

PROTOTYPE REACTIONS

Respondents' first exposure to the six prototypes produces a mixture of spontaneous reactions. Three of the five groups find the models shorter than they expected. A large percentage recognize them right away to be Remington because of the bolt design and the checkering on two of the models. Many find them to be pretty much what they had expected. Others are surprised about the small stock and feel it would be more advantageous for smaller people (small men, women, children), while many state it would be perfect for themselves. Several respondents consider it not in line with the quality of the Remington 700, but rather closer to that of a lever or a lever carbine.

Yet, with all those initial pros and cons, consumers' rated reactions to the product -- that is, to the six prototypes collectively, before discussion of particular feature differences -- is even more favorable than at the concept level. Acceptance, in fact, is virtually unanimous with 96% liking it a lot or somewhat, and with top box approval ("like it a lot") appreciably higher now than at the concept level for the total sample, and nearly double for bolt action users (up from 33% to 63%).