

# Kickstarter Campaign Analysis

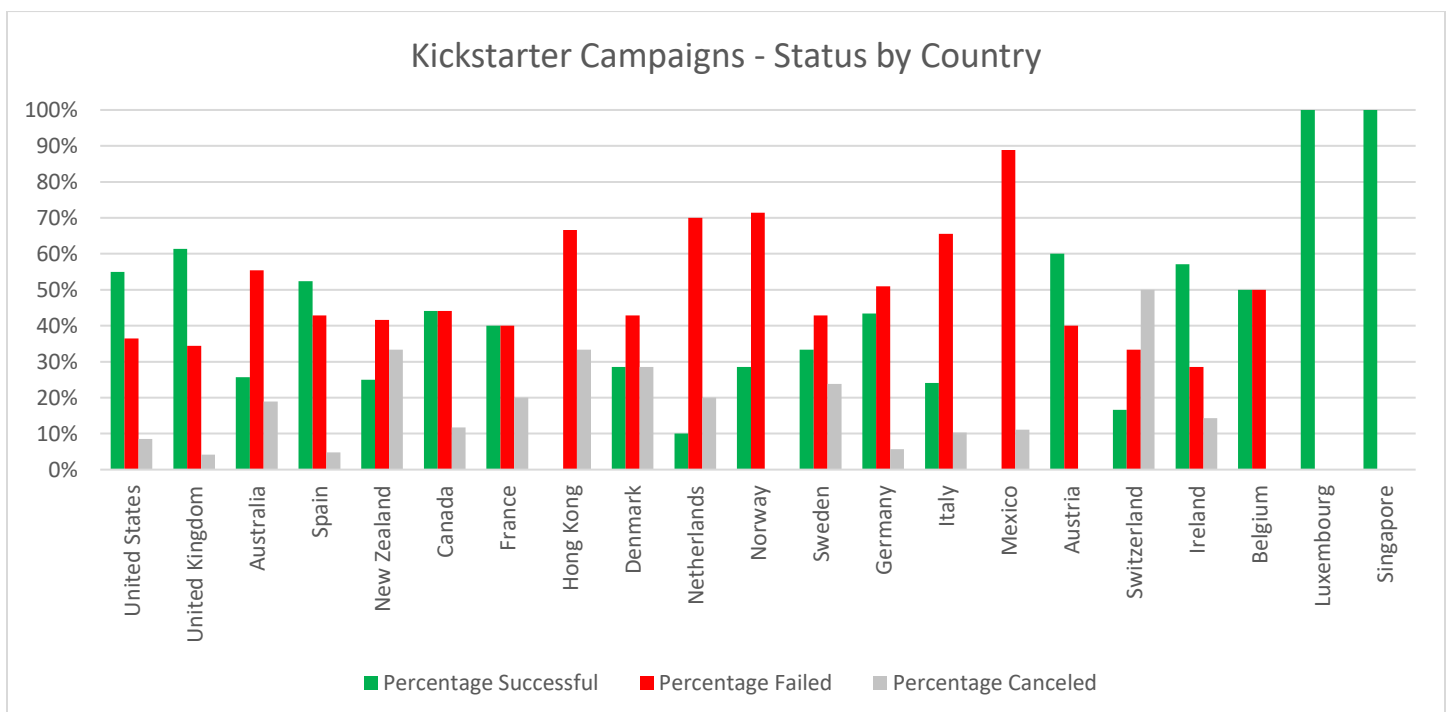
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## ANALYSIS

Of countries with successful Kickstarter campaigns, 12 countries had less than 10 reach or exceed their funding goals (Austria, Belgium, Denmark, Ireland, Italy, Luxembourg, Netherlands, New Zealand, Norway, Singapore, Sweden, and Switzerland). Five countries had more than 10 successful Kickstarters (displayed in the table below), with The United States standing out as a clear outlier with 1651 fully funded campaigns. The next closest country was The United Kingdom with 366 funded campaigns, followed by Canada (64), Australia (19), and Spain (11). Mexico and Hong Kong did not have any successfully funded campaigns. Of the broad categories of funded Kickstarters, United States was the only country to have fully funded food campaigns.

Category	Australia	Canada	Spain	United Kingdom	United States	Total Funded
film & video	4	6	3	21	261	295
food					34	34
games	2	4	1	16	52	75
music	1	10	3	25	490	529
photography	2	6		18	62	88
publishing	1	3		6	69	79
technology	3	7	2	22	158	192
theater	6	28	2	258	525	819
<b>Total Funded</b>	<b>19</b>	<b>64</b>	<b>11</b>	<b>366</b>	<b>1651</b>	<b>2111</b>

When further breaking down campaign status by country, it appears The United States and The United Kingdom have similar patterns of funding with the majority of Kickstarters being successful and less than 10% being canceled, although The United States has far more campaigns in general as shown in the table above. Few other countries had greater successes than failures, as seen in the graph below.



## **LIMITATIONS**

While this information appears to provide interesting insights about inhabitants of various countries interest in supporting different types of grassroots movements, vital information is unavailable in this data set to draw those conclusions. For instance, a person's likelihood to donate to a Kickstarter may be directly related to their exposure, which is in part influenced by amount of time spent on the internet or more specifically social media websites where Kickstarter campaigns often go "viral," thus increasing exposure. Some countries sampled may have less access to these sources or have a cultural practice of less use than that of The United States which may account for the sheer difference in numbers of campaigns. There may also be a cultural difference in willingness to ask others for help, or in availability of local resources within the community to fund projects by other means. These factors could largely influence how Kickstarter may need to adjust their marketing strategies to increase utilization of their product by region.

## **CONCLUSIONS**

Keeping these limitations in mind, we can conclude that Kickstarter campaigns in the United States tend to be more prevalent than in other countries with the majority reaching funding goals. The reason for this could be factored by some unknown variable, such as prevalence of internet/social media use and/or exposure to viral campaigns. An interesting additional measure to analyze would be site traffic for each campaign. This variable would be telling in evaluating the effect of site traffic and "viral" status (determined by traffic passing a set high threshold) on funding success across categories and countries.