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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	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3%	2517 18.9%	621 14.7%	57 14.0%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137 18.0%	1919 14.4%	687 16.2%	55 13.4%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9%	2136 16.1%	627 14.8%	71 17.5%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6%	3967 29.8%	1380 32.6%	115 28.4%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5%	2571 19.3%	860 20.3%	98 24.1%
NO ANSWER	13 1.7%	179 1.3%	56 1.3%	11 2.6%
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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	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
URBAN/SUBURBAN (METRO) (U.S. CENSUS 81.0%)	521 68.7%	8743 65.8%	2861 67.6%	275 67.6%
RURAL (NON-METRO) (U.S. CENSUS 19.0%)	222 29.3%	4363 32.8%	1312 31.0%	119 29.3%
NO ANSWER	15 1.9%	184 1.4%	58 1.4%	13 3.1%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 3

PURCHASE DATA

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SHARE OF MARKET  
BY SIZE OF FAMILY

	TOTAL PURCHASE UNITS =====	TOTAL PURCHASE POUNDS =====	TOTAL PURCHASE DOLLARS =====	TOTAL PURCHASING HOUSEHOLDS =====
TOTAL	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
ONE PERSON (U.S. CENSUS 26.4%)	189 25.0%	3519 26.5%	958 22.6%	84 20.7%
TWO PERSONS (U.S. CENSUS 33.3%)	304 40.1%	5675 42.7%	1852 43.8%	165 40.7%
THREE PERSONS (U.S. CENSUS 16.1%)	101 13.3%	1769 13.3%	623 14.7%	54 13.2%
FOUR PERSONS (U.S. CENSUS 14.4%)	107 14.1%	1341 10.1%	475 11.2%	61 14.9%
FIVE PERSONS (U.S. CENSUS 6.4%)	35 4.6%	646 4.9%	194 4.6%	23 5.8%
SIX PERSONS OR MORE (U.S. CENSUS 3.5%)	9 1.2%	161 1.2%	74 1.7%	9 2.2%
NO ANSWER	13 1.7%	179 1.3%	56 1.3%	11 2.6%

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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	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
ELEMENTARY	10 1.3%	115 0.9%	36 0.9%	7 1.8%
HIGH SCHOOL	326 43.1%	6107 45.9%	1832 43.3%	169 41.6%
COLLEGE	407 53.7%	6882 51.8%	2303 54.4%	219 53.8%
NO ANSWER	14 1.9%	187 1.4%	59 1.4%	11 2.8%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 5

PURCHASE DATA

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 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	539 100.0%	9490 100.0%	3088 100.0%	309 100.0%
WHITE COLLAR	153 28.3%	3043 32.1%	997 32.3%	96 31.1%
PROFESSIONAL	73 13.5%	1409 14.8%	456 14.8%	49 15.7%
MANAGERIAL	60 11.1%	1165 12.3%	428 13.9%	36 11.7%
SALESWORKER	7 1.2%	130 1.4%	11 0.4%	2 0.6%
CLERICAL	13 2.4%	339 3.6%	103 3.3%	9 3.0%
BLUE COLLAR	191 35.6%	2806 29.6%	938 30.4%	97 31.2%
CRAFTSMAN/MECHANIC	82 15.3%	1357 14.3%	451 14.6%	31 10.1%
OPERATIVE/DRIVER	32 6.0%	535 5.6%	167 5.4%	19 6.2%
LABORER	39 7.3%	452 4.8%	142 4.6%	20 6.6%
SERVICE WORKER	35 6.6%	455 4.8%	172 5.6%	24 7.8%
FARM WORKER	2 0.4%	7 0.1%	7 0.2%	1 0.5%
RETIRED/STUDENT/HOMEMAKE	181 33.6%	3458 36.4%	1096 35.5%	105 34.1%
RETIRED	181 33.6%	3458 36.4%	1096 35.5%	105 34.1%
STUDENT				
HOMEMAKER				
NO ANSWER	13 2.5%	183 1.9%	57 1.8%	11 3.7%

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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	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
NEW ENGLAND (U.S. CENSUS 5.1%)	46 6.1%	771 5.8%	266 6.3%	28 6.8%
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	127 16.7%	2016 15.2%	586 13.9%	69 17.0%
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	168 22.1%	3483 26.2%	1039 24.6%	90 22.2%
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	66 8.7%	918 6.9%	300 7.1%	34 8.4%
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	135 17.8%	2062 15.5%	897 21.2%	82 20.3%
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	24 3.2%	684 5.1%	206 4.9%	15 3.6%
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)	64 8.5%	1410 10.6%	377 8.9%	30 7.4%
MOUNTAIN (U.S. CENSUS 6.4%)	37 4.9%	667 5.0%	184 4.3%	21 5.2%
PACIFIC (U.S. CENSUS 15.4%)	92 12.1%	1279 9.6%	375 8.9%	37 9.2%

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	758 100.0%	13290 100.0%	4231 100.0%	407 100.0%
UNDER 35 (U.S. CENSUS 23.0%)	35 4.6%	615 4.6%	174 4.1%	22 5.5%
35 - 49 (U.S. CENSUS 31.8%)	184 24.3%	2537 19.1%	864 20.4%	95 23.3%
50 - 64 (U.S. CENSUS 24.8%)	265 35.0%	4468 33.6%	1530 36.2%	152 37.5%
65 & OVER (U.S. CENSUS 20.4%)	261 34.4%	5571 41.9%	1618 38.2%	127 31.1%
NO ANSWER	13 1.7%	99 0.7%	46 1.1%	11 2.6%
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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	407	758 1.9
UNDER \$15,000 (U.S. CENSUS 16.1%)	57	124 2.2
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	55	137 2.5
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	71	120 1.7
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	115	232 2.0
\$75,000 & OVER (U.S. CENSUS 25.1%)	98	133 1.4
NO ANSWER	11	13 1.2

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 9

PURCHASE DATA

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AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD PER PERIOD  
BY INCOME

	AVERAGE NUMBER OF PURCHASE OCCASIONS PER HOUSEHOLD PER PERIOD	
	PER HOUSEHOLDS	PERIOD OCCAS.
	=====	=====
TOTAL	407	562 1.4
UNDER \$15,000 (U.S. CENSUS 16.1%)	57	81 1.4
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	55	81 1.5
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	71	97 1.4
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	115	158 1.4
\$75,000 & OVER (U.S. CENSUS 25.1%)	98	132 1.3
NO ANSWER	11	13 1.2
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 10

PURCHASE DATA

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AVERAGE NUMBER OF POUNDS PURCHASED PER OCCASION  
BY INCOME

	AVERAGE OF POUNDS PURCHASED PER OCCASIONS =====	NUMBER OCCASION POUNDS =====
TOTAL	533	13290 24.9
UNDER \$15,000 (U.S. CENSUS 16.1%)	79	2517 32.1
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	73	1919 26.2
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	90	2136 23.6
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	151	3967 26.4
\$75,000 & OVER (U.S. CENSUS 25.1%)	132	2571 19.5
NO ANSWER	8	179 21.3

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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...	758 100.0%	13290 100.0%	4231 100.0%
18-24	0 0.0%	0 0.0%	0 0.0%
25-34	35 4.6%	595 4.5%	197 4.7%
35-44	110 14.6%	1379 10.4%	467 11.0%
45-54	154 20.3%	2929 22.0%	1021 24.1%
55-64	190 25.1%	2984 22.5%	1031 24.4%
65 & OVER	256 33.8%	5232 39.4%	1435 33.9%
NO ANSWER TO AGE	12 1.6%	171 1.3%	80 1.9%

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 12

PURCHASE DATA

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

	ALL PURPOSE MIX (ECON.)	CRACK- ED CORN	DELUXE PRE- MIX MIX	HUM BIRD NEC- TAR	NYJER (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 SPECI- FIC MIX	OTHER	NO ANS.	
...TOTAL...	758 100.0% 100.0%	295 100.0% 38.9%	14 100.0% 1.9%	78 100.0% 10.3%	1 100.0% 0.1%	33 100.0% 4.3%		9 100.0% 1.2%	55 100.0% 7.3%	141 100.0% 18.6%	18 100.0% 2.3%	11 100.0% 1.5%	18 100.0% 2.4%	52 100.0% 6.8%	14 100.0% 1.8%	19 100.0% 2.6%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 4.8% 100%	11 3.9% 32.6%		7 8.6% 19.1%				4 6.8% 10.7%	9 6.5% 26.0%		3 16.60% 8.40%				1 8.1% 3.2%	
35-44	110 14.6% 100%	53 18.1% 48.2%		5 6.9% 4.9%		4 13.7% 4.1%		18 33.5% 16.7%	6 4.0% 5.0%					17 32.8% 15.3%	1 6.1% 0.8%	6 28.5% 5.0%
45-54	154 20.3% 100%	57 19.3% 37.0%	10 71.0% 6.5%	10 13.1% 6.7%	1 100.0% 0.6%	14 42.3% 9.0%		1 14.5% 5.3%	6 14.7% 5.3%	25 17.7% 16.3%	7 38.2% 4.4%	3 24.0% 1.8%	6 33.0% 3.9%	7 13.3% 4.5%		5 25.2% 3.2%
55-64	190 25.1% 100%	79 26.7% 41.4%	2 13.6% 1.0%	21 27.4% 11.3%		5 16.7% 2.9%		5 57.2% 2.6%	14 25.1% 7.3%	39 27.7% 20.5%	1 4.2% 0.4%	6 52.0% 3.1%	8 41.8% 4.0%	5 9.7% 2.6%	6 40.4% 2.9%	
65 & OVER	256 33.8% 100%	88 29.7% 34.2%	2 15.0% 0.9%	30 38.6% 11.8%		9 27.4% 3.9%		2 28.3% 1.0%	11 19.8% 4.3%	61 43.4% 23.9%	7 41.0% 2.8%	3 24.0% 1.1%	5 25.2% 1.8%	23 44.2% 8.9%	6 45.4% 2.5%	9 46.4% 3.5%
NO ANSWER TO AGE	12 1.6% 100%	7 2.4% 57.6%		4 5.4% 34.5%						1 0.70% 7.90%						

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BIRD SEED (WLD) PURCHASE SURVEY

TABLE 13

PURCHASE DATA

TYPE  
BY AGE OF PURCHASER  
BASED ON POUNDS

	TOTAL	ALL PURPOSE MIX (ECON.)	CRACKED CORN	DELUXE PRE-MIUM MIX	HUM. BIRD NECTAR	NYJER (TH-STLE) SEED	FEA-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...	13280 100.0% 100.0%	5845 100.0% 42.5%	387 100.0% 3.0%	1268 100.0% 9.5%		416 100.0% 3.1%		91 100.0% 0.7%	35 100.0% 0.3%	3437 100.0% 25.9%	477 100.0% 3.6%	108 100.0% 1.5%	15 100.0% 0.1%	861 100.0% 6.5%	181 100.0% 1.4%	271 100.0% 2.0%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	585 4.5% 100.0%	220 4.0% 38.0%	98 7.80% 16.60%					4 10.7% 0.6%	145 4.2% 24.4%	118 24.8% 19.8%					3 1.9% 0.6%	
35-44	1379 10.4% 100.0%	676 12.0% 49.0%		103 8.1% 7.5%		116 27.9% 8.4%		5 15.4% 0.4%	234 6.8% 16.9%					204 23.7% 14.8%	1 0.50% 0.10%	40 14.90% 2.90%
45-54	2829 22.0% 100.0%	1151 20.4% 39.3%	237 59.7% 8.1%	124 9.8% 4.2%		130 31.3% 4.4%		6 7.00% 0.2%	5 14.6% 0.2%	847 24.7% 28.9%	119 24.9% 4.1%	137 69.3% 4.7%	6 40.0% 0.2%	69 8.0% 2.3%		97 35.8% 3.3%
55-64	2584 22.5% 100.0%	1338 23.7% 44.9%	50 12.7% 1.7%	330 26.0% 11.1%		35 8.5% 1.2%		48 53.2% 1.6%	11 30.8% 0.4%	961 28.0% 32.2%	37 7.8% 1.2%	42 21.0% 1.4%	8 50.8% 0.3%	84 10.9% 3.1%	28 15.5% 0.9%	
65 & OVER	5232 39.4% 100.0%	2129 37.7% 40.7%	110 27.6% 2.1%	612 48.3% 11.7%		135 32.3% 2.6%		36 39.8% 0.7%	10 28.5% 0.2%	1201 34.9% 23.0%	203 42.5% 3.9%	19 9.7% 0.4%	1 9.2% 0.0%	494 57.4% 9.4%	149 82.2% 2.8%	134 49.3% 2.6%
NO ANSWER TO AGE	171 1.3% 100.0%	123 2.2% 71.7%								49 1.4% 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 =====	PACKAGED					NO ANSWER =====
			TOTAL PKG'D =====	PAPER BAG =====	PLASTIC BAG =====	PLASTIC JUG =====	PLASTIC TUB =====	
...TOTAL...	758 100.0% 100.0%	19 100.0% 2.5%	714 100.0% 94.2%	252 100.0% 33.3%	409 100.0% 53.9%	10 100.0% 1.3%	43 100.0% 5.7%	25 100.0% 3.3%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 4.6% 100.0%	8 42.7% 23.0%	27 3.8% 77.0%	12 4.6% 33.0%	12 2.9% 33.2%		4 8.7% 10.7%	11 45.8% 10.4%
35-44	110 14.6% 100.0%	4 20.5% 3.5%	95 13.3% 86.1%	21 8.2% 18.8%	58 14.3% 52.9%	9 91.1% 8.1%	7 16.0% 6.3%	1 2.9% 0.5%
45-54	154 20.3% 100.0%		153 21.4% 99.5%	53 21.2% 34.8%	92 22.5% 59.8%	1 8.9% 0.6%	7 15.6% 4.4%	3 11.7% 1.5%
55-64	190 25.1% 100.0%	2 12.6% 1.3%	185 25.9% 97.2%	51 20.2% 26.8%	120 29.4% 63.1%		14 32.0% 7.3%	10 39.6% 3.9%
65 & OVER	256 33.8% 100.0%	5 24.3% 1.8%	242 33.9% 94.3%	109 43.4% 42.7%	122 29.9% 47.7%		10 22.9% 3.9%	
NO ANSWER TO AGE	12 1.6% 100.0%		12 1.7% 100.0%	6 2.3% 47.9%	4 1.0% 34.8%		2 4.9% 17.3%	

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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...	758 100.0% 100.0%	4 100.0% 0.5%	68 100.0% 8.9%	268 100.0% 35.3%	393 100.0% 51.9%	7 100.0% 0.9%	6 100.0% 0.8%	13 100.0% 1.7%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 4.6% 100.0%		1 1.9% 3.6%	10 3.9% 29.6%	23 6.0% 66.8%			
35-44	110 14.6% 100.0%		24 35.6% 21.8%	44 16.4% 39.8%	40 10.1% 36.0%	3 38.9% 2.3%		
45-54	154 20.3% 100.0%	2 65.5% 1.5%	2 3.5% 1.6%	62 23.2% 40.5%	78 19.7% 50.6%	2 33.8% 1.4%	2 28.2% 1.1%	5 39.3% 3.3%
55-64	190 25.1% 100.0%	1 34.5% 0.6%	8 11.4% 4.0%	65 24.3% 34.1%	110 28.1% 58.1%		3 50.7% 1.6%	3 22.8% 1.6%
65 & OVER	256 33.8% 100.0%		32 47.6% 12.6%	83 31.0% 32.4%	133 33.8% 51.9%	2 27.3% 0.7%	1 21.2% 0.5%	5 37.9% 1.9%
NO ANSWER TO AGE	12 1.6% 100.0%			3 1.2% 25.9%	9 2.3% 74.1%			

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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...	758 100.0% 100.0%	252 100.0% 33.3%	1 100.0% 0.2%	75 100.0% 9.9%	50 100.0% 6.6%	60 100.0% 7.9%	59 100.0% 7.8%	6 100.0% 0.8%	26 100.0% 3.4%	145 100.0% 19.1%	19 100.0% 2.5%	11 100.0% 1.4%	51 100.0% 6.7%	3 100.0% 0.4%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 100.0% 4.6%	14 100.0% 5.4%		8 100.0% 10.8%		10 100.0% 16.8%		3 100.0% 54.0%						
35-44	110 100.0% 14.6%	47 100.0% 18.8%		17 100.0% 22.6%	2 100.0% 4.8%	4 100.0% 6.5%	6 100.0% 9.7%		4 100.0% 13.9%	6 100.0% 4.2%	2 100.0% 1.9%		22 100.0% 43.9%	
45-54	154 100.0% 20.3%	43 100.0% 17.1%	1 100.0% 1.0%	20 100.0% 26.7%	9 100.0% 17.4%	11 100.0% 18.7%	32 100.0% 54.0%	3 100.0% 46.0%	4 100.0% 14.8%	24 100.0% 16.7%	1 100.0% 0.8%	1 100.0% 8.5%	1 100.0% 2.9%	3 100.0% 1.9%
55-64	190 100.0% 25.1%	90 100.0% 35.6%		12 100.0% 15.4%	14 100.0% 27.9%	14 100.0% 23.9%	10 100.0% 17.4%		3 100.0% 10.6%	18 100.0% 12.5%	13 100.0% 69.6%	3 100.0% 27.1%	13 100.0% 26.2%	
65 & OVER	256 100.0% 33.8%	47 100.0% 18.6%		18 100.0% 24.5%	24 100.0% 47.9%	20 100.0% 34.1%	11 100.0% 18.8%		16 100.0% 60.7%	96 100.0% 66.6%	3 100.0% 13.1%	7 100.0% 64.3%	14 100.0% 27.0%	
NO ANSWER TO AGE	12 100.0% 1.6%	11 100.0% 4.50%			1 100.0% 7.9%									

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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...	758 100.0% 100.0%	231 100.0% 30.6%	526 100.0% 69.4%	
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 4.6% 100.0%		35 6.7% 100.0%	
35-44	110 14.6% 100.0%	37 15.8% 33.2%	74 14.0% 66.8%	
45-54	154 20.3% 100.0%	31 13.4% 20.3%	122 23.3% 79.7%	
55-64	190 25.1% 100.0%	73 31.7% 38.6%	117 22.2% 61.4%	
65 & OVER	256 33.8% 100.0%	89 38.6% 34.9%	167 31.7% 65.1%	
NO ANSWER TO AGE	12 1.6% 100.0%	1 0.4% 7.9%	11 2.1% 92.1%	

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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...	758 100.0% 100.0%	175 100.0% 23.1%	286 100.0% 37.8%	128 100.0% 16.9%	43 100.0% 5.6%	88 100.0% 11.6%	19 100.0% 2.6%	19 100.0% 2.5%
18-24	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
25-34	35 4.6% 100.0%	13 7.4% 36.6%	4 1.5% 12.1%	6 4.6% 16.8%	6 14.3% 17.3%	2 2.5% 6.2%	4 19.8% 10.9%	
35-44	110 14.6% 100.0%	11 6.5% 10.3%	33 11.6% 30.1%	14 11.1% 12.9%	11 26.6% 10.3%	35 40.1% 32.0%	5 25.8% 4.5%	
45-54	154 20.3% 100.0%	34 19.5% 22.2%	64 22.3% 41.6%	33 25.8% 21.5%	10 23.4% 6.5%	8 9.4% 5.4%	1 5.9% 0.7%	3 17.1% 2.1%
55-64	190 25.1% 100.0%	24 13.9% 12.8%	94 32.7% 49.2%	37 29.0% 19.5%	6 15.1% 3.4%	22 25.4% 11.8%	4 18.3% 1.9%	3 15.8% 1.6%
65 & OVER	256 33.8% 100.0%	88 50.3% 34.3%	83 29.1% 32.6%	38 29.5% 14.7%	9 20.6% 3.4%	20 22.7% 7.8%	6 30.3% 2.3%	13 67.1% 4.9%
NO ANSWER TO AGE	12 1.6% 100.0%	4 2.4% 34.8%	8 2.8% 65.2%					
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 19

PURCHASE DATA

TYPE  
BY INCOME

BASED ON UNITS

	TOTAL	ALL PURPOSE MIX (ECON)	CRACKED CORN	DELUXE PRE-MIX	HUM BIRD NECTAR	NY/JER (TH-STLE) SEED	PEANUT HEARTS	SAF-FLOWER	SUET CAKES	SUN-FLOWER (BLACK OIL)	SUN-FLOWER STRIPED	SUN-FLOWER HEARTS	BIRD BELLS/CAKES	BIRD SPECIFIC MIX	OTHER	NO ANS.	
TOTAL	758 100.0% 100.0%	295 100.0% 38.9%	14 100.0% 1.9%	78 100.0% 10.3%	1 100.0% 0.1%	33 100.0% 4.3%		9 100.0% 1.2%	55 100.0% 7.3%	141 100.0% 18.6%	18 100.0% 2.3%	11 100.0% 1.5%	18 100.0% 2.4%	52 100.0% 6.8%	14 100.0% 1.8%	19 100.0% 2.6%	
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3% 100.0%	56 19.0% 45.3%	2 15.0% 1.8%	16 19.9% 12.5%		4 13.0% 3.4%			3 5.2% 2.3%	14 10.0% 11.4%	3 15.6% 2.2%			20 38.0% 15.3%		6 30.40% 4.80%	
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137 18.0% 100.0%	49 16.6% 35.9%		18 23.3% 13.3%		5 14.1% 3.4%		1 12.6% 0.8%	15 27.1% 10.9%	33 23.7% 24.4%	2 9.5% 1.2%			10 18.7% 7.5%	1 6.1% 0.6%	3 13.0% 1.9%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9% 100.0%	57 19.2% 47.0%	1 8.5% 1.0%	9 11.0% 7.2%	1 100.0% 0.7%	2 5.0% 1.4%		1 14.5% 1.1%	12 21.6% 9.9%	20 14.0% 16.4%			3 18.9% 2.8%	6 11.0% 5.1%	6 45.9% 5.3%	3 13.7% 2.2%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6% 100.0%	66 22.2% 28.3%	3 21.2% 1.3%	19 24.0% 8.1%		16 47.7% 6.8%		4 48.3% 1.8%	23 42.0% 10.0%	63 44.9% 27.3%	3 16.6% 1.3%		11 100.0% 4.9%	15 81.1% 6.3%	4 8.3% 1.8%	1 7.6% 0.5%	4 18.4% 1.6%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5% 100.0%	61 20.8% 46.2%	8 54.9% 5.8%	13 16.3% 9.6%		7 20.2% 5.0%		2 24.6% 1.6%	2 4.1% 1.7%	10 7.4% 7.9%	10 58.3% 7.8%			9 16.9% 6.6%	6 40.4% 4.2%	5 24.5% 3.6%	
NO ANSWER	13 1.7% 100.0%	6 2.1% 50.0%		4 5.4% 33.3%										2 4.1% 16.7%			

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 20

PURCHASE DATA

TYPE  
BY INCOME  
BASED ON POUNDS

	ALL PURPOSE MIX (ECON)	CRACK ED CORN	DELUXE PRE- 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 SPECI- FIC MIX	OTHER	NO ANS.
TOTAL	13200 100.0%	5645 100.0%	397 100.0%	1268 100.0%	416 100.0%	91 100.0%	35 100.0%	3437 100.0%	477 100.0%	198 100.0%	15 100.0%	861 100.0%	181 100.0%	271 100.0%	
	42.0%	3.0%	9.5%	3.1%	0.7%	3	8.1%	25.9%	3.8%	1.9%	0.1%	6.5%	1.4%	2.0%	
UNDER \$15,000 (U.S. CENSUS 16.1%)	2517 18.3%	1029 18.2%	110 27.6%	281 22.2%	35 8.3%	145 1.4%	3	8.1%	544 7.8%	37 7.8%		417 48.5%		61 22.7%	
	19.0%	40.3%	4.4%	11.2%	1.4%		0.1%	21.6%	1.5%			16.6%		2.4%	
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	1919 14.4%	735 13.0%		288 22.7%	121 29.0%		9 6.3%	2	560 16.3%	63 13.2%		72 8.4%	1 0.5%	69 25.4%	
	100.0%	38.3%		15.0%	6.3%		0.5%	0.1%	29.2%	3.3%		3.8%	0.0%	3.6%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	2136 16.1%	933 16.5%	60 15.1%	103 8.1%	22 5.3%		6 7.0%	11 32.4%	681 19.8%		3 23.0%	150 17.5%	142 78.2%	24 8.7%	
	100.0%	43.7%	2.8%	4.8%	1.0%		0.3%	0.5%	31.9%			7.0%	6.6%	1.1%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	3967 29.8%	1356 24.0%	150 37.8%	434 34.3%	172 41.4%		61 66.8%	16 46.2%	1302 37.9%	118 24.8%	198 100.0%	11 77.0%	50 5.8%	11 5.8%	
	100.0%	34.2%	3.8%	11.0%	4.3%		1.5%	0.4%	32.8%	3.0%	5.0%	0.3%	1.2%	32.3%	
\$75,000 & OVER (U.S. CENSUS 25.1%)	2571 19.3%	1496 26.5%	78 19.6%	161 12.7%	66 15.9%		2 16.6%	2 6.5%	350 10.2%	259 54.2%		87 10.1%	28 15.5%	30 10.9%	
	100.0%	58.2%	3.0%	6.3%	2.6%		0.6%	0.1%	13.6%	10.1%		3.4%	1.1%	1.1%	
NO ANSWER	179 1.3%	95 1.7%												84 9.80%	
	100.0%	52.9%												47.10%	

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 21

PURCHASE DATA

PACKAGING  
BY INCOME

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	758 100.0% 100.0%	19 100.0% 2.5%	714 100.0% 94.2%	252 100.0% 33.3%	409 100.0% 53.9%	10 100.0% 1.3%	43 100.0% 5.7%	25 100.0% 3.3%
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3% 100.0%	3 16.9% 2.6%	116 16.3% 93.9%	50 19.8% 40.4%	66 16.2% 53.4%			4 17.5% 3.5%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	136 18.0% 100.0%	4 19.2% 2.7%	121 17.0% 88.9%	29 11.4% 21.0%	81 19.8% 59.2%	8 77.0% 5.5%	4 10.3% 3.3%	11 45.7% 8.4%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9% 100.0%	1 6.2% 1.0%	117 16.4% 97.4%	40 15.7% 32.9%	64 15.6% 52.8%	2 23.0% 1.9%	12 27.4% 9.9%	2 7.7% 1.6%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6% 100.0%	11 57.7% 4.7%	213 29.9% 92.1%	80 31.9% 34.7%	112 27.4% 48.3%		21 48.7% 9.1%	7 29.1% 3.2%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5% 100.0%		133 18.6% 100.0%	49 19.6% 37.0%	80 19.6% 60.1%		4 8.7% 2.8%	
NO ANSWER	13 1.7% 100.0%		13 1.8% 100.0%	4 1.7% 33.3%	6 1.5% 50.0%		2 4.9% 16.7%	

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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	758 100.0% 100.0%	4 100.0% 0.5%	68 100.0% 8.9%	268 100.0% 35.3%	393 100.0% 51.9%	7 100.0% 0.9%	6 100.0% 0.8%	13 100.0% 1.7%
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3% 100.0%		13 19.8% 10.8%	33 12.2% 26.4%	74 18.7% 59.6%	2 27.3% 1.4%		2 16.80% 1.80%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137 18.0% 100.0%		22 31.8% 15.8%	39 14.4% 28.3%	75 19.0% 54.7%			2 12.9% 1.2%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9% 100.0%		13 19.9% 11.2%	36 13.5% 30.1%	66 16.8% 54.9%	3 38.9% 2.1%	2 34.2% 1.7%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6% 100.0%	4 100.0% 1.5%	18 26.1% 7.6%	84 31.3% 36.2%	115 29.2% 49.6%	2 33.8% 1.0%	4 65.8% 1.7%	6 42.3% 2.4%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5% 100.0%		2 2.4% 1.2%	66 24.6% 49.5%	62 15.7% 46.5%			4 27.9% 2.7%
NO ANSWER	13 1.7% 100.0%			11 3.9% 83.3%	2 0.5% 16.7%			

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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 INTER-NET	PET SUPPLY	SUPER-MARKET	WHOLE-SALE CLUB	WILD BIRD SPEC. STORE	OTHER	NO ANSWER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	758	252	1	75	50	60	59	6	26	145	19	11	51	3
	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%	33.3%	0.2%	9.9%	6.6%	7.9%	7.8%	0.8%	3.4%	19.1%	2.5%	1.4%	6.7%	0.4%
UNDER \$15,000 (U.S. CENSUS 16.1%)	124	42		8	10	13	3	3	4	25				16
	16.3%	16.9%		10.5%	19.4%	20.9%	5.0%	46.0%	14.3%	17.4%				32.2%
	100.0%	34.4%		6.3%	7.8%	10.1%	2.4%	2.3%	3.0%	20.4%				13.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137	58		18	2	13	5			28	3			10
	18.0%	23.0%		24.5%	4.9%	21.2%	7.7%			19.1%	16.4%			19.0%
	100.0%	42.5%		13.4%	1.8%	9.3%	3.3%			20.2%	2.3%			7.1%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120	48	1	11	12	10	11	3	3	15	4			1
	15.9%	19.2%	100.0%	15.3%	25.0%	16.3%	18.7%	54.0%	10.6%	10.2%	19.8%			1.9%
	100.0%	40.3%	1.2%	9.5%	10.3%	8.1%	9.1%	2.8%	2.3%	12.3%	3.2%			0.8%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232	84		34	19	10	18		4	27	2	11	20	3
	30.6%	33.3%		44.9%	37.5%	16.5%	30.8%		16.9%	18.8%	12.7%	100.0%	38.5%	100.0%
	100.0%	36.3%		14.5%	8.1%	4.3%	7.8%		1.9%	11.8%	1.1%	4.6%	8.5%	1.3%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133	13		4	7	15	22		15	48	6		4	4
	17.5%	5.0%		4.9%	13.3%	25.1%	37.7%		58.2%	33.0%	29.2%		8.3%	8.3%
	100.0%	9.5%		2.7%	5.0%	11.3%	16.7%		11.4%	36.0%	4.2%		3.2%	3.2%
NO ANSWER	13	6								2	4			
	1.7%	2.5%								1.5%	21.9%			
	100.0%	50.0%								16.7%	33.3%			
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 24

PURCHASE DATA

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SEX OF PURCHASER  
BY INCOME

BASED ON UNITS

	TOTAL =====	MALE =====	FEMALE =====	NO ANSWER =====
TOTAL	758 100.0% 100.0%	231 100.0% 30.6%	526 100.0% 69.4%	
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3% 100.0%	19 8.2% 15.3%	105 19.9% 84.7%	
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137 18.0% 100.0%	52 22.6% 38.3%	84 16.0% 61.7%	
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9% 100.0%	24 10.2% 19.7%	97 18.4% 80.3%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6% 100.0%	89 38.5% 38.5%	142 27.1% 61.5%	
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5% 100.0%	48 20.5% 35.7%	85 16.2% 64.3%	
NO ANSWER	13 1.7% 100.0%		13 2.4% 100.0%	
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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 25

PURCHASE DATA

WHY PURCHASED BRAND?  
BY INCOME

BASED ON UNITS

	TOTAL =====	ON SALE =====	ECONO- MICAL PRICE =====	QUALITY SEED =====	BRAND REPU- TATION =====	ONLY BRAND AVAILABLE =====	OTHER =====	NO ANSWER =====
TOTAL	758 100.0% 100.0%	175 100.0% 23.1%	286 100.0% 37.8%	128 100.0% 16.9%	43 100.0% 5.6%	88 100.0% 11.6%	19 100.0% 2.6%	19 100.0% 2.5%
UNDER \$15,000 (U.S. CENSUS 16.1%)	124 16.3% 100.0%	25 14.5% 20.5%	46 16.1% 37.2%	19 14.8% 15.3%	11 25.6% 8.8%	8 8.7% 6.2%	2 11.3% 1.8%	13 67.1% 10.2%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	137 18.0% 100.0%	34 19.2% 24.6%	36 12.5% 26.3%	26 20.1% 18.9%	12 28.3% 8.8%	23 26.2% 16.9%	4 19.0% 2.7%	2 13.2% 1.8%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	120 15.9% 100.0%	33 19.1% 27.7%	39 13.5% 32.0%	17 13.6% 14.4%	11 26.9% 9.5%	12 14.2% 10.5%	7 37.2% 6.0%	
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	232 30.6% 100.0%	56 32.1% 24.2%	94 33.0% 40.7%	34 26.8% 14.8%	8 19.2% 3.5%	33 37.2% 14.2%	2 10.7% 0.9%	4 19.8% 1.6%
\$75,000 & OVER (U.S. CENSUS 25.1%)	133 17.5% 100.0%	26 15.0% 19.8%	63 22.0% 47.4%	32 24.7% 23.7%		8 8.9% 5.9%	4 21.9% 3.2%	
NO ANSWER	13 1.7% 100.0%		8 2.9% 66.7%			4 4.8% 33.3%		

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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	359 100.0% 100.0%	14 100.0% 4.0%	40 100.0% 11.2%	37 100.0% 10.2%	29 100.0% 8.1%	48 100.0% 13.2%	37 100.0% 10.3%	37 100.0% 10.4%	36 100.0% 10.1%	18 100.0% 4.9%	31 100.0% 8.6%	32 100.0% 9.0%
UNDER \$15,000 (U.S. CENSUS 16.1%)	48 13.2% 100.0%	1 6.8% 2.0%	4 10.5% 8.9%	5 14.2% 10.9%	1 4.9% 3.0%	5 11.4% 11.3%	5 13.5% 10.5%	4 10.4% 8.5%	5 14.5% 11.0%	4 21.2% 7.9%	9 29.3% 19.0%	3 10.7% 7.3%
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	45 12.8% 100.0%	3 20.6% 6.5%	7 16.3% 14.5%	2 6.3% 5.1%	3 10.1% 6.4%	3 6.4% 6.8%	3 9.3% 7.7%	8 22.6% 18.7%	5 14.1% 11.3%	6 33.5% 13.1%		4 13.8% 9.9%
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	64 17.8% 100.0%		2 5.1% 3.2%	10 28.3% 16.2%	5 17.3% 7.8%	13 27.5% 20.4%	8 21.4% 12.4%	7 17.8% 10.4%	10 28.5% 16.1%	2 11.5% 3.2%	3 9.9% 4.8%	3 10.7% 5.4%
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	104 29.1% 100.0%	7 47.3% 6.5%	5 12.2% 4.7%	17 45.3% 15.9%	4 14.5% 4.0%	14 29.5% 13.5%	16 43.2% 15.4%	11 30.3% 10.8%	12 32.9% 11.4%	6 33.8% 5.7%	4 13.7% 4.0%	8 26.1% 8.1%
\$75,000 & OVER (U.S. CENSUS 25.1%)	88 24.4% 100.0%	4 25.3% 4.1%	14 35.0% 16.1%	2 5.9% 2.5%	15 53.2% 17.6%	10 20.8% 11.3%	5 12.6% 5.3%	7 19.0% 8.1%	4 10.1% 4.4%		15 47.0% 16.6%	13 38.6% 14.3%
NO ANSWER	11 2.9% 100.0%		8 21.0% 80.0%			2 4.4% 20.0%						

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BIRD SEED (WILD) PURCHASE SURVEY

TABLE 27

PURCHASE DATA

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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	359	76135 212.0
UNDER \$15,000 (U.S. CENSUS 16.1%)	48	11987 251.9
\$15,000 - \$24,999 (U.S. CENSUS 13.2%)	45	10102 223.5
\$25,000 - \$39,999 (U.S. CENSUS 17.7%)	64	12461 194.8
\$40,000 - \$74,999 (U.S. CENSUS 27.9%)	104	20491 196.3
\$75,000 & OVER (U.S. CENSUS 25.1%)	88	20724 236.7
NO ANSWER	11	369 35.0
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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	13160	4103 0.31
NEW ENGLAND (U.S. CENSUS 5.1%)	771	260 0.34
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	1886	562 0.30
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	3483	1003 0.29
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	918	280 0.31
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	2062	874 0.42
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	684	206 0.30
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)	1410	376 0.27
MOUNTAIN (U.S. CENSUS 6.4%)	667	184 0.28
PACIFIC (U.S. CENSUS 15.4%)	1279	359 0.28
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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	708	13290 18.8
NEW ENGLAND (U.S. CENSUS 5.1%)	43	771 17.8
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	116	2016 17.3
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	150	3483 23.3
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	60	918 15.3
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	124	2062 16.7
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	24	684 28.4
WEST SOUTH CENTRAL (U.S. CENSUS 10.9%)	64	1410 22.2
MOUNTAIN (U.S. CENSUS 6.3%)	37	667 18.0
PACIFIC (U.S. CENSUS 14.9%)	90	1279 14.2
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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)	CRACKED CORN	DELUXE PREMIX MIX	HUM BIRD NECTAR	NY/JER (TH-STLE) SEED	PEANUT HEARTS	SAF-FLOWER	SUET CAKES	SUN FLOWER (BLACK OIL)	SUN-FLOWER STRIPED	SUN-FLOWER HEARTS	BIRD BELLS/CAKES	BIRD SPECIFIC MIX	OTHER	NO ANS.
TOTAL	758 100.0%	295 100.0%	14 100.0%	78 100.0%	1 100.0%	33 100.0%	9 100.0%	95 100.0%	141 100.0%	18 100.0%	11 100.0%	18 100.0%	52 100.0%	14 100.0%	19 100.0%	
		38.9%	1.9%	10.3%	0.1%	4.3%	1.2%	7.3%	18.6%	2.3%	1.5%	2.4%	6.8%	1.8%	2.6%	
NEW ENGLAND (U.S. CENSUS 5.1%)	46 5.1% 100.0%	21 7.0% 100.0%	1 8.5% 100.0%	1 1.5% 100.0%						1 0.6% 100.0%	8 43.0% 100.0%		12 23.4% 100.0%	2 11.8% 100.0%	1 5.4% 100.0%	
		44.7%	2.6%	2.6%						1.7%	16.9%		26.0%	3.9%	2.3%	
MIDDLE ATLANTIC (U.S. CENSUS 14.0%)	127 16.7% 100.0%	57 19.2% 100.0%		15 19.5% 100.0%		2 6.8% 100.0%		1 16.9% 100.0%	18 32.7% 100.0%	13 9.2% 100.0%	3 16.6% 100.0%		6 15.3% 100.0%	5 40.1% 100.0%	4 19.3% 100.0%	
		44.7%		12.0%		1.8%		1.2%	14.2%	10.2%	2.3%		6.2%	4.4%	3.0%	
EAST NORTH CENTRAL (U.S. CENSUS 16.1%)	168 22.1% 100.0%	43 14.6% 100.0%	5 36.7% 100.0%	26 33.5% 100.0%		9 27.1% 100.0%	4 45.9% 100.0%	25 44.7% 100.0%	26 18.3% 100.0%	5 28.8% 100.0%	5 48.0% 100.0%	7 38.7% 100.0%	7 14.5% 100.0%	5 26.3% 100.0%	5 3.1% 100.0%	
		25.7%	3.1%	15.6%		5.3%	2.4%	14.7%	15.4%	2.8%	3.3%	4.2%	4.5%	1.6%	7.3%	
WEST NORTH CENTRAL (U.S. CENSUS 6.9%)	66 8.7% 100.0%	27 9.2% 100.0%	1 8.1% 100.0%	8 9.6% 100.0%		3 9.0% 100.0%		2 4.1% 100.0%	9 6.3% 100.0%	2 13.6% 100.0%			5 28.3% 100.0%	2 4.7% 100.0%	1 7.6% 100.0%	5 24.5% 100.0%
		41.3%	1.7%	11.5%		4.5%		3.5%	13.5%	3.7%			7.8%	3.7%	1.6%	
SOUTH ATLANTIC (U.S. CENSUS 19.0%)	135 17.8% 100.0%	41 13.9% 100.0%	7 48.8% 100.0%	13 16.9% 100.0%		10 29.8% 100.0%	3 37.2% 100.0%	5 9.0% 100.0%	38 27.3% 100.0%		6 52.0% 100.0%	6 33.0% 100.0%	6 4.4% 100.0%	5 40.4% 100.0%	4 4.2% 100.0%	
		30.5%	4.9%	9.8%		7.2%	2.4%	3.7%	28.5%		4.4%		4.4%			
EAST SOUTH CENTRAL (U.S. CENSUS 6.2%)	24 3.2% 100.0%	13 4.6% 100.0%		2 3.2% 100.0%		4 12.7% 100.0%			4 2.8% 100.0%							
		56.1%		10.3%		17.4%			16.3%							
WEST SOUTH CENTRAL (U.S. CENSUS 10.3%)	64 8.5% 100.0%	32 10.8% 100.0%		6 8.0% 100.0%	1 100.0%	2 5.5% 100.0%		3 5.2% 100.0%	14 10.0% 100.0%				4 7.3% 100.0%	3 14.8% 100.0%	3 4% 100.0%	
		49.6%		9.7%	1.4%	2.8%		4.4%	21.9%				5.8%	4%		
MOUNTAIN (U.S. CENSUS 6.4%)	37 4.9% 100.0%	22 7.5% 100.0%		6 7.8% 100.0%		1 2.3% 100.0%			6 4.0% 100.0%				2 2.9% 100.0%	1 4.1% 100.0%	1 2.0% 100.0%	
		59.9%		16.5%		2.1%			15.4%				4.1%			
PACIFIC (U.S. CENSUS 15.4%)	92 12.1% 100.0%	39 13.2% 100.0%				2 7.1% 100.0%		2 4.3% 100.0%	30 21.6% 100.0%				16 31.9% 100.0%	1 18.0% 100.0%	1 6.1% 100.0%	1 1.3% 100.0%
		42.4%				2.5%		2.6%	33.2%				18.0%			
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