

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

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

Market Share of Purchases by Income

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
Region	Avg/H'hold		1.52	32.28	11.21	1.19		28.21		233.12		0.34		21.96
New England	Total	24	27	511	263	27	27	511	23	4486	511	263	27	511
	Avg/H'hold		1.02	19.08	9.82	1.13		19.08		198.14		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%
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	Total	15	13	185	67	15	15	185	15	1266	185	67	13	185
	Avg/H'hold		0.84	12.24	4.47	1.00		12.24		83.94		4.47		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%
West South Central	Total	35	40	881	282	40	40	881	29	4412	881	282	40	881
	Avg/H'hold		1.00	21.77	6.96	1.14		21.77		154.33		6.96		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%
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		-	-	-	-	-	-	-	-	-	-	-	-
	Percent		-	-	-	-	-	-	-	-	-	-	-	-

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index		Filter: May 2007,	Layer: All cases,	Ranking: No ranking,	TOTAL WTD									
Page 5														
Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007														
Market Share of Purchases by Income														
Filter: Nov 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	354	453	9619	3342	354	341	9619	298	69469	9615	3302	438	9619
	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%
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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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007																	
Type by Age of Purchaser - Total Purchases																	
Filter: Nov 2007																	
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	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 - Summary																	
Under 24	Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	10	7	0	3	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	2.2%	3.1%	0.0%	12.2%	-	-	-	-	-	-	-	-	-	-	-	-
	Row %	100.0%	68.7%	0.0%	31.3%	-	-	-	-	-	-	-	-	-	-	-	-
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	2	6	-	2	-	24	31	2	4	2	10	6	10	-
	Column %	40.7%	38.6%	10.6%	25.2%	-	6.6%	-	59.8%	43.5%	100.0%	100.0%	100.0%	43.2%	43.4%	100.0%	-
	Row %	100.0%	46.2%	0.9%	3.4%	-	0.8%	-	13.3%	17.1%	1.1%	1.9%	1.1%	5.5%	3.3%	5.3%	-
No answer	Total	5	0	-	-	-	3	-	-	-	-	-	-	3	-	-	-
	Column %	1.2%	0.0%	-	-	-	12.1%	-	-	-	-	-	-	11.3%	-	-	-
	Row %	100.0%	0.0%	-	-	-	51.9%	-	-	-	-	-	-	48.1%	-	-	-
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Type by Income - Total Purchases																	
Filter: Nov 2007																	
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	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%
Income - Summary																	
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	-	-	-	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	-	-	-	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%	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007																		
Type by Age of Purchaser - Pounds Purchased																		
Filter: Nov 2007																		
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)	9619	4356	458	571	-	454	-	6	30	2736	104	36	2	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%	-	-	-	-	-	-	-	-	-	-	-	-	
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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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007

Type by Income - Pounds Purchased

Filter: Nov 2007

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	9619	4356	458	571	-	454	-	6	30	2736	104	36	2	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%
Income - Summary																	
Under \$15,000	Total	1981	705	0	0	-	-	-	6	-	790	104	-	2	13	118	242
	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%	12.2%
\$15,000 - \$24,999	Total	851	462	0	187	-	-	-	-	-	175	-	-	-	27	0	0
	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%	0.0%
\$25,000 - \$39,999	Total	2243	1148	80	143	-	57	-	-	9	495	-	-	-	222	88	0
	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%	0.0%
\$40,000 - \$74,999	Total	2789	1432	26	241	-	0	-	-	0	1028	-	-	-	53	11	0
	Column %	29.0%	32.9%	5.6%	42.2%	-	0.0%	-	-	0.0%	37.6%	-	-	-	15.3%	3.8%	0.0%
	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	1325	341	353	-	-	394	-	-	21	117	-	36	-	29	34	0
	Column %	13.8%	7.8%	77.0%	-	-	86.7%	-	-	70.6%	4.3%	-	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	430	269	-	-	-	3	-	-	-	130	-	-	-	-	29	-
	Column %	4.5%	6.2%	-	-	-	0.6%	-	-	-	4.8%	-	-	-	-	10.2%	-
	Row %	100.0%	62.5%	-	-	-	0.7%	-	-	-	30.2%	-	-	-	-	6.6%	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007										
Packaging by Age of Purchaser - Total Purchases										
Filter: Nov 2007										
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	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										
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 Purchase & Usage Tracking Study: Nov 2004 - Nov 2007

Packaging by Income - Total Purchases

Filter: Nov 2007

Quantity: Total Purchases

		Packaging								
		TOTAL	Bulk - From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total Packaged	No answer	
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	9	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	-	
	Column %	26.6%	22.7%	29.2%	29.1%	-	-	27.3%	-	
	Row %	100.0%	2.3%	30.6%	67.1%	-	-	97.7%	-	
\$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 Purchase & Usage Tracking Study: Nov 2004 - Nov 2007									
How Found Out by Age of Purchaser - Total 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									
Under 24	Total	-	-	-	-	-	-	-	-
	Column %	-	-	-	-	-	-	-	-
	Row %	-	-	-	-	-	-	-	-
25 - 34	Total	10	-	0	7	3	-	-	-
	Column %	2.2%	-	0.0%	3.7%	1.4%	-	-	-
	Row %	100.0%	-	0.0%	68.7%	31.3%	-	-	-
35 - 44	Total	71	-	3	24	36	-	8	0
	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%
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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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007

How Found Out by Income - Total 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%
Income - Summary									
Under \$15,000	Total	77	-	3	28	43	-	-	6
	Column %	17.0%	-	11.8%	15.4%	19.4%	-	-	33.1%
	Row %	100.0%	-	3.4%	37.0%	55.4%	-	-	7.9%
\$15,000 - \$24,999	Total	44	-	4	16	16	-	8	1
	Column %	9.6%	-	16.5%	8.7%	7.1%	-	54.8%	4.0%
	Row %	100.0%	-	8.3%	36.6%	35.8%	-	17.7%	1.7%
\$25,000 - \$39,999	Total	104	-	14	28	55	1	1	6
	Column %	23.0%	-	64.1%	15.0%	24.9%	100.0%	4.0%	33.0%
	Row %	100.0%	-	13.4%	26.5%	52.5%	1.2%	0.5%	5.8%
\$40,000 - \$74,999	Total	121	-	2	61	53	-	2	5
	Column %	26.6%	-	7.6%	33.4%	24.2%	-	15.8%	29.9%
	Row %	100.0%	-	1.4%	50.9%	44.1%	-	1.8%	4.5%
\$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%	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%	-	-	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007										
Why Purchase Brand by Age of Purchaser - Total Purchases										
Filter: Nov 2007									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	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										
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	-	3	
	Column %	1.2%	-	0.0%	-	-	4.5%	-	20.3%	
	Row %	100.0%	-	0.0%	-	-	51.9%	-	48.1%	
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007

Why Purchased Brand by Income - Total Purchases

Filter: Nov 2007

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	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	9	36	7	3	18	-	10
	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%	-	-

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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007															
Outlets by Age of Purchaser - Total Purchases															
Filter: Nov 2007															
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	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%
Age Of Purchaser - Summary															
Under 24	Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Row %	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	10	10	-	-	0	-	-	-	-	-	-	-	-	-
	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%	-	-	0.0%	-	-	-	-	-	-	-	-	-
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	15	6	10	17	-	9	19	-	2	27	8
	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	-	-	-	-
	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%	-	-	-	-	0.0%	-	-	-	100.0%	-	-	-	-
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Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007																
Outlet by Income - Total Purchases																
Filter: Nov 2007																
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	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	1	-	10	-	0	21	-	-	3	3	
	Column %	17.0%	15.4%	-	28.4%	10.0%	-	19.3%	-	0.0%	28.6%	-	-	6.7%	34.1%	
	Row %	100.0%	26.6%	-	24.6%	1.4%	-	12.5%	-	0.0%	27.4%	-	-	3.9%	3.6%	
\$15,000 - \$24,999	Total	44	5	-	0	-	9	2	-	9	6	-	2	5	5	
	Column %	9.6%	4.1%	-	0.0%	-	29.5%	4.0%	-	37.9%	7.9%	-	42.3%	10.6%	65.9%	
	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	-	
	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%	-	
\$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%	-	-	-	-	
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index					
Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007					
Gender of Purchaser by Age of Purchaser - Total Purchases					
Filter: Nov 2007					Purchases
Quantity: Total Purchases					No ranking
Gender Of Purchaser					
	TOTAL	Male	Female	No answer	
Purchases	Total	453	116	327	10
	Percent	100.0%	25.6%	72.2%	2.2%
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%	-
35 - 44	Total	71	5	66	-
	Column %	15.6%	4.2%	20.2%	-
	Row %	100.0%	6.9%	93.1%	-
45 - 54	Total	108	15	92	-
	Column %	23.8%	13.3%	28.3%	-
	Row %	100.0%	14.3%	85.7%	-
55 - 64	Total	75	23	51	-
	Column %	16.5%	20.2%	15.7%	-
	Row %	100.0%	31.4%	68.6%	-
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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index					
Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007					
Gender of Purchaser by Income - Total Purchases					
Filter: Nov 2007					Purchases
Quantity: Total Purchases					No ranking
Gender Of Purchaser					
	TOTAL	Male	Female	No answer	
Purchases	Total	453	116	327	10
	Percent	100.0%	25.6%	72.2%	2.2%
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%
\$15,000 - \$24,999	Total	44	11	33	-
	Column %	9.6%	9.2%	10.1%	-
	Row %	100.0%	24.5%	75.5%	-
\$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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index Filter: Provided Total Pounds Purchased - May 2007, Layer: All cases, Ranking: No ranking, TOTAL W													
Wild Bird Seed MDP Purchase & Usage Tracking Study: Nov 2004 - Nov 2007													
Pounds Purchased per Year by Income - Total Households Answering													
Filter: Provided Total Pounds Purchased - Nov 2007													
Purchases													
No ranking													
s 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	298	16	23	45	16	66	11	21	26	13	27	34
	v%	100.0%	5.4%	7.7%	15.1%	5.4%	22.1%	3.7%	7.0%	8.7%	4.4%	9.1%	11.4%
	h%												
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%
\$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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