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
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.
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

Virgin

- Virgins slightly over-represented
Weighting Variables

Age groups were adequately represented
Weighting Variables

Foreigner visitors were under-represented

Foreign

<table>
<thead>
<tr>
<th></th>
<th>unweighted</th>
<th>weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Weighting Variables

US Party Affiliation

Democrats and Independents over-represented

Republicans significantly highly under-represented
Sociodeomographic Characteristics
Sociodemographic Characteristics

Age Group

- 60+
- 50-59
- 40-49
- 35-39
- 30-34
- 25-29
- 20-24
- 0-19

Personal Income

- 1000000+ US
- 75000-99999 US
- 50000-74999 US
- 35000-49999 US
- 25000-34999 US
- 15000-24999 US
- 7500-14999 US
- Less than 7499 US
- None

Median Age: 32-33
Median Income: $40-$42
Sociodemographic Characteristics

Gender
- Male: 84%
- Female: 16%
- Fluid: 1%

Ethnoracial background
- White_Caucasian: 5%
- Asian: 4%
- Hispanic: 2%
- Black_non_hisp: 1%
- Native: 1%
- White_Asian: 1%
- White_Native: 1%
- White_Hisp: 1%
- Mixed_other: 1%

Education
- High_school
- Some_college
- Associate
- Undergrad
- Grad
- None_of_the_above
- Other
Sociodemographic Characteristics (USA)

Reside in a foreign country

76%

no

yes
Sociodemographic Characteristics

Place of residence if not USA

- Canada: 12%
- Latin America: 8%
- Asia: 5%
- Europe: 4%
- Australia NZ: 3%
- UK Ireland: 2%
- Africa: 1%
- Unclear: 1%

Reside in foreign country: 24%

About Tableau maps: www.tableausoftware.com/mapdata
Sociodemographic Characteristics

First Language other than English

- **Spanish**: 2.4%
- **German**: 2.0%
- **French**: 1.7%
- **Russian**: 1.2%
- **Chinese**: 0.7%
- **Dutch**: 0.4%
- **Hebrew**: 0.3%
- **Swed_Norw_Dan**: 0.3%
- **Italian**: 0.2%
- **Portuguese**: 0.2%
- **Romanian**: 0.2%
- **Mult_wt_English**: 0.2%
- **Tagalog_Filipino**: 0.1%
- **Japanese**: 0.1%
- **Arabic**: 0.1%
- **Urdu_Hindi_Punjabi**: 0.2%
- **Other ***: 1.9%

* “Other” includes nearly 50 different languages ranging from Albanian to Vietnamese
Sociodemographic Characteristics

Eligible to vote in USA:
- 73% yes
- 27% no

Voted in at least 1 of last 4 US Fed elections:
- 88% yes
- 12% no

Political affiliation:
- Democratic: 36%
- Republican: 25%
- Independent: 4%
- Libertarian: 2%
- Other: 2%
- Green: 2%
- Multiple: 1%

# of Fed. USA elections voted in last 4 (if eligible):
- 0: 1%
- 1: 10%
- 2: 20%
- 3: 30%
- 4: 50%
Sociodemographic Characteristics

**Virgins**

- 36% no
- 64% yes

**Nb of yrs since 1st burn**

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%

**Nb of burns before '12**

- virgin
- _1or2years_
- _3to4years_
- _5to7years_
- _8to11years_
- _12to15years_
- _16or_more_

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%
Burning Man
Related Variables
Where did you get your ticket for the event

- BMOrg
- Someone I know
- Stranger
- Reseller
- No_ticket
- Other
Burning Man Related Variables

Arrivals vs Departures

- Arrival
- Leaving
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
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?

- Only_self
- 2
- 3to4
- 5to9
- 10to19
- 20to29
- 30to39
- 40to49
- 50to59
- 60to69
- 70to99
- 100to149
- 150to199
- 200to299
- 300_or_more

How do you fulfill your obligations to your camp?

- fees
- work
- fundraising
- award
- none
- other

25
How do you generate power on the playa

- Batteries: 50%
- Solar: 20%
- Vehicle's generator: 10%
- Camp's generator: 0%
- Another camp: 0%
- On the grid: 0%
- Other: 0%

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

- No: 71%
- Not sure: 28%
- Yes: 0%
Which burn events are MOST important to you (1:most; 5:least)

Most popular:
- Temple burn
- Core project burns
- Fire conclave
- Man burn
- Small burns

Least Popular:
- Temple burn
- Fire conclave
- Core project burns
- Small burns
- Man burn
Burning Man Related Variables

Ever attended a regional BM event?

- Yes_attended: 36%
- Yes_volunteered: 9%
- No_not_connected: 15%
- No_not_connected: 40%
Identity & Self
Identity & Self

Do you consider yourself married

- No: 68%
- Sometimes: 24%
- Yes: 8%

Do you consider yourself as a person of color

- No: 77%
- Sometimes: 12%
- Yes: 11%
Identity & Self

How do you describe your spirituality

Do you belong to a religion

No_religion, 65.8%

Religious
Spiritual_not_relig
Atheist
Agnostic
Deist
IDK

53.3%
16.1%
13.1%
7.8%
8.6%
7.8%
Identity & Self

For those that do, what religion do you belong?

Do you belong to a religion?

- No_religion: 7.9%
- Catholic: 7.9%
- Jewish: 5.6%
- Christian_other: 5.6%
- Other: 4.8%
- Protestant: 3.5%
- Buddhist: 2.4%
- Pagan: 1.9%
- Pastafarian: 2.1%
- Multiple: 0.4%
- Muslim: 0.3%
- Rastafarian: 0.2%
- Other: 0.0%
Identity & Self

Do you consider yourself an artist?  

- Yes: 36.5%
- No: 40.7%
- No, but creative: 22.8%

If so, do you get paid?  

- No: 50.9%
- Sometimes: 32.3%
- Yes: 16.8%

If so, what is your main form of art?  

- Visual_craft: 50.0%
- Performing: 25.0%
- Writing: 15.0%
- Other: 10.0%
- Multiple_answers: 3.3%
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..

Overall
(for males)
(for females)

No_attraction
Im_not_sure
Only_same_sex
Mostly_same_sex
Equally
Mostly_opp_sex
Only_opp_sex

You are sexually attracted to...(for fluid/neither)
* 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.
Do you consider yourself as polyamorous or kinkster?

- Poly only
- Kinkster only
- Poly & Kinkster

Overall
Males
Females
Fluids/neither
Values & Desires
Values & Desires

Importance of...

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0% 90.0% 100.0%

- self-direction
- benevolence
- universalism
- stimulation
- hedonism
- achievement
- security
- conformity
- tradition
- power

Key:
- Very Important
- 2
- 3
- 4
- 5
- Not Important
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?

- I'm not into that: 3.7%
- I have reservations: 3.9%
- Sure: 11.6%
- Its a priority: 12.9%
- I've gone: 23.5%

female: 31.6%
male: 26.8%
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.