

***Phragmites* Survey Results**

Objective

This survey was conducted to assess the effectiveness of Georgian Bay Forever's program in the Georgian Bay area related to the knowledge and management of *Phragmites*, an invasive species having a negative impact on wildlife and the ecosystem. The survey was designed to assess education uptake and behaviour change as a result of the community Phragbusting program.

Survey sample and method

The online survey was conducted from Oct 12 – Dec 9, 2018 and included 161 completed surveys. Data was also collected from manual entry of paper surveys completed at an information conference.

The survey consisted of seven questions for an overall perfect score of 21 points. Some questions earned extra points for more detailed knowledge of the *Phragmites* species and also if participants had taken action to manage them from their specific area. Some questions were not part of the scoring.

Overall highlights

Survey results indicate that:

- ✓ 98% of respondents have seen, read about or heard about *Phragmites*.
- ✓ 80% of respondents have a good knowledge of *Phragmites* and how to manage them on shorelines.
- ✓ 64% of respondents know how to remove *Phragmites* correctly.
- ✓ 56% of respondents say that they have actually removed *Phragmites* and will do it again.
- 30% of respondents say that they needed a reminder about how to remove *Phragmites* correctly.
- 26% of respondents had not seen *Phragmites* in their area.
- 17% did not have time or did not want to participate.

A majority of respondents stated they learned about *Phragmites* from Georgian Bay Forever (56%), their cottagers association (45%, GBF helped train and work with many associations) and/or The Georgian Bay Association (29%, GBF works with GBA in the *Phragmites* network) while 8% learned about them from the summer student education program. This question was worded to select all that apply and many respondents chose more than one source.

Observations

Overall, the survey respondents stated they are very aware of the *Phragmites* problem and pleased with the information provided by Georgian Bay Forever. The vast majority of comments and suggestions given are related to maintaining and accelerating efforts to communicate, update, educate and develop an ongoing awareness campaign by doing the following: continuing to engage and educate cottagers, educating local politicians, Provincial and Federal government bodies, engaging the media to educate the general public, advertising, signage at marinas.

If you would like more detailed information on this survey, please contact:

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