



# Asian Carp Canada

## Baseline Survey of Asian Carp and Invasive Species Knowledge in Ontario



Invasive  
Species  
Centre

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# Purpose

- Gain an understanding of Ontarians' knowledge of invasive species and Asian carps
- Assess gaps in knowledge to target outreach and education
- Determine if demographic targeting would improve delivery and messaging

# Methodology

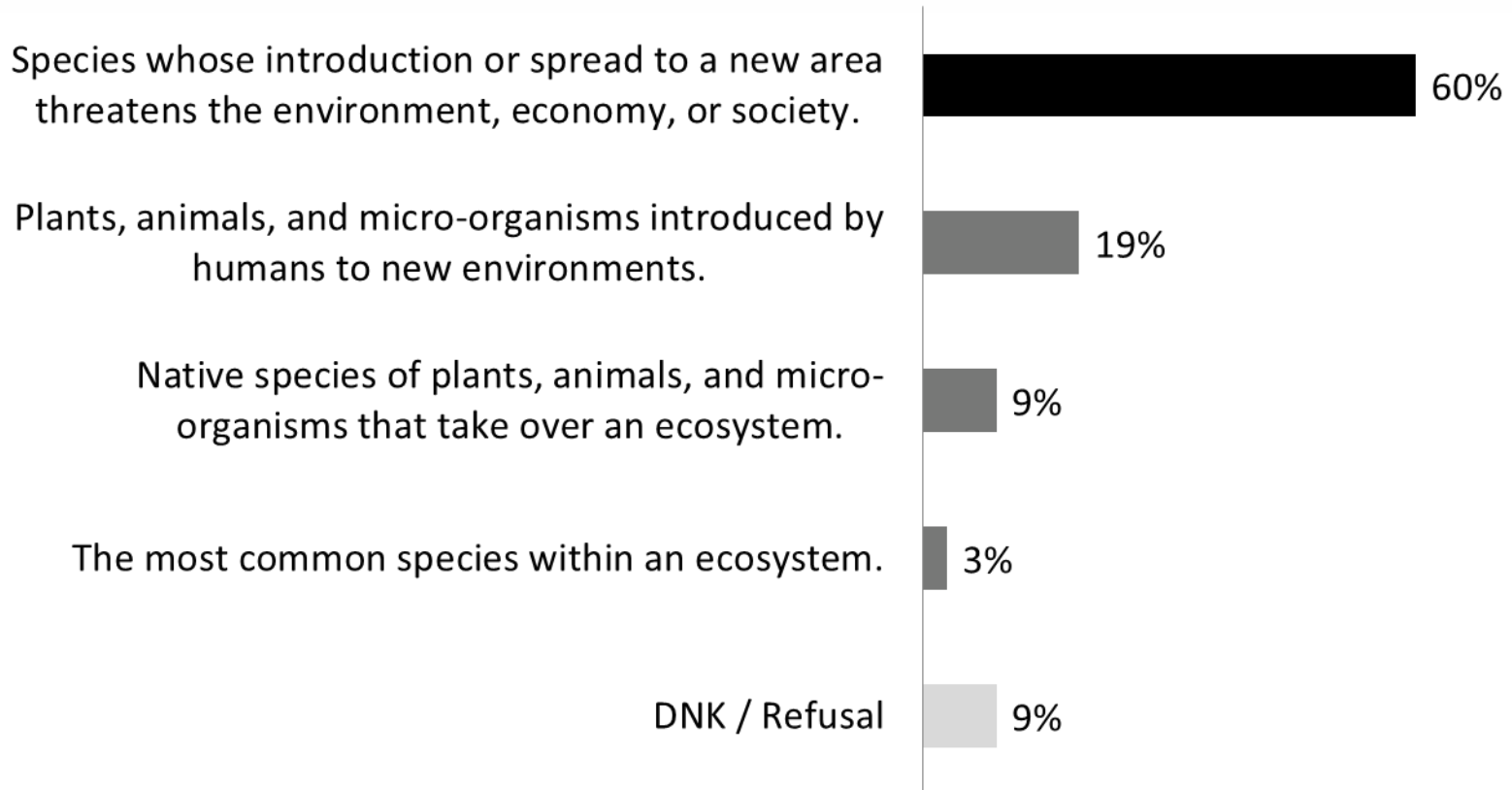
- Online survey
- 22 questions
- Respondents were weighted using information from Statistics Canada to survey a representative selection of Ontario
- 1 002 respondents (margin of error  $\pm$  3.1%)

# Methodology

- Demographic questions
  - Location
  - Gender
  - Age
  - Education level
  - Concern regarding invasive species impacts
  - Fishing habits
  - Outdoor activity habits

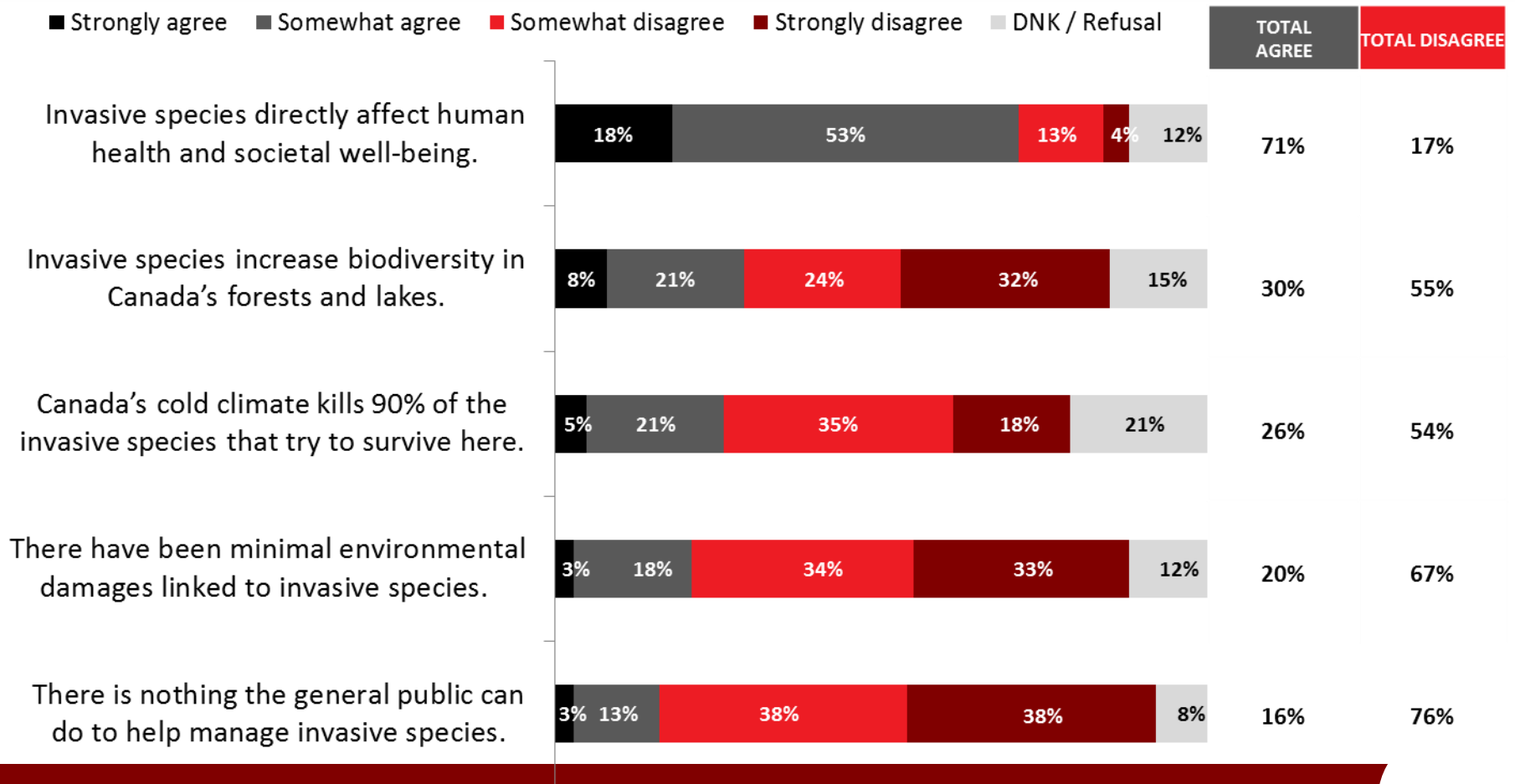
# Invasive Species Impacts and Management

## What best describes “invasive species”?



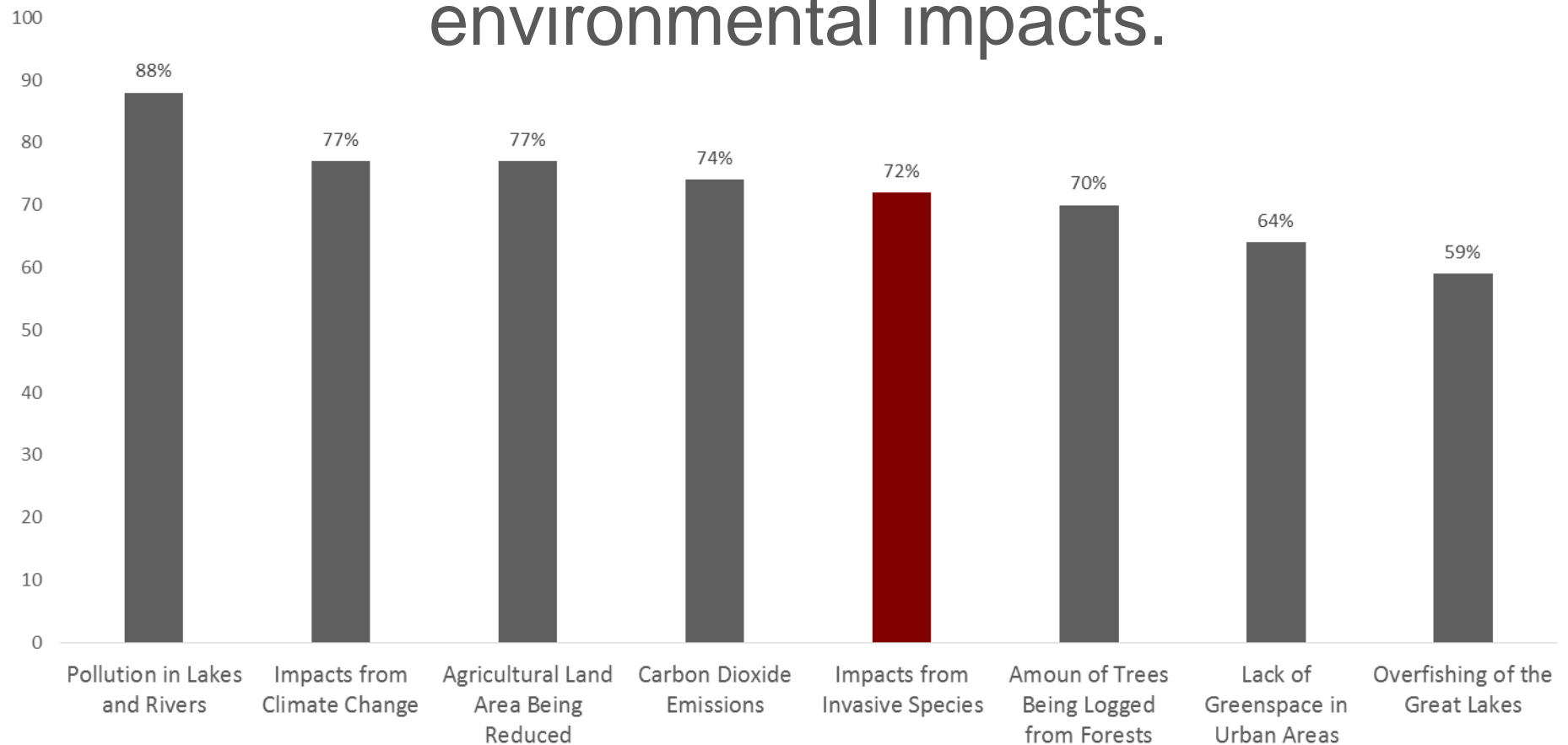
# Invasive Species Impacts and Management

## Perception of invasive species impacts.



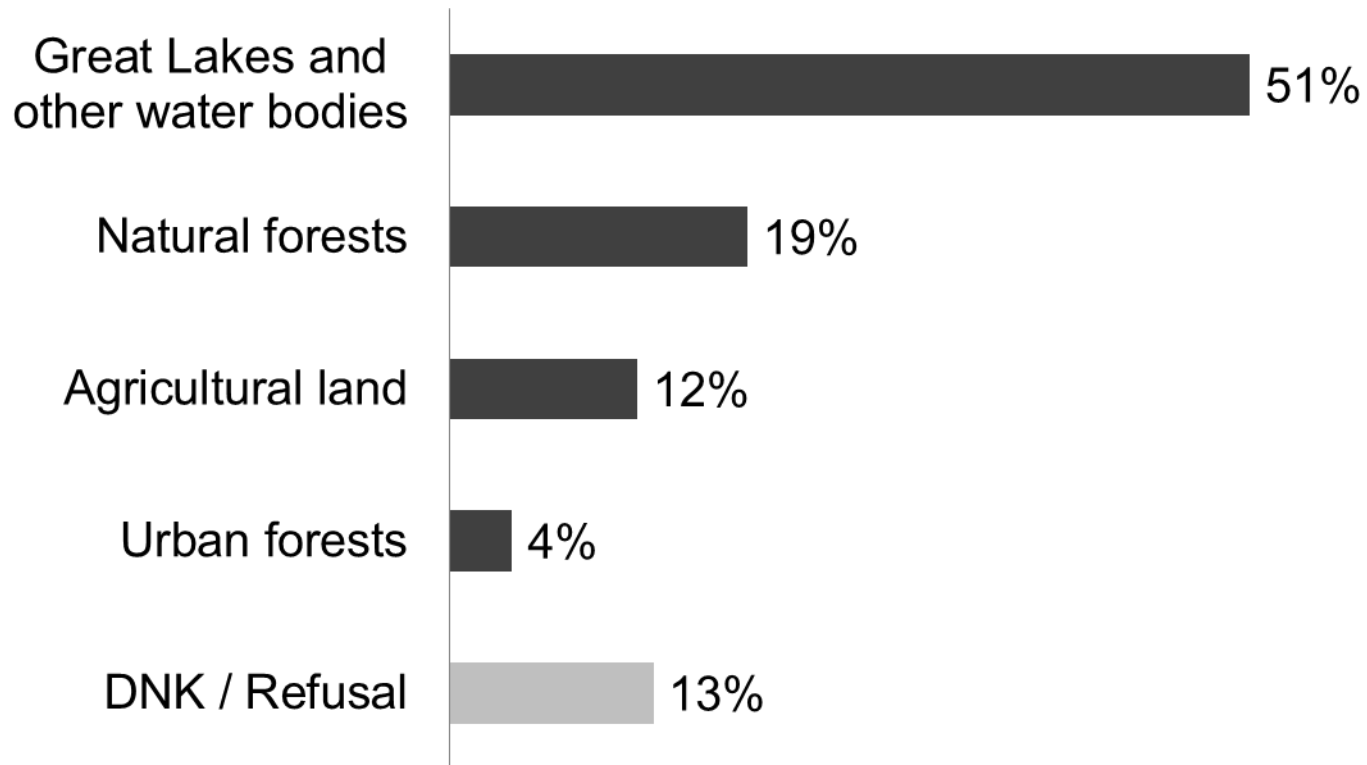
# Invasive Species Impacts and Management

Where invasive species rank to other environmental impacts.



# Invasive Species Impacts and Management

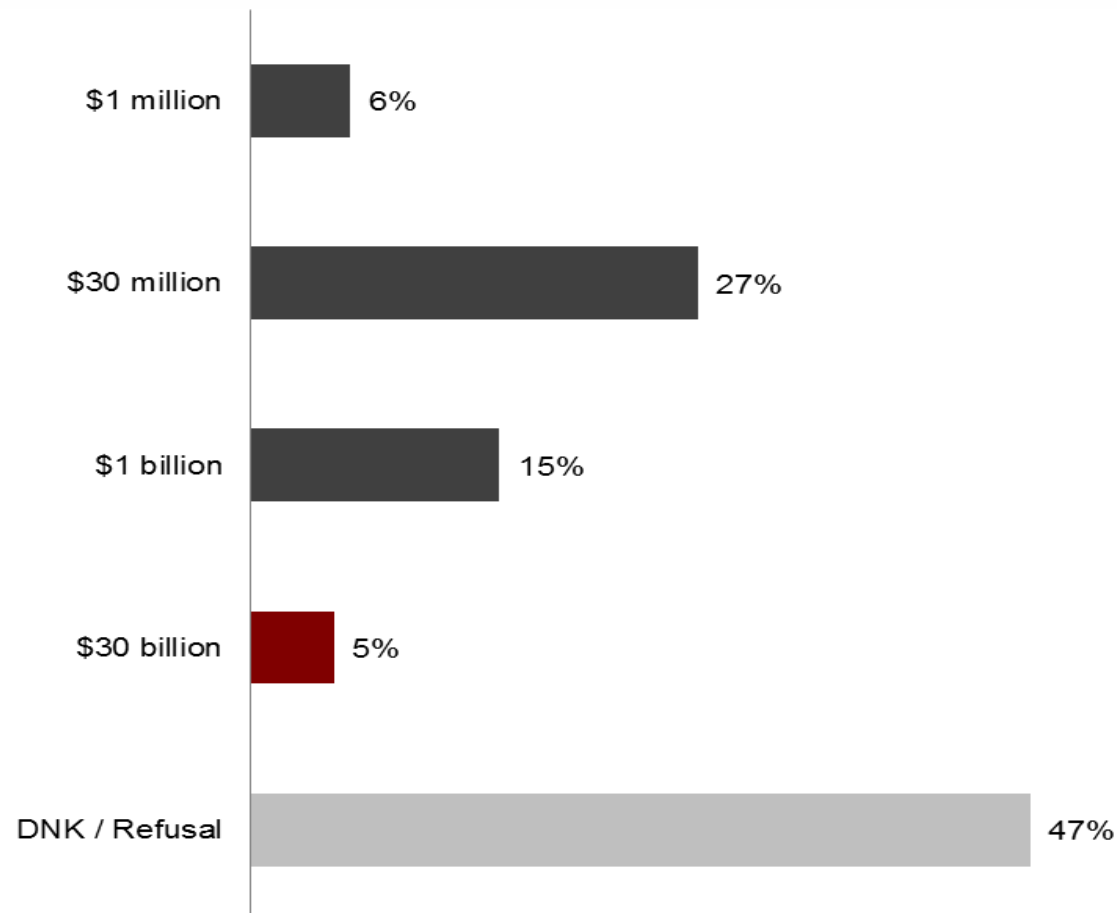
What natural area should receive highest invasive species protection.





# Invasive Species Impacts and Management

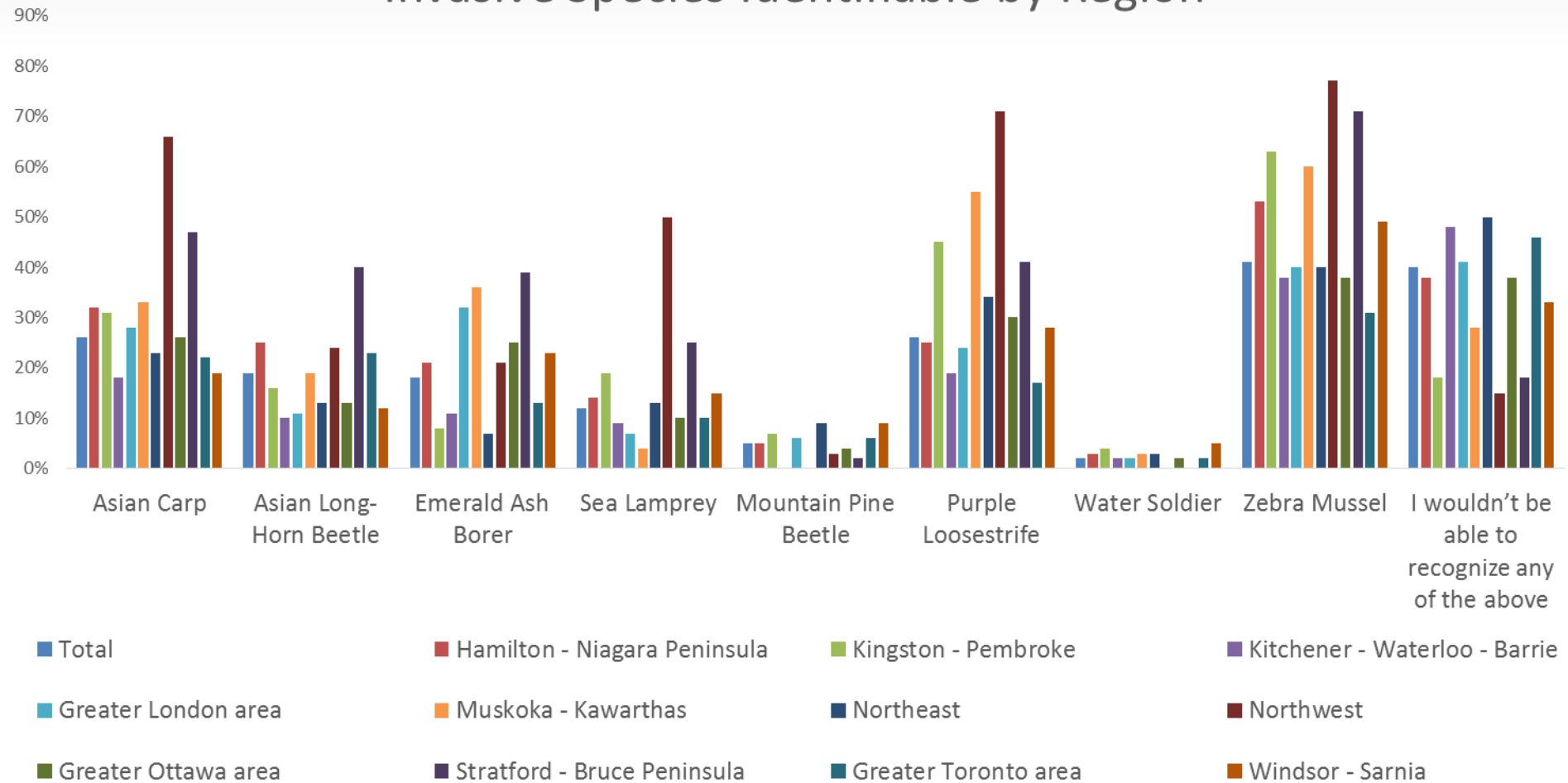
## What is the cost of invasive species?





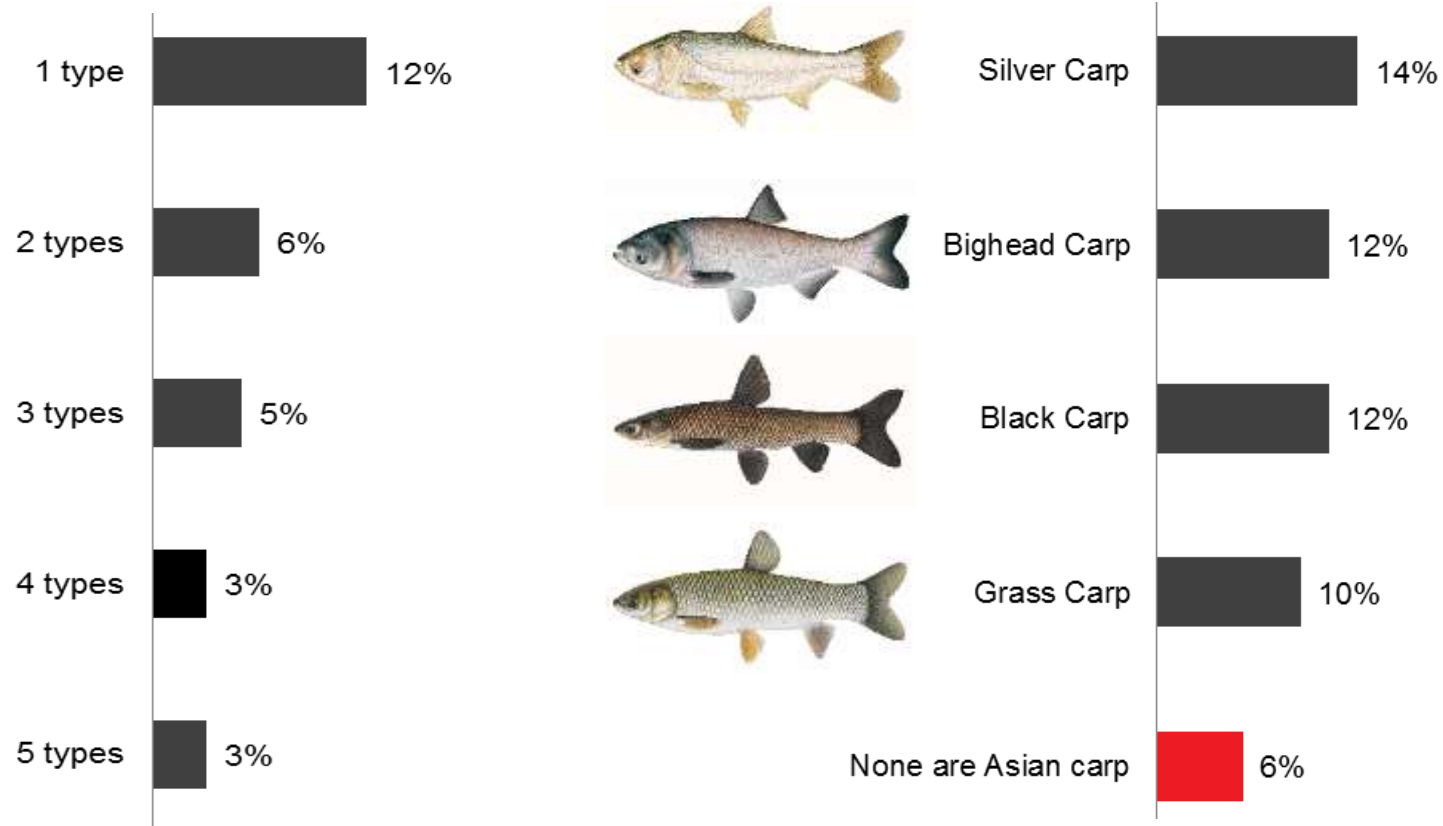
# Specific Invasive Species Knowledge

## Invasive Species Identifiable by Region



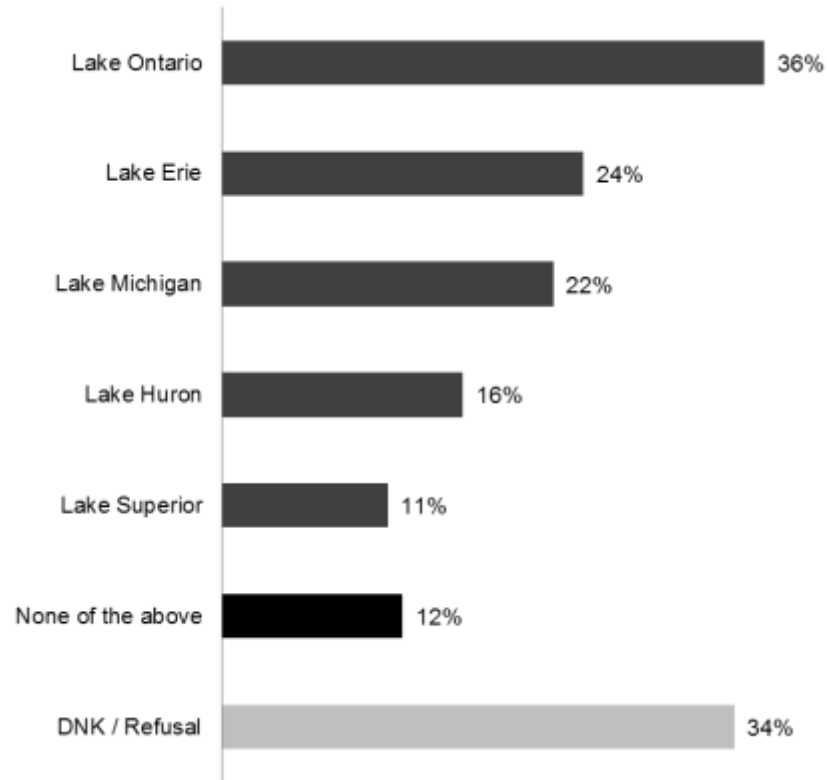
# Knowledge of Asian Carp

- **56%** of Ontarians have heard of Asian Carp



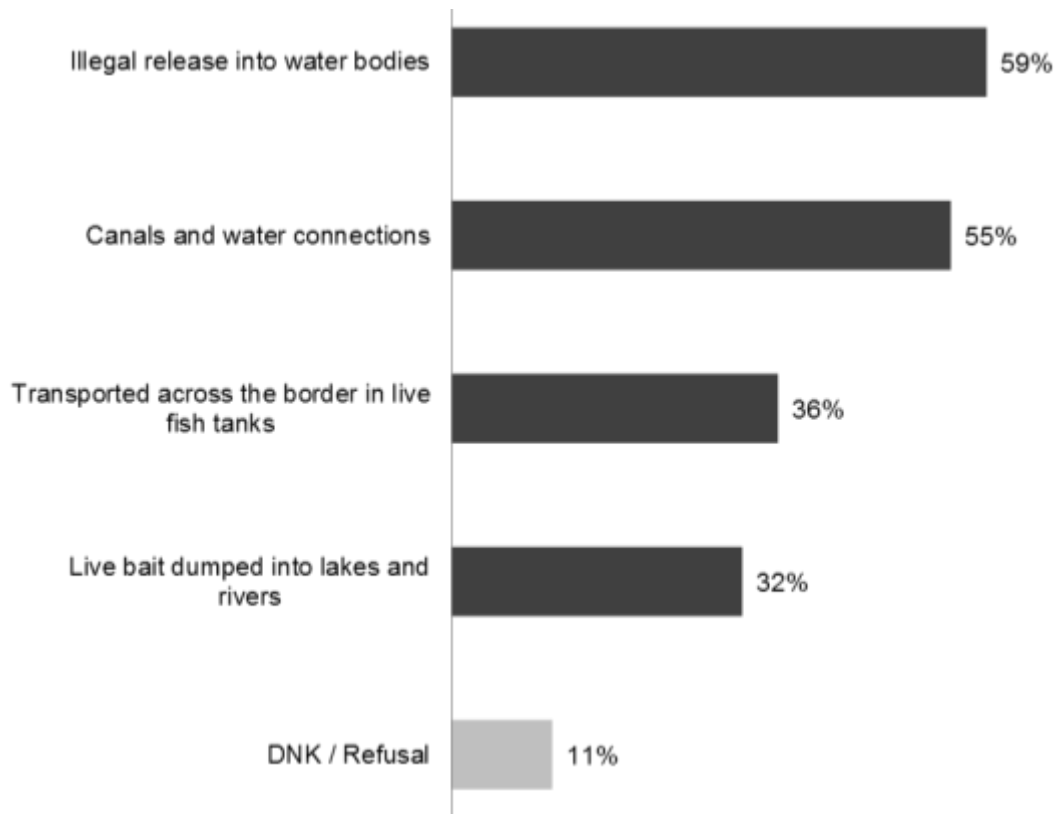
# Knowledge of Asian Carp

Where are Asian carps established?



# Knowledge of Asian Carp

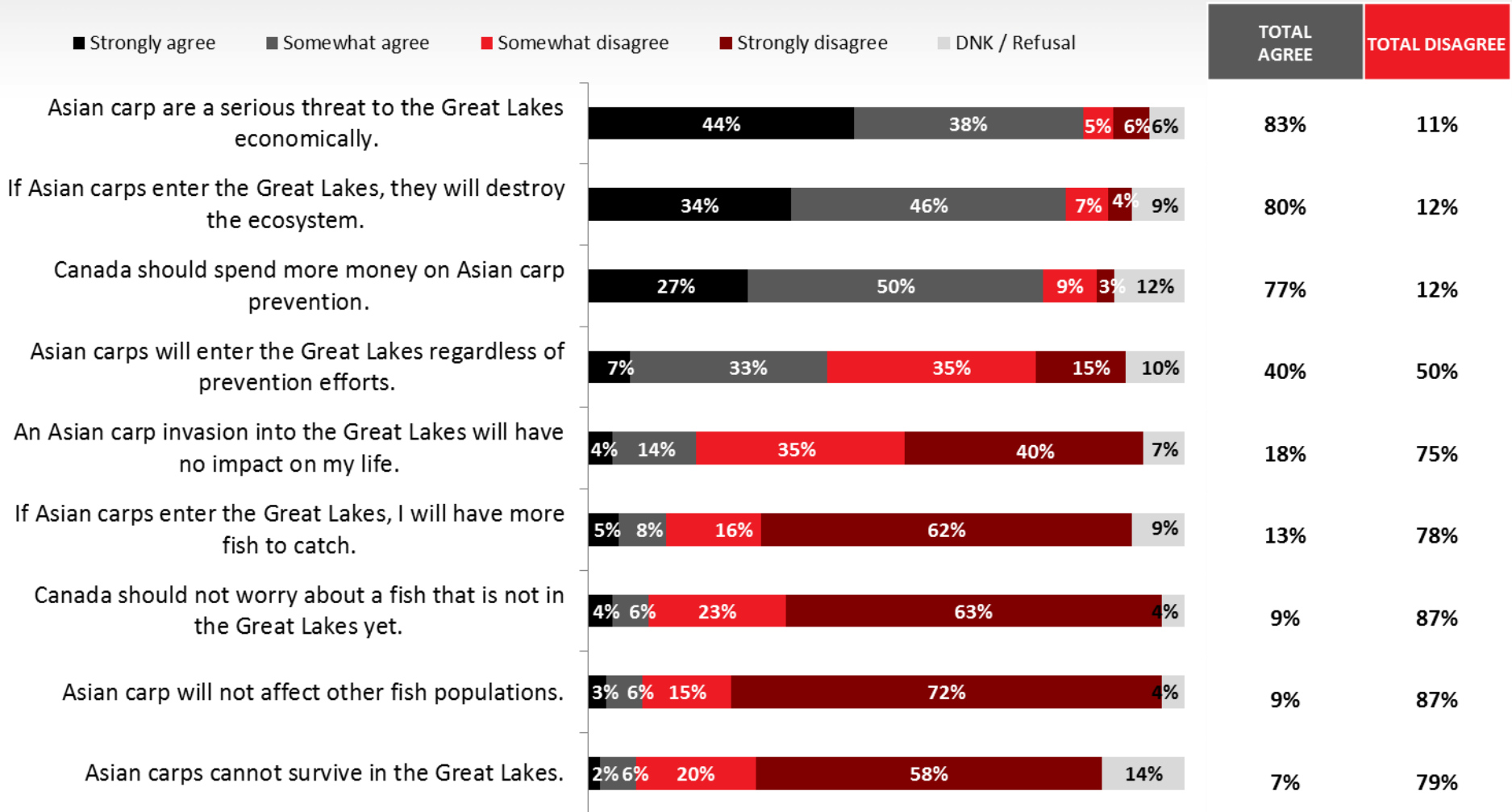
## What are pathways of Asian carp invasion?



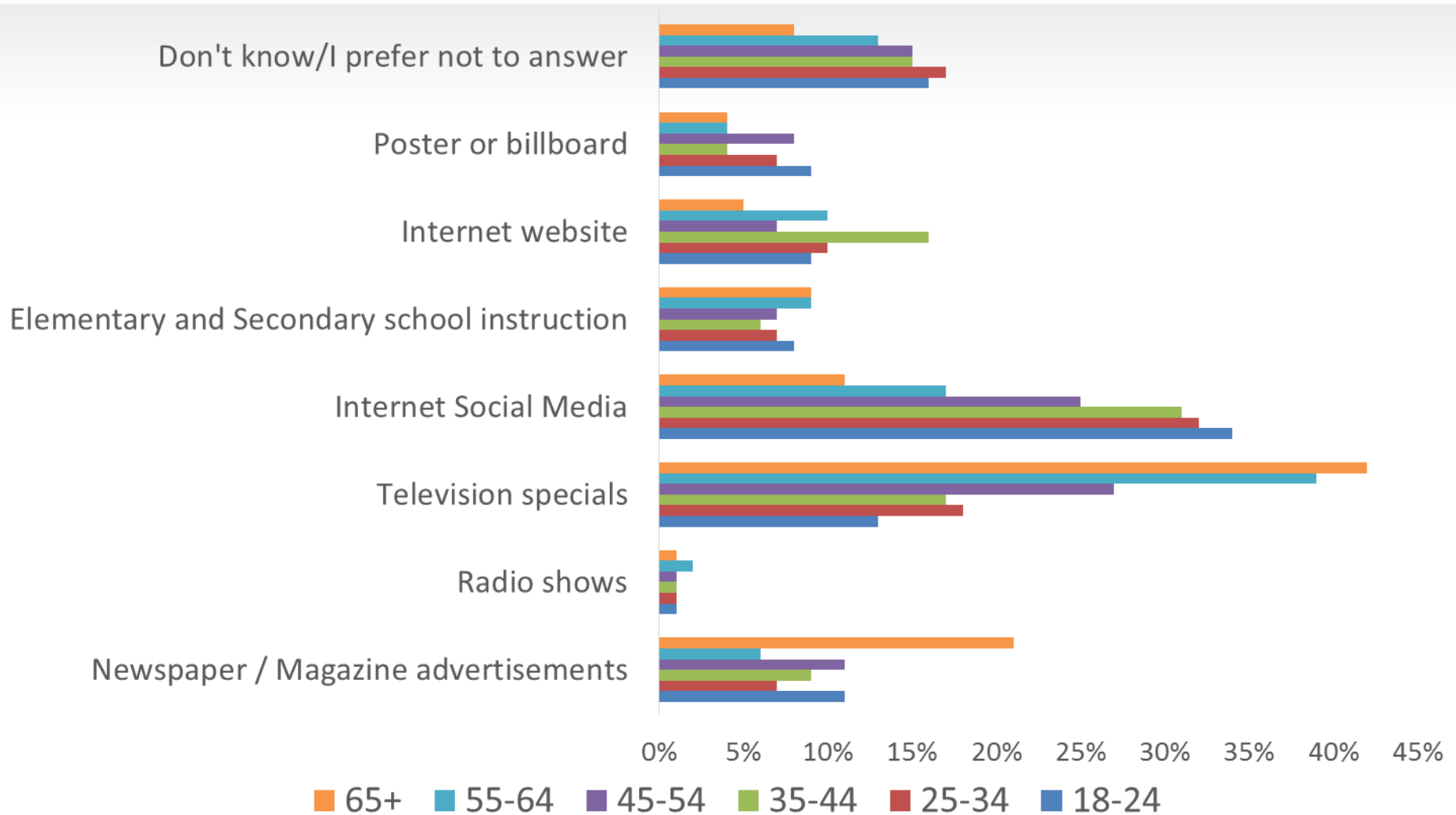
- **19%** knew that all of the above could be potential invasion pathways
- **28%** of anglers indicated all of the above

# Knowledge of Asian Carps

■ Strongly agree
■ Somewhat agree
■ Somewhat disagree
■ Strongly disagree
■ DNK / Refusal



# Sources of Information





# Reporting

- **40%** of 65+ and Ottawa residence would contact city or government office
- **38%** of younger people would report online or via the hotline



# Assessing Knowledge Gaps

- Identification of individual carp species
- Asian carps are not established in the Great Lakes – let's keep it that way
- Improve the message regarding reporting invasive species – let people know they can help

# Acknowledgments

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**Leger**

THE RESEARCH INTELLIGENCE GROUP