

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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 20.6%	3135 21.6%	690 15.7%	66 16.8%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	98 12.0%	1953 13.5%	528 12.0%	51 13.0%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145 17.9%	2594 17.9%	671 15.3%	70 17.9%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	226 27.7%	3120 21.5%	1315 29.9%	95 24.1%
\$75,000 & OVER (U.S. CENSUS 24.7%)	138 16.9%	3269 22.6%	841 19.1%	90 22.8%
NO ANSWER	40 4.9%	412 2.8%	356 8.1%	21 5.3%
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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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
URBAN/SUBURBAN (METRO) (U.S. CENSUS 80.6%)	533 65.5%	9186 63.4%	2683 61.0%	247 62.8%
RURAL (NON-METRO) (U.S. CENSUS 19.4%)	241 29.6%	4885 33.7%	1361 30.9%	126 31.9%
NO ANSWER	40 4.9%	412 2.8%	356 8.1%	21 5.3%

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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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
ONE PERSON (U.S. CENSUS 26.3%)	213 26.1%	3436 23.7%	880 20.0%	77 19.5%
TWO PERSONS (U.S. CENSUS 33.2%)	384 47.2%	7570 52.3%	2267 51.5%	172 43.7%
THREE PERSONS (U.S. CENSUS 16.2%)	83 10.2%	1387 9.6%	450 10.2%	55 13.9%
FOUR PERSONS (U.S. CENSUS 14.5%)	59 7.3%	1088 7.5%	252 5.7%	45 11.5%
FIVE PERSONS (U.S. CENSUS 6.4%)	28 3.5%	428 3.0%	164 3.7%	20 5.0%
SIX PERSONS OR MORE (U.S. CENSUS 3.4%)	7 0.9%	161 1.1%	32 0.7%	4 1.1%
NO ANSWER	40 4.9%	412 2.8%	356 8.1%	21 5.3%

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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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
ELEMENTARY	18 2.2%	292 2.0%	90 2.0%	13 3.3%
HIGH SCHOOL	341 41.9%	6784 46.8%	1857 42.2%	165 41.9%
COLLEGE	415 51.0%	6994 48.3%	2097 47.7%	195 49.5%
NO ANSWER	40 4.9%	412 2.8%	356 8.1%	21 5.3%

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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	603 100.0%	11728 100.0%	3549 100.0%	313 100.0%
WHITE COLLAR	94 15.5%	1392 11.9%	430 12.1%	71 22.8%
PROFESSIONAL	49 8.1%	736 6.3%	241 6.8%	42 13.3%
MANAGERIAL	23 3.9%	405 3.5%	127 3.6%	17 5.4%
SALESWORKER	10 1.7%	46 0.4%	25 0.7%	4 1.4%
CLERICAL	11 1.8%	205 1.7%	36 1.0%	8 2.7%
BLUE COLLAR	196 32.5%	3023 25.8%	1024 28.8%	99 31.8%
CRAFTSMAN/MECHANIC	33 5.5%	631 5.4%	156 4.4%	24 7.7%
OPERATIVE/DRIVER	49 8.1%	565 4.8%	271 7.6%	20 6.3%
LABORER	62 10.3%	874 7.5%	329 9.3%	27 8.6%
SERVICE WORKER	49 8.1%	909 7.8%	262 7.4%	27 8.6%
FARM WORKER	2 0.4%	44 0.4%	6 0.2%	1 0.5%
RETIRED/STUDENT/HOMEMAKER	273 45.3%	6902 58.8%	1740 49.0%	121 38.7%
RETIRED	268 44.4%	6873 58.6%	1724 48.6%	116 37.2%
STUDENT	2 0.3%	6 0.1%	6 0.2%	2 0.7%
HOMEMAKER	4 0.6%	22 0.2%	10 0.3%	3 0.9%
NO ANSWER	40 6.6%	412 3.5%	356 10.0%	21 6.7%

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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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
NEW ENGLAND (U.S. CENSUS 5.3%)	38 4.7%	1445 10.0%	287 6.5%	15 3.8%
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	134 16.4%	2792 19.3%	788 17.9%	61 15.4%
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	213 26.2%	3668 25.3%	1343 30.5%	92 23.4%
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	94 11.5%	1625 11.2%	520 11.8%	44 11.2%
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	140 17.2%	1635 11.3%	616 14.0%	72 18.3%
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	44 5.4%	963 6.6%	278 6.3%	30 7.6%
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	47 5.8%	851 5.9%	234 5.3%	40 10.1%
MOUNTAIN (U.S. CENSUS 6.3%)	21 2.6%	644 4.4%	125 2.8%	13 3.2%
PACIFIC (U.S. CENSUS 14.9%)	83 10.1%	860 5.9%	208 4.7%	28 7.1%
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	814 100.0%	14482 100.0%	4400 100.0%	394 100.0%
UNDER 35 (U.S. CENSUS 23.2%)	25 3.0%	140 1.0%	93 2.1%	22 5.6%
35 - 49 (U.S. CENSUS 32.1%)	159 19.6%	2811 19.4%	719 16.3%	93 23.5%
50 - 64 (U.S. CENSUS 24.1%)	351 43.2%	6153 42.5%	1859 42.3%	145 36.9%
65 & OVER (U.S. CENSUS 20.6%)	239 29.3%	4966 34.3%	1373 31.2%	113 28.7%
NO ANSWER	40 4.9%	412 2.8%	356 8.1%	21 5.3%

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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	394	814 2.1
UNDER \$15,000 (U.S. CENSUS 15.8%)	66	167 2.5
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	51	98 1.9
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	70	145 2.1
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	95	226 2.4
\$75,000 & OVER (U.S. CENSUS 24.7%)	90	138 1.5
NO ANSWER	21	40 1.9
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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	394	519 1.3
UNDER \$15,000 (U.S. CENSUS 15.8%)	66	87 1.3
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	51	67 1.3
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	70	103 1.5
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	95	132 1.4
\$75,000 & OVER (U.S. CENSUS 24.7%)	90	108 1.2
NO ANSWER	21	23 1.1
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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	497	14482 29.1
UNDER \$15,000 (U.S. CENSUS 15.8%)	80	3135 39.1
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	63	1953 30.9
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	99	2594 26.3
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	124	3120 25.2
\$75,000 & OVER (U.S. CENSUS 24.7%)	108	3269 30.4
NO ANSWER	23	412 17.8

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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...	814 100.0%	14482 100.0%	4400 100.0%
18-24	8 1.0%	36 0.2%	16 0.4%
25-34	14 1.7%	117 0.8%	85 1.9%
35-44	106 13.0%	1389 9.6%	482 10.9%
45-54	202 24.9%	3702 25.6%	1216 27.6%
55-64	233 28.6%	4297 29.7%	1264 28.7%
65 & OVER	235 28.8%	4765 32.9%	1307 29.7%
NO ANSWER TO AGE	16 2.0%	175 1.2%	31 0.7%

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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...	814 100.0% 100.0%	361 100.0% 44.4%	24 100.0% 3.0%	44 100.0% 5.5%		22 100.0% 2.7%	5 100.0% 0.6%	4 100.0% 0.5%		45 100.0% 5.5%	116 100.0% 14.2%	9 100.0% 1.1%	21 100.0% 2.6%	28 100.0% 3.4%	48 100.0% 5.9%	65 100.0% 7.9%	21 100.0% 2.6%
18-24	8 1.0% 100%	5 1.5% 67.5%								3 5.9% 32.5%							
25-34	14 1.7% 100%	9 2.5% 65.3%										3 34.90% 23.50%					2 7.30% 11.20%
35-44	106 13.0% 100%	78 21.5% 73.2%		3 6.8% 2.8%		4 19.6% 4.0%	2 40.6% 2.0%			2 3.4% 1.4%	4 3.7% 4.1%			6 22.1% 5.8%	3 7.0% 3.2%	1 1.7% 1.00%	3 12.2% 2.5%
45-54	202 24.9% 100%	73 20.3% 36.3%	2 10.1% 1.2%	19 43.7% 9.6%		3 14.5% 1.6%	2 35.8% 0.9%			9 20.0% 4.5%	47 41.0% 23.4%	1 7.9% 0.4%	4 20.6% 2.2%	14 49.6% 6.8%	17 35.3% 8.3%	10 15.2% 4.8%	
55-64	233 28.6% 100%	99 27.4% 42.4%	22 89.9% 9.3%	3 5.7% 1.1%		4 17.4% 1.6%	1 23.6% 0.5%	4 100.0% 1.7%		16 35.5% 6.9%	18 15.9% 7.9%	4 42.8% 1.7%	4 20.4% 1.9%		12 24.4% 5.0%	35 54.0% 15.0%	12 54.1% 5.0%
65 & OVER	235 28.8% 100%	83 22.8% 35.2%		19 43.8% 8.3%		11 48.5% 4.5%				16 35.4% 6.8%	45 38.7% 19.1%	1 14.4% 0.6%	13 59.0% 5.4%	8 28.3% 3.3%	16 33.3% 6.8%	19 29.2% 8.0%	5 22.9% 2.1%
NO ANSWER TO AGE	16 2.0% 100%	14 4.0% 90.3%								1 0.70% 5.00%							1 3.5% 4.7%

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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...	14482 100.0% 100.0%	6117 100.0% 42.2%	272 100.0% 1.9%	998 100.0% 6.9%		234 100.0% 1.6%	48 100.0% 0.3%	95 100.0% 0.7%		41 100.0% 0.3%	3644 100.0% 25.2%	229 100.0% 1.6%	374 100.0% 2.6%	20 100.0% 0.1%	978 100.0% 6.8%	1204 100.0% 8.3%	228 100.0% 1.6%
18-24	36 0.2% 100.0%	34 0.5% 92.7%								3 6.5% 7.3%							
25-34	117 0.8% 100.0%	85 1.4% 72.3%										33 14.2% 27.7%					
35-44	1389 9.6% 100.0%	1035 16.9% 74.5%		42 4.2% 3.0%		33 13.9% 2.3%	42 87.3% 3.0%			2 0.1% 10.9%	151 4.1% 10.9%		6 0.4% 3.5%	48 4.9% 3.5%	22 1.80% 1.60%	9 4.10% 0.70%	
45-54	3702 25.6% 100.0%	1149 18.8% 31.0%	88 32.4% 2.4%	232 23.3% 6.3%		14 5.9% 0.4%				9 22.2% 0.2%	1583 43.4% 42.8%	37 16.2% 1.0%	154 41.1% 4.2%	13 63.3% 0.3%	200 20.5% 5.4%	224 18.6% 6.0%	
55-64	4297 29.7% 100.0%	2232 36.5% 51.9%	184 67.6% 4.3%	63 6.3% 1.5%		20 8.3% 0.5%	6 12.7% 0.1%	95 100.0% 2.2%		12 30.4% 0.3%	655 18.0% 15.2%	106 46.2% 2.5%	127 34.0% 3.0%	180 18.4% 4.2%	518 43.0% 12.1%	99 43.4% 2.3%	
65 & OVER	4765 32.9% 100.0%	1484 24.3% 31.2%		661 66.2% 13.9%		169 71.9% 3.5%				15 37.1% 0.3%	1216 33.4% 25.5%	54 23.4% 1.1%	83 24.9% 1.9%	1 5.9% 0.0%	549 56.2% 11.5%	440 36.5% 9.2%	83 36.3% 1.7%
NO ANSWER TO AGE	175 1.2% 100.0%	98 1.6% 56.1%									40 1.1% 22.8%						37 16.2% 21.1%

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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...	814 100.0% 100.0%	37 100.0% 4.6%	768 100.0% 94.4%	261 100.0% 32.1%	453 100.0% 55.6%	5 100.0% 0.6%	49 100.0% 6.0%	8 100.0% 1.0%
18-24	8 1.0% 100.0%		8 1.1% 100.0%		5 1.2% 67.5%		3 5.4% 32.5%	
25-34	14 1.7% 100.0%		14 1.8% 100.0%	2 0.9% 17.7%	11 2.5% 82.3%			
35-44	106 13.0% 100.0%	2 4.6% 1.6%	104 13.6% 98.4%	22 8.5% 20.9%	79 17.4% 74.3%	2 38.2% 1.7%	2 3.1% 1.4%	
45-54	202 24.9% 100.0%	14 38.6% 7.1%	186 24.2% 92.0%	66 25.3% 32.7%	109 24.1% 53.8%	1 18.3% 0.4%	10 20.7% 5.0%	2 20.0% 0.8%
55-64	233 28.6% 100.0%	15 41.2% 6.6%	217 28.3% 93.4%	69 26.6% 29.8%	131 28.9% 56.1%	2 43.6% 0.9%	15 31.1% 6.6%	
65 & OVER	235 28.8% 10.0%	6 15.5% 2.5%	222 28.9% 94.7%	96 36.6% 40.8%	109 24.0% 46.4%		18 36.0% 7.5%	7 80.00% 2.80%
NO ANSWER TO AGE	16 2.0% 100.0%		16 2.1% 100.0%	6 2.1% 35.0%	8 1.9% 53.4%		2 3.7% 11.5%	
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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...	814 100.0% 100.0%	4 100.0% 0.5%	77 100.0% 9.5%	357 100.0% 43.9%	351 100.0% 43.2%	9 100.0% 1.1%	13 100.0% 1.6%	1 100.0% 0.2%
18-24	8 1.0% 100.0%			8 2.3% 100.0%				
25-34	14 1.7% 100.0%			3 0.9% 23.5%	9 2.6% 65.3%		2 11.9% 11.2%	
35-44	106 13.0% 100.0%			52 14.6% 49.1%	52 14.9% 49.2%		2 14.2% 1.7%	
45-54	202 24.9% 100.0%		20 25.3% 9.7%	95 26.7% 47.2%	81 23.0% 39.9%	2 23.1% 1.0%	3 23.9% 1.5%	1 100.0% 0.7%
55-64	233 28.6% 100.0%	4 100.0% 1.9%	13 16.7% 5.6%	93 25.9% 39.8%	115 32.7% 49.4%	2 23.1% 0.9%	6 44.3% 2.5%	
65 & OVER	235 28.8% 100.0%		45 58.0% 19.1%	105 29.3% 44.6%	84 24.0% 35.9%		1 5.7% 0.3%	
NO ANSWER TO AGE	16 2.0% 100.0%			1 0.3% 6.1%	10 2.8% 62.9%	5 53.9% 30.9%		

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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...	814	337		111	73	25	91	5	8	107	35		8	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%	41.4%		13.6%	8.9%	3.1%	11.2%	0.6%	1.0%	13.1%	4.3%		1.0%	1.6%
18-24	8	3								5				
	1.0%	1.0%								4.4%				
	100.0%	42.1%								57.9%				
25-34	14	7			2					4				2
	1.7%	2.0%			2.90%					3.3%				12.2%
	100.0%	48.3%			15.10%					25.0%				11.2%
35-44	106	60		17	1	2	2	1	4	14			1	5
	13.0%	17.9%		15.0%	1.5%	7.3%	2.0%	14.3%	42.3%	13.1%			9.2%	39.7%
	100.0%	57.0%		15.7%	1.0%	1.7%	1.7%	0.7%	3.4%	13.2%			0.7%	4.8%
45-54	202	79		25	12	6	24		5	26	21			3
	24.9%	23.6%		22.3%	17.0%	23.6%	26.8%		57.7%	24.5%	60.2%			25.8%
	100.0%	39.2%		12.2%	6.1%	2.9%	12.1%		2.4%	12.9%	10.4%			1.6%
55-64	233	119		24	34	5	16	4		23			6	2
	28.6%	35.3%		21.2%	47.1%	19.8%	17.5%	85.7%		21.4%			68.3%	16.50%
	100.0%	51.1%		10.1%	14.7%	2.1%	6.8%	1.9%		9.8%			2.5%	0.90%
65 & OVER	235	67		40	20	12	43			36	14		2	
	28.8%	19.9%		36.4%	28.0%	49.3%	47.3%			33.3%	39.8%		22.5%	
	100.0%	28.5%		17.2%	8.7%	5.3%	18.4%			15.2%	5.9%		0.8%	
NO ANSWER TO AGE	16	1		6	3		6							1
	2.0%	0.30%		5.1%	3.6%		6.40%							5.8%
	100.0%	6.10%		36.0%	16.4%		36.90%							4.7%
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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...		814 100.0% 100.0%	279 100.0% 34.3%	528 100.0% 64.9%
18-24		8 1.0% 100.0%		8 1.5% 100.0%
25-34		14 1.7% 100.0%	1 0.3% 6.5%	13 2.5% 93.5%
35-44		106 13.0% 100.0%	12 4.1% 10.9%	94 17.9% 89.1%
45-54		202 24.9% 100.0%	47 17.0% 23.4%	155 29.3% 76.6%
55-64		233 28.6% 100.0%	102 36.5% 43.7%	131 24.8% 56.3%
65 & OVER		235 28.8% 100.0%	117 42.1% 50.0%	117 22.1% 49.7%
NO ANSWER TO AGE		16 2.0% 100.0%		10 1.9% 64.4%
Mail Diary Panel, Inc.	Nov, 2003		WBFI	6 88.4% 35.6%

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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...	814 100.0% 100.0%	235 100.0% 28.9%	260 100.0% 32.0%	162 100.0% 19.9%	42 100.0% 5.1%	88 100.0% 10.9%	14 100.0% 1.7%	13 100.0% 1.5%
18-24	8 1.0% 100.0%	2 0.90% 25.40%	6 2.3% 74.6%					
25-34	14 1.7% 100.0%		3 1.0% 18.3%	7 4.2% 48.9%	3 7.2% 21.6%		2 11.1% 11.2%	
35-44	106 13.0% 100.0%	11 4.6% 10.1%	61 23.5% 57.7%	7 4.5% 6.9%	21 51.4% 20.2%	5 5.3% 4.4%		1 5.9% 0.7%
45-54	202 24.9% 100.0%	60 25.7% 29.9%	64 24.5% 31.6%	50 30.7% 24.5%	7 16.7% 3.4%	18 20.2% 8.8%	4 25.8% 1.8%	
55-64	233 28.6% 100.0%	62 26.3% 26.3%	67 25.9% 29.0%	29 17.7% 12.3%	4 9.4% 1.7%	54 60.7% 23.0%	9 63.1% 3.8%	8 67.7% 3.6%
65 & OVER	235 28.8% 100.0%	98 41.5% 41.6%	55 21.2% 23.4%	62 38.2% 26.3%	6 15.3% 2.7%	11 12.8% 4.8%		3 20.5% 1.1%
NO ANSWER TO AGE	16 2.0% 100.0%	3 1.1% 16.4%	4 1.5% 25.3%	8 4.7% 47.5%		1 1.1% 6.1%		1 5.9% 4.7%

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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	814	361	24	44		22	5	4		45	116	9	21	28	48	65	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%
		44.4%	3.0%	5.5%		2.7%	0.6%	0.5%		5.5%	14.2%	1.1%	2.6%	3.4%	5.9%	7.9%	2.6%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167	104	19	3		5	2			11		2		1	15	3	2
	20.6%	28.7%	78.2%	6.2%		22.5%	35.8%			9.7%		20.5%		4.3%	32.1%	5.3%	10.50%
	100.0%	61.9%	11.3%	1.7%		2.9%	1.1%			6.7%		1.1%		0.7%	9.1%	2.0%	1.30%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	98	49	1	9		3		1		2	14	2	1		10	5	2
	12.0%	13.6%	3.1%	19.7%		14.9%		18.5%		5.3%	11.9%	22.3%	3.5%		20.1%	8.0%	7.0%
	100.0%	50.3%	0.8%	8.9%		3.3%		0.8%		2.4%	14.0%	2.1%	0.8%		9.8%	5.3%	1.5%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145	47	1	22		3				10	16	2		16	8	17	3
	17.9%	13.1%	3.9%	49.0%		13.2%				22.7%	13.8%	22.3%		58.8%	16.9%	26.3%	13.2%
	100.0%	32.6%	0.7%	15.0%		2.0%				7.0%	11.0%	1.4%		11.2%	5.5%	11.7%	1.9%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	226	63	1	7		7		1	3	33	42	3	16	10	8	29	2
	27.7%	17.5%	6.1%	14.6%		30.6%		23.6%	81.5%	72.1%	35.9%	34.9%	77.3%	37.0%	16.7%	45.1%	10.7%
	100.0%	28.0%	0.7%	2.9%		2.9%		0.5%	1.4%	14.4%	18.4%	1.4%	7.3%	4.5%	3.5%	12.9%	1.0%
\$75,000 & OVER (U.S. CENSUS 24.7%)	138	69		5		4					33		4		3	10	10
	16.9%	19.0%		10.4%		18.8%					28.7%		19.2%		5.4%	15.4%	48.6%
	100.0%	49.9%		3.4%		3.0%					24.2%		3.0%		1.9%	7.2%	7.5%
NO ANSWER	40	29		2				2							4		2
	4.9%	8.1%		8.7%				40.6%							8.8%		9.8%
	100.0%	73.7%		5.3%				5.3%							10.5%		5.3%

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Nov, 2003

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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	14482	6117	272	998		234	48	95	41	3644	229	374	20	978	1204	228
	100.0%	42.2%	1.9%	6.9%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
						1.6%	0.3%	0.7%	0.3%	25.2%	1.6%	2.6%	0.1%	6.8%	8.3%	1.6%
UNDER \$15,000 (U.S. CENSUS 15.8%)	3135	1724	95	72		33				366	96		1	534	170	45
	21.6%	28.2%	34.7%	7.3%		14.1%				10.0%	41.7%		5.9%	54.6%	14.1%	19.7%
	100.0%	55.0%	3.0%	2.3%		1.1%				11.7%	3.0%		0.0%	17.0%	5.4%	1.4%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	1953	784	37	156		28		5	1	594	10	19		137	181	
	13.5%	12.8%	13.6%	15.7%		11.8%		5.5%	1.8%	16.3%	4.5%	5.0%		14.0%	15.0%	
	100.0%	40.2%	1.9%	8.0%		1.4%		0.3%	0.0%	30.4%	0.5%	0.9%		7.0%	9.3%	
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	2594	982	48	493		20			10	477	91		15	83	291	84
	17.9%	16.1%	17.5%	49.4%		8.7%			25.2%	13.1%	39.5%		76.9%	8.5%	24.2%	36.8%
	100.0%	37.9%	1.8%	19.0%		0.8%			0.4%	18.4%	3.5%		0.6%	3.2%	11.2%	3.2%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	3120	806	41	180		46	6	90	30	1054	33	332	3	131	351	37
	21.5%	13.2%	15.0%	18.1%		19.8%	12.7%	94.5%	73.0%	28.9%	14.2%	88.8%	17.2%	13.4%	29.2%	16.2%
	100.0%	25.8%	1.3%	5.1%		1.5%	0.2%	2.9%	0.9%	33.8%	1.0%	10.6%	0.1%	4.2%	11.3%	1.2%
\$75,000 & OVER (U.S. CENSUS 24.7%)	3269	1582		116		107				1154		24		26	211	52
	22.6%	25.9%		11.6%		45.6%				31.7%		6.3%		2.6%	17.5%	22.7%
	100.0%	48.4%		3.5%		3.3%				35.3%		0.7%		0.8%	6.4%	1.6%
NO ANSWER	412	239		53				42							67	11
	2.8%	3.9%		19.3%				87.3%							6.90%	4.6%
	100.0%	58.2%		12.8%				10.2%							16.30%	2.6%

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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	814 100.0% 100.0%	37 4.6%	768 100.0% 94.4%	261 32.1%	453 55.6%	5 0.6%	49 6.0%	8 1.0%	
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 20.6% 100.0%	1 3.8% 0.9%	166 21.6% 99.1%	59 22.4% 35.1%	106 23.4% 63.4%		1 2.4% 0.7%		
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	98 12.0% 100.0%	7 19.0% 7.3%	91 11.8% 92.7%	36 13.7% 36.6%	53 11.6% 53.7%	1 18.3% 0.9%	1 3.0% 1.5%		
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145 17.9% 100.0%	10 26.6% 6.8%	127 16.6% 87.4%	49 18.6% 33.4%	68 14.9% 46.4%		11 22.6% 7.7%	8 100.0% 5.7%	
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	226 27.7% 100.0%	7 19.4% 3.2%	218 28.4% 96.8%	64 24.6% 28.5%	123 27.1% 54.3%	2 38.2% 0.8%	30 60.2% 13.1%		
\$75,000 & OVER (U.S. CENSUS 24.7%)	138 16.9% 100.0%	12 31.1% 8.5%	126 16.4% 91.5%	50 19.1% 36.2%	72 16.0% 52.7%		4 7.4% 2.7%		
NO ANSWER	40 4.9% 100.0%		40 5.2% 100.0%	4 1.6% 10.5%	32 7.0% 78.9%	2 43.6% 5.3%	2 4.3% 5.3%		

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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	814 100.0% 100.0%	4 100.0% 0.5%	77 100.0% 9.5%	357 100.0% 43.9%	351 100.0% 43.2%	9 100.0% 1.1%	13 100.0% 1.6%	1 100.0% 0.2%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 20.6% 100.0%		2 2.5% 1.1%	83 23.3% 49.8%	77 22.0% 46.1%	5 53.9% 2.9%		
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	98 12.0% 100.0%		10 13.3% 10.5%	20 5.7% 20.6%	67 19.0% 68.1%		1 5.7% 0.8%	
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145 17.9% 100.0%		16 20.1% 10.7%	64 17.9% 44.0%	64 18.1% 43.8%		1 5.7% 0.5%	1 100.0% 1.0%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	226 27.7% 100.0%	4 100.0% 2.0%	32 42.0% 14.4%	86 24.2% 38.3%	93 26.4% 41.1%		10 74.4% 4.3%	
\$75,000 & OVER (U.S. CENSUS 24.7%)	138 16.9% 100.0%		17 22.1% 12.4%	78 21.9% 56.8%	41 11.5% 29.4%		2 14.2% 1.3%	
NO ANSWER	40 4.9% 100.0%			25 7.1% 63.2%	11 3.0% 26.3%	4 46.1% 10.5%		

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BRD SEED (WLD) PURCHASE SURVEY

TABLE 23
PURCHASE DATA
OUTLET
BY INCOME
BASED ON UNITS

	TOTAL count	DIS- COUNT percent	DRUG- STORE percent	FEED STORE percent	GARDEN CENTER percent	HARD- WARE percent	HOME IMPROV- CENTER percent	MAIL- ORDER percent	PET SUPPLY percent	SUPER- MARKET percent	WHOLE- SALE CLUB percent	WLD BRD SPEC. STORE percent	OTHER percent	NO ANSWER percent
TOTAL	814	327	111	73	25	81	5	8	107	35	8	100.0%	100.0%	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%	41.4%	13.6%	9.0%	3.1%	11.2%	0.6%	1.0%	13.1%	4.3%			1.0%	1.6%
UNDER \$10,000 (U.S. CENSUS 15.8%)	167	83	10	31	5	7					15	1		4
	20.6%	27.7%	9.0%	43.8%	21.1%	8.2%					14.0%	3.0%		23.2%
	100.0%	55.8%	6.1%	18.6%	3.2%	4.4%					9.0%	0.6%		2.2%
\$10,000 - \$24,999 (U.S. CENSUS 13.4%)	98	49	22	13	5						8			1
	12.0%	14.0%	19.5%	17.2%	21.1%						2.0%			8.8%
	100.0%	50.3%	22.1%	12.8%	5.9%						8.8%			0.8%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145	45	34	3	6	18				1	33			2
	17.8%	13.5%	38.7%	4.2%	24.7%	26.2%				17.3%	31.3%			22.5%
	100.0%	31.2%	23.4%	2.1%	4.3%	12.7%				1.0%	23.0%			1.3%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	228	72	24	9	8	46					23			6
	28.0%	27.7%	30.2%	12.4%	33.1%	50.7%		10.0%		15.6%	21.7%			15
	100.0%	31.8%	15.1%	4.0%	3.7%	20.5%		2.3%		0.6%	10.3%			6.7%
\$75,000 & OVER (U.S. CENSUS 34.7%)	118	71	5	15	17						27			4
	16.9%	21.0%	4.3%	20.0%	18.6%					42.3%	25.1%			2
	100.0%	31.3%	3.4%	10.9%	13.3%					2.6%	19.5%			1.6%
NO ANSWER	45	4	4	2	2									2
	5.5%	1.2%	4.5%	2.8%	2.3%									16.5%
	100.0%	15.8%	15.8%	5.3%	5.3%					5.3%				5.3%
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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	814 100.0% 100.0%	279 100.0% 34.3%	528 100.0% 64.9%	6 100.0% 0.8%
UNDER \$15,000 (U.S. CENSUS 15.8%)	167 20.6% 100.0%	48 17.1% 28.5%	115 21.7% 68.5%	5 76.8% 2.9%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	98 12.0% 100.0%	30 10.9% 31.1%	67 12.6% 68.1%	1 11.6% 0.8%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	145 17.9% 100.0%	34 12.3% 23.5%	111 21.1% 76.5%	
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	226 27.7% 100.0%	97 34.6% 42.8%	128 24.3% 56.9%	1 11.60% 0.30%
\$75,000 & OVER (U.S. CENSUS 24.7%)	138 16.9% 100.0%	68 24.4% 49.4%	70 13.2% 50.6%	
NO ANSWER	40 4.9% 100.0%	2 0.8% 5.3%	38 7.2% 94.7%	

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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		814 100.0% 100.0%	235 100.0% 28.9%	260 100.0% 32.0%	162 100.0% 19.9%	42 100.0% 5.1%	88 100.0% 10.9%	14 100.0% 1.7%	13 100.0% 1.5%
UNDER \$15,000 (U.S. CENSUS 15.8%)		167 20.6% 100.0%	34 14.3% 20.1%	57 21.7% 33.8%	43 26.9% 26.0%	20 47.5% 11.8%	12 13.2% 7.0%	2 15.4% 1.3%	
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)		98 12.0% 100.0%	21 9.0% 21.8%	41 15.8% 41.9%	16 10.1% 16.6%	5 12.1% 5.2%	6 6.9% 6.2%	7 53.1% 7.6%	1 6.1% 0.8%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)		145 17.9% 100.0%	41 17.2% 27.9%	51 19.6% 35.1%	31 18.9% 21.0%	7 16.7% 4.8%	13 14.4% 8.8%	3 20.4% 2.0%	1 5.9% 0.5%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)		226 27.7% 100.0%	85 36.2% 37.7%	53 20.4% 23.5%	28 17.2% 12.4%	2 3.9% 0.7%	51 57.1% 22.4%	2 11.1% 0.7%	6 47.4% 2.6%
\$75,000 & OVER (U.S. CENSUS 24.7%)		138 16.9% 100.0%	53 22.4% 38.3%	27 10.4% 19.6%	41 25.6% 30.1%	6 14.8% 4.5%	5 6.0% 3.8%		5 40.60% 3.70%
NO ANSWER		40 4.9% 100.0%	2 0.9% 5.3%	32 12.1% 78.9%	2 1.3% 5.3%	2 5.0% 5.3%	2 2.4% 5.3%		

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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	350 100.0% 100.0%	15 100.0% 4.4%	31 100.0% 8.9%	70 100.0% 20.1%	12 100.0% 3.4%	54 100.0% 15.5%	39 100.0% 11.2%	45 100.0% 12.7%	35 100.0% 9.9%	9 100.0% 2.6%	15 100.0% 4.3%	24 100.0% 6.9%
UNDER \$15,000 (U.S. CENSUS 15.8%)	54 15.4% 100.0%		5 17.6% 10.2%	11 15.3% 19.8%	5 37.9% 8.3%	9 16.4% 16.4%	6 15.7% 11.4%	6 12.7% 10.5%	2 7.1% 4.6%	3 34.5% 5.8%	2 14.8% 4.2%	5 19.8% 8.9%
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)	49 14.1% 100.0%	7 44.6% 14.0%	4 11.3% 7.2%	5 6.5% 9.2%	1 6.2% 1.5%	11 20.6% 22.7%	2 4.8% 3.8%	4 8.1% 7.3%	3 8.0% 5.7%	3 29.2% 5.4%		12 47.5% 23.4%
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)	65 18.6% 100.0%	5 31.9% 7.6%	3 9.8% 4.7%	11 15.5% 16.7%	7 55.9% 10.2%	11 20.4% 17.0%	9 21.8% 13.1%	8 18.5% 12.6%	7 20.1% 10.7%	1 12.3% 1.7%	2 14.8% 3.4%	1 6.1% 2.3%
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)	89 25.3% 100.0%	2 15.1% 2.6%	7 23.6% 8.3%	23 33.2% 26.3%	10 17.6% 10.8%	10 24.5% 10.8%	12 26.3% 13.2%	11 30.8% 12.1%	2 24.0% 2.4%	5 35.8% 6.1%	6 26.6% 7.3%	
\$75,000 & OVER (U.S. CENSUS 24.7%)	74 21.1% 100.0%	1 8.4% 1.8%	8 24.3% 10.3%	12 17.6% 16.7%	11 21.1% 15.5%	13 33.2% 17.6%	15 34.4% 20.8%	8 21.9% 10.2%		5 34.6% 7.1%		
NO ANSWER	19 5.4% 100.0%		4 13.5% 22.2%	8 12.0% 44.4%	2 3.9% 11.1%				4 12.1% 22.2%			
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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 HOUSEHOLDS	PER HOUSEHOLD YEAR POUNDS
	=====	=====
TOTAL		350 63828 182.4
UNDER \$15,000 (U.S. CENSUS 15.8%)		54 10696 197.9
\$15,000 - \$24,999 (U.S. CENSUS 13.4%)		49 13748 278.8
\$25,000 - \$39,999 (U.S. CENSUS 18.0%)		65 9360 143.5
\$40,000 - \$74,999 (U.S. CENSUS 28.1%)		89 16865 190.3
\$75,000 & OVER (U.S. CENSUS 24.7%)		74 11419 154.8
NO ANSWER		19 1741 92.1
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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	14331	4285 0.3
NEW ENGLAND (U.S. CENSUS 5.3%)	1398	287 0.21
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	2792	724 0.26
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	3638	1309 0.36
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	1550	516 0.33
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	1635	606 0.37
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	963	278 0.29
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	851	232 0.27
MOUNTAIN (U.S. CENSUS 6.3%)	644	125 0.19
PACIFIC (U.S. CENSUS 14.9%)	860	208 0.24

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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		773 14482 18.7
NEW ENGLAND (U.S. CENSUS 5.3%)		38 1445 38.0
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)		122 2792 22.9
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)		203 3668 18.1
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)		93 1625 17.5
SOUTH ATLANTIC (U.S. CENSUS 19.1%)		132 1635 12.4
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)		44 963 21.7
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)		39 851 22.0
MOUNTAIN (U.S. CENSUS 6.3%)		21 644 30.2
PACIFIC (U.S. CENSUS 14.9%)		83 860 10.4

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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	814 100.0%	361 100.0%	24 100.0%	44 100.0%	22 100.0%	5 100.0%	4 100.0%	45 100.0%	116 100.0%	9 100.0%	21 100.0%	28 100.0%	48 100.0%	65 100.0%	21 100.0%	
NEW ENGLAND (U.S. CENSUS 5.3%)	38 4.7% 100.0%	16 4.4% 41.7%			1 4.1% 2.3%				5 4.4% 13.4%				10 20.5% 25.7%	6 8.5% 14.5%	1 4.3% 2.4%	
MIDDLE ATLANTIC (U.S. CENSUS 14.1%)	134 16.4% 100.0%	56 15.6% 42.2%	1 3.1% 0.6%	6 13.0% 4.3%	5 20.8% 3.4%	1 23.6% 0.9%	1 18.5% 0.6%	11 24.7% 8.3%	24 20.7% 17.9%	4 42.8% 3.0%			7 15.2% 5.4%	8 11.7% 5.6%	10 48.6% 7.8%	
EAST NORTH CENTRAL (U.S. CENSUS 16.5%)	213 26.2% 100.0%	95 26.4% 44.8%	4 14.8% 1.7%	11 24.0% 5.0%	10 46.4% 4.7%	2 40.6% 1.0%	1 35.8% 0.7%	18 39.2% 8.3%	35 30.4% 16.5%	18 84.5% 8.5%	7 24.0% 3.1%		5 10.4% 2.3%	2 3.2% 1.0%	5 24.8% 2.5%	
WEST NORTH CENTRAL (U.S. CENSUS 7.0%)	94 11.5% 100.0%	25 7.2% 27.8%	1 3.9% 1.0%	13 28.3% 13.4%	4 20.5% 4.8%		2 45.8% 2.0%	11 24.4% 11.8%	16 14.2% 17.5%		3 15.5% 3.5%		4 7.4% 3.7%	9 13.7% 9.4%	5 22.2% 5.1%	
SOUTH ATLANTIC (U.S. CENSUS 19.1%)	140 17.2% 100.0%	59 16.4% 42.3%		9 21.3% 6.8%		2 35.8% 1.3%		1 2.0% 0.7%	13 11.3% 9.3%	5 57.2% 3.8%			18 13.0% 13.0%	11 23.3% 7.9%	21 32.4% 15.0%	
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	44 5.4% 100.0%	24 6.5% 53.4%		3 6.3% 6.3%	1 4.2% 2.1%			4 9.7% 9.8%	10 8.3% 21.8%				1 4.3% 2.7%	2 3.6% 3.9%		
WEST SOUTH CENTRAL (U.S. CENSUS 10.6%)	47 5.8% 100.0%	26 7.3% 55.7%		3 7.0% 6.6%	1 4.1% 1.9%			6 4.8% 11.7%					2 6.0% 3.5%	8 16.3% 16.5%	2 3.0% 4.1%	
MOUNTAIN (U.S. CENSUS 6.3%)	21 2.6% 100.0%	9 2.5% 42.4%													12 19.0% 57.6%	
PACIFIC (U.S. CENSUS 14.9%)	83 10.1% 100.0%	50 13.7% 60.2%	19 78.2% 22.9%						7 5.9% 8.3%					2 3.4% 2.0%	6 8.5% 6.7%	

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