

## Wild Bird Seed MDP Purchase & Usage - May 2005

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Wild Bird Seed MDP Purchase & Usage - May 2005  
Market Share Measures by Income

		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
<b>Total</b>	<b>Total AvgH/hold</b>	615	1009 1.64	14521 23.61	4947 8.04	821 1.33	774	14521 18.76	629	100807 160.28	14445	4884 0.54	962	14521 15.09
<b>Income - Summary</b>														
<b>Under \$15,000</b>	<b>Total AvgH/hold Percent</b>	111 18.0%	188 1.31 18.7%	2998 20.87 20.6%	848 5.91 17.2%	144 1.30 17.5%	139	2998 21.50 20.6%	128	22706 177.42 23.5%	2960	843 0.28	184	2998 20.6%
<b>\$15,000 - \$24,999</b>	<b>Total AvgH/hold Percent</b>	87 14.2%	142 1.51 14.1%	2736 23.28 18.8%	807 8.87 16.3%	117 1.34 14.3%	108	2736 25.34 18.8%	82	6863 202.78 16.9%	2704	794 0.29	132	2736 18.8%
<b>\$25,000 - \$39,999</b>	<b>Total AvgH/hold Percent</b>	125 20.3%	197 1.15 19.6%	2460 14.30 16.9%	810 4.71 16.4%	172 1.38 21.0%	150	2460 16.45 16.9%	140	21370 152.48 22.3%	2464	786 0.31	167	2460 16.9%
<b>\$40,000 - \$74,999</b>	<b>Total AvgH/hold Percent</b>	144 23.4%	252 1.32 25.0%	2558 13.62 17.6%	1167 6.13 23.6%	191 1.33 23.2%	186	2558 13.76 17.6%	136	18861 133.88 21.6%	2558	1168 0.46	251	2558 17.6%
<b>\$75,000 or more</b>	<b>Total AvgH/hold Percent</b>	146 23.8%	223 1.16 22.1%	3741 19.49 25.9%	1300 6.77 26.3%	192 1.32 23.4%	186	3741 20.16 25.9%	138	22902 166.48 22.7%	3741	1300 0.35	223	3741 24.54
<b>No answer</b>	<b>Total AvgH/hold Percent</b>	3 0.4%	5 1.00 0.5%	28 5.26 0.2%	15 3.39 0.5%	5 1.07 0.6%	5	28 5.50 0.8%	5	308 60.56 0.9%	28	15 0.54	5	28 5.50
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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share Measures by Density**

		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
<b>Total</b>	<b>Total Avg/H/hold</b>	615	1009 <b>1.64</b>	14521 <b>23.61</b>	4947 <b>8.04</b>	821 <b>1.33</b>	774	14521 <b>18.76</b>	629	100807 <b>160.28</b>	14445	4884 <b>0.34</b>	962	14521 <b>15.09</b>
<b>Density</b>														
<b>Urban</b>	<b>Total Avg/H/hold Percent</b>	105 <b>17.1%</b>	150 <b>1.11</b> <b>14.8%</b>	2230 <b>16.60</b> <b>15.4%</b>	741 <b>5.52</b> <b>15.0%</b>	134 <b>1.28</b> <b>16.4%</b>	130	2230 <b>17.20</b> <b>15.4%</b>	107 <b>16.9%</b>	17849 <b>167.52</b> <b>17.7%</b>	2230 <b>15.4%</b>	721 <b>0.32</b> <b>14.8%</b>	142 <b>14.8%</b>	2230 <b>20.53</b> <b>15.4%</b>
<b>Suburban</b>	<b>Total Avg/H/hold Percent</b>	311 <b>50.6%</b>	566 <b>1.36</b> <b>56.1%</b>	7363 <b>17.64</b> <b>50.7%</b>	2786 <b>6.67</b> <b>56.3%</b>	417 <b>1.34</b> <b>50.8%</b>	389	7363 <b>18.93</b> <b>50.7%</b>	297 <b>47.3%</b>	35935 <b>120.83</b> <b>35.6%</b>	7317 <b>50.7%</b>	2748 <b>0.38</b> <b>56.3%</b>	535 <b>55.6%</b>	7363 <b>21.02</b> <b>50.7%</b>
<b>Rural</b>	<b>Total Avg/H/hold Percent</b>	166 <b>26.9%</b>	247 <b>1.11</b> <b>24.5%</b>	4169 <b>18.65</b> <b>28.7%</b>	1233 <b>5.51</b> <b>24.9%</b>	224 <b>1.35</b> <b>27.2%</b>	213	4169 <b>19.58</b> <b>28.7%</b>	182 <b>29.0%</b>	35653 <b>195.54</b> <b>35.4%</b>	4138 <b>28.6%</b>	1227 <b>0.30</b> <b>25.1%</b>	241 <b>25.1%</b>	4169 <b>24.17</b> <b>28.7%</b>
<b>No answer</b>	<b>Total Avg/H/hold Percent</b>	33 <b>5.4%</b>	46 <b>1.02</b> <b>4.6%</b>	760 <b>16.68</b> <b>5.2%</b>	188 <b>4.12</b> <b>3.8%</b>	46 <b>1.39</b> <b>5.6%</b>	43	760 <b>17.84</b> <b>5.2%</b>	43 <b>6.8%</b>	11371 <b>266.49</b> <b>11.3%</b>	760 <b>5.3%</b>	188 <b>0.25</b> <b>3.8%</b>	43 <b>4.5%</b>	760 <b>22.59</b> <b>5.2%</b>

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share Measures by Family Size**

		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	
<b>Total</b>	<b>Total Avg/Hhold</b>	615	1009 1.64	14521 23.61	4947 8.04	821 1.33	774	14521 18.76	629	100807 160.28	14445	4884 0.34	962	14521 15.09	
<b>Size Of Family</b>															
<b>One person</b>	<b>Total</b>	138	212	4083	1372	207	199	4083	146	16340	4051	1359	199	4083	
	<b>Avg/Hhold</b>		1.02	19.72	6.63	1.50		20.53		111.75		0.34		26.62	
	<b>Percent</b>	22.4%	21.0%	28.1%	27.7%	25.2%	25.7%	28.1%	23.2%	16.2%	28.0%	27.8%	20.7%	28.1%	
<b>Two people</b>	<b>Total</b>	220	445	6152	1979	306	286	6152	229	48833	6107	1933	425	6152	
	<b>Avg/Hhold</b>		1.46	20.11	6.47	1.39		21.54		213.13		0.32		24.57	
	<b>Percent</b>	35.8%	44.2%	42.4%	40.0%	37.3%	36.9%	42.4%	36.4%	48.4%	42.3%	39.6%	44.2%	42.4%	
<b>Three people</b>	<b>Total</b>	70	89	971	415	88	79	971	63	9021	971	411	86	971	
	<b>Avg/Hhold</b>		1.01	11.03	4.71	1.26		12.21		142.57		0.42		14.55	
	<b>Percent</b>	11.3%	8.8%	6.7%	8.4%	10.7%	10.3%	6.7%	10.1%	8.9%	6.7%	8.4%	8.9%	6.7%	
<b>Four people</b>	<b>Total</b>	113	173	1909	813	133	128	1909	107	10188	1909	812	168	1909	
	<b>Avg/Hhold</b>		1.30	14.37	6.12	1.18		14.89		95.12		0.43		15.60	
	<b>Percent</b>	18.4%	17.1%	13.1%	16.4%	16.2%	16.6%	13.1%	17.0%	10.1%	13.2%	16.6%	17.5%	13.1%	
<b>Five people</b>	<b>Total</b>	39	41	593	174	39	37	593	38	4624	593	173	39	593	
	<b>Avg/Hhold</b>		1.05	15.09	4.41	1.00		15.09		120.37		0.29		16.35	
	<b>Percent</b>	6.4%	4.1%	4.1%	3.5%	4.8%	4.8%	4.1%	6.1%	4.6%	4.1%	3.5%	4.0%	4.1%	
<b>Six or more people</b>	<b>Total</b>	2	2	54	9	2	2	54	2	430	54	9	2	54	
	<b>Avg/Hhold</b>		1.00	25.00	3.99	1.00		25.00		200.00		0.16		25.00	
	<b>Percent</b>	0.3%	0.2%	0.4%	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.2%	0.2%	0.4%	
<b>No answer</b>	<b>Total</b>	33	46	760	188	46	43	760	43	11371	760	188	43	760	
	<b>Avg/Hhold</b>		1.02	16.68	4.12	1.39		17.84		266.49		0.25		22.59	
	<b>Percent</b>	5.4%	4.6%	5.2%	3.8%	5.6%	5.5%	5.2%	6.8%	11.3%	5.3%	3.8%	4.5%	5.2%	

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**Market Share Measures by Education**

		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occassions	Purchase Occassions With # lb. Provided	Pounds Purchased With # lb. Provided	Purchase Occassions 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
<b>Total</b>	<b>Total Avg/H/hold</b>	615	1009 <b>1.64</b>	14521 <b>23.61</b>	4947 <b>8.04</b>	821 <b>1.33</b>	774	14521 <b>18.76</b>	629	100807 <b>160.28</b>	14445	4884 <b>0.34</b>	962	14521 <b>15.09</b>
<b>Education</b>														
<b>Elementary</b>	<b>Total Avg/H/hold</b>	4	7 <b>1.40</b>	49 <b>10.28</b>	17 <b>3.50</b>	5 <b>1.25</b>	3	49 <b>14.69</b>	3	181 <b>54.25</b>	49	10 <b>0.21</b>	5	49 <b>10.28</b>
	<b>Percent</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.6%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.5%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.5%</b>	<b>0.3%</b>
<b>High school</b>	<b>Total Avg/H/hold</b>	258	386 <b>1.20</b>	5191 <b>16.18</b>	1694 <b>5.28</b>	321 <b>1.24</b>	296	5191 <b>17.51</b>	242	42367 <b>175.15</b>	5160	1678 <b>0.33</b>	360	5191 <b>19.93</b>
	<b>Percent</b>	<b>41.9%</b>	<b>38.2%</b>	<b>35.8%</b>	<b>34.2%</b>	<b>39.1%</b>	<b>38.3%</b>	<b>35.8%</b>	<b>38.5%</b>	<b>42.0%</b>	<b>35.7%</b>	<b>34.4%</b>	<b>37.4%</b>	<b>35.8%</b>
<b>College</b>	<b>Total Avg/H/hold</b>	351	611 <b>1.25</b>	9253 <b>18.88</b>	3221 <b>6.57</b>	490 <b>1.40</b>	469	9253 <b>19.72</b>	379	57953 <b>153.06</b>	9208	3181 <b>0.35</b>	592	9253 <b>23.45</b>
	<b>Percent</b>	<b>57.1%</b>	<b>60.6%</b>	<b>63.7%</b>	<b>65.1%</b>	<b>59.7%</b>	<b>60.6%</b>	<b>63.7%</b>	<b>60.2%</b>	<b>57.5%</b>	<b>63.7%</b>	<b>65.1%</b>	<b>61.5%</b>	<b>63.7%</b>
<b>No answer</b>	<b>Total Avg/H/hold</b>	3	5 <b>1.00</b>	28 <b>5.50</b>	15 <b>2.99</b>	5 <b>1.67</b>	5	28 <b>5.50</b>	5	306 <b>60.00</b>	28	15 <b>0.54</b>	5	28 <b>5.50</b>
	<b>Percent</b>	<b>0.4%</b>	<b>0.5%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.2%</b>	<b>0.8%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>0.5%</b>	<b>0.2%</b>

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share Measures by Region**

		Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions With # Lbs. Provided	Pounds Purchased With # Lbs. 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 # Lbs. Provided	Pounds Purchased With # Lbs. Provided
<b>Total</b>	<b>Total Avg/Hhold</b>	615	1009 <i>1.64</i>	14521 <i>23.61</i>	4947 <i>8.04</i>	821 <i>1.33</i>	774 <i>18.76</i>	14521 <i>18.76</i>	629 <i>160.28</i>	100807 <i>160.28</i>	14445 <i>0.34</i>	4884 <i>0.34</i>	962 <i>15.09</i>	14521 <i>15.09</i>
<b>Region</b>														
<b>New England</b>	<b>Total Avg/Hhold Percent</b>	29 <i>4.7%</i>	43 <i>1.16</i> <i>4.3%</i>	363 <i>9.75</i> <i>2.5%</i>	212 <i>5.70</i> <i>4.3%</i>	37 <i>1.28</i> <i>4.5%</i>	37 <i>9.75</i> <i>4.8%</i>	363 <i>9.75</i> <i>3.5%</i>	22 <i>145.08</i> <i>3.2%</i>	3198 <i>145.08</i> <i>3.2%</i>	363 <i>0.58</i> <i>2.5%</i>	212 <i>0.58</i> <i>4.5%</i>	43 <i>12.81</i> <i>2.5%</i>	363 <i>12.81</i> <i>2.5%</i>
<b>Middle Atlantic</b>	<b>Total Avg/Hhold Percent</b>	63 <i>10.2%</i>	104 <i>1.10</i> <i>10.3%</i>	1368 <i>14.38</i> <i>9.4%</i>	452 <i>4.74</i> <i>9.1%</i>	95 <i>1.51</i> <i>11.6%</i>	79 <i>17.35</i> <i>10.2%</i>	1368 <i>17.35</i> <i>9.4%</i>	64 <i>170.75</i> <i>10.1%</i>	10855 <i>170.75</i> <i>10.8%</i>	1368 <i>0.31</i> <i>8.8%</i>	430 <i>0.31</i> <i>8.8%</i>	92 <i>17.76</i> <i>9.5%</i>	1368 <i>17.76</i> <i>9.4%</i>
<b>East North Central</b>	<b>Total Avg/Hhold Percent</b>	132 <i>21.4%</i>	215 <i>1.23</i> <i>21.3%</i>	3366 <i>15.36</i> <i>23.2%</i>	1023 <i>5.85</i> <i>20.7%</i>	175 <i>1.33</i> <i>21.3%</i>	151 <i>22.26</i> <i>19.5%</i>	3366 <i>22.26</i> <i>23.2%</i>	136 <i>167.62</i> <i>21.7%</i>	25567 <i>167.62</i> <i>25.4%</i>	3360 <i>0.29</i> <i>23.3%</i>	985 <i>0.29</i> <i>20.2%</i>	185 <i>21.94</i> <i>19.3%</i>	3366 <i>21.94</i> <i>23.2%</i>
<b>West North Central</b>	<b>Total Avg/Hhold Percent</b>	55 <i>9.0%</i>	72 <i>0.95</i> <i>7.1%</i>	1036 <i>13.80</i> <i>7.1%</i>	386 <i>5.14</i> <i>7.8%</i>	75 <i>1.36</i> <i>9.1%</i>	74 <i>13.97</i> <i>9.6%</i>	1036 <i>13.97</i> <i>7.1%</i>	55 <i>140.83</i> <i>8.8%</i>	7760 <i>140.83</i> <i>7.7%</i>	1036 <i>0.37</i> <i>7.2%</i>	386 <i>0.37</i> <i>7.9%</i>	72 <i>19.06</i> <i>7.5%</i>	1036 <i>19.06</i> <i>7.1%</i>
<b>South Atlantic</b>	<b>Total Avg/Hhold Percent</b>	147 <i>23.9%</i>	312 <i>1.77</i> <i>30.9%</i>	3644 <i>20.67</i> <i>25.1%</i>	1530 <i>8.68</i> <i>30.9%</i>	176 <i>1.20</i> <i>21.5%</i>	173 <i>21.06</i> <i>22.4%</i>	3644 <i>21.06</i> <i>25.1%</i>	145 <i>151.46</i> <i>23.0%</i>	21902 <i>151.46</i> <i>21.7%</i>	3644 <i>0.42</i> <i>31.3%</i>	1529 <i>0.42</i> <i>31.3%</i>	310 <i>24.27</i> <i>32.2%</i>	3644 <i>24.27</i> <i>25.1%</i>
<b>East South Central</b>	<b>Total Avg/Hhold Percent</b>	43 <i>7.0%</i>	51 <i>0.97</i> <i>5.1%</i>	828 <i>15.77</i> <i>5.7%</i>	246 <i>4.68</i> <i>5.0%</i>	53 <i>1.23</i> <i>6.4%</i>	53 <i>15.77</i> <i>6.8%</i>	828 <i>15.77</i> <i>5.7%</i>	50 <i>200.77</i> <i>7.9%</i>	10001 <i>200.77</i> <i>8.9%</i>	828 <i>0.30</i> <i>5.7%</i>	246 <i>0.30</i> <i>5.7%</i>	51 <i>20.10</i> <i>5.3%</i>	828 <i>20.10</i> <i>5.7%</i>
<b>West South Central</b>	<b>Total Avg/Hhold Percent</b>	70 <i>11.4%</i>	99 <i>0.97</i> <i>9.9%</i>	2108 <i>20.55</i> <i>14.5%</i>	526 <i>5.12</i> <i>10.6%</i>	103 <i>1.47</i> <i>12.5%</i>	103 <i>14.5%</i> <i>13.3%</i>	2108 <i>14.5%</i> <i>14.5%</i>	74 <i>161.99</i> <i>11.8%</i>	12023 <i>161.99</i> <i>11.9%</i>	2076 <i>0.25</i> <i>14.4%</i>	526 <i>0.25</i> <i>10.8%</i>	99 <i>10.3%</i> <i>10.3%</i>	2108 <i>23.63</i> <i>14.5%</i>
<b>Mountain</b>	<b>Total Avg/Hhold Percent</b>	27 <i>4.4%</i>	31 <i>0.80</i> <i>3.0%</i>	375 <i>9.78</i> <i>2.6%</i>	167 <i>4.35</i> <i>3.4%</i>	38 <i>1.41</i> <i>4.7%</i>	36 <i>10.32</i> <i>4.7%</i>	375 <i>10.32</i> <i>2.6%</i>	25 <i>135.22</i> <i>3.9%</i>	3338 <i>135.22</i> <i>3.3%</i>	375 <i>0.45</i> <i>2.6%</i>	167 <i>0.45</i> <i>3.4%</i>	29 <i>13.89</i> <i>3.1%</i>	375 <i>13.89</i> <i>2.6%</i>
<b>Pacific</b>	<b>Total Avg/Hhold Percent</b>	48 <i>7.9%</i>	82 <i>1.19</i> <i>8.1%</i>	1433 <i>20.83</i> <i>9.9%</i>	407 <i>5.92</i> <i>8.2%</i>	69 <i>1.44</i> <i>8.4%</i>	68 <i>21.02</i> <i>8.8%</i>	1433 <i>21.02</i> <i>9.9%</i>	59 <i>105.10</i> <i>9.3%</i>	6164 <i>105.10</i> <i>6.1%</i>	1394 <i>0.29</i> <i>9.7%</i>	405 <i>0.29</i> <i>8.3%</i>	81 <i>8.4%</i> <i>8.4%</i>	1433 <i>32.37</i> <i>9.9%</i>
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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share Measures by Age of Purchaser**

		Total Individual Purchasers	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	
<b>Total</b>	<b>Total Avg/Purchaser</b>	821	1009 1.23	14521 17.69	4947 6.03	821 1.00	774	14521 18.76	629	100807 160.28	14445	4884 0.34	962	14521 15.09	
<b>Age Of Purchaser - Summary</b>															
<b>Under 24</b>	<b>Total Avg/Purchaser Percent</b>	16 1.9%	16 1.6%	94 0.6%	140 2.8%	16 2.0%	16 2.1%	94 0.6%	16 2.6%	202 0.2%	94 0.7%	140 2.9%	16 1.7%	94 0.6%	
<b>25 - 34</b>	<b>Total Avg/Purchaser Percent</b>	84 10.2%	103 10.2%	1327 9.1%	389 7.9%	84 10.2%	79 10.2%	1327 9.1%	76 12.0%	12703 168.21	1320 9.1%	389 8.0%	98 10.2%	1327 9.1%	
<b>35 - 44</b>	<b>Total Avg/Purchaser Percent</b>	89 10.8%	99 9.8%	1227 8.5%	422 8.5%	89 10.8%	86 11.1%	1227 8.5%	70 11.1%	10281 147.27	1227 8.5%	421 8.6%	96 10.0%	1227 8.5%	
<b>45 - 54</b>	<b>Total Avg/Purchaser Percent</b>	231 28.1%	268 26.6%	4822 33.2%	1495 30.2%	231 28.2%	222 28.7%	4822 33.2%	193 30.7%	32308 167.09	4783 33.1%	1482 0.31	254 26.4%	4822 33.2%	
<b>55 - 64</b>	<b>Total Avg/Purchaser Percent</b>	172 21.0%	297 29.4%	2623 18.1%	1144 23.1%	172 21.0%	162 21.0%	2623 18.1%	126 20.1%	22289 176.48	2592 17.9%	1140 23.4%	292 30.4%	2623 18.1%	
<b>65 &amp; Over</b>	<b>Total Avg/Purchaser Percent</b>	219 26.7%	220 21.8%	4397 30.3%	1331 26.9%	219 26.7%	203 26.3%	4397 30.3%	148 23.5%	23025 156.01	4397 30.4%	1284 26.3%	201 20.9%	4397 30.3%	
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	9 1.1%	6 0.6%	32 0.2%	26 0.5%	9 1.1%	5 0.6%	32 0.2%	0 0.0%	0 0.0%	32 0.2%	26 0.5%	5 0.5%	32 0.2%	

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share Measures by Sex of Purchaser**

		Total Individual Purchasers	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occassions	Purchase Occassions With # lb. Provided	Pounds Purchased With # lb. Provided	Purchase Occassions 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
<b>Total</b>	<b>Total Avg/Purchaser</b>	821	1009 1.23	14521 17.69	4947 6.03	821 1.00	774	14521 18.76	629	100807 160.28	14445	4884 0.34	962	14521 15.09
<b>Sex Of Purchaser</b>														
<b>Male</b>	<b>Total Avg/Purchaser Percent</b>	205 25.0%	303 1.48 30.0%	4380 21.35 30.2%	1313 6.40 26.5%	205 25.0%	194 25.1%	4380 22.55 30.2%	176 28.0%	26739 151.89 26.5%	4380 30.3%	1302 0.30 26.6%	294 30.5%	4380 25.17 30.2%
<b>Female</b>	<b>Total Avg/Purchaser Percent</b>	608 74.1%	702 1.16 69.6%	10139 16.68 69.8%	3629 5.97 73.4%	608 74.1%	576 74.5%	10139 17.59 69.8%	453 72.0%	74068 163.54 73.5%	10063 69.7%	3577 0.36 73.2%	667 69.3%	10139 20.79 69.8%
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	8 1.0%	3 0.42 0.3%	2 0.24 0.0%	5 0.67 0.1%	8 0.9%	3 0.4%	2 0.56 0.0%	0 0.0%	0 0.0%	2 0.0%	5 2.79 0.1%	2 0.2%	2 0.58 0.0%
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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - Type by Sex of Purchaser**  
**Based on Units Purchased**

		Total Purchases	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 Belts/Cakes	Bird-Specific Mix	Other	No answer
<b>Total</b>	Total	1039	453	15	60	18	64	-	23	128	89	16	1	4	50	81	10	
	Percent	100.0%	44.9%	1.5%	5.9%	1.7%	6.3%	-	2.3%	12.5%	8.8%	1.5%	0.1%	0.4%	4.9%	8.1%	1.0%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	Total	16	3	5	3	-	-	-	5	-	-	-	-	-	-	-	-	-
	Column %	1.6%	0.6%	36.2%	4.4%	-	-	-	23.3%	-	-	-	-	-	-	-	-	-
	Row %	100.0%	17.8%	33.1%	16.0%	-	-	-	33.1%	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	Total	103	62	-	3	-	2	-	2	11	3	2	-	-	12	6	-	
	Column %	10.2%	13.9%	-	5.1%	-	2.4%	-	6.9%	8.7%	3.4%	14.4%	-	-	23.7%	7.4%	-	
	Row %	100.0%	60.8%	-	3.0%	-	1.5%	-	1.6%	10.7%	3.0%	2.2%	-	-	11.5%	5.8%	-	
<b>35 - 44</b>	Total	99	48	1	0	9	10	-	4	-	6	5	0	4	2	11	-	
	Column %	9.8%	10.6%	4.6%	0.0%	52.7%	15.2%	-	15.2%	-	6.4%	29.0%	0.0%	100.0%	4.5%	14.0%	-	
	Row %	100.0%	48.0%	0.7%	0.0%	9.4%	9.9%	-	3.0%	-	5.8%	4.6%	0.0%	3.7%	2.3%	11.5%	-	
<b>45 - 54</b>	Total	288	146	7	18	3	20	-	1	19	26	3	-	-	15	6	3	
	Column %	26.6%	32.1%	48.4%	30.0%	17.9%	31.3%	-	5.4%	15.1%	29.8%	17.5%	-	-	31.0%	7.8%	29.1%	
	Row %	100.0%	54.3%	2.7%	6.7%	1.2%	7.5%	-	0.5%	7.1%	9.9%	1.0%	-	-	5.7%	2.4%	1.1%	
<b>55 - 64</b>	Total	297	89	1	17	5	19	-	10	85	26	-	1	-	1	37	6	
	Column %	29.4%	19.6%	4.1%	28.7%	29.3%	29.9%	-	44.0%	67.4%	29.6%	-	100.0%	-	1.4%	45.8%	57.6%	
	Row %	100.0%	29.9%	0.2%	5.8%	1.7%	6.4%	-	3.5%	28.5%	8.9%	-	0.3%	-	0.2%	12.5%	2.0%	
<b>65 &amp; Over</b>	Total	220	101	1	19	-	14	-	1	11	27	6	-	-	20	20	0	
	Column %	21.8%	22.2%	6.7%	31.9%	-	21.2%	-	5.2%	8.8%	30.7%	39.1%	-	-	39.5%	25.0%	0.0%	
	Row %	100.0%	45.8%	0.5%	8.7%	-	6.2%	-	0.6%	5.0%	12.4%	2.8%	-	-	8.9%	9.2%	0.0%	
<b>No answer</b>	Total	6	5	-	-	-	-	-	-	-	-	-	-	-	-	0	1	
	Column %	0.6%	1.1%	-	-	-	-	-	-	-	-	-	-	-	-	0.0%	13.3%	
	Row %	100.0%	78.1%	-	-	-	-	-	-	-	-	-	-	-	-	0.0%	21.9%	

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - Type by Income**  
**Based on Units Purchased**

		Total Purchases	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
<b>Total</b>	<b>Total</b>	1009	453	15	60	18	64	-	23	126	89	16	1	4	50	81	10
	<b>Percent</b>	100.0%	44.9%	1.5%	5.9%	1.7%	6.3%	-	2.3%	12.5%	8.8%	1.5%	0.1%	0.4%	4.9%	8.1%	1.0%
<b>Income - Summary</b>																	
<b>Under \$15,000</b>	<b>Total</b>	188	83	7	10	10	9	-	8	10	22	1	0	-	12	15	0
	<b>Column %</b>	18.7%	18.3%	49.2%	15.9%	59.9%	14.2%	-	36.2%	7.7%	24.7%	4.5%	0.0%	-	25.0%	19.0%	0.0%
	<b>Row %</b>	100.0%	44.1%	3.9%	5.1%	5.9%	4.9%	-	4.5%	5.1%	11.6%	0.4%	0.0%	-	6.6%	8.2%	0.0%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	73	8	6	1	3	-	1	5	17	5	1	-	7	12	3
	<b>Column %</b>	14.1%	16.1%	50.8%	9.6%	5.1%	4.6%	-	5.2%	4.1%	19.4%	34.5%	100.0%	-	13.8%	15.1%	29.1%
	<b>Row %</b>	100.0%	51.3%	5.4%	4.0%	0.6%	2.1%	-	0.9%	3.6%	12.1%	3.8%	0.7%	-	4.8%	8.7%	2.1%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	82	-	10	1	8	-	3	38	14	5	-	4	22	9	1
	<b>Column %</b>	19.6%	18.1%	-	16.5%	6.2%	11.9%	-	14.5%	30.1%	15.8%	35.1%	-	100.0%	44.0%	11.6%	13.3%
	<b>Row %</b>	100.0%	41.5%	-	5.0%	0.5%	3.9%	-	1.7%	19.1%	7.1%	2.8%	-	1.8%	11.1%	4.8%	0.7%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	58	-	22	2	15	-	10	73	18	4	-	-	4	40	6
	<b>Column %</b>	25.0%	12.8%	-	37.0%	13.1%	23.8%	-	44.0%	58.2%	19.8%	25.9%	-	-	7.7%	49.0%	57.0%
	<b>Row %</b>	100.0%	23.0%	-	8.8%	0.9%	6.0%	-	4.1%	29.0%	7.0%	1.6%	-	-	1.5%	15.8%	2.3%
<b>\$75,000 or more</b>	<b>Total</b>	223	152	-	12	3	29	-	-	0	18	-	-	-	5	4	0
	<b>Column %</b>	22.1%	33.6%	-	20.9%	16.2%	45.1%	-	-	0.0%	20.3%	-	-	-	9.5%	5.2%	0.0%
	<b>Row %</b>	100.0%	68.1%	-	5.6%	1.3%	12.9%	-	-	0.0%	8.1%	-	-	-	2.1%	1.9%	0.0%
<b>No answer</b>	<b>Total</b>	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	0.5%	1.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - Type by Sex of Purchaser**  
**Based on Pounds Purchased**

		Total Pounds Purchased	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	
<b>Total</b>	<b>Total</b>	14521	7476	405	1299	57	410	-	208	124	2253	384	50	7	507	1311	29	
	<b>Percent</b>	100.0%	51.5%	2.8%	8.9%	0.4%	2.8%	-	1.4%	0.9%	15.5%	2.6%	0.3%	0.1%	3.5%	9.0%	0.2%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	<b>Total</b>	94	29	27	11	-	-	-	27	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	0.6%	0.4%	6.7%	0.8%	-	-	-	13.0%	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	31.1%	28.9%	11.2%	-	-	-	28.9%	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	1327	661	-	3	-	15	-	13	6	153	112	-	-	143	221	-	
	<b>Column %</b>	9.1%	8.8%	-	0.2%	-	3.8%	-	6.2%	5.2%	6.8%	29.2%	-	-	28.1%	16.9%	-	
	<b>Row %</b>	100.0%	49.8%	-	0.2%	-	1.2%	-	1.0%	0.5%	11.5%	8.4%	-	-	10.7%	16.7%	-	
<b>35 - 44</b>	<b>Total</b>	1227	705	35	0	43	29	-	92	-	74	118	0	7	18	106	-	
	<b>Column %</b>	8.5%	9.4%	8.5%	0.0%	74.4%	7.1%	-	44.4%	-	3.3%	30.8%	0.0%	100.0%	3.5%	8.1%	-	
	<b>Row %</b>	100.0%	57.5%	2.8%	0.0%	3.5%	2.4%	-	7.5%	-	6.0%	9.6%	0.0%	0.6%	1.4%	8.6%	-	
<b>45 - 54</b>	<b>Total</b>	4822	2819	306	487	10	59	-	6	34	747	24	-	-	185	146	0	
	<b>Column %</b>	33.2%	37.7%	75.4%	37.5%	16.8%	14.4%	-	3.0%	27.3%	33.2%	6.1%	-	-	38.5%	11.1%	0.0%	
	<b>Row %</b>	100.0%	58.5%	6.3%	10.1%	0.2%	1.2%	-	0.1%	0.7%	15.5%	0.5%	-	-	3.8%	3.0%	0.0%	
<b>55 - 64</b>	<b>Total</b>	2623	1041	3	239	5	126	-	61	81	605	-	50	-	17	366	29	
	<b>Column %</b>	18.1%	13.9%	0.8%	18.4%	9.0%	30.6%	-	29.3%	65.5%	26.8%	-	100.0%	-	3.4%	27.9%	100.0%	
	<b>Row %</b>	100.0%	39.7%	0.1%	9.1%	0.2%	4.8%	-	2.3%	3.1%	23.1%	-	1.9%	-	0.6%	13.9%	1.1%	
<b>65 &amp; Over</b>	<b>Total</b>	4397	2188	35	560	-	181	-	9	3	675	130	-	-	144	473	0	
	<b>Column %</b>	30.3%	29.3%	8.8%	43.1%	-	44.1%	-	4.1%	2.1%	29.9%	33.9%	-	-	28.5%	36.1%	0.0%	
	<b>Row %</b>	100.0%	49.8%	0.8%	12.7%	-	4.1%	-	0.2%	0.1%	15.3%	3.0%	-	-	3.3%	10.8%	0.0%	
<b>No answer</b>	<b>Total</b>	32	32	-	-	-	-	-	-	-	-	-	-	-	-	0	0	
	<b>Column %</b>	0.2%	0.4%	-	-	-	-	-	-	-	-	-	-	-	-	0.0%	0.0%	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	0.0%	0.0%	

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - Type by Income**  
**Based on Pounds Purchased**

		Total Pounds Purchased	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	
<b>Total</b>	<b>Total Percent</b>	14521	7476	405	1299	57	410	-	208	124	2253	384	50	7	507	1311	29	
		100.0%	51.5%	2.8%	8.9%	0.4%	2.8%	-	1.4%	0.9%	15.5%	2.6%	0.3%	0.1%	3.5%	9.0%	0.2%	
<b>Income - Summary</b>																		
<b>Under \$15,000</b>	<b>Total</b>	2998	1401	67	134	50	51	-	111	33	761	3	0	-	160	227	0	
	<b>Column %</b>	20.6%	18.7%	16.6%	10.3%	87.6%	12.4%	-	53.3%	26.5%	33.8%	0.9%	0.0%	-	31.5%	17.3%	0.0%	
	<b>Row %</b>	100.0%	46.7%	2.2%	4.5%	1.7%	1.7%	-	3.7%	1.1%	25.4%	0.1%	0.0%	-	5.3%	7.6%	0.0%	
<b>\$15,000 - \$24,999</b>	<b>Total</b>	2736	1164	338	53	1	15	-	9	3	522	137	50	-	83	361	0	
	<b>Column %</b>	18.8%	15.6%	83.4%	4.1%	1.5%	3.6%	-	4.1%	2.4%	23.2%	35.6%	100.0%	-	16.3%	27.6%	0.0%	
	<b>Row %</b>	100.0%	42.5%	12.4%	1.9%	0.0%	0.5%	-	0.3%	0.1%	19.1%	5.0%	1.8%	-	3.0%	13.2%	0.0%	
<b>\$25,000 - \$39,999</b>	<b>Total</b>	2480	1477	-	344	1	26	-	28	16	187	123	-	7	75	177	0	
	<b>Column %</b>	16.9%	19.8%	-	26.5%	1.9%	6.3%	-	13.2%	13.2%	8.3%	32.0%	-	100.0%	14.7%	13.5%	0.0%	
	<b>Row %</b>	100.0%	60.0%	-	14.0%	0.0%	1.0%	-	1.1%	0.7%	7.6%	5.0%	-	0.3%	3.0%	7.2%	0.0%	
<b>\$40,000 - \$74,999</b>	<b>Total</b>	2558	821	-	369	2	204	-	61	72	407	121	-	-	96	378	29	
	<b>Column %</b>	17.6%	11.0%	-	28.4%	4.0%	43.8%	-	23.3%	58.0%	16.1%	31.4%	-	-	18.9%	28.7%	100.0%	
	<b>Row %</b>	100.0%	32.1%	-	14.4%	0.1%	8.0%	-	2.4%	2.8%	15.9%	4.7%	-	-	3.7%	14.7%	1.1%	
<b>\$75,000 or more</b>	<b>Total</b>	3741	2584	-	399	3	114	-	-	0	377	-	-	-	94	170	0	
	<b>Column %</b>	25.8%	34.6%	-	30.7%	5.0%	27.9%	-	-	0.0%	16.7%	-	-	-	18.6%	13.0%	0.0%	
	<b>Row %</b>	100.0%	69.1%	-	10.7%	0.1%	3.1%	-	-	0.0%	10.1%	-	-	-	2.5%	4.5%	0.0%	
<b>No answer</b>	<b>Total</b>	28	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Column %</b>	0.2%	0.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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### Wild Bird Seed MDP Purchase & Usage - May 2005 Market Share - Packaging by Age of Purchaser Based on Units Purchased

		+-----Packaged-----+								
		Total Purchases	Bulk - From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total Packaged	No answer	
<b>Total</b>	<b>Total</b>	1009	50	233	570	13	114	931	28	
	<b>Percent</b>	100.0%	4.9%	23.1%	56.5%	1.3%	11.3%	92.3%	2.8%	
<b>Age Of Purchaser - Summary</b>										
<b>Under 24</b>	<b>Total</b>	16	5	-	8	3	-	11	-	
	<b>Column %</b>	1.6%	10.9%	-	1.5%	19.5%	-	1.2%	-	
	<b>Row %</b>	100.0%	33.1%	-	50.9%	16.0%	-	66.9%	-	
<b>25 - 34</b>	<b>Total</b>	103	-	12	74	-	11	97	5	
	<b>Column %</b>	10.2%	-	5.3%	13.0%	-	9.6%	10.5%	18.8%	
	<b>Row %</b>	100.0%	-	12.0%	72.2%	-	10.7%	94.8%	5.2%	
<b>35 - 44</b>	<b>Total</b>	99	12	25	49	-	3	77	10	
	<b>Column %</b>	9.8%	23.7%	10.9%	8.5%	-	2.2%	8.2%	36.4%	
	<b>Row %</b>	100.0%	11.9%	25.7%	49.4%	-	2.6%	77.7%	10.4%	
<b>45 - 54</b>	<b>Total</b>	268	7	69	163	9	17	258	3	
	<b>Column %</b>	26.6%	13.3%	29.7%	28.6%	63.6%	15.3%	27.8%	11.1%	
	<b>Row %</b>	100.0%	2.5%	25.8%	60.9%	3.2%	6.5%	96.4%	1.2%	
<b>55 - 64</b>	<b>Total</b>	297	16	48	143	1	81	272	8	
	<b>Column %</b>	29.4%	32.9%	20.7%	25.1%	4.4%	70.6%	29.3%	28.9%	
	<b>Row %</b>	100.0%	5.5%	16.2%	48.2%	0.2%	27.1%	91.7%	2.7%	
<b>65 &amp; Over</b>	<b>Total</b>	220	10	78	127	1	3	209	1	
	<b>Column %</b>	21.8%	19.2%	33.5%	22.3%	7.4%	2.3%	22.4%	4.7%	
	<b>Row %</b>	100.0%	4.4%	35.5%	57.9%	0.5%	1.2%	95.0%	0.6%	
<b>No answer</b>	<b>Total</b>	6	-	0	6	1	-	6	0	
	<b>Column %</b>	0.6%	-	0.0%	1.0%	5.0%	-	0.7%	0.0%	
	<b>Row %</b>	100.0%	-	0.0%	89.0%	11.0%	-	100.0%	0.0%	

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### Wild Bird Seed MDP Purchase & Usage - May 2005 Market Share - Packaging by Income Based on Units Purchased

		Total Purchases	Bulk - From Bin Or Barrel	Paper Bag	----- Packaged -----			Total Packaged	No answer
					Plastic Bag	Plastic Jug	Plastic Tub		
<b>Total</b>	<b>Total</b>	1009	50	233	570	13	114	931	28
	<b>Percent</b>	100.0%	4.9%	23.1%	56.5%	1.3%	11.3%	92.3%	2.8%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	188	8	43	113	1	6	163	18
	<b>Column %</b>	18.7%	15.3%	18.4%	19.8%	4.4%	5.4%	17.5%	64.7%
	<b>Row %</b>	100.0%	4.0%	22.7%	60.0%	0.3%	3.3%	86.3%	9.6%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	1	47	84	4	3	137	4
	<b>Column %</b>	14.1%	1.5%	20.2%	14.6%	26.9%	2.6%	14.7%	15.8%
	<b>Row %</b>	100.0%	0.5%	33.0%	58.7%	2.6%	2.1%	96.4%	3.1%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	17	41	107	1	29	179	2
	<b>Column %</b>	19.6%	34.6%	17.7%	18.8%	5.0%	25.7%	19.2%	5.6%
	<b>Row %</b>	100.0%	8.7%	20.9%	54.4%	0.3%	14.9%	90.5%	0.8%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	11	58	107	-	73	237	4
	<b>Column %</b>	25.0%	22.0%	24.8%	18.7%	-	64.1%	25.5%	14.0%
	<b>Row %</b>	100.0%	4.3%	22.9%	42.3%	-	29.0%	94.1%	1.6%
<b>\$75,000 or more</b>	<b>Total</b>	223	13	44	157	9	-	210	0
	<b>Column %</b>	22.1%	26.6%	19.0%	27.5%	63.6%	-	22.6%	0.0%
	<b>Row %</b>	100.0%	5.9%	19.9%	70.4%	3.8%	-	94.1%	0.0%
<b>No answer</b>	<b>Total</b>	5	-	-	3	-	3	5	-
	<b>Column %</b>	0.5%	-	-	0.4%	-	2.2%	0.5%	-
	<b>Row %</b>	100.0%	-	-	50.0%	-	50.0%	100.0%	-
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### Wild Bird Seed MDP Purchase & Usage - May 2005 Market Share - How Found Out by Age of Purchaser Based on Units Purchased

		Total Purchases	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer
<b>Total</b>	<b>Total</b>	1009	-	43	435	443	5	15	66
	<b>Percent</b>	100.0%	-	4.3%	43.1%	44.0%	0.5%	1.5%	6.6%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	16	-	5	11	-	-	-	-
	<b>Column %</b>	1.6%	-	12.6%	2.5%	-	-	-	-
	<b>Row %</b>	100.0%	-	33.1%	66.9%	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	103	-	1	68	17	-	12	5
	<b>Column %</b>	10.2%	-	3.2%	15.6%	3.8%	-	78.5%	6.9%
	<b>Row %</b>	100.0%	-	1.3%	66.3%	16.4%	-	11.5%	4.5%
<b>35 - 44</b>	<b>Total</b>	99	-	-	45	44	-	-	10
	<b>Column %</b>	9.8%	-	-	10.3%	9.9%	-	-	15.0%
	<b>Row %</b>	100.0%	-	-	45.4%	44.5%	-	-	10.1%
<b>45 - 54</b>	<b>Total</b>	268	-	2	166	85	-	0	15
	<b>Column %</b>	26.6%	-	3.9%	38.1%	19.2%	-	0.0%	23.3%
	<b>Row %</b>	100.0%	-	0.6%	61.8%	31.8%	-	0.0%	5.8%
<b>55 - 64</b>	<b>Total</b>	297	-	23	87	174	1	3	8
	<b>Column %</b>	29.4%	-	52.6%	19.9%	39.3%	27.2%	21.5%	12.7%
	<b>Row %</b>	100.0%	-	7.6%	29.2%	58.8%	0.5%	1.1%	2.8%
<b>65 &amp; Over</b>	<b>Total</b>	220	-	12	56	123	1	-	28
	<b>Column %</b>	21.8%	-	27.7%	12.8%	27.8%	17.2%	-	42.0%
	<b>Row %</b>	100.0%	-	5.4%	25.4%	56.0%	0.4%	-	12.7%
<b>No answer</b>	<b>Total</b>	6	-	0	3	-	3	-	0
	<b>Column %</b>	0.6%	-	0.0%	0.7%	-	55.6%	-	0.0%
	<b>Row %</b>	100.0%	-	0.0%	51.9%	-	48.1%	-	0.0%

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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - How Found Out by Income**  
**Based on Units Purchased**

		Total Purchases	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer
<b>Total</b>	<b>Total</b>	1009	-	43	435	443	5	15	66
	<b>Percent</b>	100.0%	-	4.3%	43.1%	44.0%	0.5%	1.5%	6.6%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	188	-	5	91	52	-	6	33
	<b>Column %</b>	18.7%	-	12.6%	20.9%	11.8%	-	42.4%	49.6%
	<b>Row %</b>	100.0%	-	2.9%	48.4%	27.8%	-	3.4%	17.5%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	-	8	64	51	4	2	12
	<b>Column %</b>	14.1%	-	18.9%	14.7%	11.6%	82.8%	14.8%	18.2%
	<b>Row %</b>	100.0%	-	5.7%	45.0%	36.0%	3.1%	1.6%	8.5%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	-	11	55	111	1	6	12
	<b>Column %</b>	19.6%	-	26.6%	12.7%	25.0%	17.2%	42.7%	18.4%
	<b>Row %</b>	100.0%	-	5.8%	28.1%	56.2%	0.5%	3.3%	6.2%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	-	5	97	141	-	0	9
	<b>Column %</b>	25.0%	-	11.9%	22.3%	31.8%	-	0.0%	13.9%
	<b>Row %</b>	100.0%	-	2.0%	38.4%	55.9%	-	0.0%	3.7%
<b>\$75,000 or more</b>	<b>Total</b>	223	-	13	128	83	-	-	0
	<b>Column %</b>	22.1%	-	30.0%	29.3%	18.6%	-	-	0.0%
	<b>Row %</b>	100.0%	-	5.8%	57.2%	37.0%	-	-	0.0%
<b>No answer</b>	<b>Total</b>	5	-	-	-	5	-	-	-
	<b>Column %</b>	0.5%	-	-	-	1.2%	-	-	-
	<b>Row %</b>	100.0%	-	-	-	100.0%	-	-	-
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### Wild Bird Seed MDP Purchase & Usage - May 2005 Market Share - Why Purchase Brand by Age of Purchaser Based on Units Purchased

		Total Purchases	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One Available	Other	No answer
<b>Total</b>	<b>Total</b>	1009	205	355	168	45	200	39	12
	<b>Percent</b>	100.0%	20.3%	35.2%	16.7%	4.5%	19.8%	3.9%	1.2%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	16	-	5	6	5	-	-	-
	<b>Column %</b>	1.6%	-	1.5%	3.3%	11.9%	-	-	-
	<b>Row %</b>	100.0%	-	33.1%	33.9%	33.1%	-	-	-
<b>25 - 34</b>	<b>Total</b>	103	30	31	7	5	13	16	-
	<b>Column %</b>	10.2%	14.8%	8.8%	4.0%	11.2%	6.6%	41.7%	-
	<b>Row %</b>	100.0%	29.5%	30.3%	6.6%	5.0%	12.8%	15.8%	-
<b>35 - 44</b>	<b>Total</b>	99	18	40	16	6	14	4	2
	<b>Column %</b>	9.8%	9.0%	11.2%	9.7%	12.7%	6.9%	11.4%	18.5%
	<b>Row %</b>	100.0%	18.7%	40.5%	16.5%	5.9%	14.0%	4.5%	2.3%
<b>45 - 54</b>	<b>Total</b>	268	42	149	42	18	13	15	2
	<b>Column %</b>	26.6%	20.7%	41.9%	24.9%	38.9%	6.6%	38.2%	20.0%
	<b>Row %</b>	100.0%	15.8%	55.4%	15.7%	6.6%	4.9%	5.6%	0.9%
<b>55 - 64</b>	<b>Total</b>	297	51	64	33	10	134	0	4
	<b>Column %</b>	29.4%	24.9%	18.1%	19.7%	23.0%	67.1%	0.0%	35.0%
	<b>Row %</b>	100.0%	17.1%	21.7%	11.2%	3.5%	45.1%	0.0%	1.4%
<b>65 &amp; Over</b>	<b>Total</b>	220	60	65	65	1	26	3	0
	<b>Column %</b>	21.8%	29.2%	18.5%	38.4%	2.2%	12.8%	8.6%	0.0%
	<b>Row %</b>	100.0%	27.2%	29.8%	29.4%	0.5%	11.6%	1.5%	0.0%
<b>No answer</b>	<b>Total</b>	6	3	-	-	-	-	-	3
	<b>Column %</b>	0.6%	1.5%	-	-	-	-	-	26.5%
	<b>Row %</b>	100.0%	48.1%	-	-	-	-	-	51.9%

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### Wild Bird Seed MDP Purchase & Usage - May 2005 Market Share - Why Buy Brand by Income Based on Units Purchased

		Total Purchases	On Sale	Economical Price	Quality Seed	Brand Reputation	Only One Available	Other	No answer
<b>Total</b>	<b>Total</b>	1009	205	355	168	45	200	39	12
	<b>Percent</b>	100.0%	20.3%	35.2%	16.7%	4.5%	19.8%	3.9%	1.2%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	188	56	69	27	10	23	1	2
	<b>Column %</b>	18.7%	27.3%	19.4%	16.2%	21.4%	11.4%	2.9%	20.0%
	<b>Row %</b>	100.0%	29.7%	36.6%	14.5%	5.2%	12.1%	0.6%	1.3%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	32	49	31	1	18	9	2
	<b>Column %</b>	14.1%	15.5%	13.9%	18.4%	2.2%	9.1%	22.1%	18.1%
	<b>Row %</b>	100.0%	22.4%	34.7%	21.8%	0.7%	12.8%	6.1%	1.5%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	52	84	20	8	27	0	6
	<b>Column %</b>	19.6%	25.6%	23.7%	11.6%	17.2%	13.5%	0.0%	52.5%
	<b>Row %</b>	100.0%	26.6%	42.7%	9.9%	4.0%	13.7%	0.0%	3.2%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	32	54	34	12	118	3	1
	<b>Column %</b>	25.0%	15.5%	15.2%	19.9%	27.2%	59.3%	8.6%	9.5%
	<b>Row %</b>	100.0%	12.6%	21.4%	13.3%	4.9%	46.9%	1.3%	0.5%
<b>\$75,000 or more</b>	<b>Total</b>	223	33	98	52	14	13	26	-
	<b>Column %</b>	22.1%	15.9%	27.7%	30.8%	32.0%	6.6%	66.3%	-
	<b>Row %</b>	100.0%	14.6%	44.0%	23.2%	6.5%	5.9%	11.6%	-
<b>No answer</b>	<b>Total</b>	5	-	-	5	-	-	-	-
	<b>Column %</b>	0.5%	-	-	3.0%	-	-	-	-
	<b>Row %</b>	100.0%	-	-	100.0%	-	-	-	-
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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - Outlet by Age of Purchaser**  
**Based on Units Purchased**

		Total Purchases	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	
<b>Total</b>	<b>Total</b>	1009	314	14	63	40	38	103	4	36	143	50	13	177	19	
	<b>Percent</b>	100.0%	31.1%	1.4%	6.3%	3.9%	3.8%	10.2%	0.4%	3.6%	14.1%	4.9%	1.2%	17.6%	1.9%	
<b>Age Of Purchaser - Summary</b>																
<b>Under 24</b>	<b>Total</b>	16	8	-	5	-	-	-	-	3	-	-	-	-	-	-
	<b>Column %</b>	1.6%	2.7%	-	8.6%	-	-	-	-	7.3%	-	-	-	-	-	-
	<b>Row %</b>	100.0%	50.9%	-	33.1%	-	-	-	-	16.0%	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	103	39	6	2	1	6	30	2	-	7	-	-	9	-	
	<b>Column %</b>	10.2%	12.3%	46.9%	3.6%	3.5%	16.2%	28.8%	52.6%	-	4.7%	-	-	5.2%	-	
	<b>Row %</b>	100.0%	37.8%	6.2%	2.2%	1.3%	6.0%	28.8%	2.2%	-	6.5%	-	-	9.0%	-	
<b>35 - 44</b>	<b>Total</b>	99	41	-	11	7	6	2	-	5	16	-	-	10	-	
	<b>Column %</b>	9.8%	13.0%	-	17.7%	18.7%	15.4%	2.0%	-	14.7%	11.5%	-	-	5.4%	-	
	<b>Row %</b>	100.0%	41.4%	-	11.3%	7.5%	5.9%	2.1%	-	5.4%	16.6%	-	-	9.7%	-	
<b>45 - 54</b>	<b>Total</b>	268	106	0	16	3	13	13	-	9	21	45	5	23	13	
	<b>Column %</b>	26.6%	33.7%	0.0%	25.8%	8.6%	34.9%	12.5%	-	26.2%	14.9%	91.4%	38.6%	12.9%	66.9%	
	<b>Row %</b>	100.0%	39.5%	0.0%	6.1%	1.3%	5.0%	4.8%	-	3.5%	7.9%	16.9%	1.8%	8.5%	4.8%	
<b>55 - 64</b>	<b>Total</b>	297	54	-	12	15	6	38	-	5	30	-	5	126	6	
	<b>Column %</b>	29.4%	17.3%	-	19.5%	37.1%	16.2%	36.7%	-	13.4%	20.8%	-	41.8%	71.1%	30.6%	
	<b>Row %</b>	100.0%	18.3%	-	4.1%	5.0%	2.1%	12.7%	-	1.6%	10.0%	-	1.8%	42.5%	2.0%	
<b>65 &amp; Over</b>	<b>Total</b>	220	63	7	13	13	7	21	2	14	69	4	2	10	0	
	<b>Column %</b>	21.8%	20.0%	53.1%	20.1%	32.1%	17.3%	20.1%	47.4%	38.4%	48.2%	8.6%	19.5%	5.4%	2.5%	
	<b>Row %</b>	100.0%	28.5%	3.3%	5.8%	5.8%	3.0%	9.4%	0.9%	6.3%	31.2%	1.9%	1.1%	4.4%	0.2%	

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**Wild Bird Seed MDP Purchase & Usage - May 2005  
Market Share - Outlet by Income  
Based on Units Purchased**

		Total Purchases	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	
<b>Total</b>	<b>Total</b>	1009	314	14	63	40	38	103	4	36	143	50	13	177	19	
	<b>Percent</b>	100.0%	31.1%	1.4%	6.3%	3.9%	3.8%	10.2%	0.4%	3.6%	14.1%	4.9%	1.2%	17.6%	1.9%	
<b>Income - Summary</b>																
<b>Under \$15,000</b>	<b>Total</b>	188	82	-	14	6	7	23	-	11	35	-	0	10	0	
	<b>Column %</b>	18.7%	26.1%	-	22.5%	15.1%	18.1%	22.3%	-	31.6%	24.4%	-	0.0%	5.7%	0.0%	
	<b>Row %</b>	100.0%	43.5%	-	7.5%	3.2%	3.7%	12.2%	-	6.0%	18.5%	-	0.0%	5.4%	0.0%	
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	49	0	19	5	7	8	2	3	12	10	-	26	0	
	<b>Column %</b>	14.1%	15.6%	0.0%	30.1%	13.6%	19.7%	7.6%	52.6%	7.3%	8.7%	19.7%	-	14.6%	2.5%	
	<b>Row %</b>	100.0%	34.5%	0.0%	13.3%	3.8%	5.3%	5.5%	1.6%	1.8%	8.7%	6.9%	-	18.2%	0.3%	
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	74	6	7	5	16	13	-	11	45	2	1	18	-	
	<b>Column %</b>	19.6%	23.4%	46.9%	10.7%	12.9%	42.6%	12.8%	-	29.3%	31.2%	3.8%	10.0%	10.3%	-	
	<b>Row %</b>	100.0%	37.2%	3.2%	3.4%	2.6%	8.2%	6.6%	-	5.3%	22.5%	1.0%	0.6%	9.2%	-	
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	86	-	14	13	3	8	2	2	12	-	4	106	6	
	<b>Column %</b>	25.0%	27.4%	-	22.0%	32.0%	9.0%	7.7%	47.4%	5.6%	8.7%	-	31.8%	59.7%	30.6%	
	<b>Row %</b>	100.0%	34.1%	-	5.5%	5.0%	1.4%	3.1%	0.8%	0.8%	4.9%	-	1.6%	42.0%	2.3%	
<b>\$75,000 or more</b>	<b>Total</b>	223	18	7	9	11	4	51	-	9	38	38	7	17	13	
	<b>Column %</b>	22.1%	5.8%	53.1%	14.7%	26.4%	10.7%	49.8%	-	26.2%	27.0%	76.5%	58.2%	9.6%	66.9%	
	<b>Row %</b>	100.0%	8.2%	3.2%	4.1%	4.7%	1.8%	22.8%	-	4.2%	17.2%	17.0%	3.3%	7.7%	5.8%	
<b>No answer</b>	<b>Total</b>	5	5	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Column %</b>	0.5%	1.6%	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	

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**Wild Bird Seed MDP Purchase & Usage - May 2005  
Market Share - Sex of Purchaser by Age of Purchaser  
Based on Units Purchased**

		Total Purchases	Male	Female	No answer
<b>Total</b>	<b>Total</b>	1009	303	702	3
	<b>Percent</b>	100.0%	30.0%	69.6%	0.3%
<b>Age Of Purchaser - Summary</b>					
<b>Under 24</b>	<b>Total</b>	16	13	3	-
	<b>Column %</b>	1.6%	4.4%	0.4%	-
	<b>Row %</b>	100.0%	82.2%	17.8%	-
<b>25 - 34</b>	<b>Total</b>	103	3	100	-
	<b>Column %</b>	10.2%	0.8%	14.2%	-
	<b>Row %</b>	100.0%	2.5%	97.5%	-
<b>35 - 44</b>	<b>Total</b>	99	15	83	-
	<b>Column %</b>	9.8%	5.1%	11.8%	-
	<b>Row %</b>	100.0%	15.7%	84.3%	-
<b>45 - 54</b>	<b>Total</b>	268	59	209	-
	<b>Column %</b>	26.6%	19.6%	29.7%	-
	<b>Row %</b>	100.0%	22.1%	77.9%	-
<b>55 - 64</b>	<b>Total</b>	297	150	147	-
	<b>Column %</b>	29.4%	49.6%	20.9%	-
	<b>Row %</b>	100.0%	50.6%	49.4%	-
<b>65 &amp; Over</b>	<b>Total</b>	220	62	158	-
	<b>Column %</b>	21.8%	20.4%	22.5%	-
	<b>Row %</b>	100.0%	28.1%	71.9%	-
<b>No answer</b>	<b>Total</b>	6	-	3	3
	<b>Column %</b>	0.6%	-	0.4%	100.0%
	<b>Row %</b>	100.0%	-	48.1%	51.9%

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**Wild Bird Seed MDP Purchase & Usage - May 2005  
Market Share - Sex of Purchaser by Income  
Based on Units Purchased**

		Total Purchases	Male	Female	No answer
<b>Total</b>	<b>Total Percent</b>	1009 100.0%	303 30.0%	702 69.6%	3 0.3%
<b>Income - Summary</b>					
<b>Under \$15,000</b>	<b>Total</b>	188	37	151	-
	<b>Column %</b>	18.7%	12.2%	21.6%	-
	<b>Row %</b>	100.0%	19.6%	80.4%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	142	21	121	-
	<b>Column %</b>	14.1%	6.9%	17.3%	-
	<b>Row %</b>	100.0%	14.6%	85.4%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	197	57	137	3
	<b>Column %</b>	19.6%	18.9%	19.5%	100.0%
	<b>Row %</b>	100.0%	29.0%	69.4%	1.6%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	252	121	132	0
	<b>Column %</b>	25.0%	39.8%	18.7%	0.0%
	<b>Row %</b>	100.0%	47.8%	52.2%	0.0%
<b>\$75,000 or more</b>	<b>Total</b>	223	67	156	-
	<b>Column %</b>	22.1%	22.3%	22.2%	-
	<b>Row %</b>	100.0%	30.2%	69.8%	-
<b>No answer</b>	<b>Total</b>	5	-	5	-
	<b>Column %</b>	0.5%	-	0.7%	-
	<b>Row %</b>	100.0%	-	100.0%	-
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**Wild Bird Seed MDP Purchase & Usage - May 2005**  
**Market Share - How Many Pounds Purchased a Year by Income**  
**Based on Households Answering**

		Total Purchases	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.
<b>Total</b>	<b>Total</b>	629	97	54	83	42	119	39	81	47	11	21	36
	<b>Percent</b>	100.0%	15.5%	8.7%	13.1%	6.6%	18.9%	6.2%	12.9%	7.4%	1.8%	3.3%	5.7%
<b>Income - Summary</b>													
<b>Under \$15,000</b>	<b>Total</b>	128	38	9	19	5	9	11	13	4	0	6	13
	<b>Column %</b>	20.3%	38.8%	17.1%	22.8%	12.3%	7.7%	29.1%	15.9%	9.0%	3.5%	27.8%	36.9%
	<b>Row %</b>	100.0%	29.5%	7.3%	14.7%	4.0%	7.1%	8.9%	10.0%	3.3%	0.3%	4.6%	10.3%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	82	9	7	10	2	14	5	14	9	-	5	7
	<b>Column %</b>	13.1%	9.1%	13.1%	11.5%	4.1%	12.2%	12.0%	17.7%	19.1%	-	25.9%	19.9%
	<b>Row %</b>	100.0%	10.8%	8.7%	11.6%	2.1%	17.6%	5.7%	17.4%	10.9%	-	6.6%	8.6%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	140	17	25	8	16	28	6	12	13	2	3	9
	<b>Column %</b>	22.3%	17.5%	46.3%	9.6%	39.2%	23.6%	16.4%	14.5%	28.5%	17.2%	15.2%	25.3%
	<b>Row %</b>	100.0%	12.2%	18.0%	5.7%	11.7%	20.0%	4.6%	8.4%	9.5%	1.4%	2.3%	6.4%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	136	11	6	28	12	31	13	13	16	2	4	-
	<b>Column %</b>	21.6%	11.7%	10.8%	34.4%	29.3%	25.8%	33.3%	16.0%	34.3%	17.5%	17.5%	-
	<b>Row %</b>	100.0%	8.4%	4.3%	20.9%	9.0%	22.5%	9.5%	9.5%	11.8%	1.4%	2.7%	-
<b>\$75,000 or more</b>	<b>Total</b>	138	22	7	18	1	36	4	29	4	7	3	6
	<b>Column %</b>	21.9%	22.8%	12.7%	21.7%	2.9%	30.7%	9.2%	35.9%	9.1%	61.8%	13.5%	17.9%
	<b>Row %</b>	100.0%	16.1%	5.0%	13.0%	0.9%	26.5%	2.6%	21.1%	3.1%	5.0%	2.1%	4.6%
<b>No answer</b>	<b>Total</b>	5	-	-	-	5	-	-	-	-	-	-	-
	<b>Column %</b>	0.8%	-	-	-	12.2%	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	-	-	-	100.0%	-	-	-	-	-	-	-

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