were also moments of pressure from co-hosts and guests, and I had to push back or edit the episode.

Contrary to my initial intent, over the last few years, I have allowed more political topics to be included in the episodes due to a number of factors: 1) many listeners have asked me to comment on political matters; 2) some of the episodes have been loosely structured and less edited; and 3) in recent years, I have become more casual in what I include in the podcast.

I was surprised at the amount of positive feedback and encouragement. I expected the majority of the feedback to be negative, mostly because people rarely take the time to email me when they enjoy something, and I get a lot of negative

messages (particularly on YouTube) about my political positions. For example, about once a day, a YouTuber will send me a message that they stopped listening as soon as I mentioned I was a feminist. Thus, I was taken aback when a number of respondents indicated their favorite part of the podcast was the way I promote compassion for opposing political beliefs. For example, one respondent wrote that their favorite aspect of the podcast was my "laid back personality and the ability to see both sides of a situation from a healthy perspective." This positive feedback seems to affirm my intent for our political discussions to be as non-partisan as possible, and for us to advocate against political harm and marginalization.

On the other hand, there was a sizable minority (12%) who indicated they were dissatisfied with the political talk. Also, no one identified politics as their favorite part of the podcast. So, even though some want more political discussions, politics didn't come to mind when they were asked about the valuable aspects of the podcast.

In my opinion, we rarely talk about purely political topics without it being part of some larger, psychological or sociological discussion. For example, according to my memory, we have never discussed political topics like pro-choice advocacy, political candidates, the death penalty, gun control, and Obamacare.

Also, it's hard to know what people were thinking of when the survey asked them to provide feedback on our political discussions. Were they thinking about us occasionally bashing on Trump? Were they referring to moments in which Rebecca or Humberto talk about their views? Perhaps they were thinking of issues that appear partisan, such as cultural appropriation or gun violence? It's hard to know, since we rarely talk about politics directly and the survey respondents were not asked to clarify.
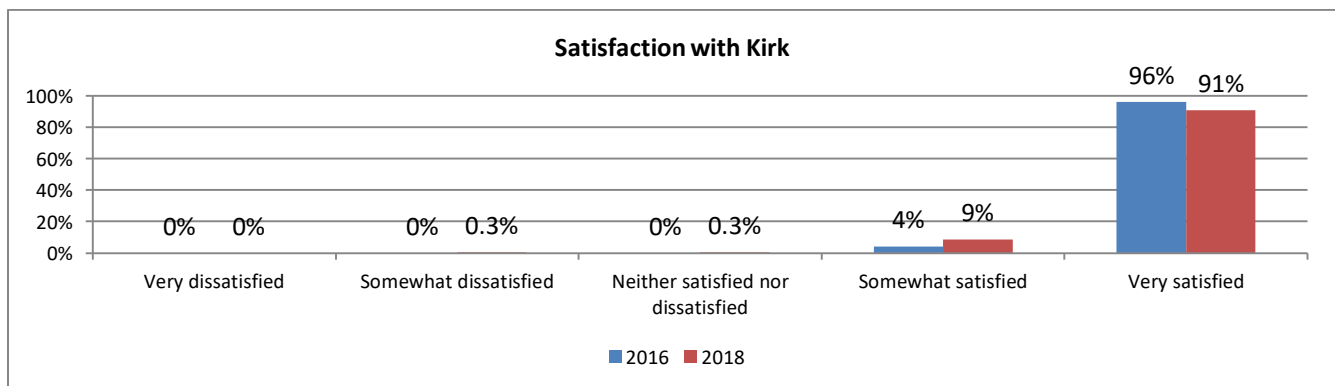
Upon reviewing the feedback on political discussions, I am torn about the future. Most listeners appear to appreciate and enjoy the discussions, and they seem to prefer us to continue with our approach to politics. However, I don't want to ignore the minority of listeners who dislike the political discussions. Since I still hold the value of making this podcast a place for everyone, this topic is worthy of further investigation.

After much contemplation, there are some opinions and political positions that I refuse to censor, such as mental health advocacy, sexual harassment awareness, racism awareness, sexism awareness, LGBTQ rights, critical thinking, equal pay, climate change, drug policy, immigration awareness, and sensitivity to those with opposing views. However, I will continue to follow the policy of not discussing partisan issues, such as Democratic/Republican politics, political candidates, and Trump's tweeter activity. If listeners want those types of discussions, there are plenty of other podcasts to choose from. Plus, there is an endless supply of non-partisan topics to discuss.

# Hosts

**Kirk**

Out of 23 rated aspects of the podcast, the aspect that received the highest satisfaction rating was Kirk himself, with a mean satisfaction rating of 4.9 out of 5.0, with 4 meaning "somewhat satisfied" and 5 meaning "very satisfied." This high satisfaction rating is likely a function of self-selection bias since dissatisfaction with Kirk will likely result in the listener unsubscribing to the podcast and therefore unlikely to fill out the survey. Comparing the surveys in 2016 and 2018, more participants indicated they were only "somewhat" satisfied with Kirk, going from 4% to 9%.



**Satisfaction with Kirk**

| | Very dissatisfied | Somewhat dissatisfied | Neither satisfied nor dissatisfied | Somewhat satisfied | Very satisfied |
|---|---|---|---|---|---|
| 2016 | 0% | 0% | 0% | 4% | 96% |
| 2018 | 0% | 0.3% | 0.3% | 9% | 91% |

**Personality and principles.** When asked to identify their favorite aspect of the podcast, some indicated they liked Kirk's personality on the podcast. One respondent wrote, "I love Kirk's personality and him as a person, and how based he is in his principles which is very admirable." Another wrote, "Kirk's laid back personality and the ability to see both sides of a situation from a healthy perspective."

**Compassion.** Some respondents wrote that their favorite thing was Kirk's empathy and compassion. One respondent wrote, "Kirk is a fine human and shows warmth and compassion in every episode." Another wrote, "Kirk is a decent guy, with a very broad range of psychological interests, who genuinely cares about the fans, and works his butt off to deliver quality material." Another wrote, "The compassion you extend to others has helped me to be more open with my therapist and trust him more."

**Sense of safety.** A number of respondents indicated their favorite aspect of the podcast was Kirk's care and warmth, and a sense of safety. For example, one respondent wrote, "I feel very informed and very safe with Dr. Kirk. He has often been the comforting voice in the darkest of times. He has made me feel normal and validated with certain issues and I feel hopeful after listening. It's also very entertaining. Who says airwaves can't deliver friendships!"

**Nonjudgment.** Another group of respondents wrote about Kirk being non-judgmental and open-minded. One respondent wrote, "I really respect how Kirk provides a very open-minded view and I am really inspired by his approach to counseling - never shaming ANYONE for ANYTHING that a client might reveal (sexual fantasies, crimes committed, etc.). Has made me a better therapist in training."

**Teaching style.** Some participants indicated they appreciated Kirk's knowledge and teaching style. One respondent wrote, "I like Kirk the most and his knowledge on what he's talking about. And he's always very honest when he isn't an expert on something." Another wrote, "I love how Kirk backs the content up with evidence, and I find the deep dives a very trustable source."

**Voice.** A few respondents mentioned Kirk's voice as their favorite part of the podcast. For example, one respondent wrote, "I like Kirk's voice! It is the quintessential therapist voice."

**Swearing.** Among all the survey questions, only one respondent mentioned Kirk's swearing: "ADORE the f-bombs." Perhaps this means the swearing is not an issue for the listeners. However, the issue of swearing was not directly addressed on the survey.

**Ranting.** A few respondents provided feedback regarding the rantings of Kirk. One respondent wrote, "Kirk does so much research and really shows all the angles. I like that even though he often has a strong opinion or rants, he also seems to see the other side of things (even if he doesn't like it)." Another wrote, "I love the rants, maybe even most of all." Another indicated they canceled their Patreon subscription because "it felt like there was more ranting about stuff."

**Dismissing Humberto.** A few respondents indicated their least favorite thing about the podcast is when Kirk dismisses Humberto. For example, one respondent wrote, "Kirk can be quite dismissive of Humberto and that doesn't come across well." Another wrote, "Kirk can be a bit dismissive of Berto, which is fine if Berto doesn't mind. I just tend to cringe." Another wrote, "I would say you can also be a little too dismissive of/impatient with Humberto at times (and know you've stated you're aware of this), but just a friendly reminder. :)"

**Co-Hosts**

Bob was the highest rated co-host with 91% indicated they were satisfied with him. Humberto was next with 86%, followed by Rebecca at 77%.

**Percentage Satisfied with Host/Co-Host**
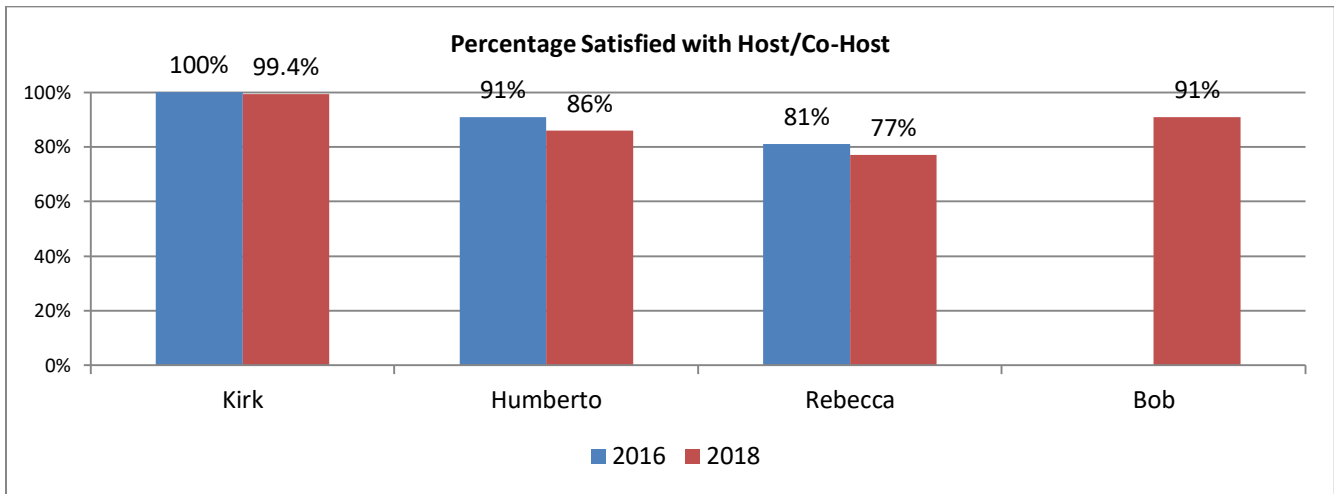


**Humberto**

Eighty-six percent (86%) of respondents indicated they were either somewhat or very satisfied with Humberto. Seven percent (7%) indicated they were "neither satisfied nor dissatisfied." Six percent (6%) were somewhat dissatisfied, and 1% was very dissatisfied. From 2016 to 2018, satisfaction ratings were more polarized, with a higher rate of "very satisfied" (going from 64% to 68%) and a higher rate of somewhat dissatisfied (going from 2% to 6%).

**Satisfaction with Humberto**
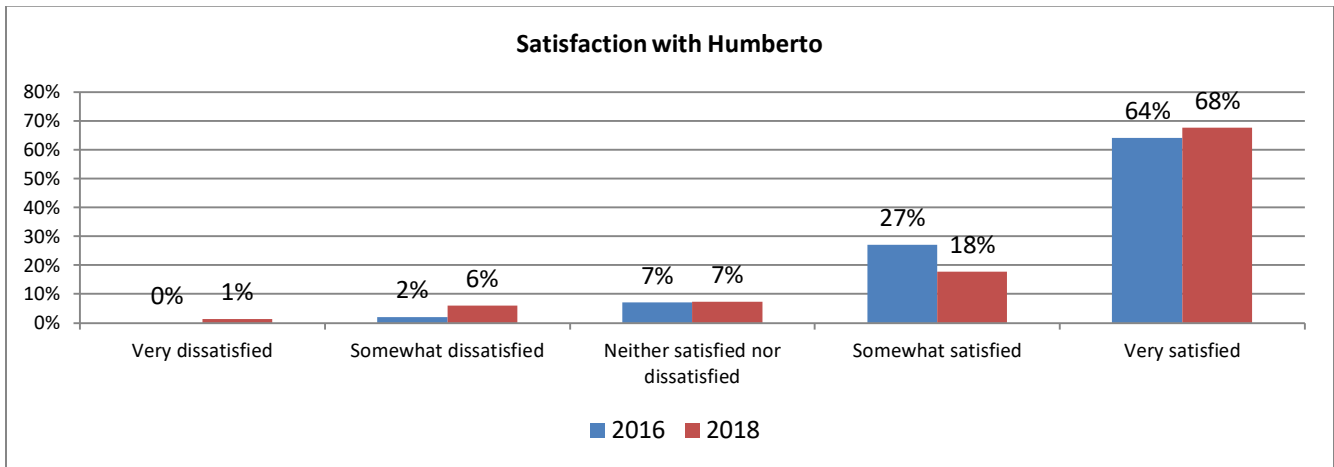


**Humberto as favorite aspect of podcast.** When asked about their favorite part of the podcast, about 1 in 6 mentioned their favorite aspect was Humberto. For example, one respondent wrote, "It also took me a while to warm up to Humberto, but now I just love him!" Another wrote, "Content selection is amazing. Also Humberto. Maybe mostly Humberto."

**Connection.** Some respondents indicated they felt connected to Humberto. For example, one respondent wrote, "Humberto is fun and honest and open to understanding others and himself. He's not afraid to be open about his failures and shortcomings which makes him so relatable. He's a great addition to the podcast." Another wrote, "I love that I feel personally connected to both Kirk and Humberto, even though I have not met them IRL. I appreciate both the vulnerability and humor, which forms an attachment for me and draws me back for more. You have truly become supportive community for me and I often find myself thinking of concepts talked about on the podcast during therapy sessions with clients. Thank you so much for putting your heart and soul into the podcast!"

**Humor.** Other respondents indicated that Humberto's humor was their favorite part of the podcast. One respondent wrote, "I love the silly episodes with Humberto!!! I find I look for more and more of those to listen to." Another wrote, "I also LOVE the Humberto episodes. He's a funny guy. You two riff off each other so well."
Another wrote, "I like Humberto's relentless barrage of jokes, good and bad." Another respondent wrote, "I especially love all of Humberto's jobs!"

**Humberto/Kirk chemistry.** Some respondents identified the chemistry between Humberto and Kirk to be their favorite aspect of the podcast. For example, one respondent wrote, "It's entertaining to hear Kirk and Humberto talk about pretty much anything." Another wrote, "Kirk/Humberto episodes are my fave. I really enjoy when you go off on tangents, and I appreciate that you're willing to make such long episodes that are so in-depth. It's one of the unique things that I think really sets your podcast apart from others that devote half an hour to each episode." Another wrote, "The two of your friendship creates such a great dynamic."

**Humberto/Kirk arguments.** Some respondents appreciated the occasional conflict between Kirk and Humberto. For example, one respondent wrote, "I like the way Humberto and Kirk are unafraid to disagree. Listening to disagreements can make me squeamish because I'm a little conflict avoidant, but I think the discussions between Kirk and Humberto are constructive and a good example of how to listen and understand what someone is saying even if you disagree. And I've come to find their entertainment value now that I've gotten over my initial avoidant hump :)"

**Dissatisfaction.** When asked to identify their least favorite part of the podcast, 5% indicated that they do not like Humberto in some way. For example, one respondent wrote, "Humberto is very likable but very distracting." Another respondent wrote, "I just personally don't like Humberto's humor." Another wrote, "I find myself skipping episodes with Humberto as I find these episodes really frustrating due to the mindless dialogue between Kirk and Humberto. Don't get me wrong Humberto seems like a really funny guy who would be great to meet at a party or something, but his style in this forum I just find too inane." Another wrote, "I don't care for Humberto's shtick. This is completely a personal preference, and not a criticism of the podcast."
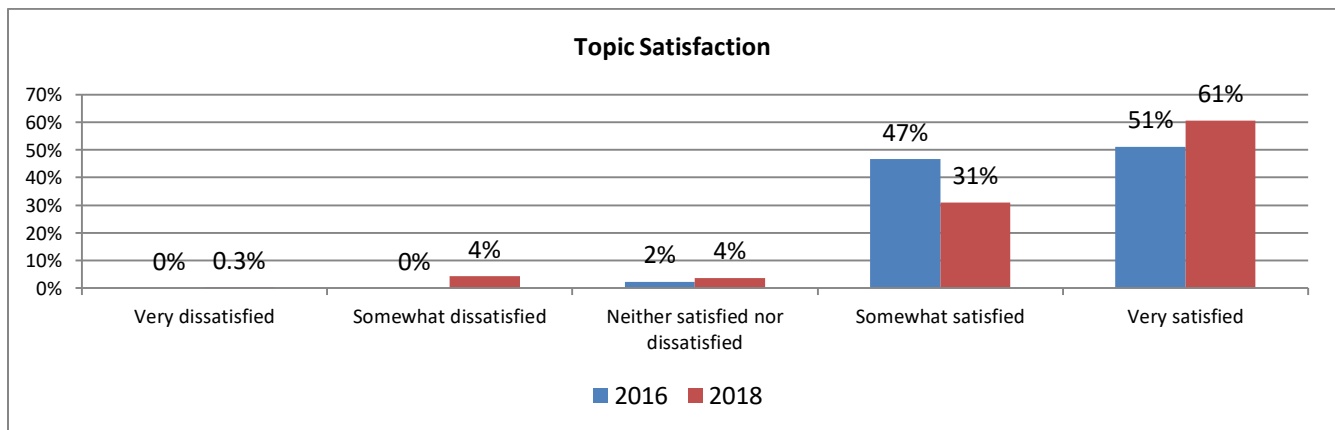
**Bob**

Ninety-one percent (91%) indicated they were either somewhat or very satisfied with Bob as a co-host, which was the highest satisfaction rate among the three co-hosts (Humberto, Bob, and Rebecca). To exemplify this sentiment, on a qualitative question, one respondent wrote, "I truly like all of your regular cohosts, Bob is my favorite." Bob's higher rating might be due to the fact that he does not take many risks on the podcast, so he is not likely to perturb the listeners. Also, he's compassionate and knowledgeable about clinical issues, which is important to many listeners. For example, one respondent wrote, "I really appreciate Bob's compassion and insight." Another wrote, "It'd be great to hear more Bob." Another respondent wrote simply, "I love Bob." When asked to identify a favorite episode, a number of respondents indicated episodes with Bob as the co-host, particularly the episode about CPTSD and borderline. For example, one respondent wrote: "BPD vs Complex PTSD was my favorite without a doubt. I found the whole discussion to be fascinating and re-listen to it every now and then."

**Rebecca**

Seventy-seven percent (77%) indicated they were satisfied with Rebecca as a co-host, followed by 14% who were neither satisfied nor dissatisfied. Six percent (6%) were somewhat dissatisfied, and 3% were very dissatisfied with her. Compared to the 2016 survey, her satisfaction ratings have dropped somewhat, from 66% being "very satisfied" to 51%. On qualitative questions, some respondents specifically identified Rebecca as a positive aspect of the podcast. For example: "I also really like Rebecca and would love more of her." One respondent said their favorite episode was "the episode with Rebecca Bloom where y'all discussed activism." Another respondent said one of their favorite episodes was "Rebecca's trip to Europe." Another asked for "more episodes with Bob and Rebecca!" However, other respondents indicated dissatisfaction with Rebecca on the open-ended questions. For example, one respondent wrote, "I was alarmed sometimes at Rebecca's prickly-pear manner and over reaction to social/political topics." Another wrote, "I don't dislike Rebecca but I do find her to be just a little preachy at times - about things that I 100% agree with… That said, she's rarely on, and is usually pretty easy-going when she is on, so it's a super minor gripe (of wrath)."
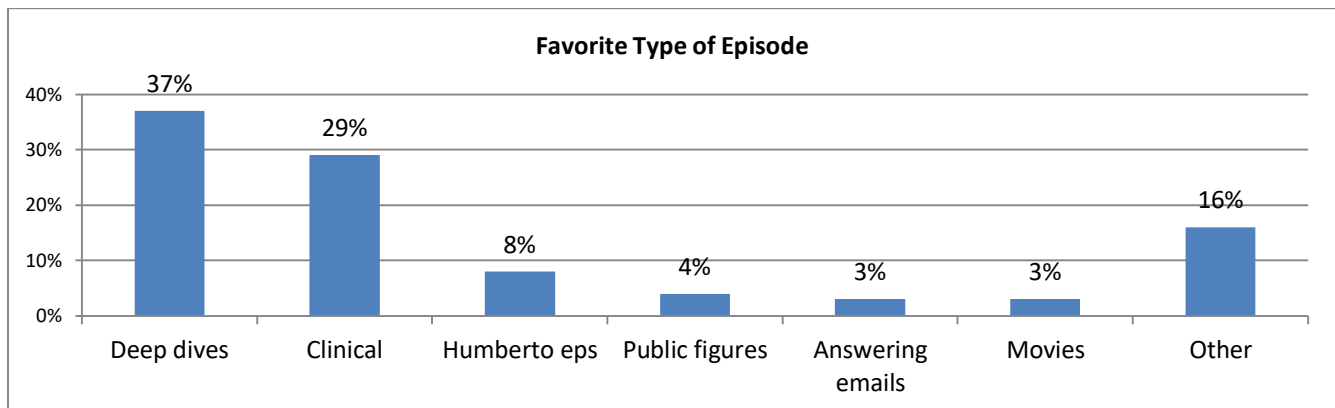
# Episode Preferences

Ninety-two percent (92%) indicated they were satisfied with the episode topics. More respondents indicated they were "very satisfied" in 2018 compared to 2016, which is probably due to more deep dives available.

**Topic Satisfaction**

| | Very dissatisfied | Somewhat dissatisfied | Neither satisfied nor dissatisfied | Somewhat satisfied | Very satisfied |
|---|---|---|---|---|---|
| 2016 | 0% | 0% | 2% | 47% | 51% |
| 2018 | 0.3% | 4% | 4% | 31% | 61% |

**Favorite Episode Type**

Participants were asked to identify their favorite type of episode. Two-thirds (66%) indicated they most appreciate the deep dives or clinical episodes.

**Favorite Type of Episode**

| Deep dives | Clinical | Humberto eps | Public figures | Answering emails | Movies | Other |
|---|---|---|---|---|---|---|
| 37% | 29% | 8% | 4% | 3% | 3% | 16% |

**Deep dives.** Thirty-seven percent (37%) indicated their favorite type of episode is the deep dive. For example, one respondent wrote, "Deep dives - hands down." Another wrote, "Deep dives on a person." Another respondent wrote, "Deep dives... especially when it helps me understand how it affects someone and the people around them on a personal level."

**Clinical.** Twenty-nine percent (29%) indicated their favorite type of episodes were clinical. There were five sub-categories within this "clinical" category:

1. *Therapy theory:* Fourteen percent (14%) indicated their favorite were episodes about theories and therapies. For example, one wrote, "I love when there's a mix between theory and talk about how that translates into therapy, with concrete examples." Another wrote, "I tend to be most into theory, experts, talk about disorders, but also like the lighter episodes to balance things out a little." Another respondent wrote, "In-depth exploration of different types of healing modalities/therapies and case examples."
2. *Personality disorders:* Six percent (6%) indicated episodes about personality disorders.
3. *Clinical talk:* Five percent (5%) indicated clinical episodes were their favorite. One respondent wrote, "About psychotherapy." Another wrote, "Anything related to theory, practicing therapy, etc. I am studying in an MFT/LPCC

program and generally am a nerd about psychology." Another respondent wrote, "Episodes that possibly apply to the clients that I see." Another wrote, "I really enjoy the malpractice insurance cases."

4. *Disorders and treatment:* Four percent (4%) indicated episodes about disorders and treatment were their favorite. One respondent wrote, "I like the episodes in which a cultural/fictional character is analyzed and used to explain a disorder, mental health issue, etc.  It's a concrete, yet creative, way to learn about psychology."

5. *Case studies:* Three percent (3%) indicated that their favorite episodes were case studies. One respondent wrote, "Case studies of therapy clients." Another wrote, "Case studies to explain the work/a disease."

**Humberto episodes.** When asked about their favorite type of episodes, 8% indicated episodes with Humberto. For example, one respondent wrote, "Episodes with Humberto that contain serious topics." Another wrote, "Bantering with Humberto." Another wrote, "I like the dynamic of you explaining complicated therapy theory ideas to Humberto and him dicking about. It's a lot of fun." Another respondent wrote, "He's like a smart version of the audience and will often say things we're thinking of and then you're able to educate us all."

**Public figures.** Four percent (4%) indicated episodes about public figures were their favorite. For example, one respondent wrote, "Analyzing public figures." Another wrote, "Celebrity or cultural analysis." Another respondent wrote, "Crime profiles, like Brock Turner or OJ."

**Movies.** Three percent (3%) indicated that their favorite episodes were about movies and pop culture. One respondent wrote, "TV show/movie reviews with Humberto."

**Emails.** Three percent (3%) indicated that their favorite episodes were responses to email questions. One respondent wrote, "Answering questions from patrons." Another wrote, "I like the listener question episodes best."

The following table provides a less specific list of categories.

| Favorite Type of Episode | | |
|---|---|---|
| **Response** | **Count** | **Percentage of Responses** |
| Deep dives | 77 | 37% |
| Theories, therapies | 28 | 14% |
| Humberto eps | 17 | 8% |
| Personality disorders | 12 | 6% |
| Clinical / professional | 10 | 5% |
| Disorders and treatment | 8 | 4% |
| Public figures | 8 | 4% |
| Emails | 7 | 3% |
| Case studies | 6 | 3% |
| Movies/TV, analysis | 6 | 3% |

| | | |
|---|---|---|
| Crime profiles | 4 | 2% |
| Abnormal groups (e.g., incels) | 3 | 1% |
| Ethics | 3 | 1% |
| Good mix | 3 | 1% |
| Parenting | 2 | 1% |
| Psychology of _____ | 2 | 1% |
| Social justice | 2 | 1% |
| Bob eps | 1 | 0.5% |
| D&D | 1 | 0.5% |
| Experts | 1 | 0.5% |
| Political | 1 | 0.5% |
| Psychology news stories | 1 | 0.5% |
| Rebecca eps | 1 | 0.5% |
| Star Wars | 1 | 0.5% |
| Travel | 1 | 0.5% |

**Favorite Individual Episode.** When participants were asked to provide their favorite episode, a wide variety of episodes were identified. Although there were some themes to the responses, most participants were alone in their choice. Also, some episodes were identified as one listener's favorite and another's least favorite. The following table provides a list of response categories.

| Favorite Episode | | |
|---|---|---|
| **Response** | **Count** | **Percentage of Responses** |
| NPD deep dive and others | 29 | 15% |
| All of them | 11 | 6% |
| Suicide | 11 | 6% |
| Borderline | 9 | 5% |
| BPD vs C-PTSD | 7 | 4% |
| Psychodynamic therapy | 7 | 4% |
| Figure: Elliot Rodger | 4 | 2% |
| Any personality disorder | 4 | 2% |
| Projective identification | 4 | 2% |
| Anxiety | 3 | 2% |
| Gifted children | 3 | 2% |
| Grad school issues | 3 | 2% |
| How to get a girlfriend | 3 | 2% |
| MGTOW/Incel | 3 | 2% |
| Star Wars | 3 | 2% |
| Passive-aggressive | 3 | 2% |
| DBT | 3 | 2% |
| 20 tips for a good life | 2 | 1% |
| Cults | 2 | 1% |
| OCD | 2 | 1% |
| Bowen | 2 | 1% |
| Frankl | 2 | 1% |
| Minuchin | 2 | 1% |
| OJ | 2 | 1% |
| Game of Thrones | 2 | 1% |
| Pop culture analysis | 2 | 1% |
| Relational trauma | 2 | 1% |
| Asexuality | 2 | 1% |
| Invisible Loyalties | 2 | 1% |
| Time management | 2 | 1% |
| Apologies | 1 | 0.5% |
| Co-host Rebecca: Activism | 1 | 0.5% |
| Deep dives | 1 | 0.5% |
| ADHD | 1 | 0.5% |
| DID | 1 | 0.5% |
| Fear of Sleep | 1 | 0.5% |
| Female trauma | 1 | 0.5% |
| Hypochondria | 1 | 0.5% |
| Impostor syndrome | 1 | 0.5% |
| Jealousy | 1 | 0.5% |
| Pedophilia | 1 | 0.5% |
| PTSD | 1 | 0.5% |
| Trauma | 1 | 0.5% |
| Emails | 1 | 0.5% |
| Charles Manson | 1 | 0.5% |
| Chris Cornell | 1 | 0.5% |
| Harvey Weinstein | 1 | 0.5% |
| Marlon Brando | 1 | 0.5% |

| | | |
|---|---|---|
| Nagy | 1 | 0.5% |
| Robin Williams | 1 | 0.5% |
| Roger | 1 | 0.5% |
| Satir | 1 | 0.5% |
| Trump | 1 | 0.5% |
| Yalom | 1 | 0.5% |
| Gang stalking | 1 | 0.5% |
| James Manley | 1 | 0.5% |
| Joe Shaub | 1 | 0.5% |
| Kirk self-analysis | 1 | 0.5% |
| Landmark | 1 | 0.5% |
| Live podcast 2018 | 1 | 0.5% |
| Gone Girl | 1 | 0.5% |
| TV: Gypsy | 1 | 0.5% |
| Harry Potter | 1 | 0.5% |
| Intergenerational trauma Star Wars | 1 | 0.5% |
| Night Stalker | 1 | 0.5% |
| Severus Snape | 1 | 0.5% |
| Taxi Driver | 1 | 0.5% |
| Movies/TV | 1 | 0.5% |
| Histrionic | 1 | 0.5% |
| Case management vs therapy | 1 | 0.5% |
| Do therapists really care | 1 | 0.5% |
| Ethics | 1 | 0.5% |
| Saying goodbye to your therapist | 1 | 0.5% |
| Stupid shit therapists do | 1 | 0.5% |
| Supervision | 1 | 0.5% |
| Therapist as friend | 1 | 0.5% |
| Therapist kisses client | 1 | 0.5% |
| Therapy practice | 1 | 0.5% |
| Female orgasm | 1 | 0.5% |
| Fetishes | 1 | 0.5% |
| Sex: general | 1 | 0.5% |
| Family theory, FOO | 1 | 0.5% |
| Theory: general | 1 | 0.5% |
| Jungian | 1 | 0.5% |
| Transference | 1 | 0.5% |
| Travel eps | 1 | 0.5% |
| Vegans | 1 | 0.5% |

**Least Favorite Episode**

When asked about their least favorite episode, 59% did not provide a response and 19% indicated they could not think of a least favorite episode. For example, one respondent wrote, "Honestly, I can't even think of one that I don't like or like the least. Every episode is so interesting and fun to listen to." At 5% of respondents, the most often identified least favorite episodes were any episode that involved Star Wars. This is consistent with the 2016 survey results. For example, one respondent wrote, "I don't love episodes about Star Wars/ Star Trek but I don't mind them." Four percent (4%) indicated that movie/TV reviews are their least favorite. For example, one respondent wrote, "I don't like the episodes that get away from psychology and get into trivial topics." Another wrote, "I don't care for the movie episodes because I don't watch movies."

**Other Episode Preferences**

**Episode type frequency.** Participants were asked how often they want particular types of episodes. From these data, it's clear that listeners, on average, want clinical episodes more often – such as, disorders, theory, personality disorders, talk about therapy, experts, ethics, listener emails, parenting, and creative therapies. The listeners seem to prefer the current frequency of episodes on marginalization, therapy profession, evolutionary psychology, famous people, politics, and random topics. The listeners, on average, seem to want less often episodes on Tough of Bluffs, movies, and Star Wars.

**Skipping reasons.** Participants were asked why they skip some episodes. Thirty-seven percent (37%) indicated they skip because they're not interested in the topic, followed by 21% for movie episodes, and 17% because they don't have enough time to listen to all the content. Seven percent (7%) indicated they skip non-clinical episodes and 4% skip episodes that are too clinical.

**Episode frequency.** When asked how often the respondents would like episodes to be posted, 42% indicated we should do whatever we want, followed by 43% who wanted 1-3 episodes per week. This seems to indicate that most (85%) listeners are satisfied with the current frequency.

**Frequency vs. depth.** Forty-five percent (45%) preferred the current mix of frequency vs. depth and 22% indicated "do whatever you want" which seems to indicated that most listeners (67%) are satisfied with the current mix. A sizeable minority (31%) indicated they would prefer fewer episodes with more depth, and 1% wanted more episodes with less depth.

**Solo vs. co-hosts mix.** Most respondents (73%) indicated they prefer the current mix between solo-Kirk episodes and episodes with co-hosts. Twenty-one percent (21%) indicated they wanted more solo-Kirk episodes, 5% said they wanted more episodes with co-hosts, 1% would prefer only solo-Kirk episodes, and no one indicated they wanted only co-host episodes.

**Short video frequency.** When asked how often they would like us to publish short video episodes, 34% indicated we should do whatever we want, followed by 22% who prefer the same frequency, 21% did not know about the short video episodes, 13% would like them less often, and 11% would like them more often.