

Kickstarter Report
Content Analysis Topline
January 2015
Pew Research Center

Projects, backers, and funds by year

Total ...

Year	Funded journalism projects	Number of backers	Dollars raised
April-Dec 2009	17	792	49,256
2010	64	4,405	263,352
2011	67	7,554	522,547
2012	88	17,893	1,115,201
2013	81	16,959	1,074,110
2014	168	23,478	1,528,678
Jan-Sept 2015	173	25,651	1,743,668
Total	658	96,732	6,296,812

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

Note: The vast majority of the projects (84%) requested funding in U.S. dollars (554 of 658 projects). For this analysis, funding amounts requested in other currencies were translated to U.S. dollars using conversion rates as of Sept. 15, 2015, on Oanda.com. Researchers also analyzed the total amount of funds both requested and pledged in foreign currencies using OECD average monthly conversion rates as of the month that the projects were launched on Kickstarter. The analysis revealed that the difference between the two methods produced only a 1% difference in the total overall level of funding across all projects.

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Projects and funds by project type

Total ...

Project Type	Funded journalism projects		Dollars raised	
	#	%	\$	%
App	2	<1	36,160	1
Blog	41	6	179,820	3
Book	106	16	849,431	13
Documentary	46	7	406,957	6
Magazine	134	20	1,029,438	16
Newsletter	3	<1	21,396	>1
Newspaper	16	2	129,982	2
Photojournalism	25	4	130,462	2
Radio/podcast	56	9	429,385	7
Research paper	4	1	12,976	>1
Website	108	16	1,829,451	29
Zine	6	1	19,351	>1
Multiple formats	80	12	950,800	15
Not format-specific	31	5	271,203	4
Total	658	100	6,296,812	100

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Note: Numbers may not add to 100% due to rounding.

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Geographic focus

% of funded journalism projects that were conducted in

...

Project Type	U.S. only	Outside of the U.S.
	%	%
App	100	0
Blog	59	41
Book	70	30
Documentary	46	54
Magazine	63	37
Newsletter	100	0
Newspaper	100	0
Photojournalism	64	36
Radio/podcast	77	23
Research paper	25	75
Website	69	31
Zine	83	17
Multiple formats	48	52
Not format-specific	58	42
Total	64	36

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Median dollar amount pledged and number of backers

Project Type	Median dollar amount pledged per project	Median number of backers
App	18,080	433
Blog	2,340	26
Book	4,017	56
Documentary	4,129	47
Magazine	3,498	55
Newsletter	2,005	24
Newspaper	1,521	29
Photojournalism	3,669	63
Radio/podcast	2,367	44
Research Paper	2,413	32
Website	6,027	94
Zine	651	32
Multiple formats	5,126	67
Not format-specific	3,019	47
Total projects	3,711	54

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Projects and funds by producer type

Total ...

Project Type	Funded journalism projects		Dollars raised	
	#	%	\$	%
Individuals	280	43	1,851,333	29
Groups of individuals	189	29	2,248,043	36
Media organizations	144	22	1,833,278	29
Institutions	45	7	364,159	6
Total projects	658	100	6,296,812	100

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Startups and expansions by producer type

% of funded journalism projects that are ...

Producer	Startup	Expansion
	%	%
Individuals	63	37
Groups of individuals	67	33
Media organizations	10	90
Institutions	42	58
Total projects	51	49

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Travel by producer type*% of funded journalism projects that involve ...*

Producer	Travel	No travel
	%	%
Individuals	47	53
Groups of individuals	34	66
Media organizations	24	76
Institutions	36	64
Total projects	38	62

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Project type by producer type

% of funded journalism projects that are ...

Producer	App	Blog	Book	Documentary	Magazine	Newsletter	Newspaper	Photojournalism	Radio/ podcast	Research paper	Website	Zine	Multiple formats	Not format- specific
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Individuals	<1	11	26	8	11	<1	0	6	6	1	11	1	14	4
Groups of individuals	1	2	12	8	29	0	3	3	6	0	15	1	12	8
Media organizations	0	3	3	5	25	1	3	1	17	0	29	0	10	2
Institutions	0	4	11	4	31	0	11	0	4	0	13	0	13	7
Total	<1	6	16	7	20	<1	2	4	9	1	16	1	12	5

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

Note: Numbers may not add to 100% due to rounding.

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Year by producer type

Total dollars raised in ...

Producer	April-Dec 2009	2010	2011	2012	2013	2014	Jan-Sept 2015	Total
	\$	\$	\$	\$	\$	\$	\$	\$
Individuals	31,313	134,830	186,244	235,212	231,677	598,363	433,694	1,851,333
Groups of individuals	15,938	77,278	276,406	624,772	352,287	469,858	431,504	2,248,043
Media organizations	2,005	20,712	45,901	223,051	477,479	311,555	752,575	1,833,278
Institutions	0	30,532	13,996	32,166	12,667	148,903	125,895	364,159
Total	49,256	263,352	522,547	1,115,201	1,074,110	1,528,678	1,743,668	6,296,812

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Travel by geographic focus*% of funded journalism projects that involve ...*

Producer	Travel	No travel
	%	%
U.S. only	29	71
Outside of the U.S.	54	46
Total projects	38	62

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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Geographic focus

*Funded journalism projects that
were conducted in ...*

Producer	#	%
U.S. only	421	64
Non-U.S.	224	34
U.S. and other	13	2

Source: Pew Research Center analysis of
Kickstarter data April 28 2009-September
15 2015.

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Kickstarter project categories

Category	# of proposed projects	# of funded projects	Success rate	Total dollars raised in millions
Dance	2,858	1,789	64%	8.7
Theatre	8,555	5,165	61	29.9
Music	41,350	20,956	51	140.2
Comics	6,395	3,108	50	39.1
Art	19,406	7,965	42	47.7
Film & video	49,850	18,603	38	246.7
Design	16,176	5,251	34	280.6
Games	19,274	6,191	33	351.6
Publishing	27,062	7,890	30	66.4
Photography	7,929	2,304	30	18.7
Food	16,080	4,188	27	64.3
Fashion	12,958	3,078	24	57.1
Crafts	4,840	1,122	24	5.4
Journalism	2,951	655	22	6.3
Technology	16,926	3,319	20	285.7

Source: Kickstarter data as of August 31, 2015

Note: For this comparison across categories, researchers relied on Kickstarter data from August 31, 2015 because this was the last date that this information was captured before September 15. Success rate is calculated from total number of proposed projects minus the number of live projects at the time (August 31, 2015).

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Projects by Location

Number of funded journalism projects conducted in...

Africa		Asia/Pacific		Europe		Latin America		Middle East/North Africa		North America		Other	
South Africa	3	Australia	7	UK	53	Nicaragua	4	Afghanistan	6	United States	421	Multiple locations	30
Namibia	2	China	7	Italy	5	Cuba	3	Palestinian Territories	4	Canada	22	Antarctica	2
Kenya	2	India	5	Sweden	4	Mexico	2	Turkey	3			International Waters	1
Libya	2	Thailand	3	Denmark	4	Brazil	2	Egypt	2				
Sudan	1	New Zealand	3	France	3	Guatemala	1	Iraq	2				
Uganda	1	Mongolia	2	Spain	3	Bolivia	1	Israel	2				
Senegal	1	Vietnam	1	Netherlands	3	Haiti	1	Tunisia	2				
South Sudan	1	Myanmar	1	Russia	2	Ecuador	1	Syria	1				
Congo	1	Nepal	1	Ireland	2	El Salvador	1	Jordan	1				
Tanzania	1	Hong Kong	1	Faroe Islands	2			Lebanon	1				
Ghana	1	Bangladesh	1	Norway	2			Qatar	1				
		Sri Lanka	1	Greece	1								
		Tonga	1	Germany	1								
		Malaysia	1	Czech Republic	1								
				Poland	1								
				Portugal	1								
				Luxembourg	1								
				Romania	1								

Source: Pew Research Center analysis of Kickstarter data April 28 2009-September 15 2015.

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