ICPSR | INTER-UNIVERSITY CONSORTIUM FOR POLITICAL AND SOCIAL RESEARCH

Kickstarter Data, Global, 2009-2020

Jonathan Leland
Kickstarter

ICPSR Codebook for Kickstarter Project
Public-Use Data

Terms of Use

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ICPSR PROCESSING NOTES FOR #38050
Kickstarter Data, Global, 2009-2020
DS 1: Kickstarter Project Public-Use Data

1. **Confidentiality/Disclosure Risk**: In order to protect respondent anonymity and prevent disclosure risk, ICPSR has masked the variables **NAME** and **URL_NAME** within the public-use dataset, and the variable **BLURB** has been excluded from the public-use dataset.

2. **Qualitative Data File**: Due to statistical package limitations, the variable **BLURB** was exported to a comma delimited (CSV) file which is available for download with the restricted-use dataset and can be linked to the dataset via the **CASEID** variable.

3. **Extent of Processing**: Due to formatting differences and statistical package limitations, there are several instances of problematic characters within open-ended responses in the original data file. These characters have been left as-is in the data files where possible, but ICPSR replaced some of these characters in order to produce a valid DDI file.

ICPSR 38050

Kickstarter Data, Global, 2009-2020

Variable Description and Frequencies

Note: Frequencies displayed for the variables are not weighted. They are purely descriptive and may not be representative of the study population. Please review any sampling or weighting information available with the study.

Summary statistics (minimum, maximum, arithmetic mean, median, mode, and standard deviation) may not be available for every variable in the codebook. Conversely, a listing of frequencies in table format may not be present for every variable in the codebook either. However, all variables in the dataset are present and display sufficient information about each variable. These decisions are made intentionally and are at the discretion of the archive producing this codebook.

Kickstarter Project Public-Use Data

CASEID: CASEID

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 1-6 (width: 6; decimal: 0)
Variable Type: numeric

NAME: Name

Value	Label	Unweighted Frequency	%
MASKED BY ICPSR	-	506199	100.0 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 7-21 (width: 15; decimal: 0)
Variable Type: character

PID: PID

Based upon 506,199 valid cases out of 506,199 total cases.

- Mean: 1074193725.60
- Minimum: 2941.00
- Maximum: 2147476221.00
- Standard Deviation: 619354900.13

Location: 22-31 (width: 10; decimal: 0)
Variable Type: numeric

CATEGORY: Category

Value	Label	Unweighted Frequency	%
Art	-	41455	8.2 %
Comics	-	17560	3.5 %
Crafts	-	11917	2.4 %
Dance	-	4298	0.8 %
Design	-	43503	8.6 %
Fashion	-	33066	6.5 %
Film & Video	-	75808	15.0 %
Food	-	30758	6.1 %
Games	-	56700	11.2 %
Journalism	-	5865	1.2 %
Music	-	63486	12.5 %
Photography	-	12646	2.5 %
Publishing	-	52082	10.3 %

Value	Label	Unweighted Frequency	%
Technology	-	44706	8.8 %
Theater	-	12349	2.4 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 32-43 (width: 12; decimal: 0)
Variable Type: character

CATEGORY_ID: Category ID

Value	Label	Unweighted Frequency	%
1	-	41455	8.2 %
3	-	17560	3.5 %
6	-	4298	0.8 %
7	-	43503	8.6 %
9	-	33066	6.5 %
10	-	30758	6.1 %
11	-	75808	15.0 %
12	-	56700	11.2 %
13	-	5865	1.2 %
14	-	63486	12.5 %
15	-	12646	2.5 %
16	-	44706	8.8 %
17	-	12349	2.4 %
18	-	52082	10.3 %
26	-	11917	2.4 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

- Mean: 11.60
- Median: 12.00
- Mode: 11.00
- Minimum: 1.00
- Maximum: 26.00
- Standard Deviation: 5.20

Location: 44-45 (width: 2; decimal: 0)
Variable Type: numeric

SUBCATEGORY: Subcategory

Value	Label	Unweighted Frequency	%
3D Printing	-	943	0.2 %

Value	Label	Unweighted Frequency	%
Academic	-	1283	0.3 %
Accessories	-	7112	1.4 %
Action	-	984	0.2 %
Animals	-	322	0.1 %
Animation	-	3295	0.7 %
Anthologies	-	1510	0.3 %
Apparel	-	10362	2.0 %
Apps	-	9313	1.8 %
Architecture	-	961	0.2 %
Art	-	13536	2.7 %
Art Books	-	3587	0.7 %
Audio	-	591	0.1 %
Bacon	-	234	0.0 %
Blues	-	364	0.1 %
Calendars	-	532	0.1 %
Camera Equipment	-	617	0.1 %
Candles	-	643	0.1 %
Ceramics	-	465	0.1 %
Children's Books	-	9495	1.9 %
Childrenswear	-	704	0.1 %
Chiptune	-	53	0.0 %
Civic Design	-	362	0.1 %
Classical Music	-	3036	0.6 %
Comedy	-	3357	0.7 %
Comic Books	-	5897	1.2 %
Comics	-	5970	1.2 %
Community Gardens	-	346	0.1 %
Conceptual Art	-	1272	0.3 %
Cookbooks	-	748	0.1 %
Country & Folk	-	5294	1.0 %
Couture	-	360	0.1 %
Crafts	-	6209	1.2 %
Crochet	-	207	0.0 %
DIY	-	1584	0.3 %
DIY Electronics	-	1318	0.3 %
Dance	-	2477	0.5 %
Design	-	5547	1.1 %
Digital Art	-	2378	0.5 %
Documentary	-	18360	3.6 %

Value	Label	Unweighted Frequency	%
Drama	-	3083	0.6 %
Drinks	-	3488	0.7 %
Electronic Music	-	2657	0.5 %
Embroidery	-	179	0.0 %
Events	-	1035	0.2 %
Experimental	-	1215	0.2 %
Fabrication Tools	-	352	0.1 %
Faith	-	1416	0.3 %
Family	-	465	0.1 %
Fantasy	-	497	0.1 %
	Total	**506,199**	**100%**

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 46-63 (width: 18; decimal: 0)
Variable Type: character

SUBCATEGORY_ID: Subcategory ID

Value	Label	Unweighted Frequency	%
1	-	13536	2.7 %
3	-	5970	1.2 %
6	-	2477	0.5 %
7	-	5547	1.1 %
9	-	9608	1.9 %
10	-	13091	2.6 %
11	-	12567	2.5 %
12	-	4099	0.8 %
13	-	1978	0.4 %
14	-	21058	4.2 %
15	-	6120	1.2 %
16	-	8856	1.7 %
17	-	7292	1.4 %
18	-	7988	1.6 %
20	-	1272	0.3 %
21	-	2378	0.5 %
22	-	6589	1.3 %
23	-	3996	0.8 %
24	-	2462	0.5 %

Value	Label	Unweighted Frequency	%
25	-	2226	0.4 %
26	-	6209	1.2 %
27	-	2604	0.5 %
28	-	33193	6.6 %
29	-	3295	0.7 %
30	-	18360	3.6 %
31	-	5631	1.1 %
32	-	13845	2.7 %
33	-	6368	1.3 %
34	-	26444	5.2 %
35	-	15173	3.0 %
36	-	3036	0.6 %
37	-	5294	1.0 %
38	-	2657	0.5 %
39	-	4491	0.9 %
40	-	6275	1.2 %
41	-	2179	0.4 %
42	-	3946	0.8 %
43	-	7543	1.5 %
44	-	2501	0.5 %
45	-	3587	0.7 %
46	-	9495	1.9 %
47	-	11074	2.2 %
48	-	10067	2.0 %
49	-	1459	0.3 %
50	-	1775	0.4 %
51	-	3940	0.8 %
52	-	4682	0.9 %
53	-	3472	0.7 %
54	-	3544	0.7 %
239	-	1255	0.2 %
	Total	**506,199**	**100%**

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 506,199 valid cases out of 506,199 total cases.

- Mean: 104.79
- Median: 34.00
- Mode: 28.00
- Minimum: 1.00

- Maximum: 396.00
- Standard Deviation: 124.03

Location: 64-66 (width: 3; decimal: 0)
Variable Type: numeric

PROJECT_PAGE_LOCATION_NAME: Project page location name

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 67-96 (width: 30; decimal: 0)
Variable Type: character

PROJECT_PAGE_LOCATION_STATE: Project page location state

Value	Label	Unweighted Frequency	%
	-	2014	0.4 %
AB	-	2351	0.5 %
ACT	-	277	0.1 %
AK	-	888	0.2 %
AL	-	2378	0.5 %
AR	-	1433	0.3 %
AZ	-	7263	1.4 %
Abkhazia	-	1	0.0 %
Abruzzi	-	60	0.0 %
Abu Dhabi	-	13	0.0 %
Aceh	-	1	0.0 %
Acre	-	1	0.0 %
Adamaoua	-	1	0.0 %
Addis Ababa	-	42	0.0 %
Adjuntas	-	5	0.0 %
Adygea Republic	-	1	0.0 %
Aegean	-	20	0.0 %
Afyonkarahisar	-	1	0.0 %
Agadez	-	2	0.0 %
Agana	-	7	0.0 %
Aguadilla	-	3	0.0 %
Aguascalientes	-	64	0.0 %
Aichi Prefecture	-	19	0.0 %
Aisen Region	-	2	0.0 %
Aizputes Novads	-	1	0.0 %
Ajaria	-	2	0.0 %
Ajdovscina	-	2	0.0 %
Ajman	-	1	0.0 %
Akershus Fylke	-	17	0.0 %

Value	Label	Unweighted Frequency	%
Akita Prefecture	-	4	0.0 %
Akureyri	-	3	0.0 %
Al Ahmadi	-	1	0.0 %
Al Anbar	-	2	0.0 %
Al Khartum	-	6	0.0 %
Al Mafraq	-	6	0.0 %
Al Manama	-	4	0.0 %
Al Zarqa	-	1	0.0 %
Al `Asimah	-	8	0.0 %
Alajuela	-	2	0.0 %
Alba	-	2	0.0 %
Alexandria	-	6	0.0 %
Almaty	-	8	0.0 %
Alsace	-	105	0.0 %
Alta Verapaz	-	3	0.0 %
Altai Krai	-	3	0.0 %
Altai Republic	-	2	0.0 %
Alto Paraguay	-	2	0.0 %
Amanat Al Asimah	-	3	0.0 %
Amazonas	-	14	0.0 %
Amhara	-	2	0.0 %
	Total	**506,199**	**100%**

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 97-126 (width: 30; decimal: 0)
Variable Type: character

PROJECT_PAGE_LOCATION_COUNTY: Project page location county

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 127-156 (width: 30; decimal: 0)
Variable Type: character

UID: UID

Based upon 506,199 valid cases out of 506,199 total cases.

- Mean: 1072952515.75
- Minimum: 3.00
- Maximum: 2147483434.00
- Standard Deviation: 620124245.65

Location: 157-166 (width: 10; decimal: 0)
Variable Type: numeric

LAUNCHED_DATE: Launched date

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 167-176 (width: 10; decimal: 0)
Variable Type: character

DEADLINE_DATE: Deadline date

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 177-186 (width: 10; decimal: 0)
Variable Type: character

PROJECT_CURRENCY: Project currency

Value	Label	Unweighted Frequency	%
AUD	-	11457	2.3 %
CAD	-	22064	4.4 %
CHF	-	1403	0.3 %
DKK	-	1781	0.4 %
EUR	-	32463	6.4 %
GBP	-	50111	9.9 %
HKD	-	2636	0.5 %
JPY	-	840	0.2 %
MXN	-	5005	1.0 %
NOK	-	1058	0.2 %
NZD	-	2105	0.4 %
PLN	-	18	0.0 %
SEK	-	2974	0.6 %
SGD	-	1769	0.3 %
USD	-	370515	73.2 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 187-189 (width: 3; decimal: 0)
Variable Type: character

GOAL_IN_ORIGINAL_CURRENCY: Goal in original currency

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 190-200 (width: 11; decimal: 0)
Variable Type: character

PLEDGED_IN_ORIGINAL_CURRENCY: Pledged in original currency

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 201-211 (width: 11; decimal: 0)
Variable Type: character

GOAL_IN_USD: Goal in USD

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 212-223 (width: 12; decimal: 0)
Variable Type: character

PLEDGED_IN_USD: Pledged in USD

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 224-234 (width: 11; decimal: 0)
Variable Type: character

BACKERS_COUNT: Backers count

Value	Label	Unweighted Frequency	%
-2	-	2	0.0 %
0	-	55495	11.0 %
1	-	45724	9.0 %
2	-	31895	6.3 %
3	-	22343	4.4 %
4	-	16724	3.3 %
5	-	13299	2.6 %
6	-	11138	2.2 %
7	-	9504	1.9 %
8	-	8453	1.7 %
9	-	7569	1.5 %
10	-	6999	1.4 %
11	-	6318	1.2 %
12	-	5988	1.2 %
13	-	5610	1.1 %
14	-	5321	1.1 %
15	-	5091	1.0 %
16	-	4687	0.9 %
17	-	4694	0.9 %
18	-	4313	0.9 %
19	-	4302	0.8 %
20	-	4039	0.8 %
21	-	3857	0.8 %
22	-	3774	0.7 %
23	-	3668	0.7 %

Value	Label	Unweighted Frequency	%
24	-	3472	0.7 %
25	-	3499	0.7 %
26	-	3374	0.7 %
27	-	3167	0.6 %
28	-	3104	0.6 %
29	-	2996	0.6 %
30	-	2947	0.6 %
31	-	2818	0.6 %
32	-	2755	0.5 %
33	-	2593	0.5 %
34	-	2721	0.5 %
35	-	2522	0.5 %
36	-	2483	0.5 %
37	-	2476	0.5 %
38	-	2468	0.5 %
39	-	2272	0.4 %
40	-	2317	0.5 %
41	-	2193	0.4 %
42	-	2101	0.4 %
43	-	2093	0.4 %
44	-	2013	0.4 %
45	-	1929	0.4 %
46	-	1948	0.4 %
47	-	1810	0.4 %
48	-	1957	0.4 %
Missing Data			
.	-	10148	2.0 %
Total		**506,199**	**100%**

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 496,051 valid cases out of 506,199 total cases.

- Mean: 60.14
- Minimum: -2.00
- Maximum: 999.00
- Standard Deviation: 122.85

Location: 235-237 (width: 3; decimal: 0)
Variable Type: numeric

STATE: State

Value	Label	Unweighted Frequency	%
canceled	-	55755	11.0 %
failed	-	252798	49.9 %
successful	-	194458	38.4 %
suspended	-	3188	0.6 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 238-247 (width: 10; decimal: 0)
Variable Type: character

URL_NAME: URL name

Value	Label	Unweighted Frequency	%
MASKED BY ICPSR	-	506199	100.0 %
	Total	**506,199**	**100%**

Based upon 506,199 valid cases out of 506,199 total cases.

Location: 248-262 (width: 15; decimal: 0)
Variable Type: character