



# Falkirk Council Litter Strategy Team's Green Dog Walkers & Dog Fouling Campaign **SURVEY/EVALUATION** August 2010—January 2011

**Falkirk Council Area Dog Owners,  
Green Dog Walkers Pledgers and General Public:**

Surveys help us to evaluate and monitor the success of the Litter Strategy Team's Dog Fouling Campaign and Green Dog Walkers Campaign. We would appreciate it if you could take a few minutes to answer the following questions on your experiences either as a Green Dog Walker, a dog owner or just someone who is impacted by dog fouling in our public areas. Your response can be anonymous if you prefer.

Please post your Survey Responses to:

GDW Survey Responses  
FC Litter Strategy Team  
Corporate & Neighbourhood Services  
Earl's Road  
Grangemouth FK3 8XD

**YOU COULD  
WIN A  
PRIZE!**  
See page 4!

Or take the Survey on line at:


[www.falkirk.gov.uk](http://www.falkirk.gov.uk)  
(A-Z, G for Green Dog Walkers)

Or at CENTRAL FM  
[www.centralfm.co.uk](http://www.centralfm.co.uk)



**More information: [litterzone@falkirk.gov.uk](mailto:litterzone@falkirk.gov.uk)**

## **Questions 1 through 9 are for everyone - Green Dog Walkers (GDW) pledgers, dog owners and the general public:**

1. Please rate how much dog poo you see in your neighbourhood:  
 a lot  medium amount  minimal  none
2. Have you noticed the dog fouling campaign (posters and billboards with “Shameful, Filthy, Selfish!” message]?  Yes  No (SEE PAGE 4 FOR IMAGES)
3. Do you feel that the dog fouling campaign (“Shameful, etc” posters and billboards) is helping bring to the public’s attention the dog fouling situation in the Falkirk area?  Yes  No (SEE PAGE 4)
4. Are you familiar with the wee Green Dog Walkers doggie logo? (See front and back of this survey for examples)  Yes  No
5. Do you feel that the Green Dog Walkers pledge campaign is helping bring to the public’s attention the dog fouling situation in Falkirk District?  Yes  No
6. Have you seen an improvement in dog fouling in your area in the last six months? (Less fouling, more use of dog bins, etc.)  Yes  No
7. Have you ever seen anyone out walking their dog who is wearing the GDW green armband or whose dog is wearing the GDW collar?  Yes  No
8. Have you any suggestions for improving or expanding the dog fouling campaign? (Please answer on page 4)
9. Please also answer the questions on page 4 about the poster images. 

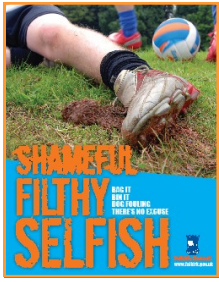
**How did you hear about this Survey:  On line  Word of mouth  Central FM Radio?**

## **Questions 10 to 12 are for dog owners or dog walkers only:**

10. Where do you walk your dog? (Tick all that apply)  
 My neighbourhood  Local Park  Rural area  Other
11. In the area where you walk your dog, please rate how much dog poo you see on your walks:  
 a lot  medium amount  minimal  none
12. What is the dog bin situation where you walk your dog? Are there enough?  Yes  No. Do they appear to be used?  Yes  No Have they been vandalized?  Yes  No (Please specify area)

## Questions 13 through 24 are for GREEN DOG WALKERS (people who took the pledge at least 1 month ago):

13. How long ago did you sign the GDW pledge? \_\_\_ weeks \_\_\_months \_\_\_years
14. How did you receive/sign your pledge?  
A. At a pledge booth \_\_\_\_\_ B. Requested brochure by phone/email\_\_\_\_  
C. Received brochure from vet \_\_\_\_ D. Child signed at school \_\_\_\_  
E. Signed on line \_\_\_\_ F. Other \_\_\_\_\_
15. Do you ever help as a volunteer at a GDW pledge booth? \_\_Yes \_\_No. *(If you are interested, tick the box at the end of this survey, page 4.)*
16. When you have worn your armband, has anyone asked what the armband stands for?\_\_Yes\_\_No  
Has anyone approached you for a doggie bag? \_\_Yes \_\_No
17. Do you always wear your armband when walking your dog? \_\_Always \_\_Sometimes \_\_Never  
If not, why not? \_\_\_\_\_  
*(If you have lost your armband and need a new one, fill in the contact information at the end of the questions and tick the box for that, we'll send one.)*
18. Do you ever see other people out walking their dogs who are wearing armbands or whose dogs are wearing the GDW collar? \_\_Yes \_\_No
19. Do you think since you have started wearing the GDW armband that people are less likely to leave their dog's fouling in front of you? \_\_ Yes \_\_ No
20. Have you seen publicity about GDW? \_\_Yes \_\_No If so, where: \_\_\_\_\_
21. Have you told any family or friends about GDW or encouraged others to join? \_\_Yes \_\_No
22. If you have children, do they wear the armband and clean up after the dog if they are out walking it without you? \_\_Yes \_\_No
23. Whether or not you wear the armband, do you feel that having signed the pledge has made you more conscientious about cleaning up after your dog, ie, do you take the fact that you signed the pledge seriously? \_\_ Yes \_\_ No
24. Have you any suggestions for improving or expanding the GDW project?  
(Extra space to answer on page 4)



9. Which of these images have you seen on billboards, posters, etc.?  
 \_\_\_ Footballer \_\_\_ Pink Baby \_\_\_ Foot/Sandal \_\_\_ Yellow Baby  
 \_\_\_ Foot/Flipflop \_\_\_ Children \_\_\_ 440 Fines  
 Which image do you feel is the most effective? \_\_\_\_\_



**COMMENTS and ANSWERS to 8 and 24:**

**PRIZES:** This survey will run through 31 January 2011, at which time 20 Survey Responses will be drawn randomly. The winners will receive a free POOPOD (a clever product which helps you carry your dog poo bags to the next bin). During November 2010, Central FM will run 5 on air quiz contests. Five winners will receive Goody Bags which include Poopods, GDW Armbands and Dog Collars.  
 Tune into FM 103.1!

**OPTIONAL:**

Name \_\_\_\_\_  
 Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

*(This information will only be used by the FC Litter Strategy Team Green Dog Walkers (GDW) Campaign to contact you if you win a Poopod, and for future surveys and events, and to link you to your local GDW volunteer group.)*

- I have lost my armband and need a new one sent  
 \_\_\_ (adult size) \_\_\_ (child size).
- I am interested in helping run pledge booths,  
 volunteering for Canine Capers 2011, etc.
- Please send me a Green Dog Walkers  
 pledge brochure

Date: \_\_\_\_\_

**THANK YOU FOR YOUR TIME!**

