

Checkering - By Shooters' Ratings

<u>Rating</u>	<u>Checker</u>	<u>"Don't Care"</u>	<u>Do Not Checker</u>	<u>Checker Fore-end</u>	<u>Checker Grip</u>
"Gun nuts"	55.7%	22.9%	11.1%	8.4%	1.9%
Regular shooters	48.1	25.5	13.3	9.6	3.5
Occasional shooters	29.8	34.9	19.8	12.0	3.5
"Seldom" shooters	27.6	39.5	20.9	10.5	1.5

Checkering - By Age Groups

<u>Age</u>	<u>Checker</u>	<u>"Don't Care"</u>	<u>Do Not Checker</u>	<u>Checker Fore-end</u>	<u>Checker Grip</u>
19 and Under	24.6%	33.0%	21.8%	14.5%	6.1%
Over 19	52.3	25.5	12.2	8.2	1.8

Checkering - By Retail Price of Rifle

<u>Rifle Price</u>	<u>Checker</u>	<u>"Don't Care"</u>	<u>Do not Checker</u>	<u>Checker Fore-end</u>	<u>Checker Grip</u>
Under \$15	21.9%	38.1%	25.7%	7.6%	6.7%
\$16 to \$25	31.8	30.8	18.2	15.0	4.2
\$26 to \$50	44.2	29.2	13.2	10.1	3.3
\$51 to \$75	60.6	19.6	11.3	7.7	.8
over \$75	71.8	13.4	7.4	4.4	3.0

Checkering - By 22 Caliber Against Center Fire Rifles

<u>Caliber</u>	<u>Checker</u>	<u>"Don't care"</u>	<u>Do not Checker</u>	<u>Checker Fore-end</u>	<u>Checker Grip</u>
22 Rim Fire	33.7%	32.2%	17.8%	12.3%	4.0%
Center Fire	54.2	23.8	11.9	8.0	2.1

Responding sportsmen's average evaluation of the value to them of checkering (both grip and fore-end) is \$5.80. The median value (the point at which as many appraisals are above as below) is \$4.45. The mode (most frequently recurring appraisal) is \$5.00.

The findings:

<u>Value of Checkering</u>	<u>% of Respondents</u>
\$1.00	5.56
2.00	10.96
3.00	13.34
4.00	4.60
5.00	33.94
6.00	3.02
7.50	7.14