



Attendee Study World Maker Faire 2014

Sales Deck
November 2014

Maker Faire[®]

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.

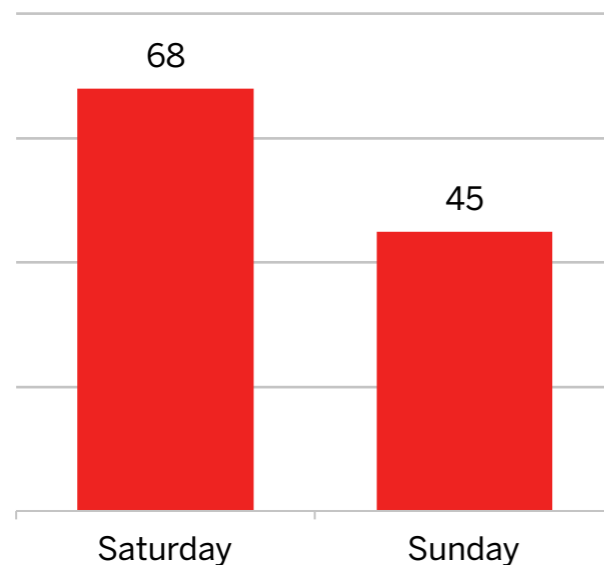
Qualified Response	629 (Age 18+, Paid attendee)
Fieldwork	10/8/2014 – 10/24/2014
Incentive	\$100 Visa gift card drawing (4)
Supplier	Karlin Associates LLC

Attendance

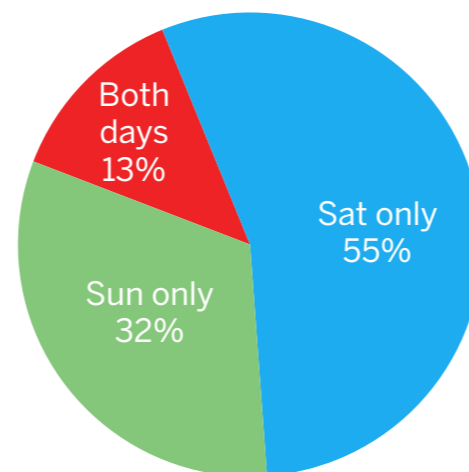
Most attended on Saturday

- 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.

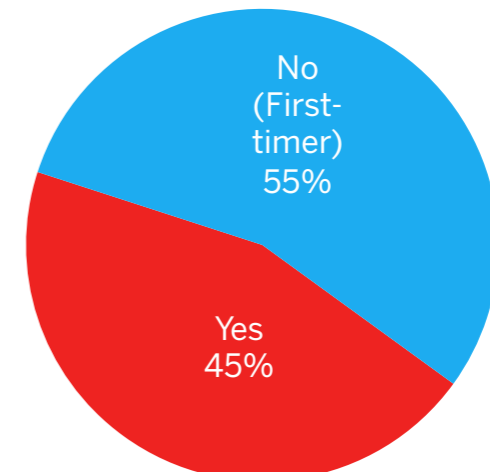
Which day(s) did you attend World Maker Faire?



Weekend vs Single Day Attendance



Have you attended any other Maker Faires?

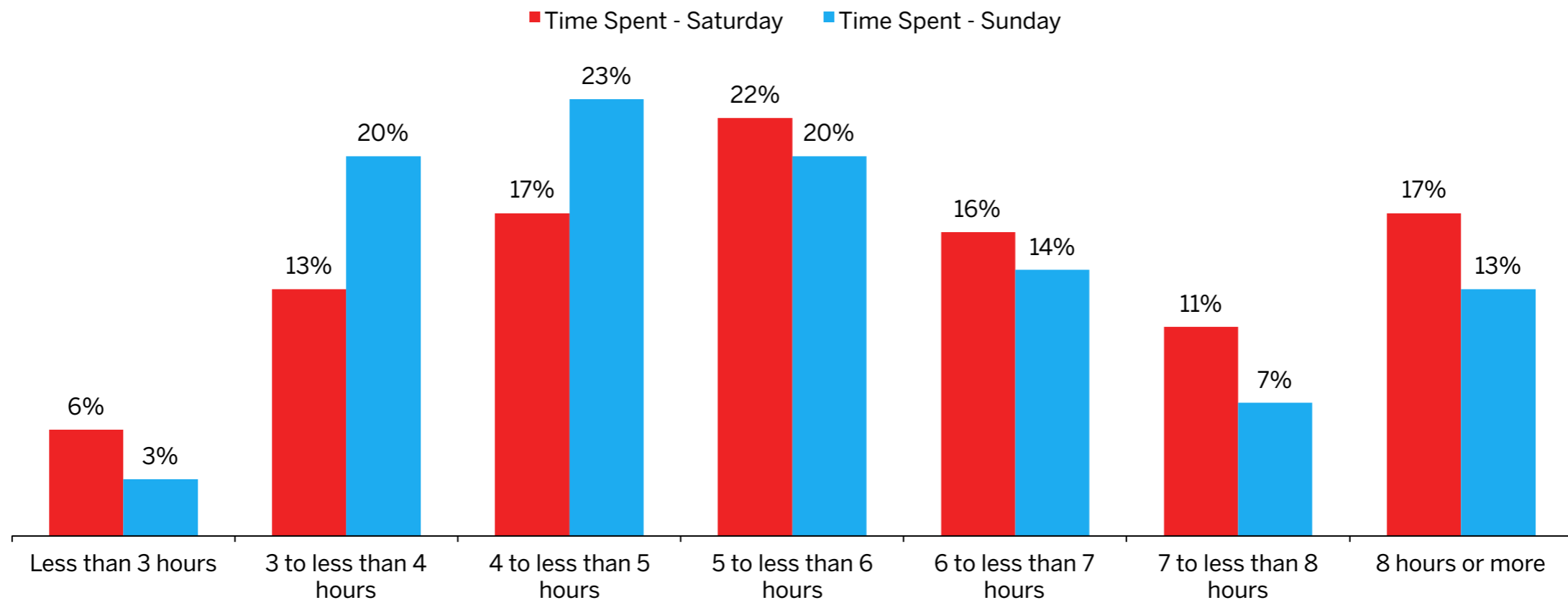


Base: Attendees

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.

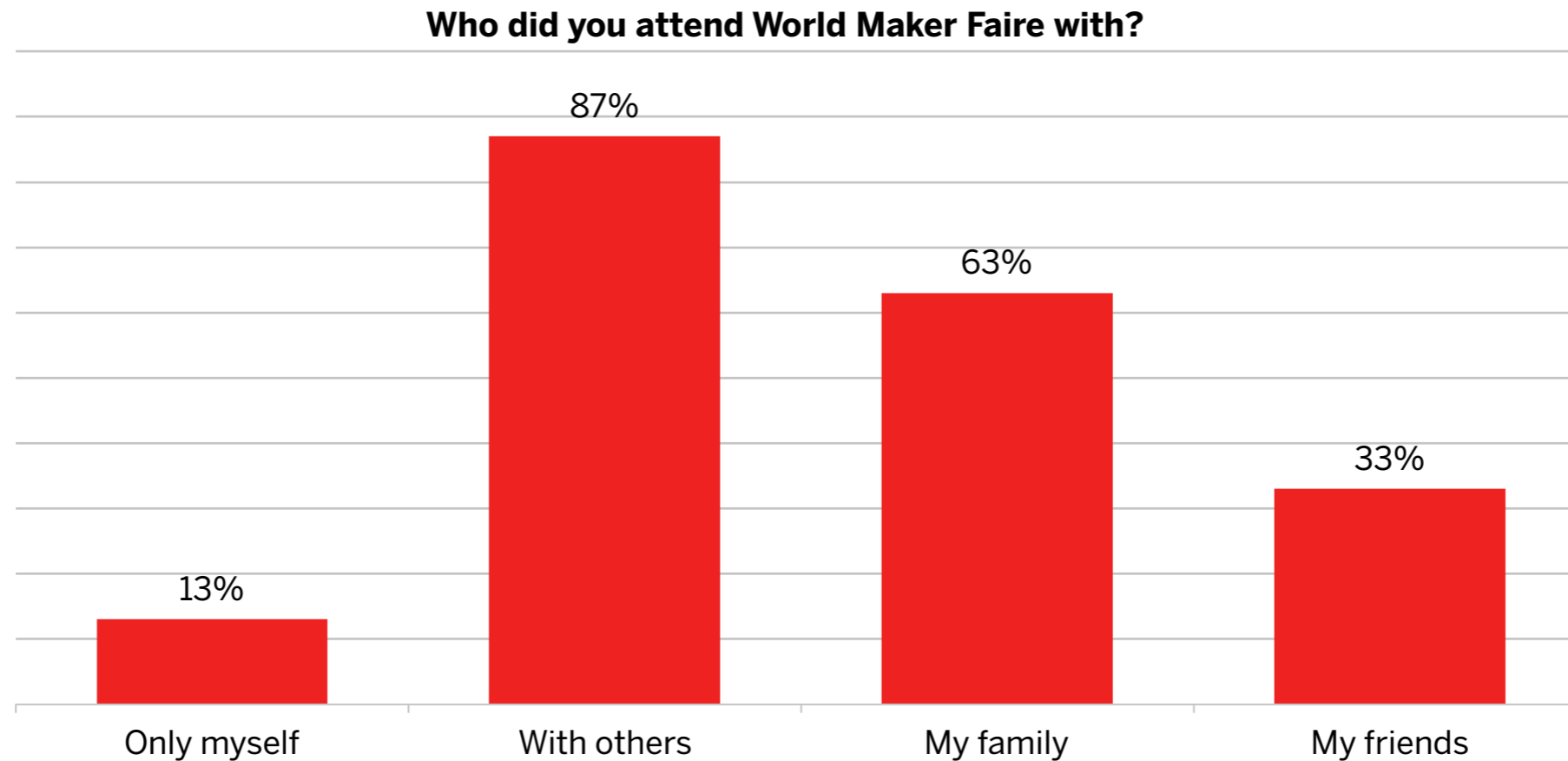
About how much time did you spend at World Maker Faire on Saturday/Sunday?



Base: Attendees

Maker Faire is a social event

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

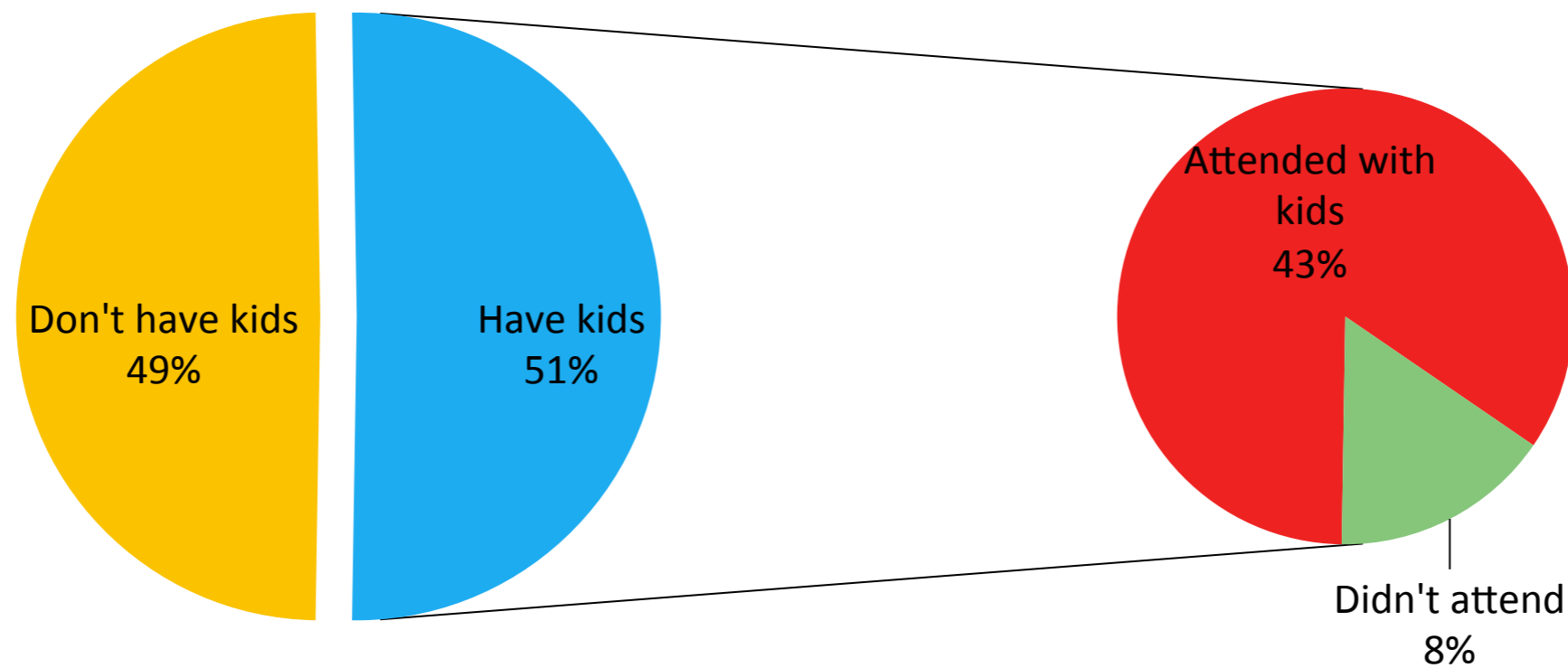


Base: Attendees

Families Attending With Children

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

Whether Have Kids/Attended with Kids

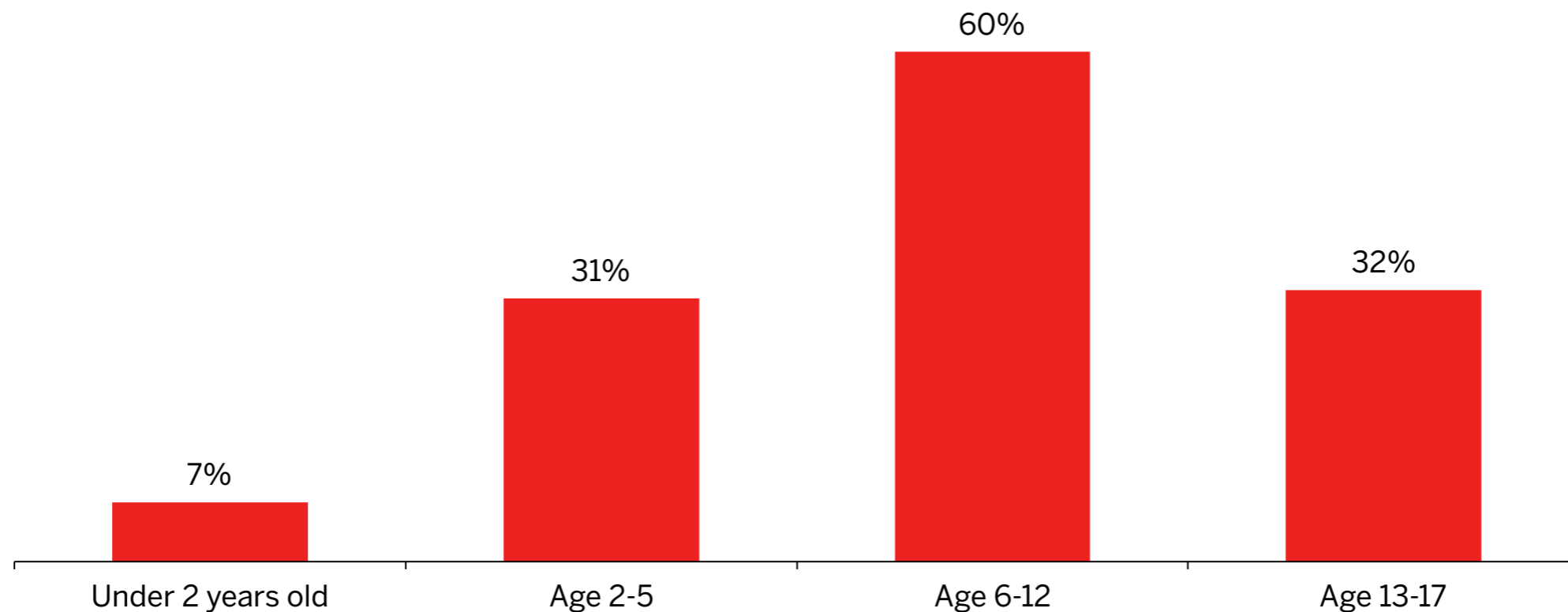


Base: All attendees

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.

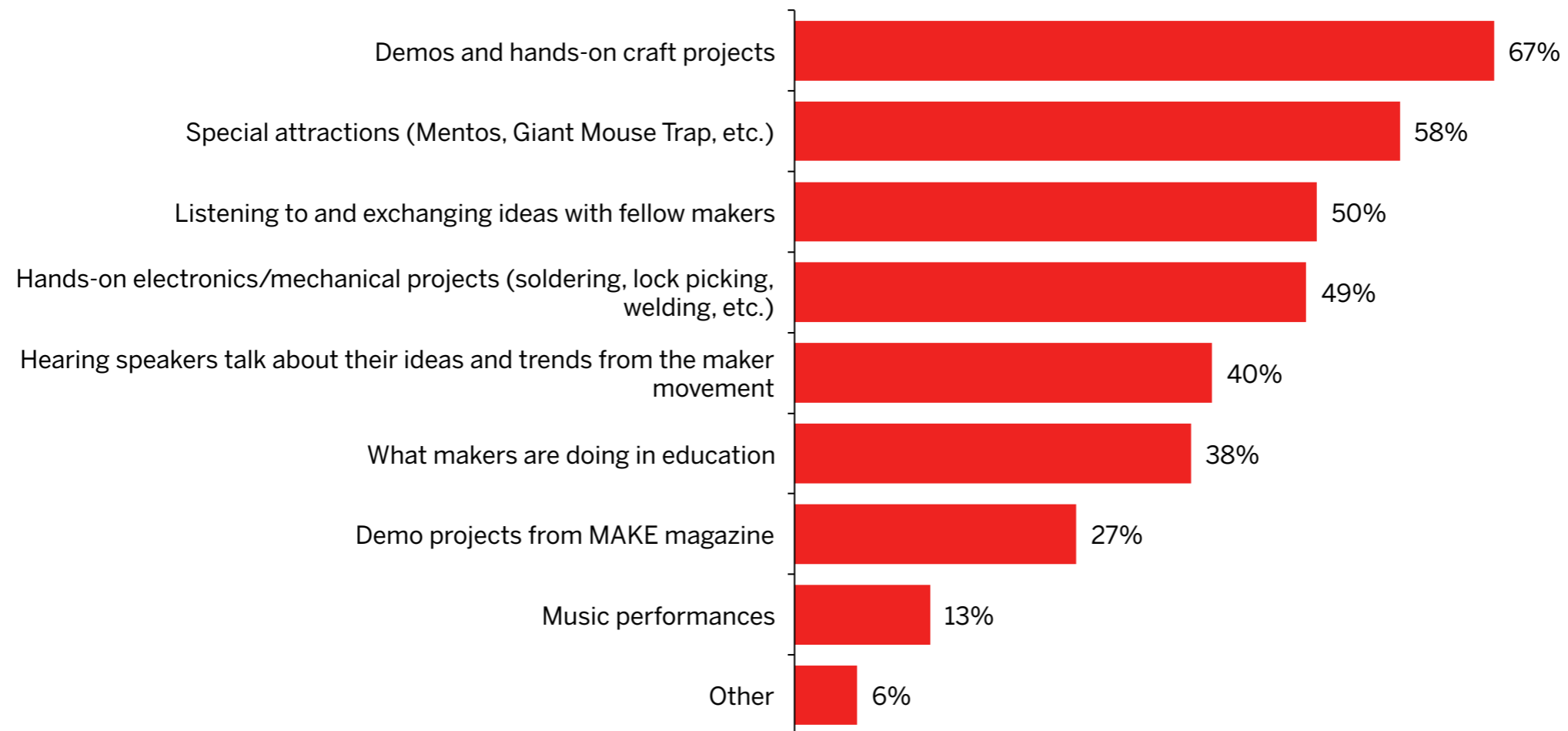


Base: Have children answering

Types of Activities Participated In

- “Demos and hands-on craft projects” (67%) was the most popular activity followed by “special attractions” (58%).
 - “Listening 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?

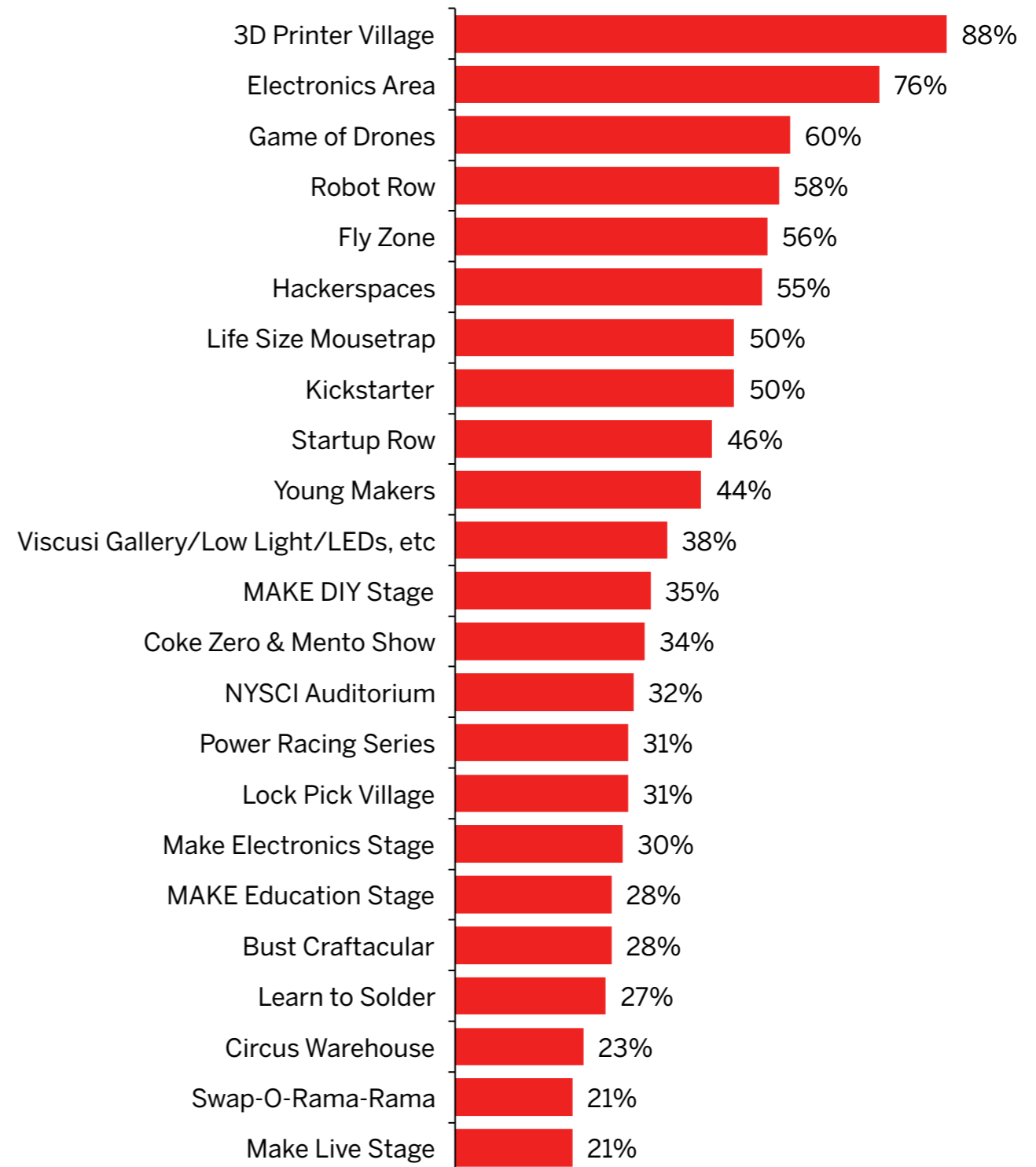


Base: Attendees

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%).

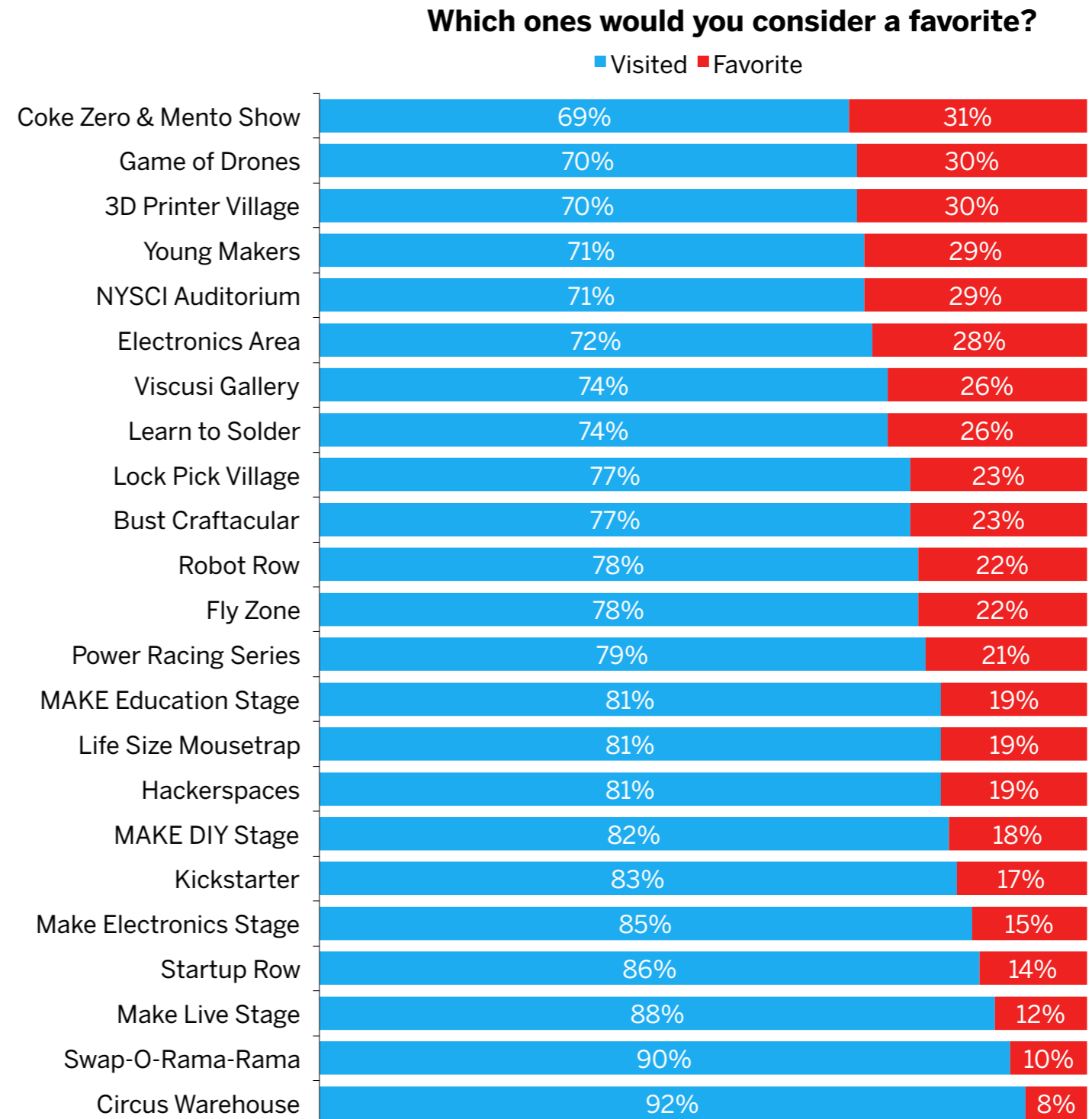
Which of the following areas did you visit?



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.”

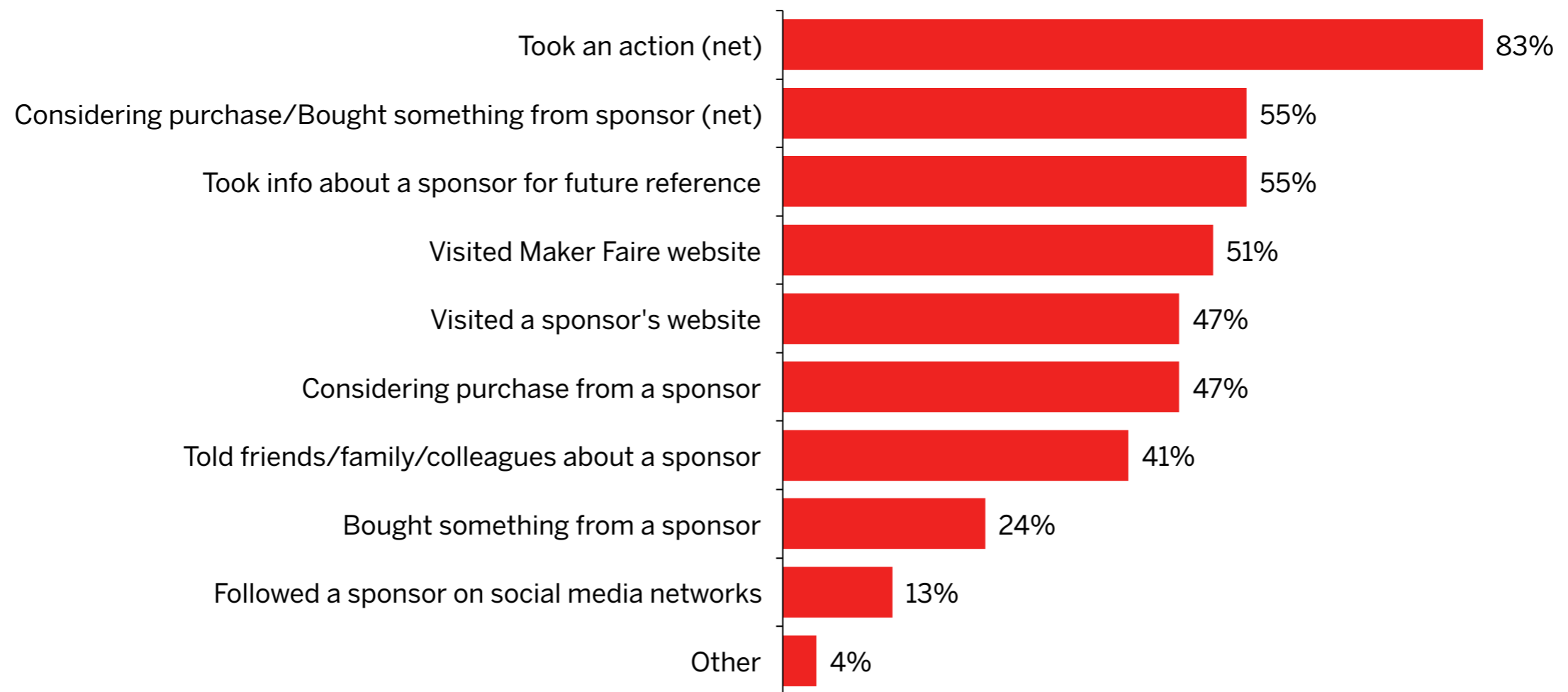


Base: Attended specific area

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.

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



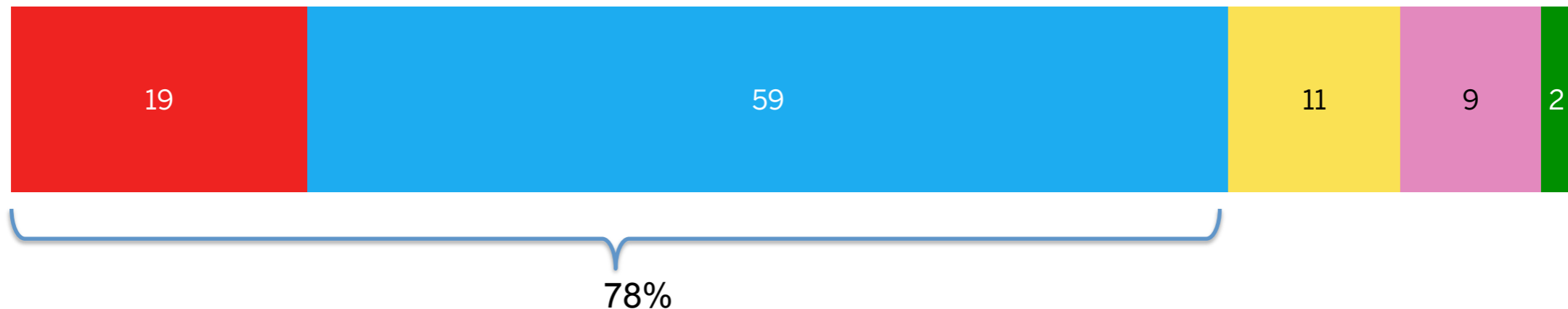
Base: Attendees

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

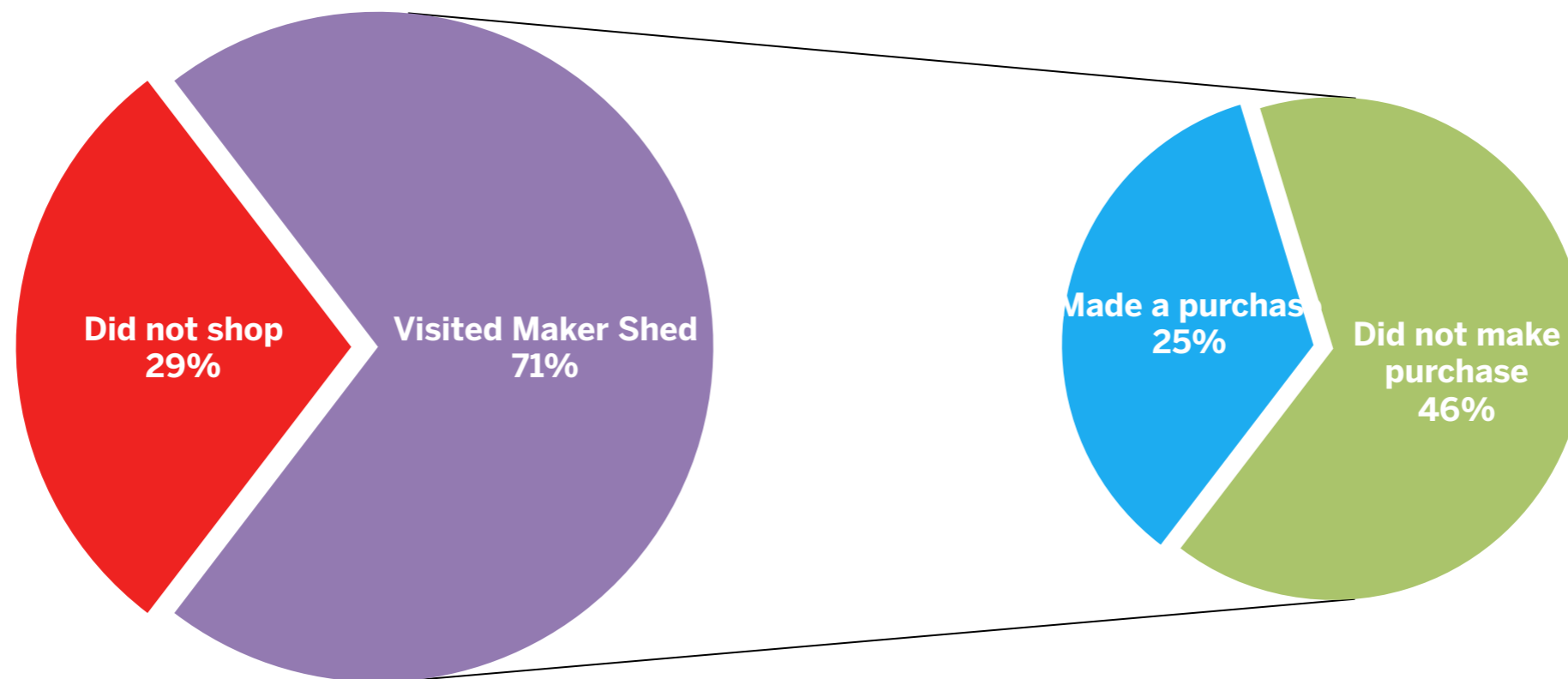


Base: Attendees (excludes don't know/no opinion)

Seven in ten visited Maker Shed

- One in four attendees (25%) made a purchase there.

Whether visited Maker Shed Store/Whether made a purchase



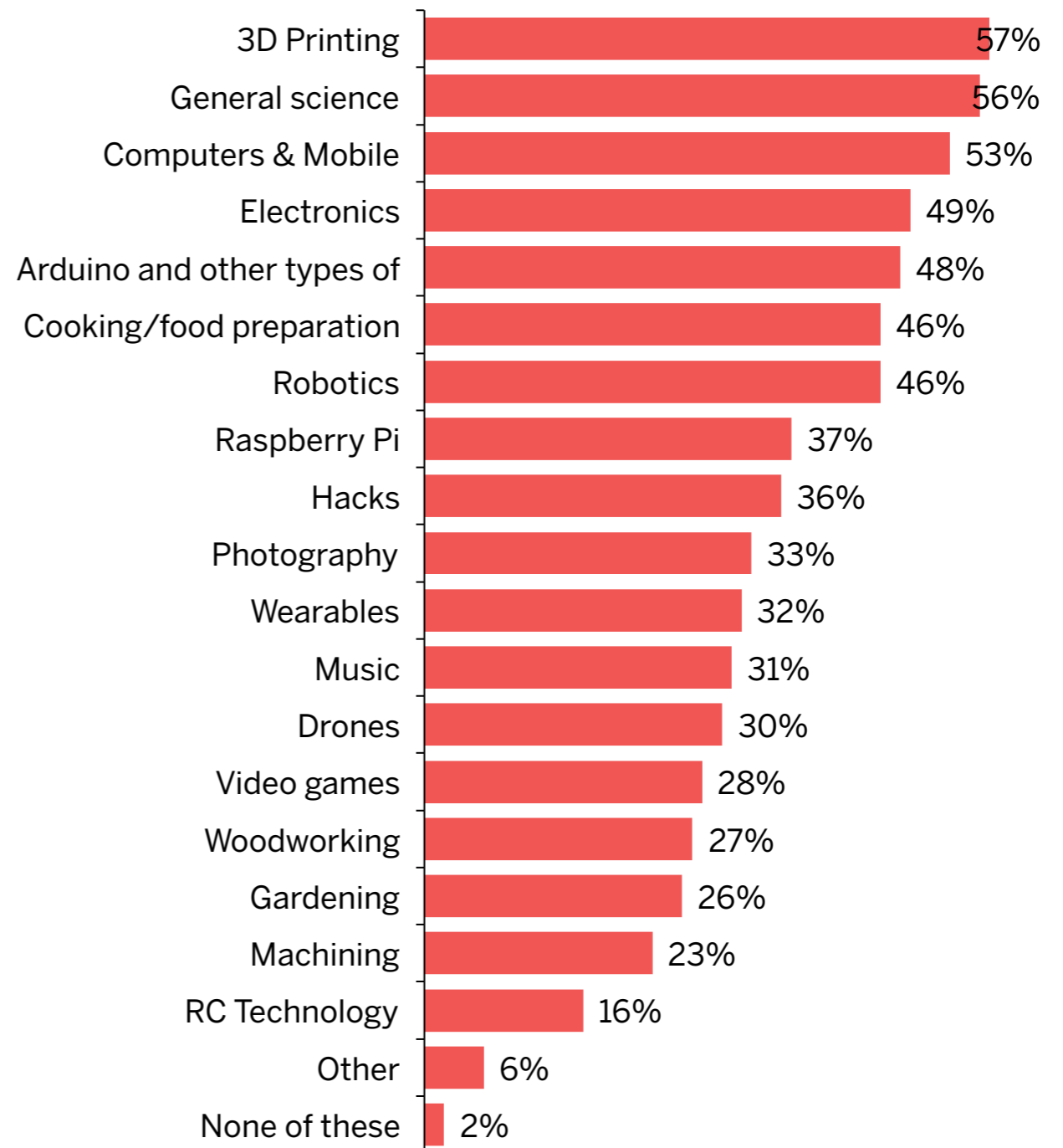
Base: Attendees

General Profile

Interests

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

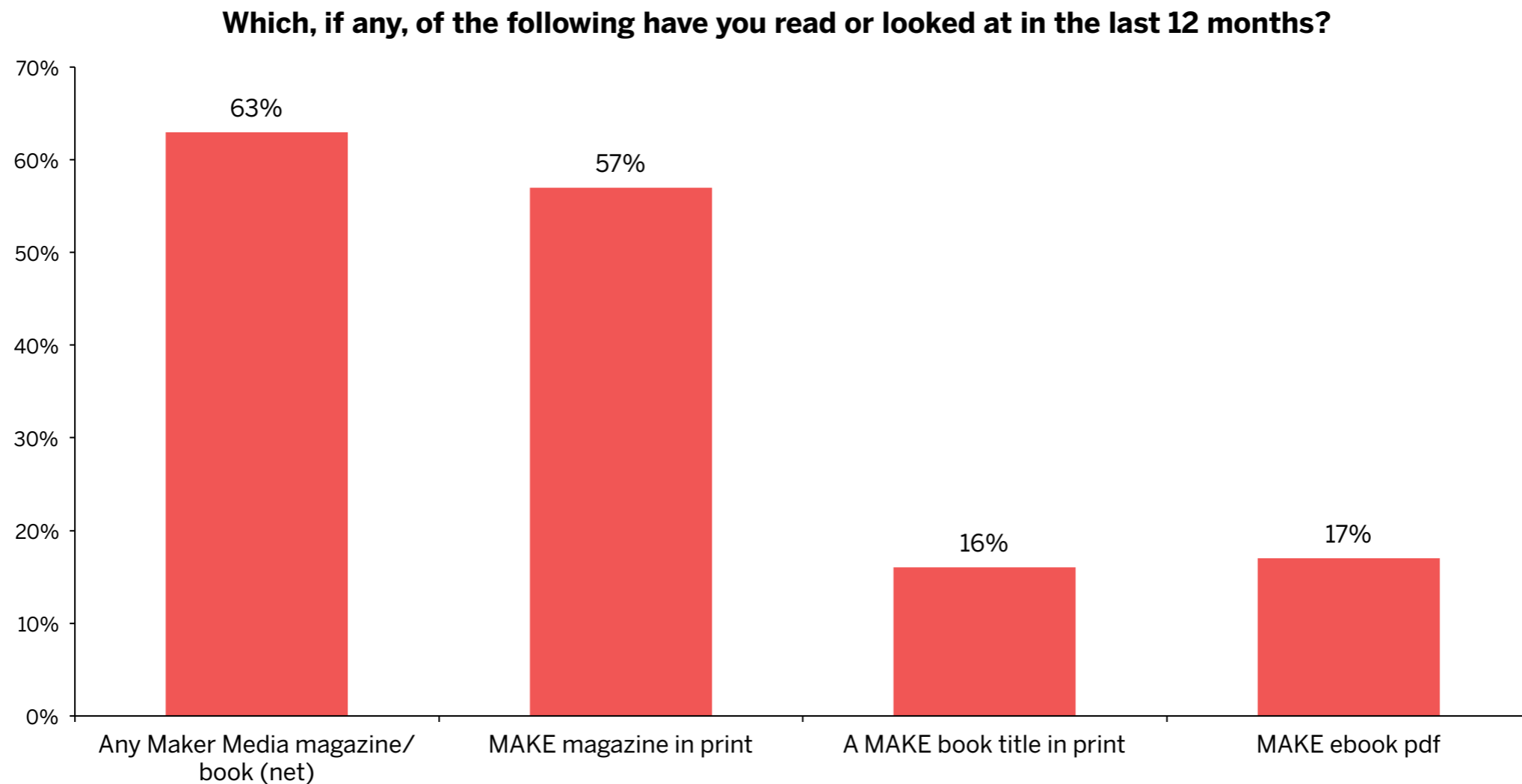
Do you regularly read about, or actively pursue, any of the following interests?



Base: Attendees

Attendees have high affinity for MAKE print media

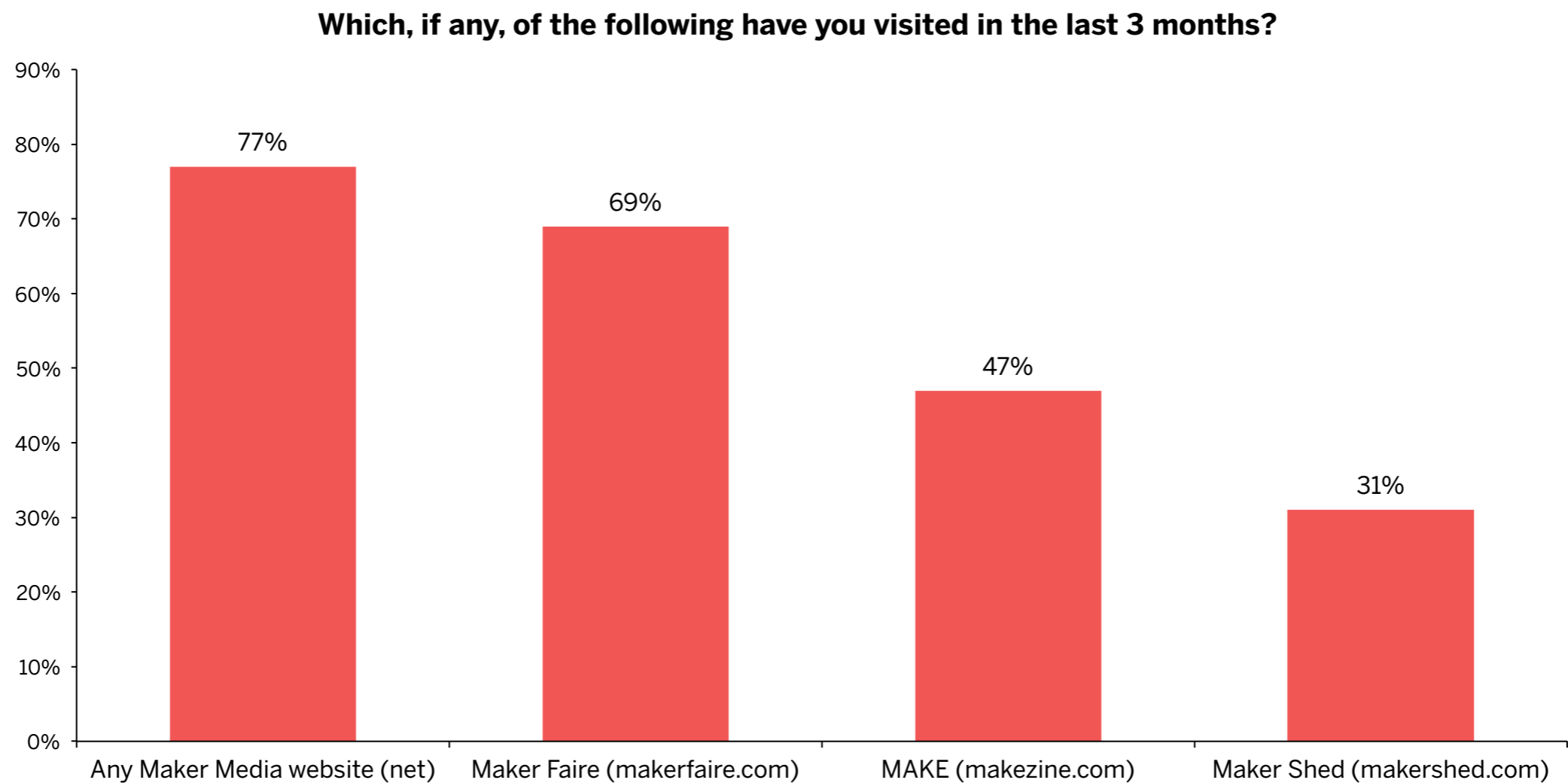
- Six in ten (63%) read or looked at MAKE-branded print media in the last 12 months. Most read or looked at MAKE magazine in print (57%).



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%).



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%).

Base: Attendees