

---

## Table of Contents

---

### Introduction

|                    |   |
|--------------------|---|
| Methodology.....   | 1 |
| Response Rate..... | 3 |

### Key Findings.....4

### Using the Data

|                              |   |
|------------------------------|---|
| Reading the Data Tables..... | 6 |
| Statistics Explained.....    | 7 |

### Data Tables

*(in order of the questionnaire)*

|  |     |
|--|-----|
| Job title.....                                 | T-1 |
| Rental revenue.....                            | T-2 |
| Sales revenue.....                             | T-3 |
| Public or private.....                         | T-4 |
| Number of locations.....                       | T-5 |
| Plans for next 12 months.....                  | T-6 |
| Number of new locations.....                   | T-7 |
| Chain, franchise/co-op, or<br>independent..... | T-8 |
| Purchase involvement.....                      | T-9 |
| Types of customers.....                        | T-9 |

|   |      |
|---|------|
| Equipment by type of supplier.....              | T-10 |
| 2003 spending for rental<br>inventory.....      | T-15 |
| 2003 spending for sales<br>inventory.....       | T-16 |
| Percentage sales from used<br>equipment.....    | T-17 |
| Types of equipment rented.....                  | T-19 |
| Types of equipment sold.....                    | T-20 |
| Spending by type of equipment...T-21            |      |
| Engine replacement.....                         | T-48 |
| Annual spending on tires.....                   | T-49 |
| Where tires are purchased.....                  | T-51 |
| Industry publications received.....             | T-51 |
| Industry publications read<br>regularly.....    | T-52 |
| Could read only one.....                        | T-52 |
| Most useful publication.....                    | T-53 |
| Time spent reading.....                         | T-54 |
| Trade shows attended.....                       | T-57 |
| Industry publication subject<br>importance..... | T-58 |
| Best coverage of topics.....                    | T-67 |

|   |      |
|---|------|
| Years reading RER.....                  | T-71 |
| Number of issues read.....              | T-72 |
| Number of times issue read.....         | T-73 |
| Number of others who read<br>issue..... | T-74 |
| Issues kept.....                        | T-75 |
| Actions taken.....                      | T-77 |
| E-newsletter subscriptions.....         | T-78 |

### Appendices

|                         |   |
|-------------------------|---|
| Write-in Answers.....   | A |
| Survey Instruments..... | B |