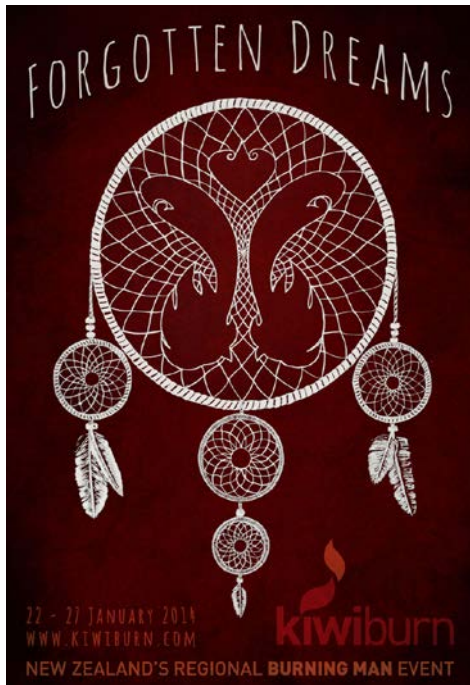


2014 census

all about Kiwiburn's paddock dwellers




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



THE CENSUS DATA FROM KIWIBURN 2014

The 2014 Kiwiburn was held in Hunterville, New Zealand from Wednesday 22 January to Monday 27 January. The event was attended by 803 Burners who were invited to complete 34 questions in an online feedback census survey to allow us to learn more about this year's Kiwiburn population. In some cases a paper feedback form was completed in place of the online option.

There were 163 individual responses and the results are presented on the following pages.

DEMOGRAPHICS AND GEOGRAPHY

FROM WHAT NEW ZEALAND CITY DID YOU TRAVEL TO KIWIBURN?

Auckland and Wellington are closely matched in numbers this year making up the bulk of the community. A good presence from Hamilton & Tauranga and then looking at the map, we seem to have people from every direction. Hats off to those that travel long distance with all your gear.

	2014	2013	2012
Auckland	31%	30%	56%
Wellington	30%	34%	24%
Hamilton	7%	10%	
Christchurch	4%	3%	6%
Tauranga	4%	4%	
Palmerston North	2%		
Wanganui	2%		
Raglan	2%		
Takaka	2%		

WHERE DO YOU COME FROM?

Exactly the same statistic as last year – 80% of our burners currently live in New Zealand and 20% are overseas visitors.

USA	27%
UK	23%
Australia	20%
Germany	13%

Other nations represented were Canada, Denmark, Chile and Italy.

HOW FAR DO YOU TRAVEL TO ATTEND KIWIBURN?

5-7 hours	33%
1-3 hours	27%
3-5 hours	21%
Mo' than 7 hours!	19%

HOW FAR WOULD YOU TRAVEL TO ATTEND KIWIBURN?

Almost half of us are prepared to travel to the bottom of the world for Kiwiburn.

Last year we asked this question rather seriously as we were looking for the new site. This year, well... we are just making sure you will keep travelling ☺

To the bottom of the world! ...wait...	47%
5-7 hours	39%
3-5 hours	14%
Mo' than 7 hours!	19%

WOULD YOU ATTEND A KIWIBURN IN THE SOUTH ISLAND?

Over half of you are prepared to travel to the South Island

Yes	61%
No	30%
Don't know	10%

HOW OLD ARE YOU?

No spring chickens...the average age is 30.3.

21-30	53%
31-40	23%
41-50	12%
51-60	5%
15-20	4%
0-14	2%
61+	2%

Proof that Kiwiburn makes you younger: the average age of a Kiwiburner in 2012 was 32... in 2013 it was 31...now we are 30.3

YOUR GENDER?

Hmmmmm 42% + 7% = 50%
hmmmmm f^ck that shit hey boys!

Another statistic that remains constant is the slightly higher ratio of girls to guys: in 2013 it was 51% girls and in 2012 it was 56%.

Female	51%
Male	42%
F^ck that shit	7%

PROFESSIONALLY, ARE YOU...

	2014	2013
Employed	44%	46%
Freelance / Self employed	30%	41%
Unemployed	13%	
Student	11%	9%
Retired	2%	4%

WHAT IS YOUR ANNUAL INCOME/ EARNINGS?

	2014	2013
<\$10k	19%	28%
\$10,001 – \$25,000	23%	20%
\$25,001 – \$35,000	19%	11%
\$35,001 – \$50,000	15%	12%
Over \$50k	17%	19%
Over \$100k	7%	10%

GENERAL INFO

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

So it would seem that Kiwiburn cost the average person a little extra this year. Last year just under 50% of people spent less than \$400. This year it seems people spent a teeny bit more. The average spend was \$640 per person.

\$0-400	36%
\$401-700	32%
\$701-1000	12%
\$1001-1500	12%
More than \$1500	7%

WHAT PERCENTAGE DID YOU SPEND LOCALLY (RANGITIKEI DISTRICT)?

A significant amount was contributed back to the local community through spend on food. It's good to know that Kiwiburn is supporting the local communities.

<25%	75%
26% -50%	15%
51%-75%	6%
>75%	4%

WHAT WOULD BE THE MAXIMUM PRICE YOU WOULD PAY FOR A KIWIBURN TICKET?

\$150	43%
\$200	24%
\$110	13%
\$130	11%
>\$150	4%
\$300	4%

WERE YOU PART OF A THEME CAMP?

	2014	2013	2012
No	48%	36%	26%
Yes	48%	56%	51%
Not sure	3%	8%	23%

DID YOU GET LAID?

No	56%
Yes	25%
Multiple times	16%
I honestly don't remember, some signs point to yes.	2%
Not telling	2%

Mmmm – there are no stats on this from 2013 but I can tell you that in 2012, 54% of people got laid at Kiwiburn (56% in 2011).

WHAT WAS YOUR SEXUALITY DURING THE BURN?

Heterosexual	56%
Bisexual	23%
Nothing	3%
Asexual (in a relationship)	2%
Celibate	2%
Furries Only	2%
Heterosexual, abstained	2%
mmmm	2%
Nonsexual	2%
Pansexual	2%
Queer	2%
Situational Celibacy	2%
Trisexual	2%
Unknown	2%
Yes....	2%

DID YOU FIND LOVE?

No	39%
Yes	30%
Multiple times	24%
Already had it	2%
Did you find love?	2%
Happily married	2%
Learning to love myself	2%
No, all ready in love	2%
Yes, and had love before I arrived too	2%
Situational Celibacy	2%
Trisexual	2%
Unknown	2%

MEDIA / SOCIAL MEDIA

HOW DID YOU HEAR ABOUT KIWIBURN? HOW DO YOU KEEP INFORMED?

Friends and facebook seem to be the best way to grow Kiwiburn and to keep up to date with what's going on.

A massive 75% of people heard about Kiwiburn through friends... so if you know any burner personalities out there, your voice is the best way to let them know about our wonderful community.

With 49% of people on the Kiwiburn Facebook page or part of the Kiwiburn group, this is definitely the forum to people informed. Keep watching these spaces...

61% of our community are signed up to the Electric Fence Post newsletter – if you have any news or announcements to share with the community, please make use of this forum.

Only 5% of Kiwiburners follow the news on Twitter and 3% on Instagram – it seems that Facebook and the EFP rule!

WHAT ATTRACTS YOU TO KIWIBURN?

This year **Community, Fire, Art, Music and Costumes** were the top five reasons for attending Kiwiburn.

Community	83%
Fire	66%
Art	61%
Music	57%
Costumes	55%
Self-expression	55%
Escape	50%
Spiritual quest	39%
Novelty	37%
Romance	24%
Family	30%
Nudity	25%
Self-destruction	16%
Obligations	8%
Dragged here	6%

This is a bit of a shuffle from 2013 when we had **Community** (always top of the list), **Art, Music, Self-Expression** and **Fire** as the top five.

BURN HISTORY

SO, HOW MANY KIWIBURNS HAVE YOU BEEN TO?

Our community is still growing which is fantastic – and even more exciting is that fact that our veteran burners just keep coming back for more. This year 29% of the community was made up of first time burners.

	2014	2013
First timers	29%	42%
1 previous burn	21%	24%
2 previous burns	10%	13%
3 previous burns	10%	7%
4 previous burns	12%	2%
5 previous burns	6%	1%
6 or more burns	12%	11%

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

- 30% of those surveyed had been to BM in Nevada, of those 25% had been more than 5 times!
- 10% of those surveyed have been to Nowhere
- 7% have been to Burning Seed (I bet that number will increase next year)
- 3% have been to Afrika Burn

VOLUNTEERING

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

Yes	68%
Not Sure	27%
No	6%

IF YOU VOLUNTEERED THIS YEAR, WHAT INSPIRED YOU TO DO SO?

It seems that the Online Recruitment Campaign really got people involved. The motivations behind getting involved include:

- Inspired by Friends/ Campmates
- A general desire to get involved
- It's a great way to meet people
- Swag
- Insanity

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

It seems that 54% of the Kiwiburn Community are keen to get involved with the organisation of future events!

If you are part of the 54% then THANK YOU. If you included your email address on your census form, then someone will be in touch soon. If you are keen to get involved and haven't signed up yet, please email volunteer@kiwiburn.com