

Wild Bird Seed MDP Purchase & Usage - May 2007

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Market Share of Purchases by Density

Filter: May 2007

Quantity: Total Purchases

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 Buv/Year	Pounds Purchased With #lbs. Buv/Year	Pounds Purchased With \$ Value Provided	Dollars Spent With #lbs. Buv/Year	Units Purchased With #lb. Provided	Pounds Purchased With #lb. Provided
Buying Household	453	771	12726	4181	578	559	12726	476	87619	12561	4129	759	12726
Density													
Total													
Avg/H/hold													
Urban	112	191	2254	742	149	142	2254	126	20102	2254	724	187	2254
Avg/H/hold													
Percent	24.6%	24.8%	17.7%	17.8%	25.7%	25.4%	17.7%	26.5%	159.44	17.9%	5.09	24.7%	19.32
Total													
Avg/H/hold													
Percent	37.0%	36.7%	31.1%	32.9%	37.0%	37.7%	31.1%	35.3%	144.31	30.2%	6.41	36.8%	23.56
Rural	126	229	5374	1537	163	154	5374	133	33149	5374	1530	225	5374
Avg/H/hold													
Percent	27.7%	29.7%	42.2%	36.8%	28.3%	27.5%	42.2%	28.0%	248.90	42.8%	9.94	29.6%	41.13
Total													
Avg/H/hold													
Percent	10.7%	8.7%	8.9%	12.5%	9.0%	9.3%	8.9%	10.2%	11.6%	9.0%	12.7%	8.9%	8.9%

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Market Share of Purchases by Family Size

Filter: May 2007

Quantity: Total Purchases

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	453	771	12726	4181	578	559	12726	476	87619	12561	4129	759	12726
Size Of Family													
Total													
Avg/H'hold													
Percent													
One Person HH	140	266	4272	1402	186	181	4272	152	25982	4152	1399	263	4272
Avg/H'hold													
Percent													
Two people HH	183	336	6052	1870	239	232	6052	190	39155	6052	1852	331	6052
Avg/H'hold													
Percent													
Three people HH	58	74	1144	475	68	65	1144	57	14190	1144	471	72	1144
Avg/H'hold													
Percent													
Four people HH	39	57	669	225	48	43	669	41	3523	624	199	53	669
Avg/H'hold													
Percent													
Five people HH	19	24	440	119	21	21	440	21	3134	440	119	24	440
Avg/H'hold													
Percent													
Six or more people HH	14	15	149	90	16	16	149	15	1635	149	90	15	149
Avg/H'hold													
Percent													
No answer													

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Market Share of Purchases by Education

Filter: May 2007

Quantity: Total Purchases

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	453	771	12726	4181	578	559	12726	476	87619	12561	4129	759	12726
Avg/H'hold	1.70	28.09	9.23	1.28			22.77		184.07		0.33		16.77
Education													
Elementary	5	36	384	63	9	9	384	9	546	264	63	36	384
Avg/H'hold	3.90	41.92	6.86	1.80	1.80		41.92		59.70		6.86		46.11
Percent	1.1%	4.6%	3.0%	1.5%	1.6%	1.6%	3.0%	1.9%	0.6%	2.1%	1.5%	4.7%	3.0%
High school	189	320	6106	1808	251	236	6106	193	35403	6106	1760	310	6106
Avg/H'hold	1.27	24.34	7.21	1.33	1.33		25.82		183.49		7.44		31.65
Percent	41.7%	41.5%	48.0%	43.2%	43.4%	42.3%	48.0%	40.6%	40.4%	48.6%	42.6%	40.8%	48.0%
College	253	409	6088	2286	312	307	6088	269	50707	6043	2282	407	6088
Avg/H'hold	1.31	19.51	7.32	1.23	1.23		19.84		188.33		7.44		23.41
Percent	55.8%	53.1%	47.8%	54.7%	54.0%	54.9%	47.8%	56.6%	57.9%	48.1%	55.3%	53.6%	47.9%
No answer	6	6	149	24	6	6	149	4	963	149	24	6	149
Avg/H'hold	1.00	23.49	3.83	1.00	1.00		23.49		225.55		3.83		23.49
Percent	1.4%	0.8%	1.2%	0.6%	1.1%	1.1%	1.2%	0.9%	1.1%	1.2%	0.6%	0.8%	1.2%
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Market Share of Purchases by Purchaser's Age

Filter: May 2007

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	578	771	12726	4181	578	559	12726	476	87619	12561	4129	759	12726
Avg/H'hold		1.33	22.02	7.23	1.00		22.77		184.07		0.33		16.77
Age Of Purchaser -													
Under 24	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Avg/H'hold Percent	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	50	43	574	191	50	50	574	47	2324	574	191	43	574
Total Avg/H'hold Percent	8.7%	0.87	11.47	3.81	1.00	9.0%	11.47	9.9%	49.11	4.6%	3.81	5.7%	14.13
35 - 44	77	96	1378	394	77	75	1378	67	11025	1213	394	96	1378
Total Avg/H'hold Percent	13.2%	1.26	18.01	5.14	1.00	13.3%	18.49	14.1%	164.33	9.7%	5.28	12.7%	26.16
45 - 54	142	199	3352	1224	142	131	3352	123	21832	3352	1175	190	3352
Total Avg/H'hold Percent	24.5%	1.40	23.66	8.64	1.00	23.5%	25.53	25.8%	178.12	26.7%	8.95	25.1%	26.30
55 - 64	139	196	3918	1168	139	135	3918	116	29451	3918	1165	193	3918
Total Avg/H'hold Percent	24.1%	1.40	28.09	8.37	1.00	24.1%	29.09	24.5%	252.98	31.2%	8.65	25.5%	36.78
65 & Over	155	215	3320	1126	155	152	3320	115	22956	3320	1126	214	3320
Total Avg/H'hold Percent	26.7%	1.39	21.48	7.29	1.00	27.2%	21.84	24.2%	199.53	26.4%	7.41	28.1%	26.73
No answer	16	22	183	79	16	16	183	7	32	183	79	22	183
Total Avg/H'hold Percent	2.8%	1.36	11.31	4.88	1.00	2.9%	11.31	1.5%	4.41	1.5%	4.88	2.9%	11.31

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Market Share of Purchases by Purchaser's Sex

Filter: May 2007

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	578	771	12726	4181	578	559	12726	476	87619	12561	4129	759	12726
Avg/H ¹ hold		1.33	22.02	7.23	1.00		22.77		184.07		0.33		16.77
Sex Of Purchaser													
Male	162	256	4842	1407	162	162	4842	144	26162	4723	1407	256	4842
Avg/H ¹ hold		1.58	29.85	8.67	1.00		29.85		182.23		8.67		37.00
Percent	28.0%	33.2%	38.0%	33.6%	28.0%	29.0%	38.0%	30.2%	29.9%	37.6%	34.1%	33.8%	38.0%
Female	404	502	7713	2706	404	384	7713	326	61215	7668	2654	490	7713
Avg/H ¹ hold		1.24	19.10	6.70	1.00		20.09		187.93		6.91		23.79
Percent	69.8%	65.1%	60.6%	64.7%	69.8%	68.7%	60.6%	68.5%	69.9%	61.0%	64.3%	64.6%	60.6%
No answer	13	13	171	68	13	13	171	6	242	171	68	13	171
Avg/H ¹ hold		1.00	13.63	5.46	1.00		13.63		38.46		5.46		13.63
Percent	2.2%	1.6%	1.3%	1.6%	2.2%	2.2%	1.3%	1.3%	0.3%	1.4%	1.7%	1.7%	1.3%

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Type by Age of Purchaser - Total Purchases

Filter: May 2007	Purchases
Quantity: Total Purchases	No ranking

	TOTAL	Type											Other	No answer			
		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/Cake \$	Bird-Specific Mix	
Purchases																	
Total	771	390	16	96	8	21	14	27	80	5	2	8	30	57	17		
Percent	100.0%	50.6%	2.1%	12.4%	1.0%	2.7%	1.8%	3.5%	10.5%	0.7%	0.3%	1.0%	3.9%	7.4%	2.2%		
Age Of Purchaser - Summary																	
Under 24																	
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Column %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34																	
Total	43	19	8	2				2						15			
Column %	5.6%	4.8%	48.1%					8.3%						25.5%			
Row %	100.0%	43.3%	17.9%					5.2%						33.6%			
35 - 44																	
Total	96	64	0	17	6	4	4		3				2				
Column %	12.5%	16.3%	0.0%	17.9%	69.7%		30.4%		4.1%				7.6%				
Row %	100.0%	66.2%	0.0%	17.8%	5.8%		4.5%		3.4%				2.4%				
45 - 54																	
Total	199	77	2	43	1	7	7	9	14	2	2	8	12	10	9		
Column %	25.8%	19.8%	12.7%	45.1%	15.9%	51.8%	37.7%	32.3%	17.0%	100.0%	100.0%	100.0%	41.6%	18.1%	53.5%		
Row %	100.0%	38.9%	1.0%	21.7%	0.6%	3.7%	4.4%	4.4%	6.8%	1.2%	1.2%	4.0%	6.3%	5.2%	4.6%		
55 - 64																	
Total	196	106	6	11	1	3	3	10	26	3	3		8	15			
Column %	25.4%	27.3%	39.3%	11.4%	14.4%	17.8%	17.8%	38.1%	32.6%	58.6%			25.4%	26.6%			
Row %	100.0%	54.4%	3.2%	5.6%	0.6%	1.3%	1.3%	5.2%	13.3%	1.6%			3.9%	7.7%			
65 & Over																	
Total	215	108	0	24	12	8	6	6	35	2	0		3	17	8		
Column %	27.9%	27.7%	0.0%	25.6%	55.5%		21.2%	21.2%	44.3%	41.4%	0.0%		10.7%	29.8%	46.5%		
Row %	100.0%	50.1%	0.0%	11.4%	5.4%		2.7%	2.7%	16.4%	1.0%	0.0%		1.5%	7.9%	3.7%		
No answer																	
Total	22	16							2				4				
Column %	2.9%	4.1%							2.1%				14.8%				
Row %	100.0%	72.4%							7.5%				20.2%				
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Type by Income - Total Purchases

Filter: May 2007

Quantity: Total Purchases

	Type													No answer		
	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	771	390	16	96	8	21		14	27	80	5	2	8	30	57	17
Total	100.0%	50.6%	2.1%	12.4%	1.0%	2.7%		1.8%	3.5%	10.3%	0.7%	0.3%	1.0%	3.9%	7.4%	2.2%
Percent																
Income - Summary																
Under \$15,000	190	96	14		1	7			4	36	2			4	25	
Total	24.7%	24.7%	87.3%	14.4%	14.4%	35.4%			14.9%	45.0%	41.4%			14.8%	43.1%	
Column %	100.0%	50.7%	7.4%		0.6%	3.9%			2.1%	18.9%	1.2%			2.3%	12.9%	
Row %																
\$15,000 - \$24,999	117	50	1	27	6	5			9	6					4	9
Total	15.2%	12.9%	5.4%	27.8%	69.7%	26.2%			33.6%	8.1%					7.2%	53.5%
Column %	100.0%	42.8%	0.7%	22.7%	4.8%	4.7%			7.7%	5.5%					3.5%	7.8%
Row %																
\$25,000 - \$39,999	139	73	0	9	1	1		6	14	11			8	11	5	
Total	18.1%	18.7%	0.0%	9.6%	15.9%	5.1%		4.5%	51.5%	13.3%			100.0%	36.5%	8.9%	
Column %	100.0%	52.4%	0.0%	6.6%	0.9%	0.8%		4.6%	9.9%	7.6%			5.7%	7.8%	3.7%	
Row %																
\$40,000 - \$74,999	159	72	1	41		1		8		19		2		0	7	8
Total	20.6%	18.5%	7.3%	42.7%		4.8%		54.6%		24.1%		100.0%		0.0%	11.5%	46.5%
Column %	100.0%	45.4%	0.7%	25.7%		0.6%		4.9%		12.1%		1.5%		0.0%	4.1%	5.0%
Row %																
\$75,000 or more	154	96		19		6				1	3			15	15	
Total	20.0%	24.5%		19.9%		28.6%				1.8%	58.6%			48.6%	25.7%	
Column %	100.0%	61.9%		12.3%		3.9%				0.9%	2.1%			9.4%	9.5%	
Row %																
No answer	11	3								6					2	
Total	1.4%	0.7%								7.8%					3.6%	
Column %	100.0%	24.7%								56.4%					18.9%	
Row %																

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Type by Age of Purchaser - Pounds Purchased

Filter: May 2007

Quantity: Total Volume Purchased (Lbs)

Age Of Purchaser - Summary	TOTAL	Type											No answer		
		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
Total (Lbs)	12726	6311	482	1571	141	183	165	26	1893	122	0	8	333	861	629
Percent	100.0%	49.6%	3.8%	12.3%	1.1%	1.4%	1.3%	0.2%	14.9%	1.0%	0.0%	0.1%	2.6%	6.8%	4.9%
Under 24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Column %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	574	300	155	-	-	-	-	7	-	-	-	-	-	112	-
Total Column %	4.5%	4.8%	32.3%	-	-	-	-	25.7%	-	-	-	-	-	13.0%	-
Row %	100.0%	52.3%	27.1%	-	-	-	-	1.2%	-	-	-	-	-	19.5%	-
35 - 44	1378	956	0	120	140	-	101	-	16	-	-	-	45	-	-
Total Column %	10.8%	15.1%	0.0%	7.6%	99.1%	-	61.3%	-	0.9%	-	-	-	13.6%	-	-
Row %	100.0%	69.3%	0.0%	8.7%	10.2%	-	7.3%	-	1.2%	-	-	-	3.3%	-	-
45 - 54	3352	1412	9	717	1	11	51	5	400	-	0	8	114	168	455
Total Column %	26.3%	22.4%	1.8%	45.7%	0.9%	5.8%	31.0%	19.6%	21.2%	-	0.0%	100.0%	34.2%	19.5%	72.3%
Row %	100.0%	42.1%	0.3%	21.4%	0.0%	0.3%	1.5%	0.2%	11.9%	-	0.0%	0.2%	3.4%	5.0%	13.6%
55 - 64	3918	1827	317	210	0	34	13	10	1014	32	-	-	74	388	-
Total Column %	30.8%	28.9%	65.9%	13.4%	0.0%	18.4%	7.6%	39.3%	53.6%	26.1%	-	-	22.1%	45.1%	-
Row %	100.0%	46.6%	8.1%	5.4%	0.0%	0.9%	0.3%	0.3%	25.9%	0.8%	-	-	1.9%	9.9%	-
65 & Over	3320	1654	0	524	-	139	-	4	446	90	0	-	96	193	174
Total Column %	26.1%	26.2%	0.0%	33.4%	-	75.5%	-	15.3%	23.5%	73.9%	0.0%	-	28.8%	22.4%	27.7%
Row %	100.0%	49.8%	0.0%	15.8%	-	4.2%	-	0.1%	13.4%	2.7%	0.0%	-	2.9%	5.8%	5.2%
No answer	183	162	-	-	-	-	-	-	16	-	-	-	4	-	-
Total Column %	1.4%	2.6%	-	-	-	-	-	-	0.9%	-	-	-	1.3%	-	-
Row %	100.0%	88.6%	-	-	-	-	-	-	9.0%	-	-	-	2.4%	-	-

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Packaging by Age of Purchaser - Total Purchases

Filter: May 2007

Quantity: Total Purchases

Purchases

No ranking

Packaging

Bulk - From Bin Or Barrel

Paper Bag

Plastic Bag

Plastic Jug

Plastic Tub

Total Packaged

No answer

TOTAL

771

16

149

542

15

29

736

20

100.0%

2.0%

19.4%

70.3%

2.0%

3.8%

95.4%

2.5%

Age Of Purchaser - Summary

Under 24

Total

Column %

Row %

25 - 34

Total

Column %

Row %

35 - 44

Total

Column %

Row %

45 - 54

Total

Column %

Row %

55 - 64

Total

Column %

Row %

65 & Over

Total

Column %

Row %

No answer

Total

Column %

Row %

22

2.9%

100.0%

4.7%

31.9%

2.8%

68.1%

3.0%

100.0%

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

How Found Out by Income - Total Purchases

Filter: May 2007

Quantity: Total Purchases

Purchases
No ranking

How Found Out

	TOTAL	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer
Purchases	771	-	58	275	350	19	39	63
Total	100.0%	-	7.5%	35.7%	45.4%	2.5%	5.1%	8.2%
Percent								
Income - Summary								
Under \$15,000	190	-	68	116	7	9	17	17
Total	24.7%	-	24.6%	33.2%	37.5%	3.8%	23.4%	27.2%
Column %	100.0%	-	35.6%	61.1%	3.8%	4.8%	9.0%	9.0%
Row %								
\$15,000 - \$24,999	117	-	24	39	-	21	24	24
Total	15.2%	-	8.9%	11.1%	-	52.4%	38.0%	38.0%
Column %	100.0%	-	20.7%	33.2%	-	17.5%	20.4%	20.4%
Row %								
\$25,000 - \$39,999	139	-	34	70	9	12	12	12
Total	18.1%	-	12.4%	20.0%	46.7%	19.1%	19.1%	19.1%
Column %	100.0%	-	24.5%	50.2%	6.5%	8.6%	8.6%	8.6%
Row %								
\$40,000 - \$74,999	159	-	72	71	3	4	4	4
Total	20.6%	-	26.2%	20.3%	15.8%	6.0%	6.0%	6.0%
Column %	100.0%	-	45.3%	44.8%	1.9%	2.4%	2.4%	2.4%
Row %								
\$75,000 or more	154	-	19	54	-	9	-	-
Total	20.0%	-	33.4%	26.2%	15.3%	24.1%	-	-
Column %	100.0%	-	12.6%	46.6%	34.7%	6.1%	-	-
Row %								
No answer	11	-	5	0	6	-	-	6
Total	1.4%	-	1.7%	0.0%	0.0%	-	-	9.8%
Column %	100.0%	-	43.6%	0.0%	0.0%	-	-	56.4%
Row %								

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Why Purchase Brand by Age of Purchaser - Total Purchases

Filter: May 2007

Quantity: Total Purchases

	TOTAL		On Sale	Economical Price	Quality Seed	Brand Reputation	Only One Available	Other	No answer
	Column %	Row %	Column %	Row %	Column %	Row %	Column %	Row %	Column %
Purchases	771	128	311	176	42	88	59	14	
Total	100.0%	16.6%	40.3%	22.9%	5.5%	11.4%	7.6%	1.8%	
Percent									
Age Of Purchaser - Summary									
Under 24									
Total	-	-	-	-	-	-	-	-	-
Column %	-	-	-	-	-	-	-	-	-
Row %	-	-	-	-	-	-	-	-	-
25 - 34									
Total	43	9	31	4	-	-	-	-	-
Column %	5.6%	7.1%	9.8%	2.1%	-	-	-	-	-
Row %	100.0%	20.9%	70.4%	8.7%	-	-	-	-	-
35 - 44									
Total	96	0	72	16	1	9	-	4	
Column %	12.5%	0.0%	23.3%	8.8%	3.3%	9.9%	-	30.8%	
Row %	100.0%	0.0%	75.3%	16.2%	1.4%	9.0%	-	4.4%	
45 - 54									
Total	199	20	64	78	25	12	0	1	
Column %	25.8%	15.4%	20.7%	44.0%	58.3%	13.4%	0.0%	7.8%	
Row %	100.0%	9.9%	32.4%	39.1%	12.4%	5.9%	0.0%	0.5%	
55 - 64									
Total	196	22	52	35	6	48	35	0	
Column %	25.4%	17.4%	16.8%	19.9%	13.1%	54.6%	59.6%	0.0%	
Row %	100.0%	11.4%	26.6%	18.0%	2.8%	24.5%	18.0%	0.0%	
65 & Over									
Total	215	68	82	38	11	19	19	2	
Column %	27.9%	53.4%	26.5%	21.6%	25.3%	22.1%	32.8%	15.7%	
Row %	100.0%	31.8%	38.2%	17.7%	5.0%	9.0%	9.0%	1.0%	
No answer									
Total	22	9	9	6	-	-	4	6	
Column %	2.9%	6.7%	2.9%	3.5%	-	-	7.5%	45.8%	
Row %	100.0%	39.1%	40.5%	28.2%	-	-	20.2%	28.4%	
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Why Purchased Brand by Income - Total Purchases

Filter: May 2007

Quantity: Total Purchases

	TOTAL		On Sale	Economical Price	Quality Seed	Brand Reputation	Reasons Purchased Brand		
	Quantity	Percent					Only One Available	Other	No answer
Purchases	771	100.0%	128	311	176	42	88	59	14
Total			16.6%	40.3%	22.9%	5.5%	11.4%	7.6%	1.8%
Percent									
Income - Summary									
Under \$15,000	190	24.7%	5	64	31	8	36	44	2
Total			3.8%	20.7%	17.8%	19.7%	40.8%	74.0%	14.3%
Column %			2.5%	33.8%	16.5%	4.4%	18.8%	22.9%	1.0%
Row %									
\$15,000 - \$24,999	117	15.2%	17	68	7	6	13	9	0
Total			13.7%	21.8%	4.2%	13.6%	14.7%	14.7%	0.0%
Column %			14.9%	57.6%	6.4%	4.9%	11.0%	7.4%	0.0%
Row %									
\$25,000 - \$39,999	139	18.1%	32	49	36	16	12	2	6
Total			25.4%	15.8%	20.4%	37.4%	13.8%	4.1%	46.1%
Column %			23.3%	35.2%	25.9%	11.3%	8.7%	1.7%	4.5%
Row %									
\$40,000 - \$74,999	159	20.6%	36	39	58	12	8	-	5
Total			28.0%	12.6%	32.9%	29.4%	8.8%	-	39.6%
Column %			22.6%	24.7%	36.6%	7.8%	4.9%	-	3.4%
Row %									
\$75,000 or more	154	20.0%	31	86	43	-	19	4	-
Total			24.4%	27.6%	24.5%	-	21.9%	7.2%	-
Column %			20.2%	55.6%	28.1%	-	12.5%	2.8%	-
Row %									
No answer	11	1.4%	6	5	-	0	-	-	-
Total			4.8%	1.5%	-	0.0%	-	-	-
Column %			56.4%	43.6%	-	0.0%	-	-	-
Row %									

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Outlets by Age of Purchaser - Total Purchases

Filter: May 2007

Quantity: Total Purchases

	Outlet Purchased Birdseed										No answer			
	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
Purchases	771	260	29	78	18	49	66	1	11	146	30	12	67	3
Total	100.0%	33.7%	3.8%	10.1%	2.4%	6.3%	8.6%	0.2%	1.4%	19.0%	3.9%	1.5%	8.7%	0.4%
Percent														
Age Of Purchaser - Summary														
Under 24														
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Column %	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34														
Total	43	4	4	4	2	20	20	-	0	11	2	-	-	-
Column %	5.6%	1.7%	4.6%	4.6%	10.1%	30.1%	30.1%	-	0.0%	7.7%	7.5%	-	-	-
Row %	100.0%	10.1%	8.3%	8.3%	4.2%	46.1%	46.1%	-	0.0%	26.0%	5.2%	-	-	-
35 - 44														
Total	96	49	-	-	-	7	-	-	0	3	-	1	36	0
Column %	12.5%	18.8%	-	-	-	14.8%	-	-	0.0%	2.2%	-	10.7%	53.3%	0.0%
Row %	100.0%	50.8%	-	-	-	7.5%	-	-	0.0%	3.4%	-	1.3%	37.1%	0.0%
45 - 54														
Total	199	55	10	23	2	20	26	1	3	27	19	5	7	-
Column %	25.8%	21.2%	33.5%	29.4%	9.7%	40.5%	39.4%	100.0%	31.3%	18.2%	62.9%	47.3%	11.1%	-
Row %	100.0%	27.7%	4.9%	11.6%	0.9%	9.9%	13.2%	0.6%	1.8%	13.4%	9.5%	2.8%	3.7%	-
55 - 64														
Total	196	82	0	33	6	15	11	-	5	19	2	2	20	-
Column %	25.4%	31.7%	0.0%	42.5%	33.6%	31.4%	17.2%	-	48.6%	12.7%	5.8%	13.4%	29.6%	-
Row %	100.0%	42.2%	0.0%	17.0%	3.1%	7.8%	5.8%	-	2.8%	9.5%	0.9%	0.8%	10.1%	-
65 & Over														
Total	215	62	19	18	7	4	9	-	2	86	1	3	3	0
Column %	27.9%	23.9%	66.5%	23.5%	38.4%	8.4%	13.3%	-	20.2%	59.1%	3.2%	28.6%	3.8%	0.0%
Row %	100.0%	28.8%	9.0%	8.5%	3.3%	1.9%	4.1%	-	1.0%	40.2%	0.4%	1.5%	1.2%	0.0%
No answer														
Total	22	7	-	-	1	2	-	-	-	-	6	-	1	3
Column %	2.9%	2.8%	-	-	8.2%	4.9%	-	-	-	-	20.7%	-	2.2%	100.0%
Row %	100.0%	32.5%	-	-	6.8%	10.9%	-	-	-	-	28.2%	-	6.8%	14.9%

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007

Gender of Purchaser by Age of Purchaser - Total Purchases

Filter: May 2007

Quantity: Total Purchases

	Gender Of Purchaser			Purchases No ranking
	TOTAL	Male	Female	
Purchases				
Total	771	256	502	13
Percent	100.0%	33.2%	65.1%	1.6%
Age Of Purchaser - Summary				
Under 24				
Total	-	-	-	-
Column %	-	-	-	-
Row %	-	-	-	-
25 - 34				
Total	43	7	36	-
Column %	5.6%	2.8%	7.2%	-
Row %	100.0%	16.8%	83.2%	-
35 - 44				
Total	96	45	51	-
Column %	12.5%	17.5%	10.2%	-
Row %	100.0%	46.7%	53.3%	-
45 - 54				
Total	199	49	146	4
Column %	25.8%	18.9%	29.2%	28.5%
Row %	100.0%	24.4%	73.8%	1.8%
55 - 64				
Total	196	69	127	-
Column %	25.4%	26.9%	25.2%	-
Row %	100.0%	35.2%	64.8%	-
65 & Over				
Total	215	87	129	-
Column %	27.9%	33.8%	25.6%	-
Row %	100.0%	40.3%	59.7%	-
No answer				
Total	22	-	13	9
Column %	2.9%	-	2.6%	71.5%
Row %	100.0%	-	59.2%	40.8%

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		Gender Of Purchaser		Purchases	
		TOTAL	Male	Female	No answer
Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - May 2007					
Gender of Purchaser by Income - Total Purchases					
Filter: May 2007					
Quantity: Total Purchases					
Purchases	Total	771	256	502	13
	Percent	100.0%	33.2%	65.1%	1.6%
Income - Summary					
Under \$15,000	Total	190	62	128	-
	Column %	24.7%	24.3%	25.5%	-
	Row %	100.0%	32.7%	67.3%	-
\$15,000 - \$24,999	Total	117	42	75	-
	Column %	15.2%	16.4%	15.0%	-
	Row %	100.0%	35.9%	64.1%	-
\$25,000 - \$39,999	Total	139	33	103	3
	Column %	18.1%	12.9%	20.6%	23.7%
	Row %	100.0%	23.7%	74.1%	2.1%
\$40,000 - \$74,999	Total	159	48	108	3
	Column %	20.6%	18.7%	21.4%	26.1%
	Row %	100.0%	30.2%	67.8%	2.1%
\$75,000 or more	Total	154	69	82	4
	Column %	20.0%	26.9%	16.3%	28.5%
	Row %	100.0%	44.6%	53.1%	2.3%
No answer	Total	11	2	6	3
	Column %	1.4%	0.8%	1.2%	21.6%
	Row %	100.0%	18.9%	56.4%	24.7%
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