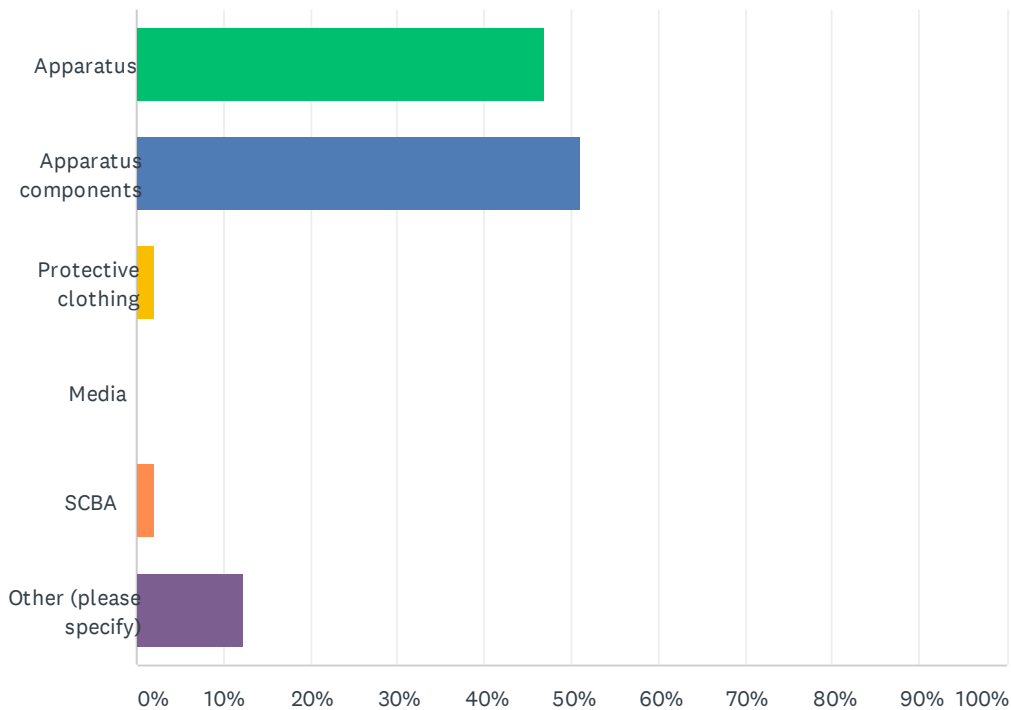


Q1 What line(s) of business are you in? (Please select all that apply.)

Answered: 49 Skipped: 0



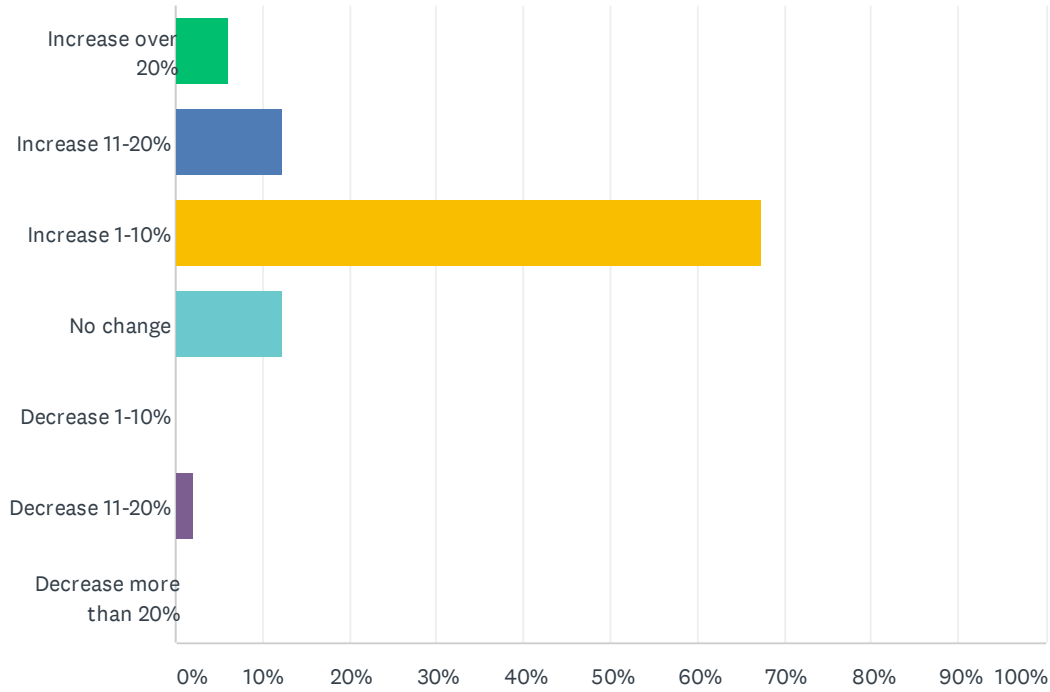
ANSWER CHOICES	RESPONSES	
Apparatus	46.94%	23
Apparatus components	51.02%	25
Protective clothing	2.04%	1
Media	0.00%	0
SCBA	2.04%	1
Other (please specify)	12.24%	6
Total Respondents: 49		

Q2 What are the biggest trends which are currently affecting your industry?

Answered: 43 Skipped: 6

Q3 How do you expect your business to change during 2016?

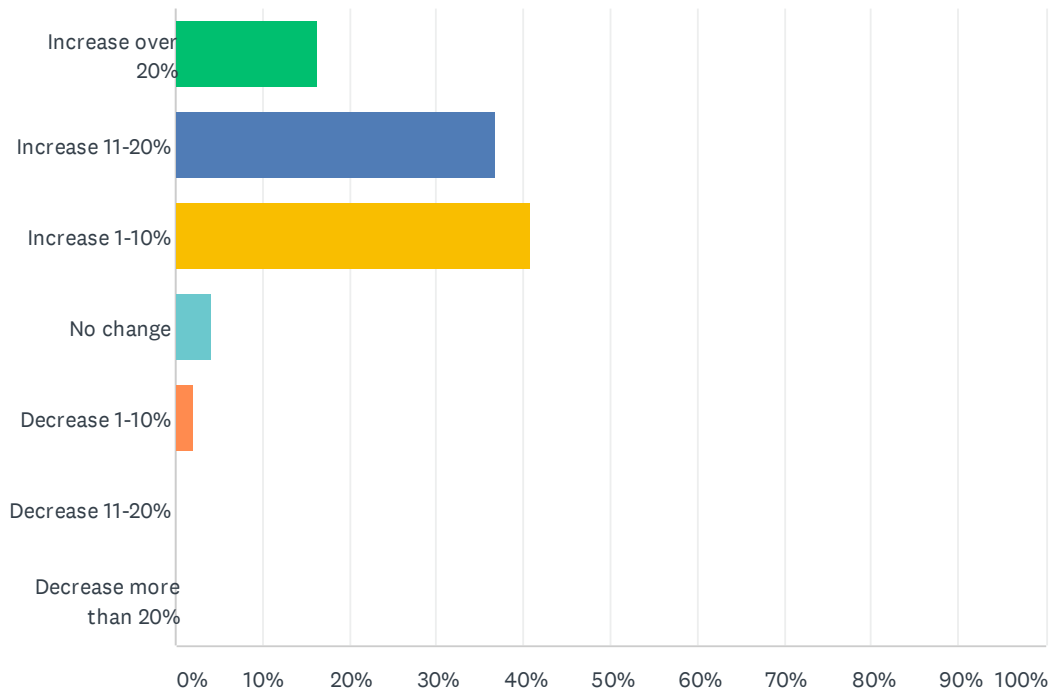
Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase over 20%	6.12%	3
Increase 11-20%	12.24%	6
Increase 1-10%	67.35%	33
No change	12.24%	6
Decrease 1-10%	0.00%	0
Decrease 11-20%	2.04%	1
Decrease more than 20%	0.00%	0
TOTAL		49

Q4 How do you expect your business to change over the next three years (2016 - 2018)?

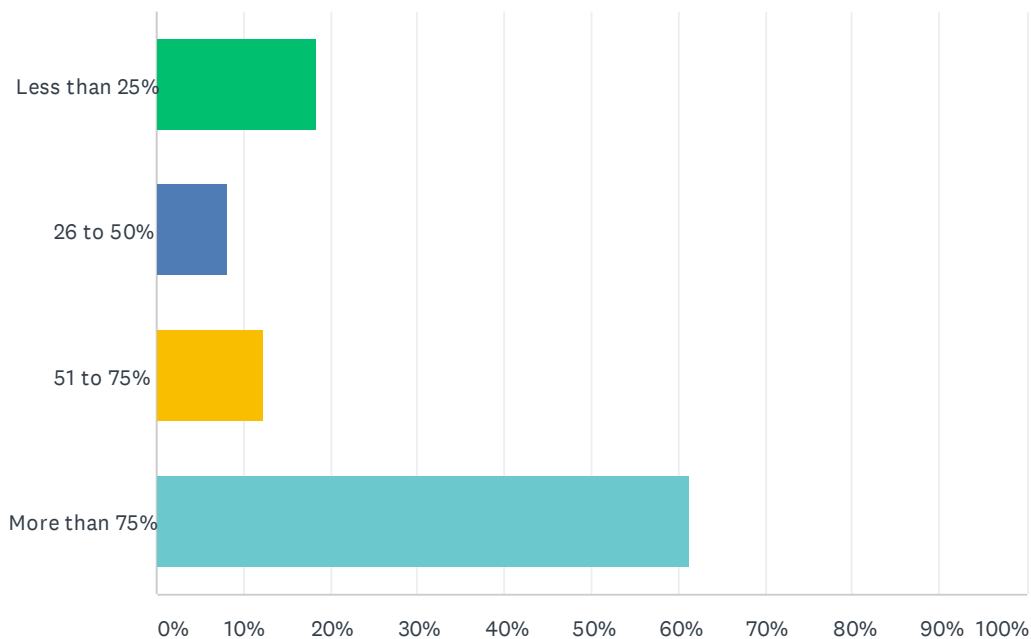
Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase over 20%	16.33%	8
Increase 11-20%	36.73%	18
Increase 1-10%	40.82%	20
No change	4.08%	2
Decrease 1-10%	2.04%	1
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		49

Q5 What percentage of your business is related to the emergency market?

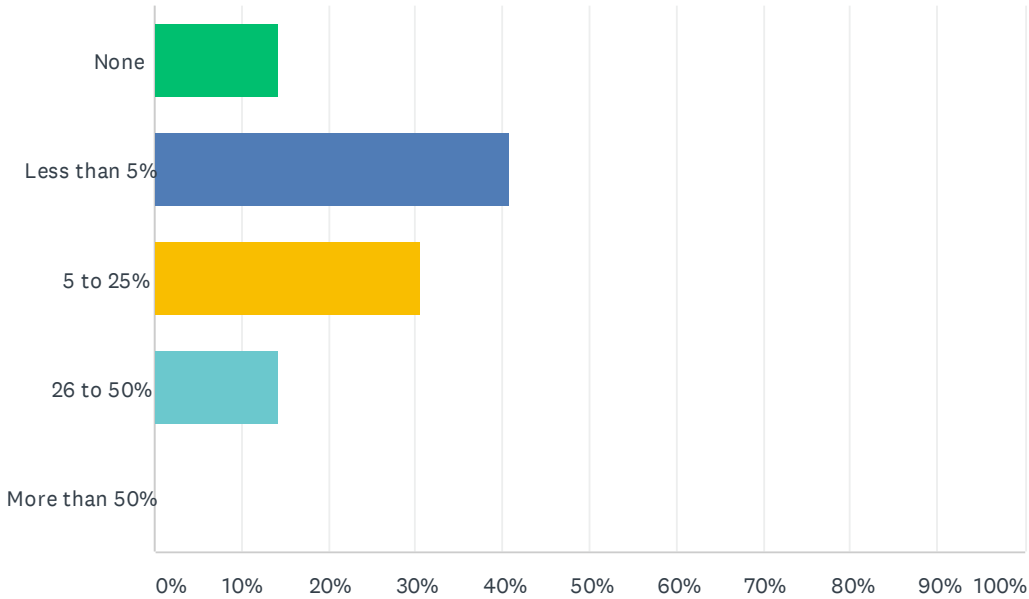
Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 25%	18.37%	9
26 to 50%	8.16%	4
51 to 75%	12.24%	6
More than 75%	61.22%	30
TOTAL		49

Q6 What percentage of your sales do exports represent?

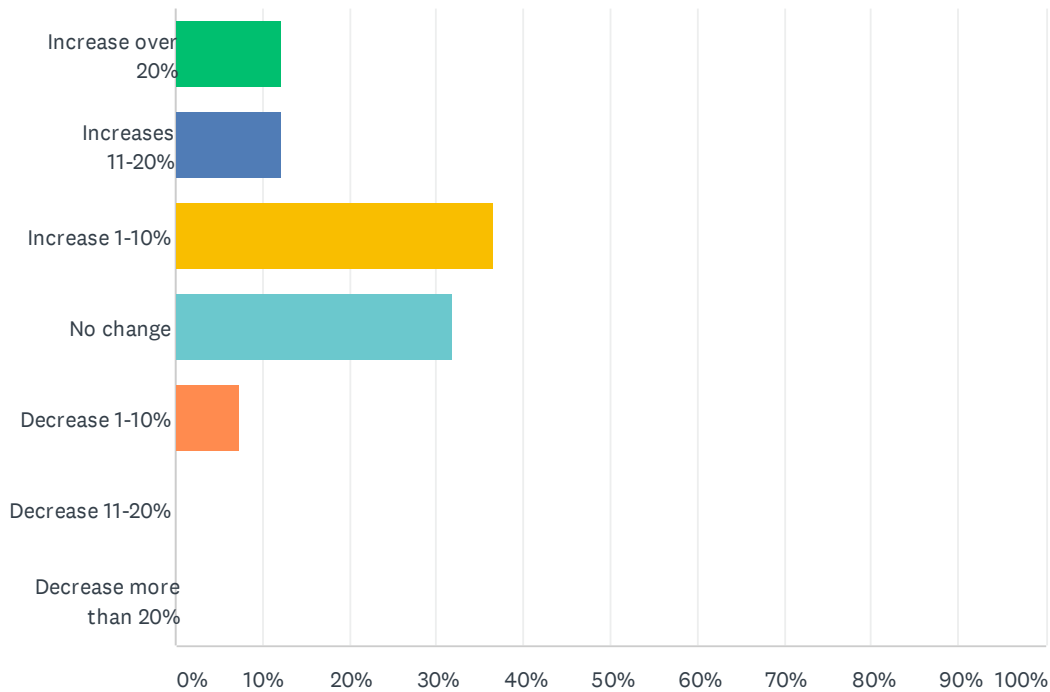
Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	14.29%	7
Less than 5%	40.82%	20
5 to 25%	30.61%	15
26 to 50%	14.29%	7
More than 50%	0.00%	0
TOTAL		49

Q7 Over the next 3 years, what do you expect to happen with the level of exports from your company, in terms of sales volume?

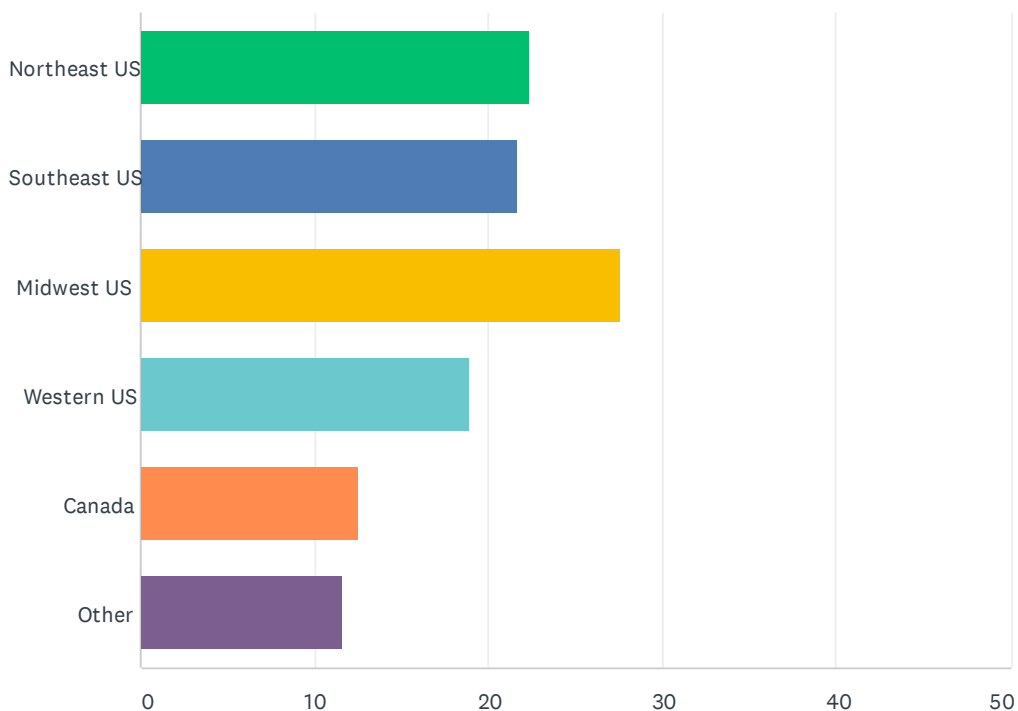
Answered: 41 Skipped: 8



ANSWER CHOICES	RESPONSES	
Increase over 20%	12.20%	5
Increases 11-20%	12.20%	5
Increase 1-10%	36.59%	15
No change	31.71%	13
Decrease 1-10%	7.32%	3
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		41

Q8 Please estimate the percentage of your primary business sales in each of the following areas so that the total is 100%. (Insert numbers. Do not use a "%" symbol in your answer.)

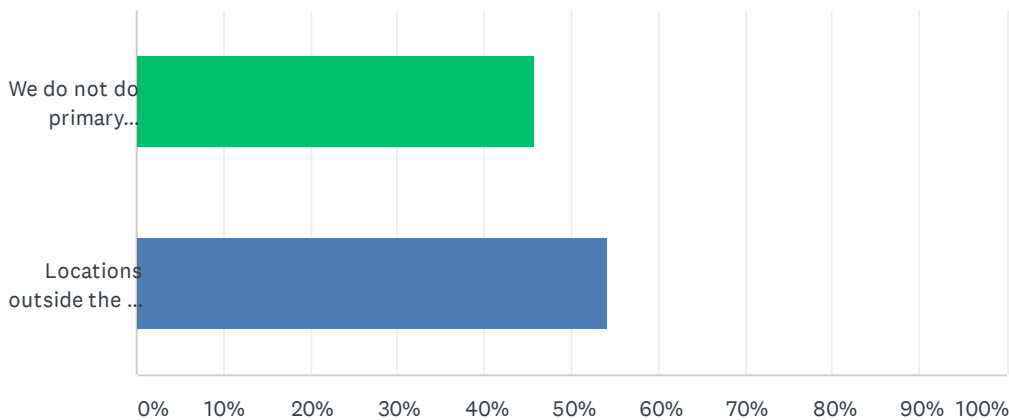
Answered: 48 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Northeast US	22	985	44
Southeast US	22	932	43
Midwest US	28	1,216	44
Western US	19	816	43
Canada	13	503	40
Other	12	348	30
Total Respondents: 48			

Q9 Not including the U.S. and Canada, in what other locations (countries or regions) do you have primary business sales?

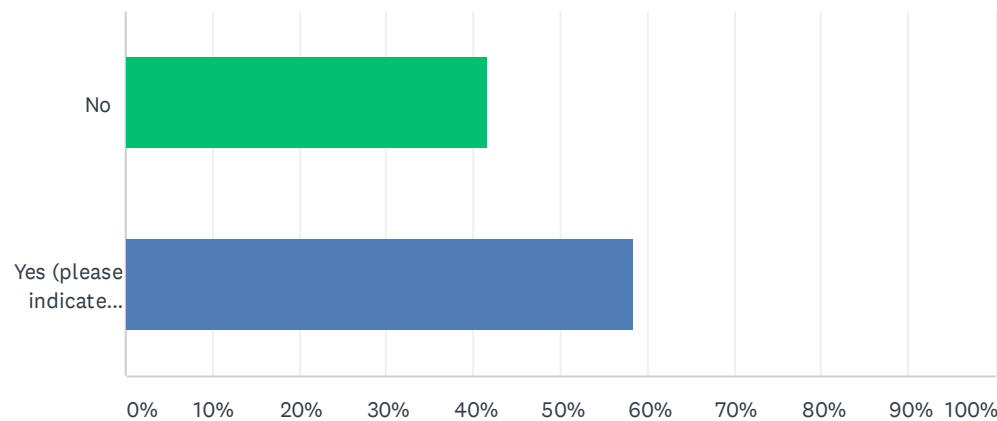
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
We do not do primary business sales outside the US and Canada.	45.83%	22
Locations outside the US and Canada:	54.17%	26
TOTAL		48

Q10 Do you sell to the military?

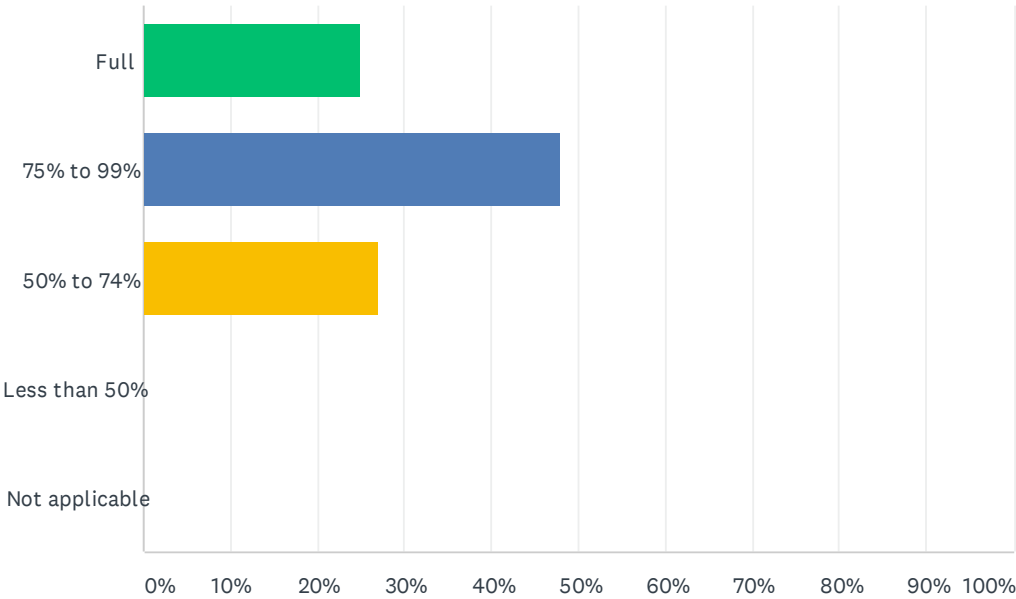
Answered: 48 Skipped: 1



ANSWER CHOICES		RESPONSES	
No		41.67%	20
Yes (please indicate percentage of primary business sales)		58.33%	28
TOTAL			48

Q11 What is your current factory capacity?

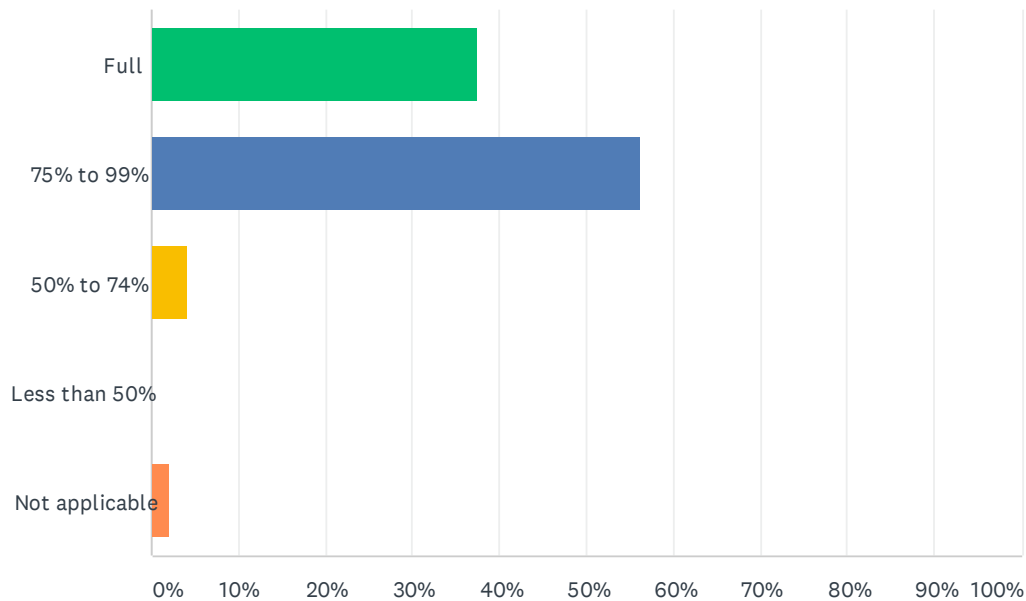
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
Full	25.00%	12
75% to 99%	47.92%	23
50% to 74%	27.08%	13
Less than 50%	0.00%	0
Not applicable	0.00%	0
TOTAL		48

Q12 What do you anticipate your factory capacity will be in 3 years?

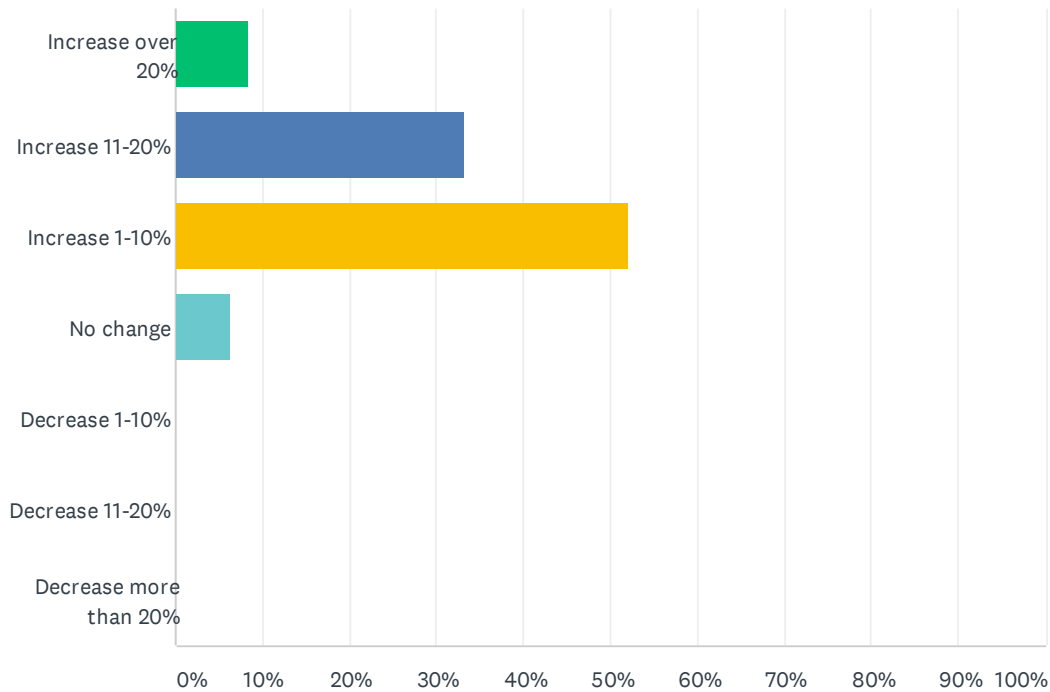
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
Full	37.50%	18
75% to 99%	56.25%	27
50% to 74%	4.17%	2
Less than 50%	0.00%	0
Not applicable	2.08%	1
TOTAL		48

Q13 What change is expected in the level of capital investment over the next 3 years?

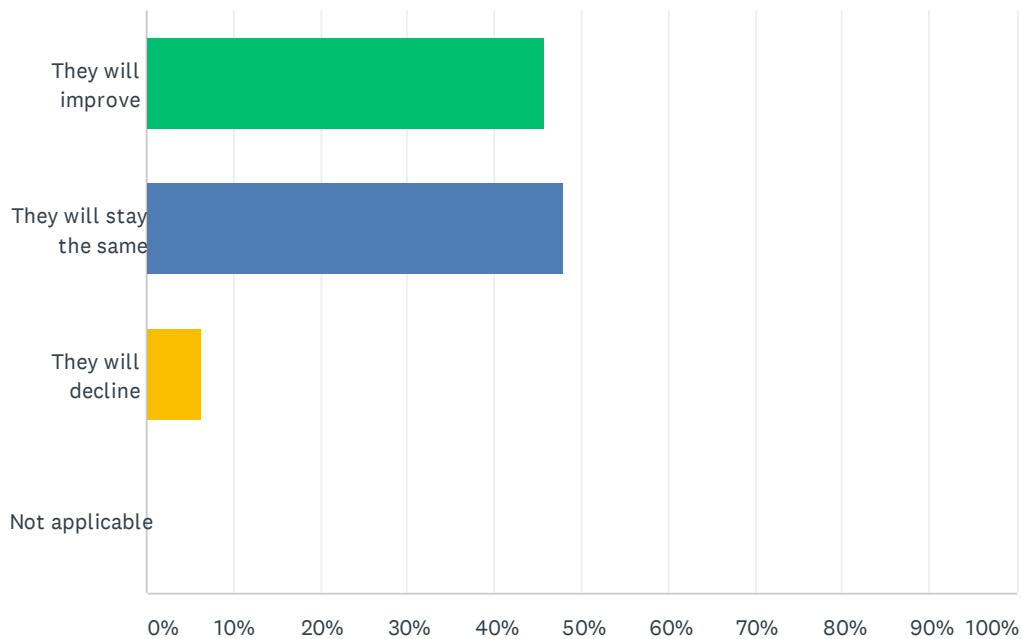
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
Increase over 20%	8.33%	4
Increase 11-20%	33.33%	16
Increase 1-10%	52.08%	25
No change	6.25%	3
Decrease 1-10%	0.00%	0
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		48

Q14 What do you expect in terms of product lead times over the next 3 years?

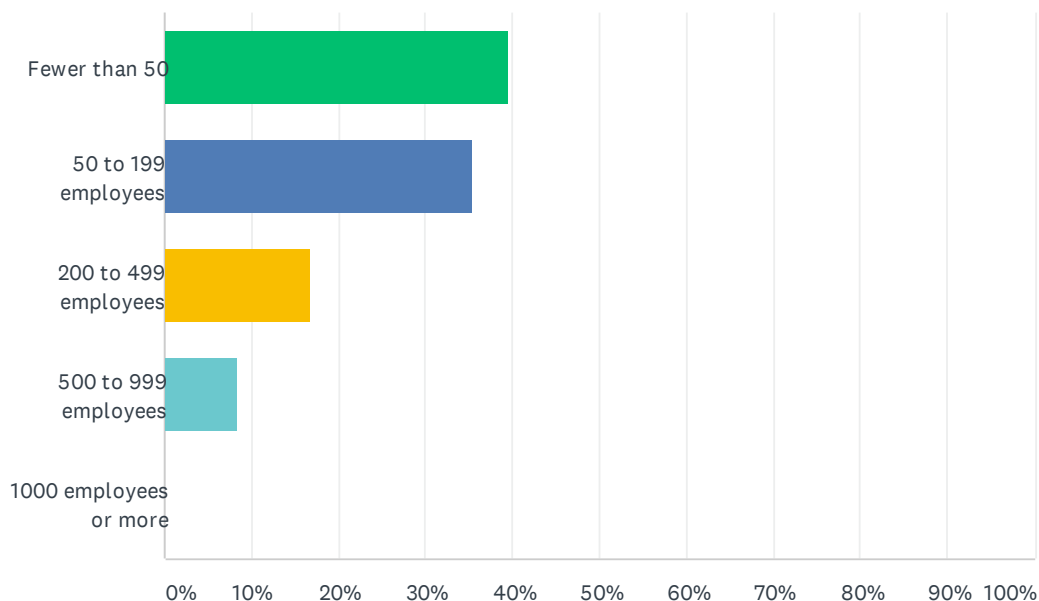
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
They will improve	45.83%	22
They will stay the same	47.92%	23
They will decline	6.25%	3
Not applicable	0.00%	0
TOTAL		48

Q15 How many total employees at your company are involved in fire apparatus or equipment manufacturing?

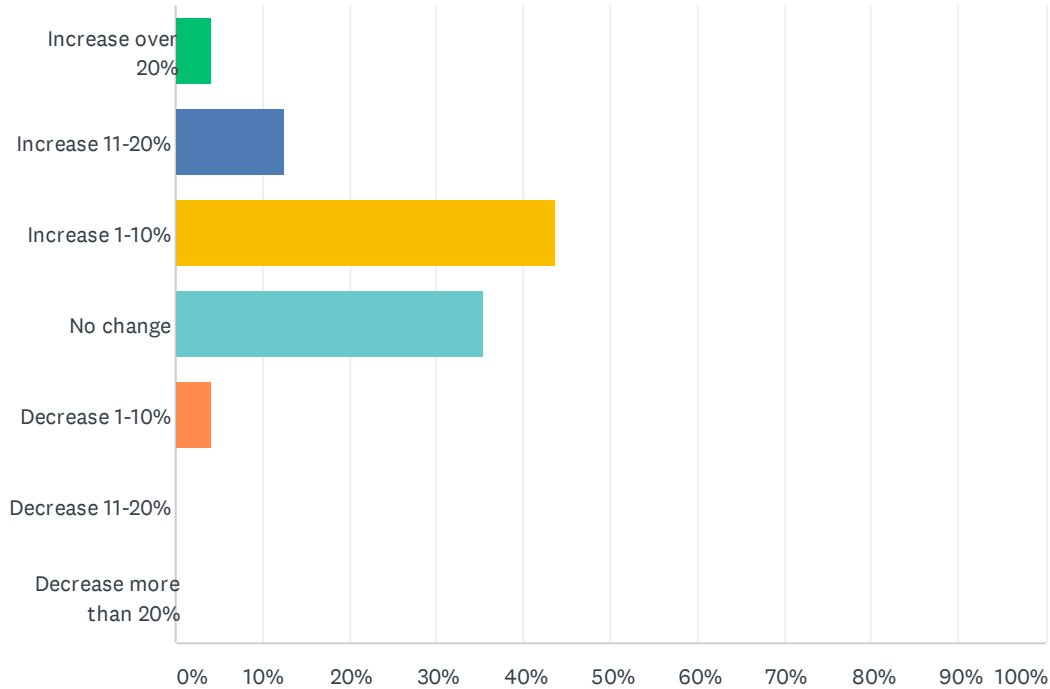
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
Fewer than 50	39.58%	19
50 to 199 employees	35.42%	17
200 to 499 employees	16.67%	8
500 to 999 employees	8.33%	4
1000 employees or more	0.00%	0
TOTAL		48

Q16 What is your planned full-time employment for 2016?

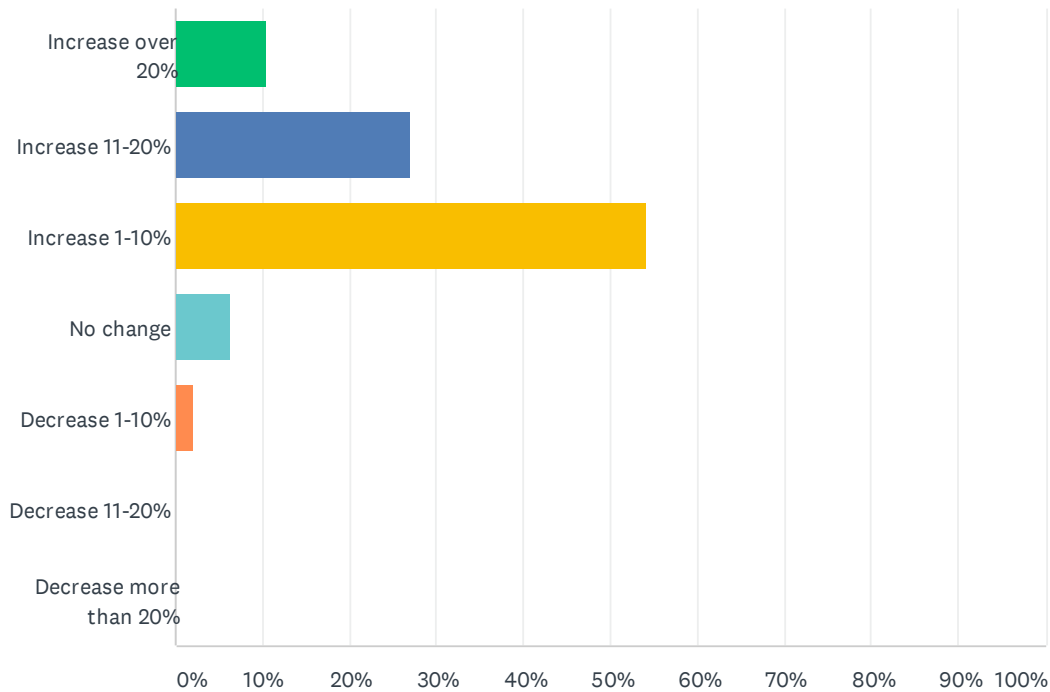
Answered: 48 Skipped: 1



ANSWER CHOICES	RESPONSES	
Increase over 20%	4.17%	2
Increase 11-20%	12.50%	6
Increase 1-10%	43.75%	21
No change	35.42%	17
Decrease 1-10%	4.17%	2
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		48

Q17 How much will employment change at your company over the next 3 years?

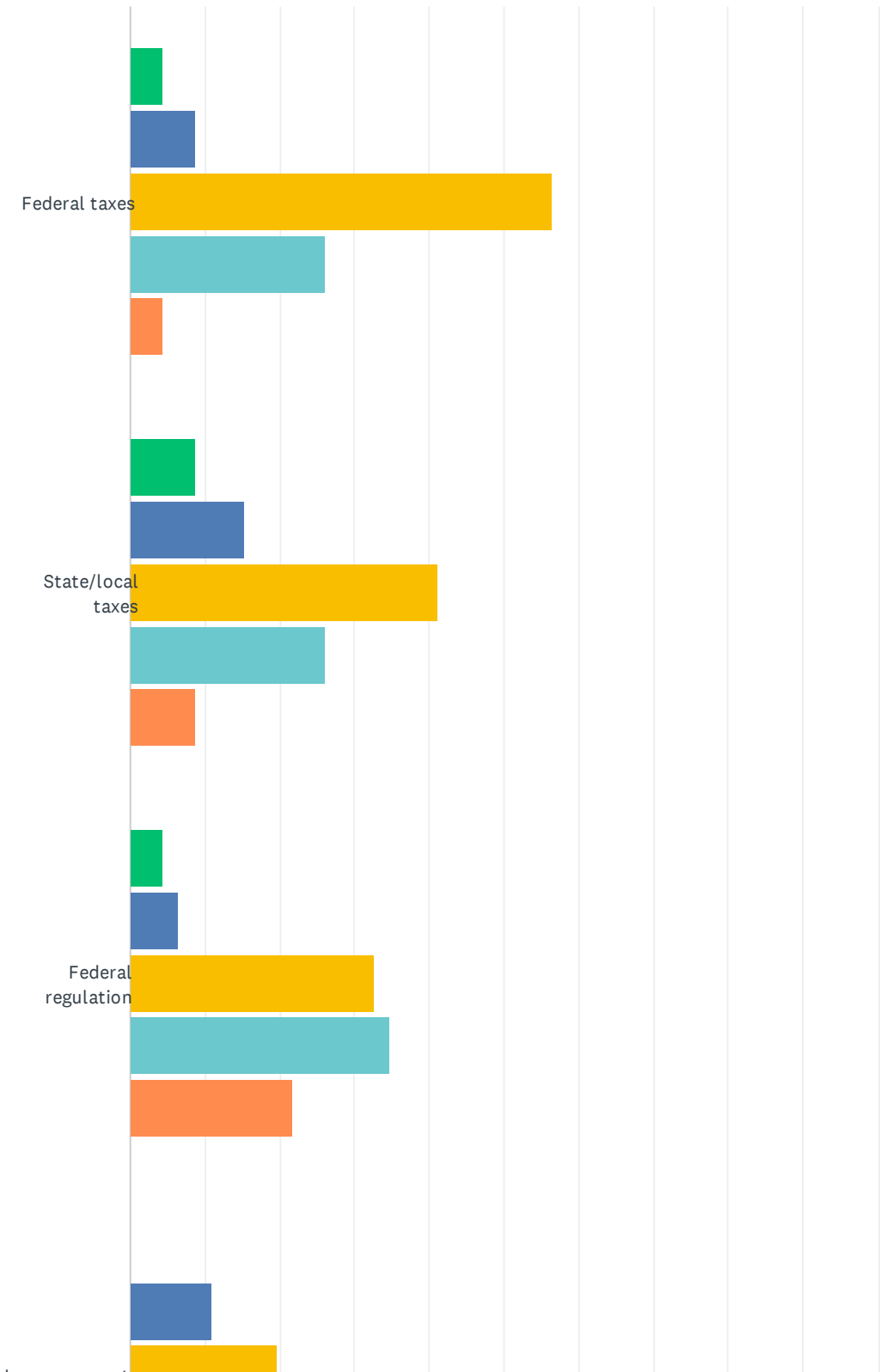
Answered: 48 Skipped: 1



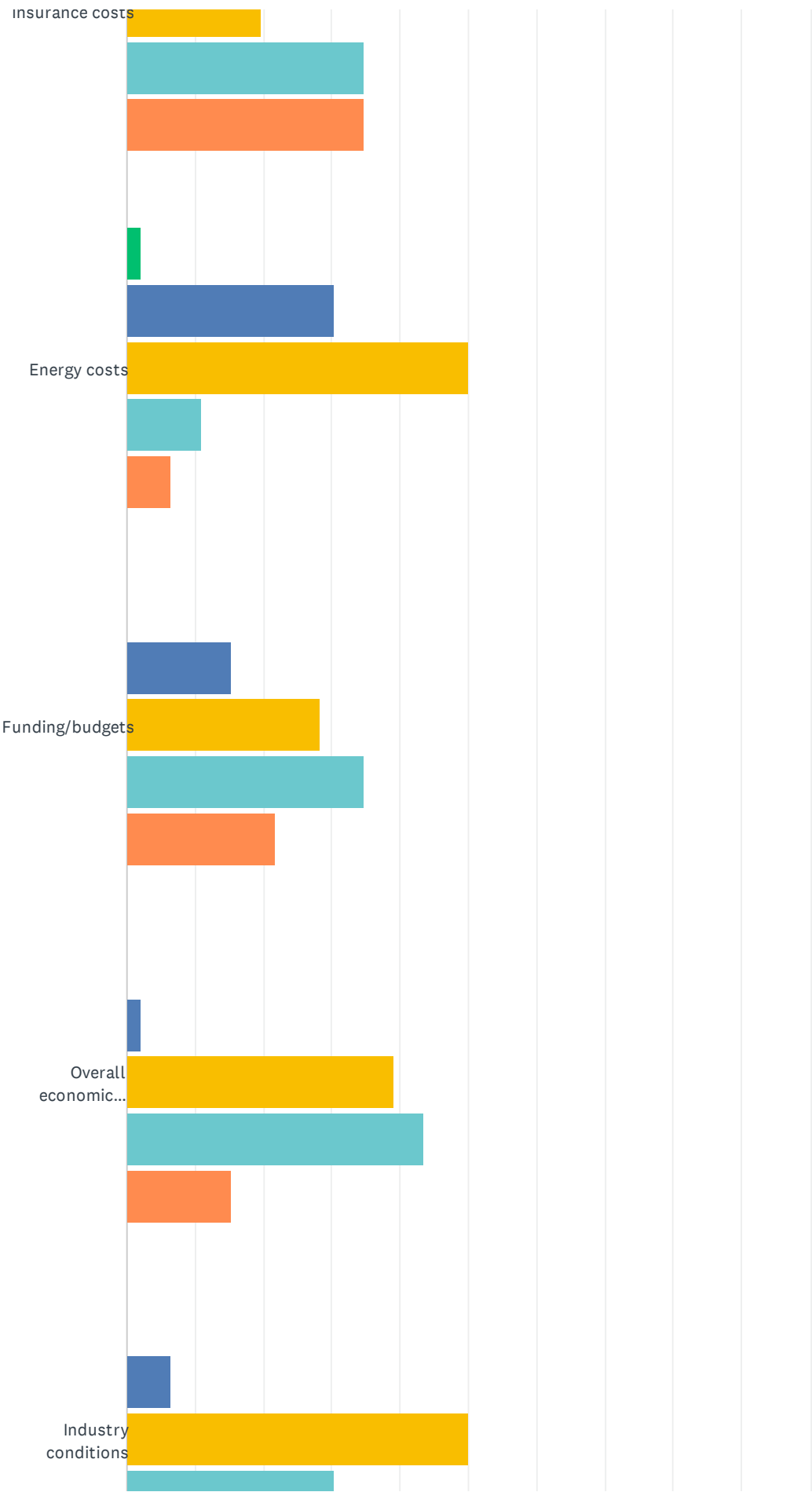
ANSWER CHOICES	RESPONSES	
Increase over 20%	10.42%	5
Increase 11-20%	27.08%	13
Increase 1-10%	54.17%	26
No change	6.25%	3
Decrease 1-10%	2.08%	1
Decrease 11-20%	0.00%	0
Decrease more than 20%	0.00%	0
TOTAL		48

Q18 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.)

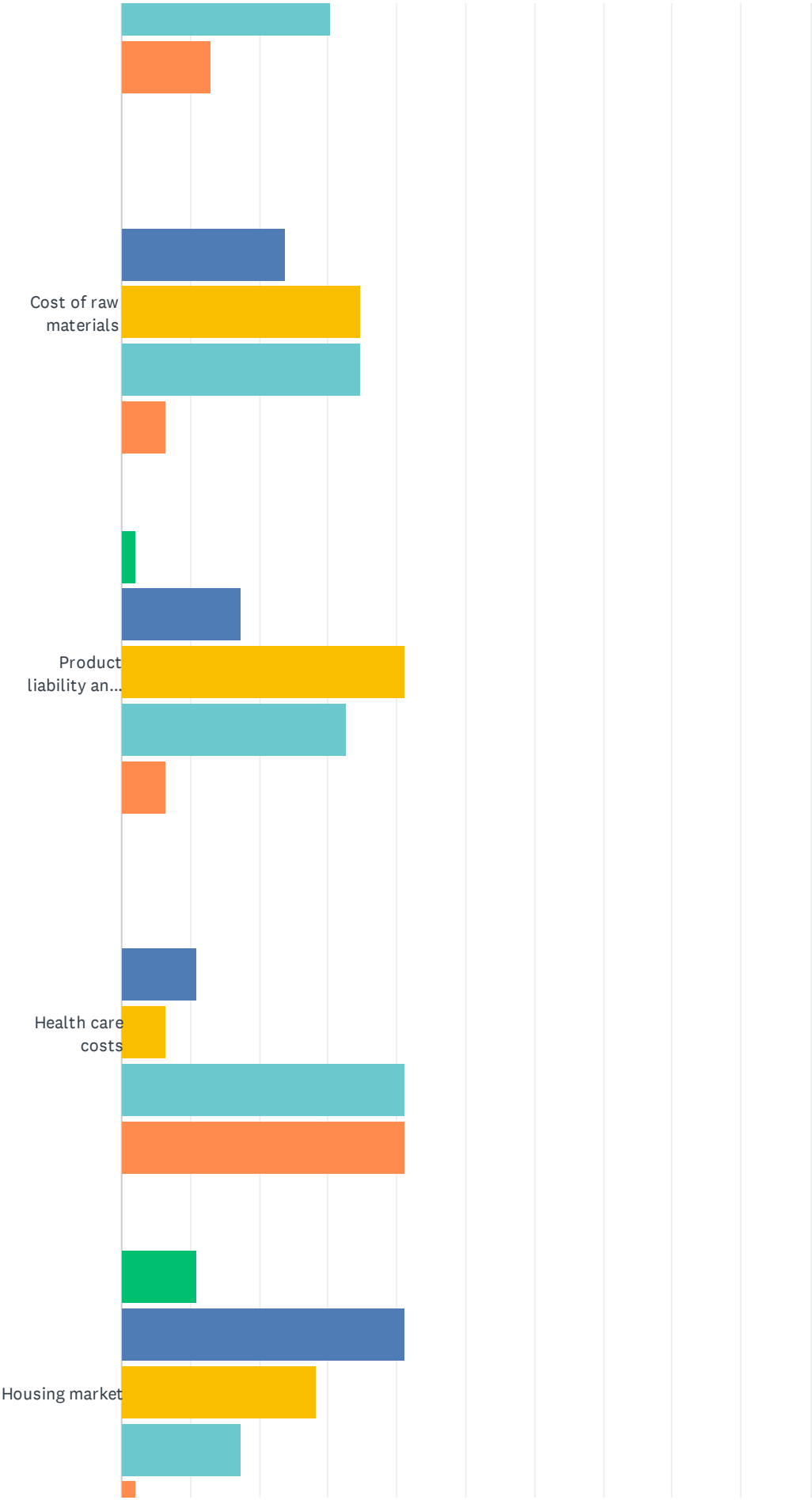
Answered: 46 Skipped: 3



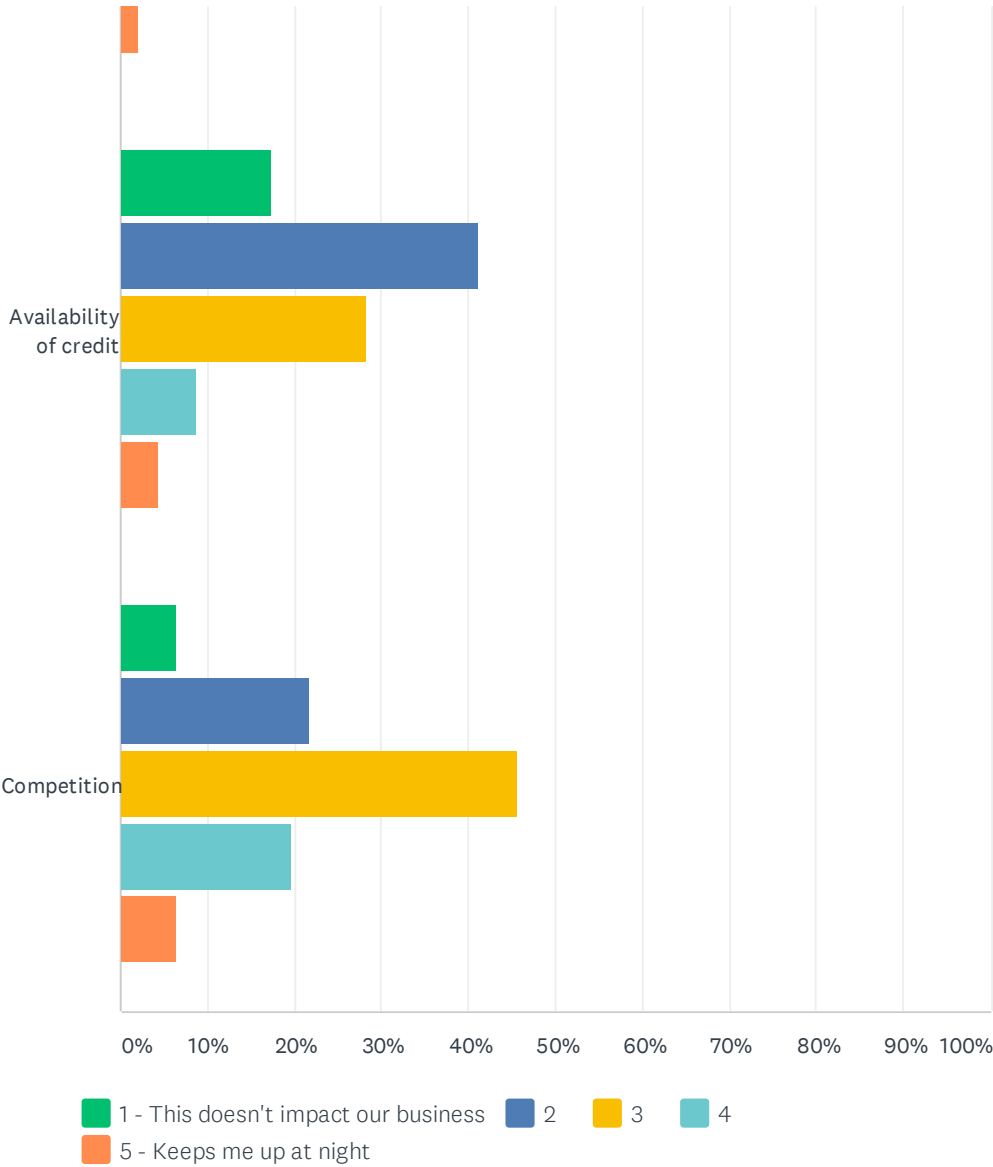
2016 FAMA Member Outlook Survey



2016 FAMA Member Outlook Survey



2016 FAMA Member Outlook Survey

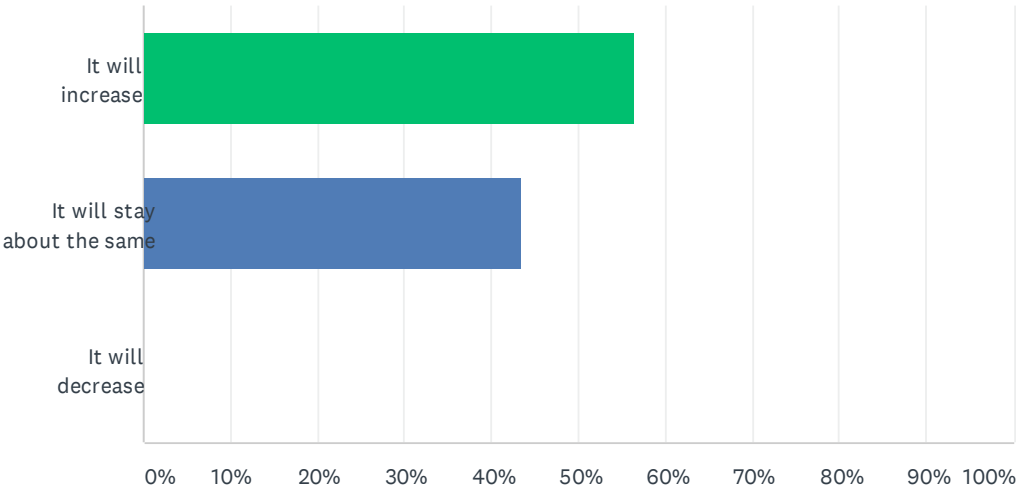


2016 FAMA Member Outlook Survey

	1 - THIS DOESN'T IMPACT OUR BUSINESS	2	3	4	5 - KEEPS ME UP AT NIGHT	TOTAL
Federal taxes	4.35% 2	8.70% 4	56.52% 26	26.09% 12	4.35% 2	46
State/local taxes	8.70% 4	15.22% 7	41.30% 19	26.09% 12	8.70% 4	46
Federal regulation	4.35% 2	6.52% 3	32.61% 15	34.78% 16	21.74% 10	46
Insurance costs	0.00% 0	10.87% 5	19.57% 9	34.78% 16	34.78% 16	46
Energy costs	2.17% 1	30.43% 14	50.00% 23	10.87% 5	6.52% 3	46
Funding/budgets	0.00% 0	15.22% 7	28.26% 13	34.78% 16	21.74% 10	46
Overall economic conditions/general sales declines	0.00% 0	2.17% 1	39.13% 18	43.48% 20	15.22% 7	46
Industry conditions	0.00% 0	6.52% 3	50.00% 23	30.43% 14	13.04% 6	46
Cost of raw materials	0.00% 0	23.91% 11	34.78% 16	34.78% 16	6.52% 3	46
Product liability and litigation	2.17% 1	17.39% 8	41.30% 19	32.61% 15	6.52% 3	46
Health care costs	0.00% 0	10.87% 5	6.52% 3	41.30% 19	41.30% 19	46
Housing market	10.87% 5	41.30% 19	28.26% 13	17.39% 8	2.17% 1	46
Availability of credit	17.39% 8	41.30% 19	28.26% 13	8.70% 4	4.35% 2	46
Competition	6.52% 3	21.74% 10	45.65% 21	19.57% 9	6.52% 3	46

Q19 What is your opinion on industry consolidation over the next three years?

Answered: 46 Skipped: 3



ANSWER CHOICES		RESPONSES	
It will increase		56.52%	26
It will stay about the same		43.48%	20
It will decrease		0.00%	0
TOTAL			46

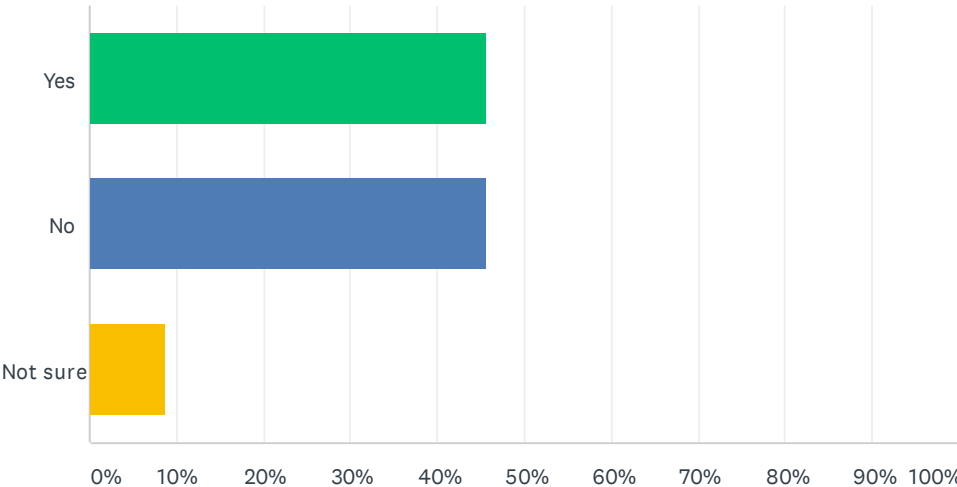
Q20 How many manufacturing locations do you have in each of the following places? (If none, please enter 0.)

Answered: 46 Skipped: 3

ANSWER CHOICES	RESPONSES	
US	95.65%	44
Canada	78.26%	36
Central America	76.09%	35
South America	73.91%	34
Europe	76.09%	35
Asia	73.91%	34
Other (please specify)	56.52%	26

Q21 Is your business being negatively impacted by the economy?

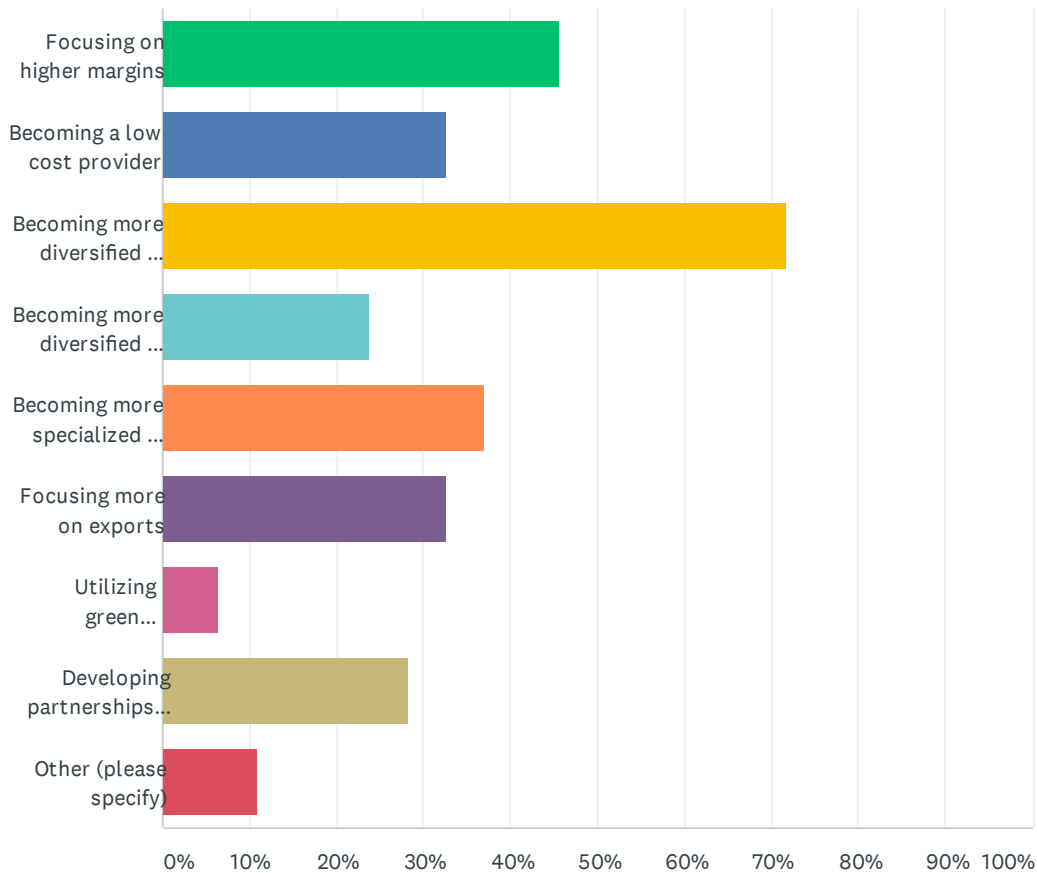
Answered: 46 Skipped: 3



ANSWER CHOICES		RESPONSES	
Yes		45.65%	21
No		45.65%	21
Not sure		8.70%	4
TOTAL			46

Q22 Which of the following strategies do you use to get through tough economic times? (Select all that apply.)

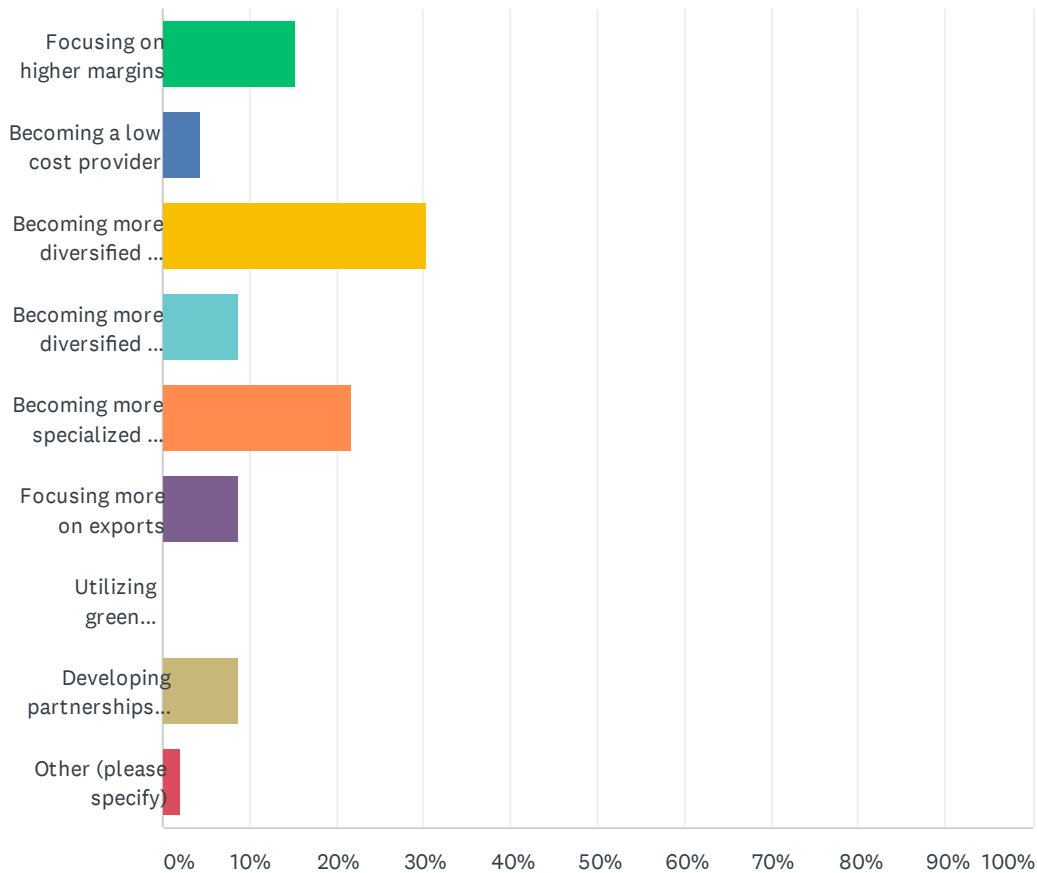
Answered: 46 Skipped: 3



ANSWER CHOICES	RESPONSES	
Focusing on higher margins	45.65%	21
Becoming a low cost provider	32.61%	15
Becoming more diversified by entering new markets	71.74%	33
Becoming more diversified by entering new markets by focusing on several markets	23.91%	11
Becoming more specialized by focusing on niche markets	36.96%	17
Focusing more on exports	32.61%	15
Utilizing green technologies	6.52%	3
Developing partnerships/outsourcing	28.26%	13
Other (please specify)	10.87%	5
Total Respondents: 46		

Q23 Which of the following strategies do you think is or will be the most successful for your company? (Select the one best answer.)

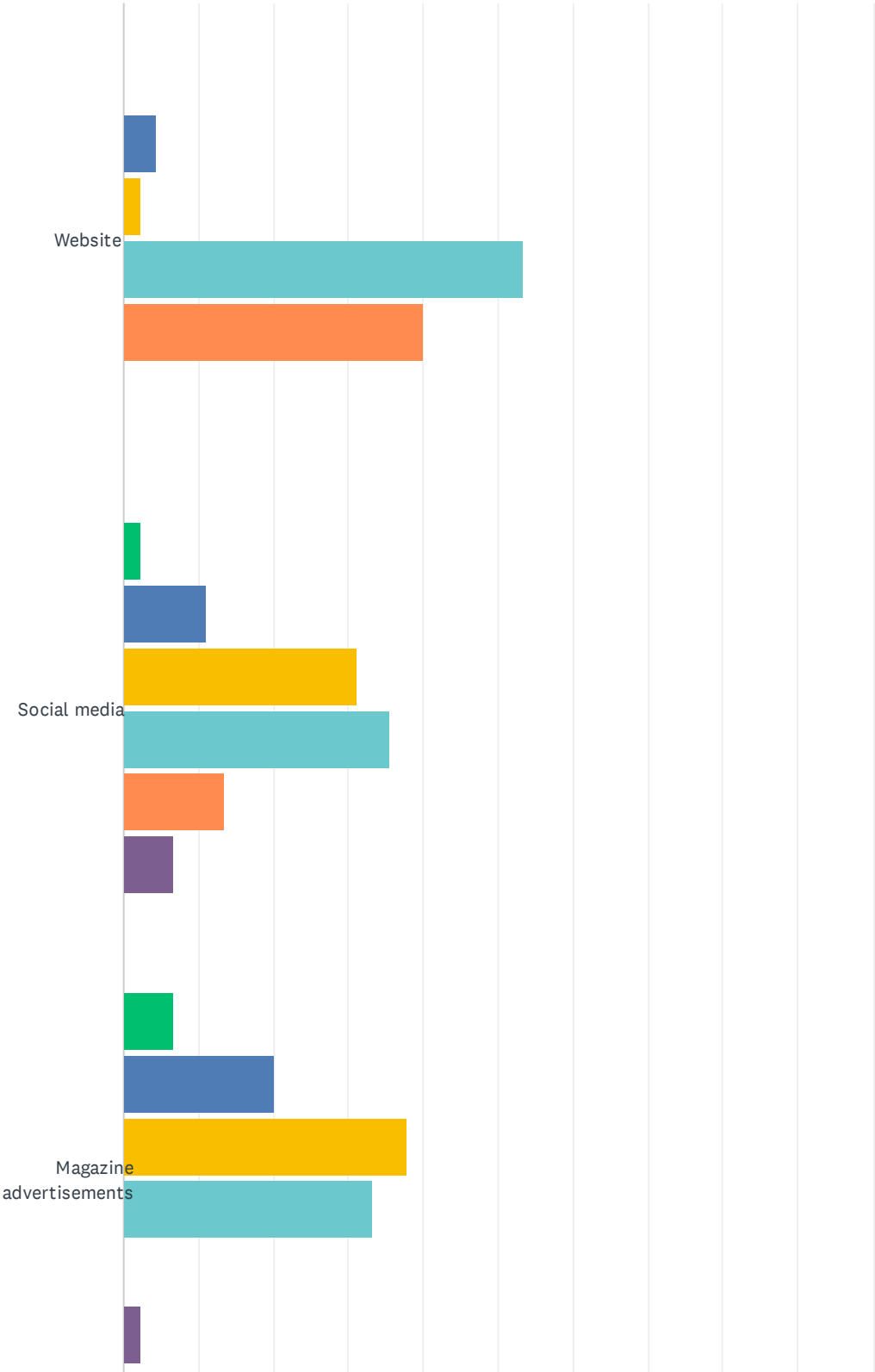
Answered: 46 Skipped: 3



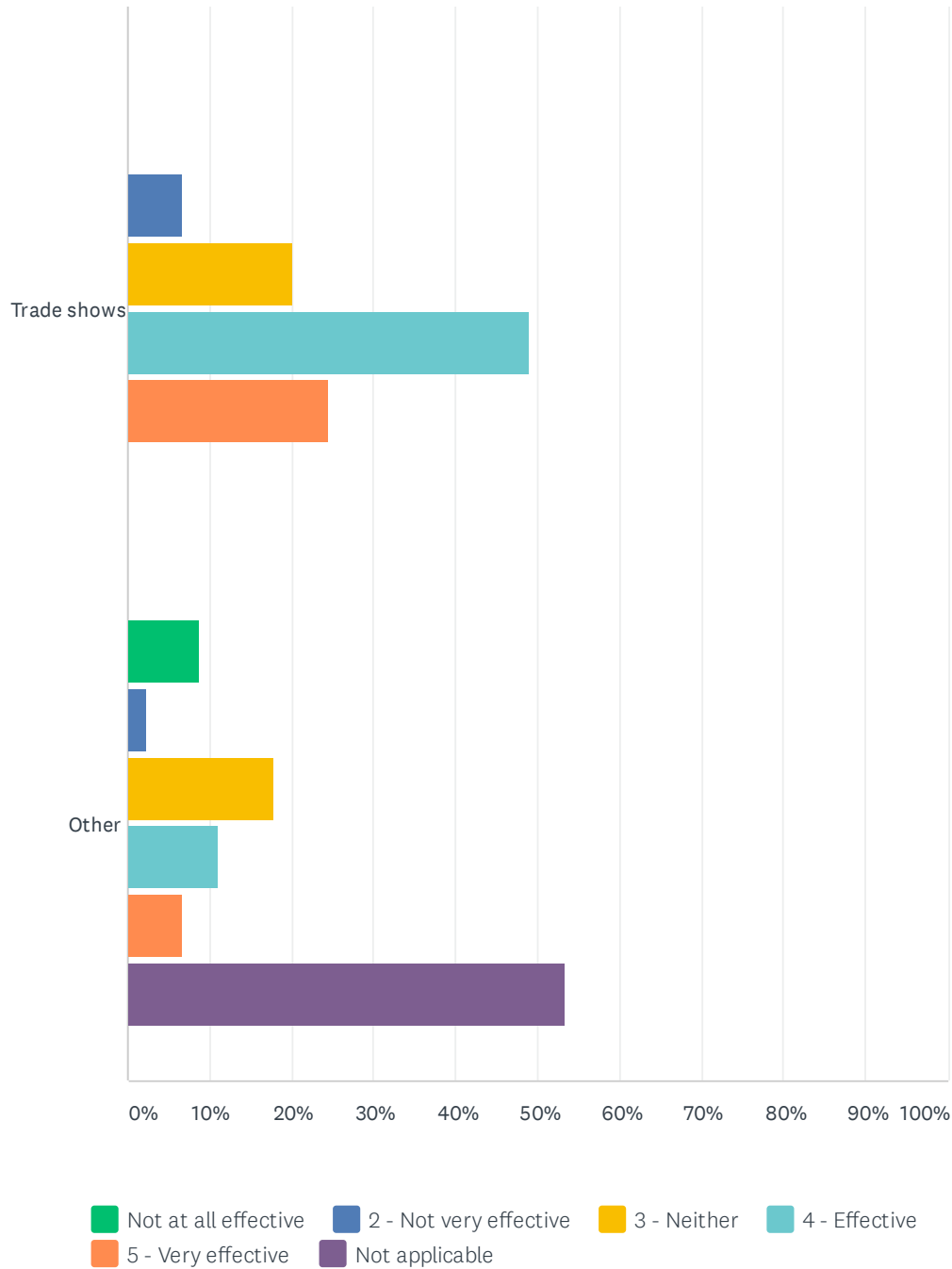
ANSWER CHOICES	RESPONSES	
Focusing on higher margins	15.22%	7
Becoming a low cost provider	4.35%	2
Becoming more diversified by entering new markets	30.43%	14
Becoming more diversified by entering new markets by focusing on several markets	8.70%	4
Becoming more specialized by focusing on niche markets	21.74%	10
Focusing more on exports	8.70%	4
Utilizing green technologies	0.00%	0
Developing partnerships/outsourcing	8.70%	4
Other (please specify)	2.17%	1
TOTAL		46

Q24 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 entry.)

Answered: 45 Skipped: 4



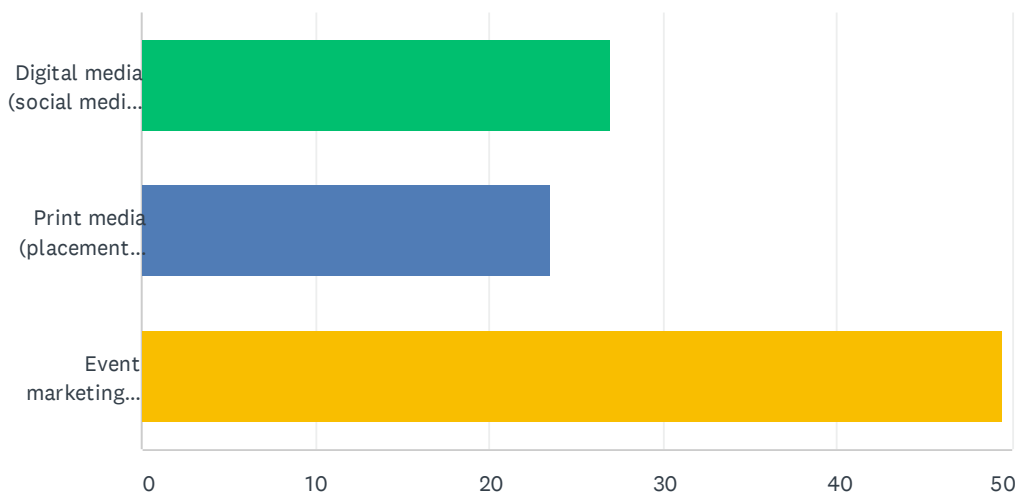
2016 FAMA Member Outlook Survey



	NOT AT ALL EFFECTIVE	2 - NOT VERY EFFECTIVE	3 - NEITHER	4 - EFFECTIVE	5 - VERY EFFECTIVE	NOT APPLICABLE	TOTAL
Website	0.00% 0	4.44% 2	2.22% 1	53.33% 24	40.00% 18	0.00% 0	45
Social media	2.22% 1	11.11% 5	31.11% 14	35.56% 16	13.33% 6	6.67% 3	45
Magazine advertisements	6.67% 3	20.00% 9	37.78% 17	33.33% 15	0.00% 0	2.22% 1	45
Trade shows	0.00% 0	6.67% 3	20.00% 9	48.89% 22	24.44% 11	0.00% 0	45
Other	8.89% 4	2.22% 1	17.78% 8	11.11% 5	6.67% 3	53.33% 24	45

Q25 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: 45 Skipped: 4



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Digital media (social media, website, online banners, email blasts, video, etc.)	27	1,215	45
Print media (placement advertising, direct mail, catalogs, etc.)	24	1,060	45
Event marketing (trade shows, conferences, open houses, hospitality events)	49	2,225	45
Total Respondents: 45			

Q26 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: 42 Skipped: 7

ANSWER CHOICES	RESPONSES	
Name	100.00%	42
Company	100.00%	42

Q27 Finally, what value do you gain as a member of FAMA or FEMSA?

Answered: 32 Skipped: 17