

C. Next, please indicate your preferences on each of the items below:

1. ☐ Prefer grip cap
☐ Prefer no grip cap
2. ☐ Prefer checkering
☐ Prefer no checkering
3. ☐ Prefer regular fore-end contour
☐ Prefer schnabel fore-end contour
4. ☐ Prefer blued bolt body
☐ Prefer non-blued bolt body
5. ☐ Prefer jeweled bolt body
☐ Prefer non-jeweled bolt body

D. For comparison purposes in answering this next question, you might want to know that the suggested retail (list) prices of three of the currently marketed guns you've seen are as follows:

- Remington Model 788 - about \$175.00
- Remington Model 700 ADL - about \$245.00
- Winchester Model 94 - about \$140.00

1. Now, taking into account the way you have "designed" this gun by your choices in the B and C question series you've just completed, write in here what you would expect the suggested retail (list) price of that gun to be.

\$ _____

2. Briefly explain your answer.

3. Now, please indicate below how interested you would be in buying that gun if that were the suggested retail (list) price.

- ☐ Definitely would buy
- ☐ Probably would buy
- ☐ Might or might not buy
- ☐ Probably would not buy
- ☐ Definitely would not buy

4. Briefly explain your answer.

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