

Table 18
Price Expectations

	<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>
Median	\$180.00	\$175.00	\$180.00	\$200.00	\$180.00	\$187.50
Mode	\$175.00	\$175.00	\$175.00	\$200.00	\$175.00	\$175.00
Range	\$125.00 to \$265.00	\$125.00 to \$245.50	\$160.00 to \$265.00	\$140.00 to \$250.00	\$125.00 to \$245.00	\$150.00 to \$265.00

Table 19
Purchase Intent

	<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>
Definitely would buy	20% } 64%	21% } 46%	27% } 91%	13% } 73%	12% } 62%	29% } 66%
Probably would buy	44 }	25 }	64 }	60 }	50 }	37 }
Might or might not buy	22	33	-	20	26	17
Probably would not buy	14	21	9	7	14	17
Definitely would not buy	-	-	-	-	-	-