

2015 DEMOGRAPHICS



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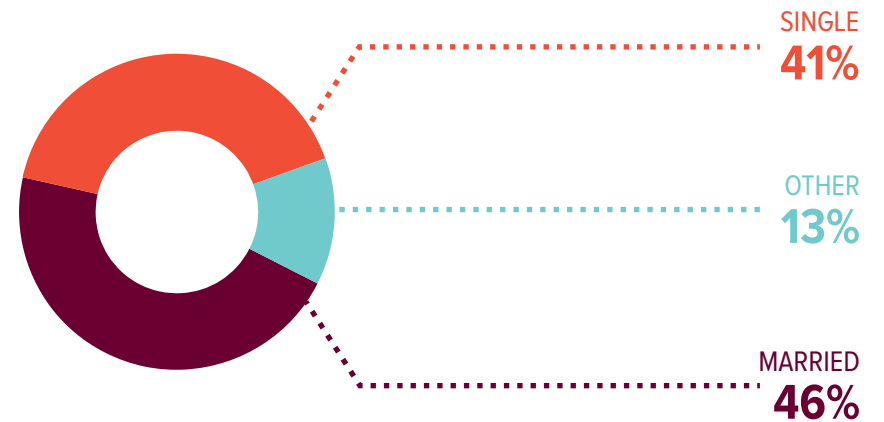
DEMOGRAPHICS

INTERACTIVE CONFERENCE REGISTRANTS

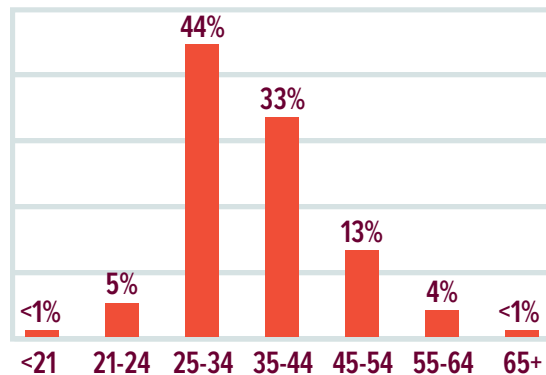
GENDER



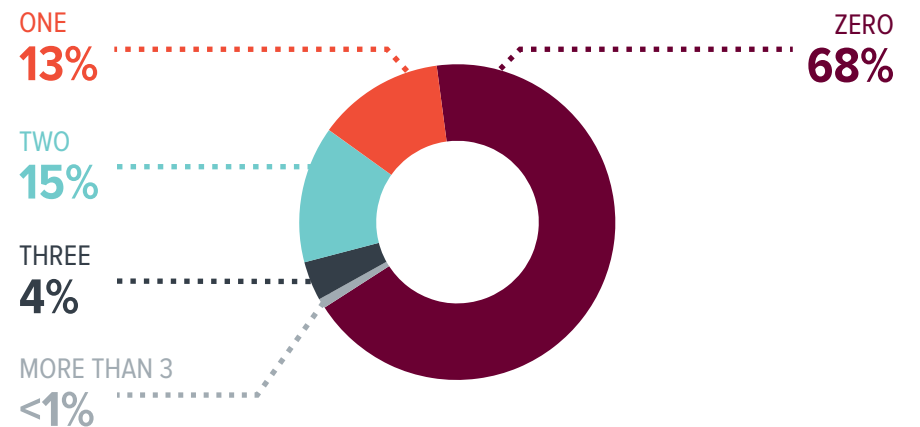
MARITAL STATUS



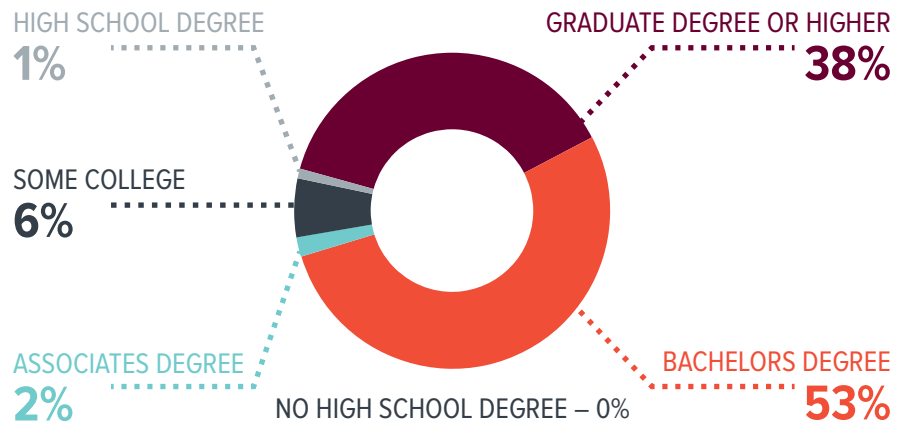
AGE



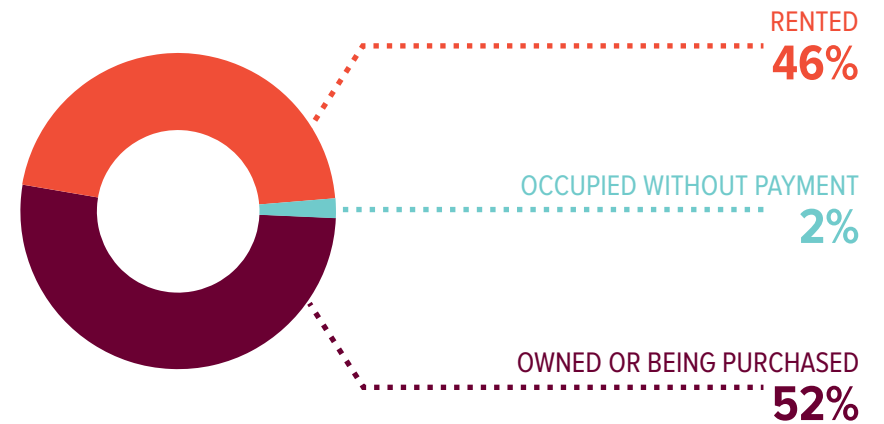
NO. OF CHILDREN AGE 17 OR YOUNGER LIVING IN THEIR HOUSEHOLD



EDUCATION



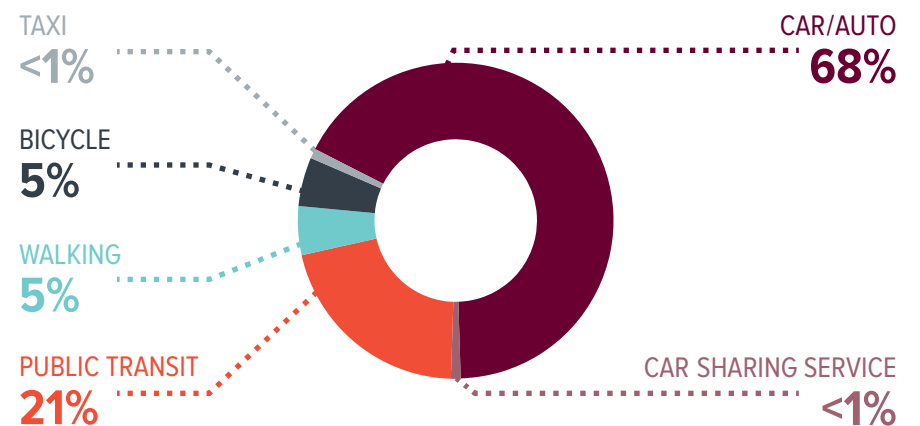
LIVING SITUATION



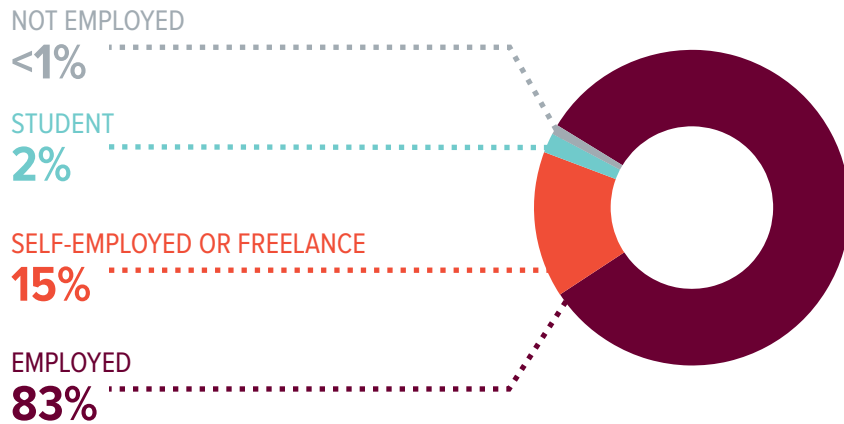
HOUSEHOLD INCOME



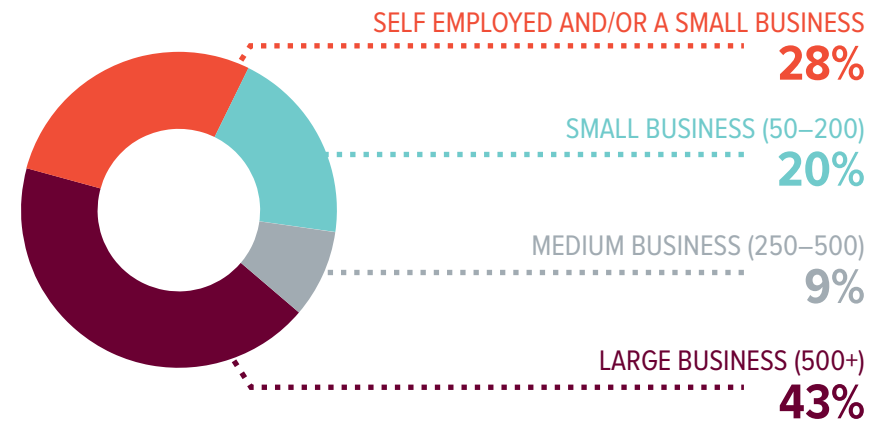
PRIMARY MODE OF TRANSPORTATION



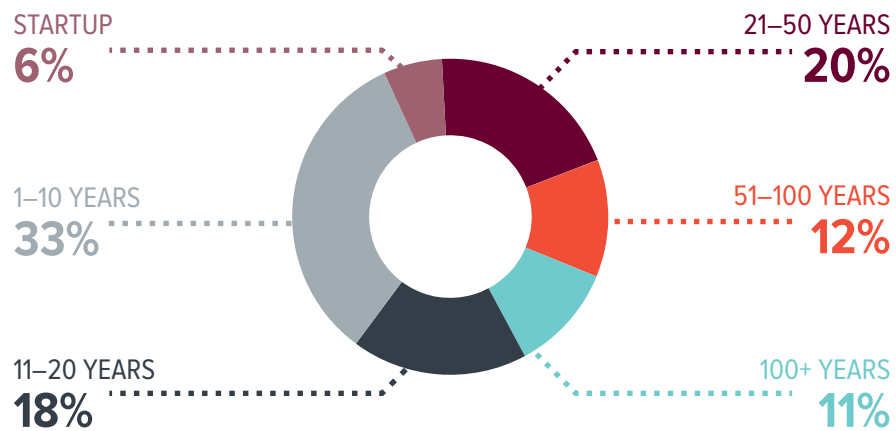
EMPLOYMENT STATUS



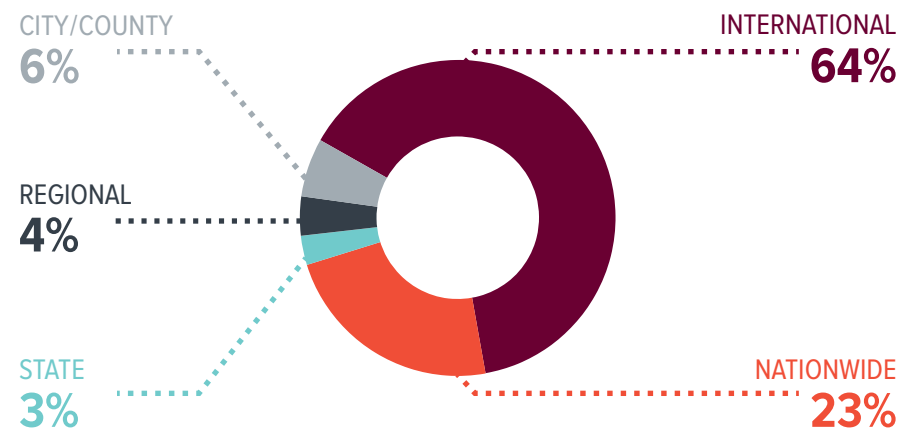
EMPLOYER



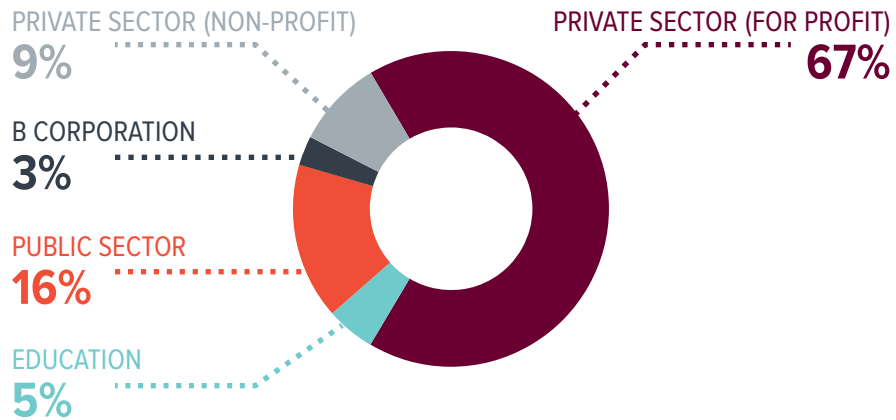
ORGANIZATION HISTORY



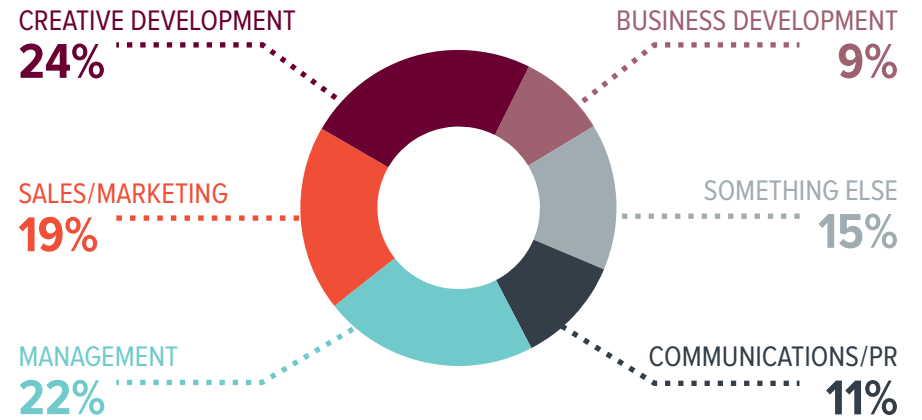
ORGANIZATION REACH



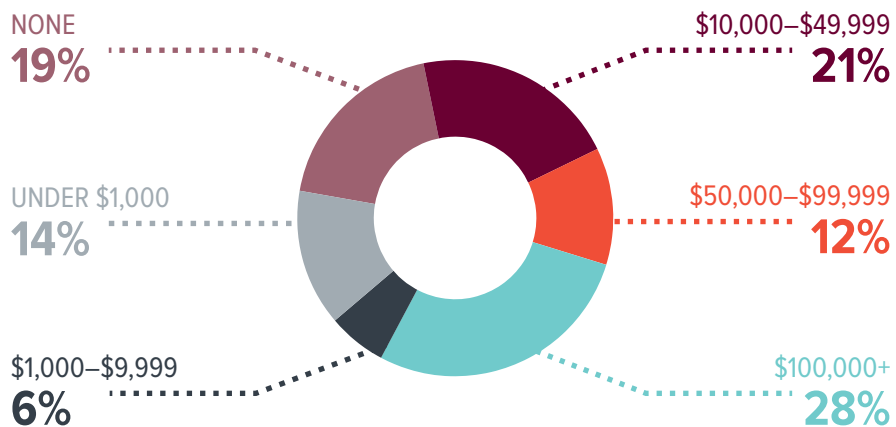
ORGANIZATION STRUCTURE



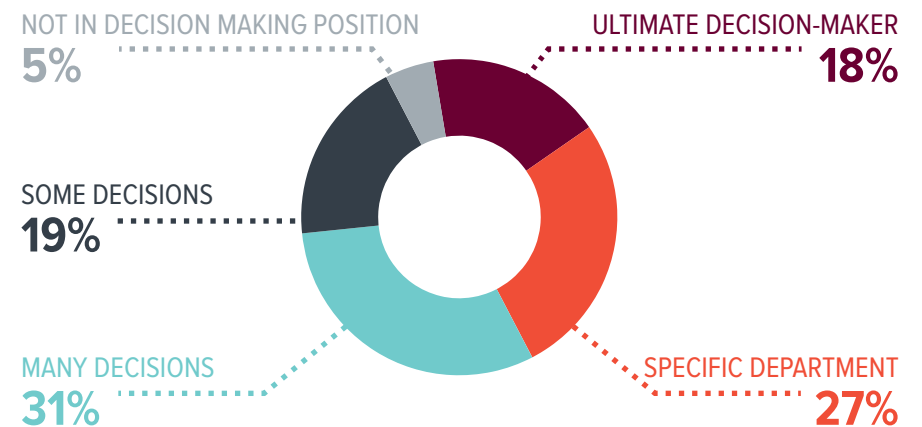
WORK RESPONSIBILITIES



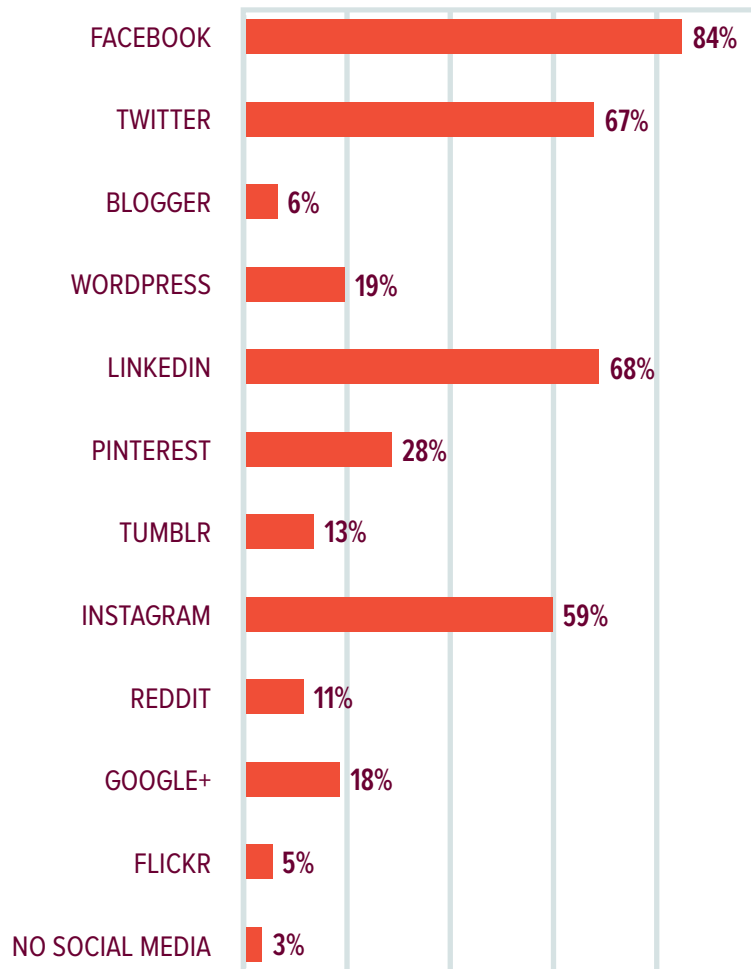
PURCHASING POWER



AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION



SOCIAL MEDIA USE



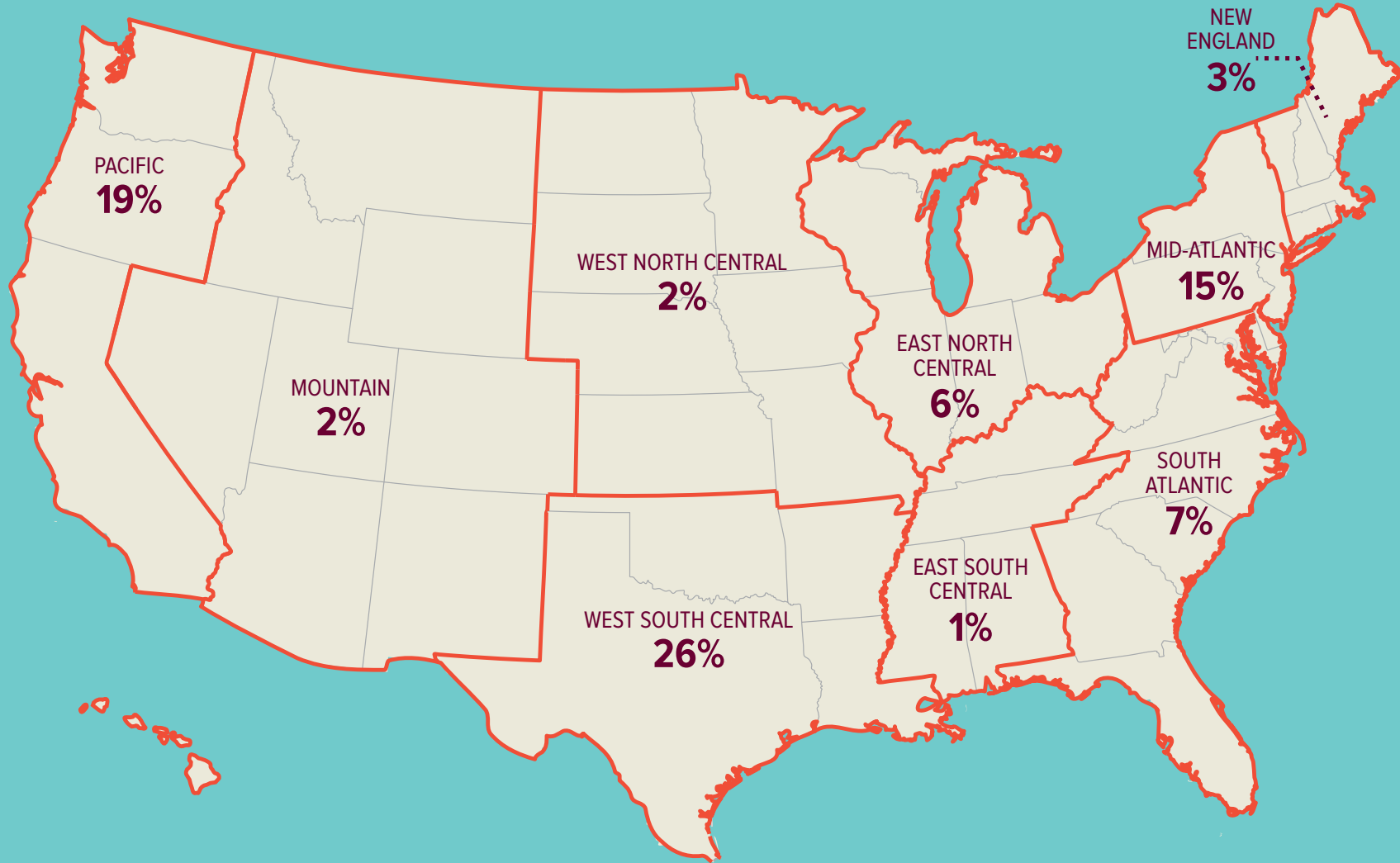
BUSINESS GOALS FOR SXSW



TOP 10 TYPES OF BUSINESS

1. ADVERTISING
2. SOFTWARE DEVELOPMENT
3. SALES/MARKETING/PR
4. CORPORATION
5. NON-PROFIT
6. FINANCE/VENTURE CAPITAL
7. CONSULTANT
8. MEDIA ELECTRONIC
9. STARTUP VENTURE
10. HEALTH

INTERACTIVE CONFERENCE ATTENDEES BY REGION



**19% OF ATTENDEES FROM 85 COUNTRIES
OUTSIDE THE UNITED STATES**

33,825 INTERACTIVE FESTIVAL PARTICIPANTS