

Table 20
Purchase Intent at Different Price Expectation Levels

	Total Sample (50)			Lever Action (26)			Bolt Action (24)		
	\$175 and Under	\$180 to \$200	Over \$200	\$175 and Under	\$180 to \$200	Over \$200	\$175 and Under	\$180 to \$200	Over \$200
	(22)	(19)	(9)	(13)	(10)	(3)	(9)	(9)	(6)
Definitely would buy	23%	63%	26%	81%	20%	70%	45%	33%	56%
Probably would buy	40	37	67	46	50	67	33	23	67
Might or might not buy	25	21	22	31	30	-	11	11	33
Probably would not buy	14	16	11	15	-	33	11	33	-
Definitely would not buy	-	-	-	-	-	-	-	-	-