

- Who are the main users of carbine style rifles?
- What types situations are they for?
- What advantages are there to using a carbine style rifle?
- What disadvantages are there to using one?
- What differences do you find as a result of the shorter barrel length? (PROBE FOR COMPARISONS BETWEEN A "CHOPPED OFF" BARREL AS OPPOSED TO ONE THAT IS PROPORTIONED OR SCALED DOWN TO SIZE.)

## Section 2 - Concept Reactions

(PASS OUT CONCEPT STATEMENT AND READ IT ALOUD WHILE RESPONDENTS FOLLOW ALONG. GIVE THEM AS MUCH TIME AS THEY NEED TO "ABSORB" THE IDEA, AND LET THEM KEEP THE SHEETS TO REFER TO DURING THE FOLLOWING DISCUSSION.)

1. Well, what are your first thoughts about the information on this sheet? (SPONTANEOUS AT FIRST; THEN PROBE) What else? Tell me more. Anything else?
2. How well does what is on the sheet fit in with your own attitudes and thoughts about guns? With your hunting habits?
3. What do you especially like about what's said...or find of special interest? Explain.
4. What do you dislike or doubt about what's said? Or disagree with? Explain.
5. For what situations and purposes would a product like this be used? What makes you say that?
6. a. Who do you think would be most likely to use such a product? What type of hunters?  
b. Does this describe you?
7. What would you expect a gun like the one described on the sheet to cost? How did you arrive at that price?
  - Would you be interested in buying it at that price?

(PASS OUT QUESTIONNAIRE BOOKLETS AND ASK RESPONDENTS TO FILL IN THE INFORMATION REQUESTED ABOVE THE BROKEN LINE, AND THEN TO RATE THEIR OVERALL REACTION TO THE CONCEPT ON THE SCALE BELOW THE BROKEN LINE.... ASK THEM NOT TO TURN THE PAGE.)