



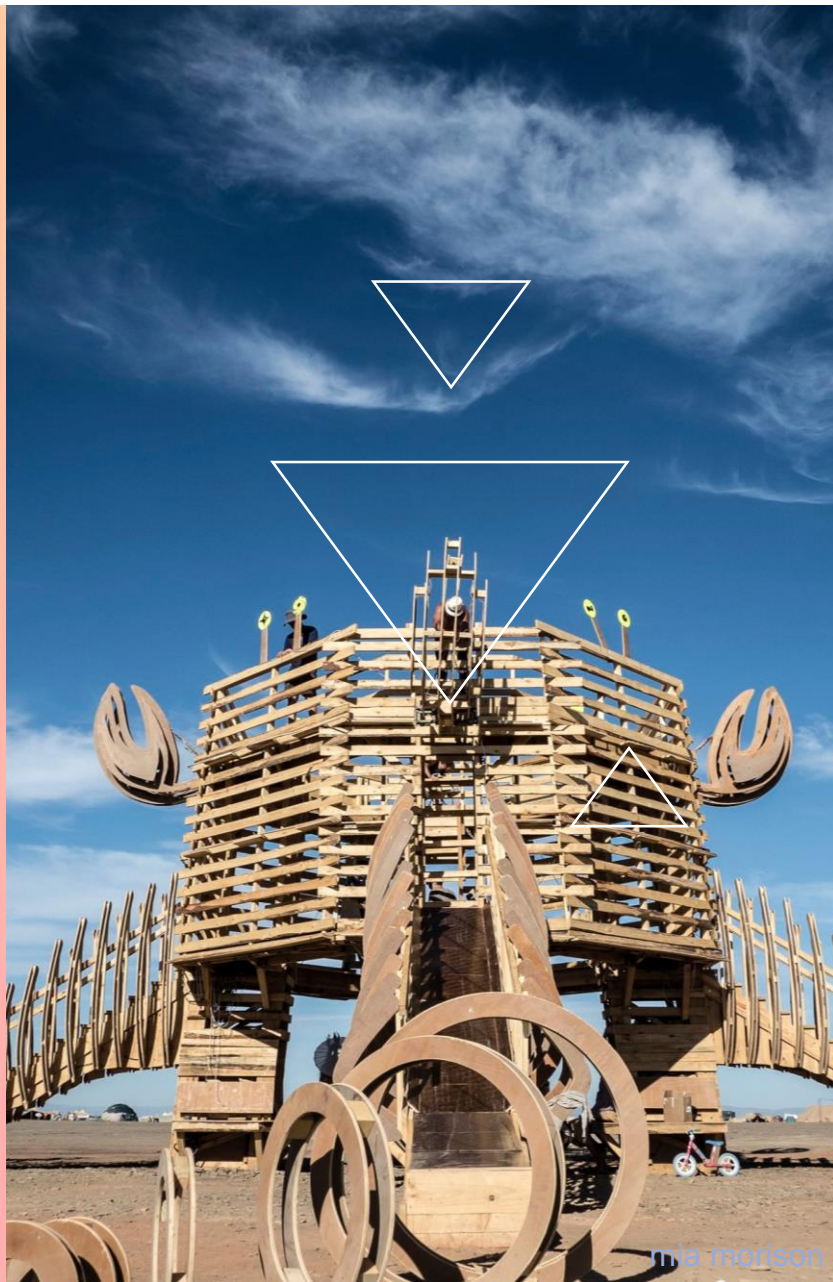
jan verboom

Ephemeropolis SURVEY

2019

Compiled by The Tim Doyle
With thanks to: Monique Schiess,
Lorraine Tanner, Travis Lyle, Julia Savage &
Alastair Mason

INTRODUCTION



The 2019 survey was a communal effort, following on from the successes of the 2017 and 2018 surveys. This year we aimed to initiate the process earlier, in order to get better results, and – it worked!

This year we have valid responses from around 870 participants (a good 7.4% of our community), which is a marked increase from the previous year.

Process:

1. Selected all data from the survey system.
2. Using IP addresses and comparisons of answer data, duplicate submissions were removed manually.

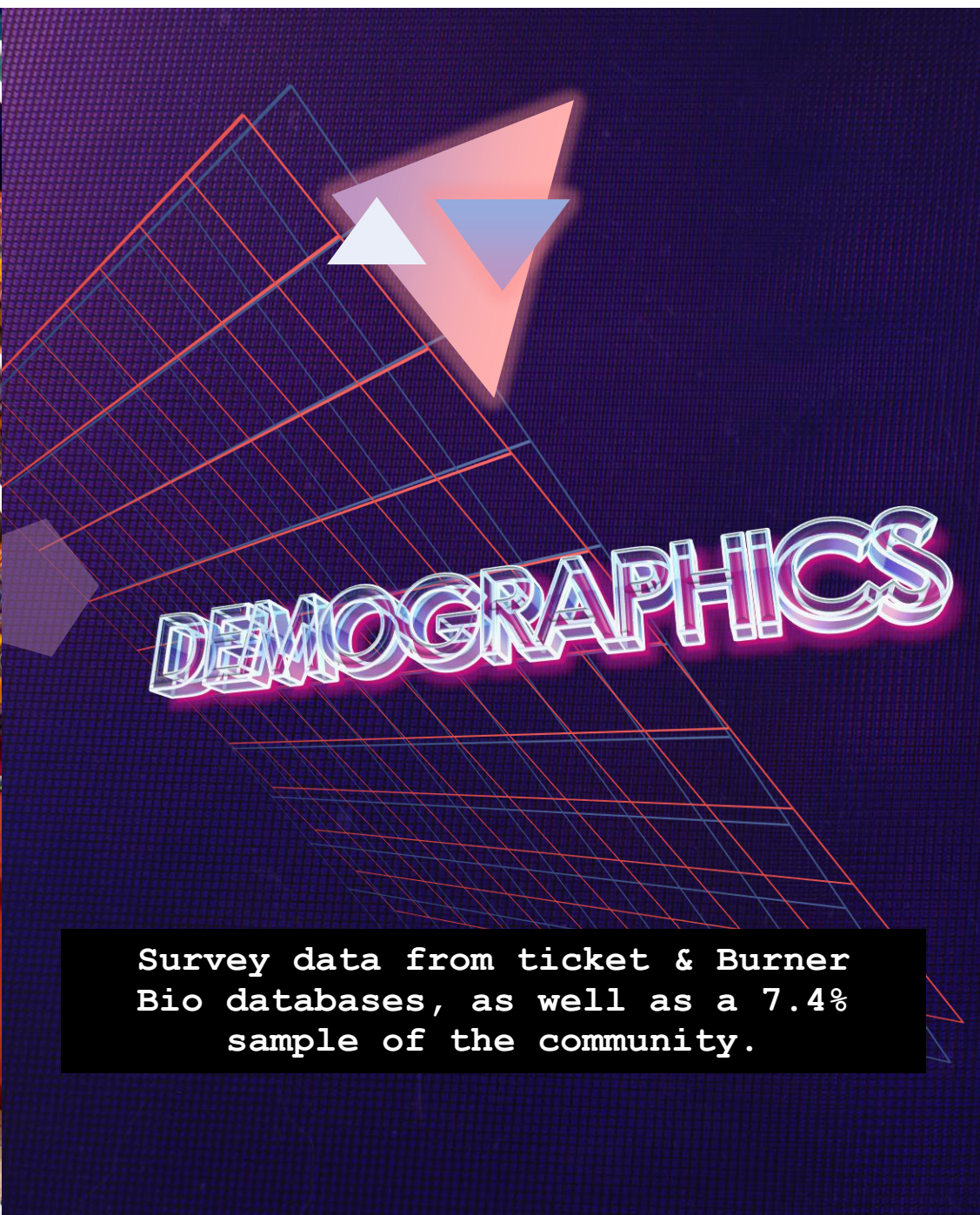
3. Using comparative demographic data from the ticket database (i.e. actual people arriving at our event) the cleaned data was verified.
4. Additionally, the data was checked against historical data for patterns and validity.

We (your Survey team) would really appreciate it if you took the time to read through all the results, because they contain loads of info and stats that can answer many of the perennial questions that folks get a little fuzzy about every year. As you read, so the bigger picture will emerge - and some of it will surprise you, or fill you in about elements of our event that you might not have thought about before.

Enjoy the read, and the data!



jonx.pillemer



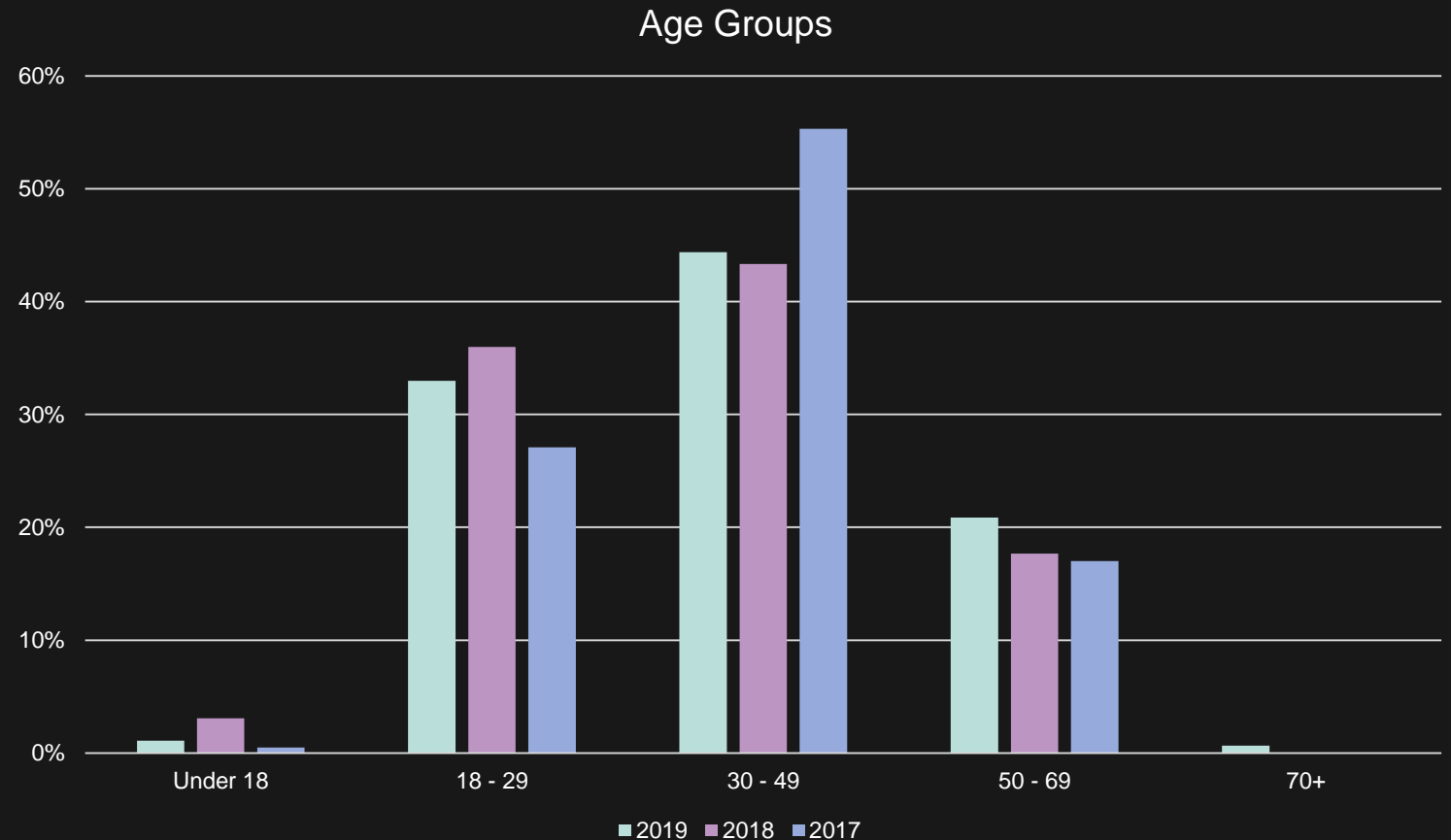
Survey data from ticket & Burner Bio databases, as well as a 7.4% sample of the community.

Age Groups

Percentage of total community 2017-2019

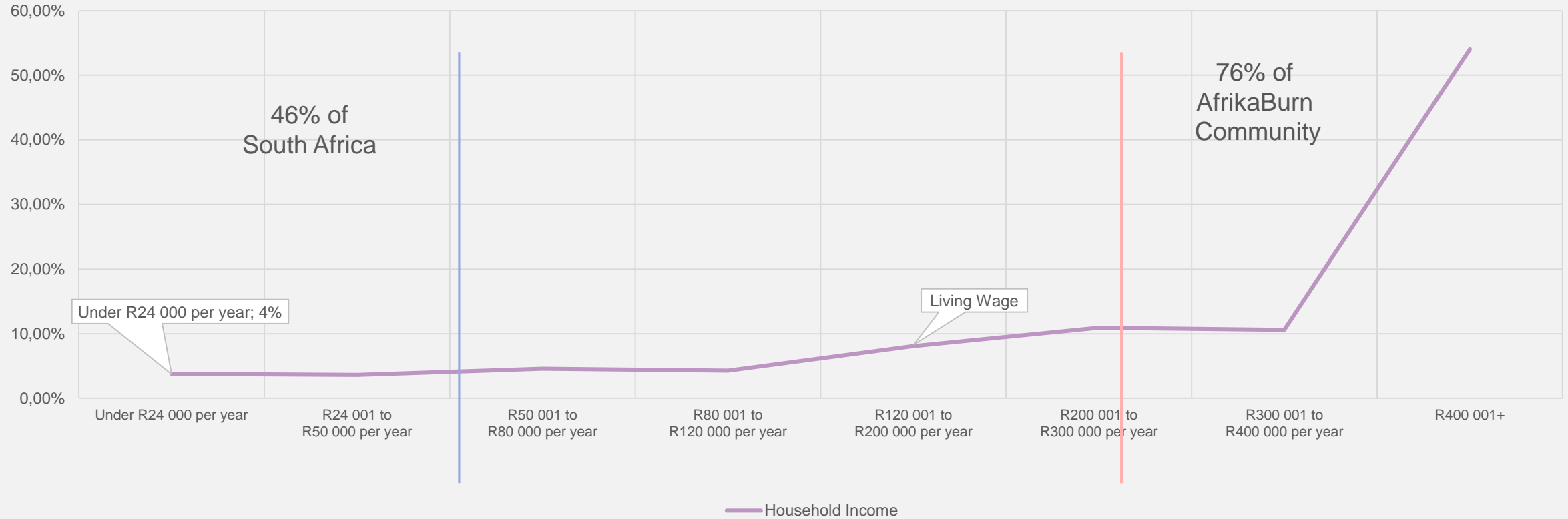
Please note:

- Statistics for under-15s (kids) at the event in 2017 were not calculated for this exercise.
- All people over the age of 60 were lumped into one age group for 2017 and 2018. They are reflected as 50-69 years old on this graph.



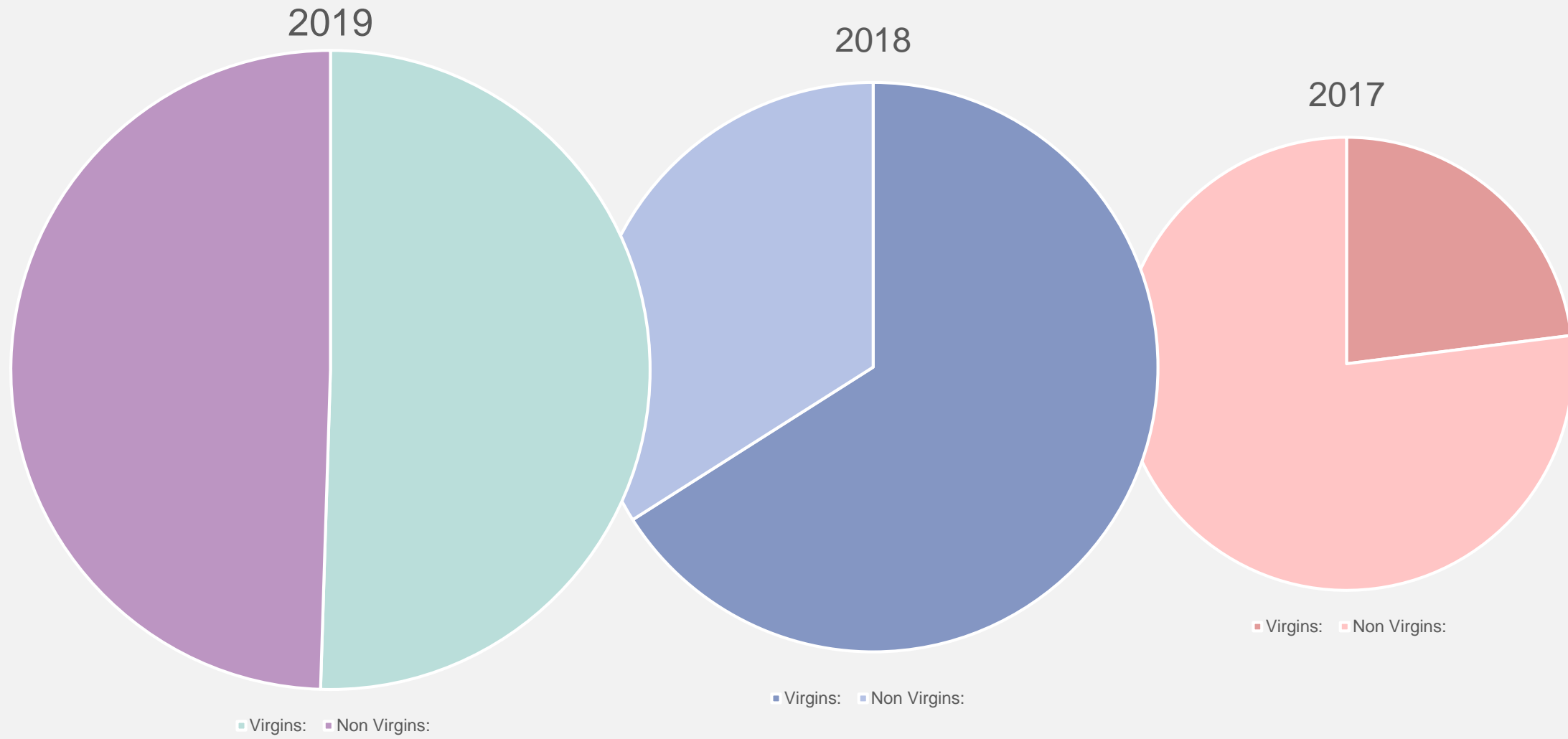
Percentage of community's household income

With South African context



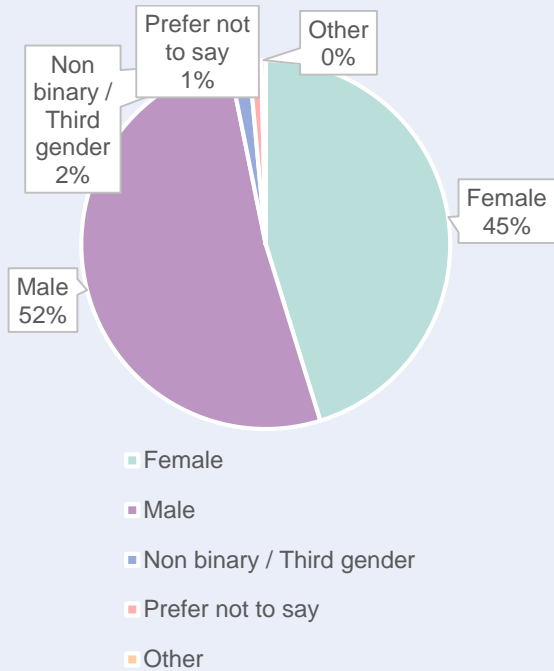
Returning Participants

Please note that this is the hardest statistic to calculate, and is at best a rough estimate.

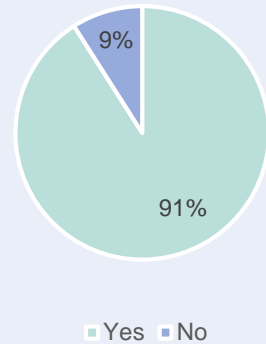


Other Demographics

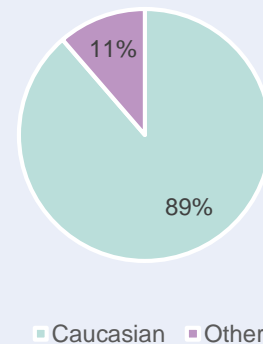
Gender:



If we were to ask you about your ethnicity - would you answer the question?



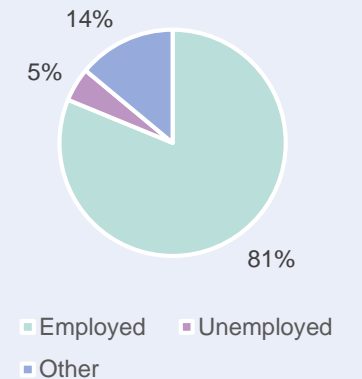
Of those that answered "Yes": What is your ethnicity?



Percentage of community that attended every event since 2007:

1.6%

Percentage of community that is employed:



Reasons people couldn't attend:

Every year, people can't attend. Here's some of the most common reasons this year:

- Financial reasons
- General feelings of bad vibes
- Poor preparation
- Couldn't get the leave
- Family (and close friend) commitments
- Forgetfulness

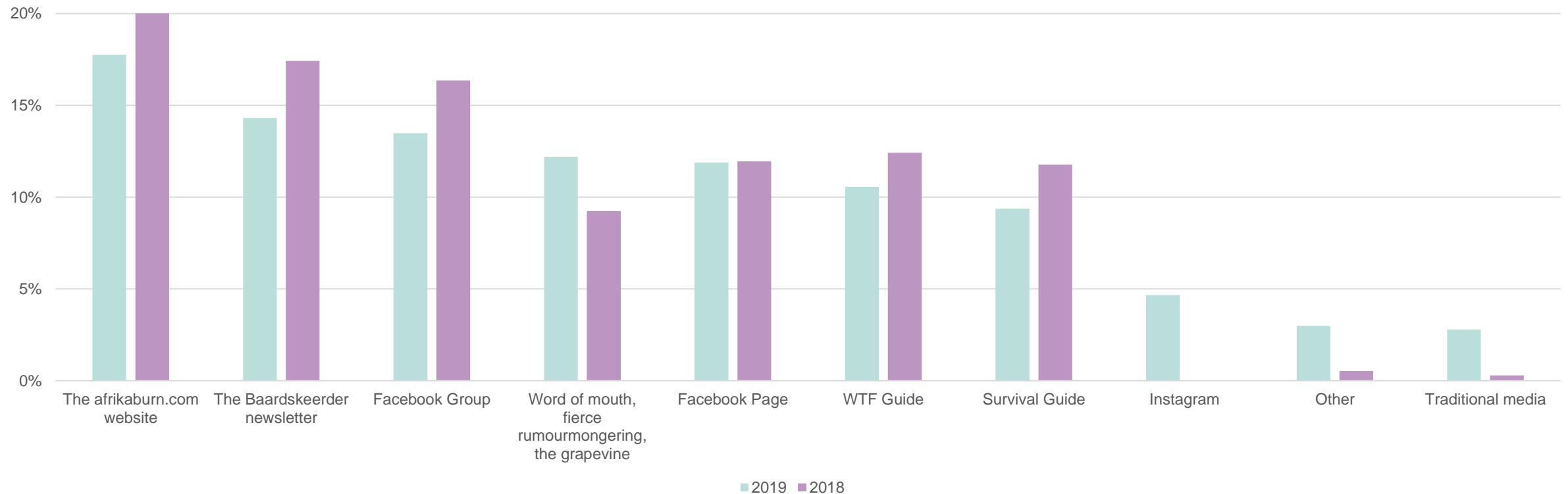
AfrikaBurn
SURVEY

SECTION 2: Communications

Where info about AfrikaBurn lives, how you found it, and how easy it was to use & navigate.

Where do you usually find information about AfrikaBurn?

Based on percentages of total community 2018 & 2019



Other channels people use to find info:



Burner Bars

Various Burner Bars in their areas.



Friends

Camp mates, families, friends who are doing projects, semi-permanent volunteers, and anyone else who's gone before.



Google

Via the Google Search Engine, Google Maps, and Google Places.



WhatsApp Groups

Groups of friends and relations organising camps, projects and travels.



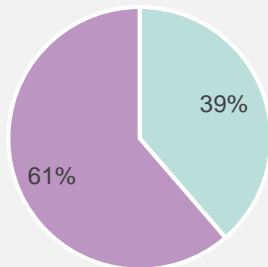
App

The AfrikaBurn App (Apple Version).

nina adams cork



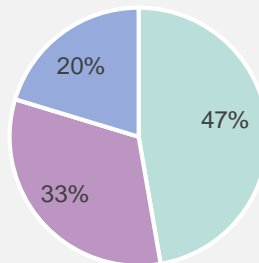
Yes No



Who?

Around 40% of the people polled listened to RFT. This is down 5% from 2018.

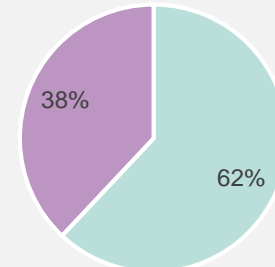
Funny and entertaining
Important updates
Other



Why?

The wordcloud on the left is made up of other reasons people listened in.

Yes No



When?

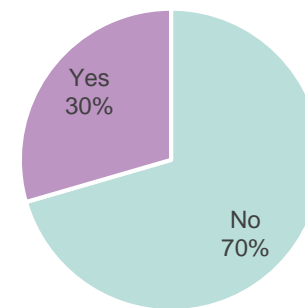
62% of people know about RFT's year round stream. [Find it here.](#)

The AfrikaBurn website and ticket purchase:

Based on percentage of total community 2019

- Pretty much everyone found it easy enough to register on <https://tribe.afrikaburn.com>
- Around 100 people found the ticket buying process confusing with 73% of people reporting that it was “super easy”.
- Approximately 3% of people needed assistance from the support teams when purchasing their tickets.

Did you create a Collective, and use that to organise your camp, or a creative project?



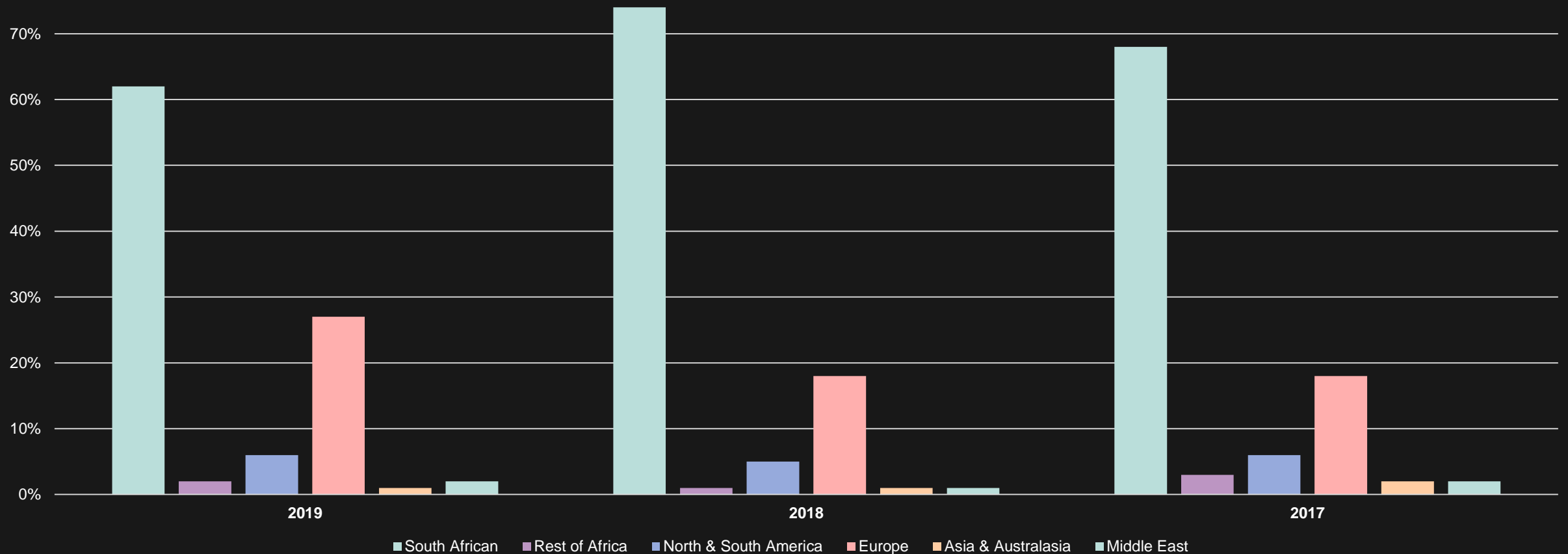


SECTION 4: THE JOURNEY

Who we are, how & where we travel
to the event, how long we stay and
what we think of That Road

Where do you come from?

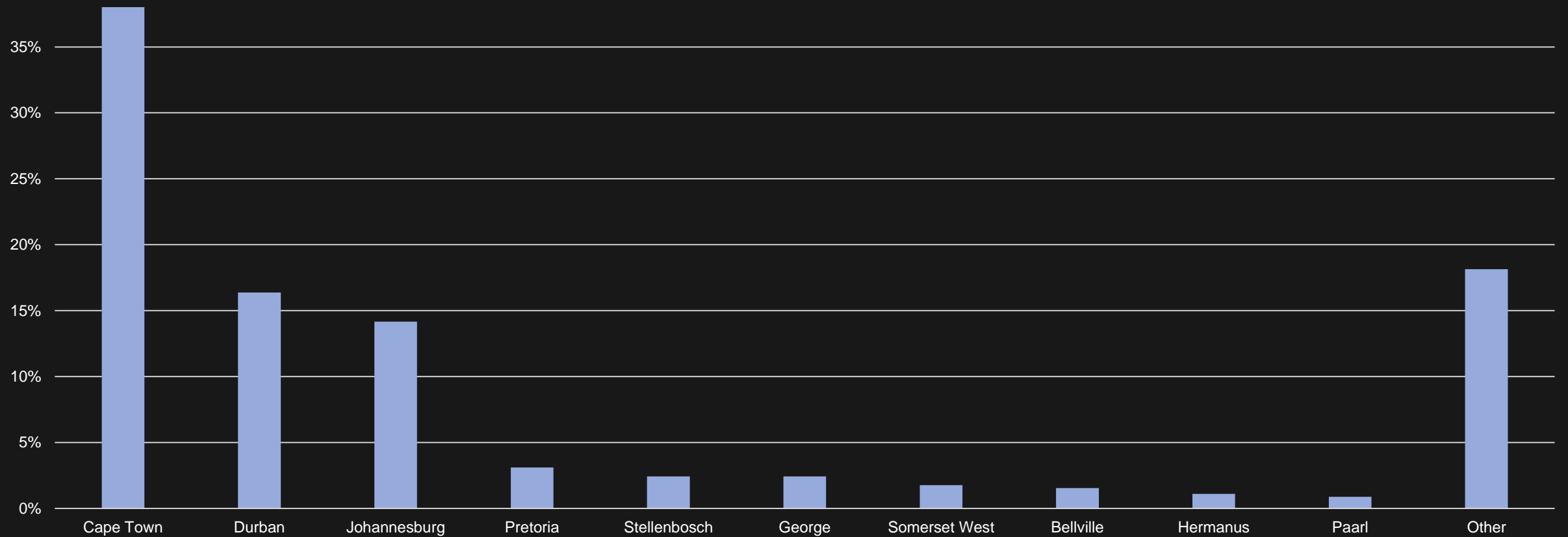
Based on percentages of total community 2017-2019



FUN FACT: The average burner travels an average of 2 695km to get to AfrikaBurn. We can extrapolate that into a total of 32 million kilometres travelled by burners getting to AfrikaBurn 2019 – 791 times around the planet!

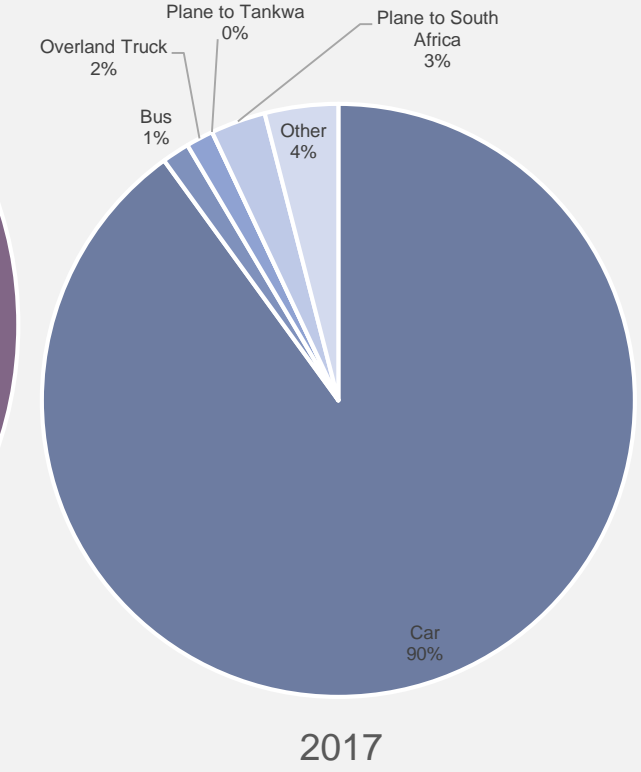
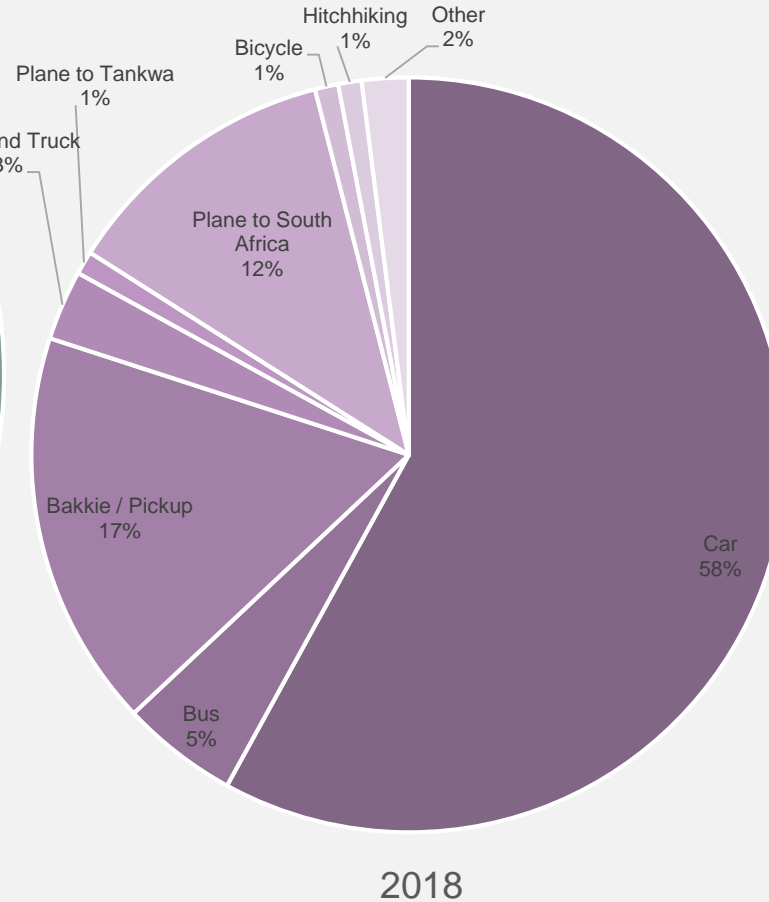
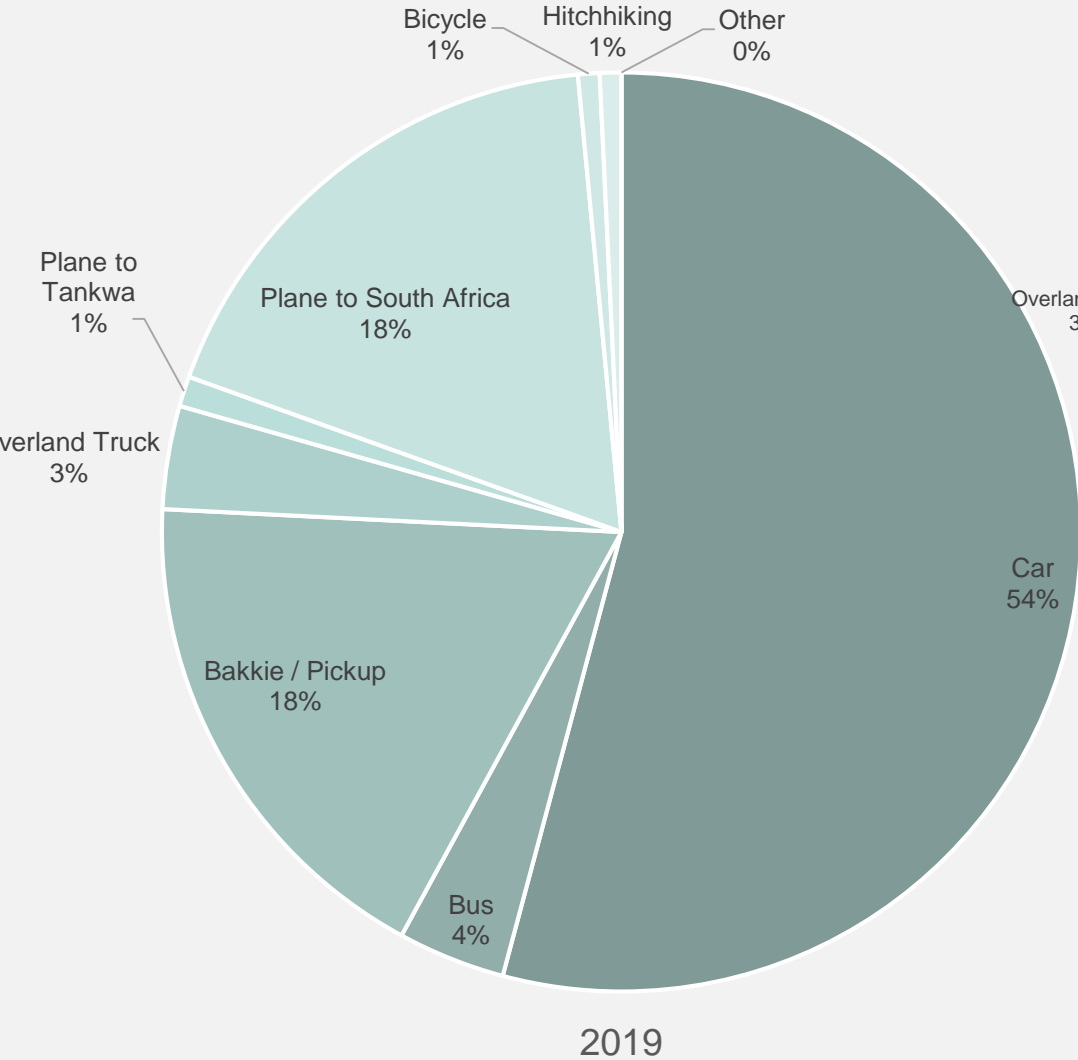
Where do the South Africans come from?

Based on percentage of total community 2019



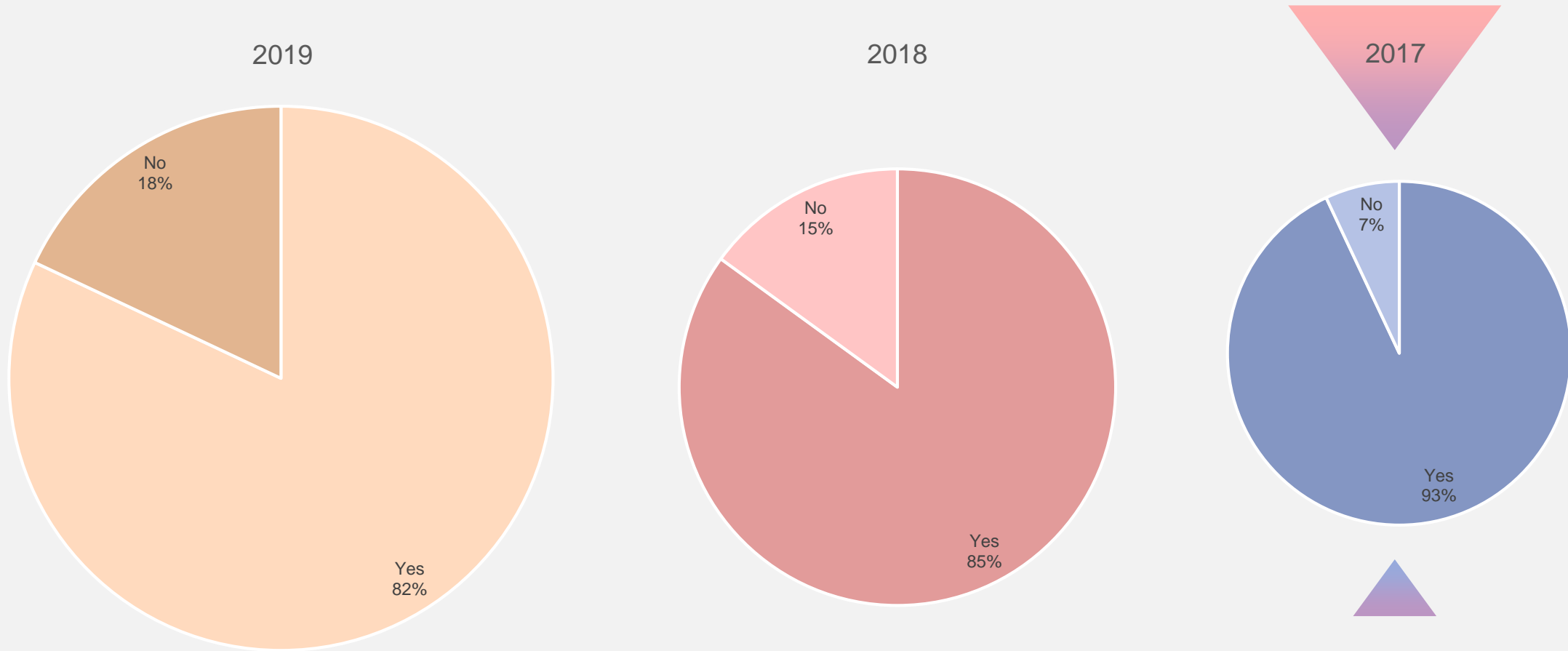
How did you travel to AfrikaBurn?

Based on percentages of total community 2017 to 2019



Did you stop and purchase goods and/or services en route?

Based on percentages of total community 2017 to 2019

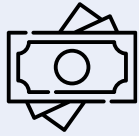


Top 20 Stop-off Points

And the average spend of a burner passing through.

Stop-off Point	Average Spend	Average Accommodation
1. Ceres	R917,64	R101,32
2. Tankwa Padstal	R261,57	R0,00
3. Cape Town	R7 627,70	R1 353,05
4. Calvinia	R1 133,28	R244,45
5. Worcester	R865,58	R66,51
6. Touwsrivier	R722,90	R230,63
7. Bloemfontein	R3 150,65	R141,67
8. De Doorns	R581,58	R0,00
9. Williston	R461,11	R611,67
10. Kimberley	R1 181,18	R572,94
11. Britstown	R1 107,34	R520,00
12. Beaufort West	R1 294,44	R931,11
13. Carnarvon	R888,89	R333,33
14. Paarl	R2 321,22	R255,56
15. Laingsburg	R1 618,75	R525,00
16. Montagu	R580,00	R85,71
17. Halfway House	R78,33	R0,00
18. Colesburg	R800,00	R800,00
19. Johannesburg	R1 060,00	R600,00
20. Prince Albert	R450,00	R560,00

- NB: These stats are understandably rough, but are pulled from the most valid of the data available.



Approx. Total

Our tribe spent approx. R47 875 384 on their travels to AfrikaBurn.



Spend Per Burner

This more than doubled from R1 995.95 in 2018 to R4 070.00 in 2019.



Average Stops

The average burner stops 2.11 times during their travels.



Sleeping Over?

This year 35% of our community slept over on their journey.

MORE TRAVEL STATS

- Based on percentages of total community.

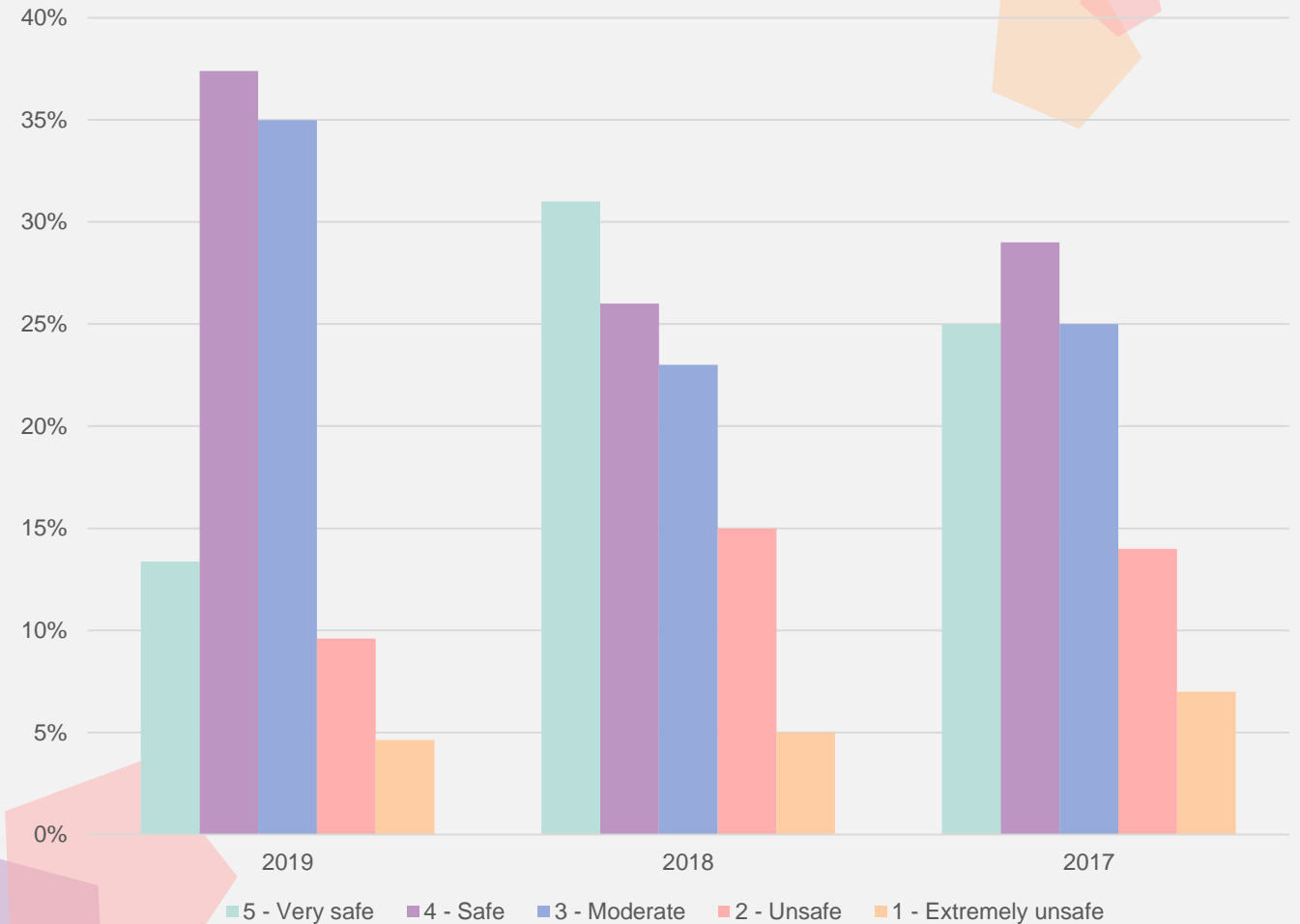
R355?

NB: This year 496 people broke the speed limit on the R355. This is moderately more than last year (475).

This year the road had mixed reviews, with many people complaining about corrugation as well as praising the grading of the road. The main problems out there were: flat tyres before the event, potholes after the event and dying alone in the desert during the event.

Biggest fears? People overtaking in dust, speeding, passing on blind rises, dust, trucks driving super fast, speeding, oh, and dust.

Please rate your sense of safety on the road:



Two Pertinent Quotes

From two participants in the 2019 survey

“OVERTAKING VEHICLES ARE HAZARDOUS TO VISIBILITY WITH THE AMOUNT OF DUST THEY PRODUCE AND STONES THAT FLICK UP TO CRACK WINDSCREENS.

A BALANCED SPEED IS BETWEEN 60-70KPH. SOME PEOPLE UNFAMILIAR WITH DIRT ROAD TRAVEL AT BETWEEN 30-40KPH WHICH ACTUALLY MAKES TRAVELING A LOT MORE DIFFICULT. EDUCATIONAL SIGNS STATING THE BEST SPEEDS (AS OPPOSED TO THE SPEED LIMITS) FOR THE R355 SHOULD BE ERECTED.”

- Anon

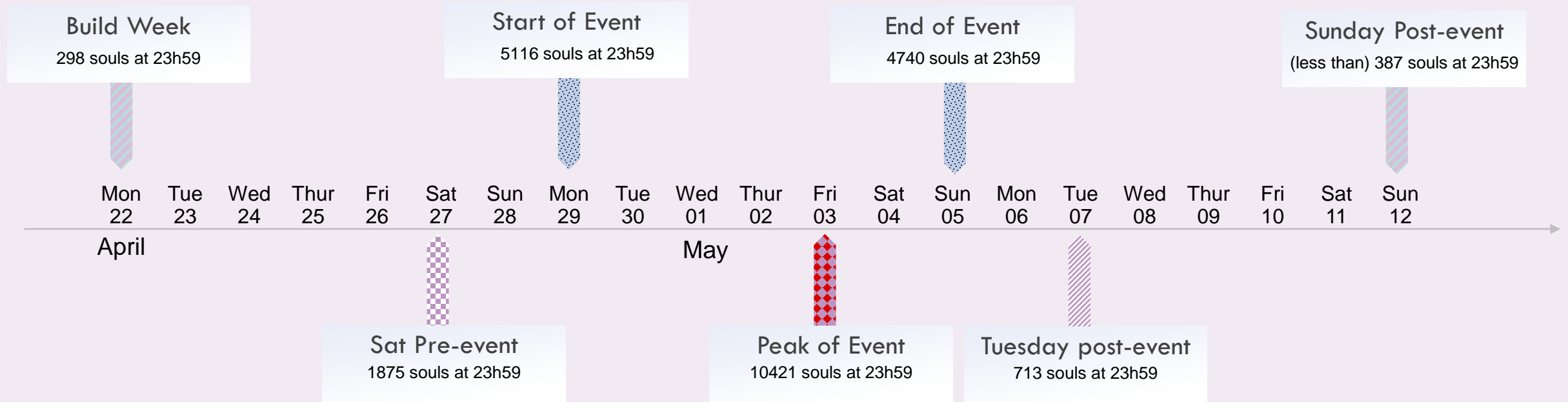
“Getting a puncture in the middle of nowhere with no cell connection is scary. Getting a second puncture even more so. The knowledge that an idiot can overtake in the dust and cause an accident which I cannot avoid being involved in is scary.

Coming in, the road was very quiet and we travelled at a speed calculated for safety. Got a puncture. Going out the road was quiet and we travelled at 40km to avoid a puncture. We got a puncture.

The road is nerve-racking, but not 'unsafe'.”

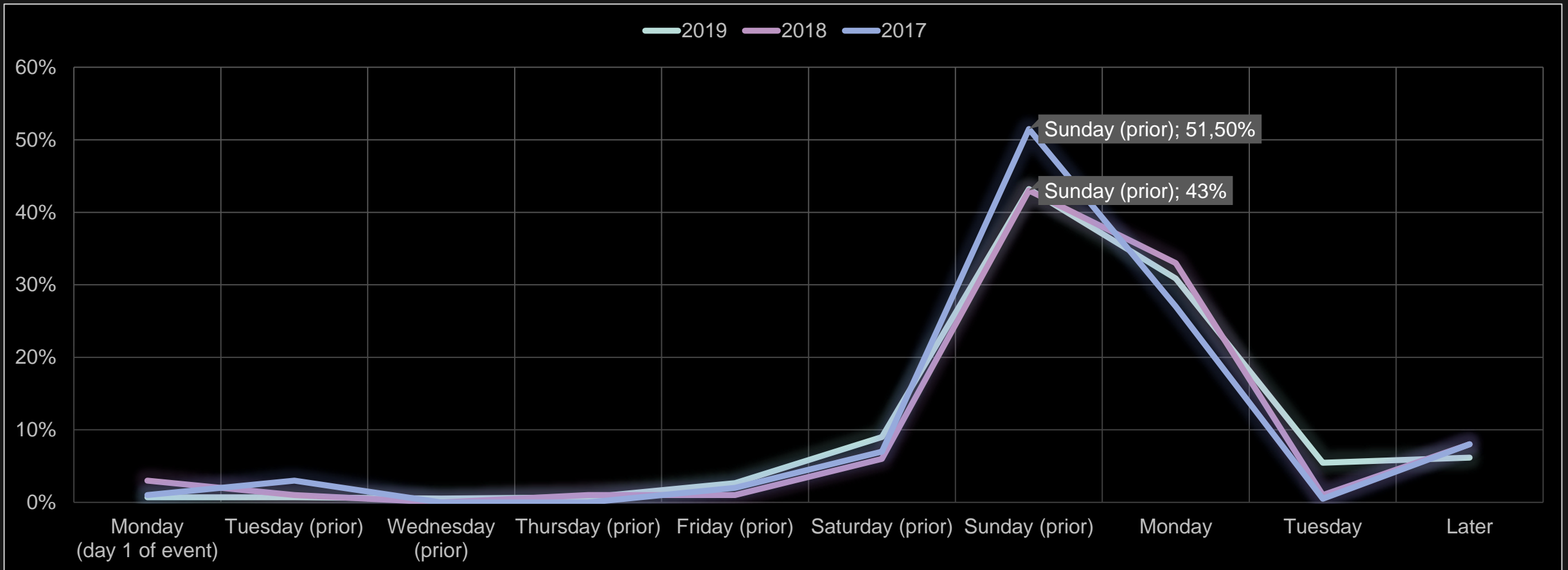
- Anon

Total souls on site (from extrapolated check-in data and survey responses)



When did you leave Tankwa Town?

Percentage of total community 2017-2019



WEEIN TANIKWA TOWN

What our footprint is, and which operational elements we interact with during the event.



stefan rheeders

37%

of AfrikaBurn participants have children.

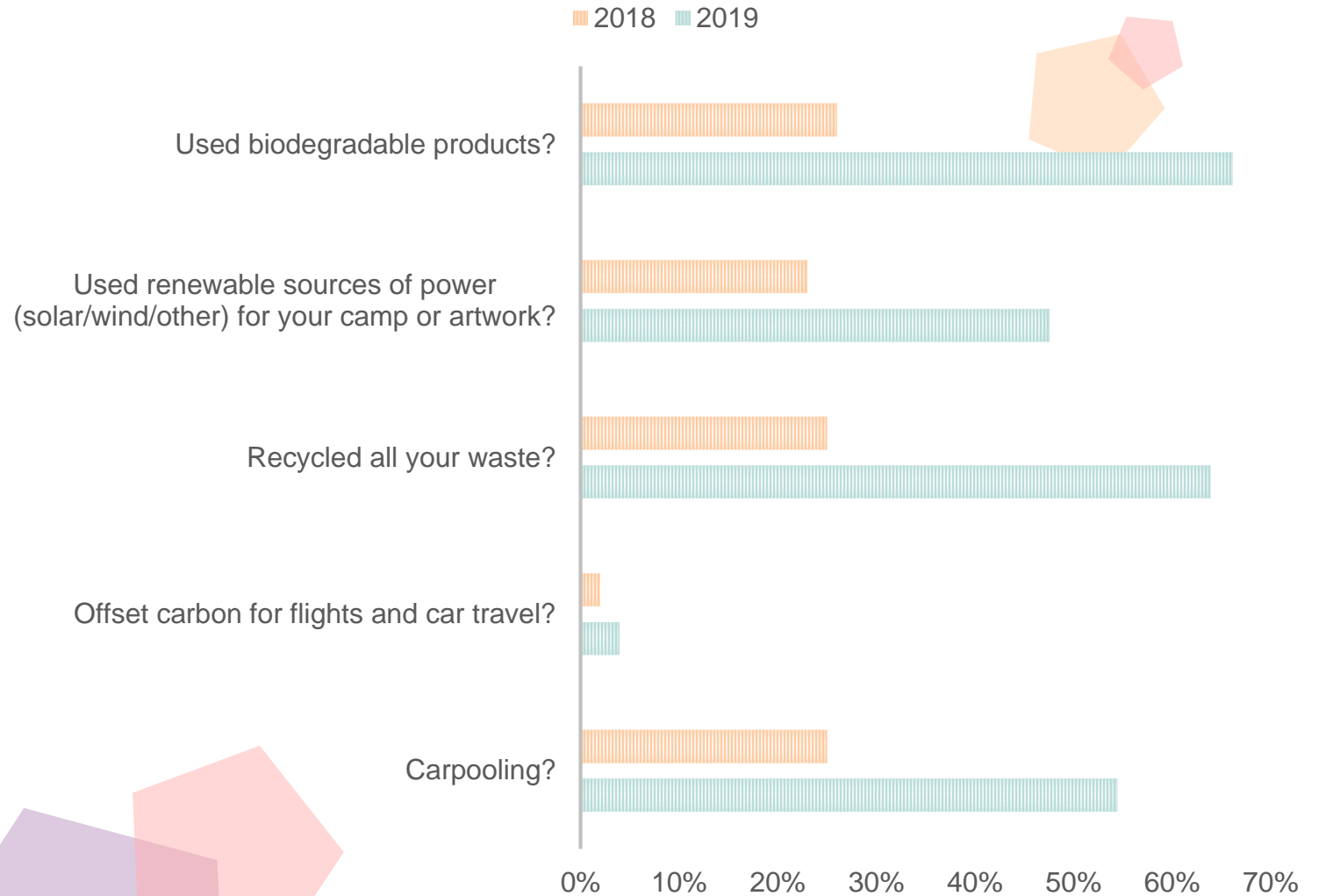
11%

of participants bring children to the burn.

32%

of those who bring children, bring someone else's.

What did you do to lower your environmental impact?



What else did people do to lower their impact?



dieter pey

The Bus

Caught the bus to reduce their carbon footprint.

Renting or Borrowing

Rather than purchasing new items.

Upcycling

Re-using stuff for costumes, artworks, gifts, etc.

Used Biodiesel

Both for the journey and for running generators.

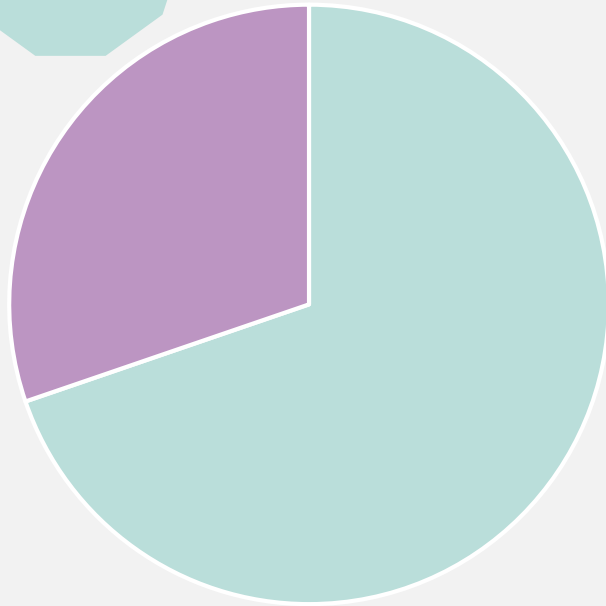
Brought Less

Many people mentioned they brought less, and that they were conscious of packaging and trash while packing.

Would you utilise a centralised carbon offset system to offset the emissions generated by your travels to Tankwa?



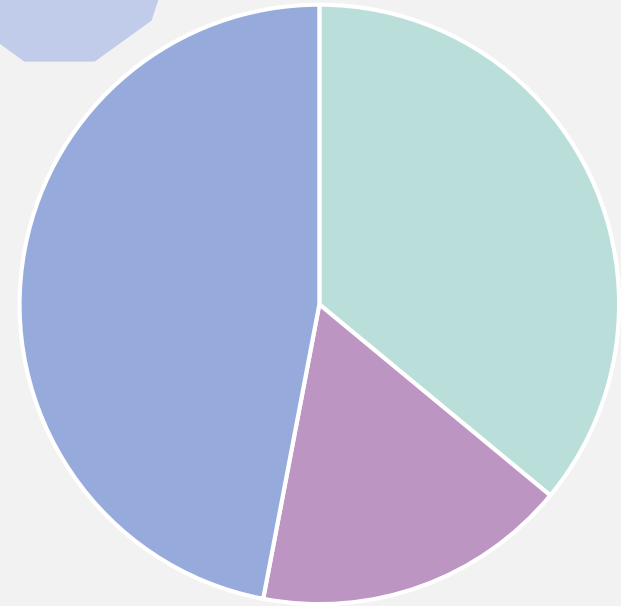
2019



Yes No



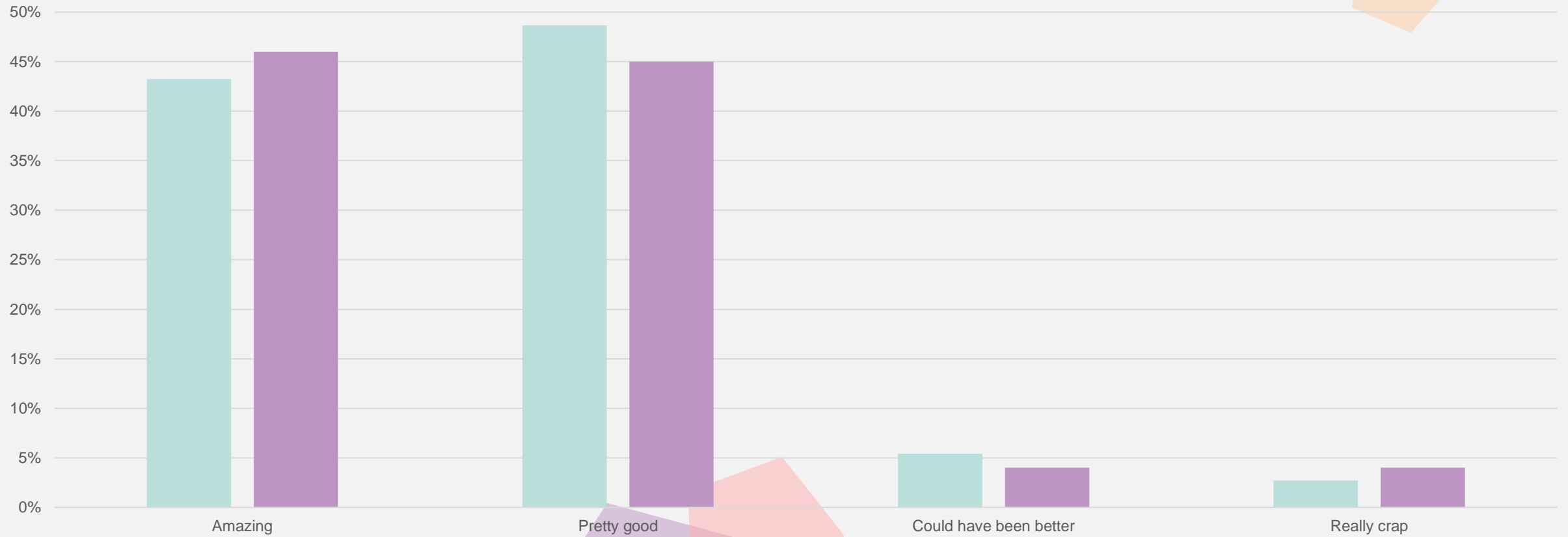
2018



Yes No Maybe

Please rate your experience of the Airport:

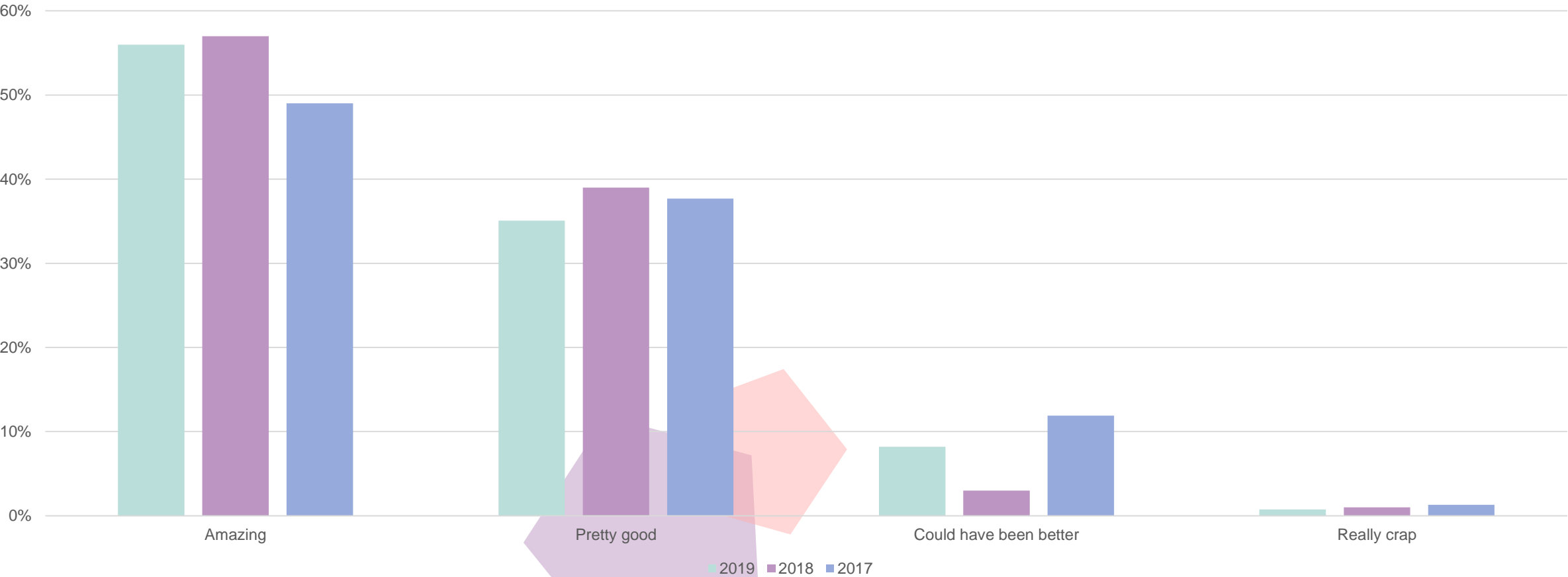
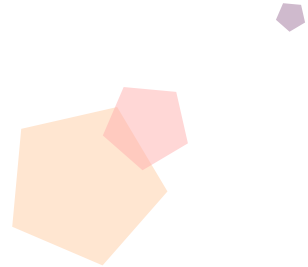
Based on percentages of total community 2018 to 2019



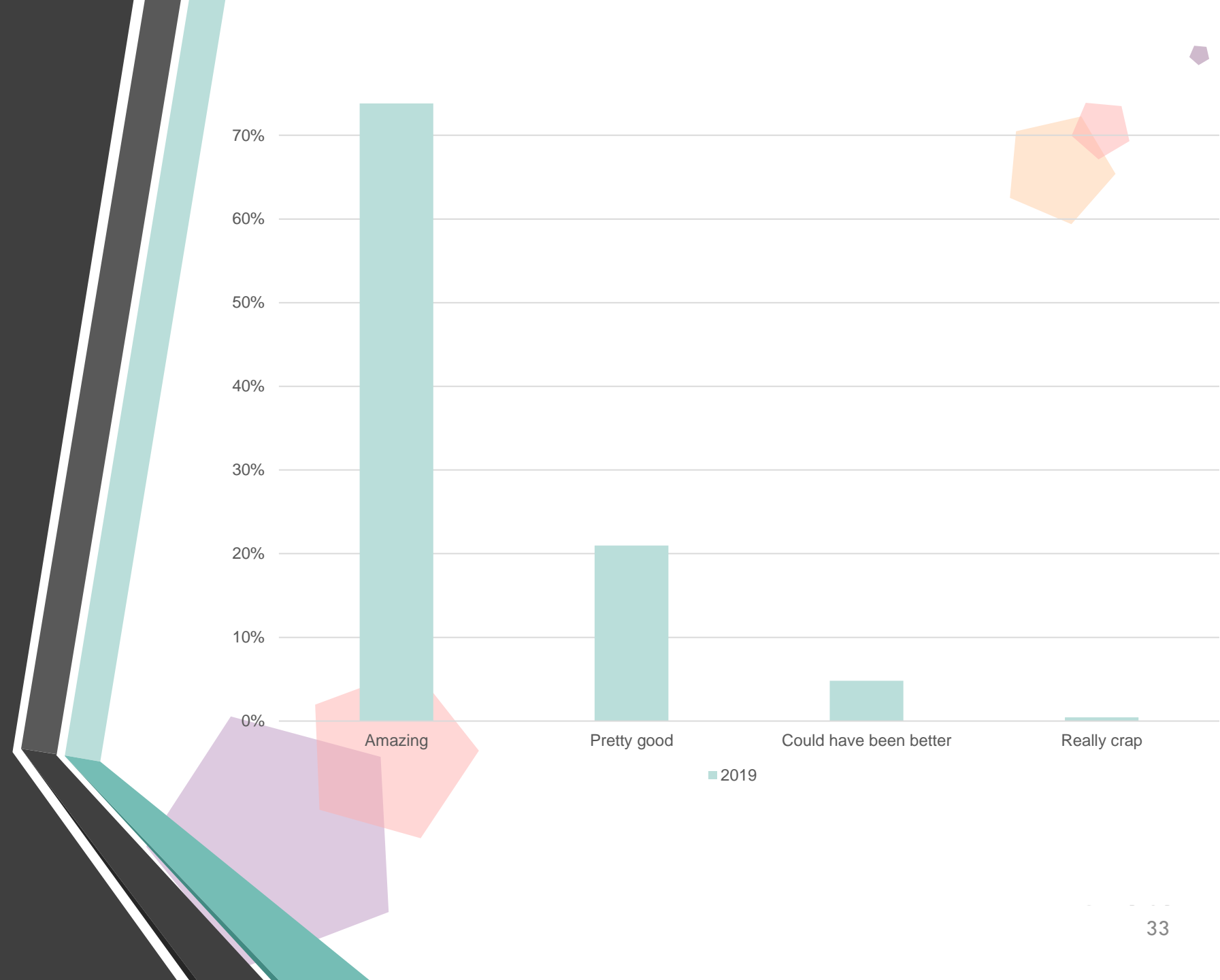
2019 2018

Please rate your experience of the Department of Mutant Vehicles:

Based on percentages of total community 2017 to 2019

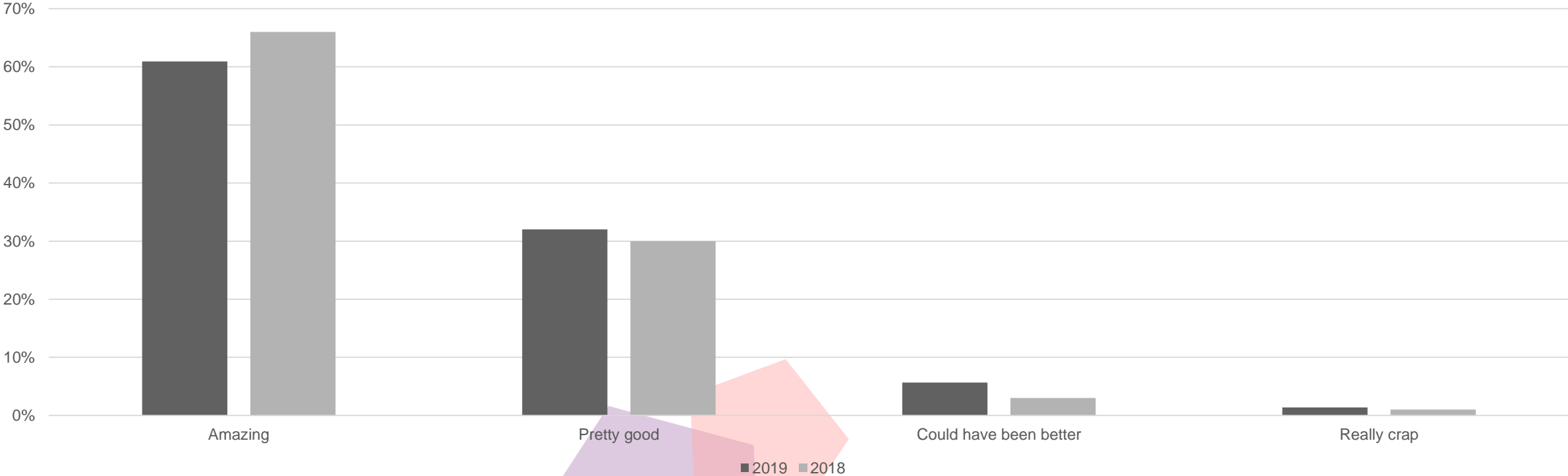
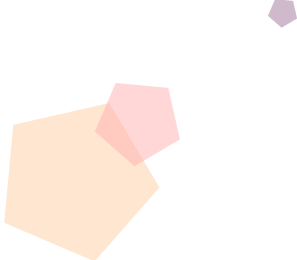


Please rate your experience of the Department of Public Works:



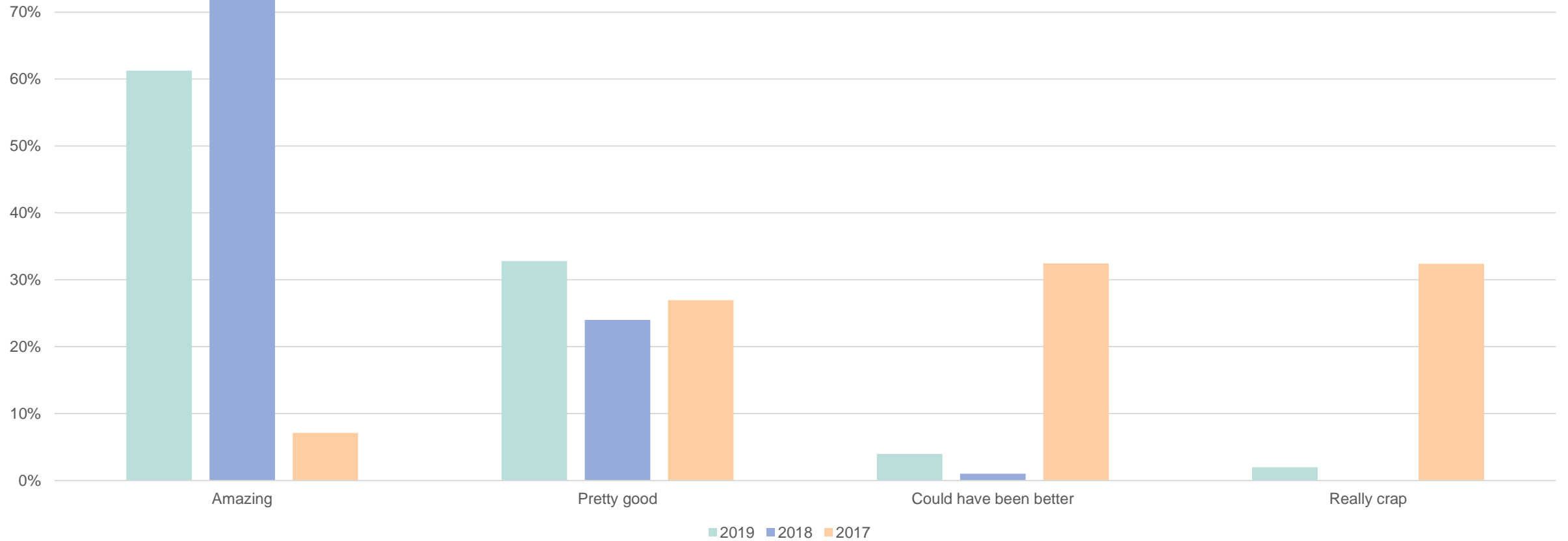
Please rate your experience of Gate and Ticketing:

Based on percentages of total community 2018 to 2019



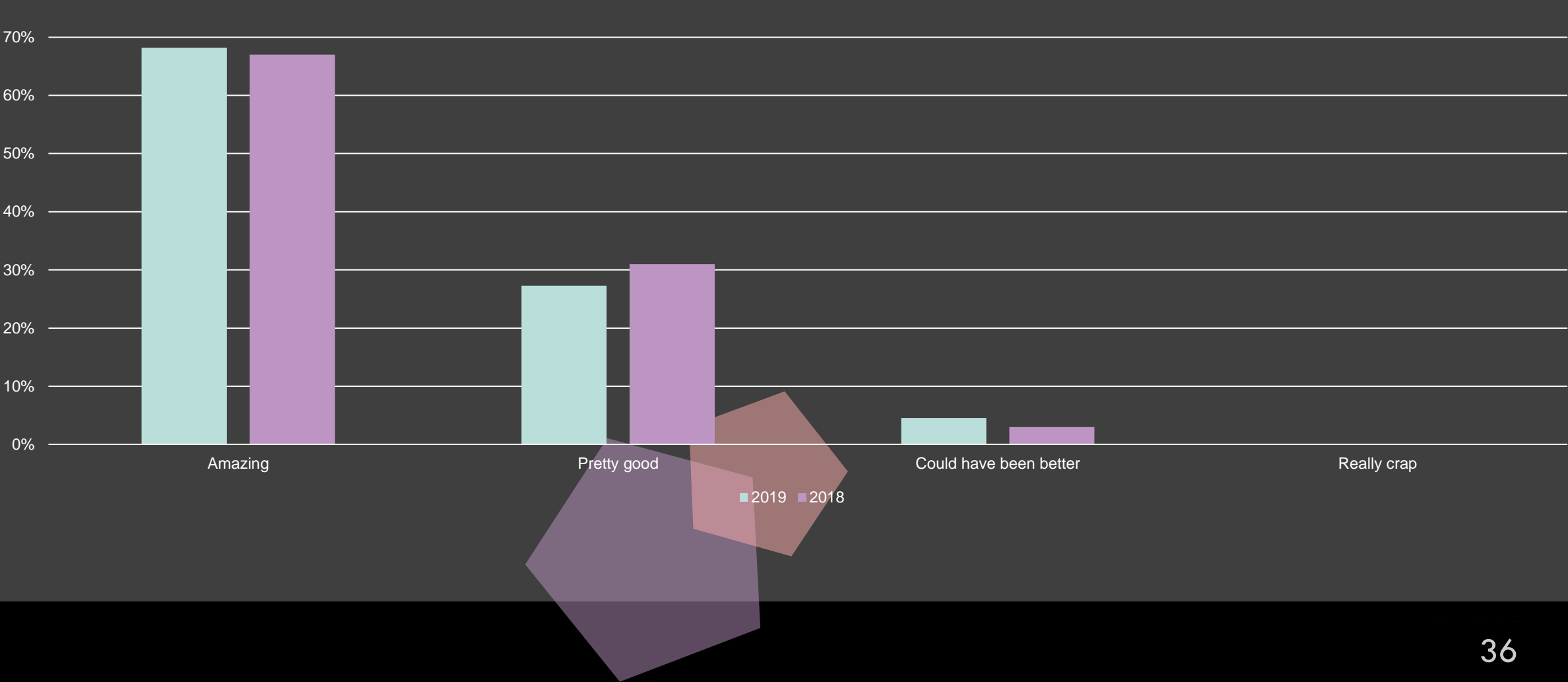
Please rate your experience of the Ice Sales:

Based on percentages of total community 2017 to 2019

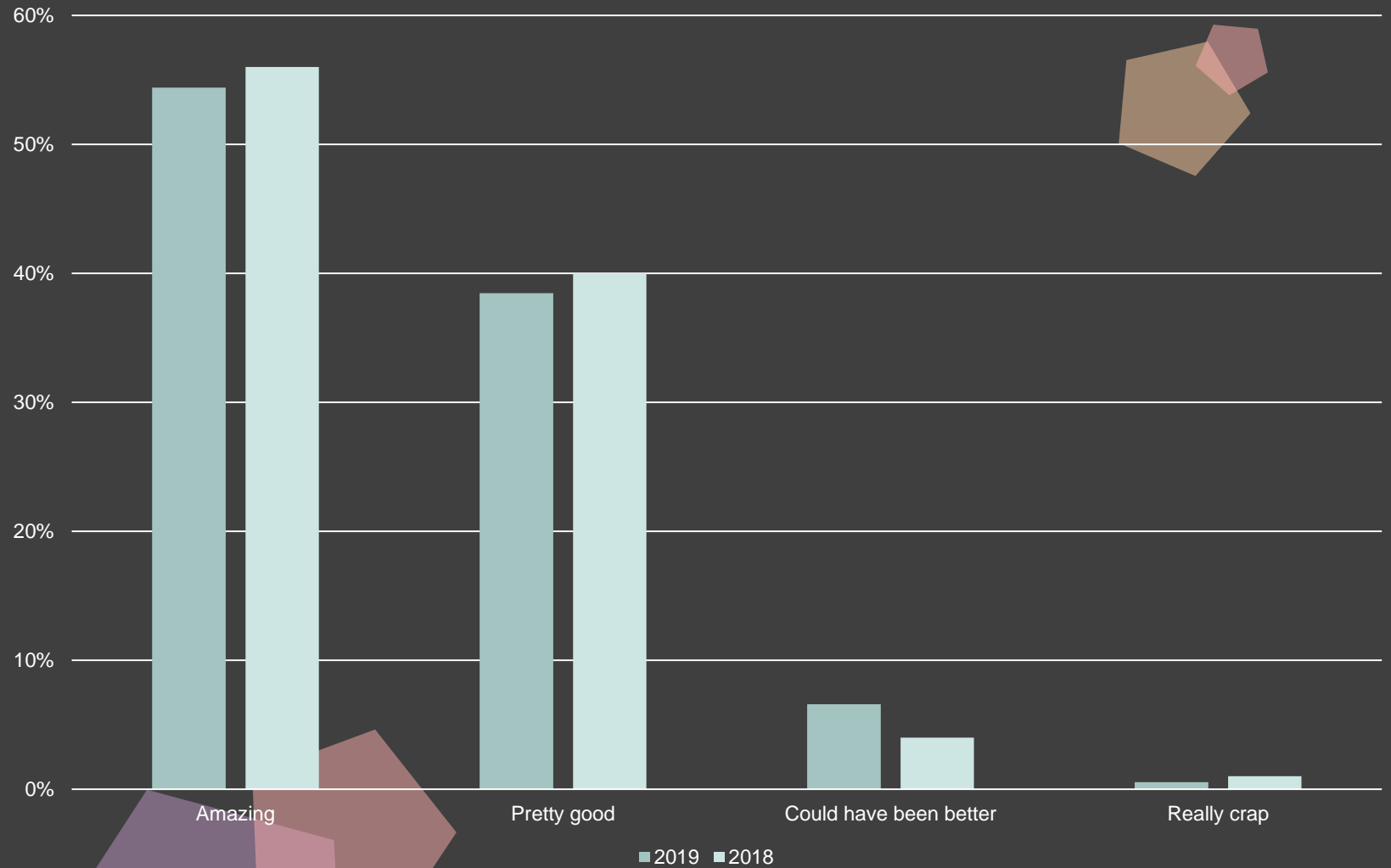


Please rate your experience of the Kids Registration:

Based on percentages of total community 2018 to 2019

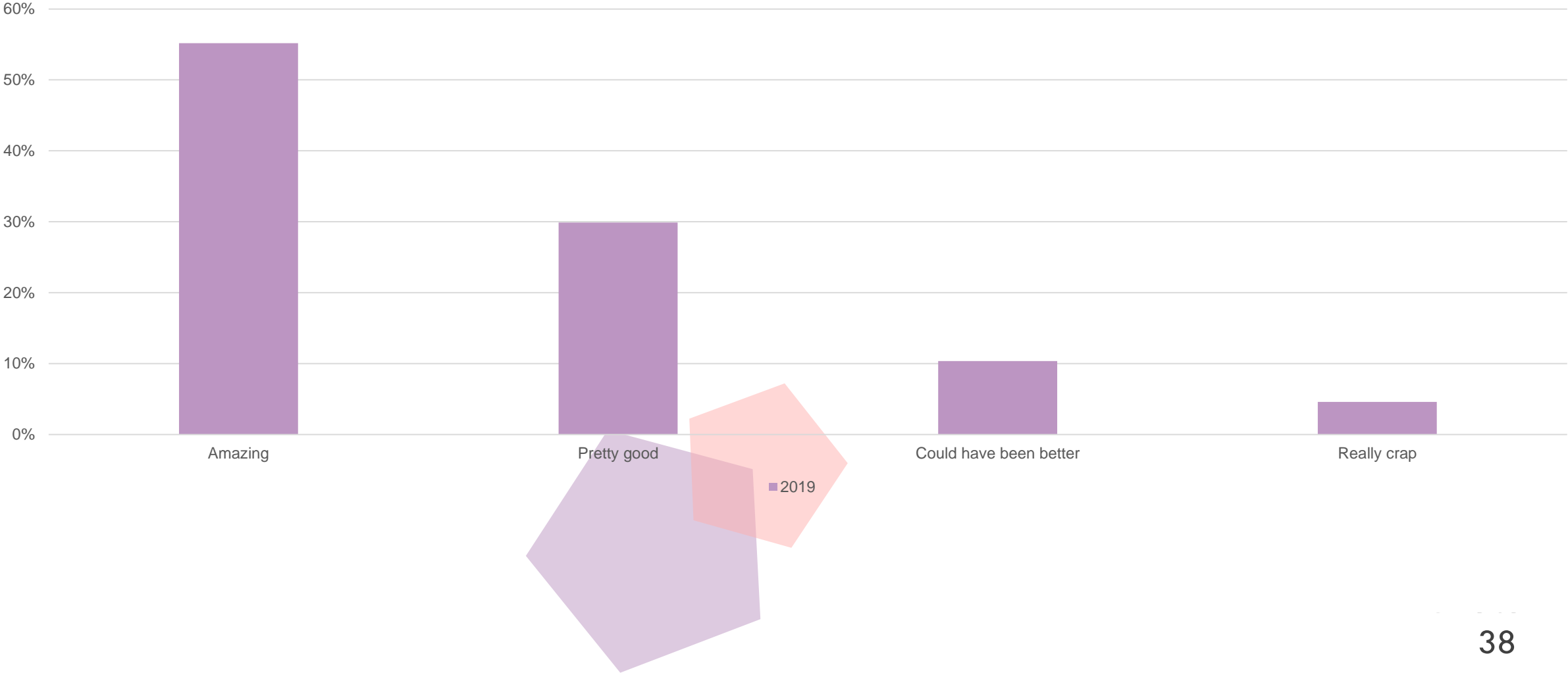
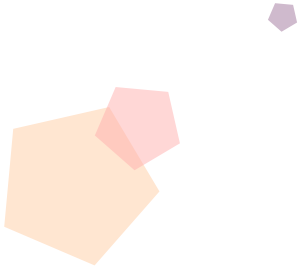


Please rate your experience of the Off-Centre Camp:

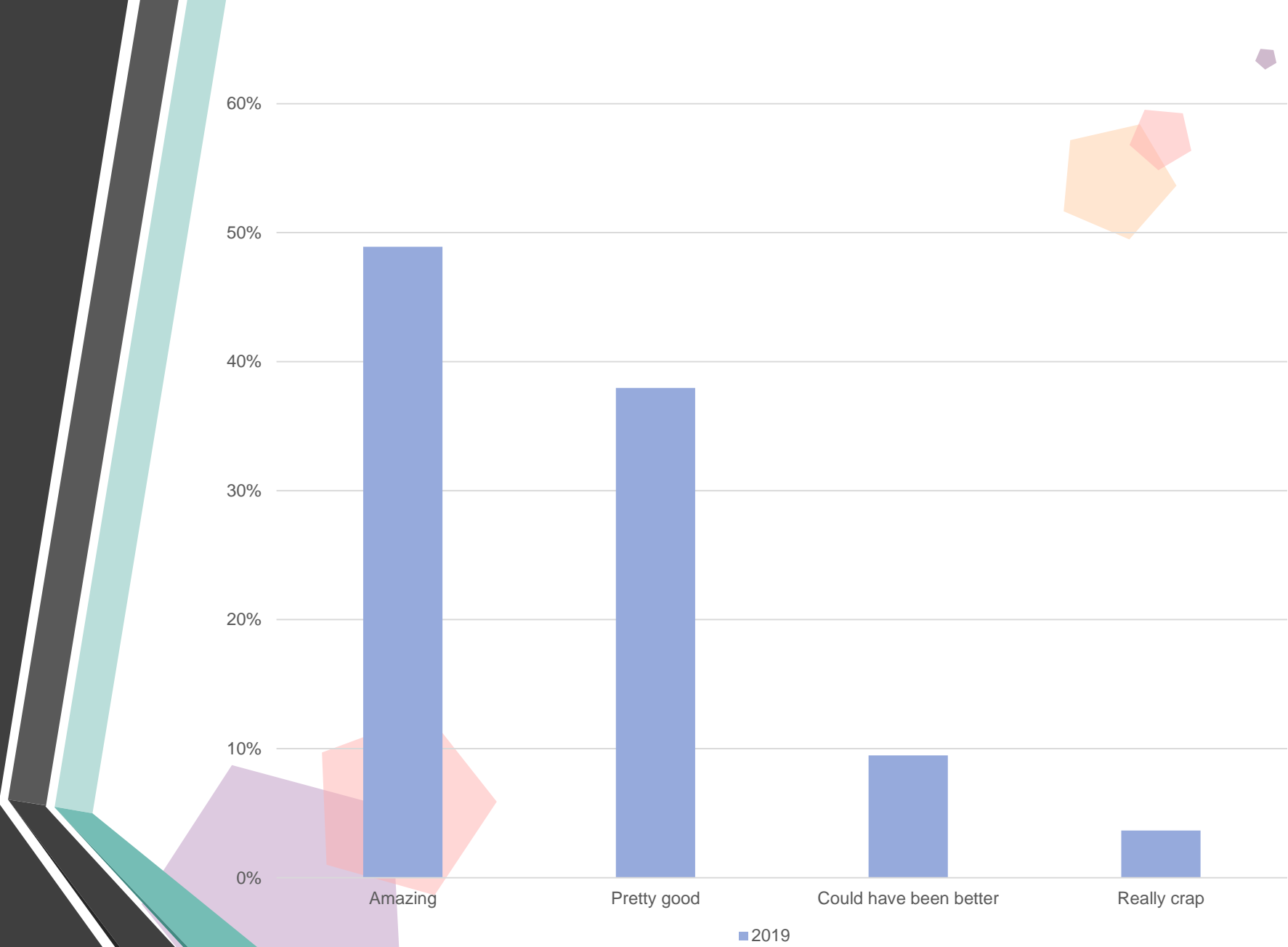


Based on percentages of total community 2018 to 2019

Please rate your experience of the Operations Centre (The Bus):

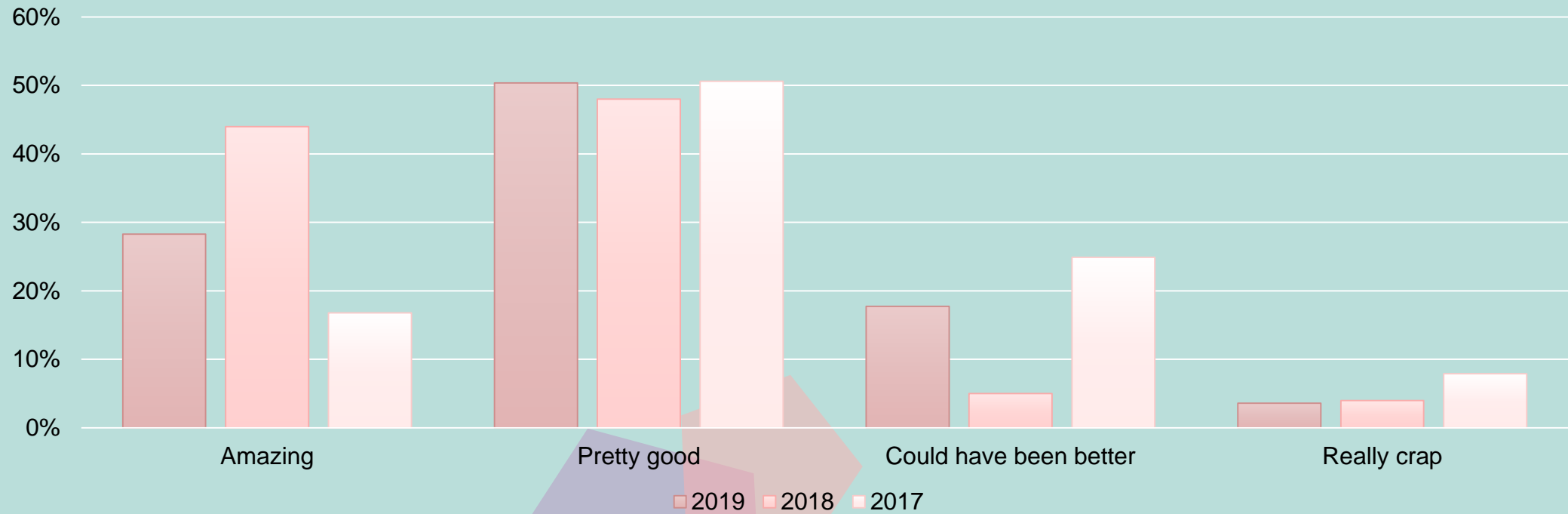


Please rate your experience of Gifting via Collexodus:

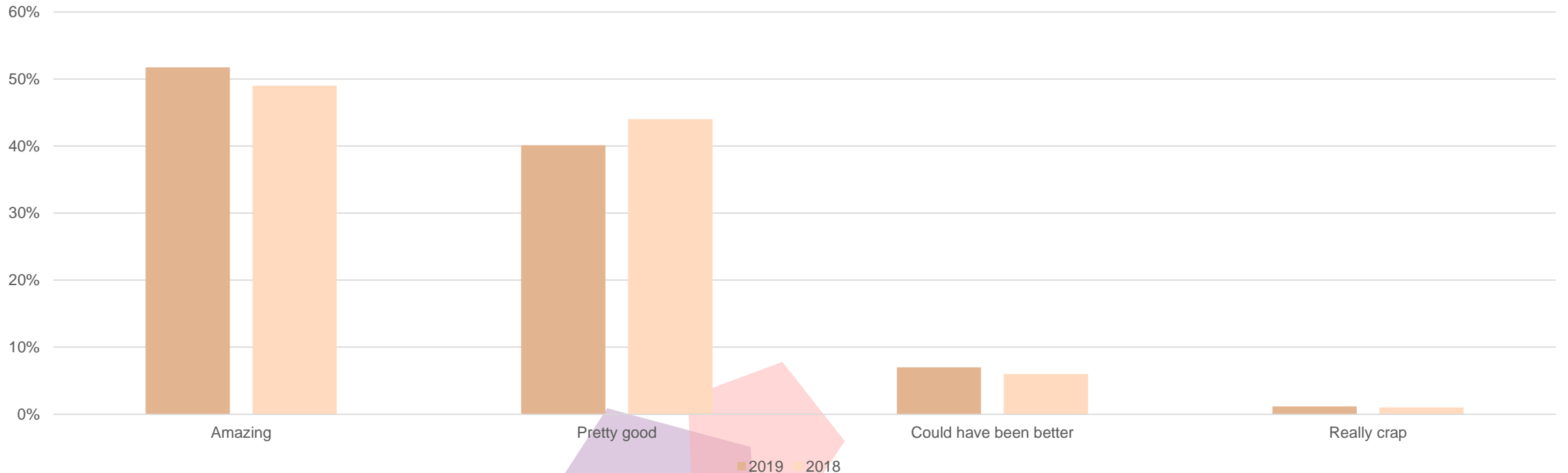


Please rate your experience of the toilets:

Based on percentages of total community 2017 to 2019



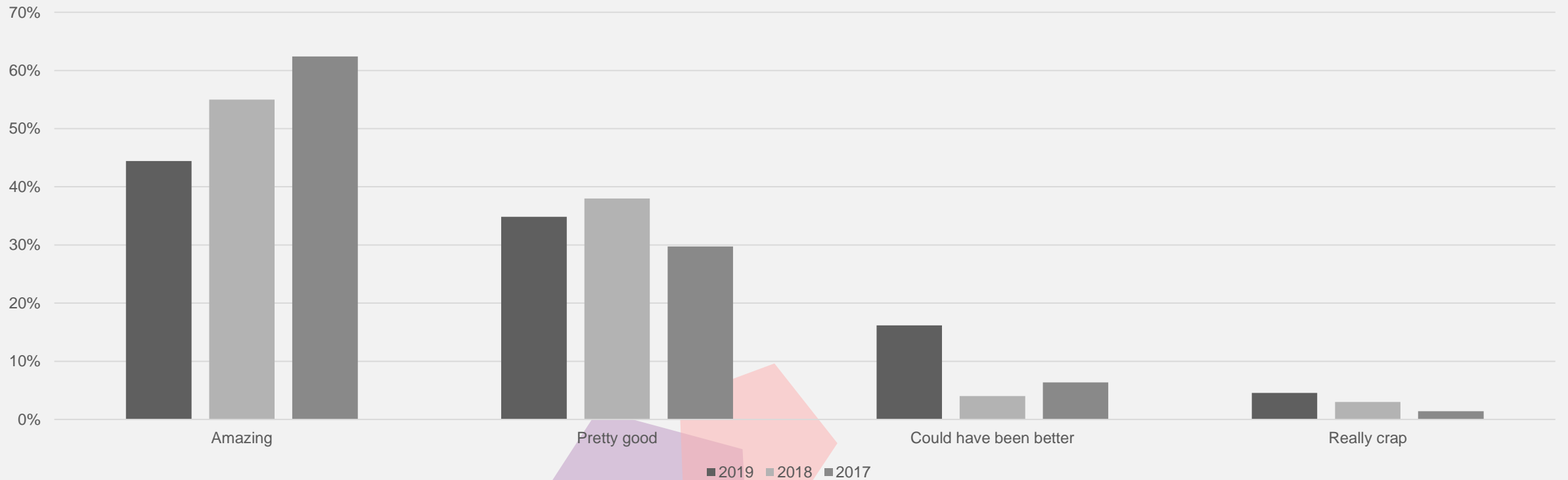
Please rate your experience of the Volunteer Booth:



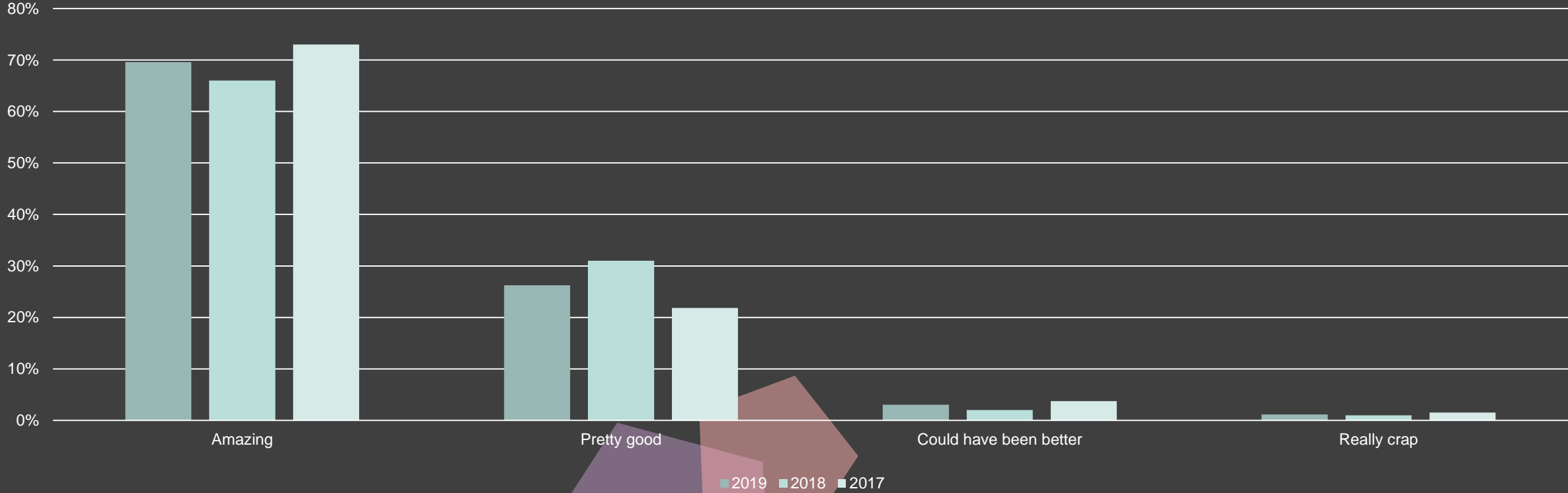
Based on percentages of total community 2018 to 2019

If you made use of or engaged with the Event Guardians this year, please rate your experience of them:

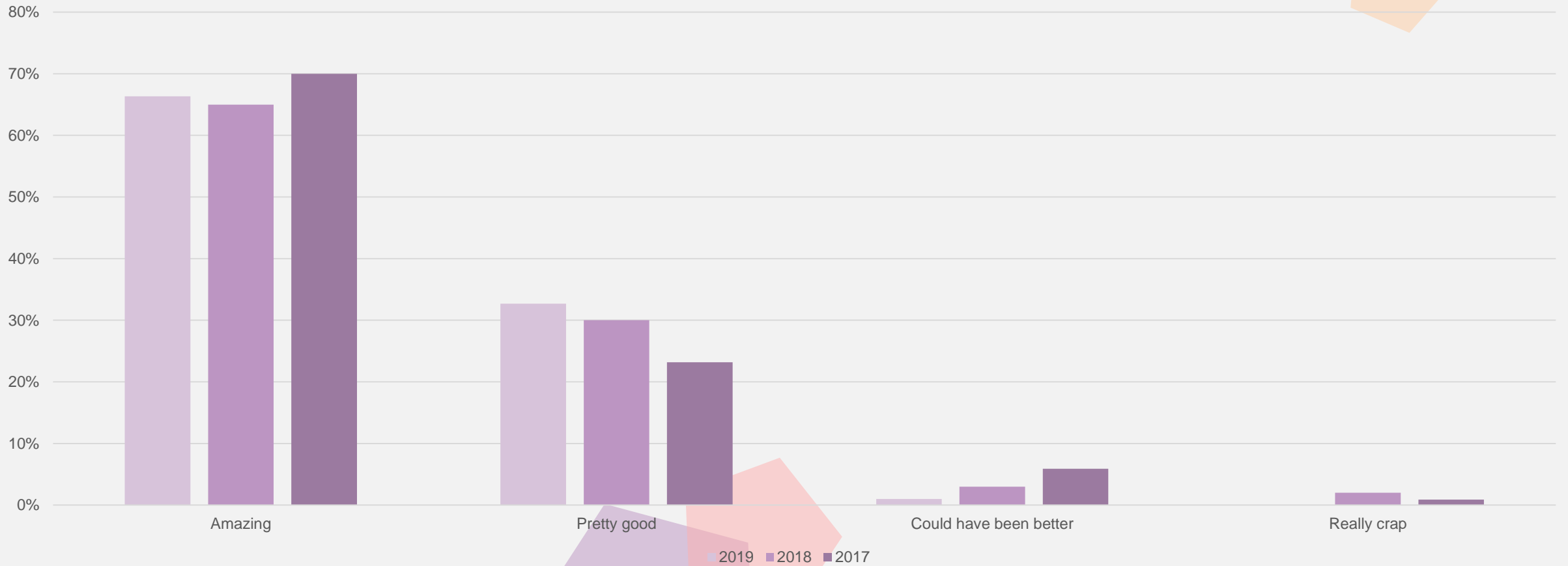
Based on percentages of total community 2017 to 2019



If you made use of or engaged with the Fire Safety Team this year, please rate your experience of them:



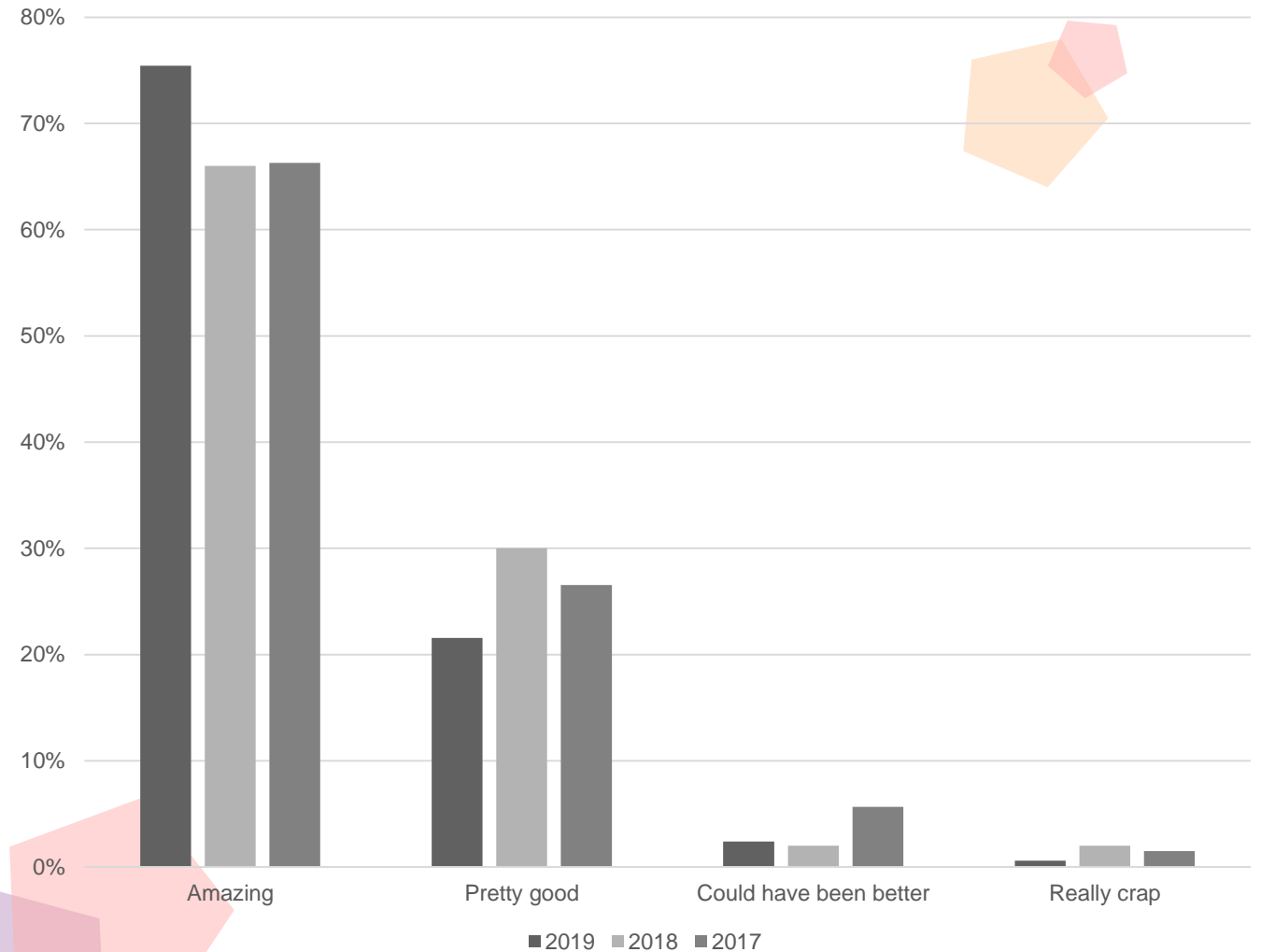
If you made use of or engaged with the Green Dots this year, please rate your experience of them:



Based on percentages of total community 2017 to 2019

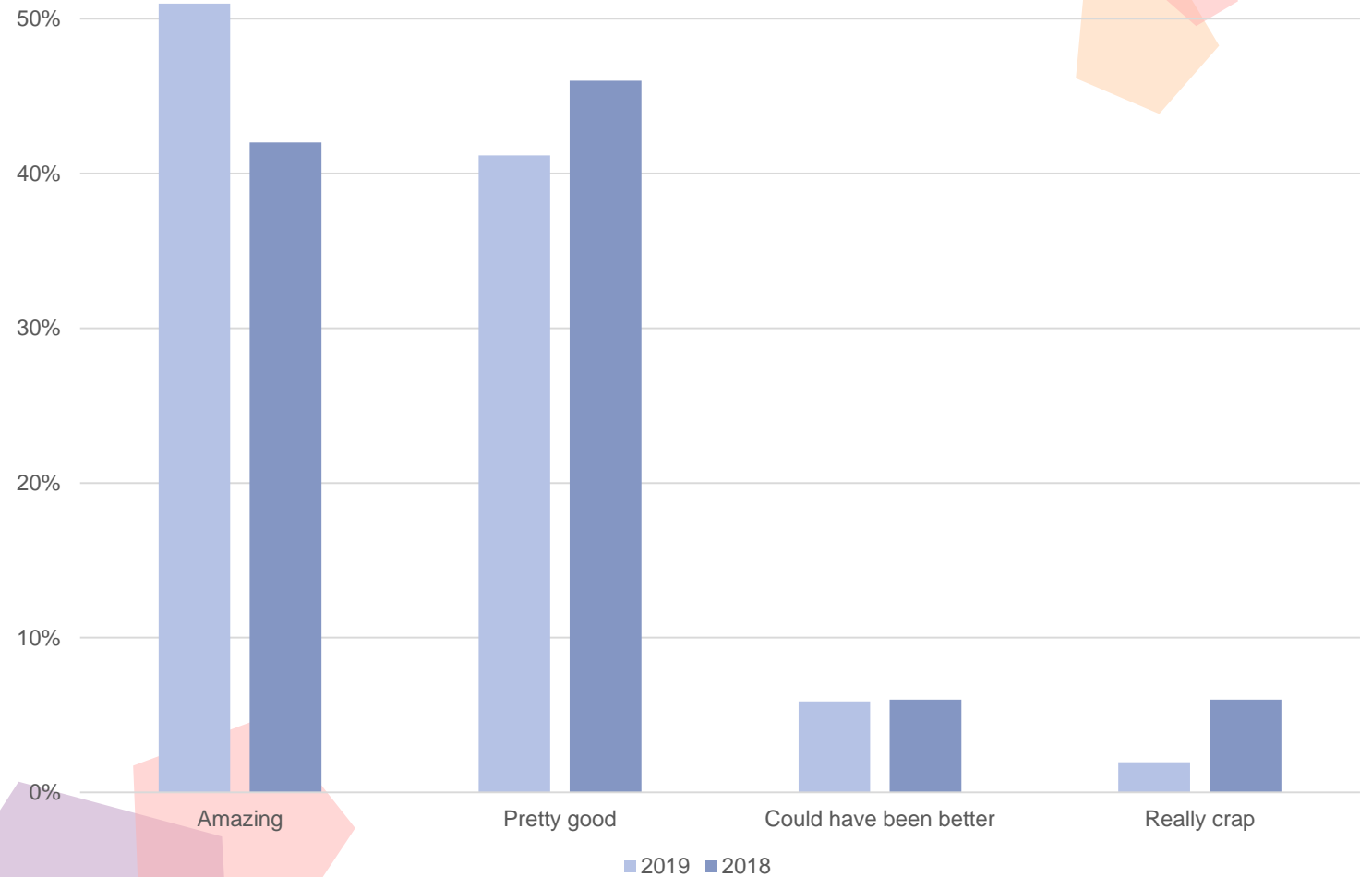
If you made use of or engaged with the medics this year, please rate your experience of them:

Based on percentages of total community 2017 to 2019

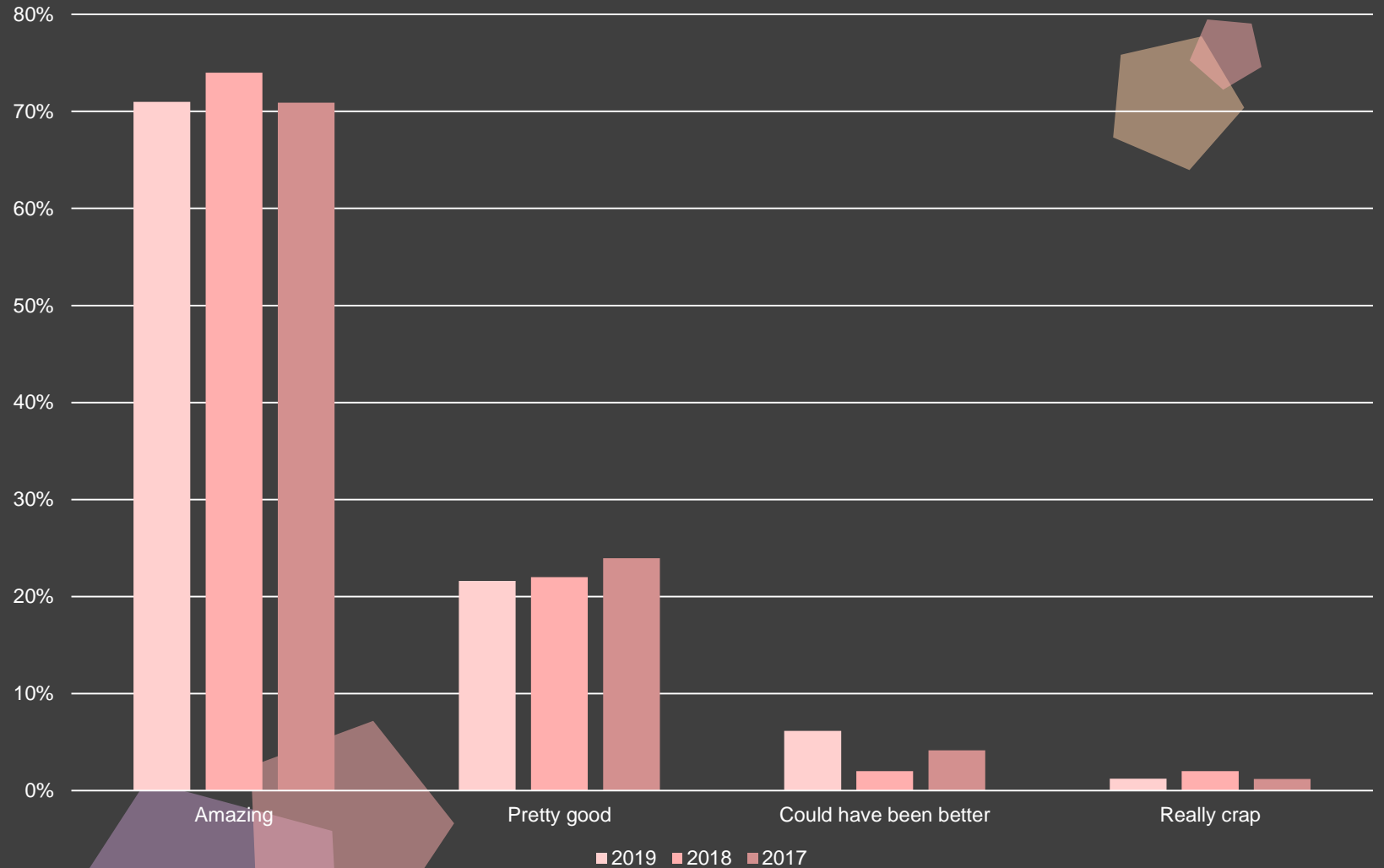


If you made use of or engaged with the police this year, please rate your experience of them:

Based on percentages of total community 2018 to 2019

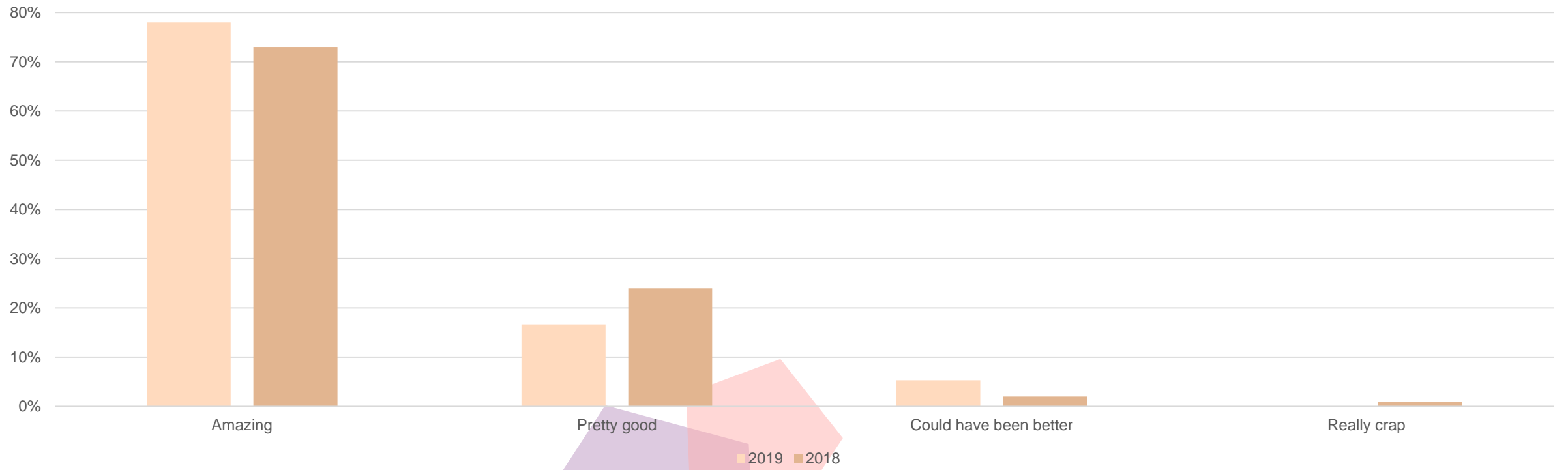


If you made use of or engaged with the Rangers this year, please rate your experience of them:



Based on percentages of total community 2017 to 2019

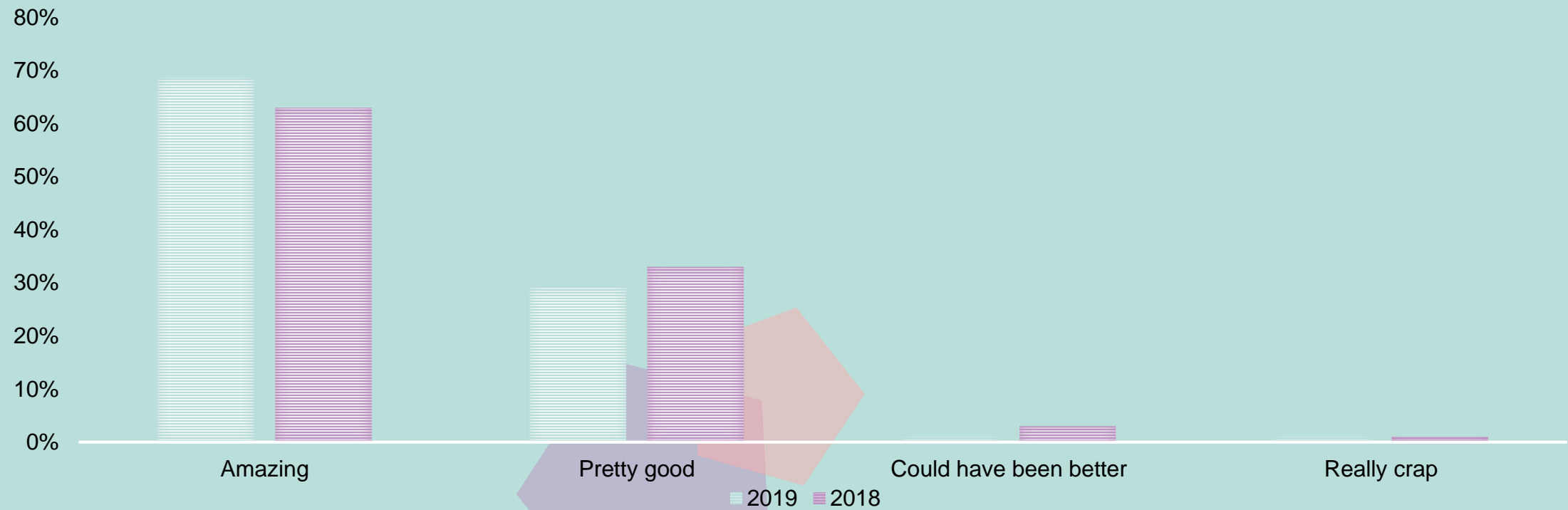
If you made use of or engaged with the Sanctuary this year, please rate your experience of them:



Based on percentages of total community 2018 to 2019

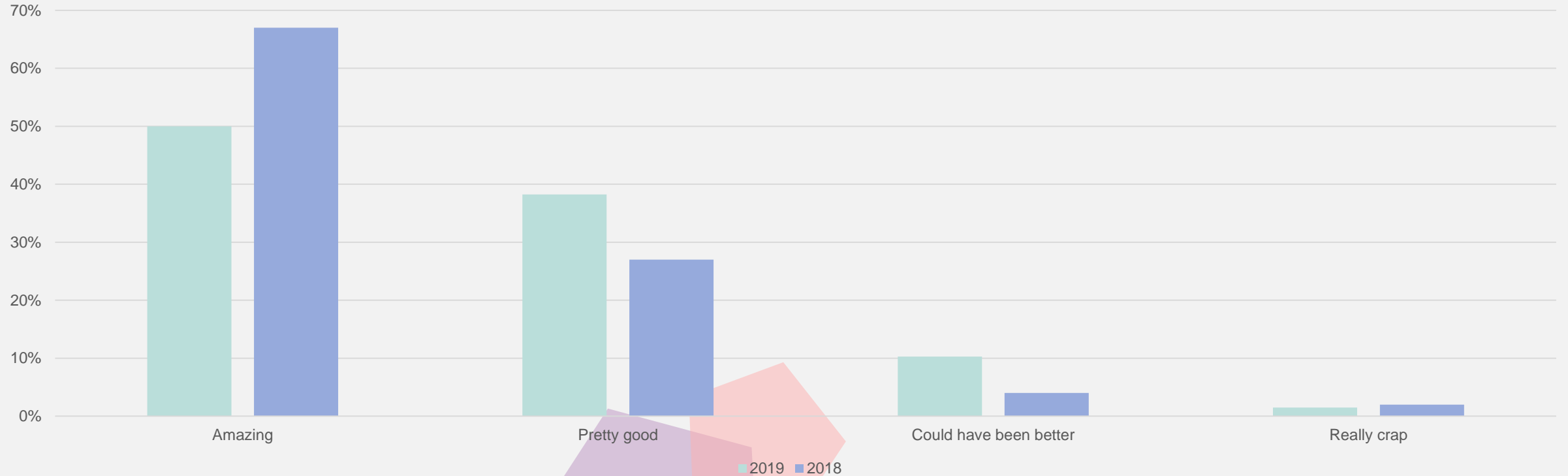
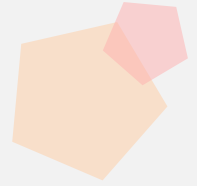
If you made use of or engaged with the site managers this year, please rate your experience of them:

Based on percentages of total community 2018 to 2019

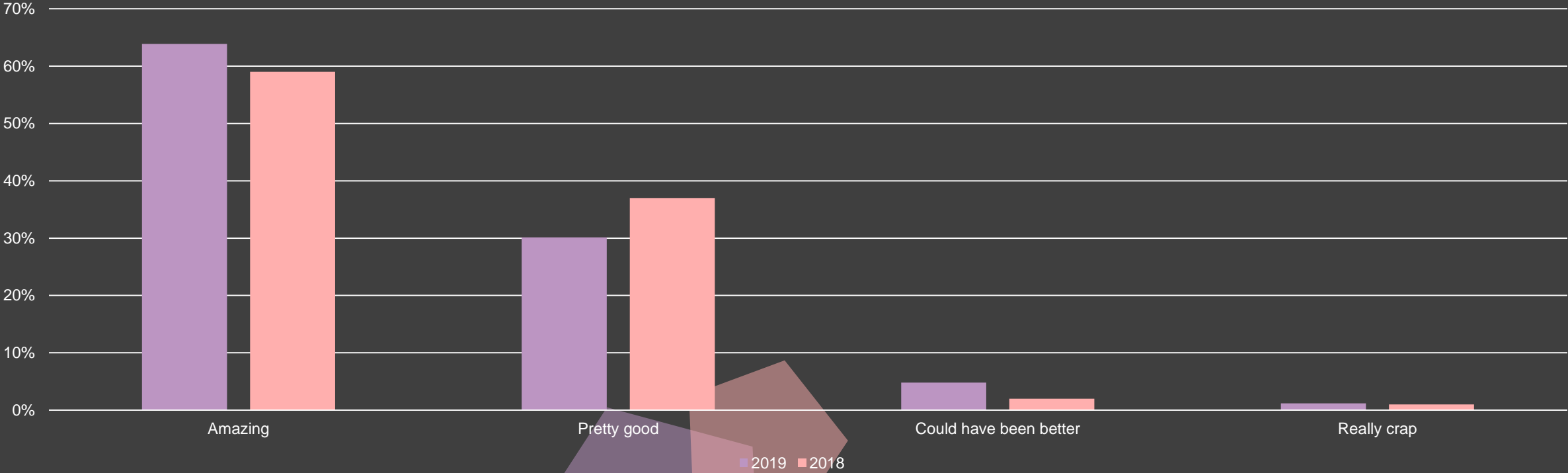


If you made use of or engaged with Skollie Patrollie this year, please rate your experience of them:

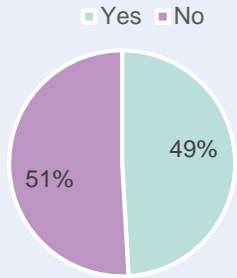
Based on percentages of total community 2018 to 2019



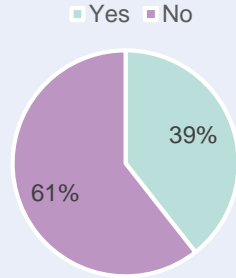
If you made use of or engaged with the VOC (Venue Operations Control) this year, please rate your experience of them:



Based on percentages of total community 2018 to 2019



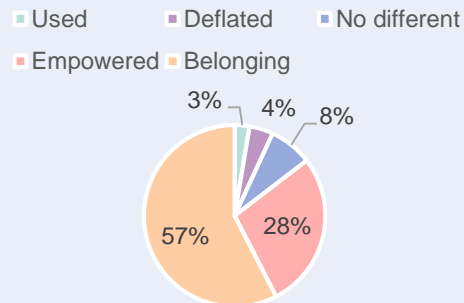
Did you volunteer this year?



Was this your first year volunteering?

6%

Percentage of people who didn't know they're supposed to volunteer.



My experience left me feeling...

AfrikaBurn SURVEY

SECTION 6: VOLUNTEERING STATS

How many of us are actively getting involved and gifting time & skills to make Tankwa Town function?



noma kim

PARTICIPATION

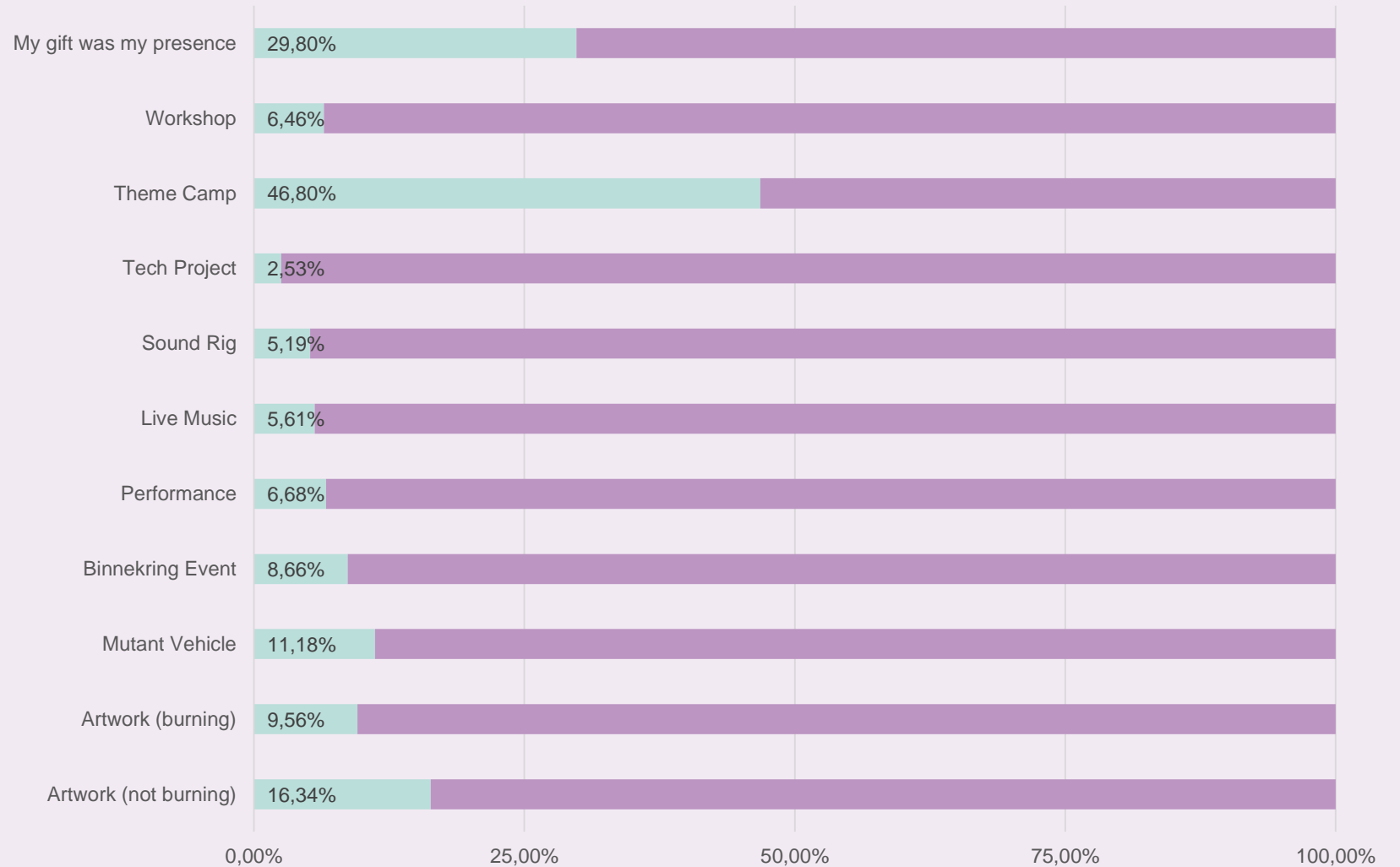
What is our community experiencing out there - and how many of us are actively engaged in creating the experiences?

What did people participate in?

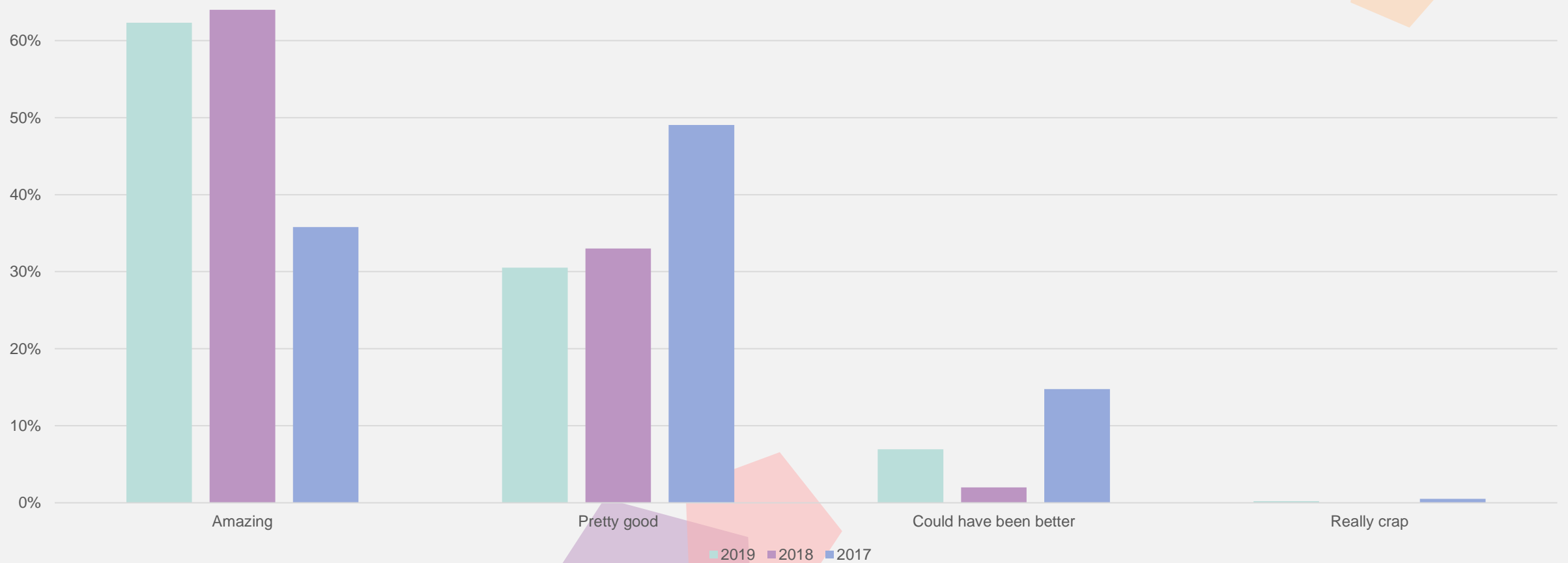
Ultimate Muppet Index:

Each year, we have an index that tells us the percentage of people who came to do nothing but “meet people” or “dance like crazy” – they do nothing else for the community.

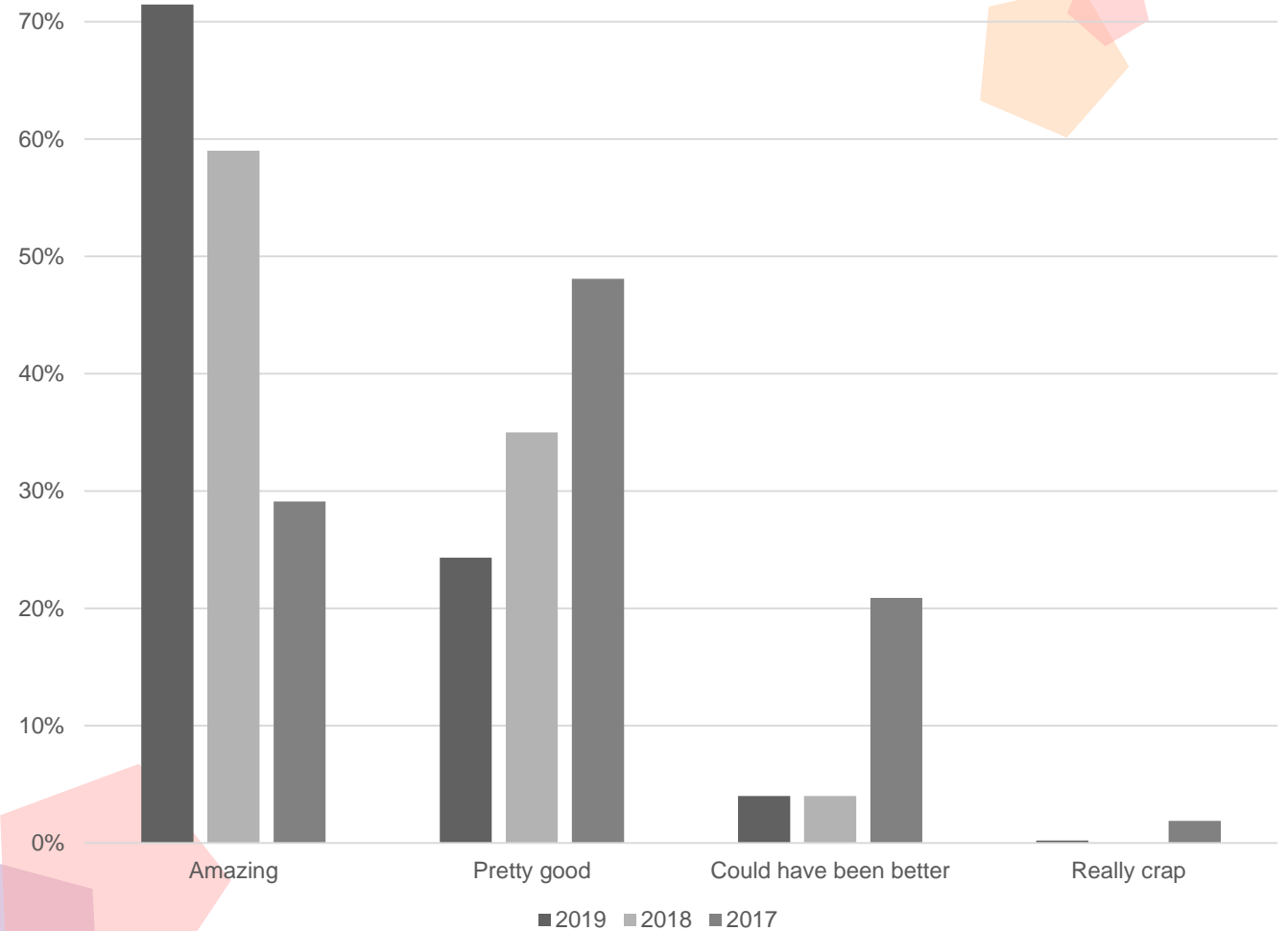
This year it's risen from 15% in 2018 to 19% in 2019. That's 2 277 people who didn't contribute. *sadface*



What were your overall impressions of the artworks you experienced in 2019?

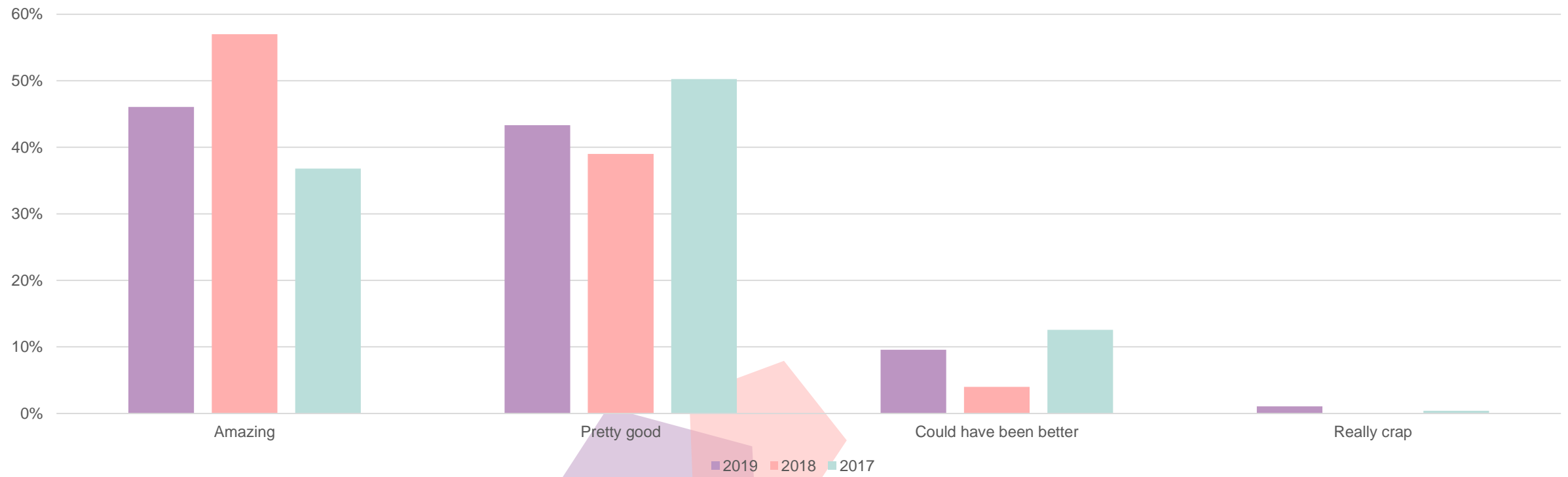


What were your overall impressions of the burns you experienced in 2019?

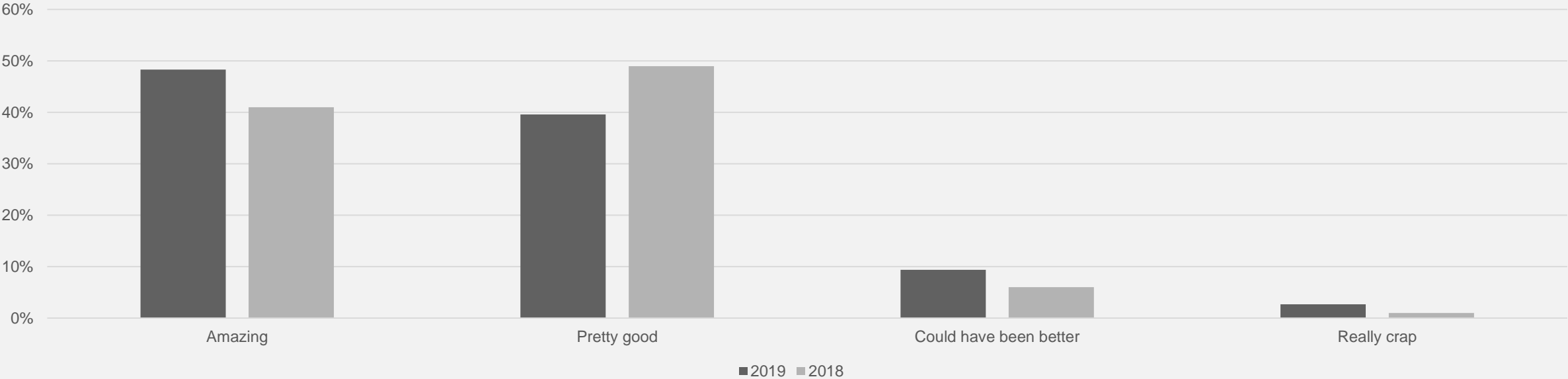




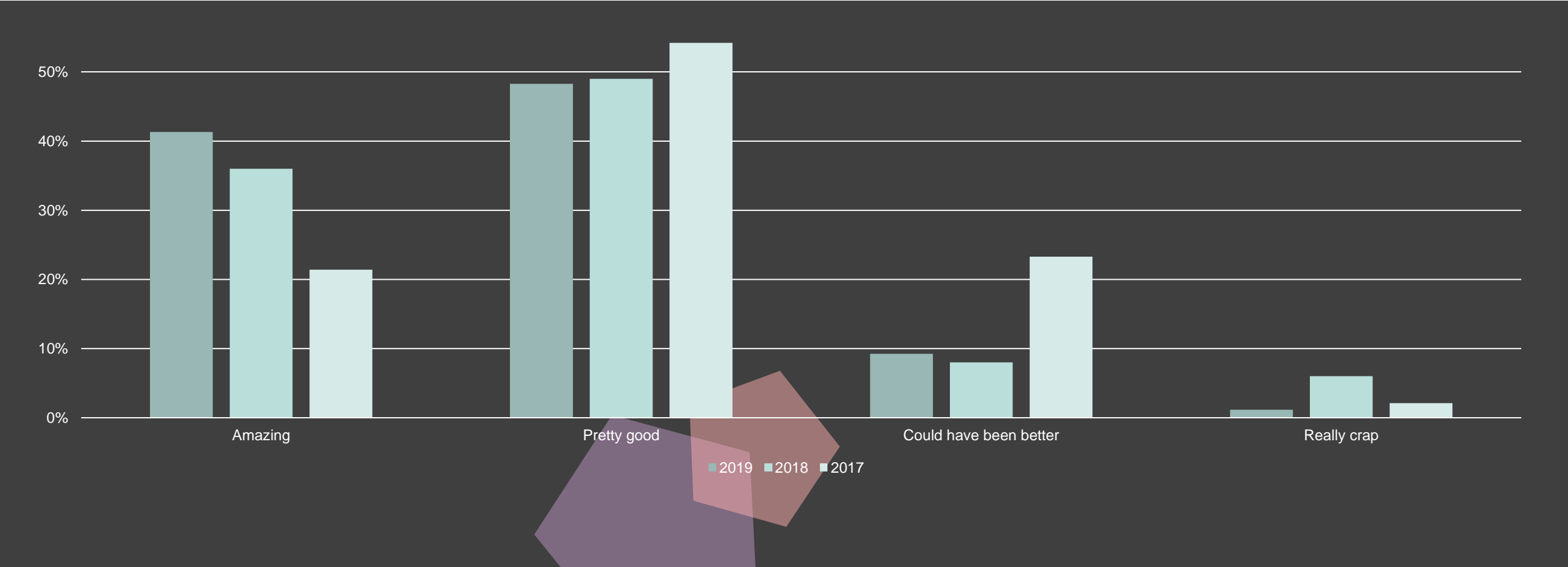
What were your overall impressions of the Mutant Vehicles you experienced in 2019?



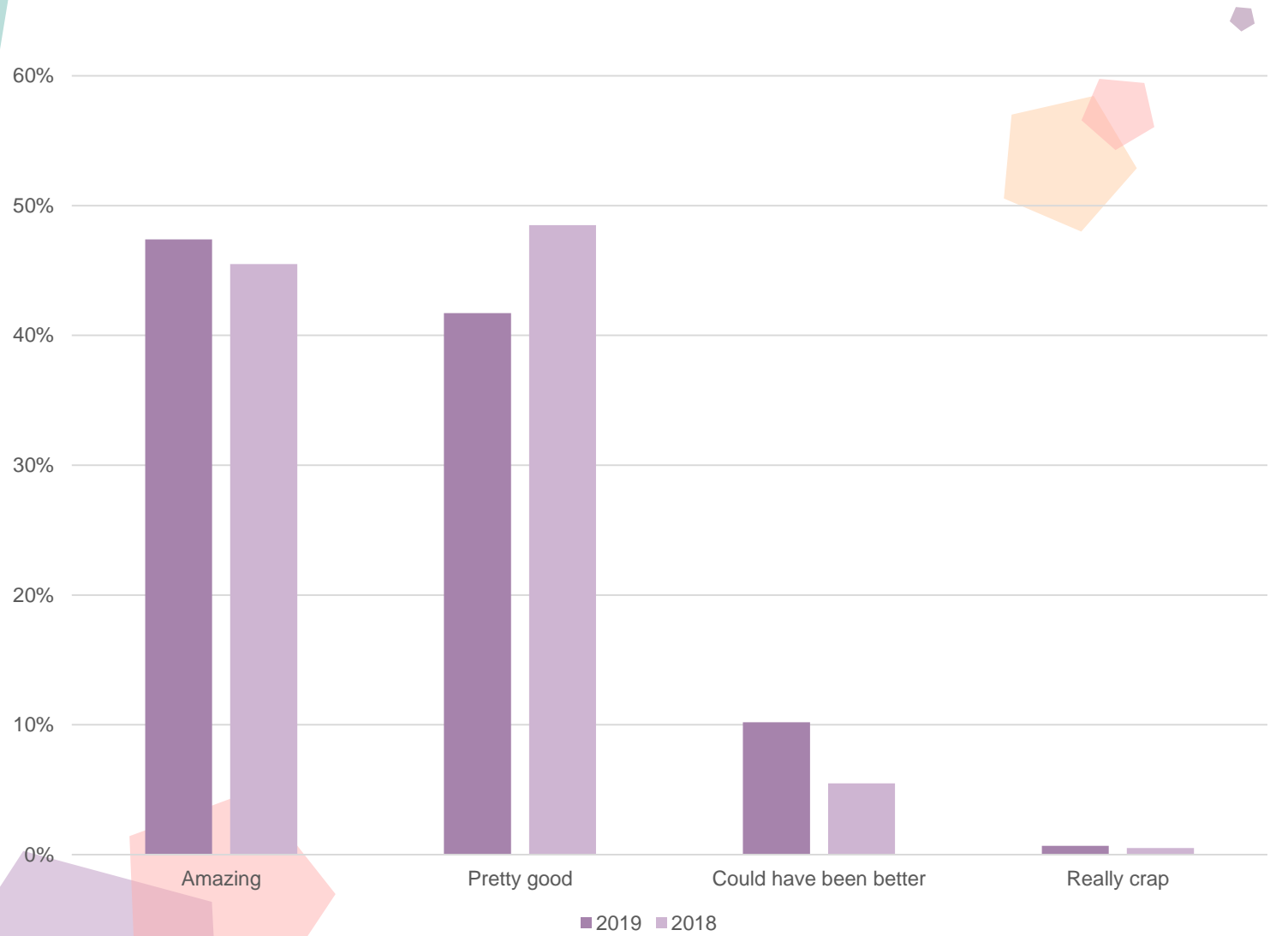
What were your overall impressions of the stages and sound rigs you experienced in 2019?



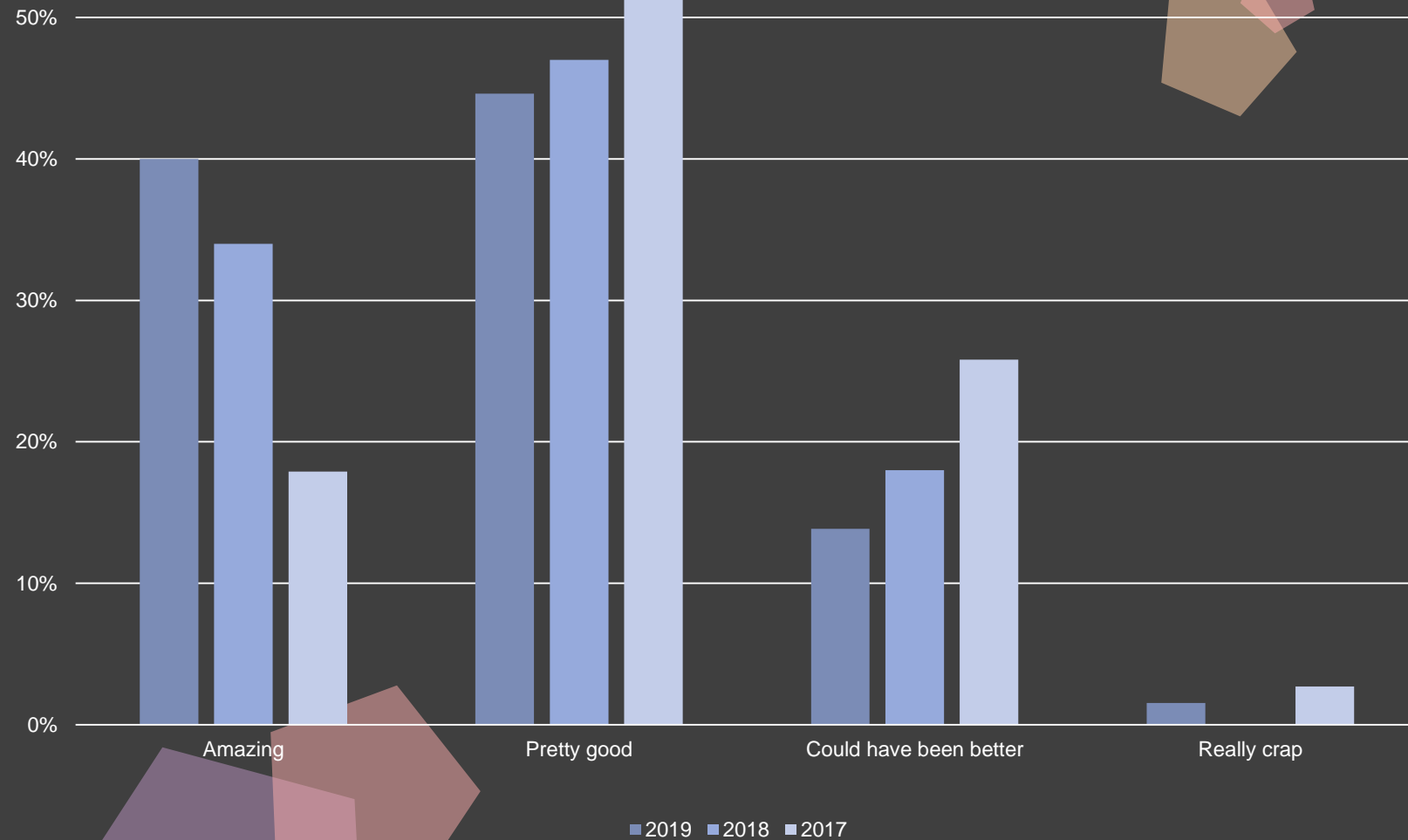
What were your overall impressions of the technology you experienced in 2019?



What were your overall impressions of the Theme Camps you experienced in 2019?




What were your overall impressions of the workshops you experienced in 2019?



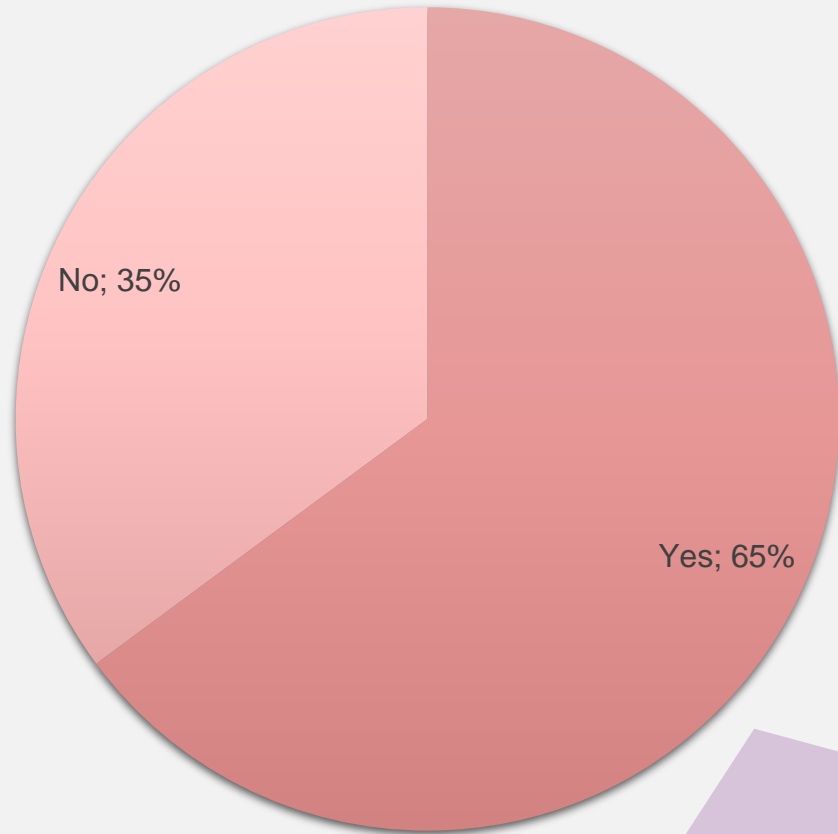


SECTION 8: INCLUSIVITY

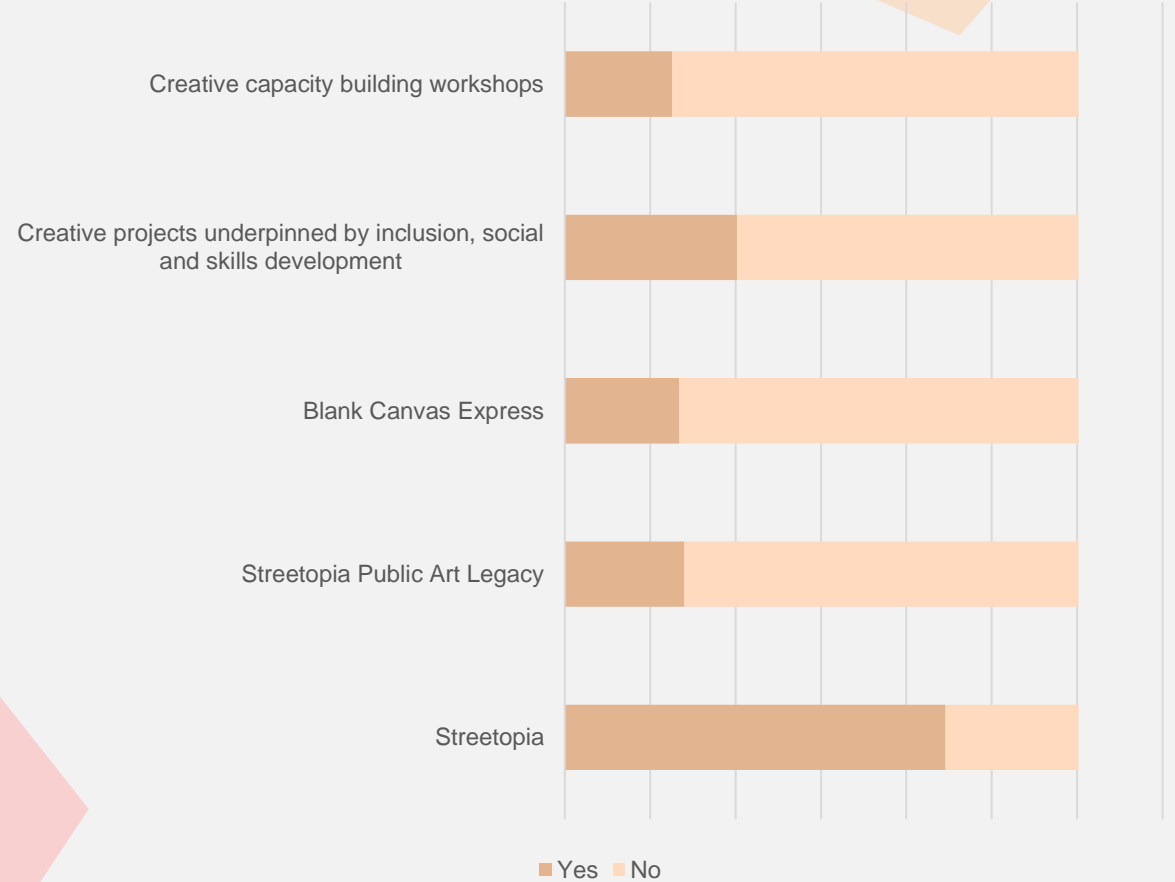
What are the mechanisms to make our main annual event and community more inclusive - and how aware are we of them?



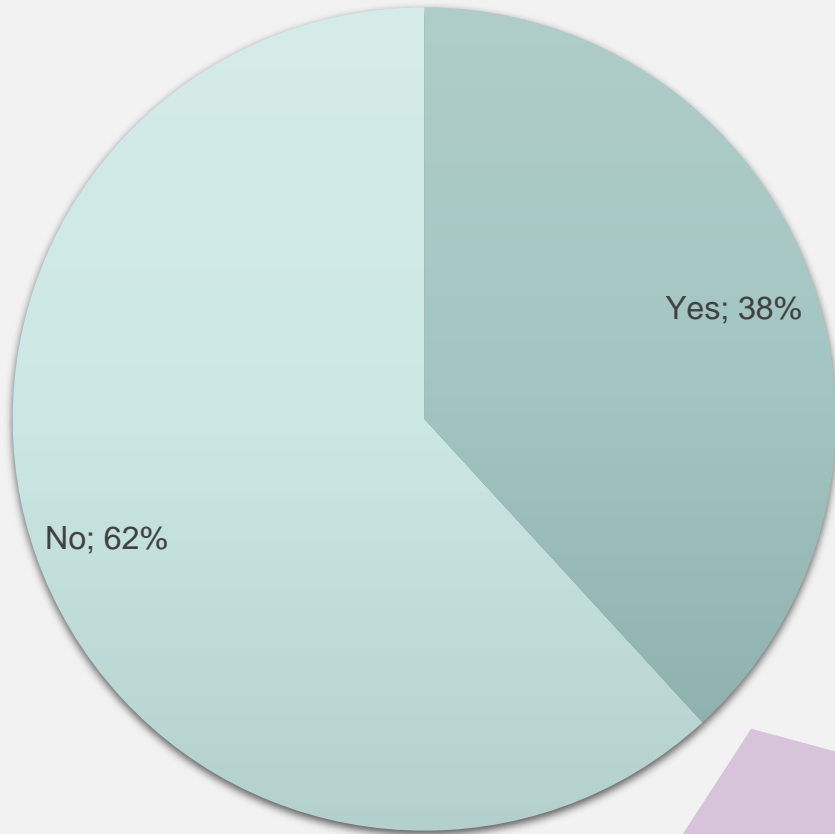
Are you aware that AfrikaBurn raises additional funds for inclusive arts development projects?



Which projects are you aware of?



Are you aware that 3.5% of AfrikaBurn's income goes to social development initiatives?

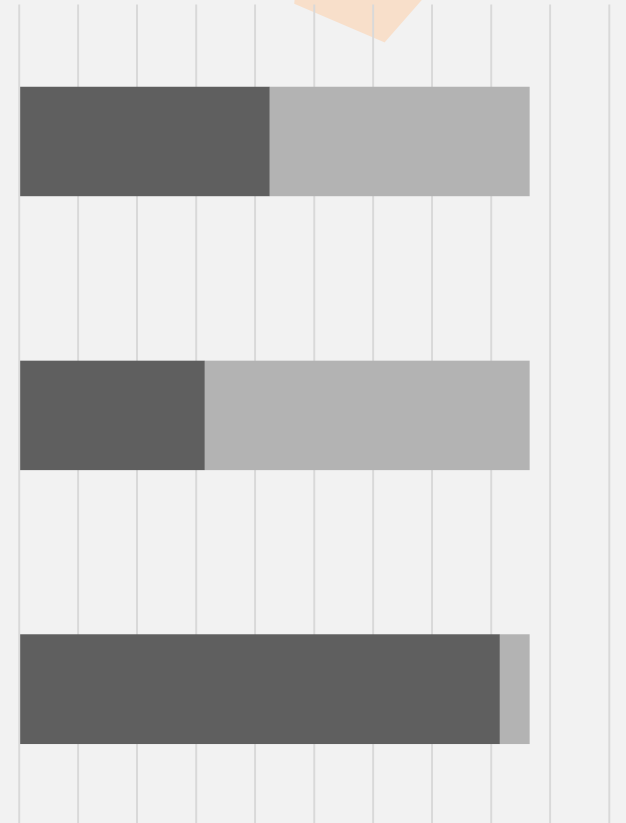


Which initiatives are you aware of?

Anathi Access Grants - supporting marginalised artists to get to and survive in Tankwa Town

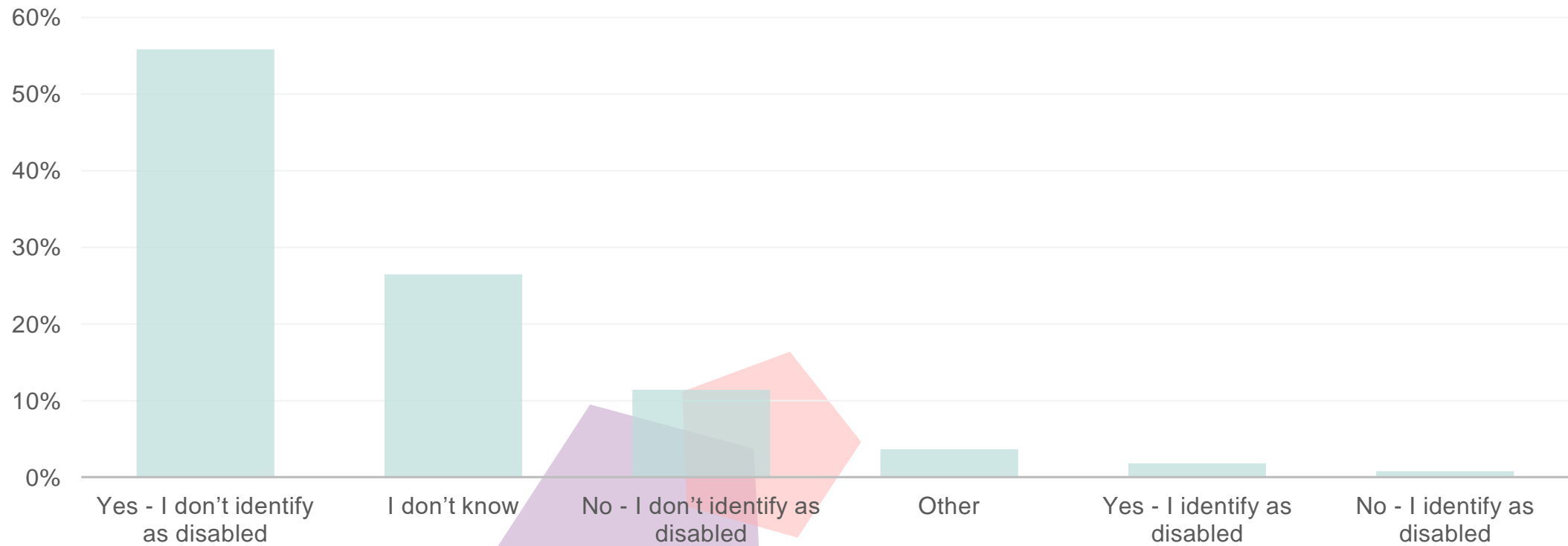
Spark Grants - micro-funding for community projects that link to the 11 Principles

Tankwa Outreach - supporting local schools, communities, and social development in the area surrounding the AfrikaBurn event site



■ Yes ■ No

If there was a mechanism with a focus on making the experience inclusive/accessible for people with visible and invisible disabilities, would you join it?



SECTION 9:

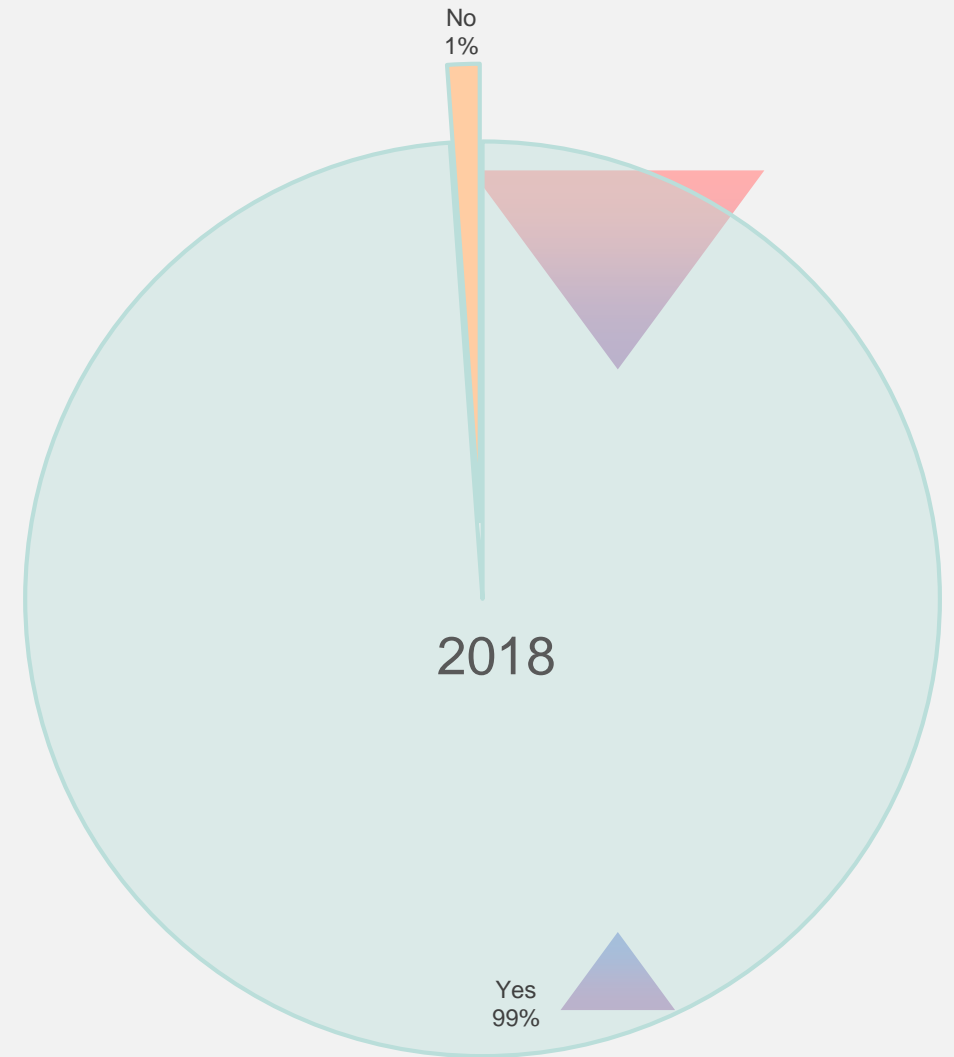
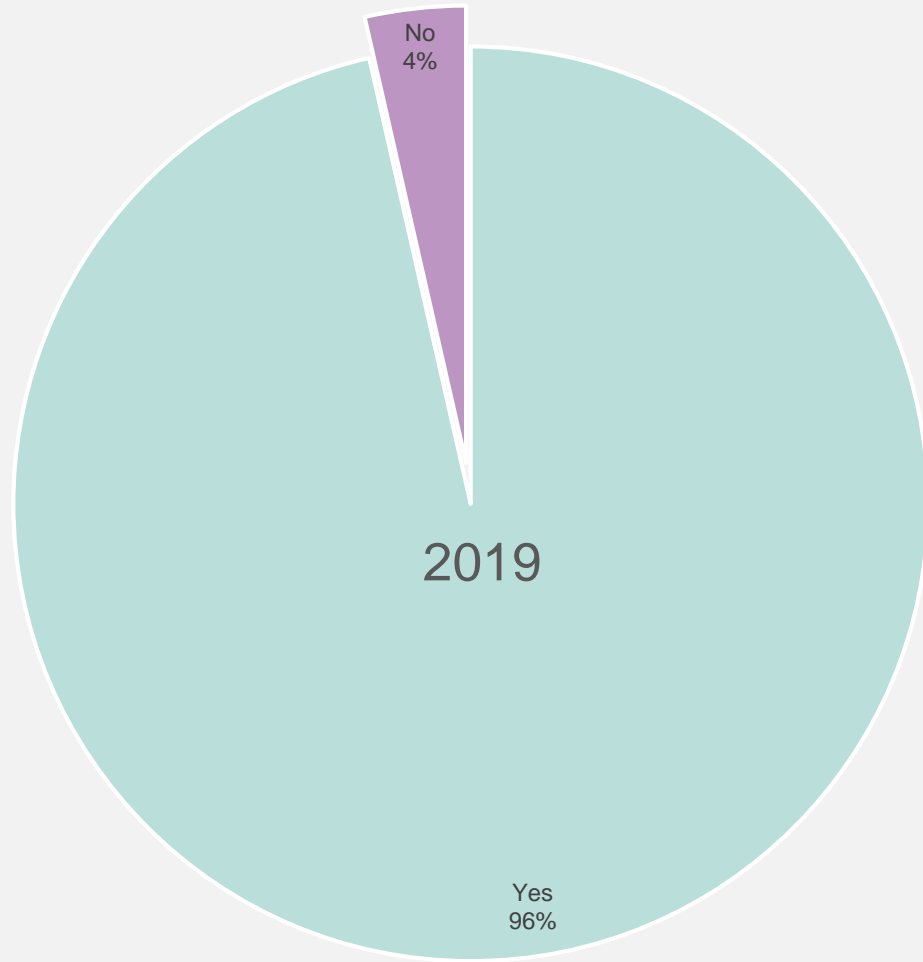


aidan tobias

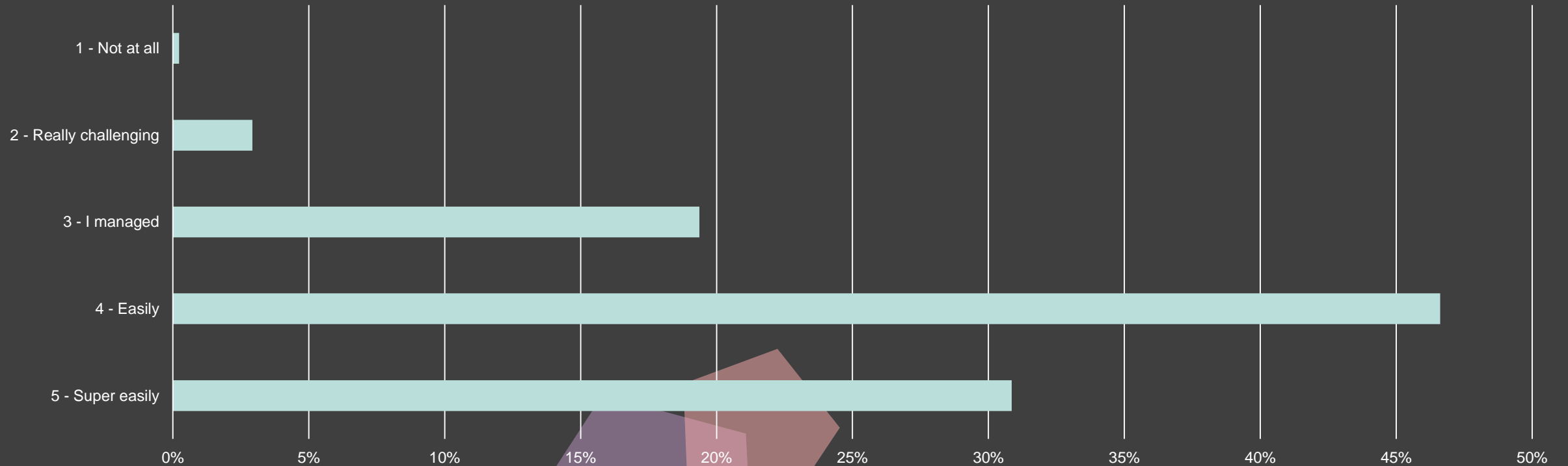
CULTURE

What principles are our culture informed by, and how aware is our community of them?

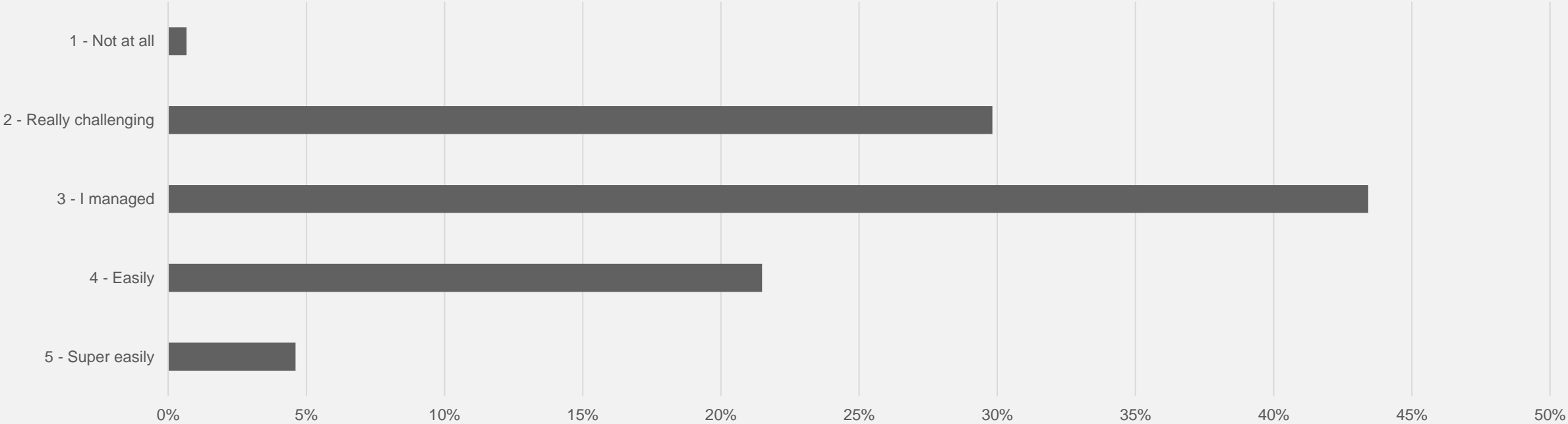
Are you aware that there are eleven principles that guide the AfrikaBurn movement?



In Tankwa Town, did you understand and feel able to implement the 11 principles?



In the default world are you able to apply and implement the 11 principles?

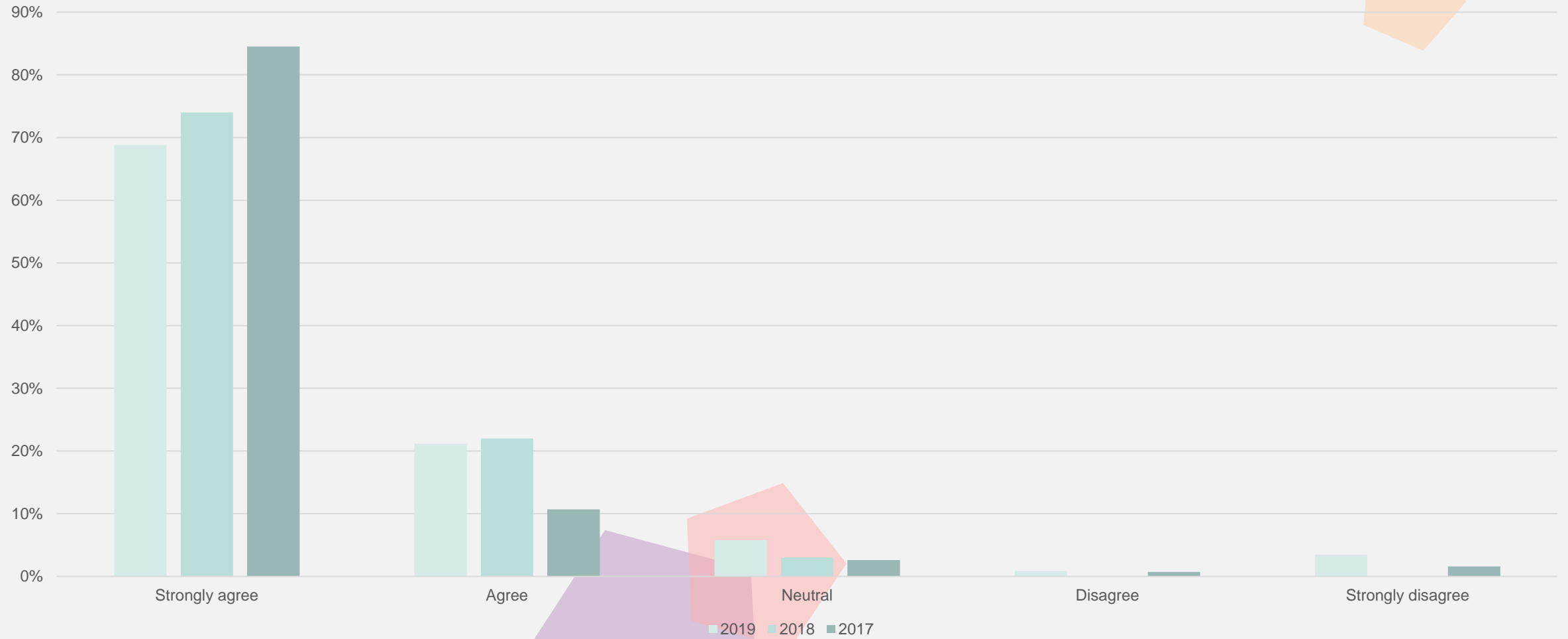


FUN FACT: 91% of our community were inspired to engage more deeply with AfrikaBurn

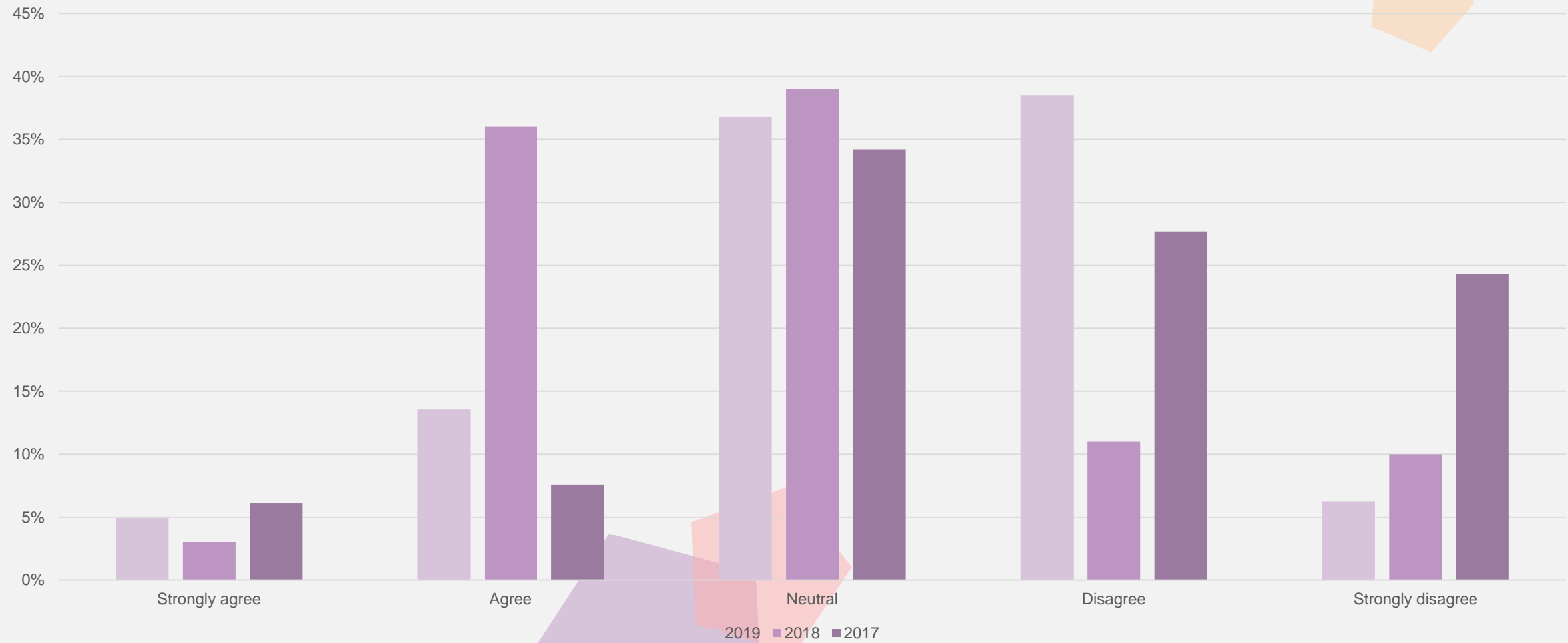
Please let us
know how
much the
following
statements
reflect your
point of view:

For the final part of the survey, participants were shown a series of statements and asked whether they agreed or not:

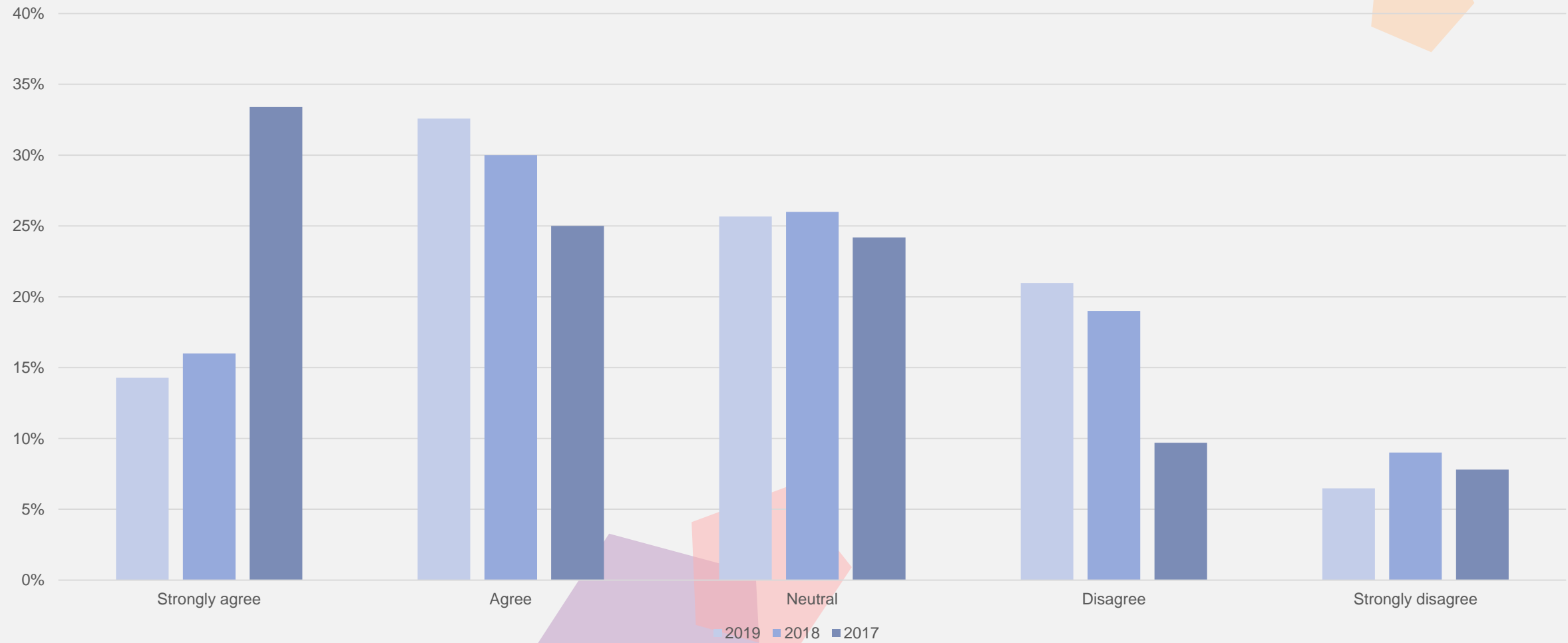
Everyone who attends AfrikaBurn should be familiar with the 11 principles.



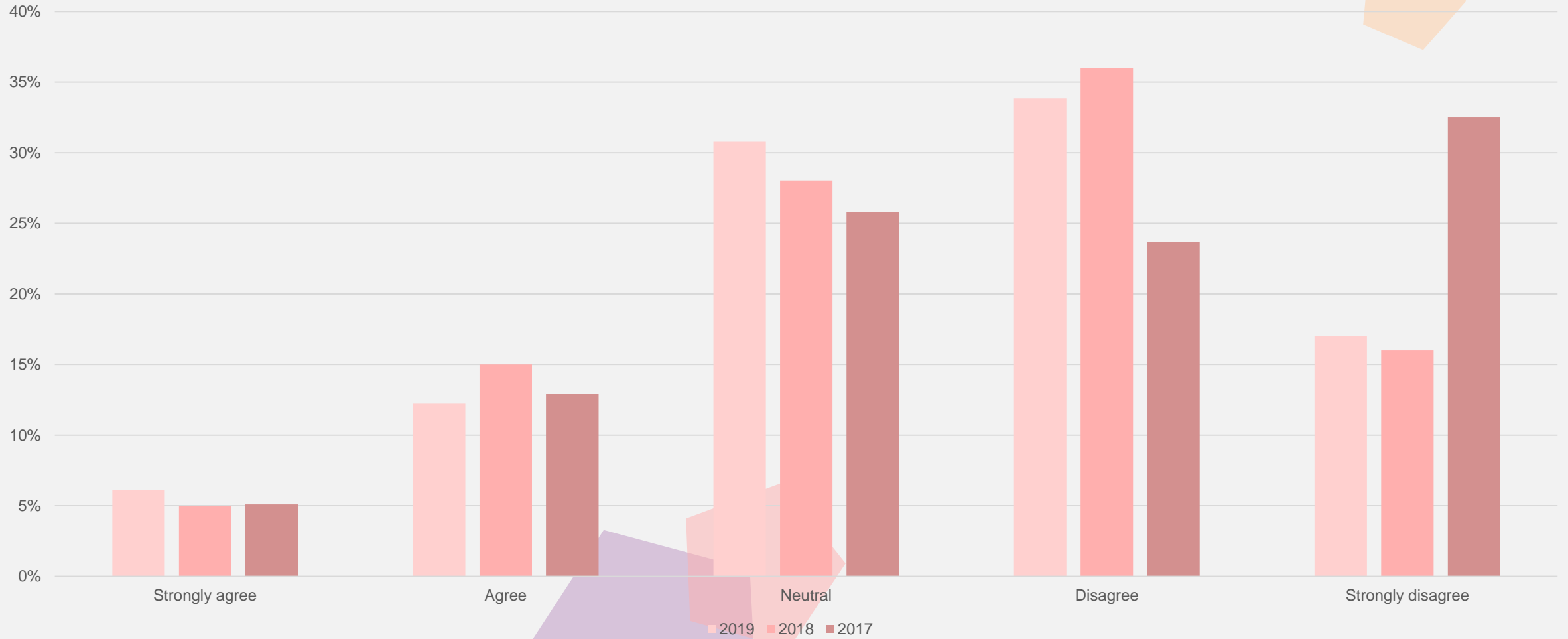
The AfrikaBurn event is too short.



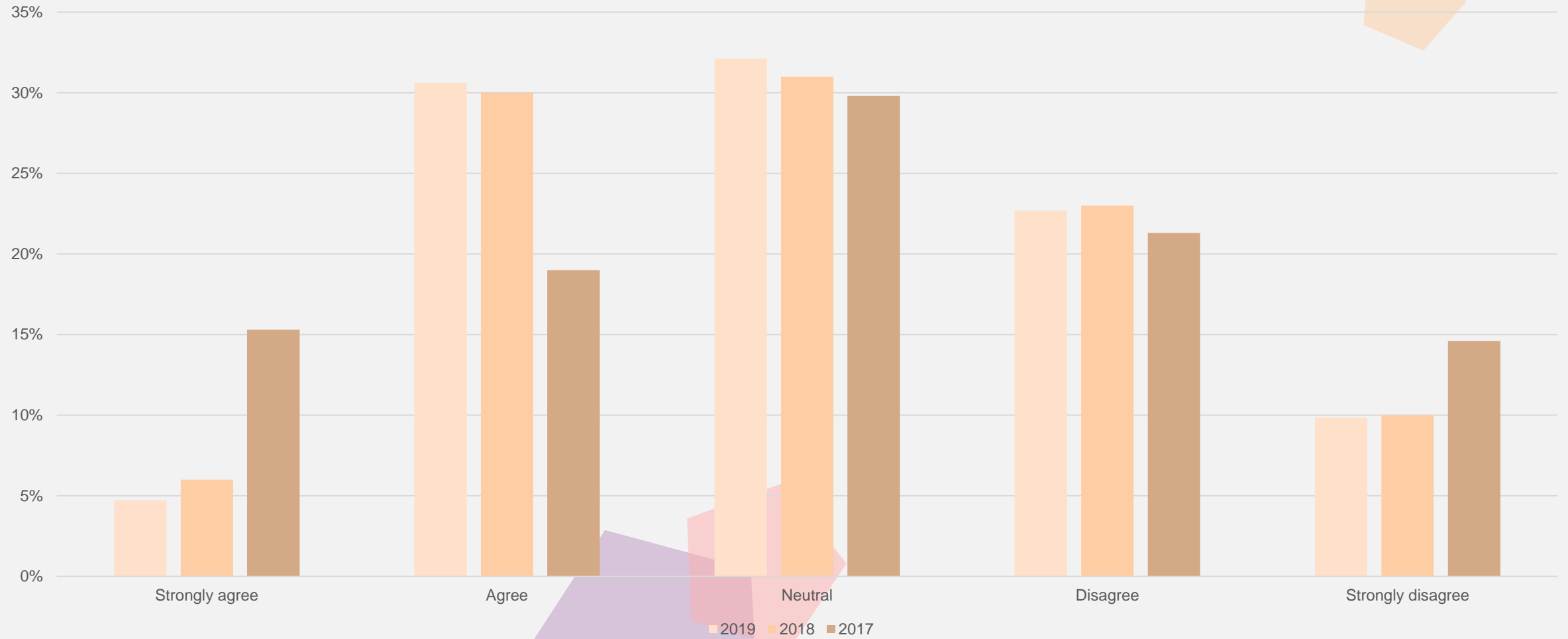
Ticket sales should be limited and participants vetted.



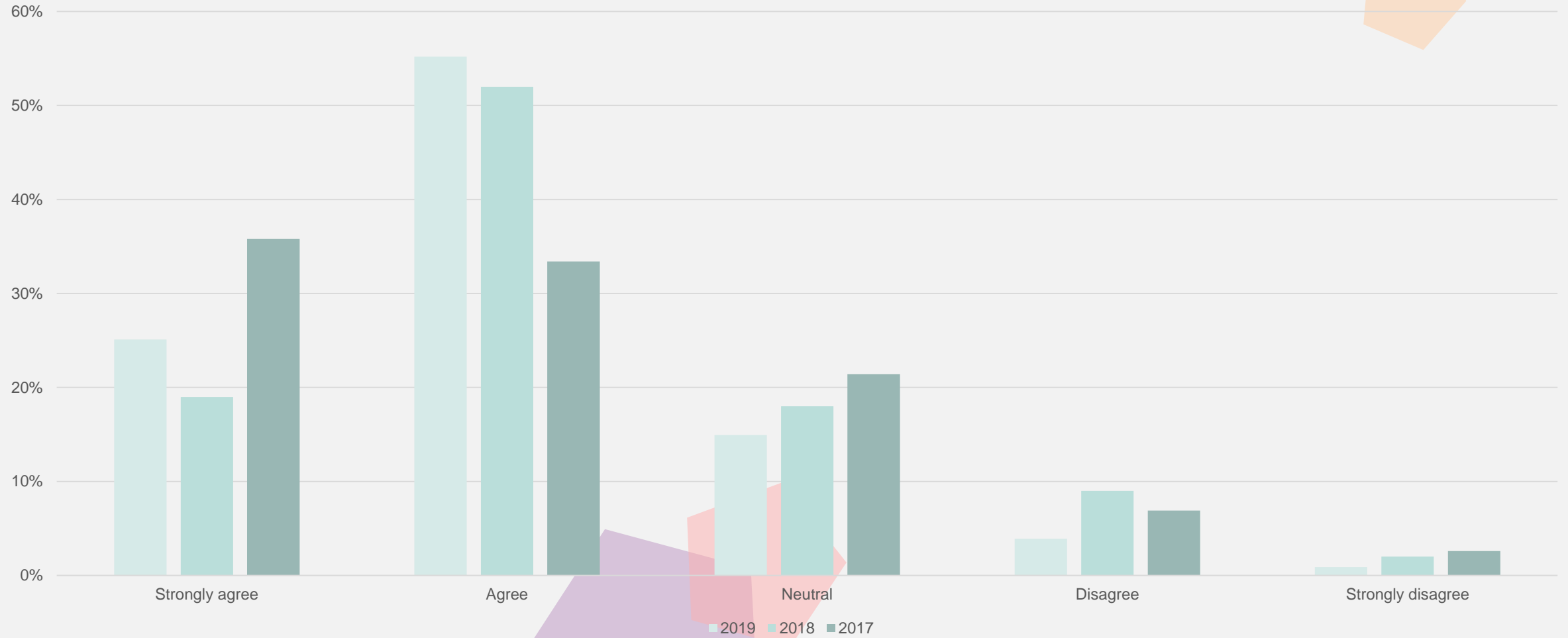
The price of the AfrikaBurn event tickets is too expensive for me.



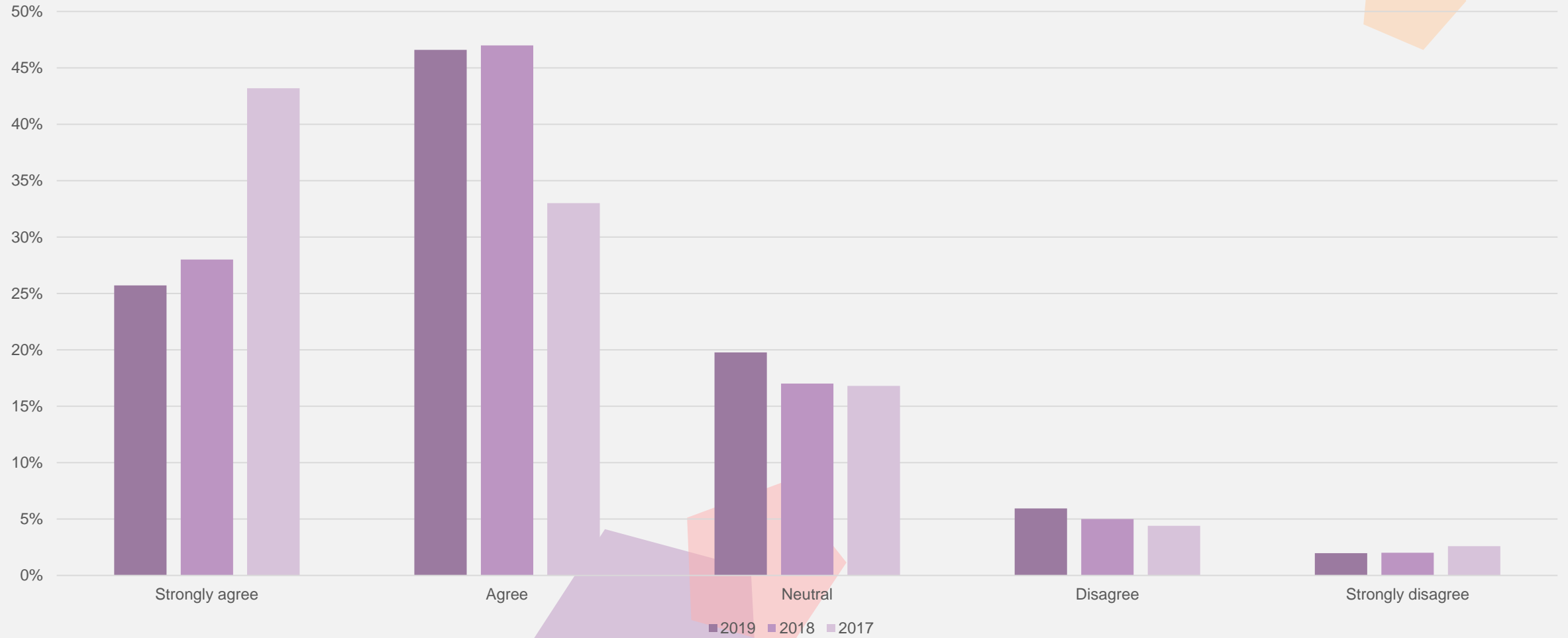
It is fine that there are people who attend the event that do not volunteer.



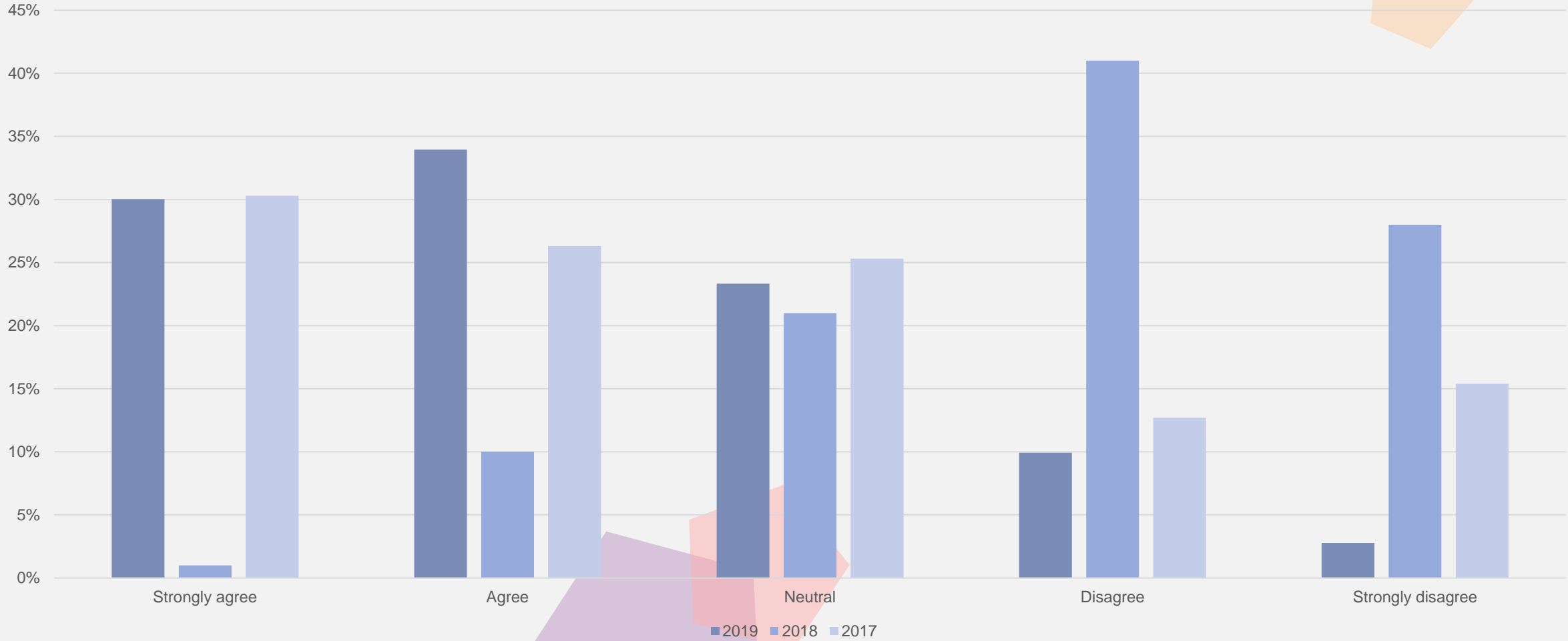
The AfrikaBurn Burner Bio and ticket system works really well.



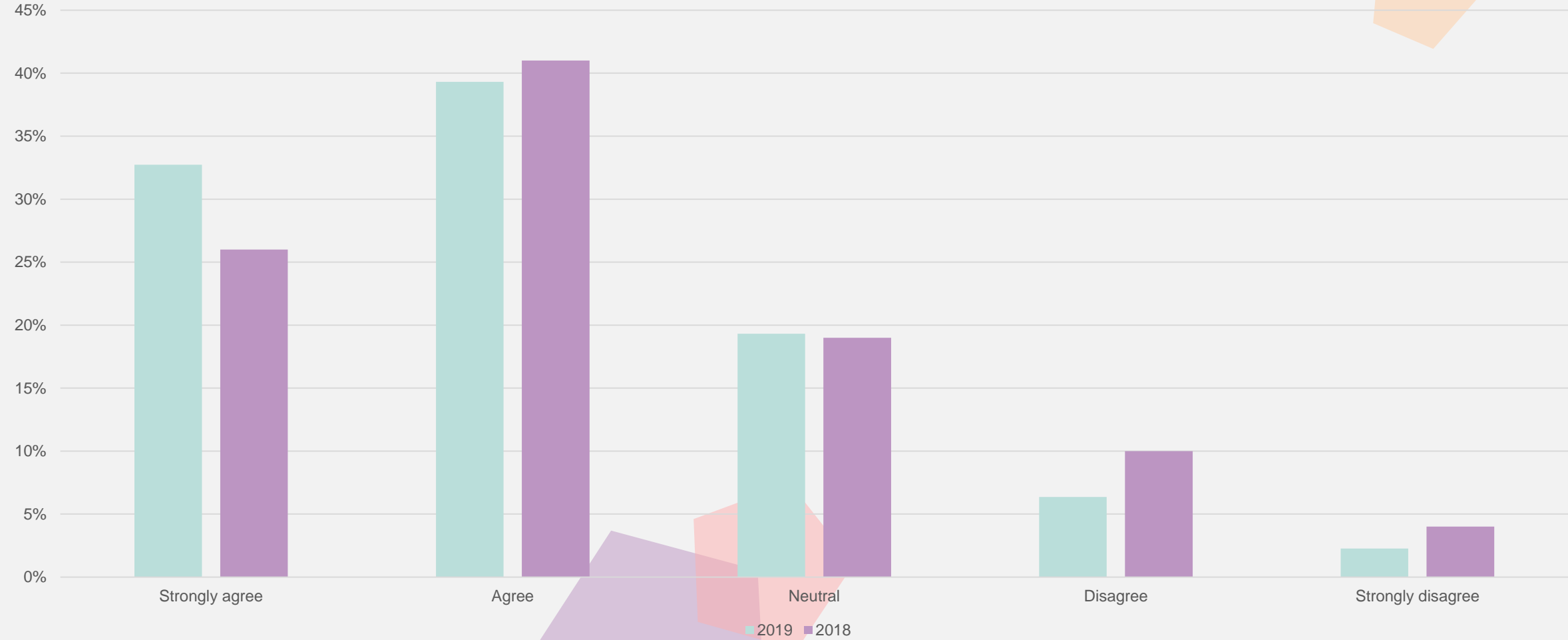
Creative crews and “long-standing/active participants” should be given preference for tickets.



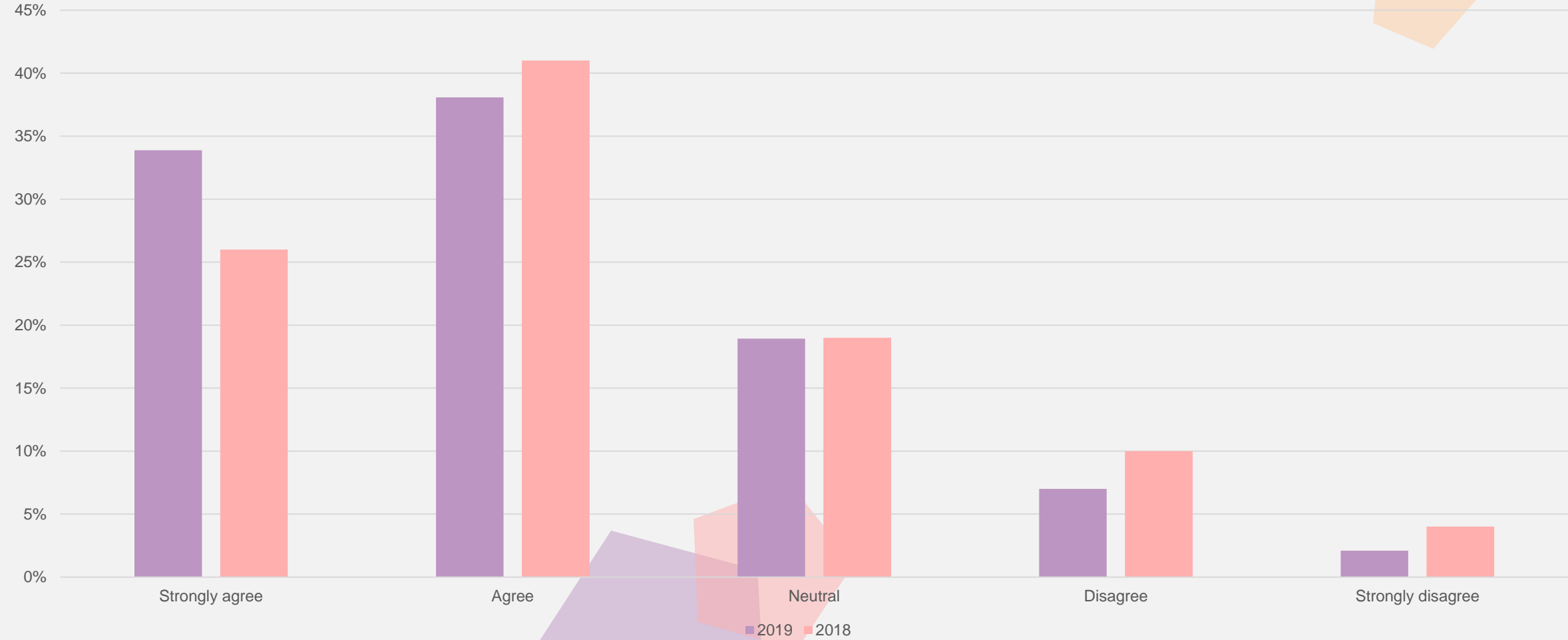
I invest a lot of time and effort into projects and planning related to AfrikaBurn.



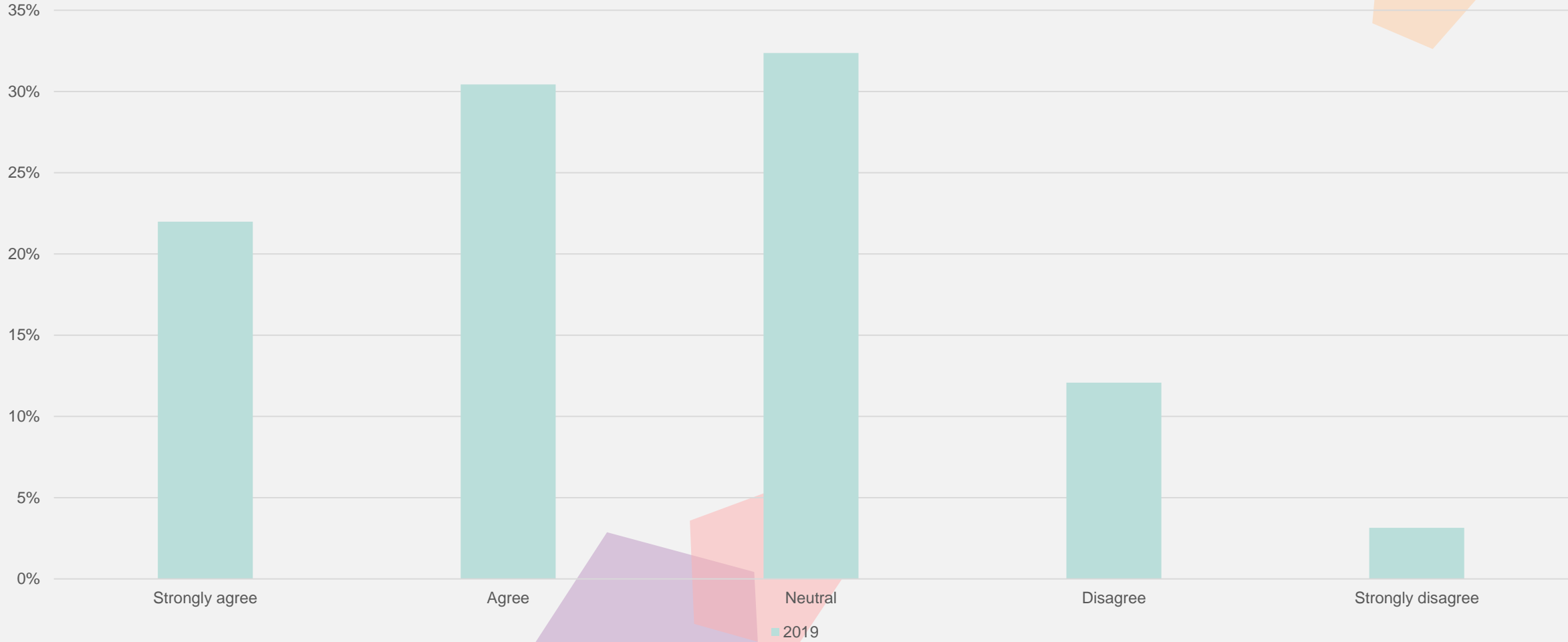
AfrikaBurn profiles South Africa as a tourism destination.



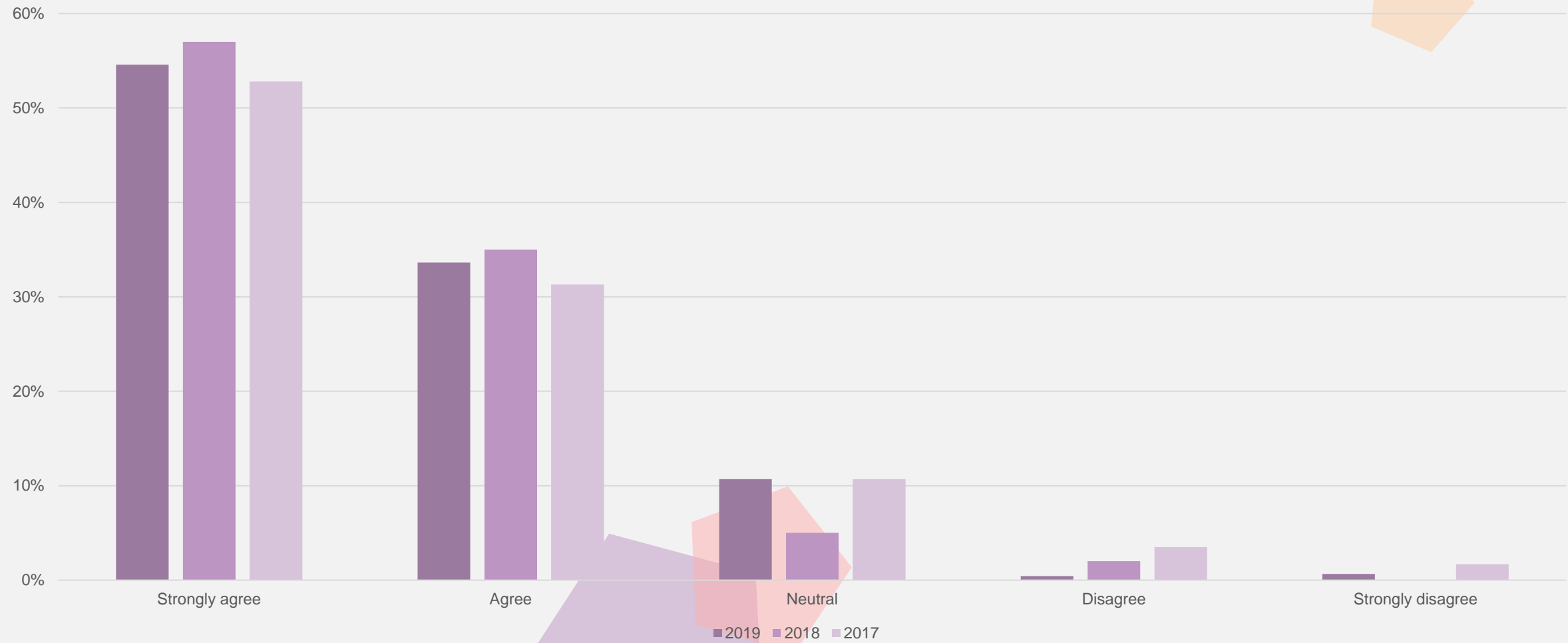
AfrikaBurn profiles Western Cape as a tourism destination.



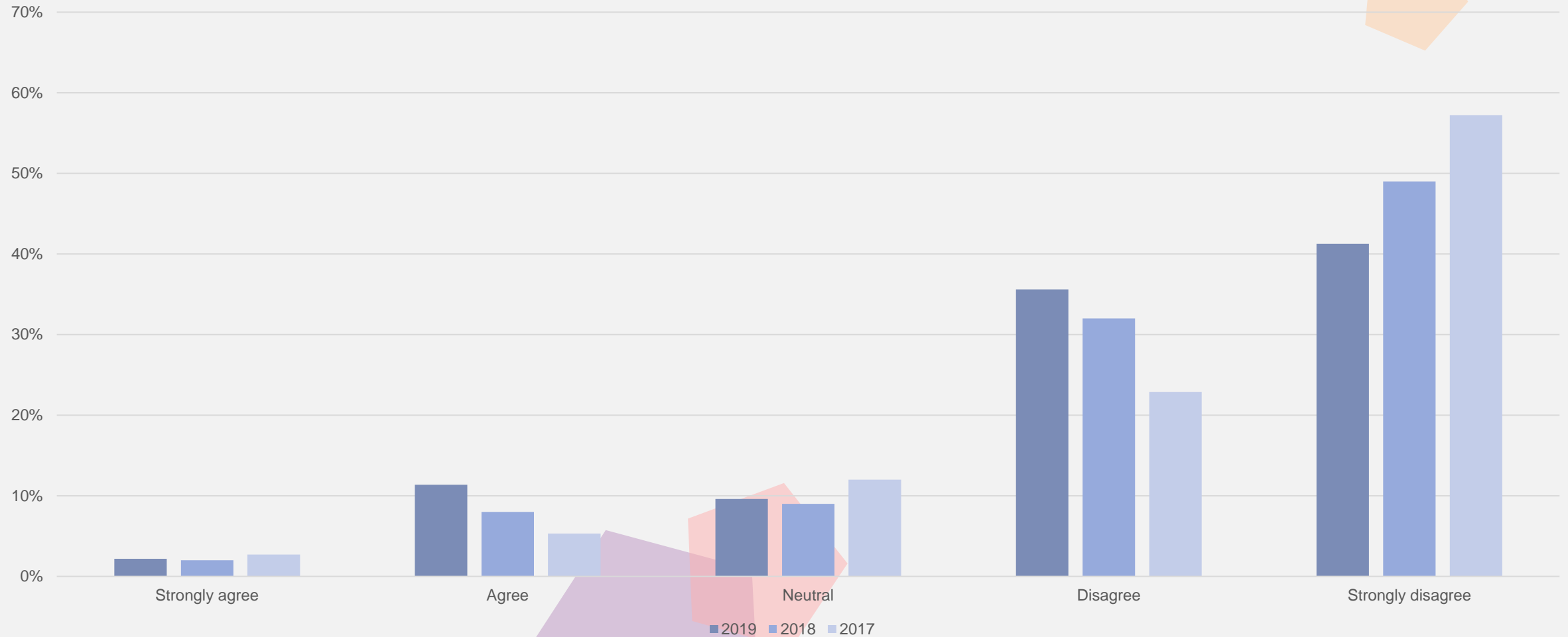
AfrikaBurn profiles Northern Cape as a tourism destination.



I experienced empowering moments.

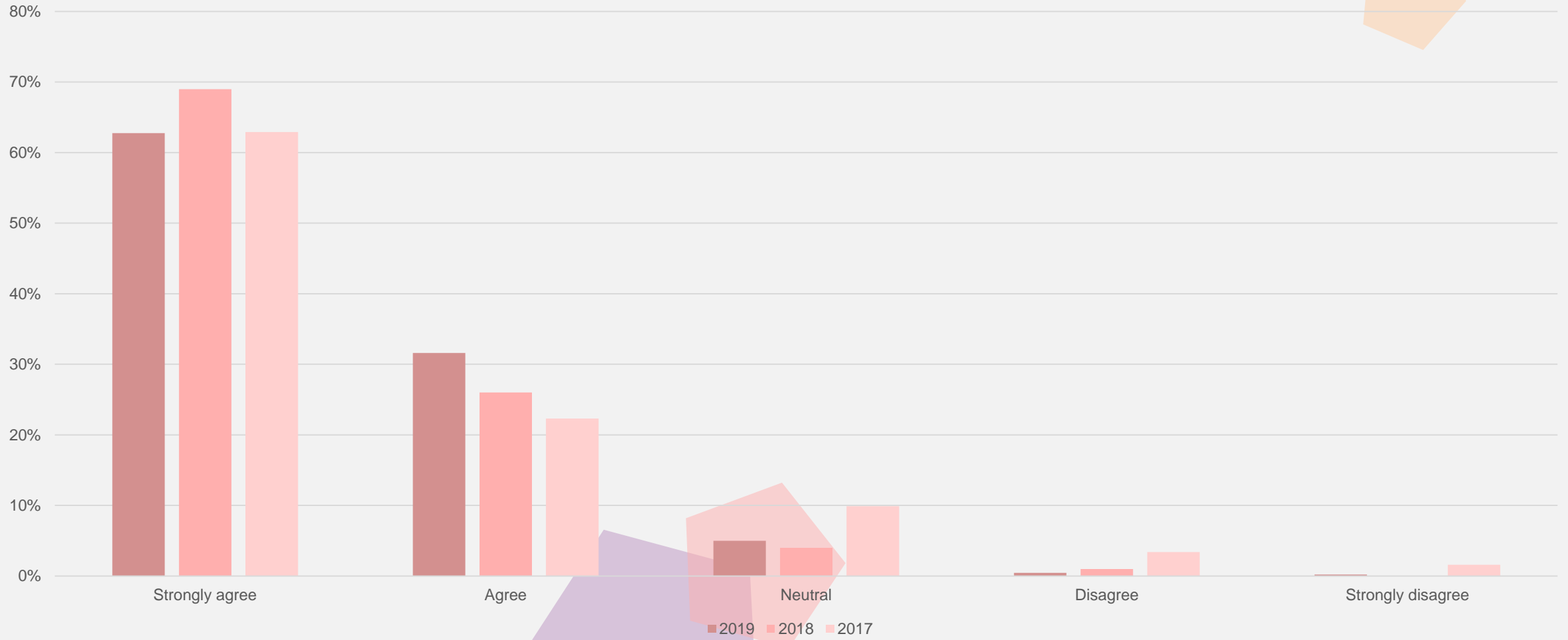


I experienced harassment from people around me.

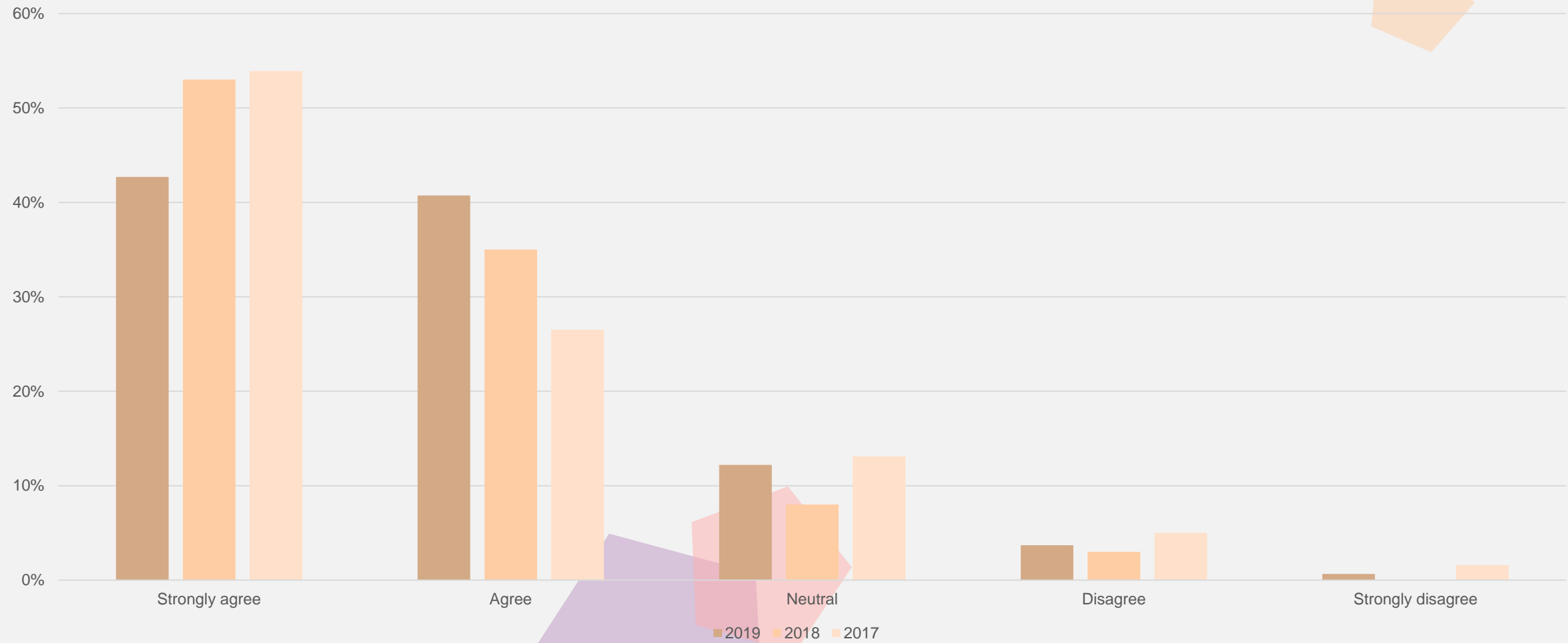


KAK FACT: This year, 13% of our community experienced harassment during the event. This is up from around 10% last year, and almost double the 7% in 2013. Shocking.

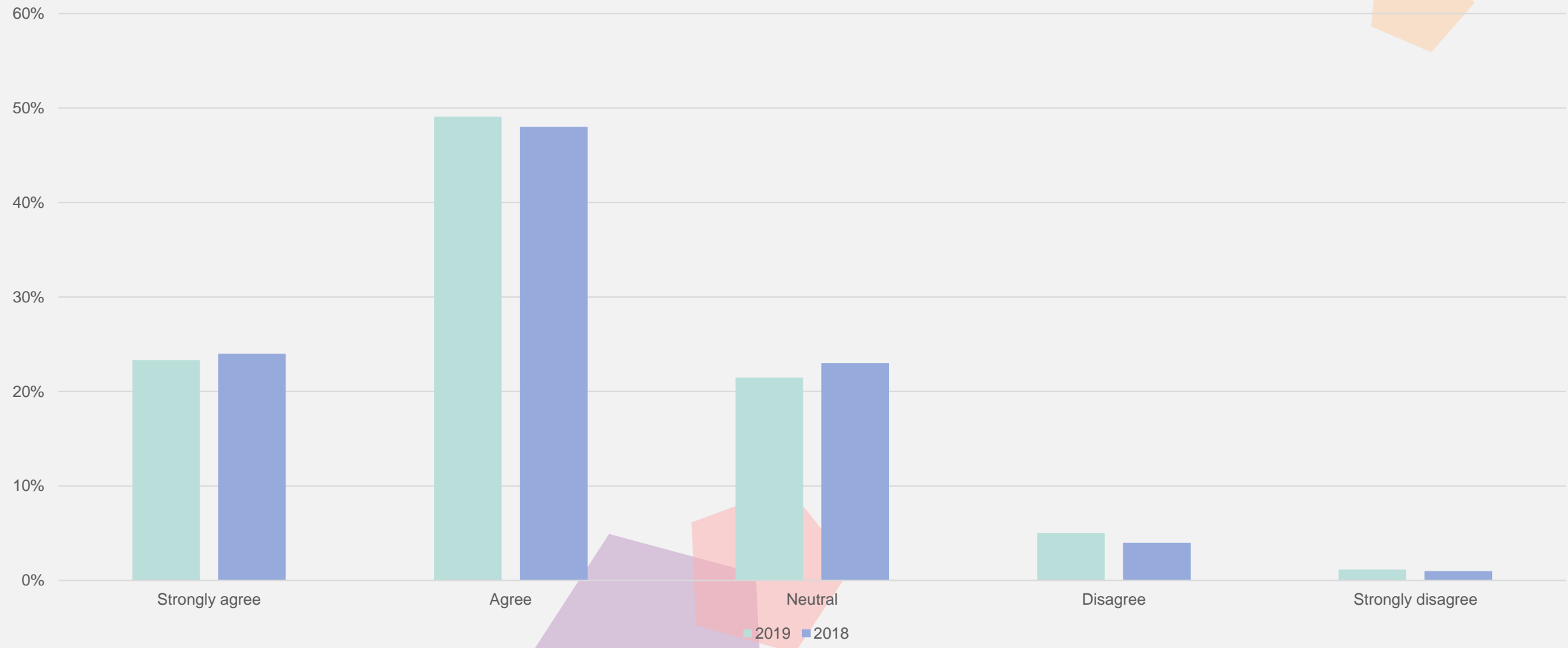
The event inspired me.



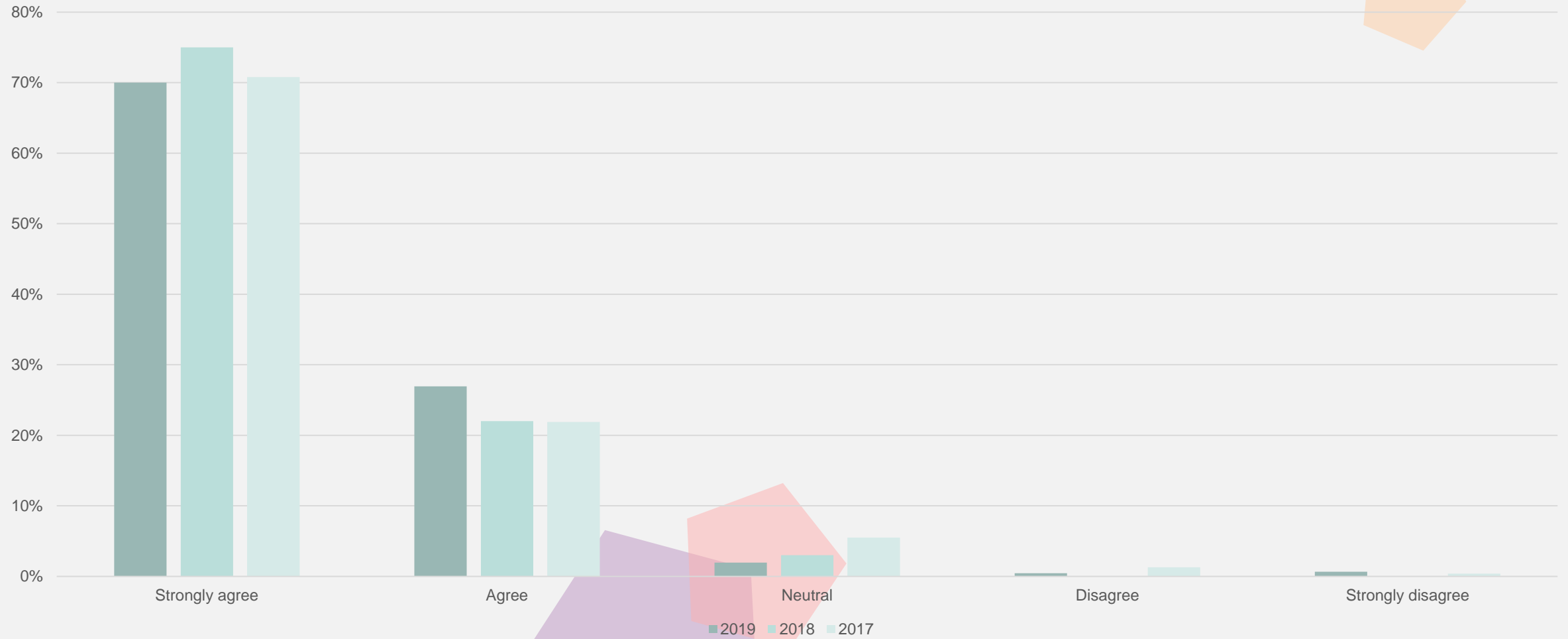
The event challenged me.



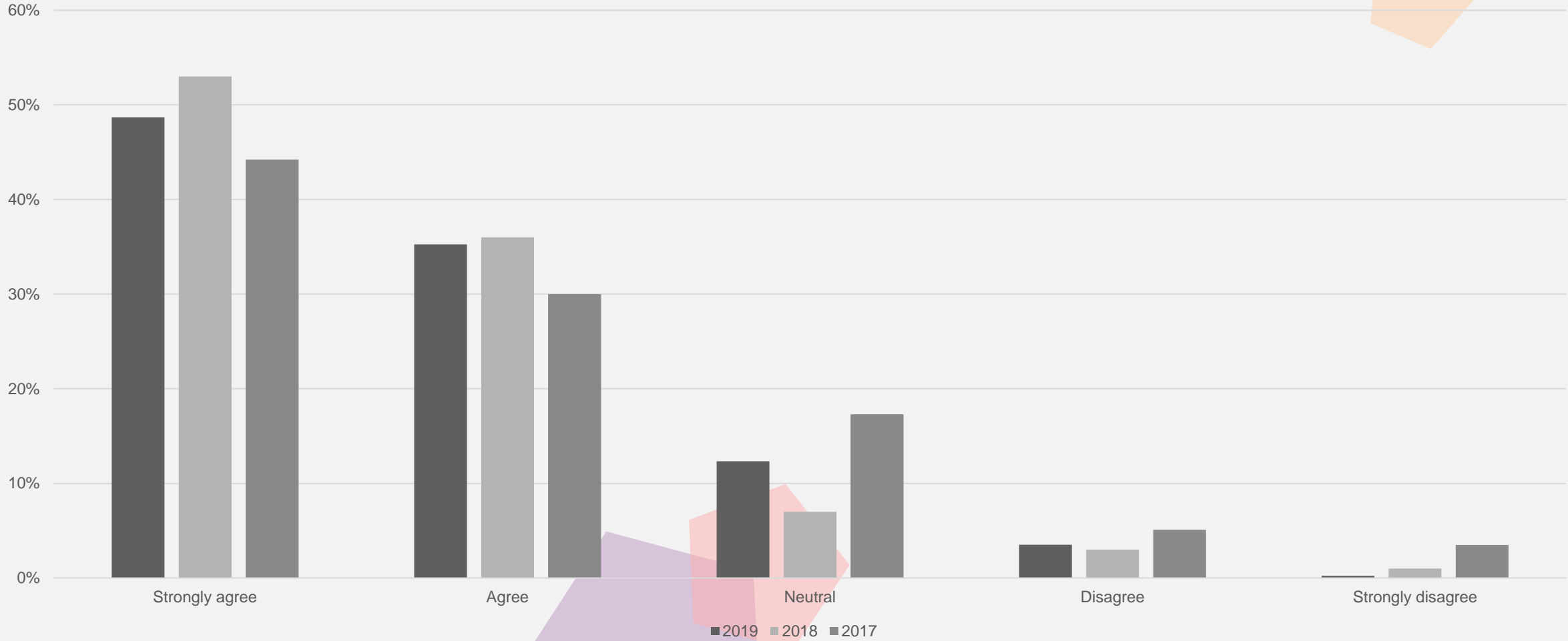
AfrikaBurn provides a platform for contributing to social / charity-related initiatives.



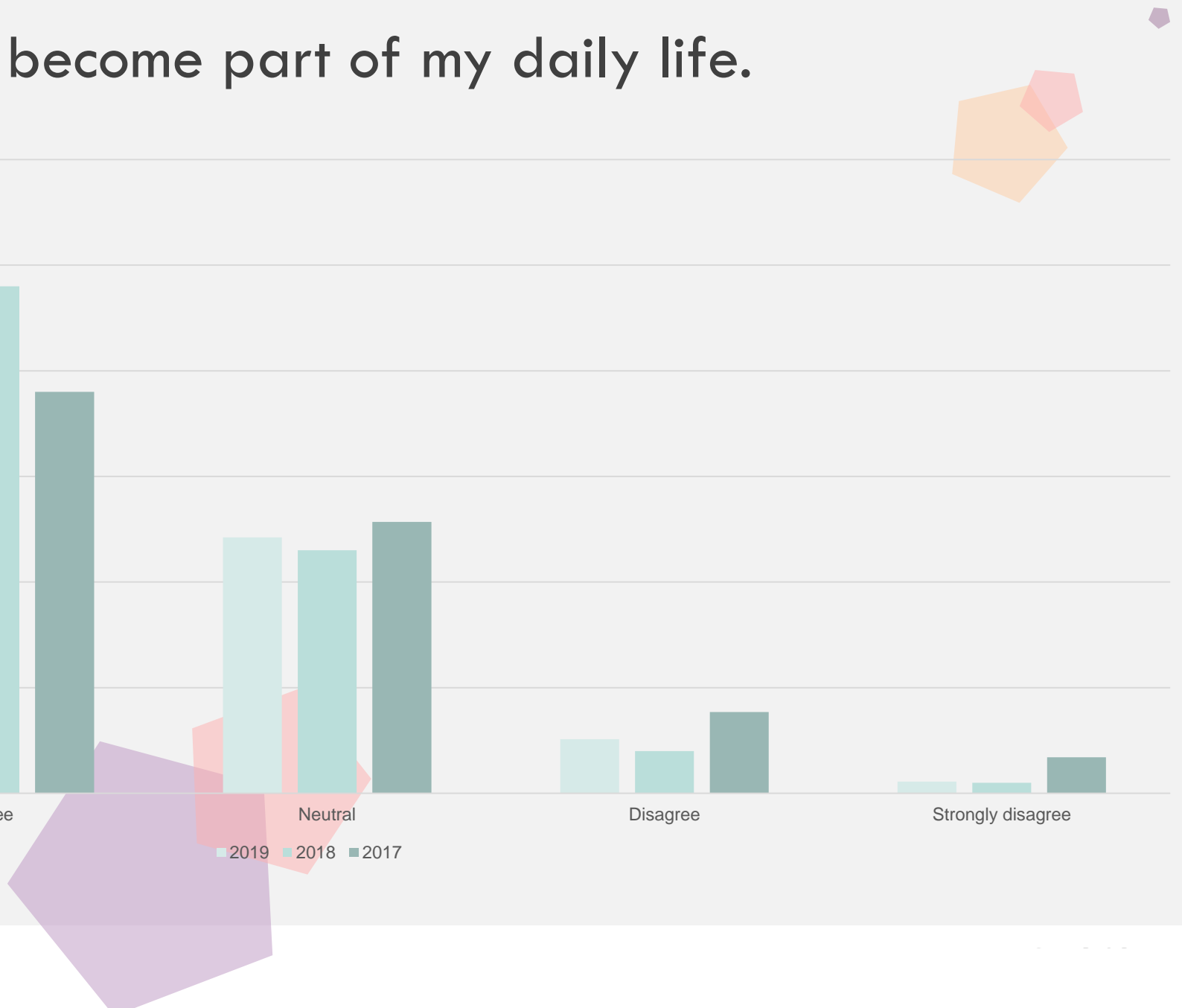
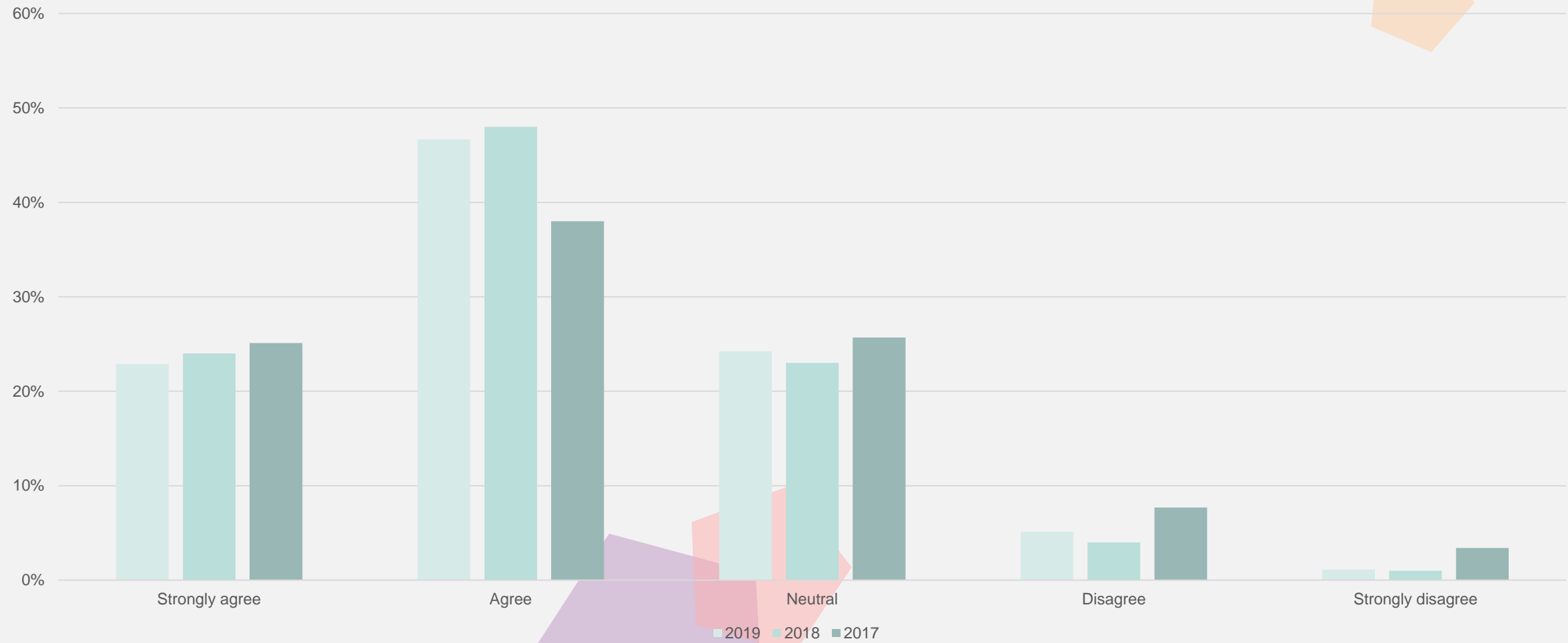
I had a lot of fun at the AfrikaBurn events I've attended.



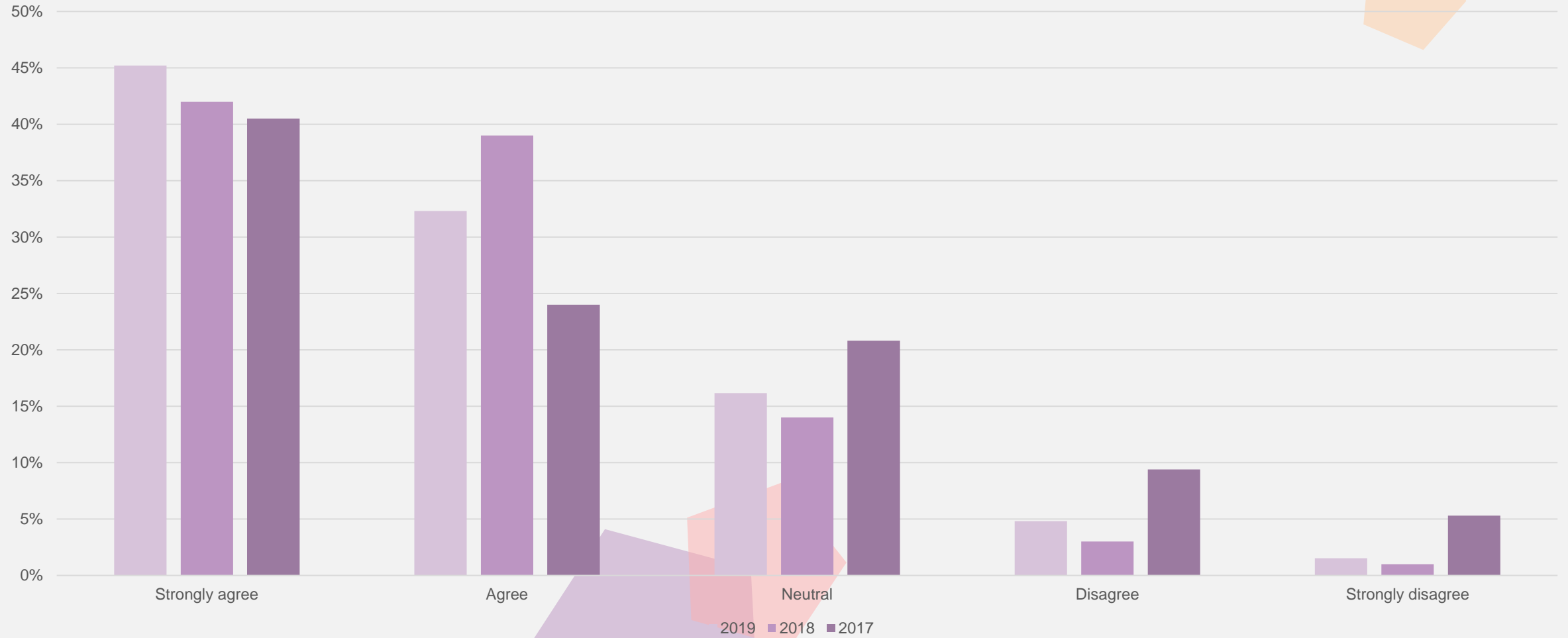
My life has been changed/transformed by my experiences at these events.



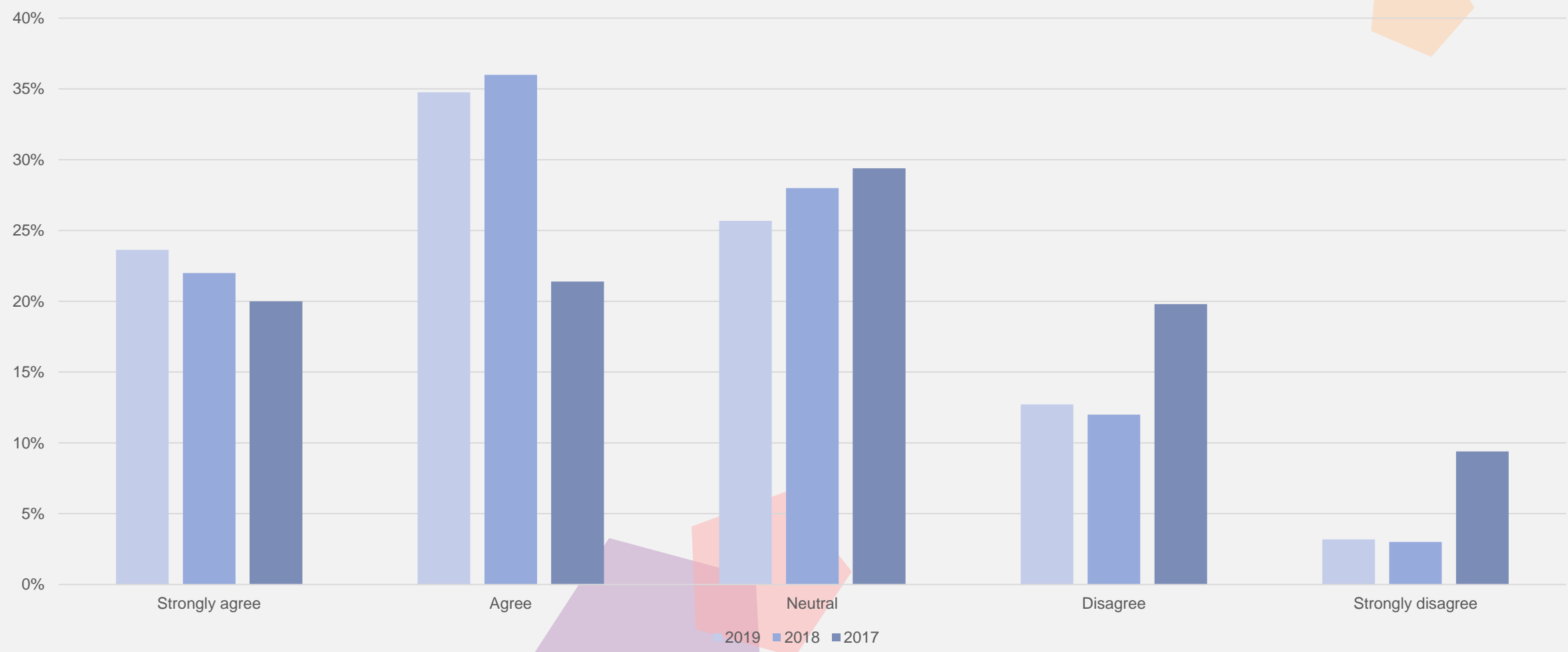
The 11 principles have become part of my daily life.



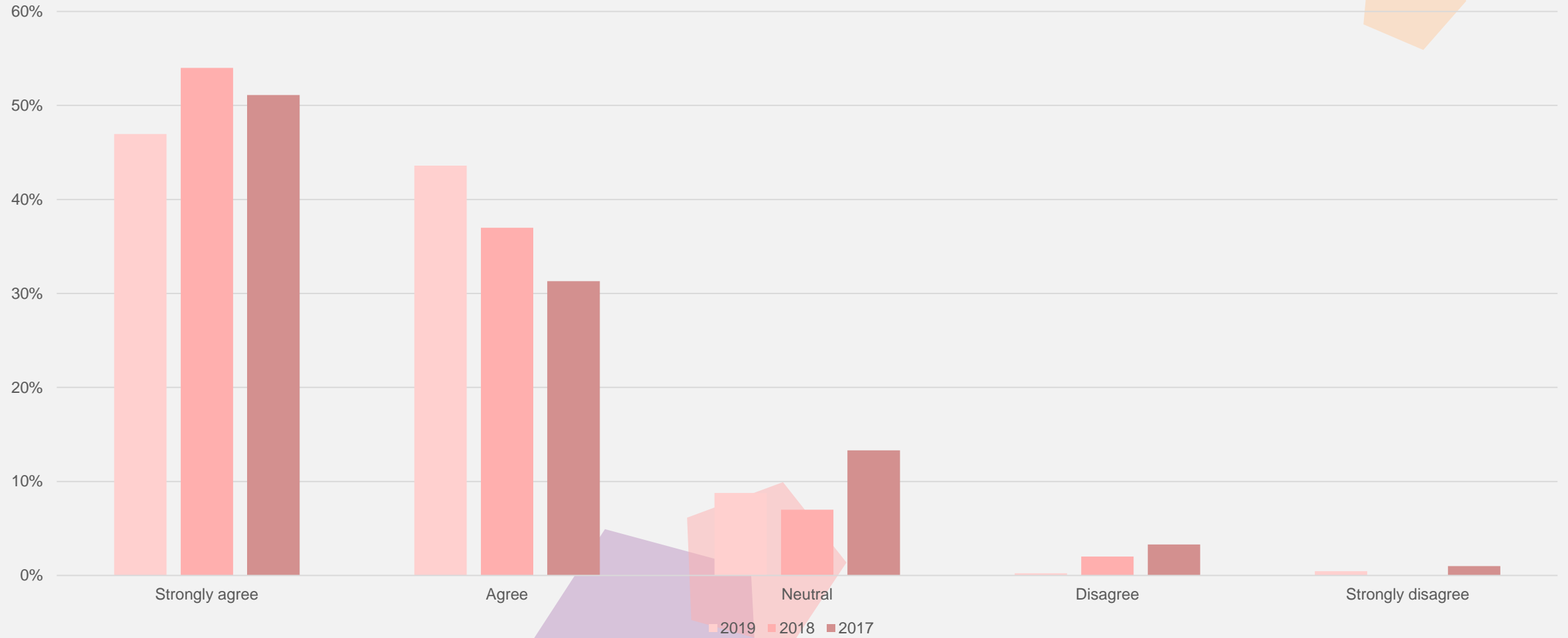
I define myself as a Burner.



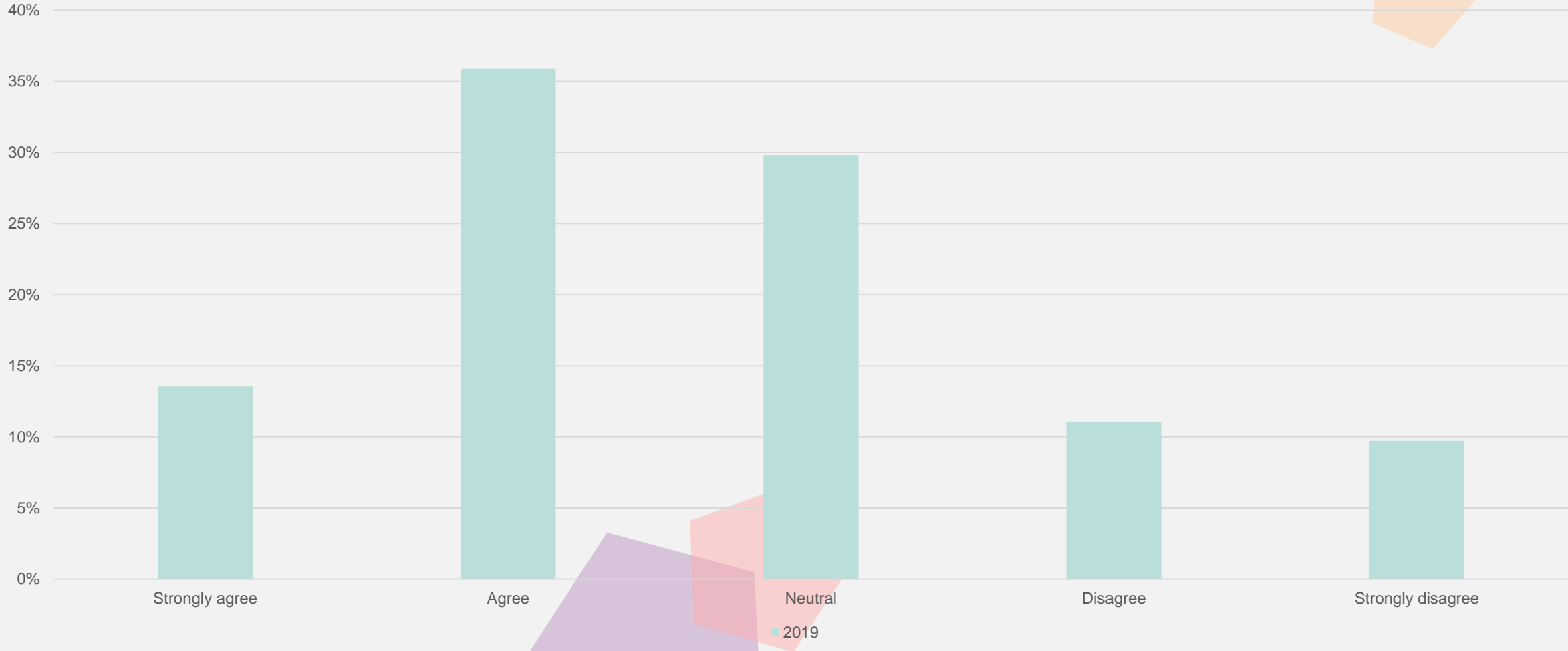
I'm part of the AfrikaBurn community outside of the event.



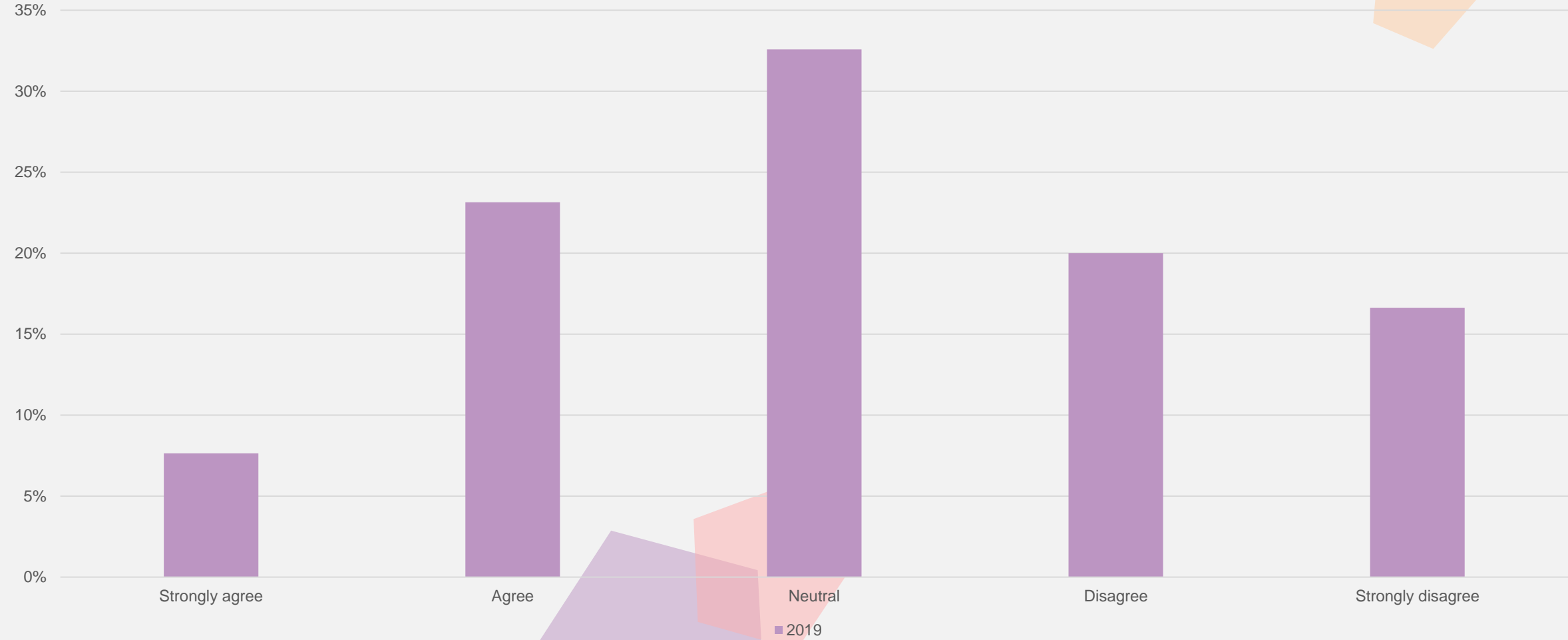
The community and organisation is united in something worthwhile.

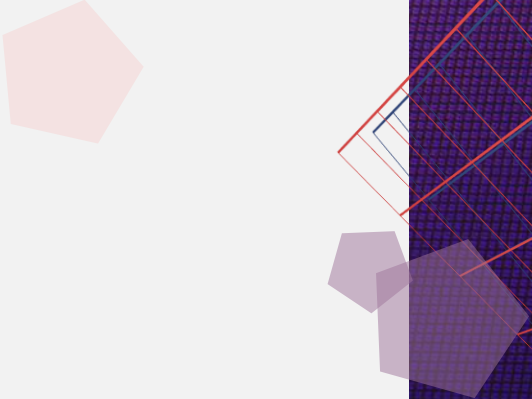


AfrikaBurn is a great place for young children.



AfrikaBurn is a great place for teenagers.






If you've got any good ideas, or the skills to make an even more impressive (and accurate) survey, please get in touch with the communications@afrikaburn.com team and we'll hook you up with the data.

Our survey team needs fresh blood. We've got a good thing going, and want to pass the torch.



VOLUNTEER

Want to help with this project?
Volunteer to join the 2020 survey team.



AfrikaBurn '19
SURVEY



THANK YOU



Contact:

The Tim Doyle

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communications@afrikaburn.com