

Section 3 - Detailed Model Reactions

(HAVE THE RESPONDENTS COMPARE THE MODELS ON EACH OF THE FOLLOWING ASPECTS AND DISCUSS THEIR COMPARISONS. REMIND THEM TO REFER TO THE MODEL LETTERS AND NUMBERS THROUGHOUT.... PROBE FOR INCREMENTAL PRICE EXPECTATIONS WHERE APPROPRIATE.)

1. (SLING STRAP AND SWIVELS) Which do you prefer, the barrel bands or studs? How important are either or both of these to you? What are they worth? (COMPARE MODELS V, R AND Q)
2. (GRIP) Which of the different type grips do you prefer and why? (V IS THE MOST SWEPT BACK OF ALL).... Do you prefer the plain or with the grip cap? (W70 GRIP CAP)
3. (FORE-END CONTOUR) Do you prefer the regular fore-end contour or the schnabel? (Q AND S HAS SCHNABEL). Are there any advantages or disadvantages to the schnabel? Any limitations? (POINT OUT THAT SCHNABEL NECESSARILY IMPLIES BARREL BAND -- (cf. #1, ABOVE.)
4. (BUTT PAD) There are several types of butt pads -- the standard plastic plate (S), the recoil pad (M) and the rubber butt pad (R). Which do you prefer and why? Do you consider any one or two of the three types to be preferable? (PROBE FOR REASONS -- LOOKS, FUNCTION, PRICE)
5. (CHECKERING) How important is checkering to you? How much is pressed or cut checkering worth to you? (USE MODELS T AND Q FOR CUT CHECKERING AND THE 700 FOR PRESSED CHECKERING)
6. (WOOD COLOR) Which wood color do you prefer? (MODELS S AND V ARE WALNUT; Q, T, M, AND R ARE BIRCH)
 - How much is the specific type of wood worth to you? (PROBE FOR INCREMENTAL VALUE OF WALNUT VERSUS OTHER TYPES)
7. Which finish or gloss level do you prefer? How important is this to you? (HIGH GLOSS IS MODEL R -- ALL THE REST ARE SATIN FINISH (VINYL))
8. (FRONT BEAD) Do you have any color preference for the front bead? (LOCATED IN THE FRONT SIGHT; ALL THE MODELS ARE GOLD)