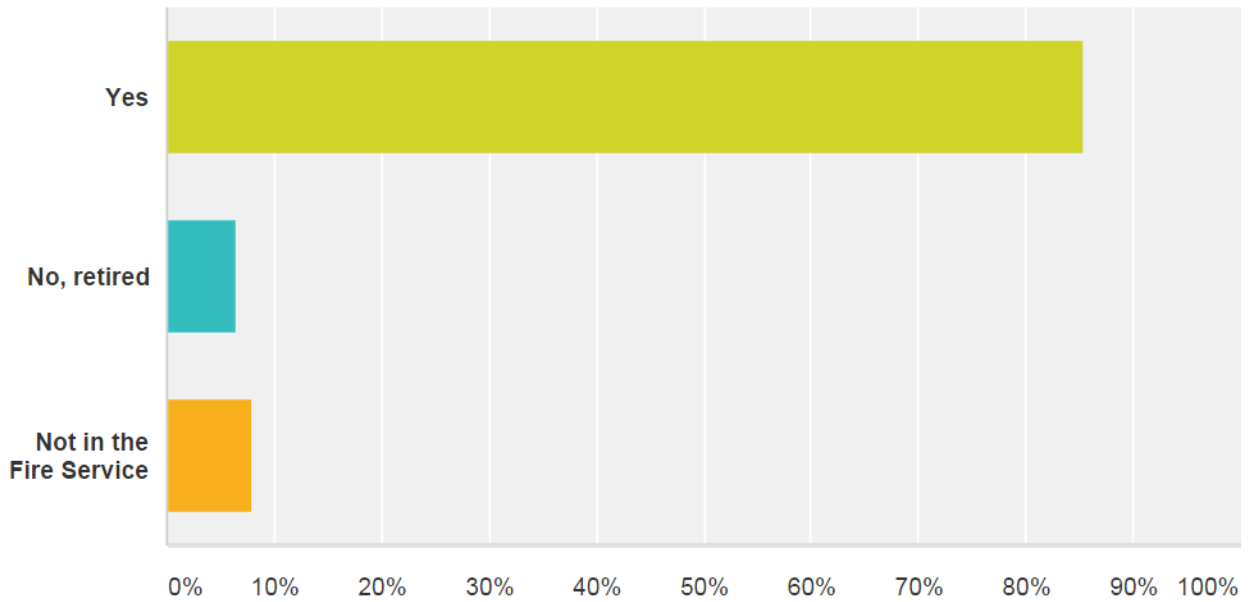


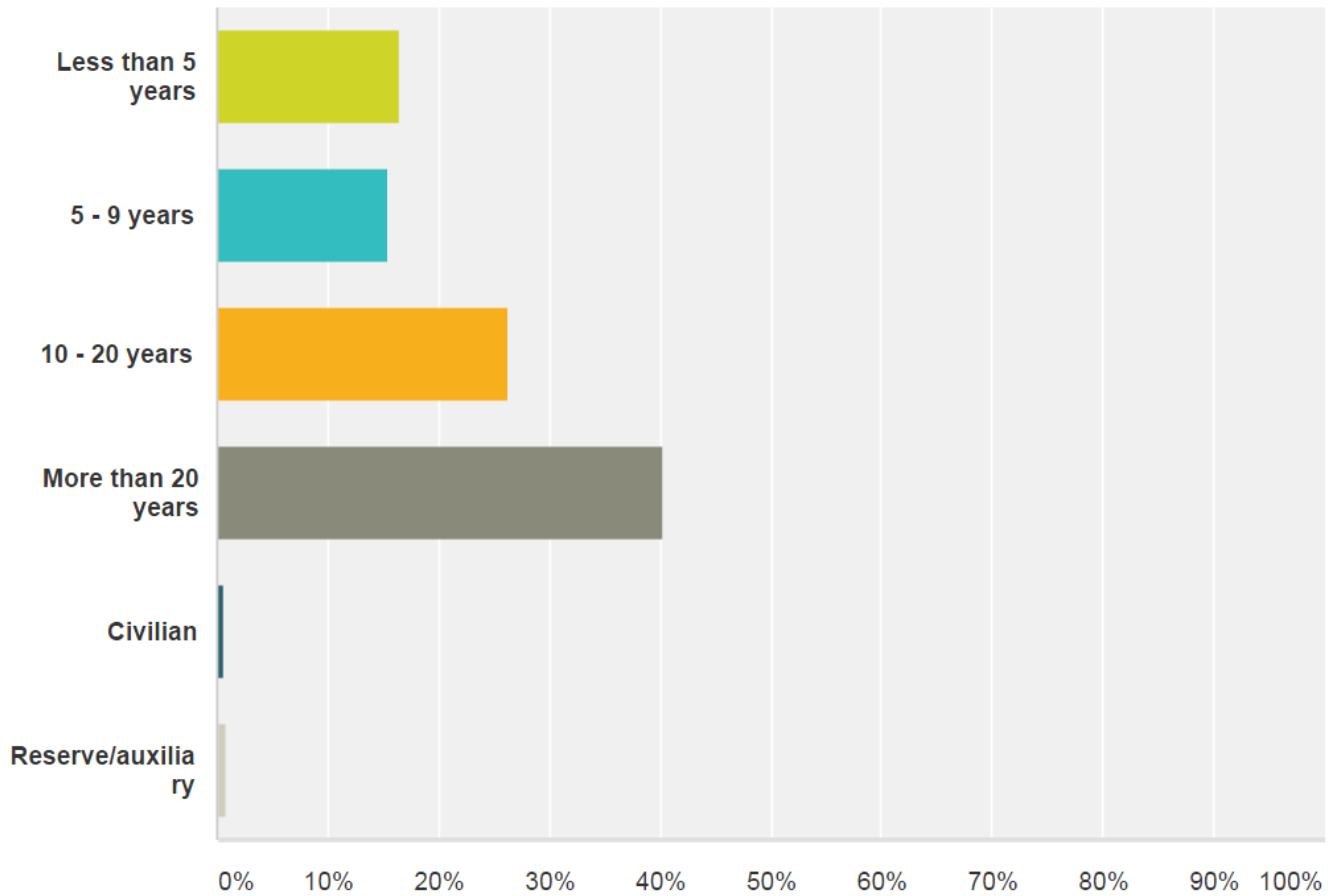
FireRescue1.com's Reader Survey was conducted between August 12th and September 10th 2014, receiving 2,275 responses from verified fire service professionals across all ranks and department sizes.

Are you currently in the Fire Service?

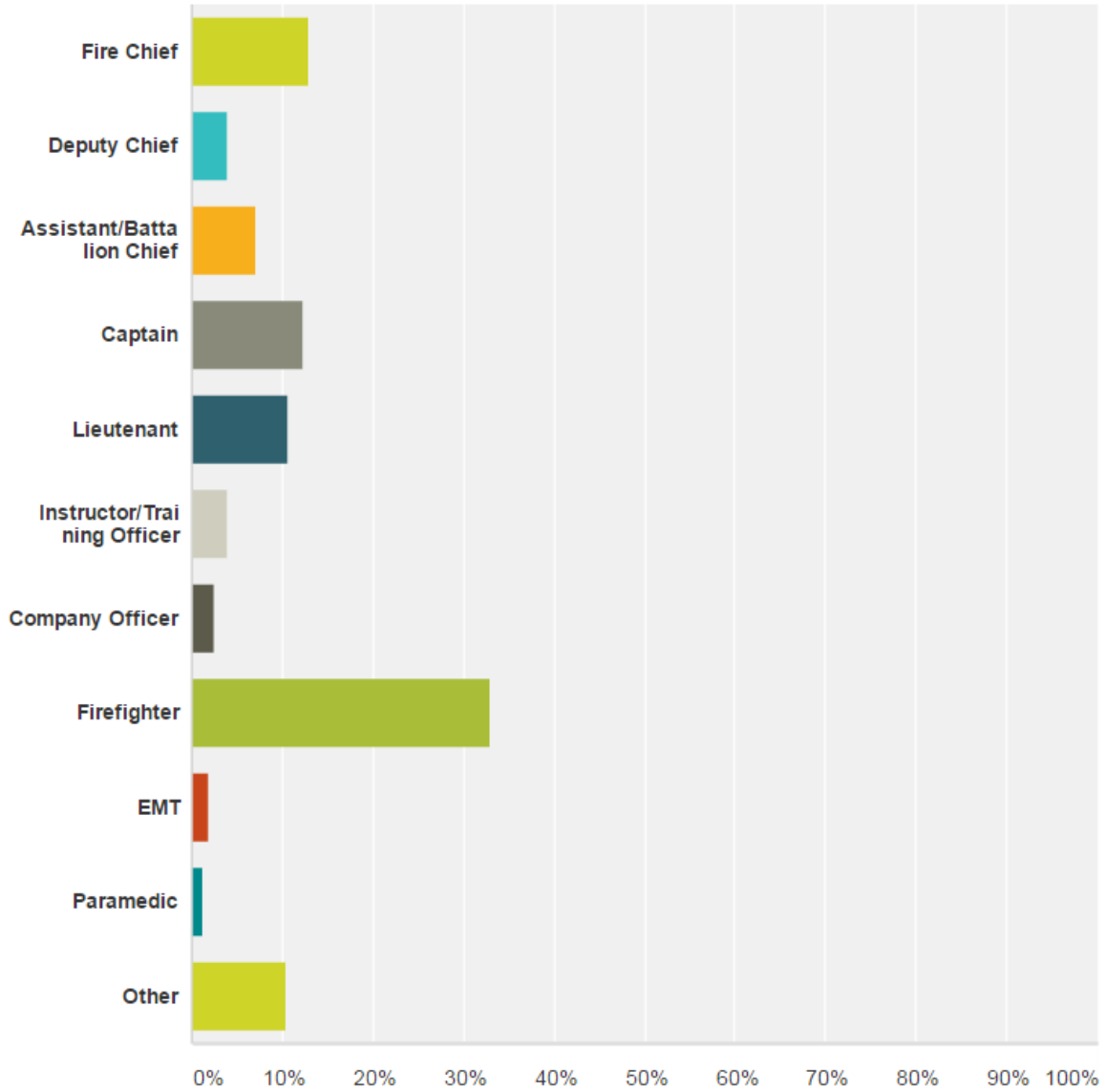


Those who answered “Not in the Fire Service” were disqualified from the survey.

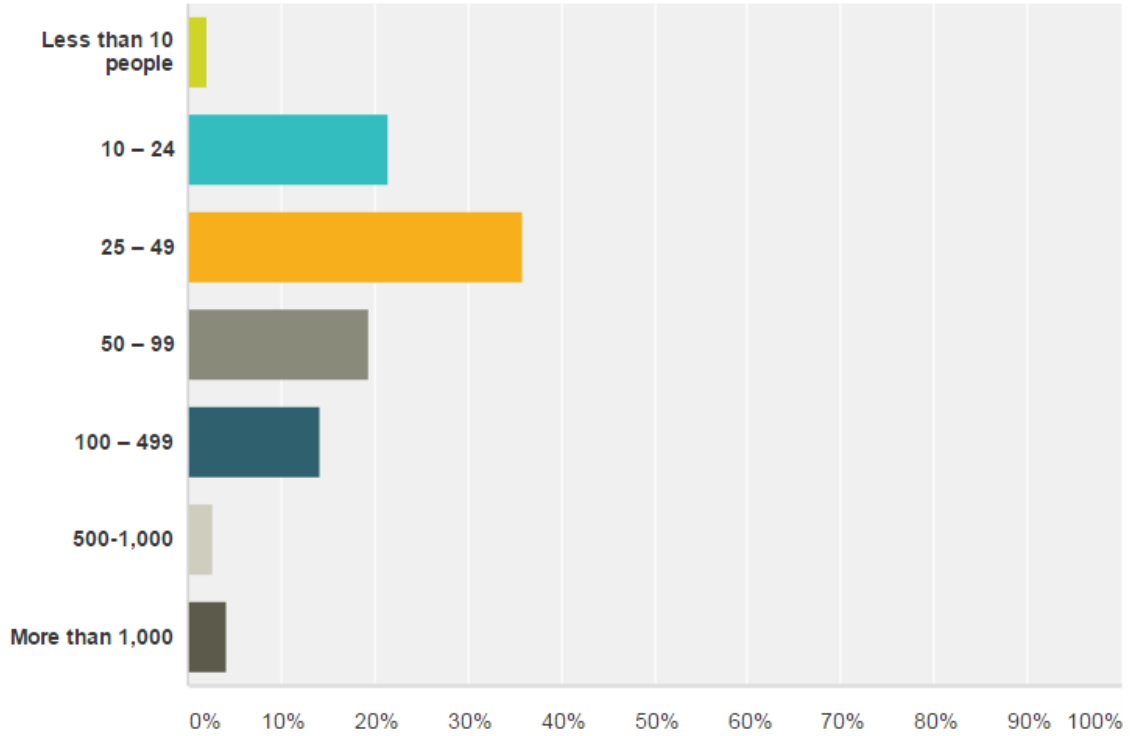
How many years have you been in the fire service?



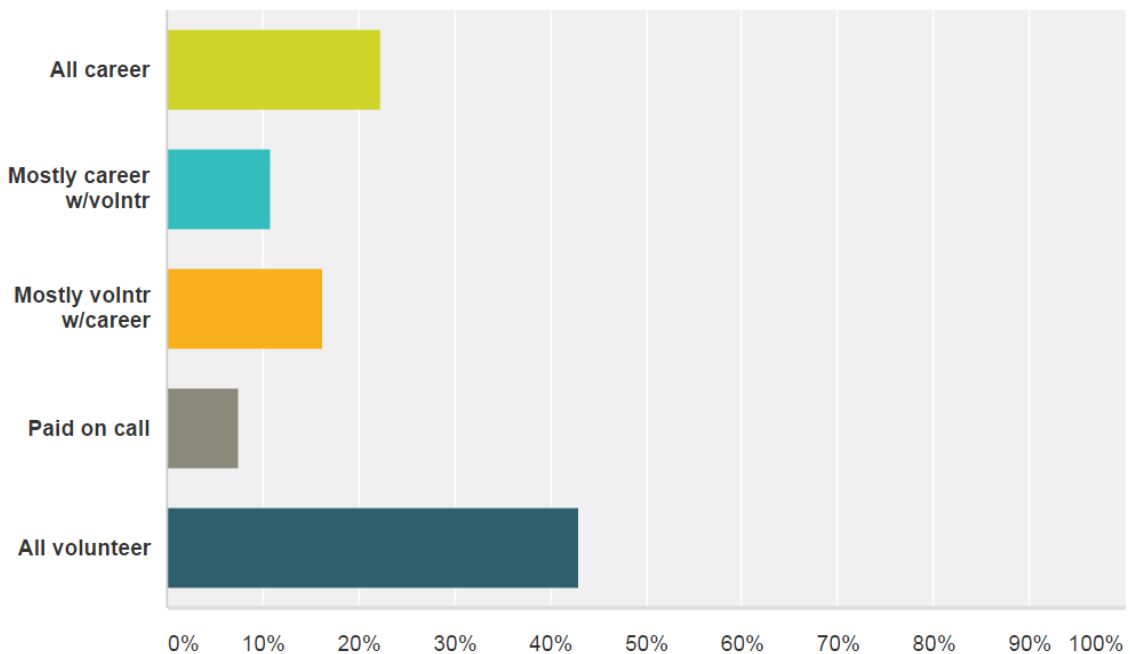
What is your current (or highest) rank?



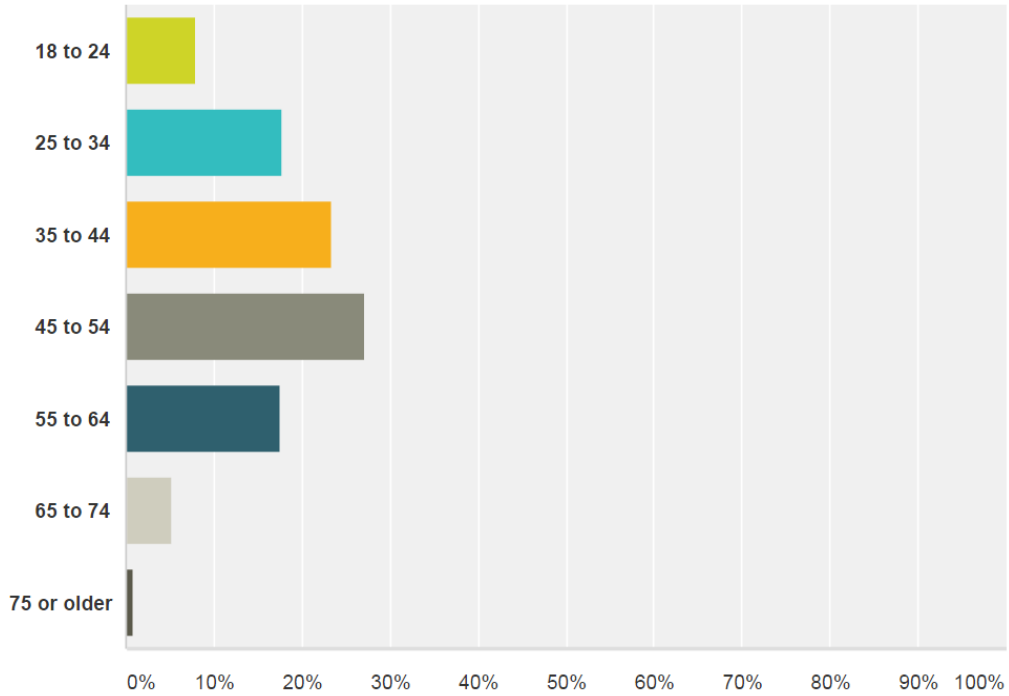
What is the size of your department?



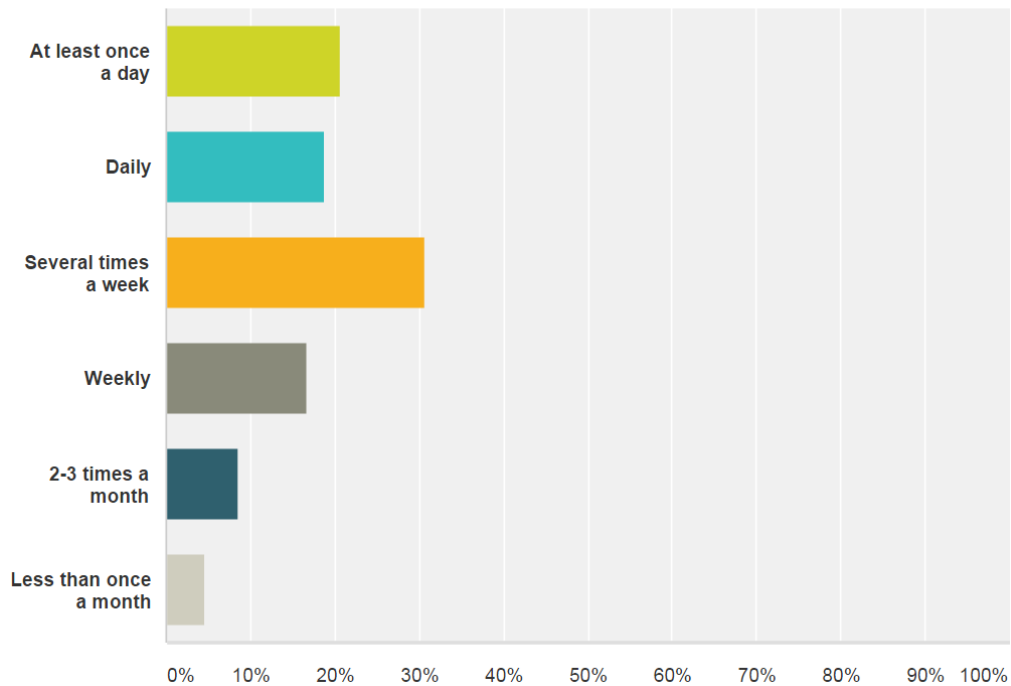
What best describes your department?



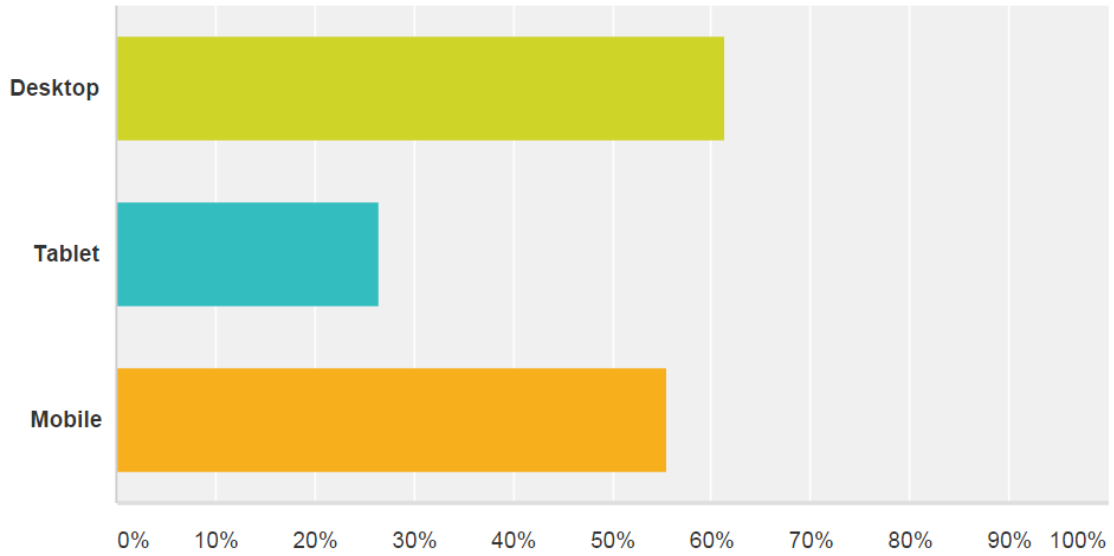
What is your age?



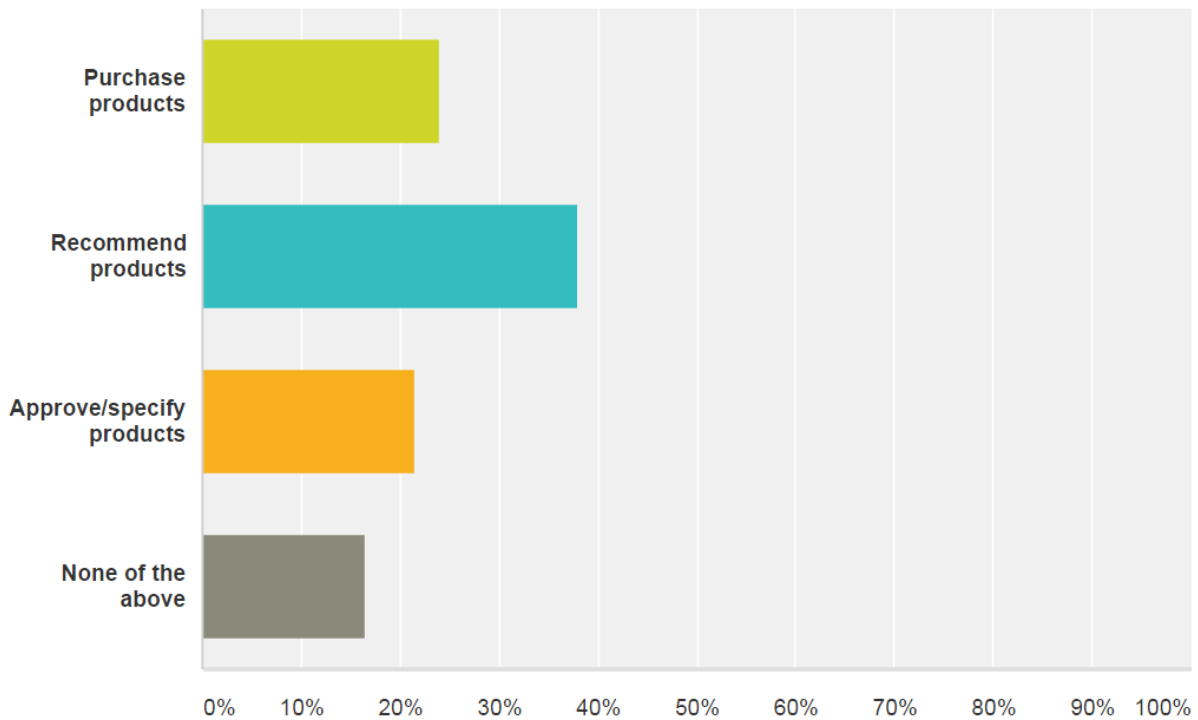
How frequently do you engage with FireRescue1 (FR1 Website, Email Newsletters, Facebook/Twitter)?



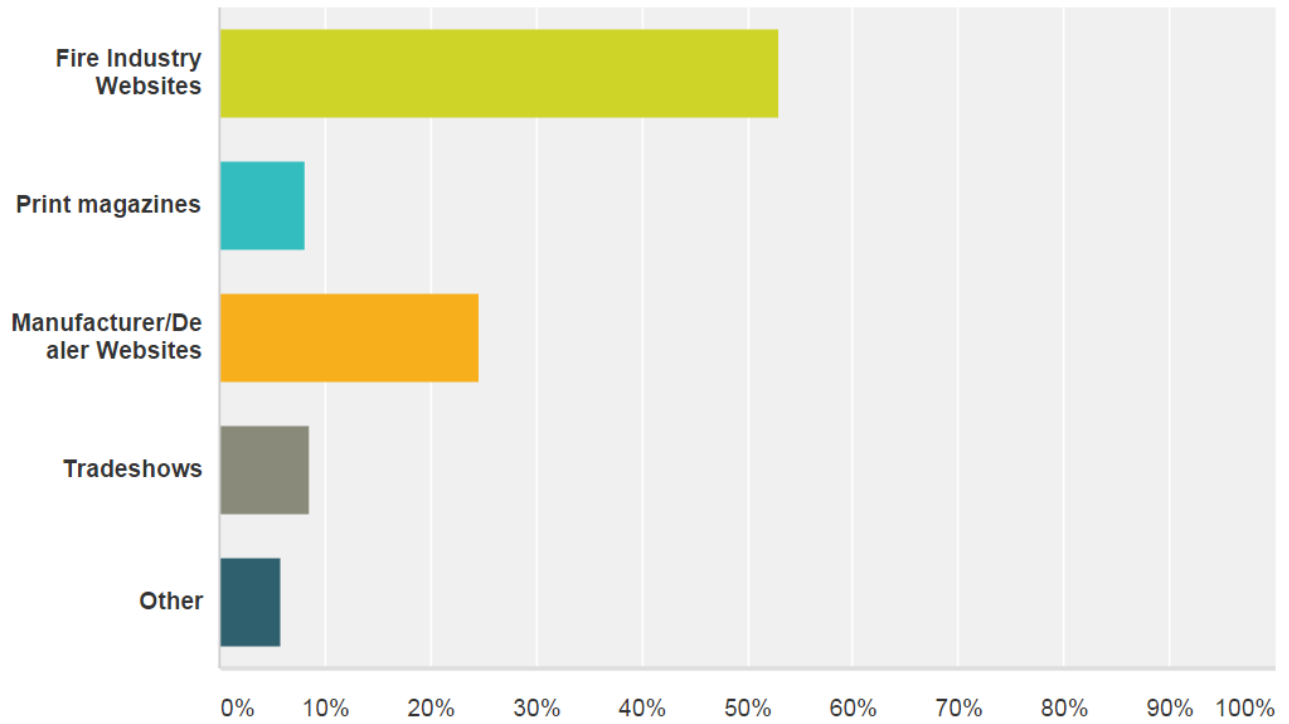
Which devices do you visit FireRescue1 from? (Check all that apply)



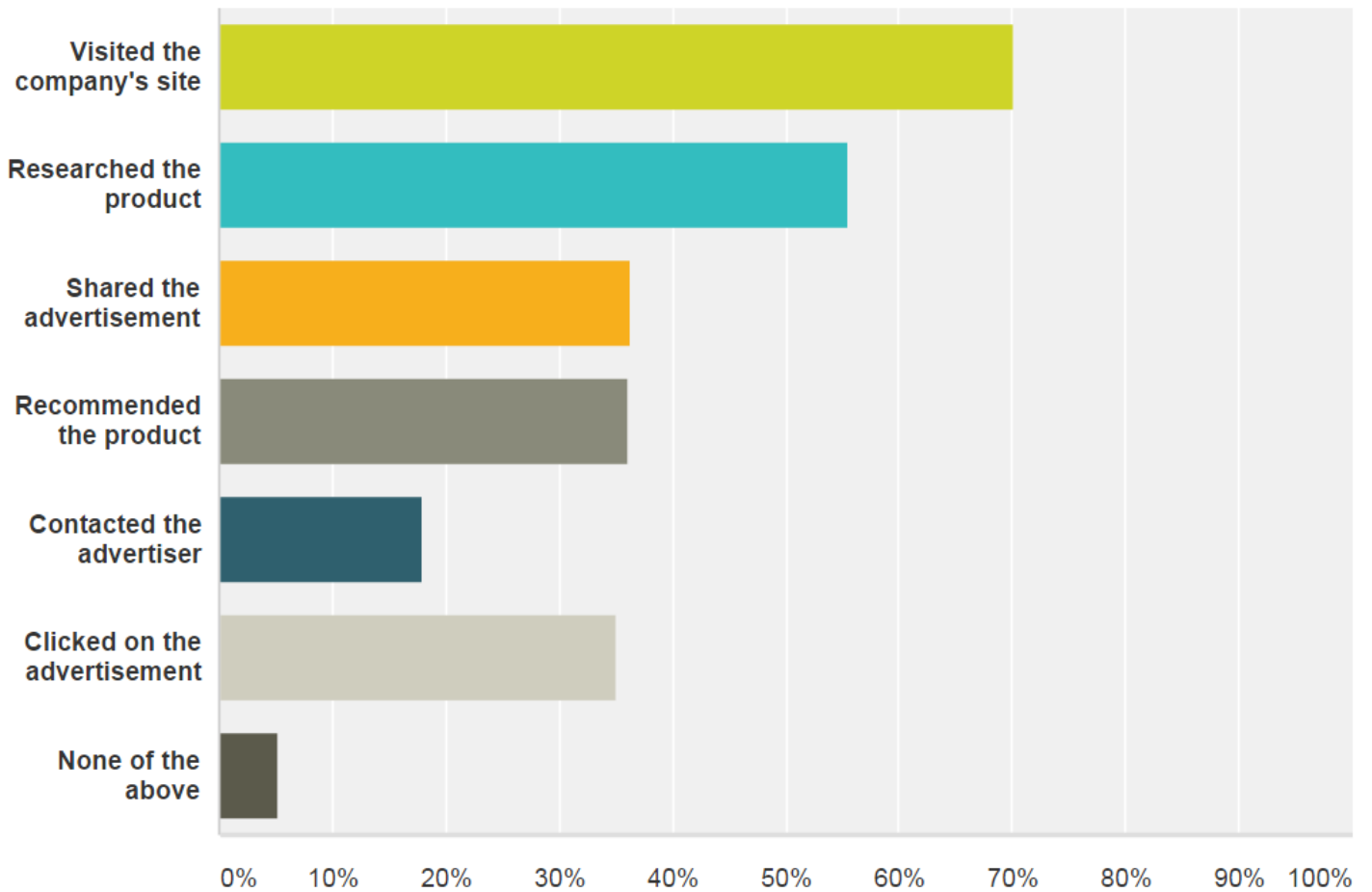
What best describes your role in purchasing products for your department?



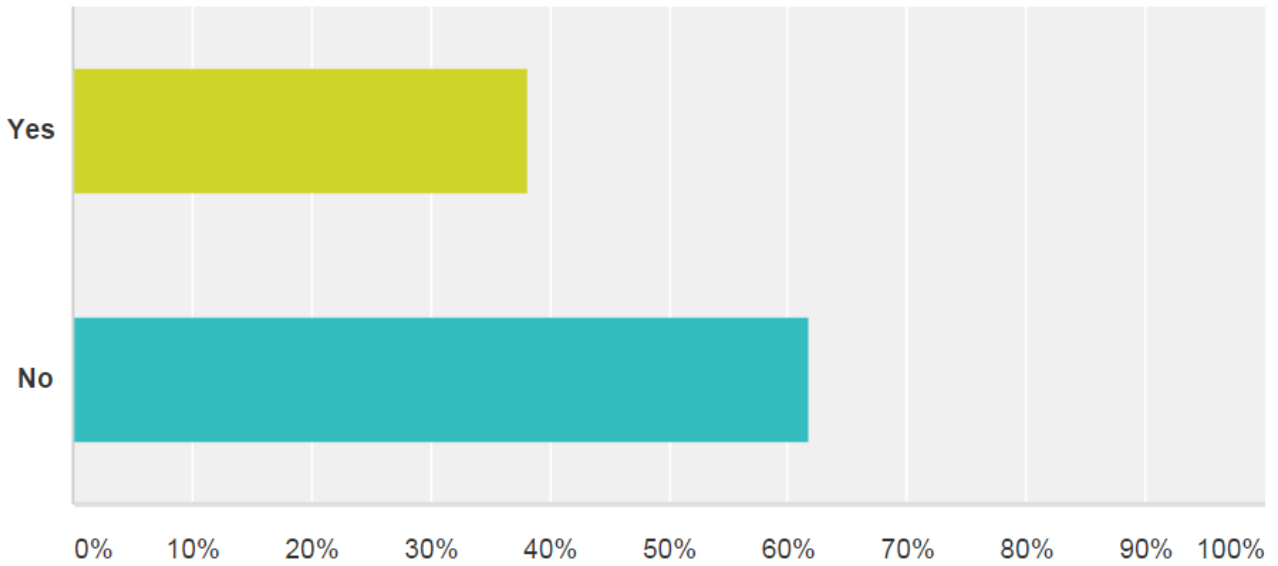
What is your primary source of product research when evaluating firefighting products?



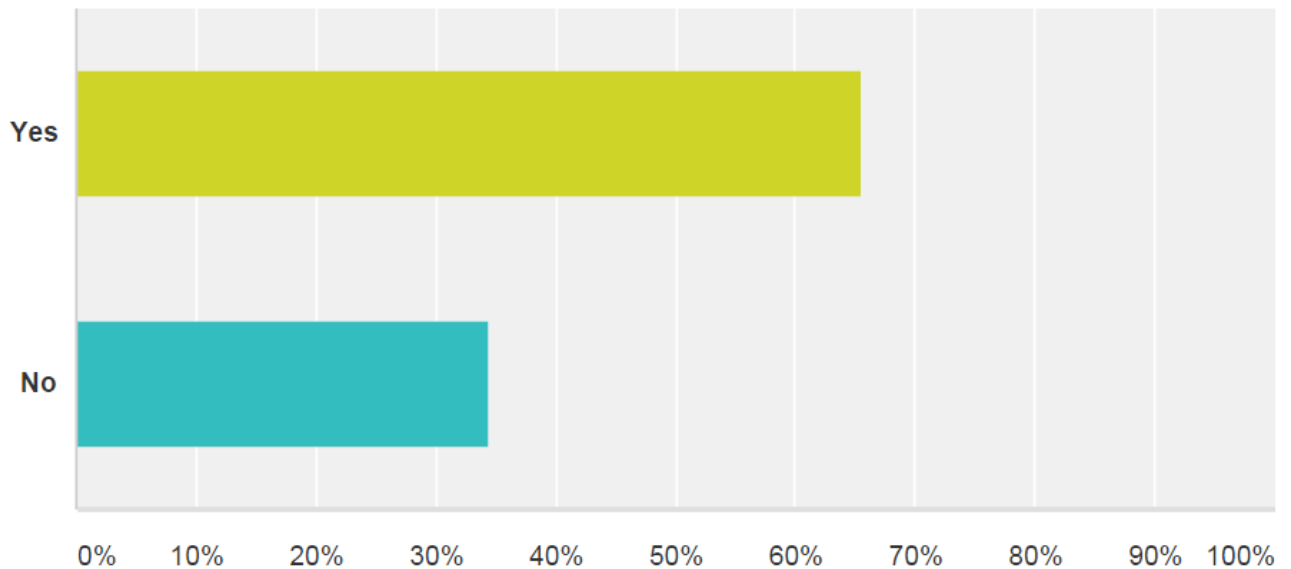
What actions have you taken as a result of viewing an advertisement on the FireRescue1 website? (Check all that apply)



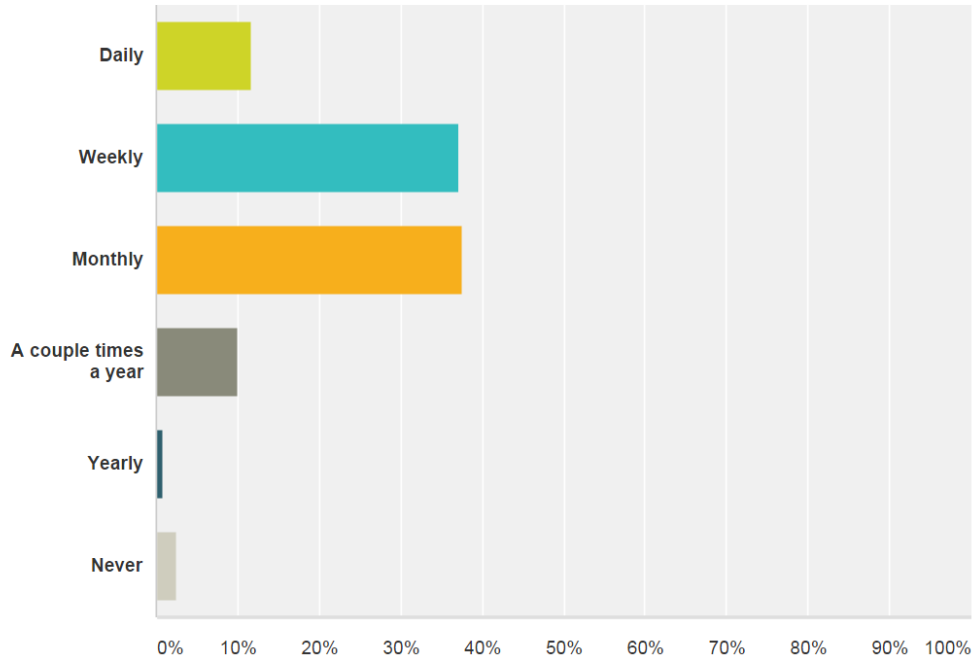
Have you attended a fire industry tradeshow or expo in the past year?



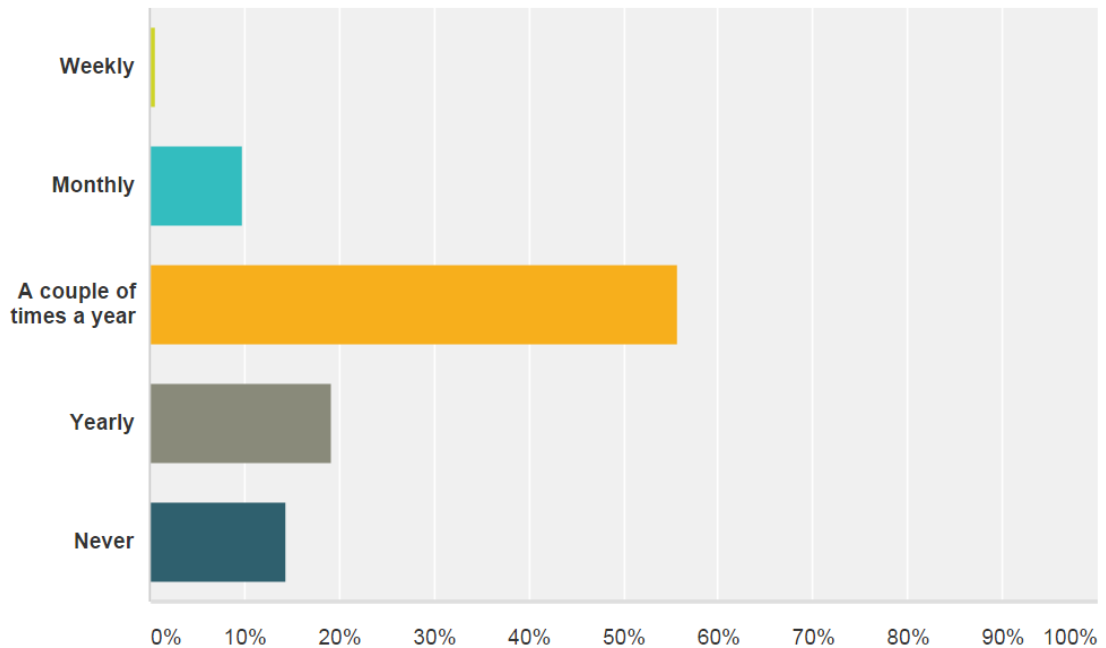
If yes, did you purchase products as a result of attending the show?



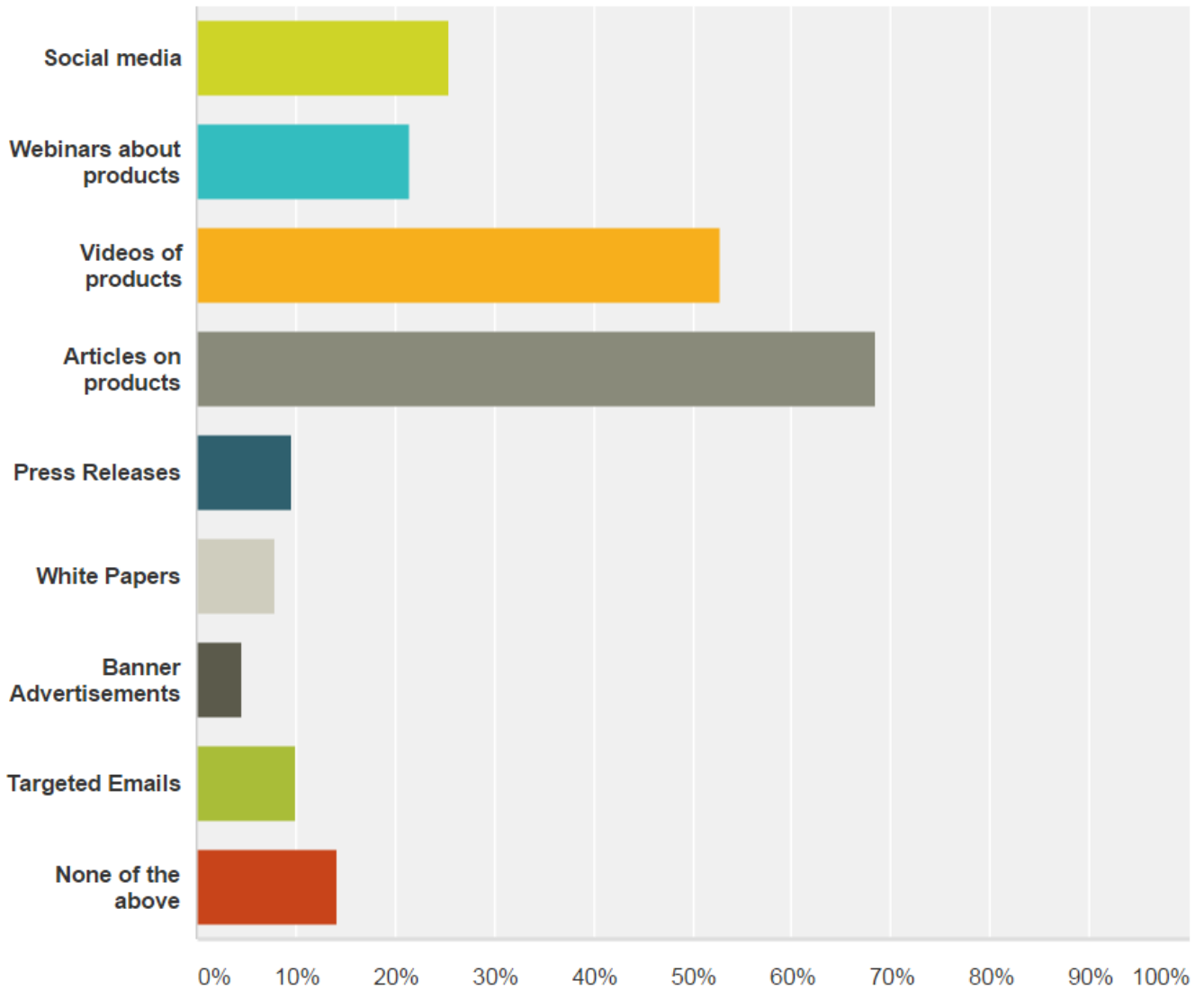
How often do you read industry print publications? (Ex: Firehouse Magazine, FireRescue Magazine, Fire Engineering Magazine)



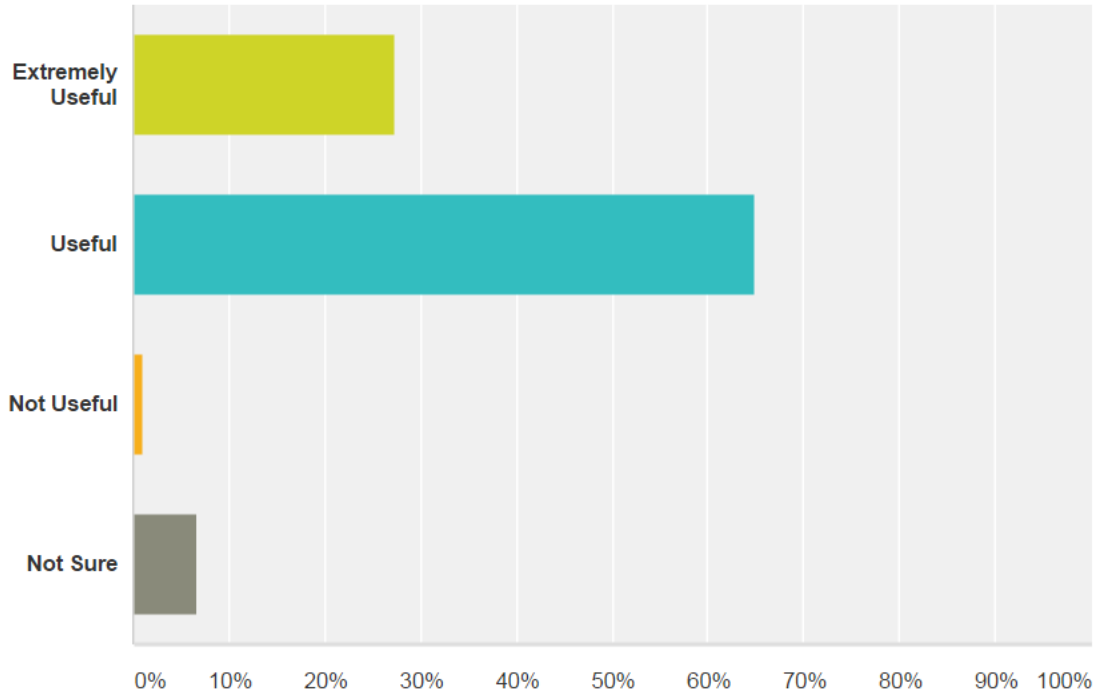
How often do you purchase fire gear or other fire-related products online?



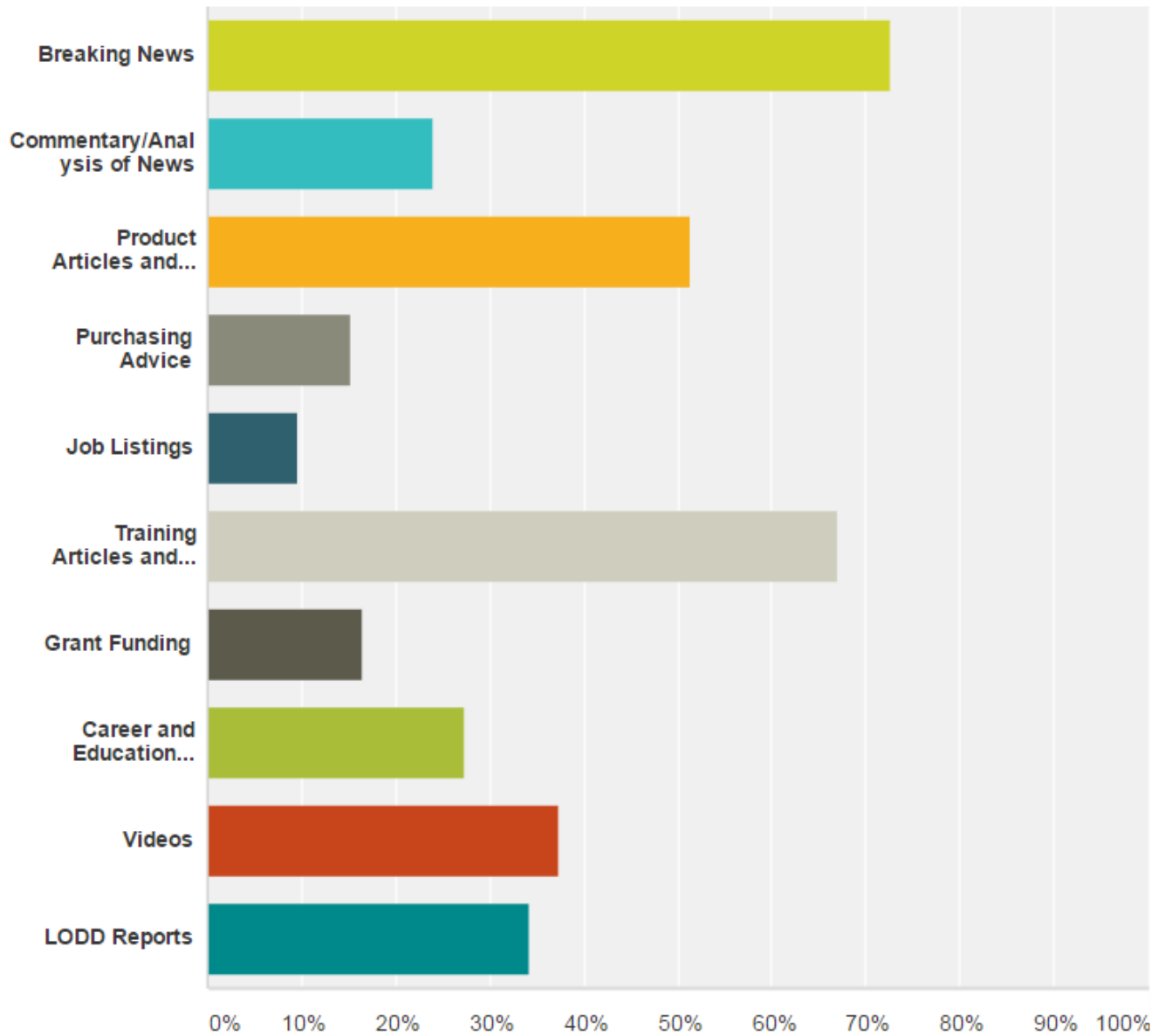
Which of the following has influenced you or your department to try a new product?
(Check all that apply)



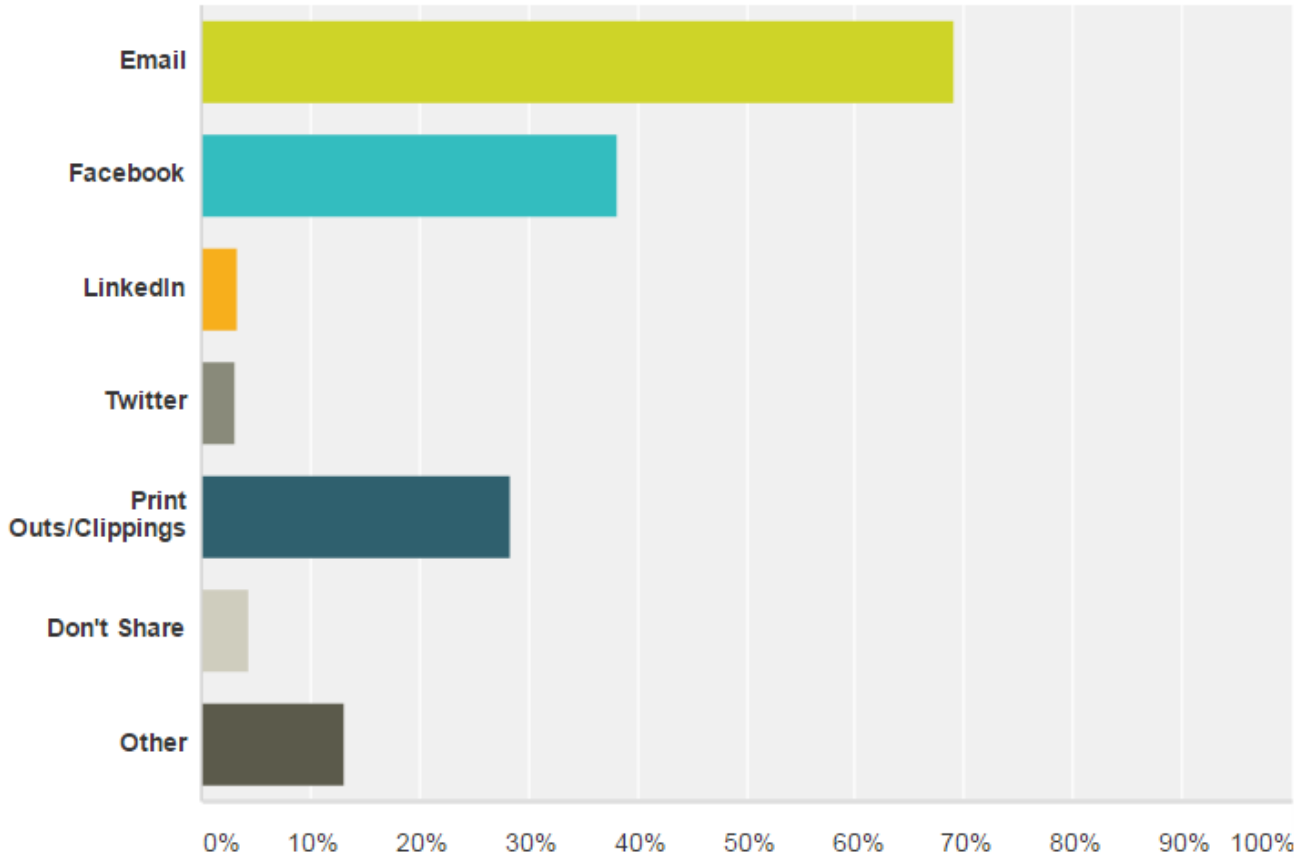
How would you rate the usefulness of FireRescue1's Product Categories in researching products?



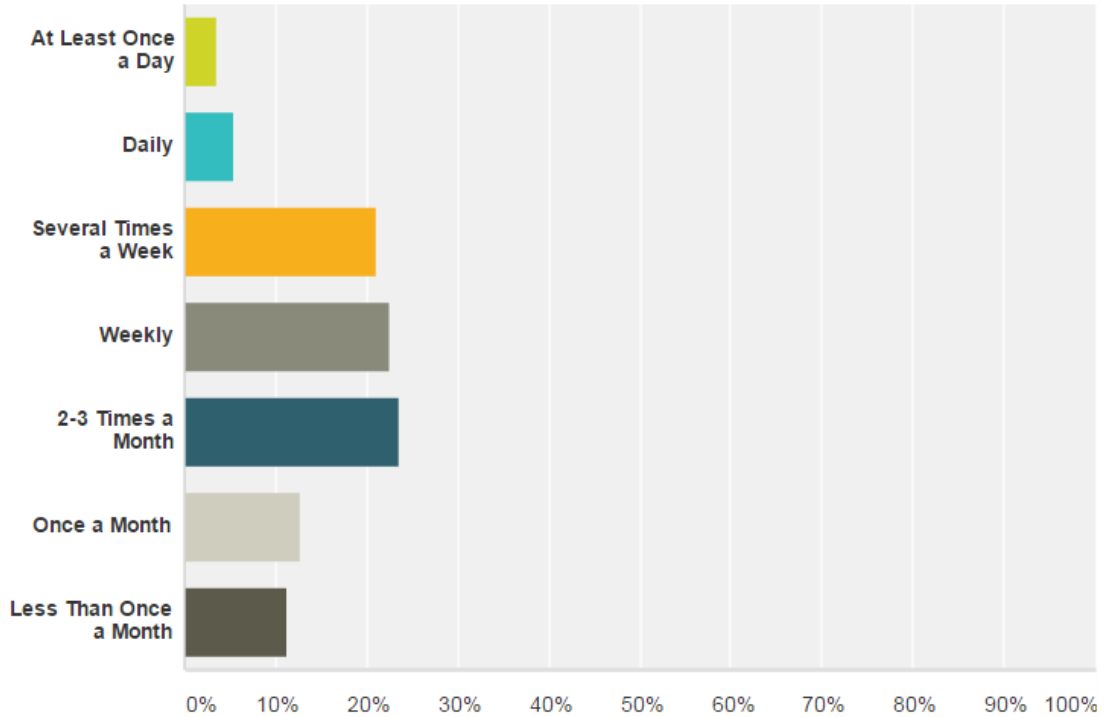
What information brings you to FireRescue1 most often? (Check all that apply)



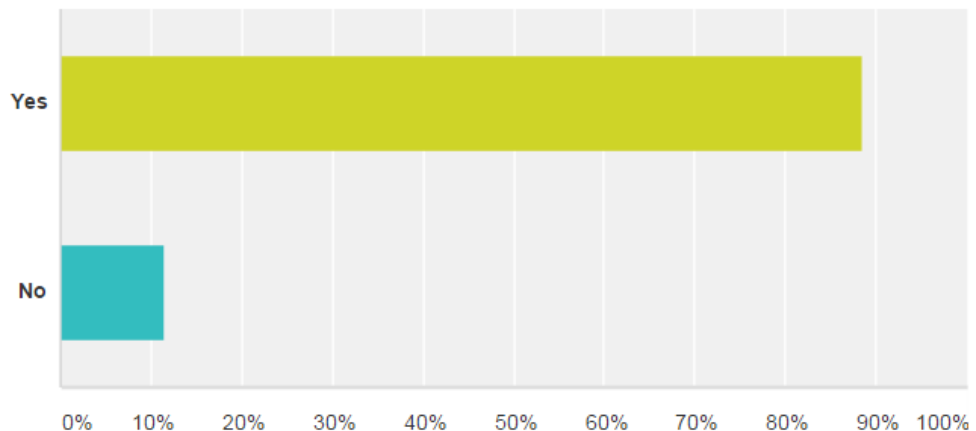
How do you typically share valuable information you read with colleagues and your larger network? (Check all that apply)



How often do you share the information you read with colleagues and your larger network?



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



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

Answered: 848 Skipped: 111

