

perspectives. Discussion within the groups first explored participants' general orientations to hunting, and in particular with lever and bolt action center fire rifles. Respondents were then presented with, and discussed, the new gun concept. Subsequent discussion focused in on the six prototypes, with their different combinations of functional and aesthetic elements, in order to assess consumers' perceived benefits, specific likes, dislikes, and expectations regarding use, users, price, and purchase intent. Following discussion and "hands on" examination of the prototypes (and four as-marketed guns included for purposes of comparison -- Remington Models 700 and 788, and Winchester Models 94 and 70), respondents rated and ranked the test designs on all key issues according to their preferences.

Sample and Fieldwork

The total sample consisted of 50 participants in five groups, and was about equally divided between men whose center fire rifle hunting is only or mainly with bolt action (48%) versus only or mainly with lever action (52%),* and collectively representing a wide range of socio-economic characteristics. The sample representation for the three cities in the study is:

*Two "pure" groups of lever action users, and three mixed groups were conducted.