

Initial reactions to the concept, prior to seeing any prototypes, are very favorable: 80% of the sample state they like it a lot or somewhat -- based directly on the intended conceptual merits of bolt action performance in a smaller, lighter gun. The degree and quality of concept acceptance seems to be somewhat higher in Detroit and Atlanta, and among bolt action users. The remaining 20% of the sample are indifferent to the concept as opposed to overtly negative.

Respondents readily accept the idea because this new product offers them "the best of both worlds." The majority of men (including lever action users) would like a light weight gun but do not want to sacrifice the range and accuracy of a bolt. This finally offers them an alternative:

"I'd like to see this - light-weight and a bolt with high velocity. I don't care how light a gun is, it gets heavy carrying it all day."

"I love the idea. You never know in the beginning of the day what you'll need by the end. A lever is a disadvantage in this aspect."

"If my accuracy wouldn't decrease with the light weight it would be great. I only switched due to the range before."

"If you are in the market for a more maneuverable gun, this is it."

"Weight really matters to me."