

Calibers

There is a wide range of opinion on what calibers respondents feel would be most appropriate for this new gun. About 50% of the sample feel either a .243 or .308 caliber is best suitable, while almost a quarter of the sample agree that a 30-30, 6mm or a 270 would be best.

Price Expectations

Anticipated prices\* for the versions of the gun that respondents themselves have "designed," via their reactions and preferences regarding the various features at test, range from a low of \$125 to a high of \$265. There are two modal levels -- one at \$175 and another, smaller one at \$200. The median expectation is about \$180, with bolt action users a bit higher than lever action users, and the Detroit area higher than the other areas.

Purchase Intent

Overall, about two-thirds of the total sample express positive purchase intention ("definitely" or "probably" would buy) at their anticipated prices, with little difference (except in the top box) between those with higher versus lower anticipated prices. Overall, the "probablys" outnumber the "definitelys" by about two to one; but there is considerably more top box interest among bolt action users. Purchase intent is

\*Respondents were instructed to answer in terms of "suggested retail (list) price"; and, for purposes of comparison, were given the suggested retail (list) prices of the Remington Model 788 (\$175), Model 700 ADL (\$245) and Winchester Model 94 (\$140).