

2015 DEMOGRAPHICS



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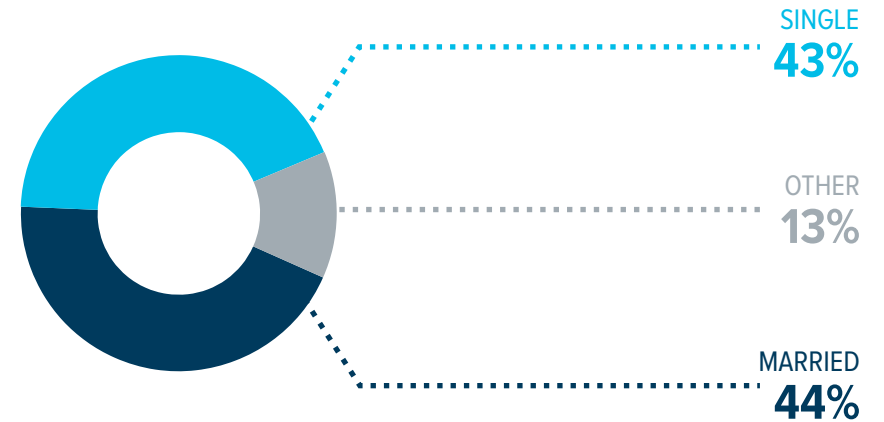
DEMOGRAPHICS

FILM CONFERENCE REGISTRANTS

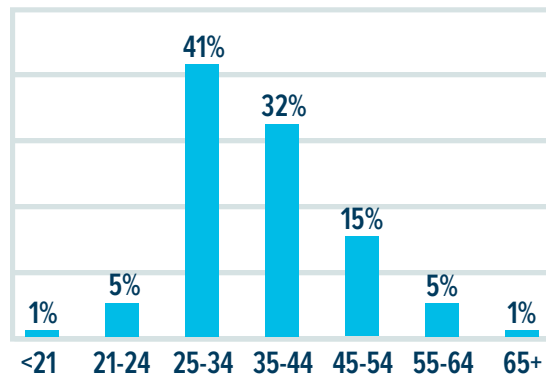
GENDER



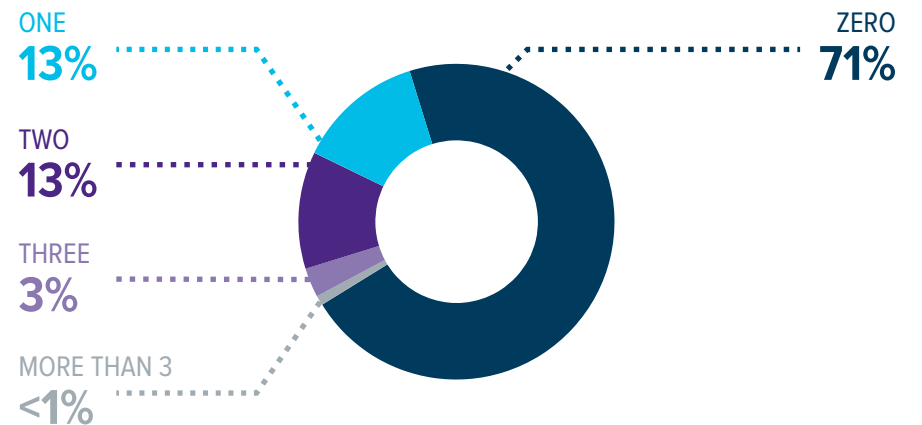
MARITAL STATUS



AGE



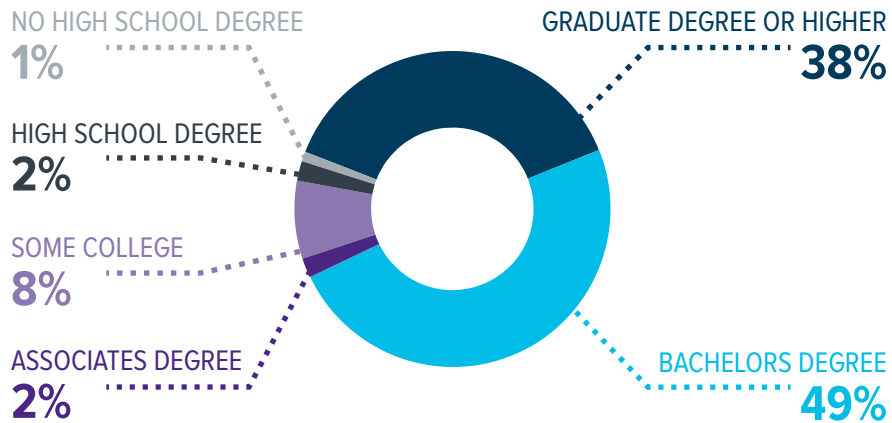
NO. OF CHILDREN AGE 17 OR YOUNGER LIVING IN THEIR HOUSEHOLD



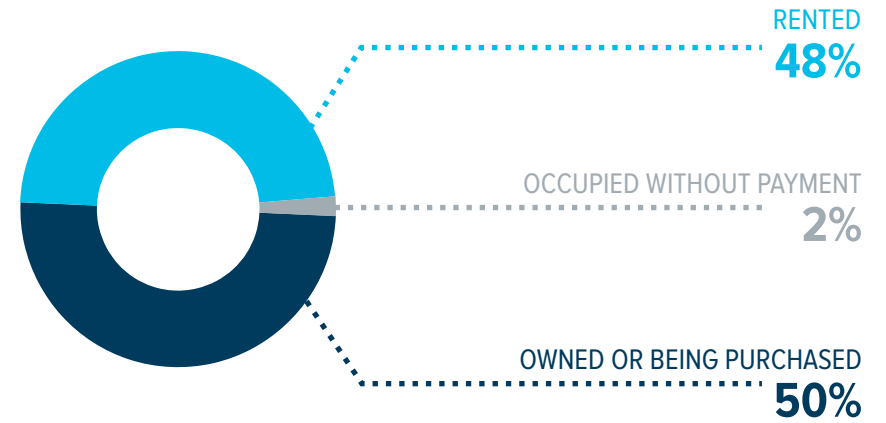
DEMOGRAPHICS

FILM CONFERENCE REGISTRANTS

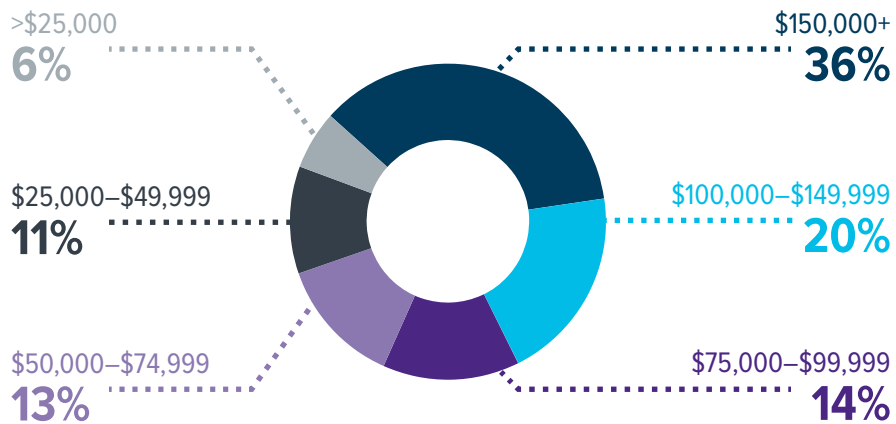
EDUCATION



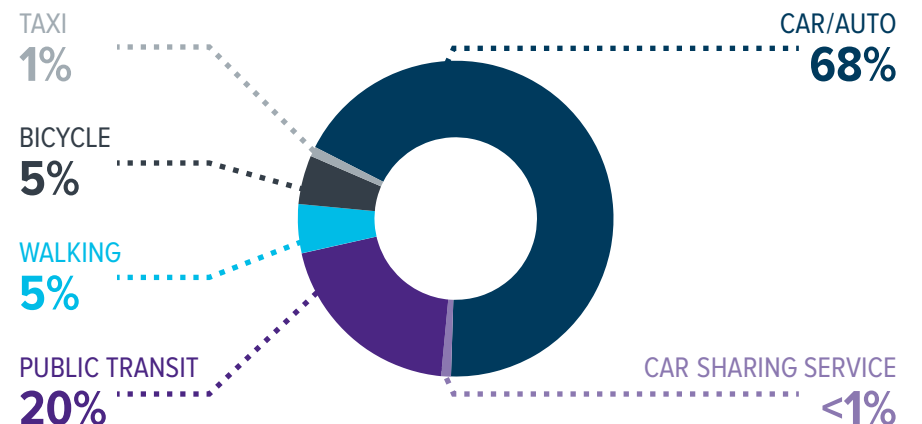
LIVING SITUATION



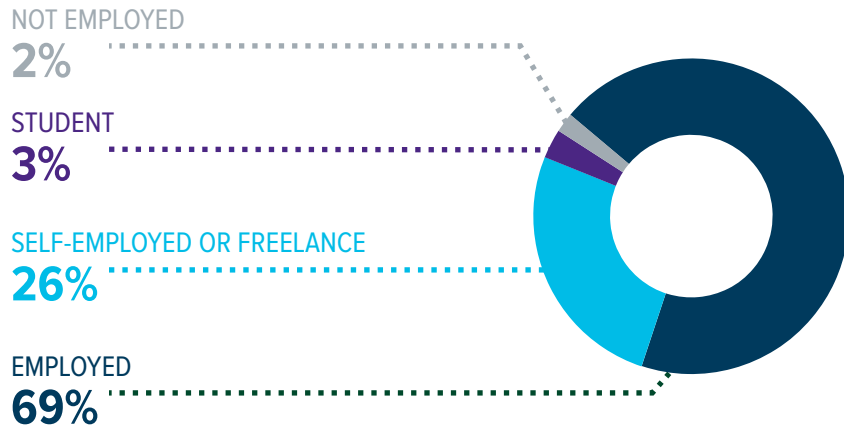
HOUSEHOLD INCOME



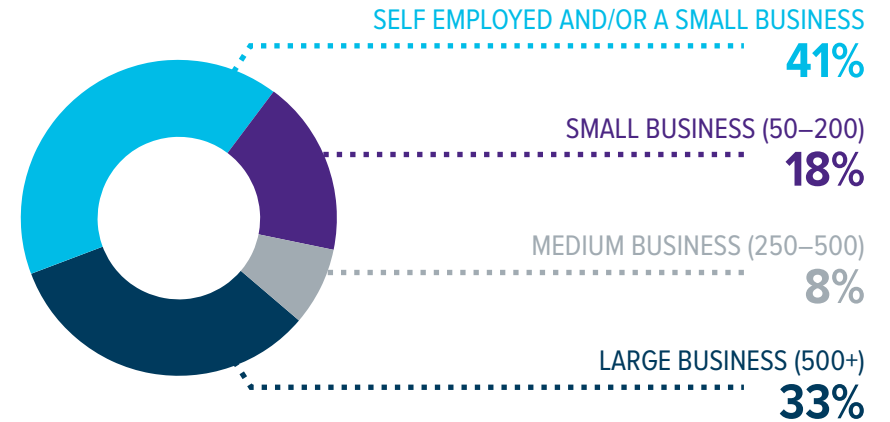
PRIMARY MODE OF TRANSPORTATION



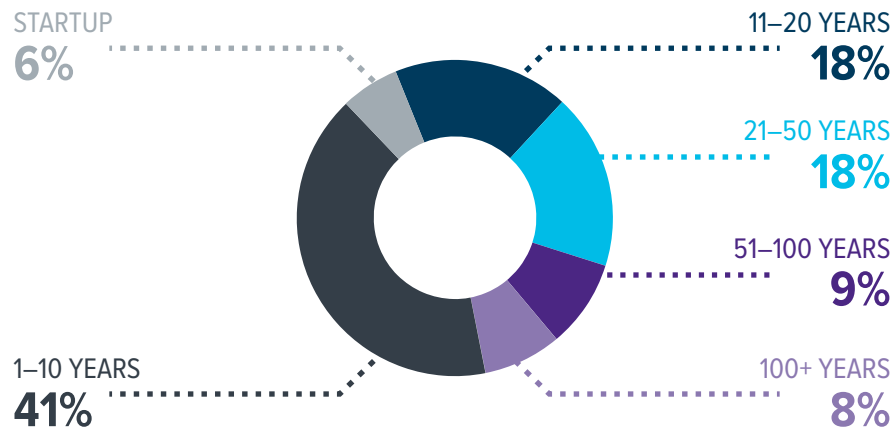
EMPLOYMENT STATUS



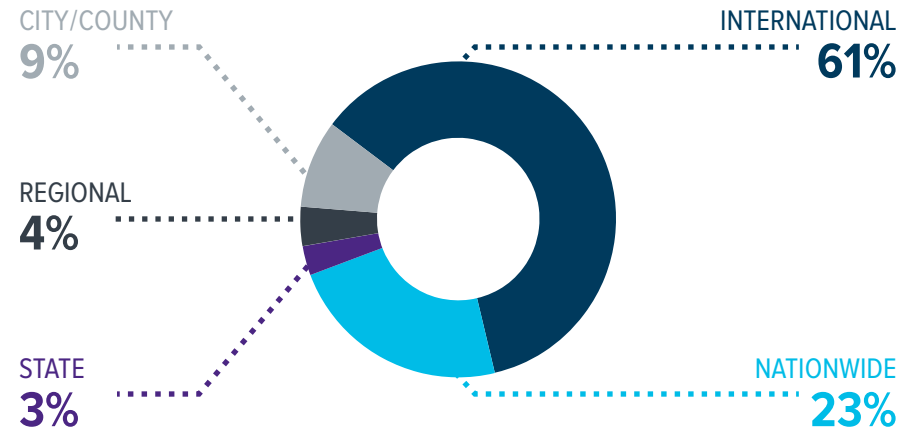
EMPLOYER



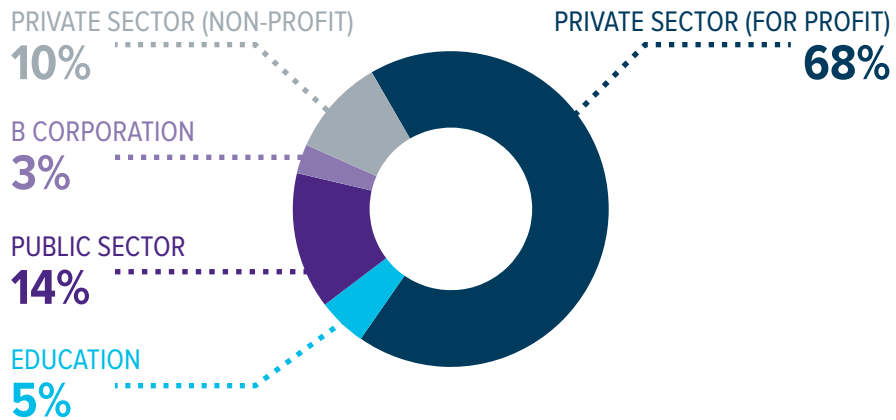
ORGANIZATION HISTORY



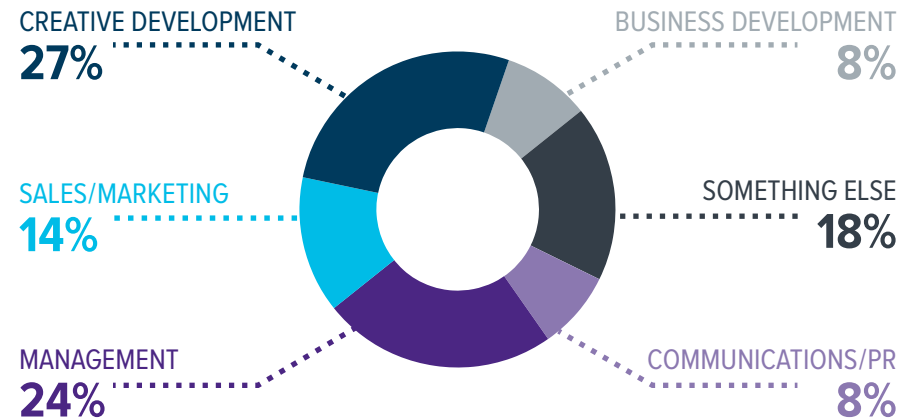
ORGANIZATION REACH



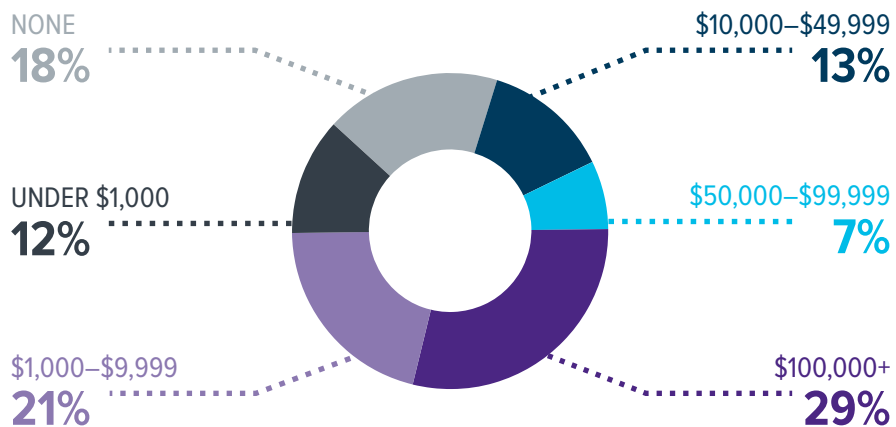
ORGANIZATION STRUCTURE



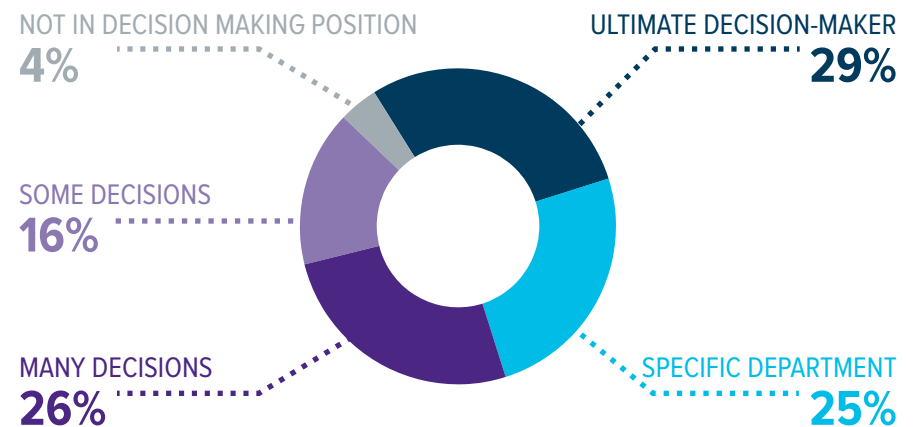
WORK RESPONSIBILITIES



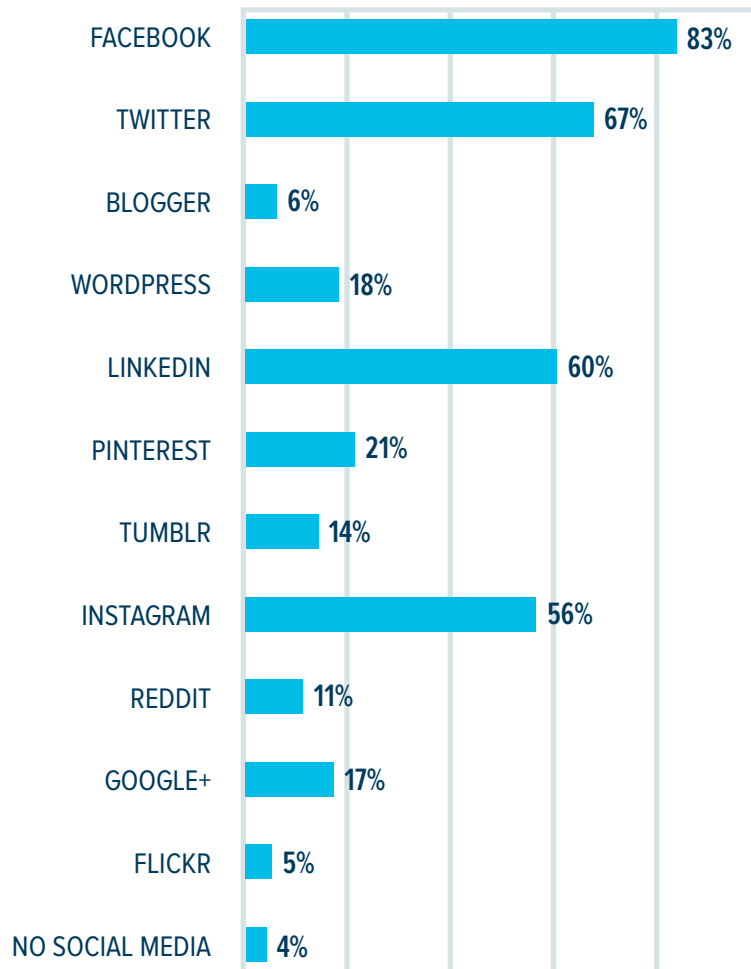
PURCHASING POWER



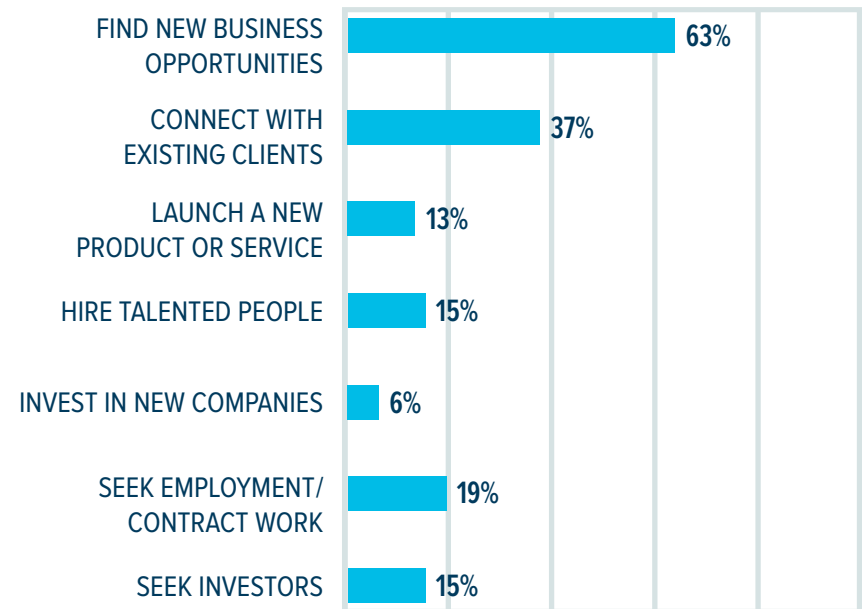
AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION



SOCIAL MEDIA USE



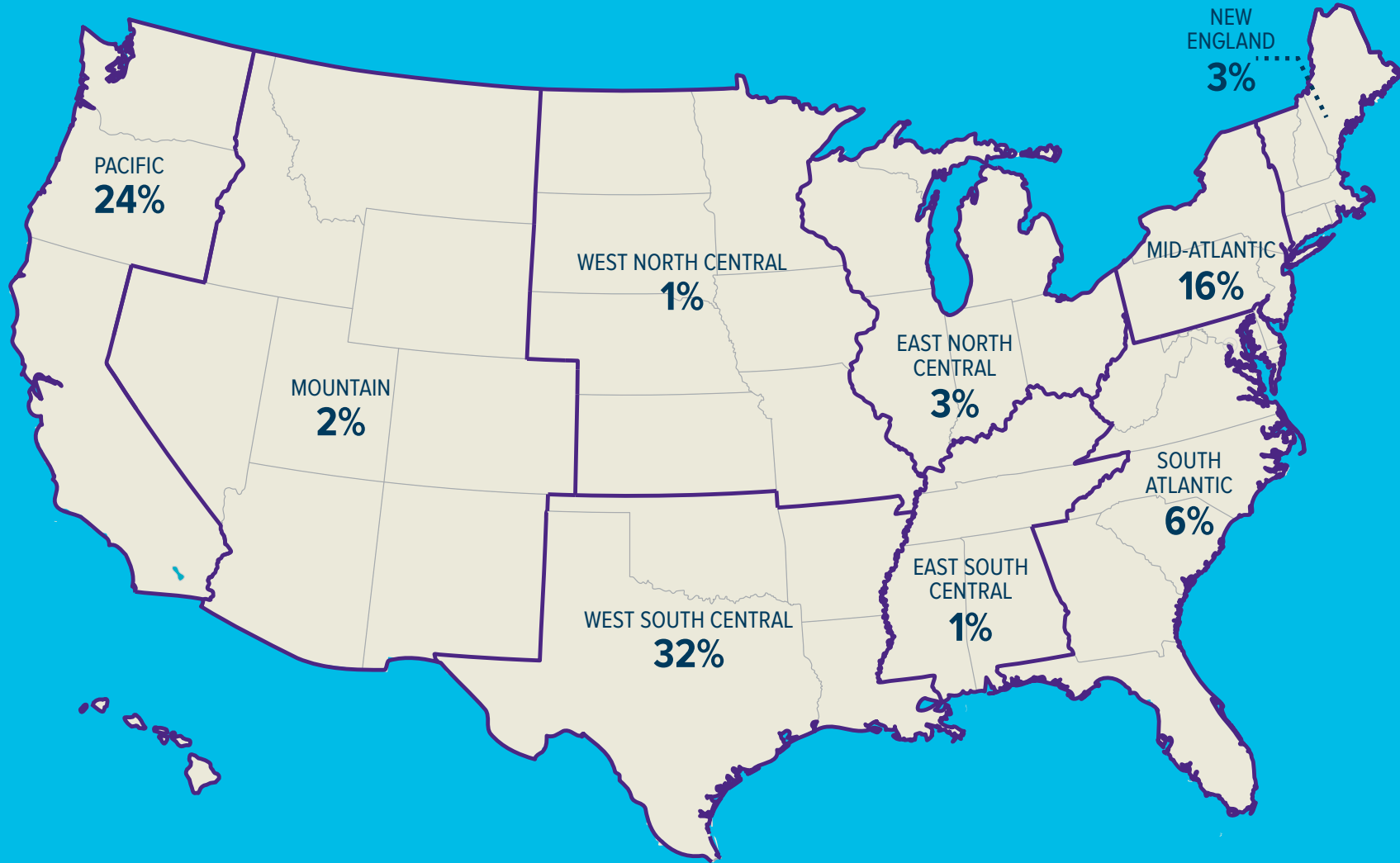
BUSINESS GOALS FOR SXSW



TOP 10 TYPES OF BUSINESS

1. FILMMAKER
2. FILM INDUSTRY
3. PRODUCTION
4. MEDIA
5. ACTOR/ACTRESS
6. DISTRIBUTION
7. STUDENT/HIGHER ED
8. PUBLICITY
9. EDUCATION BUSINESS
10. STUDIO

FILM CONFERENCE ATTENDEES BY REGION



**14% OF ATTENDEES FROM 71 COUNTRIES
OUTSIDE THE UNITED STATES**

20,252 FILM CONFERENCE PARTICIPANTS