

Table 2

Concept Acceptance

	<u>Total Sample (50)</u>	<u>Houston (24)</u>	<u>Atlanta (11)</u>	<u>Detroit (15)</u>	<u>Lever Action (26)</u>	<u>Bolt Action (24)</u>
Like it a lot	30% 80%	25% 71%	27% 91%	40% 87%	27% 73%	33% 87%
Like it somewhat	50	46	64	47	46	54
Indifferent	20	29	9	13	27	13
Dislike it some- what	-	-	-	-	-	-
Dislike it a lot	-	-	-	-	-	-

Table 3

Model Acceptance

	<u>Total Sample (50)</u>	<u>Houston (24)</u>	<u>Atlanta (11)</u>	<u>Detroit (15)</u>	<u>Lever Action (26)</u>	<u>Bolt Action (24)</u>
Like it a lot	42% 96%	38% 92%	45% 100%	47% 100%	23% 96%	63% 96%
Like it somewhat	54	54	55	53	73	33
Indifferent	-	-	-	-	-	-
Dislike it some- what	4	8	-	-	4	4
Dislike it a lot	-	-	-	-	-	-