



Attendee Study Maker Faire Bay Area 2014

June 2014

Maker Faire[®]

Introduction

- The MFBA 2014 Attendee Study was commissioned by Maker Media to profile attendees on a number of characteristics:
 - Attendance
 - Areas of participation and interest
 - Exhibits and exhibitors including recall and actions taken
 - Maker Shed store shopping
 - Overall ratings
 - MAKE branded print and online media usage
 - Employment status
 - Demographics

Sample. A random sample of 4,500 was selected from a list of people who purchased a ticket to attend Maker Faire Bay Area, held at the San Mateo Event Center from May 17-18, 2014.

Gross mailout	4,500
Total response	1,078

Disposition. The survey closed with a total of 1,030 respondents qualified by age and attendance. Karlin Associates, an independent research firm, carried out the research.

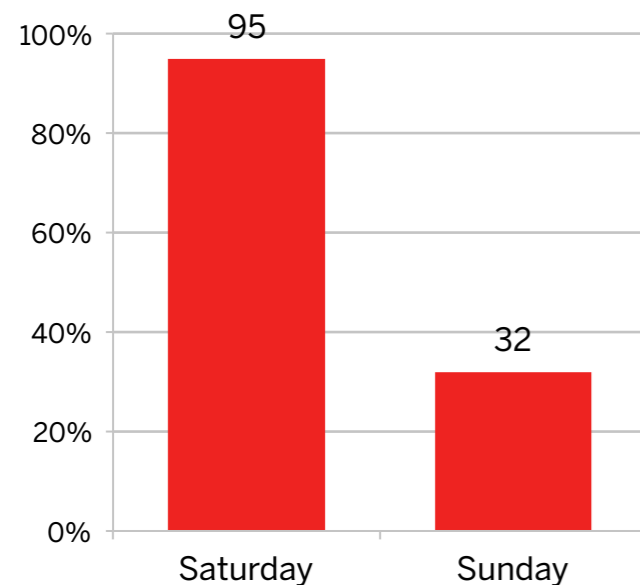
Qualified Response	1,030 (Age 18+, Paid attendee)
Fieldwork	5/30/2014 – 6/9/2014
Incentive	\$100 Visa gift card drawing (4)
Supplier	Karlin Associates LLC

About MFBA Attendance

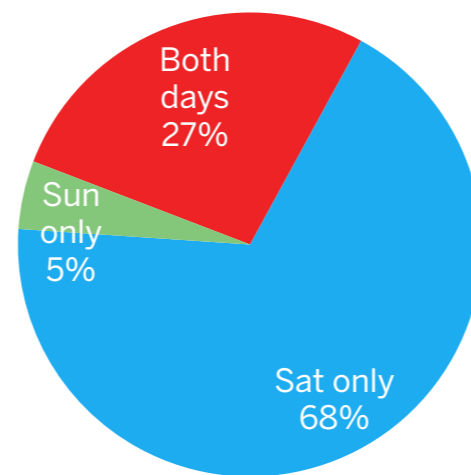
Most Attended on Saturday

- Including attendees who attended both days, most attended on Saturday (95%); 27% spent the whole weekend at Maker Faire.
- Four in ten (40%) were attending a Maker Faire for the first time.

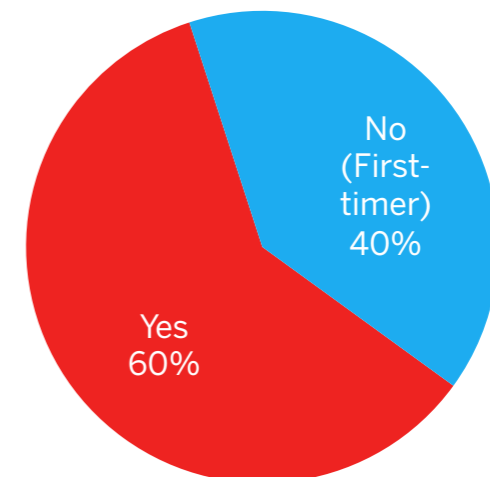
Which day(s) did you attend Maker Faire Bay Area?



Weekend vs Single Day Attendance



Have you attended any other Maker Faires?

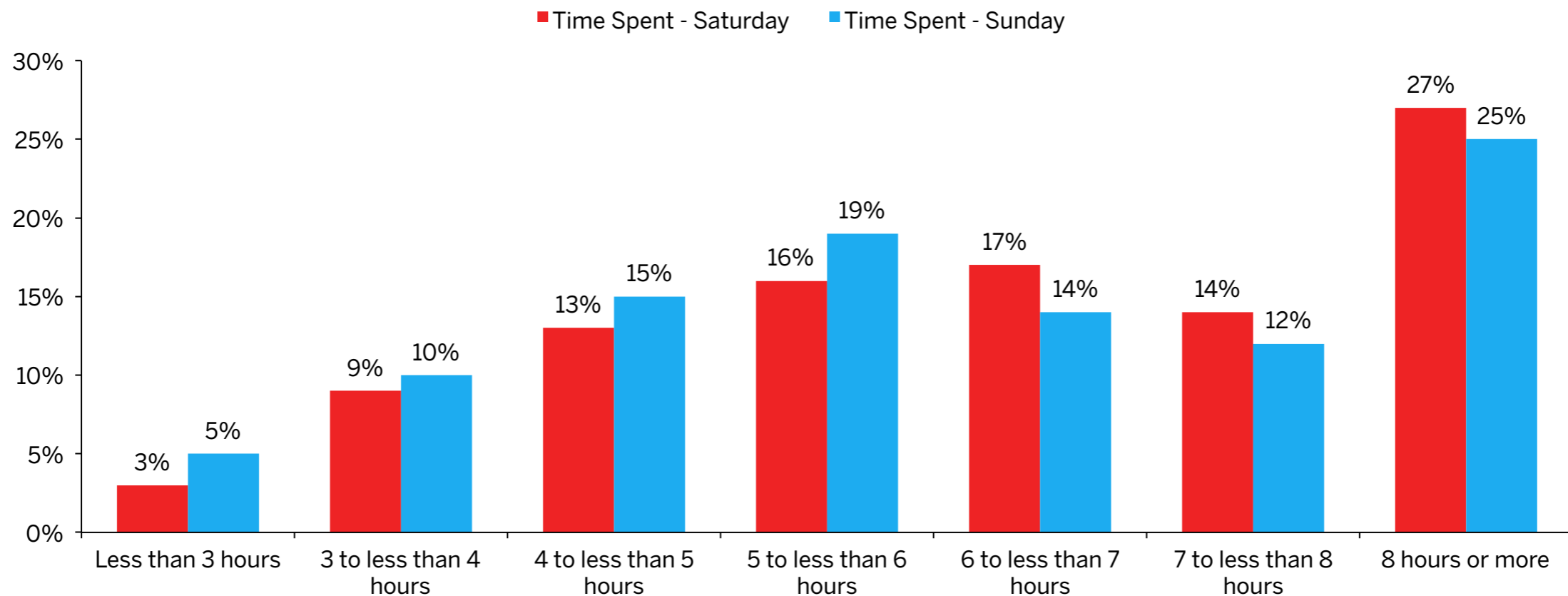


Base: Attendees

Attendees Spent a Significant Amount of Time at MFBA

- Regardless of day, half spent 6 hours or more at the event; attendees spent more time at the event on Saturday than Sunday.
 - 58% spend 6 hours or more compared to 51% for Sunday.

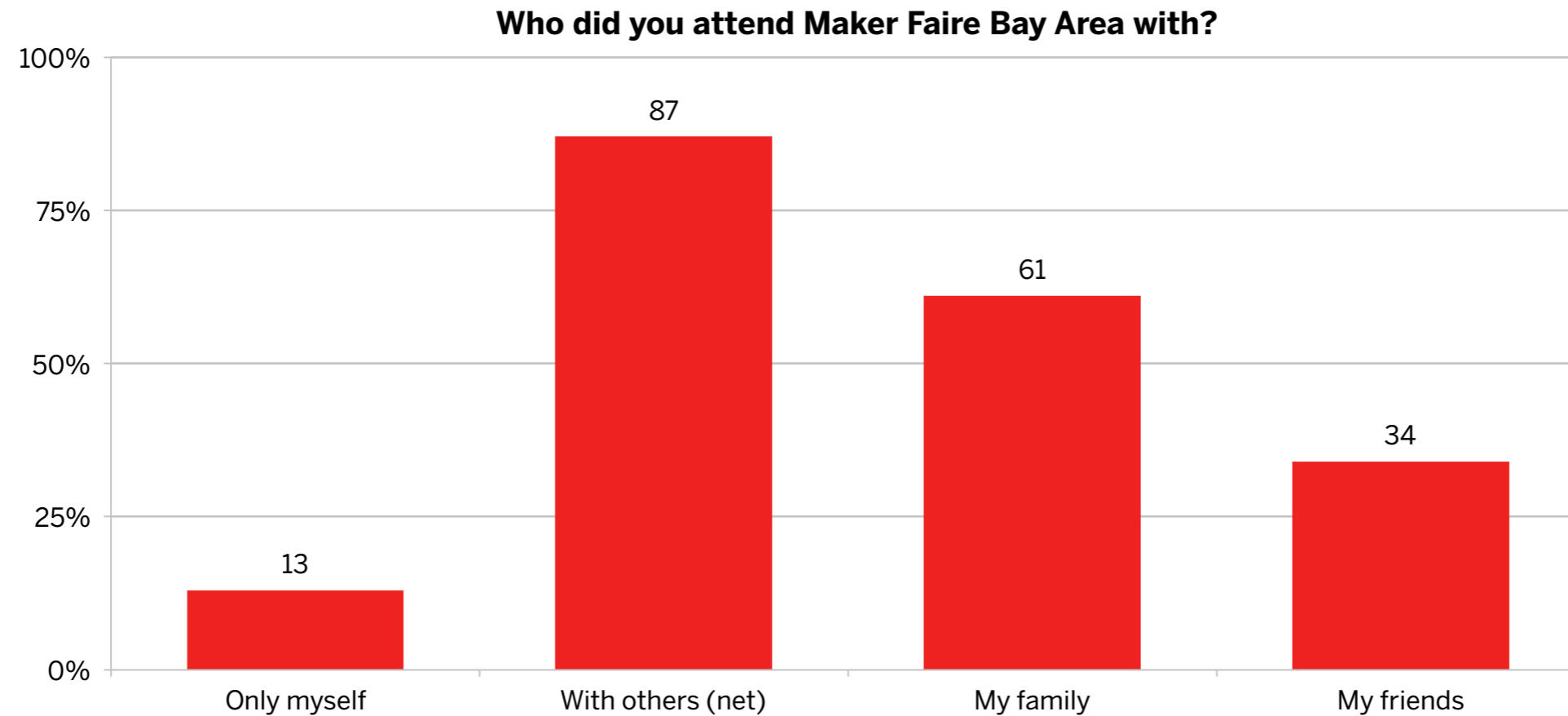
About how much time did you spend at Maker Faire Bay Area on Saturday/Sunday?



Base: Attendees

Maker Faire is a Social Event

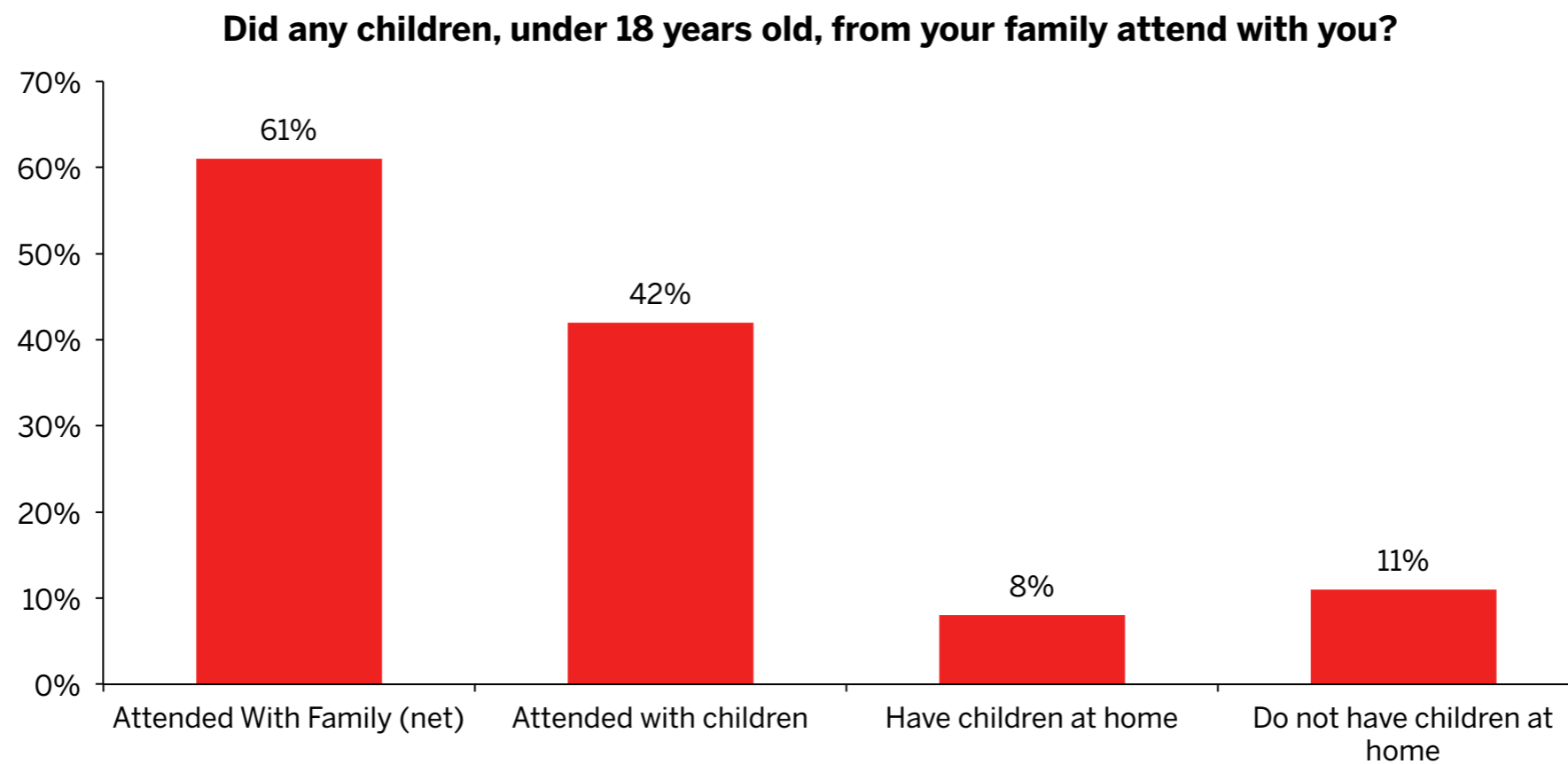
- Most (87%) attended MFBA with others, primarily family (61%) and friends (34%).



Base: Attendees

Families Attending With Children

- Over four in ten (42%) attending Maker Faire were families with children.
 - Only a small percentage of those attending did not bring their children (8%) while the balance did not have children at home (11%)

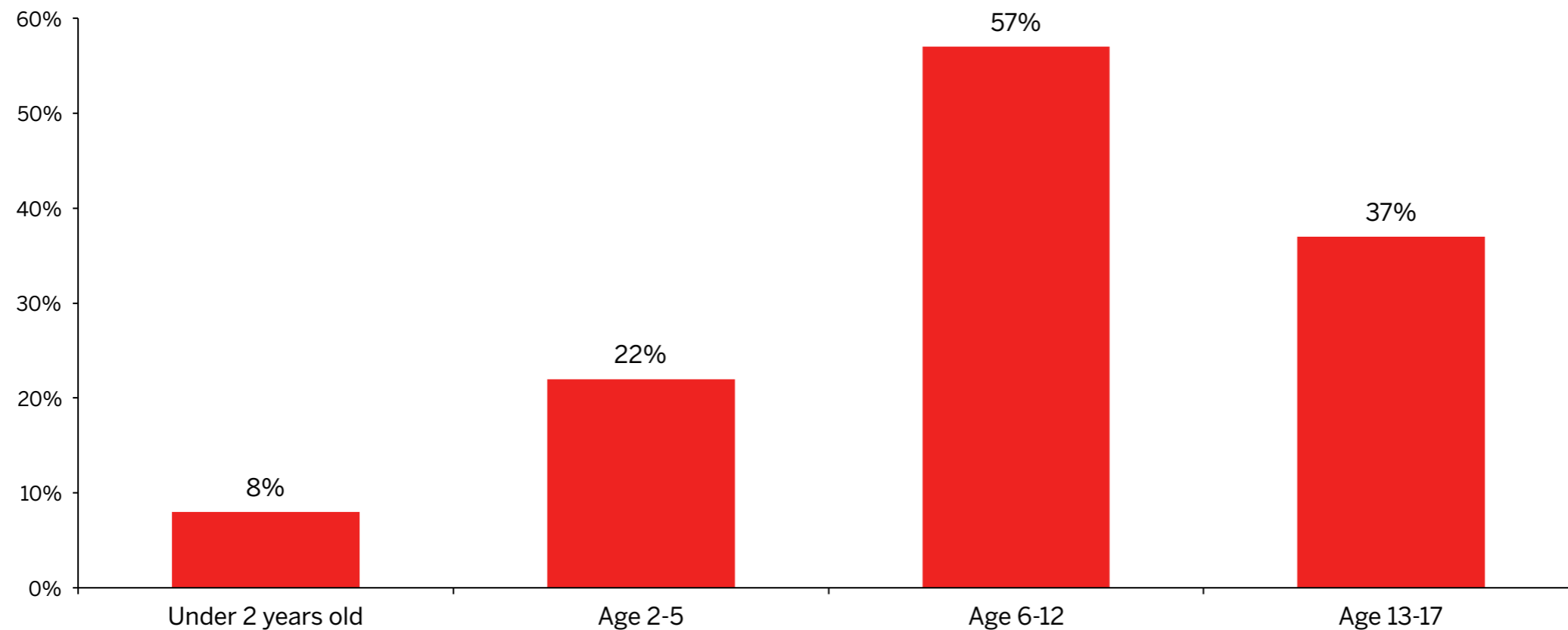


Base: All attendees

Children By Age

- The majority of families attending with children (57%) had kids in the 6-12 age group; over one-third (37%) attended with teens, age 13-17.

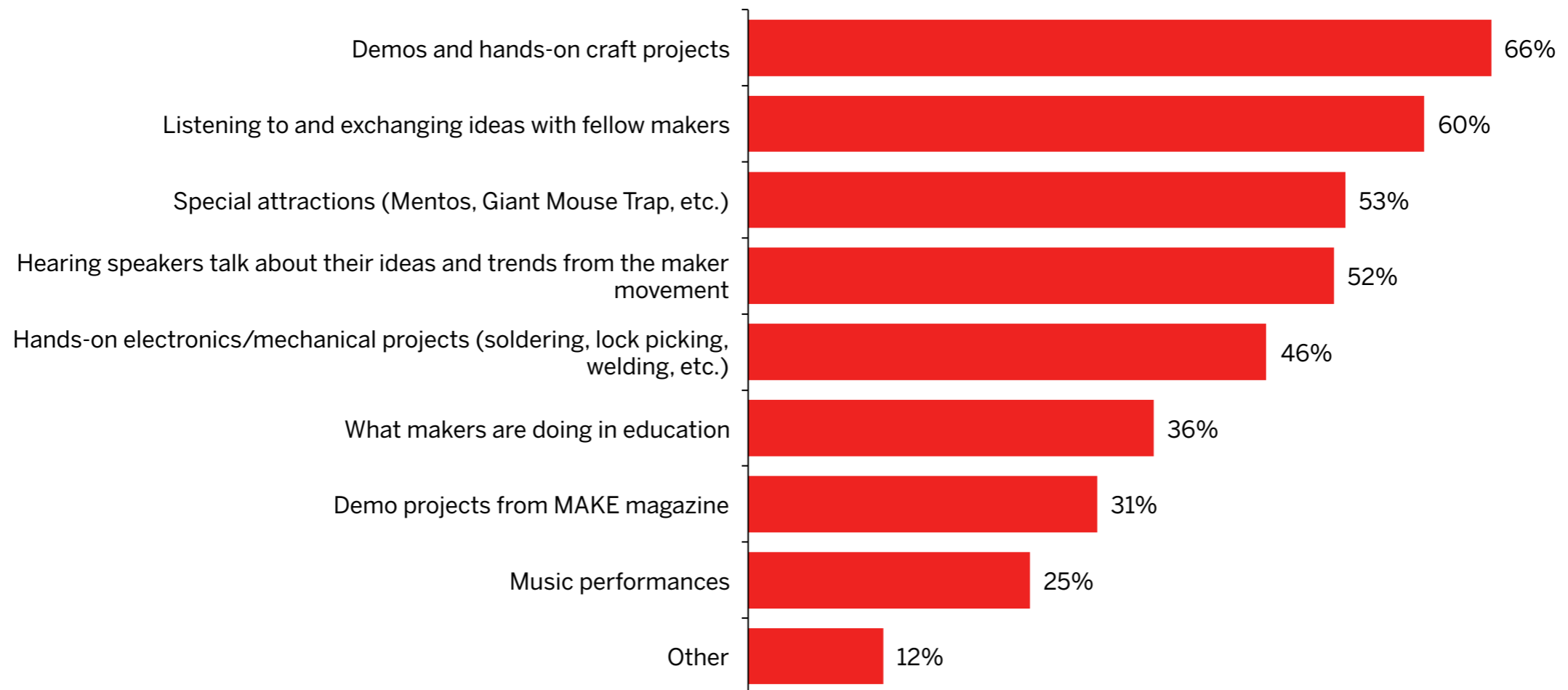
Please tell us how many children, in each of the following age groups, you attended with.



Types of Activities Participated In

- “Demos and hands-on craft projects” (66%) was the most popular activity followed by “Listening to and exchanging ideas with fellow makers” (60%).
 - “Special attractions” (53%) and “hearing speakers...talk about the maker movement” (52%) round out the list.

Thinking about your visit, which of the following types of activities did you participate in?

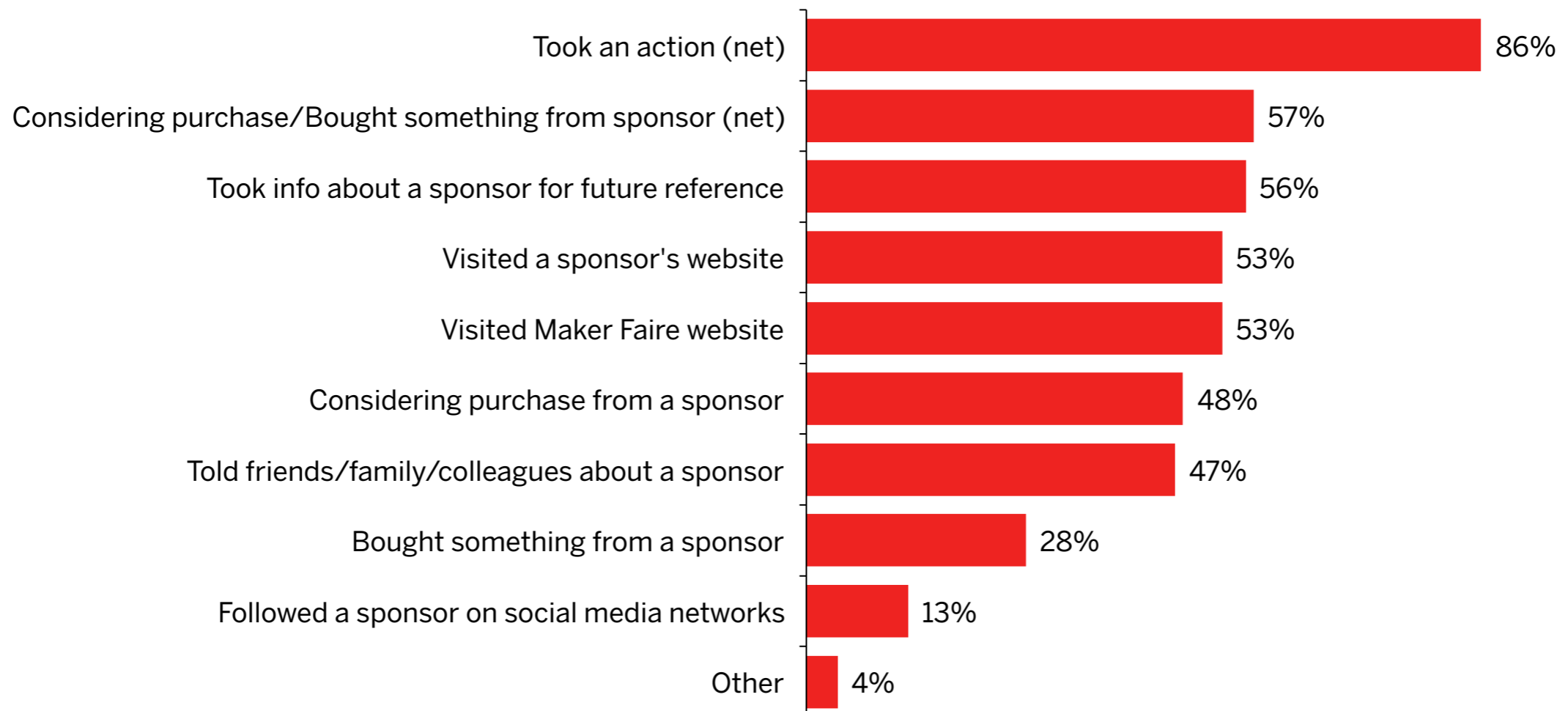


Base: Attendees

Attendees Responded to Exhibits: 86% Took Some Kind of Action

- Most (86%) took some sort of action associated with their visit to MFBA.
 - Considered or bought something from an exhibitor (57%) or took info for future reference (56%) were most frequently mentioned.

Which, if any, of the following actions have you taken as a result of attending Maker Faire Bay Area?



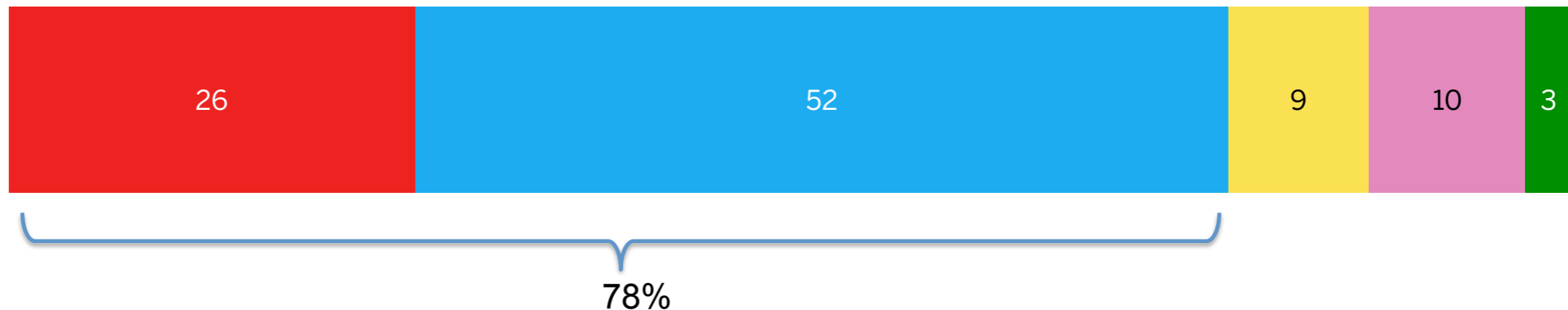
Base: Attendees

Attendees Give MFBA 2013 Top Marks

- The vast majority (78%) gave MFBA high praise:
 - 26% said it was *the best event I've been to all year*
 - 52% said it was *pretty darn great*

Overall, how would you rate this event?

■ Best event I've been to all year ■ Pretty darn great ■ Average ■ A little disappointing ■ Totally disappointing

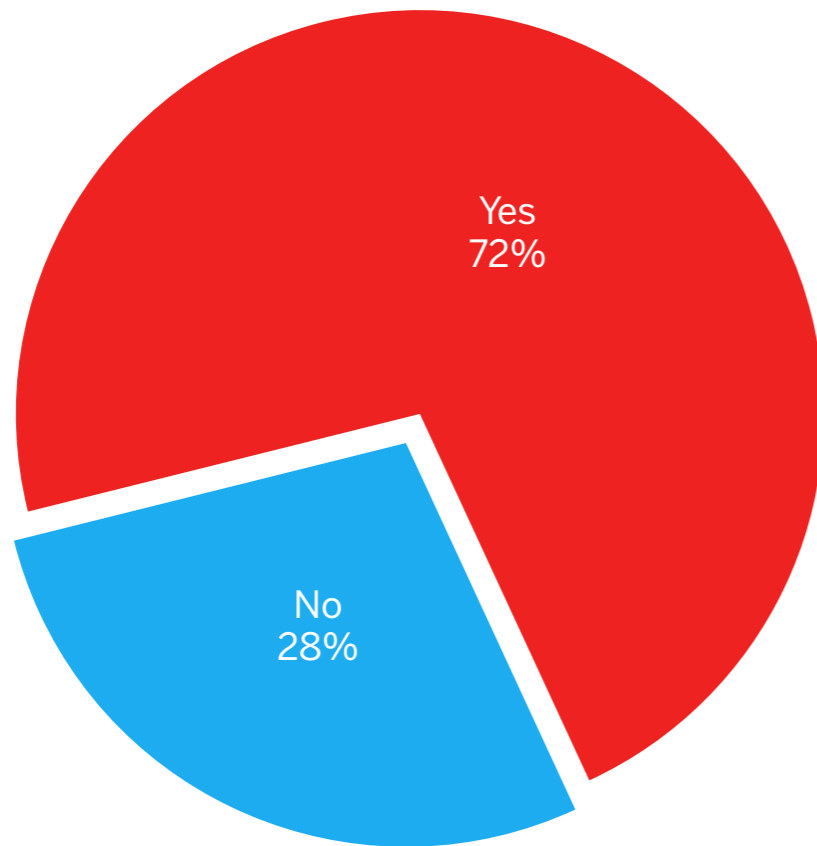


Base: Attendees

The Maker Shed Was a Popular Stop for Attendees: Over Seven in Ten Visited the Make: Official Store

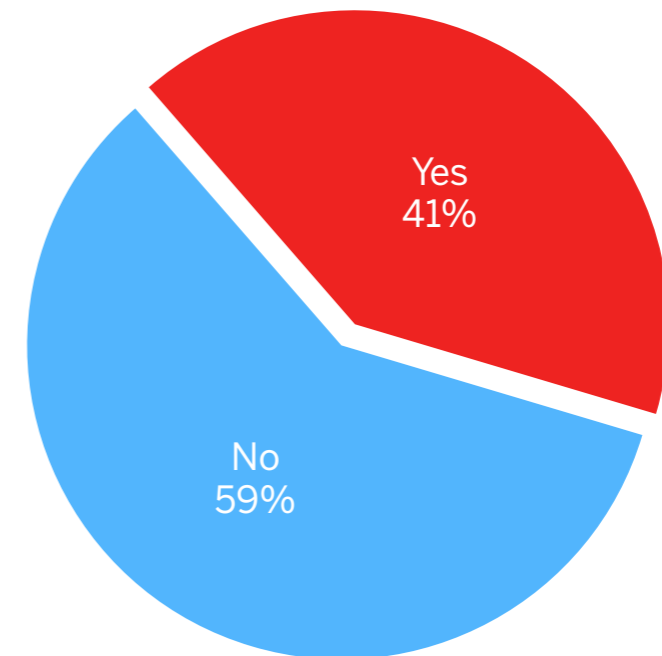
- 41% of them made a purchase.

Did you visit the Maker Shed Store at MFBA?



Base: Attendees

Did you make a purchase?



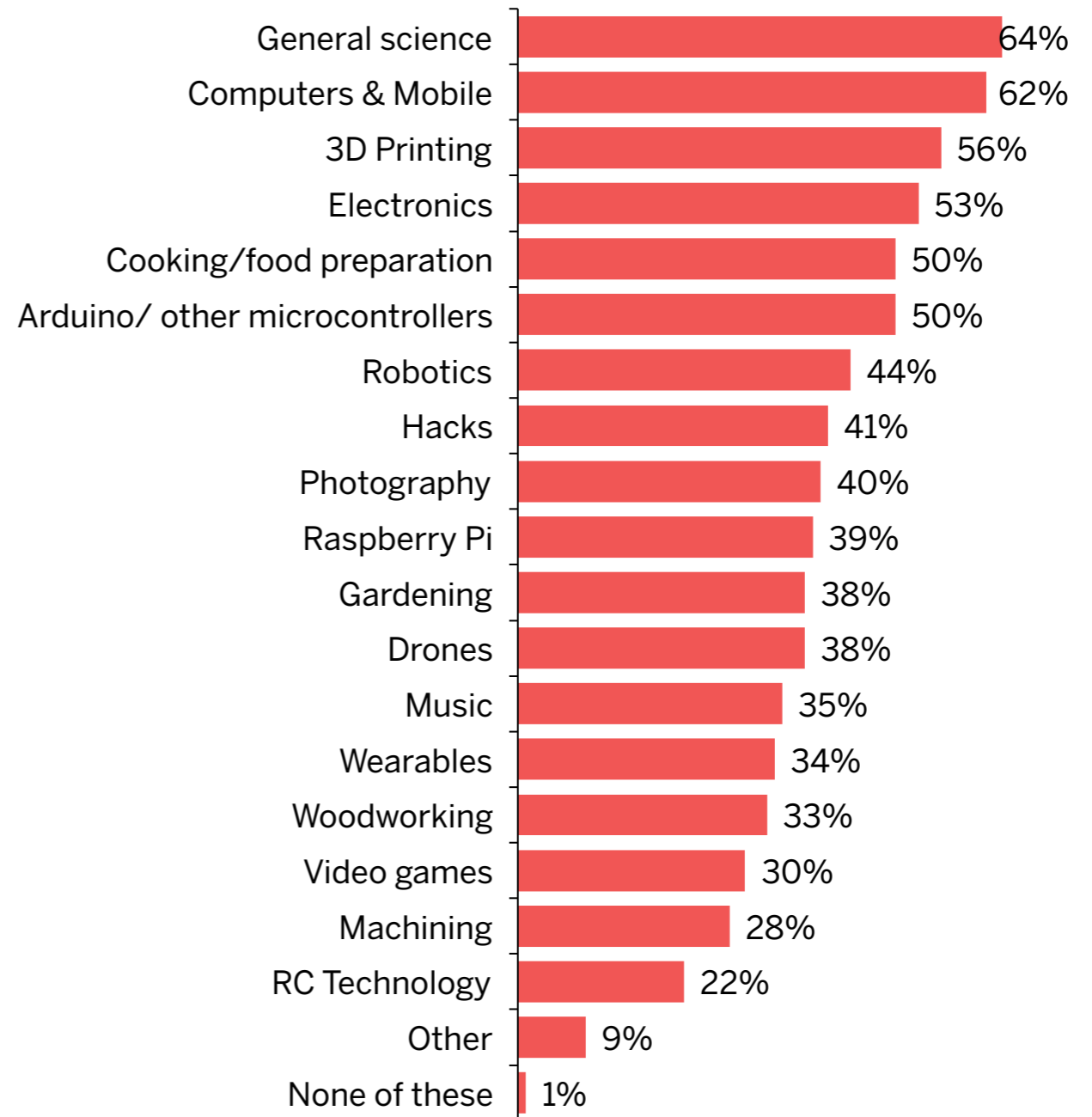
Base: Visited Maker Shed Store

General Profile

Interests

- Attendees regularly read about, or actively pursue, interests relating to *general science* (64%), *computers & mobile* (62%), followed closely by *3D printing* (56%) and *electronics* (53%).

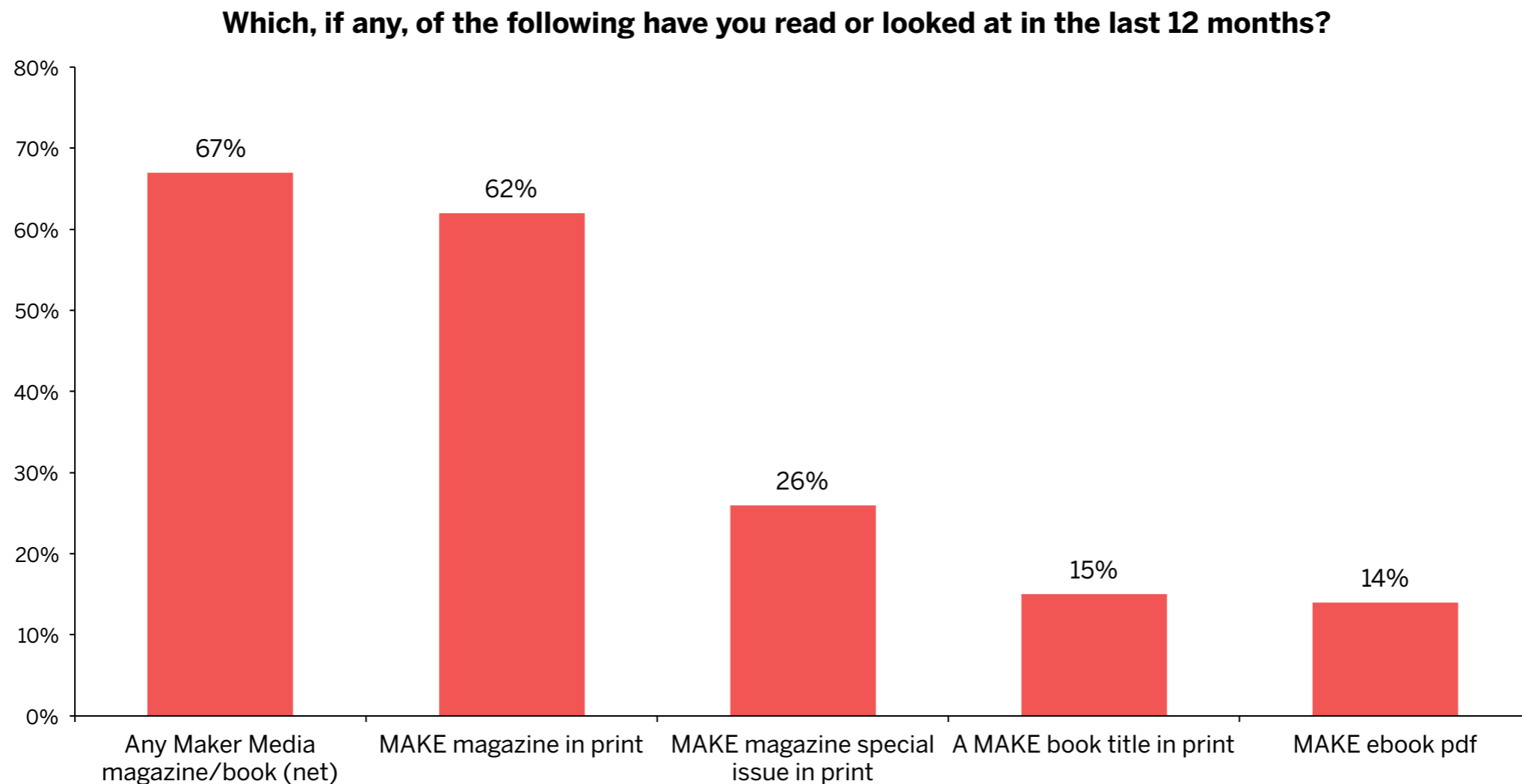
Do you regularly read about, or actively pursue, any of the following interests?



Base: Attendees

Attendees Have High Affinity for MAKE Print Media

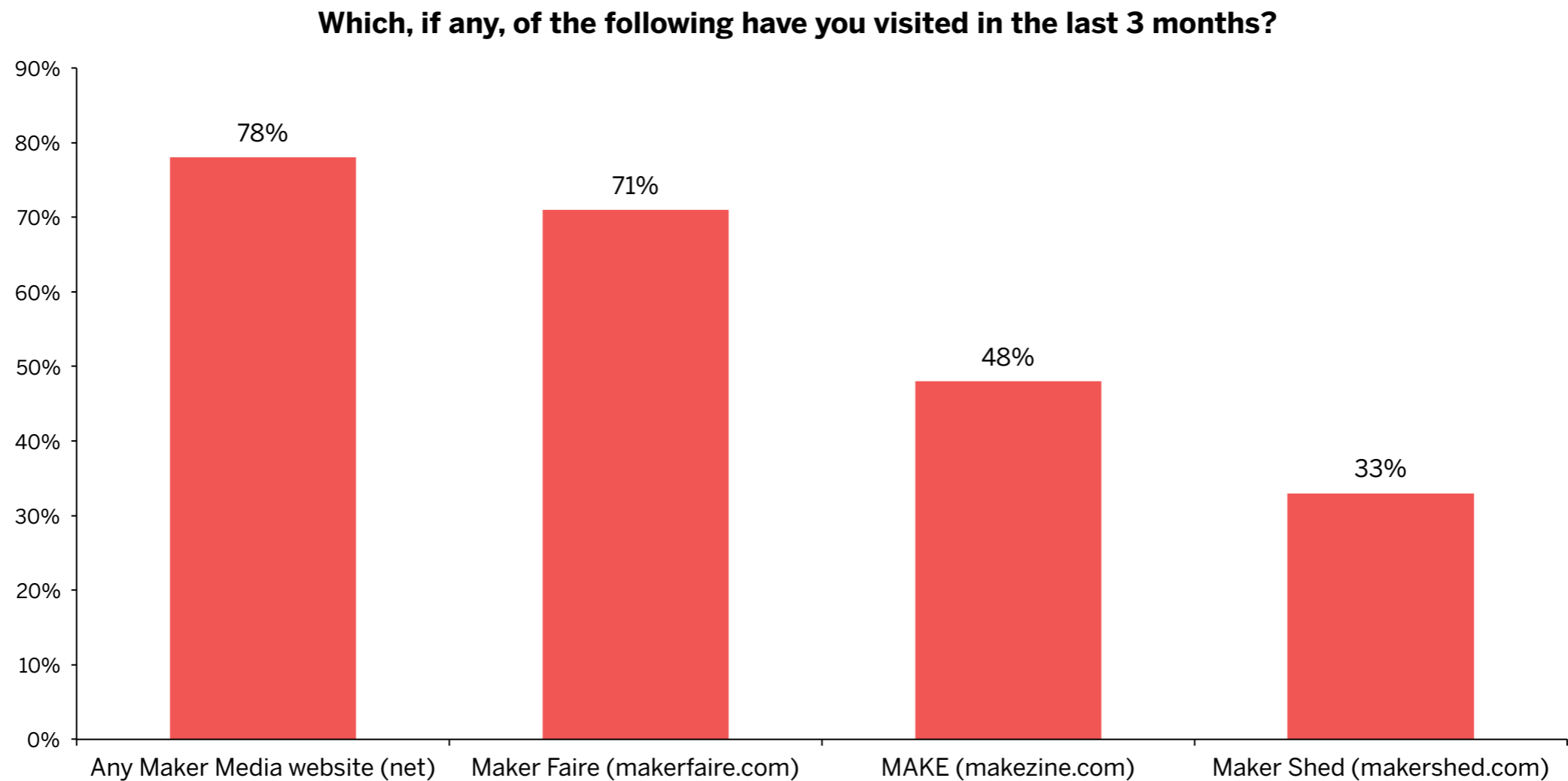
- Seven in ten (67%) read or looked at MAKE-branded print media in the last 12 months. Most read or looked at MAKE magazine in print (62%).



Base: Attendees

Over Three in Four (78%) Attendees Visited a MAKE-Branded Website in the Last 3 Months

- Maker Faire.com was the most popular online destination (71%) followed by MAKE (48%) and Maker Shed (33%).



Base: Attendees

Demographic Characteristics

- **MFBA attendees are well-educated and affluent:**
 - Well educated: virtually all (97%) attended/graduated college or better; 78% graduated college and 35% have postgraduate degrees.
 - Affluent: Median household income is \$130,000.
- **They tend to be male, home owners, and married with children; their median age is 44.**
 - Most are employed (82%), 16% are self-employed.
 - Primarily male (70%).
 - Two-thirds (66%) own their own home or apartment.
 - Over two-thirds are married or living as married (69%).
 - Over four in ten (43%) attended Maker Faire with their children

Base: Attendees