



LAWN & GARDEN



**Battery power is better**



April 29, 1975

TO: All New Idea Lawn and Garden Dealers:

As a result of our recent "SPRING FEVER" promotional meetings, many of you have requested additional information about our Lawn and Garden Survey.

This survey was mailed to all our EGT Electric Tractor owners as of October, 1974, and we received an overwhelming response of 70%.

Attached is a sample of the questionnaire mailed to each owner. We have filled in the tabulated results of the survey in bold-face type.

This additional information should be helpful to you in your selling efforts this Spring.

Sincerely,

Reynolds Balmer  
Market Research

RB:bh  
Att.





COLDWATER, OHIO, U.S.A. 45828

QUALITY FARM EQUIPMENT SINCE 1899

October 16, 1974

Thank you for your recent purchase of an AVCO New Idea (Model No.) Electric Tractor.

Since you have now had time to operate your Electric Tractor, we would like to ask you to take a few minutes and tell us how you feel about it.

Please complete the questionnaire on the reverse of this letter and return it in the postage paid envelope. You do not need to sign your name.

As a token of our appreciation, we will send to you under separate cover a "Handy Pocket Knife" which we are sure you will find quite useful.

Thank you for your cooperation.

Sincerely,

*Jim Kinzer*

Product Manager

JJKinzer:pab



70% Responded

1. As you best remember, how did you first learn about New Idea Electric Tractors?

50% said by seeing it at a dealership. This underscores the importance of having dealer displays. 14% gave newspaper ads, 13% personal recommendations.

2. What mowing equipment did your New Idea Electric Tractor replace?

9% ( ) None

22% ( ) Walk-Behind Mower

31% ( ) Riding Mower

37% ( ) Gas Tractor (Brand Most Common: MF, IHC, Deere, AC H.P.       )

1% ( ) Other                     

100% Shows both replacement market and new customers are good prospects.

3. Why did you buy an electric rather than a gas powered tractor?

Answers generally followed features in Question 11. Also mentioned were:

(1) Good salesman, (2) Status that electric tractors give, (3) Health problems

minimized, (4) New Idea's good reputation, (5) Competitive price, (6) Ecology.

4. Who in your family usually operates your Electric Tractor? (Man, Woman, Teen, Child, Gardener, etc.)

Man - 61%, Woman - 46%, Teen - 25%, Child - 4%. Some gave multiple response.

5. If you have had any problems with your tractor, please describe below. Be as specific as possible.

This question invites trouble and many owners did "sound off." Question 12 is a

good check on the result of these "problems." There 85% said they would recommend to a friend. Most frequent problems mentioned have since been fixed with a kit: 42"

Mower vibration and Electric Lift.

6. What attachments do you now own for your Electric Tractor?

Dozer Blade - 12%, Cart - 7%, Sweeper - 6%, Snow Thrower - 5%.

What attachments do you plan to buy?

Dozer Blade - 11%, Snow Thrower - 7%, Tiller - 6%, Plow - 4%, Cart - 3%,  
Sweeper - 3%, Chain Saw - 3%.



7. What magazines/periodicals/newspapers do you read regularly? (Omit local daily newspaper.)

Many farm magazines, also Reader's Digest - 13%, National Geographic - 8%,

Newsweek - 8%, Time - 7%, Better Homes & Gardens - 6%, Wall Street Journal - 6%.

8. What size area do you mow? (Note: One Acre = 43,560 sq.ft.)

14% ) Less than one acre

29% ) Two acres

39% ) Approximately an acre

17% ) Three or more acres

1% No answer.

9. What is your occupation?

Farmers - 38%, Local Businesses - 19%, Retired - 6%, Factory Worker - 6%,

plus great variety of others.

10. Which of the following best describes the location of your home?

3% ) In a city

27% ) Rural area

8% ) Suburbs

44% ) Farm home

18% ) In a small town

( ) Other \_\_\_\_\_

11. What features do you like about your Electric Tractor? You may check more than one.

\*\* → 92% ) Quiet

3rd → 68% ) Ease of maintenance

64% ) Safer

20% ) Portable power source

59% ) No Pollution

( ) Other \_\_\_\_\_

48% ) More Economical

2nd → 75% ) Ease of operation

12. If a friend asked, would you recommend the purchase of an Electric Tractor?

85% ) Yes

Why? Most gave the features shown in question 11 above.

13% ) No 13% includes some who had not owned their tractor long enough to  
Why? decide. Some said they never recommend anything to friends. Many  
other comments were not negative.

2% No answer.

Thank you. You may sign, but it is not necessary. (Practically all did sign.)

Name \_\_\_\_\_

Address \_\_\_\_\_

P.S. If you have any additional comments, please use the back of this page.