

2012 census

all about KIWIBURN'S paddock dwellers




NEW ZEALAND'S REGIONAL **BURNING MAN** EVENT

www.kiwiburn.com





The Census data from Kiwiburn 2012 as analysed by Anne

Grab a cup of tea and let's get to know each other a little better...

Remember that lovely census form you received at Kiwiburn? Well, 80 of you completed it (nice round number) and we now have a better idea of what sort of people make up Kiwiburn.

If you are 32, Kiwi-born, employed and living in Auckland... with a strong sense of community and self-expression and a big love for art, fire, music and costumes... well, it seems Kiwiburn is the place for you J

Not that we are out to stereotype people or put them in little boxes but it does help the ExCom understand the make-up of the festival and what sort of things bring people to the Paddock!

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Here are some quick practical facts you may find interesting....

- Age:** The average age of a Kiwiburner is 32. With the ladies generally being slightly younger than the men (average age female is 30, while the average age male is 34). Our youngest person was 18 and the oldest 62. (This is not counting the little kids, those of us who lie about our age or those who just don't tell)
- Gender:** 56% of the attendants were female and 44% male (or maybe girls are just better at paperwork and surveys and things like that)
- Nationality:** We had 12 nations represented on the Paddock. 61% Kiwi, 14% American, 6% British, 5% Australian, 4% Canadian, 2.5% German and then a scattering of Dutch, French, Irish, Scottish, South African and Zambian
- Current city:** A massive 86% of burners are currently living in NZ with the other 14% here as visitors. (Now I am wondering how many of the visitors came over especially for Kiwiburn or if they just happened to be in NZ anyway).
- Of those that live in NZ about 13% didn't tell us which city they lived in. Of those that did respond, we can tell you that 56% hail from Auckland, 24% from Wellington and 6% from Christchurch. We also had representatives from Whangerei, Hamilton, Dargaville, Raglan & Thames.
- Transport:** Considering how many people travelled from Auckland and Wellington, it's not surprising to hear that 84% of people travelled by car. Only 12.5% had to use multiple forms of transport.
- Professionally:** 46% of our burners are employed, 41% are freelance/self-employed, 9% are students and 4% are retired
- Sexually:** 73% of us are straight, 22% bisexual and 5% of us are gay
- Relationship:** 55% are in relationships, 41% are single and 4% are unsure

Now for a little look at some of the personality traits among burners

- Artistic Nature:** Interestingly 36% of our community consider themselves to be artists while 21% say they are not. The remaining 43% are 50/50
- Personality:** 18% of people on the paddock consider themselves to be extroverts and 20% consider themselves to be introverts. 62% are 50/50.
- While on the paddock, 49% of people feel brave, 4% shy and 47% 50/50.

Burn history

- Kiwiburn:** 39% of people were attending Kiwiburn for the first time
23% had been to 1 previous burn,
10% to 2 previous burns
10% to 3 previous burns
5% to 4 previous burns
9% to 5 previous burns
5% to 6 or more previous burns
- Burning Man:** 30% of people have been to Burning Man in Nevada (15% of the NZ born burners had been to BM, and the rest were our international friends)
- 12% of these people said they prefer Kiwiburn to Burning Man and 17% said they prefer Burning Man. 71% said they couldn't choose which they preferred!

What brings you here

- Vector** 83% of people heard about Kiwiburn from friends who had been before (that just goes to show how much people love this festival and want to share it with their friends)
- 8% of people heard about Kiwiburn through Burning Man (either BM web site on the playa)
- 1% each go to Internet, posters and a random meeting. 5% say "other"...hmmm, wonder what that could be?

What attracts you to Kiwiburn?

So many people cited multiple reasons for being there; Community, self-expression, art and fire seem to be great attractors...with music and costumes not far behind. Here is a list of what people say attracts them to Kiwiburn.

- 79% Ticked the box called Community
- 66% Cited Self-expression as a reason for being there
- 65% said they were attracted by the Art
- 64% came for the Fire
- 50% were escaping
- 48% came for the love of Music
- 48% same for the wonderful Costumes (and boy were we glad)
- 38% were on a Spiritual Quest
- 39% were there for the Novelty
- 28% attended with/for Family
- 25% were attracted by Romance and sex (and 54% of people had sex so this obviously works)
- 23% were attracted by Nudity (to be it or see it?)
- 21% ticked the box for Self Destruction
- 13% had obligations that brought them here and
- 7% of people say they were dragged to Kiwiburn (dragged there smiling I hope)

- Spend:** 51% of people spent less than \$400 on their Kiwiburn experience
22% spent \$401-\$700
10% spent \$701-\$1000
8% spent \$1001-\$1500 and
9% spent more than \$1500

Life on the Paddock

Who did you come with:

88% of burners came with a wonderful mix of friends, a lover or family.
12% came alone... but we are sure they did not stay that way for long J

Theme camps: 51% of people were part of a theme camp, 26% were not and well, the other 23% are not sure either way J

Sex: 54% of people had sex at Kiwiburn – that's 2% less than last year!

Life after Kiwiburn

Do you feel the location of Kiwiburn should change?

31% think Kiwiburn should move, 43% don't mind and 26% say don't go anywhere

5 days or 3?

82% of us want Kiwiburn to remain a 5 day festival. 5% feel it would be better condensed into three days. 10% think more is better and think it would be a week or more and 3% really don't mind either way.

Kiwiburn as a dating site:

15% of people who have been to Kiwiburn in previous years have had a relationship with someone they met at Kiwiburn. Hardly surprising considering how many wonderful people you meet on the paddock!

Getting involved:

53% of people feel that they would like to be involved in the organisational side of Kiwiburn in the future. For those that do want to get involved, please get in touch through the website and let the ExCom know what you would like to get involved in. Sign up on the forums and let's start thinking about 2013!

Swing anyone?

Well, this question was added just for silliness and although a lot of people chose to ignore the questions, we actually did get some answers. (these stats are based on answers received rather than overall survey numbers J)

76% of people have never been (leaving 24% who have). 49% say they would consider it!

Karl?

Ah the most important question of the survey –When times are tough do you think of Karl for comfort and joy?

67% gave a resounding YES

25% do not think of Karl (well, they aren't admitting it if they do)

And 8% want to know "Who the *&^% is Karl?"

Any last words? Yes, there are plenty, here are some thoughts from our burning community...

- Had an amazing time!!
- Kiwiburn is home
- Safety Third!
- THANK YOU
- Thank you!
- Thanks
- Thanks guys, you are AMAZING. Love you. Xoxo
- I love you Kiwiburn!
- Love you guys
- lovelovelove!!
- Flubble nwerp - see you next time
- There was too much sleeping - sort it out!
- I am god of art
- Ginger is the new black
- New Beginnings
- Living my time here, Thanks to all the organisers
- I'm not done yet
- Karl!
- We love Karl
- Good Fun
- Fuck Yeah
- I am awesome
- Kiwiburn sucks
- Fabulous darling, as always
- Less flies more baby animals
- Best Kiwiburn! I like the paddocks used this year. Love all the effort of ART and Camps
- I really appreciate the quiet time. Also I thought that this years man was really well designed & burned beautifully.
- Beautiful event. Complements USA burning man nicely. Would love to see more art bicycles cruising
- Keep burning guys. Best thing I've done for years. Still tripping! Love you all!
- Viva Miss Paddock. The man's design was great!
- I'm happy to have been here. I've never done something like this before. INSPIRATIONAL. Thanks to everyone!!
- Keep up the great work and atmosphere
- Thanks for all your hard work getting this festival off the ground for us
- Great event yet again. Enjoyed the date change - thanks - worked well
- My love and gratitude are with all who planned, created, celebrated, observed and participated
- Massive THANK YOU to all the organisers. I liked the fact that everyone was camped closer together this year. A sound-system-free camping area would be good
- "Fuck Yeah". "Shut up skat I'm trying to sleep"
- First Kiwiburn, it was really amazing! Thanks for making it so awesome.
- Great party, great people, lovely vibe. Hopefully will be back. Thanks
- Yer all doing great here. Keep it up and kill all dos friggin hippies - Da Captain
- Due to Q 22, people should be told to fill out the census at the end of the festival. You guys rock, it's been epic. Thank you
- More tea and substance and motorbikes & heavy metal and fluffy animals and all
- Looking forward to a kids central space in future burns :)
- Brilliant!! Can the Mornington Crescentguys make themselves more findable, missed them completely
- Happy to help with future set up of family/kids camp
- Would love to see a queer neighbourhood. Also a sex camp or more safe sex supplies than just condoms
- More current forums, more info share, more workshops please
- Switch off all the electric fences (preferably moving to a site with none). Configure more in with natural water supply. Have a dedicated mental health team at first aid...(Lots of extra comments/suggestions, ref survey 41)

To quote Captain Lumos' report last year. "To the requests in the surveys we can only respond "do-ocracy," meaning if you want something done at Kiwiburn please feel free to go ahead and do it"

Tea? Kids Camp? Workshops? Fluffy animals? Queer camp? Safe sex supplies? Heavy metal? Bicycles? Mental health first aid? All great ideas for next year... if you want to see it on the Paddock, please do consider getting involved in organising a theme camp, workshop or getting involved with the organisation of the next event. Visit www.kiwiburn.com for more info...