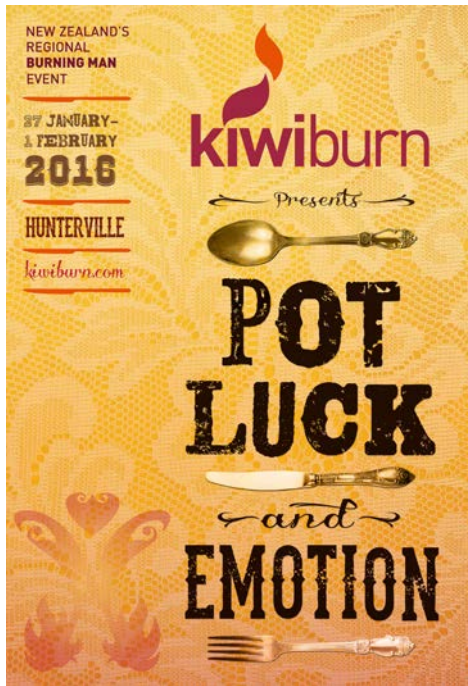


2016 census

all about Kiwiburn's Paddock dwellers





THE CENSUS DATA FROM KIWIBURN 2016

The 2016 Kiwiburn was held in Hunterville, New Zealand from 27 January – 1 February. The community consisted of 1485 burners; 280 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 each year.

Here are the results for our 2016 online census.

Census compiled by Anne Starkey
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Cover photo: Georgie Judith Adams
Poster design: Shelley Watson
Photo above left: Ilona Henne
Photo above right: Paul Chaffe

www.kiwiburn.com

BURN HISTORY AND GEOGRAPHY

HOW MANY TIMES HAVE YOU BEEN TO KIWIBURN?

Our population grows every year and we are always interested to know if the growth is due to new-comers or if it's the return of our previous attendees. Well, it's always a combination of both but this year half our population were attending Kiwiburn for the first time. This is what the stats have looked like over the past few years.

Previous burns	2016	2015	2014	2013
First Timers	50%	42%	29%	42%
1	14%	24%	21%	24%
2	10%	9%	10%	13%
3	5%	7%	10%	7%
4	5%	7%	12%	2%
5	5%	3%	6%	1%
6+	11%	8%	12%	11%

HOW MANY TIMES HAVE YOU BEEN TO BURNING MAN AND IS IT ON YOUR BUCKET LIST?

27% of our population have been to Burning Man with almost half of those having been more than once. We counted at least three people who have been to 10 or more Nevada burns. Nice! 6% of you are planning to attend this year, with another 6% planning to go next year and 30% saying its part of a 5 year plan. Most people say they want to go eventually but about 25% said nope, just not on the list – Kiwiburn is enough (Yay Kiwiburn!).

Go, have a great time, and bring back some ideas and friends for Kiwiburn 2017!

REGIONAL BURNS – HAVE YOU BEEN? ARE YOU PLANNING TO GO?

16% of our respondents have been to Burning Seed; 6.5% have been to Nowhere and 3% have been to Afrikaburn. A few others have been to Modifyre, Blazing Swan and Midburn. Burning Seed 2016 is going to have a great Kiwi presence with 25% of our respondents saying they plan to go this year. 5% of our respondents are planning to go to Nowhere and 3% to Afrikaburn this year. Some people collect toy cars, cool people collect burns!

WHAT ATTRACTS YOU TO KIWIBURN?

Here is a copy and paste from last years' census (yup, the reasons are the same). The top 5 reasons for coming to Kiwiburn are:

Community
Self Expression
Art
Party
Fire

As always, Community is top of the list – we must be doing something right.

	2016	2015	2014
Community	88%	89%	83%
Self Expression	71%	72%	55%
Art	64%	69%	61%
Party	57%	63%	N/A
Fire	55%	59%	66%
Music	54%	56%	57%
Spiritual Quest	38%	41%	39%
Other	26%	23%	

WHERE ARE YOU FROM?

75% of our respondents currently live in New Zealand. That's a very similar number to last year giving us a relatively stable ratio between Kiwis and Overseas visitors.

So where are our overseas visitors from?

	2016	2015
USA	5.9%	5%
Australia	5.6%	4%
Other	5.3%	4%
UK / Ireland	3%	1%
France	2.6%	3%
Germany	1.5%	2%
Canada	1.1%	
Italy	1.1%	

FEEDBACK

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

This section not only captured ideas and suggestions, it also included a lot of feedback on the event, the organisers and the participants. Here are some of the responses we got (ALL responses have been submitted in their full form to the ExCom). Let's start with some praise... (Reading this feels like a big giant hug).

- Improve Kiwiburn? Impossible!
- Everything was perfect. The location the people. I never heard a single negative word or saw any anger. Absolutely amazing.
- The best experience with people in all my life.
- Was super impressed with how it was run this year, especially with the massive increase in numbers.
- You did another amazing job, better than 2015 and I guess the only way to improve would be get more volunteers.
- It was a perfect beautiful experience.
- Just keep being awesome :)
- Keep being beautiful.
- You guys are perfect x
- Make it last longer if possible!
- Honestly I can't pick any faults.
- Pretty damn fine organizing.
- Do the same again.
- To the person reading this, I want to say thank you, I am grateful for all your hard work and dedication. Shine on!
- It was my first time being at Kiwiburn, I had an incredible time, I found the combination of kids and adults to be really comforting, didn't see experience any negative energy given off from people from excess drug/ alcohol use. Thought it was really well layed out compared to some other festivals I've been to. Was by far the best festival I've been to and it provided a time of clarity and self-realisation for me and allowed me to rid some built up energy from.

TRAVELLING TO KIWIBURN

FROM WHAT NEW ZEALAND CITY DID YOU TRAVEL TO KIWIBURN?

People travel from all directions to get to Kiwiburn – a special hug for those who travel extra long distances. Auckland and Wellington are closely matched once again and make up the bulk of the community, followed by Christchurch, Tauranga and Hamilton. Other than the cities listed below, we have burners travelling from Nelson, Napier, Rotorua, Tokoroa, and Greymouth.

	2016	2015	2014	2013
Wellington	34%	34%	30%	34%
Auckland	31%	33%	31%	30%
Christchurch	6%	3%	4%	3%
Tauranga	5%	5%	4%	4%
Hamilton	4%	7%	7%	10%
Dunedin	3%	4%		
New Plymouth	3%			
Palmerston North	3%	3%	2%	
Whangarei	2%			

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

	2016	2015
2-3 hours	24%	21%
3-4 hours	16%	10%
9 hours +	15%	11%
6-7 hours	11%	16%
5-6 hours	11%	12%
4-5 hours	9%	9%
7-8 hours	8%	12%
1-2 hours	3%	5%
8-9 hours	3%	3%

MODE OF TRANSPORT AND DID YOU SHARE?

Is it a bird? Is it a plane? Or is it Superman? No actually, it's mostly just cars (well, that's how 66% of people got to the Paddock). 23% arrived in vans/campervans. 6% travelled by bus. 5% hitchhiked. 4% arrived in a truck or housetruck/housebus. There were no reported bicycle arrivals (that seems very sensible to me, it's a long way to cycle).

We're loving this question because if you add up all those % you get to 104%...mmmm ok, so maybe some people travelled by multiple methods, but we still love stats that add up to more than 100%.

The really great news is that most people shared transport. Almost 70% of respondents had 2 or 3 people in their cars and about 16% had 4 or more. Well done Kiwiburners!

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	43%
8 hours +	21%
6-8 hours	20%
4-6 hours	12%
2-4 hours	4%

WOULD YOU ATTEND A KIWIBURN IN THE SOUTH ISLAND?

69% of people say "hell yes!"... the others say it's a bit too far!

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

88% of people say yes, 10% more of you than last year.

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

68% of people like things just as they are (last week in January).

18% prefer that Kiwiburn matches up with Auckland Anniversary weekend (it often does anyway).

8% would prefer the first week of February (one week later than current timing).

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

FEEDBACK [contd]

THE TEN PRINCIPLES

- Can we please have the 10 Principles printed in the paper guide? How can everyone be expected to follow the principles if they don't know what they are?
- One idea is to see 10 Principles around the Paddock as they were not really obvious.
- Educate new burners, workshops and programs for initiation if possible.
- Education of the Guiding Principles... to buy tickets for Afrikaburn you have to fill out a questionnaire upon registration, which involves first reading and educating yourself in them. Couldn't we have this set up too?
- Possibly due to the large influx of new people, I noticed there was a lot of MOOP around the Paddock and many people weren't very participatory when it came to gifting and espousing the principles in general.
- This year I felt there were a lot more newbies that would have benefited from a more thorough introduction but I don't know how to incorporate this. This year I thought a lot about consent because there were signs in all the toilets and a lot of info being distributed about the importance of consent.

NUMBERS, DATES, GROWTH AND SPACE

- Don't expand too quickly.
- Would be cool to see it grow a little bit.
- Allow larger numbers. 2000 would be great!
- Don't increase the space, perhaps fewer simultaneous parties so those that happen fill up more?
- Longer Burn (7 days)

DEMOGRAPHICS

AGE

Someone once said that age doesn't matter unless you are cheese or wine...

	2016	2015
22-28 years	43%	46.5%
29-35 years	26%	24%
36-40 years	8%	9%
41-45 years	8%	8%
17-21 years	5%	7%
46-50 years	5%	0.5%
51-55 years	3%	3%
55 +	2%	3.5%
16 and under		0.5%
60 +	0.5%	

GENDER

We know some people prefer not to answer this question, but for those who are interested, Kiwiburn is almost evenly split down the male/female gender line with 49% of respondents identifying as female, 49% identifying as male and 2% identifying as other.

WHAT WAS YOUR SEXUALITY DURING THE BURN?

	2016	2015
Heterosexual	65.5%	65%
Bisexual	19%	25%
Other	11%	5%
Homosexual	4.5%	4%

PROFESSIONALLY, YOU ARE:

	2016	2015	2014
In full time employment	38.6%	41%	44%
Self Employed	20.6%	13%	30%
In part time work	9.7%	9%	
A student	9.7%	14.7%	11%
Travelling	7.1%	7%	
Other	6%	6.7%	
Unemployed	5.2%	4%	13%
Retired	2.2%	2%	2%
On Sabbatical	0.7%	3.1%	

ANNUAL INCOME

	2016	2015
The dole	6%	5%
Less than NZ\$20k	28%	32%
NZ\$20-30k	12%	14%
NZ\$30-40k	10%	11%
NZ\$40-50k	9%	9%
NZ\$50-60k	8%	7%
NZ\$60-70k	6%	5%
NZ\$70-80k	4%	4%
NZ\$80-100k	5%	3%
NZ\$100k+	12%	12%

FEEDBACK [contd]

TOILETS

Yippee – we had quite a few shout outs about how fabulous the portaloos were this year. Well done! Other suggestions included more ventilation, dry toilets, more toilets, better toilets, more frequent cleaning, shade over the toilets so they don't get so hot and even some décor in the toilets (it encourages people to keep the space clean and tidy); composting toilets; toilets in the forest (although getting the truck into the forest to service toilets could be a wee bit difficult); lights in toilets – along with an offer to bring some next year (yay).

BINS AND RUBBISH

Multiple requests for compost bins – summarised by one post:

- Wondering about an on site compost/wormfarm. Would be keen to get involved or help out with this, but not sure how to approach it/begin. Reason to not take organic waste home is that I reckon it probably gets mixed up with landfill & therefore not used as well as it could be. I do understand the pack in pack out mentality though (and agree with it!) so if it is inappropriate for an onsite compost then I will understand that :)
- Increase the practicality of recycling. It seemed like there was a lot of waste in the form of recyclable items being thrown in the bin. Perhaps there could be big signs at the gate and throughout the Paddock reminding camps to have designated bags for glass, cans, paper, and refuse respectively.

MEDIA AND COMMUNICATION

- No Media whatsoever, word of mouth is doing enough.
- Have a newsroom Theme Camp where people can choose to share. Wandering video cameras would be intense.
- Tips on avoiding heat stroke in How-To guide?

- A clearer source of pre-/early-event paddock information. e.g. conditions etc. An easier way to communicate with other Kiwiburners immediately before the event.
- There were a lot of foreigners. The app "CamperMate" was great helping us find water pre-burn and rubbish bins post-burn. This sorta info could help us foreigners (with or without that app).
- Contact information for theme camps and have them listed as soon as possible, so planning and fundraising can start ASAP.
- The light tower and fire idol happened at the same time which has been a shame. The event guide was incomplete missing more than half of them.

MUSIC, NOISE AND GENERAL BEHAVIOUR ON THE PADDOCK

- (We know the phrase "one man's meat is another man's poison" right?)
- Have live music (an actual band).
 - Burns desperately need more musical diversity. Maybe the org could set up a specific space for jams or at least directly encourage participants to bring instruments.
 - A place to celebrate the creation of music as an art form such as an acoustic venue.
 - Thought we need more live music. I know a lot of bands that would potentially like to come but it's too much work to figure out stage, PA, shelter etc as well as getting your music ready.
 - More bass.
 - It would be lovely to have a quiet zone, good for meditation and for people who are really sensitive to sound.
 - Space and quiet! [] There was zero consideration for sleepers as drum circle started up at 2 AM and one theme camp kept the music turned up to max all night, while cranky kids were up at 7 AM regardless. Earplugs do not block this out effectively. I feel this needs to be addressed for next KB.=)

VOLUNTEERING AND COMMUNITY STUFF

WHAT DID YOU VOLUNTEER FOR?

	2016	2015
I didn't volunteer	54%	63%
Other	25	18%
Gate	12	11%
Greeters	10	10%
Paddock Relief	7	5%
Depot	5	5%
MPW	3	4%
Man Crew	2	3%
Temple Crew	2	2%

IF YOU VOLUNTEERED THIS YEAR, WOULD YOU VOLUNTEER AT FUTURE KIWIBURNS?

61% say YES – loved it!!

13% say yes but will try something different.

9% say that volunteering wasn't for them.

WE ARE ALL VOLUNTEERS. WOULD YOU VOLUNTEER WITH THE ORGANISATIONAL SIDE OF KIWIBURN THROUGHOUT THE YEAR?

39% 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, and take our quiz [here](#). We really do need lots of dedicated and reliable volunteers... they make Kiwiburn happen.

ARE YOU INVOLVED WITH YOUR LOCAL BURNER COMMUNITY?

Surely 5 days once a year is not enough? Don't we all want more? Here is how you answered this question.... It seems we really do all want more.

I need to get out more and meet some fabulous people.	39.8%
I occasionally make the effort.	23.6%
I attend most gatherings.	20.5%
I need to start up a meet-up in my town.	7.7%
2-4 hours	4%

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

89% of people love this idea – so let's start talking and support your local burner community!

STAYING INFORMED

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

As always, most of our population (76% if you like numbers) found out about Kiwiburn from friends. 8% found out via the internet, 7% via Burning Man, and 3% via a regional event.

It seems that we are all using multiple ways of keeping ourselves informed of Kiwiburn news! Keep watching those Facebook pages and checking the Kiwiburn website – there's treasure trove of information to be found.

74% of people source their Kiwiburn news from the Facebook page.

60% use the Facebook group.

47% of people regularly visit the website.

45% of us get info from friends.

34% read the Electric Fencepost newsletter.

HOW DO YOU ACCESS THIS INFO?

55% via desktop / laptop computer.

40% via smartphone.

5% via tablet.

53% of our community are signed up to the Electric Fence post newsletter – and 41% of them read it every month. If you are not signed up for the Electric Fencepost newsletter... do it now, [here](#).

7% of the population follows Kiwiburn on Instagram.

5% follow Kiwiburn on Twitter.

FEEDBACK [contd]

VOLUNTEERS AND ORGANISATION

And now some other observations and suggestions...

- In order to relieve the stress on the dedicated volunteer base and allow them the time to be a participant in event, as the event grows, determine which departments need additional people and delegate shifts / tasks. Prevent burning out your key volunteers, they are what makes it go.
- Paddock Relief role needs to be broadly supported as it develops into a more Rangerly role, so you have better capacity to deal with the wider range of things happening as kiwiburn continues to grow.
- Better communication between prospective volunteers and the people running particular areas.
- Less hierarchies and more flexibility (E.g. if there's ten people at greeters but car parking is hosed, ask if some of the greeters want to help in the car park?) People need to delegate and ask for help – at least two groups announced “no more volunteers, we're full”. People volunteered to do an ice run but were told no way. Let go a bit, eh?
- Less hierarchical bureaucracy (concerning trend), espoused as necessary and beneficial by those in hierarchical positions – but perceived as negative, restrictive and increasingly anti-Burn-culture by other participants and Theme Camps – Less ‘Us & Them’ between ‘Volunteers’ and all other Participants – Abandon the word ‘Volunteers’ – everyone participates.

GENERAL INFO

ARE YOU PART OF A THEME CAMP?

53% of people are part of a Theme Camp.

HOW DID YOU CAMP?

Does falling asleep in Town Hall count as large tent or other? Here are the most popular forms of accommodation on the Paddock (yes, these all add up to 110% – this is why I love Kiwiburn)

Small tent	40%
Medium tent	25%
Large Tent	18%
Van	12%
Campervan / RV	7%
Car	4%
Hammock	2%
Caravan	1%
Housetruck/Housebus	1%
Other	2%

WHERE DID YOU CAMP?

Wasn't there a notice that said no camping in the Forest?

45% of us camped in the Forest, 29% on the upper paddock, 22% on the lower paddock and 4% up in the designated campervan / caravan area.

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

Have you ever seen a picture of the honey bee dance? This is how we spend our time on the Paddock... we go up, around, then back then around the other way, then squiggle off to the side and "oh wow, is that a Unicorn?".

	2016	2015
At my camp	63%	65%
Exploring the Paddock	60%	54%
By the river	49%	58%
At Theme Camps	40%	35%
Dancing	36%	34%
Oh wow, is that a unicorn?	30%	36%
On Duty	16%	20%
Performing	8%	8%
Other	8%	9%

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

DID YOU FIND LOVE ON THE PADDOCK?

Woah – what sort of question is this, The Paddock IS love? This is how we answered it: 46% did not find love, 43% did and the rest of us looked in all the wrong places. (Just for the record last year 57% of people reported finding love on the Paddock – maybe this year there was simply a wider variety of things to do).

WHAT ARE YOUR THOUGHTS ON A TELEVISION NEWS CREW BEING ON THE PADDOCK FOR A FEW DAYS?

No, it would change my behaviour on the Paddock.	42.7%
No, it would be an invasion of my privacy.	31.9%
Not sure.	26.9%
Yes, what a fantastic way to help spread the burner culture to a large audience.	12.3%
Yes, I believe in freedom of the media at all times.	11.9%
Yes, I'd love to be on TV!	3.1%

FEEDBACK [contd]

TICKETS, GATE, ENTRY

- A better ticketing system whereby cost of tickets is about \$130 total and people can "sponsor" tickets for other community members.
- Let members know that they joined an incorporated society. They get not only a ticket, but a certificate of membership.
- No more locals tickets at all. Change to gate hours to prevent entry after the Friday, IE no entry on Man burn, temple days.
- 24 hour gate entry (or, at least longer night-time hours).

GENERAL

- The branch that fell on Annaliese should be recovered and built into next years' temple and perhaps a give a little campaign run to fund her to return to light the temple.
- In 2014, when the temple was burnt, there was drumming, dancing, etc, but this year there was silence. I'm not saying it's a bad thing, not sure how I feel about it, but hope we aren't copying the Americans too much. After all, this is our burn. I like the drumming etc during the burn.
- More inclusive to people who are not full on hippies.
- More messages about being considerate of other people's needs and feelings. The radical self-expression shebang can lead to some pretty selfish behaviour at times.
- Less cliquiness.
- More signage educating people about the ecosystem, i.e. around the river – some people still think it's okay to pee (and one person even pooped) in there.
- People were having sex in broad daylight on the beach, with children around. I'm all for self expression but think this overstepped the mark and made my friends and I extremely uncomfortable. I'm not sure how this can be improved on, maybe more private spaces for people? Or encourage people to use their tents...

FEEDBACK [contd]

INFRASTRUCTURE AND LAYOUT

We had multiple requests for more light (on the paths and in the forest and in the portaloos); requests for communal showers. (Hey, wasn't there a human car wash one year? Now there is an art/theme camp idea for someone); requests for shade provided for outdoor volunteers (like parking)... the NZ sun is powerful.

- More signage. It was kind of hard to work out where some things were, though it was fun popping by other places on the way.
- More ice. (yeah, we know).
- Big town clock would be awesome so we know time to get to events on time etc.
- Not keen on the en-masse forest camping. It made the Forrest less special and sapped some of the life of the paddocks
- If the numbers are going to be the same, and the parking situation the same, it would be great to have the helping-hand ute available on the first 2 days of the burn. Perhaps a fleet of handtrucks could be useful?
- There is no need to be so pedantic about Theme Camps taking vehicles and gear into The Forest pre-Burn. It is always a bureaucratic kerfuffle trying to get all our gear in there. We're Burners. We live this. We're all part of the same Community. We get our gear in there, we unload, and then we get the vehicles out. Trust us – we know what we're doing.
- I know that we should bring water on our own and is part of the basis of burningman. But, we are not burningman, we are kiwiburn. And holding the event in a beautiful place like the Paddock makes you consider if all that plastic waste is necessary (made by bringing water bottles). Maybe a piece

of art with a water supply could be cool. Utilise the water taps – it is infrastructure that works and is already there.

- The temple burn this year was a bit of a disconnected let down in that the fire cordons meant there wasn't a full circle of unity, creating a disjointed atmosphere, not to mention less viewing space around the temple burn after which half the crowd made a dash for the (again cordoned off so no circle of unity) hand burn. Something was lost. Some people wanted to stay with the temple and take in the "half" burn whilst others went with the hand....
- It seemed there were less rangers (paddock relief) than at burning seed and less security, it wasn't a problem until late at night [there were two domestic disturbances near this camp and one turned physical], I don't remember seeing any rangers or security walk down to our area (near Chur) at any time during kiwiburn. It would have been good to have someone or an assistance/panic button available at Chur or somewhere closer where I could have gone to get extra assistance. It felt like our area was missed off the patrol areas.
- Move the man to the top paddock along with the temple and 1 or 2 other burns. Think of the top paddock as the player and the bottom/forest as the city. The burn circle for the man takes up too much space down there. Move the small/quirky theme camps down, the bigger ones up and you get a better emulation of the crazy/bright/loud pleyer/esplanade up top and the quiet/dark/surreal city experience.
- It would be super cool if the forest had a loop. Meaning a connection from just after the troll bridge down the to river. And a communal clothesline in the forest to be lining the walking track or to have it's own

area that isn't blocked by personal tents. I LOVE the clothesline but this year it wasn't as active and I think that's because it was hidden.

- The centre of the Paddock feels to me to be lower paddock the area before the 'key hole'. I think the town hall would be better situated in that area, spread across from one side of the paddock to the other.
- Stop the bullshit about bringing your own water and taking home your compost. This is not Nevada. [] Leave 'no trace' on the Paddock results in leaving a greater cost to the environment. I understand liability issues and am not saying it's easy to mitigate this but I think we have a responsibility to make steps to improve our environmental footprints wherever it is possible.
- Don't turn away art, there was heaps of space And everyone's life would be made easier if you put a sign "reserved for blah" on the fence where each camp was to go – way less work than having to try and decode two conflictive maps.
- Roving crocodile bike shuttles might be a good idea on hot days, some sundials scattered around so you can tell the time when you don't have a watch, more music and shade tents near the rivers edge, maybe a food exchange tent similar to the clothes exchange. (these sound like Art and Theme camp ideas... any takers).

ART AND THEME CAMPS

- Prizes/rewards for best camp/contributors.
- Love the art, just more funding for art.
- MORE ART. No more people
- Yes, am working on arts processes to improve them
- We need to get more Theme Camps and people wanting to be involved. Seed is a good model.

WRAPPING IT UP

This is an entry from the feedback page, we saved it for the final word:

- All I can think about is "what can I bring next year?"