

# Press Release

*Creating Conversations That Matter!*



To: Media & Select Partners

From: Dean Halverson, CEO [dean@leede.com](mailto:dean@leede.com)

Date: October 27, 2022

Subject: Leede Completes National Outdoor Power Equipment Screening

MANITOWOC, WI – Outdoor Power Equipment is changing at a pace unheard of in its history. As the evolution is underway from traditional gas engines to battery power and even EV's and robots, the industry is seeing new products and brands that had never been part of this segment. Consumers are often following professionals that use this equipment, along with their own relative experience from products like traditional power tools and other battery equipment. Recent work indicates over a third of the market already owns some type of outdoor battery equipment, with 43% indicating they will increase their purchases of such equipment in coming years.

That evolution requires information. Leede Research has 40 years of experience helping clients understand their markets and developing successful products. With offices in Wisconsin and Minnesota, Leede has quietly become a leader in product development and market research for the outdoor power equipment industry. They have built a proprietary Landscaper & Construction Panel that is believed to be the largest group of online survey participants in the country for those professionals. The panel is being used by top national brands in lawncare, snow and handheld tools. Professionals have led a revolution and consumers are taking notice.

Leede has completed what they believe to be the largest screening of consumers in the outdoor power equipment category. A national study of 800 consumers is being completed in partnership with national online panel provider Prodege. A cutting-edge marketing and consumer insights platform, Prodege has charted a course of innovation in the evolving technology landscape by helping leading brands, marketers, and agencies uncover the answers to their business questions, acquire new customers, increase revenue, and drive brand loyalty & product adoption. Leede partners with Prodege regularly for online sample for consumers nationally.

The goal of this consumer screening is to identify the size and trends of various segments of the outdoor market and create a prescreened and targeted consumer panel for future market research needs of Leede's clients. This will allow for more efficient fielding of consumer surveys nationally for product development and branding needs. Gathering of the needed information should be completed in early November, with data review and analysis finalized before Thanksgiving. Clients will have immediate access to accurate incidence rates, with fast fielding and higher data quality. The prescreen format also allows for cost savings, that are important during the current economic environment.

Dean Halverson, Leede's CEO said, "This continues our commitment to this important category." Listening to millions of people over the past 40 years has given the company a unique perspective and base of knowledge that has helped their clients succeed. "Creating Conversations that Matter" is not only their tagline, but also what drives their business and future. For more information visit: <https://leedewi.com/outdoor-power/>