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"BURNING MAN TCM SURVEY"

August 2017

Dear fellow Burner,

Professor Gordon Rausser, the Robert Gordon Sproul Distinguished Professor at UC Berkeley, and Wadim Strielkowski, a Visiting Scholar at UC Berkeley, are conducting a survey among Burners. The purpose of our study is to evaluate the non-market valuation of demand for the Burning Man festival using the travel cost method (TCM).

We would like to ask you to be as sincere as possible in answering our questions. This survey is intended strictly for academic use and the confidentiality of your answers is highly guaranteed.

Thank you for your understanding and cooperation!

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PART 1: SOCIAL AND ECONOMIC CHARACTERISTICS

Please tick the appropriate option and where applicable, write out the response:

1. How old are you?

- Below 16 31-44 Above 65
- 16-21 45-55
- 22-30 56-65

2. What is your gender? Male Female Non-binary / prefer not to state

3. What is your highest level of education?

- Did not complete high school (secondary school)
- Completed high school (secondary school) or GRE
- Some college or university, including Associate's degree
- Completed undergraduate/graduate university degree *University name* _____

4. What is your current job status?

- Student Employed Unemployed Retired Tourist
- If you are employed what is your occupation? _____

5. What is your average monthly income (before tax) in US dollars (\$)?

- Less than \$10,000 \$60,000-72,000
- \$10,000-18,000 \$72,000-84,000
- \$18,000-24,000 \$84,000-96,000
- \$24,000-36,000 \$96,000-120,000
- \$36,000-48,000 Above \$120,000
- \$48,000-60,000

6. What is your nationality?

- American (U.S. citizen) Other *what?* _____

7. Where have you been residing for the past year or so (*Please write the country(ies) and/or state(s)*)? _____

PART 2: TRAVEL COST INFORMATION

8. Have you ever attended Burning Man festival before? Yes No
 If yes, please tell us when was the first time (year) you attended Burning Man? _____

If yes, please tell us how many times have you attended Burning Man event? times

If yes, how many days did you spend at your 1st Burning Man? _____ days
 and last Burning Man? _____ days

9. What is your city of departure from which you made the trip to Burning Man (For overseas visitors, please state the country of departure)? _____

10. Which means of transport did you use to come to Burning Man?

- RV (trailer) Car Truck
- Bus Airplane Other *what?* _____

11. What total transportation cost or expenses did you incur for the trip?
 Please tell us the total amount in \$ _____

12. Are there any people (dependents) travelling with you whom you will cover their expenses? Yes No
 If yes, how many?: _____

13. How did you get your ticket for this year's Burning Man event?
 Won in the lottery Bought online Received from friends
 Other If "other", please specify: _____

14. How much did you spend on your Burning Man ticket (in US dollars)? \$ _____

15. How many days of vacation do you have per year? _____ days

16. Did you spend all your annual vacation at Burning Man? Yes No

17. a) If you are a U.S. resident who spent the last year in the U.S. please tell us how important your trip to Burning Man is compared to other things you might do in Nevada?
 Not that important Very Important
 Somewhat important Most important
 Important

b) If you are a non-U.S. resident or spent the last year outside the U.S. please tell us how important is your trip to Burning Man comparing with other things you have to do in the United States?
 Not that important Very Important
 Somewhat important Most important
 Important

18. Do you think that Black Rock Desert is a suitable place for Burning Man festival? Yes No
If you selected "No", please tell us what makes it an unsuitable/unpleasant place?
 Hot weather Loud noise
 Rapid changes of day/night temperature Alkaline dust
 Too many people Other *what?* _____

19. Do you plan to attend or have you attended other similar festivals/events that take place around the same time as Burning Man? Yes No
If "Yes", which festivals/events do you plan to attend or have you attended?

20. Have you ever attended any of the following festivals similar to Burning Man?
 Coachella Music Festival Oregon Eclipse
 Electric Forest Other *what?* _____

21. Is Burning Man your only destination in Nevada/United States? Yes No

22. Are you a member of any camp at Burning Man? Yes No
If "Yes", please tell us the name of your camp: _____

23. At this year's Burning Man, you are you staying at:
 Private tent Art car
 Communal tent/dome Truck
 Car Bus
 RV (trailer) Other *what?*

PART 3: WILLINGNESS TO PAY INFORMATION

24. There are concerns about nature preservation and human congestion stemming from the Burning Man festival that might harm Black Rock Desert. Would you be willing to pay an extra amount towards additional Black Rock Desert preservation and infrastructure development? Yes No

If "Yes", how much would you be willing to pay? \$ _____

25. In what form would you prefer to pay an extra amount you indicated in the previous question?
 Increased BM ticket price Cash payment at Will Call
 Online payment to Nevada Bureau of Land Management
 Other *what?* _____

26. Do you intend to attend Burning Man next year? Yes No

27. Would you recommend that a friend, loved one, or relative attend Burning Man? Yes No

28. In your opinion, what improvements should be implemented to make Burning Man a more enjoyable event? Please be concise: _____

Thank you very much for your cooperation!

Are there any comments or suggestions you would like to leave for the authors of this study?

Please leave us **your e-mail address** in case you want to receive our feedback (e.g. working paper, journal paper, book chapter, etc. based on our study):

_____ @ _____