

Irish History Podcast Project (Phase Three): Client-ready dataviz

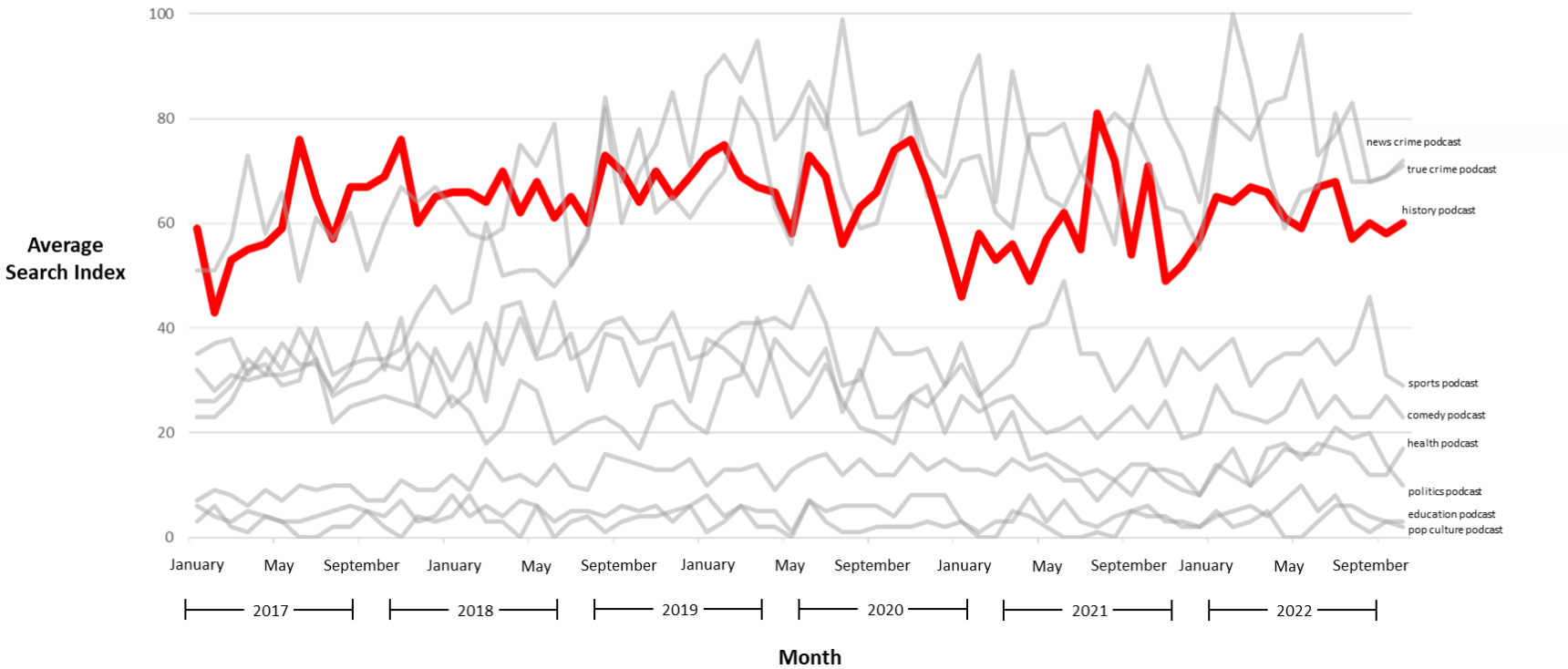
Use the following slides to collect your client-ready data visualizations. Note that this presentation does not need to be stylized in any way, it is simply a way to submit the visualizations. Create as many additional pages you need to accommodate your visuals.

Shweta Sampath Kumar

Visual ONE

Top most searched podcast genres on Google Trends (2017-2022)

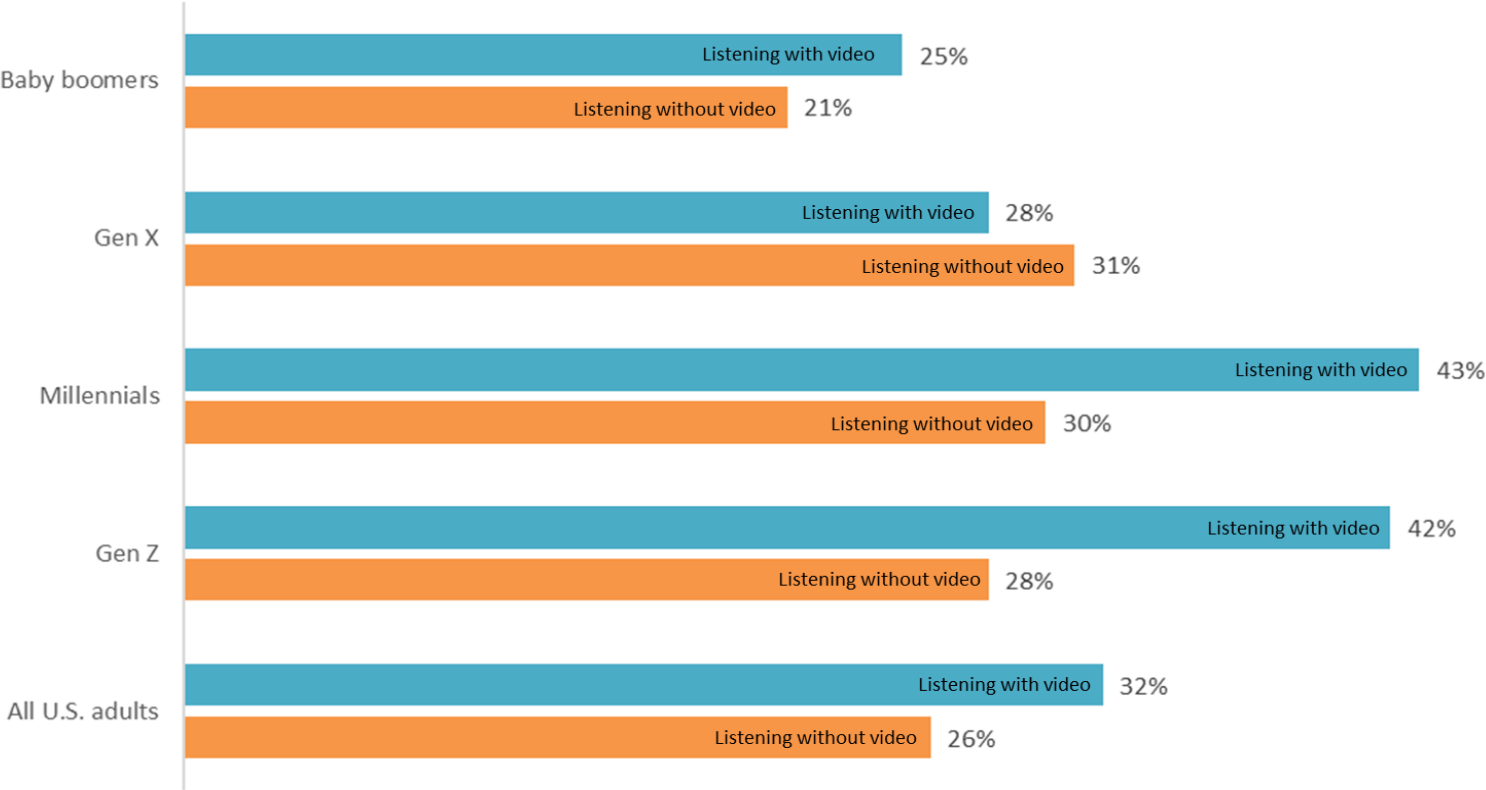
History podcasts were the third most searched podcast term, first being news and true crime



Visual TWO

Podcast format preference in the United States 2022, by generation

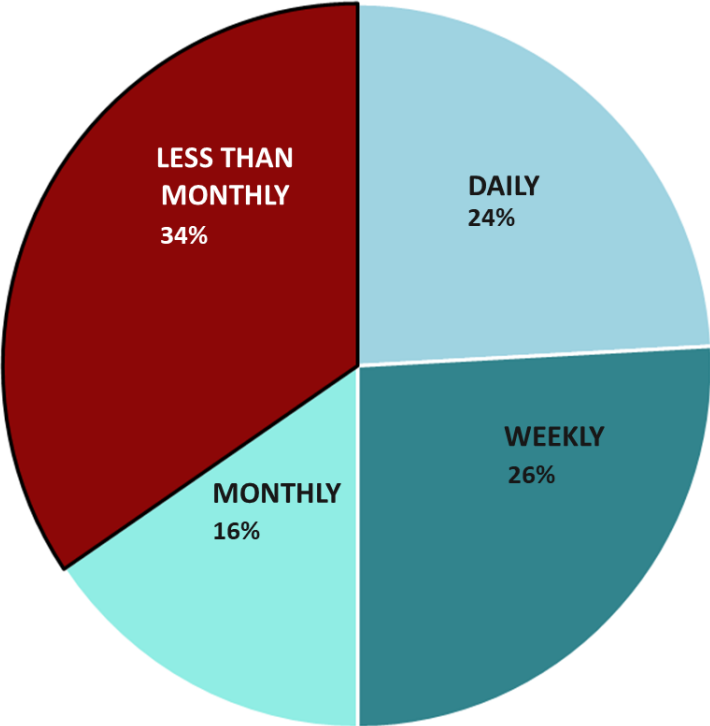
Listening with video is the most preferred podcast format, with Millennials and Gen Z being the biggest consumers



Visual THREE

Podcast consumption in the U.S. 2021, by frequency

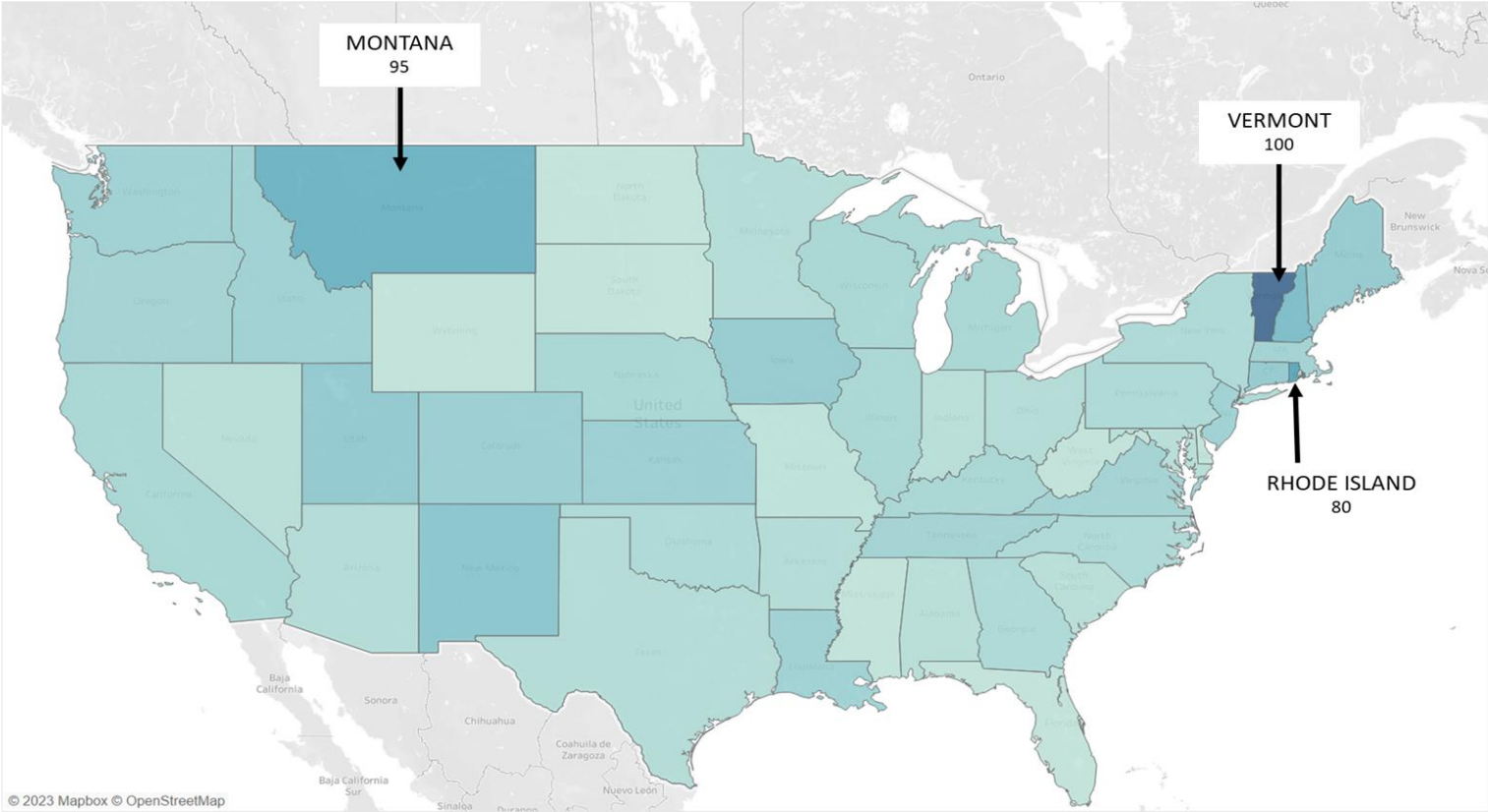
Consumers in the US generally listen to podcasts on a daily and weekly basis but less frequently on a monthly basis



Visual FOUR

Search interest for “history podcast” by sub-region in the US (2017-2022)

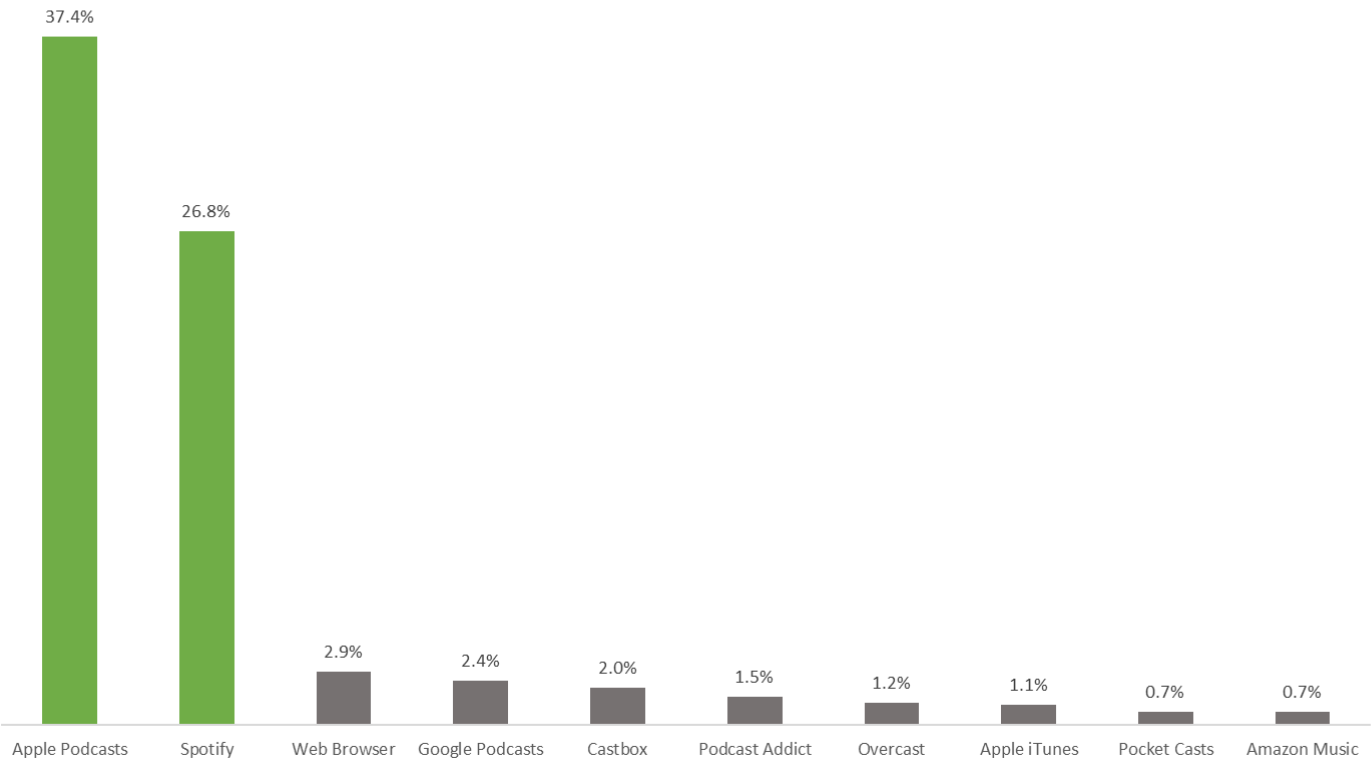
Vermont has the highest search interest followed by Rhode Island & Montana



Visual FIVE

Overview of the top streaming Podcasts across America in 2023

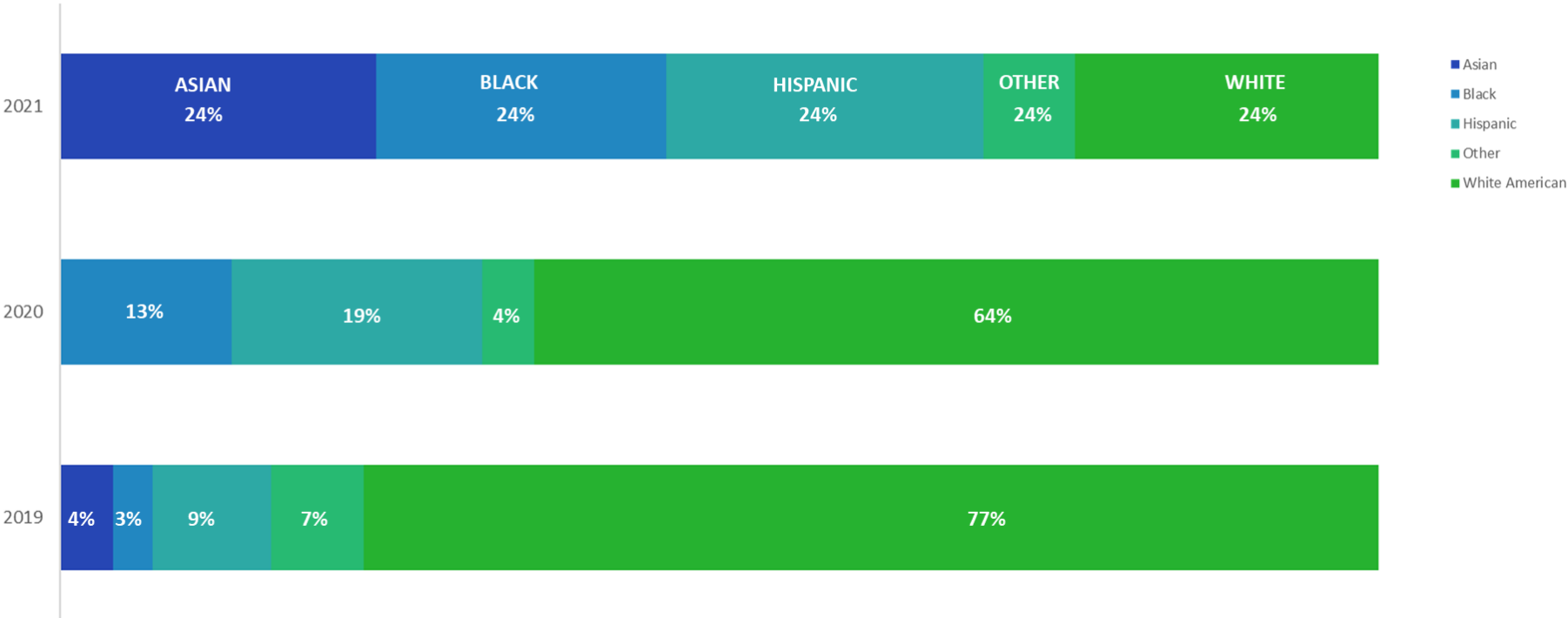
Apple & Spotify are the leading platforms for listening to podcasts in the US.



Visual SIX

Consumption of podcasts in the US by ethnicity

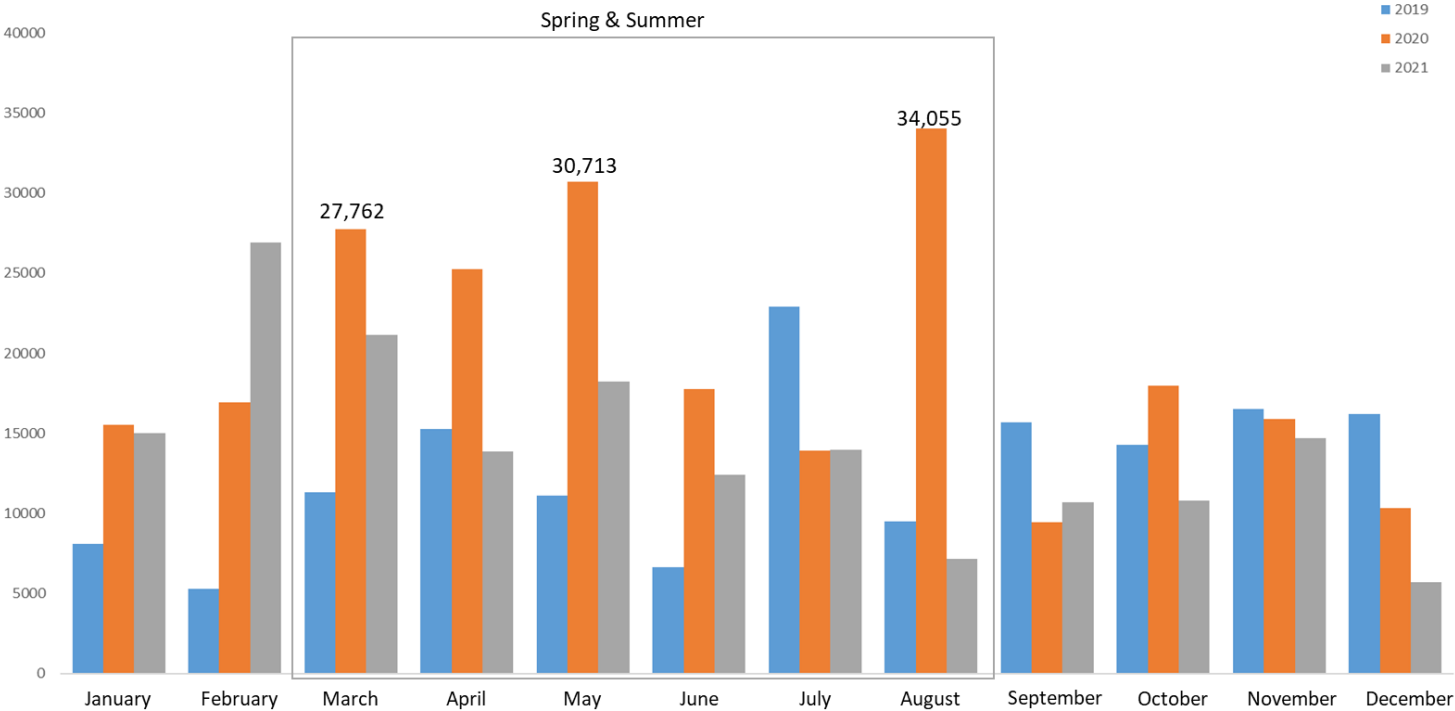
In 2021, the users for Asians, Black, Hispanic and Other ethnicities drastically increase compared to 2019 & 2020



Visual SEVEN

Number of Spotify listeners per month for Irish History Podcast (2019-2021)

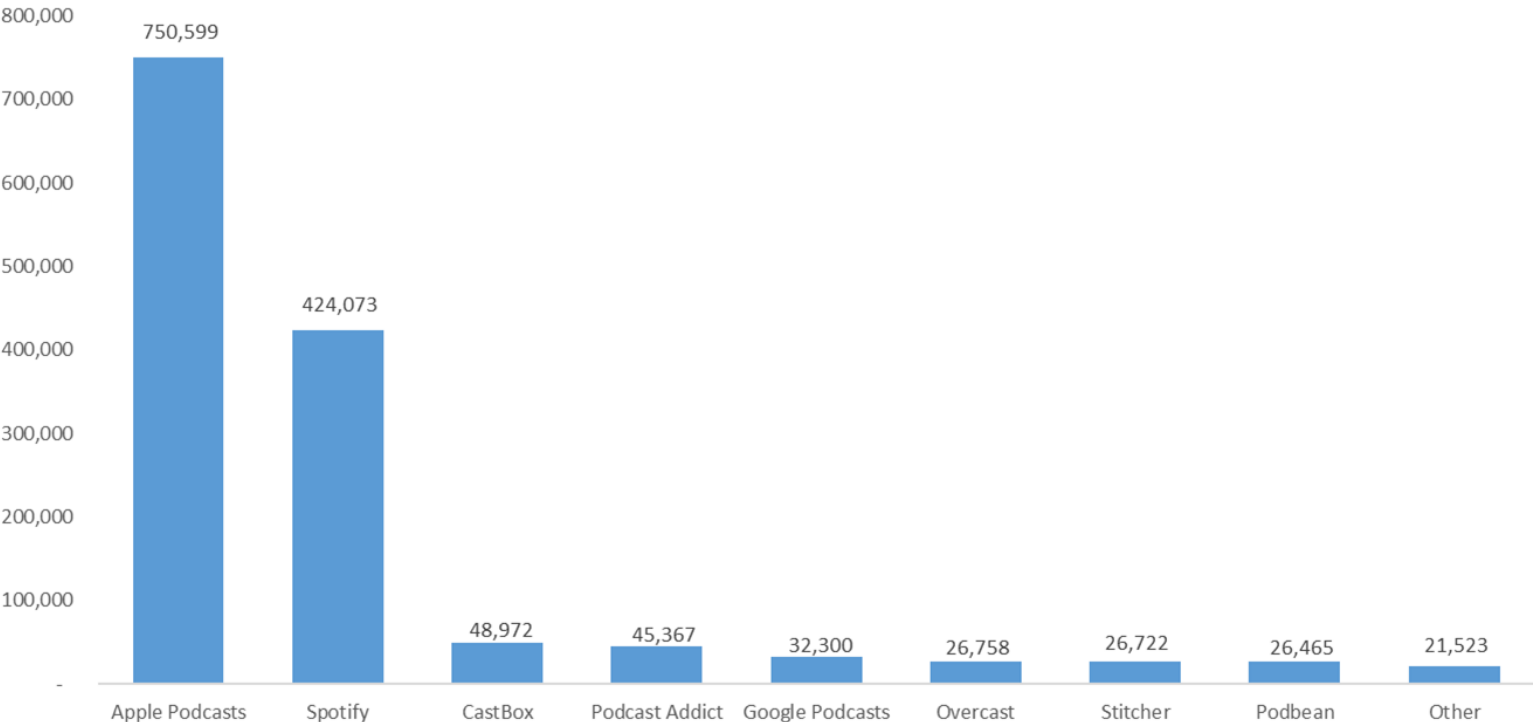
Spring & Summer months show the highest number of listeners especially for the year 2021



Visual EIGHT

Irish History Podcast downloads across podcast platforms

Apple and Spotify are the top platforms with maximum reach for Irish History Podcast



Irish Descent Population in the US (2015)

Majority of the Irish descendants are in America followed by Canada

