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NEW BOLT ACTION CENTER FIRE RIFLE
PRODUCT/FEATURIZATION DEVELOPMENT RESEARCH

FOR: REMINGTON ARMS COMPANY, INC.

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INTRODUCTION

OBJECTIVE

EXPLORE POTENTIAL MARKET REACTION TO, AND DESIGN PREFERENCES ON, CERTAIN SPECIFIC ASPECTS OF A PROJECTED NEW LINE OF REMINGTON BOLT ACTION CENTER FIRE RIFLES TO DETERMINE WHAT AESTHETIC AND FUNCTIONAL FEATURIZATION ELEMENTS WOULD BE MOST DESIRABLE.

SPECIFICALLY, EXPLORE CONSUMERS' REACTIONS AND PREFERENCES WITH RESPECT TO THE FOLLOWING TEST FEATURES:

- . STOCK CONFIGURATION
- . RECEIVER STYLE
- . BARREL STYLE
- . FLOOR PLATE/MAGAZINE STYLE
- . PRESENCE AND TYPE OF BOLT LOCK AND LOCATION OF BOLT LOCK RELEASE
- . BOLT RELEASE LOCATION
- . BOLT PLUG DESIGN (ENCLOSED VS. EXPOSED) AND ENCLOSED BOLT PLUG STYLE
- . BOLT HANDLE STYLE
- . SAFETY LOCATION

METHOD

SIX FOCUSED GROUP DISCUSSIONS WITH A TOTAL OF 56 BOLT ACTION CENTER FIRE RIFLE OWNERS -- TWO GROUPS EACH IN PHOENIX, DENVER, AND HOUSTON.

AFTER A BRIEF "WARM UP" PERIOD, RESPONDENTS WERE EXPOSED TO PROTOTYPES INCORPORATING THE VARIOUS TEST FEATURES. IN ORDER TO AVOID POSSIBLE CONTAMINATION OF OPINION, BEFORE ANY DISCUSSION RESPONDENTS WERE ASKED TO RATE, IN SELF-ADMINISTERED QUESTIONNAIRE BOOKLETS PROVIDED, THEIR PREFERENCE ON A SPECIFIC TEST FEATURE. THEN THE FEATURE WAS DISCUSSED BY THE GROUP AS A WHOLE.

FOLLOWING THE DISCUSSION, RESPONDENTS WERE ASKED TO RE-RATE THEIR PREFERENCE ON THAT SAME FEATURE, BASED ON ANY NEW INFORMATION OR OPINION THAT MIGHT HAVE INFLUENCED THEM. IF THEIR PREFERENCE CHANGED, THEY WERE ASKED TO WRITE DOWN THE REASON(S).*

THIS PROCEDURE WAS REPEATED FOR EACH TEST FEATURE UNTIL ALL ISSUES WERE COVERED.

* COMPARISON OF CONSUMERS' "AFTER" VERSUS "BEFORE" FEATURE RATINGS IS AN EFFECTIVE WAY TO IDENTIFY POTENTIAL OPPORTUNITIES FOR ADVERTISING (AND OTHER MARKETING) COMMUNICATIONS.

METHOD (CONT'D)

CAUTIONARY NOTE

THE USUAL CAUTIONS ASSOCIATED WITH FOCUS GROUP QUALITATIVE RESEARCH APPLY HERE -- NOT ONLY BECAUSE OF THE LIMITED NUMBER OF PERSONS INVOLVED, OR THE POSSIBILITY OF IDIOSYNCRATIC REACTIONS OF DOMINANT RESPONDENTS BEING PROMULGATED AS CONSENSUS, BUT ALSO BECAUSE OF THE TEMPTATION OF SOME RESPONDENTS TO EXPERTISE ON TECHNICAL, CREATIVE, AND PSYCHOLOGICAL MATTERS ON WHICH THEY HAVE LITTLE KNOWLEDGE AND NO TRAINING. THIS IS NOT TO DISPARAGE THE USEFULNESS OF THE RESEARCH METHOD; IT SERVES AN IMPORTANT DISCOVERY FUNCTION. TO BE USEFUL, HOWEVER, THESE RESULTS SHOULD BE REGARDED AS DIRECTIONAL, NOT DEFINITIVE, AND TEMPERED WITH PROFESSIONAL MARKETING AND BUSINESS JUDGMENT.

SUMMARY OF RESULTS

SUMMARY OF RESULTS

IN GENERAL, CONSUMERS APPEAR TO BE RATHER "CONSERVATIVE" IN THEIR PREFERENCES REGARDING BOLT ACTION CENTER FIRE RIFLE DESIGN AND FEATURIZATION.

- CLEAN, SMOOTH LINES ARE MORE OFTEN PREFERRED OVER FACETED, SCALLOPED, AND HAMMER-MARKED DESIGNS...

...MAINLY FOR FUNCTIONAL REASONS, SOMETIMES FOR AESTHETIC ONES

THE FACT THAT CONSUMER PREFERENCES ON MANY TEST ISSUES ARE DIVIDED (IN SOME INSTANCES NEARLY EQUALLY) SUGGESTS AN OPPORTUNITY FOR A SEGMENTED PRODUCT STRATEGY (AND ATTENDANT MARKETING COMMUNICATIONS) AIMED AT "CUSTOMIZING" CERTAIN ELEMENTS OF A GIVEN OFFERING IN MORE THAN ONE WAY.

SUMMARY OF RESULTS (CONT'D)

AS FOR THE PARTICULAR DESIGN/FEATURE ELEMENTS TESTED IN THIS RESEARCH...

1. WITH RESPECT TO STOCK CONFIGURATION, FUNCTIONAL CHARACTERISTICS (I.E., GRIP DESIGN AND RECOIL PAD) CARRY MORE WEIGHT THAN DOES APPEARANCE.
 - RESPONDENTS PREFER THE (WIDE) PISTOL GRIP AND (HIGHER/NARROWER) CHEEK PIECE OF MODEL Q, AND THE CUSHIONED BUTT PAD OF MODEL T.*
2. FOR PERCEIVED VALUE/COST SAVINGS, RESPONDENTS PREFER A RECEIVER WITH INTEGRAL SCOPE MOUNTS. FOR AESTHETIC REASONS, THE ROUND DESIGN IS PREFERRED OVER THE OCTAGONAL.
3. FOR (PERCEIVED) GREATER ACCURACY, MOST HUNTERS PREFER THE (HEAVIER) STANDARD BDL CONTOUR BARREL OVER THE TAPERED BARREL DESIGN. THE HAMMER-MARKED DESIGN IS CLEARLY REJECTED FOR FUNCTIONAL REASONS (I.E., REFLECTION).

* SEE FIRST TWO APPENDIX PAGES FOR GUN MODEL CODE DESIGNATIONS AND DESCRIPTIONS OF ALL TEST ELEMENTS.

SUMMARY OF RESULTS (CONT'D)

4. RESPONDENTS CLEARLY PREFER THE MAGAZINE BOX LOADING SYSTEM FOR CONVENIENCES (OF EASY LOADING AND UNLOADING) AND THE OPPORTUNITY TO CARRY AN EXTRA "CLIP."
5. MAINLY FOR FUNCTIONAL REASONS (I.E., PREVENTION OF ACCIDENTAL SNAGGING AND LIFTING OF THE BOLT), THE GREAT MAJORITY OF RESPONDENTS PREFER A RIFLE WITH A BOLT LOCK OVER ONE WITHOUT. OF THE TWO BOLT LOCK DESIGNS, MOST RESPONDENTS PREFER THE ONE WHICH LOCKS ON "SAFE" ONLY -- BOTH AS A DOUBLE-CHECK TO MAKE SURE THE GUN IS ON "SAFE" AND ALSO FOR ITS "SIMPLER" MECHANISM (I.E., ONE LESS THING TO GO WRONG).
 - NOTE, HOWEVER, THAT THERE IS A RELATIVELY LOW DEGREE OF RESPONDENT AWARENESS AND COGNITION (ESPECIALLY CONCERNING THE "RELEASE" MECHANISM) REGARDING BOLT LOCKS; THUS, SOME EDUCATION MAY BE DESIRABLE TO ENSURE CONSUMER FAMILIARITY AND COMFORT WITH THE BOLT LOCK.
6. FOR CONVENIENCE AND EASE OF ACCESS, THE BOLT LOCK RELEASE LOCATED ON THE BOLT PLUG (MODEL R) IS marginally preferred.
 - THE MAIN OBJECTION TO THE LOCATION OF MODEL M (SIDE OF RECEIVER) IS ITS PROXIMITY TO THE SAFETY -- MAKING IT DIFFICULT TO OPERATE, PARTICULARLY WITH GLOVES ON.

SUMMARY OF RESULTS (CONT'D)

7. FOR CONVENIENCE AND ACCESSIBILITY, MOST RESPONDENTS INITIALLY PREFER A BOLT RELEASE LOCATED ON THE SIDE OF THE RECEIVER (MODEL S).

- HOWEVER, THE EMERGENCE OF CERTAIN PRACTICAL ARGUMENTS IN FAVOR OF MODEL Q (STANDARD BDL) DURING THE DISCUSSION (E.G., DECREASED LIKELIHOOD OF ACCIDENTALLY POPPING THE BOLT OUT, COMBINED WITH INFREQUENT NEED TO REMOVE BOLT PURPOSEFULLY) CAUSES SEVERAL RESPONDENTS TO CHANGE THEIR PREFERENCE TO THE (LESS ACCESSIBLE) LOCATION OF MODEL Q (UNDERSIDE OF TRIGGER MECHANISM).

8. THERE IS A MARGINAL PREFERENCE FOR A FULLY ENCLOSED BOLT PLUG TO PREVENT DIRT AND MOISTURE FROM GETTING INTO THE GUN.

- HOWEVER, MANY RESPONDENTS WANT TO HAVE A COCKING INDICATOR FUNCTION, AS ON THE EXPOSED STYLE.

...THEY DID NOT NOTICE THE EXISTING COCKING INDICATORS ON THE ENCLOSED BOLT PLUGS ON THE SAMPLE GUNS.

9. MAINLY FOR AESTHETIC REASONS, RESPONDENTS PREFER THE PLAIN, ROUND, BDL STYLE (ENCLOSED) BOLT PLUG OVER THE SCALLOPED DESIGNS.

SUMMARY OF RESULTS (CONT'D)

10. FOR FUNCTIONAL REASONS (MOST NOTABLY "GRIP" AND "FEEL"), THE TWO KNURLED BOLT HANDLES (MODELS M AND T) ARE PREFERRED, WITH MODEL M (STANDARD BDL) ESPECIALLY FAVORED FOR ITS (LARGER) SIZE AND (OBLONG) SHAPE. MODEL S, WITH ITS SLICK, FACETED DESIGN AND SMALL SIZE IS STRONGLY DISLIKED BY THE GREAT MAJORITY.

11. RESPONDENTS CLEARLY PREFER THE STANDARD BDL SAFETY LOCATION (SIDE OF RECEIVER) OVER THE TANG MOUNTED SAFETY.

- FOR CONVENIENCE/ACCESSIBILITY.

- BECAUSE OF OBJECTIONS TO THE SLIDE SWITCH MECHANISM OF THE TANG SAFETY.

THE FINDINGS IN DETAIL

STOCK CONFIGURATION

OVERALL, AMONG THE GIVEN ARRAY, RESPONDENTS PREFER THE STANDARD BDL STOCK CONFIGURATION (MODEL Q). IT IS IMPORTANT TO UNDERSTAND, HOWEVER, THAT SOME SORT OF "COMPOSITE" MODEL IS CALLED FOR, DRAWN FROM FAVORED ASPECTS OF THE VARIOUS PROTOTYPES. THE (WIDE) PISTOL GRIP AND (HIGHER/NARROWER) CHEEK PIECE OF MODEL Q AND THE BUTT PAD OF MODEL T ARE THE MOST FREQUENTLY CITED FAVORABLE ELEMENTS

<u>STOCK CONFIGURATION*</u>	<u>NET SCORE**</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
Q STANDARD BDL	9.5	44%	44%
T MOUNTAIN RIFLE	6.0	25	25
S PROTOTYPE #1	(-5.0)	16	16
R PROTOTYPE #2	(-6.5)	15	15

FUNCTIONAL ASPECTS OF THE STOCK (MOST NOTABLY GRIP DESIGN AND BUTT PAD) APPEAR TO CARRY MORE WEIGHT THAN PURE AESTHETIC CHARACTERISTICS (I.E., MONTE CARLO DESIGN CONFIGURATION). WHILE LOOKS ARE IMPORTANT, RESPONDENTS ARE MORE CONCERNED WITH "FEEL."***

* EXPRESSED IN TERMS OF THE CODE LETTERS USED IN THE GROUP DISCUSSIONS FOR EASY IDENTIFICATION AND REFERENCE, AND ALSO THE CORRESPONDING "SHORTHAND" DESCRIPTIONS USED AT REMINGTON ARMS. THIS FORMAT IS USED FOR ALL TEST ISSUES THROUGHOUT THE REPORT.

** IN THIS AND THE FOLLOWING SECTIONS, THE "NET SCORE" IS CALCULATED BY SUBTRACTING THE NUMBER OF RESPONDENTS WHO (BEFORE DISCUSSION) RATED A PROTOTYPE "LIKED LEAST" FROM NUMBER OF RESPONDENTS WHO RATED IT "LIKED BEST." FRACTIONAL SCORES INDICATE SPLIT VOTES.

*** BEAR IN MIND THAT THE WOOD/WOODGRAIN ON THE PROTOTYPES WAS NOT BEING COMPARED; JUST THE CONFIGURATION.

STOCK CONFIGURATION (CONT'D)GRIP DESIGN

- MODEL Q, WITH ITS WIDE, CURVED PISTOL GRIP AND "BEAVER-TAILED" FORE-END IS PREFERRED BY MOST RESPONDENTS FOR COMFORT, GRIP, AND OVERALL "FEEL."

...THIS MODEL IS ESPECIALLY APPEALING TO HUNTERS WITH BIG HANDS

- SEVERAL RESPONDENTS PREFER THE SMALLER, NARROWER, "SWEEP BACK" PISTOL GRIP AND ROUNDED FORE-END OF MODEL T.

...IT IS PARTICULARLY APPEALING TO SMALL-HANDED SHOOTERS, ALTHOUGH A FEW SAY IT IS COMFORTABLE FOR BIG HANDS AS WELL

- SOME PREFER THE (VERY) SMALL PISTOL GRIP OF MODEL S.

...BUT SEVERAL OTHERS FEEL IT IS TOO SMALL

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"Q FIT ME BETTER. I GOT BIG HANDS. THERE WAS MORE MEAT IN THE PISTOL GRIP. I LIKE THE WIDER FORESTOCK...THAT FLAT BEAVER-TAILED FOREARM."

"I LIKE [MODEL] T. I DON'T HAVE VERY BIG HANDS AND IT'S EASIER FOR ME TO HOLD ONTO."

STOCK CONFIGURATION (CONT'D)BUTT PAD

- A BUTT PAD IS CLEARLY PREFERRED OVER NO BUTT PAD. MANY CHOSE MODEL T FOR THE RECOIL PAD.

* * *

"I LIKE THE RIFLES WITH THE BUILT-IN SHOCK PADS. IF YOU BUY A NEW RIFLE AND IT JUST HAS A BUTT PLATE ON IT, YOU'RE GOING TO CUT THAT SUCKER OFF AND PUT A SHOCK PAD ON IT."

"I LIKED T. I LIKED THE PAD ON THE BACK. THAT'S THE MAIN THING."

- HOWEVER, A FEW MEN NOTE THAT THEY COULD (AND WOULD) PUT ON THEIR OWN BUTT PAD ANYWAY, AND SO DISCOUNT THE ISSUE AS A STOCK CONFIGURATION SELECTION FACTOR.

CHEEK PIECE*

- ALMOST ALL RESPONDENTS PREFER A GUN WITH A CHEEK PIECE. THE HIGHER, NARROWER CHEEK PIECE DESIGN OF MODEL Q IS CITED MOST OFTEN FOR COMFORT (MODEL R IS PREFERRED IN PHOENIX), BUT THE CHEEK PIECES ON ALL THE PROTOTYPES ARE GENERALLY LIKED.

...ONLY A VERY SMALL NUMBER OF RESPONDENTS PREFER A STRAIGHT STOCK (NO CHEEK PIECE), CLAIMING IT ALLOWS THEM TO GET INTO SHOOTING POSITION "FASTER"

WHILE THE MONTE CARLO DESIGNS ARE WIDELY LIKED, RESPONDENTS ARE MUCH LESS "VOCAL" ABOUT FEATURES THEY PERCEIVE AS STRICTLY AESTHETIC. SOME SCATTERED INDIVIDUAL PREFERENCES MENTIONED INCLUDE THE WHITE LINE SPACERS, GOLD PIN, AND ABSENCE OF NOTCHES ON MODEL Q; AND THE "BLACK POINT" ON THE FORE-END TIP OF MODEL S.

* ALL FOUR PROTOTYPES HAVE CHEEK PIECES.

RECEIVER STYLE

-15-

OVERALL, RESPONDENTS PREFER A ROUND RECEIVER WITH INTEGRAL SCOPE MOUNTS (EVEN MORESO AFTER THE DISCUSSION). FOR PERCEIVED VALUE/COST-SAVINGS, AND TO A LESSER DEGREE FOR FUNCTIONAL REASONS, THE MAJORITY OF RESPONDENTS FAVOR A RECEIVER WITH INTEGRAL SCOPE MOUNTS OVER ONE WITHOUT. THOUGH OF LESS IMPORTANCE THAN THE INTEGRAL MOUNTS ISSUE, THE ROUND DESIGN, WITH ITS "CLEAN," "STREAMLINED" APPEARANCE IS CLEARLY PREFERRED OVER THE OCTAGONAL, FACETED STYLE.

<u>RECEIVER STYLE</u>	<u>NET SCORE</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
Q ROUND RECEIVER WITH INTEGRAL MOUNTS	14.5	35%	42%
T ROUND RECEIVER	(-4.0)	21	23
S OCTAGONAL RECEIVER WITH INTEGRAL MOUNTS	(-4.5)	20	17
R OCTAGONAL RECEIVER	(-6.0)	20	18
NO PREFERENCE		4	-

- THE INCLUSION OF INTEGRAL SCOPE MOUNTS ON A RIFLE IS CONSIDERED BY MANY TO BE A SIGNIFICANT (INHERENT) COST SAVINGS.*

...MOST ESTIMATE THE COST OF SCOPE MOUNTS TO RANGE BETWEEN \$60 AND \$80

- SOME MEN (IN DENVER) CITE FUNCTIONAL ADVANTAGES TO INTEGRAL SCOPE MOUNTS AS WELL.

...STURDIER, MORE "ACCURATE" FIT FOR THE SCOPE

...EASIER REMOVAL OF THE SCOPE FOR CLEANING THE BARREL (NO EPOXY)

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* THIS ARGUMENT WAS PARTICULARLY EFFECTIVE IN CONVINCING SOME RESPONDENTS (ESPECIALLY IN DENVER) TO CHANGE THEIR PREFERENCE.

RECEIVER STYLE (CONT'D)

"THE MOUNTS ARE DEFINITELY MORE IMPORTANT THAN THE SHAPE."

"THERE REALLY IS A COST FACTOR WITH THOSE MOUNTS. IT'S LIKE SAVING \$80."

"I HAVE STRONG FEELINGS ABOUT [INTEGRAL] MOUNTS. THEY'RE GREAT. [THE SCOPE] GOES ON RIGHT."

NEVERTHELESS, SEVERAL RESPONDENTS OBJECT TO THE INCLUSION OF INTEGRAL SCOPE MOUNTS:

"I PREFER BUYING MY OWN MOUNTS, DEPENDING ON THE SCOPE I HAVE."

"I LIKE STANDARD SCOPE TAPPING INSTEAD OF FACTORY SCOPE TAPPING. I CAN ADAPT MY OWN SCOPE BASES."

MOST RESPONDENTS PREFER THE ROUND STYLE RECEIVER (WITH OR WITHOUT MOUNTS) ON AESTHETIC GROUNDS...

- SOME ARE STRONGLY OPPOSED TO THE OCTAGONAL SHAPE (E.G., "LOOKS JAPANESE").
- A SMALL NUMBER OF RESPONDENTS FEEL THERE ARE FUNCTIONAL DISADVANTAGES TO THE OCTAGONAL STYLE.

...THE FLAT SURFACES MAY PRODUCE GLARE

...IT MAY BE DIFFICULT TO FIND MOUNTS TO FIT THE OCTAGONAL SHAPE (IF MOUNTS ARE NOT INCLUDED)

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RECEIVER STYLE (CONT'D)

"I PREFER THE CLEAN LINES OF THE ROUND SHAPE. IT'S A LITTLE NICER, A LITTLE MORE STREAMLINED."

"THAT SQUARE CUT IS TOO RADICAL. IT LOOKS LIKE A JAPANESE SOUVENIR."

"IT WOULD BE HARD TO FIND A SET OF SCOPE MOUNTS FOR THAT OCTAGONAL [MODEL R]. MOST PEOPLE USE WEAVER OR REDFIELD MOUNTS. UNLESS THEY COME OUT WITH A SCOPE FOR THIS THING, YOU'RE UP A CREEK."

NEVERTHELESS, A STRONG MINORITY (OVER ONE-THIRD) OF THE RESPONDENTS FEEL THAT THE OCTAGONAL SHAPED RECEIVER IS AESTHETICALLY MORE PLEASING...

...AND A SMALL NUMBER FEEL IT IS FUNCTIONALLY SUPERIOR (I.E., "STRONGER")

* * *

"I LIKE THE OCTAGONAL LOOK AS OPPOSED TO JUST THE SMOOTH ROUND LOOK."

"THE OCTAGONAL LOOKED MORE MODERN AND A LITTLE STRONGER TO ME."

BARREL STYLE

THE (HEAVIER) STANDARD CONTOUR BARREL (MODEL Q) IS PREFERRED OVER THE (LIGHTER) MOUNTAIN RIFLE BARRELS ON FUNCTIONAL GROUNDS. MOST RESPONDENTS ARE WILLING TO GIVE UP THE LIGHTER WEIGHT OF THE MOUNTAIN RIFLE STYLE FOR THE (PERCEIVED) GREATER ACCURACY OF THE HEAVIER BARREL.... THE HAMMER MARKED DESIGN (MODEL S) IS ALMOST UNANIMOUSLY REJECTED FOR FUNCTIONAL (I.E., REFLECTION) AS WELL AS AESTHETIC REASONS.

<u>BARREL STYLE</u>	<u>NET SCORE</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION- (56)</u>
Q STANDARD CONTOUR	15.0	56%	57%
T MOUNTAIN RIFLE CONTOUR	11.0	30	32
S MOUNTAIN RIFLE/HAMMER MARKED	(-25.0)	14	11

- MANY RESPONDENTS PERCEIVE A FUNCTIONAL ADVANTAGE TO A HEAVIER BARREL: IT DOES NOT HEAT UP AS QUICKLY AS A THIN BARREL, RESULTING IN A MORE ACCURATE SHOT.

...ESPECIALLY IMPORTANT FOR TARGET SHOOTING

...AND OFFSETTING THE WEIGHT DISADVANTAGE FOR HUNTING

- SOME SAY THAT THE HEAVIER BARREL PRODUCES LESS RECOIL.

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BARREL STYLE (CONT'D)

"I'M FANATIC ON A LITTLE BIT HEAVIER BARREL. THOSE THINNER BARRELS HEAT UP AND IT GIVES THE BULLET 'BARREL WHIP' AS IT'S COMING OUT THE END. YOU'RE GOING TO HAVE LESS DISTORTION WITH THAT HEAVIER BARREL."

"FOR THE TARGET RANGE, I WANT THAT BIGGER BARREL. WHEN THAT [THIN BARREL] HEATS UP, IT'S GOING TO WOBBLE."

"AS FAR AS ACCURACY, I FEEL BETTER WITH A HEAVIER BARREL. AND THERE ISN'T THAT MUCH WEIGHT DIFFERENCE. WHAT THE HECK IS TWO OR THREE OUNCES OFF THAT BARREL FOR CARRYING ANYWAY?"

"ANOTHER THING IS RECOIL. THE MORE MASSIVE BARREL IS GONNA HAVE LESS OF A KICK. SHOOTING MY LITTLE 308 WITH A LIGHT BARREL JUST ABOUT KNOCKS MY SHOULDER RIGHT OFF."

STILL, QUITE A FEW RESPONDENTS (MORE THAN TWO OUT OF FIVE) PREFER THE LIGHTER WEIGHT OF THE TAPERED BARREL; FOR THEM, ANY EXTRA WEIGHT MAKES A DIFFERENCE:

"I LIKE [MODEL] T THE BEST BECAUSE ITS THE LIGHTEST RIFLE. AND WHEN I START WALKING UP THERE IN THOSE DAMN MOUNTAINS, I DON'T WANT TO CARRY ANY MORE THAN I HAVE TO."

"I PICKED [MODEL] T FOR THE WEIGHT. IF YOU DEER HUNT WITH A BOLT ACTION RIFLE, YOU WALK A LOT. THAT THICKER BARREL GETS PRETTY HEAVY BY LUNCHTIME."

BARREL STYLE (CONT'D)

ALMOST ALL RESPONDENTS REJECT MODEL S ON FUNCTIONAL
GROUNDS...

- ITS HAMMER-MARKED DESIGN IS LIKELY TO REFLECT
LIGHT, GIVING AWAY THE HUNTER'S POSITION.
- A SMALL NUMBER OF RESPONDENTS FEEL THAT THE
HAMMER MARKINGS MAY COLLECT WATER, AND RUSTING
MAY OCCUR.

* * *

"THAT [HAMMER MARKED] WOULD BE A
TREMENDOUS DISADVANTAGE BECAUSE OF THE
REFLECTION FACTOR. WHEN YOU GET OUT
THERE IT'S ALMOST LIKE A PRISM."

"THAT HAMMERED FINISH COULD SHINE LIKE A
JEWEL. THAT'S ONE OF THE REAL GIVEAWAYS
WHEN YOU'RE OUT HUNTING."

"ON THAT HAMMER MARKED [ONE], YOU GOT
AREAS THAT ARE GOING TO DRAW MOISTURE."

- IN ADDITION, SEVERAL OBJECT TO THE HAMMER
MARKINGS FOR AESTHETIC REASONS.

...AND (PERCEIVED) LACK OF FUNCTIONAL
NECESSITY

BARREL STYLE (CONT'D)

"I DON'T LIKE THE LOOKS OF [MODEL] S. I
LIKE NICE, CLEAN LINES."

"IT'S INTENDED TO BE MORE ATTRACTIVE. I
DON'T LIKE IT BECAUSE IT'S THERE PURELY
FOR APPEARANCE AND I WANT MY RIFLE TO BE
FUNCTIONAL."

NEVERTHELESS, THERE IS SOME MINORITY PREFERENCE FOR THE HAMMER
MARKINGS ON EITHER AESTHETIC OR FUNCTIONAL GROUNDS:

- SEVERAL FEEL THAT IT IS AESTHETICALLY PLEASING
(BUT REJECT IT FOR FUNCTIONAL REASONS).
- A SMALL NUMBER FEEL THAT THE HAMMERING MAKES THE
BARREL STRONGER.

* * *

"I LIKED THE HAMMERED APPEARANCE OF
[MODEL] S. IT LOOKS RICHER AND IT'S
DIFFERENT. BUT I ALSO HAD MISGIVINGS
THAT IT MIGHT TURN OUT TO BE THE
GREATEST REFLECTOR EVER MADE."

"THAT HAMMERED IS SUPPOSEDLY STRONGER
BECAUSE IT'S BEEN WORK HARDENED."

FLOOR PLATE/MAGAZINE STYLE

RESPONDENTS PREFER THE MAGAZINE BOX (MODEL R) OVER THE STANDARD HINGED FLOOR PLATE (MODEL T) LOADING SYSTEM BY ALMOST A THREE TO ONE MARGIN. CONVENIENCE -- EASE OF LOADING AND UNLOADING AND THE OPPORTUNITY TO CARRY AN EXTRA CLIP -- ARE CITED AS THEIR MAIN REASONS FOR PREFERENCE.

<u>FLOOR PLATE/MAGAZINE STYLE</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
R MAGAZINE BOX	71%	73%
T FLOOR PLATE	25	25
NO PREFERENCE	4	2

- MOST RESPONDENTS FEEL THAT THE MAGAZINE BOX IS QUICKER, EASIER, AND "NEATER" TO LOAD AND UNLOAD THAN THE STANDARD FLOOR PLATE.

...SHELLS DO NOT EJECT ONTO THE
GROUND OR INTO THE SNOW

...ELIMINATES THE NEED TO CARRY
LOOSE SHELLS IN POCKETS

- SEVERAL LIKE THE IDEA THAT THEY CAN CARRY AN EXTRA CLIP.

...ESPECIALLY FOR TARGET SHOOTING

- SOME ALSO FEEL THAT THE MAGAZINE BOX IS SAFER BECAUSE IT CAN BE QUICKLY AND EASILY UNLOADED

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FLOOR PLATE/MAGAZINE STYLE (CONT'D)

"THE CLIP IS A LOT FASTER AND A LOT MORE CONVENIENT. YOU DON'T HAVE TO PUT THE SHELLS IN ONE AT A TIME, JUST POP THE CLIP IN."

"WHEN YOU EJECT THOSE TOPLOADERS THOSE SHELLS GO SAILING, WITH THE MAGAZINE, IT'S ALL CONTAINED."

"I DON'T LIKE THE LOOSE SHELLS IN MY POCKET. THEY GET BENT, DEFORMED. THEY RATTLE AND MAKE NOISE."

"THE REASON YOU HAVE A CLIP IS FOR THE EXTRA ONE. I CARRY ONE OR TWO EXTRA CLIPS."

"YOU TAKE THE CARTRIDGE OUT AND YOU KNOW IT'S UNLOADED."

NEVERTHELESS, SOME SPECIFIC PROBLEMS ARE CITED...

- SEVERAL FEEL THAT THE CLIP COULD EITHER BE MISPLACED OR "LEFT BEHIND."
- SEVERAL DO NOT LIKE THE APPEARANCE OF THE MAGAZINE BOX.
- SOME FEEL THAT THE STANDARD FLOOR PLATE IS QUICKER TO UNLOAD.
- THERE IS SOME CONCERN THAT THE CLIP COULD FALL OUT AND DIRT COULD GET IN.

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FLOOR PLATE/MAGAZIEN STYLE (CONT'D)

"IF YOU'RE A SERIOUS HUNTER LIKE I AM, YOU DON'T WANT TO TAKE A CHANCE ON LEAVING THAT MAGAZINE BEHIND. IN MY YEARS OF HUNTING, I'VE HEARD TOO MANY GUYS SAY 'WHERE'S MY MAGAZINE AT?'"

"GENERALLY SPEAKING, CLIPS JUST AREN'T ATTRACTIVE TO LOOK AT."

"YOU CAN TAKE THE SHELLS OUT A LOT FASTER BY JUST OPENING THE THING AND LETTING THEM DROP OUT."

"THE MAGAZINE COULD DROP OUT. THE OTHER WAY IT'S ALL ENCLOSED."

ALTHOUGH FREQUENCY OF HUNTING DOES NOT APPEAR TO BE A DISCRIMINATING FACTOR ON THIS ISSUE, OLDER RESPONDENTS ARE SLIGHTLY MORE APT TO PREFER THE STANDARD FLOOR PLATE FOR "HABITUAL" AND "TRADITIONAL" REASONS.

PRESENCE AND TYPE OF BOLT LOCK

FOR BOTH FUNCTIONAL AND SAFETY REASONS, THE GREAT MAJORITY OF RESPONDENTS (EXCLUDING PHOENIX) PREFER A RIFLE WITH A BOLT LOCK TO ONE WITHOUT.*

	LIKED BEST BEFORE <u>DISCUSSION</u> (56)	LIKED BEST AFTER <u>DISCUSSION</u> (56)
<u>PRESENCE OF BOLT LOCK</u>		
PREFER A BOLT LOCK	72%	79%
PREFER NO BOLT LOCK AT ALL	28	21

RESPONDENTS CITE SEVERAL ADVANTAGES TO HAVING A BOLT LOCK:

- IT PREVENTS ACCIDENTAL SNAGGING ON A TWIG AND LIFTING OF THE BOLT, UNBEKNOWNST TO THE HUNTER, THUS POSSIBLY RESULTING IN A MISSED OPPORTUNITY.
- IT PREVENTS THE BOLT FROM OPENING AND DIRT FROM GETTING INTO THE MECHANISM IN THE EVENT OF A FALL.
- SOME ALSO SEE IT AS A SAFETY FEATURE (I.E., KIDS CANNOT OPEN THE BOLT AND LOAD THE GUN).

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* IT SHOULD BE NOTED THAT THERE IS A RELATIVELY LOW LEVEL OF CONSUMER AWARENESS AND COGNITION REGARDING BOLT LOCKS. IN THE GROUPS A CERTAIN AMOUNT OF (COMPRESSED) "EDUCATION" WAS REQUIRED BEFORE THE TEST ISSUES COULD BE MEANINGFULLY DISCUSSED.

PRESENCE AND TYPE OF BOLT LOCK (CONT'D)

"WITHOUT THE BOLT LOCK, IF YOU'RE CLIMBING ON ROCK OR THROUGH BRUSH AND YOUR BOLT GETS INADVERTENTLY KNOCKED PARTIALLY UP, YOU CAN'T FIRE THAT WEAPON."

"I GO DEER HUNTING BEFORE THE SUN COMES UP AND I ROUTINELY TAKE TUMBLES. I FALL DOWN A HILLSIDE AND WIND UP AT THE BOTTOM WITH MY BOLT HANGING OPEN, AND YOU GET A BUNCH OF CRAP IN THERE."

"IF A YOUNGSTER IS FOOLING WITH A GUN THAT HAS THE BOLT LOCKED IN BOTH POSITIONS, CHANCES ARE HE WON'T KNOW HOW TO LOAD IT, SO IT'S SAFE."

ON THE OTHER HAND, MANY RESPONDENTS (IN PHOENIX*) PREFER NO BOLT LOCK AT ALL.

- SEVERAL SIMPLY ARE NOT AWARE OF THE ISSUE AND SEE NO NEED FOR A BOLT LOCK (WHATEVER IT IS).
- SOME FEEL IT IS "JUST ANOTHER GIMMICK" OR "GADGET TO GO WRONG."
- A SMALL NUMBER OF RESPONDENTS FEEL THAT HAVING TO PRESS A RELEASE BUTTON TO OPEN THE BOLT SLOWS DOWN THE LOADING PROCESS AND "SAVES THE DEER."

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"I REALLY DON'T SEE THE PURPOSE OF A BOLT LOCK AT ALL."

"THIS [BOLT LOCK] IS JUST ANOTHER GADGET TO GO WRONG."

* TO SOME EXTENT THIS CAN BE ATTRIBUTED TO THE LACK OF EXPLANATION GIVEN IN THE PHOENIX GROUPS FOR THE RATIONALE AND OPERATION OF THE BOLT LOCK MECHANISM.

PRESENCE AND TYPE OF BOLT LOCK (CONT'D)

-27-

OF THE TWO BOLT LOCK DESIGNS, MOST RESPONDENTS PREFER THE BOLT LOCK THAT LOCKS ON "SAFE" ONLY.

<u>TYPE OF BOLT LOCK</u>	<u>LIKED BEST BEFORE DISCUSSION</u>	<u>LIKED BEST AFTER DISCUSSION</u>
	<u>(40)*</u>	<u>(44)*</u>
M LOCKS ON "SAFE" ONLY	63%	61%
R LOCKS ON BOTH "SAFE" AND "FIRE"	37	39

THEY FEEL THAT THE BOLT LOCK THAT LOCKS ON THE "SAFE" POSITION ONLY IS FUNCTIONALLY SUPERIOR, IN THAT:

- MANY WOULD USE IT AS A "DOUBLE CHECK" TO MAKE SURE THE GUN IS ON "SAFE."
- SEVERAL FEEL THAT LOCKING THE BOLT IN THE "FIRE" POSITION IS UNNECESSARY (THE GUN SHOULD BE STATIONARY WHEN IN THE "FIRE" POSITION).
- THE SYSTEM THAT LOCKS ON BOTH "SAFE" AND "FIRE" IS PERCEIVED BY SOME TO BE MORE LIKELY TO HAVE MECHANICAL TROUBLE THAN A BOLT LOCK THAT LOCKS IN ONE POSITION.

..."JUST ANOTHER THING TO GO WRONG."

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"AS LONG AS THAT BOLT IS DOWN AND LOCKED, THEN I KNOW MY SAFETY IS ON."

"I'M GENERALLY NOT CRAWLING THROUGH THE BRUSH WITH THE SAFETY ON FIRE. WHEN I'VE GOT IT IN THE FIRE POSITION, I'M READY TO FIRE."

"A BOLT LOCK IN THE FIRE POSITION IS JUST ANOTHER THING TO GO WRONG. I'D RATHER HAVE IT SIMPLE."

* BASED ON RESPONDENTS WHO PREFER A BOLT LOCK.

PRESENCE AND TYPE OF BOLT LOCK (CONT'D)

STILL, SEVERAL RESPONDENTS (PARTICULARLY IN HOUSTON) PREFER THE BOLT LOCK THAT LOCKS IN BOTH POSITIONS, MAINLY FOR SAFETY REASONS:

"THE SAFER THEY ARE, THE BETTER...I HAVE A SON. AND IT DOESN'T SEEM LIKE IT'S GOING TO DETER FROM USING THE GUN."

IT IS IMPORTANT TO NOTE THAT CONSUMER COGNITION OF THE BOLT LOCK RELEASE MECHANISM IS PARTICULARLY WEAK. AS THE FOLLOWING VERBATIMS ILLUSTRATE, MANY RESPONDENTS DO NOT PICK UP ON THE FACT THAT THE BOLT CAN EASILY BE OPENED AT WILL:

"I DON'T WANT THE LOCK. BECAUSE THEN YOU CAN HAVE THE SAFETY ON AND STILL BE ABLE TO GET THE ROUND OUT."

"I DON'T WANT IT LOCKED IN BOTH POSITIONS. BECAUSE THEN YOU CAN'T GET THE ROUND OUT OF THE CHAMBER."

"IF THE BOLT IS LOCKED IN BOTH POSITIONS AND YOU ASSUME THE GUN IS UNLOADED, THE TENDENCY IS TO SQUEEZE THE TRIGGER TO OPEN THAT BOLT."

CONSUMER EDUCATION IS REQUIRED IN THIS AREA. CONSUMERS NEED TO BE MADE AWARE OF THE FACT THAT THE BOLT LOCK CAN BE RELEASED AT ANY TIME, WITHOUT ADJUSTING THE POSITION OF THE SAFETY OR SQUEEZING THE TRIGGER.

PRESENCE AND TYPE OF BOLT LOCKLOCATION OF BOLT LOCK RELEASE

A BOLT LOCK RELEASE LOCATED RIGHT ON THE BOLT PLUG (MODEL R) IS PREFERRED OVER A RELEASE LOCATED ON THE SIDE OF THE RECEIVER (MODEL M). RESPONDENTS PREFER THE SHROUD LOCATION FOR CONVENIENCE AND EASE OF ACCESS.

<u>LOCATION OF BOLT LOCK RELEASE</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
R BOLT PLUG	55%	54%
M SIDE OF RECEIVER	43	44
NO PREFERENCE	2	2

- THE MAIN OBJECTION TO MODEL M IS ITS PROXIMITY TO THE SAFETY...

...MAKING IT ESPECIALLY DIFFICULT TO OPERATE WITH GLOVES ON

- SOME SAY THAT THE LOCATION OF MODEL R IS EASIER TO REACH WITH THE SIDE OF THE THUMB.

...BUTTON CAN BE PRESSED AND BOLT LIFTED IN ONE MOTION

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PRESENCE AND TYPE OF BOLT LOCK

LOCATION OF BOLT LOCK RELEASE (CONT'D)

"I CHOSE R BECAUSE M IS TOO CLOSE TO THE SAFETY. THERE'S TOO MANY BUTTONS TOO CLOSE TOGETHER."

"YOU WON'T BE ABLE TO REACH THE BUTTON ON M WITH GLOVES ON. IT'S TOO CLOSE TO THE SAFETY."

"I PICKED R BECAUSE I COULD DO IT IN ONE MOTION -- PUSH THE BUTTON AND PULL THE BOLT UP AT THE SAME TIME. IT'S MORE CONVENIENT."

NEVERTHELESS, SOME RESPONDENTS PREFER THE LOCATION OF MODEL M FOR READY ACCESSIBILITY...

"I LIKED M BECAUSE ITS EASIER TO OPERATE. YOU HAVE YOUR HAND RIGHT THERE."

"I LIKED M BECAUSE I COULD REACH IT WITH MY THUMB."

LOCATION OF BOLT RELEASE

BEFORE DISCUSSION, A BOLT RELEASE LOCATED ON THE SIDE OF THE RECEIVER (MODEL S) IS CLEARLY PREFERRED BY RESPONDENTS (EXCLUDING DENVER) ON THE BASIS OF CONVENIENCE AND ACCESSIBILITY. HOWEVER, THE EMERGENCE OF CERTAIN ARGUMENTS IN FAVOR OF THE STANDARD BDL LOCATION (MODEL Q) DURING THE DISCUSSION (I.E., DECREASED LIKELIHOOD OF ACCIDENTALLY POPPING THE BOLT OUT) CAUSES SEVERAL RESPONDENTS (IN DENVER AND HOUSTON) WHO INITIALLY PREFERRED MODEL S TO SWITCH.

	LIKED BEST BEFORE <u>DISCUSSION</u> (56)	LIKED BEST AFTER <u>DISCUSSION</u> (56)
<u>BOLT RELEASE LOCATION</u>		
S SIDE OF RECEIVER	66%	59%
Q STANDARD BDL (UNDERSIDE OF TRIGGER MECHANISM)	34	41

- MOST RESPONDENTS FEEL THAT THE BOLT RELEASE ON MODEL S IS FAR MORE ACCESSIBLE THAN THE RELEASE ON MODEL Q.

...RELEASE ON MODEL Q ESPECIALLY
DIFFICULT TO OPERATE WITH GLOVES ON

...PRESENCE OF OTHER MECHANISMS IN
THE SAME AREA COMPOUND THE PROBLEM

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LOCATION OF BOLT RELEASE (CONT'D)

"Q IS HARD TO GET TO WITH A PAIR OF GLOVES ON. YOU ALMOST HAVE TO TURN THE GUN OVER TO GET TO IT."

"I DIDN'T LIKE THE LOCATION OF Q DOWN BY THE TRIGGER. THERE'S TOO MUCH DOWN THERE -- THE TRIGGER, THE BOLT RELEASE, THE MAGAZINE RELEASE --ALL IN THE SAME AREA."

"WITH Q, YOU NEED BOTH HANDS TO GET THAT FRIGGIN' BOLT OFF."

- IT IS IMPORTANT TO NOTE HOWEVER, THAT MANY RESPONDENTS OBJECT TO THE BOLT RELEASE DESIGN OF MODEL S.

...IT PROTRUDES TOO HIGH AND IS TOO SHARP, CREATING A POTENTIAL FOR SNAGGING ON CLOTHING AND THE GUN CASE

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"S STICKS UP A LITTLE BIT TOO HIGH AND IT HAS TOO SHARP AN EDGE ON IT. YOU COULD HOOK THAT ON A GUN CASE AND RIP IT."

"I DON'T LIKE THE STYLE OF S BUT I LIKE THE LOCATION."

LOCATION OF BOLT RELEASE (CONT'D)

-33-

DESPITE THE OVERALL PREFERENCE FOR THE LOCATION OF THE BOLT RELEASE ON MODEL S, A STRONG CASE IS MADE (IN DENVER AND HOUSTON) FOR MODEL Q.

- MANY RESPONDENTS POINT OUT THAT IT IS RARE TO REMOVE THE BOLT WHILE HUNTING.

...BOLT USUALLY ONLY REMOVED FOR
CLEANING*

- SEVERAL AGREE THAT A BOLT RELEASE LOCATED ON THE SIDE OF THE RECEIVER IS MORE LIKELY TO RESULT IN THE "ACCIDENTAL POPPING OF THE BOLT."*
- A SMALL NUMBER OF RESPONDENTS FEEL THAT THE OPENING IN THE MECHANISM ON MODEL S WILL ALLOW DIRT AND MOISTURE TO GET IN.

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"I DON'T KNOW WHY I'D EVER WANT TO TAKE IT OUT WHILE I'M HUNTING. THE ONLY TIME I TAKE THE BOLT OUT IS TO CLEAN THE GUN."

"I MARKED S BECAUSE IT'S MORE CONVENIENT. BUT WHEN YOU STOP TO THINK ABOUT IT, THE ONLY TIME YOU'RE GOING TO TAKE THE BOLT OUT IS WHEN YOU'RE CLEANING."

"I LIKE IT BURIED UNDERNEATH THE TRIGGER. YOU'RE NOT GONNA HIT IT WITH YOUR FINGER UNLESS YOU DO IT INTENTIONALLY. IT'S A MORE DELIBERATE ACTION."

"I PICKED Q FOR TWO REASONS. FIRST TO PREVENT MOISTURE AND DIRT FROM GETTING IN; AND SECOND BECAUSE WITH Q YOU'D BE LESS LIKELY TO ACCIDENTALLY DROP THE BOLT OUT."

"I TOOK S FOR THE CONVENIENCE. BUT THE POINT ABOUT DROPPING THE BOLT OUT INTO THE MUD WOULD CHANGE MY MIND."

* THIS ARGUMENT WAS PARTICULARLY EFFECTIVE IN CONVINCING RESPONDENTS TO CHANGE THEIR PREFERENCE.

BOLT PLUG DESIGN: ENCLOSED VS. EXPOSED

FOR FUNCTIONAL SAFETY, AND ALSO (BUT TO A MUCH LESSER EXTENT) FOR AESTHETIC REASONS, THERE IS A SLIGHT PREFERENCE OVERALL FOR A FULLY ENCLOSED BOLT PLUG. WHILE THE MAJORITY OF RESPONDENTS AGREE THAT THE ENCLOSED PLUG WOULD PROTECT THE GUN BY PREVENTING DIRT AND MOISTURE FROM GETTING IN, MANY OTHERS ARE INSISTENT ON MAINTAINING THE "COCKING INDICATOR" FUNCTION OF THE EXPOSED BOLT PLUG.

	LIKED BEST BEFORE DISCUSSION (56)	LIKED BEST AFTER DISCUSSION (56)
<u>BOLT PLUG DESIGN</u>		
ENCLOSED	54%	59%
EXPOSED	46	41

RESPONDENTS AGREE THAT THE MAIN ADVANTAGE OF THE ENCLOSED BOLT PLUG IS THE PROTECTION OF THE GUN FROM "THE ELEMENTS":

"I LIKE THE ENCLOSED BECAUSE IT'S ONE LESS OPENING FOR DIRT OR ANYTHING TO GET INTO."

"[THE ENCLOSED WOULD] KEEP OUT DUST AND SAND. YOU WOULD HAVE A CLEANER OPERATING GUN."

BOLT PLUG DESIGN: ENCLOSED VS. EXPOSED (CONT'D)

SEVERAL MEN FEEL THERE ARE SAFETY ADVANTAGES AS WELL:

- SOME RESPONDENTS (IN PHOENIX) POINT OUT A GAS "FLASHBACK" PROBLEM WITH AN EXPOSED BOLT PLUG THAT IS POTENTIALLY HAZARDOUS TO THE SHOOTER.*
- A SMALL NUMBER OF RESPONDENTS SAY THAT AN ENCLOSED BOLT PLUG WILL PROTECT THE FIRING PIN IN A FALL AND PREVENT THE GUN FROM ACCIDENTALLY FIRING.

"FOR SAFETY IT HAS TO BE ENCLOSED. YOU'LL FIND GASSES LOOKING FOR ANY WAY TO GET OUT OF THAT CHAMBER. THE EXPOSED HAS TO LET IT OUT. IT COMES BACK IN YOUR FACE. THAT'S WHY THEY RECOMMEND SHOOTING GLASSES."

"I WENT WITH ENCLOSED FOR SAFETY REASONS. FALLING OR HITTING A ROCK, YOU HAVE A CHANCE OF THAT PIN FIRING."

ALTHOUGH APPEARANCE IS CONSIDERED TO BE A MINOR POINT IN THE SELECTION OF THIS FEATURE (ONLY ONE RESPONDENT CHOOSES THE ENCLOSED BOLT PLUG MAINLY FOR AESTHETIC REASONS), SOME CONSIDER THE "SLEEKER LOOK" OF THE ENCLOSED STYLE AN "EXTRA" ADVANTAGE.

OF THE RESPONDENTS WHO PREFER AN EXPOSED BOLT PLUG, ALMOST ALL CHOOSE IT FOR SAFETY REASONS -- I.E., AS A VISUAL CHECK TO SEE IF THE GUN IS COCKED:

* THIS ARGUMENT WAS PARTICULARLY EFFECTIVE IN CONVINCING SOME RESPONDENTS (IN PHOENIX) TO CHANGE THEIR PREFERENCE.

BOLT PLUG DESIGN: ENCLOSED VS. EXPOSED (CONT'D)

"THE EXPOSED IS JUST ANOTHER VISUAL CHECK TO SEE WHETHER IT'S COCKED OR NOT."

"I WANT TO KNOW IF IT'S COCKED. I FEEL MORE COMFORTABLE IF I CAN SEE WHAT'S GOING ON."

"I'M FANATIC ON SEEING THE COCK INDICATOR."

- OTHER REASONS GIVEN (BY A SMALL MINORITY OF RESPONDENTS) FOR SELECTING THE EXPOSED BOLT PLUG CAN BE DESCRIBED AS HABIT/TRADITION DRIVEN; E.G., "IT'S WHAT I HAVE NOW" OR "I'M FROM THE OLD SCHOOL."

...IN ADDITION, SOME RESPONDENTS DO NOT FEEL THAT DIRT OR MOISTURE GETTING INTO THE GUN (THROUGH THE EXPOSED OPENING) IS A PROBLEM

ALTHOUGH NOT DIRECTLY SUGGESTED BY RESPONDENTS, IT CAN BE REASONED THAT THE PLACEMENT OF A HIGHLY VISIBLE COCKING INDICATOR WITH AN ENCLOSED BOLT PLUG WOULD OFFER THE ADVANTAGES OF BOTH STYLES WITHOUT THE DISADVANTAGES.

- IT IS IMPORTANT TO NOTE, HOWEVER, THAT ALL THREE PROTOTYPES WITH ENCLOSED BOLT PLUGS HAVE COCKING INDICATORS, AND NOT A SINGLE RESPONDENT NOTICED. THIS SUGGESTS THAT THE INDICATOR SHOULD BE MADE MORE VISIBLE.*

...BEAR IN MIND, HOWEVER, THAT A MORE VISIBLE COCKING INDICATOR THAT RESULTS IN A WIDER OPENING COULD DEFEAT THE MAIN PURPOSE OF THE ENCLOSED BOLT PLUG (I.E., KEEPING OUT DIRT AND MOISTURE).

* OR THAT, THROUGH COMMUNICATION (E.G., LITERATURE, SALESMEN, WORD OF MOUTH, ETC.), CONSUMERS SHOULD BE MADE MORE AWARE OF THE COCKING INDICATOR.

BOLT PLUG DESIGN: ENCLOSED VS. EXPOSED

-37-

ENCLOSED BOLT PLUG STYLE

MODEL M, WITH ITS PLAIN ROUND DESIGN AND SMOOTH, CLEAN LINES, IS THE CLEAR FAVORITE OVERALL. DENVER HAS A STRONG PREFERENCE FOR IT (94%) WHEREAS PHOENIX PREFERS IT ONLY marginally (40%) OVER THE SCALLOPED STYLES.

	<u>NET SCORE</u>	<u>LIKED BEST BEFORE DISCUSSION</u> (56)	<u>LIKED BEST AFTER DISCUSSION</u> (56)
<u>ENCLOSED BOLT PLUG STYLE</u>			
M BDL STYLE	22.0	64%	66%
R SHORT SCALLOPS	(-9.0)	13	13
S LONG SCALLOPS	(-12.0)	23	21

WHILE MOST RESPONDENTS VIEW THE DIFFERENCES AMONG THE THREE DESIGNS AS STRICTLY AESTHETIC, SOME FUNCTIONAL DISTINCTIONS ARE NOTED AS WELL:

- A SHORT(ER) BOLT PLUG IS PREFERRED FOR COMFORT/SAFETY REASONS.

...MODEL R IS PARTICULARLY STRONG ON THIS DIMENSION; MODEL S IS PARTICULARLY WEAK

- THERE IS SOME SMALL MINORITY CONCERN ABOUT A "REFLECTION PROBLEM" WITH THE SCALLOPED DESIGNS

...MODEL S (WITH ITS LARGER SURFACE AREA) IS PARTICULARLY SUBJECT TO THIS CRITICISM

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"YOU DON'T WANT TO BE HITTING YOURSELF IN THE CHEEK. ENCLOSED OR NOT, YOU'RE GONNA WANT IT SHORTER."

"THE SIZE IS IMPORTANT BUT NOT THE SHAPE. I PICKED R BECAUSE IT'S A LITTLE SHORTER."

"THE BLUEING WILL WEAR OFF ON [MODEL] S AND YOU'LL END UP WITH BRIGHT SHINY EDGES ON IT. ANY FLAT SURFACE IS GONNA GIVE YOU MORE GLARE."

BOLT HANDLE STYLE

FUNCTIONAL DIFFERENCES, MOST NOTABLY "GRIP" AND "FEEL," PLAY A MORE IMPORTANT ROLE THAN AESTHETICS IN THE SELECTION OF THE BOLT HANDLE. THE TWO KNURLED MODELS (M AND T) SCORE SIGNIFICANTLY HIGHER THAN THE OTHERS, WITH MODEL M IN PARTICULAR WIDELY PREFERRED FOR ITS LARGER SIZE AND OBLONG SHAPE (CONTRIBUTING TO ITS OVERALL COMFORTABLE OPERATING "FEEL"). MODEL S, WITH ITS SLICK MULTI-FACETED DESIGN AND (TOO) SMALL SIZE IS WIDELY REJECTED.

<u>BOLT HANDLE STYLE</u>	<u>NET SCORE</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
M STANDARD BDL (KNURLED)	27.5	52%	44%
T TEARDROP (KNURLED)	16.5	29	29
Q STANDARD ADL	(-2.5)	8	17
R OVAL POLISHED	(-2.5)	6	6
S FACETED	(-35.0)	5	4

- MOST RESPONDENTS CONSIDER A KNURLED SURFACE EASIER TO GRIP, ESPECIALLY IN WET WEATHER
- SOME SAY THAT THE LARGER SIZE AND OBLONG SHAPE OF MODEL M GIVES IT A BETTER "FEEL."

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"IF YOU'RE GLOVES ARE ICED UP OR WET, YOU NEED A FRICTION SURFACE TO GRAB ONTO."

"I LIKE M BECAUSE THE KNOB IS KNURLED, IT'S EASIER TO GRIP. IT FITS IN MY HAND BETTER BECAUSE IT'S AN TOUCH LARGER AND IT'S OBLONG."

BOLT HANDLE STYLE (CONT'D)

-39-

NEVERTHELESS, A SMALL NUMBER OF RESPONDENTS OBJECT TO ANY KIND OF KNURLING.

- SOME PREFER THE "FEEL OF A SMOOTH BOLT HANDLE."
- OTHERS PERCEIVE A FUNCTIONAL DISADVANTAGE TO KNURLING:

... "THE KNURLED ONES TEND TO COLLECT WATER AND RUST."*

FOR FUNCTIONAL AND (TO A LESSER DEGREE) AESTHETIC REASONS, RESPONDENTS CLEARLY REJECT THE FACETED BOLT HANDLE (MODEL S).

- MOST FEEL THAT THE FINISH ON MODEL S IS TOO SLICK AND WOULD BE VERY DIFFICULT TO GRIP, ESPECIALLY IN WET WEATHER OR WITH SWEATY HANDS.
- MANY RESPONDENTS DISLIKE THE "FEEL" OF THE FACETED SURFACE.
- SEVERAL FEEL THAT MODEL S IS TOO SMALL AND IS THEREFORE UNCOMFORTABLE TO GRIP.
- SOME OBJECT TO THE FACETS ON AESTHETIC GROUNDS, DESCRIBING THE LOOK AS "GIMMICKY," "OUTER SPACE," AND "BUCK ROGERS."

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"S IS TOO SLICK. IF YOU WERE IN WET CONDITIONS OR HAD SWEAT ON YOUR HANDS YOU MIGHT SLIP OFF."

"S FEELS WEIRD IN YOUR HANDS. THE DIFFERENT ANGLES DIDN'T FEEL RIGHT TO ME."

"IT WAS TOO SMALL. IT DIDN'T FEEL GOOD."

"S CAME FROM BUCK ROGERS, STAR TREK. THEY TRIED TO MAKE SOMETHING REALLY NEAT AND IT JUST TURNED ME OFF COMPLETELY."

* THIS ARGUMENT WAS PARTICULARLY EFFECTIVE IN CONVINCING SOME RESPONDENTS TO CHANGE THEIR PREFERENCE FROM MODEL M (KNURLED) TO MODEL Q (SMOOTH).

SAFETY LOCATION

FOR CONVENIENCE/ACCESSIBILITY REASONS AND PERSONAL SAFETY (WHICH TO A LARGE DEGREE IS SEEN TO BE RELATED TO THE TYPE OF SAFETY MECHANISM), RESPONDENTS PREFER THE STANDARD BDL SAFETY BY NEARLY A THREE TO ONE MARGIN OVER THE TANG MOUNTED SAFETY.

<u>SAFETY LOCATION</u>	<u>LIKED BEST BEFORE DISCUSSION (56)</u>	<u>LIKED BEST AFTER DISCUSSION (56)</u>
R STANDARD BDL (SIDE OF RECEIVER)	77%	71%
S TANG MOUNTED	23	29

- THE SIDE OF THE RECEIVER IS SEEN AS THE "NATURAL POSITION" FOR THE SAFETY. MOST RESPONDENTS FEEL IT IS MORE ACCESSIBLE.

...SOME SAY IT IS MORE MANEUVERABLE AS WELL

- IN CONTRAST, THE TANG LOCATION IS VIEWED AS AN AWKWARD, "UNNATURAL" POSITION THAT IS MORE DIFFICULT TO REACH...

...ESPECIALLY WITH GLOVES ON

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SAFETY LOCATION (CONT'D)

"I LIKED R, MYSELF. IT'S READILY ACCESSIBLE. IT'S EASY TO GET TO."

"THE WAY I HOLD THE GUN, [THE LOCATION OF] R SEEMS MORE NATURAL TO ME. MY THUMB CAN MANEUVER BETTER."

"I DIDN'T LIKE THAT ONE ON THE TANG. IT SEEMED LIKE YOU HAVE TO COME WAY BACK TO GET TO IT. IT'S A LITTLE MORE UNNATURAL FOR ME."

"IF YOU'RE OUT IN THE COLD WEATHER AND WEARING A PAIR OF GLOVES, YOU'RE GOING TO HAVE A HECK OF A TIME GETTING TO THAT ONE ON THE TANG."

ALTHOUGH SOMEWHAT LESS IMPORTANT THAN THE CONVENIENCE ISSUE, MANY RESPONDENTS CITE PERSONAL SAFETY AS A FACTOR IN THEIR PREFERENCE. IT IS IMPORTANT TO NOTE, THOUGH, THAT THE PERSONAL SAFETY ISSUE IS MORE OF FUNCTION OF THE TYPE OR DESIGN OF THE EXTERNAL MECHANISM (FLAT SLIDE SWITCH VERSUS PROTRUDING LEVER) THAN OF ITS LOCATION.

- SEVERAL MEN OBJECT TO THE SLIDE SWITCH MECHANISM OF MODEL S (WHICH SOME FEEL IS UNAVOIDABLE IN A TANG MOUNTED SAFETY). THEY ARE CONCERNED THAT IT MAY BE DIFFICULT TO DISTINGUISH BETWEEN POSITIONS...

...AND PARTICULARLY DIFFICULT TO DISTINGUISH BY "FEEL"

- SOME RESPONDENTS STATE THAT THE TANG SAFETY (BECAUSE OF IT'S LOCATION) IS MORE LIKELY TO BE ACCIDENTALLY DISENGAGED BY THE CARRIER'S HAND, ESPECIALLY WHEN THE GUN IS CARRIED BY THE PISTOL GRIP, AS IT OFTEN IS.

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SAFETY LOCATION (CONT'D)

"I PICKED R BECAUSE I BELIEVE THERE SHOULD NEVER BE A QUESTION AS TO WHETHER THE SAFETY IS ON OR NOT. I WANT A DEFINITE POSITION RATHER THAN JUST A SLIP UP AND A SLIP BACK."

"I COULDN'T SEPARATE THE DESIGN OF THE SWITCH [FROM] THE LOCATION. WITH IT IN THE BACK, IT HAD TO BE A LOW PROFILE TO BE PRACTICAL, AND TO ME THAT'S BAD."

"WITH R, YOU DON'T HAVE TO ACTUALLY LOOK AT THE GUN TO SEE IF IT'S ON SAFETY. YOU CAN FEEL IT. I DON'T THINK YOU CAN DO THAT WITH S."

"WHEN YOU'RE WALKING THROUGH THE FIELD HOLDING THAT GUN [MODEL S], YOU COULD [ACCIDENTALLY] SLIDE THE SAFETY INTO THE FIRE POSITION USING YOUR THUMB...VERY UNSAFE."

NEVERTHELESS, SOME CONVINCING ARGUMENTS ARE MADE IN FAVOR OF A TANG MOUNTED SAFETY ON THE GROUNDS OF ACCESSIBILITY, SAFETY, AND FUNCTION:

- FOR CONVENIENCE/ACCESSIBILITY REASONS, THE TANG SAFETY IS MORE ATTRACTIVE TO SOME HUNTERS (PARTICULARLY LEFT HANDED SHOOTERS); THE THUMB "NEVER HAS TO LEAVE THE SHOOTING POSITION."
- WITH REGARD TO SAFETY, SOME MEN FEEL THAT THE LOCATION (AND SLIDE SWITCH MECHANISM) OF THE TANG SAFETY MAKES IT LESS LIKELY TO ACCIDENTALLY BECOME DISENGAGED BY TREES OR BRUSH.
- OTHER REASONS (SINGLE MENTIONS) GIVEN IN SUPPORT OF THE TANG SAFETY (BASED MORE ON THE MECHANISM THAN THE LOCATION) INCLUDE ITS SMALL SIZE, QUIETNESS, AND "ENCLOSURE OF THE ACTION."

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SAFETY LOCATION (CONT'D)

"I LIKE THE TANG SAFETY BETTER. THERE'S LESS THUMB MOVEMENT."

"ON [MODEL] R YOU CAN BRUSH IT ON A BUSH OR A TREE AND KICK IT OFF SAFETY AND ON TO FIRE. THE SLIDE SWITCH MAY BE A LITTLE SAFER BECAUSE IT'S NOT AS ACCESSIBLE."

"THE PROBLEM WITH [MODEL] R IS THAT [WITH THE LEVER], THERE IS A FAIRLY LARGER OPENING DOWN TO THE MECHANISM WHERE DIRT OR MOISTURE CAN GET IN."

A P P E N D I X

FEATURE PREFERENCES

	<u>Before Discussion</u>		<u>After Discussion</u>
	<u>Net Score*</u>	<u>Liked Best</u> (56)	<u>Liked Best</u> (56)
(1) <u>Stock Configuration</u>			
Q Standard BDL	9.5	44%	44%
T Mountain rifle	6	25	25
S Prototype #1	(-5)	16	16
R Prototype #2	(-6.5)**	15**	15**
(2) <u>Receiver Styles</u>			
Q Round receiver with integral mounts	14.5	35%	42%
T Round receiver	(-4)	21	23
S Octagonal receiver with integral mounts	(-4.5)	20	17.
R Octagonal receiver	(-6)	20	18
No preference		4	-
(3) <u>Barrel Styles</u>			
Q Standard contour	15	56%	57%
T Mountain rifle contour	11	30	32
S Mountain rifle/hammer marked	(-25)	14	11
(4) <u>Floor Plate/Magazine Styles***</u>			
R Magazine box		71%	73%
T Floor plate		25	25
No preference		4	2
(5) <u>A. Presence/Type of Bolt Lock***</u>			
M, R Prefer a Bolt lock (net)		72%	79%
T Prefer no bolt lock at all		28**	21**
M Locks on "safe" only		45	49
R Locks on "safe" and "fire"		27	30
<u>B. Location of Bolt Lock Release***</u>			
R Bolt plug		55%	54%
M Side of receiver		43	44
No preference		2	2

* Net score = Liked best minus Liked least.

** Higher in Phoenix.

*** Net score cannot be computed.

FEATURE PREFERENCES (cont'd)

	<u>Before Discussion</u>		<u>After Discussion</u>
	<u>Net Score*</u>	<u>Liked Best</u>	<u>Liked Best</u>
(6) <u>Bolt Release Location ***</u>		(56)	(56)
S Side of receiver		66%	59%**
Q Standard BDL		34	41
(7) <u>A. Bolt Plug Styles ***</u>			
S, R, M Fully enclosed		54%	59%
T Standard BDL exposed		46	41
<u>B. Enclosed Bolt Plug Style</u>			
M BDL style fully enclosed	22	64%	66%
R Fully enclosed, short scallops	(-9)	13**	13**
S Fully enclosed, scallops	(-12)	23	21
(8) <u>Bolt Handle Styles</u>			
M Standard BDL	27.5	52%	44%
T Teardrop	16.5	29	29
Q Standard ADL	(-2.5)	8	17
R Oval polished	(-2.5)	6	6
S Faceted	(-35)	5	4
(9) <u>Safety Location ***</u>			
R Standard BDL		77%	71%
S Tang mounted		23	29

* Net score = Liked best minus Liked least.

** Higher in Phoenix.

*** Net score cannot be computed

FEATURE PREFERENCES BY CITY

		<u>Before Discussion</u>				<u>After Discussion</u>						
		<u>Net Score*</u>			<u>Liked Best</u>			<u>Liked Best</u>				
	<u>Total</u>	<u>Phoenix</u>	<u>Denver</u>	<u>Houston</u>	<u>Total</u>	<u>Phoenix</u>	<u>Denver</u>	<u>Houston</u>	<u>Total</u>	<u>Phoenix</u>	<u>Denver</u>	<u>Houston</u>
					(56)	(20)	(18)	(18)	(56)	(20)	(18)	(18)
<u>(1) Stock Configuration</u>												
Q Standard BDL	9.5	(-1.5)	3	7	44%	33%	44%	56%	44%	33%	44%	56%
T Mountain rifle	6	1	1	4	25	15	28	33	25	15	28	33
S Prototype #1	(-5)	(-2)	(-1)	(-2)	16	20	17	11	16	20	17	11
R Prototype #2	(-6.5)	4.5	(-3)	(-8)	15	32	11	-	15	32	11	-
<u>(2) Receiver Styles</u>												
Q Round with integral mounts	14.5	6	2.5	6	35%	40%	19%	44%	42%	45%	36%	44%
T Round	(-4)	(-5)	2	(-1)	21	10	39	17	23	15	33	22
S Octagonal with integral mounts	(-4.5)	-	(-.5)	(-4)	20	25	25	11	17	20	25	6
R Octagonal	(-6)	-	(-5)	(-1)	20	25	6	28	18	20	6	28
No preference					4	-	11	-	-	-	-	-

* Net score = Liked Best minus Liked least.

(Continued)

FEATURE PREFERENCES BY CITY (cont'd)

	Before Discussion				After Discussion			
	Net Score*			Total	Liked Best			Total
	Phoenix	Denver	Houston		Phoenix	Denver	Houston	
(3) <u>Barrel Styles</u>				(56)	(20)	(18)	(18)	(56)
Q Standard contour	15	2	3	10	56%	45%	50%	72%
T Mountain rifle contour	11	3	6	2	30	30	39	22
S Mountain rifle/hammer marked	(-25)	(-5)	(-9)	(-11)	14	25	11	6
(4) <u>Floor Plate/Magazine Styles**</u>								
R Magazine box				71%	65%	83%	67%	73%
T Floor plate				25	35	17	22	25
No preference				4	-	-	11	2
(5) <u>A. Presence/Type of Bolt Lock**</u>								
M, R Prefer a bolt lock (net)				72%	35%	94%	89%	79%
T Prefer no bolt lock at all				28	65	6	11	21
M Locks on "safe" only				45%	35%	61%	39%	49%
R Locks on "safe" and "fire"				27	-	33	50	30

* Net score = Liked Best minus Liked least.

** Net score cannot be computed.

(Continued)

FEATURE PREFERENCES BY CITY (cont'd)

	Before Discussion				After Discussion			
	Net Score*			Total	Liked Best			Total
	Phoenix	Denver	Houston		Phoenix	Denver	Houston	
				(56)	(20)	(18)	(18)	(56)
B. Location of Bolt Lock Release**								
R Bolt plug				55%	50%	44%	72%	54%
M Side of receiver				43	45	56	28	44
No preference				2	5	-	-	2
(6) Bolt Release Location**								
S Side of receiver				66%	80%	44%	72%	59%
Q Standard BDL				34	20	56	18	41
(7) A. Bolt Plug Styles**								
S, R, M Fully enclosed				54%	50%	61%	50%	59%
T Standard BDL exposed				46	50	39	50	41

(Continued)

* Net score = Liked Best minus Liked least.
 ** Net score cannot be computed.

FEATURE PREFERENCES BY CITY (cont'd)

		Before Discussion				After Discussion			
		Net Score*			Total (56)	Liked Best			Total (56)
		Total	Phoenix	Denver		Phoenix	Denver	Houston	
						(20)	(18)	(18)	
B. Enclosed Bolt Plug Design									
M	BDL style fully enclosed	22	1	14	7	64%	40%	89%	67%
R	Fully enclosed, short scallops	(-9)	-	(-6)	(-3)	13	30	-	6
S	Fully enclosed, scalloped	(-12)	-	(-8)	(-4)	23	30	11	27
(8)	Bolt Handle Styles								
M	Standard BDL	27.5	11.5	8	8	52%	58%	45%	50%
T	Teardrop	15.5	5.5	5	5	29	27	32	27
Q	Standard ADL	(-2.5)	-	(-1.5)	(-2)	8	5	14	6
R	Oval polished	(-2.5)	(-1)	(-1.5)	-	6	5	3	11
S	Faceted	(-35)	(-15)	(-10)	(-10)	5	5	6	6

* Net score = Liked Best minus Liked least.

** Net score cannot be computed.

FEATURE PREFERENCES BY CITY (cont'd)

	<u>Before Discussion</u>				<u>After Discussion</u>			
	<u>Net Score*</u>			<u>Liked Best</u>	<u>Liked Best</u>			<u>Liked Best</u>
	<u>Total</u>	<u>Phoenix</u>	<u>Denver</u>		<u>Total</u>	<u>Phoenix</u>	<u>Denver</u>	
(9) <u>Safety Location**</u>								
R Standard BDL				77%	75%	72%	83%	71%
S Tang mounted				23	25	28	17	29

* Net score = Liked Best minus Liked least.
 ** Net score cannot be computed.

DEMOGRAPHICS OF SAMPLE

	<u>Total Sample</u> (56)	<u>Phoenix</u> (20)	<u>Denver</u> (18)	<u>Houston</u> (18)
<u>Area</u>				
Phoenix	36%	100%	-%	-%
Denver	32	-	100	-
Houston	32	-	-	100
<u>Days Hunted With Bolt-Action Center Fire Rifle in Past 12 Months</u>				
5 or less	25%	30%	22%	22%
6 - 10	31	20	33	39
11 - 15	25	15	33	28
16 or more	19	35	12	11
<u>Number of Guns Owned</u>				
1 - 3	25%	15%	22%	38%
4 - 6	25	20	28	28
7 - 10	18	20	28	6
11 or more	32	45	22	28
<u>Brand of Bolt Action Center Fire Rifle(s) owned*</u>				
Remington	66%	70%	65%	56%
Winchester	18	20	11	22
Ruger	16	20	22	6
Springfield	13	5	28	6
Mouser	13	20	11	6
Savage	13	20	6	11
Weatherby	5	5	6	6
Sako	5	-	11	6
Other	14	20	6	17

*Multiple responses

DEMOGRAPHICS OF SAMPLE (cont'd)

	<u>Total Sample</u> (56)	<u>Phoenix</u> (20)	<u>Denver</u> (18)	<u>Houston</u> (18)
<u>Occupation</u>				
White collar	57%	55%	61%	55%
Blue collar	36	30	39	39
Unemployed/retired	7	15	-	6
<u>Income</u>				
Under \$10,000	2%	5%	-%	-%
\$10,000 - \$19,999	9	15	-	11
\$20,000 - \$29,999	34	35	39	28
\$30,000 or over	55	45	61	61
<u>Age</u>				
21 - 24	18%	30%	6%	17%
25 - 44	48	50	5	39
45 - 64	34	20	39	44
<u>Education</u>				
High school graduate or less	23%	10%	17%	44%
Some college	32	30	28	39
College graduate or more	34	45	38	17
Technical/trade school	11	15	17	-