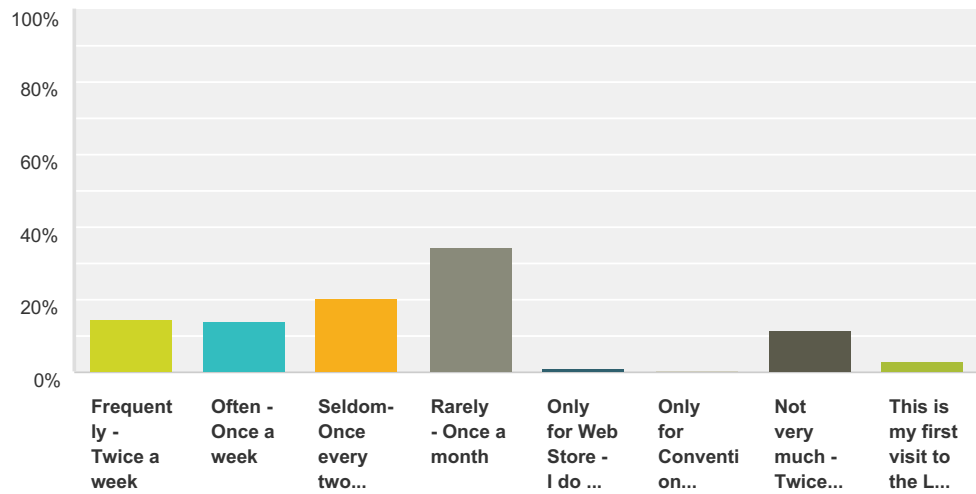


### Q1 How often do you reference or visit the LCCA website?

Answered: 344 Skipped: 9

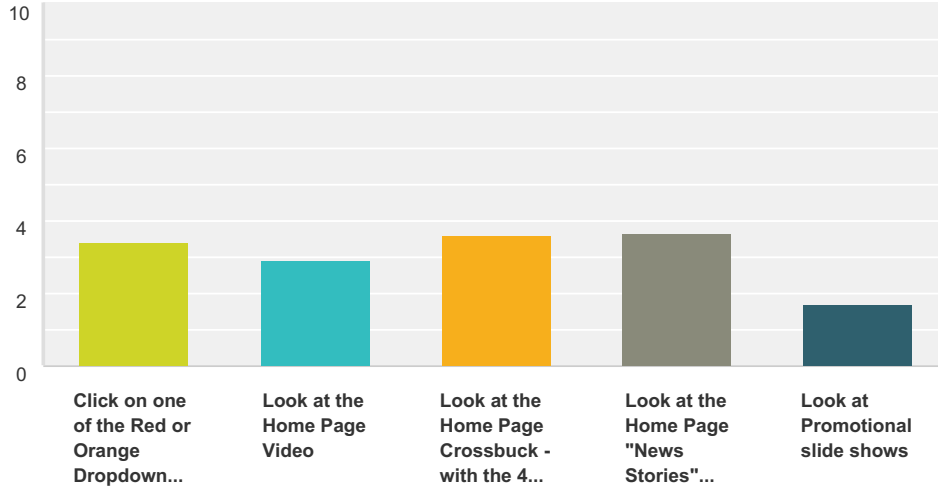


Answer Choices	Responses
Frequently - Twice a week	14.53% 50
Often - Once a week	14.24% 49
Seldom- Once every two weeks	20.64% 71
Rarely - Once a month	34.30% 118
Only for Web Store - I do not log in otherwise	0.87% 3
Only for Convention Registrations	0.58% 2
Not very much - Twice a year or less	11.63% 40
This is my first visit to the LCCA Website	3.20% 11
<b>Total</b>	<b>344</b>

What the LCCA Survey Says #1

**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.**

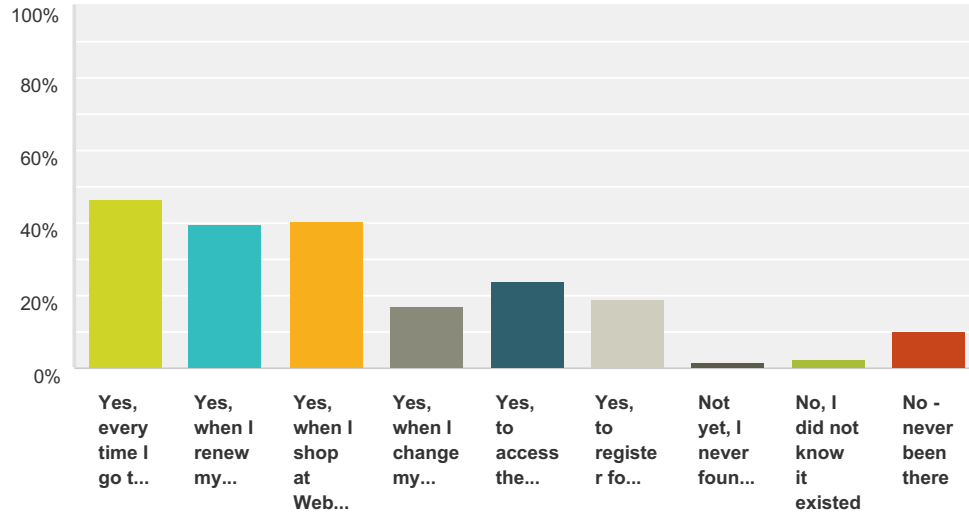
Answered: 299 Skipped: 54



	1	2	3	4	5	N/A	Total	Score
Click on one of the Red or Orange Dropdown Buttons	23.49% 70	23.83% 71	22.15% 66	14.43% 43	8.72% 26	7.38% 22	298	3.42
Look at the Home Page Video	11.07% 33	19.80% 59	19.80% 59	22.48% 67	14.43% 43	12.42% 37	298	2.89
Look at the Home Page Crossback - with the 4 most important new items	26.51% 79	23.15% 69	26.17% 78	12.42% 37	4.36% 13	7.38% 22	298	3.59
Look at the Home Page "News Stories" section	32.55% 97	22.48% 67	16.11% 48	19.13% 57	3.02% 9	6.71% 20	298	3.67
Look at Promotional slide shows	2.69% 8	5.39% 16	7.41% 22	19.53% 58	51.85% 154	13.13% 39	297	1.71

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

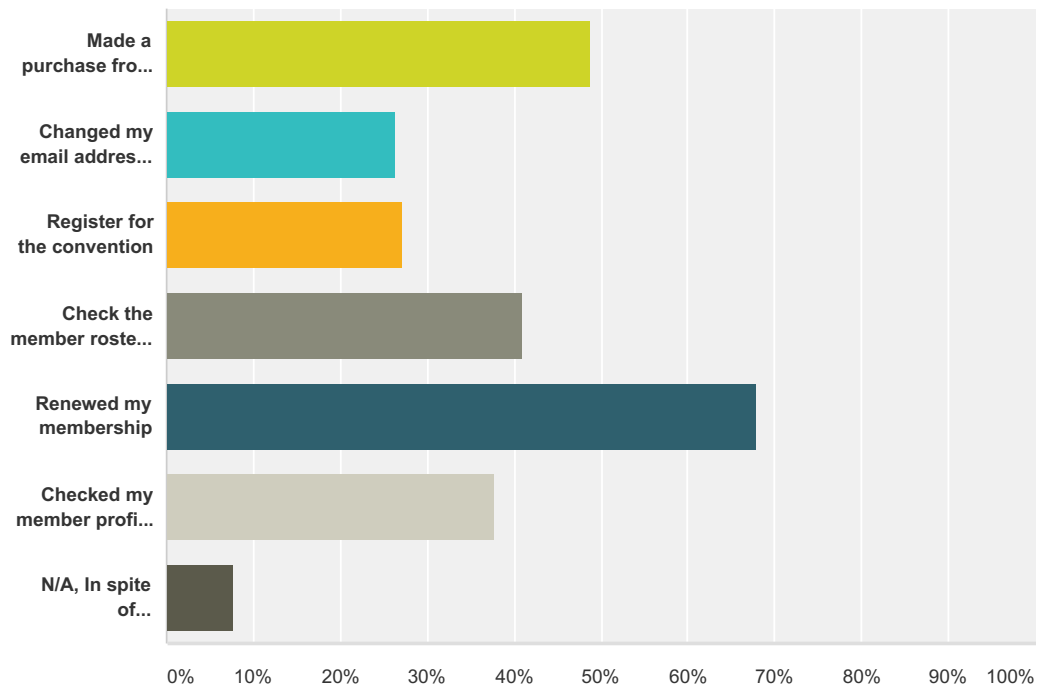
Answered: 308 Skipped: 45



Answer Choices	Responses	
Yes, every time I go to the site	46.43%	143
Yes, when I renew my membership	39.61%	122
Yes, when I shop at Web Store	40.26%	124
Yes, when I change my address / Phone /e-mail info	16.88%	52
Yes, to access the member roster	24.03%	74
Yes, to register for annual Convention	18.83%	58
Not yet, I never found my member password	1.62%	5
No, I did not know it existed	2.60%	8
No - never been there	10.06%	31
<b>Total Respondents: 308</b>		

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

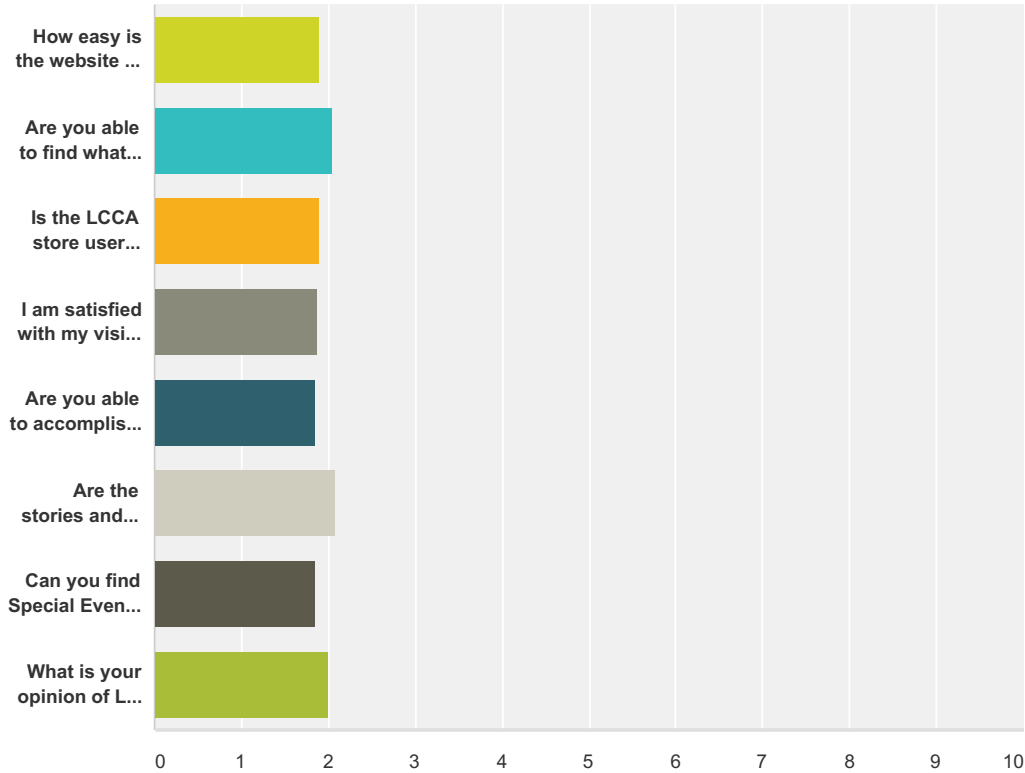
Answered: 301 Skipped: 52



Answer Choices	Responses
Made a purchase from the store	48.84% 147
Changed my email address, home address, password, etc.	26.25% 79
Register for the convention	27.24% 82
Check the member roster for a fellow member or members located in my area	40.86% 123
Renewed my membership	67.77% 204
Checked my member profile to see if my personal data is correct	37.87% 114
N/A, In spite of encouragement I prefer not to conduct transactions on the website	7.64% 23
<b>Total Respondents: 301</b>	

**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.**

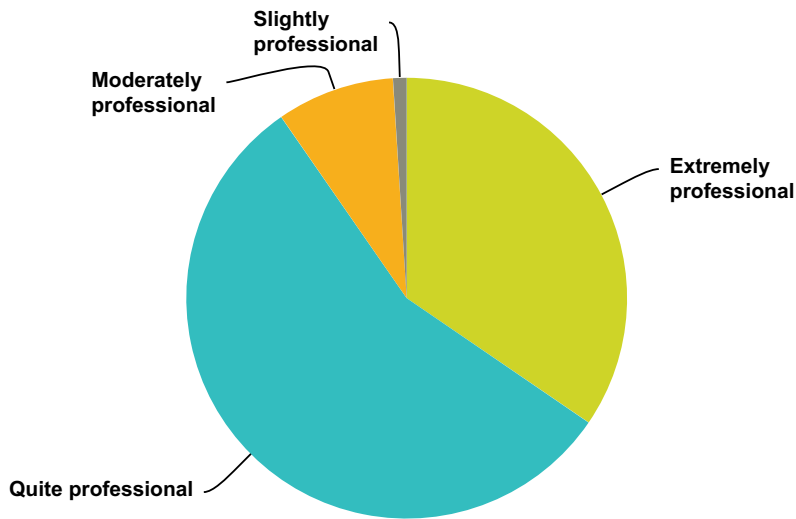
Answered: 302 Skipped: 51



	Excellent	(no label)	(no label)	(no label)	(no label)	(no label)	Unsatisfactory	N/A	Total	Weighted Average
How easy is the website to use?	39.07% 118	37.09% 112	11.92% 36	5.63% 17	0.99% 3	0.99% 3	0.00% 0	4.30% 13	302	1.91
Are you able to find what you are looking for?	36.75% 111	35.10% 106	15.23% 46	4.97% 15	2.65% 8	0.99% 3	0.66% 2	3.64% 11	302	2.04
Is the LCCA store user friendly?	38.87% 117	30.23% 91	11.30% 34	5.98% 18	1.00% 3	0.66% 2	0.00% 0	11.96% 36	301	1.89
I am satisfied with my visits to the website?	43.00% 129	33.67% 101	12.33% 37	6.00% 18	0.67% 2	1.33% 4	0.00% 0	3.00% 9	300	1.88
Are you able to accomplish your objective when you visit the website?	45.03% 136	33.44% 101	11.26% 34	3.97% 12	1.32% 4	1.32% 4	0.66% 2	2.98% 9	302	1.86
Are the stories and announcements on the Home Page useful to you?	35.93% 106	32.20% 95	12.54% 37	9.83% 29	3.05% 9	0.00% 0	0.68% 2	5.76% 17	295	2.09
Can you find Special Event information easily?	40.94% 122	30.54% 91	12.08% 36	4.03% 12	2.35% 7	0.34% 1	0.00% 0	9.73% 29	298	1.86
What is your opinion of LCCA Special Events?	39.39% 117	28.28% 84	11.45% 34	8.42% 25	1.68% 5	1.68% 5	0.00% 0	9.09% 27	297	2.01

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

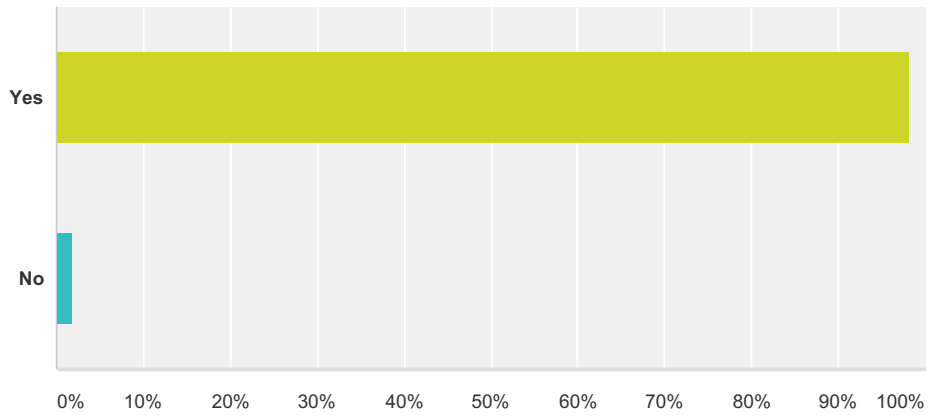
Answered: 301 Skipped: 52



Answer Choices	Responses	
Extremely professional	34.55%	104
Quite professional	55.81%	168
Moderately professional	8.64%	26
Slightly professional	1.00%	3
Not at all professional	0.00%	0
<b>Total</b>		<b>301</b>

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

Answered: 307 Skipped: 46



Answer Choices	Responses
Yes	98.05% 301
No	1.95% 6
<b>Total</b>	<b>307</b>