

SXSW 2022

DEMOGRAPHICS

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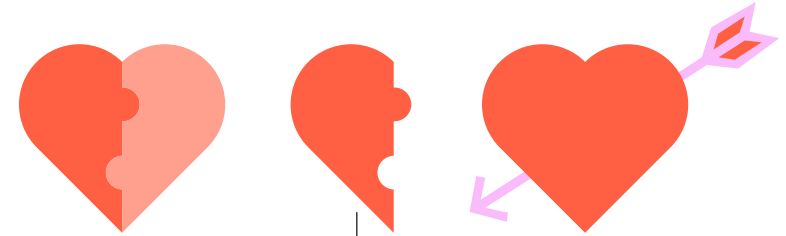
DEMOGRAPHICS

GENDER



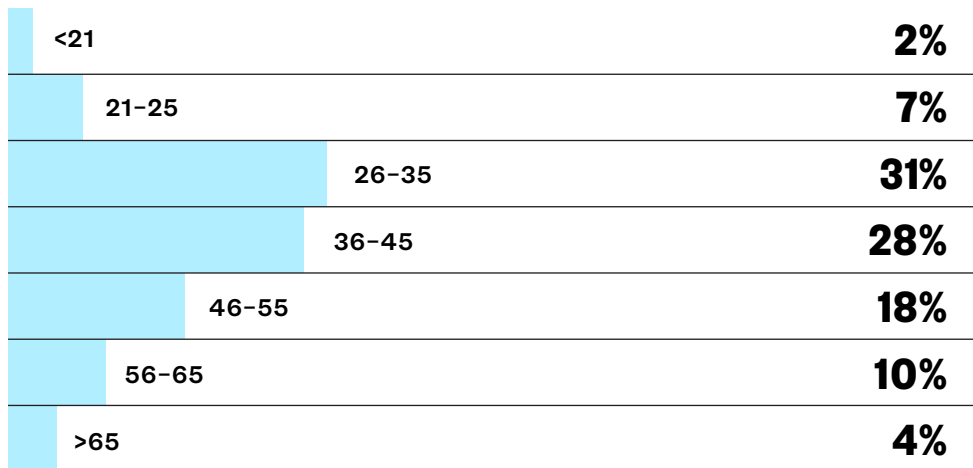
Male **49%** Female **48%** Prefer not to answer **2%** Non-binary **1%**

MARITAL STATUS



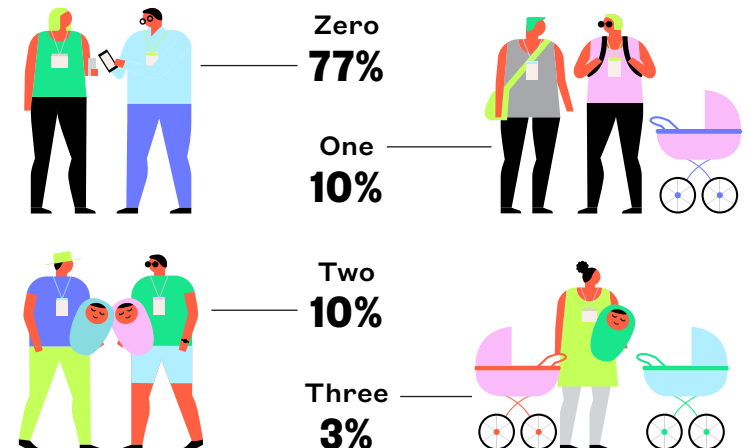
Married **46%** Single **49%** Other **5%**

AGE



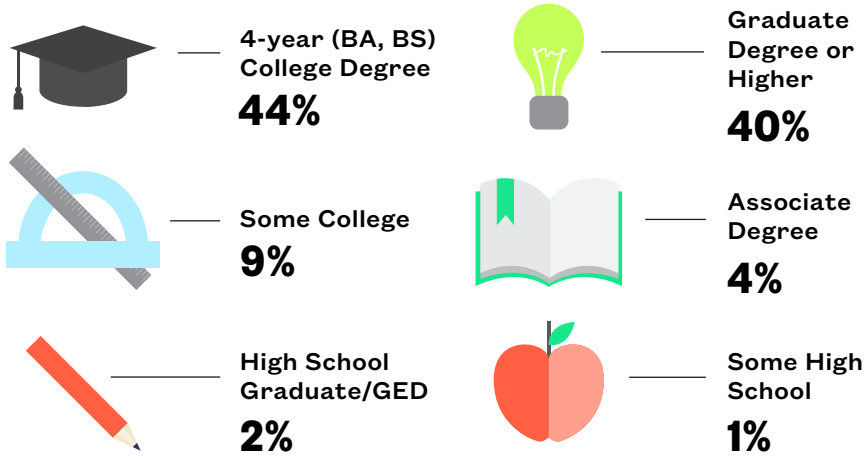
NUMBER OF CHILDREN

Age 17 or Younger Living in Their Household

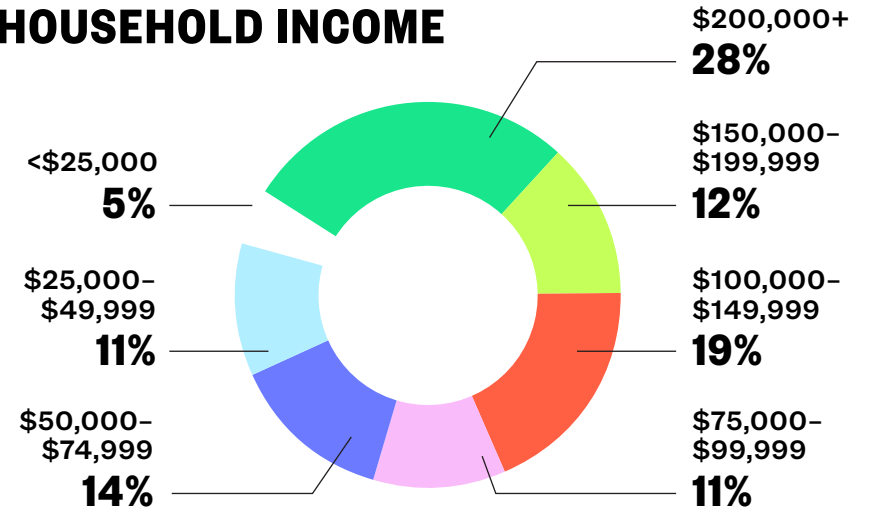


DEMOGRAPHICS

EDUCATION



HOUSEHOLD INCOME



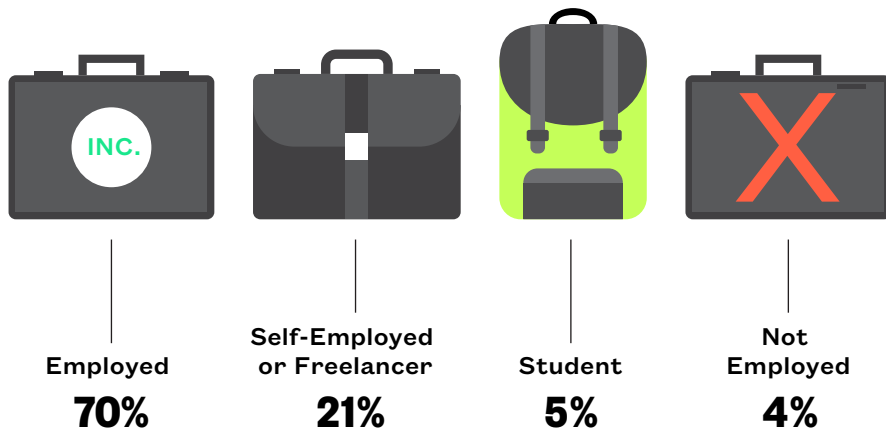
ALL CONFERENCE REGISTRANTS

HOUSING SITUATION

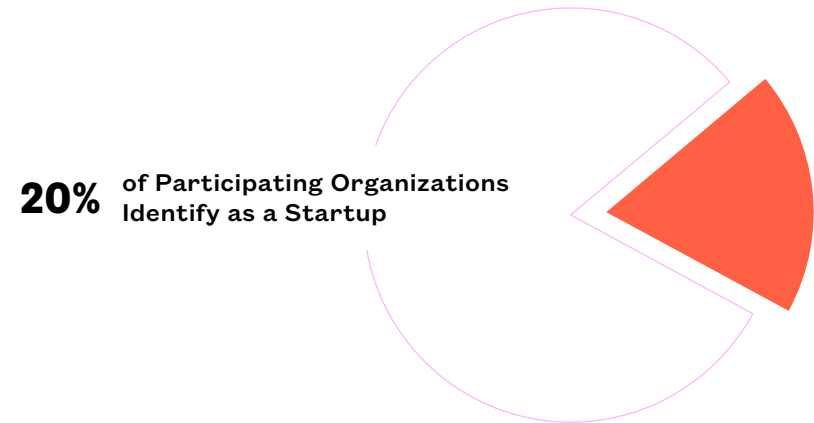


EMPLOYMENT STATUS & BUSINESS PROFILE

EMPLOYMENT STATUS

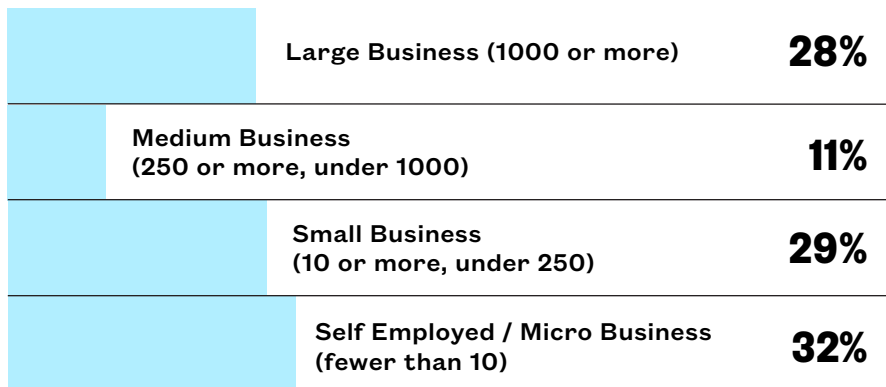


STARTUPS AT SXSW

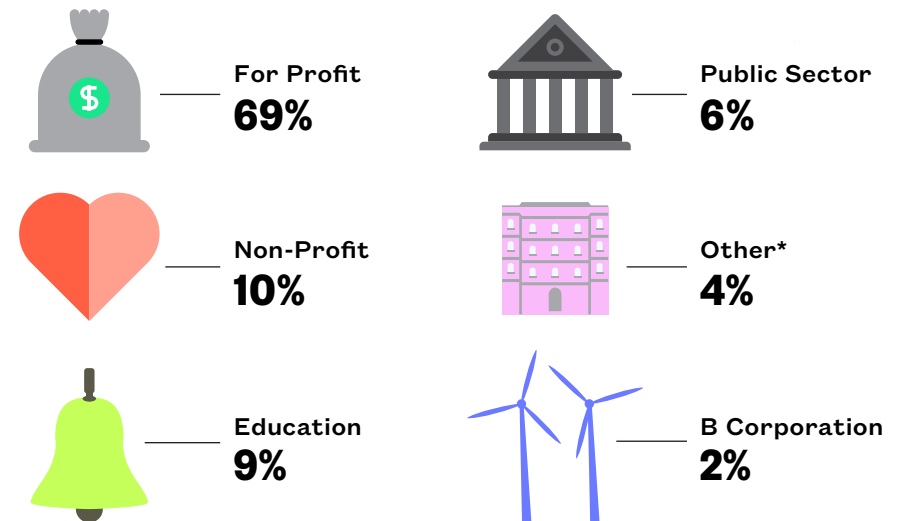


ALL CONFERENCE REGISTRANTS

EMPLOYER / # OF EMPLOYEES



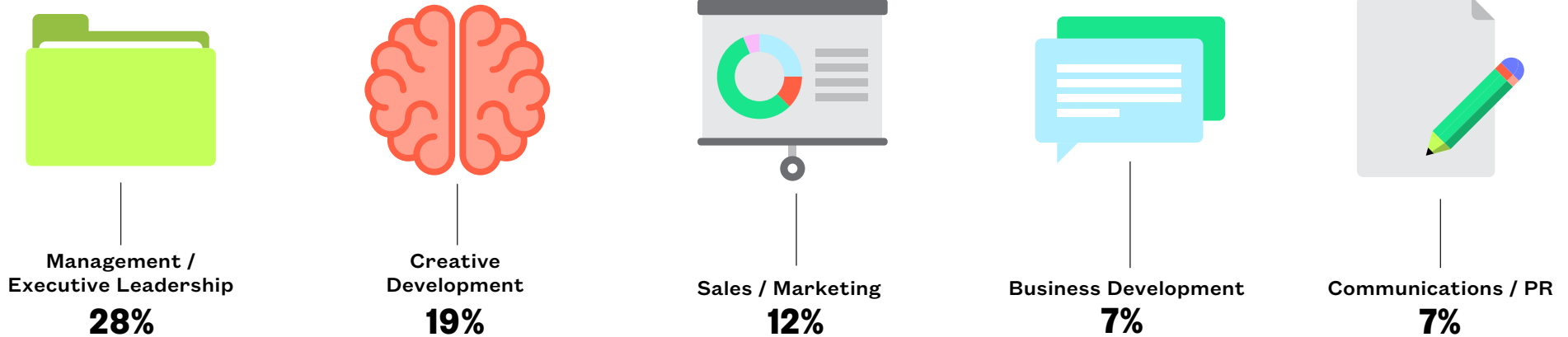
ORGANIZATION STRUCTURE



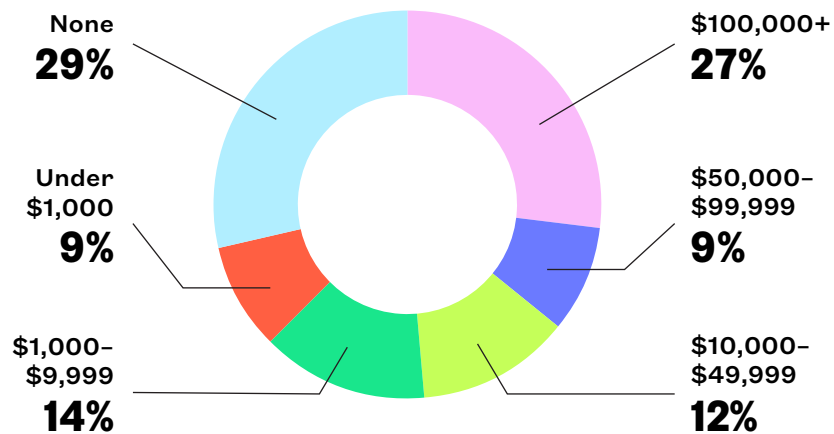
*Includes start ups, independent businesses and multiple categories

RESPONSIBILITIES & POWER

TOP 5 WORK RESPONSIBILITIES

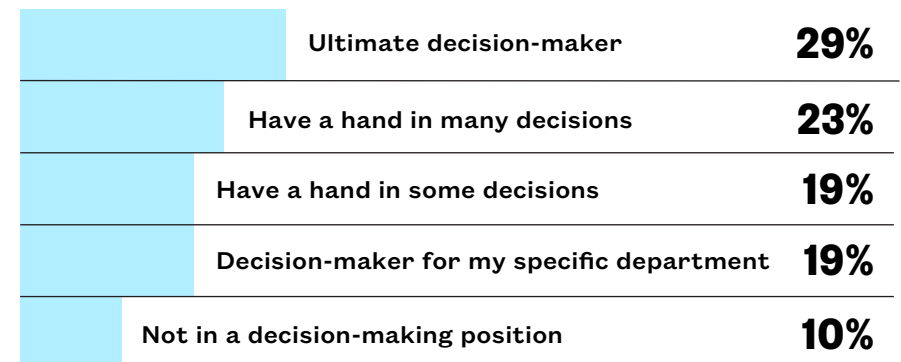


PURCHASING POWER AT WORK



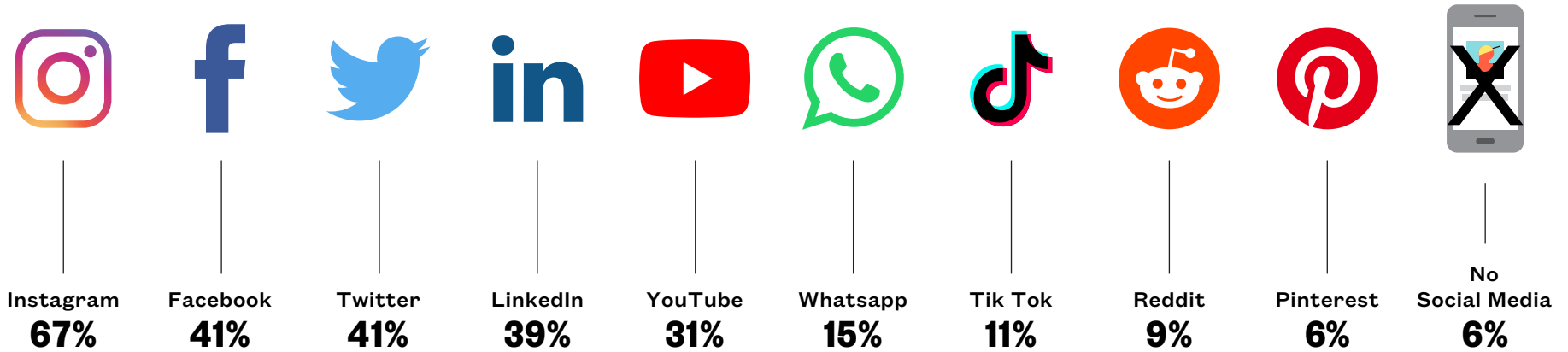
DECISION MAKING POWER

Within the Organization



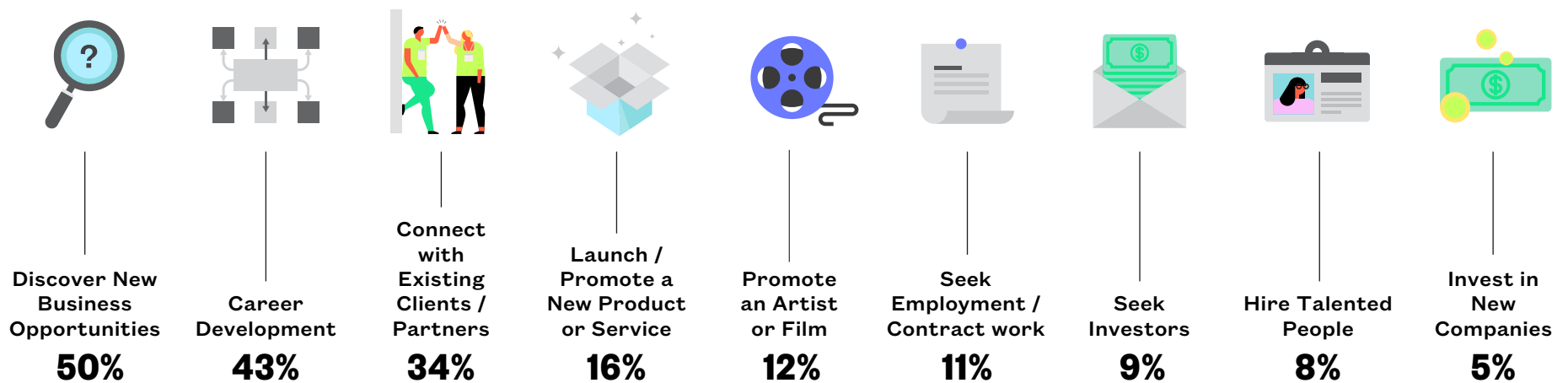
SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

SOCIAL MEDIA USE



ALL CONFERENCE REGISTRANTS

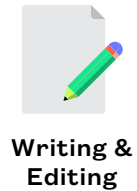
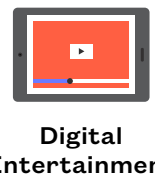
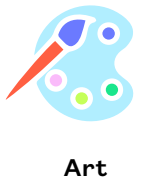
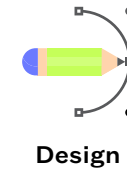
BUSINESS GOALS FOR ATTENDING SXSW



TOP INDUSTRIES & ROLES

TOP 20 PARTICIPATING INDUSTRIES

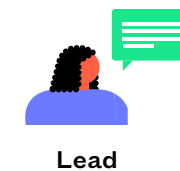
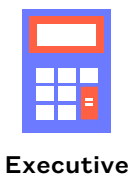
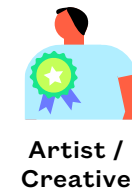
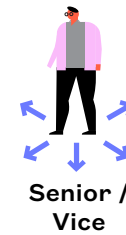
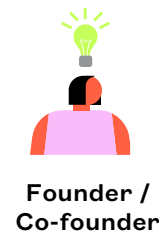
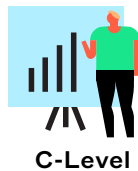
In Descending Order (Top Left to Bottom Right)



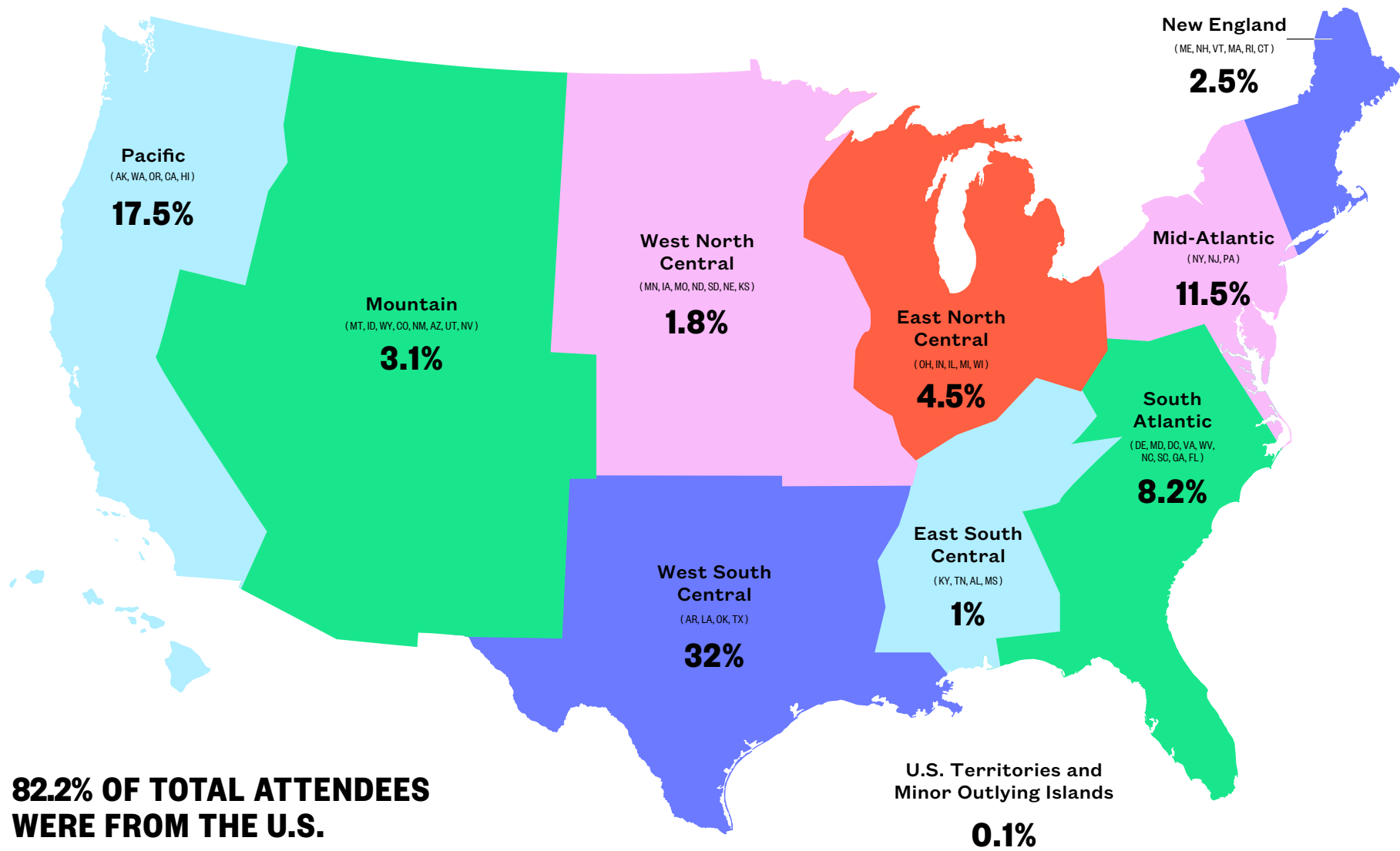
ALL CONFERENCE REGISTRANTS

TOP 15 PARTICIPATING ATTENDEE ROLES

In Descending Order (Top Left to Bottom Right)



ATTENDEES BY U.S. REGION

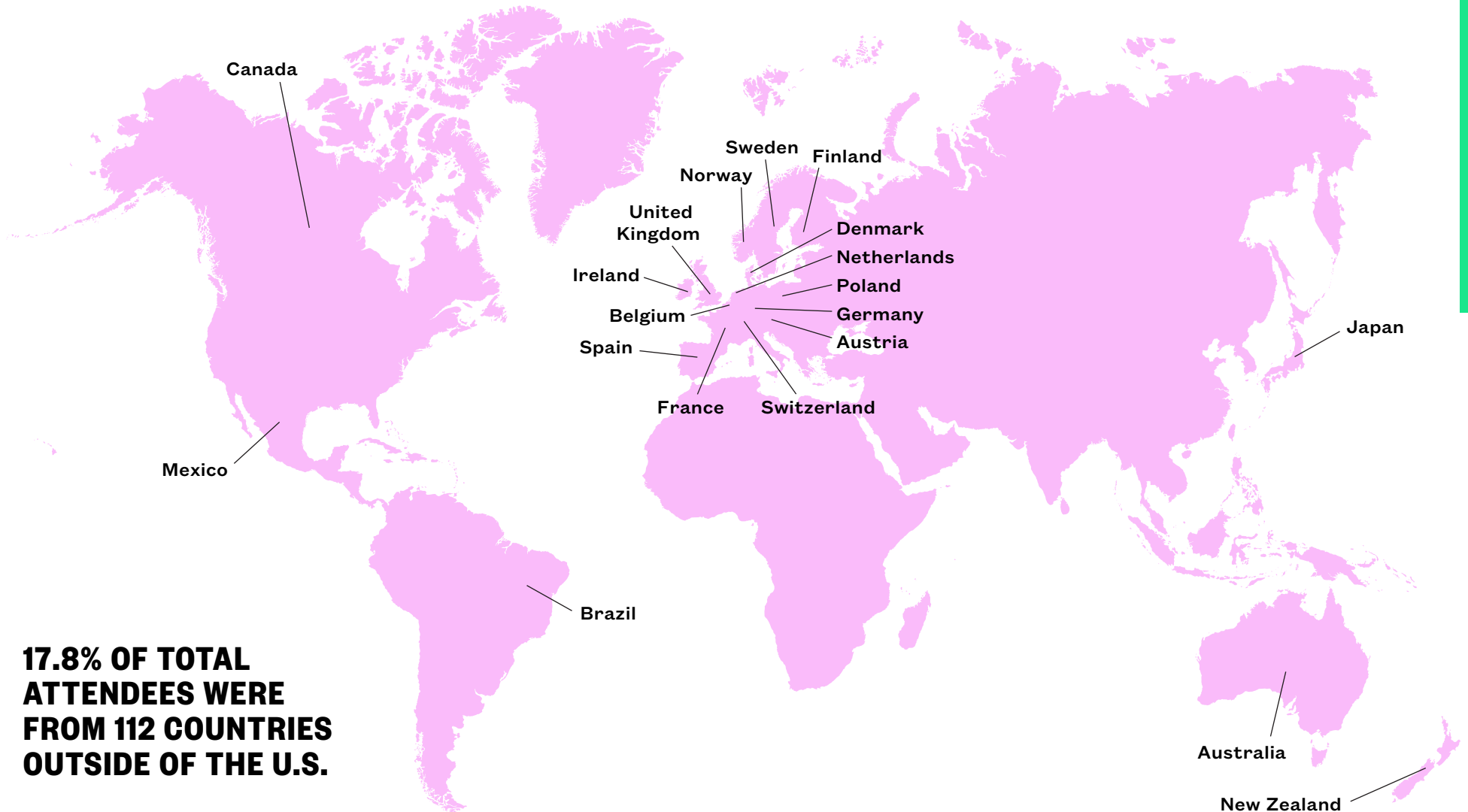


82.2% OF TOTAL ATTENDEES WERE FROM THE U.S.

ALL CONFERENCE REGISTRANTS

ATTENDEES WORLDWIDE

TOP 20 COUNTRIES OUTSIDE OF THE U.S.



**17.8% OF TOTAL
ATTENDEES WERE
FROM 112 COUNTRIES
OUTSIDE OF THE U.S.**