

Sportsmen's opinions of "fair retail price" vary by shooters' ratings with the "gun nut" and regular shooter setting significantly higher valuations than do the occasional or infrequent shooters:

		Median Fair Purchase Price			
		"Gun Nuts"	Regular Shooters	Occasional Shooters	"Seldom" Shooters
12 Gauge	Pump	\$63.51	\$51.75	\$45.73	\$49.67
	Auto	64.35	55.47	51.54	49.90
	Double	55.13	51.65	40.82	45.48
	Over/Under	80.42	75.79	72.72	60.00
	Single	40.95	27.50	19.50	16.25
16 Gauge	Pump	54.42	47.13	41.06	37.50
	Auto	55.54	56.97	51.23	42.71
	Double	55.06	54.51	34.23	34.57
	Over/Under	58.23	64.10	(1)	(1)
20 Gauge	Pump	55.08	51.46	44.63	46.67
	Auto	61.31	54.74	51.50	55.00
	Double	67.50	59.85	42.00	32.75
	Over/Under	81.12	77.34	(1)	(1)
	Single	33.75	34.00	24.33	20.00
410 Gauge	Pump	35.00	40.00	36.00	(1)
	Auto	50.67	62.50	45.00	(1)

NOTE:

The above gauge-style arrangements satisfy 95.7% of respondents' preferences (see page 44). Others have been omitted as unimportant.

The opinions of "fair retail prices" vary by occupational groups, with the higher income vocations apparently being willing to pay almost twice as much as lower income sportsmen:

<u>Occupational Group</u>	<u>(*)Average fair retail value</u>
1. Merchants and Tradesmen	\$81.30
2. Professional men	72.68
3. Sales group	67.71
4. Skilled mechanics	58.61
5. Clerical workers	57.21
6. U.S. Army, Navy, Air Force, etc.	56.78
7. Farm and related group	48.70
8. Semi-skilled and unskilled	48.31
Miscellaneous group (police, firemen, editors, retired, etc.)	67.27
Students (boys)	41.45
All groups	59.83

(1) Insufficient data

(*) Shotguns of all styles and gauges

-59-