

CONSUMER QUESTIONNAIRE ON GUN DESIGN

Period: June, 1944 to August, 1945
Project: TP-3407
Amount Authorized: \$6,855
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FOREWORD

Project TP-3407 authorized the preparation and mailing to sportsmen of 10,000 questionnaires treating with the design of sporting rifles and shotguns. The basic purpose of the Project was to make available a framework of consumer data disclosing sportsmen's opinions, likes and dislikes in respect to sporting arms--especially their preferences regarding post war guns--and thus to supply a factual basis for product development.

It was recognized at the outset that the data brought to light by a single questionnaire could not be completely thorough in every detail--guns are complicated mechanisms. But at least a beginning could be made and a pattern of information laid down. With such a start, further data could be gathered either periodically or as need arose.

Questionnaires were mailed to subscribers of seven magazines selected by the Advertising Department. These magazines included three outdoor periodicals, two which circulate among boys, and two farm magazines.

A summary of results is contained in this report. Space does not permit a full breakdown of the information gathered. However, these data are contained on International Business Machine punched cards so that practically any analysis or cross tabulation that may be wanted can be quickly prepared.