

Table 4

Specific Model Reactions*

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (26)	Bolt Action (24)
Lightweight with bolt action/best of both worlds	44%	38%	45%	53%	31%	58%
Smaller in size/ shorter (posi- tive)	26	25	27	27	23	29
Easy to handle/ to carry/to use/ faster/better handling and maneuverability	16	13	9	27	15	17
Offers high calibers in a carbine style gun	12	8	9	20	8	17
Good for brush country/small gun	12	21	9	-	15	8
Good for women/ children/small people	12	25	-	-	12	13
Nice appearance/ design/eye appeal	10	4	18	13	12	8
New/different	8	8	18	-	12	4
Compact/all around rifle	6	4	9	7	4	8
A good marketable product	4	-	9	7	4	4
Kicking/recoil power stronger	4	8	-	-	8	-
Looks too short/ too small	4	8	-	-	-	8
Other**	12	25	18	7	12	13
No reason/answer	6	-	18	7	-	-

*Multiple response

**Other includes: feels comfortable/good safety features/action seems simple and easy/good compromise buy/full accuracy for distance hunting

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