AfterBurn Report

2015 Black Rock City Census
Weighting 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.
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://blackrockcitycensus.wordpress.com or at our new home at http://journal.burningman.org/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
Demographic Characteristics
Age and Gender

Gender

- Male: 39.5%
- Female: 58.5%
- Fluid: 2.0%

Age Group

- 0-19: 1.2%
- 19-24: 6.9%
- 25-29: 24.7%
- 30-34: 23.8%
- 35-39: 14.9%
- 40-49: 14.0%
- 50-59: 9.3%
- 60-69: 4.6%
- 70+: 0.8%

Median Age Group: 30-34
Prior Burning Man Experience

**Virgin?**
- Yes: 35.8%
- No: 64.2%

**Number of Burns (Including 2015)**
- 1 (Virgin): 35.8%
- 2: 20.9%
- 3: 12.2%
- 4-5: 11.1%
- 6-8: 10.7%
- 9-11: 4.7%
- 12+: 4.6%
Current Place of Residence

Common Places of Residence

- Nevada: 4.9%
- California: 39.1%
- Other (within USA): 35.3%
- Canada: 6.2%
- Other (not in USA): 14.4%

Region of Residence (Outside of US)

- Canada: 6.2%
- Europe: 5.3%
- UK or Ireland: 3.3%
- Australia or NZ: 2.2%
- Latin America: 1.0%
- Africa: 0.7%
- Asia: 0.6%
- Unclassified: 1.0%

US Resident?

- Yes: 79.6%
- No: 20.4%
First Language Learned

English as a First Language?

- Yes: 80.1%
- No: 19.9%

First Language (If Not English):

- Spanish: 3.4%
- French: 2.9%
- Other: 2.7%
- German: 2.3%
- Russian: 2.2%
- Chinese: 1.1%
- Dutch: 0.9%
- Hebrew: 0.9%
- Portuguese: 0.7%
- Italian: 0.6%
- Arabic: 0.4%
- Farsi: 0.4%
- Polish: 0.4%
- Swedish: 0.3%
- Hindi: 0.2%
- Danish: 0.1%
Sociodemographic Characteristics
## Personal and Household Income

### Personal Income

- None: 3.3%
- Less than 7,500 US: 5.2%
- 7,500-14,999 US: 6.8%
- 15,000-24,999 US: 9.4%
- 25,000-34,999 US: 9.6%
- 35,000-49,999 US: 12.4%
- 50,000-74,999 US: 17.0%
- 75,000-99,999 US: 12.5%
- 100,000-149,999 US: 12.9%
- 150,000-299,999 US: 8.1%
- 300,000 US or more: 2.9%

### Household Income

#### Household Includes Others?

- Yes: 62.7%
- No: 37.3%

#### Household Income

- None: 1.4%
- Less than 7,500 US: 2.1%
- 7,500-14,999 US: 3.7%
- 15,000-24,999 US: 5.1%
- 25,000-34,999 US: 6.1%
- 35,000-49,999 US: 9.1%
- 50,000-74,999 US: 14.5%
- 75,000-99,999 US: 14.1%
- 100,000-149,999 US: 18.9%
- 150,000-299,999 US: 17.9%
- 300,000 US or more: 7.3%
Which category best describes your ethnoracial background? Respondents checked one or more boxes that applied.
Ethnoracial Composition

Proportion of Hispanic, Asian, Native American, and Black Respondents

"White-yes" refers to respondents who selected White/Caucasian in addition to another category. "Multiple*" refers to respondents who selected two or more categories other than White/Caucasian.
Ethnoracial Composition

Do You Consider Yourself To Be a Person Of Color?

This graph looks at how respondents answered both questions:

- Do you consider yourself to be a person of color? Respondents answered “Yes,” “No,” or “Sometimes”
- Which category best describes your ethnoracial background? Respondents checked one or more boxes that applied.

Each column represents respondents who selected one category and respondents who selected that category plus White/Caucasian. “Multiple” refers to respondents who selected two or more categories other than White/Caucasian.
Burning Man-Related Variables
How Did You Arrive In BRC?

- **Gate**: 91.5%
- **Burner Express**: 6.0%
- **Point 1**: 1.1%
- **Airport**: 0.8%
- **Shuttle (other)**: 0.3%
- **Other**: 0.3%
### Transportation

#### Vehicle Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>23.3%</td>
</tr>
<tr>
<td>RV</td>
<td>17.9%</td>
</tr>
<tr>
<td>SUV</td>
<td>16.0%</td>
</tr>
<tr>
<td>Truck with Trailer</td>
<td>15.8%</td>
</tr>
<tr>
<td>Pickup</td>
<td>8.5%</td>
</tr>
<tr>
<td>Other</td>
<td>8.2%</td>
</tr>
<tr>
<td>NA</td>
<td>7.4%</td>
</tr>
<tr>
<td>Bus</td>
<td>1.8%</td>
</tr>
<tr>
<td>Semi with Trailer</td>
<td>0.9%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

#### Airport Used To Get To BRC

<table>
<thead>
<tr>
<th>Airport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not fly</td>
<td>66.7%</td>
</tr>
<tr>
<td>Reno</td>
<td>13.2%</td>
</tr>
<tr>
<td>SF</td>
<td>10.1%</td>
</tr>
<tr>
<td>LA</td>
<td>3.8%</td>
</tr>
<tr>
<td>Other</td>
<td>3.1%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>1.5%</td>
</tr>
<tr>
<td>Sacramento</td>
<td>1.2%</td>
</tr>
<tr>
<td>Oakland</td>
<td>0.4%</td>
</tr>
<tr>
<td>BRC</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

#### Passengers In Vehicle

<table>
<thead>
<tr>
<th>Passengers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>41.4%</td>
</tr>
<tr>
<td>2</td>
<td>10.0%</td>
</tr>
<tr>
<td>3</td>
<td>12.1%</td>
</tr>
<tr>
<td>4</td>
<td>5.8%</td>
</tr>
<tr>
<td>5</td>
<td>5.8%</td>
</tr>
<tr>
<td>6-7</td>
<td>7.4%</td>
</tr>
<tr>
<td>8-9</td>
<td>3.5%</td>
</tr>
<tr>
<td>10-19</td>
<td>0.7%</td>
</tr>
<tr>
<td>20+</td>
<td>0.1%</td>
</tr>
<tr>
<td>N/A</td>
<td>7.4%</td>
</tr>
</tbody>
</table>
Economic Impact on Nevada

Burners on average spent $1,973.03 on all expenses.
Ticket Sales

**Where Did You Get Your Ticket?**

- Kids or No Ticket: 0.1%
- General Sale: 45.0%
- Directed Group Sale: 21.5%
- Low Income Sale: 5.0%
- STEP: 0.6%
- Someone I Know: 21.5%
- Stranger: 3.3%
- Third Party Reseller: 0.6%
- I Don’t Know: 0.1%
- Other: 2.3%

**How Much Did You Pay For Your Ticket?**

- Less than Face Value: 1.3%
- Face Value: 87.3%
- More than Face Value: 2.8%
- Gift: 7.6%
- I Don’t Know: 0.2%
- Other: 0.8%
Life in Black Rock City
**Camp Size and Location Decisions**

**Number of People In Your Camp?**

- 1: 1.8%
- 2: 6.8%
- 3-5: 8.0%
- 6-9: 8.5%
- 10-19: 16.4%
- 20-29: 12.8%
- 30-49: 17.8%
- 50-99: 14.3%
- 100-199: 10.1%
- 200+: 3.6%

**Key Factors for Selecting Camp Location (Respondents Selected Up to 3)**

- Space Available: 54.9%
- Friends’ Choice: 39.8%
- Quiet: 20.8%
- Same as Last Year: 17.2%
- Nice Neighbors: 16.8%
- Nearby Attractions: 14.6%
- Favorable Playa Surface: 9.0%
- Different Than Last Year: 4.3%
- I Don’t Know: 3.7%
- All-Night Party Access: 3.0%

**Camp Location Assigned?**

- Yes: 61.4%
- No: 33.0%
- I Don’t Know: 5.6%
Power Source and RV/Camper Use

Power Source(s) Used on Playa
(Respondents Selected All That Applied)

- Batteries: 49.7%
- Camp Generator: 44.6%
- Solar: 35.3%
- Vehicle’s Generator: 19.4%
- None: 8.8%
- BRC Grid: 3.9%
- Another Camp’s Power: 1.8%
- Wind: 0.6%

Did You Stay in a RV/Camper-Trailer in BRC?

- Yes: 73.3%
- No: 26.2%
- I Don’t Know: 0.4%

If You Stayed in a RV/Camper-Trailer, Was It Pumped (Serviced) While in BRC?

- Yes: 9.5%
- No: 16.2%
- I Don’t Know: 0.5%
Burning Man Information and Regional Involvement

**Most Valuable Types of Information Coming from Burning Man (Respondents Selected Up To 3)**

- BRC Events: 59.1%
- Photos/Videos About BRC: 52.3%
- BRC Event Preparation Information: 42.2%
- Stories About Burners Around the World: 29.1%
- Burning Man Regional Events: 27.8%
- Volunteer Opportunities: 21.4%
- San Francisco Events: 15.6%
- Events Around the Country/World: 14.0%
- Information About Affiliated Non-Profits: 6.9%
- Other: 1.2%

**Attended Any Regional Events/Mixers/Gatherings?**

- Yes, Attended: 32.9%
- Yes, Volunteered: 19.8%
- No, on Email List: 12.0%
- No: 35.3%
Identity and Self
Sexual Orientation and Attraction

**Sexual Orientation**

- **Heterosexual**: 66.5%
- **Gay or Lesbian**: 11.2%
- **Bisexual**: 7.7%
- **Bicurious**: 9.4%
- **Asexual**: 4.6%
- **Refuses Labels**: 0.4%

**What Best Describes Your Feelings Of Sexual Attraction?**

- **Only Opposite Sex**: 48.0%
- **Mostly Opposite Sex**: 35.8%
- **Equal Attraction**: 6.0%
- **Mostly Same Sex**: 4.0%
- **Only Same Sex**: 5.2%
- **I'm Not Sure**: 0.6%
- **No Attraction**: 0.3%
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)

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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.
To contact the Census Lab, please write to census@burningman.org

You can also access the Census Lab’s blog at http://blackrockcitycensus.wordpress.com or at our new home at http://journal.burningman.org/census


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