

Study of the individual questionnaires indicates that some respondents use the terms "hardware store" and "sporting goods store" synonymously. This seems to be particularly true in small towns in the western and mountain states.

7. Although about 64% of the respondents would prefer to buy their new guns in a "sporting goods store", only 45% of them think that this type of outlet would give them the best value, the "most for their money"

The findings:

	Store of "best value"
Sporting goods store	44.8%
Mail order house	32.3
Hardware store	14.8
Chain store	4.7
General merchandise store	1.9
Department store	1.5

There seems to be something more than price involved in buying a gun. Sportsmen apparently like to examine and weigh, to compare one gun with another before making a choice. There's something personal about it.

Respondents' reasons for preferring to purchase from a local sporting goods store include:

- "Know the man, etc. - "
- "Larger choice of guns - "
- "Can be sure of good service if anything goes wrong - "
- "Want to see what I'm buying - "
- "Am sure he (the local dealer) will have ammunition for my gun if I buy it from him - "
- "Gives me good advice and helps me get the best fit - "
- "Want to keep my trade in my home town - "

8. The number of rifles and shotguns owned by responding sportsmen

The shooters we heard from report owning a total of 3349 rifles and 3837 shotguns, not counting "museum" pieces. This is an average of 1.546 rifles and 1.770 shotguns apiece.

Twenty-five percent don't own a rifle and 17.2% are without a shotgun; as follows: