

SECTION IHOW 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