What is your gender?

- Female: 57%
- Male: 41%
- Non-binary: 1%
- Prefer not to say: 1%
What is your age?

- 18-24 years old: 21%
- 25-34 years old: 51%
- 35-44 years old: 14%
- 45-54 years old: 10%
- 55-64 years old: 1%
- 65-74 years old: 1%
- Prefer not to say: 1%
What is your race/ethnicity? (select all that apply)

- **White**: 55, 53%
- **Hispanic / Latino / Spanish Origin**: 21, 20%
- **Asian / Pacific Islander**: 21, 20%
- **Mixed**: 2, 2%
- **Black**: 2, 2%
- **Middle Eastern; Hispanic / Latino / Spanish Origin**: 2, 2%
- **Asian / Pacific Islander; Mixed; White**: 1, 1%
What is the highest level of education you’ve completed?

- Bachelor's degree: 61%
- Master's degree: 27%
- Associate's degree: 4%
- Doctorate: 2%
- High school or less: 1%
- Some college (attended in past; no degree): 2%
- Technical degree/certificate: 1%
- Student (currently pursuing a degree or certificate): 2%
Where did you receive your design education?

- Attended art school: 31%
- Attended university: 51%
- Attended community college or certificate program: 3%
- Self-taught: 7%
- Mentored: 1%
- N/A; I have never pursued a design-specific education: 7%
Have you ever practiced art/design professionally?

- 84%: Yes, full-time
- 9%: Yes, part-time
- 5%: No; I am a student
- 2%: No; I have never worked in an artistic capacity
What is your current title?
Do you follow TypeThursday and where?

- Yes, Facebook
- Yes, Twitter
- Yes, Instagram
- Yes, I subscribe to the newsletter
- Yes, Facebook, Instagram, Newsletter, Twitter
- Yes, Facebook, Instagram, Newsletter, Medium
- Yes, Instagram, newsletter
- Yes, Facebook, Twitter and Instagram
- Yes, Facebook, Instagram, Newsletter
- Yes, Twitter and Instagram
- Yes, Facebook and Twitter
- Yes, Facebook and Instagram
- Yes, I subscribe to the newsletter
- Yes, Instagram
- Yes, Twitter
- Yes, Facebook
- No, I prefer not to
- No, not on social media
- No, I didn't know these resources existed
- No, I didn't know these resources existed
- No, I didn't know these resources existed
- No, I didn't know these resources existed
- No, I didn't know these resources existed
- No, I didn't know these resources existed
- No, I didn't know these resources existed
Have you ever attended a TypeThursday event?

- No: 59%
- Yes, once: 25%
- Two or more times: 16%
If you have attended, where have you attended?

- Barcelona: 1%
- London: 14%
- Los Angeles: 20%
- Philly: 1%
- San Francisco: 15%
- Seattle: 9%
- NYC: 40%
If you’ve never attended, WHAT has kept you from going?

- Too busy: 29%
- Distance/location: 33%
- Cost: 10%
- Didn't know about it until now: 14%
- Conflicts with other events: 9%
- Too geeky: 5%
If you only attended ONCE, what has kept you from returning?

- **Too busy** 48%
- **Timing** 7%
- **Location** 7%
- **Format** 7%
- **Information provided** 4%
- **Personal** 10%
- **Sold out** 3%
- **Just heard of it** 3%
- **I am going again** 7%
- **Cost** 4%
- **I am going again** 7%
- **Just heard of it** 3%
- **Sold out** 3%
- **Timing** 7%
- **Location** 7%
- **Format** 7%
- **Information provided** 4%
- **Personal** 10%
- **Sold out** 3%
- **Just heard of it** 3%
- **I am going again** 7%
- **Cost** 4%
If you’ve attended TWICE or more, what keeps you coming back?

- Meeting new people: 34%
- Positive, welcoming atmosphere: 19%
- The community: 19%
- Quality of event/critiques: 28%
What is the primary benefit you have received from TypeThursday?

- Networking: 42%
- Learn: 22%
- Type Crit: 14%
- Quality of content and information: 12%
- Inclusiveness and support: 10%
How disappointed would you be if TypeThursday ceased to exist tomorrow?

How disappointed would you be if TypeThursday ceased to exist tomorrow - 1 least, 5 most

- 1 least: 3%
- 2: 3%
- 3: 17%
- 4: 29%
- 5 most: 48%
If TypeThursday no longer existed, would you seek out an alternative?

- **21 (18%)**: No; I like TypeThursday but it wouldn't be essential for me to replace it.
- **66**: No; TypeThursday is unique. There is no replacement.
- **Yes, I would seek out an alternative organization to take TypeThursday's place.**
If you were to seek an alternative to TypeThursday, what would fill its place?

- 36 out of 106 said there was no replacement, did not answer or said they did not know
- 8 suggested AIGA
- 30 suggested another design event
- Other existing design meetups: TypeTuesday, TDC, Type@Cooper, Creative Mornings, Letterform Archive,
- 3 suggested a conference
Have you recommended TypeThursday to anyone else?

- Yes: 84%
- No: 16%
Is there a particular topic you’d like us to cover in our educational articles?

- Type design basics
- Type’s role in cultural change
- New type designers
- History of type
- Business advice
- Hand lettering
- Type in Web design
- Use of type (for non-experts)
- Type design theory
- Design trends
- Type jargon
- Exploring type in the city
- Research and inspiration
- Calligraphy
- OpenType programming
- Type in UI
- How to choose fonts
- How to design your first typeface
• The economic effect of democratization and social media
• Hierarchy – how to attack a blank page
• Share more events online