

# Public Opinion Research with Canadians to support communications on African swine fever (ASF) 2022-23

## Canadian Food Inspection Agency

Final report

March 2023

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*Ce rapport est aussi disponible en français.*

**Public Opinion Research with Canadians to support communications on African Swine Fever: 2022-2023  
Final Report**

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This public opinion research report presents the results of quantitative and qualitative research conducted by Quorus Consulting Group Inc. on behalf of the Canadian Food Inspection Agency in February 2023.

Cette publication est aussi disponible en français sous le titre : Recherche sur l'opinion publique canadienne de 2022-2023 pour appuyer les communications liées à la peste porcine africaine

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## Political neutrality certification

I hereby certify as senior officer of Quorus Consulting Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications - Appendix C](#).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is centered within a rectangular area that has a light gray, dotted background. The signature is fluid and cursive.

March 17, 2023  
Rick Nadeau, President  
Quorus Consulting Group Inc.

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# Executive Summary

## Research purpose and objectives

African swine fever (ASF) is a viral disease that only impacts pigs. It poses a significant risk to the health of the Canadian swine herd, pork industry and the Canadian economy. ASF is highly contagious for pigs and can spread rapidly through both direct and indirect contact with infected pigs or pig products, as well as contaminated farm equipment, feed and clothing.

Since 2018, the disease has been spreading across Asia and Europe, and the Canadian Food Inspection Agency (CFIA) has placed significant effort in mitigating the risks of introducing ASF into Canada and preparing if a case was found here.

To continue to mitigate the risk of ASF in Canada, the CFIA intends to communicate with Canadians, especially those who may engage in activities that are more likely to spread ASF into Canada, such as international travel, importing food, or living in rural areas where swine is more likely to be present.

The objectives of the research were as follows:

- Gain a better understanding of the level of awareness of African swine fever among the Canadian public;
- Gain a better understanding of the Canadian public's opinions, perception and concern of African swine fever;
- Gain a better understanding of the Canadian public's travel plans to international destinations;
- Determine if family or friends of those in Canada intended to visit from outside Canada;
- Determine if Canadians receive international mail that may contain food products;
- Determine if travellers are aware of the requirements to declare pork products when coming back to Canada.

## Methodology

The qualitative portion consisted of eight online focus groups with specific target audiences that Quorus completed between February 7 and February 13, 2023. Two sessions were held with individuals who travel internationally, three with individuals from specific ethnic communities (one with Italians and Germans, one with Chinese,

Filipinos and Vietnamese, and one with Haitians), and three sessions with individuals who live in rural areas, including individuals who live close to pig farms or who own pigs themselves. A total of 61 individuals participated in the focus groups.

The quantitative portion of the study consisted of a national online survey of 2,732 households in Canada, with some oversampling of specific target audiences. Survey data were collected from February 1 to February 23, 2023.

## Qualitative research results

### Overall views on and experiences with traveling or shipping products into Canada

#### Travelers

Individuals who travel internationally often bring items back to Canada with them, ranging from souvenirs and alcohol to clothing and food items. Travelers shared a range of views when it came to bringing back food into Canada. For the most part, travelers indicated that they do declare food items when traveling home. Most are comfortable bringing back food that they feel will easily clear customs (for example, packaged or processed products such as snacks). Many travelers do not attempt to bring back fresh or unprocessed food items such as raw fruit, vegetables or meat, mostly out of concern for keeping the items fresh during their long trip home, especially raw meat. If they do bring unprocessed food items home, they tend to be seeds, fruit, or herbs.

There is a general awareness of the legislative requirements related to bringing certain food items back into Canada. Some have become aware of these requirements from having travelled in the past, and others have visited websites to research what was allowed into the country. Although they are aware of these requirements, some do view them more as suggestions than hard and fast rules that could lead to heavy fines. Few were also aware of the potential impact on Canada of bringing in food items that are not allowed. For the most part, participants suspected that it might introduce a foreign species, such as a foreign plant or insect. A few also suspected it might introduce a disease. However, participants did not generally believe that one food item could have too detrimental an impact on Canada or the Canadian economy as a whole.

### **Members of ethnic communities**

Members of ethnic communities rarely feel the need to “import” or bring back special or traditional food items that aren’t readily available in their area. For most, they can in fact find all those items, or similar ones, from somewhere in Canada. If they do obtain those kinds of food items, they tend to be when they travel overseas or when family members visit them from international destinations. Similar to general results pertaining to travelers, these participants avoid obtaining raw produce or meats, again mostly out of concerns for encountering problems at customs or out of concern for having the food item spoil by the time they want to consume it. Members of ethnic communities do not generally receive or order food items from international destinations. They avoid ordering these types of products online because it is cost-prohibitive. They avoid receiving it in the mail from family or friends located overseas out of concern for freshness.

Like travelers, these individuals tended to be fairly aware of legislative requirements limiting bringing back food items when traveling home from an international destination. Few however seemed aware that there were requirements in place that prohibited having food items mailed to them. The extent to which this target audience was familiar with the reasons behind such requirements was consistent with what travelers shared – the food item brought into Canada could introduce a foreign species (a plant or insect) or it could introduce a virus or disease (especially spoiled meat).

### **Rural residents and pig owners**

Other than pig owners themselves, few individuals who live in rural regions or in proximity to pigs seemed to take any particular measures beyond what typical travelers do when returning home from an international trip. When specifically prompted for why they should take certain measures, these participants tended to be triggered by the reference to pigs and pig farms more than anything else. They suspect it could be related to spreading diseases although they were far from knowing how serious the impacts could be.

Among pig owners, particularly those with big farms, there was more awareness of requirements when it comes to travelling with or importing food items and thus avoiding doing so. On the other hand, here, too, there were those who admitted to not really considering the requirements when they had travelled in the past.



When travelling back to Canada after international trips, pig owners reported taking safety measures such as washing hands and decontaminating clothes, and using sanitizer and disinfectants to avoid transferring any illnesses to their pigs. Those on big pig farms also spoke of following isolation rules and high decontamination standards. These individuals also avoid visiting pig facilities outside of Canada to avoid bringing illnesses back to their own pigs.

### Living with or near pigs

#### **Non-pig owners**

Individuals who do not own pigs but live in rural regions, very rarely come into contact with pigs or with individuals who work with pigs. Sporadic contact might involve shopping from a local farmer (although they do not come close to where pigs are kept). Very few interact with pigs from local farmers, mostly because they are not set up as petting zoos – they are commercial pig farmers that are not accessible to the public.

Other than a few individuals who had worked for companies that supplied farms, non-pig owners were not particularly familiar with any safety protocols in place on farms or properties with pigs. Participants did not seem to be too concerned given they do not visit pig farms.

A few participants who had friends or family with pet pigs were somewhat more familiar with protocols, for example indicating that they were always required to wash their hands before and after visiting with the pig.

#### **Pig owners**

Pig owners consisted of a range of smaller hobby farmers, commercial farmers, as well as individuals who own pigs as pets. These pig owners were typically confident in their knowledge when it comes to keeping and caring for pigs, considering themselves experts, irrespective of how many pigs they own.

When it comes to tending to their pigs, answers varied based on the number of pigs and the type of pig farm. Commercial pig farmers described large stables that comply with all the requirements and regulations they are subject to. Hobby farmers who also have other animals besides pigs, which was quite common, also tended to keep their pigs in their own barn or pen on their property. Some were free to roam around the property, while others did not allow their pigs around other animals. Among those who

had one or two pet pigs, it was more common for the pig(s) to come inside the house as well.

For those with hobby farms or pet pigs, family members, often children, help out with tending to the pigs and follow certain rules and standards. Larger pig producers have staff to assist with caring for their pigs.

Pig farmers do not use table scraps as feed but only use special pig feeds, antibiotics and vitamins. Feeding logs are strictly kept and checklists maintained. On the other hand, those who have pet pigs sometimes feed them food scraps such as leftovers from their own meals in addition to their grains, vegetables, barley or special pig feed.

### Awareness and concern about the risk of ASF

Across all groups, there was high familiarity with at least a few animal diseases, with many naming avian flu and “mad cow” disease. To a lesser extent, participants were aware of West Nile virus, rabies, and swine flu. It should be noted that participants used the words “swine flu” but never referred to “African Swine Fever.” Some pig owners spoke of “ASF” but also often thought the “F” stood for “Flu.” Participants realized that these types of diseases could be detrimental to herds with farmers having to destroy most if not all of their livestock if they get infected. There was a perception that humans might get sick if they consumed infected meat.

Although participants were not aware of any foreign animal diseases, this did not lessen how concerned they were that such diseases could negatively impact the Canadian economy. Participants described how quickly COVID-19 spread to all parts of the world and that this could easily happen again.

Awareness of African Swine Fever specifically was quite low and it is highly probable that some participants were conflating this disease with swine flu. Consistent with the very low level of awareness of ASF, nearly none of the participants had seen, read or heard anything related to ASF over the past year or so, and nobody had actively looked for information on the disease.

Only a few large pig farmers had heard of it in the past, but had received this information through formal or informal channels, rather than actively looking for it.

Similarly, awareness of wild pigs in Canada was also quite low. Among the very few aware of them, the biggest challenge they presented was that they do significant damage to farmer fields.

In terms of how animal diseases are “managed” in Canada, participants tended to believe that it is generally well managed. They attribute this to the fact that such diseases are not constantly in the headlines and that they do not tend to see meat recalls all that often. Many associate Health Canada, Agriculture Canada, and their provincial department of health with disease management in Canada. Very few mentioned the CFIA spontaneously although many acknowledged that it would make sense that this agency is one of the organizations responsible.

### [Review of online resources and advertisements](#)

Participants were presented with online resources from the CFIA website and asked to provide their general feedback:

Pig owners and those living near pigs were shown the following website: [Close your gate on African swine fever - Canadian Food Inspection Agency \(canada.ca\)](#):

- Participants tended to consider the content informative, not overly dense, and easy to understand.
- Some would click on the link to the biosecurity checklist.
- It was generally seen as targeting (smaller) pig owners, and the main message was clear.
- Some of the suggestions in terms of improvement included:
  - To make the mention of “there is no treatment for ASF” bold or a headline
  - To add information about the spread of the disease around the globe

All other groups were shown the following website: [Protect Canada's pigs from African swine fever - Canadian Food Inspection Agency](#):

- Participants tended to consider the content informative, easy to understand and laid out in a user-friendly fashion. The capsule approach with an image for each theme was appreciated.
- The maximum penalty of \$1,300 got the attention of many participants.
- Participants would like a direct link to ASF-infected countries.

- While most appreciated the range of languages in which material was available, many also questioned why certain languages had been selected and why more are not available.
  - Some assumed that these were the languages of the countries where ASF was prevalent, but they would like to see that made clear.

Participants were also shown online advertising concepts with the slogan “Don’t pack pork”. These concepts can be found in the detailed results section as well as in the moderation guide in Appendix B. The main reactions to the concepts included the following:

- They would be noticeable if they saw them online or in social media.
- The information was deemed easy to understand for the most part.
- The concept stating to not pack pork was seen as far more relevant than the one stating to not mail pork, which for many was fairly inconceivable.
- Many felt that the design of the “package” in the “Don’t mail pork” concept was weak mostly because it did not look like a package.
- Any concept that gave the “why” behind the recommendation to not pack of mail pork was preferred. Participants felt it was more impactful and more meaningful.
- The concept with the open suitcase received mixed reviews – some liked that it showed meat in the suitcase which made it intuitive while others felt it was less credible and hard to decipher.

Individuals who own pigs were also shown another set of concepts. Each of the concepts featured a young girl and an adult in a field next to a pig. The first including the text “Protect your pigs from African Swine Fever” with a transition to text saying, “Learn more”. The second concept included the text “Close the gate on African Swine Fever” with a transition to text saying, “Get the checklist”. These concepts can be found in the detailed results section as well as in the moderation guide in Appendix B.

The main reactions to these concepts included the following:

- Participants felt it mostly targeted hobby farm owners rather than commercial pig farmers given the picture of a small girl in a field with small pigs.
- While the message is clear, the concepts got mixed feedback. There was some sense that it was not serious or alarming enough given the seriousness of the

threat of ASF. The idea that ASF was deadly and has no cure does not come across.

- More direct messaging (“your pig may die”) was said to be more attention-grabbing and direct
- “Protect your pig” resonated more with pet pig owners while farmers were more likely to relate to the idea of gates.
- Some preferred the direct call to action to “get the checklist” while others, mostly those less familiar, preferred the more general “learn more.”

Finally, participants were asked if they preferred a slogan that said, “Don’t pack pork” or one that said “Pigs don’t fly.” While many chuckled at the second option, most tended to prefer the current slogan of “Don’t pack pork.” There was a sense that a serious issue deserves a serious slogan. As well, given how little they know about ASF, the more direct the message or instructions (in this case to not pack pork), the better.

#### **Qualitative research disclaimer**

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures. The purpose is not to generate “statistics” but to hear the full range of opinions on a topic, understand the language participants use, gauge degrees of passion and engagement and to leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, irrespective of whether or not that view is shared by others.

Due to the sample size, the special recruitment methods used, and the study objectives themselves, it is clearly understood that the work under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or to infer that few (or many) real world users would behave in one way simply because few (or many) participants behaved in this way during the sessions. This kind of projection is strictly the prerogative of quantitative research.

#### **Quantitative research results**

Respondents were asked their aided awareness of five animal diseases. Awareness was highest for swine flu (H1N1) at 85%, followed closely by avian influenza (bird flu) at 82% and mad cow disease at 81%). Awareness drops to 22% for Chronic wasting disease (CWD) and to 17% for African Swine Fever (ASF). Overall, nine in ten respondents were aware of at least one of these diseases.

Among those aware of at least one disease, 43% felt they were not concerned with any of the ones with which they were aware. Overall, avian influenza garnered the most

attention, with 26% of respondents aware of at least one disease selecting this one as the disease with which they are the most concerned. Swine flu and mad cow disease were equally worrisome at 13% and 14% respectively. Very few considered CWD (3%) or ASF (1%) the “most concerning.”

Focusing specifically on those who indicated being aware of ASF, just over one in four believe they are either very familiar (4%) or somewhat familiar (22%) with this disease. A plurality, at 49%, say they are not very familiar and the remaining 24% are not at all familiar. Those not very, those somewhat and those very familiar with ASF were asked where they had seen, read or heard anything about the disease. The most common sources were in the news or in the media (57%), followed by social media (21%) and through family or friends (14%). A small group had seen something while traveling or at airports (6%).

Two-thirds of respondents (66%) did not know how to answer when asked whether or not ASF had been found in Canada and whether precautions needed to be taken one way or the other. Among those with an opinion, most (17%) believed that ASF had not been found in Canada but that we should still take as many precautions as possible. Another 10% believe ASF has been found in Canada, with roughly half believing there is nothing to worry about and the other half believing we should take as many precautions as possible.

Various behaviours can introduce African swine fever (ASF) into Canada and then spread it. When presented with four of the more commonly known behaviours, nearly half of respondents (49%) were not aware of any. Similar proportions were aware of the following behaviours:

- 37% - Bringing back pork products from a trip outside Canada
- 36% - Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada (including, zoos, animal sanctuaries, and hunting where wild pigs are found)
- 31% - Receiving pork products in the mail from friends or family members located outside Canada

Among the behaviours listed, the one garnering the lowest level of awareness was feeding food scraps and waste to pigs (13%).

These four behaviours were revisited in the survey to explore the extent to which each one posed a risk in terms of introducing or spreading ASF in Canada. The behaviour considered a high risk by the greatest proportion of respondents was bringing back pork products from a trip outside Canada and not declaring them at customs (53%). This was followed by receiving pork products in the mail from friends or family members located outside Canada (43%) and by visiting a pig farm or a property where pigs are found in Canada (39%). The behaviour deemed the least risky was feeding food scraps and waste to pigs (17%). For each behaviours, it should be noted that an important proportion of respondents “did not know”.

In terms of the perceived impact ASF could have on them personally, on the Canadian pork industry and on the Canadian economy, the study revealed the following:

- 27% of respondents would be very concerned that ASF could affect them if ASF were to appear in Canada.
- 50% of respondents would be very concerned that ASF could affect the Canadian pork industry if ASF were to appear in Canada. A greater proportion (57%) believe the impact on the Canadian pork industry would be fairly significant.
- 36% of respondents would be very concerned that ASF could affect the Canadian economy if ASF were to appear in Canada. A similar proportion (35%) believe the impact on the Canadian economy would be fairly significant.
- Finally, 42% would be fairly concerned about the danger ASF could pose to food safety if ASF were to appear in Canada.

A minority of respondents (28% gave a rating of 6 or 7 on a 7-point scale) expressed a strong level of interest in finding out more about ASF and how it affects Canadians. Another 34% expressed a moderate level of interest (gave a rating of 4 or 5). Respondents would be most likely to search for information via a general online search (53%), followed by the Government of Canada (50%), their provincial/territorial governments (31%), news outlets (25%) and the Pork Industry Association (24%).

If they were to obtain information on ASF from the Government of Canada, the greatest proportion would like to receive that information through the Government of Canada website (60%), followed by television (37%). Similar proportions would get it through social media (22%) and email (20%).

When asked who they believe has the most responsibility for ensuring that ASF is properly monitored and controlled in Canada, the Government of Canada was voted most responsible by 46% of respondents. Top responsibility was assigned to large commercial pig producers and to businesses that import foods into Canada by 13% respectively. When considering “top-2” votes, provincial/territorial governments rise in terms of importance, with 35% of respondents selecting them as most or 2<sup>nd</sup> most responsible.

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These results are presented and discussed in-depth throughout the detailed results section of the report.



## Detailed results

## Research purpose and objectives

African swine fever (ASF) is a viral disease that only impacts pigs. It poses a significant risk to the health of the Canadian swine herd, pork industry and the Canadian economy. ASF is highly contagious for pigs and can spread rapidly through both direct and indirect contact with infected pigs or pig products, as well as contaminated farm equipment, feed and clothing.

Since 2018, the disease has been spreading across Asia and Europe, and the Canadian Food Inspection Agency (CFIA) has placed significant effort in mitigating the risks of introducing ASF into Canada and preparing if a case was found here.

To continue to mitigate the risk of ASF in Canada, the CFIA intends to communicate with Canadians, especially those who may engage in activities that are more likely to spread ASF into Canada, such as international travel, importing food, or living in rural areas where swine is more likely to be present.

Better understanding of Canadians' awareness of ASF and their international travel habits will aid in the development of communications products that will in turn help safeguard the Canadian pork industry. This industry contributes to more than 100,000 jobs that, in turn, generate close to \$24 billion when farms, inputs, processing and pork exports are included. Canada is the third-largest pork exporting country in both value and volume and represents about 20% of world pork trade. In 2019, 1.3 million tonnes of Canadian pork valued at \$4.2 billion were exported to over 95 countries.

Public opinion research (POR) on African swine fever with the general public has been limited to date and now somewhat outdated (2019). POR with the general public as well as with small producers and pig owners showed:

- There is low level awareness of ASF—32% of small producers have heard about ASF, similar to the general population when measured in 2019
- Most (53%) have heard about it through the media
- Social media is next highest with 27%
- Women are more likely (17%) to report they have heard about it through a family member when compared with men (2.2%)

The objectives of the research are as follows:

- Gain a better understanding of the level of awareness of African swine fever among the Canadian public;
- Gain a better understanding of the Canadian public's opinions, perception and concern of African swine fever;
- Gain a better understanding of the Canadian public's travel plans to international destinations;
- Determine if family or friends of those in Canada intended to visit from outside Canada;
- Determine if Canadians receive international mail that may contain food products;
- Determine if travellers are aware of the requirements to declare pork products when coming back to Canada.

## Qualitative research results

Overall views on and experiences with traveling or shipping products into Canada

### Travelers

In the focus groups with international travelers, there was interest in exploring what travelers bring home with them, if meat is included or even considered and what travelers generally know about the legislative requirements regarding bringing certain food items back into Canada.

Individuals who travel internationally often bring items back to Canada with them. These typically range from souvenirs and alcohol to clothing and food items.

Travelers shared a range of views when it came to bringing back food into Canada. For the most part, travelers indicated that they do declare food items when traveling home. Most are comfortable bringing back food that they feel will easily clear customs – these typically include packaged or processed products such as snacks. As a rule, many travelers do not attempt to bring back fresh or unprocessed food items such as raw fruit, vegetables or meat. They avoid these types of food items mostly out of concern for keeping the items fresh during their long trip home, especially raw meat. If they do bring unprocessed food items home, they tend to be seeds, fruit, or herbs.

Some will bring back particular food items from other countries which they may not be able to purchase in Canada (for example, candy, pastries, or other treats). A few also mentioned visiting their family in other countries and bringing back certain foods or particular brands of products that are less accessible or not available in Canada.

There is a general awareness of the legislative requirements related to bringing certain food items back into Canada. For some, having travelled many times over the years, they have become aware of these requirements. For some, their awareness of the requirements comes from past experiences with having items confiscated.

“I travel a lot, so I generally know the rules and I don’t do anything dairy, meat, fresh fruit, vegetables. I just stick to basically potato chips and candy.” – Female, 37, international traveller, Ontario

Others did recall seeing the requirements on customs forms and on signs when entering the Canadian airport. Some had also developed some awareness of the rules by visiting websites, almost always Government of Canada websites, either before traveling to their foreign destination or before leaving their destination to come home.

Some also seemed to have developed their own travelling rules to keep their experience as trouble-free as possible, and part of those rules involved never bringing back food items back to Canada to avoid having items confiscated or having to bother to check the requirements. Others mentioned only bringing items such as candy, or other packaged treats to avoid any issues.

“At first, it was hard for me to understand what I could bring back and what I couldn’t. So, I was kind of always airing on the safe side, making sure that I didn’t bring back anything that I was not allowed.” – Female, 35, international traveller, British Columbia

Some participants also do not feel a need to bring back products when they visit their family in other countries as they can find most items in Canada anyways.

“Nowadays, especially Vancouver, is so diverse you can buy anything... There’s a lot of Middle Eastern shops and international shops.” – Male, 20, international traveller, British Columbia

However, other participants mentioned that they will check online to see what is allowed to be brought into the country before they arrive at the airport. Additionally,

some were under the impression that as long as what they are bringing back is declared when they go through customs, they will travel with food. A few participants were less concerned about the requirements and followed the mindset “if they take it, they take it”.

Although they are aware of the legislative requirements, some do view them more as suggestions than hard and fast rules that could lead to heavy fines. Some had reported bringing prohibited items into the country before and not declaring it, such as fresh fruit or meat.

When it comes to when they start thinking about what is and what is not allowed to be brought into Canada, some think about it while they are packing their bags, while others will refrain from buying things if they are unsure whether they will be allowed to bring it into Canada.

“I’m always aware - before I buy stuff my first thought is ‘can I bring this back’ if that is my intent like if I am buying clothes or a souvenir. When I am packing my bags, I always check in case I missed something that I shouldn’t bring back.” –

Female, 48, international traveller, Ontario

On the other hand, some may not think about the legislative requirements until they are at the airport or in line at customs.

“I often don’t think about it until I’m in the line. Before I go on trips, depending on where I’m going I’ll have an idea of the snacks I want to pick up... but then I don’t think about it too much until I’m in the line again.” – Male, 45,

international traveller, Ontario

Few were aware of the potential impact on Canada of bringing in food items that are not allowed. For the most part, participants suspected that it might introduce a foreign species, such as a foreign plant or insect. A few also suspected it might introduce a disease.

“I watched a YouTube video... more regarding the US than Canada, but people bring back fresh fruits and veggies. Sometimes there is parasites... People sometimes bring back seeds... which is even worse. [It can be] full of insects.” –

Male, 20, international traveller, British Columbia

“Fruits do carry a lot of insects and could spread itself around. As far as meats are concerned, if it’s not inspected, then it’s not deemed safe. If it’s not safe, then you can cause yourself harm and your friends.” – Male, 71, international traveller, Ontario

“Even within provinces, like if you go from Newfoundland to Nova Scotia, they make sure you don’t bring plant material because it might infect the soil. There’s potato blight or whatever it is. So maybe it has something to do with bringing something in that could impact our industry here.” - Male, 46, international traveller, Ontario

Some also suspected that bringing food items back into Canada was discouraged because it might reduce demand for similar products in Canada, and by extension it might hinder the Canadian economy. For these participants, the legislative requirements were seen more through an economic protectionism lens than through a disease prevention one.

“I don’t think there much of a risk. I just think that if they don’t have regulations around it, people are going to take it ten times as far as they should. So, they need to have some kind of limits... they want us to protect the industries that are here.” – Male, 46, international traveller, Ontario

In the grand scheme of things, participants did not generally believe that one food item could have too detrimental an impact on Canada or the Canadian economy as a whole.

“I think there’s a risk, but it’s a very low risk.” – Male, 45, international traveller, Ontario

“For your average tourist, I don’t think were risking anything. But I guess if you’re talking about tens of thousands of people you elevate it... If you’re talking about importing things from farms or on a commercial scale, I’m glad that the government is looking at stuff like that of course, but I mean, someone jumping on a plane coming from the Dominican taking back a sample of meat, I don’t really think that is going to be a big problem.” – Male, 46, international traveller, Ontario

## **Members of ethnic communities**

In the focus groups with members of ethnic communities, there was interest in exploring whether these individuals obtain food items from outside Canada, if meat is included or even considered and what they generally know about the legislative requirements regarding bringing certain food items into Canada.

Members of ethnic communities rarely feel the need to “import” or bring back special or traditional food items that aren’t readily available in their area. For most, they can find all those items, or similar ones, in their area or, at least, from somewhere in Canada. They also don’t want the hassle of dealing with customs or having to pay extra duties.

If participants do obtain special or traditional food items, it tends to be when they travel overseas or when family members visit them from international destinations. For example, one participant mentioned that their parents brought a Japanese soup to Canada, while another discussed how their Italian family has packed meats, cheeses and coffee to bring with them to Canada. With that being said, similar to general results pertaining to travelers, most of these participants avoid obtaining raw produce or meats, again mostly out of concern for encountering problems at customs or out of concern for having the food item spoil by the time they want to consume it.

Members of ethnic communities do not generally receive or order food items from international destinations. They avoid ordering these types of products online because it is cost-prohibitive. They avoid receiving it in the mail from family or friends located overseas out of concern for freshness (for example, bacteria growing on meat or dairy products).

Like travelers, these individuals tended to be aware of legislative requirements limiting bringing back food items when traveling home from an international destination. These participants typically knew about these requirements through their experiences filling out customs forms that ask what is being brought into the country when they have travelled. Like the international traveller groups, some individuals in the ethnic groups had also experienced having items seized by customs officers, reinforcing these requirements. Others have had to look up the requirements on behalf of their family members who wanted to bring items into the country.

Few however seemed aware that there were legislative requirements in place that prohibited having food items mailed to them.

The extent to which this target audience was familiar with the reasons behind such requirements was consistent with what travelers shared – the food item brought into Canada could introduce a foreign species (a plant or insect) or it could introduce a virus or disease (especially spoiled meat).

“I think the biggest concern is bacteria, and bringing back something that is not native to North America.” – Male, 76, member of ethnic group, Ontario

“Maybe not Europe, but other parts of the world obviously have different health care systems ... for example meat maybe they have something that grows on their meat is something that Canada doesn’t have, and they bring it here and we don’t know how to treat it or handle it” – Female, 29, member of ethnic group, Ontario

Participants did not generally believe that one food item could have a very detrimental impact on Canada or the Canadian economy as a whole. Similar to the groups with Canadians who travel internationally, some participants in the ethnic groups suspected that the requirements might be there to protect the Canadian economy.

“I think that’s the excuse they use to make us comply, to kinda make us scared. I’m trying to wrap my head around it... like if I bring it, its bad, but if I go to the grocery store where everything in the produce section is from all these foreign countries, that’s okay?” – Male, 42, member of an ethnic group, Ontario

### **Rural residents and pig owners**

In the focus groups with individuals who live in rural regions, who live near pig farms and those who own pigs, there was interest in exploring whether these individuals take particular precautions when returning home after an international trip.

Other than pig owners themselves, few individuals who live in rural regions or in proximity to pigs seemed to take any particular measures beyond what typical travelers do when returning home from an international trip.

When specifically prompted for why they should take certain measures given that they live in proximity to pigs and pig farms, these participants tended to be triggered by the reference to pigs and pig farms more than anything else. Some did recall seeing



customs forms specifically referencing farms and pigs in particular although they were not entirely clear on why the requirements specifically referenced pigs and pig farms. They suspect it could be related to spreading diseases although they were far from knowing how serious the impacts could be. Many admitted to automatically checking the “no” box on those forms without thinking twice about it.

Among pig owners, particularly those with big farms, there was more awareness of legislative requirements when it comes to travelling with or importing food items and thus avoiding doing so. On the other hand, here, too, there were those who admitted to not really considering the requirements when they had travelled in the past. That said, these individuals clarified they had not travelled recently or had not travelled with prohibited items. Some felt that the focus group discussion might trigger them to put more consideration into what they are bringing back the next time they travel.

When it comes to other precautions when travelling back to Canada after international trips, pig owners reported taking safety measures such as washing hands and decontaminating clothes and using sanitizer and disinfectants to avoid transferring any illnesses to their pigs or to the public. Some mention that they have these standards in place regardless of travel and explained it to be common sense for them to shower, change clothes, or sanitize before entering the barn.

“We have a hobby farm... we’re very careful with our pig. We have very strict rules about using boot and hand sanitizer before going in. Before we give any type of feed to the pig, we make sure that everything is clean. We’re strictly feeding the pig it’s pellets. We’re very careful because we’re very aware of the swine flu and how dangerous it is. We also make sure that anyone who has been in contact with other animals isn’t around our pig.” – Female, 43, hobby farmer, Manitoba

Those on big pig farms also spoke of following isolation rules (such as not going near the pigs for a certain amount of time) and high decontamination standards. These individuals also avoid visiting pig facilities outside of Canada (such as when visiting the U.S.) to avoid bringing illnesses back to their own pigs.

“I never used to think about it, but just in recent years with everything that when on. Then we’ve been taking a bigger role on the farm so it’s definitely a bigger priority for us. My dad’s got a big rule, if I travel anywhere, I go to BC

often, so when I come back, I'm not allowed on the farm for at least a week." –  
Male, 30, commercial farmer, Saskatchewan

## Living with or near pigs

### **Non-pig owners**

Individuals who do not own pigs but live in rural regions, including in proximity to pigs, very rarely come into contact with pigs or with individuals who work with pigs. Sporadic contact might involve shopping from a local farmer, although they do not come close to where pigs are kept.

Very few interact with pigs from local farmers, mostly because they are not set up as petting zoos – they are commercial pig farmers that are not accessible to the public. It was understood by the general public, and confirmed by pig farmers in the groups, that visitors are not welcomed near pigs. This was seen as unhealthy for both pigs and humans. A few individuals worked or had worked for companies that supplied farms, including pig farms specifically.

Other than those who had worked for farming supply companies, non-pig owners were not particularly familiar with any safety protocols in place on farms or properties with pigs. Participants did not seem to be too concerned given they do not visit pig farms.

In the few instances where they did visit a pig farm, participants seemed to recall various rules or protocols in place at the farm itself. Otherwise, participants could not recall having seen or heard protocols anywhere else.

A few participants who had friends or family with pet pigs were somewhat more familiar with protocols, for example indicating that they were always required to wash their hands before and after visiting with the pig.

When asked about how information on animal diseases is typically shared, those who lived near pigs did not seem to have any specific knowledge of animal diseases due to their proximity to pigs. These individuals felt they would probably hear about these topics on the news, although they did not recall hearing anything in particular.

### **Pig owners**

Pig owners participating in this research consisted of a range of smaller hobby farmers, commercial farmers, as well as individuals who own pigs as pets. Pig owners were

typically confident in their knowledge when it comes to keeping and caring for pigs, considering themselves “experts”, irrespective of how many pigs they own, or the reasons for owning pigs (farming versus as pets).

When it comes to tending to their pigs, answers varied based on the number of pigs and the type of pig farm. Commercial pig farmers described large stables that comply with all the rules and regulations to which they are subject. Hobby farmers who also have other animals besides pigs, which was quite common, also tended to keep their pigs in their own separate barn or pen on their property. Some were free to roam around the property, while others did not allow their pigs around other animals. Among those who had one or two pet pigs, it was more common for the pig(s) to come inside the house as well.

“They’re totally in their own barn, they’re separate for our other animals.” –  
Male, 50, pig owner (commercial), New Brunswick

“We do mostly have them indoors just because commercially, we have a large amount and with environmentally controlled areas, we have to be able to safely remove the feces and urine which can cause environmental impacts to our soils with that large amount of swine in one controlled area. It’s not so easy to have them just free ranging as you would with a smaller amount of pigs.” – Female,  
42, pig owner (commercial), Newfoundland and Labrador

For those with hobby farms or pet pigs, family members, often children, help out with tending to the pigs. Everyone contributes to care and feeding and follows certain rules and standards. Larger pig producers have staff to assist with caring for their pigs.

Pig farmers do not use table scraps as feed but only use special pig feeds, antibiotics and vitamins. Feeding logs are strictly kept and checklists maintained. On the other hand, those who have pet pigs sometimes feed them food scraps such as leftovers from their own meals; however, it was more common for those with a pet pig or hobby farm to mainly or only feed them their own food, such as grains, vegetables, barley or special pig feed.

“We have a big bucket under our sink, and my kids know if there’s any leftovers on their plate it all goes in there – lettuce, egg, you name it. Everything is in there and that gets fed to [the pigs] later on.” – Female, 47, hobby/pet pig owner, Nova Scotia

“They’re quite well fed. We give them vitamins and minerals daily. They’re pets, so they’re part of our animal family. [They get fed] a lot of grains or barley and feed like that... We do buy them special food as well. But at the same time, on occasion if we do have leftovers of something, it’s kind of a treat for them.” –

Male, 52, hobby/pet pig owner, New Brunswick

When asked if there were any particular legal aspects related to what you can and cannot feed pigs, some commercial farmers brought up antibiotics and discussed how pigs must not be on any medications or antibiotics for a certain amount of time before selling or slaughtering the animal. Otherwise, pig owners could not think of any particular legal requirements when it comes to feeding pigs.

When probed about biosecurity checklists, most of the commercial farmers chimed in to share that this was how they keep track of their pigs.

“I hear [my dad] talking about that all the time. Little things that we got to do. Like we don’t allow visitors on our farm.... There’s a lot of dangers involved in that. One sick pig could ruin our entire livestock.” – Male, 30, commercial

farmer, Saskatchewan

Pig owners were asked where they typically obtain guidance and information on these topics. While some commercial farmers discussed having a network of various resources, most rely on their veterinarian for information, with the Internet being another key resource. One pig owner recalled a specific Government of Canada website that discussed ASF which they had landed on recently when doing a search online, however while this participant was referencing ASF, they also mistook the “F” for “flu” instead of “fever”. However, after being prompted on the correct name, a commercial farmer chimed in acknowledging that the disease was called African Swine Fever and was not related to Swine Flu.

“I’ll talk to our vet usually is how we find out information. Sometimes I’ll read stuff online.... Google, or Government of Canada sites are always good. They talk about swine flus and what might be going on... I recently was reading something about an African swine flu. I can’t tell you exactly how I got to that page, I just recall it was a Government of Canada site for sure.” – Female, 47,

hobby/pet pig owner, Nova Scotia

## Awareness and concern about the risk of ASF

Across all groups, there was high awareness of at least a few animal diseases. Consistent with the survey results presented later in this report, participants were most aware of avian flu and “mad cow” disease. To a lesser extent, participants were aware of West Nile virus, the Zika virus, rabies, and swine flu. While some participants used the words “swine flu”, there was no specific unaided mention of “African Swine Fever.” Some pig owners spoke of “ASF” but also often thought the “F” stood for “Flu.” A few also considered e-coli, COVID-19 and monkey pox as animal diseases.

Participants realized that these types of diseases could be detrimental to herds, with farmers having to destroy most if not all of their livestock if they get infected.

“I know the African swine flu is a big one right now that my dad keeps going on about... I don’t know much about it other than it’s got a ridiculously high mortality rate. I know we can’t afford to lose that many pigs. One gets sick with it, who knows how many we could lose. So that’s why we have a lot of safety protocols in place right now.” – Male, 30, commercial farmer, Saskatchewan

There was a perception that humans might get sick if they consumed infected meat.

While those who did not own pigs were typically unaware of ASF or animal diseases specific to pigs, a few discussed what they knew from other animal diseases such as bird flu. Some mentioned how it can affect poultry and the ability of chicken to lay eggs and understood that this also impacts the economy (for example, the price of eggs increasing due to lower supply, harder to purchase chicken, etc.).

Although participants were not particularly aware of any foreign animal diseases, this did not lessen how concerned they were that such diseases could negatively impact the Canadian economy. Participants described how quickly COVID-19 spread to all parts of the world and that this could easily happen again. One also recalled how mad cow disease spread rapidly before it was managed.

With that being said, a few discussed how they felt confident that the government would manage any potential risks. As described further below, participants did not always know which government agency was responsible for this or if they did name an agency, it was not always accurate.

## **African Swine Fever**

Awareness of African Swine Fever specifically was quite low and it is highly probable that some participants were conflating this disease with swine flu. Although many participants did know the difference between a “flu” and a “fever”, and many recognized that swine flu and ASF were not related, they could not easily explain the difference between ASF and swine flu. Consistent with the very low level of awareness of ASF, nearly none of the participants had seen, read or heard anything related to ASF over the past year or so, and nobody had actively looked for information on the disease.

For the most part, only a few large pig farmers had heard of ASF in the past. Of these few, some were aware that the disease is deadly to pigs and felt that biosecurity measures and only buying pigs from reputable sources would protect their livestock.

One participant from an ethnic group discussed seeing an announcement on the airplane television while flying to/from Vietnam. He remembered that the announcement advised passengers not to bring pork into Taiwan or they will be fined – this was seen as a measure to protect Taiwan’s pig population which is currently not affected.

When it comes to learning about this type of disease, pig owners typically received this kind of information through formal and informal channels, rather than actively looking for it. Those who own pigs often get their information on animal health and diseases from their farming community networks, from places where they get their feed, from the pork industry association, from the federal government directly (CFIA), or from their vet.

Similarly, awareness of wild pigs in Canada was also quite low. Among the very few aware of them, the biggest perceived challenge they presented was that they do significant damage to farmer fields. A few said that they assume all pigs carry diseases, especially wild pigs. While a couple could recall reading about wild boars, they could not remember exactly what they read or what regions in Canada were affected.

Overall, most participants who had heard of wild pigs were unaware of the specific concerns beyond invasiveness, destruction to land or potential danger to humans. With that being said, one participant from an ethnic group had listened to a podcast which discussed the issue of wild pigs in the United States and how there is a risk of contamination to non-wild pigs. Another participant from the rural Canadian groups

shared that they had heard of the issue in the U.S. and believed the problem was moving up towards the border. Farmers themselves suggested they are always mindful of predators, although they did not necessarily have extensive knowledge or concern about a wild pig issue, although they suspect it would be an issue if wild pigs were to get into pig farms.

### **Managing animal disease in Canada**

In terms of how animal diseases are “managed” in Canada, participants tended to believe that it is generally well managed. They attribute this to the fact that such diseases are not constantly in the headlines and that they do not tend to see meat recalls all that often. There was a belief that when food recalls, or other issues do happen, the government responds quickly and can trace down where the product was manufactured or sourced to ensure other products are safe, which gave them the sense that potential animal diseases would be managed in a similar fashion. One participant seemed to reference Avian Influenza and how it was managed in Canada, however they did not specifically reference the name of the disease.

“I think they’re on top of it. We hear about the turkey farms in the lower mainland, and they were fast to act on that. There was a similar problem in Alberta, and they were fast to act on that.” – Female, 77, international traveller, British Columbia

With that being said, a few discussed how fast other illnesses such as COVID-19 spread into and across Canada and thus would be weary of how quickly ASF could potentially spread across Canada. Another suggested that they would not be concerned as there will always be viruses or diseases going around and not all will be as severe.

Many associate Health Canada, Agriculture Canada, and their provincial department of health with animal disease management in Canada. Very few mentioned the CFIA spontaneously although, when mentioned by the moderator, many acknowledged that it would make sense that this agency is one of the organizations responsible for monitoring animal diseases. A few who were unaware of the specific branches that manage animal diseases suggested that there may be some sort of animal disease control, while others brought up the Food and Drug Administration or Centers for Disease Control and Prevention in the United States.

## Review of online resources and advertisements

Participants were presented with online resources from the CFIA website and asked to provide their general feedback.


### **Pig owners and those living near pigs**

These participants were shown the following website: [Close your gate on African swine fever - Canadian Food Inspection Agency \(canada.ca\)](https://www.canada.ca/en/food-inspection-and-insurance/2019/05/close-your-gate-on-african-swine-fever.html).

### Close your gate on African swine fever

No matter the size of your farm or how many pigs you have, African swine fever (ASF) could affect you.  
Better understand the 'at risk' areas on your farm.

Get the biosecurity checklist







### Why preventing African swine fever is important

ASF is a contagious viral disease that is deadly for pigs. ASF is not transmitted to humans, but a small amount of the virus could infect your pigs. There is no treatment for ASF.

It can spread between pigs through contact with other infected pigs or pork products, as well as contaminated farm equipment, feed and clothing.



### How to protect your pigs from African swine fever

Biosecurity is the most important measure to keep ASF out!

**Animal Feed:** Carefully source feed, feed ingredients from a trusted supplier with proper biosecurity controls and be able to provide information on the ingredients and their origin.

**Wild pigs:** Ensure there is no direct or indirect contact between your pigs and wild pigs.

**Food scraps:** Be cautious when feeding any food or kitchen waste to pigs and don't feed them any meat products, since even a small amount of ASF could infect your pigs.

**People:** Stay vigilant when people visit or work on your farm. Clothes and footwear could be contaminated with ASF, especially if people have returned from countries with ASF within the past 14 days.

**Buying pigs:** Only obtain new animals from reputable sources and limit the frequency of introducing new pigs to the herd. ASF can be spread through diseased swine or healthy swine incubating the virus.

The approach to biosecurity will be different for each farm. Using this basic [biosecurity checklist](#) can help you identify some areas of risk to address on your farm.



### Tools and resources for farmers

If you're looking for more information you may find these other resources helpful.

[About African swine fever](#)

[Swine Biosecurity](#)

[Basic Principles of Biosecurity](#)

[Assess your biosecurity practices](#)

[Canadian Pork Council - What's Hitching a Ride in Your Feed \(PDF 444 kb\)](#)

[Know the Signs of ASF](#)

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Overall, participants tended to consider the content on this website informative, not overly dense, and easy to understand. Some would see themselves clicking on the link to view the biosecurity checklist.

As well, the website was generally seen as targeting (smaller) pig owners, and the main message was considered clear.

Some suggested making the text that informs them that “there is no treatment for ASF” bold or a headline. It was also suggested to add information about the spread of the disease around the globe.

The website and images brought up a discussion from some of the pig owners who felt that this information was especially important for larger commercial farmers who have a large number of pigs since the disease risks killing off their entire herd. This then prompted some to suggest that there should be awareness efforts about ASF in places such as feed shops.

### **Ethnic groups and international travellers**

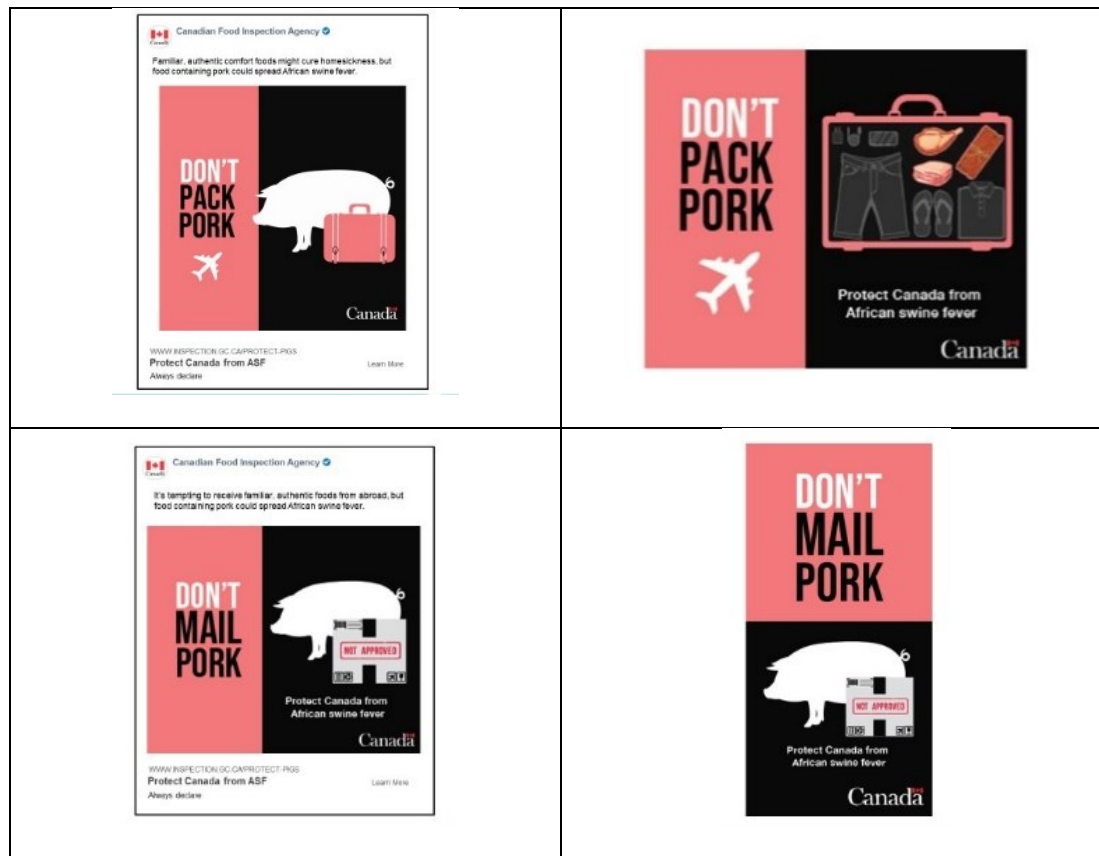
These participants were shown the following website: [Protect Canada's pigs from African swine fever - Canadian Food Inspection Agency](#).

Participants tended to consider the content of these images informative, easy to understand and laid out in a user-friendly fashion. The capsule approach with an image for each theme was appreciated.

Participants shared that the mention of the maximum penalty of \$1,300 grabbed their attention. Some suggested that the site should include a direct link to a list of ASF-infected countries.

While most appreciated the range of languages in which material was available, many also questioned why certain languages had been selected and why more are not available. Some assumed that these were the languages of the countries where ASF was prevalent, but they would like to see that made clear.

Participants were also shown the following online advertising concepts:



Participants generally felt that these concepts would be noticeable if they saw them online or in social media. The information was deemed easy to understand for the most part.

The concept stating to not pack pork was seen as far more relevant than the one stating to not mail pork, which for many was fairly inconceivable. As they had discussed earlier, this was not something they have done in the past.

Many felt that the design of the “package” in the “Don’t mail pork” concept was weak mostly because it did not look like a package.

As many participants were not familiar with ASF, how it spreads or how it could impact them, Canadian pigs or the Canadian economy, any concept that gave the “why” behind the recommendation to not pack or mail pork was preferred. Participants felt it was more impactful and more meaningful.

The concept with the open suitcase received mixed reviews. While some liked that it showed meat in the suitcase which made it intuitive, others felt it was less credible and hard to decipher.

Individuals who own pigs were also shown the following concepts:



Participants felt that these concepts mostly targeted hobby farm owners rather than commercial pig farmers given the picture of a small girl in a field with small pigs. There was also concern among some farmers that if these ads were on social media, they would not see them since they do not spend much time online. Some suggested advertisement efforts in places that sell feed or supplies where farmers may be more likely to see them.

“I don’t do social media. I’d never see this if I was a farmer.” – Male, 42, rural  
Canada, Newfoundland and Labrador

“As for the people who aren’t on social media, maybe this could be wherever you pick up your feed. Maybe they could have some type of sign that they ask people to put up to let them know to Canada.ca so they can find out more if they are pig farmers.” – Female, 42, pig owner (commercial), Newfoundland and  
Labrador

While the message is clear, the concepts got mixed feedback. There was some sense that it was not serious or alarming enough given the seriousness of the threat of ASF. The idea that ASF was deadly and has no cure does not come across. More direct messaging (“your pig may die”) was said to be more attention-grabbing and direct.

The slogan “Protect your pig” resonated more with pet pig owners while farmers were more likely to relate to the idea of gates. Some preferred the direct call to action to “get the checklist” while others, mostly those less familiar, preferred the more general “learn more.”

Some would prefer to see the “Protect your pigs” slogan combined with “get the checklist”.

“I think the “Protect your pigs from African Swine Fever” is great – keep that. But I like the checklist. Because when you hear “learn more”, especially from a government agency... it’s not actionable. But if you’re telling me my pigs might die and you get a checklist... I’m going to click on that and see what I need to do to protect them.” –

Male, 52, hobby farmer/pet pig owner, New Brunswick

Finally, participants were asked if they preferred a slogan that said “Don’t pack pork” or one that said “Pigs don’t fly.” While many chuckled at the second option, most tended to prefer the current slogan of “Don’t pack pork.” Participants felt that the alternative slogan (“Pigs don’t fly”) would not make them associate bringing back pork products when returning to Canada from an international trip.

Several agreed that a serious issue deserved a serious slogan and felt that “Pigs don’t fly” reduces the level of concern for ASF.

“I think now is not the time for word play when it comes to a serious issue like this... if I see this on an ad that is meant to protect Canadians, it would actually make me upset.” – Male, 31, member of ethnic group, British Columbia

As well, given how little they know about ASF, the more direct the message or instructions (in this case to not pack pork), the better.

## Quantitative research results

### Target audiences of interest

This research not only sought to understand general population awareness, behaviours and attitudes, it also sought a better understanding of these dimensions among target segments of particular interest to the CFIA.

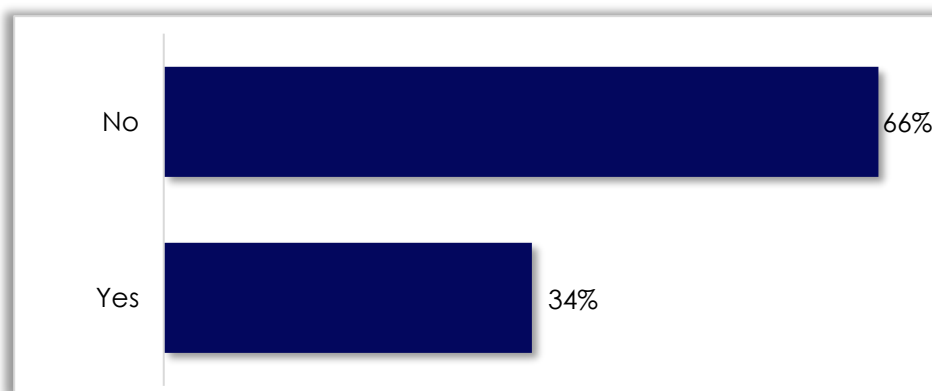
Notably, pig ownership was an important consideration. The results show that 3% of respondents own pigs, including as a pet, farming, a hobby farm, or other reasons. Among these respondents, one-third (34%) own pigs for commercial purposes. Among those who do not own any pigs, 28% believe they live within 20 kilometers of a pig farm, or anywhere that may have pigs on the property.

**Figure 1 – Pig ownership**



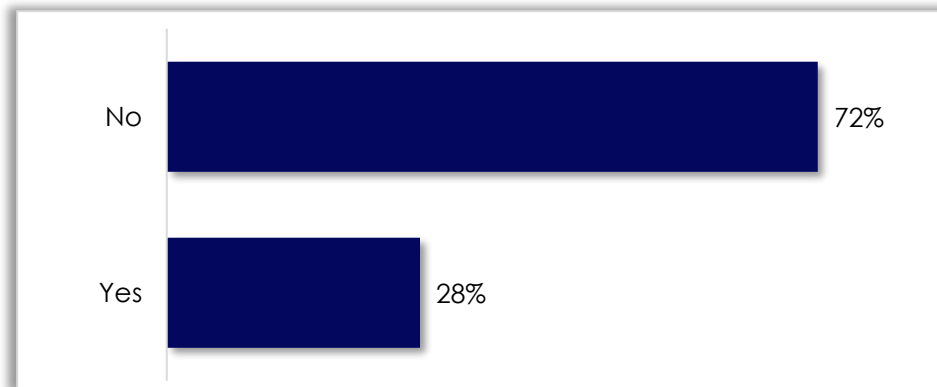
Q5. Do you own any pigs, including as a pet, farming, a hobby farm, or other reasons? Base: All respondents, 2023, n=2732.

**Figure 2 – Commercial pig ownership**



Q6. Do you own any pigs for commercial farming purposes? Base: Pig owners, 2023, n=100.

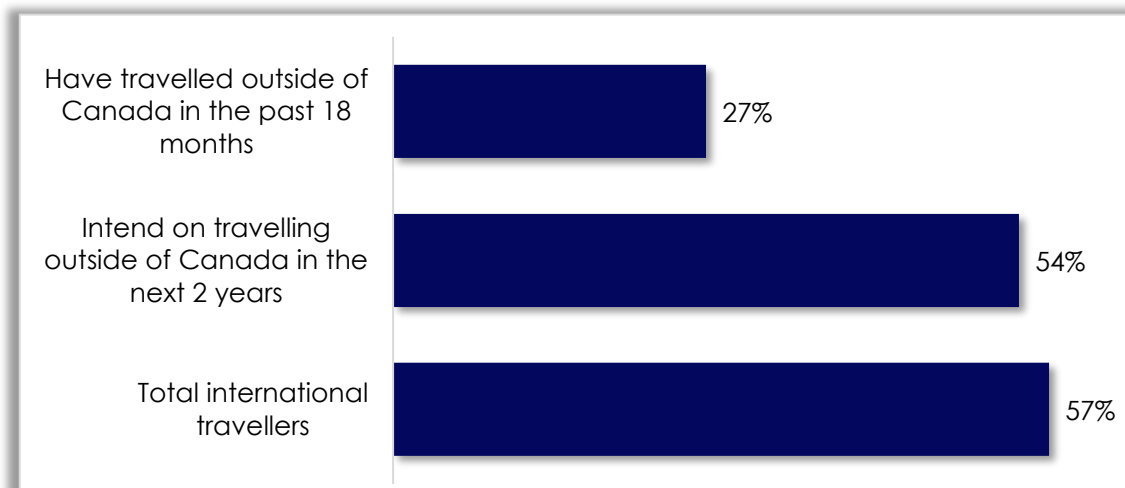
**Figure 3 – Living close to pigs**



Q7. Do you live within 20 km of a pig farm, or anywhere that may have pigs on the property? Base: Respondents who do not own pigs, 2023, n=2632.

International travellers were also an important target audience for this research. Results show that 27% of respondents had travelled outside Canada in the past 18 months and twice as many (54%) intended to travel within the next 2 years.

**Figure 4 – International travel behaviour**



Q8. Have you travelled outside of Canada in the past 18 months? Base: All respondents, 2023, n=2732. / Q11. As far as you know, do you intend to travel internationally within the next 2 years? Base: All respondents, 2023, n=2732.

Approximately 2% of respondents were international students.

**Figure 5 – International students**

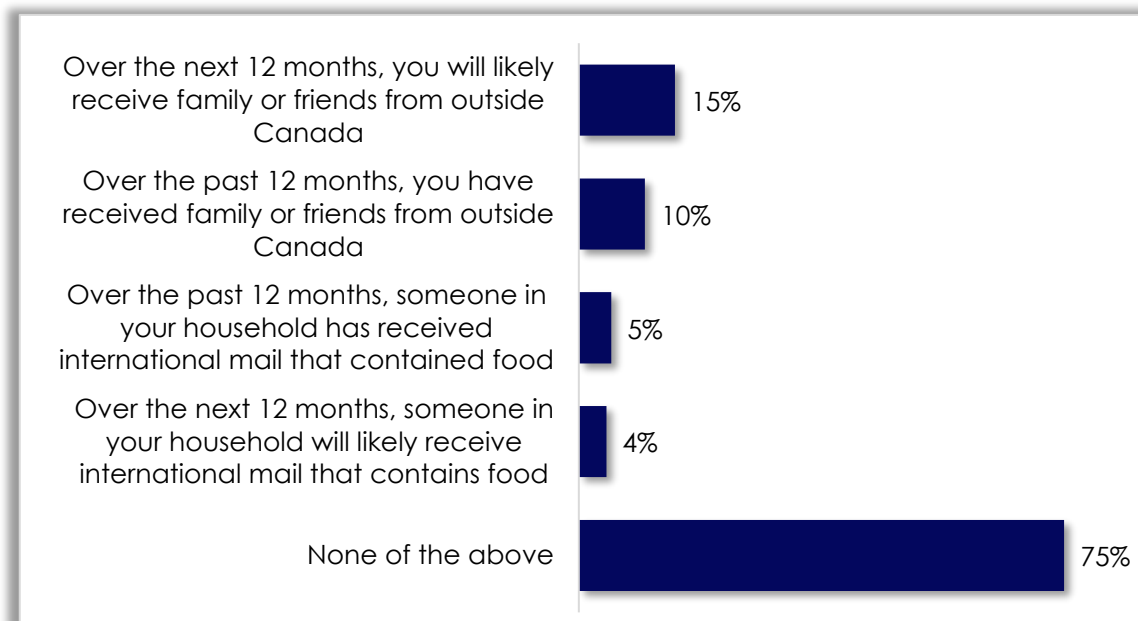


Q14. Are you an international student currently studying in Canada? Base: All respondents, 2023, n=2732.

Specific behaviours that could lead to the spread of ASF were explored. One in four respondents would or have done at least one of the following:

- 15% will likely receive family or friends from outside Canada within the next 12 months while 10% had done so over the past 12 months; and,
- 4% indicated that someone in their household will likely receive international mail that contains food while 5% had done so over the past 12 months.

**Figure 6 – International friends, family or food coming into the household**



Q15. Which of the following applies to your household: SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732



As shown in the figures below, the likelihood of at least one of these behaviours happening is higher among Filipino respondents, pig owners and international travellers.

**Figure 7 – International friends, family or food coming into the household – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Over the next 12 months, you will likely receive family or friends from outside Canada	15%	21%	28%	21%	23%	20%	20%	22%
Over the past 12 months, you have received family or friends from outside Canada	10%	13%	19%	17%	14%	9%	15%	13%
Over the past 12 months, someone in your household has received international mail that contained food products	5%	11%	5%	14%	7%	3%	8%	8%
Over the next 12 months, someone in your household will likely receive international mail that contains food products	4%	11%	10%	4%	5%	4%	7%	7%
None of the above	75%	61%	51%	59%	64%	73%	65%	64%

Q15. Which of the following applies to your household: SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732

**Figure 8 – International friends, family or food coming into the household – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Over the next 12 months, you will likely receive family or friends from outside Canada	15%	31%	16%	14%	25%	11%
Over the past 12 months, you have received family or friends from outside Canada	10%	17%	11%	10%	18%	8%
Over the past 12 months, someone in your household has received international mail that contained food products	5%	24%	5%	4%	6%	5%
Over the next 12 months, someone in your household will likely receive international mail that contains food products	4%	18%	5%	3%	6%	4%
None of the above	75%	42%	75%	76%	62%	80%

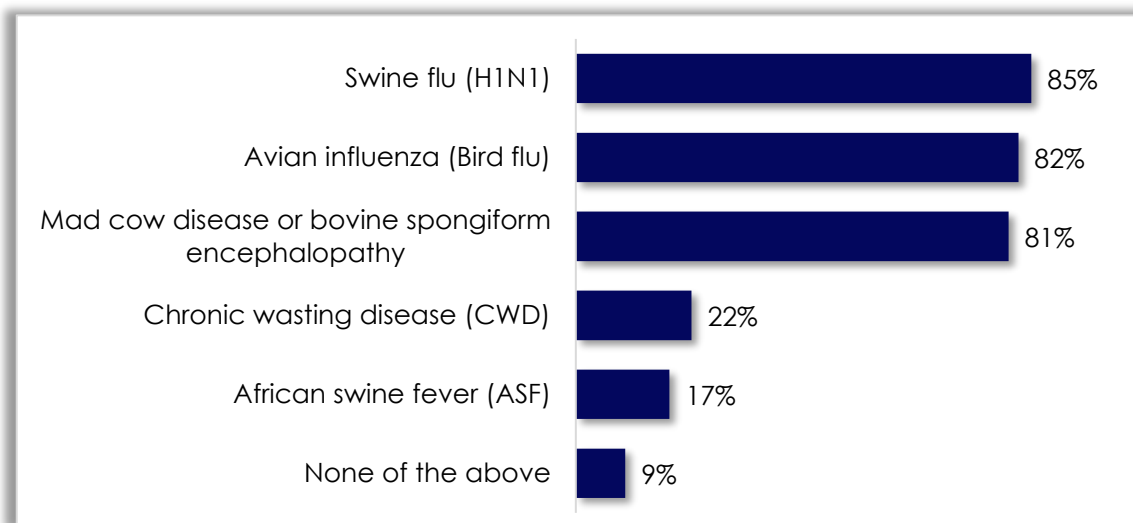
Q15. Which of the following applies to your household: SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732

## Awareness and familiarity with African Swine Fever

Respondents were asked their aided awareness of five animal diseases. Awareness was highest for swine flu (H1N1) at 85%, followed closely by avian influenza (bird flu) at 82% and mad cow disease at 81%. Awareness drops to 22% for Chronic wasting disease (CWD) and to 17% for African Swine Fever (ASF). Overall, nine in ten respondents were aware of at least one of these diseases.

Filipino respondents and pig owners were more than twice as likely to report having heard of ASF (38%). International travellers were also more likely to report having heard of ASF before the survey (22%).

**Figure 9 – Awareness of animal diseases**



Q16. Which of the following diseases have you heard of before this survey? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732

**Figure 10 – Awareness of animal diseases – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Swine flu (H1N1)	85%	74%	71%	74%	90%	81%	86%	80%
Avian influenza (Bird flu)	82%	67%	72%	70%	89%	82%	82%	76%
Mad cow disease or bovine spongiform encephalopathy	81%	66%	56%	66%	91%	82%	77%	75%
Chronic wasting disease (CWD)	22%	11%	9%	14%	32%	13%	21%	17%
African swine fever (ASF)	17%	17%	38%	20%	22%	20%	20%	21%
None of the above	9%	15%	18%	17%	4%	11%	7%	11%

Q16. Which of the following diseases have you heard of before this survey? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732

**Figure 11 – Awareness of animal diseases – by proximity to pigs and international travel behaviours**

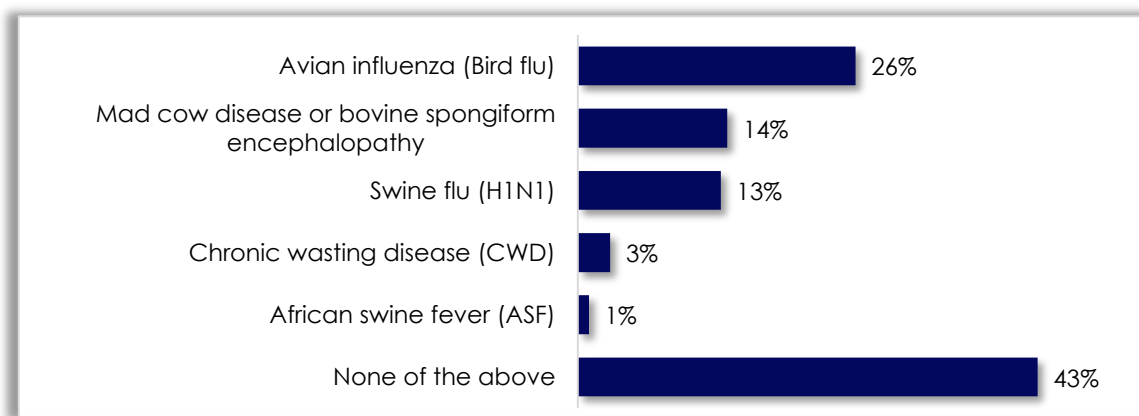
	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Swine flu (H1N1)	85%	77%	93%	82%	85%	85%
Avian influenza (Bird flu)	82%	56%	90%	81%	82%	83%
Mad cow disease or bovine spongiform encephalopathy	81%	68%	88%	78%	78%	82%
Chronic wasting disease (CWD)	22%	26%	29%	19%	21%	22%
African swine fever (ASF)	17%	38%	21%	15%	22%	16%
None of the above	9%	9%	3%	11%	9%	9%

Q16. Which of the following diseases have you heard of before this survey? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732

Respondents were asked which animal disease was of most concern to them out of those they had heard of before the survey. Among those aware of at least one disease, 43% felt they were not concerned with any of the ones with which they were aware. Overall, avian influenza garnered the most attention, with 26% of respondents aware of at least one disease selecting this one as the disease with which they are the most concerned. Swine flu and mad cow disease were equally worrisome at 13% and 14% respectively. Very few considered CWD (3%) or ASF (1%) the “most concerning.”

While only 1% of those aware of at least one disease flagged ASF as the disease of greatest concern, this number increases for Filipino respondents (9%), and pig owners (10%). As well, concern with any one of the diseases was noticeably higher among pig owners – 25% expressed no concern compared to 43% among all respondents.

**Figure 12 – Animal disease of “most concern”**



Q17. Which of the following diseases is of most concern to you? Base: Respondents aware of one or more animal diseases, 2023, n=2475.

**Figure 13 – Animal disease of “most concern” – by ethnicity**

	Total (n=2,475)	Chinese (n=139)	Filipino (n=125)	Vietnamese (n=64)	German (n=192)	Italian (n=135)	Other (n=423)	All priority ethnicities (n=646)
Avian influenza (Bird flu)	26%	23%	19%	16%	24%	33%	26%	25%
Mad cow disease or bovine spongiform encephalopathy	14%	12%	10%	15%	18%	13%	15%	14%
Swine flu (H1N1)	13%	27%	24%	21%	12%	15%	16%	19%
Chronic wasting disease (CWD)	3%	<1%	2%	2%	1%	3%	4%	1%
African swine fever (ASF)	1%	4%	9%	5%	1%	-	1%	3%
None of the above	43%	33%	35%	41%	44%	36%	39%	37%

Q17. Which of the following diseases is of most concern to you? Base: Respondents aware of one or more animal diseases, 2023, n=2475.

**Figure 14 – Animal disease of “most concern” - by proximity to pigs and international travel behaviours**

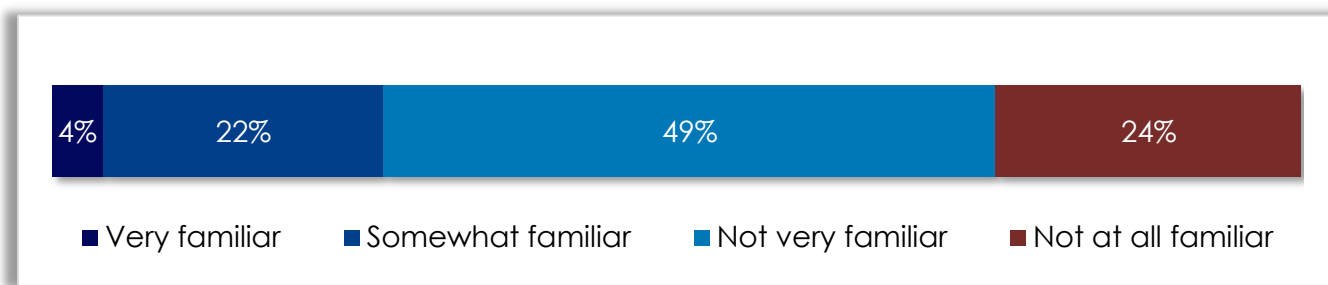
	Total (n=2,475)	Pig owners (n=89)	Live near pigs (n=674)	No proximity to pigs (n=1,712)	International traveller (n=777)	Non- international traveller (n=1,698)
Avian influenza (Bird flu)	26%	20%	27%	26%	27%	25%
Mad cow disease or bovine spongiform encephalopathy	14%	15%	16%	13%	14%	14%
Swine flu (H1N1)	13%	28%	14%	12%	14%	13%
Chronic wasting disease (CWD)	3%	2%	4%	2%	3%	3%
African swine fever (ASF)	1%	10%	1%	1%	2%	1%
None of the above	43%	25%	38%	45%	41%	44%

Q17. Which of the following diseases is of most concern to you? Base: Respondents aware of one or more animal diseases, 2023, n=2475.

Focusing specifically on those who indicated being aware of ASF, just over one in four believe they are either very familiar (4%) or somewhat familiar (22%) with this disease. A plurality, at 49%, say they are not very familiar and the remaining 24% are not at all familiar.

Filipino respondents were more likely to report being very familiar with ASF (12%). As well, respondents with no proximity to pigs were more likely to be not at all familiar with ASF compared to those who live near pigs (30% versus 18%). Among pig farmers aware of ASF, 79% believe they are at least somewhat familiar with this disease.

**Figure 15 – Familiarity with ASF**



Q18. How familiar would you say you are with African swine fever? Base: Respondents who had heard of ASF, 2023, n=519.

**Figure 16 – Familiarity with ASF – by ethnicity**

	Total (n=519)	Chinese (n=29)	Filipino (n=58)	Vietnamese (n=13)	German (n=45)	Italian (n=31)	Other (n=90)	All priority ethnicities (n=172)
Very familiar	4%	4%	12%	11%	0%	9%	2%	5%
Somewhat familiar	22%	44%	41%	46%	24%	20%	26%	33%
Not very familiar	49%	34%	37%	36%	48%	45%	53%	41%
Not at all familiar	34%	18%	10%	7%	28%	26%	19%	21%

Q18. How familiar would you say you are with African swine fever? Base: Respondents who had heard of ASF, 2023, n=519. CAUTION: Small sample sizes.

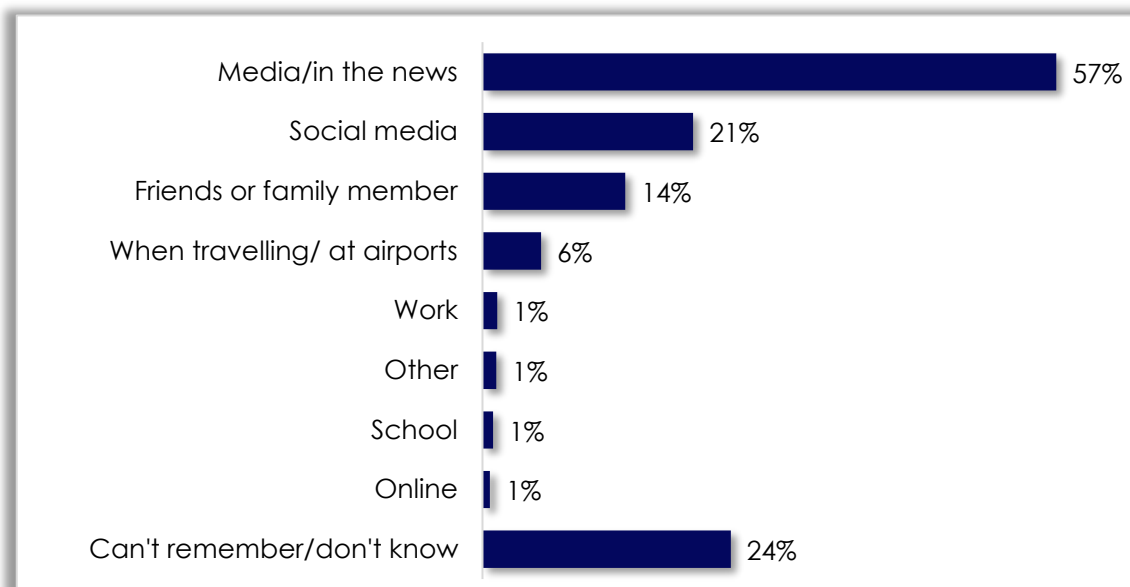
**Figure 17 – Familiarity with ASF – by proximity to pigs and international travel behaviours**

	Total (n=519)	Pig owners (n=29)	Live near pigs (n=154)	No proximity to pigs (n=294)	International traveller (n=198)	Non-international traveller (n=321)
Very familiar	4%	21%	2%	4%	7%	3%
Somewhat familiar	22%	58%	26%	17%	28%	20%
Not very familiar	49%	15%	54%	50%	48%	50%
Not at all familiar	34%	6%	18%	30%	18%	28%

Q18. How familiar would you say you are with African swine fever? Base: Respondents who had heard of ASF, 2023, n=519. CAUTION: Small sample sizes.

Those who believe they are not very familiar, somewhat familiar or very familiar with ASF were asked where they had seen, read or heard anything about the disease. The most common sources were in the news or in the media (57%), followed by social media (21%) and through family or friends (14%). A small group had seen something while traveling or at airports (6%).

**Figure 18 – Sources of information on ASF**



Q19. Where have you seen, read, or heard anything related to African swine fever? SELECT ALL THAT APPLY. Base: Respondents very familiar, somewhat familiar, or not very familiar with ASF, 2023, n=402.

**Figure 19 – Sources of information on ASF – by ethnicity**

	Total (n=402)	Chinese (n=23)	Filipino (n=52)	Vietnamese (n=12)	German (n=32)	Italian (n=23)	Other (n=74)	All priority ethnicities (n=139)
Media/in the news	57%	61%	76%	61%	36%	51%	54%	55%
Social media	14%	10%	26%	24%	8%	6%	16%	11%
Friends or family member	14%	10%	26%	24%	8%	6%	16%	11%
When travelling/ at airports	6%	13%	17%	7%	-	10%	6%	9%
Work	1%	-	-	-	-	-	1%	-
School	1%	-	2%	8%	-	-	1%	1%
Online	1%	-	-	-	-	4%	3%	1%
Other	1%	-	-	-	-	-	-	-
Can't remember/don't know	24%	17%	10%	20%	46%	36%	28%	27%

Q19. Where have you seen, read, or heard anything related to African swine fever? SELECT ALL THAT APPLY. Base: Respondents very familiar, somewhat familiar, or not very familiar with ASF, 2023, n=402. CAUTION: Small sample sizes.

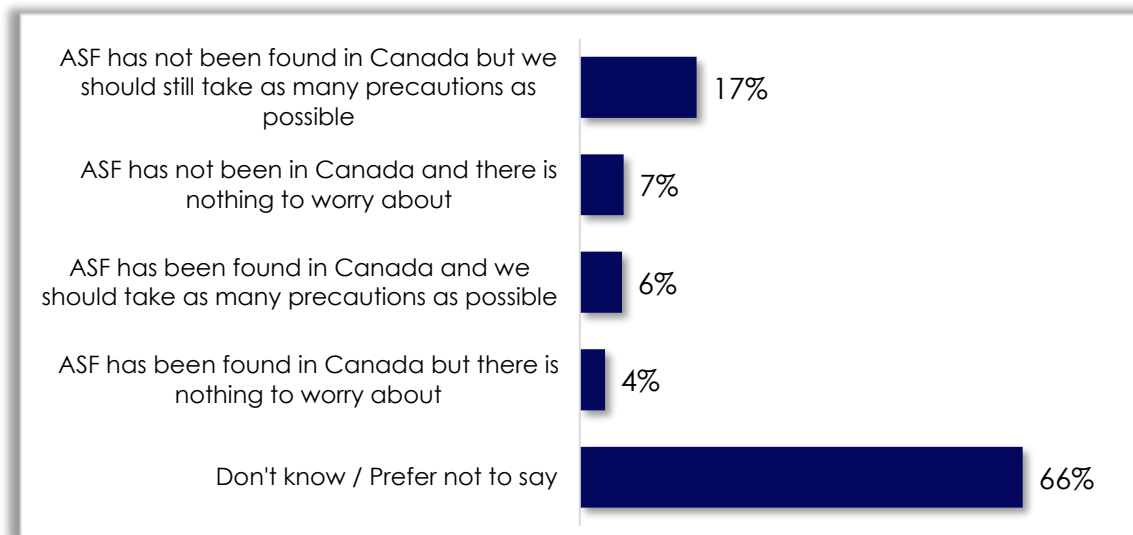
**Figure 20 – Sources of information on ASF – by proximity to pigs and international travel behaviours**

	Total (n=402)	Pig owners (n=36)	Live near pigs (n=123)	No proximity to pigs (n=243)	International traveller (n=164)	Non-international traveller (n=238)
Media/in the news	57%	47%	57%	58%	56%	57%
Social media	14%	41%	13%	23%	23%	20%
Friends or family member	14%	30%	17%	10%	16%	13%
When travelling/ at airports	6%	6%	8%	5%	9%	4%
Work	1%	6%	2%	1%	2%	1%
Other	1%	-	2%	1%	1%	2%
School	1%	2%	2%	<1%	1%	1%
Online	1%	0%	1%	1%	-	1%
Can't remember/don't know	24%	7%	22%	28%	24%	25%

Q19. Where have you seen, read, or heard anything related to African swine fever? SELECT ALL THAT APPLY. Base: Respondents very familiar, somewhat familiar, or not very familiar with ASF, 2023, n=402. CAUTION: Small sample sizes.

Two-thirds of respondents (66%) did not know how to answer when asked whether or not ASF had been found in Canada and whether precautions needed to be taken one way or the other.

**Figure 21 – Views on ASF**



Q20. Which of the following best reflects your views on African swine fever (ASF)? Base: All respondents, 2023, n=2732.

Among those with an opinion, most (17%) believed that ASF had not been found in Canada but that we should still take as many precautions as possible. A combined total of 10% believe ASF has been found in Canada, with roughly half of these respondents

believing there is nothing to worry about (4%) and the other half believing we should take as many precautions as possible (6%).

Respondents with no proximity to pigs were most likely to be unsure about these statements (69%). Pig owners were the most likely to believe that ASF had not been found in Canada, but we should still take precautions (34%) compared to those who live near pigs (21%) and those with no proximity to pigs (15%).

**Figure 22 – Views on ASF – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
ASF has not been found in Canada but we should still take as many precautions as possible	17%	18%	21%	23%	15%	19%	20%	18%
ASF has not been in Canada and there is nothing to worry about	7%	8%	11%	4%	5%	4%	7%	6%
ASF has been found in Canada and we should take as many precautions as possible	6%	9%	12%	8%	8%	9%	6%	9%
ASF has been found in Canada but there is nothing to worry about	4%	6%	4%	0%	3%	2%	4%	4%
Don't know / Prefer not to say	66%	59%	52%	65%	68%	65%	63%	63%

Q20. Which of the following best reflects your views on African swine fever (ASF)? Base: All respondents, 2023, n=2732.

**Figure 23 – Views on ASF – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
ASF has not been found in Canada but we should still take as many precautions as possible	17%	34%	21%	15%	20%	17%
ASF has not been in Canada and there is nothing to worry about	7%	11%	6%	7%	7%	6%
ASF has been found in Canada and we should take as many precautions as possible	6%	13%	7%	6%	7%	6%
ASF has been found in Canada but there is nothing to worry about	4%	5%	4%	4%	5%	3%
Don't know / Prefer not to say	66%	37%	63%	69%	61%	68%

Q20. Which of the following best reflects your views on African swine fever (ASF)? Base: All respondents, 2023, n=2732.



## Awareness of and views on behaviours that can introduce ASF into Canada

Various behaviours can introduce ASF into Canada and then spread it. When presented with four of the more commonly known behaviours, nearly half of respondents (49%) were not aware of any of these behaviours. Similar proportions were aware of the following behaviours:

- 37% - Bringing back pork products from a trip outside Canada
- 36% - Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada (including, zoos, animal sanctuaries, and hunting where wild pigs are found)
- 31% - Receiving pork products in the mail from friends or family members located outside Canada

Among the behaviours listed, the one garnering the lowest level of awareness was feeding food scraps and waste to pigs (13%).

Differences were noticed when comparing these results across key ethnic groups.

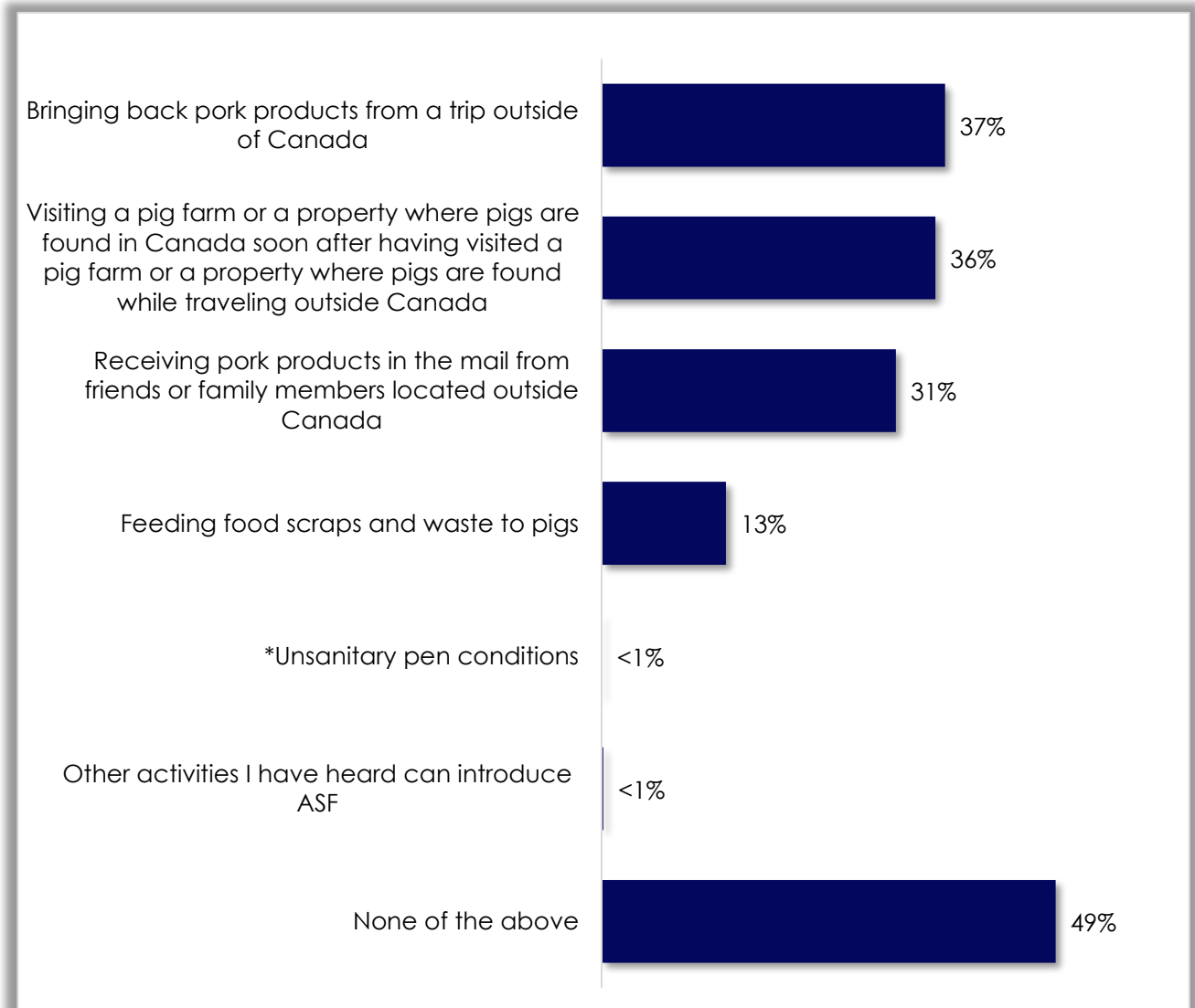
- Vietnamese respondents were less aware that bringing back pork products from a trip outside of Canada could introduce ASF (25%) compared to Chinese (39%), Filipino (42%) and German (39%) respondents.
- Compared to Vietnamese and Italian respondents, Filipino respondents were more aware that receiving pork products in the mail from friends or family members located outside of Canada could introduce ASF (36% versus 22% and 25% respectively).
- Chinese and Filipino respondents were more aware that feeding food scraps and waste to pigs could introduce ASF (20% and 19% respectively) compared to German and Italian respondents (10% and 11%).

Pig owners were more aware that feeding food scraps and waste to pigs could introduce ASF (31%) when compared to those who live near pigs (17%) and those with no proximity to pigs (11%).

Canadians who travel internationally were more likely to report awareness across each of the four presented behaviours compared to those who do not travel internationally.

Respondents could add additional behaviours which they believe could introduce ASF into Canada. Of the small percentage who had heard of other activities that can introduce ASF, unsanitary pen conditions was suggested.

**Figure 24 – Awareness of behaviours that can introduce or spread ASF**



Q21. Various behaviors can introduce African swine fever (ASF) into Canada and then spread it. Among the following, which ones were you aware of? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732. \*Option not presented in questionnaire.

**Figure 25 – Awareness of behaviours that can introduce or spread ASF – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Bringing back pork products from a trip outside of Canada	37%	39%	42%	25%	39%	33%	40%	37%
Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada	36%	38%	39%	26%	36%	34%	37%	36%
Receiving pork products in the mail from friends or family members located outside Canada	31%	29%	36%	22%	34%	25%	33%	30%
Feeding food scraps and waste to pigs	13%	20%	19%	17%	10%	11%	15%	15%
Unsanitary pen conditions	<1%	-	-	-	-	-	-	-
Other activities I have heard can introduce ASF	<1%	-	-	-	<1%	-	1%	-
None of the above	49%	43%	37%	57%	47%	50%	46%	45%

Q21. Various behaviors can introduce African swine fever (ASF) into Canada and then spread it. Among the following, which ones were you aware of? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732.

**Figure 26 – Awareness of behaviours that can introduce or spread ASF – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Bringing back pork products from a trip outside of Canada	37%	41%	43%	34%	41%	35%
Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada	36%	41%	43%	33%	42%	34%
Receiving pork products in the mail from friends or family members located outside Canada	31%	27%	38%	29%	36%	30%
Feeding food scraps and waste to pigs	13%	31%	17%	11%	16%	12%
Unsanitary pen conditions	<1%	-	-	<1%	-	<1%
Other activities I have heard can introduce ASF	<1%	1%	1%	<1%	<1%	<1%
None of the above	49%	20%	42%	53%	42%	52%

Q21. Various behaviors can introduce African swine fever (ASF) into Canada and then spread it. Among the following, which ones were you aware of? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732.

The same four behaviours that can introduce African swine fever (ASF) into Canada and then spread it were revisited in the survey to explore the extent to which each one posed a risk in terms of introducing or spreading ASF in Canada. A 7-point scale was used with 7 representing a significant risk.

The behaviour considered a high risk by the greatest proportion of respondents was bringing back pork products from a trip outside Canada and not declaring them at customs (53% assigning a 6 or 7 on a 7-point scale). This was followed by receiving pork products in the mail from friends or family members located outside Canada (43%) and by visiting a pig farm or a property where pigs are found in Canada (39%).

The behaviour deemed the least risky was feeding food scraps and waste to pigs (17%). For each behaviour, it should be noted that an important proportion of respondents “did not know”.

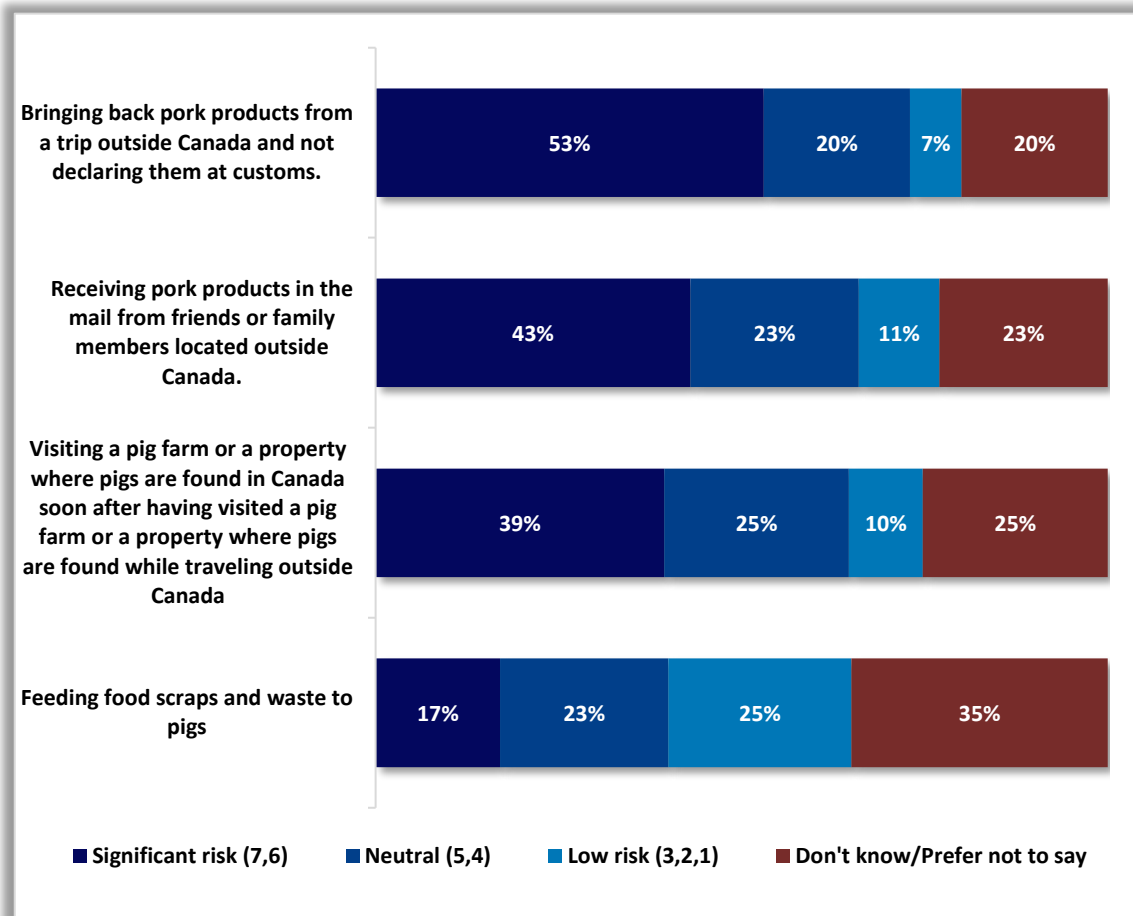
Differences were noticed when comparing these results across key respondent segments:

- Filipino respondents were the most likely to consider **bringing back pork products from a trip outside Canada and not declaring them at customs** to be a significant risk (64%), especially compared to Chinese respondents (36%). Pig owners were less likely to consider this a significant risk (34%) compared to those who live close to pigs (56%) and those with no proximity to pigs (53%). Pig owners instead perceived this behaviour as being a neutral risk (38%) or even a low risk (18%).
- **Receiving pork products in the mail from friends or family members located outside of Canada** was more likely to be perceived as a significant risk by Filipino respondents (51%), German respondents (41%) and Italian respondents (44%) compared to Chinese respondents (27%).
- **Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada** was more likely to be perceived as a significant risk by Filipino respondents (43%), German respondents (41%) and Italian respondents (42%) compared to Chinese respondents (25%).
- Filipino, Vietnamese, and Italian respondents were more likely to suggest that **feeding food scraps to pigs** was a significant risk in terms of introducing or

spreading ASF in Canada (34%, 26% and 26% respectively) compared to Chinese respondents (14%). Filipino and Italian respondents were also more likely to view this behaviour as a significant risk compared to German respondents (15%).

- Those who do not travel internationally were less likely to have an opinion on the level of risk across all statements in comparison to those who travel internationally.

**Figure 27 – Perceived risk of behaviours that could spread ASF**



Q22. In your opinion, what kind of risk would any of the following behaviours pose in terms of introducing or spreading ASF in Canada? Base: All respondents, 2023, n=2732.

**Figure 28 – Perceived risk of behaviours that could spread ASF – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
<b>Bringing back pork products from a trip outside Canada and not declaring them at customs.</b>								
Significant risk (7,6)	53%	36%	64%	44%	54%	50%	51%	46%
Neutral (5,4)	20%	35%	21%	27%	21%	29%	22%	29%
Low risk (3,2,1)	7%	11%	6%	4%	10%	7%	9%	9%
Don't know/Prefer not to say	20%	18%	9%	24%	15%	15%	19%	16%
<b>Receiving pork products in the mail from friends or family members located outside Canada.</b>								
Significant risk (7,6)	43%	27%	51%	36%	41%	44%	44%	36%
Neutral (5,4)	23%	37%	26%	36%	27%	28%	24%	31%
Low risk (3,2,1)	11%	16%	8%	8%	13%	8%	12%	12%
Don't know/Prefer not to say	23%	20%	16%	20%	20%	20%	21%	20%
<b>Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada</b>								
Significant risk (7,6)	39%	25%	43%	32%	41%	42%	36%	35%
Neutral (5,4)	25%	38%	32%	35%	26%	28%	27%	32%
Low risk (3,2,1)	10%	17%	8%	10%	11%	10%	13%	13%
Don't know/Prefer not to say	25%	20%	17%	23%	22%	20%	25%	20%
<b>Feeding food scraps and waste to pigs</b>								
Significant risk (7,6)	17%	14%	34%	26%	15%	26%	21%	18%
Neutral (5,4)	23%	34%	32%	29%	22%	27%	24%	29%
Low risk (3,2,1)	25%	26%	14%	19%	27%	16%	23%	23%
Don't know/Prefer not to say	35%	26%	20%	26%	35%	32%	33%	29%

Q22. In your opinion, what kind of risk would any of the following behaviours pose in terms of introducing or spreading ASF in Canada? Base: All respondents, 2023, n=2732.

**Figure 29 – Perceived risk of behaviours that could spread ASF – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
<b>Bringing back pork products from a trip outside Canada and not declaring them at customs.</b>						
Significant risk (7,6)	53%	34%	56%	53%	53%	53%
Neutral (5,4)	20%	38%	21%	19%	21%	19%
Low risk (3,2,1)	7%	18%	9%	6%	9%	7%
Don't know/Prefer not to say	20%	9%	14%	22%	16%	21%
<b>Receiving pork products in the mail from friends or family members located outside Canada.</b>						
Significant risk (7,6)	43%	37%	45%	43%	44%	43%
Neutral (5,4)	23%	31%	25%	22%	26%	22%
Low risk (3,2,1)	11%	20%	14%	9%	12%	11%
Don't know/Prefer not to say	23%	12%	17%	25%	19%	24%

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada						
Significant risk (7,6)	39%	33%	42%	39%	41%	39%
Neutral (5,4)	25%	40%	28%	24%	29%	24%
Low risk (3,2,1)	10%	19%	11%	9%	10%	10%
Don't know/Prefer not to say	25%	8%	19%	28%	21%	27%
Feeding food scraps and waste to pigs						
Significant risk (7,6)	17%	22%	14%	18%	19%	16%
Neutral (5,4)	23%	37%	27%	21%	25%	23%
Low risk (3,2,1)	25%	30%	30%	22%	25%	25%
Don't know/Prefer not to say	35%	11%	29%	39%	31%	37%

Q22. In your opinion, what kind of risk would any of the following behaviours pose in terms of introducing or spreading ASF in Canada? Base: All respondents, 2023, n=2732.

### Levels of concern if ASF were to appear in Canada

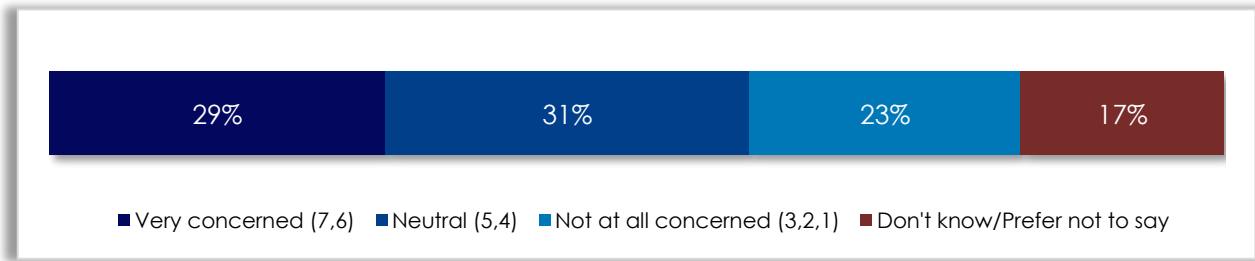
Participants were presented a series of scenarios and asked to voice their level of concern for each one. Each scenario asked respondents to assume that ASF had appeared in Canada. These results are set in a different context compared to earlier results in this report that showed very low levels of concern for ASF. Notably, earlier results did explore levels of concern assuming ASF was in Canada. As well, in earlier results, respondents could only select one animal disease (the one with which they would be the most concerned) rather than explore a level of concern for each animal disease separately.

In the first scenario in this section, respondents were asked (on a 7-point scale) how concerned they would be that ASF could affect them if it were to appear in Canada. Just under 3 in 10 (29%) of respondents would be very concerned that ASF could affect them if it were to appear in Canada. Less than a quarter (23%) would not be concerned while a smaller percentage were unsure (16%).

Filipino respondents were the most likely to be very concerned (55%) compared to all targeted ethnicities. Conversely, German respondents were the least likely to report concern with 32% saying they were not at all concerned (3, 2 or 1 on the 7-point scale).

Pig owners were more likely to be very concerned that ASF could affect them (39%) in comparison to those who live near pigs (26%).

**Figure 30 – Concern for personal well-being if ASF were to appear in Canada**



Q23. If African swine fever were to appear in Canada, how concerned are you that this could affect you? Base: All respondents, 2023, n=2732.

**Figure 31 – Concern for personal well-being if ASF were to appear in Canada – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Very concerned (7,6)	29%	27%	55%	37%	23%	34%	34%	30%
Neutral (5,4)	31%	36%	30%	37%	29%	39%	28%	34%
Not at all concerned (3,2,1)	23%	20%	10%	5%	32%	16%	24%	21%
Don't know/Prefer not to say	17%	17%	6%	21%	16%	12%	14%	15%

Q23. If African swine fever were to appear in Canada, how concerned are you that this could affect you? Base: All respondents, 2023, n=2732.

**Figure 32 – Concern for personal well-being if ASF were to appear in Canada – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Very concerned (7,6)	29%	39%	26%	29%	27%	29%
Neutral (5,4)	31%	35%	34%	30%	35%	30%
Not at all concerned (3,2,1)	23%	19%	25%	22%	24%	23%
Don't know/Prefer not to say	17%	7%	15%	19%	13%	19%

Q23. If African swine fever were to appear in Canada, how concerned are you that this could affect you? Base: All respondents, 2023, n=2732.

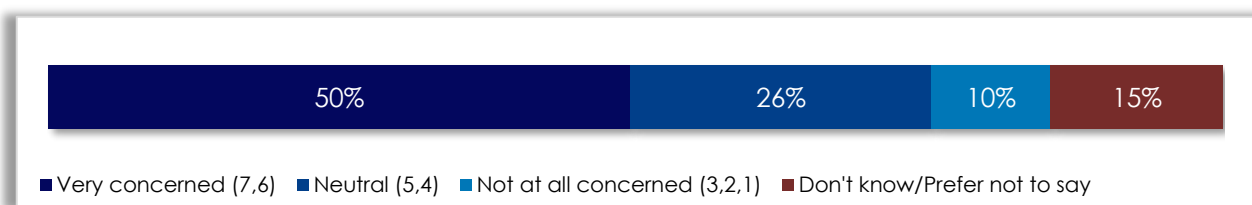
Half (50%) of respondents would be very concerned that ASF **could affect the Canadian pork industry** if ASF were to appear in Canada. One in ten (10%) were not concerned while a greater percentage were unsure (15%).

Filipino respondents were more likely to be very concerned (64%) that ASF could affect the Canadian pork industry compared to Chinese (35%), Vietnamese (43%) and German respondents (52%). Italian respondents were also more likely to be very concerned (57%) compared to Chinese respondents (35%).



Not surprisingly, those with no proximity to pigs were more likely to be unsure about the impact of ASF on the Canadian pork industry (16%) compared to pig owners (9%). Those who do not travel internationally were also more likely to report that they were unsure of the impact of ASF on the Canadian pork industry (16%) compared to international travellers (12%).

**Figure 33 – Concern for the Canadian pork industry if ASF were to appear in Canada**



Q24. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian pork industry?  
Base: All respondents, 2023, n=2732.

**Figure 34 – Concern for the Canadian pork industry if ASF were to appear in Canada – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Very concerned (7,6)	50%	35%	64%	43%	52%	57%	51%	47%
Neutral (5,4)	26%	40%	23%	31%	30%	25%	25%	33%
Not at all concerned (3,2,1)	10%	10%	5%	14%	9%	5%	13%	9%
Don't know/Prefer not to say	15%	14%	8%	11%	10%	13%	11%	12%

Q24. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian pork industry?  
Base: All respondents, 2023, n=2732.

**Figure 35 – Concern for the Canadian pork industry if ASF were to appear in Canada – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Very concerned (7,6)	50%	45%	51%	49%	49%	50%
Neutral (5,4)	26%	27%	27%	25%	28%	25%
Not at all concerned (3,2,1)	10%	19%	9%	10%	11%	10%
Don't know/Prefer not to say	15%	9%	13%	16%	12%	16%

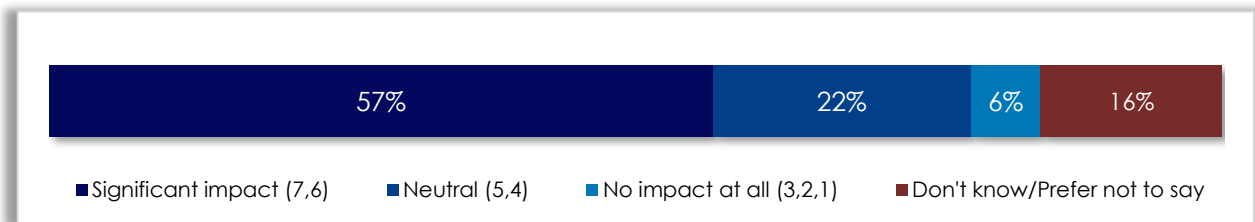
Q24. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian pork industry?  
Base: All respondents, 2023, n=2732.

While half (50%) of respondents would be very concerned that ASF **could** affect the Canadian pork industry if ASF were to appear in Canada, a greater proportion (57%) believe this impact would be fairly significant. Only 6% felt that ASF would have little or no impact on the Canadian pork industry.

German and Italian respondents were more likely to believe ASF would have a significant impact on the Canadian pork industry (64% and 65% respectively) compared to Chinese (41%) and Vietnamese respondents (47%). Filipino respondents were also more likely to suspect this impact would be significant compared to Chinese respondents (59% versus 41%).

Pig owners were most likely to suspect that ASF would have low or no impact on the Canadian pork industry (14% assigning a 1, 2 or 3 on a 7-point scale) compared to those who live close to pigs (6%) and those with no proximity to pigs (6%).

**Figure 36 – Perceived impact of ASF on pork industry**



Q25. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the pork industry? Base: All respondents, 2023, n=2732.

**Figure 37 – Perceived impact of ASF on pork industry – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Significant impact (7,6)	57%	41%	59%	47%	64%	65%	58%	54%
Neutral (5,4)	22%	35%	28%	30%	22%	20%	21%	28%
No impact at all (3,2,1)	6%	12%	3%	9%	6%	1%	7%	7%
Don't know/Prefer not to say	16%	13%	10%	14%	8%	14%	14%	12%

Q25. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the pork industry? Base: All respondents, 2023, n=2732.

**Figure 38 – Perceived impact of ASF on pork industry – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Significant impact (7,6)	57%	46%	58%	56%	57%	56%
Neutral (5,4)	22%	29%	23%	21%	23%	22%
No impact at all (3,2,1)	6%	14%	6%	6%	7%	5%
Don't know/Prefer not to say	16%	11%	13%	17%	13%	17%

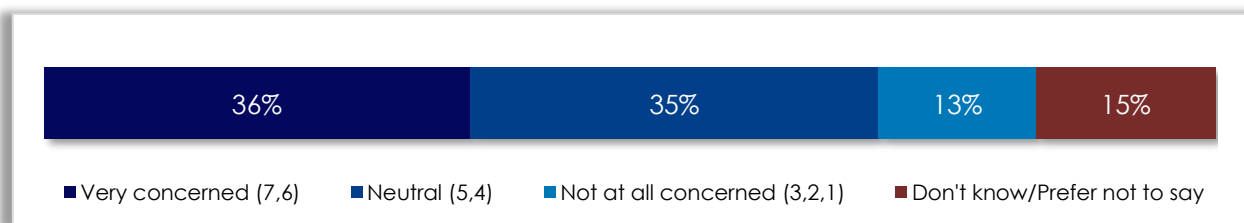
Q25. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the pork industry? Base: All respondents, 2023, n=2732.

Over a third of respondents (36%) would be very concerned that ASF **could affect the Canadian economy** if ASF were to appear in Canada. More than 1 in 10 (13%) would not be concerned while another 15% were unsure.

Filipino respondents were more likely to be very concerned that ASF could affect the Canadian economy (51%) compared to Chinese (27%), Vietnamese (36%) and German respondents (40%). German and Italian respondents were also more likely to report being very concerned (40% and 42% respectively) compared to Chinese respondents (27%).

In comparison to those with no proximity to pigs, pig owners were more likely to report concern that ASF could affect the Canadian economy (47% versus 36%).

**Figure 39 – Concern for the Canadian economy if ASF were to appear in Canada**



Q26. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian economy? Base: All respondents, 2023, n=2732.

**Figure 40 – Concern for the Canadian economy if ASF were to appear in Canada – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Very concerned (7,6)	36%	27%	51%	36%	40%	42%	40%	36%
Neutral (5,4)	35%	42%	34%	44%	36%	41%	32%	40%
Not at all concerned (3,2,1)	13%	18%	7%	9%	11%	6%	15%	12%
Don't know/Prefer not to say	15%	13%	7%	11%	12%	11%	14%	12%

Q26. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian economy? Base: All respondents, 2023, n=2732.

**Figure 41 – Concern for the Canadian economy if ASF were to appear in Canada – by proximity to pigs and international travel behaviours**

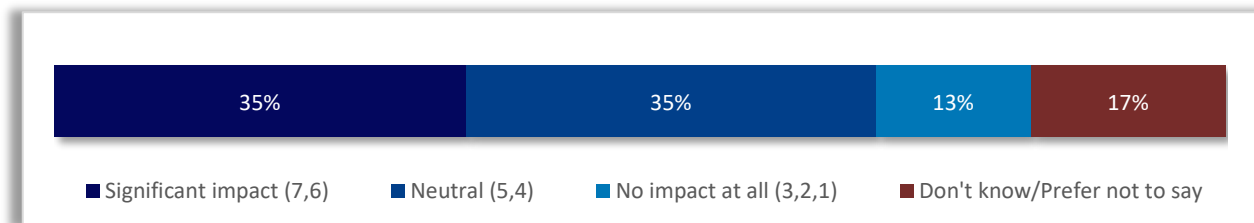
	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Very concerned (7,6)	36%	47%	36%	36%	34%	37%
Neutral (5,4)	35%	31%	37%	34%	38%	34%
Not at all concerned (3,2,1)	13%	16%	13%	13%	15%	13%
Don't know/Prefer not to say	15%	5%	14%	16%	13%	16%

Q26. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian economy? Base: All respondents, 2023, n=2732.

Over a third of respondents (35%) believe the impact on the Canadian economy would be fairly significant.

This percentage increases to just under half (49%) of Filipino respondents, which compares to a smaller proportion of Chinese (23%) and German respondents (37%). Vietnamese, German, and Italian respondents were also more likely to feel this impact could be significant compared to Chinese respondents (37%, 37% and 38% respectively versus 23%).

**Figure 42 – Perceived impact of ASF on the Canadian economy**



Q27. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the Canadian economy? Base: All respondents, 2023, n=2732.

**Figure 43 – Perceived impact of ASF on the Canadian economy – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Significant impact (7,6)	35%	23%	49%	37%	37%	38%	39%	32%
Neutral (5,4)	35%	46%	35%	39%	39%	41%	31%	42%
No impact at all (3,2,1)	13%	18%	8%	10%	12%	8%	15%	13%
Don't know/Prefer not to say	17%	13%	9%	14%	12%	13%	15%	13%

Q27. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the Canadian economy? Base: All respondents, 2023, n=2732.

**Figure 44 – Perceived impact of ASF on the Canadian economy – by proximity to pigs and international travel behaviours**

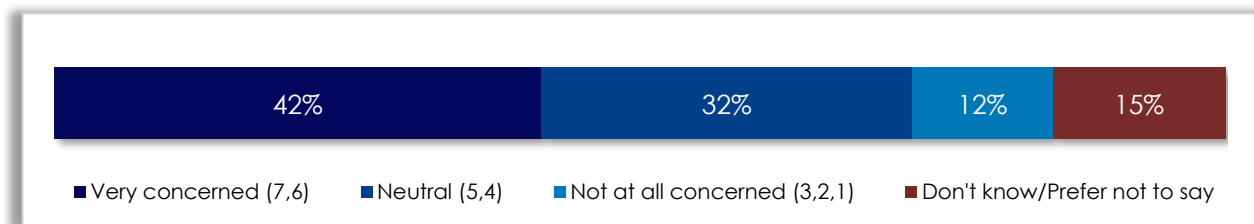
	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Significant impact (7,6)	35%	39%	35%	35%	33%	36%
Neutral (5,4)	35%	34%	38%	34%	38%	34%
No impact at all (3,2,1)	13%	18%	12%	13%	15%	12%
Don't know/Prefer not to say	17%	10%	15%	18%	14%	18%

Q27. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the Canadian economy? Base: All respondents, 2023, n=2732.

Finally, more than 4 in 10 (42%) would be fairly concerned about the danger ASF could pose to food safety if ASF were to appear in Canada. Just over 1 in 10 (12%) would have little to no concern while another 15% were unsure.

Filipino respondents were the most likely to be concerned about the danger ASF could pose to food safety (61%), especially when compared to Chinese (30%), Vietnamese (38%), German (38%) and Italian respondents (48%). Italian respondents were more likely than Chinese respondents to be concerned for food safety (48% versus 30%).

**Figure 45 – Concern for food safety if ASF were to appear in Canada**



Q28. If African swine fever were to appear in Canada, how concerned would you be about any danger you feel it could pose to food safety? Base: All respondents, 2023, n=2732.

**Figure 46 – Concern for food safety if ASF were to appear in Canada – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Very concerned (7,6)	42%	30%	61%	38%	38%	48%	48%	38%
Neutral (5,4)	32%	44%	29%	36%	33%	35%	27%	38%
Not at all concerned (3,2,1)	12%	15%	3%	10%	17%	5%	13%	12%
Don't know/Prefer not to say	15%	12%	7%	16%	12%	12%	11%	12%

Q28. If African swine fever were to appear in Canada, how concerned would you be about any danger you feel it could pose to food safety? Base: All respondents, 2023, n=2732.

**Figure 47 – Concern for food safety if ASF were to appear in Canada – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Very concerned (7,6)	42%	40%	42%	42%	40%	42%
Neutral (5,4)	32%	39%	32%	31%	35%	30%
Not at all concerned (3,2,1)	12%	13%	13%	12%	13%	12%
Don't know/Prefer not to say	15%	8%	13%	16%	12%	16%

Q28. If African swine fever were to appear in Canada, how concerned would you be about any danger you feel it could pose to food safety? Base: All respondents, 2023, n=2732.

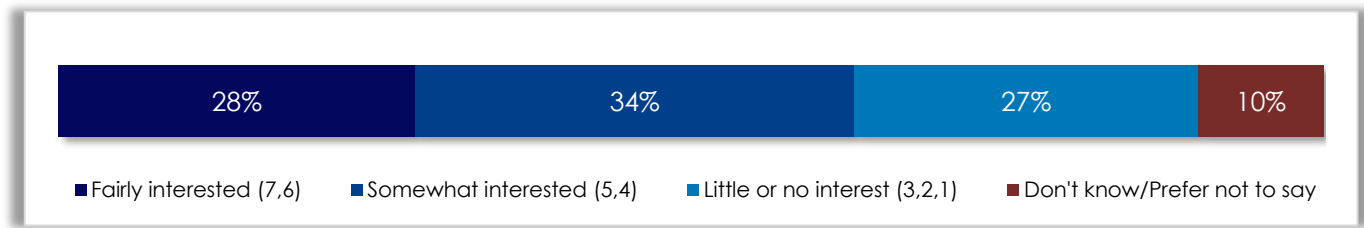
### Communications and outreach

A minority of respondents (28% gave a rating of 6 or 7 on a 7-point scale) expressed a strong level of interest in finding out more about ASF and how it affects Canadians. Another 34% expressed a moderate level of interest (gave a rating of 4 or 5). Over a quarter would not be interested in finding out more about ASF (27% assigned a rating of 1, 2, or 3).

Among ethnic groups of interest, Filipino respondents were the most likely to be interesting in finding out more (50%) while Chinese respondents were the least interested (20%).

Those who own pigs were more likely to be interested in finding out more about ASF compared to those with no proximity to pigs (40% versus 27%).

**Figure 48 – Interest in finding out more about ASF**



Q29. How interested are you in finding out more about African swine fever and how it affects Canadians? Base: All respondents, 2023, n=2732.

**Figure 49 – Interest in finding out more about ASF – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Fairly interested (7,6)	28%	20%	50%	36%	30%	33%	35%	28%
Somewhat interested (5,4)	34%	44%	31%	42%	33%	41%	35%	40%
Little or no interest (3,2,1)	27%	24%	12%	13%	30%	19%	22%	23%
Don't know/Prefer not to say	10%	12%	7%	10%	8%	7%	9%	9%

Q29. How interested are you in finding out more about African swine fever and how it affects Canadians? Base: All respondents, 2023, n=2732.

**Figure 50 – Interest in finding out more about ASF – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non-international traveller (n=1,878)
Fairly interested (7,6)	28%	40%	30%	27%	27%	29%
Somewhat interested (5,4)	34%	36%	35%	34%	39%	33%
Little or no interest (3,2,1)	27%	21%	29%	27%	27%	27%
Don't know/Prefer not to say	10%	3%	7%	11%	7%	11%

Q29. How interested are you in finding out more about African swine fever and how it affects Canadians? Base: All respondents, 2023, n=2732.

Regardless of their interest in finding out more about ASF, all respondents were asked where they would be most likely to search for information about ASF. Respondents would be most likely to search for information via a general online search (53%), followed by the Government of Canada (50%), their provincial/territorial governments (31%), news outlets (25%) and the Pork Industry Association (24%).

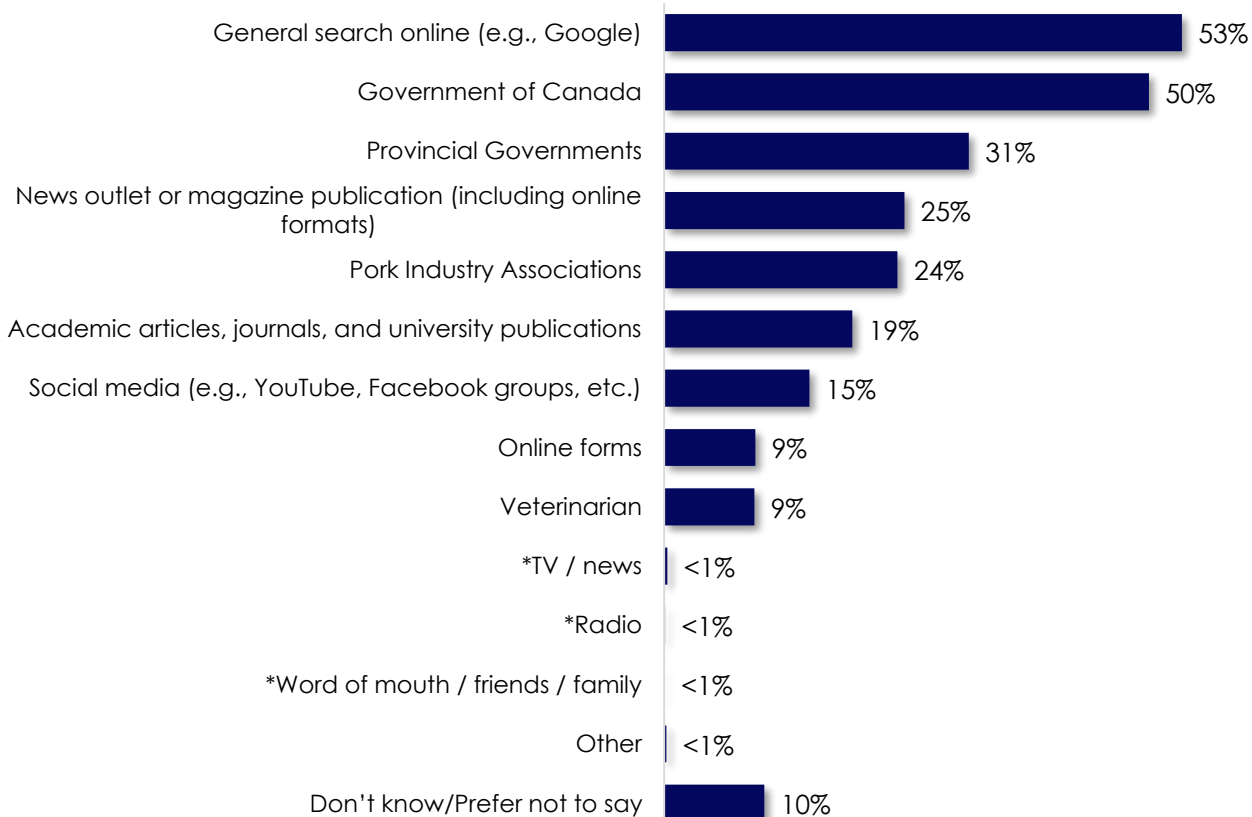
Filipino respondents were the most likely to suggest they would search for information about ASF through social media (34%) compared to all other targeted ethnicities. Filipino respondents were also more likely to say they would search for information through the Government of Canada (63%) compared to Chinese respondents (49%) and German respondents (46%).

Those who live near pigs were most likely to perform a general search online compared to pig owners (60% versus 37%). Those with no proximity to pigs would also be more likely to use this search method compared to pig owners (51% versus 37%).

Respondents who own pigs and those who live near pigs would be more likely to consult a veterinarian for information about ASF compared to those with no proximity to pigs (19% and 12% respectively versus 8%).

Canadians who travel internationally would be more likely to search for information about ASF through the Government of Canada compared to those who do not travel (57% versus 47%).

**Figure 51 – Potential sources of information on ASF**



Q30. Where would you be most likely to search for information about African swine fever? SELECT ALL THAT APPLY. [Base: Interested in finding out more about African Swine Fever], 2023, n=1760 / Q30. Even if you are not overtly interested at the moment, where would you be most likely to search for information about African swine fever if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720. \*Options not presented in questionnaire



**Figure 52 – Potential sources of information on ASF – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
General search online (e.g., Google)	53%	48%	54%	52%	59%	47%	57%	51%
Government of Canada	50%	49%	63%	51%	46%	53%	51%	50%
Provincial Governments	31%	26%	39%	31%	31%	38%	33%	31%
News outlet or magazine publication (including online formats)	25%	25%	28%	32%	21%	27%	24%	25%
Pork Industry Associations	24%	14%	24%	11%	24%	23%	24%	19%
Academic articles, journals, and university publications	19%	16%	18%	26%	15%	20%	20%	17%
Social media (e.g., YouTube, Facebook groups, etc.)	15%	16%	34%	16%	12%	7%	21%	14%
Online forms	9%	11%	12%	12%	8%	9%	16%	10%
Veterinarian	9%	6%	11%	3%	11%	7%	9%	8%
*TV / news	<1%	1%	1%	-	-	1%	1%	1%
*Radio	<1%	-	-	-	-	1%	<1%	<1%
*Word of mouth / friends / family	<1%	-	<1%	-	-	-	<1%	<1%
Other	<1%	-	-	-	1%	-	1%	<1%
Don't know/Prefer not to say	10%	14%	8%	8%	7%	10%	7%	11%

Q30. Where would you be most likely to search for information about African swine fever? SELECT ALL THAT APPLY. [Base: Interested in finding out more about African Swine Fever], 2023, n=1760 / Q30. Even if you are not overtly interested at the moment, where would you be most likely to search for information about African swine fever if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720. \*Options not presented in questionnaire

**Figure 53 – Potential sources of information on ASF – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
General search online (e.g., Google)	53%	37%	60%	51%	52%	54%
Government of Canada	50%	42%	46%	51%	57%	47%
Provincial Governments	31%	28%	30%	32%	31%	31%
News outlet or magazine publication (including online formats)	25%	15%	26%	24%	24%	25%
Pork Industry Associations	24%	29%	27%	22%	24%	24%
Academic articles, journals, and university publications	19%	23%	19%	19%	20%	19%
Social media (e.g., YouTube, Facebook groups, etc.)	15%	19%	18%	14%	15%	15%
Online forms	9%	16%	11%	8%	10%	9%
Veterinarian	9%	19%	12%	8%	7%	10%
*TV / news	<1%	2%	1%	<1%	<1%	<1%
*Radio	<1%	-	<1%	<1%	-	<1%

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
*Word of mouth / friends / family	<1%	-	<1%	<1%	-	<1%
Other	<1%	-	<1%	<1%	<1%	<1%
Don't know/Prefer not to say	10%	10%	5%	12%	8%	11%

Q30. Where would you be most likely to search for information about African swine fever? SELECT ALL THAT APPLY. [Base: Interested in finding out more about African Swine Fever], 2023, n=1760 / Q30. Even if you are not overtly interested at the moment, where would you be most likely to search for information about African swine fever if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720. \*Options not presented in questionnaire

If respondents were to obtain information on ASF from the Government of Canada, the greatest proportion would like to receive that information through the Government of Canada website (60%), followed by television (37%). Similar proportions would get it through social media (22%) and email (20%).

Canadians who travel internationally would be more likely to get information about ASF through the Government of Canada website (66%) compared to non-travellers.

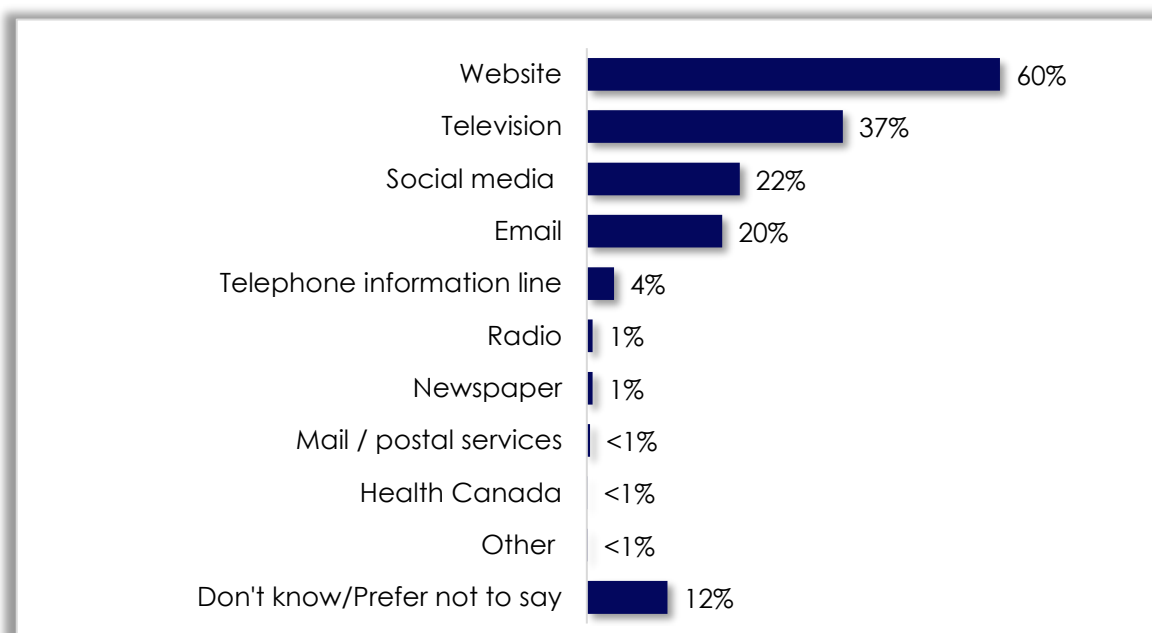
Television was preferred among Italians (48%) when compared to Chinese (26%), Vietnamese (23%) and German respondents (34%). Filipino respondents are also more likely to use this information source (42%) compared to Chinese (26%) and Vietnamese respondents (23%).

Social media would be a preferred method for information about ASF for almost 4 in 10 (39%) Filipino respondents, compared to only 15% of German respondents.

Email was mentioned as a preferred source of information by nearly 3 in 10 Filipino respondents (28%) compared to 18% of Chinese respondents.

The telephone information line would be a favourable source of information for over 1 in 10 pig owners (12%) compared to a much smaller proportion of those who live close to pigs or have no proximity to pigs (3% and 4% respectively).

**Figure 54 – Preferred method of receiving information on ASF from the Government of Canada**



Q31. How would you like to get information about African swine fever from the Government of Canada? SELECT ALL THAT APPLY. Base: Interested in finding out more about African Swine Fever, 2023, n=1760 / Q31. Even if you are not overtly interested at the moment, how would you like to get information about African swine fever from the Government of Canada if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720.

**Figure 55 – Preferred method of receiving information on ASF from the Government of Canada – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
Website	60%	63%	61%	65%	61%	59%	60%	62%
Television	37%	26%	42%	23%	34%	48%	38%	34%
Social media	22%	26%	39%	28%	15%	21%	28%	23%
Email	20%	18%	28%	19%	19%	21%	25%	20%
Telephone information line	4%	3%	6%	7%	5%	9%	5%	5%
Radio	1%	<1%	-	0%	1%	1%	1%	1%
Newspaper	1%	-	1%	-	2%	-	1%	<1%
Mail/Postal services	<1%	-	-	-	1%	1%	1%	1%
Health Canada	<1%	0%	0%	0%	0%	0%	<1%	0%
Other	<1%	-	<1%	-	<1%	-	<1%	<1%
Don't know/Prefer not to say	12%	14%	9%	11%	8%	9%	10%	11%

Q31. How would you like to get information about African swine fever from the Government of Canada? SELECT ALL THAT APPLY. Base: Interested in finding out more about African Swine Fever, 2023, n=1760 / Q31. Even if you are not overtly interested at the moment, how would you like to get information about African swine fever from the Government of Canada if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720.

**Figure 56 – Preferred method of receiving information on ASF from the Government of Canada – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
Website	60%	54%	64%	59%	66%	59%
Television	37%	30%	35%	39%	37%	37%
Social media	22%	33%	26%	21%	25%	22%
Email	20%	29%	18%	20%	18%	20%
Telephone information line	4%	12%	3%	4%	4%	4%
Radio	1%	-	<1%	1%	1%	1%
Newspaper	1%	-	<1%	1%	1%	1%
Mail/Postal services	<1%	1%	1%	<1%	<1%	<1%
Health Canada	<1%	-	-	<1%	-	<1%
Other	<1%	-	<1%	<1%	<1%	<1%
Don't know/Prefer not to say	12%	7%	9%	13%	10%	13%

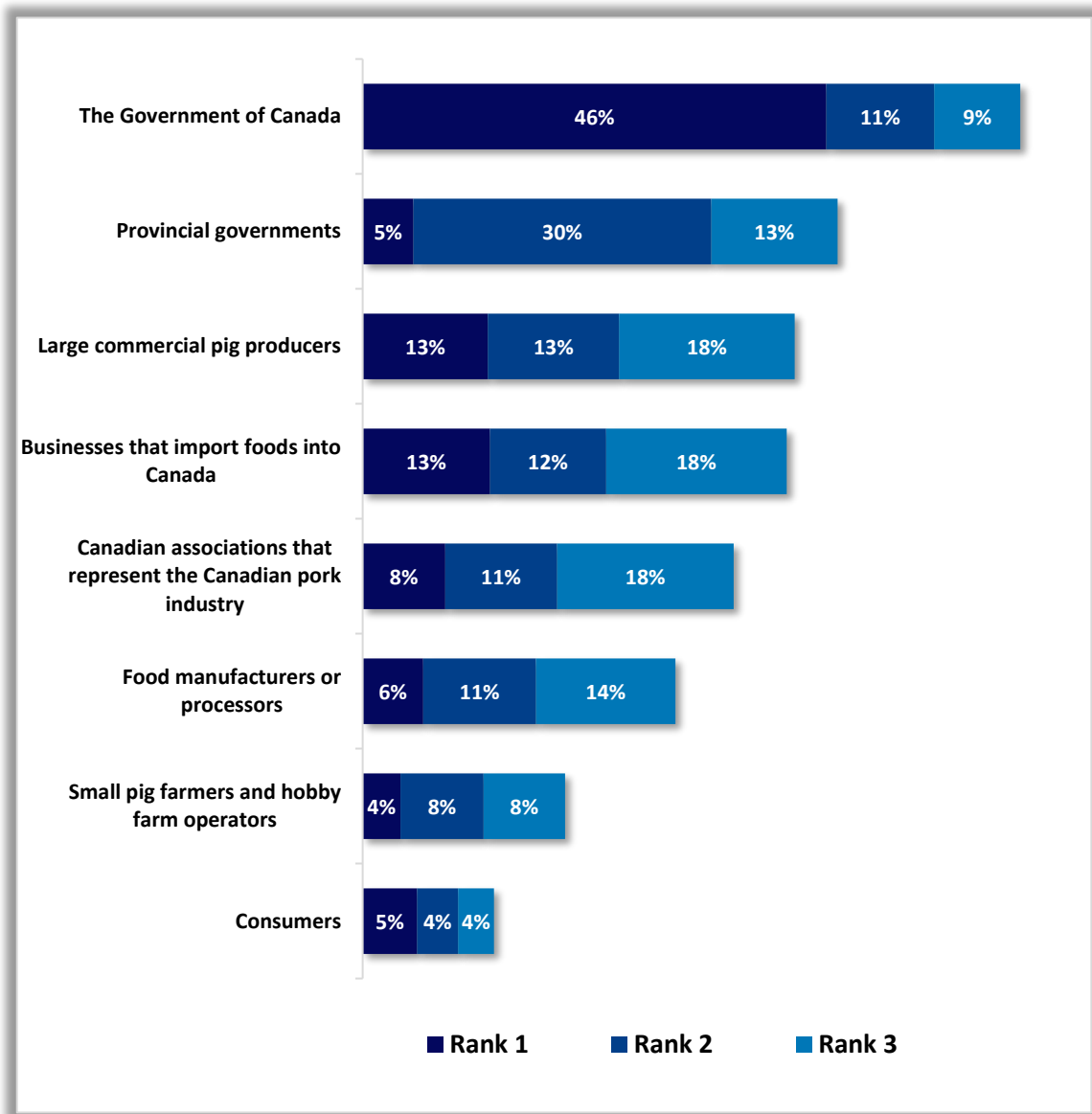
Q31. How would you like to get information about African swine fever from the Government of Canada? SELECT ALL THAT APPLY. Base: Interested in finding out more about African Swine Fever, 2023, n=1760 / Q31. Even if you are not overtly interested at the moment, how would you like to get information about African swine fever from the Government of Canada if you became interested? Base: Not interested in finding out more about African Swine Fever, 2023, n=720.

### Perceived responsibility for ASF monitoring and control

When respondents were asked who they believe has the most responsibility for ensuring that ASF is properly monitored and controlled in Canada, the Government of Canada was voted most responsible by over 4 in 10 respondents (46%). Top responsibility was assigned to large commercial pig producers and to businesses that import foods into Canada by 13% respectively. When considering “top-2” votes, provincial/territorial governments rise in terms of importance, with 35% of respondents selecting them as most or 2<sup>nd</sup> most responsible.

Pig owners were more likely than those who live near pigs and those with no proximity to pigs to rank small pig producers and hobby farmers as most responsible (10% vs 3% and 4% respectively). However, pig owners were less likely to view the Government of Canada as most responsible than these other segments (33% versus 48% and 46% respectively). They were also less likely to assign the most responsibility to businesses that import foods into Canada (5%) when compared to those who live near pigs (14%) and those with no proximity to pigs (12%).

**Figure 57 – Ranking responsibility for ensuring that ASF is properly monitored and controlled**



Q32. Please rank the following in order of who you think has the most responsibility for ensuring that African swine fever is properly monitored and controlled in Canada. Please rank the options from 1 to 8, with 1 having the most responsibility and 8 having the least responsibility. Base: All respondents, 2023, n=2732.

**Figure 58 – Ranking responsibility for ensuring that ASF is properly monitored and controlled – by ethnicity**

	Total (n=2,732)	Chinese (n=161)	Filipino (n=150)	Vietnamese (n=76)	German (n=199)	Italian (n=152)	Other (n=453)	All priority ethnicities (n=729)
<b>The Government of Canada</b>								
Rank 1	46%	37%	42%	45%	49%	46%	43%	43%
Rank 2	11%	13%	10%	16%	10%	12%	12%	12%
Rank 3	9%	10%	4%	4%	10%	9%	8%	9%
<b>Provincial governments</b>								
Rank 1	5%	2%	6%	9%	4%	10%	6%	5%
Rank 2	30%	27%	32%	20%	29%	27%	28%	27%
Rank 3	13%	10%	10%	18%	17%	9%	12%	12%
<b>Large commercial pig producers</b>								
Rank 1	13%	13%	9%	13%	10%	13%	15%	12%
Rank 2	13%	11%	12%	18%	15%	15%	11%	13%
Rank 3	18%	17%	17%	13%	18%	14%	16%	16%
<b>Businesses that import foods into Canada</b>								
Rank 1	13%	17%	16%	13%	14%	10%	12%	14%
Rank 2	12%	8%	10%	9%	16%	10%	12%	11%
Rank 3	18%	18%	18%	22%	17%	18%	18%	18%
<b>Canadian associations that represent the Canadian pork industry</b>								
Rank 1	8%	9%	8%	8%	10%	4%	9%	8%
Rank 2	11%	11%	11%	15%	13%	12%	12%	12%
Rank 3	18%	17%	18%	9%	16%	17%	17%	16%
<b>Food manufacturers or processors</b>								
Rank 1	6%	11%	7%	4%	7%	4%	6%	8%
Rank 2	11%	16%	13%	14%	10%	10%	12%	13%
Rank 3	14%	19%	16%	17%	16%	17%	17%	17%
<b>Small pig farmers and hobby farm operators</b>								
Rank 1	4%	7%	4%	6%	2%	5%	5%	5%
Rank 2	8%	10%	8%	6%	6%	10%	9%	9%
Rank 3	8%	6%	15%	10%	6%	11%	8%	8%
<b>Consumers</b>								
Rank 1	5%	4%	8%	3%	5%	8%	6%	5%
Rank 2	4%	4%	3%	2%	1%	4%	4%	3%
Rank 3	4%	3%	2%	7%	1%	5%	4%	3%

Q32. Please rank the following in order of who you think has the most responsibility for ensuring that African swine fever is properly monitored and controlled in Canada. Please rank the options from 1 to 8, with 1 having the most responsibility and 8 having the least responsibility. Base: All respondents, 2023, n=2732.

**Figure 59 – Ranking responsibility for ensuring that ASF is properly monitored and controlled – by proximity to pigs and international travel behaviours**

	Total (n=2,732)	Pig owners (n=100)	Live near pigs (n=701)	No proximity to pigs (n=1,931)	International traveller (n=854)	Non- international traveller (n=1,878)
<b>The Government of Canada</b>						
Rank 1	46%	33%	48%	46%	48%	46%
Rank 2	11%	5%	10%	11%	11%	11%
Rank 3	9%	10%	8%	9%	7%	9%
<b>Provincial governments</b>						
Rank 1	5%	11%	5%	5%	6%	5%
Rank 2	30%	21%	31%	29%	31%	29%
Rank 3	13%	14%	13%	12%	11%	13%
<b>Large commercial pig producers</b>						
Rank 1	13%	14%	11%	13%	10%	13%
Rank 2	13%	10%	12%	14%	13%	13%
Rank 3	18%	23%	17%	17%	20%	16%
<b>Businesses that import foods into Canada</b>						
Rank 1	13%	5%	14%	12%	12%	13%
Rank 2	12%	12%	12%	11%	13%	11%
Rank 3	18%	23%	21%	17%	16%	19%
<b>Canadian associations that represent the Canadian pork industry</b>						
Rank 1	8%	10%	7%	9%	7%	9%
Rank 2	11%	11%	12%	11%	12%	11%
Rank 3	18%	10%	17%	18%	18%	18%
<b>Food manufacturers or processors</b>						
Rank 1	6%	7%	6%	6%	7%	6%
Rank 2	11%	21%	11%	11%	10%	12%
Rank 3	14%	8%	15%	14%	14%	14%
<b>Small pig farmers and hobby farm operators</b>						
Rank 1	4%	10%	3%	4%	4%	4%
Rank 2	8%	12%	9%	8%	8%	9%
Rank 3	8%	11%	6%	9%	10%	8%
<b>Consumers</b>						
Rank 1	5%	10%	6%	5%	5%	5%
Rank 2	4%	9%	3%	4%	4%	4%
Rank 3	4%	2%	3%	4%	4%	3%

Q32. Please rank the following in order of who you think has the most responsibility for ensuring that African swine fever is properly monitored and controlled in Canada. Please rank the options from 1 to 8, with 1 having the most responsibility and 8 having the least responsibility. Base: All respondents, 2023, n=2732.

## Methodology

All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards, as follows:

### Qualitative

The research methodology consisted of 8 online focus groups with Canadians aged 18 and older representing different regions across the country and a variety of specific populations. The focus groups were conducted online from February 7 and February 13, 2023. The groups took an average of 90 minutes. Quorus was responsible for coordinating all aspects of the research project including designing and translating the recruitment screener and the moderation guide, coordinating all aspects of participant recruitment, coordinating the online focus group platform and related logistics, moderating all sessions, and delivering required reports at the end of data collection.

Across the groups, participants were segmented based on the following target demographics:

- Canadians who travel internationally
- Rural Canadians / Canadians who own pigs / Canadians who live close to pig farms
- Ethnic background (one session with Italians and Germans, one with Chinese, Filipinos and Vietnamese, and one with Haitians)

Across all focus groups, recruitment efforts aimed for a mix across age, gender, and, where applicable, urban and rural populations, and, where applicable, with some representation of visible minorities. For sessions that covered more than one province or territory, efforts aimed for representation from each individual province and territory within the given region.

Participants invited to participate in the focus groups were recruited by telephone from the general public as well as from an opt-in database.

In the design of the recruitment screener, specific questions were inserted to clearly identify whether participants qualify for the research program and to ensure a good representation across demographic dimensions.



In addition to the general participant profiling criteria noted above, additional screening was done to ensure quality respondents, such as:

- No participant (nor anyone in their immediate family or household) may work in an occupation that has anything to do with the research topic area, in related government departments/agencies, nor in advertising, marketing research, public relations or the media (radio, television, newspaper, film/video production, etc.), nor may respondents themselves ever have worked in such occupations.
- No participants acquainted with each other may be knowingly recruited for the same study, unless they are in different sessions that are scheduled separately.
- No participants may be recruited who have attended a qualitative research session within the past 6 months.
- No participant may be recruited who has attended 5 or more qualitative research sessions in the past 5 years.
- No participant should be recruited who has attended, in the past 2 years, a qualitative research session on the same general topic as defined by the researcher/moderator.

Data collection consisted of online focus groups, each lasting 1.5 hours. For each focus group, Quorus recruited 8 participants to achieve 6 to 8 participants per focus group.

All focus groups were held in the evenings on weekdays using the Zoom web conferencing platform, allowing the client team to observe the sessions in real-time. The research team used the Zoom platform to host and record sessions (through microphones and webcams connected to the moderator and participants electronic devices, for example laptops and tablets) enabling client remote viewing. Recruited participants were offered an honorarium of \$125 for their participation.

The recruitment of focus group participants followed the screening, recruiting and privacy considerations as set out in the *Standards for the Conduct of Government of Canada Public Opinion Research—Qualitative Research*. Furthermore, recruitment respected the following requirements:

- All recruitment was conducted in the participant's official language of choice, English and French, as appropriate.

- Upon request, participants were informed on how they can access the research findings.
- Upon request, participants were provided with Quorus' privacy policy.
- Recruitment confirmed each participant had the ability to speak, understand, read and write in the language in which the session was to be conducted.
- Participants were informed of their rights under the *Privacy and Access to Information Acts* and ensured those rights were protected throughout the research process. This included: informing participants of the purpose of the research, identifying both the sponsoring department or agency and research supplier, informing participants the study will be made available to the public 6 months after field completion through Library and Archives Canada, and informing participants that their participation in the study is voluntary and the information provided will be administered according to the requirements of the *Privacy Act*.

At the recruitment stage and at the beginning of each focus group, participants were informed that the research was for the Government of Canada. Participants were informed of the recording of their session in addition to the presence of Government of Canada observers. Quorus ensured that prior consent was obtained at the recruitment stage.

A total of eight online focus groups were conducted with 61 Canadians, as per the table below:

**Figure 60 – Focus group schedule**

Location	Language	Segment	Date and Time (2023)	Participants
<b>Ontario / Nunavut</b>	English	Canadians who travel internationally	February 7, 5:00 pm EST	8
<b>British Columbia / Yukon</b>	English	Canadians who travel internationally	February 7, 5:00 pm PST	8
<b>Atlantic Canada</b>	English	Rural Canadians / Canadians who own pigs / Canadians who live close to pig farms	February 8, 4:00 pm AST	8
<b>Prairies and British Columbia</b>	English	Rural Canadians / Canadians who own pigs / Canadians who live close to pig farms	February 8, 5:00 pm CST	8

Location	Language	Segment	Date and Time (2023)	Participants
Ontario / National	English	Italians and Germans	February 9, 5:00 pm EST	7
British Columbia / National	English	Chinese / Filipino / Vietnamese	February 9, 5:00 pm PST	7
Quebec	French	Haitians	February 13, 5:00 pm EST	7
Quebec / National	French	Rural Canadians / Canadians who own pigs / Canadians who live close to pig farms	February 13, 7:00 pm EST	8
<b>Total</b>	-	-		<b>61</b>

### Quantitative

The research consisted of an online survey with some oversampling of specific target audiences. The survey was conducted through an online panel of households.

Quorus collaborated with the CFIA to finalize the survey instrument in English to meet the research objectives. Quorus translated the client-approved English version of the survey. Respondents had the choice to complete the survey in English or French.

All research work was conducted in accordance with the *Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys*. More specifically, Quorus informed participants of their rights under the Privacy and Access to Information Acts and ensure that those rights are protected throughout the research process. This includes: informing participants of the purpose of the research; identifying both the sponsoring department or agency and research supplier; informing participants that the study will be made available to the public in 6 months after field completion through Library and Archives Canada and informing participants that their participation in the study is voluntary and the information provided will be administered according to the requirements of the *Privacy Act and the Personal Information Protection and Electronic Documents Act*.

A total of 2,732 surveys were completed, with data collection occurring between February 1<sup>st</sup> and February 23<sup>rd</sup>, 2023. Data collection included a pretest of 61 surveys with English respondents and 18 with French respondents. The pretest helped to assess the flow of the survey, understanding of the questions, language, data integrity, and particularly the length of the survey. Upon review of the pretest findings, it was

determined that no changes to the questionnaire were needed and as such, surveys completed as part of the pretest were kept as part of the final results.

The survey took on average 11 minutes to complete.

For this study, quotas were established for each province to ensure there was adequate representation to generate sufficient data regionally, which would allow for a more robust analysis. Data was monitored to aim for a 50/50 gender split in each province, and that no specific age cohort was under-represented. A margin of error could not be calculated for the online results due to the use of a non-probability sample, as respondents were only selected from those who had registered to participate in online surveys through a panel. The equivalent margin of error for a probability study of 2,732 cases would be +/- 1.9%.

**Figure 61 – Online panel participation rate**

<b>Total click throughs (C)</b>	11 364
<b>Invalid cases (T)</b>	40
Terminations	40
<b>Responding units (R)</b>	9122
Completed surveys disqualified after the quota was filled	6389
Completed surveys	2733
Participation rate = $T + R / C$ (40 + 9122 / 11,364)	80%

The online survey participation rate was approximately 80%.

Non-response bias is a possible issue since certain types of people may be more willing to respond to a survey request than others.

The data collected cannot be extrapolated to the overall population of Canadians. Further description of the non-probability sampling approach, including quotas and web panels, can be found here: <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>

Data were weighted by region, gender and age to ensure that the final distributions within the final sample mirror those of the Canadian population according to the latest census data. The following segments were oversampled in order to ensure sufficient sample sizes for analysis purposes: rural Canadians, select ethnicities (Chinese, Filipino, Vietnamese, Italian and German), pig owners, and international travellers. Population

incidence rates shown in the grids below were used to appropriately calibrate overall results and adjust for oversampling.

**Figure 62 – Weighting by age**

Age	Unweighted	Weighted	2021 Canada population estimates
18-24	10%	10%	10.1%
25-34	17%	17%	16.6%
35-44	17%	16%	16.5%
45-54	18%	16%	15.7%
55-64	18%	18%	17.5%
65+	20%	24%	23.6%

**Figure 63 – Weighting by gender**

Gender	Unweighted	Weighted	2021 Canada population estimates
Male	47%	49%	48.8%
Female	53%	51%	51.2%

**Figure 64 – Weighting by region**

Region	Unweighted	Weighted	2021 Canada population estimates
Atlantic Canada	6%	7%	6.7%
Quebec	25%	23%	23%
Ontario/Nunavut	39%	39%	38.7%
Western Canada (MB/SK/AB/NWT/BC/YK)	30%	32%	31.6%

**Figure 65 – Weighting by ethnicity**

Ethnicity	Unweighted	Weighted	2021 Canada population estimates
Chinese	6%	6%	6.3%
Filipino	5%	1%	1%
Vietnamese	3%	1%	0.5%
Italian	6%	4%	3.4%
German	7%	3%	4.1%

**Figure 66 – Weighting by urban setting**

Urban setting	Unweighted	Weighted	2021 Canada population estimates
Urban	77%	75%	75%
Rural	23%	25%	25%

**Figure 67 – Weighting by pig ownership**

Owns pigs	Unweighted	Weighted	2021 Canada population estimates
Yes	4%	3%	2.9%
No	96%	97%	97.1%

**Figure 68 – Weighting by international traveller status**

International traveller	Unweighted	Weighted	Percentages used for weighting
Yes	31%	27%	26.8%
No	69%	73%	73.2%

## Respondent Profile

The following tables detail the demographic composition of the overall survey sample of the online mode of data collection.

**Figure 69 – Age**

Age	Unweighted	Weighted
18-24	10%	10%
25-34	17%	17%
35-44	17%	16%
45-54	18%	16%
55-64	18%	18%
65+	20%	24%

Q1. In what year were you born? Base: All respondents, 2023, n=2732.

**Figure 70 – Gender identity**

<b>Gender</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	47%	49%
Female	53%	51%

GENDER: Please indicate the gender you identify with? Base: All respondents, 2023, n=2732.

**Figure 71 – Region**

<b>Region</b>	<b>Unweighted</b>	<b>Weighted</b>
British Columbia	13%	13%
Alberta	11%	12%
Saskatchewan	3%	4%
Manitoba	3%	3%
Ontario	39%	39%
Quebec	25%	23%
New Brunswick	2%	2%
Nova Scotia	2%	3%
Prince Edward Island	1%	1%
Newfoundland and Labrador	1%	1%
Northwest Territories	<1%	<1%
Yukon	<1%	<1%
Nunavut	<1%	<1%

Q2. Which province or territory do you live in? Base: All respondents, 2023, n=2732.

**Figure 72 – Ethnic group**

<b>Ethnic group</b>	<b>Unweighted</b>	<b>Weighted</b>
Chinese	6%	6%
Filipino	5%	1%
Vietnamese	3%	1%
Haitian	<1%	<1%

German	7%	4%
Italian	6%	3%
Canadian	3%	3%
Indian	1%	1%
Ukrainian	1%	1%
Portuguese	<1%	1%
English / British	1%	1%
Dutch	<1%	<1%
Greek	<1%	<1%
Irish	<1%	<1%
French	<1%	<1%
Korean	<1%	1%
Polish	<1%	<1%
Hungarian	<1%	<1%
White/Caucasian	2%	2%
Hispanic / Latino	1%	1%
Indigenous	1%	1%
Arab	<1%	<1%
Black	<1%	<1%
Pakistani	<1%	<1%
European (unspecified)	<1%	<1%
Middle Eastern (unspecified)	<1%	<1%
South Asian	<1%	<1%
Southeast Asian	<1%	<1%
African	<1%	<1%
Mixed / Multiple ethnicities	1%	1%
Other	2%	3%
Don't know / Refusal	<1%	<1%
None of the above	57%	65%

Q3. Do you identify as being a member of any of the following ethnic groups? SELECT ALL THAT APPLY. Base: All respondents, 2023, n=2732.



**Figure 73 – Urban setting**

Urban setting	Unweighted	Weighted
Urban	77%	75%
Rural	23%	25%

Q4. Which of the following best describes where you live? Base: All respondents, 2023, n=2732.

**Figure 74 – Pig ownership**

Owns pigs	Unweighted	Weighted
Yes	4%	3%
No	96%	97%

Q5. Do you own any pigs, including as a pet, farming, a hobby farm, or other reasons? Base: All respondents, 2023, n=2732.

**Figure 75 – Employment status**

Employment	Unweighted	Weighted
Working full-time, that is, 35 or more hours per week	44%	41%
Working part-time, that is, less than 35 hours per week	9%	9%
Self-employed	6%	6%
Unemployed, but looking for work	4%	4%
A student attending school full time	6%	6%
Retired	24%	27%
Not in the workforce (full-time homemaker, unemployed, not looking for work)	7%	7%
Don't know, prefer not to answer	1%	1%

Q33. Which of the following best describes your current employment status? Base: All respondents, 2023, n=2732.

**Figure 76 – Education**

Education	Unweighted	Weighted
Some high school	3%	3%
High school diploma or equivalent	20%	22%
Registered apprenticeship or other trades certificate or diploma	6%	6%
College, CEGEP or other non-university certificate or diploma	25%	25%
University certificate or diploma below a bachelor's level	7%	6%
Bachelor's degree	28%	26%
Postgraduate degree above bachelor's level	11%	11%
Don't know/Prefer not to answer	1%	1%

Q34. What is your highest level of education that you have completed Base: All respondents, 2023, n=2732.

**Figure 77 – Indigenous status**

Indigenous status	Unweighted	Weighted
Yes	3%	3%
No	96%	96%
Don't know/Prefer not to answer	1%	1%

Q35. Are you an Indigenous person, that is, First Nations, Metis or Inuk (Inuit)? Base: All respondents, 2023, n=2732.

**Figure 78 – Martial status**

Martial status	Unweighted	Weighted
Single	31%	31%
Married/living with someone/common law	56%	54%
Separated/divorced	9%	9%
Widowed	3%	4%
Don't know/Prefer not to say	1%	1%

Q36. What is your martial status? Base: All respondents, 2023, n=2732.

**Figure 79 – Amount of people living in household**

Amount of people living in household	Unweighted	Weighted
1	23%	24%
2	36%	37%
3	18%	17%
4	13%	12%
5+	7%	6%
Don't know/Prefer not to say	4%	3%

Q37. How many individuals, including yourself, currently live in your household? Base: All respondents, 2023, n=2732.

**Figure 80 – Parent or guardian status**

Parent or guardian	Unweighted	Weighted
Yes	23%	21%
No	76%	78%
Don't know/Prefer not to say	1%	1%

Q38. Are you a parent or guardian of a child under the age of 18? Base: All respondents, 2023, n=2732.

**Figure 81 – Household income**

Household income	Unweighted	Weighted
Under \$20,000	8%	9%
\$20,000 to just under \$40,000	15%	16%
\$40,000 to just under \$60,000	15%	16%
\$60,000 to just under \$80,000	14%	14%
\$80,000 to just under \$100,000	12%	12%
\$100,000 to just under \$150,000	15%	15%
\$150,000 or more	10%	9%
Don't know/Prefer not to answer	11%	10%

Q39. Which of the following categories best describes your total household income for 2022? That is, the total income of all persons in your household combined, before taxes. Base: All respondents, 2023, n=2732.

# Appendices

## Appendix A: Screener

### Specifications

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- Recruit 8 participants per group, for 6 to 8 to show
- Participants to be paid \$125
- 8 online focus groups with individuals at least 18 years of age, from across Canada with groups divided amongst the following segments:
  - 3 online focus groups with individuals that are of certain ethnic backgrounds [targeted ethnicity varies by group]
  - 3 online focus groups with individuals that live in rural areas, own pigs, or live close to pig farms
  - 2 online focus groups with Canadians who travel internationally
- 2 participants in each session should live in a town with a population no higher than 20,000

### All times are stated in local area time unless specified otherwise.

**Group 1**  
**Ontario/Nunavut –**  
**Canadians who traveled**  
**internationally**

February 7  
5:00 pm EST

**Group 2**  
**BC/Yukon –**  
**Canadians who**  
**traveled**  
**internationally**

February 7  
5:00 pm PST

**Group 3**  
**Atlantic Canada**  
**(NB/NL/NS/PEI) – Rural**  
**Canadians/ pig owners**

February 8  
4:00 pm AST

**Group 4**  
**Prairies (MB/SK/AB)/**  
**BC – Rural Canadians/**  
**pig owners**

February 8  
5:00 pm CST

**Group 5**  
**Ontario/National –**  
**Italians and Germans**

February 9  
5:00 pm EST

**Group 6**  
**BC/National –**  
**Chinese/Filipino/**  
**Vietnamese**

February 9  
5:00 pm PST

**Group 7**  
**Quebec – Haitians**

February 13  
5:00 pm EST  
**FRENCH**

**Group 8**  
**Quebec/National –**  
**Rural Canadians/ pig**  
**owners**

February 13  
7:00 pm EST  
**FRENCH**

## Questionnaire

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### A. Introduction

Hello/Bonjour, my name is [NAME] and I am with Quorus Consulting Group, a national public opinion research company. We're planning a series of online discussion groups on behalf of the Government of Canada with people in your area. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

**[INTERVIEWER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]**

**[INTERVIEWER NOTE 2: IF SOMEONE IS ASKING TO PARTICIPATE IN FRENCH/ENGLISH BUT NO GROUP IN THIS LANGUAGE IS AVAILABLE IN THIS AREA, TALK TO YOUR SUPERVISOR.]**

As I was saying – we are planning a series of online discussion groups on behalf of the Government of Canada with people in your area. The research will focus on food security. The groups will last up to 90 minutes (one and a half hours) and people who take part will receive a cash gift to thank them for their time.

Participation is completely voluntary. We are interested in your opinions. No attempt will be made to sell you anything or change your point of view. The format is a group discussion held using an online web conferencing platform similar to Zoom, led by a research professional with about six to eight other participants invited the same way you are being invited. The use of a computer or a tablet (not a smartphone) in a quiet room is necessary for participation, as the moderator will be gauging reactions to concepts and materials. All opinions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy.

**[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: “The information collected through the research is subject to the provisions of the *Privacy Act*, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.”]**

1. Before we confirm the invitation, we need to ask you a few questions to ensure that we get a good mix of people in each of the groups. This will take 5 minutes. May I continue?

Yes	1	<b>CONTINUE</b>
No	2	<b>THANK/DISCONTINUE</b>

### **B. Qualification**

2. Would you have any problems with the discussion of pigs, pork or any related products for any reason, whether that be on religious, dietary, moral or other grounds?

Yes	1
No	2

**IF YES, THANK/DISCONTINUE**

- 3a. Do you identify as indigenous or Metis? **[record for analysis only]**

Yes	1	<b>SKIP TO Q5</b>
No	2	
Not sure / rather not say	9	

3. Do you identify as being a member of any of the following ethnic groups? [Accept multiple answers]

Chinese	1
Filipino	2
Vietnamese	3
Haitian	4
German	5
Italian	6
Other ethnic group: Please specify_____	7
None of the above	8

**IF ONE ETHNICITY AMONG OPTIONS 1 TO 6 IS SELECTED, CONSIDER FOR THE APPROPRIATE ETHNIC GROUP**

4. [Only ask if multiple answers are selected in Q3 among options 1 to 6] Is there a specific background that you identify with most strongly?

Yes	1
No	2

**IF YES, CONSIDER FOR GROUP WHICH BEST FITS ETHNICITY  
IF NO, CONSIDER FOR EITHER ETHNIC GROUP AS NEEDED**



5. Do you currently live in... **[READ LIST]**

- |   |   |
|---|---|
| A city or metropolitan area with a population of at least 100,000 | 1 |
| A city with a population of 20,000 to just under 100,000          | 2 |
| A city or town with a population of 10,000 to just under 20,000   | 3 |
| A town or rural area with a population of less than 10,000        | 4 |

**IF <20,000, CONSIDER FOR FOCUS GROUPS WITH RURAL CANADIANS / CANADIANS WHO OWN PIGS / CANADIANS WHO LIVE CLOSE TO PIG FARMS – AIM FOR HALF OF PARTICIPANTS IN THIS SEGMENT FROM RURAL AREA <10,000**

**FOR GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY, RECRUIT A MIX FOR ETHNIC GROUPS, RECRUIT A MIX AS A BEST EFFORT**

6. Do you own any pigs, including as a pet, farming, a hobby farm or other reasons?

- |     |   |                   |
|-----|---|-------------------|
| Yes | 1 |                   |
| No  | 2 | <b>SKIP TO Q9</b> |

7. Do you own any pigs for commercial farming purposes?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

**IF NO AT Q7, PRIORITIZE FOR FOCUS GROUPS WITH RURAL CANADIANS / CANADIANS WHO OWN PIGS / CANADIANS WHO LIVE CLOSE TO PIG FARMS AND SKIP TO Q16**

8. **[IF YES IN Q7]** Are you part of a pork board or pork association?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

**IF YES AT Q8, DO NOT RECRUIT FOR FOCUS GROUPS WITH RURAL CANADIANS / CANADIANS WHO OWN PIGS / CANADIANS WHO LIVE CLOSE TO PIG FARMS – INSTEAD CONSIDER FOR OTHER GROUPS**

**IF NO AT Q8, PRIORITIZE FOR FOCUS GROUPS WITH RURAL CANADIANS / CANADIANS WHO OWN PIGS / CANADIANS WHO LIVE CLOSE TO PIG FARMS AND SKIP TO Q16**

9. **[IF NO at Q6]** Do you live within 20km of a pig farm, or anywhere that may have pigs on the property?

Yes	1
No	2

**IF YES, PRIORITIZE FOR FOCUS GROUPS WITH RURAL CANADIANS / CANADIANS WHO OWN PIGS / CANADIANS WHO LIVE CLOSE TO PIG FARMS AND SKIP TO Q16**

10. Have you travelled outside of Canada in the past 18 months?

Yes	1	
No	2	<b>SKIP TO Q13</b>

11. **[IF Q10=YES]** Where have you travelled within the past 18 months? **[LIST ALL THAT APPLY]**

**RECORD** \_\_\_\_\_

**IF ANY COUNTRY OTHER THAN THE UNITED STATES IS NAMED, CONSIDER FOR GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY (RECRUIT A MIX OF COUNTRIES) AND PROCEED TO Q16**

12. **[IF ONLY RESPONSE IN Q11=UNITED STATES]** Did you travel to Hawaii or any US Territories, such as American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands?

Yes	1	
No	2	<b>CONTINUE</b>

**IF YES, CONSIDER FOR GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY AND PROCEED TO Q16**

13. Do you intend to travel internationally within the next 2 years?

Yes	1
No	2

**IF NO AT Q10 AND Q13, CONSIDER FOR ETHNIC GROUP IF QUALIFIED OR  
THANK/DISCONTINUE**

**IF NO AT Q12 AND Q13, CONSIDER FOR ETHNIC GROUP IF QUALIFIED OR  
THANK/DISCONTINUE**

14. Which country might you travel to? [LIST ALL THAT APPLY]

**RECORD \_\_\_\_\_**

**IF ANY COUNTRY OTHER THAN THE UNITED STATES IS NAMED, CONSIDER FOR  
GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY (RECRUIT A MIX OF  
COUNTRIES) AND PROCEED TO Q16**

15. [IF ONLY RESPONSE IN Q14=United States] Do you intend to travel to Hawaii or any US Territories, such as American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands?

Yes	1
No	2

**IF YES, CONSIDER FOR GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY  
IF NO AT Q10 AND Q15, CONSIDER FOR ETHNIC GROUP IF QUALIFIED OR  
THANK/DISCONTINUE**

**IF NO AT Q12 AND Q15, CONSIDER FOR ETHNIC GROUP IF QUALIFIED OR  
THANK/DISCONTINUE**

**FOR GROUPS WITH CANADIANS WHO TRAVEL INTERNATIONALLY, RECRUIT A MIX OF  
THOSE WHO HAVE TRAVELLED WITHIN THE LAST 18 MONTHS AND THOSE WHO  
INTEND TO TRAVEL IN THE NEXT 2 YEARS**

16. Are you an international student currently studying in Canada?

Yes 1  
 No 2

**RECRUIT ON A BEST EFFORT BASIC FOR ANY OF THE GROUPS**

17. Do you or does anyone in your immediate family or household work in any of the following areas? **[READ LIST]**

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2

**IF “YES” TO ANY OF THE ABOVE, THANK/DISCONTINUE**

18. What is your gender identity? [If you do not feel comfortable disclosing, you do not need to do so] **[DO NOT READ LIST]**

Male 1  
 Female 2  
 Transgender Male 3  
 Transgender Female 4  
 Non-Binary 5  
 Prefer to self-describe, please specify: \_\_\_\_\_ 6  
 Prefer not to say 7

**AIM FOR 50/50 SPLIT OF MALE AND FEMALE, WHILE RECRUITING OTHER GENDER IDENTITIES AS THEY FALL**

19. We are looking to include people of various ages in the group discussion. May I have your age please? **RECORD AGE:** \_\_\_\_\_

**RECRUIT A MIX OF AGES**

20. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for participating?

Yes 1  
No 2 **GO TO Q24**

21. When did you last attend one of these discussion groups or interviews?

Within the last 6 months	1	<b>THANK/TERMINATE</b>
Over 6 months ago	2	

22. Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

**RECORD:** \_\_\_\_\_

**THANK/TERMINATE IF RELATED TO FOOD SAFETY/AFRICAN SWINE FEVER**

23. How many discussion groups or interviews have you attended in the past 5 years?

Fewer than 5	1	
Five or more	2	<b>THANK &amp; TERMINATE</b>

24. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in an online group discussion? Are you...

**READ OPTIONS**

Very comfortable	1	<b>MIN 5 PER GROUP</b>
Fairly comfortable	2	
Not very comfortable	3	<b>THANK &amp; TERMINATE</b>
Very uncomfortable	4	<b>THANK &amp; TERMINATE</b>

25. Do you have access to a stable internet connection, capable of sustaining a 90-minute online video conference?

Yes	1	
No	2	<b>THANK &amp; TERMINATE</b>

26. Participants will be asked to provide their answers through an online web conferencing platform using a computer or a tablet (not a smartphone) in a quiet room. It is necessary for participation, as the moderator might be gauging reactions to advertising concepts and materials. Is there any reason why you could not participate? (No access to computer or tablet, internet, etc.) If you need glasses to read or a device for hearing, please remember to wear them.

Yes	1	
No	2	<b>SKIP TO INVITATION</b>

27. Is there anything we could do to ensure that you can participate?

Yes	1	<b>ASK Q29</b>
No	2	<b>THANK AND TERMINATE</b>
DK/NR	9	<b>THANK AND TERMINATE</b>

28. What specifically? [OPEN END]

**INTERVIEWER TO NOTE FOR POTENTIAL ONE-ON-ONE INTERVIEW**

**RECRUITER NOTE: WHEN TERMINATING AN INTERVIEW, SAY:** “Thank you very much for your cooperation. We are unable to invite you to participate because we have enough participants who have a similar profile to yours.”

### C. INVITATION TO PARTICIPATE

29. I would like to invite you to participate in an online focus group session where you will exchange your opinions in a moderated discussion with other individuals in your region. The discussion will be led by a researcher from the national public opinion research firm, Quorus Consulting. The session will be recorded but your participation will be confidential. The group will be hosted using an online web conferencing platform, taking place on [DAY OF WEEK], [DATE], at [TIME]. It will last 90 minutes (one and a half hours). People who attend will receive \$125 to thank them for their time.

Would you be interested in taking part in this study?

Yes	1	
No	2	<b>THANK &amp; TERMINATE</b>

30. The discussion group will be video-recorded. These recordings are used to help with analyzing the findings and writing the report. The results from the discussions will be grouped together in the research report, which means that individuals will not be identified in anyway. Is this acceptable?

Yes	1	
No	2	<b>THANK &amp; TERMINATE</b>

31. Individuals from the Canadian Food Inspection Agency (CFIA) and/or the Government of Canada involved in this research project may be observing the session. They will not take part in the discussion, and they will not know your full name. Is this acceptable?

Yes	1	
No	2	<b>THANK &amp; TERMINATE</b>

32. The recordings may also be used by the CFIA client team solely for presenting research findings internally however you would not be identified by name and nobody from the client team would contact you as a result of any feedback you provide. Is this acceptable?

Yes 1

No 2 **THANK & TERMINATE**

33. Thank you. Just to make sure, the group will take place on **[DAY OF WEEK]**, **[DATE]**, at **[TIME]** and it will last 90 minutes (one and a half hours). Following your participation, you will receive \$125 to thank you for your time. Are you interested and available to attend?

Yes 1

No 2 **THANK & TERMINATE**

To conduct the session, we will be using a screen-sharing application called **[PLATFORM]**. **We will need to send you by email the instructions to connect.** The use of a computer or tablet (**not a smartphone**) in a quiet room is necessary since the moderator will want to show material to participants to get their reactions – that will be an important part of the discussion.

We recommend that you click on the link we will send you a few days prior to your session to make sure you can access the online meeting that has been setup and repeat these steps at least 10 to 15 minutes prior to your session.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, **you cannot send someone to participate on your behalf** - please call us so that we can get someone to replace you. You can reach us at **[INSERT NUMBER]** at our office. Please ask for **[INSERT NAME]**.



So that we can contact you to remind you about the focus group or in case there are any changes, can you please confirm your name and contact information for me?

**[READ INFO AND CHANGE AS NECESSARY.]**

First name \_\_\_\_\_

Last Name \_\_\_\_\_

Email \_\_\_\_\_

Day time phone number \_\_\_\_\_

Night time phone number \_\_\_\_\_

Thank you!

**If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.**

## Appendix B: Moderation guide

### Introduction to Procedures (10 minutes)

Thank you all for joining this online focus group!

- Introduce moderator/firm and welcome participants to the focus group.
  - Thanks for attending.
  - My name is [INSERT MODERATOR NAME] and I work with Quorus Consulting, and we are conducting research on behalf of the Government of Canada.
  - Today we will be talking about food security issues.
  - The discussion will last approximately 90 minutes.
  - If you have a cell phone or other electronic device, please turn it off.
- Describe focus group.
  - A discussion group is a “round table” discussion, meaning we will discuss something and everyone has an equal chance to express an opinion. We may also be asking you to answer survey questions from time to time to help guide the discussion.
  - My job is to facilitate the discussion, keeping us on topic and on time.
  - Your job is to offer your opinions on the topics I’ll be presenting to you tonight/today.
  - Your honest opinion is valued. There are no right or wrong answers. This is not a knowledge test.
  - Everyone’s opinion is important and should be respected.
  - We want you to speak up even if you feel your opinion might be different from others. Your opinion may reflect that of other consumers.
  - To participate in this session, please make sure your webcam and your microphone are on and that you can hear me clearly. If you are not speaking, I would encourage you to mute your line to keep background noise to a minimum...just remember to remove yourself from mute when you want to speak!
  - We might use the chat function. **[MODERATOR EXPLAINS HOW TO ACCESS THE ZOOM CHAT FEATURE DEPENDING ON THE DEVICE THE PARTICIPANT IS USING]**. Let’s do a quick test right now - please open the chat window and send the group a short message (e.g., Hello everyone). If you have an answer to a

question and I don't get to ask you specifically, please type your response in there. We will be reviewing all chat comments at the completion of this project.

● Explanations.

- Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. Please do not provide any identifiable information about yourself.
- The final report for this session, and others, can be accessed through the Library of Parliament or Library and Archives Canada's website once it's posted.
- Your responses will in no way affect your dealings with the Government of Canada.
- The session is being audio-video recorded for report writing purposes / verify feedback. Short portions of the recordings will also be used internally by the client research team to support their internal communication of the research results.
- Some of my colleagues involved in this project are watching this session and this is only so they can hear the comments first-hand.

- Please note that I am not an employee of the Government of Canada and may not be able to answer questions about what we will be discussing. If questions do come up over the course of the group, we will try to get answers for you before we wrap up the session.

Any questions?

### Introductions (5 minutes)

**INTRODUCTIONS:** Let's go around – please tell us your name and a little bit about yourself, such as where you live, who lives with you, what you do for a living, etc.

## Section 1: Overall views on and experiences with travelling or shipping products into Canada (15 minutes)

### **ASK TRAVELLERS**

When you travel to locations outside of Canada, do you bring anything back with you into Canada?

- What about food...has that ever happened?
  - **IF YES:** What have you brought back?
  - **IF NO:** Why have some of you not brought back any food from any of your trips?

What are your thoughts on bringing back food into Canada?

- Which types of food, if any, would you consider acceptable or safe to bring back to Canada?
  - What makes them “safe” or “acceptable”?
- ...and which ones, if any, would you consider unacceptable or unsafe?
  - What makes them “unsafe” or “unacceptable”?
- **AS NEEDED:** And where does meat fit in all this? ...and what about pork more specifically?

Think of a time when you travelled on a plane and brought items back in your suitcase, mainly food items:

- Did you have any concerns about if the food item is allowed to be brought into Canada? ...what concerns exactly?
- At what point on your trip would you think about whether a food item is allowed to be brought into Canada?
- Has it ever happened that you **forgot** to declare a food item when you got back to Canada? ...do you remember what the item was?
  - Has it ever happened where you **intentionally decided not to declare** a food item when you got back to Canada? ...do you remember what the item was and what your thought process at the time?

In terms of concerns when travelling, where would bringing home a food item that would not be allowed to be brought home rank in your mind in terms of importance? Would you say high importance, low, or not at all?

- Help me understand your rating a bit more.
  
- When traveling back to Canada from an international trip, do any of you remember seeing rules about declaring food items at customs?
  - Where did you see them?
  - Why do you think these rules were introduced?
  - What, if any, are the risks of bringing in food from another country?

Do you think one piece of meat or fruit or something like that could have an impact on Canada? What might be the impact?

As far as you know, could bringing back food items contribute in any way to spreading disease in Canada? ...help me understand what you've heard about this.

- Do you remember where or how you became aware of this?
  
- Have your views or your awareness about spreading disease through food items brought into Canada changed at all since or because of the COVID-19 pandemic?

### **ASK ETHNICITY GROUPS**

How do you get the special or traditional foods that aren't readily available in your area?

- Have you ever ordered special or traditional food items **online** from sellers located outside Canada? ...like what?
  
- Have you ever received special or traditional food items **in the mail from relatives** in other countries? ...like what?
  
- Have **relatives living in another country ever brought you** special or traditional food items when visiting? ...like what?
  
- Have you ever **brought back to Canada** special or traditional food items after visiting relatives in another country? ...like what?

- Have you obtained special or traditional foods that aren't readily available in your area any other way?

When you think about all the different ways that someone can obtain food products that are impossible or difficult to find in Canada or in your area, do you recall ever obtaining meat products? ...what about pork products specifically?

What concerns, if any, do you have about obtaining food items from outside Canada for your own personal consumption?

- ...does it depend on the type of food item?
- What food items, if any, would you be concerned about bringing into Canada?
- Are you aware of any rules that people living in Canada need to follow when it comes to obtaining or bringing back foods from international locations, even if it is for personal consumption? What can you tell me about these rules?
  - Do you remember how you became aware of these rules?
  - As far as you know, are these just general suggestions or are they strict rules?
  - And as far as you know, why do these rules exist? ...what could happen if the rules are not followed? ...what are the risks?

Do you think one piece of meat or fruit or something like that could have an impact on Canada? What might be the impact?

As far as you know, could obtaining or bringing back food items contribute in any way to spreading disease in Canada? ...help me understand your thoughts or what you've heard about this.

- Do you remember where or how you became aware of this?

#### **FOR "RURAL/PIG OWNER/LIVE CLOSE TO PIGS" GROUPS**

Do any of you travel outside Canada?

When you consider your return to Canada, do any of you have any concerns about bringing back diseases? ...tell me a bit more about this.

- What types of diseases come to mind?
- What measures, if any, do you typically take to avoid any issues?

### **AS NEEDED:**

Something you all have in common is that you live in a rural area or you've informed us that you live close to pigs or that you may even own pigs.

When traveling back to Canada from an international trip, do you take any particular precautions because of your closeness to pigs or a pig farm?

- What measures, if any, do you typically take to avoid any issues?
- Why would you bother? As far as you know, are such precautions even important?
- Do you remember how you became aware of any issues related to international travel and any potential impact on pigs?

## Section 2: Living with or near pigs (20 minutes)

### **FOR "RURAL/PIG OWNER/LIVE CLOSE TO PIGS" GROUPS**

You indicated that you own pigs or live in close proximity to a pig farm. I would like to get a better sense about any interaction you may have with pigs in your life.

Please raise your hand if you own pigs!

#### **If rural/lives near pigs (but do not own pigs):**

For those of you who do not own any pigs, can you please describe any contact you may have with pigs.

- Do you have any neighbours who own pigs or know people who work with pigs?
- Do you visit local farms or anyone with pigs on their property?
  - Do you ever have an opportunity to pet the pigs or interact with them?
- Do you shop from local farmers?
- Can you think of any other relationship or contact you might have with local pig owners?

#### **If own pigs:**

For those of you who own pigs, how many do you have currently and for how many years have you been keeping or caring for pigs?

- How would you rate your knowledge when it comes to keeping and caring for pigs? Would you say you are a beginner, intermediate, advanced or expert?

Do you keep pigs as a food source, as a hobby, to trade/sell, as a pet, etc.?

- Do you consider yourself a pig farmer? Why do you say that?

Can you describe where you keep them and what routines you have in tending to them?

I have a few questions about feeding your pig(s):

- What do you feed your pigs? Are you strict with making sure they only eat specific food? What about any table scraps?
- Are there any particular legal aspects related to what you can and cannot feed pigs?
- How do you keep track of logs of activity for your pigs? Have you ever heard of a biosecurity checklist?

Generally, how familiar do you feel you are with animal diseases and steps that can be taken to prevent contagion?

- Where do you tend to obtain guidance and information on these topics? How helpful have these resources been? What else would you like to know?

#### **ASK ALL IN “RURAL/PIG OWNER/LIVE CLOSE TO PIGS” GROUPS**

Are you aware of any safety protocols in place on farms or properties with pigs?

- Please describe any rules or protocols you [might be aware of / have in place].
- How strict [are they/are you] with how [their/your] pigs interact with people, with objects or with other animals?
- **PIG OWNERS:** Do you enforce any behaviours to ensure disinfection so not to spread animal diseases? / **NON-PIG OWNERS:** When visiting pig farms, do you do anything to ensure disinfection so not to spread animal diseases?

You all interact with or live near pigs. What is your experience in how people tend to share information about animal diseases?



- I asked pig owners earlier where they get information about animal diseases – what about the rest of you? What roles have you seen owners play in this area? Do you feel owners take this matter seriously?
- Where else have you gotten information about animal diseases?
- Do you feel you know all you need to know about this topic? What else would you want to know?

### Section 3: Awareness and concern about risk of ASF (15 mins)

**Prompt for all groups:** We are going to be talking a bit about the spread of animal diseases today, and generally about how they can be spread in Canada.

Do you have any awareness of any animal diseases? Can you name any?

- As far as you know, what impact do you think these types of diseases could have on Canada?

Are you at all aware of any foreign animal diseases that are elsewhere but have not come to Canada yet?

- How concerned are you that any foreign animal disease could negatively impact the Canadian economy? ...help me understand your view on this.

Hands up those who have heard of African swine fever (ASF)?

Have you seen, read or heard anything about African swine fever over the past year or so?

- What did you see, read or hear?
- Where did you see, read or hear that?

Do any of you have any experience with wild pigs in Canada? Were any of you aware that there are wild pig populations in Canada?

- What have you seen, read or heard about this?
- Do you think they are a big concern?
- Do you have any particular concerns with them eating out of landfills or dumps?

Generally, what can you tell me about African swine fever?

**PROBE AS NEEDED:**

- What do you know about the Swine flu?
  - Do you think swine flu and ASF are related, or maybe the same thing?
- Any sense of how African swine fever might compare to other animal diseases such as Avian Influenza?
- Is it harmful to people?
- Any concerns?

Have any of you actively looked for information about African swine fever?

- What information were you looking for exactly and did you find what you were looking for?
- Where did you look for information?
  - How helpful were those resources in helping you better understand African swine fever?

Overall, what are your thoughts on how animal diseases are “managed” in Canada?

- As far as you know, who is responsible to managing animal diseases? Any particular organization?
- Do you have any sense of how well animal diseases are “managed” in Canada?
- Have your views on this changed at all over time?
  - If so, in which way(s)?
  - If so, what has explained this shift over time?

As you may or may not know, the Canadian Food Inspection Agency (CFIA) is one of the organizations responsible for monitoring animal diseases and preventing any entry of foreign animal diseases into Canada.

Section 4: Research of information & review of online resources / advertisements  
(20 minutes)

Has anyone done any research on what you can and cannot bring into Canada?

- What were the reasons for that research?
- Where did you look for information?
- What information were you looking for exactly and did you find what you were looking for?
- Was it a recent situation?

**Set up of review of online resources/advertisements (2 mins)**

I would now like to get your thoughts on some information that is online:

**For pig owners and near pigs/rural:**

Show: [Close your gate on African swine fever - Canadian Food Inspection Agency \(canada.ca\)](#)

- **If any travelers in the pig group/near pigs/rural group, possibly show:** [Protect Canada's pigs from African swine fever - Canadian Food Inspection Agency](#)

**For all other groups:**

Show: [Protect Canada's pigs from African swine fever - Canadian Food Inspection Agency](#)

**Review of online resources (8 minutes)**

Has anyone seen this website before?

**IF YES:**

- Do you remember why you visited this site?
- Do you remember how you ended up on this site?

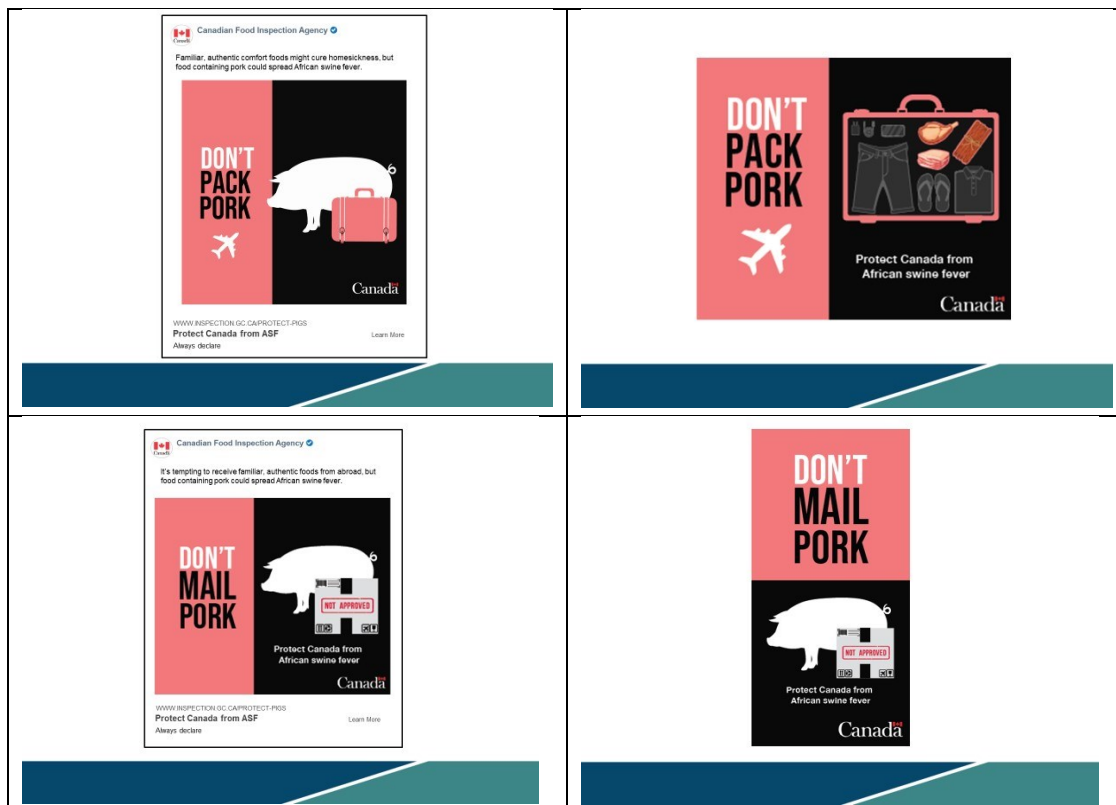
**IF NO:** Based on an initial glance at this web page...

- ...what do you think about it?
  - Is the information easy to understand?
  - If you had control of my mouse, where would you click first on this page? Why would you want to go there?
- 
- **[MAIN MESSAGE]** In a few words, what do you think is the main message of this webpage? What are they trying to tell us?
    - Does the idea and message make sense to you?

**Review of creative concepts (10 minutes)**

Have a look at this material, which could appear in social media or other online locations:

**MODERATOR WILL SHOW EACH IMAGE INDIVIDUALLY AND THEN FINISH ON A SLIDE THAT SHOWS ALL FOUR CONCEPTS ON ONE PAGE FOR FOLLOW-UP DISCUSSION:**



What are your initial thoughts on this material?

- Does any of this information really stand out to you? Anything resonate with you?
- What, if anything, gets your attention?
- Does anything you are seeing here change how you think or feel about African swine fever? What would get your attention or change how you think about ASF?
- In a few words, what do you think is the main message of this material? What are they trying to tell us?

- Is the information you are seeing easy to understand?
- If you were to see this online, would you do anything as a result?
  - How many here would click through to find out more?
  - Would you share that information?
- Who is the intended audience?



**MODERATOR WILL SHOW THE FOLLOWING SLIDE:**



- Some of the material I've shown you has the "Don't pack pork" tagline. What do you think of "Pigs don't fly" as an alternative?
  - Which of the two do you prefer?
  - Which of the two is more memorable?

### Wrap-up (2 minutes)

Thanks again! The team that invited you to participate in this session will contact you regarding the manner in which you can receive the incentive we promised you.

**Thank you – have a nice evening!**

## Concept testing

### Concept A

The image shows a social media post from the Canadian Food Inspection Agency. At the top left is the agency's logo, which includes the Canadian flag and the word "Canada". To the right of the logo is the text "Canadian Food Inspection Agency" followed by a blue verification checkmark. Below this is a paragraph of text: "Familiar, authentic comfort foods might cure homesickness, but food containing pork could spread African swine fever." The main visual is a graphic divided into two vertical panels. The left panel is red and contains the text "DON'T PACK PORK" in white, with a white airplane icon below it. The right panel is black and contains a white silhouette of a pig standing next to a red suitcase. In the bottom right corner of the black panel is the word "Canada" with a small red maple leaf icon. Below the graphic, the URL "WWW.INSPECTION.GC.CA/PROTECT-PIGS" is displayed. Underneath the URL is the text "Protect Canada from ASF" and "Always declare". To the right of this text is a "Learn More" link.

 Canadian Food Inspection Agency ✓

Familiar, authentic comfort foods might cure homesickness, but food containing pork could spread African swine fever.

**DON'T  
PACK  
PORK**



Canada 

[WWW.INSPECTION.GC.CA/PROTECT-PIGS](http://WWW.INSPECTION.GC.CA/PROTECT-PIGS)

**Protect Canada from ASF** [Learn More](#)

Always declare

Concept B



Concept C

 Canadian Food Inspection Agency ✓

It's tempting to receive familiar, authentic foods from abroad, but food containing pork could spread African swine fever.



[WWW.INSPECTION.GC.CA/PROTECT-PIGS](http://WWW.INSPECTION.GC.CA/PROTECT-PIGS)

**Protect Canada from ASF** [Learn More](#)

Always declare



Concept D



Concept E



Concept F



Concept G

**DON'T PACK  
PORK**

**PIGS DON'T FLY**

## Appendix C: Survey instrument

### Public Opinion Research with Public Opinion Research with Canadians to Support Communications on African swine fever (ASF): 2022-2023

[Information in square brackets is not displayed to respondents]

[Introduction:]

Thank you for taking the time to participate in this survey.

**Vous pouvez également répondre au sondage en français.** [link to the French version]

Quorus Consulting Group, a Canadian market research firm, is conducting this survey on behalf of the Government of Canada. The survey will ask you questions about food security in Canada. The survey should take 10 to 15 minutes to complete.

Your participation is voluntary and completely confidential, and all of your responses will remain anonymous. The information you provide will be managed in accordance with the requirements of the *Privacy Act* and the *Access to Information Act*. The final report describing the results of this study will be available through Library and Archives Canada (LAC) within 6 months of the survey work's completion.

If you have any questions about the survey content or if you require an alternative format, an accessibility accommodation, or technical assistance, please contact [contact email and phone].

**Note:** If you see any words underlined, you can hover over them to see additional information.

[Section 1: Screening]

1. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

GENDER: Please indicate the gender you identify with?

Male	1
Female	2
Other (please specify): _____	77
Don't know/Prefer not to say	99

2. Which province or territory do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Don't know/Prefer not to say	99

3. Do you identify as being a member of any of the following ethnic groups? SELECT ALL THAT APPLY

Chinese	1
Filipino	2
Vietnamese	3
Haitian	4
German	5
Italian	6
Other ethnic group: Please specify_____	77
None of the above	99

4. Which of the following best describes where you live?

A city or metropolitan area with a population of at least 100,000	1
A city with a population of 20,000 to just under 100,000	2

A city or town with a population of 10,000 to just under 20,000	3
A town or rural area with a population of less than 10,000	4

**TAG AS "RURAL CANADIAN" IF Q4= 3 OR 4**

5. Do you own any pigs, including as a pet, farming, a hobby farm, or other reasons?

Yes	1
No	2

**TAG AS "CANADIANS WHO OWN PIGS" IF Q5=1**

6. **[IF YES IN Q5]** Do you own any pigs for commercial farming purposes?

Yes	1
No	2

7. **[IF NO in Q5]** Do you live within 20 km of a pig farm, or anywhere that may have pigs on the property?

Yes	1
No	2

**TAG AS "CANADIANS WHO LIVE NEAR PIGS" IF Q7=1**

8. Have you travelled outside of Canada in the past 18 months?

Yes	1	
No	2	<b>SKIP TO Q11</b>

9. Where have you travelled within the past 18 months? Please enter the countries where you spent at least one overnight stay.

United States	1
Other – please specify: _____	77

10. **[ASK IF Q9=UNITED STATES]** Did you travel to Hawaii or any US Territories, such as American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands?

Yes	1
No	2

**TAG AS "CANADIANS WHO TRAVEL" IF:**

- ANY COUNTRY OTHER THAN THE U.S. IS IDENTIFIED IN Q9
- Q10=YES

11. As far as you know, do you intend to travel internationally within the next 2 years?

Yes	1	
No	2	<b>SKIP TO Q14</b>

12. Which country might you travel to?

United States	1
Other – please specify: _____	77

13. **[ASK IF Q12=United States]** Do you intend to travel to Hawaii or any US Territories, such as American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands?

Yes	1
No	2

**TAG AS “CANADIANS WHO TRAVEL” IF:**

- **ANY COUNTRY OTHER THAN THE U.S. IS IDENTIFIED IN Q12**
- **Q13=YES**

14. Are you an international student currently studying in Canada?

Yes	1
No	2

15. Which of the following applies to your household: SELECT ALL THAT APPLY

Over the past 12 months, someone in your household has received international mail that contained food products	1
Over the next 12 months, someone in your household will likely receive international mail that contains food products	2
Over the past 12 months, you have received family or friends from outside Canada	3
Over the next 12 months, you will likely receive family or friends from outside Canada	4
None of the above	9

[Section 2: African swine fever]

16. Which of the following diseases have you heard of before this survey? SELECT ALL THAT APPLY.  
[RANDOMIZE]

- |   |   |
|---|---|
| African swine fever (ASF)                                 | 1 |
| Swine flu (H1N1)  | 2 |
| Mad cow disease or bovine spongiform encephalopathy (BSE) | 3 |
| Avian influenza (Bird Flu)                                | 4 |
| Chronic wasting disease (CWD)                             | 5 |
| None of the above   | 9 |

17. Which of these diseases is of most concern to you?

[BRING FORWARD ITEMS SELECTED FROM Q16]

18. **[ASK IF Q16=1]** How familiar would you say you are with African swine fever?

- |                     |   |
|---------------------|---|
| Very familiar       | 1 |
| Somewhat familiar   | 2 |
| Not very familiar   | 3 |
| Not at all familiar | 4 |

19. **[ASK IF Q18=1, 2 or 3]** Where have you seen, read or heard anything related to African swine fever?  
SELECT ALL THAT APPLY

- |                               |    |
|-------------------------------|----|
| Media / in the news           | 1  |
| Social media                  | 2  |
| Friends or family member      | 3  |
| When traveling / at airports  | 4  |
| Other – please specify: _____ | 77 |
| Can't remember / don't know   | 99 |

20. Which of the following best reflects your views on African swine fever (ASF)?

- |   |   |
|---|---|
| ASF has not been found in Canada and there is nothing to worry about                      | 1 |
| ASF has not been found in Canada but we should still take as many precautions as possible |   |
| ASF has been found in Canada but there is nothing to worry about                          | 3 |
| ASF has been found in Canada and we should take as many precautions as possible           | 4 |

21. Various behaviours can introduce African swine fever (ASF) into Canada and then spread it. Among the following, which ones were you aware of? SELECT ALL THAT APPLY.  
[RANDOMIZE]

Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling	1
--	---



outside Canada (including, zoos, animal sanctuaries, and hunting where wild pigs are found)	
Bringing back pork products from a trip outside Canada	2
Receiving pork products in the mail from friends or family members located outside Canada.	3
Feeding food scraps and waste to pigs	4
Other activities I have heard can introduce ASF (please specify):	77
None of the above	99

22. In your opinion, what kind of risk would any of the following behaviours pose in terms of introducing or spreading ASF in Canada?

[RANDOMIZE]

- Visiting a pig farm or a property where pigs are found in Canada soon after having visited a pig farm or a property where pigs are found while traveling outside Canada (including, zoos, animal sanctuaries, and hunting where wild pigs are found)
- Bringing back pork products from a trip outside Canada and not declaring them at customs.
- Receiving pork products in the mail from friends or family members located outside Canada.
- Feeding food scraps and waste to pigs

**Little to  
no risk**

1            2            3            4            5            6            7

**Significant  
risk**

**Don't  
Know/Prefer  
not to say**

9

23. If African swine fever were to appear in Canada, how concerned are you that this could affect you?

**Not at all  
concerned**

1            2            3            4            5            6            7

**Very  
concerned**

**Don't  
Know/Prefer  
not to say**

9

24. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian pork industry?

**Not at all  
concerned**

**Very  
concerned**

**Don't  
Know/Prefer  
not to say**

1            2            3            4            5            6            7            9

25. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the Canadian pork industry?

**No impact  
all**

**Significant  
impact**

**Don't  
Know/Prefer  
not to say**

1            2            3            4            5            6            7            9

26. If African swine fever were to appear in Canada, how concerned are you that African swine fever could affect the Canadian economy?

**Not at all  
concerned**

**Very  
concerned**

**Don't  
Know/Prefer  
not to say**

1            2            3            4            5            6            7            9

27. If African swine fever were to appear in Canada, how significant an impact do you suspect it might have on the Canadian economy?

**No impact  
all**

**Significant  
impact**

**Don't  
Know/Prefer  
not to say**

1            2            3            4            5            6            7            9

28. If African swine fever were to appear in Canada, how concerned would you be about any danger you feel it could pose to food safety?

**Not at all  
concerned**

**Very  
concerned**

**Don't  
Know/Prefer  
not to say**

1            2            3            4            5            6            7            9

29. How interested are you in finding out more about African swine fever and how it affects Canadians?

Not interested						Very interested		Don't Know/Prefer not to say
1	2	3	4	5	6	7	8	9

30. [ASK IF Q29 >= 4] Where would you be most likely to search for information about African swine fever? SELECT ALL THAT APPLY

[ASK IF Q29 < 4] Even if you are not overly interested at the moment, where would you be most likely to search for information about African swine fever if you became interested? SELECT ALL THAT APPLY

[RANDOMIZE ITEMS 1 TO 9]

Government of Canada	1
Pork Industry Associations	2
Provincial Governments	3
Veterinarian	4
News outlet or magazine publication (including online formats)	5
Social media (e.g., YouTube, Facebook groups, etc.)	6
Online forums	7
Academic articles, journals, and university publications	8
General search online (e.g. Google)	9
Other (please specify): _____	77
Don't know/Prefer not to say	99

31. [ASK IF Q29 >= 4] How would you like to get information about African swine fever from the Government of Canada? SELECT ALL THAT APPLY

[ASK IF Q29 < 4] Even if you are not overly interested at the moment, how would you like to get information about African swine fever from the Government of Canada if you became interested? SELECT ALL THAT APPLY

Website	1
Social media	2
Email	3
Telephone information line	4
Television	5
Other (please specify): _____	77
Don't know/Prefer not to say	99

32. Please rank the following in order of who you think has the most responsibility for ensuring that African swine fever is properly monitored and controlled in Canada. Please rank the options from 1 to 8, with 1 having the most responsibility and 8 having the least responsibility. [RANDOMIZE]

RESPONSIBILITY	RANK
a. Small pig farmers and hobby farm operators	
b. The Government of Canada	
c. Provincial governments	
d. Food manufacturers or processors (i.e. companies that make or process food)	
e. Large commercial pig producers	
f. Businesses that import foods into Canada	
g. Consumers	
h. Canadian associations and groups that represent the Canadian pork industry	

Don't know/Prefer not to say

99

### [Section 3: Demographics]

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

33. Which of the following best describes your current employment status?

- Working full-time, that is, 35 or more hours per week 1
- Working part-time, that is, less than 35 hours per week 2
- Self-employed 3
- Unemployed, but looking for work 4
- A student attending school full-time 5
- Retired 6
- Not in the workforce (full-time homemaker, unemployed, not looking for work) 7
- Don't know/Prefer not to say 9

34. What is the highest level of education that you have completed?

- Some high school 1
- High school diploma or equivalent 2
- Registered apprenticeship or other trades certificate or diploma 3
- College, CEGEP or other non-university certificate or diploma 4
- University certificate or diploma below bachelor's level 5
- Bachelor's degree 6
- Postgraduate degree above bachelor's level 7
- Don't know/Prefer not to say 9

35. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?

- Yes 1
- No 2

Don't know/Prefer not to answer	9
36. What is your marital status?	
Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other, please specify _____	77
Don't know/Prefer not to say	99
37. How many individuals, including yourself, currently live in your household?	
<b>[NUMERICAL OPEN-END]</b>	
Don't know/Prefer not to say	99
38. Are you a parent or guardian of a child under the age of 18?	
Yes	1
No	2
Don't know/Prefer not to say	9
39. Which of the following categories best describes your total household income for 2022? That is, the total income of all persons in your household combined, before taxes.	
Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
Don't know/Prefer not to say	9
40. What are the first three digits of your postal code?	
[INSERT FIRST THREE DIGITS OF POSTAL CODE. FORMAT A1A]	
Don't know/Prefer not to say	999

**[CODE RURAL VS URBAN]**

**[Section 4: Focus Group Invitation]**

[ASK FOCUS GROUP INVITATION TO THE FOLLOWING:

- ETHNIC COMMUNITIES OF INTEREST (IF Q3=1 TO 6)

- RURAL CANADIANS
- CANADIANS WHO OWN PIGS
- CANADIANS WHO LIVE NEAR PIGS
- CANADIANS WHO TRAVEL
- INTERNATIONAL STUDENTS (Q14=1)

IF NONE OF THE ABOVE, SKIP TO SECTION 5]

Thank you very much for all your feedback.

This research is being contracted by the Canadian Food Inspection Agency (CFIA). The purpose of the research is to capture Canadians' awareness and perceptions of African swine fever so that Agency communications on this topic can remain effective in addressing areas of concern or misunderstanding.

The CFIA is interested in obtaining opinions on a broader range of issues related to African swine fever.

Would you be interested in being invited to participate in a focus group discussion? The format is an online "round table" discussion lead by a research professional using a platform such as Zoom. About 6 to 8 other individuals will be taking part. The session will last about 90 minutes and, for their time, participants will receive an honorarium of \$125.00. No attempt will be made to sell you anything or change your point of view.

Just like this survey, all opinions expressed during the session will remain anonymous and views will be grouped together to ensure no particular individual can be identified.

Are you interested in participating? If so, please provide your first name, your email and a telephone number where we can reach you. Over the next few weeks, someone from our focus group recruitment team will call you to confirm your interest, eligibility and availability for a focus group. Your email address would only be used afterwards to send you the invitation logistics and any friendly reminders.

YES COLLECT CONTACT INFO

NO THANK AND END INTERVIEW

First Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

[Section 5: Conclusion]

This concludes the survey. Your answers have been submitted. Thank you for your participation!

The survey results will be posted on Library and Archives Canada.

For more information on African swine fever please visit the Canadian Food Inspection Agency website.  
([Inspection.gc.ca](http://inspection.gc.ca))