

2015

Brand Perception Study: MANIKINS/SIMULATORS



Experienced  
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Insightful

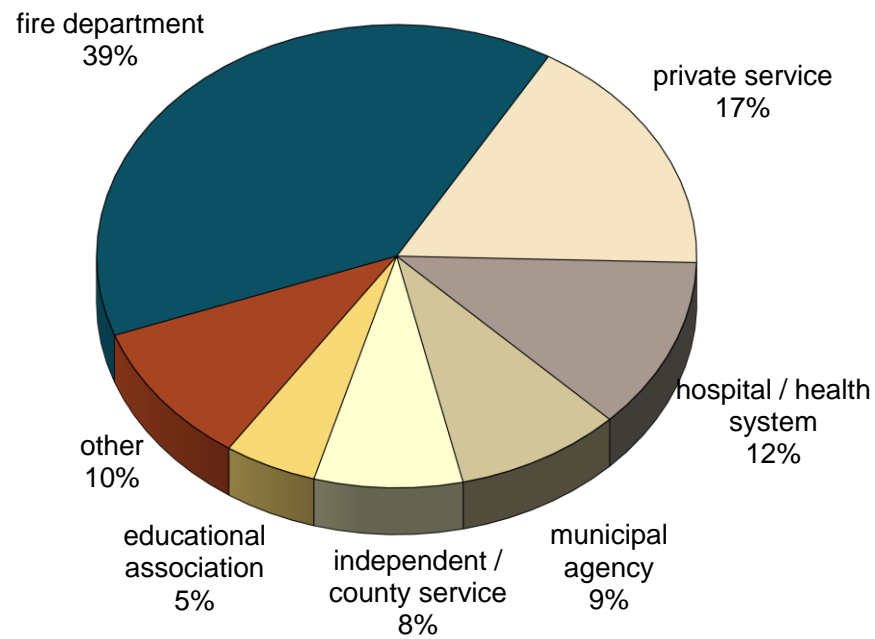
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[www.readexresearch.com](http://www.readexresearch.com)

### Type of Service

Which of these options best describes your type of service?

### RESPONDENT PROFILE

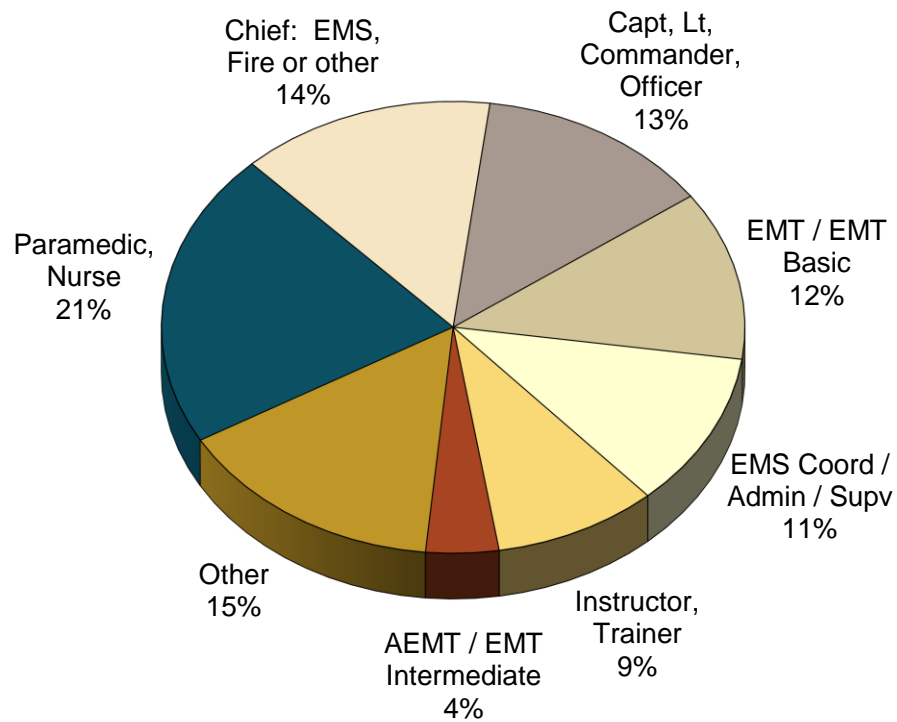


base: all 1,235 respondents

### Job Title/Function

Which of these options most closely matches your job title/function?

### RESPONDENT PROFILE

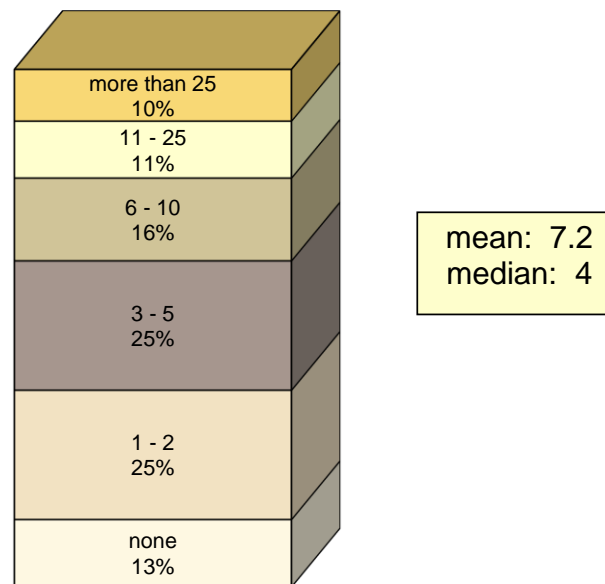


base: all 1,235 respondents

### Number of Stocked BLS/ALS Vehicles at Location

How many stocked BLS/ALS vehicles are at your location?

### RESPONDENT PROFILE

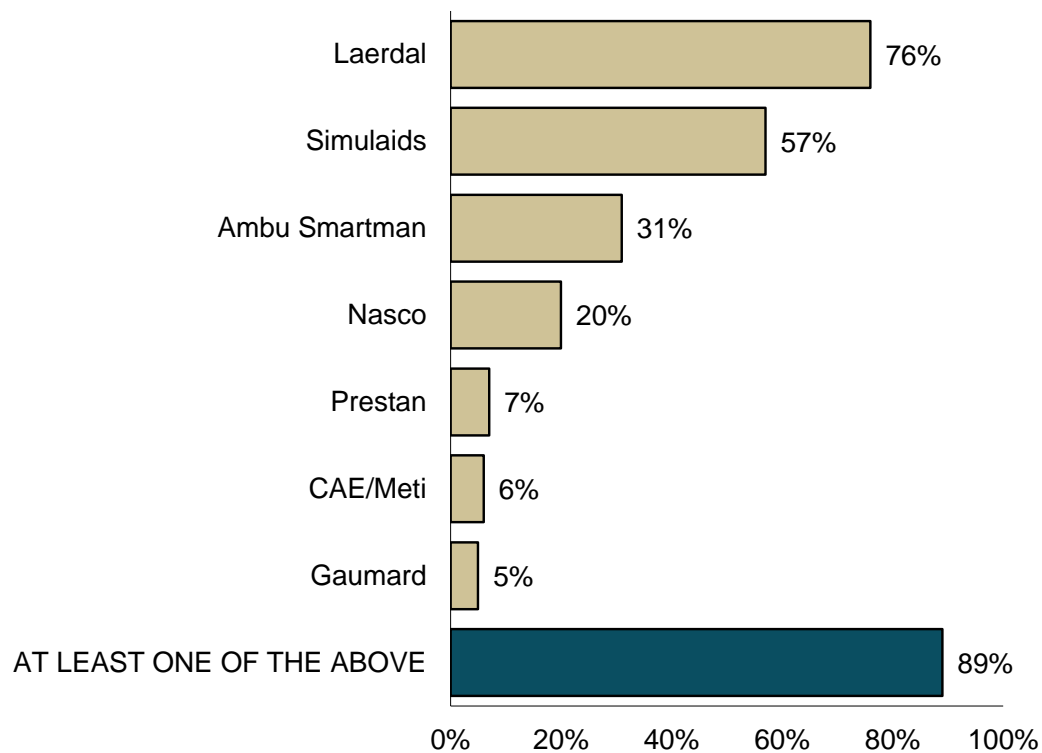


base: all 1,235 respondents

### Experience With Brands

Which of the brands in the category listed below have you had direct experience with in the past or present?

### EXPERIENCE WITH BRANDS

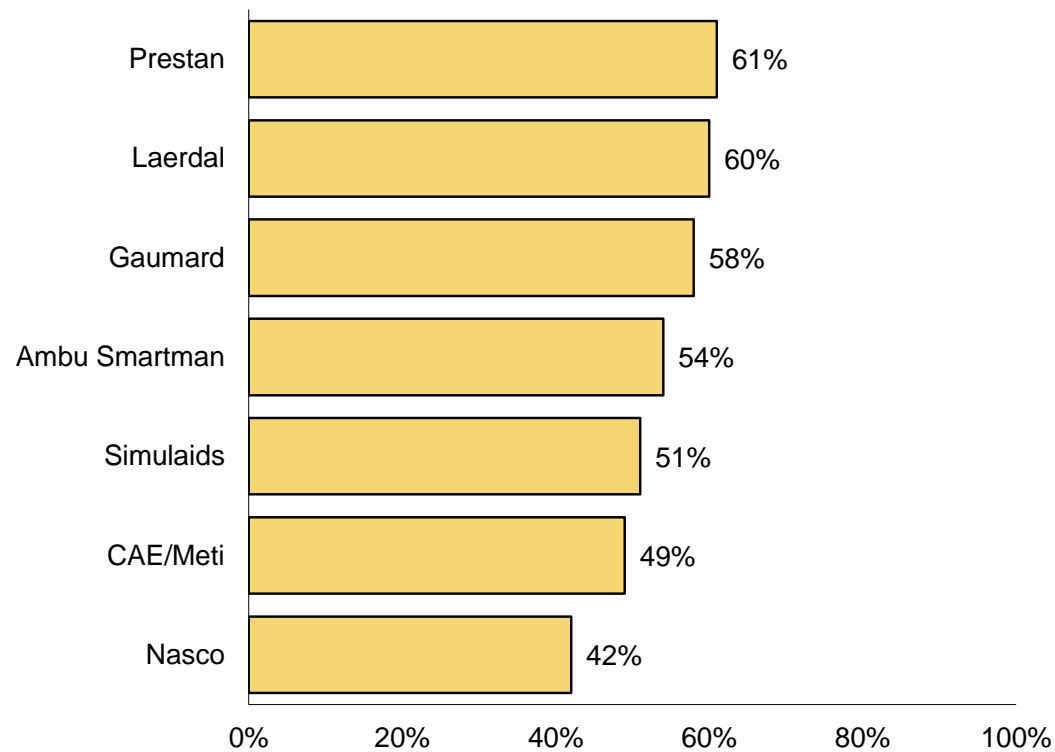


base: all 1,235 respondents (multiple answers)

**Dealer/Distributor Experience**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**

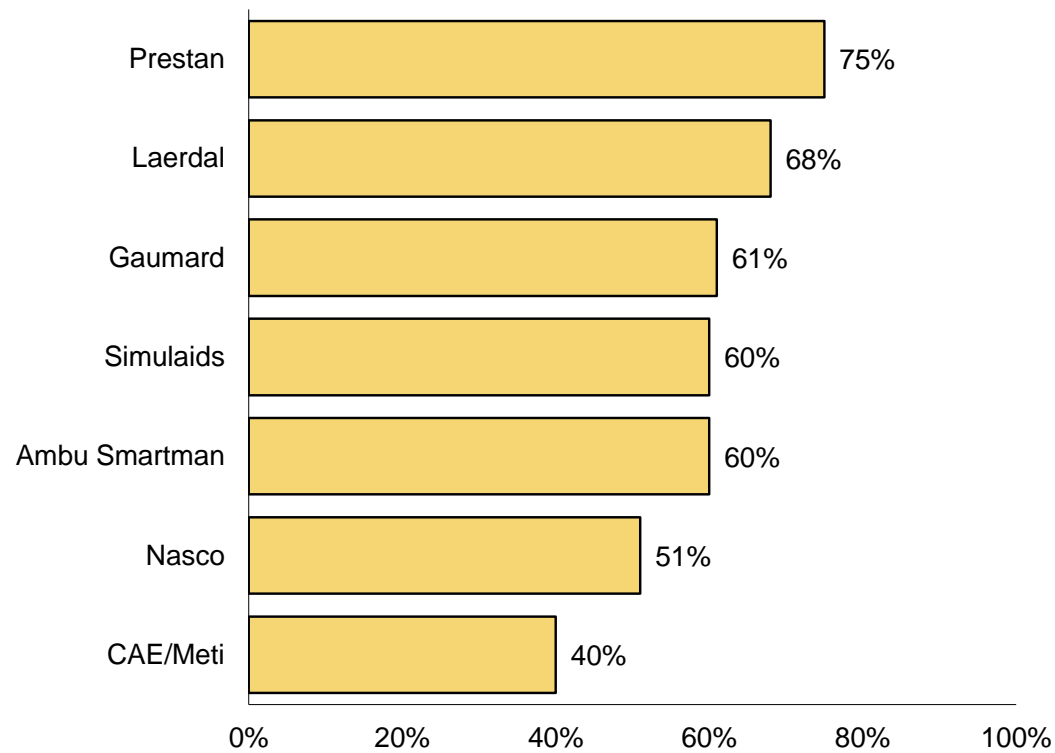


base: those who've had direct experience with each brand and rated this area

**Ease of Use**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**

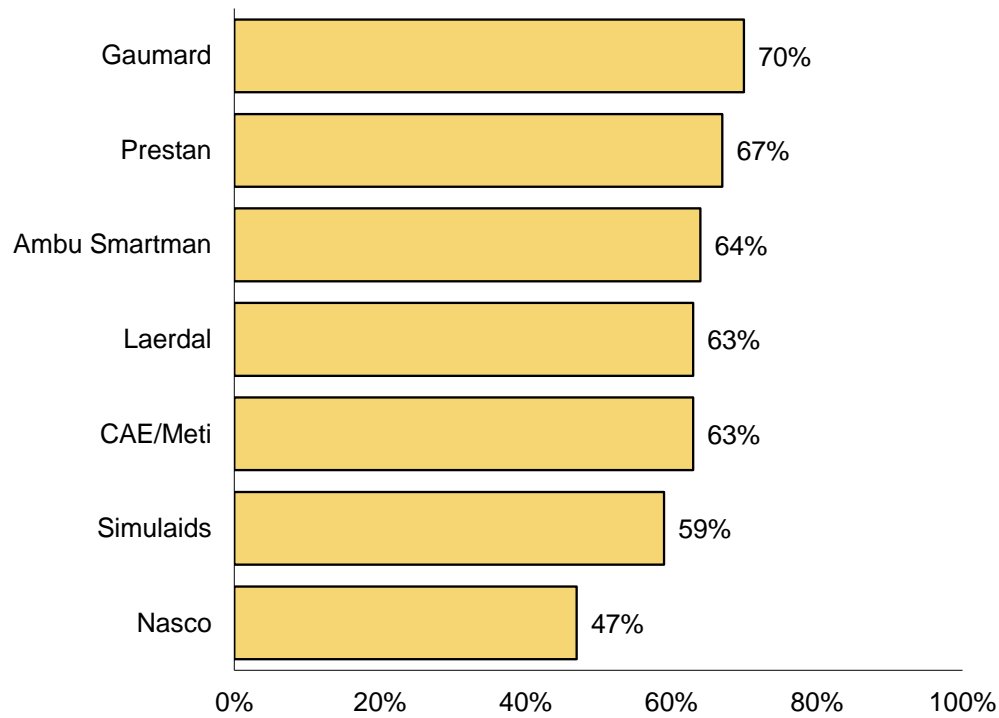


base: those who've had direct experience with each brand and rated this area

**Innovation**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**



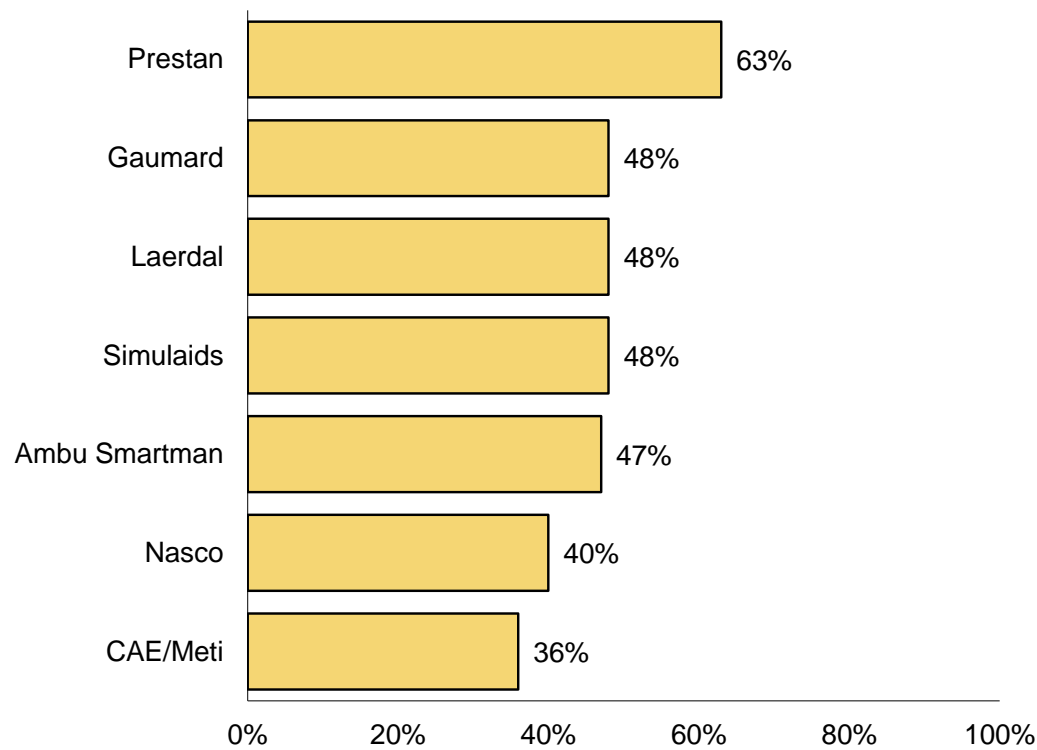
base: those who've had direct experience with each brand and rated this area



**Price for Value Received**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**

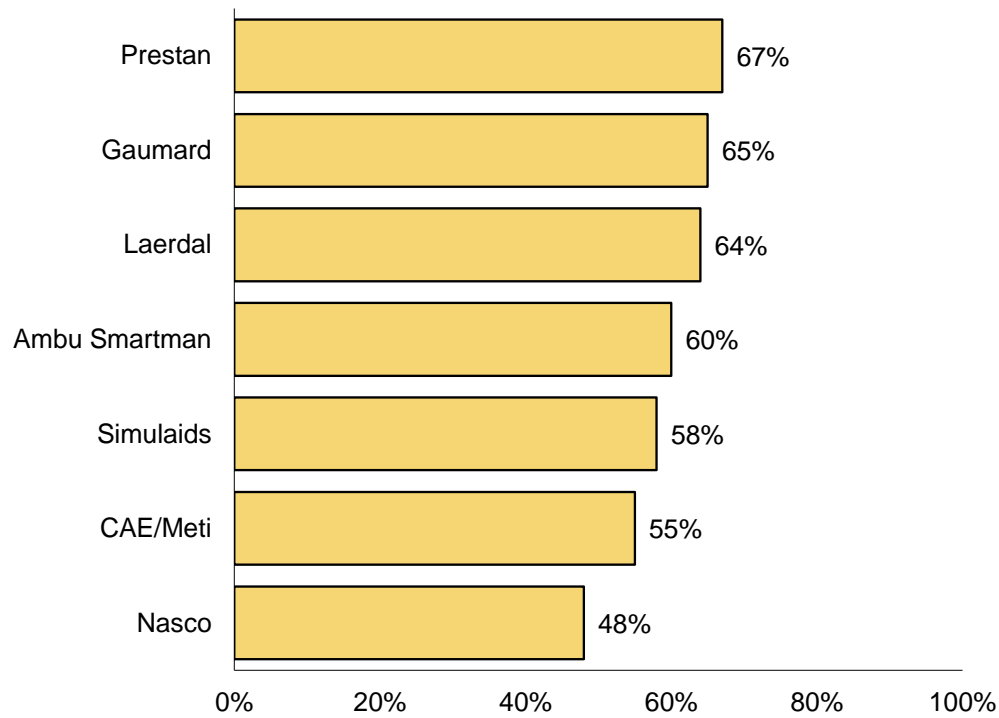


base: those who've had direct experience with each brand and rated this area

**Product Performance**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**

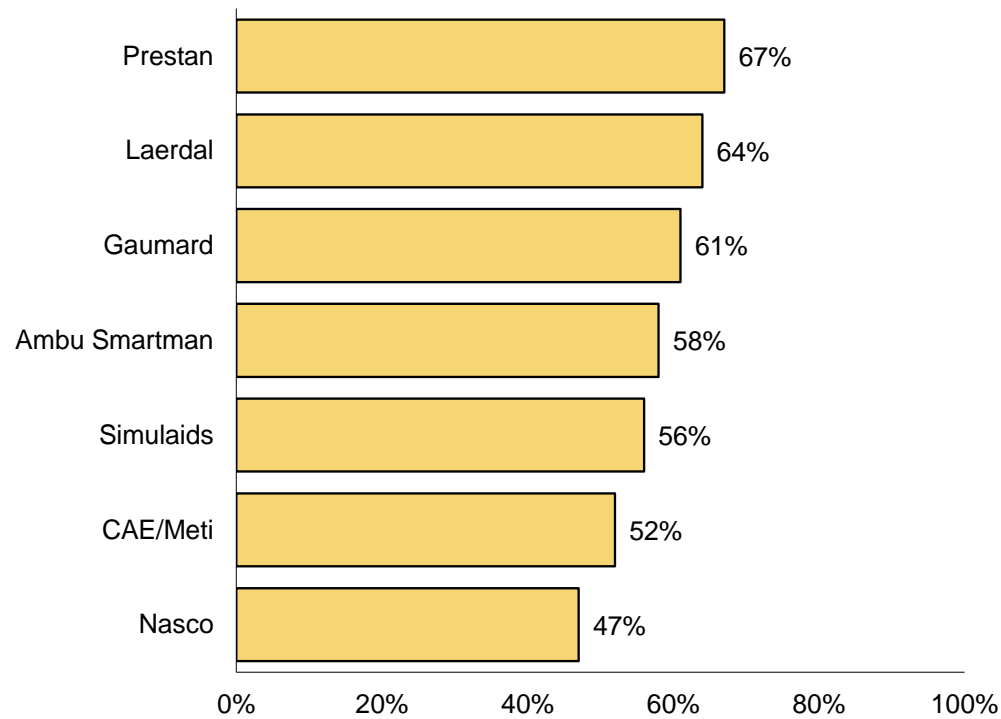


base: those who've had direct experience with each brand and rated this area

**Product Quality & Durability**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**

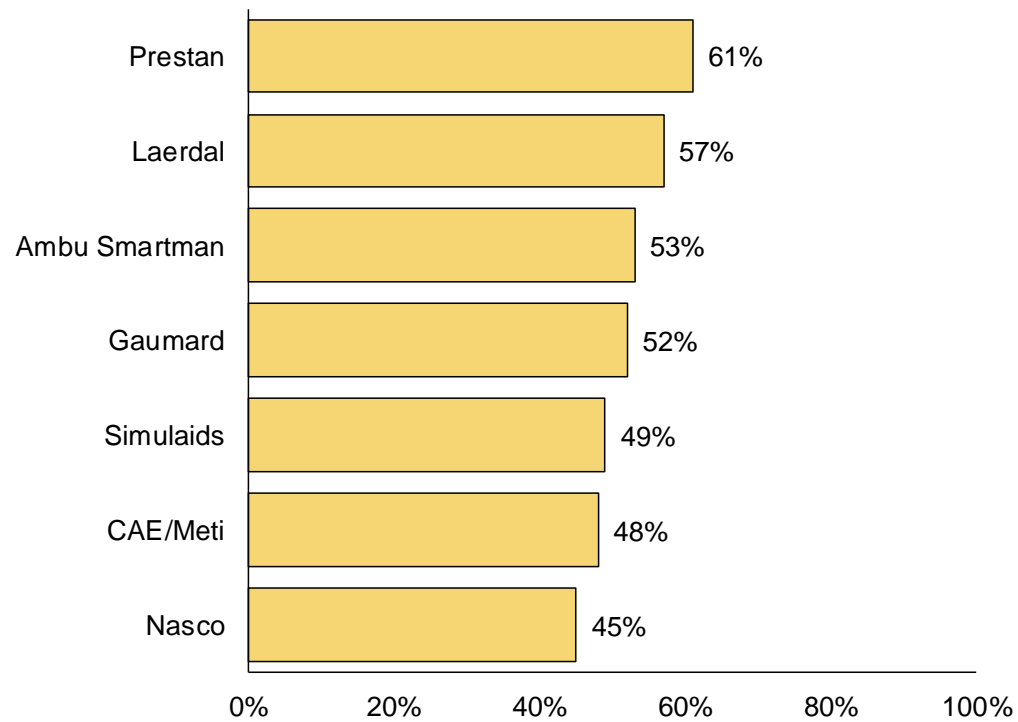


base: those who've had direct experience with each brand and rated this area

**Service & Support**

EXCELLENT OR ABOVE AVERAGE

**BRAND RATINGS**



base: those who've had direct experience with each brand and rated this area