

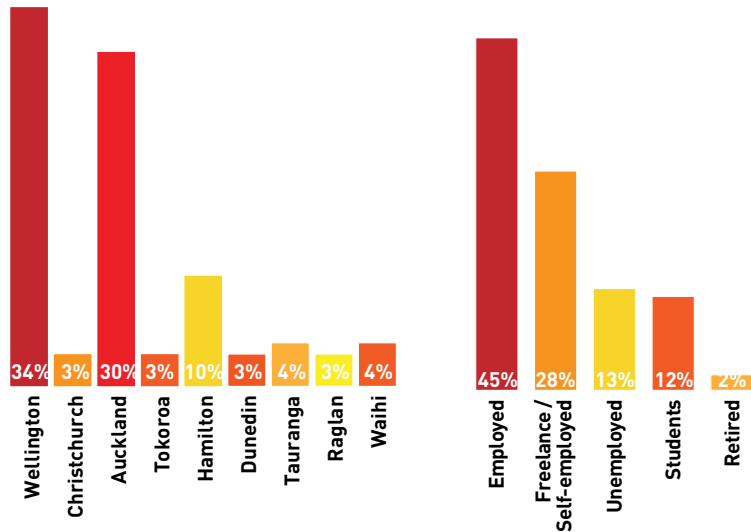
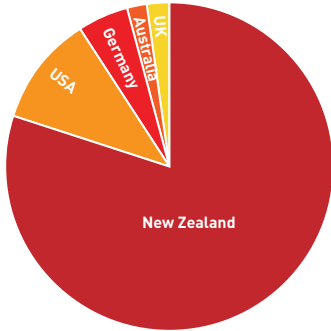
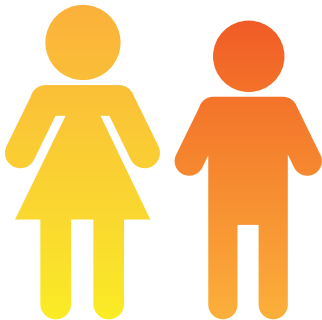
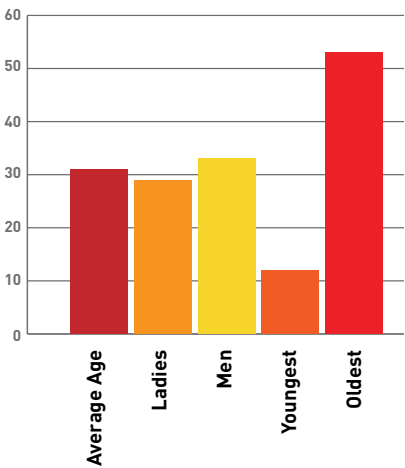
2013 census

all about Kiwiburn's paddock dwellers




kiwiburn
NEW ZEALAND'S REGIONAL BURNING MAN EVENT

DEMOGRAPHICS AND GEOGRAPHY



AGE

The average age of a Kiwiburner is 31 with the ladies being a little younger than the men – the average age for ladies being 29 and men being 33. Youngest person to complete their own form was 12 and the oldest was 53. If you look at the 2012 numbers, this is proof that we are getting younger – I know I am!

Compared to 2012: The average age of a Kiwiburner was 32. Average age female was 30, while the average age male was 34. Our youngest person was 18 and the oldest 62.

GENDER

An almost even ratio of girls and boys – 51% of attendants were female and 49% male.

Compared to 2012: 56% female and 44% male.

WHERE WE LIVE – COUNTRY

Unsurprisingly, 80% of our burners currently live in New Zealand (NZ) with the other 20% being visitors to NZ (11% from the USA, 5% from Germany and 2% each from Australia and the UK). One has to wonder how many of the visitors came over especially for Kiwiburn or if they just happened to be in NZ anyway)

Compared to 2012: 86% of burners currently living in NZ with the other 14% as visitors.

WHERE WE LIVE – CITY

Our Wellington burner population is growing and has (statistically) outnumbered folk from Auckland. Unless Aucklanders just don't like paperwork. We also had folk from Whitianga, Paeroa, Katikati, Wanganui and Palmerston North

Compared to 2012: 56% from Auckland, 24% from Wellington and 6% from Christchurch.

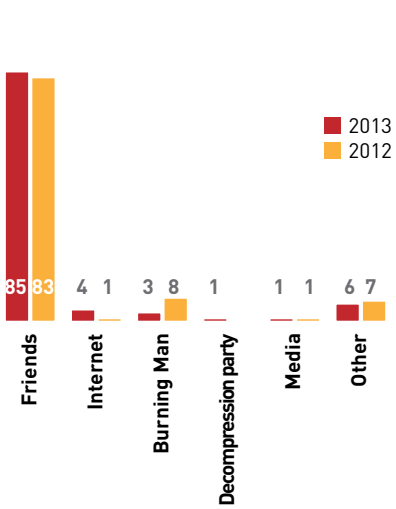
PROFESSIONALLY

According to the survey:

- 28% of the community earn less than \$10k per year
- 20% are earning \$10-25k
- 11% are earning \$25-35k
- 12% are earning \$35-50k
- 19% over \$50k
- 10% over \$100k

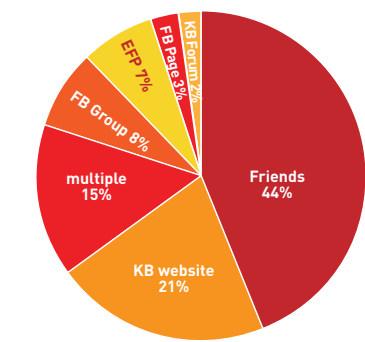
Compared to 2012: Professionally: 46% of our burners are employed, 41% are freelance/self-employed, 9% are students and 4% are retired.

GENERAL INFO



HOW DID YOU HEAR ABOUT KIWIBURN?

Proof that everyone loves Kiwiburn and wants to share it... once again, most people heard about Kiwiburn from friends. Keep spreading the word!!



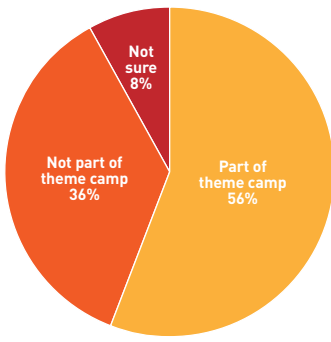
WHAT IS YOUR MAIN SOURCE FOR GETTING KIWIBURN NEWS?

Friends not only tell people about Kiwiburn but are also the main source of sharing information.

ARE THERE OTHER INTERNET / SOCIAL MEDIA NETWORKS THAT KIWIBURN SHOULD USE?

12 people said Twitter, 9 said G+ and 4 said both. We also had suggestions that we use My Space (2); Groove Guide (1); Tumblr (1) and You Tube (1).

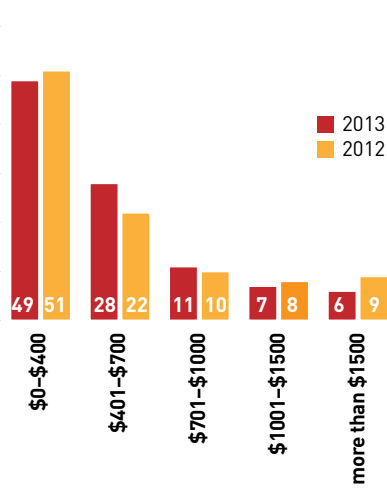
nb Kiwiburn has a twitter account, a G+ account and a You Tube Channel.



WERE YOU PART OF A THEME CAMP AT KIWIBURN 2013?

56% of respondents said they were part of a theme camp, 36% were not and 8% were not sure.

Compared to 2012: 51% of people were part of a theme camp, 26% were not and 23% were not sure either way.



HOW MUCH MONEY IN TOTAL DID YOU SPEND FOR KIWIBURN? (art, travel, food, costumes etc)

With just under 50% of people spending less than \$400 for Kiwiburn, this remains a very affordable event.

OF YOUR TOTAL KIWIBURN SPENDING, WHAT PERCENTAGE WAS SPENT LOCALLY (TAUPO DISTRICT)?

less than 25%	59%
26-50%	23%
51-75%	12%
more than 75%	6%

WOULD YOU LIKE TO PARTICIPATE IN A LOCAL (YOUR NEAREST MAJOR CITY) KIWIBURN-INSPIRED ART SPACE, TOOL SHARING BANK, OR SOMETHING SIMILAR?

A large 60% of people would participate so consider this an inspiration to get networking and see if you can get something started in your area!! I can see some great collaborations coming out of this. Just so you know, 7% of people said no, they would not participate and 33% are unsure.

WHAT ATTRACTS YOU TO KIWIBURN?

How do I love thee? Let me count the ways...

There are SO many reasons for coming to Kiwiburn and it would be impossible to cite just one. Here is the list of reasons (in order of popularity):

1. Community – as always, top of the list
2. Art
3. Music
4. Self-Expression
5. Fire
6. Costumes
7. Escape
8. Spiritual quest
9. Family
10. Novelty
11. Romance / Sex
12. Nudity
13. Obligations
14. Dragged here (very happy to report that not too many people were dragged here)

Compared to 2012: The top 5 reasons were Community, Self-Expression, Art, Fire and Escape.

When asked what other reasons you had for coming to Kiwiburn, this is what YOU had to say:

- Autonomy, emergence surprise
- Contemplation
- Discovery
- Freedom
- Friends
- Adventure
- Fun
- Growth
- Karl
- Love
- Tolerance
- Non Commercialism
- Self-discovery
- To serve and connect
- Tradition
- Wastedness
- Booze and Camping
- The fact that it is not primarily a music festival
- A chance to live in my hammock among cow poop for a month
- Fights, wrestling, lesbians, questioning, feelings

BURN HISTORY

SO – HOW MANY KIWIBURNS HAVE YOU BEEN TO?

This year 42% of people were attending Kiwiburn for the first time – fabulous to see growth and we truly hope to see you all back again in 2014 and beyond.

Previous Burns

	2013	2012
First timers	42%	39%
1 previous burn	24%	23%
2 previous burns	13%	10%
3 previous burns	7%	10%
4 previous burns	2%	5%
5 previous burns	1%	9%
6 or more burns	11%	4%

HOW MANY TIMES HAVE YOU BEEN TO BURNING MAN IN NEVADA?

22% of people have been to Burning Man. (13% of these were New Zealand dwellers, the others our International friends).

Less than 1% of people have attended other regional events.

Compared to 2012: 30% of people had been to Burning Man in Nevada (15% of these were NZ born).

VOLUNTEERING

IF YOU VOLUNTEERED THIS YEAR, WHAT INSPIRED YOU TO GET INVOLVED?

Oh, there are just so many reasons to get involved in Kiwiburn as a volunteer.... 49% of the volunteers cited multiple reasons for getting involved – and it's fantastic to have so many good reasons to do something.

Reasons for volunteering are:

- A desire to get involved (13% listed this as their reason)
- It's fun (also 13%)
- Inspired by friends (9% claimed this was their reason)
- To give back to the community (6%)
- To meet people (4%)
- Insanity was stated as a reason (by 4% of our volunteers)
- Inspired by Greeters (2%)

WOULD YOU CONSIDER HELPING WITH THE ORGANISATIONAL SIDE OF KIWIBURN IN THE FUTURE?

47% of people said YES!

That's great news!

(Compared to 2012, 53% said yes)

If you are interested in volunteering and have not already sent us your email address – please get in touch through www.kiwiburn.com

or email your details to volunteer@kiwiburn.com

If you have already given us your address, thank you – we have not forgotten about you touch as soon as Kiwiburn 2013 has been wrapped up and we start thinking about 2014.

10% of respondents said they would not like to volunteer – as one person said “I'm too off my head to be helpful”. That's ok, everything has its place!

43% said they are unsure... so we asked what would motivate you to get involved...

WHAT WOULD MOTIVATE YOU TO GET INVOLVED?

- Bacon
- Boobs
- Discounted ticket prices
- Food, booze and swag
- Better communication to the community as to how they can help
- Posting jobs at centre camp
- Ensured transport
- More Kiwiburn experience (a few first timers who need to see if this is their thing)
- Kids growing older
- Resolving internal conflicts
- The re-instatement of the Wranglers

TICKET PRICING

WOULD YOU SUPPORT A TICKET PRICE INCREASE SO WE COULD INCREASE OUR ART GRANT BUDGET?

A resounding 67% of people said YES... 11% said NO and 22% are unsure...

Perhaps they would support a ticket price increase for other reasons.

WHAT WOULD BE THE MAXIMUM PRICE YOU WOULD PAY?

47% said they would pay up to \$150

25% would pay \$130

15% would pay \$110

13% would pay more than \$150

WHAT YOU LIKE / DIDN'T LIKE

I like everything about Kiwiburn because it's fantastic

I like everything about Kiwiburn!!

I like it ALL

Loved that anything and everything goes. Everyone was welcoming and lovely

Love the team that works so hard to set this up for us.

Very welcoming

Collective creativity, Dressing up, Fire, Creative Zones, Mathematical adventures

Love everything!!

Great to receive a number at the gate - my # was 7 - sexual disorientation, the word "But"

I love feeling free

Impressed by the sharing & sense of community and things not too planned or structured - you are free to do what takes your fancy

Like the non-consumer culture thing. Like that the people organising it are on-to-it and awesome

Preferred 2010 layout – going up and down the hill sucked

Swimming, having fun More water

Seeing & experiencing its evolution - awesome

Such a lot of fun and randomness More Australians and their wonderful Australian ways

Love it – no complaints

The lake is awesome.

The variety of 'vibe pockets' – all the little special zones where people just make their own zone

Water slide. Feast

Welcoming. Naked. Fun. Dancing. Love. Swimming. People. Community. Spirit. Sex. Summer. Fire. Awesomeness

So much waste and non-recycling - a bit shocking

Bad dance music at 4am Make it longer.

Didn't like the random tent with the really loud music early in the morning

Nights were fun days too hot and Meh

Workshops & events should have been announced better. Was surprised there was less fire safety during the effigy burn.

The electric fence is no good. Better music would be fantastic but the event is lovely

SUGGESTIONS

Give yourselves a round of applause!

Greeter station needed better lighting and support (first impressions important). make the man stronger

Big effort into recruitment of new blood to relieve long term, over worked key people. Choose site carefully - this site is still a jewel in so many ways. More \$ for the man for structural improvements

Camps / installations very spread out - would be nice if they were better arranged, like a village centre. More live music. More fire

I would feel safer if there were wranglers with radios

Recycle

I would pay more for more days

I understand that the previous temple paddock wasn't available but I think it's important to keep the temple a little isolated/buffered. Perhaps it could have gone at the gate end of the front field? Tilting the man seems fraught with risk – perhaps consider a man design that includes pulleys in the head so that he can be vertical from the outset. the pulleys could pull the torso and arms up from the ground

If it is moved, a lake, beach or river would be best

Preferred 2010 layout

Recycling centre

Portaloos cleaned more frequently

I'd like to see what's on & when - a central blackboard where camps can announce their events would be cool.

New site - with water.

We should have Kylie

We should have Tiesto

Listen to what the police and Senjo Security people tell you and don't let know troublemakers in. Radical inclusion does not mean we 're obliged to let everyone in, it means we are free to choose to admit radically different folk, as long as they understand the principles. reinstate the black sheep wranglers

Need hand washing stations at the loos. Need water stations.

Too spread out

NEW SITE

As you probably know, Kiwiburn is looking for a new site. Here are the suggestions made by the community:

Coromandel	Northland
Parangi Estate – near Cooks Beach	Shakespeare reserve
Taupo	Wairere Boulders, Horeke, Hokianga
Wairarapa	Whangarei
Vinegar Hill	

HOW FAR WOULD YOU TRAVEL?

Considering that Kiwiburn is looking for a new location, this is a very important question. (Note: This data measures replies from New Zealand residents only)

How far?	Overall	Wellington	Auckland	Christchurch	Hamilton	Other
1-3 hours	12%		17%		25%	18%
3-5 hours	29%	4%	52%		63%	24%
5-7 hours	32%	48%	26%			35%
No limit	27%	48%	5%	100%	12%	23%

WOULD YOU ATTEND AN EVENT ON THE SOUTH ISLAND?

Answer	Overall	International	Wellington	Auckland	Christchurch Dunedin	Hamilton	Other
Yes	44%	65%	70%	17%	100%	13%	19%
No	22%	10%	7%	25%		50%	50%
Don't know	34%	25%	23%	58%		37%	31%

100% of the Christchurch burners will travel as far as they need to get to Kiwiburn! Yay Christchurch!

LAST WORDS...

- Absolutely loved it – will definitely be back. See you next year.
- LOVE AND GRATITUDE
- Loved it, very community oriented. Lake is great. Met awesome people.
- Sweet as – you guys rock. Thanks.
- thank you for providing such an open and loving space for people to come together and experience connection and joy in life ♥.
- I LOVE KIWIBURN.
- I will be back
- Thank you so much
- Thanks guys
- This was awesome despite the muppets with fireworks. Thanks to all of you.
- Amaze balls
- Amaze balls
- BOOBS
- Fun and interesting, tedious and annoying, bitter sweet.
- Had a wonderful time. There was not as much random shenanigans or theatrics as I've seen at BM at home (USA), and less gift giving – but none-the-less, the people and event were awesome (every burn is different).