

SECTION VCONCLUSIONS AND RECOMMENDATIONS

The evidence set forth on the foregoing pages indicates the conclusions and suggests the recommendations listed below.

It should be remembered that this study was undertaken to reveal consumer preferences, or at least, to make a substantial beginning in that direction. It is respectfully submitted that this has been accomplished.

An understanding of consumers' viewpoints and desires in respect to rifles and shotguns is an adjunct to, and not, of course, a replacement of, experience in the sporting arms business. Matters of policy, of setting up and tooling costs, and of timing and the order of precedence of any actions taken, are not part of this study.

Conclusions

1. Remington leads in 22 rim fire rifles owned by the responding sportsmen; is in a comfortable second place in shotguns; but is a poor second in center fire rifles with Winchester well out in front and Savage threatening from third position.

2. The trade name "Remington" is widely and favorably known.

3. In order of popularity, rifle styles are reported to be:

For rim fire rifles--auto, first; pump, second; bolt, third; and lever, fourth.

For center fire rifles--bolt, first; pump second; auto, third; and lever, fourth.

Shotgun styles are reported as follows: pump and autoloader practically tied for first; double barrel, third; over-and-under, fourth.

4. Twelve center fire rifle calibers satisfy approximately 80% of "gun nuts" and regular shooters' preferences. Three shotgun gauges fill 95% of all respondents' preferences.
5. As to actual gun design, consumers prefer:
 - a. Pistol grips on rifles and shotguns.