FireRescue1.com's Reader Survey was conducted between August 17th and October 19th 2017, receiving 632 responses from verified fire service professionals across all ranks and department sizes.

Are you currently in the fire service?

Note: Anyone who answered “Not in the fire service” was disqualified from continuing the survey.

How many years have you been in the fire service?
What is your current (or highest) rank?
What is the size of your department or agency?

- Less than 10 people
- 10 – 24
- 25 – 49
- 50 – 99
- 100 – 499
- 500 – 1,000
- More than 1,000

What is your age?

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older
What is your primary source of product research when evaluating firefighting products?
What information brings you to FireRescue1 most often? (Check all that apply)

- News coverage
- Analysis of current fire...
- Training and instruction
- Expert perspectives...
- Videos
- Grant funding guidance
- Product research &...
- Job Listings
- LODD reports

How do you feel about the frequency of emails you receive from FireRescue1?

- It's just right
- It's not enough
- It's too many
- No opinion/Not a subscriber
What best describes your role in purchasing products for your department or agency?

How would you rate the usefulness of FireRescue1's Product Categories in researching products?
Reader Survey 2017

Have you attended a fire industry trade show or expo in the past year?

(If Yes) - Did you purchase products as a result of attending the show?
How often do you read industry print publications?

- Daily
- Weekly
- Monthly
- A couple of times a year
- Yearly
- Never

How often do you purchase fire gear or other fire-related products online?

- Weekly
- Monthly
- A couple of times a year
- Yearly
- Never
Which of the following has influenced you or your department to try a new product? (Check all that apply)

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (ex: Facebook, Twitter)</td>
<td>25.75%</td>
</tr>
<tr>
<td>Webinars about products/technology</td>
<td>26.61%</td>
</tr>
<tr>
<td>Videos of products/technology</td>
<td>51.07%</td>
</tr>
<tr>
<td>Articles on products/technology</td>
<td>68.88%</td>
</tr>
<tr>
<td>Press releases</td>
<td>7.08%</td>
</tr>
<tr>
<td>White papers</td>
<td>8.80%</td>
</tr>
<tr>
<td>Banner advertisements</td>
<td>2.58%</td>
</tr>
<tr>
<td>Targeted emails</td>
<td>8.37%</td>
</tr>
<tr>
<td>None of the above</td>
<td>14.16%</td>
</tr>
</tbody>
</table>

Would you agree that resources on FireRescue1 have directly impacted your performance and safety as a first responder?

- [ ] Yes
- [ ] No
Would you recommend FireRescue1 as a product research tool to others in your department?