

Some men seem concerned about the added recoil and muzzle blast:

"I think with lighter guns
you feel the recoil more.
I prefer heavier guns."

"You wouldn't be able to
hear for 3 days."

"I don't like the muzzle
blast of short barrel
guns."

When respondents are asked which type action users would find this gun more appealing, about two-thirds of the sample agree that bolt action users would. The remainder either feel it would be more appealing to lever action users or to both equally.

In the discussions, price expectations vary, ranging from a low of \$160 to a high of \$300. This concept is perceived to be more expensive in Detroit, falling in the \$200 - \$225 range, whereas Atlanta and Houston are somewhat lower, around \$185.