

Percent of Total

Gun "nuts"	27.73%
Regular shooters	49.76%
Occasional shooters	15.35%
Infrequent shooters	7.16%

Admittedly the definitions are pretty vague (which could hardly be helped) - but, it seems improbable that of all 10,000,000 or so shooters in the country in normal years that 28% are actually "gun nuts." Either the respondents nunched themselves up a notch or two when answering the questionnaire, or a larger percentage of gun nuts and regular shooters answered than did men who only shoot on scarce occasions. The latter is probably the more correct.

This up-grading of the sample, however, does not seriously affect the findings except, possibly, estimated retail "worth-to-me" prices. These might be upped fractionally.

3. Consumer Reaction

At the outset the possibility of a negative reaction was recognized. None materialized. Not one adverse criticism was received but, on the contrary, numerous sportsmen wrote letters endorsing the effort and congratulating Remington for undertaking the project.

Probably the best evidence of shooters' interest is that requests were received for questionnaires to be sent to 777 persons not on the original mailing list. The total of 1,018 letters and notes received, the requests for additional copies; and--most important--the evident care with which questionnaires were filled out, are all measures of the positive reaction of the sportsmen reached.

4. What kinds of people answered?

They ranged from boys in their early teens to men well past three score years and ten; from unskilled laborers to presidents of businesses - an African big game hunter, a State Senator, Soldiers, Sailors, Marines, the President of Ducks Unlimited in the United States, the same in Canada; they live in remote places of the West, in metropolitan cities, and in every state in the Union - one from Puerto Rico, one from Mexico; they are "gun nuts", regular hunters, target shooters, and men who love guns but who hunt only occasionally, - in short, all types of sportsmen, and five sportswomen.