|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Skew | Kurt |
| [1] | DV: Donation Amount | 10393 | 31233 | 11.25 | 203 |
| [2] | Log Donation Amount | 7.798 | 1.774 | -0.11 | -0.131 |
| [3] | Campaign Goal | 39600 | 110902 | 8.17 | 99 |
| [4] | Log Campaign Goal | 8.914 | 1.92 | 0.024 | -0.422 |
| [5] | Tax Deductibility | 0.95 | 0.21 | -4.36 | 16.99 |
| [6] | Campaign Duration | 111 | 109 | 1.37 | 0.578 |
| [7] | Campaign Video | 0.346 | 0.476 | 0.648 | -1.58 |
| [8] | Number of images | 3.01 | 1.56 | -0.005 | -1.51 |
| [9] | Words of campaign | 138 | 67 | 0.027 | -1.04 |
| [10] | Creator Type | 0.66 | 0.94 | 2.74 | 10.99 |
| [11] | Scale Type | 5.65 | 1.16 | -1.68 | 4.09 |
| [12] | Sector Type | 1.02 | 1.24 | 1.22 | 1.54 |
| [13] | Start Year category | 3.24 | 1.36 | -0.78 | -0.052 |
| [14] | Campaign frequency | 13.23 | 27.36 | 3.13 | 9.44 |
| [15] | Future tense % | 0.01 | 0.02 | 1.89 | 2.47 |
| [16] | Log Future tense % | 0.01 | 0.02 | 1.86 | 2.3 |
| [17] | Avg custom amount | 136 | 671 | 17.74 | 446.9 |
| [18] | Log Avg custom amount | 2.355 | 2.53 | 0.296 | -1.54 |
| [19] | Log Future tense % X Log Avg custom amount | 0.05 | 0.1 | 2.02 | 3.46 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Statistics**