

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

23

User Count respondent

Are they collectors? 

- ☐ Collector
- ☒ Non-Collector

Their gender 

- ☐ Female
- ☐ Male
- ☐ Other/Unknown

Their age group 

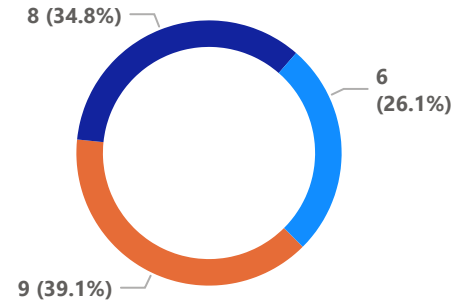
- ☐ 18 - 24
- ☐ 25-34
- ☐ 35 - 44
- ☐ 45 - 54

Clear filters



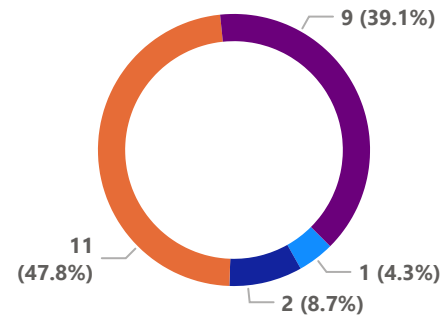
Gender Distribution>

- Other/Unknown
- Female
- Male



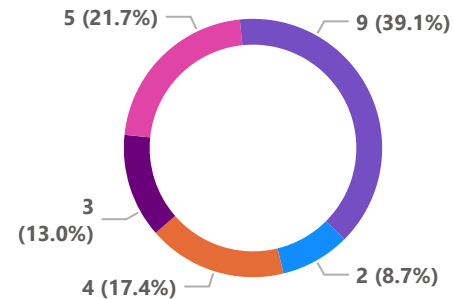
Relationship Status>

- Married
- Relationship
- Single
- Unknown

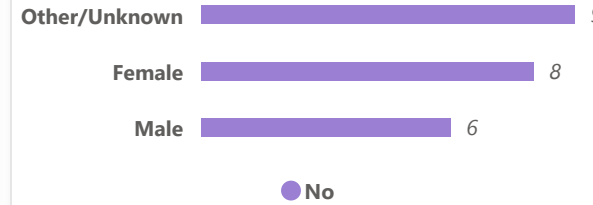


Employment Status>

- Employed part-...
- Student
- Unemployed
- Employed full-ti...
- Other



They consider themselves to be collectors>



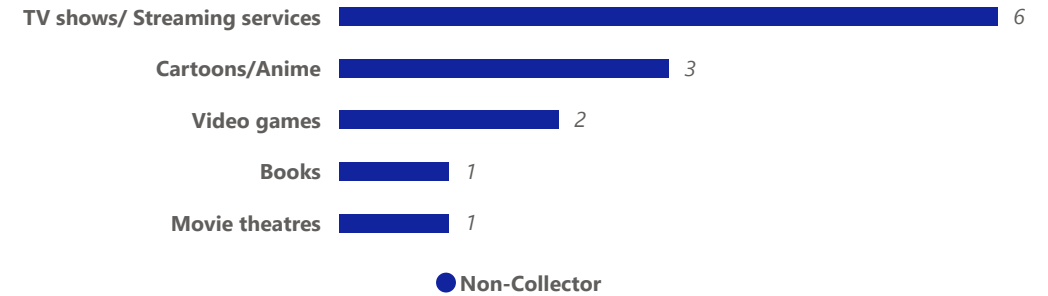
Self-Identified Collectors

- (En ... Yes
- 100% No

Collector Behavior Presence

- 0% Yes
- 100% No

Preferred Media for IPs> (Best ranked)



Why Do They Prefer This Media Source?

	Count	% Sel
Emotional connection	9	13.4%
Deeper storytelling	8	11.9%
Imagination and creativity	8	11.9%
Variety of topics and content	8	11.9%
Access to it	7	10.4%
Visual appeal	7	10.4%
Intellectual stimulation	5	7.5%
Format preferences	4	6.0%
Interactivity	4	6.0%
► Nostalgia	1	1.5%



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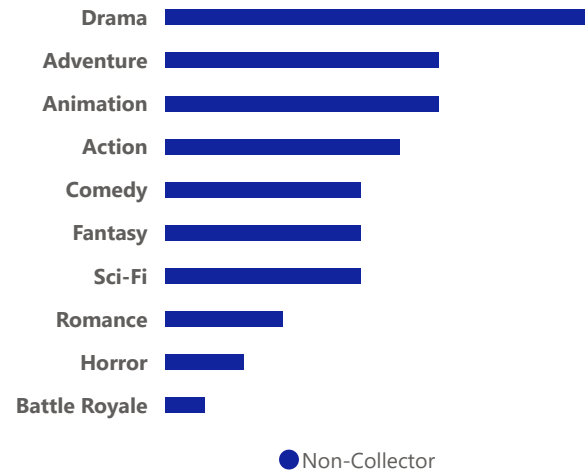
Their age group

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Clear filters

Understanding Their Favorite IP: What, Where, and Why

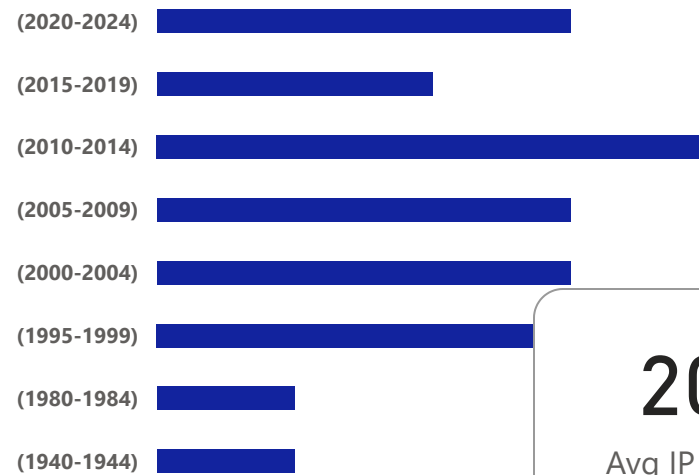
Top IPs Genres>



Top favorites IPs>



Release Year Groups of Favorite IPs>

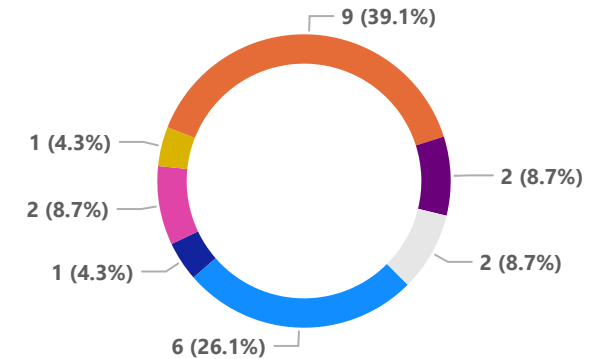


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Avg IP Age

Media Source of preferred IP >

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



Why Do They Prefer This IP?

	Count	% Sel
Engaging storyline or plot	16	69.57%
Memorable moments or scenes	9	39.13%
Stunning visual or graphic design	9	39.13%
Brings joy or humor, makes me happy	7	30.43%
High-quality writing	7	30.43%
Relatable characters	7	30.43%
Impactful messages or themes	5	21.74%
► Nostalgia	2	8.70%
Immersive gameplay (for video games)	1	4.35%



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☐ 25-34

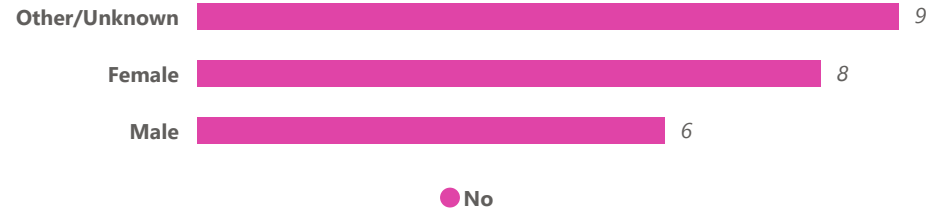
☐ 35 - 44

☐ 45 - 54

Clear filters

This IPs influence them to buy items related?

Previously bought an item from Any IP>



What Have They Bought From Any IP?

	Count	% Sel
None of these	3	100.00%

Why Do They Buy From an IP?

Count % Sel

Have bought from IP>

☒ No

23 (100%)

0%
%Collectors

Influence of IPs to buy item>

Purchase Frequency from

☒ Never, I do not pu...

23 (100%)



42

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☐ Collector

Their gender

☐ Female

☐ Male

Their age group

☐ 18 - 24

☐ 25-34

☐ 35 - 44

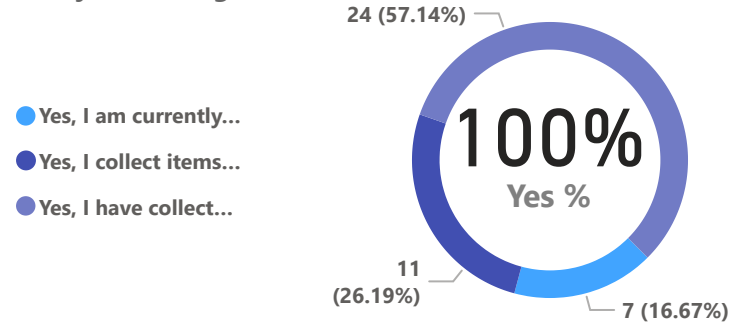
Collectable Items

Todas

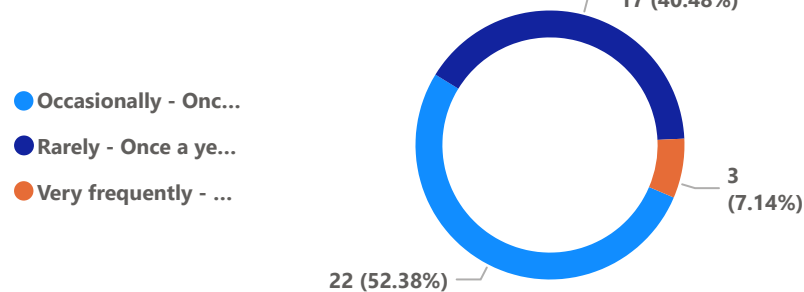
Clear filters

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

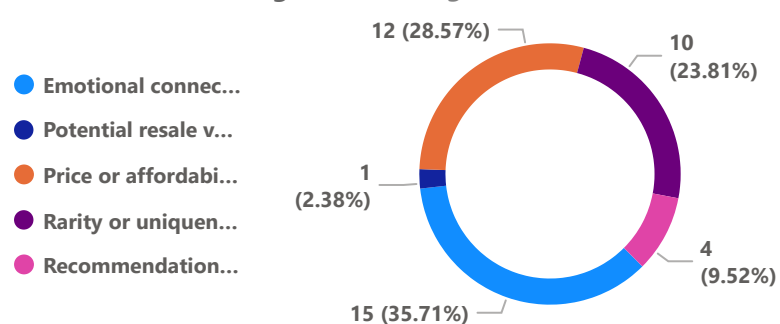
Are they Collecting from their Favorite IP>



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%

