

SXSW 
2018

DEMOGRAPHICS

TABLE OF CONTENTS

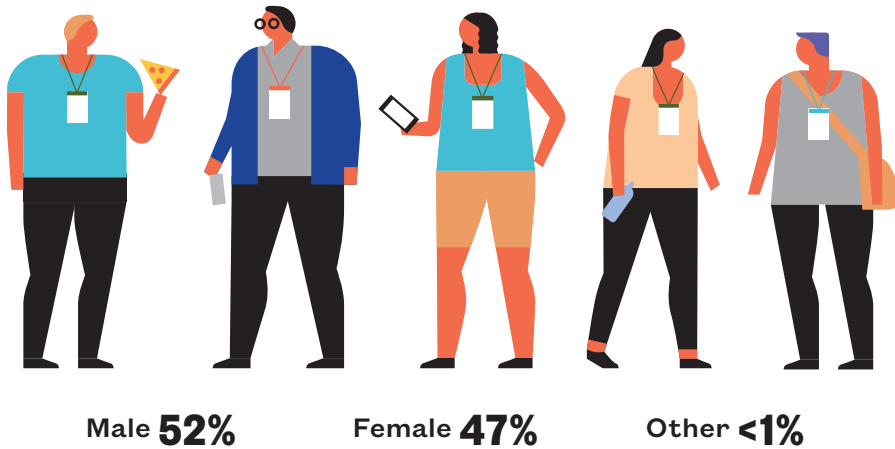
PAGE 3: DEMOGRAPHICS

PAGE 5: EMPLOYMENT

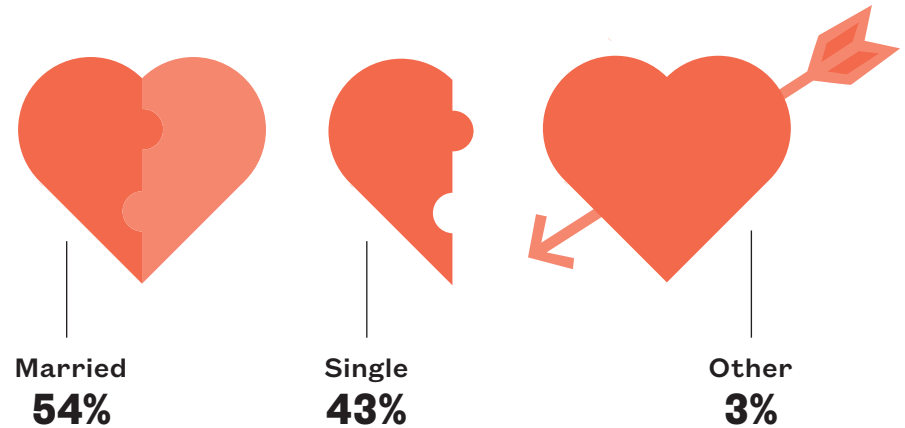
PAGE 7: SOCIAL & ATTENDANCE

DEMOGRAPHICS

GENDER



MARITAL STATUS

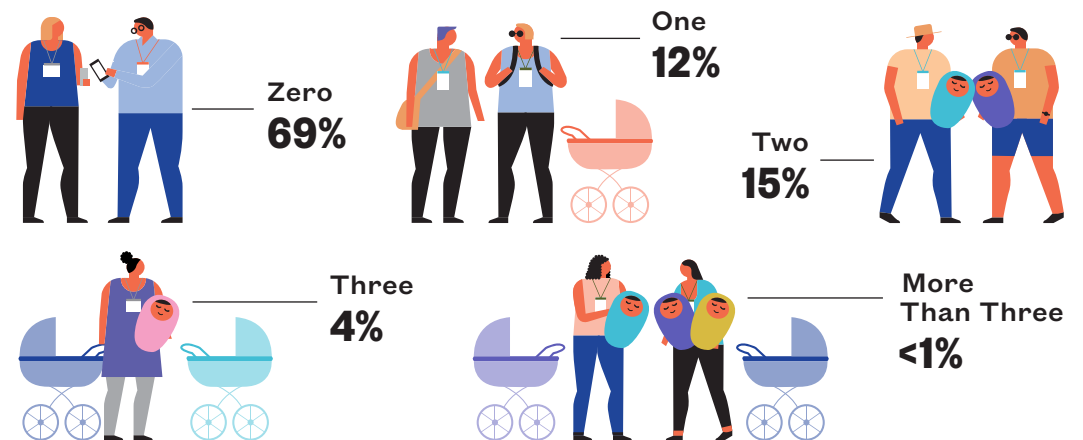


AGE

<21	1%
21-24	6%
25-34	37%
35-44	31%
45-54	18%
55-64	6%
65+	1%

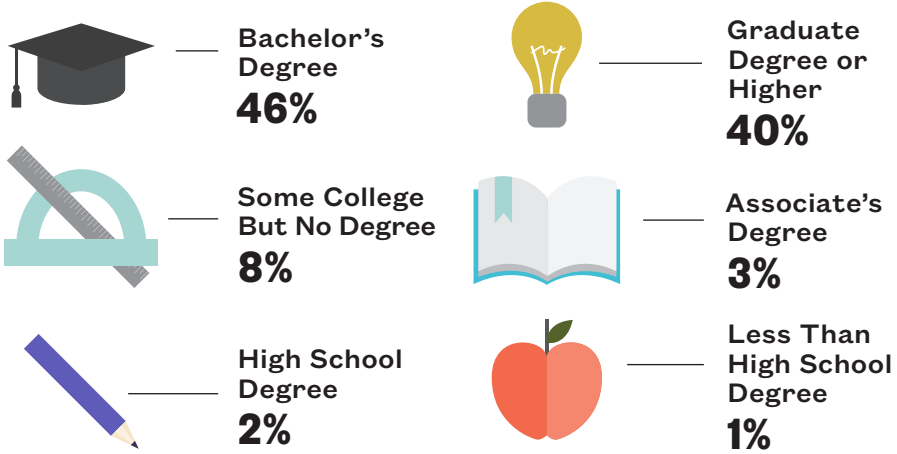
NUMBER OF CHILDREN

Age 17 or Younger Living in Their Household

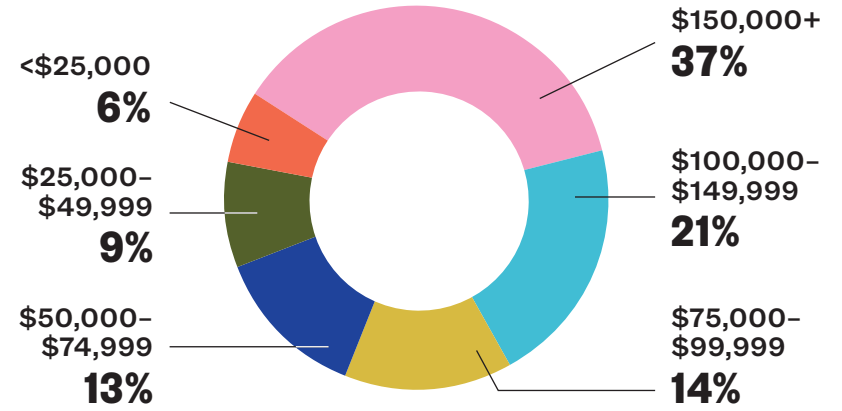


DEMOGRAPHICS

EDUCATION



HOUSEHOLD INCOME



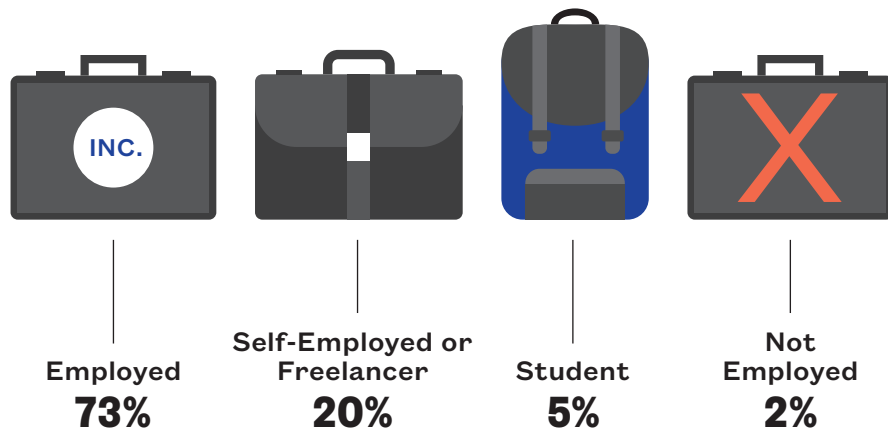
ALL CONFERENCE REGISTRANTS

HOUSING SITUATION



EMPLOYMENT STATUS & BUSINESS PROFILE

EMPLOYMENT STATUS

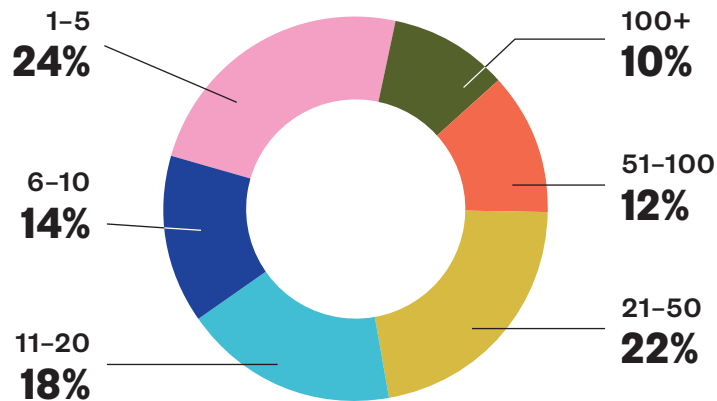


EMPLOYER / # OF EMPLOYEES

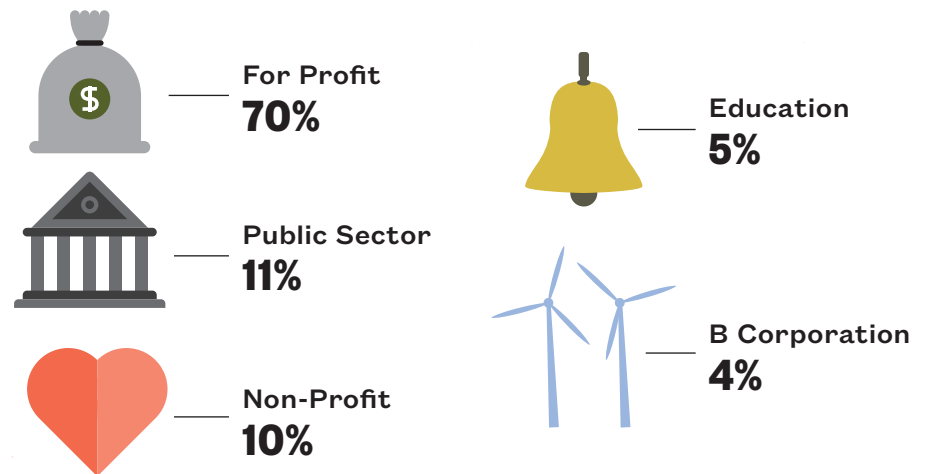
LARGE BUSINESS (500+)	38%
SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50)	35%
SMALL BUSINESS (OVER 50 & UNDER 250)	19%
MEDIUM BUSINESS (OVER 250 AND UNDER 500)	8%

ORGANIZATION YEARS IN BUSINESS

21% of Participating Organizations Identify as a Startup

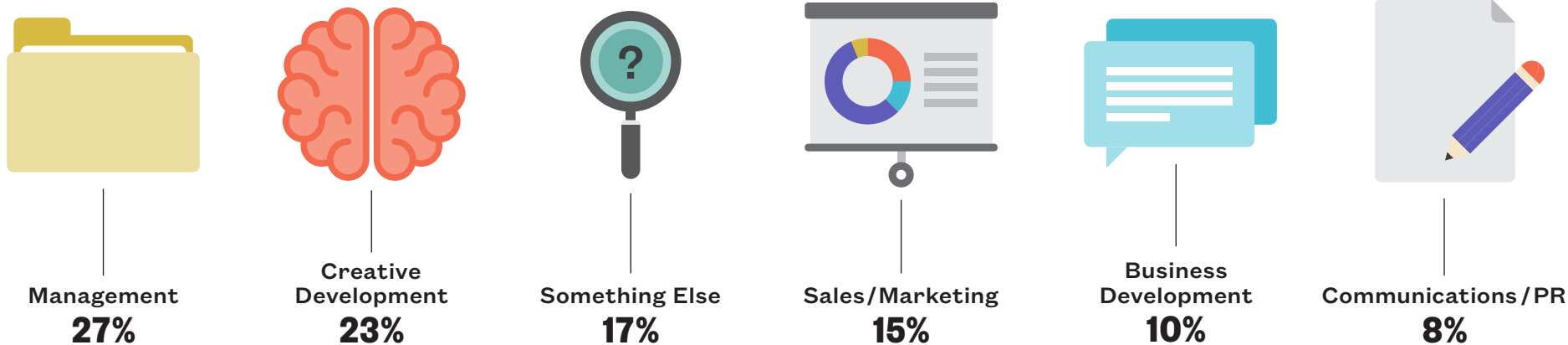


ORGANIZATION STRUCTURE

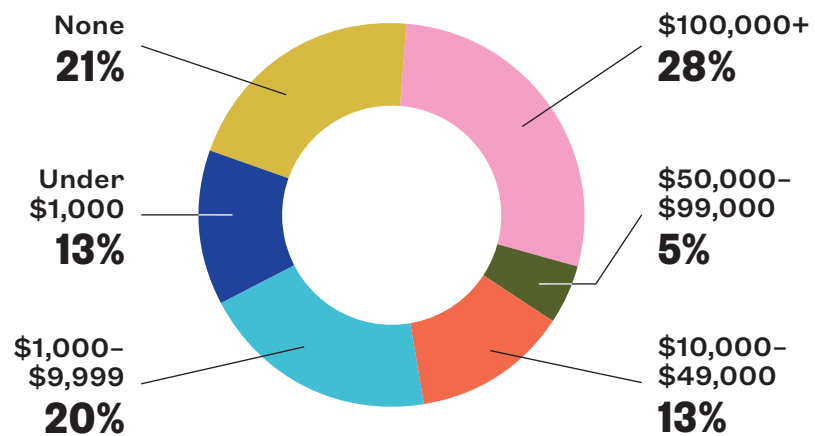


STRUCTURE, ROLE & POWER

WORK RESPONSIBILITIES



PURCHASING POWER AT WORK



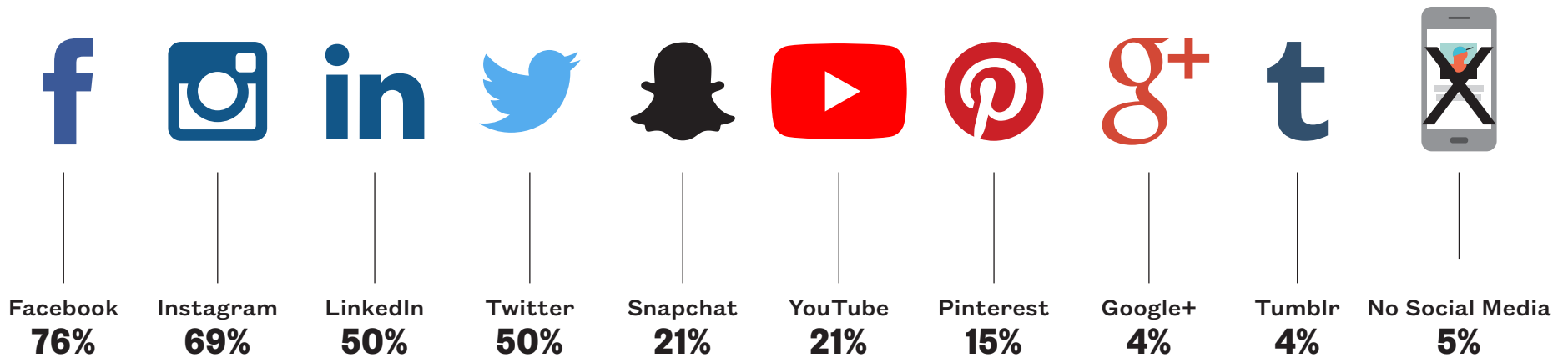
DECISION MAKING POWER

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%

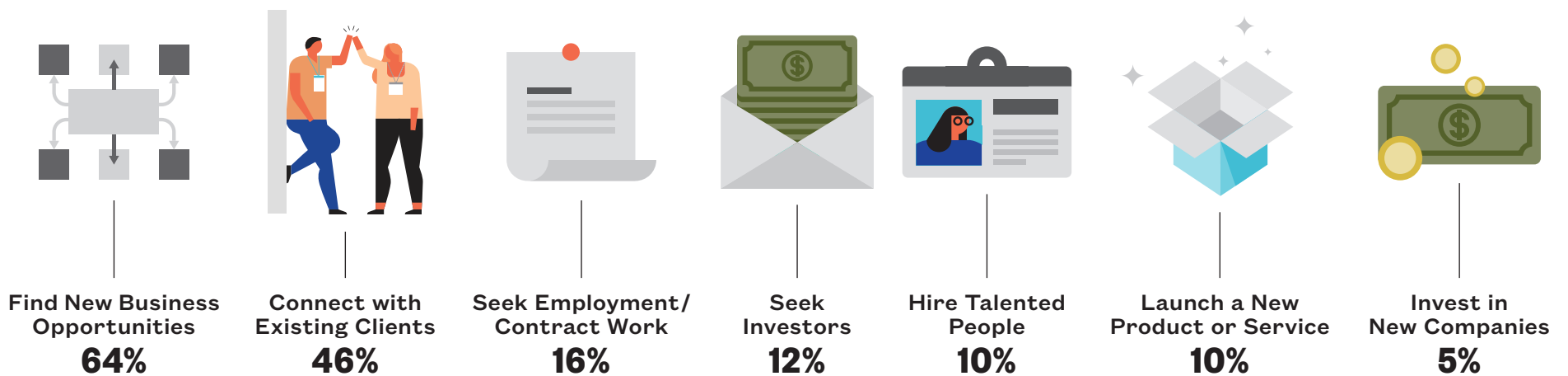
SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

SOCIAL MEDIA USE



ALL CONFERENCE REGISTRANTS

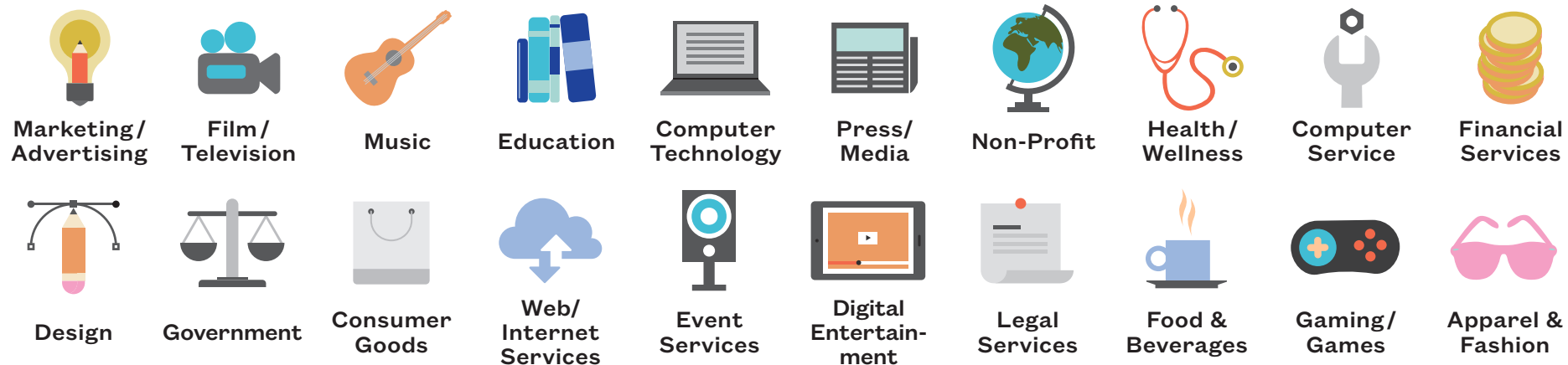
BUSINESS GOALS FOR ATTENDING SXSW



TOP INDUSTRIES & ROLES

TOP 20 PARTICIPATING INDUSTRIES

In Descending Order (Top Left to Bottom Right)



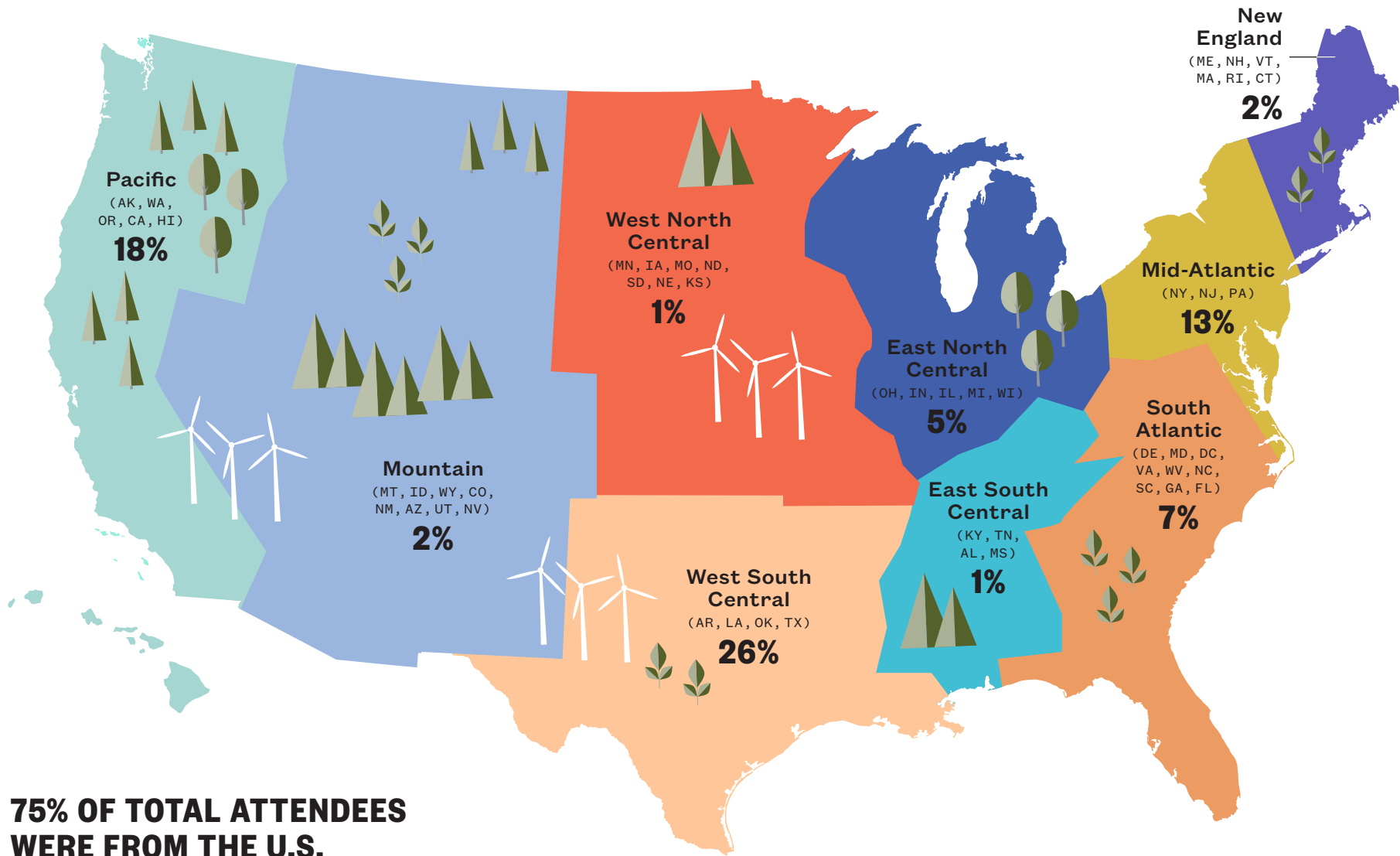
ALL CONFERENCE REGISTRANTS

TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order (Top Left to Bottom Right)



ATTENDEES BY U.S. REGION



75% OF TOTAL ATTENDEES WERE FROM THE U.S.

ATTENDEES WORLDWIDE

TOP 20 COUNTRIES OUTSIDE OF THE U.S.



25% OF TOTAL ATTENDEES WERE FROM 101 COUNTRIES OUTSIDE OF THE U.S.

ALL CONFERENCE REGISTRANTS