

smoke out the degree of preference for present (pre-war) combinations of calibers and actions, we wrote to each respondent whose first preference was for an existing combination (30-06-bolt, 35 Remington-pump, 30-30-lever, etc.) asking what his choice would be if he could have any caliber in any action. (\*)

Here's what happened:

57.7% stuck to their first selection, both caliber and action;

5.6% stuck to their original choice of caliber but expressed a preference for some other, not previously offered action;

25.4% stuck to their first preferred action but wanted a caliber different from that first desired; and

11.5% abandoned their first choice entirely.

2. Regarding calibers -

- that, in center fire, 30-06 caliber is most preferred by the respondents for their new rifles, with 30-30 second. .270 Winchester third, 300 Savage fourth, and 35 Remington fifth. The top twelve are as follows:

|                   | <u>% of Total Preferences</u> |
|-------------------|-------------------------------|
| 1. 30-06          | 20.99                         |
| 2. 30-30          | 15.04                         |
| 3. 270 Winchester | 10.44                         |
| 4. 300 Savage     | 8.14                          |
| 5. 35 Remington   | 7.00                          |
| 6. 22 Hornet      | 4.80                          |
| 7. 257 Roberts    | 4.59                          |
| 8. 250-3000       | 3.33                          |
| 9. 30 Remington   | 2.71                          |
| 10. 2R Lovell     | 1.98                          |
| 11. 300 Magnum    | 1.67                          |
| 12. 32 Remington  | 1.36                          |
| All others        | 17.95                         |

Caliber popularity varies materially with shooters' "ratings" - i.e., the "gun nuts'" opinions are quite different from those of sportsmen who seldom shoot, as shown below:

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(\*) A period of time ranging from one to two months elapsed between the first questionnaire and the follow-up.