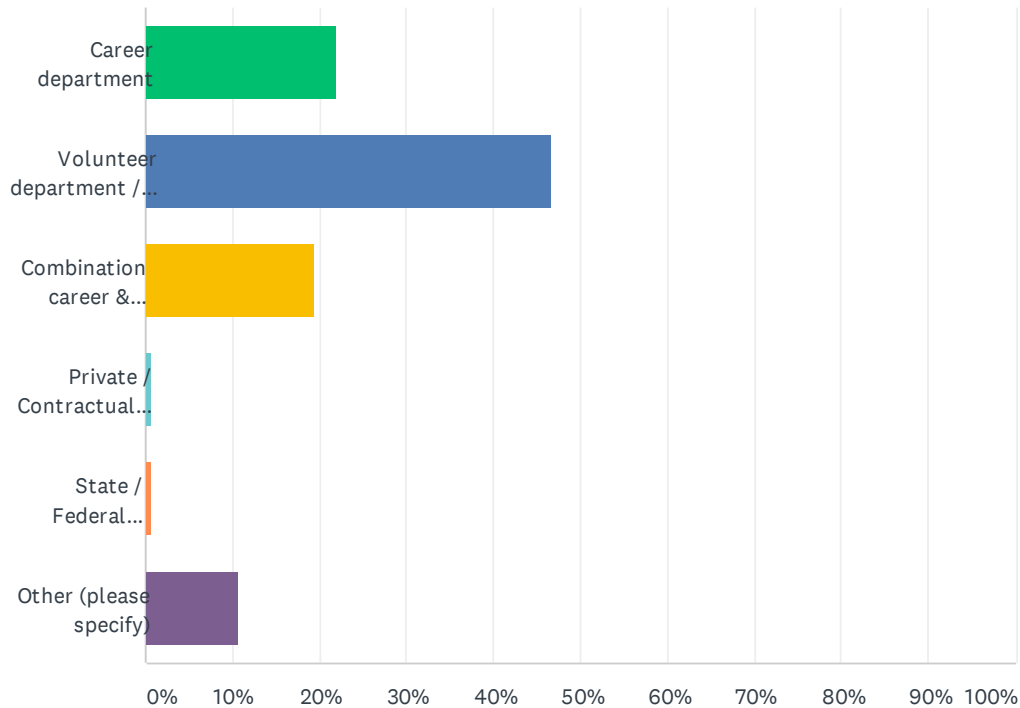


Q1 What type of organization is your fire department?

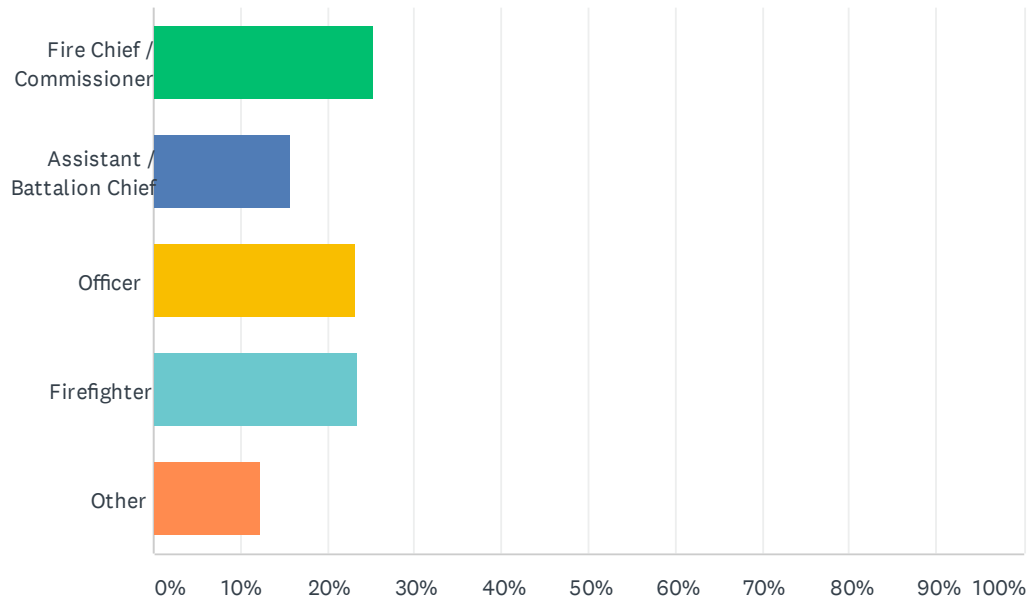
Answered: 1,200 Skipped: 0



ANSWER CHOICES	RESPONSES	
Career department	21.92%	263
Volunteer department / Paid on call	46.67%	560
Combination career & volunteer department	19.42%	233
Private / Contractual department	0.58%	7
State / Federal department	0.67%	8
Other (please specify)	10.75%	129
TOTAL		1,200

Q2 Please select your primary occupation / title.

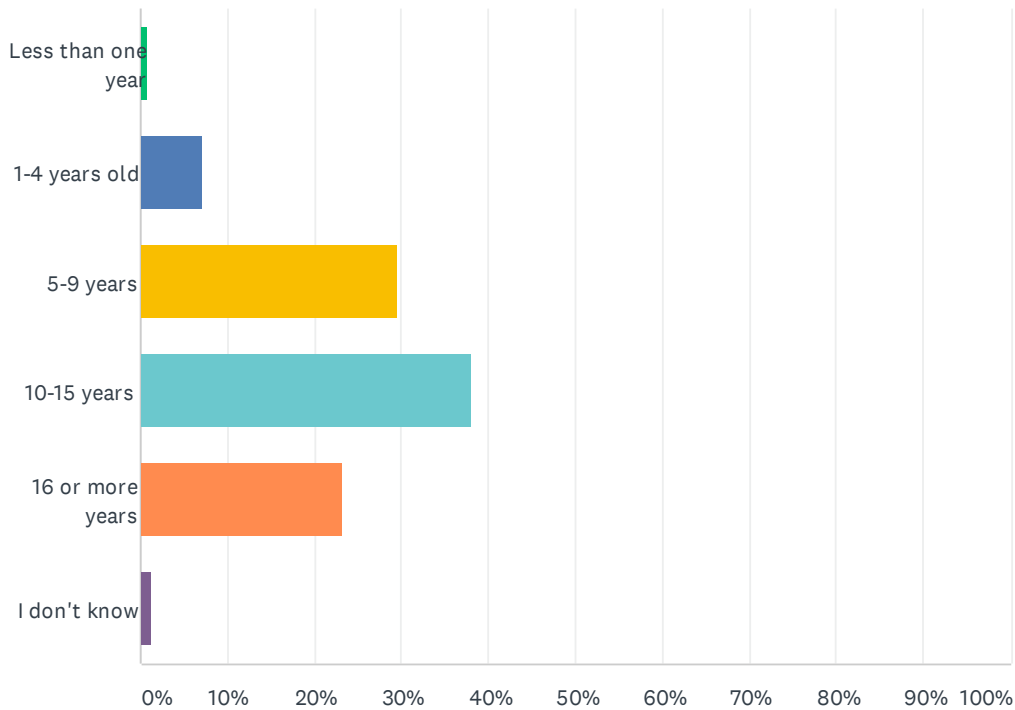
Answered: 1,200 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fire Chief / Commissioner	25.33%	304
Assistant / Battalion Chief	15.67%	188
Officer	23.17%	278
Firefighter	23.42%	281
Other	12.42%	149
TOTAL		1,200

Q3 The majority of your front line apparatus fall into which of the following age categories?

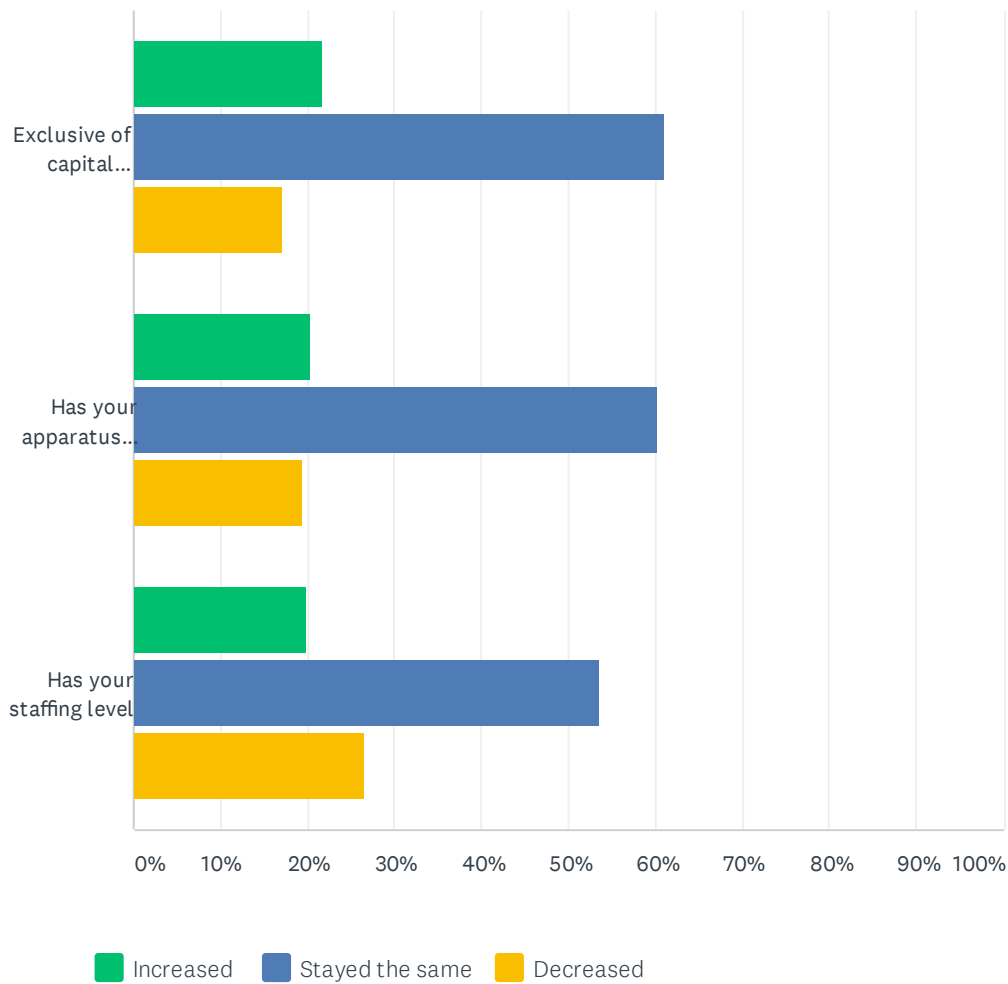
Answered: 1,200 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than one year	0.75%	9
1-4 years old	7.17%	86
5-9 years	29.50%	354
10-15 years	38.17%	458
16 or more years	23.17%	278
I don't know	1.25%	15
TOTAL		1,200

Q4 In review of the last two years (2019 and 2020), please respond to each of the following statements:

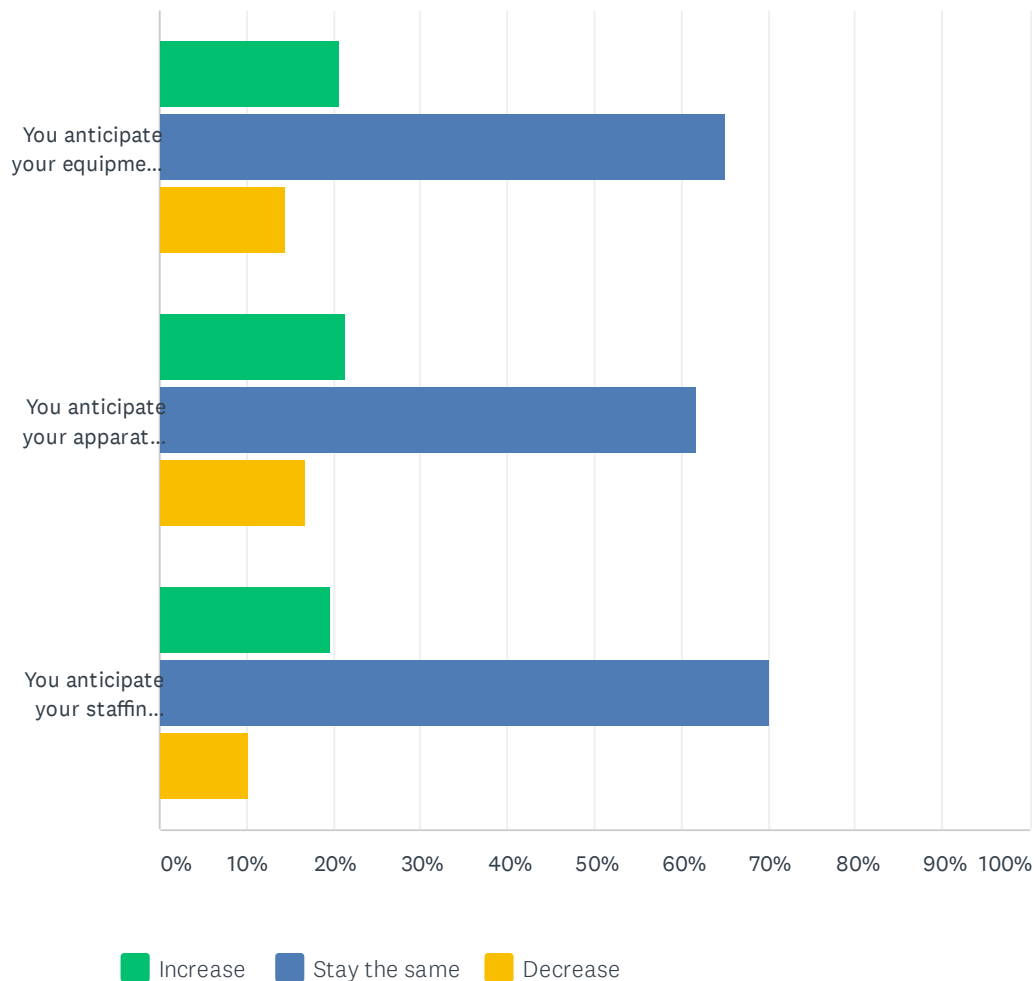
Answered: 1,023 Skipped: 177



	INCREASED	STAYED THE SAME	DECREASED	TOTAL
Exclusive of capital purchases such as apparatus, has your equipment budget	21.70% 222	61.09% 625	17.20% 176	1,023
Has your apparatus budget	20.23% 207	60.31% 617	19.45% 199	1,023
Has your staffing level	19.84% 203	53.57% 548	26.59% 272	1,023

Q5 In consideration of next year (2021), please respond to each of the following statements:

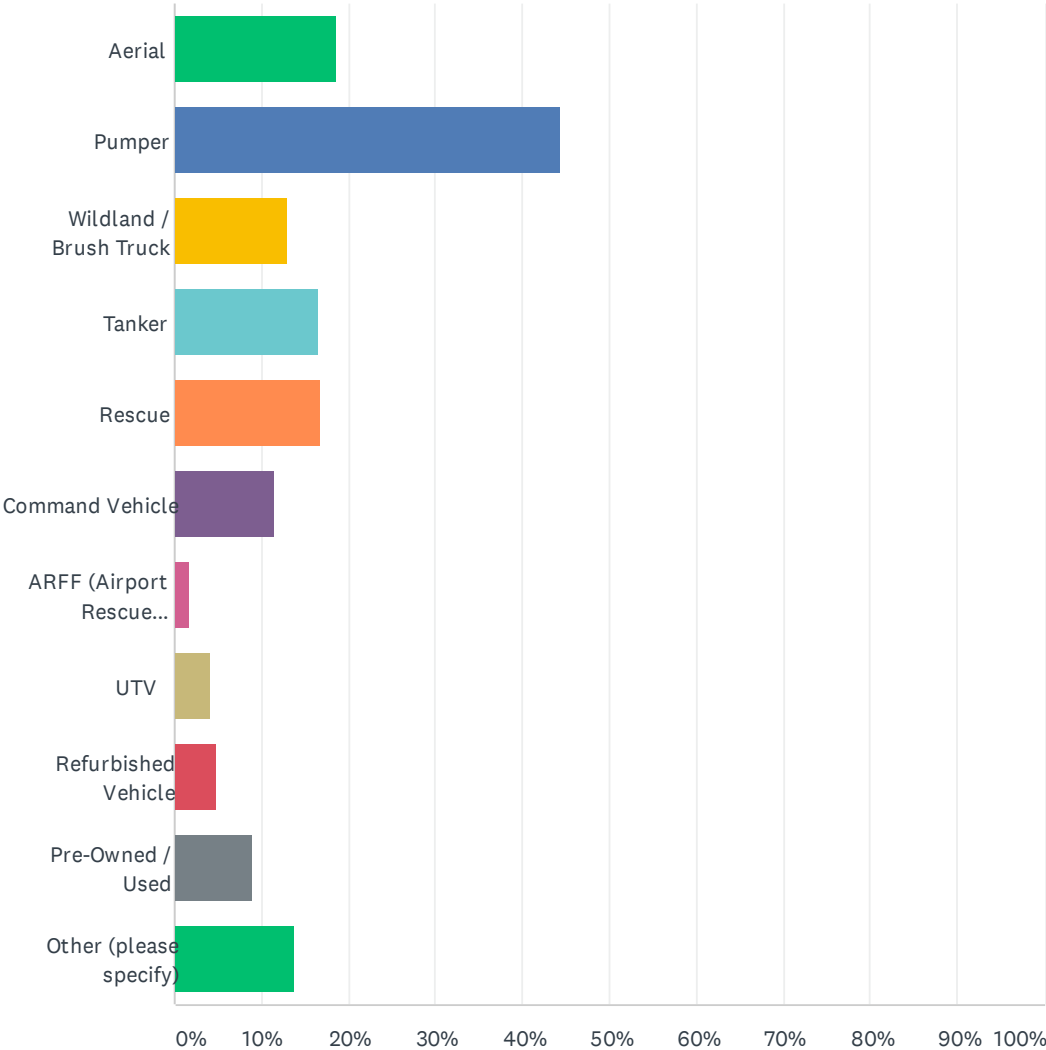
Answered: 1,023 Skipped: 177



	INCREASE	STAY THE SAME	DECREASE	TOTAL
You anticipate your equipment budget to	20.63% 211	65.00% 665	14.37% 147	1,023
You anticipate your apparatus budget to	21.41% 219	61.78% 632	16.81% 172	1,023
You anticipate your staffing level to	19.75% 202	70.09% 717	10.17% 104	1,023

Q6 If purchasing apparatus in the next fiscal year, which type do you anticipate purchasing?

Answered: 919 Skipped: 281

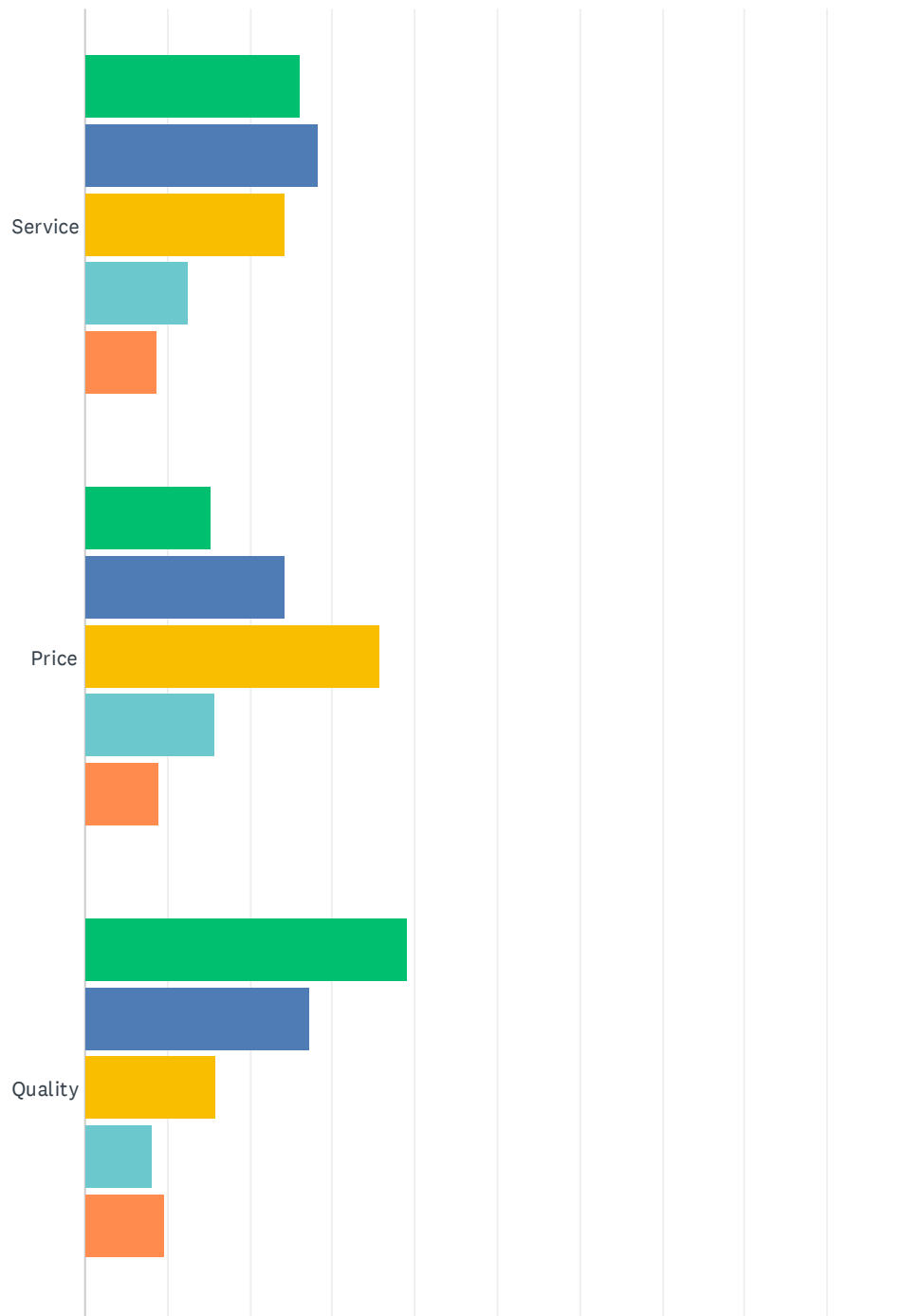


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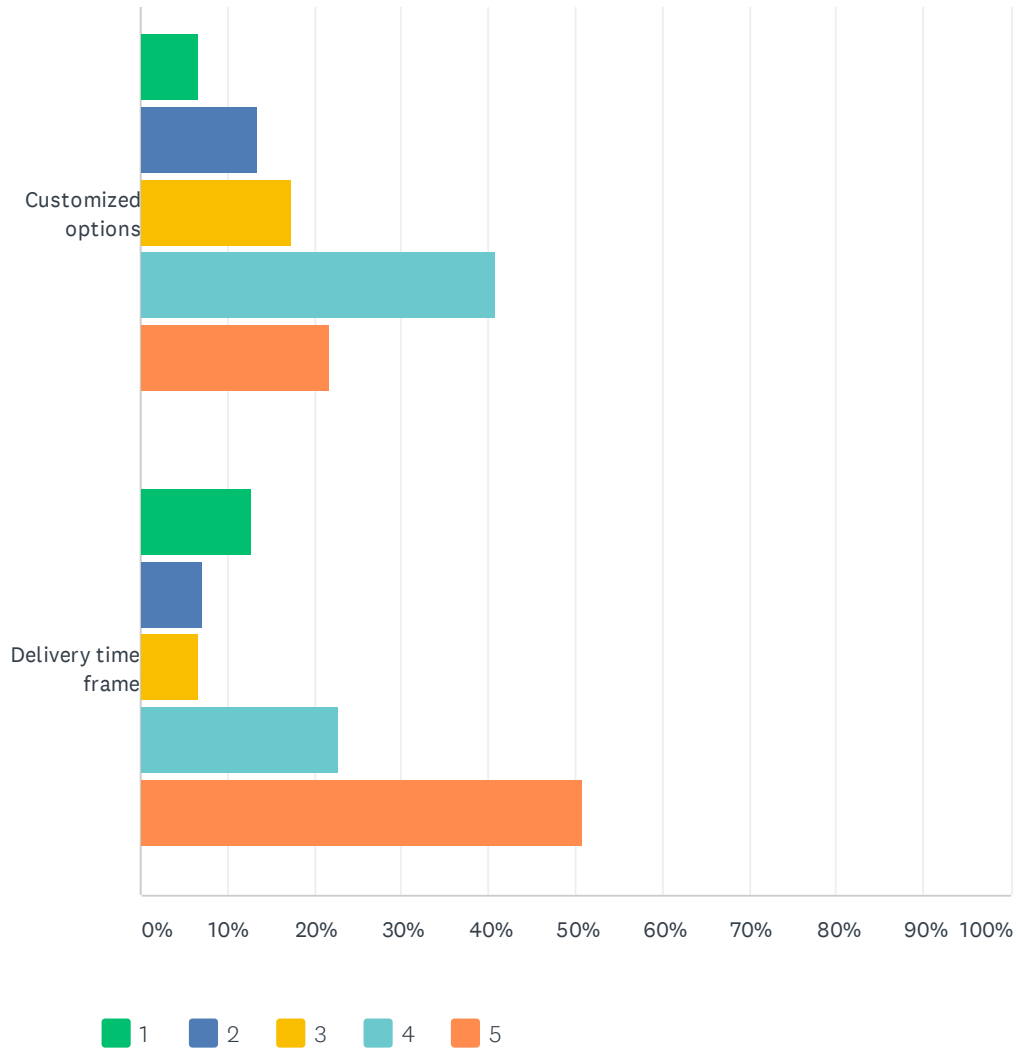
ANSWER CHOICES	RESPONSES	
Aerial	18.72%	172
Pumper	44.40%	408
Wildland / Brush Truck	12.95%	119
Tanker	16.54%	152
Rescue	16.76%	154
Command Vehicle	11.53%	106
ARFF (Airport Rescue Firefighting)	1.63%	15
UTV	4.24%	39
Refurbished Vehicle	4.79%	44
Pre-Owned / Used	9.03%	83
Other (please specify)	13.71%	126
Total Respondents: 919		

Q7 When purchasing a new piece of equipment, please rank how the following aspects relate to your brand loyalty, using 1 as the most important and 5 as the least important. NOTE: To provide a ranking, each line requires an answer and it must be different from the others. There can only be one aspect ranked as the most important, one aspect ranked as least important, and each level between. Rank what makes you loyal to a brand?

Answered: 1,023 Skipped: 177



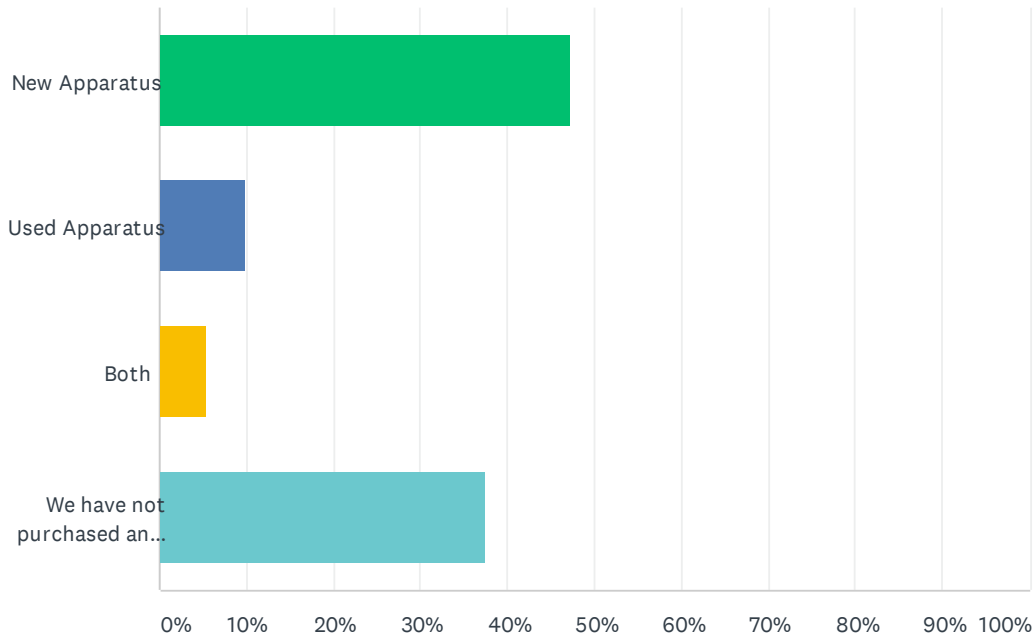
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	1	2	3	4	5	TOTAL
Service	26.20% 268	28.15% 288	24.34% 249	12.51% 128	8.80% 90	1,023
Price	15.25% 156	24.34% 249	35.68% 365	15.74% 161	8.99% 92	1,023
Quality	39.10% 400	27.17% 278	15.93% 163	8.11% 83	9.68% 99	1,023
Customized options	6.74% 69	13.29% 136	17.40% 178	40.76% 417	21.80% 223	1,023
Delivery time frame	12.71% 130	7.04% 72	6.65% 68	22.87% 234	50.73% 519	1,023

Q8 Over the last two years, has your department purchased? (select one)

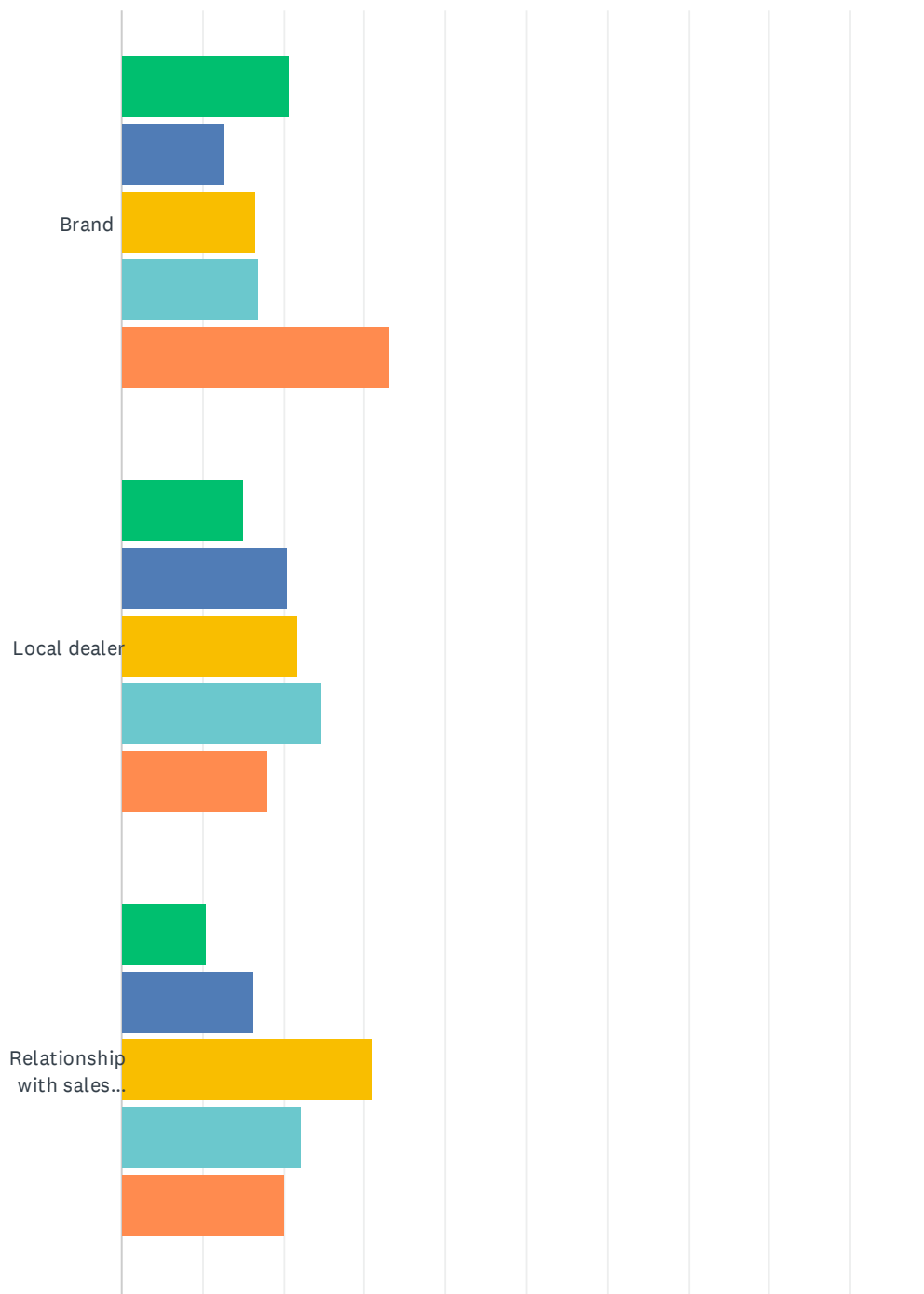
Answered: 1,023 Skipped: 177



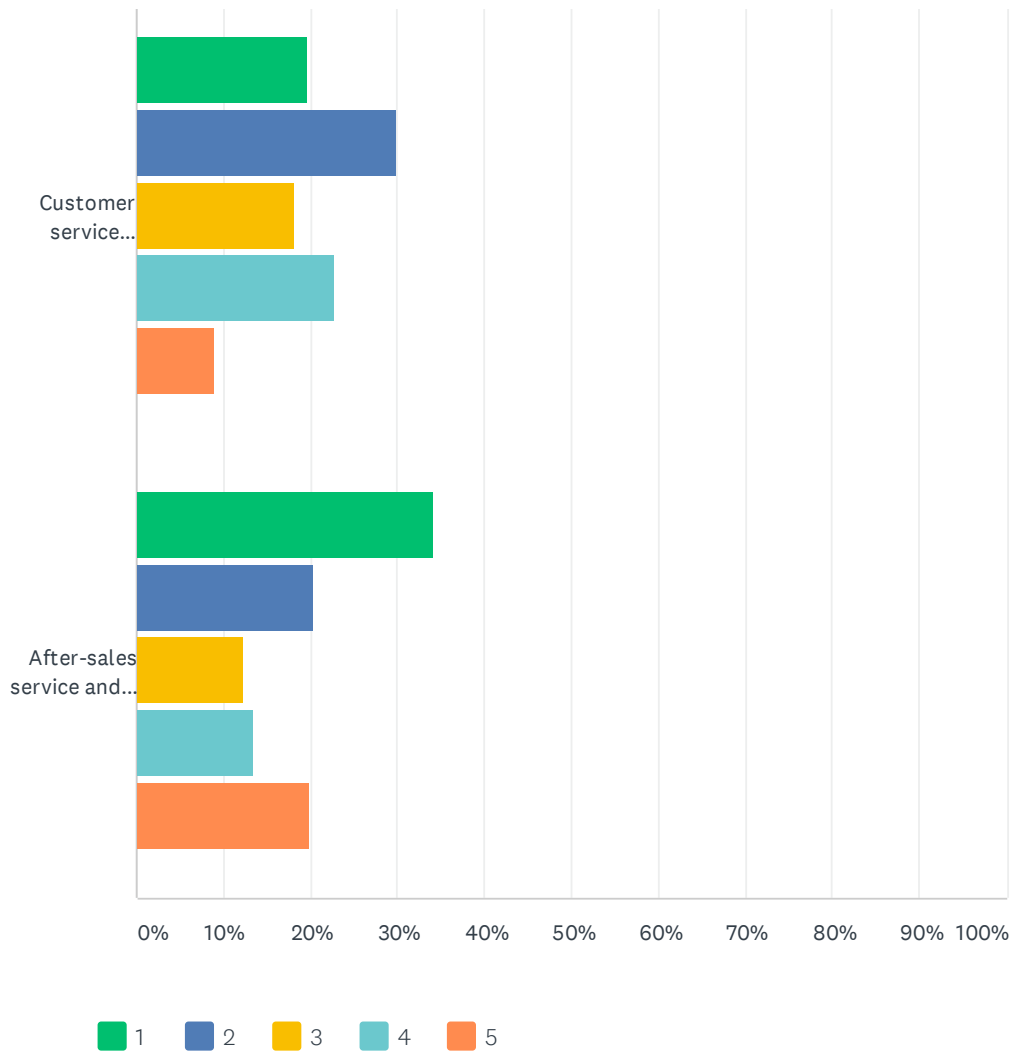
ANSWER CHOICES	RESPONSES	
New Apparatus	47.31%	484
Used Apparatus	9.78%	100
Both	5.47%	56
We have not purchased any Apparatus during the last two years.	37.44%	383
TOTAL		1,023

Q9 How important are the following service/manufacturer attributes in the purchase of new apparatus? Please rank the following attributes, using 1 as the most important and 5 as the least important. NOTE: To provide a ranking, each line requires an answer and it must be different from the others. There can only be one aspect ranked as the most important, one aspect ranked as least important, and each level between. Rank what matters most during purchase?

Answered: 1,023 Skipped: 177



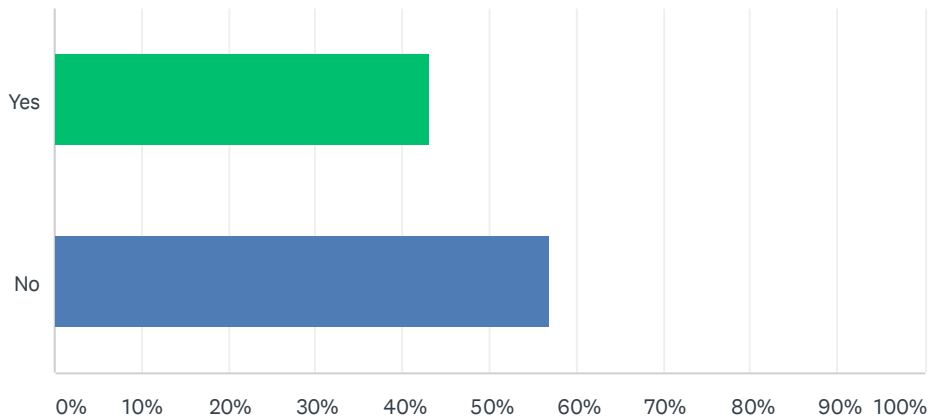
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	1	2	3	4	5	TOTAL
Brand	20.63% 211	12.71% 130	16.62% 170	17.01% 174	33.04% 338	1,023
Local dealer	15.05% 154	20.53% 210	21.80% 223	24.73% 253	17.89% 183	1,023
Relationship with sales person	10.56% 108	16.42% 168	30.89% 316	22.09% 226	20.04% 205	1,023
Customer service experience	19.75% 202	30.01% 307	18.28% 187	22.87% 234	9.09% 93	1,023
After-sales service and parts	34.02% 348	20.33% 208	12.41% 127	13.29% 136	19.94% 204	1,023

Q10 Does your fire department have a formal or written apparatus replacement plan or process?

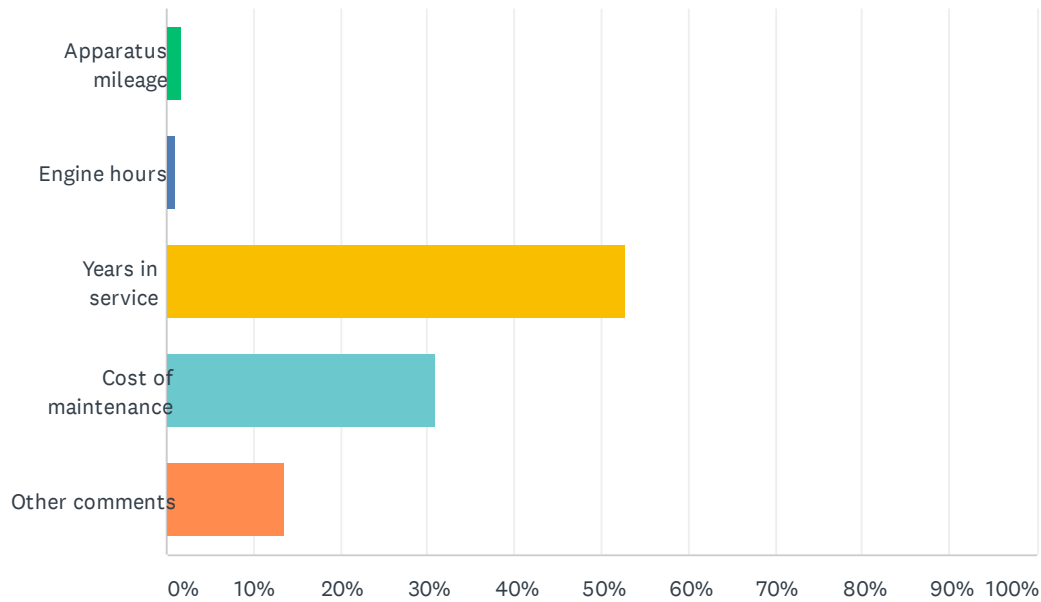
Answered: 1,016 Skipped: 184



ANSWER CHOICES		RESPONSES	
Yes		43.01%	437
No		56.99%	579
TOTAL			1,016

Q11 How does your department determine an apparatus is ready for replacement? (Please provide details in the comment section)

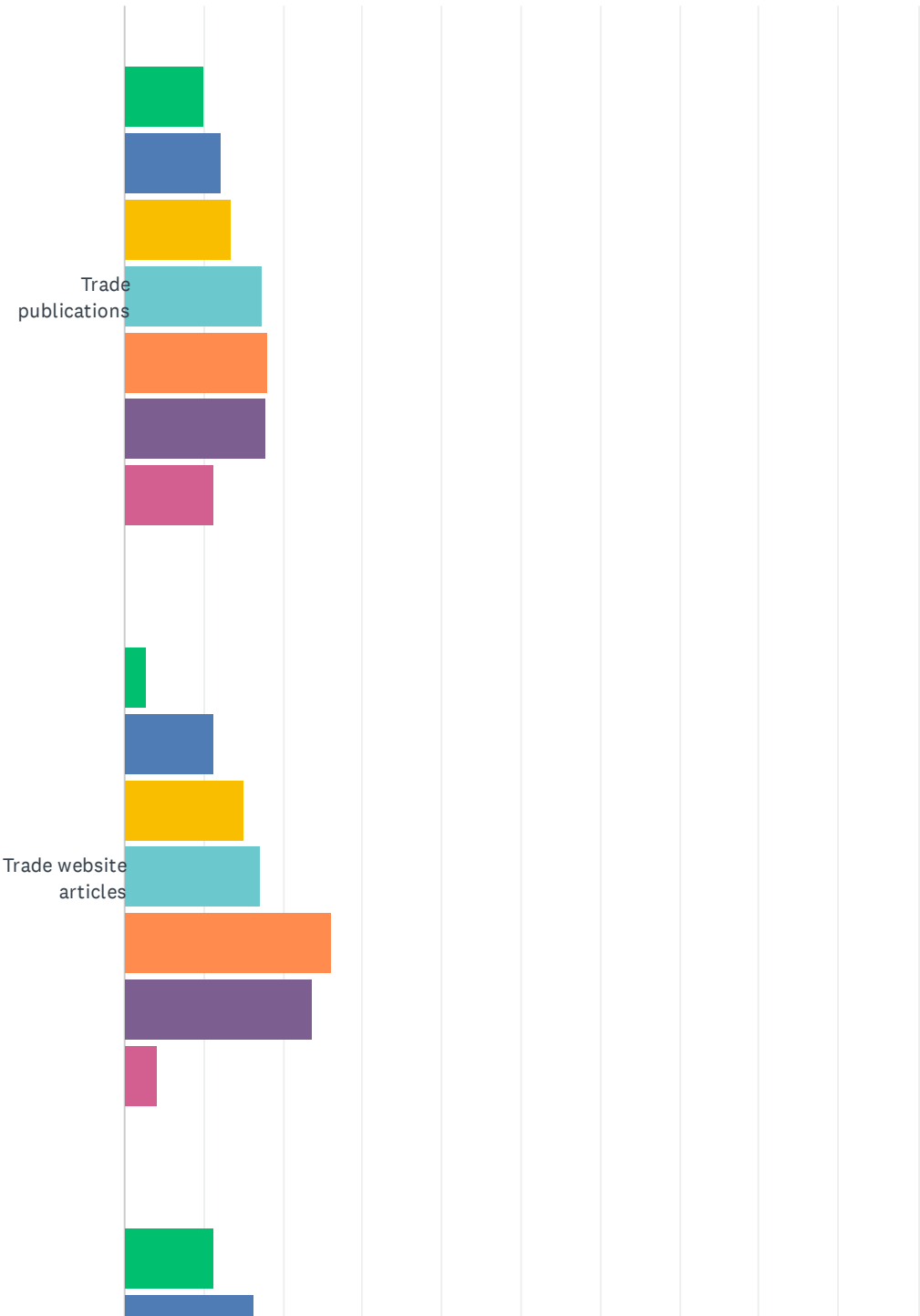
Answered: 1,016 Skipped: 184

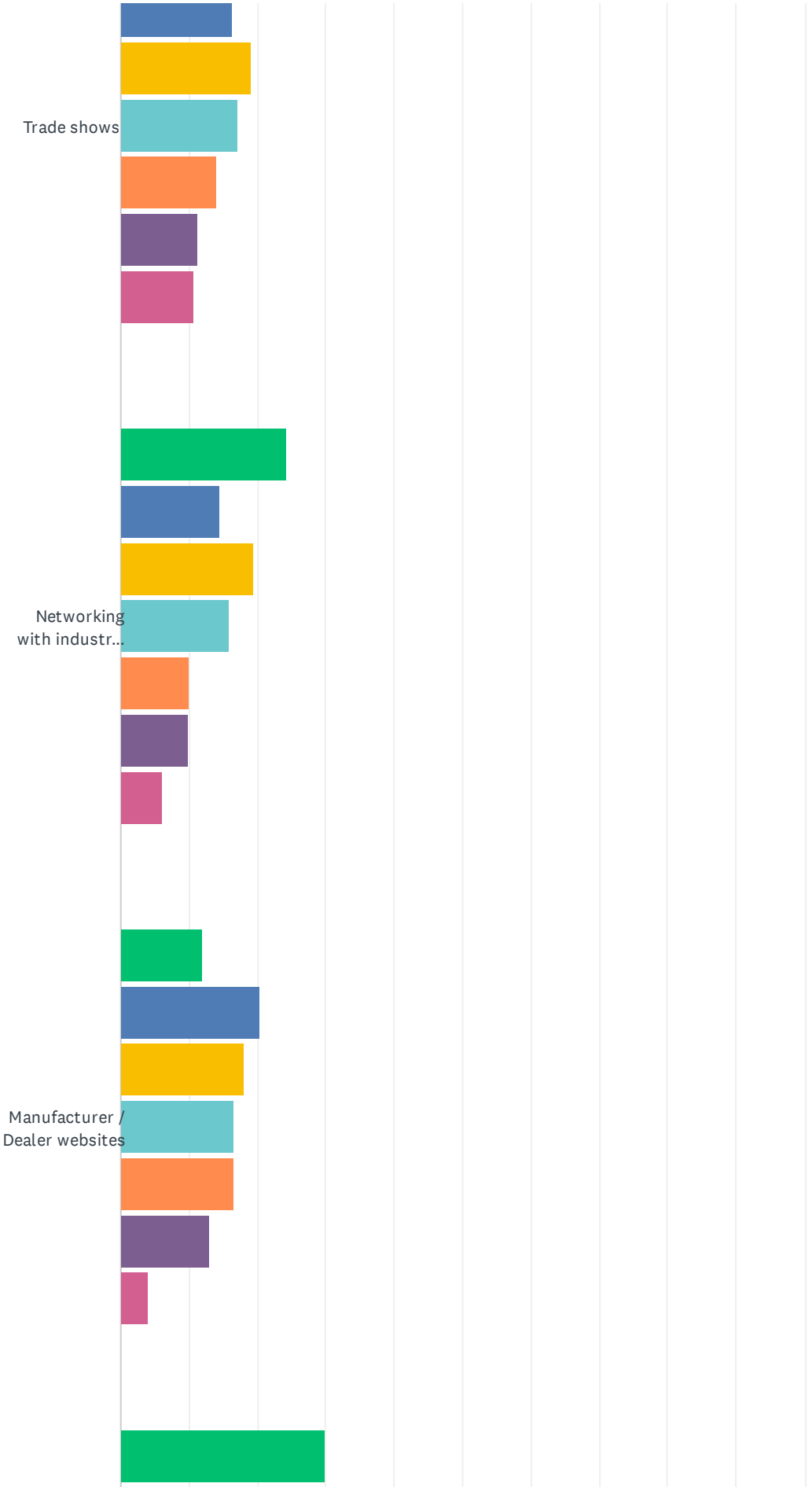


ANSWER CHOICES	RESPONSES	
Apparatus mileage	1.57%	16
Engine hours	1.08%	11
Years in service	52.66%	535
Cost of maintenance	31.00%	315
Other comments	13.68%	139
TOTAL		1,016

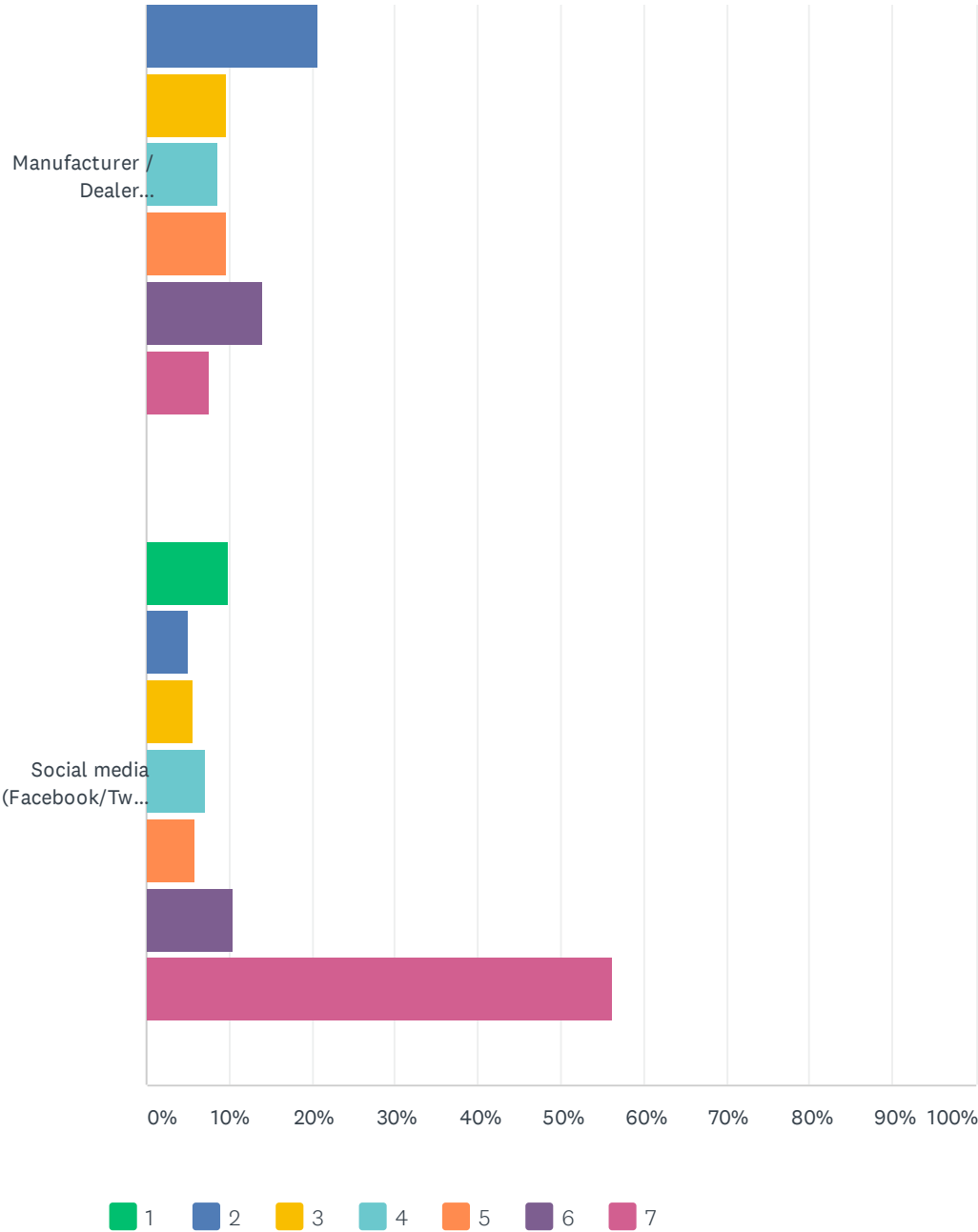
Q12 Using 1 as the most important and 7 as the least important, please rank the importance of each of the following when seeking information on apparatus and equipment. NOTE: To provide a ranking, each line requires an answer and it must be different from the others. There can only be one aspect ranked as the most important, one aspect ranked as least important, and each level between. Rank the following influencers:

Answered: 975 Skipped: 225





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	1	2	3	4	5	6	7	TOTAL
Trade publications	10.05% 98	12.10% 118	13.33% 130	17.44% 170	17.95% 175	17.74% 173	11.38% 111	975
Trade website articles	2.67% 26	11.38% 111	14.97% 146	17.13% 167	26.05% 254	23.69% 231	4.10% 40	975
Trade shows	11.28% 110	16.31% 159	19.08% 186	17.23% 168	14.05% 137	11.38% 111	10.67% 104	975
Networking with industry colleagues	24.31% 237	14.36% 140	19.49% 190	16.00% 156	9.95% 97	9.74% 95	6.15% 60	975
Manufacturer / Dealer websites	12.00% 117	20.21% 197	17.95% 175	16.51% 161	16.51% 161	12.92% 126	3.90% 38	975
Manufacturer / Dealer salespersons	29.95% 292	20.62% 201	9.54% 93	8.62% 84	9.64% 94	14.05% 137	7.59% 74	975
Social media (Facebook/Twitter, etc.)	9.74% 95	5.03% 49	5.64% 55	7.08% 69	5.85% 57	10.46% 102	56.21% 548	975

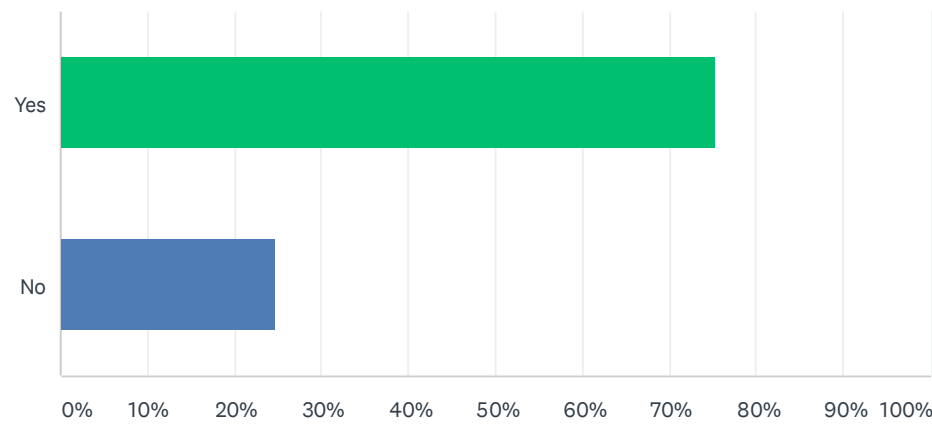
Q13 Thank you for completing this survey.If you'd like to be included in the drawing for a \$500 Visa card, please complete the following so that we can contact you in the event your name is chosen. You can rest assured your survey responses will not be connected to your contact information and your contact data will be maintained in a confidential manner. FAMA does not share or sell the contact information obtained from our surveys.

Answered: 882 Skipped: 318

ANSWER CHOICES	RESPONSES	
Name:	100.00%	882
Fire Department:	95.58%	843
Age:	91.38%	806
Mailing Address:	99.43%	877
City/Town:	99.55%	878
State/Province:	99.43%	877
ZIP/Postal Code:	99.43%	877
Country:	97.62%	861
Email Address:	98.98%	873
Phone Number:	94.22%	831

Q14 Would you like to receive future survey emails from FAMA?

Answered: 934 Skipped: 266



ANSWER CHOICES		RESPONSES	
Yes		75.27%	703
No		24.73%	231
TOTAL			934