

Table 17
Feature Preferences

	Total Sample (50)	Houston (24)	Atlanta (11)	Detroit (15)	Lever Action (20)	Bolt Action (24)
Prefer grip cap	58%	67%	91%	20%	58%	58%
Prefer no grip cap	40	33	-	80	38	42
No answer	2	-	9	-	4	-
Prefer checkering	84%	87%	100%	67%	85%	85%
Prefer no checkering	16	13	-	33	15	17
Prefer regular fore-end contour	72%	58%	100%	73%	62%	83%
Prefer schnabel fore-end contour	28	42	-	27	38	17
Prefer blued bolt body	4%	4%	-%	7%	4%	4%
Prefer non-blued bolt body	96	96	100	93	96	96
Prefer jeweled bolt body	76%	75%	100%	60%	73%	79%
Prefer non-jeweled bolt body	24	25	-	40	27	21