

EMPLOYEE OPINION POLL

TO PROVIDE AN ~~EFFE~~
ORGANIZED WAY FOR WILLING
SITE EMPLOYEES TO SHARE
THEIR OPINIONS ABOUT BOLT
ACTION RIFLES;

IN A WAY THAT ENCOURAGES
~~ACCE~~ EMPLOYEES ~~PARTICIPATE~~
TO ACTUALLY
AND MAKES IT EASY TO
~~INTERPRET~~ THE RESULTS;
UNDERSTAND

SO THAT A WIDER
VARIETY OF KNOWLEDGE AND
EXPERIENCE CONTRIBUTES TOWARD
IDENTIFYING NEW PRODUCT
OPPORTUNITIES.

INCENTIVE TO PARTICIPATE
MAKE IT EASY
" " (REWARDING

WAW
mk
7.8.92

R2520428

RESPONDENT ESTABLISH:

- How ACTIVE A USER
- How EXPERIENCED " "
- How FAMILIAR WITH OTHER
BINNOS OR PERFORMS

TONE:

- NON - THREATENING
- NON - PERSONAL
- (C) RESPONDENT WOULD BE ID'D
FOR AN INCENTIVE PRIZE

WHO
/

- PROVIDE AMPLE ROOM
FOR WRITTEN COMMENTS
ENCOURAGE THIS

INFO

ABOUT

RESPONDENT

experience

our product

"

comp. product

frequency of use

LOOKS

OPINION ON FINISHES

METAL

LUSTER

MATERIAL

COLOR

JEWELING

WOOD

LUSTER

SYNTHETIC

COLOR

TEXTURE

NON-SLIP MEANS

SURVEY

LIKES }
DISLIKES } WHY

700 ADL, BDL, MTN, STAINLESS, VARMINT

WHAT FEATURES WOULD YOU ADD
" " " " OMIT

WHAT FEATURES DO YOU ^{ESPECIALLY} LIKE
ON OTHER RIFLES COULD BE FAMILIAR WITH
WHICH YOU THINK WOULD IMPROVE THE
700?

DO YOU OWN OTHER
NON-REMINGTON ~~C.R. RIFLES~~

REMINGTONS
MODEL BRAND

Y. A. C.F. RIFLE
R.F. RIFLE
SHOTGUN

WHAT DO YOU ~~THINK~~ ABOUT
AND THING ~~ABOUT~~ ABOUT
USE, OPERATION OR PERFORMANCE OF
REM C.F. RIFLES WHICH YOU
ESPECIALLY LIKE OR DISLIKE

Are better or much worse than
~~other~~ cartridge models you familiar
with?

EASE OF USE

OPINIONS ON FEATURES

~~REMOVAL~~

- LOADING/UNLOADING

RESULTS

OPINIONS ON PERFORMANCE

ACCURACY

STRENGTH

