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B

1 **Wild Bird Seed MDP Purchase & Usage - November 2006**

- 2
- 3
- 4 [Market Share Measures by Income](#)
- 5 [Market Share Measures by Density](#)
- 6 [Market Share Measures by Family Size](#)
- 7 [Market Share Measures by Education](#)
- 8 [Market Share Measures by Region](#)
- 9 [Market Share Measures by Purchaser Age](#)
- 10 [Market Share Measures by Purchaser Sex](#)
- 11 [Type by Purchaser's Age - Based on Units Purchased](#)
- 12 [Type by Income - Based on Units Purchased](#)
- 13 [Type by Purchaser's Age - Based on Pounds Purchased](#)
- 14 [Type by Income - Based on Pounds Purchased](#)
- 15 [Packaging by Purchaser's Age - Based on Unitss Purchased](#)
- 16 [Packaging by Income - Based on Unitss Purchased](#)
- 17 [How Found Out by Purchaser's Age - Based on Unitss Purchased](#)
- 18 [How Found Out by Income - Based on Unitss Purchased](#)
- 19 [Why Buy Brand by Purchaser's Age - Based on Unitss Purchased](#)
- 20 [Why Buy Brand by Income - Based on Unitss Purchased](#)
- 21 [Outlets by Purchaser's Age - Based on Unitss Purchased](#)
- 22 [Outlets by Income - Based on Unitss Purchased](#)
- 23 [Sex of Purchaser by Purchaser's Age - Based on Unitss Purchased](#)
- 24 [Sex of Purchaser by Income - Based on Unitss Purchased](#)
- 25 [How Many Pounds of Seed Bought a Year by Income - Based on Households Answering](#)

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Wild Bird Seed MDP Purchase & Usage - November 2006  
Market Share Measures by Income

	Buying Household	Total Units Purchased	Total Pounds Purchased	Total Dollars Spent	Total Purchase Occasions	Purchase Occasions		Pounds Purchased		Purchase Occasions		Pounds Purchased		Dollars Spent		Units Purchased		Pounds Purchased	
						With # of...	With # of...	With # of...	With # of...	With \$ Value	With \$ Value	With # of...	With # of...	With # of...	With # of...				
<b>Total</b>		274	452	10372	2996	341	336	10372	302	67291	10308	2960	456	10372					
			1.76	37.85	10.93	1.24		31.82		222.82		0.29							22.75
<b>Income - Summary</b>																			
<b>Under \$15,000</b>																			
	Total	61	117	2220	719	90	86	2220	73	5134	2220	698	106	2220					22.11
	Avail/hold		1.26	24.79	8.33	1.46		26.88		207.86		8.53							28.11
	Percent	22.3%	24.3%	21.4%	24.0%	26.4%	26.3%	21.4%	24.2%	21.5%	21.5%	23.6%	23.2%	21.4%					21.4%
<b>\$15,000 - \$24,999</b>																			
	Total	35	52	1253	321	40	36	1253	31	3095	1253	314	43	1253					12.53
	Avail/hold		1.28	30.36	7.82	1.14		182.87		35.84		8.78		35.87					35.87
	Percent	12.8%	18.8%	12.1%	18.5%	11.7%	11.8%	12.1%	18.4%	7.8%	12.2%	10.6%	9.5%	12.1%					12.1%
<b>\$25,000 - \$39,999</b>																			
	Total	42	85	1264	407	54	50	1264	47	3708	1264	450	74	1264					1264
	Avail/hold		1.48	23.53	7.87	1.29		185.59		24.55		7.93		28.87					28.87
	Percent	15.3%	18.6%	12.2%	13.6%	15.8%	15.9%	12.9%	15.9%	12.9%	12.3%	13.9%	16.3%	12.2%					12.2%
<b>\$40,000 - \$74,999</b>																			
	Total	62	116	3031	73	70	69	3031	69	22974	2987	800	114	3031					30.31
	Avail/hold		1.58	41.38	11.24	1.18		42.47		332.38		11.28		48.73					48.73
	Percent	22.6%	24.1%	29.2%	27.4%	21.4%	21.4%	29.2%	22.8%	34.1%	28.8%	27.7%	25.1%	29.2%					29.2%
<b>\$75,000 or more</b>																			
	Total	70	108	2358	678	76	76	2358	74	14418	2358	678	108	2358					23.58
	Avail/hold		1.41	39.82	8.87	1.29		196.91		39.82		8.87		31.36					31.36
	Percent	25.5%	24.4%	22.7%	22.8%	22.8%	23.5%	24.4%	24.4%	21.4%	22.8%	23.7%	23.7%	22.7%					22.7%
<b>No answer</b>																			
	Total	4	10	247	90	8	8	247	8	961	247	50	10	247					24.7
	Avail/hold		1.24	30.31	6.26	2.00		126.13		30.31		6.26		30.91					30.91
	Percent	1.5%	2.1%	2.4%	1.7%	2.3%	2.3%	2.4%	2.6%	1.4%	2.4%	1.7%	2.2%	2.4%					2.4%

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## Wild Bird Seed MDP Purchase & Usage - November 2006

### 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>	274	482 <b>1.76</b>	10372 <b>37.85</b>	2996 <b>10.93</b>	341 <b>1.24</b>	326	10372 <b>31.82</b>	302	67291 <b>222.82</b>	10308	2960 <b>0.29</b>	456	10372 <b>22.75</b>
<b>Density</b>														
<b>Urban</b>	<b>Total Avg/H'hold</b>	39	78 <b>1.53</b>	1300 <b>25.65</b>	346 <b>6.83</b>	51 <b>1.31</b>	49	1300 <b>26.30</b>	40	11028 <b>275.56</b>	1300	346 <b>7.01</b>	78	1300 <b>26.96</b>
	<b>Percent</b>	14.2%	16.2%	12.5%	11.5%	15.0%	15.2%	12.5%	13.3%	16.4%	12.6%	11.7%	17.1%	12.5%
<b>Suburban</b>	<b>Total Avg/H'hold</b>	151	241 <b>1.29</b>	5104 <b>27.23</b>	1537 <b>8.20</b>	1 <b>0.00</b>	177	5104 <b>28.83</b>	169	31156 <b>184.13</b>	5104	1508 <b>8.52</b>	222	5104 <b>30.33</b>
	<b>Percent</b>	55.1%	50.0%	49.2%	51.3%	0.2%	54.3%	49.2%	56.0%	46.3%	49.5%	50.9%	48.7%	49.2%
<b>Rural</b>	<b>Total Avg/H'hold</b>	80	153 <b>1.54</b>	3779 <b>37.97</b>	1001 <b>10.06</b>	0 <b>0.00</b>	96	3779 <b>39.30</b>	89	23868 <b>267.79</b>	3715	995 <b>10.35</b>	146	3779 <b>41.56</b>
	<b>Percent</b>	29.2%	31.7%	36.4%	33.4%	0.0%	29.5%	36.4%	29.5%	35.5%	36.0%	33.6%	32.0%	36.4%
<b>No answer</b>	<b>Total Avg/H'hold</b>	4	10 <b>2.82</b>	189 <b>52.81</b>	111 <b>30.96</b>	0 <b>0.00</b>	4	189 <b>52.81</b>	4	1239 <b>346.17</b>	189	111 <b>30.96</b>	10	189 <b>52.81</b>
	<b>Percent</b>	1.5%	2.1%	1.8%	3.7%	0.0%	1.1%	1.8%	1.2%	1.8%	1.8%	3.7%	2.2%	1.8%

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## Wild Bird Seed MDP Purchase & Usage - November 2006

### 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</b>	274	482	10372	2996	341	326	10372	302	67291	10308	2960	456	10372
	<b>Avg/H'hold</b>		<b>1.76</b>	<b>37.85</b>	<b>10.93</b>	<b>1.24</b>		<b>31.82</b>		<b>222.82</b>		<b>0.29</b>		<b>22.75</b>
<b>Size Of Family</b>														
<b>One Person</b>	<b>Total</b>	90	162	3427	993	120	119	3427	95	17378	3427	993	162	3427
	<b>Avg/H'hold</b>		<b>1.35</b>	<b>28.62</b>	<b>8.29</b>	<b>1.33</b>		<b>28.88</b>		<b>182.93</b>		<b>8.37</b>		<b>31.21</b>
	<b>Percent</b>	<b>32.8%</b>	<b>33.6%</b>	<b>33.0%</b>	<b>33.1%</b>	<b>35.2%</b>	<b>36.4%</b>	<b>33.0%</b>	<b>31.5%</b>	<b>25.8%</b>	<b>33.2%</b>	<b>33.6%</b>	<b>35.5%</b>	<b>33.0%</b>
<b>Two people</b>	<b>Total</b>	111	217	4581	1257	139	127	4581	128	29979	4517	1221	190	4581
	<b>Avg/H'hold</b>		<b>1.56</b>	<b>33.01</b>	<b>9.06</b>	<b>1.25</b>		<b>36.01</b>		<b>234.49</b>		<b>9.60</b>		<b>37.00</b>
	<b>Percent</b>	<b>40.5%</b>	<b>45.0%</b>	<b>44.2%</b>	<b>42.0%</b>	<b>40.8%</b>	<b>39.0%</b>	<b>44.2%</b>	<b>42.3%</b>	<b>44.6%</b>	<b>43.8%</b>	<b>41.2%</b>	<b>41.7%</b>	<b>44.2%</b>
<b>Three people</b>	<b>Total</b>	36	54	1322	399	44	41	1322	44	14813	1322	399	54	1322
	<b>Avg/H'hold</b>		<b>1.23</b>	<b>30.22</b>	<b>9.12</b>	<b>1.22</b>		<b>32.01</b>		<b>338.73</b>		<b>9.66</b>		<b>32.66</b>
	<b>Percent</b>	<b>13.1%</b>	<b>11.2%</b>	<b>12.7%</b>	<b>13.3%</b>	<b>12.9%</b>	<b>12.7%</b>	<b>12.7%</b>	<b>14.5%</b>	<b>22.0%</b>	<b>12.8%</b>	<b>13.5%</b>	<b>11.8%</b>	<b>12.7%</b>
<b>Four people</b>	<b>Total</b>	20	25	549	143	20	20	549	18	2103	549	143	25	549
	<b>Avg/H'hold</b>		<b>1.21</b>	<b>26.83</b>	<b>7.00</b>	<b>1.00</b>		<b>26.83</b>		<b>119.03</b>		<b>7.00</b>		<b>26.83</b>
	<b>Percent</b>	<b>7.3%</b>	<b>5.2%</b>	<b>5.3%</b>	<b>4.8%</b>	<b>5.9%</b>	<b>6.3%</b>	<b>5.3%</b>	<b>5.9%</b>	<b>3.1%</b>	<b>5.3%</b>	<b>4.8%</b>	<b>5.5%</b>	<b>5.3%</b>
<b>Five people</b>	<b>Total</b>	12	13	212	64	13	13	212	12	1711	212	64	13	212
	<b>Avg/H'hold</b>		<b>0.98</b>	<b>16.00</b>	<b>4.85</b>	<b>1.08</b>		<b>16.00</b>		<b>137.84</b>		<b>4.85</b>		<b>18.95</b>
	<b>Percent</b>	<b>4.4%</b>	<b>2.7%</b>	<b>2.0%</b>	<b>2.1%</b>	<b>3.8%</b>	<b>4.1%</b>	<b>2.0%</b>	<b>4.1%</b>	<b>2.5%</b>	<b>2.1%</b>	<b>2.2%</b>	<b>2.8%</b>	<b>2.0%</b>
<b>Six or more people</b>	<b>Total</b>	5	12	282	140	5	5	282	5	1307	282	140	12	282
	<b>Avg/H'hold</b>		<b>2.33</b>	<b>53.34</b>	<b>26.42</b>	<b>1.00</b>		<b>53.34</b>		<b>247.58</b>		<b>26.42</b>		<b>53.34</b>
	<b>Percent</b>	<b>1.8%</b>	<b>2.5%</b>	<b>2.7%</b>	<b>4.7%</b>	<b>1.5%</b>	<b>1.6%</b>	<b>2.7%</b>	<b>1.7%</b>	<b>1.9%</b>	<b>2.7%</b>	<b>4.7%</b>	<b>2.7%</b>	<b>2.7%</b>
<b>No answer</b>	<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Avg/H'hold</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>
	<b>Percent</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

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## Wild Bird Seed MDP Purchase & Usage - November 2006

### 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>	274	482 <b>1.76</b>	10372 <b>37.85</b>	2996 <b>10.93</b>	341 <b>1.24</b>	326 <b>31.82</b>	10372 <b>31.82</b>	302	67291 <b>222.82</b>	10308	2960 <b>0.29</b>	456	10372 <b>22.75</b>
<b>Education</b>														
<b>Elementary</b>	<b>Total Avg/H'hold Percent</b>	2 <b>0.7%</b>	2 <b>0.4%</b>	69 <b>0.7%</b>	16 <b>0.5%</b>	2 <b>0.6%</b>	2 <b>0.8%</b>	69 <b>0.7%</b>	2 <b>0.6%</b>	445 <b>250.00</b>	69 <b>0.7%</b>	16 <b>6.55</b>	2 <b>0.5%</b>	69 <b>28.24</b>
<b>High school</b>	<b>Total Avg/H'hold Percent</b>	111 <b>40.5%</b>	185 <b>38.4%</b>	4067 <b>39.2%</b>	1238 <b>41.3%</b>	134 <b>39.3%</b>	130 <b>39.7%</b>	4067 <b>39.2%</b>	119 <b>39.4%</b>	27458 <b>40.8%</b>	4067 <b>39.5%</b>	1232 <b>41.6%</b>	178 <b>39.0%</b>	4067 <b>39.2%</b>
<b>College</b>	<b>Total Avg/H'hold Percent</b>	162 <b>59.1%</b>	295 <b>61.2%</b>	6235 <b>60.1%</b>	1742 <b>58.1%</b>	205 <b>60.1%</b>	194 <b>59.5%</b>	6235 <b>60.1%</b>	181 <b>60.0%</b>	39388 <b>58.5%</b>	6171 <b>59.9%</b>	1712 <b>57.8%</b>	276 <b>60.5%</b>	6235 <b>60.1%</b>
<b>No answer</b>	<b>Total Avg/H'hold Percent</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>	- <b>-</b>

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## Wild Bird Seed MDP Purchase & Usage - November 2006

### Market Share Measures by Region

		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>	274	482 <b>1.76</b>	10372 <b>37.85</b>	2996 <b>10.93</b>	341 <b>1.24</b>	326 <b>31.82</b>	10372 <b>31.82</b>	302	67291 <b>222.82</b>	10308	2960 <b>0.29</b>	456	10372 <b>22.75</b>
<b>Region</b>														
<b>New England</b>	<b>Total Avg/H'hold</b>	16	25 <b>1.33</b>	686 <b>36.00</b>	193 <b>10.11</b>	19 <b>1.19</b>	19 <b>36.00</b>	686 <b>430.50</b>	19	8205 <b>430.50</b>	686	193 <b>10.11</b>	25	686 <b>36.00</b>
	<b>Percent</b>	5.8%	5.2%	6.6%	6.4%	5.6%	5.8%	6.6%	6.3%	12.2%	6.7%	6.5%	5.6%	6.6%
<b>Middle Atlantic</b>	<b>Total Avg/H'hold</b>	45	57 <b>1.11</b>	878 <b>16.96</b>	301 <b>5.81</b>	52 <b>1.16</b>	49 <b>17.86</b>	878 <b>182.59</b>	45	8213 <b>182.59</b>	878	301 <b>6.12</b>	57	878 <b>19.46</b>
	<b>Percent</b>	16.4%	11.8%	8.5%	10.0%	15.2%	15.1%	8.5%	14.9%	12.2%	8.5%	10.2%	12.6%	8.5%
<b>East North Central</b>	<b>Total Avg/H'hold</b>	59	105 <b>1.34</b>	2511 <b>32.11</b>	675 <b>8.62</b>	78 <b>1.32</b>	73 <b>34.53</b>	2511 <b>231.00</b>	59	13615 <b>231.00</b>	2511	663 <b>9.11</b>	92	2511 <b>38.56</b>
	<b>Percent</b>	21.5%	21.8%	24.2%	22.5%	22.9%	22.3%	24.2%	19.5%	20.2%	24.4%	22.4%	20.1%	24.2%
<b>West North Central</b>	<b>Total Avg/H'hold</b>	20	39 <b>1.45</b>	926 <b>34.61</b>	192 <b>7.19</b>	27 <b>1.35</b>	27 <b>34.61</b>	926 <b>234.08</b>	27	6262 <b>234.08</b>	926	192 <b>7.19</b>	39	926 <b>36.39</b>
	<b>Percent</b>	7.3%	8.1%	8.9%	6.4%	7.9%	8.2%	8.9%	8.9%	9.3%	9.0%	6.5%	8.5%	8.9%
<b>South Atlantic</b>	<b>Total Avg/H'hold</b>	39	72 <b>1.67</b>	1950 <b>45.05</b>	651 <b>15.04</b>	43 <b>1.10</b>	40 <b>48.66</b>	1950 <b>333.38</b>	41	13792 <b>333.38</b>	1950	648 <b>16.18</b>	69	1950 <b>49.21</b>
	<b>Percent</b>	14.2%	14.9%	18.8%	21.7%	12.6%	12.3%	18.8%	13.7%	20.5%	18.9%	21.9%	15.2%	18.8%
<b>East South Central</b>	<b>Total Avg/H'hold</b>	19	33 <b>1.48</b>	918 <b>41.58</b>	208 <b>9.42</b>	22 <b>1.16</b>	22 <b>41.58</b>	918 <b>217.66</b>	22	4804 <b>217.66</b>	854	208 <b>9.42</b>	33	918 <b>41.58</b>
	<b>Percent</b>	6.9%	6.8%	8.9%	6.9%	6.5%	6.8%	8.8%	7.3%	7.1%	8.3%	7.0%	7.2%	8.8%
<b>West South Central</b>	<b>Total Avg/H'hold</b>	33	62 <b>1.38</b>	1099 <b>24.34</b>	317 <b>7.03</b>	45 <b>1.36</b>	45 <b>24.34</b>	1099 <b>102.59</b>	45	4632 <b>102.59</b>	1099	317 <b>7.03</b>	62	1099 <b>25.34</b>
	<b>Percent</b>	12.0%	12.9%	10.6%	10.6%	13.2%	13.8%	10.6%	15.0%	6.9%	10.7%	10.7%	13.7%	10.6%
<b>Mountain</b>	<b>Total Avg/H'hold</b>	11	18 <b>1.17</b>	410 <b>27.26</b>	143 <b>9.49</b>	15 <b>1.36</b>	14 <b>29.34</b>	410 <b>332.46</b>	12	4083 <b>332.46</b>	410	143 <b>10.21</b>	18	410 <b>29.34</b>
	<b>Percent</b>	4.0%	3.7%	4.0%	4.8%	4.4%	4.3%	4.0%	4.1%	6.1%	4.0%	4.8%	3.9%	4.0%
<b>Pacific</b>	<b>Total Avg/H'hold</b>	32	71 <b>1.79</b>	994 <b>24.91</b>	316 <b>7.93</b>	40 <b>1.25</b>	37 <b>26.71</b>	994 <b>117.62</b>	31	3686 <b>117.62</b>	994	295 <b>7.93</b>	61	994 <b>26.71</b>
	<b>Percent</b>	11.7%	14.7%	9.6%	10.5%	11.7%	11.4%	9.6%	10.4%	5.5%	9.6%	10.0%	13.3%	9.6%
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## Wild Bird Seed MDP Purchase & Usage - November 2006

### 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
<b>Total</b>	<b>Total Avg/Purchaser</b>	341	482 <b>1.41</b>	10372 <b>30.42</b>	2996 <b>8.79</b>	341 <b>1.00</b>	326	10372 <b>31.82</b>	302	67291 <b>222.82</b>	10308	2960 <b>0.29</b>	456	10372 <b>22.75</b>
<b>Age Of Purchaser - Summary</b>														
<b>Under 34</b>	<b>Total Avg/Purchaser Percent</b>	29 <b>8.5%</b>	33 <b>6.8%</b>	595 <b>20.76</b> <b>5.7%</b>	204 <b>7.13</b> <b>6.8%</b>	29 <b>1.00</b> <b>8.5%</b>	29 <b>8.8%</b>	595 <b>20.76</b> <b>5.7%</b>	29 <b>9.5%</b>	1677 <b>58.55</b> <b>2.5%</b>	595 <b>7.13</b> <b>5.8%</b>	204 <b>7.13</b> <b>6.9%</b>	33 <b>7.2%</b>	595 <b>20.76</b> <b>5.7%</b>
<b>35 - 44</b>	<b>Total Avg/Purchaser Percent</b>	34 <b>10.0%</b>	43 <b>8.9%</b>	927 <b>26.89</b> <b>8.9%</b>	293 <b>8.48</b> <b>9.8%</b>	34 <b>1.00</b> <b>10.0%</b>	34 <b>10.6%</b>	927 <b>26.89</b> <b>8.9%</b>	33 <b>10.9%</b>	6905 <b>210.65</b> <b>10.3%</b>	927 <b>8.48</b> <b>9.0%</b>	293 <b>8.48</b> <b>9.9%</b>	43 <b>9.4%</b>	927 <b>26.89</b> <b>8.9%</b>
<b>45 - 54</b>	<b>Total Avg/Purchaser Percent</b>	85 <b>24.9%</b>	131 <b>1.54</b> <b>27.2%</b>	2839 <b>33.42</b> <b>27.4%</b>	893 <b>10.51</b> <b>29.8%</b>	85 <b>1.00</b> <b>24.9%</b>	82 <b>25.0%</b>	2839 <b>34.80</b> <b>27.4%</b>	81 <b>26.8%</b>	16773 <b>206.95</b> <b>24.9%</b>	2775 <b>10.66</b> <b>26.9%</b>	870 <b>10.66</b> <b>29.4%</b>	118 <b>25.8%</b>	2839 <b>35.23</b> <b>27.4%</b>
<b>55 - 64</b>	<b>Total Avg/Purchaser Percent</b>	94 <b>27.6%</b>	143 <b>1.52</b> <b>29.7%</b>	3154 <b>33.44</b> <b>30.4%</b>	898 <b>9.52</b> <b>30.0%</b>	94 <b>1.00</b> <b>27.6%</b>	88 <b>26.9%</b>	3154 <b>35.99</b> <b>30.4%</b>	83 <b>27.6%</b>	26061 <b>312.78</b> <b>38.7%</b>	3154 <b>10.20</b> <b>30.6%</b>	894 <b>10.20</b> <b>30.2%</b>	139 <b>30.4%</b>	3154 <b>36.46</b> <b>30.4%</b>
<b>65 &amp; Over</b>	<b>Total Avg/Purchaser Percent</b>	96 <b>28.2%</b>	129 <b>1.34</b> <b>26.8%</b>	2841 <b>29.57</b> <b>27.4%</b>	705 <b>7.33</b> <b>23.5%</b>	96 <b>1.00</b> <b>28.2%</b>	91 <b>27.9%</b>	2841 <b>31.20</b> <b>27.4%</b>	73 <b>24.3%</b>	14562 <b>198.50</b> <b>21.6%</b>	2841 <b>7.65</b> <b>27.6%</b>	696 <b>7.65</b> <b>23.5%</b>	120 <b>26.4%</b>	2841 <b>35.89</b> <b>27.4%</b>
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	3 <b>0.9%</b>	3 <b>1.18</b> <b>0.6%</b>	16 <b>5.88</b> <b>0.2%</b>	3 <b>1.16</b> <b>0.1%</b>	3 <b>1.00</b> <b>0.9%</b>	3 <b>0.9%</b>	16 <b>5.88</b> <b>0.2%</b>	3 <b>0.9%</b>	1313 <b>470.56</b> <b>2.0%</b>	16 <b>1.16</b> <b>0.2%</b>	3 <b>1.16</b> <b>0.1%</b>	3 <b>0.7%</b>	16 <b>10.00</b> <b>0.2%</b>

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total Avg/Purchaser</b>	341	482 <b>1.41</b>	10372 <b>30.42</b>	2996 <b>8.79</b>	341 <b>1.00</b>	326	10372 <b>31.82</b>	302	67291 <b>222.82</b>	10308	2960 <b>0.29</b>	456	10372 <b>22.75</b>
<b>Sex Of Purchaser</b>														
<b>Male</b>	<b>Total Avg/Purchaser Percent</b>	106 <b>31.1%</b>	156 <b>1.47</b> <b>32.4%</b>	3530 <b>33.18</b> <b>34.0%</b>	824 <b>7.75</b> <b>27.5%</b>	106 <b>1.00</b> <b>31.1%</b>	105 <b>32.2%</b>	3530 <b>33.57</b> <b>34.0%</b>	101 <b>33.6%</b>	18305 <b>180.37</b> <b>27.2%</b>	3466 <b>33.6%</b>	821 <b>7.80</b> <b>27.7%</b>	154 <b>33.8%</b>	3530 <b>35.16</b> <b>34.0%</b>
<b>Female</b>	<b>Total Avg/Purchaser Percent</b>	235 <b>68.9%</b>	326 <b>1.39</b> <b>67.6%</b>	6842 <b>29.13</b> <b>66.0%</b>	2172 <b>9.25</b> <b>72.5%</b>	235 <b>1.00</b> <b>68.9%</b>	221 <b>67.8%</b>	6842 <b>30.95</b> <b>66.0%</b>	200 <b>66.4%</b>	48986 <b>244.38</b> <b>72.8%</b>	6842 <b>66.4%</b>	2140 <b>9.68</b> <b>72.3%</b>	302 <b>66.2%</b>	6842 <b>32.49</b> <b>66.0%</b>
<b>No answer</b>	<b>Total Avg/Purchaser Percent</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Wild Bird Seed MDP Purchase & Usage - November 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	
<b>Total</b>	<b>Total</b>	482	243	21	26	1	16	-	3	29	88	6	1	-	10	18	20	
	<b>Percent</b>	100.0%	50.4%	4.3%	5.3%	0.3%	3.4%	-	0.7%	6.1%	18.2%	1.2%	0.3%	-	2.0%	3.6%	4.2%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	9	17	-	-	-	-	-	-	2	6	-	-	-	-	-	-
	<b>Column %</b>	6.8%	3.6%	82.3%	-	-	-	-	-	-	1.8%	100.0%	-	-	-	-	-	-
	<b>Row %</b>	100.0%	26.3%	52.0%	-	-	-	-	-	-	4.8%	16.9%	-	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	43	37	-	-	-	-	-	-	-	5	-	-	-	-	-	1	-
	<b>Column %</b>	8.9%	15.3%	-	-	-	-	-	-	-	5.4%	-	-	-	-	-	5.3%	-
	<b>Row %</b>	100.0%	86.8%	-	-	-	-	-	-	-	11.0%	-	-	-	-	-	2.2%	-
<b>45 - 54</b>	<b>Total</b>	131	57	-	11	1	7	-	1	11	37	-	-	-	-	-	5	-
	<b>Column %</b>	27.2%	23.5%	-	43.8%	100.0%	45.5%	-	26.3%	37.6%	42.2%	-	-	-	-	-	28.6%	-
	<b>Row %</b>	100.0%	43.5%	-	8.6%	0.9%	5.7%	-	0.7%	8.4%	28.3%	-	-	-	-	-	3.8%	-
<b>55 - 64</b>	<b>Total</b>	143	89	4	3	-	5	-	3	9	20	-	1	-	3	7	1	-
	<b>Column %</b>	29.7%	36.8%	17.7%	10.1%	-	30.0%	-	73.7%	29.0%	22.8%	-	100.0%	-	30.1%	39.4%	3.0%	-
	<b>Row %</b>	100.0%	62.3%	2.6%	1.8%	-	3.4%	-	1.7%	5.9%	14.0%	-	0.9%	-	2.0%	4.8%	0.4%	-
<b>65 &amp; Over</b>	<b>Total</b>	129	48	0	12	-	4	-	-	10	24	-	-	-	7	5	19	-
	<b>Column %</b>	26.7%	19.6%	0.0%	46.1%	-	24.4%	-	-	33.5%	27.9%	-	-	-	69.9%	26.7%	97.0%	-
	<b>Row %</b>	100.0%	37.0%	0.0%	9.2%	-	3.1%	-	-	7.6%	19.0%	-	-	-	5.3%	3.6%	15.1%	-
<b>No answer</b>	<b>Total</b>	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	0.7%	1.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	243	21	26	1	16	-	3	29	88	6	1	-	10	18	20
	<b>Percent</b>	100.0%	50.4%	4.3%	5.3%	0.3%	3.4%	-	0.7%	6.1%	18.2%	1.2%	0.3%	-	2.0%	3.6%	4.2%
<b>Income - Summary</b>																	
<b>Under \$15,000</b>	<b>Total</b>	117	57	17	1	-	-	-	-	-	30	6	-	-	-	7	-
	<b>Column %</b>	24.2%	23.3%	82.3%	3.2%	-	-	-	-	-	33.6%	100.0%	-	-	-	40.3%	-
	<b>Row %</b>	100.0%	48.4%	14.7%	0.7%	-	-	-	-	-	25.3%	4.8%	-	-	-	6.1%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	31	-	3	-	-	-	-	9	7	-	-	-	0	1	1
	<b>Column %</b>	10.8%	12.8%	-	11.3%	-	-	-	-	29.0%	8.4%	-	-	-	0.0%	3.9%	6.6%
	<b>Row %</b>	100.0%	59.9%	-	5.6%	-	-	-	-	16.4%	14.2%	-	-	-	0.0%	1.3%	2.5%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	37	0	14	-	6	3	3	10	6	-	1	-	3	-	-
	<b>Column %</b>	16.5%	15.0%	0.0%	53.7%	-	33.6%	-	100.0%	35.1%	6.8%	-	100.0%	-	32.0%	-	-
	<b>Row %</b>	100.0%	45.9%	0.0%	17.3%	-	6.9%	-	4.3%	13.0%	7.2%	-	1.6%	-	3.9%	-	-
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	60	4	8	1	2	-	-	11	27	-	-	-	0	3	-
	<b>Column %</b>	24.1%	24.6%	17.7%	31.8%	100.0%	11.2%	-	-	35.9%	31.2%	-	-	-	0.0%	19.4%	-
	<b>Row %</b>	100.0%	51.5%	3.2%	7.0%	1.0%	1.6%	-	-	9.1%	23.6%	-	-	-	0.0%	2.9%	-
<b>\$75,000 or more</b>	<b>Total</b>	108	53	-	-	-	9	-	-	-	14	-	-	-	7	6	19
	<b>Column %</b>	22.3%	21.9%	-	-	-	55.1%	-	-	-	15.7%	-	-	-	68.0%	36.4%	93.4%
	<b>Row %</b>	100.0%	49.3%	-	-	-	8.4%	-	-	-	12.8%	-	-	-	6.1%	5.9%	17.4%
<b>No answer</b>	<b>Total</b>	10	6	-	-	-	-	-	-	-	4	-	-	-	-	-	-
	<b>Column %</b>	2.1%	2.4%	-	-	-	-	-	-	-	4.5%	-	-	-	-	-	-
	<b>Row %</b>	100.0%	59.8%	-	-	-	-	-	-	-	40.2%	-	-	-	-	-	-

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**Wild Bird Seed MDP Purchase & Usage - November 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	
<b>Total</b>	<b>Total</b>	10372	4998	528	585	1	127	-	57	27	2853	56	63	-	116	553	407	
	<b>Percent</b>	100.0%	48.2%	5.1%	5.6%	0.0%	1.2%	-	0.5%	0.3%	27.5%	0.5%	0.6%	-	1.1%	5.3%	3.9%	
<b>Age Of Purchaser - Summary</b>																		
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	595	191	343	-	-	-	-	-	-	5	56	-	-	-	-	-	-
	<b>Column %</b>	5.7%	3.8%	65.0%	-	-	-	-	-	-	0.2%	100.0%	-	-	-	-	-	-
	<b>Row %</b>	100.0%	32.1%	57.7%	-	-	-	-	-	-	0.8%	9.4%	-	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	927	837	-	-	-	-	-	-	-	88	-	-	-	-	-	3	-
	<b>Column %</b>	8.9%	16.7%	-	-	-	-	-	-	-	3.1%	-	-	-	-	-	0.5%	-
	<b>Row %</b>	100.0%	90.2%	-	-	-	-	-	-	-	9.5%	-	-	-	-	-	0.3%	-
<b>45 - 54</b>	<b>Total</b>	2839	1434	-	217	1	37	-	44	8	846	-	-	-	-	-	251	-
	<b>Column %</b>	27.4%	28.7%	-	37.1%	100.0%	29.2%	-	78.1%	30.6%	29.6%	-	-	-	-	-	45.4%	-
	<b>Row %</b>	100.0%	50.5%	-	7.6%	0.0%	1.3%	-	1.6%	0.3%	29.8%	-	-	-	-	-	8.8%	-
<b>55 - 64</b>	<b>Total</b>	3154	1615	185	93	-	49	-	13	15	905	-	63	-	9	192	15	-
	<b>Column %</b>	30.4%	32.3%	35.0%	15.9%	-	39.0%	-	21.9%	54.5%	31.7%	-	100.0%	-	7.6%	34.7%	3.7%	-
	<b>Row %</b>	100.0%	51.2%	5.9%	3.0%	-	1.6%	-	0.4%	0.5%	28.7%	-	2.0%	-	0.3%	6.1%	0.5%	-
<b>65 &amp; Over</b>	<b>Total</b>	2841	905	0	275	-	40	-	-	4	1010	-	-	-	108	108	392	-
	<b>Column %</b>	27.4%	18.1%	0.0%	47.0%	-	31.8%	-	-	14.9%	35.4%	-	-	-	92.4%	19.4%	96.3%	-
	<b>Row %</b>	100.0%	31.8%	0.0%	9.7%	-	1.4%	-	-	0.1%	35.6%	-	-	-	3.8%	3.8%	13.8%	-
<b>No answer</b>	<b>Total</b>	16	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	0.2%	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	10372	4998	528	585	1	127	-	57	27	2853	56	63	-	116	553	407
	<b>Percent</b>	100.0%	48.2%	5.1%	5.6%	0.0%	1.2%	-	0.5%	0.3%	27.5%	0.5%	0.6%	-	1.1%	5.3%	3.9%
<b>Income - Summary</b>																	
<b>Under \$15,000</b>	<b>Total</b>	2220	730	343	4	-	-	-	-	-	829	56	-	-	-	258	-
	<b>Column %</b>	21.4%	14.6%	65.0%	0.7%	-	-	-	-	-	29.0%	100.0%	-	-	-	46.7%	-
	<b>Row %</b>	100.0%	32.9%	15.5%	0.2%	-	-	-	-	-	37.3%	2.5%	-	-	-	11.6%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	1253	856	-	116	-	-	-	0	235	235	-	-	-	0	14	33
	<b>Column %</b>	12.1%	17.1%	-	19.8%	-	-	-	0.0%	8.2%	8.2%	-	-	-	0.0%	2.5%	8.1%
	<b>Row %</b>	100.0%	68.3%	-	9.3%	-	-	-	0.0%	18.7%	-	-	-	-	0.0%	1.1%	2.6%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	1264	704	0	249	-	21	-	57	7	84	-	63	-	78	-	-
	<b>Column %</b>	12.2%	14.1%	0.0%	42.6%	-	16.6%	-	100.0%	26.7%	2.9%	-	100.0%	-	67.1%	-	-
	<b>Row %</b>	100.0%	55.7%	0.0%	19.7%	-	1.7%	-	4.5%	0.6%	6.8%	-	4.9%	-	6.2%	-	-
<b>\$40,000 - \$74,999</b>	<b>Total</b>	3031	1627	185	215	1	15	-	-	20	950	-	-	-	0	17	-
	<b>Column %</b>	29.2%	32.6%	35.0%	36.8%	100.0%	11.7%	-	-	73.3%	33.3%	-	-	-	0.0%	3.1%	-
	<b>Row %</b>	100.0%	53.7%	6.1%	7.1%	0.0%	0.5%	-	-	0.7%	31.4%	-	-	-	0.0%	0.6%	-
<b>\$75,000 or more</b>	<b>Total</b>	2358	952	-	-	-	91	-	-	-	638	-	-	-	38	265	374
	<b>Column %</b>	22.7%	19.0%	-	-	-	71.7%	-	-	-	22.3%	-	-	-	32.9%	47.8%	91.9%
	<b>Row %</b>	100.0%	40.4%	-	-	-	3.8%	-	-	-	27.0%	-	-	-	1.6%	11.2%	15.9%
<b>No answer</b>	<b>Total</b>	247	129	-	-	-	-	-	-	-	118	-	-	-	-	-	-
	<b>Column %</b>	2.4%	2.6%	-	-	-	-	-	-	-	4.1%	-	-	-	-	-	-
	<b>Row %</b>	100.0%	52.3%	-	-	-	-	-	-	-	47.7%	-	-	-	-	-	-

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	10	159	273	9	18	459	13
	<b>Percent</b>	100.0%	2.0%	33.0%	56.7%	1.8%	3.8%	95.2%	2.8%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	2	3	19	9	-	31	-
	<b>Column %</b>	6.8%	16.2%	2.2%	7.1%	100.0%	-	6.8%	-
	<b>Row %</b>	100.0%	4.8%	10.6%	58.7%	26.0%	-	95.2%	-
<b>35 - 44</b>	<b>Total</b>	43	2	10	31	-	-	41	-
	<b>Column %</b>	8.9%	22.3%	6.3%	11.2%	-	-	8.8%	-
	<b>Row %</b>	100.0%	5.1%	23.5%	71.5%	-	-	94.9%	-
<b>45 - 54</b>	<b>Total</b>	131	1	48	70	-	10	127	3
	<b>Column %</b>	27.2%	12.5%	29.9%	25.6%	-	52.4%	27.7%	20.4%
	<b>Row %</b>	100.0%	0.9%	36.4%	53.4%	-	7.3%	97.0%	2.1%
<b>55 - 64</b>	<b>Total</b>	143	1	52	81	-	5	138	5
	<b>Column %</b>	29.7%	6.4%	32.6%	29.8%	-	25.3%	30.0%	36.1%
	<b>Row %</b>	100.0%	0.4%	36.2%	56.8%	-	3.2%	96.2%	3.4%
<b>65 &amp; Over</b>	<b>Total</b>	129	4	46	69	-	4	119	6
	<b>Column %</b>	26.7%	42.5%	29.0%	25.1%	-	22.3%	25.9%	43.5%
	<b>Row %</b>	100.0%	3.2%	35.9%	53.3%	-	3.1%	92.3%	4.5%
<b>No answer</b>	<b>Total</b>	3	-	0	3	-	-	3	-
	<b>Column %</b>	0.7%	-	0.0%	1.2%	-	-	0.7%	-
	<b>Row %</b>	100.0%	-	0.0%	100.0%	-	-	100.0%	-

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	10	159	273	9	18	459	13
	<b>Percent</b>	100.0%	2.0%	33.0%	56.7%	1.8%	3.8%	95.2%	2.8%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	117	-	30	78	9	-	117	-
	<b>Column %</b>	24.2%	-	19.1%	28.4%	100.0%	-	25.4%	-
	<b>Row %</b>	100.0%	-	26.1%	66.5%	7.4%	-	100.0%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	3	24	16	-	1	41	9
	<b>Column %</b>	10.8%	26.4%	15.3%	5.7%	-	4.9%	8.9%	63.9%
	<b>Row %</b>	100.0%	4.9%	47.0%	29.9%	-	1.7%	78.7%	16.4%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	2	24	44	-	7	75	3
	<b>Column %</b>	16.5%	18.4%	14.9%	16.0%	-	39.9%	16.3%	23.1%
	<b>Row %</b>	100.0%	2.2%	29.8%	55.0%	-	9.1%	93.9%	3.9%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	5	48	51	-	10	109	2
	<b>Column %</b>	24.1%	55.2%	30.2%	18.6%	-	55.1%	23.7%	13.0%
	<b>Row %</b>	100.0%	4.6%	41.5%	43.8%	-	8.6%	93.9%	1.5%
<b>\$75,000 or more</b>	<b>Total</b>	108	-	32	75	-	-	108	-
	<b>Column %</b>	22.3%	-	20.4%	27.6%	-	-	23.5%	-
	<b>Row %</b>	100.0%	-	30.1%	69.9%	-	-	100.0%	-
<b>No answer</b>	<b>Total</b>	10	-	-	10	-	-	10	-
	<b>Column %</b>	2.1%	-	-	3.6%	-	-	2.2%	-
	<b>Row %</b>	100.0%	-	-	100.0%	-	-	100.0%	-
<b>Roy Morgan International</b>									

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	-	52	175	260	-	-	2
	<b>Percent</b>	100.0%	-	10.7%	36.3%	54.0%	-	-	0.4%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	-	9	21	3	-	-	-
	<b>Column %</b>	6.8%	-	16.6%	12.0%	1.3%	-	-	-
	<b>Row %</b>	100.0%	-	26.0%	63.4%	10.6%	-	-	-
<b>35 - 44</b>	<b>Total</b>	43	-	8	12	24	-	-	-
	<b>Column %</b>	8.9%	-	16.3%	6.7%	9.3%	-	-	-
	<b>Row %</b>	100.0%	-	19.7%	27.5%	56.5%	-	-	-
<b>45 - 54</b>	<b>Total</b>	131	-	2	36	93	-	-	-
	<b>Column %</b>	27.2%	-	2.9%	20.8%	35.7%	-	-	-
	<b>Row %</b>	100.0%	-	1.2%	27.8%	71.0%	-	-	-
<b>55 - 64</b>	<b>Total</b>	143	-	2	74	66	-	-	0
	<b>Column %</b>	29.7%	-	4.8%	42.6%	25.5%	-	-	0.0%
	<b>Row %</b>	100.0%	-	1.7%	52.0%	46.3%	-	-	0.0%
<b>65 &amp; Over</b>	<b>Total</b>	129	-	31	28	70	-	-	2
	<b>Column %</b>	26.7%	-	59.4%	16.0%	26.9%	-	-	100.0%
	<b>Row %</b>	100.0%	-	23.8%	21.7%	54.4%	-	-	1.3%
<b>No answer</b>	<b>Total</b>	3	-	-	3	3	-	-	-
	<b>Column %</b>	0.7%	-	-	1.9%	1.3%	-	-	-
	<b>Row %</b>	100.0%	-	-	100.0%	100.0%	-	-	-
<b>Roy Morgan International</b>									

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	-	52	175	260	-	-	2
	<b>Percent</b>	100.0%	-	10.7%	36.3%	54.0%	-	-	0.4%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	117	-	9	46	62	-	-	2
	<b>Column %</b>	24.2%	-	16.6%	26.4%	23.8%	-	-	100.0%
	<b>Row %</b>	100.0%	-	7.4%	39.6%	53.1%	-	-	1.5%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	-	3	13	36	-	-	0
	<b>Column %</b>	10.8%	-	5.8%	7.5%	13.7%	-	-	0.0%
	<b>Row %</b>	100.0%	-	5.8%	25.3%	69.0%	-	-	0.0%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	-	9	25	49	-	-	0
	<b>Column %</b>	16.5%	-	17.9%	14.1%	18.9%	-	-	0.0%
	<b>Row %</b>	100.0%	-	11.6%	30.8%	61.7%	-	-	0.0%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	-	2	45	71	-	-	0
	<b>Column %</b>	24.1%	-	2.9%	25.8%	27.3%	-	-	0.0%
	<b>Row %</b>	100.0%	-	1.3%	38.8%	61.2%	-	-	0.0%
<b>\$75,000 or more</b>	<b>Total</b>	108	-	25	46	36	-	-	-
	<b>Column %</b>	22.3%	-	49.2%	26.2%	14.0%	-	-	-
	<b>Row %</b>	100.0%	-	23.6%	42.6%	33.8%	-	-	-
<b>No answer</b>	<b>Total</b>	10	-	4	-	6	-	-	-
	<b>Column %</b>	2.1%	-	7.5%	-	2.3%	-	-	-
	<b>Row %</b>	100.0%	-	39.2%	-	60.8%	-	-	-
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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	129	188	104	35	61	23	1
	<b>Percent</b>	100.0%	26.8%	39.1%	21.6%	7.3%	12.6%	4.9%	0.2%
<b>Age Of Purchaser - Summary</b>									
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	14	19	-	-	-	-	-
	<b>Column %</b>	6.8%	10.7%	10.2%	-	-	-	-	-
	<b>Row %</b>	100.0%	41.8%	58.2%	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	43	13	18	-	4	8	1	-
	<b>Column %</b>	8.9%	9.7%	9.7%	-	10.0%	12.4%	4.0%	-
	<b>Row %</b>	100.0%	29.4%	42.6%	-	8.2%	17.7%	2.2%	-
<b>45 - 54</b>	<b>Total</b>	131	14	47	36	7	10	19	-
	<b>Column %</b>	27.2%	10.6%	25.1%	34.2%	19.3%	17.3%	79.1%	-
	<b>Row %</b>	100.0%	10.5%	36.0%	27.1%	5.2%	8.0%	14.1%	-
<b>55 - 64</b>	<b>Total</b>	143	24	77	47	24	25	1	-
	<b>Column %</b>	29.7%	18.7%	40.7%	44.9%	68.7%	41.7%	5.2%	-
	<b>Row %</b>	100.0%	16.9%	53.5%	32.6%	16.8%	17.7%	0.9%	-
<b>65 &amp; Over</b>	<b>Total</b>	129	65	24	18	1	17	3	1
	<b>Column %</b>	26.7%	50.3%	12.6%	17.7%	2.0%	28.6%	11.7%	100.0%
	<b>Row %</b>	100.0%	50.4%	18.4%	14.3%	0.6%	13.5%	2.1%	0.6%
<b>No answer</b>	<b>Total</b>	3	-	3	3	-	-	-	-
	<b>Column %</b>	0.7%	-	1.7%	3.2%	-	-	-	-
	<b>Row %</b>	100.0%	-	100.0%	100.0%	-	-	-	-
<b>Roy Morgan International</b>									

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	129	188	104	35	61	23	1
	<b>Percent</b>	100.0%	26.8%	39.1%	21.6%	7.3%	12.6%	4.9%	0.2%
<b>Income - Summary</b>									
<b>Under \$15,000</b>	<b>Total</b>	117	23	50	38	21	22	12	1
	<b>Column %</b>	24.2%	17.5%	26.7%	36.7%	60.2%	36.6%	50.0%	100.0%
	<b>Row %</b>	100.0%	19.4%	43.0%	32.7%	18.1%	19.1%	10.1%	0.7%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	21	19	7	2	4	4	-
	<b>Column %</b>	10.8%	15.9%	10.1%	6.4%	5.7%	6.0%	16.8%	-
	<b>Row %</b>	100.0%	39.6%	36.7%	12.9%	3.9%	7.0%	7.6%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	18	31	21	2	10	3	-
	<b>Column %</b>	16.5%	14.2%	16.4%	19.8%	4.8%	15.8%	11.7%	-
	<b>Row %</b>	100.0%	22.9%	38.8%	25.8%	2.1%	12.1%	3.4%	-
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	32	39	33	7	6	0	-
	<b>Column %</b>	24.1%	25.1%	20.5%	31.8%	19.3%	10.6%	0.0%	-
	<b>Row %</b>	100.0%	27.9%	33.2%	28.5%	5.8%	5.6%	0.0%	-
<b>\$75,000 or more</b>	<b>Total</b>	108	31	43	6	4	19	5	-
	<b>Column %</b>	22.3%	24.3%	23.1%	5.4%	10.0%	31.0%	21.4%	-
	<b>Row %</b>	100.0%	29.1%	40.3%	5.2%	3.2%	17.5%	4.7%	-
<b>No answer</b>	<b>Total</b>	10	4	6	-	-	-	-	-
	<b>Column %</b>	2.1%	3.0%	3.2%	-	-	-	-	-
	<b>Row %</b>	100.0%	39.2%	60.8%	-	-	-	-	-
<b>Roy Morgan International</b>									

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	134	36	43	25	42	45	-	31	74	20	3	29	-
	<b>Percent</b>	100.0%	27.7%	7.4%	8.9%	5.3%	8.7%	9.4%	-	6.5%	15.4%	4.2%	0.6%	5.9%	-
<b>Age Of Purchaser - Summary</b>															
<b>Under 24</b>	<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Column %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Row %</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	5	17	2	-	-	6	-	3	-	-	-	-	-
	<b>Column %</b>	6.8%	3.9%	47.8%	3.6%	-	-	12.3%	-	11.1%	-	-	-	-	-
	<b>Row %</b>	100.0%	15.8%	52.0%	4.8%	-	-	16.9%	-	10.6%	-	-	-	-	-
<b>35 - 44</b>	<b>Total</b>	43	13	-	4	2	8	4	-	3	8	-	-	-	-
	<b>Column %</b>	8.9%	9.9%	-	10.3%	8.7%	19.3%	8.1%	-	9.3%	11.1%	-	-	-	-
	<b>Row %</b>	100.0%	31.0%	-	10.3%	5.1%	18.9%	8.6%	-	6.8%	19.2%	-	-	-	-
<b>45 - 54</b>	<b>Total</b>	131	30	-	10	11	14	16	-	8	18	20	-	4	-
	<b>Column %</b>	27.2%	22.6%	-	23.2%	42.8%	34.3%	35.2%	-	25.9%	24.0%	100.0%	-	12.6%	-
	<b>Row %</b>	100.0%	23.0%	-	7.6%	8.3%	11.0%	12.1%	-	6.2%	13.6%	15.4%	-	2.8%	-
<b>55 - 64</b>	<b>Total</b>	143	48	0	15	1	10	6	-	17	34	-	-	13	-
	<b>Column %</b>	29.7%	35.7%	0.0%	33.8%	5.1%	24.5%	13.3%	-	53.8%	45.9%	-	-	43.9%	-
	<b>Row %</b>	100.0%	33.3%	0.0%	10.1%	0.9%	7.1%	4.2%	-	11.8%	23.8%	-	-	8.8%	-
<b>65 &amp; Over</b>	<b>Total</b>	129	34	19	12	11	9	14	-	-	14	-	3	12	-
	<b>Column %</b>	26.7%	25.4%	52.2%	29.1%	43.4%	21.9%	31.0%	-	-	18.9%	-	100.0%	43.5%	-
	<b>Row %</b>	100.0%	26.4%	14.5%	9.7%	8.5%	7.1%	10.9%	-	-	10.9%	-	2.3%	9.7%	-

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## Wild Bird Seed MDP Purchase & Usage - November 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
<b>Total</b>	<b>Total</b>	482	134	36	43	25	42	45	-	31	74	20	3	29	-
	<b>Percent</b>	100.0%	27.7%	7.4%	8.9%	5.3%	8.7%	9.4%	-	6.5%	15.4%	4.2%	0.6%	5.9%	-
<b>Income - Summary</b>															
<b>Under \$15,000</b>	<b>Total</b>	117	36	17	11	-	2	10	-	3	32	-	-	7	-
	<b>Column %</b>	24.2%	26.9%	47.8%	24.5%	-	4.1%	21.3%	-	8.6%	43.5%	-	-	23.7%	-
	<b>Row %</b>	100.0%	30.8%	14.7%	9.0%	-	1.5%	8.3%	-	2.3%	27.6%	-	-	5.8%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	12	0	13	6	10	-	-	3	2	-	3	2	-
	<b>Column %</b>	10.8%	8.9%	0.0%	30.1%	25.4%	24.2%	-	-	11.1%	3.2%	-	100.0%	6.3%	-
	<b>Row %</b>	100.0%	22.9%	0.0%	24.9%	12.4%	19.5%	-	-	6.7%	4.6%	-	5.6%	3.5%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	26	-	7	12	13	8	-	-	8	-	-	6	-
	<b>Column %</b>	16.5%	19.6%	-	15.5%	46.7%	31.6%	16.8%	-	-	10.7%	-	-	22.4%	-
	<b>Row %</b>	100.0%	32.8%	-	8.4%	14.8%	16.5%	9.5%	-	-	9.9%	-	-	8.1%	-
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	41	0	9	4	8	7	-	5	12	15	-	14	-
	<b>Column %</b>	24.1%	30.8%	0.0%	21.8%	17.4%	19.0%	16.5%	-	17.4%	15.6%	74.6%	-	47.6%	-
	<b>Row %</b>	100.0%	35.5%	0.0%	8.1%	3.8%	6.8%	6.4%	-	4.7%	10.0%	13.0%	-	11.7%	-
<b>\$75,000 or more</b>	<b>Total</b>	108	14	19	4	3	9	15	-	20	20	5	-	-	-
	<b>Column %</b>	22.3%	10.8%	52.2%	8.1%	10.5%	21.2%	32.4%	-	62.9%	27.1%	25.4%	-	-	-
	<b>Row %</b>	100.0%	13.4%	17.4%	3.2%	2.5%	8.2%	13.6%	-	18.4%	18.6%	4.8%	-	-	-
<b>No answer</b>	<b>Total</b>	10	4	-	-	-	-	6	-	-	-	-	-	-	-
	<b>Column %</b>	2.1%	3.1%	-	-	-	-	13.0%	-	-	-	-	-	-	-
	<b>Row %</b>	100.0%	41.2%	-	-	-	-	58.8%	-	-	-	-	-	-	-

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## Wild Bird Seed MDP Purchase & Usage - November 2006

### 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>	482	156	326	-
	<b>Percent</b>	<b>100.0%</b>	<b>32.4%</b>	<b>67.6%</b>	-
<b>Age Of Purchaser - Summary</b>					
<b>Under 24</b>	<b>Total</b>	-	-	-	-
	<b>Column %</b>	-	-	-	-
	<b>Row %</b>	-	-	-	-
<b>25 - 34</b>	<b>Total</b>	33	26	7	-
	<b>Column %</b>	<b>6.8%</b>	<b>16.5%</b>	<b>2.2%</b>	-
	<b>Row %</b>	<b>100.0%</b>	<b>78.4%</b>	<b>21.6%</b>	-
<b>35 - 44</b>	<b>Total</b>	43	6	37	-
	<b>Column %</b>	<b>8.9%</b>	<b>3.8%</b>	<b>11.3%</b>	-
	<b>Row %</b>	<b>100.0%</b>	<b>14.0%</b>	<b>86.0%</b>	-
<b>45 - 54</b>	<b>Total</b>	131	22	109	-
	<b>Column %</b>	<b>27.2%</b>	<b>14.1%</b>	<b>33.4%</b>	-
	<b>Row %</b>	<b>100.0%</b>	<b>16.9%</b>	<b>83.1%</b>	-
<b>55 - 64</b>	<b>Total</b>	143	49	94	-
	<b>Column %</b>	<b>29.7%</b>	<b>31.4%</b>	<b>29.0%</b>	-
	<b>Row %</b>	<b>100.0%</b>	<b>34.2%</b>	<b>65.8%</b>	-
<b>65 &amp; Over</b>	<b>Total</b>	129	53	75	-
	<b>Column %</b>	<b>26.7%</b>	<b>34.2%</b>	<b>23.1%</b>	-
	<b>Row %</b>	<b>100.0%</b>	<b>41.5%</b>	<b>58.5%</b>	-
<b>No answer</b>	<b>Total</b>	3	-	3	-
	<b>Column %</b>	<b>0.7%</b>	-	<b>1.0%</b>	-
	<b>Row %</b>	<b>100.0%</b>	-	<b>100.0%</b>	-

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## Wild Bird Seed MDP Purchase & Usage - November 2006

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

		Total Purchases	Male	Female	No answer
<b>Total</b>	<b>Total</b>	482	156	326	-
	<b>Percent</b>	100.0%	32.4%	67.6%	-
<b>Income - Summary</b>					
<b>Under \$15,000</b>	<b>Total</b>	117	22	95	-
	<b>Column %</b>	24.2%	14.2%	29.0%	-
	<b>Row %</b>	100.0%	19.0%	81.0%	-
<b>\$15,000 - \$24,999</b>	<b>Total</b>	52	13	39	-
	<b>Column %</b>	10.8%	8.2%	12.0%	-
	<b>Row %</b>	100.0%	24.8%	75.2%	-
<b>\$25,000 - \$39,999</b>	<b>Total</b>	80	27	53	-
	<b>Column %</b>	16.5%	17.1%	16.2%	-
	<b>Row %</b>	100.0%	33.6%	66.4%	-
<b>\$40,000 - \$74,999</b>	<b>Total</b>	116	62	54	-
	<b>Column %</b>	24.1%	39.8%	16.6%	-
	<b>Row %</b>	100.0%	53.6%	46.4%	-
<b>\$75,000 or more</b>	<b>Total</b>	108	28	79	-
	<b>Column %</b>	22.3%	18.1%	24.4%	-
	<b>Row %</b>	100.0%	26.3%	73.7%	-
<b>No answer</b>	<b>Total</b>	10	4	6	-
	<b>Column %</b>	2.1%	2.6%	1.8%	-
	<b>Row %</b>	100.0%	41.2%	58.8%	-
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## Wild Bird Seed MDP Purchase & Usage - November 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.
<b>Total</b>	<b>Total</b>	302	15	41	37	13	43	25	34	35	7	19	34
	<b>Percent</b>	100.0%	5.0%	13.5%	12.3%	4.4%	14.1%	8.2%	11.3%	11.6%	2.3%	6.2%	11.1%
<b>Income - Summary</b>													
<b>Under \$15,000</b>	<b>Total</b>	73	2	26	10	5	2	-	5	7	-	5	10
	<b>Column %</b>	24.2%	15.5%	64.0%	27.5%	37.8%	5.6%	-	15.4%	20.8%	-	24.4%	29.4%
	<b>Row %</b>	100.0%	3.2%	35.8%	14.0%	6.8%	3.3%	-	7.2%	10.0%	-	6.2%	13.5%
<b>\$15,000 - \$24,999</b>	<b>Total</b>	31	5	6	2	1	6	2	5	-	1	2	2
	<b>Column %</b>	10.4%	31.9%	14.2%	5.0%	5.1%	13.4%	10.0%	14.2%	-	9.9%	11.2%	7.4%
	<b>Row %</b>	100.0%	15.3%	18.5%	5.9%	2.2%	18.1%	7.9%	15.4%	-	2.2%	6.6%	7.9%
<b>\$25,000 - \$39,999</b>	<b>Total</b>	47	3	7	7	1	8	2	7	5	2	1	4
	<b>Column %</b>	15.5%	20.1%	16.1%	19.0%	8.1%	19.3%	8.8%	19.2%	15.4%	36.2%	4.1%	10.8%
	<b>Row %</b>	100.0%	6.5%	14.0%	15.0%	2.3%	17.5%	4.6%	14.0%	11.5%	5.3%	1.6%	7.7%
<b>\$40,000 - \$74,999</b>	<b>Total</b>	69	1	2	8	2	5	6	7	13	4	9	13
	<b>Column %</b>	22.8%	8.0%	5.7%	20.3%	12.5%	11.2%	25.0%	19.7%	37.2%	53.9%	49.7%	37.5%
	<b>Row %</b>	100.0%	1.8%	3.4%	10.9%	2.4%	6.9%	9.0%	9.8%	18.9%	5.4%	13.4%	18.2%
<b>\$75,000 or more</b>	<b>Total</b>	74	4	-	8	5	20	12	9	9	-	2	5
	<b>Column %</b>	24.4%	24.6%	-	22.7%	36.5%	45.9%	48.3%	25.6%	26.6%	-	10.6%	14.9%
	<b>Row %</b>	100.0%	5.0%	-	11.5%	6.6%	26.6%	16.3%	11.9%	12.7%	-	2.7%	6.8%
<b>No answer</b>	<b>Total</b>	8	-	-	2	-	2	2	2	-	-	-	-
	<b>Column %</b>	2.6%	-	-	5.5%	-	4.6%	7.9%	6.0%	-	-	-	-
	<b>Row %</b>	100.0%	-	-	25.6%	-	24.4%	24.4%	25.6%	-	-	-	-

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