



Snohomish County
Public Works
Surface Water Management

Test Neighborhood

Dog Waste Management Marketing Evaluation Survey

February 2008



INTRODUCTION

This report presents the findings of a survey to assess the recall and impact of an experimental marketing campaign carried out by Snohomish County Surface Water Management to increase awareness of problems associated with pet waste and to encourage dog owners to properly dispose of their dog's waste.

Over the last year, Surface Water Management has conducted an intensive campaign in one target neighborhood, consisting of mailings, stickers, yard signs and other collateral.

This survey, which includes interviews with 119 of the 503 households in the target neighborhood, measured recall of the marketing materials as well as evaluation of its content and changes in behavior. Some 59 dog owners were interviewed, as well as 60 heads of household in which there was no dog.

The findings are presented here in graphic format, segregating the responses of dog owners and non-owners.



- ❖ A total of 119 of the 503 households in the target neighborhood are represented in this survey. The data were collected via conventional telephone survey and “call-in” phone survey.
- ❖ Telephone numbers were available for 359 of the 503 households. Those households were called by professional interviewers, resulting in 107 interviews.
- ❖ The remaining 144 households were mailed an invitation to call a 1-800 number and complete the survey using Interactive Voice Response technology, in which a recorded voice presented the questions and respondents answered using the key pad on their telephone or by speaking their response. 12 of the 144 households completed the interview in this way.
- ❖ The telephone interviews were conducted October 12 through November 6, 2007. The call-in interviews were conducted Oct. 30 through Nov. 16.
- ❖ For households with dogs, interviews were conducted with “the person over the age of 18 who has the primary responsibility for taking care of your dog or dogs”.
- ❖ For households without dogs, interviewed were conducted with the male or female head of household.



SAMPLE PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. Presented here is a demographic profile of the 119 respondents in the survey.

| | All N=119 | Dog Owners n=59 | No Dogs n=60 |
|------------------|--------------|-----------------------|-----------------|
| GENDER | | | |
| Male | 54% | 49% | 58% |
| Female | 46% | 51% | 42% |
| AGE | | | |
| 18-35 | 14% | 17% | 12% |
| 36-50 | 34% | 49% | 18% |
| 51-64 | 35% | 25% | 43% |
| 65+ | 12% | 3% | 20% |
| No Answer | 6% | 5% | 7% |
| EDUCATION | | | |
| High School | 12% | 7% | 17% |
| Vocational | 7% | 7% | 7% |
| Some College | 25% | 25% | 25% |
| College Degree | 35% | 37% | 32% |
| Graduate/Prof | 15% | 19% | 12% |
| No Answer | 7% | 5% | 8% |

| | All N=119 | Dog Owners n=59 | No Dogs n=60 |
|-------------------------|--------------|-----------------------|-----------------|
| TIME AT ADDRESS | | | |
| <1 year | 2% | 0% | 3% |
| 1-2 years | 8% | 10% | 5% |
| 3-5 years | 21% | 32% | 10% |
| 6-10 years | 12% | 14% | 10% |
| 11+ years | 52% | 39% | 65% |
| No Answer | 6% | 5% | 7% |
| HOUSEHOLD | | | |
| Couple w/kids | 47% | 61% | 33% |
| Couple no kids | 34% | 31% | 37% |
| Single w/ kids | 4% | 3% | 5% |
| Single no kids | 6% | 0% | 12% |
| No Answer | 9% | 5% | 13% |
| HOUSEHOLD INCOME | | | |
| \$25 to \$50,000 | 10% | 9% | 12% |
| \$50 to \$75,000 | 13% | 10% | 17% |
| Over \$75,000 | 54% | 66% | 42% |



MAILINGS

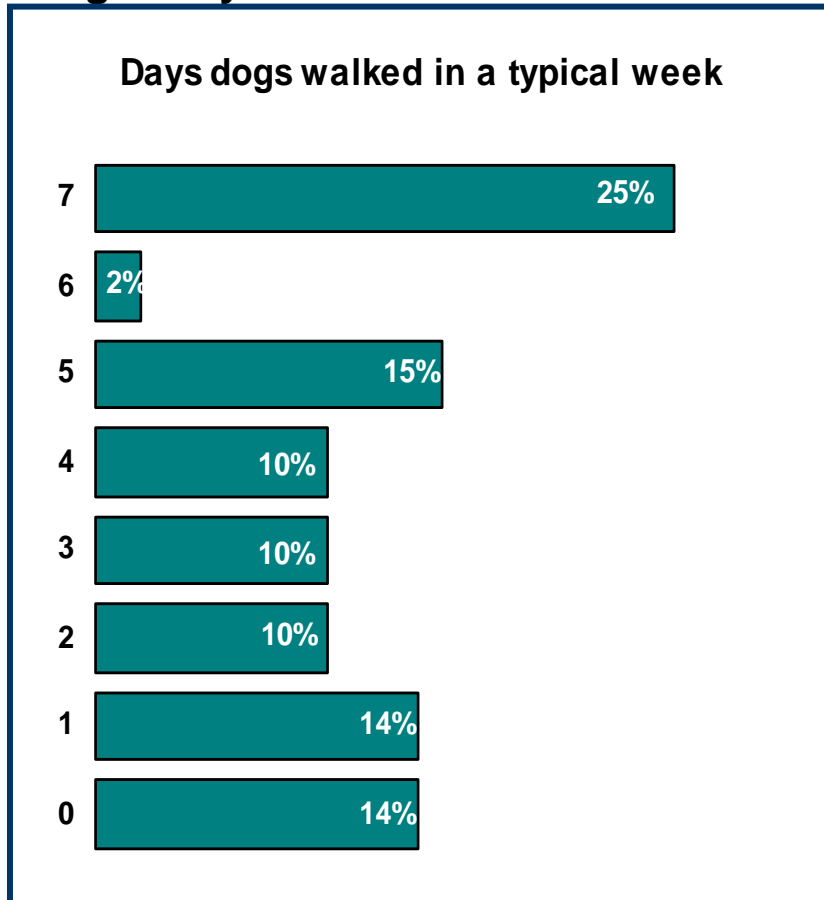
- **8 in 10 respondents recalled receiving mail about dog waste**
 - 6 in 10 recalled that the mail was from Snohomish County
 - Most recalled that they had received at least 3 pieces of mail in the last year, although only 6% said that the number was 6 or more.
 - 8 in 10 said they read at least some of the material thoroughly; 45% of dog owners “always” read it thoroughly
 - Pick up and disposal messages were the top information recalled from the mailings
 - Most thought the mailings were “interesting,” “useful,” and “clever.”
- **Nearly half said that experts recommend that pet waste be put in the trash**
 - 7 in 10 said they learned that from the mail or other literature

OTHER COLLATERAL

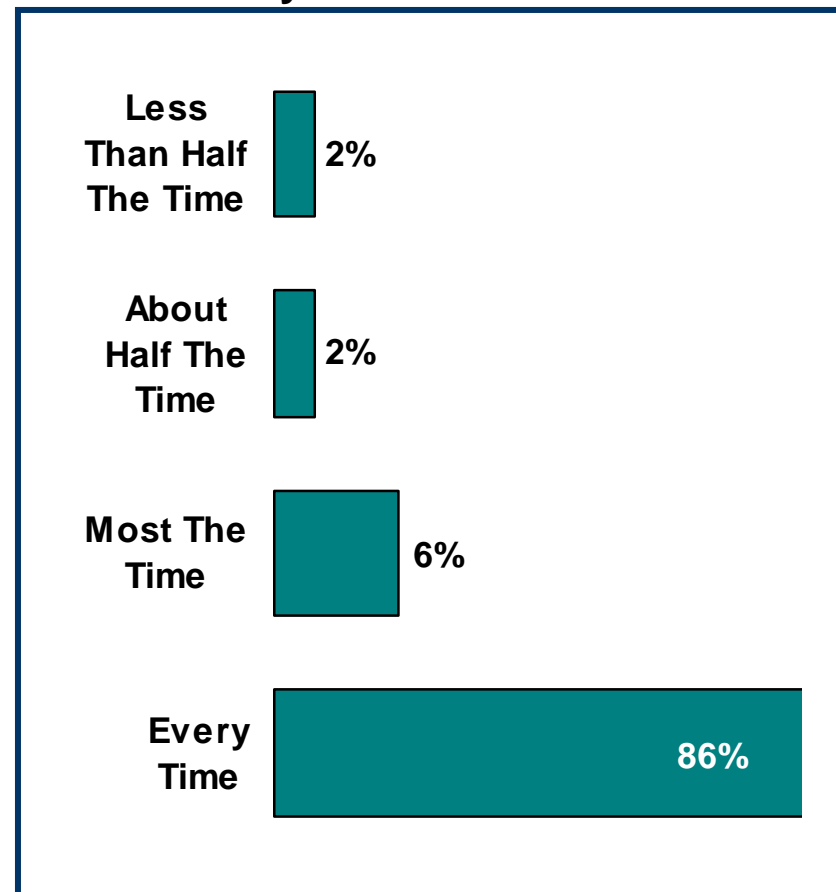
- **3/4 had seen the yard signs that were part of the campaign**
- **4 in 10 had seen the stickers**
 - Half of the dog owners reported using the stickers
- **4 in 10 said they had discussed the mailings with others. This includes**
 - Nearly half of the dog owners and
 - One third of those without a dog
- **3 in 10 dog owners had been in conversations about pet waste recently**



One-quarter of dog owners walk their dogs daily



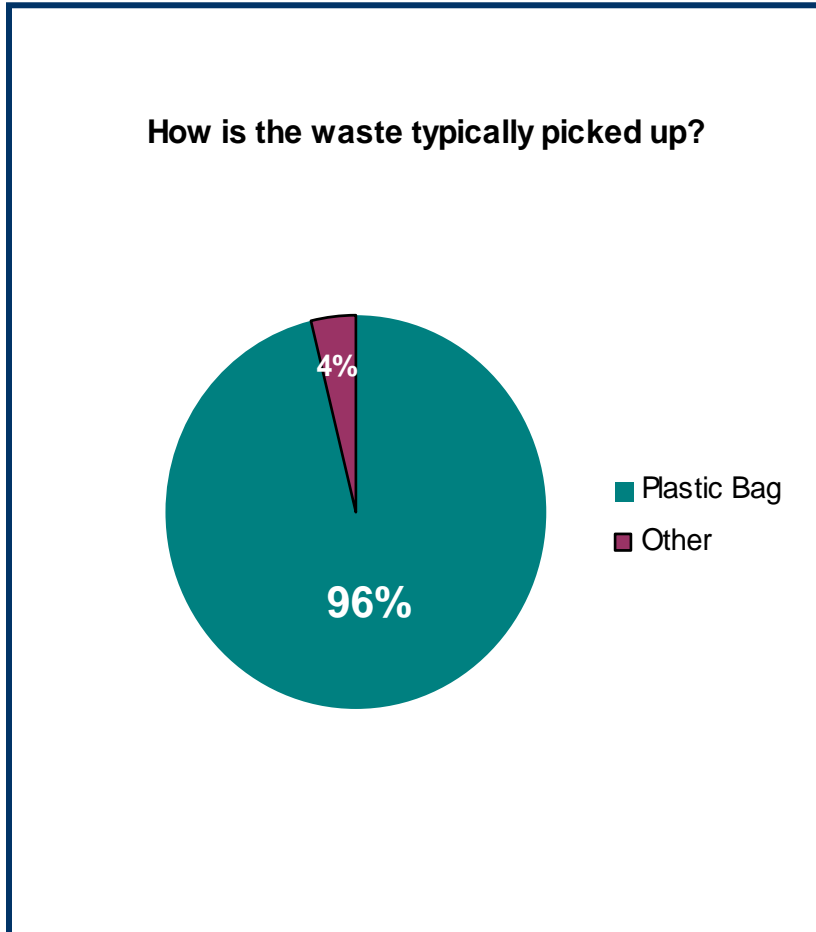
More than 8 in 10 pick up dog's waste "every time"



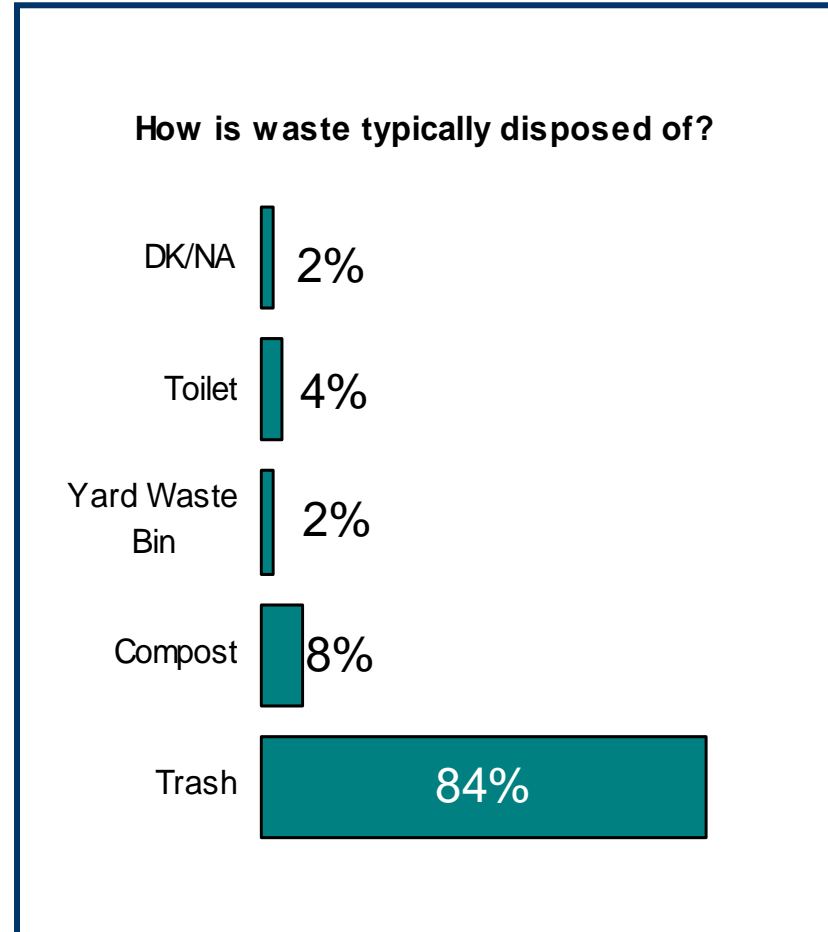
In 2005, only 65% of dog owners reported that they picked up waste "every time," a 21-point gain



Nearly all who pick up report that they use a plastic bag



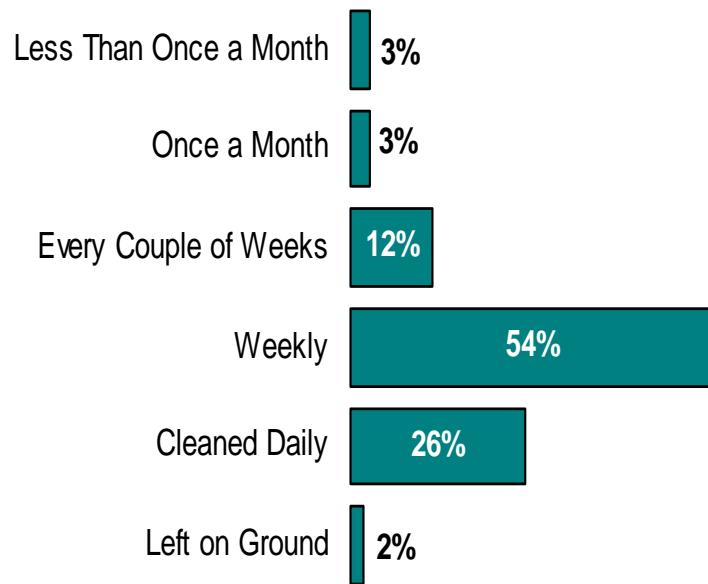
84% of those who pick up put waste in trash





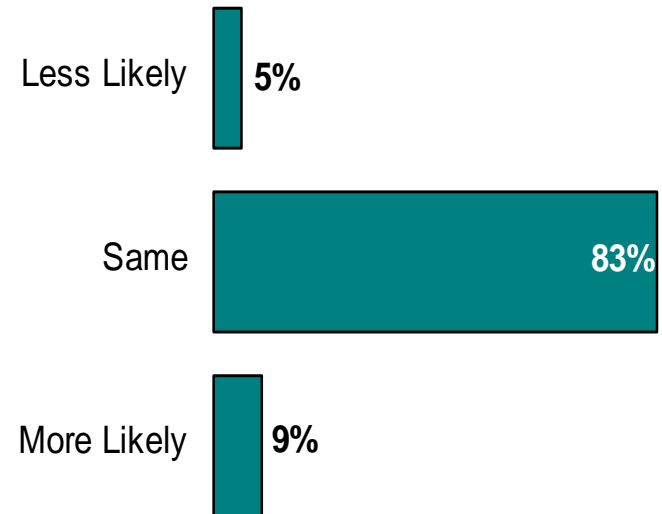
1 in 4 pick up waste in yard daily

Cleanup of Waste in the Yard



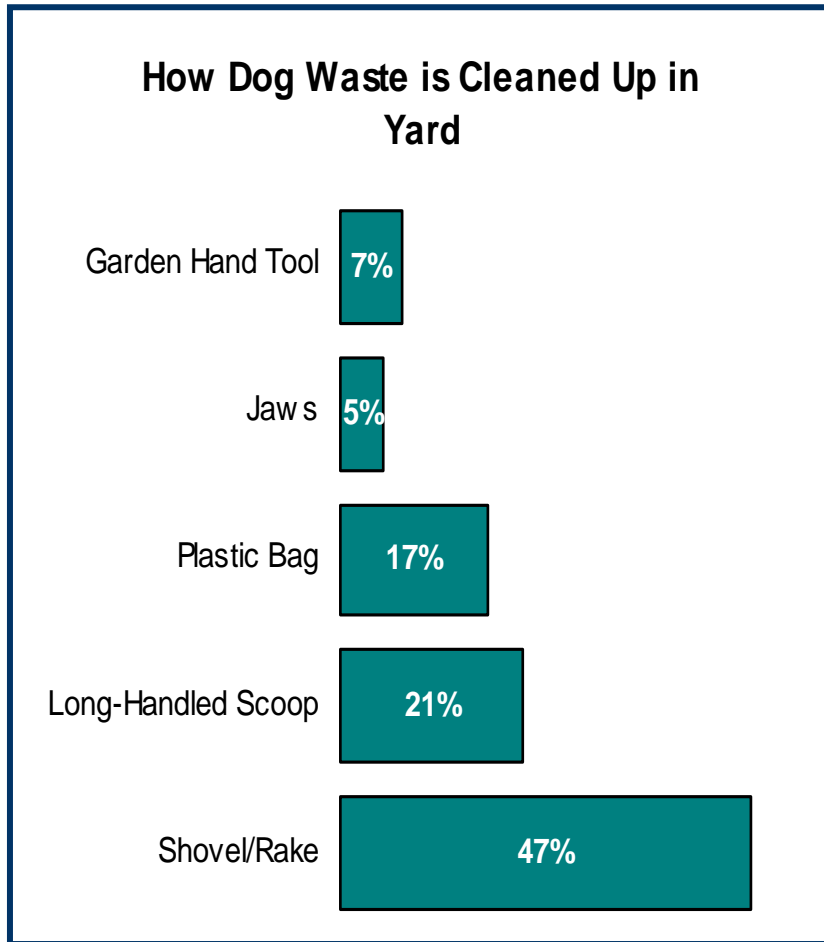
9% more likely to pick up than they were a year ago

Likelihood of Picking Up Waste Compared to a Year Ago

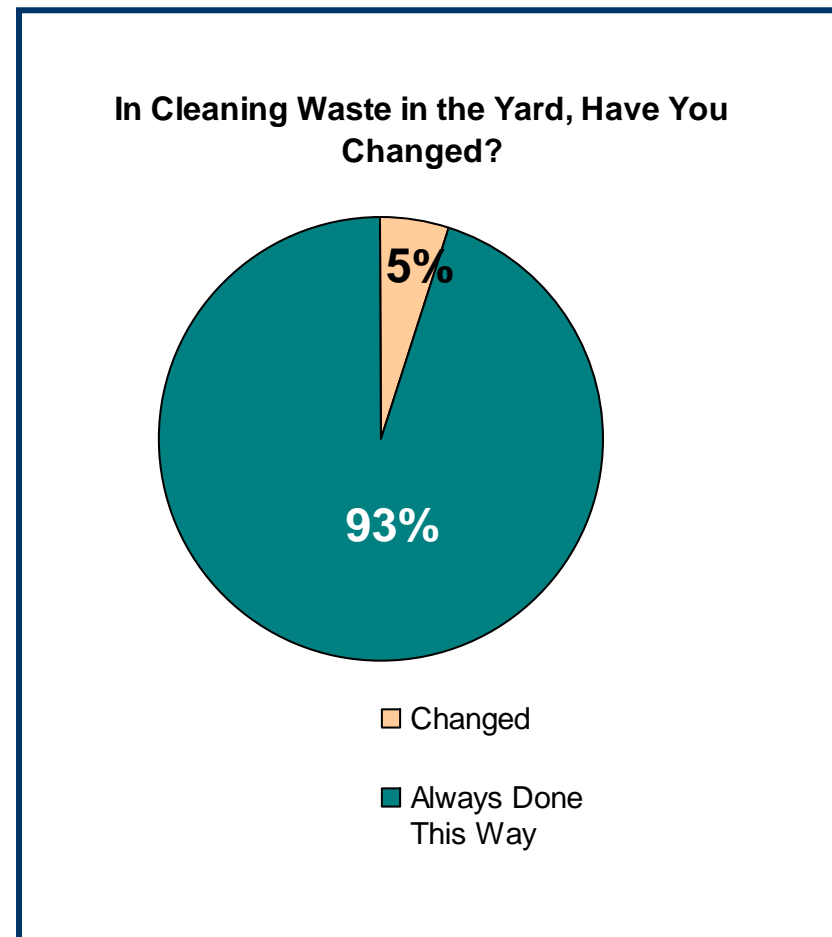




Shovel or rake most commonly used

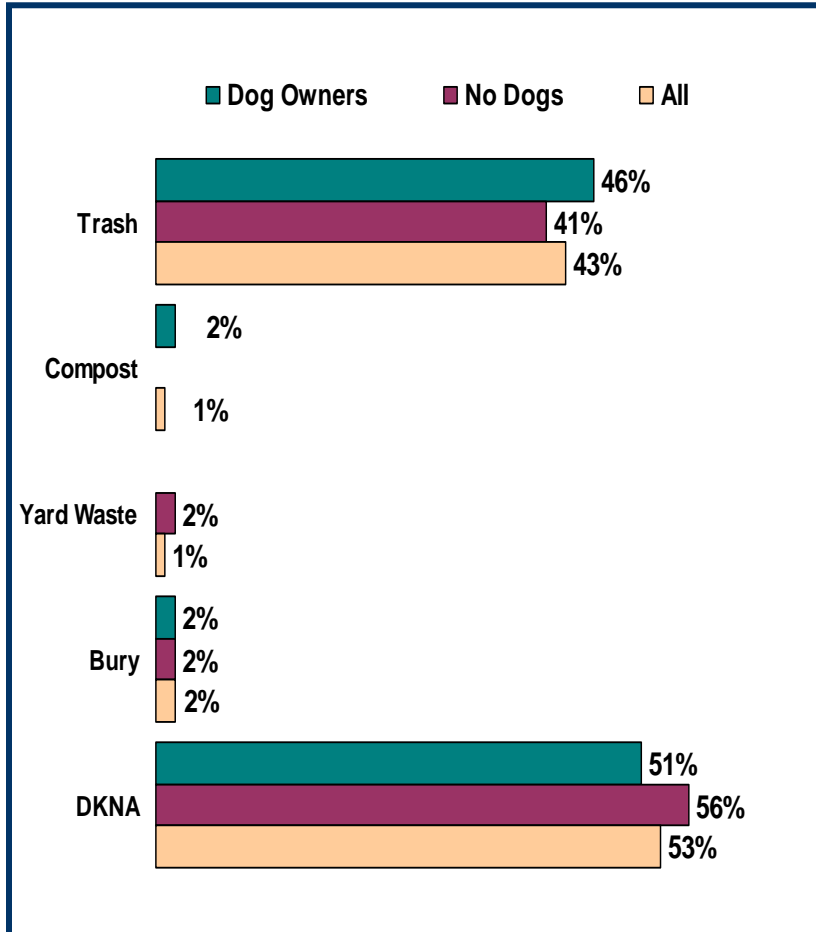


Little change in yard waste methods

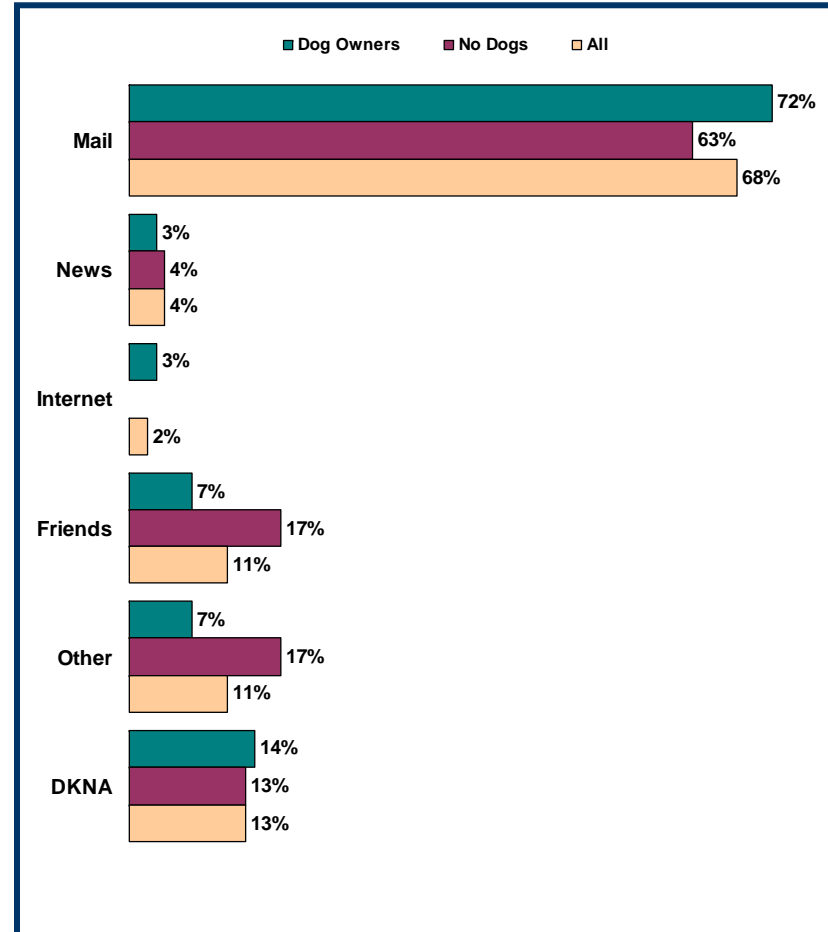


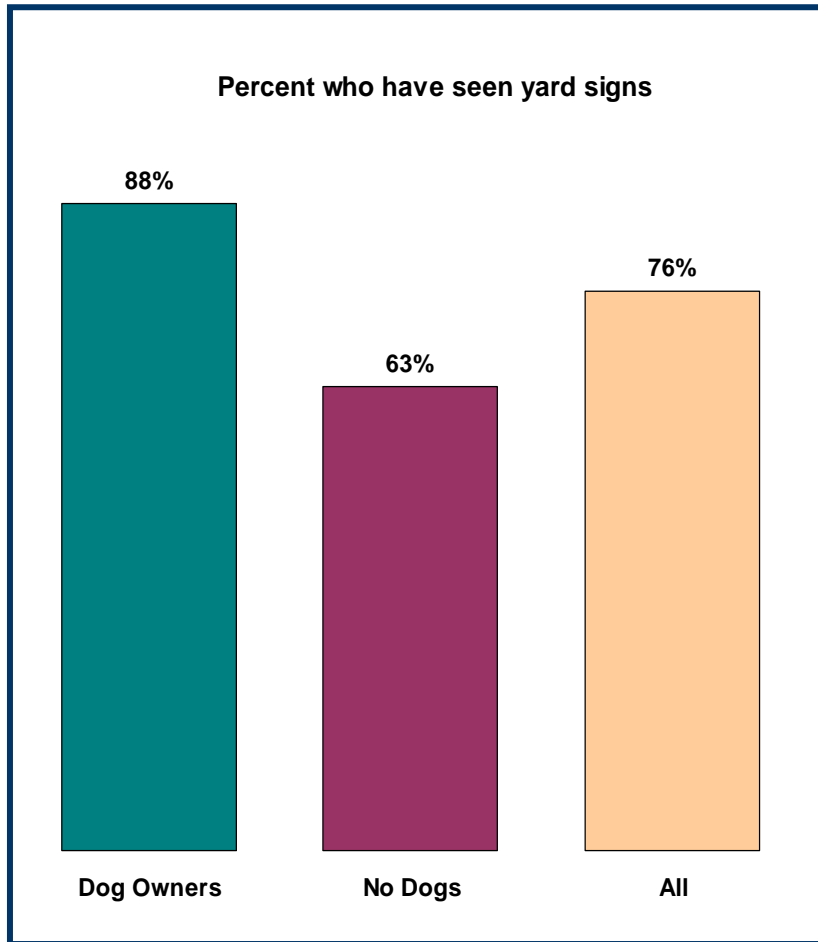


Fewer than half know what experts recommend



7 in 10 of those who do know learned it via mail



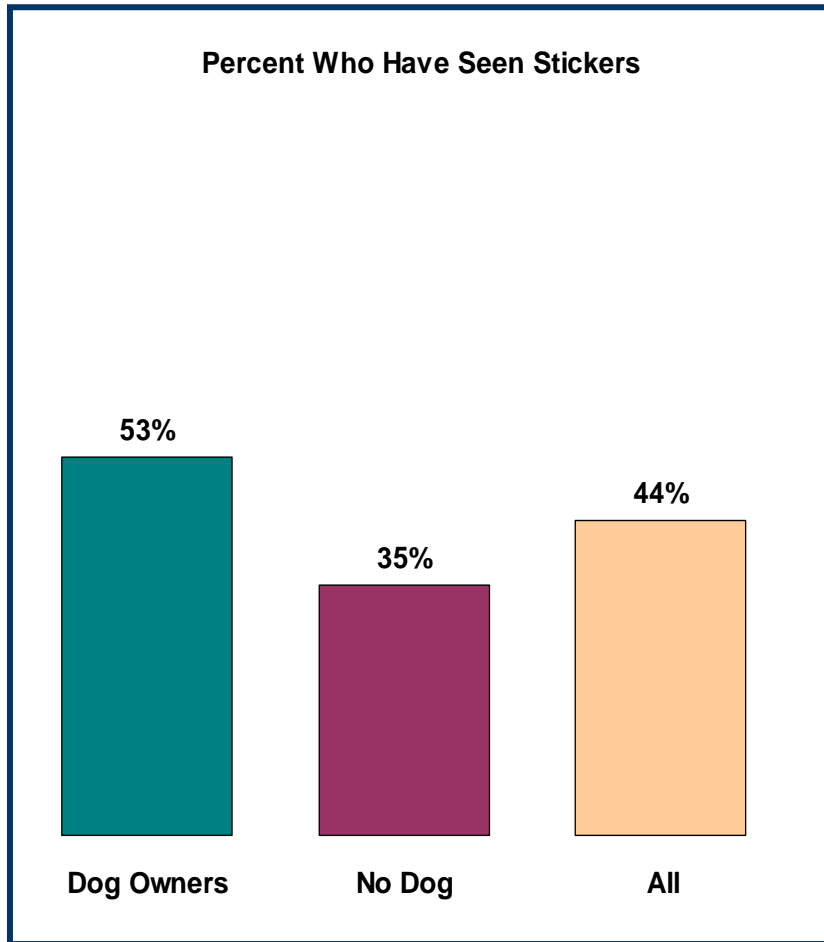


❖ **Three quarters of all respondents recalled seeing a yard sign, including:**

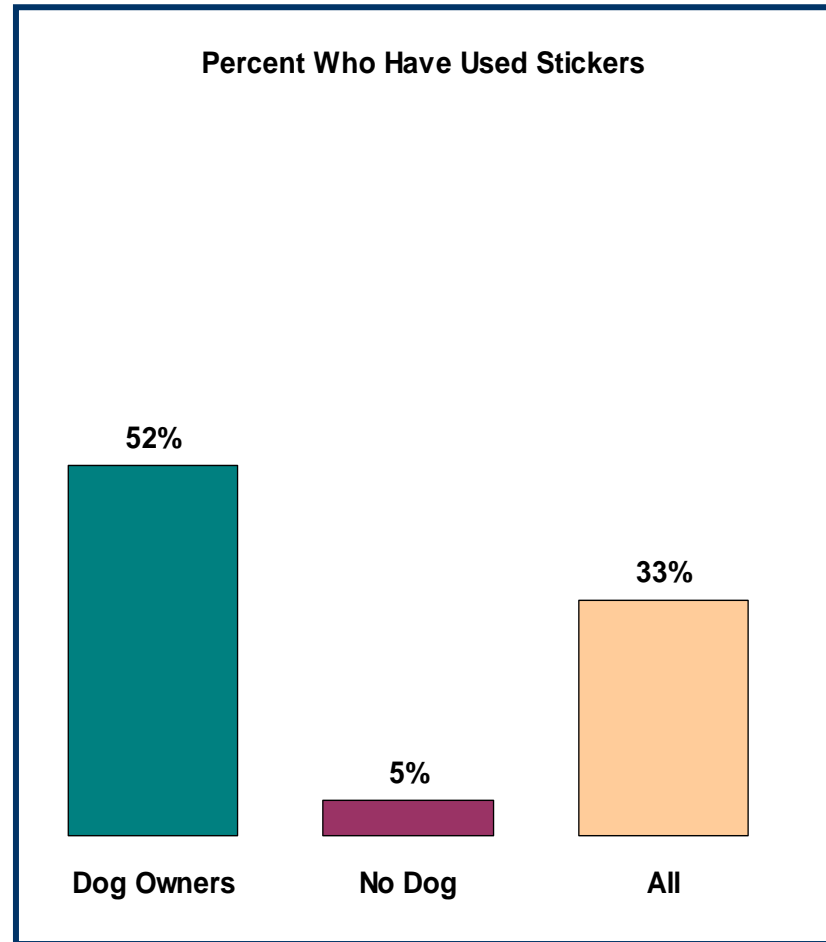
- **9 out of 10 dog owners**
- **6 out of 10 non-dog owners**



4 of 10 in Neighborhood Report Seeing Dog Waste Stickers

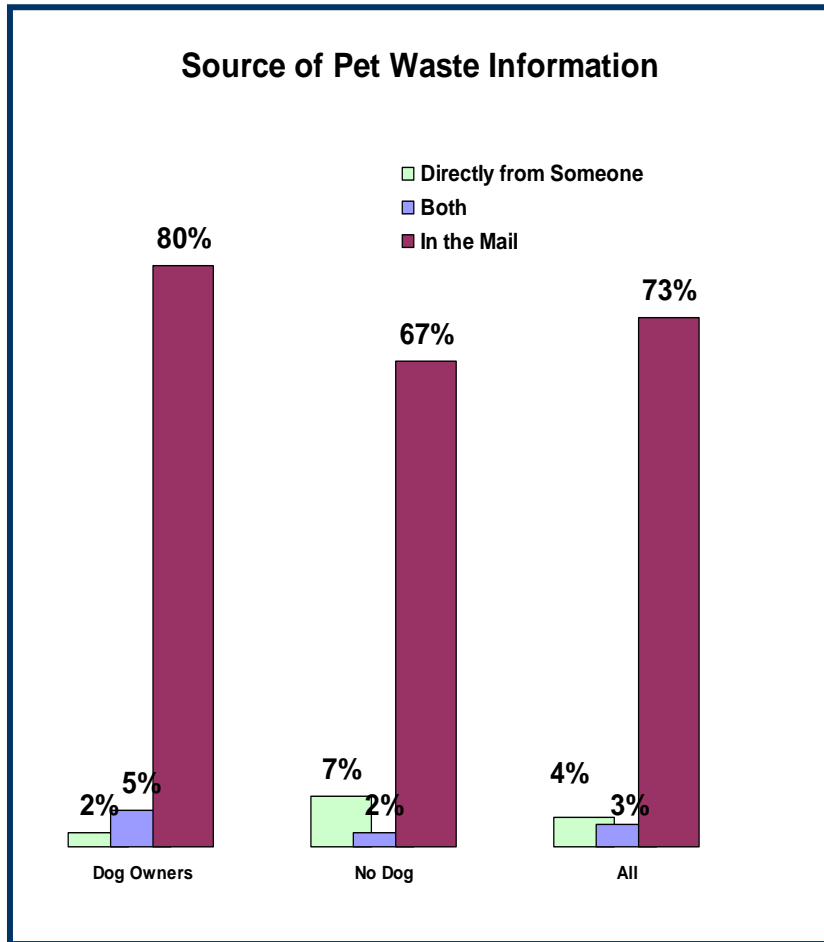


Half of Dog Owners Use Stickers



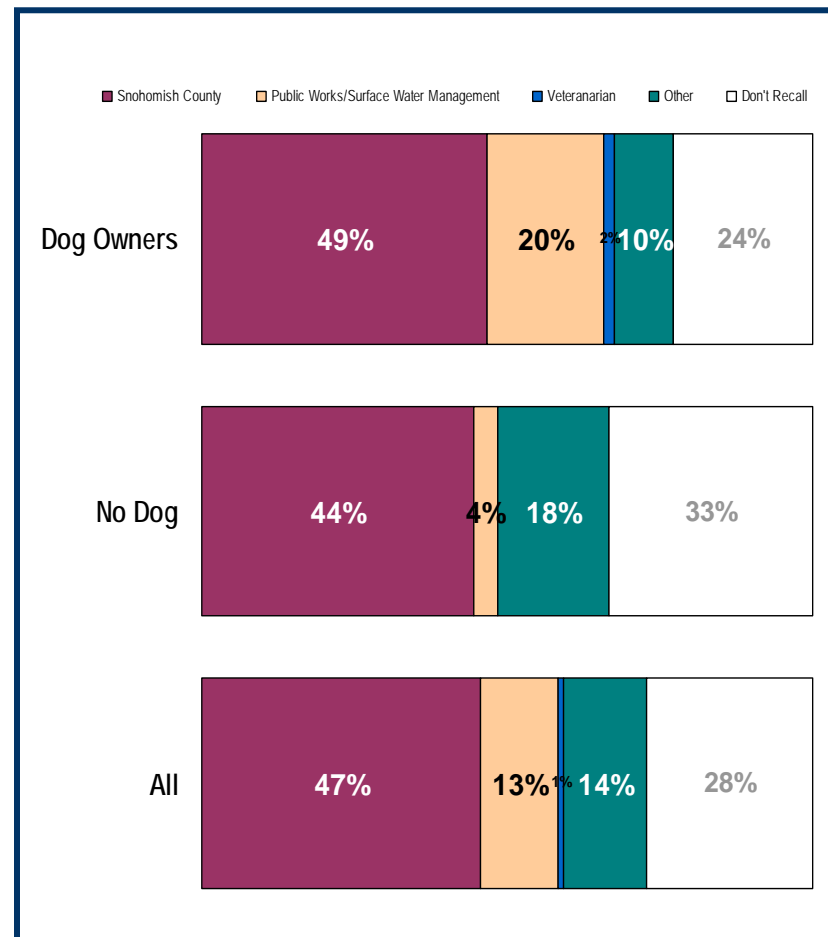


8 in 10 recall receiving information about pet waste in mail



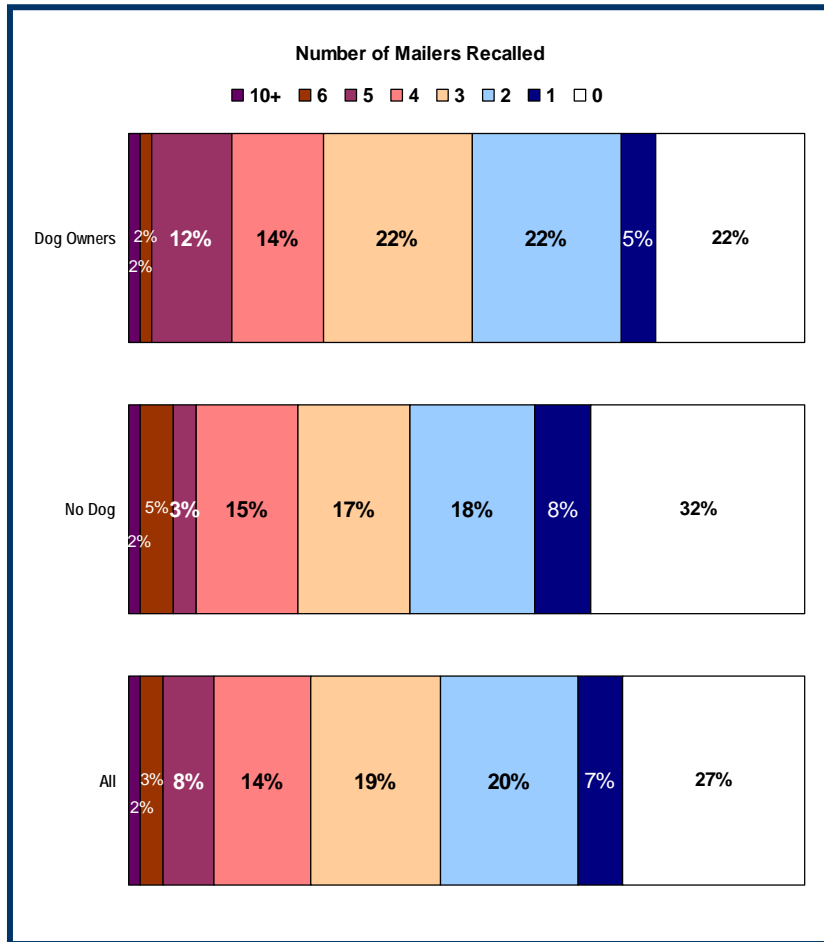
45% of dog owners sent in reply card

6 in 10 recall that information from Snohomish Co./ Public Works



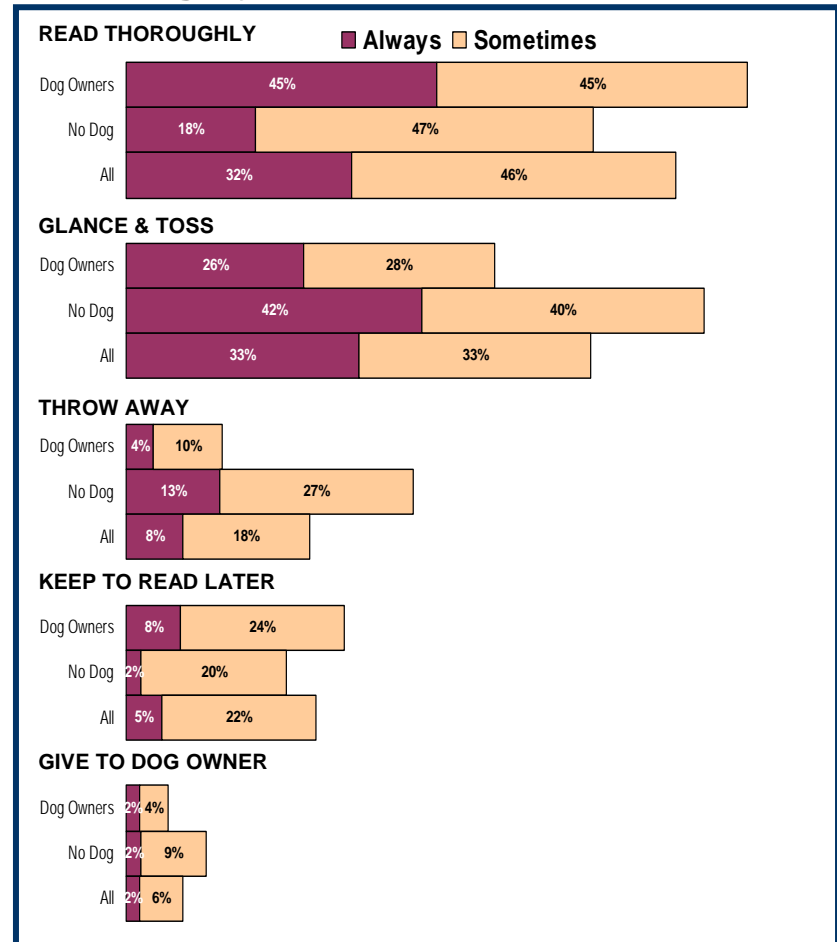


3 in 4 recall receiving mail

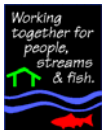


46% recall receiving at least 3 pieces of mail

8 in 10 read at least some mailings thoroughly



Nearly half of dog owners always read it thoroughly



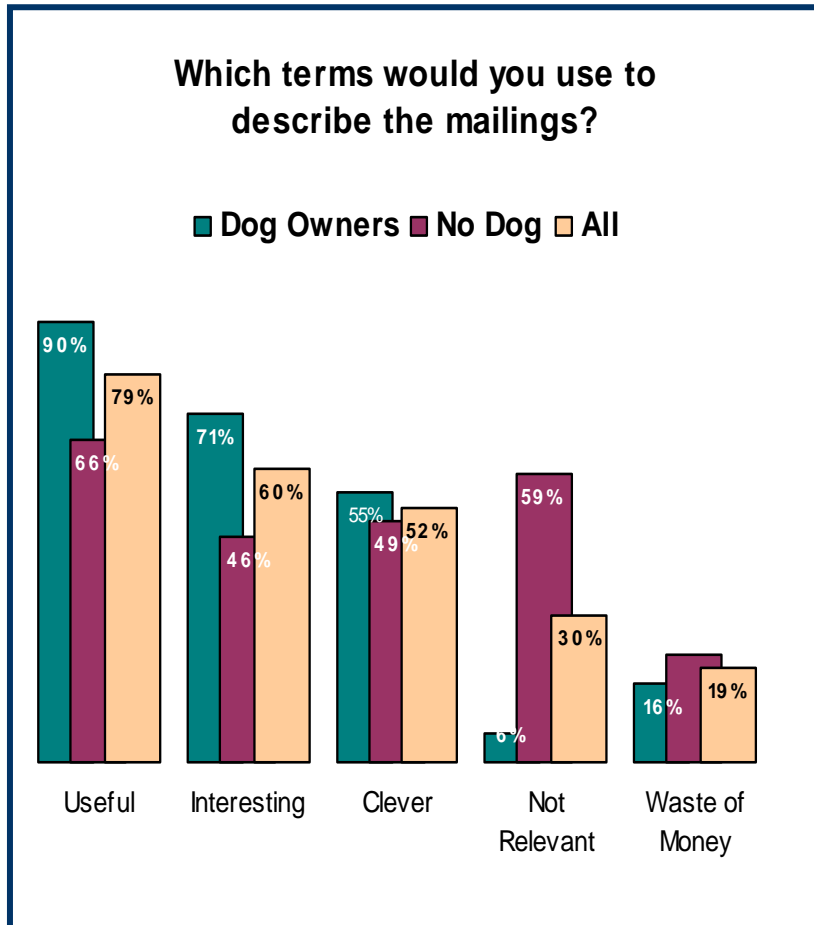
Information Recalled from Mailings

| What information Do you recall? | All N=96 | Dog Owners N=51 | No Dog N=45 |
|---------------------------------|----------|-----------------|-------------|
| Pick Up | 26% | 29% | 22% |
| Disposal | 22% | 22% | 22% |
| Free Bags | 17% | 12% | 22% |
| Trash | 12% | 16% | 7% |
| Stickers | 12% | 10% | 13% |
| Bag/Double Bag | 8% | 10% | 7% |
| Groundwater | 7% | 10% | 4% |
| Mail | 5% | 6% | 4% |
| Bacteria | 4% | 8% | 0% |
| Gen. Positive | 4% | 2% | 7% |
| Sign | 3% | 6% | 0% |
| Surface Water | 2% | 4% | 0% |
| Ads | 2% | 4% | 0% |
| Community | 2% | 0% | 4% |
| Dog Picture | 2% | 0% | 4% |
| Calendar | 1% | 2% | 0% |
| Enviro. Impact | 1% | 2% | 0% |
| Disease | 1% | 0% | 2% |
| Magnets | 1% | 2% | 0% |

Interpretation of “Main Message”

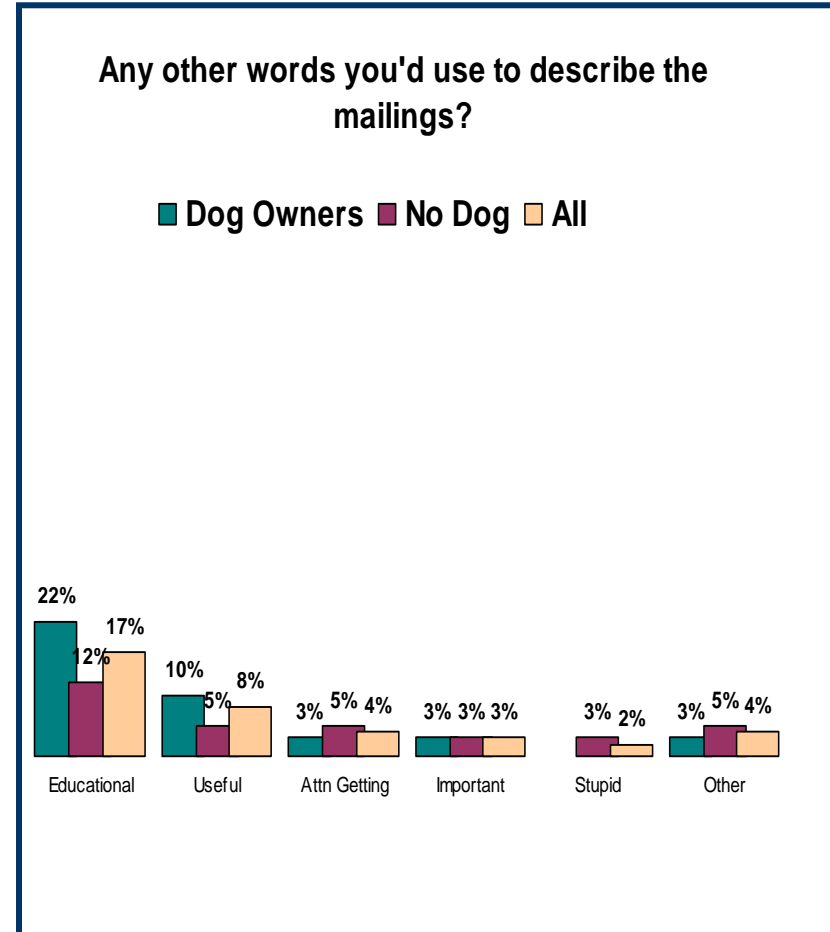
| Main Message | All N=96 | Dog Owners N=51 | No Dog N=45 |
|----------------|----------|-----------------|-------------|
| Pick Up | 50% | 49% | 51% |
| Disposal | 19% | 22% | 16% |
| Trash | 13% | 12% | 13% |
| Disease | 9% | 14% | 4% |
| Bacteria | 6% | 10% | 2% |
| Bag/Double Bag | 4% | 6% | 2% |
| Enviro. Impact | 4% | 4% | 4% |
| Groundwater | 3% | 6% | 0% |
| Community | 3% | 2% | 4% |
| Don't Recycle | 3% | 0% | 7% |
| Calendar | 1% | 2% | 0% |
| Free Bags | 1% | 2% | 0% |
| Surface Water | 1% | 2% | 0% |
| Website | 1% | 2% | 0% |

“Useful”, “Interesting” & “Clever”

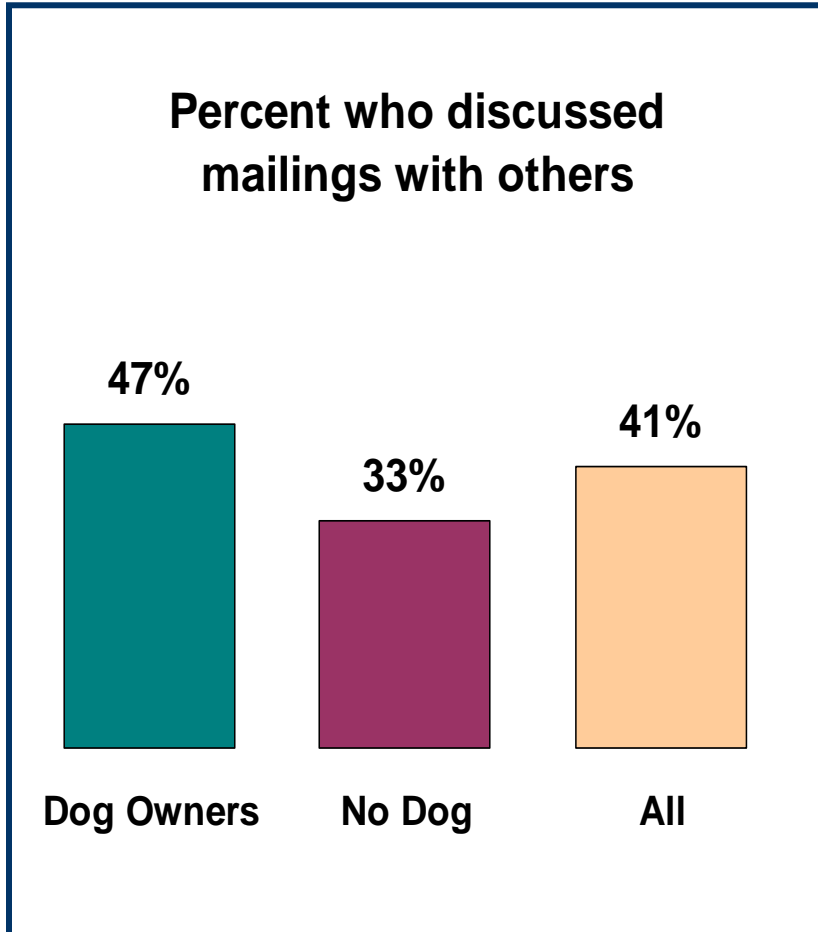


9 in 10 dog owners found the mailings “useful”

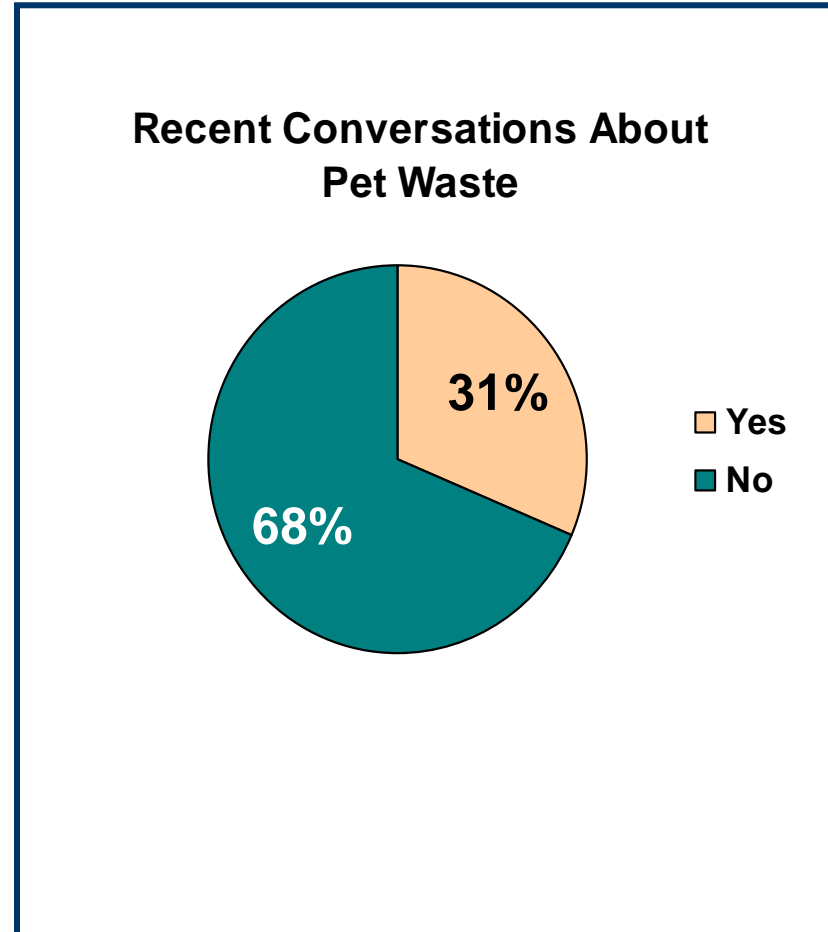
Also Volunteered: “Educational”



4 in 10 respondents discussed mailings



3 in 10 dog owners discussed issue of pet waste recently





READING THE CROSSTABULATION TABLES

The crosstabulations found in this report are presented in a "banner table" format. Categories of respondents (e.g. "35-54 years old," or "Female") are listed across the top of each page (the "banner"). The questions asked in the survey are listed down the left margin. The figures in each cell are percentages based on the number of respondents in the category at the head of each column.