

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	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 16.7%	2453 15.7%	595 12.4%	79 15.6%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110 11.0%	1919 12.3%	498 10.4%	48 9.5%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186 18.7%	2686 17.2%	791 16.5%	106 20.8%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274 27.5%	4599 29.4%	1522 31.8%	127 25.0%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238 23.9%	3393 21.7%	1221 25.5%	132 25.8%
NO ANSWER	22 2.2%	573 3.7%	158 3.3%	17 3.4%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 2

PURCHASE DATA

SHARE OF MARKET
BY URBAN VS. RURAL

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
URBAN/SUBURBAN (METRO) (U.S. CENSUS 80.6%)	717 72.0%	10984 70.3%	3473 72.6%	361 70.7%
RURAL (NON-METRO) (U.S. CENSUS 19.4%)	260 26.1%	4175 26.7%	1186 24.8%	135 26.4%
NO ANSWER	20 2.0%	464 3.0%	125 2.6%	15 3.0%

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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	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
ONE PERSON (U.S. CENSUS 26.3%)	196 19.7%	2706 17.3%	746 15.6%	89 17.4%
TWO PERSONS (U.S. CENSUS 33.2%)	472 47.4%	8467 54.2%	2552 53.3%	237 46.4%
THREE PERSONS (U.S. CENSUS 16.2%)	123 12.3%	1935 12.4%	588 12.3%	68 13.3%
FOUR PERSONS (U.S. CENSUS 14.5%)	120 12.0%	1414 9.1%	546 11.4%	61 11.9%
FIVE PERSONS (U.S. CENSUS 6.4%)	28 2.8%	463 3.0%	158 3.3%	18 3.5%
SIX PERSONS OR MORE (U.S. CENSUS 3.4%)	38 3.8%	175 1.1%	70 1.5%	23 4.5%
NO ANSWER	20 2.0%	464 3.0%	125 2.6%	15 3.0%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 4

PURCHASE DATA

SHARE OF MARKET

BY EDUCATION OF HEAD OF HOUSEHOLD

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
ELEMENTARY	32 3.2%	504 3.2%	144 3.0%	15 2.9%
HIGH SCHOOL	467 46.9%	6768 43.3%	2022 42.3%	240 47.1%
COLLEGE	478 48.0%	7888 50.5%	2494 52.1%	240 47.0%
NO ANSWER	20 2.0%	464 3.0%	125 2.6%	15 3.0%

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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	742 100.0%	12533 100.0%	3835 100.0%	395 100.0%
WHITE COLLAR	179 24.1%	3109 24.8%	1179 30.8%	118 30.0%
PROFESSIONAL	51 6.9%	1579 12.6%	457 11.9%	40 10.1%
MANAGERIAL	93 12.5%	1011 8.1%	567 14.8%	53 13.4%
SALESWORKER	27 3.6%	412 3.3%	97 2.5%	20 5.0%
CLERICAL	8 1.1%	107 0.9%	59 1.5%	6 1.5%
BLUE COLLAR	290 39.0%	4042 32.3%	1312 34.2%	137 34.6%
CRAFTSMAN/MECHANIC	89 12.0%	1445 11.5%	495 12.9%	49 12.4%
OPERATIVE/DRIVER	45 6.1%	784 6.3%	272 7.1%	21 5.4%
LABORER	88 11.8%	864 6.9%	317 8.3%	36 9.0%
SERVICE WORKER	65 8.8%	918 7.3%	224 5.8%	29 7.3%
FARM WORKER	2 0.3%	32 0.3%	4 0.1%	2 0.4%
RETIRED/STUDENT/HOMEMAKE	252 33.9%	4909 39.2%	1213 31.6%	124 31.4%
RETIRED	252 33.9%	4909 39.2%	1213 31.6%	124 31.4%
NO ANSWER	22 2.9%	473 3.8%	131 3.4%	16 4.0%

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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	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
NEW ENGLAND (U.S. CENSUS 5.3%)	32 3.3%	397 2.5%	254 5.3%	24 4.8%
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	112 11.3%	2057 13.2%	587 12.3%	57 11.2%
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	198 19.8%	3183 20.4%	923 19.3%	97 19.0%
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	85 8.5%	1510 9.7%	448 9.4%	43 8.4%
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	254 25.5%	3413 21.8%	1137 23.8%	115 22.4%
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	48 4.8%	862 5.5%	261 5.5%	38 7.4%
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	101 10.1%	2200 14.1%	547 11.4%	52 10.1%
MOUNTAIN (U.S. CENSUS 6.3%)	40 4.0%	744 4.8%	196 4.1%	31 6.0%
PACIFIC (U.S. CENSUS 14.9%)	125 12.6%	1258 8.1%	432 9.0%	54 10.6%

NO ANSWER

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 7

PURCHASE DATA

SHARE OF MARKET
BY AGE OF HOMEMAKER

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	996 100.0%	15624 100.0%	4784 100.0%	510 100.0%
UNDER 35 (U.S. CENSUS 23.2%)	108 10.9%	1402 9.0%	462 9.7%	69 13.5%
35 - 49 (U.S. CENSUS 32.1%)	215 21.6%	2835 18.1%	1016 21.2%	128 25.2%
50 - 64 (U.S. CENSUS 24.1%)	338 33.9%	5006 32.0%	1620 33.9%	151 29.5%
65 & OVER (U.S. CENSUS 20.6%)	302 30.3%	5605 35.9%	1452 30.4%	143 28.0%
NO ANSWER	33 3.3%	777 5.0%	234 4.9%	20 3.8%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 8

PURCHASE DATA

AVERAGE NUMBER OF UNITS PURCHASED PER HOUSEHOLD PER PERIOD
BY INCOME

	AVERAGE NUMBER OF UNITS PURCHASED PER HOUSEHOLD PER PERIOD	
	=====	=====
	HOUSEHOLDS	UNITS
	=====	=====
TOTAL	510	996 2.0
UNDER \$15,000 (U.S. CENSUS 15.8%)	79	167 2.1
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	48	110 2.3
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	106	186 1.8
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	127	274 2.1
\$75,000 & OVER (U.S. CENSUS 24.7%)	132	238 1.8
NO ANSWER	17	22 1.3

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 9

PURCHASE DATA

 AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD PER PERIOD
 BY INCOME

	AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD	
	PER	PERIOD
	=====	=====
	HOUSEHOLDS	OCCAS.
	=====	=====
TOTAL	510	756 1.5
UNDER \$15,000 (U.S. CENSUS 15.8%)	79	113 1.4
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	48	73 1.5
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	106	140 1.3
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	127	206 1.6
\$75,000 & OVER (U.S. CENSUS 24.7%)	132	203 1.5
NO ANSWER	17	22 1.3
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 10

PURCHASE DATA

 AVERAGE NUMBER OF POUNDS PURCHASED PER OCCASION
 BY INCOME

	AVERAGE OF POUNDS PURCHASED PER =====	NUMBER OCCASION =====
	OCCASIONS	POUNDS
	=====	=====
TOTAL	686	15624 22.8
UNDER \$15,000 (U.S. CENSUS 15.8%)	107	2453 22.9
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	70	1919 27.6
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	134	2686 20.1
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	179	4599 25.7
\$75,000 & OVER (U.S. CENSUS 24.7%)	174	3393 19.5
NO ANSWER	22	573 26.4

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 11

PURCHASE DATA

SHARE OF MARKET
BY AGE OF PURCHASER

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====
...TOTAL...	996 100.0%	15624 100.0%	4784 100.0%
18-24	11 1.1%	275 1.8%	41 0.9%
25-34	88 8.9%	961 6.2%	392 8.2%
35-44	145 14.6%	1364 8.7%	589 12.3%
45-54	242 24.3%	4065 26.0%	1249 26.1%
55-64	192 19.3%	3409 21.8%	1010 21.1%
65 & OVER	306 30.8%	5512 35.3%	1487 31.1%
NO ANSWER TO AGE	11 1.1%	38 0.2%	16 0.3%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 12

PURCHASE DATA

 TYPE
 BY AGE OF PURCHASER
 BASED ON UNITS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACKED CORN	DELUXE PRE-MIUM MIX	HUM. BIRD NECTAR	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 SPECIFIC MIX	OTHER	NO ANS.
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
...TOTAL...	996	464	7	74	28	62	1	6	28	107	16	30	19	61	71	21
	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%	100.0%
	100.0%	46.6%	0.7%	7.4%	2.8%	6.2%	0.1%	0.6%	2.8%	10.8%	1.6%	3.0%	1.9%	6.2%	7.1%	2.1%
18-24	11	2										7	2			
	1.1%	0.4%										22.9%	9.8%			
	100%	17.2%										65.6%	17.2%			
25-34	88	72				3								9	5	
	8.9%	15.5%				4.6%								15.1%	6.4%	
	100%	81.1%				3.2%								10.5%	5.1%	
35-44	145	68		20	10	15		1	12	7				10		3
	14.6%	14.6%		26.6%	34.4%	24.2%		15.3%	44.7%	6.9%				15.8%		14.6%
	100%	46.5%		13.5%	6.7%	10.2%		0.7%	8.5%	5.1%				6.7%		2.1%
45-54	242	99	1	26	8	21			4	36		1	3	14	8	18
	24.3%	21.4%	10.2%	35.3%	27.3%	34.3%			13.6%	33.6%		4.6%	9.1%	74.4%	13.7%	25.9%
	100%	41.1%	0.3%	10.8%	3.2%	8.7%			1.6%	14.9%		0.3%	1.1%	5.7%	3.5%	7.6%
55-64	192	62	5	14	2	9	1	1		21		8	21		12	34
	19.3%	13.3%	72.9%	18.5%	8.1%	14.5%	100.0%	21.8%		19.6%		49.4%	68.1%		19.2%	47.9%
	100%	32.1%	2.8%	7.1%	1.2%	4.7%	0.6%	0.7%		11.0%		4.2%	10.8%		6.1%	17.6%
65 & OVER	306	155	1	12	8	14		4	12	43		8		2	21	14
	30.8%	33.4%	16.9%	16.6%	27.4%	22.4%		62.8%	41.7%	39.9%		46.0%		11.7%	35.0%	19.7%
	100%	50.6%	0.4%	4.0%	2.5%	4.5%		1.3%	3.8%	14.0%		2.5%		0.7%	7.0%	4.5%
NO ANSWER TO AGE	11	7		2	1									1	1	
	1.1%	1.5%		2.9%	2.7%									4.1%	1.20%	
	100%	61.1%		19.0%	6.6%									6.6%	6.60%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 13

PURCHASE DATA

 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...	15624 100.0% 100.0%	8283 100.0% 53.0%	120 100.0% 0.8%	1013 100.0% 6.5%	20 100.0% 0.1%	316 100.0% 2.0%	12 100.0% 0.1%	40 100.0% 30.0%	28 100.0% 0.2%	2700 100.0% 17.3%	316 100.0% 2.0%	441 100.0% 2.8%	4 100.0% 0.0%	1089 100.0% 7.0%	854 100.0% 5.5%	389 100.0% 2.5%
18-24	275 1.8% 100.0%	9 0.1% 3.3%										264 59.8% 96%	2 45.6% 0.7%			
25-34	961 6.2% 100.0%	720 8.7% 74.9%				57 18.1 6								148 13.6% 15.4%	36 4.2% 3.7%	
35-44	1364 8.7% 100.0%	903 10.9% 66.2%		170 16.8% 12.4%	10 49.3% 0.7%	72 22.9% 5.3%		10 24.1% 0.7%	12 44.7% 0.9%	58 2.1% 4.3%				130 11.9% 9.5%		
45-54	4065 26.0% 100.0%	2127 25.7% 52.3%	38 31.6% 0.9%	511 50.4% 12.6%	8 39.1% 0.2%	32 10.3% 0.8%			4 13.6% 0.1%	945 35.0% 23.2%	38 12.0% 0.9%	75 17.0% 1.8%		65 6.0% 1.6%	130 15.2% 3.2%	92 23.6% 2.3%
55-64	3409 21.8% 100.0%	1200 14.5% 35.2%	19 16.1% 0.6%	224 22.1% 6.6%	1 3.9% 0.0%	93 29.6% 2.7%	12 100.0% 0.4%	14 34.2% 0.4%		721 26.7% 21.2%	176 55.8% 5.2%	102 23.2% 3.0%		220 20.2% 6.5%	588 68.8% 17.2%	38 9.8% 1.1%
65 & OVER	5512 35.3% 100.0%	3297 39.8% 59.8%	63 52.4% 1.1%	98 9.6% 1.8%	2 7.7% 0.0%	60 19.1% 1.1%		17 41.8% 0.3%	12 41.7% 0.2%	976 36.1% 17.7%	102 32.2% 1.8%		2 54.4% 0.0%	525 48.2% 9.5%	101 11.8% 1.8%	259 66.6% 4.7%
NO ANSWER TO AGE	38 0.2% 100.0%	27 0.3% 71.7%		11 1.1% 28.3%												

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 14

PURCHASE DATA

 PACKAGING
 BY AGE OF PURCHASER
 BASED ON UNITS

	TOTAL =====	BULK- FROM BIN/ BARREL =====	P A C K A G E D				NO ANSWER =====	
			TOTAL PKG'D =====	PAPER BAG =====	PLASTIC BAG =====	PLASTIC JUG =====		PLASTIC TUB =====
...TOTAL...	996 100.0% 100.0%	67 100.0% 6.8%	903 100.0% 90.7%	316 100.0% 31.7%	548 100.0% 55.0%	14 100.0% 1.4%	26 100.0% 2.6%	25 100.0% 2.5%
18-24	11 1.1% 100.0%		9 1.0% 82.8%		2 0.3% 17.2%	7 51.3% 65.6%		2 7.2% 17.2%
25-34	88 8.9% 100.0%		88 9.8% 100.0%	15 4.6% 16.5%	74 13.5% 83.5%			
35-44	145 14.6% 100.0%	8 11.5% 5.3%	124 13.8% 85.5%	27 8.6% 18.7%	84 15.3% 57.6%	3 19.2% 1.8%	11 41.3% 7.4%	13 52.7% 9.1%
45-54	242 24.3% 100.0%	29 43.4% 12.1%	212 23.4% 87.5%	82 25.8% 33.8%	122 22.3% 50.5%	4 29.4% 1.6%	4 14.5% 1.6%	1 4.2% 0.4%
55-64	192 19.3% 100.0%	18 27.1% 9.5%	165 18.2% 85.8%	67 21.0% 34.6%	98 17.9% 51.2%			9 35.9% 4.7%
65 & OVER	306 30.8% 100.0%	11 15.7% 3.5%	296 32.7% 96.5%	124 39.2% 40.5%	160 29.3% 52.3%		12 44.3% 3.8%	
NO ANSWER TO AGE	11 1.1% 100.0%	2 2.2% 13.1%	10 1.1% 86.9%	2 0.7% 19.0%	8 1.4% 67.9%			

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 15

PURCHASE DATA

 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...	996 100.0% 100.0%	5 100.0% 0.5%	73 100.0% 7.3%	358 100.0% 35.9%	517 100.0% 51.9%	5 100.0% 0.5%	8 100.0% 0.8%	30 100.0% 3.0%
18-24	11 1.1% 100.0%			11 3.0% 100.0%				
25-34	88 8.9% 100.0%			46 13.0% 52.5%	42 8.1% 47.5%			
35-44	145 14.6% 100.0%		8 10.8% 5.4%	63 17.5% 43.2%	59 11.5% 40.9%		3 41.7% 2.4%	12 38.8% 8.1%
45-54	242 24.3% 100.0%	5 100.0% 1.9%	20 27.8% 8.4%	96 26.8% 39.7%	120 23.3% 49.7%			1 2.9% 0.4%
55-64	192 19.3% 100.0%		3 4.4% 1.7%	46 12.9% 24.1%	127 24.6% 66.1%	2 34.1% 0.9%		14 46.4% 7.3%
65 & OVER	306 30.8% 100.0%		42 57.0% 13.6%	88 24.7% 28.9%	165 31.8% 53.7%	3 65.9% 1.1%	5 58.3% 1.6%	4 11.9% 1.2%
NO ANSWER TO AGE	11 1.1% 100.0%			8 2.1% 66.8%	4 0.7% 33.2%			

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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	HARD- WARE	HOME IMPROV. CENTER	MAIL- ORDER	PET SUPPLY	SUPER- MARKET	WHOLE- SALE CLUB	WILD BIRD SPEC. STORE	OTHER	NO ANSWER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
...TOTAL...	996	400	34	78	50	32	62	5	60	215	12	23	19	8
	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%
		40.2%	3.4%	7.9%	5.0%	3.2%	6.3%	0.5%	6.0%	21.5%	1.2%	2.3%	1.9%	0.8%
18-24	11	2		2								7		
	1.1%	0.5%		2.3%								30.6%		
	100.0%	17.2%		17.2%								65.6%		
25-34	88	56	15						6	5		7		
	8.9%	14.0%	44.9%						9.5%	2.2%		30.6%		
	100.0%	63.3%	17.2%						6.5%	5.2%		7.8%		
35-44	145	56		5	5	9	19		5	30		4	8	3
	14.6%	13.9%		6.4%	10.3%	29.8%	31.0%		8.9%	14.0%		19.7%	41.4%	39.5%
	100.0%	38.3%		3.4%	3.5%	6.5%	13.3%		3.7%	20.7%		3.1%	5.4%	2.1%
45-54	242	97	19	16	7	7	17	5	31	37	3	3	1	
	24.3%	24.2%	55.1%	20.4%	13.2%	23.1%	27.8%	100.0%	51.3%	17.3%	25.6%	12.8%	4.1%	
	100.0%	40.0%	7.7%	6.6%	2.7%	3.0%	7.2%	1.9%	12.8%	15.4%	1.3%	1.2%	0.3%	
55-64	192	101		33	10	6	2		3	30		1	5	
	19.3%	25.3%		42.4%	20.9%	18.1%	3.5%		4.9%	14.0%		6.4%	26.8%	
	100.0%	52.6%		17.3%	5.4%	3.0%	1.1%		1.5%	15.7%		0.8%	2.7%	
65 & OVER	306	89		22	28	7	23		15	112	4		5	
	30.8%	22.2%		28.5%	55.6%	21.8%	37.7%		25.3%	52.4%	36.7%		27.7%	
	100.0%	29.0%		7.3%	9.0%	2.2%	7.7%		5.0%	36.7%	1.4%		1.7%	
NO ANSWER TO AGE	11					2					4			5
	1.1%					7.2%					37.7%			60.5%
	100.0%					19.9%					39.1%			41.0%
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 17

PURCHASE DATA

SEX OF PURCHASER
BY AGE OF PURCHASER
BASED ON UNITS

	TOTAL =====	MALE =====	FEMALE =====	NO ANSWER =====
...TOTAL...	996 100.0% 100.0%	258 100.0% 25.9%	729 100.0% 73.1%	9 100.0% 0.9%
18-24	11 1.1% 100.0%	7 2.7% 65.6%	4 0.5% 34.4%	
25-34	88 8.9% 100.0%	12 4.7% 13.7%	76 10.5% 86.3%	
35-44	145 14.6% 100.0%	11 4.3% 7.6%	134 18.4% 92.4%	
45-54	242 24.3% 100.0%	56 21.8% 23.3%	186 25.5% 76.7%	
55-64	192 19.3% 100.0%	50 19.5% 26.2%	142 19.5% 73.8%	
65 & OVER	306 30.8% 100.0%	122 47.1% 39.7%	185 25.4% 60.3%	
NO ANSWER TO AGE	11 1.1% 100.0%		2 0.3% 20.1%	9 100.0% 79.9%

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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...	996 100.0% 100.0%	193 100.0% 19.4%	406 100.0% 40.8%	196 100.0% 19.7%	46 100.0% 4.6%	119 100.0% 12.0%	12 100.0% 1.2%	23 100.0% 2.4%
18-24	11 1.1% 100.0%		11 2.6% 100.0%					
25-34	88 8.9% 100.0%	14 7.2% 15.7%	50 12.3% 56.3%	12 6.3% 13.9%	3 7.0% 3.6%	7 5.8% 7.8%	2 19.9% 2.6%	
35-44	145 14.6% 100.0%	20 10.6% 14.1%	82 20.1% 56.2%	20 10.1% 13.6%	6 12.0% 3.8%	10 8.8% 7.2%	6 49.9% 4.0%	2 6.5% 1.0%
45-54	242 24.3% 100.0%	53 27.2% 21.7%	95 23.3% 39.1%	46 23.5% 19.1%	4 9.2% 1.7%	36 30.6% 15.1%		8 33.8% 3.3%
55-64	192 19.3% 100.0%	16 8.5% 8.5%	63 15.5% 32.8%	41 21.0% 21.4%	14 29.6% 7.1%	50 42.3% 26.2%	4 30.2% 1.8%	4 17.3% 2.1%
65 & OVER	306 30.8% 100.0%	88 45.5% 28.7%	104 25.7% 34.0%	77 39.1% 25.0%	20 42.2% 6.4%	15 12.5% 4.9%		3 12.8% 1.0%
NO ANSWER TO AGE	11 1.1% 100.0%	2 1.1% 19.0%	2 0.6% 20.1%					7 29.7% 60.9%

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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	996	464	7	74	28	62	1	6	28	107	16	30	19	61	71	21
	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%	100.0%
	100.0%	46.6%	0.7%	7.4%	2.8%	6.2%	0.1%	0.6%	2.8%	10.8%	1.6%	3.0%	1.9%	6.2%	7.1%	2.1%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167	83		14	9	6			6	16		7	1	9	9	7
	16.7%	17.8%		18.7%	31.0%	10.2%			21.9%	15.0%		22.9%	4.1%	14.6%	13.1%	32.80%
	100.0%	49.7%		8.3%	5.2%	3.8%			3.7%	9.7%		4.2%	0.5%	5.4%	5.5%	4.10%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110	67	2	7	2	1		2	10	11	3			2	3	
	11.0%	14.5%	20.4%	9.4%	8.1%	1.2%		26.7%	35.4%	10.4%	17.8%			3.7%	4.3%	
	100.0%	61.4%	1.4%	6.3%	2.1%	0.7%		1.5%	8.9%	10.2%	2.7%			2.1%	2.8%	
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186	103	1	11	1	5				18	3	1	2	15	20	6
	18.7%	22.2%	16.9%	14.6%	2.7%	8.0%				16.5%	18.4%	4.2%	9.8%	24.7%	28.9%	27.2%
	100.0%	55.5%	0.7%	5.8%	0.4%	2.7%				9.5%	1.6%	0.7%	1.0%	8.1%	11.0%	3.1%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274	104	1	29	2	16	1	5	8	29	7	22	14	8	20	8
	27.5%	22.4%	10.2%	39.1%	8.8%	26.4%	100.0%	73.3%	29.8%	26.8%	42.0%	73.0%	74.4%	12.3%	28.5%	39.9%
	100.0%	37.9%	0.3%	10.5%	0.9%	5.9%	0.4%	1.7%	3.0%	10.5%	2.5%	8.1%	5.0%	2.7%	7.3%	3.1%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238	96	4	9	14	33			4	31	4			27	16	
	23.9%	20.7%	52.5%	12.3%	49.4%	54.2%			12.9%	29.3%	21.8%			44.7%	22.2%	
	100.0%	40.4%	1.6%	3.8%	5.8%	14.0%			1.5%	13.2%	1.5%			11.5%	6.6%	
NO ANSWER	22	11		4						2			2		2	
	2.2%	2.3%		5.9%						2.0%			11.7%		3.1%	
	100.0%	50.0%		20.0%						10.0%			10.0%		10.0%	

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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	15624	8283	120	1013	20	316	12	40	28	2700	316	441	4	1089	854	389
	100.0%	53.0%	0.8%	6.5%	0.1%	2.0%	0.1%	0.3%	0.2%	17.3%	2.0%	2.8%	0.0%	7.0%	5.5%	2.5%
UNDER \$15,000 (U.S. CENSUS 15.8%)	2453	1375		97	8	22			6	295		264		208	71	107
	15.7%	16.6%		9.6%	40.4%	6.9%			21.9%	10.9%		59.8%		19.1%	8.3%	27.6%
	100.0%	56.1%		4.0%	0.3%	0.9%			0.2%	12.0%		10.8%		8.5%	2.9%	4.4%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	1919	1189	8	133	1			17	10	404	73			70	15	
	12.3%	14.4%	6.3%	13.1%	3.9%			41.8%	35.4%	15.0%	23.2%			6.4%	1.8%	
	100.0%	62.0%	0.4%	6.9%	0.0%			0.9%	0.5%	21.0%	3.8%			3.6%	0.8%	
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	2686	1400	63	151	2	39				518	52		2	150	173	137
	17.2%	16.9%	52.4%	14.9%	7.7%	12.5%				19.2%	16.5%		45.6%	13.8%	20.2%	35.2%
	100.0%	52.1%	2.3%	5.6%	0.1%	1.5%				19.3%	1.9%		0.1%	5.6%	6.4%	5.1%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	4599	2036	38	432	2	211	12	23	8	844	173	177		55	443	145
	28.4%	24.6%	31.6%	42.7%	12.6%	66.8%	100.0%	58.2%	29.8%	31.2%	54.6%	40.2%		5.0%	51.9%	37.2%
	100.0%	44.3%	0.8%	9.4%	0.1%	4.6%	0.3%	0.5%	0.2%	18.3%	3.8%	3.9%		1.2%	9.6%	3.2%
\$75,000 & OVER (U.S. CENSUS 24.7%)	3393	1984	12	146	7	44			4	530	18			606	44	
	21.7%	24.0%	9.7%	14.4%	35.3%	13.8%			12.9%	19.6%	5.7%			55.7%	5.1%	
	100.0%	58.5%	0.3%	4.3%	0.2%	1.3%			0.1%	15.6%	0.5%			17.9%	1.3%	
NO ANSWER	573	299		54						109			2		109	
	3.7%	3.6%		5.4%						4.0%			54.4%		12.7%	
	100.0%	52.3%		9.5%						18.9%			0.4%		18.9%	

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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	996 100.0% 100.0%	67 100.0% 6.8%	903 100.0% 90.7%	316 100.0% 31.7%	548 100.0% 55.0%	14 100.0% 1.4%	26 100.0% 2.6%	25 100.0% 2.5%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 16.7% 100.0%	4 5.3% 2.1%	163 18.0% 97.9%	38 12.2% 23.1%	111 20.3% 66.8%	10 70.6% 5.7%	4 14.5% 2.3%	
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110 11.0% 100.0%	2 3.4% 2.1%	101 11.1% 91.5%	48 15.2% 43.7%	49 9.0% 44.6%		4 13.4% 3.2%	7 28.1% 6.4%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186 18.7% 100.0%	12 17.8% 6.4%	172 19.1% 92.6%	60 19.0% 32.4%	112 20.4% 60.2%			2 7.2% 1.0%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274 27.5% 100.0%	13 18.7% 4.6%	252 27.9% 92.0%	96 30.3% 35.0%	144 26.3% 52.5%	4 29.4% 1.5%	8 31.7% 3.0%	9 37.1% 3.4%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238 23.9% 100.0%	35 51.7% 14.6%	196 21.7% 82.4%	63 19.8% 26.3%	123 22.4% 51.7%		11 40.4% 4.4%	7 27.6% 2.9%
NO ANSWER	22 2.2% 100.0%	2 3.2% 10.0%	20 2.2% 90.0%	11 3.4% 50.0%	9 1.6% 40.0%			

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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	996 100.0% 100.0%	5 100.0% 0.5%	73 100.0% 7.3%	358 100.0% 35.9%	517 100.0% 51.9%	5 100.0% 0.5%	8 100.0% 0.8%	30 100.0% 3.0%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 16.7% 100.0%		12 16.3% 7.2%	48 13.5% 29.1%	100 19.3% 59.8%	2 34.1% 1.0%	5 58.3% 2.9%	
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110 11.0% 100.0%		21 28.7% 19.1%	25 6.9% 22.4%	63 12.2% 57.3%			1 4.7% 1.3%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186 18.7% 100.0%		2 2.1% 0.8%	93 25.9% 49.8%	88 17.1% 47.4%			4 11.9% 1.9%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274 27.5% 100.0%	5 100.0% 1.7%	14 18.6% 5.0%	78 21.7% 28.3%	167 32.4% 61.1%	3 65.9% 1.2%		8 25.2% 2.8%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238 23.9% 100.0%		25 34.2% 10.5%	97 27.2% 40.9%	95 18.3% 39.7%		3 41.7% 1.5%	18 58.2% 7.4%
NO ANSWER	22 2.2% 100.0%			17 4.8% 80.0%	4 0.8% 20.0%			

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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	996	400	34	78	50	32	62	5	60	215	12	23	19	8
	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%	40.2%	3.4%	7.9%	5.0%	3.2%	6.3%	0.5%	6.0%	21.5%	1.2%	2.3%	1.9%	0.8%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167	91	1	15		9	3		2	34		7		5
	16.7%	22.7%	3.9%	18.8%		28.0%	5.4%		2.8%	16.0%		30.6%		60.5%
	100.0%	54.4%	0.8%	8.8%		5.3%	2.0%		1.0%	20.6%		4.2%		2.8%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110	56		13	3	6	7		3	10	2			10
	11.0%	13.9%		17.1%	5.4%	18.2%	10.7%		5.7%	4.6%	19.4%			54.0%
	100.0%	50.6%		12.2%	2.4%	5.2%	6.0%		3.1%	8.9%	2.1%			9.4%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186	70	25	14	11	4	9		14	32	1	1		3
	18.7%	17.5%	74.5%	18.5%	22.1%	13.0%	14.5%		23.8%	14.8%	12.2%	6.4%		15.1%
	100.0%	37.7%	13.6%	7.8%	5.9%	2.3%	4.9%		7.7%	17.1%	0.8%	0.8%		1.5%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274	151	3	16	16	5	19	5	5	42	3	4	2	3
	27.5%	37.7%	9.6%	20.5%	33.2%	16.2%	30.3%	100.0%	8.5%	19.4%	25.6%	19.7%	8.1%	39.5%
	100.0%	55.0%	1.2%	5.9%	6.0%	1.9%	6.9%	1.7%	1.9%	15.2%	1.1%	1.6%	0.6%	1.1%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238	31	4	18	13	8	24		33	95	3	10		
	23.9%	7.6%	11.9%	22.3%	26.2%	24.0%	39.0%		55.6%	44.2%	24.5%	43.4%		
	100.0%	12.8%	1.7%	7.4%	5.4%	3.2%	10.2%		14.0%	39.9%	1.2%	4.1%		
NO ANSWER	22	2		2	7					2	2		4	
	2.2%	0.5%		2.8%	13.1%					3.6%	1.0%		22.8%	
	100.0%	10.0%		10.0%	30.0%					10.0%	10.0%		20.0%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 24

PURCHASE DATA

SEX OF PURCHASER
BY INCOME

BASED ON UNITS

	TOTAL =====	MALE =====	FEMALE =====	NO ANSWER =====
TOTAL	996 100.0% 100.0%	258 100.0% 25.9%	729 100.0% 73.1%	9 100.0% 0.9%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 16.7% 100.0%	24 9.4% 14.6%	135 18.6% 81.2%	7 76.3% 4.2%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110 11.0% 100.0%	34 13.1% 30.8%	76 10.4% 69.2%	
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186 18.7% 100.0%	57 22.0% 30.6%	129 17.7% 69.4%	
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274 27.5% 100.0%	92 35.5% 33.4%	182 25.0% 66.6%	
\$75,000 & OVER (U.S. CENSUS 24.7%)	238 23.9% 100.0%	43 16.7% 18.1%	195 26.8% 81.9%	
NO ANSWER	22 2.2% 100.0%	9 3.4% 40.0%	11 1.5% 50.0%	2 23.7% 10.0%

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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	996 100.0% 100.0%	193 100.0% 19.4%	406 100.0% 40.8%	196 100.0% 19.7%	46 100.0% 4.6%	119 100.0% 12.0%	12 100.0% 1.2%	23 100.0% 2.4%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 16.7% 100.0%	22 11.1% 12.9%	72 17.6% 43.0%	24 12.2% 14.3%	25 53.5% 14.8%	12 9.7% 7.0%	1 9.3% 0.7%	12 51.8% 7.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	110 11.0% 100.0%	37 18.9% 33.2%	49 12.1% 44.5%	12 6.1% 11.0%	6 13.3% 5.6%	4 3.2% 3.5%	2 14.4% 1.5%	1 3.2% 0.7%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	186 18.7% 100.0%	50 25.8% 26.8%	79 19.5% 42.6%	27 14.0% 14.7%	14 30.9% 7.7%	8 7.1% 4.5%	1 6.5% 0.4%	6 25.7% 3.2%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	274 27.5% 100.0%	38 19.6% 13.8%	90 22.2% 32.9%	65 33.4% 23.9%	1 2.4% 0.4%	72 60.8% 26.4%	2 19.9% 0.9%	5 19.3% 1.6%
\$75,000 & OVER (U.S. CENSUS 24.7%)	238 23.9% 100.0%	46 23.5% 19.1%	103 25.4% 43.3%	63 32.1% 26.4%		21 17.4% 8.7%	6 49.9% 2.5%	
NO ANSWER	22 2.2% 100.0%	2 1.1% 10.0%	13 3.2% 60.0%	4 2.2% 20.0%		2 1.8% 10.0%		

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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	471 100.0% 100.0%	25 100.0% 5.3%	41 100.0% 8.8%	94 100.0% 19.9%	19 100.0% 4.0%	39 100.0% 8.2%	41 100.0% 8.8%	59 100.0% 12.5%	53 100.0% 11.3%	31 100.0% 6.6%	29 100.0% 6.1%	40 100.0% 8.5%
UNDER \$15,000 (U.S. CENSUS 15.8%)	64 13.6% 100.0%	2 6.8% 2.7%	7 17.4% 11.2%	16 17.0% 24.8%	2 11.7% 3.4%	10 24.6% 14.9%	6 13.6% 8.8%	3 5.8% 5.3%	4 7.3% 6.0%	11 34.0% 16.4%	1 3.4% 1.5%	3 8.0% 5.0%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	44 9.3% 100.0%	3 13.4% 7.7%	4 10.1% 9.5%	4 4.7% 10.2%	6 29.5% 12.8%	2 4.4% 3.9%	6 14.4% 13.6%	2 2.8% 3.7%	6 10.8% 13.1%	1 2.5% 1.7%	4 12.5% 8.1%	7 17.1% 15.6%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	97 20.7% 100.0%	8 30.9% 8.0%	11 27.7% 11.8%	29 31.3% 30.2%	4 18.5% 3.6%	6 15.0% 6.0%	7 17.0% 7.2%	10 17.4% 10.5%	5 9.9% 5.4%	4 12.3% 3.9%	5 17.8% 5.2%	8 19.8% 8.1%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	122 26.0% 100.0%	5 21.4% 4.4%	5 12.0% 4.1%	12 12.6% 9.7%	5 25.0% 3.9%	12 29.7% 9.4%	19 46.3% 15.7%	18 30.2% 14.5%	17 31.9% 13.8%	5 16.8% 4.2%	11 38.5% 9.0%	14 34.4% 11.2%
\$75,000 & OVER (U.S. CENSUS 24.7%)	128 27.2% 100.0%	7 27.4% 5.3%	11 27.7% 8.9%	30 32.1% 23.5%	3 15.3% 2.3%	6 15.1% 4.6%	4 8.6% 2.8%	24 40.3% 18.5%	21 40.1% 16.6%	11 34.4% 8.3%	6 20.2% 4.5%	6 15.2% 4.7%
NO ANSWER	15 3.2% 100.0%		2 5.2% 14.3%	2 2.3% 14.3%	2 2.3% 14.3%	4 11.2% 28.6%		2 3.7% 14.3%		2 7.6% 14.3%	2 5.4% 14.3%	

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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	471	98889 210.00
UNDER \$15,000 (U.S. CENSUS 15.8%)	64	11873 185.00
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	44	11171 255.30
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	97	16119 165.70
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	122	32770 268.10
\$75,000 & OVER (U.S. CENSUS 24.7%)	128	23240 181.20
NO ANSWER	15	3715 244.60
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 28

PURCHASE DATA

 AVERAGE PRICE PER POUND
 BY CENSUS REGION

	AVERAGE PRICE PER POUNDS	POUND DOLLARS
	=====	=====
	=====	=====
TOTAL	15423	4425 0.29
NEW ENGLAND (U.S. CENSUS 5.3%)	382	248 0.65
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	1977	584 0.30
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	3183	822 0.26
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	1483	441 0.30
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	3337	964 0.29
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	862	261 0.30
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	2198	545 0.25
MOUNTAIN (U.S. CENSUS 6.3%)	744	156 0.21
PACIFIC (U.S. CENSUS 14.9%)	1258	405 0.32
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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	904	15624 17.30
NEW ENGLAND (U.S. CENSUS 5.3%)	31	397 12.80
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	106	2057 19.40
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	165	3183 19.30
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	83	1510 18.20
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	226	3413 15.10
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	48	862 18.00
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	100	2200 22.10
MOUNTAIN (U.S. CENSUS 6.3%)	36	744 20.60
PACIFIC (U.S. CENSUS 14.9%)	109	1258 11.50
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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	996	464	7	74	28	62	1	6	28	107	16	30	19	61	71	21
	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%	100.0%
		46.6%	0.7%	7.4%	2.8%	6.2%	0.1%	0.6%	2.8%	10.8%	1.6%	3.0%	1.9%	6.2%	7.1%	2.1%
NEW ENGLAND (U.S. CENSUS 5.3%)	32	14		1		3			4	3				8		
	3.3%	3.1%		1.1%		4.3%			13.6%	3.0%				12.6%		
	100.0%	44.0%		2.4%		8.2%			11.7%	10.0%				23.7%		
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	112	42	2	10	2	4	1		4	10	5	1	1	9	18	5
	11.3%	9.1%	20.4%	14.2%	5.4%	6.2%	100.0%		12.9%	8.9%	32.7%	4.0%	4.1%	14.3%	25.4%	21.8%
	100.0%	37.5%	1.4%	9.3%	1.4%	3.4%	1.1%		3.2%	8.5%	4.8%	1.1%	0.7%	7.8%	15.9%	4.1%
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	198	71	2	21	2	31		1	14	20	1	9	3	1	16	7
	19.8%	15.4%	27.1%	28.4%	5.4%	49.5%		15.3%	49.1%	18.6%	7.1%	28.9%	17.9%	1.8%	22.1%	32.8%
	100.0%	36.1%	1.0%	10.6%	0.8%	15.4%		0.5%	6.9%	10.1%	0.6%	4.4%	1.7%	0.6%	7.9%	3.5%
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	85	11	4	16	1	15		1		16	3			13	2	3
	8.5%	2.3%	52.5%	21.9%	2.7%	24.3%		21.8%		15.2%	16.4%			20.6%	3.1%	15.6%
	100.0%	12.7%	4.6%	19.0%	0.9%	17.6%		1.6%		19.2%	3.2%			14.8%	2.6%	3.9%
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	254	147		22		3		2	4	23	2	13	12	8	11	6
	25.5%	31.7%		29.4%		4.9%		36.2%	16.1%	21.1%	10.7%	44.3%	66.3%	13.7%	15.6%	29.8%
	100.0%	57.9%		8.5%		1.2%		0.9%	1.8%	8.9%	0.7%	5.3%	4.8%	3.3%	4.3%	2.5%
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	48	22		2	5	3			2	12				2		
	4.8%	4.8%		2.1%	18.5%	4.6%			8.3%	10.9%				3.4%		
	100.0%	46.3%		3.3%	10.9%	6.0%			4.8%	24.4%				4.3%		
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	101	52		2	5	3		2		6	4	7		8	11	
	10.1%	11.3%		2.9%	18.6%	4.7%		26.7%		5.8%	25.6%	22.9%		13.6%	15.4%	
	100.0%	52.0%		2.1%	5.2%	2.9%		1.6%		6.2%	4.2%	6.9%		8.2%	10.7%	
MOUNTAIN (U.S. CENSUS 6.3%)	40	25				1							2	9	3	
	4.0%	5.5%				1.4%							11.7%	14.1%	4.5%	
	100.0%	63.0%				2.2%							5.4%	21.5%	7.9%	
PACIFIC (U.S. CENSUS 14.9%)	125	79			14					18	1			4	10	
	12.6%	17.0%			49.4%					16.6%	7.4%			6.0%	14.1%	
	100.0%	62.9%			11.1%					14.2%	1.0%			2.9%	7.9%	

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