

# Apogaea

Colorado Regional Burning Man

## 2024 Attendee Census Report

*July 2024*

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## What is the purpose of survey research?

Survey research is *one method* of collecting information about a group of people—for the purpose of measuring sentiment, identifying issues, and monitoring trends. The objective can be **descriptive** and/or **prescriptive**. And the survey can contain structured questions to obtain **quantitative** information (numbers) and/or unstructured questions to obtain **qualitative** information (words). For efficiency, researchers survey a randomized subset of the target population and subsequently *infer* the characteristics of the overall population, using **statistical methods**.

Done well, survey research **improves upon mere anecdotal understanding**. That said, it has limitations:

1. We cannot survey the people in the Colorado Burning Man community who did not attend Apogaea this year; and
2. We do not know anything about the people who attended Apogaea but did not opt to participate in the survey.

As you'll see in this report, the data analysis approach depends on the question:

- Some questions yield data that makes sense to *compare to external benchmarks*
- Some produce data that invites *comparison to other questions* in the survey
- Other questions produce data that is only insightful if *compared to itself* over multiple years of repeating survey with the exact same question

The Burning Man organization (BMORG) conducts an annual attendee census of Black Rock City (BRC). They also do other analysis of the Big Burn, via other methods than survey research (e.g., interviewing camp leads on-playa via the “PEERS” volunteer crew, to refine placement for the following year).

Some but not all Regional Burns conduct an attendee census. But it is not required by the BMORG. So, **Apogaea does not have to conduct an attendee census at all** (nor do one every single year). Accordingly, **the survey questions and the response analysis in this report do not represent any kind of official opinion of the Apogaea organization.**

### Ways to collect information about an event

- Direct, structured **observation** at event (systematic counting, e.g., with a handheld clicker)
- Post-event **review of records** and operational reports (from event host, and/or from public agencies and neighbors)
- **Questionnaires** to ~100% of a key group (e.g., camp leads or department leads)
- Qualitative, one-on-one **interviews** of a key group or a subset of the general population (roving at event, self-selected at a kiosk, or tagging every nth departure for post-event follow-up)
- **Focus groups** after the event
- **General population survey** (statistical inference from responses of a random sample/subset of event attendees)

The **Apogaea Attendee Census** collects and analyzes information from a *sample* of the event's *general population*. Please see the **Apogaea AfterBurn Report** for other types of event information on this list, collected via other methods and from other sources.

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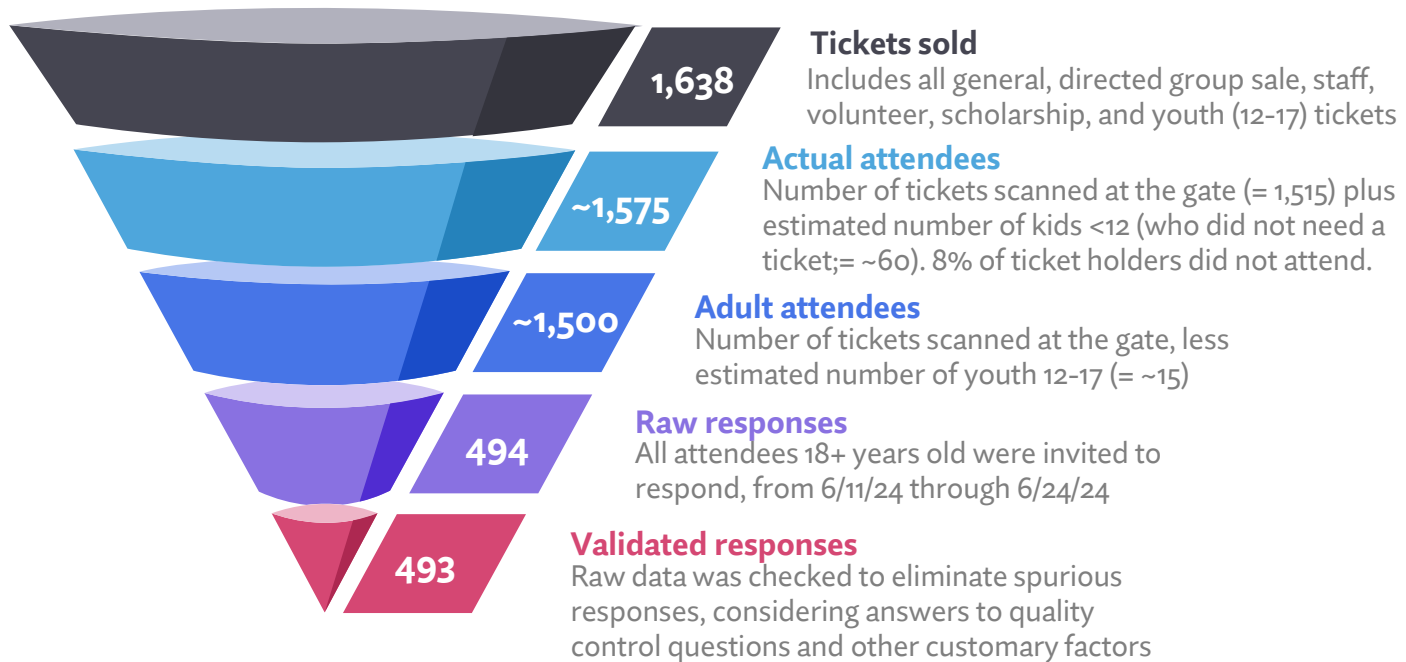
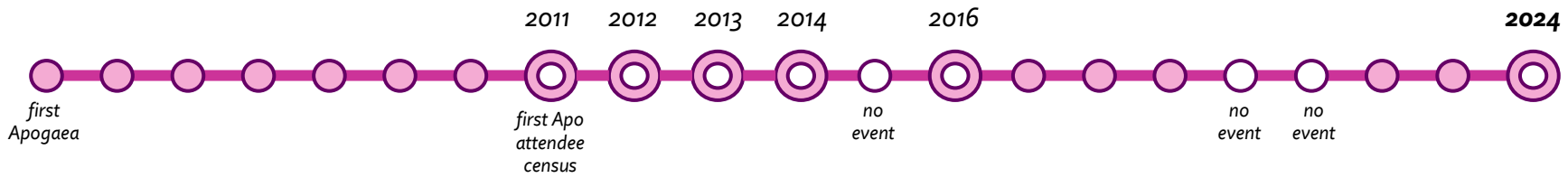
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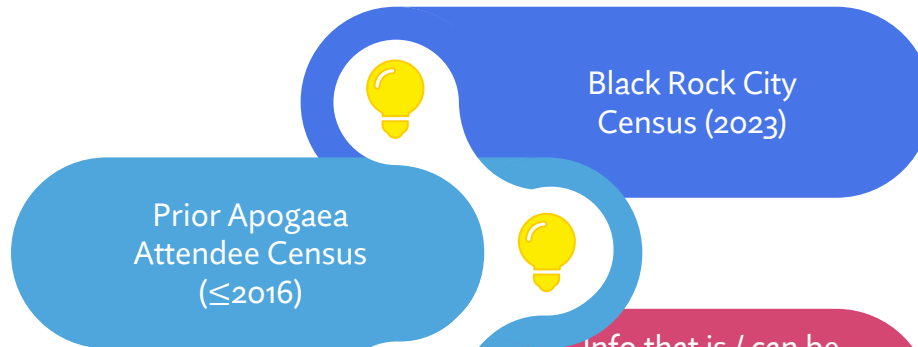
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# This is the first Apogaea Attendee Census in *eight years*



# How did we decide what to ask in the 2024 Attendee Census?

Looked at a few other Regional census reports, provided by BMORG



Started with the latest attendee census from the Big Burn

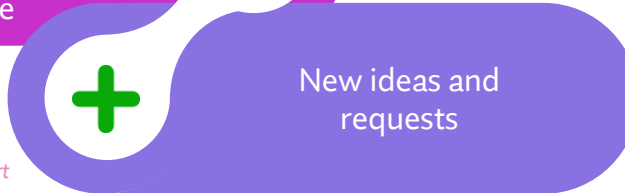
Considered what's truly relevant: Demographic variables that may moderate an effect of interest (i.e., explain important variation in responses). Survey questions asked with a research question in mind, not just out of pure curiosity—to respect respondents. Topics / categories where there would be enough sample size to draw conclusions. Practical trade-offs between data quantity and quality, avoiding excessive length that brings down response reliability



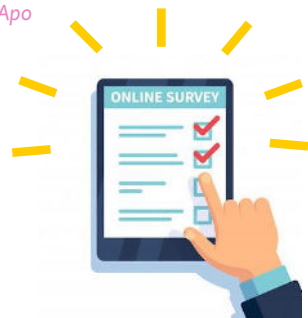
Streamlined by eliminating things we can know by simply counting the whole population rather than needing to statistically infer from a subset (e.g., arrival times)



*Sticky notes in this report list what we didn't ask (that BRC or prior Apo censuses did ask)*

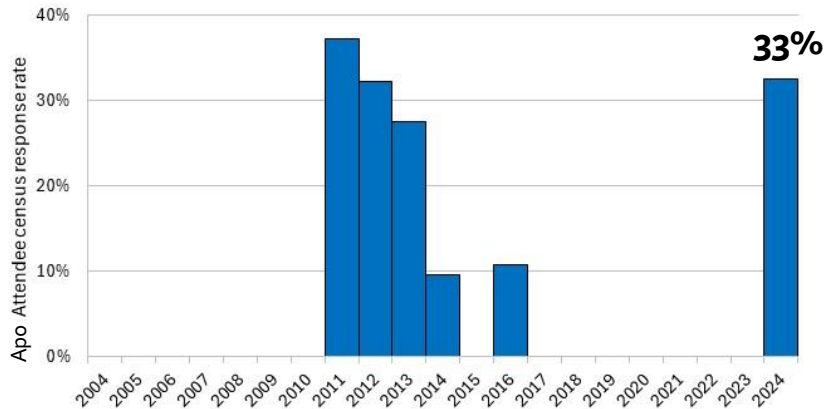


Added some new topics relevant to the research purpose (e.g., art)



Note: It took in excess of **100 volunteer hours** for the Attendee Census process (researching benchmarks, design, online setup, deployment, data validation, analysis, report creation). And it was done in very little time, just before the event. **Please consider participating next year!**

## Participation was low. Still, we feel reasonably confident that the results at least directionally represent the Apogaea attendee population



### How high a response rate is good enough?

The Black Rock City post-event online attendee survey achieves a 10% response rate (7,712 responses out of 77,000 attendees). The BMORG also conducts systematic random sampling of key demographic variables *in person at the gate*—which is used to re-weight the online survey responses to approximate a **representative sample**.

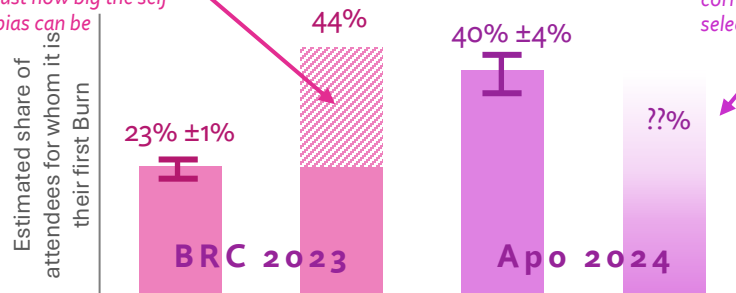
In contrast, Apo conducts *only* a post-event online survey of attendees (contacted via email). Because this survey is opt-in, there may be **self-selection bias** in who chooses to participate—and we don't have a good way to identify or correct for that bias.

Thus, we must aim for a vastly higher survey participation rate than BRC, in order to believe that our results are substantially representative of the Apo population. It's not so much about the number of survey responses (or the response rate %), but about their randomness; and if we don't have randomness, then we need big numbers to produce meaningful, actionable info.

So, 33% (493 responses out of some 1,500 adult attendees) is decent-ish . . . but we should aim for **substantially more participation in 2025**.

Large delta between BRC online census results (21%) and BRC Gate random sampling (44%) for this question indicates just how big the self-selection bias can be

Unlike BRC, Apo doesn't have any way to identify or correct for self-selection bias



Online census results w/ MOE @ 95% as if pop sample were random

Online census results reweighted per Gate random sample

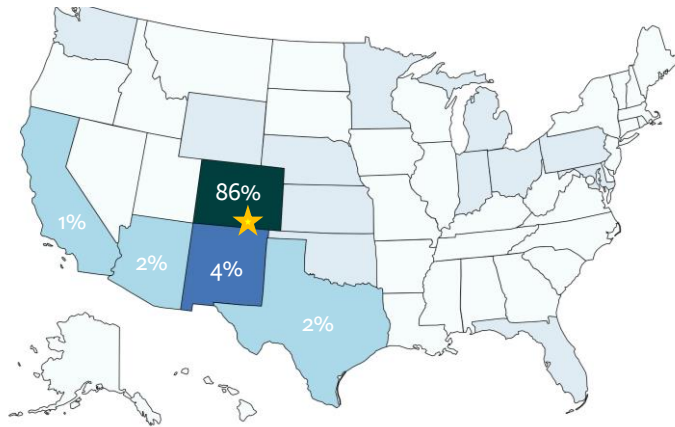
### How representative are these survey results of the Apo attendee population?

Any conclusions from this data are necessarily tentative. All we can do is describe the **respondent population**, not the **Apo population**.

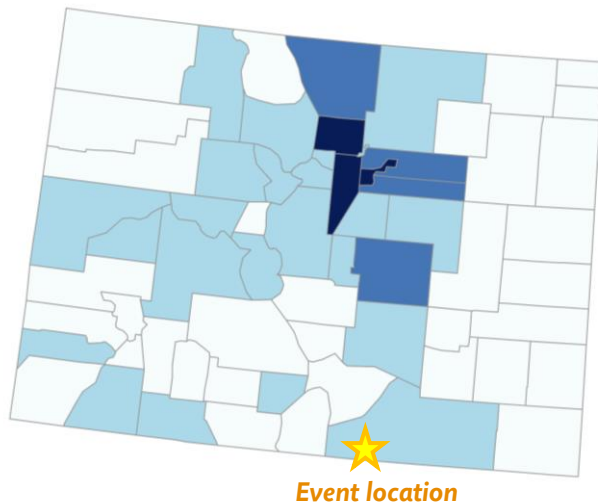
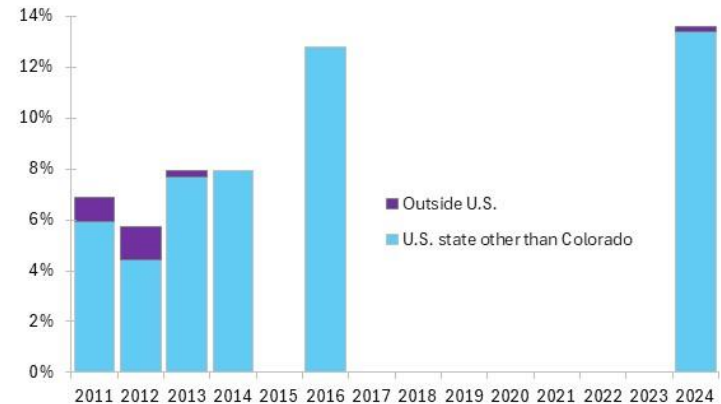
A margin of error (MOE) quantifies how closely the surveyed sample of a population resembles the whole population. But the concept of a MOE is not technically applicable here, because we didn't do random sampling. We do not have a formal way to know how different the self-selected respondents are from the non-respondents.

Missingness is often not random. Consider that we could be missing a disproportionate number of first-timers, who don't see Apo emails about surveys. Or long-timers who are complacent. Or people with high-intensity occupations who went right back to work after Apo. Or people who are conspiratorially suspicious of surveys. Or people who had such an awful experience they didn't want to think about it again...

# The Colorado Regional Burn is primarily attended by Colorado residents



“Where is your primary residence? (i.e., Where do you live most of the year, get mail, file taxes?)”



**92% along the Front Range**  
(Fort Collins to Pueblo)

**4% Mountains**

**3% Western Slope**

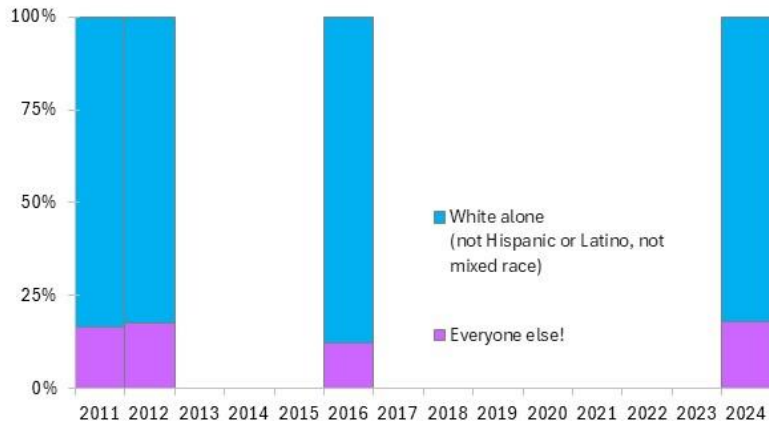
**1.4% local to event**

**0.2% Eastern Plains**

**Event location**

*What we didn't ask*  
Location traveled from to Apo  
Driving route and places stopped

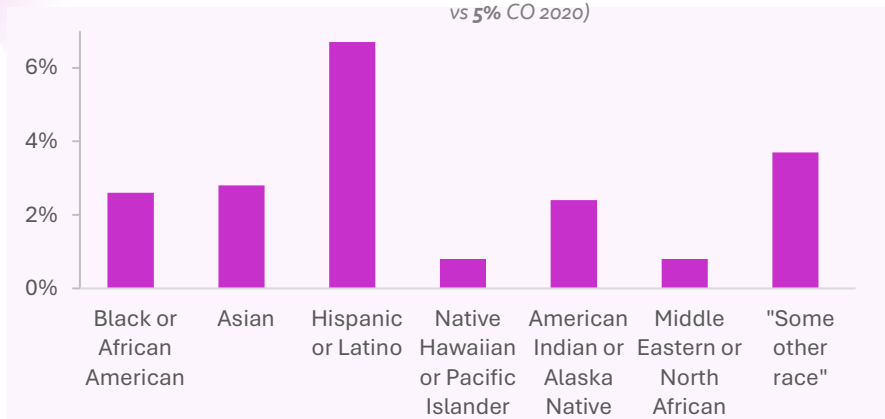
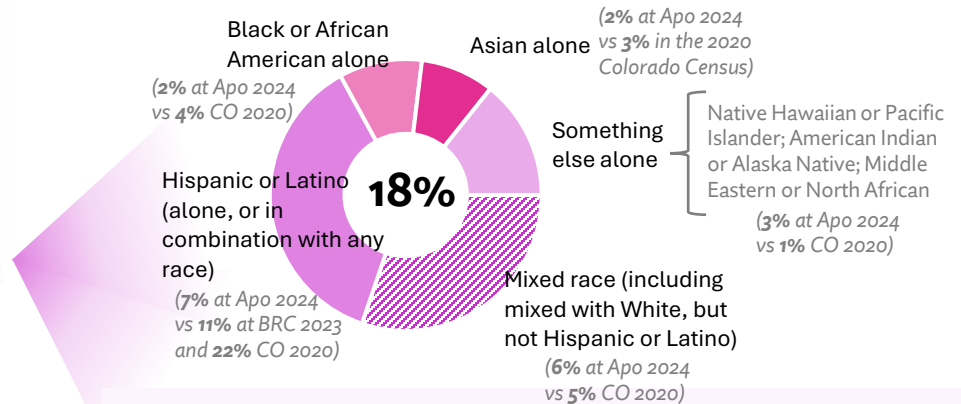
# We are ~82% white (or ~91%, when including people who identify as white in combination with another ethnoracial category)



Note: Prior Apo surveys did not include the "Middle Eastern or North African" category, and it is unknown if any such attendees would have self-identified as "White" or "Some other race". In the graph above, we have included the "Middle Eastern or North African" attendees (alone or in combination) in the "Everyone else!" grouping. See the pie chart to the right for a breakdown of the identities included under this umbrella.

"What is your race and/or ethnicity?  
(Please select ALL that apply)"

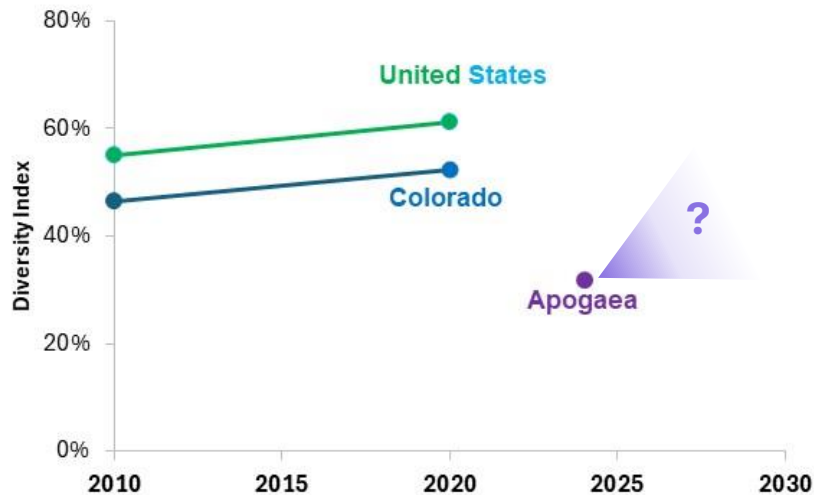
For this question, we used the same question format, identity categories, and specific wording as in the official **U.S. Census**, including the terminology refinements that had been proposed for the 2020 Census by the Obama Administration and are expected to be implemented for the first time in the 2030 Census.



Because respondents are invited to select multiple ethnoracial identity categories, the figures in the bar graph above sum to greater than the 18% total for "people of color". Not shown on the bar graph above is the "White" category, which was selected (alone or in combination) by 91% of respondents (compared to 78% at BRC 2023 and 82% in the 2020 Colorado Census).



# Apo is somewhat less ethnoracially diverse than the State of Colorado and the United States as a whole



Note: Black Rock City data is not reported in a format that allows for calculation of its DI.

The “Diversity Index” (DI) is used by the U.S. government at the federal and state level as one (of many) measure of diversity. It is calculated via a single multi-factor equation, and quantitatively represents the **probability that any two people chosen at random from a population will be from different race or ethnicity groups**. (A value of 0% means that everyone is from the same race/ethnicity group. A higher number means the group is more ethnoracially varied.)

In 2024, Apogaea had a DI of 32%, which is below that of Colorado (53%) and similar to the 2020 DI of Wyoming and Iowa. (For context, the U.S. state with the highest DI is Hawaii, at 76%. The lowest is Maine, at 19%.)

The difference in DI between Apogaea and the State of Colorado is primarily due to Apo having a **significantly lower share of Hispanic or Latino people**. Secondly, Apo has a slightly lower share of people who identify as *Asian alone* or *Black alone* (as opposed to Asian, Black, or native in a combination of two or more races—in that aggregate grouping, Apo is similar to Colorado).

It should be noted that **radical inclusivity and belonging** are the ultimate goals, and ethnoracial diversity among event attendees is one of many possible indicators of progress toward those goals. This is a serious and **complex issue** beyond the scope of a simple, volunteer-run, post-event survey at a Regional Burn. **Numerous factors** affect the awareness of, interest in, and choice to attend and return to Burning Man events by people of various ethnoracial identities (as well as by other groups underrepresented at Apo relative to the general Colorado population, such as women for example). The Burning Man community deeply values ethnoracial inclusivity and can continuously work harder on this front.

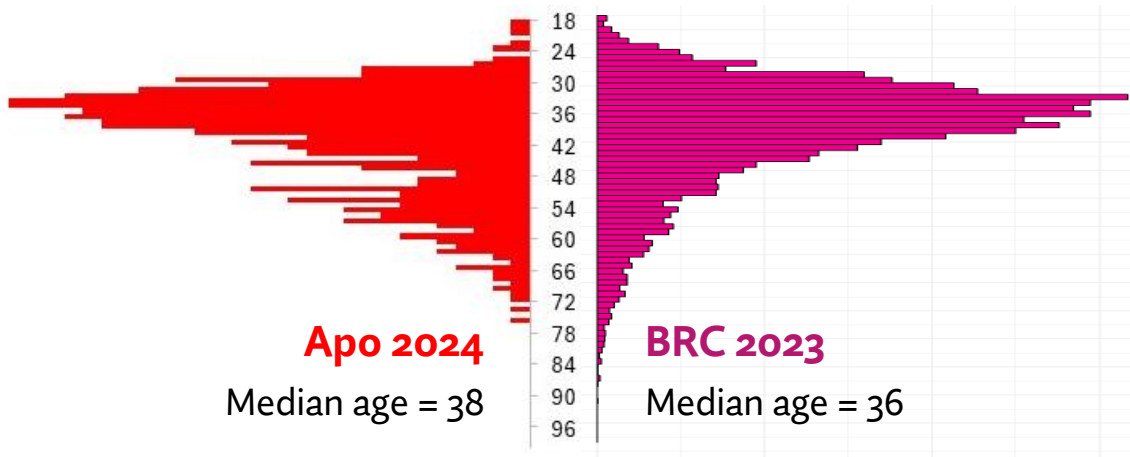
Some of the racial composition difference between Apo and the general population of Colorado *could* reflect cultural differences in interest/participation in **camping** (although, differential interest in camping may, in turn, reflect historical and persistent social issues of non-inclusivity):

- 6%** of Coloradans self-identify as Black (alone or in combination, per the 2020 U.S. Census)
- 7%** of Black Americans state they are interested in camping (per the 2022 Outdoor Foundation “Outdoor Participation Trends” report). Compare to: **16%-18%** of white, Asian, and Hispanic Americans who state they are interested in camping.
- ~3%** of Apogaeans self-identify as Black (alone or in combination, per the 2024 Attendee Census). Compare to: theoretical expectation, per the above figures, that **~2.6%** of Americans interested in camping would self-identify as Black.

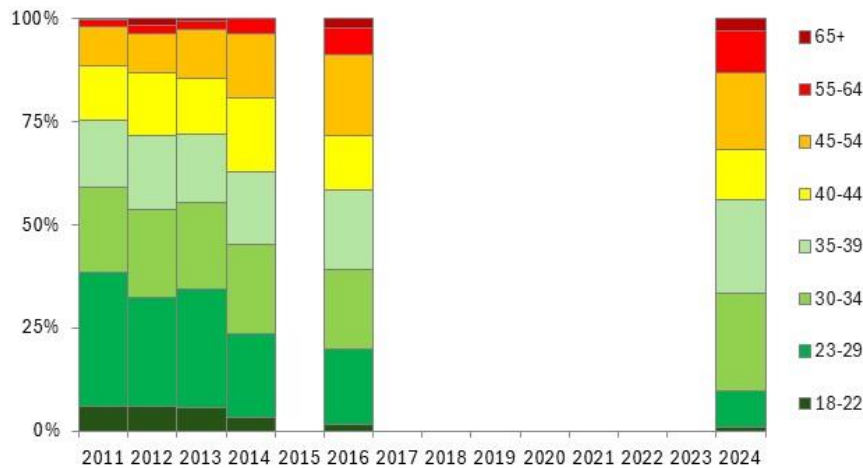
*What we didn't ask*

- Person of color identity
- Native language
- Language at home
- U.S. resident status
- U.S. voting participation history
- Other minority groups (e.g., disabilities)

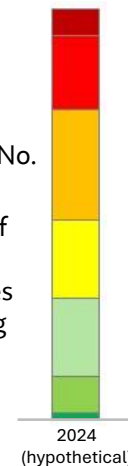
Apogaea has aged a bit since the last time we checked... but we are similar in age distribution to the Big Burn



“How old are you today?”



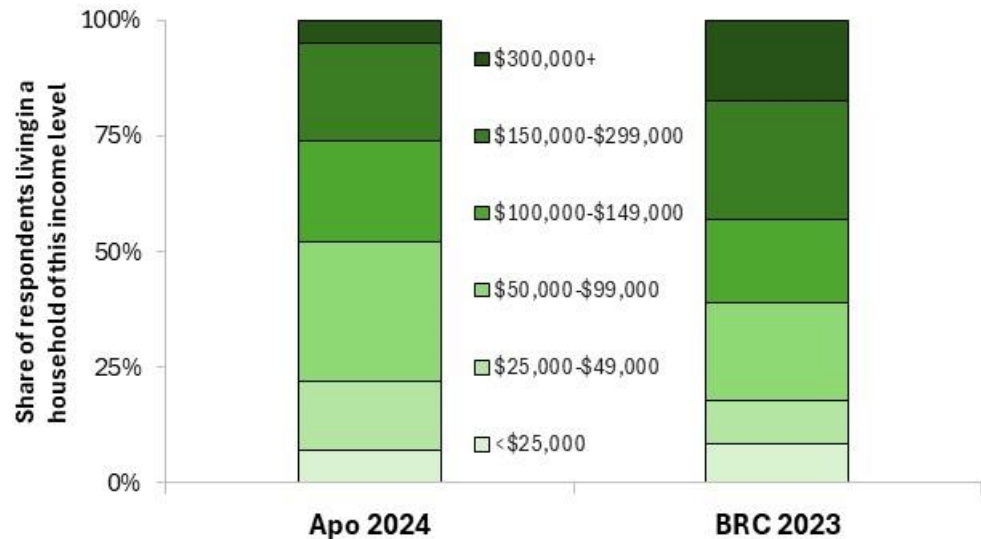
Is this just ageing of the existing Apo population? No.  
→ This is what the graph would have looked like, if the 2024 attendees were simply the 2016 attendees plus eight years of ageing



# As one would expect, the Apo attendee population appears to have lower income than the Black Rock City population...but we do not have good enough data on this topic to inform event policy

“Household income expected this year. (Please include ALL sources, including, for example: your job, informal work, unemployment or disability benefits, investment interest, pension or retirement fund payout, alimony, and realized gains from trading/investing.)”

We asked this question, because **income is a type of diversity** that matters for equitable inclusivity. Good data could inform policy decisions related to ticket pricing or scholarship budget. However, to produce such high-quality data, we would need to ask a full series of questions about financial means. Moreover, self-reported data on this topic is not thought to be particularly reliable.



BRC is ~40% populated by people from California, many from predominantly from the San Francisco Bay Area, where incomes are high.

At Apo, the median household income of Apo attendees is less than (but close to) **\$100,000**. In other words, half of attendees live in a household earning more than ~\$100k and half in a household earning less.

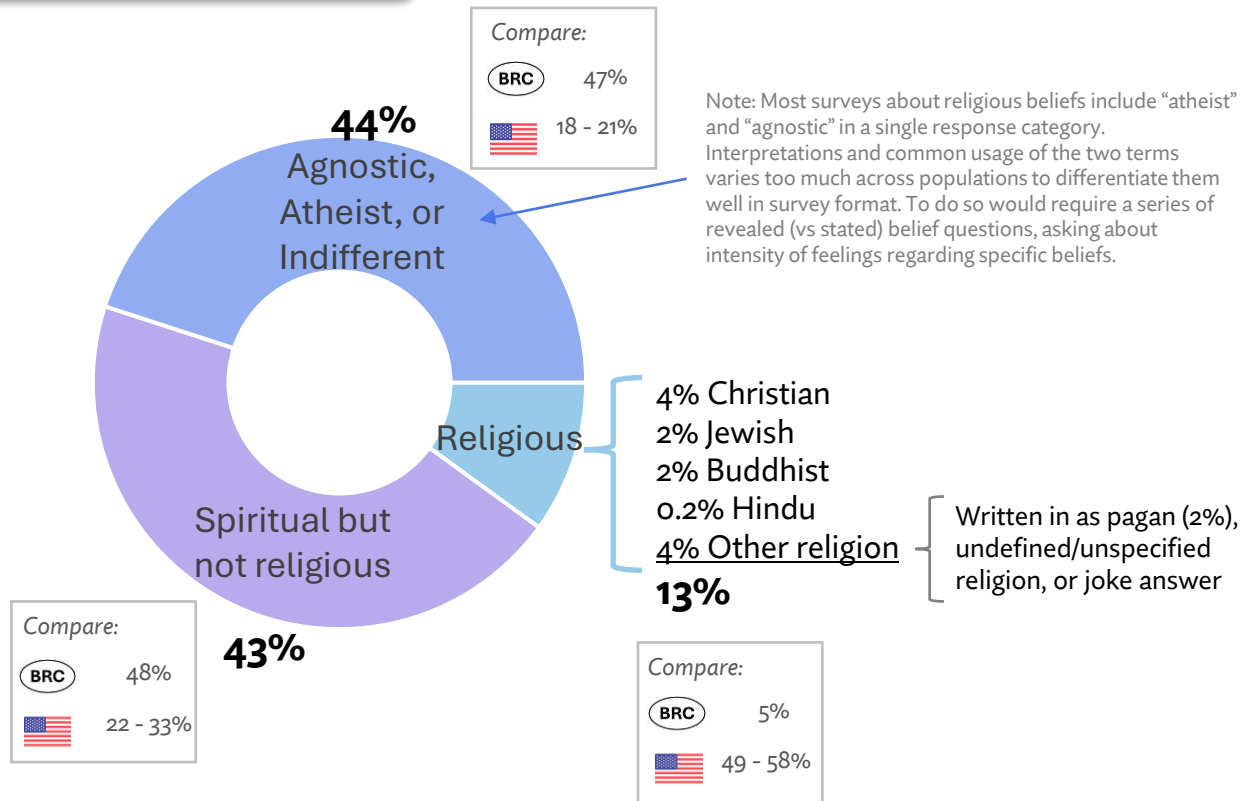
This is similar to the median household income in Colorado for 25-64yo, which was reported to be \$96-\$106k in 2022.

What we didn't ask

- Personal income
- Disposable income
- Household size
- Spending to attend Apo, build art, create a camp
- How much of a financial stretch to attend
- Scholarship ticket use / sentiment
- Occupation
- Education level

# We may be slightly more religious than Black Rock City... but vastly less religious than the United States overall

“What is your spiritual or religious identity?”

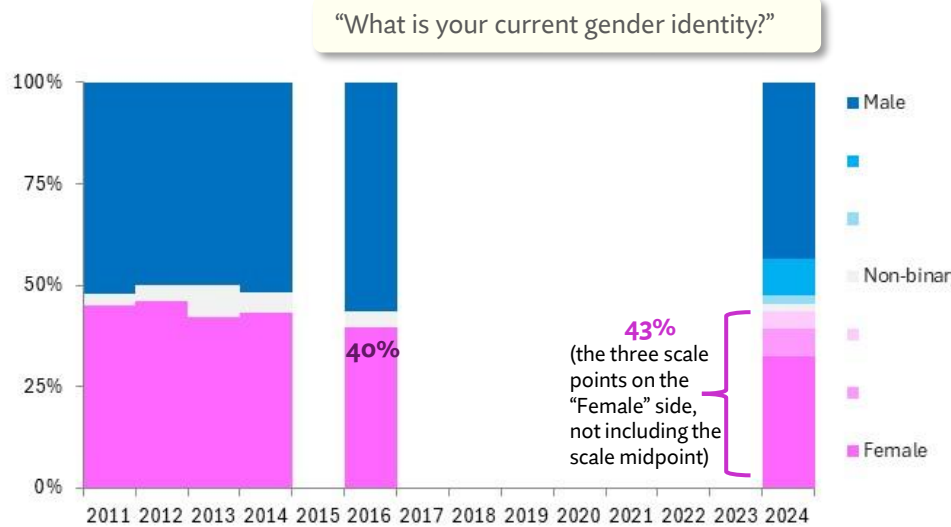


*What we didn't ask*

- Revealed religiosity (belief details, such as afterlife, service attendance)
- Religion of family of origin
- Cultural religious identity / affiliation (e.g., non-practicing Jew, ex-Muslim)
- Spiritual experiences at Apo
- Political views

Note: Current data for Colorado is not available for benchmarking on this topic. Generally, data about religious and spiritual beliefs is fairly unstable across studies, depending on the way questions are asked. Also, beliefs are changing quickly in American society, such that data a few years old is already less meaningful for comparison.

# The somewhat male-slanted gender ratio at Apo 2024 appears similar to past Apo years



Black Rock City has historically seen a fairly **consistent 60:40ish male-to-female ratio** (as has Apogaea). However, between 2022 and 2023, **the percentage of women at the Big Burn jumped sharply from 44% to 49%**. The BMORG has not commented on possible reasons.

- Female
- Male
- Gender neutral
- Transgender

Zero respondents selected “transgender” in the 2016 Apo Attendee Census. All people—including transgender people—have a gender identity (male, female, non-binary, agender, etc.). Thus, a question offering the above options is no longer an accepted best practice. It forces a false choice (unless it were to allow for selecting multiple answers . . .but then that would be more correctly presented as two separate questions, on two orthogonal topics).

- Female
- Non-binary
- Male

The scale midpoint was labelled “non-binary, bigender, gender neutral, agender, or something else”—though this full text was not visible to all, given limitations of the online survey platform.

- Female
- Male
- Other identity

The BRC Census uses the word “other”. “Othering” people who may not conform to the historic gender binary paradigm is no longer considered a best practice.

What we didn't ask

- Sexual orientation
- Pronouns
- Gender expression (feminine vs masculine)
- Cisgender vs transgender
- Biological sex / sex assigned at birth
- Personal gender identity label
- Romantic orientation
- Sexual practices
- Partnered status

# Conceptualizing human identity dimensions (such as gender) as a *continuum*—rather than a discrete, categorical variable—produces more granular data and better reflects many respondents’ reality

## How are continuous scales better than discrete categories?

Quantitative survey research is all about putting complex things into boxes—with how many boxes being a central issue in designing questions.

Too few boxes forces respondents into imperfect choices and muddies the data. For example, we don’t ask if people are “happy” or “unhappy” with Apo, but rather present a 5-point scale where they can choose a more nuanced answer to reflect their real experience. (Indeed, 47% of them chose something other than 1 or 5 in event satisfaction.)

Offering a scale is the recommended approach to reduce non-response and improve data quality for many topics. However, too many boxes—beyond the granularity with which respondents normally think about the topic—means their choice between one scale point vs another is not meaningful, and the data will not be stable.

## What’s the precedent for thinking about gender identity as a spectrum?

Gender identity scales are common and not a particularly new idea.<sup>1</sup> Also, by observation, people *do* identify themselves on a gender spectrum; so it makes sense to collect information in a format corresponding to that reality.

<sup>1</sup> For example: “Gender exists on a **spectrum**.” (Gay & Lesbian Alliance Against Defamation, GLAAD); “Gender is a **spectrum**.” (Laverne Cox, actress and transgender activist); “We now understand gender to be a **spectrum**.” (The Kinsey Institute for Research in Sex, Gender, and Reproduction); “It’s time we all see gender as a **spectrum** instead of two sets of opposing ideals.” (Emma Watson, actress and feminist activist); “Gender isn’t a binary; it’s a **spectrum**.” (Sam Killermann, gender advocate and author of the 2013 book *The Social Justice Advocate’s Handbook: A Guide to Gender*); “Sex, gender, and gender identity are not interchangeable, they are **spectrums** that have traditionally been divided into binary categories.” (from the Urban Institute’s 2023 *Do No Harm Guide: Collecting, Analyzing, and Reporting Gender and Sexual Orientation Data*; the 2017 book, *The Gender Spectrum: A Scientist’s Guide to Understanding Gender*, which argues that gender exists on a **spectrum** using evidence from psychology, biology, and sociology; a 2014 paper “Beyond the Binary: The Gender **Spectrum**” in *The American Journal of Public Health*, that discusses the health disparities faced by non-binary individuals and suggests that gender should be viewed as a **spectrum** to better address these issues; the U.S. Federal Committee on Statistical Methodology’s 2020 “Updates on Terminology of Sexual Orientation and Gender Identity Survey Measures”, which recommends asking about gender identity as a **spectrum** to reduce nonresponse to the question; a 2019 study funded by the National Institutes of Health (NIH), “Gender Minority Stress and Resilience in a U.S. National Sample of Transgender Adults”, which uses **scales** to capture gender identity and expression; the proceedings from a 2016 NIH conference, “Transgender Health Research: Strengths, Limitations, and Recommendations from the 2016 Transgender Health Research Conference”, recommending improvement of data collection methods by incorporating gender **scales** that recognize a **spectrum** of gender identities; and a 2016 article in *the International Review of Psychiatry*, “Non-binary or genderqueer genders”, arguing for the understanding of gender as a **spectrum**.)

<sup>2</sup> Note that, in academic research, a complete SOGI (sexual orientation and gender identity) survey is even longer: a series of 27 questions. Even so, a distinctive and feature of such studies is that the results are not stable across age groups, education levels, racial groups, or cultural groups.

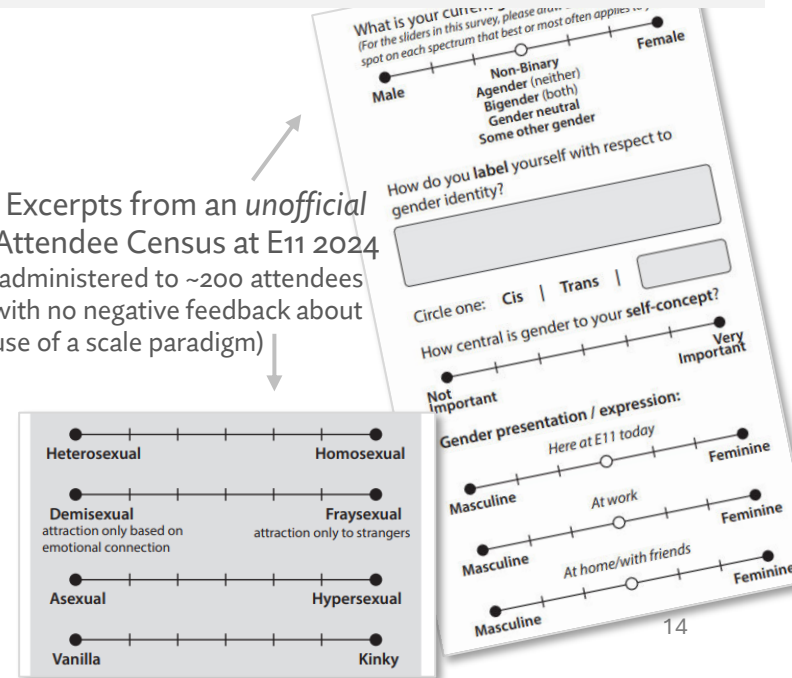
## Why didn’t we ask if people are trans?

Current best practice in formal research is to *infer* someone is transgender, from the existence of a delta between a respondent’s stated “biological sex / sex assigned at birth” and their stated “current gender identity”. Additionally, trans versus cis status can also be asked directly, for corroboration. But the latter is complicated by the reality that, in colloquial language, “trans” has lately come to be an imprecise and unstable umbrella term.

The 2024 Apo Attendee Census was not conceived as an ethnographic research project on assigned sex at birth versus gender identity. A respondent who states their gender identity is “female” could, of course, be either a transgender female or a cisgender female—but, because this distinction was not the focus, and for space, it was not included as a corollary question.

The BRC Census is longer and asks more questions on gender, biological sex, sexual orientation, and sexual practices.<sup>2</sup> The 2024 Apo Attendee Census team felt that many of these questions would be unnecessarily intrusive or motivated by prurient curiosity. Moreover, there were space limitations (and, even so, some folks complained about the length).

Excerpts from an *unofficial* Attendee Census at E11 2024 (administered to ~200 attendees with no negative feedback about use of a scale paradigm)



## So, what did we learn from the gender responses?

### Lots of people used the scale

One quarter of respondents used the scale, i.e., selected something other than the “male” or “female” endpoints.

That means that *one quarter of our community had greater visibility by virtue of this question format.*

### Use of the scale was more common among younger people

This is consistent with data on the U.S. population.

Indeed, young people have been a motivating factor in evolution of our gender identity paradigm from a strict binary to a spectrum. And that paradigm is likely to evolve further still, to more complex models of gender identity: two-dimensional graph theory (plotting gender on two axes instead of a single scale), n-dimensional gender space theory, and gender field theory (which has similarities to quantum field theory in physics).

### Non-conforming gender identities are likely more common at Apo than in the default world

This would be consistent with anecdotal experience and with the Burning Man values of inclusivity and self-expression.

|  | Apogaea<br>(2024 Attendee Census responses) |                     | United States<br>(2023 Pew Research) |                     |
|--|---|---------------------|--------------------------------------|---------------------|
|  | 18-29<br>years old                          | Whole<br>population | 18-29<br>years old                   | Whole<br>population |
| Selected the scale midpoint (Apo) / Self-reported as non-binary (U.S.) | 8%  | 2%                  | 3%                                   | 1%                  |
| Selected anything other than one of the two scale endpoints            | 42%   | 24%                 | n/a                                  | n/a                 |

### Structuring the gender question as a scale likely increased our data quality

In the 2016 Apo Census, 3.8% of respondents identified as “non-binary”. In 2024, 2.4% of respondents selected the exact midpoint (labelled “non-binary” et. al.), and a total of 24% selected something other than an endpoint.

Between 2016 and 2024, the concept of gender in U.S. society has certainly evolved significantly. But it is also likely that some of the large delta between 3.8% (2016) and 24% (2024) reflects the 2016 survey respondents having been forced into making suboptimal selections, given the lack of a graduated scale.





## Most people were part of a theme camp

“Did you open camp, or were you with a theme camp?”



71%

**Theme camp**  
(official camp placed by the event organizers)



29%

**Open camping**

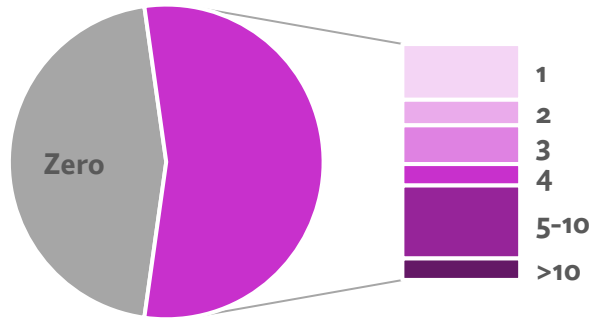
- **Groups of one to 24 people**
- **Median = 3 people** (i.e., at least half the people were in groups of three or less, and at least half were in groups of three or more)
- **Only 8% of open campers were in a group larger than ten**
- **Apo first-timers are somewhat more likely to choose open camping (35%) than are Apo veterans (25%)**

What we didn't ask  
Event layout  
Placement satisfaction  
Music levels and noise

“How many people did you intentionally camp together with in open camping? (i.e., How many people were in your camping pod? Please include yourself in the count.)”



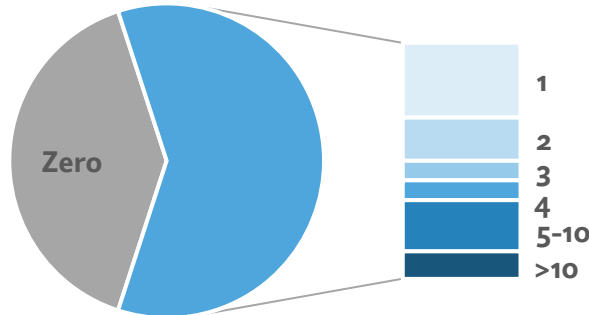
# Apo attendees have more experience at *Burning Man Regionals* than at *Burning Man in Nevada*



“How many times have you attended **Burning Man** in Black Rock City, Nevada (i.e., the big burn!)”

The share of Apo attendees who have never been to BRC appears to have **increased substantially**.

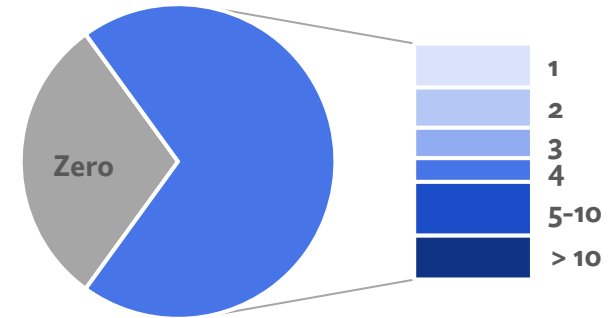
However, at least half of them *have* previously attended Apo or another regional.



“How many times have you attended **Apogaea** before this year?”

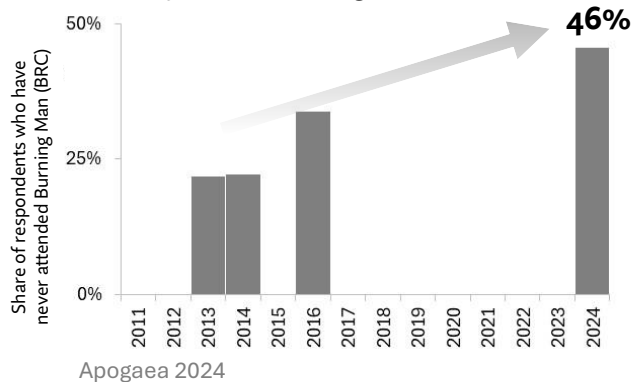
For ~40% of respondents, this year was their first Apo!

Among Apo first-timers, ~40% of them had previously been to BRC, and ~30% had previously been to at least one other Regional.



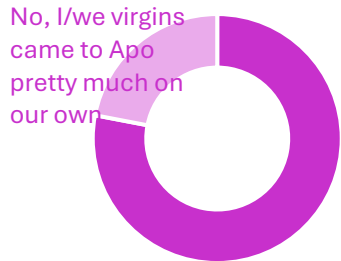
“How many **regional burns** have you attended?”

Please count official BMORG-sanctioned regionals (like Love Burn) and unofficial multi-day events (like Elsewhence). Please include past Apogaea’s, but do not include Big Burns in this count.”



*What we didn't ask*  
 Year of first Apo attendance  
 Attendance at non-BM festivals

## For 20% of respondents, Apogaea 2024 was their first Burning Man event of *any* kind. These ‘any-Burn first-timers’ report having been well prepared...



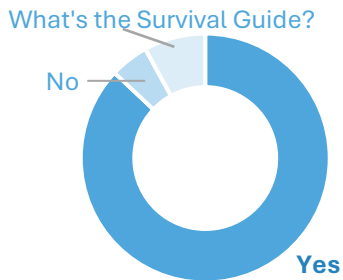
Yes, I coordinated with Apo veteran(s)

“Did you “come with” someone/people who had been to Apogaea before?”  
[Asked only of any-Burn first-timers]

“What made you want to come to Apogaea?”  
[Asked only of any-Burn first-timers]

A third of any-Burn first-timers (who answered this question) wrote that they were invited and/or inspired to attend Apogaea by **friends**.

Many others mentioned the desire for a **new or transformative experience**, and the motivation to **meet like-minded people**.



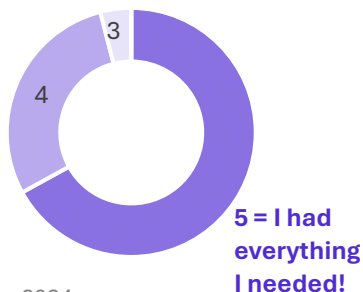
“Did you read the Survival Guide beforehand?”  
[Asked only of any-Burn first-timers]

EVERYTHING! The principles, the people, the experience, the vibe, the love, the art, the play, the culture and community...I could go on

Community, love, acceptance, art, music, culture. A disconnect from the broken mess we call “society”

To find my people

I wanted a radical experience that might change my perspective on life.



“How prepared did you feel, with the camping gear, clothing, food, and supplies you brought with you?” (1 to 5 scale)  
[Asked only of any-Burn first-timers]

## ...But Apo veterans are concerned about acculturation of new burners

If one-fifth of attendees at Apo have *never been to any Burning Man event* before, that can significantly shape event dynamics. And if a quarter of *them* came alone, that is even more significant...equating to some **75 unguided newbies** making their way around a 1,575-person event.

There are a ton of people who do not volunteer and do not know the principles. I think there should be more acculturation before the event

— Veteran of 5-10 regionals

Acculturation of new people is a serious issue. We could lose our culture if we don't start calling it out and fixing it

— Veteran of 2 Big Burns plus 11-20 regionals

Gate should be long time burners and they should have serious conversations with new/newish burners

— Veteran of 5-10 Big Burns plus >20 regionals

Symptomatic of this issue is the number of new/newish Burners making suggestions (pages 31-38 of this report) **asking for stuff to be provided** by the event/org . . . as if Apo were a paid spectacle/festival and not a radically participatory do-ocracy! One new Burner writes that “a shower camp [...] would be amazing” and another that “a shower trailer on-site [...] would be the greatest gift” . . .

### Points of interaction where

#### acculturation conversations could happen

- ✓ The Apo veteran friends who invite new people (One-third of ‘any-Burn first-timers’ say they decided to attend based on a friend’s invitation.)
- ✓ Ticketing
- ✓ Gate
- ✓ Greeters
- ✓ Center Camp info and event signage
- ✓ On-site workshops
- ✓ Other Regionals (About a third of Apo first-timers in our survey have been to another Regional. What they learned there will be brought with them to Apo . . . and experiences at Apo will be carried forward to other Burns.)

It felt like there were a number of new people at apo this year, who didn't quite understand our principles, specifically LNT

— Veteran of 2 Big Burns plus 5-10 regionals

There are lots of new people who are festival goers, who don't understand the burning man thing. Being selfish, us versus them, closed off, not sharing, cliquish, on a mission to hook up, etc

— Veteran of >10 Big Burns plus 11-20 regionals

Noticed less self-reliance from new attendees at this burn than I normally observe at the big burn, particularly with water. Not sure how many folks actually read through the Survival Guide.

— Veteran of 5-10 Big Burns plus 2 regionals

♥ *We all love new Burners, their new energy replenishing the community, and their contributions to the evolution of Burning Man! At the same time, we want them to **understand the culture and participate meaningfully** while having a great time.*

**We feel we excel most at *Radical Self-Expression*.  
We feel we could improve on *Radical Inclusion*, *Leave No Trace*,  
*Civic Responsibility*, and defining what we mean by *Immediacy***

“From what you personally witnessed and experienced, how do you feel this year’s Apogaea did with living up to the Eleven PRINCIPLES of Burning Man?”

Share of respondents selecting a given numeric rating for each Principle

| Burning Man community Principle | We absolutely nailed it! ← → We have a LOT of work to do on this issue! |     |    |    |    |
|---------------------------------|---|-----|----|----|----|
|                                 | 5   | 4   | 3  | 2  | 1  |
| Radical inclusion               | 64%   | 27% | 6% | 0% | 2% |
| Gifting                         | 69%   | 24% | 6% | 1% | 0% |
| Decommodification               | 70%   | 22% | 7% | 1% | 1% |
| Radical self-reliance           | 69%   | 26% | 3% | 2% | 0% |
| Radical self-expression         | 82%   | 14% | 3% | 0% | 1% |
| Communal effort                 | 70%   | 24% | 4% | 2% | 1% |
| Civic responsibility            | 62%   | 29% | 8% | 1% | 1% |
| Leave no trace                  | 63%   | 27% | 7% | 2% | 1% |
| Participation                   | 68%   | 26% | 5% | 0% | 1% |
| Immediacy                       | 73%   | 21% | 5% | 1% | 1% |
| Enthusiastic consent            | 72%   | 23% | 3% | 1% | 1% |

Share of respondents who selected “I’m not familiar enough with this Principle / no opinion”

|     |
|-----|
| 6%  |
| 5%  |
| 8%  |
| 6%  |
| 6%  |
| 6%  |
| 7%  |
| 6%  |
| 7%  |
| 6%  |
| 7%  |
| 12% |
| 7%  |

In 2004, the founder of Burning Man wrote the Ten Principles, to codify what had become the community’s customs since the first event in 1986.

In more recent years, voices in the community have advocated that Enthusiastic Consent be normalized as a core value and the Eleventh Principle.

*What we didn't ask*  
Test to name the Principles  
Which principle(s) resonate the most with you / are your favorites? Why?  
Rank order reasons for attending (art, music, fire, party, spiritual, escape, community, etc.)

## Certain Principles received the majority of *critical* comments...

“If you gave LOW SCORE to any of the 11 principles above, could you please take a moment to elaborate on what you saw/experienced and what we need to work on as a community?”

### Radical Inclusion

See page 23 of this report for respondents’ numeric rating of Inclusivity and suggestions for improvement

We read many comments about how inclusion of **children** should *not* be a policy for Apo (inclusion conflicting with expression)...but then also other comments about how nice it was to have one’s own child at the event.

Also, stories of some individuals being **insensitive or hurtful**. Related: Snark can be an art form...but when taken too far, how is that inclusion? And the issue of non-transparent blacklisting of people was mentioned.

Small golf carts with people just driving friends does not help inclusivity.

Radical self expression would be easier to pursue without children being involved in the event.

### Leave No Trace

**The most commented-upon Principle** in response to this request for critical feedback. Stories of neighbor camps leaving bags of trash behind, observation of lots of MOOP – which may have been exacerbated by the wind gusts. Curiosity if “Leave No Trace” (LNT) is meaningful on scarred, heavily-used land from which we remove cactus – and given our greenhouse gas emissions. **“Leave no MOOP” > “LNT” ?**

But people loved having **Recycle Camp!**

We need a hard effort for everyone to do at least 1 hour of breakdown & LNT outside of their own camp space before departure.

### Immediacy

Comments that many people were using their **phones** too much... but yet, at the same time, there was a **phone app** provided with schedules and maps

Some people were seen not asking for consent for photos...but some respondents were pleasantly surprised that this was not common

### Enthusiastic Consent

Substantial concerns about consent came up in this question as well as in response to the “What do you wish we had asked?” question (see page 40 of this report).

We still have a consent problem. Even some experienced burners are having troubles with boundaries and keeping their hands to themselves.

I feel less included as an adult when I have to share space with those who are not adults. Children can’t consent, and their parents bringing them are delusional if they think they can consent for them.

### Decommodification

Sightings of **branded** tents, lack of covering up **logos** (and a comment that this is an unfortunate trend at the Big Burn, too). And someone was offered drugs for cash...or for “companionship”.

The community could use some education on learning how to balance the principles. By telling people that Gifting is an important principle, without any other context, the result is often a massive amount of garbage trinkets, which conflicts with the principles of Decommodification and LNT.

...while other Principles received minimal criticism or mostly *positive* comments

Radical Self-Expression

Limited comments on this Principle

Communal Effort

It was mentioned that, when the wind gusts hit and some camps needed help with their infrastructure, passers-by did not step in.

Everyone really seemed to have their sh\*t together this year.

Gifting

Limited comments on this Principle, other than an observation that newbies often confuse gifting with **barter**

While I was compelled to assign a neutral score to Gifting, that is not to say it highlights a problem. To the contrary, I experienced **none of the useless swag dispensation** that often accompanies social encounters at the Big Burn.

Radical Self-Reliance

Limited comments on this Principle

Civic Responsibility

This Principle received a relatively lower numeric score, but no specific comments. Related issues about LNT, crime, and lack of volunteering (event, DPW breakdown, and year-round) likely factor into assessment of living up to this principle.

Participation

Participation is much broader than volunteering at the event... but this was one issue that respondents commented on a lot. See page 24 of this report for responses to our question on volunteering at the event

Seemed like there were a fair number of theme camps that had the theme of "I wanted to camp with my friends but didn't want to be in open camping", which is kinda meh

I was surprised by people in registered theme camps who acted like their involvement ended at camp dues

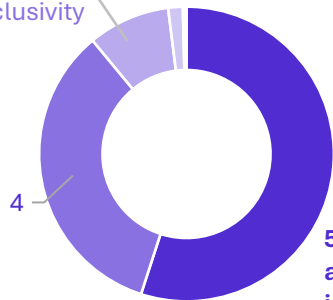




# Our inclusion and belonging questions did not reveal any particularly new or dramatic insights

“How **INCLUSIVE** would you say Apogaea is, based on what you witnessed and experienced? (i.e., Is the event open and respectful to all who wish to attend, regardless of age, race, class, religion, sexual orientation, gender, disability, beliefs, appearance, etc.?)”

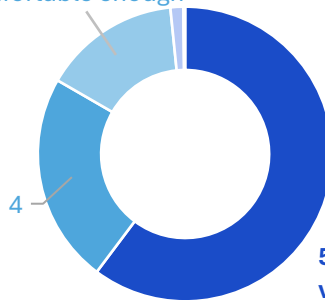
3 = Apo feels similar to the world at large, in terms of inclusivity



5 = This event is a paradigm of inclusivity

“Did you personally feel a sense of **BELONGING** at Apogaea? (i.e., Did you feel valued and accepted as part of the community - and feel like there were other attendees you could relate to?)”

3 = I was content and comfortable enough



5 = I felt like a valued member of the Apo tribe!

These two concepts and questions may not be well differentiated here. Nearly two-thirds of respondents gave the **same rating to both questions**. In order to probe more deeply about which subsets of people are having sub-optimal experiences of inclusion and/or belonging, we would need to explore **another form of information collection**.

“If you were disappointed in Apogaea's inclusivity, what ideas do you have for how we could do better next year?”

“If you did **NOT** feel a sense of belonging at Apogaea, what ideas do you have about how we could do better next year with warmly integrating all attendees into the event/community?”

- Better accessibility for people with disabilities, injuries, or chronic pain, e.g., more **shuttles**, better **layout** to make moving around more efficient
- More racial **diversity** [although *no suggestions from respondents as to how to accomplish this*]
- **Cheaper tickets** for low-income people
- Better community atmosphere (too few “welcome home” greetings...some attendees seemed closed-off / cliquish...some respondents felt excluded / lonely). But ideas for doing better were limited: **new attendee workshops**, a **mixer for shy people**.
- More **non-alcohol** based **daytime activities**, and more daytime non-party activities—to be inclusive of people who don't prioritize those things.

*What we didn't ask*  
How much do you identify as a “burner”?

# Low participation in volunteerism at the event is a known issue—which was reconfirmed by survey responses

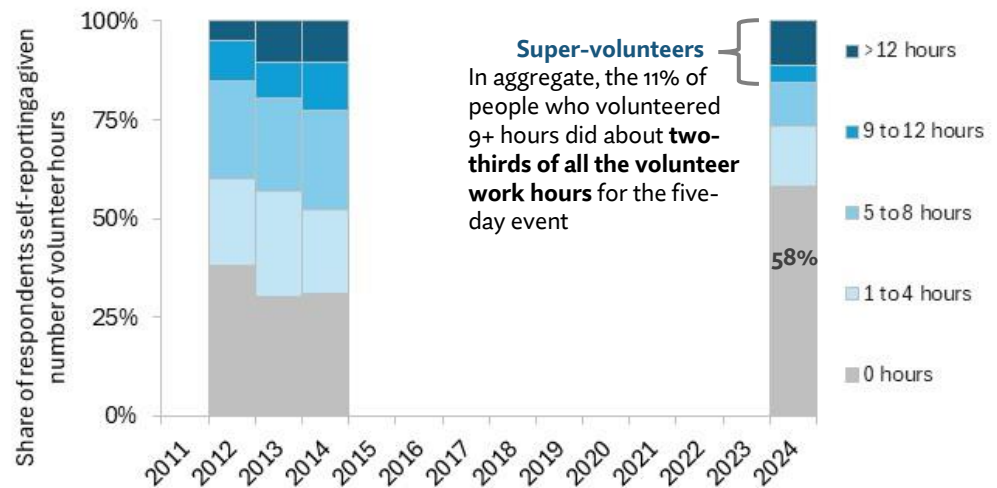
“How many hours did you volunteer at this event in an official capacity? (NOT including shifts at your theme camp or at an art installation, NOT including work weekend, NOT including volunteer shifts that you signed up for but accidentally missed)”

Maybe more, shorter shifts? Assume a percentage of flakers and over book?

There are too few people doing too much.

I didn't volunteer in an official capacity, but I did hella mooping and also a LOT of community care, especially emotional care. Helping people who were lost. Surprise jumping into de-greeting because the de-greeter needed help. Helping people who had taken a lot of acid and just needed a friend to help them chill and decide what was next. Working the hug booth. But I kind of felt judged by people I talked to for not having taken an official shift.

Not enough Rangers rangering



Only 42% of survey respondents did any volunteering at all during the event.

However, at-event official volunteering is only *one* type of participation. We did not ask about participation in **work weekend, making art, running camps, or year-round volunteer efforts.**

**Filling out the Apogaea Attendee Census is also a form of participation!** . . . and only 33% of attendees did so.

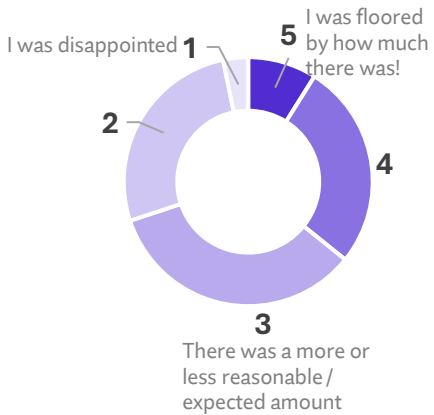
What we didn't ask

- How did you “participate” in Apo?
- What would make you more likely to volunteer at the event?
- How involved are you with the Colorado burner community outside of Apo?
- What are you inspired to build, bring, or make happen for next year?

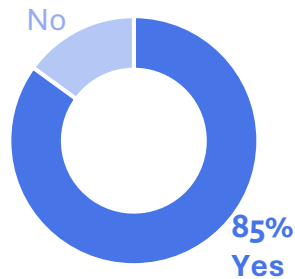


# We tried taking the attendees' temperature on art (funding, participation, satisfaction) for the first time this year

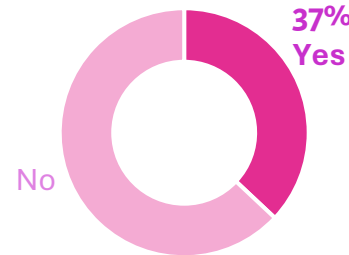
"Was there enough art at Apogaea this year?"



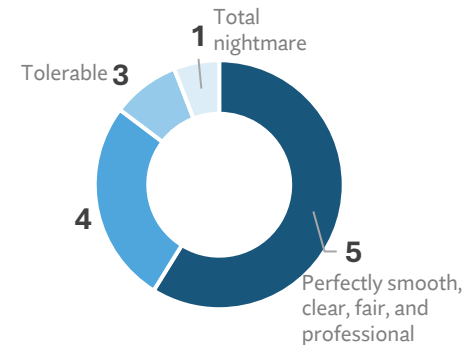
"Are you aware that money grants are available to create art and bring it to Apogaea?"



"Prior to arriving at Apogaea, did you participate in creating any art for the event? (including art projects that may have received a grant OR personal/camp art projects that were purely self-funded)"



"If you were personally involved with applying for an Apogaea ART GRANT (and/or receiving an art grant), how was your experience with the process?"



Only 34 respondents said this question applied to them:

- Two rated the process a 1 ("Total nightmare")
- 29 people rated the process a 4 or 5

What was difficult about the process:

- "Easy to lose track of which of the many forms one has submitted or not. A checklist would be helpful."
- Need clarity on what the grant-makers are looking for
- A technical glitch with <\$500 grants

What we didn't ask  
 What could we do to enable you to bring art next year?

## ART

We asked what people's favorite art and/or camps were this year...

"Name your three favorite theme camps and/or art installations!"



### Uncle Charlie's Red Hot Rodeo: Cock vs Ass

One of the most mentioned art installations by respondents. Sometimes referenced as "the chicken ride"



### Well? [the temple]

The Temple was of course a favorite. Also called the "whale sound installation" and "wishing well"



### Art aFlame / Phoenix [the effigy]

The effigy, aka "flaming dragon" or "armor sculpture collection", was a big hit. And the accompanying fire kaleidoscope



### Jujumanji

People loved this sound camp and its art, which included the Mad Juju Hare, Fire Garden, and totems. Remembered fondly by some as "trash fish", "the sound camp with fire things", "bunny", or "rabbit creepy thing"



### Self-Alignment

Many listed the chakra tower with the succulents (near Center Camp) as their favorite art piece



### Leafwing Flying Machine /

### Green Light District

Many respondents mentioned Green Light camp for dancing as well as its flying machine (aka "flight thingy" or "see-saw thingy")

...And people loved so many different art/camps that we can only list some of the most-mentioned ones!

“Name your three favorite theme camps and/or art installations!”



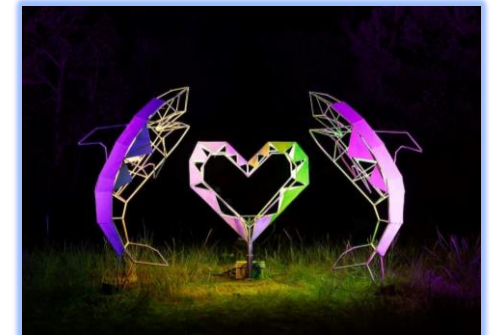
### Tower of Redundancy Tower / Glamp Camp

People mentioned the good vibes at Glamp Camp, plus the “tower with the net” and zoetropes (“spinning strobe thing”)



### Slime the Corporate Ladder / Slime Dogs

Slime got many mentions, including call-outs for its dioramas (“Tiny Labyrinths: A Pocket-Sized World”) and Thumbderdome wrestling. Described by a few respondents as “old school computer” and “slime computer thing”.



### The Sharks Kiss / Cuttlefish Cantina

This camp and its sculpture was a big favorite. Referenced by some as “love sharks” or “the dolphins with the hearts”



### The Center Camp fire area generally

Many respondents said their favorite art was the whole “fire play area” and “propane art” in general, including the Honey Pot fire ceiling, Bow Drill, Evan’s Fire Playground, the fire pogo sticks, Nepenthes, Venus Fire Trap, and the Hippo

*And then some of the favorite camps:*

**VICE**

**Skrambles**

**Grape Sluts**

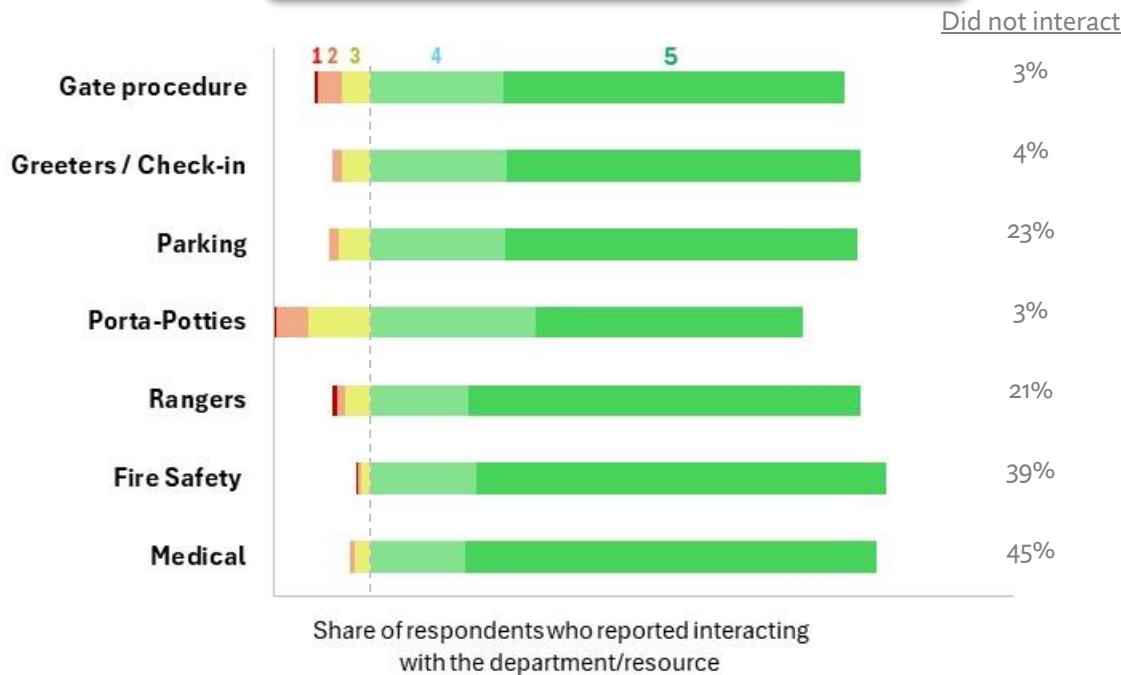
**Happy Tap** (including Consummation Station)

**@ Bar**



# Respondents rated departments highly . . . but still had many suggestions for improvement

“How satisfied were you with the following departments and resources at the event?” (5-point scale)



*Selected respondent comments below (complete list available upon request in raw survey data)*

Greeters was well organized, but also feels like it's gotten a little check-the-box and less the ENTHUSIASTIC WELCOME WITH OPTIONAL HUGS AND MAYBE YOU GET F\*\*\*\*D WITH A BIT that I associate with the whole function. For a bunch of us tired old burnouts it's no big deal, but I do think it sets a tone going into the event for newbies.

I loved that the Porta Potties had trash bags in them, but people did not abuse that. Also, having the foot pump hand sinks was amazing!

F\*\*\*\*\*g Porto's were amazeballs and clean. Loved the hand wash stations

The DICE tent was really nicely done, and a welcome addition to Apo since my last time

Note: This question was thrown into the 2024 survey primarily just because it has been asked in the past. However, the question format as-is does not produce much useful quantitative insight. Many respondents wrote in qualitative critical feedback despite assigning a high rating. The aim was *not* a comprehensive list of all “departments” that exist in the Apogaea organization—since not all of them are relevant for the general attendee population to rate in a meaningful way. (For example, “Parking” is ambiguous, given that most Apo attendees park at their campsite; so “Parking” really means “Lane enforcement” . . .so, one would more logically ask about *that* if one were interested in good quality responses about that topic.)

# Unsurprisingly, a large majority of Apo attendees had a great time and intend to return!

“How was your own OVERALL experience at Apogaea this year?”

“How likely are you to RETURN to Apogaea again in the future (assuming you have the time and money to do so)?”

Share of respondents

~5% had only an OK experience... but are eager to return and try it again

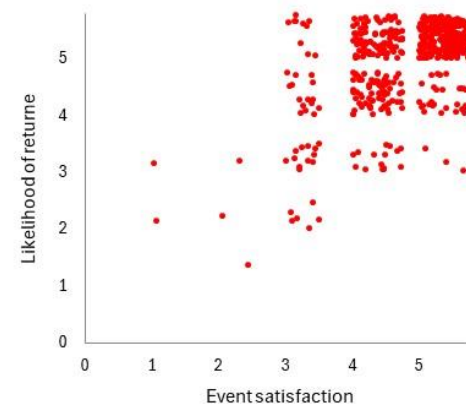
|                      |      | Event satisfaction |      |      |      |      |
|----------------------|------|--------------------|------|------|------|------|
|                      |      | Low                |      | High |      |      |
| Likelihood of return | High | 0%                 | 0%   | 2%   | 20%  | 46%  |
|                      |      | 0%                 | 0%   | 3%   | 14%  | 6%   |
|                      | Low  | 0.2%               | 0.2% | 2%   | 3.0% | 0.6% |
|                      |      | 0%                 | 0.2% | 1.2% | 0%   | 0%   |
| 0%                   | 0.2% | 0%                 | 0%   | 0%   |      |      |

~86% had a great time and will return

~4% had a great time at Apo...but are on the fence about coming back

~2% of respondents were entirely unhappy with Apo. That's about 30 people out of the ~1,500 adult attendees

Individual respondents



# Who's happy at Apo? Whose experience could be improved?

**Outcome variables:** Inclusivity (See page 23 of this report), Sense of belonging (pg. 23), Event satisfaction (pg. 29), Likelihood of return (pg. 29)

**Factors tested:** Age (pg. 10), race (pg. 8), gender (pg. 13), Burning Man veteran status (pg. 17), amount of volunteering at event (pg. 24)

Sense of belonging

|   | No volunteering | Super-volunteers | White alone | Everyone else! | Any-Burn first-timers | Long-time burners |
|---|-----------------|------------------|-------------|----------------|-----------------------|-------------------|
| 5 | 60%             | 71%              | 61%         | 58%            | 56%                   | 67%               |
| 4 | 23%             | 13%              | 24%         | 19%            | 17%                   | 24%               |
| 3 | 15%             | 16%              | 13%         | 21%            | 23%                   | 8%                |
| 2 | 2%              | 0.0%             | 1%          | 2%             | 3%                    | 0.0%              |
| 1 | 0.4%            | 0.0%             | 0.2%        | 0.0%           | 0.0%                  | 0.0%              |

A slightly **lower sense of belonging** was reported by respondents who **did not volunteer**, by **non-white** respondents, and by **'any-Burn first-timers'**.

Consider that choosing to volunteer a lot of hours could be an *outcome* of already having a sense of belonging (i.e., causality goes other way). We would expect long-time burners to have a greater sense of belonging that first-timers, by definition.

Event satisfaction

|   | Male | Female |
|---|------|--------|
| 5 | 51%  | 55%    |
| 4 | 36%  | 40%    |
| 3 | 11%  | 6%     |
| 2 | 1%   | 0.0%   |
| 1 | 1%   | 0.0%   |

**Male** respondents reported having a slightly **less good experience** at the event than did female respondents. (Nonetheless, we see *no* gender-based difference in the stated likelihood to return.)

Likelihood of return

|   | No volunteering | Super-volunteers |
|---|-----------------|------------------|
| 5 | 67%             | 80%              |
| 4 | 25%             | 15%              |
| 3 | 6%              | 5%               |
| 2 | 2%              | 0.0%             |
| 1 | 0.4%            | 0.0%             |

Respondents who **did not volunteer** reported a slightly **lower likelihood of returning** to another Apo.

Inclusivity

|   | Male | Female | White alone | Everyone else! |
|---|------|--------|-------------|----------------|
| 5 | 60%  | 49%    | 56%         | 49%            |
| 4 | 31%  | 37%    | 34%         | 31%            |
| 3 | 7%   | 12%    | 8%          | 17%            |
| 2 | 1%   | 2%     | 1%          | 2%             |
| 1 | 0.4% | 0.4%   | 0.2%        | 1%             |

**Female** and **non-white** respondents reported experiencing slightly **less inclusivity** than male and white attendees.

Note: Percentages on this page are of *survey respondents*, not of the *attendee population*. If the survey reflected random participation, these percentages would have a **margin of error of approximately 4%**. However, these survey responses are from a non-random, self-selected sample. The **possible difference between the respondent population and overall Apo population is unknown**.



## Survey respondent *suggestions* (edited for anonymity)

“Suggestions for improving Apogaea?”

- Redo city planning the **layout is very disorganized** and dysfunctional
- More **quiet space around temple**, less camping right next to it.
- **More music** / dancing.
- Make the Playa more active.
- We were a little lost during our volunteer shift, there was **no lead to be found**, but others helped and we did all we could!
- **Speed bumps on the roads**, the kind that covered the wiring in the Center Camp area. I am very serious about this. As a long time burner I know the mental effort it takes to drive 5mph. It seems SO SLOW! But it is important, for reasons of safety and to keep down dust. Every golf cart and Gator driver was routinely doing 10 - 15mph.
- I'm a virgin. Ask me again in a year or two.
- On the whole, A++. You guys killed it, and I'm looking forward to next year!
- Don't make it a Burner event. Make it what it should be. Burning can be a lifestyle, an escape, an adventure, or anything else. Focus on the individual and let them experience it.
- More **map** locations
- More open camping areas that are **FLAT**, sleeping at an angle isn't super possible
- A place to **swim**!
- The “grand finale” of the event. The fire show and **burning of the effigy on Saturday night really dragged on**. The acrobatic yoga and fire play was awesome and the effigy was beautiful but the timing of it all truly could have been cut in half. Definitely had a “this is pretty but wow when is this gonna be over” moment.
- I have nothing to compare it to. I loved it. I'll be back
- I always think there could be **more art**. But outside of that I think it was well done by all that participated in building camps.
- I'd like to see something different put into the main event/show at center camp on Saturday night. I feel that **a speaker of some kind that can help to bring some unity** would be refreshing. **A collective breath**, a collective hum as a massive group, some words about Apogaea and appreciation for key players in the festival. Additionally, while the fire dancers are all incredible, I felt that the show lacked dynamism. I think there's room to create at least a loose narrative that mounts to a climax. **Some semblance of form rather than dancers taking turns**. I also felt it was **too long** and I noticed that many **lost interest**. "
- Fix **grant applications**
- **Named tickets** were kinda weird. I purchased tickets and put my friends names on them but the tickets were all in my name. Not a big deal but we did have to meet a friend at the gate.
- If we remain 5 days - **move the effigy to Friday**
- Reserve **flat spaces for tents/open camping** not parking. Also have more clear **signs** for where open camping is designated. And have greeters let campers know of those signs/flags. I had an issue with almost setting up in a camps parking area, and got aggressively yelled at, because it was only designated by small flags that I had no idea what the colors meant and such. And from the map it looked like it was open camping.
- Focus on **communal shade**
- location that is **bike friendly** as that was the most missing element to me
- Having a **Shower camp** or set up would be amazing, I know it is difficult with grey water removal. So I understand if it is something that can't be achieved.
- I think **placement could use a little work**. Some camps were placed in areas that were swamps and even though they weren't wet, they were highly overgrown.
- Make it **bigger**
- Earlier **gate opening times** if possible!
- We must do something about the **overwhelming number of golf carts and gators**, especially at night. The gators are increasingly dangerous, and the blinding light at night is hazardous for pedestrians.
- There were **too many golf carts/gators** running around at all hours and without a specific purpose. It felt that there were more this year than in years past, but perhaps they were just running around aimlessly more than usual.
- I had several camp mates (5-7) show up for their volunteer shifts and not have **the volunteer table staffed** or people didn't know where they were supposed to report. I think the lack of volunteers at a few points begat worse volunteer experiences. I usually would be part of the solution here, but handling two small children was more than enough so we just picked up MOOP together the whole time. All in, great year, had lots of fun.
- **I didn't know about the "Dust" app** until I got there. Fortunately I was at the gate when someone shared it. It is a great app and would be good to promote it to help people plan and navigate in the moment, and save on paper perhaps.
- have another go at a **better volunteer and ticketing platform**.
- The ubiquity of crass sexual content can **feel uncomfortable** at times, and led me to avoid going out to new theme camps or events a few times.

## Survey respondent *suggestions* (2)

“Suggestions for improving Apogaea?”

- Not complaining, but, would be great if some of the rougher theme camp spots were **flatter**. One of us had to sleep in our SUV because there wasn't enough flat space. Also, would be great if you could give us the actual dimensions of the space we're given ahead of time for planning purposes. Again, not complaining, but you asked. 😊
- Please add more **speed limit signs**. Or during the heaviest inflow days and exodus have a couple of volunteers **flagging speeders**. The dust was absolutely brutal.
- We need new street lamp gear. It's pretty but it's not really functional.
- More **watering for dust**
- The hills and valleys amplify sound and bass. I was camped above a particularly bass-y sound camp and it was 80 dB in my tent while trying to sleep. Taking that into account when **determining sound cones** would be greatly appreciated as it's almost so bad that I would consider leaving my longtime theme camp.
- Easier way to work with camps/volunteer at camps
- I don't know enough yet, I need to go back and explore more next year.
- Some people are dicks but there's not much you can do about it.
- I was almost a **dark-wad** at night if my radically prepared enough to let me borrow their lights. Seemed like others might have missed this memo also.
- We registered kinda late, but we weren't super thrilled with being next to Little America. I know sound camps are tough to place, and most of the burn was fine but the bass was so intense it was rattling my trailer on burn night. So I guess my answer is trying to find a way to **improve placement for sound camps?**
- Haven't been in a long time bc it got loud and big. The area is big, so it was hard for me to see more than about a third of it. Not necessarily a bad thing-- merely my experience.
- The sound was good how it was set up and not all in the same area competing for volume. Good job.
- I liked the center camp area and how there it was like an “art street”
- **More portos** near open camping
- **More music** :)
- Needed **more signage** at info areas at center camp
- Thank you for the **Wednesday** start day!
- Music needs to be improved specifically at night. There should be some efforts in **vetting that there will be sound camps actively working** to play engaging music for the majority of the night at the event.
- Be **more lenient on gray water**. Dishes and showers are super hard when you have to collect all the water even if you use biodegradable soap and strain out food particles.
- It was a little hard to get connected with rangers to get clearance to volunteer
- The notification system for the possible storm on Friday was a little chaotic. Maybe find a **standard way to share important information quickly** to Burners. Possibly add a designated meeting spot in each zone of camp for emergency information. You could play an air horn or siren to alert Burners they should go to the meeting spot and a Ranger will share information.
- **Larger sound camps and more art cars!**
- **More art and better signage**/direction for where camps/activities are located
- **Work weekend logistics** and coordinating in relationship to art placement locations. Had to wait for quarter master truck to be unloaded and moved to place art, when even 10 feet further could have made this part easier. Even though this was the case, the communication around this issue was awesome and everybody got it figured out by Sunday after lunch to get it up without rushing.
- Also art placement details in relationship to infrastructure - I had been asked to move my art sculpture Tuesday early evening after it was already setup because of the noise of the ice truck potentially being able to make it so info tent couldn't be heard... there was much deliberation around this issue, and thankfully the decision was made to leave the art where it was and switch this info tent across the way next to center camp tent. Again, even though it was confusing for a bit I felt that everyone communicated well and the issue was ultimately solved without there needing to be a lot of additional last minute work for DPW and myself.
- **Cooling stations** and information on how to be truly **zero-waste**
- Love burn's tickets are much higher than Apo's. It allows them much greater art grants which translates into much more elaborate art production value. Maybe a **more substantial jump in price between ticket rounds** (alongside first round ticket DGS ticket increases for registered camps) may allow Apo to capture some additional art grant money! And/or land restoration efforts for the property owner. I think this is totally reasonable considering Apo opens a day earlier now too.
- Can it happen somewhere near a **lake?** :)
- Can there be a more coordinated giant group party instead of tons of smaller little parties?
- I would love to see even **more art**



## Survey respondent suggestions (3)

“Suggestions for improving Apogaea?”

- I know it's a little overplayed at this point, but I would really love to see Apo at a **different location**. The old bailey spot was amazing and had both better nature vibes and more closely packed camp spacing which created more community vibes and ease of wandering around. Mucky lakes and long, extended streets to walk to and from camps dilutes the energy and detracts from Apo's magic.
- I would also love to see **better spacing of energy at night** at apo. Some areas (Like the top of the hill) feel fairly packed with good energy and camps at night, while other areas feel like wandering through a ghost town with occasional signs of life. It would be nice to have **the night camps fairly close to each other** for ease of wandering between them and to keep the general energy high and avoid ghost town feelings.
- **Better porto contractor**, more convenient placement
- Slightly **shorter Conclave performance** (was totally awesome but ran quite a bit long)
- Great event for a first time virgin!
- Someday, when Colorado isn't a tinderbox, I wish we could have a big structure burn. The alternative is nice though.
- Make camps that provide nothing be pushed to the exterior of the land, and smaller one off camps fill the spaces along the main road (like the fruit stand)
- **More art** (preferably interactive) that is located in different neighborhoods (away from Center Camp)
- Can anything be done about the **sand fleas?** My legs are hamburger and bug spray didn't help.
- I would choose a venue where all of the **theme camps could be in a tighter single core**, and then dispersed camping out on the edges.
- I'd like to see **cars managed better**, and more out of the way.
- Encourage **more art**.
- **Shorten conclave**, or mix it up from fire dancers.
- Needed more dance camps. BUT. Our camp was across the riverbed from a dance camp. Except for extreme quiet hours it was always thumping. There is no reason everyone should have to hear it all day long every day. Maybe dance level loudness from 5pm +. Having our own music during the day would be more fun.
- Adding **shade/water stations**
- Need costume camp, too spread out too **More shuttles and art cars** please. Center camp was excellent
- If we could get a **shower trailer** on-site that'd be the greatest gift 🎁
- **Maps** were hard to find,
- **Clean portos** more often, refill Porto sink water more often.
- **More shuttles** running more often.
- More **maps** that are easy to access
- Apo is what WE make it. Not going to rely on anyone else to make improvements. However, I'd love to get back to Bailey or some **forested area with shade** again. Those were the days!
- the **fire performance** on burn night felt almost a little **too long**
- **More art**.
- **Last minute ticket transfers**.
- **More art** not with camps
- More focus on **BIPOC inclusion**,
- A **bigger area for Kidsville** camp (we had to send people away by the end)
- create a fully interactive esplanade area for 1-2 streets near the main burn area. Why do the facilities (medical, etc) need to be placed there instead of close by on a "dead end street"?
- **More shuttles** running later / more bus stops
- different land **closer to Denver**
- have a real burn if possible (good not having it this year cause of that wind)
- Enable **more Art** - promote grants - give ideas for art.
- I'd love to see more defined "markers" so we can orient directions such as "take a right turn at the giant rabbit and then follow the hanging street lamps until you see the pink bull".
- The Playa has a **HUGE space for art** for people to explore without being near a camp - can we have something larger and more spacious for something like this, maybe near center camp?
- **Buddy benches** for people looking for platonic friends to check things out with
- Coordinate the Apo map with the WWW's - number each of the camps that Host the events! Also perhaps notify of the **Dust app!!!**
- **If someone gets kicked out**, they should get more than just an email. Regardless of how close to the event the potential infraction is. Or maybe make those rules clear to the people? Or even discussing why someone was kicked out would be nice instead of leaving them in the dark. This process makes the board of Apogaea seem like an oligarchy. That which is the opposite of the principles, radically exclusionary and disappointing. Do better.
- [NAME] was downright rude at a camp that wasn't even his. **Made me feel small, unimportant, and alone**. This was one of many. You'd think that someone who has gone to events like this over 20 years, one would grow as a person. 33

## Survey respondent *suggestions* (4)

“Suggestions for improving Apogaea?”

- Please **put the number of the location on the activity board as opposed to the name**. It was very confusing and hard to find a name as opposed to the number that goes with the event you are trying to attend. Also do not put 2023 information up in the main camp, I tried several times for somebody to remove last year's information but I heard from multiple people that it was a joke to have it up, and "if you can't tell the difference that's your bad". I saw multiple people reading the map from 2023 and reading the events trying to find things to do not realizing that those things did not exist because it was from the year before. After asking multiple different volunteers and lead people it never got taken down the entire time and I saw multiple people writing down locations and things they wanted to do from the wrong year... This was a very cruel and unneeded for people trying to enjoy the event. I also had an experience where I was told by three different rangers that an area was open camping and when I went to camp there I had a group come and tell me it was their area and then I had to move even though the map showed open camping and multiple rangers said it was supposed to be open camping? The group was not in the wrong because they thought it was their area but the map and the rangers all thought it should be open for everyone, a very large tent was put halfway through the area so a good portion of open camping was left unoccupied for most of the event because of the confusion. Please put the numbers back on the event board as opposed to just the names as in previous years and other than the things I mentioned it was an amazing experience with wonderful people! Thanks!
- There is always an opportunity to improve, but I definitely think fostering COMMUNITY is more important than a slick production. It's all about creating a container for folks to create and engage. I wouldn't want any one person or team to be overwhelmed or resentful about how much they had to do. Long term community engagement is more important than any one function.
- **Gate procedure** can be streamlined (no shuttle required).
- Burning is expensive in both time and other resources and I have some personal feelings regarding its overall sustainability / net positive benefit for humanity at large. Apo does a reasonable job of trying to address these issues within its scope and scale. I'm not sure I have answers for what Apo could do to directly move the needle on these fronts without diverting resources from other important operational needs.
- I also would love you all to find different land to host the event on that is **closer to Denver** and easier to camp on, and walk around on. With **more trees**.
- Apogaea is absolutely amazing and I will be coming back from the rest of my life. The one way it could improve from my perspective is **more interactive art and large scale art pieces**. I miss things like the sound puddle where you could spend a whole hour interacting with it.
- I'm also really glad that the larger sound camps with horn loaded subwoofers **turned their volume down**. That was a really negative experience last year.
- **More art**
- **More potties** closer to open camping or potty alternatives. I peed my pants twice trying to get to one from open camping.
- Fix the ports and **hand washing stations**.
- Have nice people work the center camp cafe that understand that the cafe is open. I was **scolded for getting water and tea at the cafe**. I was told I not a good burner stopping by the cafe to using items. I should be prepared
- The only thing I missed was that there was less **large scale art** than some of the other regionals I've attended over the years. I'm not sure why that is because the theme camps, costumes, food, drinks, and music art were on point but walking around there seemed to be less art installations. It might just seem that way because of the site layout and topology. It would be cool to have more art to enjoy along the main road that connects the different camping areas. I was looking at the bluffs rising above the camping and thinking there might be a way to project video images or laser art onto the hills that could be visible throughout large areas of the event. Maybe projecting simulated fireworks behind the effigy performance as one example.
- **Posting the who what when where** in more places.
- The portos were out of **toilet paper** sometimes, which is a pretty big bummer.
- Also, for the love of all that is holy, please continue to make sure you **don't run out of ice!**
- The few main places for things to do seemed **really far** from one another. If there was a way to bring the activities together a bit in the middle and maybe put camping to the outside that may be nice. Not sure if that would flow, but it's an idea I had cause I was literally going from one far end to another far end to visit what seemed to be the biggest sound camp.
- Get Acro camp placed on a flatter location that would be so helpful! It was fun, but it felt dangerous trying to practice acrobatics on uneven, slanted ground.
- I'd love for the event to **extend to Monday**, so pack up is Monday morning. Saturday night I was bummed that not much music/fire art was happening, and I know this tends to be the case always.

## Survey respondent *suggestions* (5)

“Suggestions for improving Apogaea?”

- It's hard to suggest there being a mental health expert that isn't totally focused on irresponsible party goers, but rather there to be a **safety net for disgusting displays of non-inclusion**.
- Monorail! Honestly posting a **MOOP map** and making sure placed art / theme camps won't MOOP would be great
- Thanks for all the effort!
- Bring me the ninjas next time for real you trolls
- warn ppl to prepare for dust storms!
- I'm getting tired of seeing the same old crowd of people and the same old art projects I wish more different and **younger people** would be involved and keep Apo fresh but I understand that financially it's hard for younger people to burn.
- Some events were **appropriative to Indigenous cultures** specifically, which inherently makes the event less inclusive because less Indigenous-identifying people will want to join. If there is a way to screen what certain camps are doing to avoid this, that would be super helpful for improving Apogaea.
- **Gate computers**, maybe more north to a flatter open area.
- I am sending a list to the Board regarding Gate. We can do better. Let's kick this sh\*t!
- Dedicated **temple spot on the top of the big hill** every year with a dedicated shuttle stop there for accessibility. The event is called Apogaea (land of apogees) and in past years when the temple was atop the big hill it contained the solace and reflection most appropriate for a temple. The other location isn't bad but doesn't have the same reflective quality. Of course I simply create my own rituals on the top of the hill but it just feels right to have temple high on that hill.
- As a first time Apogaea person I had the hardest time figuring out what I wanted to wear which might sound silly but it's somewhere between radical self expression and radical self reliance. It would be good to have a one pager to help give some guidance for noobs.
- **Adult only event** please.
- The ability to edit the **Dust app** in real time (ex: the hookah lounge was on the schedule all week but wasn't happening at all).
- Water in the handwashing stations by the bathrooms, or hand sani please.
- **More art cars!!**
- **More art you can climb on and touch.**
- Even **more Art!**
- This will be a controversial opinion, and for reference, I camped with Kidsville and was around tons of parents, but I think having designated areas that are not for children (not just events that are marked as adults only)--or very clear messages/signage that is universal that designates adult activity. While I understand inclusivity and have now been to Apogaea twice and will probably continue to bring my child, I think it would be good to have **areas that are "adults only"** where she couldn't stumble into seeing something overtly sexual or explicit or X rated (my 9 year old did not see anything like that, but I know it has its place at Apo). I also, as a parent of a child who likes Apo and chose to bring her, think there would be a place for separate events, one where children are and one where there are not (but I don't know the logistics of this).
- Don't make us wait 40 minutes at the first gate for the truck to guide us in. Have more bars.
- Encourage **varied music**
- A pool/**lake** to swim in hehe 🤪 jk lol (sorta)
- Better porta potty maintenance (toilet paper) and rules. Maybe messaging about it being kind and compassionate to leave it decent? Could be posted on the inside. Principal 12: Radically clean potties.
- I'd also love to see more **downtempo** / flowy music, but I realize it's up to participants to set the musical vibe rather than Apo org
- Encouragement for more art as well as information for **help/support for solo/female campers.**
- **The fire started too late** and there were too many fire dancers performing. It got really boring after a while, especially once the wind came up. we really wanted to go back to our camp and have fun.
- **More art** installations would improve the experience.
- **More shade** structures spread around the event not belonging to any particular camp, but available for all.
- Ice House volunteers roaming campgrounds on Gators selling **ice**.
- Two different wrist bands, **one for 21+, another for 21-**
- None, it was amazing. Aside from needing a mechanic
- **More art**, keep the event opening from Wed to Sunday, encourage more interactive art installations besides bars.
- The ability to have a large fire or effigy would be lovely.
- Later nighttime events, that **go to the sunrise**.
- More **bass music** and less house music.

## Survey respondent suggestions (6)

“Suggestions for improving Apogaea?”

- Please **water main roads** more often and place **speed limit signs for dust** (and safety). Too many people driving fast and kicking up tons of dust.
- Would be great if there were **more adult theme camps too** (assuming that can even be encouraged / permitted); many camps restricted any kind of adult activities which was a bit of a bummer. Most events marked as adult only weren't remotely adult, and one of them we attended even had children present.
- Overall I would **prefer that Apo is 18+ or 21+**, however failing that at least setup individual events such that they are more clearly marked adult only so people keep their children away.
- **Quiet hours** were not respected by many camps despite the increased encouragement from greeters. It's really difficult to manage sleep here with the quiet hours not starting until 4am and the heat from the sun starting first thing in the morning. Along those lines, the gate should not open and there shouldn't be golf carts driving around until quiet hours are over. Personally I think quiet hours should be shifted to 3am - 9am.
- It would be helpful if **sound camps are marked** as such on the map.
- Please allow for some smaller open camping areas near the theme camps **so open campers have more options**. Thank you so much for everything that you all do! Apo is one of my favorite events of the year and I really appreciate the work that goes into the event!
- Our camp was messed with twice. Once someone moved our generator into the middle of our camp, next to tents, while it was running, could have started a fire. Second someone broke into a tent and **stole money** out of a friends wallet
- **Wrist bands sucked bad**. the plastic tube was a constant annoyance.
- Conclave was nice but **drug on too long**. We left before the end because of a scheduled function. Be timely from beginning to end please.
- PREPARATION FOR BITING MIDGES
- Make sure the DPW Exodus Manager is also included in the several thousand dollar food budget.
- Apo seems to be getting quieter each year. I like the peace, but this year was so **dead on Saturday** :( I don't know a solution though.
- None. Seriously. The **sound camps were well-placed**. (In past years this was an issue.) The board put a lot of effort into organizing and executing.
- **Lamplighters** were absent in red light district , really could have used them on that big slope!
- I talked with several people who were there for the first time and they said the **map to open camping was confusing**. I would agree, it is hard to tell areas where theme camps are set up. I did not have any problem as I have been for 4 years at this site and know the lay of the land. I would suggest better markings for theme camps.
- I also was hoping for more **diversity in the music**. I know the organization does not have control of what music is played, but I had a hard time finding anything that was not simple dance music.
- Finally, while I know there was a lot of work put into the burn on Saturday night, and I may be wrong about this, but it was the same as last year. There was a year where there was a performance where some aliens that were judging humanity by the burn that year. I thought that was soo creative and would like to see more creativity for the event in general, and will do my part to that end, and I would also like to see **more creativity in the burn on Saturday**. I do not want to undermine all the hard work that went into that performance, but there seemed to be little choreography to the fire dancing or the burn performance. Perhaps something that would **allow the audience more participation** instead of there being a clear stage and audience. Lastly, I would like to extend my appreciation for all the hard work that was put into the event and keeping the event going.
- **Invite the neighbors**
- Better and **closer land** - maybe where you can burn sh\*t
- Friendly **art grant liaison** for encouraging new artists and installations of all kinds/scales along with help answering questions/mentoring possible new APO artists ensuring smoother, complete installations/preparations. An **art tour** that covers all the art.
- **Sanctuary information** is more widespread and available as a chill space when feeling overwhelmed and upset/"left in the dust."
- Increase **lighting of pathways**. They seemed hazardous at night time.
- More **art grants** for fire around Apo and more funky lights!
- **Clarity around bottomless** - I am good with anything but clear rules would be good. Seems like it is less accepted but allowed. Just not clear.
- Please **make conclave more engaging and or shorter**. Also, a central performance area with bigger stage area where we could contribute and share a performance with a little production value.
- Map and schedule! Have **map camp number ON the schedule**. Also, put map names in **alphabetical order** per zone. We all struggled finding where things were

## Survey respondent suggestions (7)

“Suggestions for improving Apogaea?”

- I found the **map** hard to read on anything but the XL size. I loved the accessibility shuttle idea but never used it. I know I was with some older campers who struggled with getting around.
- I enjoyed having an **extra day** to enjoy Apo.
- I do wish we had a **different layout** but I get how hard the current land is to layout.
- Overall great apo and I appreciate all the hard work our volunteers put into the event. DPW also rocks.
- Have **extra wrist bands at the welcome area** in the off chance a greeter at the main gate forgets to give someone one.
- The **conclave is too long** - though I appreciate all of the energy!
- I didn't volunteer in an official capacity, but I did hella mooping and also a LOT of community care. Helping people who were lost. Surprise jumping into de-greeting because the de-greeter needed help. Helping people who had taken a LOT of acid and just needed a friend to help them chill and decide what was next. Working the hug booth. I'm not sure how to make this helpful, but I kind of felt **judged by people I talked to for not having taken an official shift**. I did a lot of pinch hitting though, and a LOT of community care, especially emotional care. I guess maybe having community care be recognized as an important role would be cool? See this isn't particularly focused, haha. Sorry! Love you! Thank you for having a survey! You're great!
- send out **ways for newbies on how to get involved**- maybe spotlight or share stories of how theme camps came to be, or show how just one person can contribute their own personal offerings
- More **training for new department leads**. Several things were left undone this year, like signs for Info Booth, Center Camp, Cafe, Volunteer Booth, Rangers and Acculturation. No **signs** were put up to indicate which tents they were in. New attendees had trouble finding them.
- Plant a few more trees so we can have more natural **shade**
- Prioritizing the funding of some sort of **water feature art or cool-down/spray down station** if the weather is hot again could be really fun and promote staying healthy
- The **land** still sucks
- More **climbing structures**
- Let people know about the 🌿 that was an issue on free camp.
- Permitting **arrival on Monday for build** would really have helped; arriving on Tuesday, after a 4+ hour drive, didn't allow quite enough time for our small theme camp to complete its ambitious construction before official opening.
- Also could have used a **printable WWW schedule** available before departure for the event.
- Oh, and slightly **shorter walks to the portos** would be a nice luxury!
- It was perfect. Everything ran smoothly and I was super impressed. The only thing you might consider is a more prominent **sign** for info/volunteers tent.
- More **water on the roads for dust**, more **shuttles**, turn down the ankle bugs
- A little more in terms of accessibility services for **people with mobility issues**.
- Maybe have an online ""quiz"" to **check to see if folks are familiar with the principles** and/or actually at least skimmed the survival guide.
- Better **Dance music**
- Perhaps a cable **bridge across the ravine?**
- More reliable **accessibility for disabled folks**.
- Honestly, I had an amazing time. Thank you!
- I would like to see lights or **art along stretches of main road** in between camp areas.
- More frequent **dust control** and do it **on all the roads**, not just the main roads
- Consider **a different troupe for the burn event**. Perhaps less combustion overall
- I absolutely love the **shuttle service**, but it needs to be expanded. I would like to see several golf carts and a more rigorous effort to save seats for folks who have trouble walking. Also loved the **map** and the fact that it was put up in several places.
- I would suggest letting free campers know **where there are spots available and which are full** upon entry...we had to drive about for a while.
- Enforce the **quiet hours**
- Having a **shuttle stop at the base of the really big hill**. I was camped up there and it definitely took a toll on my feet big time!
- Require more for placed RV camps – some Large RV “camps” were lit but had little else going on and seemed like **fancy parking lots for rich people** and it broke up the continuity. Consider making all **large bus-size RV's park on one spot** if their camps don't have events
- See if you can **reduce golf cart and utility vehicle traffic**. Would an e-bike work for some of those trips? Each department (Rangers, DPW, Accessibility Shuttle, BAMF, gate volunteers, etc...) has good reasons to be driving around, but all together it is a lot of noise, dust, and blinding headlights.

## Survey respondent *suggestions* (8)

“Suggestions for improving Apogaea?”

- Increase **volunteerism**. Suggestions and opportunities to volunteer should be presented any time tickets are mentioned. Volunteer Dept. should be active (and staffed) year round.
- More **year-round** volunteers and more **communications off social media**, better place to put all **forms** needed for artists/placement/etc.
- I wish there was a tent (or that the tent was more obvious) for **newbies to learn about Apogaea/Burning Man, the principals**, and provide general knowledge of the event.
- honestly just better upkeep of the central **portos** is really the only suggestion I have.
- Fix **ticket scanner** at gate,
- Send out **Survival Guide** MUCH sooner
- The person who held the [class] in the [tent] wasn't listening to people in the class and cut them off when they were trying to share their opinions or stories to restate her own ideas. She was rather rude about it and didn't seem to even realize she was doing it.
- Adopting a single task tracking system would be nice. More **ADA carts** moving around seems like some ADA needs people were talking about needing that. Or cajoling art cars into prioritizing ADA need people? Not sure how to make that work, but it seems like something burners would love to do if it could be organized a little.
- I miss Bailey and Happy Ass, this venue is **too hot!**
- More **walkway lighting!**
- More **spanking for virgins!**
- better **volunteer communication**, to allow people to really help where needed
- I know it's hard, but if we could get a better place to host...that would be fantastic. Everything is **so spread out**
- More **big art**
- **Community board** for spontaneous offerings that are not planned pre-event, such as dance trains, gatherings, info sessions or small gifts and the like for those who are not connected to a big camp or are suddenly inspired. Make an official **contact list for theme camps**.
- Connect Apo attendees with other regional burn happenings and local Colorado burner activities.
- **Fire conclave as is feels purely performative** rather than creating a space for community or reflection.
- Survival guide made it sound like **bikes** were strongly recommended without really saying why, I expected there to be a bunch until people who went previously told me to leave mine home and I really didn't see this event needing one unless someone needed it to transport supplies(art, ice, etc.), jockey between two camps they were part of, or needed it for mobility reasons. I think the survival guide should include the approximate 0.6 mile distance and something resembling what I said above to give reasons why one could be useful, but in general it seems unnecessary and in my opinion cruising past camps on the trail reduces interactivity of the event versus stopping and experiencing the event.
- [One camp] put up a DJ booth, covered rocky ground with a tarp, and called it a dance floor, causing several people to **trip and multiple injuries**. Irresponsible public offerings that create undisclosed danger suck.
- If we spend time making ignition weekend a priority, then we NEED to stick to agreements made there. It feels like we made agreements and then changed details as the burn got closer. Please **communicate to ignition members** that details change that one is agreeing to.
- **Ice**. The lady running it was incredibly nice. But the hours seemed weird. I'm used to a morning and evening ice time. Having to wait 20 hours to get ice since last opening seems long. And longer if u miss a day. Apo is so physically large, **ice delivery ?**
- I know it's a difficult thing to do, but a **flatter location closer to the metro Denver area** would serve more participants better.
- A **searchable WWW guide**, if that's not too much tech for such a small event.
- Possible **cooling area** at Center Camp on exceptionally hot days?
- The event should absolutely run **Thursday to Monday** instead of Wednesday to Sunday. This allows for more of an **energetic Saturday night**, as people don't have to leave 12 hours later.
- **Keep searching for land** where we might actually be able to burn something again one day. Also as Apo 2015 taught us, you never know when there will be an issue with the land we currently have, so it is always good to have a back up!
- It seemed like a lot of camps closed or started taking stuff down on Saturday night. It was **super quiet for a Saturday** post-burn.





# Apo’s volunteer Data Team already has plans to add/refine topics in the 2025 Attendee Census... And survey respondents also provided helpful suggestions

## 1. Crime + Women’s safety and belonging

Of the respondents who provided suggestions for “What question do you wish we had asked?” **20% of them wished the Attendee Census would cover crime, sexual violence, harassment, consent, and/or feeling safe at night.**

A camp mate had his wallet stolen, maybe just more awareness that even at Apo not everyone has the best intentions

Note: Incidents should always be reported to Rangers, to increase awareness and better protect the community. And, if we have the actual count from Rangers, we don’t need to resort to the less reliable method of statistical inference from a surveyed sample of the population!

This topic has never been addressed by questions in an Apo Attendee Census. Nonetheless, in prior years that Apo conducted a census, respondents occasionally *wrote in* comments about sexual violence and related issues. So, we don’t historically have zero info on the topic . . . just no useful info. For 2025, we could consider investigating how often women are having what kinds of uncomfortable, unwelcome, or unsafe experiences at Apo—and understand how much it affects their experience and their decision to return. Such investigation could be accomplished via the Attendee Census and/or by a number of other research methods.

I was approached in an unsafe way more than once as a single woman and felt threatened.

— Female attendee, age 33

It’s sometimes distressing to get yelled at with jokey sexually charged comments when walking down the street, and it can feel intimidating to approach a group anticipating explicit heckling or jokes.

— Female attendee, age 39

...the guy who wanted to make me his love slave in exchange for mdma [and] another guy who wouldn't take no for an answer and made me feel very uncomfortable.

— Female attendee, age 54

## 2. Revisiting the issue of children at Apo

There were many comments on this topic in the free response sections (as there have been in prior years of the Apo attendee census as well)

Red light district should have better signage for being adult only in the evenings. I saw unattended minors entering that area after the cut off and it made me uncomfortable.

I have been offered a glow stick by a child at 11:30 pm when I am very high, it's so uncomfortable for me and I think it's unhealthy for the kid too.

## Suggestions for the 2025 Attendee Census (continued)

### 3. Mobility and layout

Respondents suggested asking about usage of bikes and e-bikes, and asking respondents with physical disabilities specifics about their experience

### 6. Other suggestions

Many respondents made reasonable suggestions for other types of information . . . although most of it can be found in the **AfterBurn report** and is not relevant for collecting in a survey research format.

### 4. Environmental impact

A number of respondents suggested we ask about environmental impact. If Apo were to conduct a **greenhouse gas inventory** (aka “carbon footprint”) in 2025, most of the data for that would come from either asking camp leads and art project owners (e.g., propane and generator fuel consumption) or actual observation (e.g., vehicle type). To the extent that any components of such an exercise can only best be estimated by inferential stats on a subset of the general attendee population, we could certainly include those in the 2025 attendee census.

### 5. Census data quality improvement

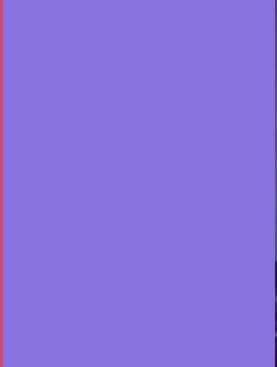
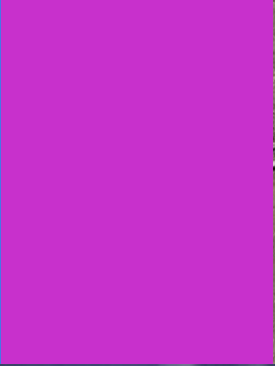
Improving participation in the survey is critical for obtaining reliable, stable, actionable results. Given an opt-in survey (i.e., not a random sample), we must aim for a vastly higher response rate, in order to credibly draw conclusions from the results.

We can also improve data quality among the people who do opt to participate in the survey, by *asking why they participated* (allowing multiple selections). Understanding the motivations of the self-selected pool of respondents can inform our sense of how (and how much) those motivations have affected responses and skewed results.

In addition, we could consider replicating the BRC method of conducting random sampling on-site at the Gate, to re-weight data from the post-event online survey. However, that may be an unreasonable amount of work for an all-volunteer event.

We also can consider not doing an Attendee Census every single year, in order to lower the burden on volunteers.





Questions?

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