

Wild Bird Feeding Industry  
Bird Seed (Wild) Purchase Survey  
May-04

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 1

PURCHASE DATA

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SHARE OF MARKET  
BY INCOME

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
UNDER \$15,000 (U.S. CENSUS 16.1%)	132 13.4%	2183 14.2%	565 12.0%	71 13.8%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	131 13.3%	1822 11.8%	527 11.2%	61 11.7%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	166 16.8%	2239 14.6%	710 15.1%	88 17.0%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	276 28.0%	4361 28.3%	1635 34.8%	148 28.6%
\$75,000 & OVER (U.S. CENSUS 25.1%)	250 25.5%	4340 28.2%	1129 24.0%	129 24.9%
NO ANSWER	29 3.0%	439 2.9%	133 2.8%	21 4.0%

MAIL DIARY PANEL, INC.

May 2004

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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	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
URBAN/SUBURBAN (METRO) (U.S. CENSUS 81.0%)	673 68.4%	10408 67.7%	3310 70.4%	352 67.9%
RURAL (NON-METRO) (U.S. CENSUS 19.0%)	282 28.6%	4537 29.5%	1256 26.7%	146 28.1%
NO ANSWER	29 3.0%	439 2.9%	133 2.8%	21 4.0%

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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	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
ONE PERSON (U.S. CENSUS 26.4%)	230 23.3%	3399 22.1%	893 19.0%	112 21.6%
TWO PERSONS (U.S. CENSUS 33.3%)	402 40.8%	6854 44.5%	2036 43.3%	202 39.0%
THREE PERSONS (U.S. CENSUS 16.1%)	126 12.8%	1561 10.1%	521 11.1%	75 14.5%
FOUR PERSONS (U.S. CENSUS 14.4%)	148 15.1%	1939 12.6%	819 17.4%	77 14.9%
FIVE PERSONS (U.S. CENSUS 6.4%)	44 4.5%	954 6.2%	256 5.5%	27 5.2%
SIX PERSONS OR MORE (U.S. CENSUS 3.5%)	5 0.5%	239 1.6%	41 0.9%	4 0.8%
NO ANSWER	29 3.0%	439 2.9%	133 2.8%	21 4.0%
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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	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
ELEMENTARY	19 1.9%	364 2.4%	95 2.0%	14 2.6%
HIGH SCHOOL	446 45.4%	6325 41.1%	1983 42.2%	213 41.0%
COLLEGE	490 49.8%	8256 53.7%	2487 52.9%	272 52.4%
NO ANSWER	29 3.0%	439 2.9%	133 2.8%	21 4.0%

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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	775 100.0%	12403 100.0%	3762 100.0%	410 100.0%
WHITE COLLAR	201 26.0%	4272 34.4%	1206 32.0%	111 27.1%
PROFESSIONAL	85 11.0%	1878 15.1%	520 13.8%	53 13.0%
MANAGERIAL	72 9.3%	1644 13.3%	452 12.0%	34 8.4%
SALESWORKER	30 3.9%	554 4.5%	199 5.3%	13 3.2%
CLERICAL	14 1.8%	197 1.6%	35 0.9%	10 2.5%
BLUE COLLAR	325 42.0%	4512 36.4%	1512 40.2%	167 40.6%
CRAFTSMAN/MECHANIC	99 12.7%	1551 12.5%	438 11.7%	52 12.7%
OPERATIVE/DRIVER	65 8.3%	755 6.1%	288 7.7%	36 8.8%
LABORER	99 12.8%	1561 12.6%	548 14.6%	52 12.6%
SERVICE WORKER	61 7.9%	618 5.0%	232 6.2%	24 5.9%
FARM WORKER	2 0.3%	28 0.2%	5 0.1%	2 0.5%
RETIRED/STUDENT/HOMEMAKE	219 28.3%	3180 25.6%	911 24.2%	112 27.2%
RETIRED	209 26.9%	3088 24.9%	864 23.0%	103 25.1%
STUDENT	7 0.9%	66 0.5%	38 1.0%	6 1.4%
HOMEMAKER	4 0.5%	26 0.2%	9 0.2%	3 0.7%
NO ANSWER	29 3.8%	439 3.5%	133 3.5%	21 5.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 6

PURCHASE DATA

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SHARE OF MARKET  
BY CENSUS REGION

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
NEW ENGLAND (U.S. CENSUS 5.1%)	54 5.5%	1009 6.6%	263 5.6%	22 4.3%
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	98 9.9%	1506 9.8%	459 9.8%	53 10.3%
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	224 22.7%	3696 24.0%	1099 23.4%	122 23.5%
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	92 9.3%	1537 10.0%	392 8.3%	41 7.8%
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	206 21.0%	2692 17.5%	1151 24.5%	110 21.2%
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	66 6.8%	1112 7.2%	354 7.5%	45 8.6%
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)	103 10.5%	1929 12.5%	398 8.5%	52 10.0%
MOUNTAIN (U.S. CENSUS 6.4%)	53 5.4%	823 5.4%	230 4.9%	29 5.6%
PACIFIC (U.S. CENSUS 15.4%)	87 8.9%	1079 7.0%	353 7.5%	45 8.7%
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	984 100.0%	15384 100.0%	4699 100.0%	519 100.0%
UNDER 35 (U.S. CENSUS 23.0%)	76 7.8%	1163 7.6%	312 6.6%	58 11.2%
35 - 49 (U.S. CENSUS 31.8%)	256 26.0%	4124 26.8%	1351 28.8%	149 28.8%
50 - 64 (U.S. CENSUS 24.8%)	371 37.7%	5335 34.7%	1745 37.1%	175 33.5%
65 & OVER (U.S. CENSUS 20.4%)	232 23.6%	4323 28.1%	1103 23.5%	113 21.9%
NO ANSWER	48 4.9%	439 2.9%	188 4.0%	23 4.4%
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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		519	984 1.9
UNDER \$15,000 (U.S. CENSUS 16.1%)		71	132 1.8
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)		61	131 2.2
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)		88	166 1.9
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)		148	276 1.9
\$75,000 & OVER (U.S. CENSUS 25.1%)		129	250 1.9
NO ANSWER		21	29 1.4

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May 2004

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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	
	PER =====	=====
	HOUSEHOLDS	OCCAS.
	=====	=====
TOTAL	519	723 1.4
UNDER \$15,000 (U.S. CENSUS 16.1%)	71	101 1.4
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	61	83 1.4
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	88	122 1.4
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	148	207 1.4
\$75,000 & OVER (U.S. CENSUS 25.1%)	129	185 1.4
NO ANSWER	21	25 1.2

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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		680	15384 22.6
UNDER \$15,000 (U.S. CENSUS 16.1%)		99	2183 22.0
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)		73	1822 24.9
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)		116	2239 19.3
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)		190	4361 23.0
\$75,000 & OVER (U.S. CENSUS 25.1%)		178	4340 24.4
NO ANSWER		25	439 17.6

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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...	984 100.0%	15384 100.0%	4699 100.0%
18-24	24 2.4%	467 3.0%	118 2.5%
25-34	65 6.7%	843 5.5%	255 5.4%
35-44	147 15.0%	1878 12.2%	704 15.0%
45-54	280 28.4%	4506 29.3%	1495 31.8%
55-64	219 22.3%	3201 20.8%	992 21.1%
65 & OVER	238 24.2%	4406 28.6%	1102 23.4%
NO ANSWER TO AGE	11 1.1%	83 0.5%	34 0.7%

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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.)	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 SPECI-FIC MIX	OTHER	NO ANS.
...TOTAL...	984	430	15	127	5	56		16	59	107	26	8	10	39	75	13
	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%	43.7%	1.5%	12.9%	0.5%	5.7%		1.6%	6.0%	10.9%	2.6%	0.8%	1.0%	3.9%	7.6%	1.3%
18-24	24	4	9	7												4
	2.4%	1.0%	59%	5%												5%
	100%	17.6%	38%	28%												16%
25-34	65	36	13											7	5	4
	6.7%	8.5%	10.30%											17.8%	6.3%	32.50%
	100%	55.7%	20.10%											10.6%	7.2%	6.50%
35-44	147	81	2	15		7		10	14	7		1		4	4	2
	15.0%	18.7%	13%	11.5%		13.3%		63.3%	24.5%	6.8%		17.1%		9.6%	5.8%	15.9%
	100%	54.6%	1%	9.9%		5.0%		6.7%	9.8%	4.9%		0.9%		2.5%	2.90%	1.4%
45-54	280	100	27	19	2	19		4	20	44	1	4	8	16	34	2
	28.4%	23.3%	21.3%	36.0%	34.4%	34.4%		22.8%	33.5%	41.3%	2.9%	58.6%	80.8%	40.1%	44.9%	13.1%
	100%	35.8%	9.7%	6.8%	0.6%	6.8%		1.3%	7.0%	15.8%	0.3%	1.6%	2.8%	5.5%	12.1%	0.6%
55-64	219	84	3	13	3	13		2	21	32	21	1		6	19	
	22.3%	19.6%	20.3%	10.2%	64.0%	23.0%		13.9%	35.2%	30.2%	83.7%	11.3%		15.6%	25.9%	
	100%	38.5%	1.4%	5.9%	1.4%	5.8%		1.0%	9.4%	14.8%	9.8%	0.4%		2.8%	8.9%	
65 & OVER	238	117	1	49		16			4	23	3	1	2	6	9	5
	24.2%	27.3%	7.0%	38.8%		29.3%			6.8%	21.7%	13.5%	13.0%	19.2%	16.7%	12.1%	38.5%
	100%	49.3%	0.4%	20.7%		6.8%			1.7%	9.8%	1.5%	0.4%	0.8%	2.7%	3.8%	2.1%
NO ANSWER TO AGE	11	7		3												
	1.1%	1.7%		32.8%												
	100%	67.2%														

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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...	15384 100.0% 100.0%	7437 100.0% 48.3%	393 100.0% 2.6%	1927 100.0% 12.5%	5 100.0% 0.0%	402 100.0% 2.6%		78 100.0% 0.5%		50 100.0% 0.3%	3017 100.0% 19.6%	290 100.0% 1.9%	88 100.0% 0.6%	9 100.0% 0.1%	430 100.0% 2.8%	1164 100.0% 7.6%	95 100.0% 0.6%	
18-24	467 3.0% 100.0%	41 0.6% 8.9%	273 70% 59%	133 6.9% 28.5%												19 1.7% 4.1%		
25-34	843 5.5% 100.0%	630 8.5% 74.7%		34 1.80% 4.00%											68 15.9% 8.1%	105 9.0% 12.5%	6 6.70% 0.80%	
35-44	1878 12.2% 100.0%	1227 16.5% 65.3%	10 2.5% 0.5%	186 9.7% 9.9%		42 10.4% 2.2%		50 63.3% 2.6%		2 3.8% 0.1%	227 7.5% 12.1%		3 2.9% 0.1%		28 6.4% 1.5%	95 8.1% 5.0%	10 11.0% 0.6%	
45-54	4506 29.3% 100.0%	1890 25.4% 41.9%		558 29.0% 12.4%	2 36.0% 0.0%	136 33.8% 3.0%		18 22.80% 0.40%		12 23.5% 0.3%	1243 41.2% 27.6%	18 6.3% 0.4%	76 86.6% 1.7%	9 100.0% 0.2%	134 31.1% 3.0%	373 32.0% 8.3%	38 40.6% 0.9%	
55-64	3201 20.8% 100.0%	1025 13.8% 32.0%	58 14.7% 1.8%	319 16.6% 10.0%	3 64.0% 0.1%	103 25.6% 3.2%		11 13.9% 0.3%		12 23.2% 0.4%	1032 34.2% 32.2%	147 50.6% 4.6%	4 4.8% 0.1%		74 17.2% 2.3%	413 35.5% 12.9%		
65 & OVER	4406 28.6% 100.0%	2558 34.4% 58.1%	52 13.2% 1.2%	679 35.2% 15.4%		121 30.1% 2.7%				25 49.5% 0.6%	516 17.1% 11.7%	125 43.1% 2.8%	5 5.6% 0.1%		126 29.4% 2.9%	160 13.7% 3.6%	39 41.7% 0.9%	
NO ANSWER TO AGE	83 0.5% 100.0%	66 0.9% 79.0%		17 0.9% 21.0%														

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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 PK'G'D =====	PAPER BAG =====	PLASTIC BAG =====	PLASTIC JUG =====	PLASTIC TUB =====	
...TOTAL...	984 100.0% 100.0%	50 100.0% 5.0%	907 100.0% 92.2%	315 100.0% 32.0%	548 100.0% 55.7%	16 100.0% 1.6%	29 100.0% 2.9%	27 100.0% 2.8%
18-24	24 2.4% 100.0%	10 19.9% 41.9%	14 1.5% 58.1%	7 2.1% 28.3%	7 1.3% 29.7%			
25-34	65 6.7% 100.0%	5 10.4% 7.8%	60 6.7% 92.2%	12 3.8% 18.4%	48 8.8% 73.8%			
35-44	147 15.0% 100.0%	10 20.7% 7.0%	124 13.6% 83.9%	30 9.5% 20.3%	84 15.3% 57.0%	8 49.2% 5.2%	2 7.1% 1.4%	14 49.7% 9.2%
45-54	280 28.4% 100.0%	5 10.0% 1.8%	267 29.4% 95.4%	97 30.7% 34.6%	157 28.6% 56.0%	2 15.8% 0.9%	11 38.1% 3.9%	8 29.5% 2.9%
55-64	219 22.3% 100.0%	14 27.7% 6.2%	204 22.5% 93.2%	77 24.4% 35.0%	115 21.0% 52.5%	1 5.4% 0.4%	12 40.9% 5.3%	1 4.1% 0.5%
65 & OVER	238 24.2% 100.0%	6 11.3% 2.4%	228 25.1% 95.7%	92 29.2% 38.6%	127 23.2% 53.6%	5 29.5% 1.9%	4 13.9% 1.7%	5 16.60% 1.90%
NO ANSWER TO AGE	11 1.1% 100.0%		11 1.2% 100.0%	1 0.2% 6.9%	10 1.8% 93.1%			

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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...	984 100.0% 100.0%	12 100.0% 1.2%	79 100.0% 8.1%	427 100.0% 43.4%	417 100.0% 42.3%	11 100.0% 1.2%	25 100.0% 2.5%	14 100.0% 1.4%
18-24	24 2.4% 100.0%		7 8% 28%	17 4% 72%				
25-34	65 6.7% 100.0%		2 2.7% 3.2%	46 10.9% 70.8%	9 2.1% 13.5%		8 33.0% 12.5%	
35-44	147 15.0% 100.0%	12 100.0% 7.8%	3 3.9% 2.1%	65 15.2% 43.8%	58 14.0% 39.5%	6 50.6% 3.9%		4 29.8% 2.7%
45-54	280 28.4% 100.0%		6 8.0% 2.3%	93 21.9% 33.3%	165 39.5% 58.9%	4 34.2% 1.4%	10 39.6% 3.5%	2 12.6% 0.6%
55-64	219 22.3% 100.0%		14 17.4% 6.3%	97 22.8% 44.4%	99 23.8% 45.3%	2 15.1% 0.8%	2 6.4% 0.7%	6 40.6% 2.5%
65 & OVER	238 24.2% 100.0%		47 59.6% 19.9%	104 24.4% 43.6%	79 19.0% 33.2%		5 21.0% 2.2%	2 17.0% 1.0%
NO ANSWER TO AGE	11 1.1% 100.0%			4 1.0% 39.7%	6 1.5% 60.3%			

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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...	984 100.0% 100.0%	423 100.0% 43.0%	25 100.0% 2.5%	76 100.0% 7.7%	66 100.0% 6.7%	47 100.0% 4.8%	83 100.0% 8.4%	14 100.0% 1.4%	29 100.0% 2.9%	158 100.0% 16.1%	14 100.0% 1.4%	7 100.0% 0.7%	39 100.0% 3.9%	4 100.0% 0.4%
18-24	24 2.4% 100.0%	13 3.1% 55.3%		7 8.8% 28.3%						4 13.30% 16.40%				
25-34	65 6.7% 100.0%	37 8.8% 56.7%		4 5.5% 6.4%			11 23.1% 16.6%	3 3.3% 4.1%	2 14.5% 3.0%	1 4.6% 2.0%	5 36.7% 7.9%			2 50.0% 3.2%
35-44	147 15.0% 100.0%	71 16.9% 48.4%	7 27.20% 4.50%	11 14.4% 7.4%	8 12.7% 5.6%	18 38.9% 12.4%	11 12.9% 7.2%	12 85.5% 7.8%	4 13.0% 2.5%	4 2.4% 2.6%		2 29.7% 1.4%		
45-54	280 28.4% 100.0%	158 37.3% 56.4%	1 5.8% 0.5%	14 18.3% 4.9%	19 28.4% 6.7%	12 25.9% 4.4%	15 17.7% 5.3%			15 52.9% 5.5%	35 22.2% 12.6%	6 41.5% 2.1%	4 10.1% 1.4%	1 22.6% 0.3%
55-64	219 22.3% 100.0%	89 21.0% 40.5%	16 67.1% 7.5%	23 29.8% 10.3%	23 35.2% 10.5%	3 7.4% 1.6%	26 30.9% 11.7%			3 10.7% 1.4%	19 11.7% 8.5%		1 17.5% 0.6%	15 39.1% 6.9%
65 & OVER	238 24.2% 100.0%	55 13.0% 23.1%		18 23.2% 7.4%	16 23.8% 6.6%	1 3.1% 0.6%	26 31.3% 10.9%			2 5.5% 0.7%	97 61.5% 40.9%		4 52.9% 1.6%	20 50.8% 8.3%
NO ANSWER TO AGE	11 1.1% 100.0%					1 2% 7%	3 4.00% 31.30%				3 2.20% 32.80%	3 21.8% 29.0%		

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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...		984 100.0% 100.0%	295 100.0% 29.9%	686 100.0% 69.7%	3 100.0% 0.3%
18-24		24 2.4% 100.0%	17 5.8% 73.0%	6 0.9% 27.0%	
25-34		65 6.7% 100.0%	11 3.9% 17.3%	54 7.9% 82.7%	
35-44		147 15.0% 100.0%	13 4.3% 8.6%	135 19.7% 91.4%	
45-54		280 28.4% 100.0%	90 30.6% 32.3%	189 27.6% 67.7%	
55-64		219 22.3% 100.0%	60 20.4% 27.5%	159 23.2% 72.5%	
65 & OVER		238 24.2% 100.0%	102 34.6% 42.8%	136 19.8% 57.2%	
NO ANSWER TO AGE		11 1.1% 100.0%	1 0.4% 10.9%	6 0.9% 57.8%	3 100.0% 31.3%

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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	ECONOMICAL PRICE	QUALITY SEED	BRAND REPUTATION	ONLY BRAND AVAILABLE	OTHER	NO ANSWER	
	=====	=====	=====	=====	=====	=====	=====	=====	
...TOTAL...	984 100.0%	199 100.0%	427 100.0%	154 100.0%	50 100.0%	105 100.0%	29 100.0%	20 100.0%	
		20.2%	43.4%	15.7%	5.1%	10.7%	3.0%	2.0%	
18-24	24 100.0%	6 27.00%	7 28.3%	7 28%	4 16%				
25-34	65 100.0%	18 27.4%	27 40.6%	8 12.9%		10 15.9%		2 3.20%	10.80%
35-44	147 100.0%	35 24.0%	65 44.0%	20 13.3%	10 6.8%	11 7.2%	7 4.5%		
45-54	280 100.0%	51 18.1%	132 47.0%	43 15.5%	18 6.6%	27 9.8%	6 2.2%	2 0.9%	12.5%
55-64	219 100.0%	31 14.0%	93 42.4%	31 14.2%	15 6.8%	38 17.1%	12 5.5%		
65 & OVER	238 100.0%	57 23.9%	101 42.5%	38 16.2%	3 1.3%	19 8.1%	4 1.7%	15 6.3%	
NO ANSWER TO AGE	11 100.0%	1 6.9%	3 29.0%	7 64.1%					

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 19

PURCHASE DATA

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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	984	430	15	127	5	56		16	59	107	26	8	10	39	75	13
	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%	43.7%	1.5%	12.9%	0.5%	5.7%		1.6%	6.0%	10.9%	2.6%	0.8%	1.0%	3.9%	7.6%	1.3%
UNDER \$15,000 (U.S. CENSUS 16.1%)	132	67	7	26		4			5	20				1	1	
	13.4%	15.5%	44.6%	20.7%		7.6%			8.5%	19.0%				3.4%	1.2%	
	100.0%	50.8%	5.1%	20.0%		3.2%			3.8%	15.5%				1.0%	0.7%	
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	131	35	1	18	2	2			29	20	3		2	6	12	1
	13.3%	8.1%	7.0%	14.1%	46.1%	3.9%			49.9%	19.1%	12.1%		19.2%	14.5%	15.6%	5.7%
	100.0%	26.6%	0.8%	13.7%	1.7%	1.7%			22.4%	15.6%	2.4%		1.4%	4.3%	8.9%	0.6%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	166	73	2	10	3	5		4	2	14	3	4	2	14	23	8
	16.8%	17.0%	13.4%	8.0%	53.9%	9.0%		22.8%	3.7%	13.0%	9.8%	53.7%	15.4%	37.0%	29.9%	62.3%
	100.0%	44.2%	1.2%	6.1%	1.5%	3.0%		2.2%	1.3%	8.4%	1.5%	2.4%	0.9%	8.6%	13.6%	4.9%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	276	111	4	34		20			22	26	20	3	6	15	13	1
	28.0%	25.8%	27.5%	26.4%		36.2%			37.9%	24.3%	78.0%	46.3%	65.4%	39.7%	16.7%	7.4%
	100.0%	40.3%	1.5%	12.2%		7.3%			8.1%	9.4%	7.2%	1.3%	2.3%	5.6%	4.6%	0.3%
\$75,000 & OVER (U.S. CENSUS 25.1%)	250	132	1	33		18		12		26					25	3
	25.5%	30.6%	7.5%	25.8%		32.1%		77.2%		24.6%					33.8%	24.7%
	100.0%	52.5%	0.4%	13.1%		7.1%		4.8%		10.5%				10.1%	10.1%	1.3%
NO ANSWER	29	12		6		6								2	2	
	3.0%	2.9%		4.9%		11.2%								5.4%	2.8%	
	100.0%	42.9%		21.4%		21.4%								7.1%	7.1%	

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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	15384	7437	393	1927	5	402		78	50	3017	290	88	9	430	1164	95
	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%
		48.3%	2.6%	12.5%	0.0%	2.6%		0.5%	0.3%	19.6%	1.9%	0.6%	0.1%	2.8%	7.6%	0.6%
UNDER \$15,000 (U.S. CENSUS 16.1%)	2183	836	266	390		27				584				33	47	
	14.2%	11.2%	67.8%	20.3%		6.7%				19.4%				7.8%	4.0%	
	100.0%	38.3%	12.2%	17.9%		1.2%				26.7%				1.5%	2.2%	
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	1822	559	52	263	2	13			38	386	137			28	344	
	11.8%	7.5%	13.2%	13.6%	46.1%	3.3%			75.0%	12.8%	47.1%			6.5%	29.5%	
	100.0%	30.7%	2.9%	14.4%	0.1%	0.7%			2.1%	21.2%	7.5%			1.5%	18.9%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	2239	1181	10	138	3	27		18	2	510	13	17	2	199	65	53
	14.6%	15.9%	2.5%	7.2%	53.9%	6.8%		22.8%	4.3%	16.9%	4.3%	19.7%	25.9%	46.4%	5.6%	56.0%
	100.0%	52.8%	0.4%	6.2%	0.1%	1.2%		0.8%	0.1%	22.8%	0.6%	0.8%	0.1%	8.9%	2.9%	2.4%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	4361	2152	59	660		160			10	757	141	71	6	149	157	38
	28.3%	28.9%	15.0%	34.3%		40.0%			20.6%	25.1%	48.5%	80.3%	74.1%	34.6%	13.5%	40.6%
	100.0%	49.4%	1.4%	15.1%		3.7%			0.2%	17.4%	3.2%	1.6%	0.1%	3.4%	3.6%	0.9%
\$75,000 & OVER (U.S. CENSUS 25.1%)	4340	2518	6	355		118		60		780					499	3
	28.2%	33.9%	1.4%	18.4%		29.3%		77.2%		25.9%					42.9%	3.4%
	100.0%	58.0%	0.1%	8.2%		2.7%		1.4%		18.0%					11.5%	0.1%
NO ANSWER	439	189		121		56								21	52	
	2.9%	2.5%		6.3%		14.0%								4.8%	4.5%	
	100.0%	43.1%		27.5%		12.8%								4.7%	11.8%	

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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 PKGD	PAPER BAG	PLASTIC BAG	PLASTIC JUG	PLASTIC TUB		
TOTAL	984	50	907	315	548	16	29	27
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.0%	92.2%	32.0%	55.7%	1.6%	2.9%	2.8%
UNDER \$15,000 (U.S. CENSUS 16.1%)	132	11	119	46	73			2
	13.4%	22.6%	13.1%	14.7%	13.2%			6.1%
	100.0%	8.5%	90.2%	35.0%	55.2%			1.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	131	2	112	30	62	5	16	17
	13.3%	3.9%	12.4%	9.6%	11.3%	29.5%	54.8%	61.8%
	100.0%	1.5%	85.7%	23.1%	47.2%	3.5%	11.9%	12.8%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	166	15	146	53	90	2	1	5
	16.8%	30.2%	16.1%	16.7%	16.4%	12.2%	4.5%	18.2%
	100.0%	9.0%	88.0%	31.7%	54.4%	1.2%	0.8%	3.0%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	276	9	267	82	164	9	12	
	28.0%	18.0%	29.4%	26.1%	29.9%	58.2%	40.7%	
	100.0%	3.2%	96.8%	29.8%	59.5%	3.3%	4.2%	
\$75,000 & OVER (U.S. CENSUS 25.1%)	250	8	238	95	143			4
	25.5%	16.9%	26.3%	30.3%	26.1%			13.9%
	100.0%	3.3%	95.2%	38.0%	57.1%			1.5%
NO ANSWER	29	4	25	8	17			
	3.0%	8.4%	2.8%	2.6%	3.0%			
	100.0%	14.3%	85.7%	28.6%	57.1%			

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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	984 100.0% 100.0%	12 1.2%	79 8.1%	427 43.4%	417 42.3%	11 1.2%	25 2.5%	14 1.4%	
UNDER \$15,000 (U.S. CENSUS 16.1%)	132 13.4% 100.0%		7 5.1%	38 28.7%	80 60.6%	4 3.2%	3 2.5%		
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	131 13.3% 100.0%		9 7.0%	48 37.0%	58 44.2%	2 1.7%	12 8.9%	2 1.2%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	166 16.8% 100.0%		9 5.7%	63 38.1%	83 50.2%	1 0.8%	2 1.2%	7 4.1%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	276 28.0% 100.0%	12 4.2%	8 2.7%	148 53.5%	106 38.5%			3 22.4% 1.1%	
\$75,000 & OVER (U.S. CENSUS 25.1%)	250 25.5% 100.0%		42 16.9%	115 46.0%	85 34.0%	4 1.5%	2 0.6%	2 16.5% 0.9%	
NO ANSWER	29 3.0% 100.0%		4 5.2% 14.3%	15 3.4% 50.0%	4 1.0% 14.3%		6 25.10% 21.40%		

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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	984 100.0% 100.0%	473 100.0% 41.0%	25 100.0% 2.5%	76 100.0% 7.7%	66 100.0% 6.7%	47 100.0% 4.8%	83 100.0% 8.4%	14 100.0% 1.4%	29 100.0% 2.9%	158 100.0% 16.1%	14 100.0% 1.4%	7 100.0% 0.7%	39 100.0% 3.9%	4 100.0% 0.4%
UNDER \$10,000 (U.S. CENSUS 16.1%)	122 100.0% 100.0%	70 100.0% 51.2%	3 100.0% 2.3%	22 100.0% 16.3%	8 100.0% 6.1%	1 100.0% 0.8%	8 100.0% 6.5%			20 100.0% 14.8%				
\$10,000 - \$24,999 (U.S. CENSUS 13.2%)	131 100.0% 100.0%	56 100.0% 42.0%	5 100.0% 3.8%	11 100.0% 8.3%	18 100.0% 14.1%	19 100.0% 14.7%	6 100.0% 4.6%			3 100.0% 2.3%	5 100.0% 4.0%	5 100.0% 3.8%	2 100.0% 1.7%	
\$25,000 - \$50,999 (U.S. CENSUS 17.7%)	166 100.0% 100.0%	76 100.0% 45.0%		9 100.0% 11.7%	6 100.0% 4.6%	14 100.0% 8.7%	6 100.0% 3.7%	2 100.0% 1.2%	3 100.0% 1.6%	23 100.0% 13.8%	2 100.0% 1.3%	2 100.0% 1.3%	9 100.0% 5.4%	2 100.0% 1.3%
\$40,000 - \$74,999 (U.S. CENSUS 27.0%)	206 100.0% 100.0%	127 100.0% 61.6%	10 100.0% 4.9%	37 100.0% 17.9%	14 100.0% 6.8%	9 100.0% 4.4%	22 100.0% 10.7%	12 100.0% 5.8%	7 100.0% 3.4%	36 100.0% 17.5%	2 100.0% 1.0%	2 100.0% 1.0%	4 100.0% 2.0%	2 100.0% 1.0%
\$75,000 & OVER (U.S. CENSUS 25.1%)	200 100.0% 100.0%	80 100.0% 40.0%	6 100.0% 3.0%	2 100.0% 1.0%	14 100.0% 7.0%	4 100.0% 2.0%	30 100.0% 15.0%		19 100.0% 9.5%	24 100.0% 12.0%			21 100.0% 10.5%	21 100.0% 10.5%
NO ANSWER	29 100.0% 100.0%	15 100.0% 50.0%		4 100.0% 14.3%	4 100.0% 14.3%					4 100.0% 14.3%			2 100.0% 7.1%	

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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		984	295	686
	100.0%	100.0%	100.0%	100.0%
	100.0%	29.9%	69.7%	0.3%
UNDER \$15,000 (U.S. CENSUS 16.1%)		132	22	106
	13.4%	7.6%	15.4%	100.0%
	100.0%	17.0%	80.5%	2.5%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)		131	30	101
	13.3%	10.2%	14.7%	
	100.0%	22.8%	77.2%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)		166	55	110
	16.8%	18.8%	16.1%	
	100.0%	33.4%	66.6%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)		276	83	193
	28.0%	28.0%	28.2%	
	100.0%	29.9%	70.1%	
\$75,000 & OVER (U.S. CENSUS 25.1%)		250	98	152
	25.5%	33.4%	22.2%	
	100.0%	39.3%	60.7%	
NO ANSWER		29	6	23
	3.0%	2.1%	3.3%	
	100.0%	21.4%	78.6%	
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 25

PURCHASE DATA

WHY PURCHASED BRAND?  
BY INCOME

BASED ON UNITS

	TOTAL	ON SALE	ECONOMICAL PRICE	QUALITY SEED	BRAND REPUTATION	ONLY BRAND AVAILABLE	OTHER	NO ANSWER
TOTAL	984 100.0% 100.0%	199 100.0% 20.2%	427 100.0% 43.4%	154 100.0% 15.7%	50 100.0% 5.1%	105 100.0% 10.7%	29 100.0% 3.0%	20 100.0% 2.0%
UNDER \$15,000 (U.S. CENSUS 16.1%)	132 13.4% 100.0%	6 3.1% 4.7%	64 14.9% 48.4%	34 21.8% 25.5%	5 10.8% 4.1%	10 9.7% 7.8%	2 7.4% 1.6%	10 52.3% 7.8%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	131 13.3% 100.0%	27 13.4% 20.3%	47 11.0% 35.7%	11 7.2% 8.5%	19 37.0% 14.2%	12 11.8% 9.5%	9 32.2% 7.1%	6 31.9% 4.8%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	166 16.8% 100.0%	36 18.0% 21.6%	76 17.9% 46.1%	32 20.5% 19.1%	9 17.9% 5.4%	4 3.6% 2.3%	6 20.8% 3.6%	3 15.9% 1.9%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	276 28.0% 100.0%	60 30.3% 21.8%	90 21.3% 32.5%	38 24.3% 13.6%	17 34.3% 6.3%	63 60.3% 23.0%	8 26.6% 2.8%	
\$75,000 & OVER (U.S. CENSUS 25.1%)	250 25.5% 100.0%	66 33.1% 26.3%	135 31.7% 54.1%	36 23.5% 14.5%		9 8.6% 3.6%	4 13.0% 1.5%	
NO ANSWER	29 3.0% 100.0%	4 2.1% 14.2%	15 3.4% 50.0%	4 2.7% 14.3%		6 5.9% 21.4%		

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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	480 100.0% 100.0%	33 100.0% 6.8%	50 100.0% 10.4%	91 100.0% 18.9%	119 100.0% 24.8%	143 100.0% 29.8%	89 100.0% 18.5%	33 100.0% 6.9%	44 100.0% 9.2%	52 100.0% 10.9%	18 100.0% 3.7%	31 100.0% 6.5%	42 100.0% 8.7%
UNDER \$15,000 (U.S. CENSUS 16.1%)	71 14.7% 100.0%	7 20.3% 9.3%	6 11.4% 8.1%	8 9.0% 11.6%	11 57.5% 15.6%	12 17.2% 16.7%	6 18.3% 8.5%	5 10.2% 6.4%	1 1.6% 1.2%	1 8.2% 1.3%	1 14.1% 2.2%	4 6.2% 9.2%	10 24.2% 14.4%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	48 10.0% 100.0%	4 11.0% 7.8%	8 16.2% 16.9%	7 14.4% 14.4%	7 7.0% 14.4%	5 7.0% 10.0%	5 16.7% 11.4%	5 11.8% 10.8%	2 4.6% 5.0%	1 5.4% 1.8%	1 12.5% 2.5%	3 6.2% 6.2%	8 18.1% 15.8%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	80 16.7% 100.0%	4 11.3% 4.8%	8 18.1% 10.1%	21 23.8% 26.7%	2 5.6% 3.0%	12 17.1% 14.6%	10 28.9% 11.8%	3 8.9% 3.2%	10 18.9% 12.3%	3 17.8% 3.9%	4 12.1% 4.7%	4 10.0% 5.2%	4 10.0% 5.2%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	147 30.7% 100.0%	15 45.0% 9.8%	11 22.9% 7.8%	32 34.9% 21.5%	1 5.6% 0.7%	20 29.3% 13.7%	7 22.8% 5.0%	18 40.6% 12.2%	12 22.2% 7.9%	11 68.8% 7.4%	10 33.0% 7.0%	10 24.4% 7.0%	10 24.4% 7.0%
\$75,000 & OVER (U.S. CENSUS 25.1%)	115 23.9% 100.0%	4 11.4% 3.2%	13 25.2% 11.0%	20 22.5% 17.8%	3 13.7% 2.3%	18 26.4% 15.8%	2 7.3% 2.1%	14 31.6% 12.2%	21 40.8% 18.6%	10 18.9% 8.4%	10 19.2% 8.4%	10 19.2% 8.4%	10 19.2% 8.4%
NO ANSWER	19 3.9% 100.0%	0 0.0% 0.0%	4 8.3% 22.2%	2 3.3% 11.1%	2 10.7% 11.1%	2 11.1% 11.1%	2 11.1% 11.1%	2 11.1% 11.1%	6 11.9% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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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 =====	PER HOUSEHOLD YEAR =====	
	HOUSEHOLDS	POUNDS	
	=====	=====	
TOTAL		480	92533 192.8
UNDER \$15,000 (U.S. CENSUS 16.1%)		71	13921 197.0
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)		48	10784 224.3
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)		80	12848 159.9
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)		147	29844 202.5
\$75,000 & OVER (U.S. CENSUS 25.1%)		115	22560 196.6
NO ANSWER		19	2577 137.7
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		480	92534

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 28

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

	PER =====	AVERAGE PRICE	POUND =====
	POUNDS		DOLLARS =====
TOTAL		14832	4507 0.30
NEW ENGLAND (U.S. CENSUS 5.1%)		638	261 0.41
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)		1506	452 0.30
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)		3658	1018 0.28
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)		1434	388 0.27
SOUTH ATLANTIC (U.S. CENSUS 19.0%)		2671	1069 0.40
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)		1112	348 0.31
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)		1929	396 0.21
MOUNTAIN (U.S. CENSUS 6.4%)		804	227 0.28
PACIFIC (U.S. CENSUS 15.4%)		1079	349 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		900 15384 17.1
NEW ENGLAND (U.S. CENSUS 5.1%)		53 1009 19.0
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)		90 1506 16.7
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)		201 3696 18.4
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)		87 1537 17.7
SOUTH ATLANTIC (U.S. CENSUS 19.0%)		177 2692 15.2
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)		62 1112 17.8
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)		95 1929 20.3
MOUNTAIN (U.S. CENSUS 6.4%)		49 823 16.7
PACIFIC (U.S. CENSUS 15.4%)		85 1079 12.7
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 30

PURCHASE DATA

-----  
 TYPE  
 BY CENSUS REGION

BASED ON UNITS

	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIUM MIX	HUM- BIRD NEC- TAR	NY/JER (TH- STLE) SEED	PEA- NUT HEARTS	SAF- FLO- WER	SUET CAKES	SUN- FLOWER (BLACK OIL)	SUN- FLOWER STRIPED	SUN- FLOWER HEARTS	BIRD BELLS/ CAKES	BIRD SPEC- IFIC MIX	OTHER	NO ANS.		
TOTAL	984 100.0% 100.0%	430 100.0% 43.7%	15 100.0% 1.5%	127 100.0% 12.9%	5 100.0% 0.5%	56 100.0% 5.7%		16 100.0% 1.6%	59 100.0% 6.0%	107 100.0% 10.9%	26 100.0% 2.6%	8 100.0% 0.8%	10 100.0% 1.0%	39 100.0% 3.9%	75 100.0% 7.6%	13 100.0% 1.3%	
NEW ENGLAND (U.S. CENSUS 5.1%)	54 5.5% 100.0%	36 8.3% 65.8%		2 1.3% 3.0%		2 3.7% 3.8%		10 63.3% 18.3%		5 4.6% 9.1%							
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	98 9.9% 100.0%	40 9.2% 40.5%		16 12.3% 16.0%		12 21.1% 12.0%		8 13.4% 8.0%	9 8.2% 8.9%		2 30.1% 2.3%			8 20.5% 8.1%	4 5.3% 4.1%		
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	224 22.7% 100.0%	91 21.2% 40.8%	4 27.3% 1.8%	24 18.6% 10.6%	2 46.1% 1.0%	20 35.1% 8.7%		4 22.8% 1.6%	27 46.7% 12.3%	27 25.0% 12.0%		1 18.7% 0.6%		4 9.6% 1.7%	14 18.6% 6.3%	6 45.9% 2.7%	
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	92 9.3% 100.0%	31 7.2% 33.9%	2 14.7% 2.4%	19 14.6% 20.2%		5 8.2% 5.0%		8 13.5% 8.6%	7 6.6% 7.4%		3 13.5% 3.6%	1 12.2% 1.0%		1 7.4% 0.8%	7 18.1% 7.6%	6 8.2% 6.7%	2 16.2% 2.3%
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	206 21.0% 100.0%	80 18.5% 38.7%		19 15.2% 9.4%	2 36.0% 0.8%		2 13.9% 1.1%	10 16.5% 4.7%	22 20.9% 10.8%		20 78.7% 9.5%		6 65.4% 3.1%	9 22.8% 4.3%	34 45.6% 16.6%	2 16.2% 1.0%	
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	66 6.8% 100.0%	26 6.0% 38.6%		3 2.7% 5.1%	1 17.9% 1.3%	9 16.1% 13.5%		4 6.8% 6.0%	13 12.1% 19.4%			1 11.3% 1.3%		8 20.5% 11.9%	2 2.5% 2.8%		
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)	103 10.5% 100.0%	46 10.8% 44.9%	9 58.0% 8.4%	34 26.9% 33.2%		2 3.7% 2.0%		2 5.6% 5.8%	6 5.6% 5.8%			2 27.6% 2.0%	1 8.0% 0.8%		3 4.0% 2.9%		
MOUNTAIN (U.S. CENSUS 6.4%)	53 5.4% 100.0%	29 6.7% 54.5%		10 7.8% 18.7%				2 3.2% 3.6%					2 19.2% 3.6%	1 2.0% 1.5%	10 12.9% 18.2%		
PACIFIC (U.S. CENSUS 15.4%)	87 8.9% 100.0%	52 12.0% 59.1%		1 0.7% 1.0%		7 11.9% 7.6%			18 17.0% 20.8%		3 9.8% 2.9%			3 6.5% 2.9%	2 2.9% 2.5%	3 21.70% 3.20%	

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