

Table 2

Concept Acceptance

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (26)	Bolt Action (24)
Like it a lot	30% } 80%	25% } 71%	27% } 91%	40% } 87%	27% } 73%	33% } 87%
Like it somewhat	50	46	64	47	46	54
Indifferent	20	29	9	13	27	13
Dislike it some- what	-	-	-	-	-	-
Dislike it a lot	-	-	-	-	-	-

Table 3

Model Acceptance

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (26)	Bolt Action (24)
Like it a lot	42% } 96%	38% } 92%	45% } 100%	47% } 100%	23% } 96%	63% } 96%
Like it somewhat	54	54	55	53	73	53
Indifferent	-	-	-	-	-	-
Dislike it some- what	4	8	-	-	4	4
Dislike it a lot	-	-	-	-	-	-