



Online Questionnaire

Entry Period:
 Sept. 10 – Oct. 10, 2021 (JST)
 *Entry period has ended

貴方の声が SWSを創る!

Questionnaire Results: The Complete Version!!

We conducted a survey with 17 questions at VOLKS stores throughout Japan and on the Zoukei-Mura website! We received responses from scale model fans not only in Japan, but from all over the world through the online entries. We published a brief summary of the results in our newsletter magazine, "VOLKS Hobby Friend" (VHF) issue #11, but here we will reveal the "complete version," covering as much of the vast data as possible!!

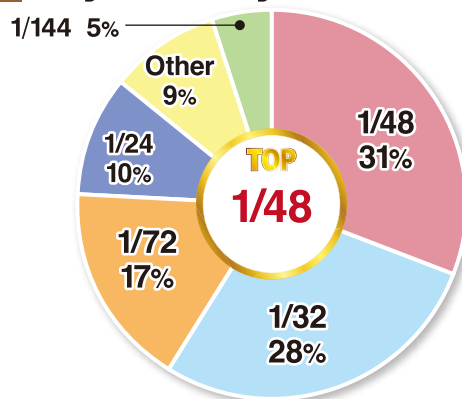
(Reference Data)

- **Gender Ratio** Male 100%
- **Location** Japan 57%
Outside of Japan 43%

Q1. What is your favorite type of scale model kits?

- 1st Aircraft**
- 2nd Ships**
- 2nd Tanks**
- 4th Automobiles**
- 4th Sci-Fi**
(including spaceships and satellites)
- 6th Figures**
- 6th Fantasy**
- 8th Other**

Q2. Which size of scale model kits do you usually build?

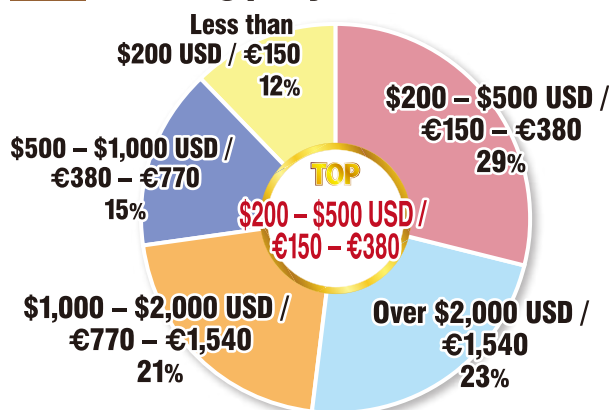


The popularity of the 1/48 scale beat 1/32 by only a hair!
 The results show that the 1/48 scale is slightly more popular than the 1/32 scale which is the main size of SWS kits. Could this be thanks to the high demand for the SWS 1/48 F-4 Phantom II kits that have been flying out one after another in recent years?

Q3. Where do you usually purchase scale model kits from?

- 1st Online**
- 2nd Hobby shops (not online)**
- 3rd VOLKS Online Store**
(Zoukei-Mura official webstore) or VOLKS shops
- 4th Shows/Conventions**
- 5th SWS Friend Shops**
(official SWS retailers)
- 6th Other**
- 7th VOLKS USA Online Store**

Q4. How much do you spend on scale modeling per year?(Please choose one)



Have we revealed the spending habits of SWS fans here?
 It seems that most people are able to spend anywhere from a few tens to around a hundred dollars a month on their scale model hobby. It might be difficult to sustain this pace if you're deeply involved in other hobbies as well!

Q5. Where have you learned about SWS?

- 1st Zoukei-Mura Official Website**
- 2nd Scale model magazines**
- 3rd Other websites**
- 4th Other**
- 5th Via word-of-mouth from friends or acquaintances**

Comments from SWS Fans

"From Zoukei-Mura's attendance at Scale Model World at Telford in the UK" / "Met the President in Telford" (F. B. United Kingdom)

"I first saw reference about 1/32nd model kit of the "Shinden" in a model magazine and over the subsequent months, I found out that it was being produced by Volks/SWS." (D. J. United Kingdom)

"I heard from new release announcements, as well as build reviews/comments from people in the process of assembly" (H. S. Chiba, Japan)

"IPMS Nationals" (M. S. United States and many others)

"The Old Man's Blog" (N. Z. Hungary and many others)

"SWS kits seem to be featured often in the major scale model magazines" (Y. U. Tokyo, Japan)

Q6. Where have you purchased Zoukei-Mura kits and/or optional parts from?

- 1st VOLKS stores**
- 2nd VOLKS Online Store (Zoukei-Mura official webstore)**
- 2nd SWS Friend Shops (official SWS retailers)**
- 4th Other**
- 5th Other online shops such as Amazon**
- 6th VOLKS USA Online Store**

Comments from SWS Fans

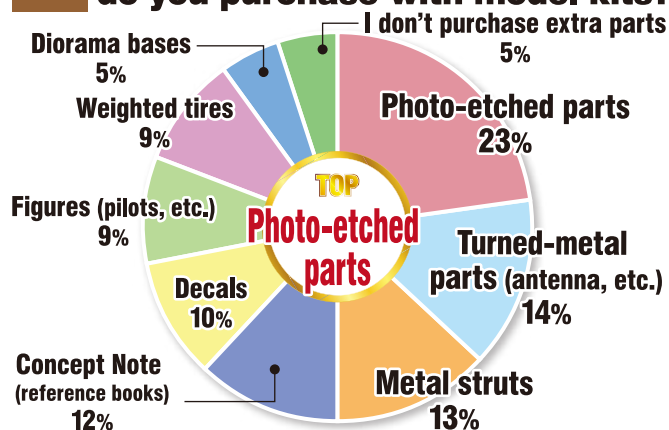
"IPMS Nationals" (K. L. United States and many others)

"I always purchase from the Online Store" (K. I. Fukuoka, Japan)

"I buy the optional parts together with the kit itself" (A. K. Kanagawa, Japan)

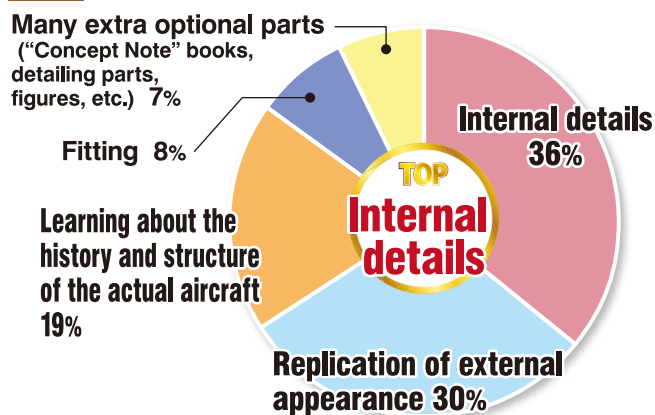
Customers in Japan named VOLKS Hobby Square Akihabara, the VOLKS Osaka Showroom, SWS Friend Shops in Japan, and other shops that they patronize. Overseas customers named many different physical stores and online retailers!

Q7. Which additional optional parts do you purchase with model kits?



The most popular optional add-ons are the photo-etched parts!
 The most popular optional add-ons are the photo-etched parts! Zoukei-Mura offers optional parts for each SWS kit to add an extra details to your finished model! The Concept Note (SWS reference books) have steady support as well!!

Q8. What is most attractive to you about Zoukei-Mura SWS kits?



The details and high-quality replication earned the top votes!
 This is how the results of the survey turned out, but each and every one of these aspects is a crucially important component of the Zoukei-Mura SWS development. We will continue to evolve and improve to meet the high expectations of our valued customers!

Q9. What is the ideal price for a Zoukei-Mura kit?(Please choose one)

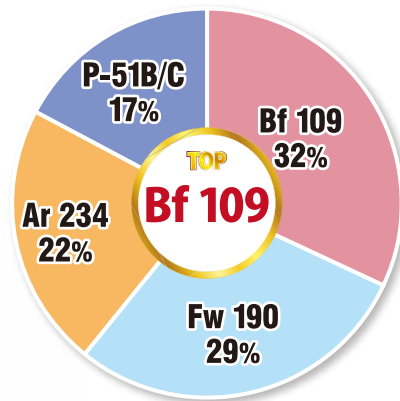
- 1st Below \$100 - \$200 USD / Below €80 - €150**
- 2nd \$200 - \$300 USD / €150 - €230**
- 3rd \$300 - \$400 USD / €230 - €300**

By the way, no survey-takers selected the options for "\$400 - \$500 USD / €300 - €380" or "Over \$500 USD / Over €380."

Q10. Which of these upcoming SWS kits are you most excited for?

Bf 109, available for pre-orders Jan. 2021, takes first place!

The upcoming kit with the most votes was the 1/32 Messerschmitt Bf 109! The highly-anticipated special edition "Hartmann Model" will be available for pre-orders starting from January 15, 2022 (JST). For more information, check out the Zoukei-Mura website and other official announcements!



1/32 Bf 109 G-14: Hartmann Model

- Plastic Model Kit (including 2-color molded parts, clear and grey)
- Total Parts: 359 ■ Included Items: Decals × 1 sheet (TBD)
- SIZE: *Length: 282mm *Height: 75mm *Width: 308mm

RETAIL PRICE IN JAPAN **9,000** JPY (+TAX)

*Information is current as of Dec. 2021

Q11. Which SWS kits have you purchased so far?

The monumental first-ever SWS kit "1/32 Shinden" takes first place!

The 1/32 Shinden kit, which was released in 2010 as the debut SWS kit, easily took the lead as the survey-takers' most-purchased kit. It has been sold out in stores for a long time, but we will be restocking this special kit starting in November 2021. Be sure to purchase your own while supply lasts!!



TOP20

1st 1/32 J7W1 Imperial Japanese Navy Interceptor Aircraft Shinden

2nd 1/32 FOCKE-WULF Ta 152 H-1

3rd 1/32 J2M3 Imperial Japanese Navy Interceptor Raiden

4th 1/48 F-4EJ KAI PHANTOM II Phantom Forever 2020

5th 1/32 NORTH AMERICAN P-51D MUSTANG

6th 1/32 Horten Ho 229

7th 1/32 HEINKEL He 219 A-0 Uhu

8th 1/48 F-4S PHANTOM II

9th 1/32 Kawasaki Ki-45 Kai Tei TORYU (NICK)

10th 1/32 Henschel Hs 129 B-2/RIII

11th 1/48 F-4J PHANTOM II

12th 1/48 FOCKE-WULF Ta 152 H-1

13th 1/48 Horten Ho 229

13th 1/48 F-4EJ KAI PHANTOM II

15th 1/48 F-4 C PHANTOM II

16th 1/48 J7W1 Imperial Japanese Navy Interceptor Shinden

17th 1/48 F-4D PHANTOM II

17th 1/32 FOCKE-WULF Ta 152 H-0

17th 1/32 Dornier Do 335 A-0 Pfeil

20th 1/32 DOUGLAS A-1H SKYRAIDER U.S. NAVY



Q12. Which SWS kit was most memorable for you to build?

TOP10

- | | | | |
|-----------------------|--|-------------|---|
| 1st | 1/32 J7W1 Imperial Japanese Navy Interceptor Aircraft Shinden | 4th | 1/32 FOCKE-WULF Ta 152 H-1 |
| 2nd | 1/32 Horten Ho 229 | 5th | 1/32 HEINKEL He 219 A-0 Uhu |
| 3rd | 1/48 F-4EJ KAI PHANTOM II Phantom Forever 2020 | 6th | 1/48 Horten Ho 229 |
| | | 7th | 1/32 F-4S PHANTOM II |
| | | 8th | 1/32 Kawasaki Ki-45 Kai Tei TORYU (NICK) |
| | | 9th | 1/48 J7W1 Imperial Japanese Navy Interceptor Shinden |
| | | 10th | 1/32 Dornier Do 335 A-0 Pfeil |

Comments from SWS Fans

1/32 J7W1 Imperial Japanese Navy Interceptor Aircraft Shinden

"The original release of the 1/32 J7W Shinden was the first model I built and completed after the death of my father 6 months earlier. My dad taught me how to build models when I was 6 years old and always supported my hobby. He knew how much I love the Shinden and would have been so happy to see me finally have a chance to build it. Thank you, Mr. Shigeta and the Zoukei Mura family for helping me create a happy memory in a difficult time. I am eternally grateful for this." (M. S. United States)

1/32 FOCKE-WULF Ta 152 H-1

"This was the first 1/32 scale model that I ever built. The level of difficulty was very high for my skills at the time, and I was almost brought to tears by the challenge of building it. But when I completed the model, I found myself wanting to build it all over again. I have a deep fondness for this kit that inspired me to

return to the airplane model hobby in my middle-aged years." (Y. U. Tokyo, Japan)

1/32 HEINKEL He 219 A-0 Uhu

"When I came across the SWS Uhu kit, I had just been diagnosed with a chronic illness and had had my entire colon removed. I was in despair about living with a stoma. I had always loved the Uhu as a child, and this SWS kit saved me from my wallowing as it completely enraptured me in the process of assembling the kit." (H. S. Chiba, Japan)

1/48 F-4EJ KAI PHANTOM II Phantom Forever 2020

"This was memorable for its very timely release and because it became the definitive 1/48 kit for the F-4EJ Kai." (J. N. Miyazaki, Japan)

1/72&1/144 Horten Ho 229

"Despite being a small-scale kit, the molding is delicate and the silhouette is beautiful." (N. K. Tokyo, Japan)

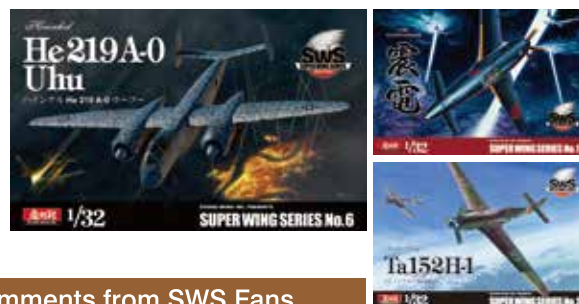
Q13. Which SWS kit has your favorite box artwork?

1/32 He 219 A-0 Uhu soars to first place!

Out of all the many different SWS kits, the one that won the most votes was the "Spy of the Sky"! Envisioning the actions of this ultimate night fighter stirs the imagination of modelers around the world!

TOP10

- | | |
|-----------------------|--|
| 1st | 1/32 HEINKEL He 219 A-0 Uhu |
| 2nd | 1/32 J7W1 Imperial Japanese Navy Interceptor Aircraft Shinden |
| 3rd | 1/32 FOCKE-WULF Ta 152 H-1 |
| 3rd | 1/32 J2M3 Imperial Japanese Navy Interceptor Raiden |
| 5th | 1/32 Horten Ho 229 |
| 5th | 1/48 Horten Ho 229 |
| 5th | F-4EJ KAI PHANTOM II Phantom Forever 2020 |
| 8th | 1/48 F-4S PHANTOM II |
| 9th | 1/48 J7W1 Imperial Japanese Navy Interceptor Shinden |
| 9th | 1/48 F-4J PHANTOM II |



Comments from SWS Fans

1/32 HEINKEL He 219 A-0 Uhu

"I chose this one because the impressive package art recreates the history of the 1944 Berlin air raid, with Ernst Wilhelm Motlow's Uhu and a Lancaster in the backdrop." (T. K. Tokyo, Japan)

1/32 FOCKE-WULF Ta 152 H-1

"The Ta 152 appears to float along the blue sky. The clean, unobstructed illustration is pleasing to look at." (T. N. Ishikawa, Japan)

1/32 J2M3 Imperial Japanese Navy Interceptor Raiden

"The vibrant colors of the J2M3 Raiden flying above the grey clouds in pursuit of the B-29 in the background stand out brilliantly." (M. Y. United States)

F-4EJ KAI PHANTOM II Phantom Forever 2020

"The package design is lovely and clearly distinctive, and it fuels my motivation to build the kit." (J. N. Miyazaki, Japan)

1/32 DOUGLAS A-1H SKYRAIDER U.S. NAVY

"It is a great painting that shows the Skyraider doing what it does best" (K. H. United States)

Q14. Which SWS "Concept Note" book was the most useful or valuable to you?

Just read this book and it will all make sense! Densely packed with reference materials!!

Unfortunately, it seems that many survey takers have never read a Concept Note book before... SWS Concept Notes are packed with useful information, including photos of our examination of the actual aircraft to create the kits, as well as valuable reference information, not to mention impressive builds by modelers worldwide with all text in both English and Japanese!! You should definitely check these books out!!

TOP10

1st I have not read these books

2nd Zoukei-mura CONCEPT NOTE SWS No.I Shinden

3rd Zoukei-mura CONCEPT NOTE SWS No.IX F-4J/S Phantom II

4th Zoukei-mura CONCEPT NOTE SWS No.VII Ho 229

5th Zoukei-mura CONCEPT NOTE SWS No.X Ki-45 Kai Toryu

6th Zoukei-mura CONCEPT NOTE SWS No.II Ta152H-1

7th Zoukei-mura CONCEPT NOTE SWS No.V He219A-0 Uhu

8th Zoukei-mura CONCEPT NOTE SWS No.VI Raiden

9th Zoukei-mura CONCEPT NOTE SWS No.IV Mustang

10th Zoukei-mura CONCEPT NOTE SWS No.XI Hs 129

Comments from SWS Fans

Zoukei-mura CONCEPT NOTE SWS No.I Shinden

I was moved to learn that the Shinden's innovative design was created over 70 years ago. (H. M. Okinawa, Japan)

Zoukei-mura CONCEPT NOTE SWS No.I Shinden

There has never been a book with such detailed explanations, I was very pleasantly surprised. (Y. K. Nagano, Japan)

Zoukei-mura CONCEPT NOTE SWS No.VII Ho 229

I thought the Concept Notes for the Ho-229 were the most comprehensive about the planes history. (K. L. United States)

Zoukei-mura CONCEPT NOTE SWS No.II Ta152H-1

I gained excellent insight into the intentions behind the kit's design. I also learned a lot of new kit building techniques. (R. G. United States)

Zoukei-mura CONCEPT NOTE SWS No.V He219A-0 Uhu

The choice of one "Concept Note" is difficult but it fully compliments the kit's instructions. (J. D. United Kingdom)

Zoukei-mura CONCEPT NOTE SWS No.IX F-4J/S Phantom II

I only have this one Concept Note, so I can't compare it to the others, but the high-quality photographs of the aircraft's details, painstakingly-created example models, photos of the assembly process, and explanations are excellent. (T. S. Saitama, Japan)

Q15. Which of the following events that Zoukei-Mura has participated in was the most memorable for you to attend?

So many wonderful memories from SWS fans!

We included five different events to choose from, but with Zoukei-Mura's participation in so many shows and events both large and small worldwide over the past ten years, the first place was won by "Other"!

1st Other

2nd Events hosted by VOLKS Inc. / Zoukei-Mura

3rd IPMS (UK) Scale ModelWorld in Telford

4th IPMS/USA Nationals

5th Shizuoka Hobby Show

Comments from SWS Fans

"Right before the release of the Uhu kit, I participated in two events in Tokyo, including the SWS Fan Meeting. President Shigeta's speeches were absolutely fascinating, and I had a lot of fun listening" (Y. U. Tokyo, Japan)

"I like when Hideyuki Shigeta tells the story of SWS and answers questions. It is nice how he makes himself accessible and is open and honest about the company" (K. H. United States)

"IPMS show in Omaha Nebraska, USA This was the first time I met the ZM team. The raffle was much fun. The built models and the preview model displays were great. I bought the Do-335-12 kit after seeing the built sample" (R. G. United States)

"I was able to meet the team and the "Old Man" himself. I was able to show him a build to which he was delighted to see. I always now look forwards to

see the SWS team and the Old Man at IPMS Telford as I regard all of them as good friends, especially the Old Man" (J. G. United Kingdom)

"Scale Model World in Telford is my favourite show and one of the highlights has been visiting the Zoukei-Mura display to see the latest models and buy a new SWS kit or some detail parts" (B. F. United Kingdom)

"I regularly attend ScaleModelworld and the first time SWS attended, their stand was very popular-and I won a SWS T shirt at the Q&A session hosted by Shigeta-San" (J. D. United Kingdom)

Q16. Which aircraft would you like to see Zoukei-Mura replicate in scale model kit(s)? Please specify the scale as well.

Comments from SWS Fans

"RF-4C, RF-4B, and F-4G in 1/48" (K. H. United States)

"1/32 Royal Air Force F-4 Phantom II and Fleet Air Arm" (S. S. United Kingdom)

"1/32 A6M Zero, 1/32 Supermarine Spitfire, 1/32 De Havilland Mosquito, 1/32 F-4J Phantom II, 1/32 and 1/48 Grumman F-14A Tomcat, 1/32 Junkers Ju-87 Stuka" (J. B. United States)

"The Focke-Wulf Fw 190 A-3 in 1/32 scale. I would like Zoukei-mura to make a kit of the Focke-Wulf A-3" (T. K. Tokyo, Japan)

"Please make the Zero fighter in 1/32 scale. I like it" (J. S. Hokkaido, Japan)

"1/32 Ki-100, Mosquito, and Westland Lysander" (T. N. Ishikawa, Japan)

"1/32 scale Lockheed F104" (H. M. Okinawa, Japan)

"I would like to have the F-4EJ, F-4G, F-15, and F-2 in 1/48 and 1/32 scale" (T. S. Saitama, Japan)

"I eagerly await the 1/32 Ki-61 Hien and Ki-100 fighters!" (T. K. Wakayama, Japan)

"The 1/48 He 219 A-0 Uhu, 1/48 Ki-45 Kai, and 1/48 Henschel Hs 129, they are twin-engine aircrafts I love, but I do not have enough space to display 1/32 models in my room, so it would be great if Zoukei-Mura release them also in 1/48" (Y. U. Tokyo, Japan)

Q17. Lastly, please share any additional comments or requests here.

Thanks for all your efforts to support big scale 1:32 with such great and interesting releases in past 10 years. Whatever you will release I will support you and build it! (J. G. Slovakia)

Thank you for elevating the detail of scale modeling kits. Your commitment to modelers and the industry are clearly evident in the execution of your models. (M. Y. United States)

I have enjoyed SWS models and I always look forward to their new releases. (J. D. United Kingdom)

I am excited to see what the future holds for Zoukei Mura! (M. S. United States)

Even if I lose my eyesight and my fingers can't move anymore, I will still keep buying SWS kits as long as you release my favorites! I am most looking forward to the Fw 190 kit. I will buy 3 kits of that one, just like I did with the Uhu kit! Please continue to release fantastic kits. (H. S. Chiba, Japan)

Love your products, the love that goes into the kit, one of your kits is more of an experience than just a model kit. (C. Y. United States)

Please forward the President my greetings. May he, his wife, and the team live long and stay healthy! Despite living so far away I feel close to him. What a man, what a vision! (T. M. Germany)

I love building my SWS 1/32 as it teaches me about the design and construction of the subject. (J. G. United Kingdom)

Keep up the great work. Can't wait for the new kits. (B. M. Australia)

I really want there to be 1/48 SWS kits of the full F-4 series, including reconnaissance and British Phantoms. (T. S. Saitama, Japan)

**Thank you all so much for your many responses!
We treasure your feedback and will keep it in mind for our future development!!**