



WEIGHTED RESULTS

2012 Burning Man 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), it provides the most complete picture of the highly diverse population of Black Rock City.



Method

- Based on analysis of 9578 paper forms filled out in Black Rock City during the event in 2012 (roughly 1 in 5 citizens!)
- For the first time in BRC history, 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 2012, the Census lab decided to improve their weighting method
- The main improvement was the addition of a weighting procedure to correct 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.
- In 2012 BRC Census, the “unbiased” reference came from randomly sampling cars at the gate during ingress, asking a dozen sociodemographic questions of each sampled burner who accepted.
- Thus, the results from 2012 Census were weighted according to this random sampling at the gates, improving the collective accuracy of the data.



2012 Census Results

This presentation covers the descriptive results for the most important questions.

The first section of results contrast 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



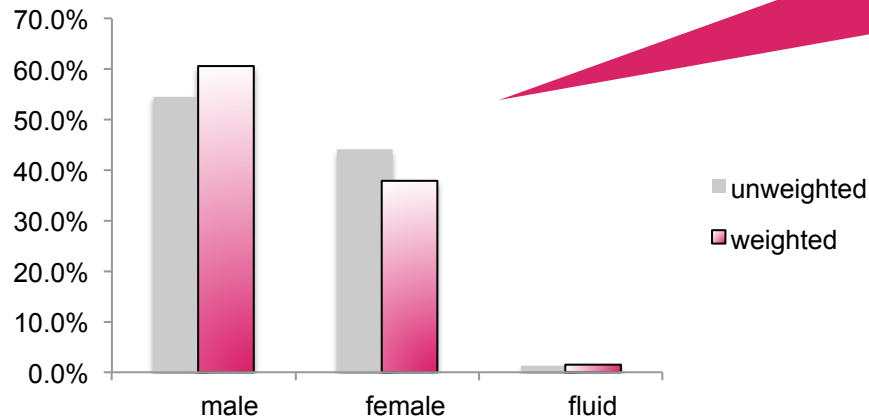
Variables used to weight the 2012 Census

- Inherent self-selection bias in past surveys
- 2012 complemented census with a random sampling at the gate
- Random sample allowed us to weight the collected data
- Variables used to weight the 2012 Census:
 - Gender
 - Age
 - Are you a Virgin?
 - Foreign
 - English Speaker
 - US Party Affiliation



Weighting Variables

Gender

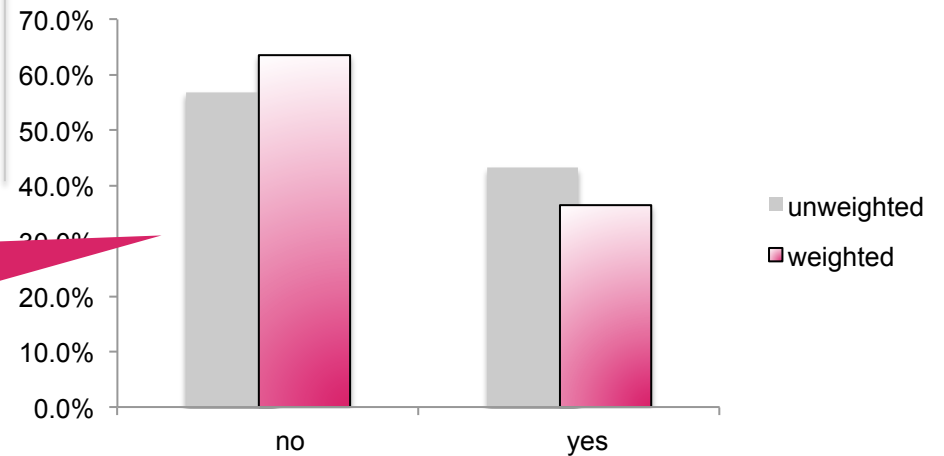


Males slightly under-represented

Females slightly over-represented

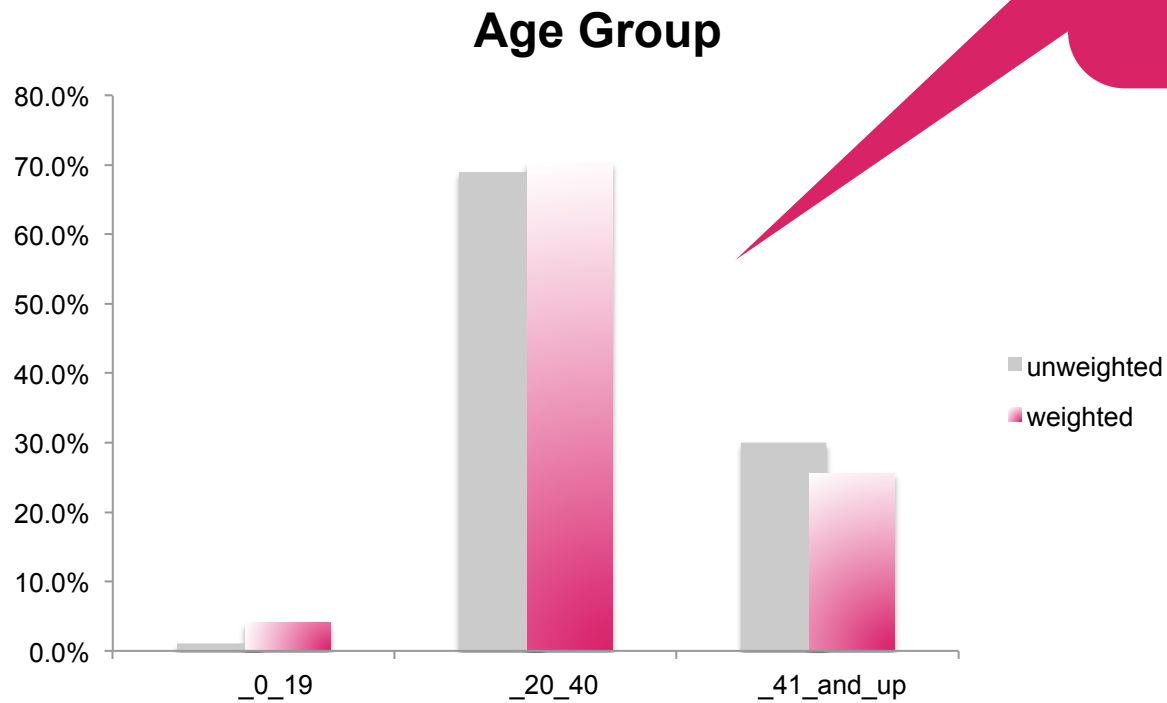
Virgins slightly over-represented

Virgin





Weighting Variables



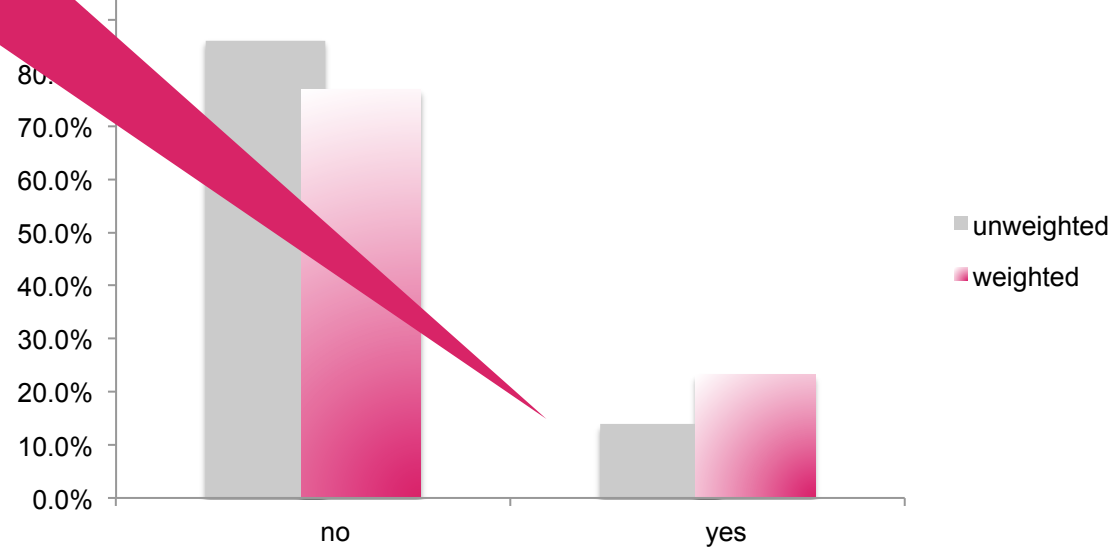
Age groups were adequately represented



Weighting Variables

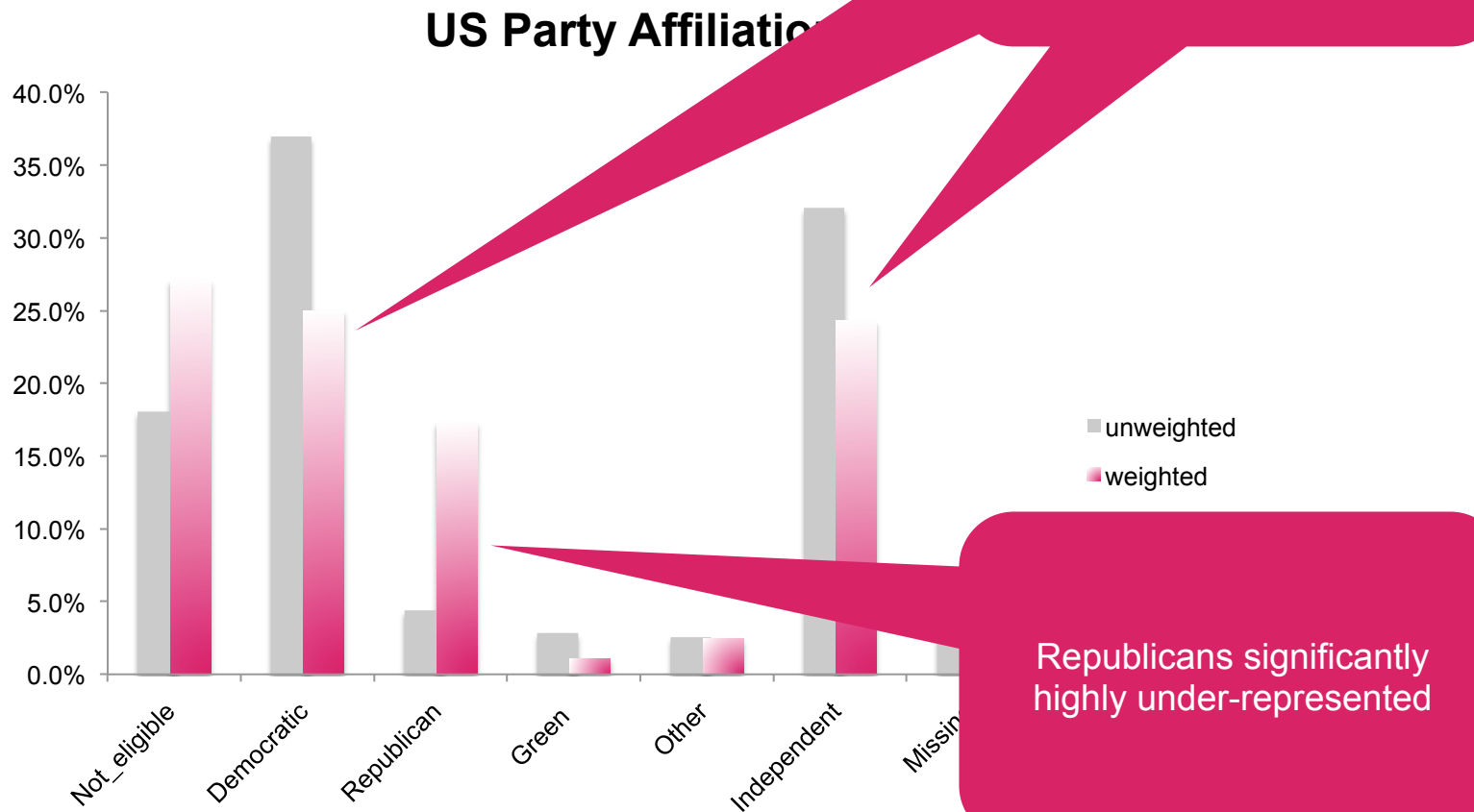
Foreigner visitors were under-represented

Foreign





Weighting Variables



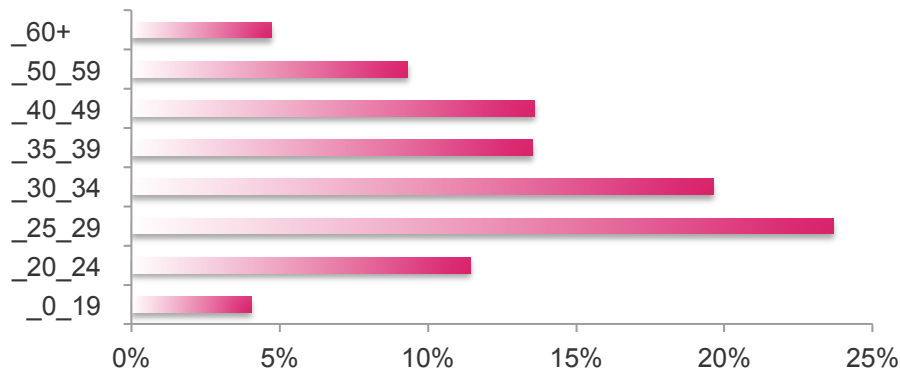


Sociodemographic Characteristics



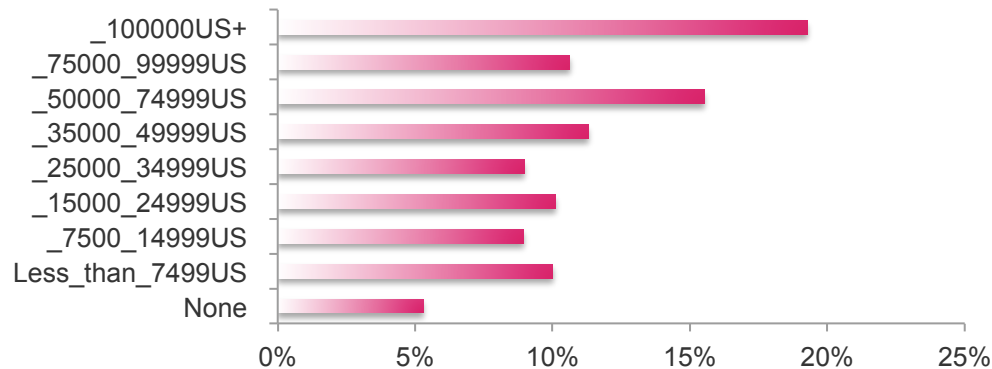
Sociodemographic Characteristics

Age Group



Median Age: 32-33
Median Income: \$40-\$42

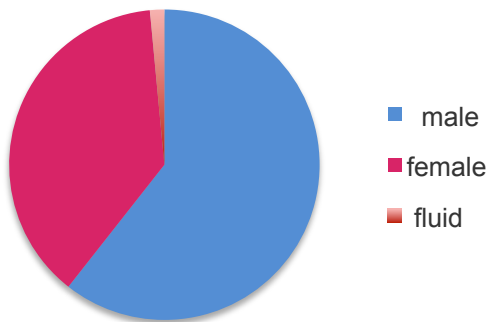
Personal Income



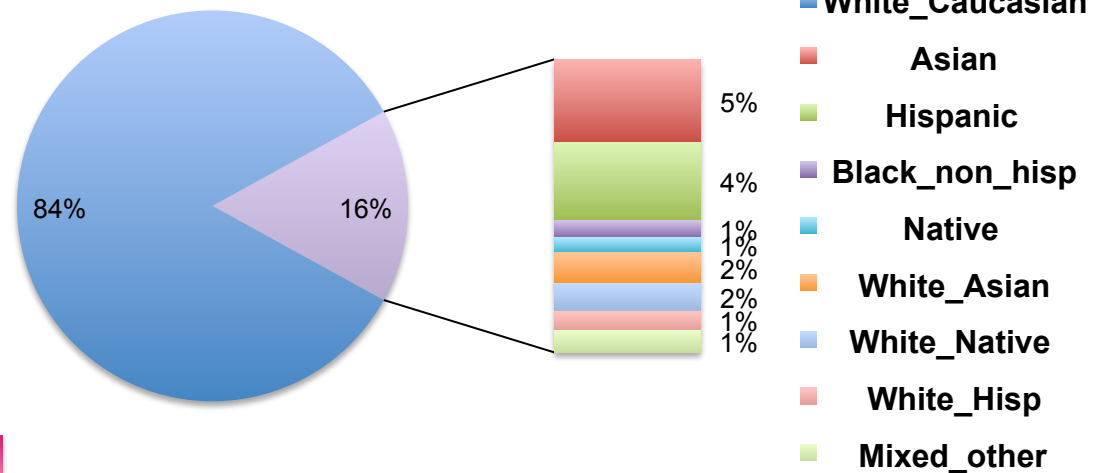


Sociodemographic Characteristics

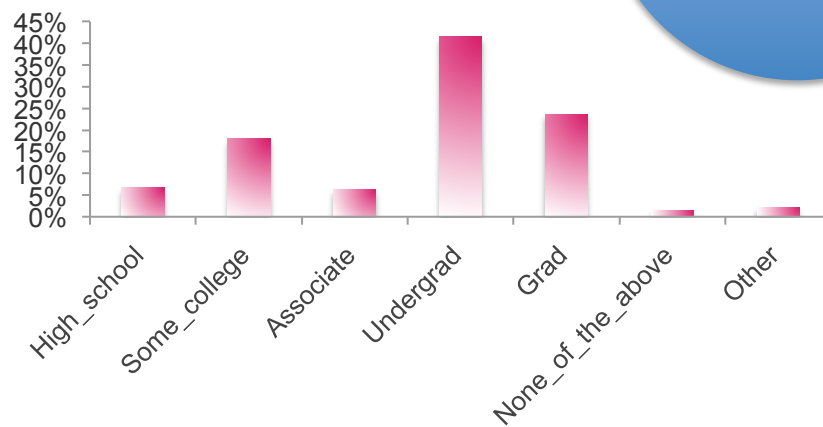
Gender

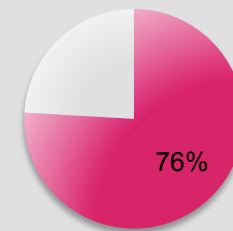


Ethnoracial background

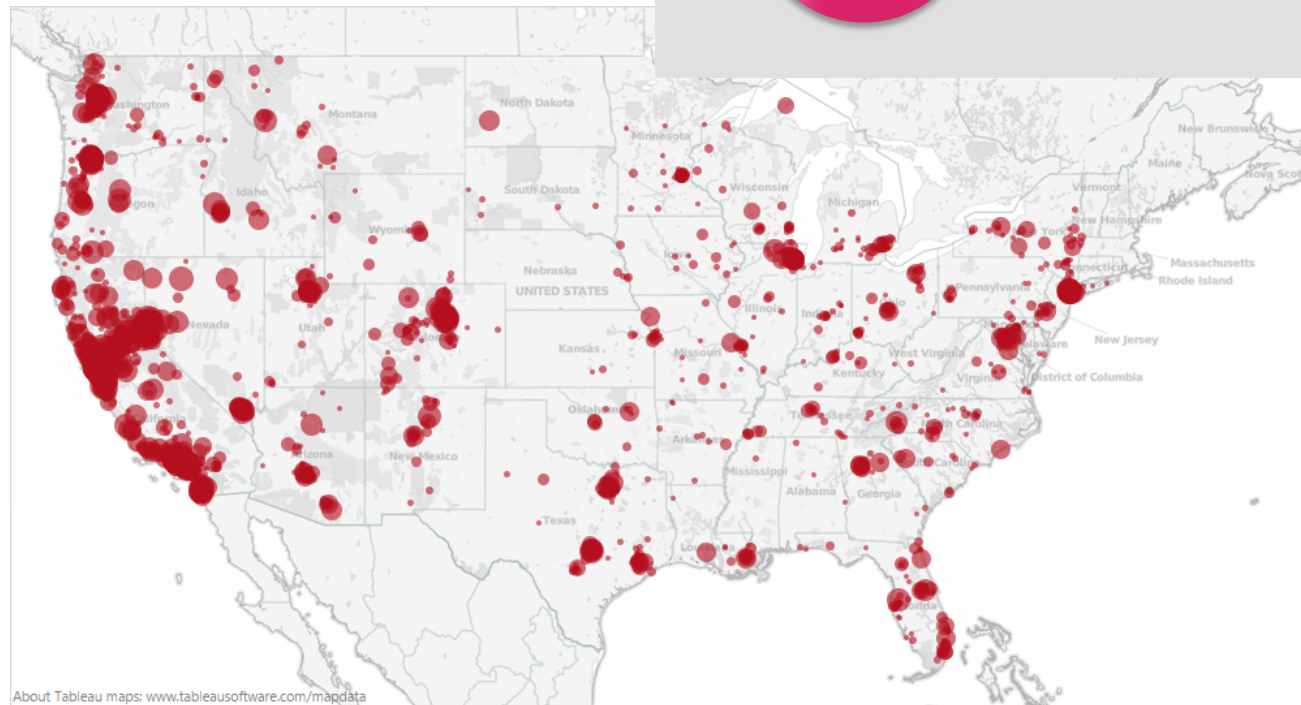


Education





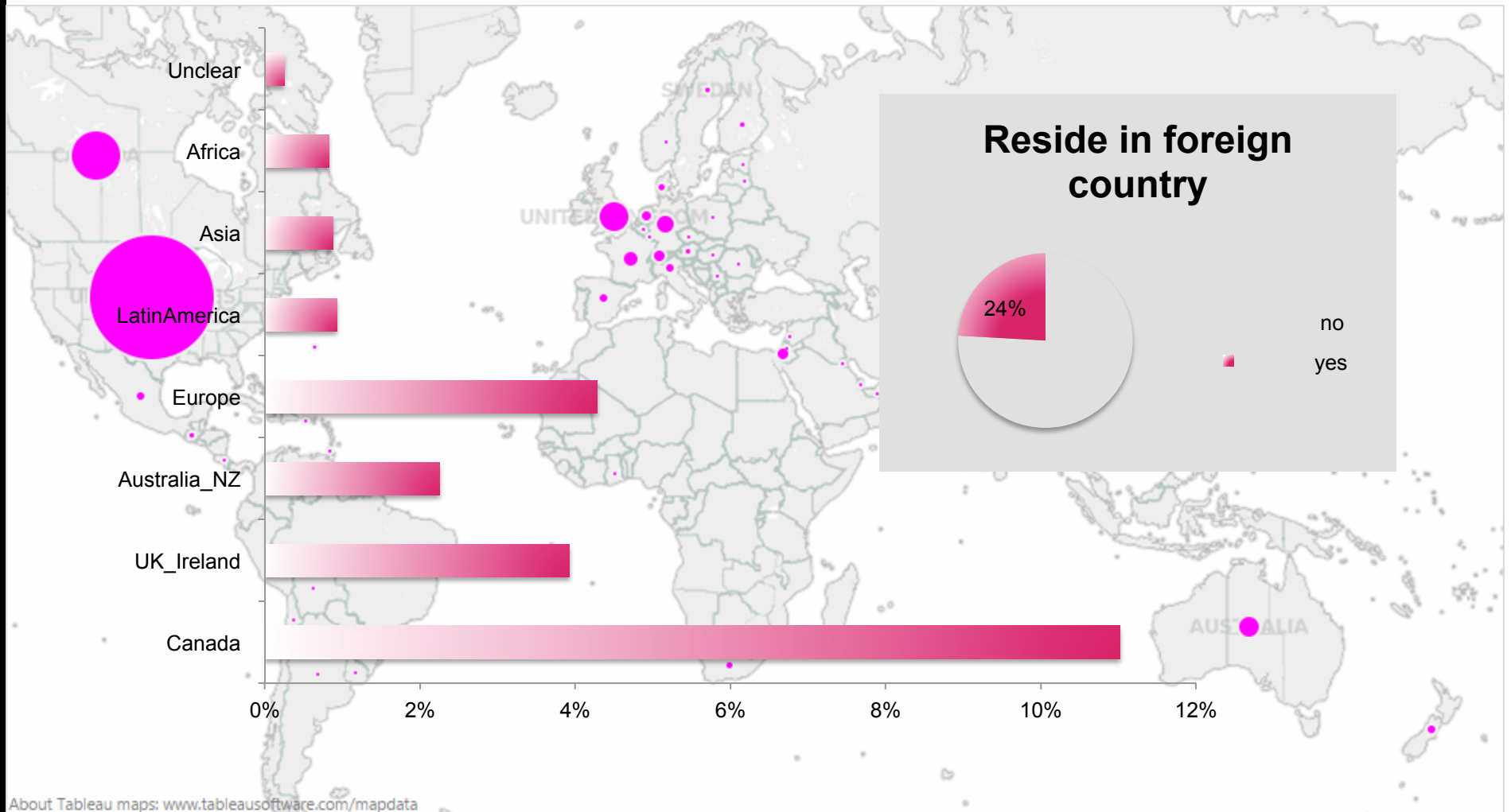
no
yes





Sociodemographic Characteristics

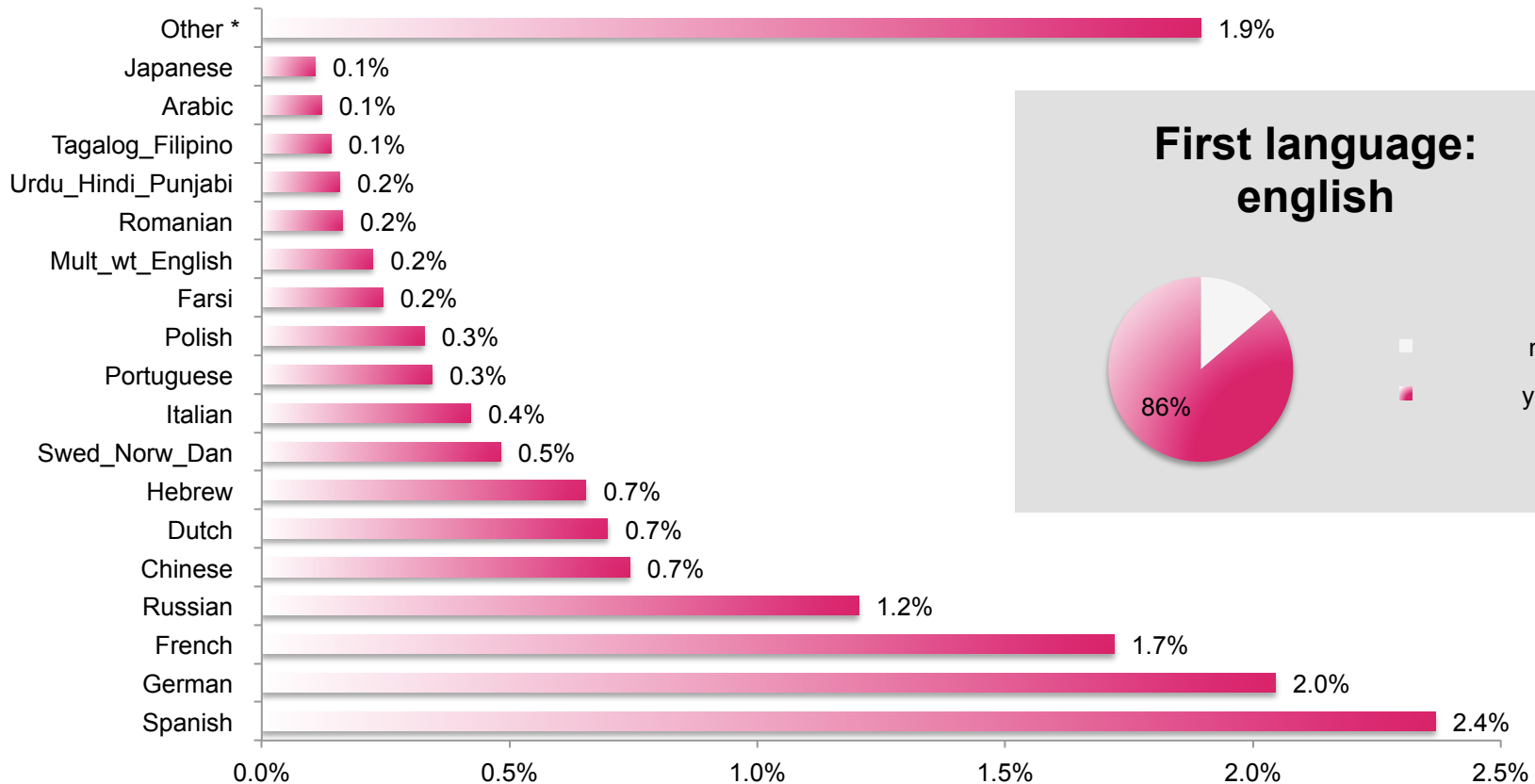
Place of residence if not USA





Sociodemographic Characteristics

First Language other than english

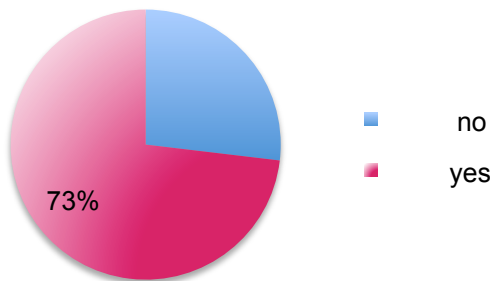


* "Other" includes nearly 50 different languages ranging from Albanian to Vietnamese

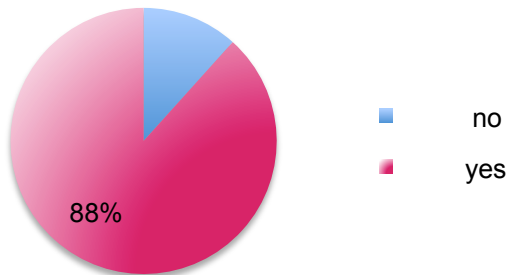


Sociodemographic Characteristics

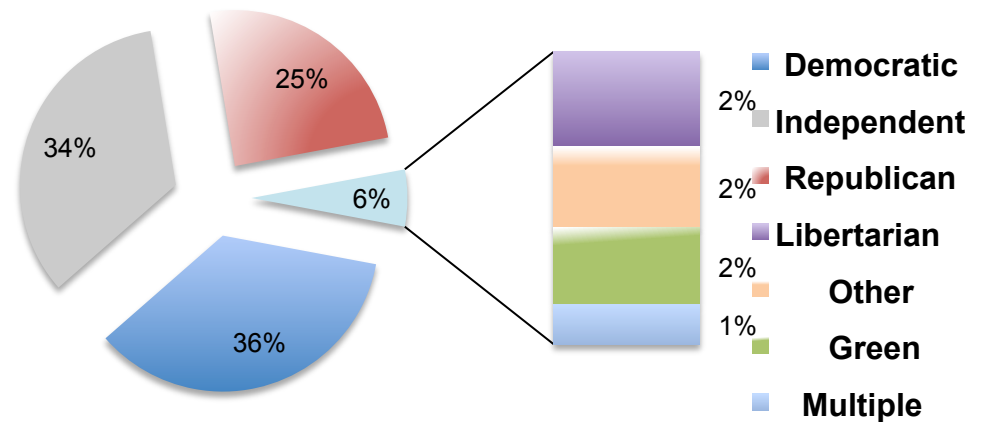
Eligible to vote in USA



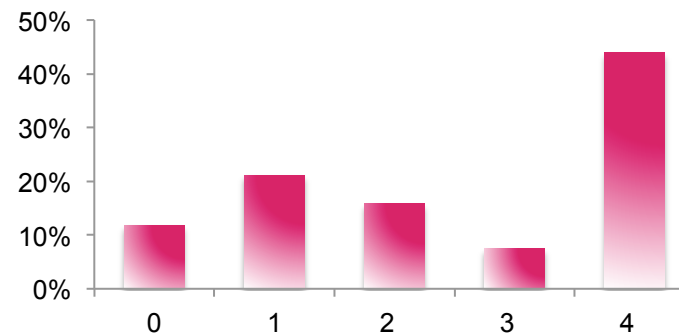
Voted in at least 1 of last 4 US Fed elections



Political affiliation



of Fed. USA elections voted in last 4 (if eligible)



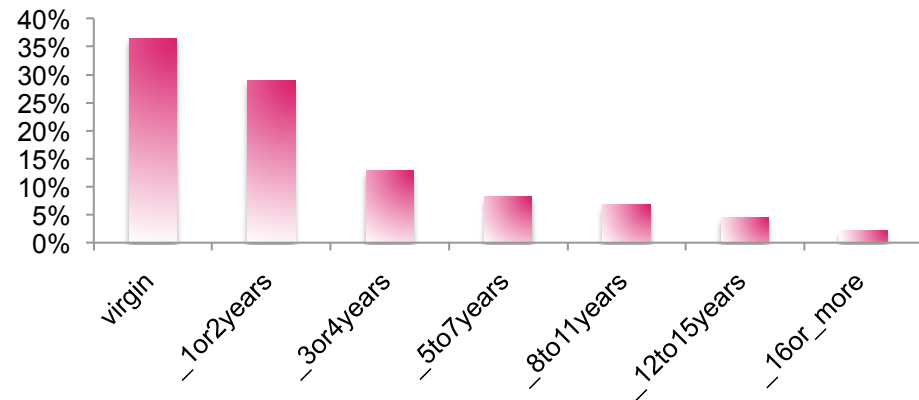


Sociodemographic Characteristics

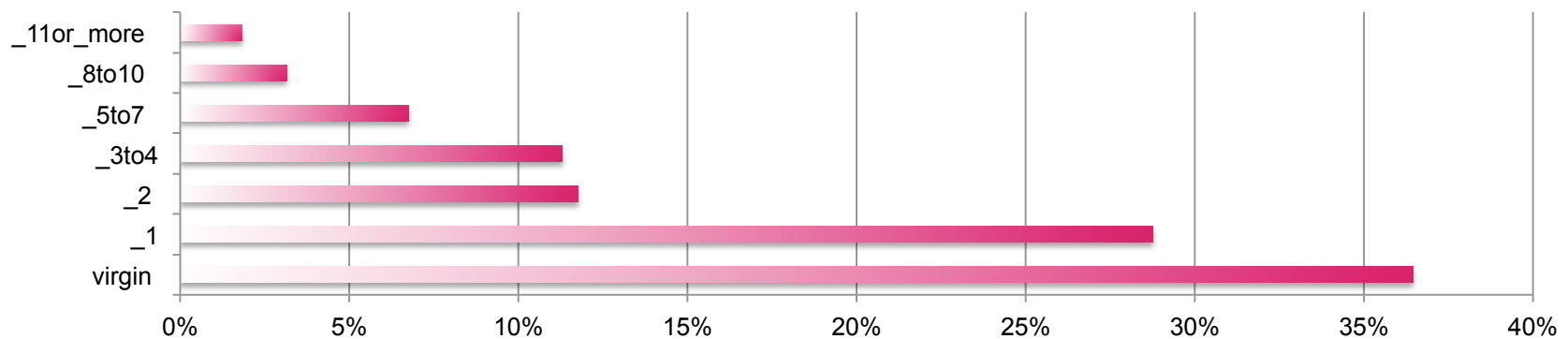
Virgins



Nb of yrs since 1st burn



Nb of burns before '12



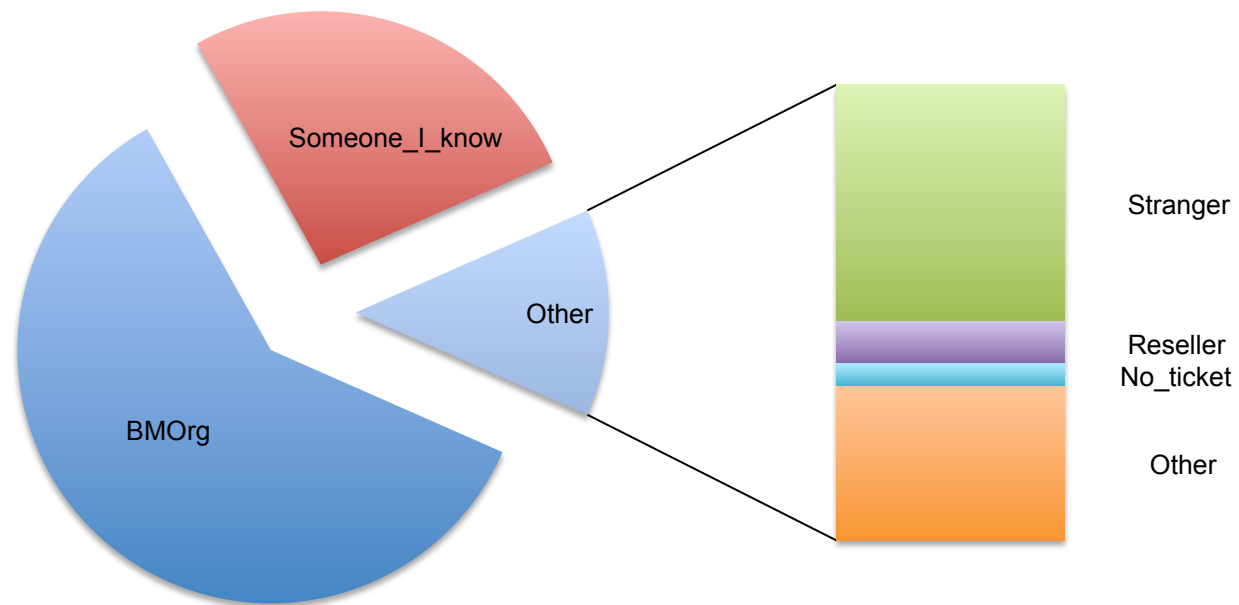


Burning Man Related Variables



Burning Man Related Variables

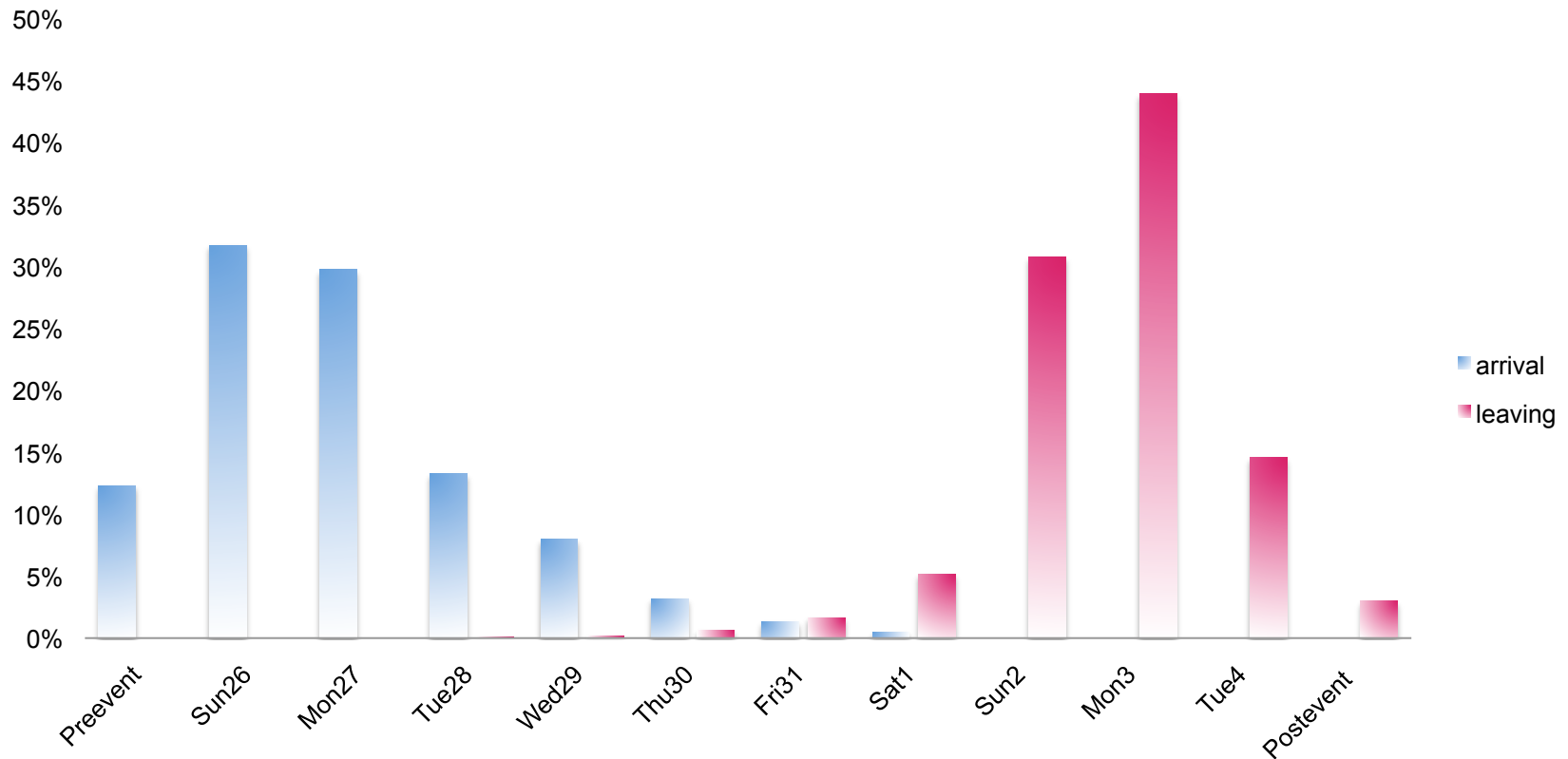
Where did you get your ticket for the event





Burning Man Related Variables

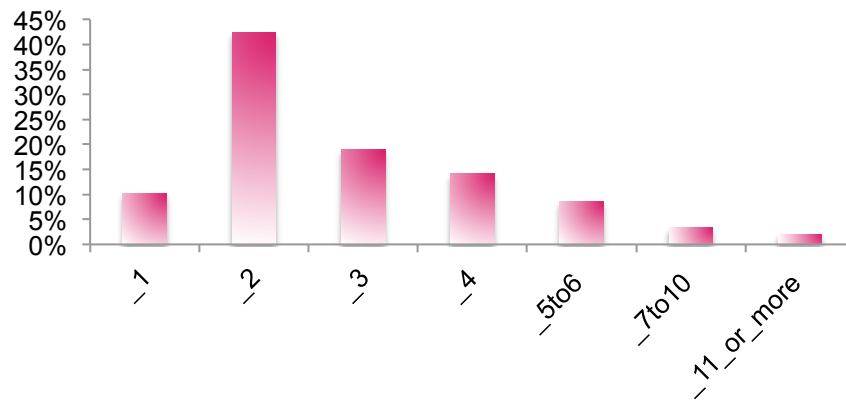
Arrivals vs Departures



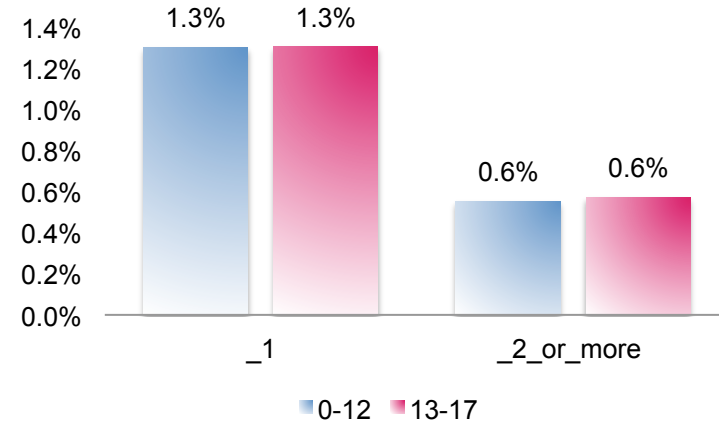


Burning Man Related Variables

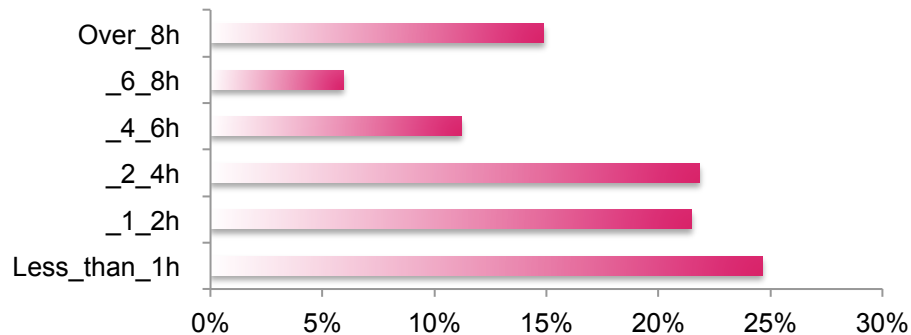
Number of people in vehicle at arrival



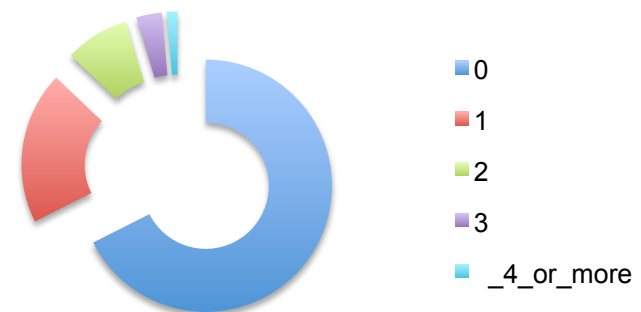
Vehicles w/ Children



Hours of waiting in line to get into BRC



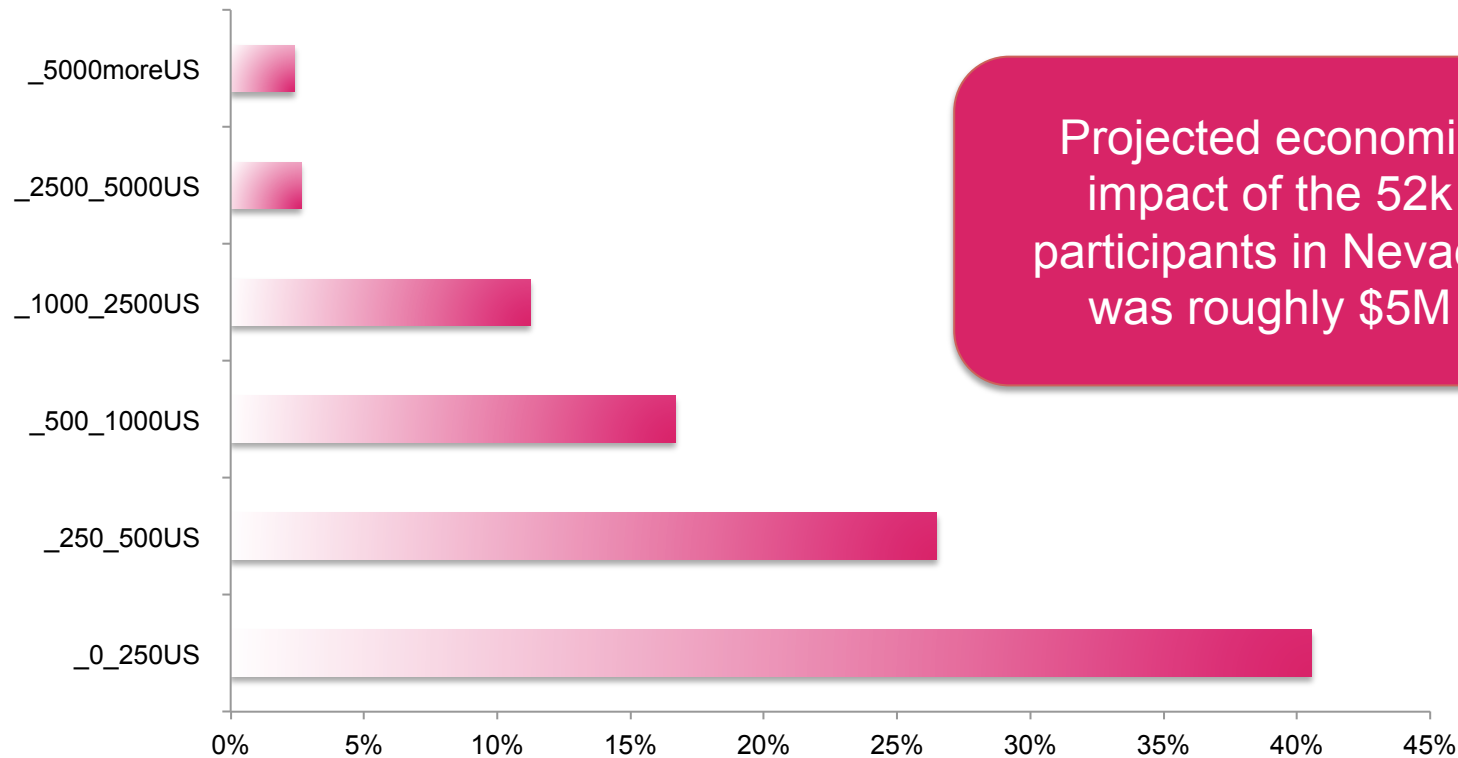
How many members of your family are you expecting at BM this year





Burning Man Related Variables

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

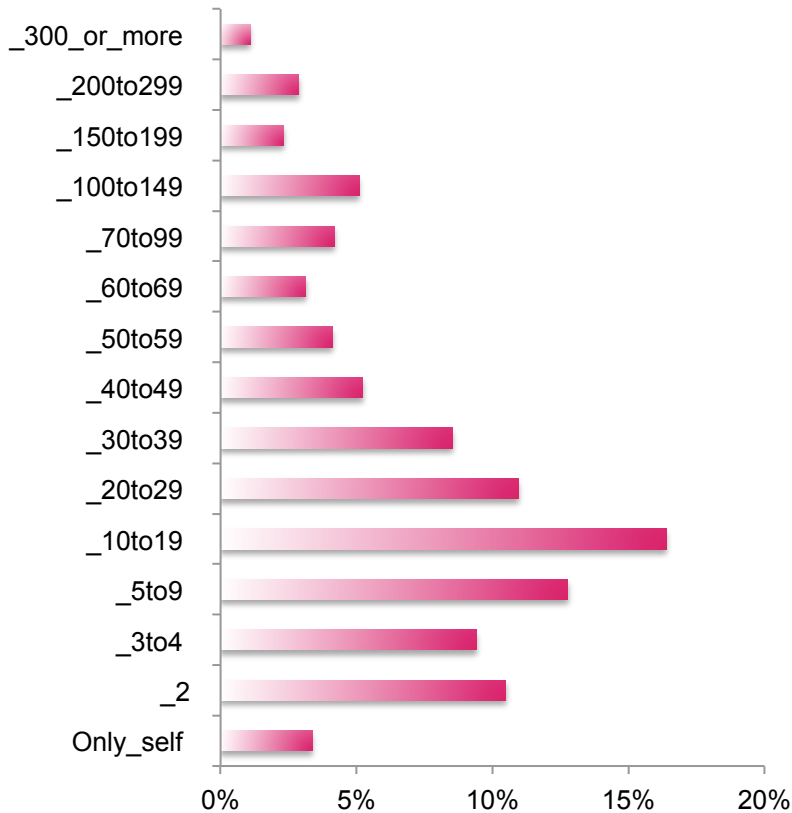


Projected economic impact of the 52k participants in Nevada was roughly \$5M

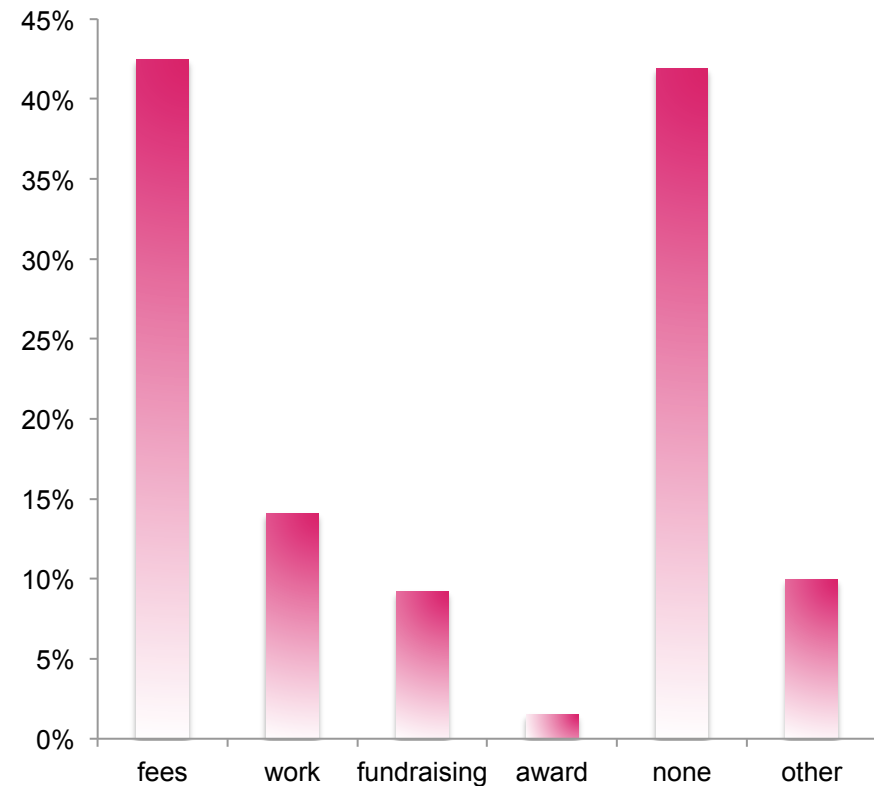


Burning Man Related Variables

How many people are in your camp?



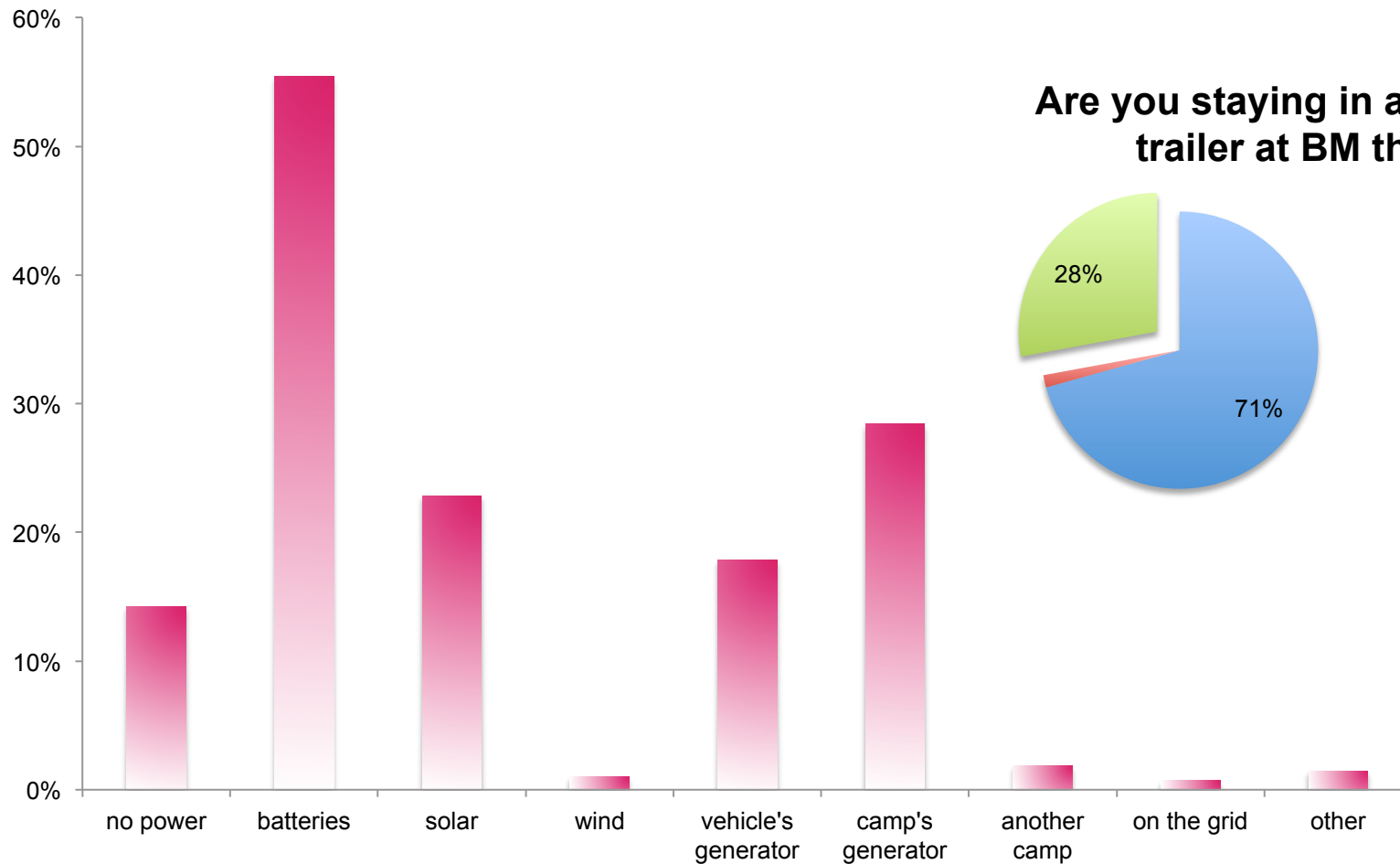
How do you fulfill your obligations to your camp?



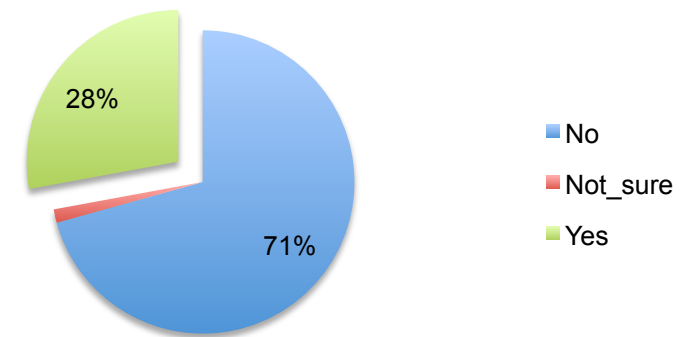


Burning Man Related Variables

How do you generate power on the playa



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





Which burn events are MOST important to you (1:most; 5:least)

Least Popular

Small burns

Core project burns

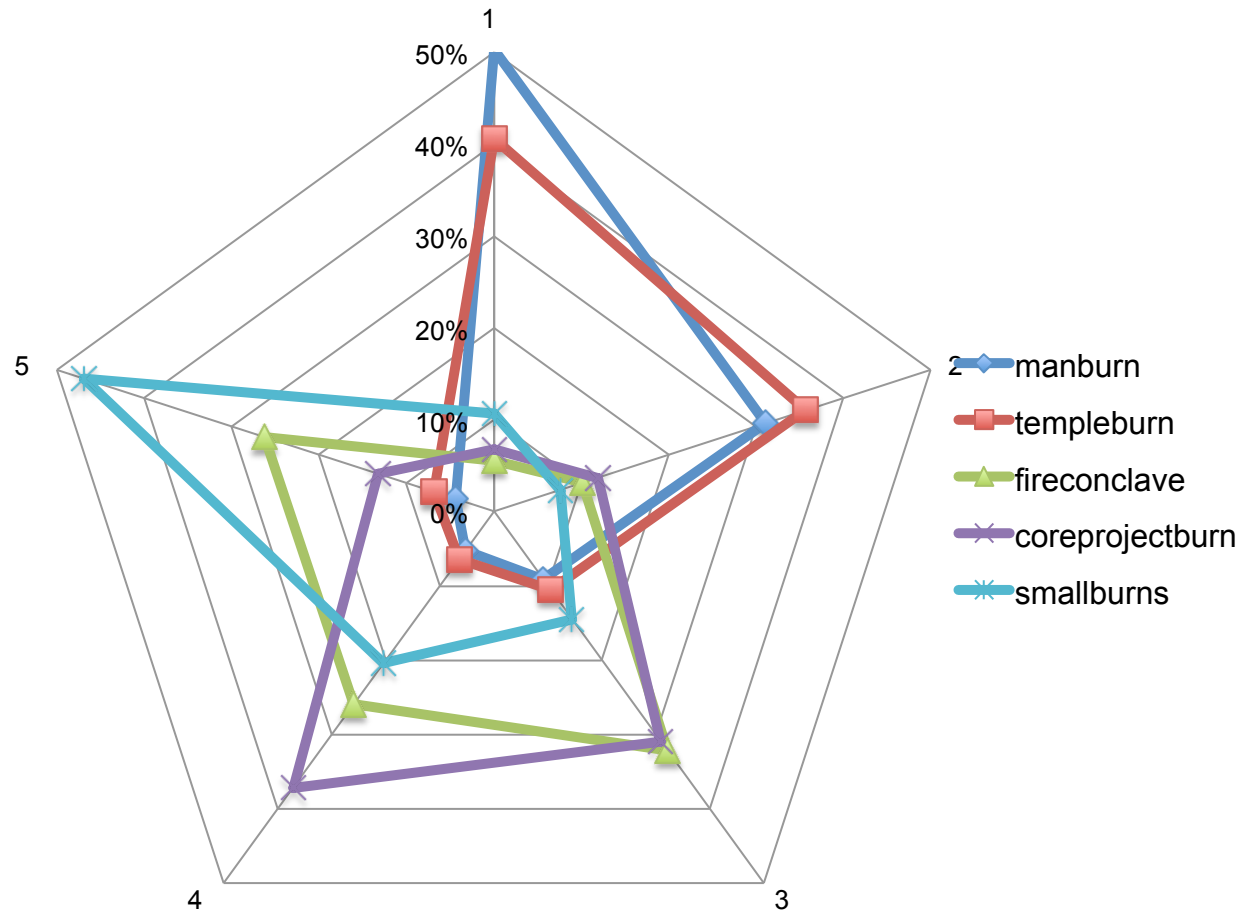
Fire conclave

Most popular

Temple burn

Man burn

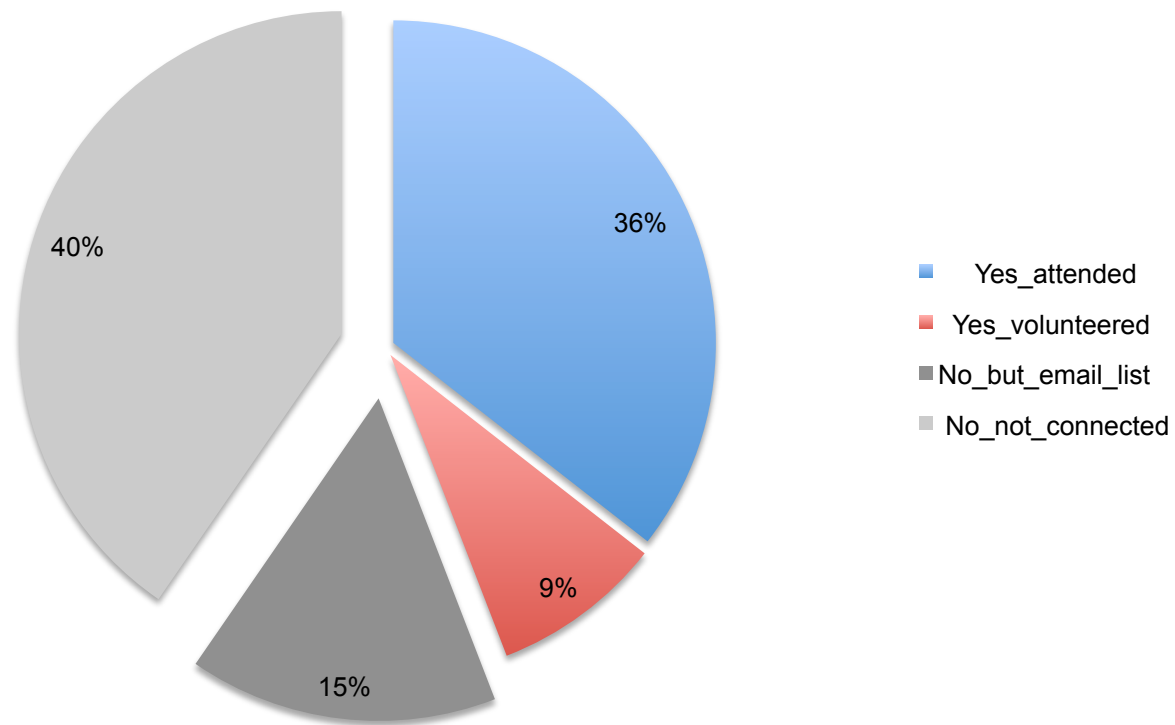
0 1 2 3 4 5





Burning Man Related Variables

Ever attended a regional BM event?



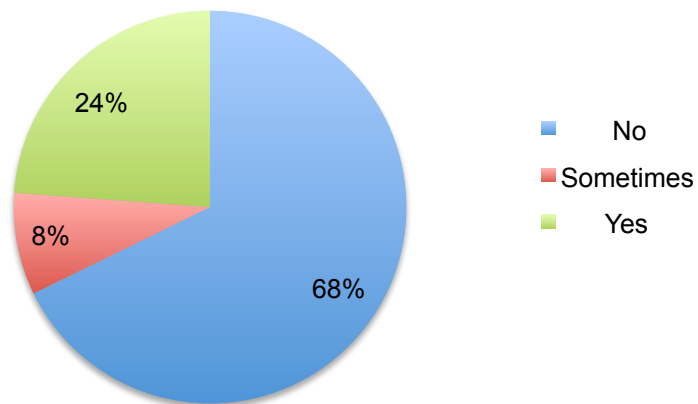


Identity & Self

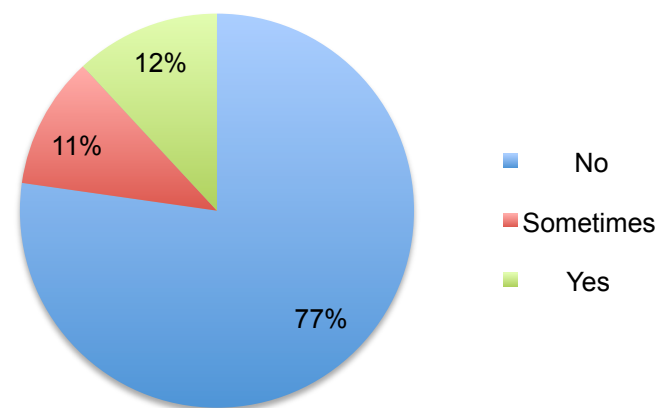


Identity & Self

Do you consider yourself married



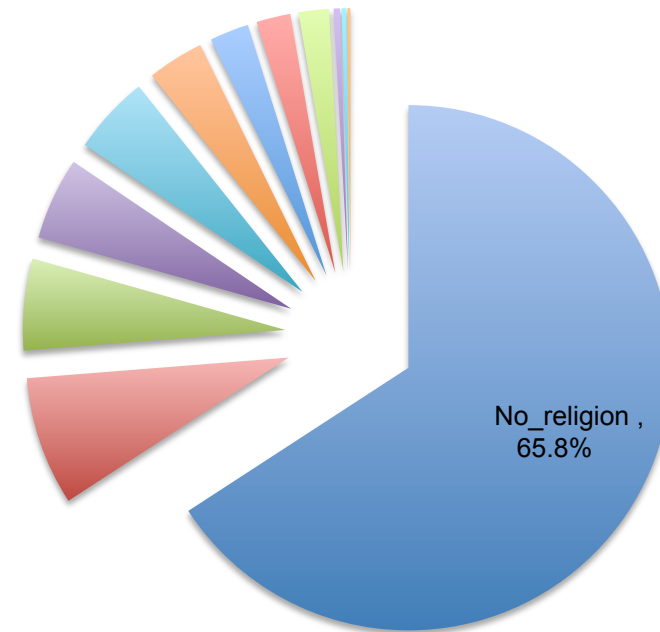
Do you consider yourself as a person of color



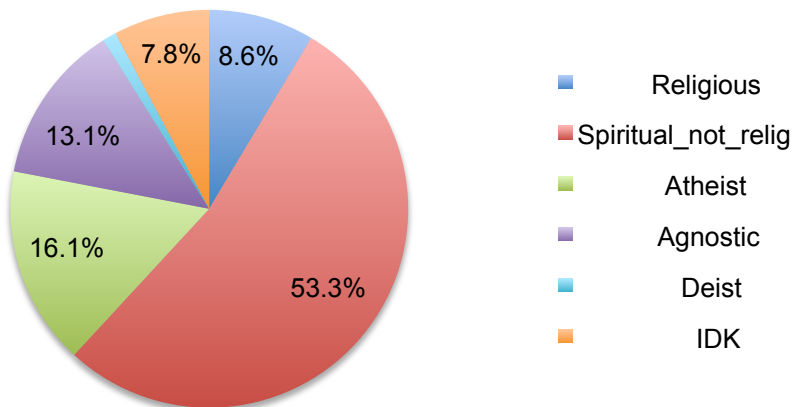


Identity & Self

Do you belong to a religion



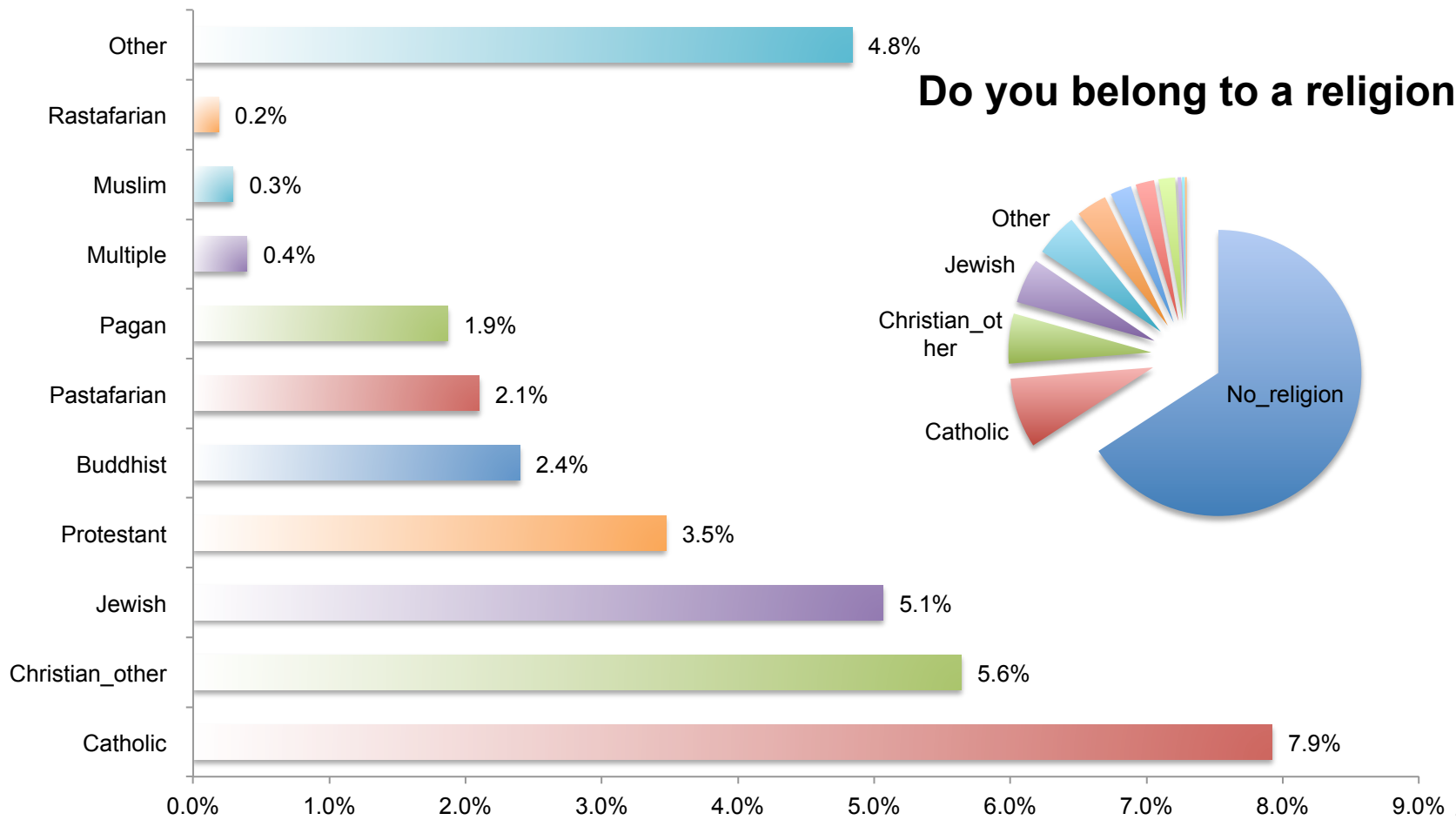
How do you describe your spirituality





Identity & Self

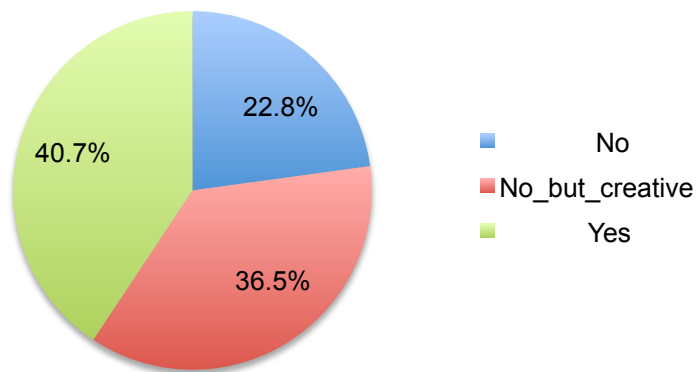
For those that do, what religion do you belong?



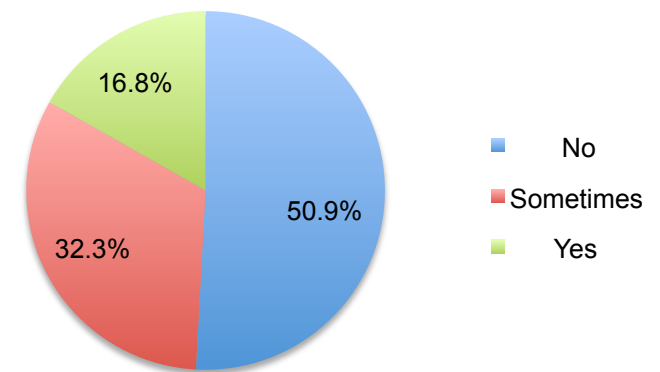


Identity & Self

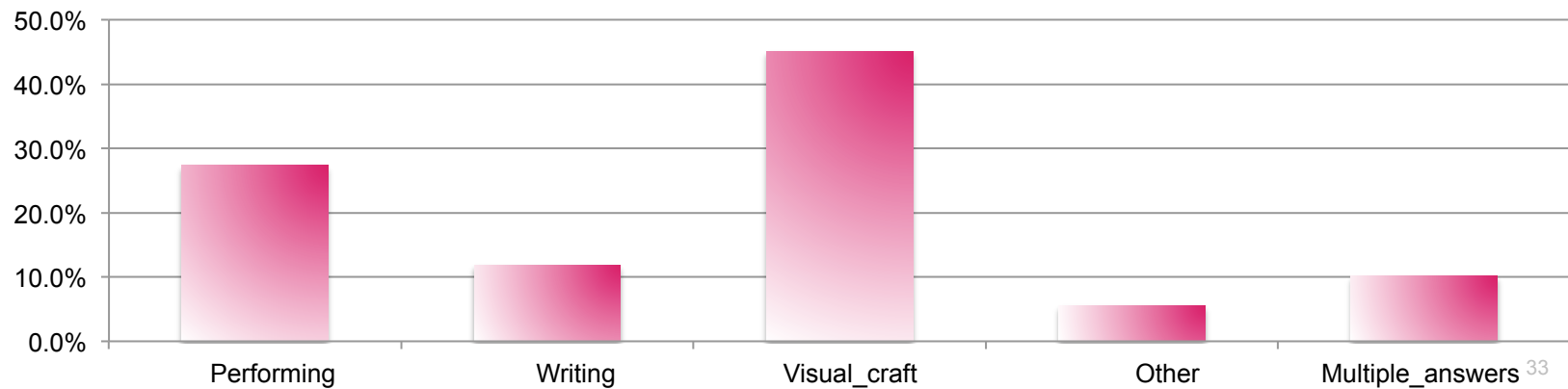
Do you consider yourself an artist?



If so, do you get paid?



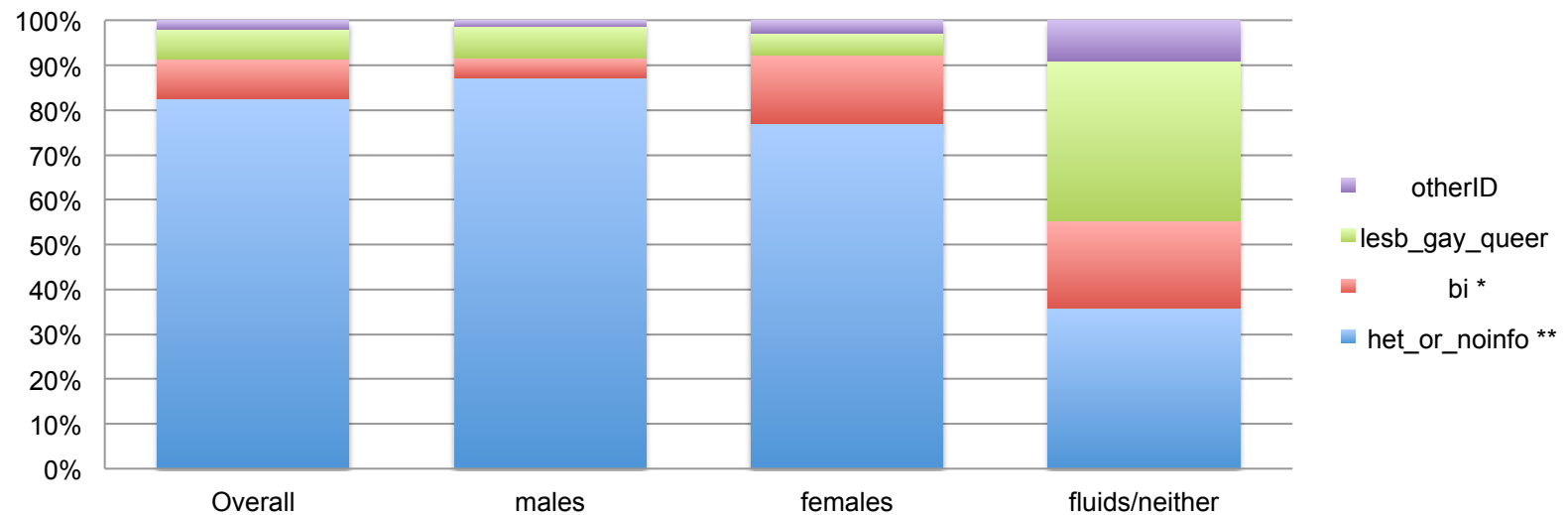
If so, what is your main form of art?





Identity & Self

Self-identified sexual orientation



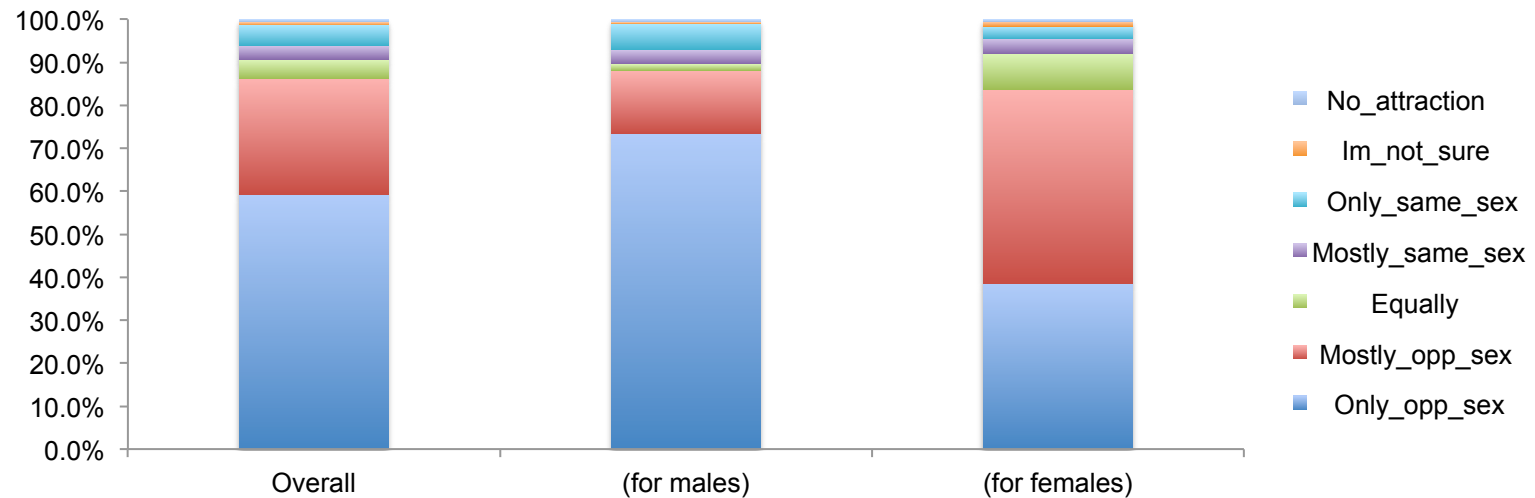
* Bisexual also includes people who identify as pansexual or similar

** Respondents who did not provide specific information about orientation are included in the heterosexual category to avoid overestimating the proportion of minorities

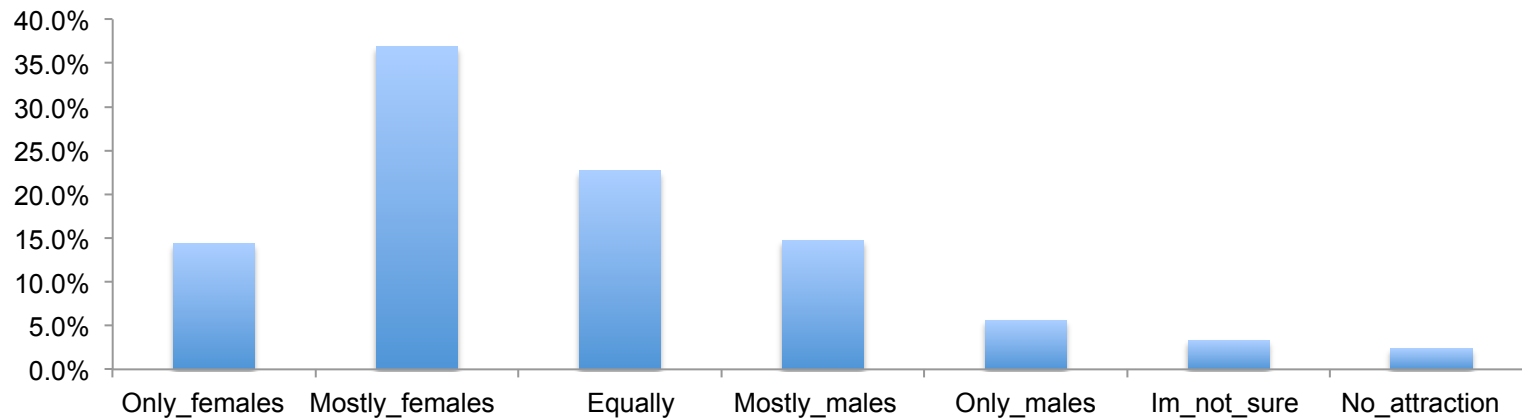


Identity & Self

You are sexually attracted to ..

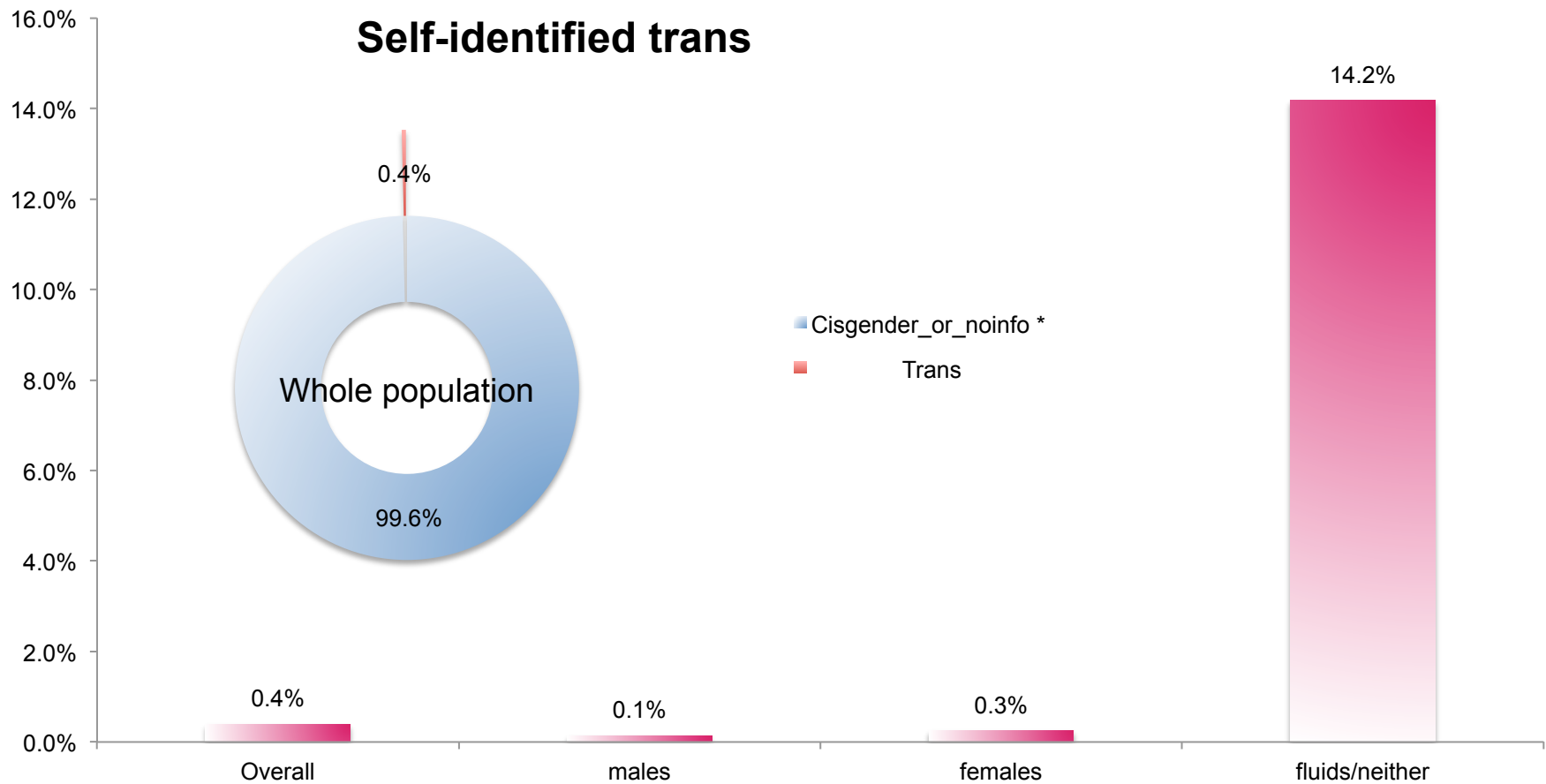


You are sexually attracted to...(for fluid/neither)





Identity & Self

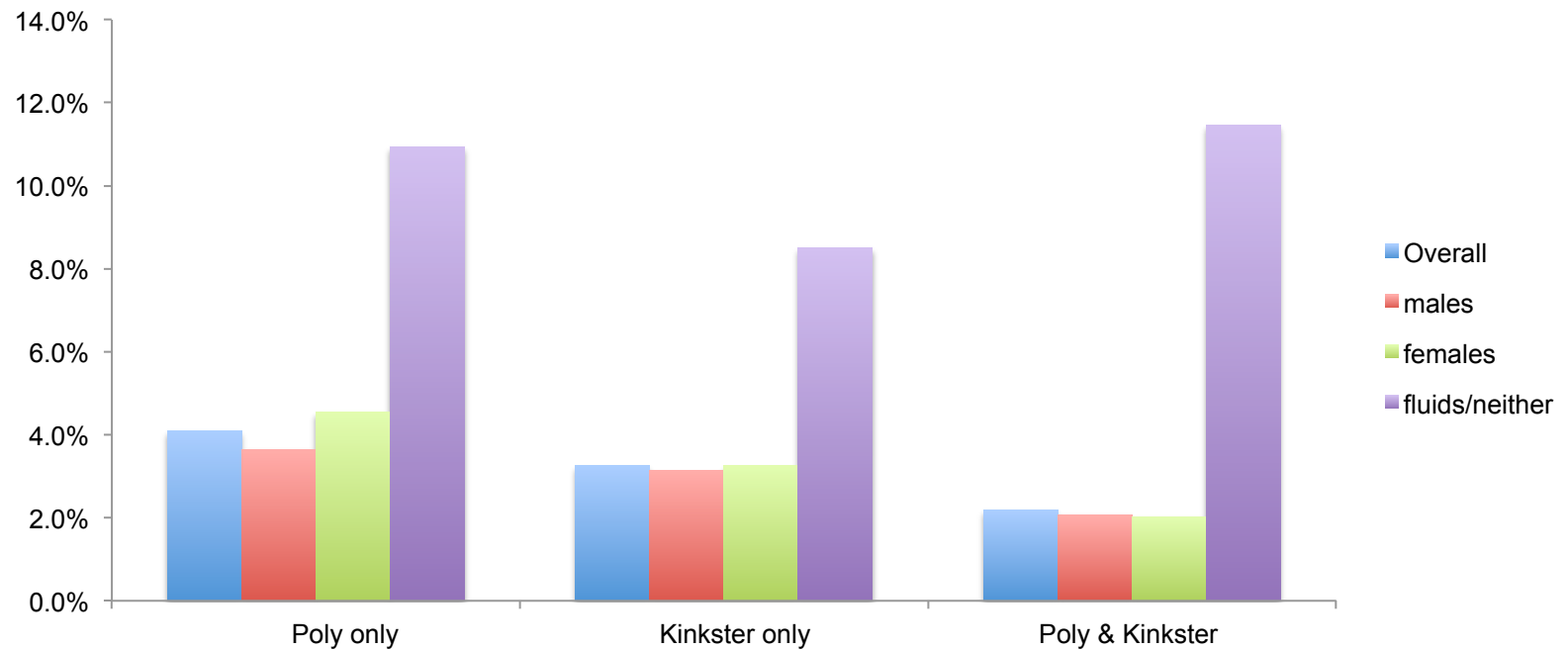


** Respondents who did not provide specific information about their sexual labels were included in the cisgender category to avoid overestimating the proportion of transgender respondents.*



Identity & Self

Do you consider yourself as polyamorous or kinkster?

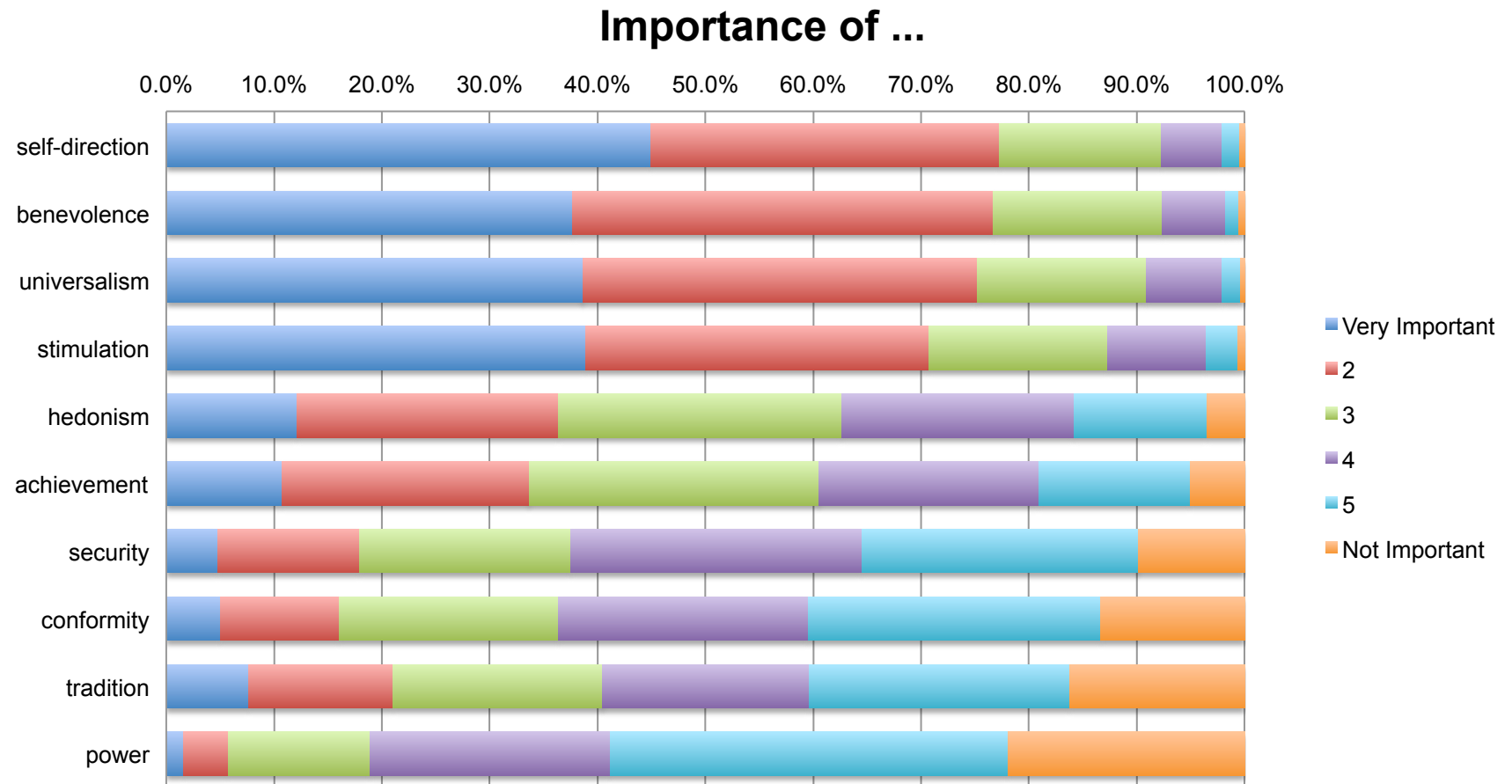




Values & Desires



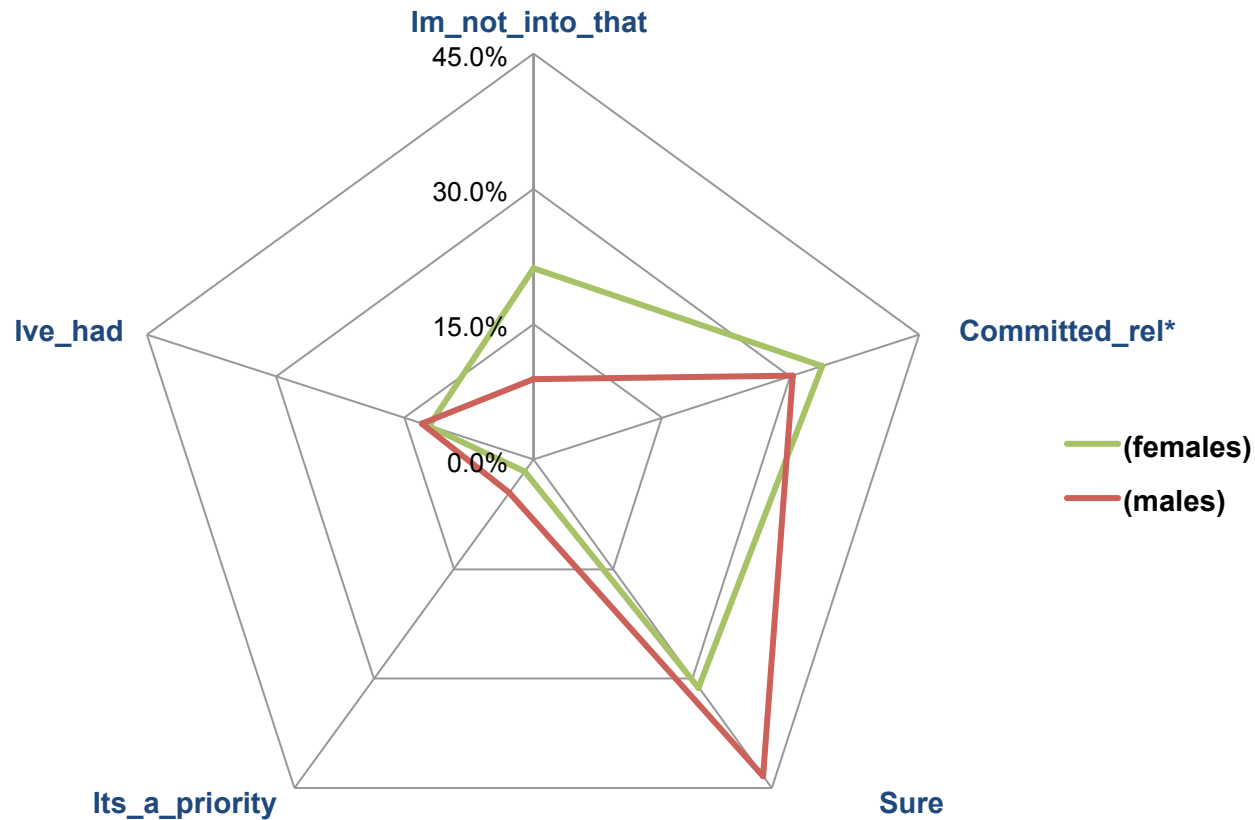
Values & Desires





Values & Desires

Are you hoping to have a sexy encounter?

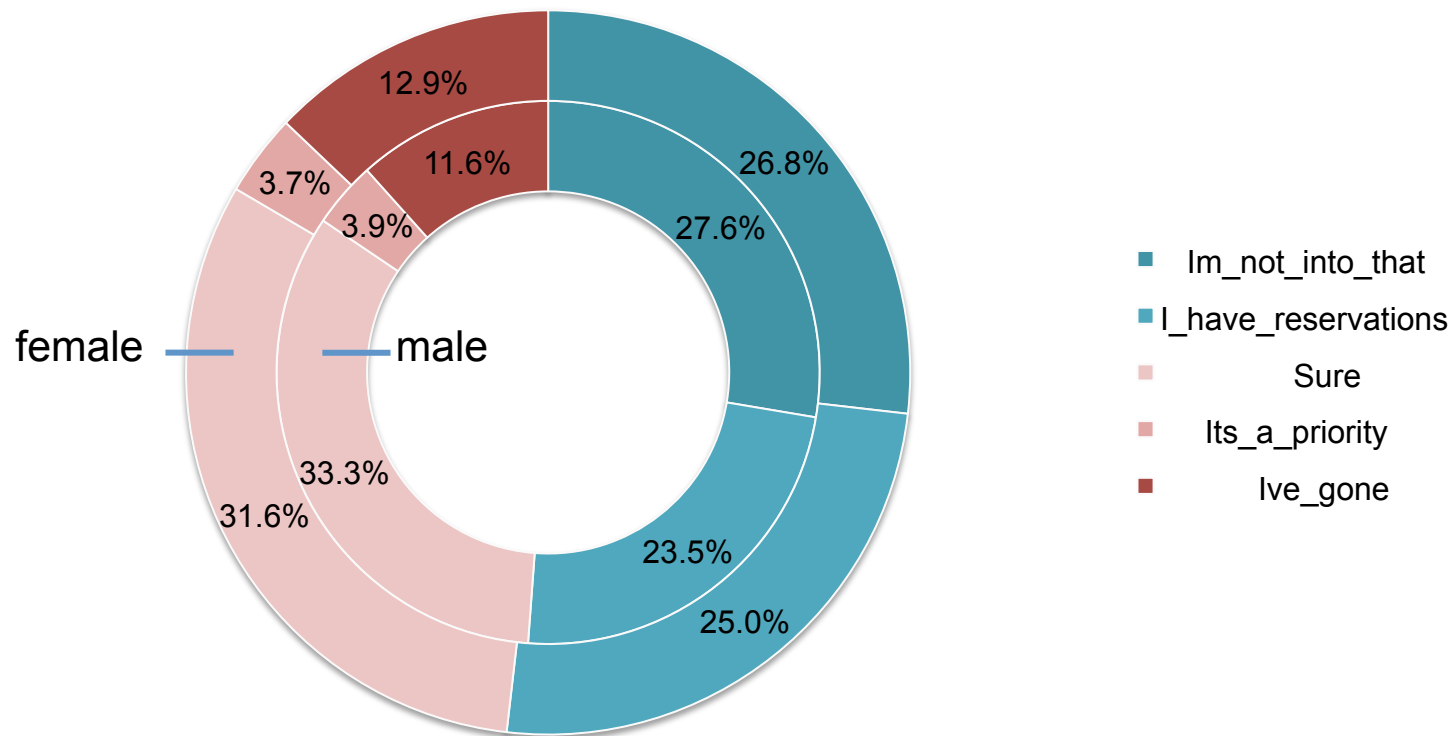


* Committed_rel = "It sounds interesting but I'm in a committed relationship"



Values & Desires

Are you thinking about going naked?





Contributions and Acknowledgements



Contributions and acknowledgements

Project coordination:

Megan Heller (Countess) and Kateri McRae (Variance) are the principal investigators who led the 2012 Census project.

Sampling:

Megan Price (Margin of Error) and Patrick Ball (Wilbur)

Data analysis:

Dominic Beaulieu-Prévost (Hunter)

Data visualization:

David Nelson-Gal (Scribble)

The 2012 Census Lab :

The project also involved numerous other volunteers whose contribution was 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 2012 Census. The Census project could not exist without you.



Still Curious?

For more information about the 2012 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> .