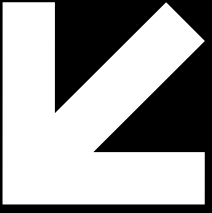


**SXSW  2023**

**DEMOGRAPHICS**

# DEMOGRAPHICS

## GENDER



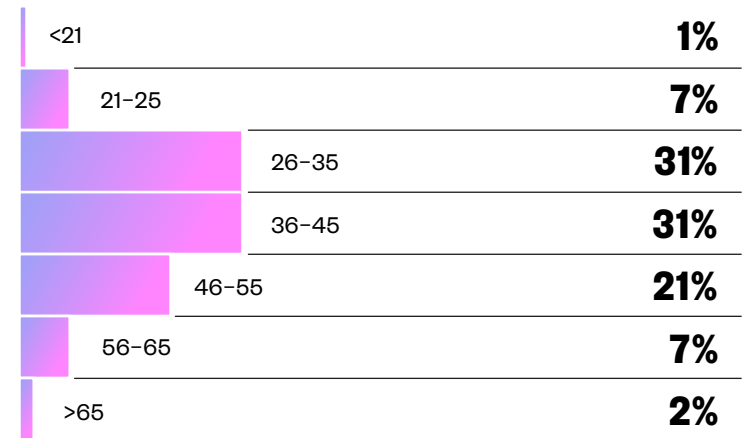
Male **46%**

Female **52%**

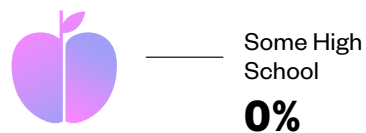
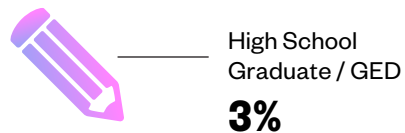
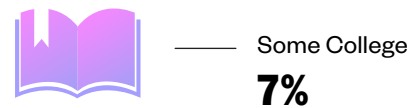
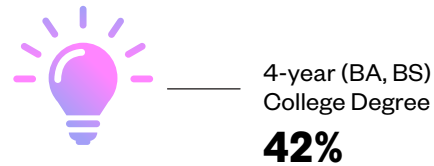
Prefer not to answer **1%**

Non-binary **1%**

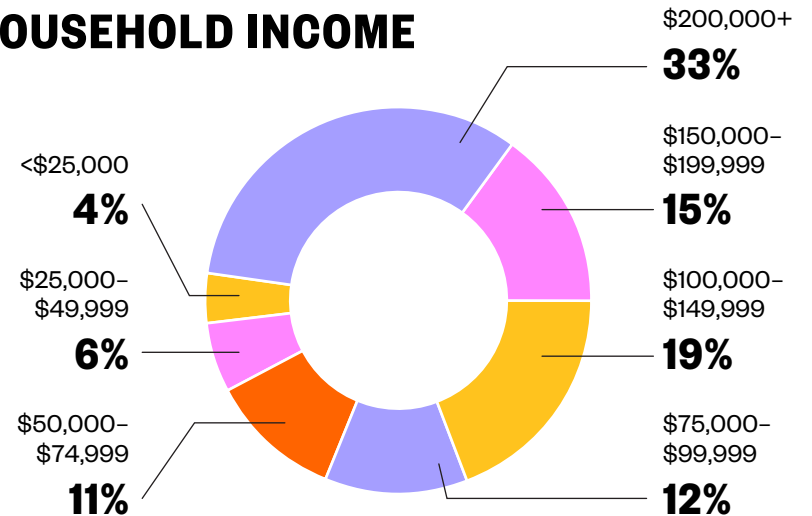
## AGE



## EDUCATION

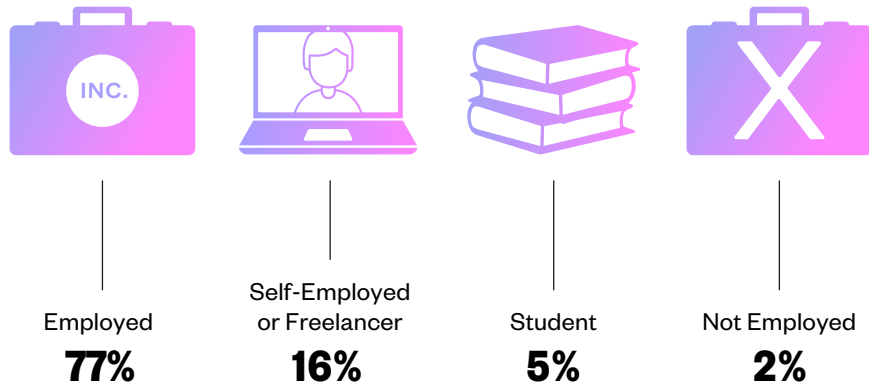


## HOUSEHOLD INCOME



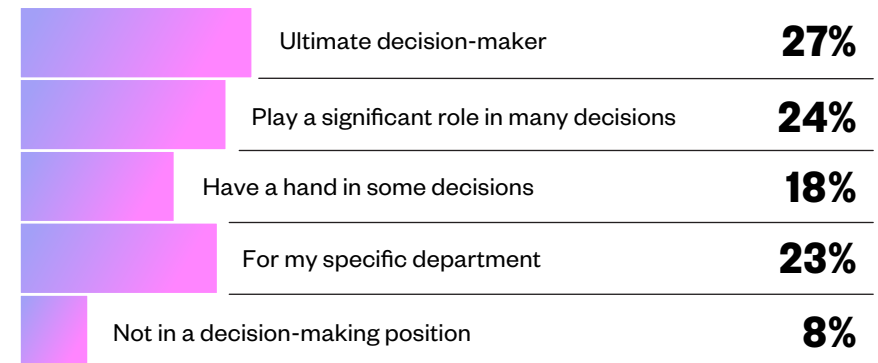
# EMPLOYMENT STATUS & PROFILE

## EMPLOYMENT STATUS

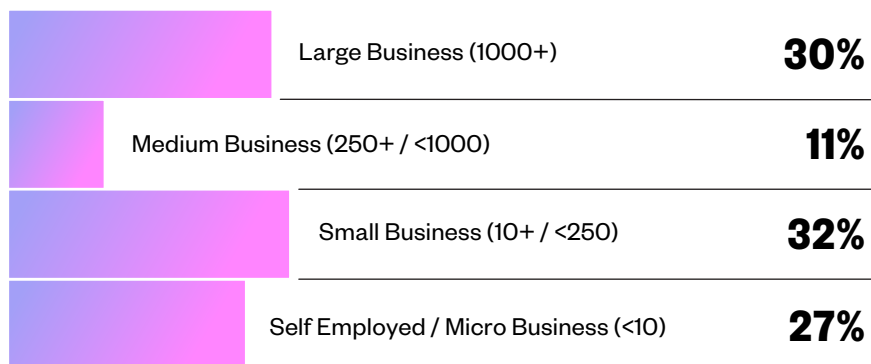


## DECISION MAKING POWER

Within the Organization

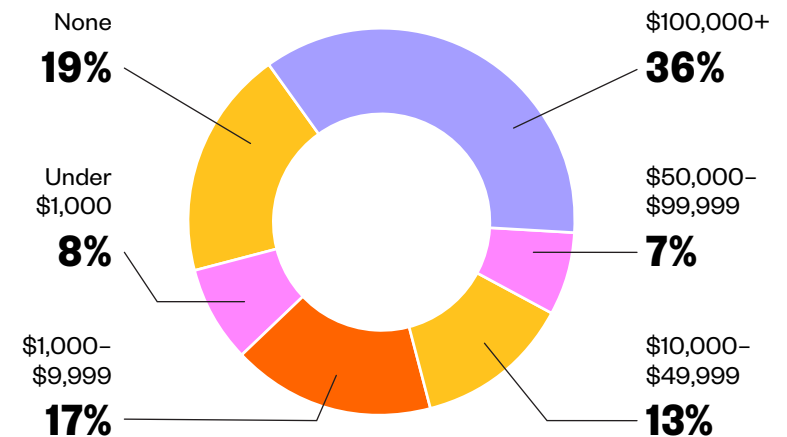


## EMPLOYER / # OF EMPLOYEES



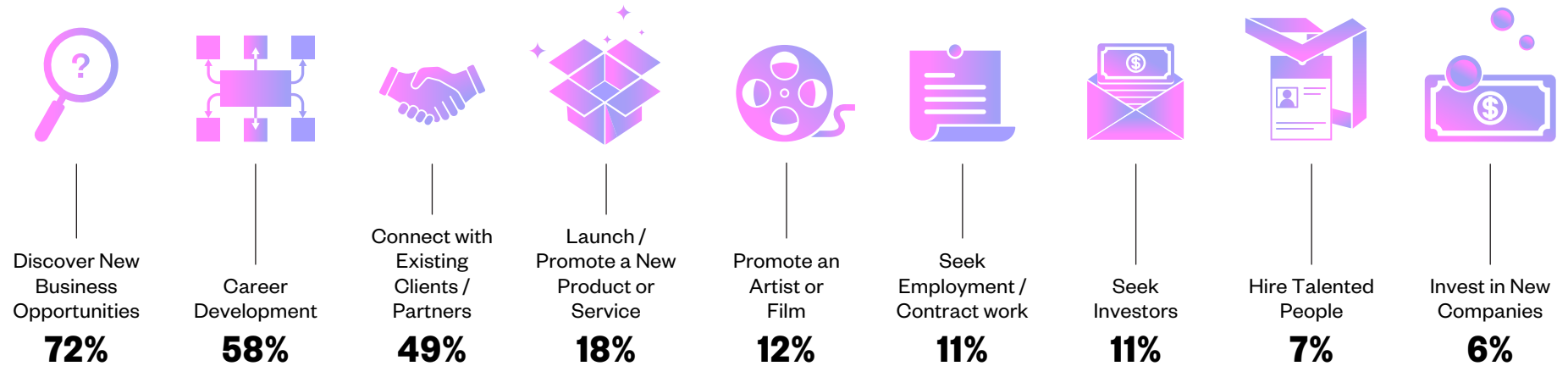
18% of Participating Organizations Identify as a Startup

## PURCHASING POWER AT WORK

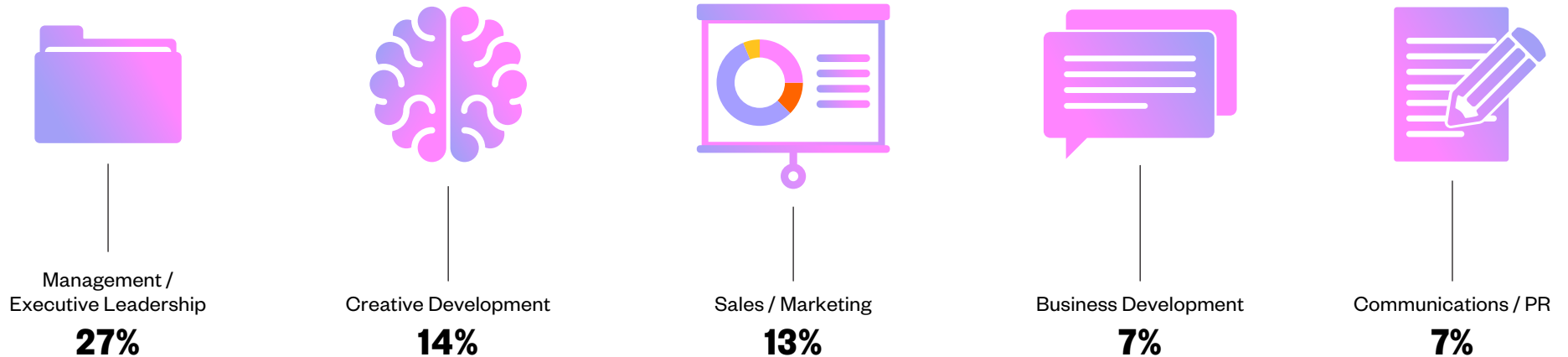


# BUSINESS GOALS AND RESPONSIBILITIES

## BUSINESS GOALS FOR ATTENDING SXSW



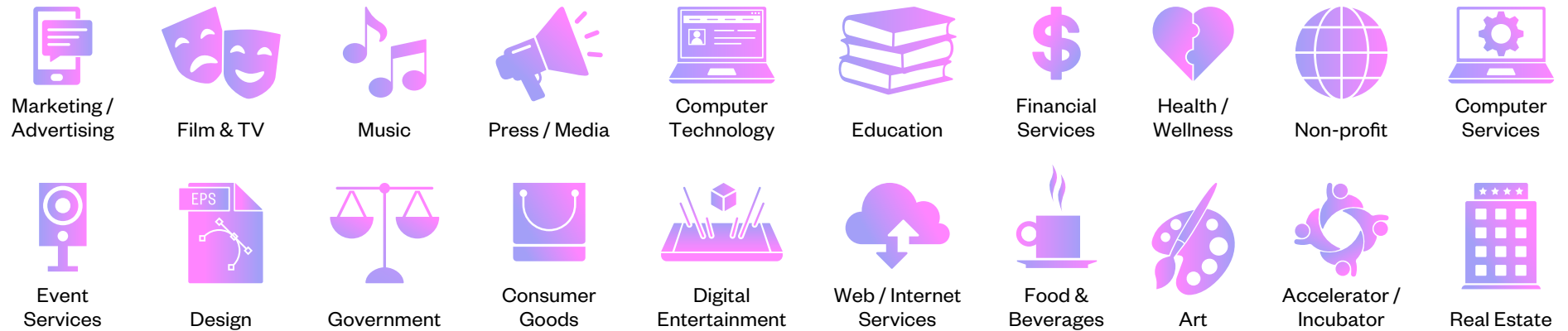
## TOP 5 WORK RESPONSIBILITIES



# TOP INDUSTRIES & ROLES

## TOP 20 PARTICIPATING INDUSTRIES

In Descending Order (Top Left to Bottom Right)



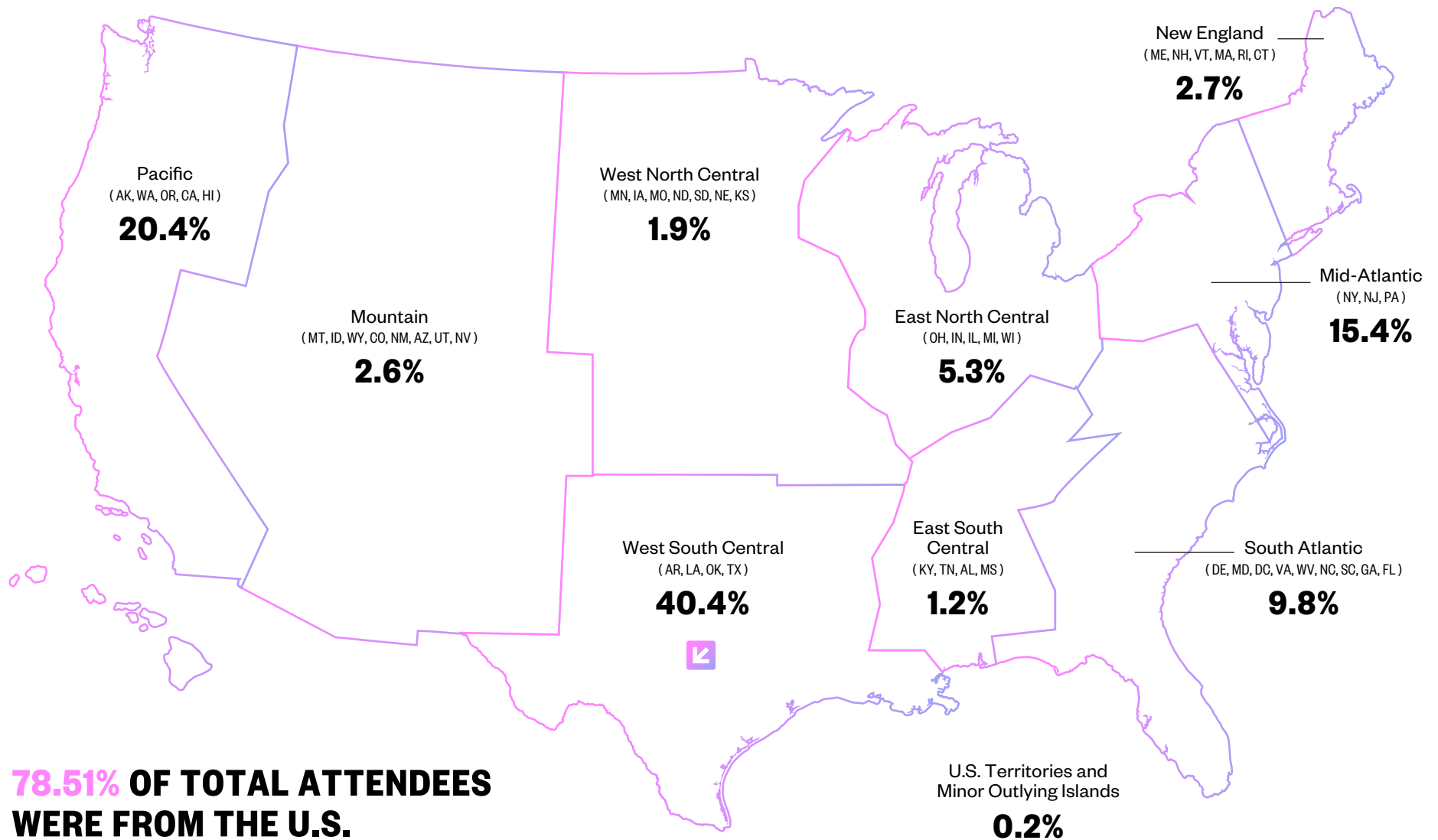
## TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order



- |                                 |                                   |
|---------------------------------|-----------------------------------|
| <b>1.</b> Director              | <b>9.</b> Producer                |
| <b>2.</b> Manager               | <b>10.</b> Student                |
| <b>3.</b> Founder / Co-founder  | <b>11.</b> Media / PR             |
| <b>4.</b> Staff: Non-Management | <b>12.</b> General Manager / Head |
| <b>5.</b> C-Level               | <b>13.</b> Partner                |
| <b>6.</b> Owner / Co-Owner      | <b>14.</b> President              |
| <b>7.</b> Lead                  | <b>15.</b> Teacher / Professor    |
| <b>8.</b> Senior / Vice         |                                   |

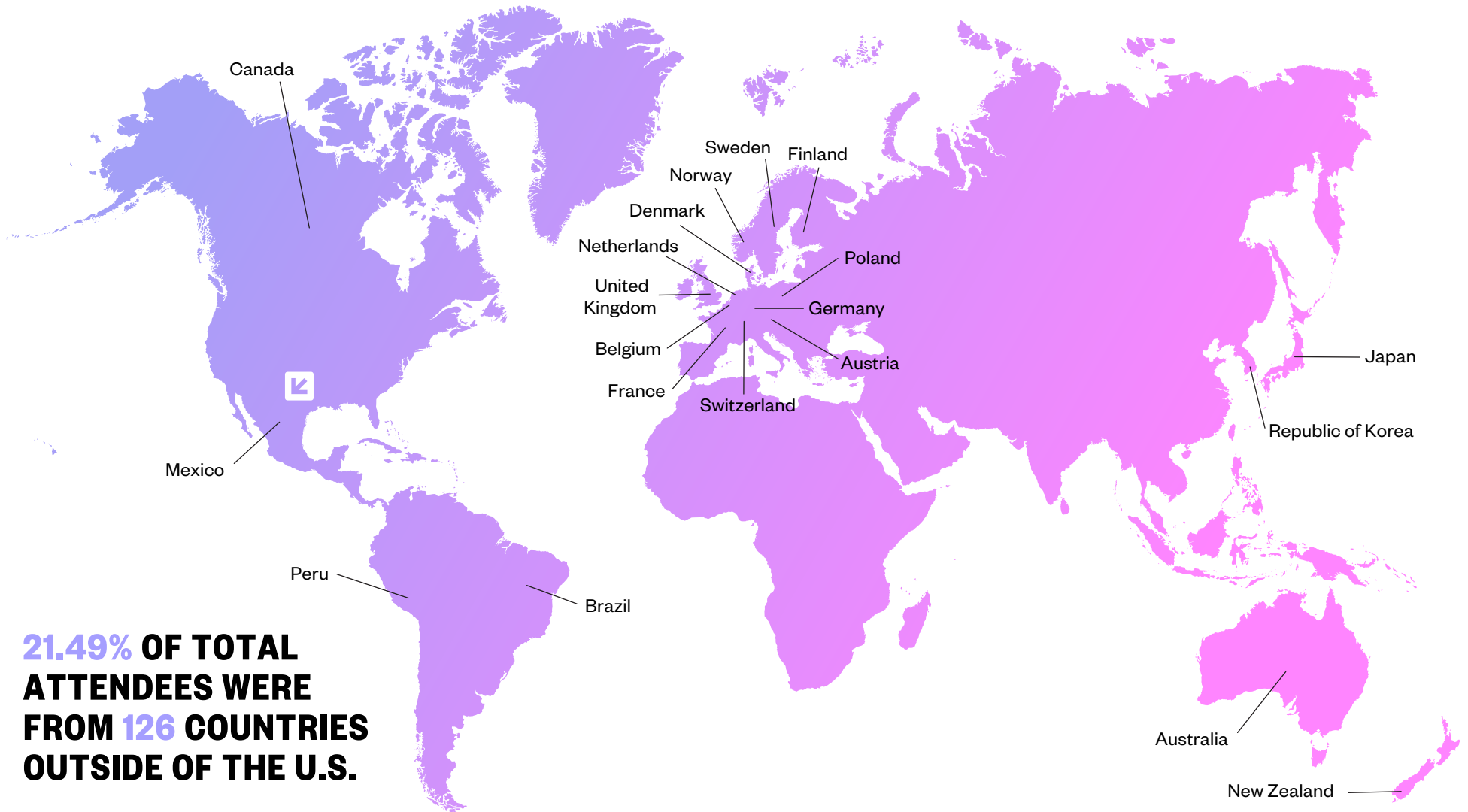
# ATTENDEES BY U.S. REGION



**78.51% OF TOTAL ATTENDEES WERE FROM THE U.S.**

# ATTENDEES WORLDWIDE

## TOP 20 COUNTRIES OUTSIDE OF THE U.S.



**21.49% OF TOTAL  
ATTENDEES WERE  
FROM 126 COUNTRIES  
OUTSIDE OF THE U.S.**