



CUSTOMER PROFILE: Firefighter

AGE: 20 - 30 years old

INCOME: \$40,000 - \$ 60,000

FAMILY SIZE: Partner, 2 children

OCCUPATION: Firefighter

EDUCATION: College Degree

RESIDENCE: Small, within city limits house

**GOAL: TO CREATE INNOVATIVE
AND MILITARISTIC TURNOUT
GEAR FOR FIREFIGHTERS**