



2013 BLACK ROCK CITY CENSUS

Weighted Results Report

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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

- Based on analysis of 11919 surveys filled out online after the event in 2013 (roughly 1 in 5.5 citizens!)
- This is roughly the same level of useful data as the 2012 paper survey with the added benefit of not requiring the extensive, time consuming and error-prone manual entry after the event.
- This is the 2nd consecutive year in BRC history that these results were weighted to correct for non-response biases.
 - *Implication: these results are the most reliable estimates available concerning the BRC population*
- Project was approved by a research ethics committee (@ Denver University) and confidentiality of respondents is protected



Details about the weighting procedure

- In 2013, the Census Lab repeated the weighting procedures introduced with the 2012 survey.
- The weighting procedure corrects the biases in the Census due to self-selection. (i.e., burners who decided to fill out the Census might be different from those who chose not to fill it out)
- In population surveys, the national census is used as a reference to weight (i.e., adjust) each survey.
- As with 2012, the 2013 BRC Census created an “unbiased” reference by randomly sampling cars at the gate during ingress, asking nine sociodemographic questions of each sampled burner who accepted.
- Thus, the results from 2013 Census were weighted according to this random sampling at the gates, improving the collective accuracy of the data.
- We also attempted a random sample of participants at Exodus though this data was merely experimental and was not used in weighting the 2013 survey results.



2013 Census Results

- This presentation covers the descriptive results for the most important questions.
- The first section of results contrasts the weighted (i.e., corrected results) and the unweighted (i.e., original but biased) results to help understand the usefulness of the procedure.
- The remaining sections present only the weighted 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.
- For more results, visit us on the playa (near Center Camp) and follow the Census Lab’s blog at
<http://blackrockcitycensus.wordpress.com>



Weighting the Census





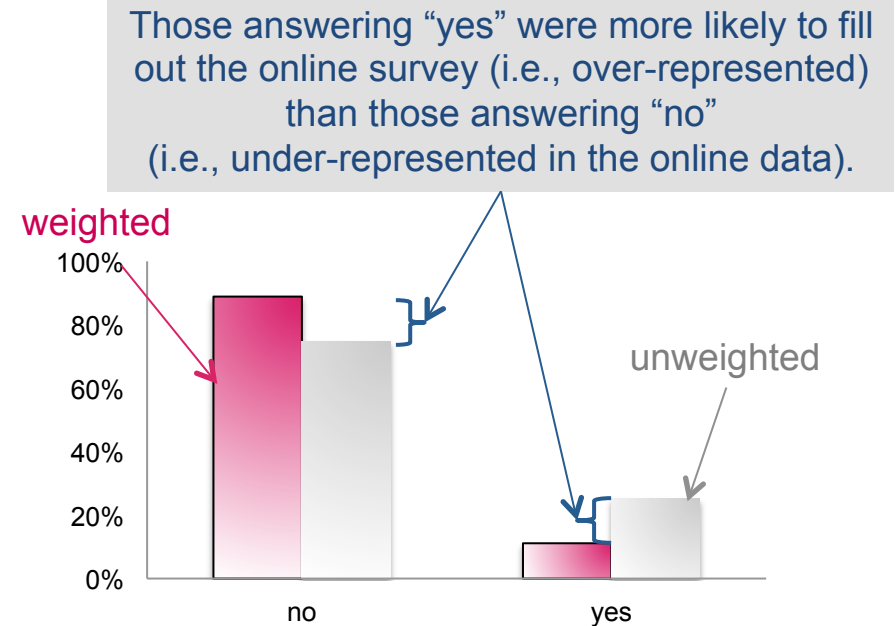
Variables used to weight the 2013 Census

- Inherent self-selection bias in past surveys
- 2013 complemented census with a random sampling at the gate
- Random sample allowed us to weight the collected data
- Variables used to weight the 2013 Census:
 - Early Arrivals or not
 - Gender
 - Age
 - Virgin Burner or not
 - Foreigner or not
 - English Speaker as a first language or not
 - US Party Affiliation (if eligible to vote in the US)
 - Voting Behavior



Understanding this section

- In this section, we illustrate the weighted data based on the random sample and compare it against the unadjusted data of the convenience sample (online survey).
- Annotations of “over-represented” or “under-represented” are highlighting areas that have statistically significant differences between the weighted random sample data and the unweighted convenience sample data.



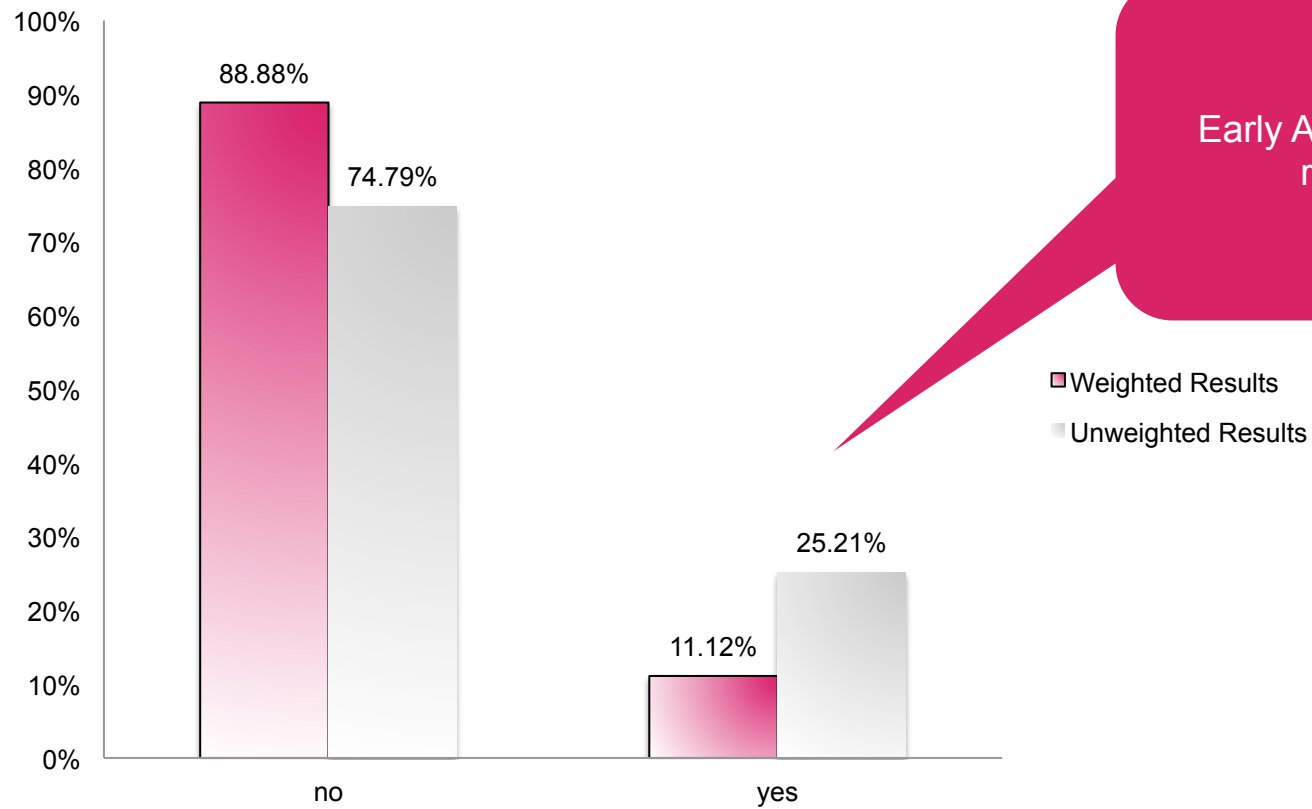
The **PINK** bars represent the results adjusted based on the random sample.

The **GREY** bars represent the unadjusted convenience (online survey) sample



Weighting Variables

Early Arrival

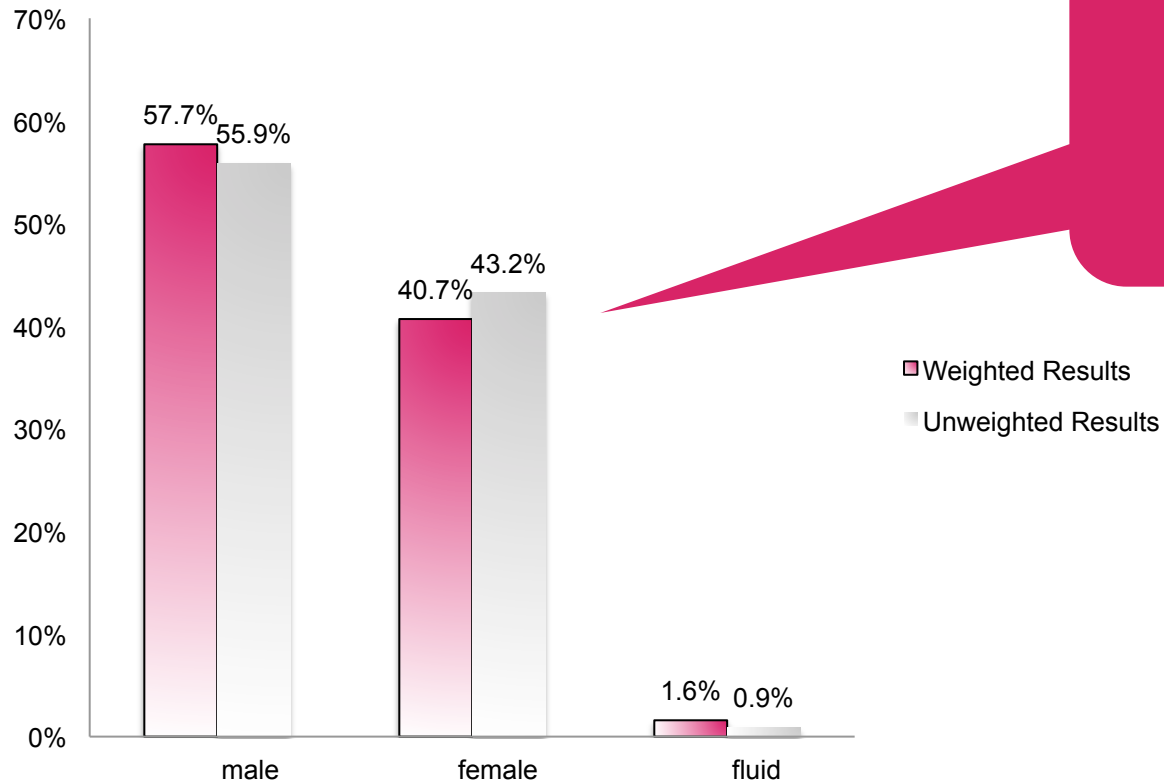


Early Arrivals were over-represented



Weighting Variables

Gender



Males slightly under-represented

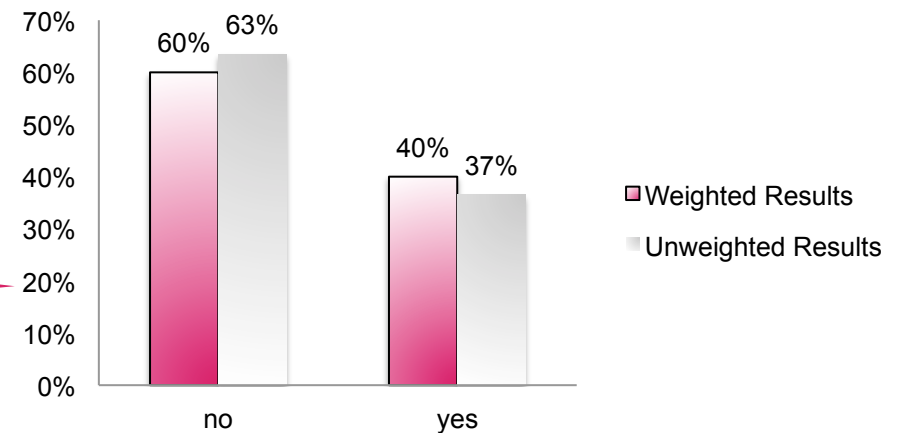
Females slightly over-represented



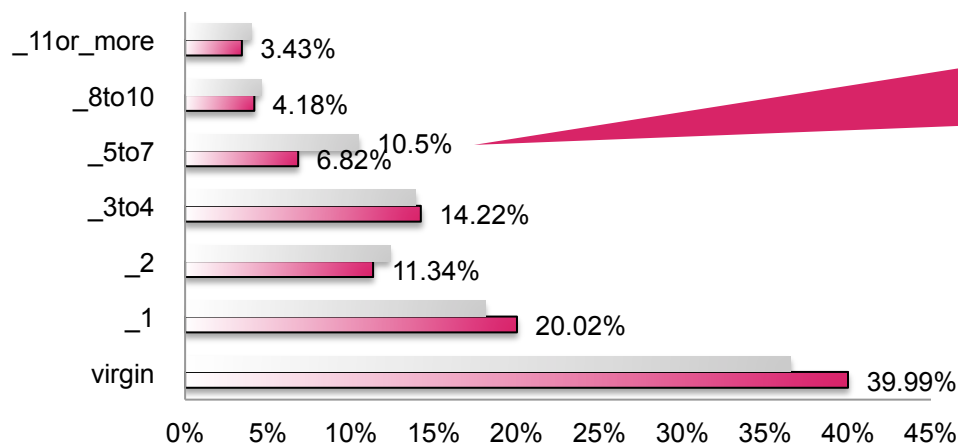
Weighting Variables

Virgins slightly under-represented

Virgin



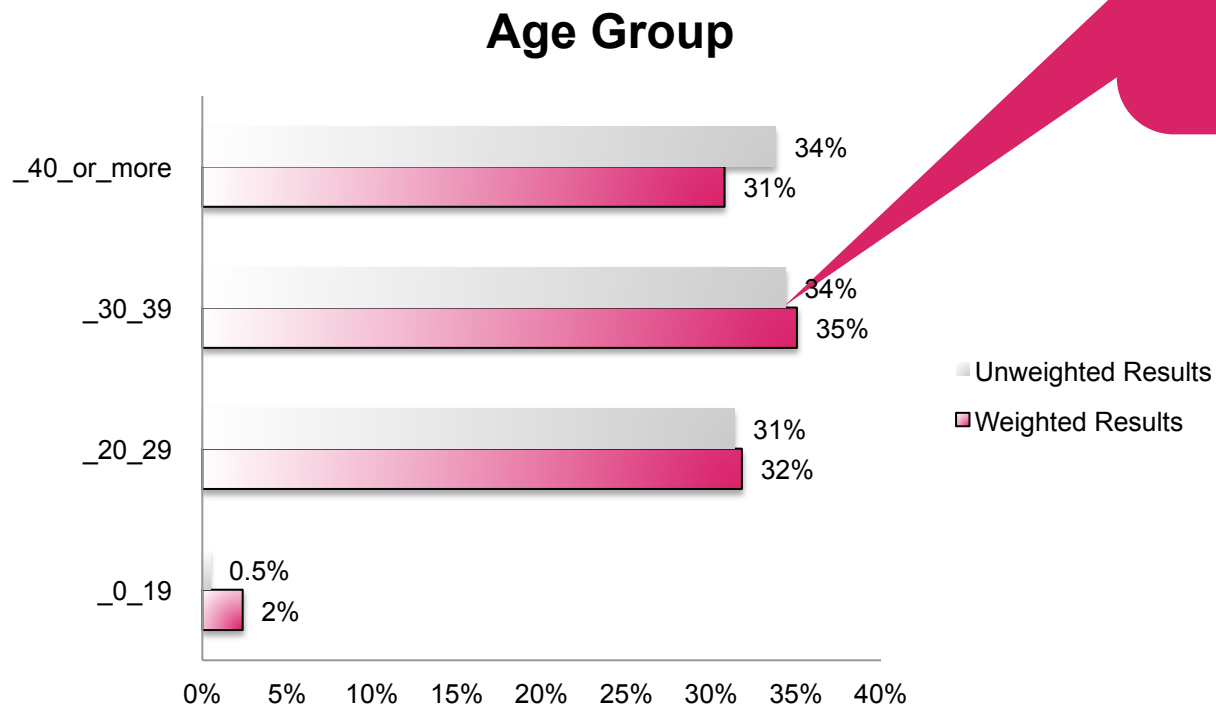
Number of Previous Burns



People who attended between 5-to-7 previous burns over represented



Weighting Variables



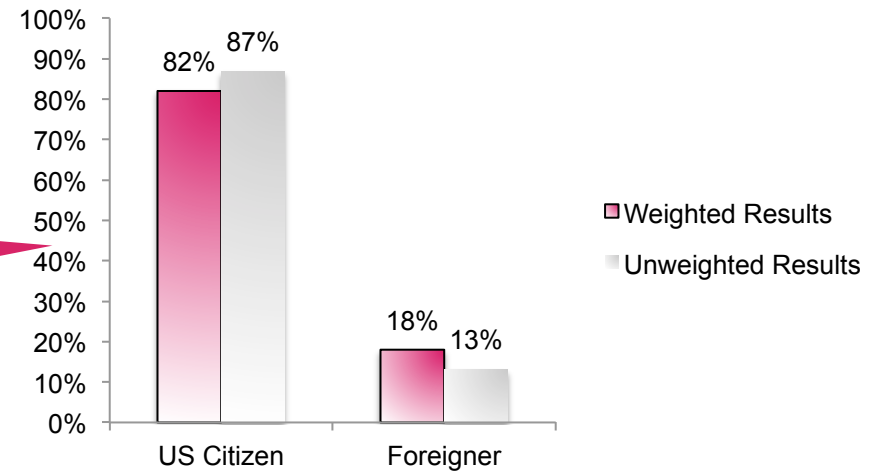
Youngest age group is under represented while other age groups are adequately represented



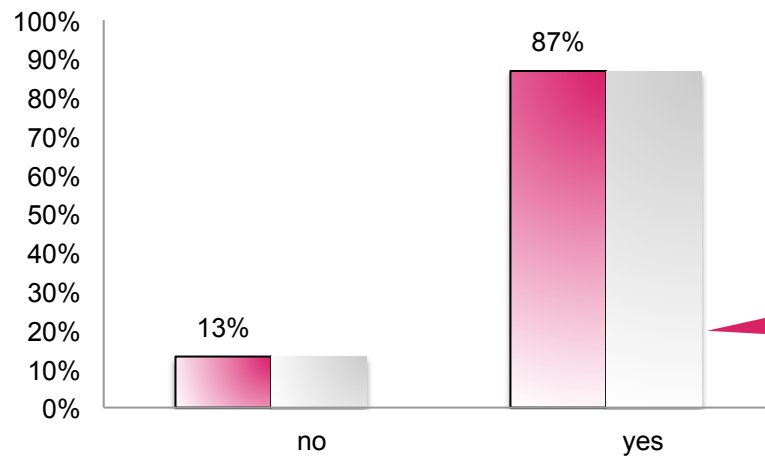
Weighting Variables

Foreigner participants were under-represented.

US Citizen



English



Native language was not a biased variable



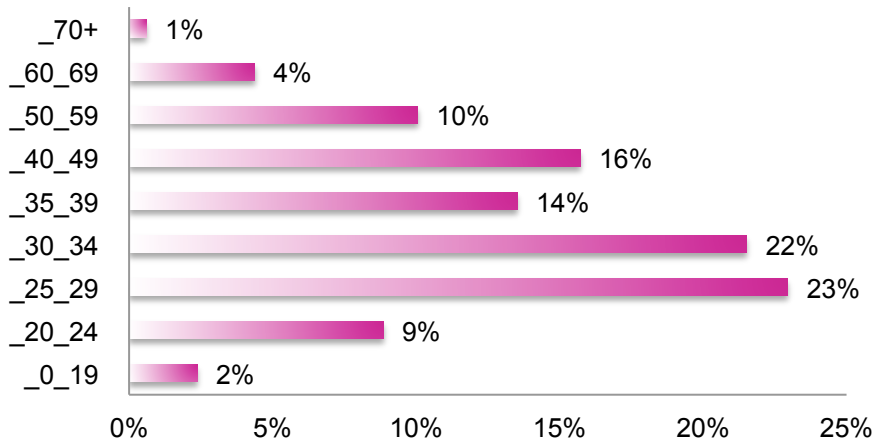
Sociodemographic Characteristics



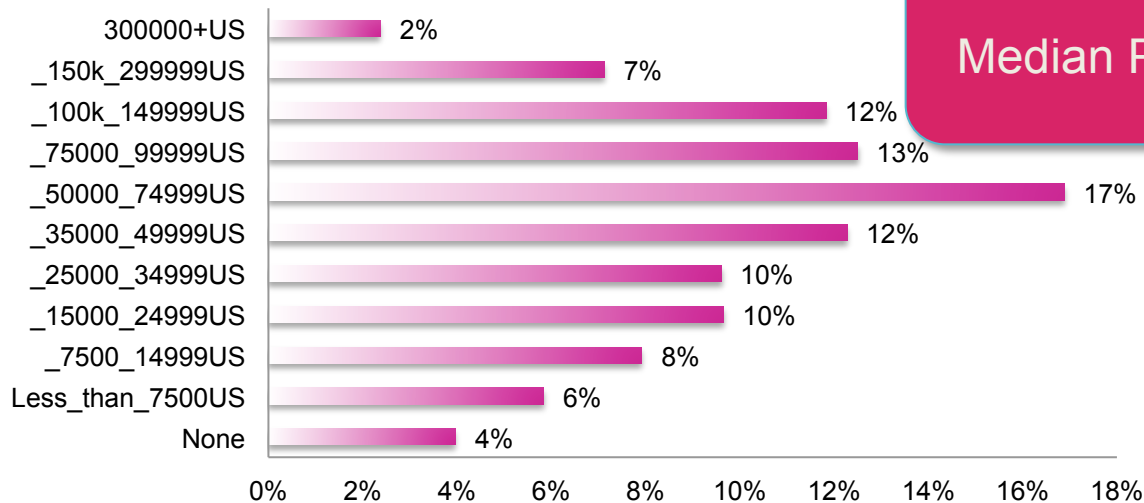


Sociodemographic Characteristics

Age Group



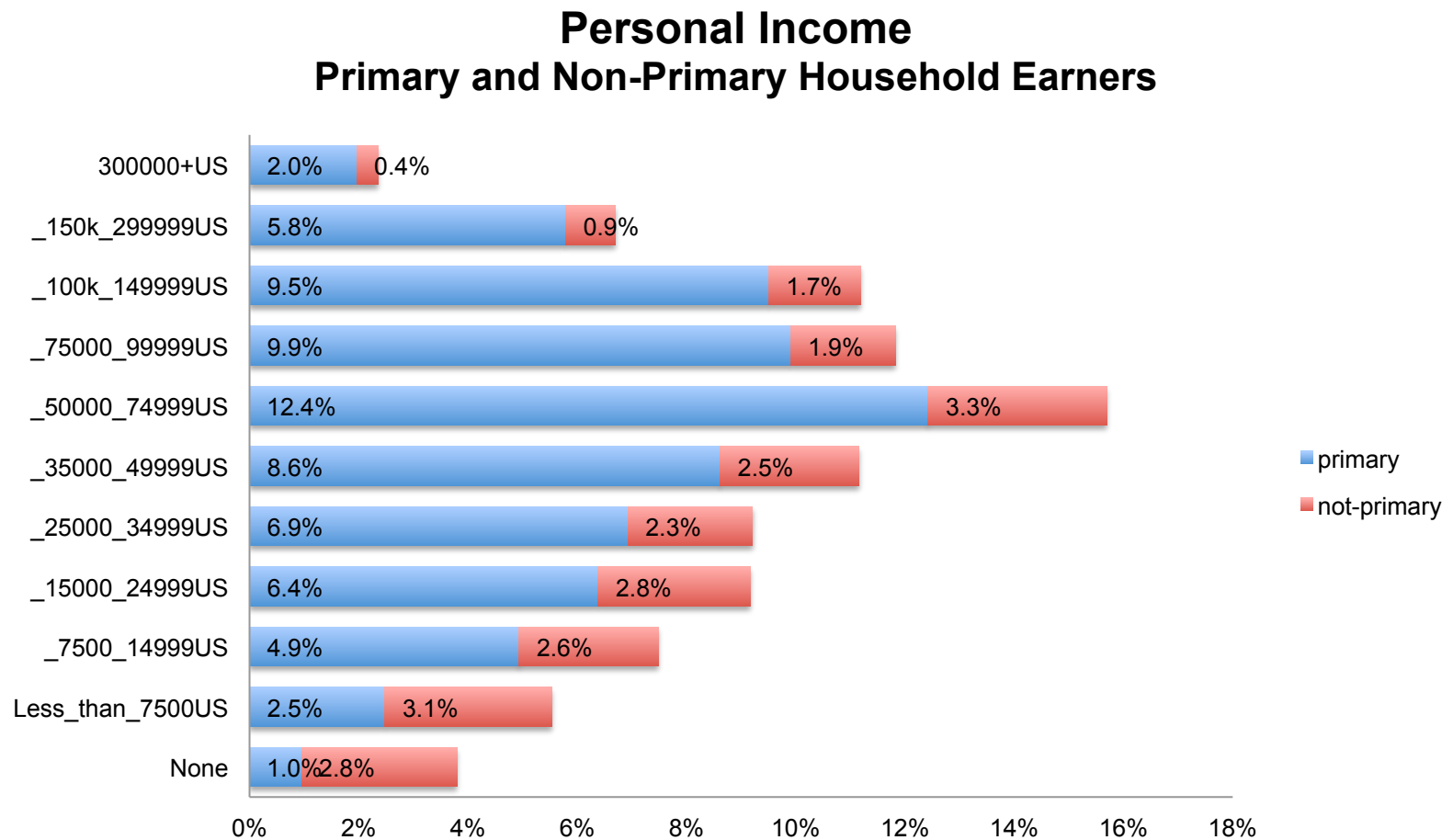
Personal Income



Median Age: 33-34
Median Personal Income: \$50k-\$51k



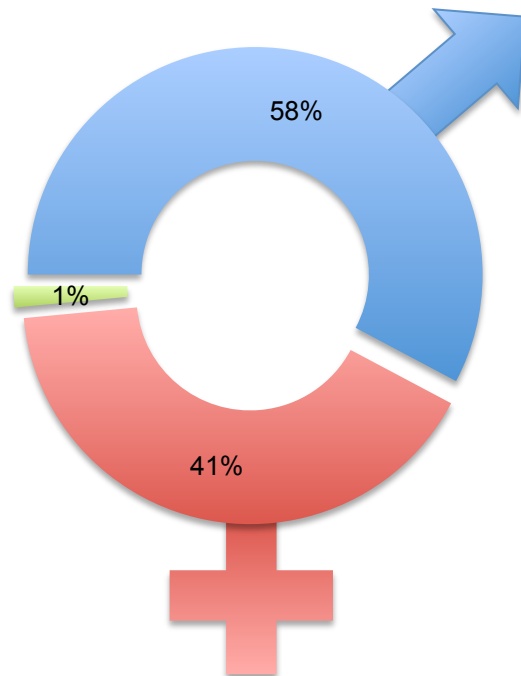
Sociodemographic Characteristics





Sociodemographic Characteristics

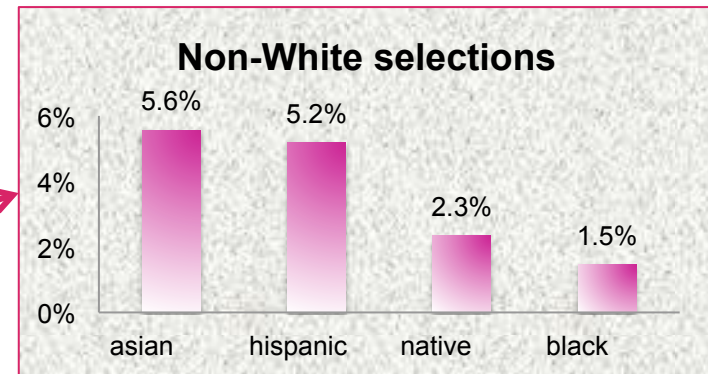
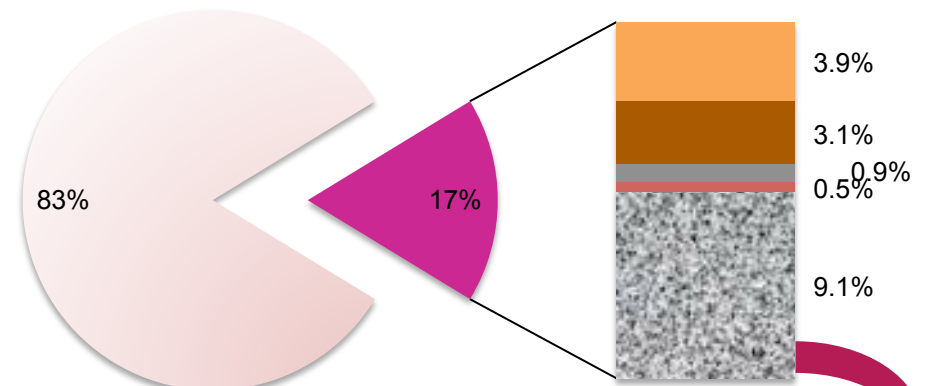
Gender



Includes respondents who may have checked more than one answer

Ethnoracial background

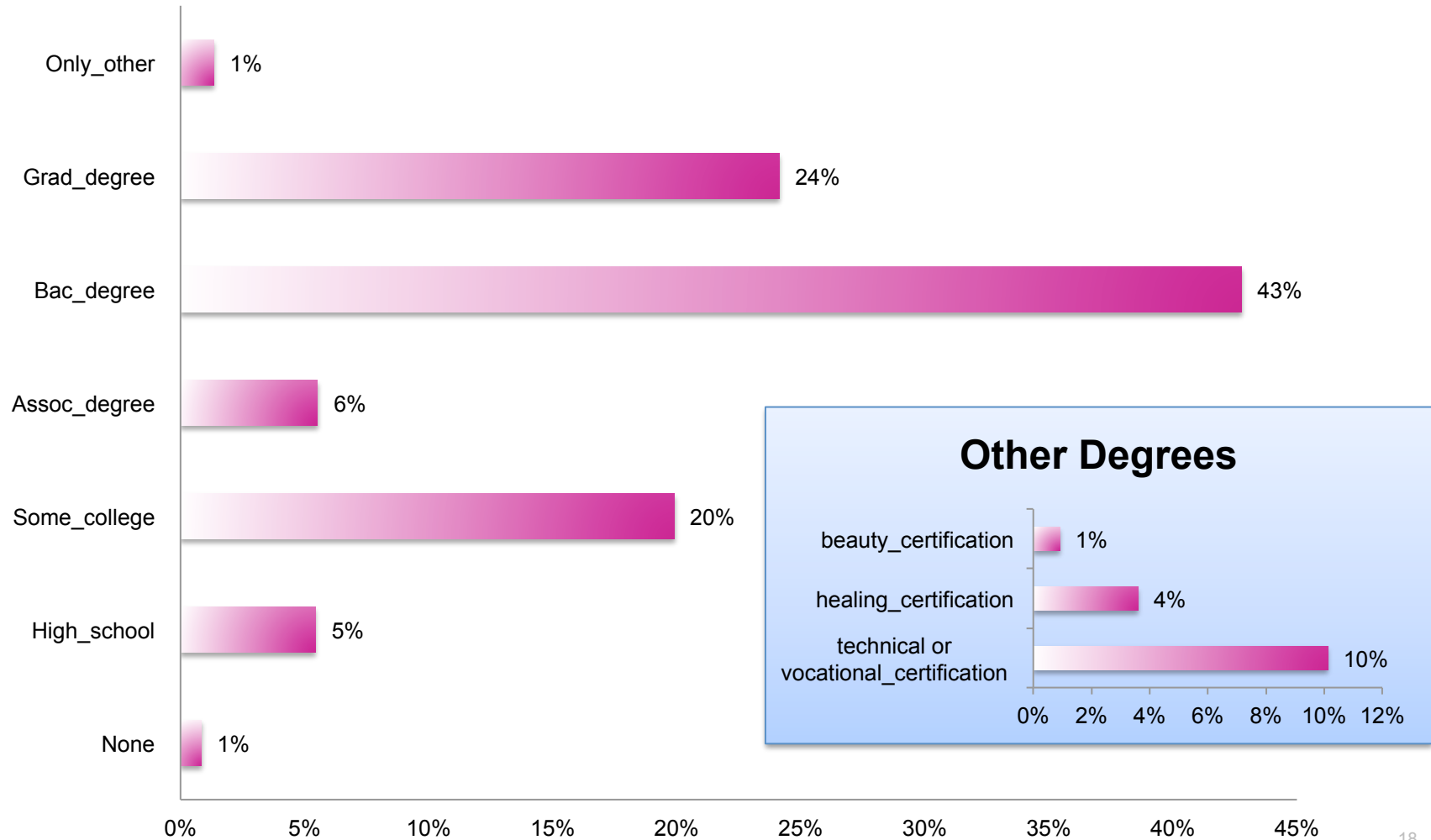
white asian hispanic black native other_or_mult





Sociodemographic Characteristics

Education (Highest Degree Achieved)

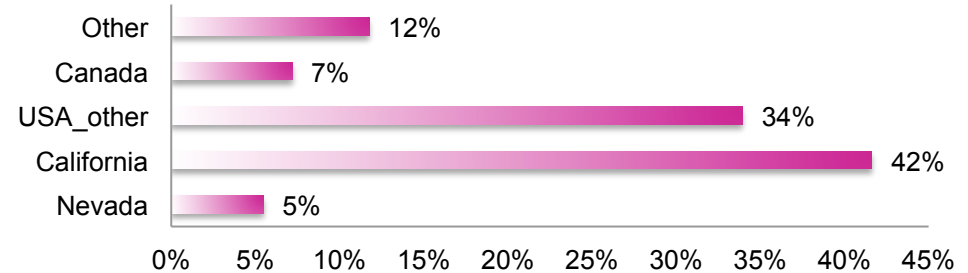




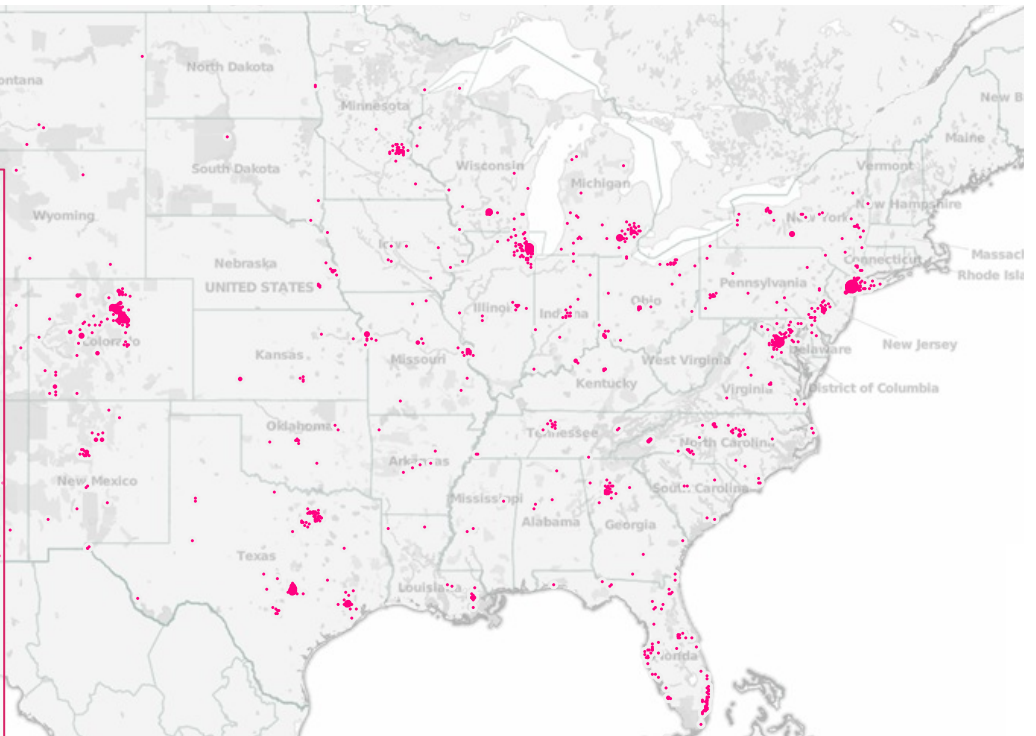
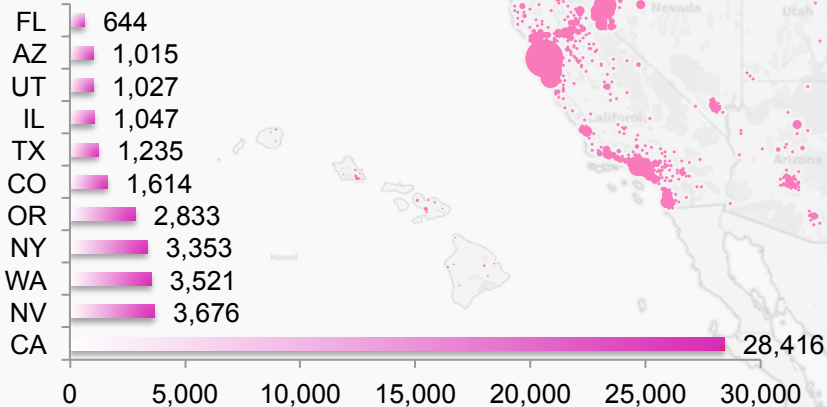
Sociodemographic Characteristics (USA)



State/Country of Residence



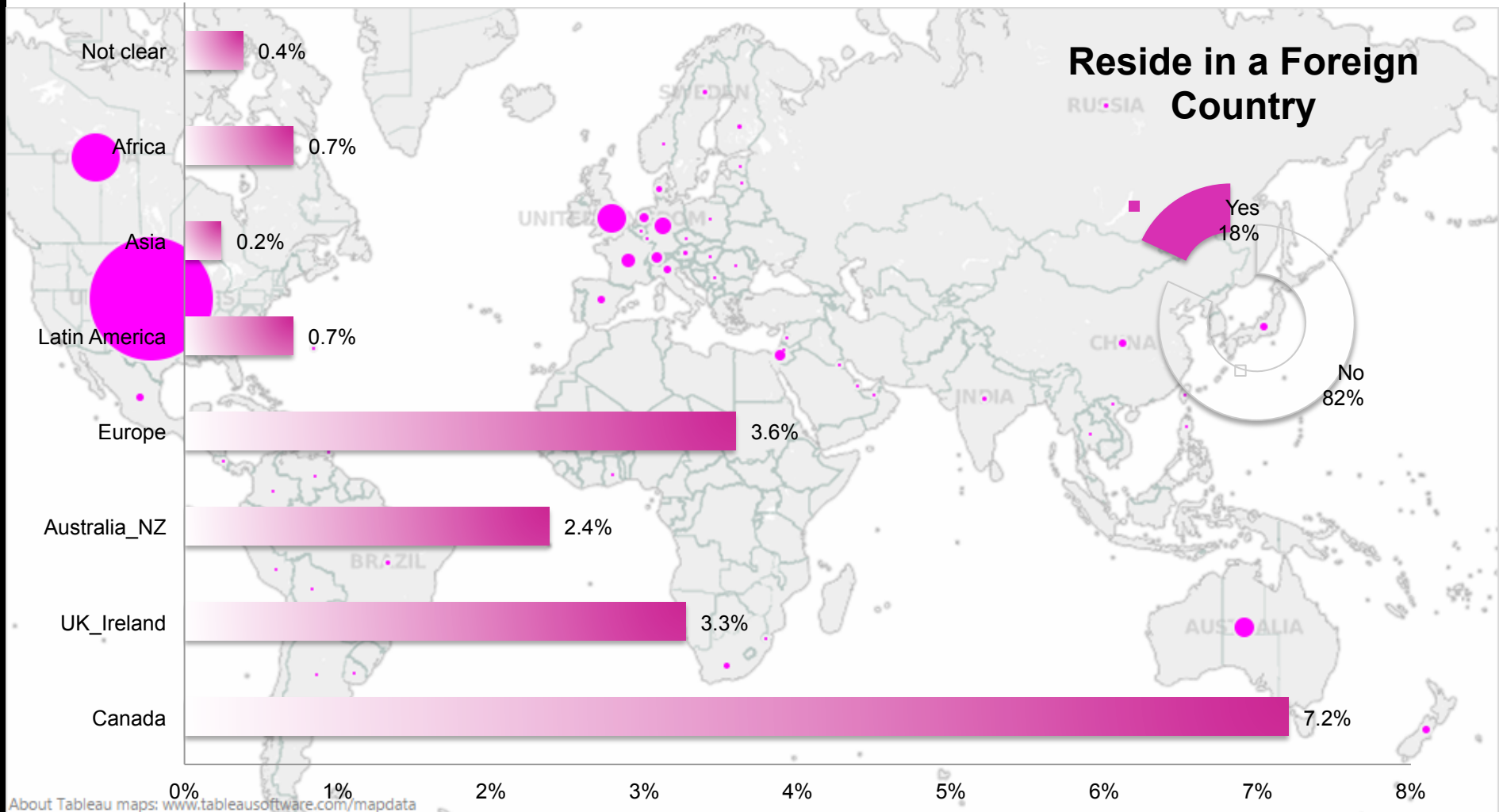
Top BRC Population by State of Origin





Sociodemographic Characteristics

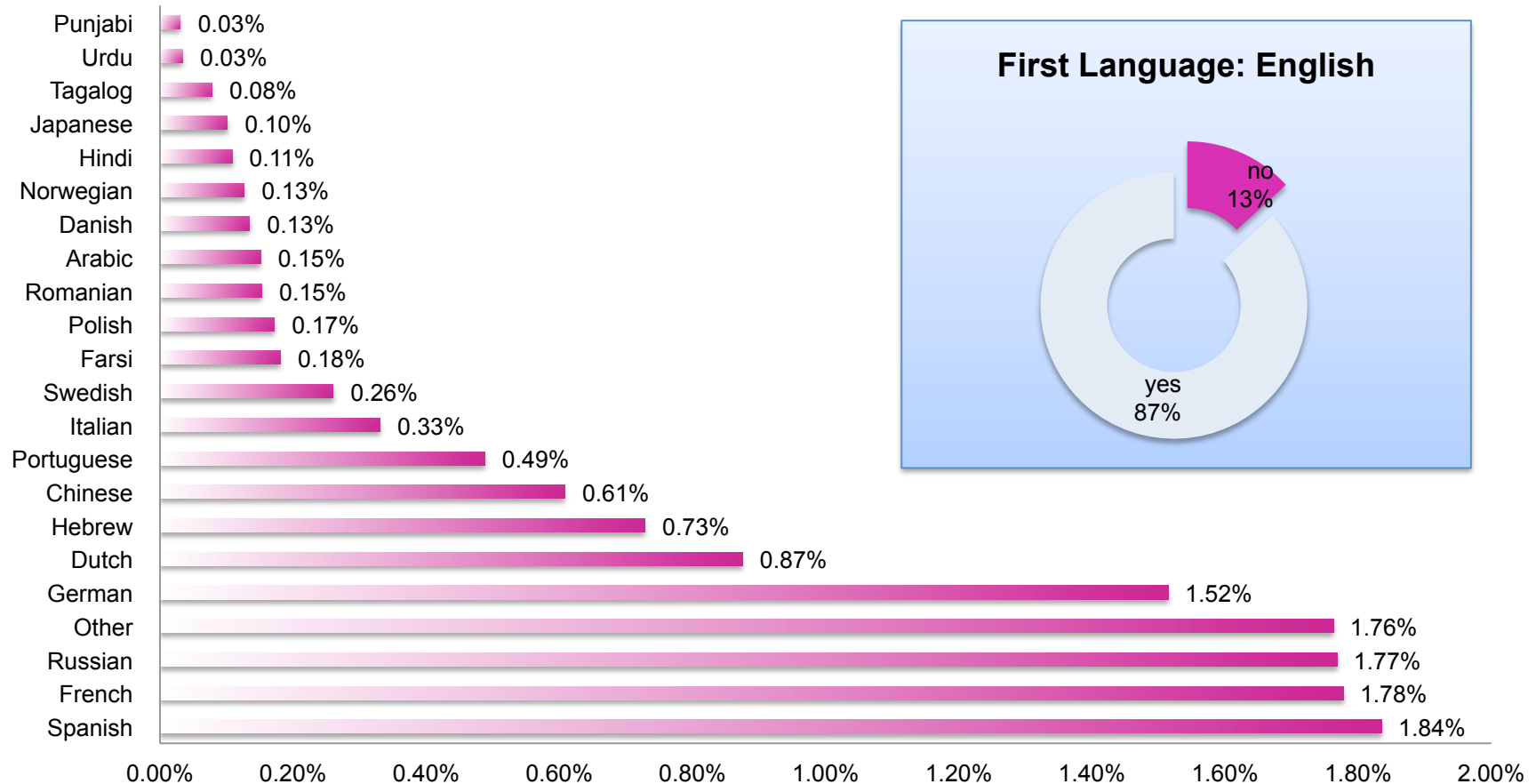
Country of Residence other than US





Sociodemographic Characteristics

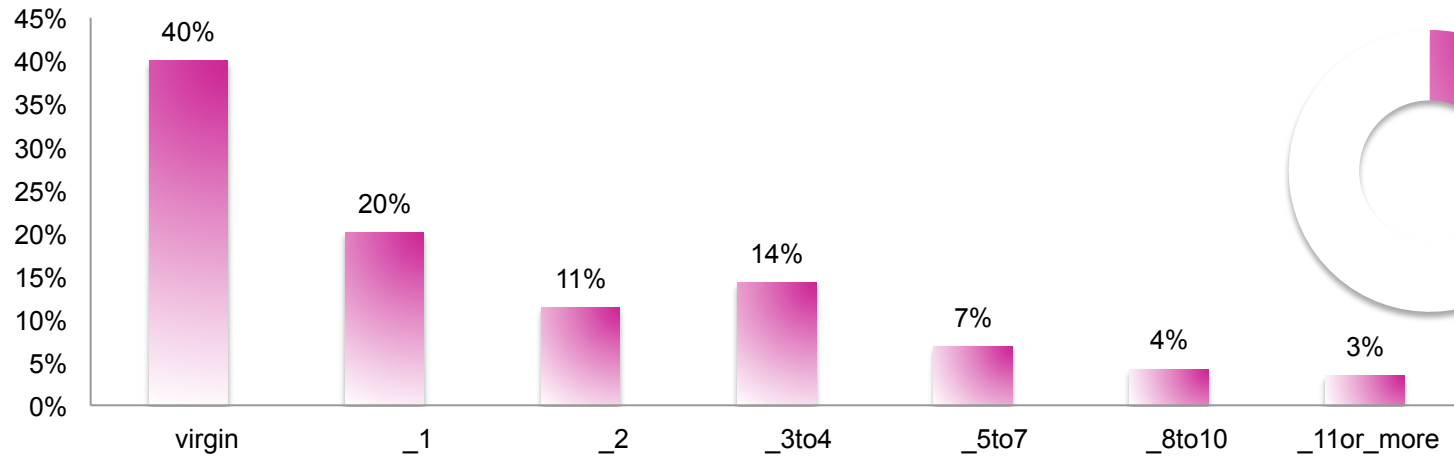
First Language Other than English



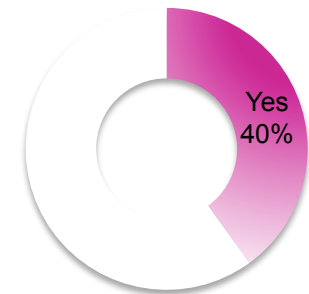


Sociodemographic Characteristics

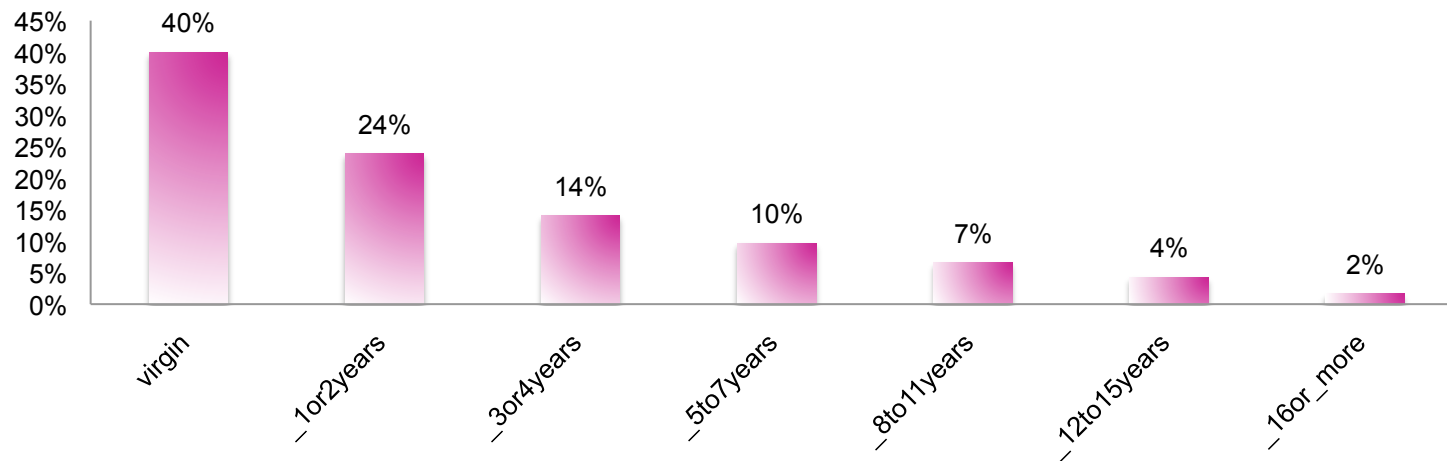
Number of burns before this year (2013)



Virgin?



Number of years since their first burn





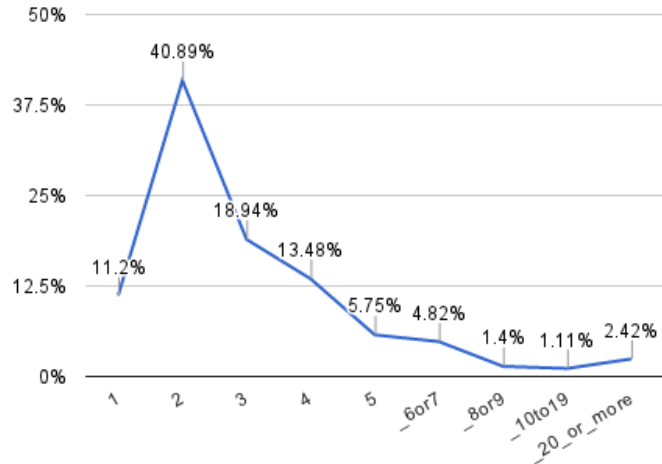
Burning Man Related Variables



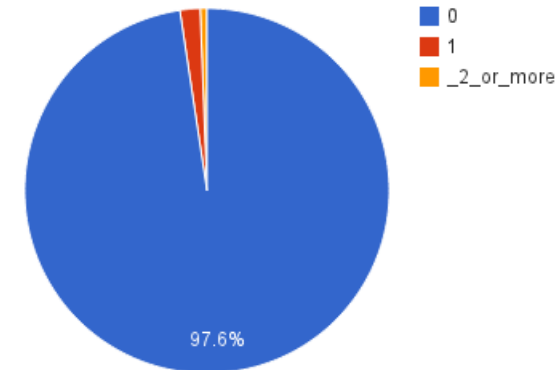


Burning Man Related Variables

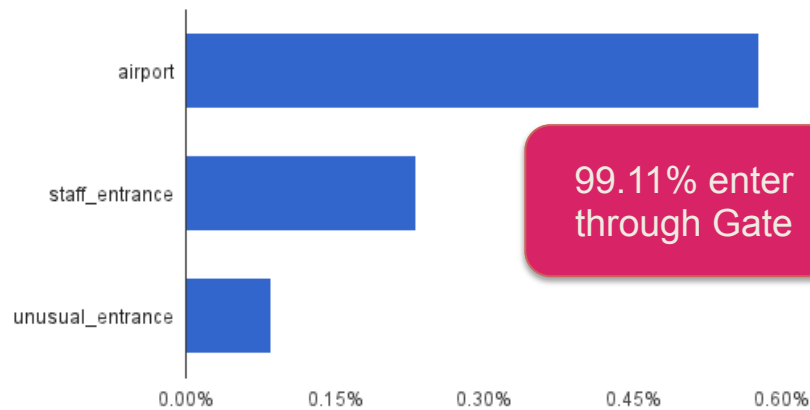
Number of people in vehicle at arrival



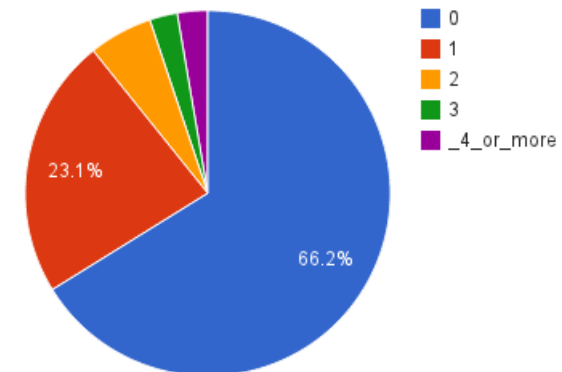
Number of persons in vehicle under 18



How did you enter BRC (other than gate)



How many members of your family are you expecting at BM this year?

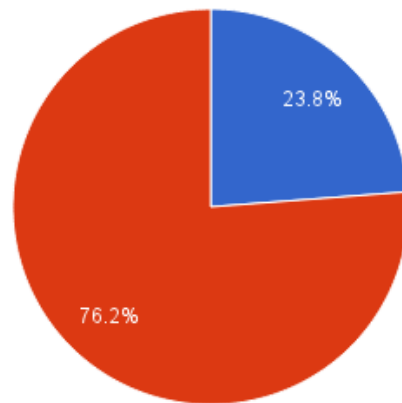




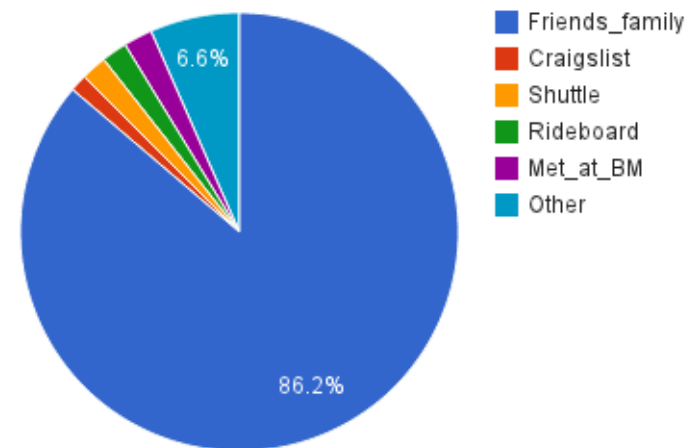
Burning Man Related Variables

Did you carpool to go to BM?

no yes



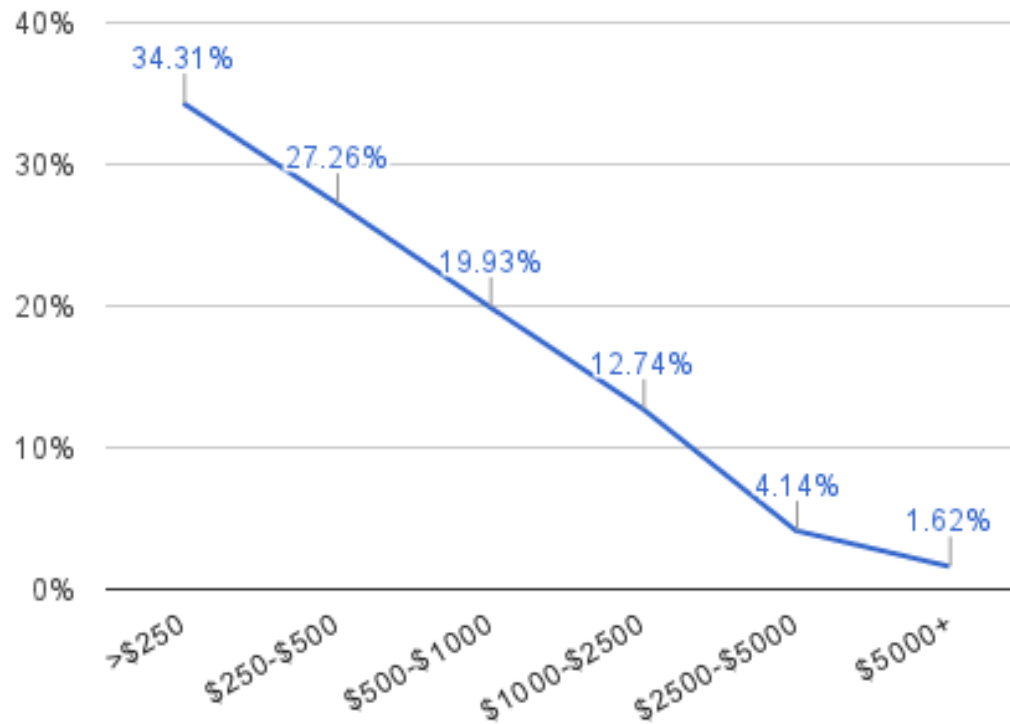
How did you find people to carpool with?



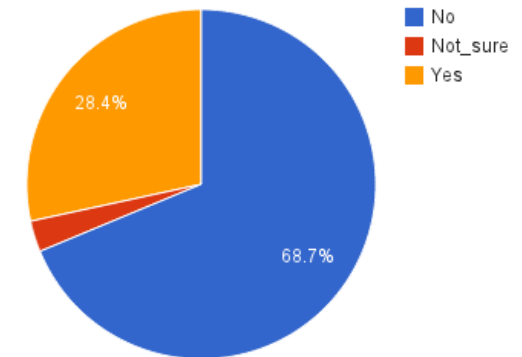


Burning Man Related Variables

How much will you spend in Nevada before and after the event?



Will you visit a park and/or recreation area on your way to or from BM?



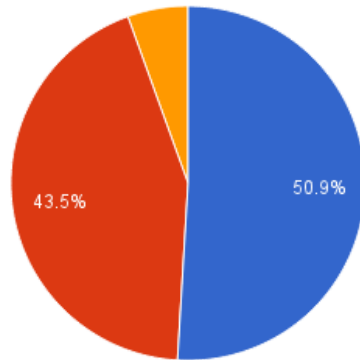
Projected economic impact of the 69k participants on Nevada was \$55M



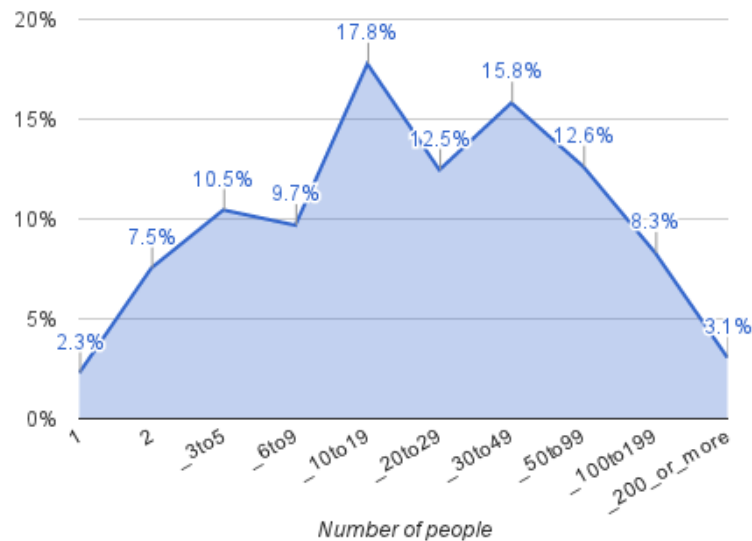
Burning Man Related Variables

Was the location of your camp pre-assigned by the BM organization?

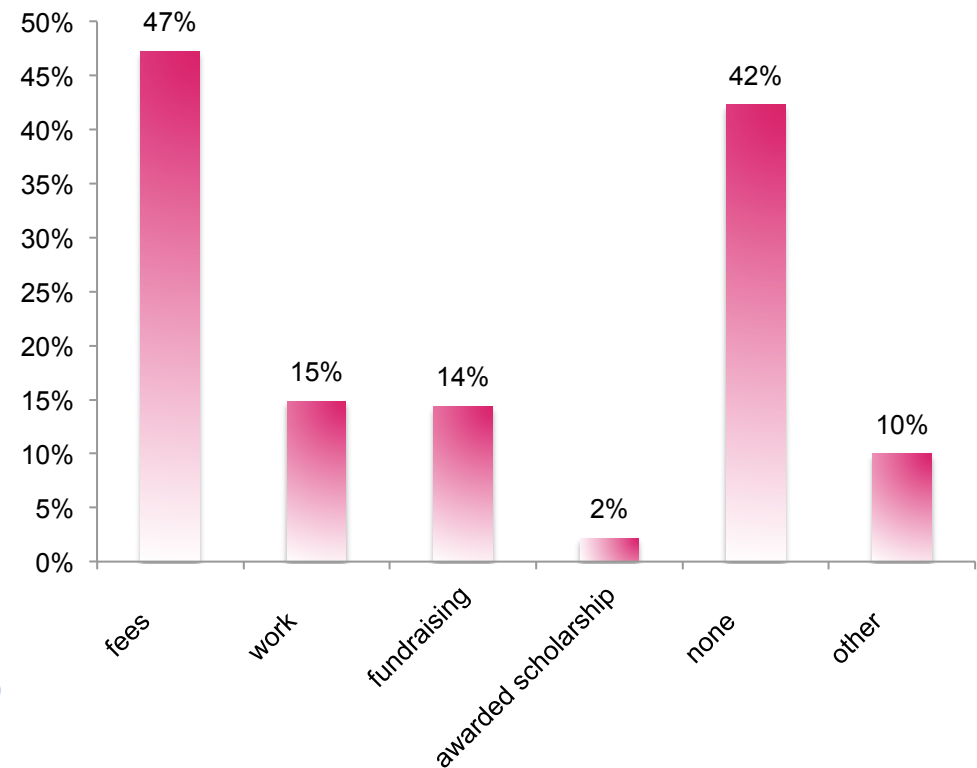
■ Yes ■ No ■ IDK



Number of people in your camp



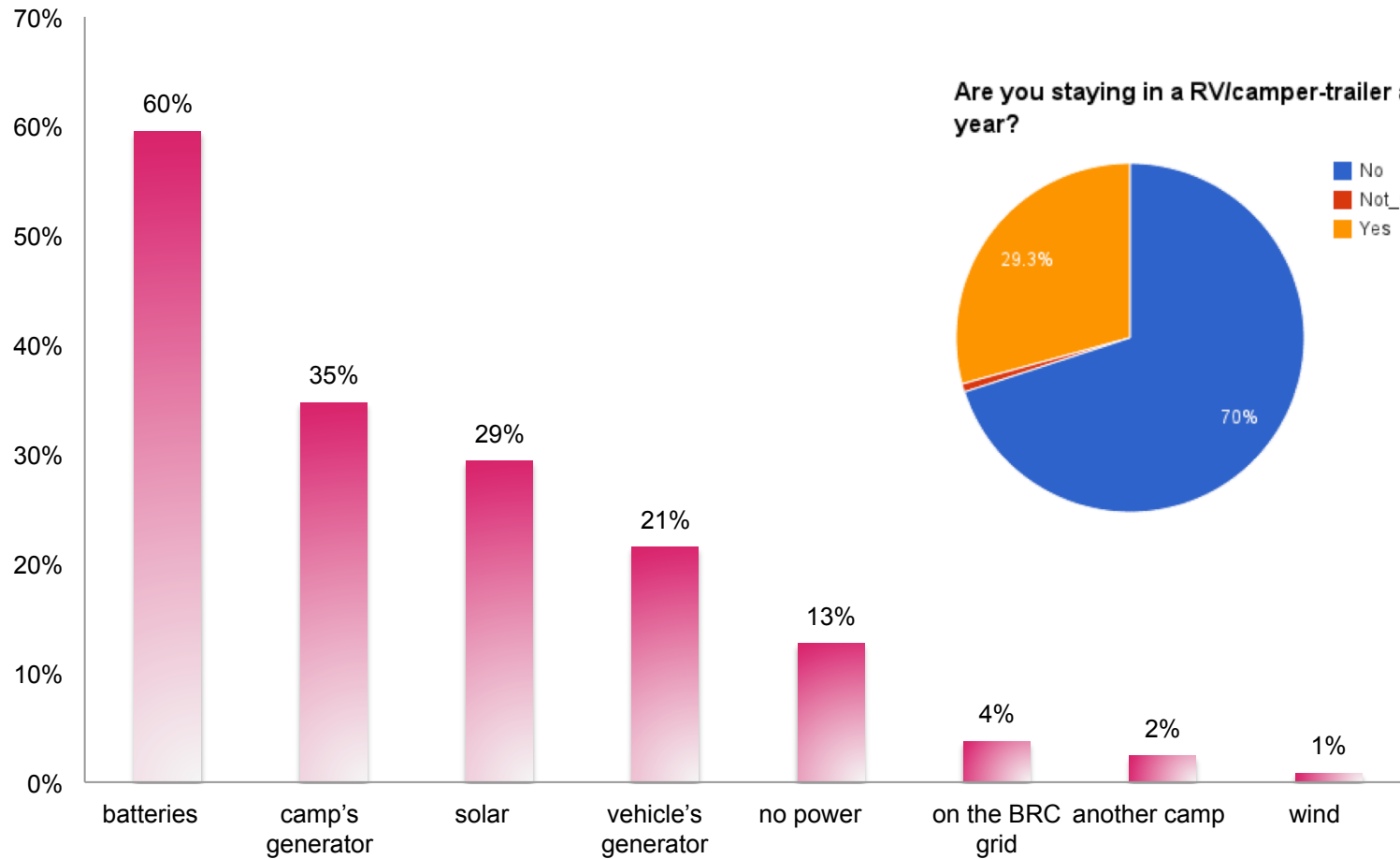
How are you fulfilling your financial obligations to your camp?



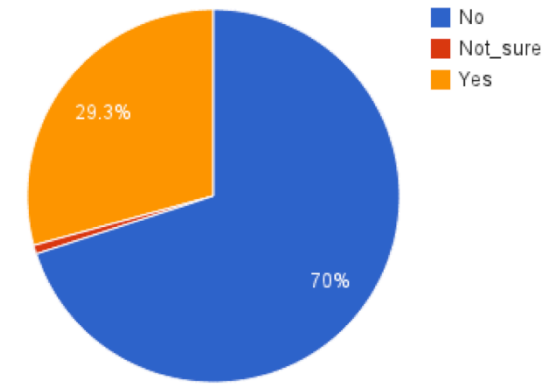


Burning Man Related Variables

How do you generate power?



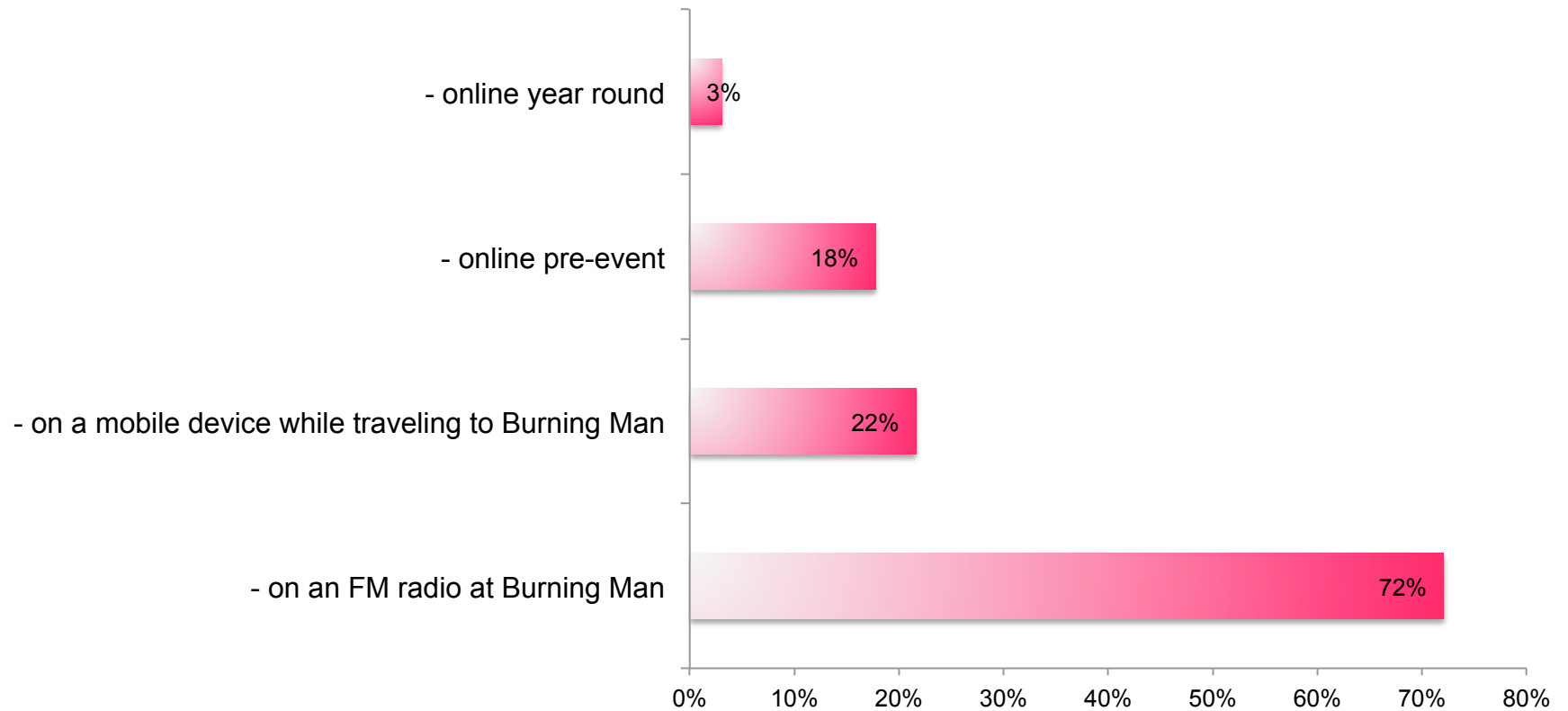
Are you staying in a RV/camper-trailer at BM this year?





Burning Man Related Variables

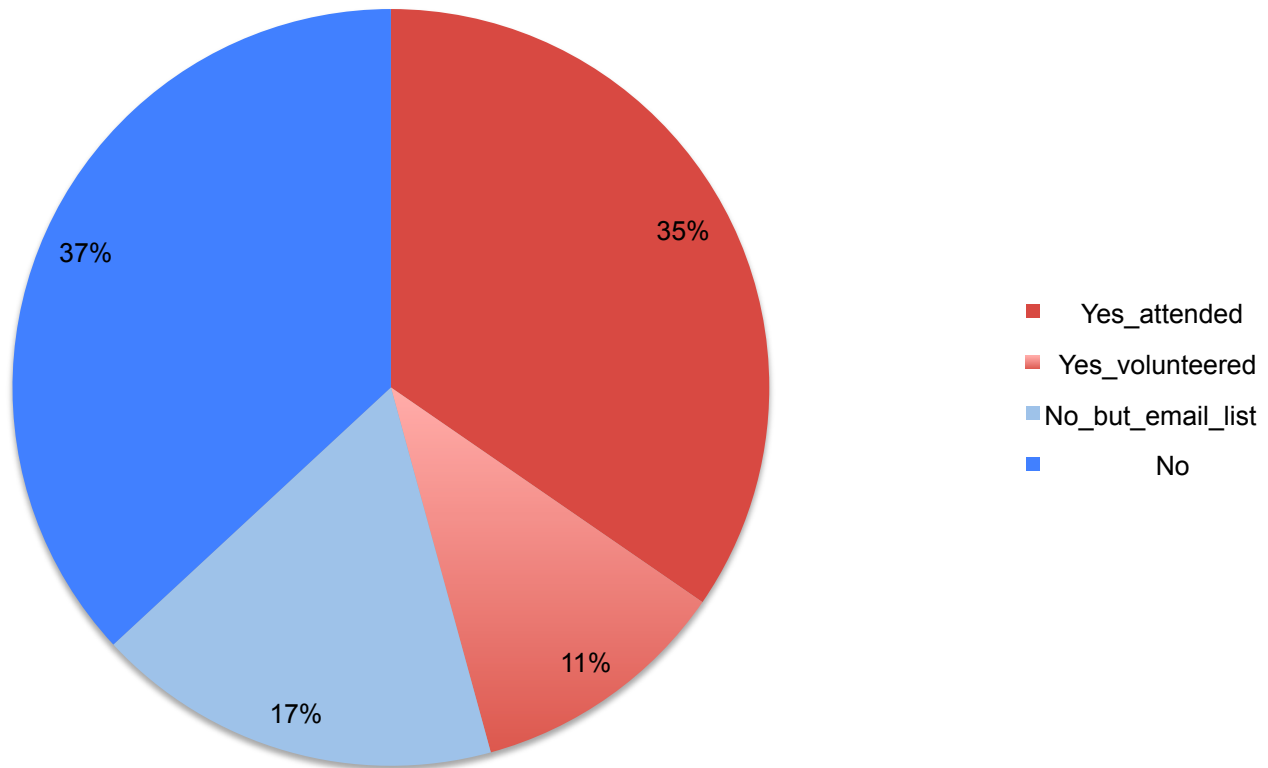
Did you listen to BMIR 94.5FM Burning Man Information Radio?





Burning Man Related Variables

Ever attended a regional BM event?





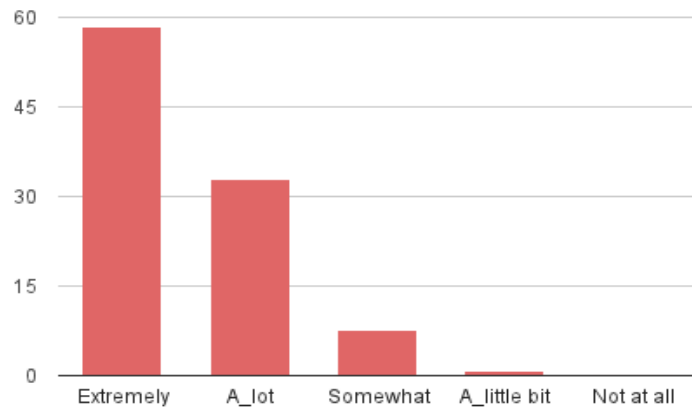
Life at Burning Man



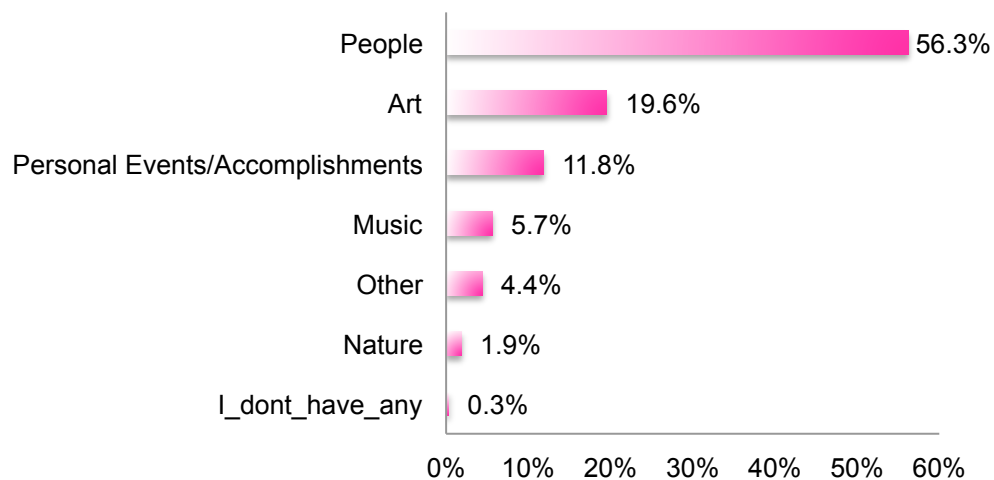


Life at Burning Man

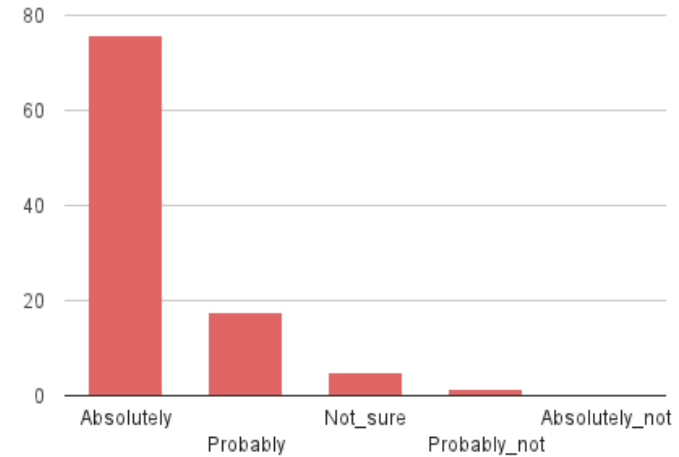
How much did you enjoy your experience this year at BM?



Your most wonderful memories of BM this year are memories of:



Do you intend to come back to BM?

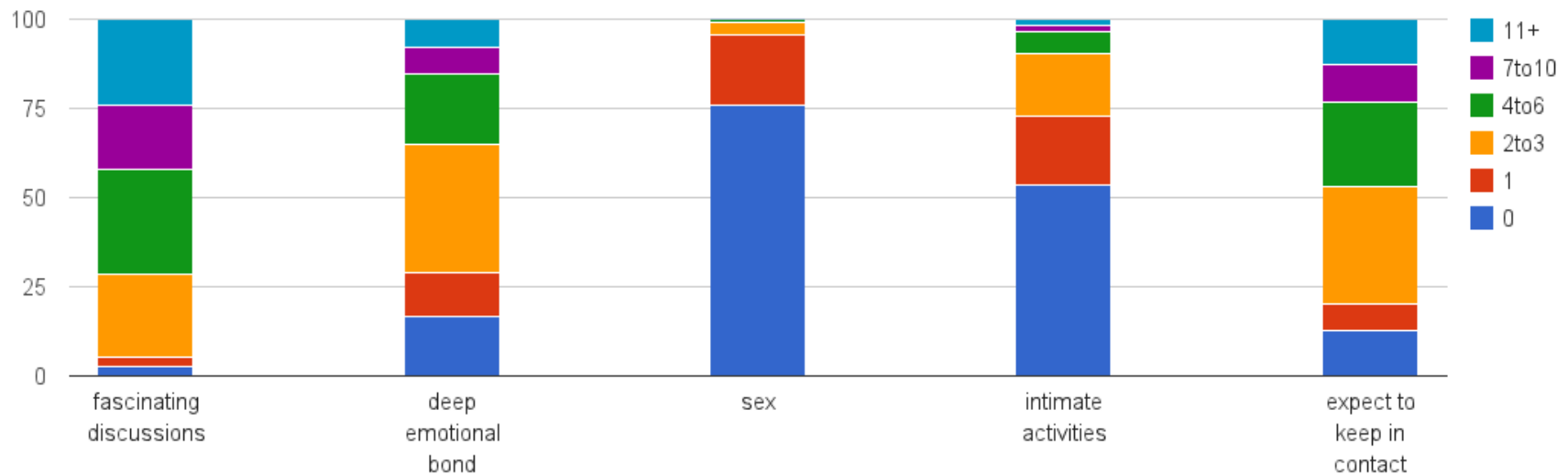


- Burning Man continues to be an important cultural event for participants
- Interactions with people are the dominant positive association

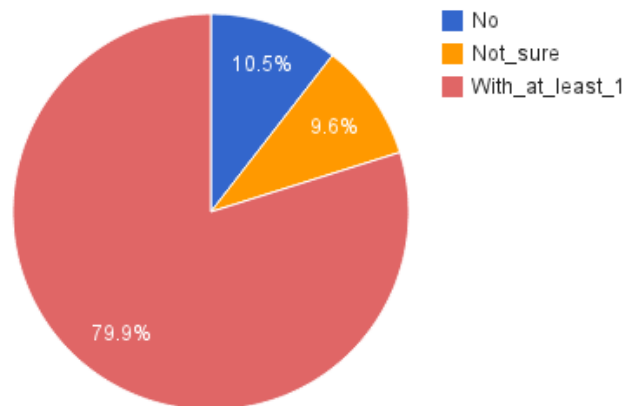


Life at Burning Man

This year at BM, with how many new persons did you have...



Do you intend to keep contact with these persons with whom you had sex?



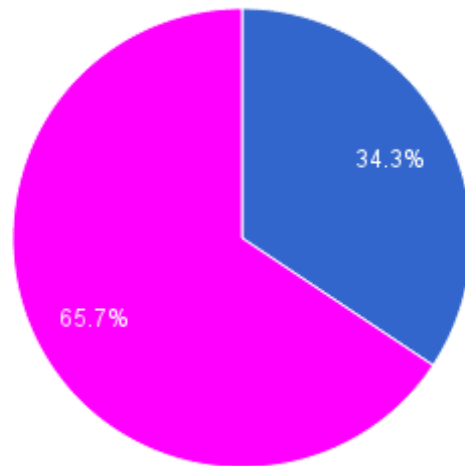
- New relationships formed at Burning Man tend to be lasting



Life at Burning Man

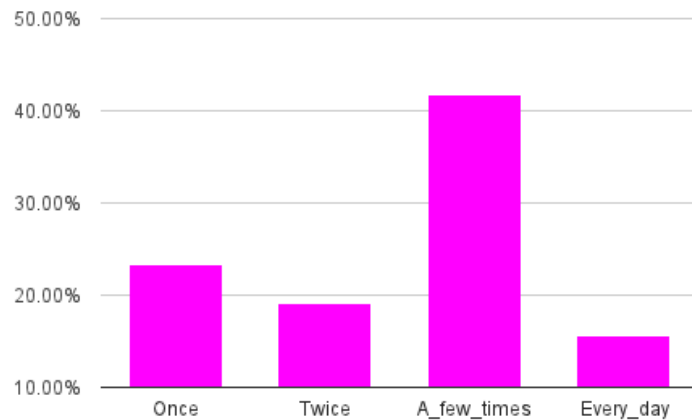
Did you ride on a mutant vehicle

■ no ■ yes



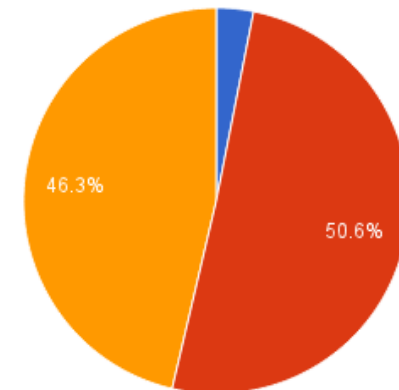
- A large majority ride mutant vehicles at least once
- Primarily seen as “for fun”

How frequently did you ride on a mutant vehicle?



Why did you ride on a mutant vehicle?

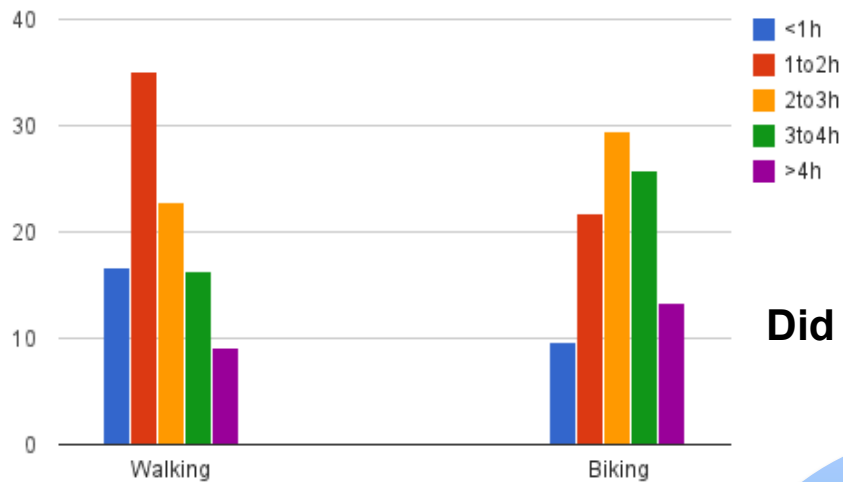
■ To_get_somewh...
■ For_fun
■ Both



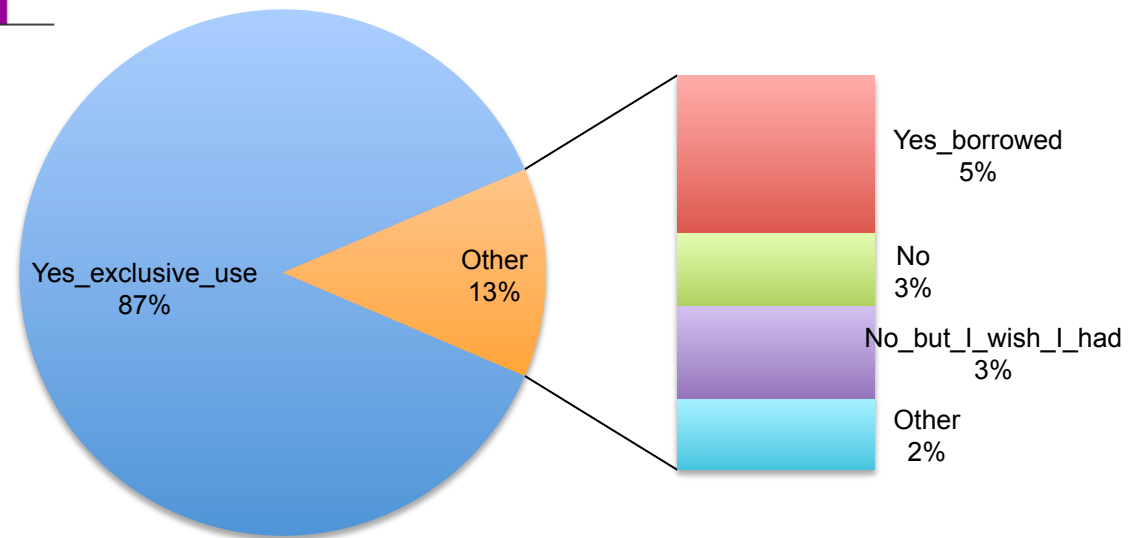


Life at Burning Man

How much time per day did you spend...

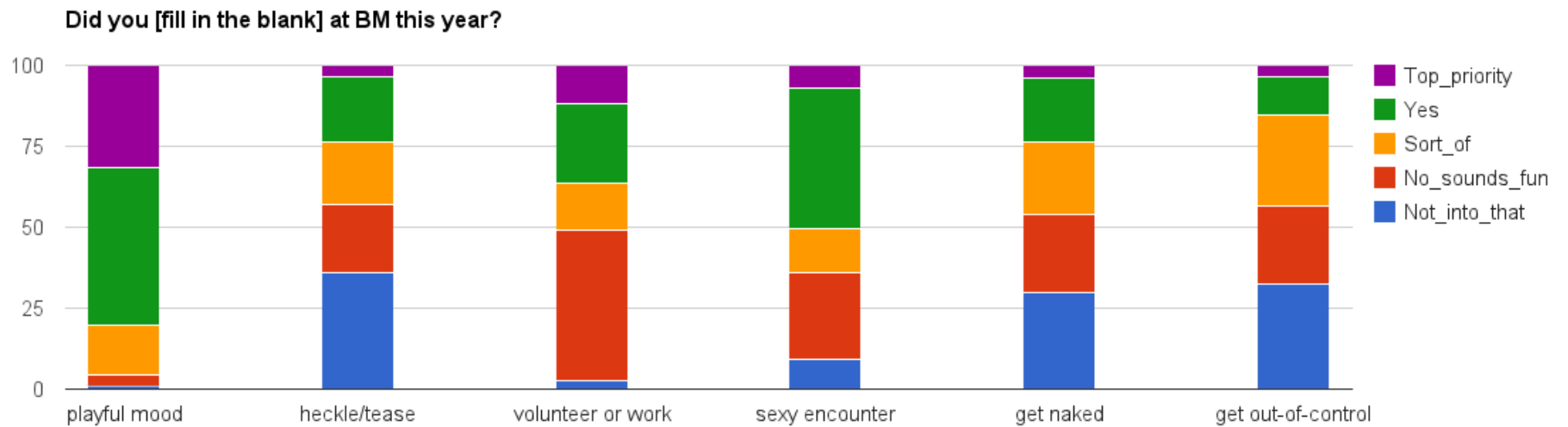


Did you have a bike to use in BRC?



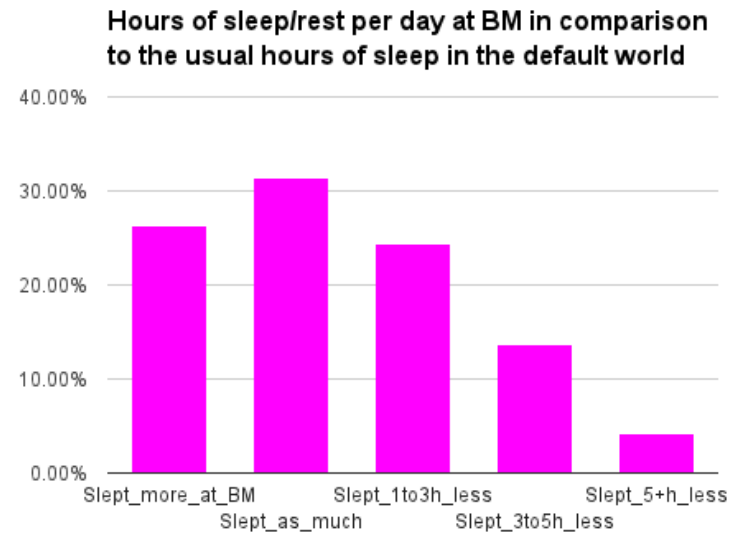
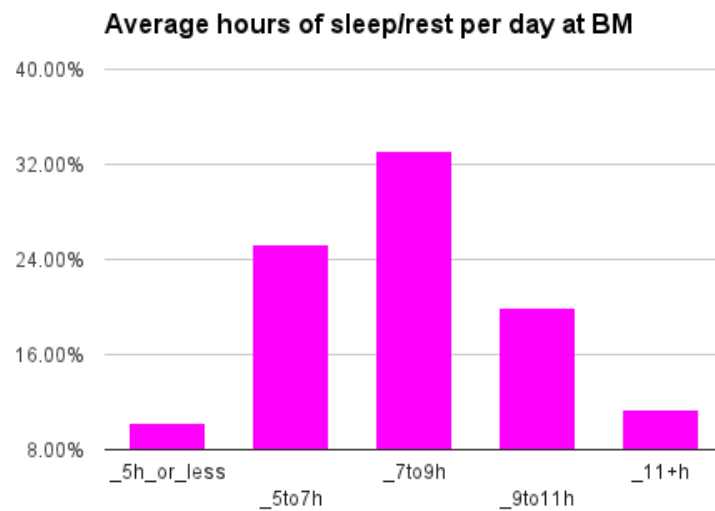


Life at Burning Man





Life at Burning Man



A majority are well-rested



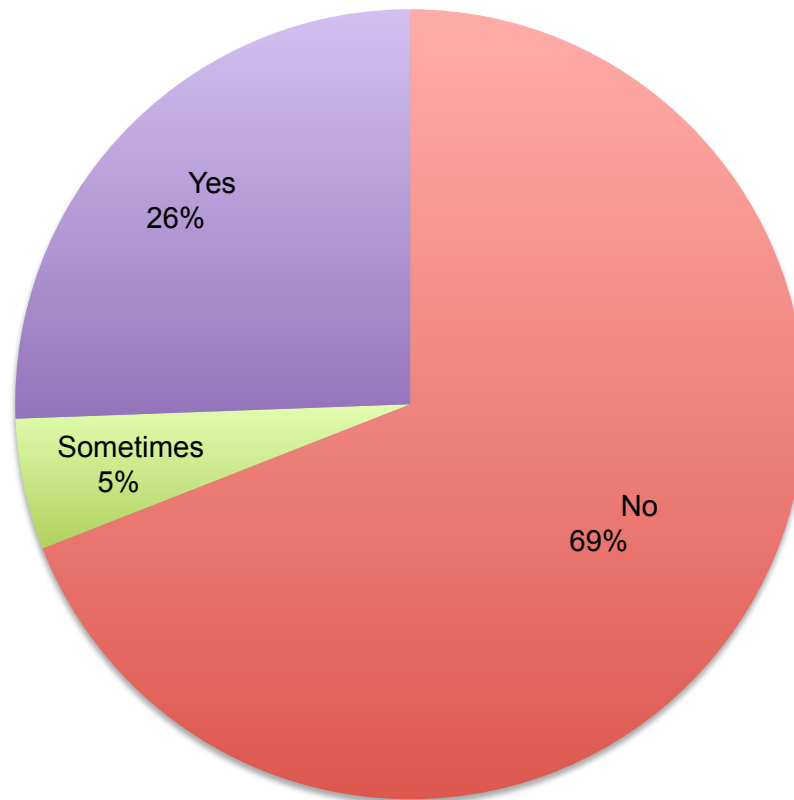
Identity & Self





Identity & Self

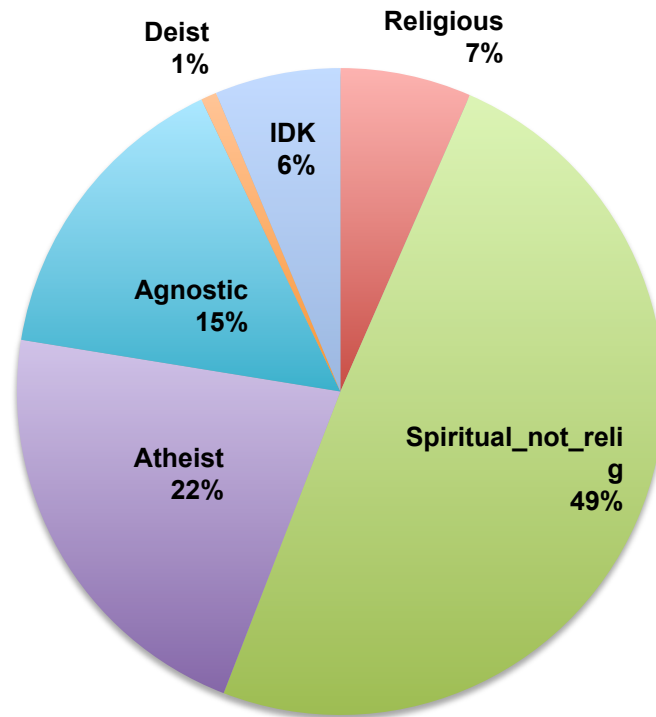
Do you consider yourself married?



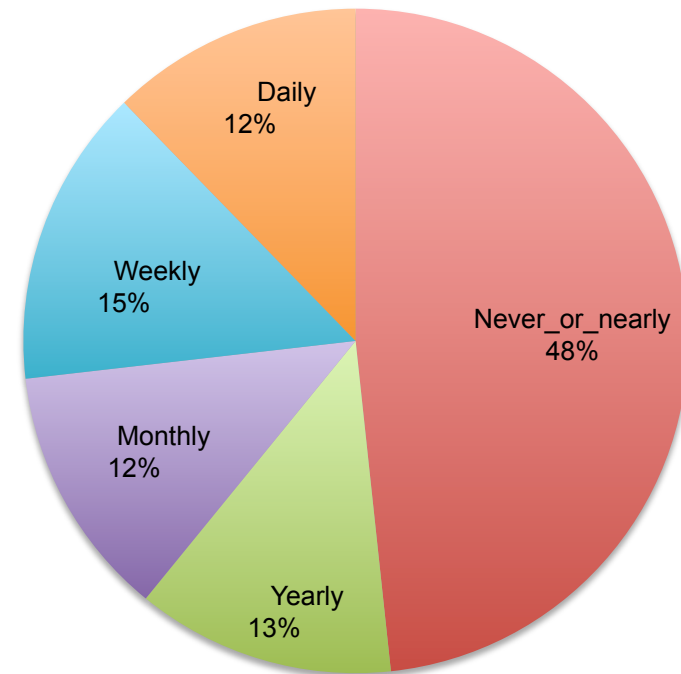


Identity & Self

How do you describe your spirituality?



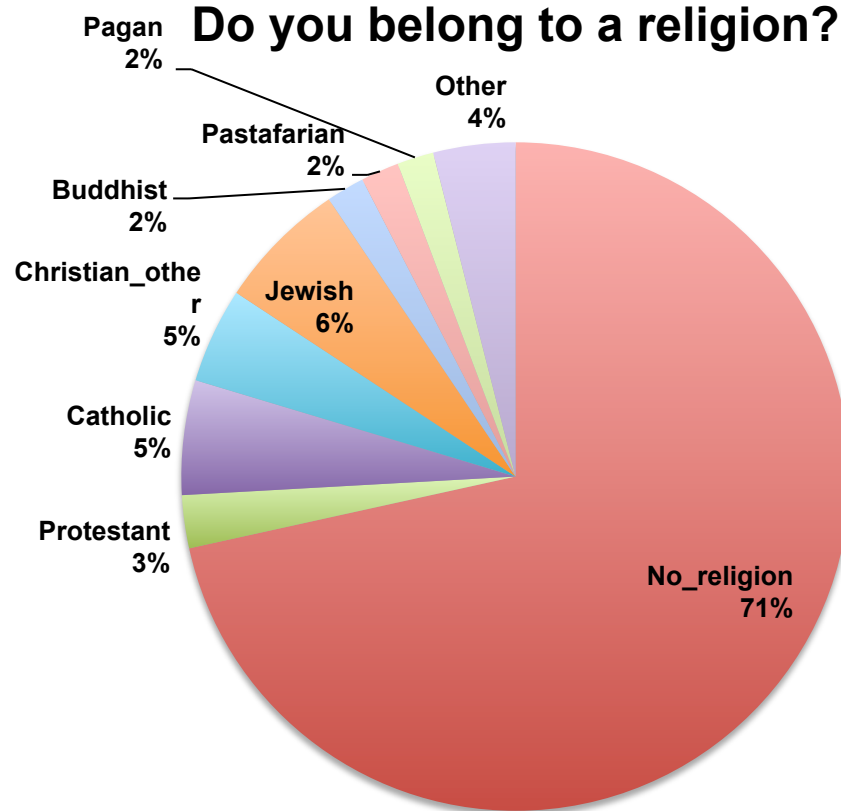
Do you engage in prayer/meditation/contemplation?



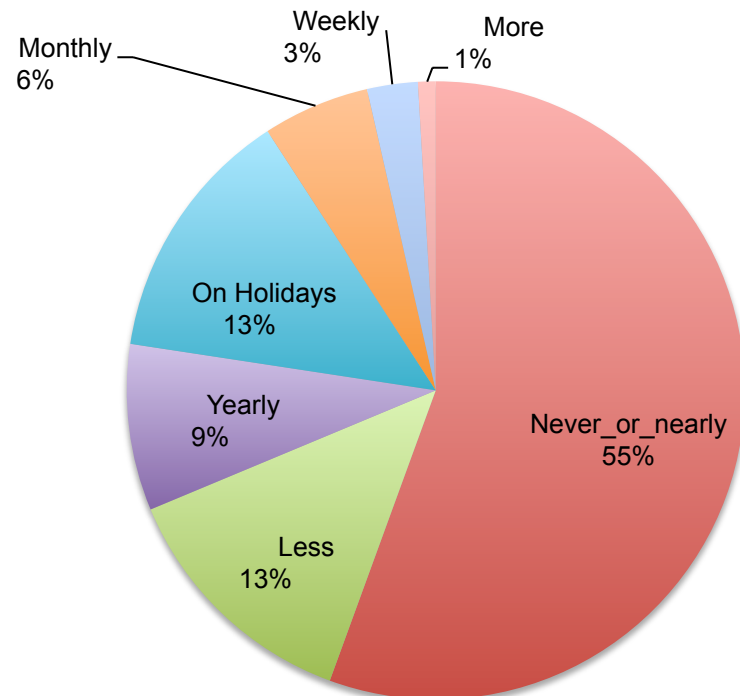


Identity & Self

Do you belong to a religion?



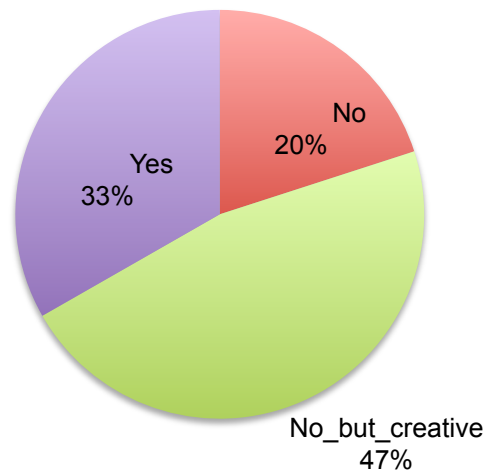
How often do you attend religious services?



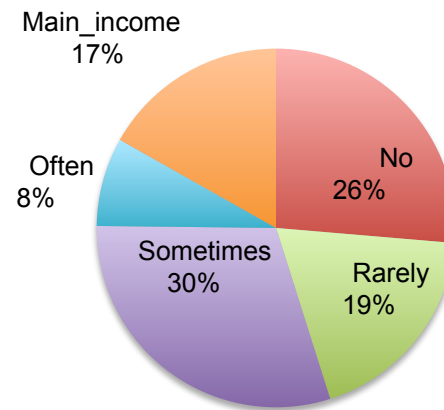


Identity & Self

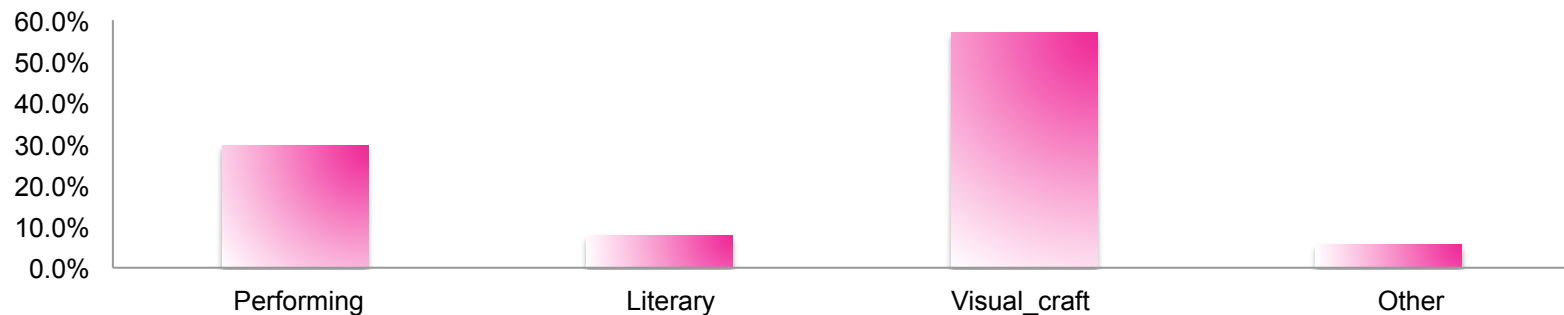
Do you Consider yourself an artist?



Do you get paid to be an artist?



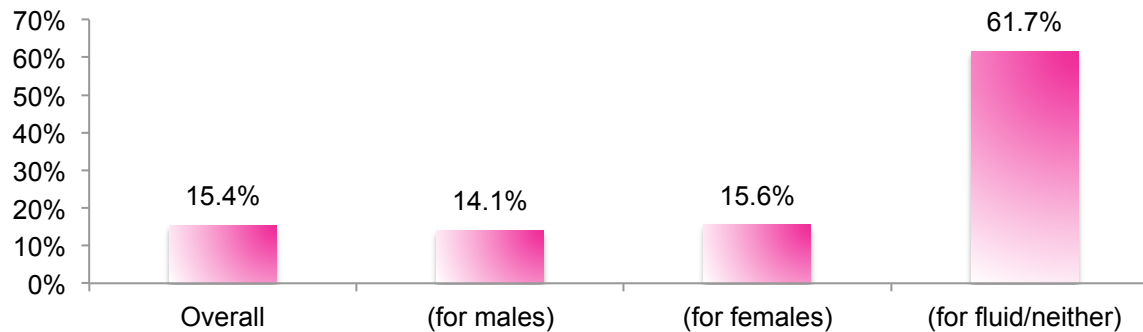
If so, what is your main form of art?



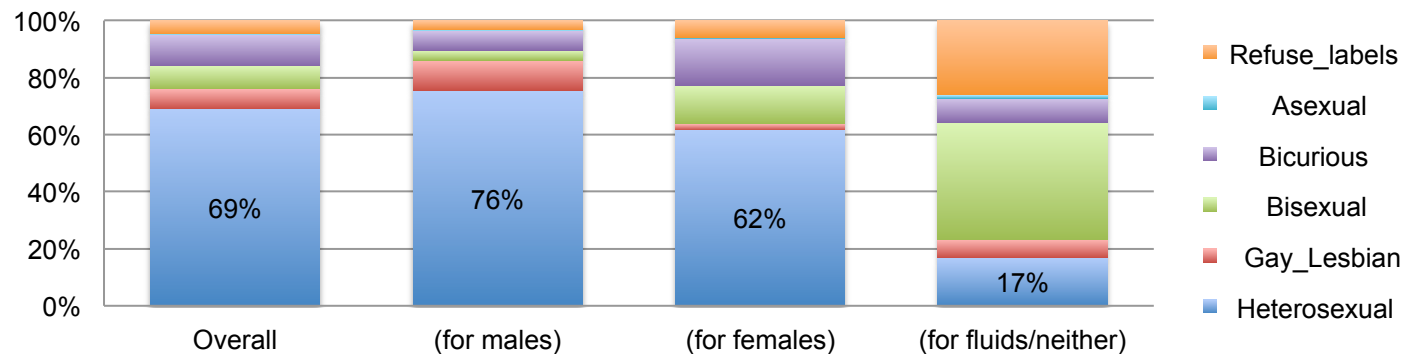


Identity & Self

Self-identified as LGBT*



Self identified sexual orientation



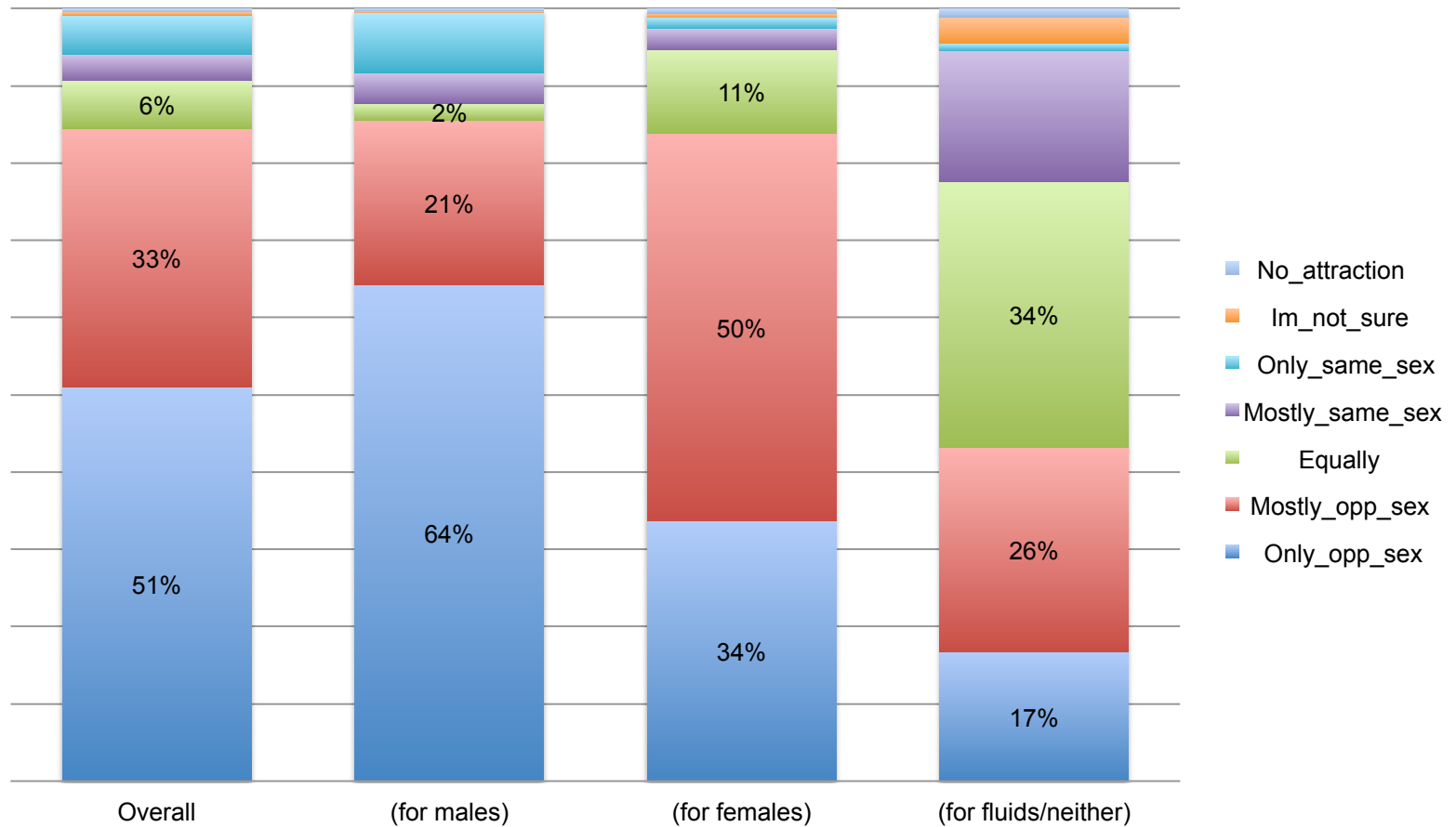
* Self-identified trans = 0.76% of the population

** *Bisexual also includes people who identify as pansexual or similar*



Identity & Self

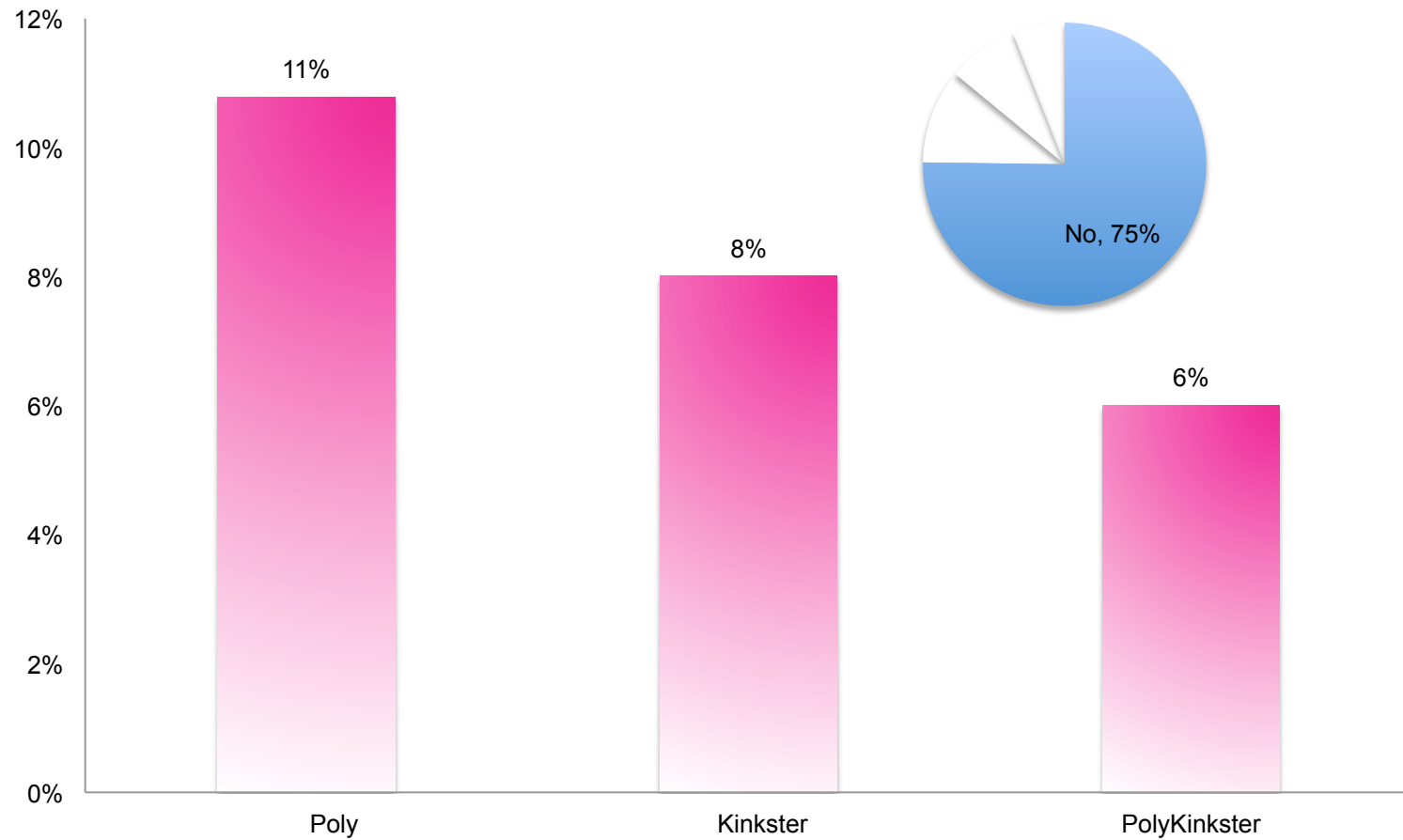
I am sexually attracted to...





Identity & Self

Do you consider yourself polyamorous or kinkster?





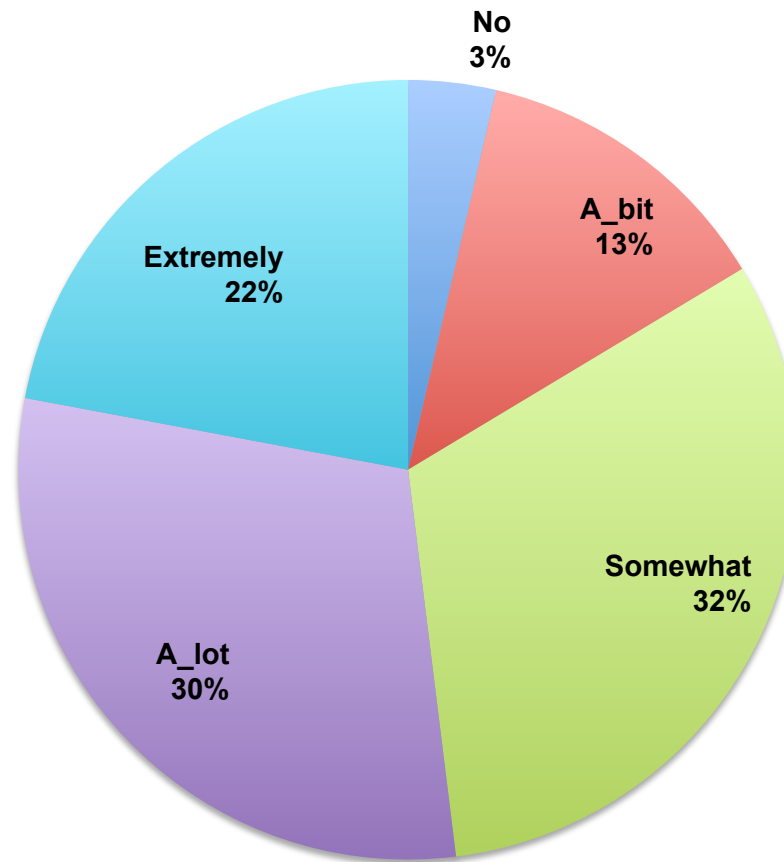
Burning Man in the Default World





Burning Man in the Default World

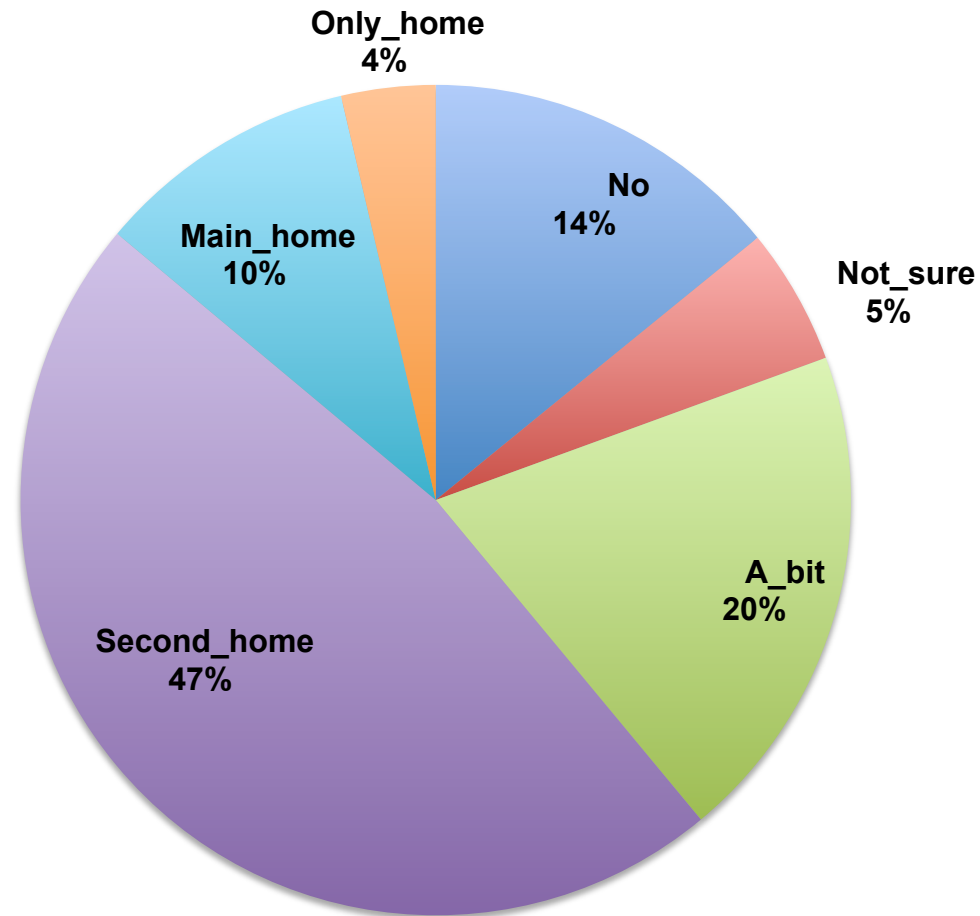
Do you consider the burner community as family?





Burning Man in the Default World

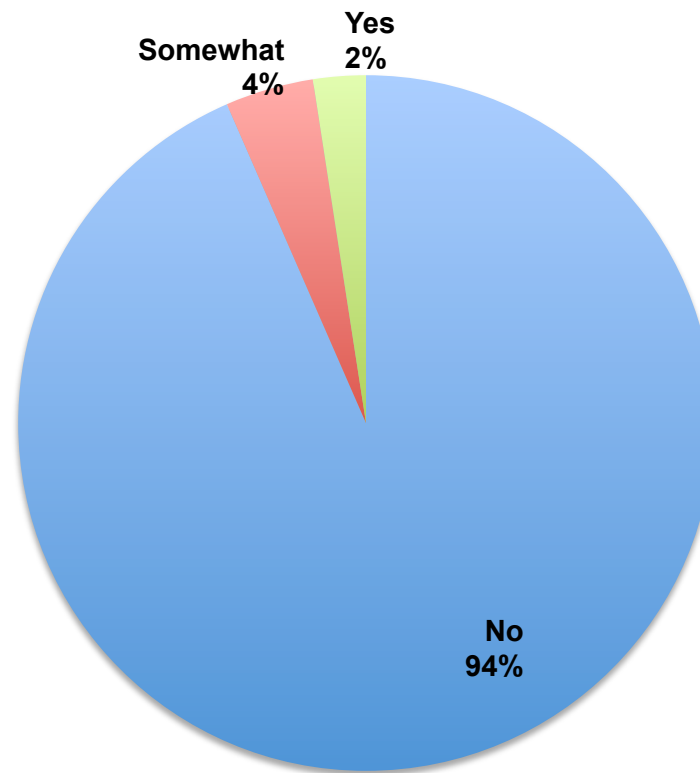
Do you consider BRC to be your home?





Burning Man in the Default World

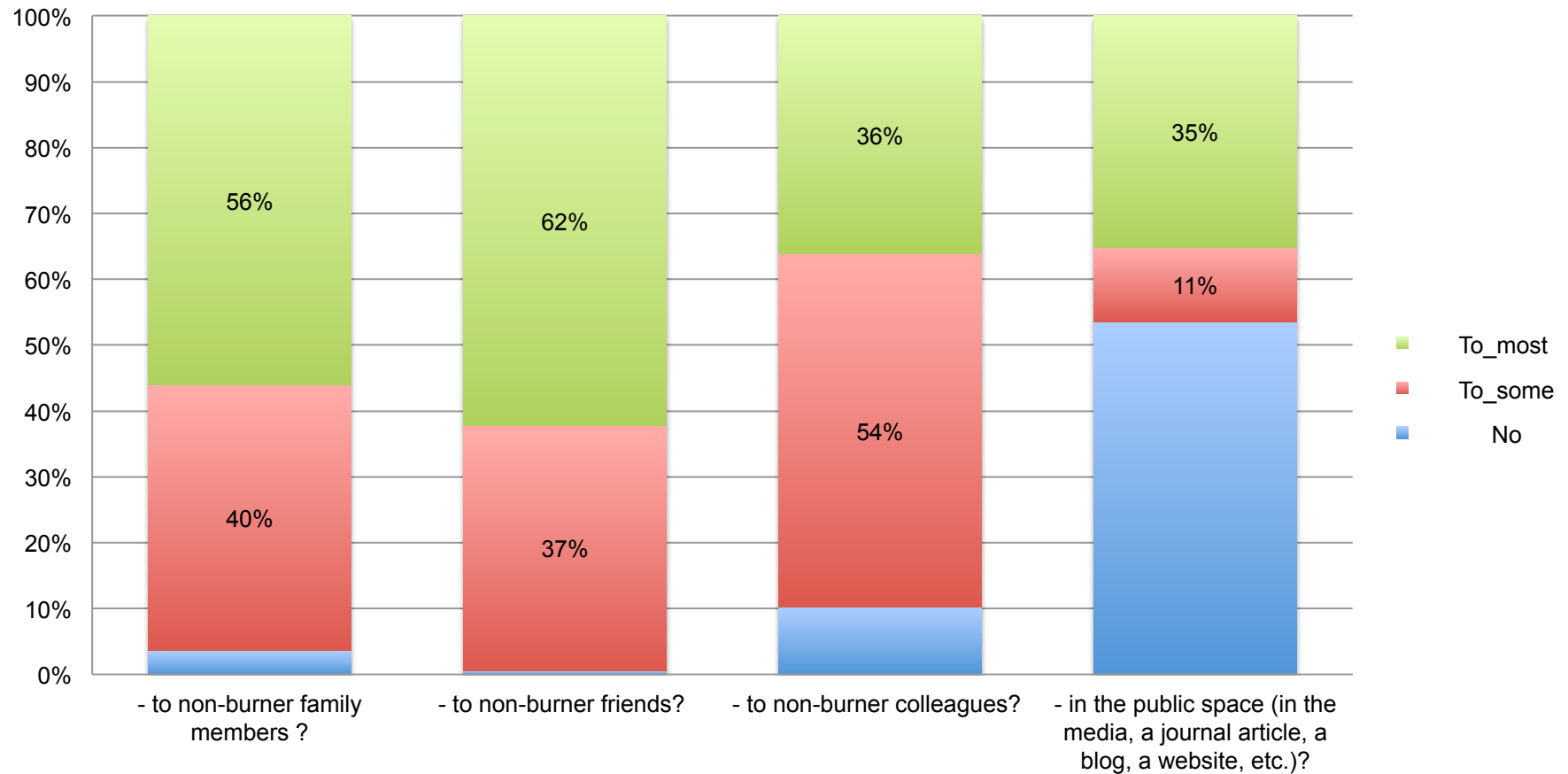
Does the Temple and its spiritual significance on the playa clash with other religious beliefs you may hold in the default world?





Burning Man in the Default World

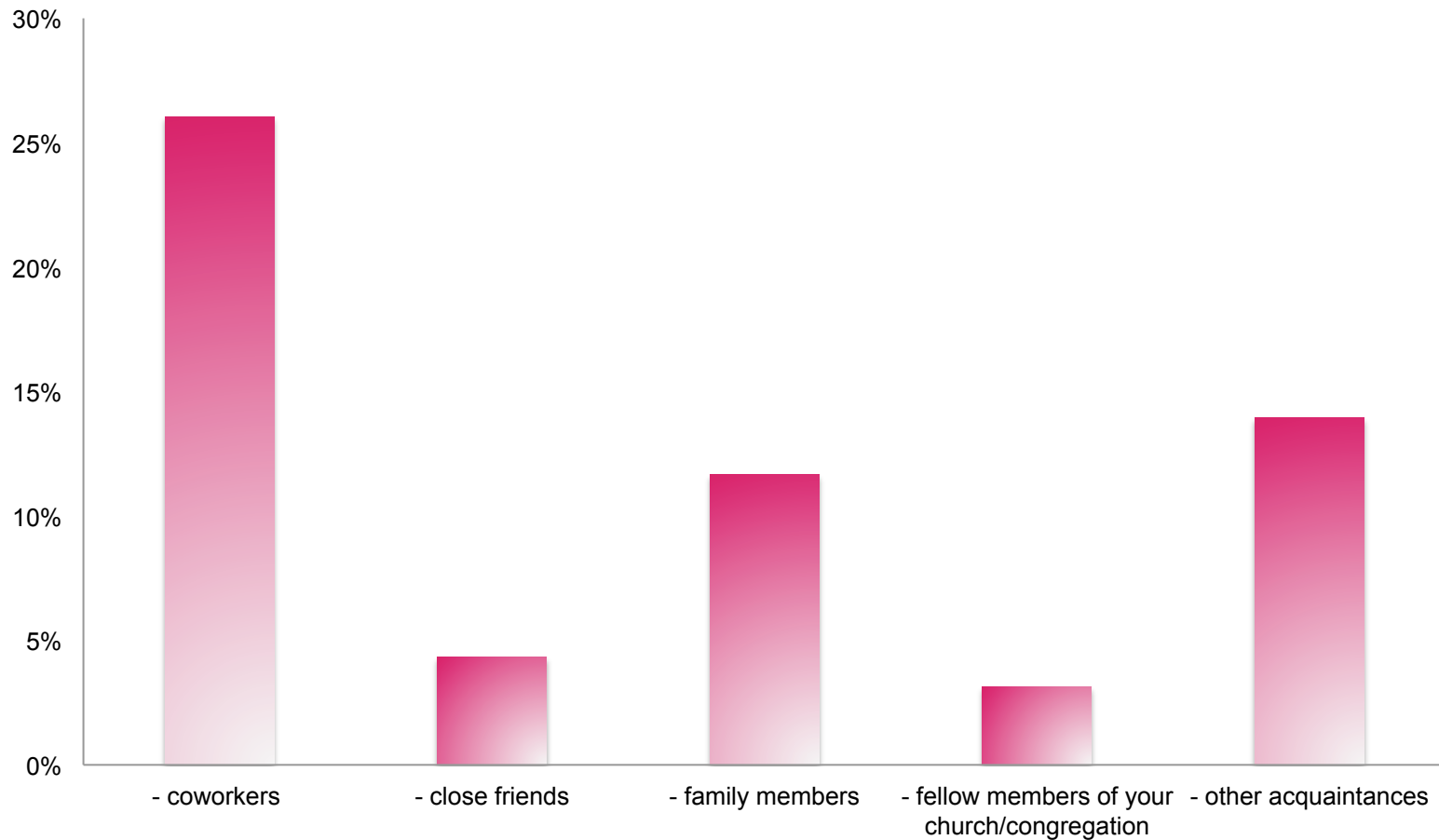
Did you ever tell about your Burning Man experience ...





Burning Man in the Default World

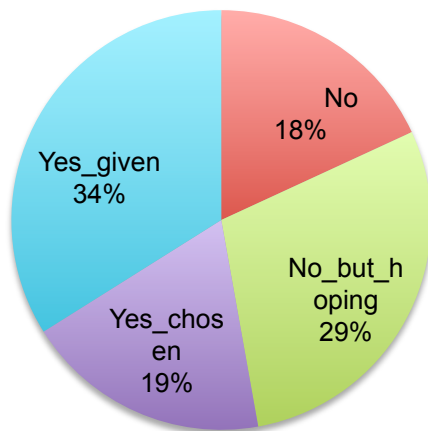
Did you consciously decide not to mention Burning Man to any of the following?





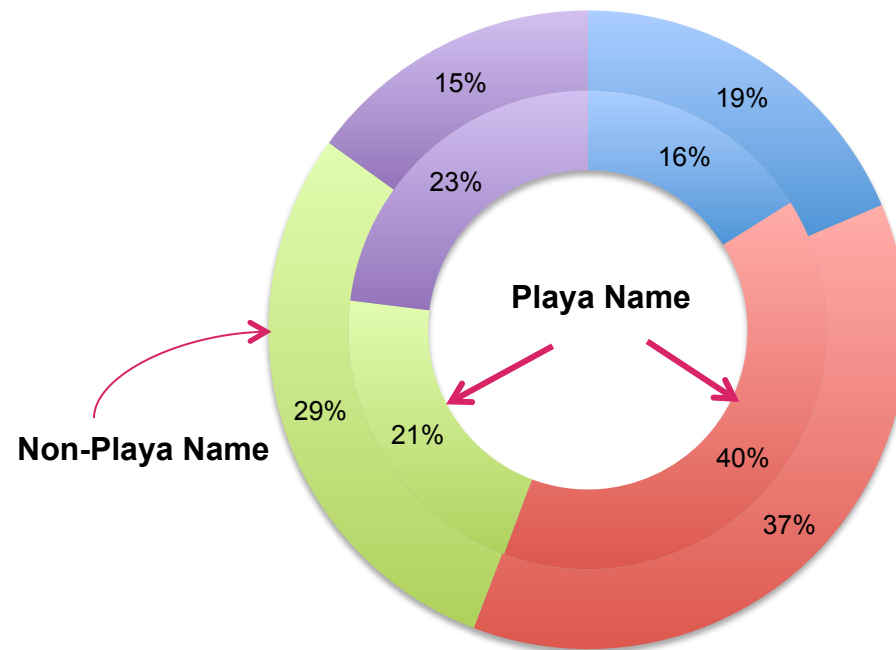
Burning Man in the Default World

Do you have a playa name?



If so, how frequently did you use your ____ name on playa this year?

■ Never ■ Sometimes ■ Most_of_the_time ■ Always

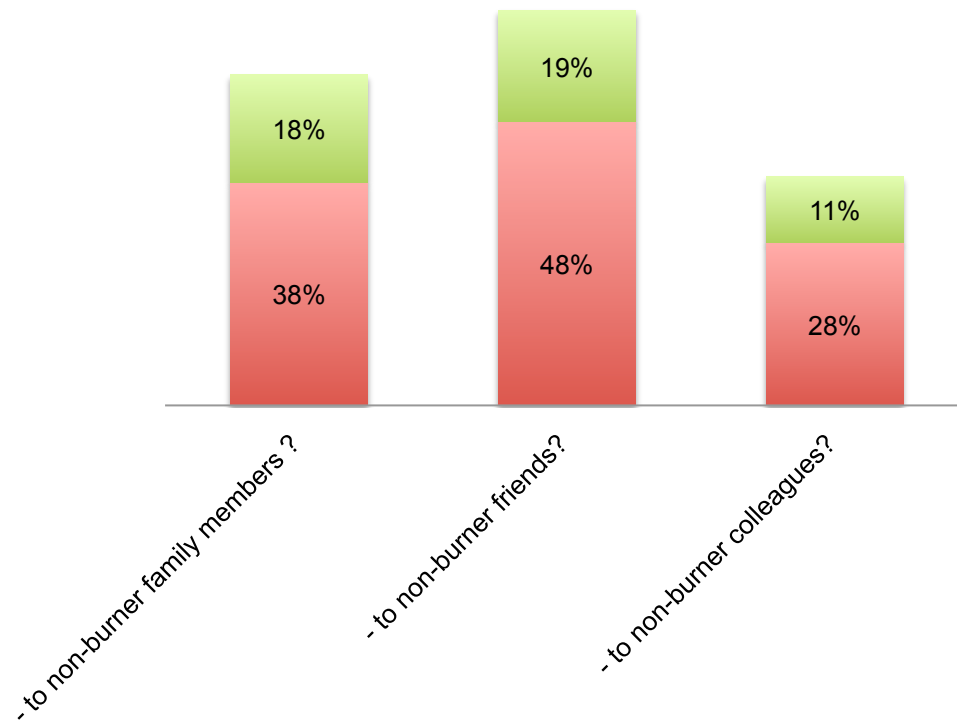




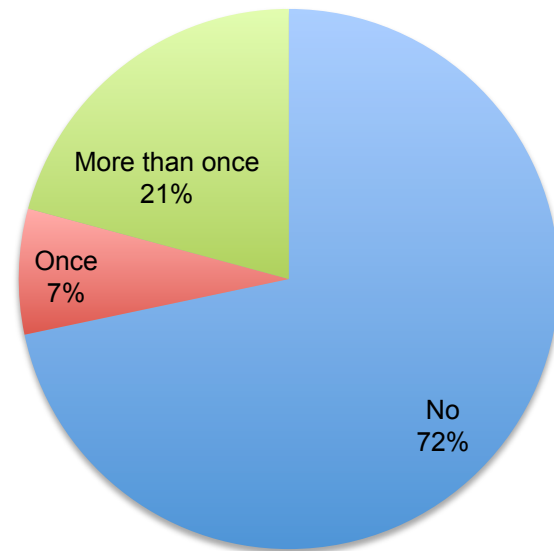
Burning Man in the Default World

Did you ever tell your playa name ..

■ To_some ■ To_most



Ever use your playa name in the public space
(in the media, a journal article, a blog, a
website, etc.)?





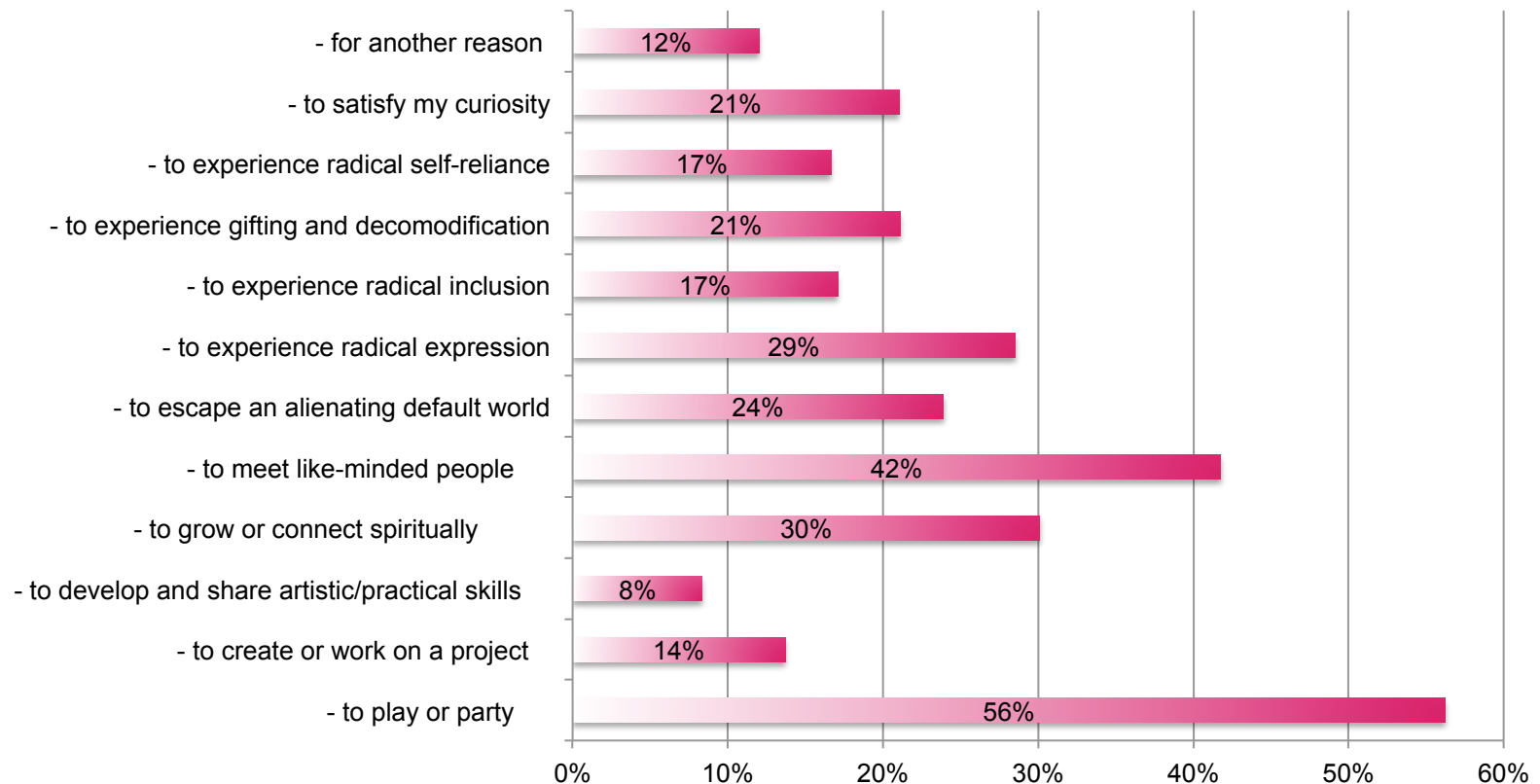
Main Reasons to Go to Burning Man





Main Reasons to Go to Burning Man

Best represents the reasons why you went to Burning Man





Contributions and Acknowledgements





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Project coordination:

Megan Heller (Countess), Dominic Beaulieu-Prévost (Hunter) and Kateri McRae (Variance) are the principal investigators who led the 2013 Census project.

Sampling & data analysis:

Dominic Beaulieu-Prévost (Hunter)

Report coordination, layout & design:

David Nelson-Gal(Scribble)

Additional Data Visualizations & Analysis:

Steven Crane(Indiana), Andrew Pederson & Alana Glassco (Lovechild)

The 2013 Census Lab :

The project also involved numerous other 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.



A final thanks to all the BRC citizens who contributed to the 2013 Census. The Census project could not exist without you.



Still Curious?

For more information about the 2013 Census project or the people involved in the project, please write to census@burningman.org .

For more information about this report, please write to Dominic Beaulieu-Prévost at beaulieu-prevost.dominic@uqam.ca .

You can also access the Census blog at
<http://blackrockcitycensus.wordpress.com> .

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