

2015 census

all about Kiwiburn's Paddock dwellers





THE CENSUS DATA FROM KIWIBURN 2015

The 2015 Kiwiburn was held in Hunterville, New Zealand from 21–26 January. The event was attended by 985 burners; 227 of whom completed our online census which allows us to learn more about Kiwiburn, the community, your likes and dislikes – which in turn helps us grow and develop Kiwiburn going forward.

Here are the results for our 2015 online census.

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BURN HISTORY AND GEOGRAPHY

HOW MANY TIMES HAVE YOU BEEN TO KIWIBURN?

42% of 2015 Burners were attending for the first time. WOW! Proof that our community is growing (not that we need proof, ticket sales speak for themselves). This is what the stats have looked like over the past three years.

	2015	2014	2013
First Timers	42%	29%	42%
1 Previous burn	24%	21%	24%
2 Previous burns	9%	10%	13%
3 Previous burns	7%	10%	7%
4 Previous burns	7%	12%	2%
5 Previous burns	3%	6%	1%
6 + Previous burns	8%	12%	11%

HOW MANY TIMES HAVE YOU BEEN TO BURNING MAN?

25% of our community have been to Burning Man, in Nevada, and of those, 13% have been more than once.

9% of our population has been to Burning Seed in Australia; almost 12% have been to Nowhere and 2.5% have been to AfrikaBurn.

WHAT BURNS ARE ON YOUR BUCKET LIST?

13% of our community are planning to go to Burning Man this year, with another 10% planning to go next year and 35% within the next 5 years.

28% of people want to go to Burning Seed this year, 8% to Nowhere and 5% to AfrikaBurn. That's amazing! Burners of the world unite!

Hmmm... wonder how things will change locally as more of our Kiwiburners attend "the big burn" and other Regionals?

WHAT ATTRACTS YOU TO KIWIBURN?

Drumroll please... the top 5 reasons for coming to Kiwiburn are:

Community Self Expression Art Party Fire

As always, community is top of the list. That makes us feel all warm and fuzzy... we love it!

Other reasons cited are: Love; The limitless bounty of human imagination, Being naked; The people; Sexuality; Hugs; A better way of living; Peace; Learning and interaction; Acceptance; Liberation; Inspiration; workshops... and the Sheep (of course).

	2015	2014
Community	89%	83%
Self Expression	72%	55%
Art	69%	61%
Party	63%	N/A
Fire	59%	66%
Music	56%	57%
Spiritual Quest	41%	39%
Other	23%	

WHERE ARE YOU FROM?

76% of our Kiwiburners currently live in New Zealand and 24% are overseas visitors (the last two years in a row we have had 80% New Zealand residents).

Where did all the British and Australians go? Last year 20% of our population was from Australia (only 4% this year) and 23% were from the UK (1% this year).

USA	5%
Other	4%
Australia	4%
France	3%
Germany	2%
UK	1%

Other nations represented include Canada, UK, Italy, Mexico, Switzerland, South Africa, Iraq and the Czech Republic.

FINGER ON THE PULSE

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

As always, most of our population (73% if you like numbers) found out about Kiwiburn from friends... so keep sharing your stories and experiences with like-minded people and let's keep growing our fabulous community.

With 66% of people sourcing news from the Kiwiburn Facebook Page and a further 58% using the Facebook Group, it seems this is the best / most popular way to keep up to date with what's going on, though our website has been upgraded now.

54% of our community are signed up to the Electric Fencepost newsletter – and 45% of them read it every month. This is a great forum for sharing community related news and announcements so please make use of it. If you aren't receiving the EFP, sign up here today!

Less than 4% of our community follow Kiwiburn on Twitter and about 9% follow on Instagram.

TRAVELLING TO KIWIBURN

FROM WHAT NEW ZEALAND CITY DID YOU TRAVEL TO KIWIBURN?

Auckland and Wellington are closely matched once again and make up the bulk of the community, followed by Hamilton and Tauranga. It's great to see that we have people coming from every direction.

	2015	2014	2013
Wellington	34%	30%	34%
Auckland	33%	31%	30%
Hamilton	7%	7%	10%
Tauranga	5%	4%	4%
Dunedin	4%		
Christchurch	3%	4%	3%
Palmerston North	3%	2%	

HOW FAR HAVE YOU TRAVELLED (WITHIN NZ) TO BE AT KIWIBURN?

2-3 hours	21%
6-7 hours	16%
5-6 hours	12%
7-8 hours	12%
9 hours +	11%
3-4 hours	10%
4-5 hours	9%
1-2 hours	5%
8-9 hours	3%

HOW FAR WOULD YOU TRAVEL TO ATTEND KIWIBURN?

Well, it seems most of us would travel to the bottom of the world for Kiwiburn... Oh, wait....

To the bottom of the world	39%
8 hours +	24%
6-8 hours	22%
4-6 hours	13%
2-4 hours	2%

WOULD YOU ATTEND A KIWIBURN IN THE SOUTH ISLAND?

64% of people say "hell yes"!

WOULD YOU STILL BE ABLE TO COME TO KIWIBURN IF IT WAS HELD AFTER THE SCHOOLS HAD RETURNED FOR THE YEAR?

78% of people say yes.

IT'S ALL ABOUT THE DATE. WHEN WOULD YOU PREFER KIWIBURN TO BE HELD?

73% of people like things just as they are, over Auckland Anniversary weekend.

16% would prefer last week in January (one week later than current timing).

5% would prefer the first week of February (two weeks later than current timing).

6% say the second week in February (three weeks later than current timing).

FEEDBACK

DID YOU HAVE A BRAINWAVE ABOUT HOW WE COULD IMPROVE SOMETHING AT KIWIBURN?

Wow – we had a massive six pages of suggestions; from town planning ideas to sharing the 10 Principles with Newbies. Thank you to everyone who took the time to share their ideas.

While the ExCom and volunteer crews do all they can to make Kiwiburn a fabulous event and will take all suggestions into account, it is important to remember that Kiwiburn is 100% community designed and driven.... Which essentially means it's up to YOU to bring these great ideas to the paddock next year.

You certainly don't have to do it alone – sign up to an existing crew or start a project of your own. Make use of the Facebook pages to see if you can find others who are keen to share in your project. Fundraise through the community, or apply for a grant. Essentially, if you want it... reach out and grab it!

DEMOGRAPHICS

AGE

Kiwiburn is getting younger. Or is it just that attending Kiwiburn makes you younger?

22-28 years	46.5%
29-35 years	24%
36-40 years	9%
41-45 years	8%
17-21 years	7%
51-55 years	3%
3 years	1%
16 and under	0.5%
46-50	0.5%
60 +	0.5%

GENDER

We know some people prefer not to answer this question, but for those who are interested, Kiwiburn is evenly split down the gender line. In the past it's been slightly more females.

WHAT WAS YOUR SEXUALITY DURING THE BURN?

Heterosexual	65%
Bisexual	25%
Other	5%
Homosexual	4%

Other included FOMOsexual, Asexual, Pansexual, Trisexual and Communosexual.

PROFESSIONALLY, YOU ARE:

	2015	2014	2013
In full time employment	41%	44%	46%
A student	14.7%	11%	9%
Self Employed	13%	30%	41%
In part time work	9%		
Travelling	7%		
Other	6.7%		
Unemployed	4%	13%	
On Sabbatical	3.1%		
Retired	2%	2%	4%

ANNUAL INCOME

Less than NZ\$20k	32%
NZ\$20-30k	14%
NZ\$100k+	12%
NZ\$30-40k	11%
NZ\$40-50k	9%
NZ\$50-60k	7%
NZ\$60-70k	5%
The dole	5%
NZ\$70-80k	4%
NZ\$80-100k	3%

GENERAL INFO

ARE YOU PART OF A THEME CAMP?

56% of people are not... which means 44% of people are.

HOW DID YOU SPEND MOST OF YOUR TIME ON THE PADDOCK?

At my camp	65%
By the river	58%
Exploring the paddock	54%
Oh wow, is that a unicorn?	36%
At Theme Camps	35%
Dancing	34%
On Duty	20%
Other	9%
Performing	8%

Other included: Gifting; contemplating; Making friends; Visiting friends; Organising things and hanging out in the forest because it was too hot.

WHAT DID YOU VOLUNTEER FOR?

I didn't volunteer	63%
Other	18%
Gate	11%
Greeters	10%
Depot	5%
Paddock Relief	5%
MPW	4%
Man Crew	3%
Temple Crew	2%

WOULD YOU VOLUNTEER AT FUTURE KIWIBURNS?

60% say YES – loved it!
12% say yes but will try something different.
6% say that volunteering wasn't for them.

WOULD YOU VOLUNTEER WITH THE ORGANISATIONAL SIDE OF KIWIBURN THROUGHTOUT THE YEAR?

37% say YES! (yay and thank you).

There are so many volunteer jobs; some require time during the event, others pre-event and some all year round. Some people like to get involved during Kiwiburn (it's a great way to meet people and make new friends); others prefer to volunteer with pre-event admin, leaving Kiwiburn time open for play. If you are interested in volunteering, give some thought as to what you might be able to do that will best suit your available time. We really do need lots of dedicated and reliable volunteers... They make Kiwiburn happen.

WOULD YOU PARTICIPATE IN A KIWIBURN INSPIRED ART SPACE, TOOL SHARING BANK OR SOMETHING SIMILAR IN YOUR NEAREST MAJOR CITY?

85% of people love this idea – so let's start talking!

DID YOU FIND LOVE ON THE PADDOCK?

57% did indeed find love, 35% did not and 8% looked in all the wrong places.