

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

May 2008 Report

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Purchases														
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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
Income - Summary														
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%
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	Avg/H'hold		1.53	23.27	10.22	1.22		20.55		177.77		0.43		15.72
	Density													
Urban	Total	105	160	1697	778	129	116	1697	103	2505	1697	144	156	402
	Avg/H'hold		1.24	13.13	6.02	1.23		14.64		154.92		8.88		24.84
	Percent	21.1%	21.0%	14.6%	15.3%	21.2%	20.6%	14.6%	19.4%	2.6%	14.6%	2.9%	21.2%	3.5%
Suburban	Total	189	286	4426	1942	238	230	4426	212	17766	4426	736	279	1697
	Avg/H'hold		1.20	18.57	8.15	1.26		19.23		171.77		6.34		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%
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		8.38		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%
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	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	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Avg/H'hold		-	-	-	-		-		-		-		-		
	Percent	-	-	-	-	-	-	-	-	-	-	-	-	-		
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	Avg/H'hold		1.53	23.27	10.22	1.22		20.55		177.77		0.43		15.72
Education														
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%
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<td>Avg/H'hold</td> <td>1.26</td> <td>22.44</td> <td>9.56</td> <td>1.20</td> <td></td> <td></td> <td>24.60</td> <td></td> <td>207.76</td> <td>10.40</td> <td></td> <td>28.30</td> </tr> <tr> <td></td> <td>Percent</td> <td>18.8%</td> <td>18.6%</td> <td>21.8%</td> <td>21.1%</td> <td>18.6%</td> <td>18.3%</td> <td>21.8%</td> <td>17.2%</td> <td>20.1%</td> <td>21.8%</td> <td>21.3%</td> <td>17.8%</td> <td>21.8%</td> </tr> <tr> <td>West North Central</td> <td>Total</td> <td>30</td> <td>45</td> <td>808</td> <td>321</td> <td>41</td> <td>40</td> <td>808</td> <td>39</td> <td>6806</td> <td>808</td> <td>315</td> <td>44</td> <td>808</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>1.12</td> <td>19.91</td> <td>7.91</td> <td>1.37</td> <td></td> <td></td> <td>20.45</td> <td></td> <td>173.98</td> <td>7.96</td> <td></td> <td>22.86</td> </tr> <tr> <td></td> <td>Percent</td> <td>6.0%</td> <td>6.0%</td> <td>7.0%</td> <td>6.3%</td> <td>6.7%</td> <td>7.1%</td> <td>7.0%</td> <td>7.3%</td> <td>7.2%</td> <td>7.0%</td> <td>6.3%</td> <td>6.0%</td> <td>7.0%</td> </tr> <tr> <td>South Atlantic</td> <td>Total</td> <td>91</td> <td>130</td> <td>2616</td> <td>1185</td> <td>106</td> <td>93</td> <td>2616</td> <td>92</td> <td>16307</td> <td>2616</td> <td>1140</td> <td>122</td> <td>2616</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>1.23</td> <td>24.75</td> <td>11.21</td> <td>1.16</td> <td></td> <td></td> <td>28.08</td> <td></td> <td>177.17</td> <td>12.23</td> <td></td> <td>29.37</td> </tr> <tr> <td></td> <td>Percent</td> <td>18.3%</td> <td>17.0%</td> <td>22.6%</td> <td>23.3%</td> <td>17.4%</td> <td>16.5%</td> <td>22.6%</td> <td>17.3%</td> <td>17.2%</td> <td>22.6%</td> <td>22.7%</td> <td>16.6%</td> <td>22.6%</td> </tr> <tr> <td>East South Central</td> <td>Total</td> <td>35</td> <td>39</td> <td>473</td> <td>217</td> <td>38</td> <td>33</td> <td>473</td> <td>33</td> <td>6051</td> <td>471</td> <td>217</td> <td>39</td> <td>473</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>1.03</td> <td>12.41</td> <td>5.70</td> <td>1.09</td> <td></td> <td></td> <td>14.23</td> <td></td> <td>181.10</td> <td>6.54</td> <td></td> <td>16.86</td> </tr> <tr> <td></td> <td>Percent</td> <td>7.1%</td> <td>5.2%</td> <td>4.1%</td> <td>4.3%</td> <td>6.2%</td> <td>5.9%</td> <td>4.1%</td> <td>6.3%</td> <td>6.4%</td> <td>4.1%</td> <td>4.3%</td> <td>5.3%</td> <td>4.1%</td> </tr> <tr> <td>West South Central</td> <td>Total</td> <td>72</td> <td>142</td> <td>1494</td> <td>677</td> <td>89</td> <td>89</td> <td>1494</td> <td>87</td> <td>10118</td> <td>1494</td> <td>677</td> <td>142</td> <td>1494</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>1.60</td> <td>16.87</td> <td>7.65</td> <td>1.24</td> <td></td> <td></td> <td>16.87</td> <td></td> <td>115.78</td> <td>7.65</td> <td></td> <td>17.25</td> </tr> <tr> <td></td> <td>Percent</td> <td>14.4%</td> <td>18.6%</td> <td>12.9%</td> <td>13.3%</td> <td>14.6%</td> <td>15.8%</td> <td>12.9%</td> <td>16.4%</td> <td>10.7%</td> <td>12.9%</td> <td>13.5%</td> <td>19.2%</td> <td>12.9%</td> </tr> <tr> <td>Mountain</td> <td>Total</td> <td>22</td> <td>22</td> <td>252</td> <td>158</td> <td>23</td> <td>23</td> <td>252</td> <td>16</td> <td>2690</td> <td>252</td> <td>158</td> <td>22</td> <td>252</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>0.94</td> <td>10.91</td> <td>6.85</td> <td>1.05</td> <td></td> <td></td> <td>10.91</td> <td></td> <td>165.12</td> <td>6.85</td> <td></td> <td>13.24</td> </tr> <tr> <td></td> <td>Percent</td> <td>4.5%</td> <td>2.8%</td> <td>2.2%</td> <td>3.1%</td> <td>3.8%</td> <td>4.1%</td> <td>2.2%</td> <td>3.1%</td> <td>2.8%</td> <td>2.2%</td> <td>3.1%</td> <td>2.9%</td> <td>2.2%</td> </tr> <tr> <td>Pacific</td> <td>Total</td> <td>65</td> <td>105</td> <td>1310</td> <td>440</td> <td>83</td> <td>74</td> <td>1310</td> <td>65</td> <td>10059</td> <td>1310</td> <td>440</td> <td>105</td> <td>1310</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>1.27</td> <td>15.83</td> <td>5.31</td> <td>1.28</td> <td></td> <td></td> <td>17.62</td> <td></td> <td>154.42</td> <td>5.91</td> <td></td> <td>22.64</td> </tr> <tr> <td></td> <td>Percent</td> <td>13.1%</td> <td>13.8%</td> <td>11.3%</td> <td>8.6%</td> <td>13.6%</td> <td>13.1%</td> <td>11.3%</td> <td>12.2%</td> <td>10.6%</td> <td>11.3%</td> <td>8.8%</td> <td>14.3%</td> <td>11.3%</td> </tr> <tr> <td>No answer</td> <td>Total</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td></td> <td>Avg/H'hold</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td></td> <td>Percent</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table>															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	11589	5090	609	564	11589	532	94572	11587	5022	737	11589	Region	Avg/H'hold	1.53	23.27	10.22	1.22			20.55		177.77	0.43		15.72	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	-	-	-	-	-	-	-	-	-	-	-	-	-
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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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	Avg/H'hold	-	-	-	-	-	-	-	-	-	-	-	-	-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008														
Market Share of Purchases by Income														
Filter: may 2008														
Quantity: Total Purchases														
Purchases														
No ranking														
		Total Individual Purchaser's	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
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
Age Of Purchaser -														
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%
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	Total	100	132	2591	1023	100	98	2591	87	23464	2589	1023	132	2591
	Avg/H'hold		1.32	25.85	10.21	1.00		26.56		269.80		10.49		29.03
	Percent	16.5%	17.4%	22.4%	20.1%	16.4%	17.4%	22.4%	16.3%	24.8%	22.3%	20.4%	18.0%	22.4%
65 & Over	Total	161	222	3803	1546	161	145	3803	141	28621	3803	1536	217	3803
	Avg/H'hold		1.38	23.68	9.62	1.00		26.25		203.50		10.60		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%
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%
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Filter: may 2008														
Quantity: Total Purchases														
Purchases														
No ranking														
		Total Individual Purchaser's	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	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														
Male	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%
Female	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%
No 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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008																	
Type by Age of Purchaser - Total Purchases																	
Filter: may 2008																	
Quantity: Total Purchases																	
Purchases																	
No ranking																	
Type																	
	TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbird 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	
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%	0.9%	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 %	1.2%	1.3%	-	-	-	-	-	-	-	-	-	-	-	14.2%	-	-
	Row %	100.0%	51.6%	-	-	-	-	-	-	-	-	-	-	-	48.4%	-	-
25 - 34	Total	36	25	9	-	-	-	-	-	1	-	-	-	-	-	-	-
	Column %	4.7%	7.1%	67.8%	-	-	-	-	-	0.9%	-	-	-	-	-	-	-
	Row %	100.0%	70.5%	26.5%	-	-	-	-	-	3.0%	-	-	-	-	-	-	-
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%
65 & Over	Total	222	55	-	12	0	8	-	-	4	56	2	2	3	21	49	10
	Column %	29.1%	15.6%	-	24.8%	0.0%	43.9%	-	-	9.7%	45.7%	22.4%	57.6%	100.0%	66.6%	52.9%	47.8%
	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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008																	
Type by Income - Total Purchases																	
Filter: may 2008																	
Quantity: Total Purchases																	
Purchases																	
No ranking																	
Type																	
	TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbird 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	
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%	0.9%	2.5%	-	0.0%	5.0%	16.1%	1.3%	0.4%	0.4%	4.1%	12.2%	2.6%
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	7	4	-	0	13	18	3	3	-	10	10	6
	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	4
	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%	-
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Quantity: Total Purchases																	
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Weights: Purchases																	
No ranking																	
Type																	
	TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbird 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	
(unweighted)	uc	317	151	3	31	4	16	-	2	7	45	5	2	1	14	22	14
Total Purchases	wc	763	355	14	47	7	19	-	0	38	123	10	3	3	31	93	20
	h%	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%	2.7%
Region																	
New England																	
	wc	56	32	-	1	-	-	-	-	3	8	-	-	-	-	12	-
	v%	7.4%	8.9%	-	2.6%	-	-	-	-	7.5%	6.5%	-	-	-	-	13.3%	-
	h%	100.0%	56.4%	-	2.1%	-	-	-	-	5.0%	14.3%	-	-	-	-	22.1%	-
Middle Atlantic																	
	wc	82	27	4	12	0	1	-	-	14	3	-	-	3	4	9	4
	v%	10.7%	7.5%	32.2%	24.8%	0.0%	5.0%	-	-	38.3%	2.3%	-	-	100.0%	14.2%	10.2%	19.0%
	h%	100.0%	32.5%	5.5%	14.1%	0.0%	1.1%	-	-	17.7%	3.5%	-	-	3.7%	5.4%	11.6%	4.7%
East North Central																	
	wc	142	65	-	10	0	9	-	0	10	18	8	1	-	9	9	3
	v%	18.6%	18.3%	-	21.2%	0.0%	48.1%	-	0.0%	26.1%	14.2%	79.5%	42.4%	-	30.1%	9.9%	14.9%
	h%	100.0%	45.8%	-	7.0%	0.0%	6.3%	-	0.0%	6.9%	12.3%	5.5%	0.9%	-	6.6%	6.5%	2.1%
West North Central																	
	wc	45	24	-	-	-	2	-	-	-	9	0	-	-	7	2	1
	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%
South Atlantic																	
	wc	130	70	-	4	-	6	-	-	-	33	-	-	-	8	4	4
	v%	17.0%	19.8%	-	9.6%	-	29.8%	-	-	-	26.9%	-	-	-	24.1%	4.6%	20.3%
	h%	100.0%	54.4%	-	3.4%	-	4.3%	-	-	-	25.6%	-	-	-	5.8%	3.3%	3.2%
East South Central																	
	wc	39	22	-	-	7	-	-	-	5	3	-	-	-	-	3	0
	v%	5.2%	6.1%	-	-	100.0%	-	-	-	12.7%	2.3%	-	-	-	-	3.2%	0.0%
	h%	100.0%	54.8%	-	-	18.3%	-	-	-	12.2%	7.1%	-	-	-	-	7.6%	0.0%
West South Central																	
	wc	142	54	9	7	-	1	-	-	6	9	2	-	-	0	53	-
	v%	18.6%	15.3%	67.8%	14.7%	-	5.2%	-	-	15.4%	7.5%	20.5%	-	-	0.0%	57.1%	-
	h%	100.0%	38.3%	6.7%	4.8%	-	0.7%	-	-	4.1%	6.5%	1.4%	-	-	0.0%	37.5%	-
Mountain																	
	wc	22	16	-	3	-	-	-	-	-	2	-	-	-	-	-	-
	v%	2.8%	4.5%	-	7.4%	-	-	-	-	-	1.8%	-	-	-	-	-	-
	h%	100.0%	73.5%	-	15.9%	-	-	-	-	-	10.5%	-	-	-	-	-	-
Pacific																	
	wc	105	45	-	9	0	-	-	-	-	38	-	2	-	3	-	8
	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%
No answer																	
	wc	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008																	
Type by Age of Purchaser - Pounds Purchased																	
Filter: may 2008																	
Quantity: Total Volume Purchased (Lbs)																	
Total (Lbs)																	
No ranking																	
Type																	
	TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbird 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	
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%	3.1%
Age Of Purchaser - Summary																	
Under 24	Total	60	38	-	-	-	-	-	-	-	-	-	-	-	22	-	-
	Column %	0.5%	0.7%	-	-	-	-	-	-	-	-	-	-	-	2.9%	-	-
	Row %	100.0%	63.0%	-	-	-	-	-	-	-	-	-	-	-	37.0%	-	-
25 - 34	Total	383	352	9	-	-	-	-	-	22	-	-	-	-	-	-	-
	Column %	3.3%	6.8%	4.7%	-	-	-	-	-	0.7%	-	-	-	-	-	-	-
	Row %	100.0%	91.9%	2.5%	-	-	-	-	-	5.6%	-	-	-	-	-	-	-
35 - 44	Total	1367	920	-	83	-	-	-	0	106	13	-	-	-	155	90	-
	Column %	11.8%	17.8%	-	7.8%	-	-	-	0.0%	3.5%	29.0%	-	-	-	20.1%	13.1%	-
	Row %	100.0%	67.3%	-	6.1%	-	-	-	0.0%	7.7%	1.0%	-	-	-	11.3%	6.6%	-
45 - 54	Total	3261	1628	193	362	22	13	-	21	798	22	-	-	-	12	190	-
	Column %	28.1%	31.5%	95.3%	33.9%	100.0%	8.3%	-	65.5%	26.6%	47.2%	-	-	-	1.5%	27.7%	-
	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
	Column %	22.4%	21.9%	-	30.7%	-	32.1%	-	0.0%	34.5%	22.8%	-	75.4%	-	-	23.2%	46.4%
	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
	Column %	32.8%	20.1%	-	23.6%	0.0%	49.7%	-	-	0.0%	46.3%	23.8%	24.6%	100.0%	75.5%	36.1%	50.9%
	Row %	100.0%	27.4%	-	6.6%	0.0%	2.0%	-	-	0.0%	36.5%	0.3%	0.5%	0.1%	15.3%	6.5%	4.8%
No answer	Total	123	56	-	43	-	15	-	-	0	-	-	-	-	-	-	10
	Column %	1.1%	1.1%	-	4.0%	-	9.9%	-	-	0.0%	-	-	-	-	-	-	2.7%
	Row %	100.0%	45.1%	-	34.9%	-	12.3%	-	-	0.0%	-	-	-	-	-	-	7.7%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008																	
Type by Income - Pounds Purchased																	
Filter: may 2008																	
Quantity: Total Volume Purchased (Lbs)																	
Total (Lbs)																	
No ranking																	
Type																	
	TOTAL	All Purpose Mix (Economy)	Cracked Corn	Deluxe Premium Mix	Hummingbird 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	
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%	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	103
	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%	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008									
Packaging by Age of Purchaser - Total Purchases									
Filter: may 2008									
Quantity: Total Purchases									
Purchases									
No ranking									
Packaging									
		TOTAL	Bulk - From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total Packaged	No answer
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%	14.0%	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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008																			
Packaging by Income - Total Purchases																			
Filter: may 2008																			Purchases
Quantity: Total Purchases																			No ranking
Packaging																			
		TOTAL	Bulk - From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total Packaged	No answer										
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%										
\$15,000 - \$24,999	Total	67	2	20	41	-	-	61	4										
	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%										
\$25,000 - \$39,999	Total	167	1	43	99	4	18	165	1										
	Column %	21.9%	4.3%	32.1%	18.7%	62.6%	39.2%	22.9%	7.2%										
	Row %	100.0%	0.8%	26.0%	59.4%	2.2%	11.0%	98.7%	0.5%										
\$40,000 - \$74,999	Total	167	7	38	103	-	17	159	1										
	Column %	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%										
\$75,000 or more	Total	184	10	12	155	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	2										
	Column %	2.4%	-	-	3.0%	-	-	2.2%	17.2%										
	Row %	100.0%	-	-	88.4%	-	-	88.4%	11.6%										
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008									
How Found Out by Age of Purchaser - Total Purchases									
Filter: may 2008									
Quantity: Total Purchases									
Purchases									
No ranking									
How Found Out									
TOTAL Magazines Newspapers Saw In Store Buy Regularly Recommended Other No answer									
Purchases	Total	763	14	45	298	366	8	4	40
	Percent	100.0%	1.8%	5.9%	39.1%	48.0%	1.0%	0.5%	5.2%
Age Of Purchaser - Summary									
Under 24	Total	9	-	-	4	-	-	-	5
	Column %	1.2%	-	-	1.5%	-	-	-	11.8%
	Row %	100.0%	-	-	48.4%	-	-	-	51.6%
25 - 34	Total	36	9	-	12	14	-	-	-
	Column %	4.7%	69.0%	-	3.9%	3.9%	-	-	-
	Row %	100.0%	26.5%	-	33.0%	40.5%	-	-	-
35 - 44	Total	114	-	2	55	56	0	-	-
	Column %	14.9%	-	4.4%	18.6%	15.4%	0.0%	-	-
	Row %	100.0%	-	1.7%	48.7%	49.6%	0.0%	-	-
45 - 54	Total	227	4	3	116	103	1	4	1
	Column %	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
	Column %	17.4%	-	23.6%	16.1%	18.3%	56.9%	-	18.5%
	Row %	100.0%	-	8.0%	36.2%	50.7%	3.6%	-	5.6%
65 & Over	Total	222	-	30	55	114	-	-	25
	Column %	29.1%	-	66.2%	18.4%	31.1%	-	-	61.3%
	Row %	100.0%	-	13.3%	24.7%	51.3%	-	-	11.1%
No answer	Total	23	-	-	7	12	2	-	2
	Column %	3.1%	-	-	2.5%	3.2%	28.7%	-	5.0%
	Row %	100.0%	-	-	31.5%	49.6%	10.2%	-	8.7%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008												
How Found Out by Income - Total Purchases												
Filter: may 2008						Purchases						
Quantity: Total Purchases						No ranking						
How Found Out												
		TOTAL	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer			
Purchases	Total	763	14	45	298	366	8	4	40			
	Percent	100.0%	1.8%	5.9%	39.1%	48.0%	1.0%	0.5%	5.2%			
Income - Summary												
Under \$15,000	Total	160	9	1	52	69	2	-	32			
	Column %	21.0%	69.0%	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%			
\$25,000 - \$39,999	Total	167	-	18	71	74	0	-	3			
	Column %	21.9%	-	41.2%	23.9%	20.3%	0.0%	-	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%	14.4%	-	5.0%			
	Row %	100.0%	2.6%	2.1%	35.2%	58.2%	0.7%	-	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%			
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008										
Why Purchase Brand by Age of Purchaser - Total Purchases										
Filter: may 2008										
Quantity: Total Purchases										
Purchases										
No ranking										
Reasons Purchased Brand										
	TOTAL	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One 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%	20.4%	5.5%	0.9%	
Age Of Purchaser - Summary										
Under 24	Total	9	-	5	-	-	-	4	-	
	Column %	1.2%	-	1.6%	-	-	-	10.7%	-	
	Row %	100.0%	-	51.6%	-	-	-	48.4%	-	
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 %	14.9%	8.1%	19.3%	13.8%	36.2%	8.8%	7.2%	-	
	Row %	100.0%	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%	12.1%	0.0%	
	Row %	100.0%	20.3%	36.6%	22.0%	3.4%	26.7%	2.2%	0.0%	
55 - 64	Total	132	30	52	17	3	33	-	-	
	Column %	17.4%	20.2%	17.2%	15.1%	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	36	29	4	
	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%	
No answer	Total	23	9	6	3	-	2	-	2	
	Column %	3.1%	6.4%	2.1%	2.8%	-	1.3%	-	36.0%	
	Row %	100.0%	40.2%	27.0%	13.6%	-	8.9%	-	10.2%	
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008											
Why Purchased Brand by Income - Total Purchases											
Filter: may 2008											Purchases
Quantity: Total Purchases											No ranking
Reasons Purchased Brand											
		TOTAL	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One 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%	20.4%	5.5%	0.9%		
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%	36.0%		
	Row %	100.0%	12.2%	34.5%	4.0%	7.4%	24.9%	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	4	-	-	2	2	4		
	Column %	2.4%	3.9%	1.4%	-	-	1.3%	5.1%	64.0%		
	Row %	100.0%	31.1%	22.8%	-	-	11.3%	11.6%	23.2%		
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008															
Outlets by Age of Purchaser - Total Purchases															
Filter: may 2008															
Quantity: Total Purchases															
Purchases															
No ranking															
Outlet 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%	25.0%	13.1%	-	16.6%	5.8%	-	7.2%	0.0%	34.5%
	Row %	100.0%	24.1%	-	4.5%	7.0%	5.6%	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%	1.6%	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%	43.9%	21.4%	-	5.6%	58.9%	-	0.0%	44.6%	11.2%
	Row %	100.0%	8.2%	4.6%	8.1%	2.1%	5.1%	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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008															
Outlet by Income - Total Purchases															
Filter: may 2008															
Quantity: Total Purchases															
Purchases															
No ranking															
Outlet 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%
Income - Summary															
Under \$15,000	Total	160	45	-	21	-	1	3	-	16	29	-	-	28	15
	Column %	21.0%	27.7%	-	42.7%	-	4.3%	6.8%	-	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%
\$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%
\$75,000 or more	Total	184	32	10	2	12	0	12	-	8	52	-	1	25	30
	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	4	-	-	-	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%
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[index](#)**Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008****Sex of Purchaser by Age of Purchaser - Total Purchases**

Filter: may 2008

Purchases

Quantity: Total Purchases

No ranking

Sex Of Purchaser

TOTAL Male Female No answer

Purchases	Total	763	232	513	18
	Percent	100.0%	30.4%	67.2%	2.4%

**Age Of Purchaser -
Summary**

Under 24	Total	9	4	5	-
	Column %	1.2%	1.9%	0.9%	-
	Row %	100.0%	48.4%	51.6%	-

25 - 34	Total	36	12	24	-
	Column %	4.7%	5.2%	4.6%	-
	Row %	100.0%	33.7%	66.3%	-

35 - 44	Total	114	25	89	-
	Column %	14.9%	10.8%	17.3%	-
	Row %	100.0%	21.9%	78.1%	-

45 - 54	Total	227	49	177	-
	Column %	29.7%	21.3%	34.6%	-
	Row %	100.0%	21.8%	78.2%	-

55 - 64	Total	132	43	89	-
	Column %	17.4%	18.5%	17.4%	-
	Row %	100.0%	32.4%	67.6%	-

65 & Over	Total	222	98	120	4
	Column %	29.1%	42.3%	23.3%	23.3%
	Row %	100.0%	44.2%	53.9%	1.9%

No answer	Total	23	-	9	14
	Column %	3.1%	-	1.8%	76.7%
	Row %	100.0%	-	40.2%	59.8%

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008														
Sex of Purchaser by Income - Total Purchases														
Filter: may 2008											Purchases			
Quantity: Total Purchases											No ranking			
Sex Of Purchaser														
		TOTAL	Male	Female	No answer									
Purchases	Total	763	232	513	18									
	Percent	100.0%	30.4%	67.2%	2.4%									
Income - 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%									
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008													
Pounds Purchased per Year by Income - Total Households Answering													
Filter: Provided Total Pounds Purchased - may 2008													
Purchases													
No ranking													
How Many Pounds Of Seed Do You Buy A Year?													
		TOTAL	10 Lbs.or less	11-25 Lbs.	26-50 Lbs.	51-75 Lbs.	76-100 Lbs.	101-150 Lbs.	151-200 Lbs.	201-300 Lbs.	301-400 Lbs.	401-500 Lbs.	Over 500 Lbs.
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%
Income - Summary													
Under \$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%	15.9%	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%	10.1%	23.3%	36.4%	14.0%	25.2%	34.9%	19.5%	15.9%	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	wc	16	-	-	8	-	2	-	2	2	2	-	-
	v%	3.0%	-	-	9.3%	-	2.4%	-	5.0%	5.5%	10.8%	-	-
	h%	100.0%	-	-	47.5%	-	13.2%	-	13.1%	13.1%	13.1%	-	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008								
Type of Bird Seed Bought by Income								
Filter: May 2008								
Level: Feeder Owning HHs								
Weights: Feeder Owning HH								
No ranking								
Income - Summary								
	TOTAL	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	No answer	
Feeder Owning HH	Total	1057	163	128	209	274	271	12
	Percent	100%	15%	12%	20%	26%	26%	1%
Type Bird Seeds Purchased								
All Purpose Mix (Economy)	Total	243	47	29	52	67	45	2
	Column %	23.0%	28.6%	22.5%	25.1%	24.6%	16.7%	17.9%
	Row %	100%	19%	12%	22%	28%	19%	1%
Cracked Corn	Total	12	9	1	-	-	2	-
	Column %	1.1%	5.8%	0.5%	-	-	0.7%	-
	Row %	100%	78%	6%	-	-	16%	-
Deluxe Premium Mix	Total	48	4	5	10	14	14	1
	Column %	4.6%	2.8%	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%	1.7%	1.5%	0.9%	-	-	-
	Row %	100%	43%	30%	27%	-	-	-
Nyjer (Thistle) Seed	Total	20	1	6	3	4	3	2
	Column %	1.9%	0.6%	5.0%	1.4%	1.5%	1.2%	17.4%
	Row %	100%	5%	33%	15%	21%	17%	11%
Safflower	Total	1	-	-	1	-	-	-
	Column %	0.1%	-	-	0.6%	-	-	-
	Row %	100%	-	-	100%	-	-	-
Suet Cakes	Total	8	1	-	4	3	-	-
	Column %	0.7%	0.8%	-	1.7%	1.1%	-	-
	Row %	100%	16%	-	46%	38%	-	-
Sunflower (Black Oil)	Total	67	26	6	12	15	5	2
	Column %	6.3%	15.9%	4.7%	6.0%	5.6%	1.9%	17.8%
	Row %	100%	39%	9%	19%	23%	8%	3%
Sunflower (Striped)	Total	8	-	1	2	4	-	-
	Column %	0.7%	-	1.0%	1.1%	1.5%	-	-
	Row %	100%	-	16%	29%	55%	-	-
Sunflower (Hearts)	Total	3	-	-	3	-	-	-
	Column %	0.3%	-	-	1.4%	-	-	-
	Row %	100%	-	-	100%	-	-	-
Bird Bells/Cakes	Total	2	-	-	-	2	-	-
	Column %	0.1%	-	-	-	0.6%	-	-
	Row %	100%	-	-	-	100%	-	-
Bird-Specific Mix	Total	21	4	3	5	-	6	2
	Column %	2.0%	2.7%	2.7%	2.4%	-	2.3%	17.8%
	Row %	100%	21%	16%	23%	-	30%	10%
Other	Total	34	1	2	5	7	16	4
	Column %	3.2%	0.8%	1.2%	2.2%	2.4%	5.7%	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%	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008										
Type of Bird Feeders owned across Time										
Filter: All cases										
Level: Feeder Owning HHs										
Weights: Feeder Owning HH										
No ranking										
Month Of Interview										
	TOTAL	November 2004	May 2005	November 2005	May 2006	November 2006	May 2007	November 2007	May 2008	
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 Owned										
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 %	100%	-	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	1582	-	190	188	244	195	249	238	278
	Column %	28.0%	-	31.1%	28.5%	27.6%	31.2%	25.9%	28.0%	26.3%
	Row %	100%	-	12%	12%	15%	12%	16%	15%	18%
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%	10%	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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008							
Number of Bird Feeders owned by Type - May 2008							
"How many bird feeders do you own?"							
Filter: May 2008				Level: Feeder Owning HHs			
				Weights: Feeder Owning HH			
				No ranking			
Number Of Bird Feeders Owned - Summary							
		Tube	Platform	Hummingbird	Hopper Style	Suet	Other
Feeder Owning HH	Total	1057	1057	1057	1057	1057	1057
Owned - Summary							
One	Total	316	389	282	178	171	69
	Column %	29.9%	36.8%	26.7%	16.8%	16.2%	6.5%
Two	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	9
	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	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%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2008									
Where Bought Bird Feeder by Type - May 2008									
"Where was your bird feeder purchased?"									
Filter: May 2008									
								Level: Feeder Owning HHs	
								Weights: Feeder Owning HH	
								No ranking	
Types Of Bird Feeders Owned									
		TOTAL	Tube	Platform	Hummingbird	Hopper Style	Suet	Other	Total own one or more
Feeder Owning HH	Total	1057	568	555	521	293	278	135	1054
	Percent	100%	54%	53%	49%	28%	26%	13%	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	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 %	0.8%	0.8%	0.5%	1.2%	-	1.0%	-	0.8%
	Row %	100%	58%	35%	77%	-	35%	-	100%
Wild bird specialty store	Total	28	18	15	15	7	10	-	28
	Column %	2.7%	3.1%	2.7%	3.0%	2.4%	3.6%	-	2.7%
	Row %	100%	63%	53%	55%	25%	36%	-	100%
Other	Total	182	72	106	81	41	30	32	181
	Column %	17.2%	12.6%	19.2%	15.5%	14.0%	10.9%	23.7%	17.2%
	Row %	100%	39%	58%	44%	23%	17%	18%	100%
Supercenter	Total	173	97	98	129	53	61	16	173
	Column %	16.4%	17.0%	17.7%	24.8%	18.1%	22.0%	12.1%	16.5%
	Row %	100%	56%	57%	74%	31%	35%	9%	100%
No answer	Total	68	28	33	37	13	20	20	68
	Column %	6.5%	5.0%	5.9%	7.1%	4.6%	7.1%	14.8%	6.5%
	Row %	100%	42%	48%	54%	20%	29%	29%	100%
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