SXSW 12022

DEMOGRAPHICS

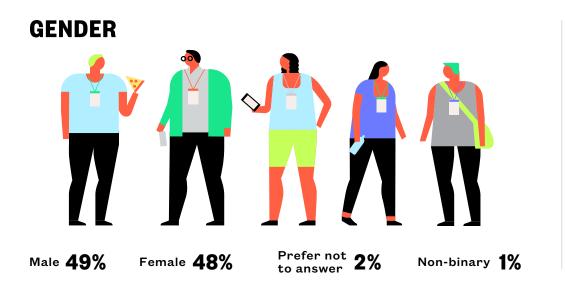
TABLE OF CONTENTS

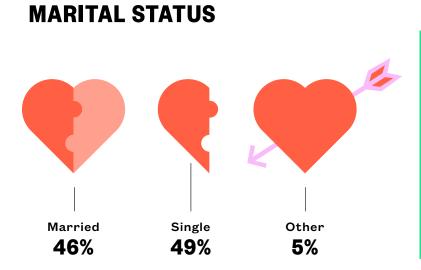
PAGE 3: DEMOGRAPHICS

PAGE 5: EMPLOYMENT

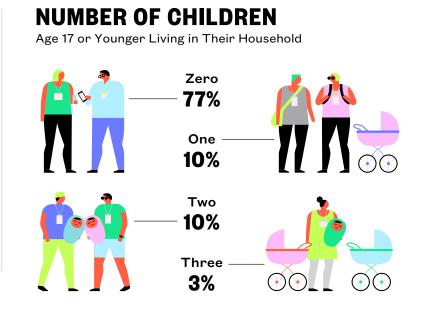
PAGE 7: SOCIAL & ATTENDANCE

DEMOGRAPHICS

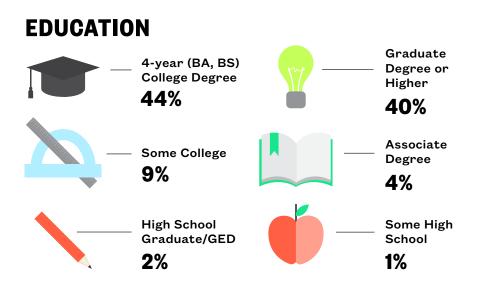


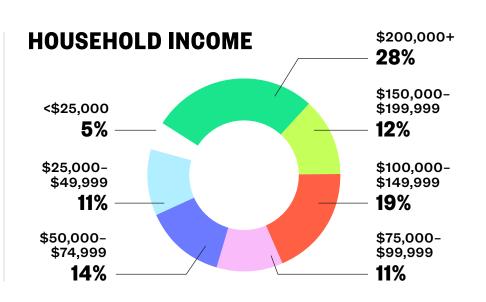


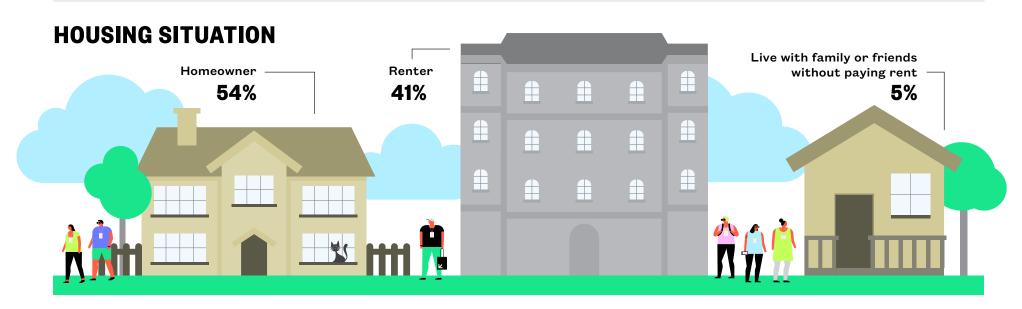
46-55 28% 46-55 10% 56-65 4%



DEMOGRAPHICS







EMPLOYMENT STATUS & BUSINESS PROFILE

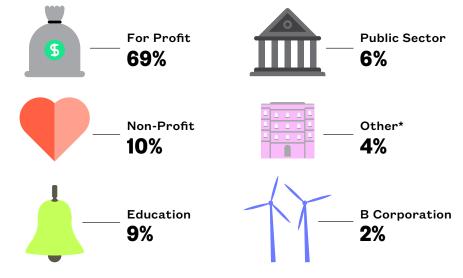
EMPLOYMENT STATUS INC. Self-Employed or Freelancer 21% Student Employed 4%

20% of Participating Organizations Identify as a Startup

EMPLOYER / # OF EMPLOYEES

	Large Business (1000 or more)	28%
Medium Business (250 or more, under 1000)		
	Small Business (10 or more, under 250)	29%
	Self Employed / Micro Business (fewer than 10)	32%

ORGANIZATION STRUCTURE



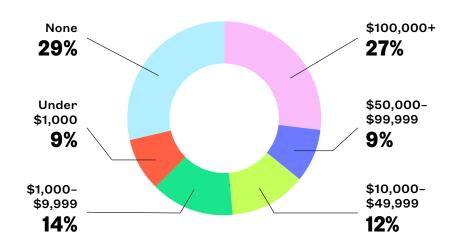
*Includes start ups, independent businesses and multiple categories

RESPONSIBILITIES & POWER

TOP 5 WORK RESPONSIBILITIES



PURCHASING POWER AT WORK



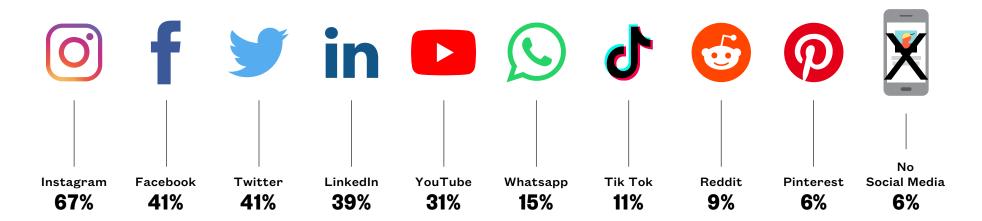
DECISION MAKING POWER

Within the Organization

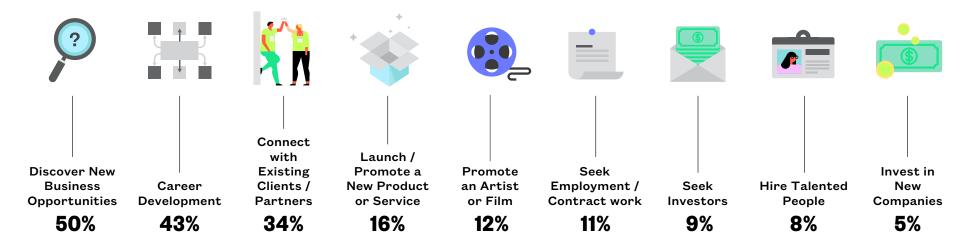
			Ultimate decision-maker	29%
		Have a hand in many decisions		23%
Have		Have	a hand in some decisions	19%
D		Decis	Decision-maker for my specific department	
	Not i	n a dec	cision-making position	10%

SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

SOCIAL MEDIA USE



BUSINESS GOALS FOR ATTENDING SXSW



TOP INDUSTRIES & ROLES

TOP 20 PARTICIPATING INDUSTRIES

In Descending Order (Top Left to Bottom Right)



Film / **Television**



Marketing / Advertising



Computer **Technology**



Music



Education



Health / Wellness



Press / Media



Design



Non-profit



Computer Services



Services

Event



Art



Digital Entertainment



Financial Services



Writing & **Editing**



Web / Internet Services



Government



Consumer Goods



Gaming / Games



Food & **Beverages**

TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order (Top Left to Bottom Right)



Director



C-Level



General Manager / Head



Staff: Non-Management



Founder / Co-founder



Senior / Vice



Artist / Creative



Producer



Media / PR





Manager





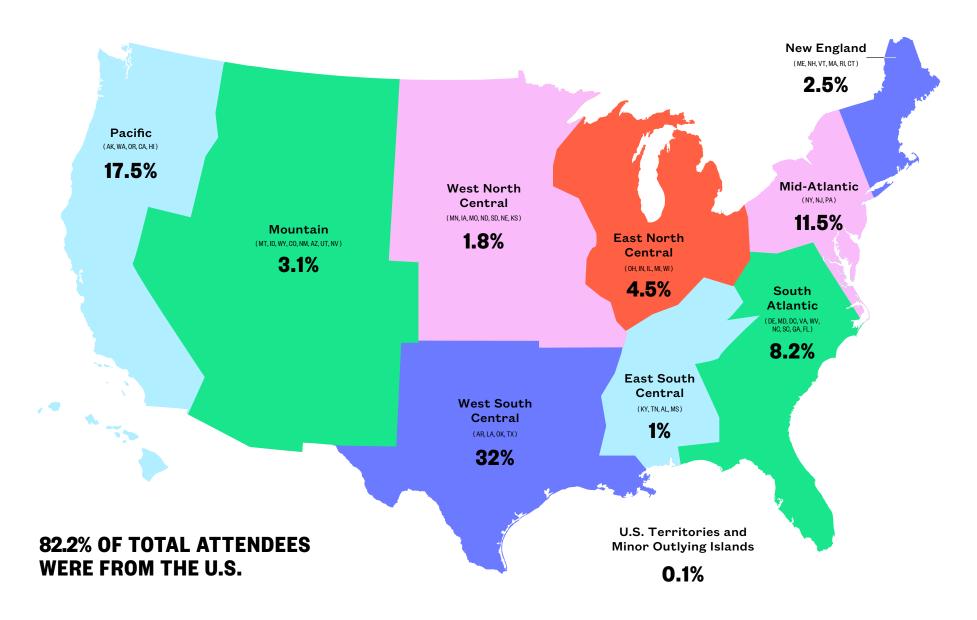


Lead



Partner

ATTENDEES BY U.S. REGION



ATTENDEES WORLDWIDE

TOP 20 COUNTRIES OUTSIDE OF THE U.S.

