



eBay State of Collectibles 2023

Commissioned by eBay Australia

With more than

1 in 4 

Australian adults surveyed by Deloitte and eBay identifying as collectors, it is estimated that Australia may have over **5 million** collectors.

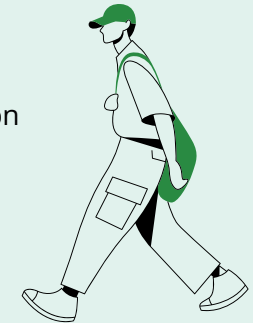


According to the survey, the median total profit for a collector selling collectibles was

\$5,000–\$10,000

over the past three years.

Collecting is more common amongst men (**34%** of total men surveyed) than women (**22%**).



The most common collectibles among those surveyed include coins (**36%**), LEGO® sets (**33%**), toys (**26%**) and sneakers (**22%**).



Of the collectors surveyed, the highest valued collectibles included watches (average collection value of **\$7,000**), luxury handbags (**\$6,100**) and antiques (**\$5,500**).

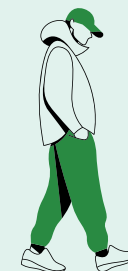


Collecting is more common amongst Gen Z and millennials surveyed (aged 18-34) than other age groups, with over

50% participating.



Three quarters of collectors surveyed buy on general e-commerce websites or social media. Of those that bought online, eBay was the preferred online platform.



Collecting may grow in the future, with the survey showing

8% of Australian adults are

interested in collecting, but not currently doing so.

eBay State of Collectibles 2023

About the report

eBay State of Collectibles 2023 was prepared by Deloitte Access Economics and commissioned by eBay Australia.

The report is informed by a survey fielded by Dynata on behalf of eBay Australia and Deloitte that closed in August 2022, targeted at Australian adults.

The survey reached 3,960 Australians, who were asked to self-identify as collectors.

The survey data was broadly in line with the latest population and demographic estimates from the Australian Bureau of Statistics. Appendix B sets out more information on the structure of the survey.

The statistics in this report do not consider risk profiles or liquidity, which are essential factors to consider. The statistics also exclude the effects of leverage that can boost returns for other assets (in particular, property).

Past performance is not indicative of future performance for any asset class, and there is no guarantee that prices or price returns for collectibles will continue to increase in the future.

Factual information only

This report is providing factual information only, about the personal preferences of the 3,960 collectors surveyed. It is not intended to imply any recommendation or opinion about a financial product.

No information in the report is intended to influence a person in making a decision about a particular product or asset. It does not contain any type of financial advice or recommendation about what is right for you. If you would like financial advice including about what is right for you, please speak to an authorised financial adviser.

All investments, in any type of asset, carry risk. As markets go up and down, so too can the value of investments. Past performance is not indicative of future performance. It is important you carefully consider the risks involved before investing in anything. You should seek appropriate taxation and legal advice to see if any investment decision is right for you.

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Executive Summary

Australia is a nation of collectors

With more than one in four adults surveyed for this report collecting goods such as coins, toys, sneakers and art, it is estimated that Australia may have over 5 million collectors.

Collectibles are also an alternative source of wealth for some Australians. Over 40% of those surveyed that are collectors or interested in collecting have a financial objective when collecting.

Of the collectors surveyed, the highest valued collectibles included watches (average collection value of \$7,000), luxury handbags (\$6,100) and antiques (\$5,500).

The most common collectibles among those surveyed include coins (36%), LEGO® sets (33%), toys (26%) and sneakers (22%).



Collecting is changing over time

The survey found collecting appeals to all ages. In particular, collecting is more common amongst millennials (aged 18-34), with over half of millennials surveyed participating, slightly more common amongst men (34%) than women (22%), and spread fairly evenly across Australia.

According to those surveyed, digital platforms are now the primary channel collectors use, with websites and social media most popular. Of those who bought online, the most preferred website was eBay.

Collecting may grow in the future, with the survey showing 8% of Australian adults are interested in collecting, but not currently doing so.



Executive Summary (cont.)



Collectibles as an investment

Collectors were surveyed on their personal preferences for collectibles compared to other asset classes (savings, term deposits, property, bonds, and shares). They ranked collectibles highly on admin costs and simplicity (ranked 2nd), average (3rd) on both risk and returns, and the lowest (5th) on liquidity.

The median total profit for a collector selling collectibles was \$5,000-\$10,000 over the past three years (although the size of each collector's total investment was not specified). The survey shows that trust is key to trading collectibles. The eBay Authenticity Guarantee is one such way to improve the trust in the market.



What can collectors do?

1. Collectors should **do their research** to understand the market. Getting online is an easy way to look for and buy and sell collectibles.
2. Collectors may find some hidden gems **around the house**. **People can get collectibles valued**, they may be worth more than you think.
3. **Joining an online collectible community** may be a way to learn more. **Be careful of inauthentic goods** and seek opportunities to have goods verified.
4. **Like any asset, collectibles carry risks as well as returns**. Make sure to consider both the risks and the potential returns.
5. Do you have a passion or in-depth knowledge of something? **Your passion could turn a profit**. It's best to be clear on why you are buying or selling – is it your taste or a financial decision?



An important note

This report seeks to shed some light on the collectibles market – who is collecting, why and what they are collecting and how they are doing it. It provides some 'food for thought' data on the market, based on a survey of 3,960 Australians (of which over 1,000 self-identified as collectors) and other sources. It does not assess whether collectors' financial strategies are effective and none of the report's insights should be interpreted as financial advice from Deloitte or eBay.

Collectibles are a large and growing global market



What are collectibles?

Collectibles are items someone may acquire with the intention of holding on to them as a hobby or investment.

They include coins, LEGO® sets, toys and sneakers. More recently, digital collectibles such as Non-Fungible Tokens (NFTs) have emerged as a new collectible.

People buy and sell collectibles for several reasons including:

- As a hobby or passion (e.g. acquires handbags to add to their collection)
- Financial objectives (e.g. purchases sneakers to trade or sell for a profit, or buys rare comic books or trading cards as an investment, hoping they appreciate)



Collectibles are a part of a large global market

The decade before 2020 saw strong demand for collectibles, reflected by price growth across the category. According to the Knight Frank Luxury Investment Index¹, which covers a broad range of collectibles, **the average return was around 9% per annum during this period.**

Many collectibles exploded in popularity during **the pandemic. In particular, the volume of trading cards sold on eBay in the United States grew by strong triple digit growth in 2020 from 2019.** This was equivalent to more than 4 million more sports, collectible card games and non-sport trading cards being bought and sold in 2020 compared to 2019.²

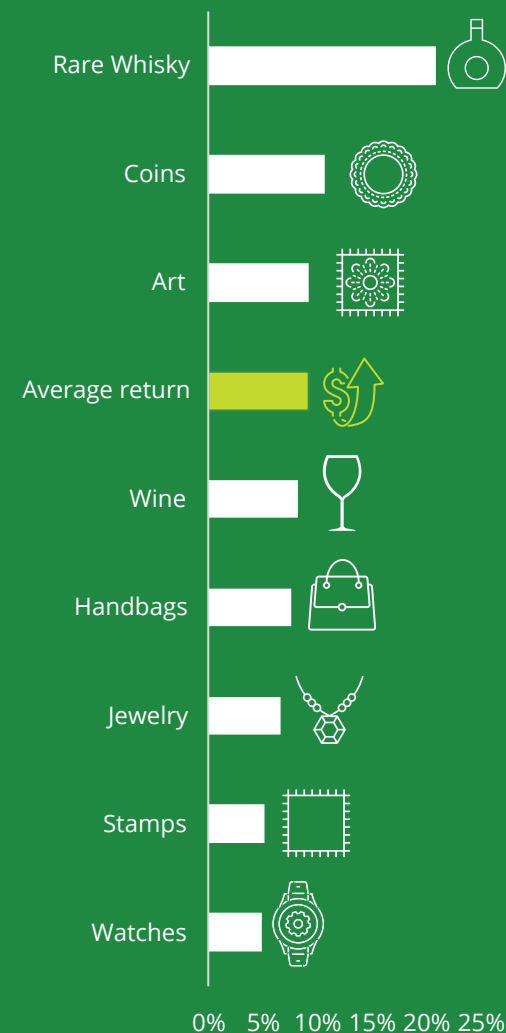
Globally some collectibles have demonstrated solid long run price growth. Analysis from Credit Suisse has shown that globally collectibles have demonstrated solid long-term investment price increases of 2.9% in real terms (accounting for inflation) from 1900 – 2017.³

¹ Knight Frank Luxury Investment Index, The Wealth Report 2020

² eBay, 2021 State of Trading Cards Report, February 2021

³ Credit Suisse, Credit Suisse Global Investment Returns Yearbook 2018, February 2018. Note: The definition of collectibles used differs from that used in this report.

Annualised return on collectibles assets globally, decade to 2019



Source: Knight Frank Luxury Investment Index, The Wealth Report 2020

28% of the Australians surveyed identified themselves as collectors

Australia is a nation of collectors

With more than one in four Australian adults collecting, Deloitte's survey suggests there could be around 5 million collectors nationwide. Most of these (60%) collectors are experienced, having collected for more than five years, and almost one in five are very experienced with more than 20 years' experience.

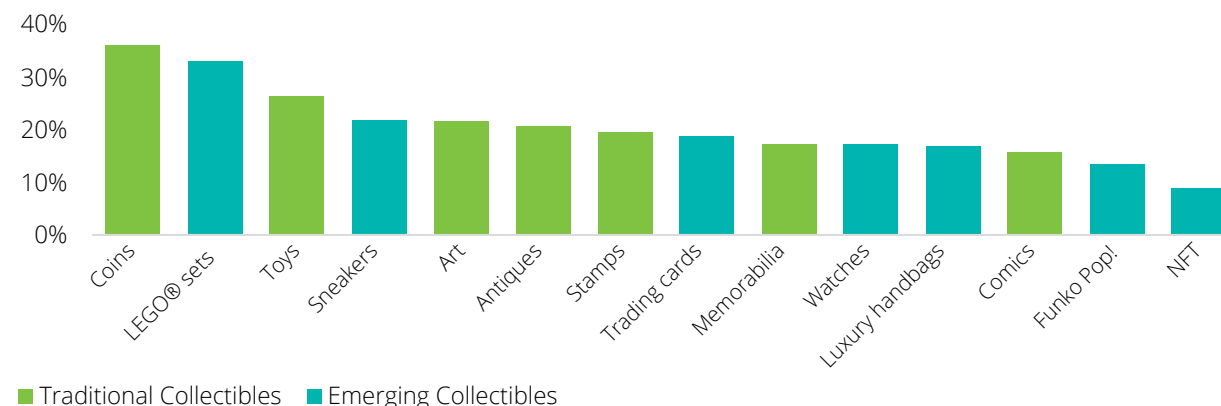
The most commonly collected items of those surveyed includes coins (36% of collectors), LEGO® sets (33%), toys (26%) and sneakers (22%). However, the highest value collectibles are watches (with an average collection value of \$7,000), luxury handbags (\$6,100) and antiques (\$5,500).⁴

The collectibles with the biggest difference between those collecting as a hobby and those with a financial objective include LEGO® sets, NFTs and luxury handbags.

For those that collect hoping for a financial gain, the overwhelming majority (78%) cite at least one other reason for collecting, with the most common being that they genuinely love the product.

Over the past five years, spending in Australia on collectible items has grown, driven by rising incomes and online shopping. Demand for vintage and retro goods has also benefited from interest in quirky collectibles and pre-loved fashion.⁵

Most common collectibles collected by Australians



Source: Deloitte Access Economics Survey 2022

* Value of collectibles reported excludes high end collectibles (e.g. classic cars) and the potential value of all household items that could be sold as collectibles.

⁴ Deloitte Access Economics Survey 2022

⁵ IBISWorld, Antique and Used Goods Retailing in Australia, April 2022

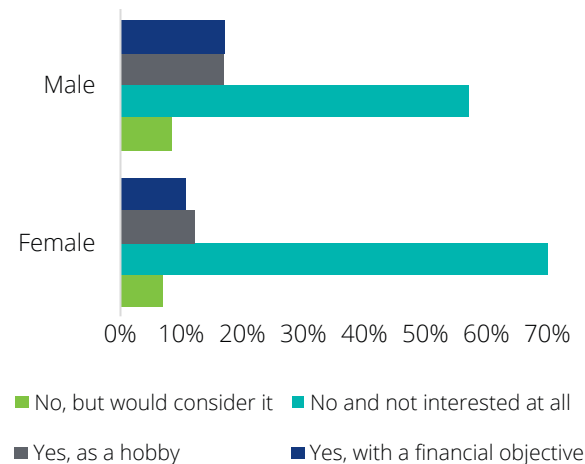
Collecting can be for everyone - it's widespread across geographies, genders, ages and incomes

Collecting can be for everyone

Based on the survey responses, collector investors and hobbyists are widespread across the nation, covering all states and territories. States with a substantial collector population include Western Australia, Victoria and New South Wales. In contrast, Queensland and South Australia have lower proportions of the population collecting.⁶

Hobby collecting is popular in Tasmania and Victoria, while collecting for a financial objective is more prevalent in Western Australia and New South Wales.⁷

Collecting by gender



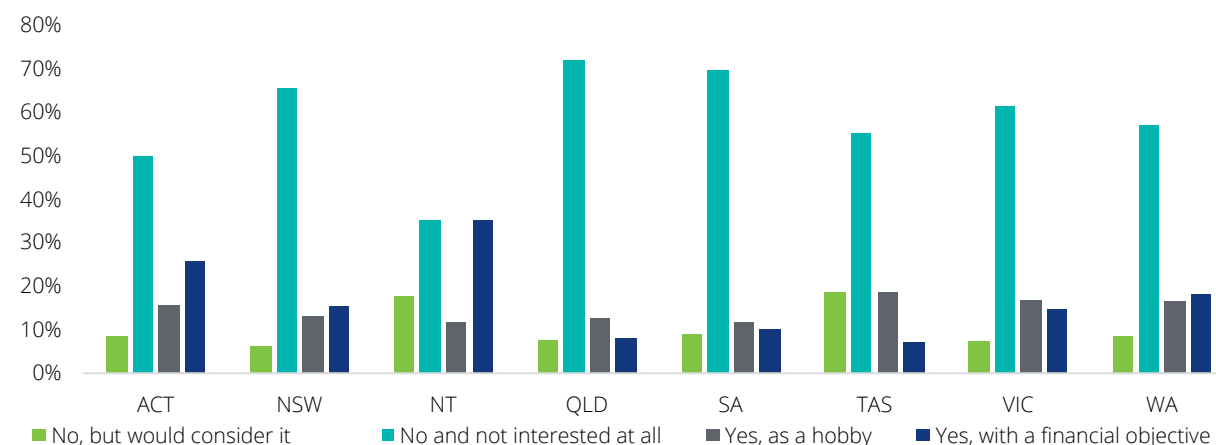
Source: Deloitte Access Economics Survey 2022

Meanwhile, males are slightly more interested in collecting than females. **Around one third of men surveyed identified as collectors compared to almost a quarter of women.** Younger people seem to be more interested in collecting **overall with around half of those aged 18 – 34 being a collector of some kind.** See Appendix B for more details.

Based on the survey, while interest in most collectibles is spread across all income levels, **more expensive collectibles (such as luxury handbags and watches) tend to be preferred by higher income collectors,** as well as LEGO® sets and sneakers.

Antiques, memorabilia, coins and stamps are the collectibles that tend to see the least variation in collecting interest across incomes.

Collecting behaviours across states



Source: Deloitte Access Economics Survey 2022

Note: Caution should be taken interpreting results for smaller states and territories given small sample size.

* This analysis excludes ACT and the NT because of small sample size

Case studies – eBay collectors

Alexandra McFarlane

Alexandra McFarlane is a full-time university student in Melbourne studying speech pathology and works at a local trading card store.

She has been a collector for around 17 years, starting her collection from the age of 5. She was influenced by her father and was initially interested in AFL cards, before moving on to NBA cards. Her passion for trading cards evolved into a greater focus on investing and finance as card prices increased during the pandemic.

McFarlane also closely follows sports associated with the trading cards as players' performance can affect the trading card market.

"I feel like everyone who collects follows the sport closely, not only do I love the sport, but it's also a real indicator of how the market's trending as well"

Apart from sports trading cards, she also collects tobacco cards from the 1930s. Her favourite collectibles include a 1901 Winston Churchill tobacco card, a Chris Hemsworth autographed card and a 1979 Diego Maradona Card.

Most of her trading card purchases are done on eBay since it is a trusted brand and a worldwide marketplace with many cards for sale. The fact that McFarlane can buy cards from all over the world is crucial given many cards she collects come from the United States and the United Kingdom.

One of her goals with collecting is to use it to help save up for a house deposit and assist in paying for a holiday.



Note: These case studies are individual experiences of collectors and other individuals may have different experiences.

Case studies – eBay collectors (cont.)

Michael Fan

Michael Fan is an avid sneaker collector from Melbourne and has been collecting shoes since 2004. His passion for sneakers comes from his love of basketball and NBA.

His collection of around 700 sneakers includes a pair of Air Jordans valued at an estimated \$1 million. The shoes were game-worn by Michael Jordan during the 1985-86 season with less than 10 pairs ever made. The shoes are mismatched with the left shoe being a size 13 and the right a 13.5 to fit the superstar's mismatched feet.

The shoe's design, detail and fashion aspects are all fundamental to Fan when examining a pair of sneakers, as is the story behind the shoes. Another pair of sneakers in his collection is a pair of Air Jordans Michael Jordan played in on his wife's birthday.

"The shoes act as a bridge to connect me and the players and some other collectors, so we can share our stories in our local sneaker community"

Fan primarily uses eBay to search for and buy the best sneakers because of eBay's Authenticity Guarantee and secure payment system security.

When trading collectibles, Fan believes the most important thing is to do your research and understand the market.



Note: These case studies are individual experiences of collectors and other individuals may have different experiences.

Most collectors purchase collectibles online, with eBay the most popular website to buy collectibles on

Collectibles buying and selling is going digital

The survey shows the majority of collectors buy their collectibles online rather than in person, with **more than three quarters of collectors buying on general e-commerce websites or social media.**

Of those that buy online the **most preferred platform is eBay**, followed by other e-commerce sites and social media.⁸

While over half of collectors surveyed browse or search for collectibles at least once per week, the most common frequency for buying collectibles is once every 3-4 months.⁹

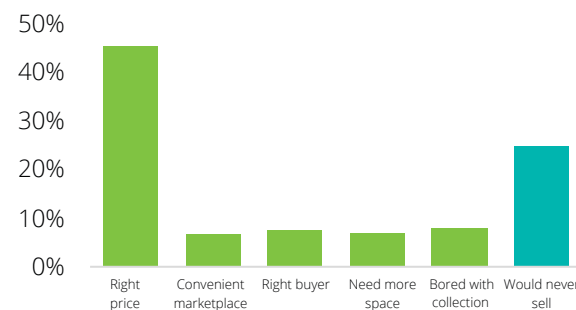
In the emerging digital collectibles space, around 30% of collectors surveyed say they have purchased an NFT, with another quarter indicating they would consider buying one. Collectors are primarily interested in NFTs because it is a new and growing space, though traditional issues such as verification of ownership are an important factor.¹⁰

In any given year, **half of collectors may hold onto their collectibles**, with those collecting as a hobby more likely to hold onto collectibles than those collecting for a financial objective. Of those collectors that sell, almost half do so around once or twice a month.¹¹

Similar to buying activity, most selling takes place on well-known websites that provide a larger market for sellers with **eBay being the most popular platform for selling online.**¹²

For those collectors who aren't selling collectibles, the **most important factor in convincing them to sell is the right price**, though a portion of Australians surveyed plan to hold onto their items.¹³

What could incentivise the selling of collectibles?



Source: Deloitte Access Economics Survey 2022

Ranking of most popular websites to buy collectibles on according to the survey

1	eBay
2	Facebook
3	Amazon
4	Gumtree
5	Etsy
6	Ozzie Collectables
7	Mighty Ape
8	Open Sea
9	Other online store

Source: Deloitte Access Economics Survey 2022

Selected trading cards sold on eBay have seen strong price growth in recent years

Trading cards

eBay data from 2019 – 2022 for four selected trading cards (see table on the right) shows strong growth in average prices for these cards.¹⁴

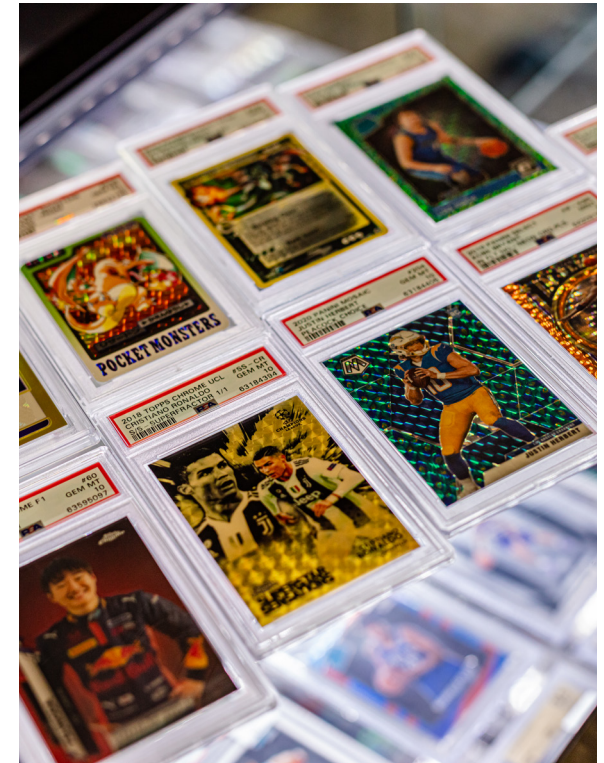
eBay Australia's Alaister Low says: "COVID significantly impacted the popularity of trading cards, driven by people clearing out their cupboards, revisiting old hobbies and the cancellation of live sport. We've seen major events in popular culture like the Superbowl influence the popularity of sports cards and buyers are willing to fork out a lot of money."

"Pokémon cards are one of the most popular collections listed on eBay where parents and kids can share the passion for collecting."

Average prices and price growth for selected trading cards

Trading card	Average price 2019	Average price 2022	Price increase 2019 – 2022
1999 Base Set Charizard 4/102 Unlimited Holo PSA 9	\$300	\$2,400	790%
1986 FLEER MICHAEL JORDAN ROOKIE PSA 7	\$2,000	\$10,000	400%
Pokémon 2016 Evolutions Booster Box	\$200	\$1,300	725%
2003-04 Topps LeBron James Rookie Card BGS 9.5	\$600	\$2,200	245%

Source: eBay.



Note: Collectibles information is based on eBay average prices (in AUD) for selected collectibles between 2019 and 2022. Prices are rounded to the nearest hundred dollars and growth rates to the nearest five percent. Please see Appendix C for more detail.

¹⁴ eBay

Selected LEGO® sets sold on eBay sell for a variety of price levels

LEGO® sets

eBay data from 2019 – 2022 shows that the five selected LEGO® sets (see table on right) can vary significantly in their average price, with prices ranging from around \$200 to around \$2,100.¹⁵

eBay Australia’s Alaister Low says: “There is a strong passion for LEGO® sets across generations including those who enjoy building and displaying them, as well as fans of popular culture movements such as Star Wars as seen by the growth of the LEGO® Star Wars Cloud City as seen by the growth of the LEGO® Star Wars Cloud City.”

“LEGO® sets are a perennial favourite for adults and children, we see everything from vintage LEGO® sets like the iconic LEGO® Star Wars Cloud City to the latest trending must haves trading on eBay.”

Average prices and price growth for selected LEGO® sets

LEGO® sets	Average price 2019	Average price 2022	Price increase 2019 – 2022
LEGO® Grand Carousel 10196	\$1,700	\$2,100	20%
LEGO® Kings Castle	\$200	\$600	200%
LEGO® Monorail Airport Shuttle	\$700	\$900	25%
LEGO® Star Wars Cloud City	\$1,200	\$1,900	50%
LEGO® Star Wars Darth Maul 10018	\$600	\$1,000	85%

Source: eBay.



Note: Collectibles information is based on eBay average prices (in AUD) for selected collectibles between 2019 and 2022. Prices are rounded to the nearest hundred dollars and growth rates to the nearest five percent. Please see Appendix C for more detail.

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Selected luxury handbags sold on eBay can command high average selling prices

Handbags

eBay data from 2019 – 2022 for five selected handbags (see table on right) shows they can command a high price on eBay, with many selling for an average of over \$5,000.¹⁶

eBay Australia's Head of Luxury, Brooke Eichhorn says: "One of the many benefits of buying pre-loved handbags is that it is a great way to add items to your wardrobe while contributing to the circular economy. The limited number of handbags created, and the craftsmanship and quality materials which goes into creating a luxury handbag, means the items remain in demand and can increase in value over time."

"Buying and selling on a platform like eBay which has a program such as Authenticity Guarantee for luxury handbags and sneakers ensures everyone can be assured that a product is the real deal."

Average prices and price growth for selected handbags

Handbag	Average price 2019	Average price 2022	Price increase 2019 – 2022
Chanel Coco Top Handle	\$3,700	\$7,000	85%
Hermes Constance	\$9,700	\$9,500	0%
Hermes Kelly 28cm	\$7,900	\$11,700	50%
Hermes Kelly 32cm	\$6,700	\$25,800	285%
Louis Vuitton Neverfull Tote Bag	\$900	\$1,400	50%

Source: eBay.



Note: Collectibles information is based on eBay average prices (in AUD) for selected collectibles between 2019 and 2022. Prices are rounded to the nearest hundred dollars and growth rates to the nearest five percent. Please see Appendix C for more detail.

Selected sneakers sold on eBay have seen varied levels of price growth in recent years

Sneakers

eBay data from 2019 – 2022 for three selected sneakers (see table on right) shows they have experienced price growth ranging from around 25% to 50%.¹⁷

eBay Australia’s Alaister Low says: “Australians are sneaker-mad and they have fast become a highly coveted item for both fashion and long-term investment potential. Globally, the most expensive sneaker sold on eBay was the Nike LeBron 2 James All-Star game-worn sneakers for upwards of \$130,000 while a pair of Air Jordan 1 Retro High X Dior sneakers went for more than \$15,000 in Australia in 2022.”

“The trend in sneaker buying is primarily a Gen Z and Millennial base, but sneaker culture is underpinned by nostalgia, which broadens the audience to a slightly older demographic. Ultimately, sneakerheads want to get their hands on the most coveted pairs and are not only keen to buy them to wear but also sell them for a profit.”

Average prices and price growth for selected sneakers

Sneaker	Average price 2019	Average price 2022	Price increase 2019 – 2022
Jordan 4 Bred	\$360	\$530	50%
Jordan 11 Space Jam	\$330	\$410	25%
Gucci Rhyton	\$440	\$540	25%

Source: eBay.



Note: Collectibles information is based on eBay average prices (in AUD) for selected collectibles between 2019 and 2022. Prices are rounded to the nearest ten dollars and growth rates to the nearest five percent. Please see Appendix C for more detail.

17 eBay

Surveyed collector perceptions of collectibles against other assets varies across different metrics

Collectors: asset preferences and perceptions

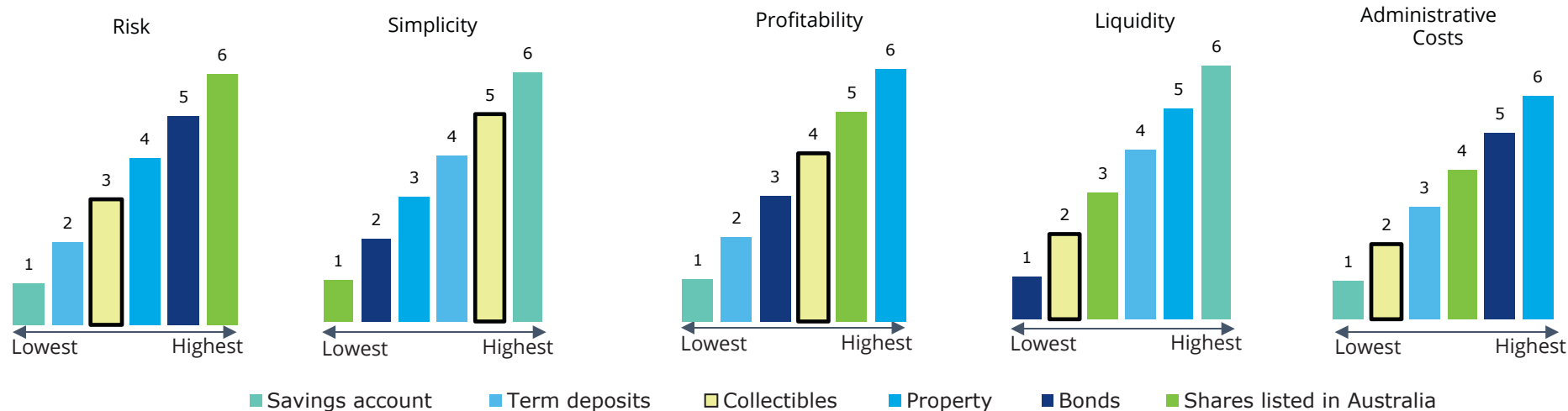
Surveyed collectors told us they perceive collectibles as being **simple to invest in as well as having very low administrative costs**.

On the other hand, they were seen as less liquid than other assets (meaning collectibles can be harder to sell than other assets like shares on an exchange). With the survey showing most collectors buying collectibles online, the rise of online platforms and communities for selling collectibles has become increasingly important.

The almost 1,500 collectors and potential collectors surveyed perceived collectibles as having **mid-level risk and return investment opportunity compared to the collectors' perception of traditional investment opportunities**.

Collectibles can also offer other benefits, including diversification of asset classes held¹⁸ and an emotional reward for owners as they invest in their passion.

Collectors ranking of collectibles' perceived characteristics compared to other assets



Source: Deloitte Access Economics Survey 2022

Note: This graph is providing information based on the personal preferences and perception of the collectors surveyed. It is not intended to imply any recommendation or opinion about investment advice.

18 Credit Suisse, Collectibles: An integral part of wealth, October 2020. Note: The definition of collectibles used differs from that used in this report.

The risk and return of collectibles can vary in different economic environments

High inflation and interest rates could affect the collectibles market

Inflation reached 7.8% in the year to December 2022, the highest inflation rate since 1990. To combat high inflation the Reserve Bank of Australia has rapidly increased interest rates, adding to cost of living pressures.

With the combination of high inflation, rising interest rates, falling house prices, low levels of consumer confidence and negative real wage growth, consumer spending growth is expected to decelerate over 2023.¹⁹

While almost half of collectors surveyed expect to spend the same or more on collectibles over the 12 months to August 2023 (compared to the previous year), the majority of those surveyed indicated that they will cut back their spending or spend nothing on collectibles.²⁰

According to Credit Suisse's June 2022 report, 'Collectibles amid heightened uncertainty and inflation' collectibles have historically demonstrated varied returns across high inflation and rising interest rate environments.²¹ According to this report, **handbags and watches tend to do well in high inflation environments while handbags and wine tend to do best when real interest rates are high.**²²

The assets most vulnerable to periods of high inflation are fine wines, American and Latin American art and modern and contemporary art.²³

Meanwhile, research²⁴ suggests that the **most procyclical collectible (i.e. items that move in line with broader economic activity the most) is fine art.** On the other hand, **handbags and classic cars could be considered as counter-cyclical** (prices move inversely to broader economic conditions).

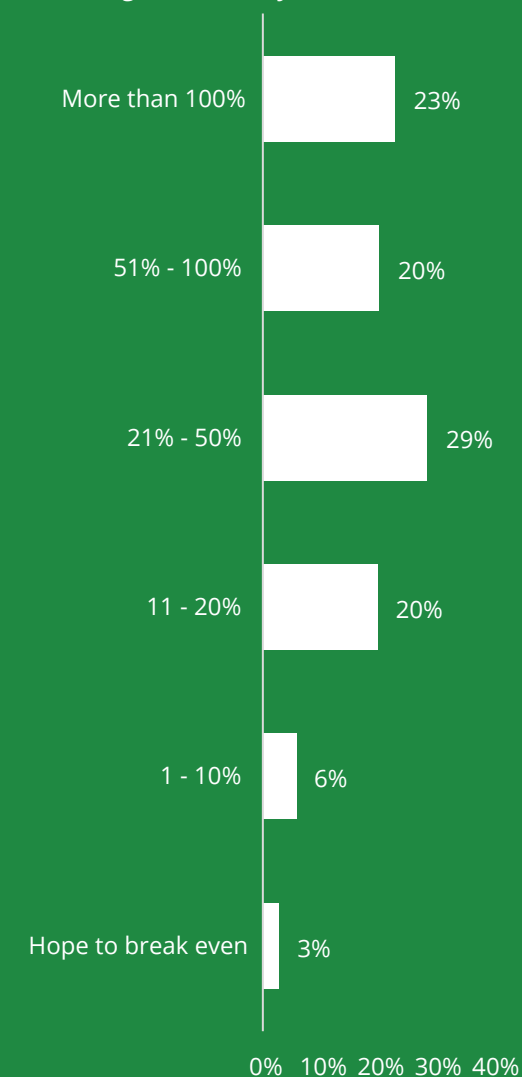
Most collectors surveyed that are hoping to make money on their collectibles **expect gains of at least 20%**, with almost a quarter expecting to more than double their money.²⁵

¹⁹ Reserve Bank of Australia, Statement on Monetary Policy February 2023

^{20,25} Deloitte Access Economics Survey 2022

²¹ to ²⁴ Credit Suisse, Collectibles amid heightened uncertainty and inflation, June 2022. Note: The definition of collectibles used differs from that used in this report.

Expected return on collectibles for those hoping to make money on their collectibles according to the survey



Source: Deloitte Access Economics Survey 2022

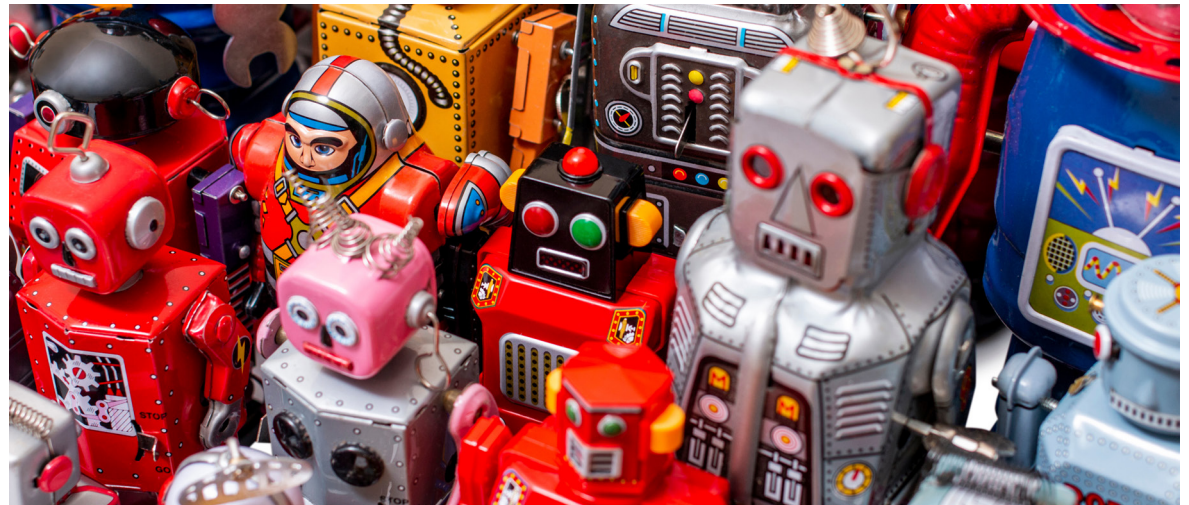
A further 1.5 million Australians are interested in collecting and could become collectors

There are a large number of Australians who are not currently collectors but are interested in collecting

If the survey results are anything to go by, **there could be an estimated 1.5 million additional collectors** in the current population.*

These people told us the main appeal of collecting is because it **seems like an enjoyable and interesting activity**, rather than for financial gain.

This group also told us they are **more interested in traditional collectible items** (coins, antiques, memorabilia and stamps) than other collectibles (Funko Pop! and sneakers). This indicates traditional collectibles could be important in introducing new people to the collectibles space.²⁶



* 1.5 million additional collectors is estimated based on the Deloitte Access Economics Survey which found that around 8% of Australian adults are not collectors but interested in collecting. Applying this percentage to the Australian adult population gives around 1.5 million additional collectors.

²⁶ Deloitte Access Economics Survey 2022

Appendices

Appendix A: This report

Deloitte Access Economics was commissioned by eBay Australia to report on the collectibles market in Australia. As part of the report a survey was undertaken to gain insights into Australian collectors.

This report is the first of its kind to examine the collectibles market in Australia. Many other reports (e.g. ASX Australian Investor Study) also tend not to consider collectibles as investments.

The survey

This report is informed by a survey fielded by Dynata on behalf of Deloitte from July to August 2022. The survey was targeted at Australian adults. The survey reached 3,960 Australians, who were asked to self-identify as collectors.

Collectors were divided into those for whom it was a hobby and those that collected for a financial objective.

Those who were not collecting were divided into those that would consider collecting and those that were not interested at all. The survey with this latter group was terminated after the first question, and participants were not asked further questions.

Q1: Do you consider yourself a collector?

Collectibles are items that someone may acquire with the intention of holding on to them as a hobby or investment rather than consuming them. They can often include items such as LEGO® sets, trading cards, sneakers and handbags.

Examples of who a collector could be include someone:

- that acquires stamps as a hobby to add to their collection
- that purchases sneakers to trade or sell for a profit
- that buys rare comic books or trading cards as an investment hoping that they appreciate.

Q1	Distribution
Yes, collector only as a hobby	14%
Yes, collector with a financial objective (e.g. investing in or buying and selling collectibles)	14%
No, but would consider it	8%
No and not interested at all	64%

n = 3,960

Note: Figures are rounded.

Appendix B: Survey demographics

Survey	Sample size
Gender	
Male	1,581
Female	2,376
Age	
18-24	328
25-34	606
35-44	527
45-54	417
55-64	685
65-79	1236
80+	161
State/Territory	
Australian Capital Territory	70
New South Wales	1141
Northern Territory	17
Queensland	888
South Australia	408
Tasmania	87
Victoria	983
Western Australia	366
Total	3,960

Note: Genders do not sum to total because some people responded prefer not to say as gender.

Appendix B: Survey results

	No, but would consider it (n = 299)	No and not interested at all (n = 2,550)	Yes, as a hobby (n = 557)	Yes, with a financial objective (n = 521)
Age				
18-24	7%	30%	35%	28%
25-34	8%	30%	36%	26%
35-44	6%	54%	12%	28%
45-54	10%	68%	12%	10%
55-64	7%	80%	7%	6%
65-79	8%	84%	5%	3%
80+	6%	88%	4%	3%
Gender				
Male	8%	57%	17%	17%
Female	7%	70%	12%	11%
State/Territory				
Australian Capital Territory	9%	50%	16%	26%
New South Wales	6%	66%	13%	15%
Northern Territory	18%	35%	12%	35%
Queensland	8%	72%	12%	8%
South Australia	9%	70%	12%	10%
Tasmania	19%	55%	19%	7%
Victoria	7%	61%	17%	15%
Western Australia	9%	57%	17%	18%

Note: Figures may not sum to 100% because of rounding.

Appendix C: Collectibles analysis

Data and method

Data supplied by eBay was used to calculate average prices and price increases for sneakers, handbags, trading cards and LEGO® sets. For each collectible several products were selected by eBay based on those with the best available data.

Prices for each collectible were an average price based on all transactions in a given year. Transactions included Australian sellers to all buyers (both Australian buyers and overseas buyers) in AUD.

The average prices and increase for products was calculated from 2019 to 2022, with each year the period from 1 September to 31 August (e.g. 2022 was 1 September 2021 to 31 August 2022) to correspond with the survey which closed in August of 2022.



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