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R. Murphy

Wilmington, DE 19898
June 9, 1986

J. W. BOWER
E. O. FINI

EXPLORATORY SHOULDER ARMS CONSUMER RESEARCH

Attached is a schedule of group sessions (six in total) in which we plan to explore a number consumer related shoulder arms issues.

The first session in each city will involve women whose husbands hunt with a rifle or shotgun but they don't. The purpose of these sessions is to try to identify what (either physical or psychological) barriers are keeping these women from hunting with their husbands. Once the barriers are fully understood, ways might be devised to overcome them.

The second group in each city will involve men who have hunted with both a centerfire rifle and shotgun within the past two years. A number of issues will be explored with these hunters, including final confirmation of NBAR features.

A moderator's guide will be developed for both sessions and will be sent to you late June for review.


J. H. CHAMBERS

JHC/tvm
Attachment

EXPLORATORY SHOULDER ARMS CONSUMER RESEARCH

SCHEDULE OF FOCUS GROUPS

Colorado Market Research Services July 29 - 6:00 p.m.
2149 South Grape Street 8:00 p.m.
Denver, CO 80222
(303) 758-6424
Contacts: Vicki St. Germe, Ruth Nelson

Hotel: Marriott Southeast
6363 E. Hampden Ave.
(303) 758-7000

Probe Research July 30 - 6:00 p.m.
2815 Valley View 8:00 p.m.
Dallas, TX 75234
(214) 241-6696
Contact: Helen Nicholas

Hotel: The Summit Inn
2645 LBJ Freeway
800-228-3555

The Field House, Inc. July 31 - 6:00 p.m.
5750 West 95th Street #316 8:00 p.m.
Overland Park, KS 66207
(913) 341-4245

Hotel: Marriott Hotel
10800 Metcalf
Overland Park, KS
(913) 451-8000p