

Table 18

Price Expectations

	<u>Total Sample (50)</u>	<u>Houston (24)</u>	<u>Atlanta (11)</u>	<u>Detroit (15)</u>	<u>Lever Action (26)</u>	<u>Bolt Action (24)</u>
Median	\$180.00	\$175.00	\$180.00	\$200.00	\$180.00	\$187.50
Mode	\$175.00	\$175.00	\$175.00	\$200.00	\$175.00	\$175.00
Range	\$125.00 to \$265.00	\$125.00 to \$245.50	\$160.00 to \$265.00	\$140.00 to \$250.00	\$125.00 to \$245.00	\$150.00 to \$265.00

Table 19

Purchase Intent

	<u>Total Sample (50)</u>	<u>Houston (24)</u>	<u>Atlanta (11)</u>	<u>Detroit (15)</u>	<u>Lever Action (26)</u>	<u>Bolt Action (24)</u>
Definitely would buy	20%	21%	27%	13%	12%	29%
Probably would buy	44 } 64%	25 } 46%	64 } 91%	60 } 73%	50 } 62%	37 } 66%
Might or might not buy	22	35	-	20	26	17
Probably would not buy	14	21	9	7	14	17
Definitely would not buy	-	-	-	-	-	-