

✓ 11. How do you feel about the gun's weight?

Too heavy

✓ 12. How do you feel about the new floor-plate?

Ambivalent; Many consumers in this price range probably like a pocketful of extra clips. Also, there are periodic reports of floor plate on or 1/20 opening after 1st shock of firing and gun full of shells falls on ground.

13. How would you rate the gun you tested on the following characteristics and features?

| | <u>Excellent</u> | <u>Very Good</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> |
|------------------------------|------------------|------------------|-------------|-------------|-------------|
| Contour of stock | — | — | — | — | X |
| Weight | — | — | — | X | — |
| Recoil | — | — | — | X | — |
| Ease of Operation | — | X | — | — | — |
| Overall Quality | — | — | X | — | — |
| Color of Stock | — | — | X | — | — |
| Metal Finish | — | X | — | — | — |
| Design of Checkering Pattern | — | — | X | — | — |

✓ 14. To whom do you think this rifle will appeal?

Budget conscious; Mass market oriented consumer. Must be "Remington" brand to appeal. Also to the guy who wants a "meat" gun - dependable and accurate, without all the fiddles of a 700 type bolt gun. This guy likes to put a lot of lead in the air, without worrying ^{continued} about how his gun looks and without worrying about possible mechanical problems of autoloader.