Table 18

Price Expectations

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (26)	Bolt Action (24)
Median	$180.00	$175.00	$180.00	$200.00	$180.00	$187.50
Mode	$175.00	$175.00	$175.00	$200.00	$175.00	$175.00
Range	$125.00 to $265.00	$125.00 to $245.50	$160.00 to $265.00	$140.00 to $250.00	$125.00 to $245.00	$150.00 to $265.00

Table 19

Purchase Intent

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (26)	Bolt Action (24)
Definitely would buy	20% } 64%	21% } 46%	27% } 91%	13% } 73%	12% } 62%	29% } 66%
Probably would buy	44	25	64	60	50	37
Might or might not buy	22	33	-	20	26	17
Probably would not buy	14	21	9	7	14	17
Definitely would not buy	-	-	-	-	-	-