

QUESTIONNAIRE BOOKLET

Name Dallas

City _____

Date _____

Time _____

Importance

	0	1	2	0	1	2	
1	0	0	10	0	4	5	11
2		5	5	4	5		10
3	2	3	5	0	9		9
4	1	0	9	0	1	8	8
5	0	4	6	0	2	7	7
6	0	1	9	5	4	0	6
7	0	1	9	5	4	0	5
8	0	0	10	4	5		4
9	0	2	8	1	5	3	3
10	0	3	7	0	1	8	2
11	0	1	9	0	0	9	1

For each specific feature listed on this and on the following pages, please place the appropriate model letter (Q, R, S, T, OR N) in the proper place on the left hand side of the page ("Before Discussion"), according to which model you like best with respect to that particular feature, and also which you like least...or if there are only two options, which you prefer. Also answer other questions if they appear.

Do not fill in the right side of the page ("After Discussion") until moderator instructs you to.

1. STOCK CONFIGURATION
(Q, T, S, OR N)

BEFORE DISCUSSION

Like best _____

Like least _____

In general do you prefer:

() a cheek piece

() no cheek piece

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

MC-W - snap shooting - fits better
 - MC + cheek piece go together
 - could feel diff. w/ cheek piece
 ST-W/S - plinking - can position head easier
 - SWAT teams use MC

MC-S ST-4

shoots w/snap, doesn't kick as bad

6-3 for cheek piece w/ MC

2. STOCK FINISH
(Q AND P)

BEFORE DISCUSSION

Prefer _____

Prefers to gloss

- can refinish easier
- Camo.
- feels better, like wood

- h, - shows scratches
- feels like sweaty hands
- stocks are sealed but low gloss are not

4 own hi gloss

- Q - won't slip out of hands
- easy to scratch

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

→ company funded tips to
gen shows

-3-

3. FORE-END TIP
(S OR N)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer:

() having a fore-end tip

() not having a fore-end tip

- all used, looked better
- something less to fail
- no functional purpose
- light reflective

none in favor of tip

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

Uncover wood tips + spacers -4-

4. SPACERS
(S OR N)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer

() having spacers

() not having spacers

- not - no funct. purpose

- possibly shock absorber

- decorative only

- spacer?

- assuming stack is sealed after cap put on

- spacer is ^{lighter} less expensive stack

- not an important issue

If spacer should be visible - white, wood

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

I thought it looked better, fit

9-1 against

5. BUTT PAD COLOR.
(R OR N)

BEFORE DISCUSSION

Prefer _____

red/rust - 3
blk - 7

- personal pref
- visual impact if no functional reason
- brn more standard
-

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

3 Brn 6 Blk

- brn is ugly
- brn looks more expensive
- blk looks like peat dirt

**6. RECEIVER CONFIGURATION
(R OR S)**BEFORE DISCUSSION

Prefer _____

In general, would you rather:

- () have integral scope mounts
- () not have integral scope mounts

S- Smoother action
- went w/ gun better
- more finished looking (contoured)
- traditional
- rounded looks stronger

R- easier to mount scope
- liked looks
- could beat up sharp edge
S- looks

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Q-1 rounded

7. BARREL CONTOUR
(Q OR R)

BEFORE DISCUSSION

Prefer _____

S vs S

- R - heavier, less recoil
- tradition
- helps to steady
- target but to carry all day

- Q - lightweight
- cost
- felt like toy

4 lt vs 5 hvy.

no pref - balance is imp.

Lt. - weight savings

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

prefer use Hvt.

jeweled black receiver -8-

B. METAL FINISH (Q, S OR N)
--

BEFORE DISCUSSION

Like best _____

Like least _____

2 shiny 8 dull

N - Polish - mine is like that

- can see finger prints

- easier to see and clean

S dull - prefer not to be seen

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

2 - Q - Semi-matt, shows detail w/o mirror
 - no point in Q

N - O - harder to take care of

depression is the better part
of value.

-9-

9. FOLLOWER FINISH
(R OR T)

BEFORE DISCUSSION

Prefer _____

Plated - wouldn't show wear
5 vs 5

R - reduced glare

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

Plated - if plated (not if only polished)
- smooth operation
7 vs 2 plated

"Little things are what make
good things"

10. GRIP CAP.
(Q OR S)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer:

- () having a grip cap
- () not having a grip cap

w/o - likes single rifle

w - prevents finish from wearing on
stock
pref against

not imp.

S w - symbol of craftsmanship
- can chip
- prob. true, can replace cap

4 w/o

Spacer would have changed minds for
two

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

11. BOLT BODY FINISH (R OR N)

BEFORE DISCUSSION

Prefer _____

block - likes looks, natural
- reflection

jeweled - looks cheaper
- smoother action

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

4 jeweled - smoother operation
- easier to take care of
- makes it look better
- shows craftsmanship, more cared for
- less apt to show wear

block - looked more expensive
- won't rust, maintenance
- likes block but not that one

12. CHECKING PATTERN:
(G, J, K, L, P)

BEFORE DISCUSSION

Like Best _____

Like Least _____

Preferred

J L M M S S M M L J

4 M 1 2

J M L L S S L

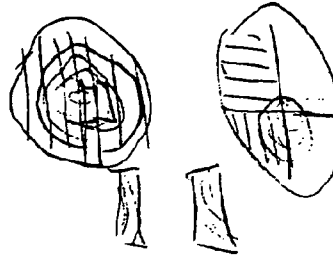
4 L 2 M 2 3

AFTER DISCUSSION

Like best _____

If preference changed, explain briefly:

13. WOOD
(K OR L)



BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

- porous, wrinkles, indentations
- k feels better
- slick grain, tighter, harder

MARKET CLASSIFICATION INFORMATION

1. What is the brand and model of your bolt action, center fire rifle(s)?

2. How many days in the past 12 months have you hunted with a bolt action center fire rifle?

3. Overall, how many guns (of any/all types) do you own? _____

4. What is the last grade of school you attended?

- ☐ High school graduate or less
☐ Some college
☐ College graduate or more
☐ Technical/trade school

5. What is your occupation?

_____ in _____ ☐ part-time
occupation business or industry ☐ full-time

6. Which category below represents your total annual family income?

- ☐ Under \$10,000
☐ \$10,000 - \$19,999
☐ \$20,000 - \$29,999
☐ \$30,000 or over

Thanks very much for your cooperation.

QUESTIONNAIRE BOOKLET

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-1-

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(Q AND T)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

3. FORE-END TIP
(S OR N)

BEFORE DISCUSSION

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AFTER DISCUSSION

Prefer _____

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4. SPACERS
(S OR N)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer

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AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

5. BUTT PAD COLOR.
(R OR N)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

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briefly:

6. RECEIVER CONFIGURATION
(R OR S)

BEFORE DISCUSSION

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briefly:

7. BARREL CONTOUR
(Q OR R)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

8. METAL FINISH
(Q, S OR N)

BEFORE DISCUSSION

Like best _____

Like least _____

AFTER DISCUSSION

Like best _____

If preference changed, explain
briefly:

9. FOLLOWER FINISH
(R OR T)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

10. GRIP CAP.
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(R OR N)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

12. CHECKERING PATTERN:
(M, J, K, L, P)

BEFORE DISCUSSION

Like best _____

Like least _____

AFTER DISCUSSION

Like best _____

If preference changed, explain
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13. WOOD
(K OR L)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

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