12.

That take-down rifle frames are more preferred than solid frames

The over-all response is as follows:

%_of Total Preference

Take-down frame	18.4
Solid frame	38.6
No preference	13.0

Preferences as to type of rifle frame vary by shooters' ratings, by style of rifle, and by caliber of rifle, - as shown below:

Rifle Frame Preferences - By Shooters' Ratings

	Take-down	'Solid	No
	Frame	Frame	<u>Preference</u>
"Gun nuts"	40. 5%	<u>46 . 8%</u>	12.4%
Regular shooters	<u>51.1</u>	38.7	10.2
Occasional shooters	<u>59.4</u>	25.5	
"Seldcm" shooters	35.6	35+9	27.5

Rifle Frame Preferences - By Style of Rifles

	Take-down	Solid	No
	Frame	Fraze	<u>Preference</u>
Single shot	39.1%	50.0%	10.9%
Pump	65.0	23.3	11.7
Bolt	26.0	60.8	13.2
Lever	41.1	43.6	15.3
Autoloader	<u>61.1</u>	25.5	13.4

, 13.

That about half the respondents want their rifles checkered.

For all questionnaire returns, the findings are:

· · · ·	% of Total Preference
"Checker both fore-end and grip"	25.9
"Don't care whether rifle is checkered or not" "Don'" want checkering"	27.2
"Checker fore-end only" "Checker grip only"	9.7 2.9

Preferences vary by shooters' ratings, by age groups, by the amount sportsmen think a rifle should cost, and by caliber -- 22's as against center fire rifles. These tabulations follow:

-29-

CONFIDENTIAL-SUBJECT TO PROTECTIVE ORDER KINZER V. REMINGTON R2500537 BARBER - PRESALE R 0099549