

Market Research Project

Pinteaal

Key Questions

1. Which Bird Watching apps currently exist?

Top 5 Bird Apps of 2020

<https://hobbyhelp.com/bird-watching/best-bird-watching-apps/>

- **iBird Pro Guide To Birds:** Ideal for traveling bird watchers or those birding close to home, this ingenious app includes an interactive field guide that includes virtually every bird species in North America and Europe. The crystal clear, hand-drawn illustrations include views of each bird perched and in flight, and the comprehensive search feature allows users to explore birds by species, flight pattern, size, shape, song, and so much more. The app also includes full-color range maps for easy spotting. With an average rating of 4.5 stars, iBird Pro fans agree that this user-friendly app is a must-have for birders of any skill level. Best of all, this resource is light as a feather and includes enough information to fill 14 traditional field guides.
- **Merlin Bird ID:** “Brought to us by the Cornell Lab of Ornithology, this interactive app is a favorite among birding enthusiasts everywhere. The lab has included bar charts for exploring migration worldwide, and users can use the filter feature to narrow their search based on date and location. Brand new birders love the easy-to-navigate interface for bird sounds and checklists. And we’re particularly impressed by the app’s ratings and reviews. Almost every user gave this resource a 4 or 5-star rating.”
- **Audubon Bird Guide:** “As one of the top resources for bird lovers, Audubon has included everything beginner birders need to get started in a single app. Included are more than 800 bird species. Users can record their sightings and share them with fellow users. Over 2 million bird watchers have downloaded this trusted app. Audubon updates information on a regular basis, meaning the app is always current. Audubon has included more than 8 hours of bird songs and calls.”
- **Peterson’s Birds of North America:** “Peterson has perfected the user experience with this top-rated app. Included are more than 800 bird species, over 700 bird songs, plus 500 photographs of bird eggs and nests. Users can compare similar species on a single screen, making the process quick and simple. The app is easy to browse and completely interactive. Birders can add their own photos, create and share checklists, and record their sightings, making this app an invaluable resource while in the field. Peterson’s app has hand-drawn illustrations and interactive interface and recording features.”
- **Song Sleuth:** “Song Sleuth allows users to record bird sounds around them, then generates possible matches. In addition to bird sound recognition, Song Sleuth includes a built-in field guide that provides loads of information about our fine feathered friends.”

Additional apps include Larkwire, Chirp!, eBird, Bird Journal, Bird Song ID USA, BirdsEye, The Warbler Guide, and Raptor ID

2. How many bird watching stores and bird seed companies exist today?

There are currently 131 bird seed companies over the USA recognized by manta:
https://www.manta.com/mb_35_C003002V_000/bird_food_prepared

These range from small businesses to big corporations.

3. What types of birdseed are there and which are best by region and season in the US?

<https://www.birdsandblooms.com/birding/attracting-birds/feeding-birds/seasonal-tips-attract-birds/>

Birdseed Based on Region and Season:

Spring/Summer:

For seed, using a mix of black-oil sunflower, white millet, and sunflower chips (sunflower seeds without the shells) will cover most of your spring and summer bases. Young and old birds alike will continue to eat your seed mix if it's loaded with black-oil sunflower. Chickadees, house finches, sparrows, cardinals, nuthatches, and more will bring their babies to your seed feeders for a lesson in finding a free lunch.

Fall/Winter:

- Black oil sunflower seed
- Hulled peanuts or peanut hearts
- Nyjer (thistle) seed
- Suet mixes with seeds or fruit
- Peanut butter
- White millet seed

<https://www.allaboutbirds.org/news/types-of-bird-seed-a-quick-guide/>

Types Of Birdseed:

- Sunflower
- Safflower
- Nyjer or thistle
- White proso millet

- Shelled and cracked corn
- Peanuts
- Milo or sorghum
- Golden millet, red millet, flax, and others
- Rapeseed and canary seed

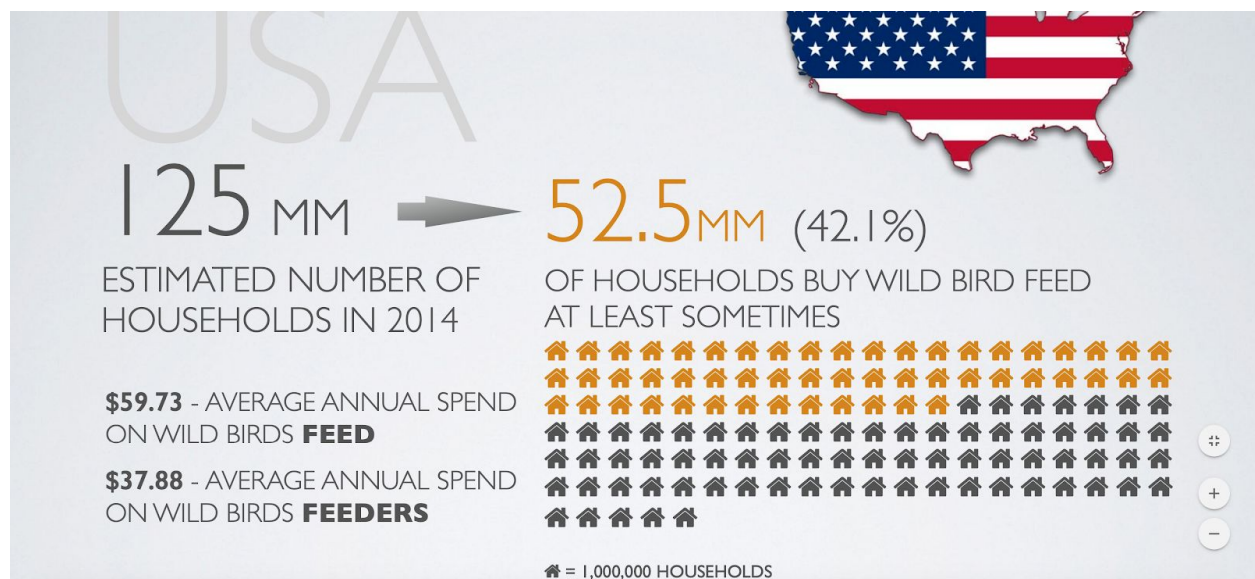
4. What is the spending breakdown of the typical birder/wildlife watcher?

All you need to get started on backyard birding is a field guide, a weather-proof notebook, an easy-to-use birding app. (Optional- Binoculars, can range from \$25-\$300+)

Birdseed is essential and can range from \$6- \$50 depending on what seeds and how much you want.

Additionally, feeders can range from \$5 to \$100 depending on what model or features you want.

2015 Wild Bird Feeding Yearly Research:



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http://www.ectownusa.net/wbfi/docs/2015_WBFI_judy_final.pdf

Best birdseed of 2020:

<https://www.businessinsider.com/best-bird-seed>