

Table 20

Purchase Intent at Different Price Expectation Levels

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