Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008

May 2008 Report

Market Share by Income Market Share by Density Market Share by Family Size Market Share by Education Market Share by Region Market Share by Purchaser's Age Market Share by Sex of Purchaser Type by Purchaser's Age - Units Type by Income - Units Type by Region - Units Type by Purchaser's Age - Lbs Type by Income - Lbs Packaging by Purchaser's Age Packaging by Income How Found Out by Purchaser's Age How Found Out by Income Why Buy by Purchaser's Age Why Buy by Income Outlet by Purchaser's Age Outlet by Income Sex by Purchaser's Age Sex by Income How Many Pounds of Seed Bought a Year by Income - Based on Household Answering Bird Seed Bought by Income Type Bird Seed Bought by Income Type of Bird Feeder across Time Number of Bird Feeders by Type Where Buy Bird Feeder by Type

Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007

Provided as a WBFI member benefit under contract and at the expense of the WBFI. Data may not be reproduced for non-members without the written permission of the WBFI.

ndex										
Wild Bird Seed MDP Purchase	& Usage Tracking	Study: Nov 2004	- May 2008							
Market Share of Purchases by	/ Income									
ilter: may 2008					Purchases					
Quantity: Total Purchases					No ranking					

		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # lb. Provided	Pounds Purchased With #lb. Provided	Purchase Occasions With #lbs Buy/Year	Pounds Purchased With #lbs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	Total	498	763 1.53	11589	5090	609	564	11589	532	94572	11587	5022	737	11589 15.72
Income - Summary	Avg/H'hold		1.53	23.27	10.22	1.22		20.55		177.77		0.43		15.72
Under \$15,000	Total	106	160	2546	1121	131	112	2546	98	18619	2546	1115	154	2546
	Avg/H'hold		1.22	19.43	8.55	1.24		22.83		189.70		10.00		28.55
	Percent	21.4%	21.0%	22.0%	22.0%	21.5%	19.9%	22.0%	18.4%	19.7%	22.0%	22.2%	20.9%	22.0%
\$15,000 - \$24,999	Total	49	67	1160	517	63	61	1160	55	9735	1160	513	63	1160
	Avg/H'hold		1.05	18.29	8.15	1.29		19.03		178.17		8.42		22.26
	Percent	9.9%	8.7%	10.0%	10.2%	10.3%	10.8%	10.0%	10.3%	10.3%	10.0%	10.2%	8.5%	10.0%
\$25,000 - \$39,999	Total	105	167	2927	1355	128	120	2927	112	21752	2927	1347	164	2927
	Avg/H'hold		1.30	22.82	10.56	1.22		24.41		194.40		11.23		25.88
	Percent	21.0%	21.9%	25.3%	26.6%	21.0%	21.3%	25.3%	21.1%	23.0%	25.3%	26.8%	22.3%	25.3%
\$40,000 - \$74,999	Total	118	167	2172	1057	142	134	2172	128	25917	2169	1009	156	2172
,	Avg/H'hold		1.17	15.31	7.45	1.20		16.15		202.70		7.50		18.35
	Percent	23.8%	21.8%	18.7%	20.8%	23.3%	23.8%	18.7%	24.1%	27.4%	18.7%	20.1%	21.2%	18.7%
\$75,000 or more	Total	108	184	2382	897	128	121	2382	124	16044	2382	894	182	2382
	Avg/H'hold		1.44	18.55	6.98	1.19		19.64		129.77		7.37		20.27
	Percent	21.6%	24.2%	20.6%	17.6%	21.0%	21.5%	20.6%	23.3%	17.0%	20.6%	17.8%	24.7%	20.6%
No answer	Total	12	18	402	144	16	16	402	16	2505	402	144	18	402
	Avg/H'hold		1.13	24.84	8.88	1.33		24.84		154.92		8.88		24.84
	Percent	2.4%	2.4%	3.5%	2.8%	2.6%	2.8%	3.5%	3.0%	2.6%	3.5%	2.9%	2.4%	3.5%
Roy Morgan Research Pty.	Ltd., Melbourne, Austral	lia												
Roy Morgan Internatio	nal, Mail Diary Par	el Research Pr	ogram, Prin	ceton NJ 0854	40									
Provided as a WBFI m														
Data may not be repro	aucea for non-mer	nders without th	he written pe	rmission of th	e vvBFI.				1					

	1						-		-					1
<u>index</u>														
Wild Bird Seed MDP Purchas	se & Usage Trac	king Study: No	ov 2004 - May 2	2008										
Market Share of Purchases b	by Income													
Filter: may 2008						Purchases								
Quantity: Total Purchases						No ranking								
		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # lb. Provided	Pounds Purchased With #lb. Provided	Purchase Occasions With #lbs Buy/Year	Pounds Purchased With #Ibs. Buv/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	Total	498	763	11589	5090	609	564	11589	532	94572	11587	5022	737	11589
Buying nousehold	Avg/H'hold		1.53	23.27	10.22	1.22	564	20.55	552	94572	11307	0.43	131	15.72
Density	Avy/H hold		1.00	23.21	10.22	1.22		20.55		111.11		0.43		13.72
Density	1													
Urban	Total	105	160	1697	778	129	116	1697	103	2505	1697	144	156	402
orban	Avg/H'hold	105	1.24	13.13	6.02	1.23	110	14.64	103	154.92	1037	8.88	150	24.84
	Percent	21.1%	21.0%	13.13	15.3%	21.2%	20.6%	14.6%	19.4%	2.6%	14.6%	2.9%	21.2%	3.5%
	Percent	21.1%	21.0%	14.0%	13.3%	21.270	20.0%	14.0%	19.4%	2.0%	14.0%	2.9%	21.270	3.3%
Suburban	Total	189	286	4426	1942	238	230	4426	212	17766	4426	736	279	1697
ouburban	Avg/H'hold	105	1.20	18.57	8.15	1.26	200	19.23	212	171.77	4420	6.34	215	17.29
	Percent	37.9%	37.5%	38.2%	38.2%	39.1%	40.8%	38.2%	39.9%	18.8%	38.2%	14.6%	37.9%	14.6%
		011070	0.1070	001270	00.270	001170		001270	001070	101070	001270		011070	
Rural	Total	134	220	3702	1389	160	141	3702	137	32705	3699	1929	206	4426
	Avg/H'hold		1.38	23.15	8.69	1.19		26.17		154.11	0000	8.38	200	22.21
	Percent	26.9%	28.9%	31.9%	27.3%	26.3%	25.0%	31.9%	25.8%	34.6%	31.9%	38.4%	27.9%	38.2%
No answer	Total	70	96	1764	981	82	77	1764	79	30123	1764	1376	96	3702
	Avg/H'hold		1.18	21.62	12.02	1.17		22.99		219.08		9.72		27.97
	Percent	14.1%	12.6%	15.2%	19.3%	13.5%	13.7%	15.2%	14.9%	31.9%	15.2%	27.4%	13.1%	31.9%
Roy Morgan Internationa	al, Mail Diary I	Panel Resea	rch Program	, Princeton N	J 08540									
© RMR 2007														
Provided as a WBFI me	mber benefit u	under contra	ct and at the	expense of t	he WBFI.								1	
Data may not be reprod						BFI.								
													1	
													1	
	1			1			1			1		1	1	

index		1					1		1	Г				
Index														
Wild Bird Seed MDP														-
Purchase & Usage Trackin														
Market Share of Purchases by Income	5													
Filter: may 2008														
Quantity: Total Purchases														
		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # lb. Provided	Pounds Purchased With #lb. Provided	Purchase Occasions With #Ibs Buy/Year	Pounds Purchased With #lbs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	Total	498	763	11589	5090	609	564	11589	532	94572	11587	5022	737	11589
	Avg/H'hold		1.53	23.27	10.22	1.22		20.55		177.77		0.43		15.72
Size Of Family														
One Person HH	Total	153	221	3447	1491	200	184	3447	156	26857	3447	1482	211	3447
	Avg/H'hold		1.11	17.27	7.47	1.31		18.76		171.86		8.06		21.86
	Percent	30.7%	28.9%	29.7%	29.3%	32.8%	32.6%	29.7%	29.4%	28.4%	29.8%	29.5%	28.6%	29.7%
Two people HH	Total	183	317	5095	2045	219	200	5095	200	40969	5092	2043	315	5095
	Avg/H'hold		1.45	23.26	9.34	1.20		25.46		205.29		10.21		29.86
	Percent	36.7%	41.6%	44.0%	40.2%	36.0%	35.5%	44.0%	37.5%	43.3%	43.9%	40.7%	42.8%	44.0%
Three people HH	Total	64	80	1319	650	70	69	1319	65	11075	1319	644	79	1319
	Avg/H'hold		1.14	18.76	9.25	1.09		19.05		169.47		9.29		19.53
	Percent	12.9%	10.5%	11.4%	12.8%	11.5%	12.2%	11.4%	12.3%	11.7%	11.4%	12.8%	10.7%	11.4%
Four people HH	Total	61	94	1149	528	75	73	1149	68	9414	1149	522	88	1149
	Avg/H'hold		1.24	15.23	7.00	1.23		15.65		137.52		7.11		16.03
	Percent	12.3%	12.3%	9.9%	10.4%	12.3%	12.9%	9.9%	12.9%	10.0%	9.9%	10.4%	11.9%	9.9%
Five people HH	Total	25	36	357	222	28	23	357	25	2799	357	179	32	357
	Avg/H'hold		1.30	12.90	8.00	1.12		15.24		109.76		7.64		12.90
	Percent	5.1%	4.7%	3.1%	4.4%	4.6%	4.1%	3.1%	4.8%	3.0%	3.1%	3.6%	4.3%	3.1%
Six or more people HH	Total	11	15	222	155	17	14	222	17	3458	222	152	13	222
	Avg/H'hold		0.89	12.90	9.02	1.55		15.45		201.15		10.61		19.61
	Percent	2.2%	2.0%	1.9%	3.0%	2.8%	2.5%	1.9%	3.2%	3.7%	1.9%	3.0%	1.7%	1.9%
No answer	Total	-	-	-				-	-	-	-	-	-	
	i otai Avg/H'hold	-	-	-	-		-	-	-	-	-	-	-	-
	Percent	-	-	-	-	-	-	-	-	-	-	-	-	-
Roy Morgan Internatio	nal, Mail Diary P	anel Resear	ch Program,	Princeton N	J 08540									
© RMR 2007														
Provided as a WBFI m	ember benefit ur	nder contrac	t and at the e	expense of th	ne WBFI.									
Data may not be repro						BFI.								
														-

index							<u>г</u>								
Wild Bird Seed MDP Pu	Irchase & Lleade .	Tracking Stud	v: Nov 2004 - I	lav 2008											
Market Share of Purcha	-	Tracking Stud	y. 1407 2004 - 1	lay 2000											
Filter: may 2008	ases by income					Purchases									
Quantity: Total Purchas	202					No ranking									
quantity. Total Turona.	303					No runking									
		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # Ib. Provided	Pounds Purchased With #lb. Provided	1	Purchase Occasions With #Ibs Buy/Year	Pounds Purchased With #Ibs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	Total	498	763	11589	5090	609	564	11589		532	94572	11587	5022	737	11589
Buying Household	Avg/H'hold	490	1.53	23.27	10.22	1.22	304	20.55		552	94572	11567	0.43	131	1589
Education	Avg/H hold		1.55	23.21	10.22	1.22		20.55			111.11		0.43		15.72
Education	1														
Elementary	Total	-	-	-	-	-	-	-		-	-	-	-	-	-
,	Avg/H'hold		-	-	-	-	-	-			-		-		-
	Percent		-	-	-	-		-		-	-	-	-	-	-
	[
High school	Total	215	303	5355	2110	271	243	5355		230	43397	5355	2094	291	5355
	Avg/H'hold		1.12	19.78	7.79	1.26		22.00			188.49		8.60		25.17
	Percent	43.2%	39.7%	46.2%	41.4%	44.5%	43.1%	46.2%		43.2%	45.9%	46.2%	41.7%	39.5%	46.2%
College	Total	278	455	6170	2922	334	316	6170		297	50866	6167	2869	440	6170
	Avg/H'hold		1.36	18.48	8.75	1.20		19.51			170.98		9.07		21.34
	Percent	55.9%	59.6%	53.2%	57.4%	54.8%	56.0%	53.2%		55.9%	53.8%	53.2%	57.1%	59.7%	53.2%
No answer	Total	5	6	65	58	5	5	65		5	309	65	58	6	65
	Avg/H'hold		1.24	14.03	12.61	1.00		14.03			66.82		12.61		14.03
	Percent	0.9%	0.8%	0.6%	1.1%	0.8%	0.9%	0.6%		0.9%	0.3%	0.6%	1.2%	0.8%	0.6%
Roy Morgan Interna	ational, Mail Dia	ary Panel Re	esearch Pro	gram, Princet	on NJ 0854	0									
© RMR 2007															
Provided as a WBF															
Data may not be re	produced for no	on-members	s without the	written perm	ission of the	e WBFI.									

											-			1
index Job: Wild Bird See			cking Study	: Nov 2004	- May 2007									
Title: Market Share					_									
Wild Bird Seed MADP 2007 has		ing srangking:	201041:ambijn290	08TOTAL W	TD									
Market SAS of Purchases b	y Income													
Filter: may 2008														
Quantity: Total Purchases														
		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # Ib. Provided	Pounds Purchased With #Ib. Provided	Purchase Occasions With #Ibs Buy/Year	Pounds Purchased With #Ibs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #Ibs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	Total	498	763	11589	5090	609	564	11589	532	94572	11587	5022	737	11589
	Avg/H'hold		1.53	23.27	10.22	1.22		20.55		177.77		0.43		15.72
Region														
New England	Total	38	56	947	483	53	52	947	49	14146	947	481	55	947
	Avg/H'hold		1.06	17.77	9.07	1.39		18.26		287.93		9.28		20.69
	Percent	7.7%	7.4%	8.2%	9.5%	8.7%	9.2%	8.2%	9.2%	15.0%	8.2%	9.6%	7.4%	8.2%
Middle Atlantic	Total	50	82	1162	532	64	58	1162	58	9366	1162	526	76	1162
	Avg/H'hold		1.27	18.02	8.26	1.28		20.09		160.85		9.10		20.94
	Percent	10.0%	10.7%	10.0%	10.5%	10.5%	10.3%	10.0%	10.9%	9.9%	10.0%	10.5%	10.3%	10.0%
East North Central	Total	94	142	2527	1077	113	103	2527	92	19029	2527	1068	131	2527
	Avg/H'hold		1.26	22.44	9.56	1.20		24.60		207.76		10.40		28.30
	Percent	18.8%	18.6%	21.8%	21.1%	18.6%	18.3%	21.8%	17.2%	20.1%	21.8%	21.3%	17.8%	21.8%
West North Central	Total	30	45	808	321	41	40	808	39	6806	808	315	44	808
	Avg/H'hold		1.12	19.91	7.91	1.37		20.45		173.98		7.96		22.86
	Percent	6.0%	6.0%	7.0%	6.3%	6.7%	7.1%	7.0%	7.3%	7.2%	7.0%	6.3%	6.0%	7.0%
South Atlantic	Total	91	130	2616	1185	106	93	2616	92	16307	2616	1140	122	2616
	Avg/H'hold		1.23	24.75	11.21	1.16		28.08		177.17		12.23		29.37
	Percent	18.3%	17.0%	22.6%	23.3%	17.4%	16.5%	22.6%	17.3%	17.2%	22.6%	22.7%	16.6%	22.6%
East South Central	Total	35	39	473	217	38	33	473	33	6051	471	217	39	473
	Avg/H'hold		1.03	12.41	5.70	1.09		14.23		181.10		6.54		16.86
	Percent	7.1%	5.2%	4.1%	4.3%	6.2%	5.9%	4.1%	6.3%	6.4%	4.1%	4.3%	5.3%	4.1%
West South Central	Total	72	142	1494	677	89	89	1494	87	10118	1494	677	142	1494
	Avg/H'hold		1.60	16.87	7.65	1.24		16.87		115.78		7.65		17.25
	Percent	14.4%	18.6%	12.9%	13.3%	14.6%	15.8%	12.9%	16.4%	10.7%	12.9%	13.5%	19.2%	12.9%
Mountain	Total	22	22	252	158	23	23	252	16	2690	252	158	22	252
	Avg/H'hold		0.94	10.91	6.85	1.05		10.91		165.12		6.85		13.24
	Percent	4.5%	2.8%	2.2%	3.1%	3.8%	4.1%	2.2%	3.1%	2.8%	2.2%	3.1%	2.9%	2.2%
Pacific	Total	65	105	1310	440	83	74	1310	65	10059	1310	440	105	1310
	Avg/H'hold		1.27	15.83	5.31	1.28		17.62		154.42		5.91		22.64
	Percent	13.1%	13.8%	11.3%	8.6%	13.6%	13.1%	11.3%	12.2%	10.6%	11.3%	8.8%	14.3%	11.3%
No answer	Total	-	-	-	-	-	-	-	-	-	-	-	-	-
	Avg/H'hold		-	-	-			-		-		-		-
	Percent	-	-	-	-	-	-	-	-	-	-	-	-	-
											-			
											-			
Roy Morgan Internationa	al, Mail Diary P	anel Researc	h Program,	Princeton N.	J 08540									
© RMR 2007									_					
Provided as a WBFI mer														l
Data may not be reprodu	uced for non-m	embers witho	out the writte	n permissior	n of the WBFI									<u> </u>

index															
Indox															
Wild Bird Sood M	IDP Burchase & I	Usage Tracking S	study: Nov 2004	- May 2008											
Market Share of			100 2004	May 2000											
Filter: may 2008	r di chuses by inc	onic				Purchases									
Quantity: Total P	urchases					No ranking									
Quantity. Total P	ulchases					No ranking									
		Total Individual Purchaser's	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # Ib. Provided	Pounds Purchased With #lb. Provided		Purchase Occasions With #Ibs Buy/Year	Pounds Purchased With #lbs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Household	Total	609	763	11589	5090	609	564	11589		532	94572	11587	5022	737	11589
nouscholu	Avg/H'hold	005	1.25	19.03	8.36	1.00	504	20.55		332	177.77	11007	0.43	131	15.72
Age Of Purchaser -	Avg/Thola		1.25	13.03	0.50	1.00		20.33					0.45		13.72
Under 24	Total	6	9	60	34	-	6	-		4	222	60	34	9	60
	Avg/H'hold		1.52	9.98	5.66			-			50.00		5.66		9.98
	Percent	1.0%	1.2%	0.5%	0.7%	-	-	-		0.8%	0.2%	0.5%	0.7%	1.2%	0.5%
25 - 34	Total	34	36	383	225	34	34	383		33	2309	383	225	36	383
	Avg/H'hold		1.06	11.36	6.68	1.00		11.36			70.67		6.68		11.36
	Percent	5.5%	4.7%	3.3%	4.4%	5.6%	6.0%	3.3%		6.1%	2.4%	3.3%	4.5%	4.8%	3.3%
35 - 44	Total	98	114	1367	780	98	93	1367		96	13913	1367	771	105	1367
	Avg/H'hold		1.16	13.90	7.93	1.00		14.63			144.88		8.25		14.68
	Percent	16.1%	14.9%	11.8%	15.3%	16.1%	16.5%	11.8%		18.0%	14.7%	11.8%	15.4%	14.2%	11.8%
		100	0.07	0001	1071	100	100			150			1000		0004
45 - 54	Total	182	227	3261	1371	182	168	3261		156	25053	3261	1326	221	3261
	Avg/H'hold		1.25	17.93	7.54	1.00		19.42	_		160.22		7.90		20.35
	Percent	29.8%	29.7%	28.1%	26.9%	29.9%	29.8%	28.1%	_	29.4%	26.5%	28.1%	26.4%	30.0%	28.1%
55 - 64	T- (-1	100	132	2591	1023	100	98	2591	_	87	23464	2589	1023	132	2591
55 - 64	Total	100	1.32	2591	1023	1.00	90	2591	_	07	23464	2009	1023	132	2591
	Avg/H'hold	16.5%	1.32	25.85	20.1%	16.4%	17.4%	26.56	_	16.3%	269.80	22.3%	20.4%	18.0%	29.03
	Percent	10.3%	17.4%	22.4%	20.170	10.4%	11.4%	22.470		10.3%	24.0%	22.3%	20.4%	10.0%	22.4%
65 & Over	Total	161	222	3803	1546	161	145	3803		141	28621	3803	1536	217	3803
	Avg/H'hold	101	1.38	23.68	9.62	1.00	110	26.25		1.11	203.50	0000	10.60	2	34.62
	Percent	26.4%	29.1%	32.8%	30.4%	26.4%	25.7%	32.8%		26.4%	30.3%	32.8%	30.6%	29.4%	32.8%
								021070				02.070			02.070
No answer	Total	28	23	123	111	28	21	123		15	990	124	106	17	123
	Avg/H'hold		0.82	4.35	3.92	1.00		5.95			65.11		5.10		8.67
	Percent	4.7%	3.1%	1.1%	2.2%	4.6%	3.7%	1.1%		2.9%	1.0%	1.1%	2.1%	2.3%	1.1%
Roy Morgan Ir	ternational, M	ail Diary Panel	Research Pro	ogram, Prince	ton NJ 0854	0									L
© RMR 2007							1								L
															L
		r benefit under		1											
Data may not l	be reproduced	for non-memb	ers without th	e written pern	nission of the	WBFI.									1

<u>ndex</u>														
Vild Bird Seed MDP Pu	urchase & Usage	Tracking Study	<u>: Nov 2004 - N</u>	lay 2008										
larket Share of Purcha	ases by Income													
ilter: may 2008						Purchases								
Quantity: Total Purcha	ses					No ranking								
		Total Individual Purchaser's	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions with # Ib. Provided	Pounds Purchased With #lb. Provided	Purchase Occasions With #lbs Buy/Year	Pounds Purchased With #lbs. Buy/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buy/Year	Units Purchased With #lb. Provided	Pounds Purchased With #Ib. Provided
Buying Household	Total	609	763	11589	5090	609	564	11589	532	94572	11587	5022	737	11589
	Avg/H'hold		1.25	19.03	8.36	1.00		20.55		177.77		0.43		15.72
Sex Of Purchaser	I F													
lale	Total	158	232	3040	1266	158	142	3040	151	19863	3040	1260	231	3040
	Avg/H'hold		1.47	19.20	8.00	1.00		21.41		131.30		8.87		23.16
	Percent	26.0%	30.4%	26.2%	24.9%	25.9%	25.2%	26.2%	28.4%	21.0%	26.2%	25.1%	31.3%	26.2%
emale	Total	424	513	8293	3693	424	400	8293	365	72397	8291	3631	488	8293
	Avg/H'hold		1.21	19.56	8.71	1.00		20.72		198.59		9.07		23.06
	Percent	69.6%	67.2%	71.6%	72.5%	69.6%	70.9%	71.6%	68.5%	76.6%	71.6%	72.3%	66.2%	71.6%
lo answer	Total	27	18	256	131	27	22	256	17	2312	256	131	18	256
	Avg/H'hold		0.68	9.52	4.89	1.00		11.57		140.05		5.94		16.36
	Percent	4.4%	2.4%	2.2%	2.6%	4.4%	3.9%	2.2%	3.1%	2.4%	2.2%	2.6%	2.5%	2.2%
Day Margan Interes	tional Mail Di	an / Danal Da	accreb D	nom Dringsta	n NI 1 005 44	0								
Roy Morgan Interna RMR 2007	ational, Mail Di	ary Panel Re	search Prog	ram, Princeto	n NJ 08540	U								
2 KIVIK 2007														+
Provided as a WBF	I member ben	efit under cor	ntract and at	the expense	of the WBF	FI.								
Data may not be re	produced for n	on-members	without the	written permis	ssion of the	WBFI.								

index															Г		,
Index																	
Wild Bird Seed MDP Pure		aakina Ctud	" Nov 2004 M	av 2009													
Type by Age of Purchase			7: NOV 2004 - IV	ay 2000													
Filter: may 2008	er - Total Purchas	65					Purchases										
Quantity: Total Purchase							No ranking										
Quantity: Total Purchase	15						NO ranking										
										Туре			1				
		TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbi rd Nectar	Nyjer (Thistle) Seed	Peanut Hearts	Safflower	Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cake s	Bird- Specific Mix	Other	No answer
Purchases	Total	763	355	14	47	7	19		0	38		10	3		31	93	
	Percent	100.0%	46.5%	1.8%	6.2%	0.9%	2.5%	-	0.0%	5.0%	16.1%	1.3%	0.4%	0.4%	4.1%	12.2%	2.6%
Age Of Purchaser - Summary																	
Under 24	Total	9	5	-		_			_		-	-	_	_	4		
	Column %	9 1.2%	5 1.3%	-	-		-		-	-	-	-	-	-	4	-	
	Row %	100.0%	51.6%	-		-			-		-	-	-	-	48.4%		_
		100.070	01.078												40.470		
25 - 34	Total	36	25	9		_					1	-	-	-	-		
20 04	Column %	4.7%	7.1%	67.8%		_			_		0.9%	-	-	-	_		_
	Row %	100.0%	70.5%	26.5%		_			_		3.0%	-	_	-	_		
			101070	201070							01070						
35 - 44	Total	114	74	-	5	-	-	-	-	6	10	4	-	-	3	11	_
	Column %	14.9%	20.8%	-	10.7%	-	-	-	-	16.1%	8.5%	45.5%	-	-	9.9%	11.7%	_
	Row %	100.0%	65.0%	-	4.4%	-	-	-	-	5.3%	9.2%	3.9%	-	-	2.7%	9.5%	
45 - 54	Total	227	121	4	13	7	2	-	-	11	38	3	-	-	3	24	-
	Column %	29.7%	34.1%	32.2%	28.6%	100.0%	8.5%	-	-	28.1%	30.5%	32.1%	-	-	9.3%	26.3%	-
	Row %	100.0%	53.5%	2.0%	5.9%	3.2%	0.7%	-	-	4.7%	16.6%	1.4%	-	-	1.3%	10.8%	-
55 - 64	Total	132	67	-	12	-	6	-	0	11	18	-	1	-	-	9	8
	Column %	17.4%	18.9%	-	25.8%	-	33.8%	-	0.0%	29.7%	14.4%	-	42.4%	-	-	9.2%	40.5%
	Row %	100.0%	50.7%	-	9.1%	-	4.7%	-	0.0%	8.4%	13.5%	-	0.9%	-	-	6.4%	6.2%
																	ļ
65 & Over	Total	222	55	-	12		8	-	-	4	56	2				49	
	Column %	29.1%	15.6%	-	24.8%	0.0%	43.9%	-	-	9.7%	45.7%	22.4%	57.6%		66.6%	52.9%	
	Row %	100.0%	25.0%	-	5.2%	0.0%	3.7%	-	-	1.6%	25.4%	1.0%	0.8%	1.4%	9.4%	22.2%	4.4%
			_		_												
No answer	Total	23	7	-	5		3		-	6	-	-	-	-	-	-	2
	Column %	3.1%	2.1%		10.2%	-	13.8%		-	16.4%	-	-	-	-	-		11.7%
	Row %	100.0%	31.9%		20.3%	-	11.0%			26.6%	-	-	-	-	-		10.2%
Roy Morgan Research Pty Roy Morgan Internati			search Prog	ram. Princ	eton NJ 08	3540											
© RMR 2007		,		,													
Provided as a WBFI	member benef	it under co	ntract and at	the expen	se of the V	VBFI.											
Data may not be repr																	
									1		1	1	1	1	I I		L

te dess							-		1		1			1			
index																	
Wild Bird Seed MDP Purcha		icking Study:	: NOV 2004 - M	ay 2008													
Type by Income - Total Purc	nases																
Filter: may 2008							Purchases										
Quantity: Total Purchases							No ranking										
	1									Туре		[
										туре							
		TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbi rd Nectar	Nyjer (Thistle) Seed	Peanut Hearts	Safflower	Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cakes	Bird- Specific Mix	Other	No answer
	1			ĺ		1	1		1					1			
Purchases	Total	763	355	14	47	7	19		- 0	38	123	10	3	3	31	93	20
	Percent	100.0%	46.5%	1.8%	6.2%			-	0.0%		16.1%	1.3%	0.4%	0.4%	4.1%	12.2%	
Income - Summary																	
Under \$15,000	Total	160	56	9	4	0	1		-	6	69	-	-	-	4	7	2
	Column %	21.0%	15.9%	67.8%	9.6%	0.0%	4.9%		-	16.4%	55.7%	-	-	-	14.2%	8.0%	11.7%
	Row %	100.0%	35.1%	5.9%	2.8%	0.0%	0.6%	-	-	3.9%	42.9%	-	-	-	2.8%	4.6%	1.5%
\$15,000 - \$24,999	Total	67	39	1	7	0	2	-		4	8	0	-	-	3	3	-
	Column %	8.7%	10.9%	4.9%	15.6%	0.0%	10.2%	-	-	9.7%	6.7%	0.0%	-	-	9.5%	3.3%	-
	Row %	100.0%	58.2%	1.0%	10.9%	0.0%	2.8%	-		5.5%	12.5%	0.0%	-	-	4.5%	4.6%	-
\$25,000 - \$39,999	Total	167	77	-	15		4	-	- 0		18	3	3	-	10	10	-
	Column %	21.9%	21.7%	-	32.6%	100.0%	20.7%	-	0.0%	35.6%	14.8%	34.0%	100.0%	-	32.1%	10.7%	27.5%
	Row %	100.0%	46.2%	-	9.1%	4.3%	2.3%	-	0.0%	8.0%	10.9%	2.0%	1.8%	-	6.0%	6.0%	3.3%
\$40,000 - \$74,999	Total	167	94	-	11	-	7		-	14	16	6	-	3	-	7	8
	Column %	21.8%	26.6%	-	23.6%	-	35.6%	-	-	38.3%	12.7%	66.0%	-	100.0%	-	7.0%	40.5%
	Row %	100.0%	56.7%	-	6.6%	-	4.0%	-		8.7%	9.4%	3.9%	-	1.8%	-	3.9%	4.9%
\$75,000 or more	Total	184	84	4	7	-	3		-	-	10	-	-	-	10	62	
	Column %	24.2%	23.7%	27.3%	15.5%	-	17.5%	-	-	-	8.4%	-	-	-	30.7%	66.5%	20.3%
	Row %	100.0%	45.6%	2.1%	3.9%	-	1.8%			-	5.6%	-	-	-	5.2%	33.6%	2.2%
No answer	Total	18	4	-	1	-	2			-	2	-	-	-	4	4	-
	Column %	2.4%	1.2%	-	3.1%	-	11.1%	-		-	1.7%	-	-	-	13.5%	4.5%	-
	Row %	100.0%	23.3%	-	7.9%	-	11.3%	-		-	11.6%	-	-	-	23.2%	22.8%	-
Roy Morgan Research Pty. Lt	d., Melbourne, A	ustralia															
Roy Morgan Internation	al, Mail Diary	Panel Res	search Prog	ram, Prince	eton NJ 08	3540											
© RMR 2007																	
Provided as a WBFI me																	
Data may not be reprod	luced for non	-members	without the v	written per	mission of	the WBFI.											

				r					r		r		r	r			
Index																	
Wild Bird Seed MDP Purchas			ng Study: No	ov 2004 - May	2008												
Type by Regions - Total Pure	chase	s															
Filter: may 2008							Level: Purch										
Quantity: Total Purchases							Weights: Pu	rchases									
							No ranking										
										Туре							
			All Purpose	0	Deluxe		Nyjer	B			0	0	0	Bird	Bird-		
		TOTAL	Mix	Cracked Corn	Premium	Hummingbi rd Nectar	(Thistle)	Peanut Hearts	Safflower	Suet Cakes	(Black Oil)	Sunflower (Stripod)	(Hearts)	Bells/Cake	Specific	Other	No answer
			(Economy)	00111	Mix	Tu Nectar	Seed	ricarta			(Black Oil)	(ourped)	(nearta)	S	Mix		
	1 1			1		1			1		1		1		1		
(317	151	3	31	4	16		2	7	45	5	2	1	14	22	14
(unweighted) Total Purchases	uc wc	763	355	14			18		2	38		10	3		31	93	20
Total Purchases	h%	100.0%	46.5%	14	6.1%	0.9%	2.4%		0.0%	4.9%	123	1.3%	0.4%	0.4%	4.1%	93	20
	n%	100.0%	46.5%	1.8%	6.1%	0.9%	2.4%		0.0%	4.9%	16.2%	1.3%	0.4%	0.4%	4.1%	12.2%	2.1%
De star																	
Region																	
New England	wc	56	32		1					3	8					12	
In England		7.4%	32 8.9%	-	1 2.6%	-		-	-	3 7.5%	6.5%	-	-		-	12 13.3%	-
	v% h%	100.0%	56.4%	-	2.6%		-		-	7.5% 5.0%	14.3%	-	-	-	-	13.3% 22.1%	
	1170	100.0%	30.4%	-	2.1%	-	-		-	5.0%	14.3%	-	-		-	22.1%	-
Middle Atlantic		82	27	4	12	0				14	3			2	4	9	
Middle Atlantic	wc v%	10.7%	7.5%	32.2%	24.8%	0.0%	5.0%		-	38.3%	2.3%	-	-	3 100.0%	4 14.2%	9 10.2%	4 19.0%
	• %	100.0%	32.5%	5.5%	14.1%	0.0%	1.1%		-	17.7%	3.5%		-	3.7%	5.4%	11.6%	4.7%
	11%	100.0%	32.3%	0.0%	14.1%	0.0%	1.170		-	17.7%	3.3%	-	-	3.1%	3.4%	11.0%	4.770
East North Central		440	65		10	0	9		0	10	40	8	4		0	9	2
East North Central	wc v%	142 18.6%	65 18.3%	-	10 21.2%	0.0%	48.1%		0.0%	10 26.1%	18 14.2%	° 79.5%	42.4%	-	9 30.1%	9.9%	د 14.9%
	∿‰ h%	100.0%	45.8%	-	7.0%	0.0%	40.1% 6.3%		0.0%	6.9%	14.2%	79.5% 5.5%	42.4%	-	6.6%	9.9% 6.5%	2.1%
	11 /0	100.0 %	43.0%		1.0%	0.0%	0.3 /6		0.0 /6	0.3%	12.370	3.3 /0	0.3 /6		0.0%	0.5 %	2.1/0
West North Central	wc	45	24				2				9	0			7	2	1
west North Central	v%	6.0%	6.8%		-		11.8%				7.5%	0.0%		-	23.1%	1.7%	5.3%
	∿‰ h%	100.0%	53.0%	-	-	-	4.8%		-	-	20.4%	0.0%	-	-	15.9%	3.5%	2.4%
	1176	100.0%	53.0%	-	-	-	4.0%		-	-	20.4%	0.0%	-	-	10.9%	3.3%	2.4%
South Atlantic		420	70		4		6				22						
South Atlantic	wc v%	130 17.0%	19.8%	-	9.6%	-	29.8%		-	-	33 26.9%	-	-	-	ہ 24.1%	4.6%	20.3%
	• %	100.0%	54.4%	-	3.4%		4.3%		-		25.6%		-	-	5.8%	3.3%	3.2%
	11%	100.0%	34.4%	-	3.4%	-	4.3%		-	-	23.0%	-	-	-	3.0%	3.3%	3.2%
East South Central	wc	39	22			7				5	3					3	0
East South Central	wc v%	5.2%	6.1%			100.0%				12.7%	2.3%		-	-	-	3.2%	0.0%
	∿‰ h%	100.0%	54.8%	-	-	18.3%	-		-	12.7%	7.1%	-	-	-	-	7.6%	0.0%
	11 /0	100.076	J4.0 /0			10.3 %	-			12.2/0	1.170					1.0 %	0.0 %
West South Central	wc	142	54	0	7		1			6	9	2			0	53	
west south Central	wc v%	18.6%	15.3%	67.8%	14.7%		5.2%		-	15.4%	7.5%	20.5%	-		0.0%	57.1%	
	• %	100.0%	38.3%	6.7%	4.8%		0.7%		-	4.1%	6.5%	1.4%	-		0.0%	37.5%	
	11 /0	100.0 %	30.376	0.7 /6	4.0 /0		0.7 /6			4.1/0	0.5 %	1.4 /0	-		0.0%	31.37	
Mountain	wc	22	16	-	3		_	_	-	_	2	-	_				
wountain	wc v%	2.8%	4.5%	-	7.4%		-	_	-	-	1.8%	-	-			-	
	∿‰ h%	100.0%	4.5% 73.5%	-	15.9%		-		-	-	10.5%	-	-				
		.00.0 /0	15.570		10.070						10.070		-				
Pacific	wc	105	45	-	9	0			-	-	38	-	2		3		R
	wc v%	13.8%	12.8%	-	19.8%	0.0%	_		-	-	31.0%	-	57.6%		8.5%		40.5%
	₩% h%	100.0%	43.0%		8.7%	0.0%					36.3%		1.6%		2.5%		7.8%
		.00.0 /0	40.0/0		0.1 /0	0.070					50.576		1.0 /0		2.5 /0		1.0/0
No answer	wc			-					-		-		-	_			
	wc v%		_	-			_		-		-		-		1		
	h%		_				_			_]		
		-								-		-	-				
Roy Morgan Research Pty. Ltd	I. Me	bourne. Aust	ralia														
Roy Morgan Internationa	al, M	ail Diarv P	anel Resea	arch Proora	am, Prince	ton NJ 085	40										
© RMR 2007	.,			rogic	.,		·										
Provided as a WBFI me	mbe	r benefit ur	nder contra	ct and at th	ne expensi	e of the WE	BFI.										
Data may not be reprod																	
									ı		ı		ı	ı	1		

in day.	1	1			1			1			1		1				
index																	
Wild Bird Seed MDP Purcha			r: Nov 2004 - Ma	ay 2008													
Type by Age of Purchaser -	Pounds Purch	ased															
Filter: may 2008							Total (Lbs)										
Quantity: Total Volume Pure	chased (Lbs)						No ranking										
	1	l								-							
										Туре							
		TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbi rd Nectar	Nyjer (Thistle) Seed	Peanut Hearts	Safflower	Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cake s	Bird- Specific Mix	Other	No answer
Total (Lbs)	Total	11589	5168	203	1068	22	154	-	0	32	2995	46	83	3	772	689	355
	Percent	100.0%	44.6%	1.8%		9.2%	1.3%	-	0.0%	0.3%	25.8%	0.4%	0.7%	0.0%	6.7%	5.9%	
	1																
Age Of Purchaser - Summary																	
Under 24	Total	60	38		_			_							22		
011001 24	Column %	0.5%	38 0.7%	-	-	-	-	-		-	-	-	-	-	22 2.9%	-	-
	Row %	100.0%	63.0%		-		-			-	_				37.0%		
	ROW %	100.0%	03.0%	-	-	-	-	-	-	-	-	-	-	-	37.0%	-	-
25 - 34	Total	383	352	9							22						
25 - 34	Column %	303	6.8%	9 4.7%	-	-	-	-	-	-	0.7%	-	-		-		-
	Row %	100.0%	91.9%	2.5%	-	-	-	-	-	-	5.6%	-	-		-		-
	ROW %	100.0%	91.9%	2.5%	-	-	-	-	-	-	5.6%	-	-	-	-	-	
35 - 44	Total	1367	920		83					0	106	13			155	90	
35 - 44		1367	920	-	7.8%	•	-	•	-	0.0%	3.5%	29.0%	-	-	100 20.1%	90 13.1%	
	Column % Row %	11.8%	67.3%		6.1%	-	-	-		0.0%		29.0% 1.0%	-		20.1% 11.3%	6.6%	
	ROW %	100.0%	67.3%	•	0.1%	•	-	-	-	0.0%	1.1%	1.0%	-	-	11.3%	0.0%	
45 - 54	Total	3261	1628	193	362	22	13			21	798	22			12	190	
45 - 54	Total Column %	28.1%	31.5%	95.3%	302 33.9%	100.0%	8.3%	-		65.5%	26.6%	47.2%	-		1.5%	27.7%	
		100.0%	49.9%	95.3% 5.9%	11.1%		8.3% 0.4%	-	-	0.7%		47.2% 0.7%	-	-	0.4%	5.8%	
	Row %	100.0%	49.9%	5.9%	11.1%	0.7%	0.4%	-		0.7%	24.5%	0.7%	-		0.4%	5.8%	
55 - 64	Total	2591	1133		328		49		0	11	683		63			160	164
33 - 64	Column %	2591	21.9%	-		•	49 32.1%	•	0.0%			-	53 75.4%	-	-	23.2%	46.4%
				-	30.7%	-		-				-			-		
	Row %	100.0%	43.7%	•	12.7%	•	1.9%	-	0.0%	0.4%	26.4%	-	2.4%	-	-	6.2%	6.3%
65 & Over	Total	3803	1041		252	0	76			0	1387	11	20	3	583	248	181
05 a Over	Column %	32.8%	20.1%		232	0.0%	49.7%			0.0%	46.3%	23.8%	20 24.6%	100.0%	75.5%	36.1%	
	Row %	100.0%	20.1%	-	6.6%	0.0%	49.7%	-	-	0.0%		0.3%	24.0% 0.5%	0.1%	15.3%	6.5%	
	ROW %	100.0%	21.4%	-	0.0%	0.0%	2.0%	-	-	0.0%	30.5%	0.3%	0.5%	0.1%	15.3%	0.3%	4.0%
No answer	Total	123	56		43		15			0							10
NU answer	Column %	123	1.1%	-	43 4.0%	-	9.9%	-	-	0.0%	-	-	-	-	-	-	2.7%
	Row %	100.0%	45.1%		34.9%	-	12.3%	-		0.0%		-	-		-		7.7%
		100.0 /8		-	54.370	-	12.3/0		-	0.0 /6	-	-	-				1.170
Roy Morgan Research Pty. Lt	d., Melbourne, /	Australia															
Roy Morgan Internation	al, Mail Diar	y Panel Re	search Progr	am, Prince	ton NJ 085	540											
© RMR 2007			Ĭ														
		1								1							
Provided as a WBFI me	mber benefi	t under cor	ntract and at 1	he expens	e of the W	BFI.											
Data may not be reprod																	
										•							·

1 - 1 -		1	1						1					1			
index																	
Wild Bird Seed MDP Purcl		acking Study	: Nov 2004 - N	lay 2008													
Type by Income - Pounds	Purchased																
Filter: may 2008							Total (Lbs)										
Quantity: Total Volume Pu	rchased (Lbs)						No ranking										
										Туре							
		TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbi rd Nectar	Nyjer (Thistle) Seed	Peanut Hearts	Safflower	Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cake s	Bird- Specific Mix	Other	No answer
Total (Lbs)	Total	11589	5168	203	1068	22		-	0	32		46	83		772	689	
	Percent	100.0%	44.6%	1.8%	9.2%	0.2%	1.3%	-	0.0%	0.3%	25.8%	0.4%	0.7%	0.0%	6.7%	5.9%	3.1%
Income - Summary																	
Under \$15,000	Total	2546	676	9	88	0	1		-	0	1591	-		-	22	149	10
	Column %	22.0%	13.1%	4.7%	8.2%	0.0%	0.6%	-	-	0.0%	53.1%	-	-	-	2.9%	21.6%	2.7%
	Row %	100.0%	26.6%	0.4%	3.5%	0.0%	0.0%	-	-	0.0%	62.5%	-		-	0.9%	5.8%	0.4%
\$15,000 - \$24,999	Total	1160	613	3	145	0	38	-	-	0	282	0	-	-	60	18	
	Column %	10.0%	11.9%	1.7%	13.6%	0.0%	24.6%	-	-	0.0%	9.4%	0.0%	-	-	7.7%	2.7%	-
	Row %	100.0%	52.9%	0.3%	12.5%	0.0%	3.3%	-	-	0.0%	24.3%	0.0%	-	-	5.1%	1.6%	-
\$25,000 - \$39,999	Total	2927	1320	-	378	22	27	-	0	24	648	17	83	-	224	109	77
	Column %	25.3%	25.5%	-	35.4%	100.0%	17.3%		0.0%	74.2%	21.6%	36.2%	100.0%	-	29.1%	15.8%	21.8%
	Row %	100.0%	45.1%	-	12.9%	0.7%	0.9%	-	0.0%	0.8%	22.1%	0.6%	2.8%	-	7.7%	3.7%	2.6%
\$40,000 - \$74,999	Total	2172	1290	-	279	-	68	-	-	8	306	29	-	3	-	23	164
	Column %	18.7%	25.0%	-	26.1%	-	44.5%	-	-	25.8%	10.2%	63.8%	-	100.0%	-	3.3%	46.4%
	Row %	100.0%	59.4%	-	12.9%	-	3.1%	-	-	0.4%	14.1%	1.4%		0.1%	-	1.1%	7.6%
\$75,000 or more	Total	2382	1184	190	168	-	10	-	-	-	62	-	-	-	318	348	
	Column %	20.6%	22.9%	93.6%	15.7%	-	6.3%	-	-	-	2.1%	-	-	-	41.1%	50.5%	29.1%
	Row %	100.0%	49.7%	8.0%	7.1%	-	0.4%	-	-	-	2.6%	-	-	-	13.3%	14.6%	4.3%
No answer	Total	402	85	-	10	-	10	-	-	-	106	-	-	-	148	42	-
	Column %	3.5%	1.6%	-	0.9%	-	6.7%	-	-	-	3.5%	-	-	-	19.2%	6.1%	-
	Row %	100.0%	21.2%	-	2.5%	-	2.6%	-	-	-	26.4%	-	-	-	36.9%	10.4%	
Roy Morgan Research Pty.	Ltd., Melbourne	Australia															
Roy Morgan Internation	onal, Mail Diar	y Panel Re	search Prog	ram, Prince	eton NJ 08	540											
© RMR 2007																	
Provided as a WBFI m	ember benefi	t under con	tract and at	the expens	e of the M	/BFI											
Data may not be repro									+								+
Data may not be repro		i-members	without the	willen pen	111221011 01	ule WDFI.			L								L

index										
Wild Bird Seed MDP Purcha	so & Lleago Tr	acking Study	(: Nov 2004 - May	, 2008						
	-		7. NOV 2004 - May	2008						
Packaging by Age of Purcha	iser - Total Pul	rchases					Purchases			
Filter: may 2008										
Quantity: Total Purchases							No ranking			
	1					Packaging				
						Раскадінд				
		TOTAL	Bulk - From Bin	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total	No answer	
			Or Barrel			J		Packaged		
Purchases	Total	763	31	136	532	6	47	720	12	
	Percent	100.0%	4.1%	17.8%	69.7%	0.8%	6.2%	94.4%	1.6%	
Age Of Purchaser -										
Summary										
Under 24	Total	9	-	-	4	-	-	4	5	
	Column %	1.2%	-	-	0.8%	-	-	0.6%	38.5%	
	Row %	100.0%	-	-	48.4%	-	-	48.4%	51.6%	
25 - 34	Total	36	9	-	26	-	-	26	-	
	Column %	4.7%	30.8%	-	4.9%	-	-	3.6%	-	
	Row %	100.0%	26.5%	-	73.5%	-	-	73.5%	-	
35 - 44	Total	114	1	19	85	3	6	113	-	
	Column %	14 .9 %	4.3%	1 4.0 %	15.9%	46.4%	13.0%	15.6%	-	
	Row %	100.0%	1.2%	16.7%	74.4%	2.4%	5.3%	98.8%	-	
45 - 54	Total	227	1	53	160	2	11	225	0	
	Column %	29.7%	4.9%	38.8%	30.0%	37.4%	22.7%	31.3%	0.0%	
	Row %	100.0%	0.7%	23.2%	70.5%	1.0%	4.7%	99.3%	0.0%	
55 - 64	Total	132	12	37	67	-	16	120	1	
	Column %	17.4%	38.8%	27.4%	12.5%	-	34.0%	16.6%	7.5%	
	Row %	100.0%	9.0%	28.0%	50.3%	-	12.0%	90.3%	0.7%	
65 & Over	Total	222	7	27	176	1	5	209	7	
	Column %	29.1%	21.2%	19.8%	33.1%	16.2%	10.2%	29.0%	54.0%	
	Row %	100.0%	2.9%	12.1%	79.4%	0.4%	2.1%	94.1%	3.0%	
No answer	Total	23	-	0	14	-	9	23	0	
	Column %	3.1%	-	0.0%	2.6%	-	20.1%	3.2%	0.0%	
	Row %	100.0%	-	0.0%	59.8%	-	40.2%	100.0%	0.0%	
Roy Morgan Research Pty. Lto	d., Melbourne, /	Australia								
Roy Morgan Internationa	al, Mail Diary	/ Panel Re	search Program	n, Princeto	n NJ 08540)				
© RMR 2007										
Provided as a WBFI mei										
Data may not be reprodu	uced for non	-members	without the wr	itten permis	sion of the	WBFI.				

index										
Wild Bird Sood MDB Burgha		oking Study	1 Nov 2004	May 2009						
Wild Bird Seed MDP Purchas		acking Study	: NOV 2004 -	May 2008						
Packaging by Income - Total	Purchases									
Filter: may 2008							Purchases			
Quantity: Total Purchases							No ranking			
						_				
			Bulk - From			Packaging				
		TOTAL	Bin Or		Plastic Bag	Plastic Jug	Plastic Tub	Total	No answer	
			Barrel					Packaged		
Purchases	Total	763	31	136	532	6	47	720	12	
	Percent	100.0%	4.1%	17.8%	69.7%	0.8%	6.2%	94.4%	1.6%	
Income - Summary										
Under \$15,000	Total	160	11	21	117	-	6	145	5	
	Column %	21.0%	34.9%	15.8%	22.1%	-	13.3%	20.1%	38.5%	
	Row %	100.0%	6.7%	13.4%	73.1%	-	3.9%	90.4%	3.0%	
			0.1.70				0.070	001170	0.070	
\$15,000 - \$24,999	Total	67	2	20	41	-	_	61	4	
μιο,000 φ24,000	Column %	8.7%	7.4%	14.9%	7.6%		_	8.4%	29.5%	
	Row %	100.0%	3.4%	30.3%	60.8%			91.1%	5.5%	
		100.076	J. 4 /0	50.578	00.078	-		31.170	5.578	
\$25,000 - \$39,999	Total	167	1	43	99	4	18	165	1	
\$23,000 - \$33,333	Column %	21.9%	4.3%	32.1%	18.7%			22.9%	7.2%	
	Row %	100.0%	4.3% 0.8%	26.0%	59.4%	2.2%	11.0%	98.7%	0.5%	
	ROW 70	100.076	0.0%	20.0%	J9.4 %	2.270	11.0%	90.1%	0.5%	
¢40,000, ¢74,000	Total	467	7	20	102		17	159	1	
\$40,000 - \$74,999	Column %	167		38		-	17			
	-	21.8%	21.6%	28.1%	19.4%	-	37.5%	22.1%	7.5%	
	Row %	100.0%	4.0%	22.9%	62.1%	-	10.5%	95.5%	0.6%	
	Tatal	101	10		4	-	-	1		
\$75,000 or more		184	10			2	5	175	-	
	Column %	24.2%	31.8%	9.1%	29.2%	37.4%	10.1%	24.2%	-	
	Row %	100.0%	5.3%	6.7%	84.3%	1.2%	2.6%	94.7%	-	
No answer	Total	18	-	-	16	-	-	16		
	Column %	2.4%	-	-	3.0%	-	-	2.2%	17.2%	
	Row %	100.0%	-	-	88.4%	-	-	88.4%	11.6%	
Roy Morgan Research Pty. Lto	a., Melbourne, A	Australia								
Dou Morgon Internetter		Denel Di	Darah Dr-			9540				
Roy Morgan Internationa	ai, Mail Diary	Panel Res	search Pro	gram, Prin	ceton NJ 0	8540				
© RMR 2007										
										
Provided as a WBFI mer										
Data may not be reprodu	uced for non-	-members	without the	e written pe	ermission o	f the WBFI				

Construction Under Status Under Status<	index	··									
ince may out of use short o											
itow Found Out by Age of PurchasesImage: Purc			a al-in a Cturch								
Filter may 2006 Chantity. Total Purchase Chantity. Total Purchase Chantity. Total Purchase Total NoImage and the second of the s					lay 2008						
Buantity: Total Purchases Image: Purchases Image: Purchases Newspaper Swin S.Co. No ranking Optimization No answer Purchases Total 703 14 465 2396 306 6 4 40 Purchases Procent 1000 126 5.9% 33.1% 44.0% 1.0% 5.9% 5.9% 33.1% 44.0% 0.0% 5.9% 3.0% 1.0% 5.9% 3.0% 6.0% 0.0% 5.9% 3.0% 44.0% 0.0% 5.9% 3.0% 44.0% 0.0% 5.9% 3.0% 44.0% 0.0% 5.9% 3.0% 44.0% 0.0% 5.9% 3.0% 44.0% 0.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0%		urchaser - Tota	al Purchases	i				D			
Image: biology of the sector of the											
TOTAL Magazine New paper Buy Regulary Recommende Other Nonswer Purchases Total 7000 1.8% 5.9% 39.1% 48.0% 1.0% 5.2% 0 0 Age Of Purchaser - Summary Image Durchaser - Summary Image Durc	Quantity: Total Purchases	- 						No ranking			
TOTAL Magazines New papers Saw In Store Buy Regulary Recommended Other No answer Purchases Total 703 14 45 208 306 86 4 40 100 Age Of Purchaser - Summary 100.0% 1.8% 5.9% 33.1% 48.0% 1.0% 5.2% 1 1 Summary 1 1.8% 5.9% 33.1% 48.0% 1.0% 0.5% 5.2% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1							Ham Faund Out				
Parchases Pricent 100 //s 1.4 45 280 366 8 4 40 Age Of Purchaser- Summary 1.8% 5.9% 33.1% 48.0% 1.0% 5.5% 5.2% Age Of Purchaser- Summary 1.8% 5.9% 33.1% 48.0% 1.0% 5.5% 5.2% Age Of Purchaser- Summary 1.8% 5.9% 33.1% 48.0% 1.0% 5.5% Under 24 Total 3 - - 4 - - 5.18% Column % 1.2% - 1.15% - - 1.13% 25 - 34 Total 36 9 1.1 1.4 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>How Found Out</td> <td></td> <td></td> <td></td> <td></td>							How Found Out				
Percent 100.0% 1.8% 5.9% 39.1% 44.0% 1.0% 0.5% 5.2% 0 Age Of Purchaser- Summary Image of Purchaser Summary Image of Purchaser- Summary			TOTAL	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer	
Percent 100.0% 1.8% 5.9% 39.1% 44.0% 1.0% 0.5% 5.2% 0 Age Of Purchaser- Summary Image of Purchaser Summary Image of Purchaser- Sumaer<		1									
Percent 100.0% 1.8% 5.9% 39.1% 44.0% 1.0% 0.5% 5.2% 100 Age Of Purchaser- Summary Image of Purchaser Summary Image of Purchaser Summar	Purchases	Total	763	14	45	298	366	8	4	40	
Age Of Purchaser - Summary Integration Integratin Integration Integra									0.5%		
Summary Image: state in the st		1									
Summary Image: state in the st	Age Of Purchaser -										
Under 24 Image: Marking Markin	-										
Column % Row % 1.2% 100.0% 1.5% 100.0% 1.5% 48.4% - - 11.8% 100.0% 0 25 - 34 Total 38 9 - 12 14 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	*										
Column % Row % 1.2% 100.0% 1.5% 100.0% 1.5% 48.4% - - 11.8% 100.0% 0 25 - 34 Total 38 9 - 12 14 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	Under 24	Total	9	-	-	4	-	-	-	5	
Row % 100.0% - 48.4% - - 51.6% C 25 - 34 Total 36 9 - 12 14 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <t< td=""><td></td><td></td><td></td><td>-</td><td>-</td><td>1.5%</td><td>-</td><td>-</td><td>-</td><td></td><td></td></t<>				-	-	1.5%	-	-	-		
25 - 34 Total 36 9 - 12 14 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -				-	-		-	-	-		
Column % Row % 4.7% 69.0% 3.9% 3.9% <											
Column % Row % 4.7% 69.0% 3.9% 3.9% <	25 - 34	Total	36	9	-	12	14	_	-	-	
Row % 100.0% 26.5% 33.0% 40.5% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -					-			-	-	-	
35 - 44 Total 114 - 2 55 56 0 - - - - 45 - 54 Total 227 4 3 116 100 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <t< td=""><td></td><td></td><td></td><td></td><td>-</td><td></td><td></td><td>_</td><td></td><td>-</td><td></td></t<>					-			_		-	
Column % Row % 14.9% 100.0% - 4.4% 100.0% 18.6% 48.7% 15.4% 49.6% 0.0% 0.0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td></td> <td></td> <td>100.070</td> <td>20.070</td> <td></td> <td>55.070</td> <td>40.076</td> <td></td> <td>_</td> <td></td> <td></td>			100.070	20.070		55.070	40.076		_		
Column % Row % 14.9% 100.0% - 4.4% 100.0% 18.6% 48.7% 15.4% 49.6% 0.0% 0.0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td>35 - 11</td> <td>Total</td> <td>114</td> <td>-</td> <td>2</td> <td>55</td> <td>56</td> <td>0</td> <td></td> <td>-</td> <td></td>	35 - 11	Total	114	-	2	55	56	0		-	
Row % 100.0% 1.7% 48.7% 49.6% 0.0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td>55 - 44</td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>_</td> <td></td>	55 - 44			-						_	
45 - 54 Total Colum % 29.7% 22.7 4 3 116 103 1 4 1 Row % 29.7% 31.0% 5.8% 39.0% 28.0% 14.4% 100.0% 3.3% Row % 100.0% 1.9% 1.1% 51.4% 45.3% 0.5% 1.9% 0.6% 55 - 64 Total 132 11 48 67 5 7 7000 17.4% 23.6% 16.1% 18.3% 56.9% 18.5% 800 % 100.0% 8.0% 36.2% 50.7% 3.6% 56% 18.5%				-							
Column % Row % 29.7% 31.0% 5.8% 39.0% 28.0% 14.4% 100.0% 3.3% 55 - 64 Total Column % Row % 132 - 11 48 67 5 7 65 & Over Total Column % Row % 17.4% - 23.6% 16.1% 18.3% 56.9% - 18.5%			100.0 %	-	1.7 /6	40.7 /0	49.0 %	0.0 /8			
Column % Row % 29.7% 31.0% 5.8% 39.0% 28.0% 14.4% 100.0% 3.3% 55 - 64 Total Column % Row % 132 - 11 48 67 5 7 55 - 64 Total Column % Row % 132 - 11 48 67 5 7 65 & Over Total Column % Row % 100.0% - 8.0% 36.2% 50.7% 3.6% - 5.6%	A5 5A	Total	227	4	2	116	102	1	4	1	
Row % 100.0% 1.9% 1.1% 51.4% 45.3% 0.5% 1.9% 0.6% 55 - 64 Total 132 - 11 48 67 5 - 7 55 - 64 Total 132 - 11 48 67 5 - 7 65 & Over Row % 100.0% - 8.0% 36.2% 50.7% 3.6% - 56.9% 65 & Over Total 222 - 30 55 114 - - 25 61.3%	40 - 04										
55 - 64 Total Column % Row % 132 11 48 67 5 7 2 55 - 64 132 11 48 67 5 7 2 7 17.4% 23.6% 16.1% 18.3% 56.9% - 18.5% 2 65 & Over Total Column % 222 30 55 114 - 255 2 2 65 & Over Total Column % 29.1% 66.2% 18.4% 31.1% - 61.3% 2 2 30 55 114 - 25 2 2 30 55 114 - 25 2 2 2 2 30 55 114 - 25 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2											
Column % Row % 17.4% - 23.6% 16.1% 18.3% 56.9% - 18.5% 0 Row % 100.0% - 8.0% 36.2% 50.7% 3.6% - 5.6% 0 0 65 & Over Total 222 - 30 55 114 - - 61.3% 0 100.0% - 13.3% 24.7% 51.3% - 61.3% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 <t< td=""><td></td><td>ROW %</td><td>100.0%</td><td>1.9%</td><td>1.1%</td><td>51.4%</td><td>45.3%</td><td>0.5%</td><td>1.9%</td><td>0.6%</td><td></td></t<>		ROW %	100.0%	1.9%	1.1%	51.4%	45.3%	0.5%	1.9%	0.6%	
Column % Row % 17.4% - 23.6% 16.1% 18.3% 56.9% - 18.5% 65 & Over Total 222 - 30 55 114 - - 225 - - 65.8% - 66.2% 18.4% 31.1% - - 61.3% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 61.3% - - 11.1% - - 11.1% - - 61.3% - - 11.1% - - 2.5% 3.2% 28.7% - 2 - 2 - 2 - - - - - -	FF 04	Tatal	400			10	07	-		-	
Row % 100.0% - 8.0% 36.2% 50.7% 3.6% - 5.6% 65 & Over Total 222 - 30 55 114 - - 225 61.3% 61.3% 61.3% 61.3% 61.3% 61.3% <	55 - 64			-					-		
65 & Over Total 222 - 30 55 114 - - 25 66 & Over Total 222 - 30 55 114 - - 25 25 Column % 29.1% - 66.2% 18.4% 31.1% - - 61.3% No answer Total 23 - - 7 12 2 - 2 2 No answer Total 23 - - 7 12 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 3 - 13.5% 3.2% 28.7% <th< td=""><td></td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td><td>-</td><td></td><td></td></th<>				-					-		
Column % Row % 29.1% - 66.2% 18.4% 31.1% - - 61.3% No answer Total 23 - 13.3% 24.7% 51.3% - 11.1% <t< td=""><td></td><td>Row %</td><td>100.0%</td><td>-</td><td>8.0%</td><td>36.2%</td><td>50.7%</td><td>3.6%</td><td>-</td><td>5.6%</td><td></td></t<>		Row %	100.0%	-	8.0%	36.2%	50.7%	3.6%	-	5.6%	
Column % Row % 29.1% - 66.2% 18.4% 31.1% - - 61.3% No answer Total 23 - 13.3% 24.7% 51.3% - 11.1% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>											
Row % 100.0% - 13.3% 24.7% 51.3% - - 11.1% No answer Total 23 - - 7 12 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - - - - - - - - - - - -	65 & Over			-				-	-		
No answer Total Column% Row% 23 - 7 12 2 - 2 Row % 3.1% - - 2.5% 3.2% 28.7% - 5.0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -				-				-	-		
Column % Row % 3.1% - - 2.5% 3.2% 28.7% - 5.0% Row % 100.0% - - 31.5% 49.6% 102.% - 8.7%		Row %	100.0%	-	13.3%	24.7%	51.3%	-	-	11.1%	
Column % Row % 3.1% - - 2.5% 3.2% 28.7% - 5.0% Row % 100.0% - - 31.5% 49.6% 102.% - 8.7%			L								
Row % 100.0% - - 31.5% 49.6% 10.2% - 8.7% Roy Morgan Research Pty. Ltd., Melbourne, Australia Image: Constraint of the second sec	No answer			-	-				-		
Roy Morgan Research Pty. Ltd., Melbourne, Australia Image: Constraint of the second secon				-	-				-		
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 Image: Constraint of the second secon		Row %	100.0%	-	-	31.5%	49.6%	10.2%	-	8.7%	
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 Image: Constraint of the second secon											
© RMR 2007 C C C C C C C C C C C C C C C C C C	Roy Morgan Research Pty. Lte	d., Melbourne, /	Australia								
© RMR 2007 C C C C C C C C C C C C C C C C C C	D										
Provided as a WBFI member benefit under contract and at the expense of the WBFI.		al, Mail Diary	/ Panel Res	search Progr	am, Princeton	NJ 08540					
	© RMR 2007	- 									
Data may not be reproduced for non-members without the written permission of the WREI											
	Data may not be reprod	uced for non	-members	without the v	vritten permiss	ion of the WBF	-1.				

index										
Wild Bird Seed MDP Pur	chase & Usage Tra	cking Study	: Nov 2004 - Ma	ay 2008						
How Found Out by Incor				-						
Filter: may 2008							Purchases			
Quantity: Total Purchase	es						No ranking			
							Ŭ			
		ľ			F	low Found Out	1			
		TOTAL	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer	
						, , ,				
Purchases	Total	763	14	45	298	366	8	4	40	
i urchases	Percent	100.0%	1.8%	5.9%	39.1%	48.0%		0.5%	5.2%	
		1001070	11070		001170	1010 / 0		01070	01270	
Income - Summary										
Under \$15,000	Total	160	9	1	52	69		-	32	
	Column %	21.0%	<mark>69.0</mark> %	3.0%	17.6%	19.0%	28.7%	-	79.0%	
	Row %	100.0%	5.9%	0.8%	32.7%	43.3%	1.5%	-	19.8%	
\$15,000 - \$24,999	Total	67	-	7	31	27		-	1	
	Column %	8.7%	-	15.4%	10.5%	7.4%		-	3.3%	
	Row %	100.0%	-	10.4%	47.0%	40.6%	-	-	2.0%	
AAE AAA AAA AAA		407								
\$25,000 - \$39,999	Total	167	-	18	71	74		-	3	
	Column %	21.9%	-	41.2%	23.9%	20.3%		-	7.3%	
	Row %	100.0%	-	11.0%	42.6%	44.6%	0.0%	-	1.8%	
\$40,000 - \$74,999	Total	167	4	3	59	97	1		2	
•••••••	Column %	21.8%	31.0%	7.8%	19.7%	26.5%		-	5.0%	
	Row %	100.0%	2.6%	2.1%	35.2%	58.2%		-	1.2%	
\$75,000 or more	Total	184	-	10	77	94	5	4	0	
	Column %	24.2%	-	23.1%	25.8%	25.7%	56.9%	100.0%	0.0%	
	Row %	100.0%	-	5.6%	41.8%	51.0%	2.6%	2.4%	0.0%	
No answer	Total	18	-	4	8	4	-	-	2	
	Column %	2.4%	-	9.5%	2.6%	1.1%	-	-	5.3%	
	Row %	100.0%	-	23.3%	42.2%	22.9%	-	-	11.6%	
		and the P								
Roy Morgan Research Pty	/. Ltd., Melbourne, A	Australia								
Roy Morgan Internat	ional. Mail Diarv	Panel Res	search Proor	am. Princeton	NJ 08540					
© RMR 2007				,						
Provided as a WBFI	member benefit	under con	tract and at t	he expense of	f the WBFI.					
Data may not be repr						1.				

te dev	T			I						
<u>index</u>										
Wild Bird Seed MDP Purchas	-			- May 2008						
Why Purchase Brand by Age	of Purchaser	- Total Purc	hases							
Filter: may 2008							Purchases			
Quantity: Total Purchases	+						No ranking			
					Deccer	s Purchased	Brand			
		TOTAL	On Sale	Economical	Quality	Brand	Only One	Other	No answer	
				Price	Seed	Reputation	Available		1	р. – р.
Purchases	Total	763	146	302	113	32	156	42		
	Percent	100.0%	19.1%	39.6%	14.8%	4.2%	20.4%	5.5%	0.9%	
A we Of Dunch seen										
Age Of Purchaser - Summary										
Under 24	Total	9	-	5	_		_	4	-	
	Column %	1.2%		1.6%					-	
	Row %	100.0%	_	51.6%	_		_	48.4%	-	
				0.1.076						
25 - 34	Total	36	16	7	3	-	10	-	-	
	Column %	4.7%	10.7%	2.3%	2.4%	-	6.6%	-	-	
	Row %	100.0%	44.1%	19.6%	7.6%	-	28.7%	-	-	
35 - 44	Total	114	12	58	16	11	14	3	-	
	Column %	1 4.9 %	8.1%	19.3%	13.8%	36.2%	8.8%	7.2%	-	
	Row %	1 00.0 %	10.4%	51.3%	13.7%	10.1%	12.0%	2.6%	-	
45 - 54	Total	227	46	83	50	8	61	5	0	
	Column %	29.7%	31.5%	27.5%	44.2%	24.6%	38.9%	1 2. 1%	0.0%	
	Row %	1 00.0 %	20.3%	36.6%	22.0%	3.4%	26.7%	2.2%	0.0%	
55 - 64	Total	132	30	52	17	3		-	-	
	Column %	17.4%	20.2%	17.2%	1 5. 1%	10.9%	21.2%		-	
	Row %	100.0%	22.3%	39.4%	12.8%	2.6%	24.9%		-	
65 & Over	Total	222	34	91	24	9		29		
	Column %	29.1%	23.0%	30.0%	21.7%	28.3%	23.2%	70.1%	64.0%	
	Row %	100.0%	15.1%	40.8%	11.0%	4.0%	16.2%	13.2%	1.9%	
	Tetal	00	~		~					
No answer	Total Column %	23 3.1%	9 6.4%	6 2.1%	3 2.8%	-	2 1.3%	-	2 36.0%	
	Row %	3.1% 100.0%	6.4% 40.2%	2.1%	2.8% 13.6%		1.3% 8.9%		36.0% 10.2%	
	1.0 10 /0	100.0 %	70.2 /0	21.0%	13.0 /0		0.3 /0		10.270	
Roy Morgan Research Pty. Ltd	d Melbourne /	Australia								
into y morgan neocaron i ty. Ell		astraila								
Roy Morgan Internationa	al. Mail Diarv	Panel Res	search Pro	ogram. Prince	ton NJ 085	40				
© RMR 2007										
	++									
Provided as a WBFI me	mber benefit	under con	tract and	at the expense	e of the WE	BFI.				
Data may not be reprodu										
,				1			1. I		1	ı I

index										
Wild Bird Seed MDP Purchas	se & Usage Tra	acking Study	/: Nov 2004 -	May 2008						
Why Purchased Brand by Inc										
Filter: may 2008							Purchases			
Quantity: Total Purchases							No ranking			
,							Ŭ			
					Reasons	s Purchased E	Brand			
				Economical		Brand	Only One			
		TOTAL	On Sale	Price	Quality Seed	Reputation	Available	Other	No answer	
Purchases	Total	763	146	302	113	32	156	42	7	
	Percent	100.0%	19.1%	39.6%	14.8%	4.2%		5.5%	0.9%	
			101170	00.070	1 110 / 0		2011/0	0.070	0.073	
Income - Summary										
Under \$15,000	Total	160	20	55	6	12	40	25	2	
	Column %	21.0%	13.4%	18.3%	5.7%	37.7%	25.7%	59.6%		
	Row %	100.0%	12.2%	34.5%	4.0%	7.4%		15.5%	1.5%	
\$15,000 - \$24,999	Total	67	20	28	5	5	9	5	0	
	Column %	8.7%	13.5%	9.4%	4.6%	14.9%	5.9%	11. 9 %	0.0%	
	Row %	100.0%	29.7%	42.7%	7.8%	7.1%	13.7%	7.5%	0.0%	
\$25,000 - \$39,999	Total	167	31	52	41	3	38	7	0	
	Column %	21.9%	21.0%	17.3%	36.4%	9.2%	24.7%	16.2%	0.0%	
	Row %	100.0%	18.3%	31.3%	24.6%	1.7%	23.0%	4.1%	0.0%	
\$40,000 - \$74,999	Total	167	34	58	27	10	37	0	-	
	Column %	21.8%	23.3%	19.1%	24.3%	31.2%	24.1%	0.0%	-	
	Row %	100.0%	20.5%	34.6%	16.5%	5.9%	22.5%	0.0%	-	
\$75,000 or more	Total	184	36	104	33	2	29	3	-	
	Column %	24.2%	24.9%	34.5%	28.9%	7.1%	18.4%	7.2%	-	
	Row %	100.0%	19.7%	56.6%	17.7%	1.2%	15.5%	1.6%	-	
No answer	Total	18	6		-	-	2	2		
	Column %	2.4%	3.9%	1.4%	-	-	1.3%	5.1%		
	Row %	100.0%	31.1%	22.8%	-	-	11.3%	11.6%	23.2%	
Roy Morgan Research Pty. Ltd	I., Melbourne, A	Australia								
				<u> </u>						
Roy Morgan Internationa	ii, Mail Diary	Panel Res	search Pro	gram, Princet	on NJ 08540					
© RMR 2007										
			4 ma a 4!	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4		1				
Provided as a WBFI mer										
Data may not be reprodu	icea for non	-members	without the	e written perm	ission of the	WBEI.				

<u>index</u>															
Wild Bird Seed MDP Purchas	se & Usage Tra	acking Study	: Nov 2004 -	May 2008											
Outlets by Age of Purchaser	- Total Purcha	ases													
Filter: may 2008							Purchases								
Quantity: Total Purchases							No ranking								
								Outle	t Purchased	Birdseed					
		TOTAL	Discount	Drug Store	Feed Store	Garden Center	Hardware Store	Home Improvement Center	Mail Order	Pet Supply	Supermarket	Wholesale Club	Wild Bird Specialty Store	Other	No answer
Purchases	Total	763	162	10	50	31	26	46	4	37	152	4	17	88	129
	Percent	100.0%	21.2%	1.3%	6.6%	4.1%	3.4%	6.0%	0.5%	4.8%	19.9%	0.5%	2.2%	11.5%	16.9%
Age Of Purchaser - Summary															
Under 24	Total	9	9	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	1.2%	5.7%	-	-	-	-	-	-	-	-	-	-	-	-
	Row %	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	36	6	-	3	4	-	5	-	9	4	-	2	-	3
	Column %	4.7%	3.6%	-	5.5%	12.2%	-	11.4%	-	25.5%	2.4%	-	13.0%	-	2.1%
	Row %	100.0%	16.3%	-	7.6%	10.7%	-	14.9%	-	26.5%	10.2%	-	6.1%	-	7.7%
35 - 44	Total	114	27	-	5	8	6	6	-	6	9	-	1	0	45
	Column %	14.9%	16.9%	-	10.4%	25.5%		13.1%	-	16.6%	5.8%	-	7.2%	0.0%	34.5%
	Row %	100.0%	24.1%	-	4.5%	7.0%		5.4%	-	5.4%	7.8%	-	1.1%	0.0%	39.2%
45 - 54	Total	227	75	-	8	13	4	15	4	4	17	-	9	36	41
	Column %	29.7%	46.3%	-	17.1%	39.9%	14.6%	33.0%	100.0%	11.9%	10.9%	-	52.2%	41.5%	31.7%
	Row %	100.0%	33.2%	-	3.7%	5.5%		6.8%	1.9%	1.9%	7.3%	-	3.8%	16.1%	18.1%
55 - 64	Total	132	23	-	15	2	4	8	-	9	31	4	1	12	22
	Column %	17.4%	14.1%	-	30.7%	7.6%	16.5%	17.9%	-	23.6%	20.7%	100.0%	8.6%	13.8%	17.1%
	Row %	100.0%	17.3%	-	11.5%	1.8%	3.2%	6.3%	-	6.6%	23.7%	2.8%	1.1%	9.2%	16.7%
65 & Over	Total	222	18	10	18	5	11	10	-	2	89	-	0	39	14
	Column %	29.1%	11.3%	100.0%	36.3%	14.9%		21.4%	-	5.6%	58.9%	-	0.0%	44.6%	11.2%
	Row %	100.0%	8.2%	4.6%	8.1%	2.1%		4.5%	-	0.9%	40.2%	-	0.0%	17.6%	6.5%
No answer	Total	23	4	-	-	-	-	1	-	6	2	-	3	-	4
	Column %	3.1%	2.3%	-	-	-	-	3.1%	-	16.8%	1.4%	-	19.1%	-	3.3%
	Row %	100.0%	16.1%	-	-	-	-	6.2%	-	26.6%	8.9%	-	13.6%		18.4%
Roy Morgan Research Pty. Lto	d., Melbourne, A	Australia													
Roy Morgan Internationa	ai, Mail Diary	y Panel Re	search Pro	ogram, Prin	ceton NJ 0	8540									
© RMR 2007															
.															
Provided as a WBFI me															ļ
Data may not be reprod	uced for non	n-members	without the	e written pe	ermission o	of the WBF	Ι.								

index															ľ
Wild Bird Seed MDP Purchas	se & Usage Tr	acking Study	y: Nov 2004 -	May 2008											
Outlet by Income - Total Pure	chases														
Filter: may 2008							Purchases								
Quantity: Total Purchases							No ranking								
								Outlet Pu	rchased Bir	dseed					
		TOTAL	Discount	Drug Store	Feed Store	Garden Center	Hardware Store	Home Improvement Center	Mail Order	Pet Supply	Supermarket	Wholesale Club	Wild Bird Specialty Store	Other	No answer
Purchases	Total	763	162	10		31	26	46	4	÷.	152	4	17	88	
	Percent	100.0%	21.2%	1.3%	6.6%	4.1%	3.4%	6.0%	0.5%	4.8%	19.9%	0.5%	2.2%	11.5%	16.9%
Income - Summary															
income - ouninary															
Under \$15,000	Total	160	45	-	21	_	1	3	-	16	29	-	_	28	15
	Column %	21.0%	27.7%		42.7%		4.3%	<u>6.8%</u>	-	42.3%	19.3%			32.1%	11.3%
	Row %	100.0%	28.0%	-	13.2%	-	0.7%	2.0%		9.8%	18.3%	-	-	17.5%	9.1%
		100.070	20.070		10.270		0.170	2.070		0.070	10.07			11.070	0.170
\$15,000 - \$24,999	Total	67	14	-	6	3	6	4	-	-	11	-	2	11	8
,	Column %	8.7%	8.9%	-	12.6%	9.5%	25.4%	8.4%	-	-	7.4%	-	13.0%	12.3%	5.9%
	Row %	100.0%	21.7%	-	9.3%	4.5%	9.8%	5.9%	-	-	16.9%	-	3.2%	16.2%	11.5%
\$25,000 - \$39,999	Total	167	35	-	15	3	9	12	-	6	24	4	13	14	27
	Column %	21.9%	21.7%	-	30.8%	9.5%	36.8%	26.6%	-	16.4%	15.9%	100.0%	78.5%	15.4%	21.2%
	Row %	100.0%	21.1%	-	9.1%	1.8%	5.7%	7.4%	-	3.6%	14.4%	2.2%	7.8%	8.1%	16.4%
\$40,000 - \$74,999	Total	167	32	-	5	14	6	14	4	8	33	-	0	11	41
	Column %	21.8%	19.6%	-	9.4%	43.1%	25.2%	29.8%	100.0%	20.5%	21.5%	-	0.0%	12.1%	31.9%
	Row %	100.0%	19.1%	-	2.8%	8.1%	3.9%	8.3%	2.6%	4.6%	19.6%	-	0.0%	6.4%	24.8%
															L
\$75,000 or more	Total	184	32	10		12	0	12	-	8	52	-	1	25	
	Column %	24.2%	19.6%	100.0%	4.5%	37.9%	0.0%	25.3%	-	20.7%	34.6%	-	8.6%	28.2%	23.2%
	Row %	100.0%	17.3%	5.6%	1.2%	6.5%	0.0%	6.4%	-	4.2%	28.5%	-	0.8%	13.4%	16.3%
		_													
No answer	Total	18		-	-	-	2	1	-	-	2	-	-	-	8
	Column %	2.4%	2.6%	-	-	-	8.3%	3.1%	-	-	1.4%	-	-	-	6.5%
	Row %	100.0%	23.2%	-	-	-	11.6%	7.9%	-	-	11.3%	-	-	-	46.1%
D. Maria David Di Li	NA. II	A													
Roy Morgan Research Pty. Ltd	., webourne,	Australia													├
Roy Morgan Internationa	l Mail Dian	Panel Roy	search Dro	aram Dring	aton NII 095	540									
© RMR 2007	u, iviali Dialy			yrani, Fiill0		U+U									
Provided as a WBFI mer	nher henefi	t under con	tract and a	t the expens	se of the WI	BFI									
Data may not be reprodu															
Pata may not be reprout		i incribera	without the	, whiten pen											

International processes International Processes <thinternational processes<="" th=""> <thinternational pr<="" th=""><th>index</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></thinternational></thinternational>	index										
Ber of Purchaser JourneyJunch Ser of PurchasesImage Set of											
Ber of Purchaser JourneyJunch Ser of PurchasesImage Set of	Wild Bird Seed MDP Purcha	se & Usage Tr	acking Study:	Nov 2004 - N	lav 2008						
Hile: ago of the sector of					lay 2000						
Dannely: Total PurchaseImage: section of the section of			tai i urchases	,			Pi	irchases			
Set of Purchase: VIAL Nale Nonawer Purchases Total Nale Fordal Nonawer Age Of Purchaser- Summay Inder % 30.4% 67.2% 2.4% Image Network Image Network Age Of Purchaser- Summay Image Network Image Network Image Network Image Network Image Network Age Of Purchaser- Summay Image Network Image Network Image Network Image Network Image Network Image Network Total 9 4 5 Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network Image Network St - 4 Total 9 1/1/2 2/4 Image Network Image Network Row % 100.0% 3.3.7% 6.6.3% Image Network Image Network Image Network St - 4 Total 1/1 1/2 1/1 Image Network Image Network Image Network St - 54 Total 1/1 1/2 1/1 Image Network Image Network Image Net											
Total Mai Fernie No answe Purchases Total 100.0% 30.4% 67.2% 2.4% 0 0 0 Age Of Purchaser - Summary 100.0% 30.4% 67.2% 2.4% 0 0 0 Junder 24 Column % 1 1 1 0 0 0 Row 100.0% 48.4% 51.6% 0 0 0 0 Row 100.0% 52.5% 4.6% 0 0 0 0 Row 100.0% 52.5% 4.6% 0 0 0 0 25 -34 Column % 1.4% 51.6% 0 0 0 0 Row 100.0% 33.7% 66.3% 0 0 0 0 Row 100.0% 21.9% 77.3% 0 0 0 0 So full 11.3% 10.8% 17.3% 0 0 0 0 Row 10.0% 21.9% 78.1% 0 0 0 0 So full 11.3% 10.8% 17.3% 0 0 0 0 Row 10.0% 21.9% 78.2% 0	addinity. Total Turchases							oranking			
Total Mai Fernie No answe Purchases Total 100.0% 30.4% 67.2% 2.4% 0 0 0 Age Of Purchaser - Summary 100.0% 30.4% 67.2% 2.4% 0 0 0 Junder 24 Column % 1 1 1 0 0 0 Row 100.0% 48.4% 51.6% 0 0 0 0 Row 100.0% 52.5% 4.6% 0 0 0 0 Row 100.0% 52.5% 4.6% 0 0 0 0 25 -34 Column % 1.4% 51.6% 0 0 0 0 Row 100.0% 33.7% 66.3% 0 0 0 0 Row 100.0% 21.9% 77.3% 0 0 0 0 So full 11.3% 10.8% 17.3% 0 0 0 0 Row 10.0% 21.9% 78.1% 0 0 0 0 So full 11.3% 10.8% 17.3% 0 0 0 0 Row 10.0% 21.9% 78.2% 0		1 1	1	Se	x Of Purchase	r	1		1		
Purchases Total 703 222 513 18 1 1 Age Of Purchaser - Bummary 100.0% 30.4% 67.2% 2.4%			τοται								
Percent 100.0% 30.4% 67.2% 2.4% Image: Constraint of the state of		1	TOTAL	wate	remale	No answer			1	[
Percent 100.0% 30.4% 67.2% 2.4% Image: Constraint of the state of											
Age Of Purchaser - Summary Total 9 4 5 6 6 6 6 Under 24 Total 9 4 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 7 6 6 6 6 7 6 7 6 7 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Purchases										
Summary Image: Participant state		Percent	100.0%	30.4%	67.2%	2.4%					
Summary Image: Participant state											
Under 24 Total Column % 1.2% 1.2% 1.5% 1.9% 0.9% 0.9% 0 0 0 Row % 100.0% 48.4% 51.6% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 <td>Age Of Purchaser -</td> <td></td>	Age Of Purchaser -										
Column % Row % 1.2% 100.0% 1.9% 48.4% 0.9% 51.6% - 25 - 34 Total Column % Row % 36 12 24 - <t< td=""><td>Summary</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	Summary										
Column % Row % 1.2% 100.0% 1.9% 48.4% 0.9% 51.6% - 25 - 34 Total Column % Row % 36 12 24 - <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>											
Row % 100.0% 48.4% 51.6% - 25 - 34 Total 36 12 24 - <	Under 24					-					
25 - 34 Total Colum % Row % 36 12 24						-					
Column % Row % 4.7% 5.2% 4.6% Image: Column % Row % 100.0% 33.7% 66.3% Image: Column % Row % Image: Column % Row %<		KOW %	100.0%	48.4%	51.6%	-					
Column % Row % 4.7% 5.2% 4.6% Image: Column % Row % 100.0% 33.7% 66.3% Image: Column % Row % Image: Column % Row %<	or o			10							
Row % 100.0% 33.7% 66.3% 	25 - 34					-					
S5 - 44 Total 114 25 89 						-					
Column % Row % 14.9% 10.8% 17.3%		ROW %	100.0%	33.7%	66.3%	-					
Column % Row % 14.9% 10.8% 17.3%	25 44	Tatal		05							
Row % 100.0% 21.9% 78.1% - C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C <thc< th=""> <thc< th=""> C</thc<></thc<>	35 - 44					-					
45 - 54 Total Column % Row % 22.7 49 177 -						-					
Column % Row % 29.7% 21.3% 34.6% - Image: Column % Column % Row % 29.7% 21.3% 78.2% - Image: Column % Column % Row % 1mage: Column % Total 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Total <		ROW %	100.0%	21.9%	78.1%	-					
Column % Row % 29.7% 21.3% 34.6% - Image: Column % Column % Row % 29.7% 21.3% 78.2% - Image: Column % Column % Row % 1mage: Column % Total 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 1mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Column % Row % 1mage: Column % Total 2mage: Column % Total <	AE EA	Total	007	40	177						-
Row % 100.0% 21.8% 78.2% - Column %	45 - 54					-					-
55 - 64 Total Column % Row % 132 43 89 - <											
Column % Row % 17.4% 18.5% 17.4% -		KOW /0	100.0 %	21.0/0	10.2/0						
Column % Row % 17.4% 18.5% 17.4% -	55 - 64	Total	132	13	80						
Row % 100.0% 32.4% 67.6% - <td>55 - 64</td> <td></td>	55 - 64										
S5 & Over Total Column% Row % 222 98 120 4 Column % Column % Row % 29.1% 29.1% 42.3% 42.3% 23.3% 23.3% Column % Column % Column % Row % 29.1% 100.0% 44.2% 44.2% 53.9% 53.9% 1.9% Column % Column % Row % Column % Column % Row % 23 - 9 14 Column % Column % Row % Column % 100.0% - 40.2% 59.8% Column % Column % Row % Column % Column % Row % Column % 100.0% - 40.2% 59.8% Column % Column % Row % Column % Row % Row % Row % Column % Row % Ro						-					
Column % Row % 29.1% 42.3% 23.3% 23.3%			100.070	v ∠ .⊣7/0	01.070						
Column % Row % 29.1% 42.3% 23.3% 23.3%	65 & Over	Total	222	98	120	4					
Row % 100.0% 44.2% 53.9% 1.9% Image: Constraint of the symbol											
No answer Total 23 9 14 Column% Column% <thcolumn%< th=""> Column% Column%<</thcolumn%<>											
Column % Row % 3.1% - 1.8% 76.7% <											
Column % Row % 3.1% - 1.8% 76.7% <	No answer	Total	23	-	9	14					
Row % 100.0% - 40.2% 59.8% Image: Constraint of the second secon				-							
Roy Morgan Research Pty. Ltd., Melbourne, Australia Image: Constraint of the second secon				-							
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 Image: Constraint of the second secon											
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 Image: Constraint of the second secon	Roy Morgan Research Pty. Ltd	d., Melbourne, /	Australia								
© RMR 2007 Contract and at the expense of the WBFI.											
© RMR 2007 Contract and at the expense of the WBFI.	Roy Morgan Internationa	al, Mail Diary	Panel Rese	earch Prog	ram, Princet	on NJ 085	40				
	© RMR 2007			Ī							
Data may not be reproduced for non-members without the written permission of the WBFI.	Provided as a WBFI me	mber benefit	under contr	act and at	the expense	e of the WE	BFI.				
	Data may not be reprodu	uced for non	-members w	ithout the v	written perm	ission of th	ne WBFI.				

index							 	
Vild Bird Seed MDP Purcha	se & Usage Tra	cking Study:	Nov 2004 - N	lay 2008			 	
Sex of Purchaser by Income	- Total Purcha	ses						
Filter: may 2008						Purchases		
Quantity: Total Purchases						No ranking		
			Se	x Of Purchas	er			
		TOTAL	Male	Female	No answer			
Purchases	Total	763	232	513	18			
	Percent	100.0%	30.4%	67.2%	2.4%			
ncome - Summary								
Under \$15,000	Total	160	45	113	2		 	
	Column %	21.0%	19.4%	22.0%	13.1%			
	Row %	100.0%	28.1%	70.5%	1.5%		 	
· - ·								
\$15,000 - \$24,999	Total	67	9	58	-			
	Column %	8.7%	3.7%	11 .3 %	-			
	Row %	100.0%	13.0%	87.0%	-			
\$25,000 - \$39,999	Total	167	42	124	1			
. , . ,	Column %	21.9%	18.0%	24.2%	5.4%			
	Row %	100.0%	25.1%	74.3%	0.6%			
\$40,000 - \$74,999	Total	167	46	113	7		 	
	Column %	21.8%	20.0%	22.0%	38.9%		 	
	Row %	100.0%	27.9%	67.9%	4.2%		 	
\$75,000 or more	Total	184	88	96	-			
	Column %	24.2%	37.9%	18.8%	-			
	Row %	100.0%	47.7%	52.3%	-			
No answer	Total	18	2	8	8			
	Column %	2.4%	0.9%	1.6%	42.7%			
	Row %	100.0%	11.6%	46.1%	42.3%			
Roy Morgan Research Pty. Lt	d., Melbourne, A	ustralia						
Roy Morgan Internation	al, Mail Diarv	Panel Rese	earch Prog	ram, Prince	eton NJ 085	540		
© RMR 2007	,			,				
Provided as a WBFI me	mber benefit	under contr	act and at	the expens	e of the WI	BFI.		
Data may not be reprod								

Wild Bird Seed MDP Pu	chase & U	lsano Tracki	na Study: N	ov 2004 - Ma	v 2008								
Pounds Purchased per					y 2000								-
Filter: Provided Total Po				Answering			Purchases						
		masca - ma	y 2000				No ranking						
							Noraliking						
			How	Many Pound	s Of Seed Do	o You Buy A	Year?						
		TOTAL	10 Lbs.or	-			76-100 Lbs.	101-150	151-200	201-300	301-400	401-500	Over 500
		TOTAL	less	11-25 LDS.	20-30 LDS.	51-75 LDS.	70-100 LDS.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.
		500	54	70		07			10				07
Purchases	WC	532	54	72	83	37	88	28	42	39	20	32	37
	h%	100.0%	10.2%	13.5%	15.6%	7.0%	16.5%	5.3%	7.9%	7.3%	3.8%	6.0%	7.0%
ncome - Summary													
Jnder \$15,000	wc	98	27	7	13	10	8	_	5	8	3	8	8
	v%	18.4%	49.6%	10.4%	15.9%	28.3%	8.7%	-	11.7%	22.0%	17.8%	23.8%	21.1%
	h%	100.0%	27.5%	7.6%	13.4%	10.6%	7.9%	-	5.1%	8.7%	3.5%	7.9%	7.9%
\$15,000 - \$24,999	wc	55	2	8	9	-	15	4	4	4	1	5	2
	v%	10.3%	3.6%	11.1%	11.0%	-	16.6%	15.1%	8.3%	11.4%	6.5%	1 5.9%	6.3%
	h%	100.0%	3.6%	14.6%	16.6%	-	26.7%	7.9%	6.4%	8.1%	2.3%	9.5%	4.2%
\$25,000 - \$39,999	wc	112	10	13	14	11	17	11	9	4	-	12	11
	v%	21.0%	18.2%	18.6%	16.5%	29.5%	19.8%	39.4%	20.2%	9.8%	-	36.6%	30.5%
	h%	100.0%	8.8%	12.0%	12.2%	9.7%	15.6%	10.0%	7.6%	3.4%	-	10.6%	10.0%
\$40,000 - \$74,999	wc	128	6	17	30	5	22	10	8	6	7	2	16
	v%	24.0%	1 0 .1%	23.3%	36.4%	14.0%	25.2%	34.9%	1 9.5%	1 5.9%	33.7%	5.3%	42.1%
	h%	100.0%	4.3%	13.1%	23.5%	4.0%	17.3%	7.8%	6.4%	4.8%	5.2%	1.4%	12.1%
75,000 or more	wc	124	10	26	9	10	24	3	15	14	6	6	-
	v%	23.2%	18.5%	36.7%	10.9%	28.2%	27.3%	10.5%	35.2%	35.5%	31.2%	18.3%	-
	h%	100.0%	8.2%	21.4%	7.3%	8.4%	19.5%	2.4%	12.0%	11.1%	4.9%	4.8%	-
No answer		16			0		2		2	2	2		
NO diiswei	wc v%	16 3.0%	-	-	8 9.3%	-	2 2.4%	-	2 5.0%	2 5.5%	2 10.8%	-	-
	•% h%	100.0%	-	-	47.5%	-	13.2%	-	13.1%	13.1%	13.1%	-	-
Roy Morgan Research Pt	y. Ltd., Mel	bourne, Aust	ralia										
Roy Morgan Internat	ional, Ma	ail Diary Pa	anel Resea	arch Progra	am, Princet	on NJ 085	40						
© RMR 2007	·	· · ·											
Provided as a WBFI	member	henefit un	der contra	ct and at th	ne exnense	of the WE							

Index										
Wild Bird Seed MDP Purchase & Usage T	racking Study:	Nov 2004 -	May 2008							
Type of Bird Seed Bought by Income										
Filter: May 2008							Level: Feeder Weights: Feed	Owning HHs ler Owning HH		
							No ranking	ier Owning mit		
			Income - Sum	mary			Ū			
		TOTAL	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	No answer		
			<i>1</i> ,	• = 1,000		4 - 1,				
Feeder Owning HH	Total	1057		128	209	274	271	12		
	Percent	100%	15%	12%	20%	26%	26%	1%		
Type Bird Seeds Purchased										
All Purpose Mix (Economy)	Total	243		29	52	67		2		
	Column % Row %	23.0% 100%		22.5% 12%	25.1% 22%	24.6% 28%	16.7% 19%	17.9% 1%		
				,.						
Cracked Corn	Total	12		1	-	-	2	-		
	Column %	1.1%		0.5%	-	-	0.7%	-		
	Row %	100%	78%	6%	-		16%	-		
Deluxe Premium Mix	Total	48	4	5	10	14	14	1		
	Column %	4.6%		3.6%	4.8%	5.1%	5.1%	12.1%		
	Row %	100%	9%	10%	21%	29%	28%	3%		
Hummingbird Nectar	Total	7	3	2	2		-	_		
-	Column %	0.6%		1.5%	0.9%	-	-	-		
	Row %	100%		30%	27%	-	-	-		
Nyior (Thistla) Saad		-								
Nyjer (Thistle) Seed	Total Column %	20 1.9%		6 5.0%	3 1.4%	4 1.5%	3 1.2%	2 17.4%		
	Row %	1.9%		33%	1.4%	21%	1.2%	11%		
Safflower	Total	1		-	1	-	-	-		
	Column % Row %	0.1% 100%		-	0.6% 100%		-	-		
		100 /0		-	10076					
Suet Cakes	Total	8	1	-	4	3	-	-		
	Column %	0.7%		-	1.7%	1.1%	-	-		
	Row %	100%	16%	-	46%	38%	-	-		
Sunflower (Black Oil)	Total	67	26	6	12	15	5	2		
	Column %	6.3%		4.7%	6.0%	5.6%	1.9%	17.8%		
	Row %	100%	39%	9%	1 9 %	23%	8%	3%		
Sunflower (Striped)	Total	8		1	2	4				
	Column %	0.7%		1.0%	1.1%	4	-	-		
	Row %	100%	-	16%	29%	55%	-	-		
Sunflower (Hearte)										
Sunflower (Hearts)	Total Column %	3 0.3%		-	3 1.4%	-	-	-		
	Row %	100%			1.4 %			-		
Bird Bells/Cakes	Total	2		-	-	2		-		
	Column % Row %	0.1% 100%		-	-	<u>0.6%</u> 100%	-	-		
Bird-Specific Mix	Total	21		3	5	-	6			
	Column % Row %	2.0% 100%		2.7% 16%	2.4% 23%		2.3% 30%	17.8% 10%		
		100%	∠1%	10%	23%		30%	10%		
Other	Total	34		2	5	7		4		
	Column %	3.2%		1.2%	2.2%	2.4%		35.0%		
	Row %	100%	4%	5%	14%	19%	46%	12%		
No answer	Total	632	80	82	120	168	182	-		
	Column %	59.8%	49.0%	64.2%	57.5%	61.4%	67.1%	-		
	Row %	100%	13%	13%	19%	27%	29%	-		
Roy Morgan Research Pty. Ltd., Melbourne,	Australia									
noy worgan nesearch Fty. Ltd., Weldouline,										
Roy Morgan International, Mail Diar	y Panel Res	earch Prog	gram, Princet	on NJ 08540)					
© RMR 2007										
Provided as a WBFI member benef	it under cont	ract and a	t the exponen	of the M/PE	1					
Data may not be reproduced for nor										
							1		1	I

Index										
Wild Bird Seed MDP Purcha	ase & Usage Tr	acking Study	: Nov 2004 - N	lay 2008						
Type of Bird Feeders owne		l í		-						
Filter: All cases							Level: Feeder	Owning HHs		
							Weights: Feeder Owning HH			
							No ranking			
			Month Of Inte	rview						
		TOTAL	November 2004	May 2005	November 2005	May 2006	November 2006	May 2007	November 2007	May 2008
			2004		2003		2000		2007	
Feeder Owning HH	Total	5651	-	613	660	884	625	963	848	1057
	Percent	100%		11%	12%	16%	11%	17%	15%	19%
Types Of Bird Feeders Owr	ned									
Tuba				<i>c</i>						
Tube	Total	2727	-	371	309	365	282	429	404	568
	Column %	48.3%		60.5%	46.8%	41.2%	45.0%	44.5%	47.6%	53.7%
	Row %	100%		14%	11%	13%	10%	16%	15%	21%
Platform	Total	3165		393	359	506	395	502	455	555
	Column %	56.0%		64.1%	54.4%	57.2%	63.1%	52.1%	53.7%	52.6%
	Row %	100%	-	12%	11%	16%	12%	16%	14%	18%
Hummingbird	Total	2519	-	274	273	373	283	429	366	521
	Column %	44.6%	-	44.8%	41.3%	42.1%	45.3%	44.5%	43.1%	49.3%
	Row %	1 00 %		11%	11%	15%	11%	17%	15%	21%
Hopper Style	Total	1519	-	114	194	261	154	283	220	293
	Column %	26.9%	-	18.6%	29.4%	29.6%	24.7%	29.4%	25.9%	27.8%
	Row %	100%		7%	13%	17%	10%	19%	14%	19%
Suet	Total	1500		190	100	244	105	240	220	070
Juei	Column %	1582 28.0%		31.1%	188 28.5%	244	195 31.2%	249 25.9%	238 28.0%	278 26.3%
	Row %	100%		12%	20.5% 12%	<u>27.6%</u> 15%	12%	25.9% 16%	28.0% 15%	20.3% 18%
		10070		1270	1270	1070	1270	1070	1070	1070
Other	Total	748	-	112	77	116	72	152	84	135
	Column %	13.2%	-	18.2%	11.7%	13.1%	11.5%	15.8%	9.9%	12.8%
	Row %	100%	-	15%	1 0 %	15%	10%	20%	11%	18%
Total own one or more	Total	5620	-	613	658	873	622	960	840	1054
	Column %	99.5%	-	100.0%	99.6%	98.7%	99.6%	99.7%	99.0%	99.7%
	Row %	100%		11%	12%	16%	11%	17%	15%	19%
Roy Morgan Research Pty. L	.td., Melbourne, J	Australia								
Roy Morgan Internation	nal Mail Dian	/ Panel Red	search Prog	ram Princet	n N.I 08540					
© RMR 2007			Julianti i i Ug							
Provided as a WBFI me	ember benefit	t under con	tract and at	the expense	of the WBFI					
Data may not be reproc										
						-	1	1		

Index							
Wild Bird Seed MDP Pur	chase & Usage Tra	cking Study:	Nov 2004 - M	ay 2008			
Number of Bird Feeders				•			
"How many bird feeders	do you own?"						
Filter: May 2008					Level: Feeder Ow	ning HHs	
					Weights: Feeder C	Owning HH	
					No ranking		
				wned - Summary		. .	
		Tube	Platform	Hummingbird	Hopper Style	Suet	Other
Feeder Owning HH	Total	1057	1057	1057	1057	1057	1057
,	- Otal	1007	1001	1007	1001	1007	1007
Owned - Summary							
One	Total	316	389	282	178	171	69
	Column %	29.9%	36.8%	26.7%	16.8%	16.2%	6.5%
Тwo	Total	159	122	126	85	66	24
	Column %	15.0%	11.5%	11.9%	8.1%	6.3%	2.3%
Three	Total	61	32	52	18	18	25
	Column %	5.7%	3.0%	4.9%	1.7%	1.7%	2.4%
Four	Total	17	8	35	3	12	ç
	Column %	1.6%	0.8%	3.3%	0.3%	1.1%	0.9%
Five	Total	11	2	20	2	3	1
	Column %	1.0%	0.2%	1.9%	0.2%	0.2%	0.1%
Six or more	Total	5	2	6		7	6
	Column %	0.4%	0.2%	0.6%	0.7%	0.7%	0.6%
No answer	Total	489	501	536	763	779	921
	Column %	46.3%	47.4%	50.7%	72.2%	73.7%	87.2%
Roy Morgan Research Pty	/. Ltd., Melbourne, A	Australia					
Roy Morgan Internat	ional, Mail Diary	Panel Res	earch Progr	am, Princeton	NJ 08540		
© RMR 2007							
Provided as a WBFI							
Data may not be repr	roduced for non	-members v	without the v	vritten permiss	ion of the WBFI.		

Index									
Wild Bird Seed MDP Purchase & Usage Trac		lov 2004 - Ma	ay 2008						
Where Bought Bird Feeder by Type - May 20 "Where was your bird feeder purchased?"	08								
Filter: May 2008							Level: Feeder	r Owning HHs	
								der Owning HH	1
			Types Of Bird	Feeders Own	ed		No ranking		
									Total own
		TOTAL	Tube	Platform	Hummingbird	Hopper Style	Suet	Other	one or more
Feeder Owning HH	Total	1057	568	555	521	293	278	135	1054
recuer owning m	Percent	100%	508	53%	49%	293	278		100%
Bird Feeder Outlet									
Discount	Total	230	133	122	114	78	73	13	230
	Column %	21.7%	23.5%	21.9%	21.8%	26.5%	26.2%	9.9%	21.8%
	Row %	100%	58%	53%	50%	34%	32%	6%	100%
Drug store	Total	8	6	7	5	-	5	-	8
	Column %	0.7%	1.0%	1.2%	1.0%	-	1.9%	-	0.7%
	Row %	100%	78%	91%	69%	-	69%	-	100%
Feed store	Total	54	38	24	28	14	15	5 11	54
	Column %	5.1%	6.6%	4.4%	5.5%	4.9%	5.3%	8.1%	5.1%
	Row %	100%	69%	45%	53%	26%	27%	20%	100%
Garden center	Total	69	38	43	40	20	20	16	69
	Column %	6.5%	6.7%	7.7%	7.6%	6.8%	7.2%	11.6%	6.6%
	Row %	100%	55%	62%	58%	29%	29%	23%	100%
Hardware store	Total	65	43	36	30	16	25	7	65
	Column %	6.1%	7.6%	6.5%	5.8%	5.4%	9.0%	5.3%	6.2%
	Row %	100%	66%	56%	46%	24%	39%	11%	100%
Home improvement center	Total	120	74	63	50	38	27	16	120
	Column %	11.4%	13.1%	11.3%	9.7%	13.0%	9.9%	11.4%	11.4%
	Row %	100%	62%	52%	42%	32%	23%	13%	100%
Mail order	Total	35	23	13	14	8	3	3	35
	Column %	3.3%	4.1%	2.3%	2.8%	2.6%	1.1%	1.8%	3.3%
	Row %	100%	67%	37%	42%	22%	9%	7%	100%
Pet supply	Total	42	25	26	13	8	11	8	40
	Column %	4.0%	4.4%	4.7%	2.4%	2.9%	3.8%	6.2%	3.8%
	Row %	100%	59%	61%	30%	20%	25%	20%	95%
Supermarket	Total	33	10	10	16	18	8	1	33
	Column %	3.1%	1.8%	1.7%	3.1%	6.2%	2.9%	0.4%	3.1%
	Row %	100%	30%	30%	48%	56%	25%	2%	100%
Wholesale club	Total	8	5	3	6	-	3		8
	Column % Row %	0.8% 100%	0.8% 58%	0.5% 35%	1.2% 77%	-	1.0% 35%		<mark>0.8%</mark> 100%
	NOW /0	100%	30%	33%	1176		33%	-	100%
Wild bird specialty store	Total	28		15			10		28
	Column % Row %	2.7% 100%	3.1% 63%	2.7% 53%	3.0% 55%	2.4% 25%	3.6% 36%		2.7% 100%
		.00%	05%	5576	3376	2.3 /0	50 /6		10076
Other	Total	182	72	106		41	30		181
	Column % Row %	17.2% 100%	12.6% 39%	19.2% 58%	15.5% 44%	14.0% 23%	10.9% 17%		17.2% 100%
			5578	5576		2070	11 /0	1070	10076
Supercenter	Total	173	97	98	129	53	61	16	173
	Column % Row %	<u>16.4%</u> 100%	17.0% 56%	<u>17.7%</u> 57%	24.8% 74%	18.1% 31%	22.0% 35%		16.5% 100%
No answer	Total	68	28	33	37	13	20		68
	Column % Row %	<u>6.5%</u> 100%	5.0% 42%	5.9% 48%	7.1% 54%	4.6% 20%	7.1% 29%	14.8% 29%	6.5% 100%
Roy Morgan Research Pty. Ltd., Melbourne, Au	stralia								
Roy Morgan International, Mail Diary R	Panel Resea	arch Progra	am, Princeto	n NJ 08540					
© RMR 2007									
Provided as a WBFI member benefit u	Inder contro	et and of th		of the MPE					
Data may not be reproduced for non-r									