



September 2019

MEDIA RELEASE

THE GRASS PEOPLE

The 60 Second Wildflower Survey

(3400+ Respondents)

Introduction

2019 has seen more scrutiny globally, nationally and locally on the impact of our existence on nature than ever before. Recently, coverage of the use of wildflowers to create wildlife habitats in local areas has been particularly prevalent. With many of these successful case studies going 'viral' and councils being praised for their eco-efforts, The Grass People, an online grass and wildflower seed shop, decided to find out more about attitudes to sowing wildflowers locally. Conducting a short five-question survey, The Grass People sought to assess people's general opinions of wildflowers, their importance to local wildlife and the activities of local authorities/councils regarding wildflower usage. Aiming for 1,000 responses, The Grass People were overwhelmed to get over 3,400 – and these are the results.

Who are The Grass People?

The Grass People is an online grass and wildflower seed shop with a 5 star Feefo review rating who advocate the use of wildflowers to create sustainable habitats for wildlife.

For more information on their 100% UK native wildflower mixes visit: thegrasspeople.com

Summary of Findings:

- **98.5%** Of UK residents believe their council should be sowing more wildflowers.
- **99%** Of respondents believe that their council should be doing more to support biodiversity.
- **98%** Agreed their council should sow wildflowers to help reduce mowing costs.
- **97%** Strongly agreed that verges, roadsides and roundabouts should be made into wildflower meadows.
- **97.5%** Thought that having wildflowers in their garden could greatly benefit local wildlife.



Conclusion

Wildflowers are extremely popular with the UK general public and are widely believed to be beneficial to local wildlife. So much so that there is huge support for local councils doing more for local wildlife using wildflowers, especially if it can save the local authority money at the same time.

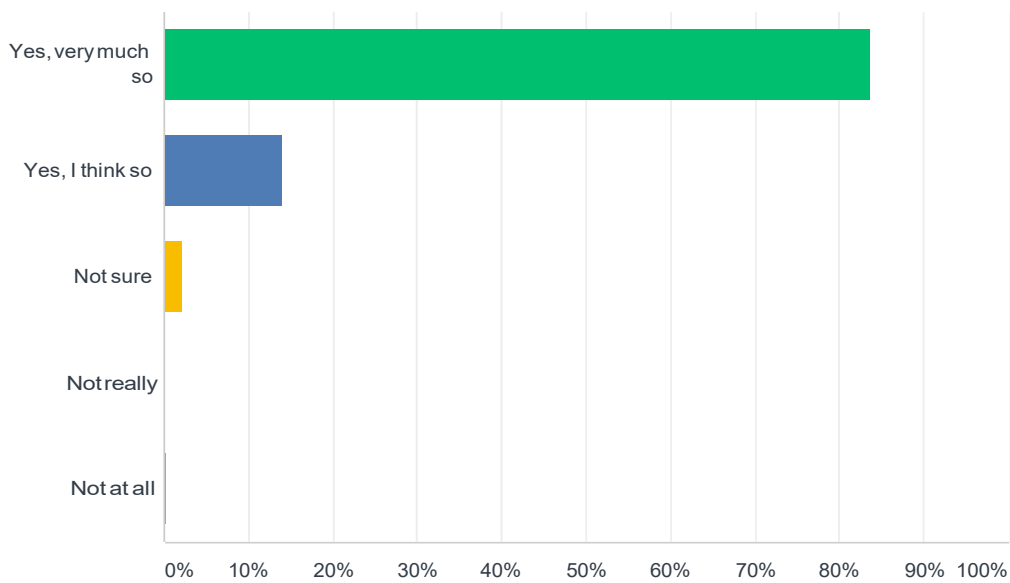


Detailed Findings:

Our Survey Contained 5 Questions which, along with the responses, are as follows:

Q1 Do you think having wildflowers in your garden benefits local wildlife?

Answered: 3,423 Skipped: 0

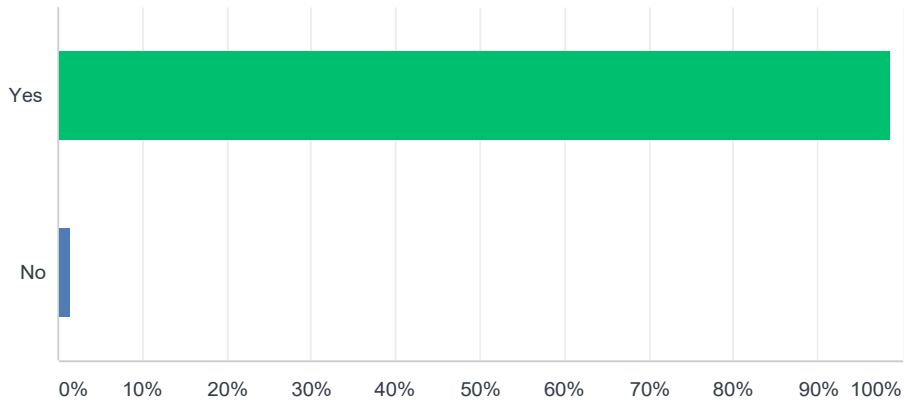


ANSWER CHOICES	RESPONSES
Yes, very much so	83.79% 2,868
Yes, I think so	13.96% 478
Not sure	2.07% 71
Not really	0.06% 2
Not at all	0.12% 4
TOTAL	3,423



Q2 Do you think your local council / authority should be sowing more wildflowers?

Answered: 3,423 Skipped: 0

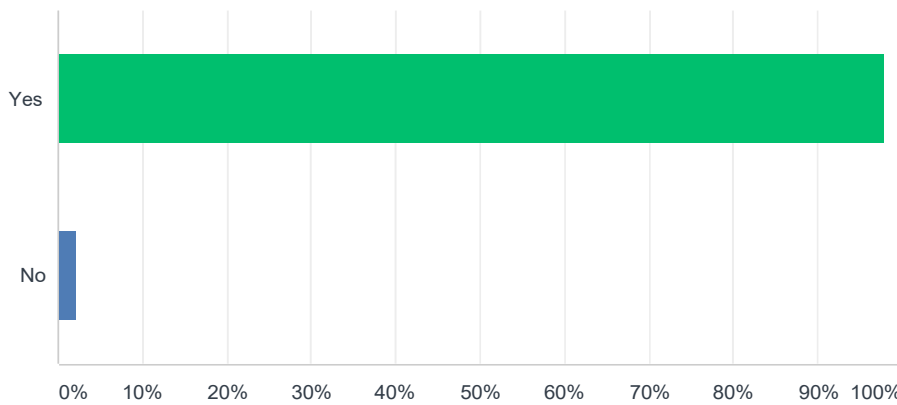


ANSWER CHOICES	RESPONSES	
Yes	98.45%	3,370
No	1.55%	53
TOTAL		3,423



Q3 Using wildflowers, Rotherham Borough Council said its efforts had saved an estimated £23,000 a year in mowing costs, should your local council / authority do something similar?

Answered: 3,423 Skipped: 0

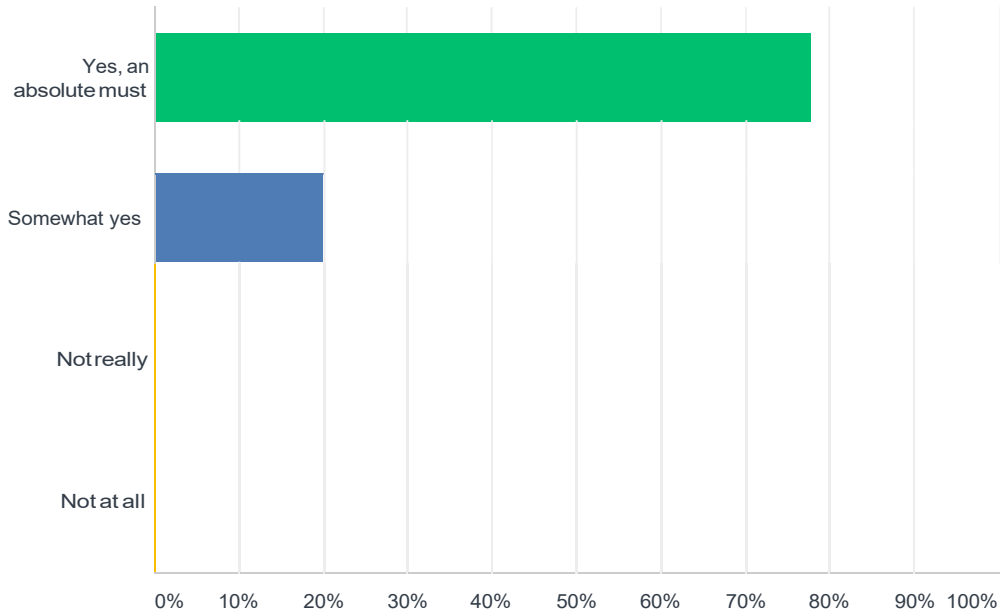


ANSWER CHOICES	RESPONSES
Yes	97.93% 3,352
No	2.07% 71
TOTAL	3,423



Q4 Do you think your local council / authority could do more to support biodiversity?

Answered: 3,423 Skipped: 0

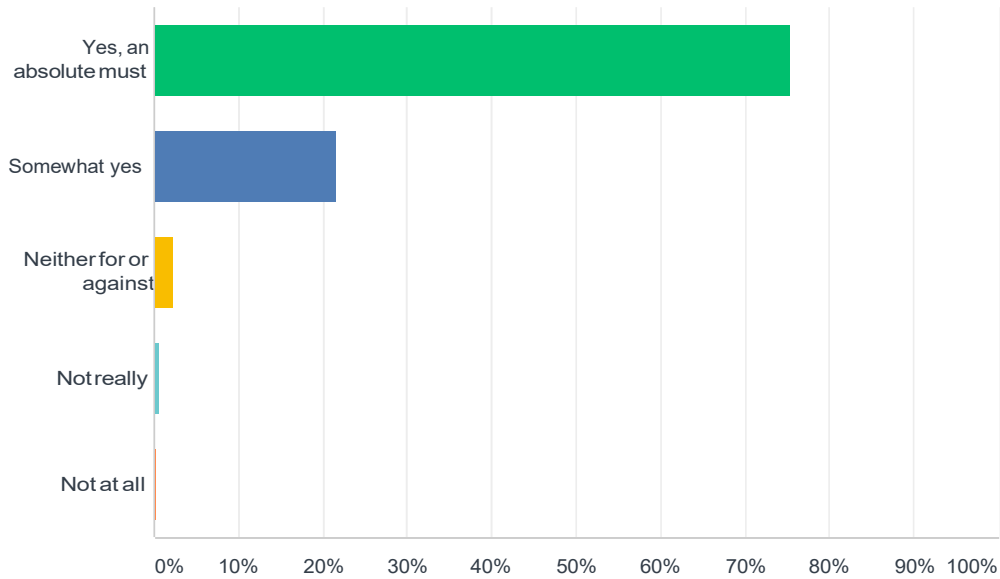


ANSWER CHOICES	RESPONSES	
Yes, an absolute must	77.88%	2,666
Somewhat yes	20.51%	702
Not really	1.37%	47
Not at all	0.23%	8
TOTAL		3,423



Q5 Do you think verges, roadsides, roundabouts and wastegrounds should be made into wildflower meadows?

Answered: 3,423 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, an absolute must	75.37%	2,580
Somewhat yes	21.65%	741
Neither for or against	2.22%	76
Not really	0.58%	20
Not at all	0.18%	6
TOTAL		3,423