

City of Oceanside: Pick Up Your Pet Waste Campaign Mail Survey Results

Response Rate Details

- 300 Surveys Mailed, 285 Valid Addresses
- 183 Responded = **64% Response Rate**
- 180 Surveys were Completed = **63% Completion Rate**

Overall Sample Characteristics

- **Dog Ownership:** 45% report having a dog in their household (N=81)
- **Age:** Mean Age = 53.77
- **Gender:** 49% Female, 46% Male, 5% Did not report gender
- **Interest in Results:** 52 residents (29%) requested a copy of the survey results
- **Trail Visitors:** 70% have visited the San Luis Rey River Bike Trail (N = 123)

Characteristics of Dog Owners (N=81)

- Mean Age = 51.51; Range = 24-84 years
- 84% walk their dogs (N=69)
- **17% of dog walkers said that there are times when they leave their dog's waste behind:** "When you walk your dog, how often do you leave your dog's waste behind without picking it up?"
 - Never = 82.6%; Rarely = 13.0%; Sometimes = 4.3%
- 74% of dog owners have visited the San Luis Rey River Trail

How often do you see dog waste in your community
that is left behind and not cleaned up?

Dog Waste in the community is a relevant Issue. Seventy percent (70%) of residents report that they see dog waste left behind in their community at least sometimes.

Never	Rarely	Sometimes	Often	Always
4%	26%	36%	21%	13%

“I would like to see more pet waste bag dispensers in my community. “
0 = Strongly Disagree; 10 = Strongly Agree

Residents are overall positive about the idea of pet waste bag dispensers.

- 53% responded “strongly agree”; 67% responded 8 or higher on the 10-point scale
- Only 7% of respondents strongly disagreed with this suggestion.
 - Mean = 7.84 (Dog Owners = 8.36 , Non Owners = 7.43)

How important is it that dog owners always pick up their dog’s waste?
0 = Not at all Important; 10 = Extremely Important

Both dog owners and non owners agree that it is important to pick up dog waste.

- Mean = 9.61 out of 10 (Dog Owners = 9.42 , Non Owners = 9.76)

Motivations for Picking up Dog Waste

Among dog owners, the top rated reasons for picking up dog waste and throwing it in the trash were: **“it is the right thing to do”** and **“because it pollutes parks, rivers, and beaches”**.

Other important reasons mentioned for picking up dog waste were: because it is the personal responsibility of pet owners, because it smells and attracts bugs, because it is rude and inconsiderate to others, and to keep the community clean.

It is important for pet owners to pick up dog waste and throw it in the trash...	Dog Owners	Non Owners	Total
...because it is the right thing to do.	9.23	9.66	9.47
...because it pollutes parks, rivers, and beaches.	9.05	9.58	9.34
...because it is unsafe for children.	8.81	9.85	9.38
...because it washes into creeks, rivers, and the ocean.	8.90	9.15	9.03
...because it makes the community look bad.	8.75	9.21	8.99
...because someone might step in it.	8.56	9.30	8.97
...because pet waste transmits disease.	8.61	8.99	8.82
...because it is the law.	8.35	9.13	8.77

Barriers to Picking up Pet Waste

Among dog owners, the top rated barriers for why someone might not pick up after their dog were: **“no one else is around to see them,” “forget to bring a bag”** and **“nowhere to throw it away.”** Of the 12 people who reported that they left dog waste behind at least sometimes, the highest rated barriers were: other people don’t pick up after their pets ($M = 7.25$), nowhere to throw it away (7.25), no one is around to see them (6.83), and they think it is gross (6.75).

Other barriers mentioned by residents included: laziness (42%), lack of enforcement, loose stool, no trash cans or bags, thinking someone else should do it, among others.

In my community, someone might not pick up after their dog because...	Dog Owners	Non Owners	Total
...no one else is around to see them.	6.69	5.61	6.08
...they forget to bring a bag with them.	6.58	5.44	5.94
...there is nowhere to throw it away.	6.32	4.44	5.28
...they think it is gross.	6.17	5.28	5.68
...they don’t think it is important.	6.07	5.39	5.69
...other people don’t pick up after their pets.	5.88	4.34	5.02
...someone will come later to clean it up.	3.88	3.92	3.90

San Luis Rey River Trail Results

71% of residents have visited the trail (N=123). Of those who have visited the trail, 83% have seen dog waste on the trail. A total of 158 reasons were listed for why there is dog waste on the trail. The primary reasons provided for why there is dog waste on the trail are listed below. Among dog owners who have visited the trail, No Bags and Trash Cans that are too far apart was the primary reason.

Reason	Overall Sample		Target Population	
	N	%	N	%
People are Lazy/Don't Care/Rude	63	40%	19	29%
No Bags	30	19%	19	29%
No Trash Cans/Trash too Far Away	29	19%	17	26%
Other	11	7%	4	6%
No One Around	10	6%	3	5%
Interrupts Exercise	5	3%	1	2%
Not Paved/Feel it is the Country	4	3%	1	2%
Lack of Enforcement	3	2%	0	0%
Already Coyote Poop	3	2%	2	3%
TOTAL	158	100%	66	100%

Target Population Results

The target population for this Pick Up Your Pet Waste CBSM project is dog owners who walk their dogs on the San Luis Rey River Trail. Because the response rate was so high, the sample included a sufficient number of responses to look at the target population as a group. The results below reflect the responses of those who met the following criteria:

- Dog Owners
- who Walk their Dogs
- and who have visited the San Luis Rey River Trail

A total of 51 participants met these criteria (28%)

- 17% have left dog waste behind rarely or sometimes
- Most important reasons for picking up dog waste were:
 - “right thing to do” (9.20),
 - “pollutes parks, rivers, and beaches” (8.76),
 - “unsafe for children” (8.62), and
 - “washes into creeks, rivers, and ocean” (8.60).
- Highest rated barriers to picking up dog waste were:
 - “forget a bag” (7.02)
 - “nowhere to throw it away” (6.68)
 - “no one around to see” (6.59)

RECOMMENDATIONS

The results of the survey provided clear recommendations for the Pick Up Your Pet Waste Campaign at the Trail including the installation of additional trash cans and pet waste bag dispensers as well as modifying signage to emphasize pet owner responsibility. Ninety-three percent of survey respondents agreed that more pet waste dispensers are needed in the community. As a result, the City plans to move forward with installing additional signage, trash cans, and pet waste bag dispensers along the Trail.