

QUESTIONNAIRE BOOKLET

Name Dallas

City _____

Date _____

Signature _____ Time _____

	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
0	0	3	7	0	1	8	2
11	0	1	9	0	0	9	1

-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/ scope, doesn't kick as bad

6-3 for cheek piece w/ MC

2. STOCK FINISH
(Q AND P)

BEFORE DISCUSSION

Prefer _____

Prefer b class

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

h₁ - shows scratches

- feels like sweat, bones

- stocks are sealed but low gloss are not

4 own h₁ gloss

- ① - won't dip out of bones
- easy to scratch

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

→ company funded trips to
gun 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 was looked better
- something less to fail on
- 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 stock is sealed after cap put on
- spacer is less expensive stock
- not an important issue

I 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/rus - 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 ugly
- brn looks more expensive
- blk looks more positive

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

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

Q-1 rounded

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

7. BARREL CONTOUR
(Q OR R)

BEFORE DISCUSSION

Prefer _____

5 vs 5

- 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 resin - 8-

8. 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 valuation -

-9-

9. FOLLOWER FINISH
(R OR T)

BEFORE DISCUSSION

Prefer _____

Plated - wouldn't show wear
5 vs 5

R - raised glove

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 - prevent's finish from wear - g on
stock
pref against

not imp.

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

4 w/o
↳ Spence 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

q jeweled - smoother operation
- easier to take care of
- makes it last 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

AFTER DISCUSSION

Prefer _____

If preference changed, explain briefly:

12. CHECKER'S PATTERN:
(J, K, L, P)

BEFORE DISCUSSION

Like best: _____

Like least: _____

Preferred
J L M M J L M L J
4 M

J M L L L L L
4 L M M L J

AFTER DISCUSSION

Like best: _____

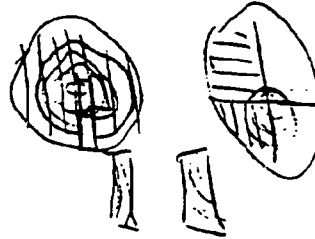
If preference changed, explain briefly:

13. WOOD
(K OR L)

BEFORE DISCUSSION

Prefer _____

- ~~poor~~ , wrinkles, indentations
- k feels better
- slick grain, tighter, harder



-13-

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.

how about wooden spacers
and/or tip stop

④ Blk Line Spacers
spacer will hold value

doesn't like w/ spacers
5- w/o
2- w

③ Fore-End Tip
2 w
5 w/o - looks like stock isn't finished

② ⑤ to glass - hi shows scratches
- easier to refinish

① ② hi glass - quality workmanship
- extra work at factory

① 6 want cheek piece shotgun shooter direct
4 want MC

⑦ Barrel Config

3 Slim barrel - lighter, as long as it is accurate
 - wouldn't want to drop small
 bol - could damage it

4 Std. - in offhand shooting - rifle is steadier
 - hangs better
 - bench rest shooters use bull bol.
 - withstands heat better

⑥ Receiver Config

faceted - appeared thicker

rounded - appears to have more metal
 - chose this config
 - doesn't like edge - bumps
 - looked like more craftsmanship

⑤ Butt Pad Color red vs black

black - good sense - personal pref
 - good on black(ish) stocks

brn - blended in w/ stock

⑨ Follower Finish

- Plated - smoother feeding
- easier to see dirt
- matt finish looked rough
- better quality/workmanship

⑧ Metal Finish

Satin - (3) - looks

Polished (3)

Q - majority satin → quality D

K.C. - 2
7 members

② Respe Present

① Bolt Body Finish

3 ~~3~~ Block - non-reflective4 ~~4~~ ~~Block~~ - black looks cheap

Sewer - holds retail value

- more ease in manu, → tolerances
- majority of firearms this way
- sign of good workmanship
- smoother action

(if black bolt → must advertise as good)

⑩ Grip Cap - metal grip cap

3 - with - extends pistol grip

- looks better, adds to appearance

- like option on car

- more craftsmanship

2 - w/o - come-off

- doesn't like plastic

⑩ Grip Cap

with - extra butter (but went w/o tip)

7 with
3 w/o

- tradition except for cheap guns
- sign of quality
- dressy
- looks better

⑪ Butt Body Finish

- jeweled - smoother action
- less bearing surf.
- 50 guns with charge

black - appearance
- less glare

12 Checkering

all good patterns
1 BDC

1 P
1 K
3 M

13 noticed open grain

⑦ Barrel Contour

slim 3 - based on looks
std. 7 - transfer of heat

- heavier feels balanced
- want heavier hol on target range

⑧ Satin vs glass

3 - less glass, distraction

prefers polish for looks
high polish won't rust as easily
"pores in metal" slicker finish

- low gloss from users point of view
- Satin pref.

⑨ Follower finish

3. black
7. plated
prefers black - hates shine on gun

bright easier to clean
blue wears off

bright, shiny, smooth, slick

plated gives clearer vision of insides
easier to see a round

④ Spacers

- no spacers almost a coin toss
- usually see wht line, - looks sharp
- traditional - "for" vote
- red, green looks sloppy
- 3 rather have wht but not any other color

⑤ Bet Pad Color.

contrast is key

4 black always
2 brn - always
1 no pref
1 red always

light wood → red/brn
dark wood → black

likes black pad w/ wht spacer

- ⑥ Prefer
- rounded - simple plain
 - faceted looks larger, more massive, stronger
 - faceted looks better balanced
 - angles are wear points

faceted # 7
rounded " 3

Kansas City Group 1 (5:50 -)
 600 Guns - Collector

- ① 1 prefers st. w/o quick shot reason
 → MC - most attractive w/o cheekpiece
 → MC - absorbs recoil (w)
 → MC - directs recoil away from face
 → MC - too high, used to st.
 → MC - stock related to whether rifle is scoped
 or not scope → MC

- ② Satin vs. High Glass — easy to keep
~~High Glass~~ 2 Glass
 8 Satin - high glass sits on rack
 not a hunting gun
 - glass not best from
 hunter's standpoint
 - like glass (show off)

- ③ fore end tip
 w/o - looks more attractive
 uniform - tip is traditional
 S vs S

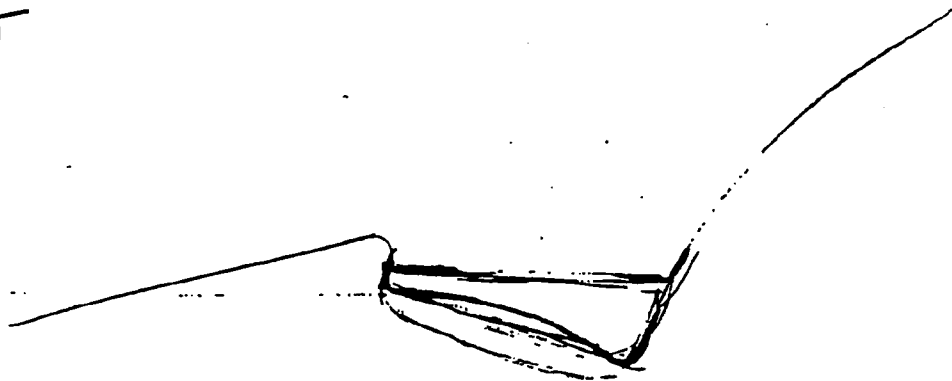
Seattle Group 1
Stock Configuration

Q

T

S

N



Refinishing kits for BDL as on
aftermarket product