

# QUESTIONNAIRE

Please tick the appropriate boxes

## GENERAL

### 1. Why do you feed wild birds in your garden?

- Care for their welfare  
 Like to see the birds  
 Environmental factors  
 Other – State \_\_\_\_\_

### 2. Do you feed all year round?

- Yes  
 No  
 Spring  Summer  
 Autumn  Winter

### 3. How often do you feed the birds?

- Summer  
 Daily  Couple times per week  
 Weekly  Less Often  
 Never  
Winter  
 Daily  Couple times per week  
 Weekly  Less Often  
 Never

### 4. What type of food do you feed?

- Summer  
 Kitchen Scraps / Bread  
 Peanuts  
 Seed Mixes  
 Straight Seeds (Nyjer, Sunflowers)  
 Fat Products (Fat Balls, Suets)  
 Insects  
Winter  
 Kitchen Scraps / Bread  
 Peanuts  
 Seed Mixes  
 Straight Seeds (Nyjer, Sunflowers)  
 Fat Products (Fat Balls, Suets)  
 Insects

### 5. Do you have water available in your garden?

- Yes  
 No

## FOOD

### 6. How much do you spend on average per month?

- Less than £5  £5 - £9  
 £10 - £20  £21 - £30  
 £31 +

### 7. What pack size do you usually purchase?

- 1-2kg  3-9kg  
 10kg-19kg  20kg +

### 8. What Straight Seeds do you buy?

- Peanuts  
 Nyjer Seed  
 Sunflower Seeds  
 Sunflower Hearts  
 Other – State \_\_\_\_\_

### 9. What Seed Mixes do you buy?

- Species Specific – State Robin / Tit / Finch  
 Standard Wild Bird Seed  
 Premium Wild Bird Seed  
 No Mess / No Grow Mix  
 High Energy Mix  
 Ground / Table Mix  
 Other – State \_\_\_\_\_

### 10. Where do you purchase your feed from?

- Independent Pet Store  
 Supermarket – State \_\_\_\_\_  
 High Street Store (Wilkinson's, etc) – State \_\_\_\_\_  
 National Pet Store (Pets at Home, etc) – State \_\_\_\_\_  
 Market  
 Other – State \_\_\_\_\_

### 11. What Brand do you usually buy?

- Nature's Feast  Bucktons  
 CJ Wild Life  RSPB  
 Haiths  
 Unbranded (clear bag / loose seed)  
 Store branded – State \_\_\_\_\_  
 Other – State \_\_\_\_\_  
 Unknown

### 12. What influences your purchase?

- Brand  
 Product Quality  
 Price  
 Convenience  
 Information on Packaging  
 Celebrity Endorsement  
 Other – State \_\_\_\_\_

## FEEDERS

### 13. When feeding birds, what feeding method do you use?

- Ground Feeding  
 Table Feeding  
 Hanging Feeders  
 Other – State \_\_\_\_\_

### 14. What type of feeder do you use?

- Metal Feeders  
 Plastic Feeders  
 Wooden Feeders  
 None

### 15. How many feeders do you have in your garden?

- 1  2 or 3  
 Under 5  Under 10  
 Under 20  More – State \_\_\_\_\_

### 16. How often do you replace your feeders?

- Every few months  
 Couple of times per year  
 Yearly  
 Other – State \_\_\_\_\_

### 17. How often do you clean your feeders?

- Daily  
 Weekly  
 Monthly  
 Yearly  
 Never

### 18. On average, how much do you spend on a feeder?

- Less than £2  Under £5  
 Under £10  Under £20  
 More than £20 – State \_\_\_\_\_

Please fill in your contact details below:

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

If you do not wish to receive any further information direct from Nature's Feast, please tick here   
No details will be passed onto any third parties.

