

8. Please indicate below all of the ways in which you are involved in your firm's purchasing decisions on equipment that will be used for either your rental fleet or for sale.

Base = all respondents; multiple answer.	President/Owner/Partner	VP/General Mgr./Secretary/Treasurer	Sales/Marketing Manager	Branch Manager/Assistant	Total
Determine the need for equipment	185 94.4%	39 75.0%	22 59.5%	52 81.3%	298 85.4%
Evaluate brands and suppliers	170 86.7%	32 61.5%	10 27.0%	36 56.3%	248 71.1%
Establish specifications	132 67.3%	24 46.2%	9 24.3%	27 42.2%	192 55.0%
Recommend and select brands and/or suppliers	152 77.6%	34 65.4%	18 48.6%	40 62.5%	244 69.9%
Approve the purchase	176 89.8%	28 53.8%	4 10.8%	22 34.4%	230 65.9%
Not involved	2 1.0%	10 19.2%	10 27.0%	8 12.5%	30 8.6%
No Answer	2 1.0%	0 .0%	0 .0%	1 1.6%	3 .9%
Total	196 100.0%	52 100.0%	37 100.0%	64 100.0%	349 100.0%

9. To which of the types of customers listed below does your firm currently supply products?

Base = respondents involved in purchasing; multiple answer.	President/Owner/Partner	VP/General Mgr./Secretary/Treasurer	Sales/Marketing Manager	Branch Manager/Assistant	Total
Contractors	177 91.2%	42 100.0%	26 96.3%	55 98.2%	300 94.0%
Homeowners	160 82.5%	23 54.8%	16 59.3%	42 75.0%	241 75.5%
Industrial/manufacturing companies	122 62.9%	26 61.9%	22 81.5%	38 67.9%	208 65.2%
Institutions (schools, hospitals, etc.)	132 68.0%	27 64.3%	19 70.4%	39 69.6%	217 68.0%
Other	21 10.8%	4 9.5%	2 7.4%	3 5.4%	30 9.4%
No Answer	2 1.0%	0 .0%	0 .0%	1 1.8%	3 .9%
Total	194 100.0%	42 100.0%	27 100.0%	56 100.0%	319 100.0%