

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

[Market Share Measures by Income](#)

[Market Share Measures by Density](#)

[Market Share Measures by Family Size](#)

[Market Share Measures by Education](#)

[Market Share Measures by Region](#)

[Market Share Measures by Purchaser Age](#)

[Market Share Measures by Purchaser Sex](#)

[Type by Purchaser's Age - Based on Units Purchased](#)

[Type by Income - Based on Units Purchased](#)

[Type by Purchaser's Age - Based on Pounds Purchased](#)

[Type by Income - Based on Pounds Purchased](#)

[Packaging by Purchaser's Age - Based on Unitss Purchased](#)

[Packaging by Income - Based on Unitss Purchased](#)

[How Found Out by Purchaser's Age - Based on Unitss Purchased](#)

[How Found Out by Income - Based on Unitss Purchased](#)

[Why Buy Brand by Purchaser's Age - Based on Unitss Purchased](#)

[Why Buy Brand by Income - Based on Unitss Purchased](#)

[Outlets by Purchaser's Age - Based on Unitss Purchased](#)

[Outlets by Income - Based on Unitss Purchased](#)

[Sex of Purchaser by Purchaser's Age - Based on Unitss Purchased](#)

[Sex of Purchaser by Income - Based on Unitss Purchased](#)

[How Many Pounds of Seed Bought a Year by Income - Based on Households Answering](#)

Roy Morgan International

Mail Dairy Panel Research Program

Princeton, NJ

©RMR 2006

Provided as a WBF1 Member benefit under contract and at the expense of WBF1. Data may not be reproduced for non-members without the express written permission of WBF1.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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 Avg/Hhold</b>	341	486 1.43	9182 26.93	1217 3.57	410 1.20	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29	
<b>Income - Summary</b>															
<b>Under \$15,000</b>	<b>Total Avg/Hhold</b>	126	211 1.37	4234 27.41	594 3.78	154 1.22	144	4234 29.44	137	25319 185.03	4234	570 3.56	205	4234 30.30	
	<b>Percent</b>	37.1%	43.9%	46.1%	48.0%	37.7%	36.6%	46.1%	37.3%	42.9%	46.2%	47.5%	43.1%	46.1%	
<b>\$15,000 - \$24,999</b>	<b>Total Avg/Hhold</b>	58	73 1.19	1414 22.84	220 3.55	62 1.07	56	1414 25.17	57	6444 114.03	1411	218 3.88	70	1414 25.52	
	<b>Percent</b>	16.9%	15.1%	15.4%	18.1%	15.1%	14.3%	15.4%	15.4%	10.8%	15.4%	18.2%	14.7%	15.4%	
<b>\$25,000 - \$39,999</b>	<b>Total Avg/Hhold</b>	44	47 0.96	877 17.81	54 1.10	49 1.11	49	877 17.81	47	9991 212.17	877	54 1.10	47	877 20.65	
	<b>Percent</b>	12.9%	9.7%	9.5%	4.5%	12.0%	12.5%	9.5%	12.8%	16.8%	9.6%	4.9%	9.9%	9.5%	
<b>\$40,000 - \$74,999</b>	<b>Total Avg/Hhold</b>	54	72 1.14	1064 16.78	164 2.59	63 1.17	63	1064 16.86	60	7883 131.57	1042	164 2.60	72	1064 20.48	
	<b>Percent</b>	16.0%	14.8%	11.6%	13.5%	15.5%	16.1%	11.6%	16.3%	13.2%	11.4%	13.7%	15.1%	11.6%	
<b>\$75,000 or more</b>	<b>Total Avg/Hhold</b>	58	82 1.01	1583 19.51	187 2.31	81 1.40	81	1583 19.61	67	9755 146.10	1583	187 2.31	82	1583 23.63	
	<b>Percent</b>	17.1%	16.8%	17.2%	15.3%	19.7%	20.5%	17.2%	18.2%	16.4%	17.3%	15.9%	17.1%	17.2%	
<b>No answer</b>	<b>Total Avg/Hhold</b>	0	0 0.00	10 24.42	8 18.55	0 0.00	0	10 56.00	0	126 600.00	11	8 37.58	0	10 90.00	
	<b>Percent</b>	0.1%	0.1%	0.1%	0.7%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.7%	0.1%	0.1%	

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBF Member benefit under contract and at the expense of WBF. Data may not be reproduced for non-members without the express written permission of WBF.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 2005**  
**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
<b>Total</b>	<b>Total Avg/H/hold</b>	341	486 1.43	9182 26.93	1217 3.57	410 1.20	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Density</b>														
<b>Urban</b>	<b>Total Avg/H/hold Percent</b>	59 17.4%	116 1.58 23.9%	1841 24.99 20.1%	312 4.24 25.7%	74 1.25 18.0%	68 17.3%	1841 27.02 20.1%	65 17.6%	12987 200.54 21.8%	1819 19.9%	312 4.58 26.0%	113 23.7%	1841 28.22 20.1%
<b>Suburban</b>	<b>Total Avg/H/hold Percent</b>	155 45.6%	184 0.93 37.9%	3635 18.43 39.6%	579 2.93 47.6%	197 1.27 48.1%	188 47.7%	3635 19.36 39.6%	168 45.8%	26810 159.37 45.0%	3635 39.7%	565 3.01 47.0%	180 37.7%	3635 22.99 39.6%
<b>Rural</b>	<b>Total Avg/H/hold Percent</b>	92 27.0%	141 1.34 29.0%	2880 27.37 31.4%	315 2.99 25.9%	105 1.14 25.7%	104 26.3%	2880 27.82 31.4%	101 27.4%	15394 153.14 25.9%	2878 31.4%	313 3.02 26.1%	139 29.2%	2880 28.92 31.4%
<b>No answer</b>	<b>Total Avg/H/hold Percent</b>	34 10.0%	45 1.31 9.2%	826 24.26 9.0%	11 0.32 0.9%	34 1.00 8.3%	34 8.6%	826 24.42 9.0%	34 9.2%	4326 127.92 7.3%	826 9.0%	11 0.32 0.9%	45 9.4%	826 24.42 9.0%

Roy Morgan International

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBF Member benefit under contract and at the expense of WBF. Data may not be reproduced for non-members without the express written permission of WBF.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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>	341	486 1.43	9182 26.93	1217 3.57	410 1.20	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Size Of Family</b>														
<b>One Person</b>	<b>Total</b>	89	152	2574	535	119	114	2574	91	16465	2571	535	152	2574
	<b>Avg/Hhold</b>		1.28	21.66	4.51	1.34		22.62		180.09		4.71		24.21
	<b>Percent</b>	26.2%	31.3%	28.0%	44.0%	29.0%	28.9%	28.0%	24.9%	27.7%	28.1%	44.6%	32.0%	28.0%
<b>Two people</b>	<b>Total</b>	115	158	2773	388	140	131	2773	127	18957	2751	353	152	2773
	<b>Avg/Hhold</b>		1.13	19.85	2.64	1.22		21.16		149.71		2.69		24.74
	<b>Percent</b>	33.6%	32.5%	30.2%	30.3%	34.1%	33.3%	30.2%	34.5%	31.9%	30.0%	29.4%	31.8%	30.2%
<b>Three people</b>	<b>Total</b>	60	93	2202	218	71	67	2202	68	15517	2202	218	89	2202
	<b>Avg/Hhold</b>		1.31	31.13	3.09	1.18		32.64		227.19		3.24		33.22
	<b>Percent</b>	17.5%	19.1%	24.0%	17.9%	17.2%	17.2%	24.0%	18.6%	26.1%	24.0%	18.2%	18.8%	24.0%
<b>Four people</b>	<b>Total</b>	47	43	932	17	50	50	932	50	5841	932	17	43	932
	<b>Avg/Hhold</b>		0.85	18.47	0.34	1.06		18.47		115.73		0.34		22.32
	<b>Percent</b>	13.8%	8.9%	10.1%	1.4%	12.3%	12.8%	10.1%	13.7%	9.8%	10.2%	1.4%	9.0%	10.1%
<b>Five people</b>	<b>Total</b>	17	27	482	77	17	17	482	17	1819	482	77	27	482
	<b>Avg/Hhold</b>		1.55	27.80	4.43	1.00		27.80		104.99		4.43		28.14
	<b>Percent</b>	5.1%	5.5%	5.2%	6.3%	4.2%	4.4%	5.2%	4.7%	3.1%	5.3%	6.4%	5.6%	5.2%
<b>Six or more people</b>	<b>Total</b>	13	13	220	1	13	13	220	13	918	220	1	13	220
	<b>Avg/Hhold</b>		1.00	16.70	0.07	1.00		16.70		69.65		0.07		16.70
	<b>Percent</b>	3.9%	2.7%	2.4%	0.1%	3.2%	3.4%	2.4%	3.6%	1.5%	2.4%	0.1%	2.8%	2.4%
<b>No answer</b>	<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Avg/Hhold</b>		-	-	-	-		-		-		-		-
	<b>Percent</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

Roy Morgan International

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 2005**  
**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>	341	486 1.43	9182 26.93	1217 3.57	410 1.20	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Education</b>														
<b>Elementary</b>	<b>Total Avg/H/hold</b>	1	1 1.00	12 10.00	4 2.97	1 1.00	1	12 10.00	1 0	97 80.00	12	4 2.97	1	12 10.00
	<b>Percent</b>	0.4%	0.2%	0.1%	0.3%	0.3%	0.3%	0.1%	0.3%	0.2%	0.1%	0.3%	0.3%	0.1%
<b>High school</b>	<b>Total Avg/H/hold</b>	108	158 1.14	3241 23.33	529 3.81	139 1.29	131	3241 24.76	120	21733 181.70	3239	515 3.93	155	3241 27.28
	<b>Percent</b>	31.7%	32.6%	35.3%	43.5%	33.9%	33.3%	35.3%	32.6%	36.5%	35.4%	42.9%	32.5%	35.3%
<b>College</b>	<b>Total Avg/H/hold</b>	230	325 1.21	5912 22.03	676 2.52	268 1.17	260	5912 22.77	245	37549 153.21	5890	675 2.60	319	5912 25.13
	<b>Percent</b>	67.4%	66.8%	64.4%	55.6%	65.4%	66.0%	64.4%	66.7%	63.1%	64.3%	56.1%	66.9%	64.4%
<b>No answer</b>	<b>Total Avg/H/hold</b>	2	2 0.99	17 10.09	8 4.88	2 1.00	1	17 11.65	1 0	138 97.25	17	8 5.63	2	17 11.65
	<b>Percent</b>	0.5%	0.3%	0.2%	0.7%	0.4%	0.4%	0.2%	0.4%	0.2%	0.2%	0.7%	0.3%	0.2%

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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 #Lb. Provided	Purchase Occasions # Lbs. Buy/Year	Pounds Purchased # Lbs. Buy/Year	Pounds Purchased With \$ Value	Dollars Spent # Lbs. Buy/Year	Units Purchased With # Lbs. Provided	Pounds Purchased With # Lb. Provided
<b>Total</b>	<b>Total Avg/Hhold</b>	341	486 1.43	9182 26.93	1217 3.57	410 1.20	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Region</b>														
<b>New England</b>	<b>Total Avg/Hhold Percent</b>	17 4.9%	18 0.72 3.6%	280 11.48 3.1%	12 0.48 1.0%	24 1.41 6.0%	24 6.1%	280 11.61 3.1%	19 5.2%	8066 420.97 13.6%	259	12 0.48 1.0%	18 3.7%	280 20.64 3.1%
<b>Middle Atlantic</b>	<b>Total Avg/Hhold Percent</b>	33 9.8%	37 0.94 7.6%	908 23.31 9.9%	88 2.27 7.3%	39 1.18 9.5%	34 8.7%	908 26.65 9.9%	33 9.0%	5025 151.91 8.4%	908	88 2.59 7.3%	34 7.2%	908 25.97 9.9%
<b>East North Central</b>	<b>Total Avg/Hhold Percent</b>	82 24.2%	139 1.28 28.6%	3097 26.60 33.7%	592 5.38 46.6%	116 1.41 28.4%	111 28.2%	3097 33.7%	103 27.9%	16023 26.9%	3094	592 5.33 49.2%	136 28.5%	3097 26.11 33.7%
<b>West North Central</b>	<b>Total Avg/Hhold Percent</b>	24 7.0%	58 1.70 11.9%	979 28.85 10.7%	167 4.94 13.8%	34 1.42 8.3%	34 8.6%	979 29.06 10.7%	28 7.5%	5674 204.68 9.5%	979	166 4.92 13.8%	58 12.1%	979 32.84 10.7%
<b>South Atlantic</b>	<b>Total Avg/Hhold Percent</b>	58 17.1%	59 0.98 12.1%	1309 21.73 14.3%	112 1.87 9.2%	60 1.03 14.7%	58 14.7%	1309 22.65 14.3%	57 15.4%	6579 116.15 11.1%	1309	112 1.94 9.4%	59 12.3%	1309 24.68 14.3%
<b>East South Central</b>	<b>Total Avg/Hhold Percent</b>	28 8.3%	37 1.26 7.7%	655 22.11 7.1%	30 1.03 2.5%	30 1.07 7.2%	27 7.0%	655 23.95 7.1%	30 8.1%	4171 140.82 7.0%	655	17 0.62 1.4%	35 7.4%	655 24.93 7.1%
<b>West South Central</b>	<b>Total Avg/Hhold Percent</b>	45 13.1%	54 1.14 11.1%	830 17.48 9.0%	56 1.17 4.6%	47 1.04 11.6%	46 11.8%	830 17.94 9.0%	43 11.6%	5503 129.02 9.2%	830	56 1.20 4.6%	53 11.1%	830 18.64 9.0%
<b>Mountain</b>	<b>Total Avg/Hhold Percent</b>	18 5.2%	18 1.00 3.7%	259 14.46 2.8%	12 0.70 1.0%	18 1.00 4.4%	18 4.5%	259 14.46 2.8%	18 4.9%	2984 166.78 5.0%	259	12 0.70 1.0%	18 3.7%	259 18.99 2.8%
<b>Pacific</b>	<b>Total Avg/Hhold Percent</b>	36 10.5%	67 1.62 13.7%	865 21.01 9.4%	147 3.57 12.1%	41 1.14 10.0%	41 10.5%	865 21.01 9.4%	38 10.3%	5493 144.87 9.2%	865	147 3.57 12.2%	67 14.0%	865 25.07 9.4%
<b>Roy Morgan International</b>														

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©IMR 2006

Provided as a WBF1 Member benefit under contract and at the expense of WBF1. Data may not be reproduced for non-members without the express written permission of WBF1.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Age Of Purchaser - Summary</b>														
<b>Under 24</b>	<b>Total Avg/Purchaser Percent</b>	10 2.4%	8 1.6%	93 1.0%	18 1.5%	10 2.4%	10 2.5%	93 1.0%	7 1.8%	430 0.7%	93 1.0%	18 1.5%	8 1.6%	93 1.0%
<b>25 - 34</b>	<b>Total Avg/Purchaser Percent</b>	37 9.0%	54 11.1%	1114 12.1%	103 8.5%	37 9.0%	37 9.4%	1114 12.1%	37 10.1%	6749 11.3%	1114 12.2%	103 8.6%	54 11.3%	1114 12.1%
<b>35 - 44</b>	<b>Total Avg/Purchaser Percent</b>	55 13.4%	68 14.0%	1612 17.6%	150 12.3%	55 13.4%	55 14.0%	1612 17.6%	55 14.9%	5768 9.7%	1612 17.6%	150 12.5%	68 14.3%	1612 17.6%
<b>45 - 54</b>	<b>Total Avg/Purchaser Percent</b>	103 25.1%	115 23.8%	2006 21.8%	162 13.4%	103 25.1%	101 25.7%	2006 19.87	97 26.3%	13218 22.2%	2006 21.9%	162 13.5%	115 24.2%	2006 21.8%
<b>55 - 64</b>	<b>Total Avg/Purchaser Percent</b>	99 24.1%	112 23.0%	1811 19.7%	363 29.9%	99 24.1%	92 23.5%	1811 19.7%	83 22.5%	14403 24.2%	1789 19.5%	361 30.1%	107 22.5%	1811 19.7%
<b>65 &amp; Over</b>	<b>Total Avg/Purchaser Percent</b>	94 22.9%	111 22.8%	2157 23.5%	419 34.4%	94 22.9%	85 21.7%	2157 23.5%	77 21.0%	14234 23.9%	2154 23.5%	405 33.7%	105 22.1%	2157 23.5%
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	13 3.1%	19 3.8%	391 4.3%	1 0.1%	13 3.1%	13 3.2%	391 30.99	12 4.3%	4715 382.41	391 4.3%	1 0.1%	19 3.9%	391 4.3%
<b>Roy Morgan International</b>														

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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	393	9182 23.36	367	59517 162.17	9158	1201 0.13	476	9182 19.29
<b>Sex Of Purchaser</b>														
<b>Male</b>	<b>Total Avg/Purchaser Percent</b>	133 32.5%	145 1.09 29.8%	3131 23.46 34.1%	447 3.35 36.7%	133 32.5%	129 32.7%	3131 24.33 34.1%	122 33.3%	15705 128.52 26.4%	3131 34.2%	447 3.47 37.2%	145 30.4%	3131 27.69 34.1%
<b>Female</b>	<b>Total Avg/Purchaser Percent</b>	264 64.4%	322 1.22 66.3%	5661 21.43 61.6%	769 2.91 63.2%	264 64.4%	252 64.1%	5661 22.46 61.6%	233 63.4%	39097 167.94 65.7%	5636 61.5%	753 2.99 62.7%	313 65.6%	5661 24.47 61.6%
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	13 3.1%	19 1.48 3.8%	391 30.99 4.3%	1 0.10 0.1%	13 3.1%	13 3.2%	391 30.99 4.3%	12 3.4%	4715 382.41 7.9%	391 4.3%	1 0.10 0.1%	19 3.9%	391 31.67 4.3%
<b>Roy Morgan International</b>														

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.



[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 2005**  
**Market Share - Type by Age 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	
<b>Total</b>	<b>Total</b>	486	263	2	49	5	9	-	1	23	60	5	14	9	32	12	4	
	<b>Percent</b>	100.0%	54.1%	0.3%	10.0%	1.0%	1.8%	-	0.2%	4.7%	12.3%	1.0%	2.9%	1.8%	6.5%	2.5%	0.8%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	<b>Total</b>	8	7	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	1.6%	2.5%	-	2.5%	0.0%	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	84.3%	-	15.7%	0.0%	-	-	-	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	54	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	11.1%	20.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	68	34	-	11	-	-	-	-	12	6	-	-	-	4	2	-	
	<b>Column %</b>	14.0%	12.8%	-	21.8%	-	-	-	-	51.9%	10.0%	-	-	-	11.9%	18.6%	-	
	<b>Row %</b>	100.0%	49.3%	-	15.6%	-	-	-	-	17.4%	8.8%	-	-	-	5.5%	3.4%	-	
<b>45 - 54</b>	<b>Total</b>	115	49	-	8	-	1	-	0	5	19	1	8	8	13	1	1	
	<b>Column %</b>	23.8%	18.3%	-	16.3%	-	16.3%	-	0.0%	20.9%	32.0%	25.9%	59.8%	97.4%	39.9%	11.0%	32.4%	
	<b>Row %</b>	100.0%	42.4%	-	6.9%	-	1.2%	-	0.0%	4.1%	16.6%	1.1%	7.2%	7.2%	10.9%	1.2%	1.1%	
<b>55 - 64</b>	<b>Total</b>	112	48	1	19	2	7	-	1	1	14	0	6	0	7	1	3	
	<b>Column %</b>	23.0%	18.4%	87.4%	39.0%	47.2%	82.3%	-	100.0%	2.3%	24.0%	9.3%	40.2%	2.6%	21.4%	11.2%	67.6%	
	<b>Row %</b>	100.0%	43.5%	1.3%	17.0%	2.0%	6.4%	-	1.1%	0.5%	12.9%	0.4%	5.0%	0.2%	6.1%	1.2%	2.4%	
<b>65 &amp; Over</b>	<b>Total</b>	111	67	-	9	2	0	-	-	3	9	3	-	-	8	7	-	
	<b>Column %</b>	22.8%	25.4%	-	19.5%	52.8%	1.4%	-	-	14.6%	15.8%	64.8%	-	-	26.7%	59.2%	-	
	<b>Row %</b>	100.0%	60.4%	-	8.6%	2.2%	0.1%	-	-	3.0%	8.6%	2.9%	-	-	7.6%	6.6%	-	
<b>No answer</b>	<b>Total</b>	19	5	0	0	-	-	-	-	2	11	-	-	-	-	-	-	
	<b>Column %</b>	3.8%	1.8%	12.8%	0.9%	-	-	-	-	10.3%	18.3%	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	25.4%	1.1%	2.3%	-	-	-	-	12.6%	58.6%	-	-	-	-	-	-	

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	263	2	49	5	9	-	1	23	60	5	14	9	32	12	4	
	<b>Percent</b>	100.0%	54.1%	0.3%	10.0%	1.0%	1.8%	-	0.2%	4.7%	12.3%	1.0%	2.9%	1.8%	6.5%	2.5%	0.8%	
<b>Income - Summary</b>																		
<b>Under \$15,000</b>	<b>Total</b>	211	107	0	22	2	3	-	-	12	31	5	-	7	15	4	4	
	<b>Column %</b>	43.5%	40.5%	16.2%	46.0%	52.8%	32.7%	-	-	53.0%	51.1%	96.2%	-	87.0%	46.0%	28.7%	93.7%	
	<b>Row %</b>	100.0%	50.5%	0.1%	10.6%	1.2%	1.3%	-	-	5.7%	14.5%	2.3%	-	3.5%	6.9%	1.7%	1.8%	
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	52	-	0	-	-	-	-	1	10	-	1	-	4	5	0	
	<b>Column %</b>	15.1%	19.9%	-	0.5%	-	-	-	-	2.3%	16.7%	-	8.7%	-	11.8%	41.4%	6.3%	
	<b>Row %</b>	100.0%	71.4%	-	0.3%	-	-	-	-	0.7%	13.6%	-	1.6%	-	5.1%	6.9%	0.3%	
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	26	-	4	-	0	-	1	3	8	-	-	1	1	3	-	
	<b>Column %</b>	9.7%	9.8%	-	7.4%	-	0.9%	-	100.0%	15.2%	14.0%	-	-	13.0%	3.7%	28.9%	-	
	<b>Row %</b>	100.0%	54.3%	-	7.6%	-	0.2%	-	2.6%	7.4%	17.8%	-	-	2.3%	2.5%	5.4%	-	
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	45	1	5	2	1	-	0	-	4	0	4	-	7	-	0	
	<b>Column %</b>	14.8%	17.3%	83.8%	10.3%	47.2%	15.9%	-	0.0%	-	7.5%	3.8%	31.5%	-	23.2%	-	0.0%	
	<b>Row %</b>	100.0%	63.1%	1.9%	7.2%	3.1%	1.9%	-	0.0%	-	6.2%	0.3%	6.1%	-	10.2%	-	0.0%	
<b>\$75,000 or more</b>	<b>Total</b>	82	33	-	17	-	4	-	-	7	6	-	8	-	5	1	-	
	<b>Column %</b>	16.8%	12.4%	-	35.4%	-	50.5%	-	-	29.4%	10.7%	-	59.8%	-	15.4%	9.0%	-	
	<b>Row %</b>	100.0%	39.9%	-	21.1%	-	5.4%	-	-	8.2%	7.9%	-	10.2%	-	6.0%	1.4%	-	
<b>No answer</b>	<b>Total</b>	0	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Column %</b>	0.1%	0.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Roy Morgan International

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 2005**  
**Market Share - Type by Age 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 Percent</b>	9182	4689	84	1205	108	65	-	6	375	1450	113	124	9	669	286	1	
		100.0%	51.1%	0.9%	13.1%	1.1%	0.7%	-	0.1%	4.1%	15.8%	1.2%	1.3%	0.1%	7.3%	3.1%	0.0%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	<b>Total</b>	93	45	-	48	0	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	1.0%	1.0%	-	4.0%	0.0%	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	48.2%	-	51.8%	0.0%	-	-	-	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	1114	1114	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	12.1%	23.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	1612	737	-	302	-	-	-	-	341	162	-	-	-	22	46	-	-
	<b>Column %</b>	17.6%	15.7%	-	25.1%	-	-	-	-	37.0%	11.2%	-	-	-	3.4%	16.0%	-	-
	<b>Row %</b>	100.0%	45.8%	-	18.8%	-	-	-	-	21.2%	10.1%	-	-	-	1.4%	2.8%	-	-
<b>45 - 54</b>	<b>Total</b>	2006	877	-	78	-	14	-	0	23	373	32	42	9	491	65	1	-
	<b>Column %</b>	21.8%	18.7%	-	6.5%	-	21.2%	-	0.0%	6.1%	25.6%	28.2%	33.5%	100.0%	73.4%	22.8%	100.0%	-
	<b>Row %</b>	100.0%	43.7%	-	3.9%	-	0.7%	-	0.0%	1.1%	18.6%	1.6%	2.1%	0.5%	24.5%	3.3%	0.1%	-
<b>55 - 64</b>	<b>Total</b>	1811	533	73	572	44	49	-	6	5	365	17	82	0	47	18	0	-
	<b>Column %</b>	19.7%	11.4%	87.4%	47.5%	41.7%	75.1%	-	100.0%	1.4%	25.2%	15.2%	66.5%	0.0%	7.0%	6.2%	0.0%	-
	<b>Row %</b>	100.0%	29.4%	4.0%	31.6%	2.4%	2.7%	-	0.3%	0.3%	20.1%	1.0%	4.6%	0.0%	2.6%	1.0%	0.0%	-
<b>65 &amp; Over</b>	<b>Total</b>	2157	1295	-	187	82	2	-	-	3	277	64	-	-	109	157	-	-
	<b>Column %</b>	23.5%	27.6%	-	15.5%	58.3%	3.7%	-	-	0.9%	19.1%	56.6%	-	-	16.2%	55.0%	-	-
	<b>Row %</b>	100.0%	60.0%	-	8.7%	2.9%	0.1%	-	-	0.2%	12.8%	3.0%	-	-	5.0%	7.3%	-	-
<b>No answer</b>	<b>Total</b>	391	88	10	17	-	-	-	-	2	272	-	-	-	-	-	-	-
	<b>Column %</b>	4.3%	1.9%	12.6%	1.4%	-	-	-	-	0.6%	18.8%	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	22.6%	2.7%	4.3%	-	-	-	-	0.6%	69.8%	-	-	-	-	-	-	-

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFJ Member benefit under contract and at the expense of WBFJ. Data may not be reproduced for non-members without the express written permission of WBFJ.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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>	9182	4689	84	1205	108	65	-	6	375	1450	113	124	9	669	286	1	
		100.0%	51.1%	0.9%	13.1%	1.1%	0.7%	-	0.1%	4.1%	15.8%	1.2%	1.3%	0.1%	7.3%	3.1%	0.0%	
<b>Income - Summary</b>																		
<b>Under \$15,000</b>	<b>Total</b>	4234	2112	14	555	62	22	-	-	30	728	110	-	7	535	58	1	
	<b>Column %</b>	46.1%	45.0%	16.2%	46.0%	58.3%	34.7%	-	-	8.0%	50.2%	96.7%	-	76.5%	80.0%	20.4%	100.0%	
	<b>Row %</b>	100.0%	49.9%	0.3%	13.1%	1.3%	0.5%	-	-	0.7%	17.2%	2.6%	-	0.2%	12.6%	1.4%	0.0%	
<b>\$15,000 - \$24,999</b>	<b>Total</b>	1414	943	-	2	-	-	-	-	5	185	-	61	-	25	193	0	
	<b>Column %</b>	15.4%	20.1%	-	0.2%	-	-	-	-	1.4%	12.7%	-	48.8%	-	3.7%	67.3%	0.0%	
	<b>Row %</b>	100.0%	66.7%	-	0.2%	-	-	-	-	0.4%	13.1%	-	4.3%	-	1.8%	13.6%	0.0%	
<b>\$25,000 - \$39,999</b>	<b>Total</b>	877	520	-	67	-	1	-	6	3	217	-	-	2	46	14	-	
	<b>Column %</b>	9.5%	11.1%	-	5.6%	-	1.2%	-	100.0%	0.9%	14.9%	-	-	23.5%	6.9%	4.8%	-	
	<b>Row %</b>	100.0%	59.3%	-	7.7%	-	0.1%	-	0.7%	0.4%	24.7%	-	-	0.3%	5.3%	1.6%	-	
<b>\$40,000 - \$74,999</b>	<b>Total</b>	1064	610	70	100	44	28	-	0	-	170	4	22	-	17	-	0	
	<b>Column %</b>	11.6%	13.0%	83.8%	8.3%	41.3%	42.8%	-	0.0%	-	11.8%	3.3%	17.7%	-	2.5%	-	0.0%	
	<b>Row %</b>	100.0%	57.3%	6.8%	9.4%	4.1%	2.6%	-	0.0%	-	16.0%	0.4%	2.1%	-	1.6%	-	0.0%	
<b>\$75,000 or more</b>	<b>Total</b>	1583	493	-	481	-	14	-	-	336	150	-	42	-	46	21	-	
	<b>Column %</b>	17.2%	10.5%	-	39.9%	-	21.1%	-	-	89.7%	10.3%	-	33.5%	-	6.9%	7.5%	-	
	<b>Row %</b>	100.0%	31.2%	-	30.4%	-	0.9%	-	-	21.2%	9.5%	-	2.6%	-	2.9%	1.4%	-	
<b>No answer</b>	<b>Total</b>	10	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Column %</b>	0.1%	0.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Roy Morgan International

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

### Wild Bird Seed MDP Purchase & Usage - November 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>	486	1	151	321	4	9	485	0	
	<b>Percent</b>	100.0%	0.3%	31.1%	66.0%	0.8%	1.8%	99.7%	0.0%	
<b>Age Of Purchaser - Summary</b>										
<b>Under 24</b>	<b>Total</b>	8	-	0	8	-	-	8	-	
	<b>Column %</b>	1.6%	-	0.0%	2.4%	-	-	1.6%	-	
	<b>Row %</b>	100.0%	-	0.0%	100.0%	-	-	100.0%	-	
<b>25 - 34</b>	<b>Total</b>	54	-	14	38	-	1	54	-	
	<b>Column %</b>	11.1%	-	9.5%	12.0%	-	14.4%	11.2%	-	
	<b>Row %</b>	100.0%	-	26.5%	71.1%	-	2.4%	100.0%	-	
<b>35 - 44</b>	<b>Total</b>	68	-	17	51	-	-	68	-	
	<b>Column %</b>	14.0%	-	11.1%	16.0%	-	-	14.0%	-	
	<b>Row %</b>	100.0%	-	24.7%	75.3%	-	-	100.0%	-	
<b>45 - 54</b>	<b>Total</b>	115	0	31	83	-	1	115	-	
	<b>Column %</b>	23.8%	0.0%	20.4%	26.0%	-	14.1%	23.8%	-	
	<b>Row %</b>	100.0%	0.0%	26.7%	72.2%	-	1.1%	100.0%	-	
<b>55 - 64</b>	<b>Total</b>	112	1	41	69	-	1	110	-	
	<b>Column %</b>	23.0%	100.0%	26.9%	21.5%	-	8.2%	22.7%	-	
	<b>Row %</b>	100.0%	1.1%	36.5%	61.7%	-	0.7%	98.9%	-	
<b>65 &amp; Over</b>	<b>Total</b>	111	0	40	66	1	3	111	0	
	<b>Column %</b>	22.8%	0.0%	26.6%	20.5%	34.1%	37.2%	22.8%	0.0%	
	<b>Row %</b>	100.0%	0.0%	36.5%	59.4%	1.1%	3.0%	100.0%	0.0%	
<b>No answer</b>	<b>Total</b>	19	-	8	6	2	2	19	-	
	<b>Column %</b>	3.8%	-	5.5%	1.7%	65.9%	26.1%	3.8%	-	
	<b>Row %</b>	100.0%	-	44.8%	29.6%	13.0%	12.6%	100.0%	-	

Roy Morgan International

Roy Morgan International  
Mail Dairy Panel Research Program  
Princeton, NJ  
©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

### Wild Bird Seed MDP Purchase & Usage - November 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>	486	1	151	321	4	9	485	0
	<b>Percent</b>	100.0%	0.3%	31.1%	66.0%	0.8%	1.8%	99.7%	0.0%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	211	0	69	133	4	5	211	-
	<b>Column %</b>	43.5%	0.0%	45.7%	41.6%	100.0%	55.5%	43.6%	-
	<b>Row %</b>	100.0%	0.0%	32.8%	63.1%	1.7%	2.4%	100.0%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	-	20	53	-	1	73	-
	<b>Column %</b>	15.1%	-	13.0%	16.6%	-	5.8%	15.1%	-
	<b>Row %</b>	100.0%	-	26.8%	72.5%	-	0.7%	100.0%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	-	23	21	0	3	47	0
	<b>Column %</b>	9.7%	-	15.2%	6.5%	0.0%	38.8%	9.8%	0.0%
	<b>Row %</b>	100.0%	-	48.6%	44.1%	0.0%	7.4%	100.0%	0.0%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	1	21	50	-	-	71	-
	<b>Column %</b>	14.8%	100.0%	14.0%	15.5%	-	-	14.6%	-
	<b>Row %</b>	100.0%	1.8%	29.4%	68.8%	-	-	98.2%	-
<b>\$75,000 or more</b>	<b>Total</b>	82	-	18	63	-	-	82	-
	<b>Column %</b>	16.8%	-	12.1%	19.7%	-	-	16.8%	-
	<b>Row %</b>	100.0%	-	22.4%	77.6%	-	-	100.0%	-
<b>No answer</b>	<b>Total</b>	0	-	-	0	-	-	0	-
	<b>Column %</b>	0.1%	-	-	0.1%	-	-	0.1%	-
	<b>Row %</b>	100.0%	-	-	100.0%	-	-	100.0%	-
<b>Roy Morgan International</b>									

Roy Morgan International  
Mail Dairy Panel Research Program  
Princeton, NJ  
©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	-	57	221	229	5	8	0
	<b>Percent</b>	100.0%	-	11.8%	45.5%	47.0%	1.0%	1.7%	0.0%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	8	-	-	3	4	-	-	0
	<b>Column %</b>	1.6%	-	-	1.6%	1.9%	-	-	0.0%
	<b>Row %</b>	100.0%	-	-	44.6%	55.4%	-	-	0.0%
<b>25 - 34</b>	<b>Total</b>	54	-	26	20	8	-	-	-
	<b>Column %</b>	11.1%	-	45.9%	8.9%	3.5%	-	-	-
	<b>Row %</b>	100.0%	-	48.8%	36.5%	14.7%	-	-	-
<b>35 - 44</b>	<b>Total</b>	68	-	1	25	41	-	-	-
	<b>Column %</b>	14.0%	-	2.4%	11.4%	18.1%	-	-	-
	<b>Row %</b>	100.0%	-	2.1%	37.0%	61.0%	-	-	-
<b>45 - 54</b>	<b>Total</b>	115	-	11	60	43	1	-	-
	<b>Column %</b>	23.8%	-	19.9%	26.9%	18.9%	25.9%	-	-
	<b>Row %</b>	100.0%	-	9.9%	51.7%	37.4%	1.1%	-	-
<b>55 - 64</b>	<b>Total</b>	112	-	6	61	63	-	6	0
	<b>Column %</b>	23.0%	-	9.9%	27.5%	27.7%	-	78.5%	0.0%
	<b>Row %</b>	100.0%	-	5.1%	54.6%	56.7%	-	5.7%	0.0%
<b>65 &amp; Over</b>	<b>Total</b>	111	-	12	50	54	2	2	0
	<b>Column %</b>	22.8%	-	20.7%	22.6%	23.7%	48.2%	21.5%	0.0%
	<b>Row %</b>	100.0%	-	10.8%	45.3%	49.0%	2.1%	1.6%	0.0%
<b>No answer</b>	<b>Total</b>	19	-	1	2	14	1	-	-
	<b>Column %</b>	3.8%	-	1.1%	1.1%	6.3%	25.9%	-	-
	<b>Row %</b>	100.0%	-	3.4%	13.0%	77.0%	6.6%	-	-
<b>Roy Morgan International</b>									

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	-	57	221	229	5	8	0
	<b>Percent</b>	100.0%	-	11.8%	45.5%	47.0%	1.0%	1.7%	0.0%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	211	-	39	95	106	0	1	0
	<b>Column %</b>	43.5%	-	67.0%	42.8%	46.5%	0.0%	6.4%	0.0%
	<b>Row %</b>	100.0%	-	18.2%	44.8%	50.3%	0.0%	0.2%	0.0%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	-	5	34	34	5	1	-
	<b>Column %</b>	15.1%	-	9.0%	15.3%	14.7%	100.0%	15.2%	-
	<b>Row %</b>	100.0%	-	7.1%	46.2%	45.9%	6.4%	1.7%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	-	1	21	25	0	-	0
	<b>Column %</b>	9.7%	-	2.4%	9.5%	10.9%	0.0%	-	0.0%
	<b>Row %</b>	100.0%	-	3.0%	44.7%	52.9%	0.0%	-	0.0%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	-	11	21	33	-	6	0
	<b>Column %</b>	14.8%	-	20.0%	9.4%	14.6%	-	78.5%	0.0%
	<b>Row %</b>	100.0%	-	15.9%	28.7%	46.5%	-	8.9%	0.0%
<b>\$75,000 or more</b>	<b>Total</b>	82	-	1	51	30	-	-	-
	<b>Column %</b>	16.8%	-	1.6%	23.0%	13.0%	-	-	-
	<b>Row %</b>	100.0%	-	1.1%	62.4%	36.5%	-	-	-
<b>No answer</b>	<b>Total</b>	0	-	-	-	0	-	-	0
	<b>Column %</b>	0.1%	-	-	-	0.2%	-	-	0.0%
	<b>Row %</b>	100.0%	-	-	-	100.0%	-	-	0.0%
<b>Roy Morgan International</b>									

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.



### Wild Bird Seed MDP Purchase & Usage - November 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>	486	136	174	100	30	67	16	8
	<b>Percent</b>	100.0%	28.0%	35.8%	20.6%	6.1%	13.8%	3.3%	1.7%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	8	-	2	5	-	-	-	-
	<b>Column %</b>	1.6%	-	1.3%	5.5%	-	-	-	-
	<b>Row %</b>	100.0%	-	28.9%	71.1%	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	54	32	8	6	4	3	-	-
	<b>Column %</b>	11.1%	23.5%	4.6%	6.4%	15.1%	4.9%	-	-
	<b>Row %</b>	100.0%	59.0%	14.8%	11.9%	8.3%	6.1%	-	-
<b>35 - 44</b>	<b>Total</b>	68	13	34	10	-	5	6	-
	<b>Column %</b>	14.0%	9.6%	19.5%	10.4%	-	7.1%	36.8%	-
	<b>Row %</b>	100.0%	19.2%	49.9%	15.3%	-	7.0%	8.7%	-
<b>45 - 54</b>	<b>Total</b>	115	13	57	11	14	14	7	-
	<b>Column %</b>	23.8%	9.5%	32.9%	10.7%	46.0%	20.7%	44.0%	-
	<b>Row %</b>	100.0%	11.2%	49.6%	9.2%	11.8%	12.1%	6.1%	-
<b>55 - 64</b>	<b>Total</b>	112	29	30	45	5	37	2	4
	<b>Column %</b>	23.0%	21.3%	17.5%	45.3%	16.7%	55.1%	11.7%	45.0%
	<b>Row %</b>	100.0%	25.9%	27.3%	40.7%	4.4%	33.2%	1.7%	3.3%
<b>65 &amp; Over</b>	<b>Total</b>	111	45	33	21	7	4	0	4
	<b>Column %</b>	22.8%	33.4%	19.2%	21.1%	22.2%	6.2%	0.0%	55.0%
	<b>Row %</b>	100.0%	41.0%	30.2%	19.1%	6.0%	3.8%	0.0%	4.0%
<b>No answer</b>	<b>Total</b>	19	4	9	1	-	4	1	0
	<b>Column %</b>	3.8%	2.8%	5.1%	0.6%	-	6.0%	7.5%	0.0%
	<b>Row %</b>	100.0%	20.6%	47.9%	3.4%	-	21.6%	6.5%	0.0%
<b>Roy Morgan International</b>									

Roy Morgan International  
Mail Dairy Panel Research Program  
Princeton, NJ  
©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

### Wild Bird Seed MDP Purchase & Usage - November 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>	486	136	174	100	30	67	16	8
	<b>Percent</b>	100.0%	28.0%	35.8%	20.6%	6.1%	13.8%	3.3%	1.7%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	211	66	79	44	14	34	10	8
	<b>Column %</b>	43.5%	48.5%	45.3%	44.1%	45.5%	49.9%	62.3%	100.0%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	24	24	9	6	8	2	-
	<b>Column %</b>	15.1%	17.9%	13.8%	9.2%	19.3%	12.5%	15.4%	-
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	5	26	8	3	5	1	0
	<b>Column %</b>	9.7%	4.0%	14.8%	7.7%	11.5%	7.3%	7.3%	0.0%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	20	24	10	7	9	2	-
	<b>Column %</b>	14.8%	14.7%	13.8%	10.2%	23.7%	12.8%	14.9%	-
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>\$75,000 or more</b>	<b>Total</b>	82	20	21	29	-	12	-	-
	<b>Column %</b>	16.8%	14.8%	12.1%	28.8%	-	17.4%	-	-
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>No answer</b>	<b>Total</b>	0	-	0	-	-	-	-	0
	<b>Column %</b>	0.1%	-	0.2%	-	-	-	-	0.0%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Roy Morgan International</b>									

Roy Morgan International  
Mail Dairy Panel Research Program  
Princeton, NJ  
©RMR 2006

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	203	4	41	19	52	21	18	10	62	0	5	68	1	
	<b>Percent</b>	100.0%	41.7%	0.9%	8.5%	3.9%	10.6%	4.3%	3.6%	2.1%	12.8%	0.0%	1.0%	13.9%	0.3%	
<b>Age Of Purchaser - Summary</b>																
<b>Under 24</b>	<b>Total</b>	8	-	-	-	-	-	-	-	-	4	-	-	3	0	
	<b>Column %</b>	1.6%	-	-	-	-	-	-	-	-	6.9%	-	-	5.1%	0.0%	
	<b>Row %</b>	100.0%	-	-	-	-	-	-	-	-	55.4%	-	-	44.6%	0.0%	
<b>25 - 34</b>	<b>Total</b>	54	24	-	3	-	13	4	3	-	-	-	-	12	-	
	<b>Column %</b>	11.1%	11.7%	-	7.8%	-	24.9%	20.1%	18.3%	-	-	-	-	18.3%	-	
	<b>Row %</b>	100.0%	43.9%	-	6.0%	-	23.8%	7.8%	5.9%	-	-	-	-	22.8%	-	
<b>35 - 44</b>	<b>Total</b>	68	39	-	9	-	0	2	5	-	5	-	3	11	-	
	<b>Column %</b>	14.0%	19.1%	-	21.7%	-	0.3%	10.8%	29.8%	-	7.6%	-	53.4%	15.8%	-	
	<b>Row %</b>	100.0%	56.8%	-	13.2%	-	0.3%	3.3%	7.7%	-	6.9%	-	3.7%	15.7%	-	
<b>45 - 54</b>	<b>Total</b>	115	53	-	11	9	12	6	4	4	7	-	-	14	1	
	<b>Column %</b>	23.8%	26.0%	-	27.1%	44.5%	23.7%	26.7%	20.3%	41.4%	11.5%	-	-	20.1%	100.0%	
	<b>Row %</b>	100.0%	45.8%	-	9.7%	7.4%	10.6%	4.8%	3.1%	3.7%	6.2%	-	-	11.8%	1.1%	
<b>55 - 64</b>	<b>Total</b>	112	46	4	5	10	7	6	4	3	14	-	-	13	0	
	<b>Column %</b>	23.0%	22.4%	100.0%	12.1%	53.5%	13.3%	27.1%	25.0%	24.8%	21.8%	-	-	19.7%	0.0%	
	<b>Row %</b>	100.0%	40.8%	4.0%	4.5%	9.2%	6.1%	5.1%	3.9%	2.3%	12.2%	-	-	11.9%	0.0%	
<b>65 &amp; Over</b>	<b>Total</b>	111	36	-	9	0	18	3	1	3	32	0	2	7	-	
	<b>Column %</b>	22.8%	17.7%	-	20.9%	2.0%	35.4%	15.3%	6.6%	33.8%	51.3%	0.0%	46.6%	9.9%	-	
	<b>Row %</b>	100.0%	32.4%	-	7.8%	0.3%	16.5%	2.9%	1.0%	3.2%	28.9%	0.0%	2.0%	6.1%	-	
<b>Roy Morgan International</b>																

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBF1 Member benefit under contract and at the expense of WBF1. Data may not be reproduced for non-members without the express written permission of WBF1.

[Index](#)

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	203	4	41	19	52	21	18	10	62	0	5	68	1	
	<b>Percent</b>	100.0%	41.7%	0.9%	8.5%	3.9%	10.6%	4.3%	3.6%	2.1%	12.8%	0.0%	1.0%	13.9%	0.3%	
<b>Income - Summary</b>																
<b>Under \$15,000</b>	<b>Total</b>	211	81	-	22	7	33	7	9	3	25	-	-	33	1	
	<b>Column %</b>	43.5%	40.0%	-	52.2%	37.8%	63.1%	33.8%	50.1%	31.1%	39.7%	-	-	48.2%	100.0%	
	<b>Row %</b>	100.0%	38.4%	-	10.2%	3.4%	15.4%	3.3%	4.2%	1.5%	11.7%	-	-	15.4%	0.6%	
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	32	4	14	2	10	1	3	-	5	-	-	10	-	
	<b>Column %</b>	15.1%	15.9%	100.0%	32.9%	9.9%	19.0%	2.4%	18.3%	-	8.6%	-	-	15.1%	-	
	<b>Row %</b>	100.0%	44.0%	6.1%	18.5%	2.6%	13.3%	0.7%	4.4%	-	7.3%	-	-	13.9%	-	
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	23	-	3	-	2	3	1	1	8	0	-	8	-	
	<b>Column %</b>	9.7%	11.4%	-	6.6%	-	3.5%	12.2%	6.6%	11.7%	12.5%	0.0%	-	12.1%	-	
	<b>Row %</b>	100.0%	49.0%	-	5.8%	-	3.8%	5.4%	2.5%	2.6%	16.4%	0.0%	-	17.2%	-	
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	33	-	3	1	5	5	4	2	9	-	5	5	0	
	<b>Column %</b>	14.8%	16.2%	-	8.3%	7.6%	10.2%	22.1%	25.0%	15.8%	14.5%	-	100.0%	6.9%	0.0%	
	<b>Row %</b>	100.0%	45.5%	-	4.8%	2.0%	7.3%	6.4%	6.1%	2.3%	12.5%	-	6.5%	6.5%	0.0%	
<b>\$75,000 or more</b>	<b>Total</b>	82	33	-	-	9	2	6	-	4	15	-	-	12	-	
	<b>Column %</b>	16.8%	16.3%	-	-	44.6%	4.2%	29.5%	-	41.4%	24.7%	-	-	17.7%	-	
	<b>Row %</b>	100.0%	40.6%	-	-	10.4%	2.6%	7.8%	-	5.2%	18.8%	-	-	14.7%	-	
<b>No answer</b>	<b>Total</b>	0	0	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Column %</b>	0.1%	0.2%	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	

**Roy Morgan International**

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

**Wild Bird Seed MDP Purchase & Usage - November 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>	486	145	322	19
	<b>Percent</b>	100.0%	29.8%	66.3%	3.8%
<b>Age Of Purchaser - Summary</b>					
<b>Under 24</b>	<b>Total</b>	8	1	7	-
	<b>Column %</b>	1.6%	0.8%	2.0%	-
	<b>Row %</b>	100.0%	15.7%	84.3%	-
<b>25 - 34</b>	<b>Total</b>	54	4	50	-
	<b>Column %</b>	11.1%	2.9%	15.5%	-
	<b>Row %</b>	100.0%	7.8%	92.2%	-
<b>35 - 44</b>	<b>Total</b>	68	13	55	-
	<b>Column %</b>	14.0%	9.2%	17.0%	-
	<b>Row %</b>	100.0%	19.6%	80.4%	-
<b>45 - 54</b>	<b>Total</b>	115	55	61	-
	<b>Column %</b>	23.8%	37.6%	18.9%	-
	<b>Row %</b>	100.0%	47.2%	52.8%	-
<b>55 - 64</b>	<b>Total</b>	112	52	60	-
	<b>Column %</b>	23.0%	35.6%	18.6%	-
	<b>Row %</b>	100.0%	46.3%	53.7%	-
<b>65 &amp; Over</b>	<b>Total</b>	111	20	90	-
	<b>Column %</b>	22.8%	13.9%	28.0%	-
	<b>Row %</b>	100.0%	18.3%	81.7%	-
<b>No answer</b>	<b>Total</b>	19	-	-	19
	<b>Column %</b>	3.8%	-	-	100.0%
	<b>Row %</b>	100.0%	-	-	100.0%
<b>Roy Morgan International</b>					

Roy Morgan International  
Mail Dairy Panel Research Program  
Princeton, NJ  
©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.

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

		Total Purchases	Male	Female	No answer
<b>Total</b>	<b>Total</b>	486	145	322	19
	<b>Percent</b>	100.0%	29.8%	66.3%	3.8%
<b>Income - Summary</b>					
<b>Under \$15,000</b>	<b>Total</b>	211	47	155	10
	<b>Column %</b>	43.5%	32.3%	48.0%	52.7%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	73	18	53	2
	<b>Column %</b>	15.1%	12.5%	16.4%	13.2%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	17	26	5
	<b>Column %</b>	9.7%	11.7%	8.0%	24.2%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	72	13	58	2
	<b>Column %</b>	14.8%	8.8%	17.8%	9.8%
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>\$75,000 or more</b>	<b>Total</b>	82	50	31	-
	<b>Column %</b>	16.8%	34.7%	9.7%	-
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>No answer</b>	<b>Total</b>	0	-	0	-
	<b>Column %</b>	0.1%	-	0.1%	-
	<b>Row %</b>	100.0%	100.0%	100.0%	100.0%
<b>Roy Morgan International</b>					

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

**Wild Bird Seed MDP Purchase & Usage - November 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>	367	42	39	44	19	59	43	35	43	14	20	10
	<b>Percent</b>	100.0%	11.5%	10.5%	12.1%	5.0%	16.0%	11.7%	9.6%	11.7%	3.8%	5.5%	2.6%
<b>Income - Summary</b>													
<b>Under \$15,000</b>	<b>Total</b>	137	9	19	14	7	21	11	8	27	6	9	4
	<b>Column %</b>	37.3%	20.5%	50.0%	32.2%	39.4%	35.2%	26.5%	24.1%	63.5%	43.4%	46.7%	41.1%
	<b>Row %</b>	100.0%	6.3%	14.1%	10.5%	5.3%	15.1%	8.3%	6.2%	20.0%	4.4%	6.9%	2.9%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	57	5	8	12	0	13	7	6	3	3	1	0
	<b>Column %</b>	15.4%	11.0%	20.7%	26.7%	1.4%	21.7%	16.4%	16.1%	7.0%	19.6%	2.7%	0.1%
	<b>Row %</b>	100.0%	8.3%	14.1%	21.0%	0.5%	22.6%	12.4%	10.0%	5.3%	4.8%	1.0%	0.0%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	9	2	6	4	4	5	6	2	0	4	5
	<b>Column %</b>	12.8%	22.1%	5.0%	14.5%	23.3%	6.5%	11.6%	16.9%	3.8%	0.1%	18.1%	51.8%
	<b>Row %</b>	100.0%	19.9%	4.1%	13.6%	9.2%	8.1%	10.6%	12.6%	3.5%	0.0%	7.8%	10.5%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	60	2	9	7	2	8	15	6	6	2	1	-
	<b>Column %</b>	16.3%	5.2%	24.2%	15.7%	12.9%	14.1%	35.5%	16.2%	14.3%	17.4%	6.2%	-
	<b>Row %</b>	100.0%	3.7%	15.6%	11.6%	4.0%	13.8%	25.4%	9.5%	10.3%	4.0%	2.1%	-
<b>\$75,000 or more</b>	<b>Total</b>	67	17	-	5	4	13	4	9	5	3	5	0
	<b>Column %</b>	18.2%	41.2%	-	11.0%	23.0%	22.5%	9.9%	26.8%	11.3%	19.5%	26.2%	4.8%
	<b>Row %</b>	100.0%	26.1%	-	7.3%	6.4%	19.8%	6.4%	14.1%	7.3%	4.0%	7.9%	0.7%
<b>No answer</b>	<b>Total</b>	0	-	-	-	-	-	-	-	-	-	-	0
	<b>Column %</b>	0.1%	-	-	-	-	-	-	-	-	-	-	2.2%
	<b>Row %</b>	100.0%	-	-	-	-	-	-	-	-	-	-	100.0%

**Roy Morgan International**

Roy Morgan International  
 Mail Dairy Panel Research Program  
 Princeton, NJ  
 ©RMR 2006

Provided as a WBFI Member benefit under contract and at the expense of WBFI. Data may not be reproduced for non-members without the express written permission of WBFI.