

utilize state of the art materials such as aramid fiber reinforced stocks, titanium alloys and in the case of the Remington Model 700 EtronX, electronic firing mechanisms. Custom built firearms would also be included in this category. **This segment constitutes the remaining 15% of the U.S. domestic market.**

Customer Profiles

As is the case in the rimfire rifle market, general demographic studies are far too broad in this category to draw any meaningful conclusions with respect to specific demographic trends. Perhaps a more comprehensive study might reveal some data of substance, but with current available information any conclusions would be speculative at best.

Based on market trends and data compiled in the 2001 SMRG Annual Rifle report, nearly three fourths of the centerfire rifles purchased in the domestic market are purchased for hunting applications⁹. Based on personal experience, this writer believes that to be a conservative estimate and that in fact, **the actual figure for hunting usage approaches the 85% mark.** The remaining 15% of the sporting centerfire market can be primarily categorized as target shooters.

The "hunter" profile can be categorized under two broad headings, "casual" and "dedicated." Stratification within the category is estimated to be skewed 60% toward the "casual" profile.

- The "casual" hunter can be categorized as the person who has an opportunity to hunt a few times a year, generally in close proximity to his or her home. It can reasonably be assumed that game types and hunting situations do not vary a great deal for the "casual" hunter. Firearms are also chosen with consideration given to widely available, well known and competitively priced ammunition types. Consumption of a full box (20 rds) of centerfire ammunition within one season would often be ambitious at best. The "casual" hunter may not see the point, or may not have the income at his or her disposal to rationalize the expense of a high dollar scope/rifle set up. In fact, he or she may be limited by either budget or need to one rifle. The "casual" hunter is likely not to be categorized as technically savvy with respect to firearms, ammunition, and optics technology making products which are easy to use and quick to set up attractive. The "casual" hunter

⁹ SMRG's U.S. Marketac: 2001 Annual Report