



# SXSW<sup>®</sup> 2017



# DEMOGRAPHICS

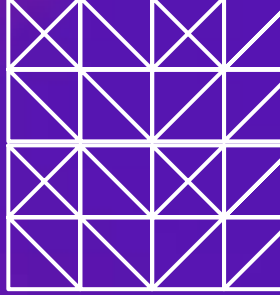


# TABLE OF CONTENTS

**PAGE 3: DEMOGRAPHICS**

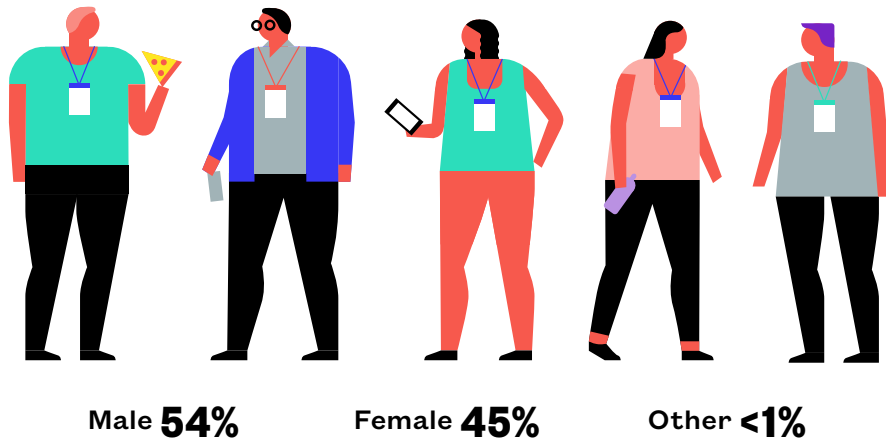
**PAGE 5: EMPLOYMENT**

**PAGE 7: SOCIAL & ATTENDANCE**

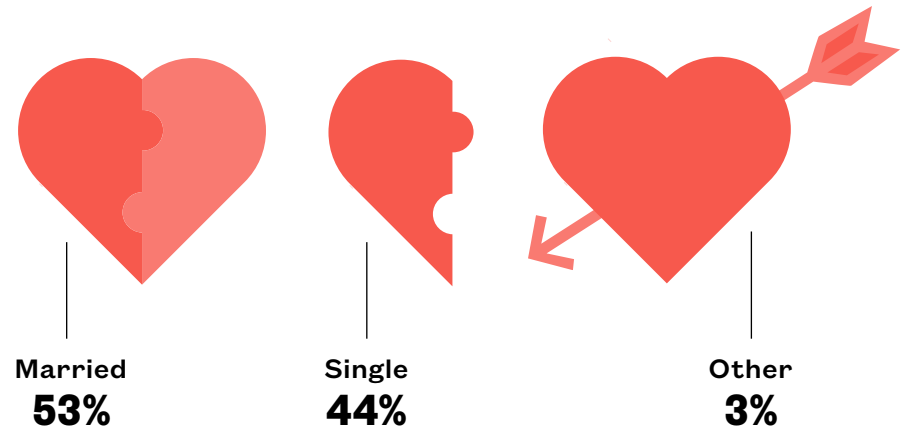


# DEMOGRAPHICS

## GENDER



## MARITAL STATUS

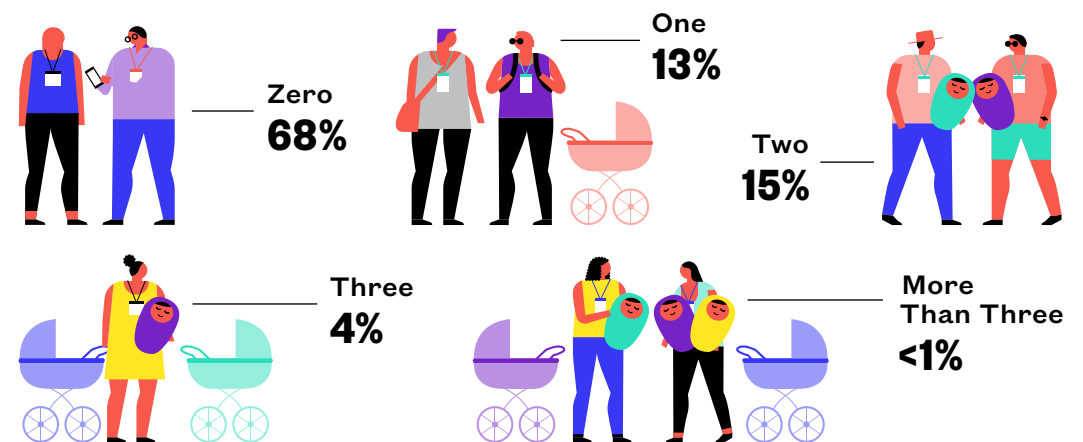


## AGE

<21	1%
21-24	6%
25-34	38%
35-44	33%
45-54	17%
55-64	5%
65+	<1%

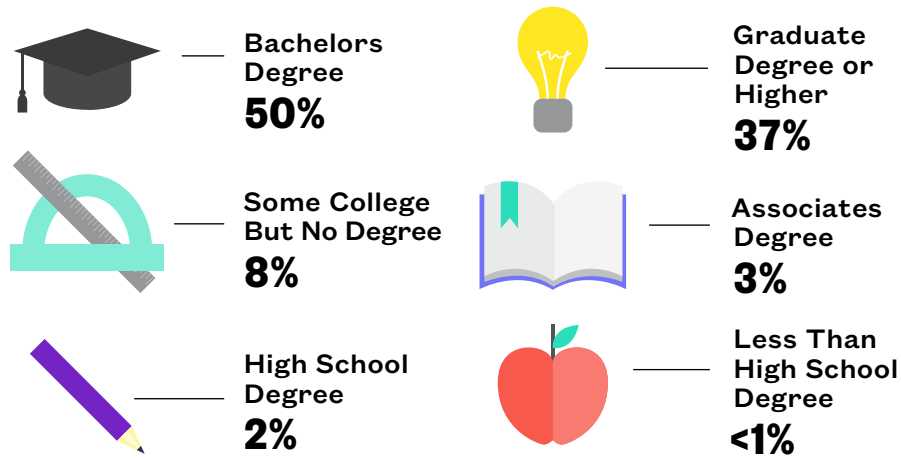
## NUMBER OF CHILDREN

Age 17 or Younger Living in Their Household

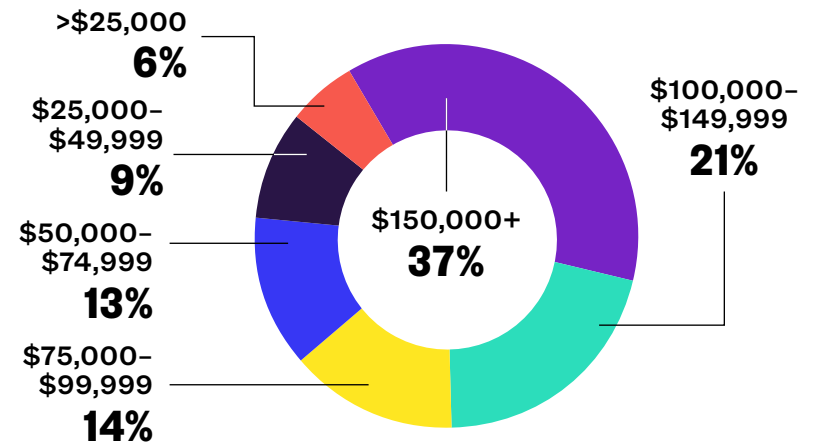


# DEMOGRAPHICS

## EDUCATION



## HOUSEHOLD INCOME



ALL CONFERENCE REGISTRANTS

## HOUSING SITUATION



# EMPLOYMENT STATUS & BUSINESS PROFILE

## EMPLOYMENT STATUS



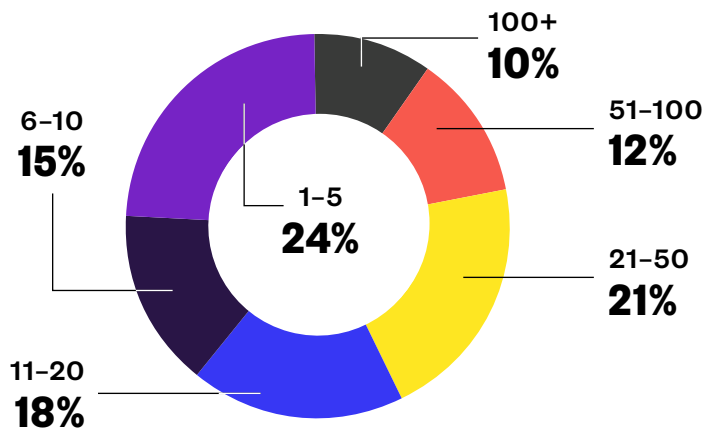
## EMPLOYER

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

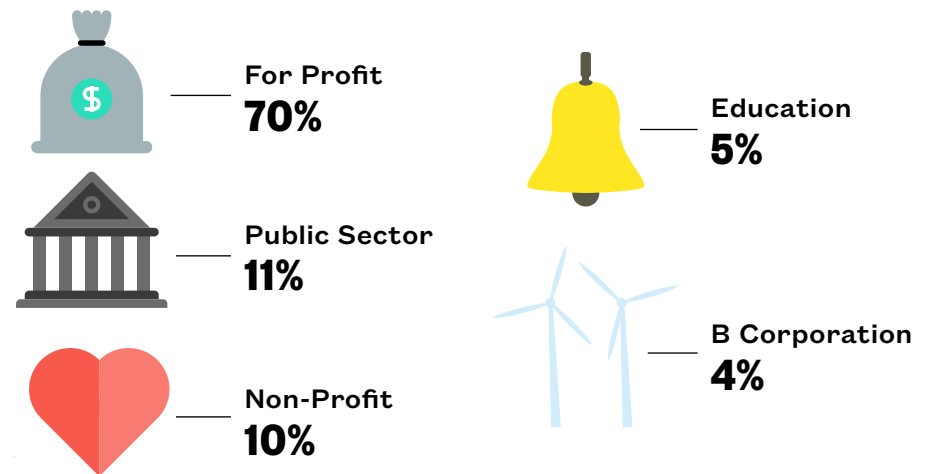
ALL CONFERENCE REGISTRANTS

## ORGANIZATION YEARS IN BUSINESS

21% of Participating Organizations Identify as a Startup

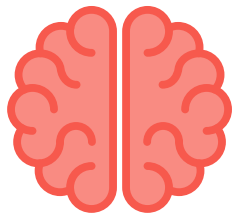


## ORGANIZATION STRUCTURE



# STRUCTURE, ROLE & POWER

## WORK RESPONSIBILITIES



Creative Development  
**25%**



Management  
**25%**



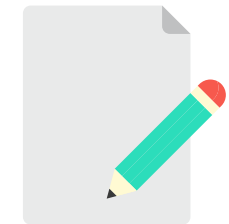
Sales/Marketing  
**16%**



Something Else  
**15%**



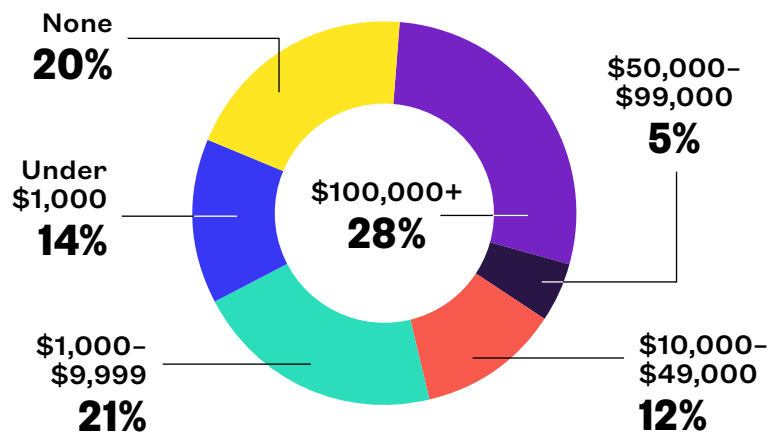
Business Development  
**10%**



Communications/PR  
**9%**

ALL CONFERENCE REGISTRANTS

## PURCHASING POWER AT WORK



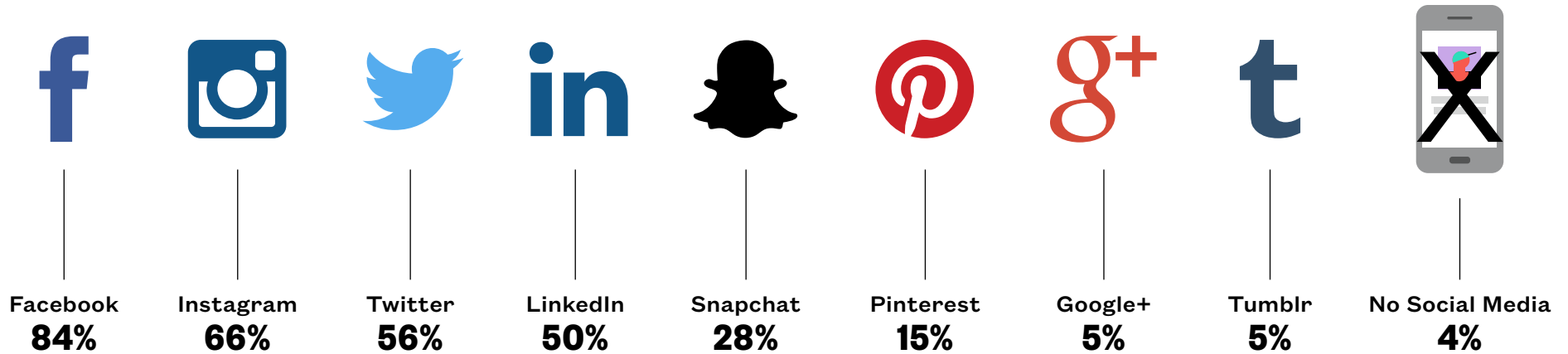
## DECISION MAKING POWER

Within the Organization

HAVE A HAND IN MANY DECISIONS	<b>28%</b>
DECISION-MAKER FOR MY SPECIFIC DEPARTMENT	<b>26%</b>
ULTIMATE DECISION-MAKER	<b>24%</b>
HAVE A HAND IN SOME DECISIONS	<b>17%</b>
NOT IN A DECISION-MAKING POSITION	<b>5%</b>

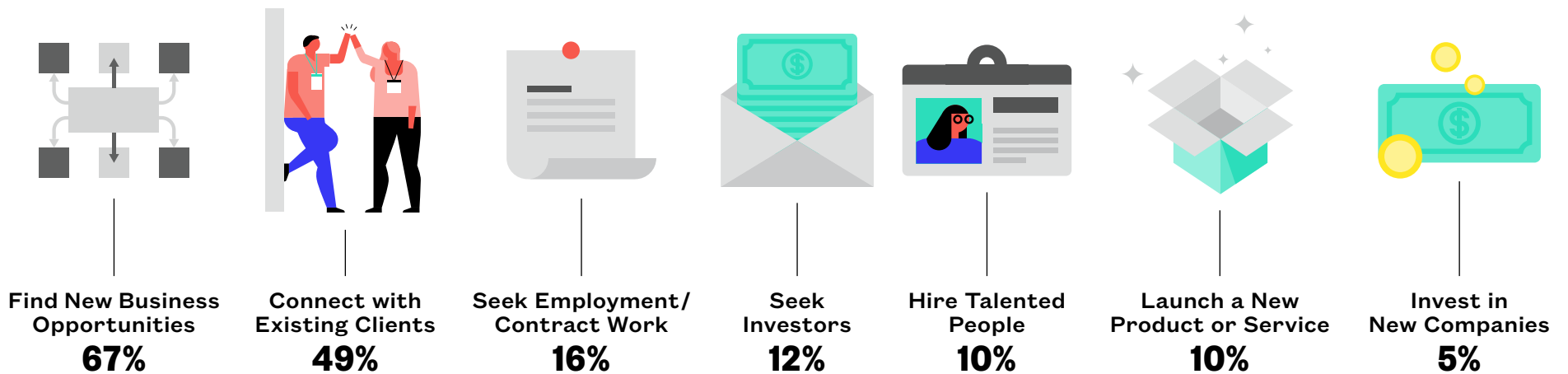
# SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

## SOCIAL MEDIA USE



ALL CONFERENCE REGISTRANTS

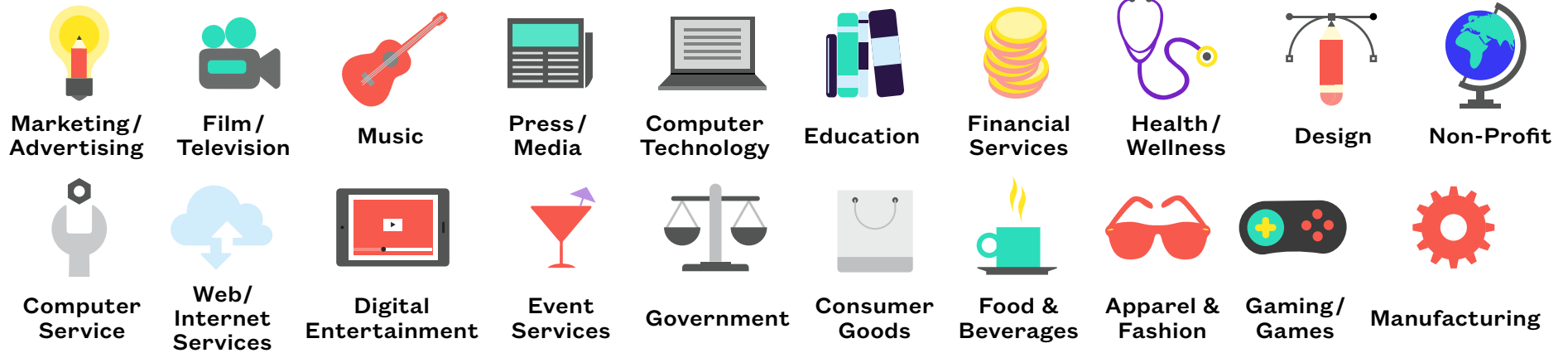
## BUSINESS GOALS FOR ATTENDING SXSW



# TOP INDUSTRIES & ROLES

## TOP 20 PARTICIPATING INDUSTRIES

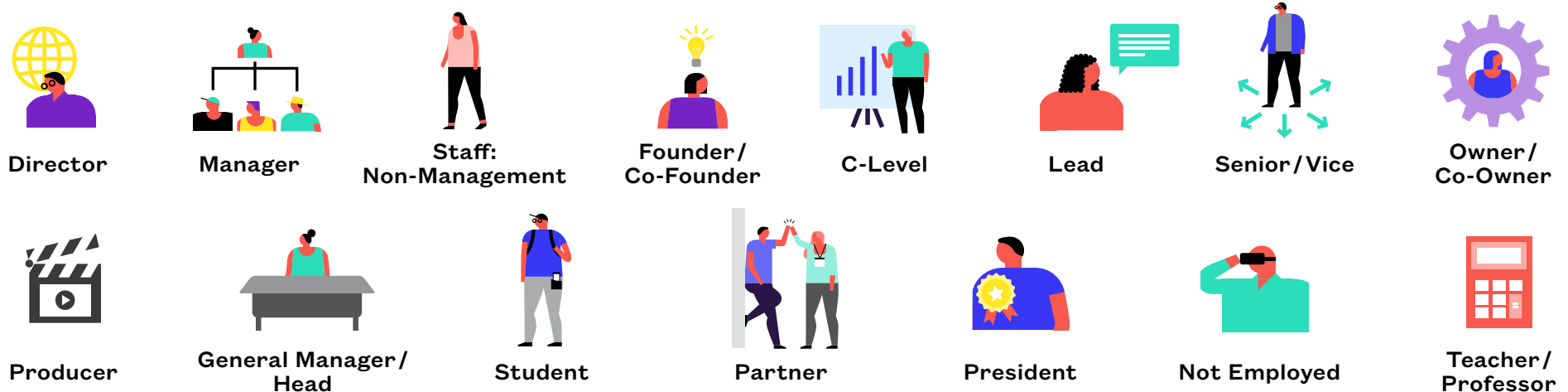
In Descending Order (Top Left to Bottom Right)



ALL CONFERENCE REGISTRANTS

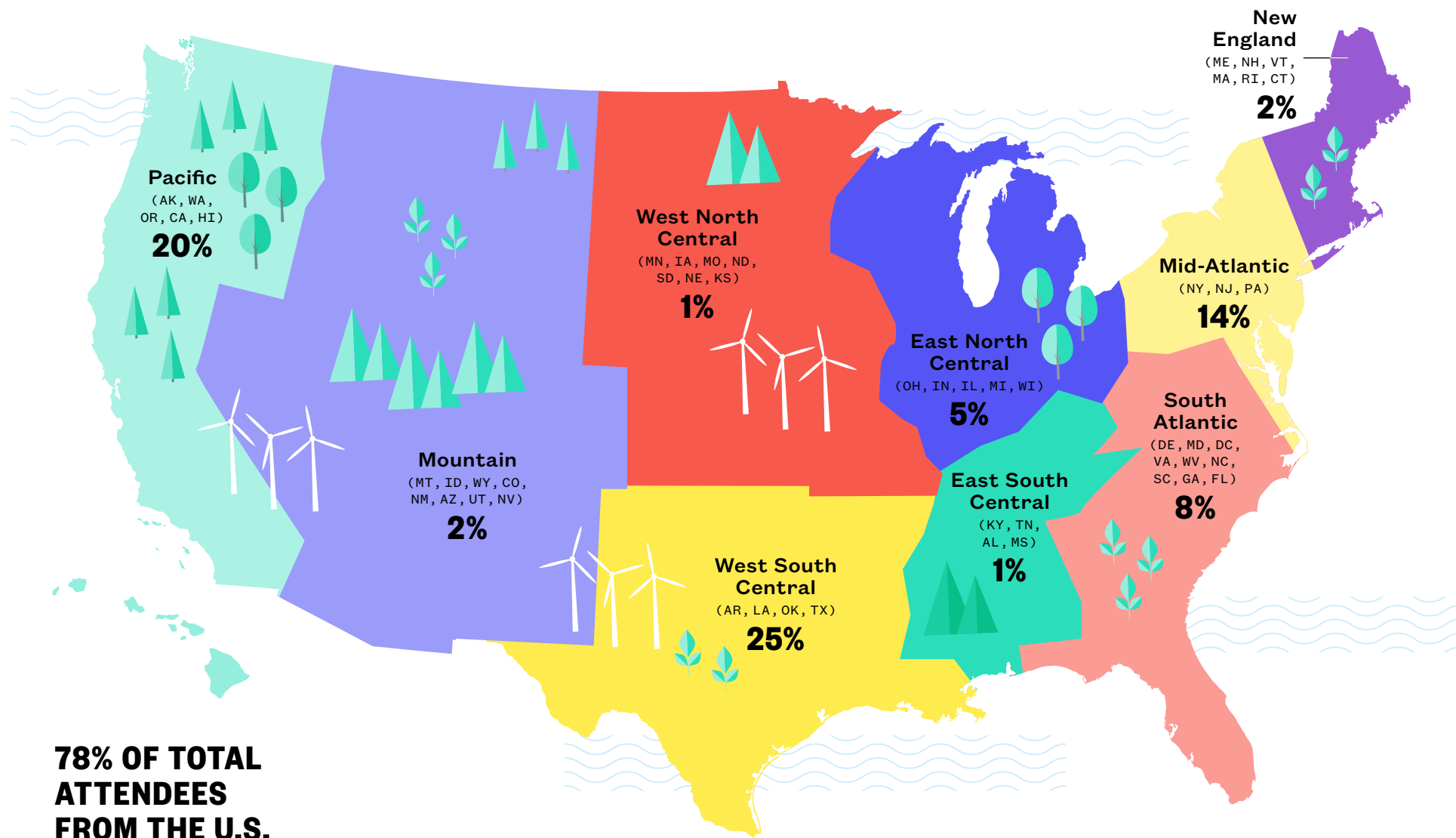
## TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order (Top Left to Bottom Right)





# ATTENDEES BY U.S. REGION

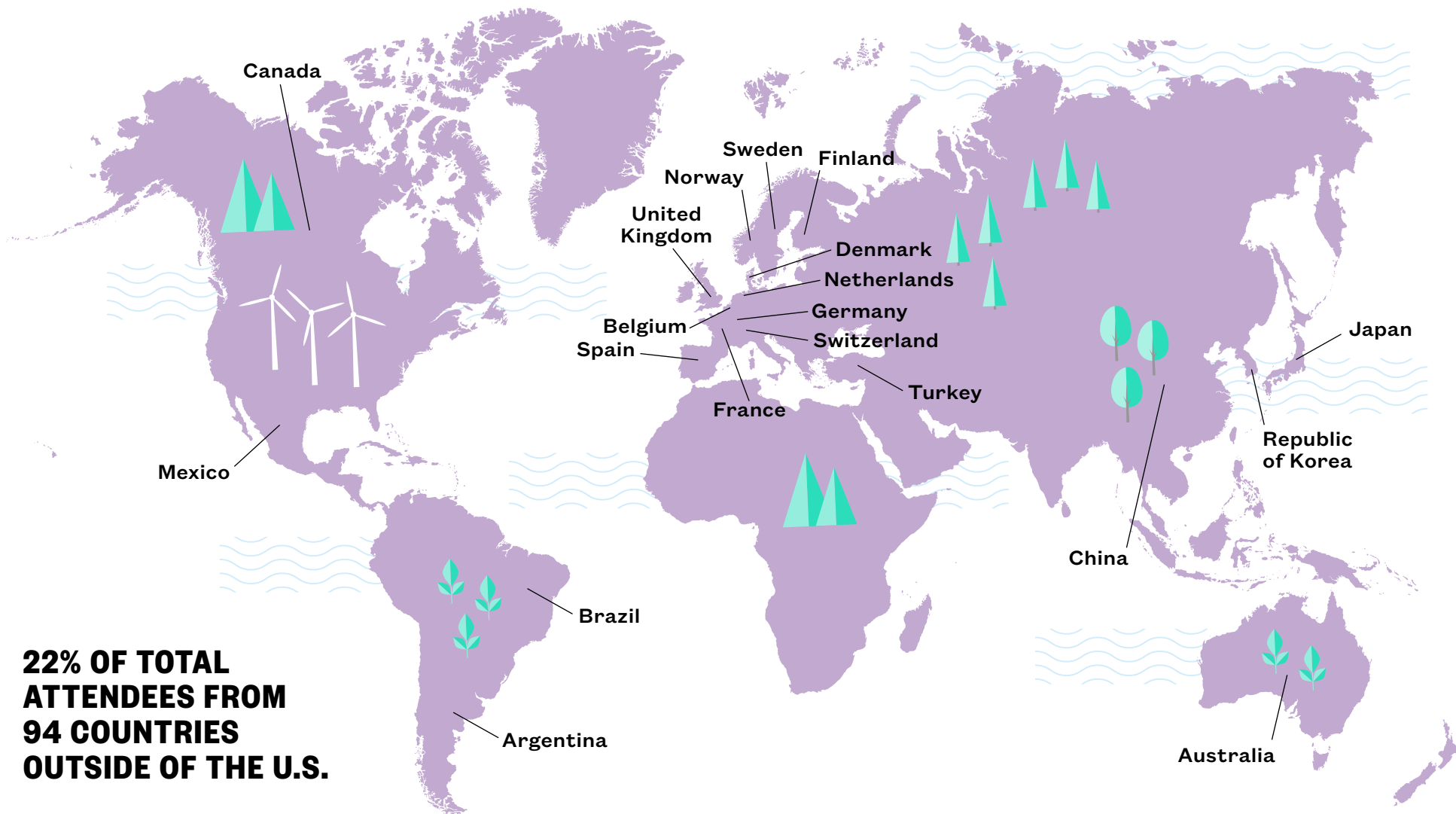


**78% OF TOTAL ATTENDEES FROM THE U.S.**

ALL CONFERENCE REGISTRANTS

# ATTENDEES WORLDWIDE

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



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

ALL CONFERENCE REGISTRANTS