

# Pond Survey

## Demographics

- Are you a male \_\_\_\_\_ or female \_\_\_\_\_?
- How old are you?
  - 18 or younger
  - 19-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71+
- How long have you owned a pond?
  - less than 2 years
  - 2 - 5 years
  - 6 - 10 years
  - more than 10 years
- What size (in gallons) is your pond?  
\_\_\_\_\_
- How deep (in feet) is your pond?  
\_\_\_\_\_
- How did you construct your water garden?
  - I built it myself
  - I hired a professional
- What was the final cost of your pond project?
  - Less than \$4,000
  - \$4,001 - \$6,000
  - \$7,001 - \$9,000
  - \$10,001 - \$12,000
  - \$12,001 or more
- When building your water feature, did you have a budget?
  - yes
  - noIf yes, did you stay within your budget?
  - yes
  - noIf no, what did you not plan for?  
\_\_\_\_\_  
\_\_\_\_\_

- What word best describes how you most enjoy your pond?
  - entertaining
  - relaxing
  - educating myself and others
  - helping the environment
  - investing in my home's value
  - other \_\_\_\_\_
- What kind of water features do you prefer?
  - fountains/pondless water features
  - ponds without waterfalls
  - ponds with waterfalls
  - koi ponds
- How much do you expect to spend on your pond in 2009? This includes building a new feature, expanding your water garden, maintenance, etc.
  - Less than \$600
  - \$600 - \$999
  - \$1,000 - \$2,999
  - \$3,000 or more
- From where do you purchase your pond supplies? (circle all that apply)
  - home centers
  - discount retail stores
  - independent garden centers
  - pond specialty stores
  - other \_\_\_\_\_
- Has the state of the economy affected your pond purchases?
  - yes
  - noIf yes, how?
  - I spend less on pond-related products and services
  - I will wait to add fish or plants to my pond
  - I do not do my own services and maintenance
  - other \_\_\_\_\_

**Deadline:**  
**January 31, 2009**

Submit your survey by Jan. 31 to be

eligible to **win a \$100 "Aqua Dollars" gift certificate,**

sponsored by Aquatic Eco-Systems.

The drawing will take place from all surveys received.



Please return your completed survey to:  
Ponds Magazine, Attn: Kathleen  
Buckner/Survey, 3 Burroughs  
Irvine, CA 92618;  
Or Fax to: 949-855-3045



## Pond-specific Questions

- Do you have fish in your pond?
  - yes
  - noIf yes, how many and what types?  
\_\_\_\_\_  
What do you feed your fish? (circle all that apply)
  - pellets
  - flakes
  - fruit
  - vegetables
  - seasonal diets
  - premium foods
- Do you have waterlilies in your pond?
  - yes
  - noIf yes, how do you purchase them?
  - locally
  - onlineWhat factors influence your waterlily purchasing decisions?
  - price
  - appearance
  - quality
  - freshness
  - other \_\_\_\_\_

Each completed survey will be entered in a drawing for a **\$100 Aqua Dollars gift certificate**. Please complete contact information and submit **before the Jan. 31 deadline**.

Name: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

# Pond Survey

15. What kind of lighting do you have? (circle all that apply)

- a. LED
- b. solar
- c. standard underwater lights, including halogen
- d. fiber optic
- e. floating
- f. low-voltage
- g. none

16. Who does your pond maintenance?

- a. I hire a professional
- b. I do it myself

17. How much are you willing to pay for monthly maintenance?

- a. \$0 - \$100
- b. \$101 - \$300
- c. \$301 - \$500
- d. \$501 - \$1,000
- e. more than \$1,000

18. Do you winterize (prepare and keep running) your pond?

- a. yes
  - b. no
- Why or why not?
- \_\_\_\_\_

19. Do you clean your pond annually?

- a. yes
  - b. no
- If yes, how do you clean it?
- a. I tear it down completely
  - b. I vacuum it

20. What kind of filtration do you use? (circle all that apply)

- a. none
- b. submersible
- c. skimmer
- d. biological
- e. pressurized
- f. bead
- g. UV
- h. bog
- i. multi-media upflow filters
- j. external
- k. mechanical
- l. waterfall

## Concerns/education

21. What was the biggest problem encountered when building your pond?

- a. receiving accurate details for local temperatures and soil
- b. rerouting sprinklers
- c. removing existing plants
- d. finding a good contractor
- e. other \_\_\_\_\_

22. What has been your greatest challenge with water gardening?

- a. fish quantity and/or health
- b. aquatic plants quantity and/or health
- c. algae
- d. leaking pond

23. Would it be helpful if one contractor offered multiple services, such as: (circle those of interest to you)

- a. landscaping
  - b. hardscaping
  - c. lighting
  - d. patio
  - e. fire pits
  - f. other \_\_\_\_\_
- \_\_\_\_\_

24. Are you aware of the water-conservation "green culture" options, such as rain barrels and rain harvesting?

- a. yes
- b. no

25. Are you interested in the different "green" mechanisms available?

- a. yes
- b. no

26. What types of pond or backyard-related products do you wish your retailer would carry more of? (circle all that apply)

- a. chemicals
- b. filters
- c. nets/netting
- d. garden supplies such as gloves and shovels
- e. water test kits
- f. ornaments
- g. pumps
- h. fountains
- i. stones
- j. furniture
- k. garden structures
- l. backyard nature products, such as birdfeed, birdfeeders and squirrel feeders.
- m. other \_\_\_\_\_

27. Do you use a water test kit?

- a. yes
- b. no

28. Does the pond industry meet your needs?

- a. yes
- b. no

29. What can be done to improve the pond industry?

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COURTESY OF BOWTIE STUDIOS

**Thank you for your participation!**