

THE KNOWLEDGE-ACTION GAP & AQUATIC INVASIVE SPECIES

Recreational anglers can **help prevent the spread of aquatic invasive species (AIS)** by ensuring they don't accidentally transport plants or animals as they travel between waterbodies



Of the **1,981 anglers** we surveyed...

84%

believed AIS pose a **high risk** to fisheries

83%

agreed they **have the ability** to limit AIS spread

85%

knew **dumping bait** can spread AIS

However, most anglers only

"RARELY" TO "SOMETIMES"

participated in prevention behaviors

Q: If awareness of AIS is so high, **why isn't everyone taking action** to prevent spread?



A:

Other factors influence behavior!

Outreach campaigns should consider risk perceptions and values to close the **"knowledge-action gap"**

Personal Risk Perceptions



The more people **believe AIS threaten their own lifestyle**, the more likely they take action

Biospheric Values



The more people **value preserving nature and its beauty**, the more likely they care about AIS

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