

SOAK Census 2024

This document was created by Amanda “Tuna” Welch, M.S. Contributions made by Tracy Mehoke in Residence section.

All data was collected on site between May 22 and May 24, 2024 by sampling vehicles upon entry. A total of 941 surveys were collected. Box Office recorded 2,328 tickets used for entry.

Data was input by volunteers into Qualtrics and raw numbers were downloaded for analysis.

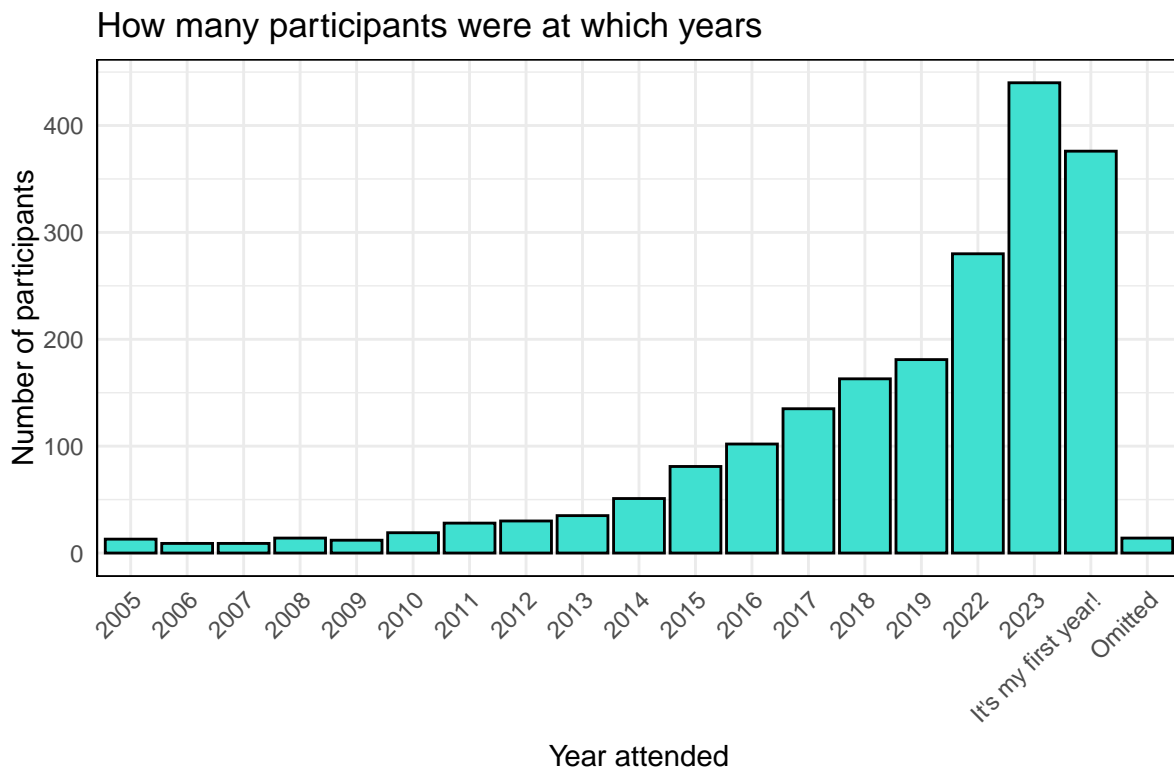
Analysis and visualization done in R and RStudio. RStudio Team (2022). RStudio: Integrated Development Environment for R. RStudio, PBC, Boston, MA URL <http://www.rstudio.com/>.

Code and data available on Github at <https://github.com/amcowelch/SOAK-Census>

For questions or comments: census@soakpdx.com or tuna@soakpdx.com

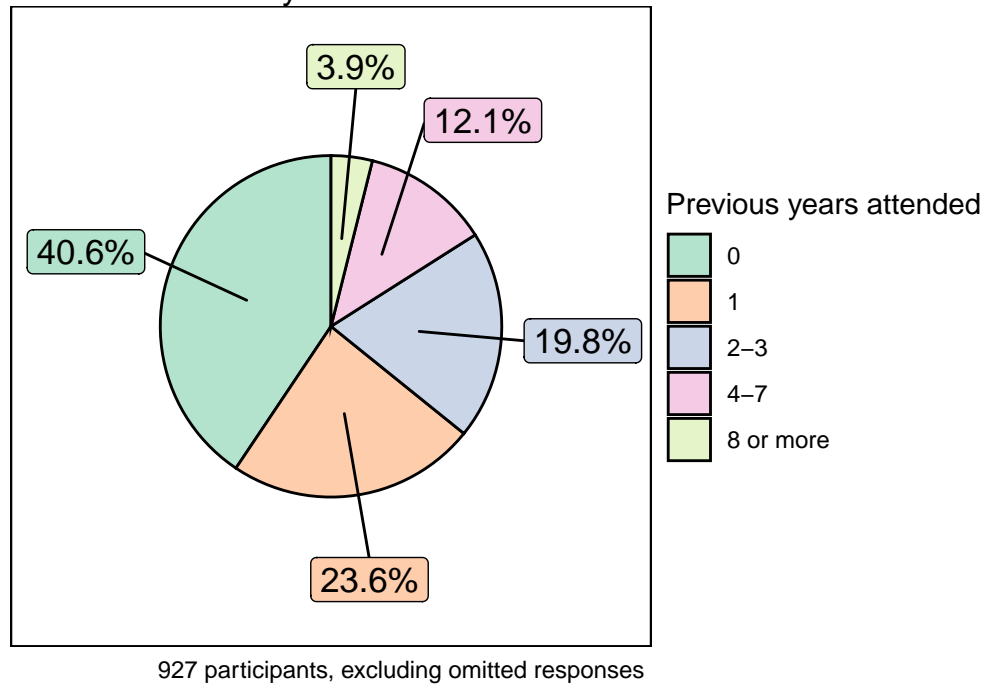
Attendance

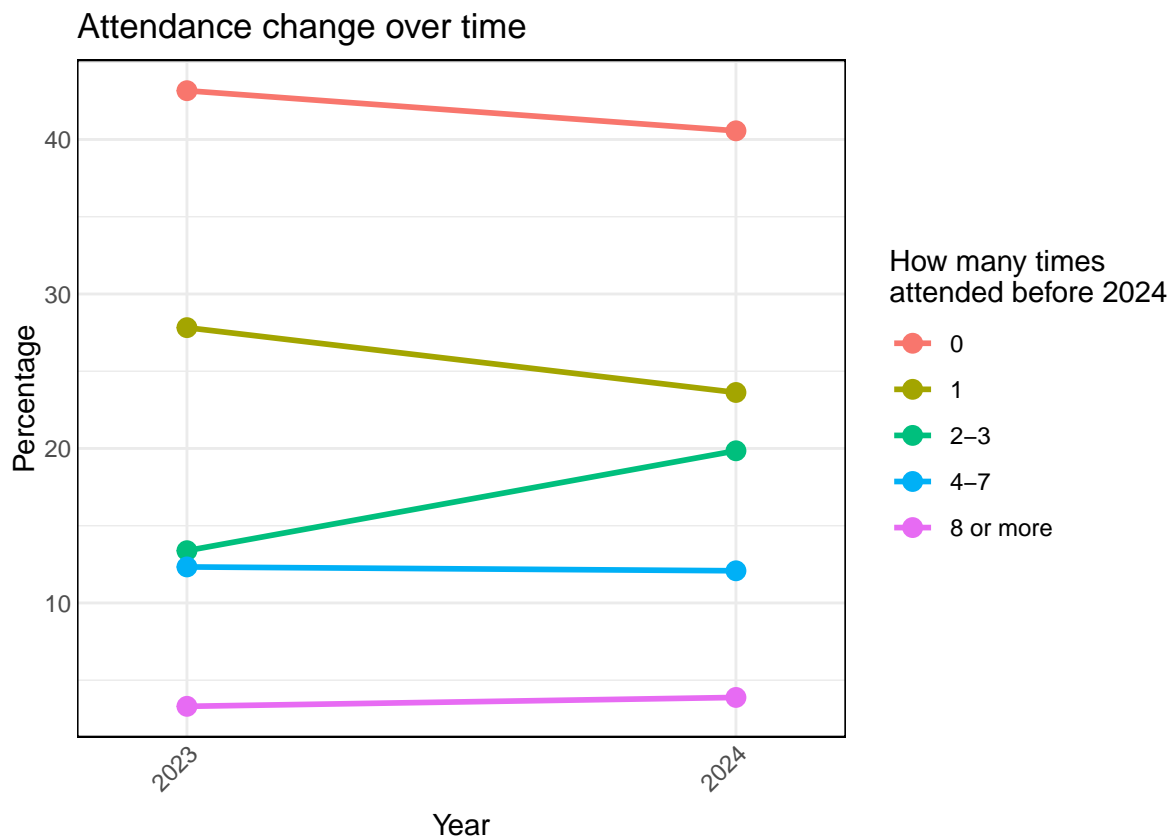
Previous Years Attended



Were you there in 2008? What about last year? While only 14 surveyed folks were at 2008 SOAK, a total of 376 participants (40.6% of participants) reported 2024 as their first time attending SOAK, which is a decrease from 2023 which had 43.2% of the population report themselves as first timers. In 2023, Burning Man's population of first timers was 43.9% according to their Census report.

Attendance history





Here we see the total percent of participants who were first timers compared to returning for 1, 2 to 3, 4 to 7, or 8+ times. The line plot demonstrates the changes in each attendance category over one year.

Table 1: **How many years have you attended SOAK?**

Previous years attended	2023		2024	
	Count	Percent	Count	Percent
0	287	43.2	376	40.6
1	185	27.8	219	23.6
2-3	89	13.4	184	19.8
4-7	82	12.3	112	12.1
8 or more	22	3.3	36	3.9

According to the Burning Man Census Report, its population had 28.3% first-time burners in 2022, with an increase to 43.9% first-timers in 2023, in comparison to SOAK's 43.2% fist-time SOAKers in 2023 and a slight decrease to 40.6% in 2024.

Sociodemographic Characteristics

Age and Gender

Age

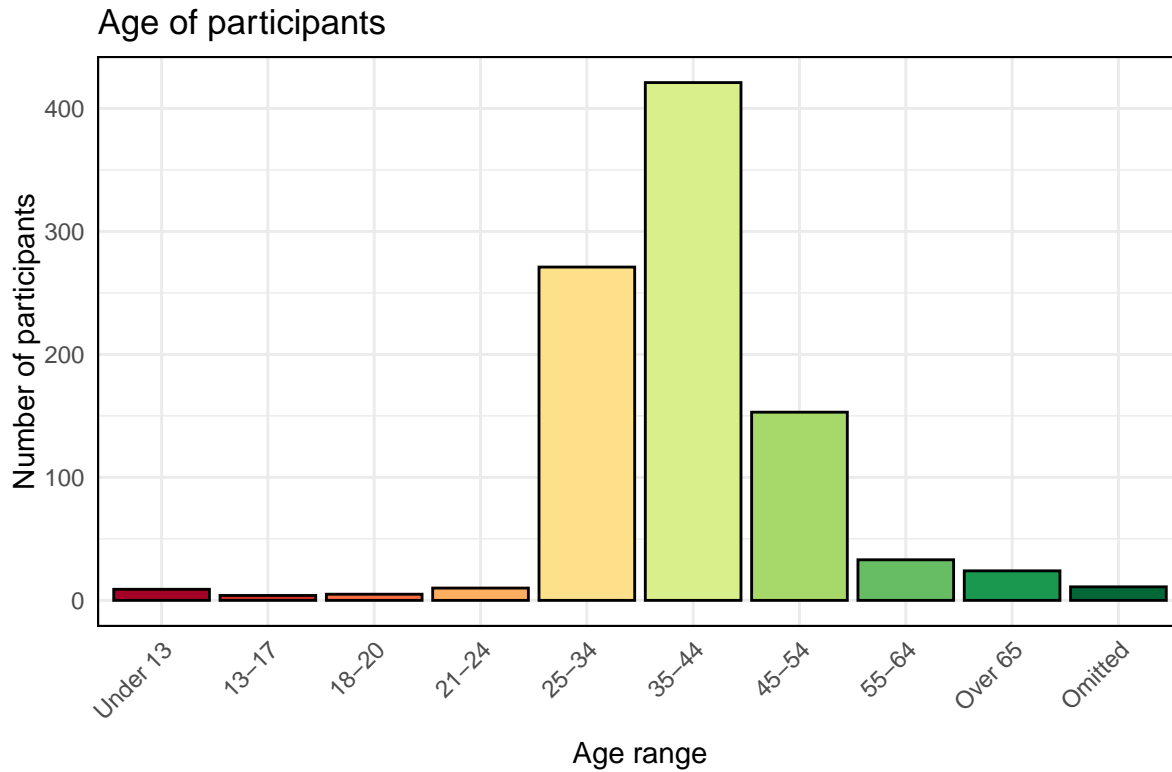


Table 2: Age range

2023			2024		
Age group	Count	Percent	Age group	Count	Percent
Under 13	7	1.0	Under 13	9	1.0
13-17	7	1.0	13-17	4	0.4
NA	NA	NA	18-20	5	0.5
18-24	12	1.8	21-24	10	1.1
25-34	238	35.5	25-34	271	28.8
35-44	260	38.8	35-44	421	44.7
45-54	97	14.5	45-54	153	16.3
55-64	26	3.9	55-64	33	3.5
Over 65	15	2.2	Over 65	24	2.6
Omitted	8	1.2	Omitted	11	1.2

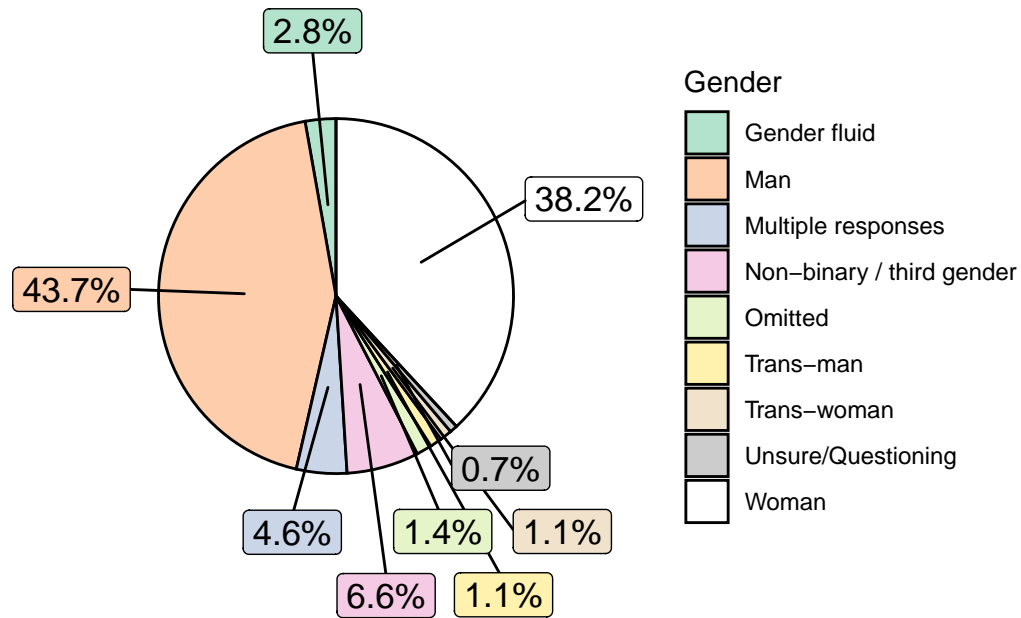
In 2024, the majority of participants were between ages 25 and 44. Ages 35-44 were the highest reported age. Most age groups remained similar from 2023 to 2024, but there was a decrease in participants ages 25-34, increase in participants in ages 35-44, and an increase in participants ages 45-54.

The survey changed from 2023 to 2024, by breaking the 18-24 age group into 2 subets: 18-20 and 21-24, thus we do not have an exact comparison for these ranges from year to year.

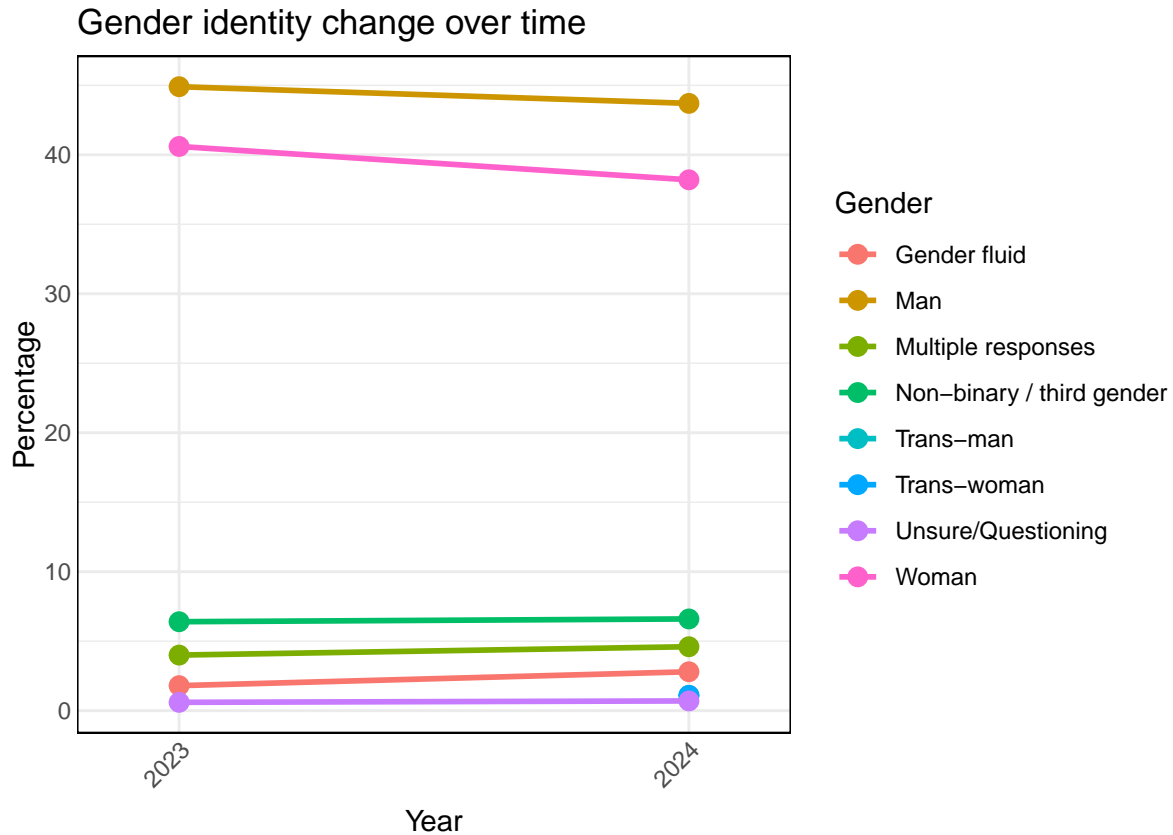
When compared to the Burning Man Census Report, in 2023 the age of 36 is in the 50th percentile of ages. Between SOAK and the big burn, our age groups are distributed similarly.

Gender Identity

Gender identity



941 participants, including omitted responses



Most reported genders were stable between 2023 and 2024. In 2024, we added the option to select trans-man and trans-woman, which accounted for 2.2% of all participants. Men accounted for most participants at 43.7%, followed by women at 38.2%.

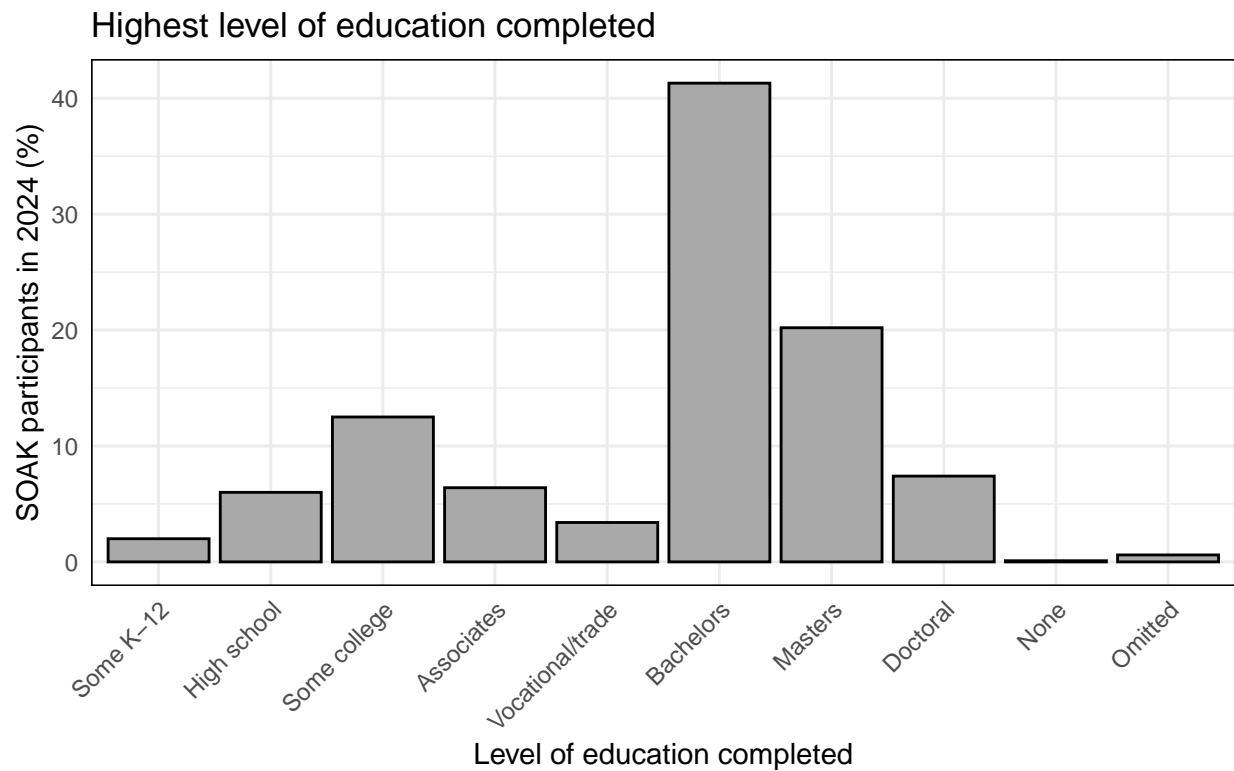
Table 3: **Gender identity**

2023			2024		
Gender	Count	Percent	Gender	Count	Percent
Man	301	44.9	Man	411	43.7
Woman	272	40.6	Woman	359	38.2
Non-binary / third gender	43	6.4	Non-binary / third gender	62	6.6
Multiple identities	27	4.0	Multiple responses	43	4.6
Gender fluid	12	1.8	Gender fluid	26	2.8
Omitted	2	0.3	Omitted	13	1.4
Other	9	1.3	Trans-man	10	1.1
NA	NA	NA	Trans-woman	10	1.1
Unsure/Questioning	4	0.6	Unsure/Questioning	7	0.7

The above table is organized in descending order based on 2024's Percent column. According to World Population Review, while Oregon in 2024 had a transgender population of 0.47%, SOAK welcomed 2.2% transgender folks.

Income and Education

Education



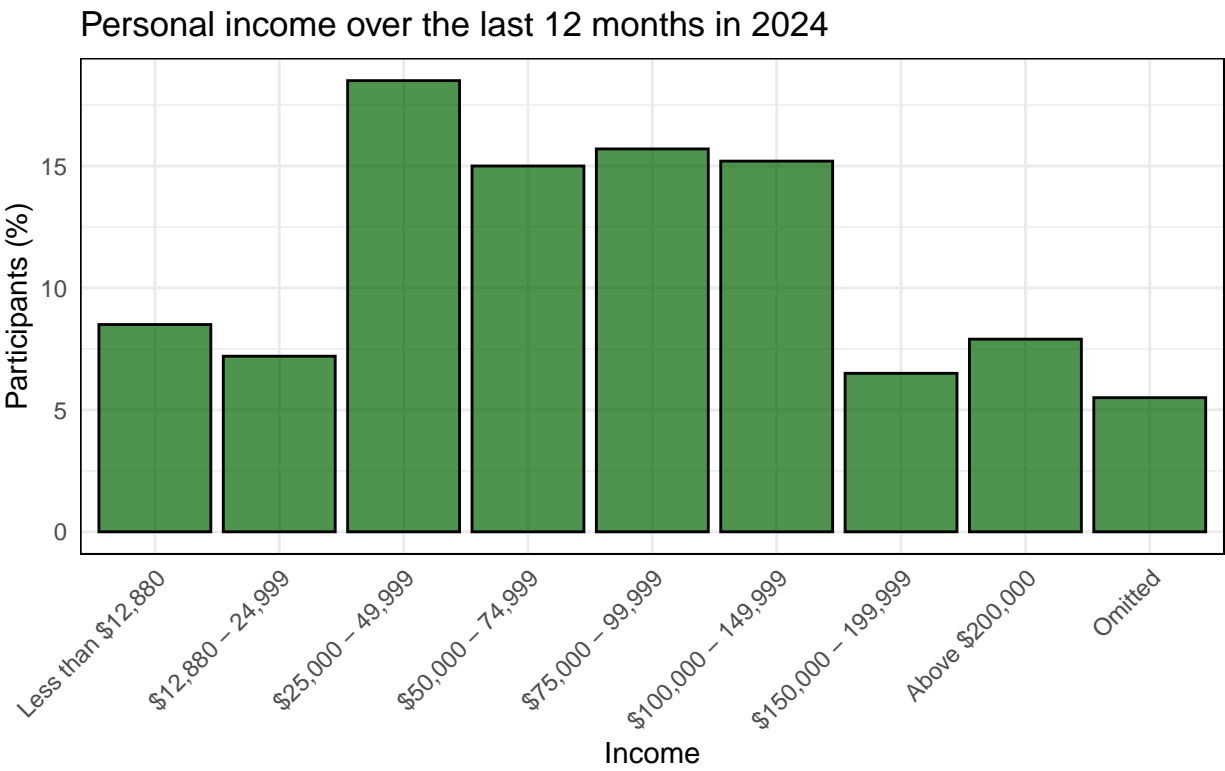
In 2024, the number of advanced degrees (masters, doctoral) increased more than any other category. As our average population age also increased, this advancement in education follows logically.

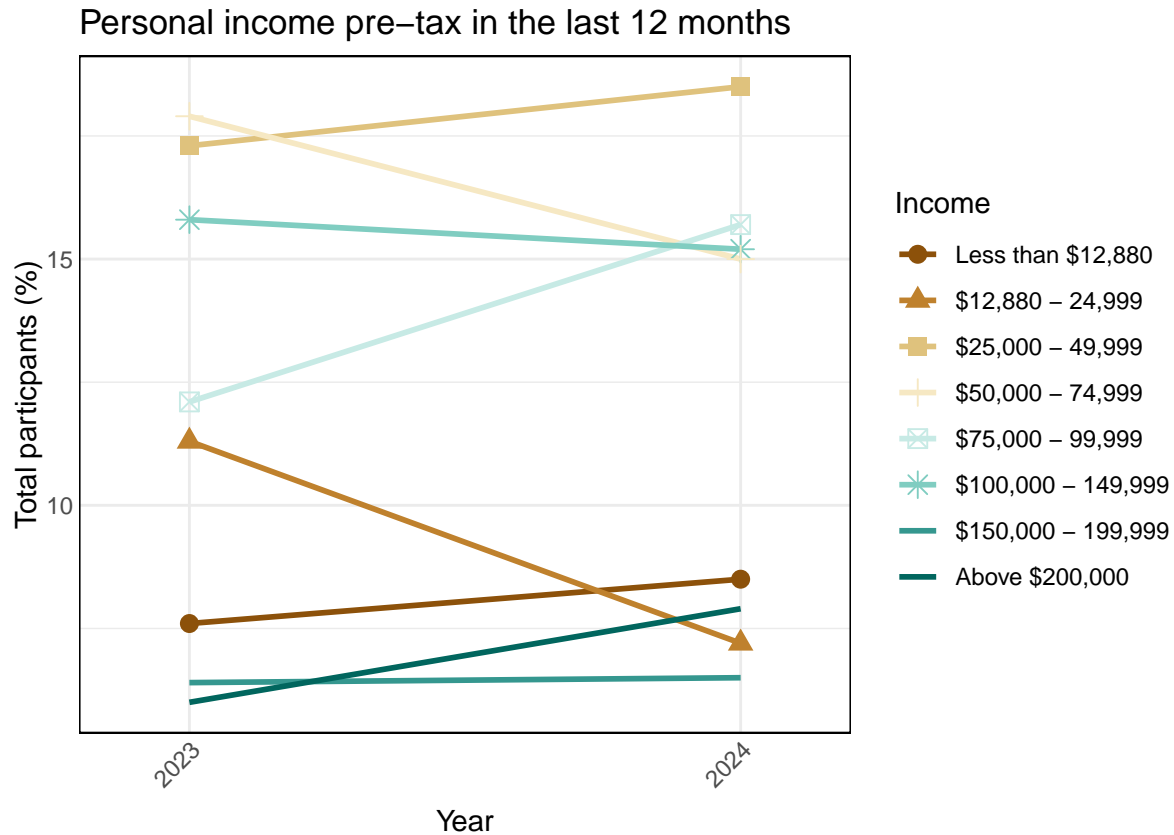
Table 4: **Educational attainment**

Education	2023		2024	
	Count	Percent	Count	Percent
Some K-12	15	2.2	19	2.0
High school (diploma or GED)	32	4.8	56	6.0
Some college	94	14.0	118	12.5
Associates	44	6.6	60	6.4
Vocational/trade	21	3.1	32	3.4
Bachelors	288	43.0	389	41.3
Masters	123	18.4	190	20.2
Doctoral	42	6.3	70	7.4
None	1	0.1	1	0.1
Omitted	10	1.5	6	0.6

According to data pulled from the US Census Bureau, in 2023 37.7% of Oregonians attained a Bachelor’s Degree or Higher. In 2023, 49.2% of Burners had Bachelor’s degrees.

Income





The most commonly reported income in 2024 was \$25,000-49,999. The largest change in 2024 was the income bracket of \$12,880-24,999, which decreased by 4.1%. The distribution of incomes is fairly even in the middle brackets, with lower values on the tails, as you would expect.

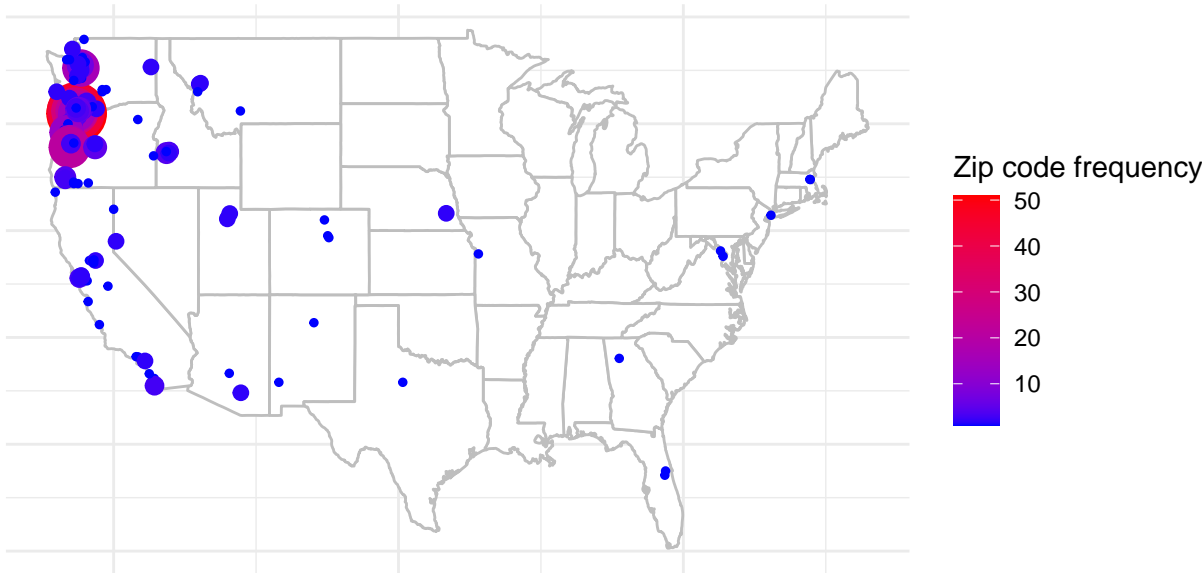
Table 5: **Personal income pre-tax in previous 12 months**

Income	2023		2024	
	Count	Percent	Count	Percent
Less than \$12,880	51	7.6	80	8.5
\$12,880 - 24,999	76	11.3	68	7.2
\$25,000 - 49,999	116	17.3	174	18.5
\$50,000 - 74,999	120	17.9	141	15.0
\$75,000 - 99,999	81	12.1	148	15.7
\$100,000 - 149,999	106	15.8	143	15.2
\$150,000 - 199,999	43	6.4	61	6.5
Above \$200,000	40	6.0	74	7.9
Omitted	37	5.5	52	5.5

According to the Oregon Secretary of State, the per capita personal income in 2023 was \$65,426. To calculate the SOAK per capita income, we would need exact income amounts instead of ranges. Despite this, we can see the majority of participants earn within a bracket that would suggest our per capita is similar to or above Oregon.

Residence

Zip code density map of 2024 SOAK attendees in the United States



This density heat map shows the highest and lowest concentrations of residences of SOAK participants. As expected, we see the hottest and largest areas in the Pacific Northwest.

Table 6: **State counts**

2023			2024		
State	Count	Percent	State	Count	Percent
OR	434	70.6	OR	630	71.3
WA	118	19.2	WA	160	18.1
CA	28	4.6	CA	35	4.0
ID	11	1.8	ID	14	1.6
NY	4	0.7	Canada	7	0.8
CO	2	0.3	MT	6	0.7
Germany	2	0.3	NV	4	0.5
MA	2	0.3	UT	4	0.5
MO	2	0.3	AZ	3	0.3
MT	2	0.3	CO	3	0.3
NV	2	0.3	FL	2	0.2
France	1	0.2	MA	2	0.2
GA	1	0.2	NE	2	0.2
IA	1	0.2	NM	2	0.2
LA	1	0.2	VA	2	0.2

The top 15 states of origin reported in 2023 and 2024. Oregon, Washington, California, and Idaho were the states most commonly reported. We also have Canada in our top 15 places of origin in 2024.

Table 7: **City counts (top 10)**

2023			2024		
City	Count	Percent	City	Count	Percent
Portland	307	49.9	Portland	442	50.1
Seattle	64	10.4	Seattle	75	8.5
Eugene	42	6.8	Eugene	60	6.8
Vancouver	16	2.6	Vancouver	27	3.1
Corvallis	10	1.6	Beaverton	19	2.2
Springfield	9	1.5	Corvallis	13	1.5
Beaverton	8	1.3	Boise	12	1.4
Bend	7	1.1	Salem	11	1.2
Hillsboro	7	1.1	Bend	10	1.1
Salem	7	1.1	Hillsboro	10	1.1

When looking at specific cities, the top 10 reported were in Oregon, Washington, and Idaho with Portland accounting for just over half (50.1%) of all responses. The top 4 cities have remained the same between 2023 and 2024, with Boise entering the top 10 to include Idaho for the first time.

Ethnicity and Language

Ethnicity

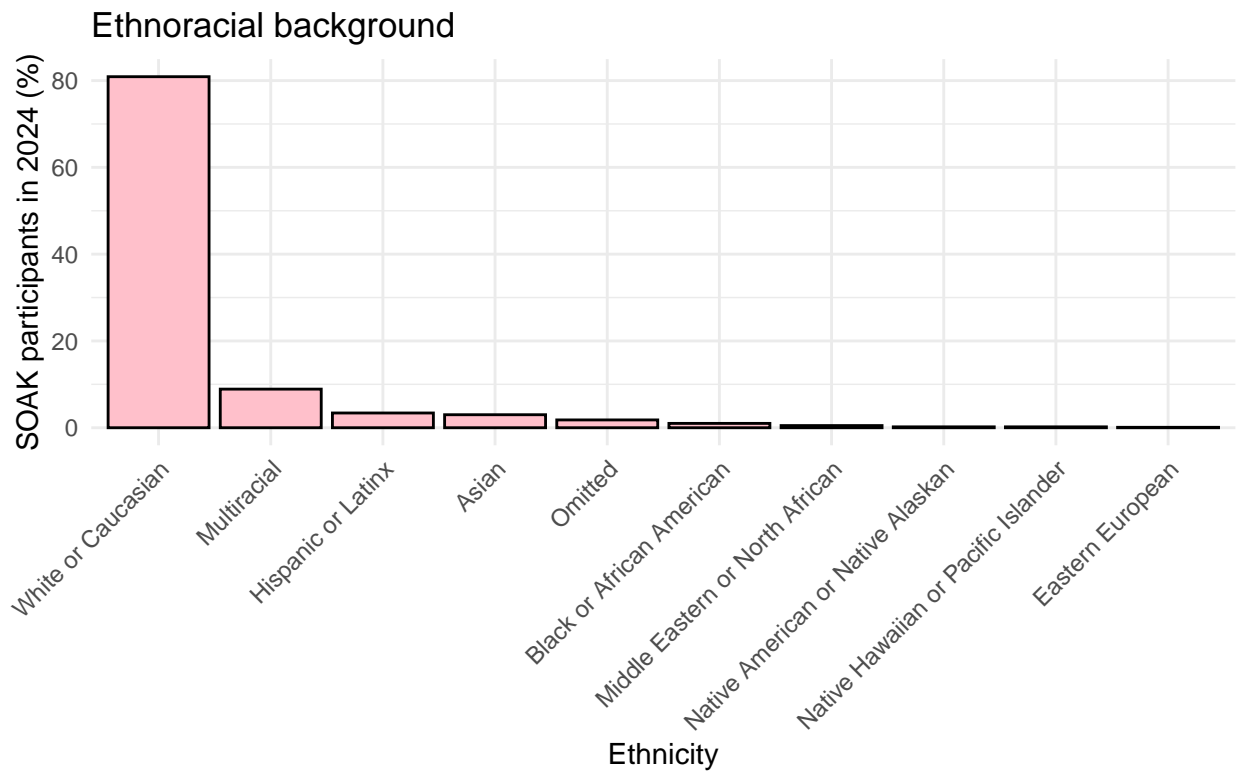


Table 8: **Ethnicity (or race) you identify with**

Race	2023		2024	
	Count	Percent	Count	Percent
White or Caucasian	518	77.3	761	80.9
Multiracial	68	10.1	84	8.9
Hispanic or Latinx	23	3.4	32	3.4
Asian	20	3.0	28	3.0
Other	11	1.6	NA	NA
Middle Eastern or North African	10	1.5	5	0.5
Black or African American	9	1.3	9	1.0
Omitted	8	1.2	17	1.8
Native Hawaiian or Pacific Islander	2	0.3	2	0.2
Native American or Native Alaskan	1	0.1	2	0.2
Eastern European	NA	NA	1	0.1

The most common reported race was White or Caucasian, which is the same as in 2023. Generally, the reporting of race was consistent between years with a slight uptick in White.

According to Data USA, in 2022 Oregon’s White population was 73.3%. Oregon’s Hispanic population in 2022 was 13.8% compared to SOAK’s 3.4%. Multiracial was categorized by non-Hispanic and Hispanic at

5.2% and 4.01%, respectively. Asian was 4.38% compared to SOAK's 3%, which was consistent between years.

Birth Place

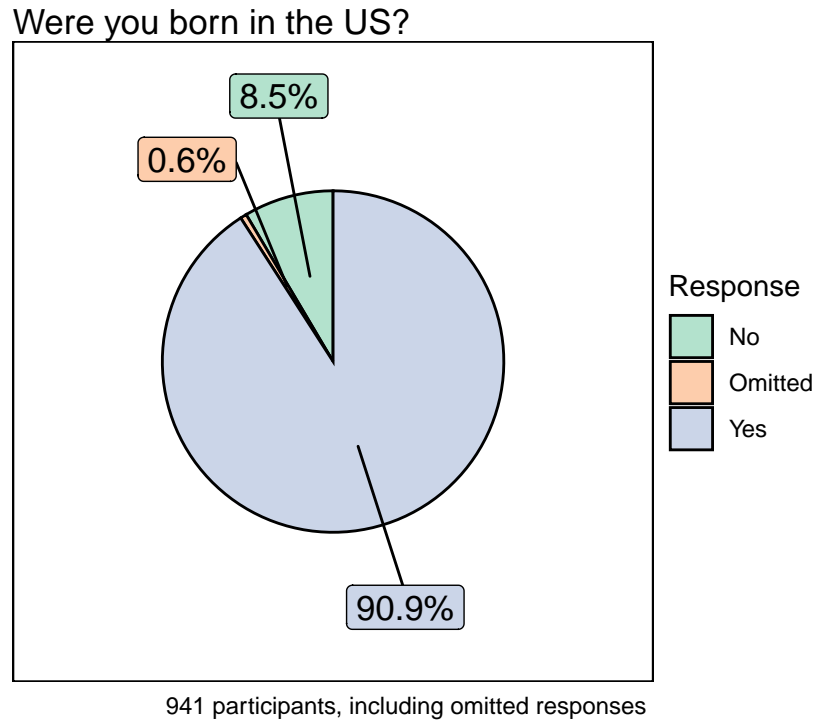


Table 9: **Were you born in the US?**

Response	2023		2024	
	Count	Percent	Count	Percent
No	61	9.1	80	8.5
Omitted	14	2.1	6	0.6
Yes	595	88.8	855	90.9

Most participants were born in the USA. In Oregon in 2023, the foreign-born population was 9.6% compared to SOAK's 8.5% foreign-born population in 2024, which was a decrease from 9.1% in 2023.

Primary Language

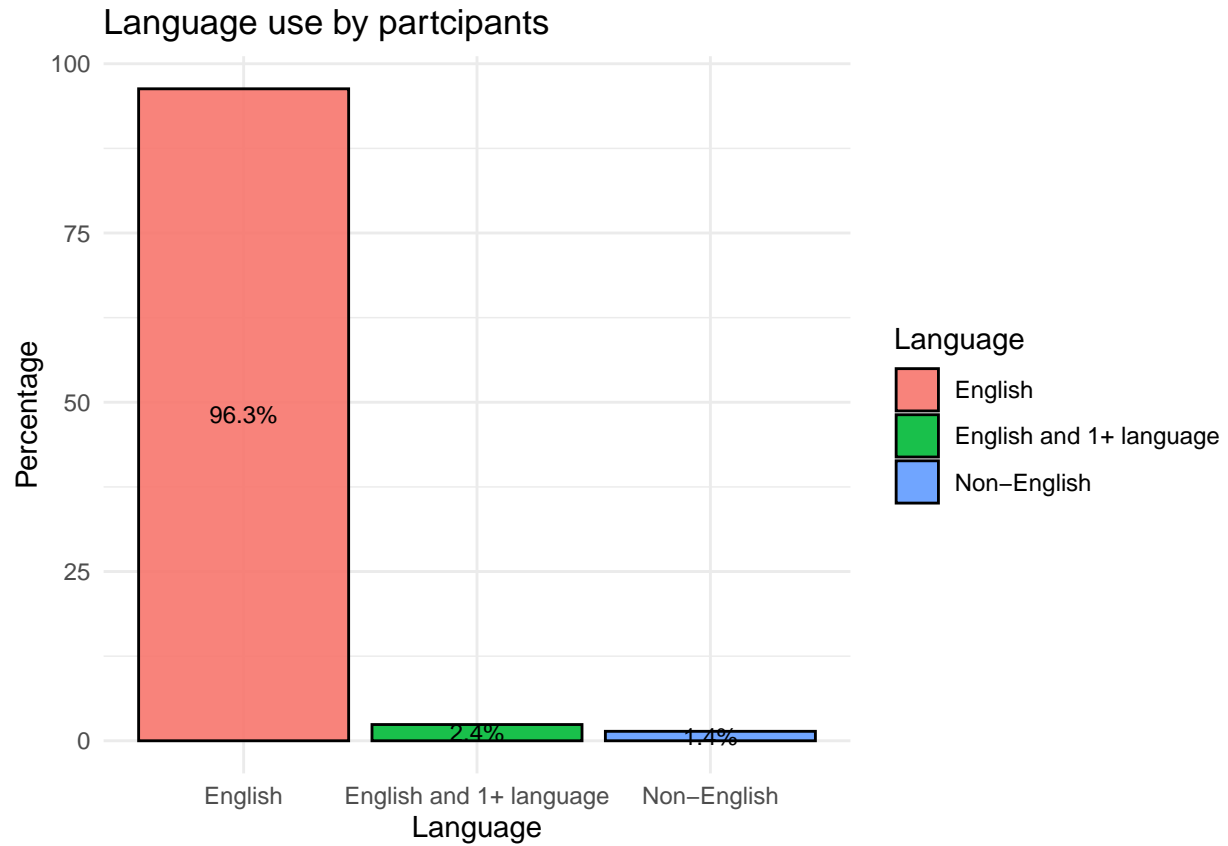


Table 10: **Preferred language used**

2023		2024	
Language	Percentage	Language	Percentage
Non-English	1.2	Non-English	1.4
English and 1+ language	2.7	English and 1+ language	2.4
English	96.1	English	96.3

Language use has remained stable between the years, with English being the most commonly used language by participants.

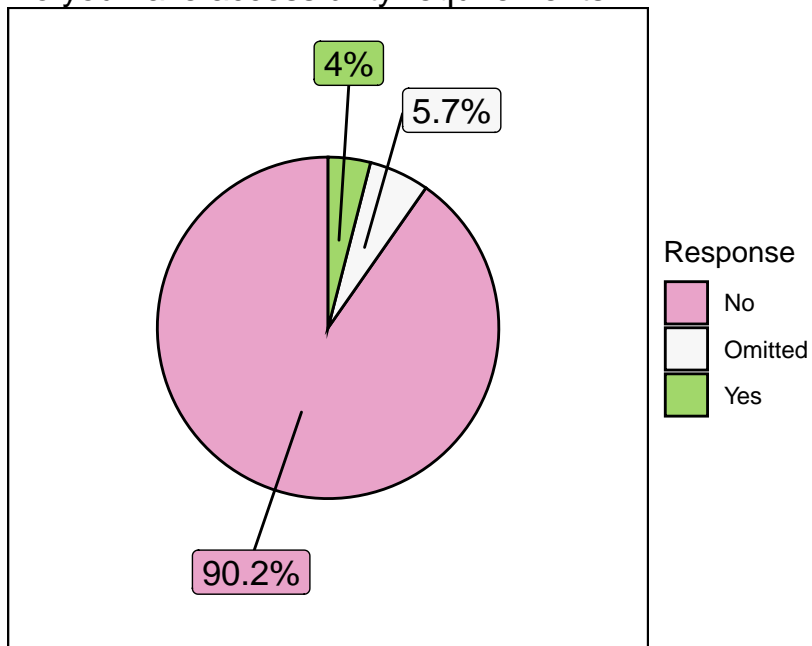
Table 11: **All languages reported**

2023		2024	
Language	Count	Language	Count
Arabic	1	Arabic	3
Chinese	3	Chinese	4
English	660	English	921
Farsi	1	French	5
French	4	German	4
German	3	Hebrew	1
Hebrew	1	Italian	1
Korean	2	Japanese	1
Russian	4	Korean	3
Spanish	5	Nepeli	1
Ukrainian	3	Polish	1
Urdu	1	Portuguese	1
Bahasa	1	Russian	6
Kree	1	Spanish	9
NA	NA	Tagalog	2
NA	NA	Ukrainian	1
NA	NA	Vietnamese	2

There is a growing number of languages used by SOAK participants, three more languages than in 2023.

Accessibility Requirements

Do you have accessibility requirements?



941 participants, including omitted responses

Table 12: **Do you have accessibility requirements?**

Response	2024	
	Count	Percent
No	849	90.2
Omitted	54	5.7
Yes	38	4.0

Military Status

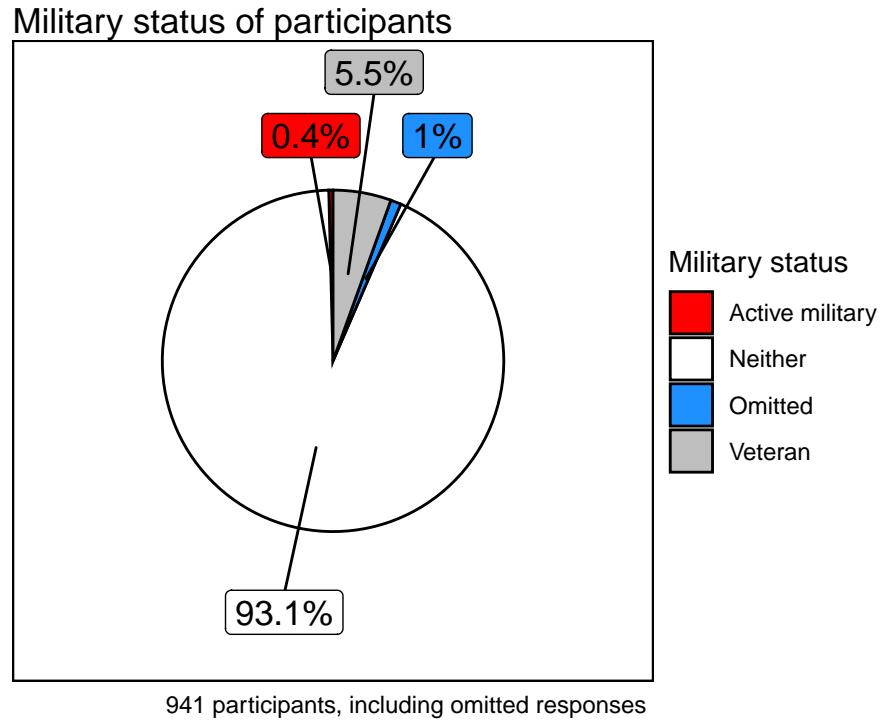


Table 13: **Military service**

Status	2024	
	Count	Percent
Active military	4	0.4
Neither	876	93.1
Omitted	9	1.0
Veteran	52	5.5

According to USA Facts, Oregon's Veteran population in 2022 was 7.4%, which is higher than the SOAK population.

Spirituality and Politics

Political Party Affiliation

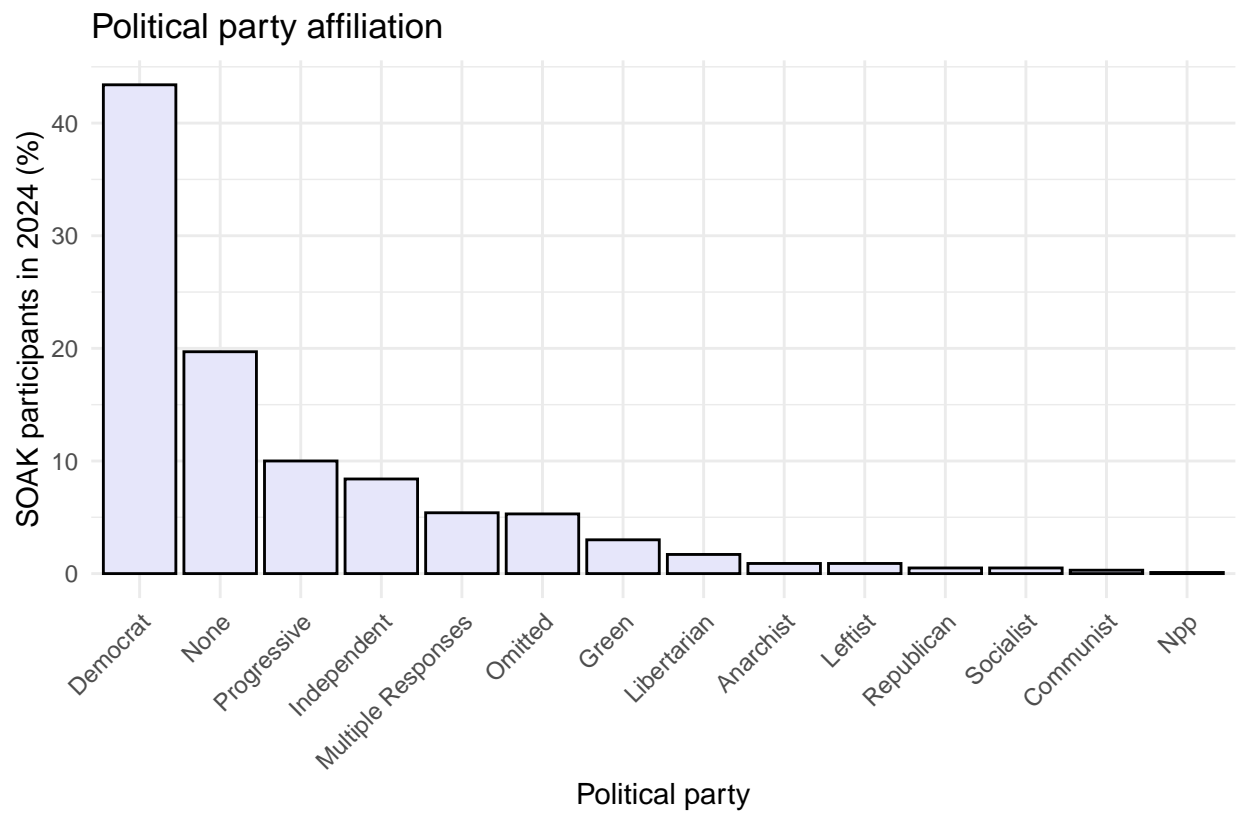


Table 14: **Political party affiliation**

Politics	2023		2024	
	Count	Percent	Count	Percent
Democrat	296	44.2	408	43.4
None	150	22.4	185	19.7
Progressive	71	10.6	94	10.0
Independent	48	7.2	79	8.4
Multiple responses	41	6.1	51	5.4
Omitted	15	2.2	50	5.3
Green	20	3.0	28	3.0
Libertarian	9	1.3	16	1.7
Anarchist	4	0.6	8	0.9
Leftist	NA	NA	8	0.9
Republican	2	0.3	5	0.5
Socialist	1	0.1	5	0.5
Communist	3	0.4	3	0.3
NPP	NA	NA	1	0.1
Democratic Socialist	2	0.3	NA	NA
Libertarian Socialist	1	0.1	NA	NA
Radical	1	0.1	NA	NA
Unsure	5	0.7	NA	NA
Working Families	1	0.1	NA	NA

The table is organized in descending order by 2024's percent. The most commonly reported political party affiliation was Democrat (43.4%), with no political affiliation coming in second most. Progressive was third most common. These 3 ranked the same in 2023. In 2023, 64.9% of Burners reported Democrat as their party affiliation, followed by None or unaffiliated.

Religion and Spirituality

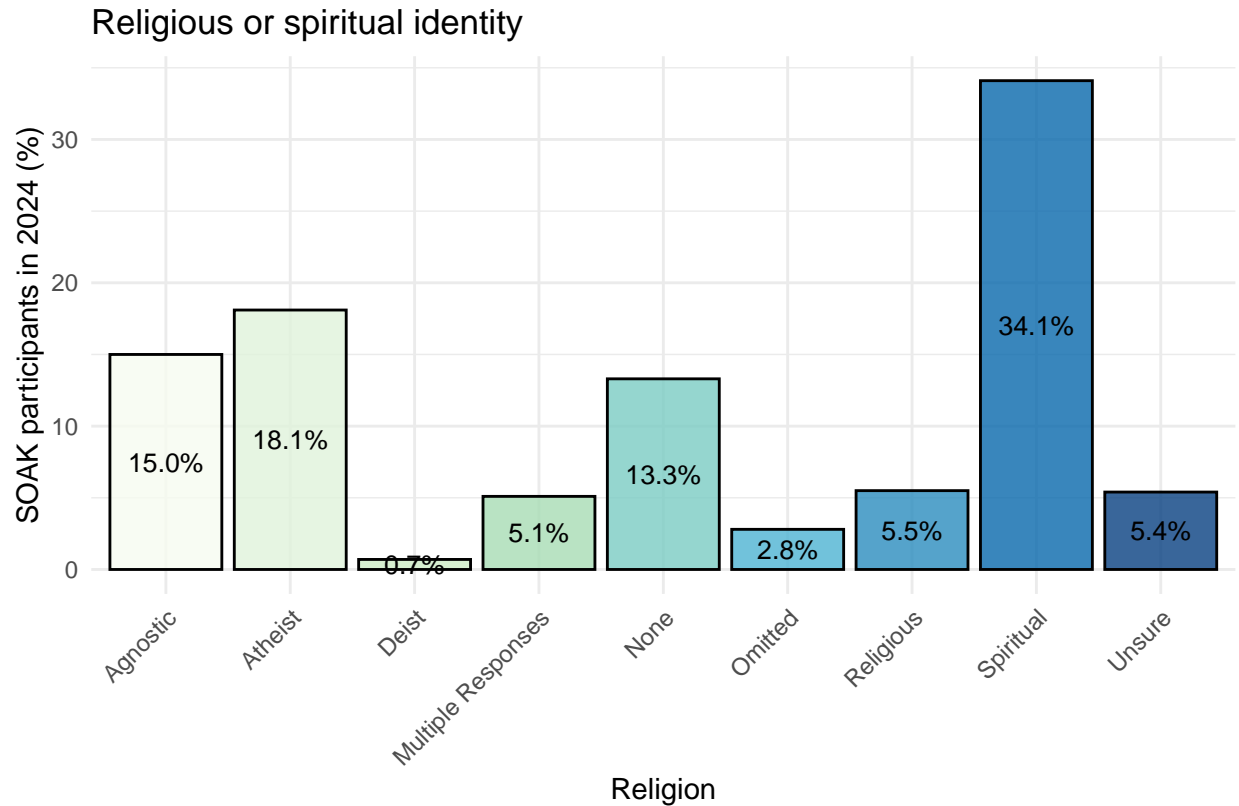


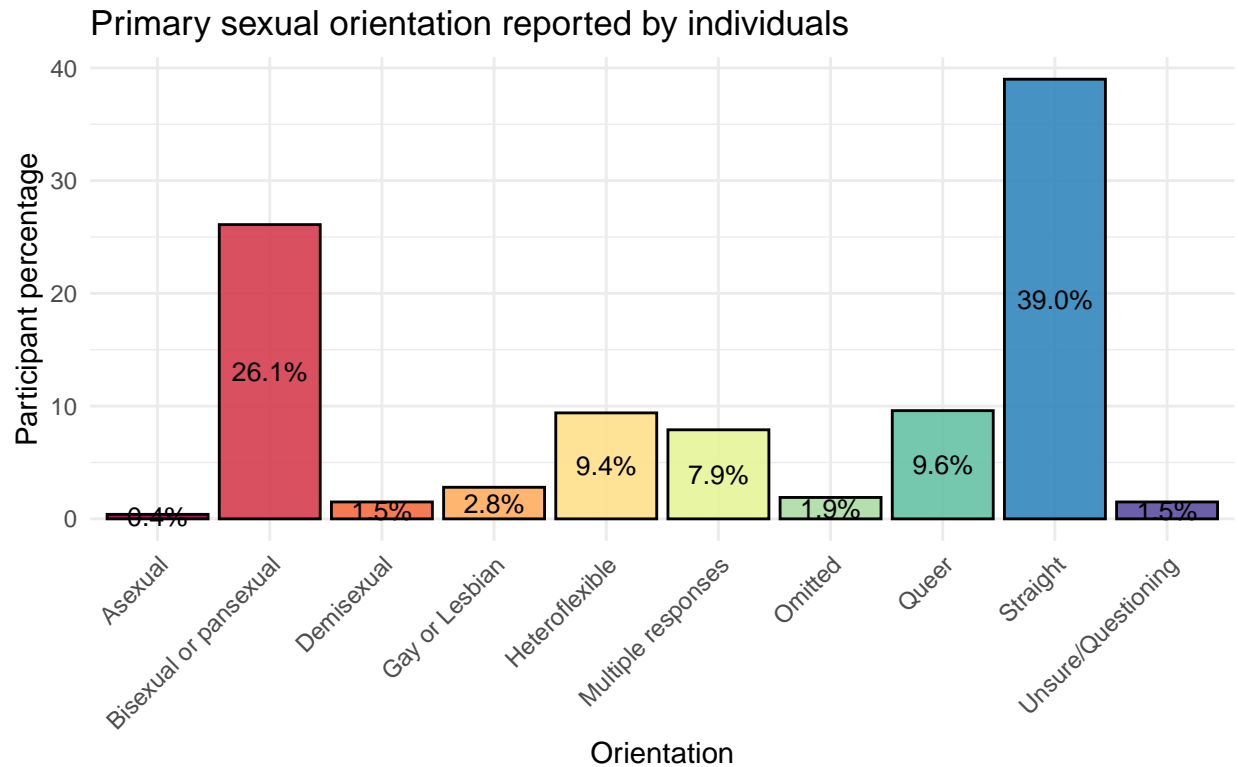
Table 15: **Religious or spiritual identity**

Religion	2023		2024	
	Count	Percent	Count	Percent
Spiritual	224	33.4	321	34.1
Atheist	112	16.7	170	18.1
Agnostic	94	14.0	141	15.0
None	96	14.3	125	13.3
Religious	36	5.4	52	5.5
Unsure	45	6.7	51	5.4
Multiple responses	52	7.8	48	5.1
Omitted	9	1.3	26	2.8
Deist	2	0.3	7	0.7

The table is organized in descending order by 2024’s percent. Spiritual was the highest reported religious or spiritual identity in 2024, same as in 2023. Atheist and agnostic were the 2nd and 3rd most commonly reported identity, respectively. This matches how Burners reported their religious and spiritual beliefs, with spiritual coming in at 47.4%, atheist at 23.1%, and agnostic at 16.2%.

Sexuality and Relationships

Sexual Orientation



Some participants reported multiple orientations and were thus categorized under Multiple responses.

Straight was the most commonly reported sexual orientation in an individual (39.0%) followed by bisexual or pansexual (26.1%) in 2024. The graph is organized alphabetically and those who reported multiple orientations were clustered into the “Multiple responses” category. The numbers account for the total times an orientation was reported based on the population total. A more granular depiction of the data is further in this section.

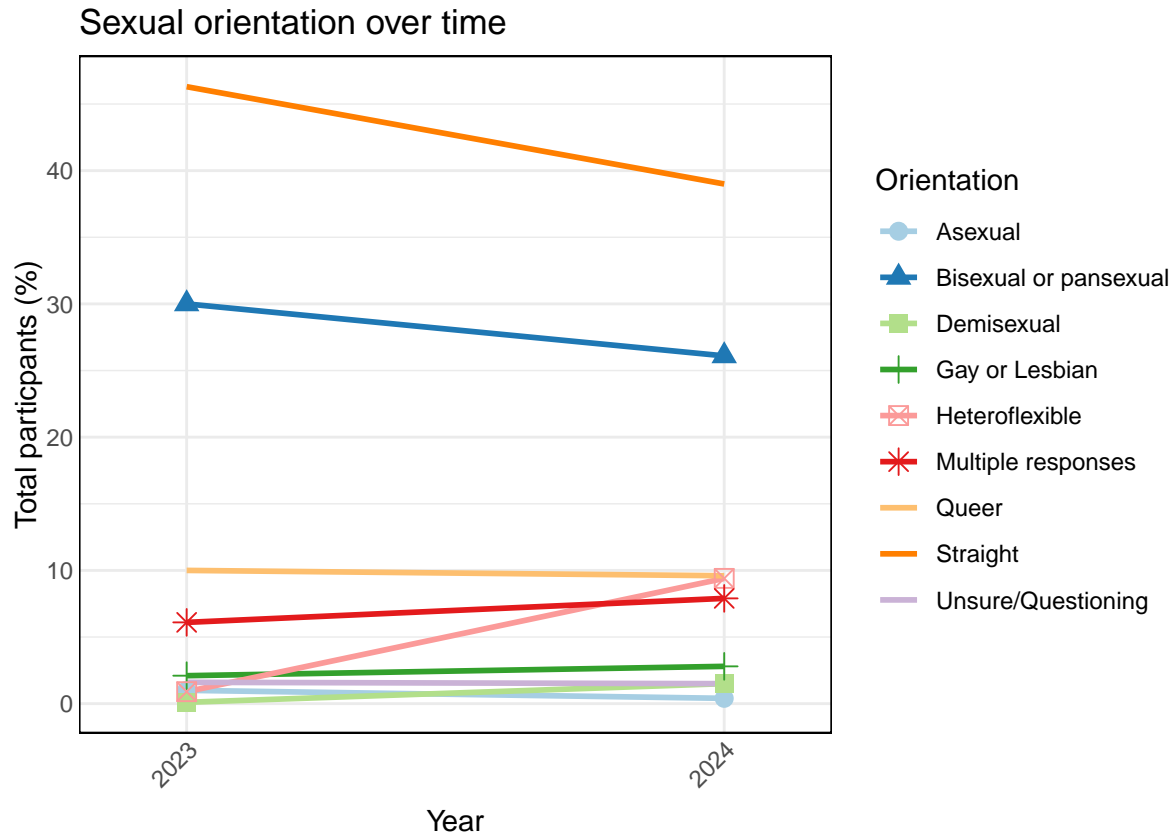


Table 16: **Sexual orientation**

Orientation	2023		2024	
	Count	Percent	Count	Percent
Straight	310	46.3	367	39.0
Bisexual or pansexual	201	30.0	246	26.1
Queer	67	10.0	90	9.6
Heteroflexible	6	0.9	88	9.4
Multiple responses	41	6.1	74	7.9
Gay or Lesbian	14	2.1	26	2.8
Omitted	12	1.8	18	1.9
Demisexual	1	0.1	14	1.5
Unsure/Questioning	11	1.6	14	1.5
Asexual	7	1.0	4	0.4

The three most commonly reported sexual orientations did not change across years. In 2024, “heteroflexible” was added to the survey in response to the write-in option used in 2023. This category saw the largest increase from 0.9% to 9.4%. According to an Oregon Live article, the Oregon LGBTQ+ population is 7.8%, with the national population at about 5.6%. That said, the LGBTQ+ population at SOAK is quite large.

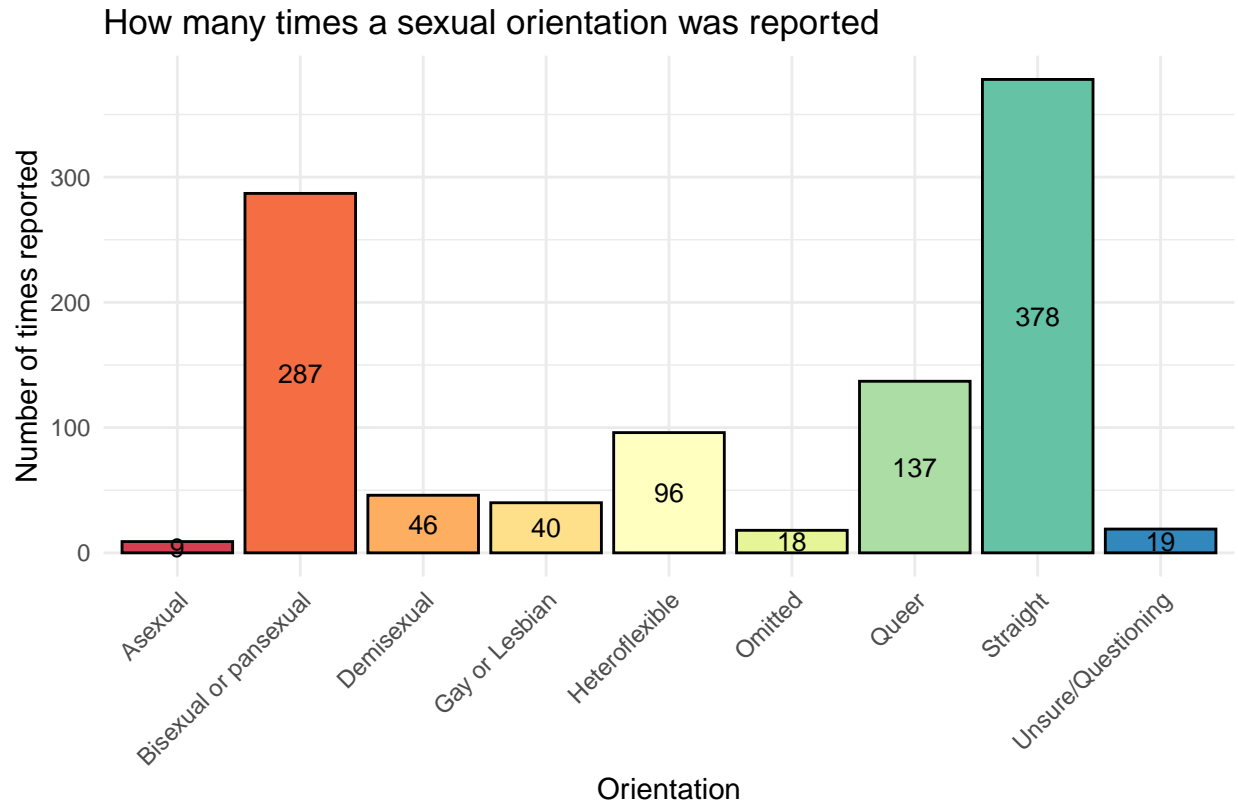
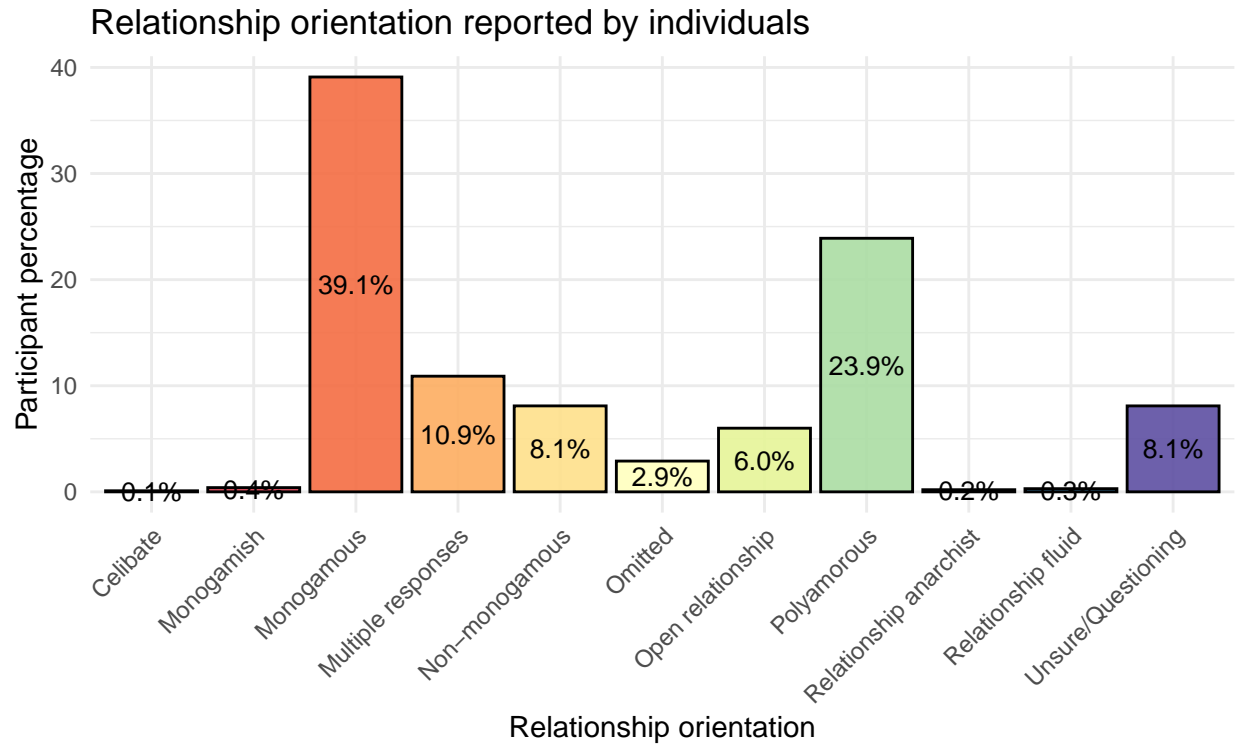


Table 17: Percent in table is calculated by the count divided by the number of total responses

Orientation	Count	Percent
Straight	378	36.7
Bisexual or pansexual	287	27.9
Queer	137	13.3
Heteroflexible	96	9.3
Demisexual	46	4.5
Gay or Lesbian	40	3.9
Unsure/Questioning	19	1.8
Omitted	18	1.7
Asexual	9	0.9

Here we see how many times a sexual orientation was reported. Since folks occasionally selected more than one orientation, we can see how often different orientations were selected instead of only accounting for the individual single identity (or multiple identities) as plotted before. This more detailed look at the data shows how many times each item was selected, thus showing some differences in reporting.

Relationship Orientation



Some participants reported multiple orientations and were thus categorized under Multiple responses.

Monogamous was the most common relationship orientation at 39.1%, followed by polyamorous at 23.9%, then those who reported multiple orientations. A more detailed look at responses is below.

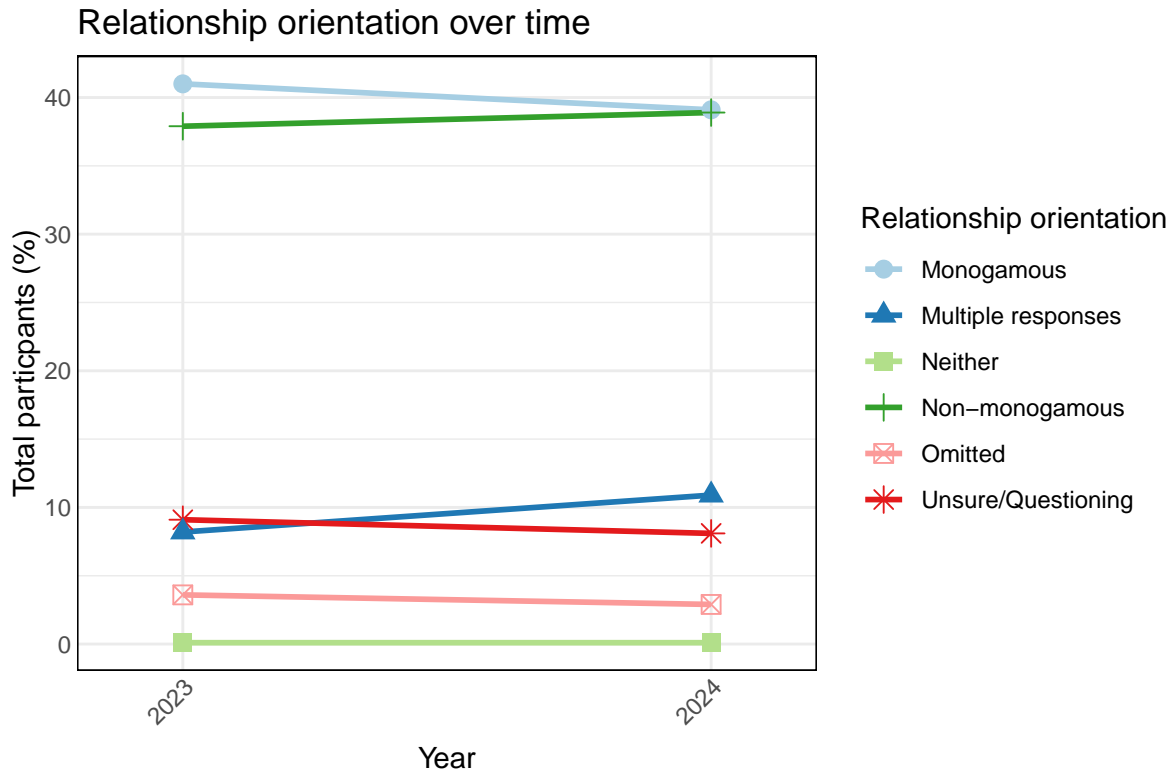


Table 18: **Primary relationship orientation**

Orientation	2023		2024	
	Count	Percent	Count	Percent
Monogamous	275	41.0	368	39.1
Non-monogamous	254	37.9	366	38.9
Multiple responses	55	8.2	103	10.9
Unsure/Questioning	61	9.1	76	8.1
Omitted	24	3.6	27	2.9
Neither	1	0.1	1	0.1

All practices of the larger “non-monogamy” umbrella were combined for the above longitudinal graph and table to simplify our understanding of SOAK participants. Aromantic and celibate were categorized under “Neither”.

A 2023 YouGov Poll found that 55% of Americans align as monogamous, compared to SOAK’s 39.1%. This is a small decrease from 2023, where 41% were monogamous.

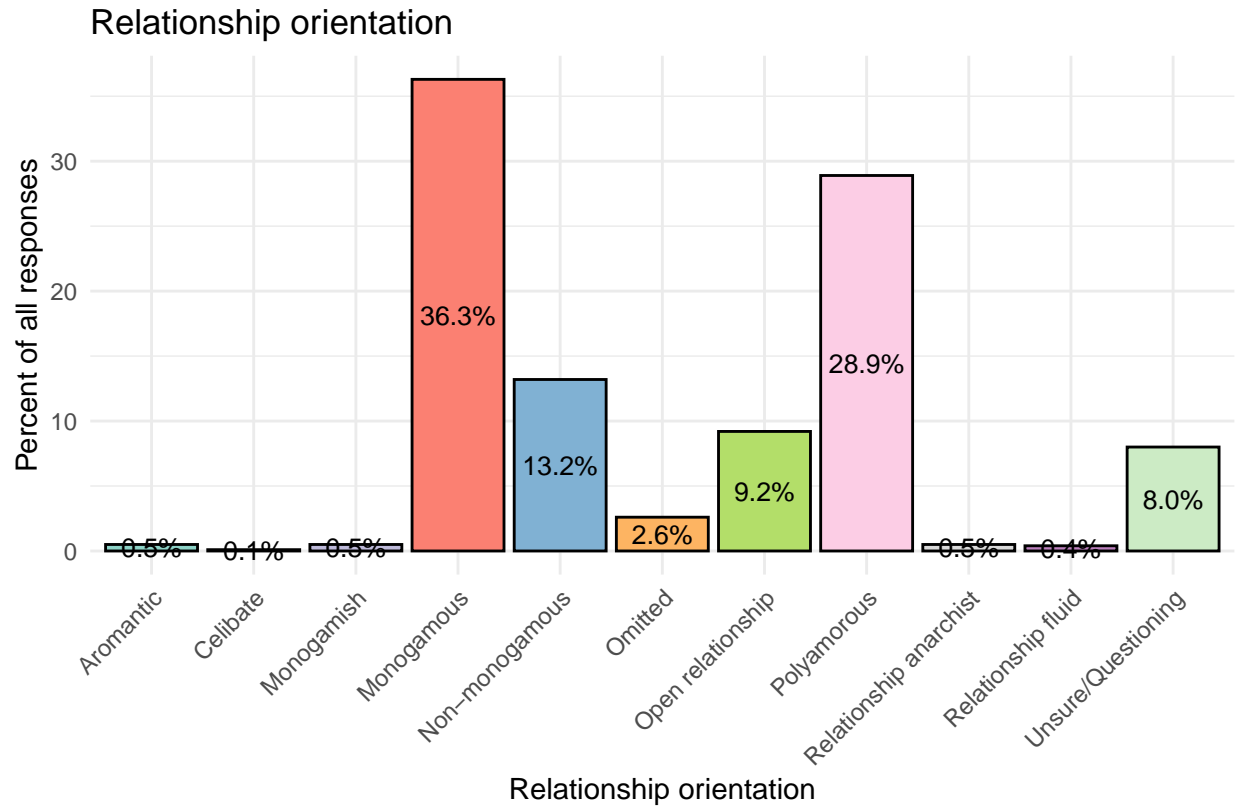


Table 19: The number of times a relationship orientation was reported across all participants, totaling 1070 responses

Relationship	Count	Percent
Monogamous	388	36.3
Polyamorous	309	28.9
Non-monogamous	141	13.2
Open relationship	98	9.2
Unsure/Questioning	86	8.0
Omitted	28	2.6
Aromantic	5	0.5
Monogamish	5	0.5
Relationship anarchist	5	0.5
Relationship fluid	4	0.4
Celibate	1	0.1

Here we see how many times a relationship orientation was reported. Since folks occasionally selected more than one, we can see how often different orientations were selected, thus showing some differences in reporting.

Event Preferences and Practices

Transportation and Lodging

Arrival Time

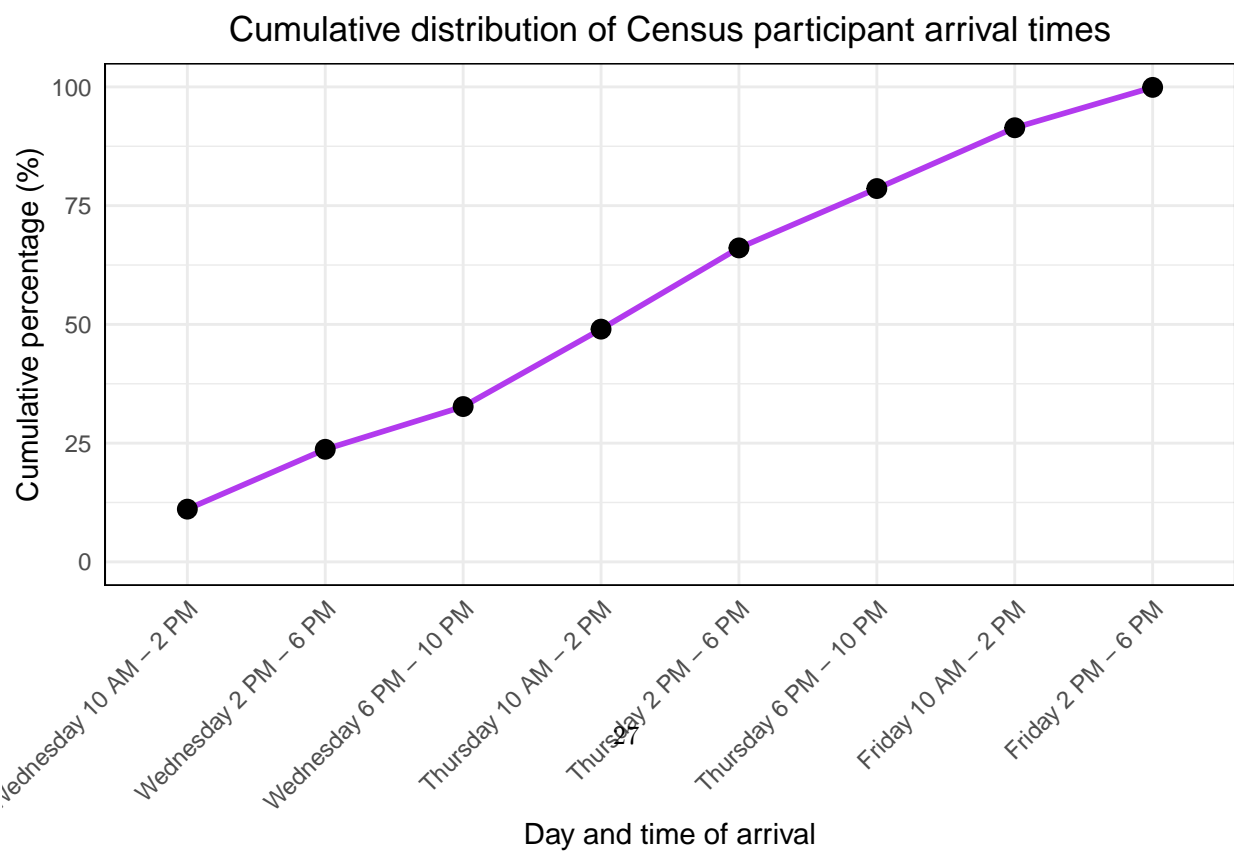
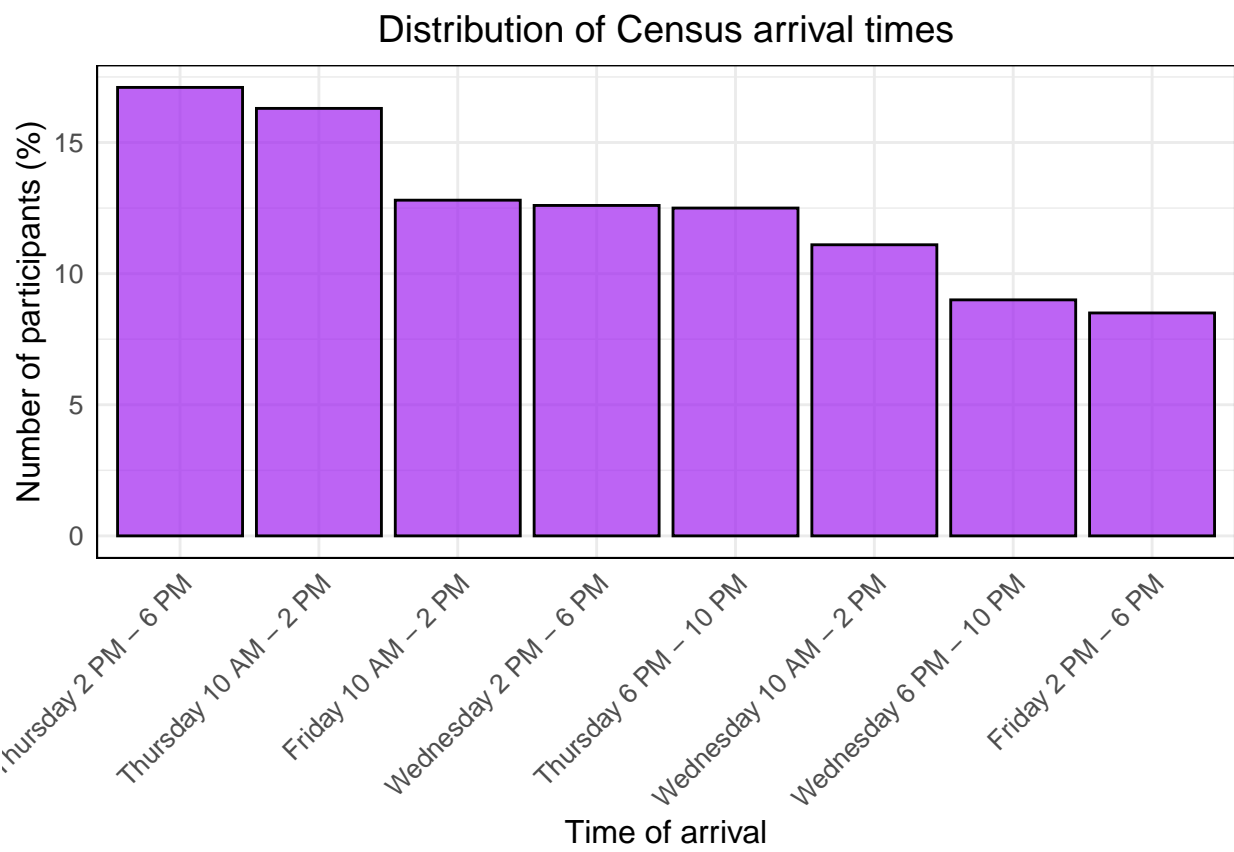
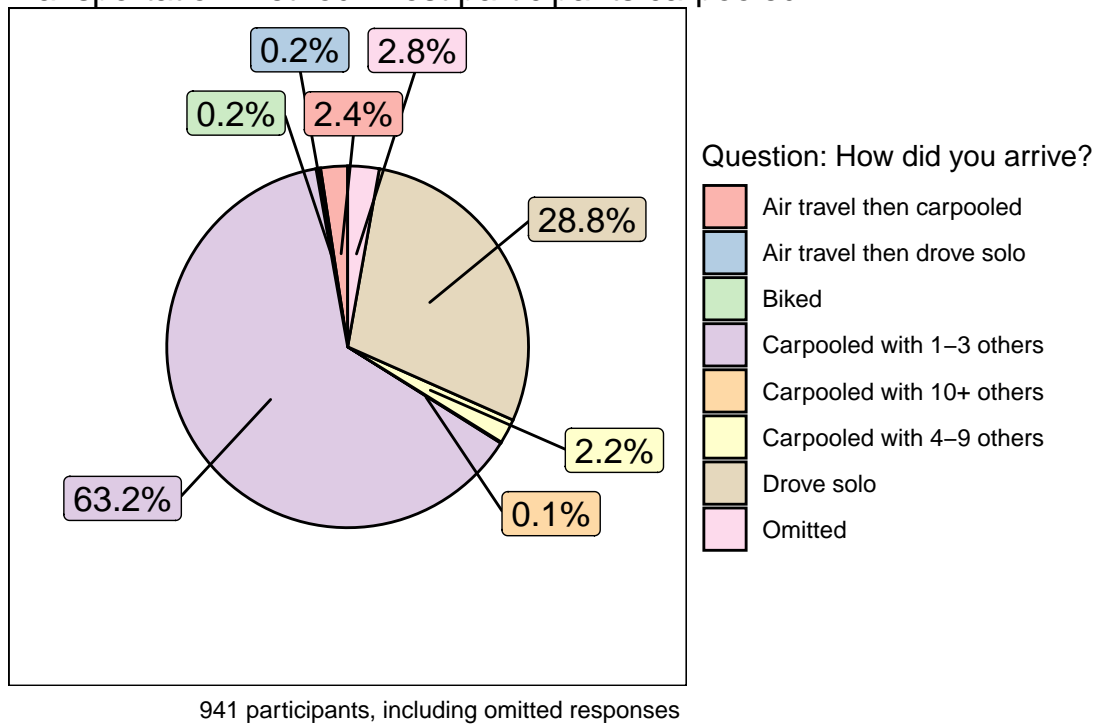


Table 20: **Date and time of arrival**

Arrival	2024	
	Count	Percent
Wednesday 10 AM - 2 PM	104	11.1
Wednesday 2 PM - 6 PM	119	12.6
Wednesday 6 PM - 10 PM	85	9.0
Thursday 10 AM - 2 PM	153	16.3
Thursday 2 PM - 6 PM	161	17.1
Thursday 6 PM - 10 PM	118	12.5
Friday 10 AM - 2 PM	120	12.8
Friday 2 PM - 6 PM	80	8.5
Omitted	1	0.1

Transportation Method

Transportation method: Most participants carpooled



How did you arrive at SOAK?

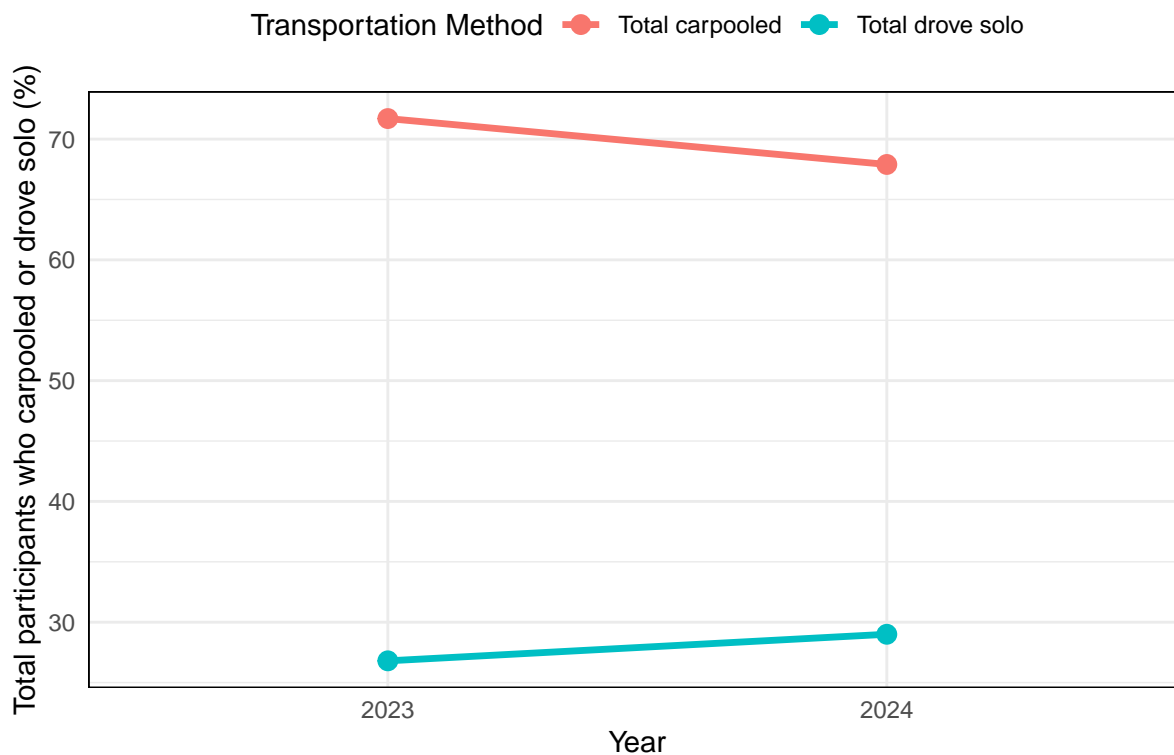


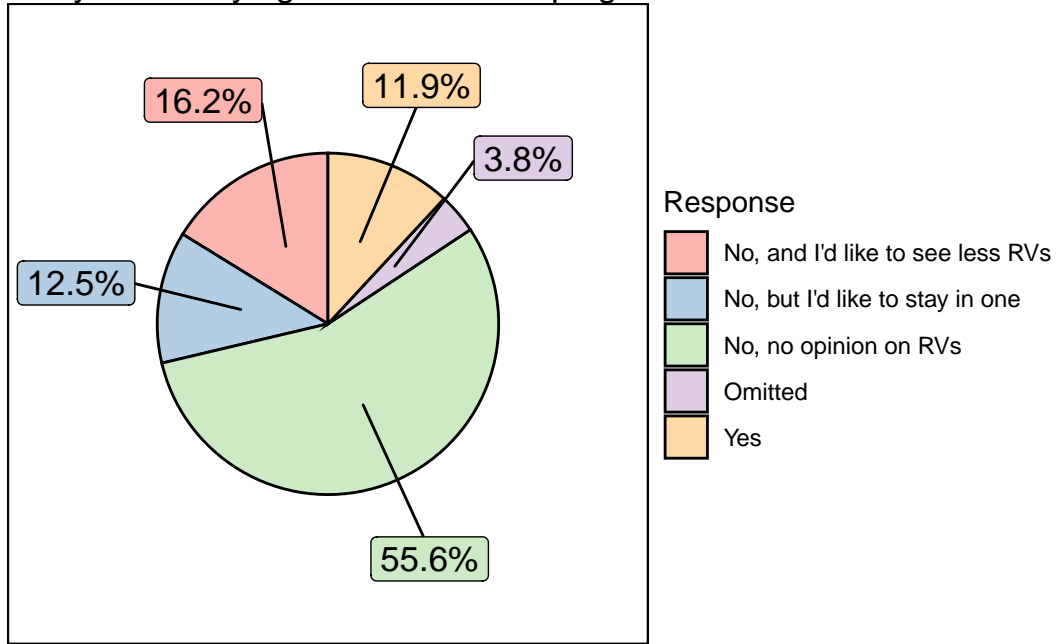
Table 21: **How did you arrive at SOAK?**

2023			2024		
Transportation method	Count	Percent	Transportation method	Count	Percent
Total carpooled	480	71.7	Total carpooled	640	67.9
Carpooled with 1-3 others	456	68.1	Carpooled with 1-3 others	595	63.2
Total drove solo	180	26.8	Total drove solo	273	29.0
Drove solo	179	26.7	Drove solo	271	28.8
Omitted	10	1.5	Omitted	26	2.8
Air travel then carpooled	6	0.9	Air travel then carpooled	23	2.4
Carpooled with 4-9 others	16	2.4	Carpooled with 4-9 others	21	2.2
Air travel then drove solo	1	0.1	Air travel then drove solo	2	0.2
NA	NA	NA	Biked	2	0.2
Carpooled with 10+ others	2	0.3	Carpooled with 10+ others	1	0.1

The majority (67.9%) of participants carpooled to SOAK, although this was a decrease from 2023 when 71.7% of participants carpooled. Despite the introduction of car passes in 2024, there was an increase in those who drove solo from 26.8% to 29.0%. This is less than Burning Man, where in 2023 only 16.9% of Burners drove solo.

Sleeping Arrangement and RV Opinions

Will you be staying in an RV or camping vehicle?



941 participants, including omitted responses

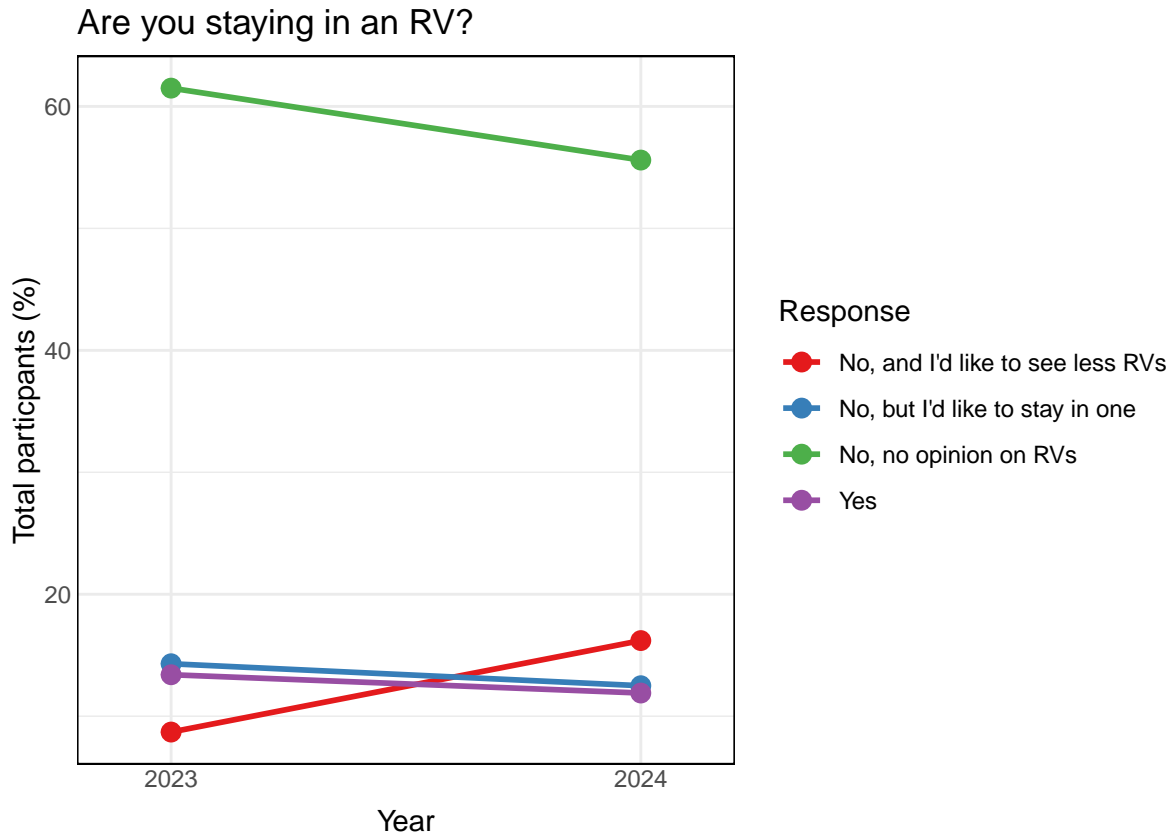


Table 22: **Will you be staying in an RV or camping vehicle?**

Response	2023		2024	
	Count	Percent	Count	Percent
No, no opinion on RVs	412	61.5	523	55.6
No, and I'd like to see less RVs	58	8.7	152	16.2
No, but I'd like to stay in one	96	14.3	118	12.5
Yes	90	13.4	112	11.9
Omitted	14	2.1	36	3.8

This question bakes in an opinion in addition to gaining information on how participants sleep at SOAK. Only 11.9% of participants stayed in an RV or camping vehicle, which is a decrease from the previous year. Of those who did not stay in RVs, most did not have an opinion on their presence at SOAK, although more people reported wanting to see less of them than 2023.

Ticket Acquisition

How did you acquire your SOAK ticket?

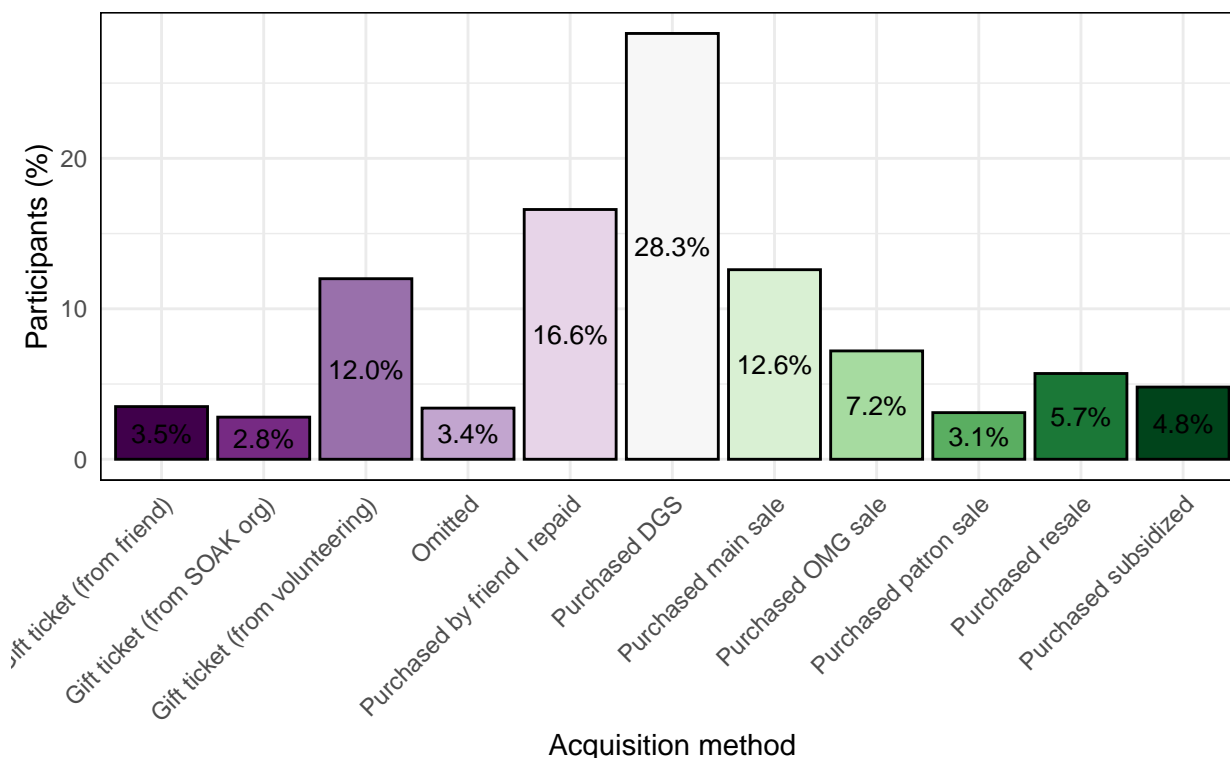


Table 23: How did you acquire your SOAK ticket?

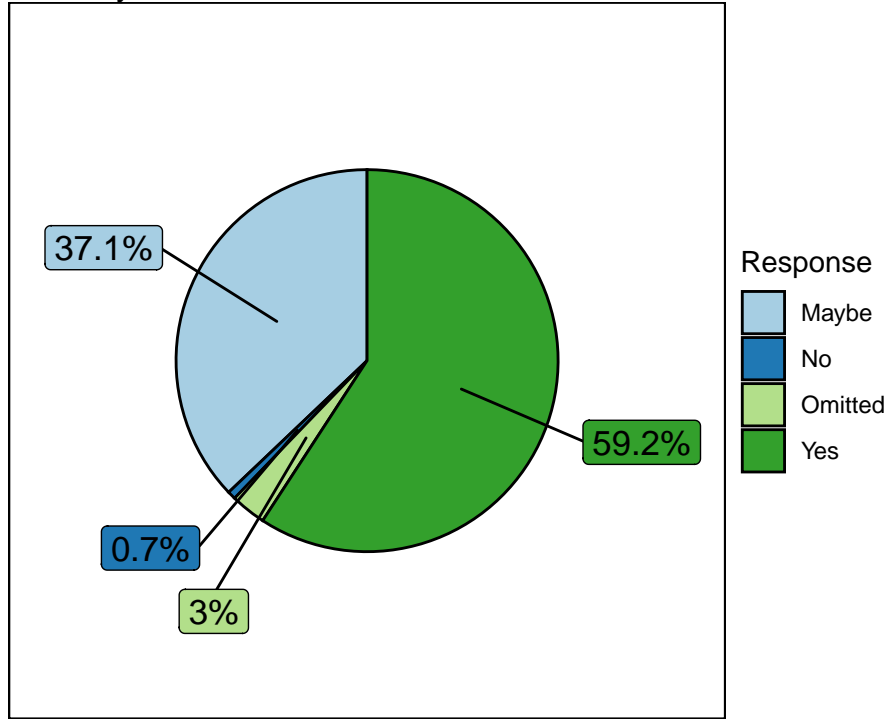
Ticket	2023		2024	
	Count	Percent	Count	Percent
Purchased DGS	162	24.2	266	28.3
Purchased by friend I repaid	114	17.0	156	16.6
Purchased main sale	128	19.1	119	12.6
Gift ticket (from volunteering)	59	8.8	113	12.0
Purchased OMG sale	53	7.9	68	7.2
Purchased resale	43	6.4	54	5.7
Purchased subsidized	21	3.1	45	4.8
Gift ticket (from friend)	31	4.6	33	3.5
Omitted	18	2.7	32	3.4
Purchased patron sale	24	3.6	29	3.1
Gift ticket (from SOAK org)	17	2.5	26	2.8

The above table is organized in descending order of 2024 Percent values. Ticket acquisition for SOAK remained mostly done through directed group sales (DGS) at 28.3% in 2024 which was the same in 2023, followed by repaying a friend at 16.6%, then purchasing through the main sale at 12.6%. These 2 methods swapped places in 2024. The largest change occurred in main sale acquisition (dropping 6.5%), whereas volunteer gift tickets went up by 3.2%.

Subsidized tickets (Burning Man's version of the ticket aid program) accounted for 4.8%.

SOAK Location

Would you attend SOAK if it moved location?



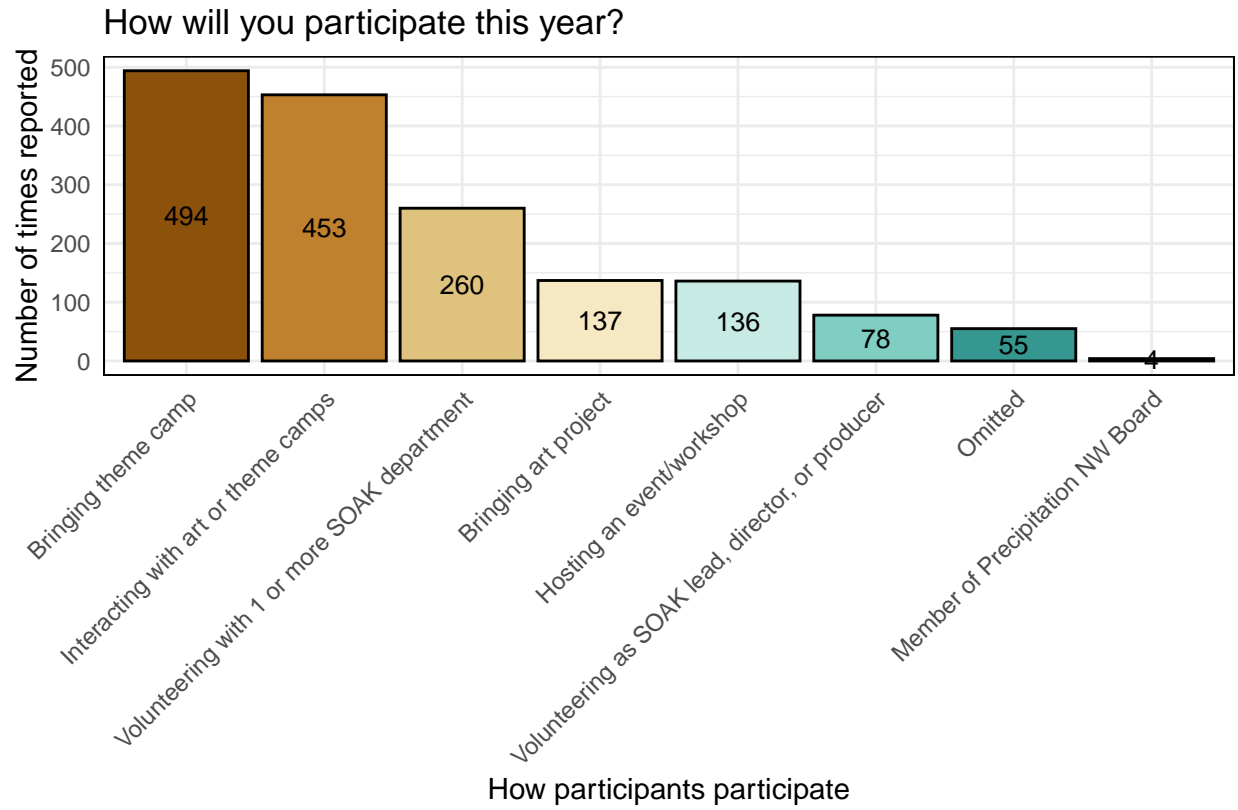
941 participants, including omitted responses

Table 24: **Would you attended SOAK if it moved location?**

Response	2023		2024	
	Count	Percent	Count	Percent
Maybe	229	34.2	349	37.1
No	3	0.4	7	0.7
Omitted	6	0.9	28	3.0
Yes	432	64.5	557	59.2

Most participants (59.2%) would follow SOAK if it moved. Cautiously, 37.1% might attend SOAK if it moved. Perhaps location-dependent? Only a small fraction, 0.7%, claimed they would not attend SOAK if it left Justesen Ranch in Tygh Valley. These values are relatively consistent with 2023.

Participation



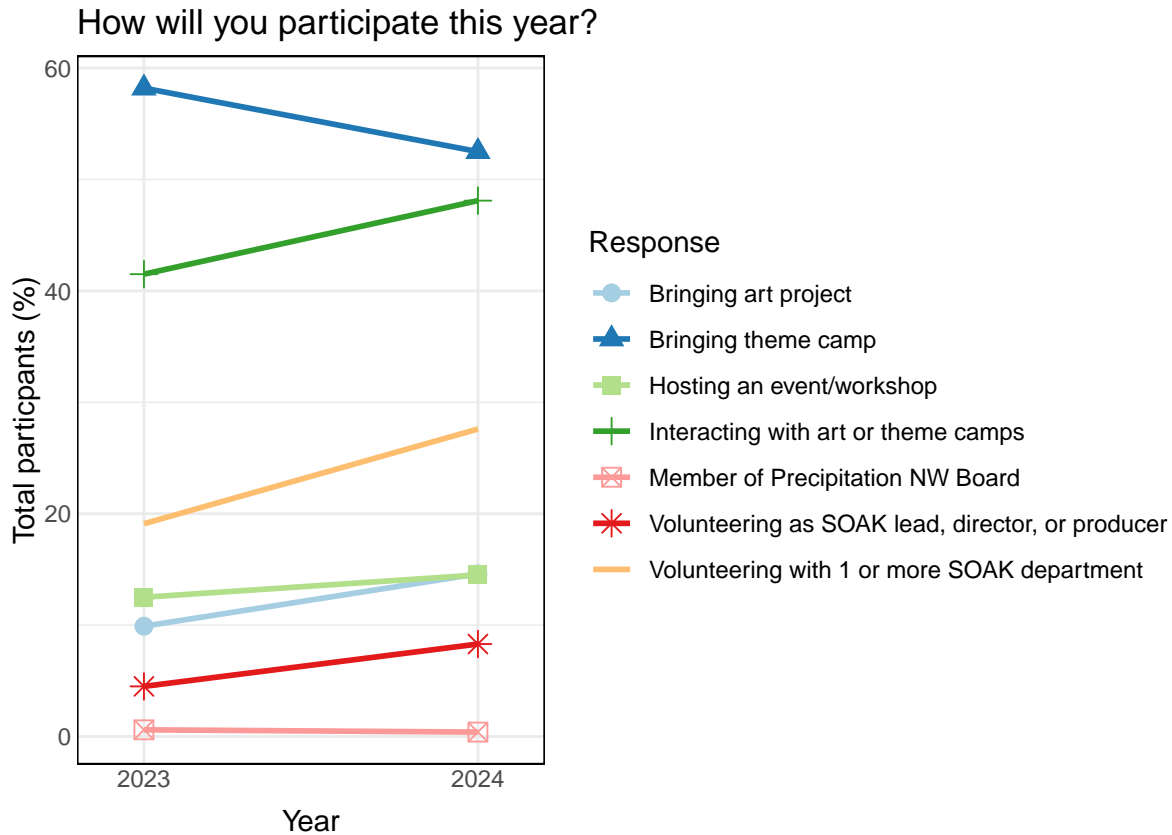


Table 25: **How will you participate this year?**

Response	2023		2024	
	Count	Percent	Count	Percent
Bringing theme camp	390	58.2	494	52.5
Interacting with art or theme camps	278	41.5	453	48.1
Volunteering with 1 or more SOAK department	128	19.1	260	27.6
Bringing art project	66	9.9	137	14.6
Hosting an event/workshop	84	12.5	136	14.5
Volunteering as SOAK lead, director, or producer	30	4.5	78	8.3
Omitted	30	4.5	55	5.8
Member of Precipitation NW Board	4	0.6	4	0.4

How did you participate at SOAK in 2024? Participants could select more than one option, therefore the percent here is out of participants and not responses (totaling above 100). Most people helped bring a theme camp! A total of 52.5% reported bringing a theme camp, which is a decrease from 2023. Second to bringing a camp, 48.1% of people reported interacting with art or theme camps, which increased from 2023.

The least common forms of participation were volunteering as a lead, director, producer, or board member. Volunteerism in Black Rock City claimed 12.6% of Burners in 2023, but 27.6% of SOAKers volunteered with 1 or more SOAK department. This is an increase from 2023, where 19.1% of participants volunteered.

Sustainability

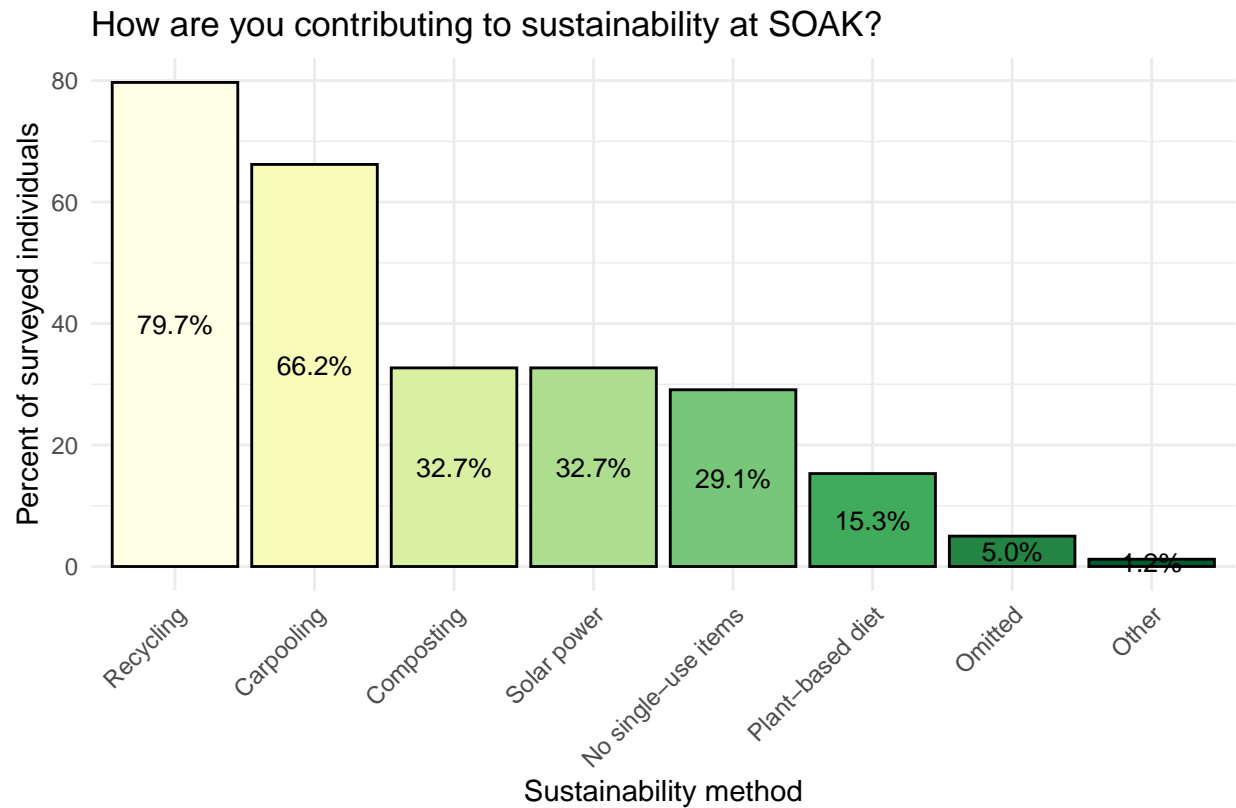
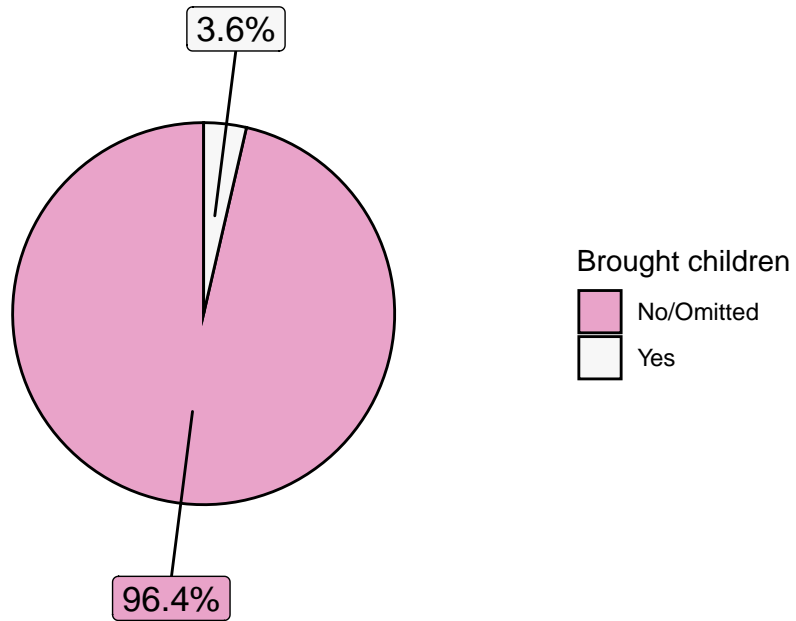


Table 26: **How are you contributing to sustainability?**

Sustainability	2023		2024	
	Count	Percent	Count	Percent
Recycling	536	80.0	750	79.7
Carpooling	429	64.0	623	66.2
Composting	218	32.5	308	32.7
Solar power	172	25.7	308	32.7
No single-use items	192	28.7	274	29.1
Plant-based diet	132	19.7	144	15.3
Omitted	20	3.0	47	5.0
Other	18	2.7	11	1.2

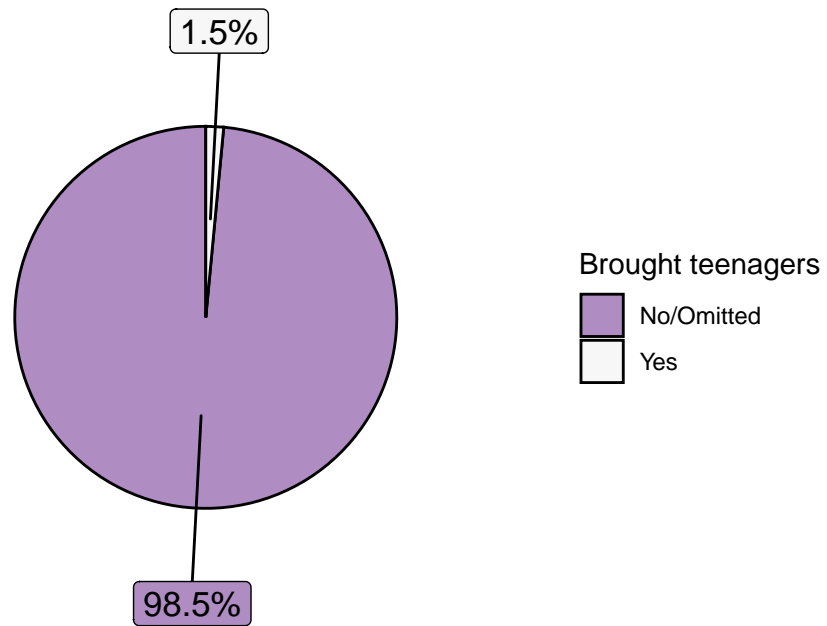
Inclusion of Minors

How many participants reported bringing any children

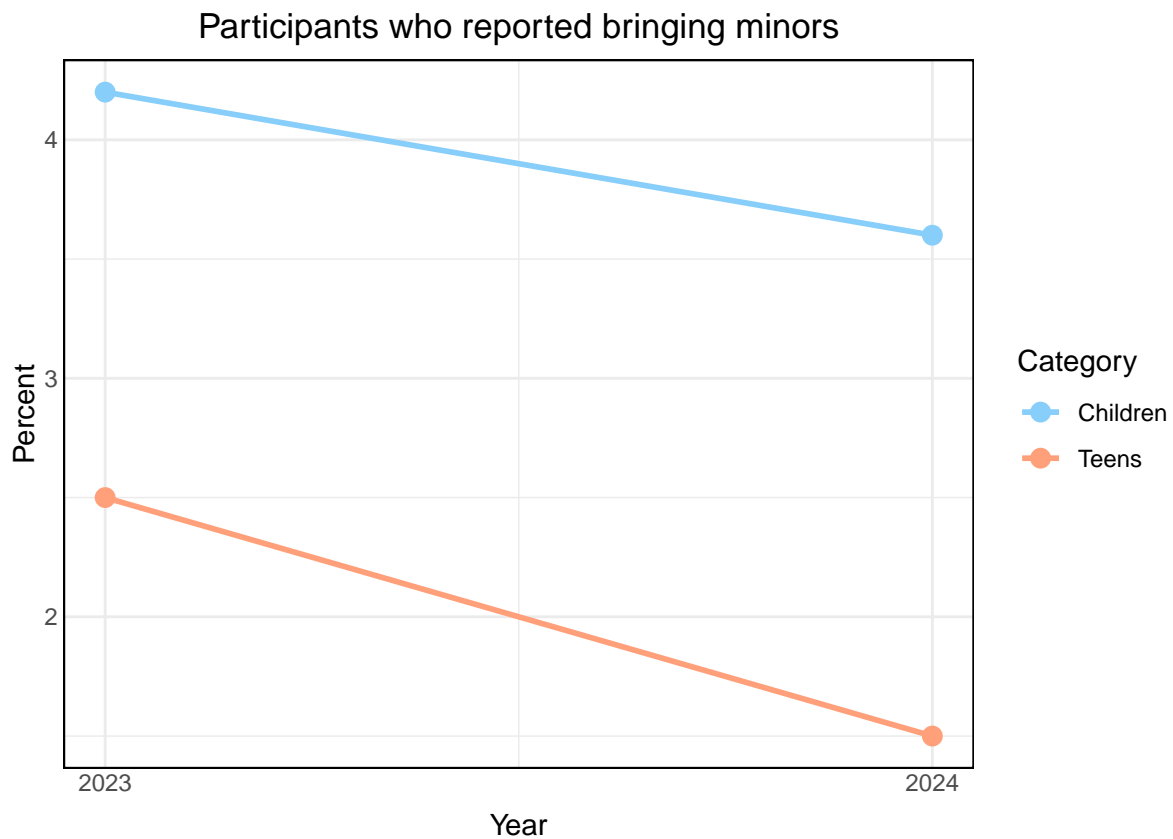


941 participants, omitted and 0 responses combined

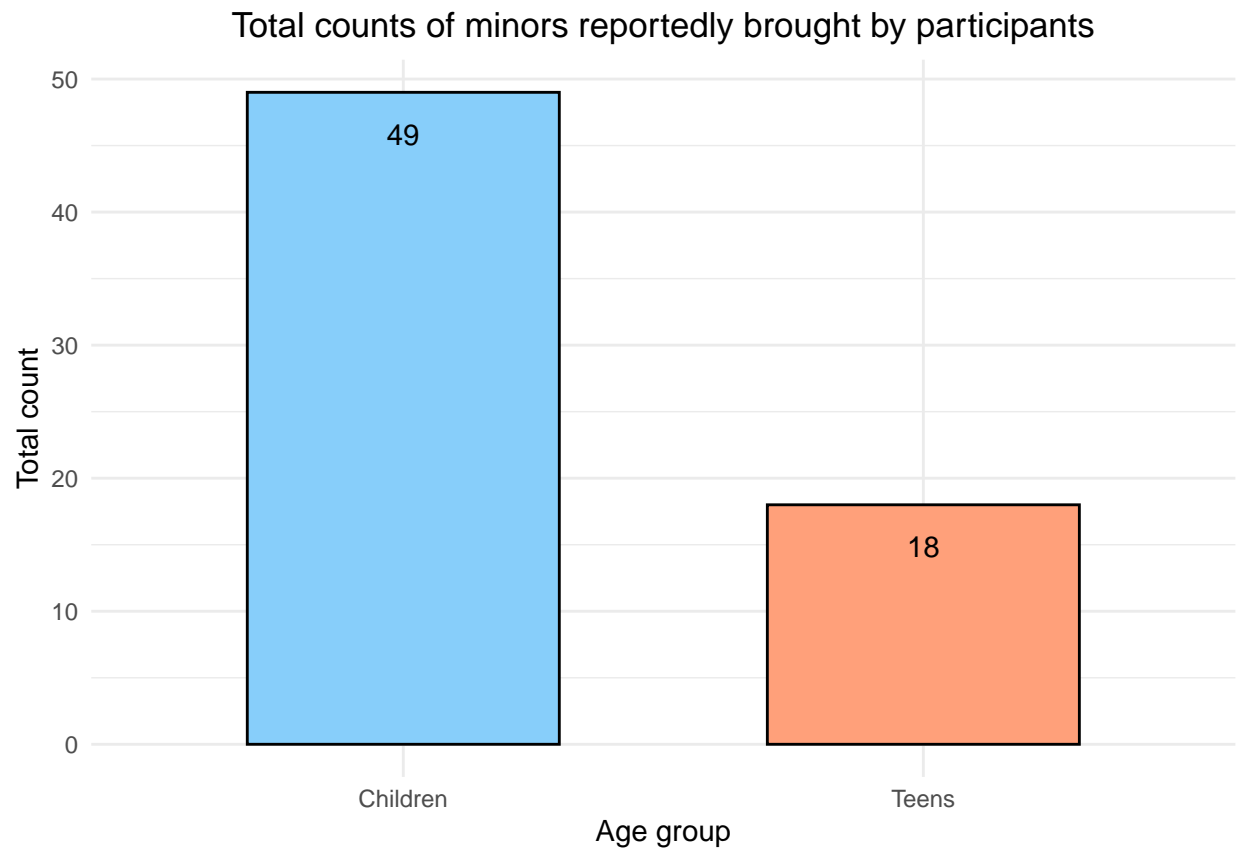
How many participants reported bringing any teenagers



941 participants, omitted and 0 responses combined



Most participants do not bring minors with them to SOAK. The number has decreased between 2023 and 2024. Compared to Burning Man in 2023, 2.8% of Burners reported ever bringing someone under 18 years of age, SOAKers have a higher rate of bringing minors.



Town Hall and Burning Man

Town Hall

Most participants did not attend Town Hall

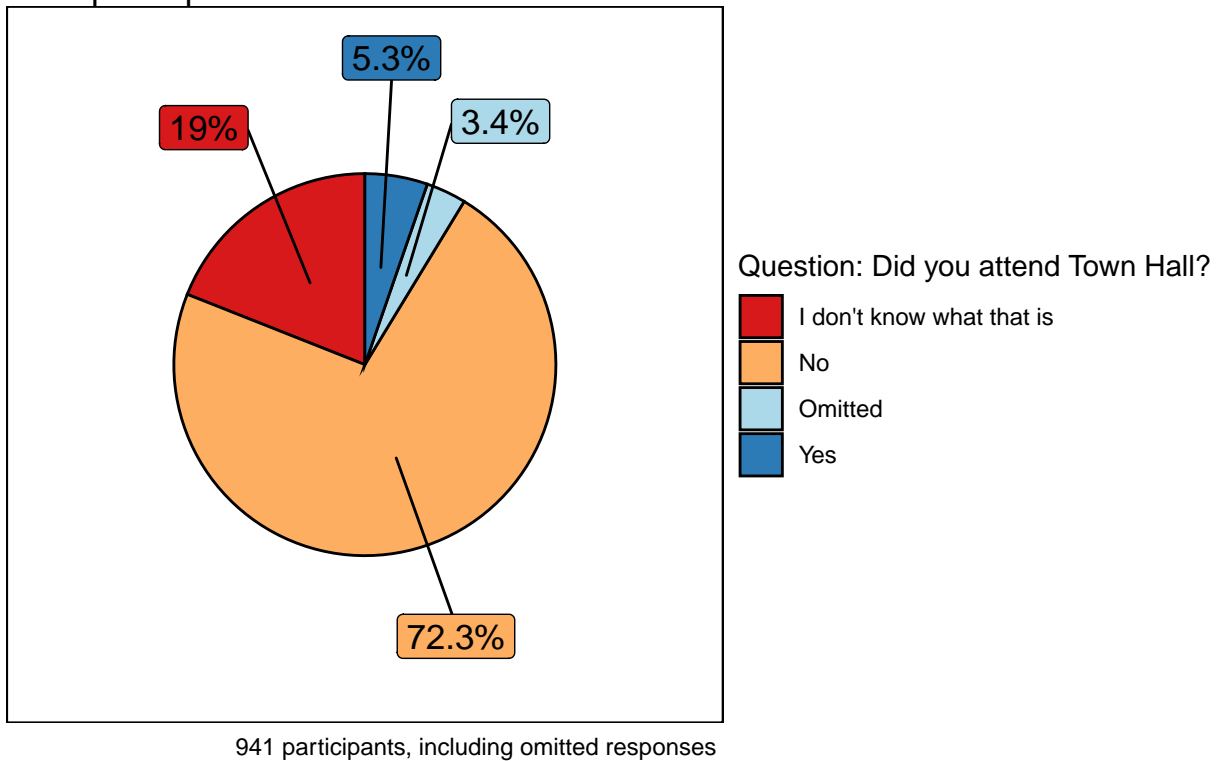


Table 27: **Did you attend Town Hall?**

Response	2023		2024	
	Count	Percent	Count	Percent
I don't know what that is	117	17.5	179	19.0
No	499	74.5	680	72.3
Omitted	10	1.5	32	3.4
Yes	44	6.6	50	5.3

Only 5.3% of people attended SOAK's Town Hall in February, 2024, which is less than in 2023. Most people reported not attending (72.3%), followed by a lack of knowing what Town Hall is (19%), which was more than in 2023.

Burning Man

Most participants did not plan to go to Burning Man

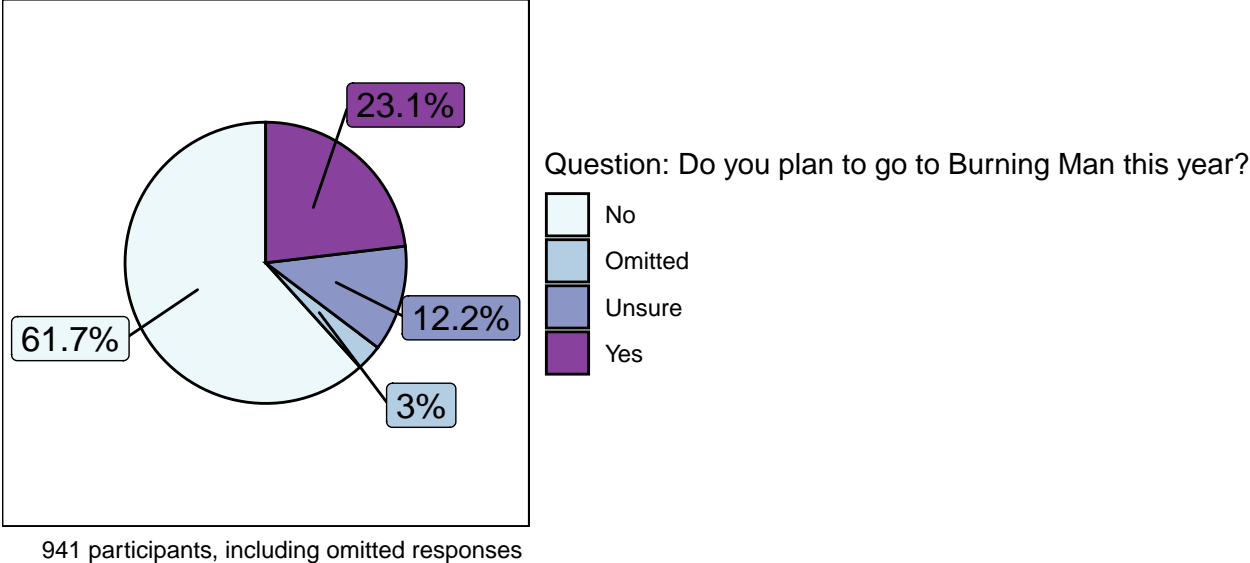


Table 28: Do you plan to attend Burning Man this year?

Response	2023		2024	
	Count	Percent	Count	Percent
No	401	59.9	581	61.7
Omitted	7	1.0	28	3.0
Unsure	114	17.0	115	12.2
Yes	148	22.1	217	23.1

The majority of participants (61.7%) did not plan to go to Burning Man in 2024, followed by 23.1% who planned to go. More people were decisive in 2024 than in 2023, with the unsure response dropping from 17% to 12.2%.

Communication

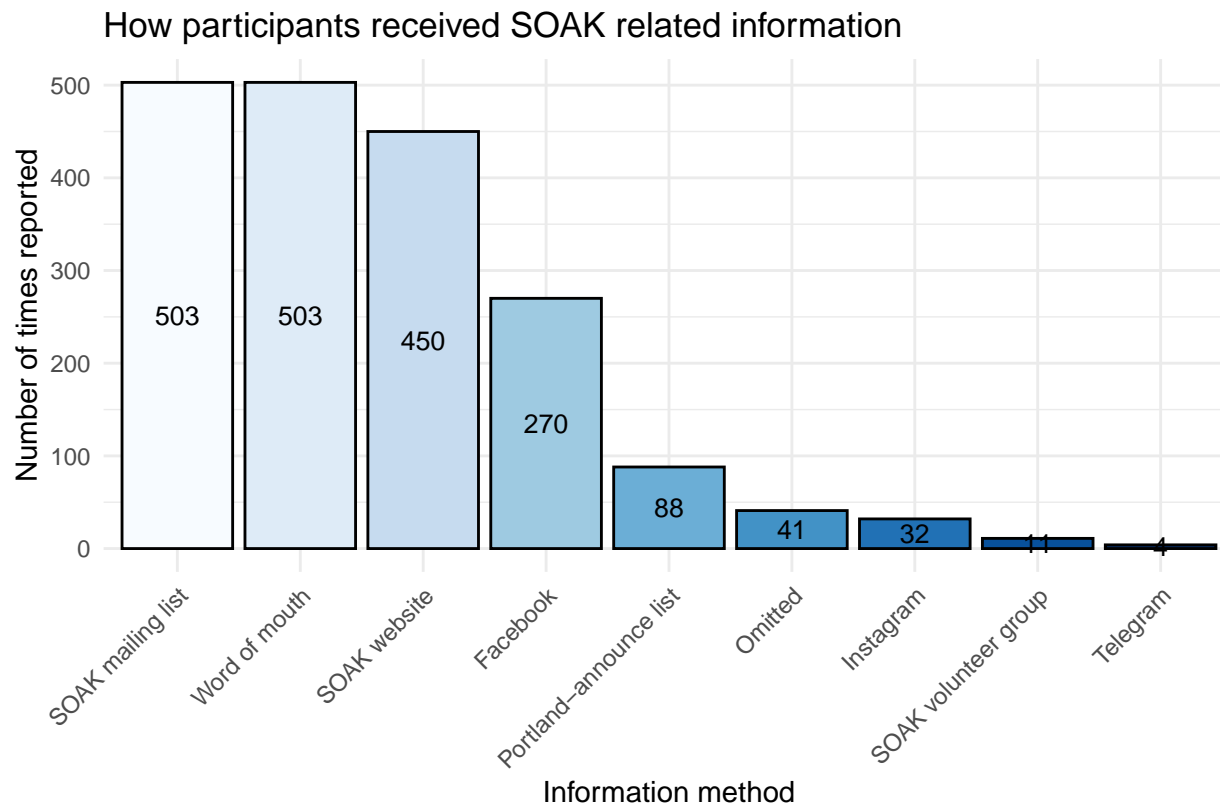


Table 29: **How did you receive SOAK related information?**

Information	2023		2024	
	Count	Percent	Count	Percent
SOAK mailing list	339	26.2	503	26.4
Word of mouth	330	25.5	503	26.4
SOAK website	310	24.0	450	23.7
Facebook	211	16.3	270	14.2
Portland-announce list	57	4.4	88	4.6
Omitted	24	1.9	41	2.2
Instagram	15	1.2	32	1.7
SOAK volunteer group	NA	NA	11	0.6
Telegram	6	0.5	4	0.2
Twitter	2	0.2	NA	NA

SOAK's mailing list and word of mouth are how most folks receive SOAK information.