

<u>Product Reaction*</u>	<u>Total Sample</u> (50)	
Like it a lot	42%	} 96%
Like it somewhat	54	
Indifferent	-	
Dislike it somewhat	4	
Dislike it a lot	-	

*All prototypes, collectively.

Price expectations for the new gun are at about the \$180 level (median). Purchase interest (definitely or probably would buy) approaches two-thirds of the sample. Both anticipated price and definite purchase interest are stronger among the bolt action segment.

If the new entry can be kept at or near the anticipated price of \$180 -- or in any event, under \$200 -- there wouldn't appear to be too much risk of cannibalizing the comparatively higher quality, higher priced Model 700. Rather it is the Model 788 that might present consumers with a closer choice. But the research results strongly suggest that, on balance, whatever sales might come at the expense of the 788, these would be more than offset by "additional gun" purchases (i.e., as a "walking gun," a "starter" gun for a child, a gun for a woman, etc.) versus "instead of" type purchases...as well as by an appreciable amount of entirely new business coming from the lever action segment.