

White paper—IrishCentral LLC



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Reaching the Irish Diaspora in America

This white paper will examine the power of the Irish Diaspora in America, their scale, influence, and consumer habits, and provide the insight required to market to them.

Reaching the Irish Diaspora in America

Executive Summary:

The Irish Diaspora represents one of the largest and fastest growing ethnic populations in America. According to the US Census Bureau 2010 study – those claiming Irish descent grew by 10% over the past decade to over 34.7 million people. Include another 3.2 million Scotch-Irish and the total is about 38 million. The Irish are the second largest ethnic group in America, behind German, and they enjoy above average demographics. More than 32% have earned a college degree and have an overall median income of \$56,383. As such, Irish Americans represent an excellent target group for both US and Irish based consumer goods companies.

The Irish Diaspora represents one of the largest and fastest growing ethnic populations in America.

The size and scope of this audience is becoming increasingly important for Irish based companies to target –they are their natural born consumers. The Irish American audience in America is ten times the total population of Ireland and has far greater disposable income. Today, most Irish Americans are second and third generations removed from Ireland, but retain a keen interest in their rich Irish heritage. Tourism Ireland¹ estimates that over 1 million Americans visit Ireland every year, while others flock to trace their ancestry online. Irish studies remain popular courses at a number of prominent American Universities and tens of thousands of children attend Irish dance schools. The Irish embrace their culture and are avid readers of Irish topics. IrishCentral.com has grown to 1.2 million unique monthly visitors in less than three years by covering just Irish centric topics. It's clear that the Irish want to stay involved with Ireland and are receptive to Irish based goods and services.

The key is how do you reach them? How do you get your product or service in front of this large group of almost 40 million consumers? What are the best ways to increase brand awareness and get your message out? We have long felt that the best way to reach the Irish Diaspora was to interact with them in their daily lives. What do they read and watch? Where do they go? What are their shared interests?

The key is how do you reach them?

Marketing your brand to Irish Americans can be very easy and cost effective. The Irish in America have a strong affinity to Ireland, share many common cultural interests, and a large majority reside in a handful of cities. This enables companies to geo-target their top prospects with cost efficient marketing programs. We also believe that successful marketing campaigns should be year-long ongoing programs and not be limited to special times of the year, such as St Patrick's Day. This will keep your brand awareness in front of the Irish community. If not, your product may be forgotten. A solid outreach program using a combination of print, online, and events participation are recommended. Engage your audience through social media, mobile advertising, and interactive events.

As publishers and reporters of the Irish Diaspora in America for the past 25 years, we have watched the growth and success of our proud Irish culture. Today, Irish Americans have risen to the top in many of our most successful industries, from Fortune 500 companies, to leading educational and healthcare companies. More importantly, the Irish have never forgotten Ireland and have created major philanthropic organizations and business networks to support initiatives in Ireland. We have been privileged to be part of this great growth and have put together this white paper to assist other companies in promoting their brands and services to the Irish in America.

¹ <http://www.tourismireland.com/Home/Consumer-Insights.aspx>

Targeting the Irish Diaspora

The Irish in America – where are they?

The large scale immigration of the Irish to America occurred in the mid 1800s and early 1900s. The Irish came for jobs and their first priority was sending money back to Ireland for others to follow. They followed the Industrial Revolution and found job opportunities in and around the major cities in the northeast and west coast of America. Today, it is estimated that 24% of the population in Massachusetts claim Irish descent. In New York, over 2.5 million people have Irish roots. Overall, 33% of Irish Americans can be found in just 10 States and the numbers are increasing!

According to the US Census Bureau², the US population claiming Irish descent grew 10% from 2000 to 2009, to about 34.7 million people. In addition, there are another 3.2 million of Scotch Irish descent. As the exhibit below indicates, the Irish Diaspora also has above average demographic profiles. In 2009, their median income was \$56,383, with 32% earning a Bachelor's degree or higher. Both of these statistics are 10% above the general population. The Irish also tend to hold professional occupations with a concentration in business and the arts and sciences. In short, a large demographic group with an excellent economic profile and high disposal income – an attractive target group for most consumer oriented companies.

24% of the population in Massachusetts claim Irish descent.

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SELECTED POPULATION PROFILE IN THE UNITED STATES	Irish	United States	Variance
2010 American Community Survey 1-Year Estimates	Americans	Total Population	" +, -
	Estimate	Estimate	
Total population	34,669,616	309,349,688	
Male	47.9%	49.2%	-1.3%
Female	52.1%	50.8%	1.3%
Median age (years)	39.2	37.2	2
Households by Type			
Family Households	63.7%	66.4%	-2.7%
with own children under 18 years	26.9%	29.7%	-2.8%
EDUCATIONAL ATTAINMENT			
High school graduate or higher	92.5%	85.60%	6.9%
Bachelor's degree or higher	32.7%	28.20%	4.5%
EMPLOYMENT STATUS			
Employed	59.2%	57.0%	2.2%
Unemployed	6.6%	6.90%	-0.3%
OCCUPATION			
Civilian employed population 16 years and over	16,424,403	139,033,920	
Management, business, science, and arts occupations	41.0%	35.90%	5.1%
Service occupations	15.7%	18%	-2.3%
INCOME IN THE PAST 12 MONTHS (IN 2010 INFLATION-ADJUSTED DOLLARS)			
Households	14,006,447	114,567,410	
Median household income (dollars)	\$56,363	\$50,046	\$6,317

² Source: U.S. Census Bureau, 2010 American Community Survey

More than eighteen million Irish Americans or 50% of the Diaspora can be found in just 10 States.

3.5 million Irish Americans reside in New York and Boston alone.

Geo Targeting Your Audience

As figure 1 indicates, more than eighteen million Irish Americans or 50% of the Diaspora can be found in just 10 States. The top five have eleven million or 33% of the total. As such, marketing programs can be designed to geo target the major metropolitan areas to reach a large scale Irish audience very quickly and cost effectively.

Top 10 Irish American States

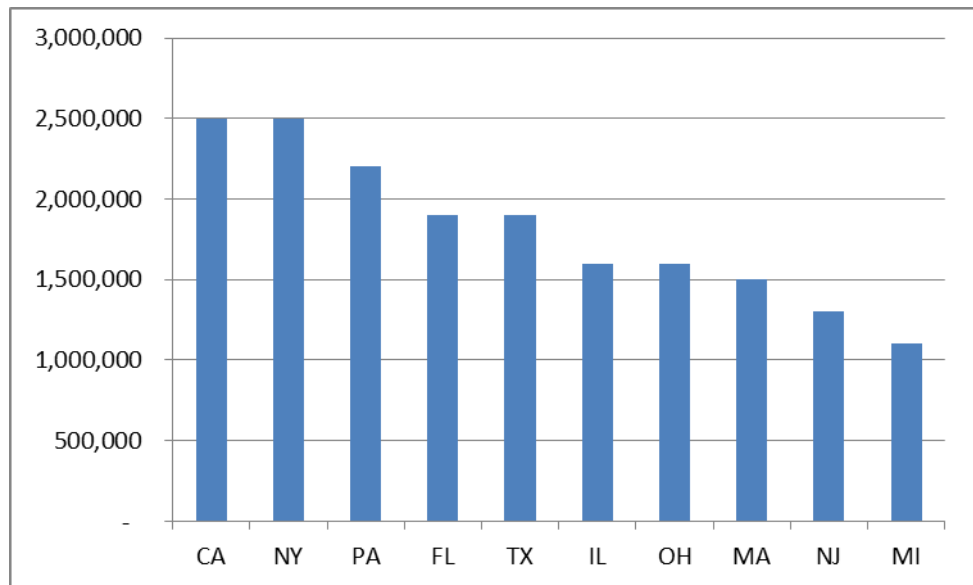


Figure 1

2010 US Census Data

A further drill down of the census data reveals that about seven million Irish Americans reside within 5 major Metropolitan Statistical Areas (“MSAs”).

New York Metro Area – 2.04 million

Boston Metro Area – 1.5 million

Philadelphia Metro Area – 1.2 million

Chicago Metro Area – 1.1 million

San Francisco & LA Metro Area – 350,000 and 633,000 total about 1 million

No doubt due to their high concentration of Irish, each of these cities have well developed Irish communities supported by Irish Newspapers, radio programs, cable TV Irish specials, and Irish cultural organizations. In turn, they are the bridge to the Irish Diaspora in America.

The Irish in America - How to Reach Them?

Reaching the Irish in America is best done by integrating marketing programs around their normal lifestyles. The Irish are well known for sharing similar traits, interests, and habits. Irish Americans love parades and festivals. The St. Patrick's Day Parade in New York attracts over two million people. Similar large scale parades in Boston, Chicago, and Savannah attract hundreds of thousands of spectators.

During the warmer months, Irish Americans enjoy attending Irish Festivals. There are over 50 Irish Fests around the country, with normal attendance in the tens of thousands. Larger scale festivals approaching one hundred thousand take place in Boston, Milwaukee, Kansas City, and New Jersey. The phenomenal success of Riverdance, seen by 22 million people worldwide, sparked a keen interest in the wonderful culture of Irish music, song, and dance. Irish theater and entertainment groups routinely tour the major cities. And of course, pubs! There are over 3000 Irish pubs in America that carry on the lovely tradition of presenting Irish Music and Irish Sporting events to a lively audience in an old fashioned Irish Pub environment. The Irish American audience is out there, very accessible, and waiting to be engaged!

A Stealth Marketing Approach: What they read and listen to

Print & Online

While print advertising has declined dramatically over the past decade, it remains a viable way to reach the hard-core Irish Diaspora. In many cases, these are Irish emigrants and first generation Irish Americans. The top five major Irish American cities ("MSAs") all have newspapers devoted to local Irish news with an estimated circulation of over 100,000. In addition, there are a number of regional editions and specialty magazines devoted solely to the Irish. There are also numerous small and mid-sized online sites devoted to the Irish Diaspora. Most target very specific topics such as Irish Dance, Sports, Traditional Irish Music, or Travel to Ireland. A handful of larger sites cover news, entertainment, roots, blogs, and a variety of Irish centric topics. These have audiences above 100,000 to as many as one million monthly visitors. The larger MSAs also have weekly radio programs devoted to Irish Music and topics. Their audience size depends on the broadcast spectrum. Figure 2 groups the major MSAs by venue.

	Print	Online	Radio
NY	Irish Voice Newspaper	www.IrishCentral.com	WFUV 90.7FM
	Irish Echo Newspaper	www.WorldIrish.com	www.Irishradio.net
	Irish Examiner	www.Ireland.com	www.radioirish.com
	Irish Community News		
	Irish America Magazine	www.IrishAmerica.com	
Boston	The Irish Emigrant	www.IrishCentral.com	WROL 950 AM
	Boston Irish Reporter		WGHB 89.9 FM
SF	The Irish Herald - SF	www.IrishCentral.com	KALW 91.7FM
LA	The Irish Herald - LA		KRCB 91.1FM
Chicago	Irish American News	www.IrishAmericanNews.com	WPNA 1490 AM
		www.IrishCentral.com	WCCV 1450 AM
Phil	The Irish Edition	www.IrishCentral.com	WTMR 800 AM

Figure 2

In addition, The Irish Times and the Sunday Irish Independent are also available at many newsstands in the major metropolitan cities.

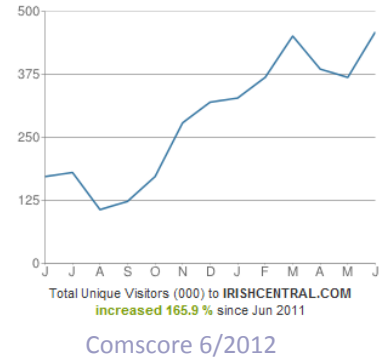
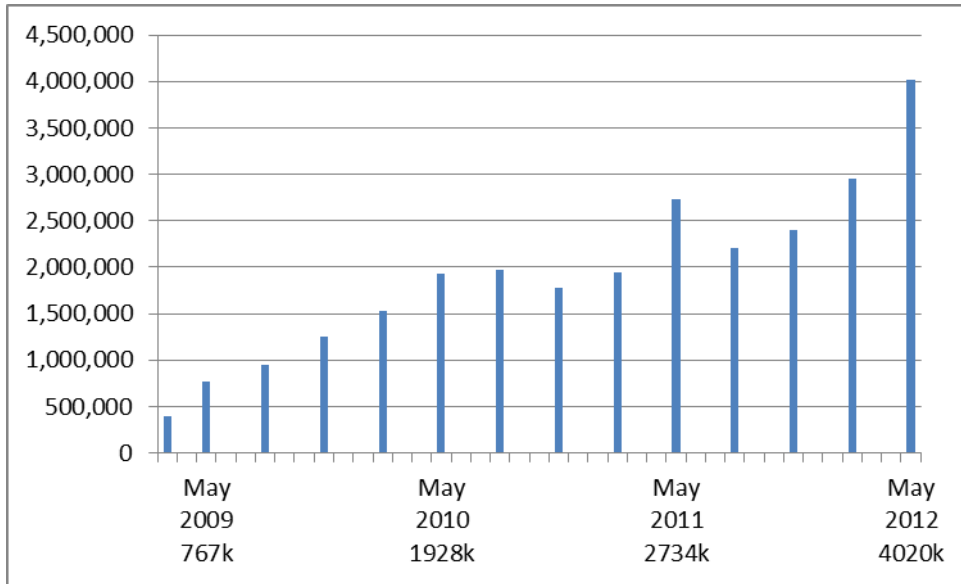
Millions of Irish stay in touch with their roots via dedicated newspapers, radio, TV and online media platforms on a monthly basis.

The Irish American audience is out there, very accessible, and waiting to be engaged!

An Irish Audience in Search of a Website

IrishCentral.com was launched in March of 2009 to service the online needs of the Irish Diaspora. In a little over three years the website has attracted over 28 million visits and 19.5 million unique visitors. The scale and growth rate of this audience again confirms the interest level of Irish Americans in their Irish heritage.

IrishCentral's Visitor Growth³ – Quarter/Quarter 2009-2012 (over 28 million visitors)



TV/Cable

During the months of February and March, many local Public Broadcasting Channels (“PBS” Stations) carry Irish shows, music, and dance specials for the upcoming St Patrick’s Day celebrations. Depending on the broadcast spectrum, these programs can provide advertisers and sponsors with an opportunity to reach a large Irish audience very quickly.

³ Google Analytics June 2012

The Irish in America - Where they go

Festivals/Events



The Irish hold some of the largest and most popular parades and summer festivals around the country. They range in size from 10,000 to 100,000 visitors with well over two million watching the New York St Patrick's Day parade. Companies looking to establish brand awareness or roll out a new product can inquire about various promotional opportunities, including corporate sponsorships and advertising in program guides and local media. The top events are:

Top St Patrick's Day Parades:

New York – nation's oldest and largest Irish Parade seen by more than 2 million people

Boston – over 500,000 viewers

Chicago - over 300,000 viewers

Philadelphia – over 100,000 viewers

Savannah, GA - over 1million viewers

New Orleans – over 100,000 viewers



Most Popular Irish Festivals:

NY - Great Irish Fair of NY - www.gifnyc.com

New Jersey Irish Festival www.nj-irishfestival.com

NY - East Durham Irish festival - www.catskillsirishartsweek.org

NY - Great American Irish Festival Utica - www.gaif.us

Boston Irish Festival - www.bostonirishfestival.info

CA - Orange county Great American Irish Fair - http://www.irishfair.org/html/irish_fair.html

Pittsburgh Irish Fest, www.pghirishfest.org

Milwaukee Irish Fest – WI - www.irishfest.com

Dublin Irish Festival – Ohio - www.dublinirishfestival.org

Chicago Irish Fest - <http://irishfestchicago.com/>

San Francisco Irish American Crossroads - <http://irishamericancrossroads.org/index.html>

Kansas City Irish Fest - <http://www.kcirishfest.com/>

Cleveland OH Irish Cultural Festival - <http://www.clevelandirish.org/>

Indianapolis Indy Irish Fest - <http://www.indyirishfest.com/index.html>

Minnesota Irish Fair - www.irishfair.com



Irish American Business and Cultural Networking Events:

There are numerous Irish networking events around the country. The major ones are generally sponsored by Irish publishing or philanthropic organizations in a networking friendly environment. It's a great opportunity to go meet the Irish where the Irish go. Here are the top business oriented events and their sponsors:

Sponsored by Irish America Magazine - <http://irishamerica.com/events/>

Wall Street 50 – New York – top 50 Irish leaders from the Wall Street Community

Business 100

Irish America Hall of Fame

Irish America's Stars of the South

Irish America's Top 100



Sponsored by Irish Voice Newspaper

Legal 100 –New York - top 100 Irish Lawyers from around the country

Education 100

Top 50 women

Top 50 Sports (New)



NY - Irish Echo Newspaper - Irish 40 under 40

New York – New Belfast Conference

Irish Diaspora Networks:

Irish Network USA has member chapters in twelve cities including New York, Chicago, San Francisco, San Diego, and Washington, D.C. <http://irishnetwork-usa.com/>

NY – Irish Network NYC <http://irishnetwork-nyc.com/>

CA – Irish Technology Leadership Group <http://www.itlg.org/>

DC – Wild Geese Network of Irish Scientists – <http://wildgeesenetwork.org/>

Philanthropic:

American Ireland Fund - <http://www.theirelandfunds.org/> - has chapters in thirteen cities

American Ireland Fund Young Leaders

Clubs/Societies

Hurling and Gaelic Football – GAA clubs and events - <http://www.northamericangaa.com/>

Societies – a variety exist including the Ancient Order of Hibernians, American Irish Historical Society and The Friendly Sons of St. Patrick

Social Media Sites

Facebook, LinkedIn and Twitter all have Irish community networks.

Summary:

Forty million Irish Americans are waiting to hear from you. The Irish in America have demonstrated an extraordinary interest in Ireland. Take advantage of this exceptional opportunity and get your brand in front of them! If we can be of assistance, please feel free to contact us at 212-871-0111 ext. 208 / advertise@irishcentral.com.

About IrishCentral LLC

Founded in 2009 by Niall O’Dowd, IrishCentral is the largest Irish American media website. The site covers all Irish news topics, as well as entertainment news, sports news, politics, and much more. IrishCentral is headquartered in New York with satellite offices in Boston and Ireland.