

SUMMARY

In common with most other manufacturers, Remington for many years relied upon their designers' knowledge of consumers' preferences in sporting arms--augmenting this source with information received from Remington salesmen and from sportsmen's letters and comments.

In 1937 and in 1941 the Psychological Corporation was employed to conduct consumer surveys. These surveys dealt chiefly with the problems of marketing Remington products and touched only lightly upon matters of design.

The study reported herein was undertaken late in 1944 to obtain additional information on what features sportsmen want designed into sporting arms. Except for the questions in the 1937 and 1941 market surveys, this is believed to be the first objective effort by Remington (or, as far as we know, by any arms company) to make available sportsmen's preferences and opinions in respect to the design of sporting arms. As such, it is at least partly exploratory in nature and wide in its scope, covering almost all of the ramified field of shotgun and rifle design.

The findings summarized:

1. Remington's position in the market, i.e. makes of guns owned
 - 22 caliber rifles - lead the field, - most owned and best liked;
 - center fire rifles - as a whole, a poor second (a few models are tops in their fields);
 - shotguns - better than center fire rifles, but still deep in second place.
2. Consumer acceptance of Remington sporting arms
 - relative to other makes - good, but perhaps a shade below Winchester;
 - relative to what consumers think a gun should be - only fair (but still, in general abreast of competition. That is, none