

Firefly Survey 2016

Firefly Survey Core

December 30, 2016

Basic Overview

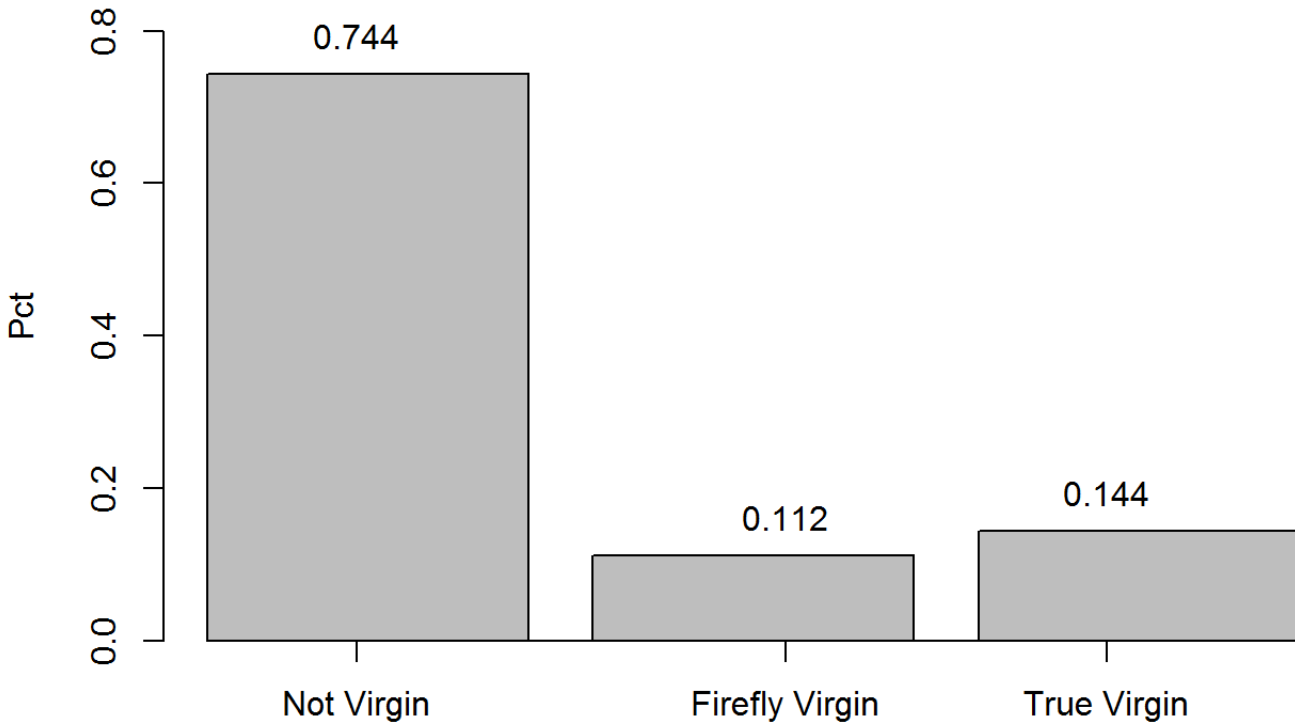
We collected 250 respondents, roughly 1/4 of the event. Note that a 25% response rate is more than twice as high as most national survey firms. We asked 33 questions (compared to more than 100 in 2015), and as a result, we have both more respondents and a higher completion rate. Questions were in several categories:

1. Firefly basics
2. Demographics
3. Safety and Comfort
4. Participation
5. Experience in 2016

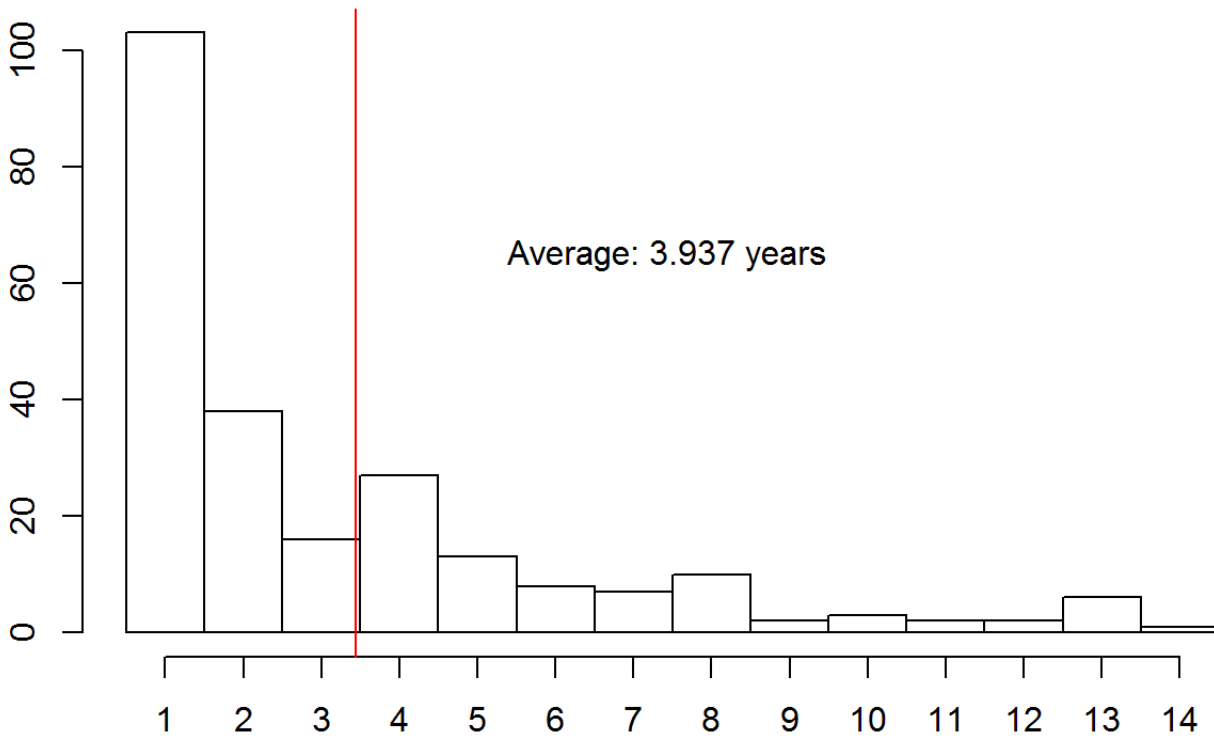
Firefly Basics

Firefly was more than 25% newcomers in 2016, despite an average of 4 years of attendance. Some terminology: A Firefly Virgin is someone who has never been to Firefly, but has been to other burns. A True Virgin is someone who has never been to any burn at all.

Firefly Virgins



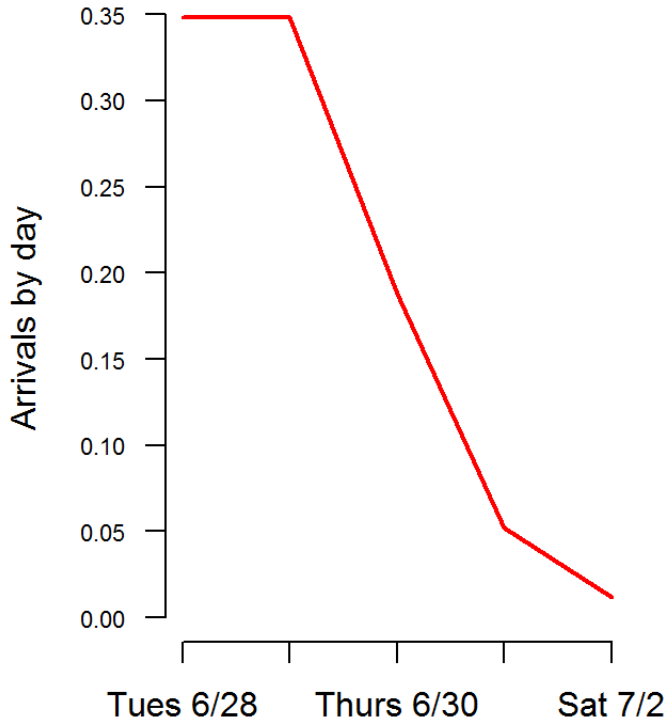
How many Fireflies have you attended, including this one?



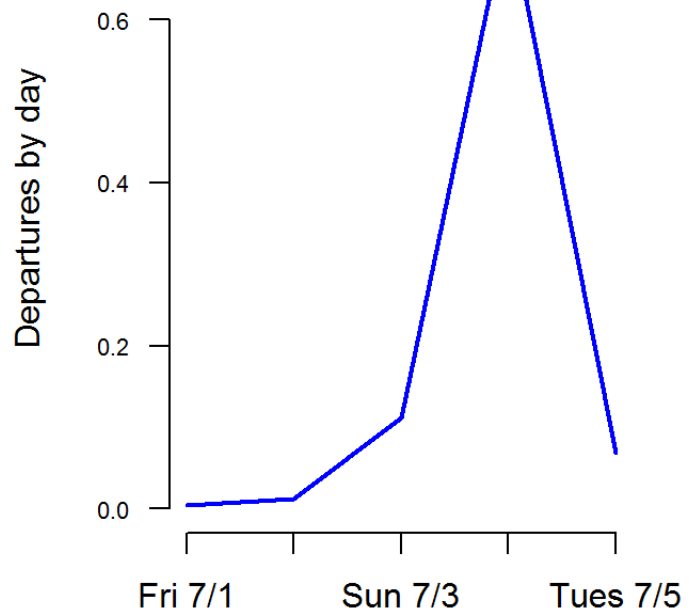
Arrival and Departure

Most people show up on Tuesday and Wednesday. Most people leave on Monday. Almost no one shows up on Saturday, and barely 5% arrive on Friday.

Arrivals



Departures



Demographics

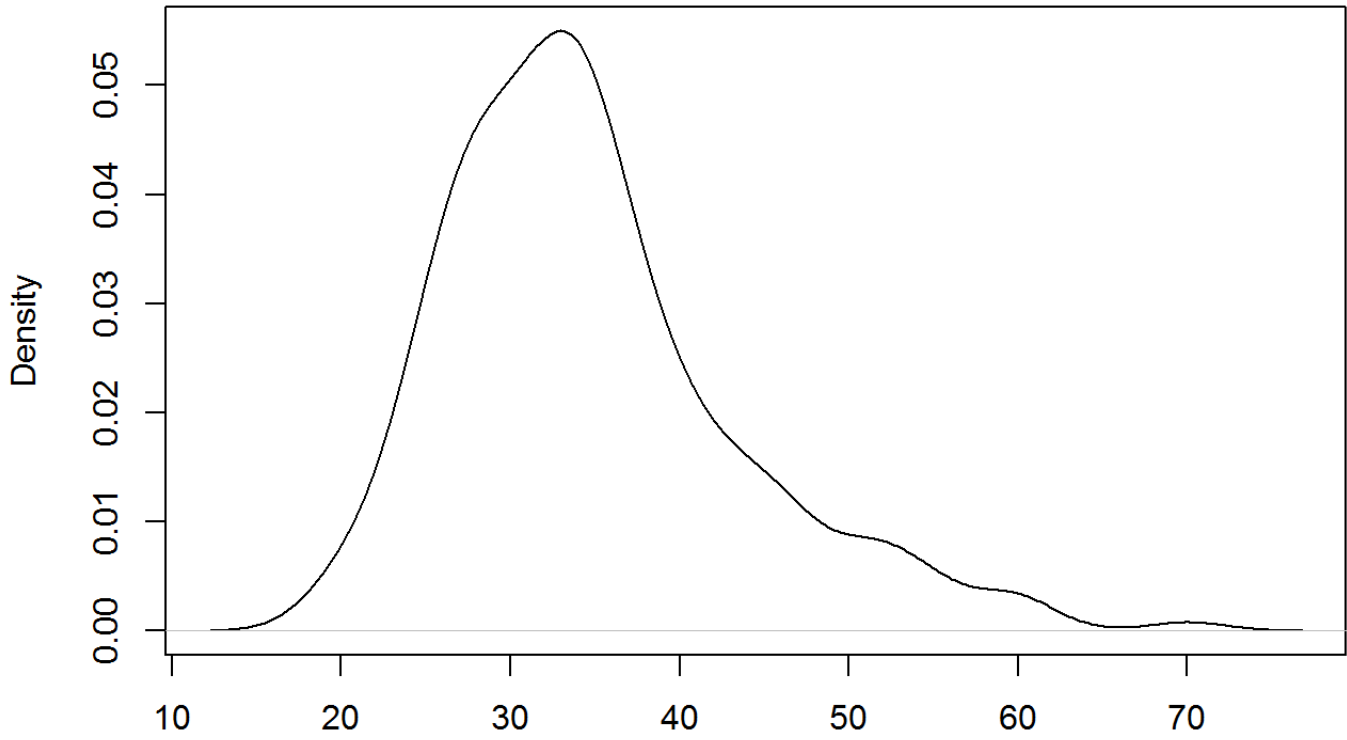
Firefly 2016 was 4.8 percent Hispanic, 83.6 percent White, 1.6 percent African-American, 4 percent Asian, and 6 percent some other category. 5.2 percent identify as belonging to two or more races.

82.4 percent identify as either male or female. The rest mostly identify as non-binary or genderqueer.

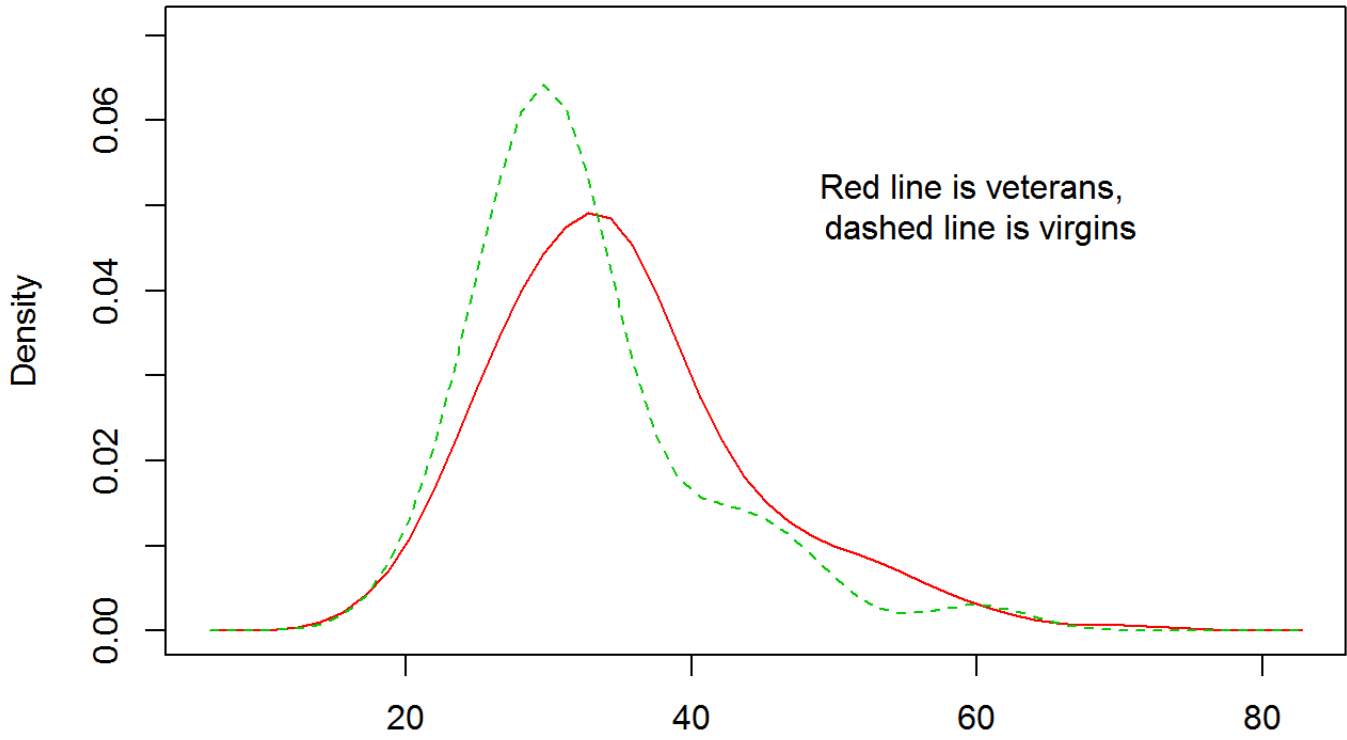
Regarding age, Fireflies have a right-skewed distribution:

| ## | Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. | NA's |
|----|-------|---------|--------|-------|---------|-------|------|
| ## | 19.00 | 28.50 | 33.00 | 34.72 | 38.50 | 70.00 | 19 |

Age of Fireflies

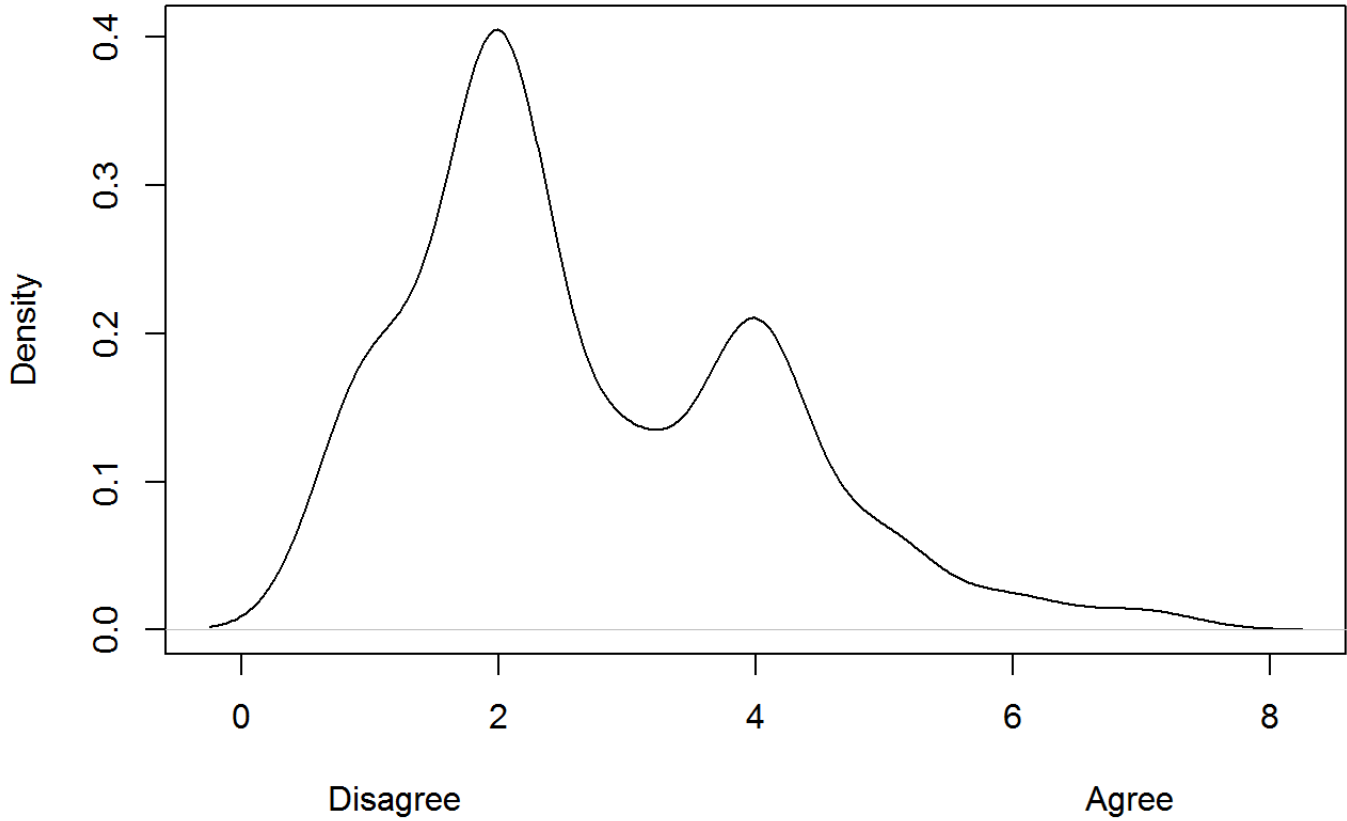


N = 231 Bandwidth = 2.262



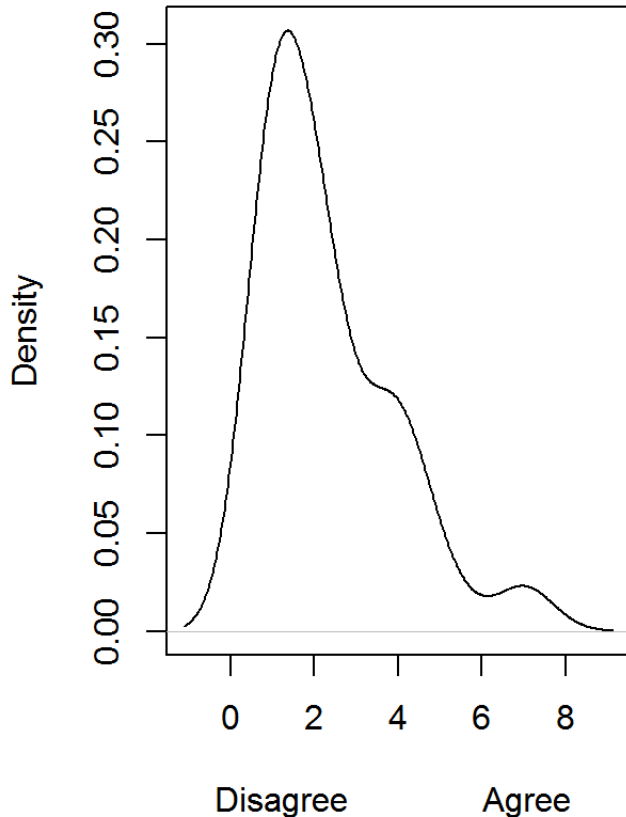
Comfort & Safety

Agree or Disagree: Firefly is crowded

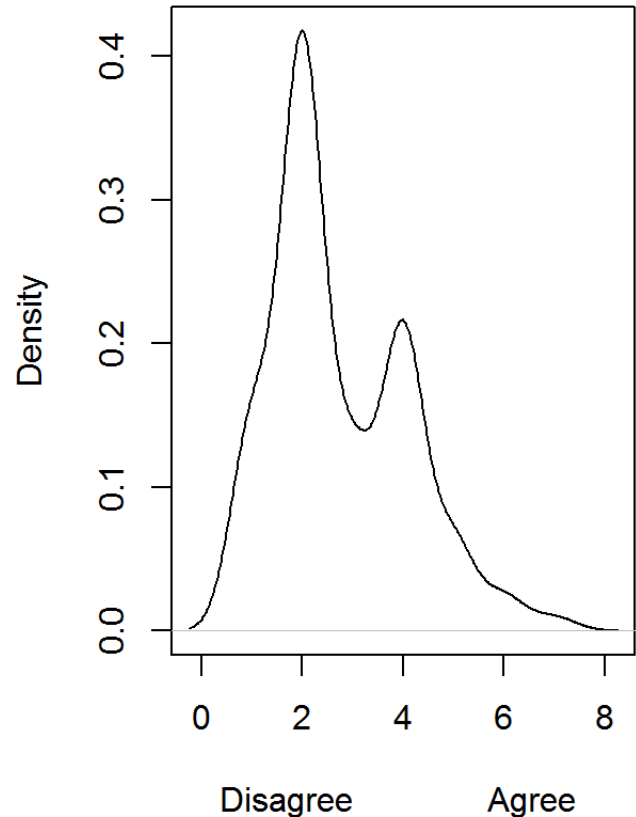


I asked respondents, on a 7-point scale, to tell me how they felt about Firefly. Is it comfortable? Is it safe? Is it well-managed? Is it crowded? Do they plan on coming back? 88.6 percent said that they Agree or Strongly Agree that Firefly is safe; 83.8 percent said that they Agree or Strongly Agree that Firefly is comfortable; 91.6 percent said that they Agree or Strongly Agree that Firefly is well-managed; 86.4 percent said that they will probably or definitely return. An interesting side note is that Firefly virgins were, on average, more comfortable than the veterans.

Crowded: Firefly Virgins



Crowded: Firefly Veterans



Participation: How much money did we spend in Bethel?

I asked respondents to estimate how much money they spent in Bethel, then I did some statistical adjustments to account for survey nonresponse.

I estimate that we spent 33472.32 in Bethel and environs. My 95% confidence interval is 24931.758, 43971.18 .

Participation: Taking the Bus

0.108 took the bus at least once. Of those, 0.75 will either probably or definitely take the bus again. Of the people who did not take the bus, the most common reasons were Early Arrival, or the need to haul gear. A smaller number of people come from an area not serviced by the bus. Two helpful suggests from the comments are: 1) Add a bus stop somewhere in between Boston and Bethel; 2) More widely publicize the bus cargo truck (and subsequently get a bigger one). Of the people who do not intend to take the bus again, the need to bring more gear was the most common reason. Side note: while true virgins were more likely to take the bus, Firefly virgins who have been to other burns were much less likely to do so.

Participation: Volunteering

33.6 percent of people report being on either the board or volunteering for a core. 74.4 percent of people report volunteering at all, and 26.4 percent of people report attending a work weekend. Among volunteers, the average amount of time spent was 909.3 hours.

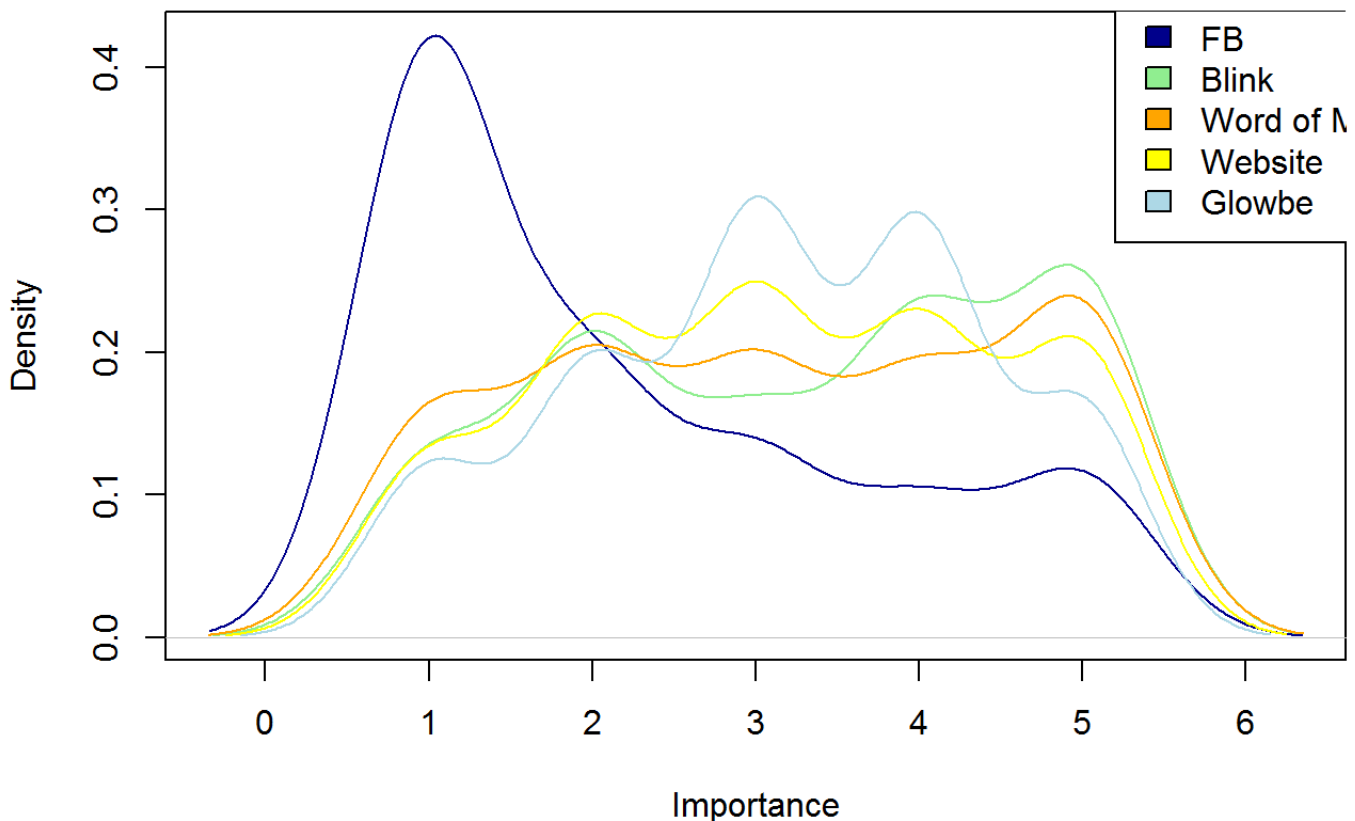
I solicited comments for why people don't volunteer. 12.8 percent of people cite a complicated online process, 8.8 percent of people don't know what each core does, 11.2 percent of people couldn't figure out how to sign up during the event, 5.2 percent of people didn't have time to sign up after getting a late ticket offer, and 3.6 percent of people were uncomfortable with volunteering. 22.4 percent of people had too many other responsibilities.

I also asked people what would make them volunteer more. Understandably, a common suggestion was to have people walking around offering shifts. Other interesting suggestions included shorter shifts, more shifts during the day. A lot of people would like a better online sign-up system.

Participation: Information Sources

I asked participants to rank order sources of information about Firefly according to how much they rely on each source. Basically, Facebook is the most important one to most people. The rest are all pretty close, but the website edges out the rest for second place.

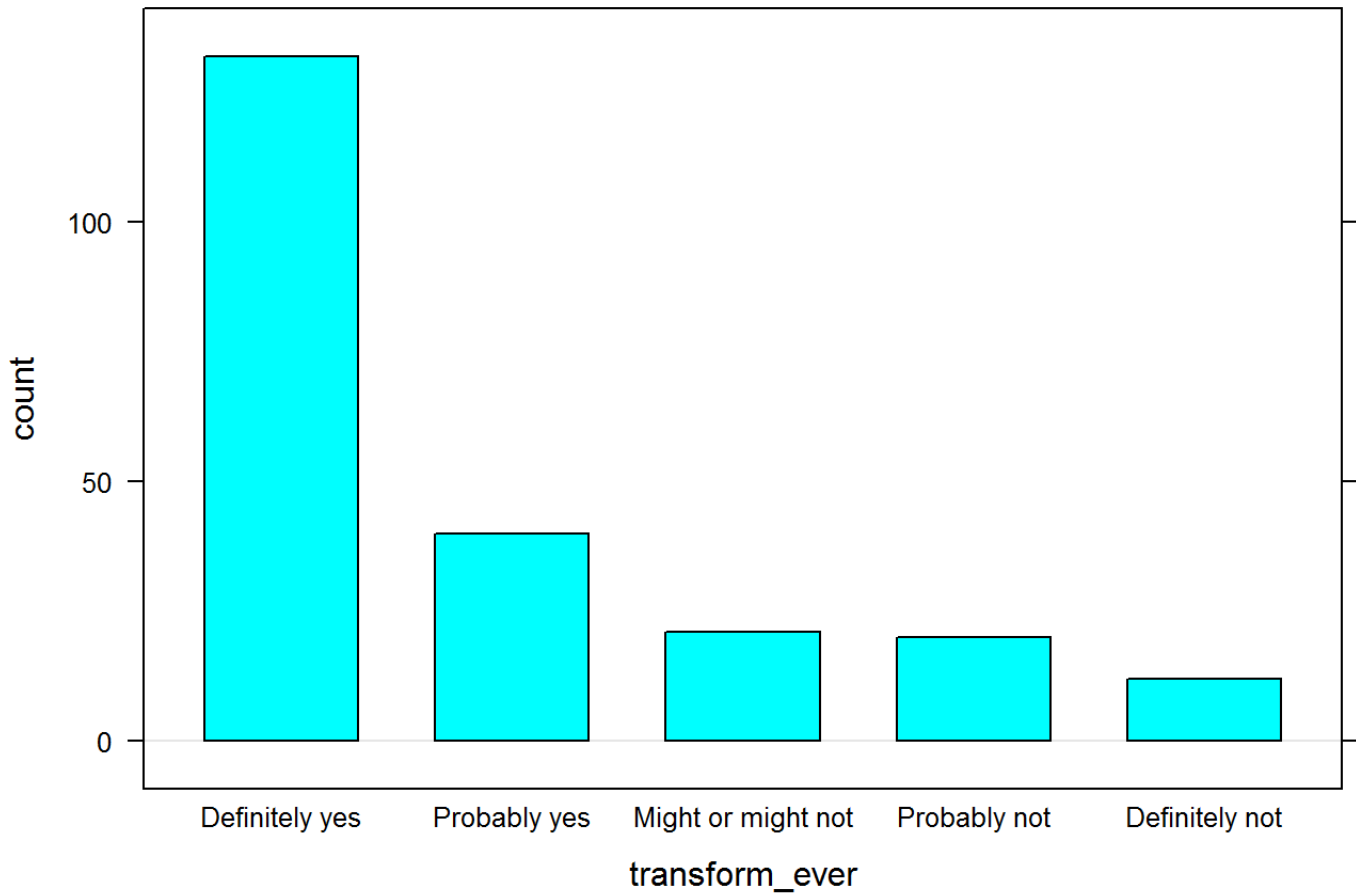
Info Sources



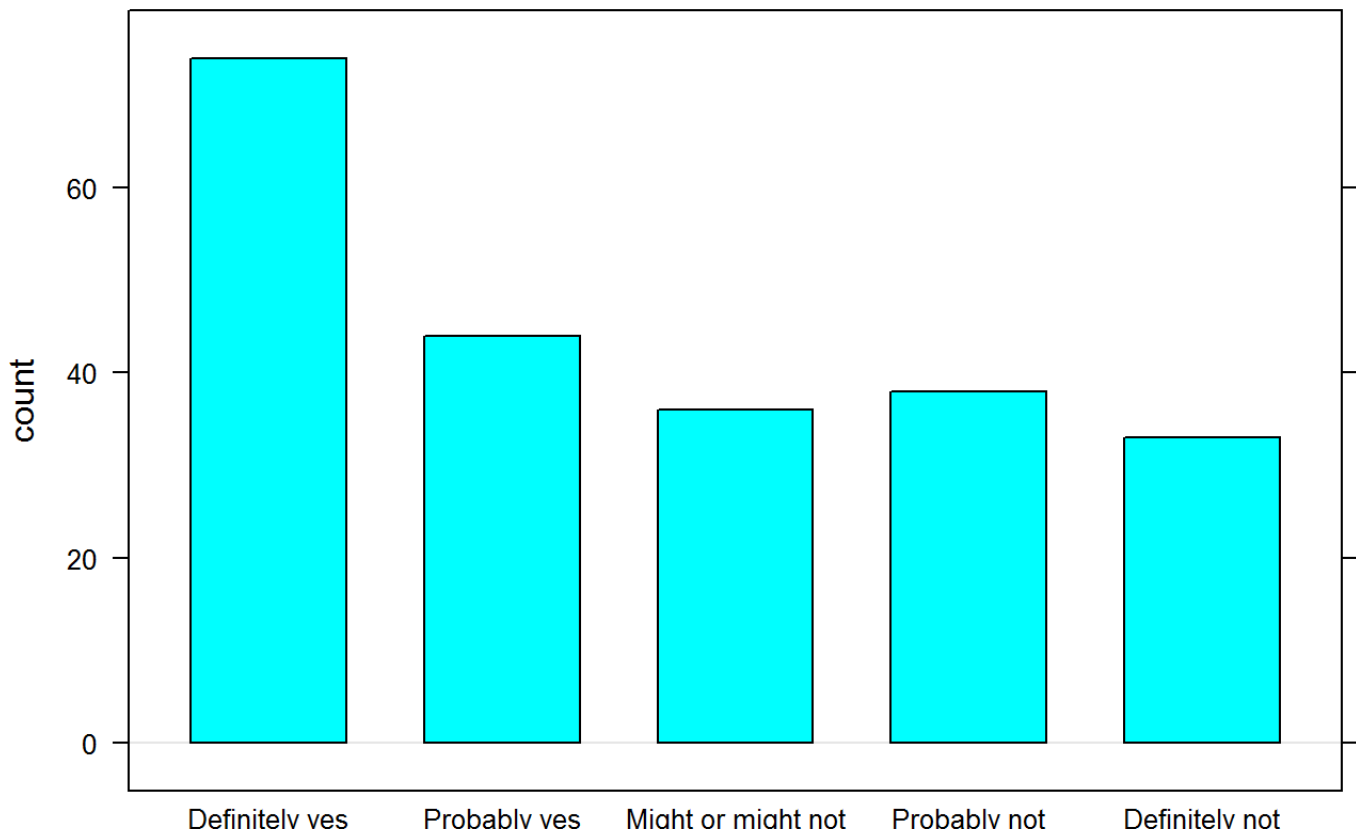
Firefly 2016 Experience: Transformational Experiences

I asked participants if they have had “transformational experiences” at Firefly, or at Burns in general. 0.688 report either definitely or probably having a transformative experience at a Burn at least once, and 0.448 report either definitely or probably having a transformative experience at Firefly 2016.

Transformational Experiences at Burns



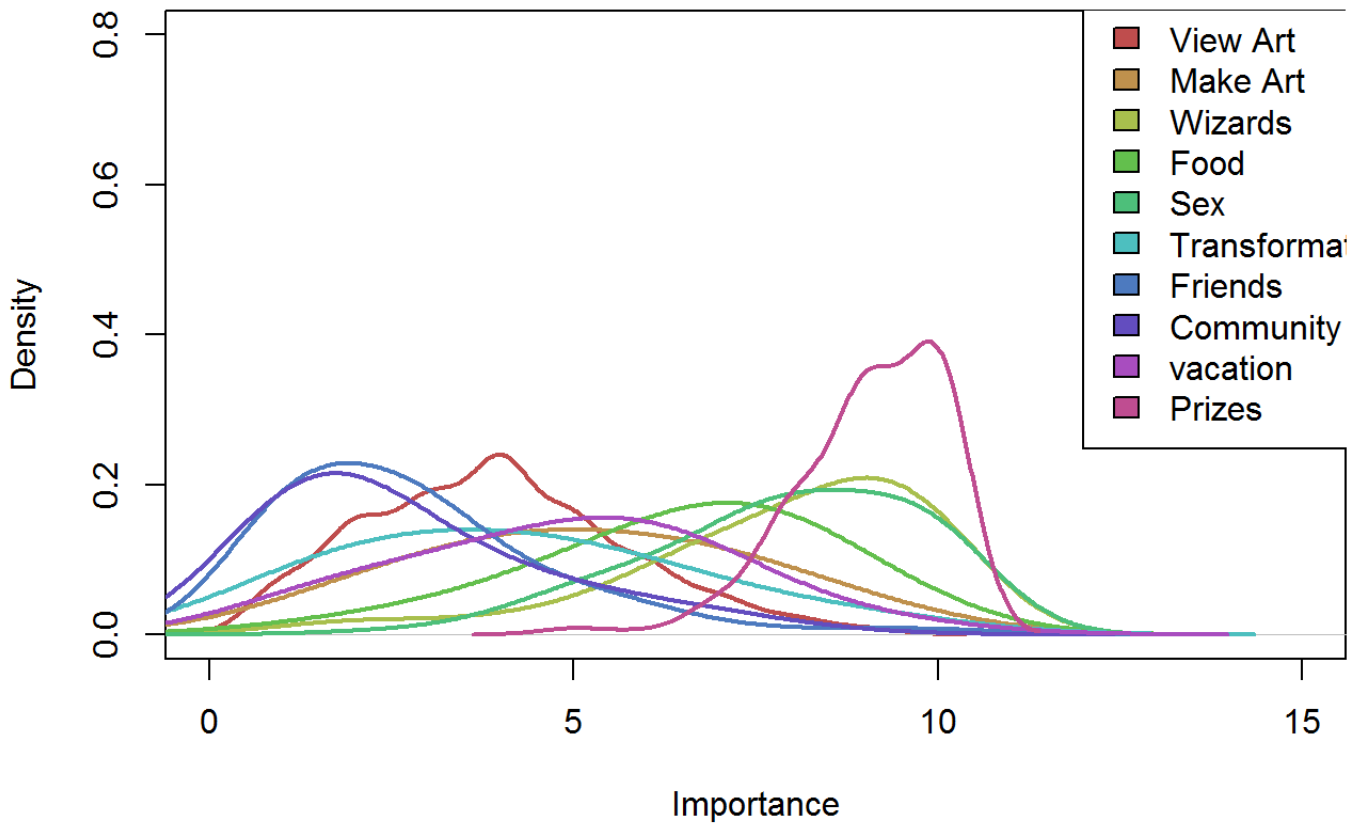
Transformational Experiences at Firefly 2016



Firefly 2016: Priorities

I asked participants about the things that are important to them about Firefly.

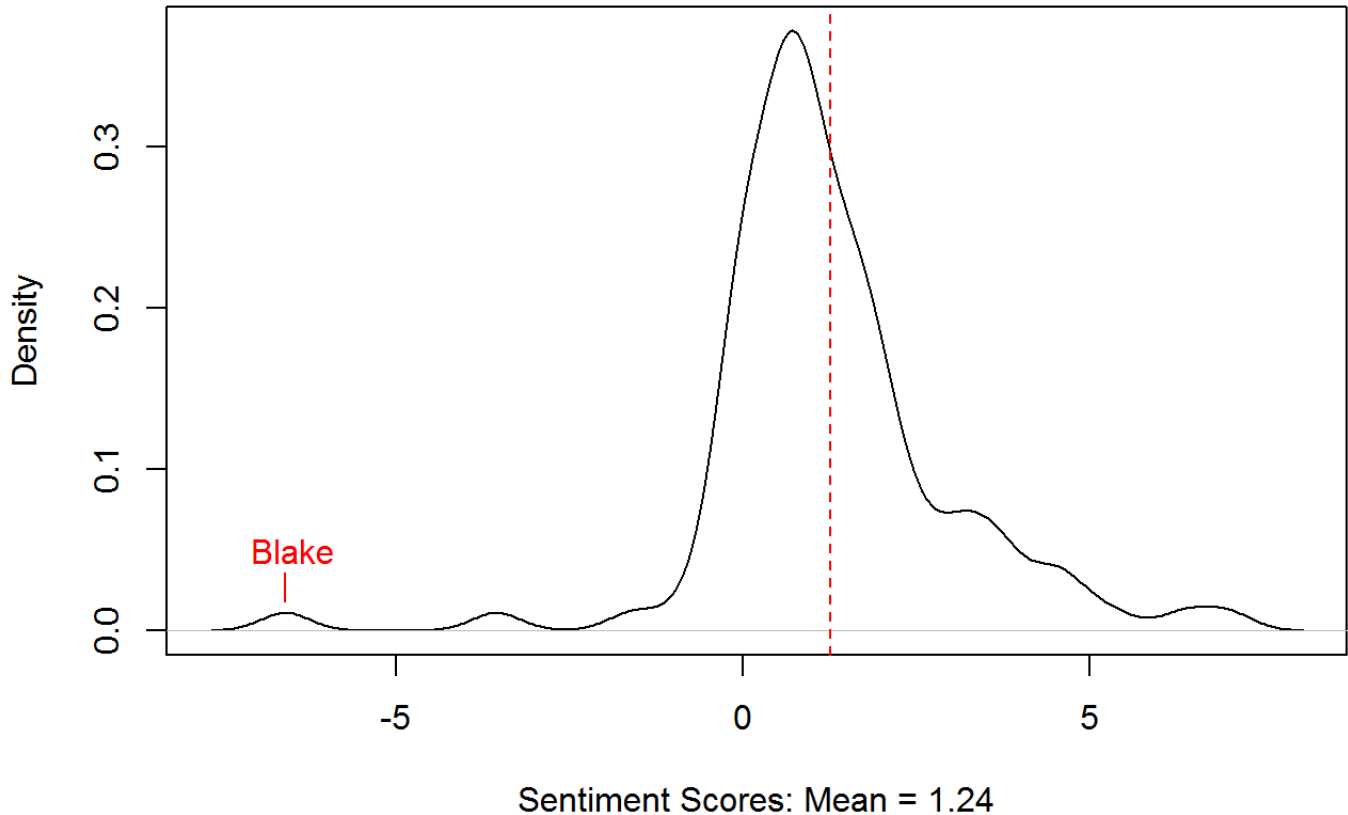
Reasons to Attend Firefly



Firefly 2016: Experiences with Cores

I'm going to let this graphic speak for itself.

Positive Sentiment about Safety Cores



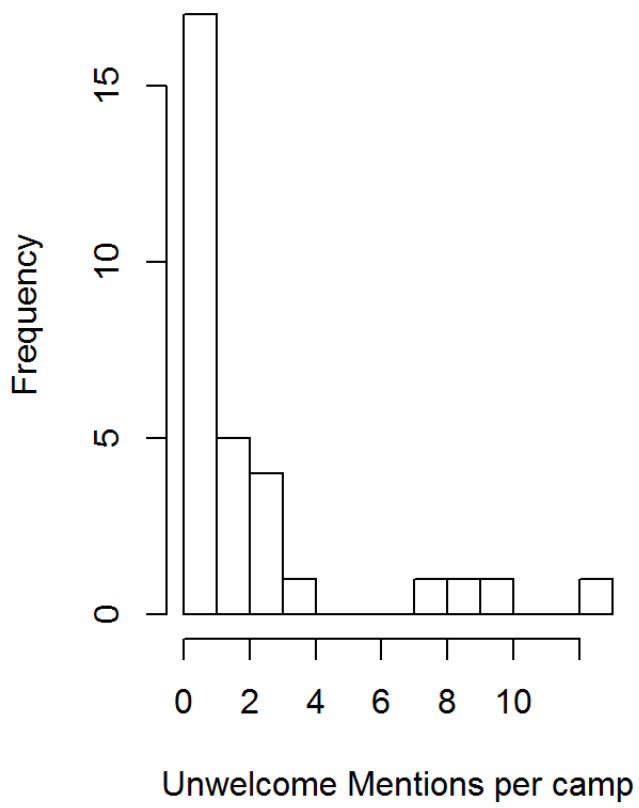
Overall, most of the comments expressed satisfaction with the performance of the Safety Cores, especially Gobo. Notable exceptions notwithstanding.

Firefly 2016: Welcoming and Unwelcoming Camps

I asked respondents to name which camps they felt specifically welcome and unwelcome at.

I've notified camps with especially poor ratios, or very high numbers of unwelcome mentions, though for the sake of privacy, I'm excluding those camps from this presentation. However, I've included the graphic below. The x-axis is the number of mentions for a camp, and the y-axis indicates how many camps received that number of mentions. So while 17 camps received 0 or 1 unwelcome mentions, 1 camp each received 7, 8, 9, and 12 mentions. Similarly, 77 people (31%) specifically mentioned Bring-a-Cup as being particularly welcoming.

Number of Unwelcome Mentions



Number of Welcome Mentions

