



**CITY**

# **LEGO City Themes Fan Feedback**

**Compiled by**

Peer Kreuger, Netherlands  
Jordan Schwarz, USA



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## Feedback Facts

- Ambassadors distributed feedback forms via online forums and to their respective LUGs.
- 175 feedback forms received from both adults and children
- Over 500 suggestions for new sets
- The fans are very interested in shaping the future of LEGO City!



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## General Observations (1/2)

- Desire for sets that show “everyday life” - places for City residents to work, live, and enjoy recreation.
- Diversification of themes needed – City should be more than just emergency rescue.
- Make sets modular so that several small sets from a theme can be combined to produce a larger set with more play value.
- Desire for “green” sets – showing clean power, mass transit, and bicycles.
- Many requests for new vehicles 5, 6, and 8 studs wide



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## General Observations (2/2)

- More minifigures needed – especially women and children.
- Numerous requests for shops, restaurants, and houses, especially with female fans. Sets don't need to be pink to attract a female audience.
- Creator house sets are not seen as “City” houses by fans
- Provide buildings with furnished interiors that can be played with.
- Desire for DUPLO play themes to be extended to the City line – especially Farm and Zoo.



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# Overall Findings

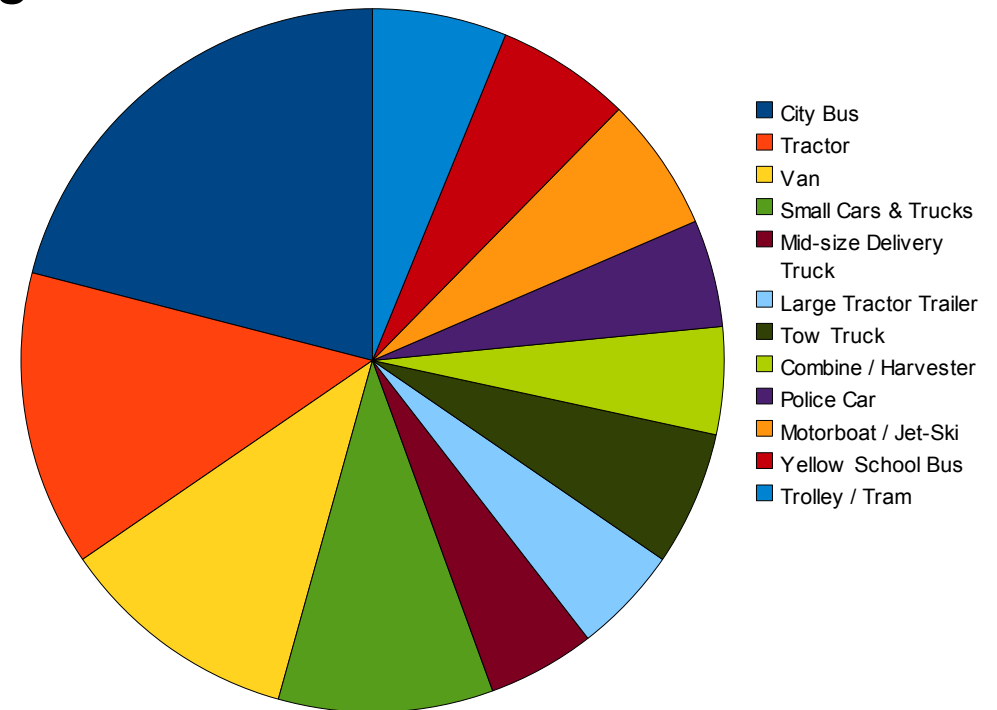


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## Transportation in LEGO City

- City needs mass transit
  - City bus with bus stop was most popular
  - Taxi cab also a favorite
- More favorites & cool ideas
  - Yellow school bus
  - Double-decker bus
  - Tow truck
  - Delivery van

### Most Popular Vehicles



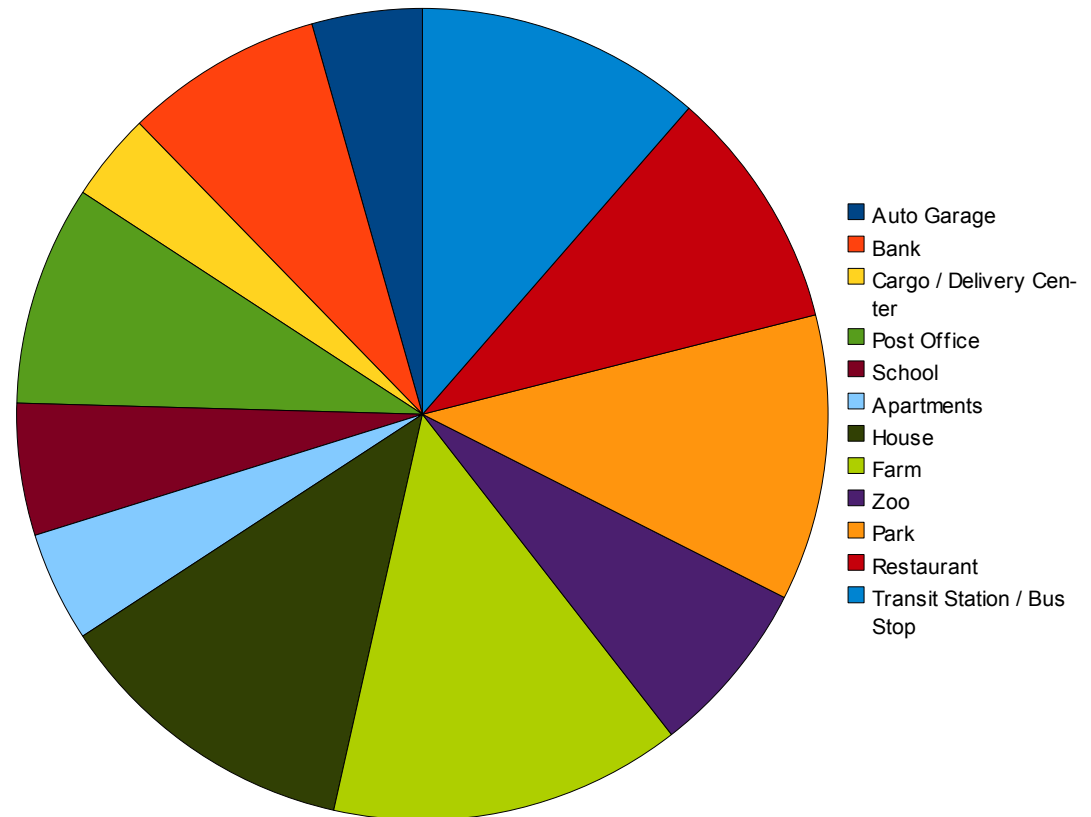


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## Top Picks for New City Themes (1/2)

- The most popular large sets:

- Farm
- Residences
- Stores and Shops
- Parks
- Zoo
- Restaurants
- Bank
- Post Office

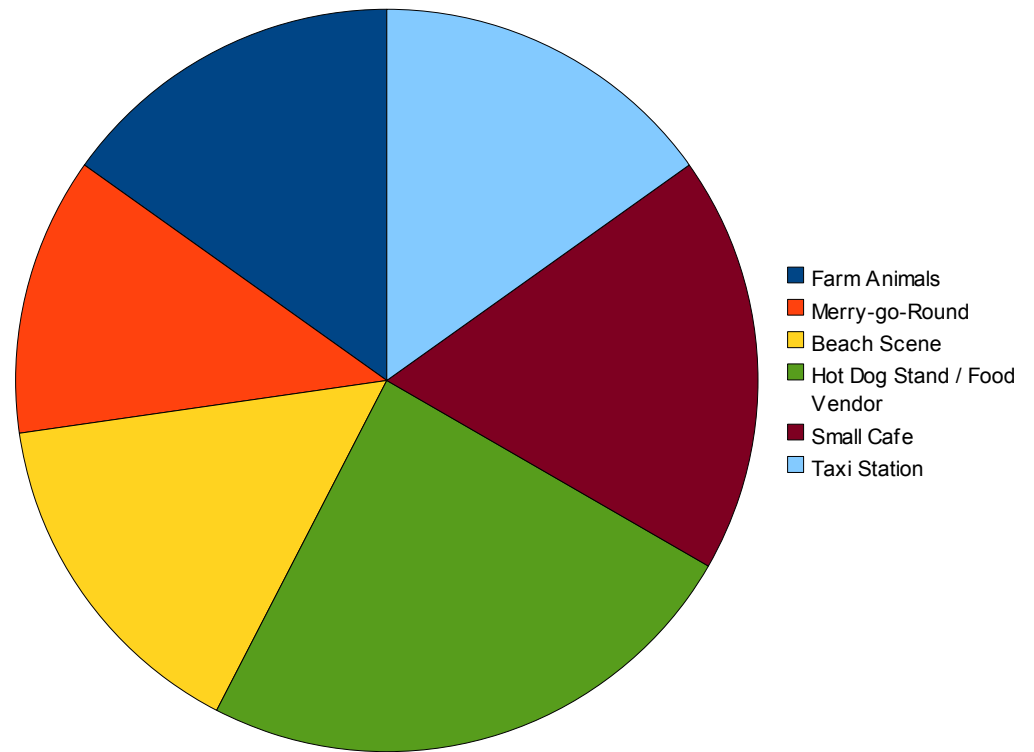




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## Top Picks for New City Themes (2/2)

- Most popular small sets:
  - Hot dog stand / street food vendor
  - Small Cafe
  - Taxi Station
  - Farm Animals
  - Merry-go-round
  - Beachfront Scene





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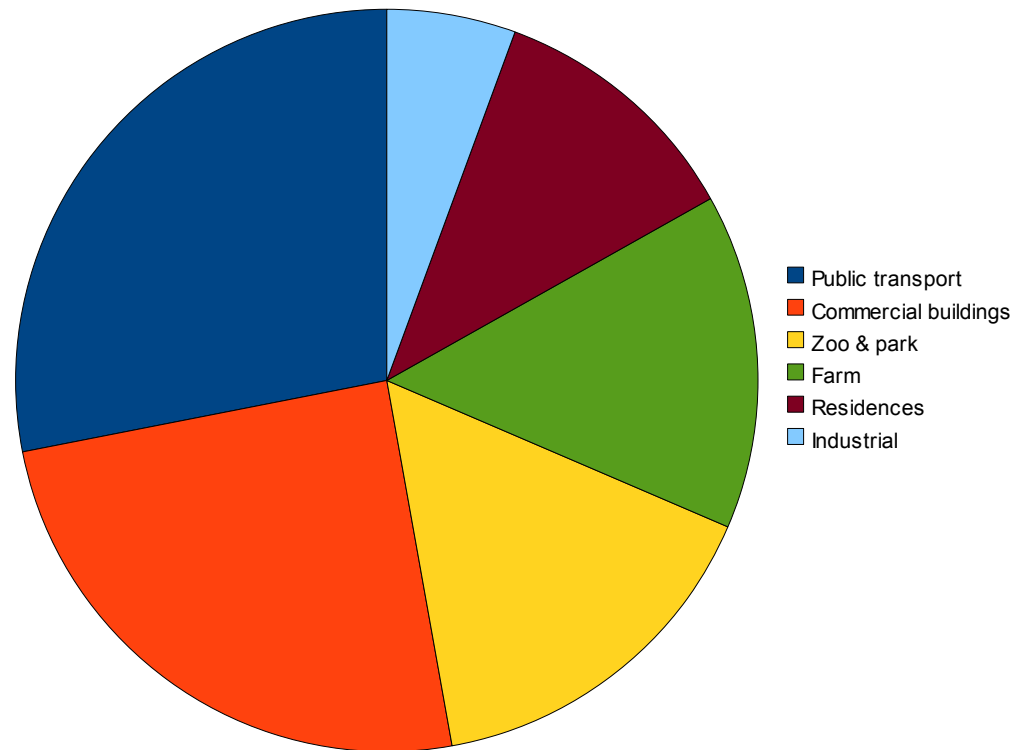
# Popular Themes in Detail



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## Relative popularity

- Themes:
  - Public transport
  - Commercial buildings
  - Zoo & park
  - Farm
  - Residences
  - Industrial





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# Themes: Farm

- Most popular theme suggestion
  - Fans would like to see a tractor and several animals included.
  - Novel animals desired – cows, chickens, pigs, sheep.
  - Could include a farmhouse as part of the theme.
  - Combine / harvester also a popular suggestion



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# Themes: Public Transport

- Another very popular theme:
  - City bus was most popular suggestion for new vehicles.
  - Transit station or bus stop was suggested by many, as were taxis or a taxi station
  - Trams, trolleys, monorail, and electric buses all suggested (though the city bus was most popular)
  - Public transport sets help to promote interest in cleaner transportation.



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# Themes: Commercial Buildings

- Bank and post office were most popular in this category.
- Many suggestions for shops and stores – 52 in all – but little agreement about what type of shops.
- Other popular buildings:
  - Restaurant / Diner (Pizzeria was the most popular idea)
  - Auto Garage
  - Grocery store
- Some interesting ideas – but not as popular:
  - Laundromat, barber, car dealership



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# Themes: Residences

- Numerous requests for houses, as well as for apartments.
- Fans would like to see furnished interiors that can be played with, as with a dollhouse.
- Fans see these buildings as distinct from Creator houses – inclusion of furnishings and minifigures increases the play value significantly.



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# Themes: Zoo & Park

- Zoo
  - Feature uncommon animals – monkeys, crocodiles, etc.
  - Could be modular in design – combine several small zoo attractions or animal cages to create a larger display
- Park
  - Could feature a playground or merry-go-round
  - Should have park benches
  - Could also feature a monument or fountain as its centerpiece



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# Themes: Leisure & Vacation

- Many suggestions for this theme, but little unity among the suggestions.
  - Most popular ideas:
    - Beach scene
    - Amusement Park
    - Marina
    - Recreational Vehicle / Camper
    - Boats: Sailboat, Fishing Vessel, Pleasure Cruiser
    - Winter Sports – skiing, ice skating, ski rescue helicopter.



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# Themes: Industrial

- Only moderately popular compared to other themes
- Most popular suggestions:
  - Power plant or substation with utility truck
  - Factory
  - Office Buildings
  - Water Tower
  - Construction equipment (tracked vehicles, backhoe, bulldozer, grader)