

MANAGEMENT SUMMARY

This section summarizes the key results of the consumer research on Remington Arms' proposed new bolt action carbine style center fire rifle....

The findings quite clearly indicate that the new idea is a distinctive and promising new product prospect, with good appeal to center fire rifle users across the board and especially strong appeal to the bolt action segment. The following two tables show the level of consumer interest, first at the concept and then at the product stage.

<u>Concept Reaction*</u>	<u>Total Sample</u>
	(50)
Like it a lot	30% } 80%
Like it somewhat	50 }
Indifferent	20
Dislike it somewhat	-
Dislike it a lot	-

*The concept statement shown to respondents is reprinted on Page 14.