

Wild Bird Seed - April 2006

Feed Birds in last 3 months by Gender

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Gender Of Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	1644	236	1343	65
(popn. '000)	wc	3712	597	2975	140
FED WILD BIRDS IN THE LAST 12 MONTHS					
Yes	wc	1139	158	915	65
	v%	30.7%	26.5%	30.8%	46.8%
	h%	100.0%	13.9%	80.3%	5.7%
No	wc	2573	439	2059	74
	v%	69.3%	73.5%	69.2%	53.2%
	h%	100.0%	17.1%	80.0%	2.9%
Can't Say/No Answer	wc	-	-	-	-
	v%	-	-	-	-
	h%	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Age

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	1644	199	533	569	343	-
(popn. '000)	wc	3712	778	1219	1068	647	-
FED WILD BIRDS IN THE LAST 12 MONTHS							
Yes	wc	1139	140	357	361	282	-
	v%	30.7%	17.9%	29.3%	33.8%	43.6%	-
	h%	100.0%	12.3%	31.3%	31.7%	24.8%	-
No	wc	2573	639	862	707	365	-
	v%	69.3%	82.1%	70.7%	66.2%	56.4%	-
	h%	100.0%	24.8%	33.5%	27.5%	14.2%	-
Can't Say/No Answer	wc	-	-	-	-	-	-
	v%	-	-	-	-	-	-
	h%	-	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Education

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		TOTAL	Elementary	Education High school	College	No answer
(unweighted)	uc	1644	18	675	942	9
(popn. '000)	wc	3712	37	1236	2418	21
FED WILD BIRDS IN THE LAST 12 MONTHS						
Yes	wc	1139	9	470	650	11
	v%	30.7%	24.5%	38.0%	26.9%	50.9%
	h%	100.0%	0.8%	41.3%	57.1%	1.0%
No	wc	2573	28	766	1768	10
	v%	69.3%	75.5%	62.0%	73.1%	49.1%
	h%	100.0%	1.1%	29.8%	68.7%	0.4%
Can't Say/No Answer	wc	-	-	-	-	-
	v%	-	-	-	-	-
	h%	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Family Size

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Size Of Family							
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people	No answer
(unweighted)	uc	1644	463	635	241	202	61	42	-
(popn. '000)	wc	3712	962	1372	550	532	170	126	-
FED WILD BIRDS IN THE LAST 12 MONTHS									
Yes	wc	1139	294	443	200	131	35	36	-
	v%	30.7%	30.6%	32.3%	36.4%	24.6%	20.4%	28.6%	-
	h%	100.0%	25.8%	38.9%	17.6%	11.5%	3.1%	3.2%	-
No	wc	2573	668	929	350	401	135	90	-
	v%	69.3%	69.4%	67.7%	63.6%	75.4%	79.6%	71.4%	-
	h%	100.0%	26.0%	36.1%	13.6%	15.6%	5.2%	3.5%	-
Can't Say/No Answer	wc	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Income

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Income - Summary						
		TOTAL	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	No answer
(unweighted)	uc	1644	297	283	429	422	192	21
(popn. '000)	wc	3712	612	492	668	1011	882	48
FED WILD BIRDS IN THE LAST 12 MONTHS								
Yes	wc	1139	205	151	204	307	249	23
	v%	30.7%	33.5%	30.7%	30.6%	30.3%	28.3%	48.2%
	h%	100.0%	18.0%	13.3%	17.9%	27.0%	21.9%	2.0%
No	wc	2573	407	341	464	704	632	25
	v%	69.3%	66.5%	69.3%	69.4%	69.7%	71.7%	51.8%
	h%	100.0%	15.8%	13.3%	18.0%	27.4%	24.6%	1.0%
Can't Say/No Answer	wc	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Income & Age

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Income & Age of Homemaker											
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+	No Answer Income
(unweighted)	uc	1644	210	87	219	64	328	101	374	48	159	33	21
	wc	3712	451	160	398	94	533	135	907	105	749	133	48
FED WILD BIRDS IN THE LAST 12 MONTHS													
Yes	wc	1139	139	66	110	41	139	66	259	48	199	50	23
	v%	30.7%	30.7%	41.2%	27.8%	43.4%	26.0%	48.7%	28.6%	45.7%	26.6%	37.8%	48.2%
	h%	100.0%	12.2%	5.8%	9.7%	3.6%	12.2%	5.8%	22.7%	4.2%	17.5%	4.4%	2.0%
No	wc	2573	313	94	287	53	394	69	648	57	550	82	25
	v%	69.3%	69.3%	58.8%	72.2%	56.6%	74.0%	51.3%	71.4%	54.3%	73.4%	62.2%	51.8%
	h%	100.0%	12.2%	3.7%	11.2%	2.1%	15.3%	2.7%	25.2%	2.2%	21.4%	3.2%	1.0%
Can't Say/No Answer	wc	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Occupation

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Occupation													
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/ Mechanic	Operative/ Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker
(unweighted)	uc	1644	172	260	58	140	630	168	143	78	182	4	575	215	224
(popn. '000)	wc	3712	559	686	135	296	1677	327	236	148	416	8	1134	434	466
FED WILD BIRDS IN THE LAST 12 MONTHS															
Yes	wc	1139	133	225	38	62	457	126	89	34	134	3	386	123	172
	v%	30.7%	23.7%	32.8%	28.1%	20.8%	27.3%	38.5%	37.7%	22.9%	32.3%	39.7%	34.1%	28.4%	37.0%
	h%	100.0%	11.7%	19.8%	3.3%	5.4%	40.1%	11.1%	7.8%	3.0%	11.8%	0.3%	33.9%	10.8%	15.1%
No	wc	2573	427	461	97	235	1220	201	147	114	281	5	748	311	294
	v%	69.3%	76.3%	67.2%	71.9%	79.2%	72.7%	61.5%	62.3%	77.1%	67.7%	60.3%	65.9%	71.6%	63.0%
	h%	100.0%	16.6%	17.9%	3.8%	9.1%	47.4%	7.8%	5.7%	4.4%	10.9%	0.2%	29.1%	12.1%	11.4%
Can't Say/No Answer	wc	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Wild Bird Seed - April 2006

Feed Birds in last 3 months by Region

"Q1. In the last 12 months have you fed wild bird seed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	1644	71	314	335	155	252	90	152	106	169	-
(popn. '000)	wc	3712	206	551	611	261	682	198	439	224	541	-
FED WILD BIRDS IN THE LAST 12 MONTHS												
Yes	wc	1139	79	160	249	100	201	64	121	52	112	-
	v%	30.7%	38.6%	29.1%	40.8%	38.4%	29.4%	32.4%	27.6%	23.2%	20.8%	-
	h%	100.0%	6.9%	14.0%	21.9%	8.8%	17.6%	5.6%	10.6%	4.6%	9.8%	-
No	wc	2573	126	391	361	161	482	134	318	172	428	-
	v%	69.3%	61.4%	70.9%	59.2%	61.6%	70.6%	67.6%	72.4%	76.8%	79.2%	-
	h%	100.0%	4.9%	15.2%	14.0%	6.3%	18.7%	5.2%	12.4%	6.7%	16.6%	-
Can't Say/No Answer	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-

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Wild Bird Seed - April 2006
 Reasons for Feeding Birds by Gender
 "Q2. If Yes - Why?"
 Filter: All cases

(popn. '000)
 No ranking

		Gender Of Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	1644	236	1343	65
(popn. '000)	wc	3712	597	2975	140
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS					
TOTAL who have fed wild birds in last 12 months					
	wc	1139	158	915	65
	v%	30.7%	26.5%	30.8%	46.8%
	h%	100.0%	13.9%	80.3%	5.7%
I enjoy it					
	wc	877	115	717	45
	v%	77.0%	72.8%	78.3%	68.2%
	h%	100.0%	13.1%	81.8%	5.1%
It relaxes me					
	wc	324	56	254	14
	v%	28.4%	35.5%	27.7%	21.5%
	h%	100.0%	17.3%	78.4%	4.3%
I like to observe nature					
	wc	836	119	677	40
	v%	73.4%	75.5%	73.9%	61.3%
	h%	100.0%	14.2%	81.0%	4.8%
Teach my family about nature					
	wc	163	21	134	8
	v%	14.3%	13.3%	14.6%	12.8%
	h%	100.0%	12.9%	82.2%	4.9%
Family has always done so					
	wc	278	27	232	19
	v%	24.4%	17.1%	25.4%	29.2%
	h%	100.0%	9.7%	83.5%	6.8%
To help wild birds survive					
	wc	768	101	615	51
	v%	67.4%	64.1%	67.2%	78.5%
	h%	100.0%	13.2%	80.1%	6.6%
Other					
	wc	66	10	55	-
	v%	5.8%	6.6%	6.0%	-
	h%	100.0%	15.2%	83.3%	-
Can't Say/No Answer					
	wc	22	-	22	-
	v%	1.9%	-	2.4%	-
	h%	100.0%	-	100.0%	-
TOTAL who have fed wild birds in last 12 months					
	wc	1139	158	915	65
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	13.9%	80.3%	5.7%

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Wild Bird Seed - April 2006
Reasons for Feeding Birds by Age
"Q2. If Yes - Why?"
Filter: All cases

(popn. '000)
No ranking

		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	1644	199	533	569	343	-
(popn. '000)	wc	3712	778	1219	1068	647	-
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS							
TOTAL who have fed wild birds in last 12 months							
	wc	1139	140	357	361	282	-
	v%	30.7%	17.9%	29.3%	33.8%	43.6%	-
	h%	100.0%	12.3%	31.3%	31.7%	24.8%	-
I enjoy it							
	wc	877	112	282	268	215	-
	v%	77.0%	80.3%	79.1%	74.3%	76.1%	-
	h%	100.0%	12.8%	32.2%	30.6%	24.5%	-
It relaxes me							
	wc	324	61	86	114	63	-
	v%	28.4%	44.0%	24.2%	31.5%	22.2%	-
	h%	100.0%	18.8%	26.5%	35.2%	19.4%	-
I like to observe nature							
	wc	836	116	266	268	187	-
	v%	73.4%	83.1%	74.5%	74.1%	66.3%	-
	h%	100.0%	13.9%	31.8%	32.1%	22.4%	-
Teach my family about nature							
	wc	163	27	71	34	31	-
	v%	14.3%	19.4%	19.9%	9.4%	11.1%	-
	h%	100.0%	16.6%	43.6%	20.9%	19.0%	-
Family has always done so							
	wc	278	35	90	80	74	-
	v%	24.4%	24.8%	25.2%	22.1%	26.2%	-
	h%	100.0%	12.6%	32.4%	28.8%	26.6%	-
To help wild birds survive							
	wc	768	83	208	256	221	-
	v%	67.4%	59.6%	58.4%	70.9%	78.2%	-
	h%	100.0%	10.8%	27.1%	33.3%	28.8%	-
Other							
	wc	66	13	24	18	11	-
	v%	5.8%	9.1%	6.6%	5.0%	4.0%	-
	h%	100.0%	19.7%	36.4%	27.3%	16.7%	-
Can't Say/No Answer							
	wc	22	-	11	7	4	-
	v%	1.9%	-	3.1%	1.8%	1.4%	-
	h%	100.0%	-	50.0%	31.8%	18.2%	-
TOTAL who have fed wild birds in last 12 months							
	wc	1139	140	357	361	282	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	12.3%	31.3%	31.7%	24.8%	-

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Wild Bird Seed - April 2006
Reasons for Feeding Birds by Education
"Q2. If Yes - Why?"
Filter: All cases

(popn. '000)
No ranking

		Education				
		TOTAL	Elementary	High school	College	No answer
(unweighted)	uc	1644	18	675	942	9
(popn. '000)	wc	3712	37	1236	2418	21
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS						
TOTAL who have fed wild birds in last 12 months						
	wc	1139	9	470	650	11
	v%	30.7%	24.5%	38.0%	26.9%	50.9%
	h%	100.0%	0.8%	41.3%	57.1%	1.0%
I enjoy it	wc	877	9	363	494	11
	v%	77.0%	100.0%	77.4%	76.0%	100.0%
	h%	100.0%	1.0%	41.4%	56.3%	1.3%
It relaxes me	wc	324	4	137	181	2
	v%	28.4%	39.1%	29.2%	27.8%	19.5%
	h%	100.0%	1.2%	42.3%	55.9%	0.6%
I like to observe nature	wc	836	8	328	493	7
	v%	73.4%	83.2%	69.9%	75.9%	69.8%
	h%	100.0%	1.0%	39.2%	59.0%	0.8%
Teach my family about nature	wc	163	2	72	89	-
	v%	14.3%	21.5%	15.3%	13.8%	-
	h%	100.0%	1.2%	44.2%	54.6%	-
Family has always done so	wc	278	6	115	151	6
	v%	24.4%	65.6%	24.5%	23.2%	58.1%
	h%	100.0%	2.2%	41.4%	54.3%	2.2%
To help wild birds survive	wc	768	8	331	422	7
	v%	67.4%	83.6%	70.5%	64.9%	69.8%
	h%	100.0%	1.0%	43.1%	54.9%	0.9%
Other	wc	66	4	20	42	-
	v%	5.8%	45.3%	4.2%	6.5%	-
	h%	100.0%	6.1%	30.3%	63.6%	-
Can't Say/No Answer	wc	22	-	6	15	-
	v%	1.9%	-	1.3%	2.4%	-
	h%	100.0%	-	27.3%	68.2%	-
TOTAL who have fed wild birds in last 12 months						
	wc	1139	9	470	650	11
	v%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	0.8%	41.3%	57.1%	1.0%

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		Size Of Family							
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people	No answer
(unweighted)	uc	1644	463	635	241	202	61	42	-
(popn. '000)	wc	3712	962	1372	550	532	170	126	-
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS									
TOTAL who have fed wild birds in last 12 months									
	wc	1139	294	443	200	131	35	36	-
	v%	30.7%	30.6%	32.3%	36.4%	24.6%	20.4%	28.6%	-
	h%	100.0%	25.8%	38.9%	17.6%	11.5%	3.1%	3.2%	-
I enjoy it									
	wc	877	227	358	148	101	14	30	-
	v%	77.0%	77.1%	80.8%	73.7%	77.1%	39.6%	83.7%	-
	h%	100.0%	25.9%	40.8%	16.9%	11.5%	1.6%	3.4%	-
It relaxes me									
	wc	324	61	150	49	44	11	9	-
	v%	28.4%	20.7%	33.9%	24.7%	33.4%	32.1%	24.0%	-
	h%	100.0%	18.8%	46.3%	15.1%	13.6%	3.4%	2.8%	-
I like to observe nature									
	wc	836	197	346	150	101	22	20	-
	v%	73.4%	66.7%	78.1%	75.1%	77.2%	64.7%	55.3%	-
	h%	100.0%	23.6%	41.4%	17.9%	12.1%	2.6%	2.4%	-
Teach my family about nature									
	wc	163	24	43	40	46	7	4	-
	v%	14.3%	8.2%	9.6%	19.8%	35.1%	20.0%	11.0%	-
	h%	100.0%	14.7%	26.4%	24.5%	28.2%	4.3%	2.5%	-
Family has always done so									
	wc	278	55	104	60	48	10	1	-
	v%	24.4%	18.8%	23.5%	30.0%	36.4%	27.7%	4.0%	-
	h%	100.0%	19.8%	37.4%	21.6%	17.3%	3.6%	0.4%	-
To help wild birds survive									
	wc	768	213	310	127	80	23	15	-
	v%	67.4%	72.3%	70.1%	63.2%	61.2%	66.1%	42.8%	-
	h%	100.0%	27.7%	40.4%	16.5%	10.4%	3.0%	2.0%	-
Other									
	wc	66	23	18	11	7	7	-	-
	v%	5.8%	7.7%	4.0%	5.6%	5.3%	20.2%	-	-
	h%	100.0%	34.8%	27.3%	16.7%	10.6%	10.6%	-	-
Can't Say/No Answer									
	wc	22	-	11	6	-	-	5	-
	v%	1.9%	-	2.4%	3.1%	-	-	13.8%	-
	h%	100.0%	-	50.0%	27.3%	-	-	22.7%	-
TOTAL who have fed wild birds in last 12 months									
	wc	1139	294	443	200	131	35	36	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	25.8%	38.9%	17.6%	11.5%	3.1%	3.2%	-

Wild Bird Seed - April 2006
Reasons for Feeding Birds by Income
"Q2. If Yes - Why?"
Filter: All cases

(popn. '000)
No ranking

		Income - Summary						
		TOTAL	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	No answer
(unweighted)	uc	1644	297	283	429	422	192	21
(popn. '000)	wc	3712	612	492	668	1011	882	48
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS								
TOTAL who have fed wild birds in last 12 months								
	wc	1139	205	151	204	307	249	23
	v%	30.7%	33.5%	30.7%	30.6%	30.3%	28.3%	48.2%
	h%	100.0%	18.0%	13.3%	17.9%	27.0%	21.9%	2.0%
I enjoy it								
	wc	877	150	117	165	258	168	20
	v%	77.0%	73.4%	77.4%	80.6%	84.1%	67.2%	85.3%
	h%	100.0%	17.1%	13.3%	18.8%	29.4%	19.2%	2.3%
It relaxes me								
	wc	324	65	47	70	99	41	3
	v%	28.4%	31.6%	30.8%	34.1%	32.2%	16.5%	14.1%
	h%	100.0%	20.1%	14.5%	21.6%	30.6%	12.7%	0.9%
I like to observe nature								
	wc	836	144	114	150	231	178	20
	v%	73.4%	70.2%	75.2%	73.6%	75.4%	71.2%	86.2%
	h%	100.0%	17.2%	13.6%	17.9%	27.6%	21.3%	2.4%
Teach my family about nature								
	wc	163	31	15	38	53	26	-
	v%	14.3%	15.3%	9.7%	18.8%	17.3%	10.4%	-
	h%	100.0%	19.0%	9.2%	23.3%	32.5%	16.0%	-
Family has always done so								
	wc	278	45	46	39	93	45	10
	v%	24.4%	22.1%	30.3%	19.2%	30.3%	18.2%	41.8%
	h%	100.0%	16.2%	16.5%	14.0%	33.5%	16.2%	3.6%
To help wild birds survive								
	wc	768	144	112	131	221	141	20
	v%	67.4%	70.3%	73.8%	64.0%	72.2%	56.4%	86.2%
	h%	100.0%	18.8%	14.6%	17.1%	28.8%	18.4%	2.6%
Other								
	wc	66	18	3	12	16	17	-
	v%	5.8%	8.9%	2.0%	5.9%	5.1%	6.7%	-
	h%	100.0%	27.3%	4.5%	18.2%	24.2%	25.8%	-
Can't Say/No Answer								
	wc	22	8	-	1	3	10	-
	v%	1.9%	3.8%	-	0.7%	1.0%	3.8%	-
	h%	100.0%	36.4%	-	4.5%	13.6%	45.5%	-
TOTAL who have fed wild birds in last 12 months								
	wc	1139	205	151	204	307	249	23
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	18.0%	13.3%	17.9%	27.0%	21.9%	2.0%

Roy Morgan International, Mail Diary Panel Research Program, Princeton NJ 08540

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(popn. '000)
 No ranking

		Income & Age of Homemaker											
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+	No Answer Income
(unweighted)	uc	1644	210	87	219	64	328	101	374	48	159	33	21
(popn. '000)	wc	3712	451	160	398	94	533	135	907	105	749	133	48
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS													
TOTAL who have fed wild birds in last 12 months													
	wc	1139	139	66	110	41	139	66	259	48	199	50	23
	v%	30.7%	30.7%	41.2%	27.8%	43.4%	26.0%	48.7%	28.6%	45.7%	26.6%	37.8%	48.2%
	h%	100.0%	12.2%	5.8%	9.7%	3.6%	12.2%	5.8%	22.7%	4.2%	17.5%	4.4%	2.0%
I enjoy it	wc	877	103	47	92	25	108	57	217	41	133	35	20
	v%	77.0%	74.6%	70.8%	83.2%	61.5%	77.6%	87.0%	83.7%	86.6%	66.7%	69.2%	85.3%
	h%	100.0%	11.7%	5.4%	10.5%	2.9%	12.3%	6.5%	24.7%	4.7%	15.2%	4.0%	2.3%
It relaxes me	wc	324	45	20	41	6	53	16	84	15	36	5	3
	v%	28.4%	32.3%	30.2%	37.1%	13.7%	38.3%	25.1%	32.3%	32.1%	17.9%	10.6%	14.1%
	h%	100.0%	13.9%	6.2%	12.7%	1.9%	16.4%	4.9%	25.9%	4.6%	11.1%	1.5%	0.9%
I like to observe nature	wc	836	105	39	84	30	100	50	200	31	153	25	20
	v%	73.4%	75.4%	59.2%	75.8%	73.4%	72.2%	76.7%	77.3%	64.9%	76.6%	49.6%	86.2%
	h%	100.0%	12.6%	4.7%	10.0%	3.6%	12.0%	6.0%	23.9%	3.7%	18.3%	3.0%	2.4%
Teach my family about nature	wc	163	22	9	12	3	30	8	47	6	21	5	-
	v%	14.3%	16.2%	13.5%	10.6%	7.5%	21.8%	12.3%	18.2%	12.4%	10.4%	10.6%	-
	h%	100.0%	13.5%	5.5%	7.4%	1.8%	18.4%	4.9%	28.8%	3.7%	12.9%	3.1%	-
Family has always done so	wc	278	24	22	35	10	28	11	72	21	40	5	10
	v%	24.4%	17.1%	32.8%	32.1%	25.5%	20.4%	16.6%	27.6%	44.7%	20.1%	10.8%	41.8%
	h%	100.0%	8.6%	7.9%	12.6%	3.6%	10.1%	4.0%	25.9%	7.6%	14.4%	1.8%	3.6%
To help wild birds survive	wc	768	86	58	82	30	86	44	176	45	110	31	20
	v%	67.4%	62.1%	87.4%	73.8%	73.8%	62.3%	67.8%	67.9%	95.2%	55.0%	62.0%	86.2%
	h%	100.0%	11.2%	7.6%	10.7%	3.9%	11.2%	5.7%	22.9%	5.9%	14.3%	4.0%	2.6%
Other	wc	66	13	5	3	-	7	5	15	1	17	-	-
	v%	5.8%	9.3%	8.1%	2.8%	-	5.0%	7.8%	5.7%	1.9%	8.4%	-	-
	h%	100.0%	19.7%	7.6%	4.5%	-	10.6%	7.6%	22.7%	1.5%	25.8%	-	-
Can't Say/No Answer	wc	22	5	3	-	-	-	1	3	-	10	-	-
	v%	1.9%	3.6%	4.2%	-	-	-	2.0%	1.2%	-	4.8%	-	-
	h%	100.0%	22.7%	13.6%	-	-	-	4.5%	13.6%	-	45.5%	-	-
TOTAL who have fed wild birds in last 12 months													
	wc	1139	139	66	110	41	139	66	259	48	199	50	23
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	12.2%	5.8%	9.7%	3.6%	12.2%	5.8%	22.7%	4.2%	17.5%	4.4%	2.0%

(popn. '000)
No ranking

		Occupation														
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/ Mechanic	Operative/ Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker	
(unweighted)	uc	1644	172	260	58	140	630	168	143	78	182	4	575	215	224	
(popn. '000)	wc	3712	559	686	135	296	1677	327	236	148	416	8	1134	434	466	
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS																
TOTAL who have fed wild birds in last 12 months																
	wc	1139	133	225	38	62	457	126	89	34	134	3	386	123	172	
	v%	30.7%	23.7%	32.8%	28.1%	20.8%	27.3%	38.5%	37.7%	22.9%	32.3%	39.7%	34.1%	28.4%	37.0%	
	h%	100.0%	11.7%	19.8%	3.3%	5.4%	40.1%	11.1%	7.8%	3.0%	11.8%	0.3%	33.9%	10.8%	15.1%	
I enjoy it																
	wc	877	101	175	20	46	341	105	64	29	105	1	306	104	126	
	v%	77.0%	76.3%	77.6%	52.4%	74.1%	74.7%	83.6%	72.5%	86.9%	78.1%	46.7%	79.1%	84.7%	72.9%	
	h%	100.0%	11.5%	20.0%	2.3%	5.2%	38.9%	12.0%	7.3%	3.3%	12.0%	0.1%	34.9%	11.9%	14.4%	
It relaxes me																
	wc	324	31	69	11	12	124	43	34	12	29	-	118	34	48	
	v%	28.4%	23.5%	30.9%	30.2%	19.4%	27.1%	33.8%	38.0%	35.2%	21.9%	-	30.5%	27.3%	28.1%	
	h%	100.0%	9.6%	21.3%	3.4%	3.7%	38.3%	13.3%	10.5%	3.7%	9.0%	-	36.4%	10.5%	14.8%	
I like to observe nature																
	wc	836	87	174	30	33	325	100	75	20	107	3	305	95	112	
	v%	73.4%	65.8%	77.4%	79.1%	53.9%	71.0%	79.6%	84.6%	58.9%	79.3%	100.0%	79.0%	76.8%	64.9%	
	h%	100.0%	10.4%	20.8%	3.6%	3.9%	38.9%	12.0%	9.0%	2.4%	12.8%	0.4%	36.5%	11.4%	13.4%	
Teach my family about nature																
	wc	163	22	25	3	5	54	22	21	4	17	-	64	17	28	
	v%	14.3%	16.4%	11.2%	6.8%	7.7%	11.9%	17.9%	23.7%	11.6%	12.4%	-	16.6%	14.0%	16.1%	
	h%	100.0%	13.5%	15.3%	1.8%	3.1%	33.1%	13.5%	12.9%	2.5%	10.4%	-	39.3%	10.4%	17.2%	
Family has always done so																
	wc	278	28	44	9	12	93	37	29	5	21	1	94	28	64	
	v%	24.4%	21.1%	19.5%	22.5%	20.0%	20.3%	29.2%	32.2%	15.4%	15.9%	46.7%	24.2%	23.1%	36.9%	
	h%	100.0%	10.1%	15.8%	3.2%	4.3%	33.5%	13.3%	10.4%	1.8%	7.6%	0.4%	33.8%	10.1%	23.0%	
To help wild birds survive																
	wc	768	81	128	24	34	267	83	65	23	104	3	277	96	129	
	v%	67.4%	61.0%	56.7%	64.1%	55.4%	58.4%	65.8%	72.6%	67.5%	77.1%	100.0%	71.7%	77.6%	74.6%	
	h%	100.0%	10.5%	16.7%	3.1%	4.4%	34.8%	10.8%	8.5%	3.0%	13.5%	0.4%	36.1%	12.5%	16.8%	
Other																
	wc	66	24	20	1	-	45	3	-	5	3	-	10	3	7	
	v%	5.8%	17.8%	8.8%	3.7%	-	9.8%	2.2%	-	13.9%	2.2%	-	2.7%	2.5%	4.3%	
	h%	100.0%	36.4%	30.3%	1.5%	-	68.2%	4.5%	-	7.6%	4.5%	-	15.2%	4.5%	10.6%	
Can't Say/No Answer																
	wc	22	9	-	-	-	9	-	1	-	3	-	5	-	8	
	v%	1.9%	7.0%	-	-	-	2.0%	-	1.5%	-	2.5%	-	1.2%	-	4.5%	
	h%	100.0%	40.9%	-	-	-	40.9%	-	4.5%	-	13.6%	-	22.7%	-	36.4%	
TOTAL who have fed wild birds in last 12 months																
	wc	1139	133	225	38	62	457	126	89	34	134	3	386	123	172	
	v%	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%	
	h%	100.0%	11.7%	19.8%	3.3%	5.4%	40.1%	11.1%	7.8%	3.0%	11.8%	0.3%	33.9%	10.8%	15.1%	

(popn. '000)
No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	1644	71	314	335	155	252	90	152	106	169	-
(popn. '000)	wc	3712	206	551	611	261	682	198	439	224	541	-
REASONS FOR FEEDING WILD BIRDS IN THE LAST 12 MONTHS												
TOTAL who have fed wild birds in last 12 months												
	wc	1139	79	160	249	100	201	64	121	52	112	-
	v%	30.7%	38.6%	29.1%	40.8%	38.4%	29.4%	32.4%	27.6%	23.2%	20.8%	-
	h%	100.0%	6.9%	14.0%	21.9%	8.8%	17.6%	5.6%	10.6%	4.6%	9.8%	-
I enjoy it	wc	877	69	109	203	83	156	56	84	31	86	-
	v%	77.0%	86.4%	67.8%	81.7%	82.9%	77.8%	87.4%	69.0%	60.5%	76.6%	-
	h%	100.0%	7.9%	12.4%	23.1%	9.5%	17.8%	6.4%	9.6%	3.5%	9.8%	-
It relaxes me	wc	324	31	35	75	35	57	13	38	13	27	-
	v%	28.4%	39.3%	22.0%	30.2%	35.0%	28.6%	20.2%	31.3%	24.1%	23.7%	-
	h%	100.0%	9.6%	10.8%	23.1%	10.8%	17.6%	4.0%	11.7%	4.0%	8.3%	-
I like to observe nature	wc	836	69	116	178	75	154	44	90	36	74	-
	v%	73.4%	86.8%	72.2%	71.3%	74.9%	77.0%	69.0%	74.1%	69.7%	66.1%	-
	h%	100.0%	8.3%	13.9%	21.3%	9.0%	18.4%	5.3%	10.8%	4.3%	8.9%	-
Teach my family about nature	wc	163	21	24	43	14	29	6	12	-	14	-
	v%	14.3%	26.7%	15.0%	17.2%	14.2%	14.5%	8.8%	9.7%	-	12.9%	-
	h%	100.0%	12.9%	14.7%	26.4%	8.6%	17.8%	3.7%	7.4%	-	8.6%	-
Family has always done so	wc	278	31	35	58	22	61	14	19	16	23	-
	v%	24.4%	38.6%	22.0%	23.1%	21.6%	30.3%	21.5%	16.1%	31.3%	20.5%	-
	h%	100.0%	11.2%	12.6%	20.9%	7.9%	21.9%	5.0%	6.8%	5.8%	8.3%	-
To help wild birds survive	wc	768	69	126	162	74	129	43	70	33	62	-
	v%	67.4%	87.5%	78.7%	65.0%	73.5%	64.3%	66.8%	57.5%	63.6%	55.5%	-
	h%	100.0%	9.0%	16.4%	21.1%	9.6%	16.8%	5.6%	9.1%	4.3%	8.1%	-
Other	wc	66	13	14	12	6	9	2	5	-	5	-
	v%	5.8%	16.0%	8.4%	4.7%	6.3%	4.5%	3.8%	4.1%	-	4.4%	-
	h%	100.0%	19.7%	21.2%	18.2%	9.1%	13.6%	3.0%	7.6%	-	7.6%	-
Can't Say/No Answer	wc	22	3	-	1	3	-	-	5	-	9	-
	v%	1.9%	3.9%	-	0.5%	3.4%	-	-	4.1%	-	7.9%	-
	h%	100.0%	13.6%	-	4.5%	13.6%	-	-	22.7%	-	40.9%	-
TOTAL who have fed wild birds in last 12 months												
	wc	1139	79	160	249	100	201	64	121	52	112	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	6.9%	14.0%	21.9%	8.8%	17.6%	5.6%	10.6%	4.6%	9.8%	-

		GenderOf Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	1644	236	1343	65
(popn. '000)	wc	3712	597	2975	140
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS					
TOTAL who have not fed wild birds in last 12 month					
	wc	2573	439	2059	74
	v%	69.3%	73.5%	69.2%	53.2%
	h%	100.0%	17.1%	80.0%	2.9%
Contagion					
	wc	96	8	84	4
	v%	3.7%	1.9%	4.1%	5.6%
	h%	100.0%	8.3%	87.5%	4.2%
Health/Hygiene reasons					
	wc	241	41	188	12
	v%	9.4%	9.3%	9.1%	15.8%
	h%	100.0%	17.0%	78.0%	5.0%
Messy in the yard					
	wc	493	100	373	21
	v%	19.2%	22.7%	18.1%	28.5%
	h%	100.0%	20.3%	75.7%	4.3%
Noisy					
	wc	160	23	129	8
	v%	6.2%	5.3%	6.3%	10.8%
	h%	100.0%	14.4%	80.6%	5.0%
Prohibited by regulations					
	wc	184	26	153	5
	v%	7.1%	5.9%	7.4%	6.5%
	h%	100.0%	14.1%	83.2%	2.7%
Not interested in feeding birds					
	wc	984	208	755	21
	v%	38.3%	47.4%	36.7%	28.0%
	h%	100.0%	21.1%	76.7%	2.1%
I put out seed but didn't get any birds, so I quit					
	wc	46	11	35	-
	v%	1.8%	2.5%	1.7%	-
	h%	100.0%	23.9%	76.1%	-
Cannot afford to buy wild bird seed					
	wc	414	43	360	11
	v%	16.1%	9.8%	17.5%	14.5%
	h%	100.0%	10.4%	87.0%	2.7%
Cannot afford to buy wild bird feeders					
	wc	297	25	267	5
	v%	11.5%	5.6%	13.0%	7.2%
	h%	100.0%	8.4%	89.9%	1.7%
Others in the family do it					
	wc	47	5	31	11
	v%	1.8%	1.1%	1.5%	15.0%
	h%	100.0%	10.6%	66.0%	23.4%
Other animals get into the seeds and destroy my feeders					
	wc	256	49	203	4
	v%	10.0%	11.2%	9.9%	5.3%
	h%	100.0%	19.1%	79.3%	1.6%
No time to fill feeders					
	wc	239	33	204	2
	v%	9.3%	7.6%	9.9%	2.4%
	h%	100.0%	13.8%	85.4%	0.8%
Don't know how to feed birds					
	wc	209	42	162	5
	v%	8.1%	9.6%	7.9%	6.3%
	h%	100.0%	20.1%	77.5%	2.4%
Other					
	wc	476	70	398	9
	v%	18.5%	15.8%	19.3%	12.3%
	h%	100.0%	14.7%	83.6%	1.9%
Can't Say/No Answer					
	wc	14	-	12	2
	v%	0.5%	-	0.6%	2.3%
	h%	100.0%	-	85.7%	14.3%
TOTAL who have not fed wild birds in last 12 month					
	wc	2573	439	2059	74
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	17.1%	80.0%	2.9%

Wild Bird Seed - April 2006
Reasons for NOT Feeding Birds by Age
*Q3. If No - Why not?
Filter: All cases

(popn. '000)
No ranking

		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	1644	199	533	569	343	-
(popn. '000)	wc	3712	778	1219	1068	647	-
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS							
TOTAL who have not fed wild birds in last 12 month							
	wc	2573	639	862	707	365	-
	v%	69.3%	82.1%	70.7%	66.2%	56.4%	-
	h%	100.0%	24.8%	33.5%	27.5%	14.2%	-
Contagion							
	wc	96	12	16	39	30	-
	v%	3.7%	1.9%	1.8%	5.5%	8.2%	-
	h%	100.0%	12.5%	16.7%	40.6%	31.3%	-
Health/Hygiene reasons							
	wc	241	24	62	99	56	-
	v%	9.4%	3.7%	7.2%	14.0%	15.4%	-
	h%	100.0%	10.0%	25.7%	41.1%	23.2%	-
Messy in the yard							
	wc	493	73	134	188	99	-
	v%	19.2%	11.4%	15.6%	26.5%	27.1%	-
	h%	100.0%	14.6%	27.2%	38.1%	20.1%	-
Noisy							
	wc	160	24	37	63	37	-
	v%	6.2%	3.7%	4.2%	8.9%	10.0%	-
	h%	100.0%	15.0%	23.1%	39.4%	23.1%	-
Prohibited by regulations							
	wc	184	37	50	49	48	-
	v%	7.1%	5.9%	5.8%	6.9%	13.0%	-
	h%	100.0%	20.1%	27.2%	26.6%	26.1%	-
Not interested in feeding birds							
	wc	984	277	328	248	132	-
	v%	38.3%	43.3%	38.0%	35.1%	36.1%	-
	h%	100.0%	28.2%	33.3%	25.2%	13.4%	-
I put out seed but didn't get any birds, so I quit							
	wc	46	19	14	1	12	-
	v%	1.8%	3.0%	1.6%	0.2%	3.3%	-
	h%	100.0%	41.3%	30.4%	2.2%	26.1%	-
Cannot afford to buy wild bird seed							
	wc	414	85	117	139	72	-
	v%	16.1%	13.4%	13.6%	19.7%	19.7%	-
	h%	100.0%	20.5%	28.3%	33.6%	17.4%	-
Cannot afford to buy wild bird feeders							
	wc	297	82	76	83	56	-
	v%	11.5%	12.9%	8.8%	11.8%	15.3%	-
	h%	100.0%	27.6%	25.6%	27.9%	18.9%	-
Others in the family do it							
	wc	47	14	5	14	14	-
	v%	1.8%	2.3%	0.6%	2.0%	3.7%	-
	h%	100.0%	29.8%	10.6%	29.8%	29.8%	-
Other animals get into the seeds and destroy my feeders							
	wc	256	32	81	94	50	-
	v%	10.0%	5.0%	9.3%	13.3%	13.6%	-
	h%	100.0%	12.5%	31.6%	36.7%	19.5%	-
No time to fill feeders							
	wc	239	69	105	41	24	-
	v%	9.3%	10.9%	12.2%	5.8%	6.5%	-
	h%	100.0%	28.9%	43.9%	17.2%	10.0%	-
Don't know how to feed birds							
	wc	209	105	70	16	19	-
	v%	8.1%	16.5%	8.1%	2.2%	5.1%	-
	h%	100.0%	50.2%	33.5%	7.7%	9.1%	-
Other							
	wc	476	79	173	150	75	-
	v%	18.5%	12.4%	20.0%	21.2%	20.5%	-
	h%	100.0%	16.6%	36.3%	31.5%	15.8%	-
Can't Say/No Answer							
	wc	14	5	-	2	6	-
	v%	0.5%	0.8%	-	0.3%	1.7%	-
	h%	100.0%	35.7%	-	14.3%	42.9%	-
TOTAL who have not fed wild birds in last 12 month							
	wc	2573	639	862	707	365	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	24.8%	33.5%	27.5%	14.2%	-

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		TOTAL	Elementary	Education High school	College	No answer
(unweighted)	uc	1644	18	675	942	9
(popn. '000)	wc	3712	37	1236	2418	21
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS						
TOTAL who have not fed wild birds in last 12 months	wc	2573	28	766	1768	10
	v%	69.3%	75.5%	62.0%	73.1%	49.1%
	h%	100.0%	1.1%	29.8%	68.7%	0.4%
Contagion	wc	96	7	31	58	-
	v%	3.7%	25.8%	4.0%	3.3%	-
	h%	100.0%	7.3%	32.3%	60.4%	-
Health/Hygiene reasons	wc	241	6	71	164	-
	v%	9.4%	21.1%	9.2%	9.3%	-
	h%	100.0%	2.5%	29.5%	68.0%	-
Messy in the yard	wc	493	11	132	350	1
	v%	19.2%	37.8%	17.2%	19.8%	11.2%
	h%	100.0%	2.2%	26.8%	71.0%	0.2%
Noisy	wc	160	9	39	112	-
	v%	6.2%	33.1%	5.1%	6.3%	-
	h%	100.0%	5.6%	24.4%	70.0%	-
Prohibited by regulations	wc	184	2	46	136	-
	v%	7.1%	5.9%	6.0%	7.7%	-
	h%	100.0%	1.1%	25.0%	73.9%	-
Not interested in feeding birds	wc	984	13	227	742	2
	v%	38.3%	47.8%	29.6%	41.9%	21.8%
	h%	100.0%	1.3%	23.1%	75.4%	0.2%
I put out seed but didn't get any birds, so I quit	wc	46	1	16	28	-
	v%	1.8%	4.6%	2.1%	1.6%	-
	h%	100.0%	2.2%	34.8%	60.9%	-
Cannot afford to buy wild bird seed	wc	414	3	183	228	-
	v%	16.1%	10.8%	23.9%	12.9%	-
	h%	100.0%	0.7%	44.2%	55.1%	-
Cannot afford to buy wild bird feeders	wc	297	3	125	168	-
	v%	11.5%	10.8%	16.4%	9.5%	-
	h%	100.0%	1.0%	42.1%	56.6%	-
Others in the family do it	wc	47	-	17	30	-
	v%	1.8%	-	2.2%	1.7%	-
	h%	100.0%	-	36.2%	63.8%	-
Other animals get into the seeds and destroy my feeders	wc	256	3	99	154	1
	v%	10.0%	8.9%	12.9%	8.7%	11.2%
	h%	100.0%	1.2%	38.7%	60.2%	0.4%
No time to fill feeders	wc	239	-	63	176	-
	v%	9.3%	-	8.2%	9.9%	-
	h%	100.0%	-	26.4%	73.6%	-
Don't know how to feed birds	wc	209	5	48	156	-
	v%	8.1%	18.0%	6.3%	8.8%	-
	h%	100.0%	2.4%	23.0%	74.6%	-
Other	wc	476	2	137	329	8
	v%	18.5%	6.5%	17.9%	18.6%	78.2%
	h%	100.0%	0.4%	28.8%	69.1%	1.7%
Can't Say/No Answer	wc	14	-	12	2	-
	v%	0.5%	-	1.5%	0.1%	-
	h%	100.0%	-	85.7%	14.3%	-
TOTAL who have not fed wild birds in last 12 months	wc	2573	28	766	1768	10
	v%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	1.1%	29.8%	68.7%	0.4%

Wild Bird Seed - April 2006
Reasons for NOT Feeding Birds by Family Size
*Q3. If No - Why not?
Filter: All cases

(popn. '000)
No ranking

		Size Of Family						
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people
(unweighted)	uc	1644	463	635	241	202	61	42
(popn. '000)	wc	3712	962	1372	550	532	170	126
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS								
TOTAL who have not fed wild birds in last 12 months								
	wc	2573	668	929	350	401	135	90
	v%	69.3%	69.4%	67.7%	63.6%	75.4%	79.6%	71.4%
	h%	100.0%	26.0%	36.1%	13.6%	15.6%	5.2%	3.5%
Contagion								
	wc	96	23	45	6	8	14	1
	v%	3.7%	3.4%	4.8%	1.6%	2.0%	10.6%	1.2%
	h%	100.0%	24.0%	46.9%	6.3%	8.3%	14.6%	1.0%
Health/Hygiene reasons								
	wc	241	54	111	27	26	19	4
	v%	9.4%	8.1%	12.0%	7.6%	6.5%	14.2%	3.9%
	h%	100.0%	22.4%	46.1%	11.2%	10.8%	7.9%	1.7%
Messy in the yard								
	wc	493	126	204	59	54	40	10
	v%	19.2%	18.9%	22.0%	16.8%	13.6%	29.3%	11.4%
	h%	100.0%	25.6%	41.4%	12.0%	11.0%	8.1%	2.0%
Noisy								
	wc	160	45	53	15	21	18	7
	v%	6.2%	6.8%	5.7%	4.4%	5.3%	13.4%	7.5%
	h%	100.0%	28.1%	33.1%	9.4%	13.1%	11.3%	4.4%
Prohibited by regulations								
	wc	184	77	68	12	16	5	6
	v%	7.1%	11.5%	7.4%	3.4%	4.0%	3.5%	6.3%
	h%	100.0%	41.8%	37.0%	6.5%	8.7%	2.7%	3.3%
Not interested in feeding birds								
	wc	984	245	356	145	162	46	31
	v%	38.3%	36.7%	36.3%	41.5%	40.3%	33.7%	34.8%
	h%	100.0%	24.9%	36.2%	14.7%	16.5%	4.7%	3.2%
I put out seed but didn't get any birds, so I quit								
	wc	46	16	8	11	9	2	-
	v%	1.8%	2.4%	0.9%	3.1%	2.2%	1.4%	-
	h%	100.0%	34.8%	17.4%	23.9%	19.6%	4.3%	-
Cannot afford to buy wild bird seed								
	wc	414	123	145	37	68	25	17
	v%	16.1%	18.4%	15.6%	10.7%	16.9%	18.5%	18.4%
	h%	100.0%	29.7%	35.0%	8.9%	16.4%	6.0%	4.1%
Cannot afford to buy wild bird feeders								
	wc	297	78	99	35	57	22	5
	v%	11.5%	11.7%	10.7%	9.9%	14.2%	16.1%	6.1%
	h%	100.0%	26.3%	33.3%	11.8%	19.2%	7.4%	1.7%
Others in the family do it								
	wc	47	21	13	8	5	-	-
	v%	1.8%	3.1%	1.4%	2.3%	1.3%	-	-
	h%	100.0%	44.7%	27.7%	17.0%	10.6%	-	-
Other animals get into the seeds and destroy my feeders								
	wc	256	60	111	40	15	21	9
	v%	10.0%	9.0%	11.9%	11.5%	3.8%	15.5%	9.8%
	h%	100.0%	23.4%	43.4%	15.6%	5.9%	8.2%	3.5%
No time to fill feeders								
	wc	239	57	78	34	55	12	4
	v%	9.3%	8.5%	8.4%	9.6%	13.8%	8.6%	3.9%
	h%	100.0%	23.8%	32.6%	14.2%	23.0%	5.0%	1.7%
Don't know how to feed birds								
	wc	209	46	31	39	47	20	26
	v%	8.1%	6.9%	3.3%	11.0%	11.7%	15.1%	28.8%
	h%	100.0%	22.0%	14.8%	18.7%	22.5%	9.6%	12.4%
Other								
	wc	476	143	190	51	55	19	18
	v%	18.5%	21.5%	20.4%	14.6%	13.7%	14.3%	19.6%
	h%	100.0%	30.0%	39.9%	10.7%	11.6%	4.0%	3.8%
Can't Say/No Answer								
	wc	14	6	2	5	-	-	-
	v%	0.5%	0.9%	0.2%	1.5%	-	-	-
	h%	100.0%	42.9%	14.3%	35.7%	-	-	-
TOTAL who have not fed wild birds in last 12 months								
	wc	2573	668	929	350	401	135	90
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	26.0%	36.1%	13.6%	15.6%	5.2%	3.5%

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Why not Feed by Family Size
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Wild Bird Seed - April 2006
Reasons for NOT Feeding Birds by Income
*Q3. If No - Why not?
Filter: All cases

(popn. '000)
No ranking

		TOTAL	Income - Summary					No answer
			Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	
(unweighted)	uc	1644	297	283	429	422	192	21
(popn. '000)	wc	3712	612	492	668	1011	882	48
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS								
TOTAL who have not fed wild birds in last 12 months								
	wc	2573	407	341	464	704	632	25
	v%	69.3%	66.5%	69.3%	69.4%	69.7%	71.7%	51.8%
	h%	100.0%	15.8%	13.3%	18.0%	27.4%	24.6%	1.0%
Contagion								
	wc	96	13	6	21	25	30	2
	v%	3.7%	3.1%	1.9%	4.5%	3.5%	4.7%	9.0%
	h%	100.0%	13.5%	6.3%	21.9%	26.0%	31.3%	2.1%
Health/Hygiene reasons								
	wc	241	39	12	55	44	87	4
	v%	9.4%	9.5%	3.5%	11.8%	6.3%	13.7%	17.9%
	h%	100.0%	16.2%	5.0%	22.8%	18.3%	36.1%	1.7%
Messy in the yard								
	wc	493	60	45	73	137	173	6
	v%	19.2%	14.8%	13.1%	15.7%	19.4%	27.3%	25.0%
	h%	100.0%	12.2%	9.1%	14.8%	27.8%	35.1%	1.2%
Noisy								
	wc	160	16	6	28	46	62	2
	v%	6.2%	3.8%	1.8%	6.1%	6.5%	9.8%	7.1%
	h%	100.0%	10.0%	3.8%	17.5%	28.8%	38.8%	1.3%
Prohibited by regulations								
	wc	194	49	26	30	42	34	2
	v%	7.1%	12.1%	7.5%	6.5%	5.9%	5.5%	9.0%
	h%	100.0%	26.6%	14.1%	16.3%	22.8%	18.5%	1.1%
Not interested in feeding birds								
	wc	984	107	113	180	310	262	11
	v%	38.3%	26.4%	33.2%	38.9%	44.0%	41.4%	45.5%
	h%	100.0%	10.9%	11.5%	18.3%	31.5%	26.6%	1.1%
I put out seed but didn't get any birds, so I quit								
	wc	46	6	1	10	11	18	-
	v%	1.8%	1.4%	0.3%	2.1%	1.6%	2.8%	-
	h%	100.0%	13.0%	2.2%	21.7%	23.9%	39.1%	-
Cannot afford to buy wild bird seed								
	wc	414	137	87	88	81	21	-
	v%	16.1%	33.6%	25.5%	19.0%	11.5%	3.4%	-
	h%	100.0%	33.1%	21.0%	21.3%	19.0%	5.1%	-
Cannot afford to buy wild bird feeders								
	wc	297	87	59	75	59	17	-
	v%	11.5%	21.3%	17.4%	16.1%	8.4%	2.6%	-
	h%	100.0%	29.3%	19.9%	25.3%	19.9%	5.7%	-
Others in the family do it								
	wc	47	8	5	6	12	17	-
	v%	1.8%	1.9%	1.5%	1.2%	1.7%	2.6%	-
	h%	100.0%	17.0%	10.6%	12.8%	25.5%	36.2%	-
Other animals get into the seeds and destroy my feeders								
	wc	256	27	29	34	81	82	2
	v%	10.0%	6.7%	8.6%	7.4%	11.5%	13.0%	9.0%
	h%	100.0%	10.5%	11.3%	13.3%	31.6%	32.0%	0.8%
No time to fill feeders								
	wc	239	14	28	37	82	77	2
	v%	9.3%	3.3%	8.2%	8.0%	11.7%	12.1%	7.1%
	h%	100.0%	5.9%	11.7%	15.5%	34.3%	32.2%	0.8%
Don't know how to feed birds								
	wc	209	44	27	46	33	59	-
	v%	8.1%	10.9%	7.8%	10.0%	4.7%	9.3%	-
	h%	100.0%	21.1%	12.9%	22.0%	15.8%	28.2%	-
Other								
	wc	476	77	53	102	120	118	7
	v%	18.5%	19.0%	15.5%	21.9%	17.0%	18.6%	27.6%
	h%	100.0%	16.2%	11.1%	21.4%	25.2%	24.8%	1.5%
Can't Say/No Answer								
	wc	14	10	-	2	2	-	-
	v%	0.5%	2.4%	-	0.4%	0.3%	-	-
	h%	100.0%	71.4%	-	14.3%	14.3%	-	-
TOTAL who have not fed wild birds in last 12 months								
	wc	2573	407	341	464	704	632	25
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	15.8%	13.3%	18.0%	27.4%	24.6%	1.0%

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		Income & Age of Homemaker												
		TOTAL	Under \$15,000	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+	No Answer	Income
(unweighted)	uc	1644	210	87	219	64	328	101	374	48	159	33	21	
(popn. '000)	wc	3712	451	160	398	94	533	135	907	105	749	133	48	
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS														
TOTAL who have not fed wild birds in last 12 months:														
	wc	2573	313	94	287	53	394	69	648	57	550	82	25	
	v%	69.3%	69.3%	58.8%	72.2%	56.6%	74.0%	51.3%	71.4%	54.3%	73.4%	62.2%	51.8%	
	h%	100.0%	12.2%	3.7%	11.2%	2.1%	15.3%	2.7%	25.2%	2.2%	21.4%	3.2%	1.0%	
Contagion														
	wc	96	7	5	1	5	21	-	21	4	16	13	2	
	v%	3.7%	2.3%	5.7%	0.5%	9.3%	5.3%	-	3.2%	7.0%	3.0%	16.1%	9.0%	
	h%	100.0%	7.3%	5.2%	1.0%	5.2%	21.9%	-	21.9%	4.2%	16.7%	13.5%	2.1%	
Health/Hygiene reasons														
	wc	241	28	11	5	7	53	2	38	6	59	28	4	
	v%	9.4%	8.8%	11.6%	1.6%	13.7%	13.4%	2.7%	5.9%	10.8%	10.8%	33.4%	17.9%	
	h%	100.0%	11.6%	4.6%	2.1%	2.9%	22.0%	0.8%	15.8%	2.5%	24.5%	11.6%	1.7%	
Messy in the yard														
	wc	493	34	26	32	13	59	14	122	15	143	30	6	
	v%	19.2%	10.9%	27.7%	11.2%	23.7%	14.9%	20.1%	18.8%	25.8%	26.0%	35.8%	25.0%	
	h%	100.0%	6.9%	5.3%	6.5%	2.6%	12.0%	2.8%	24.7%	3.0%	29.0%	6.1%	1.2%	
Noisy														
	wc	160	8	7	5	1	25	3	41	5	42	20	2	
	v%	6.2%	2.6%	7.9%	1.8%	2.0%	6.4%	4.7%	6.3%	8.6%	7.7%	24.2%	7.1%	
	h%	100.0%	5.0%	4.4%	3.1%	0.6%	15.6%	1.9%	25.6%	3.1%	26.3%	12.5%	1.3%	
Prohibited by regulations														
	wc	184	36	13	22	4	24	7	42	-	13	22	2	
	v%	7.1%	11.5%	13.9%	7.6%	7.2%	6.0%	9.8%	6.5%	-	2.3%	26.2%	9.0%	
	h%	100.0%	19.6%	7.1%	12.0%	2.2%	13.0%	3.8%	22.8%	-	7.1%	12.0%	1.1%	
Not interested in feeding birds														
	wc	984	75	32	100	13	161	19	287	23	223	39	11	
	v%	38.3%	24.1%	34.2%	34.8%	24.8%	40.8%	27.6%	44.3%	41.0%	40.5%	47.6%	45.5%	
	h%	100.0%	7.6%	3.3%	10.2%	1.3%	16.4%	1.9%	29.2%	2.3%	22.7%	4.0%	1.1%	
I put out seed but didn't get any birds, so I quit														
	wc	46	-	6	1	-	9	1	11	-	13	5	-	
	v%	1.8%	-	6.1%	0.4%	-	2.2%	1.2%	1.8%	-	2.3%	6.6%	-	
	h%	100.0%	-	13.0%	2.2%	-	19.6%	2.2%	23.9%	-	28.3%	10.9%	-	
Cannot afford to buy wild bird seed														
	wc	414	104	33	76	11	77	12	75	6	11	11	-	
	v%	16.1%	33.3%	34.5%	26.3%	21.0%	19.4%	16.8%	11.8%	10.3%	1.9%	13.0%	-	
	h%	100.0%	25.1%	8.0%	18.4%	2.7%	18.6%	2.9%	18.1%	1.4%	2.7%	2.7%	-	
Cannot afford to buy wild bird feeders														
	wc	297	61	26	51	8	64	10	53	6	11	5	-	
	v%	11.5%	19.5%	27.5%	17.7%	15.8%	16.3%	15.1%	8.2%	10.3%	2.1%	6.6%	-	
	h%	100.0%	20.5%	8.8%	17.2%	2.7%	21.5%	3.4%	17.8%	2.0%	3.7%	1.7%	-	
Others in the family do it														
	wc	47	6	2	5	-	5	1	12	-	6	11	-	
	v%	1.8%	1.8%	2.0%	1.8%	-	1.2%	1.2%	1.8%	-	1.0%	13.3%	-	
	h%	100.0%	12.8%	4.3%	10.6%	-	10.6%	2.1%	25.5%	-	12.8%	23.4%	-	
Other animals get into the seeds and destroy my feeders														
	wc	256	21	6	21	9	23	11	73	8	69	13	2	
	v%	10.0%	6.7%	6.9%	7.1%	16.5%	5.9%	15.9%	11.2%	13.9%	12.6%	16.1%	9.0%	
	h%	100.0%	8.2%	2.3%	8.2%	3.5%	9.0%	4.3%	28.5%	3.1%	27.0%	5.1%	0.8%	
No time to fill feeders														
	wc	239	10	4	22	6	36	1	81	2	66	11	2	
	v%	9.3%	3.0%	4.3%	7.7%	10.8%	9.1%	2.1%	12.4%	2.8%	12.0%	13.0%	7.1%	
	h%	100.0%	4.2%	1.7%	9.2%	2.5%	15.1%	0.4%	33.9%	0.8%	27.6%	4.6%	0.8%	
Don't know how to feed birds														
	wc	209	39	6	27	-	44	2	33	-	48	11	-	
	v%	8.1%	12.4%	5.9%	9.2%	-	11.3%	2.6%	5.2%	-	8.6%	13.5%	-	
	h%	100.0%	18.7%	2.9%	12.9%	-	21.1%	1.0%	15.8%	-	23.0%	5.3%	-	
Other														
	wc	476	69	8	41	12	74	27	100	20	110	8	7	
	v%	18.5%	22.1%	8.8%	14.4%	21.6%	18.9%	39.2%	15.4%	35.1%	20.0%	9.7%	27.6%	
	h%	100.0%	14.5%	1.7%	8.6%	2.5%	15.5%	5.7%	21.0%	4.2%	23.1%	1.7%	1.5%	
Can't Say/No Answer														
	wc	14	5	4	-	-	-	2	2	-	-	-	-	
	v%	0.5%	1.7%	4.6%	-	-	-	2.5%	0.4%	-	-	-	-	
	h%	100.0%	35.7%	28.6%	-	-	-	14.3%	14.3%	-	-	-	-	
TOTAL who have not fed wild birds in last 12 months:														
	wc	2573	313	94	287	53	394	69	648	57	550	82	25	
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	h%	100.0%	12.2%	3.7%	11.2%	2.1%	15.3%	2.7%	25.2%	2.2%	21.4%	3.2%	1.0%	

(popn. '000)
No ranking

		Occupation													
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/Mechanic	Operative/Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker
(unweighted)	uc	1644	172	260	58	140	630	168	143	78	182	4	575	215	224
(popn. '000)	wc	3712	569	686	135	296	1677	327	236	148	416	8	1134	434	466
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS															
TOTAL who have not fed wild birds in last 12 months															
	wc	2573	427	461	97	235	1220	201	147	114	281	5	748	311	294
	v%	69.3%	76.3%	67.2%	71.9%	79.2%	72.7%	61.5%	62.3%	77.1%	67.7%	60.3%	65.9%	71.6%	63.0%
	h%	100.0%	16.6%	17.9%	3.8%	9.1%	47.4%	7.8%	5.7%	4.4%	10.9%	0.2%	29.1%	12.1%	11.4%
Contagion	wc	96	27	7	2	1	38	3	2	2	10	-	18	14	27
	v%	3.7%	6.4%	1.6%	1.9%	0.6%	3.1%	1.7%	1.6%	2.0%	3.4%	-	2.4%	4.6%	9.1%
	h%	100.0%	28.1%	7.3%	2.1%	1.0%	39.6%	3.1%	2.1%	2.1%	10.4%	-	18.8%	14.6%	28.1%
Health/Hygiene reasons	wc	241	64	32	2	10	108	20	11	6	21	-	58	30	45
	v%	9.4%	14.9%	7.0%	1.9%	4.4%	8.9%	10.2%	7.5%	4.9%	7.5%	-	7.8%	9.5%	15.4%
	h%	100.0%	26.6%	13.3%	0.8%	4.1%	44.8%	8.3%	4.6%	2.5%	8.7%	-	24.1%	12.4%	18.7%
Messy in the yard	wc	493	108	86	7	29	231	37	32	16	62	-	146	47	69
	v%	19.2%	25.4%	18.6%	7.7%	12.6%	19.0%	18.5%	21.6%	13.9%	21.9%	-	19.6%	15.1%	23.4%
	h%	100.0%	21.9%	17.4%	1.4%	5.9%	46.9%	7.5%	6.5%	3.2%	12.6%	-	29.6%	9.5%	14.0%
Noisy	wc	160	50	17	3	5	74	8	14	1	21	-	44	15	26
	v%	6.2%	11.7%	3.6%	2.7%	2.2%	6.1%	4.1%	9.4%	1.0%	7.5%	-	5.9%	4.9%	8.8%
	h%	100.0%	31.3%	10.6%	1.9%	3.1%	46.3%	5.0%	8.8%	0.6%	13.1%	-	27.5%	9.4%	16.3%
Prohibited by regulations	wc	184	43	21	13	14	91	14	6	5	17	-	43	18	32
	v%	7.1%	10.1%	4.5%	13.5%	5.9%	7.4%	6.9%	4.4%	4.7%	6.0%	-	5.7%	5.8%	11.0%
	h%	100.0%	23.4%	11.4%	7.1%	7.6%	49.5%	7.6%	3.3%	2.7%	9.2%	-	23.4%	9.8%	17.4%
Not interested in feeding birds	wc	984	165	194	37	89	485	89	66	33	108	5	291	98	110
	v%	38.3%	38.6%	42.1%	37.9%	37.9%	39.7%	44.4%	38.4%	28.6%	38.3%	100.0%	38.9%	31.6%	37.6%
	h%	100.0%	16.8%	19.7%	3.8%	9.0%	49.3%	9.0%	5.7%	3.4%	11.0%	0.5%	29.6%	10.0%	11.2%
I put out seed but didn't get any birds, so I quit	wc	46	2	13	5	2	22	-	-	-	-	-	-	11	13
	v%	1.8%	0.6%	2.7%	4.7%	1.0%	1.8%	-	-	-	-	-	-	3.5%	4.5%
	h%	100.0%	4.3%	28.3%	10.9%	4.3%	47.8%	-	-	-	-	-	-	23.9%	28.3%
Cannot afford to buy wild bird seed	wc	414	36	32	17	42	127	34	41	38	44	-	157	73	57
	v%	16.1%	8.4%	6.9%	17.6%	17.9%	10.4%	17.0%	27.6%	33.5%	15.6%	-	21.0%	23.4%	19.4%
	h%	100.0%	8.7%	7.7%	4.1%	10.1%	30.7%	8.2%	9.9%	9.2%	10.6%	-	37.9%	17.6%	13.8%
Cannot afford to buy wild bird feeders	wc	297	42	24	3	22	91	22	35	31	24	-	112	51	42
	v%	11.5%	9.9%	5.3%	3.0%	9.2%	7.5%	11.0%	23.8%	27.2%	8.6%	-	15.0%	16.5%	14.2%
	h%	100.0%	14.1%	8.1%	1.0%	7.4%	30.6%	7.4%	11.8%	10.4%	8.1%	-	37.7%	17.2%	14.1%
Others in the family do it	wc	47	1	5	-	3	9	2	5	2	8	-	17	8	14
	v%	1.8%	0.2%	1.1%	-	1.2%	0.7%	0.8%	3.5%	1.7%	2.9%	-	2.2%	2.4%	4.6%
	h%	100.0%	2.1%	10.6%	-	6.4%	19.1%	4.3%	10.6%	4.3%	17.0%	-	36.2%	17.0%	29.8%
Other animals get into the seeds and destroy my feeders	wc	256	50	36	12	15	113	17	22	10	40	-	89	27	27
	v%	10.0%	11.7%	7.8%	12.5%	6.5%	9.3%	8.3%	14.9%	8.9%	14.4%	-	11.9%	8.7%	9.2%
	h%	100.0%	19.5%	14.1%	4.7%	5.9%	44.1%	6.6%	8.6%	3.9%	15.6%	-	34.8%	10.5%	10.5%
No time to fill feeders	wc	239	60	40	3	30	134	29	12	13	17	-	72	24	9
	v%	9.3%	14.2%	8.8%	3.0%	12.7%	10.9%	14.4%	8.0%	11.8%	6.2%	-	9.6%	7.8%	3.2%
	h%	100.0%	25.1%	16.7%	1.3%	12.6%	56.1%	12.1%	5.0%	5.4%	7.1%	-	30.1%	10.0%	3.8%
Don't know how to feed birds	wc	209	24	54	6	32	115	19	11	6	8	-	44	37	12
	v%	8.1%	5.6%	11.6%	5.7%	13.8%	9.5%	9.5%	7.2%	5.6%	2.8%	-	5.9%	12.0%	4.2%
	h%	100.0%	11.5%	25.8%	2.9%	15.3%	55.0%	9.1%	5.3%	2.9%	3.8%	-	21.1%	17.7%	5.7%
Other	wc	476	95	75	14	51	236	26	31	15	58	-	130	39	72
	v%	18.5%	22.3%	16.3%	14.7%	21.9%	19.4%	13.2%	21.0%	13.0%	20.5%	-	17.4%	12.5%	24.4%
	h%	100.0%	20.0%	15.8%	2.9%	10.7%	49.6%	5.5%	6.5%	3.2%	12.2%	-	27.3%	8.2%	15.1%
Can't Say/No Answer	wc	14	-	-	-	-	-	2	-	-	-	-	2	4	7
	v%	0.5%	-	-	-	-	-	1.1%	-	-	-	-	0.3%	1.4%	2.4%
	h%	100.0%	-	-	-	-	-	14.3%	-	-	-	-	14.3%	28.6%	50.0%
TOTAL who have not fed wild birds in last 12 months															
	wc	2573	427	461	97	235	1220	201	147	114	281	5	748	311	294
	v%	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%
	h%	100.0%	16.6%	17.9%	3.8%	9.1%	47.4%	7.8%	5.7%	4.4%	10.9%	0.2%	29.1%	12.1%	11.4%

(popn. '000)
No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	1644	71	314	335	155	252	90	152	106	169	-
(popn. '000)	wc	3712	206	551	611	261	682	198	439	224	541	-
REASONS FOR NOT FEEDING WILD BIRDS IN THE LAST 12 MONTHS												
TOTAL who have not fed wild birds in last 12 months:	wc	2573	126	391	361	161	482	134	318	172	428	-
	v%	69.3%	61.4%	70.9%	59.2%	61.6%	70.6%	67.6%	72.4%	76.6%	79.2%	-
	h%	100.0%	4.9%	15.2%	14.0%	6.3%	18.7%	5.2%	12.4%	6.7%	16.6%	-
Contagion	wc	96	-	11	18	6	12	9	9	4	27	-
	v%	3.7%	-	2.9%	5.1%	3.6%	2.5%	6.4%	2.9%	2.3%	6.3%	-
	h%	100.0%	-	11.5%	18.8%	6.3%	12.5%	9.4%	9.4%	4.2%	28.1%	-
Health/Hygiene reasons	wc	241	11	32	30	13	45	17	20	7	66	-
	v%	9.4%	8.4%	8.2%	8.4%	8.2%	9.3%	13.0%	6.4%	3.9%	15.4%	-
	h%	100.0%	4.6%	13.3%	12.4%	5.4%	18.7%	7.1%	8.3%	2.9%	27.4%	-
Messy in the yard	wc	493	23	101	82	35	60	28	49	30	86	-
	v%	19.2%	18.0%	25.8%	22.8%	21.5%	12.6%	20.5%	15.5%	17.2%	20.1%	-
	h%	100.0%	4.7%	20.5%	16.6%	7.1%	12.2%	5.7%	9.9%	6.1%	17.4%	-
Noisy	wc	160	8	24	15	12	16	17	21	10	38	-
	v%	6.2%	6.4%	6.2%	4.3%	7.3%	3.2%	12.7%	6.5%	5.6%	8.8%	-
	h%	100.0%	5.0%	15.0%	9.4%	7.5%	10.0%	10.6%	13.1%	6.3%	23.8%	-
Prohibited by regulations	wc	184	22	32	9	14	35	5	16	13	37	-
	v%	7.1%	17.7%	8.1%	2.6%	8.5%	7.3%	3.9%	5.0%	7.5%	8.7%	-
	h%	100.0%	12.0%	17.4%	4.9%	7.6%	19.0%	2.7%	8.7%	7.1%	20.1%	-
Not interested in feeding birds	wc	984	26	179	142	57	174	51	111	53	191	-
	v%	38.3%	20.7%	45.8%	39.4%	35.4%	36.1%	37.9%	34.9%	30.7%	44.7%	-
	h%	100.0%	2.6%	18.2%	14.4%	5.8%	17.7%	5.2%	11.3%	5.4%	19.4%	-
I put out seed but didn't get any birds, so I quit	wc	46	1	8	3	2	3	-	14	5	9	-
	v%	1.8%	1.0%	2.1%	0.8%	1.5%	0.7%	-	4.3%	2.7%	2.2%	-
	h%	100.0%	2.2%	17.4%	6.5%	4.3%	6.5%	-	30.4%	10.9%	19.6%	-
Cannot afford to buy wild bird seed	wc	414	20	61	67	22	89	27	50	33	45	-
	v%	16.1%	15.6%	15.5%	18.6%	13.5%	18.5%	20.1%	15.8%	19.2%	10.6%	-
	h%	100.0%	4.8%	14.7%	16.2%	5.3%	21.5%	6.5%	12.1%	8.0%	10.9%	-
Cannot afford to buy wild bird feeders	wc	297	10	43	33	15	74	18	42	19	43	-
	v%	11.5%	8.1%	11.1%	9.1%	9.2%	15.4%	13.3%	13.2%	11.0%	10.0%	-
	h%	100.0%	3.4%	14.5%	11.1%	5.1%	24.9%	6.1%	14.1%	6.4%	14.5%	-
Others in the family do it	wc	47	14	6	6	2	5	3	6	-	5	-
	v%	1.8%	11.0%	1.5%	1.8%	1.0%	1.0%	2.1%	2.0%	-	1.3%	-
	h%	100.0%	29.8%	12.8%	12.8%	4.3%	10.6%	6.4%	12.8%	-	10.6%	-
Other animals get into the seeds and destroy my feeders	wc	256	23	37	44	12	54	19	28	12	27	-
	v%	10.0%	18.6%	9.5%	12.3%	7.3%	11.1%	14.0%	9.0%	6.8%	6.3%	-
	h%	100.0%	9.0%	14.5%	17.2%	4.7%	21.1%	7.4%	10.9%	4.7%	10.5%	-
No time to fill feeders	wc	239	-	24	51	17	72	6	27	5	38	-
	v%	9.3%	-	6.2%	14.0%	10.5%	14.9%	4.6%	8.6%	2.6%	8.8%	-
	h%	100.0%	-	10.0%	21.3%	7.1%	30.1%	2.5%	11.3%	2.1%	15.9%	-
Don't know how to feed birds	wc	209	3	21	16	10	30	12	38	1	79	-
	v%	8.1%	2.1%	5.3%	4.4%	6.0%	6.2%	9.0%	12.0%	0.7%	18.4%	-
	h%	100.0%	1.4%	10.0%	7.7%	4.8%	14.4%	5.7%	18.2%	0.5%	37.8%	-
Other	wc	476	18	63	63	26	94	29	57	46	81	-
	v%	18.5%	13.9%	16.1%	17.5%	15.9%	19.6%	21.7%	17.8%	26.8%	18.9%	-
	h%	100.0%	3.8%	13.2%	13.2%	5.5%	19.7%	6.1%	12.0%	9.7%	17.0%	-
Can't Say/No Answer	wc	14	-	-	-	-	7	-	4	2	-	-
	v%	0.5%	-	-	-	-	1.5%	-	1.3%	1.3%	-	-
	h%	100.0%	-	-	-	-	50.0%	-	28.6%	14.3%	-	-
TOTAL who have not fed wild birds in last 12 months:	wc	2573	126	391	361	161	482	134	318	172	428	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	4.9%	15.2%	14.0%	6.3%	18.7%	5.2%	12.4%	6.7%	16.6%	-

Wild Bird Seed - April 2006

Bought Bird Seed in last 3 months by Gender

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Gender Of Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	1644	236	1343	65
(popn. '000)	wc	3712	597	2975	140
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS					
Yes	wc	833	124	650	58
	v%	22.4%	20.8%	21.9%	41.8%
	h%	100.0%	14.9%	78.0%	7.0%
No	wc	2877	473	2322	81
	v%	77.5%	79.2%	78.1%	58.2%
	h%	100.0%	16.4%	80.7%	2.8%
Can't Say/No Answer	wc	2	-	2	-
	v%	0.1%	-	0.1%	-
	h%	100.0%	-	100.0%	-

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Wild Bird Seed - April 2006

Bought Bird Seed in last 3 months by Age

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	1644	199	533	569	343	-
(popn. '000)	wc	3712	778	1219	1068	647	-
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS							
Yes	wc	833	104	248	248	232	-
	v%	22.4%	13.4%	20.4%	23.2%	35.9%	-
	h%	100.0%	12.5%	29.8%	29.8%	27.9%	-
No	wc	2877	674	970	818	415	-
	v%	77.5%	86.6%	79.6%	76.6%	64.1%	-
	h%	100.0%	23.4%	33.7%	28.4%	14.4%	-
Can't Say/No Answer	wc	2	-	-	2	-	-
	v%	0.1%	-	-	0.2%	-	-
	h%	100.0%	-	-	100.0%	-	-

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Wild Bird Seed - April 2006

Bought Bird Seed in last 3 months by Education

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		TOTAL	Elementary	Education High school	College	No answer
(unweighted)	uc	1644	18	675	942	9
(popn. '000)	wc	3712	37	1236	2418	21
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS						
Yes	wc	833	5	353	467	8
	v%	22.4%	12.8%	28.6%	19.3%	39.5%
	h%	100.0%	0.6%	42.4%	56.1%	1.0%
No	wc	2877	32	881	1951	13
	v%	77.5%	87.2%	71.3%	80.7%	60.5%
	h%	100.0%	1.1%	30.6%	67.8%	0.5%
Can't Say/No Answer	wc	2	-	2	-	-
	v%	0.1%	-	0.2%	-	-
	h%	100.0%	-	100.0%	-	-

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Wild Bird Seed - April 2006

Bought Bird Seed in last 3 months by Family Size

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Size Of Family							
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people	No answer
(unweighted)	uc	1644	463	635	241	202	61	42	-
(popn. '000)	wc	3712	962	1372	550	532	170	126	-
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS									
Yes	wc	833	228	342	146	82	16	19	-
	v%	22.4%	23.7%	24.9%	26.6%	15.4%	9.6%	14.9%	-
	h%	100.0%	27.4%	41.1%	17.5%	9.8%	1.9%	2.3%	-
No	wc	2877	734	1028	404	450	153	107	-
	v%	77.5%	76.3%	74.9%	73.4%	84.6%	90.4%	85.1%	-
	h%	100.0%	25.5%	35.7%	14.0%	15.6%	5.3%	3.7%	-
Can't Say/No Answer	wc	2	-	2	-	-	-	-	-
	v%	0.1%	-	0.1%	-	-	-	-	-
	h%	100.0%	-	100.0%	-	-	-	-	-

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Wild Bird Seed - April 2006

Bought Bird Seed in last 3 months by Income

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		TOTAL	Income - Summary					No answer
			Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	
(unweighted)	uc	1644	297	283	429	422	192	21
(popn. '000)	wc	3712	612	492	668	1011	882	48
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS								
Yes	wc	833	154	116	148	239	160	16
	v%	22.4%	25.2%	23.6%	22.2%	23.6%	18.1%	33.3%
	h%	100.0%	18.5%	13.9%	17.8%	28.7%	19.2%	1.9%
No	wc	2877	455	376	519	772	722	32
	v%	77.5%	74.5%	76.4%	77.8%	76.4%	81.9%	66.7%
	h%	100.0%	15.8%	13.1%	18.0%	26.8%	25.1%	1.1%
Can't Say/No Answer	wc	2	2	-	-	-	-	-
	v%	0.1%	0.3%	-	-	-	-	-
	h%	100.0%	100.0%	-	-	-	-	-

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Bought Bird Seed in last 3 months by Income & Age

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Income & Age of Homemaker											
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+	No Answer Income
(unweighted)	uc	1644	210	87	219	64	328	101	374	48	159	33	21
	wc	3712	451	160	398	94	533	135	907	105	749	133	48
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS													
Yes	wc	833	99	55	87	29	93	55	199	40	117	43	16
	v%	22.4%	21.9%	34.5%	21.8%	31.1%	17.4%	41.1%	21.9%	38.3%	15.6%	32.4%	33.3%
	h%	100.0%	11.9%	6.6%	10.4%	3.5%	11.2%	6.6%	23.9%	4.8%	14.0%	5.2%	1.9%
No	wc	2877	350	105	311	65	440	79	708	64	632	90	32
	v%	77.5%	77.6%	65.5%	78.2%	68.9%	82.6%	58.9%	78.1%	61.7%	84.4%	67.6%	66.7%
	h%	100.0%	12.2%	3.6%	10.8%	2.3%	15.3%	2.7%	24.6%	2.2%	22.0%	3.1%	1.1%
Can't Say/No Answer	wc	2	2	-	-	-	-	-	-	-	-	-	-
	v%	0.1%	0.5%	-	-	-	-	-	-	-	-	-	-
	h%	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-

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Bought Bird Seed in last 3 months by Occupation

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)
No ranking

		Occupation														
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/ Mechanic	Operative/ Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker	
(unweighted)	uc	1644	172	260	58	140	630	168	143	78	182	4	575	215	224	
(popn. '000)	wc	3712	559	686	135	296	1677	327	236	148	416	8	1134	434	466	
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS																
Yes	wc	833	93	158	30	44	325	102	57	28	87	3	278	101	129	
	v%	22.4%	16.7%	23.0%	22.0%	15.0%	19.4%	31.2%	24.4%	19.0%	21.0%	39.7%	24.5%	23.3%	27.6%	
	h%	100.0%	11.2%	19.0%	3.6%	5.3%	39.0%	12.2%	6.8%	3.4%	10.4%	0.4%	33.4%	12.1%	15.5%	
No	wc	2877	466	528	106	252	1352	225	176	120	328	5	854	333	337	
	v%	77.5%	83.3%	77.0%	78.0%	85.0%	80.6%	68.8%	74.8%	81.0%	79.0%	60.3%	75.3%	76.7%	72.4%	
	h%	100.0%	16.2%	18.4%	3.7%	8.8%	47.0%	7.8%	6.1%	4.2%	11.4%	0.2%	29.7%	11.6%	11.7%	
Can't Say/No Answer	wc	2	-	-	-	-	-	-	2	-	-	-	2	-	-	
	v%	0.1%	-	-	-	-	-	-	0.9%	-	-	-	0.2%	-	-	
	h%	100.0%	-	-	-	-	-	-	100.0%	-	-	-	100.0%	-	-	

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Bought Bird Seed in last 3 months by Region

"Q4. In the last 3 months have you bought wild bird seed to feed to wild birds?"

Filter: All cases

(popn. '000)

No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	1644	71	314	335	155	252	90	152	106	169	-
(popn. '000)	wc	3712	206	551	611	261	682	198	439	224	541	-
BOUGHT WILD BIRD SEED IN THE LAST 3 MONTHS												
Yes	wc	833	59	121	162	67	161	52	88	41	83	-
	v%	22.4%	28.7%	22.0%	26.6%	25.5%	23.5%	26.3%	19.9%	18.2%	15.4%	-
	h%	100.0%	7.1%	14.5%	19.4%	8.0%	19.3%	6.2%	10.6%	4.9%	10.0%	-
No	wc	2877	147	430	448	194	522	146	352	181	458	-
	v%	77.5%	71.3%	78.0%	73.4%	74.5%	76.5%	73.7%	80.1%	80.8%	84.6%	-
	h%	100.0%	5.1%	14.9%	15.6%	6.7%	18.1%	5.1%	12.2%	6.3%	15.9%	-
Can't Say/No Answer	wc	2	-	-	-	-	-	-	-	2	-	-
	v%	0.1%	-	-	-	-	-	-	-	0.9%	-	-
	h%	100.0%	-	-	-	-	-	-	-	100.0%	-	-

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Wild Bird Seed - April 2006

Bought Amount Bought in last 12 months by Gender

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Gender Of Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	462	62	371	29
(popn. '000)	wc	833	124	650	58
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO					
TOTAL who have bought wild bird feed in the last 3 months					
	wc	833	124	650	58
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	14.9%	78.0%	7.0%
Same					
	wc	524	70	413	41
	v%	62.9%	56.4%	63.5%	70.0%
	h%	100.0%	13.4%	78.8%	7.8%
More					
	wc	233	42	183	7
	v%	27.9%	33.9%	28.2%	12.7%
	h%	100.0%	18.0%	78.5%	3.0%
Less					
	wc	75	12	53	10
	v%	9.0%	9.6%	8.1%	17.3%
	h%	100.0%	16.0%	70.7%	13.3%
Can't Say/No Answer					
	wc	2	-	2	-
	v%	0.2%	-	0.3%	-
	h%	100.0%	-	100.0%	-
TOTAL who have bought wild bird feed in the last 3 months					
	wc	833	124	650	58
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	14.9%	78.0%	7.0%

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Amount Buy by Gender

Wild Bird Seed - April 2006

Bought Amount Bought in last 12 months by Age

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	462	34	140	155	133	-
(popn. '000)	wc	833	104	248	248	232	-
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO							
TOTAL who have bought wild bird feed in the last 3 months							
	wc	833	104	248	248	232	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	12.5%	29.8%	29.8%	27.9%	-
Same							
	wc	524	51	138	165	170	-
	v%	62.9%	49.2%	55.4%	66.6%	73.1%	-
	h%	100.0%	9.7%	26.3%	31.5%	32.4%	-
More							
	wc	233	53	77	58	45	-
	v%	27.9%	50.8%	30.9%	23.3%	19.5%	-
	h%	100.0%	22.7%	33.0%	24.9%	19.3%	-
Less							
	wc	75	-	34	25	15	-
	v%	9.0%	-	13.7%	10.2%	6.7%	-
	h%	100.0%	-	45.3%	33.3%	20.0%	-
Can't Say/No Answer							
	wc	2	-	-	-	2	-
	v%	0.2%	-	-	-	0.8%	-
	h%	100.0%	-	-	-	100.0%	-
TOTAL who have bought wild bird feed in the last 3 months							
	wc	833	104	248	248	232	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	12.5%	29.8%	29.8%	27.9%	-

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Amount Buy by Age

Wild Bird Seed - April 2006

Bought Amount Bought in last 12 months by Education

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Education				
		TOTAL	Elementary	High school	College	No answer
(unweighted)	uc	462	3	220	235	4
(popn. '000)	wc	833	5	353	467	8
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO						
TOTAL who have bought wild bird feed in the last 3 months						
	wc	833	5	353	467	8
	v%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	0.6%	42.4%	56.1%	1.0%
Same						
	wc	524	1	224	293	7
	v%	62.9%	15.2%	63.4%	62.6%	79.4%
	h%	100.0%	0.2%	42.7%	55.9%	1.3%
More						
	wc	233	4	88	139	2
	v%	27.9%	84.8%	25.0%	29.7%	20.6%
	h%	100.0%	1.7%	37.8%	59.7%	0.9%
Less						
	wc	75	-	41	34	-
	v%	9.0%	-	11.5%	7.3%	-
	h%	100.0%	-	54.7%	45.3%	-
Can't Say/No Answer						
	wc	2	-	-	2	-
	v%	0.2%	-	-	0.4%	-
	h%	100.0%	-	-	100.0%	-
TOTAL who have bought wild bird feed in the last 3 months						
	wc	833	5	353	467	8
	v%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	0.6%	42.4%	56.1%	1.0%

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Amount Buy by Education

Bought Amount Bought in last 12 months by Family Size

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Size Of Family							
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people	No answer
(unweighted)	uc	462	125	202	73	44	9	9	-
(popn. '000)	wc	833	228	342	146	82	16	19	-
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO									
TOTAL who have bought wild bird feed in the last 3 months									
	wc	833	228	342	146	82	16	19	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	27.4%	41.1%	17.5%	9.8%	1.9%	2.3%	-
Same									
	wc	524	145	213	95	50	9	11	-
	v%	62.9%	63.8%	62.3%	65.1%	61.0%	55.0%	58.3%	-
	h%	100.0%	27.7%	40.6%	18.1%	9.5%	1.7%	2.1%	-
More									
	wc	233	51	98	45	26	4	8	-
	v%	27.9%	22.5%	28.8%	30.9%	32.1%	23.0%	41.7%	-
	h%	100.0%	21.9%	42.1%	19.3%	11.2%	1.7%	3.4%	-
Less									
	wc	75	29	30	6	6	4	-	-
	v%	9.0%	12.9%	8.9%	4.0%	6.8%	22.0%	-	-
	h%	100.0%	38.7%	40.0%	8.0%	8.0%	5.3%	-	-
Can't Say/No Answer									
	wc	2	2	-	-	-	-	-	-
	v%	0.2%	0.8%	-	-	-	-	-	-
	h%	100.0%	100.0%	-	-	-	-	-	-
TOTAL who have bought wild bird feed in the last 3 months									
	wc	833	228	342	146	82	16	19	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	27.4%	41.1%	17.5%	9.8%	1.9%	2.3%	-

Bought Amount Bought in last 12 months by Income

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		TOTAL	Income - Summary					No answer
			Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	
(unweighted)	uc	462	87	84	123	118	42	8
(popn. '000)	wc	833	154	116	148	239	160	16
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO								
TOTAL who have bought wild bird feed in the last 3 months								
	wc	833	154	116	148	239	160	16
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	18.5%	13.9%	17.8%	28.7%	19.2%	1.9%
Same								
	wc	524	93	72	108	152	86	13
	v%	62.9%	60.2%	61.7%	73.0%	63.5%	54.0%	81.5%
	h%	100.0%	17.7%	13.7%	20.6%	29.0%	16.4%	2.5%
More								
	wc	233	47	30	33	65	56	2
	v%	27.9%	30.7%	25.9%	22.1%	27.2%	34.9%	10.6%
	h%	100.0%	20.2%	12.9%	14.2%	27.9%	24.0%	0.9%
Less								
	wc	75	14	14	5	22	18	1
	v%	9.0%	9.0%	12.3%	3.7%	9.3%	11.0%	7.9%
	h%	100.0%	18.7%	18.7%	6.7%	29.3%	24.0%	1.3%
Can't Say/No Answer								
	wc	2	-	-	2	-	-	-
	v%	0.2%	-	-	1.2%	-	-	-
	h%	100.0%	-	-	100.0%	-	-	-
TOTAL who have bought wild bird feed in the last 3 months								
	wc	833	154	116	148	239	160	16
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	18.5%	13.9%	17.8%	28.7%	19.2%	1.9%

Wild Bird Seed - April 2006

Bought Amount Bought in last 12 months by Income & Age

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Income & Age of Homemaker											
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+	No Answer Income
(unweighted)	uc	462	56	31	63	21	79	44	97	21	31	11	8
(popn. '000)	wc	833	99	55	87	29	93	55	199	40	117	43	16
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO													
TOTAL who have bought wild bird feed in the last 3 months													
	wc	833	99	55	87	29	93	55	199	40	117	43	16
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	11.9%	6.6%	10.4%	3.5%	11.2%	6.6%	23.9%	4.8%	14.0%	5.2%	1.9%
Same													
	wc	524	56	37	56	15	62	47	121	31	53	34	13
	v%	62.9%	56.4%	67.1%	64.9%	52.3%	66.5%	84.1%	60.8%	76.6%	45.0%	78.5%	81.5%
	h%	100.0%	10.7%	7.1%	10.7%	2.9%	11.8%	9.0%	23.1%	5.9%	10.1%	6.5%	2.5%
More													
	wc	233	34	13	18	12	26	7	58	8	52	4	2
	v%	27.9%	34.2%	24.4%	21.3%	39.6%	27.7%	12.6%	28.9%	18.9%	44.4%	9.1%	10.6%
	h%	100.0%	14.6%	5.6%	7.7%	5.2%	11.2%	3.0%	24.9%	3.4%	22.3%	1.7%	0.9%
Less													
	wc	75	9	5	12	2	5	-	20	2	12	5	1
	v%	9.0%	9.3%	8.5%	13.8%	8.1%	5.8%	-	10.2%	4.5%	10.6%	12.4%	7.9%
	h%	100.0%	12.0%	6.7%	16.0%	2.7%	6.7%	-	26.7%	2.7%	16.0%	6.7%	1.3%
Can't Say/No Answer													
	wc	2	-	-	-	-	-	2	-	-	-	-	-
	v%	0.2%	-	-	-	-	-	3.3%	-	-	-	-	-
	h%	100.0%	-	-	-	-	-	100.0%	-	-	-	-	-
TOTAL who have bought wild bird feed in the last 3 months													
	wc	833	99	55	87	29	93	55	199	40	117	43	16
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	11.9%	6.6%	10.4%	3.5%	11.2%	6.6%	23.9%	4.8%	14.0%	5.2%	1.9%

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Wild Bird Seed - April 2006

Bought Amount Bought in last 12 months by Occupation

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Occupation													
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/ Mechanic	Operative/ Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker
(unweighted)	uc	462	42	72	15	25	154	62	41	20	43	2	168	65	75
(popn. '000)	wc	833	93	158	30	44	325	102	57	28	87	3	278	101	129
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO															
TOTAL who have bought wild bird feed in the last 3 months															
	wc	833	93	158	30	44	325	102	57	28	87	3	278	101	129
	v%	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%
	h%	100.0%	11.2%	19.0%	3.6%	5.3%	39.0%	12.2%	6.8%	3.4%	10.4%	0.4%	33.4%	12.1%	15.5%
Same															
	wc	524	54	98	17	30	199	62	35	21	53	3	174	69	82
	v%	62.9%	57.8%	62.0%	58.7%	66.5%	61.1%	60.7%	60.1%	74.8%	60.8%	100.0%	62.5%	68.1%	64.0%
	h%	100.0%	10.3%	18.7%	3.2%	5.7%	38.0%	11.8%	6.7%	4.0%	10.1%	0.6%	33.2%	13.2%	15.6%
More															
	wc	233	32	42	12	12	99	29	21	2	25	-	76	23	35
	v%	27.9%	34.7%	26.7%	41.3%	27.8%	30.5%	28.1%	35.7%	7.4%	28.6%	-	27.4%	22.4%	27.0%
	h%	100.0%	13.7%	18.0%	5.2%	5.2%	42.5%	12.4%	9.0%	0.9%	10.7%	-	32.6%	9.9%	15.0%
Less															
	wc	75	7	18	-	1	25	11	2	5	9	-	28	10	12
	v%	9.0%	7.4%	11.3%	-	1.5%	7.8%	11.2%	4.2%	17.7%	10.6%	-	10.1%	9.5%	9.0%
	h%	100.0%	9.3%	24.0%	-	1.3%	33.3%	14.7%	2.7%	6.7%	12.0%	-	37.3%	13.3%	16.0%
Can't Say/No Answer															
	wc	2	-	-	-	2	2	-	-	-	-	-	-	-	-
	v%	0.2%	-	-	-	4.1%	0.6%	-	-	-	-	-	-	-	-
	h%	100.0%	-	-	-	100.0%	100.0%	-	-	-	-	-	-	-	-
TOTAL who have bought wild bird feed in the last 3 months															
	wc	833	93	158	30	44	325	102	57	28	87	3	278	101	129
	v%	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%
	h%	100.0%	11.2%	19.0%	3.6%	5.3%	39.0%	12.2%	6.8%	3.4%	10.4%	0.4%	33.4%	12.1%	15.5%

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Bought Amount Bought in last 12 months by Region

"Q5. If Yes, do you feel you are purchasing the same, more or less bird feed now compared with 12 months ago?"

Filter: Yes

(popn. '000)

No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	462	22	89	107	44	78	30	37	21	34	-
(popn. '000)	wc	833	59	121	162	67	161	52	88	41	83	-
AMOUNT PURCHASED COMPARED TO 12 MONTHS AGO												
TOTAL who have bought wild bird feed in the last 3 months												
	wc	833	59	121	162	67	161	52	88	41	83	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	7.1%	14.5%	19.4%	8.0%	19.3%	6.2%	10.6%	4.9%	10.0%	-
Same												
	wc	524	39	73	110	42	103	31	41	28	57	-
	v%	62.9%	66.9%	60.2%	68.0%	62.5%	64.0%	59.7%	47.3%	67.4%	68.1%	-
	h%	100.0%	7.4%	13.9%	21.0%	8.0%	19.7%	5.9%	7.8%	5.3%	10.9%	-
More												
	wc	233	16	35	36	18	40	18	39	11	21	-
	v%	27.9%	27.2%	28.8%	21.9%	26.4%	24.8%	34.2%	44.7%	25.7%	25.8%	-
	h%	100.0%	6.9%	15.0%	15.5%	7.7%	17.2%	7.7%	16.7%	4.7%	9.0%	-
Less												
	wc	75	3	13	16	7	18	3	7	3	3	-
	v%	9.0%	5.9%	11.0%	10.1%	11.0%	11.2%	6.2%	8.0%	6.8%	3.8%	-
	h%	100.0%	4.0%	17.3%	21.3%	9.3%	24.0%	4.0%	9.3%	4.0%	4.0%	-
Can't Say/No Answer												
	wc	2	-	-	-	-	-	-	-	-	2	-
	v%	0.2%	-	-	-	-	-	-	-	-	2.2%	-
	h%	100.0%	-	-	-	-	-	-	-	-	100.0%	-
TOTAL who have bought wild bird feed in the last 3 months												
	wc	833	59	121	162	67	161	52	88	41	83	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	7.1%	14.5%	19.4%	8.0%	19.3%	6.2%	10.6%	4.9%	10.0%	-

Wild Bird Seed - April 2006
Reason Purchase less now by Gender
Q6. If less, Why?

Filter: Less

(popn. '000)

No ranking

		Gender Of Homemaker			
		TOTAL	Male	Female	No answer
(unweighted)	uc	40	6	29	5
	wc	75	12	53	10
	h%	100.0%	16.0%	70.5%	13.5%
REASONS FOR PURCHASING LESS BIRD SEED NOW					
TOTAL who buy less bird seed now compared to 12 months ago					
	wc	75	12	53	10
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	16.0%	70.5%	13.5%
Contagion	wc	-	-	-	-
	v%	-	-	-	-
	h%	-	-	-	-
Cost	wc	29	4	23	1
	v%	38.2%	35.9%	44.6%	7.6%
	h%	100.0%	15.0%	82.3%	2.7%
Relocated	wc	12	-	12	-
	v%	16.3%	-	23.2%	-
	h%	100.0%	-	100.0%	-
Less space available now	wc	2	-	2	-
	v%	2.0%	-	2.9%	-
	h%	100.0%	-	100.0%	-
Don't have time	wc	10	1	6	3
	v%	13.2%	7.5%	11.3%	30.0%
	h%	100.0%	9.1%	60.2%	30.7%
Too messy	wc	2	-	2	-
	v%	2.6%	-	3.6%	-
	h%	100.0%	-	100.0%	-
Too noisy	wc	-	-	-	-
	v%	-	-	-	-
	h%	-	-	-	-
Wrong season	wc	2	-	1	1
	v%	3.0%	-	2.2%	10.5%
	h%	100.0%	-	52.3%	47.7%
Birds aren't eating at my feeders	wc	12	1	8	3
	v%	15.8%	12.2%	14.5%	26.4%
	h%	100.0%	12.4%	64.9%	22.7%
Other	wc	27	5	15	6
	v%	35.6%	44.4%	29.0%	59.5%
	h%	100.0%	20.0%	57.4%	22.6%
Can't Say/No Answer	wc	-	-	-	-
	v%	-	-	-	-
	h%	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago					
	wc	75	12	53	10
	v%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	16.0%	70.5%	13.5%

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If less Why by Gender

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		Age Of Homemaker					
		TOTAL	Under 35	35-49	50-64	65 or over	No answer
(unweighted)	uc	40	-	17	15	8	-
(popn. '000)	wc	75	-	34	25	15	-
	h%	100.0%	-	45.6%	33.7%	20.7%	-
REASONS FOR PURCHASING LESS BIRD SEED NOW							
TOTAL who buy less bird seed now compared to 12 months ago							
	wc	75	-	34	25	15	-
	v%	100.0%	-	100.0%	100.0%	100.0%	-
	h%	100.0%	-	45.6%	33.7%	20.7%	-
Contagion	wc	-	-	-	-	-	-
	v%	-	-	-	-	-	-
	h%	-	-	-	-	-	-
Cost	wc	29	-	17	10	1	-
	v%	38.2%	-	49.7%	41.2%	7.9%	-
	h%	100.0%	-	59.3%	36.4%	4.3%	-
Relocated	wc	12	-	4	3	5	-
	v%	16.3%	-	12.3%	10.7%	34.4%	-
	h%	100.0%	-	34.2%	22.2%	43.6%	-
Less space available now	wc	2	-	-	2	-	-
	v%	2.0%	-	-	6.1%	-	-
	h%	100.0%	-	-	100.0%	-	-
Don't have time	wc	10	-	7	2	1	-
	v%	13.2%	-	20.4%	6.5%	8.4%	-
	h%	100.0%	-	70.2%	16.7%	13.1%	-
Too messy	wc	2	-	-	2	-	-
	v%	2.6%	-	-	7.6%	-	-
	h%	100.0%	-	-	100.0%	-	-
Too noisy	wc	-	-	-	-	-	-
	v%	-	-	-	-	-	-
	h%	-	-	-	-	-	-
Wrong season	wc	2	-	-	1	1	-
	v%	3.0%	-	-	4.6%	6.9%	-
	h%	100.0%	-	-	52.3%	47.7%	-
Birds aren't eating at my feeders	wc	12	-	4	4	4	-
	v%	15.8%	-	11.0%	14.1%	29.0%	-
	h%	100.0%	-	31.8%	30.2%	38.1%	-
Other	wc	27	-	11	9	7	-
	v%	35.6%	-	31.9%	36.3%	42.4%	-
	h%	100.0%	-	40.9%	34.4%	24.6%	-
Can't Say/No Answer	wc	-	-	-	-	-	-
	v%	-	-	-	-	-	-
	h%	-	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago							
	wc	75	-	34	25	15	-
	v%	100.0%	-	100.0%	100.0%	100.0%	-
	h%	100.0%	-	45.6%	33.7%	20.7%	-

Wild Bird Seed - April 2006
Reason Purchase less now by Education
"Q6. If less, Why?"

Filter: Less

(popn. '000)

No ranking

		Education				
		TOTAL	Elementary	High school	College	No answer
(unweighted)	uc	40	-	23	17	-
(popn. '000)	wc	75	-	41	34	-
	h%	100.0%	-	54.5%	45.5%	-
REASONS FOR PURCHASING LESS BIRD SEED NOW						
TOTAL who buy less bird seed now compared to 12 months ago						
	wc	75	-	41	34	-
	v%	100.0%	-	100.0%	100.0%	-
	h%	100.0%	-	54.5%	45.5%	-
Contagion	wc	-	-	-	-	-
	v%	-	-	-	-	-
	h%	-	-	-	-	-
Cost	wc	29	-	9	20	-
	v%	38.2%	-	21.3%	58.4%	-
	h%	100.0%	-	30.4%	69.6%	-
Relocated	wc	12	-	8	4	-
	v%	16.3%	-	19.7%	12.3%	-
	h%	100.0%	-	65.8%	34.2%	-
Less space available now	wc	2	-	2	-	-
	v%	2.0%	-	3.8%	-	-
	h%	100.0%	-	100.0%	-	-
Don't have time	wc	10	-	10	-	-
	v%	13.2%	-	24.3%	-	-
	h%	100.0%	-	100.0%	-	-
Too messy	wc	2	-	2	-	-
	v%	2.6%	-	4.7%	-	-
	h%	100.0%	-	100.0%	-	-
Too noisy	wc	-	-	-	-	-
	v%	-	-	-	-	-
	h%	-	-	-	-	-
Wrong season	wc	2	-	2	-	-
	v%	3.0%	-	5.5%	-	-
	h%	100.0%	-	100.0%	-	-
Birds aren't eating at my feeders	wc	12	-	6	6	-
	v%	15.8%	-	14.7%	17.0%	-
	h%	100.0%	-	50.8%	49.2%	-
Other	wc	27	-	12	15	-
	v%	35.6%	-	29.5%	42.9%	-
	h%	100.0%	-	45.1%	54.9%	-
Can't Say/No Answer	wc	-	-	-	-	-
	v%	-	-	-	-	-
	h%	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago						
	wc	75	-	41	34	-
	v%	100.0%	-	100.0%	100.0%	-
	h%	100.0%	-	54.5%	45.5%	-

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If less Why by Education

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		Size Of Family								
		TOTAL	One Person	Two people	Three people	Four people	Five people	Six or more people	No answer	
(unweighted)	uc	40	17	16	4	2	1	-	-	
(popn. '000)	wc	75	29	30	6	6	4	-	-	
	h%	100.0%	39.2%	40.6%	7.8%	7.5%	4.8%	-	-	
REASONS FOR PURCHASING LESS BIRD SEED NOW										
TOTAL who buy less bird seed now compared to 12 months ago										
	wc	75	29	30	6	6	4	-	-	
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	
	h%	100.0%	39.2%	40.6%	7.8%	7.5%	4.8%	-	-	
Contagion										
	wc	-	-	-	-	-	-	-	-	
	v%	-	-	-	-	-	-	-	-	
	h%	-	-	-	-	-	-	-	-	
Cost										
	wc	29	12	12	2	3	-	-	-	
	v%	38.2%	39.7%	38.6%	28.8%	62.2%	-	-	-	
	h%	100.0%	40.8%	41.1%	5.9%	12.2%	-	-	-	
Relocated										
	wc	12	1	10	1	-	-	-	-	
	v%	16.3%	2.7%	34.4%	17.0%	-	-	-	-	
	h%	100.0%	6.4%	85.5%	8.1%	-	-	-	-	
Less space available now										
	wc	2	1	1	-	-	-	-	-	
	v%	2.0%	2.7%	2.5%	-	-	-	-	-	
	h%	100.0%	51.0%	49.0%	-	-	-	-	-	
Don't have time										
	wc	10	5	3	-	2	-	-	-	
	v%	13.2%	17.9%	8.4%	-	37.8%	-	-	-	
	h%	100.0%	52.9%	25.7%	-	21.4%	-	-	-	
Too messy										
	wc	2	-	2	-	-	-	-	-	
	v%	2.6%	-	6.3%	-	-	-	-	-	
	h%	100.0%	-	100.0%	-	-	-	-	-	
Too noisy										
	wc	-	-	-	-	-	-	-	-	
	v%	-	-	-	-	-	-	-	-	
	h%	-	-	-	-	-	-	-	-	
Wrong season										
	wc	2	-	2	-	-	-	-	-	
	v%	3.0%	-	7.3%	-	-	-	-	-	
	h%	100.0%	-	100.0%	-	-	-	-	-	
Birds aren't eating at my feeders										
	wc	12	6	4	1	-	-	-	-	
	v%	15.8%	22.1%	12.6%	25.0%	-	-	-	-	
	h%	100.0%	55.0%	32.6%	12.4%	-	-	-	-	
Other										
	wc	27	16	6	2	-	4	-	-	
	v%	35.6%	53.1%	18.8%	29.3%	-	100.0%	-	-	
	h%	100.0%	58.5%	21.5%	6.4%	-	13.5%	-	-	
Can't Say/No Answer										
	wc	-	-	-	-	-	-	-	-	
	v%	-	-	-	-	-	-	-	-	
	h%	-	-	-	-	-	-	-	-	
TOTAL who buy less bird seed now compared to 12 months ago										
	wc	75	29	30	6	6	4	-	-	
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	
	h%	100.0%	39.2%	40.6%	7.8%	7.5%	4.8%	-	-	

Wild Bird Seed - April 2006
Reason Purchase less now by Income
"Q6. If less, Why?"
Filter: Less

(popn. '000)
No ranking

		TOTAL	Under \$15,000	\$15,000 - \$24,999	Income - Summary \$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000 or more	No answer
(unweighted)	uc	40	10	10	4	10	5	1
(popn. '000)	wc	75	14	14	5	22	18	1
	h%	100.0%	18.7%	19.1%	7.3%	29.7%	23.6%	1.7%
REASONS FOR PURCHASING LESS BIRD SEED NOW								
TOTAL who buy less bird seed now compared to 12 months ago								
	wc	75	14	14	5	22	18	1
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	18.7%	19.1%	7.3%	29.7%	23.6%	1.7%
Contagion								
	wc	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-
Cost								
	wc	29	3	7	-	15	3	-
	v%	38.2%	20.7%	48.9%	-	69.3%	18.7%	-
	h%	100.0%	10.1%	24.5%	-	53.8%	11.6%	-
Relocated								
	wc	12	3	-	-	4	5	-
	v%	16.3%	19.4%	-	-	18.9%	30.1%	-
	h%	100.0%	22.2%	-	-	34.2%	43.6%	-
Less space available now								
	wc	2	1	1	-	-	-	-
	v%	2.0%	5.6%	5.2%	-	-	-	-
	h%	100.0%	51.0%	49.0%	-	-	-	-
Don't have time								
	wc	10	4	2	2	-	2	-
	v%	13.2%	28.3%	14.3%	39.1%	-	10.1%	-
	h%	100.0%	39.8%	20.7%	21.4%	-	18.1%	-
Too messy								
	wc	2	-	1	1	-	-	-
	v%	2.6%	-	5.2%	21.4%	-	-	-
	h%	100.0%	-	39.3%	60.7%	-	-	-
Too noisy								
	wc	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-
Wrong season								
	wc	2	-	1	1	-	-	-
	v%	3.0%	-	7.4%	21.4%	-	-	-
	h%	100.0%	-	47.7%	52.3%	-	-	-
Birds aren't eating at my feeders								
	wc	12	3	2	1	6	-	-
	v%	15.8%	18.2%	12.8%	26.9%	26.8%	-	-
	h%	100.0%	21.6%	15.5%	12.4%	50.5%	-	-
Other								
	wc	27	5	4	1	8	7	1
	v%	35.6%	36.7%	29.3%	12.5%	36.5%	41.0%	100.0%
	h%	100.0%	19.3%	15.8%	2.6%	30.4%	27.2%	4.7%
Can't Say/No Answer								
	wc	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago								
	wc	75	14	14	5	22	18	1
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	h%	100.0%	18.7%	19.1%	7.3%	29.7%	23.6%	1.7%

Filter: Less

(popn. '000)
No ranking

		Income & Age of Homemaker										
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+
(unweighted) (popn. '000)	uc	5	2	-	-	-	-	-	2	-	-	1
	wc	12	3	-	-	-	-	-	4	-	-	5
	h%	100.0%	22.2%	-	-	-	-	-	34.2%	-	-	43.6%
REASONS FOR PURCHASING LESS BIRD SEED NOW												
TOTAL who buy less bird seed now compared to 12 months ago												
	wc	12	3	-	-	-	-	-	4	-	-	5
	v%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%
	h%	100.0%	22.2%	-	-	-	-	-	34.2%	-	-	43.6%
Contagion												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Cost												
	wc	3	-	-	-	-	-	-	3	-	-	-
	v%	26.1%	-	-	-	-	-	-	76.3%	-	-	-
	h%	100.0%	-	-	-	-	-	-	100.0%	-	-	-
Relocated												
	wc	12	3	-	-	-	-	-	4	-	-	5
	v%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%
	h%	100.0%	22.2%	-	-	-	-	-	34.2%	-	-	43.6%
Less space available now												
	wc	1	1	-	-	-	-	-	-	-	-	-
	v%	6.4%	28.8%	-	-	-	-	-	-	-	-	-
	h%	100.0%	100.0%	-	-	-	-	-	-	-	-	-
Income & Age of Homemaker												
		TOTAL	Under \$15,000, <65	Under \$15,000, 65+	\$15,000 - \$24,999, <65	\$15,000 - \$24,999, 65+	\$25,000 - \$39,999, <65	\$25,000 - \$39,999, 65+	\$40,000 - \$74,999, <65	\$40,000 - \$74,999, 65+	\$75,000 or more, <65	\$75,000 or more, 65+
Don't have time												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Too messy												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Too noisy												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Wrong season												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Birds aren't eating at my feeders												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Other												
	wc	1	1	-	-	-	-	-	-	-	-	-
	v%	6.4%	28.8%	-	-	-	-	-	-	-	-	-
	h%	100.0%	100.0%	-	-	-	-	-	-	-	-	-
Can't Say/No Answer												
	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago												
	wc	12	3	-	-	-	-	-	4	-	-	5
	v%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%
	h%	100.0%	22.2%	-	-	-	-	-	34.2%	-	-	43.6%

(popn. '000)
No ranking

		Occupation													
		TOTAL	Professional	Manager	Sales Worker	Clerical	TOTAL White Collar	Craftsman/ Mechanic	Operative/ Driver	Laborer	Service Worker	Farm Worker	TOTAL Blue Collar	Other	Retired /Nonworker
(unweighted) (popn. '000)	uc	40	2	6	-	1	9	5	2	4	4	-	15	8	8
	wc	75	7	18	-	1	25	11	2	5	9	-	28	10	12
	h%	100.0%	9.3%	23.9%	-	0.9%	34.1%	15.3%	3.2%	6.7%	12.4%	-	37.7%	12.8%	15.5%
REASONS FOR PURCHASING LESS BIRD SEED NOW															
TOTAL who buy less bird seed now compared to 12 months ago															
	wc	75	7	18	-	1	25	11	2	5	9	-	28	10	12
	v%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%
	h%	100.0%	9.3%	23.9%	-	0.9%	34.1%	15.3%	3.2%	6.7%	12.4%	-	37.7%	12.8%	15.5%
Contagion															
	wc	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cost															
	wc	29	3	2	-	-	6	7	-	2	7	-	16	3	4
	v%	38.2%	47.6%	12.8%	-	-	21.9%	65.1%	-	30.7%	77.2%	-	57.5%	29.2%	34.5%
	h%	100.0%	11.6%	8.0%	-	-	19.6%	26.2%	-	5.4%	25.2%	-	56.7%	9.8%	13.9%
Relocated															
	wc	12	-	5	-	-	5	-	-	2	3	-	5	1	1
	v%	16.3%	-	29.8%	-	-	20.9%	-	-	38.8%	34.3%	-	18.2%	8.2%	8.6%
	h%	100.0%	-	43.6%	-	-	43.6%	-	-	15.8%	26.1%	-	41.9%	6.4%	8.1%
Less space available now															
	wc	2	-	-	-	-	-	-	-	1	-	-	1	1	-
	v%	2.0%	-	-	-	-	-	-	-	15.1%	-	-	2.7%	8.2%	-
	h%	100.0%	-	-	-	-	-	-	-	49.0%	-	-	49.0%	51.0%	-
Don't have time															
	wc	10	-	5	-	-	5	-	-	1	2	-	3	-	2
	v%	13.2%	-	27.1%	-	-	19.0%	-	-	15.1%	22.8%	-	10.2%	-	19.0%
	h%	100.0%	-	48.8%	-	-	48.8%	-	-	7.6%	21.4%	-	29.0%	-	22.2%
Too messy															
	wc	2	-	-	-	-	-	-	-	1	-	-	1	1	-
	v%	2.6%	-	-	-	-	-	-	-	15.1%	-	-	2.7%	12.1%	-
	h%	100.0%	-	-	-	-	-	-	-	39.3%	-	-	39.3%	60.7%	-
Too noisy															
	wc	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wrong season															
	wc	2	-	-	-	-	-	-	-	-	-	-	-	1	1
	v%	3.0%	-	-	-	-	-	-	-	-	-	-	-	12.1%	9.2%
	h%	100.0%	-	-	-	-	-	-	-	-	-	-	-	52.3%	47.7%
Birds aren't eating at my feeders															
	wc	12	-	4	-	-	4	2	2	1	-	-	5	-	3
	v%	15.8%	-	22.9%	-	-	16.1%	16.1%	100.0%	15.5%	-	-	17.8%	-	23.1%
	h%	100.0%	-	34.7%	-	-	34.7%	15.7%	20.3%	6.5%	-	-	42.6%	-	22.7%
Other															
	wc	27	4	8	-	1	12	4	-	-	-	-	4	6	4
	v%	35.6%	52.4%	43.1%	-	100.0%	47.2%	34.9%	-	-	-	-	14.2%	67.7%	35.4%
	h%	100.0%	13.7%	28.9%	-	2.6%	45.2%	15.0%	-	-	-	-	15.0%	24.4%	15.4%
Can't Say/No Answer															
	wc	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago															
	wc	75	7	18	-	1	25	11	2	5	9	-	28	10	12
	v%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%
	h%	100.0%	9.3%	23.9%	-	0.9%	34.1%	15.3%	3.2%	6.7%	12.4%	-	37.7%	12.8%	15.5%

(popn. '000)
No ranking

		Region										
		TOTAL	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	No answer
(unweighted)	uc	40	1	8	11	5	6	1	3	3	2	-
(popn. '000)	wc	75	3	13	16	7	18	3	7	3	3	-
	h%	100.0%	4.7%	17.7%	21.9%	9.8%	24.2%	4.3%	9.4%	3.7%	4.3%	-
REASONS FOR PURCHASING LESS BIRD SEED NOW												
TOTAL who buy less bird seed now compared to 12 months ago												
	wc	75	3	13	16	7	18	3	7	3	3	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	4.7%	17.7%	21.9%	9.8%	24.2%	4.3%	9.4%	3.7%	4.3%	-
Contagion	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Cost	wc	29	3	5	2	1	9	3	4	1	-	-
	v%	38.2%	100.0%	36.8%	13.9%	10.9%	50.6%	100.0%	56.7%	27.5%	-	-
	h%	100.0%	12.2%	17.1%	8.0%	2.8%	32.0%	11.2%	13.9%	2.7%	-	-
Relocated	wc	12	-	2	2	-	9	-	-	-	-	-
	v%	16.3%	-	13.3%	11.8%	-	47.1%	-	-	-	-	-
	h%	100.0%	-	14.5%	15.8%	-	69.7%	-	-	-	-	-
Less space available now	wc	2	-	1	1	-	-	-	-	-	-	-
	v%	2.0%	-	5.9%	4.6%	-	-	-	-	-	-	-
	h%	100.0%	-	51.0%	49.0%	-	-	-	-	-	-	-
Don't have time	wc	10	-	-	2	3	-	-	3	-	2	-
	v%	13.2%	-	-	10.1%	42.0%	-	-	43.3%	-	66.7%	-
	h%	100.0%	-	-	16.7%	31.2%	-	-	30.7%	-	21.4%	-
Too messy	wc	2	-	1	1	-	-	-	-	-	-	-
	v%	2.6%	-	8.7%	4.6%	-	-	-	-	-	-	-
	h%	100.0%	-	60.7%	39.3%	-	-	-	-	-	-	-
Too noisy	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
Wrong season	wc	2	-	1	-	-	-	-	-	-	1	-
	v%	3.0%	-	8.7%	-	-	-	-	-	-	33.3%	-
	h%	100.0%	-	52.3%	-	-	-	-	-	-	47.7%	-
Birds aren't eating at my feeders	wc	12	-	2	5	3	-	-	-	1	1	-
	v%	15.8%	-	13.7%	28.5%	47.1%	-	-	-	27.5%	33.3%	-
	h%	100.0%	-	15.4%	39.7%	29.4%	-	-	-	6.5%	9.0%	-
Other	wc	27	-	7	10	3	4	-	-	2	-	-
	v%	35.6%	-	53.5%	63.5%	47.1%	19.9%	-	-	72.5%	-	-
	h%	100.0%	-	26.7%	39.1%	13.0%	13.5%	-	-	7.6%	-	-
Can't Say/No Answer	wc	-	-	-	-	-	-	-	-	-	-	-
	v%	-	-	-	-	-	-	-	-	-	-	-
	h%	-	-	-	-	-	-	-	-	-	-	-
TOTAL who buy less bird seed now compared to 12 months ago												
	wc	75	3	13	16	7	18	3	7	3	3	-
	v%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-
	h%	100.0%	4.7%	17.7%	21.9%	9.8%	24.2%	4.3%	9.4%	3.7%	4.3%	-