

Estimates of what a shotgun should cost also vary by geographical sections of the country, with the respondents from New York, Philadelphia, Pittsburgh, Washington, and surrounding areas setting the highest figures:

<u>Area</u>	<u>Average "worth-to-me" value (*)</u>
1. New York City, Philadelphia, Pittsburgh, Washington and surroundings	\$73.60
2. R.I., Conn., Mass.	68.16
3. Wash., Calif., Oregon	65.80
4. Ohio, Ind., Ill.	62.49
5. Va., N.C., S.C.	61.91
6. Ga., Fla., Ala., Miss., La., Ark.	58.56
7. New York State, Pennsylvania (excluding New York City, Philadelphia, Pittsburgh, etc.)	57.27
8. Mich., Minn., Wis.	56.98
9. Iowa, Mo., N.D., S.D., Kan., Nebr.	56.92
10. Ky., Tenn., W.Va.	56.80
11. Mont., Idaho, Wyo., Colo.	54.36
12. Texas, Okla.	54.23
13. Me., N.H., Ver.	49.79
14. Ariz., N.M., Utah, Nev.	45.92

The single barrel shotgun -

It is probable that this study did not reach down to a significant number of the sportsmen who, because of low incomes, extreme youth, or lack of more than the most casual interest in shooting, constitute the buyers of low-priced, single barrel, single shot shotguns. This group, presumably composed of low income farm boys, negroes, and other marginal buyers, are not, as a rule, subscribers to magazines and so would not come within the scope of this survey.

In addition, these persons--especially those who are only casually interested in shooting--are unlikely to fill out questionnaires. For example, subscribers to Southern Agriculturist gave us only 4.7% return whereas readers of adult outdoor magazines (obviously interested in shooting) returned over 30%.

It is the purpose of this discussion to point out that we have not brought to light significant findings pertinent to the single shot shotgun.

(*) Shotguns of all styles and gauges