

# getgeeked San Francisco 2015 Attendee Survey Presentation

June 2015

# Presentation Outline

- I. Section Headlines
- II. Attendee Demographics
- III. Attendee Influence
- IV. Benefits of Participation
- V. Attendee Feedback

# Survey Response Rate

- The 739 consumers who attended getgeeked San Francisco represented 522 separate RSVPs.
- 89 of these 522 people completed this survey, representing a 17% completion rate.



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# Section Headlines

# Demographic Headlines

- Over 55% of getgeeked SF attendees were between the ages of 18-35.
- The male – female split was 64% to 36%.
- Over 40% have an annual income household greater than \$100,000, including 16.3% who have an annual household income greater than \$250,000.
- There was almost a 50-50 split between those who work in the technology industry and those who do not.

# Attendee Influence Headlines

- Over 90% of getgeeked SF attendees read tech blogs “often” or “every day” and are “often” or “always” the first person in the peer group to own a new gadget.
- Just under 80% are asked for tech purchasing advice “often” or “very often.”
- Over 70% of getgeeked SF attendees share opinions about tech products or brands on social media “often” or “very often.”

# Participation Benefits Headlines

- Over 80% of getgeeked SF attendees said their opinions of the companies they interacted with at the event improved “somewhat” or “significantly.”
- Over 60% said they feel they “understand the products of the companies at the event better” after interacting with them while 26% said they felt they “had a stronger relationship” with these companies.
- Over 80% of getgeeked SF attendees are “somewhat” or “significantly” more likely to purchase products or services from the brands they interacted with at the event.

# Attendee Feedback Headlines

- Almost 70% of getgeeked SF attendees rated their satisfaction with the event a 7 or higher. A rating of 8 was selected by just under  $\frac{1}{4}$  of attendees.
- Over  $\frac{3}{4}$  of getgeeked SF attendees interacted with at least half of the companies participating.
- Over  $\frac{3}{4}$  of getgeeked SF attendees are very or extremely likely to attend the next event.



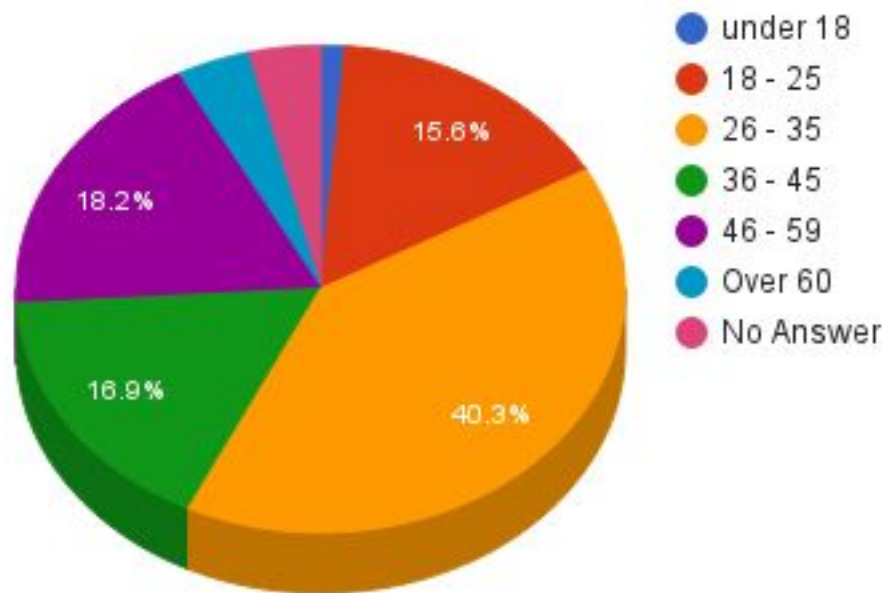
The image shows a decorative header with a circuit board pattern. The text 'getgeeked' is displayed in a white speech bubble with a blue outline. The word 'get' is in a light grey font, and 'geeked' is in a blue font. The background consists of various colored lines (purple, blue, green, orange, pink) and grey dots representing circuit traces and components.

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# Attendee Demographics

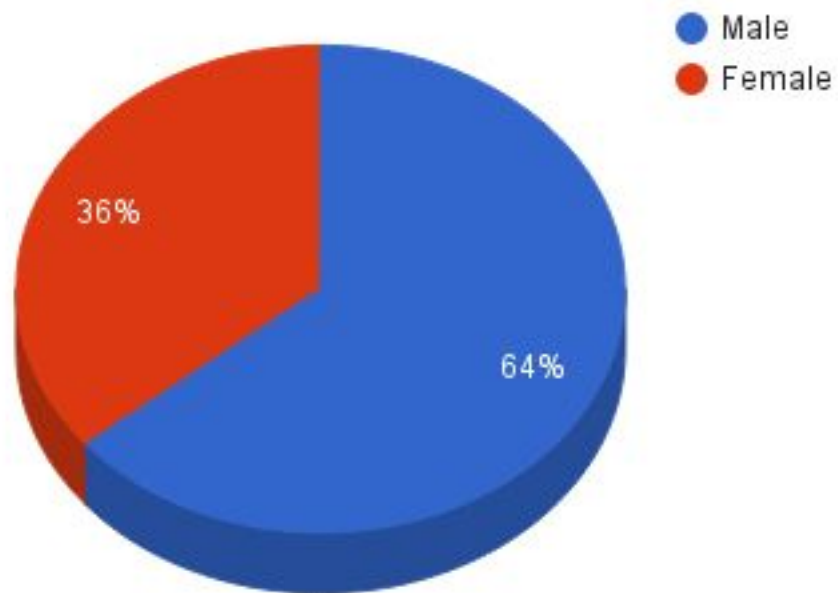
## AGE

*Which of the following age group do you fall into?*



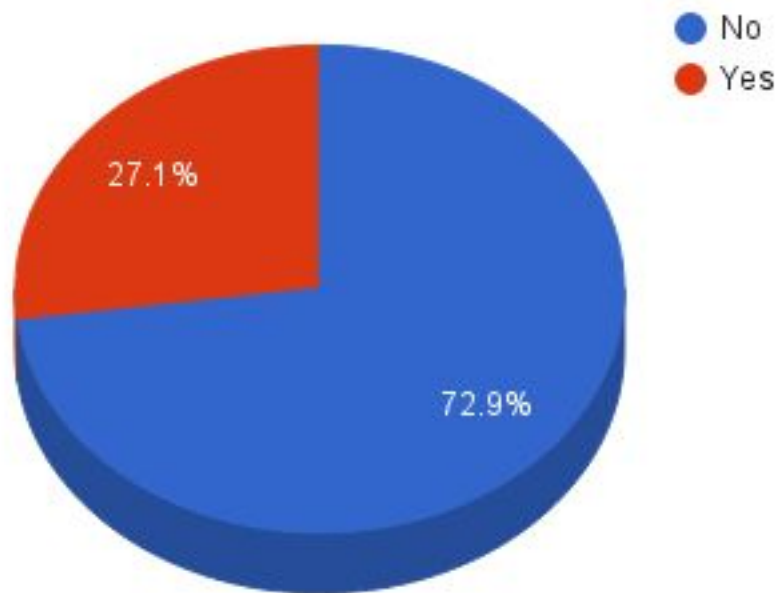
## *Gender*

*What is your gender?*



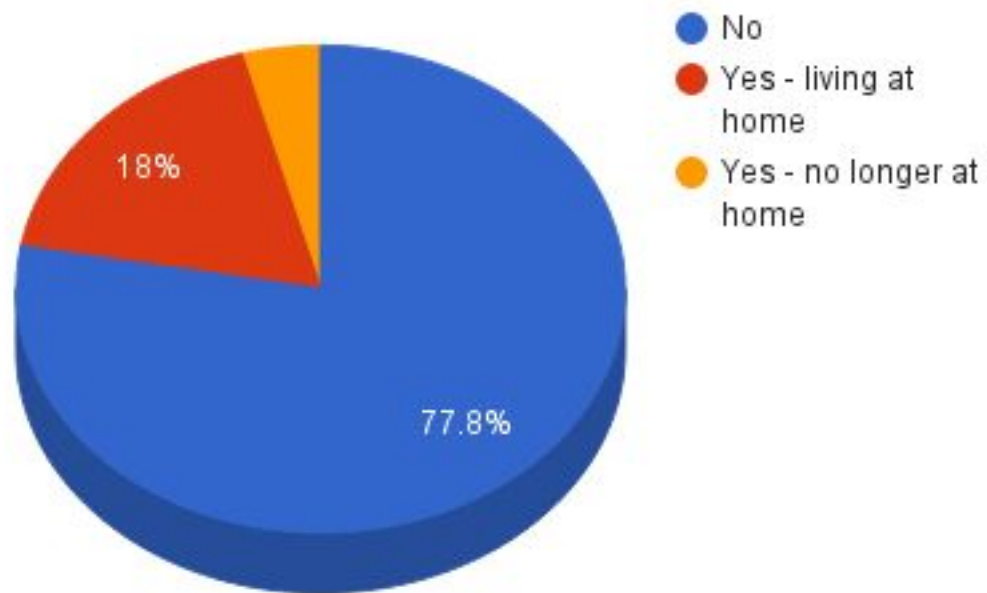
## *Marital Status*

*Are you married or single?*



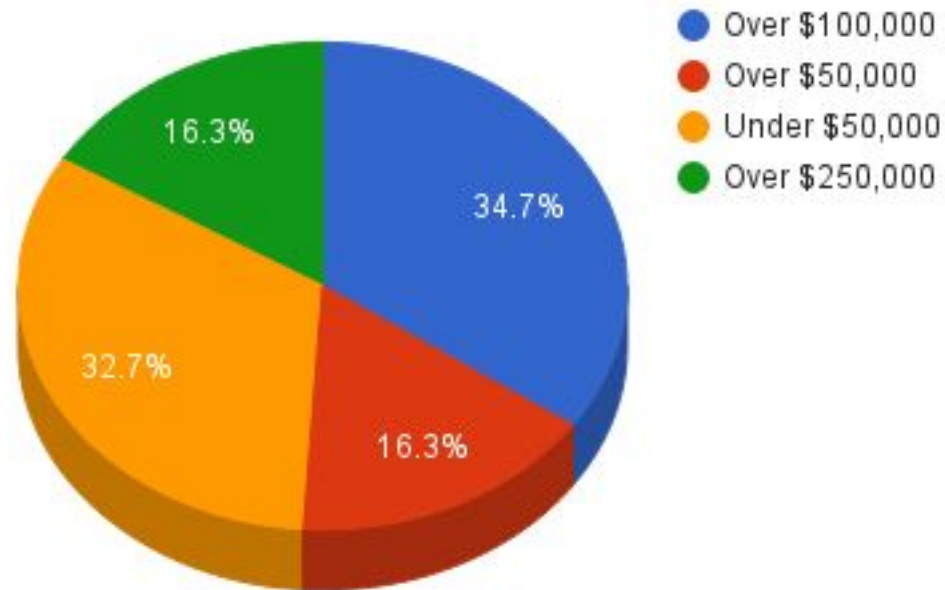
## Children

*Do you have children?*



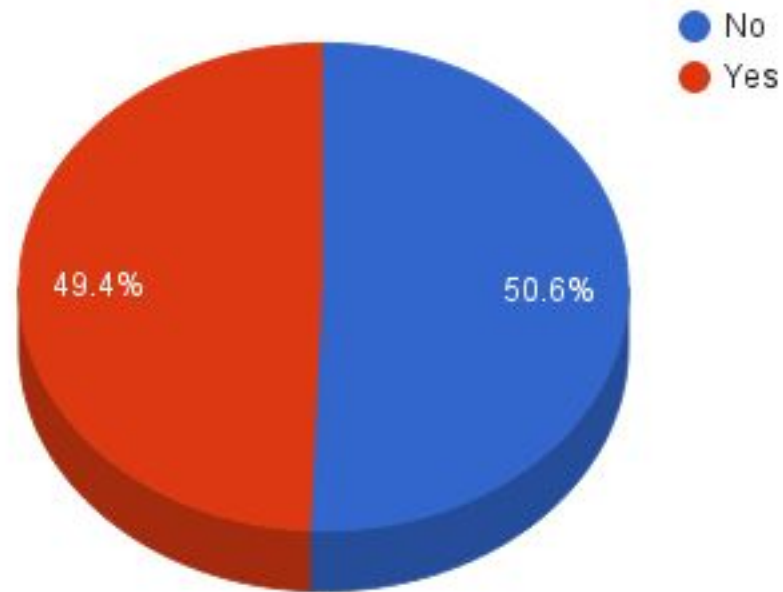
## *Household Income*

*Which of the following ranges best describes your total household income?*



## *Technology Industry Professionals*

*Do you work in the technology industry?*



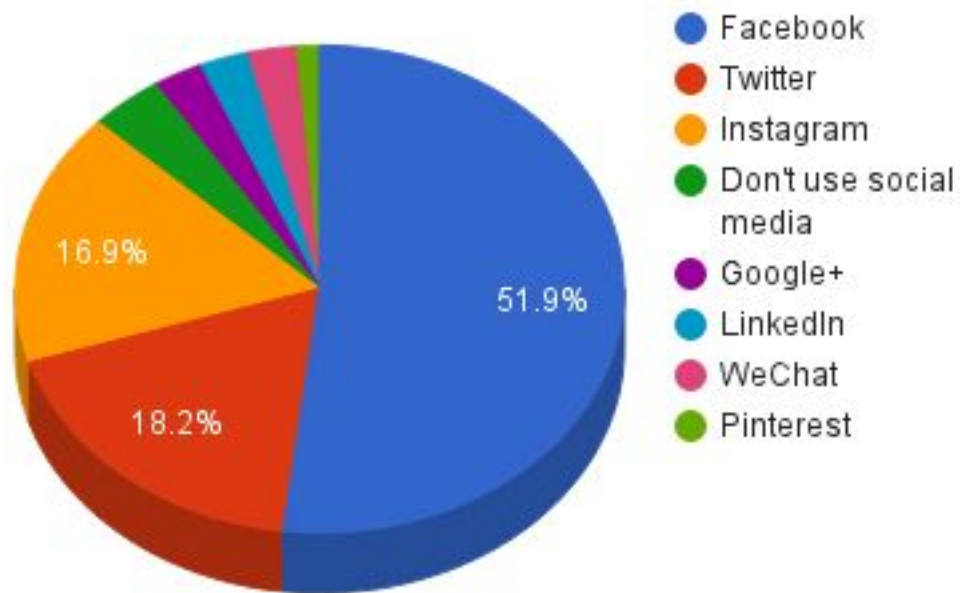
## *Technology Ownership*

Product	Own	Plan to Purchase	Neither
Android Phone	58.2%	10.4%	31.3%
iPhone	47.8%	11.6%	40.6%
Other Smartphone	17.7%	11.3%	71.0%
Android Tablet	36.5%	6.3%	57.1%
iPad	47.1%	5.9%	47.1%
Other Tablet	17.5%	7.0%	75.4%
Smart TV	34.4%	26.6%	39.1%
Connected TV Device	50.7%	10.4%	38.8%
Smarthome Product(s)	24.6%	23.0%	52.5%
Wearable Product	37.0%	26.2%	37.0%
Gaming Console	76.1%	1.5%	22.4%
Cloud Storage Service	58.9%	1.5%	39.7%



## Social Media

*Which social media network do you use the most?*



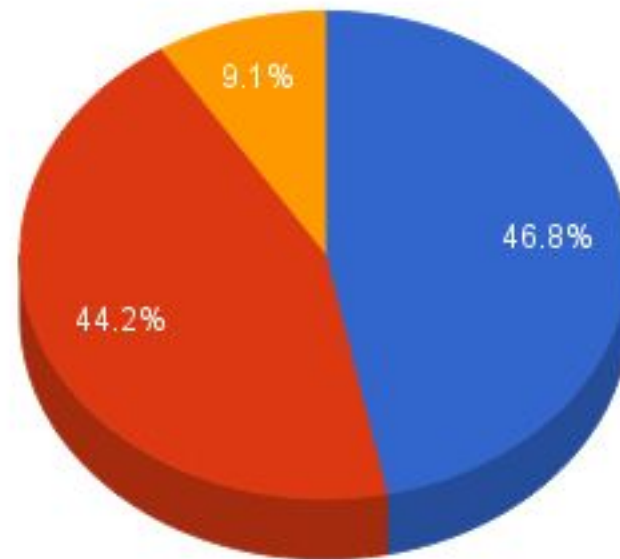
The logo for 'getgeeked' is displayed in a white speech bubble with a thin black border. The word 'get' is in a grey sans-serif font, and 'geeked' is in a blue sans-serif font. The background of the slide features a stylized circuit board pattern with various colored lines (grey, blue, green, orange, pink) and circular nodes.

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# Attendee Influence

## *Adoption Level*

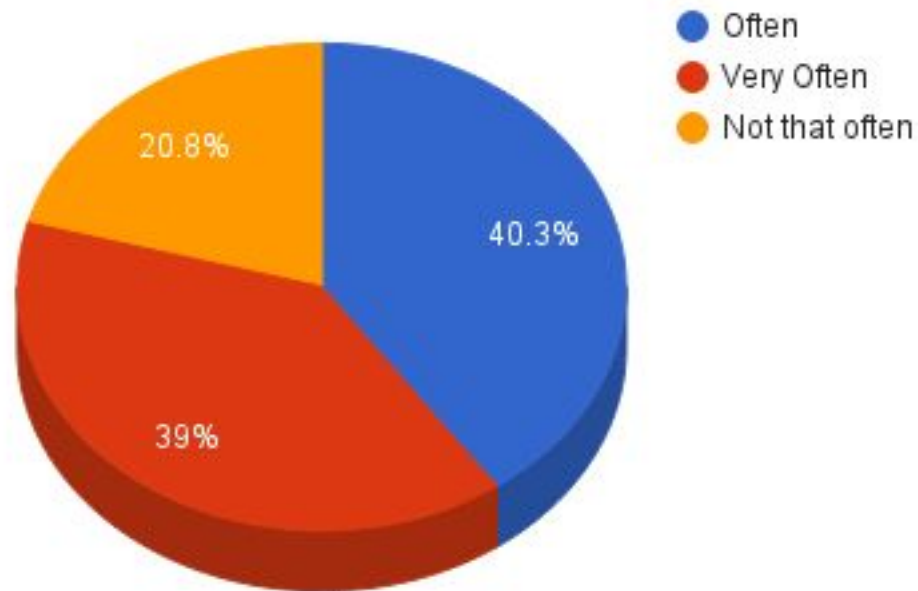
*Which technology adopter level are you?*



- I read tech blogs often and I'm usually the first person in my peer group to own a new gadget.
- I read technology blogs almost every day and I'm always the first person in my peer group to own a new gadget.
- I don't read technology blogs that often and I'm almost never the first person in my peer group to own a new gadget.

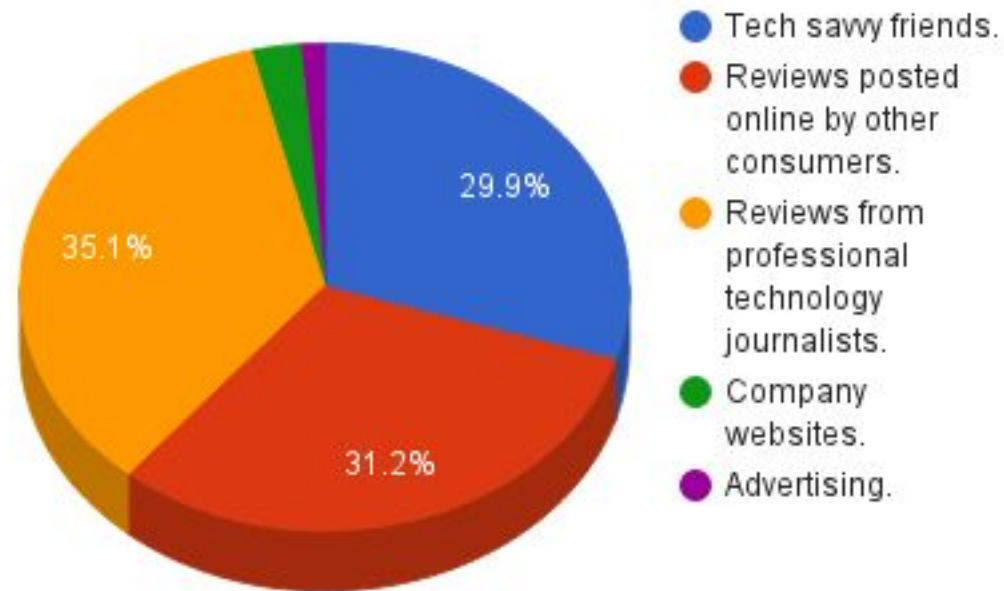
## *Purchase Influence*

*How often are you asked for advice by friends and family about which tech products or services to purchase?*



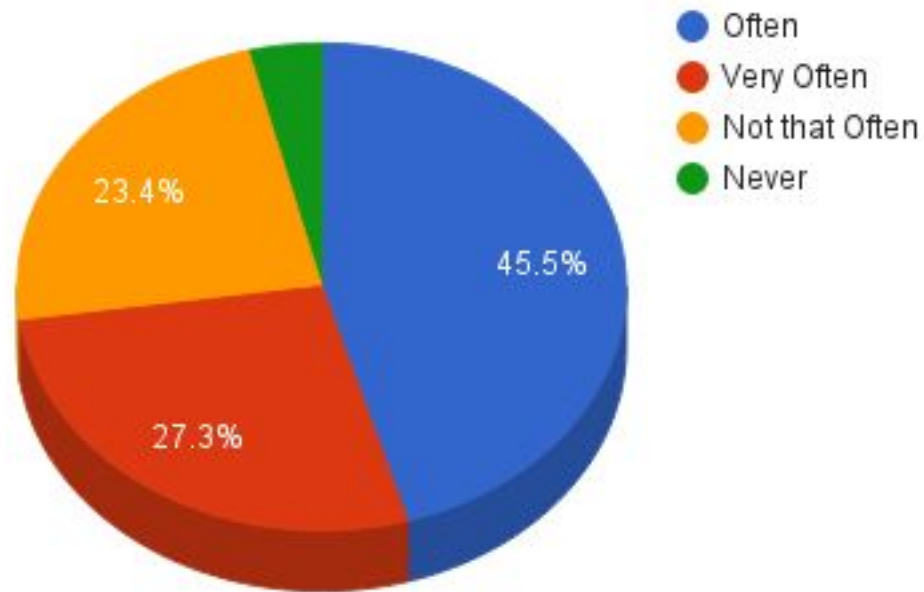
## *Product Research*

*Which sources do you rely on most for advice on what tech products to purchase?*



## Social Sharing

*How often do you share your opinions about tech products and brands on social media?*



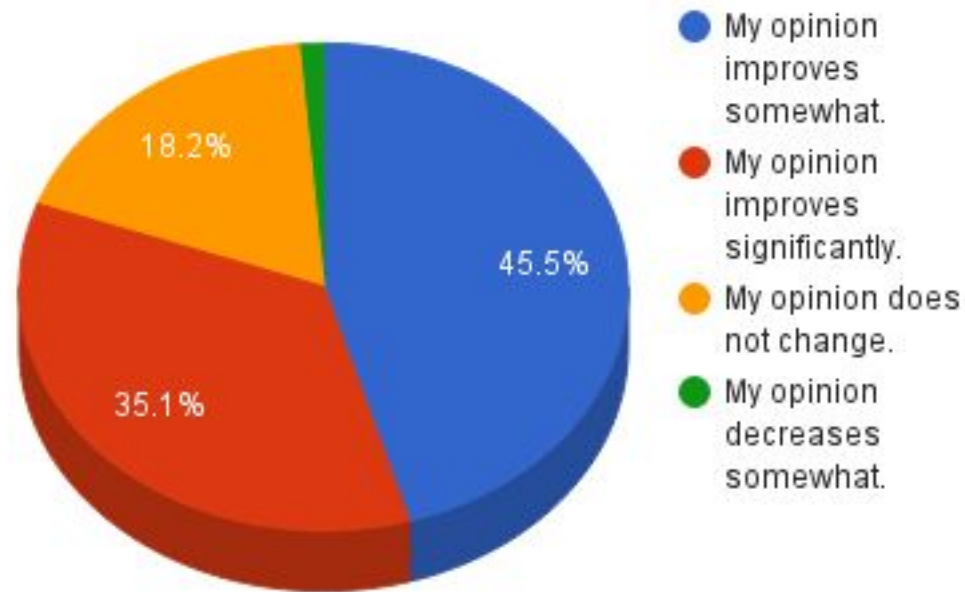
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# Benefits of Participation

## *Brand Perception*

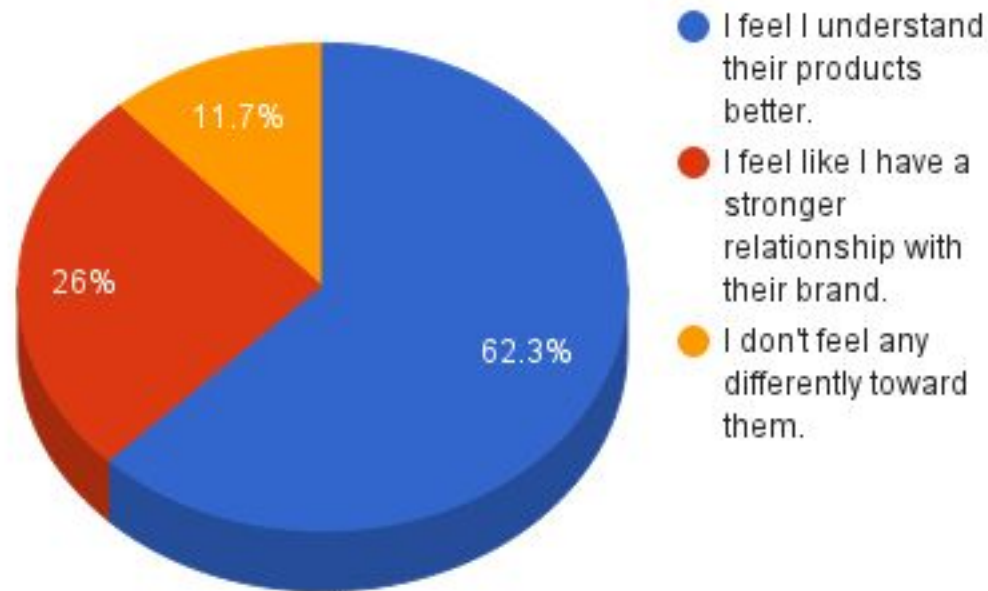
*Did your opinion of the companies at getgeeked SF change after you interacted with them?*





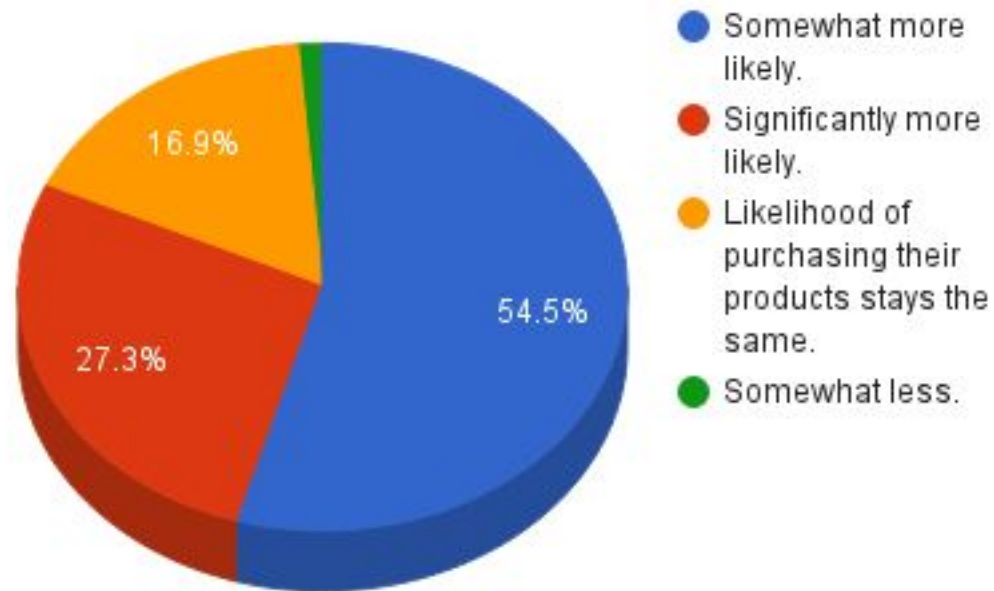
## *Educating Consumers & Building Relationships*

*Which statement best describes how you feel about a company after interacting with them at getgeeked SF?*



## *Purchase Intent*

*Which statement best describes your likelihood of purchasing products from the companies you interacted with at getgeeked SF?*



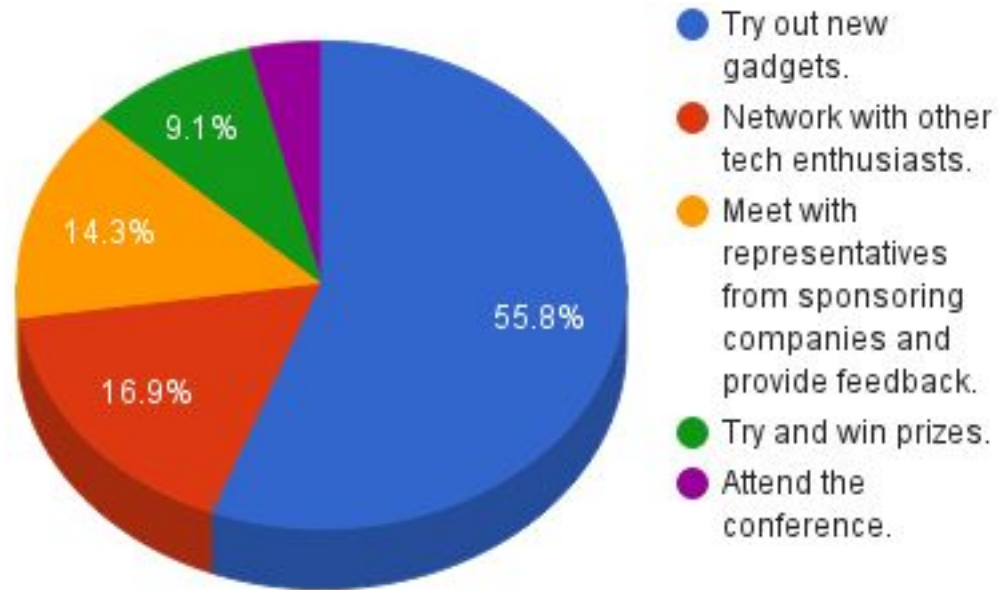
The header features a complex pattern of circuit traces in various colors (grey, blue, green, orange, pink) and nodes. A white speech bubble with a drop shadow is positioned on the left, containing the text 'getgeeked' in a lowercase, sans-serif font. The word 'get' is in grey and 'geeked' is in blue.

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# Attendee Feedback

## *Reasons for Attending*

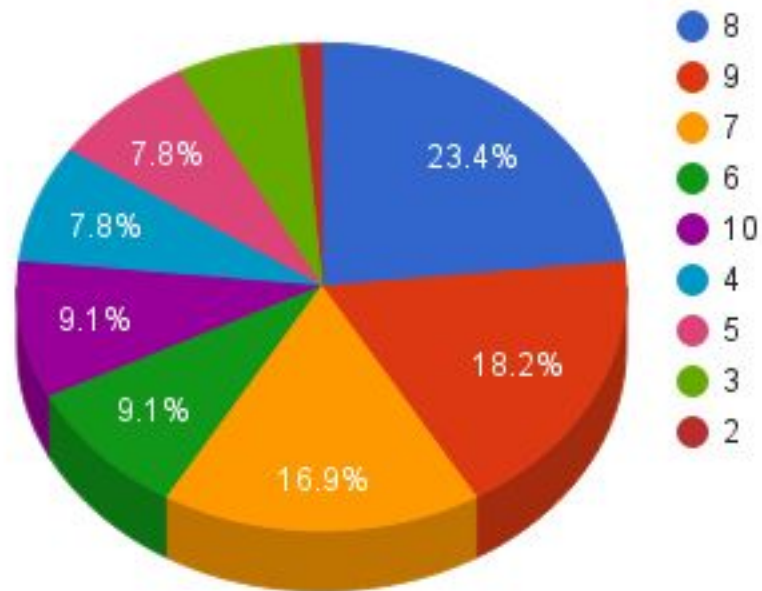
*What was your primary reason for attending getgeeked SF?*



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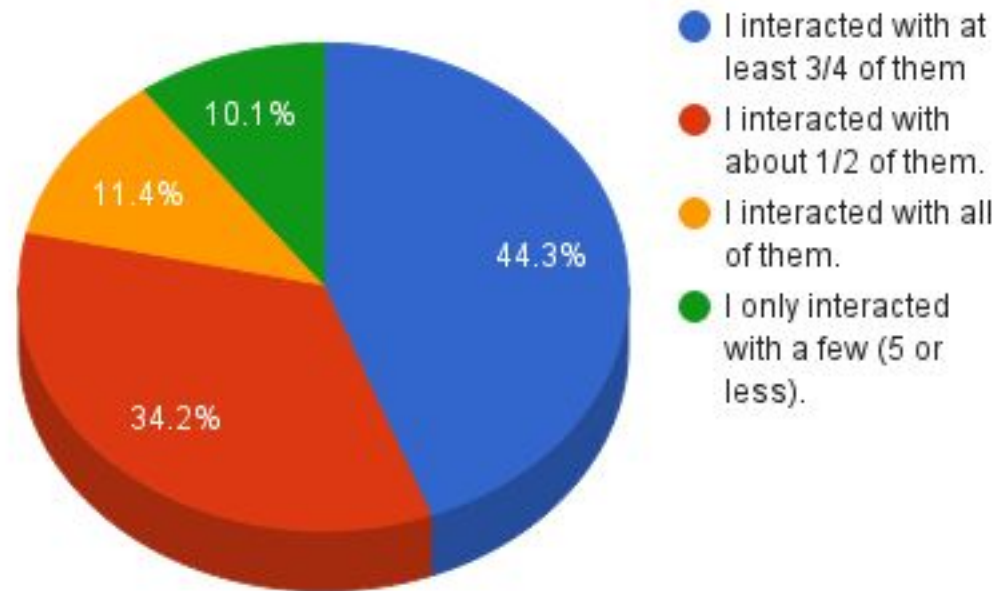
## *Satisfaction Level*

*On a scale of 1 to 10 where 10 is excellent and 1 extremely poor, how satisfied were you with your getgeeked experience?*



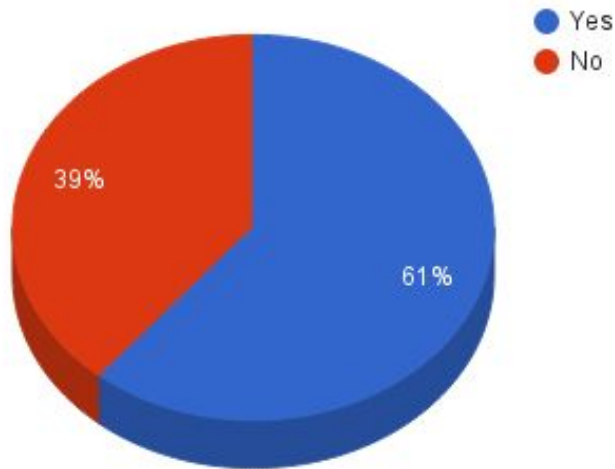
## *Sponsor Interaction Rates*

*How many getgeeked SF sponsors did you interact with at the event?*

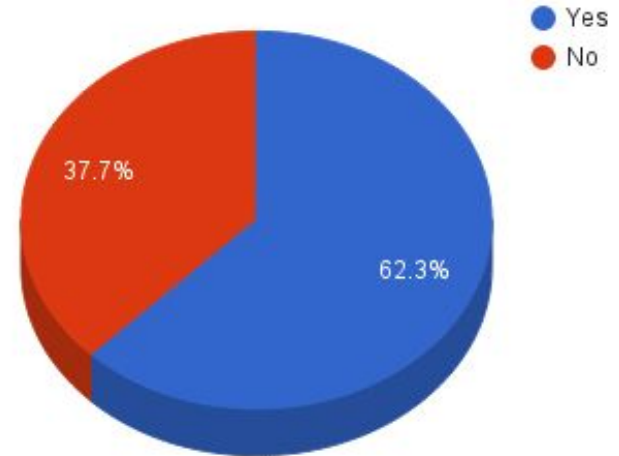


## *Social Media Usage*

Did you participate in the Twitter and Instagram contests?

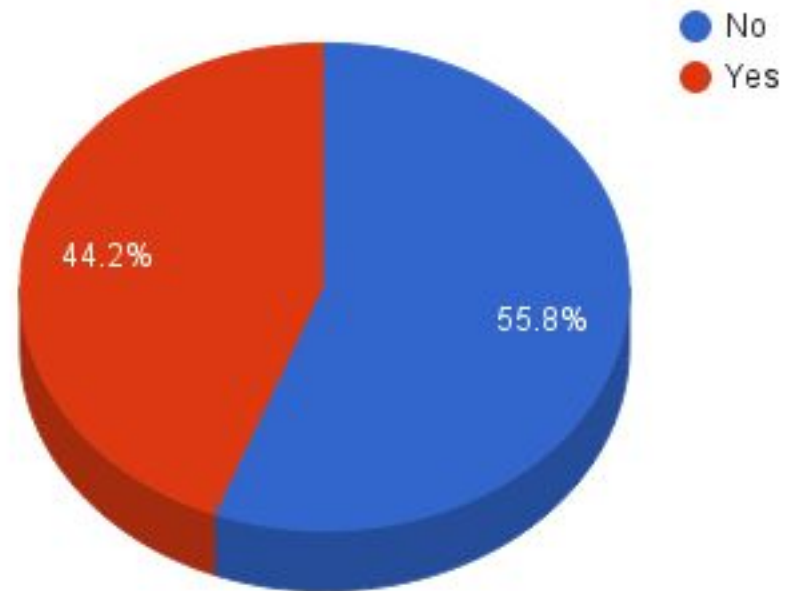


Did you post photos, videos or comments to social media during the event?



## Conference Attendance

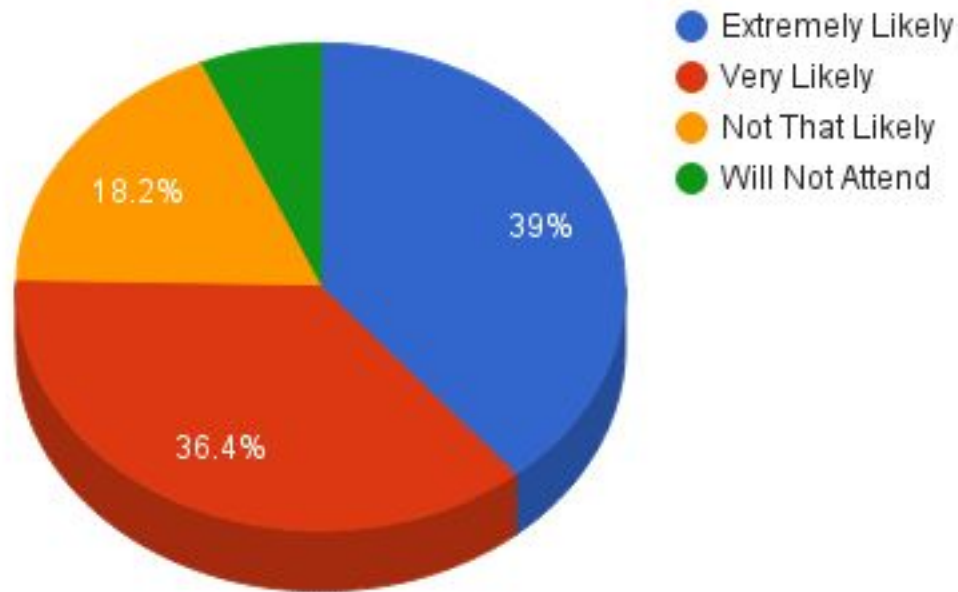
*Did you attend the conference sessions?*





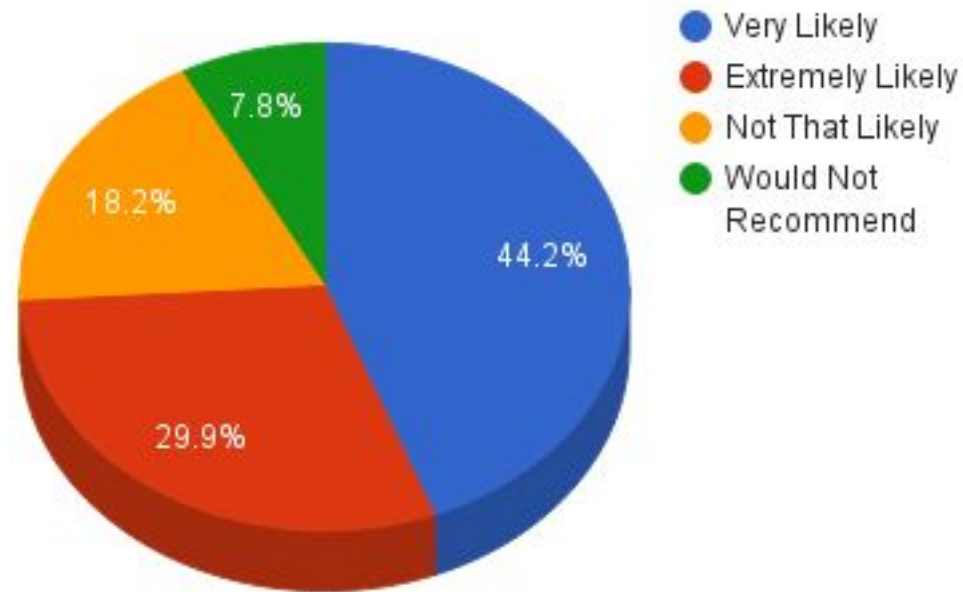
## *Likelihood of Attending Again*

*How likely are you to attend our next San Francisco event?*



## *Likelihood of Recommending*

*How likely would you be to recommend attending getgeeked SF to others?*



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## *Best in Show*

Which Product at  
getgeeked SF are you  
most excited about?

1. Sprout by HP
2. Dash Robotics
3. MakerBloks
4. Piper nv
5. Lenovo Yoga Tablets

Which getgeeked SF sponsor  
do you feel did the best job  
presenting their products and  
their brand.

1. HP
2. Dash Robotics
3. Slingbox
4. Lenovo
5. MakerBloks