I determined that the median best summarizes the data. As the variance within the mean even with a standard deviation has far too many extreme outliers to give an accurate result.

There is far more variability with successful campaigns because there is more data to pull from overall. As the success of a campaign is directly correlated to the number of people ‘backing’ that campaign it would make sense that the number of ‘backers’ would increase as people follow trends thus providing more data to pull from.