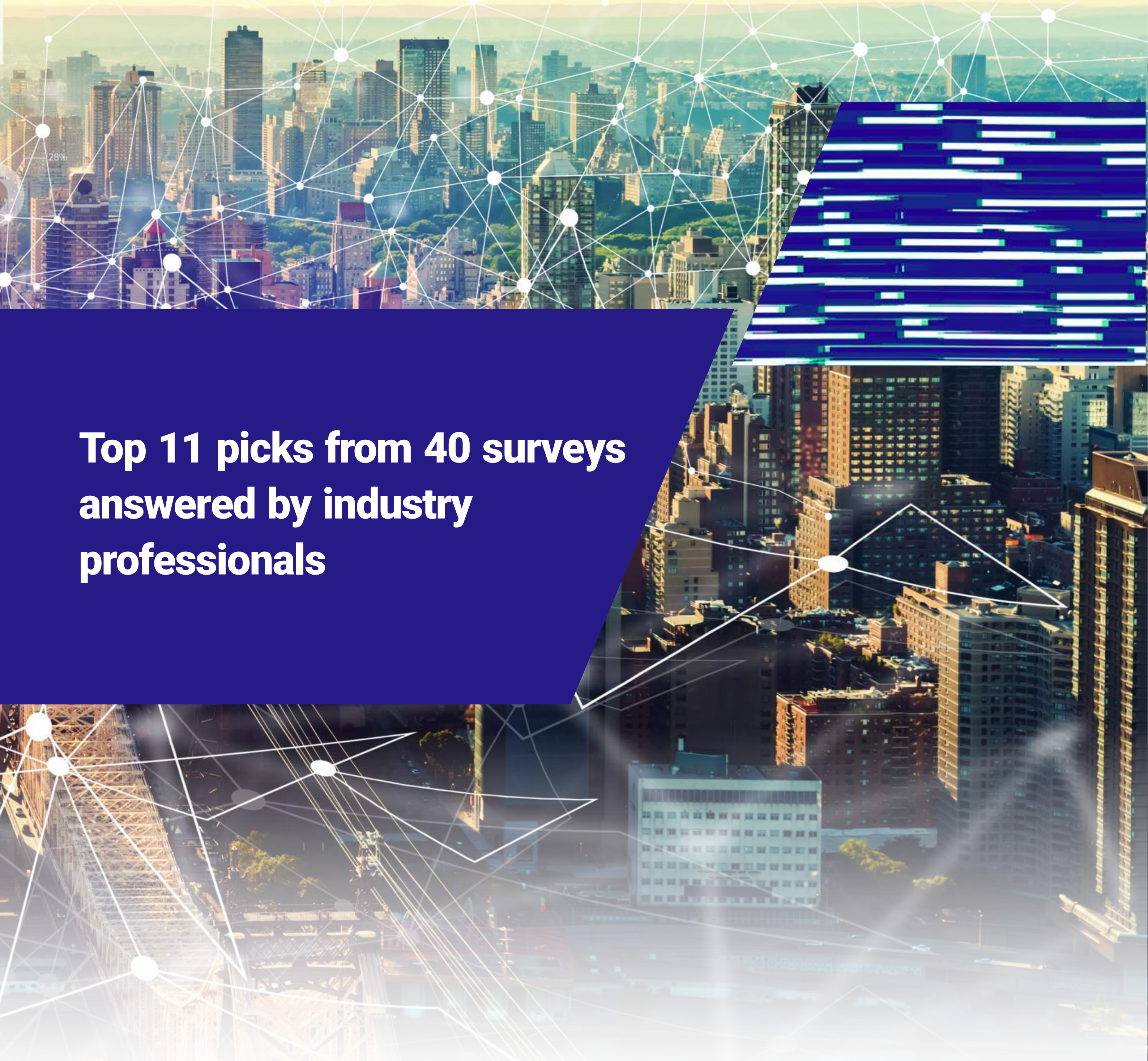
SURVEY ANNUAL REPORT



Top 11 picks from 40 surveys answered by industry professionals

LECTURA

www.lectura.de

Introduction

For more than a year, LECTURA has been running surveys – either to improve its own services or help the clients to get insight into customers' opinions and needs. In the beginning, there was an idea of research as a key to improve the likelihood of business success by obtaining core information underlying future decision–making.

Even though there are plenty of research methods or strategies to understand customers' behavior, the easiest way to get information about people is to simply ask them. With this in mind, the survey method provides us and our clients with the most important information about the future development of the business and therefore determining priorities of the future direction. Moreover, ongoing communication with at least potential customers and demonstration of the interest in their needs helps maintain their loyalty.

Thanks to our broad audience and high engagement and effort they invest in participating in our surveys (600 000 professionals monthly providing us with about 800–1000 daily replies), so–called CAWI approach (Computer Assisted Web Interviewing) allows us to present our surveys directly on the LECTURA Specs website (www.lectura-specs.com) as questionnaires in which people may participate.

Introduction

Choosing LECTURA as a partner for conducting a survey brings:

- Step–by–step consultation and guidance through the process of survey a compilation and analysis
- A large number of respondents (large survey sample) in a short time
- Ability to run the survey on 10 language versions (English; German, Spanish, French, Italian, Dutch, Russian, Czech, Polish, Ukrainian, and Turkish); for six from these (EN, PL, CZ, DE, FR, ES) together with translation
- Data analyses + graphic visualization of the results
- Comprehensive survey report

So far, dozens of surveys have been conducted this way. LECTURA aims to both provide the services to the clients and help them to run and master their surveys and research reports and at the same time, run own surveys. From these, the most prominent are so-called Flash surveys. Several such Flash surveys have been already conducted to help industry representatives to find out valuable opinions of our visitors – potential customers – thanks to the high engagement of our audience in just 1 or 2 weeks.

Preface

What will you know when you read this report to the end?

In the current report, we aim to introduce you to the most interesting so-far results from both surveys run with the contribution of our clients and partners, and our own Flash surveys, together with all domains which could be researched via surveys, as well.

- Basic info about LECTURA Surveys methodology
- How to target the right audience and survey population – the people on whose answers you are curious about
- What kind of information are you able to gather via surveys
- Examples of a couple of most interesting surveys we have so far + results
- Our partners – for who/which companies has LECTURA ran surveys so far
- How long does it take to run the survey
- How to compile your own survey

Contents

Methodology

About our methodology

Overall, the survey methodology is so complex that even a dozen pages would not cover all worthy of mention.

However, let´s go through the basics.

Everything begins with a **topic** proposal. The process of choosing the proper survey topic usually requires, let's say, an open mind and the ability to see the interconnection between various dimensions of everyday life. One may choose to explore, for example, the opinion on new technologies due to declining interest in current products.

Another, however, may be interested in covid pandemic impact and related issues since, in real–life situations, it seems people change their previous behavioral pattern of machine purchase.

Thus, the potential triggers for surveying can either be **real–life situations** and observations or **theory–driven assumption**

Once the topic is chosen, the questionnaire creation comes into place. At this point, terms like operational definitions, dimensional saturations, etc., take place. Anyway, we would prefer a common tongue and explain the next steps in simple words. For example, imagine you intend to know about customer satisfaction with new products.

Although we can simply ask: "Are you satisfied with XY?" (Yes/No), the point is: does this question allow us to explore all dimensions of such satisfaction like satisfaction with the purchase processes, satisfaction with the operation of such a machine, satisfaction with the aftermarket services, etc.? Probably not.

Methodology

Therefore, it is necessary to map what satisfaction means in terms of your research purpose – and on what aspects of the satisfaction, you should ask the respondents to receive comprehensive information.

Also, before the survey is launched, it is necessary to know how the survey questions relate to each other. For example, are you comparing the level of customer satisfaction after the covid pandemic based on the industry sector? Then remember that regardless of the industry sector, all respondents should be provided with the same questions with options defined in the same way.

Although it may look like a difficult and long process, we really care about following these recommendations before the surveys are launched. Though avoiding the extreme position by proclaiming **“garbage in – garbage out”** saying, the truth is, the more time is invested into the preparation phases, the better will be the results. And then, we also keep in mind that our **respondents are real people** who care about their time – that is why we do not want them to waste it on not properly done surveys.

Our solutions

What are we able to research through surveys?

There are many concepts that we can research through surveys. However, compared to the so–called objective relying on a true and correct reality, which is independent of those involved in the research process, survey methodology is subjective and deals with ways **how people interpret reality.**

Even though one may question this approach since the results may be actually distorted by respondents' prejudice and beliefs, in business, we should care not only about so–called hard data obtained through observation but also about how people perceive what's going on, what they think about it, and how they interpret their behavior. And actually, there are not many methods to find out about this information. Unless we **talk to people** or ask them about these, we have almost no opportunity to find out about their way of perceiving reality.

Since we, and even our clients, know this, let's see what we know about heavy machinery stakeholders thanks to the surveys.

Experience

The way things happen and how it makes people feel

The most basic thing you can explore via surveys is the **experience** –see what people claim happened to them and how it is to walk in their shoes. Whenever you see something significant happens and potentially impacts your potential clients' lives and businesses, you may be curious about how they go through such situations, how they deal with upcoming challenges, and how they perceive it from their perspective.

Experience

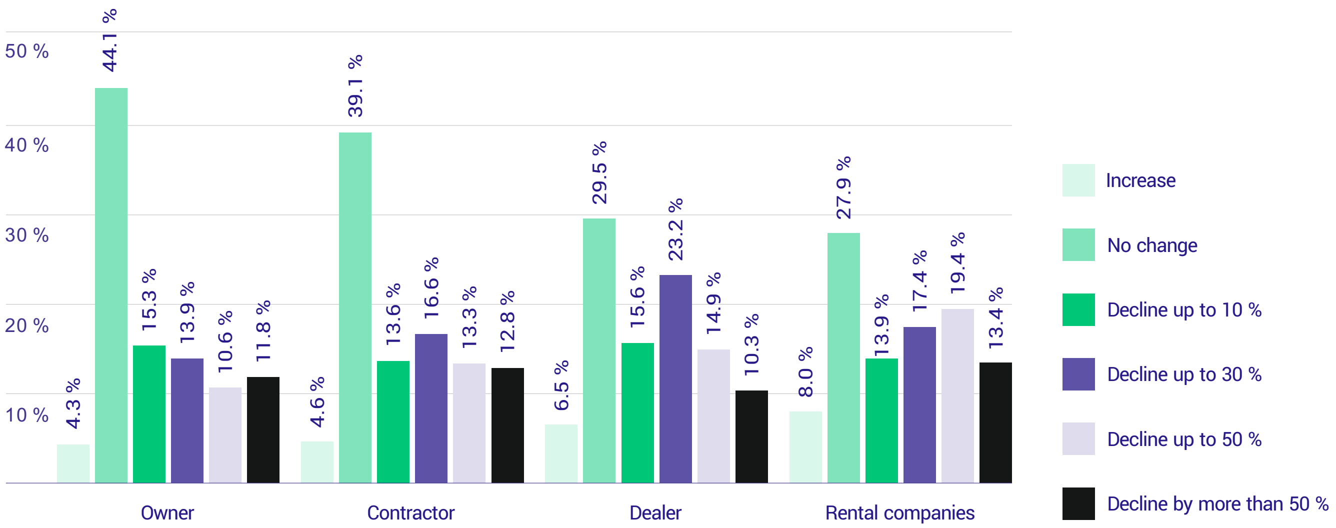
Covid Survey (ERA & CECE) and Prospects for machinery purchases survey (Grupo TPI)

Since the **covid pandemic** has been the most **significant topic** for more than a year, it would not have missed our interest in exploring its consequences for the heavy machinery industry. Last year, we ran research on the impact of the crisis on machine owners, contractors, dealers, and rental companies representatives for **ERA and CECE**. This summer, a similar one was conducted for **TPI**. Yet the latter is still in the process; results of both surveys may provide us with comparison of the first and second covid waves.

Though the ranges for mapping the intensity of covid impact were a little bit different (and a little bit more in-depth elaborated in the case of the TPI survey), the overall numbers depicted in the charts below reveal clear results. In both surveys, **most of the respondents** (regardless of the sector of activity) declared they **had not perceived any change yet**. However, when it comes to those who reported any change, the number of respondents who indicated the increase was higher in the case of the TPI survey.

”How did the Covid Situation impact your business in 2020 up to now? (6/2020)”

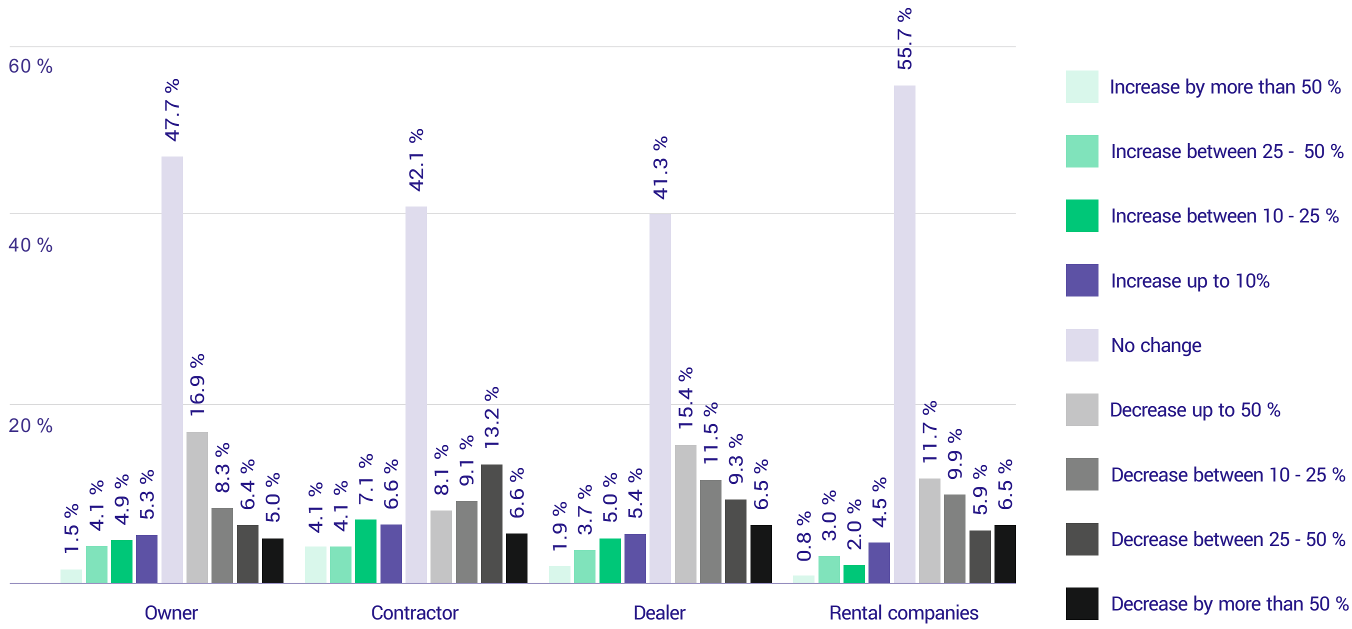
Number of respondents: 4 828



Experience

"What is the current situation of your fleet compared to the situation before the pandemic?"

Number of respondents: 2 819



What are we able to deduce from such results?

It seems that in the long run, the negative consequences were not as serious as presented in the original covid survey. **Probably many stakeholders were able to adapt to the crisis.** Maybe, during the first wave, they perceived the overall situation too negatively and thought the actual decline to be higher than it really was. On the other hand, maybe the interpretation of such differences is much easier and caused by the different survey samples (different people participated in the survey). Overall, before the final statement and practical implication of results is deduced, one must consider all these possibilities.

Experience

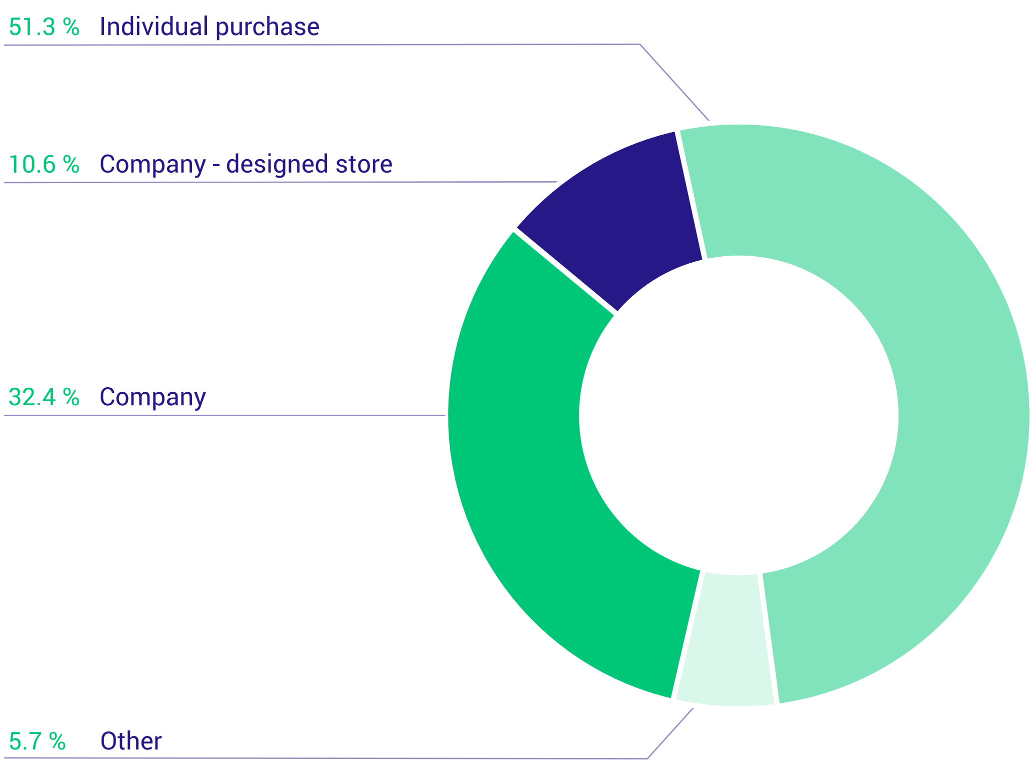
Workwear (LECTURA Flash survey series)

Workwear is of the utmost importance in enhancing worker efficiency. However, browsing through the previous research on the current topic, it appears like it is not a matter of course that employers provide employees with clothing of the quality they need – if at all.

Based on the results of the Workwear survey, it seems like **more than half of the respondents have to purchase the clothing on their own.** About 10% can purchase it from at least a special company-designed store, though almost 6% of respondents claimed they must get it elsewhere. On the contrary, still, there is about a third of respondents receiving the workwear directly from their employer.

"Who provides you with the Workwear / footwear?"

Number of respondents: 802



Opinions

What people think and what are their beliefs about something or someone

Who doesn't want to know what people, especially customers or clients (at least potential), think about the product or service? However, there is no way to read their thoughts. Thus, **simply asking people to share how they perceive various occasions, what they think** about products and services, or what their beliefs are is the only way to get information about their opinions. The advantage is both the opportunity to share what they wish and what is convenient for them and that they are not forced to speak about something beyond their comfort zone.

Opinions

Engines (LECTURA Flash surveys series)

In the LECTURA Engine survey, we aimed to figure out which engine brand is considered the most reliable among our audience.

Therefore, we did not ask them to provide a brand comparison based on so–called hard data (like technical specs and parameters, etc.). We simply asked them to say which engine brand they **THINK** is reliable.

And honestly, the results were quite surprising. Regardless of demographics, (EU, NA) people agreed on **Kubota being the most reliable engine manufacturer**. Even though in the North American sample results, Kubota was followed by Caterpillar and Cummins.

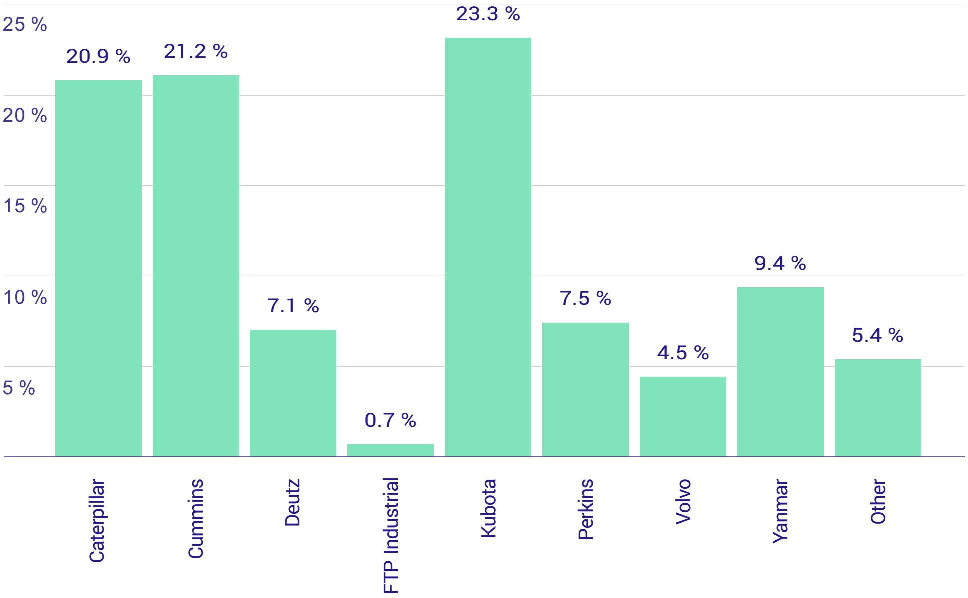
However, do we know what may be the cause of such a success? No. We did not ask the people. Anyway, since we speak about **opinions**, there may be various such causes. Maybe positive testimonials, information from scientists, probably positive experiences, maybe a catchy, well-designed advertisement – or personal stories (imagine three generations of your family praised Kubota products). The **opinions** could be either driven by factual information or by the feelings – or their combinations.

Opinions

”Which engine brand do you consider the most reliable?”

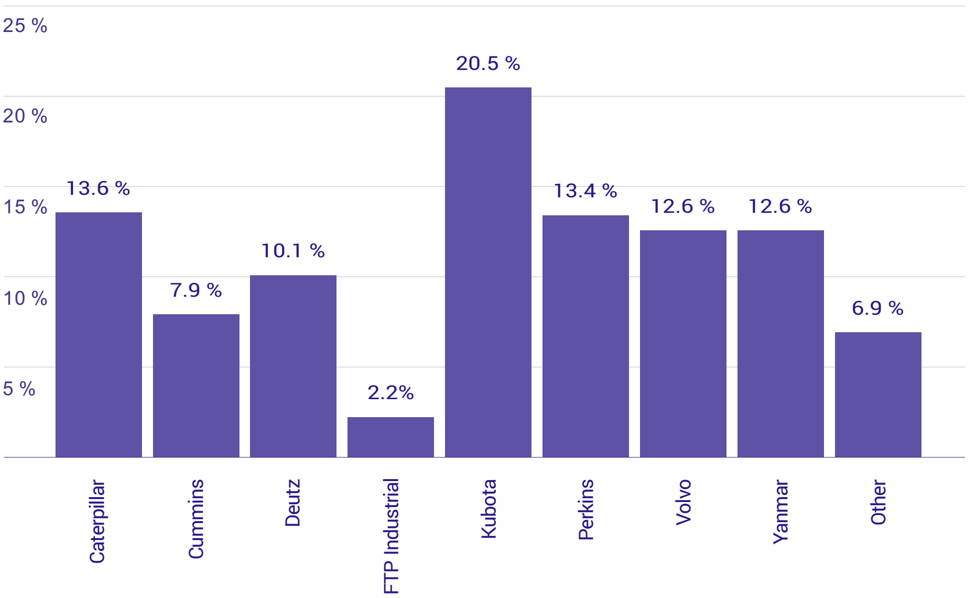
USA & Canada

Number of respondents: 425



European Union

Number of respondents: 404



Opinions

Are We Building a Greener Future? The Role of Sustainability in Construction (Flexcavo)

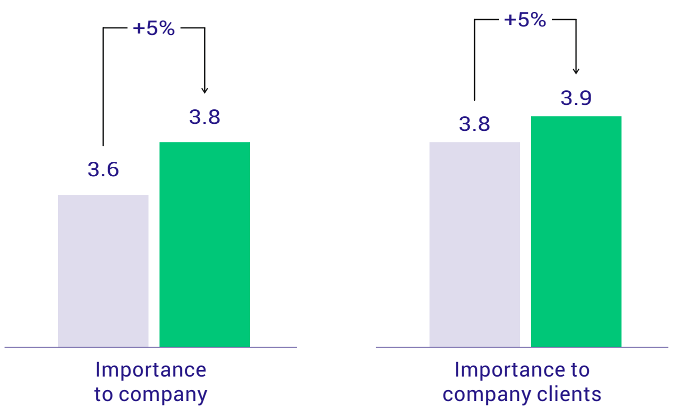
The scale–like approach to explore respondent´s opinions was used in the survey we run on LECTURA Specs pages for Flexcavo (Berlin-based Construction Tech start–up on a mission to enable intelligent construction). The purpose of the current survey was to **understand how important sustainability aspects are** in the world of construction nowadays, evaluate the presence of sustainability practices, get insights into further directions, etc.

The survey included many questions focused on people's opinions including opinions of the clients. Using the scale–like approach (sometimes called Likert scales) that assumes that **the strength/intensity of opinion is on a continuum from one pole to another**. With that one can see the distribution of opinions of various intensity, or check the mean values.

The results of the Flexcavo report revealed that with an average rating of 3.6, respondents rank sustainability as a highly relevant yet not a decisive theme for their businesses. However, they expect the relevance of sustainability topics to further increase in the near future.

The survey was also concerned about what respondents think about their clients´ opinions. Similarly, the results reveal that **sustainability is an important topic for the clients** as well and poised to further increase over the coming years.

"How important is sustainability to your company and your clients?"



7-items Likert scale

0 = Not important
6 = Very important

Attitudes

A settled way of thinking or feeling about something and the behavioural outcomes

According to the definition, an attitude is **a group of opinions, values, and dispositions to act** associated with a particular object or concept.

Measuring attitude in a survey can be difficult because it requires a series of questions to evaluate it effectively. The series of questions developed to assess attitude is commonly done in a so–called **Likert Scale**. This scale is a **set of statements** which when combined, provide information about an attitude.

Attitudes

EaaS Customer Insights (KPMG)

This spring, we were asked by KPMG to conduct a survey about the **Equipment as a Service model**. EaaS is a business model that involves providing and renting out equipment as a full-service offering to end–users and collecting periodic payments for the use of an asset, especially based on a pay–per–use model. It slowly but surely enters the current market.

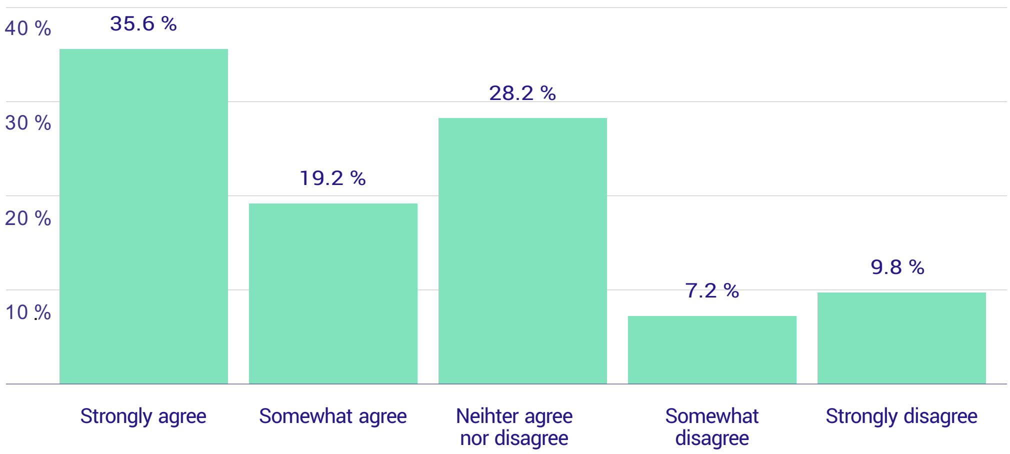
In three weeks, about **18 000 people** from all over the world participated in the survey.

One of the questions mentioned in the survey, explored people's attitudes towards the pay–per–use model demonstrated by their willingness to pay more money for its features.

When it comes to this specific domain, the willingness to pay more for a flexible full-service offering with pay–per–use and uptime guarantee, it seems like **more than half of our respondents are open toward pay–per–use models even though it would cost more**. On the other hand, almost one third of respondents have not decided yet. Since the survey consisted of many such domain–related statements, the comprehensive description of people's attitude on EaaS provides rather a summary of all these statements altogether.

Willingness to pay more for flexible full–service offering with pay–per–use and uptime guarantee

Number of respondents: 4 828



(Demographic) characteristics

Who are the people and what they do?

So far, we have learned how to identify what people go through and what they think about it. Moreover, with surveys, we can identify who these people are and explore differences in the previously mentioned based on their (demographic) characteristics.

You may ask basically about data like **age or gender - or tailor the question more to your research purpose** and explore the sector of activity, fleet size, etc. We would like to highly recommend using these questions in almost every survey. Why? Imagine the survey result shows you how to change the current strategies. But before you go ahead with the implementation, check **who provided you with such information. And for who will these be useful**.

(Demographic) characteristics

Hammerglass Unbreakable screens survey

Since unbreakable screens can save lives and minimize downtime, Hammerglass (Swedish unbreakable screens and polycarbonate producer) ran a survey to explore the **knowledge and awareness of unbreakable glass technologies**. Since they aimed to focus specifically on **construction and construction-related sectors**, they have to specifically **target respondents** working in these sectors.

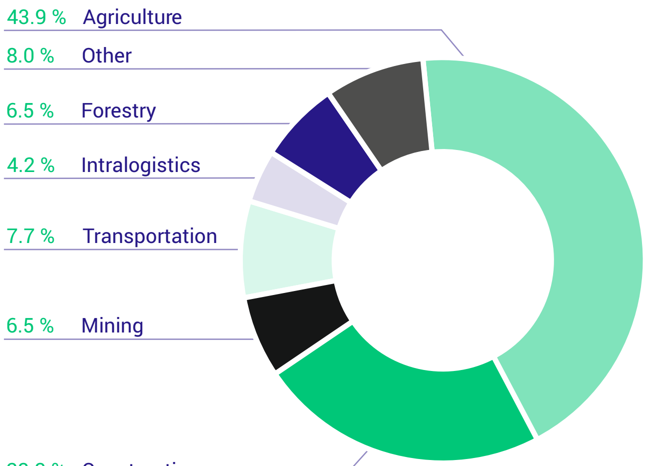
Although the survey report including the final results is still in the process, even the so-far results indicate the sample distribution according to the sector of the activity. The chart illustrates, about 44% of respondents work in agriculture - and because agriculture is not in the target population, only the remaining will be used for the final analyses.

That helps both to **estimate how many people** will be in the final sample and **how long the survey will run** till reaching a sufficient sample size.

Similarly, the company size was explored. This time, however, the aim was to describe the sample for interpretation and real-life implementation purposes. Looking at the graphs, it seems the Hammerglass survey results will be applicable to better small companies.

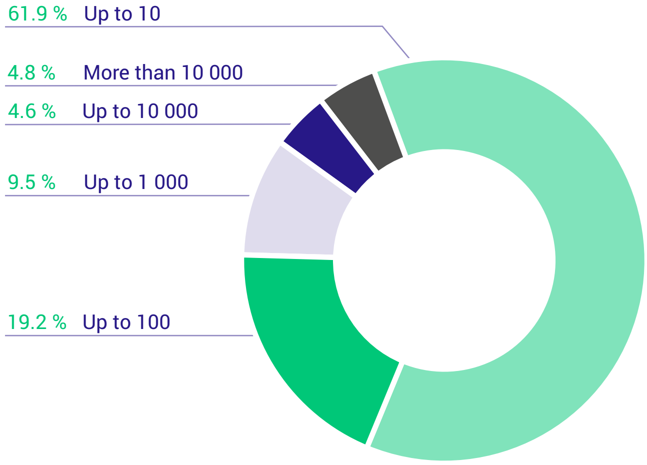
"What is your sector of activity?"

Number of respondents: 6 461



"Which is your company size in the number of employees?"

Number of respondents: 4 532



Needs & requirements

Urgent want, as of something requisite

Many surveys or polls have already been conducted to see what people want or require. These are most valuable in cases you know or are aware that there might be a **gap between a current situation and the situation the population of people of your concern desire**. Imagine your customers demonstrate **dissatisfaction** with your current products or services. Probably, because they are missing something, they lack satisfaction with your current services or product portfolio. There may also be some **system obstacles** like unavailability of your products or services in their area, the decline of quality of the materials from which you make the products you sell, etc. Now you know there is a gap between what you offer and what they want. What should you do? Probably the easiest way is to ask them.

Needs & requirements

The perspective on the Use of Alternative Fuels in the Heavy Truck Industry survey

In the survey run in spring 2021 to investigate awareness about green solutions, we, for example, mapped what **factors affect people's purchase choice of alternative fuels**. Basically, with these questions, we explored what things, services, and information they need to make a mindful decision of alternative fuel truck purchase.

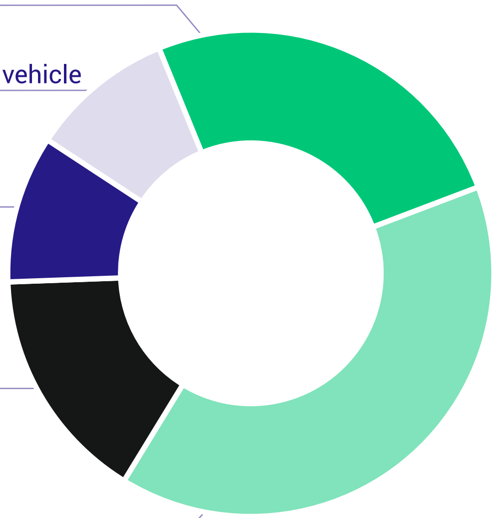
The needs may be evoked either by **material or immaterial factors**. Thus, the options aimed to combine these to provide us with a relatively complex overview of what to do to fulfil such a need and encourage people to go green.

Needs & requirements

And as the results indicate, although we targeted such needs and gained evidence for their importance, others still remain. Such results reveal that the area of the needs exploration requires further research.

”Which factor(s) are mostly affecting your purchase choice of alternative fuel trucks?”

Number of respondents: 1 415



Needs & requirements

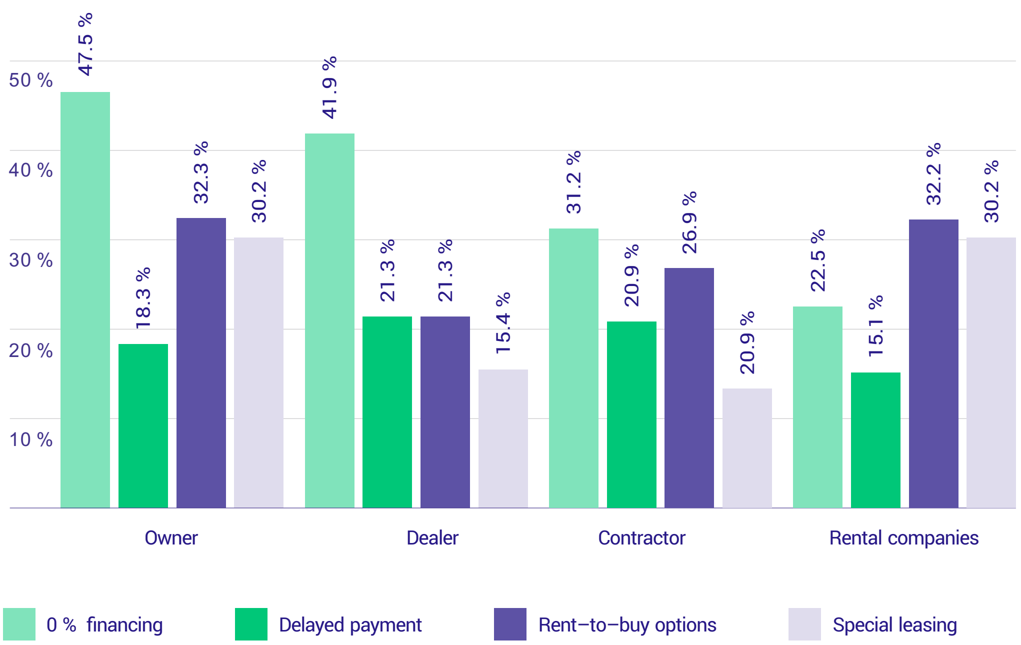
However, needs may be explored even from more like a research point of view. For example, since we knew that due to the pandemic–related restrictions, people could face plenty of obstacles and difficulties, we explored what they needed (and from whom) **to regain the position and stability** they used to have before the crisis.

Prospects for machinery purchases survey (Grupo TPI)

In the previously mentioned TPI survey, we asked our respondents what they need/would help them to renew their fleet, regain stability in the market. And as the results indicate, the needs **may vary across the sector of activity**. For example, owners would much more appreciate **0% financing** than others. On the contrary, rental companies, quite logically, would go for **rent–to–buy options**.

"What would help you to invest in expanding your fleet?"

Number of respondents: 1 995



Behaviour

The way in witch one acts or conducts oneself

Even though there are usually pretty high correlations between opinions/attitudes and behavior, sometimes, the researcher can be curious even about the behavior itself – thus, ask people directly **what they do or what their habits are**. Why? Naturally, there may be other **factors that interfere with the process of transferring intentions into actual behavior**. Some people may face obstacles, lack resources, and be subject to strict social or legal norms that do not allow them to do what they think is worthy of doing.

Behaviour

LECTURA and ANMOPYC survey about exhibitors´ and attendees' perspectives on trade shows in times of Covid-19 pandemic

The trade shows and conferences moved online due to covid pandemic restriction. Therefore, The Spanish Manufacturers' Association of Construction, Public Works and Mining Equipment (ANMOPYC) has recently conducted a survey about **alternatives people chose instead of traditional trade shows**. On the Spanish version of our buyer's guide LECTURA Specs (www.lectura-specs.es). The core idea of the survey was to explore what people usually do (whether they even take part in trade shows), what they did pre-pandemic, and in which ways they have to change their behavior to react to the current situation.

Since people have very **limited or no possibility to attend regular trade shows**, we explored which alternatives they use to get insight into the newest trends in heavy machinery. Moreover, because in the survey, we intended to compare differences in various Spanish and Portuguese-speaking countries (Iberia and Latin America, respectively), we also found a couple of differences in behavioral patterns in these two geographical areas.

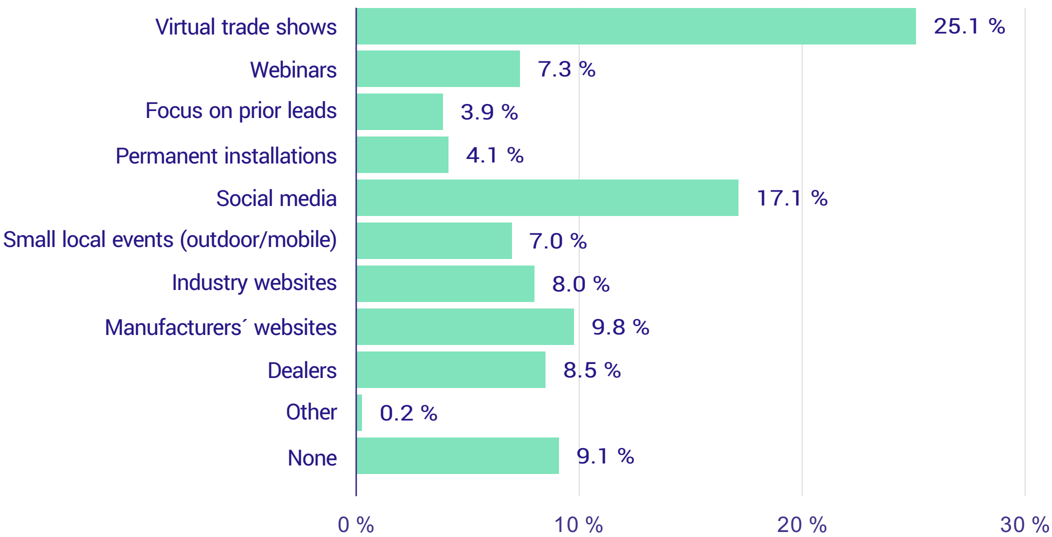
According to results, people from Latin America are much more into **moving trade shows online**, whereas the Iberians slightly prefer the other options like **social media, industry and manufacturers' websites, and dealers**. Also, the Iberians are more conservative, and when no trade shows take place, they do not go for the alternatives.

Behaviour

”Since many trade shows have been cancelled or postponed, which current solution do you use as an alternative most often?”

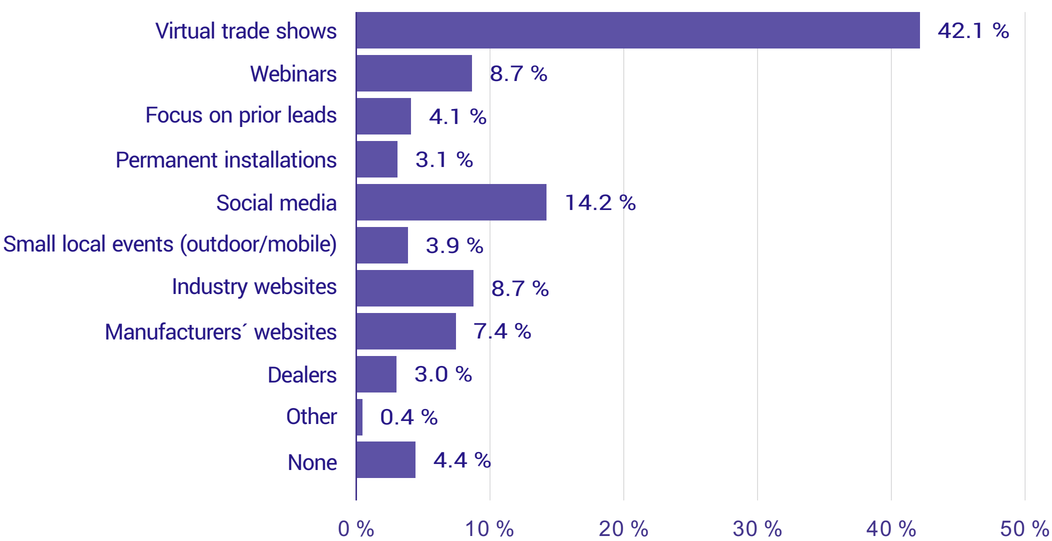
Iberia

Number of respondents: 661



Latin America

Number of respondents: 1 557



Behaviour

Finance & Leasing (LECTURA Flash survey series)

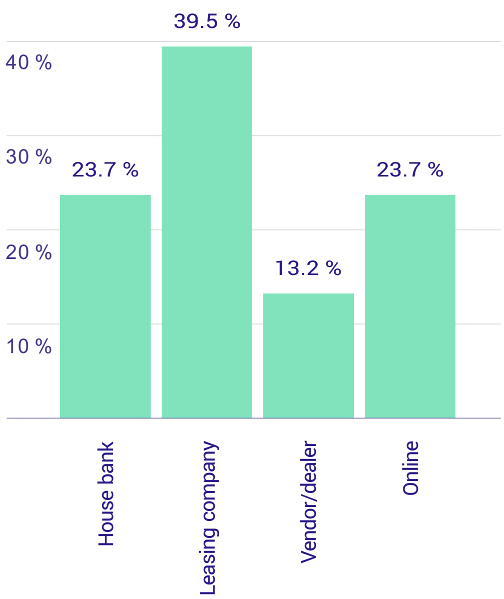
Exploration comparison of the replies based on respondents´ region of origin is a possibility of finding out **whether people from different parts of the world share their behavioral patterns** or whether they perceive things differently. The same approach was also used in the case of the LECTURA Finance and leasing survey conducted in autumn 2020. Since preferences are mainly created as consequences of choosing, we aimed to explore whose services people usually use when they buy machines.

Comparing replies provided by the respondents from Europe and North America (the USA and Canada), we found out **Americans are most open to vendors´ or dealers´ services, whereas the Europeans prefer leasing companies, online services**, and to a lesser extent house banks. There may be a whole range of factors serving as sources of the difference such as individual financing models and regulations. To find them may serve as the topic of the following research.

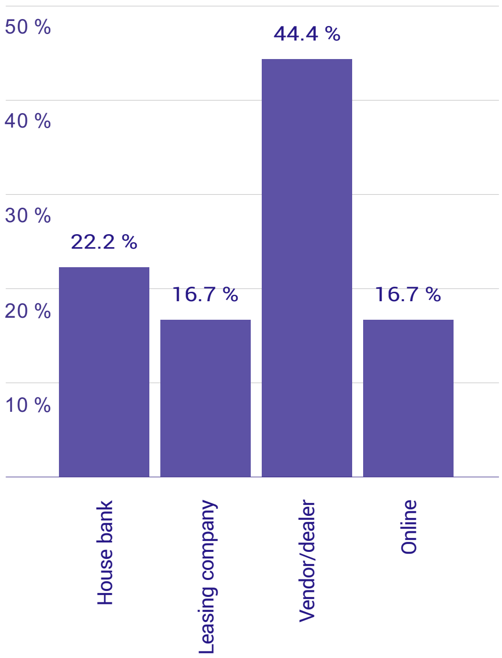
”What would help you to invest in expanding your fleet?”

Number of respondents: 74

European Union



USA & Canada



Behaviour

Tires (LECTURA Flash survey series)

Another good example of a straightforward question on how people behave brings the Tires survey report. It demonstrates both the presence of about five most frequently identified providers of tires and the frequency of how often people purchase tires from these.

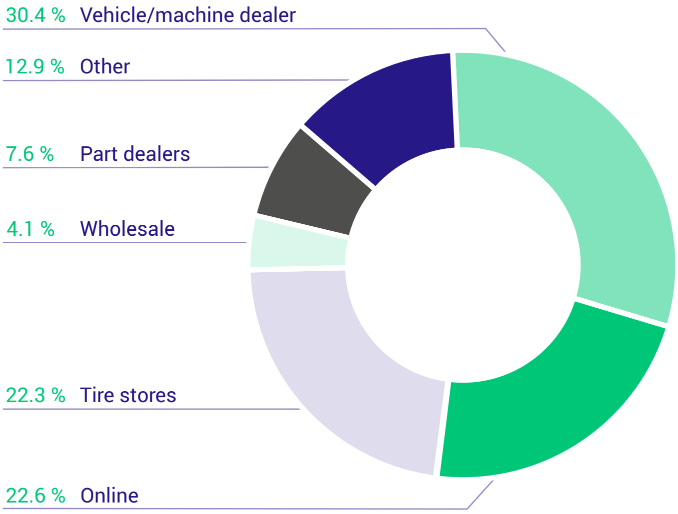
The survey aimed to explore the regional differences in the European Union and North America.

The results show E**uropeans, more often purchase tires from vehicle or machine dealers, online shops, and part dealers. On the other hand, the Americans would buy the tires in specialized tire stores and wholesale**. If possible, Americans would probably choose another option than the options we defined in our survey.

”Where do you usually buy tires?”

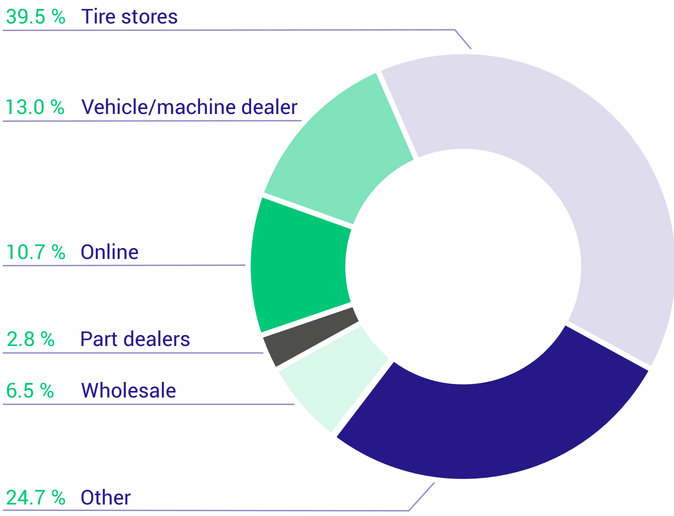
European Union

Number of respondents: 1 228



USA & Canada

Number of respondents: 392



Behaviour

The association of opinion/attitudes and behaviour

Incorporating behavioral questions into the survey may have an indisputable advantage.

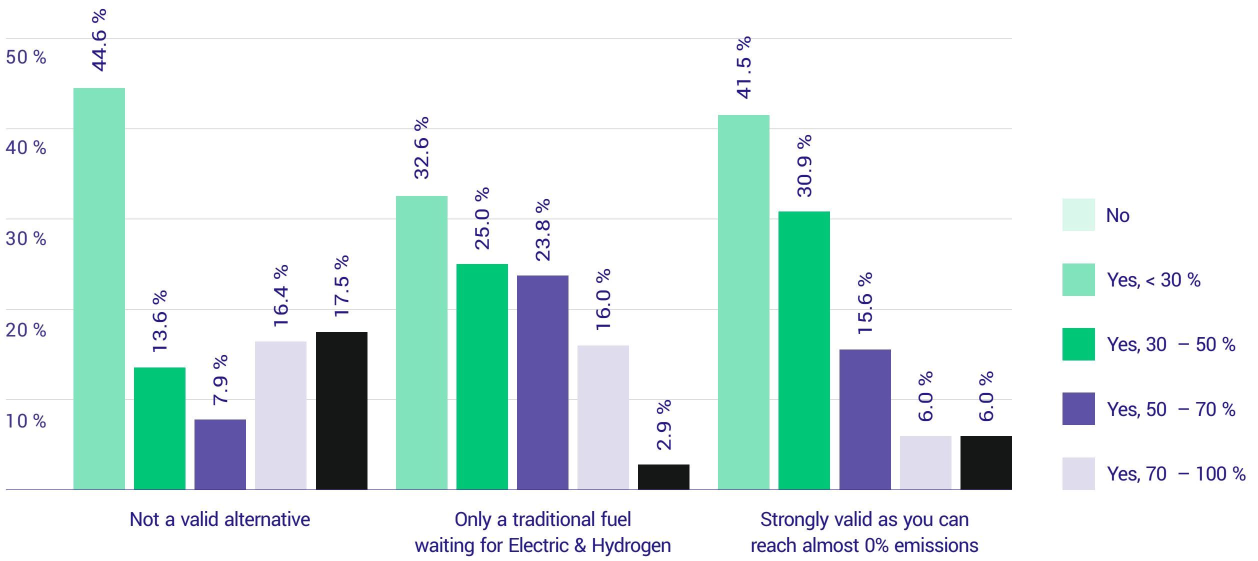
Imagine you design a survey that aims to explore people's opinions or attitudes. Then, collect the data and conduct analyses that reveal something. You may think that people proclaiming something will probably behave accordingly. However, this is a misconception. Actually, these two concepts correlate with each other, many external factors may disrupt the relationships **causing people to do different things that they speak about**.

Basically, when we decide to explore how people´s opinion on biomethane is related to their replies on whether they use it, we see something completely different than what we would probably expect.

Paradoxically, it seems like the less valid people consider bio-methane to be, the more often they use it.

”Do you already use Biomethane?”

Number of respondents: 703



Where to go next?

So you have the basic overview of what kind of domains can be explored via the surveys and, as we hope, some basic info on how to create the questions. Maybe, and we really hope the examples above, provided you with sort of inspiration on how and why it is important and interesting to conduct surveys even in your company and situation. Therefore, we wonder if you may be interested in how to come up with your own survey. And, of course, **how to use or implement the survey results into real-life situations**.

Where to go next?

Looking for inspiration for your own survey is to work with the current data - and these may be various. For example, go through a couple of your internal statistics and observe whether there are any discrepancies like sales decline, changes in customers demographics, etc. However, the numbers and other so-called hard data will indicate only the discrepancy, but **only people's answers will give you an explanation**. Another reason for conducting surveys may stem from any structural changes - either those planned in your company strategy or societal change you have to go through. One such example was the aforementioned covid survey.

So as you can see, there may be **various sources of inspiration for the survey topic**. On the contrary, the opposite situation comes in place when you have the survey done and analyzed - actually with quite interesting results. Then the thinking of their application comes into place. What do you need to consider? First, a couple of points about the data analyses per se - basically, there are indexes to estimate the probability of generalisability of the results from the survey sample on the actual population. When providing you with the results, we will send you these. On the other hand, since we strictly try to rely on **large survey samples** (number of respondents), the generalizability of the results is quite high.

Then, however, you have to consider the characteristics of the people who answered the survey questions. Who are they, and what is their sector of activity; where they live; etc. (For example, you cannot apply the data from American respondents to the European population). For that reason, we will also provide you with the demographics and other characteristics of the sample. But even after this issue is clear, there is nothing else that may hinder you in using your survey results to make things live. To conclude, only time will reveal the effectiveness of such results implementation. However, thanks to the survey result, you have at least the clue or evidence of both **things that have to be done and people´s perspective on the current situation**.

Feel free to let us know if any questions related to the survey comes to your mind.

Where to go next?

Read full reports

- Covid Survey by (ERA & LECTURA)
- LECTURA Flash Survey Engines
- LECTURA Flash Survey Finance & Leasing
- LECTURA Flash Survey Tires
- LECTURA Flash Survey Workwear
- The Perspective on the Use of Alternative Fuels in the Heavy Truck Industry
- EaaS Customer Insights (KPMG)
- LECTURA and ANMOPYC survey about exhibitors´ and attendees' perspectives on trade shows in times of Covid-19 pandemic
- Are We Building a Greener Future?: The Role of Sustainability in Construction (Flexcavo)
- Prospects for machinery purchases survey (Grupo TPI) (will be published)
- Hammerglass Unbrakable screens survey (will be published)

All reports available online at lectura.press

Get in touch for the survey details

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