

Attachment 1: Ipsos Reid Survey Results, December 2014

Background

In 2014, Ipsos Reid was commissioned by the City of Toronto to conduct research among a representative sample of Toronto residents. Some of the goals of the research were to determine:

- What types of wildlife Torontonians are encountering in the City;
- What, if any problems Torontonians have with the wildlife that they encounter;
- Satisfaction levels with wildlife management in Toronto;
- Attitudes and opinions towards wildlife management in Toronto.

Research Methodology

- Interviewing was conducted online via Ipsos Reid's iSau online panel
- In total, 1,011 interviews were conducted with Toronto residents over the age of 18
- Interviews were carried out between December 1st and 9th, 2014

Demographic Profile

Age	
18-34	31%
35-54	37%
55+	32%

Region	
North York	24%
Scarborough	23%
Etobicoke & York	19%
Toronto & East York	34%

Have lived in Toronto...	
Less than 1 year	1%
1 to just under 5 years	10%
5 to just under 10 years	9%
10 to just under 20 years	15%
20 years or more	66%

Home Status	
Own	62%
Rent	38%

Type of Residency	
Single family detached home	35%
Single family semi-detached home	10%
Townhome or rowhouse	8%
Apartment	26%
Condominium	20%
Other	1%

High-level Summary of Survey Results

- The biggest wildlife issue for Torontonians is the mess created when raccoons get into garbage. The frequency with which this happens has a negative impact on satisfaction with the City's ability to properly manage wildlife.
- Although 3/4 of Torontonians are *satisfied* with the City's wildlife management, most are only somewhat satisfied with the *current management* practices
- The vast majority agree that while the City bears the responsibility to better manage wildlife, they also feel strongly that residents need to learn how to cohabitate with wildlife in the City.
- Residents feel strongly that the City should provide more educational information for people on how to deal with wildlife.
- 3/4 of Torontonians agree there is an overpopulation of raccoons in the City of Toronto.
- Overall, opinions of residents are evenly split down the middle on whether the City should undertake a cull of urban wildlife

Detailed Findings

Encountering Wildlife in the City

Wildlife	At home or on my property	In parks and other natural areas
	74%	63%
	60%	43%
	34%	35%
	14%	21%
	8%	35%
	5%	27%
I do not encounter wildlife / none of the above	20%	17%

- Squirrels followed by raccoons and skunks are the most common animal encountered on personal property and in parks. One third of Torontonians (35%) encounter foxes in parks and green spaces – significantly more than the 8% who encounter them on their property. Overall, two-in-ten Torontonians do not encounter any wildlife at home or in parks. Not surprisingly, those who feed wildlife in the City are much more likely to encounter wildlife at home or on their property.
- Dissatisfaction with the management of wildlife in the city is positively correlated to encountering raccoons and skunks on personal property. Residents who encounter raccoons and skunks at home or on their property are more likely to be dissatisfied with the management of wildlife.

Encountering Wildlife at Home or Property

	At home or on my property				
	Total	Etobicoke /York	North York	Toronto /East York	Scarborough
	74%	75%	77%	69%	77%
	60%	65%	58%	61%	60%
	34%	39%	35%	30%	36%
	14%	8%	13%	15%	18%
	8%	9%	9%	4%	11%
	5%	5%	3%	4%	7%
I do not encounter wildlife	20%	20%	18%	23%	18%

- Regionally, Torontonians who are living in old Toronto and East York encounter squirrels and foxes on their property much less frequently than other areas of the City. Old Toronto and East York residents as well

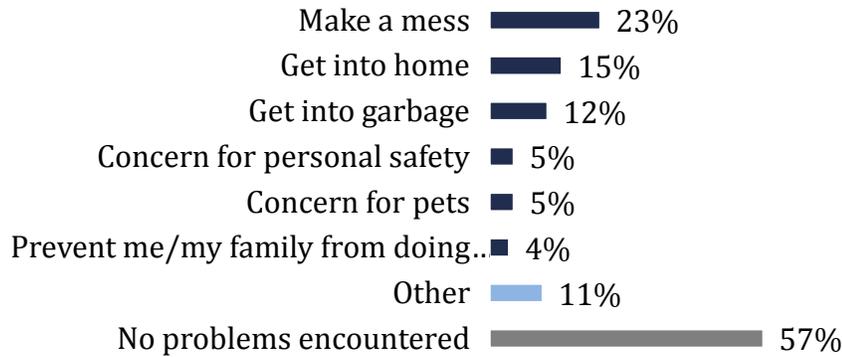
as Scarborough residents are most likely to find rats on their property compared to other areas – particularly Etobicoke and York.

Encountering Wildlife in Parks and Natural Areas

	In Parks and Natural Areas				
	Total	Etobicoke /York	North York	Toronto /East York	Scarborough
	63%	62%	61%	65%	61%
	43%	42%	42%	42%	47%
	35%	40%	39%	29%	36%
	21%	23%	21%	19%	22%
	35%	39%	38%	27%	39%
	27%	32%	29%	21%	31%
I do not encounter wildlife	17%	14%	19%	18%	17%

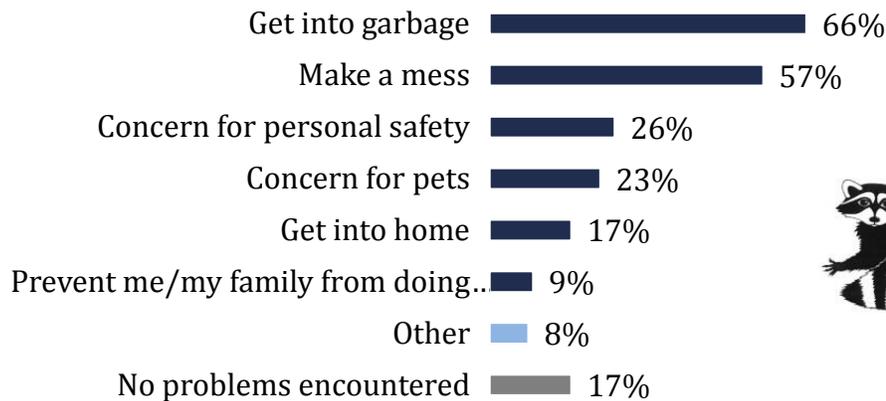
- Torontonians who live downtown (old Toronto) and East York areas of the city are significantly less likely to encounter skunks, foxes and coyotes in parks and natural areas compared to all other areas of the City.

Types of Wildlife Problems – Squirrels



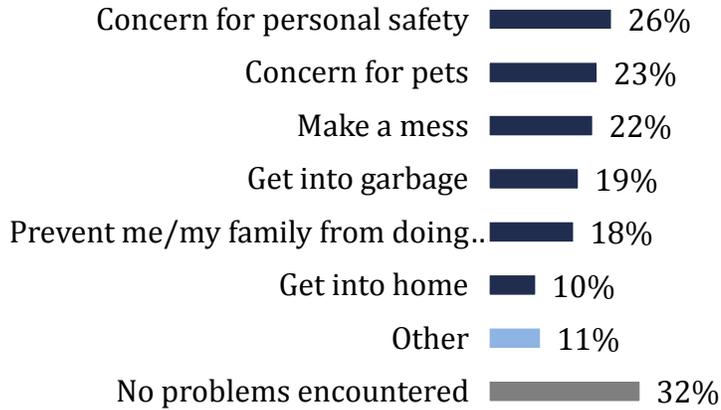
- Just over half of Torontonians (57%) don't encounter *any* problems with squirrels. For those who do encounter problems with squirrels, the most common issue is that they make a mess followed by squirrels getting into residents homes and garbage.
- North York and Scarborough residents are most likely to have issues with squirrels getting into their garbage (15% respectively).

Types of Wildlife Problems – Raccoons



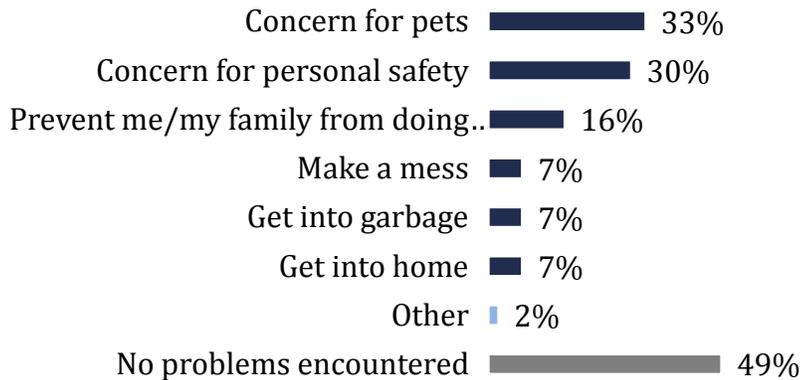
- Among the Torontonians who encounter raccoons, the majority have problems with them getting into their garbage (66%) and just making a general mess (57%). One-quarter are concerned for their personal safety (26%) and for the safety of their pets (23%).
- Compared to other areas of the City, Scarborough residents are most likely to complain about raccoons getting into their garbage (73%).

Type of Wildlife Problems – Skunks



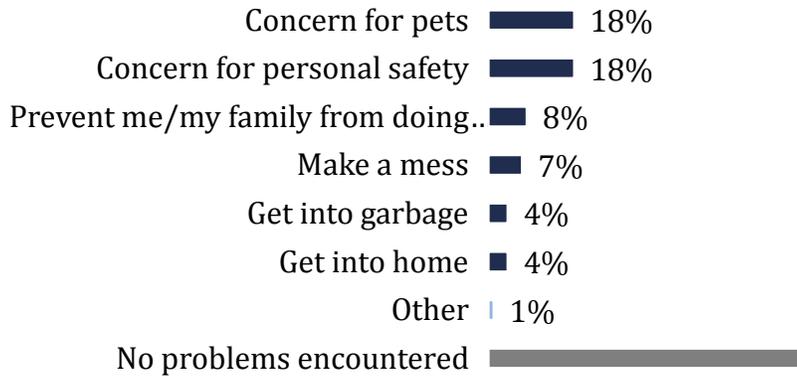
- One-third of Torontonians do not encounter any problems with skunks when their paths cross.
- Roughly one-quarter of Torontonians, the biggest issue with skunks is concern for their personal safety, the safety of their pets and that they make a mess.

Types of Wildlife Problems – Coyotes



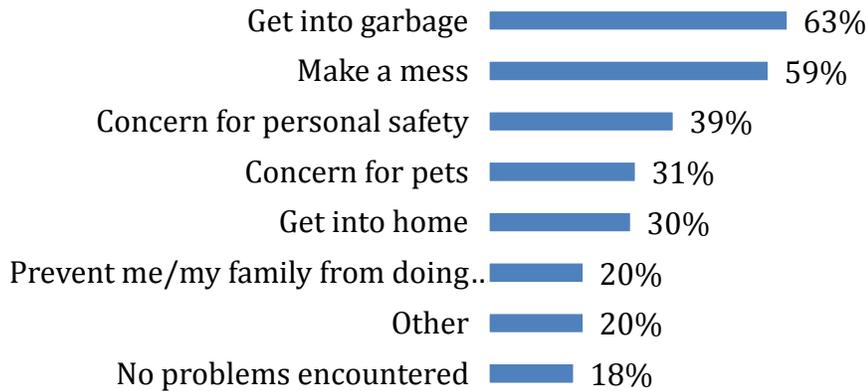
- Half of Torontonians say that they have had no problems with coyotes when they have encountered them. The top issue for residents who encounter coyotes is concern for the safety of their pets and for their own personal safety.

Types of Wildlife Problems - Foxes



- The majority of Torontonians do not encounter any problems with foxes.
- Residents who do encounter foxes are concerned for the safety of their pets and for their personal safety.

Types of Wildlife Problems - All animals



- Looking at all of the wildlife problems in aggregate, the most common issues are animals getting into garbage and making a mess. Four-in-ten Torontonians who have encountered wildlife in the city say that they are concerned for their personal safety. One-third are concerned for their pets and that they have had issues with wildlife in their home.

Types of Wildlife Problems - All Animals By Region

	In Parks and Natural Areas
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	Total	Etobicoke /York	North York	Toronto /East York	Scarborough
Get into garbage	63%	61%	65%	58%	69%
Make a mess	59%	62%	60%	55%	60%
Concern for personal safety	39%	44%	43%	30%	43%
Concern for pets	31%	36%	29%	31%	31%
Get into home	30%	31%	31%	26%	34%
Prevent me/my family from doing certain activities	20%	23%	22%	14%	24%
Other	20%	23%	19%	21%	15%
No problems encountered	18%	16%	15%	25%	14%

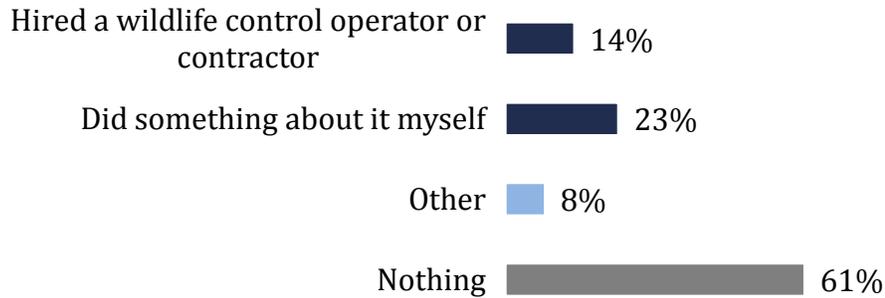
- When looking at the problems caused by all of the animals combined, old Toronto and East York residents are the least likely to have issues with animals getting into their garbage, their home, general safety concerns or problems doing certain activities as a result of the wildlife. Compared to other areas of the City, old Toronto and East York residents are most likely to say that they have not encountered any problems with wildlife in the City.

Addressing Wildlife Problems

Among those residents who encountered Wildlife problems,

- the majority (61%) have not done anything about the problem.
- Roughly 25% did something about it themselves
- 14% said that they hired a wildlife control operator or contractor.

There are no statistically significant regional differences on how Torontonians address wildlife problems around their home.



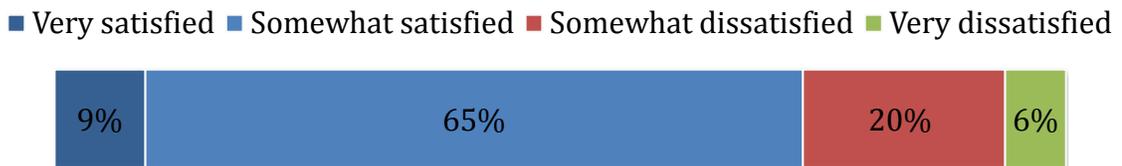
Does anyone in your household feed wildlife in the City of Toronto?



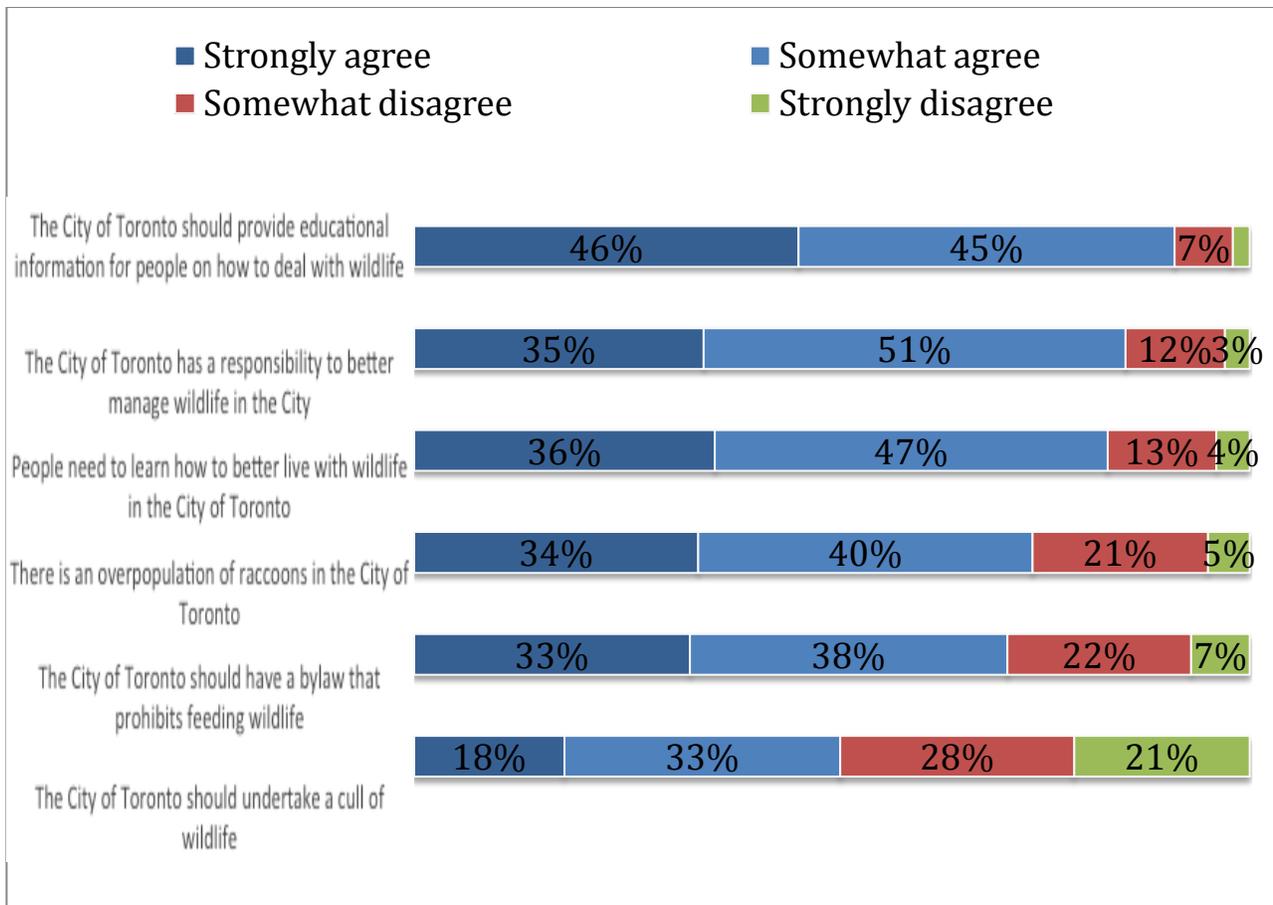
- The vast majority of Torontonians (87%) do not feed wildlife in the City. Those who *do* feed wildlife in the City, are more likely to have encountered wildlife at their home or in park areas of the City. Torontonians who feed animals are also more likely to be satisfied with the management of wildlife.

Satisfaction with Wildlife Management

Although three-quarters of Torontonians are satisfied with the City’s wildlife management, most are only *somewhat satisfied* with the current management practices – only 9% said that they were very satisfied.



Level of Agreement with Wildlife Statements



- Residents feel strongly that the City should provide more educational information on how to deal with wildlife. With that said, the vast majority agree (in roughly equal numbers) that while the City bears the responsibility to *better* manage wildlife, residents have the responsibility to learn how to cohabitate with wildlife.
- Three-quarters of Torontonians agree that there is an overpopulation of raccoons in the City of Toronto. Agreement that there are too many raccoons in Toronto is positively correlated with household size. The larger the household, the more likely they are to agree. Residents who have been living in the City for over 20 years, home owners and residents living in detached or semi detached dwellings are also most likely to agree with the over population of raccoons.
- **Overall, opinions of residents are evenly split as to whether the City should undertake a cull of wildlife.**