

9. Regarding preferences for one or two triggers on side-by-side and over/under double guns -

- with 60% of the sportsmen interested in double barrel guns specifying a single trigger:

All Double Barrel and Over/Under Replies

Single trigger	59.02%
Two triggers	40.98%

Respondents under 20 years and men above 50 are, apparently, less interested than men 30 to 50, as follows:

	<u>Single Trigger</u>	<u>Two Triggers</u>
Under 20	40.4%	59.6%
20 - 29	58.3	41.7
30 - 39	60.1	39.9
40 - 49	67.2	32.8
50 - 59	61.9	38.1
60 and over	52.8	47.2

The "gun nuts" prefer the single trigger arrangements while the sportsmen who only shoot occasionally are, as a whole, not particularly interested:

	<u>Single Trigger</u>	<u>Two Triggers</u>
"Gun nuts"	67.6%	32.4%
Regular shooters	61.4	38.6
Occasional and "seldom" shooters	41.3	58.7

The value that sportsmen set on a single trigger design (over and above the cost of the gun itself) parallels their preference for the feature:

	<u>Value of Single Trigger (average)</u>
"Gun nuts"	\$15.18
Regular shooters	12.70
Occasional and "Seldom" shooters	8.06
All respondents	13.04

This matter of single or double triggers on double barrel or over/under shotguns seems to be largely a matter of money. The respondents who set a relatively low retail price as their estimate of what they think they should pay for a shotgun, also set a relatively low figure on the value of a single