

Gun "nuts" are not only less likely to ask others' advice, but their opinion is frequently sought. As follows:

	<u>Opinion asked</u>			
	<u>Often</u>	<u>Occasion- ally</u>	<u>Seldom</u>	<u>Never</u>
Gun "nuts"	55.9	36.6	5.5	2.0
Regular shooters	32.6	58.5	7.3	1.6
Occasional shooters	9.6	57.5	24.6	8.3
Infrequent shooters	12.6	34.9	27.3	25.2

It is probable that the "gun nut" in this case is the hunter, friend, etc. in the previous table.

6. The type of store from which sportsmen prefer to buy sporting arms

with the sporting goods store by far the most popular.

The returns:

	<u>Type of retail outlet</u>	
	<u>For rifles</u>	<u>For shotguns</u>
Sporting goods store	63.0%	65.1%
Hardware store	26.6	26.3
Mail order house	7.5	5.8
General merchandise store	1.6	1.6
Department store	.7	.7
Chain store	.6	.5

The hardware store is, as might be expected, more popular in small towns (under 2500) than in larger centers, but even there the sporting goods store is preferred. The findings by city sizes for both rifle and shotguns combined:

<u>City size</u>	<u>Sport- ing Goods Store</u>	<u>Hard- ware Store</u>	<u>Mail Order House</u>	<u>General Mdse. Store</u>	<u>Depart- ment Store</u>	<u>Chain Store</u>
Under 2500	51.3%	34.7%	9.6%	3.1%	.6%	.7%
2500 to 5M	61.0	28.3	9.3	.3	1.1	0.0
5M to 10M	59.4	28.5	8.1	2.4	.8	.8
10M to 25M	54.0	36.2	7.0	1.4	.7	.7
25M to 50M	77.4	20.1	1.7	0.0	0.0	.7
50M to 100M	78.9	16.5	3.3	0.0	0.0	1.3
100M to 250M	75.3	17.9	3.1	.6	3.1	0.0
250M to 500M	76.7	18.6	2.9	1.2	0.0	.6
500M to 1M	92.0	6.9	1.1	0.0	0.0	0.0
Over 1,000,000	90.4	5.6	2.5	0.0	1.5	0.0