Introduction

- Maker Faire is a crossroads where old and new makers get together and everyone has a great time.

- The survey provides comprehensive profile of attendees who purchased their ticket in advance.
  
  - The 2015 attendee study is the fourth annual survey conducted at WMFNY among paid ticketholders.
  
  - Conducted by email after the event, it provides in-depth information, not only about attendees’ visit but their personal, business, media, and maker characteristics.
**Methodology**

| Sample | A random sample of people who purchased a ticket to attend World Maker Faire NY, held in Flushing, NY on Sept 26 and 27, 2015, was selected for the survey.  
Virtually all were advance purchasers  
Most purchased more than one ticket |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Procedure</td>
<td>Respondents were invited to take the web survey by email. There were two mailings.</td>
</tr>
<tr>
<td>Qualified response</td>
<td>This report is based on 974 responses. All respondents are attendees, 18 years old or older.</td>
</tr>
<tr>
<td>Field period</td>
<td>10/8/2015 – 10/25/2015</td>
</tr>
<tr>
<td>Incentive</td>
<td>Four $100 Visa gift cards</td>
</tr>
<tr>
<td>Vendor</td>
<td>Karlin Research</td>
</tr>
</tbody>
</table>
Contents

– Attendee Profile
– Group Profile
– Participation, Event, and Attraction Data
– Sponsor Data
– Response and Feedback
Attendee Profile
Demographic Characteristics

- Male, home owners, married with children, median age 42
- Primarily male (62%)
- Over six in ten (63%) own their own home or apartment
- Seven in ten (68%) are married or living as married
- Half (49%) attended Maker Faire with children

- Well-educated and affluent
- Most are employed (89%), 17% are self-employed
- Virtually all (96%) attended/graduated college or better; 86% graduated college and 42% have postgraduate degrees
- Their median household income is $124,500
Media Usage - Summary

- 55% have looked at Make: magazine or book title in print or ebook
- 76% have visited a Make: branded website in the last 3 months
- 86% are active in social media (see below)

<table>
<thead>
<tr>
<th>Other mentions</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>20</td>
</tr>
<tr>
<td>Tumblr</td>
<td>5</td>
</tr>
<tr>
<td>Pinterest</td>
<td>6</td>
</tr>
<tr>
<td>Periscope</td>
<td>2</td>
</tr>
<tr>
<td>Reddit</td>
<td>6</td>
</tr>
<tr>
<td>Snapchat</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>43</td>
</tr>
</tbody>
</table>

Active in Social Media By Gender

<table>
<thead>
<tr>
<th>Platform</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google+</td>
<td>0.33</td>
<td>0.33</td>
<td>0.33</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.75</td>
<td>0.72</td>
<td>0.74</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.09</td>
<td>0.09</td>
<td>0.09</td>
</tr>
<tr>
<td>Instagram</td>
<td>0.32</td>
<td>0.26</td>
<td>0.29</td>
</tr>
<tr>
<td>Other</td>
<td>0.06</td>
<td>0.07</td>
<td>0.07</td>
</tr>
<tr>
<td>None</td>
<td>0.14</td>
<td>0.18</td>
<td>0.16</td>
</tr>
</tbody>
</table>
Reasons attended WMFNY

• “Fun and entertainment” (83%) and “learn about new Maker tools and technology topped the list of reasons for attending Maker Faire.

• “Find out about trends.. in the Maker movement” (55%) and “to inspire my children” (51%) were also popular reasons for attending.
**Reasons attended WMFNY**

- **Other mentions**

<table>
<thead>
<tr>
<th></th>
<th>Mentions</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education/Educator/Classroom project/Library/School trip</td>
<td>45</td>
<td>42%</td>
</tr>
<tr>
<td>Inspire children/Child is interested/Bring children</td>
<td>12</td>
<td>11%</td>
</tr>
<tr>
<td>Business</td>
<td>12</td>
<td>11%</td>
</tr>
<tr>
<td>Curiosity/Learn something new/Inspiration/adventure</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td>See friends</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td>Enjoy/Cool</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Buy stuff</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Hands-on activities</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Brought others</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Research a project</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>106</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

I'd love to see more educators and librarians!

Great time. Would like to bring high school kids on Friday before. Possibly as part of the education day. I brought 12 but if Makerfaire were on Friday I could have brought 90+. I'd love to see more educators and librarians!
Prior Maker Faire Attendance

- Half (49%) were attending their first Maker Faire.

“This was my first time attending and absolutely loved it! I took so many great ideas back to my school district that we are planning on implementing. I can't wait to attend next year!”
Maker Faire Info Sources

- Next to “friends/family” (51%) “magazine/poster” was the most popular way first-time attendees found out about the event.
Maker Faire Info Sources

- Among the 24% that found out about Maker Faire another way, "Internet/Website/Search” was mentioned most often.

<table>
<thead>
<tr>
<th>Source</th>
<th>Mentions</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet/Website/Search</td>
<td>36</td>
<td>32%</td>
</tr>
<tr>
<td>Email</td>
<td>13</td>
<td>12%</td>
</tr>
<tr>
<td>Magazine/Article/Newspaper</td>
<td>11</td>
<td>10%</td>
</tr>
<tr>
<td>Friends/colleagues/work</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>NYSCI</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Meetup/museum</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Vendor</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Blogs</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Conference</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Don't know/Can't remember</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>TV</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>113</td>
<td>100%</td>
</tr>
</tbody>
</table>
Days attended

- Most (64%) attended on Saturday, 52% attended on Sunday.
  - Over one in ten (13%) spent the whole weekend at WMFNY.
Time spent

- Attendees spent a significant amount of time at WMFNY
  - Attendees spent an average of 5.8 hours at WMFNY on Saturday and 5.4 hours on Sunday.
  - Over one in four (27%) spent 7 hours or more on Saturday; 22% on Sunday.

“Wish had more time to cover everything”

“Would be nice to have extended hours on Saturday or an evening event (perhaps paid) to allow more one-on-one time with exhibitors.”

I don't know how you can do anything about this realistically but 2 days isn't enough. It's hard to get there for the all day both days experience because of childrens' sports schedules. I wish the fair were a 3 or 4 day event. It only comes twice a year and the challenge is always how to feel you have seen it all.
Group Composition

- Most (87%) attended WMFNY with others, primarily family (69%) and friends (29%).
- Half (49%) attended with their children.
- 13% attended by themselves.

“I will be there next year with more friends.”

“Looking forward to attending next years with additional family and friends. Thank for memorable experience”
Age of Children

- Two-thirds (66%) attended with children 6-12; over one in four (27%) attended with teens, age 13-17.

"the weekend pass is the way to go with kids, happy to take my time. I haven't seen my 6 year old girl so excited in a long time."
2015 WMFNY Attendee Study

Participation, Event, and Attraction Data
Participation

- “Demos and hands-on craft projects” (68%) was the most popular activity followed by “special attractions” (53%) and “Listening to...fellow makers” (53%).

“More hands-on demos and activities!”
Stage and Attraction
Areas Visited

- Attendees were most likely to visit 3D Printer Village (75%), Maker Pavilion (71%), and Maker Shed (66%).
Special Attractions Visited

- Among special attractions, attendees were most likely to have visited Aerial Sport League (45%) and Game of Drones (42%).
Attendees gave star ratings to each special attraction they visited. The chart to the right shows the average rating (1-5) for the two characteristics measured.

Overall, Learn to Solder earned the highest rating for being both fun and inspirational.

Some attractions were clearly more fun than inspirational (Coke and Mentos and Fizz stand out).

Base: Visited specific area
Sponsor Data
Visited Goldsmith/Silversmith Sponsor

• Google was the most popular (71%) followed by NASA (55%), and Microsoft (55%).
Visited Coppersmith Sponsor

- LittleBits was the most popular (54%) followed by The LEGO Group (45%)
Visited Blacksmith Sponsor

- MakerBot was most popular by a wide margin (51%).
**Actions Taken**

- Most (86%) took an action associated with their visit to WMFNY.
  - Considering purchase/bought something from an exhibitor (56%), took info for future reference (55%) or visited a sponsor’s website (51%), were most frequently mentioned.
Overall Ranking

- The large majority (80%) gave WMFNY high praise:
  - 18% said it was “the best event I've been to all year”
  - 62% said it was “pretty darn great”
Detailed Findings
2015 WMFNY Attendee Study

Demographics
Gender

The majority (62%) of respondents are male; four in ten (38%) are female.
Age

- 58% of respondents are between 25-44; their median age is 42 years old.
Virtually all (96%) attended/graduated college or better; 86% graduated college and 42% have postgraduate degrees.
Relationship Status

- Seven in ten (68%) are married or living as married

104.1 Relationship Status - Demo Profile

What is your relationship status?

- Single, never married: 0.21
- Married or living as married: 0.67
- Divorced/widowed/separated: 0.05
- Prefer not to say: 0.06

Sample Size = 897
Home Ownership

- Over six in ten (63%) own their own home or apartment.
Household Income

- Respondents’ median household income is $124,500; 16% make $200,000 or more.

106.1 Household Income - Demo Profile

What do you estimate your household income will be before taxes in 2015?
Race

- The vast majority of attendees are white (67%) Asian and Hispanic/Latino’s represent the next largest groups.

107.1 Race - Demo Profile

What is your race or ethnicity?

![Bar chart showing race distribution](chart.png)

Sample Size = 897
Prior Attendance By Gender

- Women were more likely to be first-time attendees while men were more likely to have attended before.

101.2 Attended Maker Faire Before by Gender - Demo Profile

Sample Size = 873
Employment Status

- One in seven (71%) of respondents are employed, 17% are self-employed.

101.1-2 Employment Status Summary and Detail - Business Profile

Which of the following best describes your employment status?

Sample Size = 905
Job Title

- One in three (29%) of respondents are in upper management.
- One in four (24%) are technical/MIS/IS/IT staff.

Sample Size = 784
Job Title - Detail

- Professional (20%), technical (17%) job titles, and owner/partner (13%) titles predominate.
Principal Industry

- The largest concentration of respondents are in education, either “other” (K-12 – 17%) or college or university (7%).

103.1 Principal Industry - Business Profile

What is the principal industry of your organization?
Make: Print and eBooks

- The majority (55%) read a Make: branded publication in the last 12 months.

101.1 Make: Print and eBooks - Last 12 Month Readership - Media Profile

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

- Make: magazine in print: 0.45
- Make: ebook pdf: 0.16
- A Make: book title in print: 0.16
- Have not looked at any of these in last 12 months: 0.45

Sample Size = 909
Make: Branded Websites

- The vast majority (74%) Visited a Make: branded website in the last 3 months.

102.1 Make: Branded Websites - Media Profile

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

- Make: (makezine.com) 0.41
- Maker Faire (makerfaire.com) 0.68
- Maker Shed (makershed.com) 0.33
- None of these 0.24

Sample Size = 909
Social Networking Sites Active On

- A very large majority (85%) are active on social media; 74% use Facebook.

103.1 Social Networking Sites Active On - Media Profile

Which of the following social networking sites are you currently active on?

- Facebook: 0.74
- Twitter: 0.38
- Google+: 0.33
- Instagram: 0.31
- None: 0.15
- Other: 0.06

Sample Size = 909