

	<u>Average</u>	<u>Median</u>	<u>Mode</u>
Boys	\$1.39	\$.91	\$1.00
Men	2.65	2.30	2.00
Total	\$2.43	\$1.94	--

14. About the matter of shotgun weight -

- and the demand is for a lighter gun (except the 410 and 28 gauges). Maybe the popularity of these gauges, small as it is, is because they are lighter. The Link Surveys found that sportsmen want range and killing power. Why, then, should 23.24% want 20's, 28's or 410's? For that matter, why 16's? Surely it is reasonable to conclude that if the 12 weighed no more than the 20 and had as little recoil (a purely theoretical premise), there would be scant interest in the smaller gauges.

The findings as to weight relative to present (pre-war) shotguns:

	<u>"Same as Present"</u>	<u>"A Little Heavier"</u>	<u>"Much Heavier"</u>	<u>"A Little Lighter"</u>	<u>"Much Lighter"</u>
12 Gauge	39.23%	1.46%	.84%	48.12%	10.35%
16 Gauge	36.85	2.77	.55	50.69	9.14
20 Gauge	48.31	3.98	.85	40.90	5.96
28 Gauge	50.00	3.85	3.85	34.61	7.69
410 Gauge	56.22	3.13	3.13	34.39	3.13
Total	42.29	2.39	.82	46.94	7.56

Sportsmen of all classes or "ratings" agree in their preferences for lighter shotguns, with the "gun nuts" and regular shooters least satisfied with the weight of pre-war models:

	<u>"Same as Present"</u>	<u>"A Little Heavier"</u>	<u>"Much Heavier"</u>	<u>"A Little Lighter"</u>	<u>"Much Lighter"</u>
"Gun nuts"	40.65%	2.27%	1.13%	48.58%	7.37%
Regular shooters	40.90	1.08	.65	48.76	8.61
Occasional shooters	47.52	2.66	.38	39.56	9.88
"Seldom" shooters	50.52	4.21	3.16	36.85	5.26

Likewise, the demand for lighter shotguns comes from respondents of all age groups:

<u>Age Group</u>	<u>"Same as Present"</u>	<u>"A Little Heavier"</u>	<u>"Much Heavier"</u>	<u>"A Little Lighter"</u>	<u>"Much Lighter"</u>
5 to 14	41.65%	3.57%	2.38%	40.50%	11.90%
15 to 19	46.95	5.65	1.74	38.70	6.96
20 to 24	40.33	1.75	3.51	43.83	10.53
25 to 29	48.95	4.17	0.00	39.59	7.29