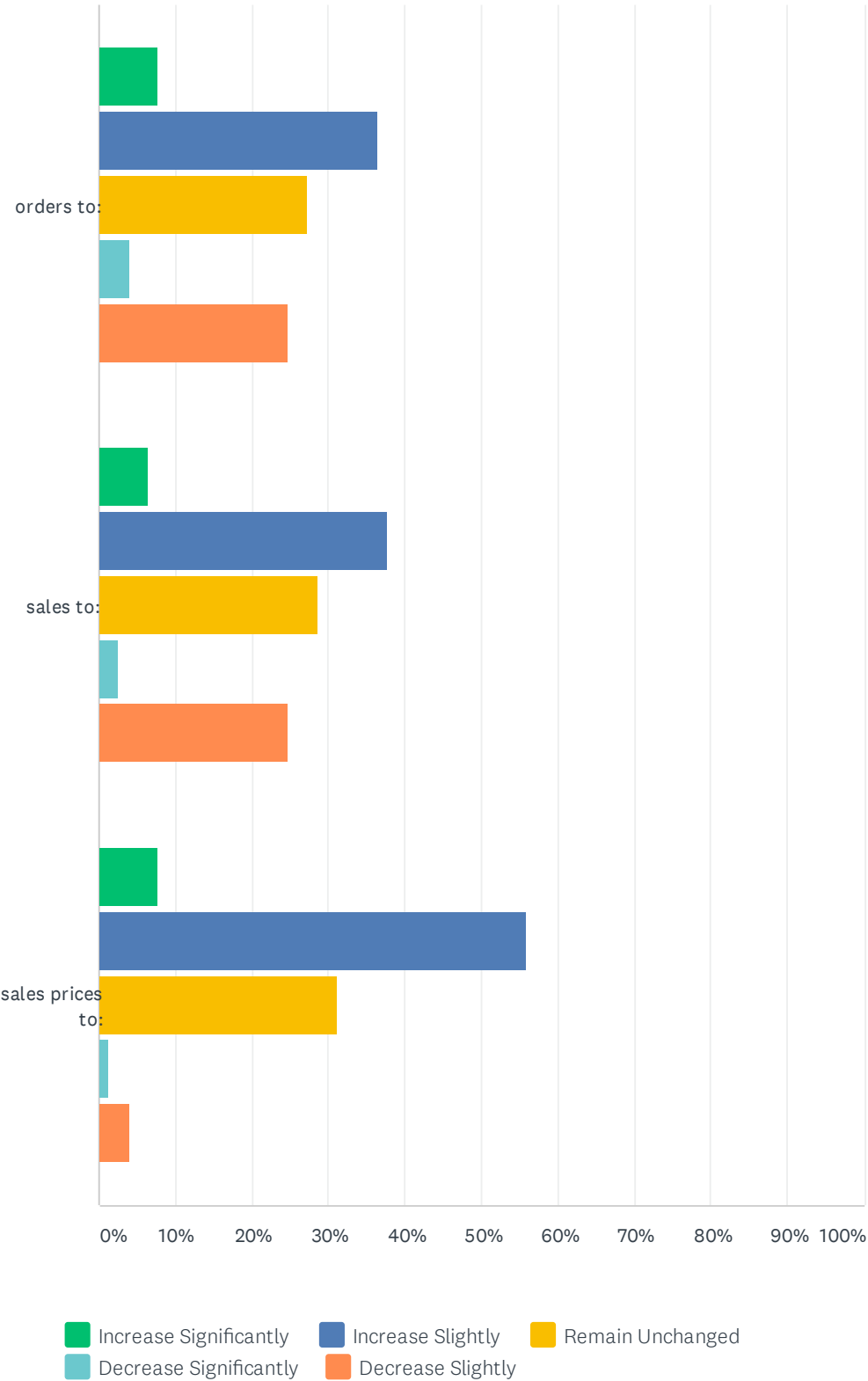


Q1 Please complete the following three statements. Over the next six months, we expect our...

Answered: 77 Skipped: 0

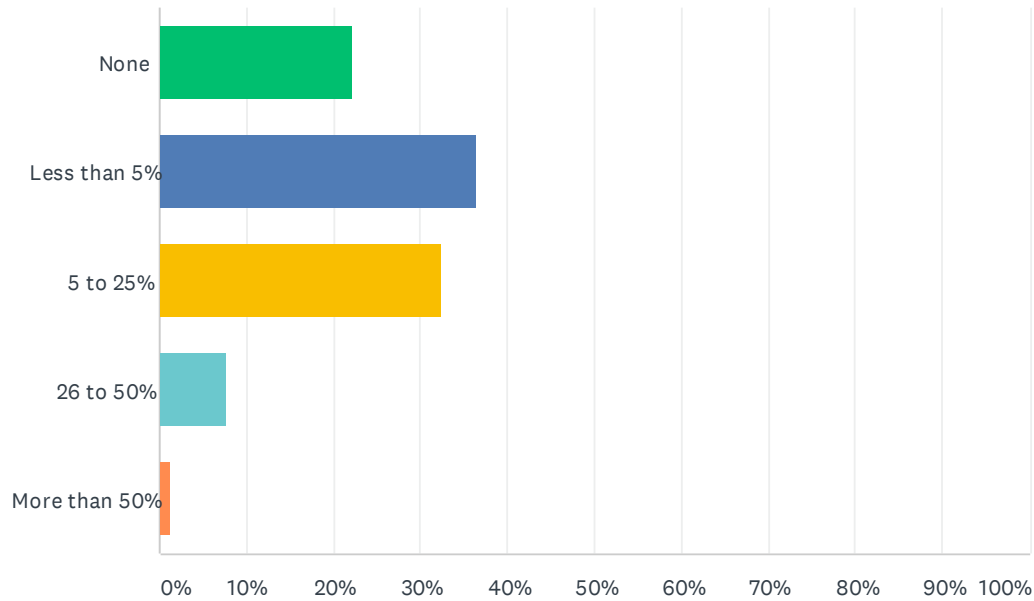


# 2020/21 FAMA Member Outlook Survey

	INCREASE SIGNIFICANTLY	INCREASE SLIGHTLY	REMAIN UNCHANGED	DECREASE SIGNIFICANTLY	DECREASE SLIGHTLY	TOTAL
orders to:	7.79% 6	36.36% 28	27.27% 21	3.90% 3	24.68% 19	77
sales to:	6.49% 5	37.66% 29	28.57% 22	2.60% 2	24.68% 19	77
sales prices to:	7.79% 6	55.84% 43	31.17% 24	1.30% 1	3.90% 3	77

## Q2 What percentage of your sales do exports represent?

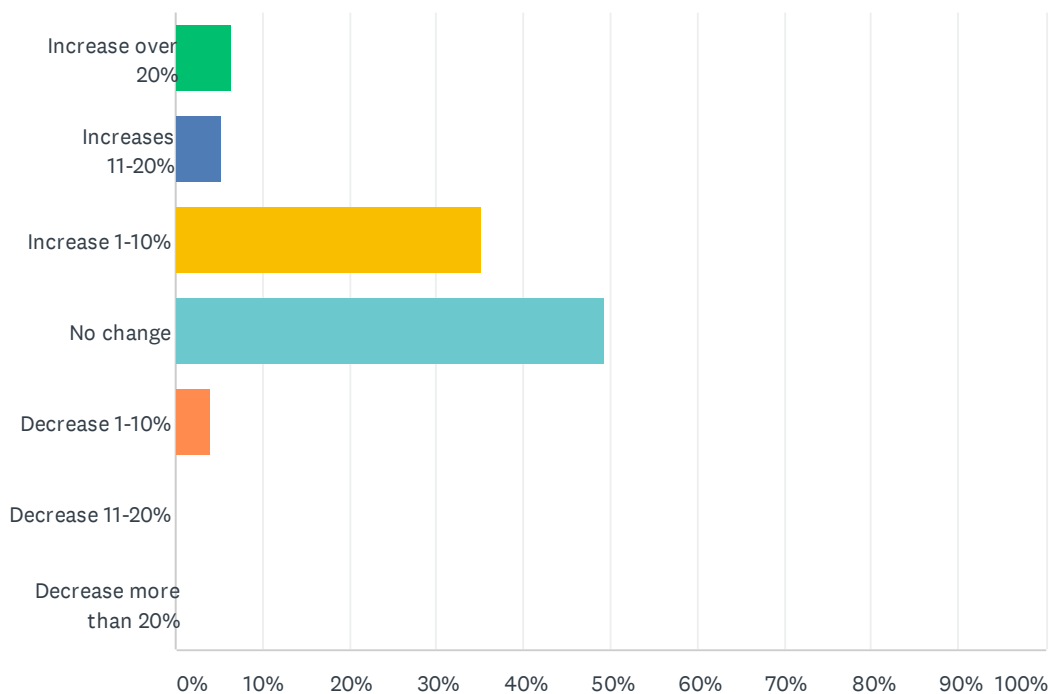
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	22.08%	17
Less than 5%	36.36%	28
5 to 25%	32.47%	25
26 to 50%	7.79%	6
More than 50%	1.30%	1
TOTAL		77

### Q3 Over the next 3 years, what do you expect to happen with the level of exports from your company, in terms of sales volume?

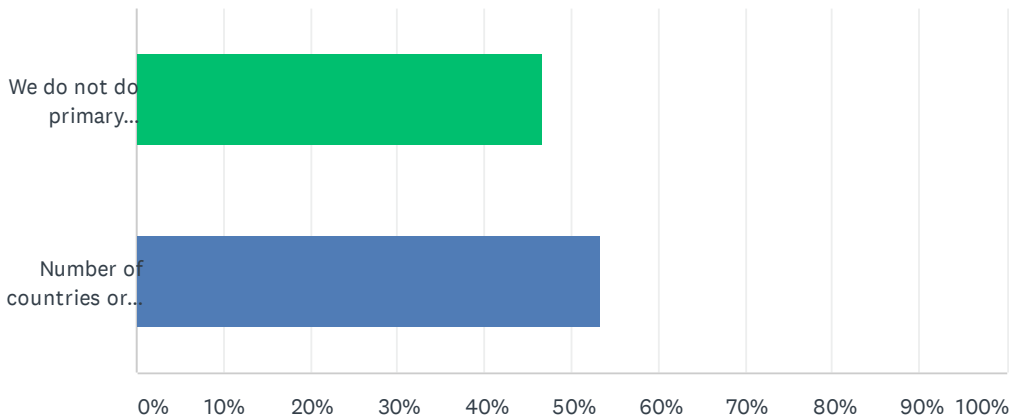
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase over 20%	6.49%	5
Increases 11-20%	5.19%	4
Increase 1-10%	35.06%	27
No change	49.35%	38
Decrease 1-10%	3.90%	3
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		77

Q4 Not including the U.S. and Canada, in what other locations (countries or regions) do you have primary business sales?

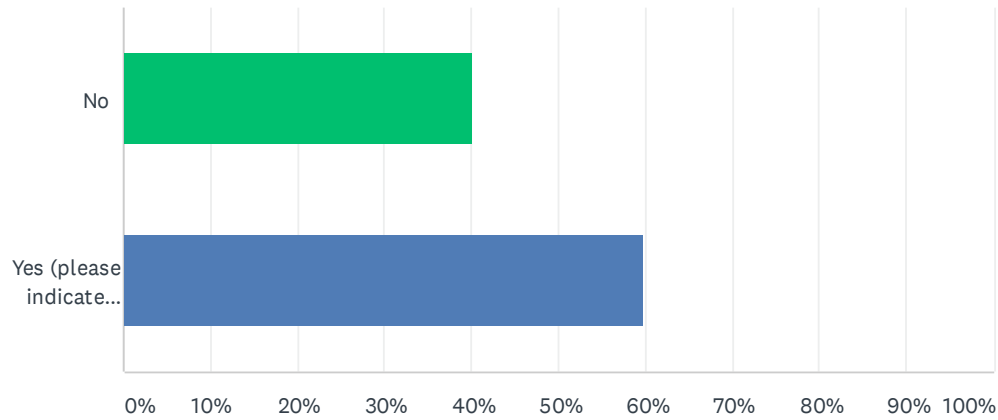
Answered: 77    Skipped: 0



ANSWER CHOICES	RESPONSES	
We do not do primary business sales outside the US and Canada.	46.75%	36
Number of countries or regions outside the US and Canada:	53.25%	41
TOTAL		77

## Q5 Do you sell to the military?

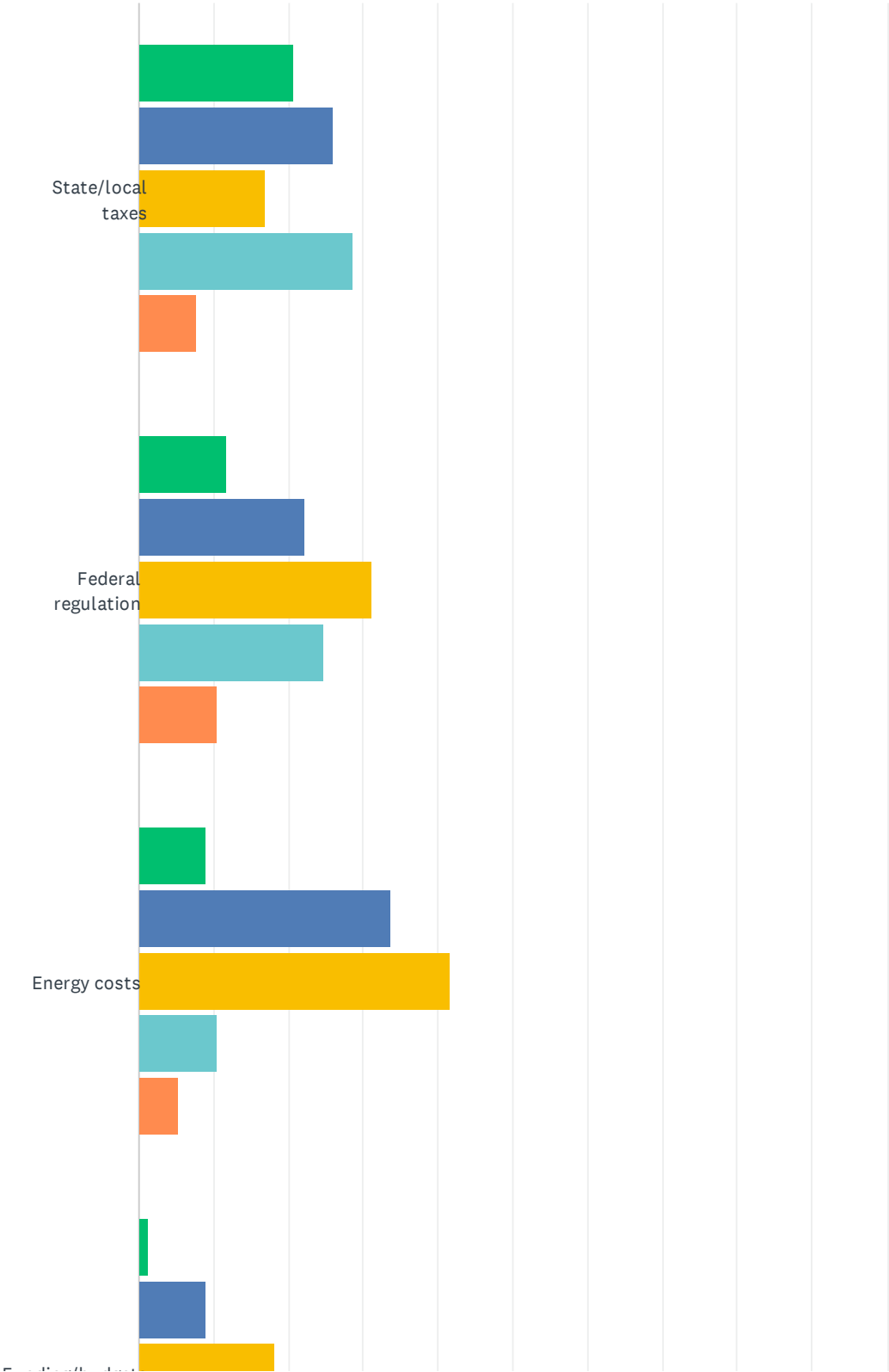
Answered: 77 Skipped: 0



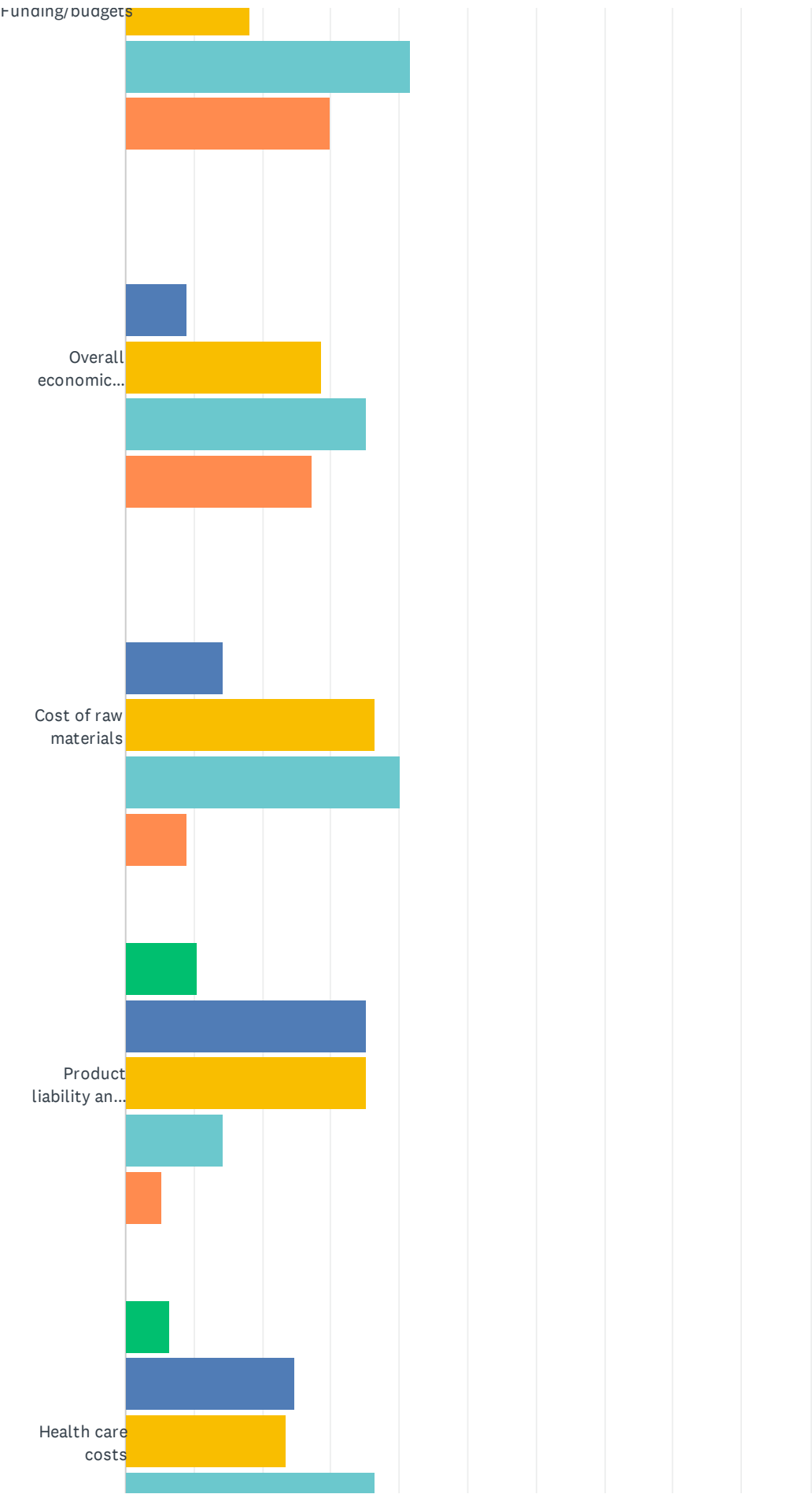
ANSWER CHOICES	RESPONSES	
No	40.26%	31
Yes (please indicate percentage of primary business sales)	59.74%	46
TOTAL		77

Q6 How concerned are you about each of the following issues? Please rate on a scale of 1 to 5, where 1 = This doesn't impact our business and 5 = Keeps me up at night. (An answer is required for each issue.)

Answered: 77   Skipped: 0

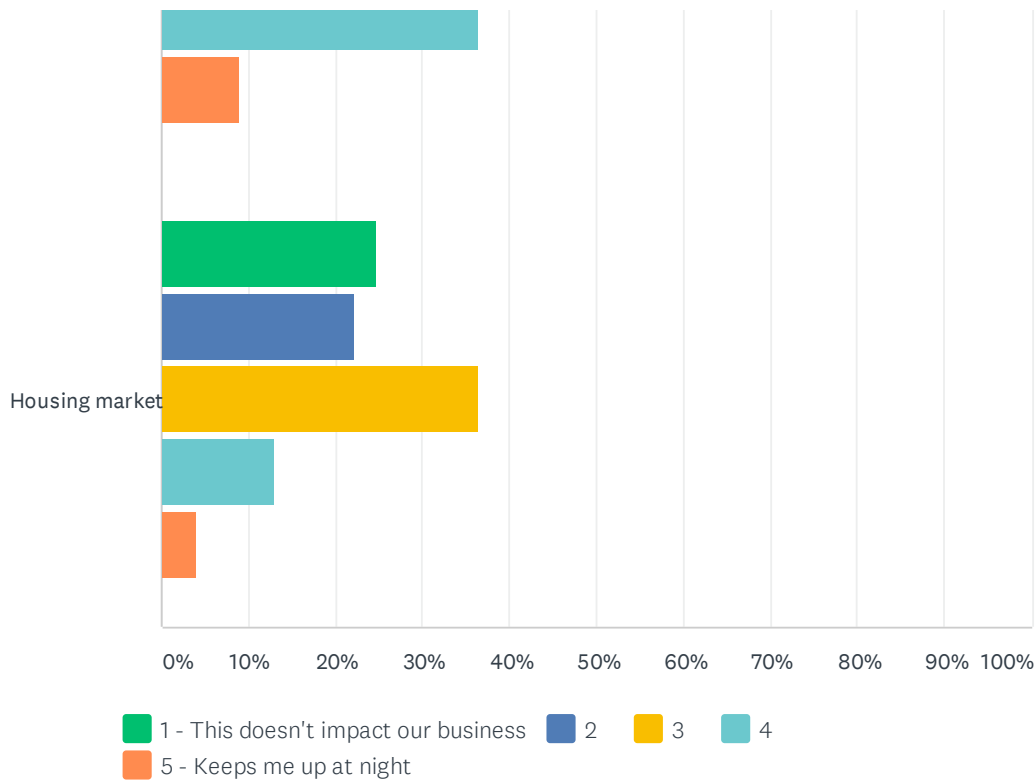


2020/21 FAMA Member Outlook Survey





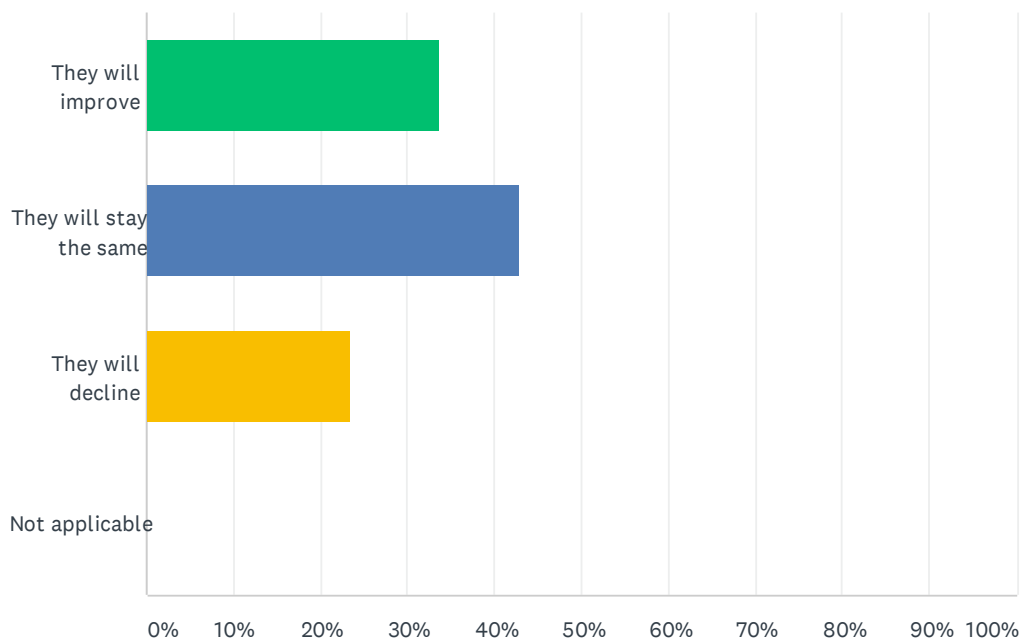
## 2020/21 FAMA Member Outlook Survey



	1 - THIS DOESN'T IMPACT OUR BUSINESS	2	3	4	5 - KEEPS ME UP AT NIGHT	TOTAL
State/local taxes	20.78% 16	25.97% 20	16.88% 13	28.57% 22	7.79% 6	77
Federal regulation	11.69% 9	22.08% 17	31.17% 24	24.68% 19	10.39% 8	77
Energy costs	9.09% 7	33.77% 26	41.56% 32	10.39% 8	5.19% 4	77
Funding/budgets	1.30% 1	9.09% 7	18.18% 14	41.56% 32	29.87% 23	77
Overall economic conditions/general sales declines	0.00% 0	9.09% 7	28.57% 22	35.06% 27	27.27% 21	77
Cost of raw materials	0.00% 0	14.29% 11	36.36% 28	40.26% 31	9.09% 7	77
Product liability and litigation	10.39% 8	35.06% 27	35.06% 27	14.29% 11	5.19% 4	77
Health care costs	6.49% 5	24.68% 19	23.38% 18	36.36% 28	9.09% 7	77
Housing market	24.68% 19	22.08% 17	36.36% 28	12.99% 10	3.90% 3	77

## Q7 What do you expect in terms of product lead times over the next 3 years?

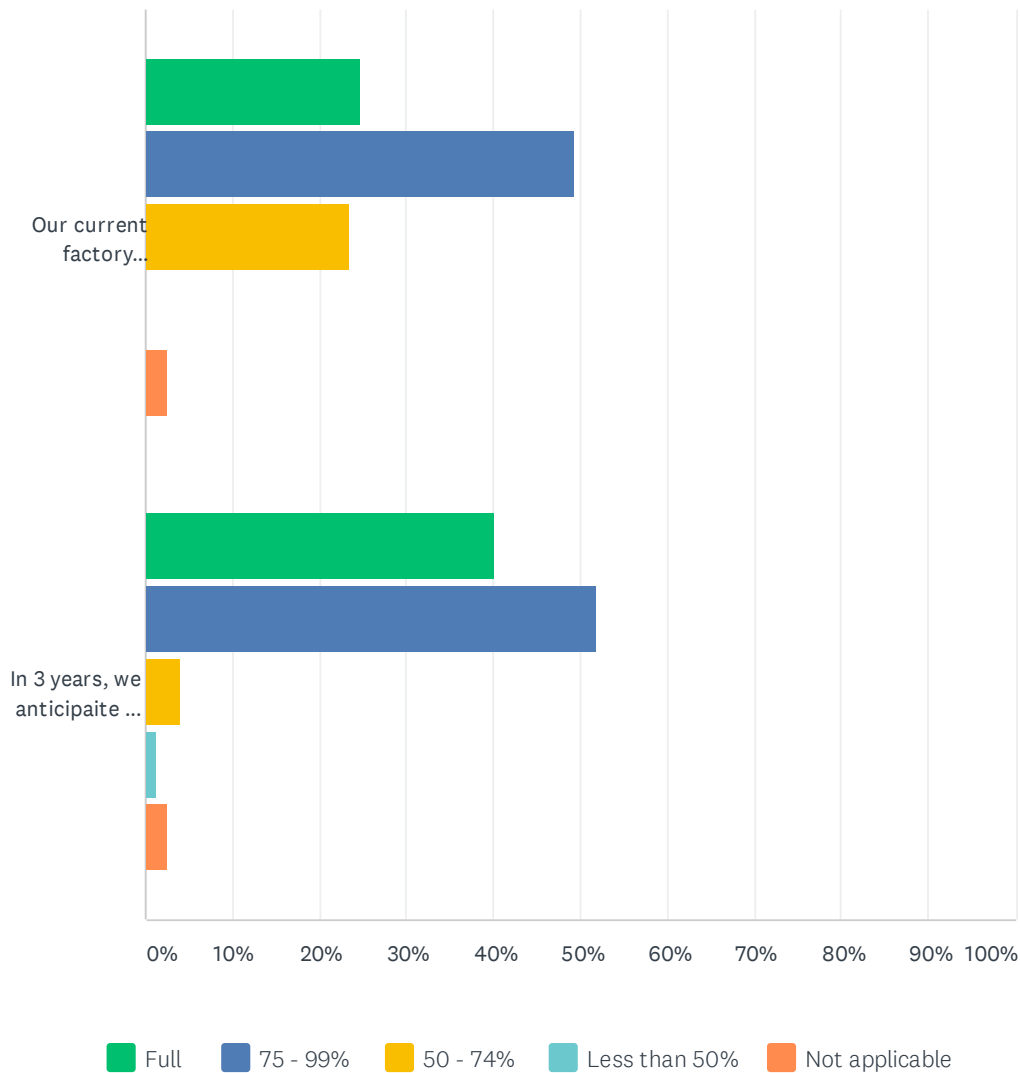
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
They will improve	33.77%	26
They will stay the same	42.86%	33
They will decline	23.38%	18
Not applicable	0.00%	0
TOTAL		77

## Q8 Please complete the following statements.

Answered: 77 Skipped: 0



	FULL	75 - 99%	50 - 74%	LESS THAN 50%	NOT APPLICABLE	TOTAL
Our current factory utilization is:	24.68% 19	49.35% 38	23.38% 18	0.00% 0	2.60% 2	77
In 3 years, we anticipate our factory utilization to be:	40.26% 31	51.95% 40	3.90% 3	1.30% 1	2.60% 2	77

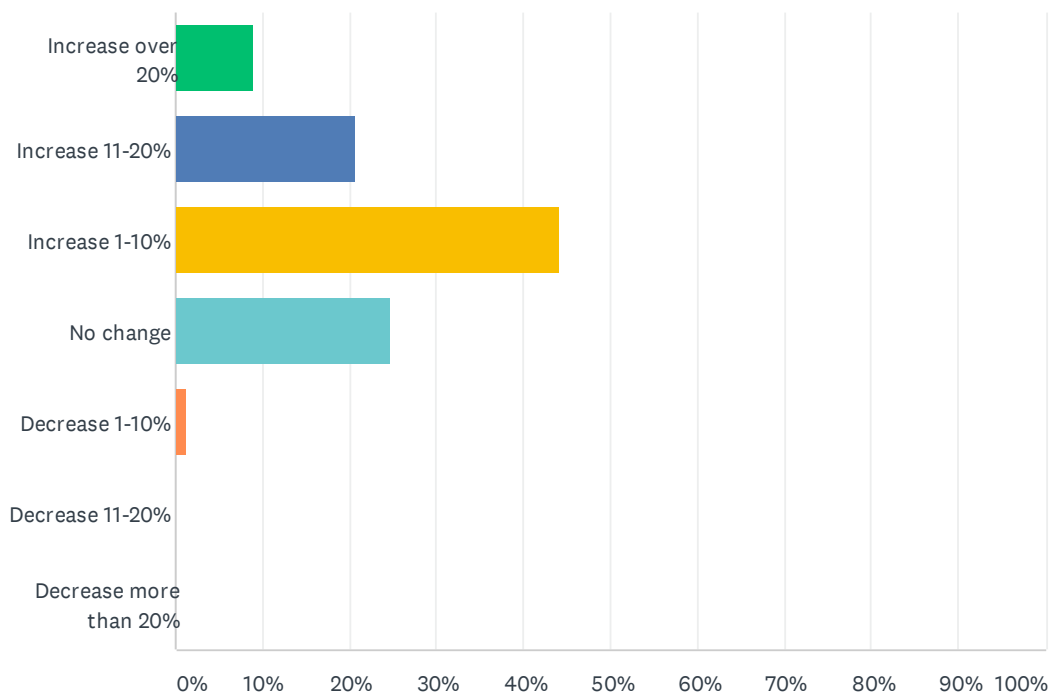
## Q9 How many manufacturing locations do you have in each of the following places? (If none, please enter 0.)

Answered: 77   Skipped: 0

ANSWER CHOICES	RESPONSES	
US	98.70%	76
Canada	75.32%	58
Central America	72.73%	56
South America	72.73%	56
Europe	72.73%	56
Asia	71.43%	55
Other (please specify)	59.74%	46

## Q10 What change do you expect in the level of capital investment over the next 3 years?

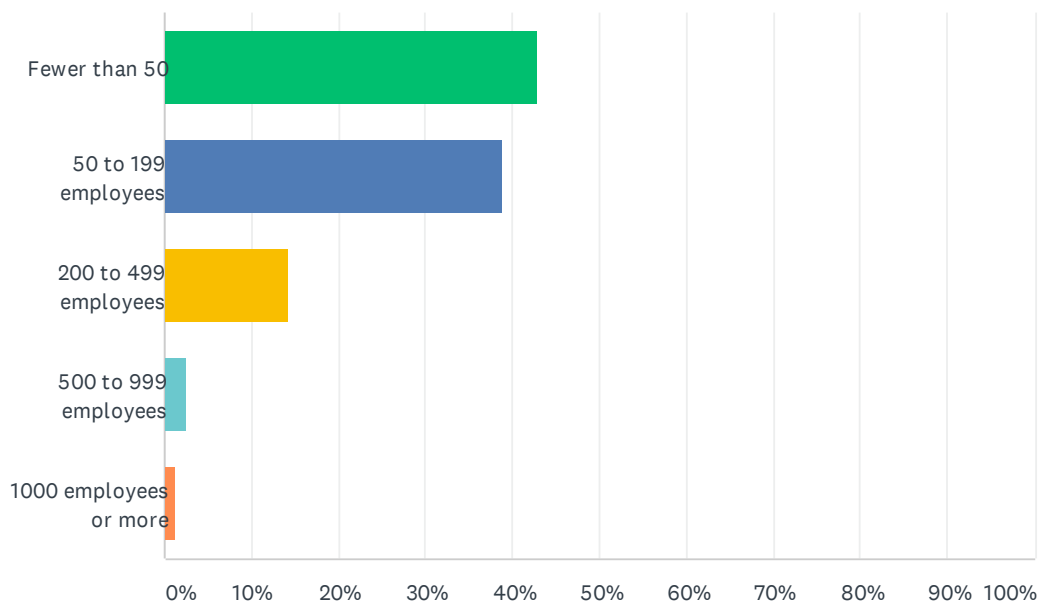
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase over 20%	9.09%	7
Increase 11-20%	20.78%	16
Increase 1-10%	44.16%	34
No change	24.68%	19
Decrease 1-10%	1.30%	1
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		77

## Q11 How many total employees at your company are involved in fire apparatus or equipment manufacturing?

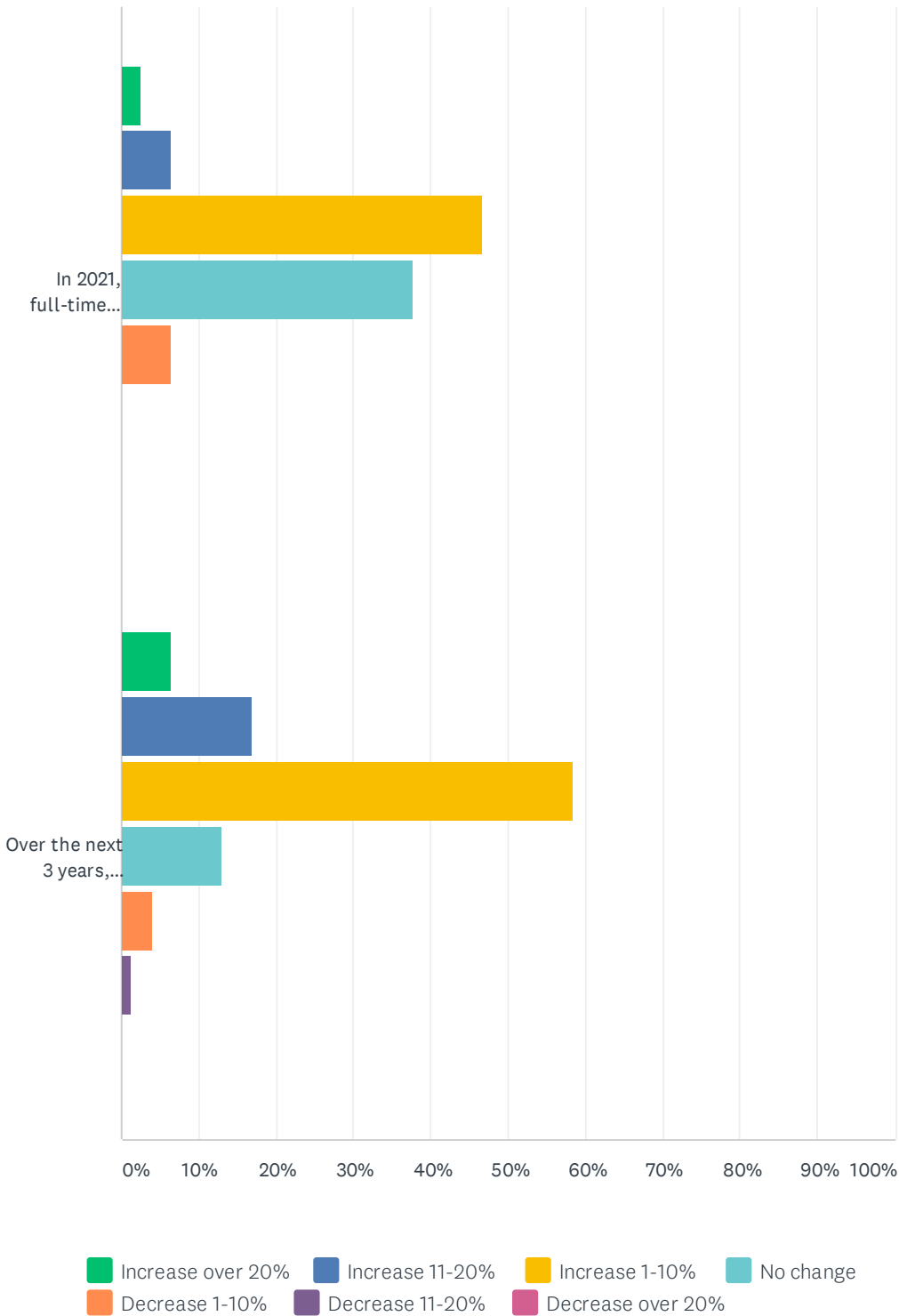
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fewer than 50	42.86%	33
50 to 199 employees	38.96%	30
200 to 499 employees	14.29%	11
500 to 999 employees	2.60%	2
1000 employees or more	1.30%	1
TOTAL		77

Q12 Please complete the following statements regarding employment.

Answered: 77   Skipped: 0



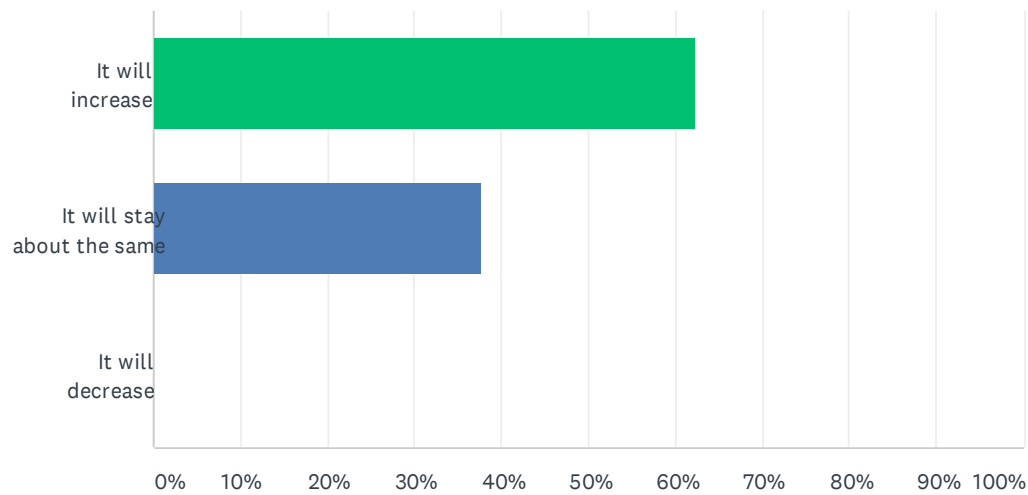
# 2020/21 FAMA Member Outlook Survey

	INCREASE OVER 20%	INCREASE 11-20%	INCREASE 1-10%	NO CHANGE	DECREASE 1-10%	DECREASE 11-20%	DECREASE OVER 20%	TOTAL
In 2021, full-time employment will:	2.60% 2	6.49% 5	46.75% 36	37.66% 29	6.49% 5	0.00% 0	0.00% 0	77
Over the next 3 years, employment will:	6.49% 5	16.88% 13	58.44% 45	12.99% 10	3.90% 3	1.30% 1	0.00% 0	77



## Q13 What is your opinion on industry consolidation over the next three years?

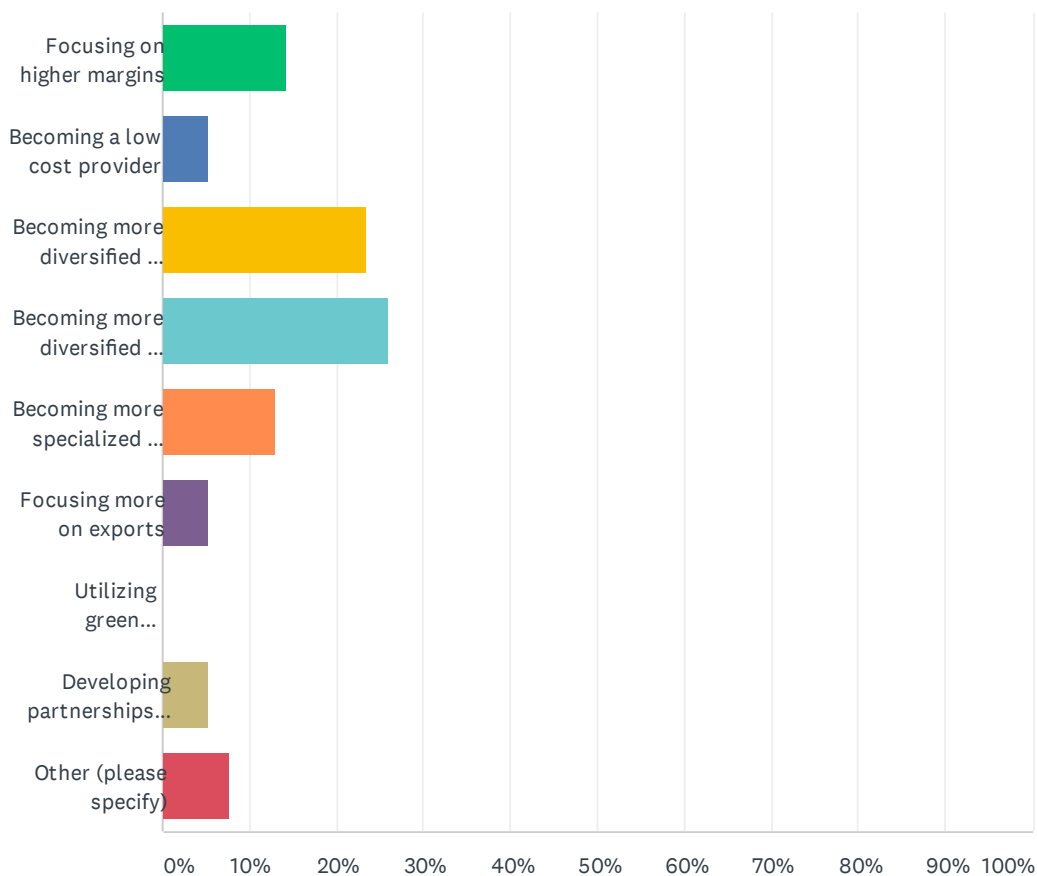
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
It will increase	62.34%	48
It will stay about the same	37.66%	29
It will decrease	0.00%	0
TOTAL		77

# Q14 During tough economic times, which of the following strategies do you think is or will be the most successful for your company? (Select the one best answer.)

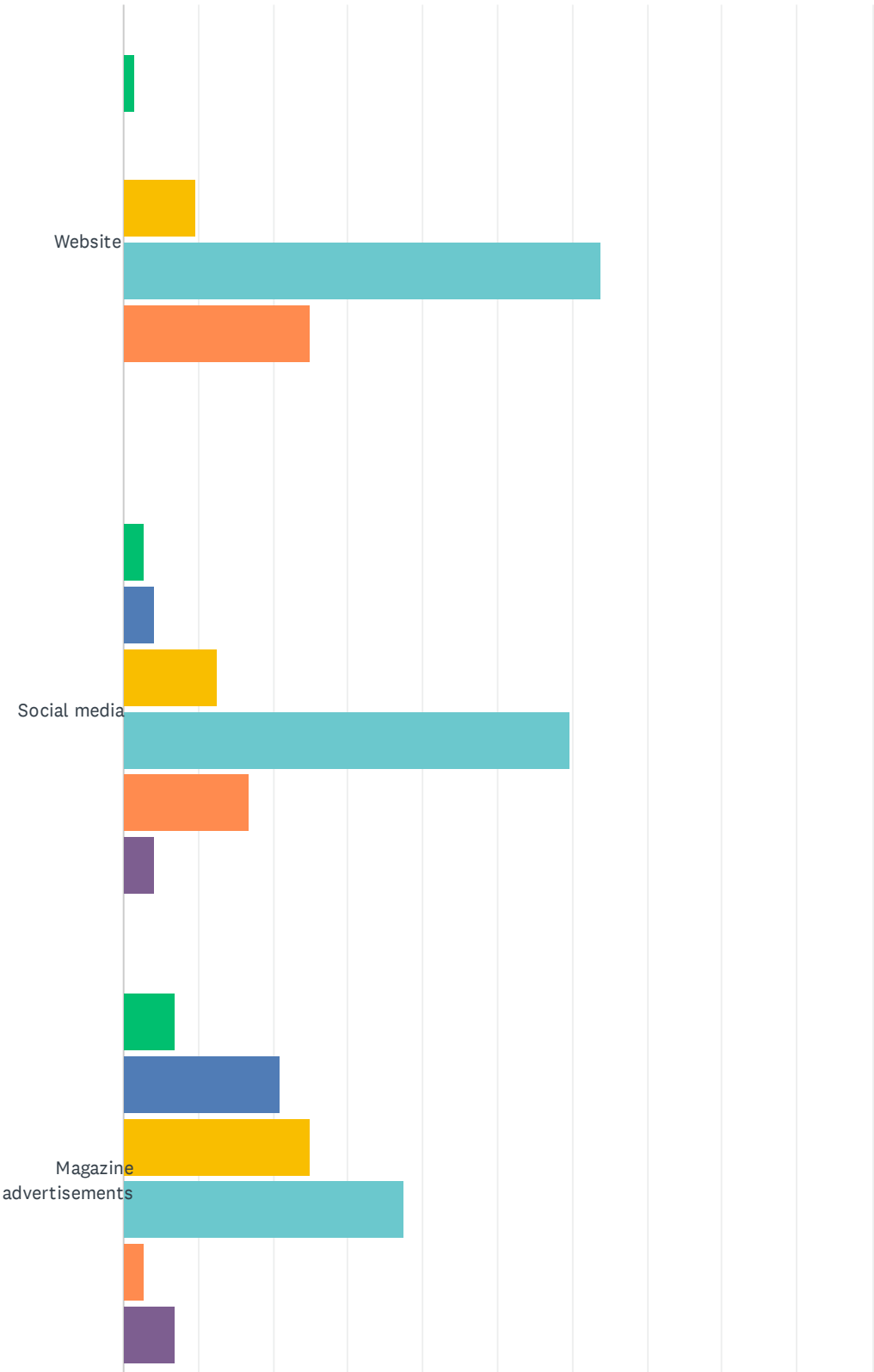
Answered: 77 Skipped: 0



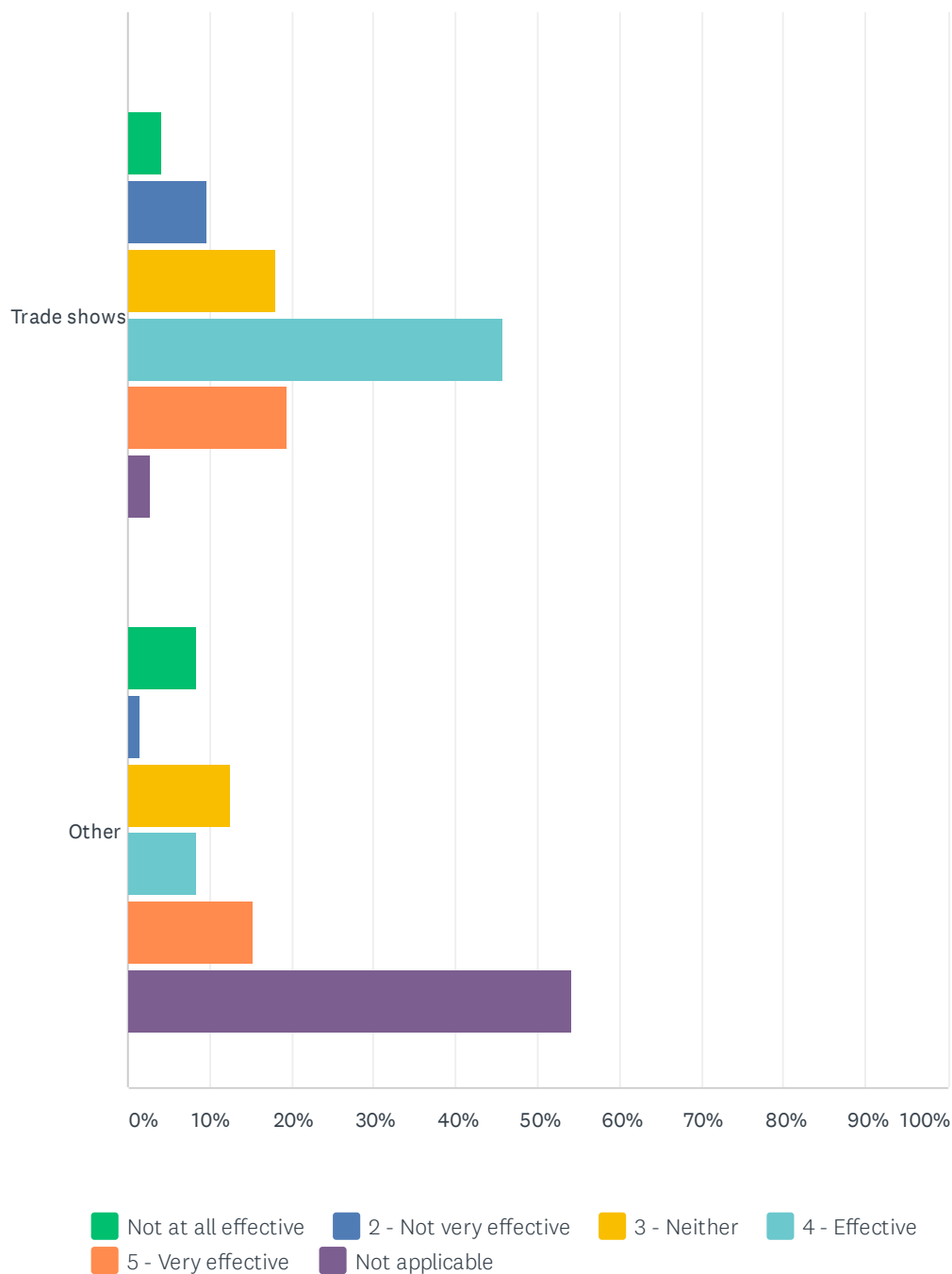
ANSWER CHOICES	RESPONSES	
Focusing on higher margins	14.29%	11
Becoming a low cost provider	5.19%	4
Becoming more diversified by entering new markets	23.38%	18
Becoming more diversified by entering new markets by focusing on several markets	25.97%	20
Becoming more specialized by focusing on niche markets	12.99%	10
Focusing more on exports	5.19%	4
Utilizing green technologies	0.00%	0
Developing partnerships/outsourcing	5.19%	4
Other (please specify)	7.79%	6
TOTAL		77

Q15 Please rate the effectiveness of each of the following methods used to market your products. If your company is not using a particular method, please mark "Not applicable." (An answer is required for each method.)

Answered: 72   Skipped: 5



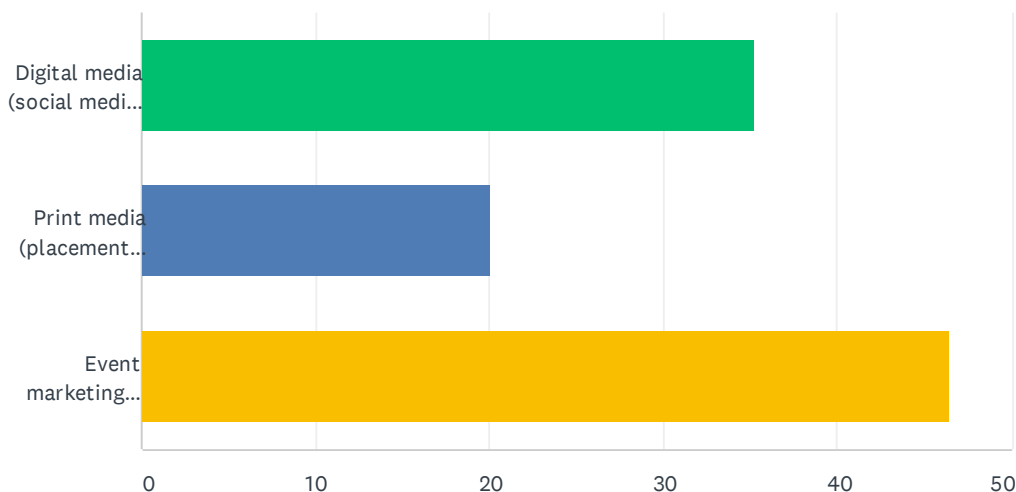
# 2020/21 FAMA Member Outlook Survey



	NOT AT ALL EFFECTIVE	2 - NOT VERY EFFECTIVE	3 - NEITHER	4 - EFFECTIVE	5 - VERY EFFECTIVE	NOT APPLICABLE	TOTAL
Website	1.39% 1	0.00% 0	9.72% 7	63.89% 46	25.00% 18	0.00% 0	72
Social media	2.78% 2	4.17% 3	12.50% 9	59.72% 43	16.67% 12	4.17% 3	72
Magazine advertisements	6.94% 5	20.83% 15	25.00% 18	37.50% 27	2.78% 2	6.94% 5	72
Trade shows	4.17% 3	9.72% 7	18.06% 13	45.83% 33	19.44% 14	2.78% 2	72
Other	8.33% 6	1.39% 1	12.50% 9	8.33% 6	15.28% 11	54.17% 39	72

**Q16 Rate the percentage of marketing investment you make in the following three core areas. (Insert numbers. Do not use a "%" symbol in your answer. Total should equal 100%.)**

Answered: 72 Skipped: 5



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Digital media (social media, website, online banners, email blasts, video, etc.)	35	2,539	72
Print media (placement advertising, direct mail, catalogs, etc.)	20	1,409	70
Event marketing (trade shows, conferences, open houses, hospitality events)	46	3,252	70
Total Respondents: 72			

Q17 As is our practice with all member surveys, all information supplied will be held in **STRICT CONFIDENCE**. No member's identity will be connected to any response or disclosed to any Board or association member. For administrative purposes only, please indicate:

Answered: 72   Skipped: 5

ANSWER CHOICES	RESPONSES	
Name	100.00%	72
Company	100.00%	72