

QUESTIONNAIRE BOOKLET

Name _____

City _____

Date _____

Time _____

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:

2. STOCK FINISH
(Q AND T)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

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

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

4. SPACERS
(S OR N)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer

- having spacers
- not having spacers

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

5. GUTT PAD COLOR.
(R OR N)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

6. RECEIVER CONFIGURATION
(R OR S)

BEFORE DISCUSSION

Prefer _____

In general, would you rather:

- have integral scope mounts
- not have integral scope mounts

AFTER DISCUSSION

Prefer _____

If preference changed, explain
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
(Q OR S)

BEFORE DISCUSSION

Prefer _____

In general, do you prefer:

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

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

11. BOLT BODY FINISH
(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
briefly:

13. WOOD
(K OR L)

BEFORE DISCUSSION

Prefer _____

AFTER DISCUSSION

Prefer _____

If preference changed, explain
briefly:

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.