

Dallas - Women

reasons why women can't hunt or weren't asked

- weather
- men friends
- no interest
- wouldn't enjoy it
- bathroom needs easier to satisfy for men

attitudes towards hunting

- conservation - ok
- for food - ok
- put + take from not ok

are very receptive to shooting (sketches)
but object to hunting

What is a Winchester Mod 57 Shotgun?

head blast vs polished

1/2 Shiny

- prefer dull finish

- dull has less glare

- dull barrel easier to care for

- more practical

- values shiny

- looks nice

- shiny finish look

more expensive

- you hunt only 34

days a year but you

look at the gun the whole

which is more durable

6/12 shiny

powder coat vs shiny

- not as dull a finish

- strange finish

1/2

powder coat

powder coat vs

head blast

powder coat

- deeper black

- looked shinier

- sprayed on / baked

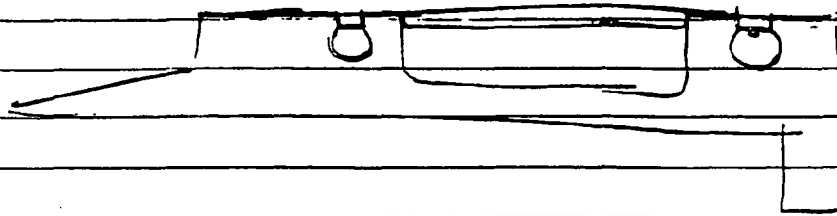
- looks like cast metal

P

- looked better quality

- looked duller

3/12 Scalloped cut
 9/12 no preference



11/12 NBAR

- design, nothing functional
- scope mounts
- more craftsmanship
- looks nicer
- more detail
- larger port
- scope mount
- looks hi-tech
- engineered
- looks plain
- looks like a pipe

NBAR vs Ruger

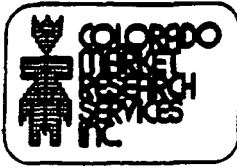
4/12 NBAR

3/12 No Ref.

- more hi-tech
- easier to mount scope
- same side box

Ruger

- looks stronger
- looks sturdier
- set laser
- biased by Ruger
- more rounded



Denver - Men - (12)

11/7 Gun for the MRS - she likes it

word of mouth, friend bought 2 - wife, daughter

important features in rifles

- lightness

trade-in program / reconditioning program

- establish price range / guidelines for used guns

recondition + then re-sell → overseas

- better looking stocks/wood
- paint stock is deeper

- synthetic stocks

- lighter

- bad, one likes wood

- more on price

- price too high

11/12 had wives that shot

3/12 like higher gauge ammo

5/12 box magazine



Love AESTHETIC - NO REASON

Pairing (1) S (2) S (4) P (1) no pref.

shininess a problem for shotguns but not rifles
head blast looks clean

(2) (7) S (4) T (1) no pref

T looks spruce/primer on - looks like can be
cracked peeled off

(7) prefer P (1) prefer T (4) no pref

(5) (7) (1) (5) T
- likes shiny/metal - looks lighter
- flat finish

(6) (1) N (1) T
- action smoothness
- functioning
- doesn't like ball lock