

QUESTIONNAIRE BOOKLET

Name _____
 City Seattle
 Date _____
 Time _____

KC-1
Importance 0, 1, 2
 1 2 9 2-1 8-2
 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-SFW

BEFORE DISCUSSION

AFTER DISCUSSION

T-MC w/o

Like best S

Like best _____

S-MC w

Like least _____

If preference changed, explain briefly:

N-S w/o

In general do you prefer:

5 () a cheek piece + 1 CH if avail. said functionally

() no cheek piece! Highy face, trouble sighting
also never shot one
an oddity ("throw me off")

2 left handers (of 8)

8 members

S - likes looks, function

MC → looks - for BR

ST → prone shooting

No MC 1

no consensus on MC/No MC

Q ST (and if 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

10 Members

2. STOCK FINISH
(Q AND ~~P~~)

BEFORE DISCUSSION

7

Prefer 1

Satin: Q

- bump, scrape, easy to finish

Glass: P

- looks like plastic

high gloss shows grain better

high gloss in woods, gets scratched
must sand completely

low gloss refinish is easier

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

likes high gloss because of feel

I refinished stock in high gloss and
then steel wadded (to get hard "high gloss" finish
but satin look)finger grip
also longer gripAFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

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

P: looks more
protective

Q satin

Z

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 (dings too)
- functional point

didn't - makes stock look too blunt

- no preference for ~~two~~ but for one would ask for some gun info

not a make or break issue

general feeling - want to keep guns nice

- tip protects stock, is replaceable

6 for
4 ago

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 ~~had~~)
choice but possibly brn, rosewood,

- 2
- no sense if black
 - wht. accents
 - no functional reason
 - wood has someplace to swell into
 - more expensive rifles have spacers
 - spacers crack, are hard to fit

5. BUTT PAD COLOR.
(R OR ~~Q~~) 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 letter
- sets wood off
- lighter wood → brown stock
- no preference

6. RECEIVER CONFIGURATION
(R OR S)

R - faceted
S - rounded

BEFORE DISCUSSION

R
Prefer S

In general, would you rather:

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

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)

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

"S - more unified

- more streamlined
- square corner gets nicked
- smoother

R - one person

- open sight reasons
- glint, does not a problem

Q slim

Centerless fine

R - heavy

7. BARREL CONTOUR
(Q OR R)BEFORE DISCUSSIONPrefer 4 Q
4 RAFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Q - lighter weight - dissipates heat faster
- well balancedR - prefers heavier barrel - longer life
- heavier handles heat better
- helps recoil

Changed to R

6 - heavier barrel more accurate
= stable (offhand)4 - easier to carry
= likes looks

8. METAL FINISH (Q, S OR N)

BEFORE DISCUSSIONLike best dullLike least polish - looks betterAFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

S- dull, practical reasons, prefers flat finish,

N- polished

glove not imp to you

N - appearance looked better (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 new thing, 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 _____

T - ^{plated} 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 prefer cap

1 prefers 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 & true 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

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

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

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 _____

I prefer none

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

~~flour~~ M - design, nice looking

M/S -

flour
rounded K

L (Z) - plain, ~~flour~~ is down pt to pt

- would like choice like this in store

preference driven by function
I 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 ~~None~~ J L K P

P J K P

1-L
3-P
2-J
2-M
2-K

least J L P M M K J

K J
3-M
3-J
1-L 2-K
1-P

13. WOOD
(K OR L)

BEFORE DISCUSSION

Prefer _____

(open grain, gloss)

J - looks pitted, used

P - 5

J - 3

K 0

L 8

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

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

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 _____
occupation business or industry ☐ part-time
☐ 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.