

2015 DEMOGRAPHICS



TABLE OF CONTENTS

03 DEMOGRAPHICS

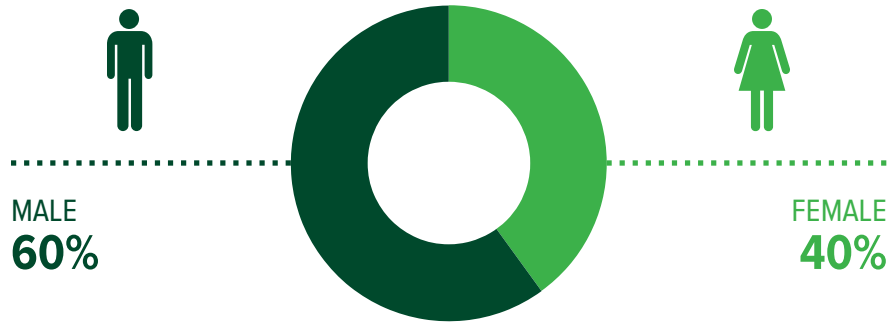
05 EMPLOYMENT

07 SOCIAL & ATTENDANCE

DEMOGRAPHICS

MUSIC CONFERENCE REGISTRANTS

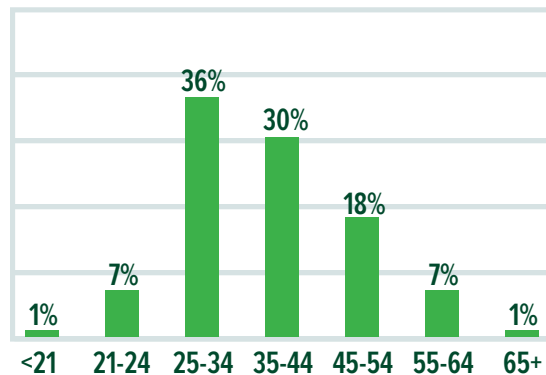
GENDER



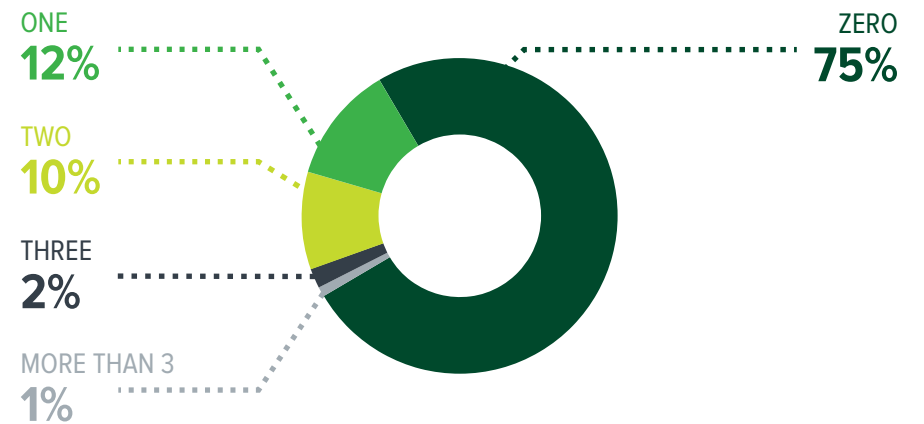
MARITAL STATUS



AGE



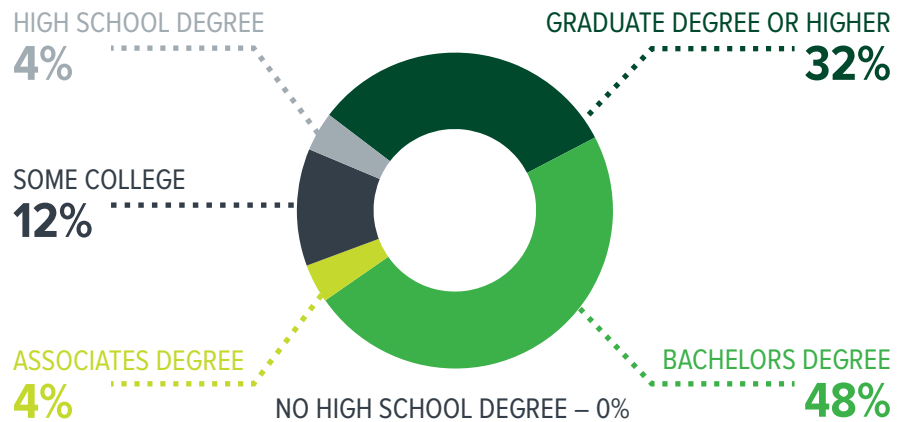
NO. OF CHILDREN AGE 17 OR YOUNGER LIVING IN THEIR HOUSEHOLD



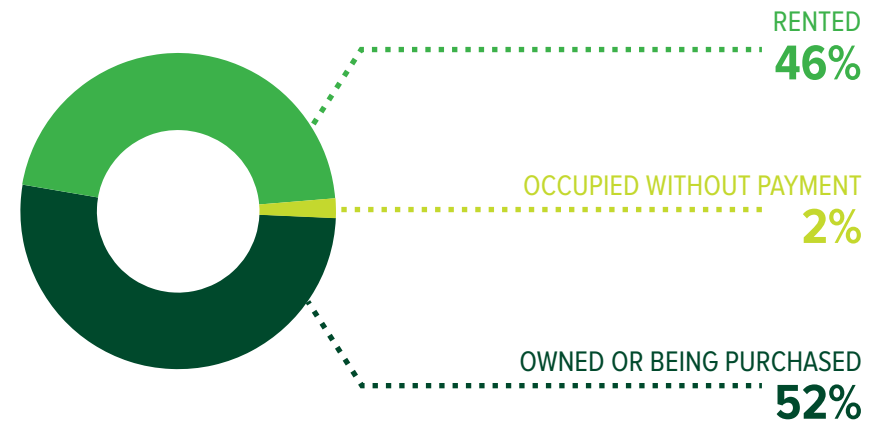
DEMOGRAPHICS

MUSIC CONFERENCE REGISTRANTS

EDUCATION



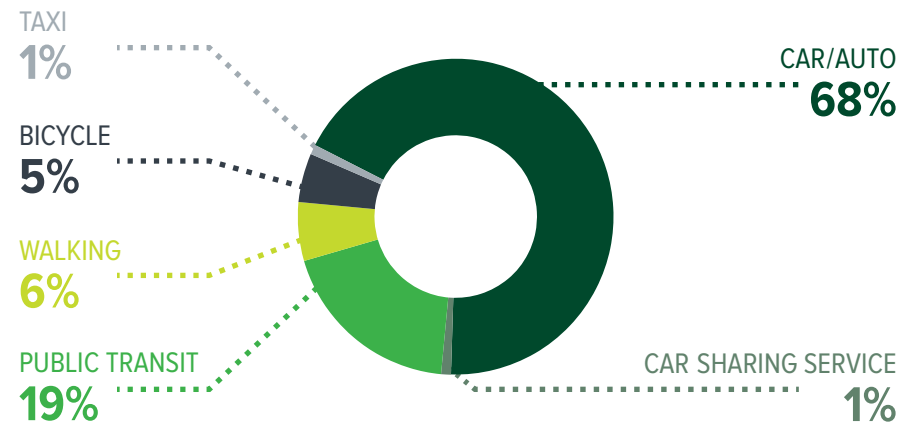
LIVING SITUATION



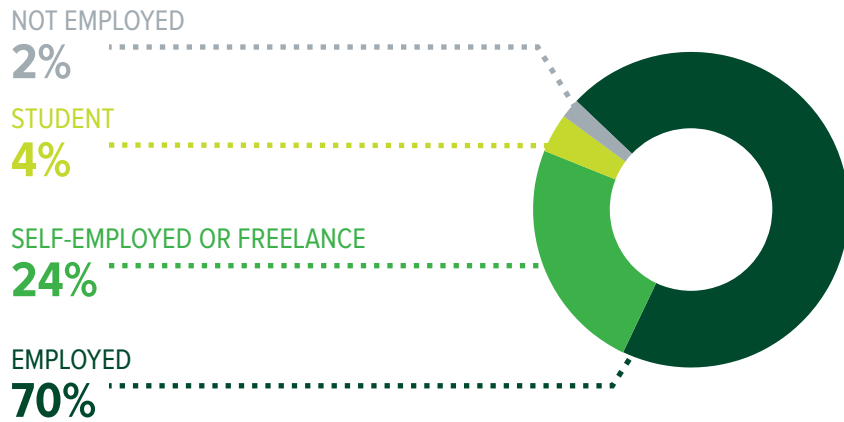
HOUSEHOLD INCOME



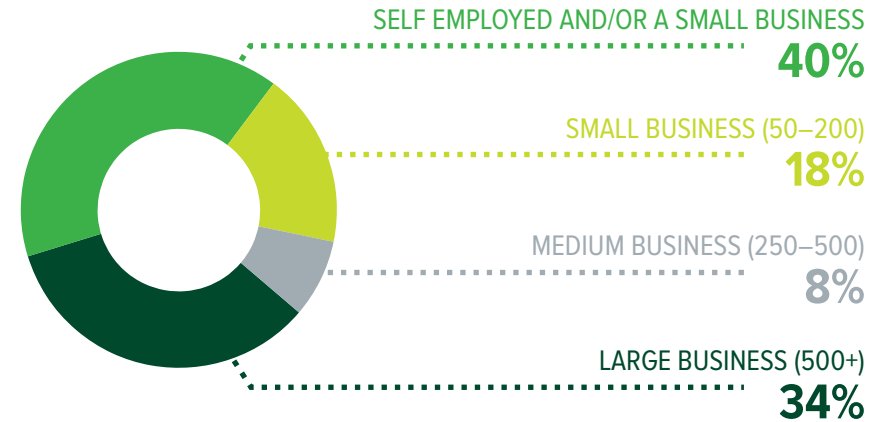
PRIMARY MODE OF TRANSPORTATION



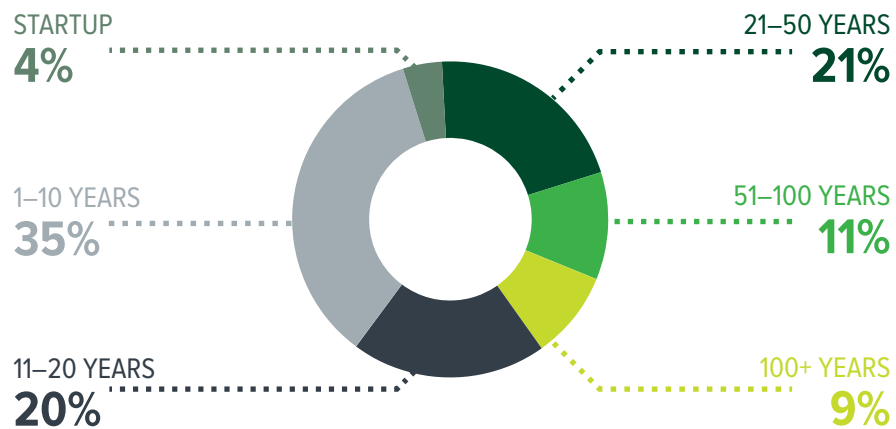
EMPLOYMENT STATUS



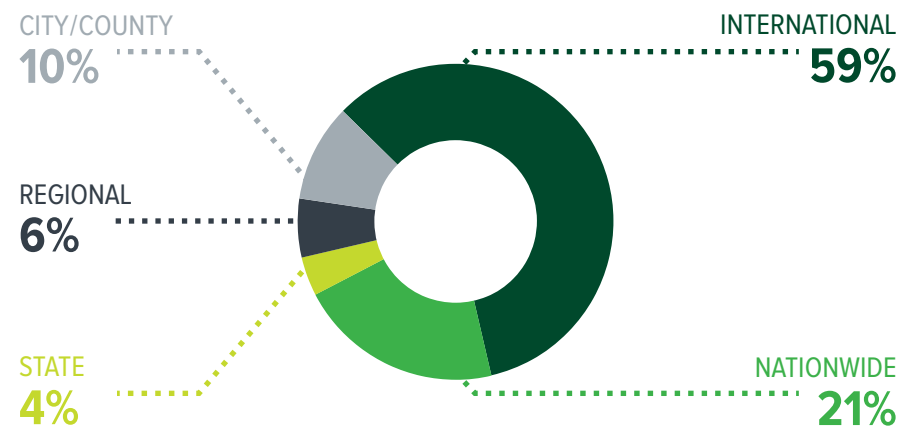
EMPLOYER



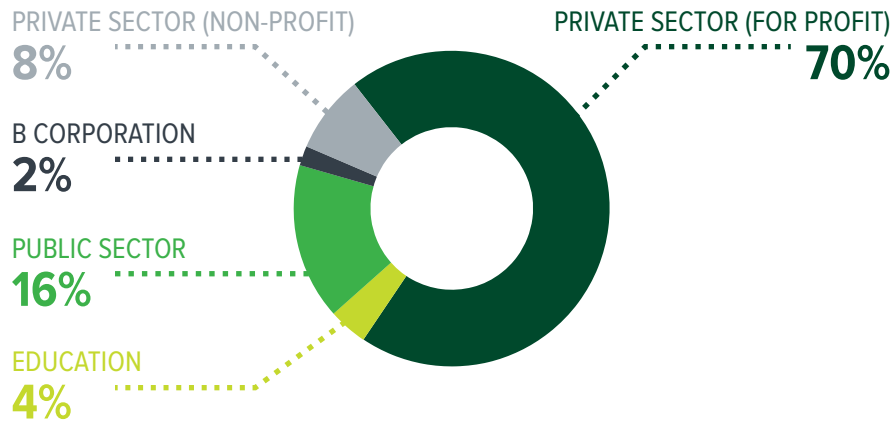
ORGANIZATION HISTORY



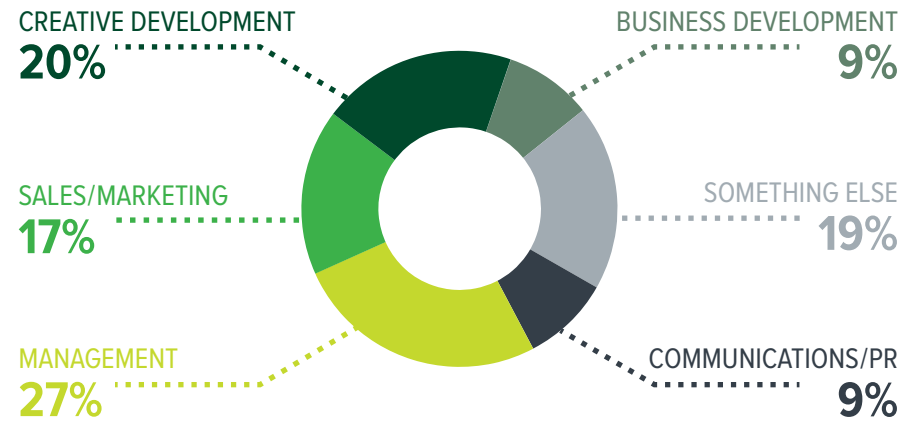
ORGANIZATION REACH



ORGANIZATION STRUCTURE



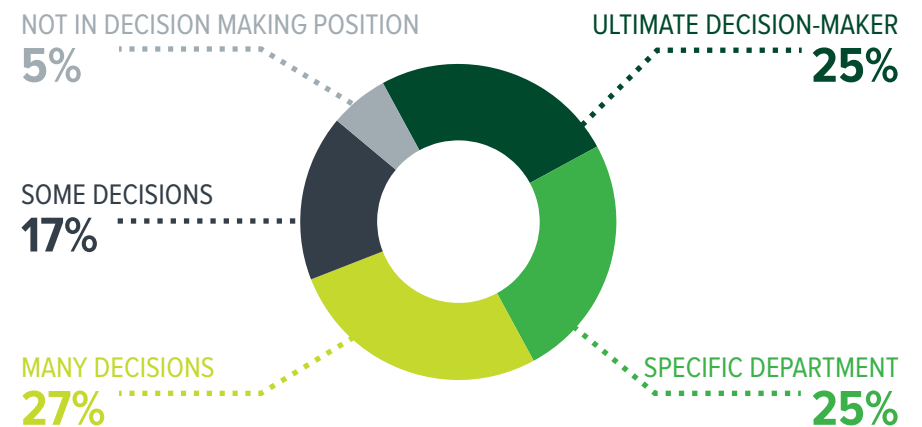
WORK RESPONSIBILITIES



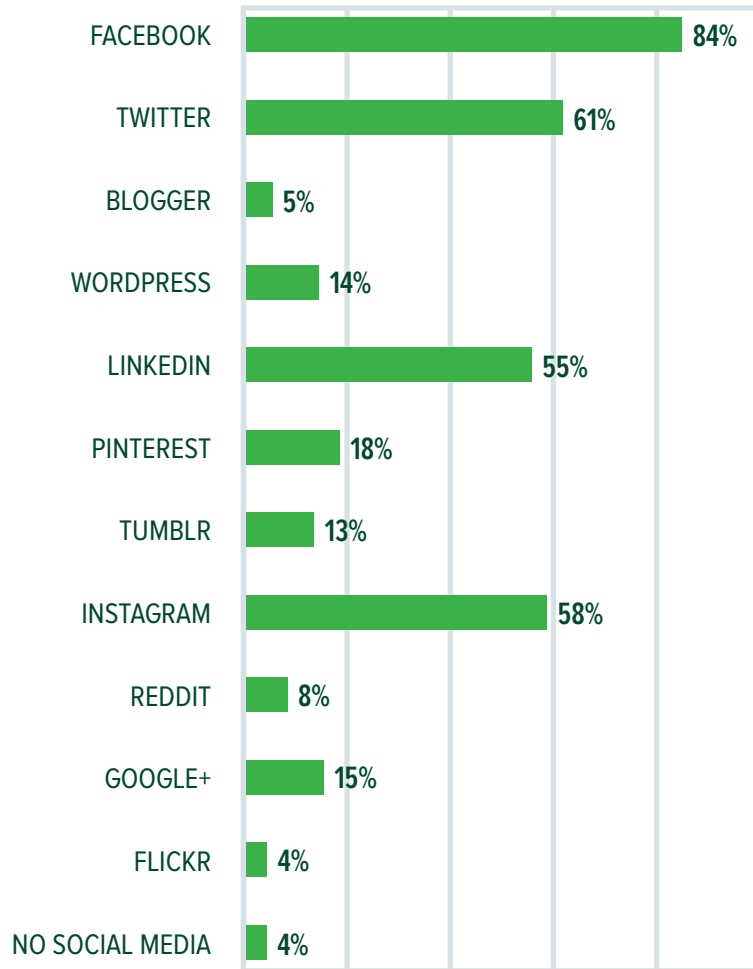
PURCHASING POWER



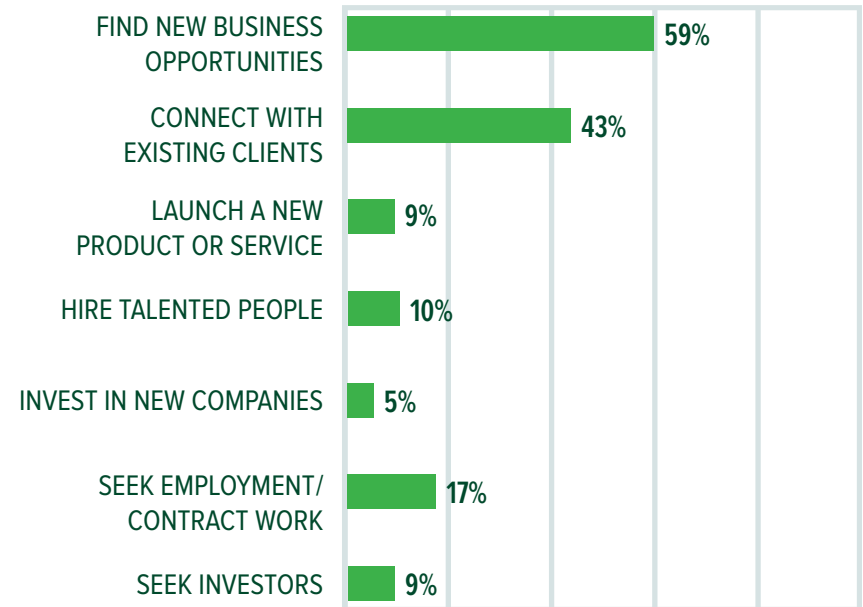
AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION



SOCIAL MEDIA USE



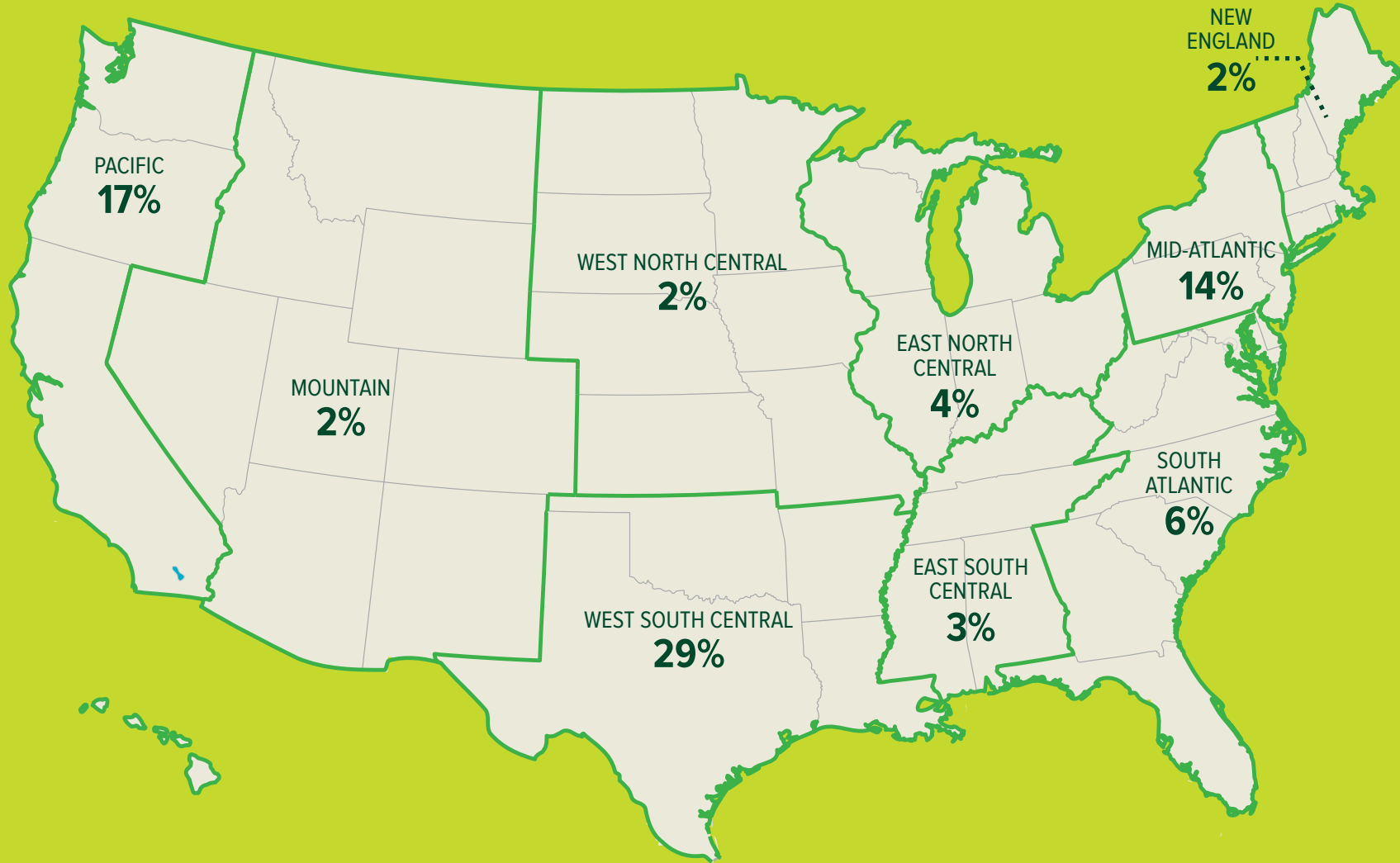
BUSINESS GOALS FOR SXSW



TOP 10 TYPES OF BUSINESS

1. ARTIST/PERFORMER
2. INDIE LABEL
3. MAJOR LABEL
4. MANAGEMENT
5. MEDIA
6. MUSIC PUBLISHING
7. BOOKING
8. EVENT/CONVENTION/FESTIVAL
9. STUDENT/HIGHER ED
10. LEGAL

MUSIC CONFERENCE ATTENDEES BY REGION



**22% OF ATTENDEES FROM 78 COUNTRIES
OUTSIDE THE UNITED STATES**

30,308 MUSIC CONFERENCE PARTICIPANTS
INCLUDING REGISTRANTS AND ARTIST WRISTBANDS