

Pigéon GO

Initial survey

Survey period: 10–23 October 2025

Total responses: 175

SUMMARY

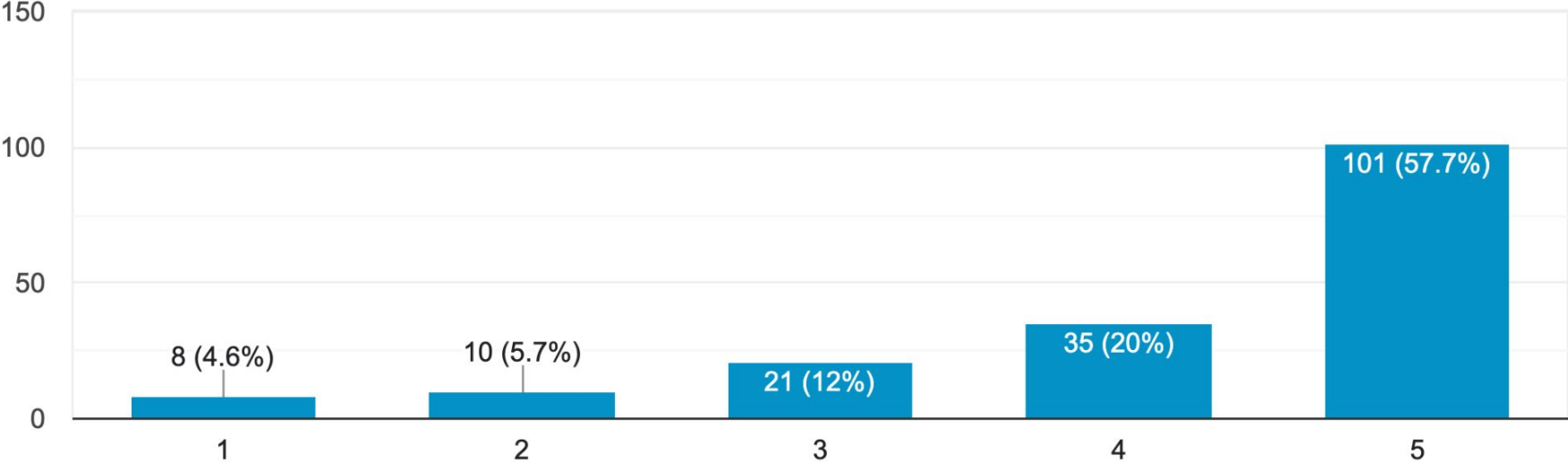
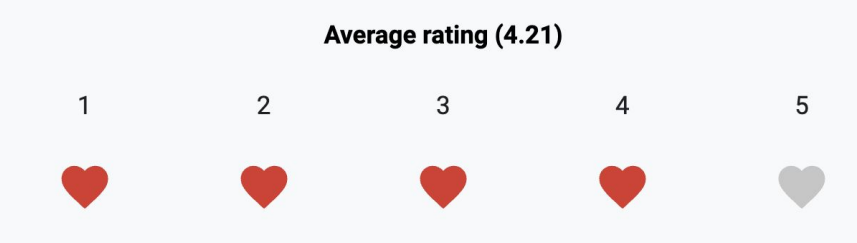
Quantitative Insights

175 Responses

Metric	
Interest level (1–5)	Average Score: 4.21. (89.7% rated 3 or above.)
Download and try	82.3%
Recommend to a friend	48%
Most interesting aspect	Helping wildlife (70.9%); Real animals/nature (66.9%)
Access preference	Free to play (74.3%), One-time paid app (21.1%)
Average game play	30.9% often, 30.3% rarely
Age range	38.3% 40-54; 31.4% 25-39

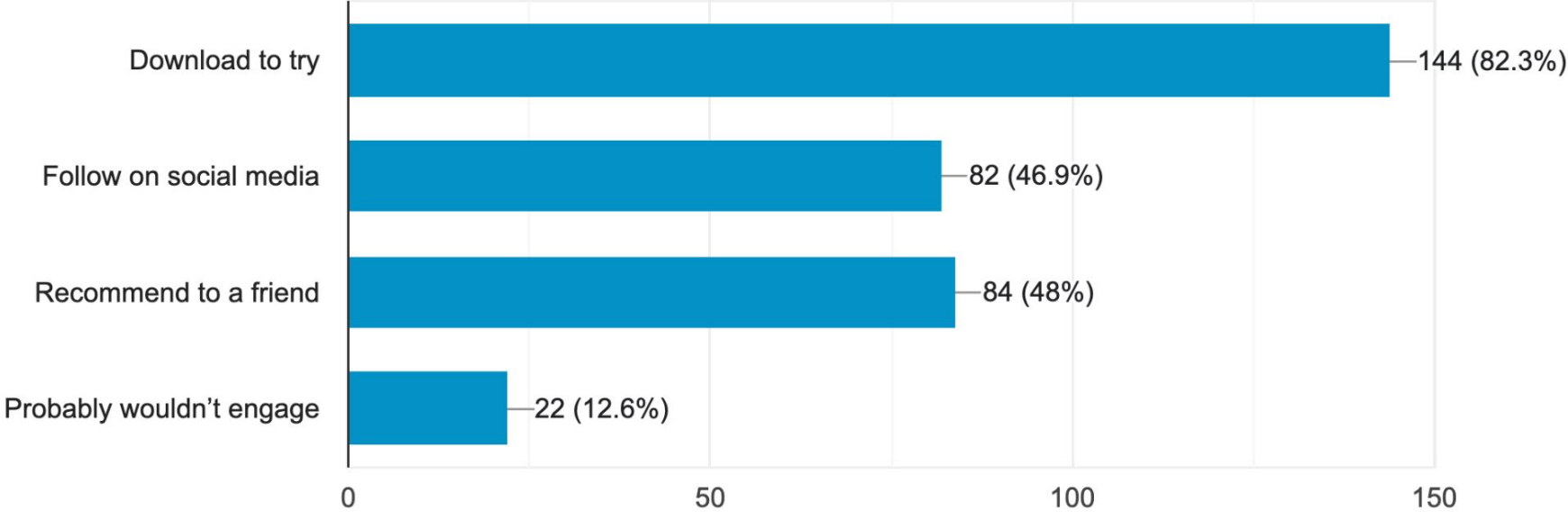
1. If you lived near urban pigeons, how interested would you be in playing Pigeon GO? (1 = not at all interested, 5 = very interested)

175 responses



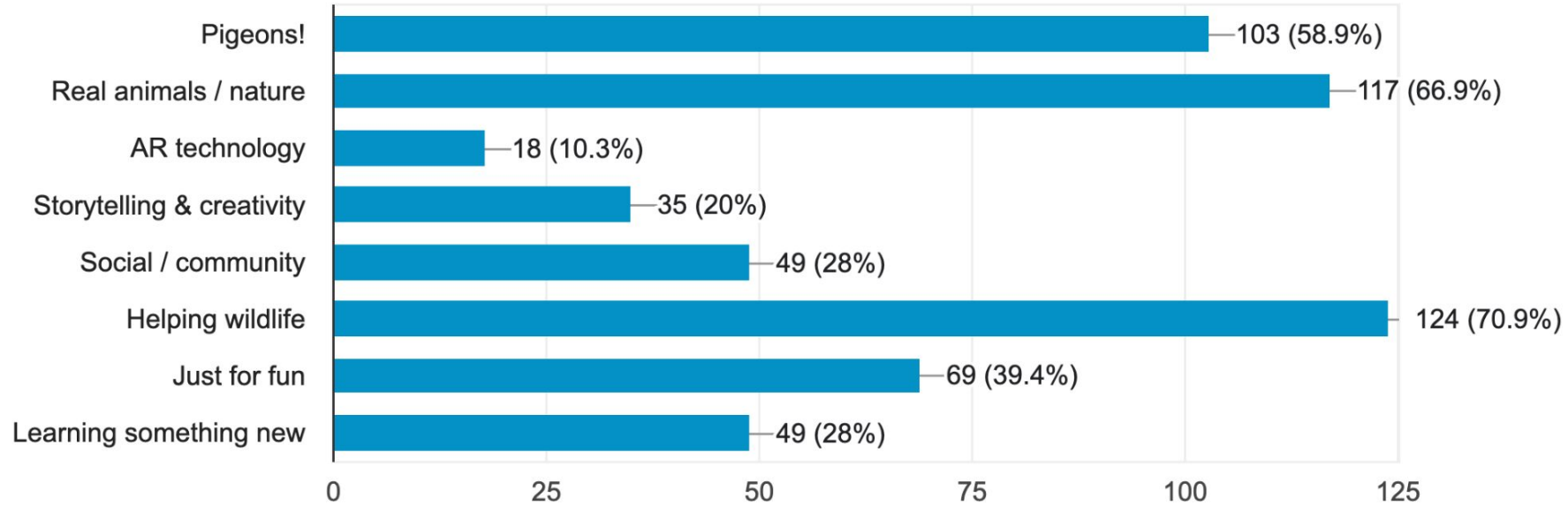
2. If Pigeon GO were available today, which of the following would you be likely to do? (Select all that apply)

175 responses



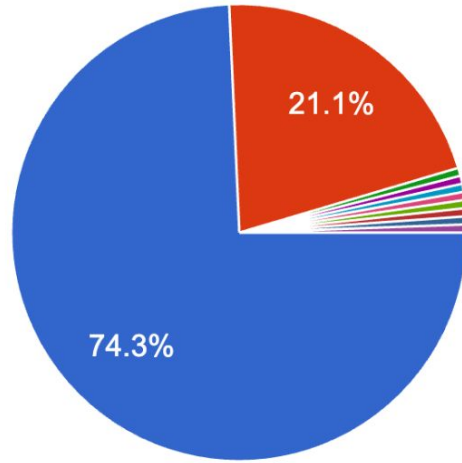
3. What most interests you about this idea? (Select up to 3)

175 responses



4. How would you prefer to access a game like this? (Select one)

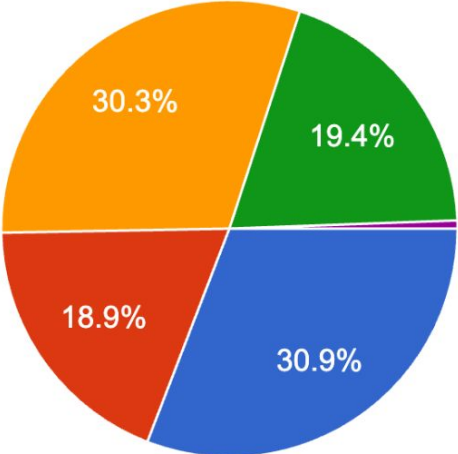
175 responses



- Free to play (with ads and optional in-app purchases)
- One-time paid app
- Monthly subscription
- Free with optional ads and in-app purchases
- 1 time paid app, with demo/free tier with ads
- pay to help the birds
- Free with no ads. More of a community game
- No interest in it
- free with the donation to an animal rescue?
- I prefer free apps, and am OK with ads, but would happily pay if some of the \$ would go to help animals
- AI IS DESTROYING THE PLANET

5. How often do you play mobile games?

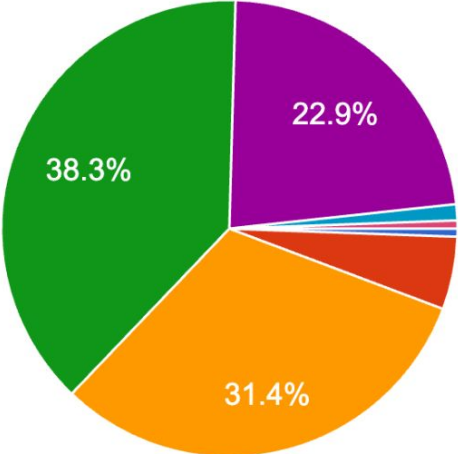
175 responses



- Often (daily or a few times a week)
- Sometimes (a few times a month)
- Rarely (once in a while)
- Never
- Rarely

6. Which age range best describes you?

175 responses



- Under 18
- 18-24
- 25-39
- 40-54
- 55-69
- 70+
- 35-44

SUMMARY

Qualitative Insights

130 Open Responses to “If Pigeon GO existed today, how do you imagine you’d use or enjoy it?”

THEMES

1. Strong enthusiasm and emotional connection
2. Educational and family potential
3. Geographic limits (no pigeons)
4. AI/environmental concerns (a small minority)
5. Advocacy enthusiasm
6. Travel

7. If Pigeon GO existed today, how do you imagine you'd use or enjoy it?

(optional)

130 responses

Personally I think it would make a fun app to use when visiting new cities/countries around the world

Loads of pigeons in my town so I'd be very eager to scan them all! I've always loved pigeons and birds in general. Pigeons have such beautiful colours and it's a shame they're either ignored or hated!

For fun (but very few pigeons where I live, sadly)

I'm not sure it would work for me, I live in a suburban area with few to no pigeons. Would love it if other species of birds could be incorporated!

I'd definitely pay more attention to individual pigeons!

Look out for my existing pigeon friends and meet new pigeon friends. Identify pigeon friends with injuries or illnesses who need help from humans.

I love to watch the very loving pigeon partnership going on next door, they often wander on the ground of my garden and bathe in the birdbath.

Walking the dog and checking if the ones that occasionally land on my balcony are the same ones

Point and play. Great idea turning a bunch of pigeons into a game

Hope it would go viral

I'd love to see if the pigeons I see are often the same ones or if they're gonna be new most of the time!

when i'm walking my dog

I don't enjoy the use of AI, but it doesn't seem like a generative use and draws from its own database. Judgement reserved...

I would identify and give names and even titles, military ranks etc to all the pigeons I meet!

I LOVE THIS!!!! A long time pigeon helper and feeder, this is the best, especially for injured pigeons.

I've been giving fun workshops in art context to help people putting themselves into pigeons perspectives. So I can really connect to the idea and hope you will find a good balance of setting boundaries towards being careful with pigeons and weaving in educational content and keep it fun. The trailer looks cool! :)

To recognize the pigeons in my area and to be able to watch them.

Please collaborate with pigeon rescue organisations. Usually they are run by volunteers and are overwhelmed with work because there are simply too many pigeons. They always try to give tutorials, so any regular person could help a pigeon in need. A tutorial like this could be part of the game.

I wouldn't, as I do everything I can to avoid using anything that uses AI due to it's negative environmental impact.

First I'll get to know the pigeons that visit my bird bath daily a bit better! Then look for their friends. And probably see where they go, and if others spot them, and where they hang out all day.

I'd use it when I'm out walking my dog as I often see pigeons then.

Whenever I was in a park I'd take a seat and snap some pigeons.

I like collecting things

Just having fun around the garden, parks, streets etc

I would get my kids to download it so we could grow a flock. We live in different cities. It could be a good way to stay connected.

Only when I am close to a city, but would definitely play and spread the word. Please bear in mind that not everyone lives in the US (I know, difficult), so please either make two versions or keep things out that are US specific..i.e.: there is no official agency you could call in Spain to help a pigeon

I'd give it a try while out running errands around town.

I live in a community and I'd share with them our local pigeons and say "Hi, I saw Henry today!" when I got home

I'd much rather open something like this than Instagram. Seems like good clean fun and LOVE the idea of inspiring curiosity about the individual.

I would use it to force myself to go outside more and spend more time with pigeons to get to know them, perhaps learn to care for them.

I'd try to collect as many neighborhood pigeons as possible!

I wouldn't be able to play it because i dont live near pigeons. I live near Magpies that are one of the worlds most intelligent birds and can recognise dozens of faces. It would be wonderful to have a choice of bird species then id be able to play it. Great idea, i love it.

Collecting pigeon images and learning to identify each in my neighborhood 😊 Presently I'm trying to build relationships (through treats) with my neighborhood crows 🐦💕 they squawk, I throw a treat kept in my pocket at all times, they fly down and acquire the treat without any thanks. They have me well-trained 😊

I imagine I'd try it in more than pigeons and test the boundaries of the game. After all, I am a cybersecurity software engineer.

In my garden and local park

Im not certain i would definitely play because of it using AI and requiring access to my camera. But if i did join, i think i would enjoy it especially if there is a social aspect

On my mobile

Taking pictures of pigeons and name them or learning about them. Social connection while alone outdoors

I would be more interested if it weren't just pigeons (because I don't live in a city; I live in the middle of nowhere). But I have butt-load of hummingbirds here that I feed every day. Any chance of a HummingbirdGo app?

I would be reluctant overall given the use of AI and the requirement for access to my camera. It would be more enticing if there was a social element to the app

I wouldn't, because AI is destroying the planet. This is a good idea without AI. I love what yall do but this is disappointing

Use it when out walking our companion GSD, Ava as there are a lot about here in Plymouth, UK

Would recommend to friends, and would try if it's a free app - I don't usually game.

With my kids

I'd be taking pictures of our suburban crows hoping that it would work on them too. or, a partner game "Holy Crow!" where one crow is designated the Pope of the murder.

I feed about 80 each morning so bound to find it amusing amusing

Occasional use when in a city (pigeons in my garden wouldn't let me get close enough). Would be interested to know if I have met a pigeon before 😊

I'd love it if it could be expanded to include wood pigeons (we get a lot of those near us) and gulls. One of the most misunderstood (and threatened) species are herring gulls - if anything could change public perception of them from pest to pets, that would be amazing..

To track individual pigeons and learn more about them as I've no idea if I'm seeing the same ones repeatedly or new ones . As a childminder, there may be scope to use this app with the children in my care and support their learning about local nature

I'd record as many as I could in my garden and where I walk

I'd probably enjoy seeing others play it because I don't play games on my phone. But the idea is great!

I'd go out and play when in town or if they come to our garden :)

It would make me go downtown again.

Distinguishing individual pigeons I see in my daily environment

I think this is super cute but realistically i am not sure how often i would use the app. Love it though!!

Identifying pigeons and making a flock, and see how often I see the same pigeons. Also, see if my friends see "my" pigeons.

i'd pull up the app any time i saw a pigeon, and try to get my friends on board - especially non-vegans

I'd try to track down some pigeons and get them decked out in stylish hats

Tempted to think I would use with my kids. Probably only if I was trying to head off a meltdown with screen time. Otherwise, I'd want their heads up looking at the world -- not a phone.

with my family in Baltimore

To name my local pigeons who I already know

Idk man. By doing what the game asks?

Between hot dogs

I'd use it to kill time while waiting for the bus/train and be happy now if I regularly meet the same pigeons

Im sure i'd be snapping all the pidgies. All the time.

To get to know and help the pigeons in my neighborhood and near my workplace

This sounds fun and cool, but AI is literally destroying the planet and I avoid anything that relies heavily on AI, so would not use this as described.

I don't have pigeons where i live, so i wouldn't be able to use it much, but i would recommend it to everyone i know

Try it out for a week on a hike

I'd be trying in a public place and encouraging kids and parents around me to try

When I'm walking in the park or heath

To help raise awareness about animal exploitation

It might be fun to use when we're out walking around local parks and such.

On my walk to work

I think it's a great idea, I didn't know pigeons were so different from one another. I'd love something I could use on other types of birds, possibly. I live in the country and only rarely see pigeons in the city.

I'd probably make it a part of my off days to go hunting to add to my flock!

Maybe when I walk my dog every day I could also do some pigeon spotting and have a new way to enjoy nature. I already love taking pictures of different creatures.

I would use it every time I see pigeons, and I would share on social media as a form of animal advocacy and activism

When I see pigeons I'd participate

Play with my son to help him understand how animals are individuals.

Id play with my toddler when we feed the pigeons ❤️ help him to learn about pigeons and fight the bad name they are given!!

Getting to know the pigeons

I'd play when waiting for a bus or waiting for someone.

To reinforce my love of pigeons and wildlife and because I'm vegan I'd enjoy the interaction.

I carry seed around to feed the birds so it would be nice to see what return customers I have :)

Probably would not use it. No time for games on my phone

I always wondered if I ever encountered the same pigeon more than once. Also I'm very interested in them because humanity abandoned them. I like them!! I'd definitely use the app to register lots of different pigeons and giving them their own 'style' based on their personality. Sounds like total fun to me!! And maybe the app will get people to not look at them as flying rats anymore.

I wouldn't. But i can see how ppl would enjoy it.

I probably wouldn't use it. I own a business and i don't get out much

I would go mount right now and try to find a pigeon or two!

Watching birds and enjoying nature

When I'm out with friends in the city killing time

It sounds like something fun I would be more likely to use a few years from now when I'm retired.

To see how much distance they cover. Daily habits.

To make new pigeon friends and make sure they are being looked after and cared for!

Get outside, interact with pigeons at the local park or st ny eork

I don't see pigeons where I live, so I wouldn't play. But I probably would otherwise! It seems like it would be fun to share on separate social media, too. It would definitely help with compassion/knowledge. I love the idea.

I unfortunately live in an area with no pigeons so I wouldn't have a use for the app. But if I did it would be a great way to connect to people in the community and I love the idea of being able to tell them all apart with names, etc!

i enjoy going for hikes and i see pigeons a lot in my city

Something to do with my better half in our free time

I'm not sure I spend enough time in the city to see pigeons, but I love them

Absolutely

I have pigeons in my yard, I'd start with them.

Use it for a month every 2 months

Probably to know who's who and say hey to them~

Mostly I want to support Elwood's, and any project that aims to end speciesism. But I also think it sounds genuinely cool to get to know individual pigeons and meet them at different times. I was just admiring individual pigeons with friends yesterday. I also like the idea of learning new things about them, which I would imagine being like "this pigeon has this coloration because it's this subtype" or things like that. It would be awesome to be able to leave public notes about each pigeon and learn what other users have to say about them as individuals.

Send wittily named pigeons to annoy my friends.

I have really limited data on my phone, I don't think I could play.

I like the idea of recognizing individual pigeons but honestly I don't see pigeons every day so I don't know how much I would play

As an avid birder i would add individuals to my flock 😊

Would be an additional app to use on outreach days in the town centre to gain interest and spark conversations with the public. Plus looks fun and unusual

Getting to know pigeons in my area and recognising them

Taking photos of pigeons when I walk

To learn about them

I'd be actively paying heed to the pigeons and doves in my area. It's such a fun idea.

I would just play for fun and use it to pass time.

With my wife!

I already use the Merlin app for casual birding but I think it would be so interesting to see birds as individuals and not just as their species.

I would definitely try it out and see what happens. Great idea for people to appreciate pigeons in a positive, safe and fun way. Would love for it to expand to other animals.

I like to eat and socialize with friends on patios. I live in metro Atlanta, so we have LOTS of pigeons! PigeonGO would be something I'd whip out while dining to 1) have fun with, and 2) encourage questions from those around me to show animals as the unique individuals that they are, just going about their day, no different from any of us.

Honestly, not very much. I don't leave the house very often and pigeons don't frequent my backyard. I get a lot of other birds, though. Could this work for non-pigeons?

Any time i wandered amongst pigeons i'd work on IDing new ones and seeing who already checked out others. It'd be interesting to see their movement patterns

At home (garden pigeons) in my local town (pigeons outside my coffee shops) and on public transport (gah, I'm bored I wonder if those pigeons have names)

With my children to make a fun game of finding pigeons.

To identify the pigeons at my feeder

To identify pigeons (I don't care much about the dress-up feature)

Probably as a novelty

I would enjoy to identify new pigeons, name them and share that with a community of pigeons fans