ICPSR | INTER-UNIVERSITY CONSORTIUM FOR POLITICAL AND SOCIAL RESEARCH

Kickstarter Data, Global, 2009-2023

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Kickstarter

ICPSR Codebook for Kickstarter Project
Public-Use Data

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ICPSR PROCESSING NOTES FOR #38050
Kickstarter Data, Global, 2009-2023
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 variables **NAME** and **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. This file can be accessed via the study home page on ICPSR's website.

3. **Translation**: Due to statistical software limitations ICPSR has translated the Arabic text in the variables **PROJECT_PAGE_LOCATION_STATE** and **PROJECT_PAGE_LOCATION_COUNTY**.

ICPSR translation	Original Text
[ARABIC: Akkar]	عكار
[ARABIC: Azilal]	أزيلال
[ARABIC: Ballbek]	بعلبك
[ARABIC: Ballbek-Hermal]	بعلبك الهرمل
[ARABIC: Beirut]	بيروت
[ARABIC: Beqaa]	البقاع
[ARABIC: Casablanca]	الدار البيضاء
[ARABIC: Chefchaouen]	شفشاون
[ARABIC: Fes]	فاس
[ARABIC: Fes-Boulemane]	فاس ـ بولمان
[ARABIC: Marrakesh-Tensift-El Haouz]	مراكش ـ تانسيفت ـ الحوز
[ARABIC: Marrakesh]	مراكش
[ARABIC: Moulay Yacoub]	مولاي يعقوب
[ARABIC: Rabat]	الرباط
[ARABIC: Rabat-Sale-Zemmour-Zaer]	الرباط-سلا-زمور-زعير
[ARABIC: Souss-Massa-Draa]	سوس ـ ماسة ـ درعة
[ARABIC: Tadla-Azilal]	تادلة ـ أزيلال
[ARABIC: Tangier-Assilah]	طنجة أصيلة
[ARABIC: Tangier-Tetouan]	طنجة ـ تطوان
[ARABIC: Tetouan]	تطوان
[ARABIC: Tiznit]	تيزنيت
[ARABIC: Zagora]	زاكورة
[ARABIC: Zahle]	زحلة

4. **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.

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Kickstarter Data, Global, 2009-2023

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 610,015 valid cases out of 610,015 total cases.

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

NAME: Name

Value	Label	Unweighted Frequency	%
MASKED BY ICPSR	-	610015	100.0 %
	Total	**610,015**	**100%**

Based upon 610,015 valid cases out of 610,015 total cases.

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

PID: PID

Based upon 610,015 valid cases out of 610,015 total cases.

- Mean: 1074320636.45
- Minimum: 1293.00
- Maximum: 2147476221.00
- Standard Deviation: 619560996.52

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

CATEGORY: Category

Value	Label	Unweighted Frequency	%
1	Art	51555	8.5 %
3	Comics	26433	4.3 %
6	Dance	4543	0.7 %
7	Design	53797	8.8 %
9	Fashion	39042	6.4 %
10	Food	34703	5.7 %
11	Film & Video	84948	13.9 %
12	Games	82334	13.5 %
13	Journalism	6344	1.0 %
14	Music	68926	11.3 %
15	Photography	13872	2.3 %
16	Technology	52843	8.7 %
17	Theater	13145	2.2 %

Value	Label	Unweighted Frequency	%
18	Publishing	63616	10.4 %
26	Crafts	13914	2.3 %
	Total	**610,015**	**100%**

Based upon 610,015 valid cases out of 610,015 total cases.

- Minimum: 1.00
- Maximum: 26.00

Location: 32-33 (width: 2; decimal: 0)
Variable Type: numeric

SUBCATEGORY: Subcategory

Value	Label	Unweighted Frequency	%
1	Art	16250	2.7 %
3	Comics	6453	1.1 %
6	Dance	2506	0.4 %
7	Design	6167	1.0 %
9	Fashion	9928	1.6 %
10	Food	13634	2.2 %
11	Film & Video	12998	2.1 %
12	Games	4641	0.8 %
13	Journalism	2023	0.3 %
14	Music	22034	3.6 %
15	Photography	6214	1.0 %
16	Technology	9658	1.6 %
17	Theater	7342	1.2 %
18	Publishing	8644	1.4 %
20	Conceptual Art	1430	0.2 %
21	Digital Art	3490	0.6 %
22	Illustration	10281	1.7 %
23	Painting	4479	0.7 %
24	Performance Art	2607	0.4 %
25	Sculpture	2520	0.4 %
26	Crafts	6891	1.1 %
27	Graphic Design	2877	0.5 %
28	Product Design	41384	6.8 %
29	Animation	4162	0.7 %
30	Documentary	19779	3.2 %
31	Narrative Film	5996	1.0 %
32	Shorts	15596	2.6 %

Value	Label	Unweighted Frequency	%
33	Webseries	6728	1.1 %
34	Tabletop Games	42776	7.0 %
35	Video Games	19461	3.2 %
36	Classical Music	3312	0.5 %
37	Country & Folk	6008	1.0 %
38	Electronic Music	2926	0.5 %
39	Hip-Hop	4875	0.8 %
40	Indie Rock	6736	1.1 %
41	Jazz	2371	0.4 %
42	Pop	4432	0.7 %
43	Rock	8118	1.3 %
44	World Music	2760	0.5 %
45	Art Books	4335	0.7 %
46	Children's Books	12344	2.0 %
47	Fiction	14280	2.3 %
48	Nonfiction	11589	1.9 %
49	Periodicals	1562	0.3 %
50	Poetry	2085	0.3 %
51	Software	4579	0.8 %
52	Hardware	5697	0.9 %
53	Public Art	3676	0.6 %
54	Mixed Media	4209	0.7 %
239	Radio & Podcasts	1580	0.3 %
	Total	**610,015**	**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 610,015 valid cases out of 610,015 total cases.

- Minimum: 1.00
- Maximum: 396.00

Location: 34-36 (width: 3; decimal: 0)
Variable Type: numeric

PROJECT_PAGE_LOCATION_NAME: Project page location name

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 37-77 (width: 41; decimal: 0)
Variable Type: character

PROJECT_PAGE_LOCATION_STATE: Project page location state

Value	Label	Unweighted Frequency	%
	-	2035	0.3 %
AB	-	3054	0.5 %
ACT	-	348	0.1 %
AK	-	1032	0.2 %
AL	-	2804	0.5 %
AR	-	1719	0.3 %
AZ	-	8427	1.4 %
Abkhazia	-	1	0.0 %
Abruzzi	-	108	0.0 %
Abu Dhabi	-	18	0.0 %
Aceh	-	1	0.0 %
Acre	-	2	0.0 %
Adamaoua	-	1	0.0 %
Addis Ababa	-	46	0.0 %
Adjuntas	-	5	0.0 %
Adrar	-	1	0.0 %
Adygea Republic	-	2	0.0 %
Aegean	-	28	0.0 %
Afyonkarahisar	-	1	0.0 %
Agadez	-	3	0.0 %
Agana	-	9	0.0 %
Aguadilla	-	6	0.0 %
Aguascalientes	-	94	0.0 %
Aichi Prefecture	-	30	0.0 %
Aisen Region	-	2	0.0 %
Aizputes Novads	-	1	0.0 %
Ajaria	-	3	0.0 %
Ajdovscina	-	2	0.0 %
Ajman	-	1	0.0 %
Akershus Fylke	-	18	0.0 %
Akita Prefecture	-	5	0.0 %
Akureyri	-	5	0.0 %
Al Ahmadi	-	1	0.0 %
Al Anbar	-	2	0.0 %
Al Khartum	-	8	0.0 %
Al Mafraq	-	6	0.0 %
Al Manama	-	4	0.0 %
Al Zarqa	-	1	0.0 %
Al `Asimah	-	9	0.0 %

Value	Label	Unweighted Frequency	%
Alagoas	-	2	0.0 %
Alajuela	-	3	0.0 %
Alba	-	3	0.0 %
Alexandria	-	7	0.0 %
Almaty	-	11	0.0 %
Alsace	-	161	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 %
	Total	**610,015**	**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 610,015 valid cases out of 610,015 total cases.

Location: 78-127 (width: 50; decimal: 0)
Variable Type: character

PROJECT_PAGE_LOCATION_COUNTY: Project page location county

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 128-157 (width: 30; decimal: 0)
Variable Type: character

PROJECT_PAGE_LOCATION_COUNTRY: Project page location country

Value	Label	Unweighted Frequency	%
	-	506199	83.0 %
AE	-	32	0.0 %
AF	-	1	0.0 %
AL	-	2	0.0 %
AM	-	9	0.0 %
AQ	-	5	0.0 %
AR	-	42	0.0 %
AT	-	406	0.1 %
AU	-	2885	0.5 %
AW	-	1	0.0 %
AZ	-	4	0.0 %
BA	-	6	0.0 %
BB	-	1	0.0 %

Value	Label	Unweighted Frequency	%
BD	-	7	0.0 %
BE	-	412	0.1 %
BG	-	34	0.0 %
BI	-	1	0.0 %
BJ	-	4	0.0 %
BM	-	2	0.0 %
BN	-	1	0.0 %
BO	-	9	0.0 %
BQ	-	1	0.0 %
BR	-	45	0.0 %
BS	-	6	0.0 %
BT	-	1	0.0 %
BW	-	2	0.0 %
BY	-	10	0.0 %
BZ	-	1	0.0 %
CA	-	5728	0.9 %
CD	-	7	0.0 %
CH	-	548	0.1 %
CI	-	3	0.0 %
CL	-	19	0.0 %
CM	-	4	0.0 %
CN	-	224	0.0 %
CO	-	60	0.0 %
CR	-	18	0.0 %
CU	-	1	0.0 %
CV	-	1	0.0 %
CY	-	9	0.0 %
CZ	-	77	0.0 %
DE	-	3148	0.5 %
DK	-	496	0.1 %
DO	-	6	0.0 %
EC	-	22	0.0 %
EE	-	37	0.0 %
EG	-	17	0.0 %
ES	-	2706	0.4 %
ET	-	5	0.0 %
FI	-	32	0.0 %
Total		**610,015**	**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 610,015 valid cases out of 610,015 total cases.

Location: 158-159 (width: 2; decimal: 0)
Variable Type: character

UID: UID

Based upon 506,199 valid cases out of 610,015 total cases.

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

Location: 160-169 (width: 10; decimal: 0)
Variable Type: numeric

PROJECT_CURRENCY: Project currency

Value	Label	Unweighted Frequency	%
AUD	-	14457	2.4 %
CAD	-	28022	4.6 %
CHF	-	1864	0.3 %
DKK	-	2088	0.3 %
EUR	-	48319	7.9 %
GBP	-	62631	10.3 %
HKD	-	5131	0.8 %
JPY	-	2183	0.4 %
MXN	-	7313	1.2 %
NOK	-	1183	0.2 %
NZD	-	2579	0.4 %
PLN	-	287	0.0 %
SEK	-	3591	0.6 %
SGD	-	2720	0.4 %
USD	-	427647	70.1 %
	Total	**610,015**	**100%**

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 170-172 (width: 3; decimal: 0)
Variable Type: character

GOAL_IN_ORIGINAL_CURRENCY: Goal in original currency

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 173-185 (width: 13; decimal: 0)
Variable Type: character

PLEDGED_IN_ORIGINAL_CURRENCY: Pledged in original currency

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 186-196 (width: 11; decimal: 0)
Variable Type: character

GOAL_IN_USD: Goal in USD

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 197-208 (width: 12; decimal: 0)
Variable Type: character

PLEDGED_IN_USD: Pledged in USD

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 209-219 (width: 11; decimal: 0)
Variable Type: character

BACKERS_COUNT: Backers count

Based upon 609,467 valid cases out of 610,015 total cases.

- Mean: 139.67
- Minimum: -2.00
- Maximum: 219382.00
- Standard Deviation: 983.70

Location: 220-225 (width: 6; decimal: 0)
Variable Type: numeric

LAUNCHED_DATE: Launched date

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 226-235 (width: 10; decimal: 0)
Variable Type: character

DEADLINE_DATE: Deadline date

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 236-245 (width: 10; decimal: 0)
Variable Type: character

STATE: State

Value	Label	Unweighted Frequency	%
canceled	-	67386	11.0 %
failed	-	287672	47.2 %
successful	-	251769	41.3 %
suspended	-	3188	0.5 %
	Total	**610,015**	**100%**

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 246-255 (width: 10; decimal: 0)
Variable Type: character

URL_NAME: URL name

Value	Label	Unweighted Frequency	%
MASKED BY ICPSR	-	610015	100.0 %
	Total	**610,015**	**100%**

Based upon 610,015 valid cases out of 610,015 total cases.

Location: 256-270 (width: 15; decimal: 0)
Variable Type: character