Snohomish County
Public Works
Surface Water Management

Snohomish County
Surface Water Management

PET WASTE SURVEY
January 2005

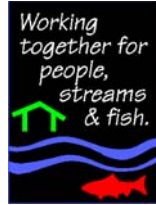Working together for people, streams & fish.

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ELWAY RESEARCH, INC.

Snohomish County
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INTRODUCTION

This report presents the results of a telephone survey of dog owners in Snohomish County conducted on behalf of Snohomish County Surface Water Management.

This survey was conducted in support of the County's project to reduce fecal coliform bacteria from pet waste in streams.

The objective of this survey was to aid the County in the development of communications strategies aimed at encouraging dog owners to practice proper pet waste disposal. Specifically, this survey was designed to be used to determine:

1. How County staff could best reach dog owners with information and educational messages about properly disposing of pet waste;

2. Information needs of dog owners related to this topic;

3. Motivations and barriers to proper pet waste disposal practices.

To accomplish these objectives, some 400 dog owners were interviewed by telephone in selected watersheds in the county. The 20 minute interview covered descriptive, behavioral and attitudinal topics including:

- Number and description of dogs in the household;
- Pertinent household environment (type of dwelling, size of yard, etc.);
- Behavior related to the care of the dogs (trips to the vet, walking frequency, etc.);
- Current pet waste disposal practices;
- Knowledge of relationship of pet waste to water quality and health issues;
- Reasons for proper / improper disposal of pet waste.

Prior to the survey, two focus groups were conducted with dog owners to explore these and other related issues. The results of the focus groups were used in the development of the survey questionnaire. A report of the focus groups has been provided under separate cover.

Both the survey and focus groups were designed and administered by Elway Research, Inc. in close collaboration with Surface Water Management staff.

This report organizes the survey findings and analysis in order of the research topics listed above. The narrative interpretation of findings is followed by annotated charts of the survey results. The questionnaire and a complete set of crosstabulation tables are presented in the appendix.

METHODS

SAMPLE:	400 dog owners over the age of 18. The sample was drawn from households within selected watersheds of Snohomish County in which residents owned one or more dogs.
TECHNIQUE:	Telephone Survey. Average interview: 20 minutes.
FIELD DATES:	December 27-29, 2004
MARGIN OF ERROR:	±5% at the 95% confidence interval. That is, in theory, had all dog owners in the county been interviewed, there is a 95% chance the results would be within ±5% of the results in this survey.
DATA COLLECTION:	Calls were made during weekday evenings. Trained, professional interviewers under supervision conducted all interviews. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Each questionnaire was checked and edited for completeness and a minimum of 10% of each interviewer's calls were re-called by a supervisor for verification.

It must be kept in mind that survey research cannot predict the future. Although great care and the most rigorous methods available were employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

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RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. This table presents a demographic profile of the 400 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

GENDER:	34%	Male
	66%	Female
AGE:	24%	18-35
	37%	36-50
	24%	51-64
	12%	65+
HOUSEHOLD:	14%	Single, No Children at Home
	33%	Couple, No Children at Home
	7%	Single, Children at Home
	45%	Couple, Children at Home
EDUCATION:	28%	High School
	35%	Some College / Vocational School
	25%	College Degree
	10%	Graduate / Professional School
YEARS AS DOG OWNER:	25%	5 or Fewer
	19%	6-10 Years
	22%	11-20 Years
	32%	21+ Years
NEIGHBORHOOD: (self-described)	19%	Urban
	48%	Suburban
	32%	Rural
NEAREST STREAM OR LAKE:	32%	Less Than 1 Mile
	28%	1 Mile
	37%	2 or More Miles
CITY OF RESIDENCE:	21%	Everett / Mukilteo
	17%	Lynnwood
	11%	Marysville
	11%	Snohomish / Monroe
	8%	Lake Stevens
	7%	Stanwood
	5%	Arlington
	5%	Bothell
	5%	Edmonds
	4%	Gold Bar / Sultan
	4%	Granite Falls
	3%	Other
INCOME:	10%	$25,000 or Less
	21%	$25 to $50,000
	21%	$50 to $75,000
	21%	Over $75,000
	28%	No Answer

DOG ENVIRONMENT

This table presents a profile of household variables specifically related to the dogs represented in the survey.

Note: Some percentages may add to more than 100% due to presence of multiple dogs in household; percentages are based on number of respondents (households), not number of dogs.

WEIGHT:	16%	10 or Fewer Pounds
	23%	11-30 Pounds
	16%	31-50 Pounds
	27%	51-80 Pounds
	18%	80+ Pounds
NUMBER OF DOGS:	66%	1
	27%	2
	5%	3
	2%	4
	1%	5+
ORIGIN OF DOG(S): (percentage of owners)	37%	Friend / Relative
	27%	Shelter
	44%	Breeder
	7%	Pet Shop
	28%	Other
ORIGIN OF DOGS: (percentage of dogs)	23%	Given to Owner
	13%	Rescued from Shelter
	23%	Purchased
	42%	A Mix / Other
OWNER AWAY FROM HOME:	37%	10+ Hours Per Day
	28%	5-10 Hours Per Day
	25%	Less Than 5 Hours Per Day
	6%	Never
RESIDENCE:	81%	Single Family Detached House
	4%	Duplex
	6%	Apartment
	2%	Condominium
	7%	Mobile Home
YARD SIZE:	42%	Less Than ¼ Acre
	21%	¼ Acre
	11%	½ Acre
	6%	1 Acre
	19%	More Than 1 Acre

KEY FINDINGS

CARING FOR THE DOGS

- The majority of respondents had not used any dog-related services except the veterinarian in the last year.

- 7 in 10 had been to a pet store 4+ times in the last year.
  - 6 in 10 went to chain pet stores.

- 44% of respondents purchase dog food at the grocery store.

- 4 in 10 take their dog/s on a walk every day.
  - 7 in 10 walk their dog/s around their neighborhood;

- 3 in 4 households have an adult walk the dog/s;
  - Another 16% say both children and adults walk the dog/s.

DOG WASTE IN THE YARD

- 8 in 10 say most or all of the dogs' waste is dropped in the yard.

- 7 in 10 clean up the waste in the yard daily or weekly.

- 1 in 10 leave the waste in the yard on the ground.

- 6 in 10 respondents clean the yard themselves.

- 55% dispose of the waste by throwing it in the trash.

- Respondents who didn't always pick up the waste in their *own* yard indicated that it was due to weather conditions or lack of time.

- Respondents guessed that *other people* who don't pick up waste in their yards are being lazy or inconsiderate.

WALKING THE DOG

- **65% of respondents report always picking up after their dog(s) on walks.**

- **9 in 10 use a plastic bag to pick up dog waste on walks.**

- **45% of respondents dispose of the dog waste in the nearest trash can when on walks.**

- **Those who did not always pick up after their *own* dogs on walks said it was due to being unprepared or being in a rural setting.**

- **Respondents guessed that *other people* who don't pick up after their dogs on walks are being lazy or inconsiderate.**

OPINIONS ABOUT PET WASTE

- **Most respondents believed that dog, cat, and human waste all are equally harmful.**
  - **Only about 1 in 20 thought that dog waste was more harmful than either human waste or cat waste.**

- **Only 23% of respondents knew that health and environmental experts recommend placing dog waste in the trash.**

MOST PERSUASIVE MESSAGES

- **The most persuasive statements to convince respondents to pick up their dogs' waste were:**
  - **Pet waste is raw sewage.**
  - **The ingredients of dog waste are harmful to children.**
  - **The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash.**
  - **Harmful organisms in dog waste can persist for more than two weeks.**
  - **Most dog waste contains E.Coli**
  - **More than 126,000 dogs live in Snohomish County, producing waste equivalent to a city of 40,000 people.**

SUMMARY

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SUMMARY

IT'S A DOG'S LIFE

According to this survey of Snohomish County dog owners, the typical dog in the county lives in single family, detached home on a quarter acre (or less) lot in the suburb an average or 2.4 miles from the nearest lake or stream (or so the owner estimates). S/he is likely to be the only dog in the household, and was more likely to have been purchased from a breeder or pet shop than obtained from a friend or rescued from a shelter.

The average dog weighs 50 pounds, although about one-quarter of the dogs were over 80 pounds and one-quarter were under 10 pounds.

The typical dog goes to the vet at least twice a year, but is unlikely to have been to a groomer and very unlikely to have been to any kind of training or to a kennel.

The typical dog is walked at least 4 times a week, most likely around the neighborhood by an adult, and is left alone at home 5 hours or more each weekday. Most of the dog's waste is dropped in the yard, not on the walks.

The dog is most likely taken care of by a married woman between the ages of 36 and 64, with children at home, who has been a dog owner for more than 10 years. The owner is likely to have at least some post secondary education, although just as likely to *not* have a college degree as to have one.

Dog owners are much more likely to purchase dog food at a grocery store or pet store than at a feed store or veterinarian's office. They averaged more than four trips to a pet store in the last year, most often a chain store.

Most dog owners clean up the yard after the dog at least weekly using a shovel, rake or scoop and deposit the material in the trash. Some put it in the compost.

Most say they pick up "every time" when walking their dogs, using a plastic bag. About half deposit the material in the nearest trash can and half take it home.

WASTE DISPOSAL PRACTICES

The primary objective of this survey was to determine how to motivate and support dog owners in adopting proper pet waste disposal practices. Toward that end, a typology was developed to indicate the proportion of respondents who:

1. Were already picking up their dogs' waste;
2. Usually pick up but not always;
3. Sometimes (probably rarely) pick up; and
4. Did not pick up after their dog(s).

It is a different challenge to reinforce appropriate behavior (Type 1) than to educate and convince someone who does not practice proper methods (Type 4). Perhaps the most productive strategy will be to target those who know what they are supposed to do, but do not always do it (Type 2 & 3). After all, they are already engaging in the appropriate behavior some of the time; it seems a short behavioral distance to do the right thing more often.

The typology was derived by looking at how frequently owners picked up after their dogs: 1) in the yard, and 2) on walks. The table below displays the crosstabulation of frequency of pick up for yard and walk.

The typology does not take into account how the waste was disposed of, since that could not always be determined. For example, nearly half (48%) of those who picked up after their dogs on walks said they took the waste home, but it is unknown how they actually disposed of it.

WASTE PICK UP TYPOLOGY

PICK UP ON WALKS

IN YARD	Every Time	Some Times	Never	Don't Walk
Daily	19%	4%	3%	6%
Weekly	19%	3%	3%	9%
>Weekly	3%	4%	2%	5%
Never	2%	1%	4%	3%
No Yard	7%	2%	0%	2%

CELL ENTRIES ARE % OF TOTAL SAMPLE (N=400)

Combing these variables results in the following typology:

☐ **25% ALWAYS PICK UP.** They pick up daily at home and every walk they take;

☐ **35% USUALLY PICK UP.** They pick up at least weekly at home and on every walk;

☐ **30% RARELY PICK UP.** They pick up less than weekly at home and not every time they walk;

☐ **7% NEVER PICK UP.** They leave the waste on the ground in their yard and never pick up on walks.

Since the primary focus is on those dog owners who sometimes do the right thing and other times do not, this typology is rather stringent by design – "always" means always and "never" means never – so as to maximize the number of people in the "sometimes" categories. The "sometimes" category is divided to indicate whether there are important differences between those who are inclined to do the right thing versus those otherwise inclined.

PROFILES OF TYPES

Differences between those who never picked up after their dogs and those who did so sometimes or always had as much to do with the dogs as with the owners. The Behavior Types are briefly profiled here. A more complete table is presented in the appendix.

There are few demographic differences between these dog owner types;

they look the same in terms of their income and education levels, for example.

Type I: Always Pick Up

One-quarter (25%) of the sample were classified as Always picking up after their dog(s). Compared to owners who never or rarely picked up after their dogs, those who reported always picking up were more likely to:

- Have a single dog;
- Have a small dog;
- Have purchased the dog from a breeder (or pet shop);
- Live in a suburban area (self-described);
- Live close to a storm drain;
- Have a small yard;
- Have no children at home;
- Spend less time away from home on a typical day;

Dog-related Behavior

- Walk the dog daily, typically around the neighborhood;
- Use a plastic bag and dispose of the waste in the trash;
- Buy dog food at a pet or feed store.

Type II: Usually Pick Up (Every walk and Weekly in the yard)

The category of most interest to this study is those who pick up after their dog sometimes and sometimes not. In the typology, these owners are divided into those who pick up rarely and nearly always.

Compared to all the other categories, those who Usually pick up were most likely to:

- Live in urban areas;
- Live in multi-family building;
- Live near a storm drain;
- Walk their dog around the neighborhood;
- Take their dog to a groomer;
- Have been more often to a pet store.

Those who Usually pick up are, by definition, between those who always pick up and those who rarely do so. How do they differ? Compared to those who sometimes pick up, but rarely, those who Usually pick up were more likely to:

- Have more dogs;
- Have smaller dogs;
- Be Less likely to have children at home;
- Spend more time away from home;

- Have smaller yards;
- Live in an apartment or condo.

Type III: Rarely Pick Up (Less than weekly in Yard, Not every Walk)

As might be expected, the 30% who were classified as Rarely picking up resembled those who Never pick up in some ways, and resembled those who Usually pick up in other ways. They most closely resembled those who Never pick up in that they were more likely to:

- Have children at home;
- Live in a single family, detached home.

These owners more closely resembled those who Usually pick up than those who Never pick up in that they were:

- More likely to have a single dog (of the 4 types, they were the most likely to have a single dog);
- More likely to have a smaller dog than those who Never pick up;
- More likely to spend more time at home than those who Never pick up;
- Less likely to live in a rural area;
- Less likely to have a large yard;
- More likely to live near a storm drain;
- More likely to be women.

Type IV: Never Pick Up

Only 7% of the sample was classified as Never picking up. The most significant difference between those who "never" picked up after their dogs and those who did even "sometimes" is that they lived in a rural area:

87% of those who never picked up after their dogs lived in a rural area (self described); compared to

25% of those who always pick up; and

22% of the nearly always; and even;

37% of those who pick up only sometimes.

Compared to other dog owners, respondents who said they Never pick up after their dogs were more likely to:

- Be a man;
- Be in the highest income bracket ($75,000+)
- Own more than 1 dog;
- Have obtained the dog from a friend than to have purchased their dog;
- Have bigger dogs;
- Owned dogs for a longer time;
- Have children at home;

- Spend more time away from home each day;
- Have a large yard;
- Not live near a storm drain.

Dog-related Behavior

- Either never walk the dog(s) or walk the dog(s) every day; they were least likely to walk their dog(s) 1-6 times per week);
- More likely that the dog is walked by children;
- Less likely to have been to a pet store in the past year;
- Less likely to have taken their dog(s) to a groomer;
- More likely to have purchased dog food at a grocery store;
- When they do walk the dog(s) they are more likely than other owners to take them to a park or other site;
- Because they are less likely to walk their dogs, they are much more likely to say that all of the waste is dropped in their yard.

ATTITUDES, BELIEFS ABOUT DOG WASTE

Knowledge about the problem is an important factor in any effort to change behavior. In the present case, it appears that some basic education will be needed about both the potential harm from, and proper disposal of dog waste.

A significant barrier to overcome in convincing people to pick up their dogs' waste is that most people do not consider dog waste to be all that harmful. Asked to compare dog waste to cat and to human waste:

- Those said cat waste is more harmful outnumbered those who said dog waste by 4:1.
- Those who said human waste is more harmful outnumbered those who said dog waste by 7:1.

Although majorities in each case said that dog waste was equally harmful, only 4% said dog waste was more harmful than human waste, and only 7% said dog waste was more harmful than cat waste.

Respondents who Always or Usually pick up after their dogs were no more likely than those who Never do to identify dog waste as the more potentially harmful.

Recommended Method of Disposal

When asked what they thought was the recommended method to dispose of dog waste, fewer than 1 in 4 respondents (23%) correctly chose "put it in the trash." Equally popular was "flush it down the toilet" (22%) followed by "putting it in your compost" (17%).

Respondents who Always or Usually pick up after their dogs were no more likely than those who Never do to name the preferred method, suggesting that there is work to do even among the most diligent dog owners. Picking up is only half the battle.

Younger people and parents were significantly more likely than other respondents to say "put it in the trash" (p.<.05).

Four in 10 respondents (41%) believed the waste could safely be left in nature (compost, in yard waste, or to leave it on the ground or bury it). These respondents tended to include: younger people, upper middle income, residents of the Snohomish Watershed, college graduates, residents in rural areas, those living far from a storm drain, those with more than one dog, and people who pick up rarely or never. However, the only characteristic for which the differences in response were statistically significant difference was distance of the residence from a storm drain.

PERSUASIVE MESSAGES

The primary objective of this survey was to test the potential impact of messages in persuading dog owners to pick up and properly dispose of their dogs' waste. A total of 12 messages were included here, derived from previous work by the County and from the focus groups conducted prior to this survey. Respondents were asked to rate each message on a scale of 0 to 10, "where 10 means it is very persuasive and 0 means it would not persuade you."

There are any number of ways to interpret numeric scales, such as those used here. Average scores provide a convenient way to order the statements. Because the average results are uniformly high, however, it is useful to examine the polar ends of the scale. Mean scores mask underlying patterns in the data.

Respondents who give the most extreme scores (at the poles of the scales) are thought to be those most attached to their positions. They are most likely to believe (or disbelieve) the propositions, most likely to defend their positions and most likely to act upon them. Respondents at the polar opposites of the scales, in other words, provide a sharper indicator of the potential impact of a message than the mean score.

The table below indicates the percentage of respondents who rated each statement a "10–Very Persuasive" as well as the overall mean rating, and the proportion that rated it "0 or 1–it would not persuade you." The bottom two positions (0-1) are used at the negative end of the scale to compensate for a general bias toward positive answers to survey questions.

MOST PERSUASIVE MESSAGES

Ranked in order of their average (mean) score, the statements were:

STATEMENT	MEAN	[10]	[0-1]
Pet waste is raw sewage	7.7	43%	7%
The ingredients of dog waste are harmful to children	7.6	42%	5%
The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash	7.3	37%	8%
Most dog waste contains *E. Coli*	7.1	40%	11%
Harmful organisms in dog waste can persist for more than two weeks	7.1	33%	8%
More than 126,000 dogs live in Snohomish County, producing waste equivalent to a city of 40,000 people	7.0	33%	9%
Dog waste does not all soak into the ground. Stormwater runoff carries bacteria from dog waste into streams and lakes through storm drains.	6.9	33%	9%
More than 20 tons of dog waste is dropped in Snohomish County backyards every day.	6.8	33%	12%
Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.	6.8	32%	12%
Dog waste is one of the leading causes of bacterial contamination in local streams & lakes	6.7	35%	13%
The ingredients of dog waste are harmful to adults	6.7	30%	9%
The ingredients of dog waste are harmful to pets	6.5	25%	11%

Those who Always pick up after their dogs (Type I) rated all 12 statements as more persuasive than those who pick up less often. An average of

41% of those who Always pick up rated these statements a "10"; compared to

34% of those who Usually pick up;

33% of those who Rarely pick up; and

24% of those who Never pick up.

Message Persuasiveness by Behavior Type
Ranked In Order of to Those Who "Usually" Pick Up

CELL ENTRIES: Average Rating % Who Rated "10: Very Persuasive"	**Never** n=30	**Rarely** n=123	**Usually** n=139	**Always** n=99	**TOTAL** N=400
Pet Waste is Raw Sewage	**6.8** 33%	**7.0** 37%	**8.0** 42%	**9.1** 52%	**7.7** 43%
20 Tons Per Day	**5.6** 23%	**6.4** 28%	**7.9** 35%	**7.2** 38%	**6.8** 33%
Harms Children	**6.8** 33%	**7.6** 43%	**7.7** 42%	**7.5** 46%	**7.6** 43%
E Coli	**5.7** 27%	**6.9** 37%	**7.6** 41%	**7.3** 46%	**7.1** 40%
Best To Put Bag in Trash	**5.3** 20%	**8.0** 36%	**7.6** 36%	**7.8** 47%	**7.3** 37%
Organisms Live 2 Weeks	**6.0** 27%	**6.9** 34%	**7.3** 29%	**7.3** 39%	**7.1** 33%
Bacteria into Storm Drains	**5.6** 27%	**6.6** 31%	**7.3** 30%	**7.3** 41%	**6.9** 33%
126,000 Dogs	**9.0** 24%	**6.8** 30%	**7.1** 33%	**7.1** 36%	**7.0** 32%
Leading Cause of Water Contamination	**5.5** 27%	**6.5** 34%	**7.1** 33%	**6.8** 41%	**6.7** 35%
Landfills Designed to Handle	**8.1** 17%	**7.2** 28%	**7.1** 31%	**7.3** 41%	**6.8** 32%
Harms Adults	**5.3** 13%	**6.5** 29%	**6.8** 28%	**7.2** 39%	**6.7** 30%
Harms Pets	**8.3** 14%	**6.4** 26%	**6.8** 27%	**6.6** 27%	**6.5** 26%

Message Persuasiveness by Belief About Disposal
Ranked In Order of Rating by Those Who Assumed It Was Safe to Leave Pet Waste "in Nature"

CELL ENTRIES: Average Rating % Who Rated "10: Very Persuasive"	Leave in Nature* n=165	Toss/ Flush n=179	TOTAL N=400
Pet Waste is Raw Sewage	7.51 42%	7.87 44%	7.66 43%
Harms Children	7.43 38%	7.86 45%	7.59 43%
Organisms Live 2 Weeks	7.19 30%	7.02 33%	7.09 33%
E Coli	7.05 36%	7.31 44%	7.12 40%
126,000 Dogs	6.95 32%	7.22 35%	6.97 32%
20 Tons Per Day	6.85 32%	7.05 36%	6.82 33%
Best To Put Bag in Trash	6.79 28%	7.84 43%	7.32 37%
Landfills Designed to Handle	6.60 29%	7.00 33%	6.80 32%
Harms Adults	6.47 27%	7.01 32%	6.71 30%
Bacteria into Storm Drains	6.42 26%	7.36 37%	6.91 33%
Leading Cause of Water Contamination	6.41 31%	6.99 39%	6.71 35%
Harms Pets	6.38 23%	6.58 27%	6.46 26%

* "Leave = Leave on Ground, Compost, Bury

Both those who already knew the right way to dispose of pet waste (toss it) and those who think it is acceptable to leave it in nature rated the messages as generally persuasive. Those who said toss it rated each message as more persuasive than those who said leaving it in nature was the right method – with one exception. Those who said "leave it" were more likely to find the information that the organism in dog waste lives for 2 weeks as slightly more persuasive.

These findings indicate that knowledge and awareness of the issue could prove persuasive to those who mistakenly think they are doing the right thing by leaving the waste in nature.

DISCUSSION

The primary purpose of this survey was to test the potential effectiveness of various messages in persuading dog owners to properly dispose of their pets' waste.

Most of the messages were statements about the <u>problem</u>:

1. Dog waste is one of the leading causes of bacterial contamination in local streams & lakes;
2. Dog waste does not all soak into the ground. Stormwater runoff carries bacteria from dog waste into streams and lakes through storm drains;
3. The ingredients of dog waste are harmful to adults;
4. The ingredients of dog waste are harmful to children;
5. The ingredients of dog waste are harmful to pets;
6. Most dog waste contains *E. Coli;*
7. Harmful organisms in dog waste can persist for more than two weeks;
8. More than 20 tons of dog waste is dropped in Snohomish County backyards every day;
9. Pet waste is raw sewage;
10. More than 126,000 dogs live in Snohomish County, producing waste equivalent to a city of 40,000 people.

One was a statement referred to a <u>solution</u> to the problem:

11. Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.

One was about <u>action</u> that dog owners could take to solve the problem:

12. The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash.

The problem was widely recognized. The information about the dangers of pet waste were uniformly rated as persuasive across the behavior types.

The thrust of this analysis has been to examine the potential of these messages by dog owners' current behavior. About 1 in 4 already pick up after their dog(s) Always; fewer than 1 in 10 Never pick up.

Not surprisingly, those who Always pick up rated more of the messages as more persuasive than the other types: 10 of the 12 message had an average rating above 7, and the lowest rating was 6.0 – well above the scale mid-point (5).

Also not surprising was the finding that those who Never pick up rated the messages lower than the other types: only 3 had average scores above 7 and 7 of the 12 were below 6.

The greatest potential for increasing the number of people in the County who pick up after their dogs is likely to be the 2 in 3 who sometimes pick up and other times do not. We further divided this category into those who "Usually" pick up and those who "Rarely" do.

Those who Usually pick up rated 10 of the 12 messages as persuasive (7 or higher on the 0-10 scale). Their top rated messages were:

1. Pet waste is raw sewage;
2. More than 20 tons of dog waste is dropped in Snohomish County backyards every day;
3. The ingredients of dog waste are harmful to children;
4. Most dog waste contains *E. Coli.*

Those who Rarely pick up rated only 4 of the 12 messages a 7 or higher. Top-rated for this category were:

1. The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash;
2. The ingredients of dog waste are harmful to children;
3. Pet waste is raw sewage;
4. Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.

It is possible to over-analyze these findings, of course, particularly when the differences between categories are not great. However, these lists suggest a differential communication strategy.

For those who Usually pick up, the top-rated messages all had to do with the waste itself. Significantly, two of top rated messages for those who Rarely pick up were about disposal. Further, the one statement about action that respondents could take ("The environmentally preferred way…") was the top-rated message among those who Rarely pick up. This indicates that those who Rarely pick up were less likely to be aware than others of the proper disposal method.

This suggests a strategy of:

1. Reinforcing existing ideas about the harmfulness of dog waste by adding factual information; and
2. Telling people what they can do about it.

The "What to do" message will be most likely to reach the Rarely Pick Up owners; reinforcing ideas about the harmfulness of the waste will reach those who pick up more often on the way to the Rarely category.

FINDINGS

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Type of Home; Size of Lot

Q10: Which of the following best describes the home in which you live:

Type	%
House	81%
Mobile Home	7%
Apartment	6%
Duplex	4%
Condo	2%
DK	1%

Q10A: How large is the part of your property that your dog uses? Is it... [n=338]

Size	%
Less Than Qtr. Acre	42%
Qtr. Acre	21%
Half Acre	11%
1 Acre	6%
Over 1 Acre	19%
DK	1%

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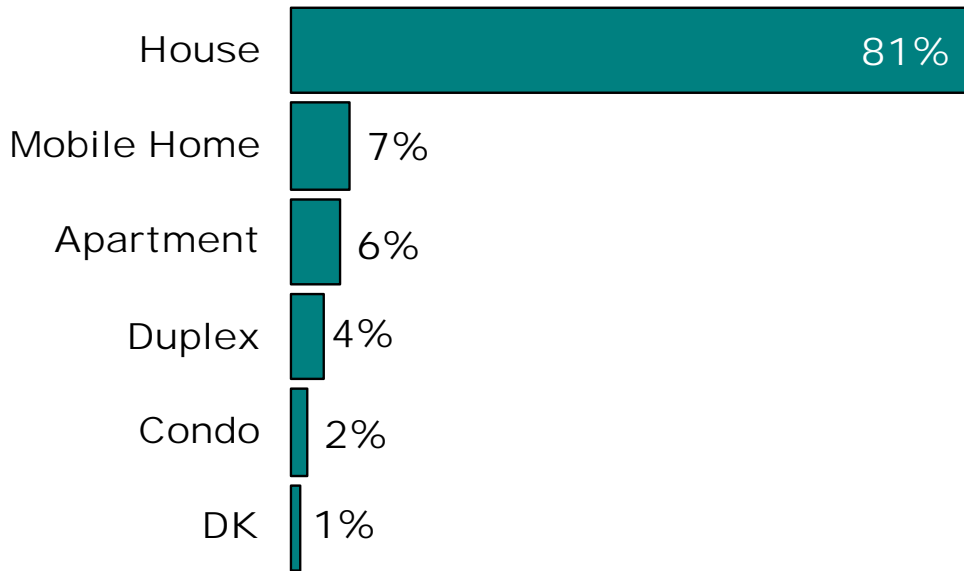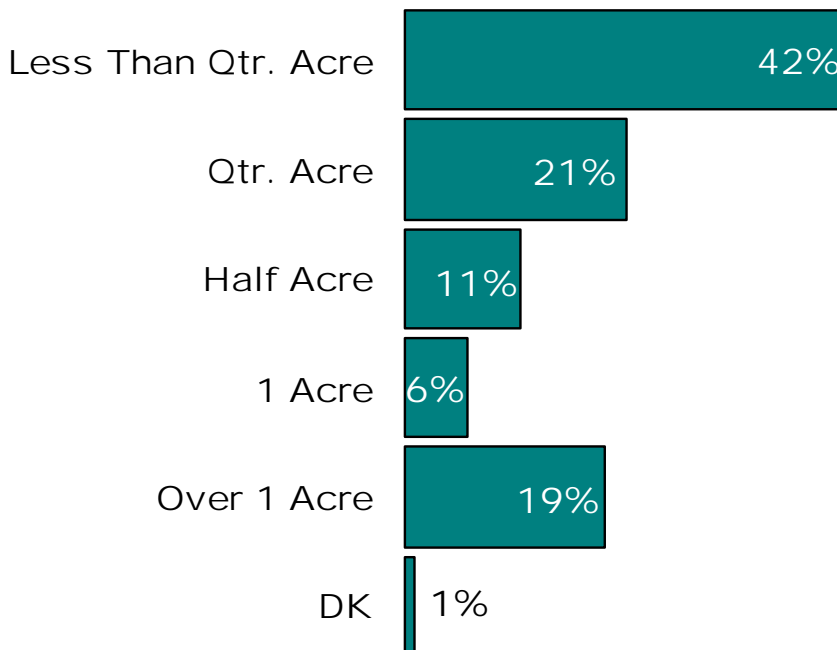
1/3 of Owners Have More than 1 Dog

Q1: I would like to know about your dog or dogs. How many dogs are currently living at this household?

66%	27%	5%	2%	1%
1	2	3	4	5+
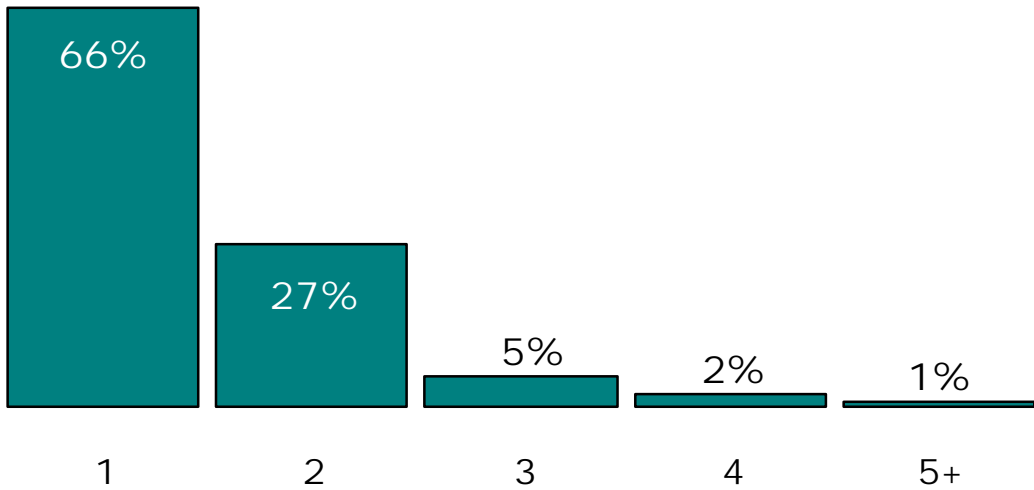
Q2: Let's start with the oldest dog, then the next oldest and then the next oldest. How much do they weigh?

23%	33%	23%	38%	26%
Under 10	11-30	31-50	51-80	Over 80
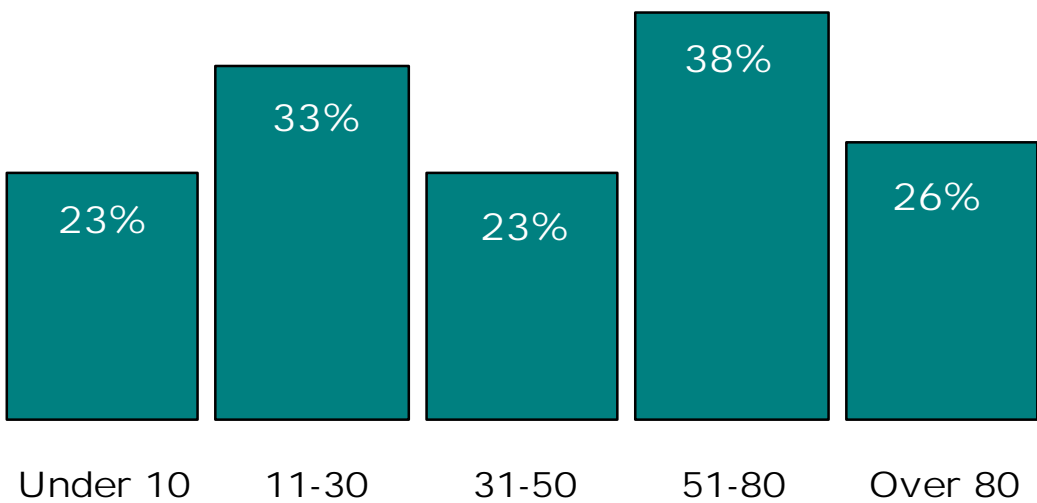
Origin of Dogs

Q2: Where did you get the dogs?

Breeder 44%
Friend/Relative 37%
Other 28%
Shelter 27%
Pet Shop 7%

- Purchased One or More — 40%
- All Free — 60%

- All Given — 23%
- All Rescued — 13%
- All Purchased — 23%
- Mix / Other — 42%

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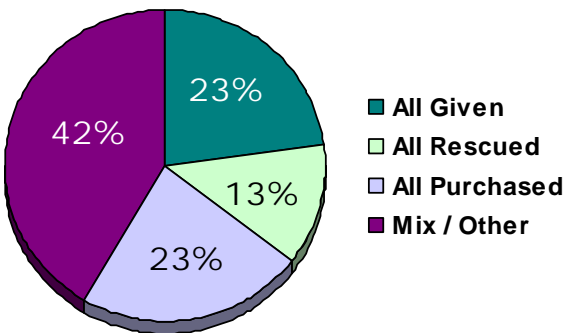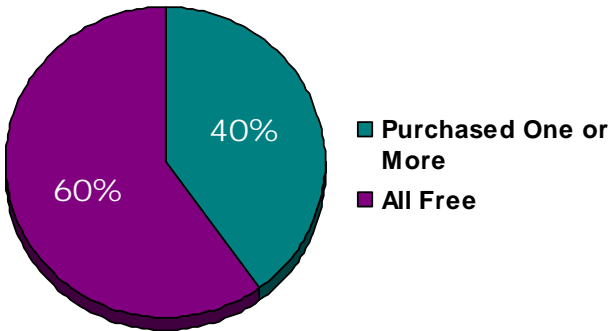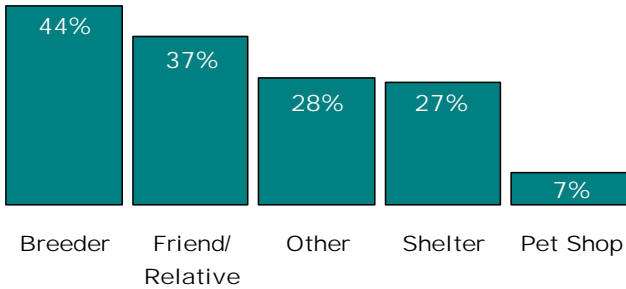
Dog Services Used in Last Year

Q4: About how many times in the last year did you use the following services – if at all:

Legend: ■ 4+   ■ 3   □ 2   □ 1   □ 0
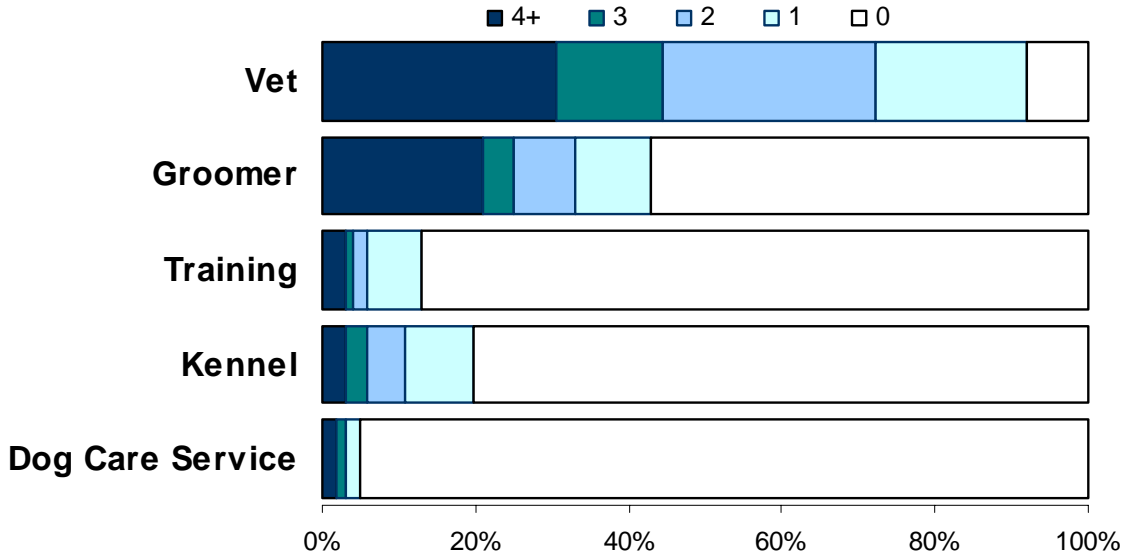
	Dog Care Service	Kennel	Training	Groomer	Vet
□ 0	95%	81%	88%	57%	8%
□ 1	2%	9%	7%	10%	20%
□ 2	0%	5%	2%	8%	28%
■ 3	1%	3%	1%	4%	14%
■ 4+	2%	3%	3%	21%	31%

Shopping at Pet Stores

Q5: How many times have you gone to a pet store in the last year?

Most likely to have gone 4+ times (71%)
- 18-35 years old (78%);
- $50-75,000 annual income (77%);
- Suburban neighborhood (77%).

9%	7%	8%	6%	71%
0	**1**	**2**	**3**	**4+**
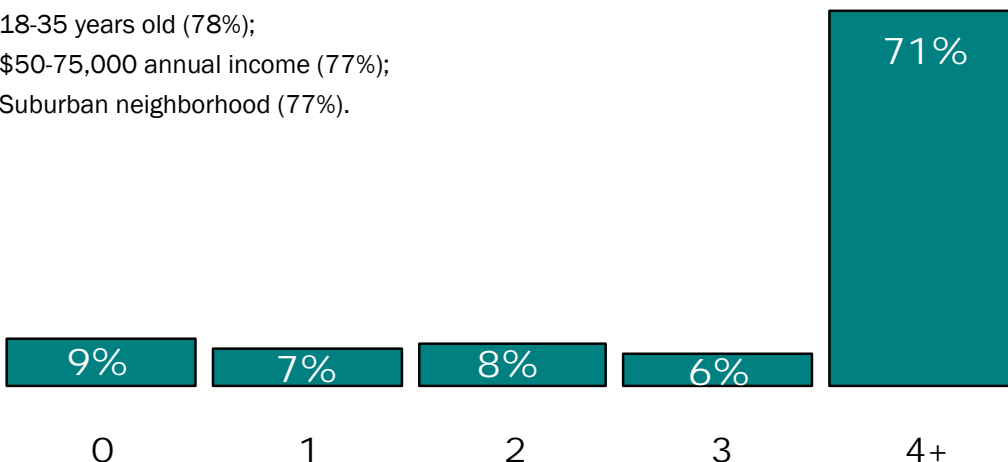
Q5A: Is the pet store you most frequently go to a…[n=365]

Chain Store	59%
Independent Store	27%
Feed Store/ Co-op	11%
Other	2%
DK	1%
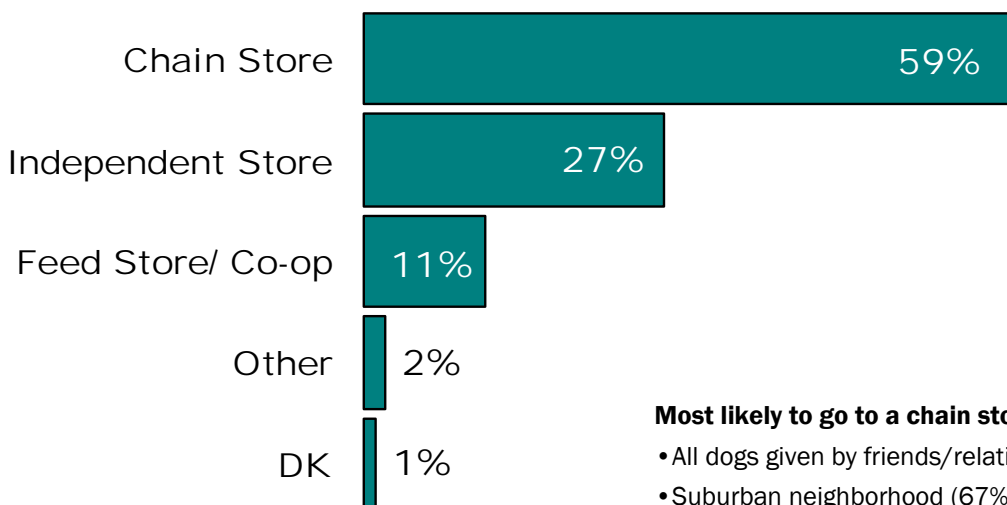
Most likely to go to a chain store (59%)
- All dogs given by friends/relatives (67%);
- Suburban neighborhood (67%);
- Dog owner for over 40 years (65%);
- College graduates (65%).

Most Dog Food Purchased at Grocery and Pet Stores

Q6: Where do you purchase dog food? [n=415, multiple response]

Store	Percentage
Grocery Store	44%
Pet Store	33%
Feed Store / Co-op	15%
Veterinarian	6%
Other	6%
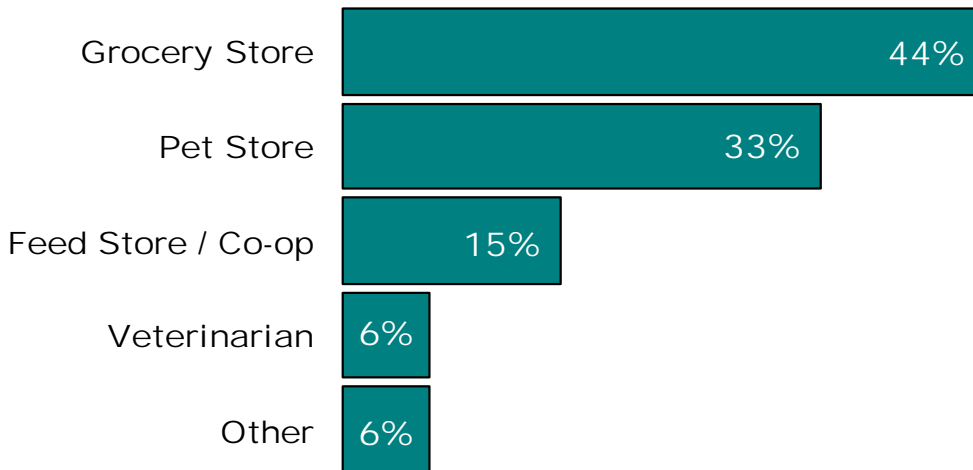
Most likely to go to a grocery store (44%)

- Under $50,000 annual income (57%);
- Men (55%);
- All dogs given by friends/relatives (53%);
- Away from home 10+ hours per day (52%);
- Urban neighborhood (51%);
- Single people without children (50%).

Most likely to go to a pet store (33%)

- Purchased all of their dogs (41%);
- Away from home 5-10 hours per day (41%);
- Those who always pick up after the dog (40%);
- College graduates (39%);
- $50-75,000 annual income (39%);
- Suburban neighborhood (39%).

Dogs' Time with Owners

Snohomish County
Public Works
Surface Water Management

Q25: In a typical week day, how many hours would you estimate you are away from home – either at work or some other place?

Category	Percentage
10+ Hours	37%
5-10 Hours	28%
< 5 Hours	25%
Never	6%
DK	%

Most likely to be gone 10+ hours (37%)
- Men (53%);
- $25-50,000 annual income (50%);
- $75,000+ annual income (46%)
- 36-50 years old (43%);
- Dog owner for less than 5 years (43%).
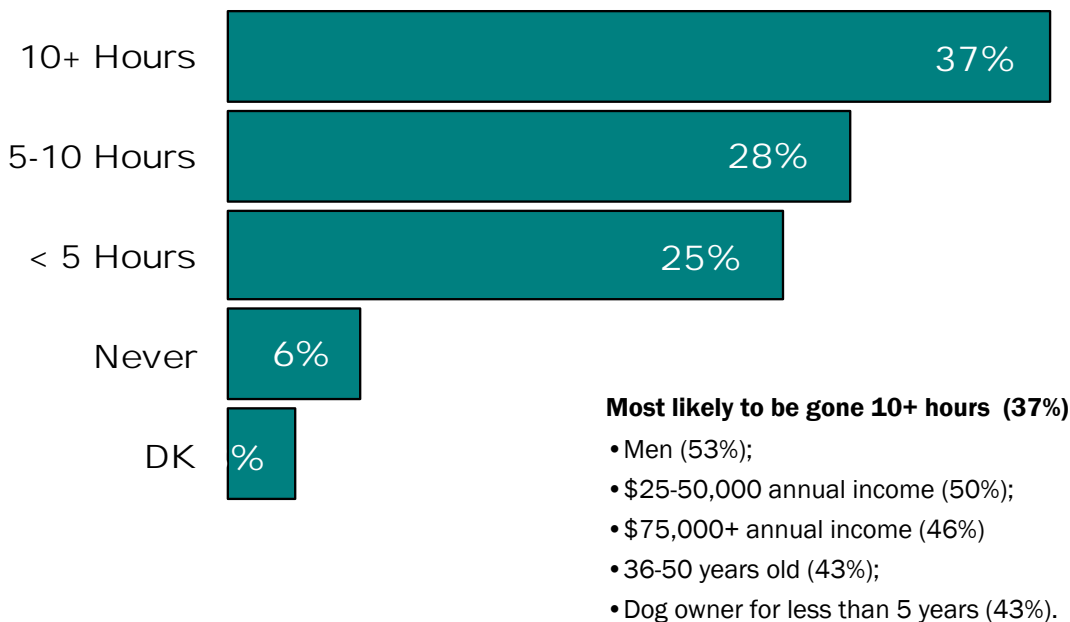
Q7: In a typical week, how many days [is / are] your dog(s) taken for a walk?

7+	4-6	1-3	None
40%	14%	21%	25%
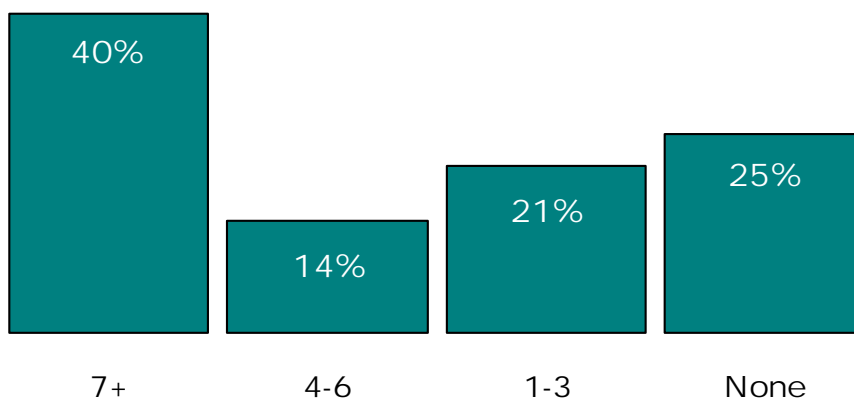
Most likely to walk every day (40%)
- Under $25,000 annual income (49%);
- Away from home less than 5 hours per day (48%);
- Urban neighborhood (48%);
- Dog owner for over 40 years (47%);
- People without children (46%).

Adults Walk Dogs Near Home

Q7A: IF 1 TIME OR MORE: Where is the dog typically walked? [n=301]

Category	Percentage
Neighborhood	72%
Nearby Park	11%
Other	15%
DK	2%
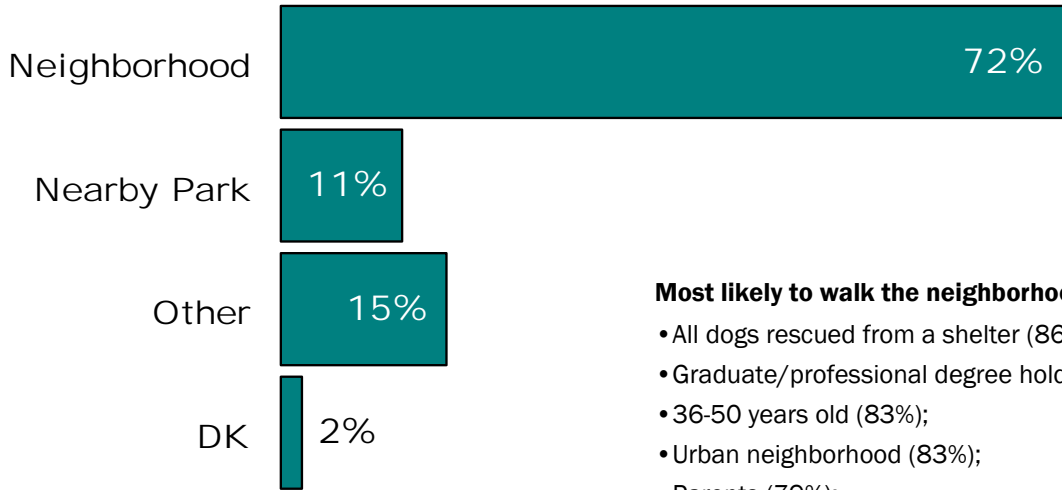
Most likely to walk the neighborhood (72%)
- All dogs rescued from a shelter (86%);
- Graduate/professional degree holders (85%);
- 36-50 years old (83%);
- Urban neighborhood (83%);
- Parents (79%);
- Dog owner for 6-10 years (78%).

Q7B: Who typically walks the dog? Is it...[n=301]

Category	Percentage
Adults	76%
Children	4%
Both	16%
Other	3%
DK	1%
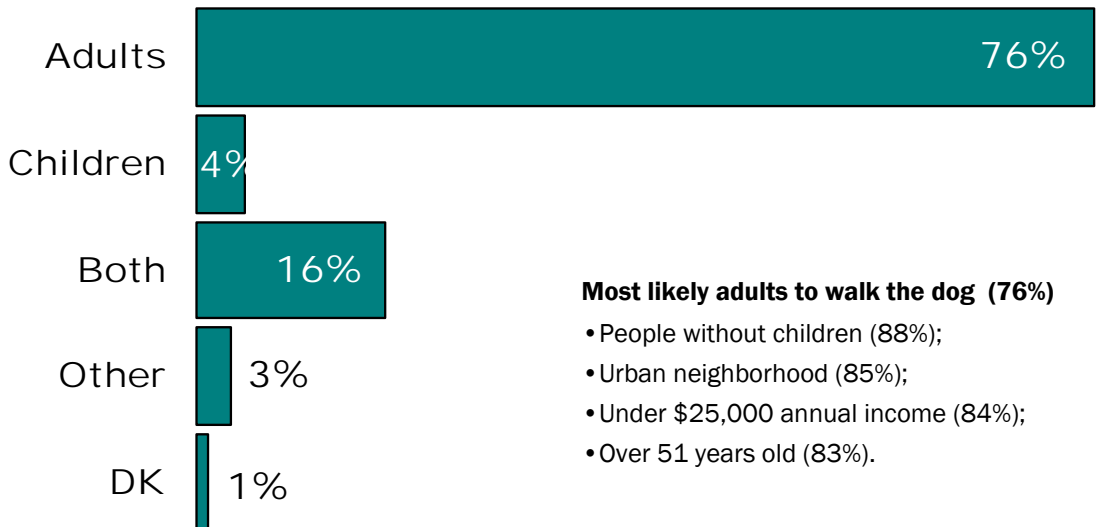
Most likely adults to walk the dog (76%)
- People without children (88%);
- Urban neighborhood (85%);
- Under $25,000 annual income (84%);
- Over 51 years old (83%).

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Most Waste Dropped in Yard

Q12: What portion of your dog's waste is dropped in the yard compared to while on walks? Would you say...[n=366]

- ☐ **All** — 40%
- ☐ **Most** — 40%
- ☐ **Half or More Walks** — 19%
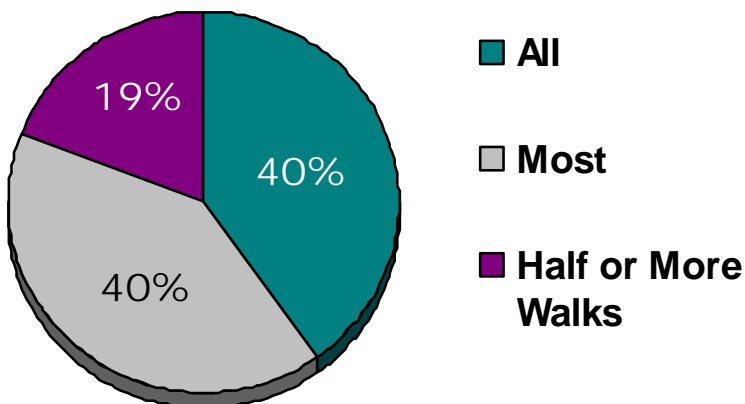
Most likely to say "All in yard" (40%)

- Not living by a storm drain (51%);
- Dog owner for 6-10 years (48%);
- Rural neighborhood (48%);
- All dogs rescued from a shelter (47%).

Most likely to say "Most in yard" (40%)

- Those who generally pick up after the dog (55%).

Most Waste in Yard Cleaned up at at Least Weekly

Q11: Is the dog waste in the yard...[n=366]

- Cleaned Daily — 34%
- Weekly — 38%
- Couple of Weeks — 9%
- Once a Month — 3%
- < Once a Month — 4%
- Left On Ground — 2%
- DK — 11%

Most likely to say "Daily" (34%)

- Under $25,000 annual income (55%);
- 65+ years old (52%);
- Away from home less than 5 hours per day (44%);
- Single people without children (42%).

Q11A: Who typically cleans up the dog waste in the yard? [n=326]

- Respondent — 63%
- Another Adult — 25%
- Child — 8%
- A Service — 2%
- DK — 2%

Most likely respondents to clean up (63%)

- Men (80%);
- People without children (72%);
- Away from home 10+ hours per day (72%);
- All dogs given by friends/relatives (70%);
- Dog owner for 21-40 years (69%);
- $25-50,000 annual income (69%).

Most Waste in Yard
Disposed in Trash

Q11B: How is dog waste typically cleaned up in the yard? Do you use...[n=321]

Method	Percent
Shovel/ Rake	50%
Plastic Bag	20%
Long-Handle Scoop	14%
Garden Hand Tool	7%
Jaws Scoop	5%
Other	2%
DK	2%

Most likely to use a shovel/rake (50%)
- High school graduates (63%);
- Parents (59%);
- Away from home 5-10 hours per day (59%);
- Those who sometimes pick up (58%);
- All dogs purchased (57%);
- Men (57%);
- Rural neighborhood (57%);
- Dog owner for 21-40 years (56%);
- $25,000+ annual income (56%);
- 36-50 years old (56%).

**Q11C: Once the waste is picked up, how do you typically dispose of it?
Do you...[n=321]**

Method	Percent
In Trash	55%
In Compost	15%
Bury It	8%
Yard Waste Bin	6%
Other	6%
Toss Off Grass	5%
Toilet	4%
DK	1%

Most likely to throw it in the trash (55%)
- Urban neighborhood (67%);
- Those who always pick up after the dog (65%);
- 65+ years old (64%);
- $75,000+ annual income (64%);
- All dogs rescued from a shelter (63%);
- All dogs purchased (63%);
- Some college education (62%).

28% Always Pick Up

Q7C/Q11: How often is the waste typically picked up in the yard and on walks?

Pie chart:
- Always Both — 28%
- Sometimes — 63%
- Never Both — 9%
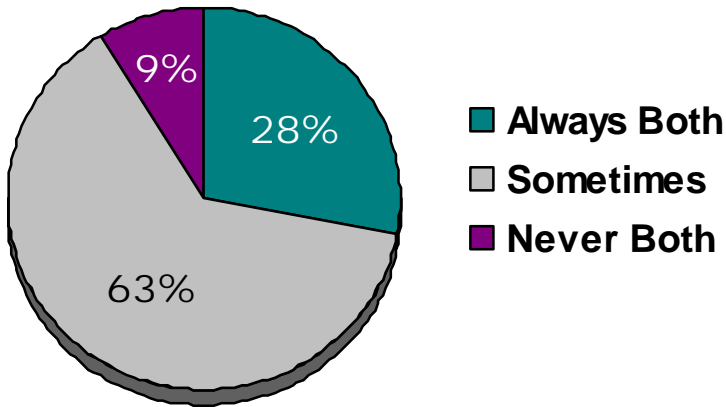
Yard Pick Up

Pick Up on Walks

	Daily	Sometimes	Hardly Ever
Every Time	28%	29%	7%
Sometimes	6%	5%	8%
Never	5%	5%	9%

Why Others Don't Pick Up Their Yard

Q13: In your opinion, what might be some reasons why people do not pick up after their dogs in their own yard?

Reason	Always	Sometimes	Never
Lazy	61%	51%	25%
Inconsiderate	11%	16%	4%
Dislike It	5%		13%
Unnecessary	4%	2%	4%
Busy / No Time	4%		
Irresponsible	3%	4%	
On Own Property		2%	4%
Ignorance	4%		8%
Slob	4%	2%	
Unsanitary	3%	2%	4%
Use For Fertilizer		1%	13%
Other	9%		8%
Don't Know	7%	15%	17%

Those Who Pick Up:
- ■ Always
- ■ Sometimes
- □ Never
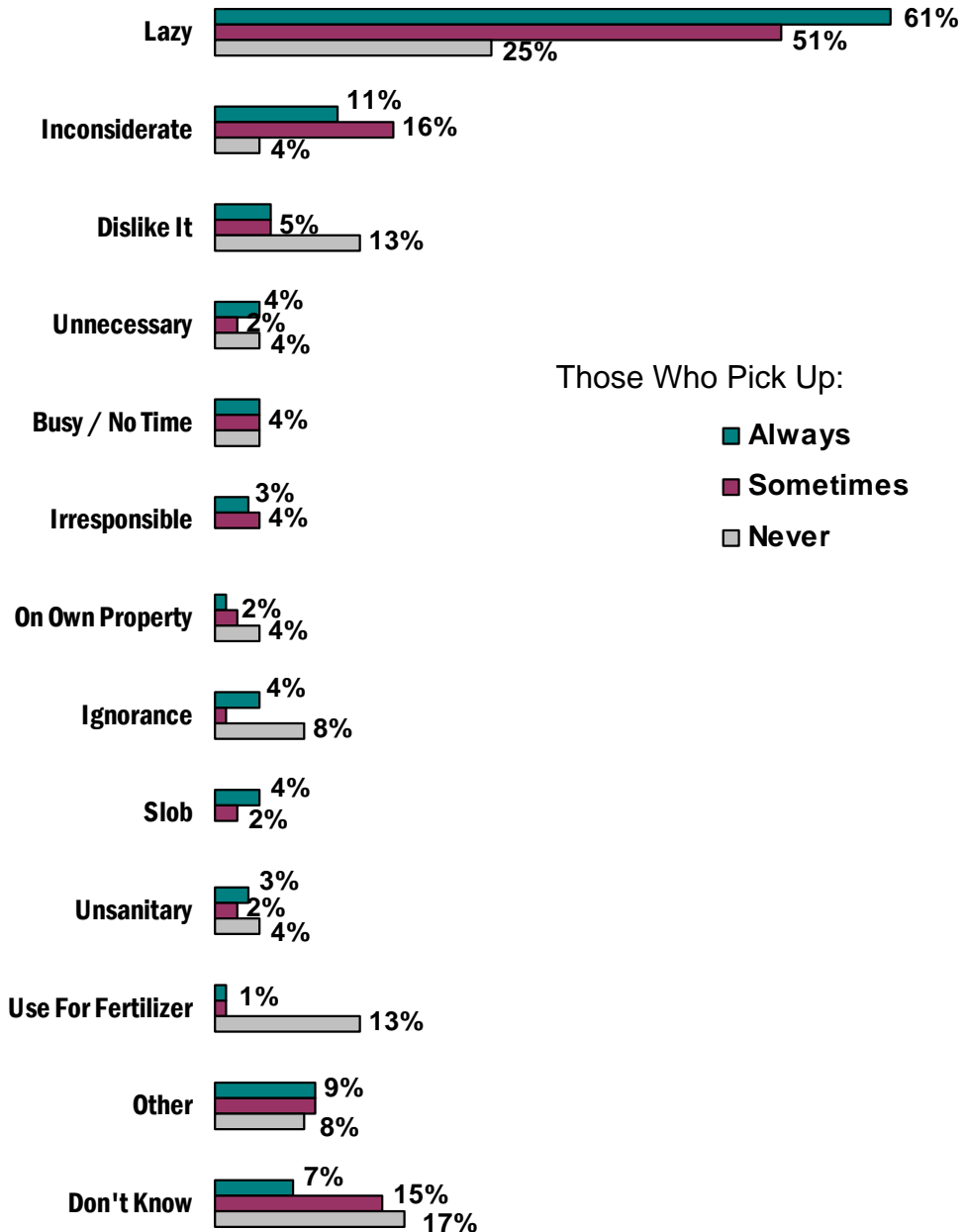
Why Respondents Don't Pick Up Their Own Yard

Q14: On an occasion where you may not have picked up after your dog in your yard, what was the main reason?

Weather Conditions
- 30%
- 20%

Busy / No Time
- 15%
- 17%
- 5%

Unaware Dog Went
- 15%
- 16%

Lazy
- 6%

Rural Area
- 3%
- 21%

Yard Too Big
- 4%
- 16%

Physical Difficulty
- 3%
- 5%

Unnecessary
- 4%
- 5%

Unprepared
- 9%
- 2%

Service/ Other Does It
- 3%
- 5%

Use for Fertilizer
- 11%

On Own Property
- 11%

Dog Has Own Area
- 1%
- 5%

Other
- 3%
- 16%

Don't Know
- 15%
- 7%

Those Who Pick Up:
- ■ Always
- ■ Sometimes
- □ Never
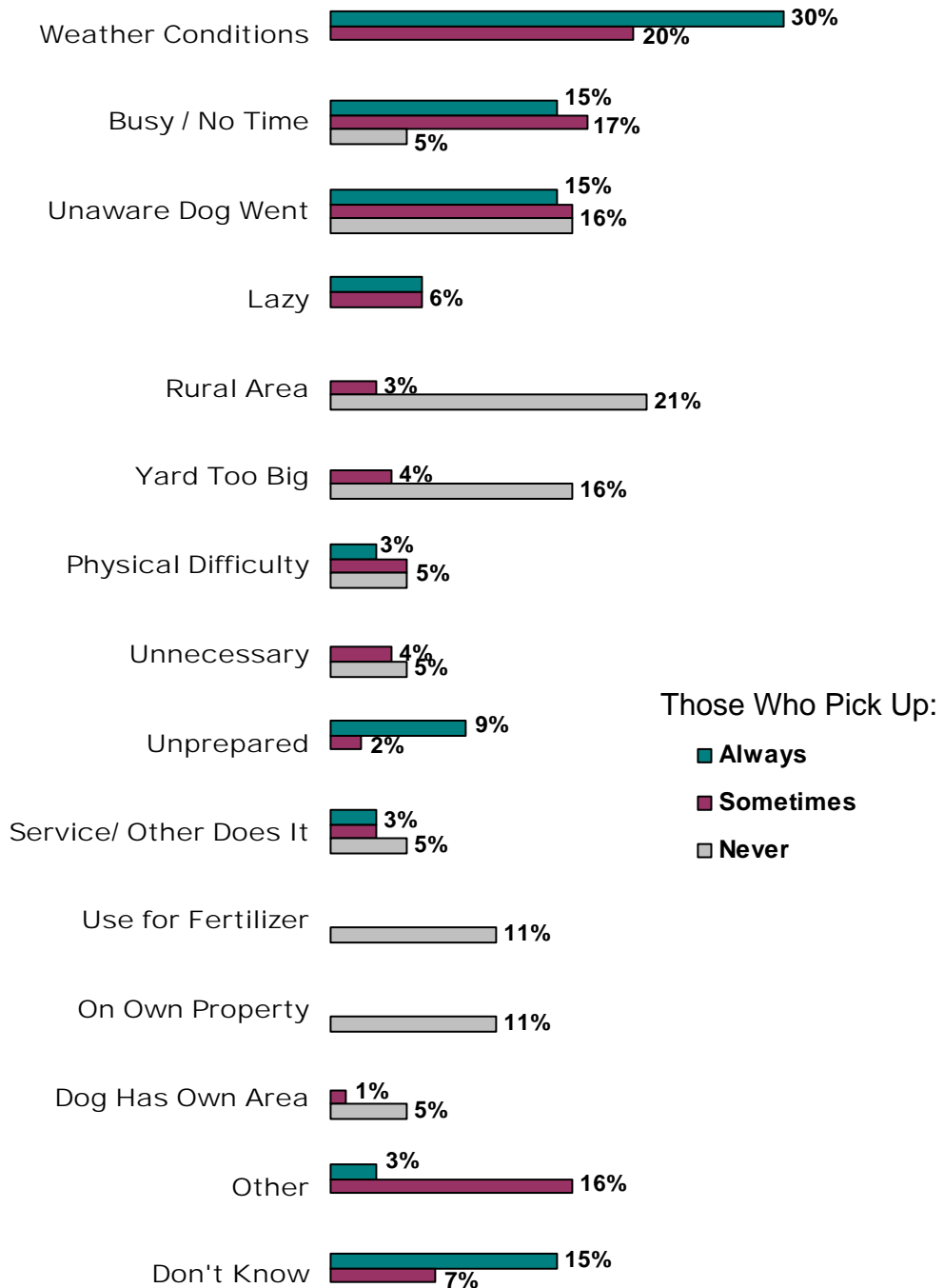
Reasons Attributed to Others and Self for Not Picking Up in Yard

Reason	Others	Self
Lazy	52%	7%
Weather Conditions		19%
Inconsiderate	14%	
Unaware Dog Went		12%
Dislike It	6%	
Yard Too Big		4%
Unnecessary	4%	3%
Busy / No Time	4%	13%
Physical Difficulty		3%
Irresponsible	3%	
Unprepared		3%
On Own Property/Rural	3%	8%
Service/Other Does It		2%
Ignorance	2%	
Dog Has Own Area		2%
Slob	2%	
Unsanitary	2%	
Use For Fertilizer	2%	1%
Other	12%	21%
Don't Know	11%	8%

■ **Others**

■ **Self**
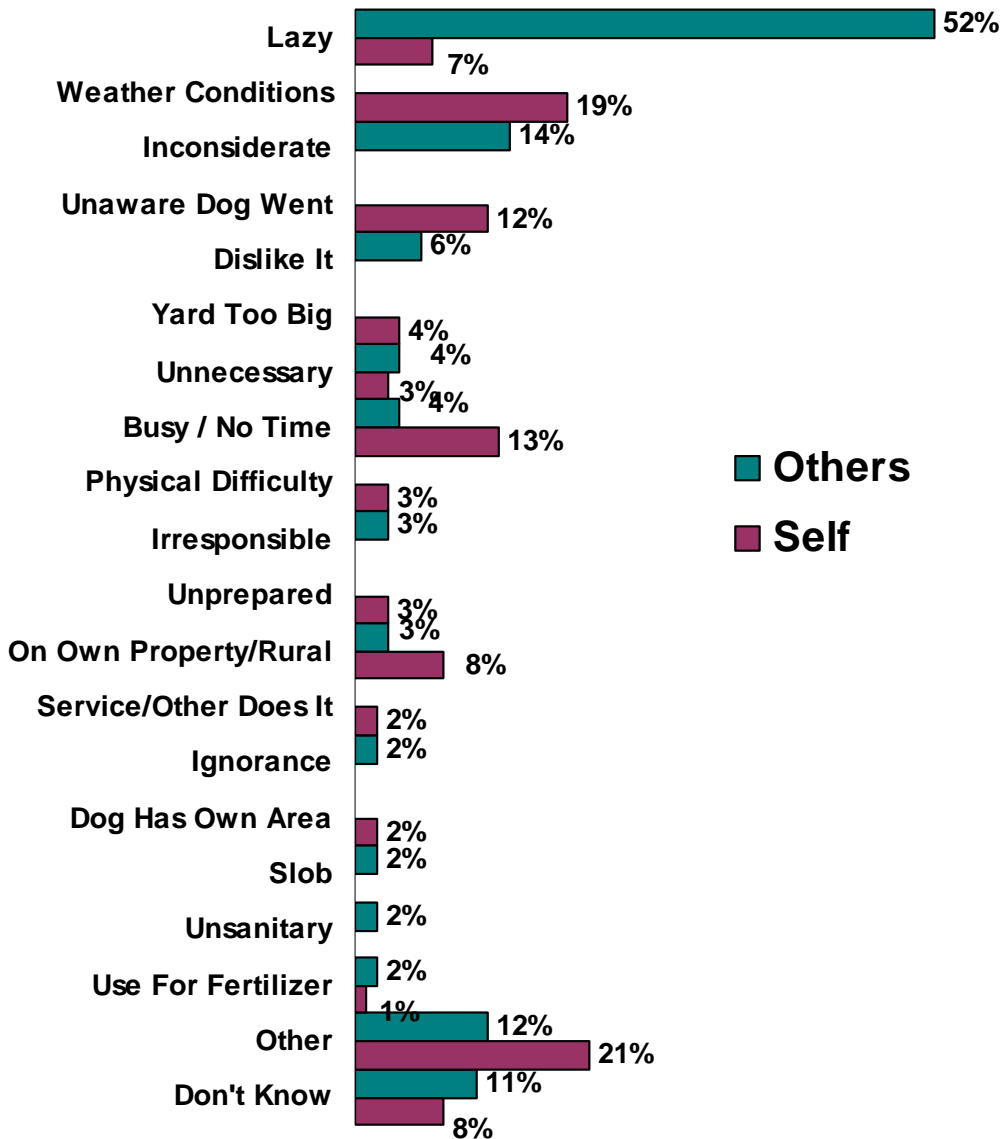
On a Walk, Most Pick Up Every Time

Q7C: When the dog is out for a walk, how is the dog waste dealt with? How often is the waste typically picked up? Would you say...[n=301]

- Every Time — 65%
- Sometimes — 18%
- Never — 17%
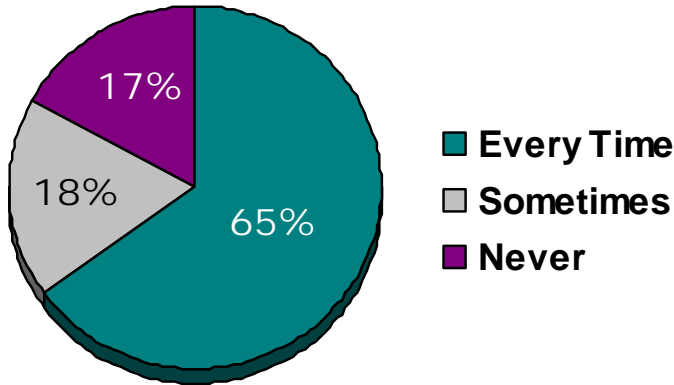
Q7D: If picked up: How is the waste typically picked up? [n=250]

- Plastic Bag — 91%
- Other — 8%

Q7E: How is it disposed of? Is it...[n=250]

- Trash Can — 45%
- Other — 6%
- Take Home — 48%

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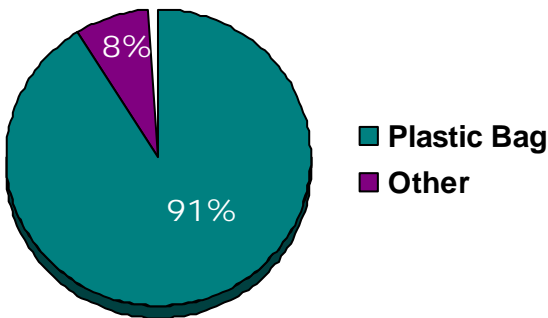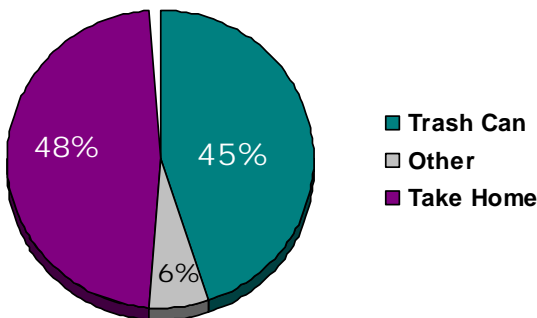
Why Others Don't Pick Up On Walks

Q8: Of course, people have different reasons for doing things or not doing them. In your opinion, what might be some reasons why people do _not_ pick up after their dogs on walks?

Category	Always	Sometimes	Never
Lazy	63%	55%	42%
Inconsiderate	20%	18%	4%
Dislike It	8%	10%	17%
Unprepared	9%	10%	4%
Irresponsible	3%	7%	
Unnecessary	4%		13%
Rural Area		4%	17%
Ignorance	7%	2%	
Unsanitary	4%	3%	
Unaware Dog Went	5%		4%
Other	4%	10%	4%
Don't Know	3%	4%	13%

■ Always
■ Sometimes
□ Never

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Why Respondents Don't Pick Up on Walks

Snohomish County
Public Works
Surface Water Management
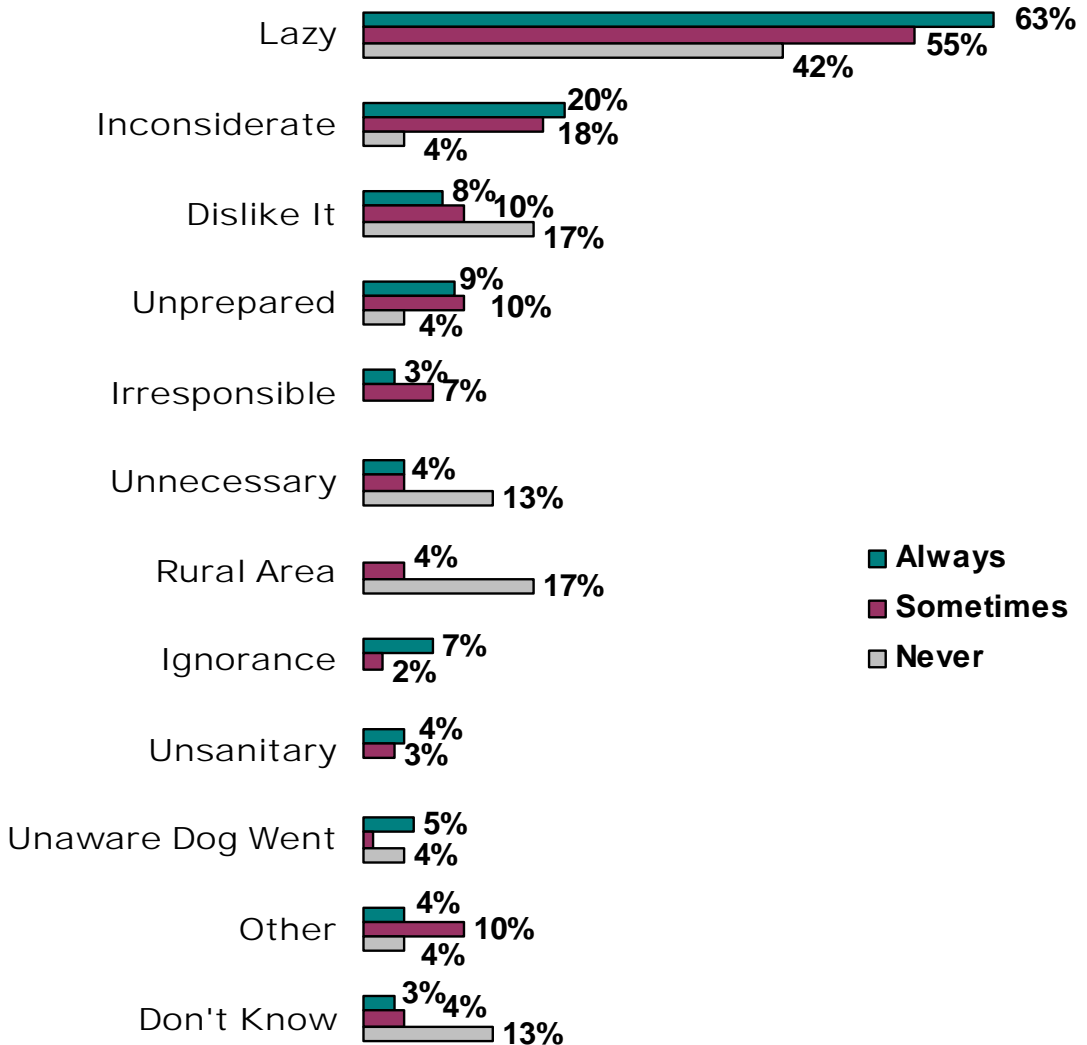
Q9: On an occasion where you may not have picked up after your dog on a walk, what was the main reason?

Reason	Always	Sometimes	Never
Unprepared	30%	28%	
Rural Area	15%		26%
Inconvenient		8%	
Unnecessary			5%
Diarrhea	3%	6%	5%
Busy / No Time	9%		
Unaware Dog Went	2%		11%
Lazy	6%	3%	5%
Dislike It		3%	
Service/Other Does It		3%	5%
On Own Property	2%	3%	16%
Irresponsible	3%	1%	
Physical Difficulty		3%	5%
Weather Conditions	1%	6%	
Yard Too Big		3%	5%
Dog Has Own Area		2%	5%
No Reason	3%	4%	
Other	3%	5%	
Don't Know	6%	7%	5%

Legend:
■ Always
■ Sometimes
□ Never

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Reasons Attributed to Others
and Self for Not Pickup Up on Walks
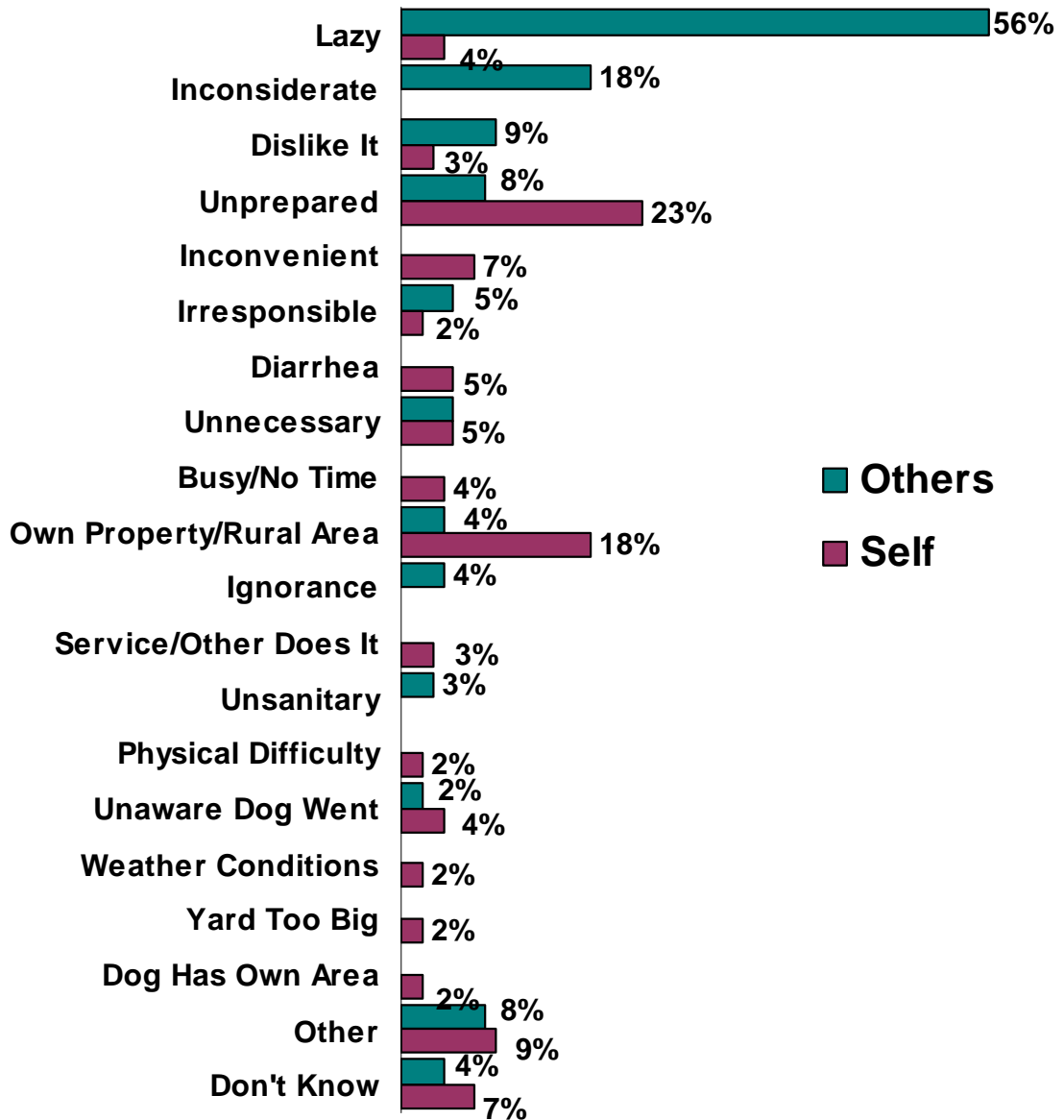
Reason	Others	Self
Lazy	56%	4%
Inconsiderate	18%	
Dislike It	9%	3%
Unprepared	8%	23%
Inconvenient		7%
Irresponsible	5%	2%
Diarrhea		5%
Unnecessary		5%
Busy/No Time		4%
Own Property/Rural Area	4%	18%
Ignorance	4%	
Service/Other Does It		3%
Unsanitary	3%	
Physical Difficulty		2%
Unaware Dog Went	2%	4%
Weather Conditions		2%
Yard Too Big		2%
Dog Has Own Area		2%
Other	8%	9%
Don't Know	4%	7%

■ Others

■ Self

Perception of Relative Waste Hazard by Frequency of Pick Up

Q15,16: To the best of your understanding, is there any difference in terms of the potential effect on human health between dog waste and human waste? Would you guess that...

■ Dogs' □ Same / DK ■ Humans'

	Dogs'	Same / DK	Humans'
Total	4	67%	29%
Always	3	72%	25%
Sometimes	5%	66%	29%
Never		55%	46%

■ Dogs' □ Same / DK ■ Cats'

	Dogs'	Same / DK	Cats'
Total	7%	66%	28%
Always	7%	61%	32%
Sometimes	10%	69%	22%
Never	4%	67%	29%
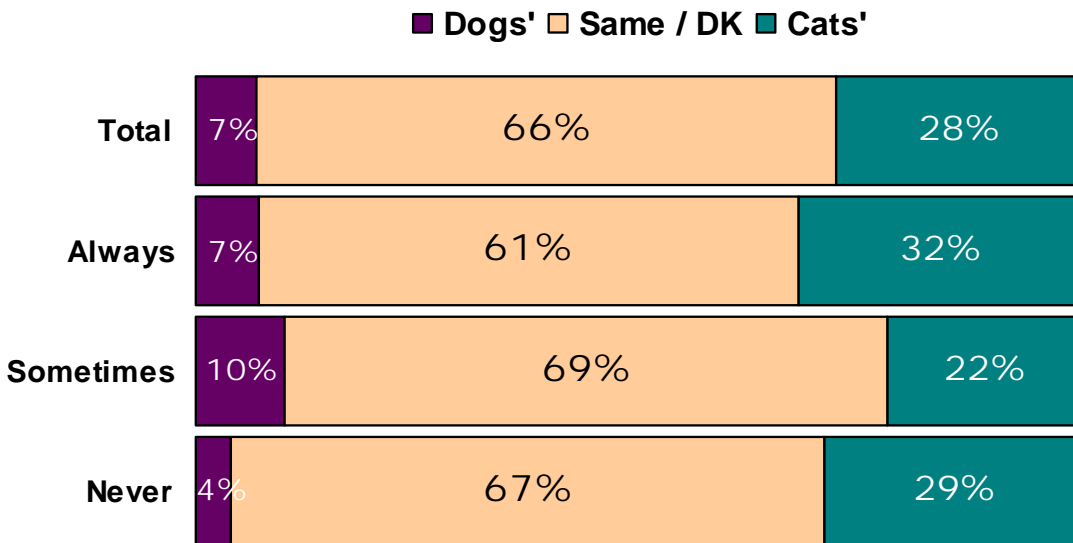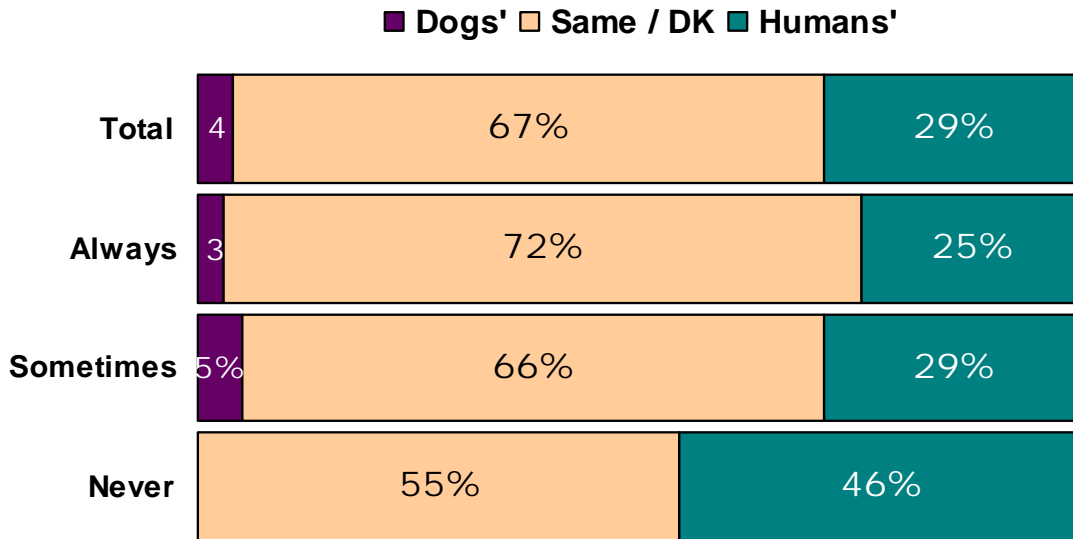
Perception of Relative Waste Hazard by Frequency of Pick Up

Q15,16: To the best of your understanding, is there any difference in terms of the potential effect on human health between dog waste and human waste? Would you guess that...

Most likely to say *human* waste more harmful (29%)

- Dog owner for 21-40 years (39%);
- College graduates (37%);
- Baby boomers (36%);
- Rural neighborhood (35%).

Most likely to say human and dog waste are similar (not DK) (56%)

- Under $50,000 annual income (65%);
- All dogs given by friends/relatives (63%);
- Couples with children (62%).

Most likely to say *cat* waste more harmful (28%)

- Graduate/professional degree holders (39%);
- 18-35 years old (36%);
- Dog owner for 21-40 years (35%);
- All dogs purchased (34%);
- Away from home for less than 5 hours per day (34%).

Most likely to say cat and dog waste are similar (not DK) (51%)

- 65+ years old (65%);
- Dog owner for 11-21 years (59%);
- All dogs given by friends/relatives (59%);
- Under $25,000 annual income (59%);
- Away from home 5-10 hours per day (57%).

Rating Argument Persuasiveness by Frequency of Waste Pick up

Q18.1: Dog waste is one of the leading causes of bacterial contamination in local streams & lakes.
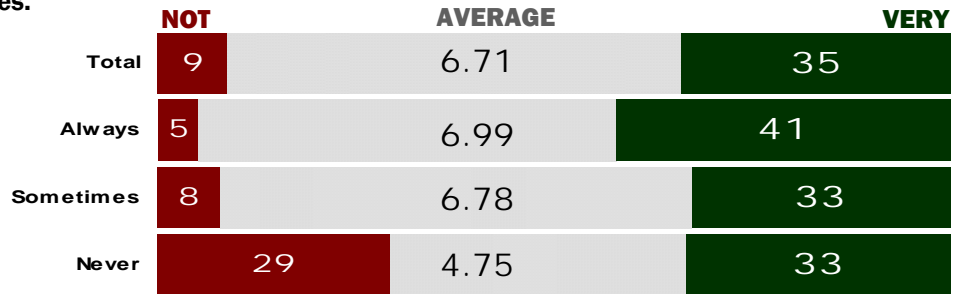
	NOT	AVERAGE	VERY
Total	9	6.71	35
Always	5	6.99	41
Sometimes	8	6.78	33
Never	29	4.75	33

Q18.2: Dog waste does not all soak into the ground. Storm water runoff carries bacteria from dog waste into streams and lakes through storm drains.

	NOT	AVERAGE	VERY
Total	6	6.91	33
Always	3	7.45	43
Sometimes	5	6.86	30
Never	17	5.17	33

Q18.3: The ingredients of dog waste are harmful to adults .

	NOT	AVERAGE	VERY
Total	8	6.71	30
Always	5	7.15	37
Sometimes	7	6.62	27
Never	21	5.42	17

Q18.4: The ingredients of dog waste are harmful to children.

	NOT	AVERAGE	VERY
Total	4	7.59	42
Always	3	7.61	40
Sometimes	4	7.58	40
Never	17	6.46	38

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Argument Persuasiveness Continued

[2 of 3]

Q18.5: The ingredients of dog waste are harmful to pets.
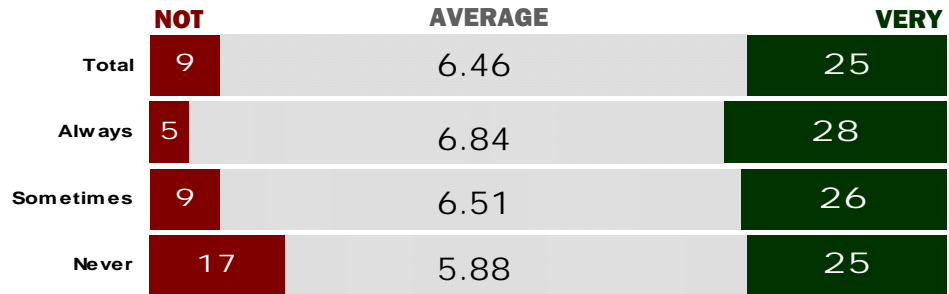
	NOT	AVERAGE	VERY
Total	9	6.46	25
Always	5	6.84	28
Sometimes	9	6.51	26
Never	17	5.88	25

Q18.6: Most dog waste contains *E. Coli*.

Total	9	7.12	40
Always	7	7.07	39
Sometimes	10	7.14	41
Never	21	5.50	25

Q18.7: Harmful organisms in dog waste can persist for more than two weeks.

Total	6	7.09	33
Always	4	7.36	37
Sometimes	8	6.92	30
Never	13	6.13	33

Q18.8: More than 20 tons of dog waste is dropped in Snohomish County backyards every day.

Total	9	6.83	33
Always	7	7.09	39
Sometimes	8	7.33	35
Never	29	4.71	25
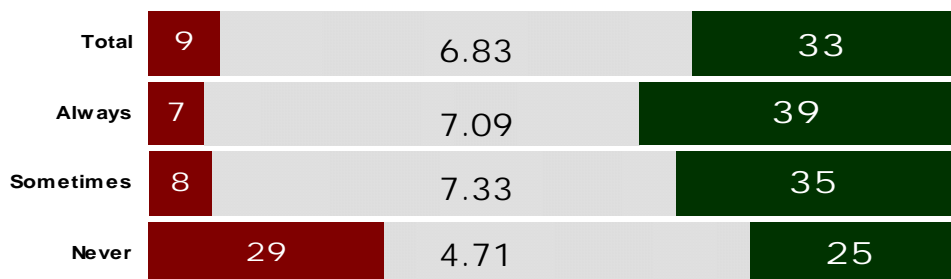
Argument Persuasiveness Continued

[3 of 3]

Q18.9: Pet waste is raw sewage.
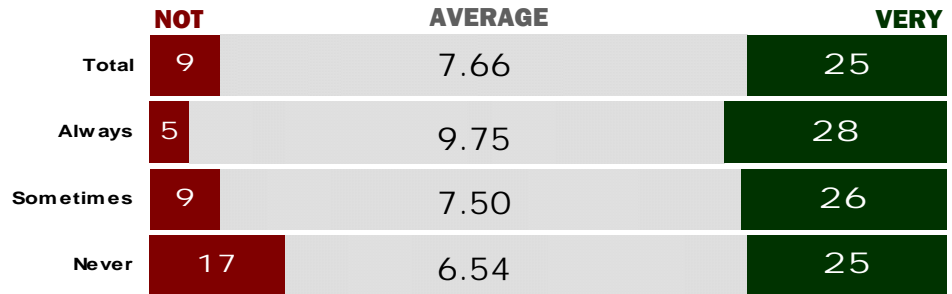
	NOT	AVERAGE	VERY
Total	9	7.66	25
Always	5	9.75	28
Sometimes	9	7.50	26
Never	17	6.54	25

Q18.10: More than 126,000 dogs live in Snohomish County, producing waste equivalent to a city of 40,000 people.

Total	6	6.97	33
Always	4	7.05	32
Sometimes	7	6.88	32
Never	21	9.04	25

Q18.11: The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash.

Total	6	7.32	37
Always	3	7.81	47
Sometimes	2	7.99	36
Never	21	5.08	21

Q18.12: Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.

Total	8	6.80	32
Always	5	7.31	40
Sometimes	7	7.26	29
Never	21	4.63	17

ELWAY RESEARCH, INC.

Summary:
Argument Persuasiveness

Snohomish County
Public Works
Surface Water Management

Q18 MEANS: Of those who pick up after their dog/s always, sometimes, or never...

■ **Always**   ■ **Sometimes**   ☐ **Never**

Raw Sewage
- Always: 9.75
- Sometimes: 7.5
- Never: 6.54

Harms Kids
- Always: 7.61
- Sometimes: 7.58
- Never: 6.46

Bag In Trash Best
- Always: 7.81
- Sometimes: 7.99
- Never: 5.08

E Coli
- Always: 7.07
- Sometimes: 7.14
- Never: 5.5

Org. Live 2 Weeks
- Always: 7.36
- Sometimes: 6.92
- Never: 6.13

126000 Dogs
- Always: 7.05
- Sometimes: 6.88
- Never: 9.04

Storm Drains
- Always: 7.45
- Sometimes: 6.86
- Never: 5.17

20 Tons/Day
- Always: 7.09
- Sometimes: 7.33
- Never: 4.71

Landfills Safe
- Always: 7.31
- Sometimes: 7.26
- Never: 4.63

Water Contamination
- Always: 6.99
- Sometimes: 6.78
- Never: 4.75

Harms Adults
- Always: 7.15
- Sometimes: 6.62
- Never: 5.42

Harms Pets
- Always: 6.84
- Sometimes: 6.51
- Never: 5.88

ER ELWAY RESEARCH, INC.

Awareness of "Right Thing To Do" By Frequency of Pick Up

Q17: What do you think health and environmental experts would recommend as the best method to dispose of dog waste?

■ In Trash □ Toilet □ In Compost □ Bury It □ Yard Waste Bin ■ Toss Off Grass ■ Other

	In Trash	Toilet	In Compost	Bury It	Yard Waste Bin	Toss Off Grass	Other	DK
Total	23%	22%	17%	13%	5%		6%	14%
Always	23%	31%	12%	5%	7%	4%		19%
Sometimes	19%	23%	18%	15%	5%		5%	14%
Never	33%	13%	17%	13%			8%	13%
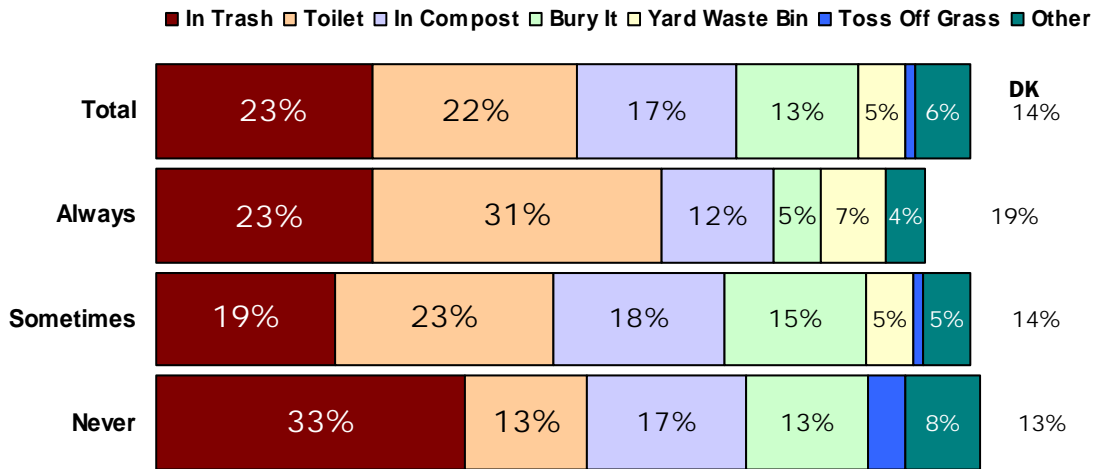
Most likely to say "In Trash" (23%)

• Dog owner for less than 5 years (33%).

Most likely to say "In Toilet" (22%)

• Under $25,000 annual income (34%);
• Those who always pick up after the dog (31%);
• Baby boomers (30%);
• Dog owner for 40+ years (28%);
• Those without children (28%).

Most likely to say "In Compost" (17%)

• 18-35 years old (26%);
• $50-75,000 annual income (25%);
• Dog owner for 6-10 years (23%).

APPENDIX

ELWAY RESEARCH, INC.

TOPLINE DATA

This summary presents response frequency distributions for the survey of dog owners in Snohomish County on behalf of Snohomish County Surface Water Management.

Telephone interviews were completed with 400 adults between December 27-29, 2004. The overall margin of sampling error is ±5. That means, in theory, there is a 95% probability that the results of this survey are within ±5 of the results that would have been obtained by interviewing all adults in the area.

▪ The data are presented here in a replica of the questionnaire used in the interviews.
▪ The figures in bold type are percentages of respondents who gave each answer.
▪ Percentages may not add to 100 due to rounding.

ZIP CODE

98012 - **2**	98020 - **1**	98021 - **3**	98026 - **4**	98036 - **9**	98037 - **8**	98043 - **0**
98072 - **2**	98077 - **0**	98201 - **5**	98203 - **4**	98204 - **5**	98205 - **0**	98208 - **7**
98223 - **5**	98241 - **1**	98251 - **0**	98252 - **4**	98258 - **8**	98270 - **11**	98271 - **0**
98272 - **6**	98275 - **1**	98290 - **3**	98292 - **7**	98294 - **4**	98296 - **2**	**%s**

GENDER: MALE...**34** FEMALE...**66**

1 First, I would like to know about your dog or dogs. How many dogs are currently living at this household?

1….2….3….4….5+
66….27….5….2….1

2 Tell me about [your dog / each one].
IF MORE THAN 1: Let's start with the oldest dog.

A How much does it weigh?
B Where did you get the dog?

[1=friend, relative / 2=shelter / 3=breeder / 4=pet shop / 5= other]

	A WEIGHT	**B** ORIGIN
2.1 Dog #1 [n=400]	**Avg = 51**	1….2….3….4….5 **27…20…29…4…20**
2.2 Dog #2 [n=138]	**Avg = 50**	1….2….3….4….5 **22…19…35…7…17**
2.3 Dog #3 [n=29]	**Avg = 37**	1….2….3….4….5 **24…7…41…3…24**
Overall	**Avg = 50**	

3 How many years have you been a dog owner?   Avg = **19 YRS**

4   About how many times in the last year did you use the following services – if at all:

	0	1	2	3	4+
1. A dog groomer	**57**	**10**	**8**	**4**	**21**
2. A boarding kennel	**81**	**9**	**5**	**3**	**3**
3. A trainer or training classes	**88**	**7**	**2**	**1**	**3**
4. A veterinarian	**8**	**20**	**28**	**14**	**31**
5. A dog-care service	**95**	**2**	**0**	**1**	**2**

5   How many times have you gone to a pet store in the last year?

	0	1	2	3	4+
	9	**7**	**8**	**6**	**71**

5.1   Is the pet store you most frequently go to…[n=365]

An independent, neighborhood store…**27**

A chain store…**59**

A feed store or Co-op…**11**

[OTHER]…**2**

[DK/NA]…**1**

6   Where do you purchase dog food? [n=415, multiple response]

GROCERY STORE…**44**

PET STORE…**33**

FEED STORE OR CO-OP…**15**

VETERINARIAN…**6**

[OTHER]…**6**

7   In a typical week, how many days [is / are] your dog(s) taken for a walk?

	0	1	2	3	4	5	6	7+
IF 0, SKIP TO Q10 ←	**25**	**6**	**7**	**9**	**6**	**6**	**2**	**40**

7.1   **IF 1 TIME OR MORE**: Where is the dog typically walked? [n=301]

Around The Neighborhood…**72**

Nearby Park…**11**

Back Yard, Field, Lake, Trail, In Woods, Other Nearby Locations ← Other…**15**

[DK/NA]…**2**

7.2   Who typically walks the dog? Is it…[n=301]

One of the Adults in the Home…**76**

One of the Children in the Home…**4**

Both Adults And Children in The Home…**16**

A Friend or Neighbor…**0**

A Professional Walking Service…**0**

Both Adults, They Walk Themselves, Whole Family ← [Other]…**3**

[DK/NA]…**1**

7.3   When the dog is out for a walk, how is the dog waste dealt with? How often is the waste typically picked up? Would you say…[n=301]

ROTATE TOP/BOTTOM

Every Time…**65**

Picked Up Most Of The Time…**11**

About Half The Time…**3**

Less Than Half The Time…**5**

SKIP TO Q8 ← Never…**16**

SKIP TO Q8 ← [DK/NA]…**1**

7.4 **IF PICKED UP:** How is the waste typically picked up? [n=250]

PLASTIC BAG…**91**

Other Bag, Pooper-Scooper, Container, Shovel ← OTHER…**8**

[DK/NA]…**1**

7.5   How is it disposed of? Is it…[n=250]

Put in the nearest Trash can?…**45**

Taken home…**48**

Tossed, Compost, Toilet, Woods, Bury It, Both, Backyard ← Other…**6**

[DK/NA]…**1**

8   Of course, people have different reasons for doing things or not doing them. In your opinion, what might be some reasons why people do <u>not</u> pick up after their dogs on walks?

_____SEE_RESPONSES_BELOW_____

9   On an occasion where you may not have picked up after your dog on a walk, what was the main reason?

_____ SEE_RESPONSES_BELOW _____

10   Now let's talk about your dog(s) at home. First, which of the following best describes the home in which you live:

Single-Family, Detached House…**81**

Duplex…**4**

SKIP TO Q13 ← Apartment…**6**

SKIP TO Q13 ← Condominium…**2**

Mobile Home…**7**

SKIP TO Q13 ← [DK/NA]…**1**

10.1 **IF 1 OR 2:** How large is the part of your property that your dog uses? Is it… [n=338]

Less than a quarter acre …**42**

About a quarter acre…**21**

About a half acre…**11**

About one acre…**6**

More than one acre…**19**

[DK/NA]…**1**

11   Is the dog waste in the yard…[n=366]

SKIP TO Q12← Left on the Ground…**11**
Cleaned Up Daily…**34**
Cleaned Up Weekly…**38**
Every couple of weeks…**9**
Once a month or so…**3**
Less than once a month…**4**
[DK/NA]…**2**

11.1 Who typically cleans up the dog waste in the yard? [n=326]

RESPONDENT…**63**
CHILD…**8**
ANOTHER ADULT…**25**
SKIP TO Q12 ←CLEAN UP SERVICE…**2**
[DK/NA]…**2**

11.2 How is dog waste typically cleaned up in the yard? Do you use…[n=321]

Garden Hand Tool…**7**
Shovel or Rake…**51**
Long-Handled Scoop…**14**
Jaws Or Scissors Type Scoop…**5**
Plastic Bag…**20**
POOPER-SCOOPER, LAWN MOWER← OTHER…**2**
[DK/NA]…**2**

11.3 Once the waste is picked up, how do you typically dispose of it?
Do you…[n=321]

Put it in the Trash…**55**
Put it in your compost…**15**
Put it in the yard waste collection bin…**6**
Flush down the toilet…**4**
Bury it…**8**
Toss it off the grass…**5**
[OTHER]…**6**
[DK/NA]…**1**

12   What portion of your dog's waste is dropped in the yard compared to while
on walks? Would you say…[n=366]

All In Yard…**39**
Most In Yard…**39**
Half And Half…**11**
Most On Walks…**7**
All On Walks…**1**
[DK/NA]…**4**

13   We talked earlier about reasons why someone may not pick up after their dogs while on a walk. In your opinion, what might be some reasons why people do not pick up after their dogs in their own yard?
_____ SEE_RESPONSES_AT END_____ _____

14   On an occasion where you may not have picked up after your dog in your yard, what was the main reason?
_____ SEE_RESPONSES_AT END_____

15   To the best of your understanding, is there any difference in terms of the potential effect on human health between dog waste and human waste? Would you guess that…

Dog Waste More Harmful…**4**

Human Waste More Harmful…**29**

They Are About The Same…**56**

DK/NA…**11**

16   How about cat waste and dog waste? Would you guess that dog waste or cat waste is potentially more harmful? Or are they about the same?

DOG WASTE MORE HARMFUL…**7**

CAT WASTE MORE HARMFUL…**28**

ABOUT THE SAME…**51**

DK/NA…**15**

17   What do you think health and environmental experts would recommend as the best method to dispose of dog waste?

Put it in the Trash…**23**

Put it in your compost…**17**

Put it in the yard waste collection bin…**5**

Flush down the toilet…**22**

Bury it…**13**

Toss it off the grass…**1**

[OTHER]…**6**

[DK/NA]…**14**

18 I am going to list some things that have been said about dog waste. As I read each one I would like you to tell me whether that would persuade you to pick up your dogs' waste more often and place it in the trash. Rate each statement on a scale of 0 to 10, where 10 means it is very persuasive and 0 means it would not persuade you. Again, assume for this exercise that each statement is true. The first one is…

ROTATE   NOT- - - - - - - - - - - - - - - - - -STRONG **AV**.

1. Dog waste is one of the leading causes of bacterial contamination in local streams & lakes ....9...4...4...5...3...13...4...7...12...7...35 **6.7**

2. Dog waste does not all soak into the ground. Stormwater runoff carries bacteria from dog waste into streams and lakes through storm drains. ....6...3...4...5...4...13...4...9...13...8...33 **6.9**

3. The ingredients of dog waste are harmful to adults...8...1...5...5...3...17...4...6...14...8...30 **6.7**

4. The ingredients of dog waste are harmful to children4...1...2...3...2...14...5...5...13...9...42 **7.6**

5. The ingredients of dog waste are harmful to pets ....9...2...4...5...4...17...4...7...12...11...25 **6.5**

6. Most dog waste contains *E. Coli*...............................9...2...3...4...3...13...3...4...10...11...40 **7.1**

7. Harmful organisms in dog waste can persist for more than two weeks ....6...2...4...3...2...16...5...8...13...10...33 **7.1**

8. More than 20 tons of dog waste is dropped in Snohomish County backyards every day..................9...3...2...4...4...13...5...8...13...8...33 **6.8**

9. Pet waste is raw sewage..5...2...1...2...3...10...4...8...12...10...43 **7.7**

10. More than 126,000 dogs live in Snohomish County, producing waste equivalent to a city of 40,000 people..6...3...3...5...2...13...5...10...10...11...33 **7.0**

11. The environmentally preferred way to dispose of dog waste is to bag it and place it in the trash...............6...2...4...3...3...9...6...7...15...9...37 **7.3**

12. Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers. ....8...4...4...3...2...13...6...9...12...9...32 **6.8**

---

19 I have just a few last questions for our statistical analysis. How old are you?

18-35...**24**

36-50...**37**

51-64…**24**

65+...**12**

[NO ANSWER].....**3**

20   What is the last year of schooling you completed?

HIGH SCHOOL...**28**

BUSINESS/VOCATIONAL SCHOOL...**5**

SOME COLLEGE...**30**

COLLEGE DEGREE...**25**

GRADUATE/PROFESSIONAL SCHOOL...**10**

NA...**2**

21   Would you describe the area in which you live as…

Urban…**19**

Suburban…**48**

Rural…**32**

[DK/NA]…**1**

22   Are there storm drains in your neighborhood?   YES…**67**   NO…**28**   DK/NA…**5**

23   How far is it from your house to the nearest stream or lake? [n=388]

Avg = **2.4** miles

24   Which of the following best describes your household:

Single with no children at home...**14**

Couple with no children at home...**33**

Single with children at home...**7**

Couple with children at home...**45**

NA...**2**

25   In a typical week day, how many hours would you estimate you are away from home – either at work or some other place?

10 or more hours…**37**

5 to 10 hours…**28**

Less than 5 hours…**25**

Never…**6**

[DK/NA]…**3**

26   Finally, just for classification purposes only, I am going to list four broad categories. Stop me when I get to the category that best describes your approximate household income - before taxes - for last year.

ROTATE TOP/BOTTOM

$25,000 or Less...**10**

$25 to 50,000…**21**

$50 to 75,000...**21**

Over $75,000...**21**

[NO ANSWER...**28**]

Thank you very much. You have been very helpful.   **RECORD GENDER ON PAGE 1**

Q8 Why People Don't Pick Up

Category label	Count	Pct of Cases
Laziness	168	55.8
Inconsiderate	53	17.6
It's Disgusting/Dislike It	28	9.3
Unprepared/No Bag	24	8.0
Irresponsible	15	5.0
Unnecessary/Unimportant	15	5.0
Wilderness/Rural	13	4.3
Ignorance	11	3.7
Unsanitary/Hands Would Be Dirty	9	3.0
Inattention/Unaware Dog Went	6	2.0
Inaccessible/Inconvenient	4	1.3
Physical Difficulty	3	1.0
Slob	3	1.0
Someone Else/Svc Does It	3	1.0
Stool Size-Small	2	.7
Busy/Lack Time	2	.7
Use for Fertilizer	1	.3
Stool Size-Large	1	.3
Diarrhea	1	.3
Always Pick Up	1	.3
No Reason	1	.3
Other Mentions	1	.3
DK/NA/Refused	12	4.0
	-------	-----
Total responses	377	125.2

99 missing cases; 301 valid cases

Q9 Reason You Did Not Pick Up

Value Label	Count	Valid Percent
Always Pick Up	109	36.2
Unprepared/No Bag	45	15.0
Wilderness/Rural	29	9.6
Inaccessible/Inconvenient	13	4.3
Diarrhea	10	3.3
Unnecessary/Unimportant	9	3.0
Busy/Lack Time	8	2.7
Inattention/Unaware	8	2.7
Laziness	7	2.3
On My Own Property	6	2.0
It's Disgusting/Dislike	5	1.7
Someone Else/Svc Does it	5	1.7
Physical Difficulty	4	1.3
Weather Conditions	4	1.3
Yard Too Big	4	1.3
Dog Has Own Area	3	1.0
Irresponsible	3	1.0
Schedule	2	.7
Inconsiderate	1	.3
Stool Size-Large	1	.3
Stool Size-Small	1	.3
Unsanitary/Hands Wld Be Dirty	1	.3
Use for Fertilizer	1	.3
Frequent Occurrence	1	.3
No Reason	7	2.3
Other Mentions	1	.3
DK/NA/Refused	13	4.3
	99	Missing
Total	400	100.0

Valid cases 301; Missing cases 99

Q13 Why Don't People Pick Up in Own Yard

Category label	Count	Pct of Cases
Laziness	209	52.3
Inconsiderate	54	13.5
It's Disgusting/Dislike It	23	5.8
Unnecessary/Unimportant	15	3.8
Busy/Lack Time	14	3.5
Irresponsible	13	3.3
On Own Property	10	2.5
Ignorance	9	2.3
Slob	8	2.0
Unsanitary/Hands Wld Be Dirty	8	2.0
Use for Fertilizer	7	1.8
Inattention/Unaware Dog Went	4	1.0
Physical Difficulty	4	1.0
Someone Else/Svc Does It	4	1.0
Weather Conditions	5	1.3
Wilderness/Rural	5	1.3
Inaccessible/Inconvenient	5	1.3
Unprepared/No Bag	4	1.0
Yard Too Big	3	.8
No Yard	2	.5
Stool Size-Large	1	.3
Stool Size-Small	1	.3
Diarrhea	1	.3
Dog Has Own Area	1	.3
Other Mentions	3	.8
DK/NA/Refused	42	10.5
	-------	-----
Total responses	455	113.8

0 missing cases;   400 valid cases

Q14 [14] Reason You Didn't Pick Up In Your Yard

	count	Valid Percent
Value Label		
Always Pick Up	126	31.5
Weather Conditions	52	13.0
Busy/Lack Time	36	9.0
Inattention/Unaware	34	8.5
Laziness	18	4.5
Wilderness/Rural	15	3.8
Yard Too Big	11	2.8
Unnecessary/Unimportant	9	2.3
Unprepared/No Bag	8	2.0
Physical Difficulty	8	2.0
No Yard	7	1.8
Dog Has Own Area	6	1.5
On My Own Property	5	1.3
Diarrhea	5	1.3
Someone Else/Svc Does It	5	1.3
Inaccessible/Inconvenient	5	1.3
It's Disgusting/Dislike	4	1.0
Stool Size-Small	4	1.0
Use for Fertilizer	4	1.0
Inconsiderate	3	.8
Frequent Occurrence	2	.5
Don't Walk Dog	2	.5
Irresponsible	1	.3
Unsanitary/Hands Wld Be Dirty	1	.3
Ignorance	1	.3
Schedule	1	.3
No Reason	3	.8
Other Mentions	3	.8
DK/NA/Refused	21	5.3
	-------	-------
Total	400	100.0

Valid cases 400; Missing cases 0

PICK UP TYPOLOGY: BEHAVIORAL PROFILE

		Never n=30	Rarely n=123	Usually n=139	Always n=99	Total
Take for Walk	Never	43*	15	26	23	25
	1-3 Times	7	26	24	17	21
	4-6 Times	3	17	14	14	14
	7+Times	47	41	37	45	40
Where Walk	Neighborhood	65	69	78	72	72
	Other	35	27	23	25	26
Who Walks	Adults	53	78	79	76	76
	Kids	6	5	3	4	4
	Both	29	14	17	14	16
How Dispose Of	Trash		45	48	41	45
	Take Home		44	48	51	48
	Other		10	4	7	6
Waste in Yard	Picked Up Daily		22		100	34
	Weekly		21	98		38
	Bi-Monthly or Less		46			16
	Left on Ground	100	9			11
Who Cleans Up	Respondent		54	62	75	63
	Child		15	7	3	8
How Pick Up	Shovel/Rake/Tool		69	61	41	57
	Scoop		11	22	20	19
	Plastic Bag		14	12	35	20
How Dispose	Trash		50	54	63	55
	Compost/Yard Waste		18	27	16	21
	Bury/Toss Off Grass		17	11	11	13

*Numbers are percentages of each column.

Portion in Yard	All	72	38	37	30	39
	Most	3	39	43	43	39
	Most on Walks	13	22	12	24	19
Gone to Pet Store	Never	3	14	4	10	9
	4+ Times	50	66	80	71	71
Type of Pet Store	Independent	34	33	22	28	27
	Chain	38	57	66	57	59
	Feed Store/Co-op	7	9	12	11	11
To Dog Groomer	Never	67	63	50	57	57
	4+ Times	13	17	26	24	21
To Veterinarian	Never	20	7	9	6	8
	3+ Times	40	47	47	40	45
Buy Dog Food	Grocery Store	53	52	44	33	44
	Pet Store	17	29	34	37	32
	Feed Store/Co-op	17	8	13	15	13

PICK UP TYPOLOGY: ATTITUDINAL PROFILE

		Never n=30	**Rarely** n=123	**Usually** n=139	**Always** n=99	**Total**
Best Method	Trash	23	24	20	24	23
	Compost/Yard Waste	23	24	20	20	22
	Toilet	13	15	27	27	22
	Bury It	13	19	12	6	13
	Toss Off Grass	7	1			1
Dog or Human	Dog		3	4	6	4
	Human	37	28	29	26	29
	Same	53	59	58	54	56
Dog or Cat	Dog	3	7	9	6	7
	Cat	27	25	24	33	28
	Same	50	53	54	44	51
Persuasive Statements Very Strong – "10"	Water Contamination	27	34	33	41	35
	Storm Drains	27	31	30	41	33
	Harms Adults	13	29	28	39	30
	Harms Children	33	43	42	46	43
	Harms Pets	14	26	27	27	26
	E Coli	27	37	41	46	40
	Org. 2 Weeks	27	34	29	39	33
	20 Tons Per Day	23	28	35	38	33
	Raw Sewage	33	37	42	52	43
	126,000 Dogs	24	30	33	36	32
	Best Put in Trash	20	36	36	47	37
	Landfills Equipped	17	28	31	41	32

PICK UP TYPOLOGY: DEMOGRAPHIC PROFILE

		Never n=30	Rarely n=123	Usually n=139	Always n=99	Total N=400
# of Dogs	1	53	70	64	67	66
	2	37	23	30	27	27
	3	10	8	7	6	8
Dogs' Origin	Friend	53	33	35	36	36
	Shelter	27	25	29	25	27
	Breeder	40	42	45	47	44
	Pet Shop	7	6	7	7	6
	Other	30	33	27	24	28
Dogs' Weight	Under 10 Lbs	10	21	25	26	23
	11-30	43	31	35	30	33
	31-50	20	24	25	20	23
	51-80	53	41	35	34	38
	Over 80 Lbs	30	21	22	28	26
Years as Dog Owner	5 or Fewer	20	23	33	22	26
	6-10	7	28	17	16	19
	11-20	27	21	18	28	23
	21-40	23	19	17	22	19
	40+	23	10	15	13	14
Household	Kids	56	57	50	49	52
	No Kids	44	43	50	52	48
Away From Home	Never	8	5	7	5	6
	Under 10 Hours	35	60	52	61	53
	Over 10 Hours	56	35	42	34	37
Residence	Urban		16	26	18	19
	Suburban	10	47	51	57	48
	Rural	87	37	22	25	32
Education	High School	20	33	30	22	28
	Some College	40	34	32	37	35
	College	27	24	25	27	25
	Grad/Prof	10	9	11	12	10

Income	$25,000		11	11	13	10
	$25-50,000	20	26	19	15	21
	$50-75,000	13	24	20	21	21
	$75,000+	30	18	18	23	21
Gender	Male	47	33	32	34	34
	Female	53	67	68	66	66
Yard Size	Small	8	39	46	56	42
	Med	15	37	36	26	32
	Large	77	25	18	18	25
Home Type	House	97	91	80	94	89
	Apt/Duplex/Condo	3	8	20	6	12
Storm Drain	Yes	33	61	78	72	66
	No	63	35	17	21	27