



Dear LEGO® fan community,

In March 2014, the LEGO Community Engagement and Events team reached out to the AFOL community to get a pulse of the community, a regular quarterly activity. Due to an increased emphasis on reaching fans in their native languages, the survey program expanded this quarter to include Dutch, Hungarian, and Polish, in addition to Chinese, Korean, English, French, German, Spanish, Portuguese, Italian, and Russian. A total of 5073 AFOL and 633 TFOL (Teen Fans of LEGO) completed the survey. Nearly a quarter (23%) hailed from North America, and the next largest group were from Asia (21%). Western and Eastern Europe held the next largest segments of respondents. Consistent with past surveys, about 10% of respondents were women. The bulk of respondents are between the ages of 25-44, and more than half have been involved with the LEGO hobby for three years or less.

AFOL and TFOL are quite engaged in the LEGO Hobby. Though half build as a mainly solitary exercise, two in five AFOL participate in both a social and solitary way. The most popular activities: speaking with other fans they know personally and commenting or talking about LEGO 'stuff' online. Sharing MOCs, attending LUG gatherings, and attending larger fan events have fewer participants. In fact, half of AFOL respondents belong to a LUG, and LUG membership among AFOL respondents from different regions varies greatly.

Finally, familiarity of LEGO Community Engagement and Events run programs varies as well. The most well-known program among AFOL and TFOL is LEGO CUUSOO, the online site where fans can propose product ideas that get considered by The LEGO Group. Less well-known are the LUG Support program, Rebrick.com, the Event Support Program, and LCBP (the LEGO Community Building Program).

With kind regards,

The LEGO Community Events & Engagement Team

May 8, 2014

