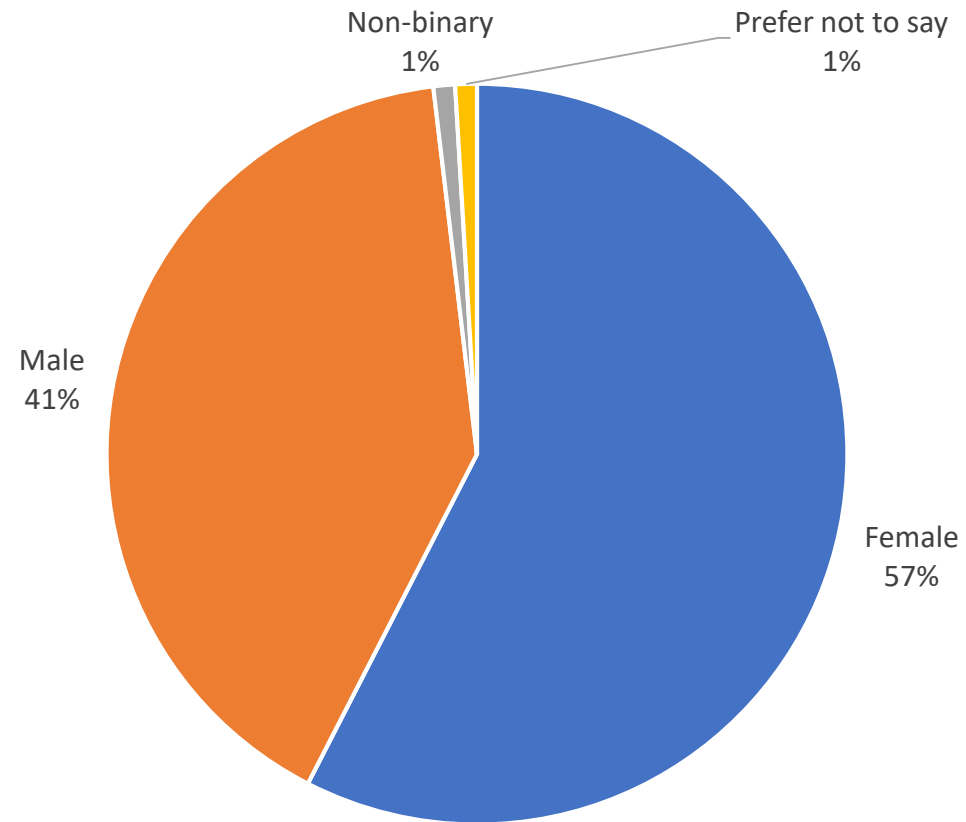


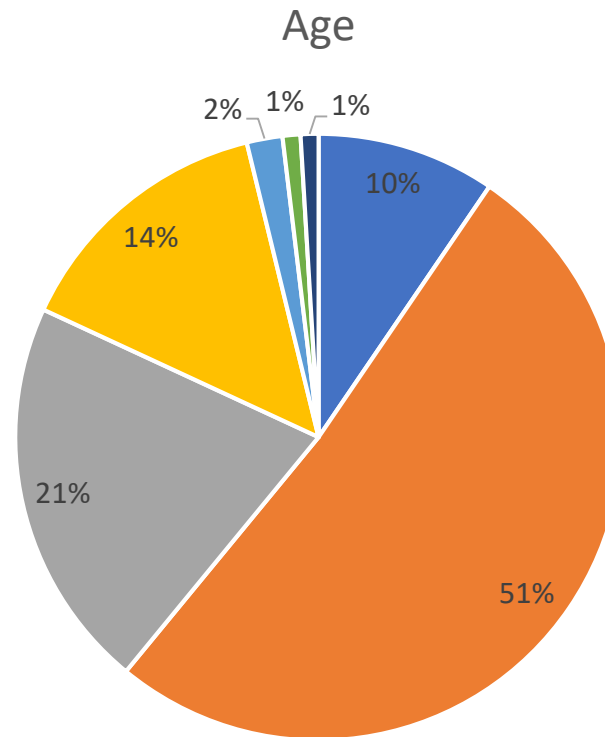
TypeThursday Survey 2018-19

Full Results

What is your gender?

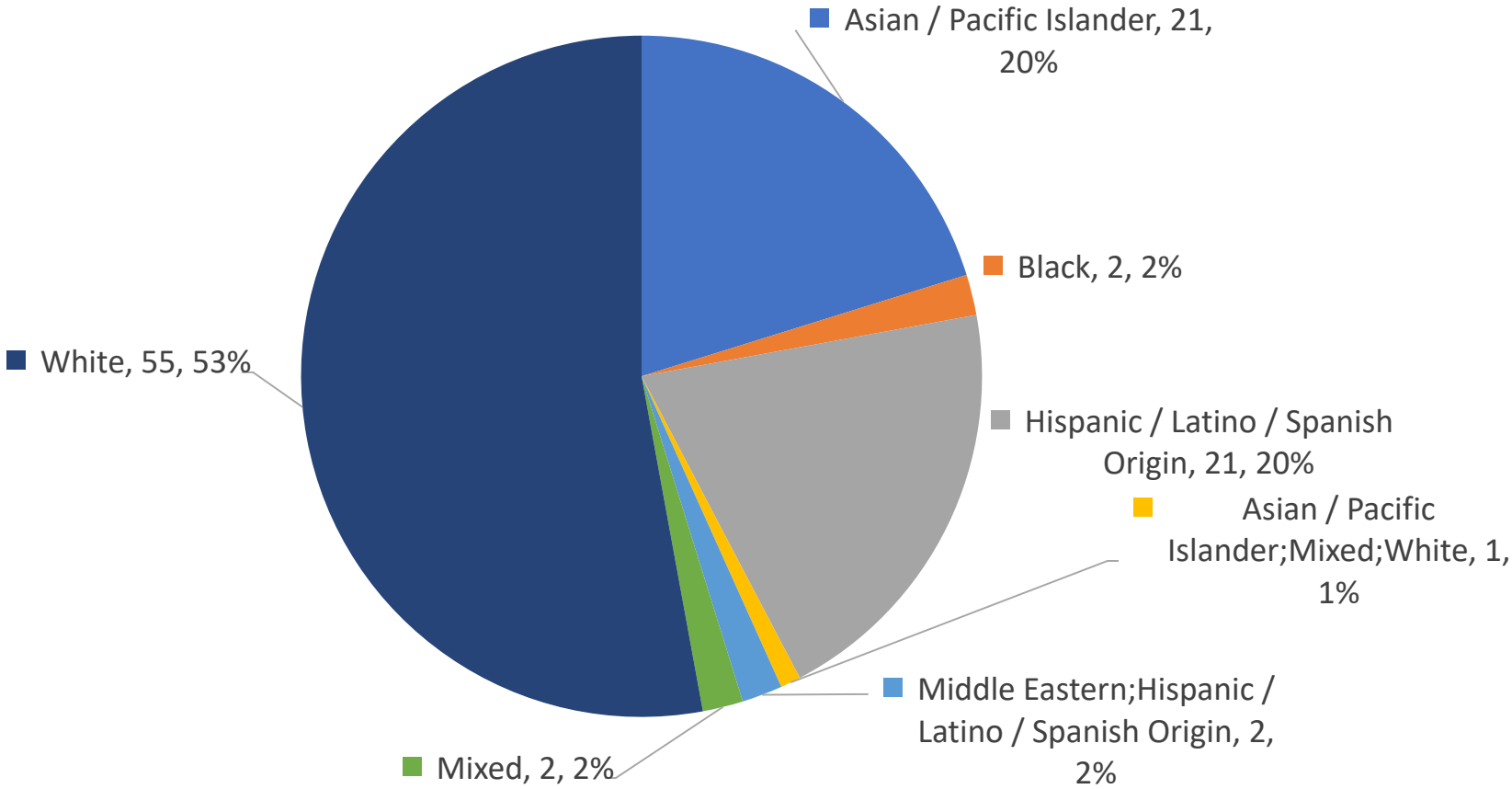


What is your age?

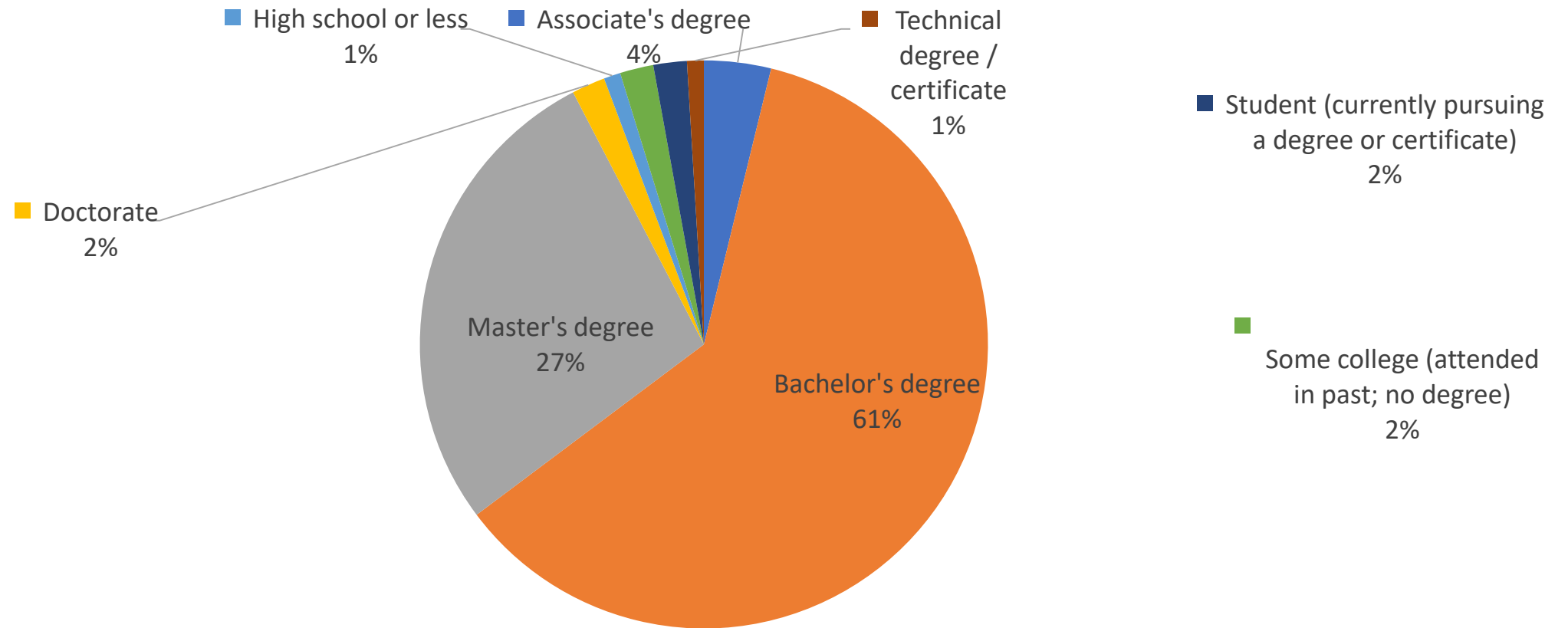


■ 18-24 years old ■ 25-34 years old ■ 35-44 years old ■ 45-54 years old ■ 55-64 years old ■ 65-74 years old ■ Prefer not to say

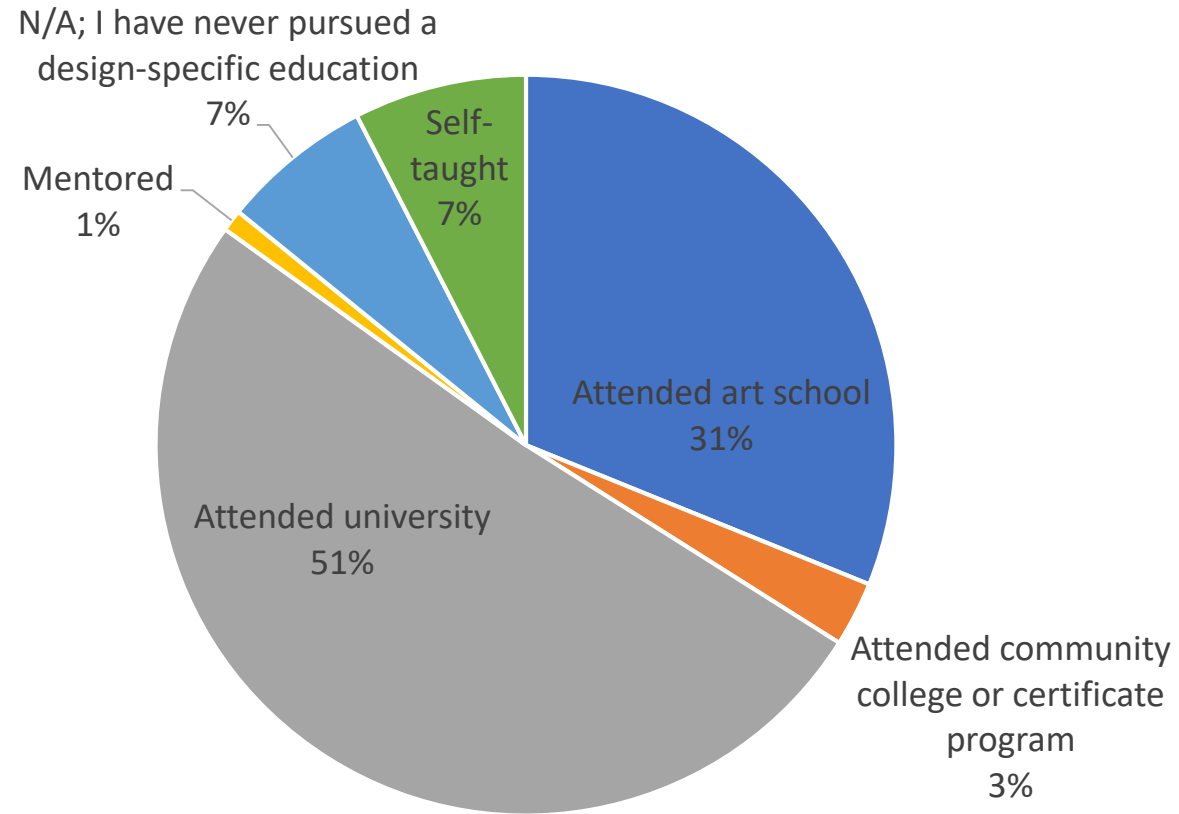
What is your race/ethnicity? (select all that apply)



What is the highest level of education you've completed?

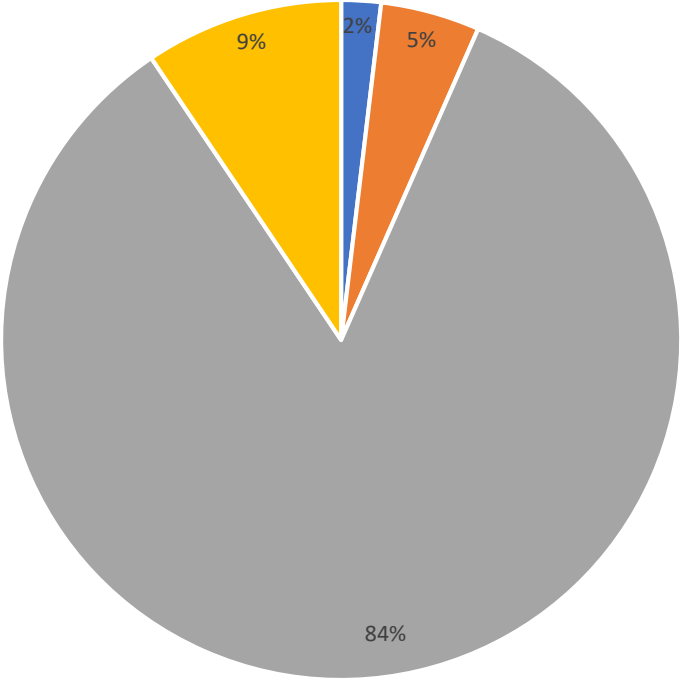


Where did you receive your design education?



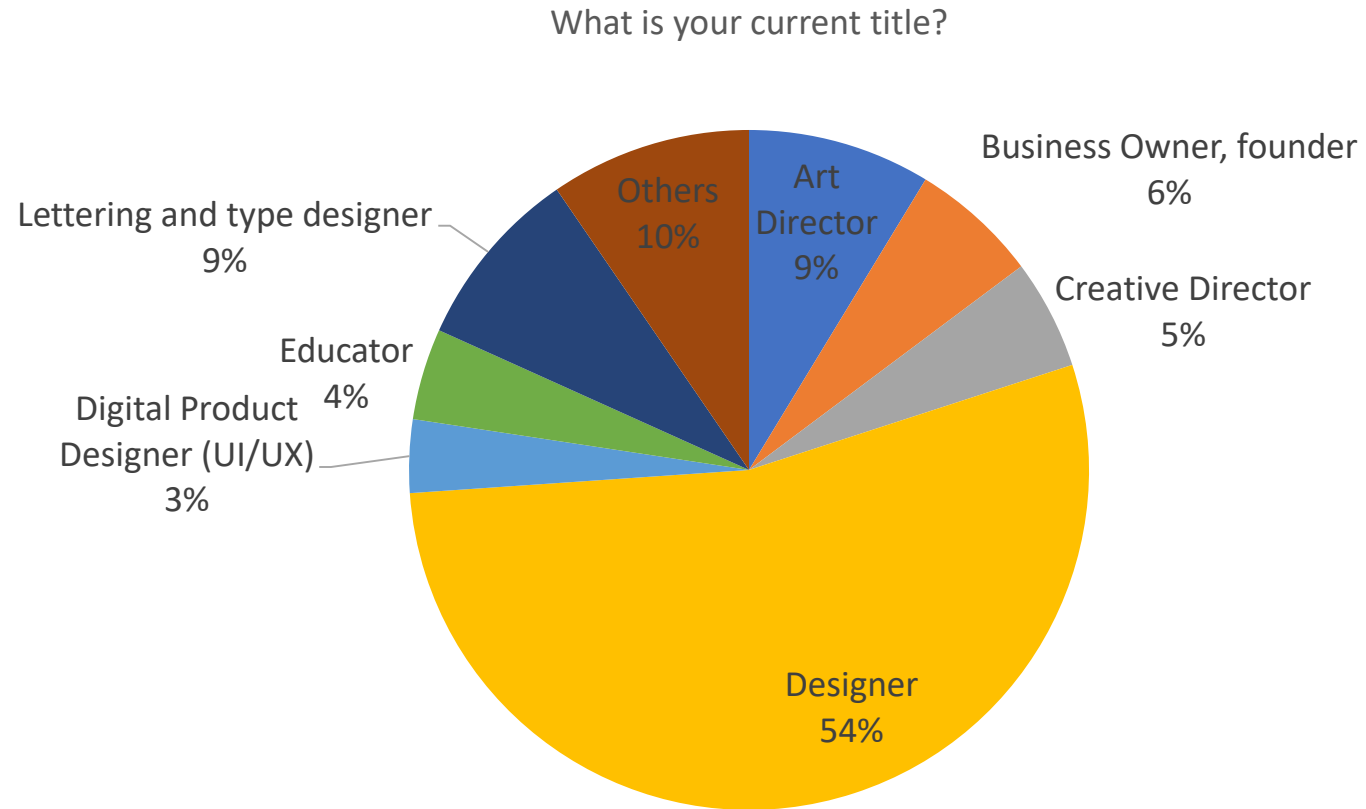
Have you ever practiced art/design professionally?

Have you ever practiced art/design professionally?

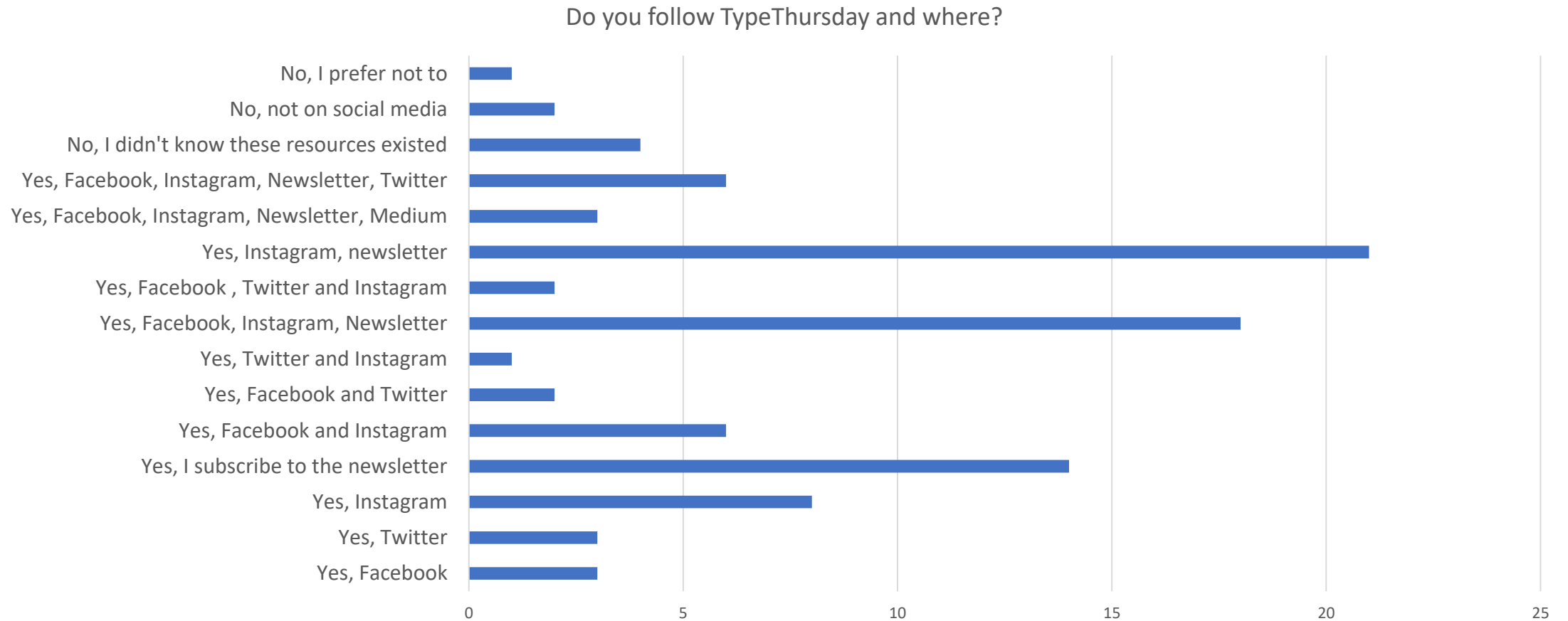


- No; I am a student
- No; I have never worked in an artistic capacity
- Yes, full-time
- Yes, part-time

What is your current title?

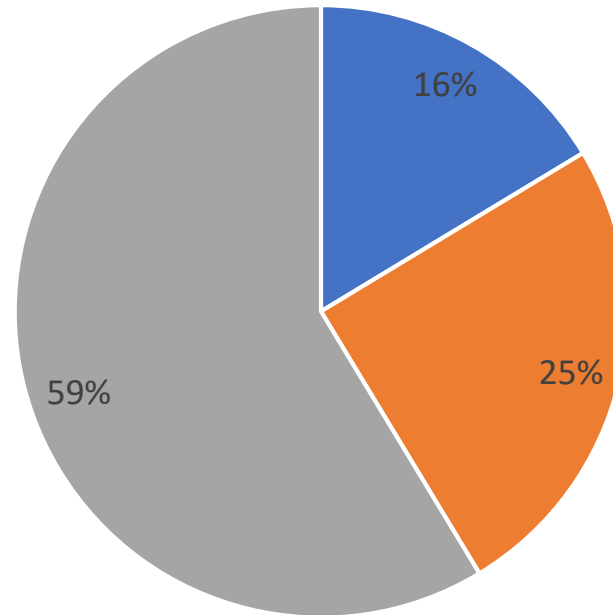


Do you follow TypeThursday and where?



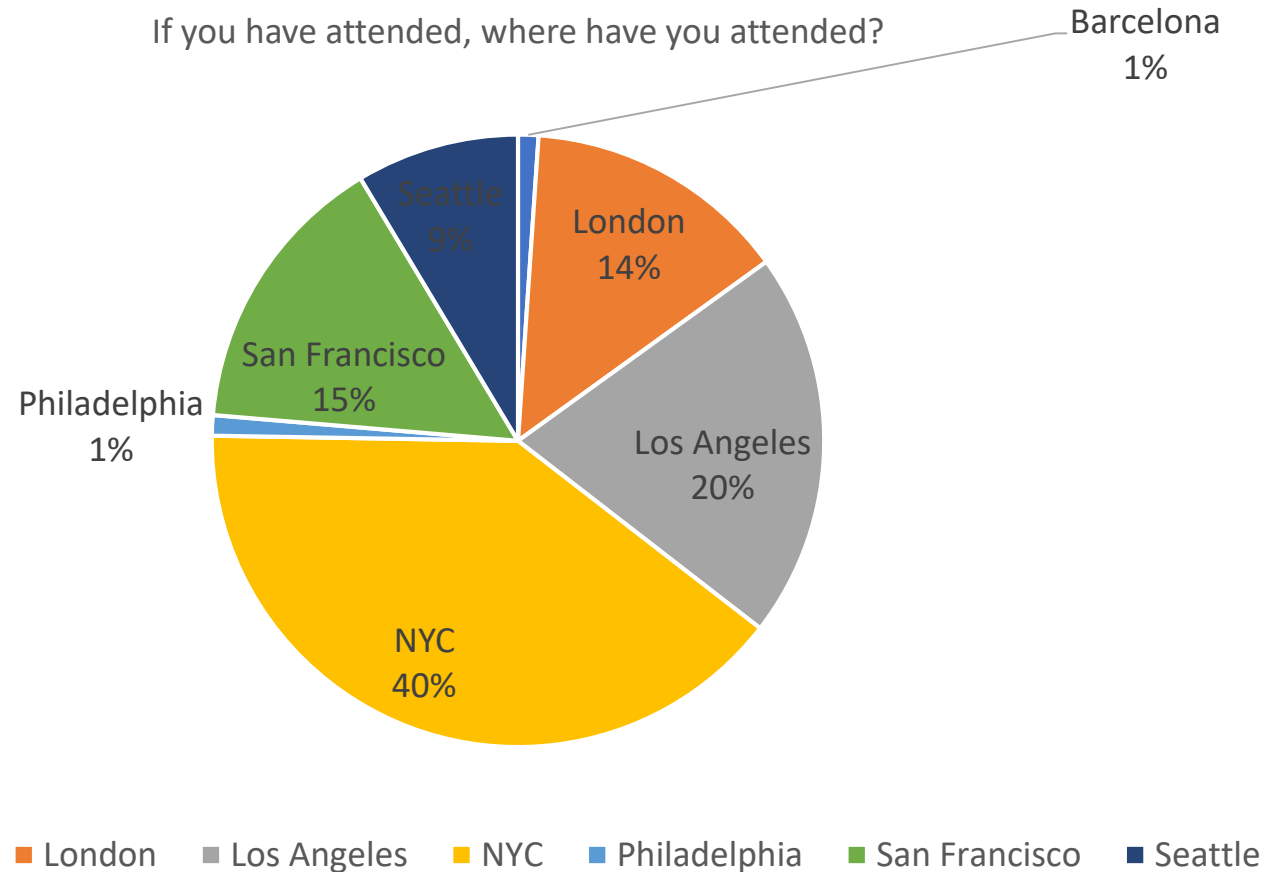
Have you ever attended a TypeThursday event?

Have you ever attended a TypeThursday event?

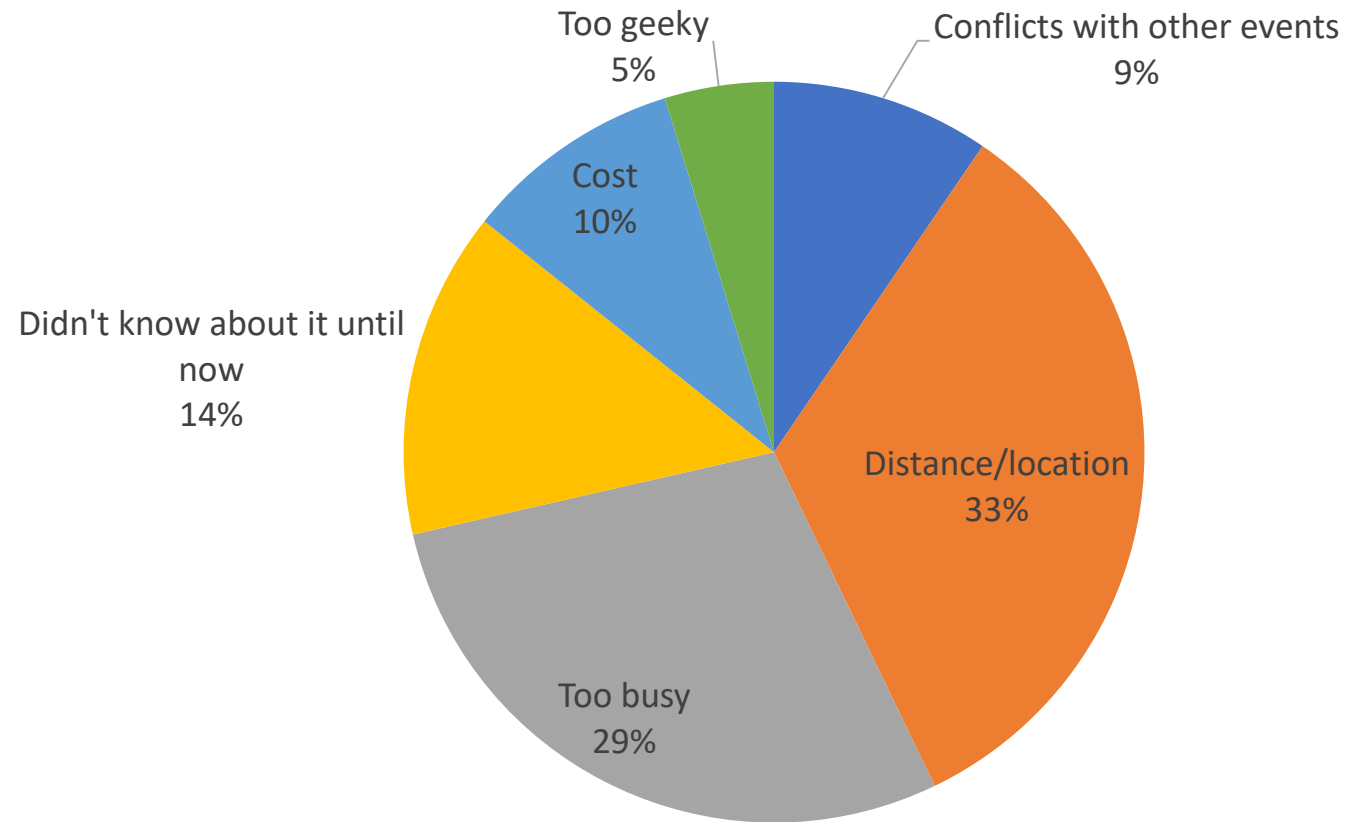


■ No ■ Yes, once ■ Two or more times

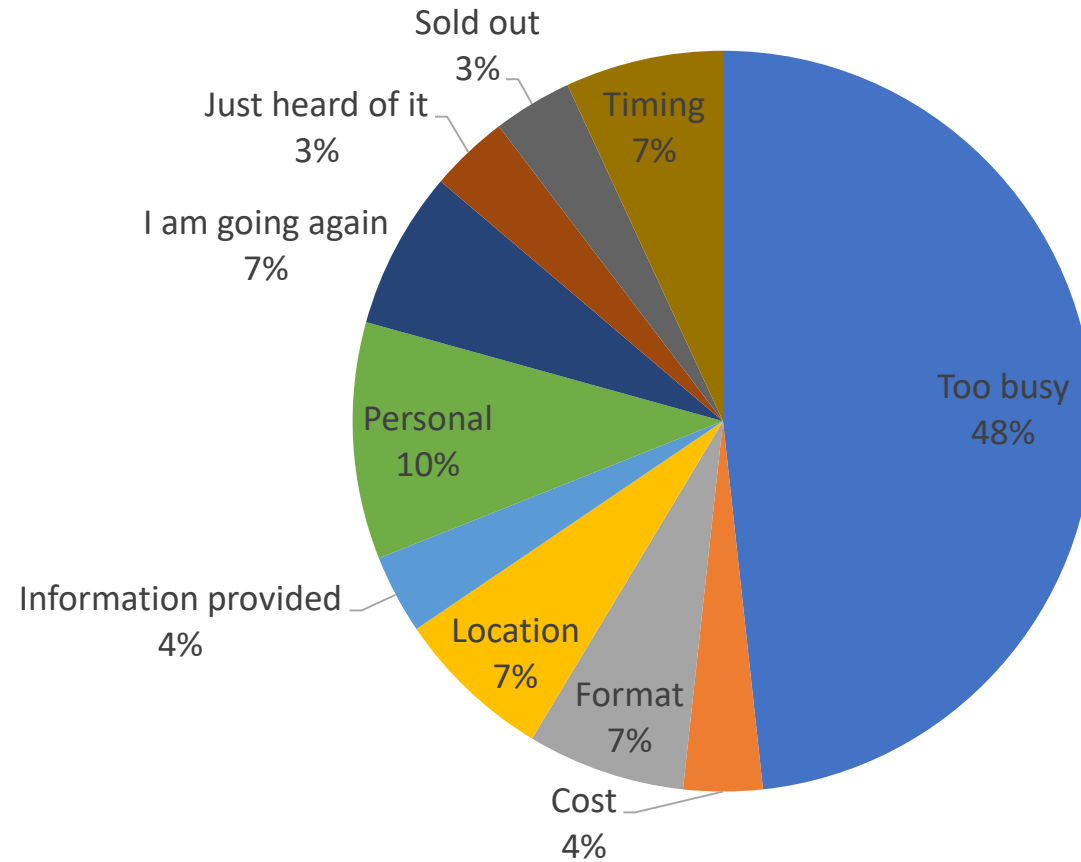
If you have attended, where have you attended?



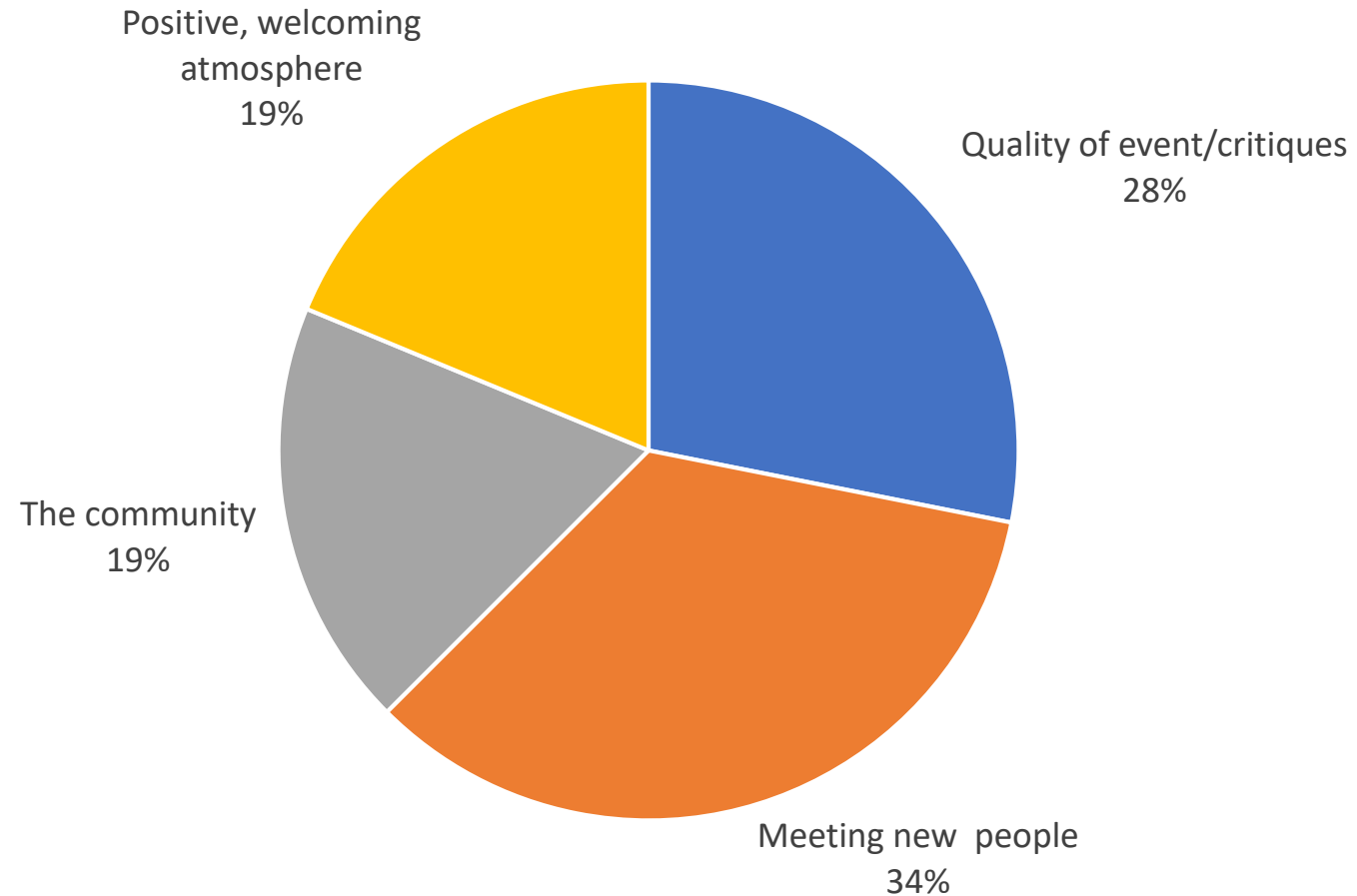
If you've never attended, WHAT has kept you from going?



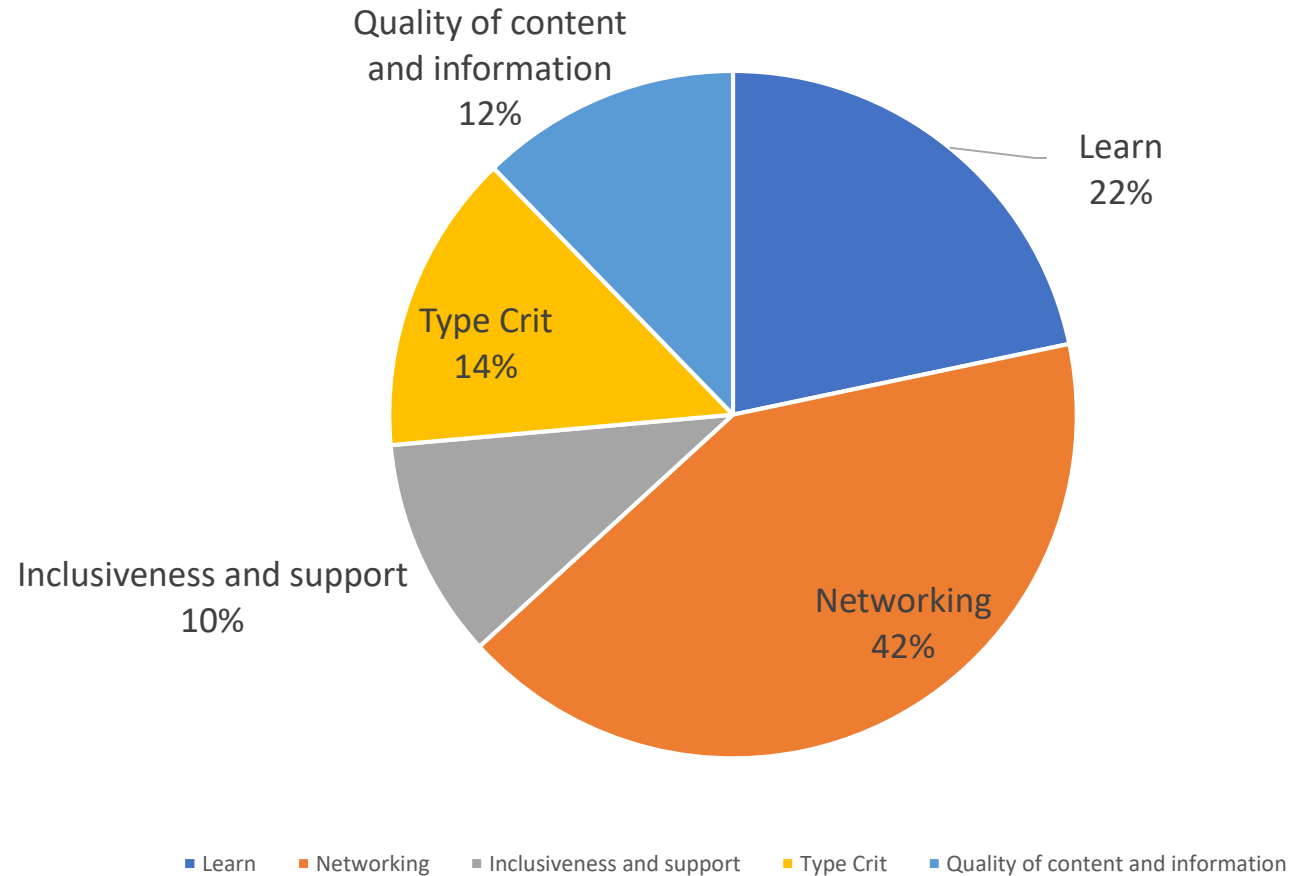
If you only attended ONCE, what has kept you from returning?



If you've attended TWICE or more, what keeps you coming back?

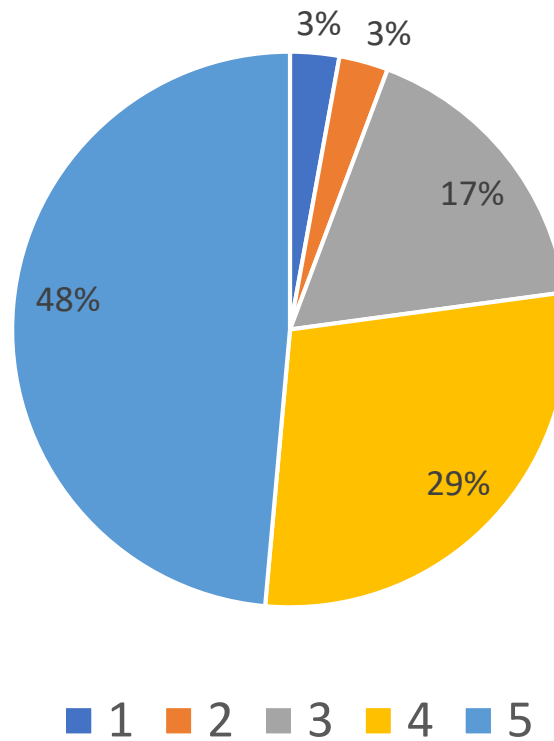


What is the primary benefit you have received from TypeThursday?



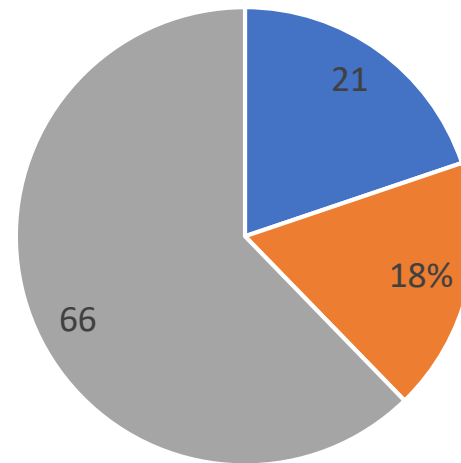
How disappointed would you be if TypeThursday ceased to exist tomorrow?

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



If TypeThursday no longer existed, would you seek out an alternative?

If TypeThursday no longer existed, would you seek out an alternative?



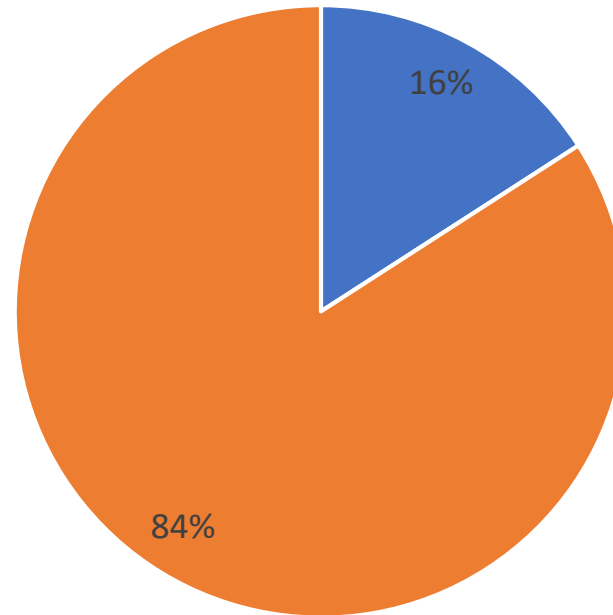
- No; I like TypeThursday but it wouldn't be essential for me to replace it.
- No; TypeThursday is unique. There is no replacement.
- Yes, I would seek out an alternative organization to take TypeThursday's place.

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?

Have you recommended TypeThursday to anyone else?



■ No ■

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