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

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 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

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

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Job: Wild Bird Seed MDP Purchase Usage Tracking Study: Nov 2004 - May 2007 Title: Market Share of Purchases by Income

Title: Market Share														
indexFilter: May 2007,	Layer: All cases,	Ranking: No r	anking, TO	IAL WTD										
Page 2														
Wild Bird Seed MDP Purcha	se & Usage Tracking	Study: Nov 2004	- Nov 2007											
Market Share of Purchases I	by Income													
Filter: Nov 2007						Purchases								1
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	298	453	9619	3342	354	341	9619	298	69469	9615	3302	438	9619
Buying nousehold	Avg/H'hold	290	1.52	32.28	11.21	1.19	341	28.21	290	233.12	9015	0.34	430	21.96
Income - Summary	Avg/IIIIolu		1.52	32.20	11.21	1.19		20.21		255.12		0.34		21.90
income - ounimary														
Under \$15,000	Total	60	77	1981	651	73	70	1981	51	14905	1981	627	74	1981
, . , ,	Avg/H'hold		1.06	27.25	8.95	1.22		28.43		295.09		8.99		38.11
	Percent	20.1%	17.0%	20.6%	19.5%	20.6%	20.5%	20.6%	17.1%	21.5%	20.6%	19.0%	16.9%	20.6%
\$15,000 - \$24,999	Total	32	44	851	327	38	35	851	30	4757	851	322	43	851
	Avg/H'hold		1.15	22.43	8.62	1.19		24.02		155.95		9.09		30.33
	Percent	10.7%	9.6%	8.8%	9.8%	10.7%	10.3%	8.8%	10.1%	6.8%	8.9%	9.8%	9.8%	8.8%
\$25,000 - \$39,999	Total	50	104	2243	713	67	65	2243	54	13207	2239	711	102	2243
	Avg/H'hold		1.56	33.52	10.66	1.34		34.47		243.13		10.92		39.92
	Percent	16.9%	23.0%	23.3%	21.3%	18.9%	19.1%	23.3%	18.1%	19.0%	23.3%	21.5%	23.3%	23.3%
			101	2722	201	400		0700		04004	0700	201		0700
\$40,000 - \$74,999	Total	92	121	2789	904	100	96	2789	88	21334	2789	904	121	2789
	Avg/H'hold		1.21	27.91	9.05	1.09		28.92		241.80		9.38		29.97
	Percent	30.9%	26.6%	29.0%	27.1%	28.2%	28.2%	29.0%	29.5%	30.7%	29.0%	27.4%	27.6%	29.0%
\$75,000 or more	Total	49	86	1325	562	56	54	1325	54	10734	1325	553	77	1325
\$75,000 or more	Avg/H'hold	43	1.52	23.54	9.99	1.14	34	24.50	34	198.51	1323	10.23	11	27.61
	Percent	16.3%	18.9%	13.8%	16.8%	15.8%	15.8%	13.8%	18.1%	15.5%	13.8%	16.8%	17.6%	13.8%
	reiceilt	10.376	10.5 /6	13.076	10.076	13.076	13.070	13.076	10.176	13.376	13.076	10.676	17.076	13.0 /6
No answer	Total	15	22	430	185	20	20	430	20	4533	430	185	22	430
	Avg/H'hold		1.10	21.21	9.12	1.33		21.21		223.64	100	9.12		21.21
	Percent	5.2%	4.9%	4.5%	5.5%	5.6%	5.9%	4.5%	6.7%	6.5%	4.5%	5.6%	5.0%	4.5%
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	Layer: All case	s, Ranking:	No ranking,	TOTAL WT	D					П				
Page 3														
Wild Bird Seed MDP Purchase	e & Usage Tracki	ing Study: Nov 2	2004 - Nov 200	7										
Market Share of Purchases by		otaay: Nov 2		Ì										
Filter: Nov 2007						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	298	453	9619	3342	354	341	9619	298	69469	9615	3302	438	9619
Pagion	Avg/H'hold		1.52	32.28	11.21	1.19	-	28.21		233.12		0.34		21.96
Region	1													
New England	Total	24	27	511	263	27	27	511	23	4486	511	263	27	511
non England	Avg/H'hold		1.02	19.08	9.82	1.13		19.08	20	198.14	011	9.82		22.90
	Percent	8.1%	6.0%	5.3%	7.9%	7.6%	7.9%	5.3%	7.6%	6.5%	5.3%	8.0%	6.2%	5.3%
		5.170	5.070	0.070			/0	0.070		5.570	3.0 //	0.070	3.270	5.570
Middle Atlantic	Total	52	81	1777	619	62	62	1777	56	14435	1777	619	81	1777
	Avg/H'hold		1.30	28.57	9.95	1.19		28.57		255.76		9.95		31.52
	Percent	17.5%	17.9%	18.5%	18.5%	17.5%	18.2%	18.5%	18.9%	20.8%	18.5%	18.8%	18.4%	18.5%
East North Central	Total	65	118	2850	978	75	73	2850	67	16802	2846	973	117	2850
	Avg/H'hold		1.57	37.79	12.96	1.15		39.09		252.25		13.35		45.97
	Percent	22.0%	26.1%	29.6%	29.3%	21.2%	21.4%	29.6%	22.4%	24.2%	29.6%	29.5%	26.8%	29.6%
West North Central	Total	18	33	581	174	26	23	581	23	3844	581	165	25	581
	Avg/H'hold		1.31	22.77	6.82	1.44		24.92		164.85		7.09		27.13
	Percent	5.9%	7.4%	6.0%	5.2%	7.3%	6.7%	6.0%	7.8%	5.5%	6.0%	5.0%	5.6%	6.0%
South Atlantic	Total	39	74	1803	584	48	47	1803	39	13768	1803	584	74	1803
	Avg/H'hold		1.55	37.51	12.14	1.23		38.50		351.22		12.46		39.36
	Percent	12.9%	16.4%	18.7%	17.5%	13.6%	13.8%	18.7%	13.2%	19.8%	18.8%	17.7%	17.0%	18.7%
East South Central	Tatal	15	13	185	67	15	15	105	15	1266	105	67	12	105
East South Central	Total Avg/H'hold	15	0.84	12.24	4.47	1.00	15	185 12.24	15	1266 83.94	185	67 4.47	13	185 14.57
	Percent	5.1%	2.8%	1.9%	2.0%	4.2%	4.4%	1.9%	5.1%	1.8%	1.9%	2.0%	2.9%	1.9%
	reicent	5.1%	2.0%	1.9%	2.0%	4.2%	4.470	1.9%	3.176	1.0%	1.9%	2.0%	2.9%	1.9%
West South Central	Total	35	40	881	282	40	40	881	29	4412	881	282	40	881
Troot Goull Gollina	Avg/H'hold	- 00	1.00	21.77	6.96	1.14	40	21.77	20	154.33	001	6.96	-10	33.98
	Percent	11.7%	8.9%	9.2%	8.4%	11.3%	11.7%	9.2%	9.6%	6.4%	9.2%	8.5%	9.2%	9.2%
		1111,0			•				,			,		
Mountain	Total	10	15	104	59	14	12	104	9	3125	104	59	15	104
	Avg/H'hold		1.06	7.17	4.10	1.40		8.49		353.86		4.86		8.49
	Percent	3.2%	3.4%	1.1%	1.8%	4.0%	3.5%	1.1%	3.0%	4.5%	1.1%	1.8%	3.5%	1.1%
Pacific	Total	41	50	927	316	46	41	927	37	7331	927	290	45	927
	Avg/H'hold		1.09	20.13	6.87	1.12		22.51		197.12		7.04		23.90
	Percent	13.6%	11.1%	9.6%	9.5%	13.0%	12.0%	9.6%	12.5%	10.6%	9.6%	8.8%	10.4%	9.6%
No answer	Total	-	-	-	-	-	-	-	-	-	-	-	-	-
	Avg/H'hold		-	-	•		1	-		-		-		-
	Percent	•	-	-	-	-	-	-	-	-	-	-	-	\vdash
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Job: Wild Bird Seed MDP Purchase Usage Tracking Study: Nov 2004 - May 2007 Title: Market Share of Purchases by Purchaser's Age

	Title: Market Shar						T				1		1	
<u>index</u>	Filter: May 2007,	Layer: All cas	es, Ranking:	: No ranking,	TOTAL W	ΓD								
	Page 4													
	Seed MDP Purchase &		Study: Nov 2004	I - Nov 2007										
Market Sha	are of Purchases by In	come												
Filter: Nov	2007					Purchases								
Quantity: T	otal 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	354	453	9619	3342	354	341	9619	298	69469	9615	3302	438	9619
	Avg/H'hold		1.28	27.17	9.44	1.00	0	28.21	200	233.12	00.0	0.34		21.96
Age Of Purchase					••••									
Under 24	Total	-	-	-	-	-	-	-	-	-	-	-	-	-
	Avg/H'hold		-	-	-			-		-		-		-
	Percent	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	17	10	68	28	17	17	68	8	143	68	28	10	68
	Avg/H'hold		0.57	3.96	1.63	1.00		3.96		18.42		1.63		8.78
	Percent	4.8%	2.2%	0.7%	0.8%	4.8%	5.0%	0.7%	2.6%	0.2%	0.7%	0.8%	2.2%	0.7%
35 - 44	Total	51	71	1184	440	51	47	1184	47	5263	1184	431	62	1184
	Avg/H'hold		1.39	23.30	8.66	1.00		25.28		113.08		9.21		24.66
	Percent	14.3%	15.6%	12.3%	13.2%	14.4%	13.8%	12.3%	15.6%	7.6%	12.3%	13.1%	14.1%	12.3%
45 - 54	Total	80	108	2440	784	80	80	2440	78	22710	2440	784	108	2440
- -3 - 3-	Avg/H'hold	- 00	1.34	30.32	9.74	1.00	00	30.32	70	291.11	2440	9.74	100	33.32
	Percent	22.7%	23.8%	25.4%	23.5%	22.6%	23.5%	25.4%	26.2%	32.7%	25.4%	23.7%	24.6%	25.4%
55 - 64	Total	59	75	1718	741	59	59	1718	51	14314	1714	741	75	1718
	Avg/H'hold		1.27	29.17	12.59	1.00		29.17		282.55		12.59		32.41
	Percent	16.6%	16.5%	17.9%	22.2%	16.7%	17.3%	17.9%	17.0%	20.6%	17.8%	22.5%	17.0%	17.9%
65 & Over	Total	140	184	4194	1315	140	131	4194	111	26805	4194	1283	179	4194
JJ G JVEI	Avg/H'hold	1-10	1.31	29.92	9.38	1.00	131	32.00	111	241.49	7134	9.79	113	38.10
	Percent	39.6%	40.7%	43.6%	39.3%	39.5%	38.4%	43.6%	37.3%	38.6%	43.6%	38.9%	40.7%	43.6%
No answer		7	5	16	34	7	7	16	4	234	16	34	5	16
	Avg/H'hold		0.83	2.44	5.11	1.00		2.44		59.30		5.11		2.92
	Percent	1.9%	1.2%	0.2%	1.0%	2.0%	2.1%	0.2%	1.3%	0.3%	0.2%	1.0%	1.3%	0.2%
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Job: Wild Bird Seed MDP Purchase Usage Tracking Study: Nov 2004 - May 2007 Title: Market Share of Purchases by Purchaser's Sex

	are of Purchases													
indexFilter: May 2007	', Layer: All case	es, Ranking	No ranking,	TOTAL WT	D									
Page 5														
Wild Bird Seed MDP Purd	chase & Usage Trac	king Study: Nov	v 2004 - Nov 20	07										
Market Share of Purchas	es by Income													
Filter: Nov 2007						Purchases								
Quantity: Total Purchase	s					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
Books a Harrack and		354	453	0010	22.40	354	244	9619	200	69469	9615	2202	400	9619
Buying Household	Total			9619	3342		341		298		9615	3302	438	
	Avg/H'hold		1.28	27.17	9.44	1.00		28.21		233.12		0.34		21.96
Gender Of Purchaser														
Male	Total	104	116	2990	1044	104	104	2990	85	14471	2990	1044	116	2990
	Avg/H'hold		1.11	28.69	10.01	1.00		28.69		170.91		10.01		36.15
	Percent	29.4%	25.7%	31.1%	31.2%	29.4%	30.5%	31.1%	28.4%	20.8%	31.1%	31.6%	26.5%	31.1%
Female	Total	240	327	6471	2229	240	227	6471	206	54070	6467	2189	313	6471
	Avg/H'hold		1.36	26.93	9.28	1.00		28.48		262.07		9.63		31.52
	Percent	67.9%	72.2%	67.3%	66.7%	67.8%	66.6%	67.3%	69.3%	77.8%	67.3%	66.3%	71.3%	67.3%
														<u> </u>
No answer	Total	10	10	158	69	10	10	158	7	928	158	69	10	158
	Avg/H'hold		1.00	16.56	7.27	1.00		16.56		134.26		7.27		16.56
	Percent	2.7%	2.1%	1.6%	2.1%	2.8%	2.9%	1.6%	2.3%	1.3%	1.6%	2.1%	2.2%	1.6%
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index																	
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Wild Bird Seed MDP Purchas	e & Usage T	racking Stud	v: Nov 2004 - N	ov 2007													
Type by Age of Purchaser - 1																	
Filter: Nov 2007							Purchases										
Quantity: Total Purchases							No ranking										
		TOTAL	All Purpose Mix	Cracked Corn	Deluxe Premium	Hummingbi	(Thistie)	Peanut Hearts	Safflower	Type Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cake	Bird- Specific	Other	No answer
			(Economy)		Mix		Seed				(=====,	((s	Mix		
Purchases	Total	453	220	15	25	-	24	-	1	41	72	2	4	2	23	14	10
	Percent	100.0%	48.6%	3.3%	5.5%		5.3%		0.2%	9.1%	15.9%	0.4%	0.9%	0.4%	5.1%	3.1%	2.2%
Age Of Purchaser -					<u></u>			<u></u>									
Summary																	
Under 24	Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	-	-	-		-	-		-	-	-	-	-	-	-	-	-
	Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	10	7	0	3												
23 - 34	Column %	2.2%	3.1%	0.0%	12.2%				_				_				
	Row %	100.0%	68.7%	0.0%	31.3%				_				_				
	10W /6	100.076	00.7 76	0.0 78	31.376				_				_				
35 - 44	Total	71	39	6		_	7		_	9	1	-	-	_	9		_
	Column %	15.6%	17.6%	42.4%	_	_	31.0%	_	_	21.5%	1.3%	_	_	_	37.3%	_	_
	Row %	100.0%	54.6%	9.0%		-	10.3%		-	12.4%	1.3%	-	-	-	12.3%	-	_
45 - 54	Total	108	53	7	13	-	3	-	-	8	22	-	-	-	-	3	-
	Column %	23.8%	23.9%	46.9%	51.7%	-	10.8%	-	_	18.6%	30.4%	-	-	-	-	22.5%	-
	Row %	100.0%	48.8%	6.5%	12.0%	-	2.4%	-	-	7.1%	20.4%	-	-	-	-	2.9%	-
55 - 64	Total	75	37	-	3	-	9	-	1	-	18	-	-	-	2	5	-
	Column %	16.5%	16.8%	-	10.9%	-	39.5%	-	100.0%	-	24.9%		-	-	8.2%	34.0%	-
	Row %	100.0%	49.6%	-	3.7%	-	12.5%	-	1.2%	-	24.1%	-	-	-	2.6%	6.3%	-
65 & Over	Total	184	85 38.6%	2		-	2	-	-	24	31	2			10	6	10 100.0%
	Column %	40.7% 100.0%	38.6% 46.2%	10.6%	25.2% 3.4%	-	6.6%	-	-	59.8% 13.3%	43.5% 17.1%	100.0%	100.0%	100.0% 1.1%	43.2% 5.5%	43.4% 3.3%	5.3%
	Row %	100.0%	46.2%	0.9%	3.4%	-	0.8%	<u>-</u>	-	13.3%	17.1%	1.1%	1.9%	1.1%	5.5%	3.3%	5.3%
No answer	Total	5	0	_	-	_	3	-	_	_	_	-	-		3	_	
anomor	Column %	1.2%	0.0%				12.1%		_				_		11.3%		
	Row %	100.0%	0.0%	-	_	_	51.9%	_	_	-	-	_	-	_	48.1%	_	_
			2.070				21.270								/ 0		
Roy Morgan Research Pty. Ltd	., Melbourne,	Australia															
Roy Morgan International, Mail	Diary Panel F	Research Prog	gram, Princeton	NJ 08540													
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Wild Bird Seed MDP Purchas	se & Usage Tra	acking Study	: Nov 2004 - N	lov 2007													i I
Type by Income - Total Purc	hases																
Filter: Nov 2007							Purchases										
Quantity: Total Purchases							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/Cakes	Bird- Specific Mix	Other	No answer
P	T	450	200	45	05		0.4			44	70				20	- 44	40
Purchases	Total	453	220	15	25	-	24	-	1 0.000	41	72	2		2	23	14	
	Percent	100.0%	48.6%	3.3%	5.5%		5.3%		0.2%	9.1%	15.9%	0.4%	0.9%	0.4%	5.1%	3.1%	2.2%
Income - Summary																	
Un 1 645 000	T. (-1																
Under \$15,000	Total	77	38	0	0	-	-	-	1	-	18	2	-	2	3	4	9
	Column %	17.0%	17.3%	0.0%	0.0%	-	-	•	100.0%	-	24.8%	100.0%	•	100.0%	11.3%	27.9%	92.6%
	Row %	100.0%	49.6%	0.0%	0.0%	-	-	-	1.2%	-	23.4%	2.7%		2.7%	3.4%	5.1%	11.8%
\$15,000 - \$24,999	Total	44	23	0	6	-	-	-	-	-	8		-	-	5	0	1
	Column %	9.6%	10.6%	0.0%	25.2%	_	_			_	10.6%	-	-	_	23.2%	0.0%	7.4%
	Row %	100.0%	53.6%	0.0%	14.5%						17.7%	_		-	12.5%	0.0%	1.7%
\$25,000 - \$39,999	Total	104	50	2	13	-	4	-	-	11	13	_	1	-	9	3	0
	Column %	23.0%	22.6%	10.6%	51.0%		18.8%		-	26.2%	17.6%	_		_	40.3%	19.2%	0.0%
	Row %	100.0%	47.8%	1.5%	12.3%	_	4.3%			10.3%	12.2%	-		-	9.1%	2.6%	0.0%
\$40,000 - \$74,999	Total	121	76	6	6	-	0	-	-	0	27	_	1	-	4	1	0
	Column %	26.6%	34.7%	42.4%	23.8%		0.0%		-	0.0%	37.0%	_		_	17.0%	7.6%	0.0%
	Row %	100.0%	63.4%	5.3%	4.9%	-	0.0%	_	-	0.0%	22.2%	-		-	3.3%	0.9%	0.0%
\$75,000 or more	Total	86	21	7	-	-	16	-	-	30	2	-	4	-	2	3	0
	Column %	18.9%	9.4%	46.9%	-	-	69.1%	-	-	73.8%	3.2%	-	100.0%	-	8.2%	24.8%	0.0%
	Row %	100.0%	24.3%	8.2%	-	-	19.0%	-	-	35.3%	2.7%	-	4.2%	-	2.2%	4.0%	0.0%
No answer	Total	22	12	-		-	3		-	-	5	-	-	-	-	3	
	Column %	4.9%	5.3%	-	-	-	12.1%		-	-	6.7%	-	•	-	-	20.5%	
	Row %	100.0%	52.4%	-	-	-	12.8%	-	-	-	22.0%	-	-	-	-	12.8%	-
Davi Managa Davida Dr. 11	1 Mallacon 1	N adma li -															
Roy Morgan Research Pty. Ltd	a., ivieibourne, A	Australia															
Roy Morgan International, Mai	I Diary Panel Re	esearch Prod	ram, Princeton	NJ 08540													
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Wild Bird Seed MDP Purchas	e & Usage Tra	acking Study	Nov 2004 - No	v 2007													
Type by Age of Purchaser - F			1107 2004 110	77 2007													
Filter: Nov 2007	Curius i uroni	aocu					Total (Lbs)										
Quantity: Total Volume Purch	nased (I hs)						No ranking										
Quantity. Total Volume I dici	laseu (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	9619	4356	458	571	-	454	-	6		2736	104	36		344	281	242
	Percent	100.0%	45.3%	4.8%	5.9%		4.7%		0.1%	0.3%	28.4%	1.1%	0.4%	0.0%	3.6%	2.9%	2.5%
Age Of Purchaser - Summary																	
Under 24	Total	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-
	Column %	-	_	_	_	_	_	_	-	-	_	-	-	-	_	_	-
	Row %	_	-	_	-	_	_	_	-	-	-	_		_	_	_	_
25 - 34	Total	68	7	0	61	-		-	-	-	-		-		_	_	-
	Column %	0.7%	0.2%	0.0%	10.7%	_	_	_	_	_	_	_	-	_	_	_	_
	Row %	100.0%	9.9%	0.0%	90.1%	-	-	-	-	-	1	-	_	-	_	_	_
35 - 44	Total	1184	1031	26	-	-	32	-	-	0	47			-	48	-	-
	Column %	12.3%	23.7%	5.6%		-	7.1%		-	0.0%	1.7%	-	-	-	13.9%	-	_
	Row %	100.0%	87.1%	2.2%		-	2.7%		-	0.0%	4.0%	-	-		4.0%	-	-
45 - 54	Total	2440	993	353	284	-	25	-	-	8	663	-	-	-	-	115	-
	Column %	25.4%	22.8%	77.0%	49.7%	-	5.6%	-	-	25.2%	24.2%	-	-	-	-	40.9%	-
	Row %	100.0%	40.7%	14.4%	11.6%	-	1.0%	-	-	0.3%	27.2%	-	-	-	-	4.7%	-
55 - 64	Total	1718	512	-	39	-	378	-	6	-	708		-	-	29	47	-
	Column %	17.9%	11.7%	-	6.8%	-	83.3%	-	100.0%	-	25.9%		-	-	8.4%	16.9%	-
	Row %	100.0%	29.8%	-	2.3%	-	22.0%		0.3%	-	41.2%	-		-	1.7%	2.8%	-
					·												
65 & Over	Total	4194	1814	80	187	-	16		-	23	1318	104	36	2	254	119	242
	Column %	43.6%	41.6%	17.5%	32.7%	-	3.4%	-	-	74.8%	48.2%	100.0%	100.0%	100.0%	73.9%	42.3%	100.0%
	Row %	100.0%	43.3%	1.9%	4.5%	-	0.4%	-	-	0.5%	31.4%	2.5%	0.8%	0.0%	6.1%	2.8%	5.8%
No answer	Total	16	0	-	-	-	3	-	-	-	-	-	-	-	13	-	-
	Column %	0.2%	0.0%	-	-	-	0.6%	-	-	-	-	-	-	-	3.8%	-	-
	Row %	100.0%	0.0%	-	-	-	17.8%	-	-	-	-	-	-	-	82.2%		-
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Roy Morgan International, Mail	Diary Panel R	esearch Progr	am, Princeton N	NJ 08540													
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Wild Bird Seed MDP Purcha	ase & Usane Tra	acking Study	· Nov 2004 - No	ov 2007													
Type by Income - Pounds P		Johnny Olddy	1107 2004 110	JV 2001													
Filter: Nov 2007	urchaseu						Total (Lbs)										
Quantity: Total Volume Pur	chased (I hs)						No ranking										
Quantity. Total Volume I di	chased (LDS)						No ranking										
									1	Туре							
										.,,,,							
		TOTAL	All Purpose Mix	Cracked Corn	Deluxe Premium	Hummingbi rd Nectar	Nyjer (Thistle)	Peanut Hearts	Safflower	Suet Cakes	Sunflower (Black Oil)	Sunflower (Striped)	Sunflower (Hearts)	Bird Bells/Cake	Bird- Specific	Other	No answer
	,		(Economy)	COM	Mix	TO Nectar	Seed	riearts	,		(Black Oil)	(ourpeu)	(Hearts)	s	Mix		
Total (Lbs)	Total	9619	4356	458	571	_	454		. 6	30	2736	104	36	2	344	281	242
Total (LDS)	Percent	100.0%	45.3%	4.8%	5.9%	-	4.7%	-	0.1%	0.3%		1.1%	0.4%	0.0%	3.6%	2.9%	
	i ercent	100.0%	45.5%	4.0%	3.9%		4.770		0.176	0.3%	20.470	1.170	0.4%	0.0%	3.0%	2.9%	2.3%
Income - Summary																	
moonie - oummary																	
Under \$15,000	Total	1981	705	0	0	_	_	-	6	_	790	104		2	13	118	242
Onder \$10,000	Column %	20.6%	16.2%	0.0%	0.0%	_	_		100.0%	_	28.9%	100.0%	_	100.0%	3.8%	42.2%	100.0%
	Row %	100.0%	35.6%	0.0%	0.0%		_		0.3%		39.9%	5.3%		0.1%	0.7%	6.0%	
	10W /0	100.070	33.070	0.0 70	0.070				0.370		33.376	3.370		0.170	0.7 70	0.070	12.270
\$15,000 - \$24,999	Total	851	462	0	187	_	_	_	_	_	175	_		_	27	0	0
ψ15,000 - ψ24,555	Column %	8.8%	10.6%	0.0%	32.7%						6.4%			_	7.9%	0.0%	0.0%
	Row %	100.0%	54.3%	0.0%	21.9%						20.6%				3.2%	0.0%	
	NOW /6	100.0 /6	34.3 /6	0.0 /6	21.3/0	-	_		_	-	20.076		<u>_</u>	-	J.Z /0	0.0 /0	0.078
\$25,000 - \$39,999	Total	2243	1148	80	143		57			9	495				222	88	0
\$25,000 - \$55,555	Column %	23.3%	26.4%	17.5%	25.1%		12.6%		-	29.4%	18.1%				64.5%	31.5%	0.0%
	Row %	100.0%	51.2%	3.6%	6.4%		2.6%			0.4%	22.1%				9.9%	3.9%	
	NOW /6	100.0 /6	31.276	3.0 /6	0.4 /0	-	2.076		_	0.4 /0	22.1 /6		<u>_</u>	-	3.3 /0	3.3 /0	0.078
\$40,000 - \$74,999	Total	2789	1432	26	241		0			0	1028				53	11	0
\$40,000 - \$74,999	Column %	29.0%	32.9%	5.6%	42.2%	-	0.0%		-	0.0%	37.6%	-		-	15.3%	3.8%	0.0%
						-		-	-			-	<u> </u>	-			
	Row %	100.0%	51.3%	0.9%	8.6%	•	0.0%	-	-	0.0%	36.8%	-	-	-	1.9%	0.4%	0.0%
\$75 000 or more	Total	1205	244	252			204			04	147		20		20	24	. 0
\$75,000 or more	Total Column %	1325 13.8%	341	353	-	-	394	-	-	21 70 6%	117 4.3%	-	36	-	29	34	
			7.8%	77.0%	-	•	86.7%		-	70.6%		-	100.0%	-	8.4%	12.3%	0.0%
	Row %	100.0%	25.7%	26.6%		-	29.7%	-	-	1.6%	8.9%	-	2.7%	-	2.2%	2.6%	0.0%
No answer	Total	420	260				3				130					29	
No answer	Column %	430 4.5%	269 6.2%	-		-	0.6%	-	-	-	4.8%	-		-	-	10.2%	1
	Row %	100.0%	62.5%	-		•	0.6%		-	•	30.2%	-	-	-	•	6.6%	1
	ROW %	100.0%	62.5%	-	-	-	0.7%	•	•	-	30.2%	-	-	-	-	0.0%	-
Boy Morgan Bosoarah Dhi Li	td Malbaurs 1	Luctrolio															
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Wild Bird Seed MDP Purchas			/: Nov 2004 - Nov	2007					
Packaging by Age of Purchas	ser - Total Pu	rchases							
Filter: Nov 2007							Purchases		
Quantity: Total Purchases							No ranking		
						Packaging			
		TOTAL	Bulk - From Bin	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total	No answer
			Or Barrel	. upoug	ac.ic Dag	. idono oug		Packaged	
Purchases	Total	453	12	126	278	3	24	431	10
	Percent	100.0%	2.6%	27.8%	61.4%	0.7%	5.3%	95.1%	2.2%
Age Of Purchaser -									
Summary									
	L								
Under 24	Total	-	-	-	-	-	-	-	-
	Column %		-	-	-		-	-	-
	Row %		-	-	-	-	-	-	-
25 - 34	Total	10	-	-	10	-	-	10	-
	Column %	2.2%	-	-	3.5%		-	2.3%	-
	Row %	100.0%	-	-	100.0%		-	100.0%	-
35 - 44	Total	71	1	9	46	-	15	69	-
	Column %	15.6%	10.9%	6.8%	16.6%		61.0%	16.1%	-
	Row %	100.0%	1.9%	12.1%	65.1%		20.9%	98.1%	-
45 - 54	Total	108	-	38	60	3	8	108	-
	Column %	23.8%	-	29.9%	21.6%	100.0%	31.4%	25.0%	-
	Row %	100.0%	-	35.1%	55.5%	2.4%	7.1%	100.0%	-
55 - 64	Total	75	6	34	35	-	-	69	-
	Column %	16.5%	47.6%	26.6%	12.7%		-	16.0%	-
	Row %	100.0%	7.8%	45.1%	47.1%			92.2%	-
65 & Over	Total	184	5	46	121	-	2	169	10
	Column %	40.7%	41.5%	36.7%	43.7%		7.6%	39.3%	100.0%
	Row %	100.0%	2.8%	25.2%	65.8%		1.0%	92.0%	5.2%
No answer	Total	5	-	0	5	-	-	5	-
	Column %	1.2%	-	0.0%	2.0%	-	-	1.3%	-
	Row %	100.0%	-	0.0%	100.0%	-	-	100.0%	-
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Wild Bird Seed MDP Purchas	se & Usage Tr	acking Study	/: Nov 2004 -	Nov 2007					
Packaging by Income - Total									
Filter: Nov 2007							Purchases		
Quantity: Total Purchases							No ranking		
		,			,	Packaging	,		
			Bulk -					Total	
		TOTAL	From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Packaged	No answer
			Of Barrer						
Purchases	Total	453	12	126	278	3	24	431	10
	Percent	100.0%	2.6%	27.8%	61.4%	0.7%	5.3%	95.1%	2.2%
Income - Summary									
Under \$15,000	Total	77	-	20	47	-	-	67	10
	Column %	17.0%	-	15.8%	17.0%	-	-	15.6%	100.0%
	Row %	100.0%	-	26.1%	61.4%	-	-	87.5%	12.5%
\$15,000 - \$24,999	Total	44	6	13	24	-	-	38	-
	Column %	9.6%	47.5%	10.5%	8.8%	-	-	8.8%	-
	Row %	100.0%	13.3%	30.5%	56.1%	-	-	86.7%	-
							_		
\$25,000 - \$39,999	Total	104	4	30	59	3		100	-
	Column %	23.0%	29.9%	23.6%	21.1%	100.0%	39.0%	23.3%	-
	Row %	100.0%	3.5%	28.7%	56.3%	2.4%	9.1%	96.5%	-
\$40,000 - \$74,999	Total	121	3	37	81	_	_	118	
φ+0,000 - φ <i>1</i> +,999	Column %	26.6%	22.7%	29.2%	29.1%	_	_	27.3%	
	Row %	100.0%	2.3%	30.6%	67.1%	_	_	97.7%	_
		1001070	2.070	561676	011170			611170	
\$75,000 or more	Total	86	-	24	47		15	86	-
	Column %	18.9%	-	18.6%	17.0%	•	61.0%	19.8%	-
	Row %	100.0%	-	27.5%	55.2%	•	17.3%	100.0%	-
No answer	Total	22	-	3	19		-	22	-
	Column %	4.9%	-	2.3%	7.0%	•	-	5.2%	-
	Row %	100.0%	-	12.8%	87.2%	-	-	100.0%	-
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Wild Bird Seed MDP Purchas			Nov 2004 - No	ov 2007					
How Found Out by Age of Pu	rchaser - Tota	al Purchases							
Filter: Nov 2007							Purchases		
Quantity: Total Purchases							No ranking		
						How Found Out			
		TOTAL	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer
Purchases	Total	453	-	22	184	219	1	14	18
	Percent	100.0%	-	4.9%	40.6%	48.3%	0.2%	3.1%	4.0%
Age Of Purchaser - Summary	1								
Under 24	Total	-	-	-	-	-	-	-	-
	Column %	-	-	-	-	-	-	-	-
	Row %	-	•	-	-	-	-	-	-
or o4	T-1-1	40				•			
25 - 34	Total	10	-	0	7	3 1.4%	-	-	-
	Column %	2.2%	-	0.0%	3.7%		-	-	-
	Row %	100.0%	-	0.0%	68.7%	31.3%	-	-	-
35 - 44	Total	71		3	24	36		8	0
33 - 44	Column %	15.6%		11.8%	13.3%	16.4%		54.8%	0.0%
	Row %	100.0%		3.6%	34.6%	50.9%		10.9%	0.0%
	IXOW 70	100.070		3.076	34.070	30.370		10.370	0.070
45 - 54	Total	108	-	0	40	68	_	2	1
	Column %	23.8%	_	0.0%	21.8%	31.0%	-	15.8%	4.0%
	Row %	100.0%	-	0.0%	37.2%	63.0%	-	2.1%	0.7%
55 - 64	Total	75	-	-	31	43	-	1	-
	Column %	16.5%	-	-	17.1%	19.4%	-	4.0%	-
	Row %	100.0%	-	-	42.1%	57.1%	-	0.8%	
65 & Over	Total	184	_	19	78	67	1	4	18
	Column %	40.7%	-	88.2%	42.5%	30.6%	100.0%	25.4%	96.0%
	Row %	100.0%	-	10.5%	42.5%	36.4%	0.7%	1.9%	9.5%
No answer	Total	5	-	-	3	3	-	-	0
	Column %	1.2%	-	-	1.6%	1.2%	-	-	0.0%
	Row %	100.0%	-	-	51.9%	48.1%	-	-	0.0%
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Pov Morgan International Mail	Diany Panal D	occarch Dra	om Drinosto- M	11.09540					
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007	index									
No Found Out by Income - Total Purchases Country Total Purchases										
No Found Out by Income - Total Purchases Country Total Purchases	Wild Bird Seed MDP Purcha	se & Usage Tr	acking Study	: Nov 2004 - N	ov 2007					
Filter: Nov 2007										
Country: Total Purchases Figure Total Magazines Membrane								Purchases		
Purchases										
Purchases										
Purchases Total		,	'		,	н	low Found Out		J.	
Purchases Total			ΤΟΤΑΙ	Magazines	Newsnaners	Saw In Store	Ruy Regularly	Recommended	Other	No answer
No answer Percent 100.0%		1	10172	Magazineo	l	oun in otoro	Day Regularly	l	l	no unomo
No answer Percent 100.0%			450			404	0.40			
Income - Summary Column % Column % Total Tota	Purchases			-						18
Under \$15,000 Total 77 170% 11.8% 15.4% 19.4% 33 28 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43 33 328 43		Percent	100.0%	-	4.9%	40.6%	48.3%	0.2%	3.1%	4.0%
Under \$15,000 Total 77 - 3 28 43 33 Row % 100.0% - 11.8% 15.4% 19.4% 33 \$15,000 - \$24,999 Total 44 - 4 16 16 - 8 Column % 9.6% - 16.5% 8.7% 7.1% - 54.8% 4 Row % 100.0% - 8.3% 36.6% 35.8% - 17.7% 1 \$25,000 - \$39,999 Total 104 - 14 28 55 1 1 1 Column % 23.0% - 64.1% 15.0% 24.9% 100.0% 4.0% 33 Row % 100.0% - 13.4% 26.5% 52.5% 1.2% 0.5% 5 \$40,000 - \$74,999 Total 121 - 2 61 53 - 2 Column % 26.6% - 7.6% 33.4% 24.2% - 15.8% 25 Row % 100.0% - 1.4% 50.9% 44.1% - 1.8% 25 \$75,000 or more Total 86 - 0 35 47 - 4 Column % 18.9% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 19.5% 31.5% - 4.2% Row % 100.0% - 0.0% 19.5% 31.5%	Income - Summary									
Column % Row % 100.0%	y	1								
Column % Row % 100.0%	Under \$15,000	Total	77	-	3	28	43	-	-	6
\$15,000 - \$24,999 Total Row % 100.0%				_				_	-	33.1%
\$15,000 - \$24,999 Total Row % 100.0% 100.0% - 16.5% 8.7% 7.1% - 54.8% 4 Row % 100.0% - 8.3% 36.6% 35.8% - 17.7% 1 \$25,000 - \$39,999 Total Column % Row % 100.0% - 64.1% 15.0% 24.9% 100.0% - 13.4% 26.5% 52.5% 1.2% 1.2% 1.2% 540,000 - \$74,999 Total Column % Row % 100.0% - 13.4% 26.6% - 7.6% 33.4% 24.2% - 15.8% 22 Column % Row % 100.0% - 1.4% 50.9% 44.1% - 1.8% 4 \$75,000 or more Total Column % Row % 100.0% - 0.0% 18.9% - 0.0% 19.1% 54.7% - 4.2% No answer Total Column % Row % 100.0% - 0.0% 11.1% 54.7% - 4.2% Row % 100.0% - 0.0% 11.1% 54.7% - 4.2% Row % 100.0% - 0.0% 11.1% 11.8% - 0.0% 11.1% 11.8% - 0.0% 11.8% - 0.0% 11.8% - 0.0% 11.1% 11.8% - 0.0% 11.8% - 0.0% 10.0% 10.0% - 0.0% 10.0		Row %		_				-	-	7.9%
Column % Row % 100.0% - 16.5% 8.7% 7.1% - 54.8% 4.4			7007070		31170					
Column % Row % 100.0% - 16.5% 8.7% 7.1% - 54.8% 4.4	\$15,000 - \$24,999	Total	44	-	4	16	16	-	8	1
Row % 100.0% - 8.3% 36.6% 35.8% - 17.7% 17.8% 17	, , ,	Column %	9.6%	_	16.5%	8.7%	7.1%	_	54.8%	4.0%
\$25,000 - \$39,999 Total Column % Row % 100.0% 123.0% 100.0% 13.4% 26.5% 100.0% 26.6% Row % 100.0% 100.0% 1.4% 100.0% 100				_				-		1.7%
Column % Row % 100.0% - 64.1% 15.0% 24.9% 100.0% 4.0% 33										
Row % 100.0% - 13.4% 26.5% 52.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 55.5% 1.2% 0.5% 1.2% 0.5% 1.2% 0.5% 1.2% 0.5% 1.2% 0.5% 1.2% 0.5% 1.2% 0.5% 0.5% 1.2% 0.5	\$25,000 - \$39,999	Total	104	-	14	28	55	1	1	6
\$40,000 - \$74,999 Total Column % Row % 100.0% - 1.4% 50.9% 44.1% - 15.8% 25 \$75,000 or more Total Column % Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 41.1% 54.7% - 4.2% Row % 100.0% - 0.0% 41.1% 54.7% - 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007		Column %	23.0%	-	64.1%	15.0%	24.9%	100.0%	4.0%	33.0%
\$40,000 - \$74,999 Total Column % Row % 100.0% - 1.4% 50.9% 44.1% - 15.8% 25 \$75,000 or more Total Column % Row % 100.0% - 0.0% 19.1% 21.3% - 25.4% Row % 100.0% - 0.0% 41.1% 54.7% - 4.2% Row % 100.0% - 0.0% 41.1% 54.7% - 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Row % Row % 100.0% - 0.0% 41.1% 54.7% 4.2% Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007		Row %	100.0%	-	13.4%	26.5%	52.5%	1.2%	0.5%	5.8%
Column % Row % 100.0% - 1.4% 50.9% 44.1% - 15.8% 25										
Row % 100.0% - 1.4% 50.9% 44.1% - 1.8% 44.1%	\$40,000 - \$74,999	Total	121	-	2	61	53	-	2	5
\$75,000 or more Total Column % Row % 100.0% Total 22 15 Column % Row % 100.0% 15 Total Column % Row % 100.0% 69.5% Row % Row Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 Row RMR 2007		Column %	26.6%	-	7.6%	33.4%	24.2%	-	15.8%	29.9%
No answer Total 22 - - 15 7 - - Column % 100.0% - 0.0% 41.1% 54.7% - 4.2% No answer Total 22 - - 15 7 - - Column % 4.9% - - 8.4% 3.1% - - Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540		Row %	100.0%	-	1.4%	50.9%	44.1%	-	1.8%	4.5%
No answer Total 22 - - 15 7 - - Column % 100.0% - 0.0% 41.1% 54.7% - 4.2% No answer Total 22 - - 15 7 - - Column % 4.9% - - 8.4% 3.1% - - Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540										
No answer Total 22 - - 15 7 - - Row % 100.0% - 0.0% 41.1% 54.7% - 4.2% No answer Total 22 - - 15 7 - - Column % 4.9% - - 8.4% 3.1% - - Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007	\$75,000 or more	Total	86	-	0	35	47	-	4	-
No answer		Column %	18.9%	-	0.0%	19.1%	21.3%	-	25.4%	-
Column % A.9% - - 8.4% 3.1% - - Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540		Row %	100.0%	-	0.0%	41.1%	54.7%	-	4.2%	-
Column % A.9% - - 8.4% 3.1% - - Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540										
Row % 100.0% - - 69.5% 30.5% - - Roy Morgan Research Pty. Ltd., Melbourne, Australia Separation of the properties of the pr	No answer	Total	22	-	-	15	7	-	-	-
Roy Morgan Research Pty. Ltd., Melbourne, Australia Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007 © RMR 2007		Column %	4.9%	_	_	8.4%	3.1%	_	-	-
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007 ——————————————————————————————————		Row %	100.0%	-	-	69.5%	30.5%	-	-	
Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540 © RMR 2007 ——————————————————————————————————										
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© RMR 2007	Day Managa Interesticated 54			nama Duli i i i	N I 00540					
		Diary Panel R	esearch Prog	ram, Princeton	NJ 08540					
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Wild Died Cood MDD Develop	- 0 H T	alian China	Nov. 2004	No.: 2007					
Why Burchase Brand by Age				NOV 2007					
Why Purchase Brand by Age Filter: Nov 2007	oi Furchaser	- Total Furci	idses				Purchases		
							No ranking		
Quantity: Total Purchases							NO Fanking		
	ļi l	Ų		,	Reasor	ns Purchased I	Brand		
		TOTAL	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One Available	Other	No answer
Purchases	Total	453	119	184	67	13	63	12	13
	Percent	100.0%	26.3%	40.6%	14.8%	2.9%	13.9%	2.6%	2.9%
Age Of Purchaser - Summary									
Age Of Furchaser - Summary									
Under 24	Total	-	-	-	-	-	-	-	-
	Column %	-	-	_	-	-	-	-	-
	Row %	-	-	-	-	-	-	-	-
25 - 34	Total	10	3	7	-	-	-	-	-
	Column %	2.2%	2.6%	3.7%	-	-	-	-	-
	Row %	100.0%	31.3%	68.7%	-	-	-	-	-
35 - 44	Total	71	34	12	1	2	12	9	-
	Column %	15.6%	28.6%	6.7%	1.9%	17.4%	19.4%	70.0%	-
	Row %	100.0%	47.9%	17.5%	1.8%	3.2%	17.2%	12.3%	-
45 - 54	Total	108	22	52	23	4	6	4	1
	Column %	23.8%	18.3%	28.4%	33.9%	29.9%	9.6%	30.0%	10.8%
	Row %	100.0%	20.2%	48.3%	21.2%	3.6%	5.6%	3.5%	1.3%
55 - 64	Total	75	6	50	11	-	16	-	1
	Column %	16.5%	4.9%	27.2%	16.2%	-	24.8%	-	7.1%
	Row %	100.0%	7.8%	67.0%	14.6%	-	20.8%	-	1.2%
65 & Over	Total	184	54	62	32	7	26	-	8
	Column %	40.7%	45.6%	34.0%	48.0%	52.7%	41.6%	-	61.8%
	Row %	100.0%	29.4%	33.9%	17.5%	3.7%	14.2%	-	4.4%
No answer	Total	5		0			3		2
INO allower	Column %	1.2%		0.0%			4.5%		20.3%
	Row %	100.0%		0.0%			51.9%		48.1%
		. 55.576		2.070			5570		.5.170
Roy Morgan Research Pty. Ltd.	, Melbourne, A	ustralia							
Roy Morgan International, Mail	Diary Panel Pa	esearch Progr	am Princet	on N.I.08540					
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Wild Bird Seed MDP Purcha			: Nov 2004 -	Nov 2007					
Why Purchased Brand by Ir	come - Total P	urchases					_		
Filter: Nov 2007							Purchases		
Quantity: Total Purchases							No ranking		
					_				
					Reason	s Purchased E	Brand		
		TOTAL	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One Available	Other	No answer
Purchases	Total	453	119	184	67	13	63	12	13
	Percent	100.0%	26.3%	40.6%	14.8%	2.9%	13.9%	2.6%	2.9%
Income - Summary									
Under \$15 000	Total	77	-	20	7	2	40		40
Under \$15,000	Total	77 47 09/	9 7 5 9/	36	7	30.3%	18	-	74.00/
	Column %	17.0%	7.5%	19.6%	10.7%	20.2%	29.3%	-	74.0%
	Row %	100.0%	11.6%	47.0%	9.4%	3.4%	23.9%		12.5%
\$15,000 - \$24,999	Total	44	12	15	9	-	3	5	2
	Column %	9.6%	9.8%	7.9%	13.2%	-	4.9%	43.7%	15.2%
	Row %	100.0%	26.7%	33.4%	20.5%	-	7.1%	12.5%	4.5%
\$25,000 - \$39,999	Total	104	38	33	30	2	5	-	1
	Column %	23.0%	32.0%	17.7%	43.9%	13.7%	7.4%	-	10.8%
	Row %	100.0%	36.5%	31.2%	28.4%	1.7%	4.5%	-	1.3%
\$40,000 - \$74,999	Total	121	32	57	4	2	20	7	-
	Column %	26.6%	27.3%	30.8%	6.1%	18.8%	32.6%	56.3%	-
	Row %	100.0%	26.9%	47.0%	3.4%	2.0%	17.0%	5.8%	-
\$75,000 or more	Total	86	17	38	18	2	10	-	-
	Column %	18.9%	14.3%	20.8%	26.0%	17.4%	16.7%	-	-
	Row %	100.0%	19.9%	44.7%	20.5%	2.7%	12.2%	-	-
No answer	Total	22	11	6	-	4	6	-	-
	Column %	4.9%	9.1%	3.1%	-	29.9%	9.1%	-	-
	Row %	100.0%	48.7%	25.6%	-	17.6%	25.6%	-	-
Roy Morgan Research Pty. Lt	d., Melbourne, A	Australia							
Roy Morgan International, Ma	il Diary Panel R	esearch Prog	ram Princeto	on N.I 08540					
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Wild Bird Seed MDP Purch	aca & Heaga Tr	acking Study	r: Nov 2004 -	Nov 2007											
Outlets by Age of Purchase			7. NOV 2004 -	NOV 2007											
Filter: Nov 2007	ei - Iotai Fuicila	3565					Purchases								
Quantity: Total Purchases							No ranking								
Quantity. Total Furchases							No ranking								
					1			Outle	t Purchased	Birdseed					
		TOTAL	Discount	Drug Store	Feed Store	Garden Center	Hardware Store	Home Improvement Center			Supermarket	Wholesale Club	Wild Bird Specialty Store	Other	No answer
Purchases	Total	453	133	3	66	11	30	49		24	74	5		45	
	Percent	100.0%	29.4%	0.7%	14.6%	2.4%	6.6%	10.8%	#VALUE!	5.3%	16.3%	1.1%	1.3%	9.9%	1.8%
Age Of Purchaser - Summary															
Under 24	Total	-	-	-	-	-	-		-	-	-	-	-	-	-
	Column %	•	-	-		-	-	-	•	-	-	-	-	-	
	Row %	-	-	-	-	-	-	-	-	-	-	•	-	-	
25 - 34	Total	10	10			0									
23 - 34	Column %	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%
	Row %	100.0%	100.0%	2.2/0	2.2 /0	0.0%	2.270	2.2 /0	2.2 /0	2.2 /0	2.2 /6	2.2 /0	2.2 /0	2.2 /0	2.2 /6
	NOW 70	100.070	100.070	_	_	0.070			_	_					
35 - 44	Total	71	5		5	2	8	15	_	15	19	-	1	1	_
	Column %	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%
	Row %	100.0%	6.5%		7.3%	2.9%	11.7%	20.9%	-	21.3%	26.1%	-	1.8%	1.3%	
45 - 54	Total	108	31	3	28	-	3	17	-	-	10	3	-	13	-
	Column %	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%
	Row %	100.0%	29.0%	2.6%	25.8%	-	2.4%	15.9%	-	-	8.9%	3.1%	-	12.1%	-
55 - 64	Total	75	16	-	18	2	8	1	-	-	21	2	2	4	-
	Column %	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%
	Row %	100.0%	21.9%	-	24.3%	3.2%	11.3%	1.2%	-	-	28.5%	2.1%	2.6%	4.9%	-
65 & Over	Total	184	70	0		6		17		9	19	-	2	27	
	Column %	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%	40.7%
	Row %	100.0%	38.3%	0.0%	8.3%	3.4%	5.6%	9.0%	-	4.8%	10.1%	•	1.3%	14.8%	4.4%
No answer	Total	5			-		0				5				
ito answer	Column %	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
	Row %	100.0%	1.2 70	1.470	1.270	1.270	0.0%	1.270	1.270	1.2 /0	100.0%	1.270	1.270	1.270	1.2/0
	1011 /0	100.070					0.070				100.070				
Roy Morgan Research Pty. L	td., Melbourne, A	Australia													
Roy Morgan International, Ma	ail Diary Panel R	esearch Prog	ram, Princeto	n NJ 08540											
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Wild Bird Seed MDP Purchas	oo e Hoogo Tra	okina Studyo	Nov 2004	Nov 2007											
Outlet by Income - Total Pure		cking Study.	1407 2004 - 1	100 2007											
Filter: Nov 2007	Citases						Purchases								
Quantity: Total Purchases							No ranking								
Quantity: Total Faronacco							to running								
	1							Outlet Pu	urchased Bir	dseed					
								Home					Wild Bird		
		TOTAL	Discount	Drug Store	Feed Store	Garden	Garden Hardware Center Store		Mail Order	Pet Supply	Supermarket	Wholesale Club	Specialty	Other	No answer
						Center	Store	Center				Club	Store		
															ı
Purchases	Total	453	133	3	66	11	30	49	-	24	74	5	6	45	8
	Percent	100.0%	29.4%	0.7%	14.6%	2.4%	6.6%	10.8%	#VALUE!	5.3%	16.3%	1.1%	1.3%	9.9%	1.8%
Income - Summary															
Under \$15,000	Total	77	20	-	19		-	10		0	21	-	-	3	
	Column %	17.0%	15.4%	-	28.4%	10.0%	-	19.3%	-	0.0%	28.6%	-	-	6.7%	
	Row %	100.0%	26.6%	-	24.6%	1.4%	-	12.5%	-	0.0%	27.4%	-	•	3.9%	3.6%
445 000 404 000														_	
\$15,000 - \$24,999	Total	44	5	-	0.0%	-	9 29.5 %	4.0%	-	9	6	-	2 42.3 %	5	
	Column %	9.6%	4.1%	-		-				37.9%	7.9%	-		10.6%	
	Row %	100.0%	12.5%	-	0.0%	-	20.1%	4.5%	-	20.8%	13.3%	-	5.4%	10.9%	12.4%
\$25,000 - \$39,999	Total	104	43	_	11	6	4	18			11	2	1	9	
\$23,000 - \$33,333	Column %	23.0%	32.5%		16.3%	56.1%	13.6%	35.8%		_	14.5%	32.1%	23.3%	19.9%	
	Row %	100.0%	41.3%	_	10.4%	5.8%	3.9%	17.0%		_	10.2%	1.5%	1.2%	8.6%	
		100.070	111070			0.070	0.070	111070			10.270		11270	0.070	
\$40,000 - \$74,999	Total	121	31	-	11	2	6	5	-	15	19	3	-	28	-
	Column %	26.6%	23.3%	-	16.9%	19.2%	19.3%	10.4%	-	62.1%	26.1%	67.9%	-	62.8%	-
	Row %	100.0%	25.6%	-	9.3%	1.7%	4.7%	4.3%	-	12.3%	15.9%	2.8%	-	23.4%	-
\$75,000 or more	Total	86	30	0	22	2	8	11	-	-	11	-	2	-	-
	Column %	18.9%	22.6%	0.0%	32.6%	14.8%	28.0%	22.2%	-	-	15.2%	-	34.4%	-	-
	Row %	100.0%	35.0%	0.0%	25.3%	1.9%	9.7%	12.9%	-	-	13.0%	-	2.2%	-	-
No answer	Total	22	3	3	4	-	3	4	-	-	6	-	-	-	-
	Column %	4.9%	2.2%	100.0%	5.9%	-	9.6%	8.2%	-	-	7.8%	-	•	-	-
	Row %	100.0%	12.8%	12.8%	17.6%	-	12.8%	18.3%	-	-	25.6%	<u> </u>	-	-	-
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MULTIPLE CO. LANDE D	- 0 H T		No	0007	
Wild Bird Seed MDP Purchas				ov 2007	
Gender of Purchaser by Age	of Purchaser	- Total Purch	ases		D
Filter: Nov 2007					Purchases
Quantity: Total Purchases					No ranking
	l		Gen	der Of Purcha	cor
	,	TOTAL	Male	Female	No answer
Purchases	Total	453	116	327	10
	Percent	100.0%	25.6%	72.2%	2.2%
l					
Age Of Purchaser - Summary					
Under 24	Total	-	-	-	-
	Column %	-	•	-	-
	Row %	-	-		-
25 - 34	Total	10	7	3	-
	Column %	2.2%	5.8%	0.9%	•
	Row %	100.0%	68.7%	31.3%	-
05 44	T	74			
35 - 44	Total Column %	71	5	66	-
		15.6%	4.2%	20.2% 93.1%	
	Row %	100.0%	6.9%	93.1%	•
45 - 54	Total	108	15	92	
45 - 54	Column %	23.8%	13.3%	28.3%	
	Row %	100.0%	14.3%	85.7%	
		100.070	14.570	03.1 /0	
55 - 64	Total	75	23	51	_
	Column %	16.5%	20.2%	15.7%	_
	Row %	100.0%	31.4%	68.6%	_
		1001070			
65 & Over	Total	184	66	114	4
	Column %	40.7%	56.6%	35.0%	42.5%
	Row %	100.0%	35.7%	62.1%	2.2%
No answer	Total	5	-	0	5
	Column %	1.2%	-	0.0%	57.5%
	Row %	100.0%	-	0.0%	100.0%
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Wild Bird Seed MDP Purcha			/: Nov 2004 - I	Nov 2007	
Gender of Purchaser by Inco	me - Total Pu	rchases			
Filter: Nov 2007					Purchases
Quantity: Total Purchases					No ranking
			Gen	der Of Purcha	aser
		TOTAL	Male	Female	No answer
Purchases	Total	453	116	327	10
	Percent	100.0%	25.6%	72.2%	2.2%
		100.070	20.070		2.270
Income - Summary					
· · · · · · · · · · · · · · · · · · ·					
Under \$15,000	Total	77	16	58	3
	Column %	17.0%	13.6%	17.8%	27.6%
	Row %	100.0%	20.5%	76.0%	3.4%
		10010,0	20070		0.170
\$15,000 - \$24,999	Total	44	11	33	_
	Column %	9.6%	9.2%	10.1%	_
	Row %	100.0%	24.5%	75.5%	
		1001070	2.1070		
\$25,000 - \$39,999	Total	104	30	74	-
, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Column %	23.0%	25.9%	22.7%	-
	Row %	100.0%	28.9%	71.1%	-
\$40,000 - \$74,999	Total	121	40	80	-
	Column %	26.6%	34.6%	24.6%	-
	Row %	100.0%	33.3%	66.7%	_
\$75,000 or more	Total	86	20	66	-
	Column %	18.9%	16.8%	20.2%	-
	Row %	100.0%	22.8%	77.2%	-
No answer	Total	22	-	15	7
	Column %	4.9%	-	4.7%	72.4%
	Row %	100.0%	-	68.9%	31.1%
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Job: Wild Bird Seed MDP Purchase Usage Tracking Study: Nov 2004 - May 2007 Title: Pounds Purchased per Year by Income - Total Households Answering

Title: Pounds Purcha	asec	d per Year	by Income	- Total Ho	useholds A	Answering							
indexilter: Provided Tota	l Po	unds Purc	hased - Ma	y 2007, L	ayer: All c	ases, Ra	nking: No ra	anking, T	OTAL W				
Wild Bird Seed MDP Purchas	se & I	Usage Track	ing Study: N	ov 2004 - No	v 2007								
Pounds Purchased per Year													
Filter: Provided Total Pounds				7 Alloworing			Purchases						
There is a second of the secon	J . u.	Onacca No	1 200.				No ranking						
							No ranking						
			s Of Seed Do	You Buy A	Vear?								
			10 Lbs.or	-				101-150	151-200	201-300	301-400	401-500	Over 500
		TOTAL	less	11-25 Lbs.	26-50 Lbs.	51-75 Lbs.	76-100 Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.
Purchases	wc	298	16	23	45	16	66	11	21	26	13	27	34
	h%	100.0%	5.4%	7.7%	15.1%	5.4%	22.1%	3.7%	7.0%	8.7%	4.4%	9.1%	11.4%
Income - Summary													
Under \$15,000	wc	51	-	2	8	6	5	-	6	8	-	8	7
	v%	17.0%	-	7.9%	18.4%	36.4%	7.9%	-	26.8%	32.1%	-	31.0%	21.2%
	h%	100.0%	-	3.5%	16.2%	11.5%	10.3%	-	11.2%	16.5%	-	16.4%	14.5%
\$15,000 - \$24,999	wc	30	-	3	6	3	8	2	1	2	3	-	2
	v%	10.2%	-	12.7%	14.3%	17.1%	12.4%	15.0%	6.1%	9.2%	19.3%	-	7.1%
	h%	100.0%	-	9.4%	20.9%	8.9%	26.9%	5.5%	4.2%	7.8%	8.4%	-	8.0%
\$25,000 - \$39,999	wc	54	3	3	7	4	12	5	5	2	5	1	8
	v%	18.2%	15.8%	13.6%	15.4%	24.3%	17.8%	43.3%	21.9%	9.1%	38.7%	3.7%	24.0%
	h%	100.0%	4.6%	5.7%	12.6%	7.1%	21.6%	9.0%	8.5%	4.4%	9.5%	1.8%	15.2%
\$40,000 - \$74,999	wc	88	11	4	11	-	21	3	10	4	4	12	10
, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	v%	29.6%	66.4%	19.5%	23.6%	-	31.9%	23.8%	45.3%	14.6%	30.3%	44.0%	28.5%
	h%	100.0%	12.0%	5.0%	11.9%		23.9%	3.0%	10.8%	4.3%	4.6%	13.3%	11.1%
		1001070	12.070	0.070				010,10	101070			1010,1	
\$75,000 or more	wc	54	-	8	13	4	17	-	-	5	2	-	7
,	v%	18.2%	-	33.6%	28.4%	22.3%	25.7%	-	_	19.7%	11.7%	-	19.2%
	h%	100.0%	-	14.0%	23.4%	6.6%	31.5%	-	-	9.5%	2.9%	-	12.2%
No answer	wc	20	3	3	-	-	3	2	-	4	-	6	-
	v%	6.8%	17.8%	12.6%	-	-	4.3%	18.0%	-	15.3%	-	21.4%	-
	h%	100.0%	14.1%	14.1%	_	-	14.1%	10.0%	_	19.7%	-	28.1%	_
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