

SXSW 
2019

DEMOGRAPHICS

TABLE OF CONTENTS

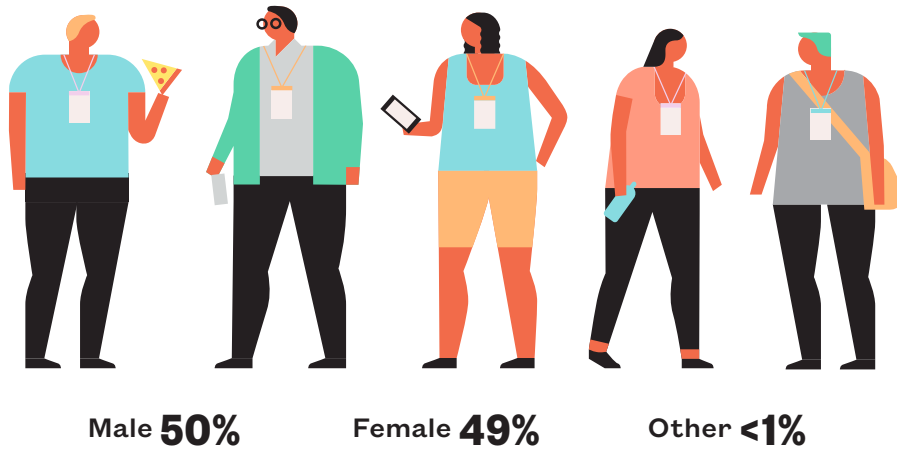
PAGE 3: DEMOGRAPHICS

PAGE 5: EMPLOYMENT

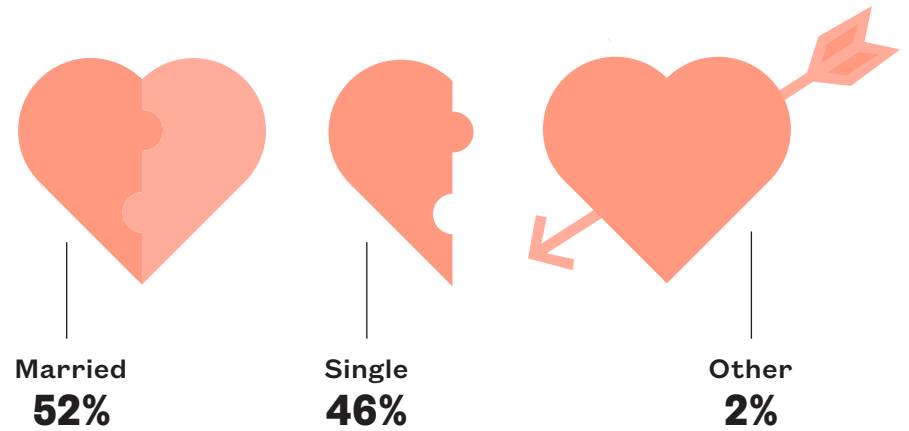
PAGE 7: SOCIAL & ATTENDANCE

DEMOGRAPHICS

GENDER



MARITAL STATUS

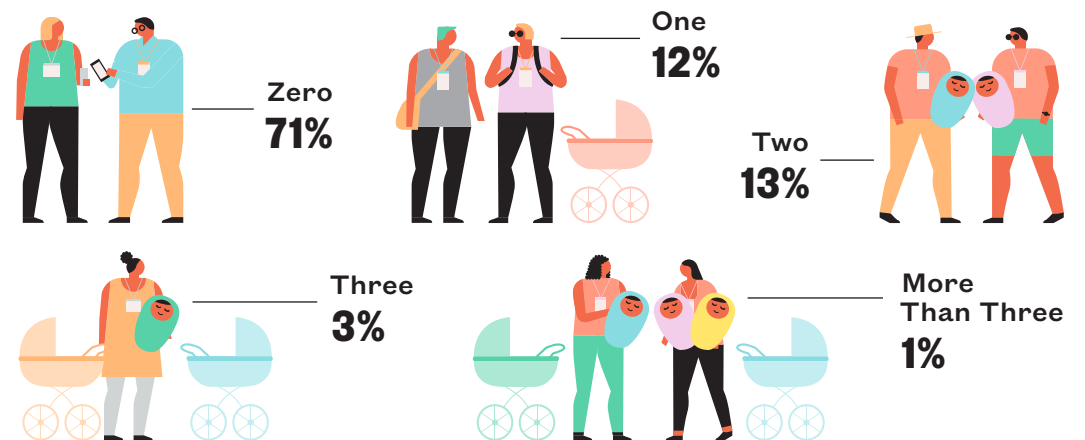


AGE

<21	2%
21-25	10%
26-34	34%
35-44	28%
45-54	18%
55-64	7%
65+	1%

NUMBER OF CHILDREN

Age 17 or Younger Living in Their Household



DEMOGRAPHICS

EDUCATION



Bachelor Degree
46%



Graduate Degree or Higher
40%



Some College But No Degree
8%



Associate Degree
3%

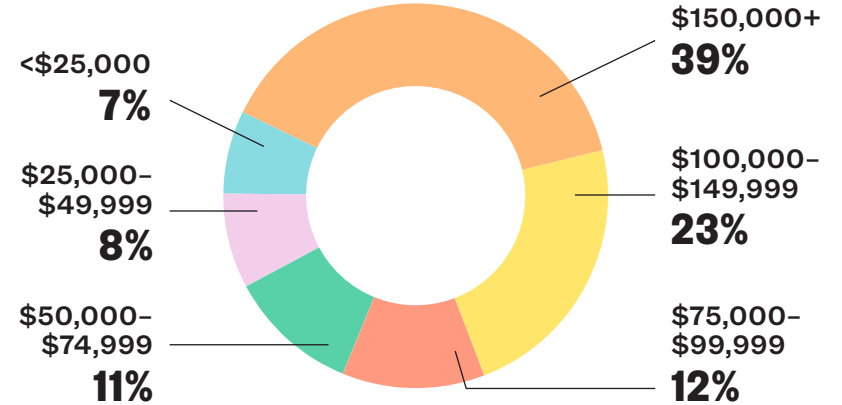


High School Degree
2%



Less Than High School Degree
<1%

HOUSEHOLD INCOME



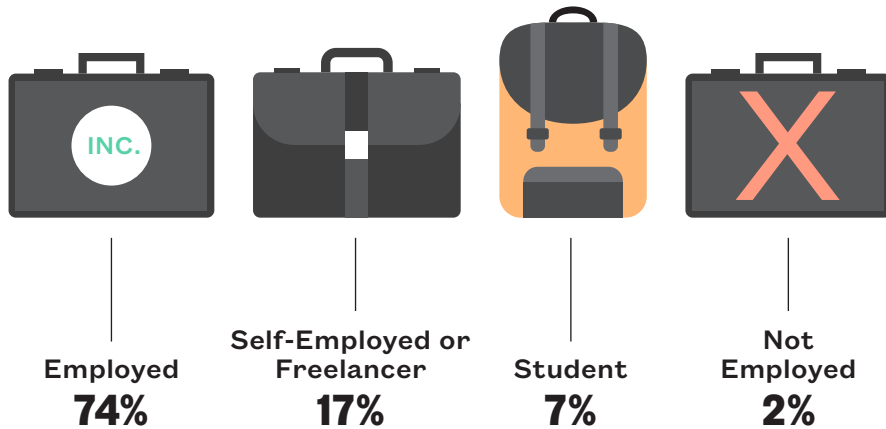
ALL CONFERENCE REGISTRANTS

HOUSING SITUATION



EMPLOYMENT STATUS & BUSINESS PROFILE

EMPLOYMENT STATUS



EMPLOYER / # OF EMPLOYEES

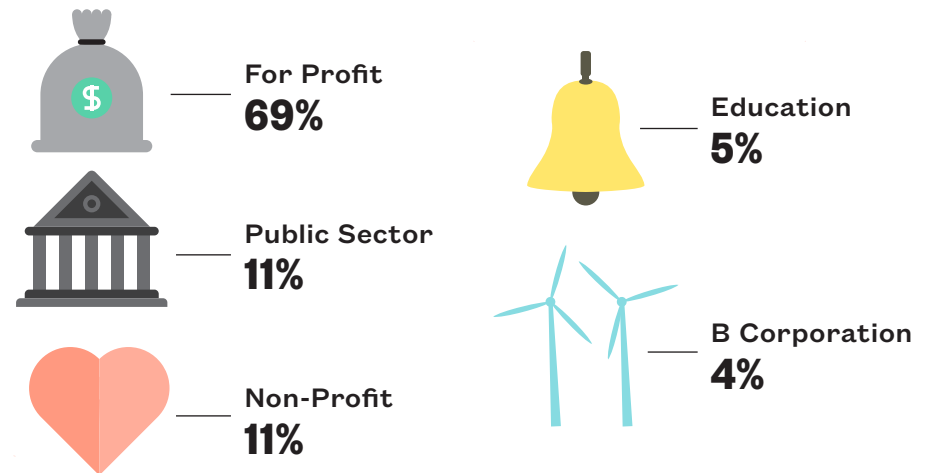
LARGE BUSINESS (500+)	40%
SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50)	34%
SMALL BUSINESS (OVER 50 & UNDER 250)	17%
MEDIUM BUSINESS (OVER 250 AND UNDER 500)	9%

ALL CONFERENCE REGISTRANTS

STARTUPS AT SXSW



ORGANIZATION STRUCTURE

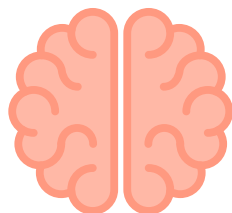


RESPONSIBILITIES & POWER

TOP 5 WORK RESPONSIBILITIES



Management
22%



Creative Development
22%



Sales/Marketing
16%



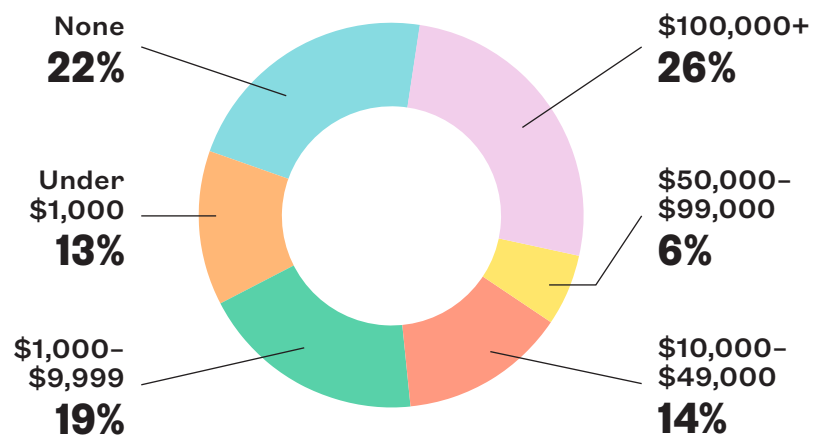
Business Development
10%



Communications / PR
9%

ALL CONFERENCE REGISTRANTS

PURCHASING POWER AT WORK



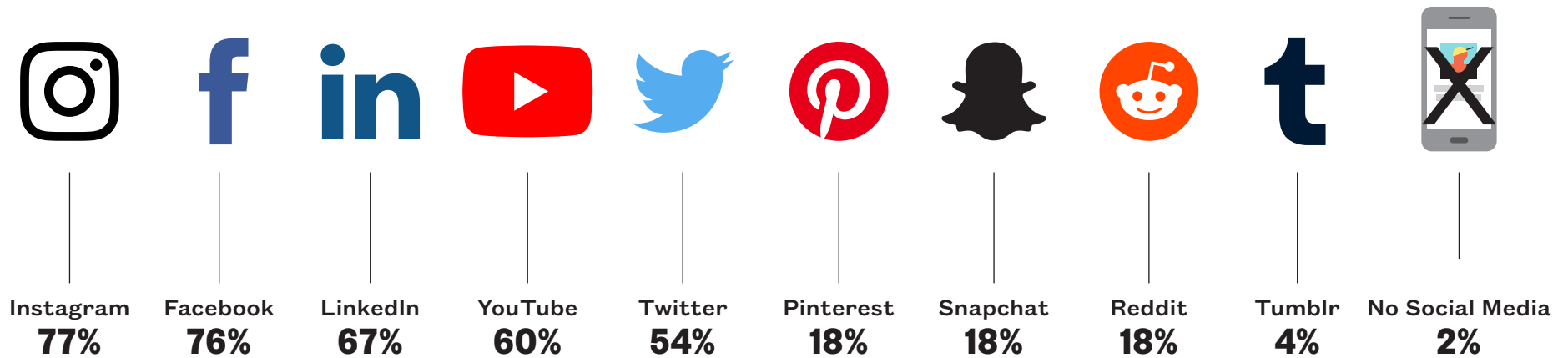
DECISION MAKING POWER

Within the Organization

HAVE A HAND IN MANY DECISIONS	25%
DECISION-MAKER FOR MY SPECIFIC DEPARTMENT	25%
ULTIMATE DECISION-MAKER	22%
HAVE A HAND IN SOME DECISIONS	20%
NOT IN A DECISION-MAKING POSITION	8%

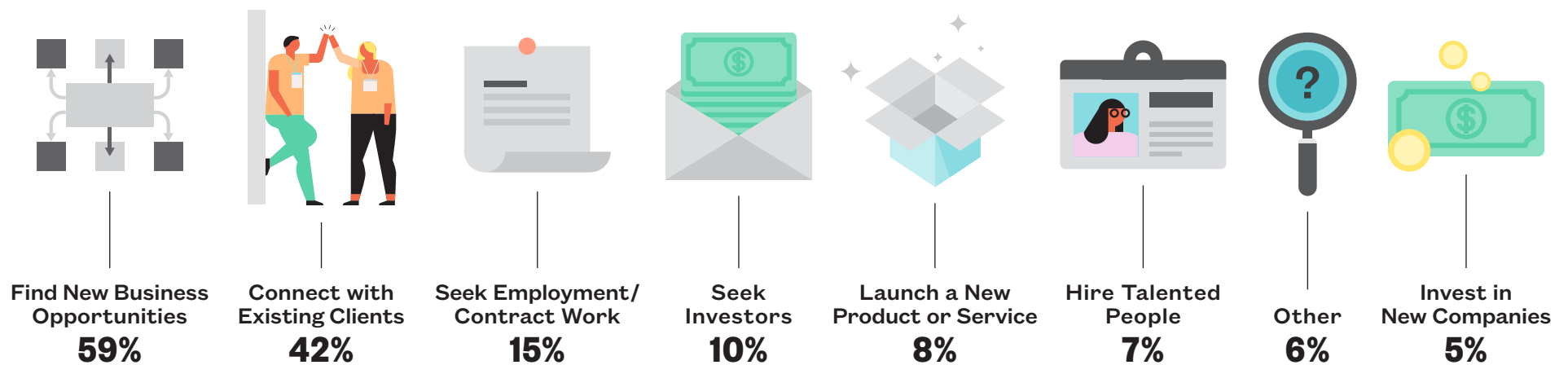
SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

SOCIAL MEDIA USE



ALL CONFERENCE REGISTRANTS

BUSINESS GOALS FOR ATTENDING SXSW



TOP INDUSTRIES & ROLES

TOP 20 PARTICIPATING INDUSTRIES

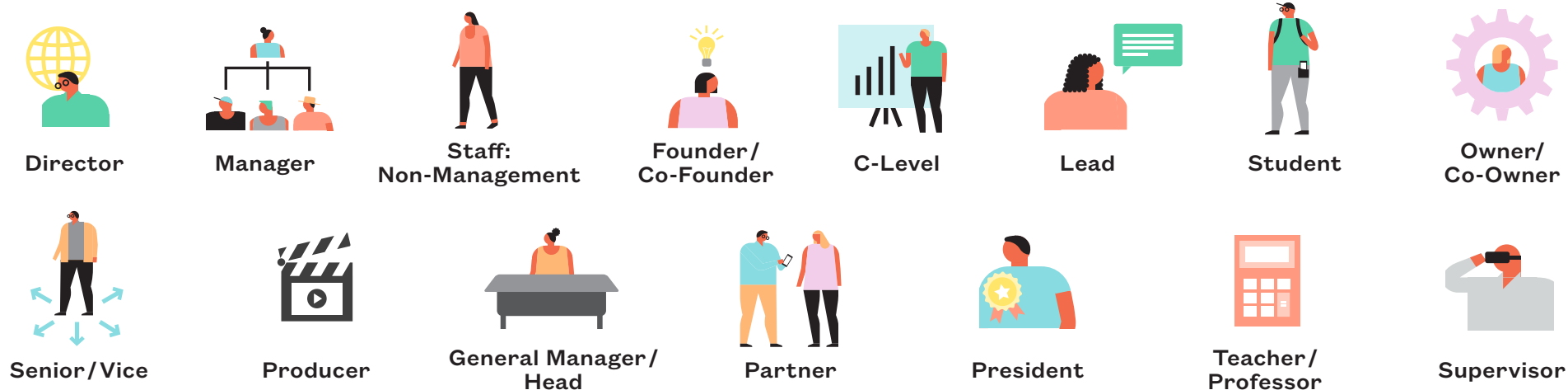
In Descending Order (Top Left to Bottom Right)



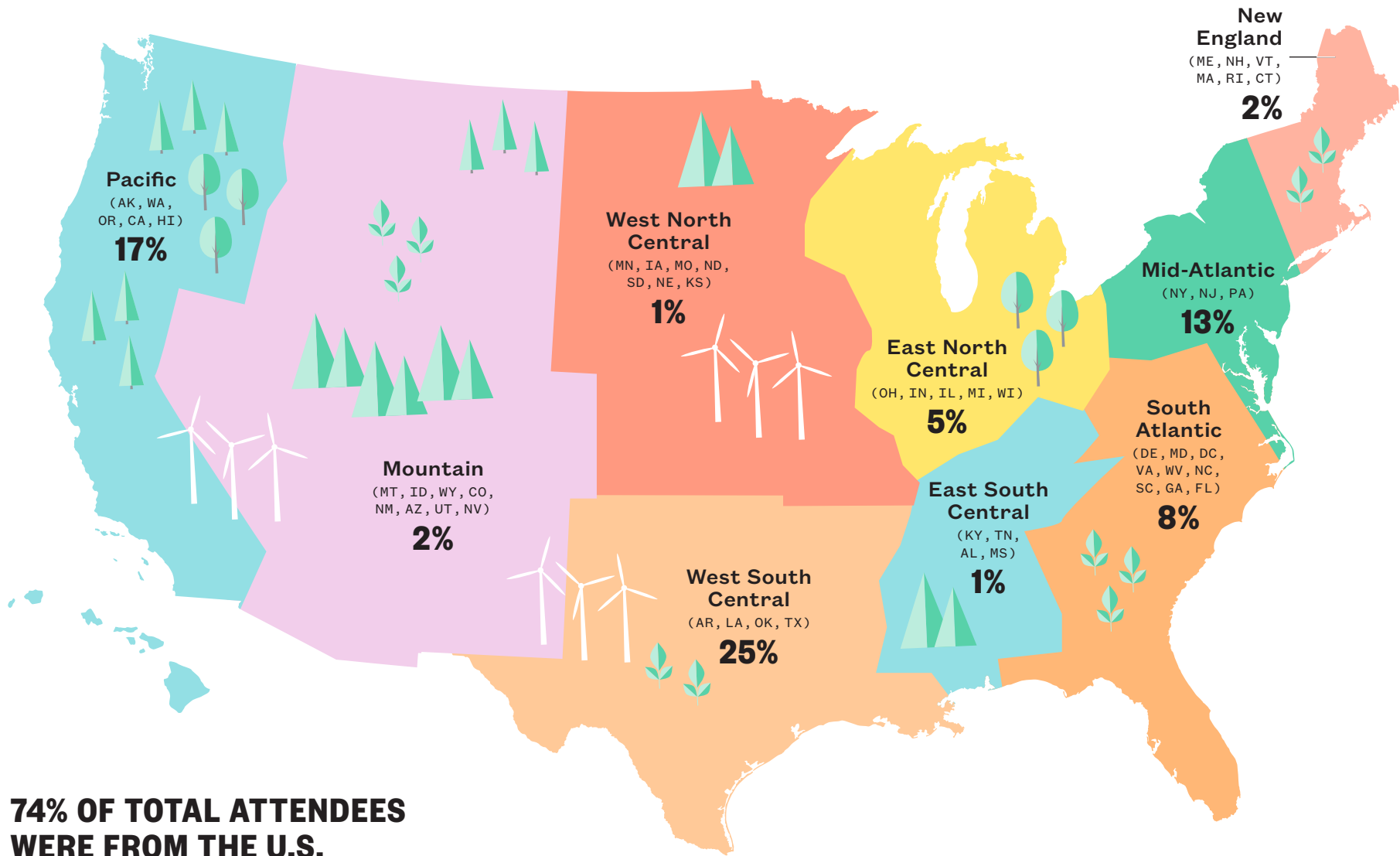
ALL CONFERENCE REGISTRANTS

TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order (Top Left to Bottom Right)



ATTENDEES BY U.S. REGION

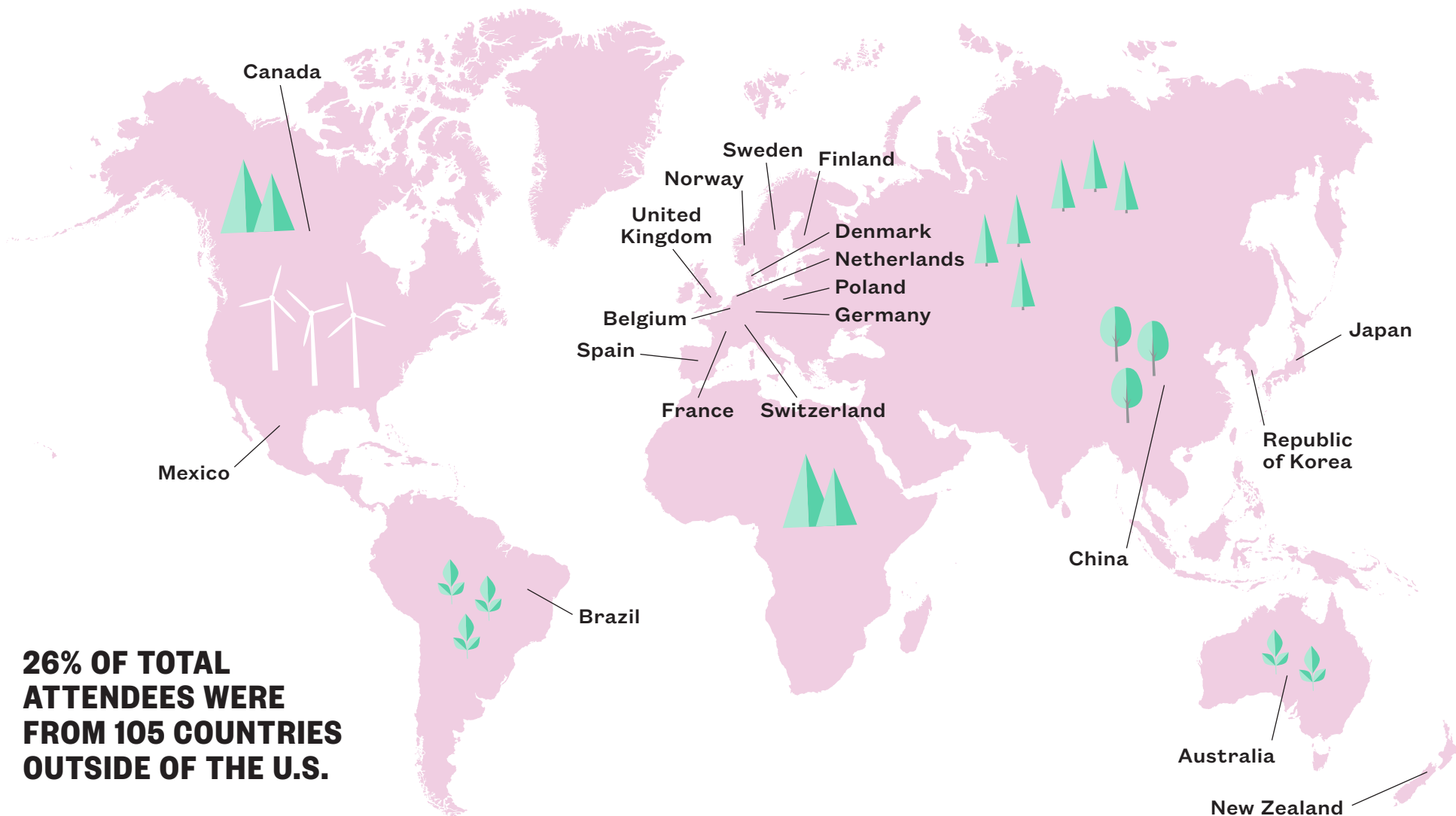


74% OF TOTAL ATTENDEES WERE FROM THE U.S.

ALL CONFERENCE REGISTRANTS

ATTENDEES WORLDWIDE

TOP 20 COUNTRIES OUTSIDE OF THE U.S.



26% OF TOTAL ATTENDEES WERE FROM 105 COUNTRIES OUTSIDE OF THE U.S.

ALL CONFERENCE REGISTRANTS