



Utah Regional Burning Man  
**2025 Attendee Census Report**

*Prepared March 2026*

1. We would like **a lot more responses** next time, in order to have more confidence in what the data is telling us
2. Half of respondents are from **Salt Lake County**, Utah
3. Visitors from **Colorado** account for the largest group of non-Utahns (10% of all attendees)
4. Median age of adults was **38** (half 18-38, half 39-79)
5. Non-religious **ex-Mormons** account for one third of respondents
6. The gender split was about **40% female, 60% male**
7. One half of respondents identify as **queer**
8. The E11 population is **large majority white**. This generally reflects the population of the State of Utah.
9. More people chose to be in **Open Camping** than in a Theme Camp. And there were fairly large group sizes in Open camping.
10. A third of respondents were **new to E11** this year. For one fifth of respondents, this was their **first Burn of any kind** ever... and some of them could benefit from **better preparation/acclimation**
11. The event got **4 or 5 stars from most respondents**
12. On many dimensions, the attendee population at E11 appears to be quite **similar to Apogaea**, the Colorado regional

## In 2025, a first-ever online survey was offered to all attendees 18+ years old

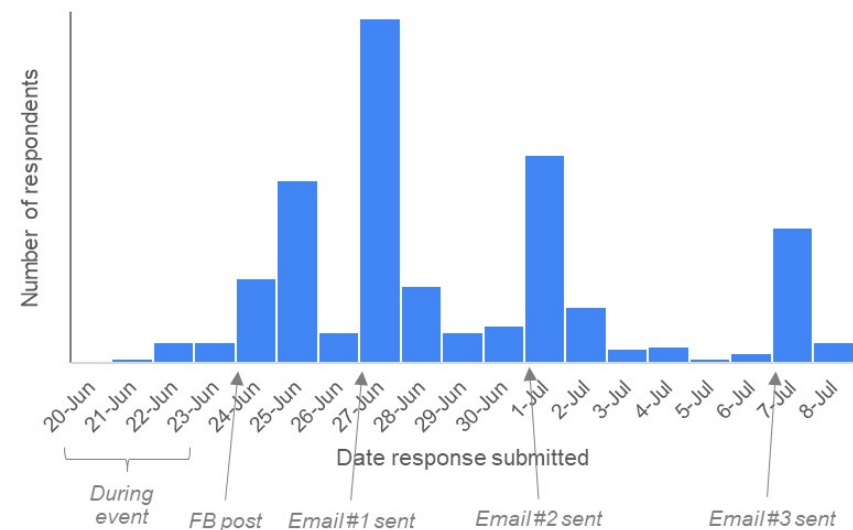
**Motivation.** Survey research is one of many methods of collecting information about a group of people—for the purpose of measuring sentiment, understanding demographics, identifying problems, and monitoring trends. Done well, survey research improves upon mere anecdotal understanding. The Burning Man Organization (BMORG) conducts an annual attendee census of Black Rock City (BRC). Some but not all Regional Burns also voluntarily conduct an attendee census. The leadership of E11 decided in 2025 that it would be interesting to initiate an annual census of the event.

**Format.** The survey was hosted on Google Forms. Attendees were to be given a paper flyer with QR code upon leaving the event (though few flyers were handed out and we will aim to integrate this process better into Exodus next year). In addition, all ticket purchasers were emailed three times over the subsequent two weeks, requesting they fill out the survey. (Note that ticket purchasers is not exactly the same as actual attendees, since some people purchased multiple tickets on behalf of a group and some ticket purchasers did not end up attending.)

**Content.** In 2025, the first-ever E11 census was designed to be almost identical to the Apogaea 2024 Attendee Census survey – both for comparability and because the E11 Census Manager had already put substantial time into creating and refining that Apogaea survey (which was itself carefully designed to reflect and improve upon the Black Rock City 2023 census survey), so it was considered a high-quality reference point. The 2025 E11 version was made substantially shorter than the 2024 Apo reference survey, given E11 organizers’ concerns about response volume if the inaugural survey were too long.

**Privacy.** Survey responses were anonymous. It was an honor system that attendees would refrain from completing the survey more than once.

Survey response timing



**Self-selection bias.** Filling out the survey was optional. Therefore, respondents are by definition *NOT a statistically representative sample* of the attendee population. Therefore, results are subject to an unknowable amount of bias. Any conclusions from the data are therefore necessarily tentative. All we can do is describe the *respondent population*, not the *E11 attendee population*.

**Analysis.** The data was analyzed by one volunteer, the Census Manager. In future years, the process of designing, testing, running, analyzing, and communicating results of a census could be improved and eased with additional volunteers. Please contact us if you’d like to help next year!

We received 556 census responses out of 1,965 adult attendees. This 28% response rate is a great start...but we should aim for greater participation, in order to have better confidence in the data.

**More responses → more precision:**

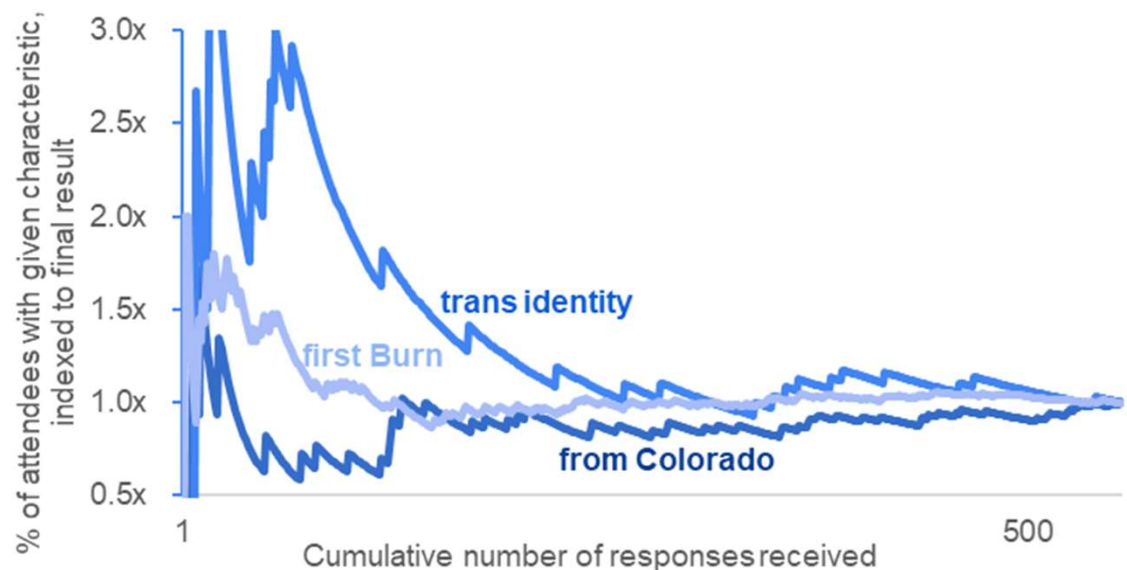
We have selected three survey questions here to illustrate how estimates behave as responses accumulate.

The graph shows that, if we had only looked at the first several dozen responses, we would have been massively overcounting or undercounting attendees in the subgroups shown. In other words, small samples are noisy and can be misleading due to random variation. Given enough responses, the share of the respondent population in those subgroups stabilizes.

**More responses → likely improved accuracy:**

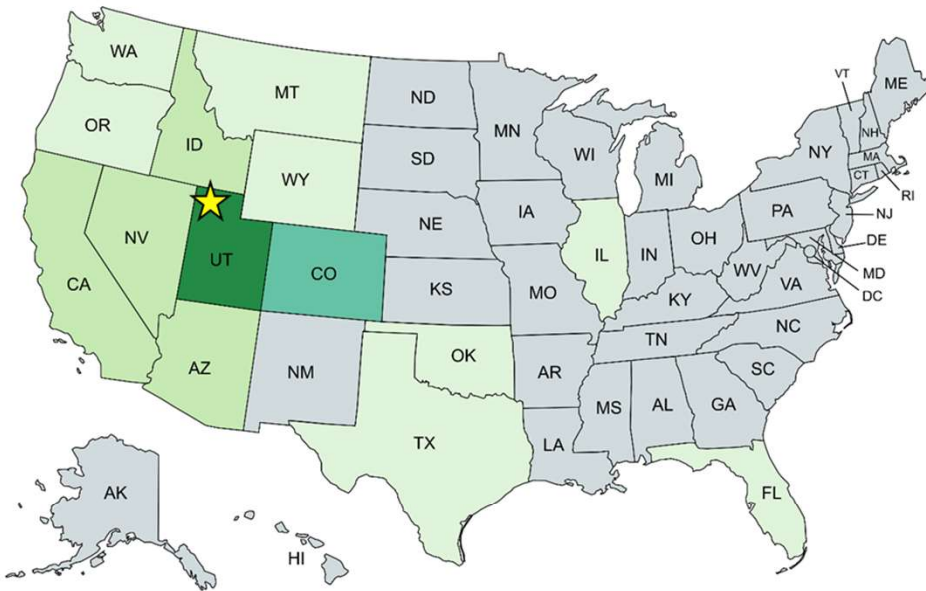
However, even stable estimates are not necessarily accurate. Some types of attendees could be more likely to choose to complete the census, while other types of attendees may systematically not wish to participate.

To improve accuracy, one would either (A) implement a more complex and formal census procedure such as what Black Rock City does to ensure **representative sampling** (likely unrealistic, effort-wise), or (B) put in marketing effort to get a lot **more participation** in the census to reduce the risk of a systematic skew in the results.

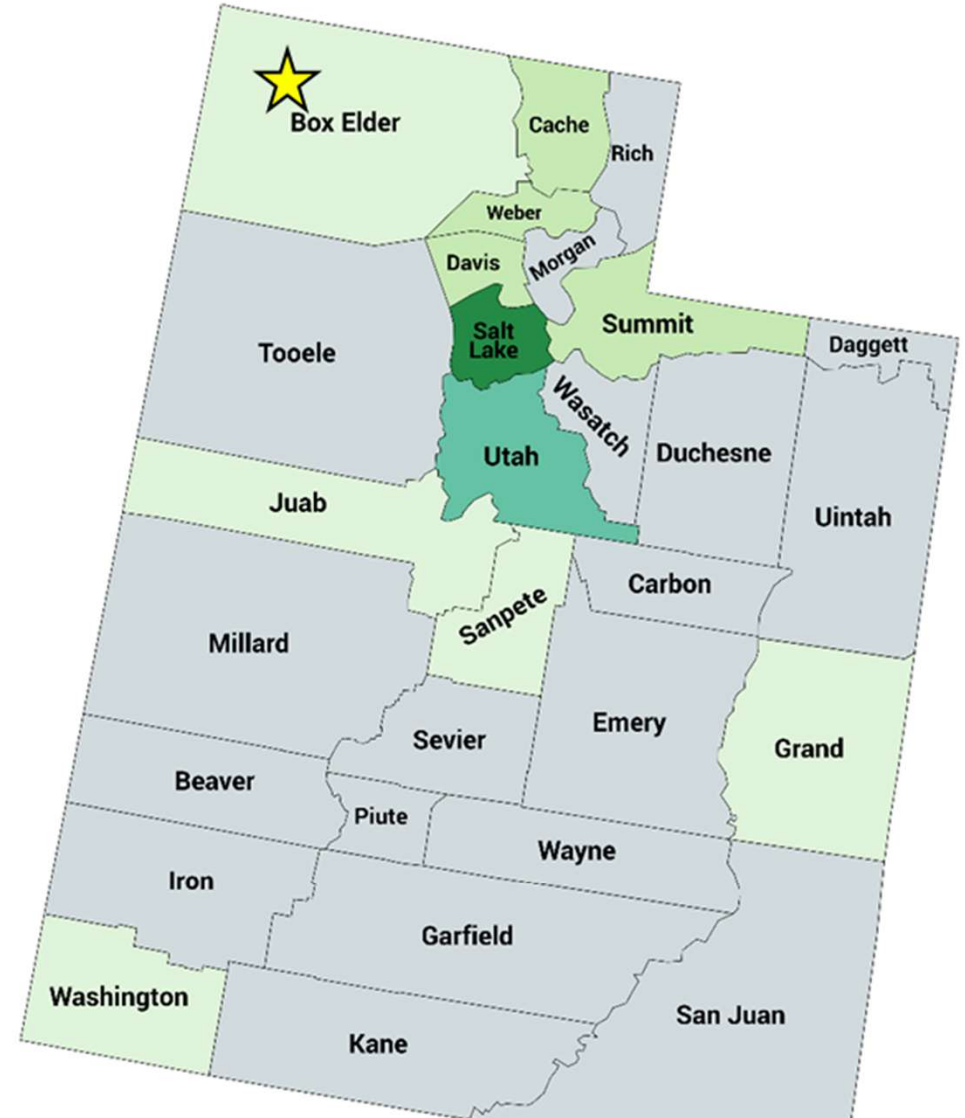


# The Utah Regional Burn is primarily attended by Utah residents

“Where is your primary residence? (i.e., Where do you live most of the year, get mail, file taxes?)” [556 responses]



75% from Utah  
 10% from Colorado  
 2-3% from each of Nevada, California, Arizona, and Idaho

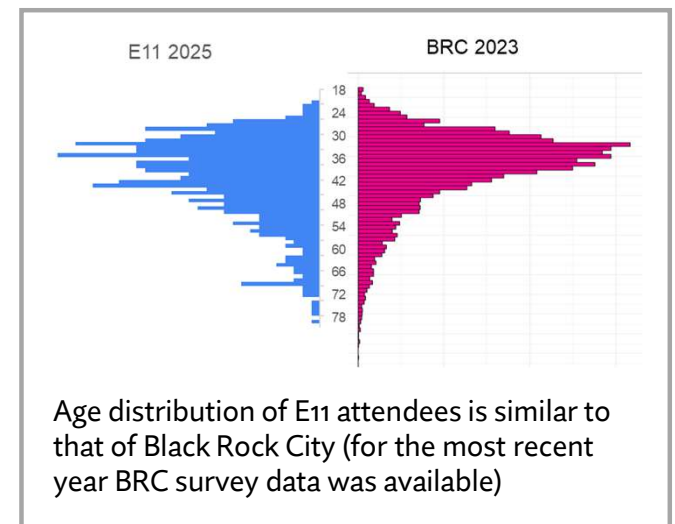
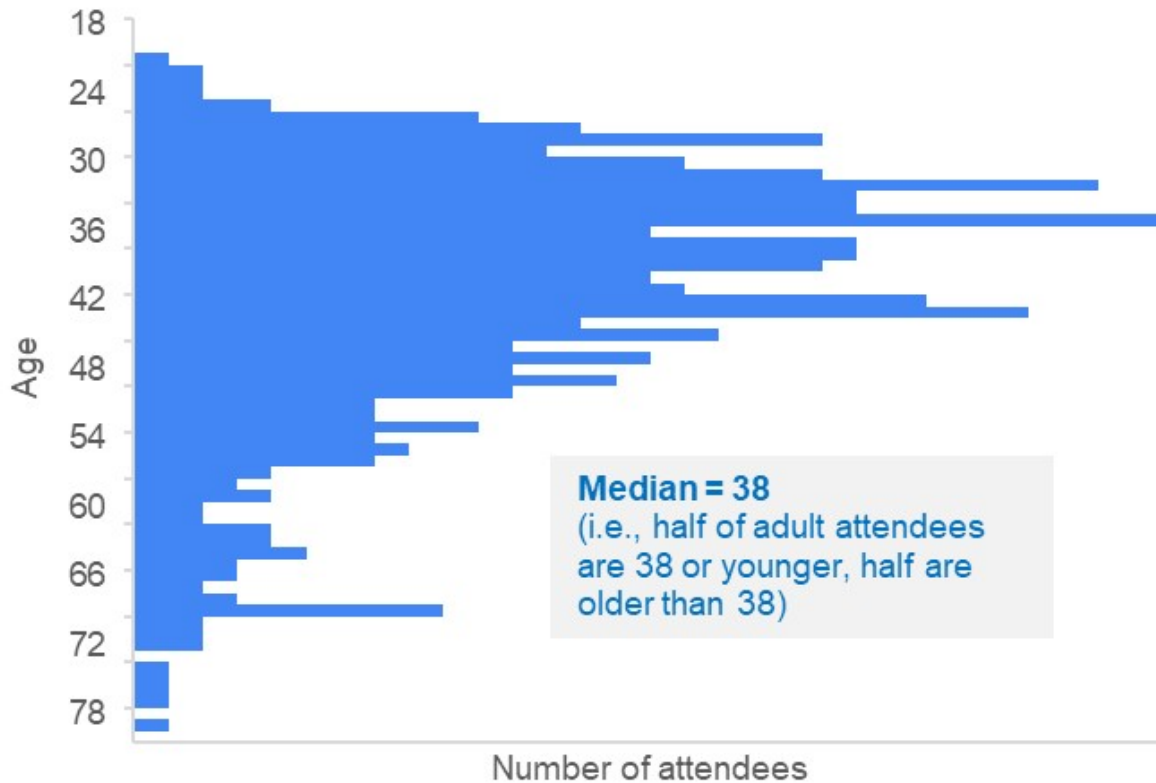


71% of Utah attendees are from Salt Lake County (71% \* 75% = 53% of all attendees)  
 9% are from Utah County  
 2-5% are from each of Davis, Weber, Cache, and Summit Counties

## Survey respondents included people age 18 to 79

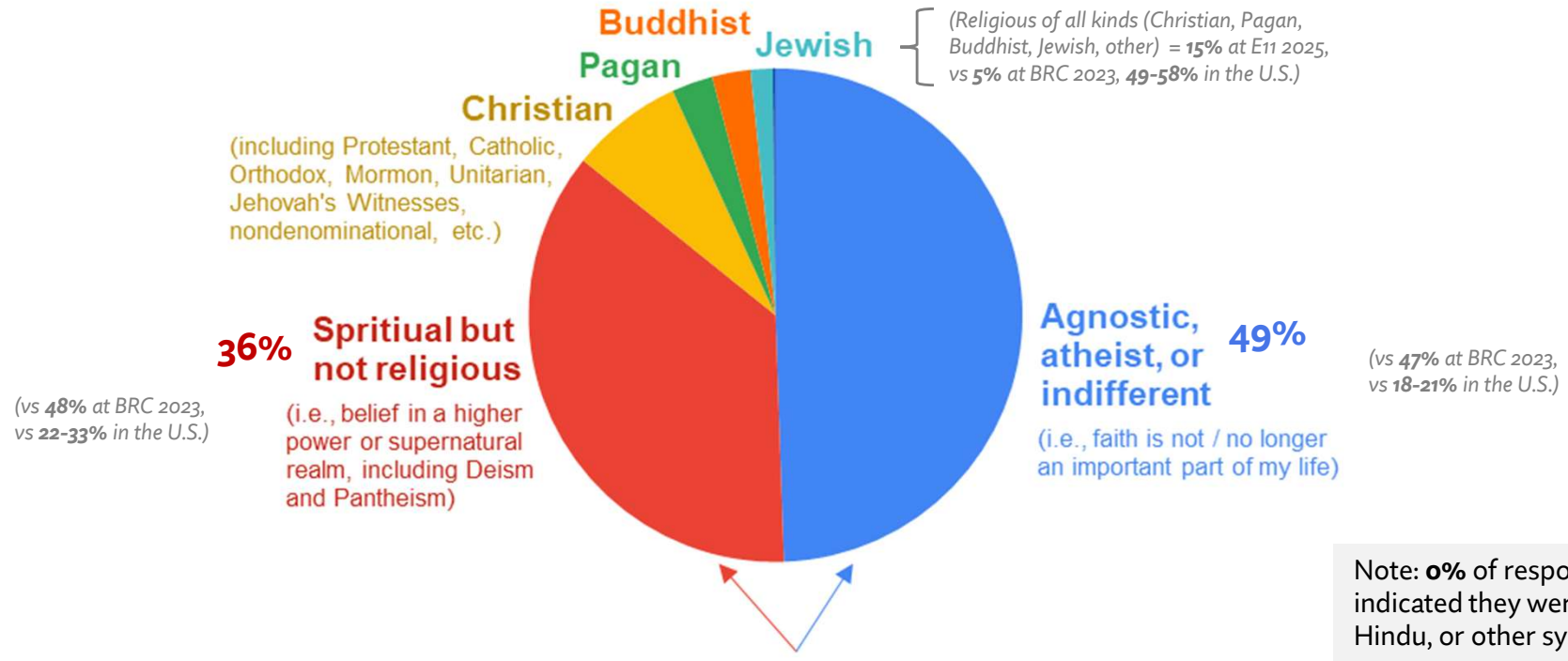
“How old are you today?”

[556 responses. Note that survey was only offered to attendees 18+ years old]



We appear to be slightly more religious than Black Rock City...but vastly less religious than the United States overall. Nonreligious ex-Mormons account for one third of E11 attendees.

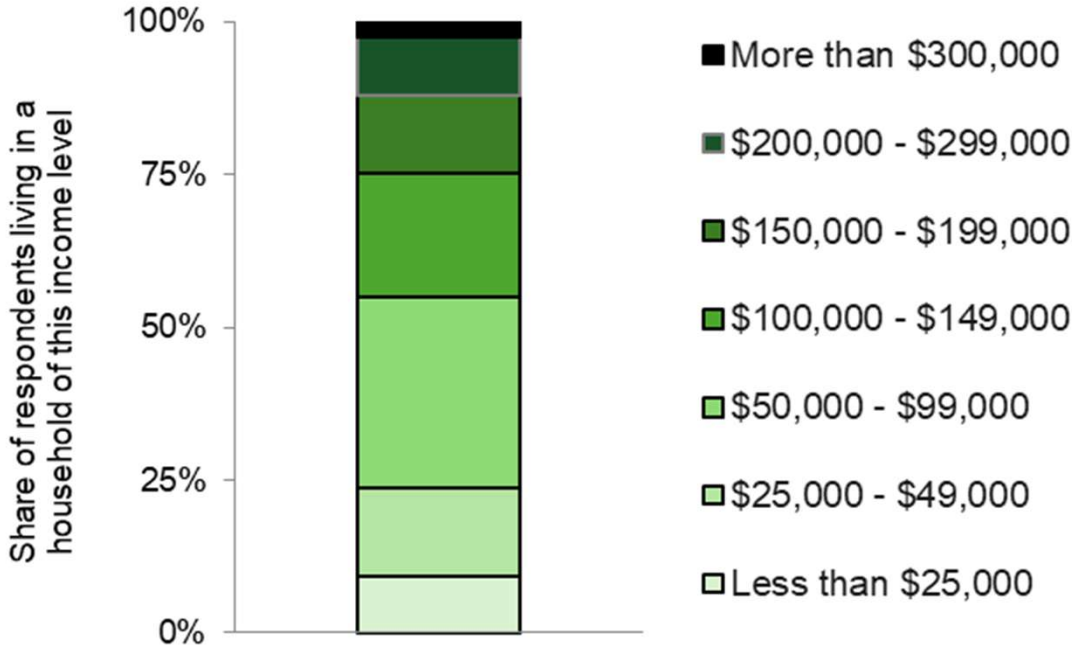
“What is your religious/spiritual belief system?” [556 responses]  
 “Do you feel a cultural affiliation with a religion that you do not / no longer practice? (Culturally Jewish but not practicing, ex-Mormon, ex-Muslim, other, not applicable to me)” [Optional question. 516 responses.]



Approximately one third of all attendees said they are ex-Mormon (including about one third of SBNR and one third of Agnostics et al)

# Self-reported income is notoriously squishy data in survey work...but it nonetheless may be interesting to monitor over multiple, in order to understand trends in the E11 attendee population’s financial means

“Household income expected this year.  
Please include all sources of financial support to anyone in your household: a job, informal work, unemployment or disability benefits, investment interest, pension or retirement fund payout, alimony and child support received, realized gains from trading/investing...(We’re just trying to understand how much money people are really living off of!)”  
[556 responses]



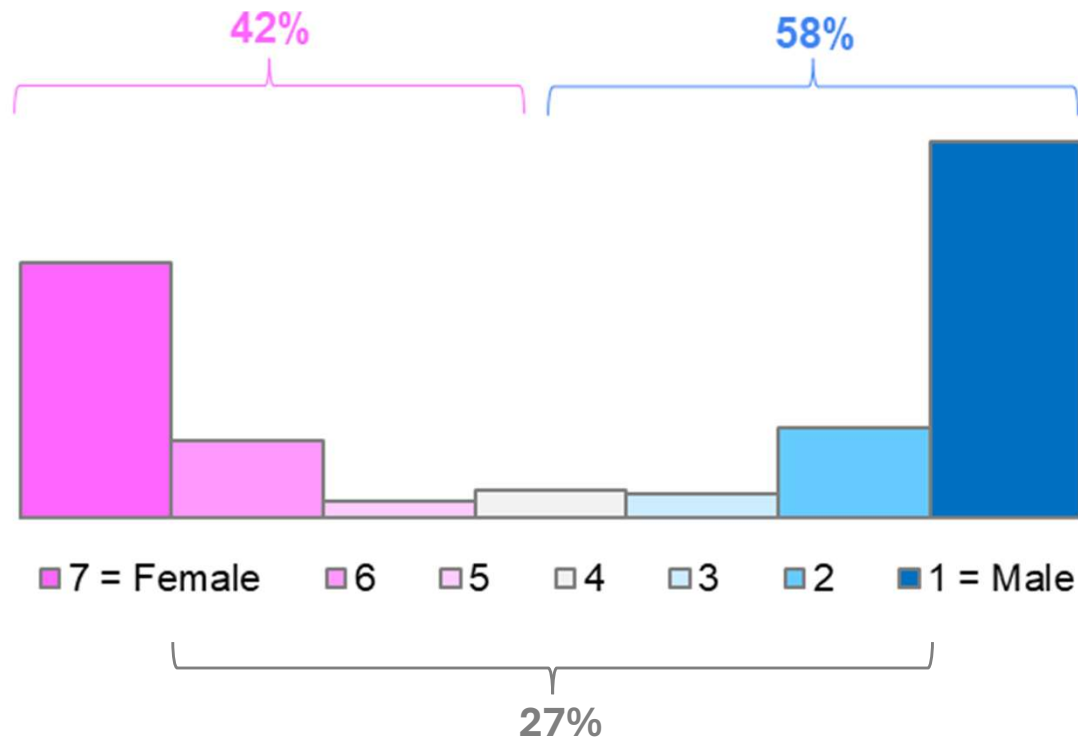
Note: Data on household income will become more meaningful once we have a multi-year trend to monitor.

# E11's male-slanted gender ratio consistent with the mix at the Big Burn

“What is your current gender identity?”  
 (Multiple choice: 7 = Female, 6, 5, 4, 3, 2, 1 = Male) [556 responses]

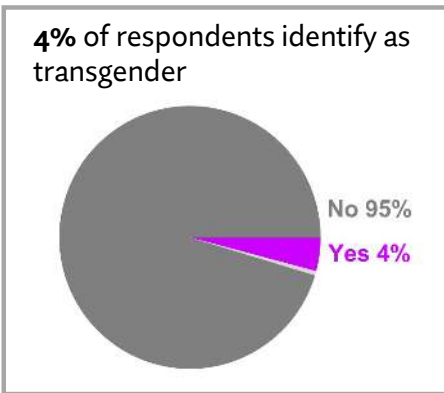
If actual scale responses were to be forced into a traditional binary (an artificial imposition by the data analyst), we see an approximate 60/40 male-female split.

For comparison, BRC has historically seen a fairly consistent 60-40ish male-female ratio. However, from 2022 to 2023, the percentage of women at the Big Burn jumped from 44% to 49%.



About on quarter respondents selected something other than one of the two scale endpoints. By virtue of this question formatted as a spectrum rather than a binary, a significant portion of our community had greater visibility.

“Do you consider yourself transgender? i.e., Does your current gender identity differ from your sex assigned at birth?” [Optional question. 553 responses]



## About half of respondents identify as queer

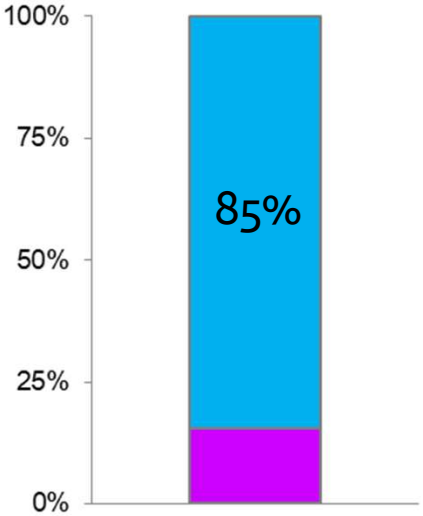
“Do you consider yourself part of the LGBTQIA+ community? Or consider yourself queer in some way?” [Optional question. 550 responses]



# We are ~85% white. The respondent population is similar to the Utah general population...except for a modest underrepresentation of Hispanics

“What is your race and/or ethnicity? (Please select ALL that apply)” [556 responses]

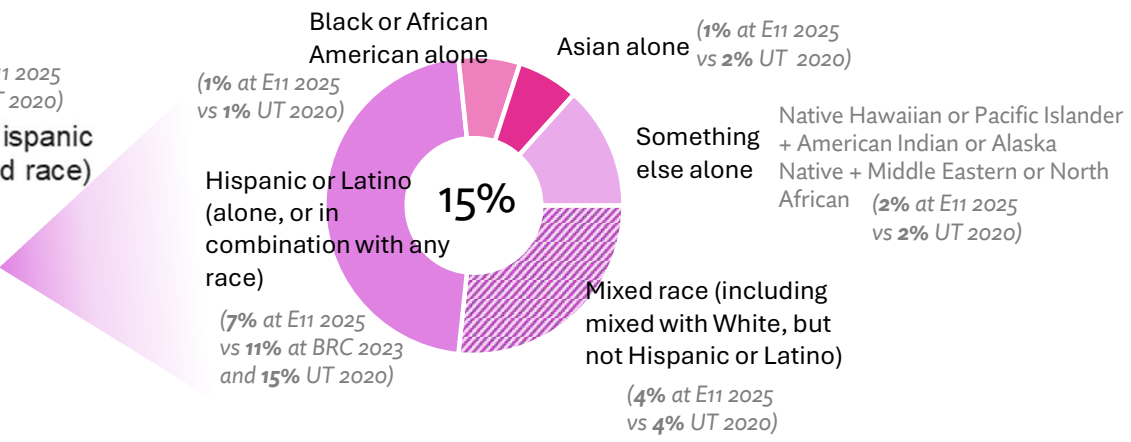
For this question, we used the same question format, identity categories, and specific wording as in the official **U.S. Census**, including the terminology refinements that had been proposed for the 2020 Census by the Obama Administration and are expected to be implemented for the first time in the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



“White” was selected (alone or in combination with any race, including Hispanic or Latino) by **93%** of respondents (compared to **78%** at BRC 2023 and **87%** in the 2020 Utah Census).

(85% at E11 2025 vs 75% UT 2020)

- White alone (not Hispanic or Latino, not mixed race)
- Everyone else!



E11 is distinguished by sizeable groups of friends choosing to collocate in Open Camping



42%

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

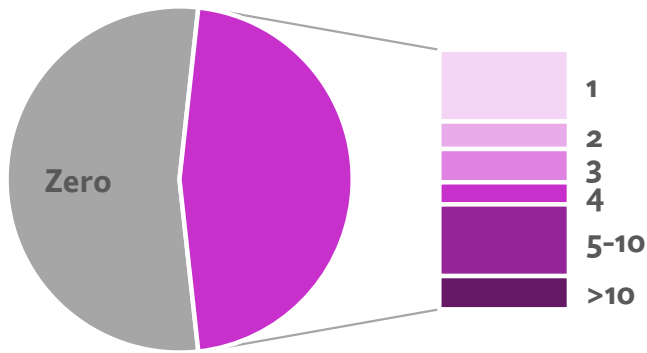


58%

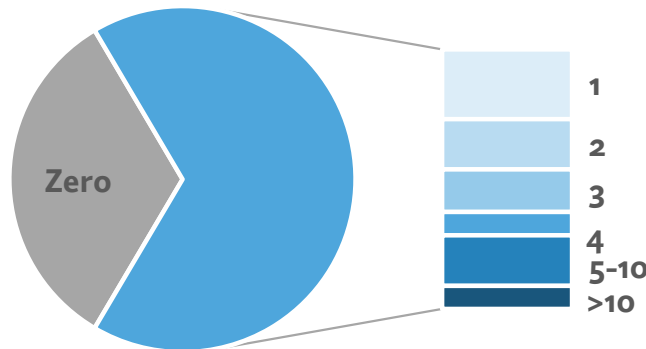
**Open camping**

- **Groups of one to 50 people**
- **Median = 6 people** (i.e., half the people were in groups of six or less, and half were in groups of seven or more)
- **7% of open campers were in a group larger than twenty**
- **E11 first-timers chose open camping (62%) in approximately the same proportion as did E11 veterans (57%)**

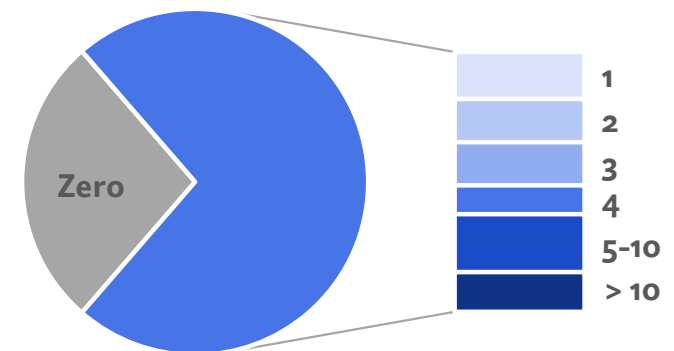
A third of respondents were completely new to E11 in 2025... but some of them had previously been to at least one other Burn



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



“How many times have you attended **Element 11** before this year?”

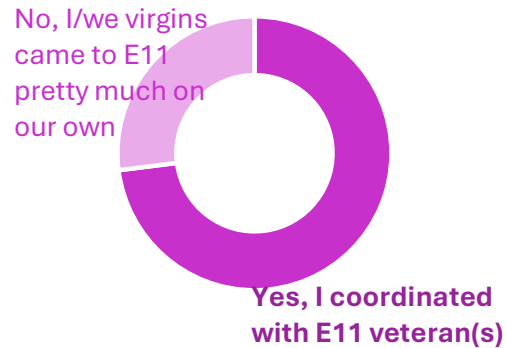


“How many **Regional Burns** (including Element 11) have you attended? Please count official Regionals (like Love Burn in FL) and unofficial multi-day events (like Elsewhence in CO). Just Regionals—please do not include the big burn in this count.”

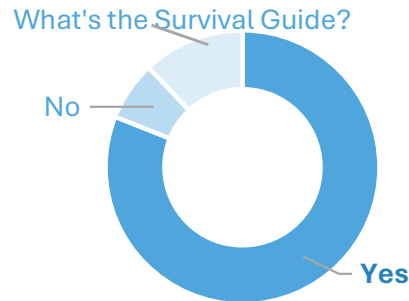
For ~20% of all respondents, E11 2025 was their first Burning Man event of *any* kind!

Some of these ‘any-Burn first-timers’ could benefit from better preparation...

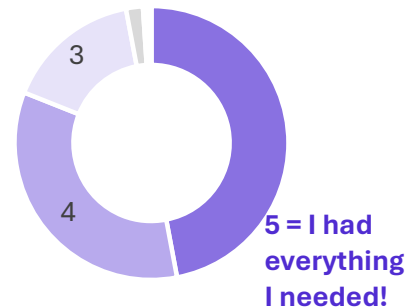
“Did you “come with” someone/people who had been to Element 11 before?”  
[Asked only of any-Burn first-timers. 108 responses.]



“Did you read the Survival Guide beforehand?”  
[Asked only of any-Burn first-timers. 108 responses.]



“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. 108 responses.]



# Most respondents gave the event 4 or 5 stars, and most are hoping to return. But...could we do even better?!

“How was your own overall experience at Element 11 this year?” [556 responses]

- 1 = I had a miserable time
- 2
- 3 = It was a nice/decent weekend
- 4
- 5 = Had the time of my life!

“How likely are you to return to Element 11 again in the future? (assuming you have the time and money to do so!)” [556 responses]

- 1 = I definitely will NOT come back.
- 2
- 3 = I’m on the fence. We will see!
- 4
- 5 = I definitely WILL come back; it’s a high priority for me!

Share of respondents

~14% had only an **OK experience...** but are eager to return and **try it again**

|                      |      | Event satisfaction |    |      |     |     |
|----------------------|------|--------------------|----|------|-----|-----|
|                      |      | Low                |    | High |     |     |
| Likelihood of return | High | 0%                 | 1% | 8%   | 24% | 36% |
|                      |      | 0%                 | 0% | 6%   | 10% | 3%  |
|                      |      | 0%                 | 1% | 5%   | 2%  | 1%  |
|                      | Low  | 0%                 | 1% | 1%   | 0%  | 0%  |
|                      |      | 0%                 | 1% | 0%   | 0%  | 0%  |

~73% had a great time and **will return**

~3% had a **great time** at E11...but are **on the fence** about coming back

~4% of respondents were entirely unhappy with E11. That would be some **78 unhappy people** out of the ~1,965 adult attendees

## We thought it might be interesting to compare E11 to the Colorado regional, Apogaea... because it's nearby, similarish in scale, and there is some attendee overlap (and because we have their 2024\* census data!)

1. Element 11 2025 drew about **2,000 attendees** (2171 tickets sold, 1981 official check-in's plus likely a few more folks). Similarly, Apogaea 2024 drew about 1,500 attendees.
2. Apo takes place on a larger land area than E11 (and quite different type of terrain) and is significantly less **dense** / more spread out
3. Visitors from Colorado account for a notable minority (10%) of E11 attendees, whereas there were **no Utah people reported at Apo**
4. E11 uniquely has a large population of **ex-Mormons** (32% of all respondents). This wasn't even asked at Apo as it was likely not applicable.
5. E11 is characterized by many more people choosing **open camping** (58%) than at Apo (29%). And E11 sees larger group sizes within open camping than at Apo.
6. A slightly smaller share of the E11 respondents (33%) were **first-timers** at this particular event, compared to Apo respondents (40%)
7. 'Any-Burn first-timers' at E11 may be slightly less **prepared** than those people at Apo. e.g., only ~50% of them reported having "everything they needed" at E11, vs ~70% at Apo.
8. Fewer E11 respondents gave the event **4 or 5 stars** (75%) than did Apo respondents (90%)
9. Age profile is similar. Religious affiliation is similar. Income distribution is similar. Racial composition is similar. Gender balance is similar.
10. Orientation and trans identity were not asked in the Apo census, so no comparison is available.

\*Apogaea was canceled in 2025 and so the last available census data is from 2024

**Questions?**  
**Want to help in 2026?!**

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