

# 2015 DEMOGRAPHICS



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# DEMOGRAPHICS

ALL CONFERENCE REGISTRANTS

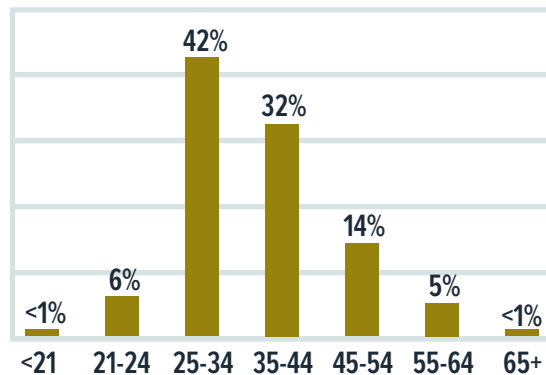
## GENDER



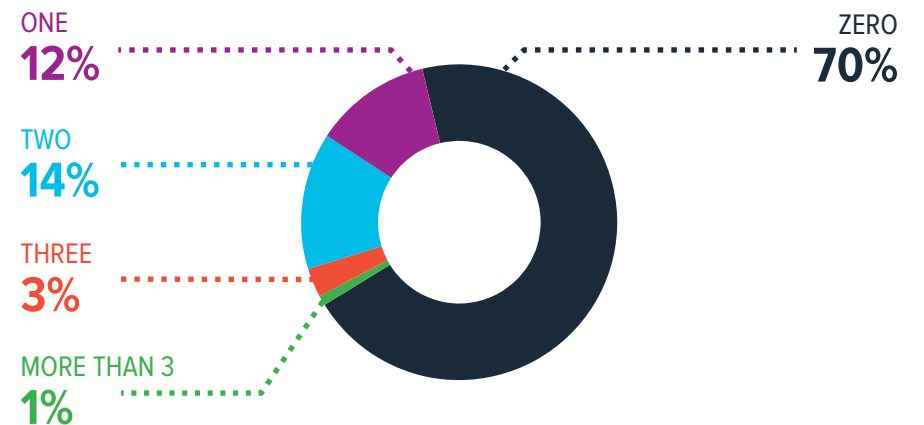
## MARITAL STATUS



## AGE



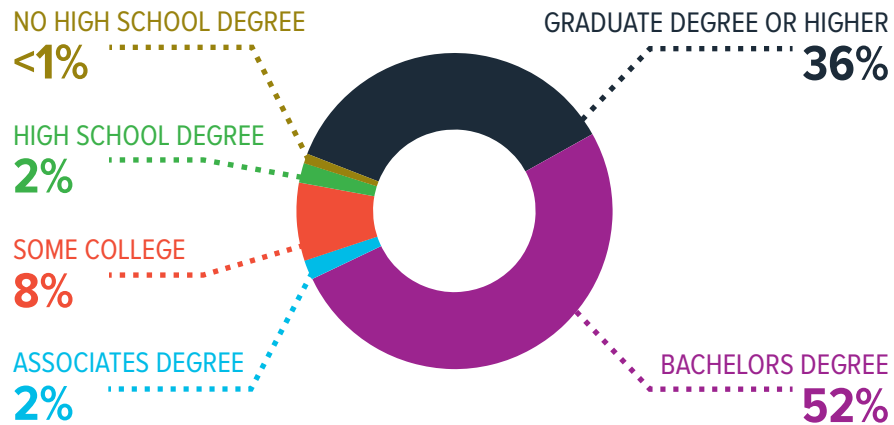
## NO. OF CHILDREN AGE 17 OR YOUNGER LIVING IN THEIR HOUSEHOLD



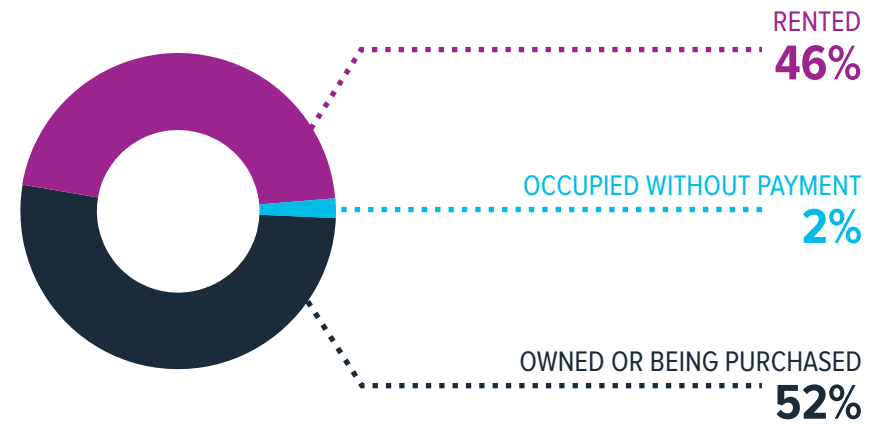
# DEMOGRAPHICS

ALL CONFERENCE REGISTRANTS

## EDUCATION



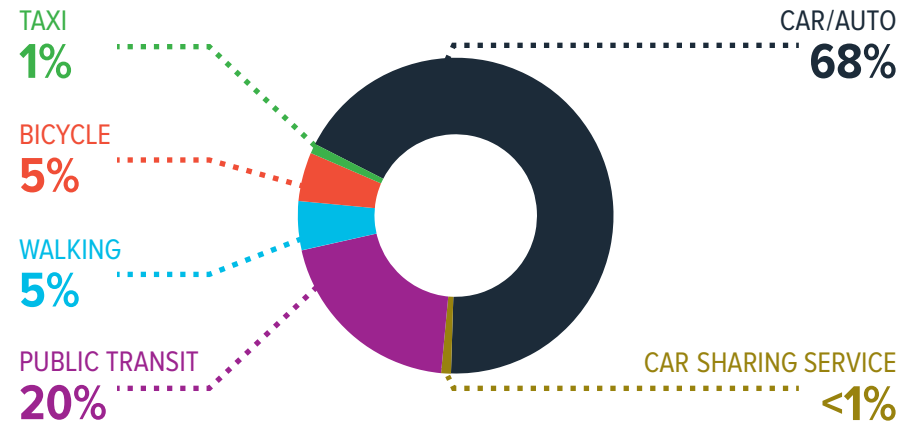
## LIVING SITUATION



## HOUSEHOLD INCOME



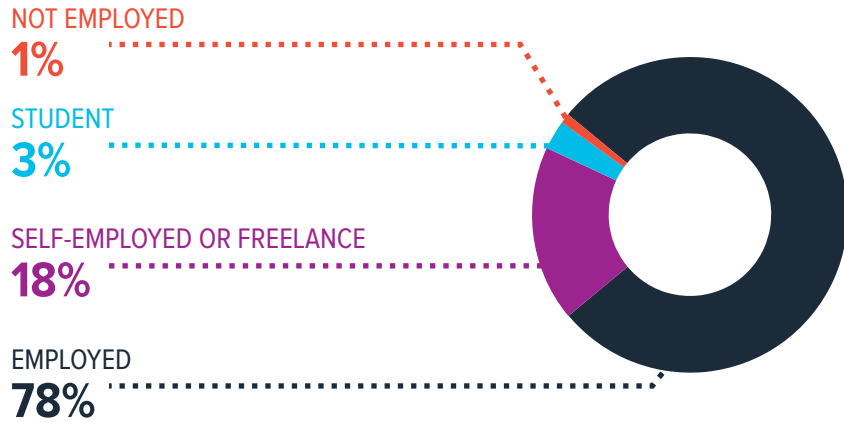
## PRIMARY MODE OF TRANSPORTATION



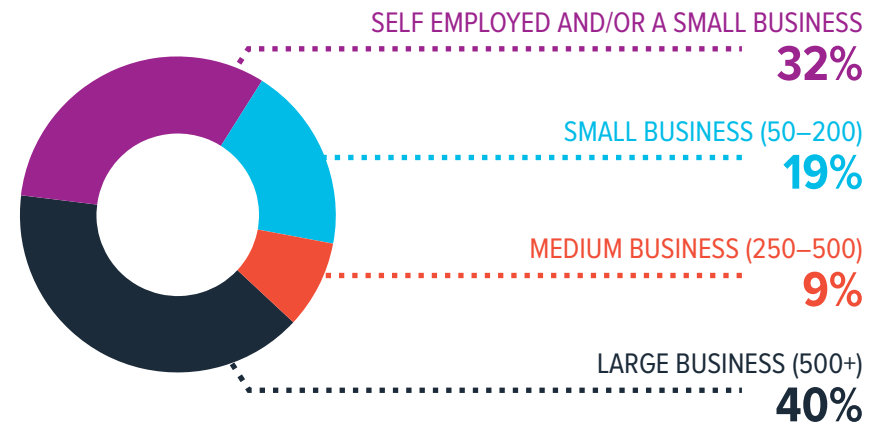
# EMPLOYMENT

ALL CONFERENCE REGISTRANTS

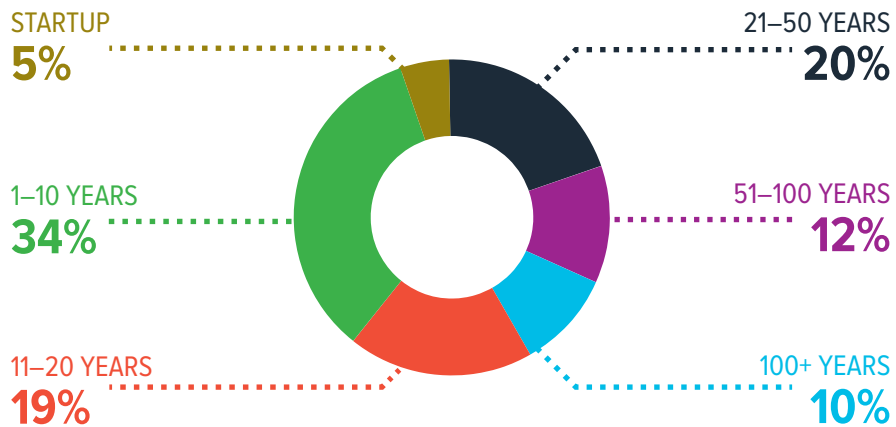
## EMPLOYMENT



## EMPLOYER



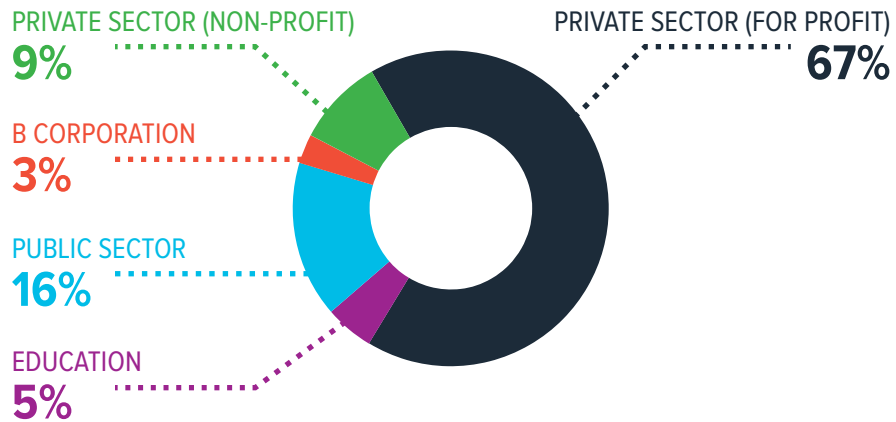
## ORGANIZATION HISTORY



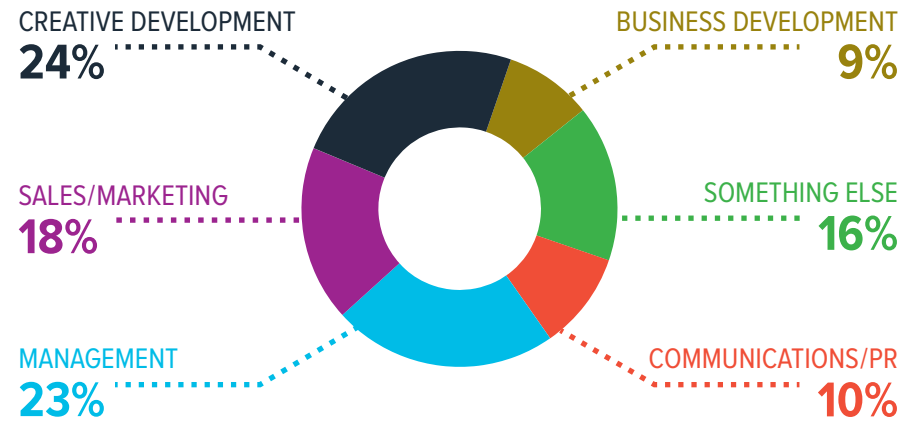
## ORGANIZATION REACH



## ORGANIZATION STRUCTURE



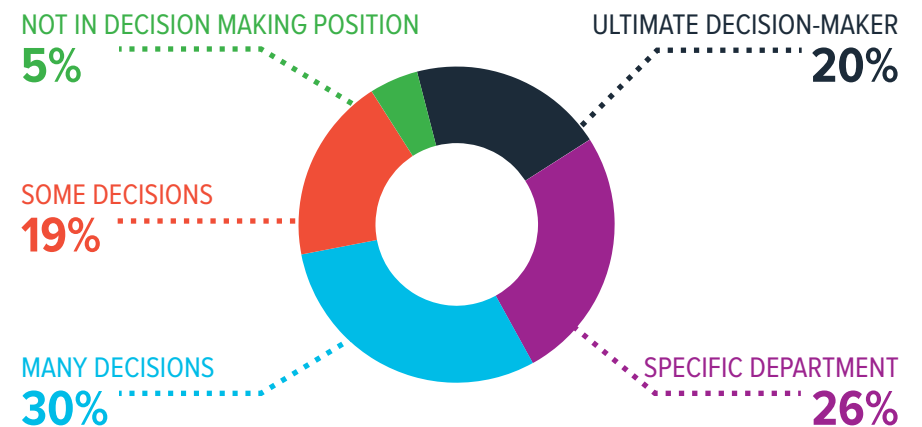
## WORK RESPONSIBILITIES



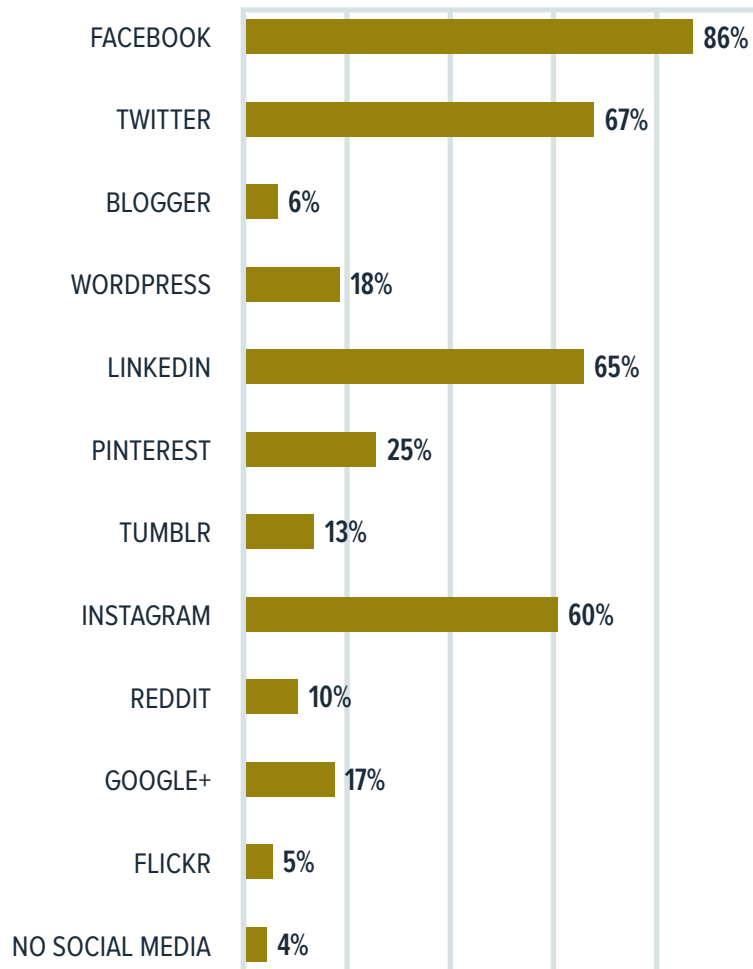
## PURCHASING POWER



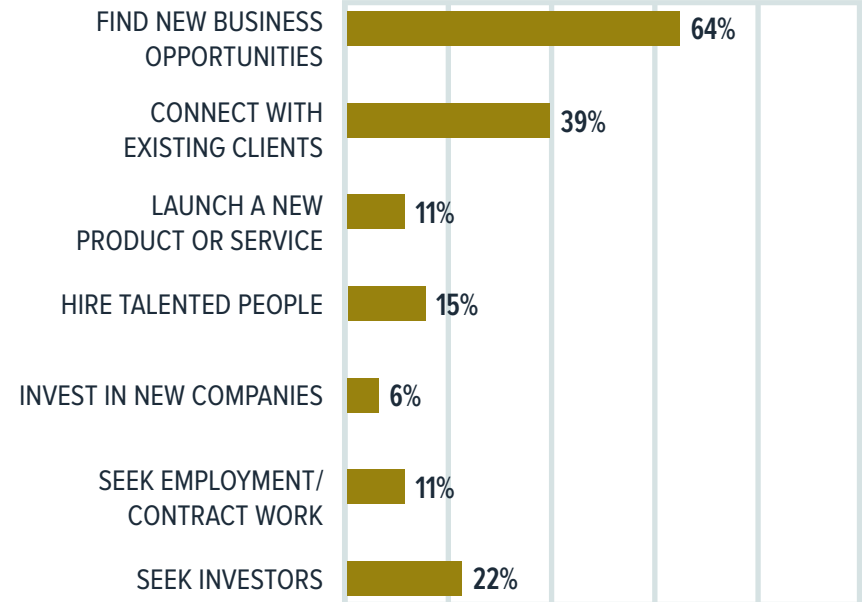
## AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION



## SOCIAL MEDIA USE



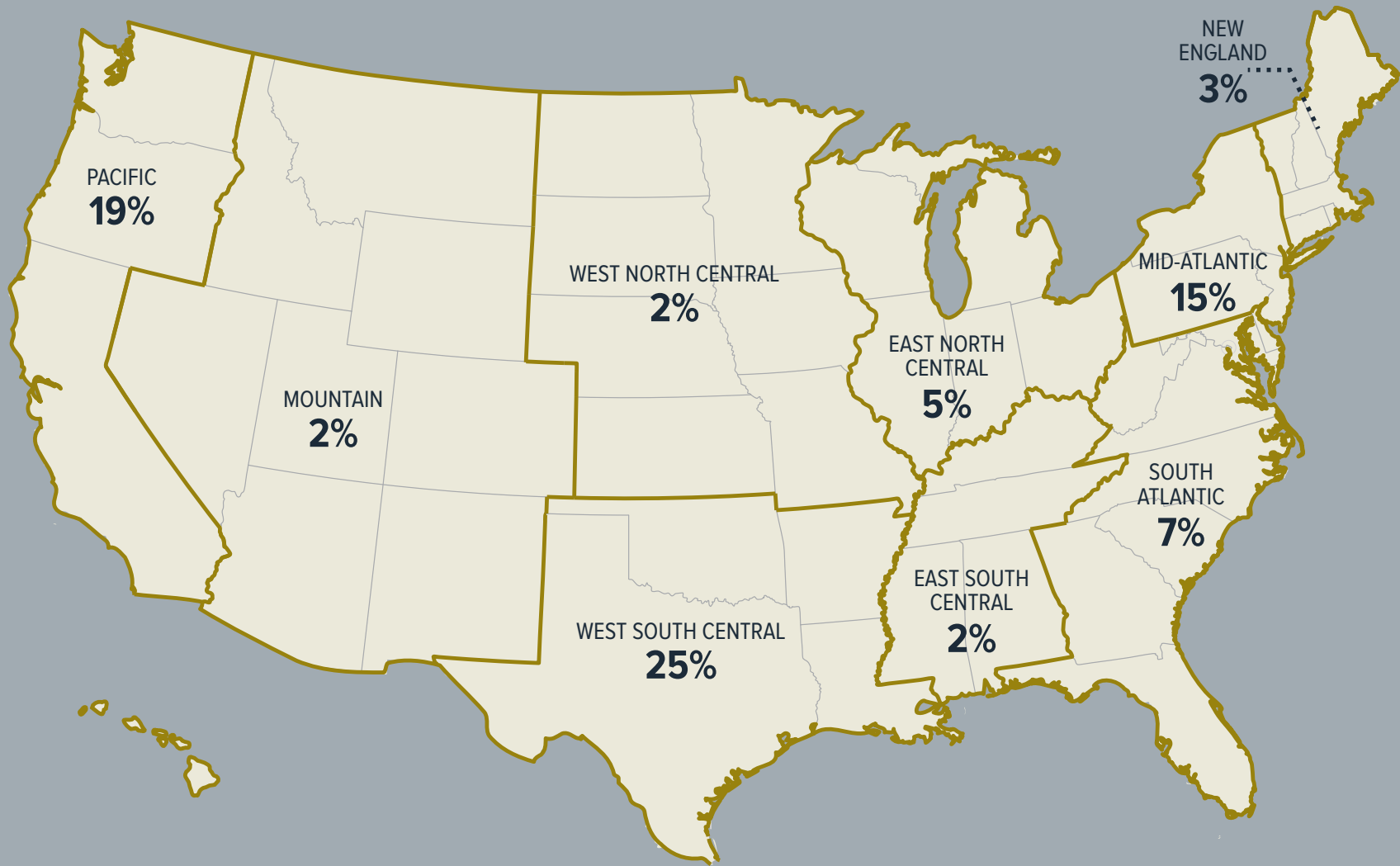
## BUSINESS GOALS FOR SXSW



## TOP 10 TYPES OF BUSINESS

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

# ALL CONFERENCE ATTENDEES BY REGION



**20% OF ATTENDEES FROM OVER  
90 COUNTRIES OUTSIDE THE UNITED STATES**

58,819 MUSIC, FILM AND INTERACTIVE PARTICIPANTS  
INCLUDING REGISTRANTS AND ARTIST WRISTBANDS