

Kickstarter Stats

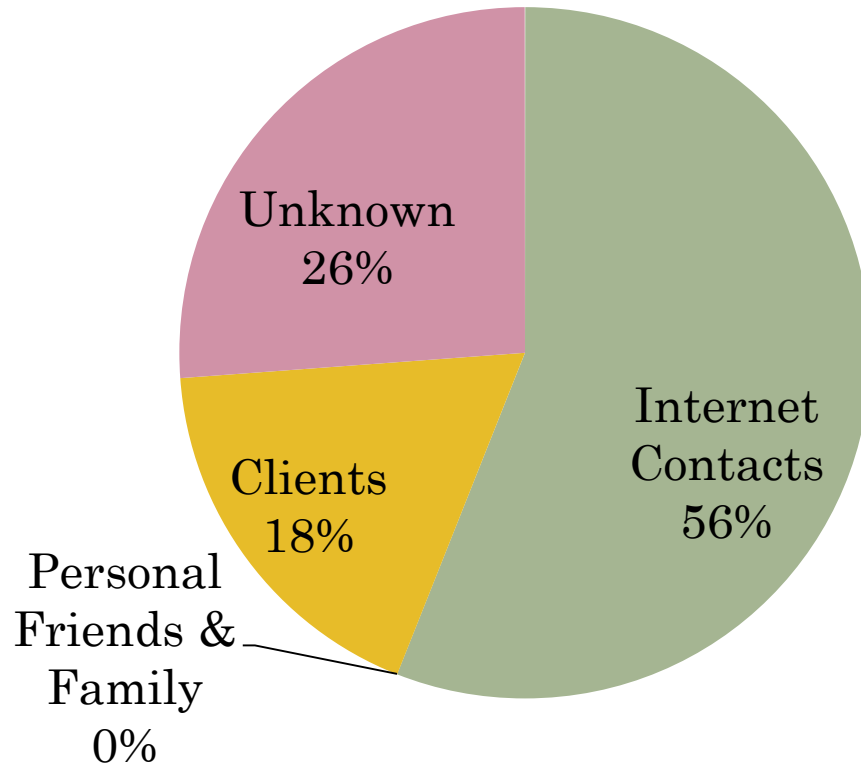
Prepared by Epokka

July 18, 2013

www.epokkapress.com

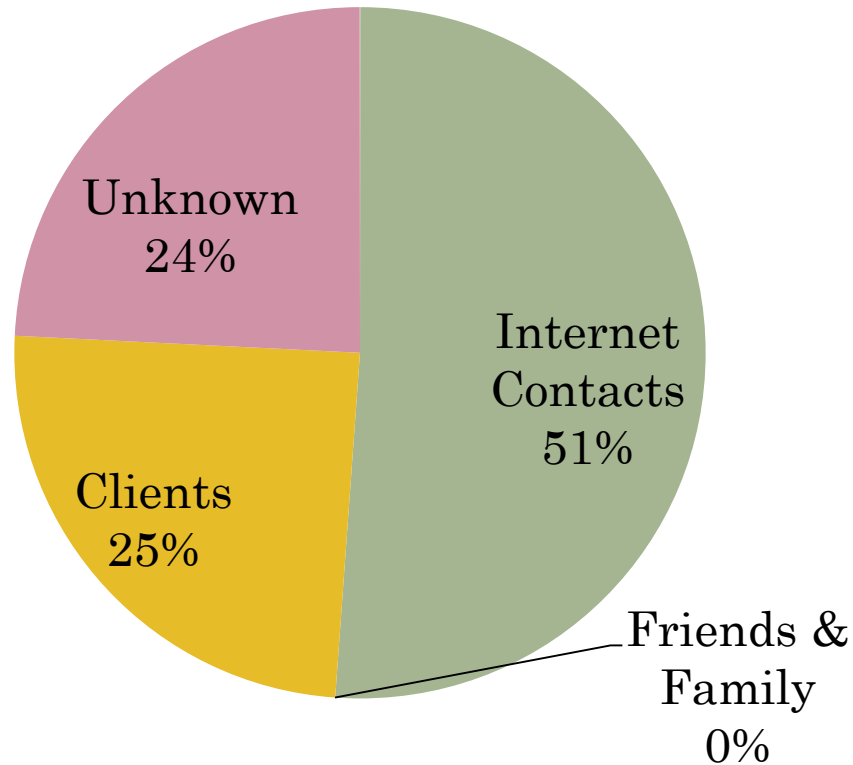
Relationships

Percentage of Total Backers

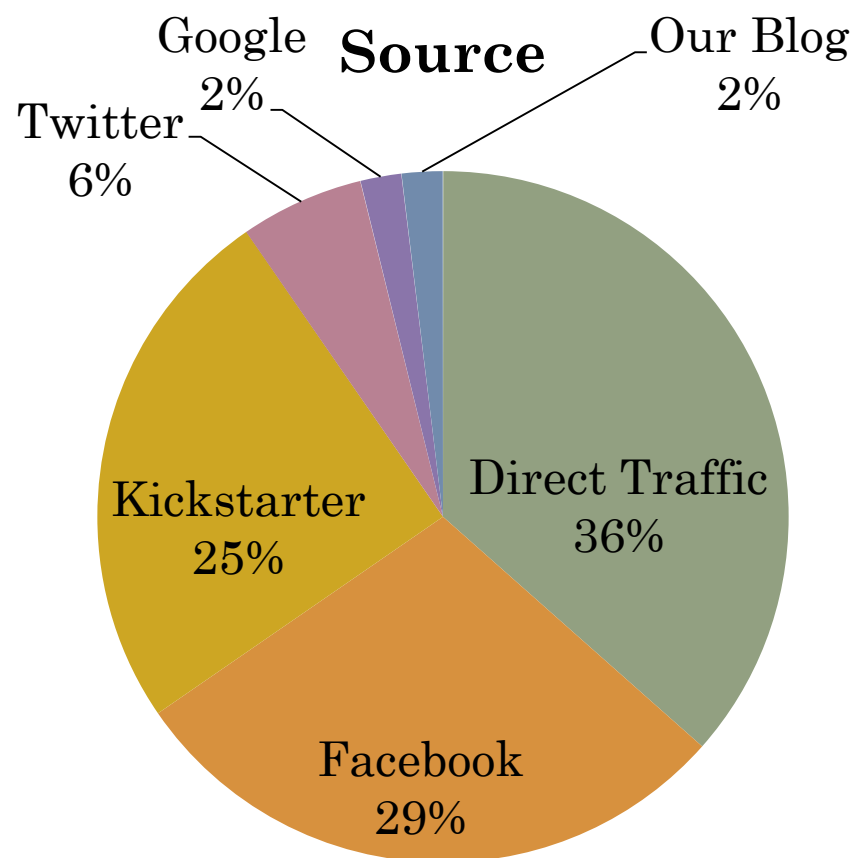


Relationships

Percentage of Total Funds Raised

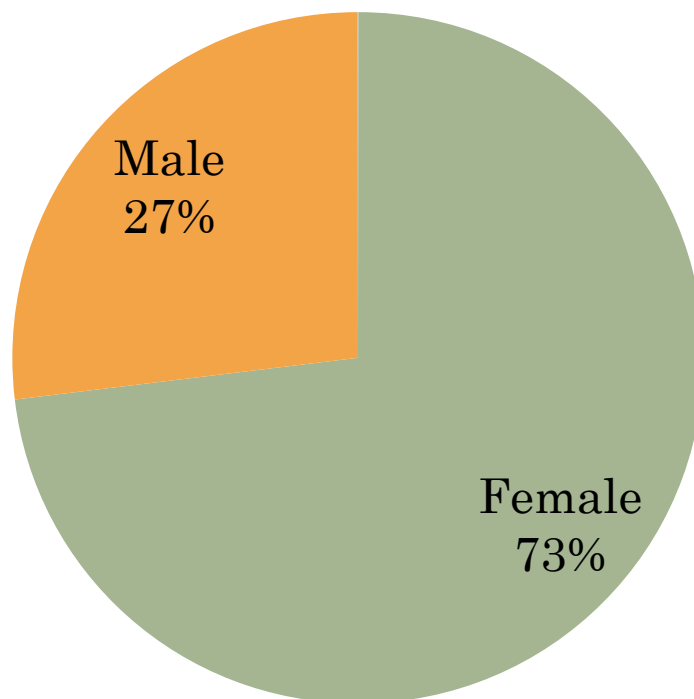


Referral Source

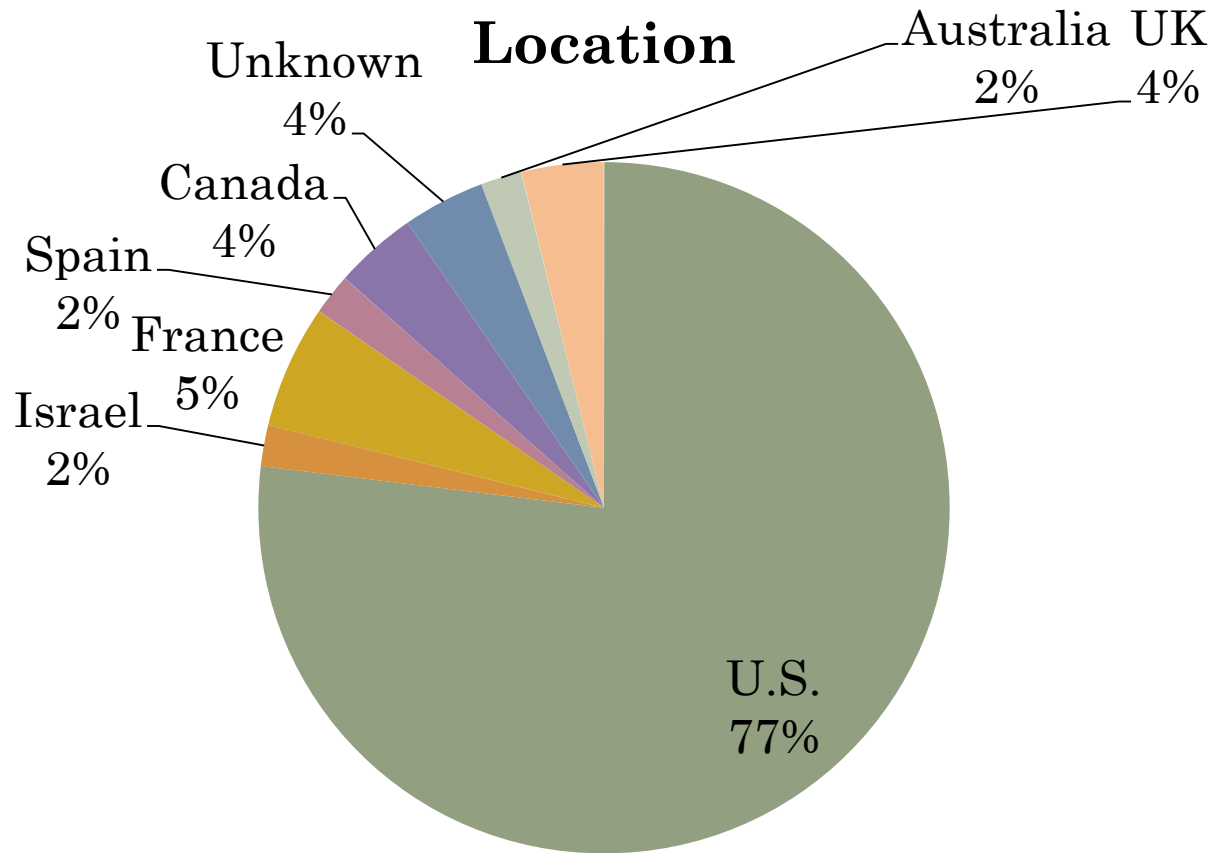


Breakdown by Gender

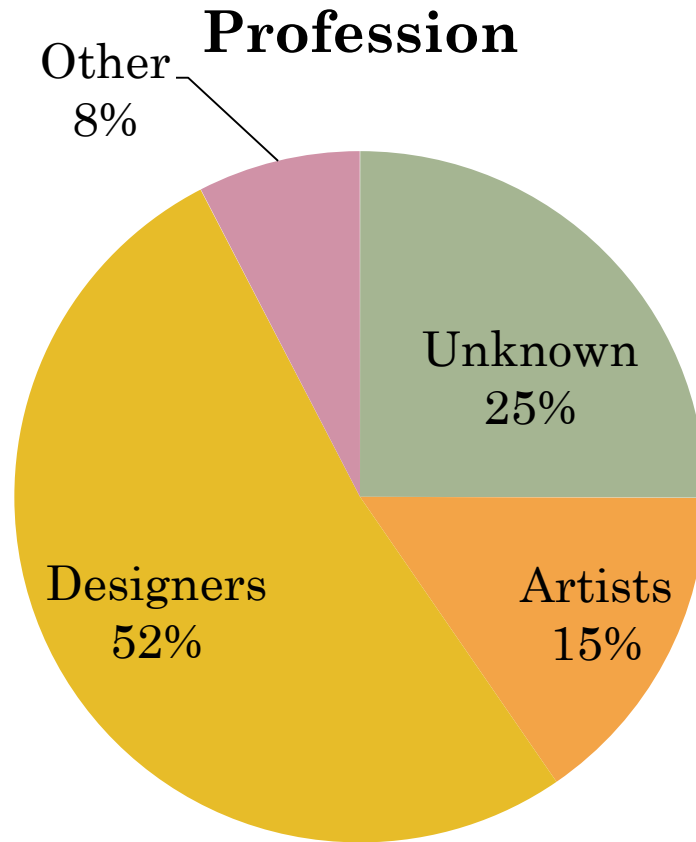
Gender



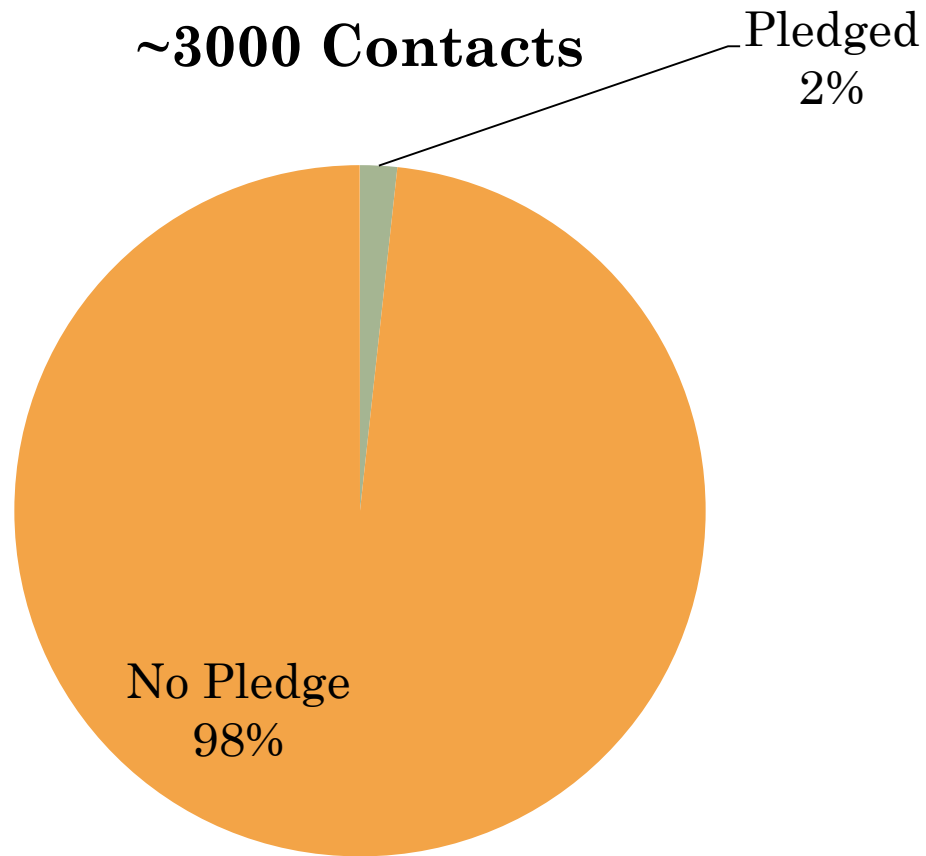
Backer Locations



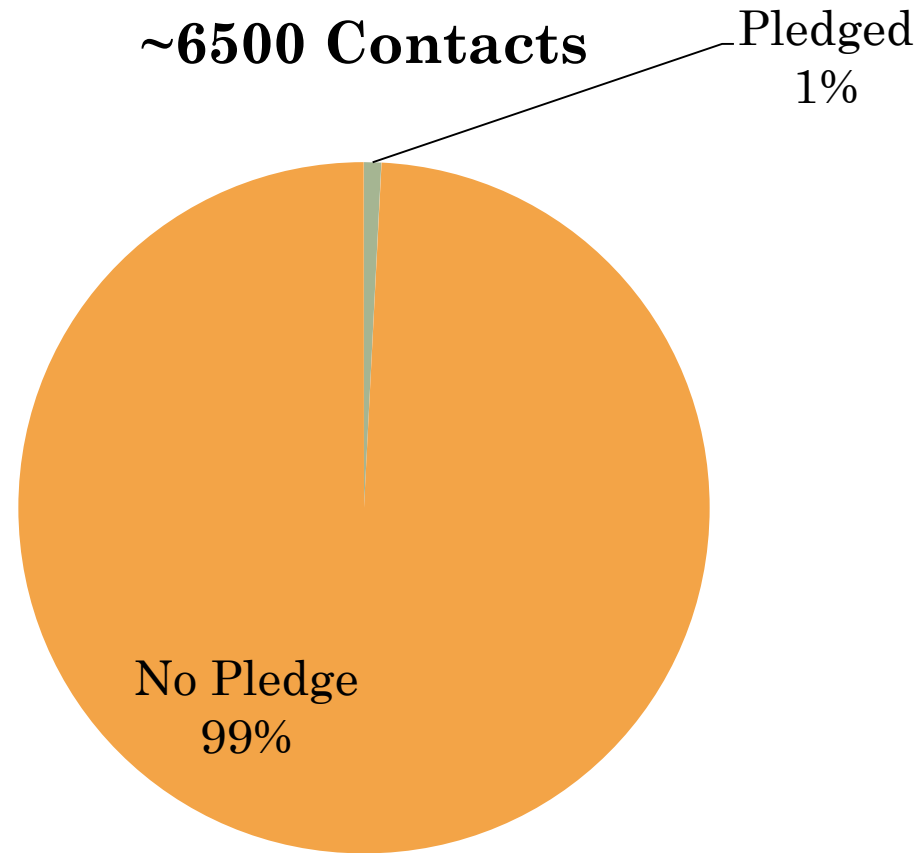
Backer Profession



Estimated Direct Reach



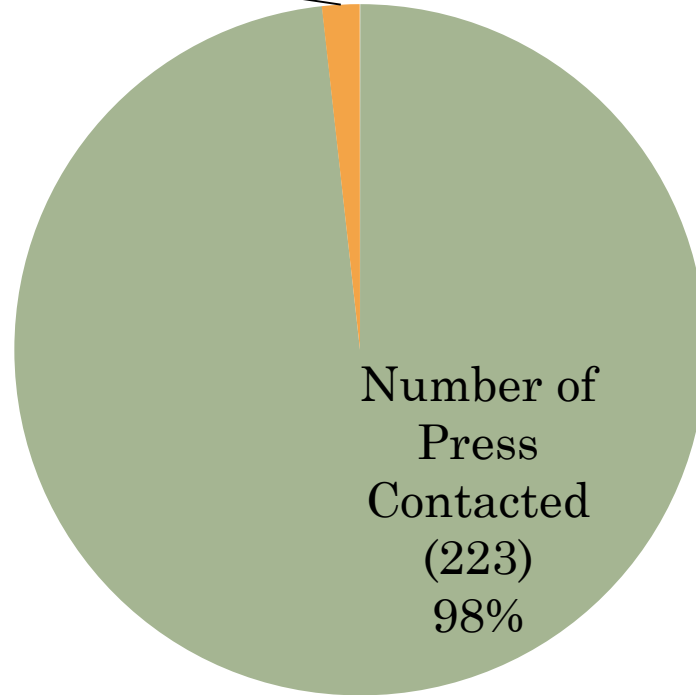
Estimated Indirect Reach



Press Outreach

Number of
Press
Features (4)
2%

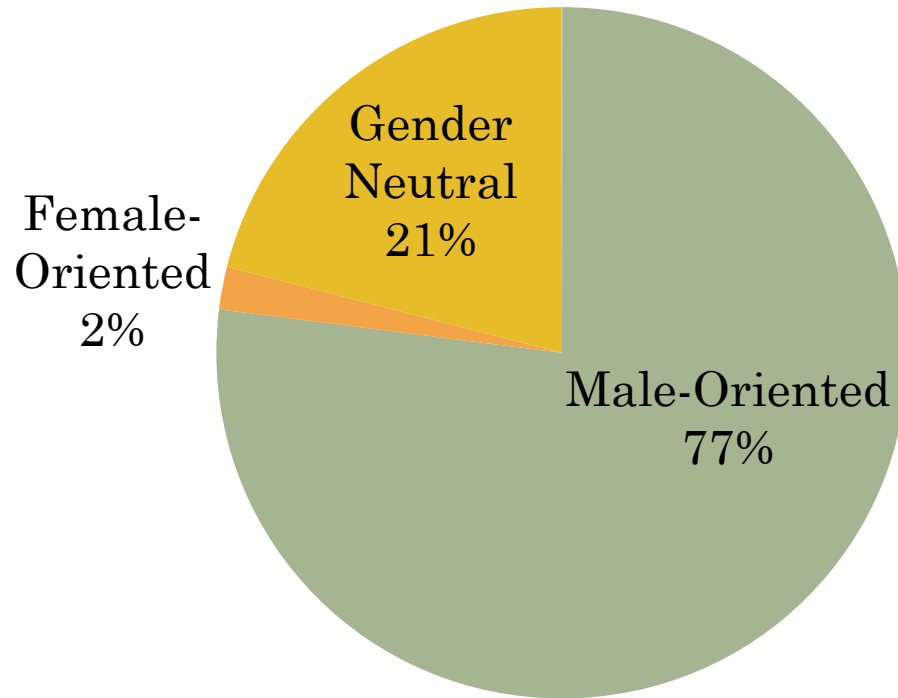
Number of Press Featured



Number of
Press
Contacted
(223)
98%

Top 100 Most Backed Kickstarter Projects by Gender

Gender



Top 100 Most Funded Kickstarter Projects by Gender

Gender

