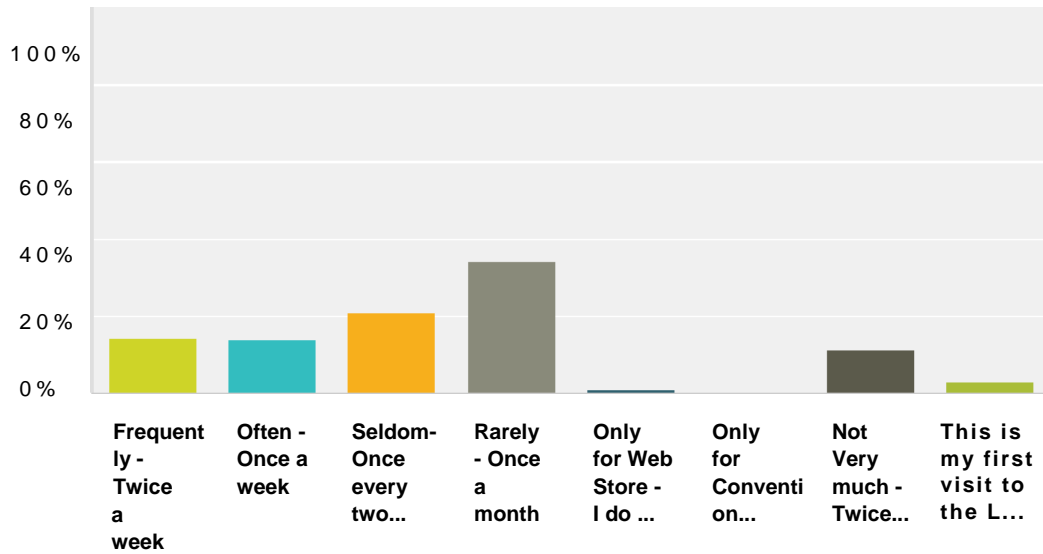


Q1 How often do you reference or visit the LCCA website?

Answered: 329 Skipped: 9



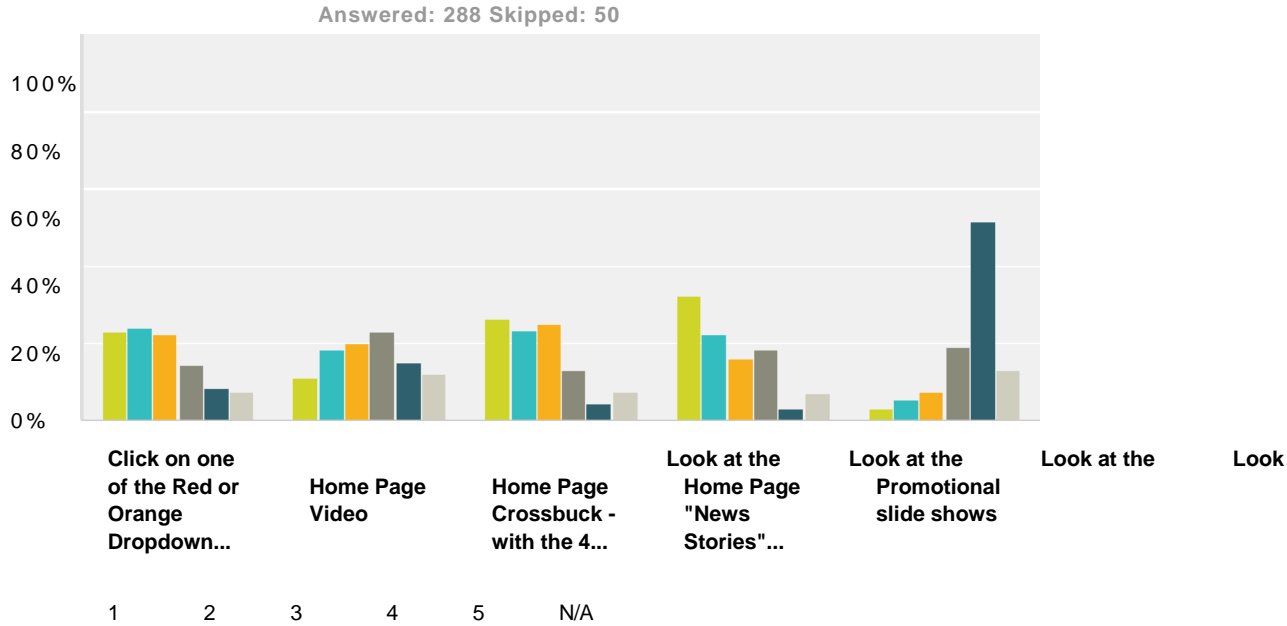
Answer Choices	Responses
Frequently - Twice a week	14.59% 48
Often - Once a week	13.98% 46
Seldom- Once every two weeks	20.97% 69
Rarely - Once a month	34.35% 113
Only for Web Store - I do not log in otherwise	0.91% 3
Only for Convention Registrations	0.61% 2
Not very much - Twice a year or less	11.55% 38
This is my first visit to the LCCA Website	3.04% 10
Total	329

#	Other (please specify)
1	Somewhere between Seldom and Rarely. Call it once every 3 weeks. It's sporadic, however, and tends to clump together. There will be a spate of activity followed by a long, dry spell.
2	Daily to see what new offerings you might have
3	Very often if I am doing research on prices using the online interchange track. Recently, because of the 2014 Convention which I am happy to enroll early. If I did not have a computer, I would not be able to attend two of the events because they will be sold out.
4	I read every posting that is sent to my email, weekly, monthly etc whenever I get them
5	when I see a notice on the ogr forum
6	I check E-trackfor product pricing.
7	Once every 2-3 weeks to check the eTrack ads; otherwise rarely-once a month or less.
8	When I have listings in E-Track, I visit the website 2 to 3 times per week.
9	sometimes more than twice a week

What the LCCA Survey Says #1

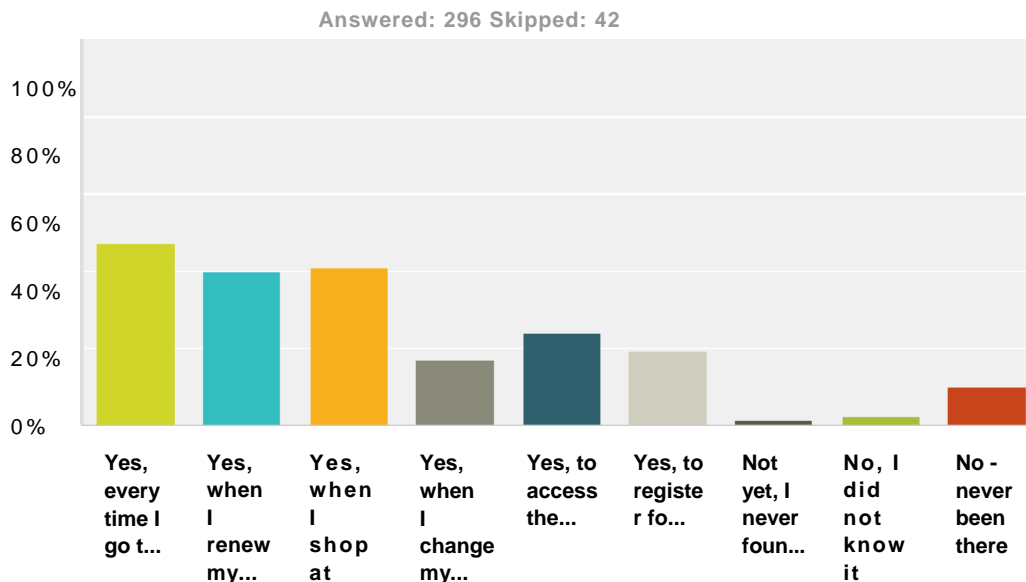
10	I went to the site frequently to track information on the Lionel Red Carpet event at Concord NC last year and rarely otherwise. We have a great web site and wish I had more time to visit more often. Maybe this is my wake up call to visit more often.	
11	Maybe a little more than twice a year but not even once every two months.	
12	I go to the site in spurts, multiple times on consecutive days then not for a month. In other words it's random, there is so much good information and when I remember to look something up the LCCA site is where I go.	
13	I visit whenever I receive an email from the LCCA!	
14	But enjoy the info when I do visit probably will do more now that get email/updates from you.	
15	Never as all stuff from the LCCA is automatically sent to my junk mail file and deleted. i only respond to written materials not electronic stuff.	
16	Only for specific needs or when an email, such as this, directs me there.	
17	Especially to see what's new in the Store.	
18	Once a month is "rarely"? I'd say that twice a year might be "rarely" but that monthly is really fairly often! This, of course, is why train buyers and sellers sometimes disagree. What is "excellent" to one is just "very good" to another. Language can be rather imprecise! :-)	
19	Maybe not even once a month, but probably more than twice a year.	
20	When time allows I check the LCCA website on a daily basis. No telling what was added from the past 24 hours, besides I always find something I had missed the last time I was on the website	
21	Very Frequently - more than twice a week.	
22	At least once a day to see what's new in Lionel and the club.	
23	Keep up with what is going on	

Q2 Where on the LCCA Home Page do you go first? This is a ranking question - as you select an option it will move up or down the list of options.



	1	2	3	4	5	N/A	Total	Average Ranking
Click on one of the Red or Orange Dropdown Buttons	22.92% 66	23.96% 69	22.57% 65	14.58% 42	8.33% 24	7.64% 22	288	3.42
Look at the Home Page Video	11.11% 32	18.75% 54	20.14% 58	22.92% 66	14.93% 43	12.15% 35	288	2.87
Look at the Home Page Crossback - with the 4 most important new items	26.74% 77	23.26% 67	25% 72	12.85% 37	4.51% 13	7.64% 22	288	3.59
Look at the Home Page "News Stories" section	32.64% 94	22.57% 65	15.97% 46	18.75% 54	3.13% 9	6.94% 20	288	3.68
Look at Promotional slide shows	2.78% 8	5.56% 16	7.64% 22	19.10% 55	51.74% 149	13.19% 38	288	1.72

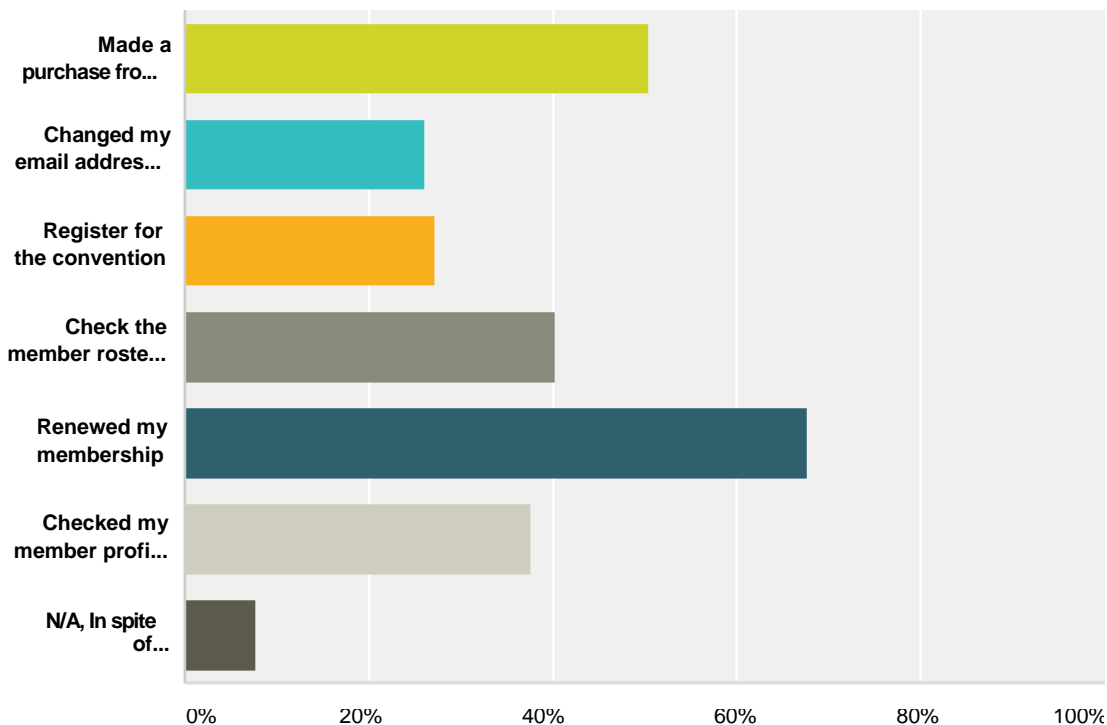
Q3 Have you visited the Members Only section? Choose only those that apply to you



Answer Choices	Responses
Yes, every time I go to the site	47.64% 141
Yes, when I renew my membership	39.86% 118
Yes, when I shop at Web Store	40.88% 121
Yes, when I change my address / Phone /e-mail info	16.89% 50
Yes, to access the member roster	23.99% 71
Yes, to register for annual Convention	19.26% 57
Not yet, I never found my member password	1.69% 5
No, I did not know it existed	2.36% 7
No - never been there	10.14% 30
Total Respondents: 296	

Q4 Have you used the website for a transaction? Choose only those that apply.

Answered: 288 Skipped: 50



Answer Choices	Responses
Made a purchase from the store	50.35% 145
Changed my email address, home address, password, etc.	26.04% 75
Register for the convention	27.08% 78
Check the member roster for a fellow member or members located in my area	40.28% 116
Renewed my membership	67.71% 195
Checked my member profile to see if my personal data is correct	37.50% 108
N/A, In spite of encouragement I prefer not to conduct transactions on the website	7.64% 22
Total Respondents: 288	

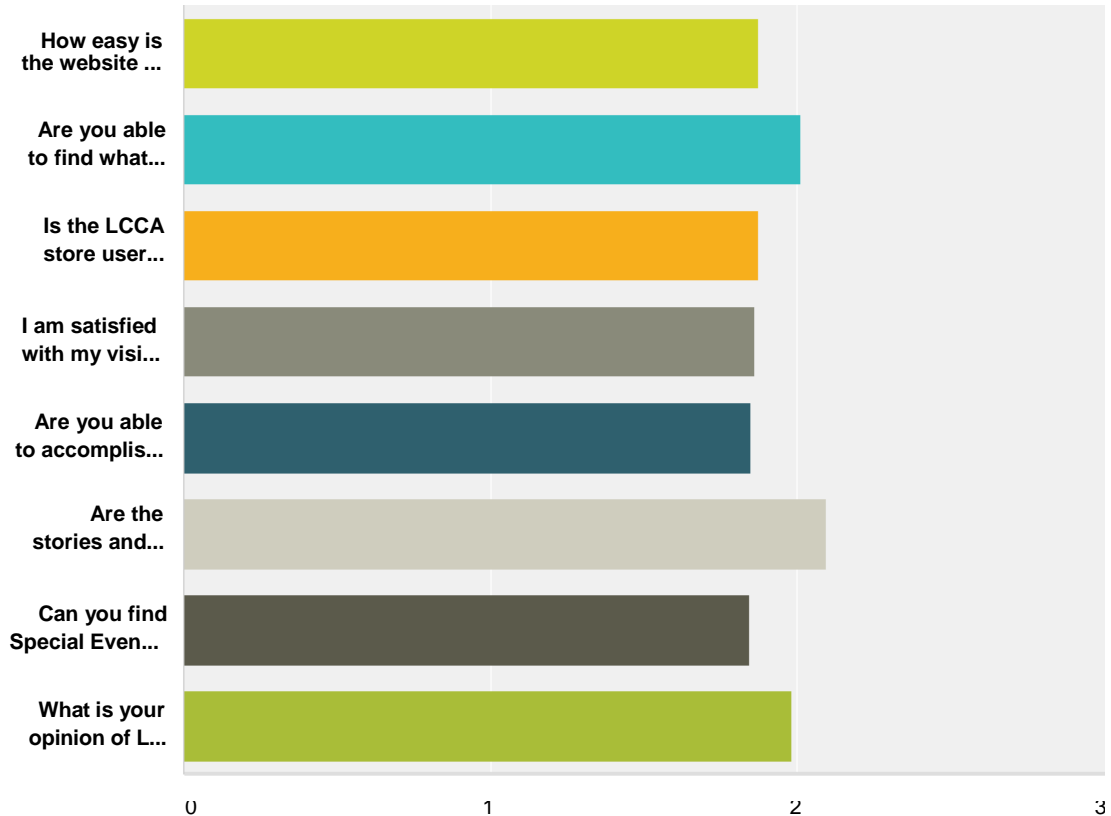
#	Other (please specify)
1	Too risky to make financial transactions on the internet.
2	I use the website mostly to access the interchange track.
3	To check the Interchange Track for items.
4	need info on 402 e black crackle work set
5	not yet
6	special events registration
7	not yet

What the LCCA Survey Says #1

8	buy and sell through eTrack ads	
9	track the Lionel Red Carpet event in Concord NC and check on the events schedule.	
10	check eTrack - this is why I visit every week, the rest is as needed or as time allows; I have bought many trains from members listing them on eTrack	
11	Also posted to the Interchange Track.	
12	I fear that my latest purchase from the store was some while back. Now I need to thin my collection, not fatten it further, although I confess that selling some of my treasures is a painful thing to do.	
13	Started my membership.	
14	Got phone number for a member to purchase car from the etrack section of the website	
15	Have purchased from other members, but not from the store.	
16	I would prefer a pdf. link be posted so that I could print out a particular car order form, fill it out and mail it in with a check rather than order online using a CC. I prefer to do this as I can print out extra copies for my file and to save to the hard drive.	
17	To see what new train related items are offered by the club.	

Q5 We are looking for feedback on the LCCA website. Please rate your experiences. A rating of 1 is superior, a rating of 7 is unsatisfactory.

Answered: 289 Skipped: 49



	Excellent	(no label)	(no label)	(no label)	(no label)	(no label)	Unsatisfactory	N/A	Total	Average Rating
How easy is the website to use?	39.79% 115	37.37% 108	11.07% 32	5.88% 17	1.04% 3	0.35% 1	0% 0	4.50% 13	289	1.87
Are you able to find what you are looking for?	37.37% 108	35.29% 102	15.22% 44	4.84% 14	2.42% 7	0.69% 2	0.69% 2	3.46% 10	289	2.01
Is the LCCA store user friendly?	38.89% 112	30.56% 88	11.11% 32	5.90% 17	1.04% 3	0.35% 1	0% 0	12.15% 35	288	1.87
I am satisfied with my visits to the website?	43.21% 124	34.49% 99	11.85% 34	5.92% 17	0.70% 2	1.05% 3	0% 0	2.79% 8	287	1.86
Are you able to accomplish your objective when you visit the website?	45.33% 131	33.91% 98	10.73% 31	4.15% 12	1.38% 4	1.04% 3	0.69% 2	2.77% 8	289	1.85
Are the stories and announcements on the Home Page useful to you?	35.69% 101	32.86% 93	12.01% 34	9.89% 28	2.83% 8	0% 0	0.71% 2	6.01% 17	283	2.09

What the LCCA Survey Says #1

Can you find Special Event information easily?	40.70% 116	31.58% 90	11.93% 34	3.86% 11	2.11% 6	0% 0	0% 0	9.82% 28	285	1.84
What is your opinion of LCCA Special Events?	40.14% 114	28.52% 81	10.92% 31	8.45% 24	1.76% 5	1.41% 4	0% 0	8.80% 25	284	1.98

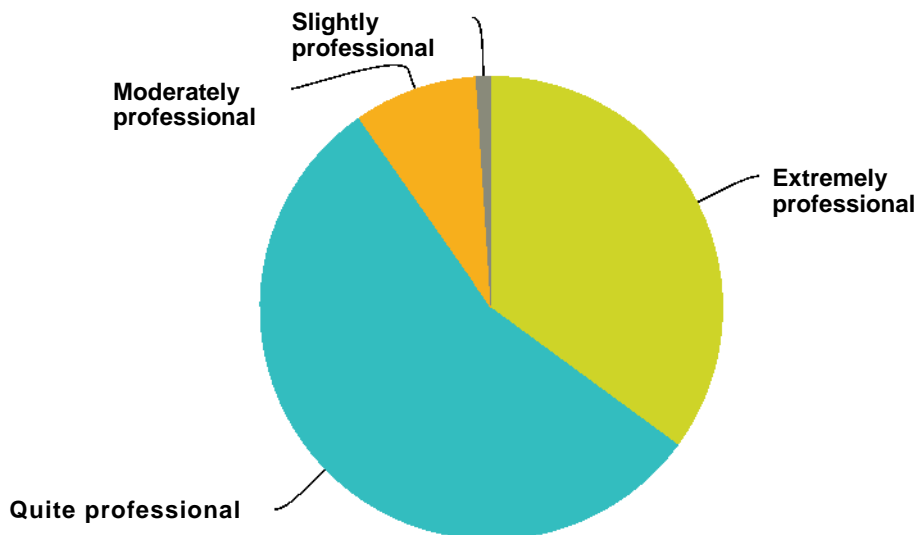
#	Other (please specify)	
1	Special Events: I think they are over rated. Don't need to see them in the Lionel Roars. I have been to a few. Need new billboards to give out at these events if you are going to continue them! Don't use the on line store.	
2	the pictures of the convention cars should be up dated	
3	The LCCA should change their bylaws and have local train shows and thus promote the Lionel name better and get the word out that Lionel is still in business. I believe Lionel should carry their products in department stores year around and use hobby shops as repair resources.	
4	either too far away or not convenient timing for me, but keep trying!	
5	Information about the upcoming convention seems to be a bit more hidden than I would think it should be. Of course, I haven't looked for it in a few weeks, so perhaps it's a bit more prominent now that tours are starting to finalize.	
6	I live outside of the U.S. I live in the Philippines. I cannot order from the store because your order blank is for U.S only. It demands a US address which I cannot provide and wants a US format phone # I have an international # Please us an updated international format so I can order some wanted items. All parcels shipped to the Philippines must be sent ONLY thru U.S.Postal Service Priority International!!!! Postage is very reasonable for this service. Thank You	
7	WOULD LIKE TO SEE A REGULAR COMMENT OR SUGGESTION SECTION. I THINK THE PRICES FOR JMS ARE HIGH FOR THE CONVENTION. YOUNG FAMILIES CAN NOT AFFORD IT WITH TRAVEL COSTS. WE ARE HERE TO PROMOTE THE HOBBIE FOR THE YOUNGER GENERATION AND NOT TO FORGET THOSE THAT DONT HAVE THE FINANCIAL MEANS TO BE LEFT OUT.	
8	Tried to make an on-line purchase (coal train) and was unable to complete it. Quite frustrating.	
9	Have no reason to visit. Paper magazine in the mail seems enough for me.	
10	I commend the leadership for their efforts to promote the club and the hobby. Job well done!	
11	Not always available for all members.	
12	Could not find a satisfactory way to contact the club 1	
13	on special events, i live in the Boston, ma area .there are not activities in our area	
14	No special events in Washington state - and traveling out of state is rarely possible since I still work.	
15	LCCA IS THE BEST !!! WITH FOLKS LIKE OUR PRES. & AL C. & .THE OFFICE STAFF...WOW!!! I REALLY MISS LOUIE.... THANKS	
16	The videos need to be Apple friendly.	
17	I think the special events are a key for me even thought I don't get to go now, except for the Lionel Red Carpet Event, I hope to slow down some day and participate in special events to see others layouts and meet other members. Unfortunately for now, everything is a time issue (i don't have enough time.)	
18	Nice to go to.	
19	Special events IMHO are a great way for members to meet and they help grow the hobby.	
20	The Special Events are great and Al K has done a great job of promoting the LCCA through his visits.	
21	new products for specials for collectors	
22	not many events close to where I live	

What the LCCA Survey Says #1

23	The website is good	
24	I haven't used website. Hope to do so in the future.	
25	I have only used the site to renew my membership. I will make it a point to start visiting more often.	
26	I wish there were a Special Event that I could attend; I would love to do so. The nearest activity of any sort seems to be in Denver, and even that is a six-hour drive each way for me. Twelve hours of round-trip driving pretty much puts most model railroad activities well out of reach. :-(
27	I am an S gauger and, although I have heard a lot of talk about reaching out (e.v. producing Club cars in other gauges), I have yet to see you walk the salm!	
28	What I find most difficult is emailing the club, whether its to ask the expert (who did not respond) or to give my opinion on the website. It's awfully difficult to do that.	
29	I have never been to a LCCA Special Events since I joined. I have not seen one advertised close to where I live.	
30	A lot of information scattered throughout the site	
31	Special Events schedule should be easier to view	

Q6 How professional is the look and feel of our website?

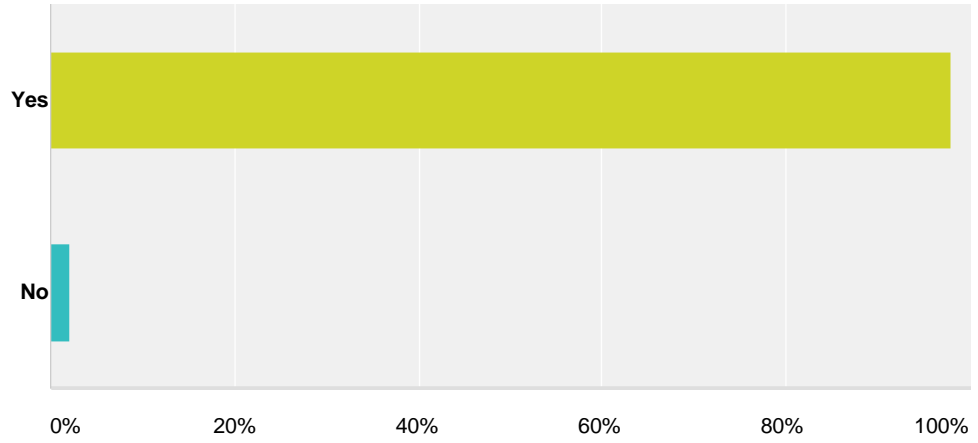
Answered: 288 Skipped: 50



Answer Choices	Responses	
Extremely professional	35.07%	101
Quite professional	55.21%	159
Moderately professional	8.68%	25
Slightly professional	1.04%	3
Not at all professional	0%	0
Total		288

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

Answered: 294 Skipped: 44



Answer Choices	Responses
Yes	97.96% 288
No	2.04% 6
Total	294