Who They Are and Where They Consume Intellectual Properties *(IPs)*

DART™
DART FLIPCARDS

67
User Count respondent

Are they collectors?
- [ ] Collector
- [ ] Non-Collector

Their gender
- [ ] Female
- [ ] Male
- [ ] Other/Unknown

Their age group
- [ ] 18 - 24
- [ ] 25-34
- [ ] 35 - 44
- [ ] 45 - 54

Clear filters

Gender Distribution>
- Male
- Female
- Other/Unknown

24 (35.8%)
9 (13.4%)
34 (50.7%)
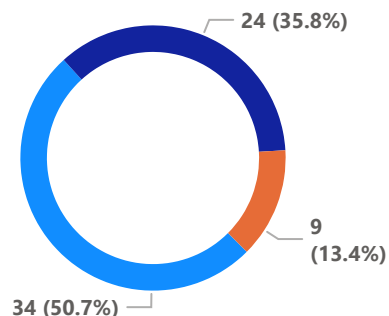
Relationship Status>
- Married
- Relationship
- Single
- Unknown

35 (52.2%)
10 (14.9%)
15 (22.4%)
7 (10.4%)
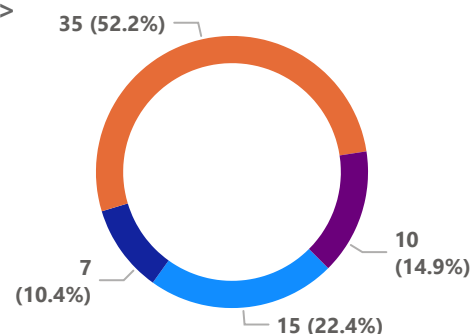
Employment Status>
- Employed part-...
- Self-employed
- Student
- Unemployed
- Employed full-ti...
- Other
- Prefer not to an...

23 (34.3%)
7 (10.4%)
9 (13.4%)
7 (10.4%)
19 (28.4%)
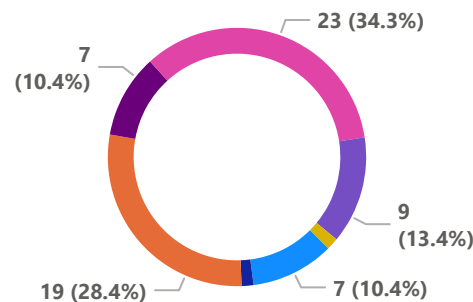
They consider themselves to be collectors>

Male	34
Female	24
Other/Unknown	9

● No ● Yes
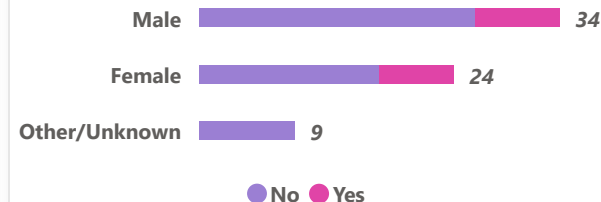
Self-Identified Collectors
- **22%** Yes
- **78%** No

Collector Behavior Presence
- **66%** Yes
- **34%** No

Preferred Media for IPs> *(Best ranked)*

Video games	14
TV shows/ Streaming services	11
Cartoons/Anime	10
Movie theatres	7
Books	2

● Collector ● Non-Collector

Why Do They Prefer This Media Source?
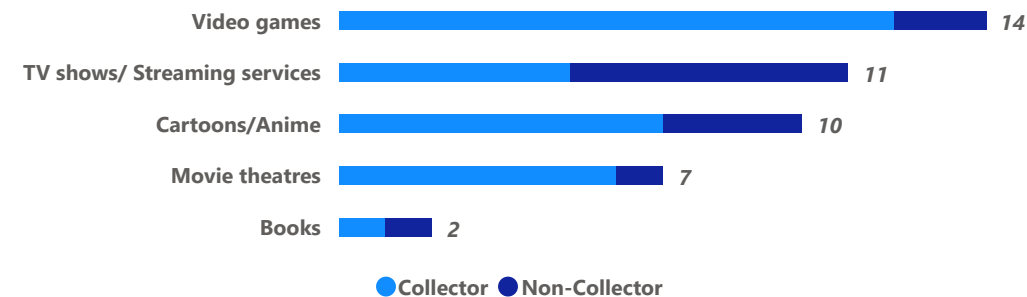
Why Do They Prefer This Media Source?	Count	% Sel
Imagination and creativity	33	49.3%
Variety of topics and content	30	44.8%
Visual appeal	30	44.8%
Emotional connection	27	40.3%
Interactivity	21	31.3%
Format preferences	20	29.9%
Intellectual stimulation	19	28.4%
Deeper storytelling	17	25.4%
Access to it	16	23.9%
➤ Nostalgia	12	17.9%

Understanding Their Favorite IP: What, Where, and Why

DART
DART FLIPCARDS

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User Count respondent

- ☐ Collector
- ☐ Non-Collector

Their gender ⌄
- ☐ Female
- ☐ Male
- ☐ Other/Unknown

Their age group ⌄
- ☐ 18 - 24
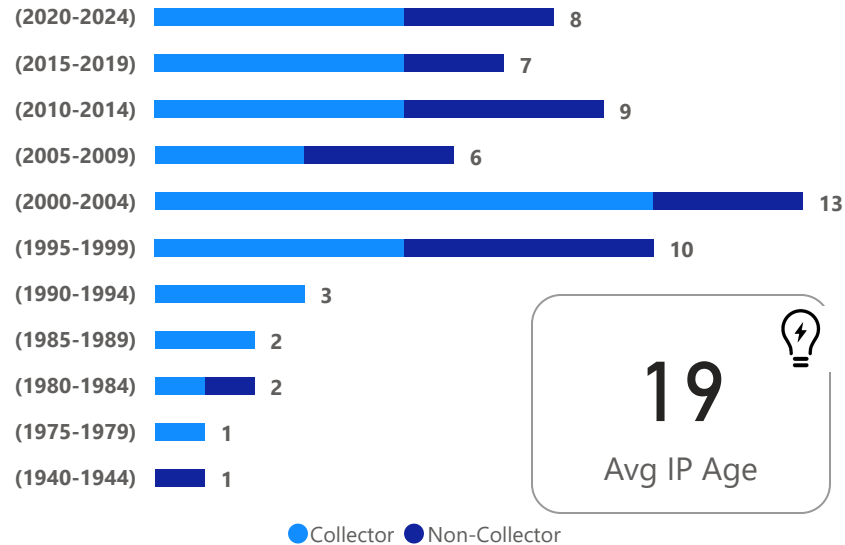- ☐ 25-34
- ☐ 35 - 44
- ☐ 45 - 54

[Clear filters]

Top IPs Genres>

Genre	Value
Drama	25
Adventure	22
Action	20
Animation	15
Comedy	14
Fantasy	13
Sci-Fi	10
Romance	9
Mystery	5
Battle Royale	4

●Collector ●Non-Collector
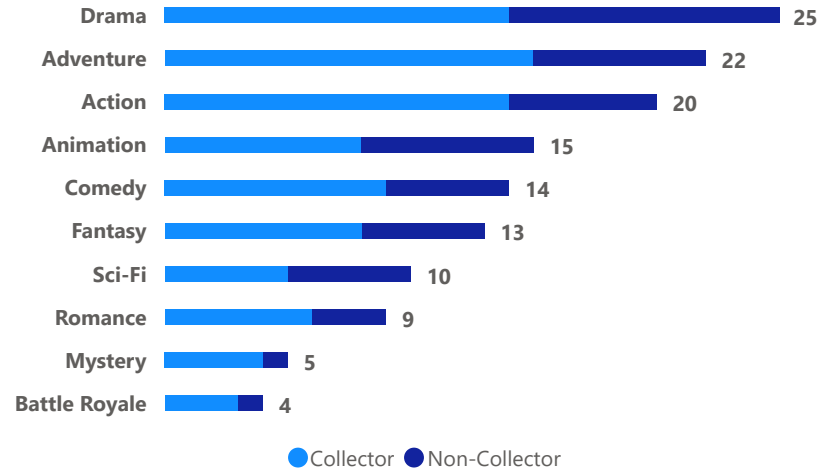
Release Year Groups of Favorite IPs>

Year Group	Value
(2020-2024)	8
(2015-2019)	7
(2010-2014)	9
(2005-2009)	6
(2000-2004)	13
(1995-1999)	10
(1990-1994)	3
(1985-1989)	2
(1980-1984)	2
(1975-1979)	1
(1940-1944)	1

●Collector ●Non-Collector

19
Avg IP Age

Top favorites IPs>

IP	Value
Naruto	3
Call of Duty	2
Friends	2
Game of Thrones	2

●Collector ●Non-Collector
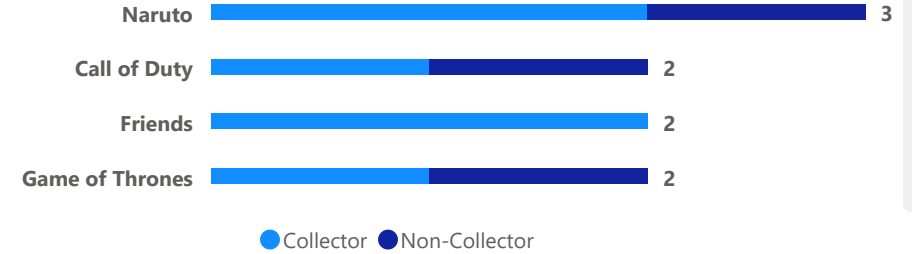
Media Source of preferred IP >

- ● Anime/Series
- ● Book
- ● Movie
- ● Streaming Service
- ● TV Series
- ● Video Game
- ● Other/Unkonwn

24 (35.8%)
1 (1.5%)
11 (16.4%)
9 (13.4%)
4 (6.0%)
4 (6.0%)
14 (20.9%)
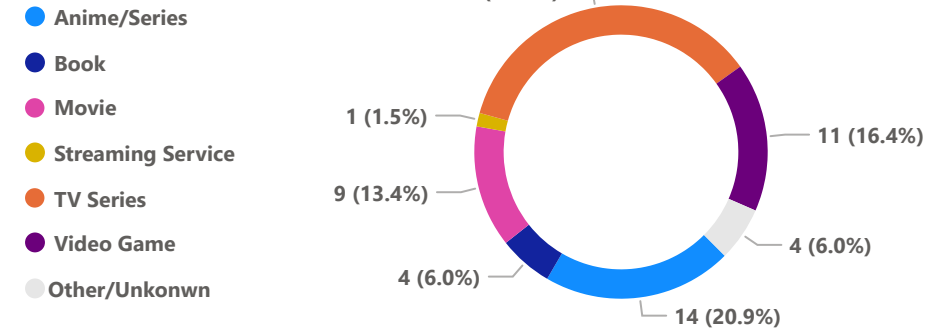
Why Do They Prefer This IP?

	Count	% Sel
Engaging storyline or plot	41	61.19%
Memorable moments or scenes	37	55.22%
Stunning visual or graphic design	30	44.78%
Brings joy or humor, makes me happy	25	37.31%
Relatable characters	24	35.82%
High-quality writing	21	31.34%
Impactful messages or themes	19	28.36%
➤ Nostalgia	14	20.90%
Immersive gameplay (for video games)	13	19.40%

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This IPs influence them to buy items related?

67
User Count respondent

Are they collectors?
- ☐ Collector
- ☐ Non-Collector

Their gender
- ☐ Female
- ☐ Male
- ☐ Other/Unknown

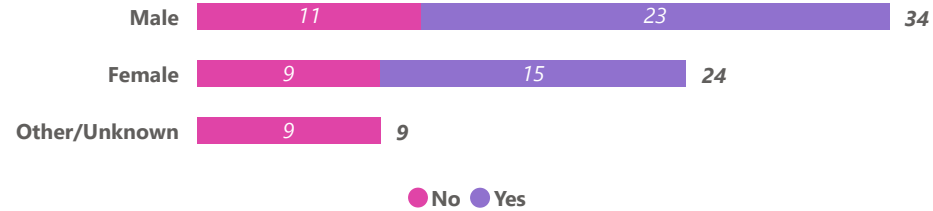**Their age group**
- ☐ 18 - 24
- ☐ 25-34
- ☐ 35 - 44
- ☐ 45 - 54

Clear filters

Previously bought an item from Any IP>

	No	Yes	
Male	11	23	34
Female	9	15	24
Other/Unknown	9		9

● No ● Yes

What Have They Bought From Any IP?

	Count	% Sel
Clothing or apparel	18	42.86%
Video games	17	40.48%
Collectible figures or merchandise	16	38.10%
➤ Trading card games/Board games	11	26.19%
Home decor/Posters	11	26.19%
Toys or action figures	10	23.81%
None of these	7	16.67%
Comic books or graphic novels (related to the IP)	6	14.29%
Makeup or beauty products	3	7.14%

Why Do They Buy From an IP?

	Count	% Sel
Excitement or Happiness	17	51.52%
Personal connection to the IP	17	51.52%
Connection to the IP's storyline or characters	15	45.45%
Promotions or discounts	15	45.45%
Product quality or uniqueness	14	42.42%
➤ Nostalgia	11	33.33%
Love and loyalty for the IP	10	30.30%
Collectible value	9	27.27%
Proud to support the IP	4	12.12%

Have bought from IP>

29 (43.28%)

66%
%Collectors

- ● Yes
- ● No

38 (56.72%)
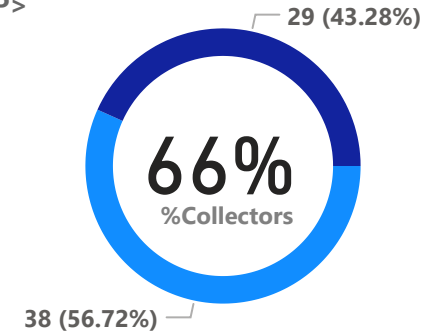
Influence of IPs to buy item>

5 (14.29%)

- ○ Do not influence
- ● Moderately influe...
- ● Slightly influence
- ● Strongly influence

9 (25.71%)

19 (54.29%)

2 (5.71%)
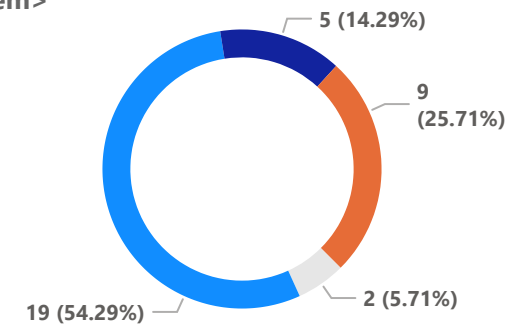
Purchase Frequency from

19 (28.36%)

- ○ Never, I do not pu...
- ● Occasionally - On...
- ● Rarely - Once a ye...
- ● Very frequently - ...

5 (7.46%)

20 (29.85%)

23 (34.33%)

Understanding Their Favorite IP: What, Where, and Why *(Collectors Only)*
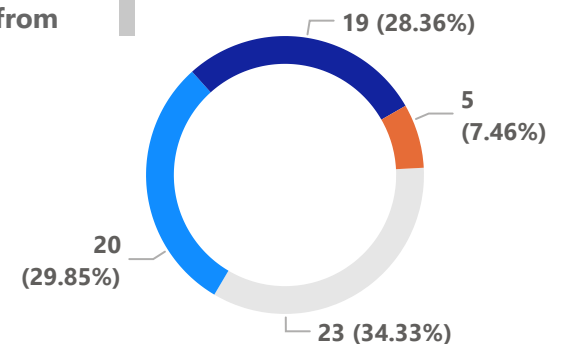
42
User Count respondent

Are they collectors?
- ☐ Collector

Their gender
- ☐ Female
- ☐ Male

Their age group
- ☐ 18 - 24
- ☐ 25-34
- ☐ 35 - 44

Collectable Items
Todas

Clear filters

Are they Collecting from their Favorite IP>

24 (57.14%)

100%
Yes %

- ● Yes, I am currently...
- ● Yes, I collect items...
- ● Yes, I have collect...

11 (26.19%)

7 (16.67%)
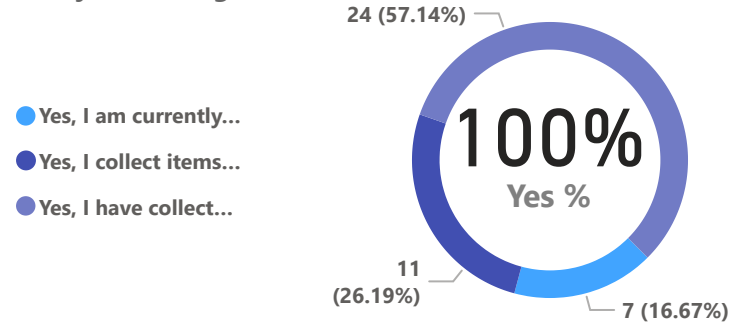
How often items are added to collection>

17 (40.48%)

- ● Occasionally - Onc...
- ● Rarely - Once a ye...
- ● Very frequently - ...

3 (7.14%)

22 (52.38%)
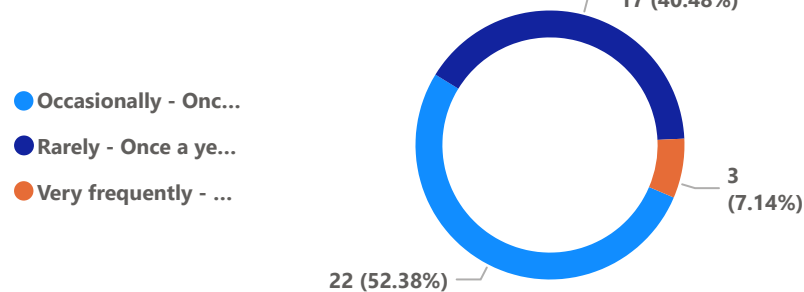
Main Factor for Adding Items> (Single Choice)

12 (28.57%)

10 (23.81%)

- ● Emotional connec...
- ● Potential resale v...
- ● Price or affordabi...
- ● Rarity or uniquen...
- ● Recommendation...

1 (2.38%)

4 (9.52%)
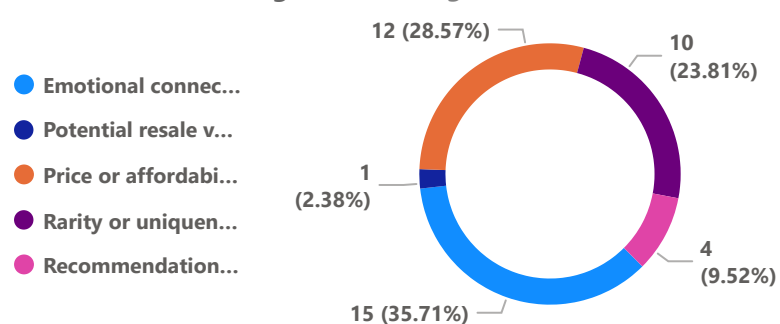
15 (35.71%)

Collected items	Count	% Sel
Action figures, toys or collectible merchandise	15	35.71%
➤ Trading Cards/Board Games	14	33.33%
Books, comics, or graphic novels	12	28.57%
Digital Items (e.g., digital collectibles, in-game items, NFTs)	12	28.57%
Vintage or antique ítems	9	21.43%
Stamps and or Coins	7	16.67%
Artwork (e.g., paintings, drawings)	5	11.90%
DVDs, Blu-rays, or other media	5	11.90%
music memorabilia (e.g., vinyl records, concert posters	4	9.52%
Other Collectables	3	7.14%
Sports memorabilia	3	7.14%

Where do they buy their items?	Count	% Sel
Purchase from retailers	28	66.67%
Acquired through opportunities (e.g., unexpected finds, special events)	19	45.24%
Inherit or receive as gifts	16	38.10%
Online marketplaces (e.g., eBay, Etsy, in-game Market)	16	38.10%
Trade or swap with other collectors	13	30.95%
Attend auctions or collectibles fairs	6	14.29%
Other	3	7.14%

Why do they buy these items? (Motivations)	Count	% Sel
Personal satisfaction	32	76.19%
Passion for the items or themes	28	66.67%
Aesthetic appeal	20	47.62%
➤ Nostalgia	17	40.48%
Historical interest	7	16.67%
Completionist desire	5	11.90%
Social or community involvement	5	11.90%
Investment potential	3	7.14%
Other	1	2.38%
Peer influence or social validation	1	2.38%