



SXSW
MUSIC
FILM
INTERACTIVE

**20
16**

2016 DEMOGRAPHICS

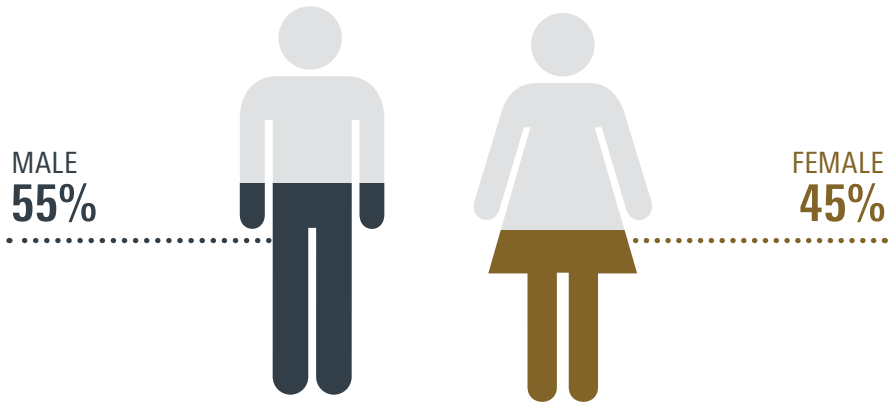
TABLE OF CONTENTS

Pg 03 Demographics

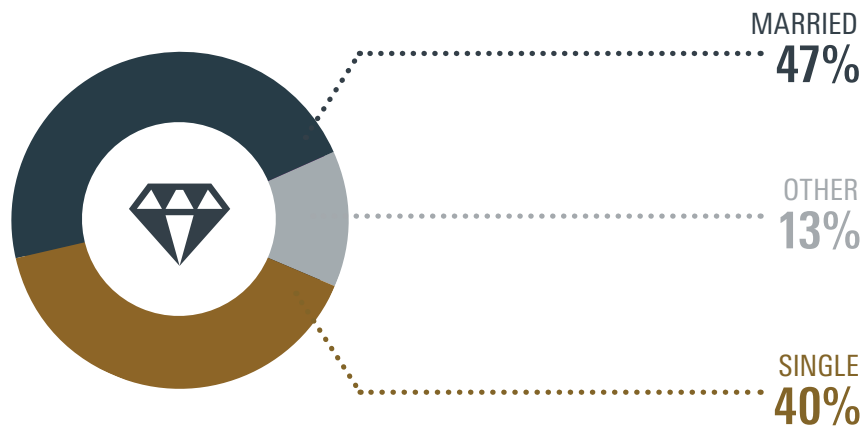
Pg 05 Employment

Pg 07 Social &
Attendance

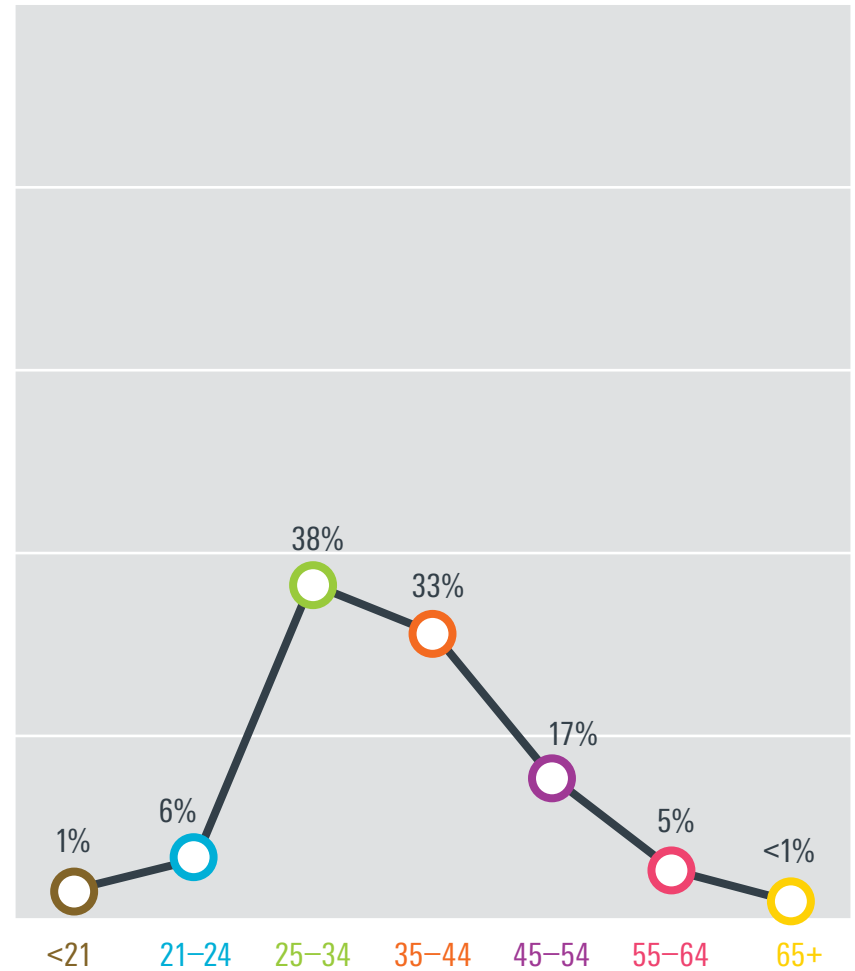
GENDER



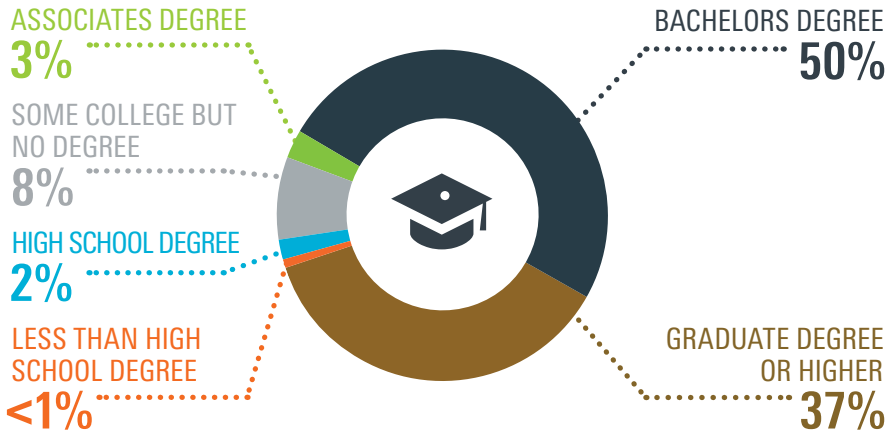
MARITAL STATUS



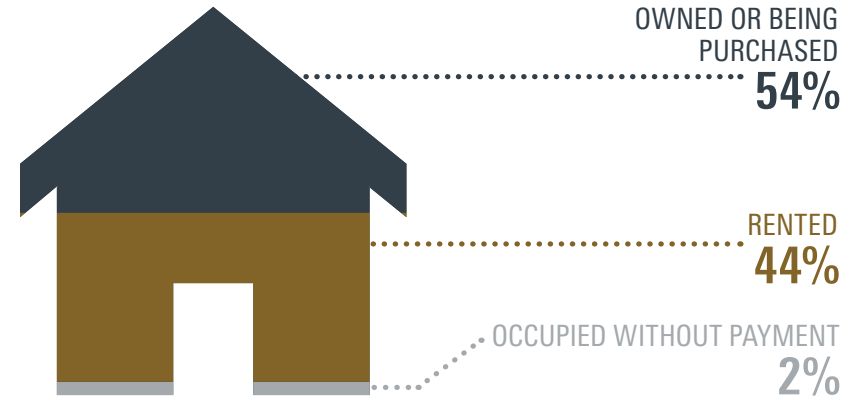
AGE



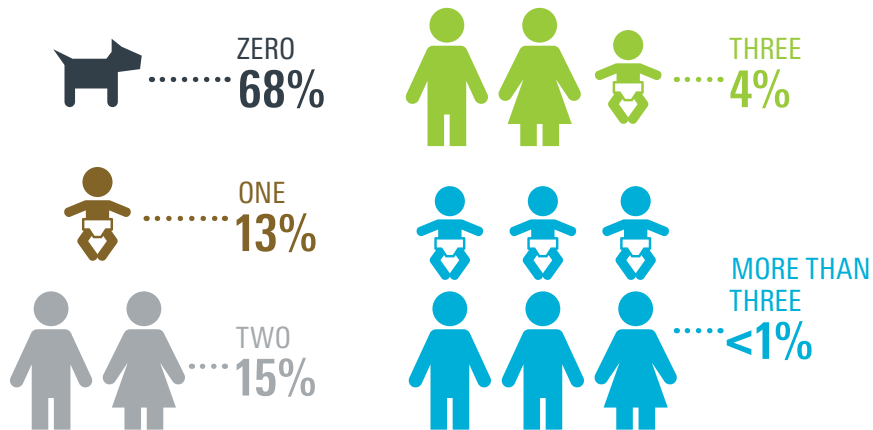
EDUCATION



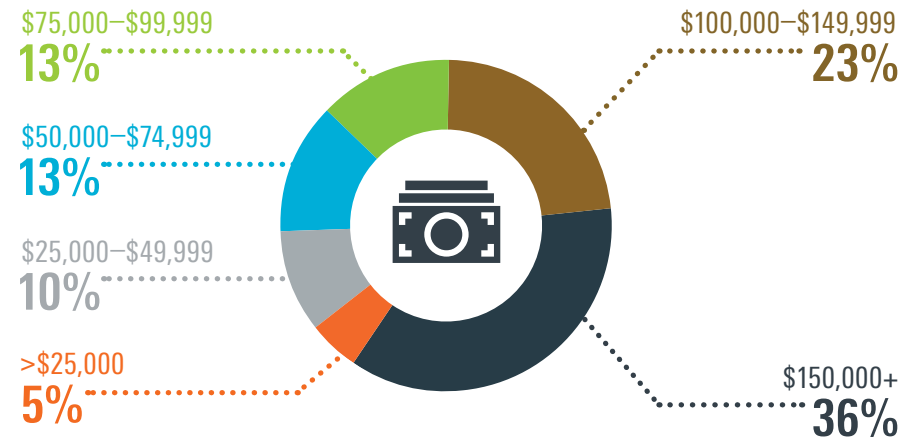
LIVING SITUATION



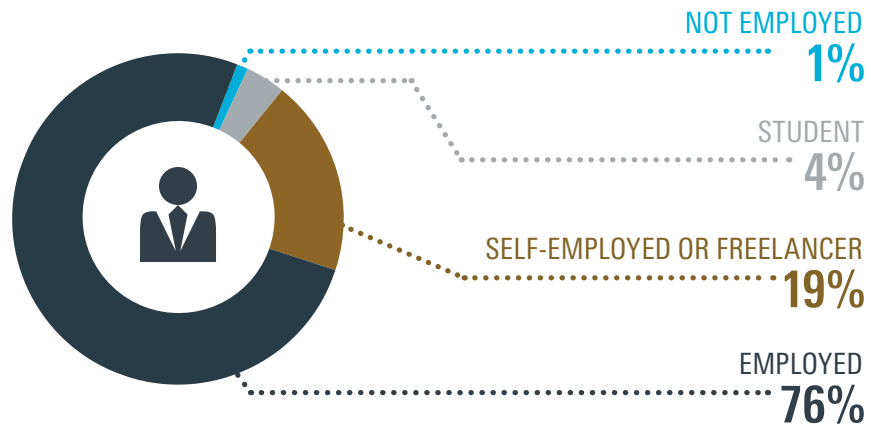
NO. OF CHILDREN Age 17 Or Younger Living in Their Household



HOUSEHOLD INCOME



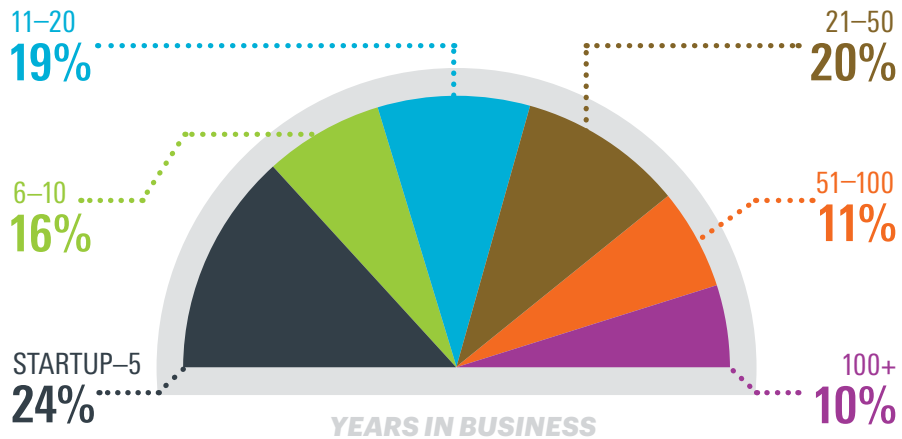
EMPLOYMENT STATUS



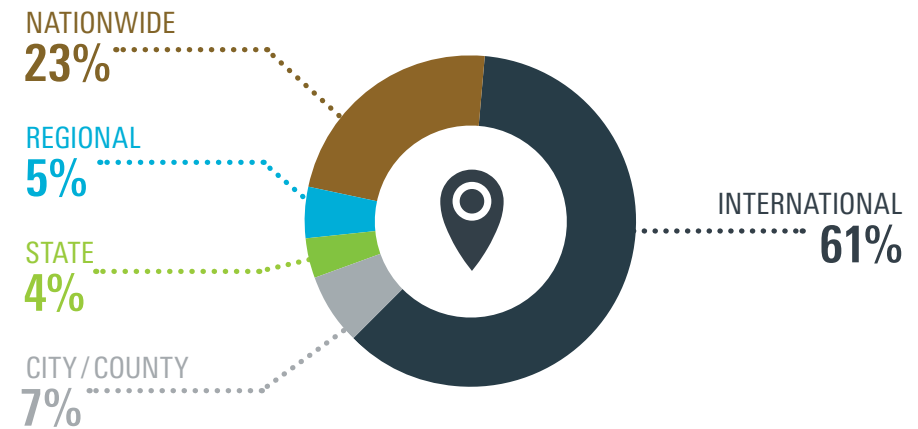
EMPLOYER



ORGANIZATION HISTORY



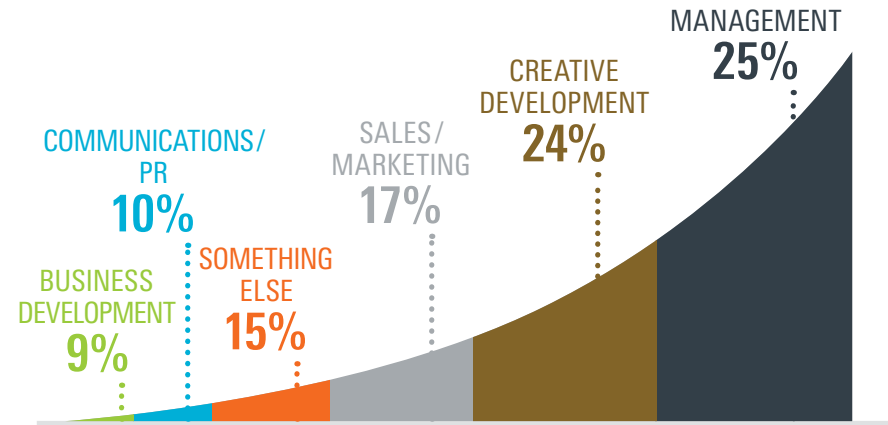
ORGANIZATION REACH



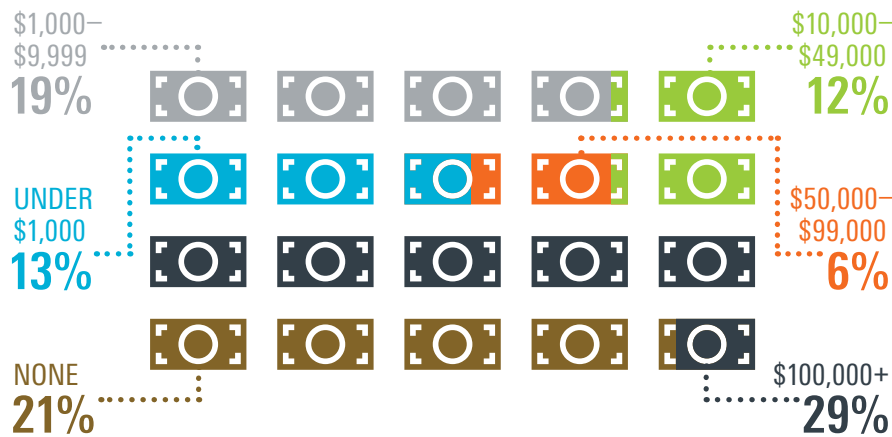
ORGANIZATION STRUCTURE



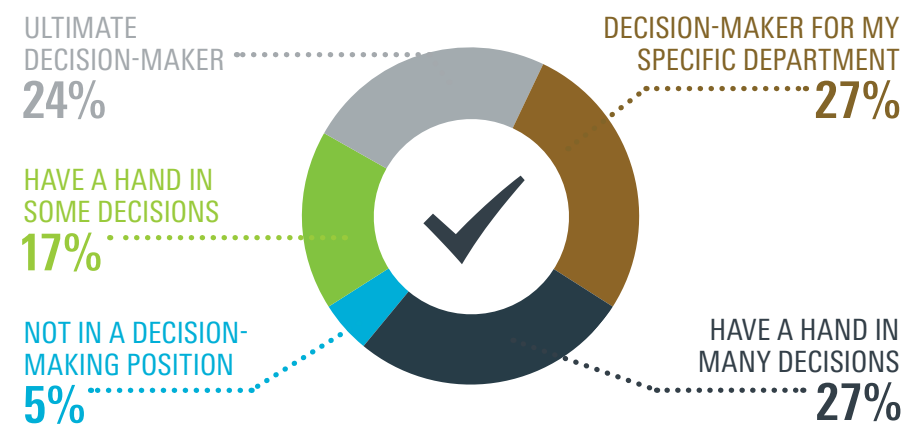
WORK RESPONSIBILITIES



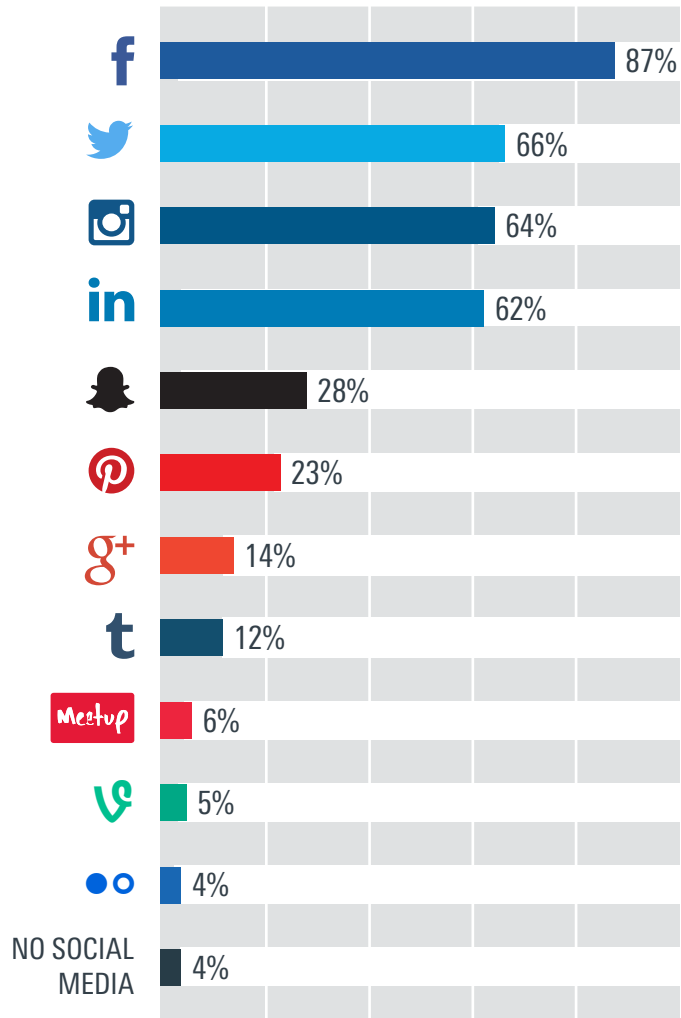
PURCHASING POWER AT WORK



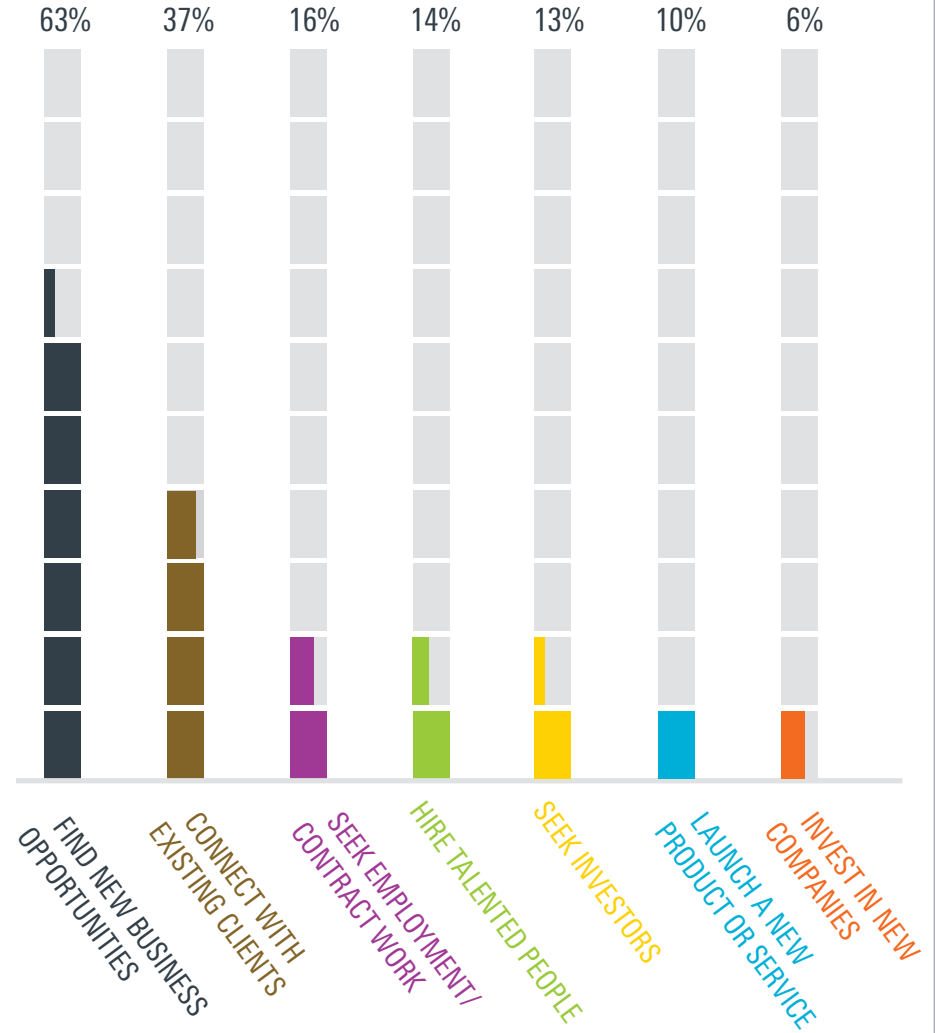
DECISION MAKING POWER Within the Organization



SOCIAL MEDIA USE









BUSINESS GOALS FOR ATTENDING SXSW



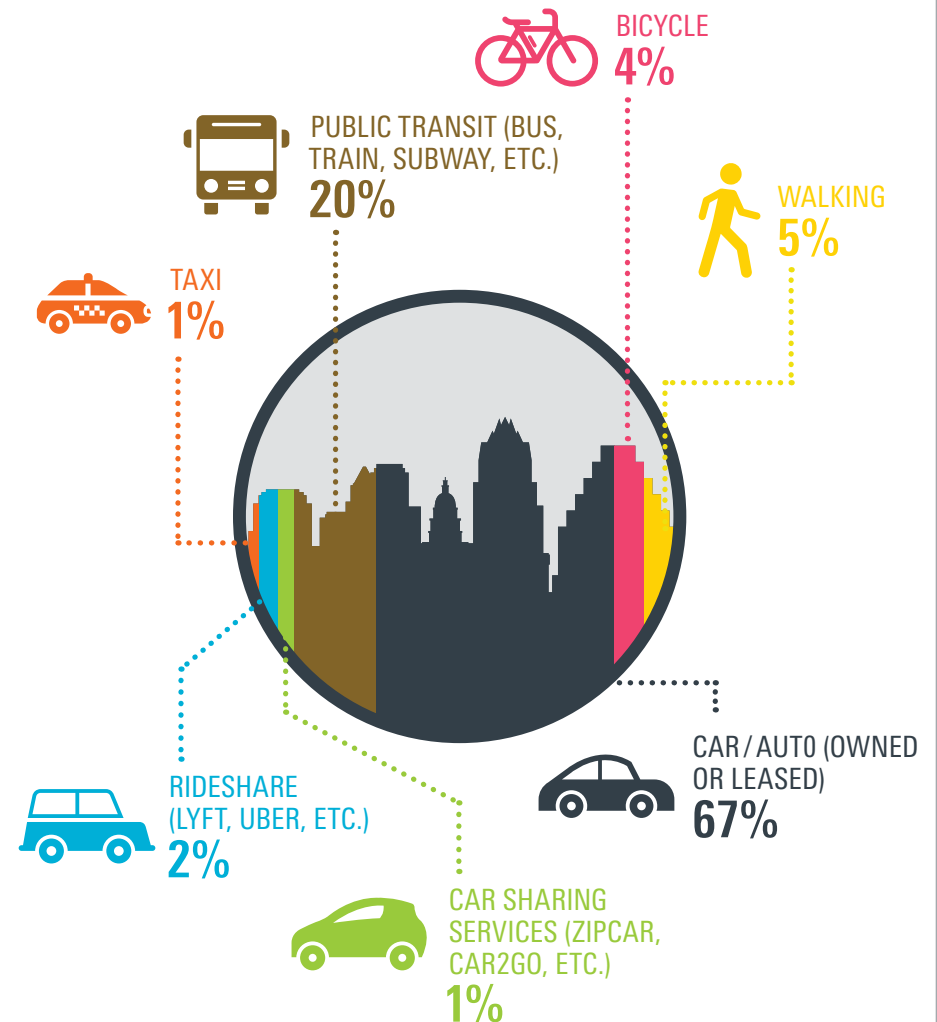
TOP BUSINESS TYPES & PRIMARY MODE OF TRANSPORTATION

ALL CONFERENCE REGISTRANTS

TOP PARTICIPATING BUSINESS TYPES

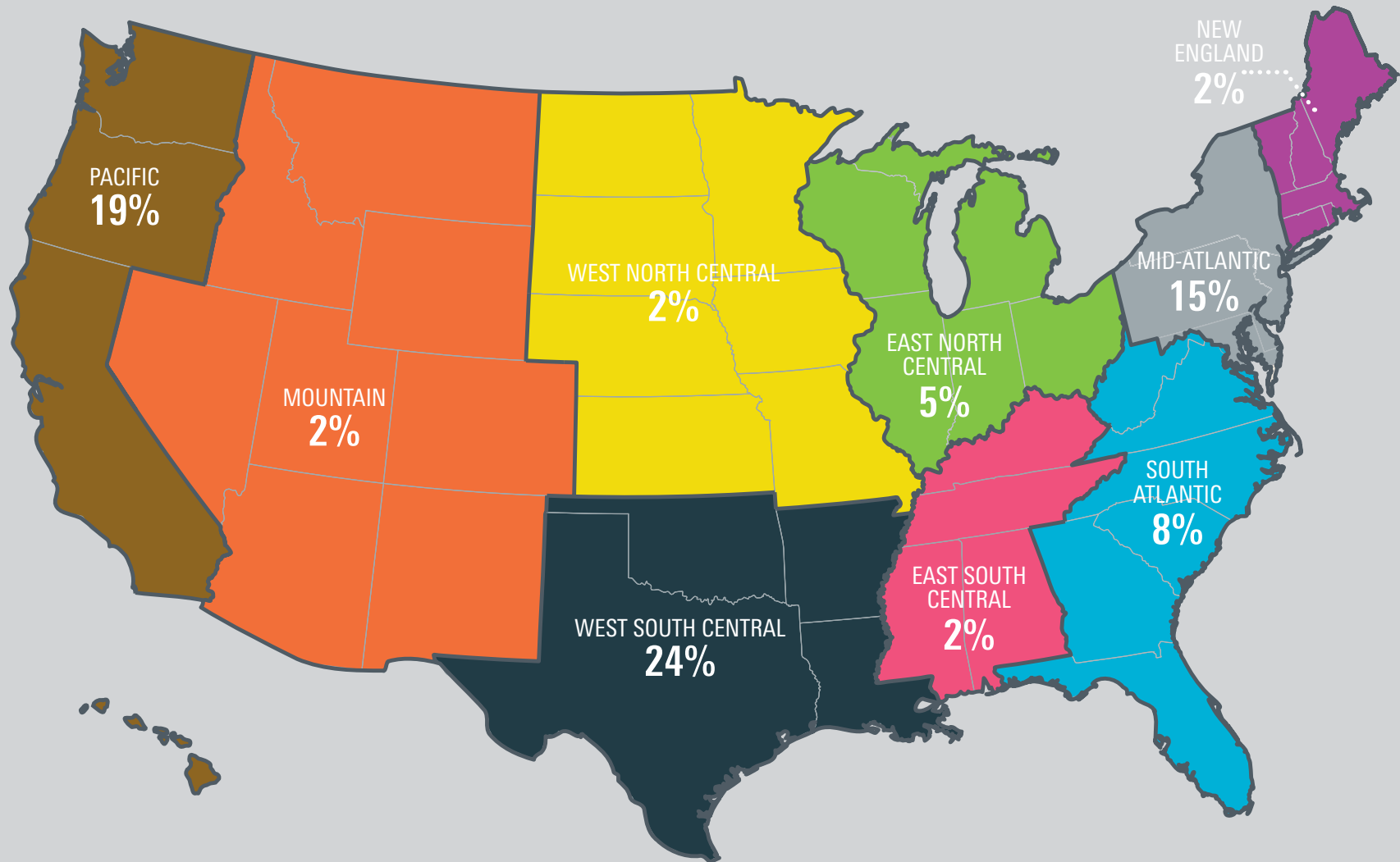
- | | |
|--|---|
|  MEDIA (TV, RADIO, PRINT, ELECTRONIC) |  INDIE LABEL |
|  SALES/MARKETING |  MANAGEMENT |
|  EDUCATION INSTITUTION |  MAJOR LABEL |
|  NON-PROFIT ORGANIZATION |  PR/PUBLICITY |
|  ADVERTISING |  MUSIC PUBLISHING |
|  ARTIST/PERFORMER |  FILM INDUSTRY |
|  SOFTWARE DEVELOPMENT |  EVENT/CONVENTION/FESTIVAL |
|  FINANCE/ VENTURE CAPITAL |  ACTOR/ACTRESS |
|  CONSULTANT |  STUDENT, HIGHER ED |
|  FILMMAKER |  AGENCY |
|  HEALTH |  STUDIO |
|  WEB DEVELOPMENT/ DESIGN |  PRODUCTION |

PRIMARY MODE OF TRANSPORTATION AT HOME



ATTENDEES BY REGION

ALL CONFERENCE REGISTRANTS



**22% OF ATTENDEES FROM 101 COUNTRIES
OUTSIDE THE UNITED STATES**

63,212 MUSIC, FILM & INTERACTIVE
REGISTRANTS & SHOWCASING ARTISTS

TOP ATTENDANCE BY COUNTRIES OUTSIDE OF THE U.S.



ARGENTINA



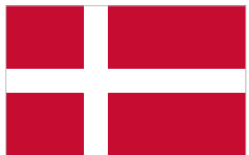
AUSTRALIA



BRAZIL



CANADA



DENMARK



FINLAND



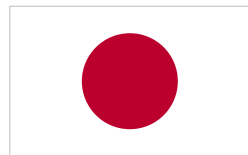
FRANCE



GERMANY



IRELAND



JAPAN



REPUBLIC OF KOREA



MEXICO



NETHERLANDS



NEW ZEALAND



NORWAY



SINGAPORE



SPAIN



SWEDEN



TURKEY



UNITED KINGDOM