

SECTION II

RIFLES

WHAT THEY TOLD US ABOUT THEIR OPINIONS AND PREFERENCES IN POST WAR RIFLES

1. Regarding types of actions

- that bolt action and autoloaders are in greatest favor, and lever in least.

In center fire rifles, bolt action arms are the outstanding choice of the "gun nuts", but become progressively less popular as groups of sportsmen who have progressively less interest in shooting (and knowledge of guns) are encountered. Autoloaders, pumps, and lever action rifles increase in popularity.

In rim fire rifles, the autoloader almost dominates the "gun nut" class, and falls away in popularity as progressively less interested groups are considered. In contrast, pump action rim fire rifles increase in popularity, while bolt action rifles enjoy a fairly constant degree of consumer acceptance.

Types of Actions - By Shooters' Ratings

Center Fire:

<u>Action</u>	<u>"Gun Nuts"</u>	<u>Regular Shooters</u>	<u>Occasional Shooters</u>	<u>"Seldom" Shooters</u>
Bolt	48.04%	30.23%	26.31%	22.80%
Auto	18.86	24.20	26.20	29.81
Pump	16.75	24.59	26.08	23.70
Lever	16.35	20.98	21.41	23.69

Rim Fire:

Auto	48.30%	44.43%	37.13%	33.33%
Bolt	22.77	21.28	21.43	21.68
Pump	22.73	27.95	34.29	35.32
Lever	6.20	6.34	7.15	9.67

Popularity of types of actions varies by sections of the country:

<u>Section</u>	<u>Most Preferred Action</u>
1. Me., N.H., Ver.	<u>Lever</u> 33.3% of total
2. Mass., R.I., Conn.	<u>Bolt</u> 37.7% of total
3. New York City, Philadelphia, Pittsburgh, Washington and surrounding areas	<u>Bolt</u> 41.9% of total