

Wild Bird Seed MDP Purchase & Usage - May 2006

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Wild Bird Seed MDP Purchase & Usage - May 2006

Market Share Measures by Income

		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
Total	Total Avg/H'hold	444	693 1.56	11812 26.60	3783 8.52	537 1.21	504	11812 23.44	430	77991 181.37	11679	3551 0.30	635	11812 18.60
Income - Summary														
Under \$15,000	Total	84	122	3163	814	106	102	3163	73	13933	3163	786	113	3163
	Avg/H'hold		1.15	29.83	7.67	1.26		30.90		190.42		7.68		39.05
	Percent	18.9%	17.6%	26.8%	21.5%	19.7%	20.3%	26.8%	17.0%	17.9%	27.1%	22.1%	17.8%	26.8%
\$15,000 - \$24,999	Total	57	95	1784	586	65	59	1784	48	9324	1723	579	90	1784
	Avg/H'hold		1.46	27.32	8.97	1.14		30.21		192.85		9.81		32.74
	Percent	12.8%	13.7%	15.1%	15.5%	12.1%	11.7%	15.1%	11.2%	12.0%	14.8%	16.3%	14.1%	15.1%
\$25,000 - \$39,999	Total	72	106	1368	574	93	90	1368	71	11062	1368	541	92	1368
	Avg/H'hold		1.14	14.69	6.16	1.29		15.25		156.52		6.03		16.89
	Percent	16.2%	15.3%	11.6%	15.2%	17.3%	17.8%	11.6%	16.4%	14.2%	11.7%	15.2%	14.5%	11.6%
\$40,000 - \$74,999	Total	121	180	2457	790	142	136	2457	119	25792	2457	755	168	2457
	Avg/H'hold		1.27	17.30	5.57	1.17		18.09		216.16		5.56		20.88
	Percent	27.3%	26.0%	20.8%	20.9%	26.4%	26.9%	20.8%	27.7%	33.1%	21.0%	21.3%	26.5%	20.8%
\$75,000 or more	Total	99	175	2784	959	119	111	2784	111	15736	2712	839	167	2784
	Avg/H'hold		1.47	23.40	8.06	1.20		25.19		142.32		7.59		24.46
	Percent	22.3%	25.3%	23.6%	25.4%	22.2%	21.9%	23.6%	25.7%	20.2%	23.2%	23.6%	26.3%	23.6%
No answer	Total	11	15	256	60	11	7	256	8	2143	256	51	5	256
	Avg/H'hold		1.27	22.34	5.22	1.00		38.04		257.83		7.57		30.81
	Percent	2.5%	2.2%	2.2%	1.6%	2.0%	1.3%	2.2%	1.9%	2.7%	2.2%	1.4%	0.8%	2.2%
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Market Share Measures by Density

		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
Total	Total Avg/H'hold	444	693 1.56	11812 26.60	3783 8.52	537 1.21	504	11812 23.44	430	77991 181.37	11679	3551 0.30	635	11812 18.60
Density														
Urban	Total Avg/H'hold	86	131 1.27	2048 19.85	656 6.36	103 1.20	99	2048 20.74	78	14133 182.10	2048	603 6.11	127	2048 21.64
	Percent	19.4%	18.9%	17.3%	17.3%	19.2%	19.6%	17.3%	18.0%	18.1%	17.5%	17.0%	20.0%	17.3%
Suburban	Total Avg/H'hold	196	295 1.27	5462 23.58	1608 6.94	0 0.00	215	5462 25.46	186	34630 185.72	5330	1498 6.98	274	5462 28.12
	Percent	44.1%	42.6%	46.2%	42.5%	0.1%	42.5%	46.2%	43.3%	44.4%	45.6%	42.2%	43.2%	46.2%
Rural	Total Avg/H'hold	137	244 1.38	4124 23.36	1415 8.02	0 0.00	165	4124 24.94	144	27596 191.81	4124	1347 8.15	211	4124 27.38
	Percent	30.9%	35.2%	34.9%	37.4%	0.0%	32.8%	34.9%	33.4%	35.4%	35.3%	37.9%	33.3%	34.9%
No answer	Total Avg/H'hold	26	23 0.88	177 6.92	104 4.05	0 0.00	26	177 6.92	22	1631 72.66	177	104 4.05	23	177 10.56
	Percent	5.9%	3.3%	1.5%	2.7%	0.0%	5.1%	1.5%	5.2%	2.1%	1.5%	2.9%	3.6%	1.5%

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Wild Bird Seed MDP Purchase & Usage - May 2006

Market Share Measures by Family Size

		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
Total	Total Avg/H'hold	444	693 1.56	11812 26.60	3783 8.52	537 1.21	504	11812 23.44	430	77991 181.37	11679	3551 0.30	635	11812 18.60
Size Of Family														
One Person	Total Avg/H'hold	124	186 1.11	4166 24.91	1030 6.16	167 1.35	162	4166 25.78	116	24865 214.91	4109	1024 6.34	181	4166 34.54
	Percent	27.9%	26.8%	35.3%	27.2%	31.1%	32.0%	35.3%	26.9%	31.9%	35.2%	28.8%	28.5%	35.3%
Two people	Total Avg/H'hold	183	317 1.51	5402 25.79	1845 8.81	210 1.15	197	5402 27.44	179	33361 186.72	5399	1714 8.71	284	5402 29.26
	Percent	41.2%	45.7%	45.7%	48.8%	39.1%	39.0%	45.7%	41.5%	42.8%	46.2%	48.3%	44.7%	45.7%
Three people	Total Avg/H'hold	59	87 1.21	1247 17.40	530 7.40	72 1.22	67	1247 18.71	70	12298 176.34	1174	476 7.14	81	1247 17.55
	Percent	13.3%	12.6%	10.6%	14.0%	13.4%	13.2%	10.6%	16.2%	15.8%	10.1%	13.4%	12.8%	10.6%
Four people	Total Avg/H'hold	48	58 1.09	491 9.23	175 3.29	53 1.10	46	491 10.76	41	4224 103.61	491	163 3.58	48	491 10.11
	Percent	10.8%	8.4%	4.2%	4.6%	9.9%	9.0%	4.2%	9.5%	5.4%	4.2%	4.6%	7.5%	4.2%
Five people	Total Avg/H'hold	16	23 1.12	297 14.57	131 6.42	20 1.25	19	297 16.02	16	2435 150.52	297	101 5.47	19	297 16.88
	Percent	3.6%	3.3%	2.5%	3.5%	3.7%	3.7%	2.5%	3.8%	3.1%	2.5%	2.9%	3.0%	2.5%
Six or more people	Total Avg/H'hold	15	22 1.47	209 13.98	72 4.83	15 1.00	15	209 13.98	9	806 86.35	209	72 4.83	22	209 15.11
	Percent	3.4%	3.2%	1.8%	1.9%	2.8%	3.0%	1.8%	2.2%	1.0%	1.8%	2.0%	3.5%	1.8%
No answer	Total Avg/H'hold	-	-	-	-	-	-	-	-	-	-	-	-	-
	Percent	-	-	-	-	-	-	-	-	-	-	-	-	-
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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
Total	Total Avg/H'hold	444	693 1.56	11812 26.60	3783 8.52	537 1.21	504	11812 23.44	430	77991 181.37	11679	3551 0.30	635	11812 18.60
Education														
Elementary	Total Avg/H'hold Percent	4 0.9%	4 0.6%	60 0.5%	8 0.2%	4 0.7%	4 0.9%	60 0.5%	3 0.7%	31 0.0%	3 0.0%	8 0.2%	4 0.7%	60 0.5%
High school	Total Avg/H'hold Percent	178 40.1%	258 37.2%	3859 32.7%	1283 33.9%	218 40.6%	203 40.2%	3859 32.7%	167 38.8%	26281 33.7%	3787 32.4%	1208 34.0%	249 39.2%	3859 32.7%
College	Total Avg/H'hold Percent	255 57.4%	425 61.3%	7733 65.5%	2460 65.0%	308 57.4%	291 57.7%	7733 65.5%	258 59.9%	50383 64.6%	7730 66.2%	2304 64.9%	377 59.4%	7733 65.5%
No answer	Total Avg/H'hold Percent	6 1.4%	4 0.6%	159 1.3%	32 0.8%	6 1.1%	6 1.2%	159 1.3%	3 0.7%	1296 459.57	159 1.4%	32 0.9%	4 0.7%	159 1.3%

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		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
Total	Total Avg/H'hold	444	693 1.56	11812 26.60	3783 8.52	537 1.21	504	11812 23.44	430	77991 181.37	11679	3551 0.30	635	11812 18.60
Region														
New England	Total Avg/H'hold	36	37 1.00	617 16.54	245 6.57	37 1.03	36	617 17.03	30	6024 198.43	617	244 6.73	36	617 18.41
	Percent	8.1%	5.3%	5.2%	6.5%	6.9%	7.2%	5.2%	7.1%	7.7%	5.3%	6.9%	5.7%	5.2%
Middle Atlantic	Total Avg/H'hold	62	119 1.35	1376 15.60	456 5.16	88 1.42	85	1376 16.16	65	10271 157.77	1304	426 5.00	108	1376 17.27
	Percent	14.0%	17.2%	11.6%	12.1%	16.4%	16.9%	11.7%	15.1%	13.2%	11.2%	12.0%	17.1%	11.7%
East North Central	Total Avg/H'hold	80	119 1.23	3443 35.68	961 9.96	96 1.20	91	3443 37.90	85	19036 223.69	3383	889 9.79	111	3443 43.80
	Percent	18.0%	17.2%	29.1%	25.4%	17.9%	18.0%	29.2%	19.8%	24.4%	29.0%	25.0%	17.6%	29.2%
West North Central	Total Avg/H'hold	38	56 1.14	726 14.82	310 6.32	49 1.29	47	726 15.40	43	6953 163.15	726	280 5.95	52	726 16.43
	Percent	8.6%	8.1%	6.1%	8.2%	9.1%	9.4%	6.1%	9.9%	8.9%	6.2%	7.9%	8.2%	6.1%
South Atlantic	Total Avg/H'hold	74	113 1.34	2148 25.44	588 6.96	84 1.14	81	2148 26.42	67	11281 168.95	2148	582 7.16	105	2148 31.79
	Percent	16.7%	16.3%	18.2%	15.5%	15.6%	16.1%	18.2%	15.5%	14.5%	18.4%	16.4%	16.5%	18.2%
East South Central	Total Avg/H'hold	24	22 0.90	374 15.41	139 5.71	24 1.00	21	374 17.59	24	3542 146.05	374	139 6.52	22	374 23.64
	Percent	5.4%	3.2%	3.2%	3.7%	4.5%	4.2%	3.2%	5.6%	4.5%	3.2%	3.9%	3.4%	3.2%
West South Central	Total Avg/H'hold	58	102 1.33	1398 18.28	514 6.72	76 1.31	68	1398 20.68	61	8585 140.53	1398	473 6.99	80	1398 21.49
	Percent	13.1%	14.7%	11.8%	13.6%	14.2%	13.4%	11.8%	14.2%	11.0%	12.0%	13.3%	12.6%	11.8%
Mountain	Total Avg/H'hold	29	46 1.31	563 16.20	223 6.41	35 1.21	29	563 19.60	26	7514 287.77	563	170 5.92	41	563 18.25
	Percent	6.5%	6.6%	4.8%	5.9%	6.5%	5.7%	4.8%	6.1%	9.6%	4.8%	4.8%	6.5%	4.8%
Pacific	Total Avg/H'hold	42	79 1.72	1165 25.38	348 7.58	46 1.10	46	1165 25.38	29	4785 165.00	1165	348 7.58	79	1165 28.47
	Percent	9.5%	11.4%	9.9%	9.2%	8.6%	9.1%	9.9%	6.7%	6.1%	10.0%	9.8%	12.4%	9.9%
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Market Share Measures by Age 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
Total	Total Avg/Purchaser	537	693	11812	3783	537	504	11812	430	77991	11679	3551	635	11812
			1.29	22.00	7.04	1.00		23.44		181.37		0.30		18.60
Age Of Purchaser - Summary														
Under 24	Total Avg/Purchaser Percent	5	5	26	19	5	5	26	5	54	26	19	5	26
		0.9%	0.7%	0.2%	0.5%	0.9%	1.1%	0.2%	1.3%	0.1%	0.2%	0.5%	0.8%	0.2%
25 - 34	Total Avg/Purchaser Percent	45	46	357	173	45	45	357	39	2008	357	173	46	357
		8.4%	6.6%	3.0%	4.6%	8.4%	8.9%	3.0%	9.2%	2.6%	3.1%	4.9%	7.3%	3.0%
35 - 44	Total Avg/Purchaser Percent	79	111	1164	425	79	73	1164	67	7458	1160	414	100	1164
		14.7%	16.0%	9.9%	11.2%	14.7%	14.5%	9.9%	15.5%	9.6%	9.9%	11.7%	15.8%	9.9%
45 - 54	Total Avg/Purchaser Percent	144	144	2010	759	144	126	2010	116	22552	1938	649	116	2010
		26.8%	20.8%	17.0%	20.1%	26.8%	25.0%	17.0%	27.0%	28.9%	16.6%	18.3%	18.2%	17.0%
55 - 64	Total Avg/Purchaser Percent	105	175	2864	1047	105	97	2864	88	19909	2864	937	157	2864
		19.6%	25.3%	24.2%	27.7%	19.6%	19.3%	24.2%	20.4%	25.5%	24.5%	26.4%	24.8%	24.2%
65 & Over	Total Avg/Purchaser Percent	145	202	5247	1319	145	145	5247	107	25338	5190	1319	202	5247
		27.0%	29.1%	44.4%	34.9%	27.0%	28.8%	36.09	24.9%	32.5%	44.4%	37.1%	31.7%	44.4%
No answer	Total Avg/Purchaser Percent	13	9	144	41	13	12	144	7	672	144	40	8	144
		2.4%	1.3%	1.2%	1.1%	2.4%	2.4%	11.97	1.7%	0.9%	1.2%	1.1%	1.3%	1.2%
Roy Morgan International														

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Wild Bird Seed MDP Purchase & Usage - May 2006

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
Total	Total Avg/Purchaser	537	693	11812	3783	537	504	11812	430	77991	11679	3551	635	11812
			1.29	22.00	7.04	1.00		23.44		181.37		0.30		18.60
Sex Of Purchaser														
Male	Total Avg/Purchaser Percent	141	158	2494	912	141	137	2494	136	19054	2490	883	154	2494
		26.3%	22.8%	21.1%	24.1%	26.3%	27.1%	21.1%	31.5%	24.4%	21.3%	24.9%	24.3%	21.1%
			1.12	17.63	6.45	1.00		18.26		140.35		6.46		23.14
Female	Total Avg/Purchaser Percent	388	532	9264	2856	388	361	9264	293	58735	9134	2655	479	9264
		72.3%	76.8%	78.4%	75.5%	72.3%	71.6%	78.4%	68.0%	75.3%	78.2%	74.8%	75.5%	78.4%
			1.37	23.88	7.36	1.00		25.65		200.72		7.35		26.77
No answer	Total Avg/Purchaser Percent	8	2	54	15	8	7	54	2	202	54	13	1	54
		1.5%	0.3%	0.5%	0.4%	1.5%	1.3%	0.5%	0.5%	0.3%	0.5%	0.4%	0.2%	0.5%
			0.32	7.14	1.91	1.00		8.33		100.00		2.06		22.20
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Wild Bird Seed MDP Purchase & Usage - May 2006
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 Bells/Cakes	Bird-Specific Mix	Other	No answer	
Total	Total	693	333	2	72	5	33	-	6	46	78	2	3	3	28	81	1	
	Percent	100.0%	48.1%	0.3%	10.5%	0.7%	4.7%	-	0.8%	6.6%	11.3%	0.3%	0.4%	0.4%	4.1%	11.6%	0.2%	
Age Of Purchaser - Summary																		
Under 24	Total	5	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	
	Column %	0.8%	-	-	-	-	-	-	-	-	-	-	-	-	8.3%	3.8%	-	
	Row %	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	43.4%	56.6%	-	
25 - 34	Total	46	34	0	-	-	-	-	-	4	5	-	-	3	-	-	-	
	Column %	6.7%	10.3%	0.0%	-	-	-	-	-	8.3%	6.3%	-	-	100.0%	-	-	-	
	Row %	100.0%	74.4%	0.0%	-	-	-	-	-	8.2%	10.7%	-	-	6.6%	-	-	-	
35 - 44	Total	111	59	2	11	-	3	-	-	6	3	-	-	-	12	15	-	
	Column %	16.0%	17.7%	100.0%	14.7%	-	10.6%	-	-	14.0%	4.1%	-	-	-	41.0%	18.1%	-	
	Row %	100.0%	53.1%	1.9%	9.6%	-	3.1%	-	-	5.8%	2.9%	-	-	-	10.5%	13.2%	-	
45 - 54	Total	144	68	-	29	2	11	-	0	22	3	-	-	-	4	4	0	
	Column %	20.7%	20.6%	-	40.0%	48.5%	33.8%	-	0.0%	47.0%	3.9%	-	-	-	13.9%	5.4%	0.0%	
	Row %	100.0%	47.7%	-	20.2%	1.6%	7.7%	-	0.0%	15.0%	2.1%	-	-	-	2.7%	3.0%	0.0%	
55 - 64	Total	175	61	-	7	2	10	-	4	11	44	-	3	-	1	31	-	
	Column %	25.3%	18.4%	-	9.9%	51.5%	32.2%	-	71.1%	25.0%	56.0%	-	100.0%	-	3.5%	38.4%	-	
	Row %	100.0%	35.0%	-	4.1%	1.4%	6.0%	-	2.3%	6.5%	25.0%	-	1.5%	-	0.6%	17.6%	-	
65 & Over	Total	202	103	-	26	-	8	-	2	3	23	2	-	-	8	26	1	
	Column %	29.1%	30.9%	-	35.5%	-	23.4%	-	28.9%	5.7%	29.6%	100.0%	-	-	29.5%	32.6%	100.0%	
	Row %	100.0%	51.0%	-	12.8%	-	3.8%	-	0.8%	1.3%	11.5%	1.0%	-	-	4.1%	13.1%	0.7%	
No answer	Total	9	7	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	Column %	1.3%	2.1%	-	-	-	-	-	-	-	-	-	-	-	3.9%	1.7%	-	
	Row %	100.0%	73.8%	-	-	-	-	-	-	-	-	-	-	-	11.7%	14.6%	-	

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Wild Bird Seed MDP Purchase & Usage - May 2006
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	
Total	Total	693	333	2	72	5	33	-	6	46	78	2	3	3	28	81	1	
	Percent	100.0%	48.1%	0.3%	10.5%	0.7%	4.7%	-	0.8%	6.6%	11.3%	0.3%	0.4%	0.4%	4.1%	11.6%	0.2%	
Income - Summary																		
Under \$15,000	Total	122	79	0	4	-	8	-	2	-	15	2	-	-	6	6	-	
	Column %	17.6%	23.7%	0.0%	5.6%	-	25.1%	-	28.9%	-	19.2%	100.0%	-	-	21.6%	7.4%	-	
	Row %	100.0%	64.7%	0.0%	3.4%	-	6.7%	-	1.4%	-	12.3%	1.7%	-	-	5.0%	4.9%	-	
\$15,000 - \$24,999	Total	95	20	-	9	2	3	-	-	14	23	-	-	-	4	21	0	
	Column %	13.8%	6.0%	-	12.2%	51.5%	8.8%	-	-	29.8%	29.5%	-	-	-	12.6%	26.1%	0.0%	
	Row %	100.0%	20.8%	-	9.2%	2.6%	3.0%	-	-	14.3%	24.2%	-	-	-	3.7%	22.0%	0.0%	
\$25,000 - \$39,999	Total	106	41	-	13	2	2	-	4	10	14	-	1	3	4	9	1	
	Column %	15.3%	12.3%	-	17.4%	48.5%	5.8%	-	71.1%	22.8%	18.2%	-	50.9%	100.0%	14.7%	11.6%	100.0%	
	Row %	100.0%	38.7%	-	11.9%	2.2%	1.8%	-	3.9%	9.9%	13.5%	-	1.3%	2.9%	3.9%	8.9%	1.3%	
\$40,000 - \$74,999	Total	180	102	2	16	-	5	-	0	22	22	-	1	-	7	1	-	
	Column %	25.9%	30.7%	100.0%	22.1%	-	15.9%	-	0.0%	47.3%	28.5%	-	49.1%	-	26.3%	1.6%	-	
	Row %	100.0%	56.9%	1.2%	8.9%	-	2.9%	-	0.0%	12.0%	12.4%	-	0.7%	-	4.1%	0.7%	-	
\$75,000 or more	Total	175	91	-	31	-	14	-	-	-	2	-	-	-	7	30	-	
	Column %	25.3%	27.3%	-	42.7%	-	44.4%	-	-	-	2.0%	-	-	-	24.8%	37.7%	-	
	Row %	100.0%	51.9%	-	17.7%	-	8.2%	-	-	-	0.9%	-	-	-	4.0%	17.3%	-	
No answer	Total	15	-	-	-	-	-	-	-	-	2	-	-	-	-	13	-	
	Column %	2.1%	-	-	-	-	-	-	-	-	2.6%	-	-	-	-	15.6%	-	
	Row %	100.0%	-	-	-	-	-	-	-	-	14.0%	-	-	-	-	86.0%	-	

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Wild Bird Seed MDP Purchase & Usage - May 2006
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	
Total	Total	11812	6448	6	1355	1	273	-	42	24	2092	40	75	3	451	967	34	
	Percent	100.0%	54.6%	0.1%	11.5%	0.0%	2.3%	-	0.4%	0.2%	17.7%	0.3%	0.6%	0.0%	3.8%	8.2%	0.3%	
Age Of Purchaser - Summary																		
Under 24	Total	26	-	-	-	-	-	-	-	-	-	-	-	-	23	3	-	
	Column %	0.2%	-	-	-	-	-	-	-	-	-	-	-	-	5.2%	0.3%	-	
	Row %	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	88.5%	11.5%	-	
25 - 34	Total	357	254	0	-	-	-	-	4	4	96	-	-	3	-	-	-	
	Column %	3.0%	3.9%	0.0%	-	-	-	-	15.7%	15.7%	4.6%	-	-	100.0%	-	-	-	
	Row %	100.0%	71.2%	0.0%	-	-	-	-	1.1%	1.1%	26.8%	-	-	0.9%	-	-	-	
35 - 44	Total	1164	822	6	124	-	34	-	6	6	51	-	-	-	108	12	-	
	Column %	9.9%	12.8%	100.0%	9.1%	-	12.6%	-	26.4%	26.4%	2.4%	-	-	-	24.0%	1.2%	-	
	Row %	100.0%	70.7%	0.5%	10.6%	-	3.0%	-	0.5%	0.5%	4.3%	-	-	-	9.3%	1.0%	-	
45 - 54	Total	2010	1307	-	501	0	70	-	0	0	60	-	-	-	29	44	0	
	Column %	17.0%	20.3%	-	37.0%	0.0%	25.5%	-	0.0%	0.0%	2.9%	-	-	-	6.3%	4.6%	0.0%	
	Row %	100.0%	65.0%	-	24.9%	0.0%	3.5%	-	0.0%	0.0%	3.0%	-	-	-	1.4%	2.2%	0.0%	
55 - 64	Total	2864	1128	-	157	1	48	-	34	11	1069	-	75	-	5	336	-	
	Column %	24.2%	17.5%	-	11.6%	100.0%	17.7%	-	80.4%	47.2%	51.1%	-	100.0%	-	1.1%	34.8%	-	
	Row %	100.0%	39.4%	-	5.5%	0.0%	1.7%	-	1.2%	0.4%	37.3%	-	2.6%	-	0.2%	11.7%	-	
65 & Over	Total	5247	2848	-	573	-	120	-	8	3	817	40	-	-	285	518	34	
	Column %	44.4%	44.2%	-	42.3%	-	44.2%	-	19.6%	10.7%	39.1%	100.0%	-	-	63.3%	53.5%	100.0%	
	Row %	100.0%	54.3%	-	10.9%	-	2.3%	-	0.2%	0.0%	15.6%	0.8%	-	-	5.4%	9.9%	0.6%	
No answer	Total	144	89	-	-	-	-	-	-	-	-	-	-	-	0	54	-	
	Column %	1.2%	1.4%	-	-	-	-	-	-	-	-	-	-	-	0.0%	5.6%	-	
	Row %	100.0%	62.1%	-	-	-	-	-	-	-	-	-	-	-	0.0%	37.9%	-	

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Wild Bird Seed MDP Purchase & Usage - May 2006
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	
Total	Total	11812	6448	6	1355	1	273	-	42	24	2092	40	75	3	451	967	34	
	Percent	100.0%	54.6%	0.1%	11.5%	0.0%	2.3%	-	0.4%	0.2%	17.7%	0.3%	0.6%	0.0%	3.8%	8.2%	0.3%	
Income - Summary																		
Under \$15,000	Total	3163	2512	0	75	-	80	-	8	-	275	40	-	-	87	84	-	
	Column %	26.8%	39.0%	0.0%	5.6%	-	29.4%	-	19.6%	-	13.1%	100.0%	-	-	19.4%	8.7%	-	
	Row %	100.0%	79.4%	0.0%	2.4%	-	2.5%	-	0.3%	-	8.7%	1.3%	-	-	2.8%	2.7%	-	
\$15,000 - \$24,999	Total	1784	357	-	180	1	64	-	-	10	938	-	-	-	47	187	0	
	Column %	15.1%	5.5%	-	13.3%	100.0%	23.5%	-	-	43.1%	44.8%	-	-	-	10.3%	19.3%	0.0%	
	Row %	100.0%	20.0%	-	10.1%	0.1%	3.6%	-	-	0.6%	52.6%	-	-	-	2.6%	10.5%	0.0%	
\$25,000 - \$39,999	Total	1368	634	-	132	0	20	-	34	0	252	-	68	3	21	169	34	
	Column %	11.6%	9.8%	-	9.8%	0.0%	7.4%	-	80.4%	0.0%	12.0%	-	91.2%	100.0%	4.8%	17.5%	100.0%	
	Row %	100.0%	46.4%	-	9.7%	0.0%	1.5%	-	2.5%	0.0%	18.4%	-	5.0%	0.2%	1.6%	12.4%	2.5%	
\$40,000 - \$74,999	Total	2457	1566	6	326	-	52	-	0	14	449	52	7	-	24	13	-	
	Column %	20.8%	24.3%	100.0%	24.1%	-	18.9%	-	0.0%	56.9%	21.4%	-	8.8%	-	5.4%	1.4%	-	
	Row %	100.0%	63.7%	0.3%	13.3%	-	2.1%	-	0.0%	0.6%	18.3%	-	0.3%	-	1.0%	0.5%	-	
\$75,000 or more	Total	2784	1379	-	641	-	57	-	-	-	76	-	-	-	271	360	-	
	Column %	23.6%	21.4%	-	47.3%	-	20.9%	-	-	-	3.7%	-	-	-	60.1%	37.2%	-	
	Row %	100.0%	49.5%	-	23.0%	-	2.0%	-	-	-	2.7%	-	-	-	9.7%	12.9%	-	
No answer	Total	256	-	-	-	-	-	-	-	-	102	-	-	-	-	154	-	
	Column %	2.2%	-	-	-	-	-	-	-	-	4.9%	-	-	-	-	15.9%	-	
	Row %	100.0%	-	-	-	-	-	-	-	-	39.8%	-	-	-	-	60.2%	-	

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Wild Bird Seed MDP Purchase & Usage - May 2006

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
Total	Total	693	13	170	458	6	22	655	25
	Percent	100.0%	1.8%	24.5%	66.1%	0.8%	3.2%	94.6%	3.5%
Age Of Purchaser - Summary									
Under 24	Total	5	-	-	5	-	-	5	-
	Column %	0.8%	-	-	1.2%	-	-	0.8%	-
	Row %	100.0%	-	-	100.0%	-	-	100.0%	-
25 - 34	Total	46	-	8	34	-	4	46	-
	Column %	6.7%	-	4.8%	7.5%	-	17.2%	7.1%	-
	Row %	100.0%	-	17.6%	74.2%	-	8.2%	100.0%	-
35 - 44	Total	111	2	12	90	-	-	102	6
	Column %	16.0%	19.0%	7.3%	19.6%	-	-	15.6%	26.0%
	Row %	100.0%	2.1%	11.2%	80.9%	-	-	92.1%	5.8%
45 - 54	Total	144	5	40	75	2	10	128	11
	Column %	20.7%	40.4%	23.7%	16.3%	39.5%	47.3%	19.5%	45.1%
	Row %	100.0%	3.5%	28.0%	51.9%	1.6%	7.3%	88.8%	7.7%
55 - 64	Total	175	1	49	113	-	8	169	5
	Column %	25.3%	5.1%	28.8%	24.6%	-	35.5%	25.8%	22.1%
	Row %	100.0%	0.4%	27.9%	64.2%	-	4.5%	96.5%	3.1%
65 & Over	Total	202	4	58	138	-	-	195	2
	Column %	29.1%	35.5%	34.0%	30.1%	-	-	29.8%	6.8%
	Row %	100.0%	2.2%	28.7%	68.3%	-	-	97.0%	0.8%
No answer	Total	9	-	2	3	4	-	9	0
	Column %	1.3%	-	1.4%	0.7%	60.5%	-	1.4%	0.0%
	Row %	100.0%	-	25.5%	36.4%	38.1%	-	100.0%	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006

Market Share - Packaging by Income Based on Units Purchased

		+-----Packaged-----+							
		Total Purchases	Bulk - From Bin Or Barrel	Paper Bag	Plastic Bag	Plastic Jug	Plastic Tub	Total Packaged	No answer
Total	Total	693	13	170	458	6	22	655	25
	Percent	100.0%	1.8%	24.5%	66.1%	0.8%	3.2%	94.6%	3.5%
Income - Summary									
Under \$15,000	Total	122	-	40	80	-	-	120	2
	Column %	17.6%	-	23.5%	17.5%	-	-	18.3%	6.8%
	Row %	100.0%	-	32.8%	65.8%	-	-	98.6%	1.4%
\$15,000 - \$24,999	Total	95	4	41	37	-	8	86	5
	Column %	13.8%	33.1%	24.2%	8.1%	-	35.5%	13.1%	20.6%
	Row %	100.0%	4.3%	43.1%	39.0%	-	8.2%	90.4%	5.3%
\$25,000 - \$39,999	Total	106	2	18	70	6	10	104	0
	Column %	15.3%	12.2%	10.8%	15.2%	100.0%	47.3%	15.9%	0.0%
	Row %	100.0%	1.4%	17.3%	65.8%	5.6%	9.9%	98.6%	0.0%
\$40,000 - \$74,999	Total	180	7	43	108	-	4	155	18
	Column %	25.9%	54.7%	25.5%	23.6%	-	17.2%	23.6%	72.6%
	Row %	100.0%	3.8%	24.1%	60.1%	-	2.1%	86.3%	9.9%
\$75,000 or more	Total	175	-	27	148	-	-	175	-
	Column %	25.3%	-	16.0%	32.3%	-	-	26.7%	-
	Row %	100.0%	-	15.5%	84.5%	-	-	100.0%	-
No answer	Total	15	-	-	15	-	-	15	0
	Column %	2.1%	-	-	3.2%	-	-	2.2%	0.0%
	Row %	100.0%	-	-	100.0%	-	-	100.0%	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006 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
Total	Total	693	12	52	290	314	8	16	12
	Percent	100.0%	1.8%	7.5%	41.8%	45.3%	1.1%	2.3%	1.7%
Age Of Purchaser - Summary									
Under 24	Total	5	-	-	2	3	-	-	-
	Column %	0.8%	-	-	0.8%	1.0%	-	-	-
	Row %	100.0%	-	-	43.4%	56.6%	-	-	-
25 - 34	Total	46	-	-	33	13	-	-	-
	Column %	6.7%	-	-	11.4%	4.2%	-	-	-
	Row %	100.0%	-	-	71.6%	28.4%	-	-	-
35 - 44	Total	111	-	-	63	46	1	7	-
	Column %	16.0%	-	-	21.6%	14.6%	14.9%	44.5%	-
	Row %	100.0%	-	-	56.4%	41.3%	1.0%	6.5%	-
45 - 54	Total	144	-	4	70	62	4	1	1
	Column %	20.7%	-	7.5%	24.2%	19.9%	55.3%	8.2%	12.6%
	Row %	100.0%	-	2.7%	48.9%	43.5%	3.0%	0.9%	1.0%
55 - 64	Total	175	-	4	75	86	1	8	6
	Column %	25.3%	-	7.5%	26.0%	27.3%	12.1%	47.3%	49.0%
	Row %	100.0%	-	2.2%	43.0%	48.8%	0.5%	4.4%	3.3%
65 & Over	Total	202	12	44	44	97	1	-	5
	Column %	29.1%	100.0%	84.9%	15.1%	30.8%	17.7%	-	38.4%
	Row %	100.0%	6.0%	22.0%	21.7%	48.0%	0.7%	-	2.2%
No answer	Total	9	-	-	2	7	-	-	0
	Column %	1.3%	-	-	0.8%	2.2%	-	-	0.0%
	Row %	100.0%	-	-	24.7%	75.3%	-	-	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006

Market Share - How Found Out by Income Based on Units Purchased

		Total Purchases	Magazines	Newspapers	Saw In Store	Buy Regularly	Recommended	Other	No answer
Total	Total	693	12	52	290	314	8	16	12
	Percent	100.0%	1.8%	7.5%	41.8%	45.3%	1.1%	2.3%	1.7%
Income - Summary									
Under \$15,000	Total	122	12	-	45	51	1	13	0
	Column %	17.6%	100.0%	-	15.4%	16.2%	12.1%	81.5%	0.0%
	Row %	100.0%	10.0%	-	36.7%	41.8%	0.8%	10.8%	0.0%
\$15,000 - \$24,999	Total	95	-	-	27	61	-	2	6
	Column %	13.8%	-	-	9.3%	19.3%	-	10.3%	50.5%
	Row %	100.0%	-	-	28.4%	63.7%	-	1.7%	6.2%
\$25,000 - \$39,999	Total	106	-	8	29	61	1	1	6
	Column %	15.3%	-	15.2%	10.1%	19.6%	17.7%	8.2%	49.5%
	Row %	100.0%	-	7.5%	27.7%	58.0%	1.3%	1.3%	5.5%
\$40,000 - \$74,999	Total	180	-	12	104	67	1	-	0
	Column %	25.9%	-	22.4%	35.9%	21.3%	14.9%	-	0.0%
	Row %	100.0%	-	6.5%	57.9%	37.1%	0.6%	-	0.0%
\$75,000 or more	Total	175	-	33	75	69	4	-	-
	Column %	25.3%	-	62.4%	25.9%	22.0%	55.3%	-	-
	Row %	100.0%	-	18.6%	42.9%	39.4%	2.4%	-	-
No answer	Total	15	-	-	9	5	-	-	0
	Column %	2.1%	-	-	3.3%	1.6%	-	-	0.0%
	Row %	100.0%	-	-	64.9%	35.1%	-	-	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006

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
Total	Total	693	144	280	145	38	102	26	12
	Percent	100.0%	20.8%	40.4%	21.0%	5.5%	14.8%	3.7%	1.7%
Age Of Purchaser - Summary									
Under 24	Total	5	-	3	-	-	-	2	-
	Column %	0.8%	-	1.1%	-	-	-	9.1%	-
	Row %	100.0%	-	56.6%	-	-	-	43.4%	-
25 - 34	Total	46	0	33	-	-	10	4	-
	Column %	6.7%	0.0%	11.7%	-	-	9.4%	14.7%	-
	Row %	100.0%	0.0%	71.0%	-	-	20.8%	8.2%	-
35 - 44	Total	111	21	49	15	14	17	12	0
	Column %	16.0%	14.6%	17.7%	10.2%	38.0%	16.5%	45.2%	0.0%
	Row %	100.0%	19.0%	44.6%	13.3%	12.9%	15.2%	10.5%	0.0%
45 - 54	Total	144	23	50	29	20	20	4	1
	Column %	20.7%	16.2%	18.0%	19.9%	53.5%	19.8%	15.7%	5.6%
	Row %	100.0%	16.2%	35.0%	20.1%	14.1%	14.2%	2.8%	0.5%
55 - 64	Total	175	48	82	36	-	19	1	3
	Column %	25.3%	33.6%	29.2%	24.8%	-	18.9%	3.8%	22.6%
	Row %	100.0%	27.6%	46.5%	20.5%	-	11.1%	0.6%	1.6%
65 & Over	Total	202	51	59	62	3	36	3	4
	Column %	29.1%	35.0%	21.0%	42.7%	8.5%	35.4%	11.6%	31.7%
	Row %	100.0%	25.1%	29.2%	30.8%	1.6%	18.0%	1.5%	1.9%
No answer	Total	9	1	4	4	-	-	-	5
	Column %	1.3%	0.7%	1.3%	2.5%	-	-	-	40.1%
	Row %	100.0%	10.2%	38.1%	38.1%	-	-	-	51.7%

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Wild Bird Seed MDP Purchase & Usage - May 2006

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
Total	Total	693	144	280	145	38	102	26	12
	Percent	100.0%	20.8%	40.4%	21.0%	5.5%	14.8%	3.7%	1.7%
Income - Summary									
Under \$15,000	Total	122	16	67	31	8	14	8	0
	Column %	17.6%	11.4%	24.0%	21.6%	20.6%	13.4%	30.2%	0.0%
	Row %	100.0%	13.5%	55.2%	25.7%	6.4%	11.2%	6.4%	0.0%
\$15,000 - \$24,999	Total	95	23	40	20	0	7	4	3
	Column %	13.8%	15.9%	14.3%	14.0%	0.0%	6.7%	15.5%	20.9%
	Row %	100.0%	24.0%	41.9%	21.3%	0.0%	7.2%	4.2%	2.6%
\$25,000 - \$39,999	Total	106	13	38	27	16	8	5	9
	Column %	15.3%	9.3%	13.7%	18.6%	41.9%	8.0%	18.2%	71.8%
	Row %	100.0%	12.7%	36.2%	25.5%	14.9%	7.8%	4.4%	8.2%
\$40,000 - \$74,999	Total	180	53	84	25	10	18	9	1
	Column %	25.9%	36.8%	29.9%	17.5%	25.7%	18.0%	36.2%	7.3%
	Row %	100.0%	29.6%	46.5%	14.1%	5.4%	10.3%	5.2%	0.5%
\$75,000 or more	Total	175	38	41	39	4	52	-	-
	Column %	25.3%	26.6%	14.7%	26.9%	11.8%	50.9%	-	-
	Row %	100.0%	21.9%	23.4%	22.3%	2.6%	29.8%	-	-
No answer	Total	15	-	9	2	-	3	-	0
	Column %	2.1%	-	3.4%	1.4%	-	3.0%	-	0.0%
	Row %	100.0%	-	64.9%	14.0%	-	21.1%	-	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006

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
Total	Total Percent	693 100.0%	248 35.9%	36 5.3%	61 8.8%	32 4.6%	51 7.4%	46 6.7%	1 0.2%	33 4.8%	93 13.5%	2 0.3%	6 0.9%	80 11.6%	1 0.2%
Age Of Purchaser - Summary															
Under 24	Total	5	5	-	-	-	-	-	-	-	-	-	-	-	-
	Column %	0.8%	2.2%	-	-	-	-	-	-	-	-	-	-	-	-
	Row %	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	Total	46	15	0	-	-	4	-	-	-	15	-	-	11	-
	Column %	6.7%	6.2%	0.0%	-	-	8.2%	-	-	-	16.4%	-	-	14.0%	-
	Row %	100.0%	33.3%	0.0%	-	-	9.2%	-	-	-	33.2%	-	-	24.3%	-
35 - 44	Total	111	57	-	3	2	10	15	-	7	11	-	1	6	-
	Column %	16.0%	22.8%	-	5.2%	5.2%	18.6%	32.5%	-	20.0%	11.7%	-	18.2%	7.8%	-
	Row %	100.0%	51.1%	-	2.8%	1.5%	8.6%	13.5%	-	6.0%	9.8%	-	1.0%	5.6%	-
45 - 54	Total	144	71	-	14	11	2	4	1	16	20	0	-	5	-
	Column %	20.7%	28.5%	-	23.5%	33.9%	4.3%	8.7%	100.0%	47.4%	20.9%	0.0%	-	6.6%	-
	Row %	100.0%	49.2%	-	10.0%	7.5%	1.5%	2.8%	0.8%	10.9%	13.6%	0.0%	-	3.7%	-
55 - 64	Total	175	56	1	17	9	14	6	-	9	11	-	2	50	-
	Column %	25.3%	22.5%	3.6%	27.7%	29.0%	28.1%	13.8%	-	26.6%	12.1%	-	25.2%	62.1%	-
	Row %	100.0%	31.8%	0.7%	9.6%	5.2%	8.3%	3.6%	-	5.0%	6.4%	-	0.9%	28.4%	-
65 & Over	Total	202	42	35	27	10	19	21	-	2	36	2	-	8	-
	Column %	29.1%	17.1%	96.4%	43.7%	31.9%	36.1%	45.0%	-	6.1%	38.9%	100.0%	-	9.4%	-
	Row %	100.0%	21.1%	17.4%	13.2%	5.0%	9.2%	10.3%	-	1.0%	18.0%	1.0%	-	3.7%	-

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Wild Bird Seed MDP Purchase & Usage - May 2006

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	
Total	Total	693	248	36	61	32	51	46	1	33	93	2	6	80	1	
	Percent	100.0%	35.9%	5.3%	8.8%	4.6%	7.4%	6.7%	0.2%	4.8%	13.5%	0.3%	0.9%	11.6%	0.2%	
Income - Summary																
Under \$15,000	Total	122	51	0	18	2	17	14	-	4	12	2	0	1	0	
	Column %	17.6%	20.5%	0.0%	29.2%	6.5%	33.2%	30.2%	-	12.8%	13.2%	100.0%	0.0%	1.5%	0.0%	
	Row %	100.0%	41.9%	0.0%	14.6%	1.7%	14.0%	11.5%	-	3.5%	10.1%	1.7%	0.0%	1.0%	0.0%	
\$15,000 - \$24,999	Total	95	36	1	-	5	16	5	-	6	7	-	2	19	-	
	Column %	13.8%	14.5%	3.6%	-	14.4%	30.4%	10.3%	-	17.0%	7.5%	-	25.2%	23.7%	-	
	Row %	100.0%	37.6%	1.4%	-	4.8%	16.4%	5.0%	-	5.9%	7.4%	-	1.7%	19.9%	-	
\$25,000 - \$39,999	Total	106	43	-	18	7	10	-	1	-	15	-	4	6	1	
	Column %	15.3%	17.4%	-	29.3%	21.3%	20.1%	-	100.0%	-	16.3%	-	56.7%	7.9%	100.0%	
	Row %	100.0%	40.9%	-	16.9%	6.4%	9.7%	-	1.1%	-	14.4%	-	3.4%	6.0%	1.3%	
\$40,000 - \$74,999	Total	180	80	-	6	13	4	9	-	8	25	0	1	34	-	
	Column %	25.9%	32.1%	-	9.6%	41.1%	8.1%	19.5%	-	24.5%	26.6%	0.0%	18.2%	42.3%	-	
	Row %	100.0%	44.4%	-	3.3%	7.2%	2.3%	5.0%	-	4.5%	13.8%	0.0%	0.6%	18.8%	-	
\$75,000 or more	Total	175	26	35	19	5	4	16	-	15	34	-	-	20	-	
	Column %	25.3%	10.4%	96.4%	31.8%	16.7%	8.2%	35.6%	-	45.7%	36.4%	-	-	24.6%	-	
	Row %	100.0%	14.8%	20.0%	11.1%	3.0%	2.4%	9.4%	-	8.6%	19.4%	-	-	11.2%	-	
No answer	Total	15	13	-	-	-	-	2	-	-	-	-	-	-	0	
	Column %	2.1%	5.0%	-	-	-	-	4.4%	-	-	-	-	-	-	0.0%	
	Row %	100.0%	86.0%	-	-	-	-	14.0%	-	-	-	-	-	-	0.0%	
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Wild Bird Seed MDP Purchase & Usage - May 2006 Market Share - Sex of Purchaser by Age of Purchaser Based on Units Purchased

		Total Purchases	Male	Female	No answer
Total	Total	693	158	532	2
	Percent	100.0%	22.8%	76.8%	0.4%
Age Of Purchaser - Summary					
Under 24	Total	5	-	5	-
	Column %	0.8%	-	1.0%	-
	Row %	100.0%	-	100.0%	-
25 - 34	Total	46	10	36	-
	Column %	6.7%	6.3%	6.8%	-
	Row %	100.0%	21.6%	78.4%	-
35 - 44	Total	111	31	79	-
	Column %	16.0%	19.9%	14.9%	-
	Row %	100.0%	28.4%	71.6%	-
45 - 54	Total	144	15	129	-
	Column %	20.7%	9.5%	24.2%	-
	Row %	100.0%	10.4%	89.6%	-
55 - 64	Total	175	65	110	-
	Column %	25.3%	41.4%	20.7%	-
	Row %	100.0%	37.3%	62.7%	-
65 & Over	Total	202	36	165	-
	Column %	29.1%	22.9%	31.1%	-
	Row %	100.0%	18.0%	82.0%	-
No answer	Total	9	0	7	2
	Column %	1.3%	0.0%	1.3%	100.0%
	Row %	100.0%	0.0%	73.8%	26.2%

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Wild Bird Seed MDP Purchase & Usage - May 2006

Market Share - Sex of Purchaser by Income Based on Units Purchased

		Total Purchases	Male	Female	No answer
Total	Total	693	158	532	2
	Percent	100.0%	22.8%	76.8%	0.4%
Income - Summary					
Under \$15,000	Total	122	14	107	0
	Column %	17.6%	9.1%	20.2%	0.0%
	Row %	100.0%	11.8%	88.2%	0.0%
\$15,000 - \$24,999	Total	95	12	84	-
	Column %	13.8%	7.4%	15.7%	-
	Row %	100.0%	12.3%	87.7%	-
\$25,000 - \$39,999	Total	106	26	78	2
	Column %	15.3%	16.2%	14.6%	100.0%
	Row %	100.0%	24.1%	73.5%	2.3%
\$40,000 - \$74,999	Total	180	65	115	-
	Column %	25.9%	41.1%	21.6%	-
	Row %	100.0%	36.2%	63.8%	-
\$75,000 or more	Total	175	41	134	-
	Column %	25.3%	26.1%	25.2%	-
	Row %	100.0%	23.6%	76.4%	-
No answer	Total	15	-	15	0
	Column %	2.1%	-	2.7%	0.0%
	Row %	100.0%	-	100.0%	0.0%
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Wild Bird Seed MDP Purchase & Usage - May 2006

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.
Total	Total	430	60	47	52	33	60	29	28	49	13	29	30
	Percent	100.0%	13.9%	10.9%	12.1%	7.8%	14.0%	6.8%	6.6%	11.3%	2.9%	6.6%	7.1%
Income - Summary													
Under \$15,000	Total	73	13	13	9	2	16	2	1	5	-	1	11
	Column %	17.0%	21.7%	27.0%	17.5%	6.6%	27.3%	7.1%	3.3%	10.0%	-	2.9%	36.1%
	Row %	100.0%	17.8%	17.4%	12.5%	3.0%	22.5%	2.8%	1.3%	6.6%	-	1.1%	15.0%
\$15,000 - \$24,999	Total	48	8	4	9	3	8	3	1	3	4	2	4
	Column %	11.2%	12.9%	7.6%	16.4%	7.5%	13.4%	10.3%	5.2%	5.9%	34.4%	7.8%	13.2%
	Row %	100.0%	15.9%	7.4%	17.7%	5.2%	16.8%	6.2%	3.1%	5.9%	8.9%	4.6%	8.3%
\$25,000 - \$39,999	Total	71	7	9	12	6	7	9	8	3	1	4	5
	Column %	16.4%	10.9%	18.5%	24.0%	18.6%	12.1%	29.6%	27.8%	6.3%	8.8%	13.2%	16.1%
	Row %	100.0%	9.2%	12.3%	17.7%	8.8%	10.3%	12.2%	11.2%	4.4%	1.6%	5.3%	6.9%
\$40,000 - \$74,999	Total	119	20	5	10	10	11	8	9	20	5	15	7
	Column %	27.7%	34.2%	9.8%	19.2%	28.5%	18.0%	26.1%	30.5%	41.3%	40.6%	52.2%	24.6%
	Row %	100.0%	17.1%	3.9%	8.4%	8.0%	9.1%	6.4%	7.3%	16.8%	4.3%	12.5%	6.3%
\$75,000 or more	Total	111	12	13	12	13	18	8	9	18	-	7	1
	Column %	25.7%	20.2%	27.0%	22.9%	38.8%	29.1%	26.9%	33.3%	36.5%	-	23.9%	4.9%
	Row %	100.0%	10.9%	11.5%	10.8%	11.7%	15.9%	7.1%	8.6%	16.0%	-	6.2%	1.3%
No answer	Total	8	-	5	-	-	-	-	-	-	2	-	2
	Column %	1.9%	-	10.0%	-	-	-	-	-	-	16.2%	-	5.1%
	Row %	100.0%	-	56.9%	-	-	-	-	-	-	24.5%	-	18.5%
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