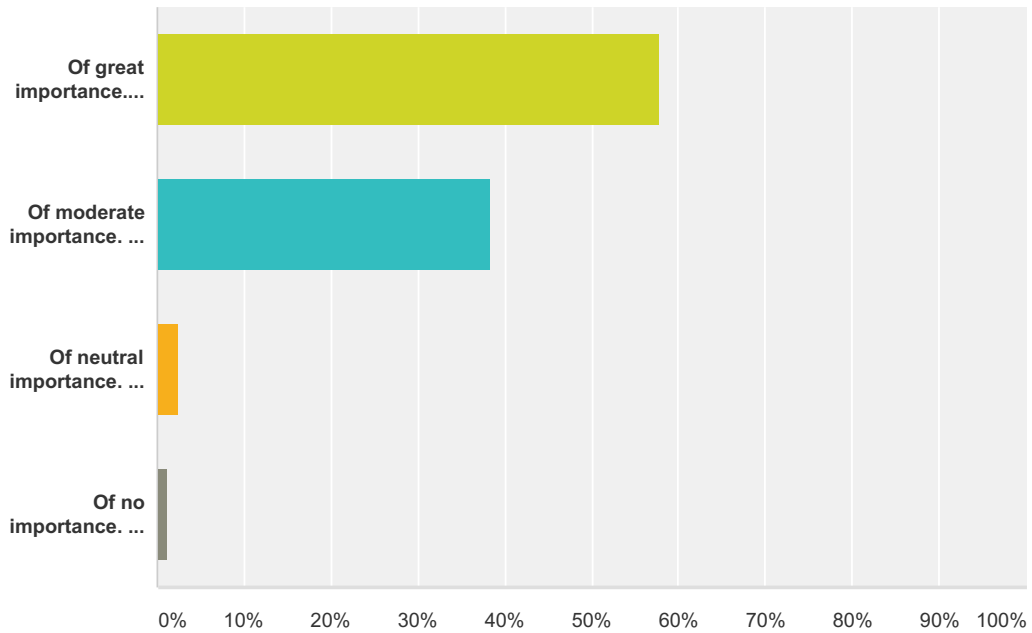


### Q1 How important is it that you receive each new Lionel catalog in your mailbox?

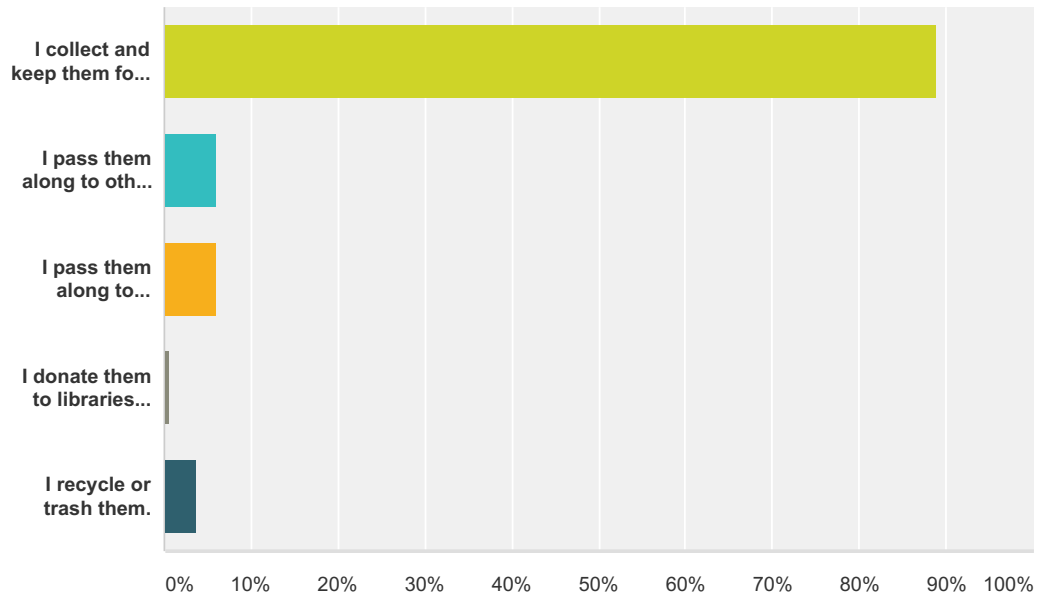
Answered: 161 Skipped: 2



Answer Choices	Responses
Of great importance. Receiving new catalogs is one of the primary reasons I join a club.	57.76% 93
Of moderate importance. I'd probably join a club for other benefits, but the catalogs are certainly nice to have.	38.51% 62
Of neutral importance. I really have no preference as to whether I receive a hard-copy catalog or not.	2.48% 4
Of no importance. I look at new catalogs on line or I am no longer interested in seeing new products; in either case, I have no use for hard-copy catalogs.	1.24% 2
<b>Total</b>	<b>161</b>

## Q2 What happens to your new Lionel catalogs after you've read them?

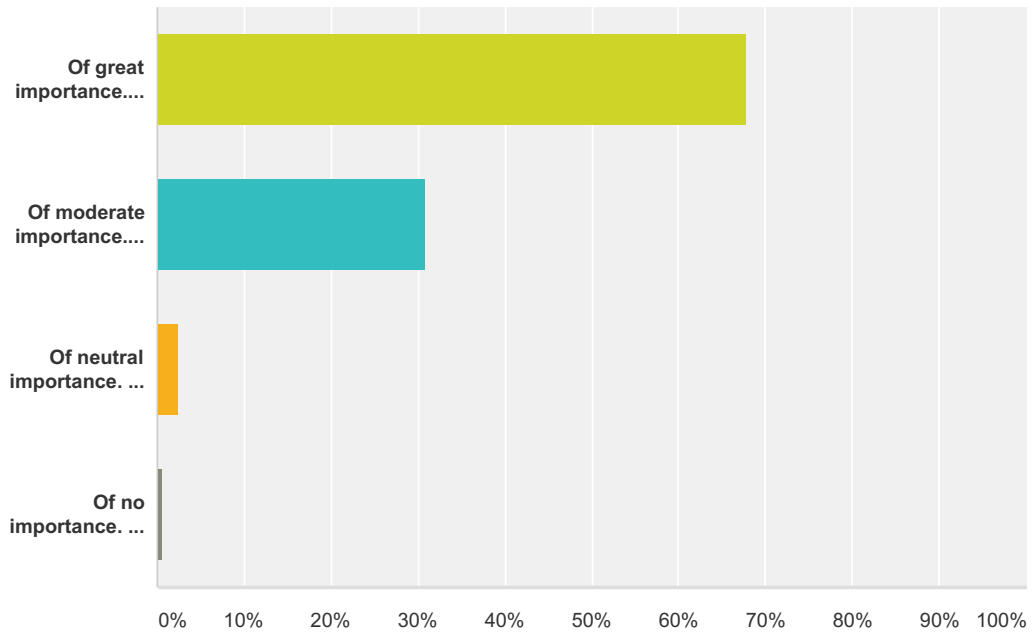
Answered: 163 Skipped: 0



Answer Choices	Responses
I collect and keep them for future reference.	88.96% 145
I pass them along to other adult model railroaders.	6.13% 10
I pass them along to children or grandchildren.	6.13% 10
I donate them to libraries, museums, charities, or train shows.	0.61% 1
I recycle or trash them.	3.68% 6
<b>Total Respondents: 163</b>	

### Q3 How important to you are club magazines?

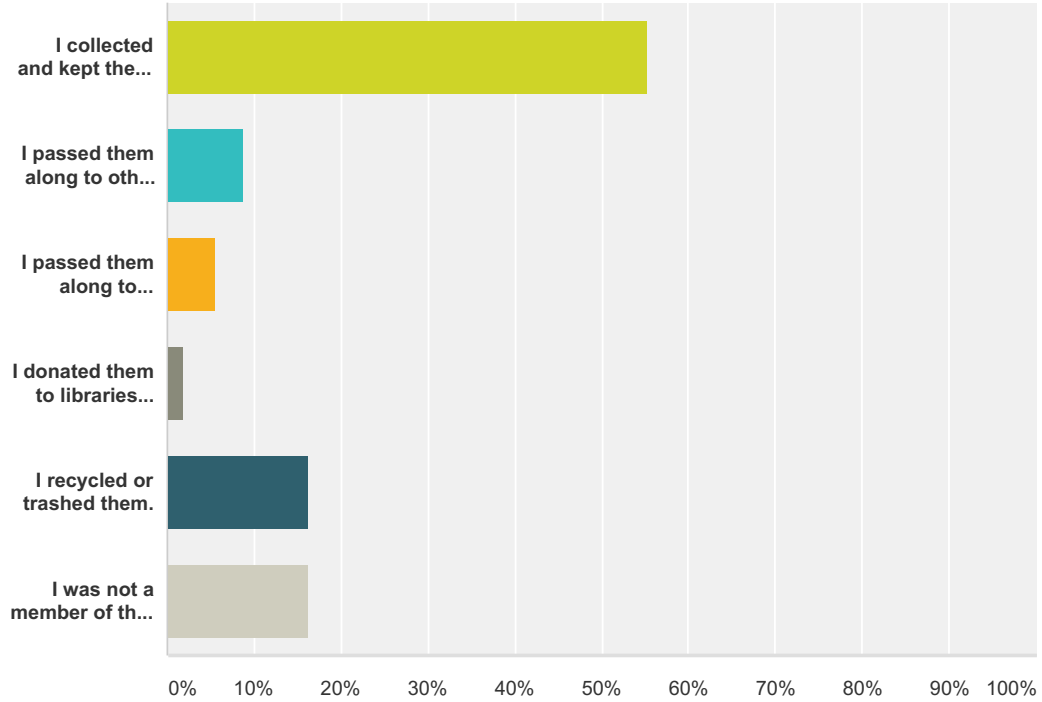
Answered: 162 Skipped: 1



Answer Choices	Responses
Of great importance. Receiving a magazine with train collecting and operating articles is one of the primary reasons I join a club.	<b>67.90%</b> 110
Of moderate importance. I'd probably join a club for other benefits, but the magazines are nice to read.	<b>30.86%</b> 50
Of neutral importance. I really have no preference as to whether I receive a club magazine or not.	<b>2.47%</b> 4
Of no importance. I would not miss club magazines were they to vanish.	<b>0.62%</b> 1
<b>Total Respondents: 162</b>	

### Q4 If you received Lionel's Inside Track, what did you do with your copies after you had finished reading them?

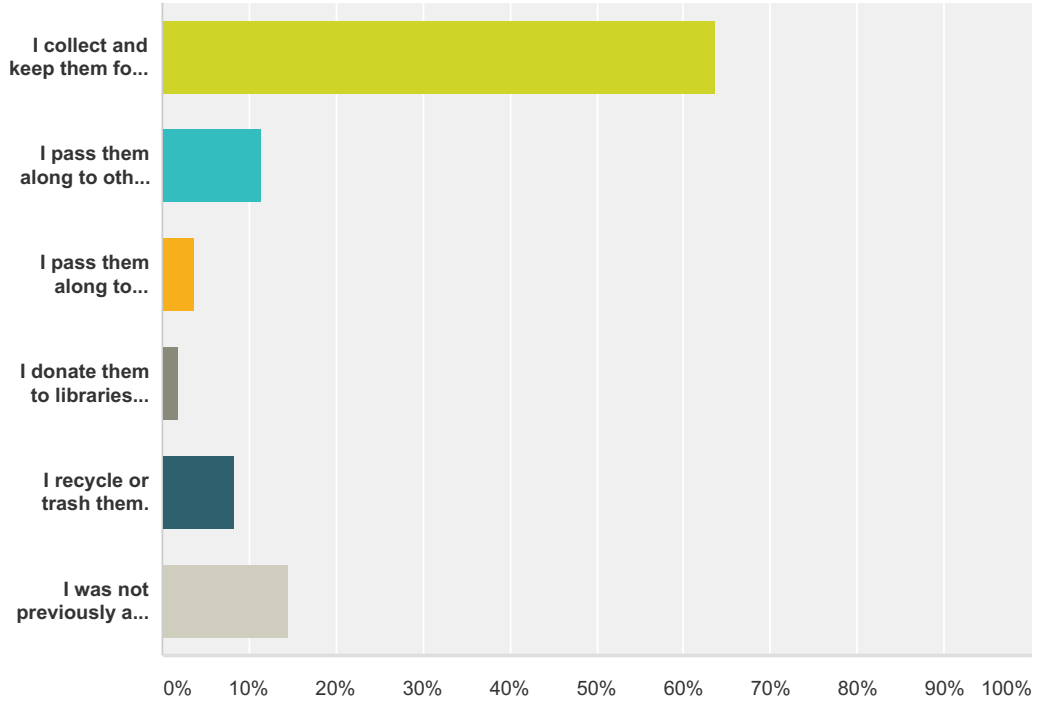
Answered: 159 Skipped: 4



Answer Choices	Responses
I collected and kept them for future reference.	55.35% 88
I passed them along to other adult model railroaders.	8.81% 14
I passed them along to children or grandchildren.	5.66% 9
I donated them to libraries, museums, charities, or train shows.	1.89% 3
I recycled or trashed them.	16.35% 26
I was not a member of the LRRC and did not receive Inside Track.	16.35% 26
<b>Total Respondents: 159</b>	

**Q5 If you receive LCCA's The Lion Roars, what do you do with your copies after you have finished reading them?**

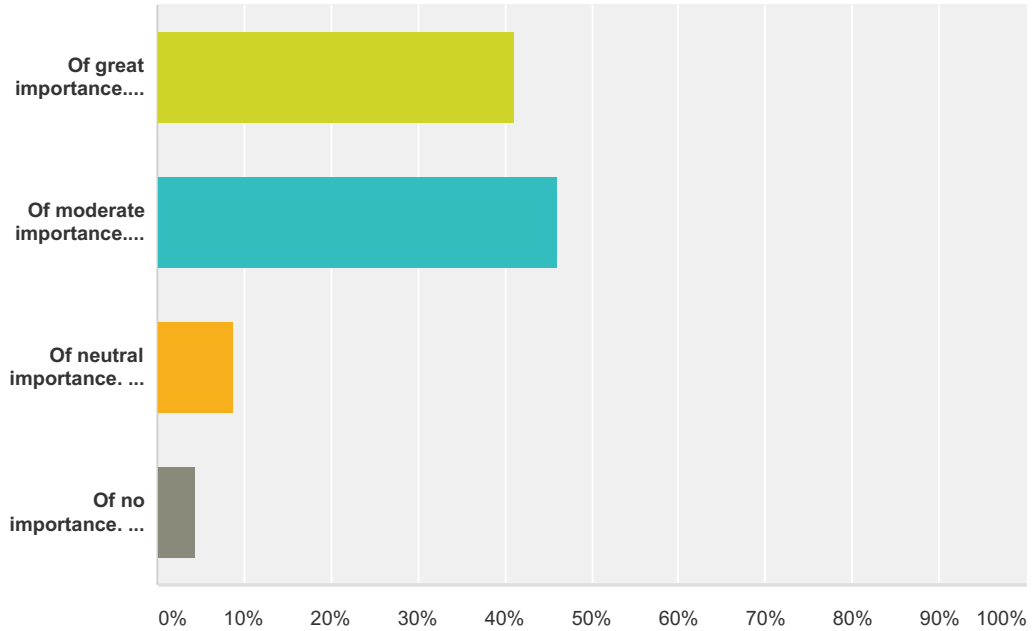
Answered: 157 Skipped: 6



Answer Choices	Responses
I collect and keep them for future reference.	63.69% 100
I pass them along to other adult model railroaders.	11.46% 18
I pass them along to children or grandchildren.	3.82% 6
I donate them to libraries, museums, charities, or train shows.	1.91% 3
I recycle or trash them.	8.28% 13
I was not previously a member of LCCA and did not receive The Lion Roars.	14.65% 23
<b>Total Respondents: 157</b>	

### Q6 How important is it to you to be able to purchase uncatalogued items offered by a club?

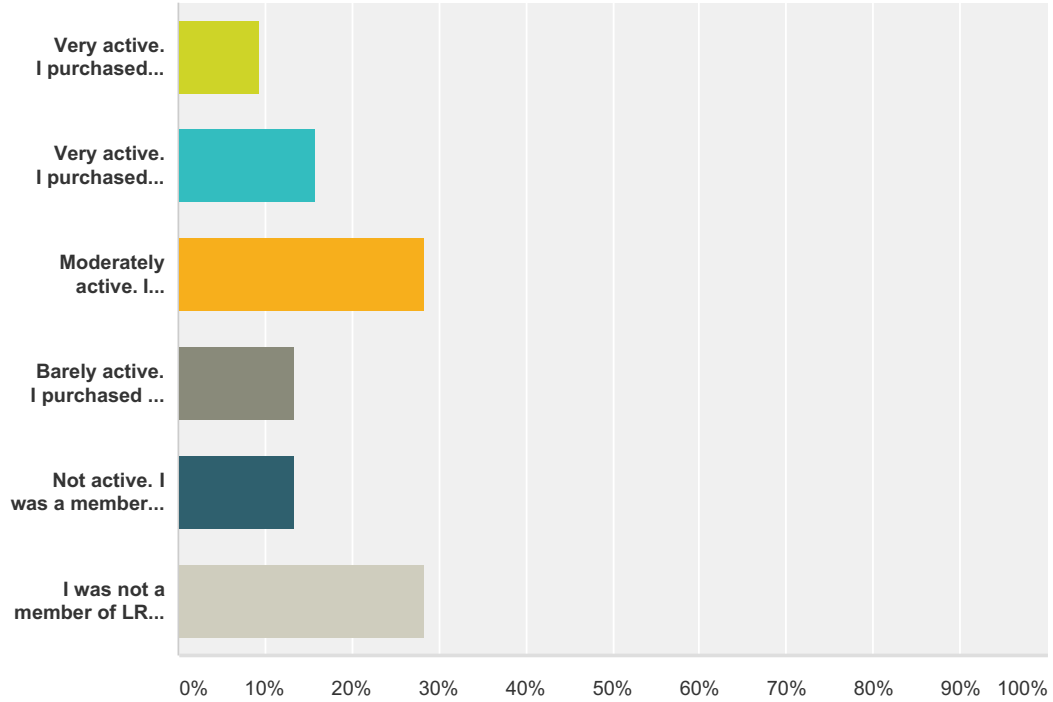
Answered: 158 Skipped: 5



Answer Choices	Responses
Of great importance. Being able to buy club cars and other uncatalogued items unique to my club is a primary reason for joining and remaining a member.	41.14% 65
Of moderate importance. I'd probably join a club for other benefits, but I also appreciate and sometimes buy the club's unique product offerings.	46.20% 73
Of neutral importance. I really have no preference as to whether a club offers me unique items or not.	8.86% 14
Of no importance. I seldom, if ever, buy items offered by a club.	4.43% 7
<b>Total Respondents: 158</b>	

**Q7 If you were a member of Lionel's LRRC, how active were you in purchasing that club's product offerings?**

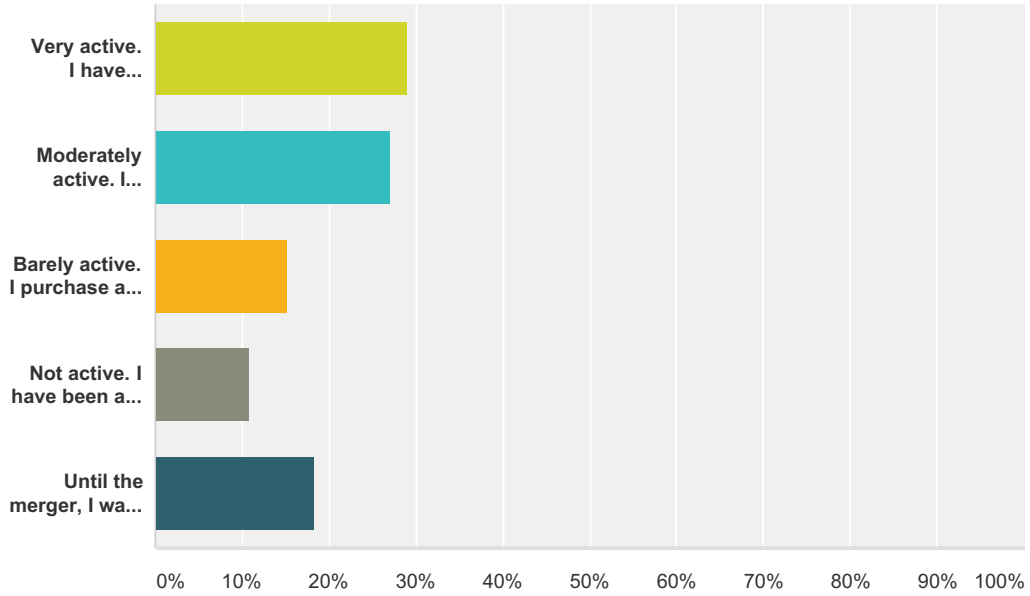
Answered: 158 Skipped: 5



Answer Choices	Responses	
Very active. I purchased LRRC CHRISTMAS CARS almost every year.	9.49%	15
Very active. I purchased other (non-holiday) cars or accessories almost every year.	15.82%	25
Moderately active. I purchased specific cars or accessories occasionally but not every year.	28.48%	45
Barely active. I purchased a few items offered through LRRC, but I was not usually interested.	13.29%	21
Not active. I was a member but never purchased an item offered by LRRC.	13.29%	21
I was not a member of LRRC and did not have the opportunity to purchase any of its product offerings.	28.48%	45
<b>Total Respondents: 158</b>		

**Q8 If you were a previous (i.e., before merger) member of LCCA, how active have you been in purchasing this club's product offerings?**

Answered: 158 Skipped: 5

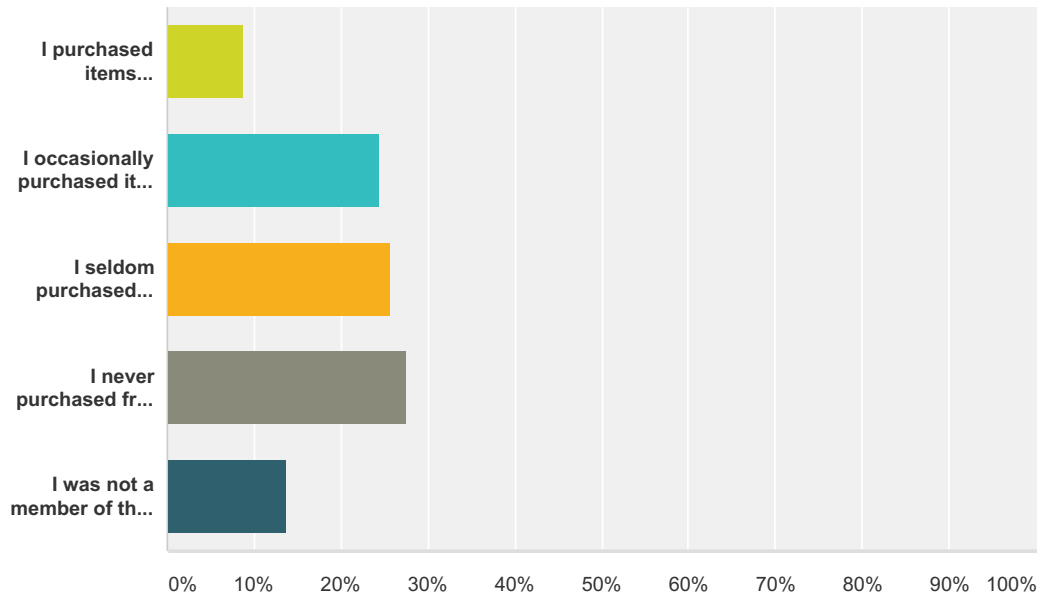


Answer Choices	Responses
Very active. I have purchased one or more unique club items almost every year.	29.11% 46
Moderately active. I purchase specific cars or accessories occasionally but not every year.	27.22% 43
Barely active. I purchase a few items offered by LCCA now and then but am not usually interested.	15.19% 24
Not active. I have been a member of LCCA for a while but have never purchased an item offered by the club.	10.76% 17
Until the merger, I was not previously a member of LCCA and did not have the opportunity to purchase any of its product offerings.	18.35% 29
<b>Total Respondents: 158</b>	



### Q9 How much did you use your 10% discount at the on-line Lionel Store?

Answered: 160 Skipped: 3



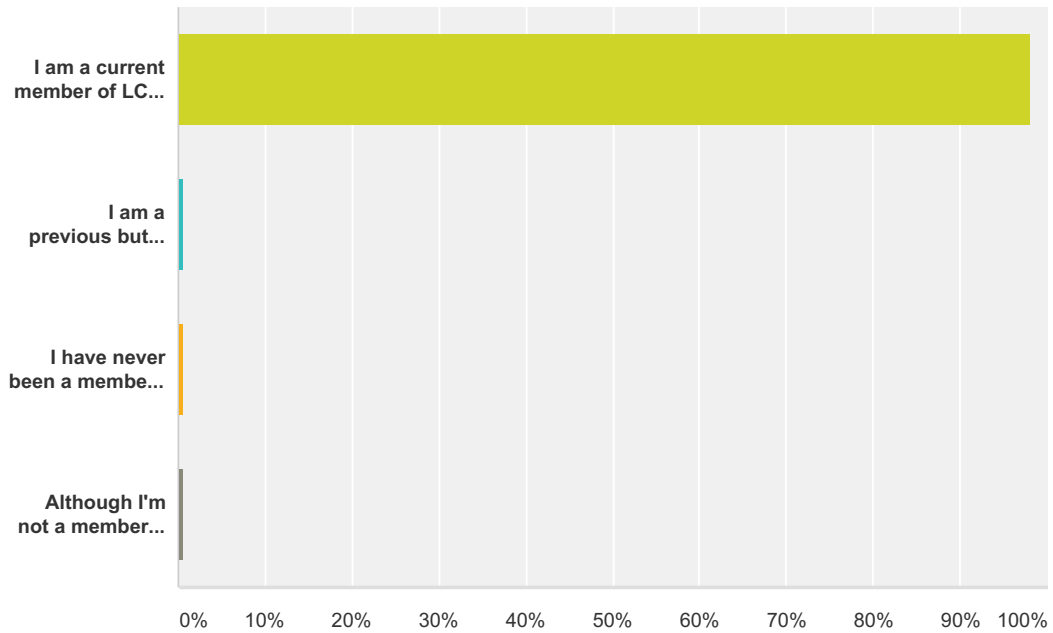
Answer Choices	Responses
I purchased items frequently from the Lionel Store and greatly valued my 10% discount.	8.75% 14
I occasionally purchased items from the Lionel Store and found the discount to be moderately valuable.	24.38% 39
I seldom purchased anything from the Lionel Store and found the discount to be nice but not significantly important.	25.62% 41
I never purchased from the Lionel Store and never used the discount, which was irrelevant to me.	27.50% 44
I was not a member of the LRRC and did not have access to the discount.	13.75% 22
<b>Total Respondents: 160</b>	

**Q10 What was the coolest thing about being a member of the LRRC; i.e., what was, in your view, the best benefit of all?**

Answered: 105 Skipped: 58

### Q11 What is your status as to club affiliation?

Answered: 160 Skipped: 3



Answer Choices	Responses
I am a current member of LCCA (including, of course, our new members from LRRC!)	98.13% 157
I am a previous but not a current member of LCCA.	0.63% 1
I have never been a member of LCCA and have not yet decided to join.	0.63% 1
Although I'm not a member of LCCA yet, I'm heading to the club's website to join right now!	0.63% 1
<b>Total</b>	<b>160</b>