

BOLT ACTION CENTER FIRE RIFLE RESEARCH

Group Discussion Guide

(December, 1985)

I. Introduction

During tonight's discussion we're going to be talking about bolt action center fire rifles. I'll be showing you some guns and I want to get your reactions to some specific features. I want you to know that there are no right or wrong answers. We're just interested in your thoughts and opinions. But first...

Let's learn a little bit about you. We'll go around the room and each of you please tell us your name, your occupation, the kind of bolt action center fire rifle you own, and how often you hunt with it.

II. Set Up for Evaluation

(PASS OUT BOOKLETS AND INSTRUCT RESPONDENTS TO WRITE THEIR NAMES, CITY, AND GROUP # ON THE FRONT COVER. EXPLAIN THE "RATE-DISCUSS-RERATE" PROCEDURE IN GENERAL)

III. Preference and Evaluation of New Bolt Action Cosmetics

A. Stock Configuration: (USE MODELS Q, T, S AND N)

1. The first thing we're going to talk about are stock configurations... Now, I know it's a little difficult, but I want you to try to focus your attention just on the configurations of the stocks on these guns right now, and nothing else. (HAVE RESPONDENTS INSPECT MODELS Q, T, S AND N)

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|---|
| Model Q: straight with cheekpiece |
| Model T: Monte Carlo without cheekpiece |
| Model S: Monte Carlo with cheekpiece |
| Model N: straight without cheekpiece |

2. Now I'd like you to open up your booklets to the first page. (READ INSTRUCTIONS FROM BOOKLET). Write in the model letter of the stock configuration you like best and the letter of the one you like least; then we'll talk about it and you'll get a chance to do it again

3. Which stock configuration did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Preference for straight configuration vs. Monte Carlo configuration? Why?
- Irregardless of style, inclusion of the cheekpiece (or not)? Why (not)?

4. Which stock configuration did you like LEAST? Why? (SPONTANEOUS; THEN PROBE AS ABOVE:)

5. (AT END OF STOCK CONFIGURATION DISCUSSION: BOOKLET RERATED)

Now that we've talked about it, I'd like you to write in the booklet the model number of the stock configuration you like best on the right hand side of the page, under where it says "After Discussion." If the discussion made you change your mind, or for any reason you like a different stock configuration better now, I'd like you just to put down a few words explaining why.

B. Stock Finish (USE MODELS Q AND T)

1. Now, concentrating again on the stocks, I want you now to try to focus your attention on the finish, that is the look of the wood, of the stocks on these two guns. (HAVE THEM INSPECT THE STOCK FINISHES OF PROTOTYPES Q AND T)

Model Q: low gloss

Model P: high gloss

2. Now turn to page 2 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write the model letter of the stock finish you prefer; then we'll talk about it and you'll get a chance to do it again.

3. Which stock finish did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Advantages/disadvantages of high gloss/of low gloss

(AT END OF STOCK FINISH DISCUSSION: BOOKLET RERATING)

C. Fore-End Tip: (USE MODELS S AND N)

1. Now, let's concentrate on the stocks of these two models, but this time I want you to try to focus your attention just on the fore-end tip options (HAVE RESPONDENTS INSPECT PROTOTYPES S AND N)

Model S: BDL style

Model N: none

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2. Now turn to page 3 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write in the model letter of the fore-end tip option you prefer; then we'll talk about it and you'll get a chance to do it again

3. Which fore-end tip option did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Advantages/disadvantages of having a fore-end tip (or not) Why?

(AT END OF FORE-END TIP DISCUSSION: BOOKLET RERATING)

D. Spacers: (USE MODELS S AND N)

1. Now, let's focus on one more aspect relating to these two stocks...that is the spacers. (HAVE THEM INSPECT THE SPACERS ON MODELS S AND N)

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|-----------------------------|
| Model S: black line spacers |
| Model N: no spacers |

2. Now turn to page 4 in your booklets. (READ INSTRUCTIONS FROM BOOKLET.) Write in model letter of the spacer option you prefer; then we'll talk about it and you'll get a chance to do it again.

3. Which spacer option did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Advantages/disadvantages of having spacers (or not)?

(AT END OF SPACER DISCUSSION: BOOKLET RERATING)

E. Butt Pad Color: (USE MODELS R AND N)

1. Now let's focus specifically on the colors of the butt pads on these two models (HAVE THEM INSPECT BUTT PADS ON MODELS R AND N)

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|----------------|
| Model R: black |
| Model N: brown |

2. Now turn to page 5 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write in the model letter of the butt pad color you prefer; then we'll talk about it and you'll get a chance to do it again.

3. Which butt pad color did you prefer? Why?

(AT END OF BUTT PAD DISCUSSION: BOOKLET RERATING)

F. Receiver Configuration: (USE MODELS R AND S)

1. Now let's focus on the configuration of the receivers of these two models (HAVE THEM INSPECT THE RECEIVER CONFIGURATION ON MODELS R AND S)

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|--|
| Model R: faceted receiver with integral scope mounts |
| Model S: rounded receiver with integral scope mounts |

2. Now, turn to page 6 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write the model letter of the receiver configuration you prefer; then we'll talk about it and you'll get a chance to do it again.
3. Which receiver configuration did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Advantages/disadvantages of having integral scope mount (or not)

(AT END OF RECEIVER CONFIGURATION DISCUSSION; BOOKLET RERATING)

G. Barrel Contour: (USE MODELS Q AND R)

1. Now, let's concentrate on the barrel. I want you to try to focus your attention on the contours of the barrels of these two models. (HAVE THEM INSPECT THE BARREL CONTOURS OF MODELS Q AND R)

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|-------------------------------|
| - Model Q: lightweight barrel |
| - Model R: BDL contour |

2. Now turn to page 7 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write the model letter of the barrel contour you prefer; then we'll talk about it and you'll get a chance to do it again.
3. Which barrel contour did you prefer? Why? (SPONTANEOUS; THEN PROBE:)

- Advantages/disadvantages of each

(AT END OF BARREL CONTOUR DISCUSSION; BOOKLET RERATING)

H. Metal Finish: (USE MODELS Q, S AND N)

1. Now, I want you to try to focus your attention on the metal finish, that is the look of the metal on these three guns. (HAVE THEM INSPECT THE FINISHES OF MODELS Q, S AND N)

Model Q: satin receiver with polished side panels
 Model S: all satin metalwork
 Model N: all polished metalwork

2. Now turn to page 8 in your booklets. (READ INSTRUCTIONS FROM BOOKLET.) Write the model letter of the metal finish you like best and the letter of the one you like least; then we'll talk about it and you'll get a chance to do it again.
3. Which metal finish did you prefer? Why? (SPONTANEOUS; THEN PROBE:)
 - Advantages/disadvantages of a more or less polished surface?

(AT END OF METAL FINISH DISCUSSION: BOOKLET RERATING)

I. Follower Finisher: (USE MODELS R AND T)

1. Now, I want you to try to focus your attention on the follower finish on these two guns. (HAVE THEM INSPECT THE FOLLOWER FINISHES OF MODELS R AND T)

Model R: black oxide
 Model T: plated

2. Now turn to page 9 in your booklets. (READ INSTRUCTIONS FROM BOOKLET) Write the model letter of the follower finish you prefer; then we'll talk about it and you'll get a chance to do it again.
3. Which follower finish did you prefer? Why? (SPONTANEOUS; THEN PROBE)
 - Advantages/disadvantages of black oxide vs. plated finish

(AT END OF FOLLOWER FINISH DISCUSSION: BOOKLET RERATING)

J. Grip Cap: (USE MODELS Q AND S)

1. Now, I want you to try to focus your attention on the grip cap options on these two guns. (HAVE THEM INSPECT GRIP CAP AREA OF MODELS Q AND S)

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|----------|--------------------------------|
| Model Q: | no grip cap |
| Model S: | black, 54A, Hefc new design |

2. Now turn to page 10 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write the model letter of the grip cap option you prefer; then we'll talk about it and you'll get a chance to do it again.
3. Which grip cap option did you prefer? Why? (SPONTANEOUS; THEN PROBE:)
- Advantages/disadvantages of having a grip cap (or not)
- (AT END OF GRIP CAP DISCUSSION: BOOKLET RERATING)

K. Bolt Body Finish: (USE MODELS R AND N)

1. Now, I want you to try to focus your attention just on the finish of the bolt body on these two models. (HAVE RESPONDENTS INSPECT MODELS R AND N)

| | |
|----------|-------------------|
| Model R: | satin black oxide |
| Model N: | jeweled (BDL) |

2. Now turn to page 11 in your booklet. Write in the model letter of the bolt body finish you prefer, then we'll talk about it and you'll get a chance to do it again.
3. What bolt body finish did you prefer? Why? (SPONTANEOUS; THEN PROBE:)
- Advantages/disadvantages to each finish?
- (AT END OF BOLT BODY FINISH DISCUSSION: BOOKLET RERATING)

IV: Additional Issues: Preference and Evaluation of Two Cosmetic Features

A. Checkering Pattern (PUT ALL GUNS AWAY. USE MODELS M, J, K, L AND P)

1. Now, I'd like you to focus your attention on the checkering patterns on these five guns. (HAVE RESPONDENTS INSPECT MODELS M, J, K, L AND P)
 2. Now, open your booklets to page 12 and write in the model letter of the checkering pattern you like best and the letter of the one you like least; then we'll talk about it and you'll get a chance to do it again.
 3. Which checkering pattern did you prefer? Why? (SPONTANEOUS; THEN PROBE:)
 - Advantages/disadvantages of the various patterns
 - Practical or aesthetic reasons for preferred pattern
 4. Which checkering pattern did you like LEAST? Why? (SPONTANEOUS; THEN PROBE AS ABOVE.)
- (AT END OF CHECKERING PATTERN DISCUSSION: BOOKLET RERATING)

B. Wood: (USE MODELS K AND L)

1. Now, I'd like you to focus on the wood used in the stocks of these two guns. (HAVE RESPONDENTS INSPECT MODELS K AND L)

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|-------------------------|
| Model K: (open grain) |
| Model L: (closed grain) |

2. Now turn to page 13 in your booklets. (READ INSTRUCTIONS FROM BOOKLET). Write in the model letter of the wood you prefer; then we'll talk about it and you'll get a chance to do it again.
 3. Which wood did you prefer? Why? (SPONTANEOUS; THEN PROBE:)
 - Did you notice any difference in the grain of the wood?
 - What effect, if any, did the grain have on your preference?
- (AFTER WOOD PREFERENCE DISCUSSION: BOOKLET RERATING)

V: Reaction to New Competitive Browning Rifle

1. (SET ALL MODELS ASIDE. BRING OUT BROWNING RIFLE.)

Here's a new gun I'd like you to look at. (GIVE RESPONDENT TIME TO EXAMINE THE BROWNING; THEN DISCUSS AS FOLLOWS:)

- Spontaneous reaction
- Like and dislikes of this gun
- Noted similarities and/or differences versus any of the other guns we've been looking at

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I'd like all of you to fill out the last page of the booklet. You've been very helpful. Thank you.