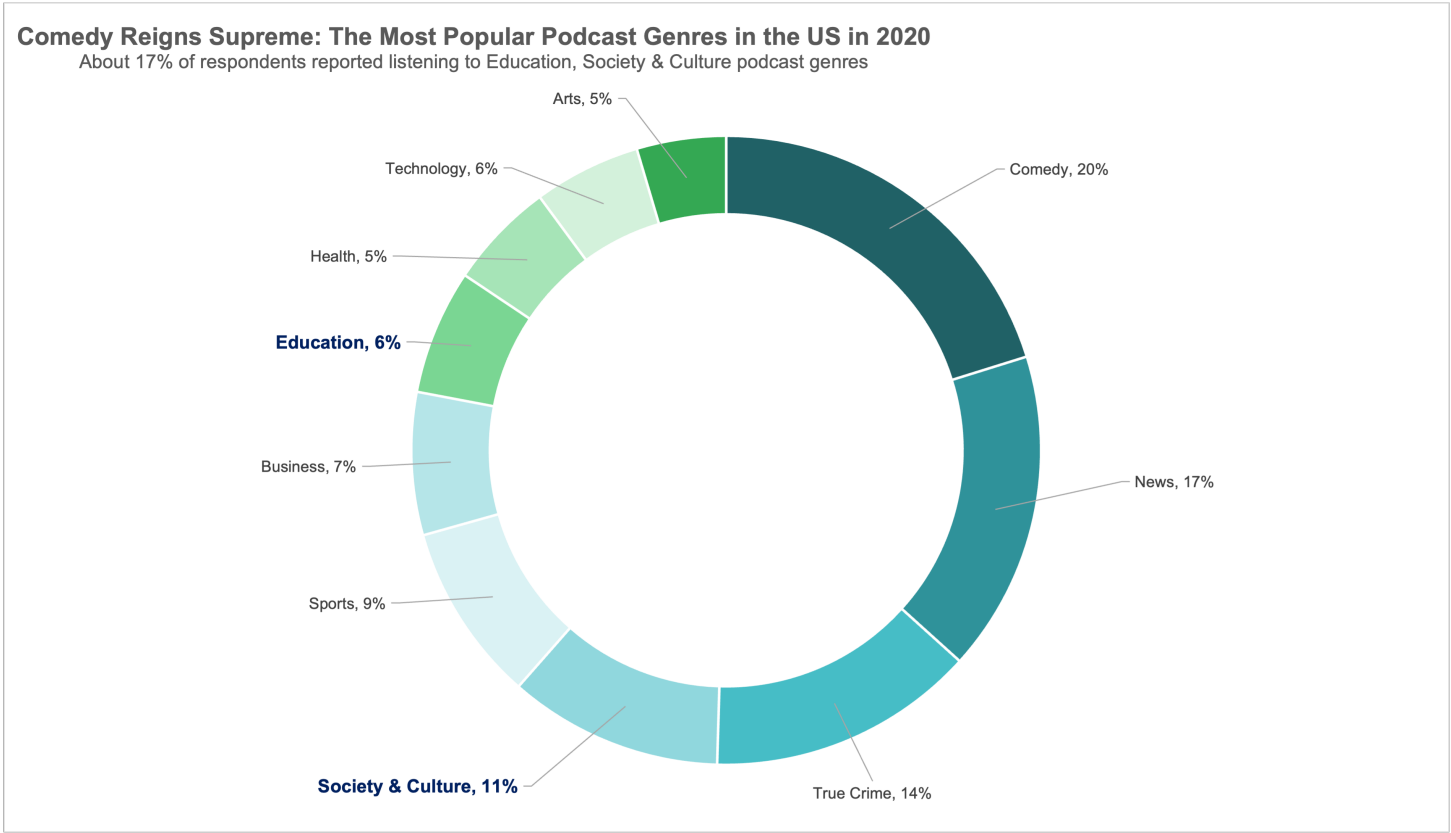


Irish History Podcast Project (Phase Three): Client-ready dataviz

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.

Swathi Ganesan

Visual ONE



Reasons why people do not consume podcasts in the United States and Europe in 2021

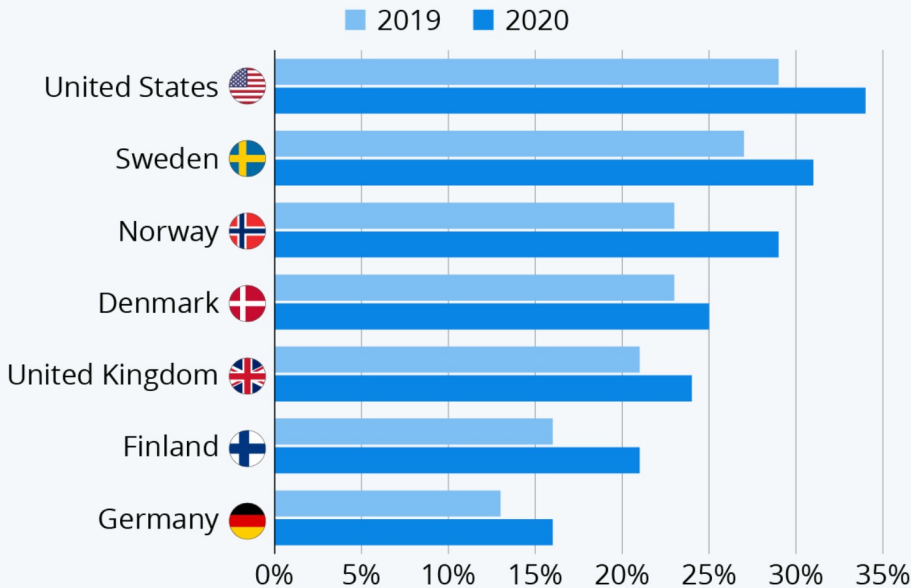
~ 20% of Americans do not enjoy listening to podcasts either because they were too long or there are not many podcasts in their preferred genre



* surveyed U.S.: 1,248; Europe: 30,234; 18 years and older; among people who have not listened to a podcast in the last month

Podcasts Rising in Prominence

Share of people that listen to podcasts on a weekly basis



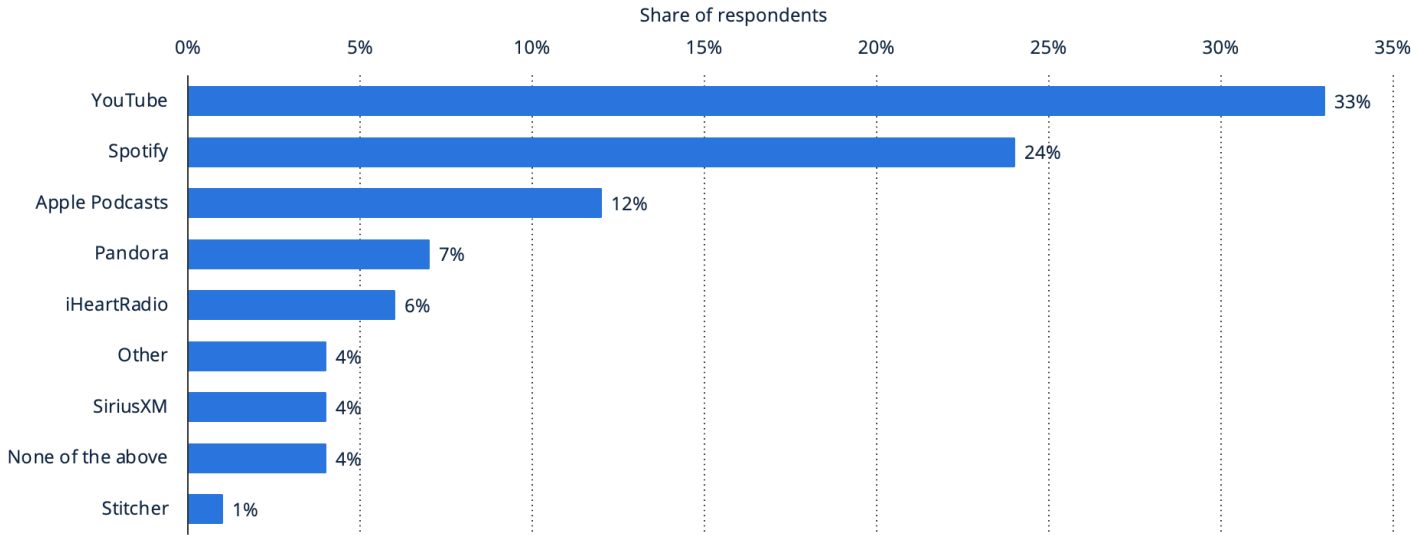
Based on the responses of over 14,000 adults.

Source: AudienceProject

Visual FOUR

Preferred podcast providers among adults in the U.S. as of October '22

33% of Americans used YouTube to access podcasts, making it the most popular podcast platform for adults in the United States



* surveyed 1,172 respondents; 18 years and older

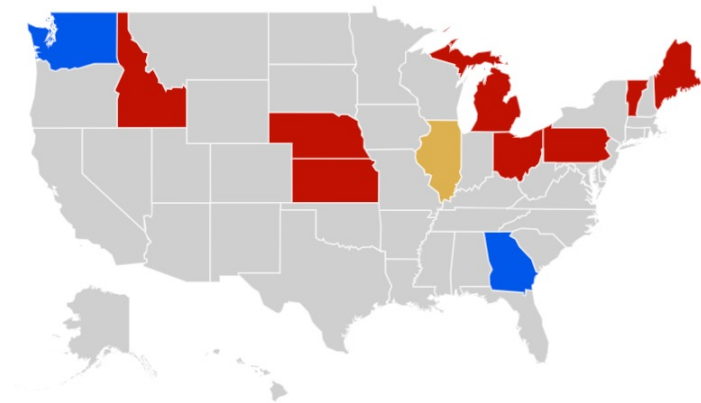
Visual FIVE

Top regions in the United States with interest in culture, history and education podcasts

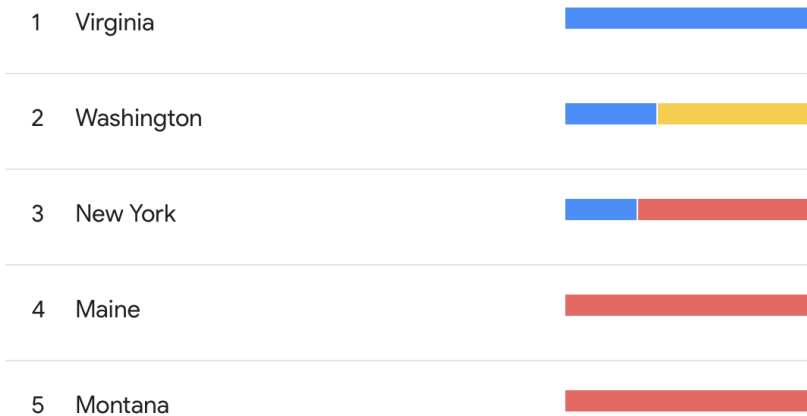
Compared breakdown by subregion

Google Trends

● culture podcast ● history podcast ● education podcast

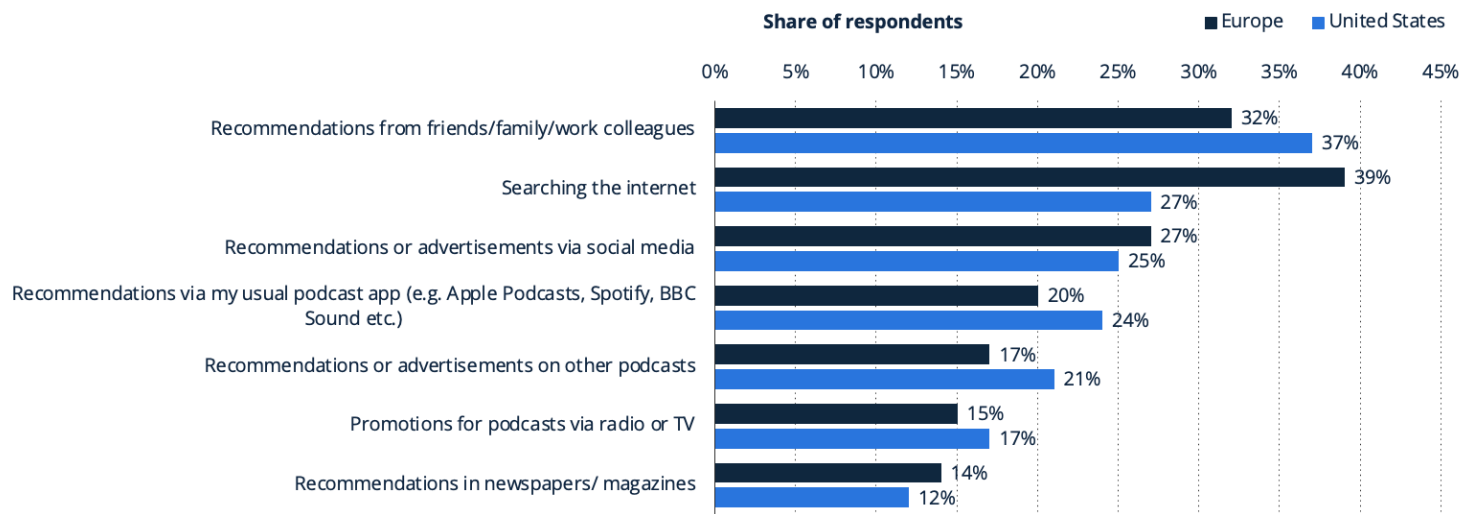


Sort: Interest for culture podcast ▼



Podcast discovery methods in U.S and Europe – Insights from 2021 study

Friend Recommendations Lead in the US, while Internet Search Dominates in Europe

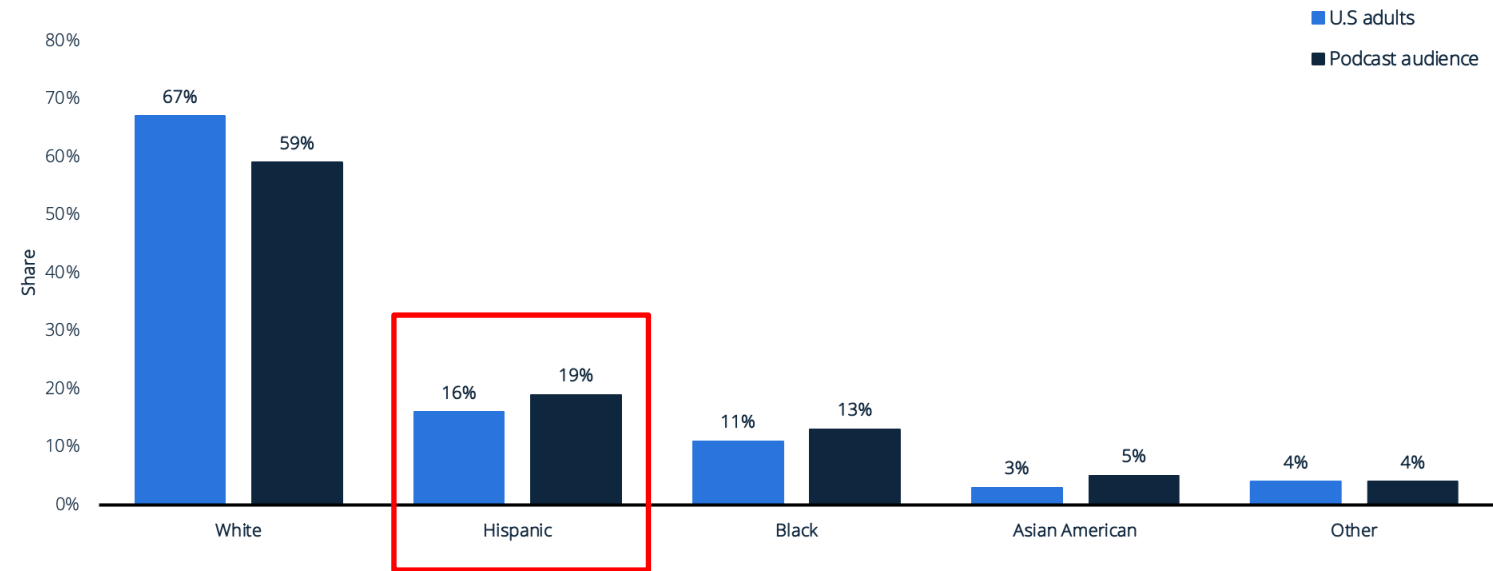


* surveyed U.S.: 753; Europe:18,180; 18 years and older; among those who listened to a podcast in the last month

Visual SEVEN

Distribution of podcast audience in the United States as of November 2020, by ethnicity

Hispanic Americans made only 16% of the total U.S. population, but about 19% of U.S. podcast audience

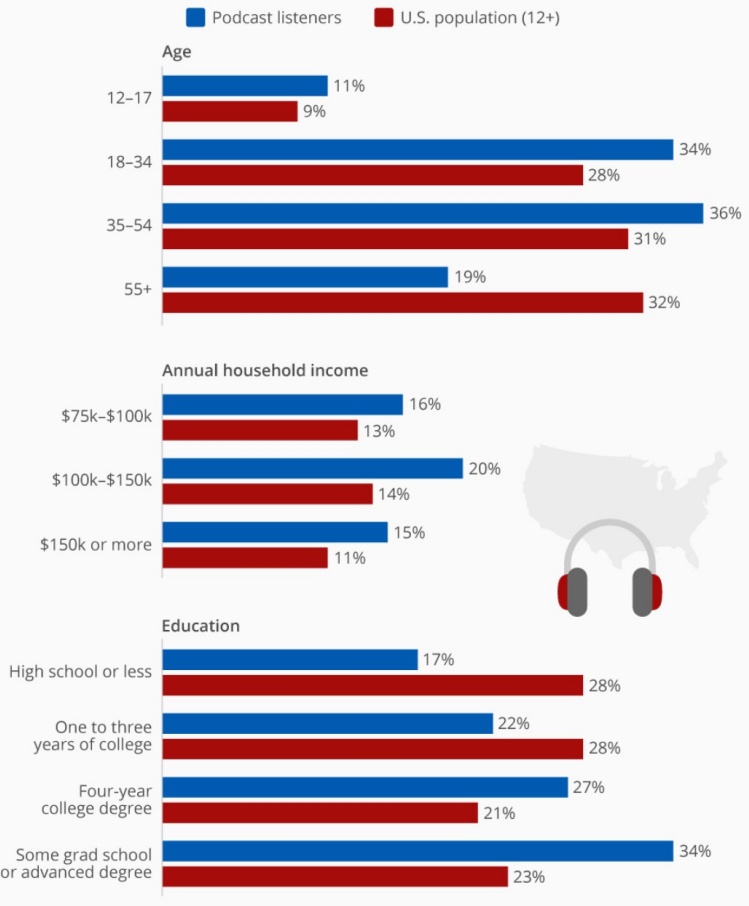


* surveyed 1,172 respondents; 18 years and older

Visual EIGHT

Podcast Listeners Are Young, Educated and Affluent

Composition of monthly podcast listeners compared to the general U.S. population



* surveyed 2,000 Americans aged 12+

Visual NINE

Gender distribution comparison between current Irish history podcast listeners and potential US podcast listeners

