

**IrishCentral.**

# IRISH CENTRAL IS MOVING FORWARD

**WE ARE THE LARGEST IRISH  
SITE IN NORTH AMERICA**

# US CENSUS REVEALS IMPORTANT INFORMATION ON IRISH AMERICANS



## 34.7 million

U.S. residents who claimed Irish ancestry in 2010



That's seven times the population of Ireland itself,

## 4.58 million

## MEDIAN AGE



Irish American

39.2 years old



Nation

37.2 years old

## 13%

of NY state residents who were of Irish ancestry in 2010

## 11.2%

of the nation who were of Irish ancestry in 2010

# Irish-Americans Today

## IRISH-AMERICANS

## NATION AS A WHOLE

**33%**

25 or older who had a bachelor's degree or higher

**28%**

**92.5%**

25 or older who had at least a high school diploma

**85.6%**

**\$56,363**

Median household income

**\$50,046**

**6.9%**

Households who were in poverty

**11.3%**

**70%**

Irish Homeownership

**65.4%**

## WHERE IRISH-AMERICANS WORK?



**26.3%**

In sales & office occupations



**9.2%**

In production, transportation & material moving occupations



**15.7%**

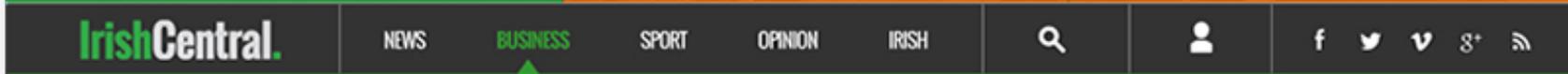
In service occupations



**7.8%**

In construction, extraction, maintenance & repair occupations

**WE HAVE A FRESH, CLEAN  
LOOK THAT REFLECTS OUR NEW,  
FOCUSED EDITORIAL APPROACH**

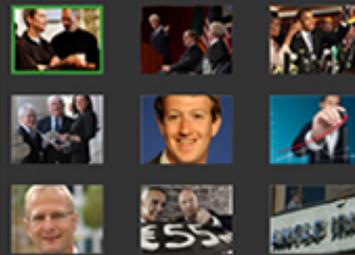


- ECONOMY
- TECHNOLOGY
- STARTUPS
- MORE BUSINESS
- THE LISTS

FEATURED:



PHOTOS:



POPULAR:



Trending Terms: #Entrepreneurs #Forex #Diaspora



### Waterford Crystal workers march with Workers United

Thomas Paine | November 30, 2013 | 2:01pm

Tensions boiled over at the famous Waterford Crystal factory this weekend, as labor leaders led union workers on a march to...



**WE'RE EMBRACING  
OUR GROWING MOBILE  
AUDIENCE WITH A FULLY  
RESPONSIVE DESIGN**



**SHARING OUR CONTENT  
ACROSS SOCIAL CHANNELS  
WILL BE EASIER THAN EVER**



BY TAKING ADVANTAGE OF OUR AUDIENCE NETWORK, SOCIAL FACILITATES THE DISTRIBUTION OF IRISH CENTRAL'S CONTENT TO THE **35+ MILLION** IRISH AMERICANS, AND THEIR EXTENDED NETWORK OF OVER **350 MILLION**.



## SOCIAL ENGAGEMENT

IrishCentral organized three days of action by the community across the north east after hurricane Sandy. **1,000** volunteers showed up each weekend, supported by Irish Prime Minister Enda Kenny who flew to New York to support the efforts.



## NATIONAL ENGAGEMENT

IrishCentral founded a national lobby for immigration reform, **10,000** people from **34** States traveled on four separate trips to Washington to call for comprehensive reform.



## INTERNATIONAL ENGAGEMENT

IrishCentral founder Niall O'Dowd, proved a central player in ending **30 years** of 'The Troubles' in Northern Ireland, by involving Bill Clinton in the Irish peace process.

“ Niall O'Dowd got a crowd to gang up on me..  
and got me on the hook. The rest is history. ” - President Clinton

# EVENT ENGAGEMENT



## **THE ANNUAL IRISH AMERICA HALL OF FAME** St. Patrick's Day Week - March 2014 - New York, NY

The Irish America Hall of Fame honors the outstanding achievements of figures from the community who make extraordinary contributions to American society. Inductees include NYC Police Commissioner Ray Kelly, philanthropist Chuck Feeney, diplomat Ambassador Jean Kennedy Smith, screen legend Maureen O'Hara, Vice President Biden and President Bill Clinton.



## **THE 17TH ANNUAL IRISH AMERICA WALL STREET 50** September 2014 - The New York Yacht Club

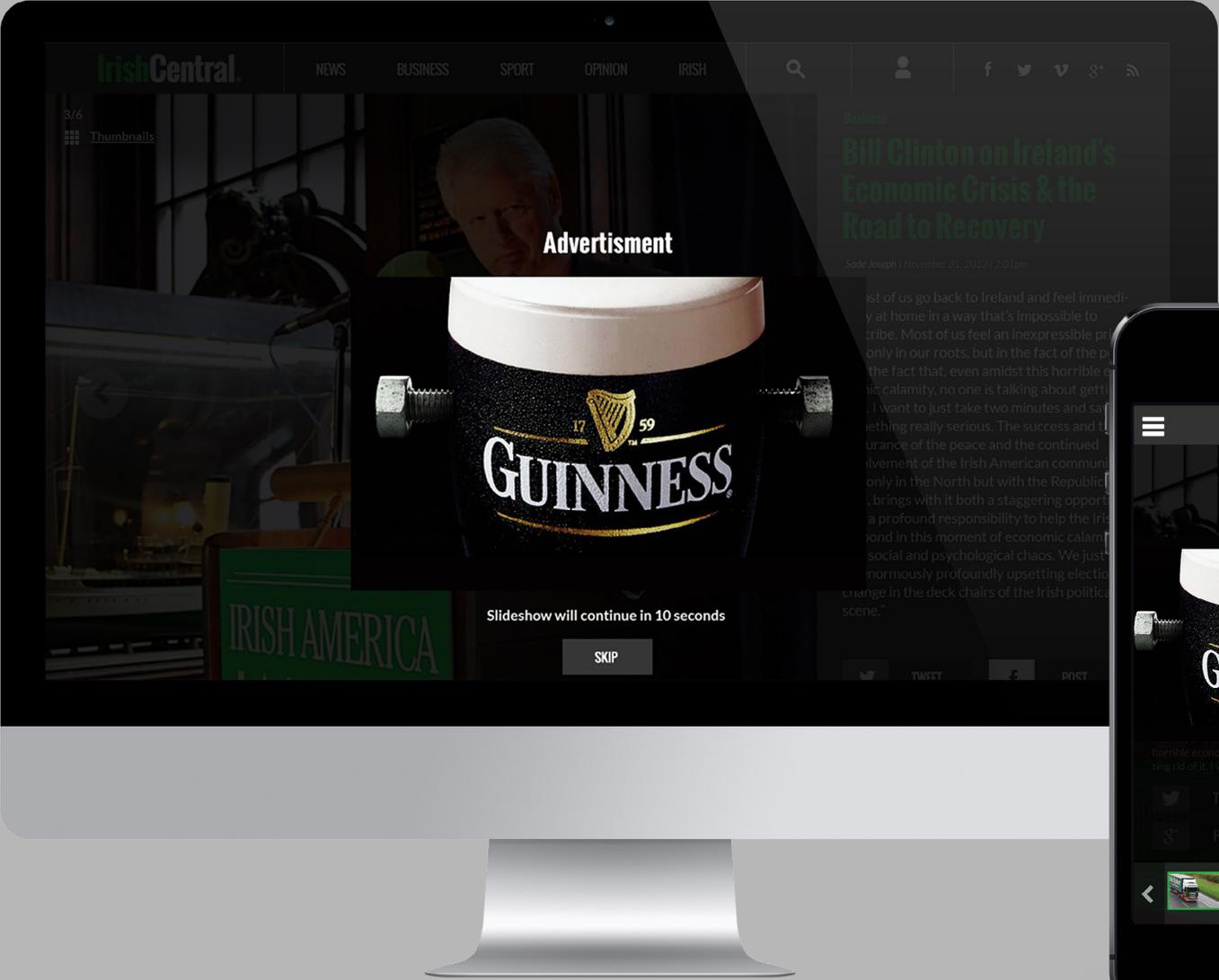
The Wall Street 50 is a valuable opportunity to connect with some of the most influential members of the financial community representing Goldman Sachs, Citi, JP Morgan Chase, Bank of America and MetLife.



## **THE 29TH ANNUAL IRISH AMERICA BUSINESS 100** December 2014 - The Metropolitan Club of New York - New York, NY

The Irish America Business 100 presents a powerful opportunity to connect with some of the most prominent members of the business community from firms such as Coca-Cola, Google, AMEX, Facebook, GE and Paramount Pictures.

**WE'RE IMPROVING  
THE EXPERIENCE FOR OUR  
AUDIENCE & ADVERTISERS**



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**THANK YOU!**