

BIRD SEED (WILD) PURCHASE SURVEY

TABLE 1

PURCHASE DATA

SHARE OF MARKET  
BY INCOME

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180 17.0%	3816 23.0%	832 17.3%	82 16.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123 11.6%	2179 13.2%	546 11.3%	61 12.2%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186 17.5%	2919 17.6%	765 15.9%	103 20.6%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267 25.2%	3487 21.1%	1248 25.9%	122 24.3%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268 25.3%	3534 21.3%	1232 25.6%	112 22.4%
NO ANSWER	36 3.4%	622 3.8%	190 4.0%	21 4.1%

MAIL DIARY PANEL, INC.

May, 2002

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 2

PURCHASE DATA

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SHARE OF MARKET  
BY URBAN VS. RURAL

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
URBAN/SUBURBAN (METRO) (U.S. CENSUS 80.6%)	730 69.0%	11056 66.8%	3162 65.7%	328 65.7%
RURAL (NON-METRO) (U.S. CENSUS 19.4%)	292 27.6%	4878 29.5%	1460 30.3%	151 30.2%
NO ANSWER	36 3.4%	622 3.8%	190 4.0%	21 4.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 3

PURCHASE DATA

SHARE OF MARKET  
BY SIZE OF FAMILY

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
ONE PERSON (U.S. CENSUS 26.1%)	197 18.6%	2256 13.6%	667 13.9%	99 19.8%
TWO PERSONS (U.S. CENSUS 33.3%)	466 44.0%	8402 50.7%	2218 46.1%	232 46.4%
THREE PERSONS (U.S. CENSUS 16.2%)	181 17.1%	3139 19.0%	1066 22.1%	68 13.6%
FOUR PERSONS (U.S. CENSUS 14.5%)	113 10.7%	1158 7.0%	385 8.0%	44 8.8%
FIVE PERSONS (U.S. CENSUS 6.3%)	36 3.4%	483 2.9%	128 2.7%	20 4.0%
SIX PERSONS OR MORE (U.S. CENSUS 3.6%)	29 2.7%	494 3.0%	159 3.3%	16 3.3%
NO ANSWER	36 3.4%	622 3.8%	190 4.0%	21 4.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 4

PURCHASE DATA

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SHARE OF MARKET

BY EDUCATION OF HEAD OF HOUSEHOLD

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
ELEMENTARY	33 3.1%	466 2.8%	90 1.9%	15 3.0%
HIGH SCHOOL	551 52.0%	8488 51.3%	2507 52.1%	237 47.4%
COLLEGE	439 41.4%	6980 42.2%	2025 42.1%	227 45.5%
NO ANSWER	36 3.4%	622 3.8%	190 4.0%	21 4.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 5

PURCHASE DATA  
 -----  
 SHARE OF MARKET  
 BY OCCUPATION OF MALE HEAD OF HOUSEHOLD

BASED ON HOUSEHOLDS PURCHASING  
 (AND INDICATING PRESENCE OF MALE HEAD)

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	756 100.0%	13370 100.0%	3814 100.0%	386 100.0%
WHITE COLLAR	179 23.6%	3370 25.2%	980 25.7%	97 25.3%
PROFESSIONAL	55 7.3%	1182 8.8%	280 7.3%	38 9.9%
MANAGERIAL	89 11.8%	1496 11.2%	487 12.8%	42 10.8%
SALESWORKER	20 2.6%	450 3.4%	149 3.9%	13 3.3%
CLERICAL	14 1.8%	242 1.8%	63 1.7%	5 1.3%
BLUE COLLAR	228 30.1%	3363 25.2%	1182 31.0%	124 32.1%
CRAFTSMAN/MECHANIC	60 8.0%	738 5.5%	323 8.5%	31 8.0%
OPERATIVE/DRIVER	42 5.6%	879 6.6%	229 6.0%	26 6.8%
LABORER	86 11.3%	1003 7.5%	350 9.2%	41 10.7%
SERVICE WORKER	25 3.3%	290 2.2%	186 4.9%	16 4.2%
FARM WORKER	14 1.9%	454 3.4%	94 2.5%	9 2.4%
RETIRED/STUDENT/HOMEMAKE	314 41.5%	6014 45.0%	1462 38.3%	144 37.3%
RETIRED	314 41.5%	6014 45.0%	1462 38.3%	144 37.3%
NO ANSWER	36 4.8%	622 4.7%	190 5.0%	21 5.3%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 6

PURCHASE DATA

SHARE OF MARKET  
BY CENSUS REGION

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
NEW ENGLAND (U.S. CENSUS 5.1%)	29 2.8%	714 4.3%	160 3.3%	18 3.7%
MIDDLE ATLANTIC (U.S. CENSUS 13.9%)	128 12.1%	1696 10.2%	517 10.7%	62 12.4%
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	224 21.1%	4260 25.7%	1143 23.7%	119 23.8%
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	80 7.6%	1364 8.2%	369 7.7%	49 9.8%
SOUTH ATLANTIC (U.S. CENSUS 18.9%)	245 23.2%	2995 18.1%	1247 25.9%	96 19.2%
EAST SOUTH CENTRAL (U.S. CENSUS 6.3%)	83 7.8%	1478 8.9%	353 7.3%	45 8.9%
WEST SOUTH CENTRAL (U.S. CENSUS 11.0%)	103 9.8%	2052 12.4%	455 9.5%	46 9.2%
MOUNTAIN (U.S. CENSUS 6.3%)	23 2.1%	368 2.2%	81 1.7%	21 4.2%
PACIFIC (U.S. CENSUS 15.5%)	144 13.6%	1629 9.8%	488 10.1%	43 8.6%

NO ANSWER

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 7

PURCHASE DATA

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SHARE OF MARKET  
BY AGE OF HOMEMAKER

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	1059 100.0%	16557 100.0%	4813 100.0%	500 100.0%
UNDER 35 (U.S. CENSUS 23.4%)	62 5.8%	953 5.8%	274 5.7%	38 7.7%
35 - 49 (U.S. CENSUS 32.7%)	301 28.4%	4240 25.6%	1368 28.4%	157 31.5%
50 - 64 (U.S. CENSUS 23.4%)	331 31.3%	4882 29.5%	1676 34.8%	137 27.5%
65 & OVER (U.S. CENSUS 20.5%)	329 31.0%	5859 35.4%	1305 27.1%	146 29.3%
NO ANSWER	36 3.4%	622 3.8%	190 4.0%	21 4.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 8

PURCHASE DATA

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 AVERAGE NUMBER OF UNITS PURCHASED PER HOUSEHOLD PER PERIOD  
 BY INCOME

	AVERAGE NUMBER OF UNITS PURCHASED PER HOUSEHOLD PER PERIOD	
	=====	=====
	HOUSEHOLDS	UNITS
	=====	=====
TOTAL	500	1059 2.1
UNDER \$15,000 (U.S. CENSUS 15.9%)	82	180 2.2
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	61	123 2.0
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	103	186 1.8
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	122	267 2.2
\$75,000 & OVER (U.S. CENSUS 23.8%)	112	268 2.4
NO ANSWER	21	36 1.8

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 9

PURCHASE DATA

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 AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD PER PERIOD  
 BY INCOME

	AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD	
	PER	PERIOD
	=====	=====
	HOUSEHOLDS	OCCAS.
	=====	=====
TOTAL	500	728 1.5
UNDER \$15,000 (U.S. CENSUS 15.9%)	82	127 1.6
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	61	94 1.5
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	103	135 1.3
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	122	181 1.5
\$75,000 & OVER (U.S. CENSUS 23.8%)	112	162 1.4
NO ANSWER	21	30 1.4

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 10

PURCHASE DATA

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 AVERAGE NUMBER OF POUNDS PURCHASED PER OCCASION  
 BY INCOME

	AVERAGE OF POUNDS PURCHASED PER =====	NUMBER OCCASION =====
	OCCASIONS	POUNDS
	=====	=====
TOTAL	675	16557 24.5
UNDER \$15,000 (U.S. CENSUS 15.9%)	115	3816 33.1
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	86	2179 25.4
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	129	2919 22.7
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	161	3487 21.6
\$75,000 & OVER (U.S. CENSUS 23.8%)	155	3534 22.8
NO ANSWER	30	622 21.0

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 11

PURCHASE DATA

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SHARE OF MARKET  
BY AGE OF PURCHASER

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====
...TOTAL...	1059 100.0%	16557 100.0%	4813 100.0%
18-24	5 0.5%	25 0.1%	16 0.3%
25-34	61 5.8%	1012 6.1%	285 5.9%
35-44	189 17.8%	3844 23.2%	966 20.1%
45-54	342 32.3%	4315 26.1%	1666 34.6%
55-64	167 15.8%	2513 15.2%	789 16.4%
65 & OVER	290 27.4%	4790 28.9%	1071 22.3%
NO ANSWER TO AGE	4 0.4%	58 0.4%	20 0.4%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 12

PURCHASE DATA

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 TYPE  
 BY AGE OF PURCHASER  
 BASED ON UNITS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACK-ED CORN	DELUXE PRE-MIUM MIX	HUM. BIRD NEC-TAR	NYJER (THI-STLE) SEED	PEA-NUT HEARTS	SAF-FLO-WER	SUET CAKES	SUN-FLOWER (BLACK OIL)	SUN-FLOWER STRIPED	SUN-FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPECI-FIC MIX	OTHER	NO ANS.		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====		
...TOTAL...	1059 100.0% 100.0%	383 100.0% 36.2%	34 100.0% 3.2%	77 100.0% 7.3%	20 100.0% 1.9%	67 100.0% 6.3%		6 100.0% 0.5%	79 100.0% 7.5%	154 100.0% 14.6%	10 100.0% 1.0%	6 100.0% 0.5%	73 100.0% 6.9%	56 100.0% 5.3%	59 100.0% 5.6%	34 100.0% 3.2%		
18-24	5 0.5% 100%	5 1.4% 100.0%																100.0%
25-34	61 5.8% 100%	25 6.6% 41.3%		8 9.90% 12.40%	3 14.90% 4.90%	8 11.7% 12.8%			6 8.1% 10.5%					6 11.4% 10.5%	3 4.4% 4.2%	2 6.1% 3.3%		99.9%
35-44	189 17.8% 100%	93 24.3% 49.3%	1 2.6% 0.5%	7 8.9% 3.6%	3 16.1% 1.7%	7 11.0% 3.9%			21 26.9% 11.3%	33 21.7% 17.7%	3 27.4% 1.50%	3 56.0% 0.9%		9 16.5% 4.9%	9 15.8% 4.90%	1 3.2% 0.6%		100.8%
45-54	342 32.3% 100%	111 28.9% 32.3%	12 35.9% 3.6%	40 52.2% 11.7%	14 69.0% 4.0%	9 13.1% 2.6%		2 33.5% 0.5%	20 25.4% 5.9%	64 41.3% 18.6%	1 12.9% 0.4%	3 44.0% 1.5%	33 45.5% 9.7%	5 9.4% 1.6%	25 42.8% 7.4%	2 6.8% 0.7%		100.5%
55-64	167 15.8% 100%	57 15.0% 34.4%	3 7.4% 1.5%	12 15.4% 7.1%		24 36.3% 14.6%		4 66.5% 2.2%	24 30.5% 14.5%	9 5.8% 5.3%	1 7.6% 0.5%		2 2.2% 1.0%	6 11.0% 3.7%	9 14.8% 5.2%	14 41.6% 8.4%		98.4%
65 & OVER	290 27.4% 100%	90 23.6% 31.1%	18 54.2% 6.3%	10 13.5% 3.6%		19 27.9% 6.4%			7 9.1% 2.5%	48 31.2% 16.5%	5 52.1% 1.9%		38 52.3% 13.2%	29 51.6% 10.0%	13 22.1% 47.5%	11 33.5% 3.9%		142.9%
NO ANSWER TO AGE	4 0.4% 100%	1 0.2% 23.9%														3 8.8% 76.1%		100.0%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 13

PURCHASE DATA

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 TYPE  
 BY AGE OF PURCHASER  
 BASED ON POUNDS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIUM MIX	HUM. BIRD NEC- TAR	NYJER (THI- STLE) SEED	PEA- NUT HEARTS	SAF- FLO- WER	SUET CAKES	SUN- FLOWER (BLACK OIL)	SUN- FLOWER STRIPED	SUN- FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPECI- FIC MIX	OTHER	NO ANS.
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
...TOTAL...	16557 100.0% 100.0%	8068 100.0% 48.7%	250 100.0% 1.5%	1217 100.0% 7.4%	16 100.0% 0.1%	659 100.0% 4.0%		40 100.0% 0.2%	69 100.0% 0.4%	3538 100.0% 21.4%	85 100.0% 0.5%	285 100.0% 1.7%	38 100.0% 0.2%	955 100.0% 5.8%	748 100.0% 4.5%	587 100.0% 3.5%
18-24	25 0.1% 100.0%	25 0.3% 100.0%														
25-34	1012 6.1% 100.0%	504 6.2% 49.7%		253 20.80% 25.00%	6 37.7% 0.6%	78 11.9% 7.7%			6 9.4 0.006					50 5.2% 4.9%	23 3.0% 2.2%	92 15.70% 9.10%
35-44	3844 23.2% 100.0%	2594 32.2% 67.5%	4 1.8 0.001	173 14.2% 4.5%	5 32.0% 0.1%	36 5.5% 0.9%			19 27.2% 0.5%	634 17.9% 16.5%	12 13.60% 0.30%			207 21.7% 5.4%	106 14.20% 2.80%	54 9.10% 1.40%
45-54	4315 26.1% 100.0%	1830 22.7% 42.4%	94 37.5% 2.2%	489 40.2% 11.3%	5 30.3% 0.1%	80 12.1% 1.8%		22 55.80% 0.50%	20 29.4% 0.5%	1427 40.3% 33.1%		160 56.0% 3.7%		22 2.3% 0.5%	167 22.3% 3.9%	
55-64	2513 15.2% 100.0%	993 12.3% 39.5%	10 4.0% 0.4%	91 7.5% 3.6%		359 54.5% 14.3%		18 44.2% 0.7%	16 23.6% 0.6%	344 9.7% 13.7%		126 44.0% 5.0%	3 8.3% 0.1%	23 2.4% 0.9%	251 33.6% 10.0%	278 47.3% 11.1%
65 & OVER	4790 28.9% 100.0%	2121 26.3% 44.3%	142 56.7% 3.0%	210 17.3% 4.4%		105 16.0% 2.2%			7 10.5% 0.2%	1134 32.0% 23.7%	74 86.4% 1.5%		35 91.7% 0.7%	653 68.4% 13.6%	201 26.9% 4.2%	107 18.2% 2.2%
NO ANSWER TO AGE	58 0.4% 100.0%	2 0.0% 3.2%														57 9.6% 96.8%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 14

PURCHASE DATA  
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 PACKAGING  
 BY AGE OF PURCHASER  
 BASED ON UNITS

	TOTAL =====	BULK- FROM BIN/ BARREL =====	PACKAGED					NO ANSWER =====
			TOTAL PKG'D =====	PAPER BAG =====	PLASTIC BAG =====	PLASTIC JUG =====	PLASTIC TUB =====	
...TOTAL...	1059 100.0% 100.0%	30 100.0% 2.9%	956 100.0% 90.2%	395 100.0% 37.3%	478 100.0% 45.1%	11 100.0% 1.0%	72 100.0% 6.8%	73 100.0% 6.9%
18-24	5 0.5% 100.0%		5 0.6% 100.0%		5 1.1% 100.0%			
25-34	61 5.8% 100.0%		61 6.4% 100.0%	27 6.8% 43.6%	24 5.0% 39.0%		11 14.7% 17.3%	
35-44	189 17.8% 100.0%	11 35.0% 5.6%	178 18.6% 944.0%	93 23.5% 49.2%	72 15.0% 37.9%	1 10.2% 0.6%	13 17.5% 6.7%	
45-54	342 32.3% 100.0%	1 3.5% 0.3%	304 31.9% 89.0%	87 22.1% 25.6%	184 38.5% 53.7%	9 82.2% 2.5%	25 34.1% 7.2%	36 50.0% 10.7%
55-64	167 15.8% 100.0%	5 16.6% 3.0%	161 16.8% 96.3%	66 16.7% 39.6%	81 16.9% 48.4%	1 7.6% 0.5%	13 18.1% 7.8%	1 1.6% 0.7%
65 & OVER	290 27.4% 100.0%	14 44.9% 4.7%	242 25.3% 83.1%	122 30.9% 42.1%	110 23.0% 37.8%		9 13.0% 3.2%	35 48.40% 12.10%
NO ANSWER TO AGE	4 0.4% 100.0%		4 0.4% 100.0%		2 0.4% 53.7%		2 2.5% 46.3%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 15

PURCHASE DATA

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 HOW FOUND OUT  
 BY AGE OF PURCHASER  
 BASED ON UNITS

	TOTAL =====	MAGA- ZINE =====	NEWS- PAPER =====	SAW IN STORE =====	BUY REGU- LARLY =====	RECOM- MENDED =====	OTHER =====	NO ANSWER =====
...TOTAL...	1059 100.0% 100.0%	1 100.0% 0.1%	44 100.0% 4.2%	339 100.0% 32.1%	578 100.0% 54.6%	16 100.0% 1.5%	14 100.0% 1.3%	67 100.0% 6.3%
18-24	5 0.5% 100.0%			5 1.6% 100.0%				
25-34	61 5.8% 100.0%			22 6.6% 36.6%	39 6.7% 63.4%			
35-44	189 17.8% 100.0%		12 28.3% 6.6%	60 17.8% 32.0%	110 19.1% 58.4%	2 14.8% 1.3%	2 11.4% 0.8%	2 2.7% 1.0%
45-54	342 32.3% 100.0%		11 24.0% 3.1%	84 24.9% 24.7%	212 36.7% 62.0%	13 80.2% 3.8%	11 76.9% 3.1%	11 17.2% 3.3%
55-64	167 15.8% 100.0%	1 100.0% 0.5%	2 3.9% 1.0%	76 22.3% 45.4%	82 14.2% 49.3%			6 9.6% 3.8%
65 & OVER	290 27.4% 100.0%		19 43.8% 6.6%	88 26.0% 30.4%	134 23.1% 46.0%	1 5.0% 0.3%	2 11.7% 0.6%	47 70.5% 16.1%
NO ANSWER TO AGE	4 0.4% 100.0%			3 0.8% 70.2%	1 0.2% 29.8%			

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 16

PURCHASE DATA

-----  
 OUTLET  
 BY AGE OF PURCHASER  
 BASED ON UNITS

	TOTAL	DIS-COUNT	DRUG-STORE	FEED STORE	GARDEN CENTER	HARDWARE	HOME IMPROV. CENTER	MAIL-ORDER	PET SUPPLY	SUPER-MARKET	WHOLE-SALE CLUB	WILD BIRD SPEC. STORE	OTHER	NO ANSWER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
...TOTAL...	1059	504	56	105	18	51	54	1	30	128	35	10	58	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	47.6%	5.3%	9.9%	1.7%	4.8%	5.1%	0.1%	2.8%	12.1%	3.3%	1.0%	5.5%	0.8%
18-24	5	1								2	2			
	0.5%	0.2%								7.60%	1.8%			
	100.0%	16.0%							41.80%	42.2%				
25-34	61	41		2			9				2	2	5	
	5.8%	8.1%		2.1%			16.7%				6.5%	22.8%	8.1%	
	100.0%	66.5%		3.6%			14.7%				3.7%	3.8%	7.7%	
35-44	189	88	3	37	5	15	4			3	16	10		7
	17.8%	17.4%	5.00%	35.3%	30.2%	29.3%	6.6%			11.3%	12.8%	29.00%		12.8%
	100.0%	46.5%	1.50%	19.6%	2.8%	7.9%	1.9%			1.8%	8.7%	5.40%		4.0%
45-54	342	198		22	3	5	14	1		14	34	7	6	32
	32.3%	39.4%		21.0%	19.9%	9.6%	26.3%	100.0%		45.7%	26.6%	21.0%	61.4%	54.9%
	100.0%	58.0%		6.4%	1.0%	1.4%	4.1%	0.2%		4.0%	10.0%	2.1%	1.8%	9.4%
														1.4%
55-64	167	78		18	4	12	3			5	30	7	2	7
	15.8%	15.5%		16.8%	22.8%	23.1%	5.9%			16.6%	23.2%	20.6%	15.8%	11.7%
	100.0%	46.8%		10.6%	2.4%	7.1%	1.9%			3.0%	17.9%	4.3%	1.0%	4.1%
														19.10%
														1.00%
65 & OVER	290	95	53	26	5	19	24			6	45	8		7
	27.4%	18.8%	95.0%	24.8%	27.1%	37.9%	44.6%			18.8%	34.9%	22.9%		12.4%
	100.0%	32.7%	18.4%	9.0%	1.6%	6.7%	8.3%			2.0%	15.4%	2.8%		2.5%
														0.8%
NO ANSWER TO AGE	4	3									1			
	0.4%	0.60%									0.70%			
	100.0%	76.10%									23.90%			

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 17

PURCHASE DATA

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SEX OF PURCHASER  
BY AGE OF PURCHASER  
BASED ON UNITS

	TOTAL =====	MALE =====	FEMALE =====	NO ANSWER =====
...TOTAL...	1059 100.0% 100.0%	260 100.0% 24.5%	798 100.0% 75.4%	1 100.0% 0.1%
18-24	5 0.5% 100.0%		5 0.7% 100.0%	
25-34	61 5.8% 100.0%	5 2.0% 8.4%	56 7.0% 91.6%	
35-44	189 17.8% 100.0%	68 26.2% 36.0%	121 15.1% 64.0%	
45-54	342 32.3% 100.0%	61 23.6% 17.9%	281 35.2% 82.1%	
55-64	167 15.8% 100.0%	40 15.3% 23.8%	127 15.9% 76.2%	
65 & OVER	290 27.4% 100.0%	84 32.3% 28.9%	207 25.9% 71.1%	
NO ANSWER TO AGE	4 0.4% 100.0%	2 0.7% 46.3%	1 0.1% 29.8%	1 100.0% 23.9%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 18

PURCHASE DATA

WHY PURCHASED BRAND?  
BY AGE OF PURCHASER  
BASED ON UNITS

	TOTAL =====	ON SALE =====	ECONO- MICAL PRICE =====	QUALITY SEED =====	BRAND REPU- TATION =====	ONLY BRAND AVAILABLE =====	OTHER =====	NO ANSWER =====
...TOTAL...	1059 100.0% 100.0%	272 100.0% 25.7%	325 100.0% 30.7%	189 100.0% 17.9%	65 100.0% 6.2%	166 100.0% 15.7%	24 100.0% 2.3%	16 100.0% 1.5%
18-24	5 0.5% 100.0%	1 0.30% 16.00%	2 0.7% 41.8%			2 1.4% 42.2%		
25-34	61 5.8% 100.0%	7 2.7% 11.9%	40 12.3% 65.3%		3 5.2% 5.6%	5 2.8% 7.5%	6 24.5% 9.8%	
35-44	189 17.8% 100.0%	39 14.2% 20.5%	67 20.6% 35.5%	34 17.7% 17.7%	3 4.6% 1.6%	38 23.1% 20.3%	3 11.0% 1.4%	6 34.0% 2.9%
45-54	342 32.3% 100.0%	79 29.1% 23.2%	82 25.1% 23.9%	90 47.7% 26.4%	22 33.3% 6.4%	55 33.0% 16.0%	11 43.2% 3.1%	4 23.7% 1.1%
55-64	167 15.8% 100.0%	6 2.2% 3.6%	72 22.2% 43.2%	31 16.2% 18.4%	18 27.4% 10.7%	33 20.1% 20.0%	4 16.4% 2.4%	3 17.6% 1.7%
65 & OVER	290 27.4% 100.0%	139 51.0% 47.9%	61 18.8% 21.1%	35 18.4% 12.0%	17 26.7% 6.0%	33 19.7% 11.2%	1 4.9% 0.4%	4 24.7% 1.4%
NO ANSWER TO AGE	4 0.4% 100.0%	1 0.4% 29.8%	1 0.3% 23.9%		2 2.8% 46.3%			

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 19

PURCHASE DATA

-----  
TYPE  
BY INCOME

BASED ON UNITS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIUM MIX	HUM. BIRD NEC- TAR	NYJER (THI- STLE) SEED	PEA- NUT HEARTS	SAF- FLO- WER	SUET CAKES	SUN- FLOWER (BLACK OIL)	SUN- FLOWER STRIPED	SUN- FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPECI- FIC MIX	OTHER	NO ANS.
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	1059	383	34	77	20	67		6	79	154	10	6	73	56	59	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		36.2%	3.2%	7.3%	1.9%	6.3%		0.5%	7.5%	14.6%	1.0%	0.5%	6.9%	5.3%	5.6%	3.2%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180	100	2	8	11	4			15	18	2	1	3		5	9
	17.0%	26.1%	7.2%	10.1%	55.4%	6.1%			18.7%	11.8%	19.7%	26.0%	4.1%		8.9%	28.00%
	100.0%	55.6%	1.4%	4.3%	6.2%	2.3%		8.3%	10.2%	1.2%	0.8%	1.6%			2.9%	5.30%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123	44	2	16	7	11				15	3		5	5	3	12
	11.6%	11.5%	5.0%	20.7%	33.7%	16.7%				9.9%	31.3%		6.2%	9.3%	5.8%	34.3%
	100.0%	35.7%	1.4%	13.0%	5.5%	9.1%				12.4%	2.7%		3.7%	4.3%	2.8%	9.4%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186	77		13	1	8			19	28	1			10	27	2
	17.5%	20.0%		16.3%	5.3%	11.9%			24.0%	18.1%	12.9%			17.6%	46.0%	6.6%
	100.0%	41.2%		6.8%	0.6%	4.3%			10.3%	15.0%	0.7%			5.4%	14.6%	1.2%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267	56	2	23	1	33		4	46	33	4	4	30	12	19	1
	25.2%	14.6%	5.0%	29.7%	5.6%	49.7%		66.5%	57.3%	21.2%	36.1%	74.0%	41.4%	20.7%	32.3%	2.4%
	100.0%	21.0%	0.6%	8.6%	0.4%	12.5%		1.4%	17.1%	12.2%	1.4%	1.6%	11.3%	4.4%	7.1%	0.3%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268	84	28	18		8		2		58			35	27	2	5
	25.3%	22.0%	82.8%	23.2%		12.2%		33.5%		37.5%			48.3%	48.4%	3.1%	15.1%
	100.0%	31.5%	10.5%	6.7%		3.1%		0.7%		21.6%			13.2%	10.2%	0.7%	1.9%
NO ANSWER	36	23	0	0	0	2		0	0	2	0	0	0	2	2	5
	3.4%	5.9%				3.40%				1.5%				4.0%	3.9%	13.5%
	100.0%	62.5%				6.20%				6.2%				6.2%	6.2%	12.5%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 20

PURCHASE DATA

TYPE  
BY INCOME

BASED ON POUNDS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIUM MIX	HUM. BIRD NEC- TAR	NYJER (THI- STLE) SEED	PEA- NUT HEARTS	SAF- FLO- WER	SUET CAKES	SUN- FLOWER (BLACK OIL)	SUN- FLOWER STRIPED	SUN- FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPECI- FIC MIX	OTHER	NO ANS.
TOTAL	16557	8068	250	1217	16	659		40	69	3538	85	285	38	955	748	587
	100.0%	10.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.7%	1.5%	7.4%	0.1%	4.0%		0.2%	0.4%	21.4%	0.5%	1.7%	0.2%	5.8%	4.5%	3.5%
UNDER \$15,000 (U.S. CENSUS 15.9%)	3816	2589	123	55	8	75			14	638	21	74			48	172
	23.0%	32.1%	49.2%	4.5%	50.0%	11.4%			19.9%	18.0%	24.3%	26.0%			6.4%	29.2%
	100.0%	67.9%	3.2%	1.4%	0.2%	2.0%			0.4%	16.7%	0.5%	1.9%			1.2%	4.5%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	2179	982	7	251	1	55				394	52		3	83	86	264
	13.2%	12.2%	2.7%	20.6%	8.9%	8.4%				11.1%	61.5%		8.3%	8.7%	11.6%	44.9%
	100.0%	45.1%	0.3%	11.5%	0.1%	2.5%				18.1%	2.4%		0.1%	3.8%	4.0%	12.1%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	2919	1547		224	4	39			16	695				78	250	65
	17.6%	19.2%		18.4%	27.0%	5.9%			23.8%	19.6%				8.2%	33.4%	11.1%
	100.0%	53.0%		7.7%	0.1%	1.3%			0.6%	23.8%				2.7%	8.6%	2.2%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	3487	1221	8	577	2	407		18	39	520	12	211		93	338	41
	21.1%	15.1%	3.1%	47.4%	14.1%	61.8%		44.2%	56.3%	14.7%	14.3%	74.0%		9.8%	45.2%	7.0%
	100.0%	35.0%	0.2%	16.5%	0.1%	11.7%		0.5%	1.1%	14.9%	0.3%	6.1%		2.7%	9.7%	1.2%
\$75,000 & OVER (U.S. CENSUS 23.8%)	3534	1308	113	111		37		22		1235				35	655	19
	21.3%	16.2%	45.0%	9.1%		5.6%		55.8%		34.9%				91.7%	68.6%	2.5%
	100.0%	37.0%	3.2%	3.1%		1.0%		0.6%		34.9%				1.0%	18.5%	0.5%
NO ANSWER	622	422				46				57				46	7	46
	3.8%	5.2%				6.90%				1.6%				4.80%	0.9%	7.8%
	100.0%	67.8%				7.30%				9.2%				7.30%	1.1%	7.3%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 21

PURCHASE DATA

-----

PACKAGING  
BY INCOME

BASED ON UNITS

	TOTAL =====	BULK- FROM BIN/ BARREL =====	PACKAGED					NO ANSWER =====
			TOTAL PKG'D =====	PAPER BAG =====	PLASTIC BAG =====	PLASTIC JUG =====	PLASTIC TUB =====	
TOTAL	1059 100.0% 100.0%	30 100.0% 2.9%	956 100.0% 90.2%	395 100.0% 37.3%	478 100.0% 45.1%	11 100.0% 1.0%	72 100.0% 6.8%	73 100.0% 6.9%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180 17.0% 100.0%	8 26.6% 4.5%	164 17.1% 91.2%	84 21.4% 47.1%	57 11.9% 31.7%	4 37.2% 2.2%	18 25.6% 10.3%	8 10.6% 4.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123 11.6% 100.0%	6 20.0% 5.0%	111 11.7% 90.7%	46 11.6% 37.4%	64 13.4% 52.1%		1 2.0% 1.1%	5 7.3% 4.3%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186 17.5% 100.0%	2 7.2% 1.2%	184 19.2% 98.8%	74 18.8% 40.1%	87 18.2% 46.7%	1 10.2% 0.6%	21 29.6% 11.5%	
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267 25.2% 100.0%	11 34.7% 4.0%	231 24.2% 86.8%	89 22.4% 33.2%	109 22.8% 40.8%	3 31.0% 1.2%	31 42.9% 11.6%	25 33.7% 9.2%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268 25.3% 100.0%	4 11.5% 1.3%	229 24.0% 85.5%	84 21.2% 31.3%	145 30.4% 54.2%			35 48.4% 13.2%
NO ANSWER	36 3.4% 100.0%		36 3.8% 100.0%	18 4.6% 50.0%	16 3.3% 43.7%	2 21.7% 6.2%		

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 22

PURCHASE DATA

-----  
HOW FOUND OUT  
BY INCOME

BASED ON UNITS

	TOTAL =====	MAGA- ZINE =====	NEWS- PAPER =====	SAW IN STORE =====	BUY REGU- LARLY =====	RECOM- MENDED =====	OTHER =====	NO ANSWER =====
TOTAL	1059 100.0% 100.0%	1 100.0% 0.1%	44 100.0% 4.2%	339 100.0% 32.1%	578 100.0% 54.6%	16 100.0% 1.5%	14 100.0% 1.3%	67 100.0% 6.3%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180 17.0% 100.0%		4 10.2% 2.5%	48 14.3% 27.0%	112 19.3% 62.2%	1 7.2% 0.6%	9 68.5% 5.2%	4 6.60% 2.40%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123 11.6% 100.0%		5 11.6% 4.2%	50 14.7% 40.7%	58 10.0% 47.1%			10 14.8% 8.0%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186 17.5% 100.0%	1 100.0% 0.4%	9 20.2% 4.8%	76 22.3% 40.8%	93 16.1% 50.1%	1 5.0% 0.4%		6 9.7% 3.5%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267 25.2% 100.0%		10 21.6% 3.6%	75 22.1% 28.1%	156 26.9% 58.5%	14 87.8% 5.3%	4 31.5% 1.6%	8 11.8% 2.9%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268 25.3% 100.0%		11 26.1% 4.3%	76 22.5% 28.6%	144 24.9% 53.8%			36 53.8% 13.4%
NO ANSWER	36 3.4% 100.0%		5 10.4% 12.5%	14 4.0% 37.5%	16 2.8% 43.7%			2 3.40% 6.20%
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 23

PURCHASE DATA

OUTLET  
BY INCOME

BASED ON UNITS

	TOTAL	DIS- COUNT	DRUG- STORE	FEED STORE	GARDEN CENTER	HARD- WARE	HOME IMPROV. CENTER	MAIL- ORDER	PET SUPPLY	SUPER- MARKET	WHOLE- SALE CLUB	WILD BIRD SPEC. STORE	OTHER	NO ANSWER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	1059	504	56	105	18	51	54	1	30	128	35	10	58	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		47.6%	5.3%	9.9%	1.7%	4.8%	5.1%	0.1%	2.8%	12.1%	3.3%	1.0%	5.5%	0.8%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180	73		39	3	17	6		5	17			15	4
	17.0%	14.5%		37.1%	19.9%	34.0%	11.4%		16.6%	13.2%			25.4%	43.5%
	100.0%	40.7%		21.6%	1.9%	9.7%	3.4%		2.8%	9.4%			8.2%	2.2%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123	61		6	3	6	6		2	22	11		3	2
	11.6%	12.2%		5.3%	19.4%	11.0%	11.1%		5.3%	17.4%	32.4%		5.6%	27.0%
	100.0%	50.0%		4.5%	2.8%	4.6%	4.8%		1.3%	18.2%	9.2%		2.6%	2.0%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186	100	1	21	1	4	6		4	32	6		8	1
	17.5%	19.9%	2.0%	19.9%	7.5%	8.5%	10.9%		13.5%	25.1%	18.3%		14.1%	10.40%
	100.0%	54.1%	0.6%	11.2%	0.7%	2.3%	3.2%		2.2%	17.3%	3.4%		4.4%	0.50%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267	149	6	26	9	18	12	1	8	14	3	4	14	2
	25.2%	29.7%	10.1%	24.8%	53.2%	36.2%	21.6%	100.0%	25.9%	11.3%	8.5%	38.6%	24.6%	19.1%
	100.0%	56.1%	2.1%	9.8%	3.5%	6.9%	4.4%	0.3%	2.9%	5.4%	1.1%	1.5%	5.4%	0.6%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268	97	49	11		5	24		9	42	12	6	11	
	25.3%	19.2%	87.9%	10.7%		10.4%	45.0%		31.2%	33.0%	34.3%	61.4%	18.7%	
	100.0%	36.1%	18.4%	4.2%		2.0%	9.1%		3.5%	15.9%	4.5%	2.3%	4.1%	
NO ANSWER	36	23		2					2		2		7	
	3.4%	4.5%		2.2%					7.6%		6.5%		11.7%	
	100.0%	62.5%		6.2%					6.2%		6.2%		18.7%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 24

PURCHASE DATA

SEX OF PURCHASER  
BY INCOME

BASED ON UNITS

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>	<u>NO ANSWER</u>
TOTAL	1059	260	798	1
	100.0%	100.0%	100.0%	100.0%
	100.0%	24.5%	75.4%	0.0%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180	51	128	1
	17.0%	19.5%	16.0%	100.0%
	100.0%	28.2%	71.3%	0.5%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123	34	89	
	11.6%	13.2%	11.1%	
	100.0%	27.8%	72.2%	
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186	60	126	
	17.5%	22.9%	15.8%	
	100.0%	32.1%	67.9%	
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267	68	199	
	25.2%	26.1%	24.9%	
	100.0%	25.4%	74.6%	
\$75,000 & OVER (U.S. CENSUS 23.8%)	268	48	220	
	25.3%	18.3%	27.6%	
	100.0%	17.8%	82.2%	
NO ANSWER	36		36	
	3.4%		4.6%	
	100.0%		100.0%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 25

PURCHASE DATA

-----  
WHY PURCHASED BRAND?  
BY INCOME

BASED ON UNITS

	TOTAL =====	ON SALE =====	ECONO- MICAL PRICE =====	QUALITY SEED =====	BRAND REPU- TATION =====	ONLY BRAND AVAILABLE =====	OTHER =====	NO ANSWER =====
TOTAL	1059 100.0% 100.0%	272 100.0% 25.7%	325 100.0% 30.7%	189 100.0% 17.9%	65 100.0% 6.2%	166 100.0% 15.7%	24 100.0% 2.3%	16 100.0% 1.5%
UNDER \$15,000 (U.S. CENSUS 15.9%)	180 17.0% 100.0%	33 12.2% 18.6%	54 16.6% 30.1%	44 23.1% 24.4%	18 27.0% 9.8%	11 6.9% 6.3%	18 72.5% 9.9%	2 9.8% 0.9%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	123 11.6% 100.0%	26 9.5% 21.1%	33 10.2% 26.9%	28 14.5% 22.4%	10 15.1% 8.0%	21 12.6% 17.0%	2 6.5% 1.3%	4 24.7% 3.3%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	186 17.5% 100.0%	24 8.7% 12.8%	62 19.0% 33.3%	32 16.7% 17.0%	12 18.7% 6.6%	54 32.6% 29.1%		2 13.9% 1.2%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	267 25.2% 100.0%	34 12.4% 12.7%	104 31.9% 38.9%	53 28.0% 19.9%	11 17.6% 4.3%	51 30.6% 19.1%	5 20.9% 1.9%	8 51.6% 3.2%
\$75,000 & OVER (U.S. CENSUS 23.8%)	268 25.3% 100.0%	151 55.4% 56.4%	47 14.5% 17.6%	31 16.5% 11.6%	14 21.6% 5.3%	24 14.7% 9.1%		
NO ANSWER	36 3.4% 100.0%	5 1.7% 12.5%	25 7.7% 68.7%	2 1.2% 6.2%		5 2.7% 12.5%		

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 26

PURCHASE DATA

-----  
 HOW MANY POUNDS OF SEED DO YOU BUY A YEAR?  
 BY INCOME

BASED ON HOUSEHOLDS ANSWERING

	TOTAL	10 LBS. OR LESS	11-25 LBS.	26-50 LBS.	51-75 LBS.	76-100 LBS.	101 -150 LBS.	151 -200 LBS.	201 -300 LBS.	301 -400 LBS.	401 -500 LBS.	OVER 500 LBS.
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	426 100.0% 100.0%	25 100.0% 5.8%	39 100.0% 9.2%	94 100.0% 22.1%	19 100.0% 4.4%	53 100.0% 12.5%	31 100.0% 7.3%	45 100.0% 10.6%	54 100.0% 12.8%	13 100.0% 3.0%	30 100.0% 7.1%	23 100.0% 5.3%
UNDER \$15,000 (U.S. CENSUS 15.9%)	72 16.9% 100.0%	6 25.1% 8.5%	10 26.1% 14.2%	16 17.4% 22.7%	3 17.0% 4.4%	6 11.4% 8.4%	2 6.9% 3.0%	13 29.5% 18.5%	5 8.8% 6.6%	4 31.5% 5.7%	2 6.8% 2.9%	4 16.4% 5.1%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	45 10.5% 100.0%	3 10.7% 5.9%	4 10.6% 9.3%	10 10.9% 22.9%	4 18.9% 7.9%	8 15.6% 18.6%	2 6.5% 4.5%	7 16.3% 16.4%			4 12.2% 8.3%	3 12.4% 6.2%
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	91 21.4% 100.0%	6 23.7% 6.4%	14 35.6% 15.2%	8 8.6% 8.9%	5 25.0% 5.1%	18 34.2% 20.0%	5 15.6% 5.3%	8 18.6% 9.2%	9 16.4% 9.8%	4 31.6% 4.5%	8 24.9% 8.3%	7 29.9% 7.4%
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	109 25.5% 100.0%	2 6.9% 1.6%	6 16.0% 5.8%	28 29.7% 25.8%	3 14.7% 2.5%	13 24.1% 11.8%	13 41.9% 11.9%	9 19.6% 8.1%	19 35.4% 17.7%	3 19.4% 2.3%	8 26.8% 7.5%	5 23.7% 4.9%
\$75,000 & OVER (U.S. CENSUS 23.8%)	91 21.4% 100.0%	6 24.3% 6.5%		27 28.6% 29.5%	5 24.5% 5.0%	8 14.6% 8.6%	7 21.7% 7.4%	7 15.9% 7.9%	21 39.4% 23.5%		9 29.3% 9.8%	2 7.6% 1.9%
NO ANSWER	18 4.3% 100.0%	2 9.3% 12.5%	5 11.7% 25.0%	5 4.8% 25.0%			2 7.4% 12.5%			2 17.6% 12.5%		2 10.1% 12.5%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 27

PURCHASE DATA

-----  
 AVERAGE NUMBER OF POUNDS OF SEED PURCHASED PER HOUSEHOLD PER YEAR  
 BY INCOME

BASED ON HOUSEHOLDS ANSWERING

	AVERAGE NUMBER OF POUNDS PURCHASED PER HOUSEHOLD	
	PER	YEAR
	=====	=====
	HOUSEHOLDS	POUNDS
	=====	=====
TOTAL	426	77586 182.2
UNDER \$15,000 (U.S. CENSUS 15.9%)	72	11836 164.3
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	45	7917 177.2
\$25,000 - \$39,999 (U.S. CENSUS 18.2%)	91	17075 187.3
\$40,000 - \$74,999 (U.S. CENSUS 28.7%)	109	21415 197.4
\$75,000 & OVER (U.S. CENSUS 23.8%)	91	15755 172.9
NO ANSWER	18	3589 196.8

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 28

PURCHASE DATA

-----  
 AVERAGE PRICE PER POUND  
 BY CENSUS REGION

	AVERAGE PRICE PER =====	POUND =====
	POUNDS	DOLLARS
	=====	=====
TOTAL	16181	4583 0.28
NEW ENGLAND (U.S. CENSUS 5.1%)	714	159 0.22
MIDDLE ATLANTIC (U.S. CENSUS 13.9%)	1665	501 0.30
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	4064	1056 0.26
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	1358	358 0.26
SOUTH ATLANTIC (U.S. CENSUS 18.9%)	2948	1190 0.40
EAST SOUTH CENTRAL (U.S. CENSUS 6.3%)	1455	343 0.24
WEST SOUTH CENTRAL (U.S. CENSUS 11.0%)	2044	422 0.21
MOUNTAIN (U.S. CENSUS 6.3%)	304	66 0.22
PACIFIC (U.S. CENSUS 15.5%)	1629	488 0.30

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 29

PURCHASE DATA

-----  
 AVERAGE NUMBER OF POUNDS PER UNIT PURCHASED  
 BY CENSUS REGION

	AVERAGE OF POUNDS =====	NUMBER PER UNIT =====
	UNITS	POUNDS =====
TOTAL		968      16557 17.1
NEW ENGLAND (U.S. CENSUS 5.1%)		28            714 25.8
MIDDLE ATLANTIC (U.S. CENSUS 13.9%)		125           1696 13.5
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)		195           4260 21.8
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)		77             1364 17.7
SOUTH ATLANTIC (U.S. CENSUS 18.9%)		209           2995 14.3
EAST SOUTH CENTRAL (U.S. CENSUS 6.3%)		77             1478 19.2
WEST SOUTH CENTRAL (U.S. CENSUS 11.0%)		96             2052 21.5
MOUNTAIN (U.S. CENSUS 6.3%)		18             368 20.8
PACIFIC (U.S. CENSUS 15.5%)		144           1629 11.4

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 30

PURCHASE DATA

-----  
TYPE  
BY CENSUS REGION

BASED ON UNITS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIUM MIX	HUM. BIRD NEC- TAR	NYJER (THI- STLE) SEED	PEA- NUT HEARTS	SAF- FLO- WER	SUET CAKES	SUN- FLOWER (BLACK OIL)	SUN- FLOWER STRIPED	SUN- FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPECI- FIC MIX	OTHER	NO ANS.
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	1059	383	34	77	20	67		6	79	154	10	6	73	56	59	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		36.2%	3.2%	7.3%	1.9%	6.3%		0.5%	7.5%	14.6%	1.0%	0.5%	6.9%	5.3%	5.6%	3.2%
NEW ENGLAND (U.S. CENSUS 5.1%)	29	22		3		1				2	1			1		
	2.8%	5.7%		3.3%		1.2%				2.1%	0.9%			1.9%		
	100.0%	74.3%		8.6%		2.7%				5.7%	5.0%			3.6%		
MIDDLE ATLANTIC (U.S. CENSUS 13.9%)	128	84	2	10		6		1	2	8	2			1	12	
	12.1%	22.1%	5.0%	12.8%		8.4%		14.5%	2.9%	5.2%	22.9%			1.4%	20.2%	
	100.0%	66.1%	1.3%	7.7%		4.4%		0.6%	1.8%	6.3%	1.9%			0.6%	9.3%	
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	224	63	3	13		17		2	23	48	3		5	11	16	8
	21.1%	16.5%	9.4%	16.8%		25.3%		33.5%	29.1%	30.8%	32.6%		86.0%	15.6%	27.6%	13.7%
	100.0%	28.2%	1.4%	5.8%		7.6%		0.8%	10.3%	21.2%	1.5%		2.2%	5.1%	7.0%	35.0%
															3.6%	5.3%
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	80	32	1	3	2	6		3	12	11			1		4	2
	7.6%	8.4%	2.9%	4.2%	11.0%	9.1%		52.1%	15.3%	7.3%			14.0%	3.0%	7.3%	6.1%
	100.0%	40.4%	1.2%	4.0%	2.8%	7.7%		3.6%	15.2%	14.0%			1.0%	2.1%	5.4%	2.6%
SOUTH ATLANTIC (U.S. CENSUS 18.9%)	245	48	11	34	5	21			19	44	2			23	11	24
	23.2%	12.6%	33.0%	43.8%	25.4%	31.9%			24.0%	28.6%	17.2%			32.1%	19.6%	41.2%
	100.0%	19.6%	4.6%	13.7%	2.1%	8.7%			7.8%	18.0%	0.7%			9.5%	4.5%	0.8%
EAST SOUTH CENTRAL (U.S. CENSUS 6.3%)	83	31		5	6	1			3	14	3			3		5
	7.8%	8.0%		6.8%	30.2%	1.6%			3.6%	8.8%	27.4%			4.1%		8.0%
	100.0%	37.0%		6.3%	7.3%	1.3%			3.5%	16.4%	3.5%			3.6%		15.40%
WEST SOUTH CENTRAL (U.S. CENSUS 11.0%)	103	57			7	6			18	4				6		5
	9.8%	14.9%			33.4%	9.6%			23.0%	2.6%				10.8%		8.0%
	100.0%	55.3%			6.5%	6.2%			17.7%	3.9%				5.9%		4.6%
MOUNTAIN (U.S. CENSUS 6.3%)	23	9		2		3								2	1	5
	2.1%	2.4%		3.0%		4.3%								4.4%	1.5%	15.10%
	100.0%	40.4%		10.0%		12.6%								10.8%	3.8%	22.30%
PACIFIC (U.S. CENSUS 15.5%)	144	36	17	7		6				24				35	18	
	13.6%	9.5%	49.8%	9.5%		8.6%				15.7%				48.3%	31.4%	
	100.0%	25.3%	11.8%	5.1%		4.0%				16.9%				24.6%	12.3%	

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