### **The Ultimate LEGO® Fan Experience Questionnaire**

Introduction:

Thank you for taking the time to share your thoughts and experiences with LEGO® bricks! Your feedback is invaluable for understanding the community and what makes building so special. This questionnaire should take approximately 10-15 minutes to complete.

**Section A: Your LEGO® Journey**

1. Which age group do you fall into?

( ) Under 12

( ) 13 - 17

( ) 18 - 24

( ) 25 - 34

( ) 35 - 49

( ) 50+

2. How would you describe your primary relationship with LEGO®?

( ) I am a new fan, just getting started.

( ) I am a casual builder, I build a few sets a year.

( ) I am a dedicated hobbyist / AFOL (Adult Fan of LEGO).

( ) I primarily buy LEGO® for my children/family members.

( ) I am a collector of specific themes or sets.

( ) Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. What are your top FIVE favorite LEGO® themes? (Please check up to five boxes)

[ ] LEGO® Star Wars™

[ ] LEGO® Ideas

[ ] LEGO® Icons (Formerly Creator Expert)

[ ] LEGO® Technic

[ ] LEGO® City

[ ] LEGO® Harry Potter™

[ ] LEGO® Architecture

[ ] LEGO® Friends

[ ] LEGO® NINJAGO®

[ ] LEGO® Classic

[ ] LEGO® Speed Champions

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. When building a LEGO® set, do you prefer to...?

( ) Follow the instructions precisely from start to finish.

( ) Follow the instructions but make small modifications.

( ) Use the set primarily for its parts to build my own creations (MOCs).

5. How often do you actively spend time building with LEGO® bricks?

( ) Daily

( ) A few times a week

( ) Once a week

( ) A few times a month

( ) A few times a year

( ) Rarely

**Section B: Building Habits and Preferences**

**6. Please rank the following factors in order of importance when you are considering a new LEGO® set purchase (1 = Most Important, 5 = Least Important).**

\_\_\_ Price / Value for money

\_\_\_ The selection of minifigures included

\_\_\_ The complexity and enjoyability of the building process

\_\_\_ The final appearance of the model for display

\_\_\_ The potential for play features and interactivity

**7. On a scale of 1 to 5, how do you feel about the use of stickers in LEGO® sets versus printed pieces?**

(1) Strongly Prefer Stickers --- (2) Prefer Stickers --- (3) No Preference --- (4) Prefer Printed --- (5) Strongly Prefer Printed

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5

8. Do you sort your loose LEGO® pieces? (Select all that apply)

[ ] Yes, I sort by color.

[ ] Yes, I sort by part type/shape.

[ ] Yes, I use a combination of color and part type sorting.

[ ] No, I keep all my loose pieces together (the "chaos" method).

[ ] I do not have a significant collection of loose pieces.

9. Have you ever designed your own LEGO® creation (MOC - My Own Creation) digitally using software like Studio 2.0 or LEGO® Digital Designer?

( ) Yes

( ) No

**10. How satisfied are you with the LEGO® Builder App (for digital instructions)?**

(1) Very Dissatisfied --- (2) Dissatisfied --- (3) Neutral --- (4) Satisfied --- (5) Very Satisfied

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5

**11. Please describe your most ambitious or favorite LEGO® project you have ever built. This could be a large official set or a custom creation.**

[Comment Box: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**Section C: The LEGO® Brand and Community**

12. Where do you primarily purchase your LEGO® sets? (Select up to two main sources)

[ ] Official LEGO® Brand Retail Store

[ ] Official LEGO® Website (LEGO.com)

[ ] Large retail chains (e.g., Walmart, Target, Smyths)

[ ] Amazon or other online marketplaces

[ ] Second-hand marketplaces (e.g., eBay, BrickLink)

[ ] Local independent toy stores

**13. On a scale of 1 to 5, how would you rate the overall value for money of LEGO® products today?**

(1) Very Poor Value --- (2) Poor Value --- (3) Average Value --- (4) Good Value --- (5) Excellent Value

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5

14. Are you a member of the LEGO® Insiders (formerly VIP) loyalty program?

( ) Yes

( ) No

( ) I was not aware of it.

15. Have you ever submitted or supported a project on the LEGO® Ideas platform?

( ) Yes, I have submitted my own project.

( ) Yes, I regularly support projects from others.

( ) I have supported a project once or twice.

( ) No, but I am aware of the platform.

( ) No, I am not familiar with LEGO® Ideas.

**16. What is your opinion on the increasing number of LEGO® sets aimed specifically at adults (e.g., the Botanical Collection, Art sets, large display models)?**

[Comment Box: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**Section D: Future and Final Thoughts**

17. If you could bring back one discontinued LEGO® theme, which one would it be?

(e.g., Classic Space, Castle, Pirates, Bionicle, Adventurers)

[Short Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**18. What is one new theme or licensed partnership (from a movie, TV show, or video game) you would love to see LEGO® produce?**

[Short Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**19. What is the single biggest improvement you believe the LEGO® Group could make to its products or services?**

[Comment Box: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**20. Do you have any additional comments, ideas, or feedback you would like to share about your LEGO® experience?**

[Comment Box: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

**Thank you for completing our questionnaire! Your passion for building helps shape the future of LEGO®.**