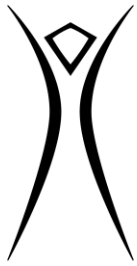


# 2015 Black Rock City Census Annual Report





# Weighting the Census





# What is the Census?

The Census is a collaborative research project that started in 2002.

Although the BRC Census is technically a survey and not a real census (where everyone in a population was sampled), we aspire to be a true census where everyone voluntarily participates.

Until that day, we will continue to provide the most complete picture possible of the highly diverse population of Black Rock City.





# Method and Weighting Procedures

A research ethics committee (@ Denver University) approved the project. Respondent confidentiality is protected.

This is the 5th consecutive year when results were weighted to correct for non-response biases, making the results the most reliable estimates concerning the BRC population.

Unbiased reference: random sample of cars at the gate during ingress, asking nine sociodemographic questions of each sampled Burner who accepted.

The weighting procedure corrects biases due to self-selection in the after-event, online survey. (i.e., Burners who decided to fill out the Census might be different from those who chose not to fill it out).

Thus, the results were weighted according to this random sampling, improving the collective accuracy of the data.





# Census Results

These results are the most reliable estimates that we have of the Black Rock City population. The “real” population values could be slightly different from the presented values due to measurement error.

Confidence intervals were not included in the graphs. However, these confidence intervals are very small due to the sheer number of survey participants.

More precisely, the margin of error for most of the estimated proportions is roughly 1% or less, 19 times out of 20. In other words, you can safely estimate that the 95% confidence interval of most proportions presented herein equals more or less the stated value +/-1%.

For more results, visit us on the playa (near Center Camp) and follow the Census Lab's blog at <http://journal.burningman.org/census>



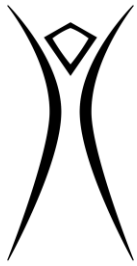


# Variables Used to Weight the Census

Variables used to weight the 2015 Census:

- Day of arrival
- Gender
- Age
- Virgin Burner or not
- US Resident or not
- English as a first language or not
- US Party Affiliation (if eligible to vote in the US)
- Voting behavior





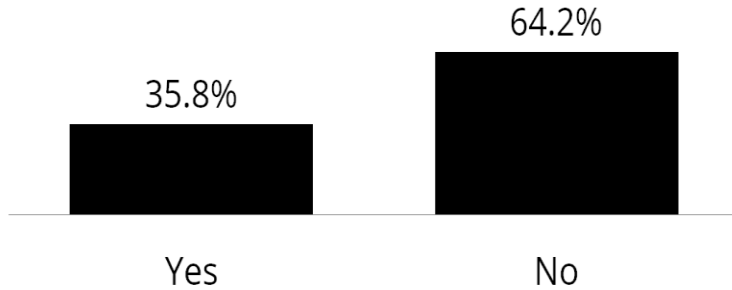
# Sociodemographic Characteristics



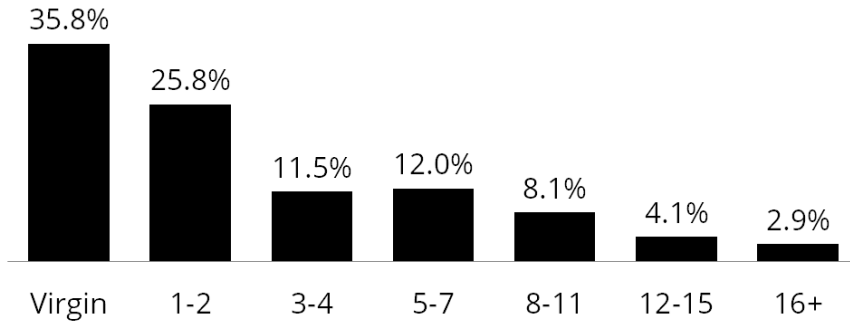


# Prior Burning Man Experience

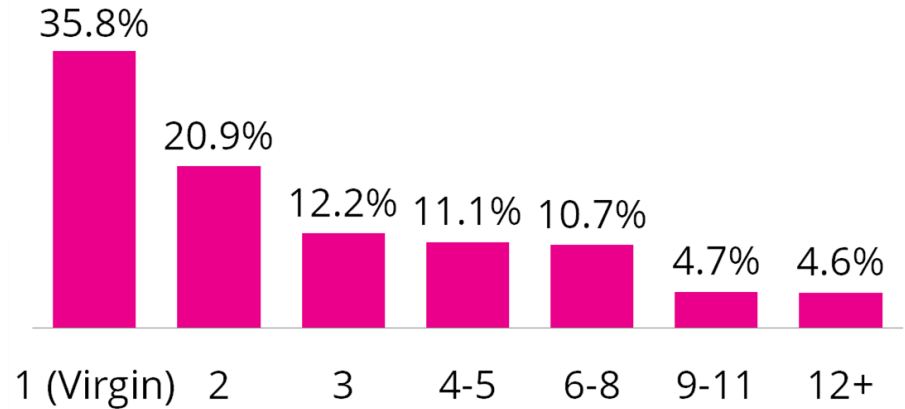
VIRGIN?



NUMBER OF YEARS SINCE FIRST BURN



NUMBER OF BURNS (INCLUDING 2015)

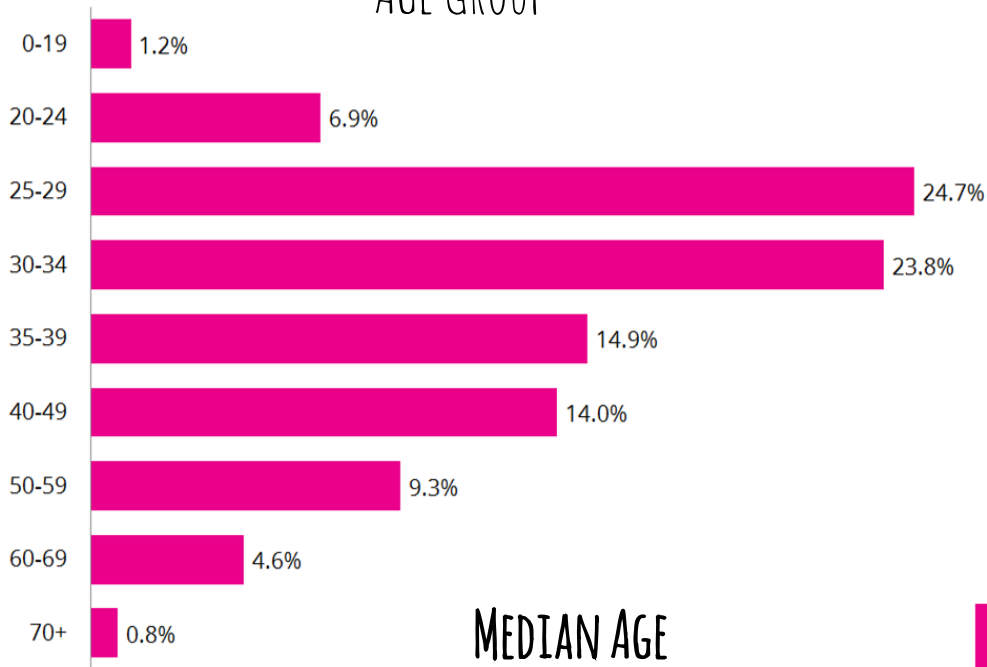






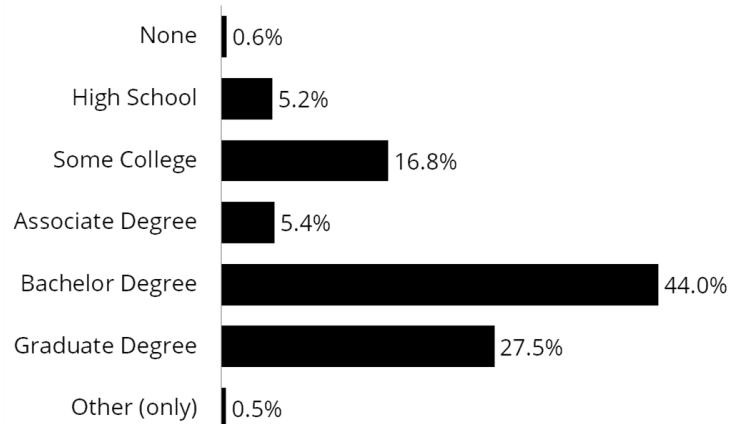
# Age and Education

## AGE GROUP

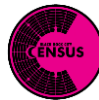
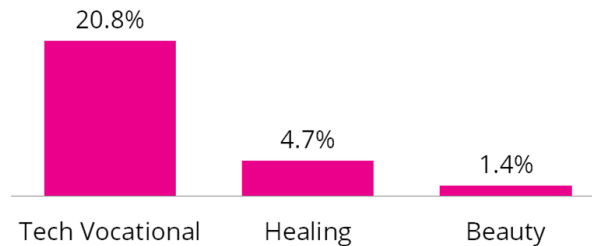


MEDIAN AGE  
GROUP: 30-34

## EDUCATION



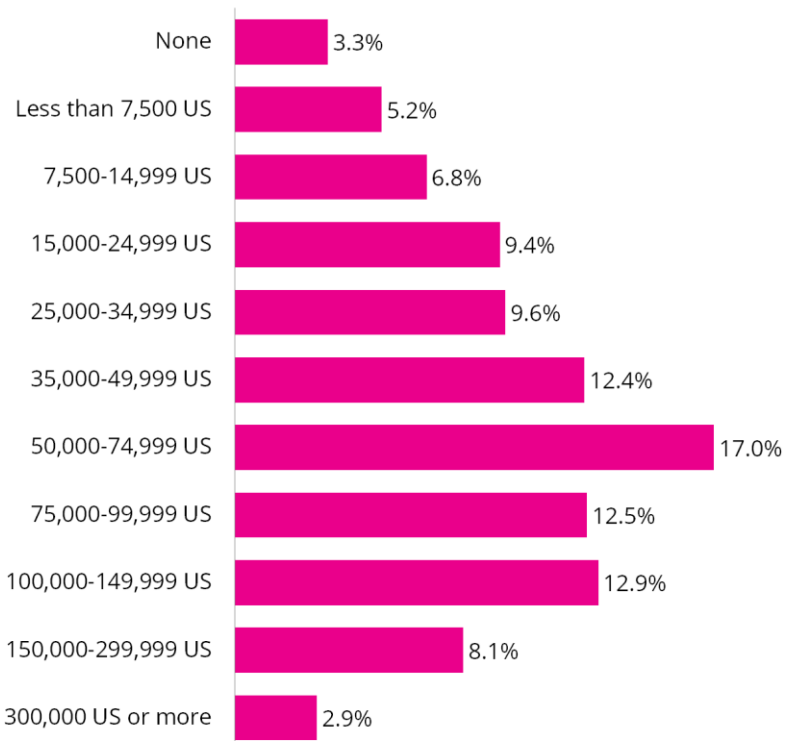
## OTHER CERTIFICATIONS



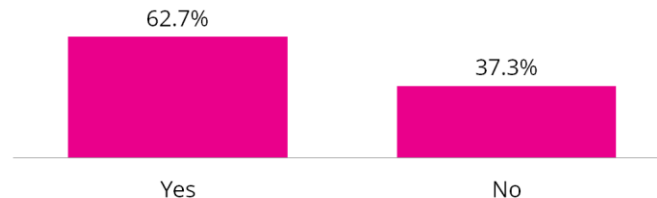


# Personal and Household Income

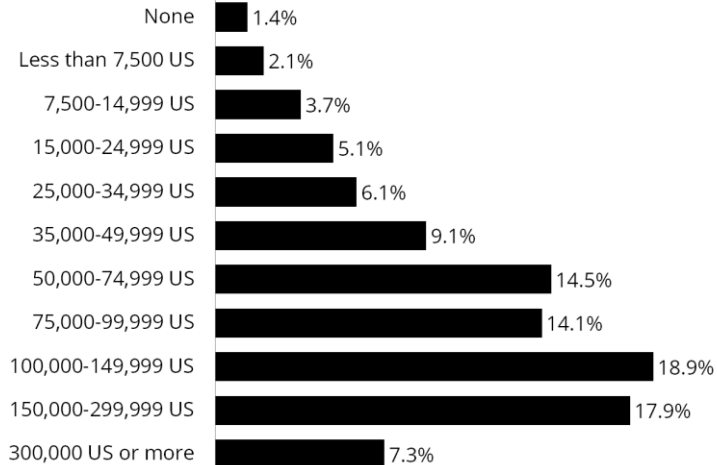
## PERSONAL INCOME



## HOUSEHOLD INCLUDES OTHERS?



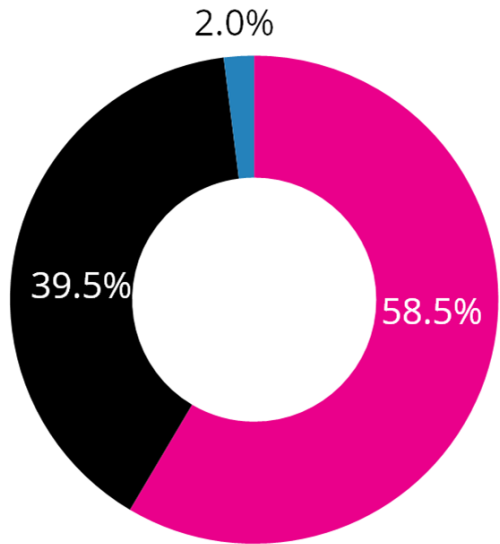
## HOUSEHOLD INCOME





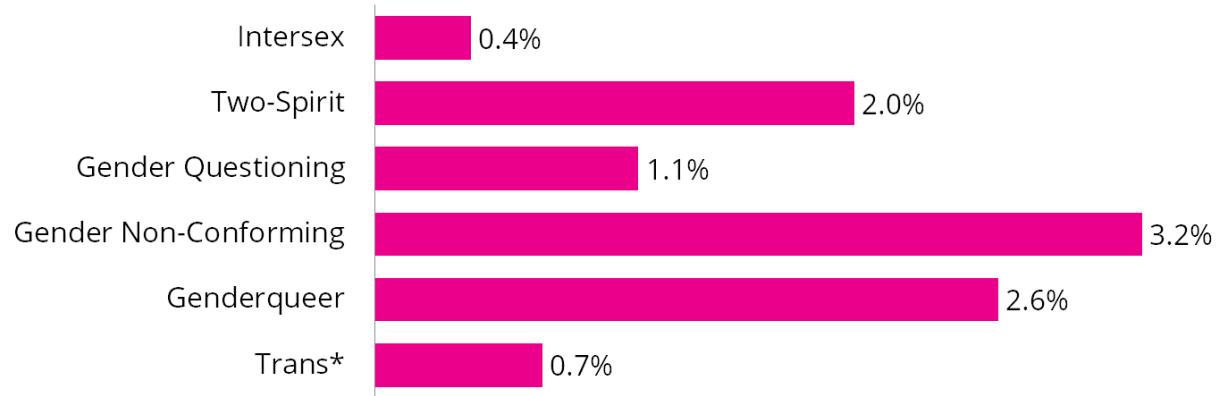
# Sex and Gender

## CURRENT GENDER



■ Male ■ Female ■ Fluid

## DO YOU CONSIDER YOURSELF TO BE... (RESPONDENTS CHECKED ALL THAT APPLIED)



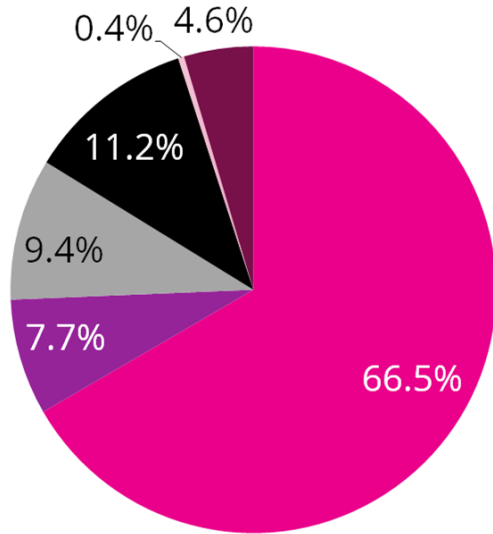
\* Trans\*person (e.g., transgender, transsexual)





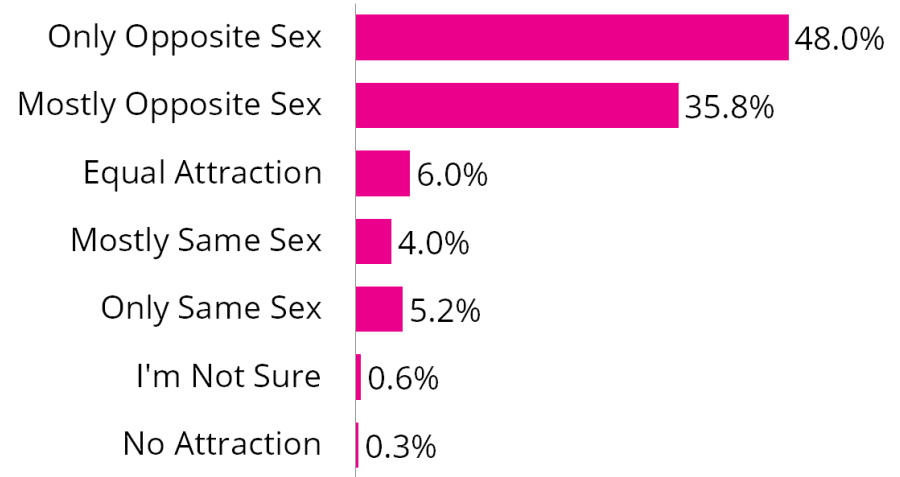
# Sexual Orientation and Attraction

## SEXUAL ORIENTATION



■ Heterosexual   ■ Gay or Lesbian   ■ Bisexual  
■ Bicurious   ■ Asexual   ■ Refuses Labels

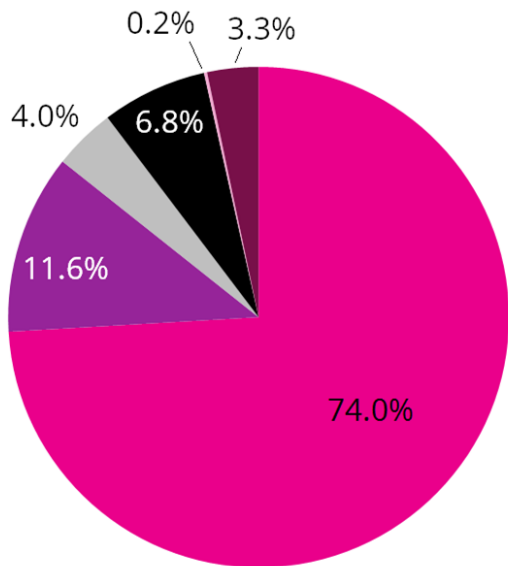
## WHAT BEST DESCRIBES YOUR FEELINGS OF SEXUAL ATTRACTION?



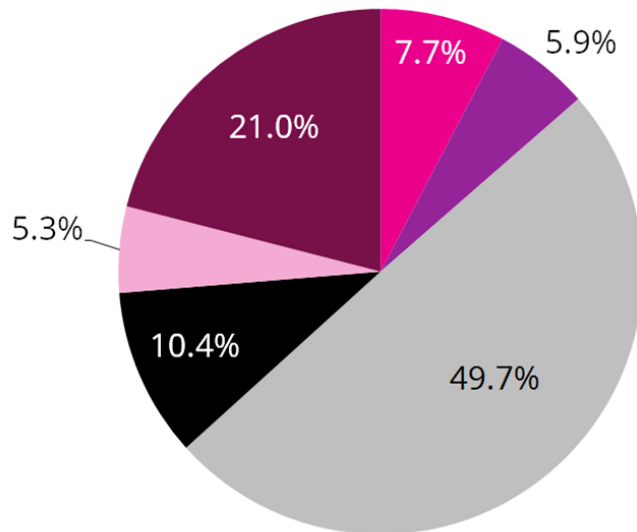


# Sexual Orientation by Gender

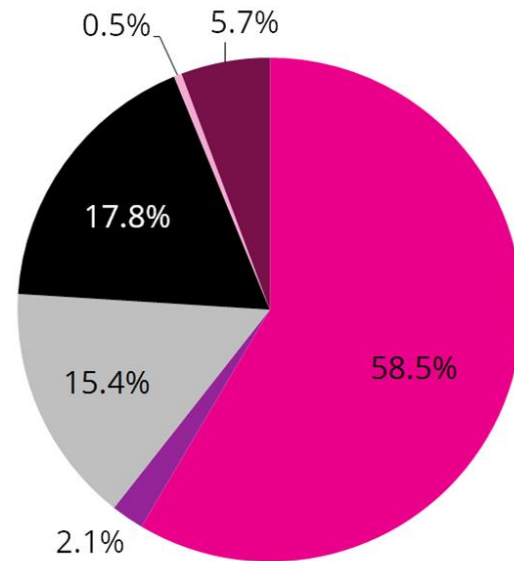
## MALE RESPONDENTS



## RESPONDENTS WHO SELECTED FLUID/BOTH/NEITHER



## FEMALE RESPONDENTS



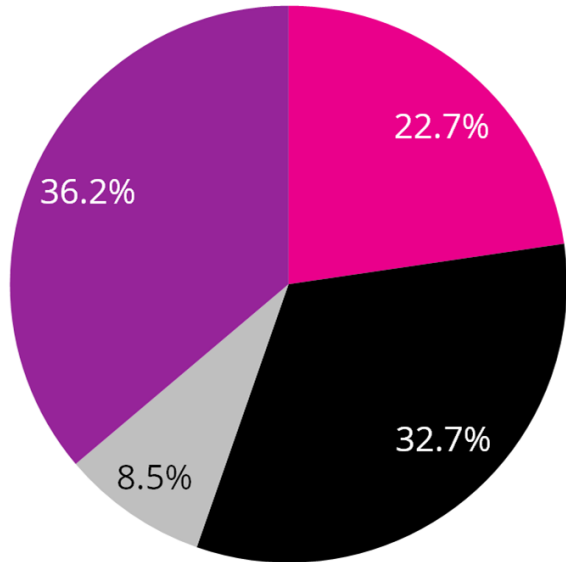
- Heterosexual
- Gay or Lesbian
- Bisexual
- Bicurious
- Asexual
- Refuses Labels





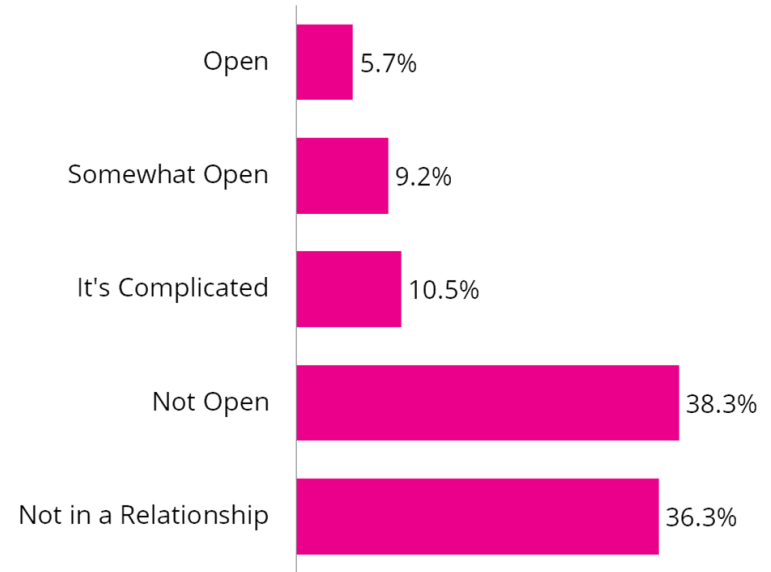
# Relationship or Marital Status

IN THE DEFAULT WORLD, DO YOU SHARE YOUR LIFE WITH A PARTNER?



■ Yes, Married ■ Yes, Not Married ■ It's Complicated ■ No

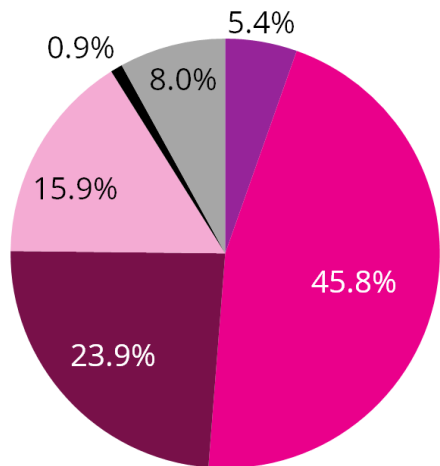
WOULD YOU DESCRIBE YOUR RELATIONSHIP AS AN OPEN RELATIONSHIP?





# Religion and Spirituality

## SELF-DESCRIBED SPIRITUALITY

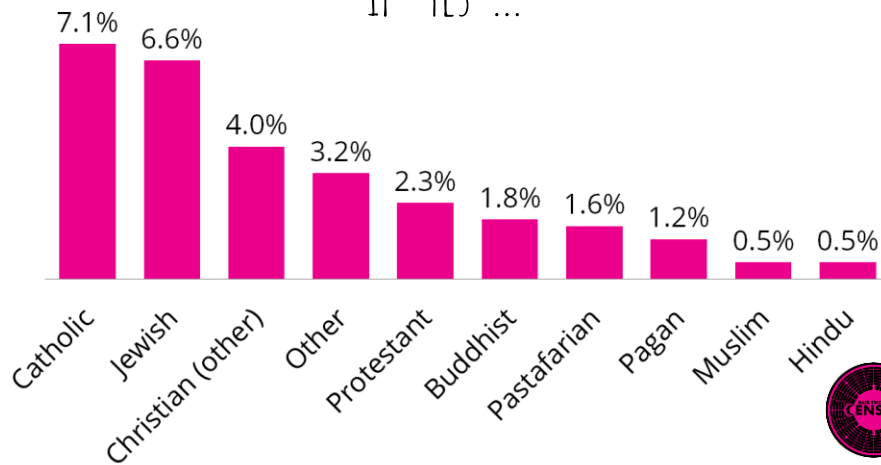


- Religious
- Atheist
- Deist
- Spiritual, not Religious
- Agnostic
- I Don't Know

## DO YOU BELONG TO A RELIGION OR RELIGIOUS DENOMINATION?

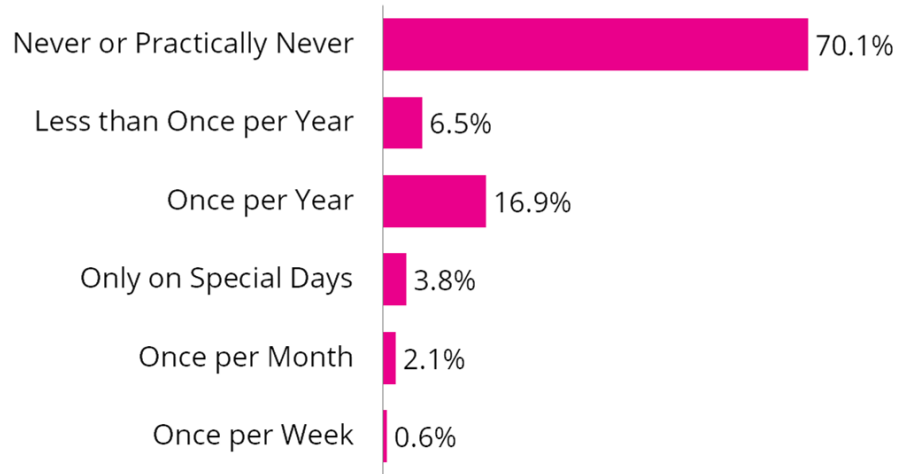


## IF "YES"...



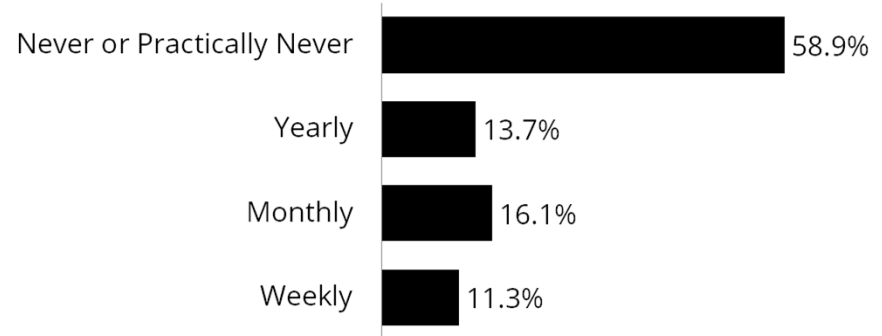
# Religion and Spirituality

## HOW OFTEN DO YOU ATTEND RELIGIOUS SERVICES OR PRACTICE GROUP RITUALS\*?



\*Apart from weddings and funerals

## HOW OFTEN DO YOU ENGAGE IN PRACTICES\* FOR SPIRITUAL OR RELIGIOUS PURPOSES?



\*Such as prayer, meditation, or contemplation

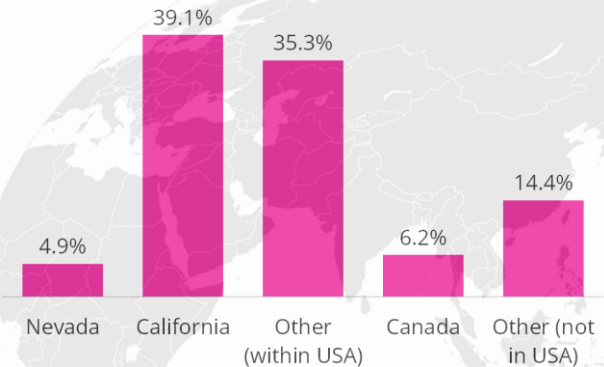




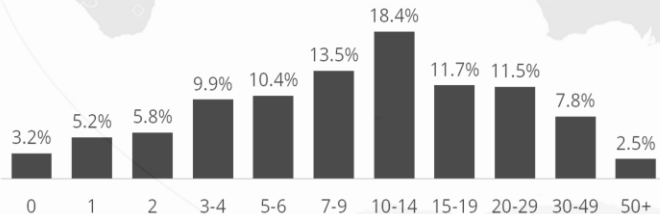


# Current Place of Residence

## COMMON PLACES OF RESIDENCE

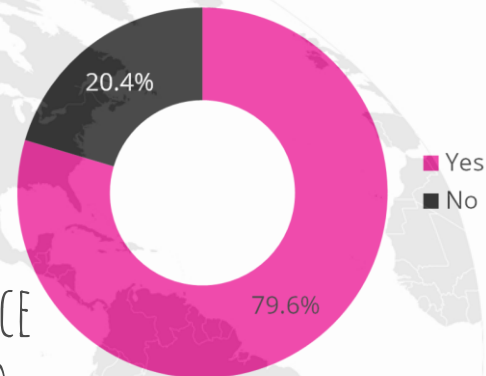


## COUNTRIES VISITED\*

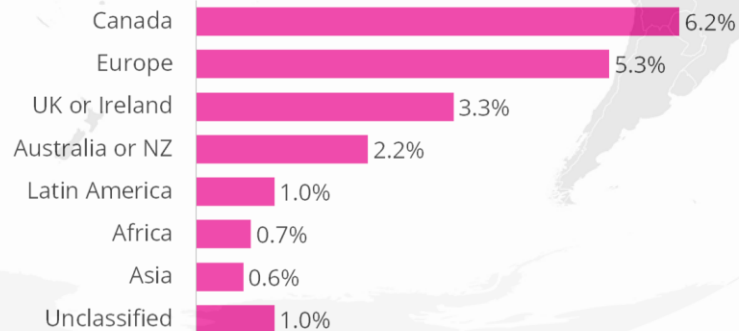


\*Not including country of current residence

## US RESIDENT?

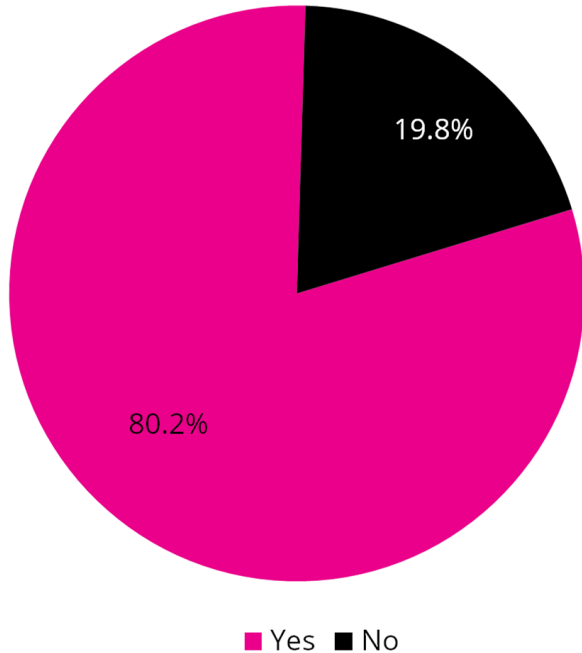


## REGION OF RESIDENCE (IF OUTSIDE OF US)

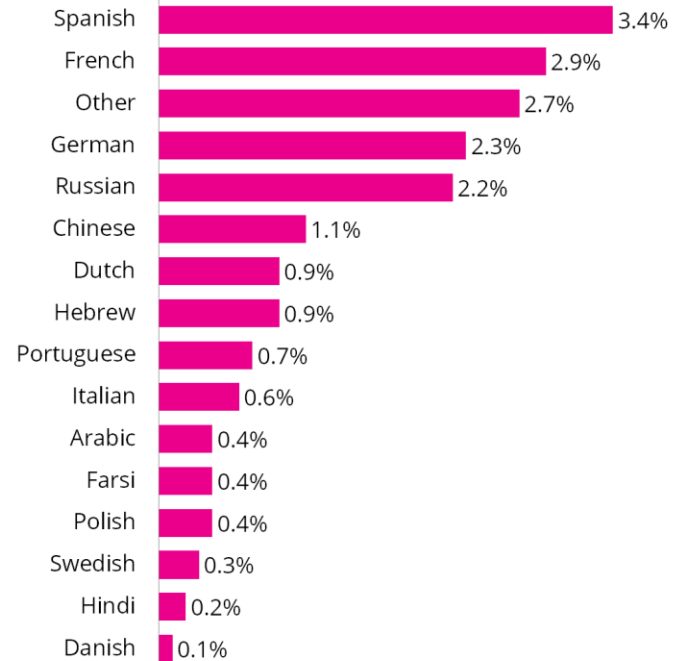


# First Language Learned

## ENGLISH AS A FIRST LANGUAGE?

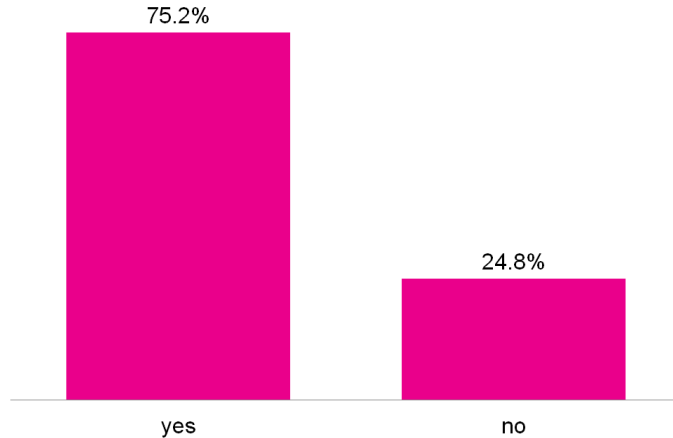


## FIRST LANGUAGE (IF NOT ENGLISH)

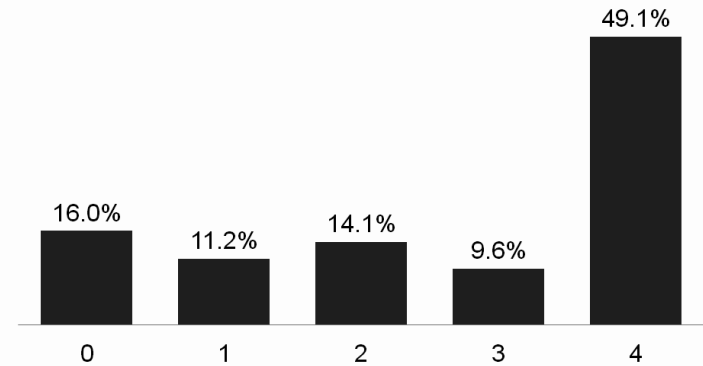


# Election Participation

ELIGIBLE TO VOTE IN THE UNITED STATES?



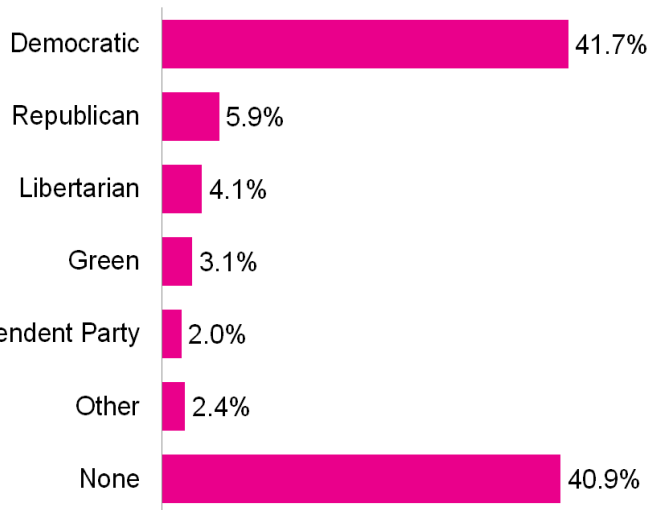
HOW MANY FEDERAL ELECTIONS HAVE YOU VOTED IN SINCE 2008?



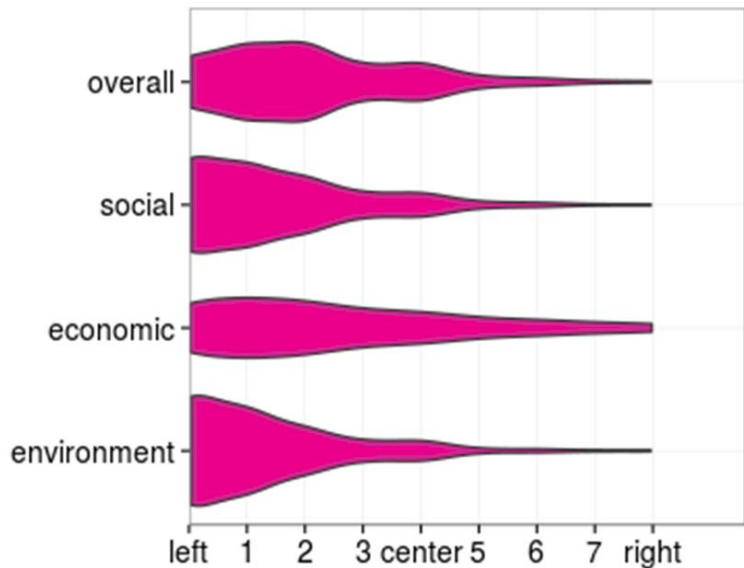


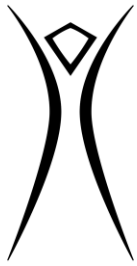
# Political Spectrum in BRC

## POLITICAL PARTY



## LIBERAL/CONSERVATIVE LEANINGS



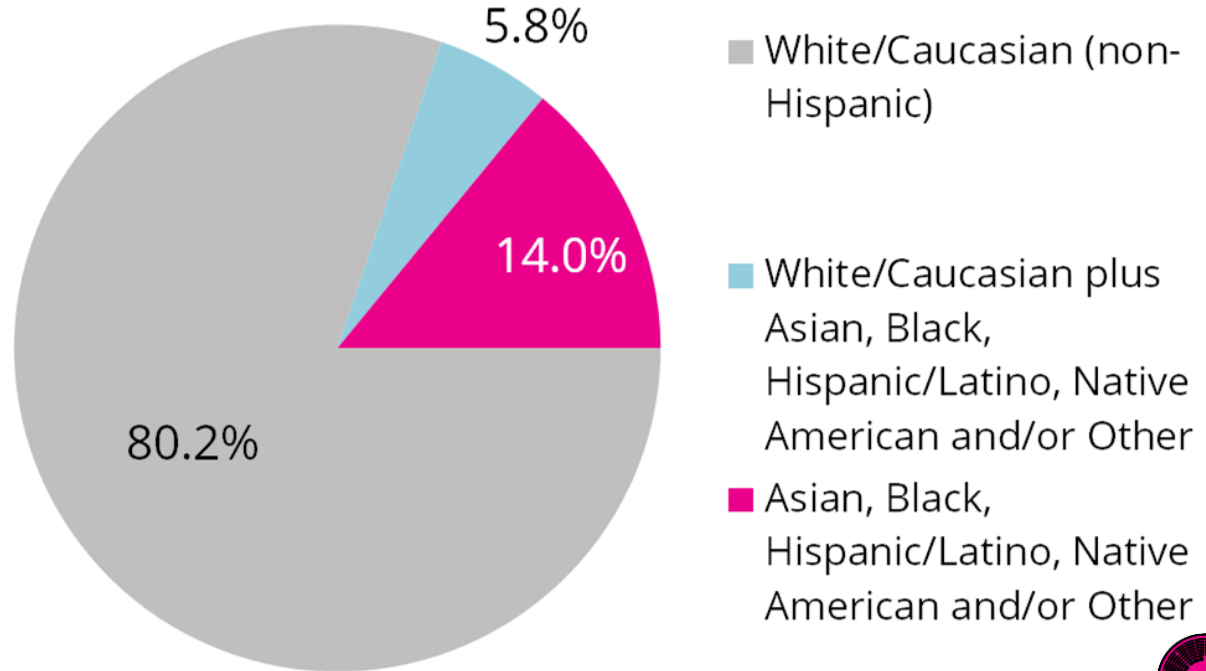


# Ethnoracial Characteristics

# Ethnoracial Composition

## ETHNORACIAL DIVERSITY IN BRC IN 2015

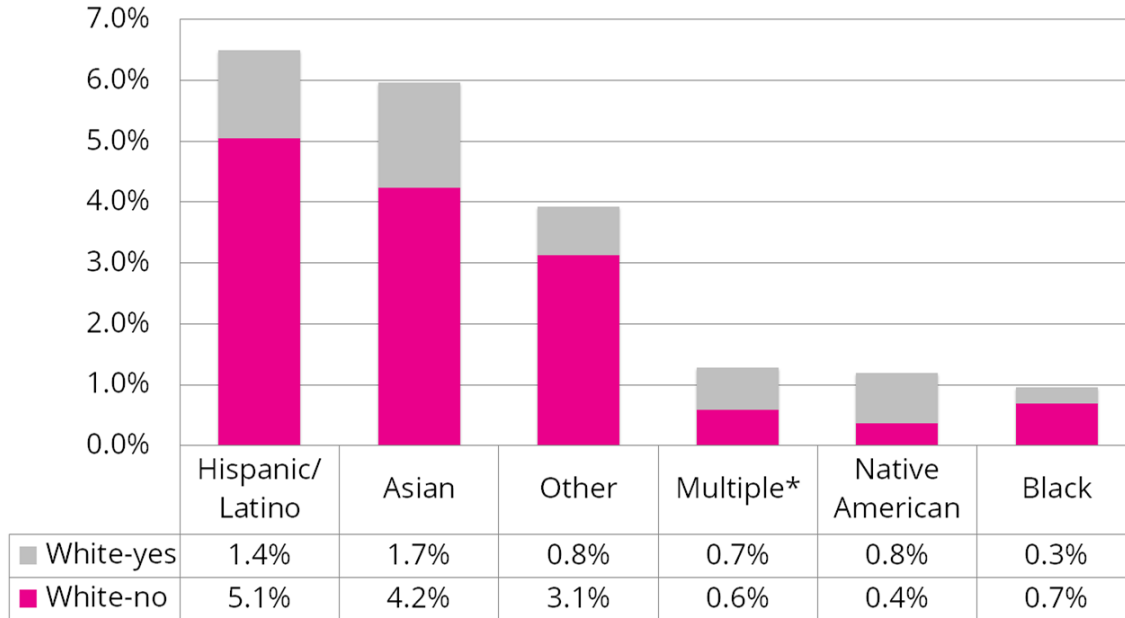
**Which category best describes your ethnoracial background?**  
Respondents checked one or more boxes that applied.





# Ethnoracial Composition

## PROPORTION OF HISPANIC/LATINO, ASIAN, NATIVE AMERICAN, AND BLACK RESPONDENTS



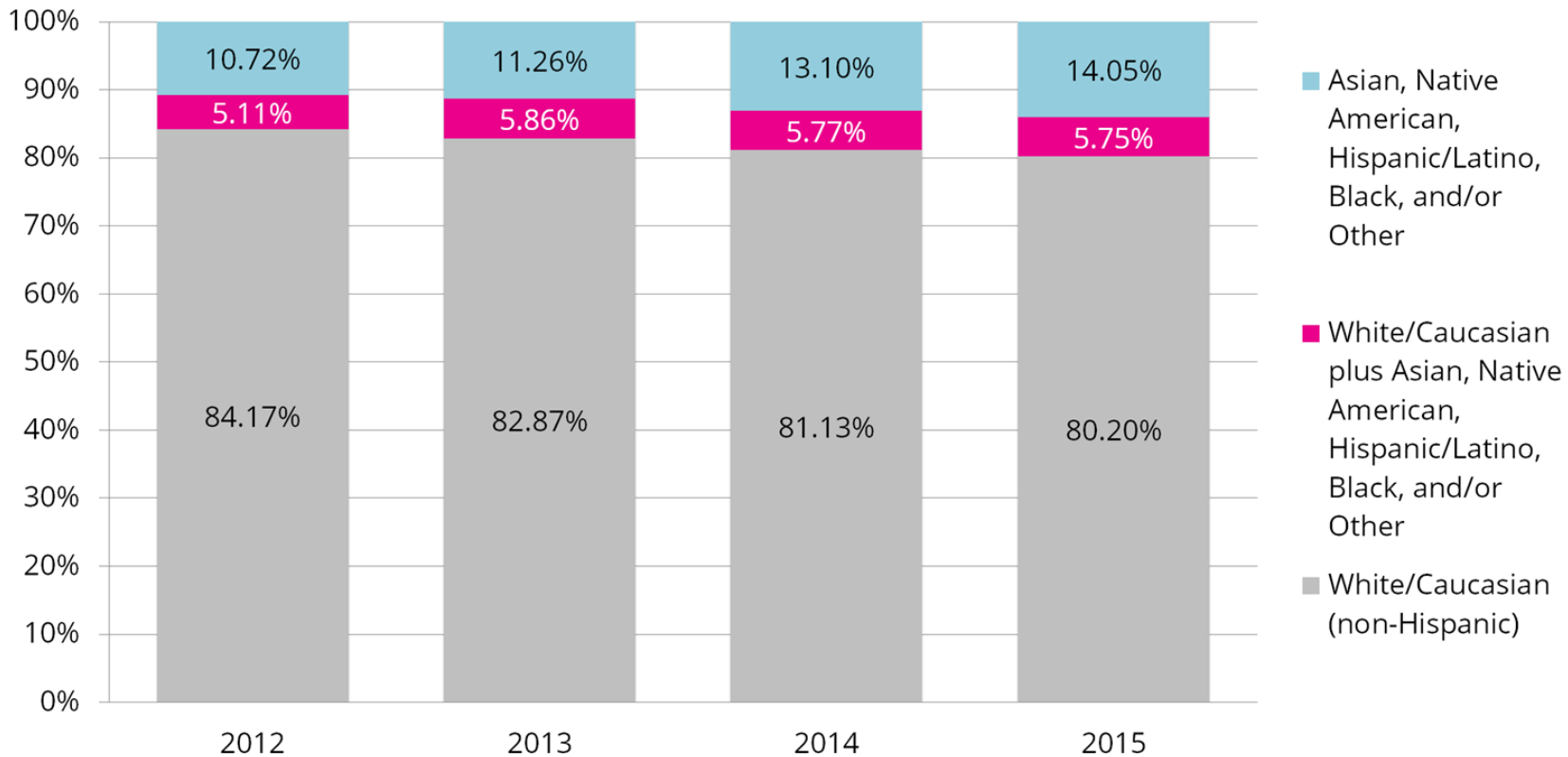
Each percentage point  
in this chart represents  
approximately 700  
BRC citizens.

"White-yes" refers to respondents who selected White/Caucasian (non-Hispanic) in addition to another category. "Multiple\*" refers to respondents who selected two or more categories other than White/Caucasian.



# Population Trends

## BRC POPULATION PROPORTIONS FROM 2012-2015

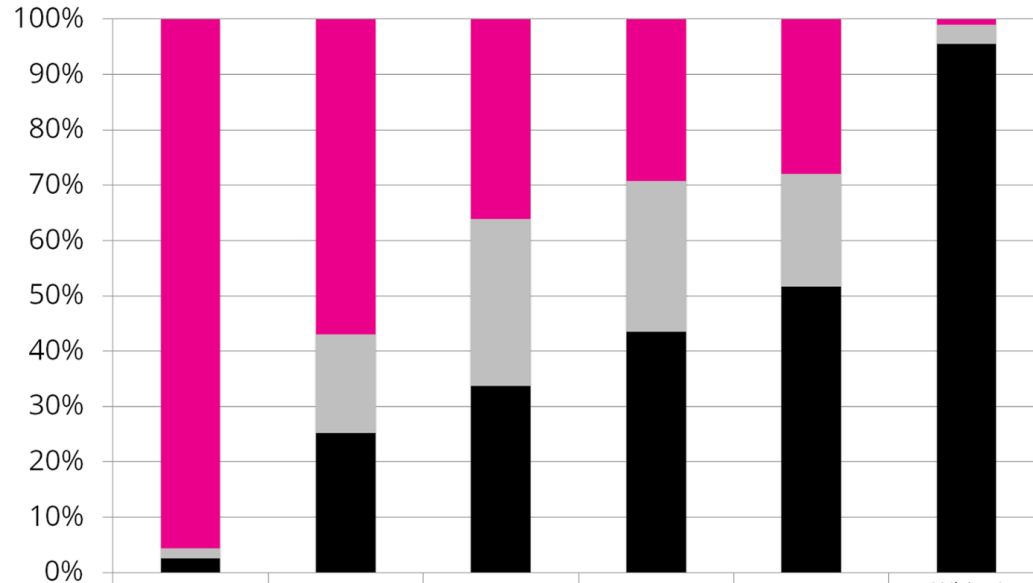






# Self-Identity as a Person of Color

DO YOU CONSIDER YOURSELF TO BE A PERSON OF COLOR? (RESPONDENTS SELECTING A SINGLE ETHNICITY)



	Black	Asian	Native American	Other	Hispanic/Latino	White/Caucasian (non-Hispanic)
Yes	0.7%	2.4%	0.1%	0.9%	1.4%	0.8%
Sometimes	< 0.1%	0.8%	0.1%	0.9%	1.0%	2.8%
No	< 0.1%	1.1%	0.1%	1.4%	2.6%	76.6%

These respondents selected a single race/ethnicity. Together they total 93.7% of the BRC population.

Each column shows the **proportion within each group** that answered “yes,” “sometimes,” or “no.”

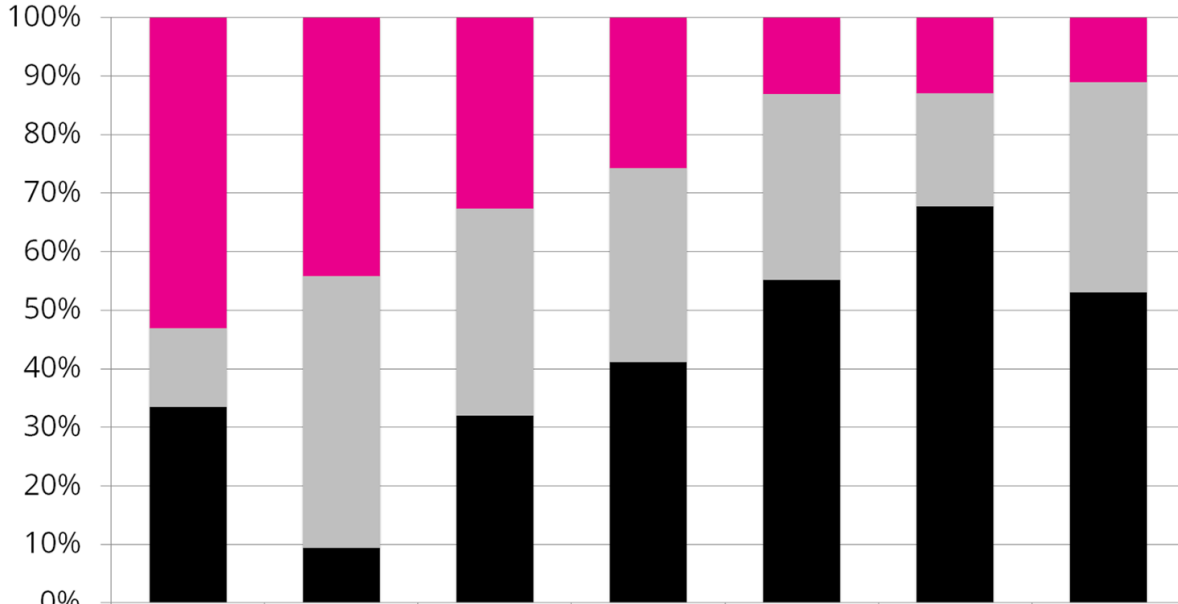
The numbers below each column specify the **proportion of the total population** that answered each way.





# Self-Identity as a Person of Color

## DO YOU CONSIDER YOURSELF TO BE A PERSON OF COLOR? (RESPONDENTS SELECTING MORE THAN ONE ETHNICITY)



These respondents selected more than one race/ethnicity. Together they total 6.3% of the BRC population.

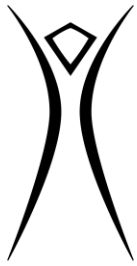
Each column shows the **proportion within each group** that answered “yes,” “sometimes,” or “no.”

The numbers below specify the **proportion of the total population** that answered each way.

“Multiple\*” refers to respondents who selected two or more categories not including White/Caucasian.

“Multiple-&-White\*\*” refers to respondents who selected three or more categories including White/Caucasian.





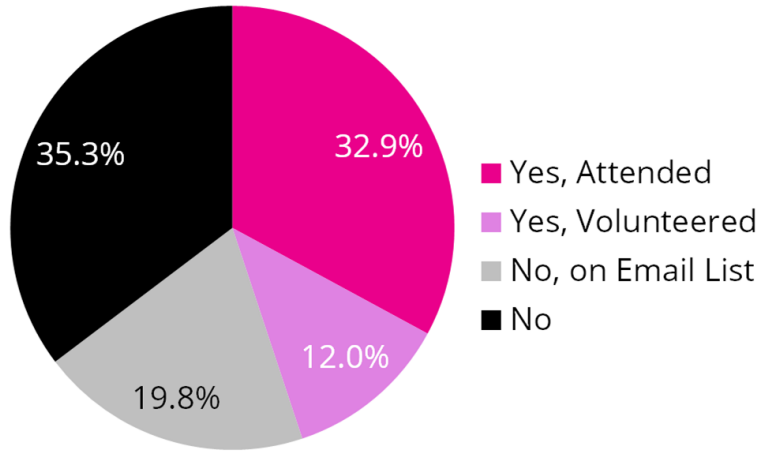
# Burning Man-Related Variables



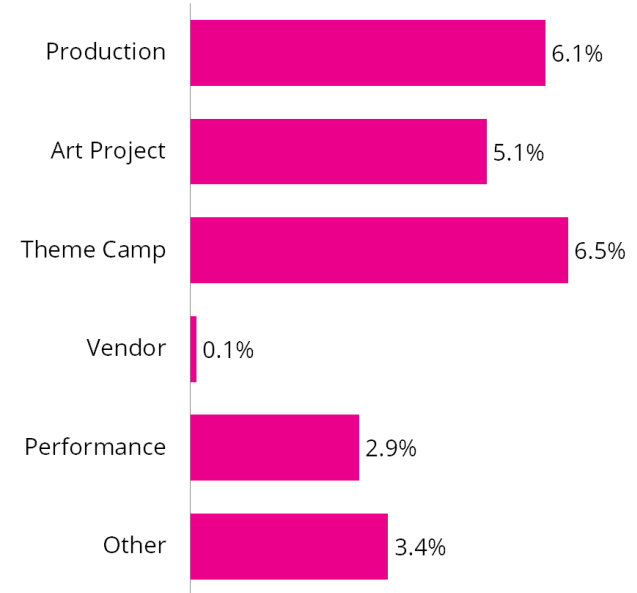


# Regional Involvement

## ATTENDED ANY REGIONAL EVENTS/MIXERS/GATHERINGS?



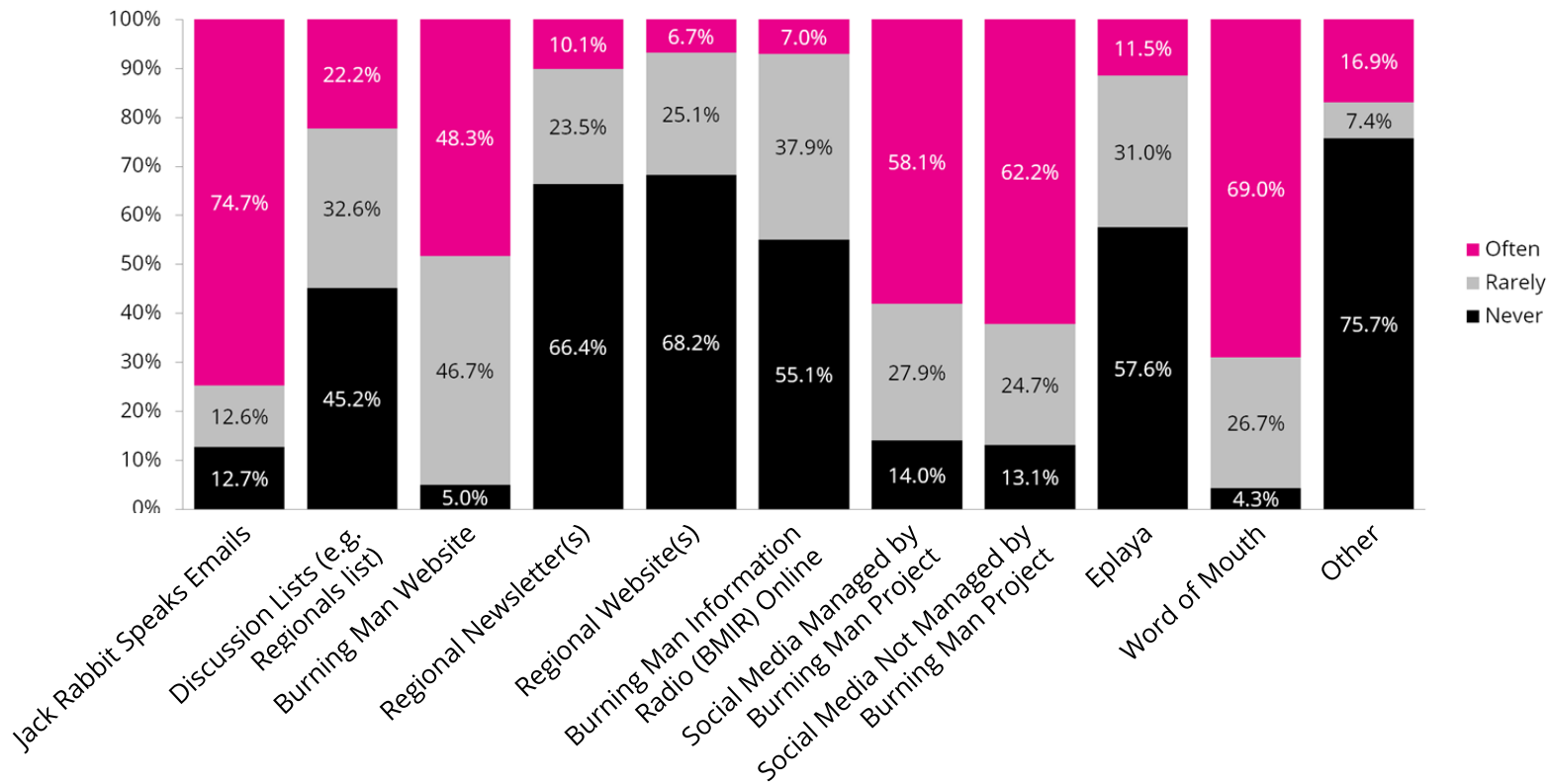
## INVOLVEMENT IN REGIONAL EVENT(S)





# Event Information

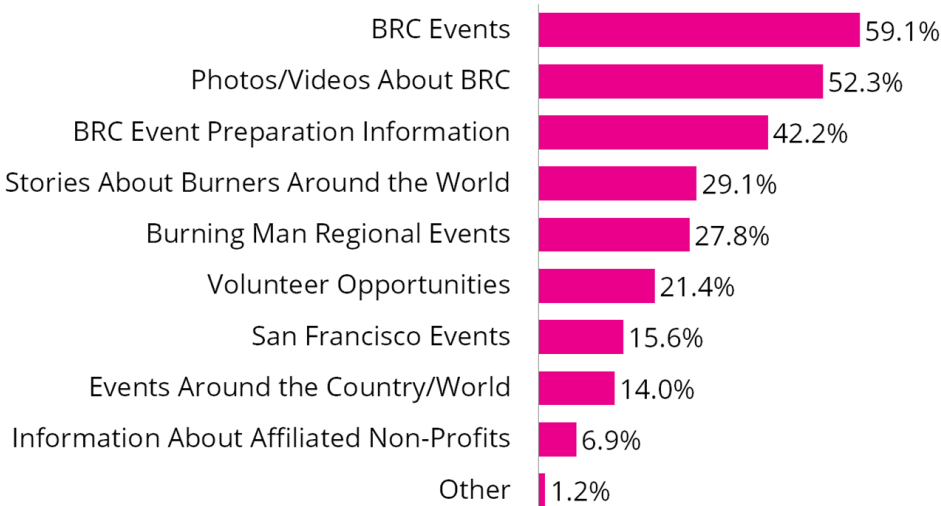
## HOW OFTEN DO YOU USE THE FOLLOWING INFORMATION SOURCES?



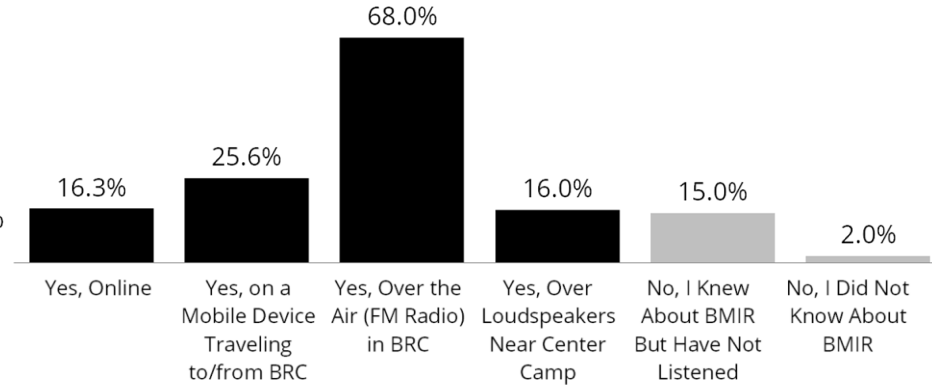


# Event Information

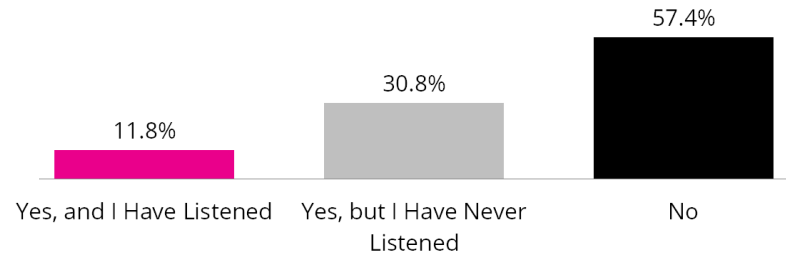
## MOST VALUABLE TYPES OF INFORMATION COMING FROM BURNING MAN (RESPONDENTS SELECTED UP TO 3)



## HAVE YOU LISTENED TO BMIR THIS YEAR?



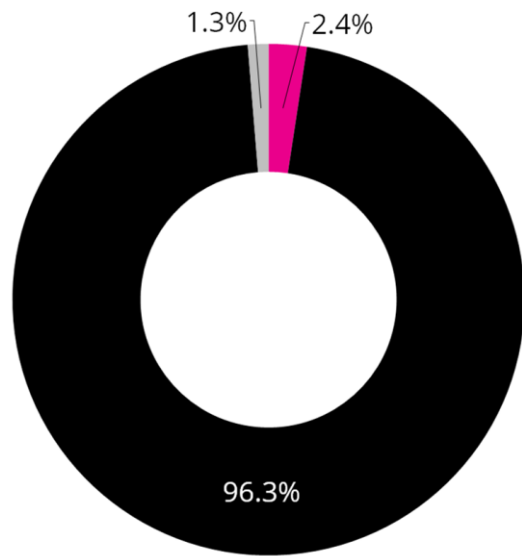
## HAVE YOU HEARD OF GATE RADIO?





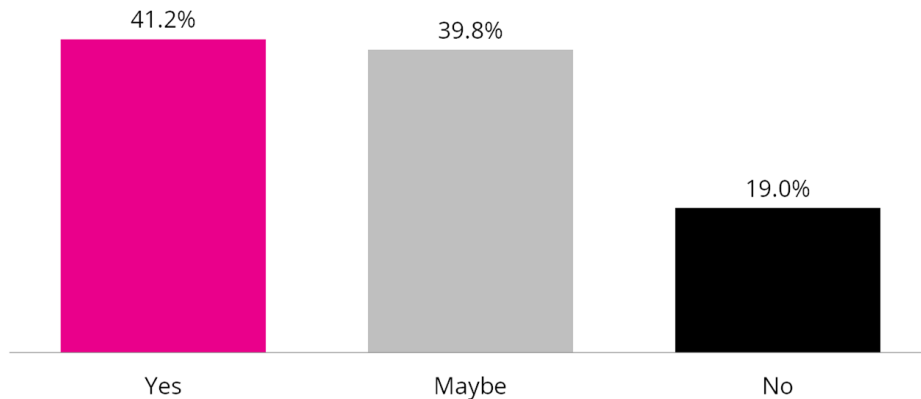
# Global Leadership Conference

HAVE YOU EVER PARTICIPATED IN THE BURNING MAN GLC?



■ Yes ■ No ■ I Don't Know

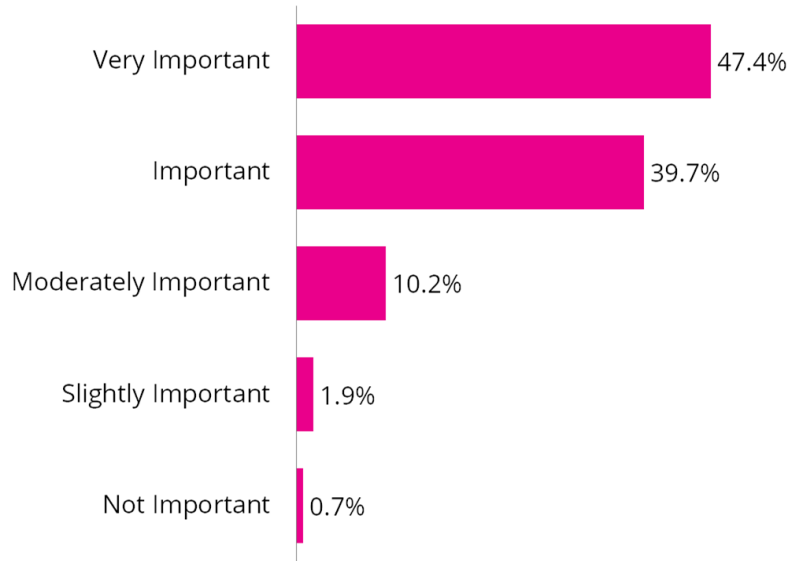
IF BURNING MAN HOSTED A GLC FOR THE PUBLIC, WOULD YOU BE INTERESTED IN PARTICIPATING?



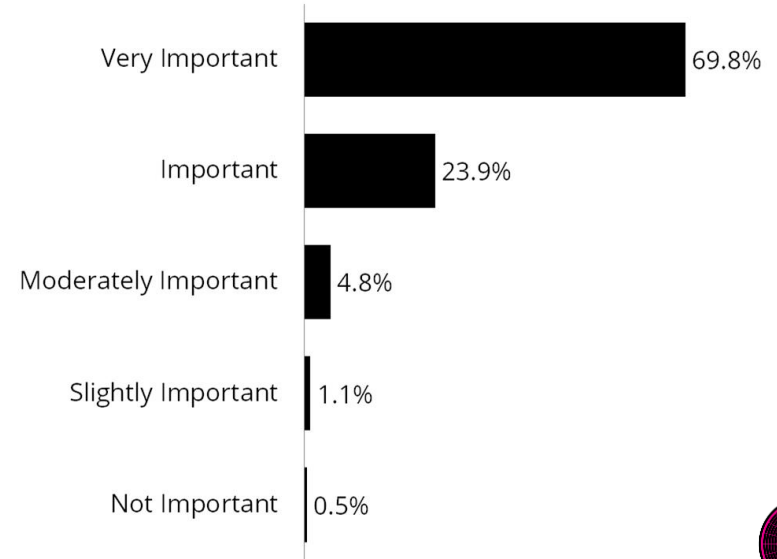


# The Ten Principles

HOW IMPORTANT ARE THE  
TEN PRINCIPLES TO YOU?



HOW ESSENTIAL ARE THE TEN  
PRINCIPLES TO CREATING AN  
AUTHENTIC BURNING MAN EXPERIENCE?



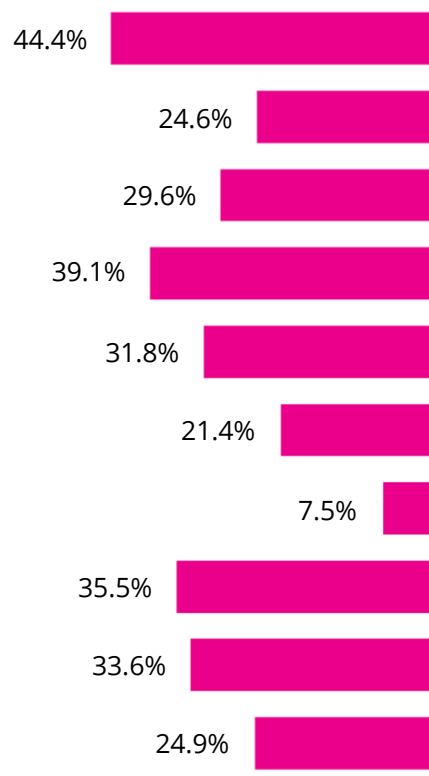




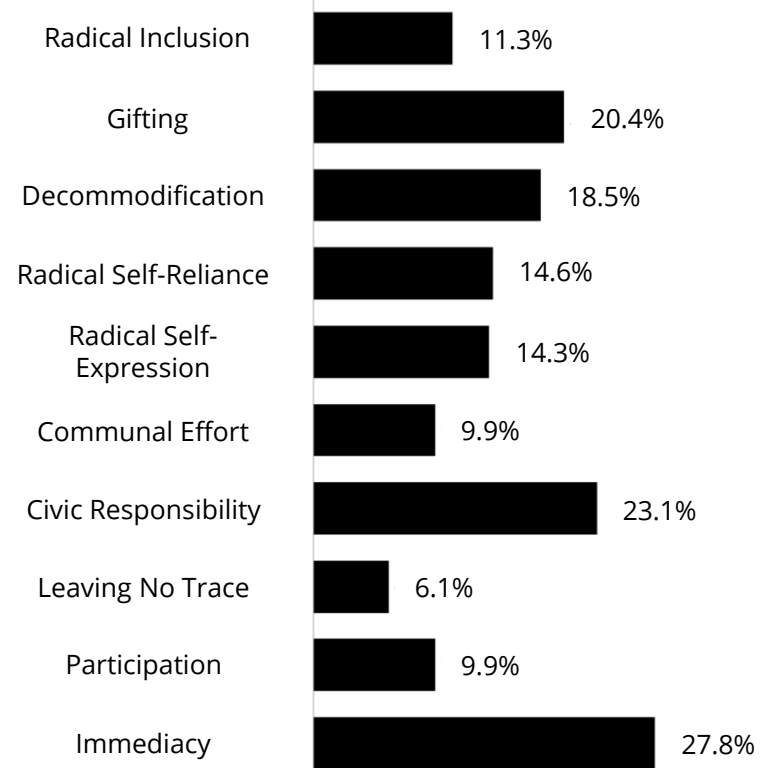
# The Ten Principles

RESPONDENTS WERE ASKED ABOUT WHICH OF THE 10 PRINCIPLES WERE MOST AND LEAST IMPORTANT TO THEM. RESPONDENTS SELECTED UP TO 3 PRINCIPLES AS MOST IMPORTANT, AND UP TO 3 PRINCIPLES AS LEAST IMPORTANT.

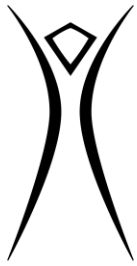
## MOST IMPORTANT



## LEAST IMPORTANT







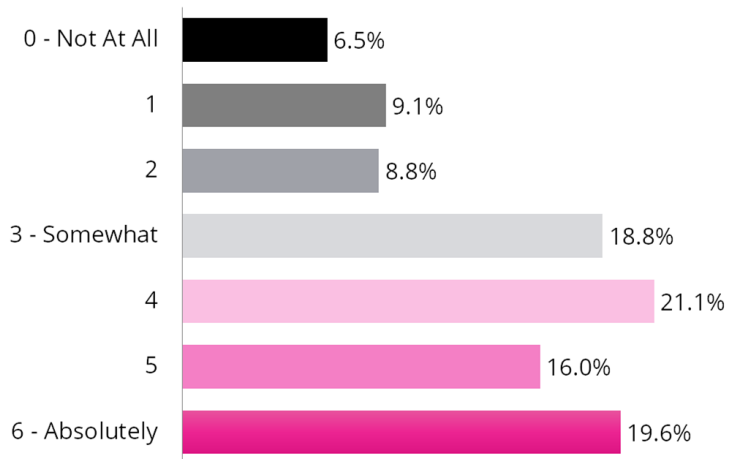
# Life in Black Rock City



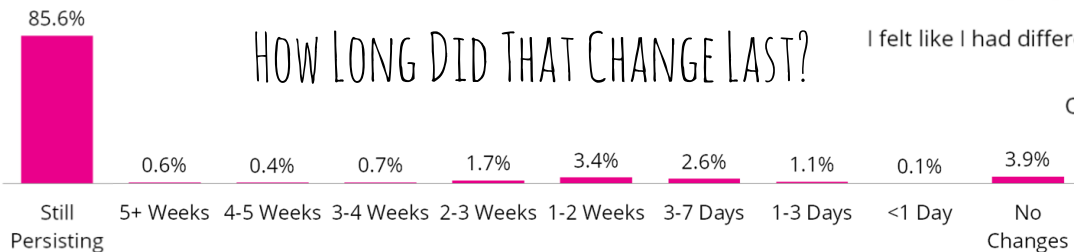


# Transformative Experience

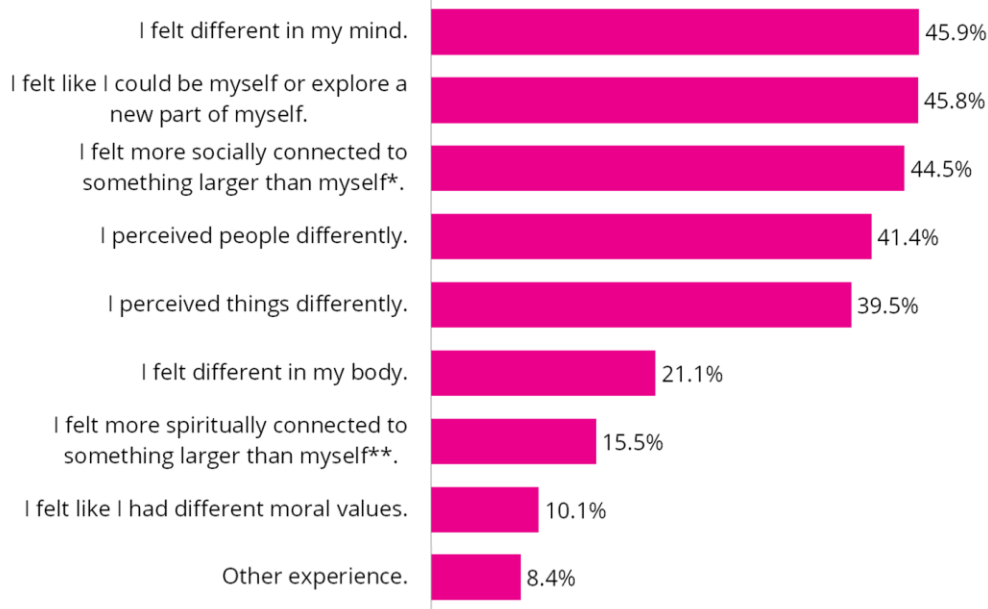
## DID YOU HAVE A TRANSFORMATIVE EXPERIENCE IN BRC THIS YEAR?



## HOW LONG DID THAT CHANGE LAST?



## WHAT TYPE OF TRANSFORMATION DID YOU HAVE IN BRC THIS YEAR? (RESPONDENTS SELECTED ALL THAT APPLIED)



\*e.g. a city, community, culture, history

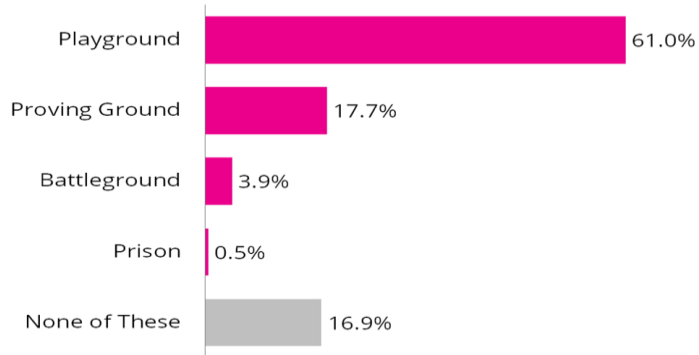
\*\*e.g. a higher power, nature, God



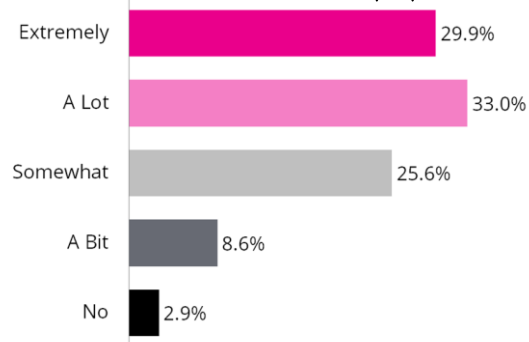


# Burning Man Experience

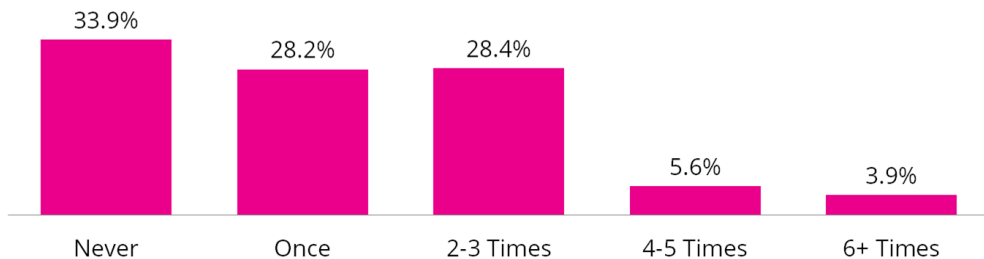
## WHICH METAPHOR BEST DESCRIBES BRC FOR YOU THIS YEAR?



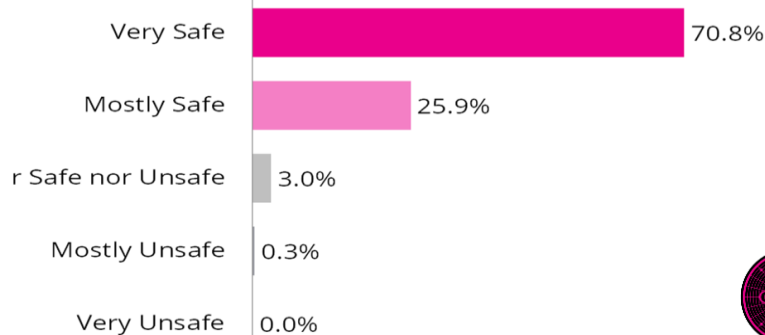
## DO YOU CONSIDER THE BURNER COMMUNITY A FAMILY?



## HOW MANY TIMES DID YOU HANDLE MONEY IN BRC?



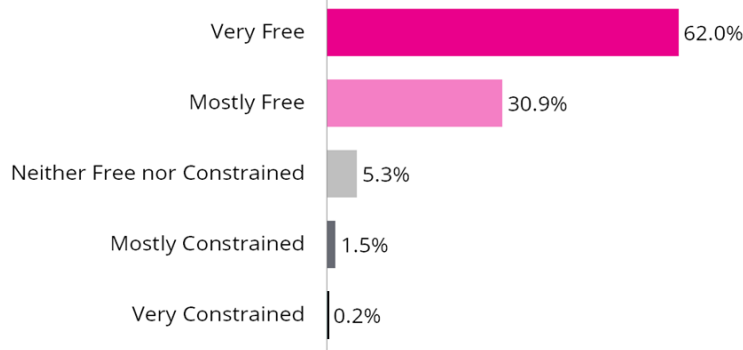
## DID YOU FEEL SAFE IN BRC THIS YEAR?



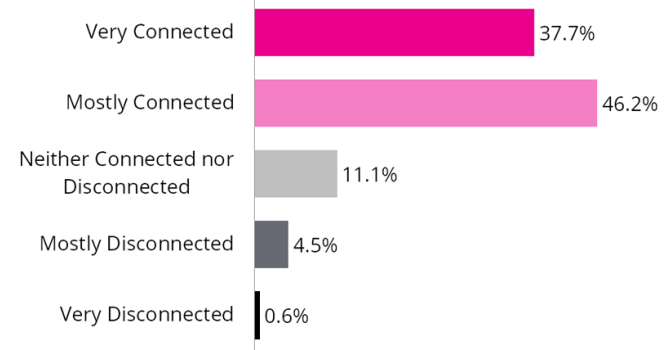


# Burning Man Experience

DID YOU FEEL FREE\* IN BRC THIS YEAR?



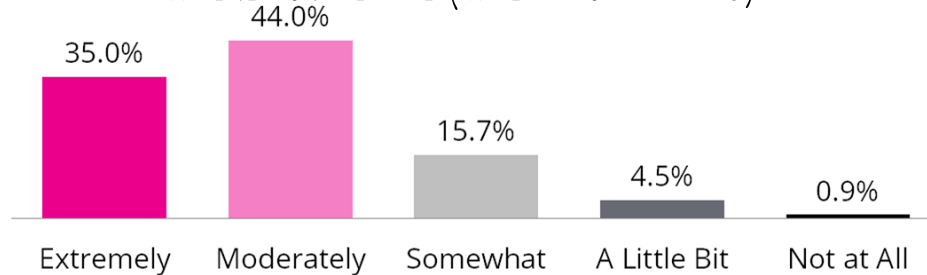
DID YOU FEEL CONNECTED\*\* IN BRC THIS YEAR?



\*to explore, try new things, express yourself, be spontaneous, take risks

\*\*to others around you

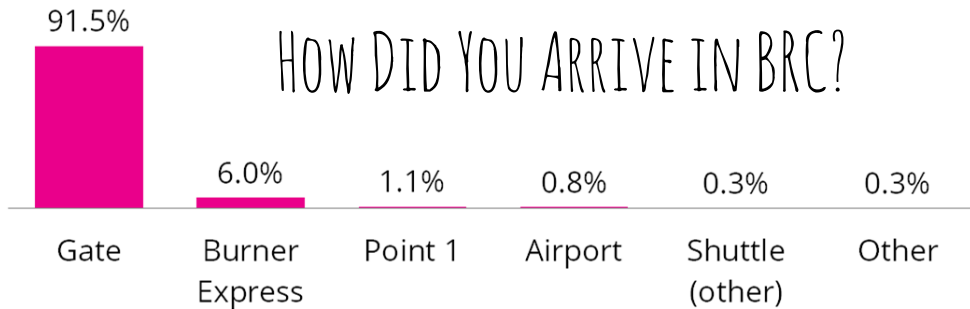
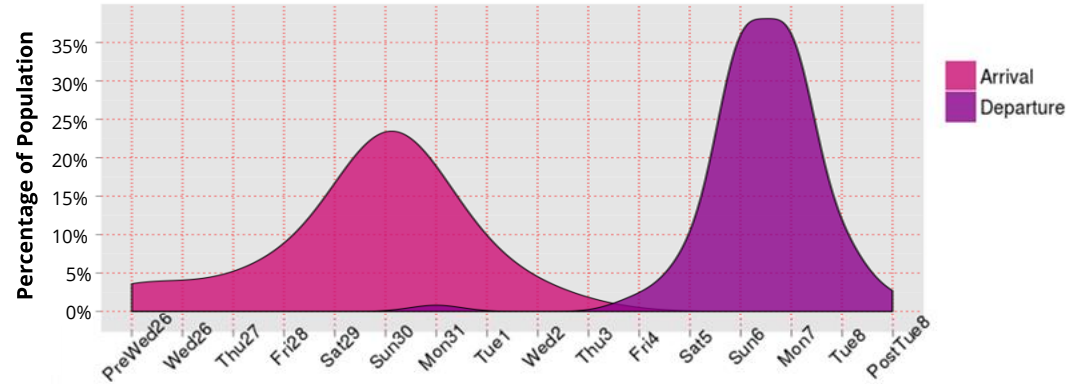
DO YOU FEEL ACCEPTED IN THE SOCIETY  
WHERE YOU RESIDE (WHEN NOT IN BRC)?





# Transportation

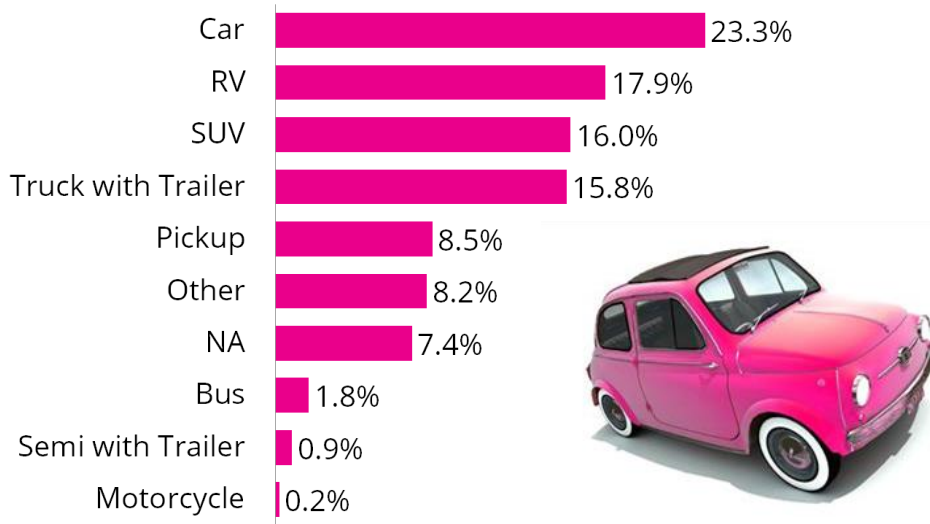
## ARRIVALS AND DEPARTURES



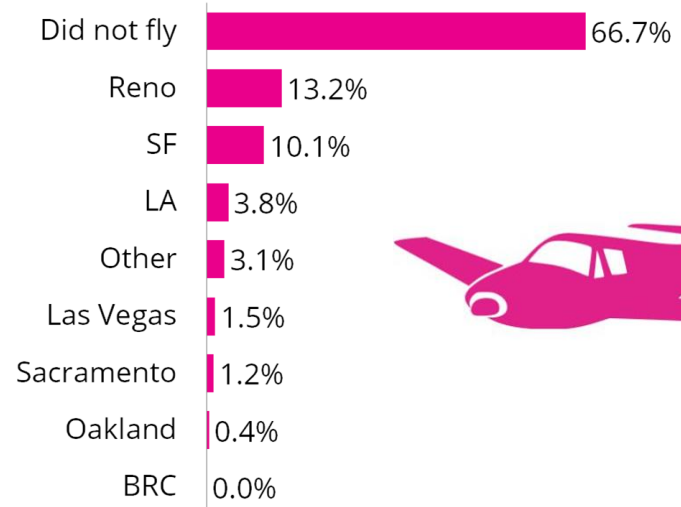


# Transportation

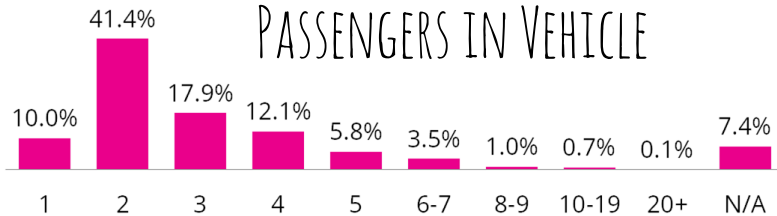
## VEHICLE TYPE



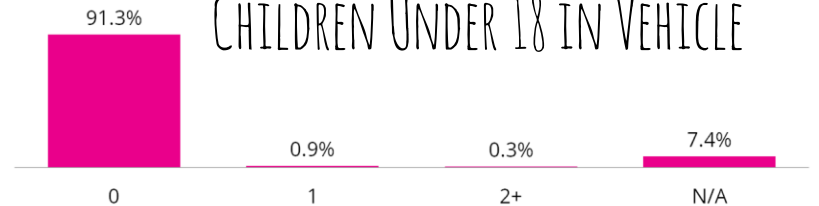
## AIRPORT USED TO GET TO BRC



## PASSENGERS IN VEHICLE



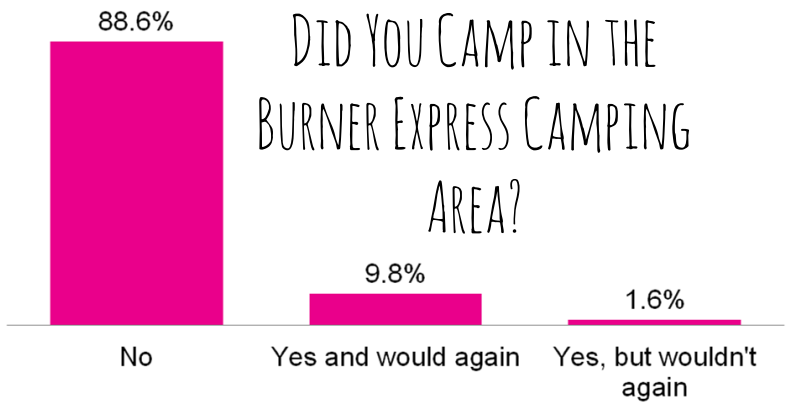
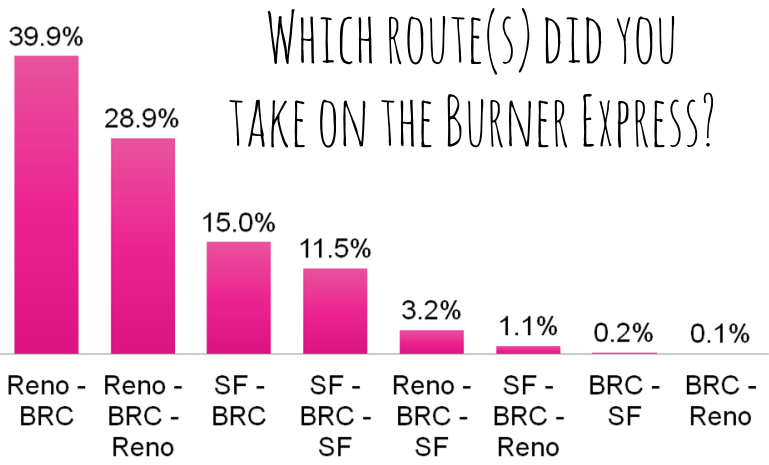
## CHILDREN UNDER 18 IN VEHICLE



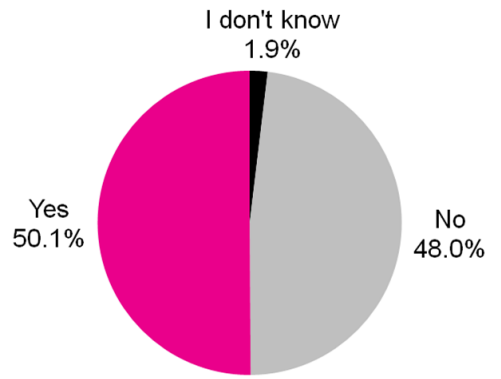




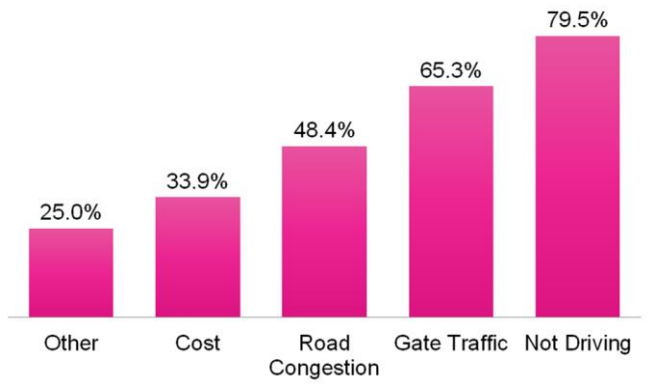
# Burner Express Riders



DID YOU TAKE THE G STREET SATELLITE SHUTTLE?



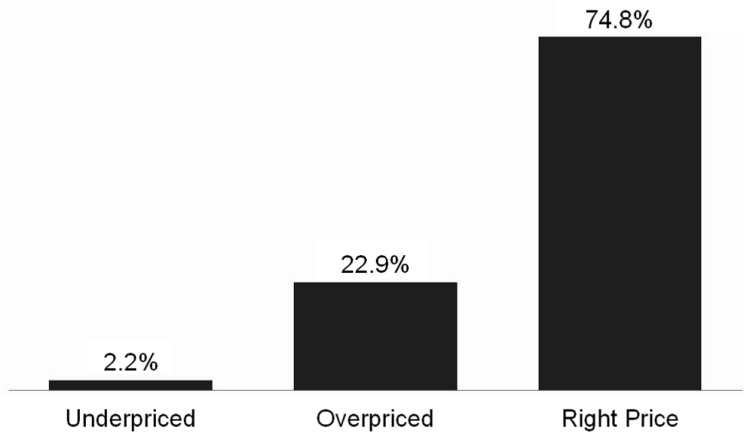
REASONS FOR TAKING BURNER EXPRESS



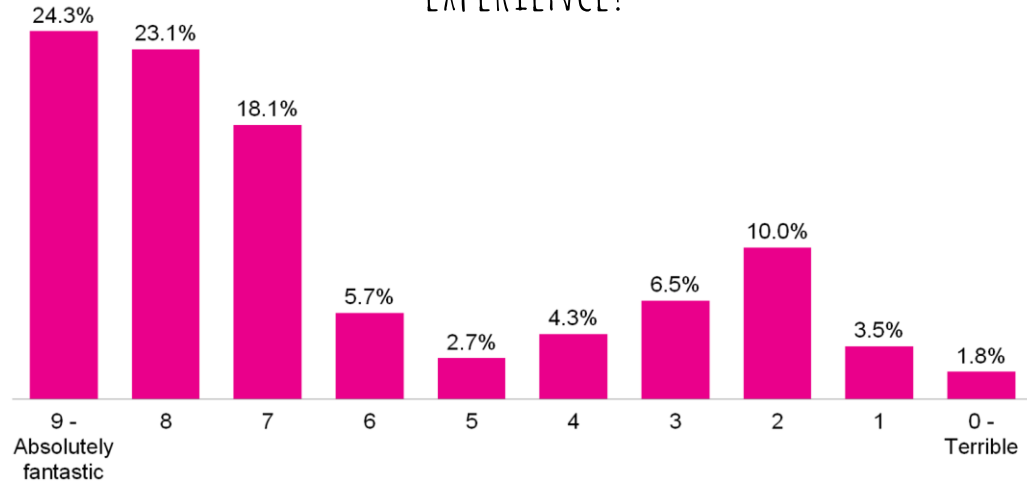


# Burner Express Satisfaction

HOW WOULD YOU RATE THE PRICE  
OF A BURNER EXPRESS TICKET?



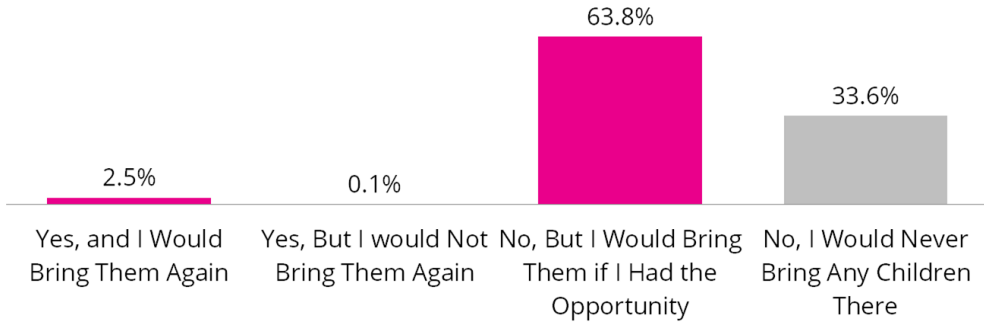
HOW WOULD YOU RATE YOUR OVERALL BURNER EXPRESS  
EXPERIENCE?



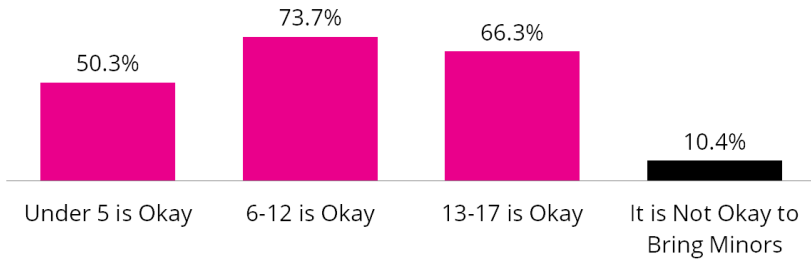


# Minors in Black Rock City

## HAVE YOU BROUGHT CHILDREN UNDER 18 TO BRC?

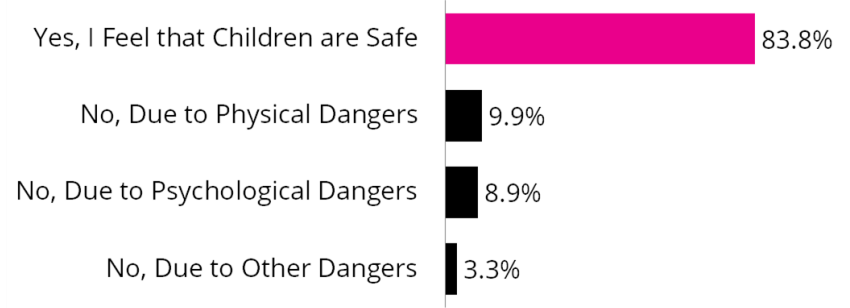


## HOW DO YOU FEEL ABOUT SEEING CHILDREN IN BRC\*?

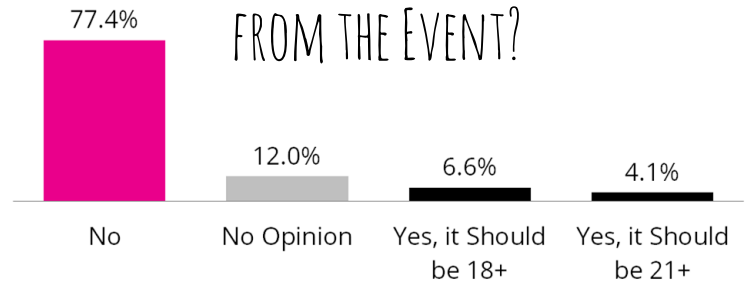


\*Assuming parents have to assess each child individually before deciding whether or not to bring that child. Respondents selected all they felt applied.

## DO YOU THINK CHILDREN ARE SAFE IN BRC? (RESPONDENTS SELECTED ALL THAT APPLIED)



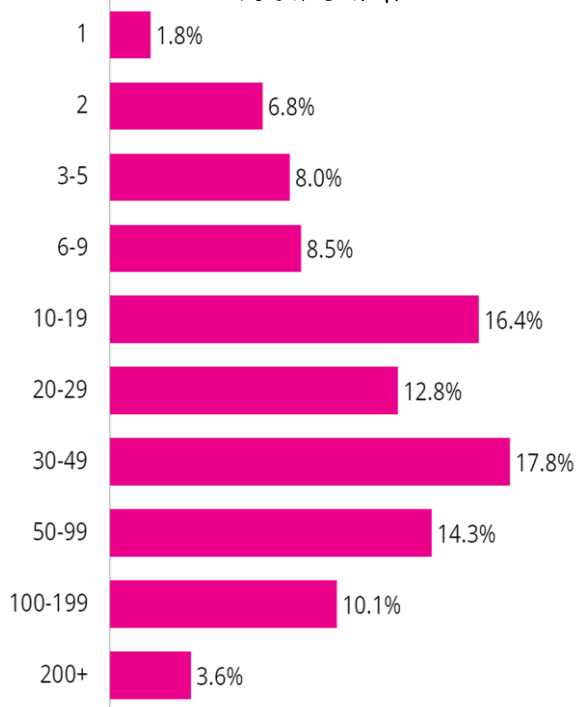
## SHOULD BURNING MAN BAN CHILDREN FROM THE EVENT?



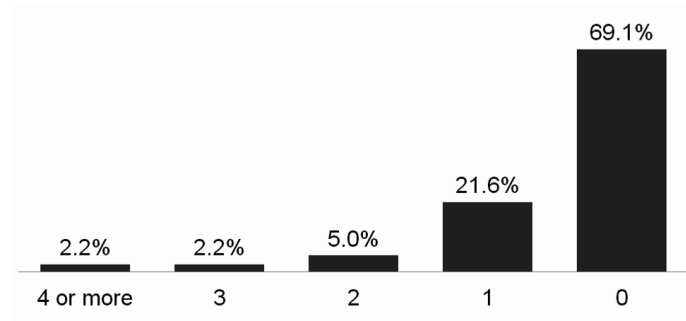


# People in Black Rock City

NUMBER OF PEOPLE  
IN YOUR CAMP?



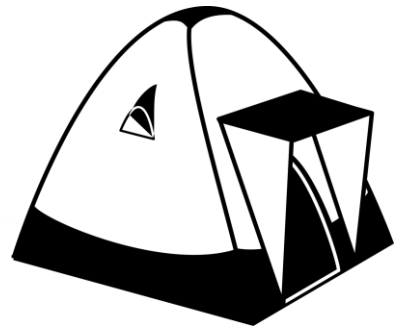
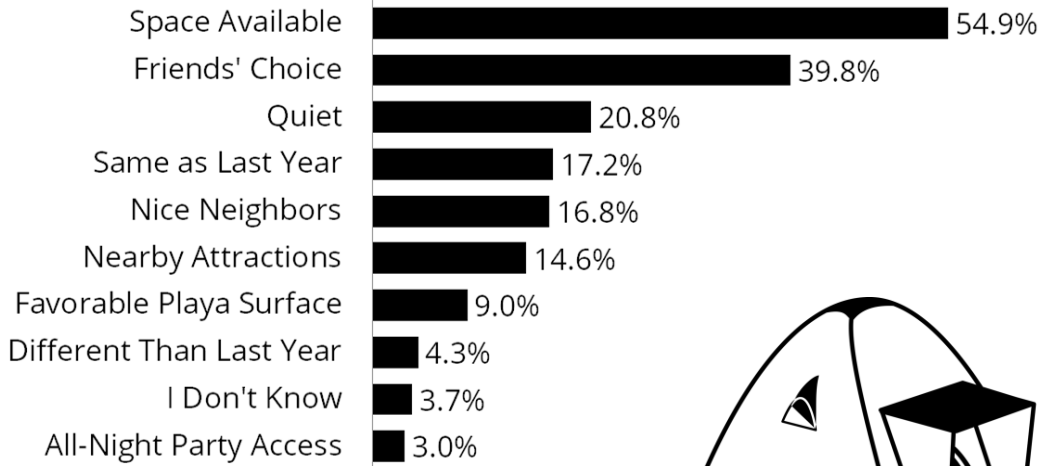
HOW MANY OF YOUR FAMILY MEMBERS WERE IN BRC THIS YEAR? (RESPONDENTS INCLUDED RELATIVES, SPOUSES, OFFSPRING AND IN-LAWS)



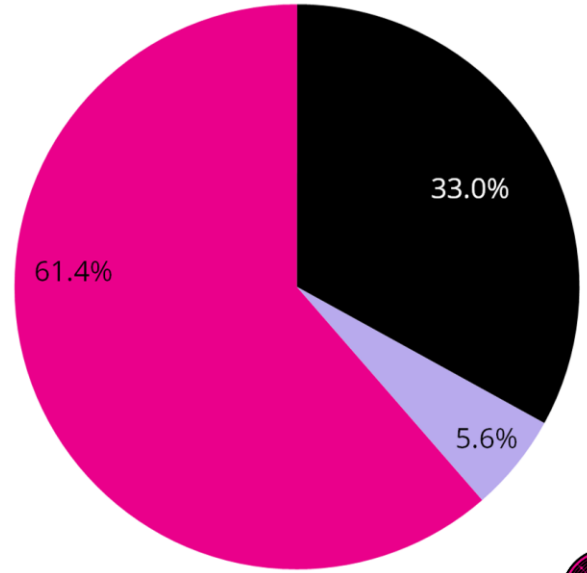


# Camp Location Decisions

## KEY FACTORS FOR SELECTING CAMP LOCATION (RESPONDENTS SELECTED UP TO 3)



## CAMP LOCATION ASSIGNED?



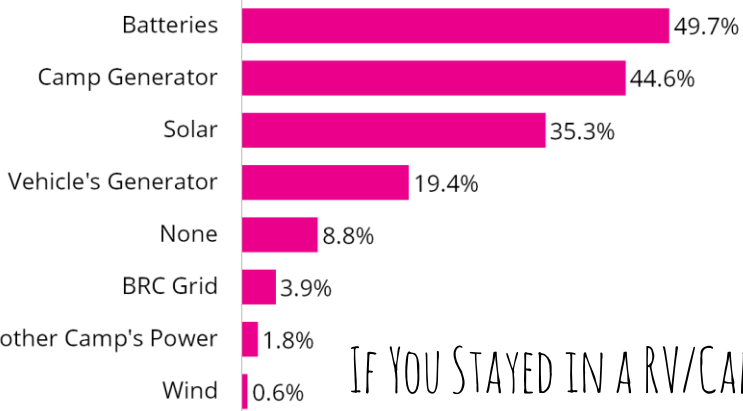
■ Yes ■ No ■ I Don't Know



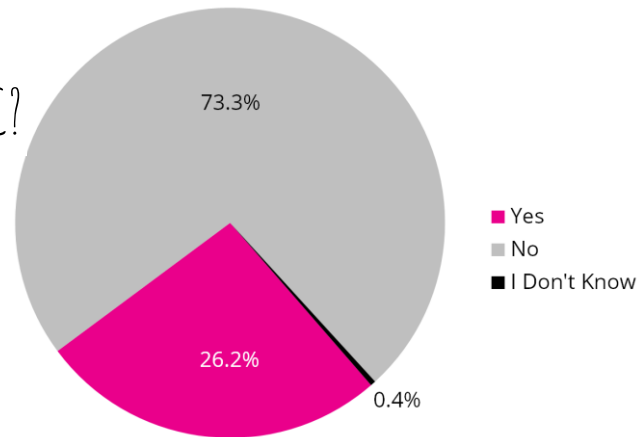


# Power Source and RV/Camper Use

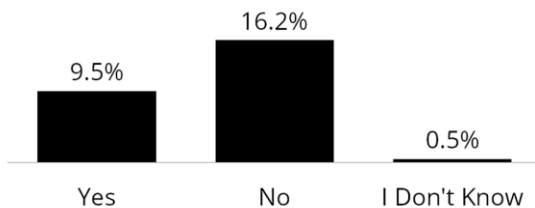
## POWER SOURCE(S) USED ON PLAYA (RESPONDENTS SELECTED ALL THAT APPLIED)



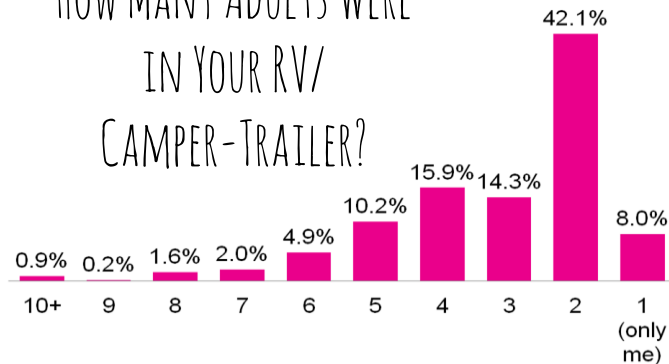
## DID YOU STAY IN A RV/ CAMPER-TRAILER IN BRC?



## IF YOU STAYED IN A RV/CAMPER-TRAILER, WAS IT PUMPED (SERVICED) WHILE IN BRC?

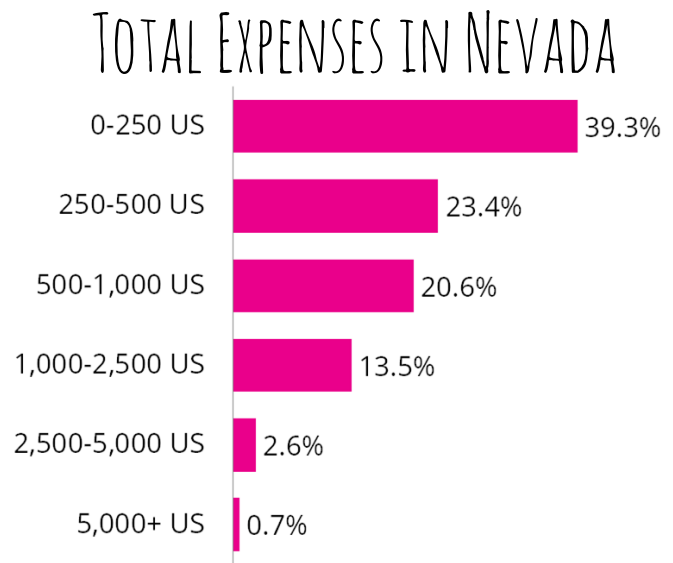
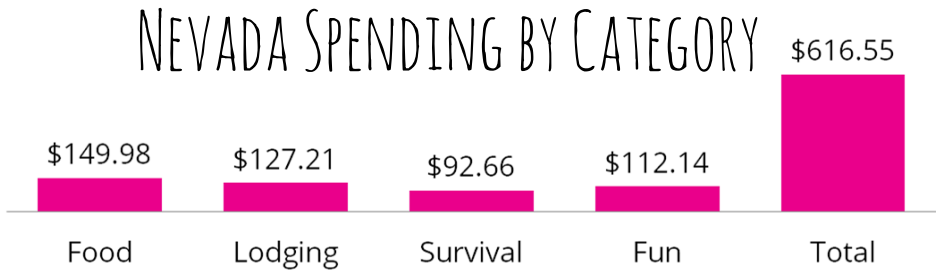
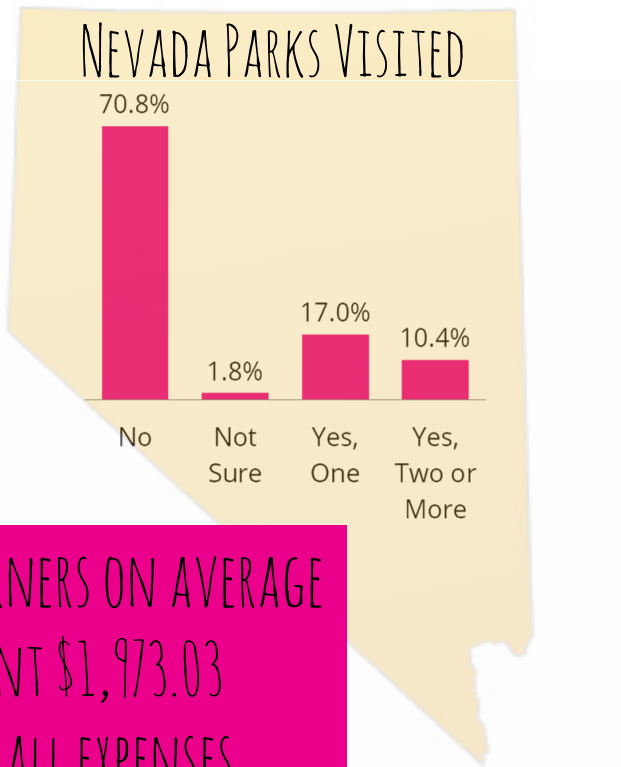


## HOW MANY ADULTS WERE IN YOUR RV/ CAMPER-TRAILER?





# Economic Impact on Nevada

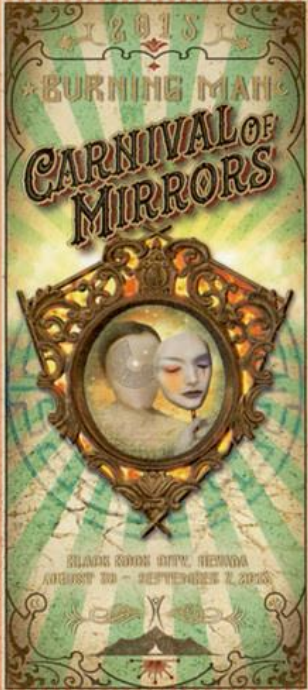


BURNERS ON AVERAGE SPENT \$1,973.03 ON ALL EXPENSES.

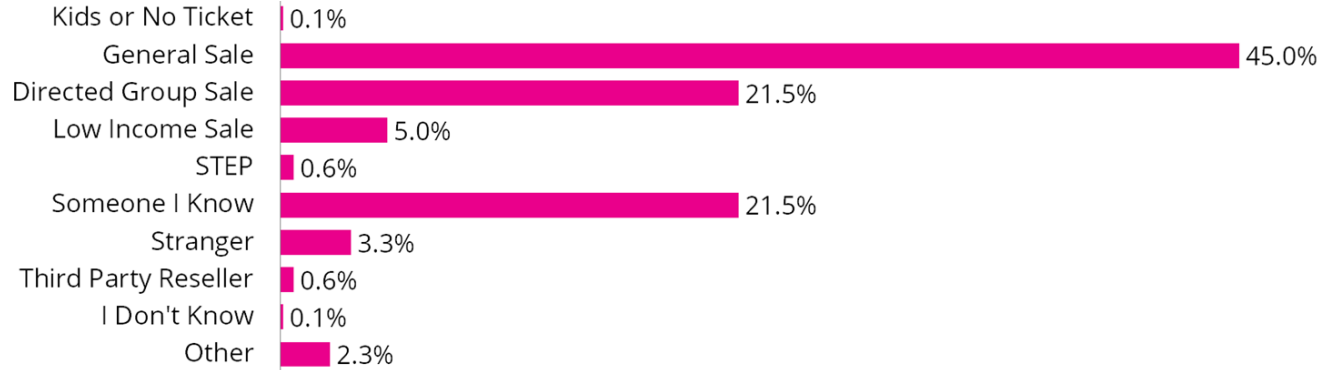




# Ticket Sales



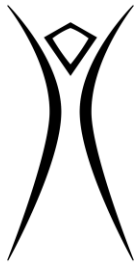
## WHERE DID YOU GET YOUR TICKET?



## HOW MUCH DID YOU PAY FOR YOUR TICKET?







# Census Team Information





# Contributions and Acknowledgements

**Principal investigators and project coordinators:** S. Megan Heller (Countess), Dana Lilienthal DeVaul (DV8), Dominic Beaulieu-Prévost (Hunter), and Kateri McRae (Variance)

**Data analysis:** Dominic Beaulieu-Prévost (Hunter), David Nelson-Gal (Scribble), Dana Lilienthal DeVaul (DV8)

**Report coordination, graphics, layout & design:** Rebecca Mason (B<sup>2</sup>), Aaron Shev (Murse), Dana Lilienthal DeVaul (DV8), S. Megan Heller (Countess), David Nelson-Gal (Scribble), Melissa Weintraub, Bianca Ruffin, Vernon Andrews, Rachel McKay

**The 2015 Census Lab:** The project also involved more than 150 volunteers whose contributions were essential in many ways: research collaborators, volunteer coordinators, statisticians, camp builders, gate samplers, keypunchers, census lab hosts, graphic designers, and many more. These contributors will globally be referred to as “the Census Lab”. We would also like to thank the Burning Man organization for the resources that they provided both on playa and off playa and for believing in the project.





# Still Curious?

To contact the Census Lab, please write to [census@burningman.org](mailto:census@burningman.org)

You can also access the Census Lab's blog at  
<http://journal.burningman.org/census>

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