

|                                                           | <u>Page</u> |
|-----------------------------------------------------------|-------------|
| Opinions asked re new guns. . . . .                       | 66          |
| Retail outlets, type favored. . . . .                     | 67          |
| - offering best values. . . . .                           | 68          |
| Right handed shooters . . . . .                           | 65          |
| Stature or body height. . . . .                           | 61          |
| <br>Section V - Conclusions and Recommendations . . . . . | <br>81      |
| Conclusions . . . . .                                     | 81          |
| Recommendations . . . . .                                 | 83          |
| <br>Section VI - Customer Good-Will . . . . .             | <br>87      |
| Publicity . . . . .                                       | 87          |