



A Division of
HARVEY RESEARCH, INC.
 6800 Pittsford-Palmyra Rd.
 Cedarwood Office Park, Suite 400
 Fairport, New York 14450-3695

Dear Reader:

The editors of **WILDLAND FIREFIGHTER** have asked us to conduct a survey among readers of the March 2004 issue to help them determine those articles and advertisements of greatest interest to you. By completing this questionnaire you will greatly assist them in their efforts to continually strengthen **WILDLAND FIREFIGHTER's** dedication to the needs of each individual reader.

Your name has been selected as part of a small random sample of subscribers throughout the U.S. Your answers, of course, are completely confidential and will be used solely for the development of statistical data.

On behalf of the editors, we thank you for your valuable time to assure **WILDLAND FIREFIGHTER** continues to provide up-to-date, practical information you can use.

Very truly yours,

William M. McBride
 President, Ad-Q[®] Studies

P.S. The enclosed one dollar bill is just a token of our appreciation for your help.

ABOUT YOU - THE READER - For Statistical Purposes Only:

- * Have you received the March 2004 issue of **WILDLAND FIREFIGHTER**? Yes ---- [] No ---- []
1. Which of the following **best** describes your department or firm? (Please check **ONE** only.)
- | | |
|-----------------------------------|--------------------------------------|
| Fire Department----- []4-1 | Training/Education/Library----- []6 |
| Forestry Department ----- []2 | Other (please specify): |
| Federal Agency ----- []3 | _____ 5-6 |
| State/Local Government ----- []4 | |
| Private Agency----- []5 | |
2. Please indicate below the area of responsibility which **best** describes your primary job function: (Please check **ONE** only.)
- | | |
|----------------------------|-------------------------|
| Firefighter ----- []7-1 | Consultant----- []6 |
| Manager/Director----- []2 | Pilot ----- []7 |
| Chief----- []3 | Other (please specify): |
| Officer----- []4 | _____ 8-9 |
| Forest Ranger ----- []5 | |
| Instructor----- []6 | |
- 2a. What is your job title? _____
3. Approximately, how many people are employed at your location?
- | | | | |
|----------------------------|----------------------|---------------------|--------------------------|
| Less than 25 ----- []10-1 | 50 - 99 ----- []3 | 250 - 499----- []5 | 1,000 or more ----- []7 |
| 25 - 49----- []2 | 100 - 249 ----- []4 | 500 - 999----- []6 | |
4. How much does your department/firm plan to spend on product purchases in total over the next 12 months?
- | | |
|----------------------------------|---------------------------------|
| Less than \$100,000----- []11-1 | \$500,000 - \$999,999----- []3 |
| \$100,000 - \$499,999 ----- []2 | \$1 million or more ----- []4 |

(over, please)

5. Are you involved - either as an individual or as a member of a group or committee - in advising, recommending, specifying or approving the purchase of the following products, items of equipment or services? (Please check ALL that apply.)

5a. Which of the following do you plan to purchase in the next 12 months? (Please check ALL that apply.)

| Products | Advise/Recommend/ Specify/Approve | Plan To Purchase In the Next 12 Months |
|---------------------------------------|--------------------------------------|---|
| Aircraft/Helicopters ----- | []12-1 | []15-1 |
| Apparatus/Vehicles----- | []-2 | []-2 |
| Apparatus/Vehicle Accessories----- | []-3 | []-3 |
| Associations----- | []-4 | []-4 |
| Boots ----- | []-5 | []-5 |
| CAFS/Foam/Gel Retardant----- | []-6 | []-6 |
| Communications Equipment----- | []-7 | []-7 |
| Computers/Software ----- | []-8 | []-8 |
| EMS Equipment/Supplies ----- | []-9 | []-9 |
| Fire Prevention----- | []-0 | []-0 |
| Fire Support Services/Equipment ----- | []13-1 | []16-1 |
| Fitness----- | []-2 | []-2 |
| Gear Bags/Packs/Vests----- | []-3 | []-3 |
| Hand Tools ----- | []-4 | []-4 |
| Hydromulching ----- | []-5 | []-5 |
| Mapping/GPS ----- | []-6 | []-6 |
| Protective Clothing/Gear ----- | []-7 | []-7 |
| Publications/Newsletters----- | []-8 | []-8 |
| Pumps/Tanks----- | []-9 | []-9 |
| Rescue Equipment----- | []-0 | []-0 |
| Skid Units ----- | []14-1 | []17-1 |
| Services ----- | []-2 | []-2 |
| Tents/Sleeping Bags----- | []-3 | []-3 |
| Thermal Imaging/Sensors ----- | []-4 | []-4 |
| Training Products----- | []-5 | []-5 |
| Training/Education ----- | []-6 | []-6 |
| Uniforms/Clothing ----- | []-7 | []-7 |
| Weather Equipment ----- | []-8 | []-8 |
| Wood/Brush Shredders ----- | []-9 | []-9 |

6. Which of the following job titles participates in purchasing decisions for your organization? (Please check ALL that apply.)

6a. Which ONE is the most influential in making purchasing decisions? (Please check ONE only.)

| Job Title | Participates in Purchasing Decisions (Please check <u>ALL</u>) | Most Influential In Making Purchasing Decisions (Please check <u>ONE</u> only) |
|-----------------------|---|--|
| Firefighter ----- | []18-1 | []19-1 |
| Manager/Director----- | []-2 | []-2 |
| Chief----- | []-3 | []-3 |
| Officer----- | []-4 | []-4 |
| Forest Ranger ----- | []-5 | []-5 |
| Instructor----- | []-6 | []-6 |
| Consultant ----- | []-7 | []-7 |
| Pilot----- | []-8 | []-8 |
| Other ----- | []-9 | []-9 |

7. What action(s) have you taken during the past year as a result of advertisements and/or articles in WILDLAND FIREFIGHTER? (Please check ALL actions you have taken.)

| | |
|---|---------|
| Bought products or services advertised----- | []20-1 |
| Recommended the purchase of these products ----- | []-2 |
| Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue ----- | []-3 |
| Discussed an ad/article with someone else in the company----- | []-4 |
| Requested additional information from a company, sales representative or distributor----- | []-5 |
| Visited advertiser's Web site----- | []-6 |

8. How much time do you spend reading an issue of WILDLAND FIREFIGHTER?

- Less than 15 minutes ----- []₂₁₋₁ 31 - 45 minutes ----- []₃ 1 - 2 hours ----- []₅
 15 - 30 minutes ----- []₂ 46 - 59 minutes ----- []₄ More than 2 hours ----- []₆

9. How many others would you estimate read or look through YOUR copy of WILDLAND FIREFIGHTER?

- None- []₂₂₋₁ 1- []₂ 2- []₃ 3- []₄ 4- []₅ 5- []₆ More than 5- []₇

10. Which of the following trade publications do you receive personally addressed? Which of them do you read regularly (at least half the issues)?

| <u>Trade Publication</u> | <u>Receive Personally Addressed</u> | <u>Read Regularly (At Least Half The Issues)</u> |
|----------------------------------|-------------------------------------|--|
| Wildland Firefighter----- | [] ₂₃₋₁ | [] ₂₇₋₁ |
| Wildfire----- | [] ₂ | [] ₂ |
| FireRescue----- | [] ₃ | [] ₃ |
| Fire Chief----- | [] ₄ | [] ₄ |
| Fire Engineering----- | [] ₅ | [] ₅ |
| Firehouse----- | [] ₆ | [] ₆ |
| Other (please specify): _____ | [] ₂₄₋₂₆ | [] ₂₈₋₃₀ |

ABOUT THE PUBLICATION

Please take a moment to glance through your copy of the March 2004 issue of WILDLAND FIREFIGHTER and check below those advertisements that you recall seeing and those that you recall reading.

| <u>Page</u> | <u>Advertisement</u> | <u>Do You...?</u> | | <u>Page</u> | <u>Advertisement</u> | <u>Do You...?</u> | |
|-------------|---|----------------------|-----------------------|-------------|--|----------------------|-----------------------|
| | | <u>Recall Seeing</u> | <u>Recall Reading</u> | | | <u>Recall Seeing</u> | <u>Recall Reading</u> |
| Cvr. 2 | Firewise Communities----- | [] ₄₋₁ | [] ₅₋₁ | 29 | MicroPumper----- | [] ₁₉₋₁ | [] ₂₀₋₁ |
| 3 | Brookstone Emergency Support Div.----- | [] ₂ | [] ₂ | 30 | Global Fire Rescue Apparatus (G- FRA)----- | [] ₂ | [] ₂ |
| 4 | S&S----- | [] ₃ | [] ₃ | 30 | The Pack Shack----- | [] ₃ | [] ₃ |
| 6 | Expeditors----- | [] ₄ | [] ₄ | 31 | GDI Research, Inc.----- | [] ₄ | [] ₄ |
| 8 | Thales Communications, Inc.----- | [] ₅ | [] ₅ | 31 | Ferno----- | [] ₅ | [] ₅ |
| 9 | Eagle Gear----- | [] ₆ | [] ₆ | 35 | FireRescue----- | [] ₆ | [] ₆ |
| 12 | Hot Shield USA----- | [] ₇ | [] ₇ | 37 | The Wildland Firefighter Foundation----- | [] ₇ | [] ₇ |
| 13 | Hale Products----- | [] ₈ | [] ₈ | 39 | Range & Bearing Environmental Resource Mapping Corp.----- | [] ₈ | [] ₈ |
| 14 | Nielsen-Kellerman----- | [] ₉ | [] ₉ | 41 | The Bagmaker----- | [] ₉ | [] ₉ |
| 15 | Nimrod Pack Systems----- | [] ₀ | [] ₀ | 41 | Whaling Fire Line Equipment----- | [] ₀ | [] ₀ |
| 16 | Whites Boots----- | [] ₉₋₁ | [] ₁₀₋₁ | 42 | Nick's Custom Boots----- | [] ₂₄₋₁ | [] ₂₅₋₁ |
| 17 | The Supply Cache Inc.----- | [] ₂ | [] ₂ | 42 | Wildfire----- | [] ₂ | [] ₂ |
| 18 | FireRescue Conference & Expo----- | [] ₃ | [] ₃ | 44 | Extendo Bed----- | [] ₃ | [] ₃ |
| 19 | Wildland Firefighter - Subscription----- | [] ₄ | [] ₄ | 45 | Mallory Co.----- | [] ₄ | [] ₄ |
| 20 | Interactive Training Media, Inc.----- | [] ₅ | [] ₅ | 45 | Dyn-Optics Fire Services Group----- | [] ₅ | [] ₅ |
| 22 | PGI, Inc.----- | [] ₆ | [] ₆ | 49 | Wildland Fire Consultants & Seminars----- | [] ₆ | [] ₆ |
| 23 | Air Tractor, Inc.----- | [] ₇ | [] ₇ | 50 | Thielsen----- | [] ₇ | [] ₇ |
| 24 | Firefightersupply.com----- | [] ₈ | [] ₈ | 50 | Special Operations Communications----- | [] ₈ | [] ₈ |
| 25 | Wildcat Fire Trucks USA----- | [] ₉ | [] ₉ | Cvr. 3 | Erickson Air-Crane Inc.----- | [] ₉ | [] ₉ |
| 26 | Danner----- | [] ₀ | [] ₀ | Cvr. 4 | Westex Inc.----- | [] ₀ | [] ₀ |

(over, please)

Please list below the three advertisements contained in this issue which you found to be of greatest interest. Please describe the impact these ads had on your awareness and perception of each of these companies.

AD #1 _____ Page# _____ Your comments: _____

AD #2 _____ Page# _____ Your comments: _____

AD #3 _____ Page# _____ Your comments: _____

| | | <i>Do You...?</i> | |
|-------------|--|---------------------|---------------------|
| | | Recall | Recall |
| <u>Page</u> | <u>...And the articles/departments you recall seeing and recall reading:</u> | <u>Seeing</u> | <u>Reading</u> |
| 7-9 | Guest Editorial: Living With Fire Isn't So Simple----- | [] ²⁹⁻¹ | [] ³⁰⁻¹ |
| 10-11 | Staging Area: Trial By Fire: Oh My Aching Back, Part 2 ----- | []-2 | []-2 |
| 11-14 | Staging Area: Safety Zone: A Sobering Summary----- | []-3 | []-3 |
| 14-17 | Staging Area: Book Review: Noble Pyne ----- | []-4 | []-4 |
| 21-25 | Fire Aviation News ----- | []-5 | []-5 |
| 27-31 | The Next Generation----- | []-6 | []-6 |
| 32-38 | Point & Shoot----- | []-7 | []-7 |
| 41 | Tech Tidbits: Flashy but Stylish----- | []-8 | []-8 |
| 43 | Fireline: Gates of Hell ----- | []-9 | []-9 |
| 44 | New Products ----- | []-0 | []-0 |
| 45 | New Deliveries ----- | [] ³⁴⁻¹ | [] ³⁵⁻¹ |
| 46 | Special Advertising Section: On The Market----- | []-2 | []-2 |
| 47-48 | Classifieds----- | []-3 | []-3 |
| 50 | Mop Up: Bear Down!----- | []-4 | []-4 |

We welcome your comments about the articles/departments in this issue and how you use WILDLAND FIREFIGHTER in your work:

Thank you very much for your help!



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 160 FAIRPORT, NY

POSTAGE WILL BE PAID BY ADDRESSEE



Ad*Q® Studies

6800 PITTSFORD PALMYRA RD STE 400
FAIRPORT NY 14450-9925



FEDERAL RESERVE NOTE

THE UNITED STATES OF AMERICA

THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

G 42005600 B

WASHINGTON, D.C.



03 7



7

G 42005600 B

FR C 65



7 *Passaro* *Cheris*

Treasurer of the United States

SERIES 2001

Paul A. O'Neill

Secretary of the Treasury

7

ONE DOLLAR