

QUESTIONNAIRE BOOKLET

Name _____
 City Seattle
 Date _____
 Time _____

KC-1

Importance 0,1,2

1 2 9 2-1 3-2
 2 5-1 5-2 10 8-1 2-2
 3 7-1 3-2
 4 6-0 4-1 11 2-1 8-2
 5 3-0 7-1 12
 6 4-1 6-2
 7 3-1 7-2
 8 4-1 6-2

For each specific feature listed on this and on the following pages, please place the appropriate model letter (Q, R, S, T, OR N) in the proper place on the left hand side of the page ("Before Discussion"), according to which model you like best with respect to that particular feature, and also which you like least...or if there are only two options, which you prefer. Also answer other questions if they appear.

Do not fill in the right side of the page ("After Discussion") until moderator instructs you to.

1. STOCK CONFIGURATION
(Q, T, S, OR N)

Q-JFW

BEFORE DISCUSSION

T-MC w/o

Like best S

S-MC w

Like least _____

N-S w/o

In general do you prefer:

S () a cheek piece + 1 LH if avail. said functionally

() no cheek piece' fleshy face, trouble sighting
also never shot one
on adding "throw me off"

2 left handers (of 8)

S - likes looks, function

MC → looks - for BR

ST → prone shooting

Q 3. (and of MC hits cheek)

MC-W - liked looks

S-w/o - doesn't like MC, no purpose

MC-w/o - felt best

6 prefer cheek piece of 10

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

8 members

No MC 1

no consensus on MC/No MC

10 Remington

2. STOCK FINISH
(Q AND P)

BEFORE DISCUSSION

7
Prefer 1

Satin: Q - bump, scrape, easy to finish

Gloss: P - looks like plastic

high gloss shows grain better

high gloss in woods, gets scratched
must sand completely
to gloss refinish is easier

to gloss - not as durable as "plastic" hi gloss
- less likely to have finish lift

likes high gloss because of feel

1 refinished stock in high gloss and
then steel wadded (to get hard "high gloss" finish
but satin look)

finger grip
also longer grip

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Satin - wood looks newer
- can't touch up gas
- don't like plastic
- gloss looks cheap
- prefers oil finish

P: looks more
protective

8 satin
2

3. FORE-END TIP
(S OR N)

3 didn't like
5 did

BEFORE DISCUSSION

Prefer _____

In general, do you prefer:

() having a fore-end tip

() not having a fore-end tip

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

liked tip - vulnerable place of stock, better protected (ding: too)
- functional point

didn't - makes stock look too blunt

- no preference for ~~two~~ one but for one would ask for some gun w/o

not a make or break issue

general feeling - want to keep gun nice

- tip protects stock, is replaceable
6 for
4 guns

4. SPACERS
(S OR T)

S - Spacer (black)

T - no spacer

BEFORE DISCUSSION

Prefer 3 prefer spacers

In general, do you prefer

() having spacers

() not having spacers

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Spacer - softer material to take up shock
most couldn't think of reason for it

- trivial item, wouldn't want to pay for

if spacer present an accent/contrast color (whit pad)
choice but possibly brn, rosewood,

2 - no sense if black

- wht. accents

- no functional reason

- wood has some space to swell into

- more expensive rifles have spacers

- spacers crack, are hard to fit

5. BUTT PAD COLOR.
(R OR Q) 

R - Black

Q - Brown

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

contrast here is key

black accents barrel

brown accents ^{light} ~~dark~~ stock

- black matches gun better
- sets wood off
- lighter wood → brown stock
- no preference

6. RECEIVER CONFIGURATION
(R OR S)

BEFORE DISCUSSION

R
Prefer S

In general, would you rather:

- () have integral scope mounts
- () not have integral scope mounts

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

R - facets remove material; easier to sight, doesn't matter w/ scope

- faceted looks better, stronger

S - who looks? but prefers S

preference towards R

- integral mounts less expensive (35. to mount rings.)

"S - more unified

- more streamlined
- square corner gets nicked
- smoother

R - one person

- open sight reasons
- glint, glare not a problem

Centerless fine

Q - slim
R - heavy

7. BARREL CONTOUR
(Q OR R)

BEFORE DISCUSSION

Prefer 4 Q
4 R

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Q - lighter weight - dissipates heat faster
- well balanced

R - prefers heavier barrel - longer life
- heavier handles heat better
- helps recoil

Changed to R

6 - heavier barrel more accurate
6 - stable (offhand)

4 - easier to carry
- likes both

8. METAL FINISH
(Q. S OR N)

BEFORE DISCUSSION

Like best dull

Like least polish - looks better

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

S - dull, practical reasons, prefers flat finish,

N - polished

glare not imp to you

N - appearance looked better (D. didn't like S)

S - looks, ~~at~~ for function prefers satin - none of his guns are like this but he prefers it

- satin finish is weathering, as exterior is good (not interior)

- matted finish collects moisture, rusts quicker

- oil streaks, looks funny

- general impression → towards higher polish

9. FOLLOWER FINISH
(R OR T)

BEFORE DISCUSSION

Prefer _____

^{plated}
T - 7 preferred - better lubrication, good contrast
strictly functional
R = black, personal pref.

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

T - plated, smoother, easier to clean
could scratch
- 9 preferred plated

10. GRIP CAP.
(Q OR S)

Q - w/o
S - w

BEFORE DISCUSSION

Prefer 7 peters cap

1 peters wood look

In general, do you prefer:

() having a grip cap

() not having a grip cap

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Grip Cap - looked better, 2nd look,
- more finished look
- additional length

- replaceable
- protects grip

w/o - more natural

most prefer cap

11. BOLT BODY FINISH
(R OR N)

BEFORE DISCUSSION

Prefer 4 jeweled
4 black

- doesn't like jeweled, bright but not jeweled
- jeweling is sign of craftsmanship
- black is military look

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Jeweled S - works easier, black may wear
- prefers for cleaning, easier to clean, lubricate
Black Z - preference, doesn't like shiny things
- from hunting point of view
- jeweling may flash,
for concealment prefer black

12. CHECKERING PATTERN.
(M, J, K, L, P)

BEFORE DISCUSSION

Like best _____

Like least _____

1 prefers none

rounded J - full pattern, wrap around, looks like shotgun

~~flaw~~ M - design, nicer looking

M/S -

off/on rounded K

L (2) - plain, ~~looks like~~ is diamond pt to pt

- would like choice like this in store

preferences driven by function
1 by looks

- expect to see open grain w/oil finish.
- expect to see no open grain with high gloss

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

M M ~~M~~ J L K P
P J K P

least J L P M H K J
K J ^{3 H}
^{3-J}
^{1-L} 2-K
1 P

13. WOOD
(K OR L)

BEFORE DISCUSSION

Prefer _____

(open grain, gloss)

J - looks pitted, used

P - J

J - 3

K 0

L 8

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

- open grain sign of cheaper gun,
- poorer grade of wood

MARKET CLASSIFICATION INFORMATION

1. What is the brand and model of your bolt action, center fire rifle(s)?

2. How many days in the past 12 months have you hunted with a bolt action center fire rifle?

3. Overall, how many guns (of any/all types) do you own? _____

4. What is the last grade of school you attended?

☐ High school graduate or less

☐ Some college

☐ College graduate or more

☐ Technical/trade school

5. What is your occupation?

_____ in _____ () part-time
occupation business or industry () full-time

6. Which category below represents your total annual family income?

☐ Under \$10,000

☐ \$10,000 - \$19,999

☐ \$20,000 - \$29,999

☐ \$30,000 or over

Thanks very much for your cooperation.