

CONFIDENTIAL

DEMOGRAPHICS OF SAMPLE

| Area                                                                            | Total Sample<br>(56) | Phoenix<br>(20) | Denver<br>(18) | Houston<br>(18) |
|---------------------------------------------------------------------------------|----------------------|-----------------|----------------|-----------------|
| Phoenix                                                                         | 36%                  | 100%            | -%             | -%              |
| Denver                                                                          | 32                   | -               | 100            | -               |
| Houston                                                                         | 32                   | -               | -              | 100             |
| <u>Days Hunted With Bolt-Action<br/>Center Fire Rifle in Past<br/>12 Months</u> |                      |                 |                |                 |
| 5 or less                                                                       | 25%                  | 30%             | 22%            | 22%             |
| 6 - 10                                                                          | 31                   | 20              | 33             | 39              |
| 11 - 15                                                                         | 25                   | 15              | 33             | 28              |
| 16 or more                                                                      | 19                   | 35              | 12             | 11              |
| <u>Number of Guns Owned</u>                                                     |                      |                 |                |                 |
| 1 - 3                                                                           | 25%                  | 15%             | 22%            | 38%             |
| 4 - 6                                                                           | 25                   | 20              | 28             | 28              |
| 7 - 10                                                                          | 18                   | 20              | 28             | 6               |
| 11 or more                                                                      | 32                   | 45              | 22             | 28              |
| <u>Brand of Bolt Action Center<br/>Fire Rifle(s) owned*</u>                     |                      |                 |                |                 |
| Remington                                                                       | 66%                  | 70%             | 65%            | 56%             |
| Winchester                                                                      | 18                   | 20              | 11             | 22              |
| Ruger                                                                           | 16                   | 20              | 22             | 6               |
| Springfield                                                                     | 13                   | 5               | 28             | 6               |
| Mouser                                                                          | 13                   | 20              | 11             | 6               |
| Savage                                                                          | 13                   | 20              | 6              | 11              |
| Weatherby                                                                       | 5                    | 5               | 6              | 6               |
| Sako                                                                            | 5                    | -               | 11             | 6               |
| Other                                                                           | 14                   | 20              | 6              | 17              |

\*Multiple responses

CONFIDENTIAL



NTBOOK232

LEWY