

FOCUS GROUP - DISCUSSION GUIDE

WOMEN WHOSE HUSBANDS HUNT BUT THEY DON'T

- 6 [Ask each women whether they work outside the home, whether they have any children and what their husbands' occupations are.]
- Has your husband ever asked you to go hunting with him?
 - (ASK OF THOSE WHO SAY "NO") Why do you think your husband has never asked you to go hunting? Would you go if he asked you?
 - (ASK OF THOSE WHO SAY "YES") Why haven't you gone hunting with your husband?
 - What do you think of hunting in general? Do you have psychological problems with shooting a wild animal?
 - Why do you think your husbands like to hunt?
 - Do your husbands every bring game home to eat? What do you think of this?
 - Does your husbands' rifles and shotguns tend to frighten you? Why? Have you ever fired a shotgun or rifle? Why not? Do you think if you fired one you would be less intimidated by them?
 - If hunting equipment was specifically designed for women, would you more likely go hunting? How would you change your husband's hunting gear to make you more interested in hunting?
 - Do your husbands do any target shooting with either a rifle or shotgun? Has he ever asked you to go with him? (Probe reason for and against target shooting.)

FOCUS GROUP - DISCUSSION GUIDE

MEN WHO HUNT WITH BOTH A SHOTGUN AND
CENTERFIRE RIFLE

- [Ask each man to describe his occupation, whether he is married and the shotgun and centerfire rifle model he uses most often.]
- [Start the discussion by having the group focus on centerfire rifles] When was the last time you went hunting with a centerfire rifle? What type of game did you hunt?
- Has anyone purchased a centerfire rifle within the past year? What model did you buy? Why did you buy that model? Are you completely satisfied with this gun? If no, why not?
- Has anyone else seriously considered buying a new centerfire rifle within the past year? Why have you been thinking of buying a new gun? What model(s) have you been thinking of buying? Why this model? Features? Price? Manufacturer? Reputation? What else?
- [Tell everyone to think about the centerfire rifle they use most often] Is there something about the centerfire rifle you use most often that you would like to change? What are these changes?
- If you were able to design a centerfire rifle of your own, what would you add to it?
- [Have Group Pull Out Rating Sheet] I am going to show you a number of bolt action rifles two at a time. I first want you to indicate your preferences on the rating sheet and the reasons for your preferences, then we will discuss the reasons for your preferences after all the rifles have been rated.

1st Pairing = S (shiny finish) vs. P (bead blast finish)

2nd Pairing = S (shiny finish) vs. T (powder coat)

~~3rd Pairing = S (rain cuts) vs. Q (no rain cuts)~~

4th Pairing = T (scallop cuts) vs. P (no scallop cuts)

5th Pairing = T (NBAR) vs. Q (M/700 Classic)

6th Pairing = T (NBAR) vs. N (Ruger M/77)

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- Now I would like you to focus on shotguns? When was the last time you went hunting with a shotgun? What type of game did you hunt?
- Has anyone purchased a shotgun within the past year? What model did you buy? Why did you buy that model? Are you completely satisfied with this gun? If no, why not?
- Has anyone else seriously considered buying a new shotgun within the past year? Why have you been thinking of buying a new shotgun? What model(s) have you been thinking of buying? Why this model? Features? Price? Manufacturer reputation? What else?
- [Tell everyone to think about the shotgun they use the most] Is there something about the shotgun you use most often that you would like to change? What are these changes?
- If you were able to design a shotgun of your own, what would you add to it?
- Now I would like everyone to think about "high technology". What does the term "high technology" or "high tech" mean to you?
- How would you relate "high tech" to shoulder arms?
- What do you think about electronic primers? (describe)
- What do you think about a electronic safety; that is, a electronic safety which can override the mechanical safety?
- [Show mock-up of shotgun with Electronic Safety] What do you think of an electronic safety if it looked like this? What do you like? What do you dislike?

PREFERENCE RATING SHEET

1st Pairing:

Prefer S _____
Prefer P _____
No Preference _____

Reasons for Preference:

2nd Pairing:

Prefer S _____
Prefer T _____
No Preference _____

Reasons for Preference:

3rd Pairing:

Prefer S _____
Prefer Q _____
No Preference _____

Reasons for Preference:

4th Pairing:

Prefer S _____
Prefer P _____
No Preference _____

Reasons for Preference:

5th Pairing:

Prefer S _____
Prefer P _____
No Preference _____

Reasons for Preference:

6th Pairing:

Prefer S _____
Prefer P _____
No Preference _____

Reasons for Preference:

PROTOTYPE IDENTIFICATION

- T - rounded receiver with integral scope mounts, flat bottom, flat side, rail cuts, satin finish (powder coat), scallop cuts.
- S - flat sided receiver, rounded top, rail cuts, integral mounts, shiny finish
- P - flat sided receiver, rounded top, rail cuts, integral mounts, flat finish (bead blast)
- N - Ruger M/77
- Q - M/700 Classic