

# 2013 BEARSMART SURVEY HIGHLIGHTS FOR CROWSNEST PASS

## Awareness of BearSmart Program

2/3

of participants had heard of bear awareness/bear spray training, bear monitoring, and apple round-up initiatives



web searches were top info source for bear questions, followed by the Crowsnest Conservation Society's webpage, advice from friends/family/neighbours, and info from government personal knowledge

63%

of respondents indicated they wanted additional info on what to do in grizzly or black bear encounters, safety in bear country, and how to get involved in local BearSmart

## Importance Ranking of Local Initiatives

1

**Bear Awareness/Education Talks (school & community clubs)**

2

**Weekly Bear Briefs in local newspapers**

3

**Apple Round-ups to help seniors and weekenders**

4

**Bear-Resistant Garbage Bin Demo Program**

5

**Bear Awareness & Bear Spray Training (general public)**

## Bear Knowledge

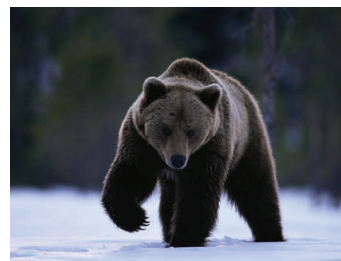


Approximately 70% of participants knew identifying characteristics of black and grizzly bears



Over 1/3 of participants did not know what to do in a defensive encounter

**RUN?**  
**PLAY DEAD?**  
**USE BEAR SPRAY?**



1/4 of participants were unsure whether or not grizzlies could be legally hunted in AB

## Attractant Knowledge



96% of participants knew attractants refer to a variety of food items, including garbage, fruiting trees and shrubs

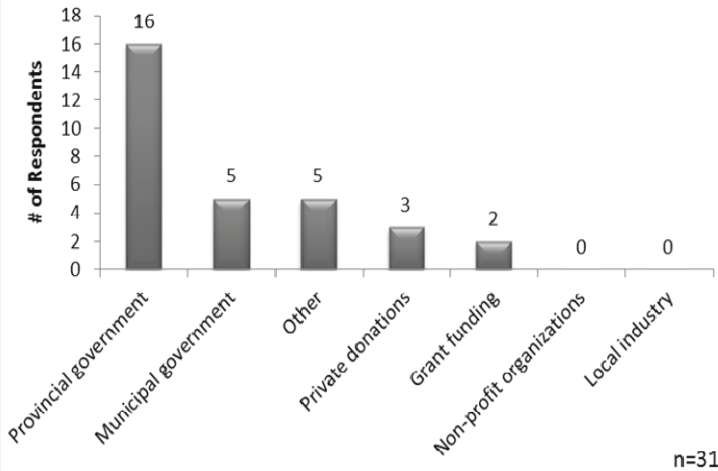


16% of participants did not know that recycling materials are attractants



only 2% were uncertain if bird seed was a bear attractant

## Funding of BearSmart Program



Preferred responsibility for BearSmart funding  
(*Other* category includes participants indicating all or a combination of above)

## Public Participation in Managing Conflict

**80%** of participants indicated they **currently engage** in or would be **willing to engage** in BearSmart practices\*

\*e.g., store food securely while camping, securely store household garbage and only put out the morning of pickup, keep dog leashed while in bear country, or contact local Fish and Wildlife officers if a black/grizzly bear was on their property

## Bear Management Perspectives



## Survey Demographics

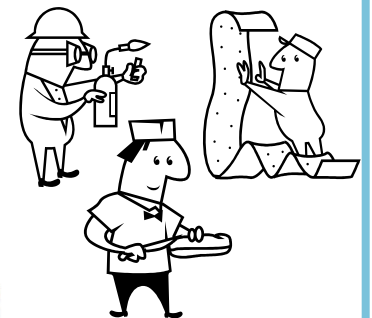


34 respondents, with highest participation from those ages 40 to 59

70%



30%



Diversity of educational backgrounds & occupations

"I am both fascinated and terrified of bears at the same time. I have just moved here and will do what I can to help the bears. Thanks to Crowsnest Conservation and Fish & Wildlife for being there and helping us all to learn."  
Survey Participant

For more information and complete survey results, please visit [www.bearsmart.alberta.ca](http://www.bearsmart.alberta.ca) in fall 2014.

This survey was a partnership between

