Attendee Study
World Maker Faire 2014

Sales Deck
November 2014
Introduction

- The WMFNY 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 was selected from a list of people who purchased a ticket to attend World Maker Faire New York, held in Flushing, NY on Sept 20 and 21, 2014.

Disposition. The survey closed with a total of 629 respondents qualified by age and attendance. Karlin Associates, an independent research firm, carried out the research.

<table>
<thead>
<tr>
<th>Qualified Response</th>
<th>629 (Age 18+, Paid attendee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fieldwork</td>
<td>10/8/2014 – 10/24/2014</td>
</tr>
<tr>
<td>Incentive</td>
<td>$100 Visa gift card drawing (4)</td>
</tr>
<tr>
<td>Supplier</td>
<td>Karlin Associates LLC</td>
</tr>
</tbody>
</table>
Attendance
Most attended on Saturday

- Including attendees who attended both days, most attended on Saturday (68%); 13% spent the whole weekend at WMFNY.
- Over half (55%) were attending a Maker Faire for the first time.

Which day(s) did you attend World Maker Faire?

- Saturday: 68
- Sunday: 45

Weekend vs Single Day Attendance

- Sat only: 55%
- Sun only: 32%
- Both days: 13%

Have you attended any other Maker Faires?

- No (First-timer): 55%
- Yes: 45%
Attendees spent a significant amount of time at WMFNY

- On average, attendees spent over 5 hours at WMFNY, regardless of day, 5.8 hours on Saturday and 5.4 hours on Sunday.
  - 44% spent 6 hours on Saturday compared to 34% for Sunday.

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

Base: Attendees
Maker Faire is a social event

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

Who did you attend World Maker Faire with?

- Only myself: 13%
- With others: 87%
- My family: 63%
- My friends: 33%

Base: Attendees
Families Attending With Children

- Half (51%) of attendees have children under 18.
  - Most attended Maker Faire with them.

**Whether Have Kids/Attended with Kids**

- Don't have kids: 49%
- Have kids: 51%
- Attended with kids: 43%
- Didn't attend: 8%

Base: All attendees
Children by Age

- The vast majority of families attending with children had kids in the 6-12 age group (60%); over one in five (32%) attended with teens, age 13-17.

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2 years</td>
<td>7%</td>
</tr>
<tr>
<td>Age 2-5</td>
<td>31%</td>
</tr>
<tr>
<td>Age 6-12</td>
<td>60%</td>
</tr>
<tr>
<td>Age 13-17</td>
<td>32%</td>
</tr>
</tbody>
</table>

Base: Have children answering
Types of Activities Participated In

- “Demos and hands-on craft projects” (67%) was the most popular activity followed by “special attractions” (58%).
  - “Listing to...fellow makers” (50%) and “hands-on electronics/mechanical projects” (50%) round out the list.

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

- Demos and hands-on craft projects: 67%
- Special attractions (Mentos, Giant Mouse Trap, etc.): 58%
- Listening to and exchanging ideas with fellow makers: 50%
- Hands-on electronics/mechanical projects (soldering, lock picking, welding, etc.): 49%
- Hearing speakers talk about their ideas and trends from the maker movement: 40%
- What makers are doing in education: 38%
- Demo projects from MAKE magazine: 27%
- Music performances: 13%
- Other: 6%

Base: Attendees
Areas Visited

- Most attendees (88%) visited the 3D Printing Area.
- The Electronics Area (76%) was also very popular followed by Game of Drones (60%), Robot Row (58%), Fly Zone (56%), and Hackerspaces (55%).

Which of the following areas did you visit?

- 3D Printer Village: 88%
- Electronics Area: 76%
- Game of Drones: 60%
- Robot Row: 58%
- Fly Zone: 56%
- Hackerspaces: 55%
- Life Size Mousetrap: 50%
- Kickstarter: 50%
- Startup Row: 46%
- Young Makers: 44%
- Viscusi Gallery/Low Light/LEDs, etc: 38%
- MAKE DIY Stage: 35%
- Coke Zero & Mento Show: 34%
- NYSCI Auditorium: 32%
- Power Racing Series: 31%
- Lock Pick Village: 31%
- Make Electronics Stage: 30%
- MAKE Education Stage: 28%
- Bust Craftacular: 28%
- Learn to Solder: 27%
- Circus Warehouse: 23%
- Swap-O-Rama-Rama: 21%
- Make Live Stage: 21%

Base: Attendees
Areas Visited/Favorite Areas

- As a percentage of those visiting, attendees picked Coke Zero & Mento Show (31%), Game of Drones (30%), and 3D Printing Area (30%) as their “favorite.”

<table>
<thead>
<tr>
<th>Area</th>
<th>Visited</th>
<th>Favorite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke Zero &amp; Mento Show</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Game of Drones</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>3D Printer Village</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Young Makers</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>NYSCI Auditorium</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Electronics Area</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Viscusi Gallery</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Learn to Solder</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Lock Pick Village</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Bust Craftacular</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Robot Row</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Fly Zone</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Power Racing Series</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>MAKE Education Stage</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Life Size Mousetrap</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Hackerspaces</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>MAKE DIY Stage</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>Kickstarter</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Make Electronics Stage</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Startup Row</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Make Live Stage</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Swap-O-Rama-Rama</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Circus Warehouse</td>
<td>92%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Attended specific area
Attendees responded to exhibits: most took some kind of action

- Most (83%) took some sort of action associated with their visit to WMFNY.
  - Considering purchase/bought something from an exhibitor (55%) or took info for future reference (55%) were most frequently mentioned.

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Took an action (net)</td>
<td>83%</td>
</tr>
<tr>
<td>Considering purchase/Bought something from sponsor (net)</td>
<td>55%</td>
</tr>
<tr>
<td>Took info about a sponsor for future reference</td>
<td>55%</td>
</tr>
<tr>
<td>Visited Maker Faire website</td>
<td>51%</td>
</tr>
<tr>
<td>Visited a sponsor’s website</td>
<td>47%</td>
</tr>
<tr>
<td>Considering purchase from a sponsor</td>
<td>47%</td>
</tr>
<tr>
<td>Told friends/family/colleagues about a sponsor</td>
<td>41%</td>
</tr>
<tr>
<td>Bought something from a sponsor</td>
<td>24%</td>
</tr>
<tr>
<td>Followed a sponsor on social media networks</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: Attendees
Attendees Give WMFNY 2014 Top Marks

- The vast majority (78%) gave WMFNY high praise:
  - 19% said it was the best event I've been to all year
  - 59% 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

78%

Base: Attendees (excludes don’t know/no opinion)
Seven in ten visited Maker Shed

• One in four attendees (25%) made a purchase there.
General Profile
Interests

- Attendees regularly read about, or actively pursue, interests relating to 3D printing (57%), general science (56%), and computers & mobile (53%).

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

- 3D Printing: 57%
- General science: 56%
- Computers & Mobile: 53%
- Electronics: 49%
- Arduino and other types of technology: 48%
- Cooking/food preparation: 46%
- Robotics: 46%
- Raspberry Pi: 37%
- Hacks: 36%
- Photography: 33%
- Wearables: 32%
- Music: 31%
- Drones: 30%
- Video games: 28%
- Woodworking: 27%
- Gardening: 26%
- Machining: 23%
- RC Technology: 16%
- Other: 6%
- None of these: 2%

Base: Attendees
Attendees have high affinity for MAKE print media

- Six in ten (63%) read or looked at MAKE-branded print media in the last 12 months. Most read or looked at MAKE magazine in print (57%).

Which, if any, of the following have you read or looked at in the last 12 months?

- Any Maker Media magazine/book (net): 63%
- MAKE magazine in print: 57%
- A MAKE book title in print: 16%
- MAKE ebook pdf: 17%

Base: Attendees
Over three in four (77%) visited a MAKE-branded website in the last 3 months.

- MakerFaire.com was the most popular online destination (69%) followed by Makezine.com (47%) and MakerShed.com (31%).

Which, if any, of the following have you visited in the last 3 months?

- Any Maker Media website (net): 77%
- Maker Faire (makerfaire.com): 69%
- MAKE (makezine.com): 47%
- Maker Shed (makershed.com): 31%

Base: Attendees
Demographic Characteristics

• WMFNY attendees are well-educated and affluent:
  – Well-educated: virtually all (96%) attended/graduated college or better; 86% graduated college and 48% have postgraduate degrees.
  – Affluent: Median household income is $124,500.
• They tend to be male, home owners, and married with children; their median age is 42.
  – Most are employed (86%), 17% are self-employed.
  – Primarily male (66%).
  – Six in ten (61%) own their own home or apartment.
  – Over six in ten are married or living as married (61%).