

of the arms manufacturers seem to have given the public quite what they say they want).

3. As to the design of sporting arms -
 - a. in center fire actions, respondents prefer: bolt action first (35%), autoloaders and pumps practically tied for second (23% and 22%), and lever action last (20%);
 - b. in rim fire actions, preferences are: autoloaders first (42%), pump action second (28%), bolt third (24%), and lever action a poor fourth (6%);
 - c. in center fire calibers, respondents want:

30-06	21%
30-30	15%
270 Winchester	10%
300 Savage	8%
35 Remington	7%
22 Hornet	5%
257 Roberts	5%
250-3000	3%

 and a host of others with, however, 12 calibers satisfying 82% of all respondents' preferences;
 - d. in shotgun actions -
pump action and autoloaders practically tied for first (33% and 32%), double barrel third (20%), over-and unders fourth (12%) and singles last (3%);
 - e. as to shotgun gauges -
12 gauge predominating (55%), 16 and 20 gauges tied for second (20% each), 410 and 28 gauge also tied for fourth and fifth (2% each);
 - f. in regard to stock design -
 1. pistol grips - in rifles by 11 to 1, in shotguns by 9 to 1;
 2. stocks brown in color - brown first (54%), red brown second (29%), mahogany red last (17%);
 3. stocks medium to dark in shade - medium first (51%), dark second (40%), light third (9%);