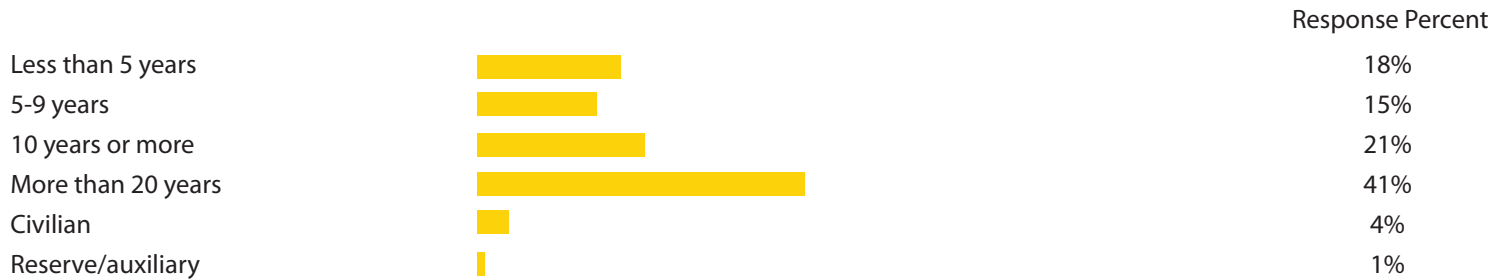
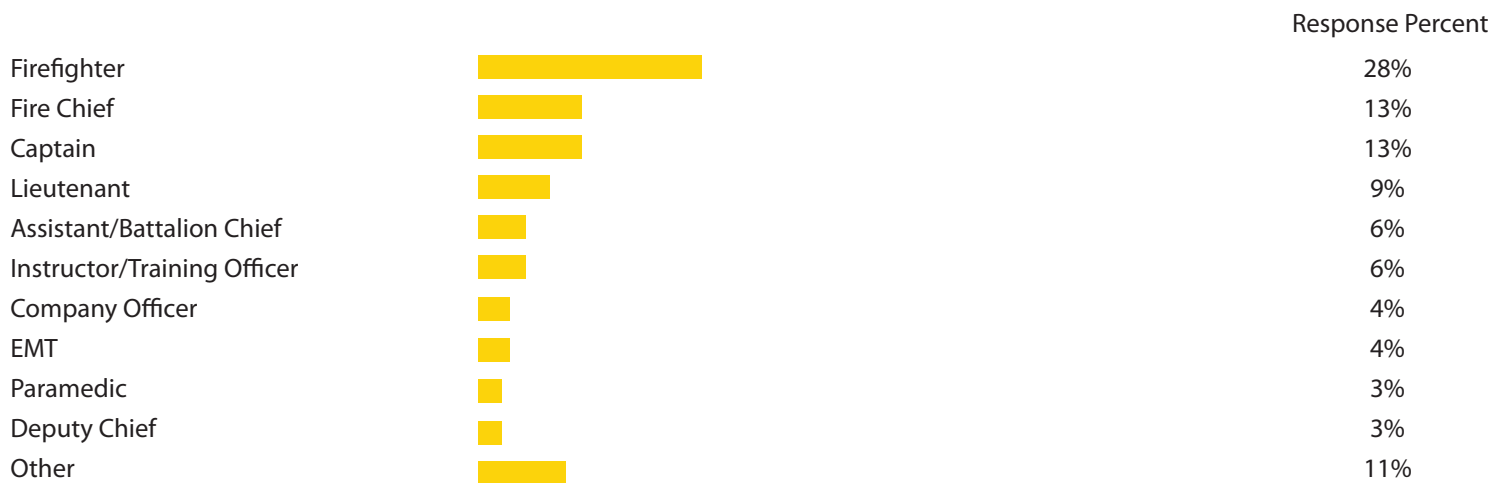


FireRescue1 recently conducted the following survey to better understand how our members use the FireRescue1 Network as their online resource for information related to the fire service. More than 750 responded and the following is a summary of the results.

1. How many years have you been in the fire service?



2. What is your current (or highest) rank?



3. What is the size of your department?




4. Do you plan on attending an industry trade show this year?

		Response Percent
Yes		34%
No		35%
Unsure		31%

5. Which best describes your role in purchasing products for your department?

		Response Percent
Purchase products for myself only		27%
Directly purchase products for my department		27%
Recommend product purchases		57%
Approve product purchases		17%
None of the above		13%

6. How often do you search online for information about firefighting products?

		Response Percent
Past week		54%
Past month		29%
Past 6 months		9%
Past year		6%
Never		2%

7. When was the last time you purchased firefighting-related products online?

		Response Percent
Past week		12%
Past month		25%
Past 6 months		28%
Past year		18%
Never		17%

8. How would you rate the usefulness of FireRescue1's Product Categories in researching products?

		Response Percent
Extremely useful		28%
Useful		61%
Not useful		1%
Unsure		10%

9. Where do you do the majority of your product research?

	Response Percent
Online	77%
Print	9%
Trade shows	6%
Word of mouth	6%
I do not research products	3%

10. Has an article or advertisement on FireRescue1 ever influenced you or your department to try a new product?

	Response Percent
Yes	58%
No	42%

11. Would you recommend FireRescue1 as a product research tool to others in your department?

	Response Percent
Yes	86%
No	1%
Not sure	12%

12. Would you like to have the ability to review and rate products that are featured on FireRescue1?

	Response Percent
Yes	77%
No	23%

13. Do you follow any firefighting product manufacturers or distributors on social networking sites like Facebook?

	Response Percent
Yes	28%
No	72%

14. If not, would you follow them if they offered you exclusive deals or free products?

	Response Percent
Yes	31%
No	25%
Maybe	43%

15. How important are grants and grant funds to your department?



16. How does your department research and apply for grants?



What Firefighters are saying about FireRescue1...

"As a veteran Firefighter/EMT and a Fire Instructor, I believe that FireRescue1 is one of the best resources for all things related to FIRE/RESCUE. Your news and training sections are great resources for all aspects of the job. I also really appreciate your product reviews because they help decide if a product is just hype or if it's really worth the investment."

**- Donald E. Key Jr., NPQ Firefighter Instructor
Lee County Fire Department**

"As a department District Commissioner and a Active Firefighter it has been much easier to use your online sources to look up information on products versus listening to a salesman of a company selling his or hers own products."

**- Eric Bear, District Commissioner
Greenville Fire Department**

"Great site! A lot of the articles on your site are very useful to our department; they constantly keep reminding us of things we should check, train on, and prepare for. You have great info about all types of products, apparatus, etc. Keep up the great work!!!!"

**- Josh Chambers, Firefighter
Marble Rock Fire Department**

"As a private entity working on research & development and patent development and innovation for fire safety products to enhance and safeguard life and property (i.e E911 Wireless Smoke and CO alarms), we have found FireRescue1's information extremely important. Thanks for an excellent publication!"

**- Noel Woodard, Research & Development
Peletech Corp.**

"I am not a firefighter, however I am looking into volunteering. I use FireRescue1 to get products for my wife who is an EMT volunteer. I am a US Marine and have used products in Iraq to better keep marines safe. "

**- Robert Cole, Sergeant
The Basic School Marine Corps Base**

"Awesome web site! I get a lot of information about the products. I bought a L2 Rite bag from the information on FireRescue1."

**- Tim Gowen, Chief
Buchanan City Fire Department**