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DEMOGRAPHICS

GENDER

- Male: 54%
- Female: 45%
- Other: <1%

MARITAL STATUS

- Married: 53%
- Single: 44%
- Other: 3%

AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;21</td>
<td>1%</td>
</tr>
<tr>
<td>21-24</td>
<td>6%</td>
</tr>
<tr>
<td>25-34</td>
<td>38%</td>
</tr>
<tr>
<td>35-44</td>
<td>33%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
</tr>
<tr>
<td>55-64</td>
<td>5%</td>
</tr>
<tr>
<td>65+</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

NUMBER OF CHILDREN

Age 17 or Younger Living in Their Household

- Zero: 68%
- One: 13%
- Two: 15%
- Three: 4%
- More Than Three: <1%
**DEMOGRAPHICS**

**EDUCATION**

- Bachelors Degree: 50%
- Some College But No Degree: 8%
- High School Degree: 2%
- Graduate Degree or Higher: 37%
- Associates Degree: 3%
- Less Than High School Degree: <1%

**HOUSEHOLD INCOME**

- $25,000+: 6%
- $25,000–$49,999: 9%
- $50,000–$74,999: 13%
- $75,000–$99,999: 14%
- $100,000–$149,999: 21%
- $150,000+: 37%

**EDUCATION**

- Rented: 45%
- Owned or Being Purchased: 53%
- Occupied Without Payment: 2%
- Rented: 45%
EMPLOYMENT STATUS

- Employed: 74%
- Self-Employed or Freelancer: 20%
- Student: 4%
- Not Employed: 2%

EMPLOYER

- LARGE BUSINESS (500+): 39%
- SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50 EMPLOYEES): 35%
- SMALL BUSINESS (OVER 50 & UNDER 250): 18%
- MEDIUM BUSINESS (OVER 250 AND UNDER 500): 8%

ORGANIZATION YEARS IN BUSINESS

- 1-5: 24%
- 6-10: 15%
- 11-20: 18%
- 21-50: 21%
- 51-100: 12%
- 100+: 10%

21% of Participating Organizations Identify as a Startup

ORGANIZATION STRUCTURE

- For Profit: 70%
- Public Sector: 11%
- Education: 5%
- B Corporation: 4%
- Non-Profit: 10%
STRUCTURE, ROLE & POWER

WORK RESPONSIBILITIES

- Creative Development: 25%
- Management: 25%
- Sales/Marketing: 16%
- Something Else: 15%
- Business Development: 10%
- Communications / PR: 9%

PURCHASING POWER AT WORK

- None: 20%
- Under $1,000: 14%
- $1,000–$9,999: 21%
- $10,000–$49,000: 12%
- $50,000–$99,000: 5%
- $100,000+: 5%

DECISION MAKING POWER

Within the Organization

- Have a hand in many decisions: 28%
- Decision-maker for my specific department: 26%
- Ultimate decision-maker: 24%
- Have a hand in some decisions: 17%
- Not in a decision-making position: 5%
SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

SOCIAL MEDIA USE

Facebook 84%  
Instagram 66%  
Twitter 56%  
LinkedIn 50%  
Snapchat 28%  
Pinterest 15%  
Google+ 5%  
Tumblr 5%  
No Social Media 4%

BUSINESS GOALS FOR ATTENDING SXSW

Find New Business Opportunities 67%  
Connect with Existing Clients 49%  
Seek Employment/Contract Work 16%  
Seek Investors 12%  
Hire Talented People 10%  
Launch a New Product or Service 10%  
Invest in New Companies 5%
TOP INDUSTRIES & ROLES

TOP 20 PARTICIPATING INDUSTRIES
In Descending Order (Top Left to Bottom Right)

Marketing/Advertising  Film/Television  Music  Press/Media  Computer Technology  Education  Financial Services  Health/Wellness  Design  Non-Profit

Computer Service  Web/Internet Services  Digital Entertainment  Event Services  Government  Consumer Goods  Food & Beverages  Apparel & Fashion  Gaming/Games  Manufacturing

TOP 15 PARTICIPATING ATTENDEE ROLES
In Descending Order (Top Left to Bottom Right)

Director  Manager  Staff: Non-Management  Founder/Co-Founder  C-Level  Lead  Senior/Vice  Owner/Co-Owner  Producer  General Manager/Head  Student  Partner  President  Not Employed  Teacher/Professor

8  SXSW DEMOGRAPHICS 2017
ATTENDEES BY U.S. REGION

78% OF TOTAL ATTENDEES FROM THE U.S.

Pacific (AK, WA, OR, CA, HI) 20%

Mountain (MT, ID, WY, CO, NM, AZ, UT, NV) 2%

West North Central (MN, IA, MO, ND, SD, NE, KS) 1%

West South Central (AR, LA, OK, TX) 25%

East North Central (OH, IN, IL, MI, WI) 5%

East South Central (KY, TN, AL, MS) 1%

South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL) 8%

Mid-Atlantic (NY, NJ, PA) 14%

New England (ME, NH, VT, MA, RI, CT) 2%

ALL CONFERENCE REGISTRANTS
TOP 20 COUNTRIES OUTSIDE OF THE U.S.

ALL CONFERENCE REGISTRANTS

22% OF TOTAL ATTENDEES FROM 94 COUNTRIES OUTSIDE OF THE U.S.