



Broad audience = deep insights

IMAGE SOURCE: Image generated by ChatGPT

Big Insights Need a Big Audience: Why Reach Defines the Quality of Market Data

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In any industry, the value of a survey depends on the people who answer it. The broader and more representative the audience, the more reliable the insight. In the heavy machinery world – where markets stretch from regional rental companies to global OEMs – that reach must be both global and precise.

That's what sets **LECTURA Surveys** apart: access to a community of **over 1.1 million professionals each month**, spanning **200+ equipment categories**, **1,500+ manufacturers**, and **14 language versions**.

Scale that represents reality

Big markets demand big samples. When LECTURA conducted its **2022 Brand Survey**, more than 42,200 respondents shared their opinions on 92 construction equipment manufacturers. The global participation — 38% Europe, 32% North America, 13% Asia, 9% Oceania, 7% Africa, 1% South America — created a uniquely balanced snapshot of the industry.

That scale matters. A brand's reputation can vary by region, customer segment, or machine type. Without a diverse audience, results risk reflecting a niche rather than the true market.

Precision through targeting

Global scale alone isn't enough; precision is equally important. LECTURA's databases allow surveys to reach specific professional groups — from dealers to fleet owners, contractors to component suppliers.

Respondents can be targeted by equipment type, activity, or region, ensuring that feedback comes from people who genuinely understand the topic.

That targeting turns a global audience into a focused research tool — combining the depth of a specialist panel with the diversity of an open market.

Reliable data through representation

In research, the confidence you have in results is directly tied to the quality of your sample. LECTURA's audience reflects the full value chain of the machinery ecosystem, not just one corner of it. From agricultural machines to construction, from transport to power systems, each segment contributes to a dataset that mirrors how the industry actually operates.

For decision-makers, that means survey outcomes can be trusted as a real reflection of the market, not an echo of one demographic.

From data to decisions

For manufacturers testing a new product, rental companies evaluating customer satisfaction, or suppliers exploring brand perception, representativeness is everything. With LECTURA's reach and technical framework, clients can run custom surveys and receive statistically meaningful results in weeks.

Each project benefits from an audience already engaged with the industry — professionals reading specifications, news, and analysis every day. It's research conducted where expertise lives.

The takeaway

Meaningful insights come from meaningful participation. With LECTURA's global scale and precise targeting, every survey reflects not just opinions – but the voice of the market itself.

Because to understand an industry that spans continents, you need a platform that does too.

✉ **Would you like to know more?**

Visit the [survey website](#) or Send us an email at survey@lectura.de

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