

A Breakdown and Analysis of Some of the Survey Data

1. How did you first find out about RMS?

- Through newspaper or magazine article: 33.9%
- Through another collector: 25.6%
- Through local club: 18.3%
- Through an album maker: 11.9%
- Through conventions: 3.6%
- Through libraries: 3.6%
- Through web page: 1.8%
- Through dealer: .9%

1 out of 3 RMS members found their way into RMS through a newspaper or magazine article. That's why publicity is so important. Word-of-mouth publicity is important, too. Local club and collector's referrals are responsible for over 40% of our members becoming members, but keep in mind that for that to happen those people have to find their way to the collectors and the local clubs...and that usually means some type of prior publicity. "Libraries" refers to referrals from books such as Bill Retskin's texts, I would assume. The web page had just been posted when the survey was taken, so that stat is understandably low.

2. What got you interested in collecting covers?

- Have always been collector: 30%
- Friends and relatives: 20%
- Souvenir hunting: 16.6%
- Looking for specific covers: 12.2%
- Another collector: 5.5%
- Newspaper/magazine article: 3.3%
- Matchcover art: 3.3%
- My job: 3.3%
- Received covers as a gift: 2.2%
- Interested in the challenge: 2.2%
- Interested in the variety: 1.1%
- Interested in the history: 1.1%

Not surprising that most collectors' homes look like museum annexes! Once a collector—always a collector...of something! It runs in the blood!

3. What's your main method of getting covers?

- Trading: 29.5%
- Go out and get them myself: 29%
- Purchase: 27.2%
- Friends and relatives: 9%
- Conventions: 2.7%
- Club meetings: 2.2%

Trading is still the mainstay of the hobby, but if no one was going out and getting covers, themselves, or getting them from friends and relatives, or purchasing accumulations from within the community...there wouldn't be any covers to trade, so all of these are really tied together, and most collectors responding here gave multiple answers.

4. What's your favorite category?

- Girlies: 10.3%
- Hotels/Motels: 9%
- Sports: 6.4%
- Military: 5.1%
- Restaurants: 5.1%
- Am. Ace: 5.1%
- Navy Ships: 3.8%
- Casinos: 3.8%
- Banks: 3.8%
- Oldies: 3.8%
- Ship Lines: 2.6%
- H/M/R: 2.6%
- H/R: 2.6%
- Car dealers: 2.6%
- Railroad: 2.6%
- Combos: 2.6%
- Elks: 1.3%
- Airlines: 1.3%
- Taxis: 1.3%
- VIPs: 1.3%

Very fragmented results. Girlies? Well, most collectors are male (!!). Actually, if you combine the various H/M/R variations, that general category comes out with better than 15%. Interesting that Holiday Inns weren't mentioned at all; there was a time when that was the hottest category of all. [Note: I didn't list all of the 1.3% items]