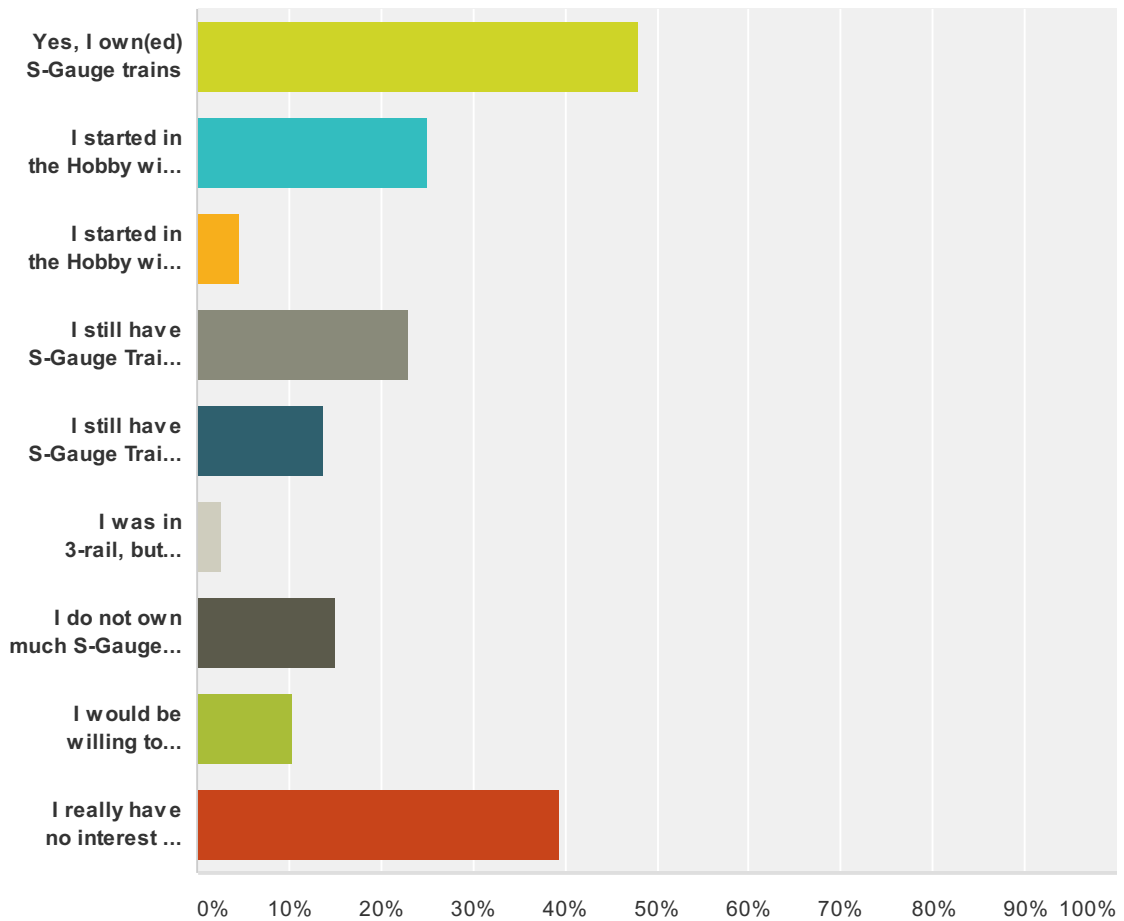


Q1 Have you ever owned or Run your own S-gauge trains (CHECK ALL THAT APPLY)

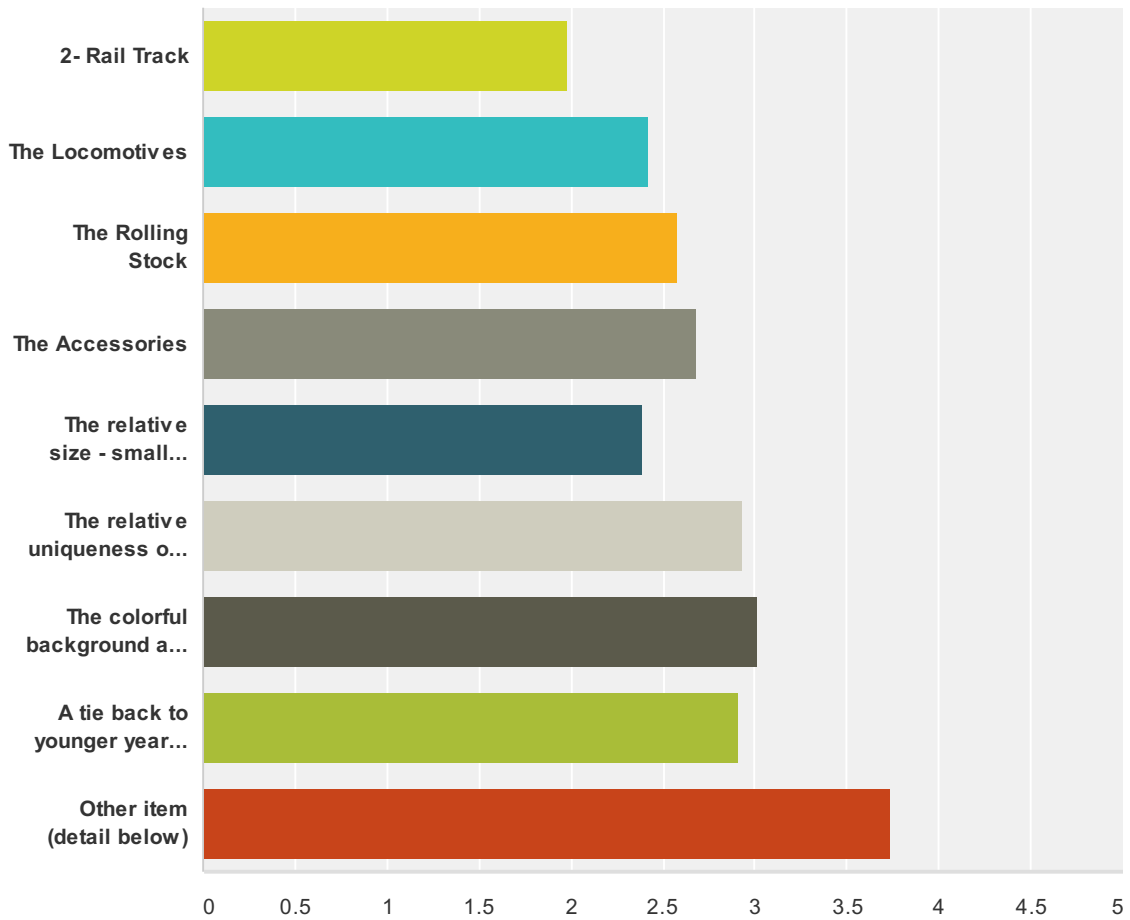
Answered: 152 Skipped: 3



Answer Choices	Responses
Yes, I own(ed) S-Gauge trains	48.03% 73
I started in the Hobby with S-Gauge Trains	25.00% 38
I started in the Hobby with S-Gauge Trains - but have changed to 3 rail	4.61% 7
I still have S-Gauge Trains as my primary Gauge	23.03% 35
I still have S-Gauge Trains but focus on other gauges.	13.82% 21
I was in 3-rail, but have migrated to S-Gauge Trains	2.63% 4
I do not own much S-Gauge, but I do like it	15.13% 23
I would be willing to consider S-Gauge under the right circumstances	10.53% 16
I really have no interest in S-Gauge Trains	39.47% 60
Total Respondents: 152	

Q2 What S-Gauge feature do you find the most interesting, appealing or attention grabbing?

Answered: 136 Skipped: 19



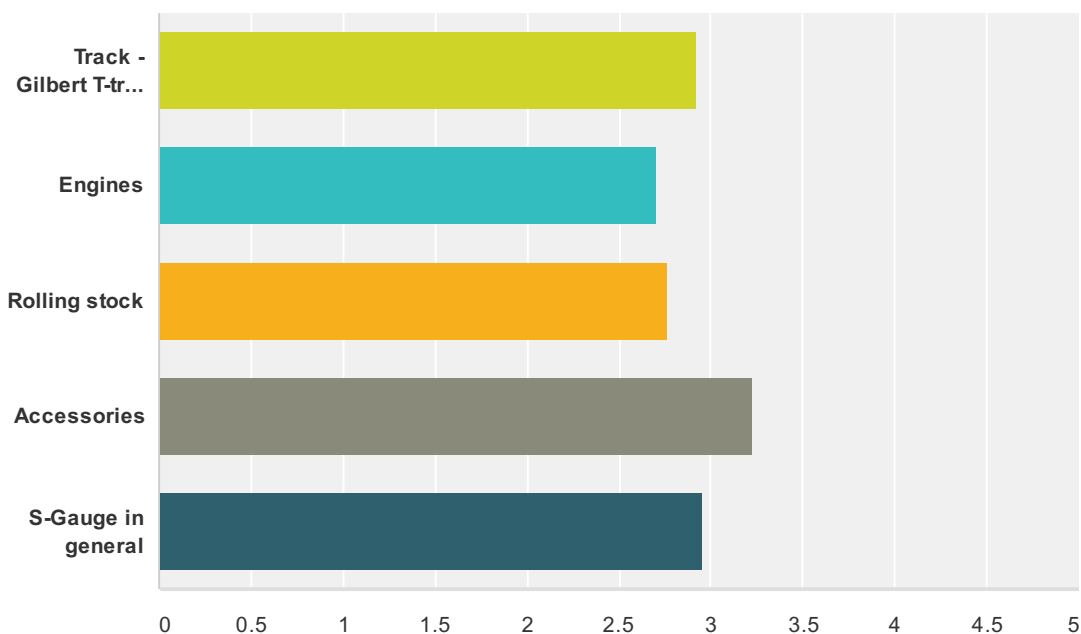
	High	(no label)	Average	(no label)	Low	Total	Average Rating
2- Rail Track	58.02% 76	15.27% 20	10.69% 14	2.29% 3	13.74% 18	131	1.98
The Locomotives	33.60% 42	26.40% 33	20.80% 26	2.40% 3	16.80% 21	125	2.42
The Rolling Stock	24.19% 30	31.45% 39	24.19% 30	2.42% 3	17.74% 22	124	2.58
The Accessories	25.60% 32	24.00% 30	23.20% 29	11.20% 14	16.00% 20	125	2.68
The relative size - smaller than O - bigger than HO	38.64% 51	25.76% 34	13.64% 18	2.27% 3	19.70% 26	132	2.39
The relative uniqueness of S-Gauge compared to other gauges	22.03% 26	21.19% 25	24.58% 29	5.93% 7	26.27% 31	118	2.93
The colorful background and company history	17.74% 22	20.16% 25	27.42% 34	11.29% 14	23.39% 29	124	3.02
A tie back to younger years and the former American Flyer Brand	29.27% 36	16.26% 20	17.07% 21	8.94% 11	28.46% 35	123	2.91

Tell LCCA Poll Question #7

Other item (detail below)	16.13% 5	3.23% 1	25.81% 8	0.00% 0	54.84% 17	31	3.74
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Q3 What is your perception of S-Gauge?

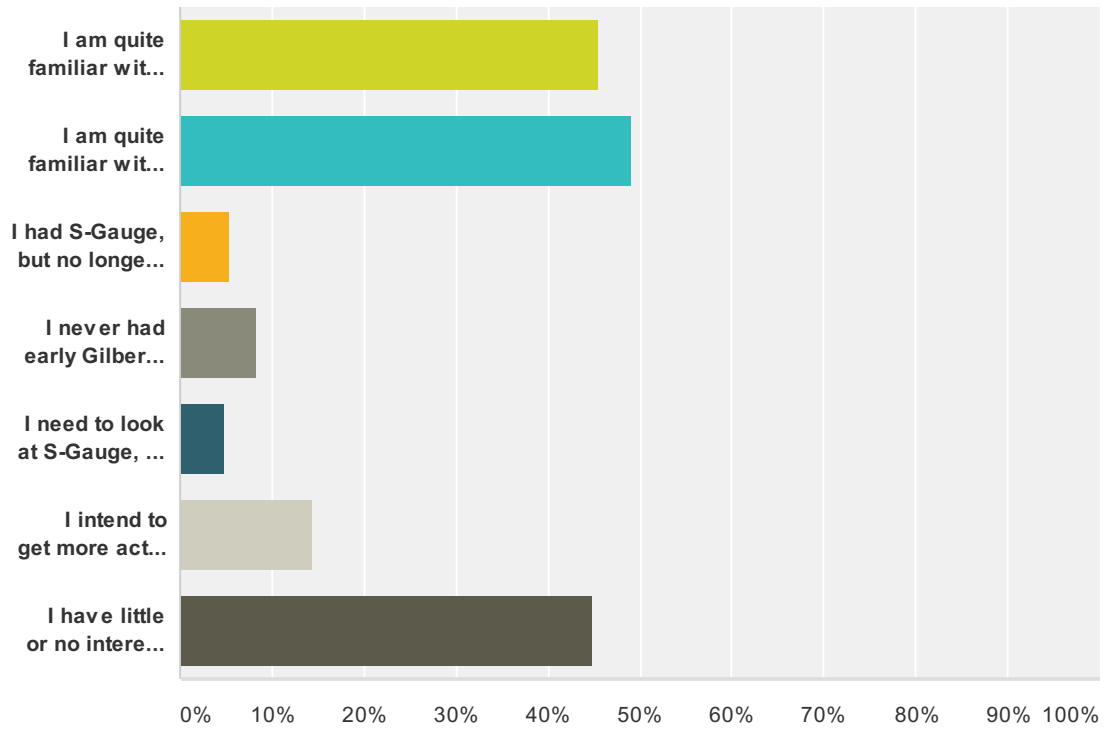
Answered: 122 Skipped: 33



	Strongly Relate to new S-Gauge	(no label)	(no label)	(no label)	Strongly Relate to Gilbert AF	Total	Average Rating
Track - Gilbert T-track vs FasTrack	19.47% 22	16.81% 19	34.51% 39	10.62% 12	18.58% 21	113	2.92
Engines	18.92% 21	21.62% 24	39.64% 44	9.91% 11	9.91% 11	111	2.70
Rolling stock	15.18% 17	20.54% 23	46.43% 52	8.04% 9	9.82% 11	112	2.77
Accessories	9.91% 11	11.71% 13	44.14% 49	14.41% 16	19.82% 22	111	3.23
S-Gauge in general	13.64% 15	15.45% 17	44.55% 49	14.55% 16	11.82% 13	110	2.95

Q4 Are you familiar with newer S-Gauge products? CLICK ALL THAT APPLY.

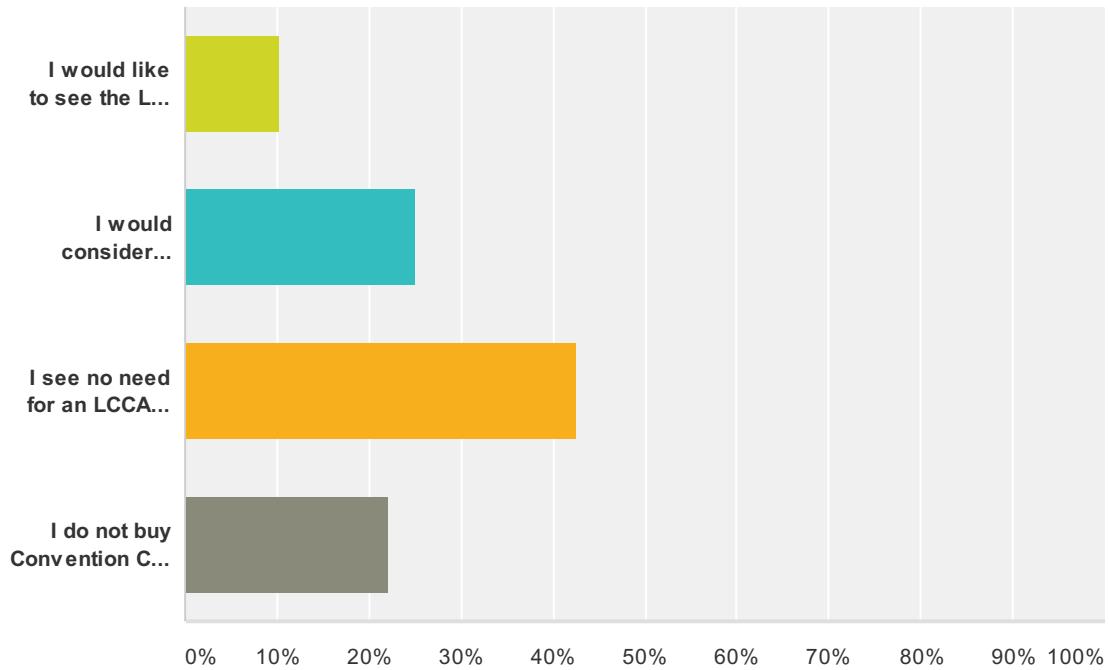
Answered: 145 Skipped: 10



Answer Choices	Responses
I am quite familiar with Gilbert American Flyer S-Gauge	45.52% 66
I am quite familiar with new Lionel S-Gauge	48.97% 71
I had S-Gauge, but no longer in that Gauge, moving on to 3 rail, etc	5.52% 8
I never had early Gilbert, but have come to become an S-Gauge fan	8.28% 12
I need to look at S-Gauge, a lot has happened since I last saw it	4.83% 7
I intend to get more active in S-Gauge	14.48% 21
I have little or no interest in S-Gauge	44.83% 65
Total Respondents: 145	

**Q5 Would you like to see an S-Gauge convention car offered by the LCCA?
Please think about this question and answer honestly. if you would like to see one, please suggest in the comment section. DO NOT PROVIDE ANY PERSONAL OR IDENTIFYING INFO. To offer a successful convention car, sufficient volumes must be ordered and sold. If you are interested in an S-Gauge car, please in the comments indicate a realistic price point. Chose one answer**

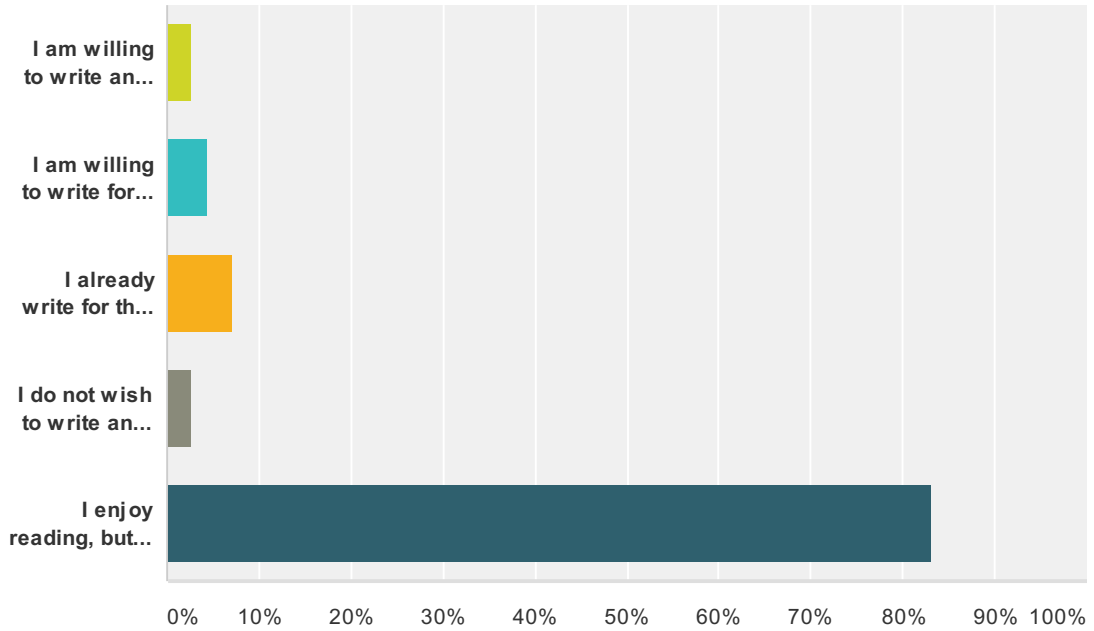
Answered: 136 Skipped: 19



Answer Choices	Responses
I would like to see the LCCA offer an S-Gauge Convention Car	10.29% 14
I would consider purchase of an S-Gauge Convention Car	25.00% 34
I see no need for an LCCA S-Gauge Convention Car	42.65% 58
I do not buy Convention Cars of any Gauge	22.06% 30
Total	136

Q6 Would you be willing to provide articles, pictures, video and the like for inclusion in our magazines? The need is here. We need those interested in S-Gauge to step forward and offer articles, etc for publication.

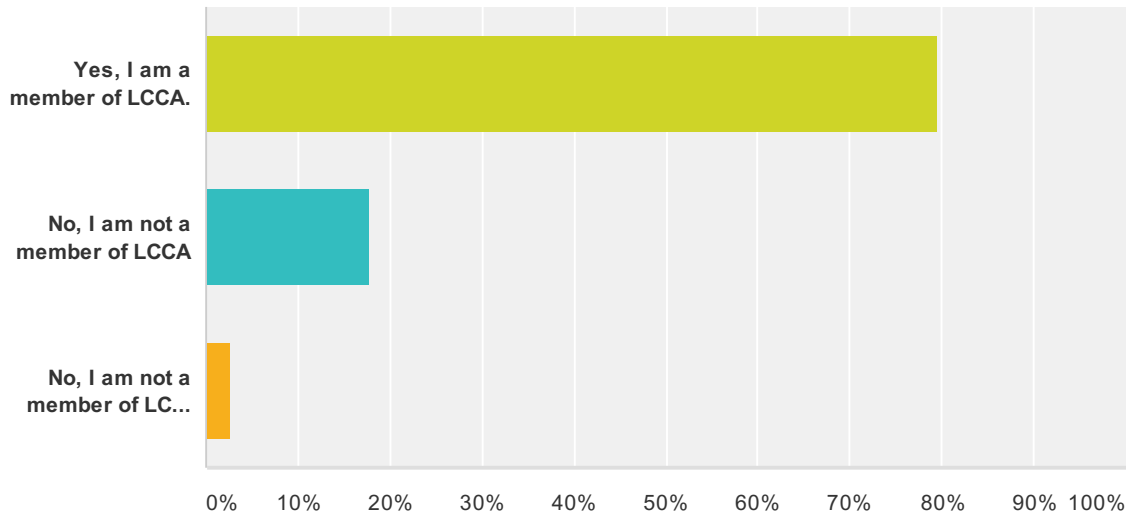
Answered: 113 Skipped: 42



Answer Choices	Responses
I am willing to write an S-Gauge article. I will send my contact info to office@lionelcollectors.org	2.65% 3
I am willing to write for the club, but do not know where or how to start. I will seek help and input at Office@lionelcollectors.org	4.42% 5
I already write for the club, and am willing to try my hand at S-Gauge. I will contact an editor and get started	7.08% 8
I do not wish to write an article, but am willing to produce a video. We seek member videos.	2.65% 3
I enjoy reading, but do not want to write articles, it is just not my thing.	83.19% 94
Total	113

Q7 Are you a member of The Lionel Collectors Club of America?

Answered: 147 Skipped: 8



Answer Choices	Responses
Yes, I am a member of LCCA.	79.59% 117
No, I am not a member of LCCA	17.69% 26
No, I am not a member of LCCA but I am considering joining. I will go to www.lionelcollectors.org and join	2.72% 4
Total	147