



Psychology In Seattle Patron Survey Report

December 2016

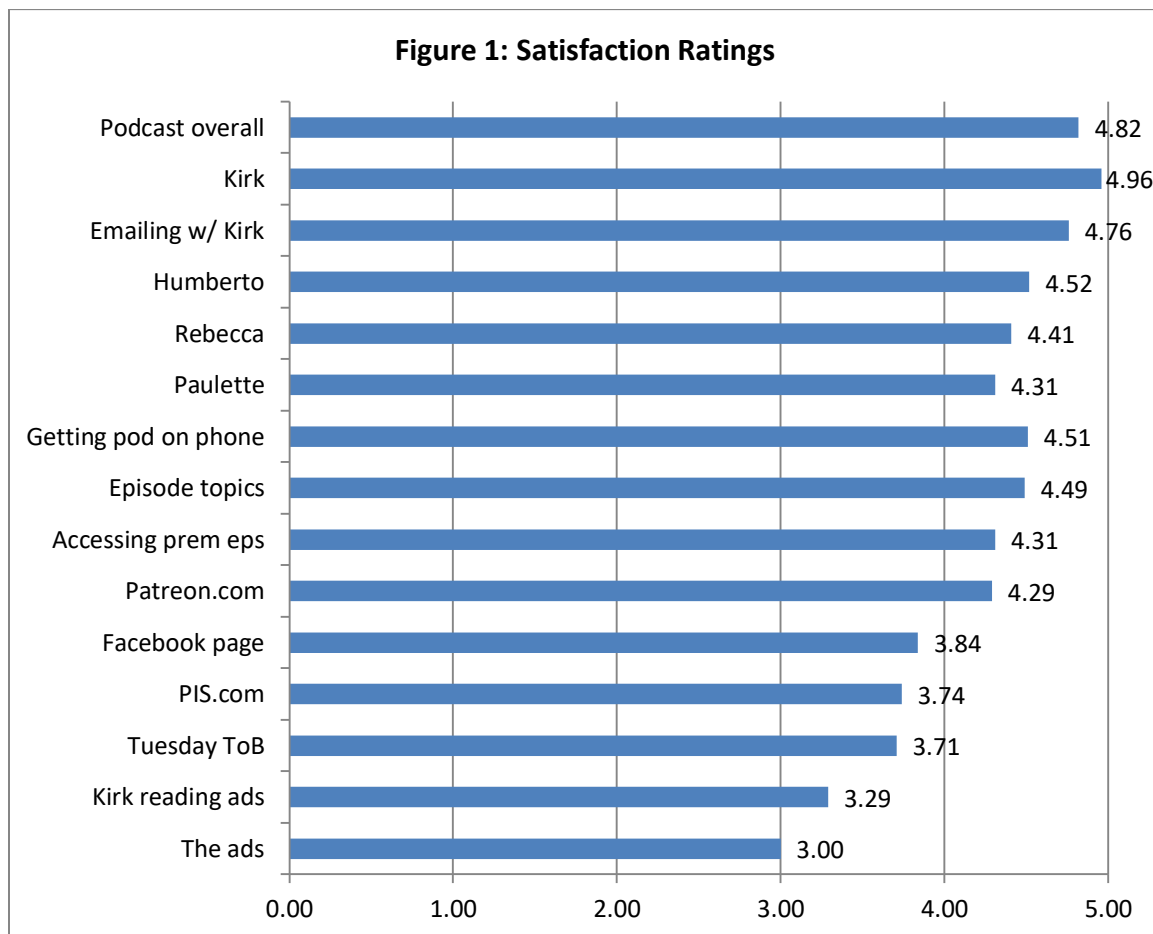
Kirk Honda, PsyD, LMFT

The Psychology In Seattle (PIS) Podcast administered an anonymous, online survey to its paying patron listeners in October 2016 (n = 330) for the purpose of assessing listener satisfaction and tailoring the podcast to patron preferences. Eighty-nine listeners (n = 89) filled out the survey for a response rate of 27%. This was the first survey administered by PIS.

Findings

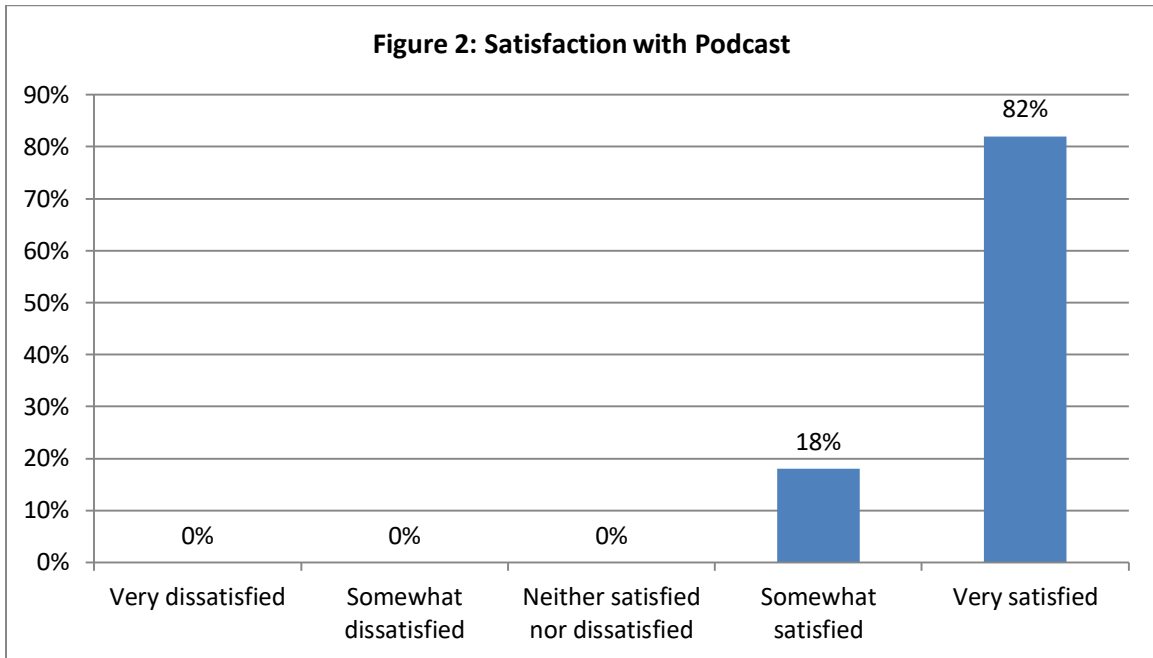
Satisfaction ratings. Figure 1 presents the average satisfaction ratings for each item with 1 indicating “very dissatisfied” and 5 indicating “very satisfied.” Listeners appear to be satisfied with most of the central components of the podcast.

Stay the course. Keep things the same regarding hosts, topics, tech, and emailing with patrons. The lower rated items are either not essential or difficult to improve.



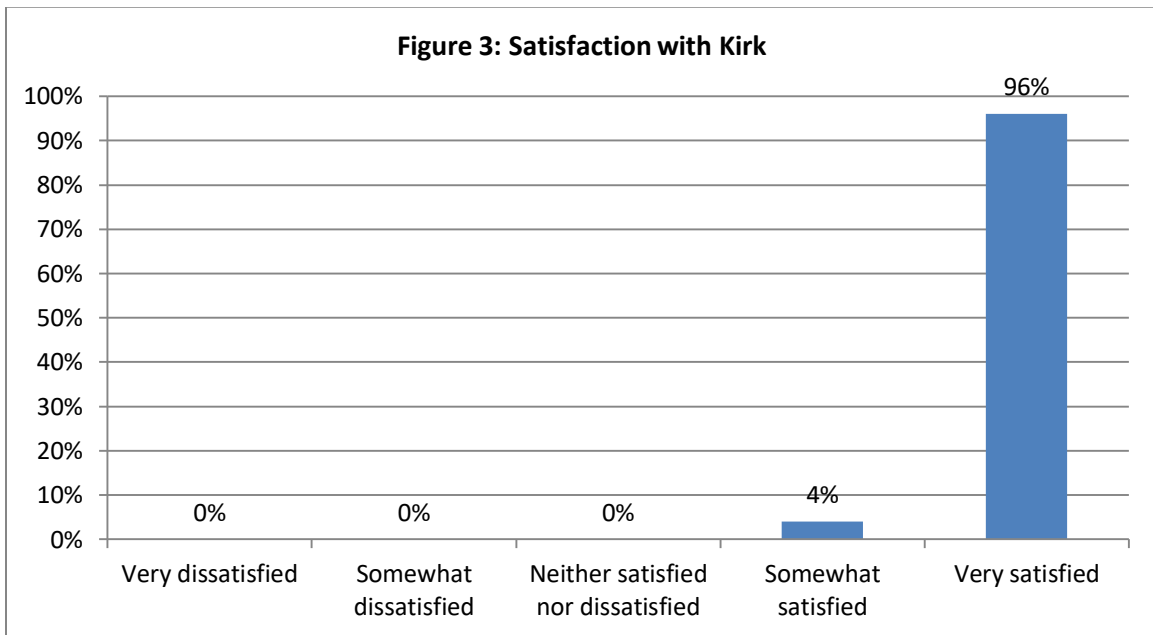
(n = 89; 1 = very dissatisfied, 2 = somewhat dissatisfied, 3 = neither satisfied nor dissatisfied, 4 = somewhat satisfied, 5 = very satisfied)

Figure 2 presents the distribution of satisfaction ratings for the podcast overall. Eighty-two percent (82%) of the participants indicated they were “very satisfied” with the podcast and the rest (18%) were “somewhat satisfied.”



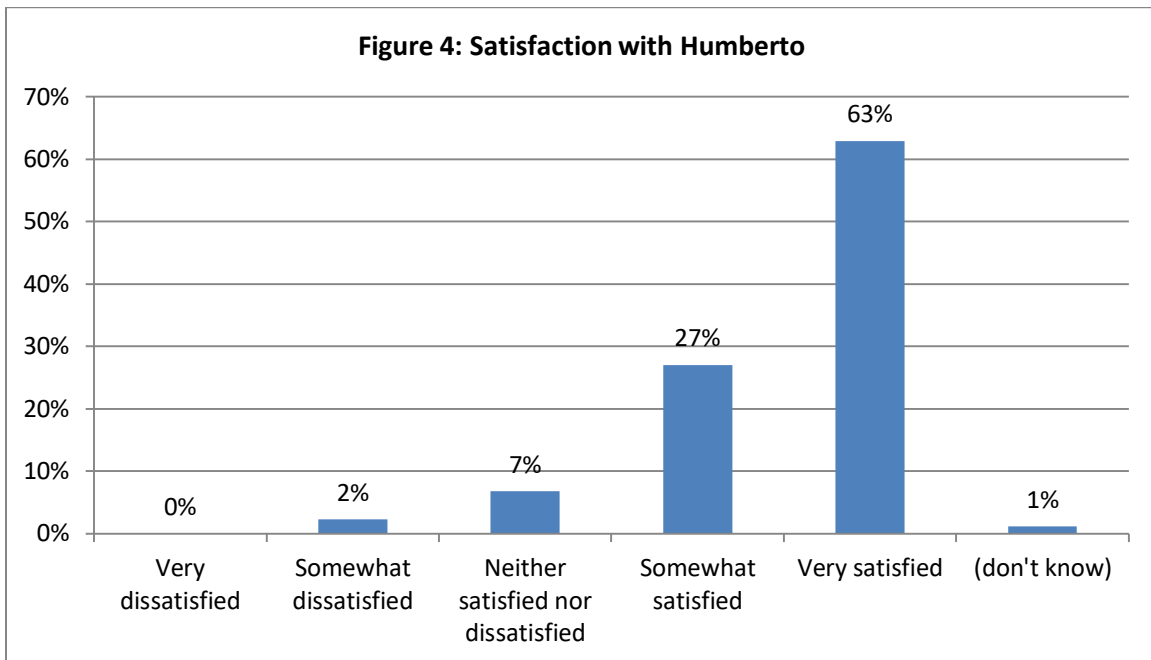
(n = 89)

Figure 3 presents the distribution of satisfaction ratings with Kirk. Ninety-six percent (96%) of the participants indicated they were “very satisfied” with Kirk.



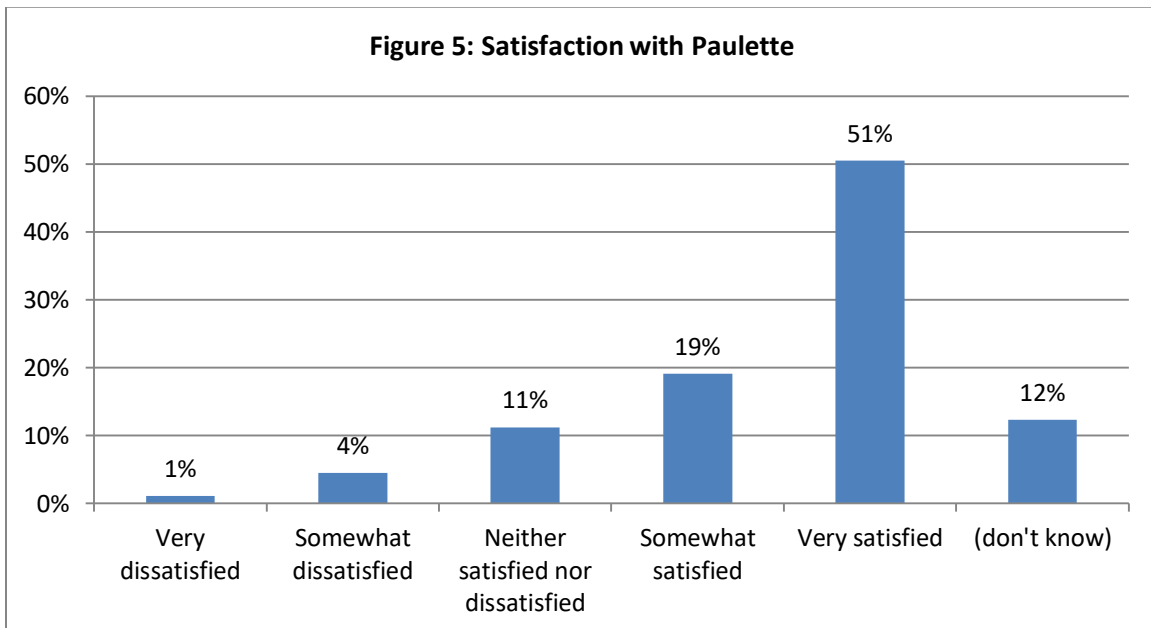
(n = 89)

Figure 4 presents the distribution of satisfaction ratings with Humberto. Among those who knew Humberto, 91% indicated they were very or somewhat satisfied with him while 2% indicated they were somewhat dissatisfied.



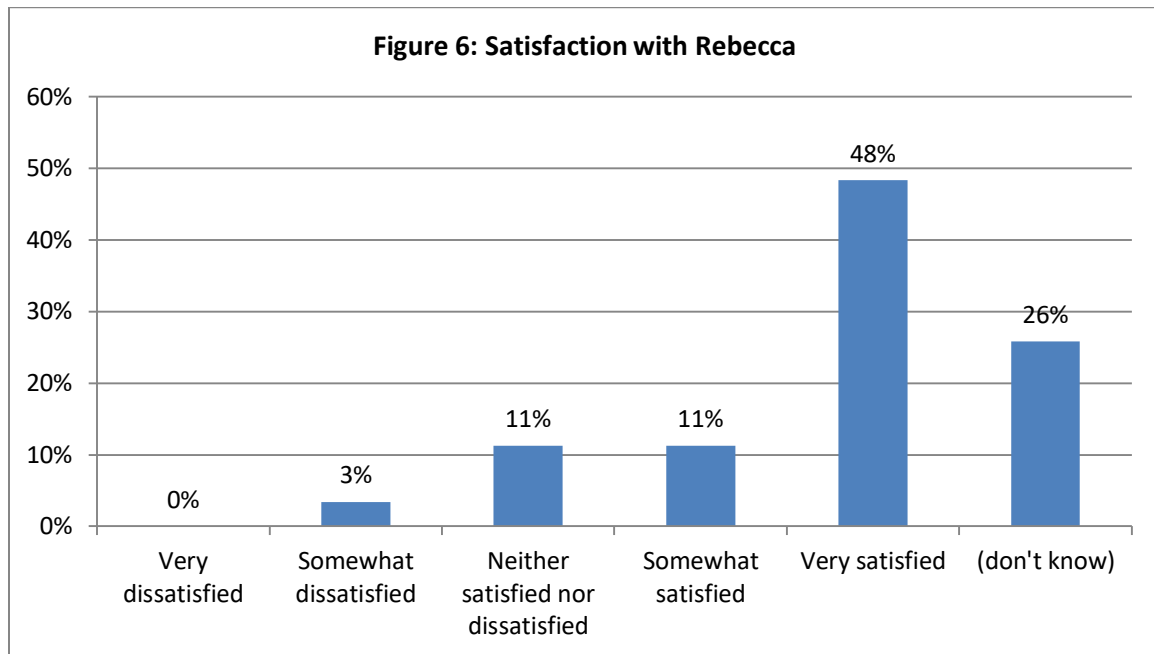
(n = 89)

Figure 5 presents the distribution of satisfaction ratings with Paulette. Among those who knew Paulette, 79% indicated they were satisfied with her while 6% indicated they were dissatisfied.



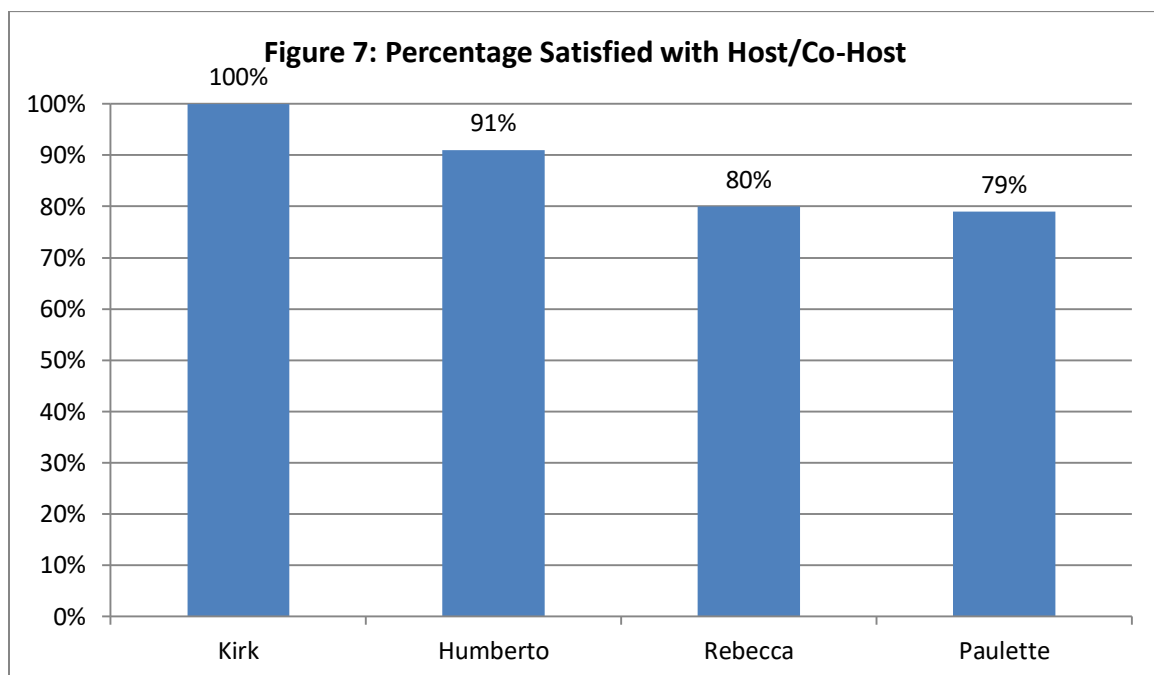
(n = 89)

Figure 6 presents the distribution of satisfaction ratings with Rebecca. Among those who knew Rebecca, 80% indicated they were satisfied with her while 5% indicated they were somewhat dissatisfied.



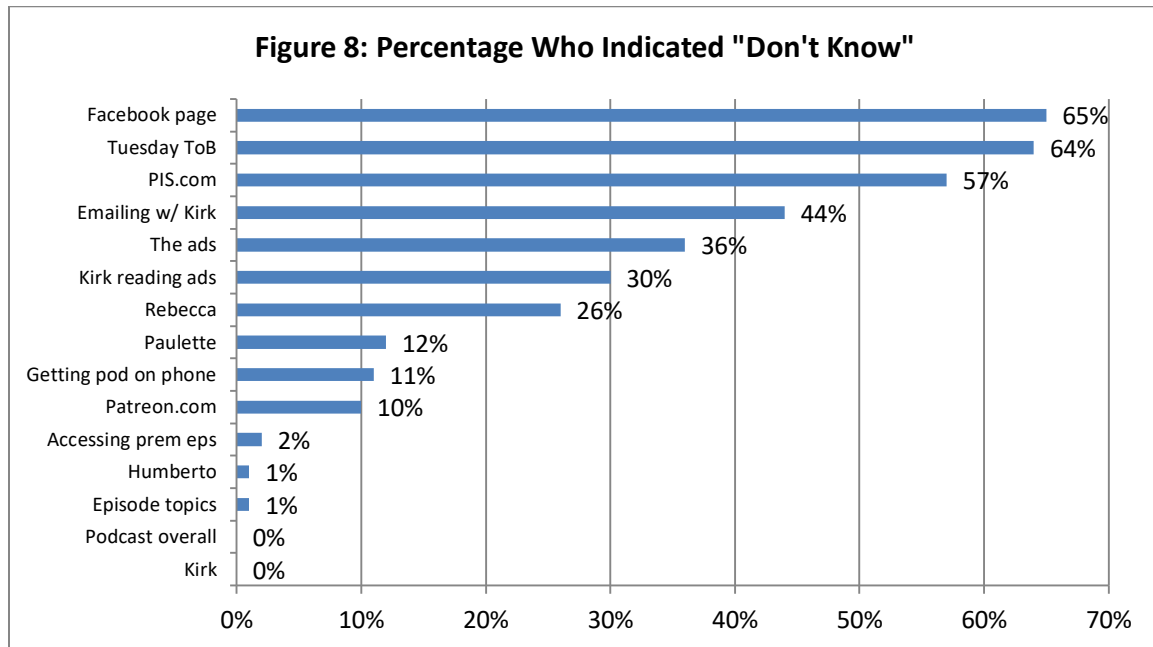
(n = 89)

Figure 7 presents a comparison between hosts/co-hosts regarding listener satisfaction – the percentage of participants who indicated they were somewhat or very satisfied with the host/co-host, among those who knew of the co-host.



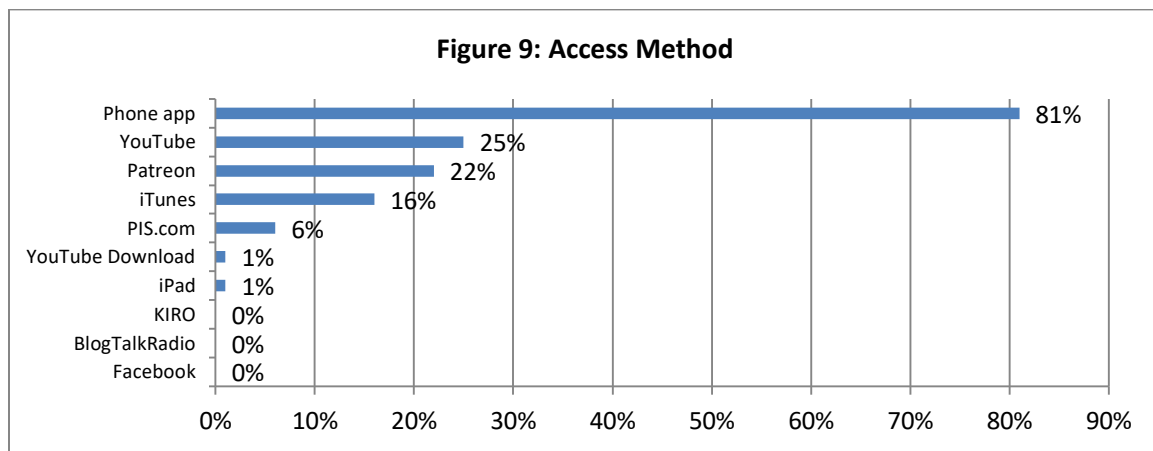
Don't know. Figure 8 presents the percentage of participants who indicated they did not know what the item was. According to these data, most patrons have apparently not been to the Facebook page (65%) or the main website (57%). This is probably due to listeners only accessing the podcast via a phone podcast app. Also, about half (44%) of the patrons seemed to indicate they have not emailed with Kirk.

Reach out. Since some patrons may not know Kirk is open to emailing with them, PIS will periodically send an invitation email to email with Kirk.



(n = 89)

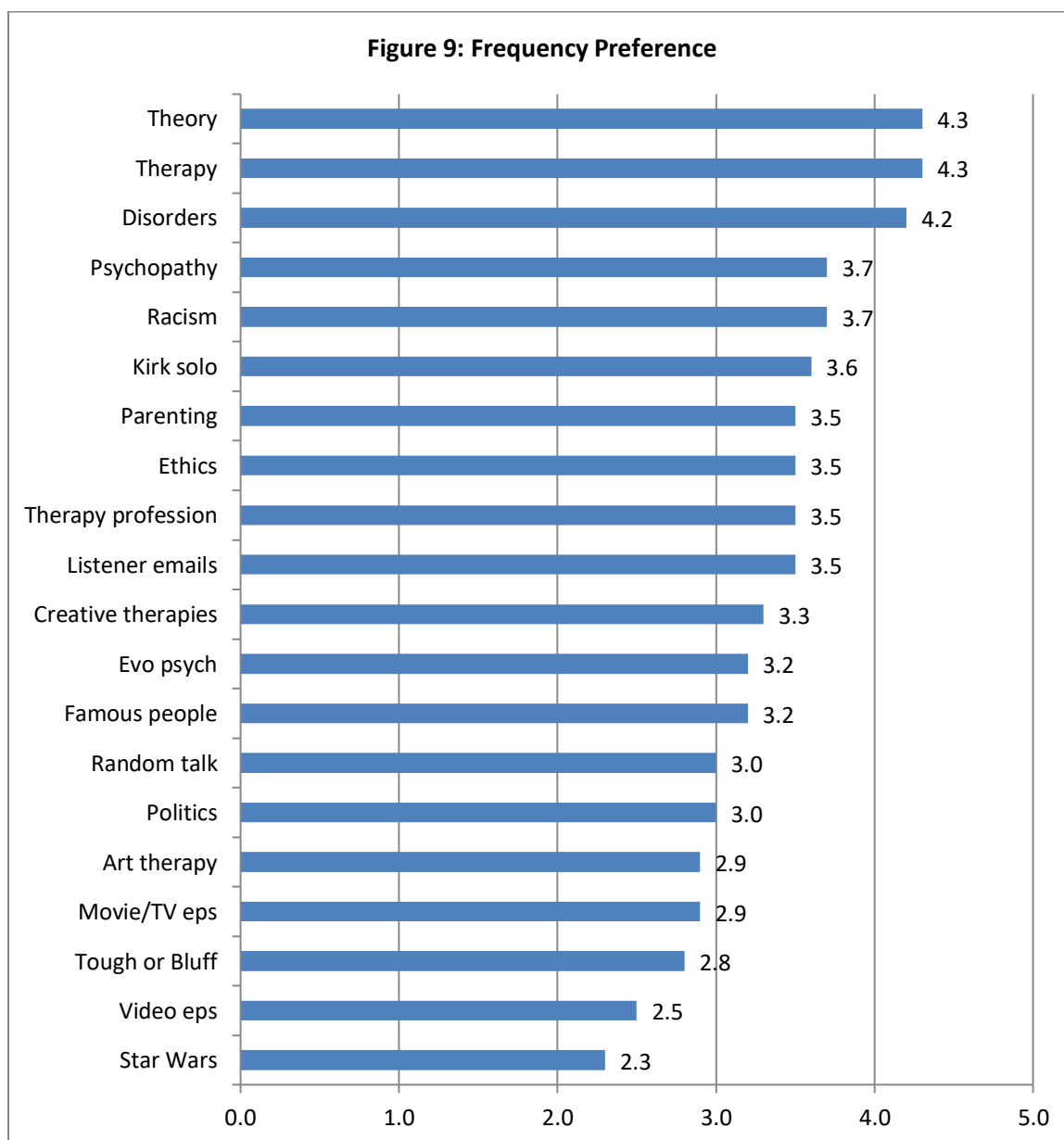
Access method. Figure 9 presents the methods by which the participants access the podcast. Participants were instructed to check all that apply. The vast majority (81%) indicated they listen to the podcast on their phone via a podcast app, followed by YouTube (25%), Patreon (22%), and iTunes (16%).



(n = 88)

Frequency preference. Figure 9 presents the average frequency ratings for each type of episode with 1 indicating “never,” 3 indicated “same frequency,” and 5 indicating “as often as possible.” Participants, on average, indicated they would like more episodes on theory, therapy, disorders, psychopathy, racism, parenting, ethics, listener emails, and the therapy profession. They indicated they would like the same frequency of creative therapies, evolutionary psychology, famous people, random talk, politics, movie and TV shows, and Tough or Bluff episodes. Also, on average, they indicated they would like fewer video episodes and fewer Star Wars episodes.

More technical episodes: Although participants differ in their preferences, there seems to be an overall preference for more technical episodes such as theory, disorders, and the therapy profession. However, it should be noted that other findings indicate that many of the listeners prefer non-technical topics such as movies and general banter.



(n = 89; 1 = never, 2 = less often, 3 = same frequency, 4 = more often, 5 = as often as possible)

Discovery vector. Table 1 presents the counts of qualitative responses by category that participants provided when asked “*How did you discover the podcast?*” The vast majority (84%) of the participants indicated they discovered the podcast by searching “psychology” or a related term within a podcast app (48%), Google (19%), or YouTube (17%). Although some found the podcast by searching for particular topics such as “Elliot Rodger,” “Kylo Ren,” “Trump,” “sex positive culture,” and “podcasts.” The rest of the participants (14%) indicated they discovered the podcast through word of mouth, mostly from a friend, but also from colleagues, classmates, instructors, and Reddit.

Encourage iTunes ratings and word of mouth. This will help new listeners find the podcast.

Table 1: How did you discover the podcast?		
Response Category	Count	Percentage
Podcast app and iTunes search (mostly “psychology”)	37	48%
Google search (mostly “psychology” and “therapy,” but also “Kylo Ren” and “Trump”)	15	19%
YouTube search (mostly “psychology” but also “Elliot Rodger,” “Kylo Ren,” “Trump,” and “sex positive”)	13	17%
Word of Mouth	6	8%
Word of Mouth: Antioch	3	4%
Word of Mouth: Instructor recommended	1	1%
Word of Mouth: Reddit mention	1	1%
KIRO	1	1%

Increase pledge. Table 2 presents the counts of qualitative responses by category that participants provided when asked “*What would motivate you to increase your monthly pledge?*”

Table 2: What would motivate you to increase your monthly pledge?		
Response Category	Count	Percentage
Better paying job / more income	23	37%
More in-depth episodes	8	13%
More therapy talk	5	8%
Nothing	5	8%
More episodes overall	4	6%
Fan interaction	4	6%
More premium episodes	2	3%
Pep talk / pledge drive	2	3%
Provide sources / transcript	2	3%
Provide CEUs	1	2%
Charity event	1	2%
Increase minimum pledge to \$2	1	2%
Reduce the charity percentage	1	2%
Reading fan names	1	2%
Swag	1	2%
This survey	1	2%

Cancel reasons. Table 3 presents the counts of qualitative responses by category that participants provided when asked “*If you were to cancel your patron subscription, why would you do that?*” Many indicated that they would never cancel (19%) or they would only cancel if they could no longer afford it (28%). Others indicated they would cancel if they were no longer interested in the podcast (28%) or if the podcast dropped in quality (12%) or depth (4%).

Table 3: Why would you cancel?		
Response Category	Count	Percentage
Less income	19	28%
No longer interested	19	28%
I'll never cancel	13	19%
Lower quality	8	12%
Less depth	3	4%
Less time to listen	3	4%
Too much profession talk	2	3%
Too preachy	1	1%
Less episodes	1	1%

Patron swag preference. Table 4 presents the counts of qualitative responses by category that participants provided when asked “*Any ideas for other patron benefits? (e.g., swag, events, etc.)*” Many participants (32%) indicated there was no need for extra patron benefits. The most popular suggestions included stickers, events, raffles, mugs, t-shirts, and merchandise sales.

Table 4: Any ideas for other patron benefits?		
Response Category	Count	Percentage
No need for extras	13	32%
Stickers	3	7%
Seattle event	3	7%
General swag	3	7%
Lottery / raffle of swag	3	7%
Mug	2	5%
T-Shirt	2	5%
Live events	2	5%
Merch sales on website	2	5%
Book club	1	2%
Tote bag	1	2%
Highlight individual patrons	1	2%
Read fan names	1	2%
Behind the scenes videos	1	2%
Lunch with Kirk	1	2%
Bread Knife Incident CD	1	2%
Show notes	1	2%

General feedback. As a final question, participants were asked to provide feedback they would like to share. Table 5 presents the counts of qualitative responses by category. That majority of participants (72%) wrote some form of general praise such as “I love the podcast” or “I love everything the way it is and wouldn't change a thing” or “PIS is wonderful, funny, and informative.” There were also several positive comments regarding Kirk, Humberto, Rebecca, and Paulette. Some participants (19%) reiterated their request for more solo, in-depth episodes. Some indicated they appreciated the clinical episodes while others did not. Some wrote that they appreciated the chit chat and banter while other did not like it. There were also a few participants who wrote about technical problems with gaining access to the premium feed.

Table 5: Final Feedback		
Response Category	Count	Percentage
Love the show / general praise	41	72%
Love/like Kirk	11	19%
More solo / in-depth eps	11	19%
Love/like Humberto	6	11%
Love/like humor	6	11%
Love/like Rebecca	4	7%
Love/like co-hosts	4	7%
Love/like Paulette	3	5%
Helpful for therapists	3	5%
Like movie / pop culture eps	2	4%
Like Kirk's voice	2	4%
More experts / guests	2	4%
Like professional eps	2	4%
Less clinical talk	2	4%
Compliment regarding ads	2	4%
Complaint regarding ads	2	4%
Tech problems	2	4%
Less chit chat	2	4%
Like chit chat	1	2%
Love/like Lita	1	2%
Love/like Odawni	1	2%
Don't like Tough or Bluff	1	2%
Don't like swearing	1	2%
Like topic diversity	1	2%
Like balanced perspective	1	2%
Helped personal life	1	2%
Like survey	1	2%
Some eps need more prep	1	2%

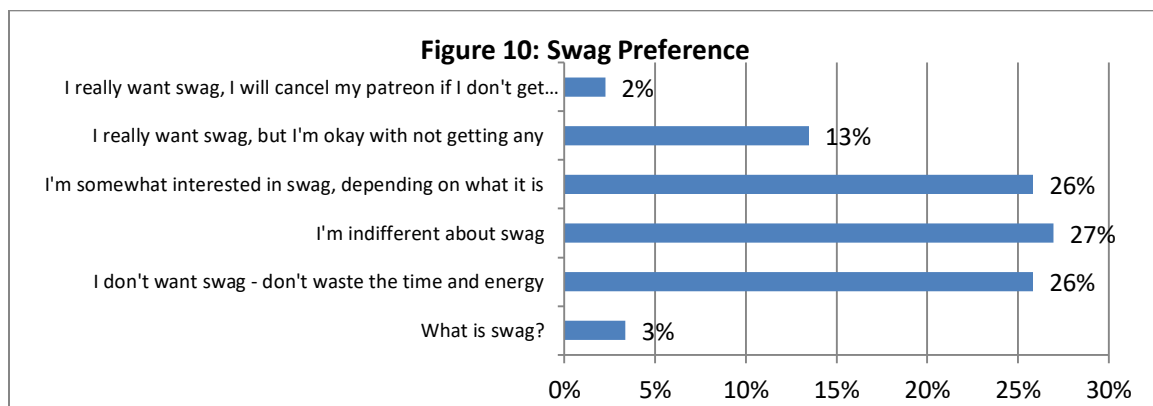
Follow-Up Survey

Upon analyzing and reviewing the findings of the first PIS survey, a follow-up survey was administered to its paying patron listeners in November 2016 (n = 350) for the purpose of refining and elaborating the data regarding the preferences and profiles of the listeners. Eighty-nine listeners (n = 89) filled out the anonymous survey for a response rate of 25%.

In-the-field vs. not-in-the-field. Regarding all findings in the follow-up survey, in general, there were not significant differences between those working in the field and those not working in the field, aside from one notable small difference: listeners in the field were somewhat more like to indicate that they listen to each episode the day it is posted.

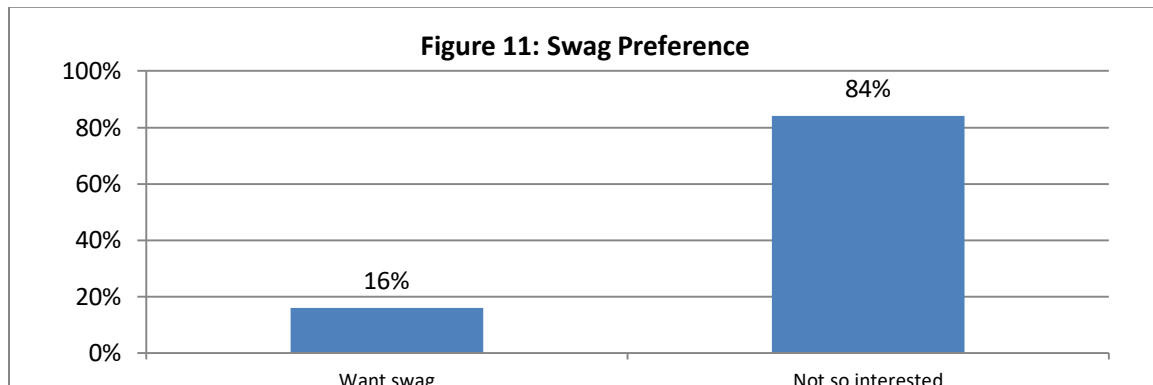
Findings

Swag. As shown in Figure 10, when asked about their preference for swag, very few (2%) participants indicated that they would cancel their patreon if they did not get swag. A total of 53% indicated they did not want swag and another 26% said they were somewhat interested, depending on what it was.



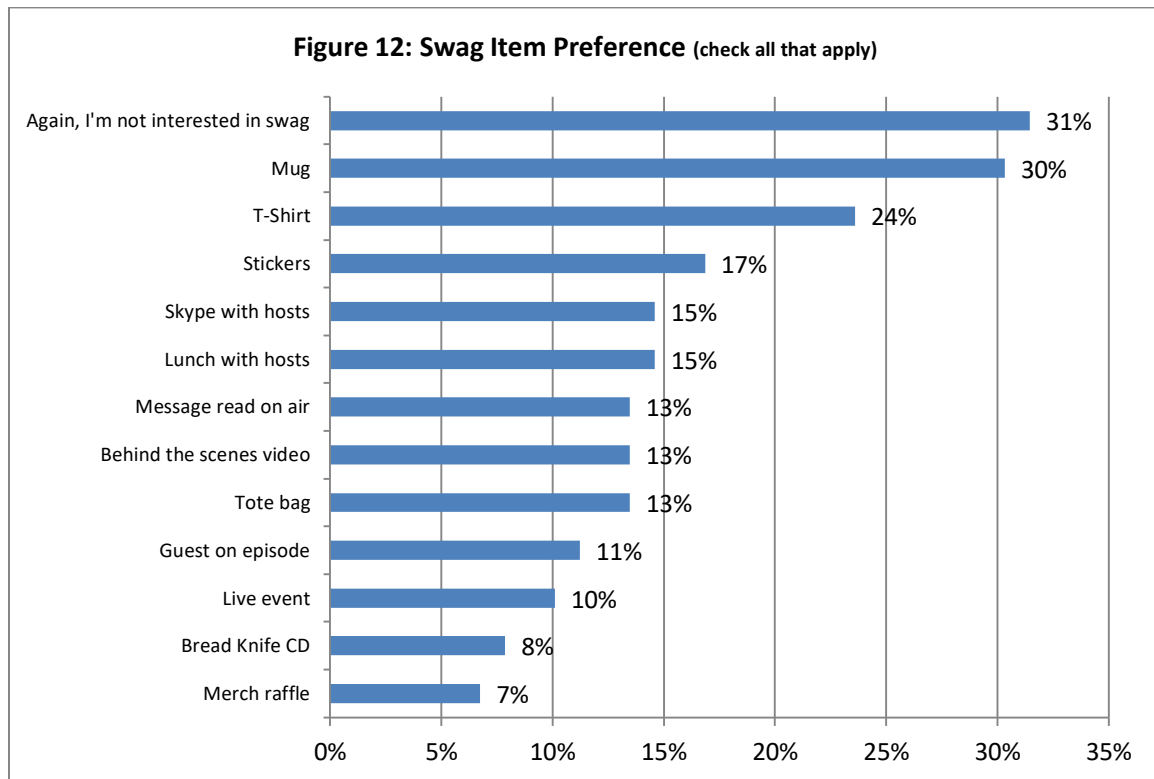
(n = 89)

As seen in Figure 11, among those who knew what "swag" was, a total of 16% indicated that they "really want swag," while 84% were less enthusiastic about receiving swag.



(n = 87; 2 respondents did not know what swag was)

As shown in Figure 12, when asked regarding their swag item preference, the top three preferred items were mugs, t-shirts, and stickers.



(n = 89)

It appears the majority of patrons do not expect swag and they don't want PIS to waste the time or energy. Therefore, PIS will continue to not emphasize swag for the patrons. However, a minority of listeners indicated they would like a mug, t-shirt, and/or sticker.

Mugs for \$20 patrons. Given the cost of the items, the relative lack of demand, and the time and cost of shipping, it seems reasonable that PIS would only send expensive swag to patrons who give \$20/month or more. Therefore, PIS will continue to send \$20 patrons a PIS mug.

No T-Shirts. Participants indicated they preferred t-shirts. However, t-shirts are perhaps the most problematic swag item since it is difficult to design a shirt, PIS would have to gather information regarding sizes, and shipping is likely to be complicated. Therefore, PIS will not offer t-shirts.

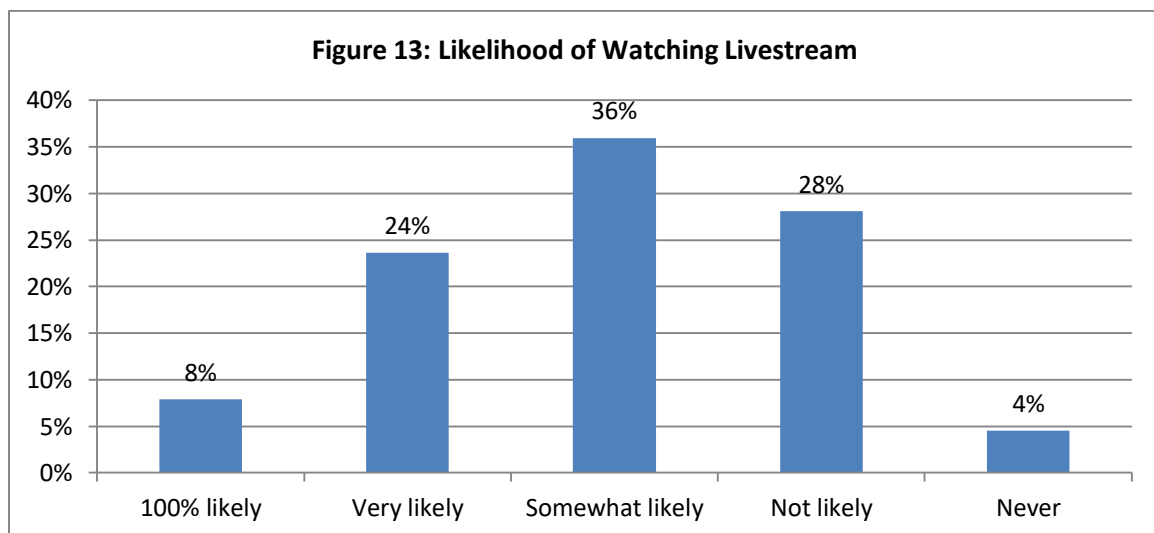
Weekly sticker raffle. The 3rd-most preferred swag item was stickers which are much less expensive and easy to design and ship. Perhaps whenever Humberto is a co-host, the hosts could pick some random patrons and send them stickers. This would also be an opportunity to publically honor particular patrons.

No Skype. Skype events are much more of a hassle than they are worth. Plus, only a minority of patrons indicated a preference for it.

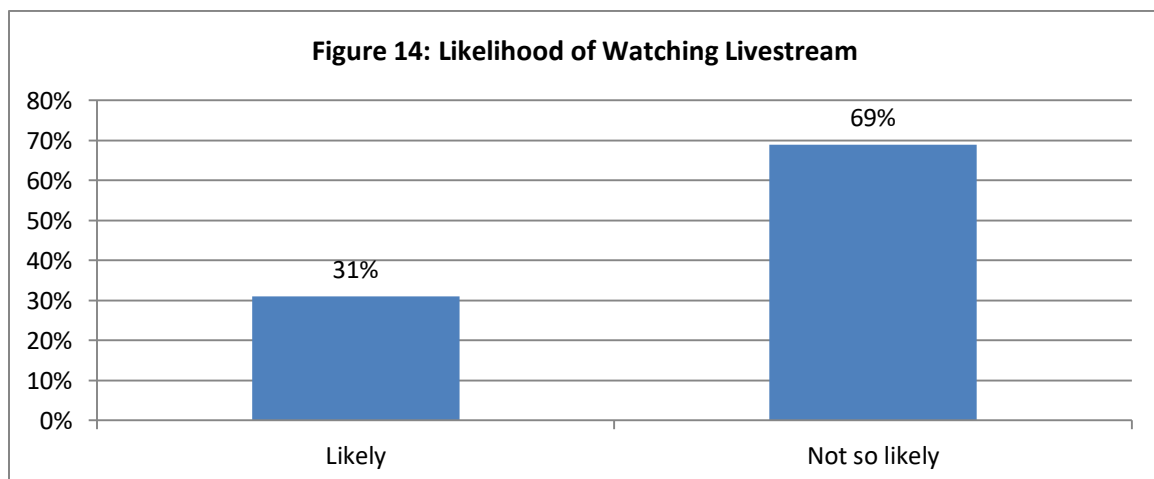
Livestream. As seen in Figures 13 and 14, when asked regarding their likelihood of watching a livestream event, 31% of the participants indicated they were “100% likely” or “very likely.” It could be speculated that the patrons who did not participate in this survey are even less likely to watch a livestream. Therefore, as a conservative estimate, about 10-20 patrons would attend a livestream if it were for patrons only. If it were opened up to all listeners, the attendance would like be more, although it would be difficult to estimate the number – perhaps 10-30.

It should be noted that there are several problems with livestream events. It would probably be necessary to stream at a set time each week or month, e.g., the first Thursday of each month at 5 pm. This might be difficult given the schedules of the hosts. Also, PIS has never been proficient at live presentations. Also, people primarily listen to PIS on their phones – it is not a show that listeners expect to see live.

Experiment with livestream. Since a small group of patrons indicated they would tune in, perhaps PIS can consider livestreams in the future. PIS could experiment with a few livestreams to see what it is like and to gauge response.



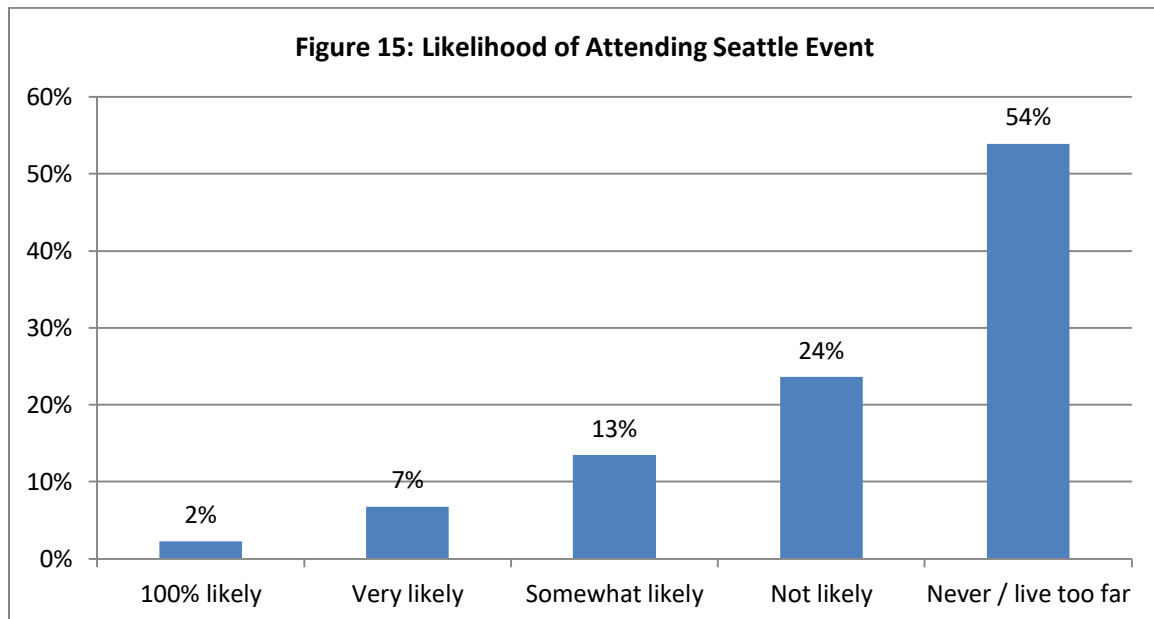
(n = 89)



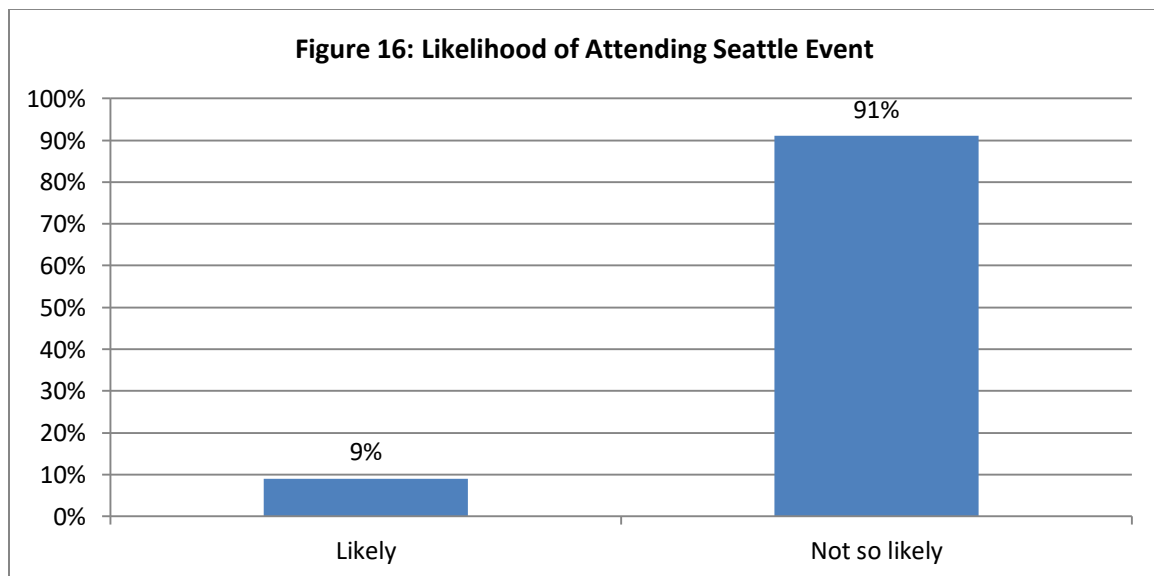
(n = 89)

Seattle event. When asked regarding their likelihood of attending a live Seattle event, 9% of the participants indicated they were “100% likely” or “very likely.” Most participants indicated they do not live in Seattle and therefore cannot attend a local event. Live events are not likely to be useful as an episode, so the events would purely be a benefit for a few local patrons. Also, non-local patrons might be upset about being left out. Also, attendance is likely to be low due to schedule conflicts and other barriers. It might be easier to just schedule a lunch or coffee meet-up. Figures 15 and 16 display these data.

No live events. For now, since demand is low and complications are high, live events will not be planned or pursued.

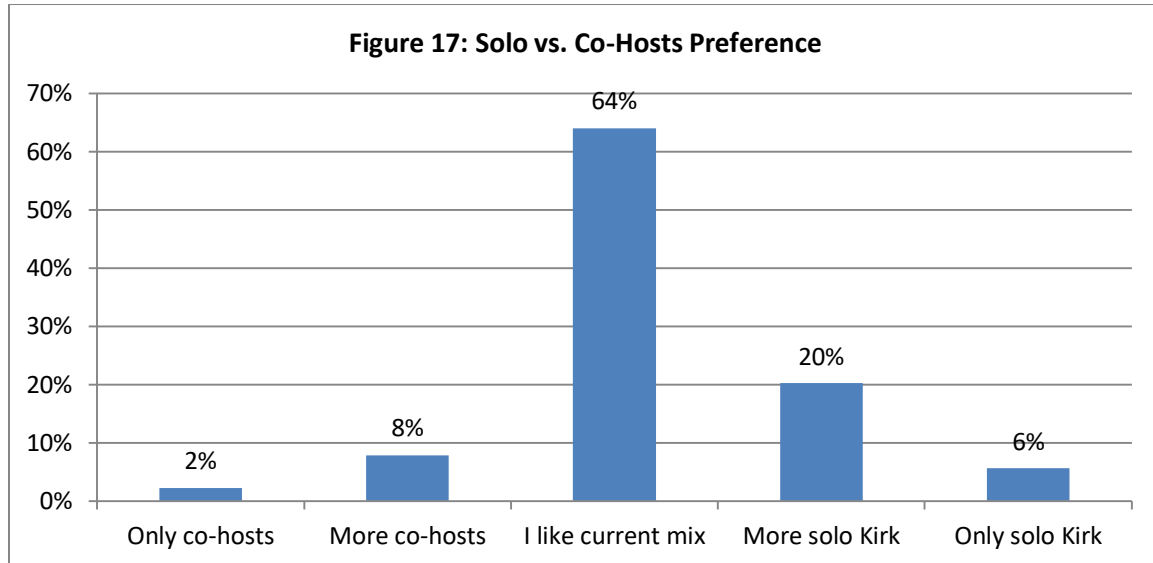


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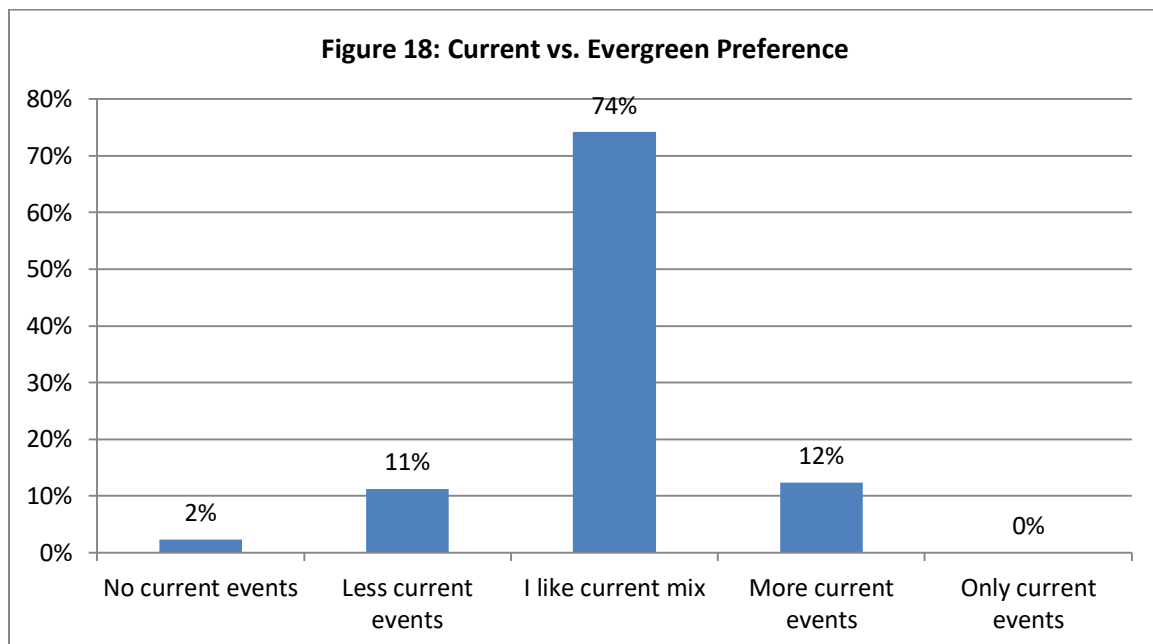
(n = 89)

Episode mix. Figures 17 and 18 present the data regarding episode mix preference. The majority of participants indicated they like the current mix of episodes. However, there was a slight overall preference for more solo Kirk episodes which is consistent with other data indicating a preference for the “deep dive” episodes.



(n = 89)

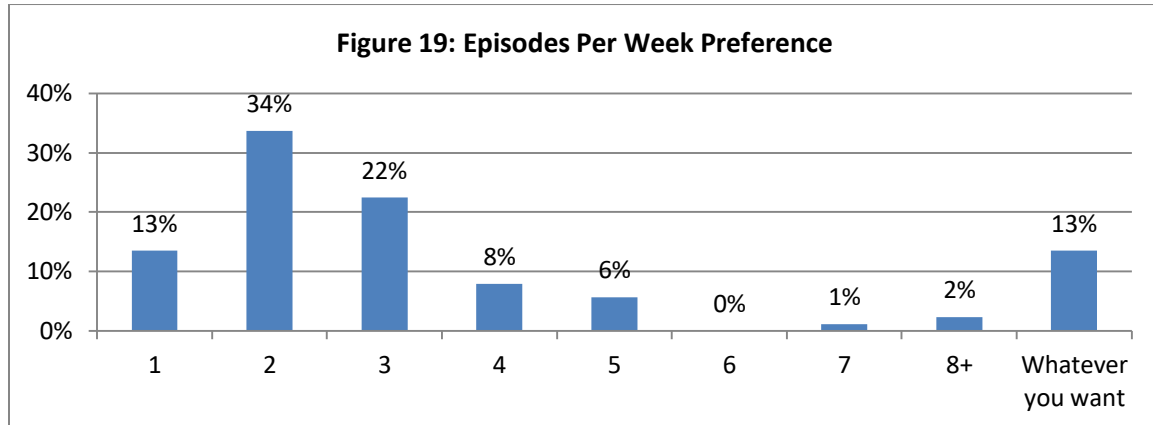
As seen in Figure 18, there is a clear preference for the current mix between current events and “evergreen” episodes.



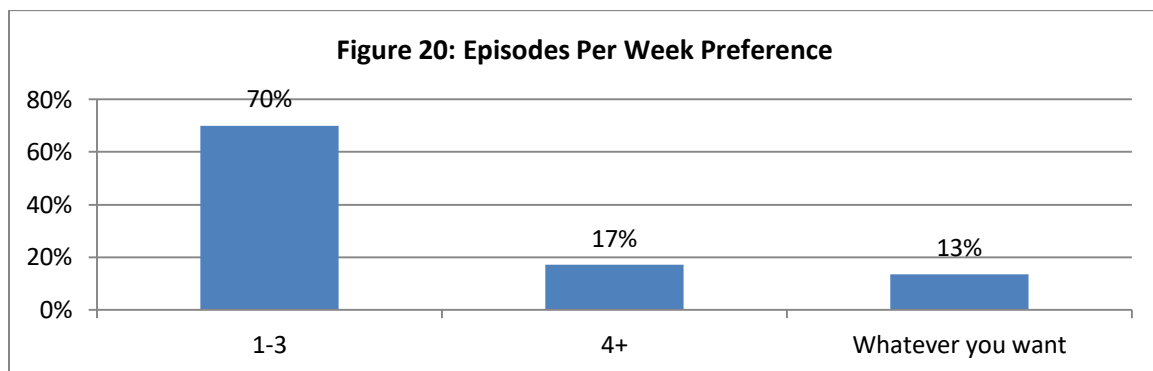
(n = 89)

Stay the course regarding mix. These findings clearly indicate that current decision-making processes for episode content should be continued.

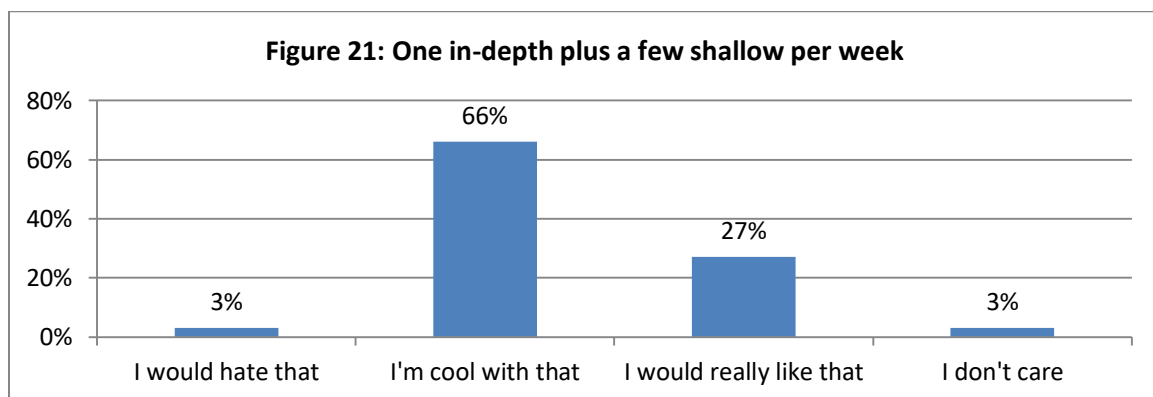
Episodes per week. As shown in Figures 19-21, when asked to provide their preference for the amount of episodes per week, the participants provided a wide range of responses, from 1 to more than 8. However, the bulk of the participants (70%) indicated a preference for 1, 2, or 3 episodes per week.



(n = 89)



(n = 89)

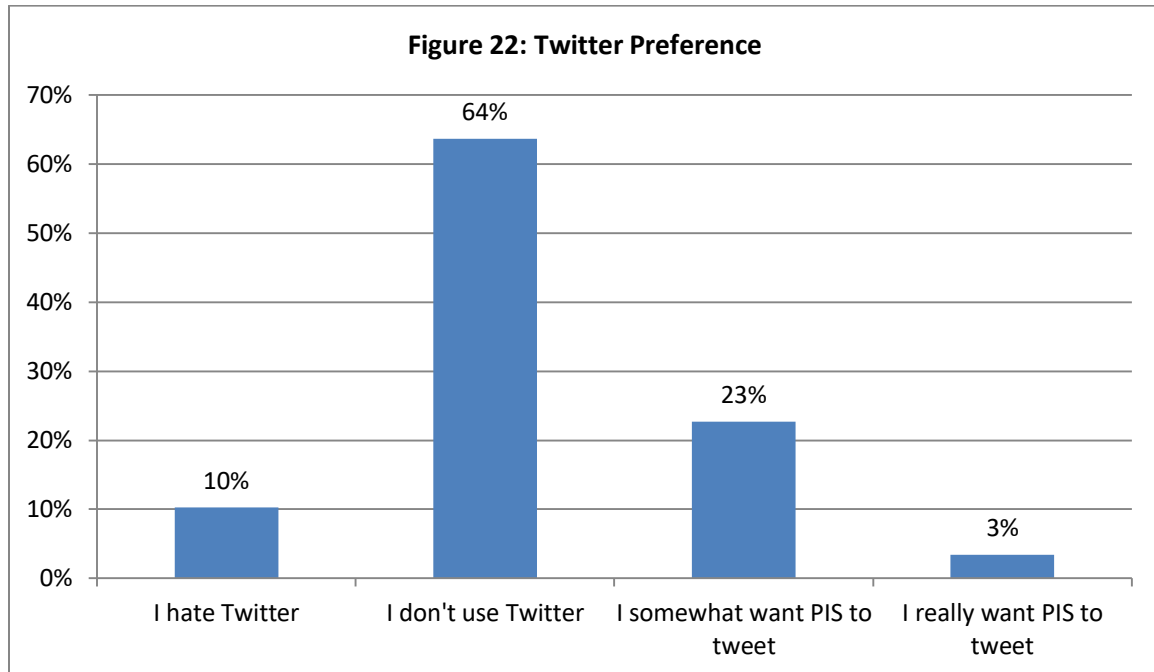


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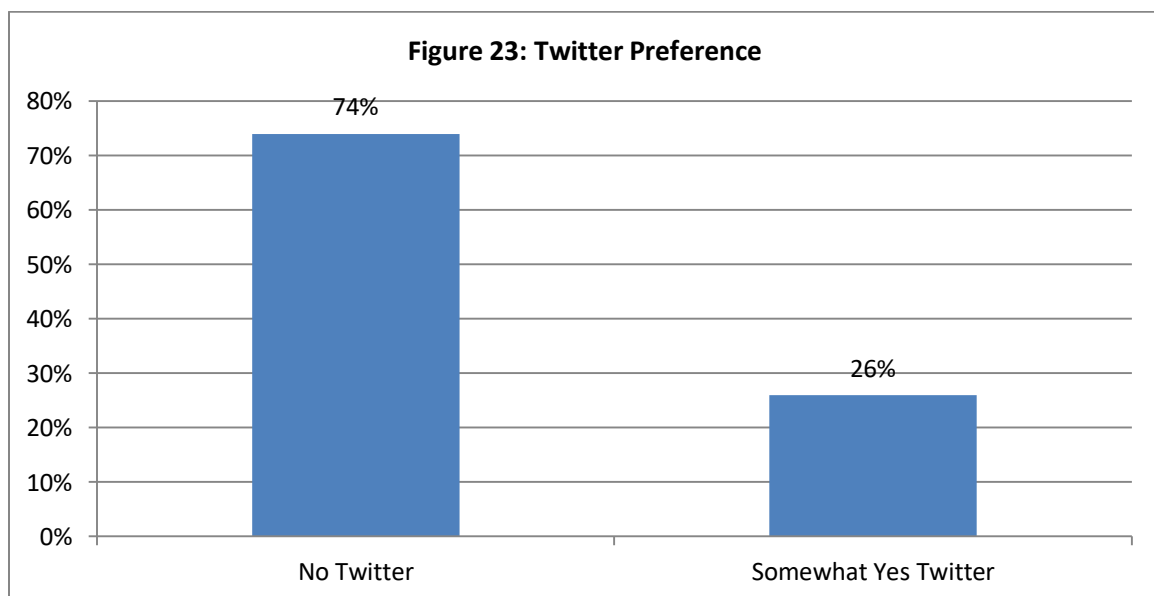
One deep and a few shallow. Since a very small minority (3%) indicated dislike for the proposed mix between in-depth and “shallow” episodes, the current decision-making processes for episode content should be continued. Each week should have at least one in-depth episode along with a small number of shallow episodes.

Twitter. A very small minority of participants (3%) indicated they wanted PIS to use Twitter while the majority (74%) indicated they don't use it or they "hate" it. Plus, I have tried to use Twitter for PIS on two occasions and I found it to be mostly useless and difficult to navigate. Also, users are free to tweet links of the podcast if they like, regardless of PIS using Twitter. Furthermore, it is much easier to manage just one social media page – the Facebook page. Figures 22 and 23 display the distribution of the responses.

No Twitter. Due to a noticeable lack of interest, and the annoyance of tweeting, PIS will continue to not use Twitter.



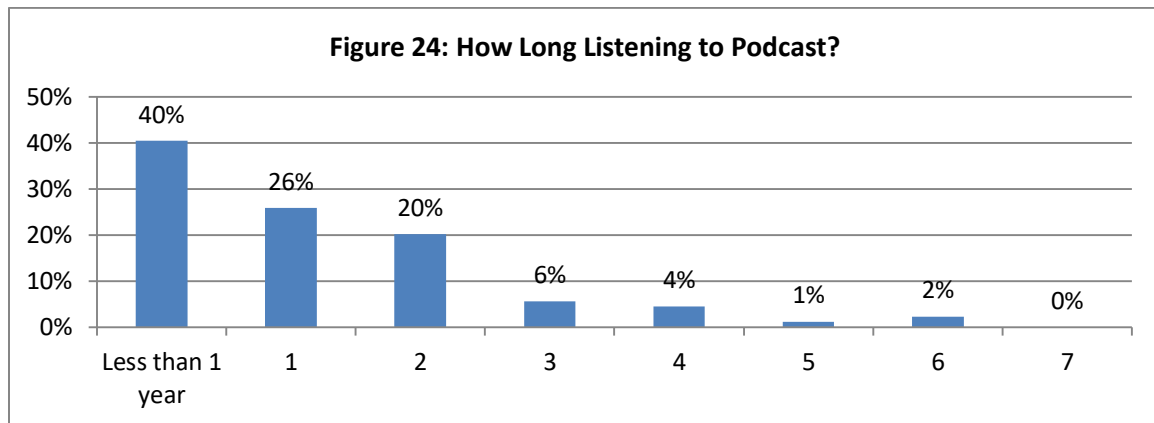
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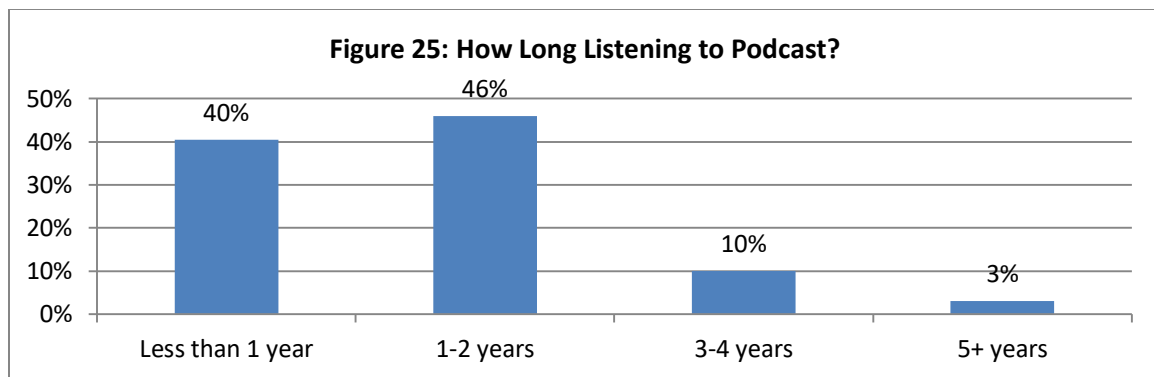
(n = 89)

Length of listenership. As seen in Figures 24-26, most patrons discovered the podcast recently. The vast majority of patrons (86%) started listening to the podcast within the past 2 years. Almost half (40%) started listening within the last 12 months. This is commensurate with other data indicating a sharp rise in listenership over the past 2-4 years and with data showing a growing interest in podcasts in general.

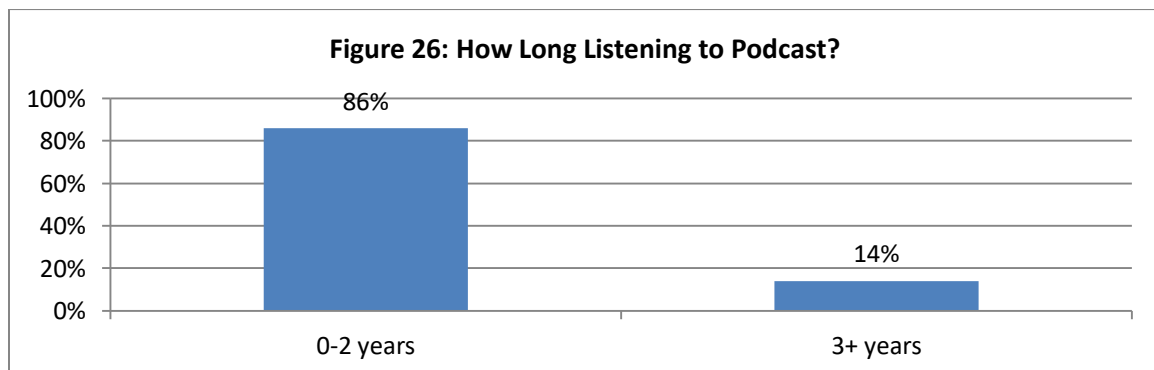
It could be speculated that these data indicate that upon initially discovering the podcast, listeners become quickly dedicated and therefore are more likely to become patrons. Then, over time, listeners lose interest and are therefore less like to become paying patrons. Future data should be able to address this question.



(n = 89)

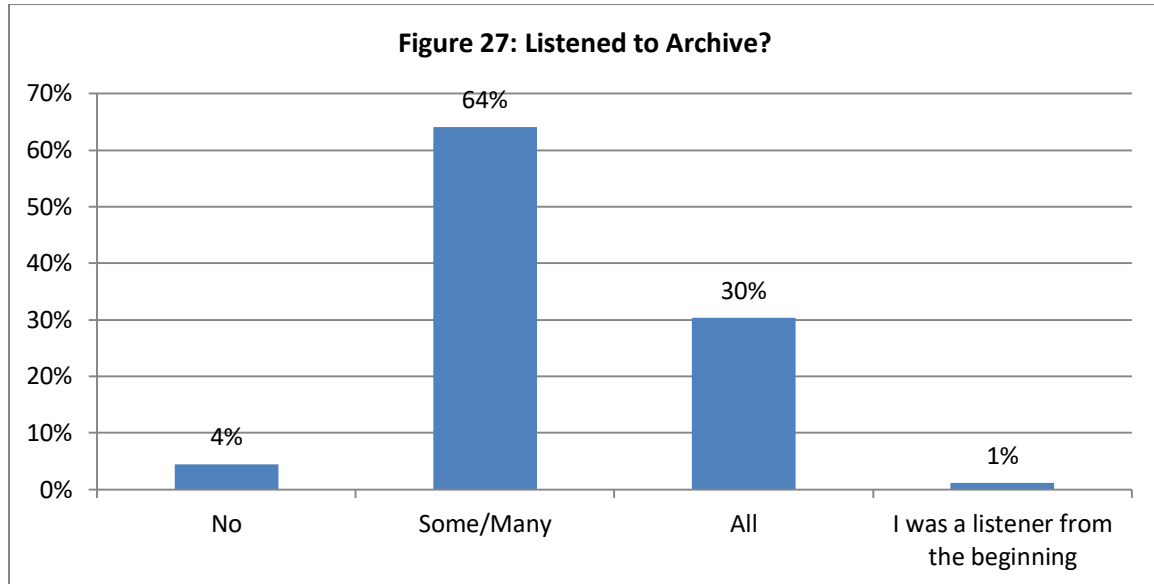


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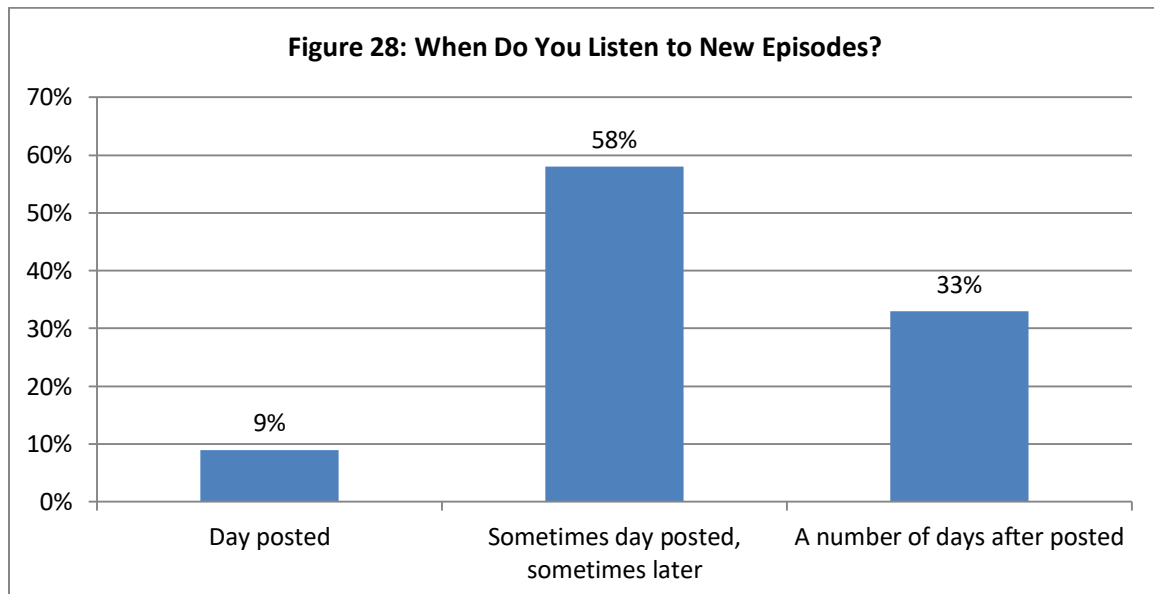
(n = 89)

Archive. As shown in Figure 27, the vast majority of participants (94%) indicated they have gone back and listened to part or all of the archived episodes. This indicates a high level of interest and dedication to the podcast once discovered by the patrons. Only one participant indicated being a listener from the beginning.



(n = 89)

New episodes. Most of the participants (67%) indicated they either always or sometimes listen to new episodes the day they are posted, while 33% indicated they never listen the day the episode is posted to the feed. From these data, it could be roughly estimated that about half of the patrons (and perhaps all listeners) listen to new episodes on the day it is posted. Therefore, when discussing current events, this should be considered. Figure 28 shows the response distribution.



(n = 89)

Reasons for skipping. Participants were asked the following open-ended question: “If you skip some episodes, why do you skip them?” As seen in Table 6, although many indicated they do not skip any episodes, the main identified reason for skipping could be generally described as not being interested in the topic, which stands to reason.

Some indicated they skip episodes focused on the therapy profession while others indicated they skip episodes *not* focused on the therapy profession. A number of participants wrote that they skip episodes about movies and TV shows they haven’t seen yet because they don’t want to hear the spoilers, and they might come back to the episodes after watching. Consistent with other data, a small, but significant, minority do not like the episodes about Star Wars. Others indicated they do not have time to listen to all the episodes and therefore skip some.

However, it should be noted that the survey failed to assess the frequency of skipped episodes, so it is difficult to determine the degree of skipping. Are most patrons skipping some? Are some skipping many? These questions were not asked.

Table 6: Skip Reasons		
Response Category	Count	Percentage
I'm not interested in the topic	35	39%
No response	15	17%
I don't skip	11	12%
Advice for therapists	9	10%
TV/movie I didn't watch	7	8%
Star Wars	5	6%
Pop culture	5	6%
Not enough time to listen to all	4	4%
Not related to therapy	4	4%
Silly talk	3	3%
Co-hosts	2	2%
Sports	1	1%
Current events	1	1%
Advice for parents	1	1%
Topic makes me uneasy	1	1%

Title episodes well. It is reasonable that some patrons would skip some episodes. In fact, skipping is probably a good practice since having to endure uninteresting episodes is likely to erode overall enjoyment of the podcast. Therefore, it is important that each episode be titled and described well so as to quickly and accurately inform the patron regarding its content.

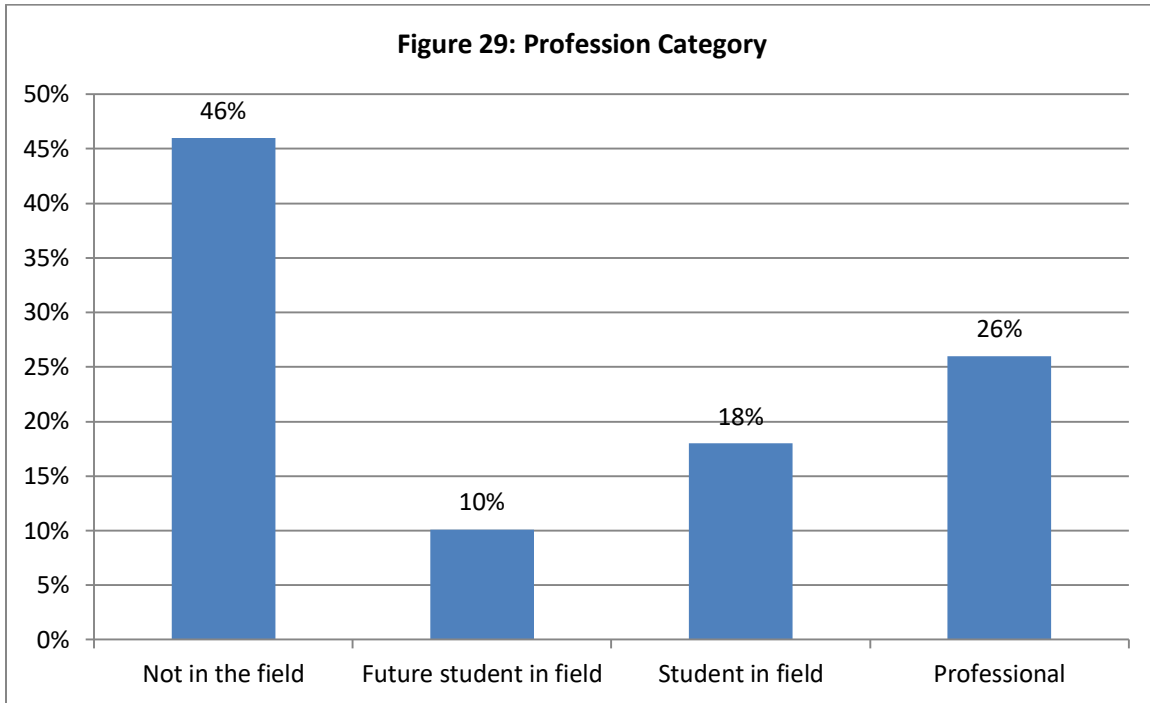
Stay the course. There was no clear indication of any particular sort of episode that the patrons routinely skip. For example, a few participants indicated that skip episodes about pop culture, while others skip technical episodes. The varied responses indicate a wide range of preferences. Therefore, it can be concluded that the current model of decision-making regarding the topics is successful in providing the patrons enough valuable content.

Demographic Findings

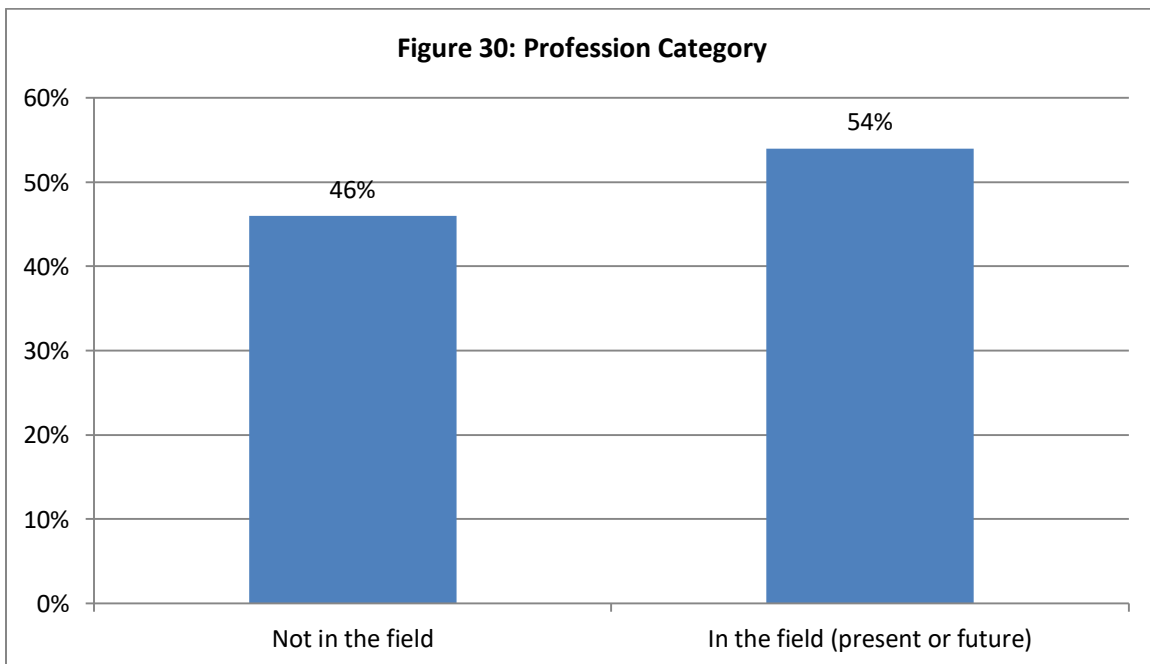
Participants were asked if they were in the profession and to provide their specific license or discipline. Table 7 displays the specific responses. As can be seen, the patrons represent a wide array of professions and disciplines.

Table 7: Psychotherapy/Psychology Profession		
Response	Count	Percentage
Not a professional	39	46%
Bachelor's student	7	8%
Psychologist	6	7%
Doctorate in psychology student	4	4%
LPC	3	3%
MFT student	3	3%
MHC student	3	3%
Future psych student	2	2%
LMFT	2	2%
LPC student	2	2%
Music therapist	2	2%
Researcher	2	2%
SW	2	2%
Art therapist	1	1%
LMFT/Psychiatrist	1	1%
LMFTA	1	1%
LMHCA	1	1%
LPCA	1	1%
MFT/AT student	1	1%
MHC/AT student	1	1%
Music therapy student	1	1%
Special education teacher aide	1	1%
Spouse of a psychotherapist	1	1%
Student Mentor	1	1%
SW student	1	1%
CDP	0	0%
CDPT	0	0%
LMHC	0	0%
LPCA	0	0%
MD - non-psych	0	0%
MD student	0	0%
Nursing student	0	0%
Pastoral counselor	0	0%
Pastoral student	0	0%
Psych nurse	0	0%

When each response is categorized, almost half (46%) indicated they are not in the field. Twenty-seven percent (27%) indicated they are currently professionals in psychology, psychotherapy, or some other related field. Most of these professionals appear to be counselors and therapists which stands to reason given the content of the technical episodes. Eighteen percent (18%) indicated they are current students in the field and 10% plan on entering a training program in the future. Figures 29 and 30 below show the percentages by category.

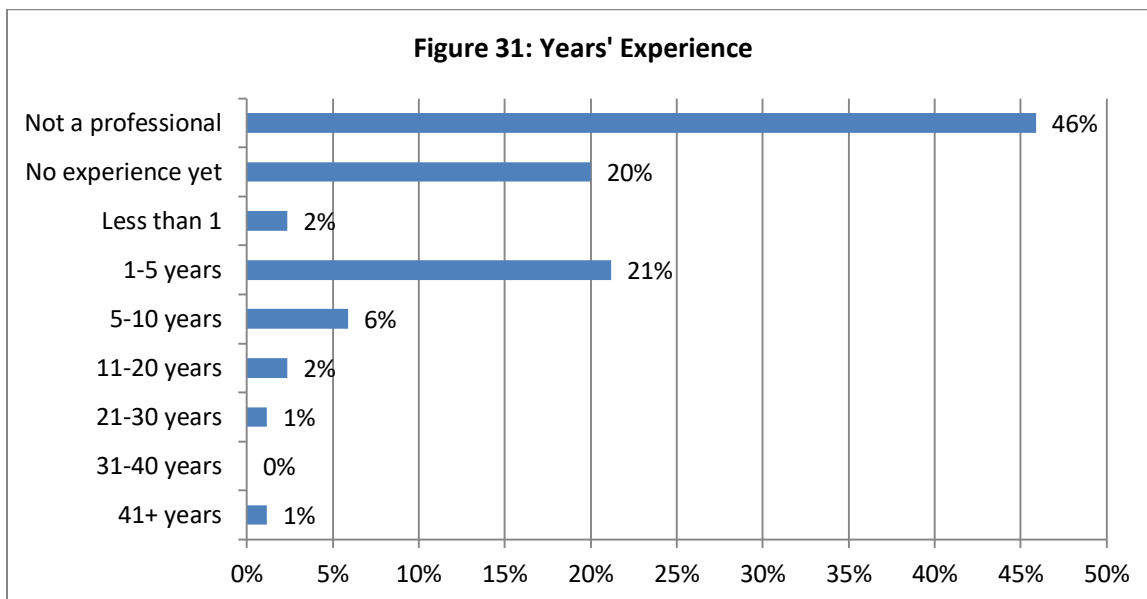


(n = 85; 4 respondents did not answer this question)

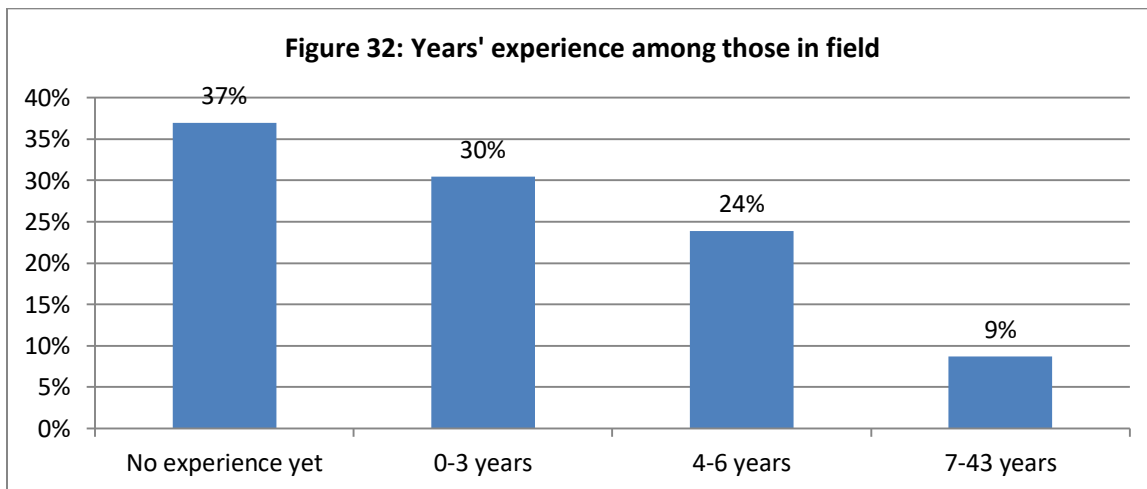


(n = 85; 4 respondents did not answer this question)

As seen in Figures 31 and 32, among those in field and those who plan on entering, when asked to provide their experience level, the majority (67%) indicated 3 or less years of experience. Very few participants (4%) indicated more than 10 years of experience.



(n = 85; 4 respondents did not answer this question)



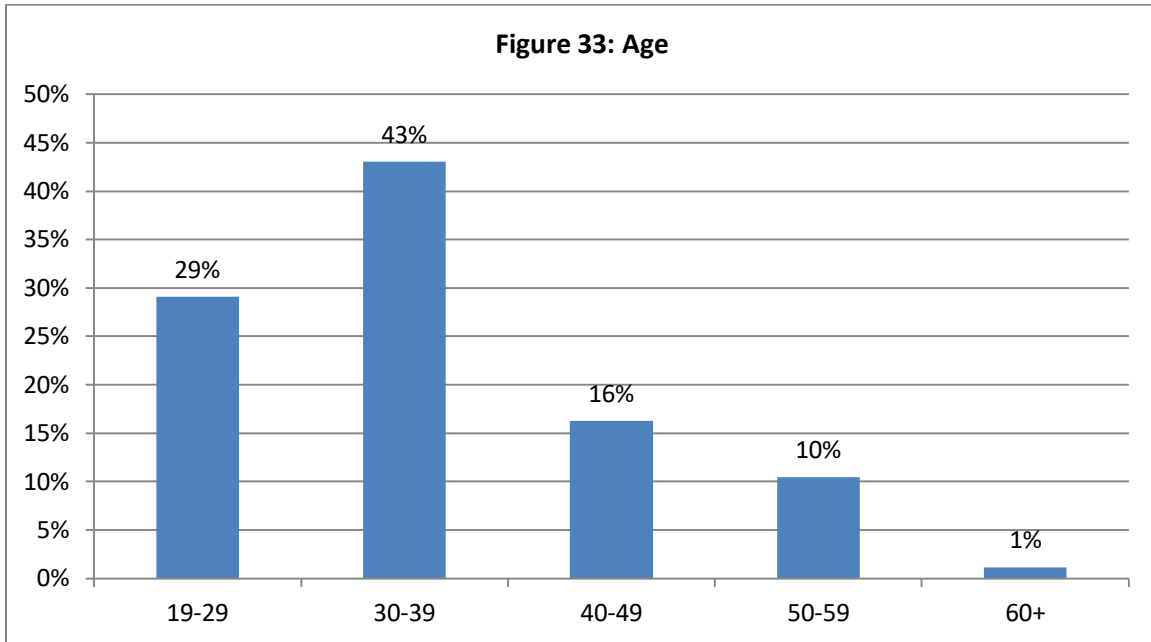
(n = 46; 39 respondents indicated not in field, and 4 respondents did not answer this question)

Four audiences. From these data, the following four audiences seem to be revealed: 1) non-professionals (46%), 2) aspiring professionals (10%), 3) novice professionals (24%), and 4) experienced professionals (10%).

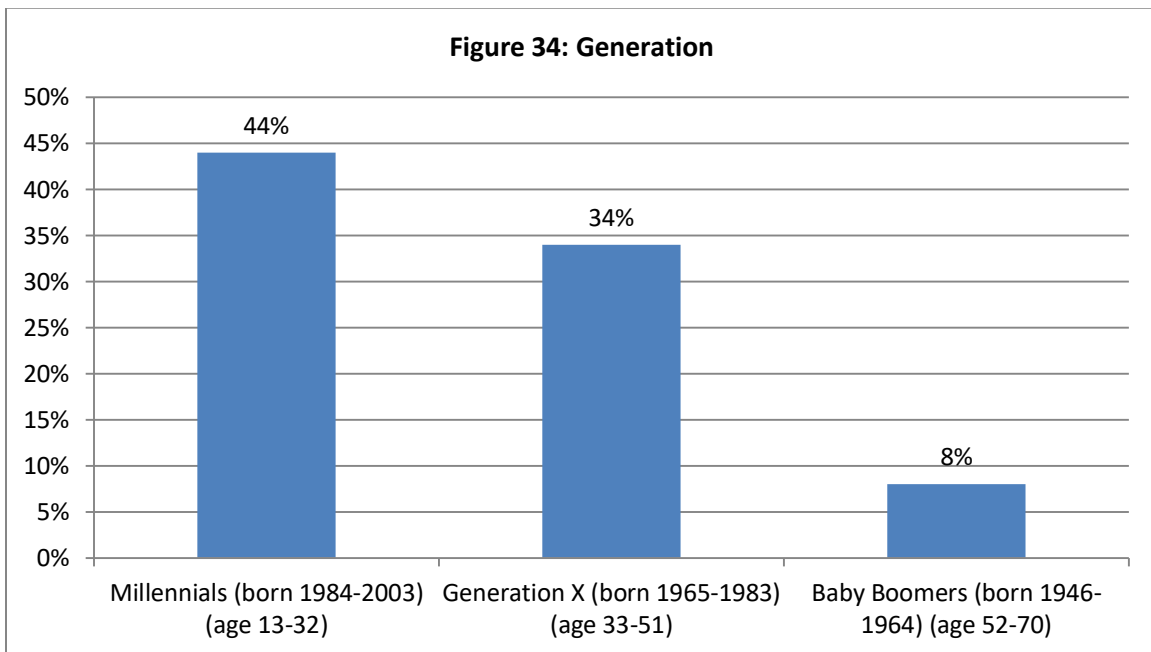
These four groups present a challenge. The non-professionals seem to be listening for fun and “edutainment.” The aspiring professionals likely have limited knowledge of the field and are probably interested in topics such as “how to choose a graduate program.” Novice professionals are likely interested in introductory concepts and experienced professionals are likely looking for discussions regarding advanced topics. Therefore, when designing future podcasts, these four audiences should be considered regarding content and tone.

Age. When asked, participants provided a range of ages from 19 to 66. According to the prevailing delineations between “generations,” 44% of the patrons are Millennials, 34% are Gen Xers, and only 8% are Baby Boomers. Figures 33 and 34 show the distribution of age.

Most patrons are younger than 40. These data are commensurate with overall data indicating that younger people tend to listen to more podcasts than older people.



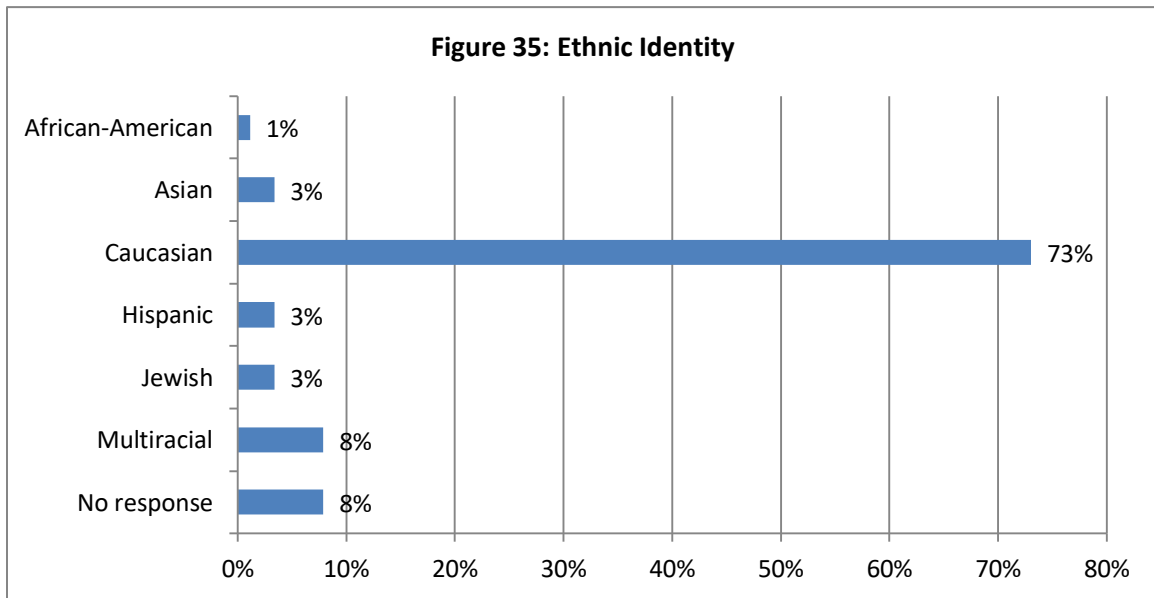
(n = 86; 3 respondents did not answer this question)



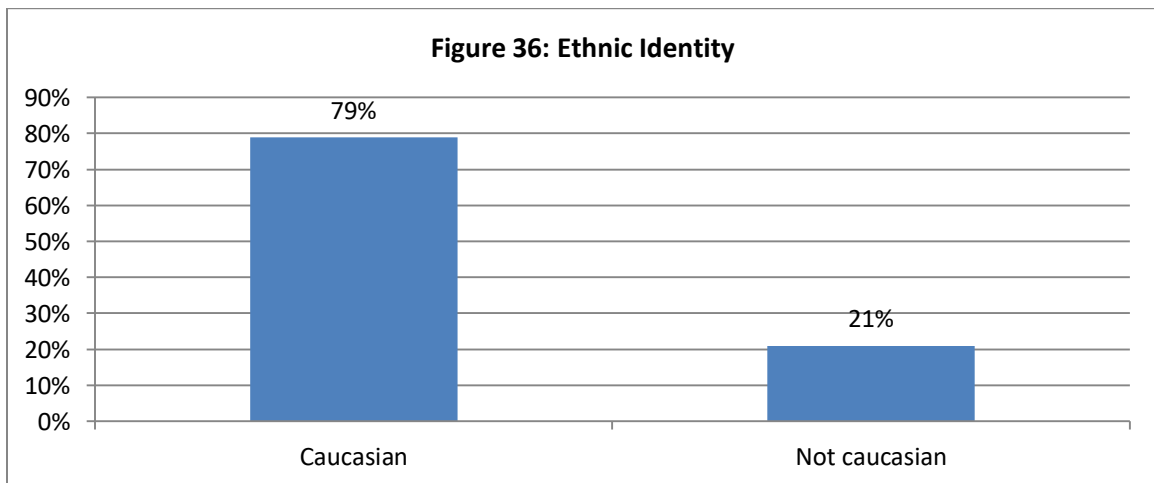
(n = 86; 3 respondents did not answer this question)

Ethnicity. As seen in Figure 36, among those who responded to the question, it appears the vast majority of the patrons (79%) identify as Caucasian or White. This is consistent with the demographics of those in the field in that about 80% of professionals, across all disciplines, identify as White. However, it should be noted that the “Caucasian” label was applied to several participant identifications including Euro-American, White, Swedish, and so on. Therefore, the “Caucasian” category should not be considered a homogenous group. In fact, all the groups should be taken with a grain of salt. For example, the “Hispanic” group includes both Mexicans and Colombians, and the “Multiracial” group includes a wide variety of identified ethnic mixes. Also, the survey did not ask for nationality which further obscures the findings, although some did indicate they did not live in the US.

Many listeners are White Americans. It can be tentatively concluded that many, if not most, of the listeners are White Americans. However, there are a sizeable number of non-Whites and non-Americans among the patrons.



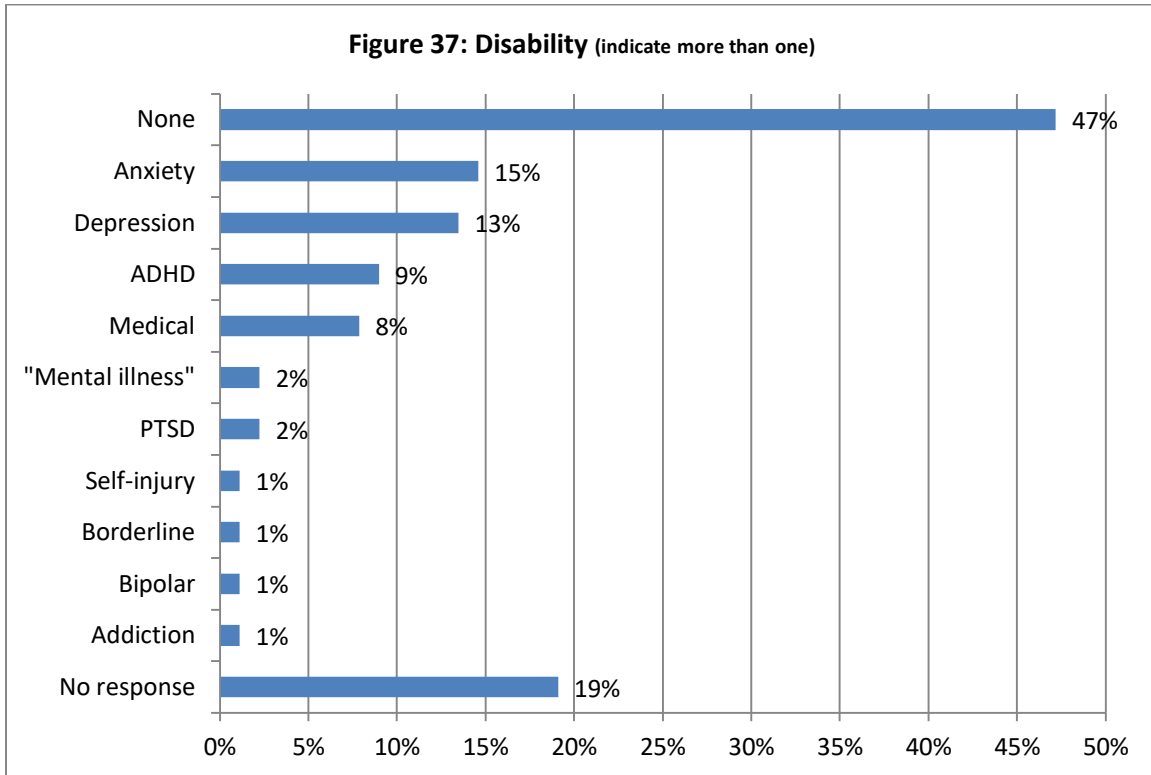
(n = 89)



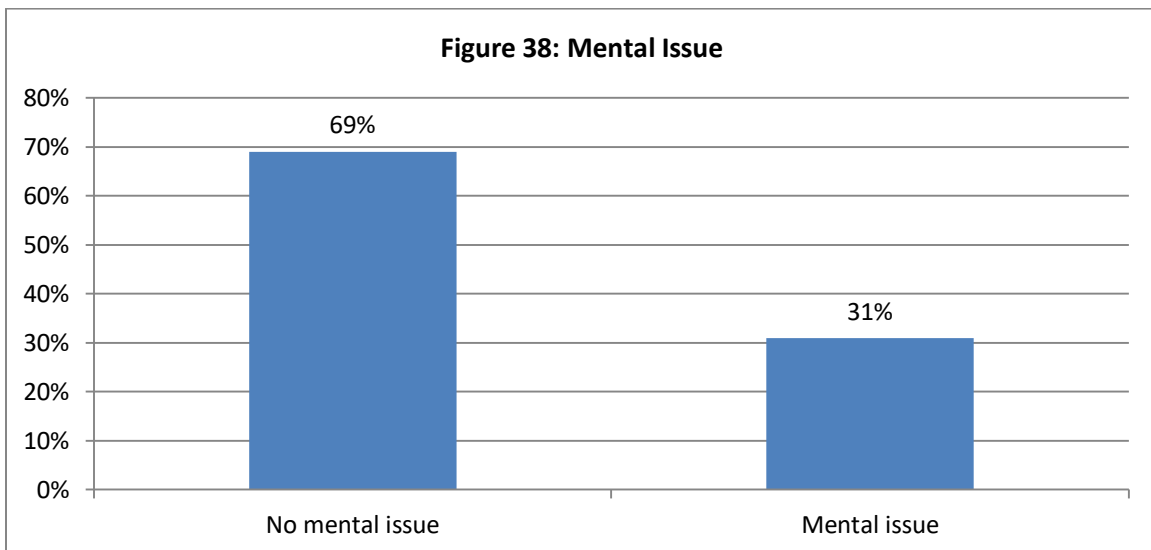
(n = 82; 7 respondents did not answer this question)

Disability. As shown in Figure 38, 31% of the participants indicated having some sort of mental issue (e.g., anxiety, depression, ADHD), and 69% indicated no disability. Several participants indicated more than one disability.

A third of patrons suffer from a mental illness. Based on these data, it appears that about a third of the listeners are currently suffering from a mental illness such as anxiety, depression, ADHD, or PTSD.



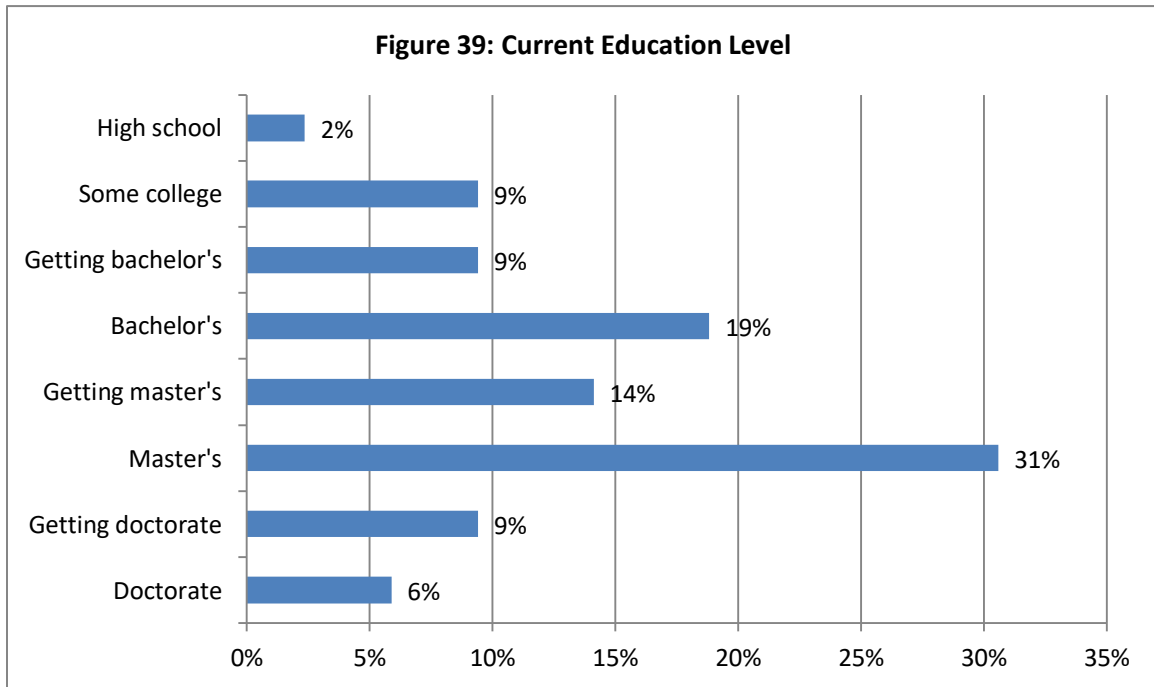
(n = 89; some participants indicated more than one)



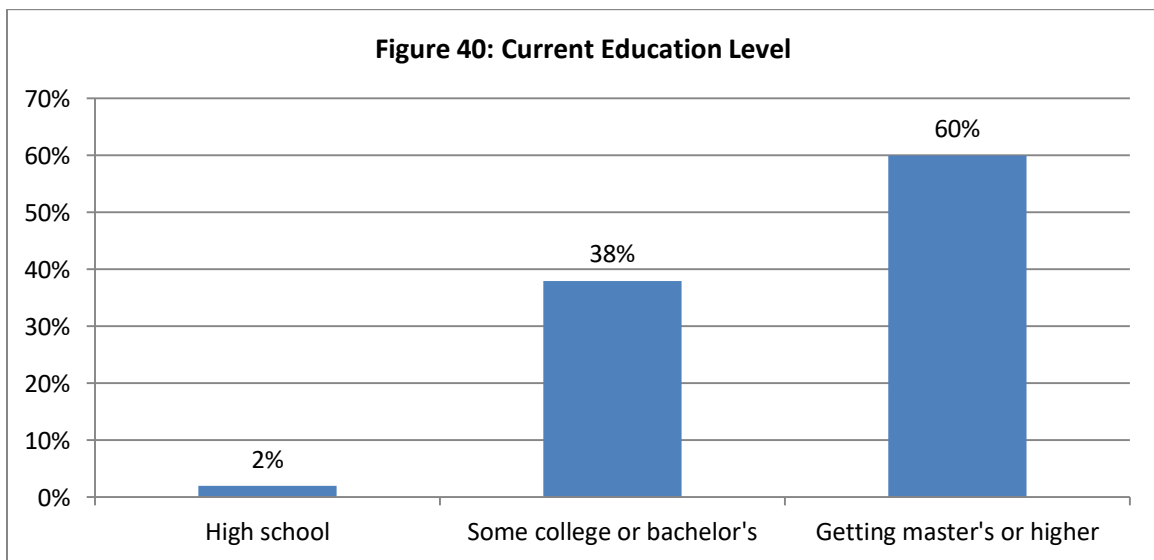
(n = 89)

Education level. As shown in Figures 39 and 40 below, nearly all (98%) of the participants indicated they have at least some college education. Eighteen percent (18%) have taken some college so far, and 19% have their bachelor’s degree. Regarding postgraduate students, 14% are currently in a master’s program and 9% are getting their doctorate. Also, 31% have a master’s and 6% have a doctorate. Put another way, 32% are currently students, and most of those (about two-thirds) are students in the field.

The patrons are highly educated. It is clear from the findings that the patrons comprise of a relatively high-educated group of people, and many of their degrees are in the field, but not all.



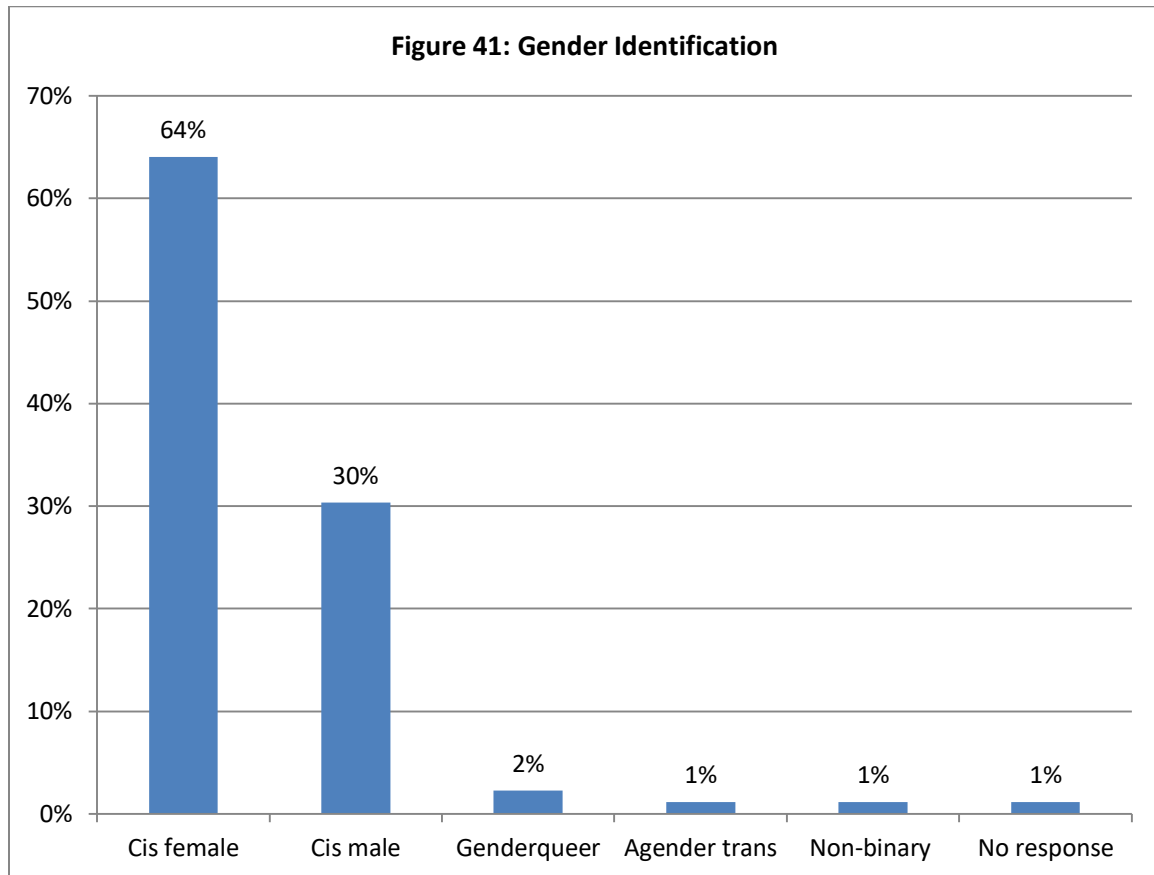
(n = 85; 4 respondents did not answer this question)



(n = 85; 4 respondents did not answer this question)

Gender. When asked an open-ended question regarding their gender identification, the majority of participants (64%) indicated they were “cisgender female” or “female.” Thirty percent (30%) indicated “cisgender male” or “male,” and the rest (6%) wrote “genderqueer,” “agender trans,” and “non-binary.” These figures are consistent with the current demographics among those in the field in that most identify as cisgender women. Figure 41 shows the distribution of identifications.

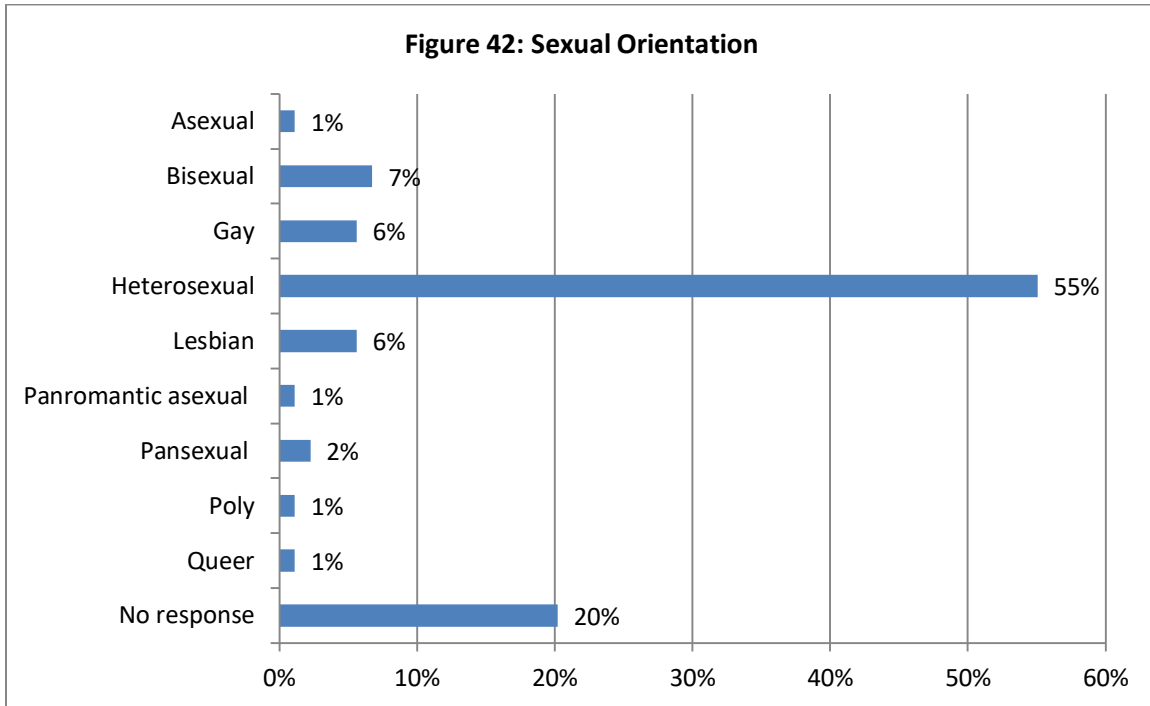
Most patrons are cisgender women. Most of the patrons appear to be cisgender women.



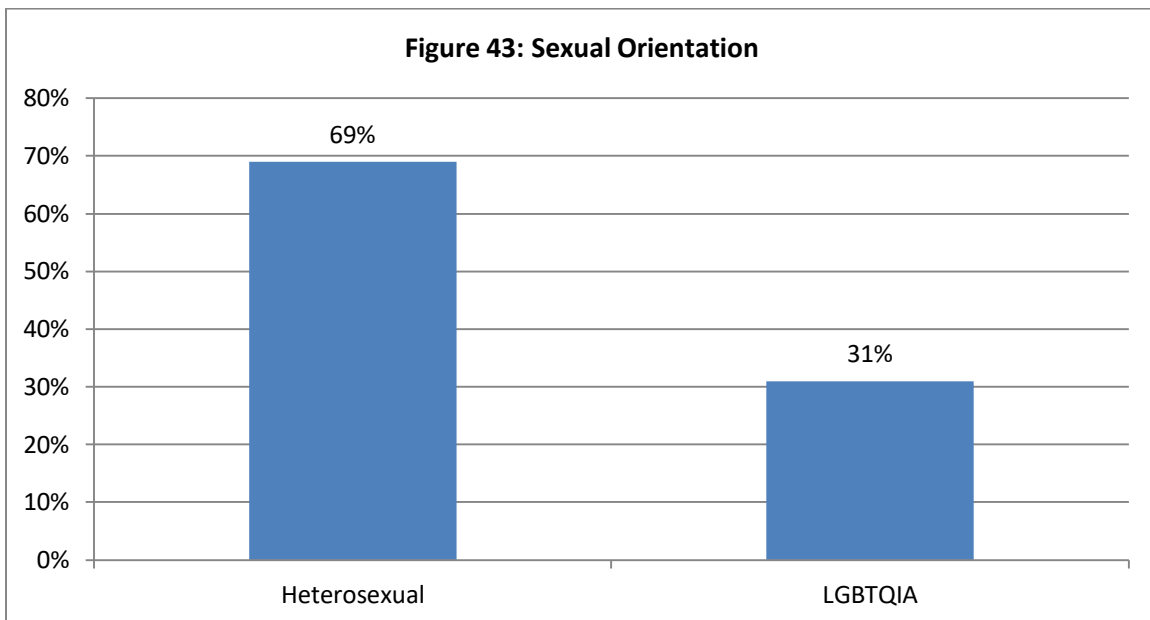
(n = 89)

Sexual orientation. As seen in Figure 43, among those who answered this open-ended question, 69% indicated they identified as heterosexual while 31% identified as lesbian, gay, bisexual, queer, asexual, panromantic asexual, pansexual, or poly.

Diverse sexual orientations. Since these figures show a disproportionately high number of LGBTQIA folks when compared to national data, it can be concluded that the patrons represent a diverse group of sexual orientations.



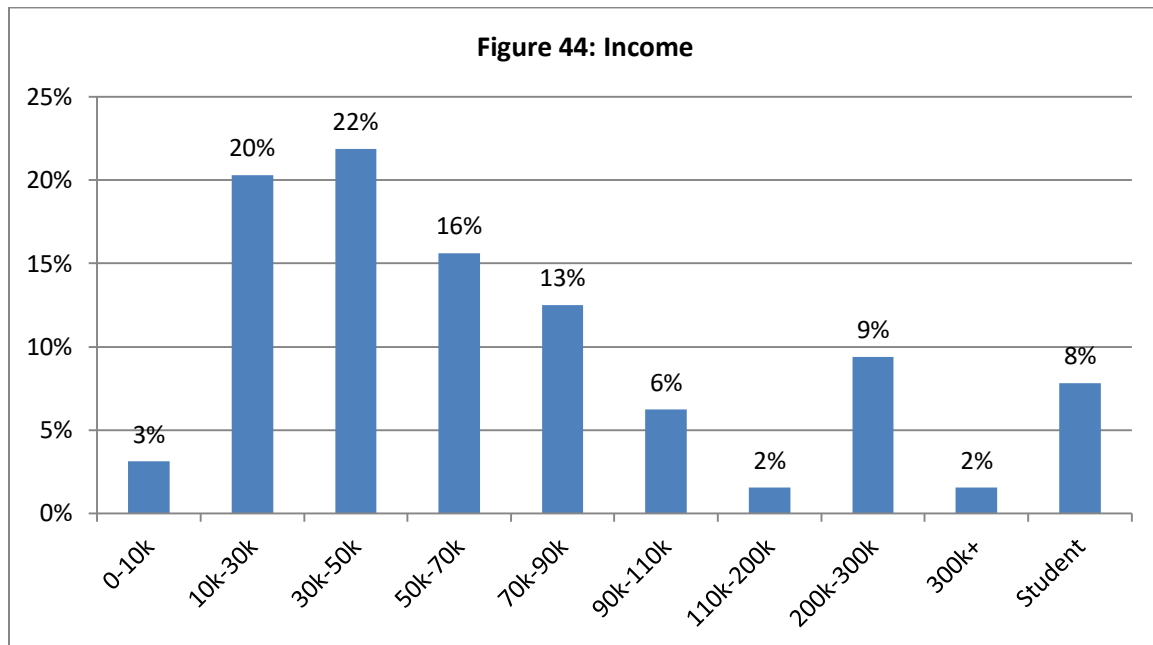
(n = 89)



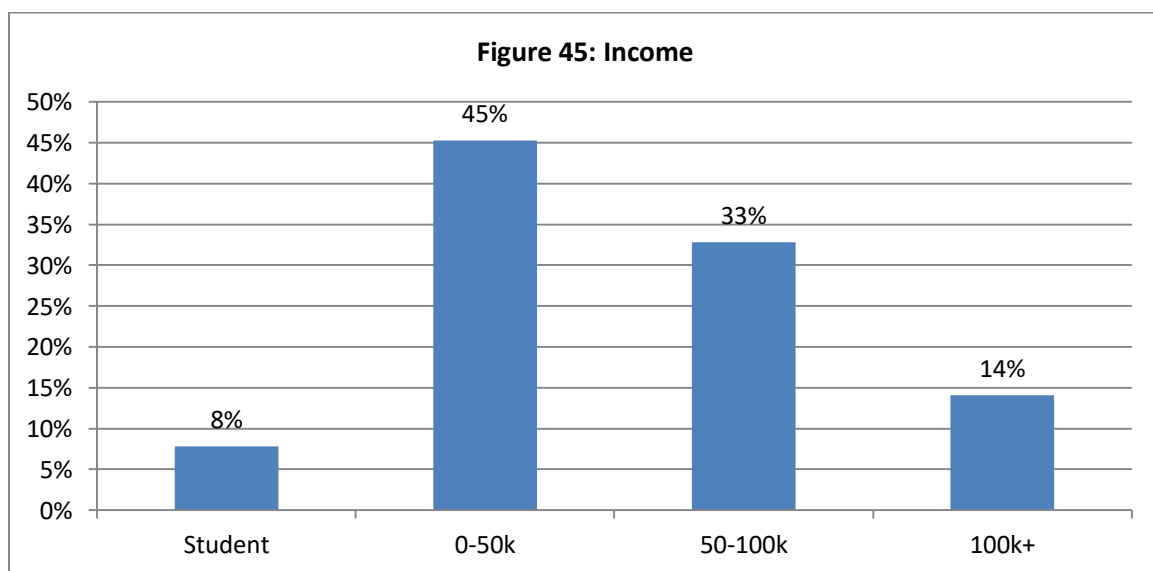
(n = 71; 18 respondents did not answer this question)

Income. As shown in Figure 45, among those who responded to the open-ended question regarding income, 45% indicated 0 to 50,000 per year, 33% indicated 50,000 to 100,000, and 14% indicated more than 100,000. There was a notable group (9%) within the 200,000 to 300,000 range.

Half low income – half high income. Put simply, about half of the patrons could be considered as having a low income (less than 50k) and the other half could be considered high income (50k to 400k). However, income is difficult to evaluate since some participants are current students with no income, some did not indicate their spouses income, and regional cost of living was not included.



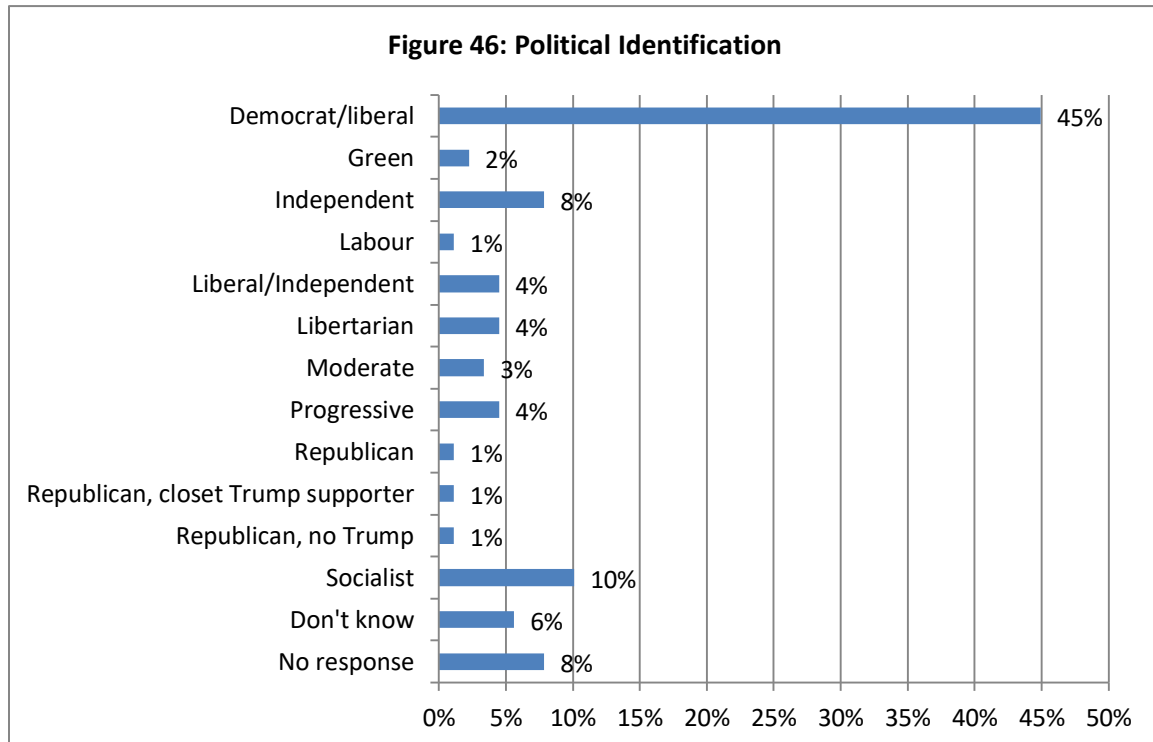
(n = 64; 25 participants did not respond to this question)



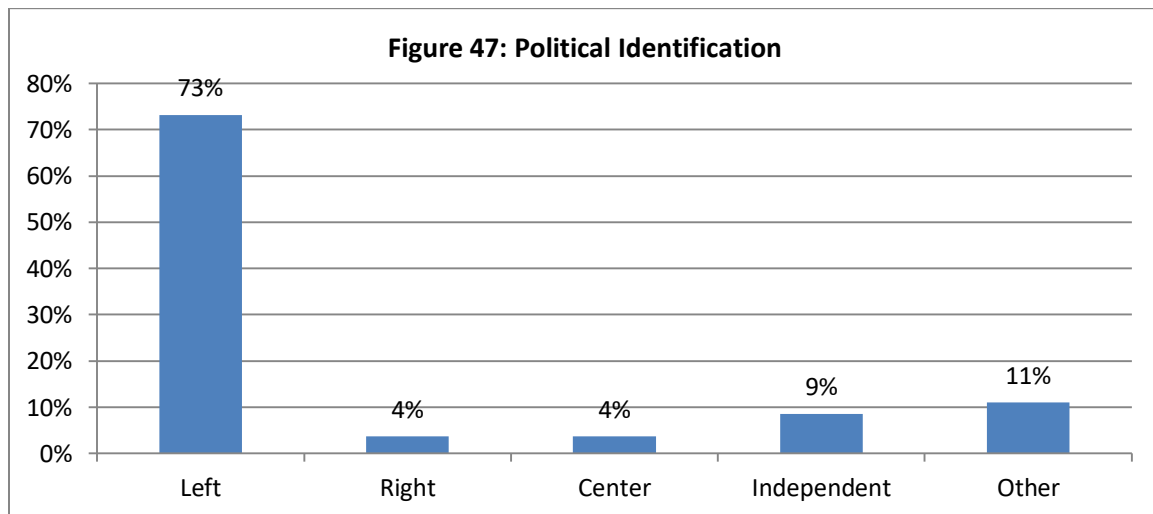
(n = 64; 25 participants did not respond to this question)

Politics. The participants were asked an open-ended question regarding their political identification and their responses were categorized in the labels below. Some participants indicated they did not live in the US and therefore had different labels from Americans. Figures 46 and 47 present the categories of responses from the participants.

Most patrons are left-leaning. Apparently, the majority (73%) of the patrons are left-leaning and only 4% are right-leaning. This is somewhat consistent with the demographics within the field and among younger people. However, this podcast seems to attract and/or retain primarily left-leaning listeners.



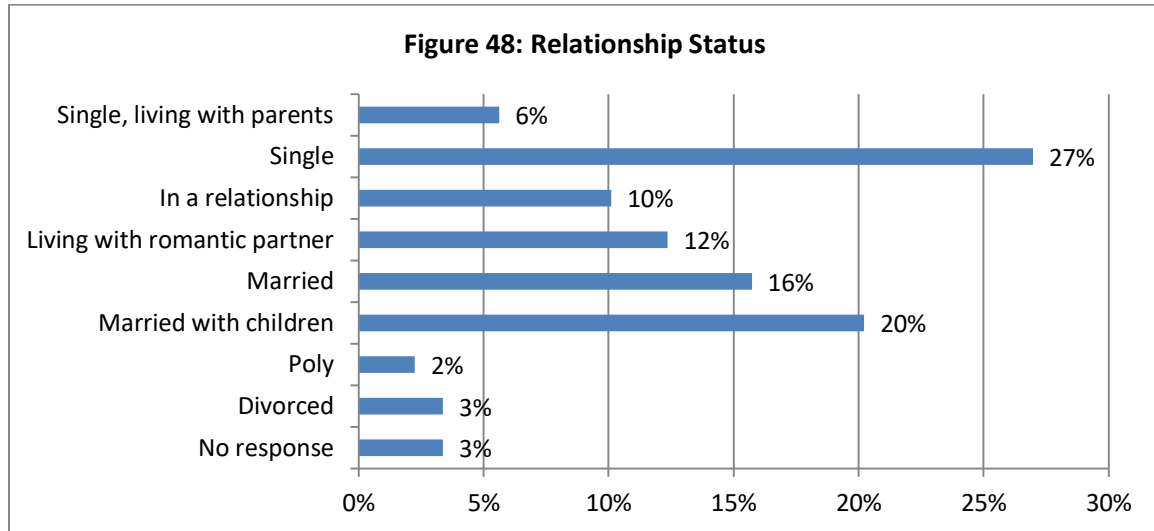
(n = 89)



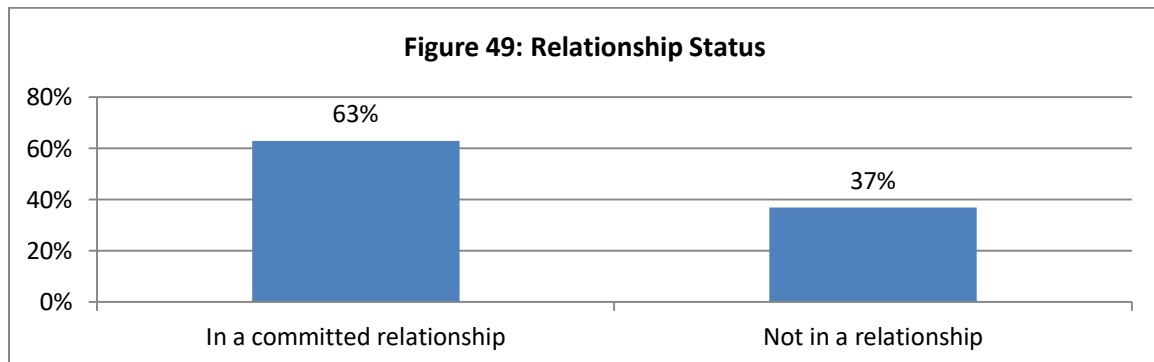
(n = 82; 7 participants did not respond to this question)

Relationship status. As seen in Figure 49, among those who answered the question, most (63%) indicated they were currently in a relationship, while 37% indicated they were not.

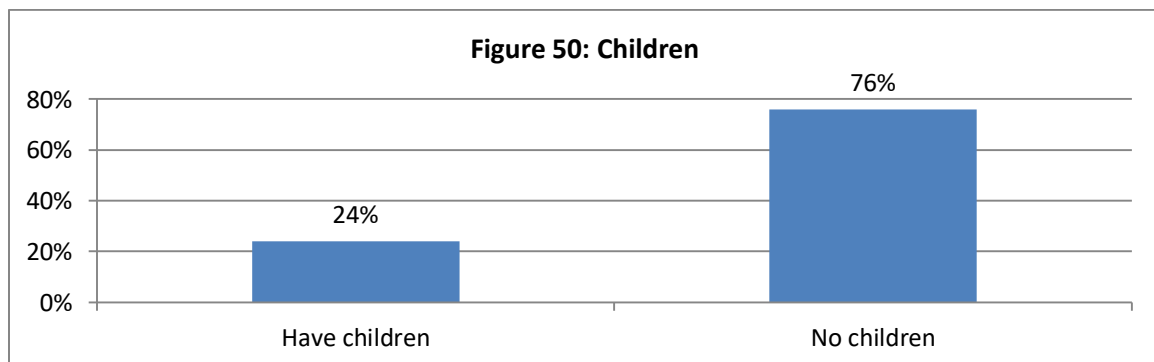
Diverse relationship status. From these data, it's clear that the patrons represent a diverse group regarding relationships status. Although, it should be noted that a disproportionate number of patrons (76%) do not have children.



(n = 89)



(n = 86; 3 participants did not respond to this question)



(n = 86; 3 participants did not respond to this question)

Conclusion

Audience. Regarding the demographics of the patrons, there appear to be four audiences: 1) non-professionals (46%), 2) aspiring professionals (10%), 3) novice professionals (24%), and 4) experienced professionals (10%). Also, most patrons are highly educated, politically left-leaning, and between the ages of 20 and 40. Although most identified as cisgender, Caucasian women, there was varying diversity in the areas of income, gender, ethnicity, relationship status, and particularly sexual orientation (31% identify as LGBTQIA). Also, about a third of patrons suffer from a mental illness, such as anxiety or depression, which is significantly higher than national rates.

Episode content. According to the bulk of the findings, the patrons are satisfied with several components of the podcast such as the hosts, the topics, the mix between current events and evergreen topics, the mix between solo and co-host episodes, and the podcast overall. Therefore, the current decision-making process seems to provide the patrons with a satisfying mix of episodes. However, many patrons indicated a preference for more in-depth episodes. Therefore, PIS will attempt to publish one in-depth episode each week along with a few shallow episodes. Since PIS is attempting to appeal to a wide audience, and since some episodes will not appeal to some patrons, episodes should be titled and described well so listeners can skip episodes.

Swag. Regarding swag, the majority of patrons do not expect swag and they do not want PIS to waste the time or energy. Therefore, PIS will not aggressively pursue additional swag options. Until preferences or circumstances change, there will be no t-shirts, skype events, or live local events. However, PIS will continue to give mugs to \$20 patrons who live in the US. Also, since there was a preference for stickers, and since stickers are easy to handle, whenever Humberto is a co-host, some random patrons will be chosen to receive stickers.

Podcast access. The majority of patrons (81%) listen to the podcast via a podcast app on their phones, but a sizable minority (19%) listen via YouTube, iTunes, and Patreon.

Audience engagement. It appears patrons do not care much about PIS using social media. Only a portion of the patrons visit PIS.com or the PIS Facebook page. Also, patrons have no interest in PIS participating on Twitter. However, many patrons indicated high satisfaction with emails from Kirk, but not many have done so. To increase this activity, PIS will periodically send an invitation email to email with Kirk.

Increase listeners. Given the media landscape, it is difficult to connect potential listeners with the podcast. However, encouraging listeners to rate PIS on iTunes may help raise the profile of PIS so new listeners can find it when they search “psychology” on their podcast app. Listeners should also be encouraged to continue spreading the word, particularly to others in the field.