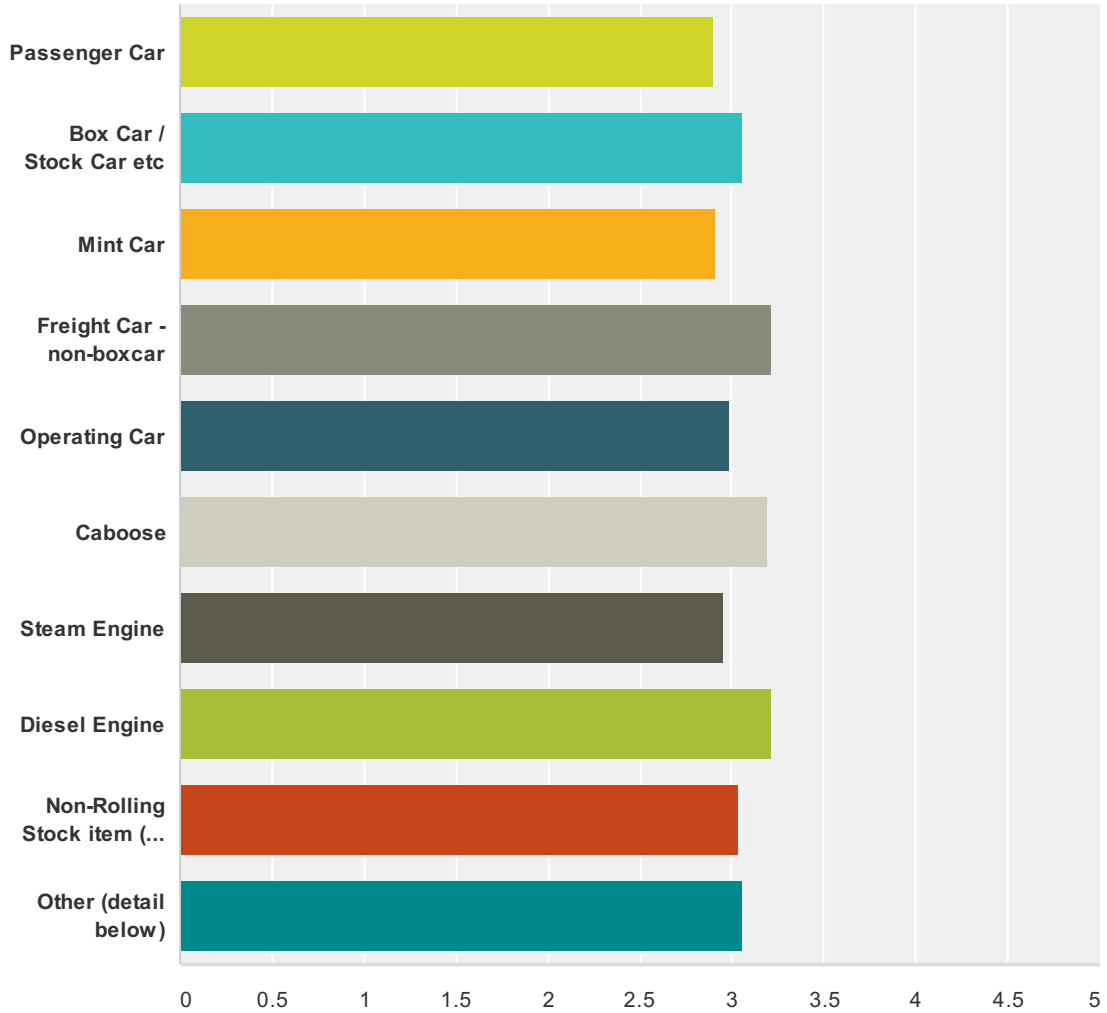


Q1 What is your preference by category - Please review each row and indicate your preference. Comments sought - do not provide personal or individually identifiable information.

Answered: 226 Skipped: 3



| | Pre-war | Post War/MPC | Current Lionel Traditional | Current Lionel Scale | N/A or Not Interested | Total | Average Rating |
|--------------------------|-------------|--------------|----------------------------|----------------------|-----------------------|-------|----------------|
| Passenger Car | 6.09% 12 | 20.81% 41 | 16.75% 33 | 25.89% 51 | 30.46% 60 | 197 | 2.90 |
| Box Car / Stock Car etc | 4.04% 8 | 24.24% 48 | 23.23% 46 | 37.37% 74 | 11.11% 22 | 198 | 3.06 |
| Mint Car | 1.06% 2 | 13.23% 25 | 29.63% 56 | 10.58% 20 | 45.50% 86 | 189 | 2.91 |
| Freight Car - non-boxcar | 0.50% 1 | 23.12% 46 | 24.12% 48 | 42.71% 85 | 9.55% 19 | 199 | 3.21 |
| Operating Car | 2.01% 4 | 22.11% 44 | 33.17% 66 | 25.63% 51 | 17.09% 34 | 199 | 2.99 |

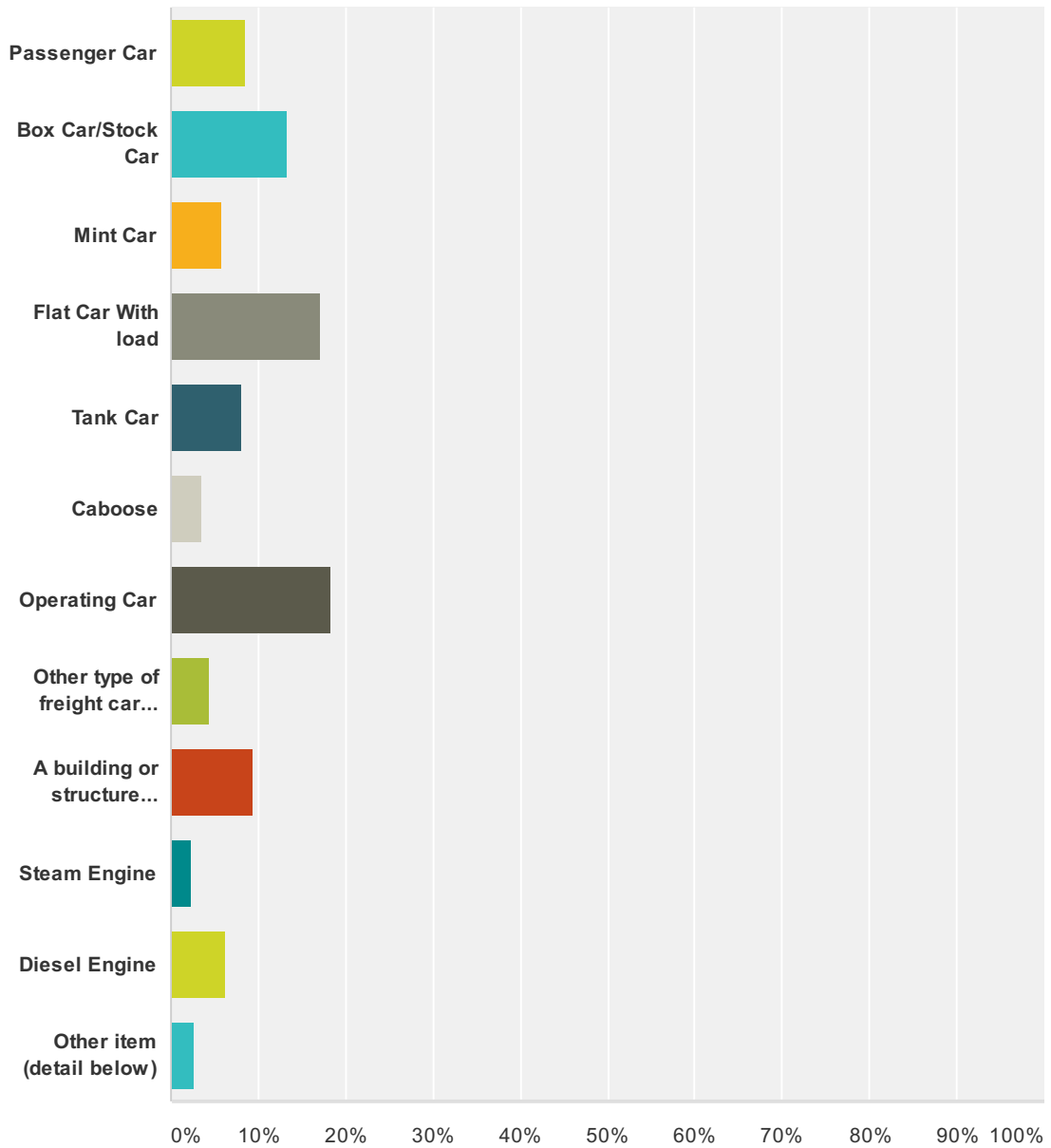
| | | | | | | | |
|---------|-------|--------|--------|--------|--------|--|--|
| Caboose | 1.58% | 19.47% | 17.37% | 37.37% | 24.21% | | |
|---------|-------|--------|--------|--------|--------|--|--|

Tell LCCA Poll Question #6

| Category | 1.00% | 10.71% | 11.90% | 31.90% | 47.41% | | |
|--------------------------------------|--------------------|---------------------|---------------------|---------------------|---------------------|-----|------|
| | 3 | 37 | 33 | 71 | 46 | 190 | 3.19 |
| Steam Engine | 7.18% 14 | 19.49% 38 | 18.97% 37 | 29.74% 58 | 24.62% 48 | 195 | 2.95 |
| Diesel Engine | 1.56% 3 | 17.19% 33 | 23.44% 45 | 36.46% 70 | 21.35% 41 | 192 | 3.21 |
| Non-Rolling Stock item (ie Building) | 5.76% 11 | 14.14% 27 | 19.90% 38 | 28.27% 54 | 31.94% 61 | 191 | 3.04 |
| Other (detail below) | 2.47% 2 | 8.64% 7 | 12.35% 10 | 16.05% 13 | 60.49% 49 | 81 | 3.06 |

Q2 Please select the type of item you would most like to see the LCCA offer as the Convention Car in 2015.

Answered: 223 Skipped: 6



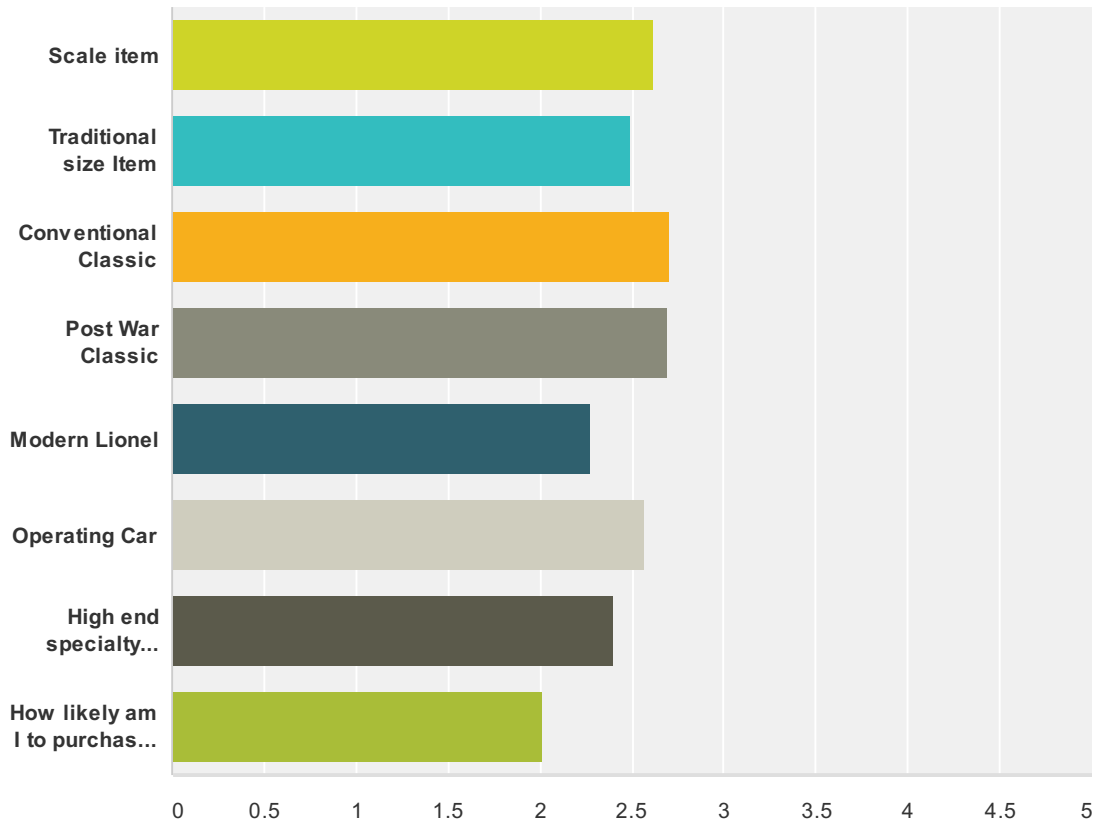
| Answer Choices | Responses |
|--------------------|-----------|
| Passenger Car | 8.52% 19 |
| Box Car/Stock Car | 13.45% 30 |
| Mint Car | 5.83% 13 |
| Flat Car With load | 17.04% 38 |
| Tank Car | 8.07% 18 |
| Caboose | 3.59% 8 |

Tell LCCA Poll Question #6

| | | |
|--|--------|------------|
| Operating Car | 18.39% | 41 |
| Other type of freight car (detail below) | 4.48% | 10 |
| A building or structure instead of a car | 9.42% | 21 |
| Steam Engine | 2.24% | 5 |
| Diesel Engine | 6.28% | 14 |
| Other item (detail below) | 2.69% | 6 |
| Total | | 223 |

Q3 Rank these features and how you feel about convention car features.

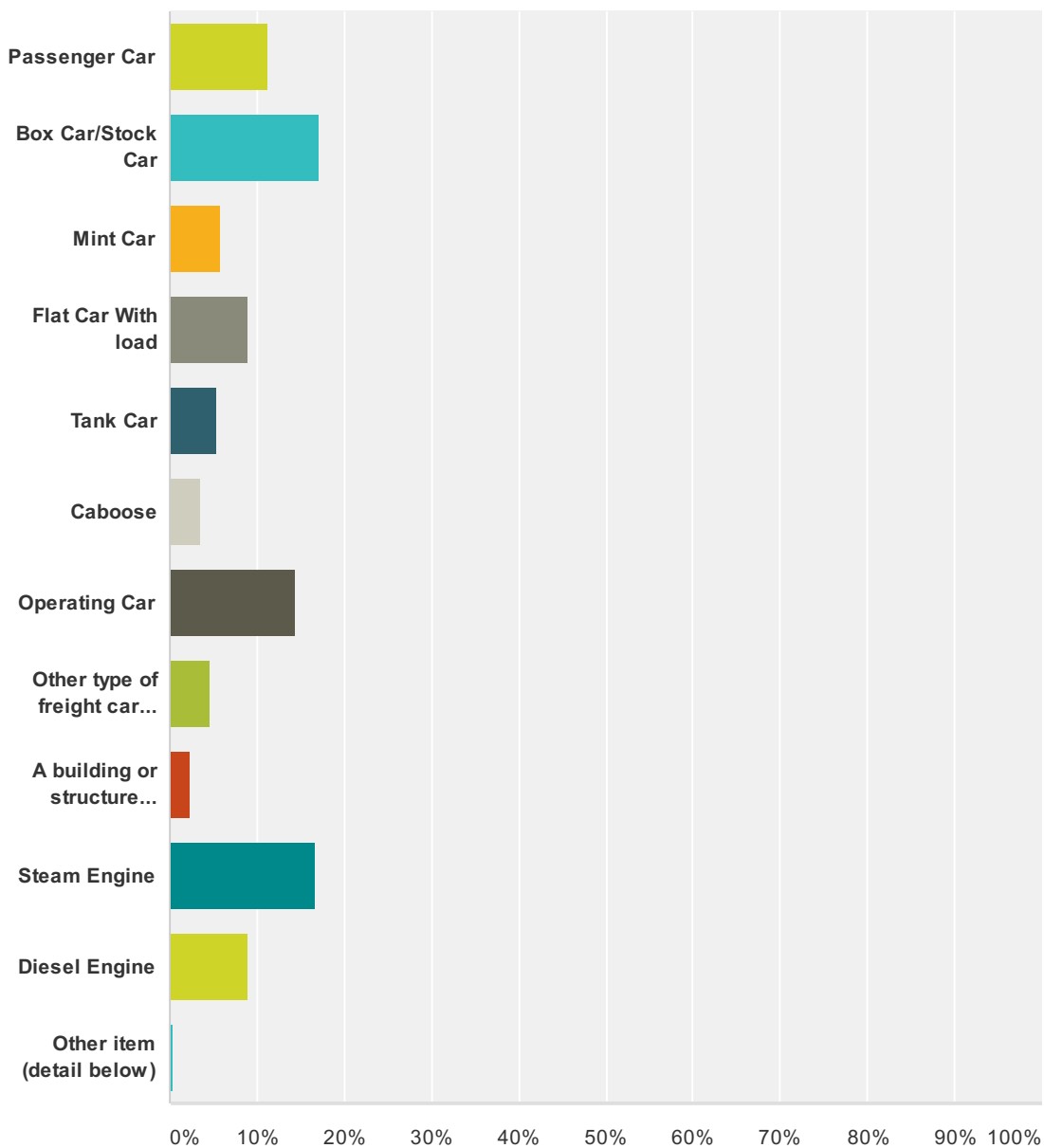
Answered: 224 Skipped: 5



| | Highly Important | (no label) | Average Interest | (no label) | Not Important | N/A | Total | Average Rating |
|--|------------------|--------------|------------------|-------------|---------------|-------------|-------|----------------|
| Scale item | 28.57% 62 | 23.50% 51 | 19.82% 43 | 2.30% 5 | 21.20% 46 | 4.61% 10 | 217 | 2.62 |
| Traditional size Item | 26.07% 55 | 22.75% 48 | 29.38% 62 | 6.64% 14 | 9.95% 21 | 5.21% 11 | 211 | 2.49 |
| Conventional Classic | 15.38% 32 | 30.77% 64 | 29.33% 61 | 6.73% 14 | 12.98% 27 | 4.81% 10 | 208 | 2.70 |
| Post War Classic | 23.44% 49 | 22.01% 46 | 24.40% 51 | 8.13% 17 | 15.79% 33 | 6.22% 13 | 209 | 2.69 |
| Modern Lionel | 32.08% 68 | 25.47% 54 | 27.83% 59 | 4.25% 9 | 7.55% 16 | 2.83% 6 | 212 | 2.28 |
| Operating Car | 24.40% 51 | 27.75% 58 | 22.01% 46 | 7.66% 16 | 13.88% 29 | 4.31% 9 | 209 | 2.57 |
| High end specialty features (add on's, uniqueness) | 30.95% 65 | 29.05% 61 | 15.24% 32 | 6.19% 13 | 13.81% 29 | 4.76% 10 | 210 | 2.40 |
| How likely am I to purchase a 2015 LCCA Convention Car | 41.10% 90 | 24.66% 54 | 25.11% 55 | 3.20% 7 | 3.65% 8 | 2.28% 5 | 219 | 2.01 |

Q4 Based on your personal preference, which railroad rolling stock item do you consider your favorite?

Answered: 221 Skipped: 8



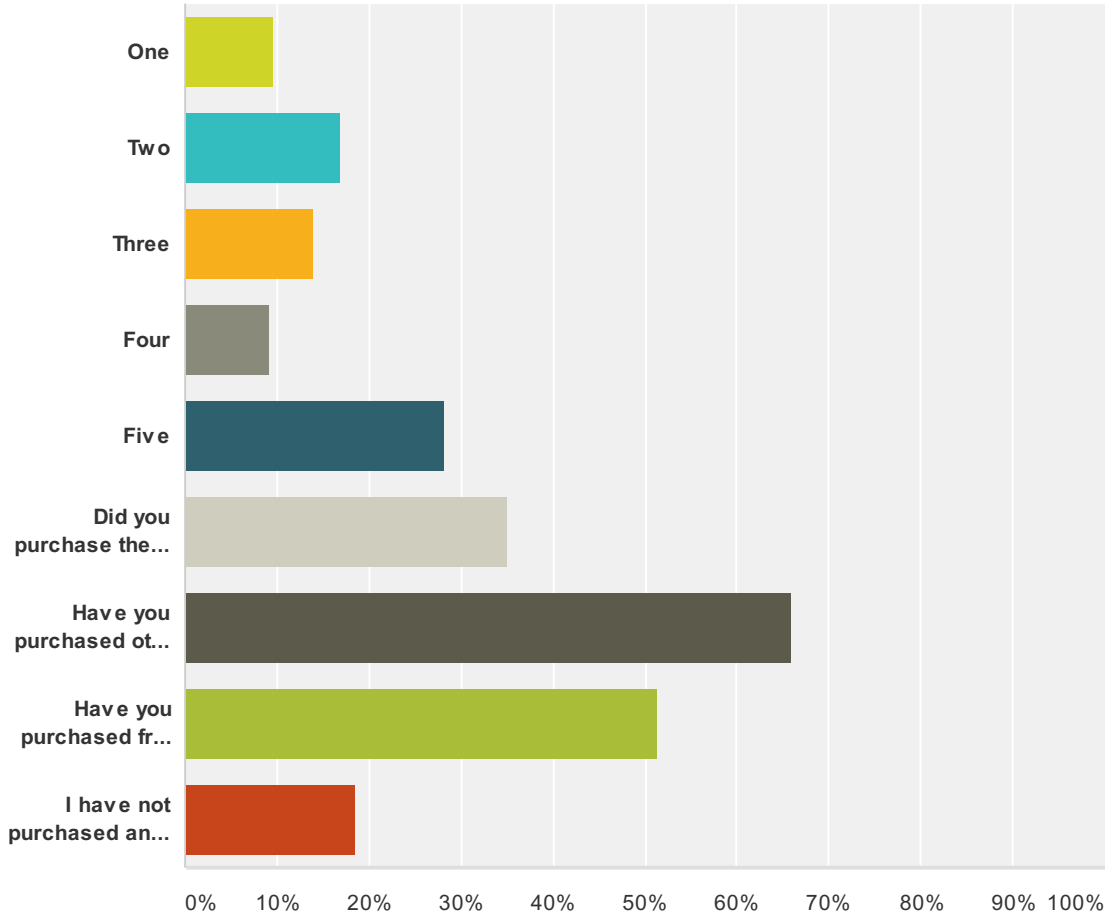
| Answer Choices | Responses |
|--------------------|-----------|
| Passenger Car | 11.31% 25 |
| Box Car/Stock Car | 17.19% 38 |
| Mint Car | 5.88% 13 |
| Flat Car With load | 9.05% 20 |
| Tank Car | 5.43% 12 |
| Caboose | 3.62% 8 |

Tell LCCA Poll Question #6

| | | |
|--|--------|------------|
| Operating Car | 14.48% | 32 |
| Other type of freight car (detail below) | 4.52% | 10 |
| A building or structure instead of a car | 2.26% | 5 |
| Steam Engine | 16.74% | 37 |
| Diesel Engine | 9.05% | 20 |
| Other item (detail below) | 0.45% | 1 |
| Total | | 221 |

Q5 How many LCCA convention cars have you purchased IN THE LAST 5 YEARS. Please spend a few moments to fill out this question completely. Check all that apply.

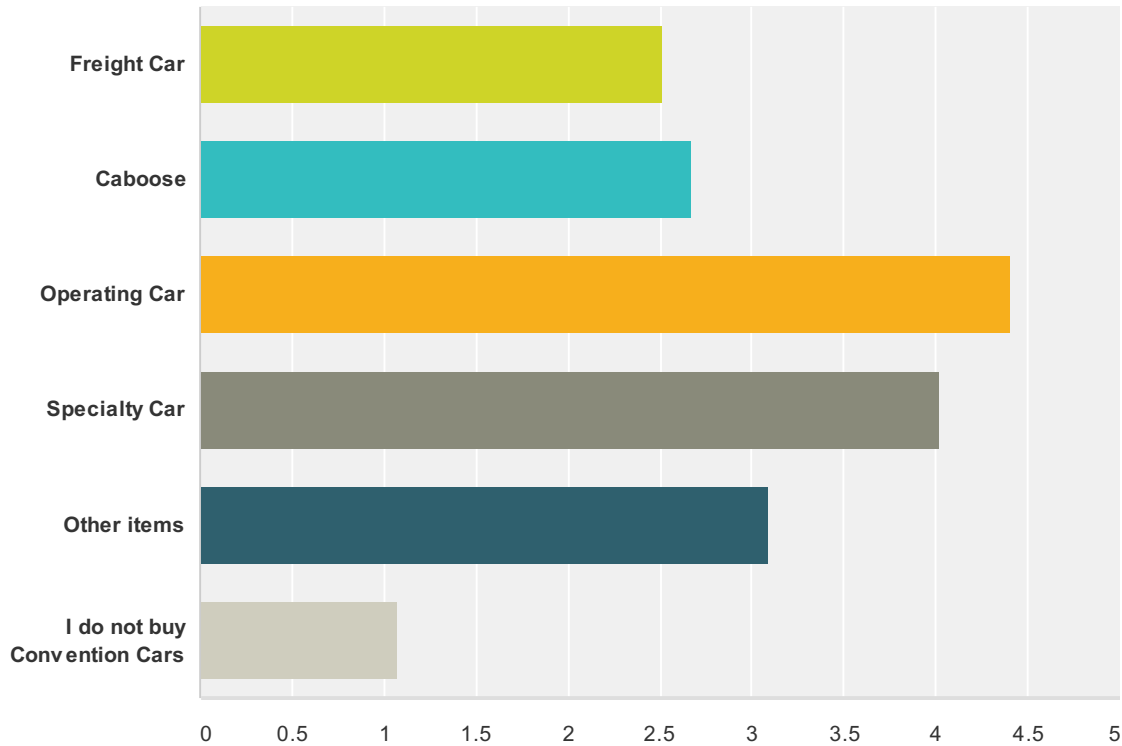
Answered: 220 Skipped: 9



| Answer Choices | Responses |
|--|------------|
| One | 9.55% 21 |
| Two | 16.82% 37 |
| Three | 14.09% 31 |
| Four | 9.09% 20 |
| Five | 28.18% 62 |
| Did you purchase the 2014 Monon Convention Car? | 35.00% 77 |
| Have you purchased other LCCA items? | 65.91% 145 |
| Have you purchased from the LCCA web store? | 51.36% 113 |
| I have not purchased any item from the LCCA in the last 5 years. | 18.64% 41 |
| Total Respondents: 220 | |

Q6 Please share your thoughts on the price points for the various items. Remember, this is not what you would like to pay, rather the price you would find reasonable on a nicely featured select items. A universal Truth - The nicer a product, the higher the price. Nice does cost. Please take time and select honestly.

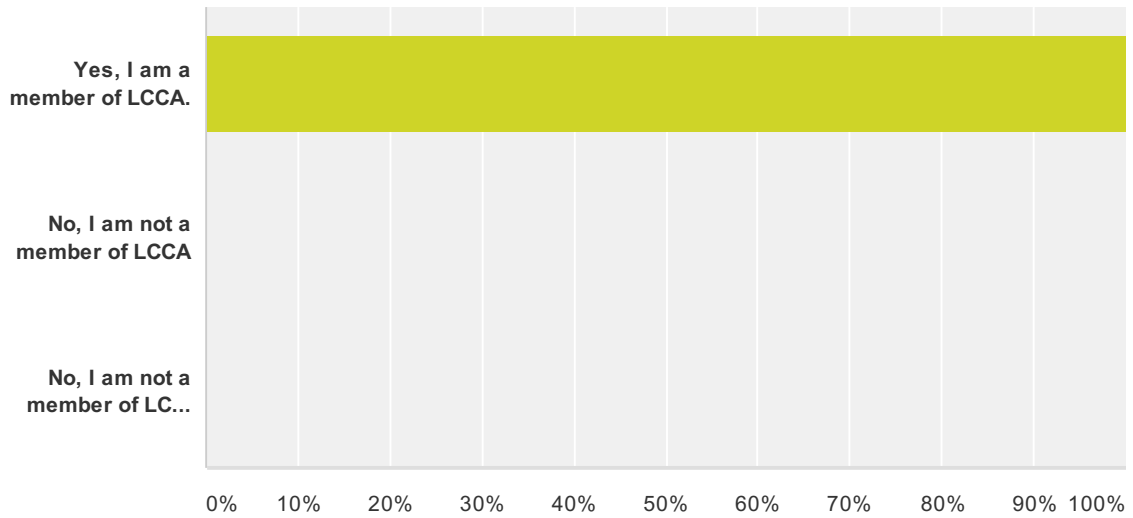
Answered: 223 Skipped: 6



| | \$60-\$70 | \$75 | \$80 | \$85 | \$90 | \$95 | \$100 | Total | Average Rating |
|------------------------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|-------|----------------|
| Freight Car | 36.06% 75 | 24.52% 51 | 15.38% 32 | 11.06% 23 | 5.77% 12 | 2.88% 6 | 4.33% 9 | 208 | 2.52 |
| Caboose | 33.68% 65 | 25.39% 49 | 14.51% 28 | 9.33% 18 | 6.22% 12 | 5.70% 11 | 5.18% 10 | 193 | 2.67 |
| Operating Car | 8.67% 17 | 10.71% 21 | 15.82% 31 | 17.86% 35 | 14.29% 28 | 8.16% 16 | 24.49% 48 | 196 | 4.41 |
| Specialty Car | 10.45% 21 | 12.94% 26 | 20.90% 42 | 16.92% 34 | 13.93% 28 | 8.46% 17 | 16.42% 33 | 201 | 4.02 |
| Other items | 33.08% 43 | 18.46% 24 | 13.85% 18 | 12.31% 16 | 2.31% 3 | 3.08% 4 | 16.92% 22 | 130 | 3.09 |
| I do not buy Convention Cars | 92.86% 13 | 7.14% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 14 | 1.07 |

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

Answered: 227 Skipped: 2



| Answer Choices | Responses |
|--|-------------|
| Yes, I am a member of LCCA. | 100.00% 227 |
| No, I am not a member of LCCA | 0.00% 0 |
| No, I am not a member of LCCA but I am considering joining. I will go to www.lionelcollectors.org and join | 0.00% 0 |
| Total | 227 |