also higher in Atlanta (91%) and lowest in Houston (46%). There is no total outright rejection ("definitely" would not buy) and moderate rejection ("probably" would not buy) is rare; most of the rest of the sample is in the "might or might not" category.

CONFIDENTIAL-SUBJECT TO PROTECTIVE ORDER KINZER V. REMINGTON R2510219 BARBER - PRESALE R 0109231

- 30 -