

Dear LEGO Fan community,

In April 2013, we ran an installation of our quarterly LEGO Fan Survey, and we would like to share the results with you.

Over 5,000 LEGO fans over the age of 13 participated from Afghanistan to Venezuela and nearly everywhere in between. This time, we provided the survey in multiple languages instead of just in English, and the overall base of responses grew as did participation from Asia (18% in this survey compared with 5% in the first quarter of 2012) and Central Europe (15% in this survey compared with 9% in the first quarter of 2012). Teens (13-18) represented 13% of survey takers, and the largest two groups of adult fans participating included those from 25-34 and 35-44. This time, women represented less than 8% of survey takers – women skew older than men and are more likely to be from North America, to talk to a LEGO employee, or to post photos or videos of their MOCs online than men.

From the survey, we've learned that there are strong regional differences. First, there are differences in how you perceive the value you get for the LEGO products you've purchased compared with the price you paid – Eastern Europeans and North Americans received the highest value; Australians, New Zealanders, and Western Europeans, the lowest. Also, Americans are spending the most on LEGO products, both for themselves and others.

In general, fans outside of Northern, Central, and Southern Europe don't feel they've had good opportunities to participate in events with other LEGO fans, fans in Eastern and Western Europe especially feel this way. Fans in Central Europe, it seems, have found their LEGO hobby more inspiring than usual over the past three months than fans in all other regions.

Despite the differences, there are some similarities as well: fans across the globe feel that the LEGO fan community is strong, and they are recognized for their knowledge of LEGO products by fans and non-fans alike. Participation in the fan community, by commenting about LEGO 'stuff' online or having conversations about LEGO in person, is universally high, though strongest in Northern Europe. Posting photos or videos of MOCs is done by just over a third of fans but by more than half in Southern Europe. Similarly, attending a LUG gathering is an activity only a quarter of fans have done in the past three months, but 42% in Southern Europe have.

Finally, we learned that familiarity with the LEGO Community Engagement and Events team could be higher. Fans that are aware of our team seem to have a more positive perception of the value of LEGO products and participate more in events than fans who are unfamiliar. We anticipate that the many activities we have with newer LUGs will help drive up knowledge of our team.

Thank you to those of you who participated in the survey for allowing us the opportunity to improve. We look forward to your responses in the next survey and to your continued engagement and participation in the community.

With kind regards,

Yun Mi Antorini, Community Strategist  
on behalf of the CEE team