

Table 20

Purchase Intent at Different Price Expectation Levels

|                             | Total Sample (50)  |                   |               | Lever Action (26)  |                   |               | Bolt Action (24)   |                   |               |
|-----------------------------|--------------------|-------------------|---------------|--------------------|-------------------|---------------|--------------------|-------------------|---------------|
|                             | \$175 and<br>Under | \$180 to<br>\$200 | Over<br>\$200 | \$175 and<br>Under | \$180 to<br>\$200 | Over<br>\$200 | \$175 and<br>Under | \$180 to<br>\$200 | Over<br>\$200 |
|                             | (22)               | (19)              | ( 9)          | (13)               | (10)              | ( 3)          | ( 9)               | ( 9)              | ( 6)          |
| Definitely would<br>buy     | 23% } 63%          | 26% } 63%         | -% } 67%      | 8% } 54%           | 20% } 70%         | -% } 67%      | 45% } 78%          | 33% } 56%         | -% } 67%      |
| Probably would<br>buy       | 40                 | 37                | 67            | 46                 | 50                | 67            | 33                 | 23                | 67            |
| Might or might<br>not buy   | 25                 | 21                | 22            | 31                 | 30                | -             | 11                 | 11                | 33            |
| Probably would<br>not buy   | 14                 | 16                | 11            | 15                 | -                 | 33            | 11                 | 33                | -             |
| Definitely would<br>not buy | -                  | -                 | -             | -                  | -                 | -             | -                  | -                 | -             |