

## Irish History Podcast Project (Part Two): Conclusions

Record your story outline by converting your Key Questions into Conclusions. List a minimum of three facts from the evidence found in your analysis that converts the key question to a statement of fact. Enter your statement of fact (i.e., your Conclusion) in the Key Supporting Statement box. Copy and paste the boxes if you explored more than three Key Questions.

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## Key Question 1

### Key Question (you chose from your plan)

What type of Irish History Podcast episodes would be most popular with the American podcast market?



First relevant finding you discovered in the data during analysis:

As per the Edison Research Infinite Dial report, the popularity ranking for podcast genres in the United States in 2020 ranks **Society & Culture** as well as **Education** among the top 10 popular podcast genres. The Irish History Podcast series is highly regarded for its **informative and entertaining** approach to Irish history and would be a hit in the US as Social & Cultural as well as education are popular genres in the U.S.

Second relevant finding you discovered in the data during analysis:

A YouGov study showed that in the U.S. only 9% of respondents stated that they did not really know what podcasts were while in Europe, 17% said the same. The Irish History Podcast which is famous in Europe is more likely to be well known and famous among the Americans as the **awareness** around podcasts is quite high in the U.S. The study also showed that 12% of Americans **did not listen to podcasts as they were too long**.

Third relevant finding you discovered in the data during analysis:

[AudienceProject](#) data shows that the share of people saying they listen to podcasts on a **weekly basis** rose across all seven of the markets in which it conducted its 2020 survey. The largest share of listeners was recorded in the United States. The 34% in 2020 represents a 17% (5% points) increase on 2019's 29%.



### Conclusion (restatement of the Key Question)

Dwyer can focus on creating **concise**, **informative**, and **educational** content about Irish history that is also **entertaining** and **engaging** on a **weekly basis** to reach a larger audience in the U.S.

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## Key Question 2

### Key Question (you chose from your plan)

Where can Dwyer find new, similar audiences and emerging trends in America?



First relevant finding you discovered in the data during analysis:

According to Acast data we can observe that Apple Podcasts and Spotify are #1 and #2 streaming platforms of the Irish History Podcast currently. But we know that 33% of Americans used **YouTube** to access podcasts in general, making it the most popular podcast platform for adults in the United States, followed by **Spotify** and **Apple podcasts** at 24% and 12% respectively.

Second relevant finding you discovered in the data during analysis:

**Google Trends** can help Dwyer discover emerging topics and trends related to his podcast genre. In addition, Google Trends lets us visualize interest over time along with **geographic distribution** of potential audience based on their web search.

Third relevant finding you discovered in the data during analysis:

According to a study from 2021, people had different ways of discovering new podcasts. The most popular way in the United States was finding new podcasts through the **recommendations** from friends, family, and work colleagues with 37% of surveyed people using this method. In Europe, however, most people, namely 39% of respondents, searched the **internet** to find new podcasts.



**Conclusion (restatement of the Key Question)**

Dwyer can target the existing American podcast audience on **YouTube** and focus on **geographic hotspots** identified by monitoring search queries and topics on Google Trends. Once potential new audiences and regions of audience concentration are identified, Dwyer can adjust their marketing strategies to target them through increased **media** and **internet promotions**.

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## Key Question 3

### Key Question (you chose from your plan)

How can Dwyer most effectively use podcast listener trends to reach new audiences in America?



First relevant finding you discovered in the data during analysis:

According to a study from November 2020 on the podcast audience in the United States, the **diversity** among podcast listeners was higher than in the average U.S. population. This explains that Hispanic Americans are more likely to listen to podcasts than the average U.S. resident.

Second relevant finding you discovered in the data during analysis:

Podcast listeners in the U.S. are **younger, more educated, and richer** compared to the general population. This would attract niche brands for podcast advertising due to the easily available access to a unique audience persona.

Third relevant finding you discovered in the data during analysis:

The current Irish History podcast audience has a significantly higher proportion of men compared to women. However, the **potential** American podcast audience has a more **balanced gender distribution**, with men and women almost equally represented.



### Conclusion (restatement of the Key Question)

The podcast audience in the United States is **diverse**, with a **balanced gender distribution** and a higher proportion of **younger, more educated, and richer listeners**. To attract a broader audience, it

is important to create gender-neutral and ethnically inclusive content, assess whether the podcast's current content is too focused on male-centric topics and perspectives, and diversify the content.

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