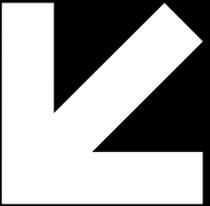


**SXSW  2025**

**DEMOGRAPHICS**

# DEMOGRAPHICS

## GENDER



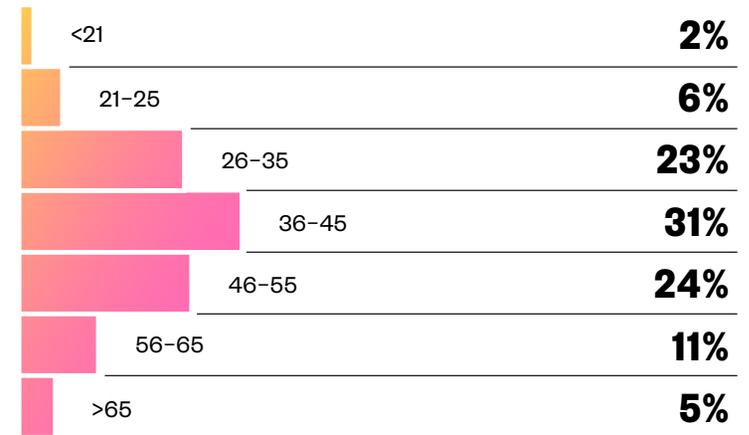
Male **49%**

Female **49%**

Other **2%**

Includes non-binary, gender fluid and transmasculine

## AGE



## EDUCATION



PhD  
**4%**



Graduate Degree or Higher  
**40%**



4-year (BA, BS) College Degree  
**41%**



Associate Degree  
**3%**

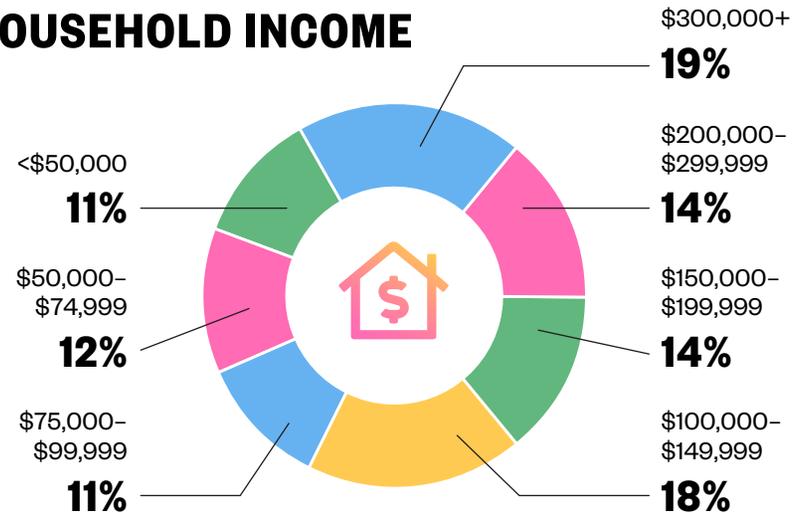


Some College  
**7%**



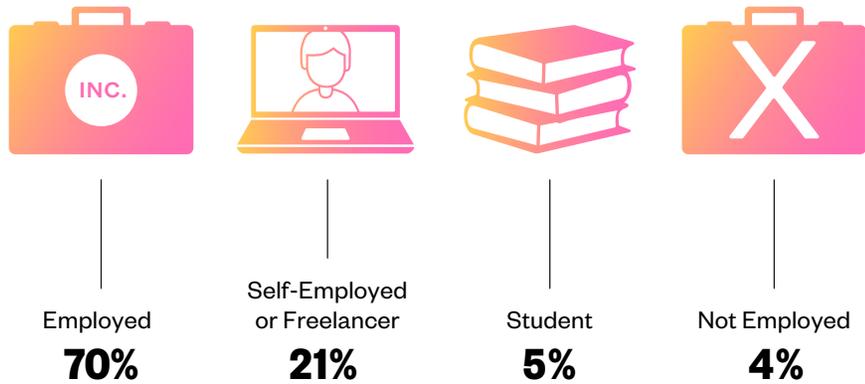
Up to High School Graduate / GED  
**4%**

## HOUSEHOLD INCOME



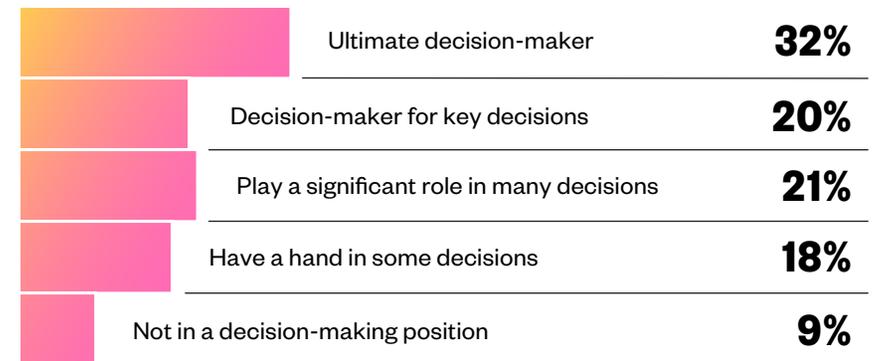
# EMPLOYMENT STATUS & PROFILE

## EMPLOYMENT STATUS

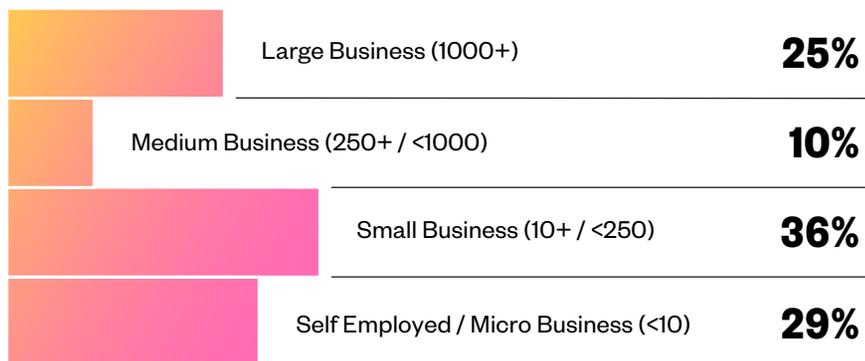


## DECISION MAKING POWER

Within the Organization

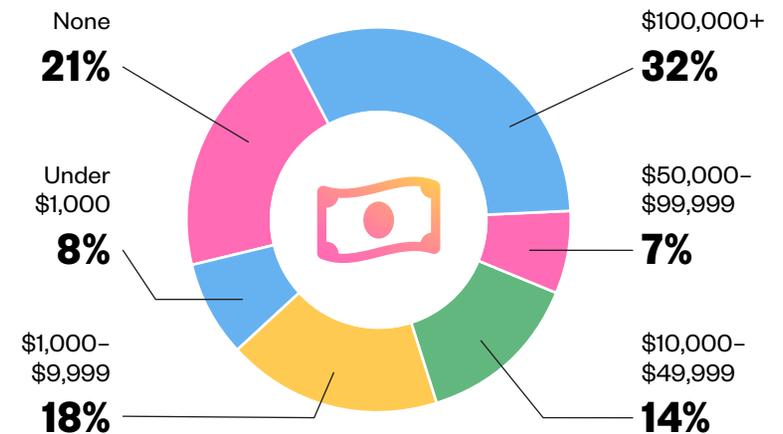


## COMPANY SIZE (# OF EMPLOYEES)



**33%** of Participating Organizations Identify as a Startup

## PURCHASING POWER AT WORK



# BUSINESS GOALS AND RESPONSIBILITIES

## WHAT ATTENDEES WANT TO ACCOMPLISH AT SXSW



Find New Sources of Inspiration  
**48%**



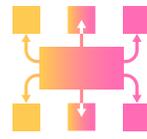
Network and Build Connections  
**47%**



Learn Something New  
**45%**



Discover Emerging Trends  
**42%**



Enhance my Career  
**38%**



Socialize / Have Fun  
**34%**



Promote my Business, Product or Personal Brand  
**31%**



Reach a New Audience  
**25%**



Showcase my Work  
**25%**

## TOP 5 WORK RESPONSIBILITIES



Chief / Executive Leadership  
**24%**



Sales / Marketing  
**10%**



Creative Development  
**7%**



Producer  
**6%**



Communications / PR  
**5%**

# TOP INDUSTRIES & ROLES

## TOP 15 PARTICIPATING INDUSTRIES



Computer Services



Computer Technology



Consumer Goods



Design



Digital Entertainment



Education



Event Services



Film / Television



Financial Services



Government



Health



Marketing / Advertising



Music



Non-profit



Press / Media

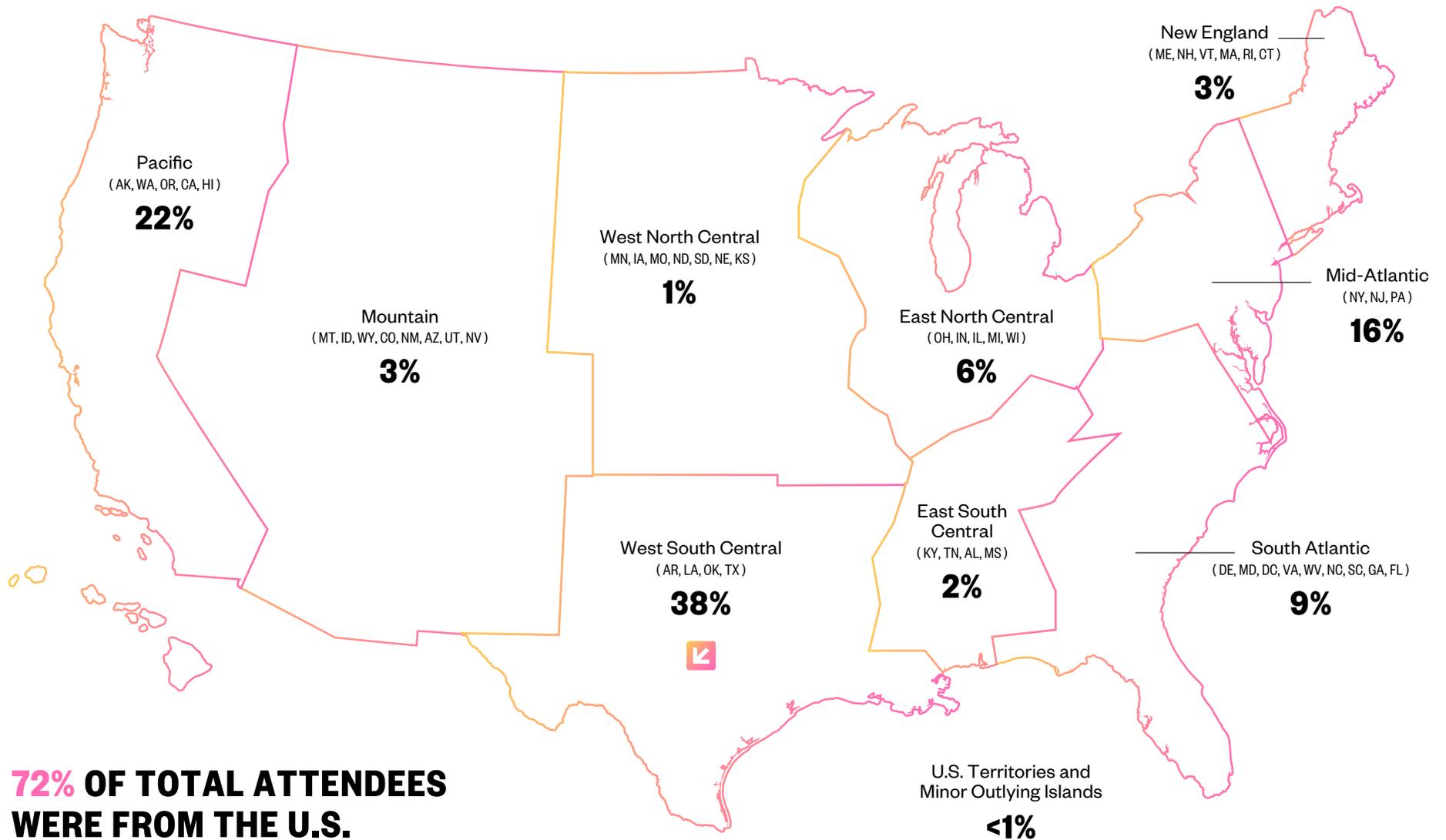
## TOP 10 PARTICIPATING ATTENDEE ROLES

In Descending Order



1. Director
2. Founder / Co-Founder
3. Manager
4. C-Level
5. Staff: Non-Management
6. Lead
7. Owner / Co-Owner
8. Producer
9. Senior / Vice
10. Freelancer / Independent Contractor

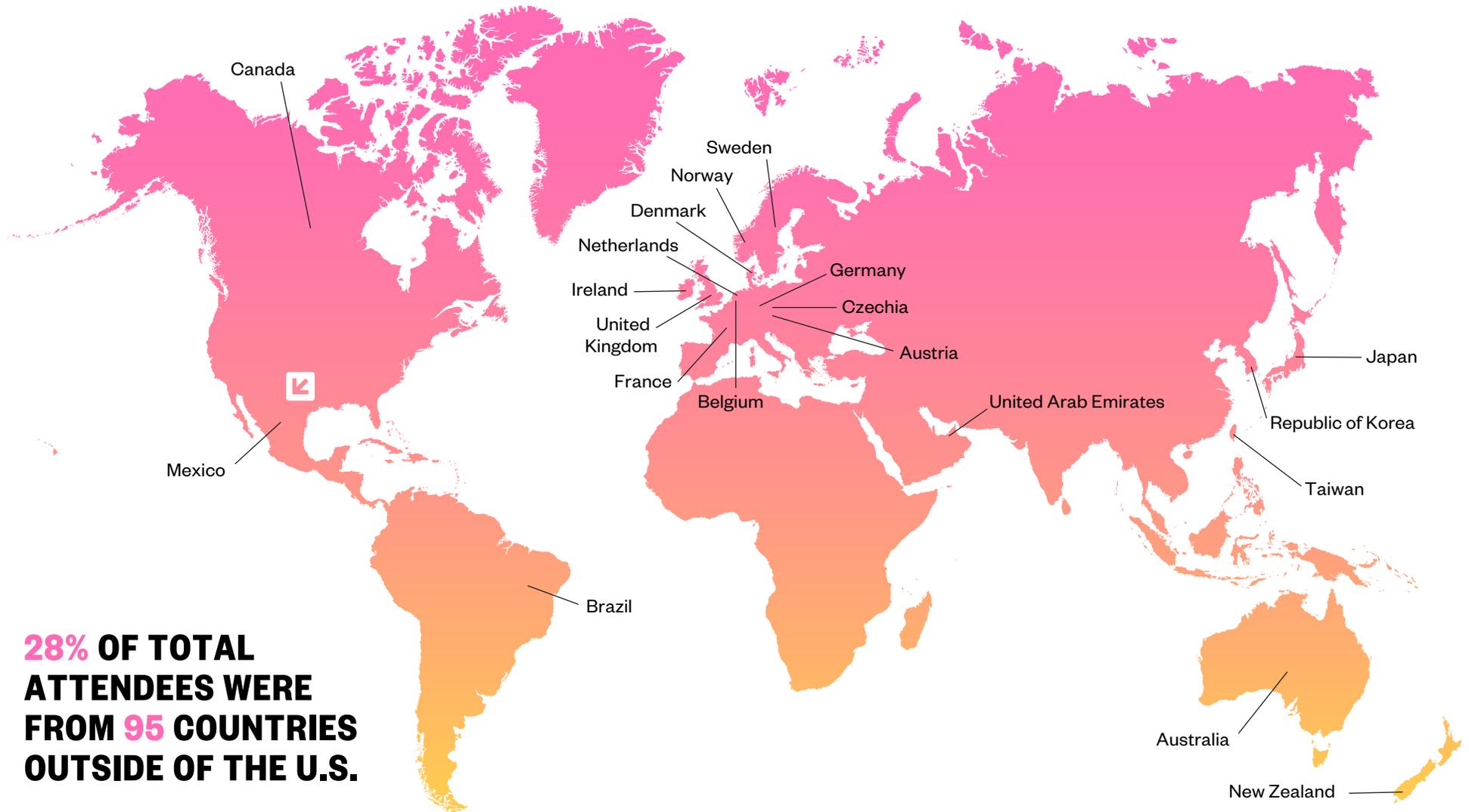
# ATTENDEES BY U.S. REGION



**72% OF TOTAL ATTENDEES WERE FROM THE U.S.**

# ATTENDEES WORLDWIDE

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



**28% OF TOTAL ATTENDEES WERE FROM 95 COUNTRIES OUTSIDE OF THE U.S.**