



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

44

User Count respondent

Are they collectors? ✓

☒ Collector

☐ Non-Collector

Their gender ✓

☐ Female

☐ Male

Their age group ✓

☐ 18 - 24

☐ 25-34

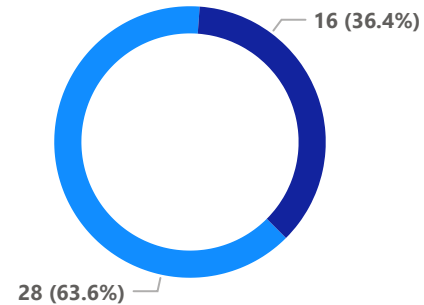
☐ 35 - 44

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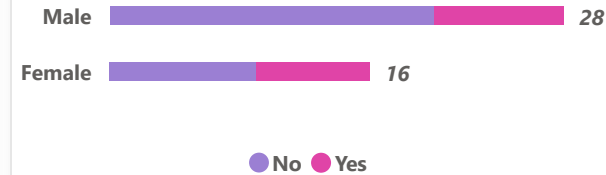


### Gender Distribution>

● Male  
● Female



### They consider themselves to be collectors>



### Self-Identified Collectors



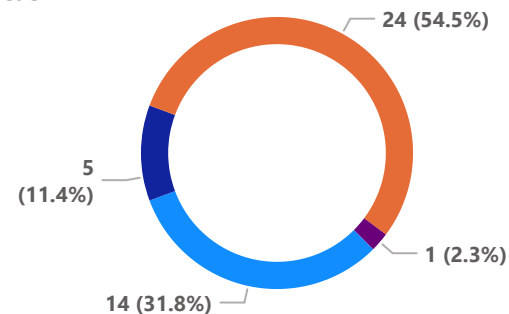
● 34% Yes  
● 66% No

### Collector Behavior Presence

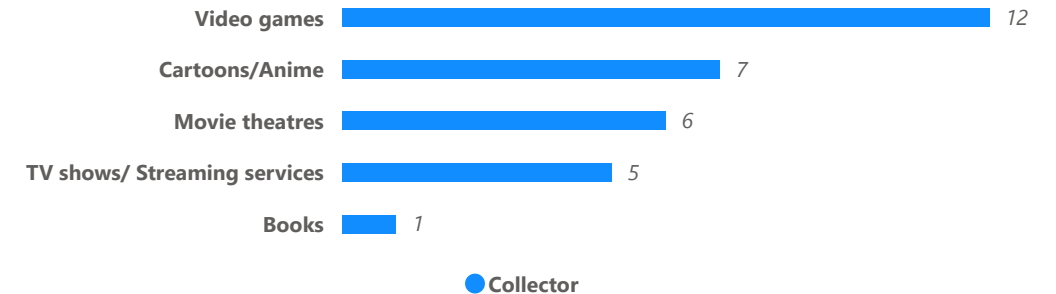
● 100% Yes  
● 0% No

### Relationship Status>

● Married  
● Relationship  
● Single  
● Unknown



### Preferred Media for IPs> (Best ranked)

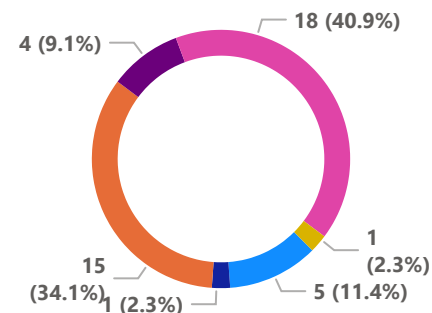


### Why Do They Prefer This Media Source?

	Count	% Sel
Imagination and creativity	25	37.3%
Visual appeal	23	34.3%
Variety of topics and content	22	32.8%
Emotional connection	18	26.9%
Interactivity	17	25.4%
Format preferences	16	23.9%
Intellectual stimulation	14	20.9%
► Nostalgia	11	16.4%
Access to it	9	13.4%
Deeper storytelling	9	13.4%

### Employment Status>

● Employed part-...  
● Self-employed  
● Student  
● Unemployed  
● Employed full-ti...  
● Prefer not to an...





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☐ Non-Collector

#### Their gender

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☐ Male

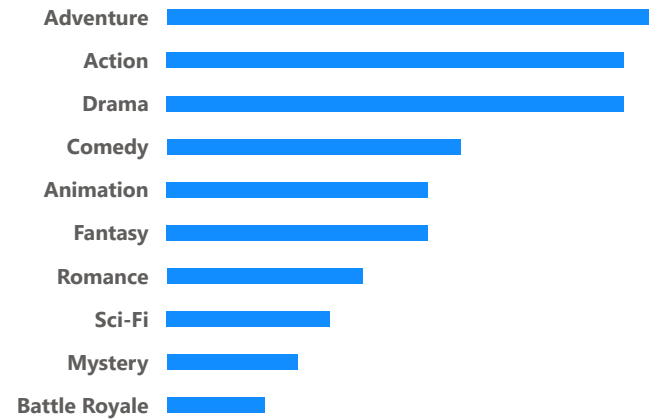
#### Their age group

- ☐ 18 - 24  
☐ 25-34  
☐ 35 - 44

Clear filters

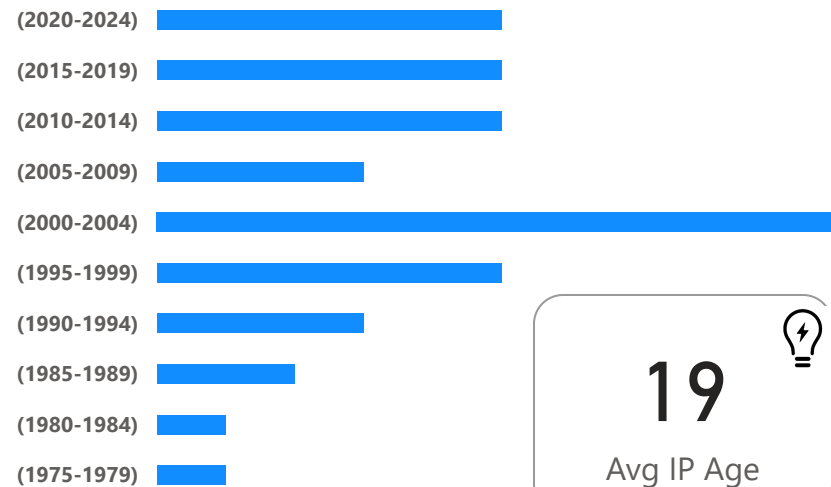
## Understanding Their Favorite IP: What, Where, and Why

### Top IPs Genres>



Collector

### Release Year Groups of Favorite IPs>



19  
Avg IP Age



Collector

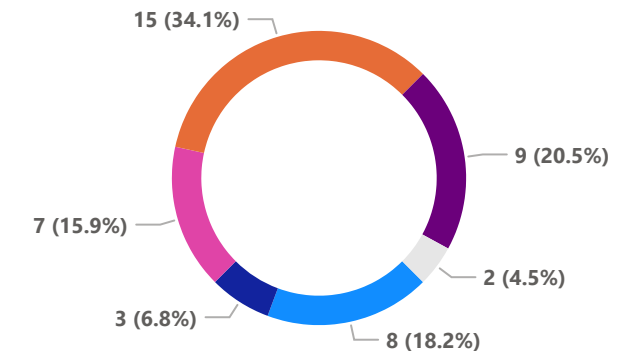
### Top favorites IPs>



Collector

### Media Source of preferred IP >

- ☒ Anime/Series  
☐ Book  
☐ Movie  
☐ TV Series  
☐ Video Game  
☐ Other/Unkonwn



### Why Do They Prefer This IP?

	Count	% Sel
Memorable moments or scenes	28	63.64%
Engaging storyline or plot	25	56.82%
Stunning visual or graphic design	21	47.73%
Brings joy or humor, makes me happy	18	40.91%
Relatable characters	17	38.64%
High-quality writing	14	31.82%
Impactful messages or themes	14	31.82%
► Nostalgia	12	27.27%
Immersive gameplay (for video games)	12	27.27%



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Their gender ✓

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☐ Male

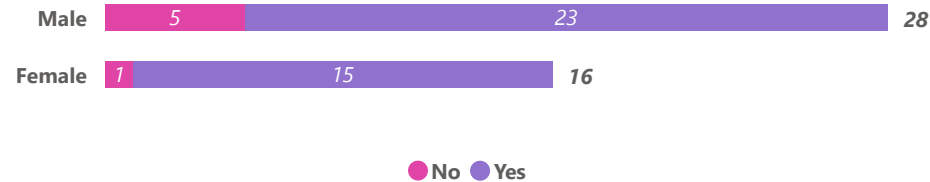
Their age group ✓

- ☐ 18 - 24  
☐ 25-34  
☐ 35 - 44

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## This IPs influence them to buy items related?

Previously bought an item from Any IP>



What Have They Bought From Any IP?

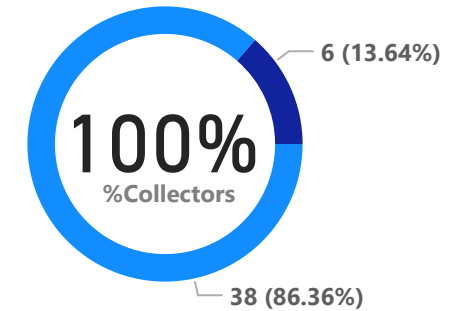
	Count	% Sel
Clothing or apparel	18	46.15%
Video games	17	43.59%
Collectible figures or merchandise	16	41.03%
▶ Trading card games/Board games	11	28.21%
Home decor/Posters	11	28.21%
Toys or action figures	10	25.64%
Comic books or graphic novels (related to the IP)	6	15.38%
None of these	4	10.26%
Makeup or beauty products	3	7.69%

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%

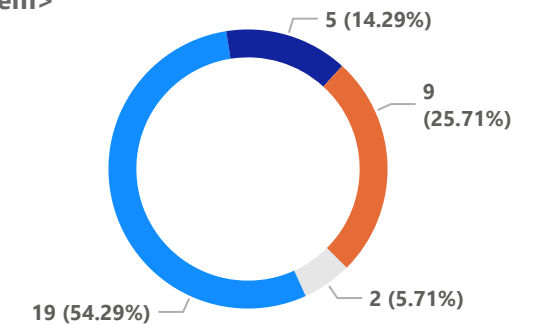
Have bought from IP>

- ☒ Yes  
☐ No



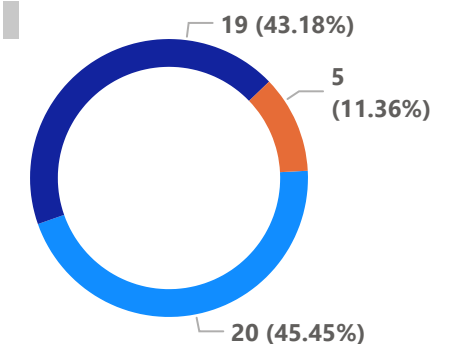
Influence of IPs to buy item>

- ☐ Do not influence  
☒ Moderately influence  
☐ Slightly influence  
☐ Strongly influence



Purchase Frequency from

- ☒ Occasionally - On...  
☐ Rarely - Once a ye...  
☐ Very frequently - ...





42

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Collector

Their gender

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Male

Their age group

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35 - 44

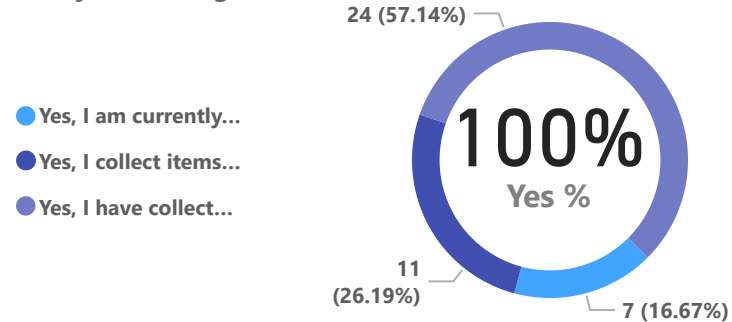
Collectable Items

Todas

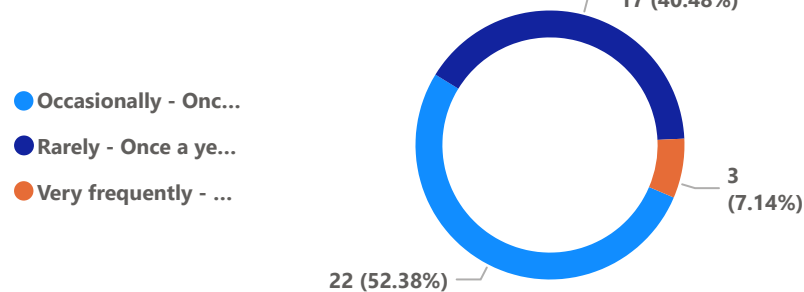
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## Understanding Their Favorite IP: What, Where, and Why *(Collectors Only)*

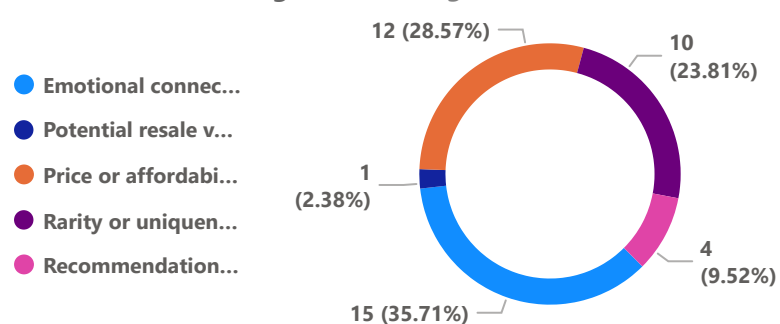
Are they Collecting from their Favorite IP>



How often items are added to collection>



Main Factor for Adding Items> (Single Choice)



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 items	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%

