

## SECTION I

### HOW THE JOB WAS DONE

A total of 10,657 questionnaires were mailed; 9,810 to subscribers of magazines, 76 to persons whose names were supplied by Remington people, and 777 to sportsmen who wrote in requesting that they be included in the survey.

#### 1. Consumer response

Of the total 10,657 mailed, 246 were undelivered for one reason or another, leaving a net of 10,411 delivered. Of these 10,411, a total of 2,234 were filled out and returned. Of these, 66 were not usable because of illegibility or late return. The ratio of returns was, then, 21.4% of the number of questionnaires delivered.

Response varied by source of names, as shown below:

Adult Outdoor Magazines	29.9%
Boys' Magazines	16.4%
Farm	6.1%
Other Sources	15.3%
Total	21.4%

The 29.9% return from outdoor magazine subscribers is particularly gratifying. (General Motors latest survey pulled 28.2%).

It is probable that the percentage returns would be even greater if:

- the questionnaire had been shorter (it required a half hour to answer); and if