

<u>Make</u>	<u>Percent of Total Favorites</u>
Remington	31.4
Winchester	29.6
Browning	10.6
L. C. Smith	5.5
Parker	4.8
Ithaca	4.8
Stevens	2.6
Fox	2.1
Lefevre	2.0
Savage	1.4
Marlin	.9
Western Field	.8
Baker	.7
Ranger	.7
Iver Johnson	.5
Others	1.6

NOTE:

In the foregoing tables on favorites, Remington certainly leads the field. In 22 caliber rifles and in shot-guns, sportsmen who own Remington guns alone or with others apparently prefer Remington, and in center fire, Remington guns aren't too far behind.

In considering these findings, however, it should be remembered that, in general, people sometimes tend to favor the manufacturer whose product is under discussion. The degree of such artificial favoritism isn't subject to measurement.

How favorite rifles and shotguns were acquired

- with about six out of ten purchased new:

	<u>How Acquired</u>	
	<u>Rifles</u>	<u>Shotguns</u>
Bought - new	59.0%	58.3%
Bought - used	27.6	28.9
Gift (*)	13.4	12.8

The Cost of favorite guns

On the average, the responding sportsmen paid \$35.00 for their favorite rifles and \$60.00 for their favorite

(*) Usually received from some other member of the family - father, uncle, grandfather, etc., who no longer shoots. Apparently, gifts in the usual sense (Christmas, birthdays, etc.) are the exception rather than the rule.