

A person wearing a dark winter coat and a black knit hat with a pom-pom is seen from behind, standing in a park. They are holding a yellow bucket and feeding a large group of pigeons. Some pigeons are on the ground, while others are in flight. The background is a blurred park setting with trees and a path.

Views of Toronto residents on human-wildlife interaction, and pet licensing.

Survey | Summary | FINAL
Conducted by Nanos for the City of Toronto, January 2022
Submission 2022-2029

Key Findings – Human-wildlife interactions

1

ENCOUNTERS WITH WILDLIFE

About two in three Toronto residents (64%) report having no negative interactions while interacting with wildlife in the last year. About one in five report encountering problems while interacting with racoons (19%). Of those who encountered problems with racoons, the problems they most often encountered were nuisance (smell, litter, noise) (68%) and property damage (51%).

2

COYOTE ENCOUNTERS

Three in four Toronto residents say they are not familiar (51%) or somewhat not familiar (23%) with the City's strategy to manage coyotes. Nearly one in three say they are familiar (seven per cent) or somewhat familiar (24%) with how to act when encountering a coyote. Six per cent report encountering problems while interacting with coyotes during the last year.

3

FEEDING WILDLIFE

Less than one in four Toronto residents report that they and/or someone in their household occasionally (18%) or regularly (5%) feed wildlife. Residents that report that they or someone in their household feed wildlife most often say they feed squirrels (55%), songbirds (41%) and pigeons (27%).

4

REASONS FOR FEEDING

When asked the reasons for feeding wildlife, residents that partake in this most often say it is to experience nature or get close to animals (44%) followed by concern for the ability of the animals to survive without food (42%).

Key Findings – Pet licensing

1

EXPANDING PET LICENSING

While almost two thirds of Toronto residents (64%) were aware that cats and dogs in Toronto need to be licensed, residents are split on whether they agree or disagree with the idea to expand the pet licensing system to include other pets, such as rabbits and guinea pigs (17% agree and 26% somewhat agree; 26% disagree and 16% somewhat disagree).

2

AGREEMENT WITH LICENSING OF CAT OR DOG

A majority of Toronto residents who own a cat or a dog agree or somewhat agree that there are benefits to licensing their pet (66% cat owners agree/somewhat agree; 77% of dog owners agree/somewhat agree).

3

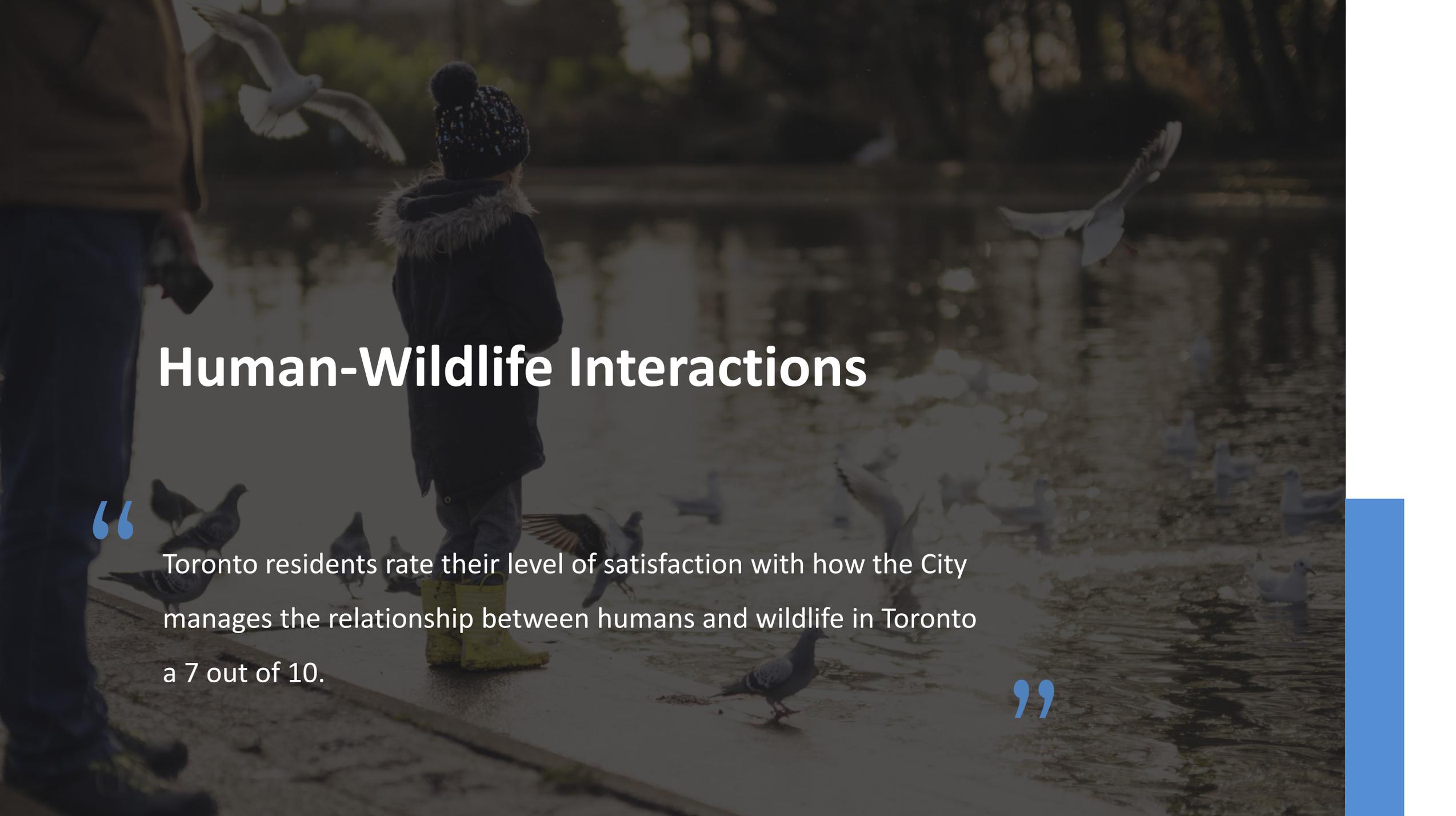
PET LICENSE RENEWAL

Two in five residents who own a cat or dog would prefer to have the option to choose between annual, multi-year, and lifetime licenses when it comes to renewing their pet's license (40%), while about one in five would prefer lifetime licenses only (22%).

4

BLUEPAW PROGRAM

Awareness of the BluePaw program is low among Toronto residents with less than one in ten (9%) who are aware of the program. Among those aware, one in two are satisfied with the program (score of 7-10 out of 10). About one in five, respectively, rate their level of satisfaction as neutral (score of 4-6 out of 10) or are unsure.

A child wearing a dark winter coat with a fur-lined hood, a dark knit hat with a pom-pom, and bright yellow rubber boots stands on a paved area next to a pond. The child is surrounded by numerous pigeons on the ground and several seagulls flying in the air. The background shows a blurred park setting with trees and water.

Human-Wildlife Interactions

“

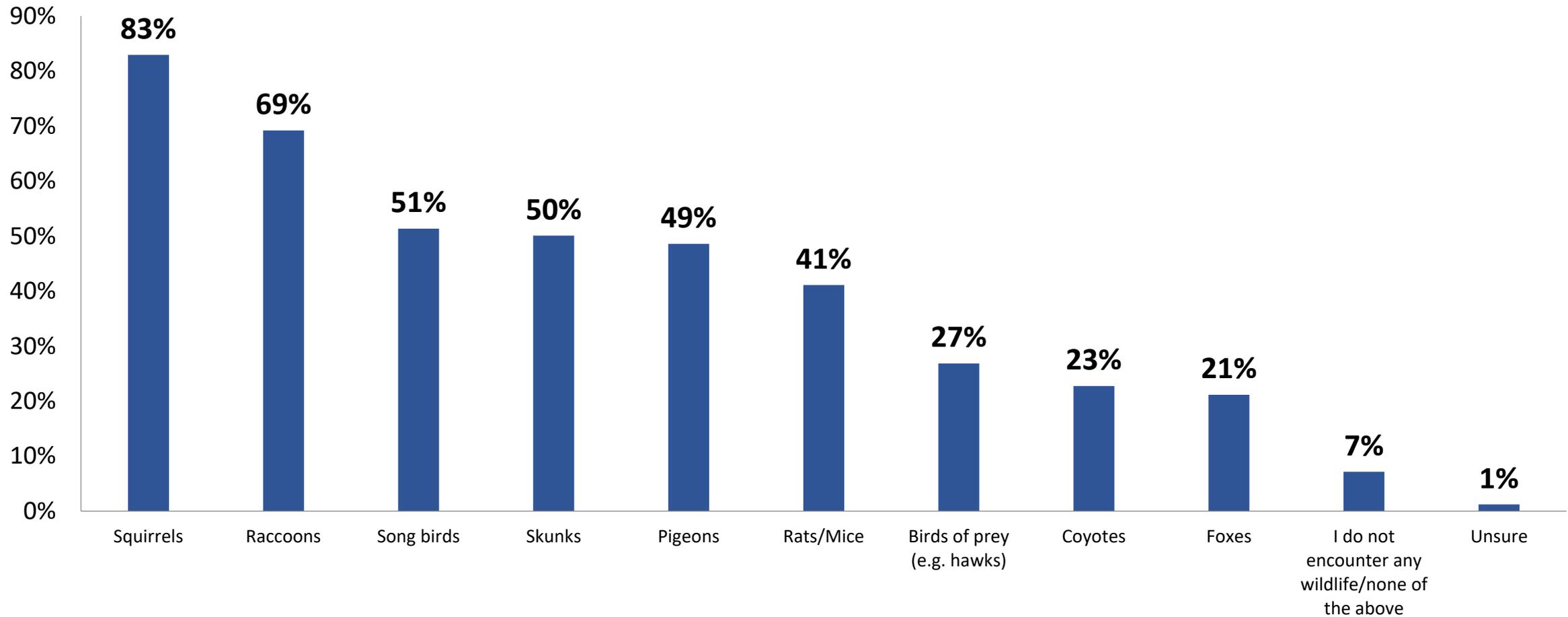
Toronto residents rate their level of satisfaction with how the City manages the relationship between humans and wildlife in Toronto a 7 out of 10.

”

Wildlife encountered at home

Q

What types of wildlife do you encounter at home/on the property you own/occupy in Toronto? Select all that apply. [RANDOMIZE]



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

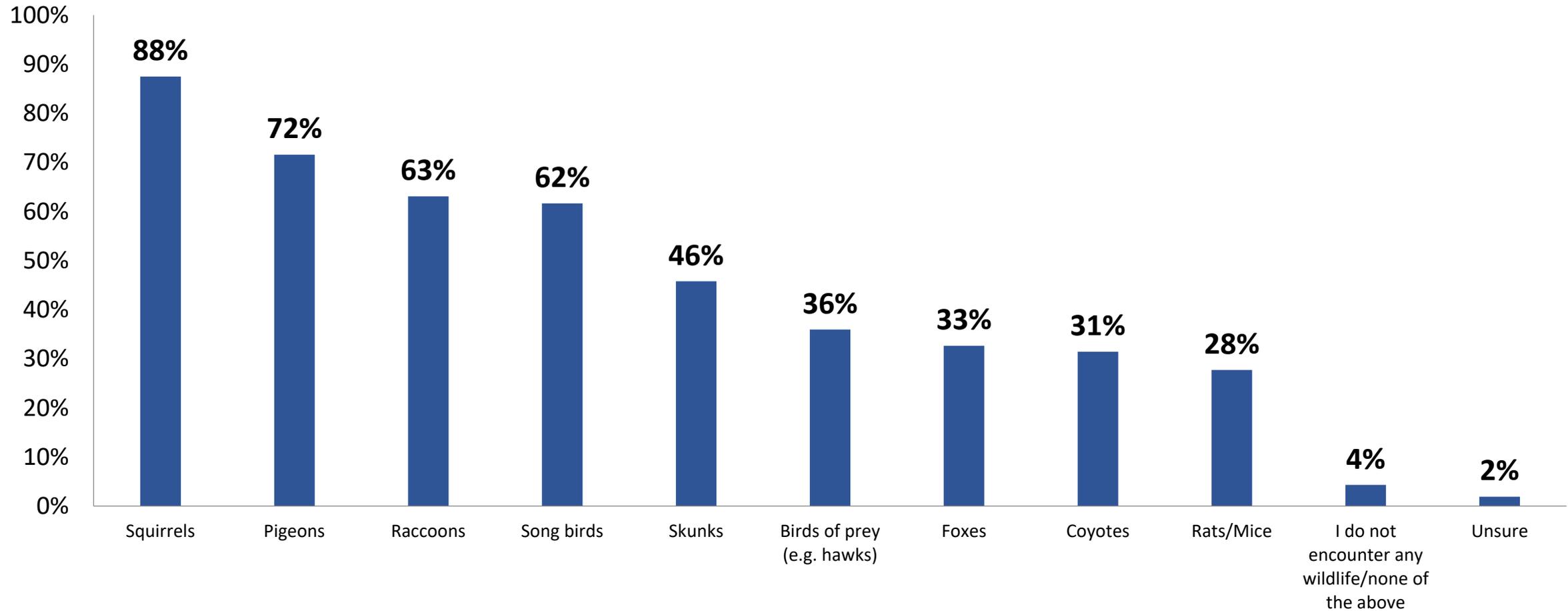
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1009 Toronto residents.



Wildlife encountered in public areas

Q

What types of wildlife do you encounter in parks/other public areas in Toronto? Select all that apply. [RANDOMIZE]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

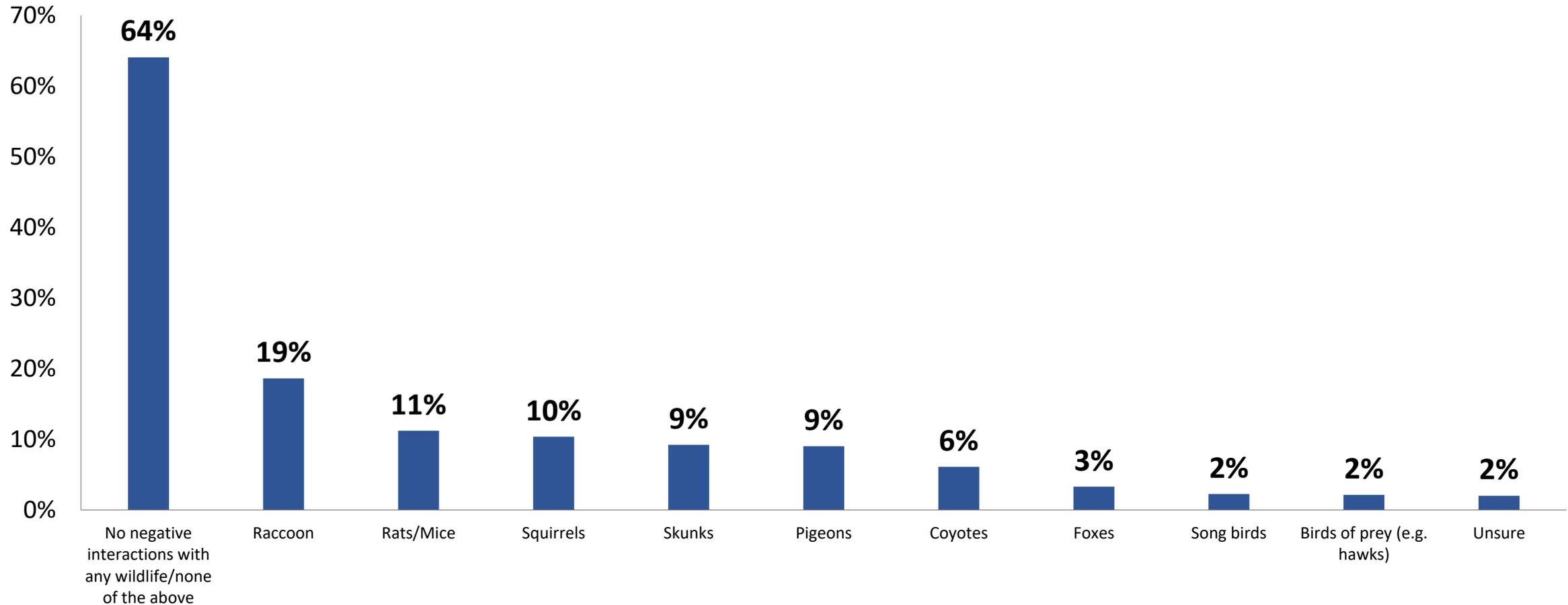
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1009 Toronto residents.



Animals that residents encounter problems with

Q

Did you encounter any problems while interacting with any of these animals during the last year? Select all that apply. [RANDOMIZE]



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

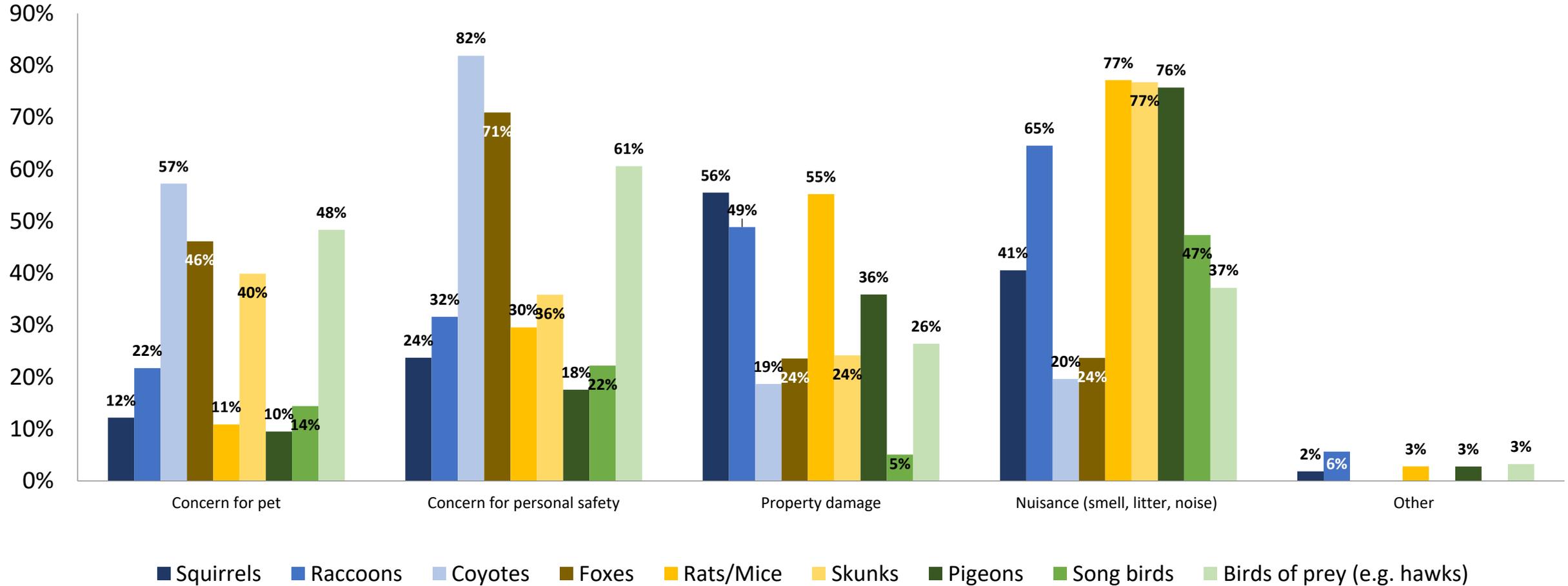
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1004 Toronto residents.



Problems encountered while interacting with animals

Q

[IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with squirrels/raccoons/coyotes/foxes/rats mice/skunks/pigeons/song birds/birds of prey? (Select all that apply) [RANDOMIZE]



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

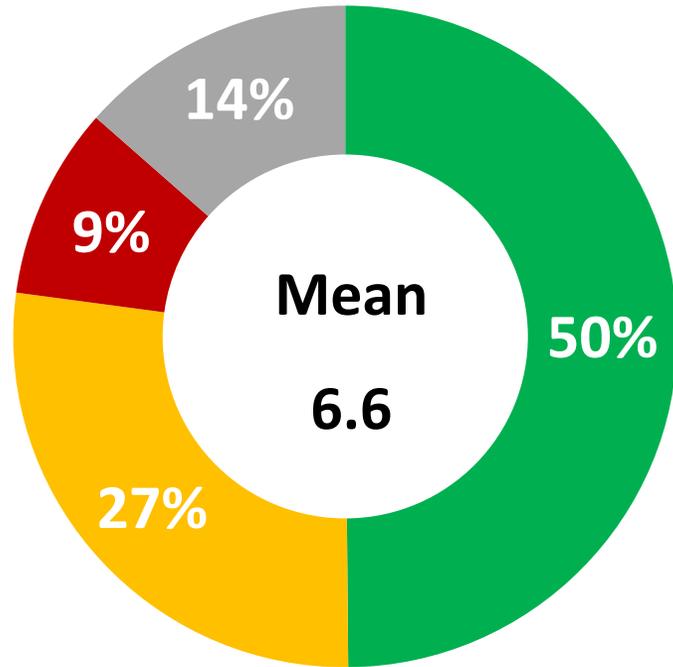
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=181 Toronto residents.



Satisfaction with management of relationship between humans and wildlife

Q

On a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with how the City manages the relationship between humans and wildlife in Toronto? ____ out of 10 or Unsure



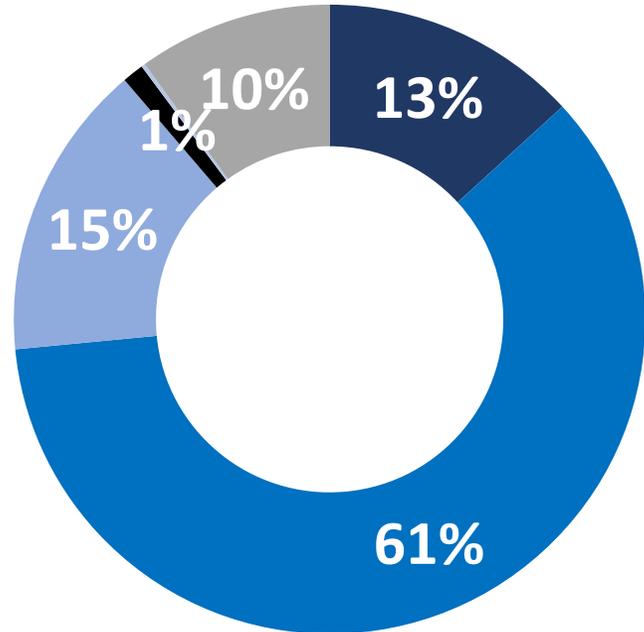
■ Satisfied (7-10) ■ Neutral (4-6) ■ Not satisfied (0-3) ■ Unsure

	Scarborough (n=243)	Etobicoke/ York (n=189)	North York (n=250)	Toronto/East York (n=326)	
Mean	6.6	6.4	6.9	6.4	
	Men (n=471)	Women (n=535)	18 to 34 (n=313)	35 to 54 (n=354)	55 plus (n=341)
	6.7	6.4	6.5	6.3	6.7
	Owens a pet (n=407)	Owens a pet <5 years ago but not currently (n=101)	Owens a pet >5 years ago but not currently (n=221)	Has never owned a pet (n=278)	
	6.7	6.3	6.4	6.6	

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Responsibility to inform residents on how to coexist with wildlife

Q In your opinion, who is mainly responsible to inform residents on how to coexist peacefully with wildlife in Toronto?



- Individuals themselves
- The City of Toronto
- Wildlife organizations
- All three
- You can't coexist peacefully with wildlife

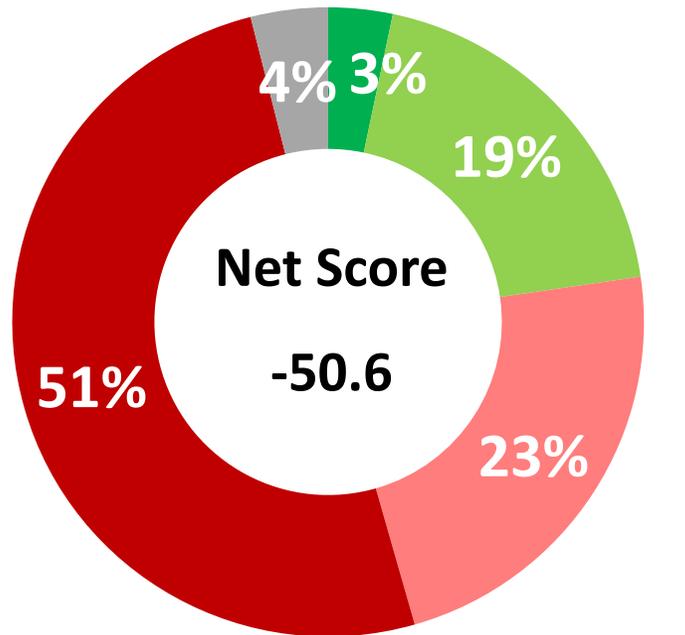
The City of Toronto	Scarborough (n=243)	Etobicoke/ York (n=189)	North York (n=250)	Toronto/Ea st York (n=327)	
	60.1%	56.0%	60.7%	62.9%	
	Men (n=471)	Women (n=536)	18 to 34 (n=313)	35 to 54 (n=354)	55 plus (n=342)
61.5%	59.3%	63.3%	59.4%	58.5%	
	Owens a pet (n=408)	Owens a pet <5 years ago but not currently (n=101)	Owens a pet >5 years ago but not currently (n=221)	Has never owned a pet (n=278)	
62.0%	62.0%	56.0%	60.4%		

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1009 Toronto residents.

Familiarity with the City's strategy to manage coyotes

Q Are you familiar, somewhat familiar, somewhat not familiar or not familiar with the City's strategy to manage coyotes?



■ Familiar
■ Somewhat familiar
■ Somewhat not familiar
■ Not familiar
■ Unsure

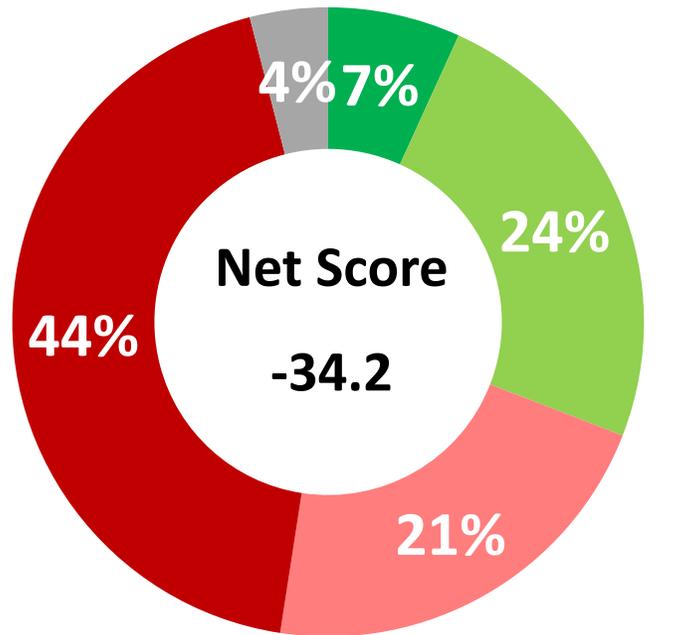
Not familiar/ somewhat not familiar

Scarborough (n=242)	Etobicoke/ York (n=189)	North York (n=243)	Toronto/East York (n=324)	
69.1%	78.2%	72.1%	74.0%	
Men (n=464)	Women (n=532)	18 to 34 (n=309)	35 to 54 (n=351)	55 plus (n=338)
74.6%	72.3%	72.6%	76.8%	71.9%
Owens a pet (n=404)	Owens a pet <5 years ago but not currently (n=99)	Owens a pet >5 years ago but not currently (n=219)	Has never owned a pet (n=275)	
70.2%	65.0%	80.0%	75.5%	
Canadian citizen (n=855)	Permanent resident (n=76)			
73.8%	73.5%			

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=998 Toronto residents.

Familiarity with how to act when encountering a coyote



■ Familiar
■ Somewhat familiar
■ Somewhat not familiar
■ Not familiar
■ Unsure

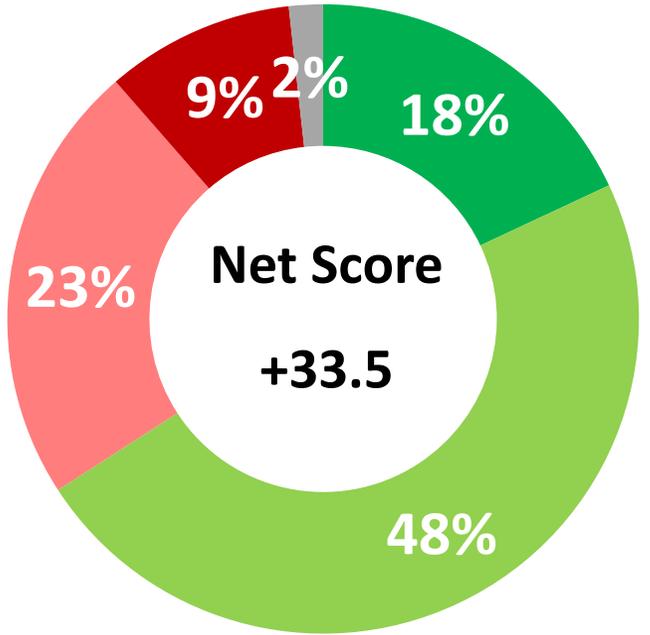
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Q Are you familiar, somewhat familiar, somewhat not familiar or not familiar with how to act when encountering a coyote, including the use of common techniques to deter coyotes (aversion techniques)?

	Scarborough (n=243)	Etobicoke/ York (n=188)	North York (n=247)	Toronto/East York (n=324)	
Not familiar/ somewhat not familiar	67.0%	63.7%	62.1%	67.0%	
	Men (n=466)	Women (n=534)	18 to 34 (n=309)	35 to 54 (n=354)	55 plus (n=339)
	62.5%	67.5%	63.8%	70.1%	63.2%
	Owens a pet (n=407)	Owens a pet <5 years ago but not currently (n=99)	Owens a pet >5 years ago but not currently (n=218)	Has never owned a pet (n=277)	
	59.8%	57.6%	69.8%	72.4%	
	Canadian citizen (n=857)	Permanent resident (n=76)			
	64.5%	75.5%			

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1002 Toronto residents.

Comfort with using common techniques to deter coyotes



■ Comfortable ■ Somewhat comfortable
■ Somewhat uncomfortable ■ Uncomfortable
■ Unsure

Q

[IF FAMILIAR OR SOMEWHAT FAMILIAR] If you encountered a coyote, would you feel comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable using common techniques to deter it (aversion techniques)?

Comfortable/ somewhat comfortable

Scarborough (n=69)	Etobicoke/ York (n=63)	North York (n=79)	Toronto/Ea st York (n=91)	
62.7%	63.9%	70.4%	65.8%	
Men (n=156)	Women (n=145)	18 to 34 (n=90)	35 to 54 (n=102)	55 plus (n=110)
73.1%	58.7%	59.4%	66.4%	70.1%
Owns a pet (n=143)	Owned a pet <5 years ago but not currently (n=36)	Owned a pet >5 years ago but not currently (n=60)	Has never owned a pet (n=63)	
68.2%	64.6%	65.2%	61.7%	

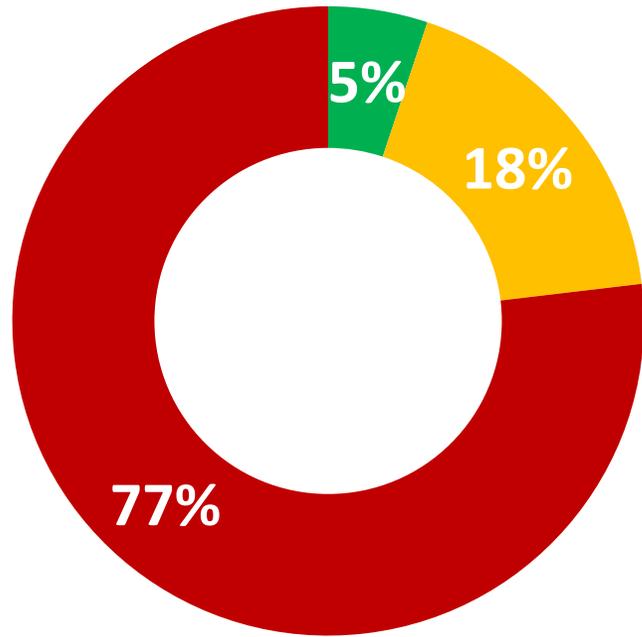
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=302 Toronto residents who are familiar/somewhat familiar with how to act when encountering a coyote.



Frequency of feeding wildlife

Q Do you and/or someone in your household feed wildlife in Toronto, other than in a zoo, regularly, occasionally or never?



■ Regularly ■ Occasionally ■ Never

Occasionally

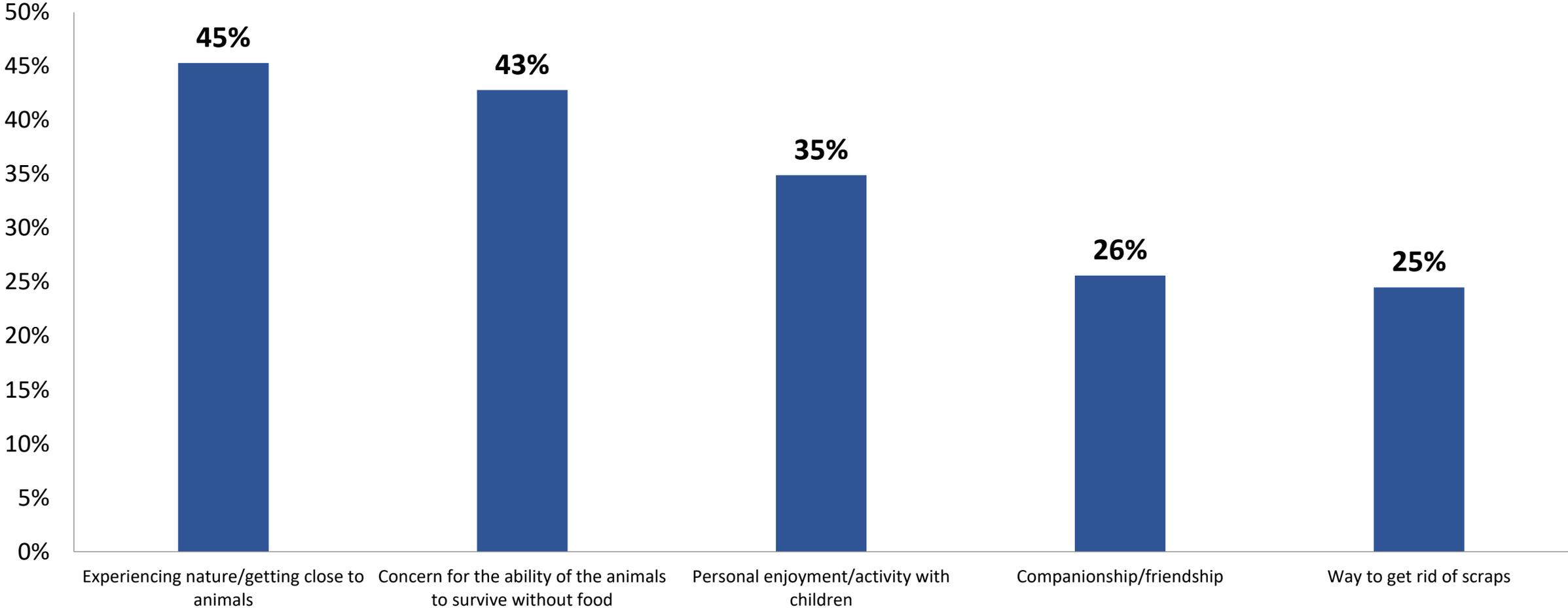
Scarborough (n=242)	Etobicoke/York (n=188)	North York (n=249)	Toronto/East York (n=324)	
18.4%	16.9%	18.5%	18.1%	
Men (n=469)	Women (n=532)	18 to 34 (n=312)	35 to 54 (n=353)	55 plus (n=338)
17.6%	18.3%	24.0%	17.0%	14.2%
Owens a pet (n=403)	Owens a pet <5 years ago but not currently (n=100)	Owens a pet >5 years ago but not currently (n=221)	Has never owned a pet (n=278)	
21.9%	23.3%	13.2%	14.4%	
Canadian citizen (n=857)	Permanent resident (n=76)	Under \$20,000 (n=68)	\$20,000 to just under \$40,000 (n=107)	\$40,000 to just under \$60,000 (n=136)
16.8%	16.3%	25.8%	22.9%	15.2%
\$60,000 to just under \$80,000 (n=131)	\$80,000 to just under \$100,000 (n=158)	\$100,000 to just under \$120,000 (n=92)	\$120,000 to just under \$150,000 (n=99)	\$150,000 and above (n=116)
20.8%	16.8%	18.5%	14.1%	16.2%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1003 Toronto residents.

Frequency of feeding wildlife

Q [IF REGULARLY/OCCASIONALLY] Why do you and/or someone in your household feed wildlife? Select all that apply. [RANDOMIZE]



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

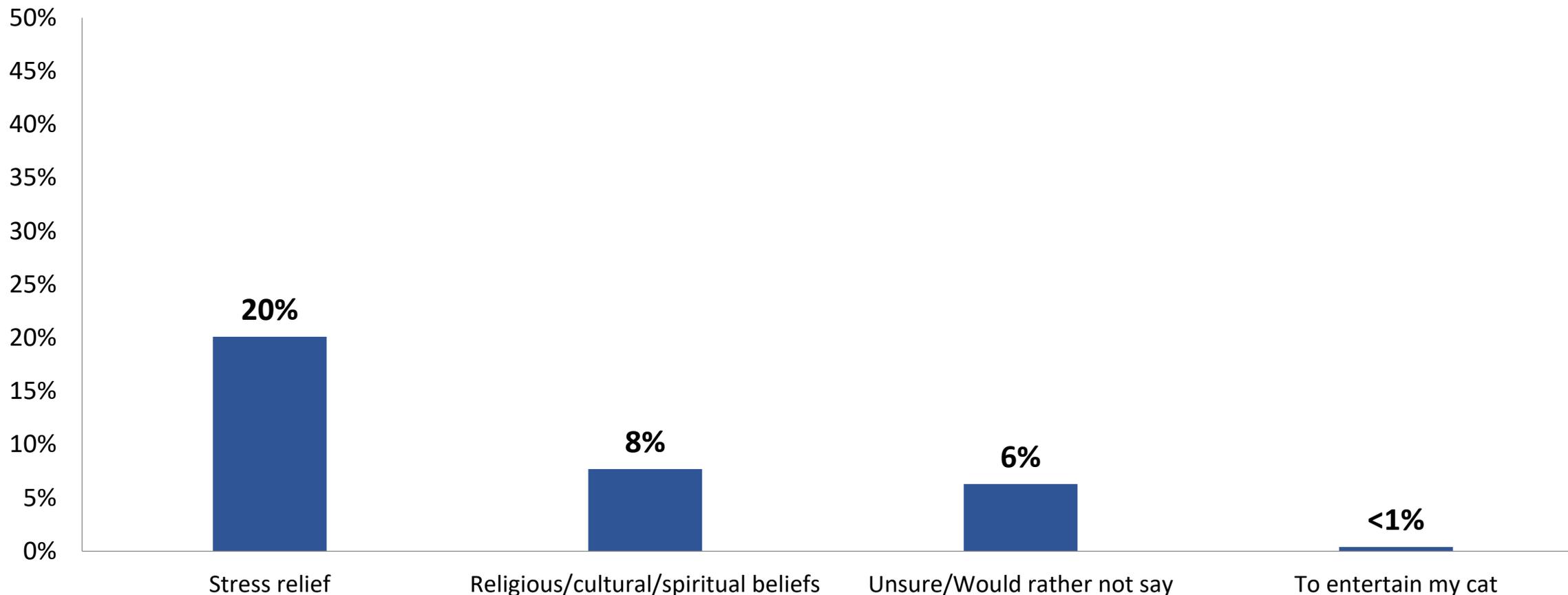
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=233 Toronto residents who regularly or occasionally feed wildlife.



Frequency of feeding wildlife (continued)

Q

[IF REGULARLY/OCCASIONALLY] Why do you and/or someone in your household feed wildlife? Select all that apply. [RANDOMIZE]



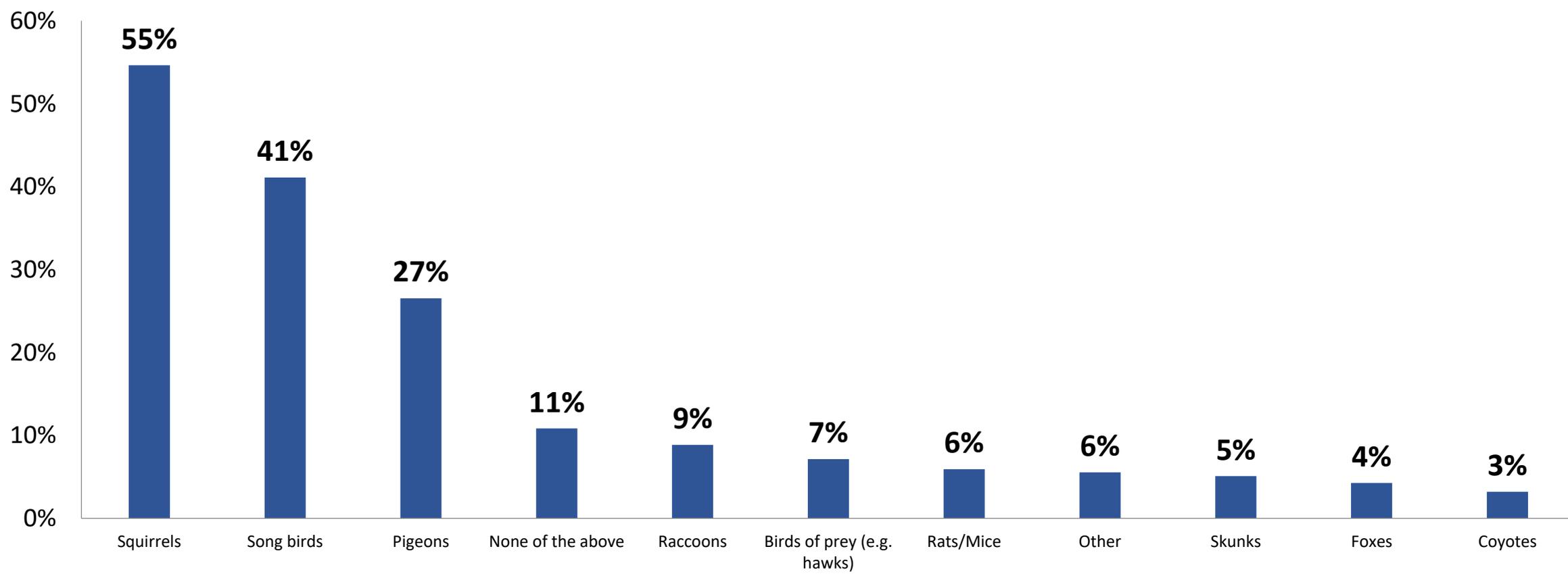
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=233 Toronto residents who regularly or occasionally feed wildlife.



Wildlife fed by household

Q [IF REGULARLY/OCCASIONALLY] What wildlife do you and/or someone in your household(s) feed in Toronto? Select all that apply: [RANDOMIZE]



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=231 Toronto residents who regularly or occasionally feed wildlife.



Improving the relationship between humans and wildlife



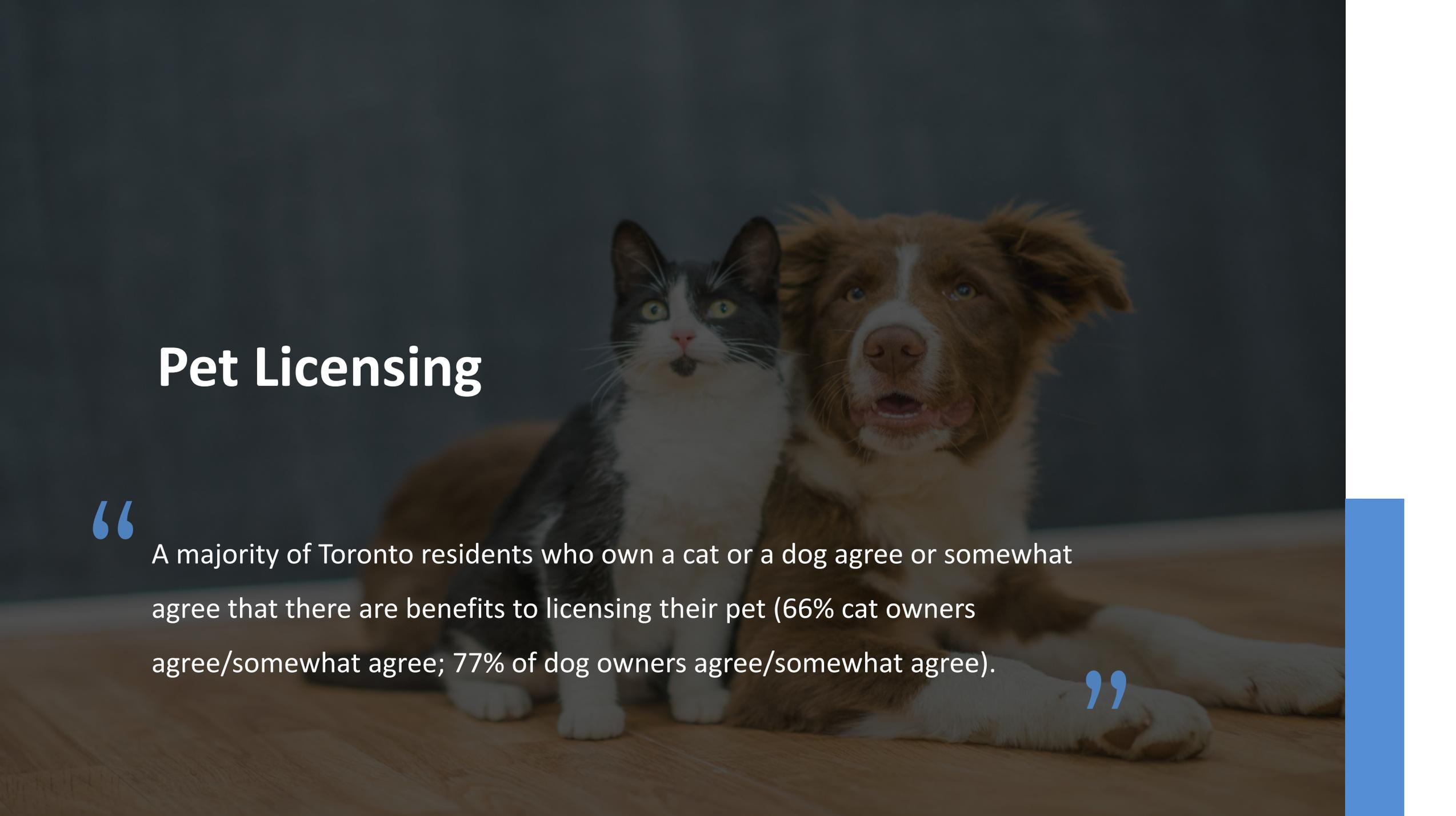
When asked how the City could improve the relationship between humans and wildlife in Toronto, residents most often said better communication overall or provide advice on how to interact with wildlife (29%).



In your opinion, how could the City improve the relationship between humans and wildlife in Toronto? [OPEN]

TOP RESPONSES

	Frequency (n=892)
Better communication overall/Provide advice on how to interact	29.0%
Relocate animals that come in the city/have designated areas for animals	6.7%
Stop feeding wildlife/enforcement of bylaws/fines	6.6%
Stop urban sprawl/respect the environment animals live in	5.5%
Do nothing/already doing a good job	4.8%
Put up signs in public spaces/parks	4.3%
Unsure	19.6%

A black and white cat is sitting on the left, looking towards the camera. To its right, a brown and white dog is lying down, also looking towards the camera. The background is a dark, solid color.

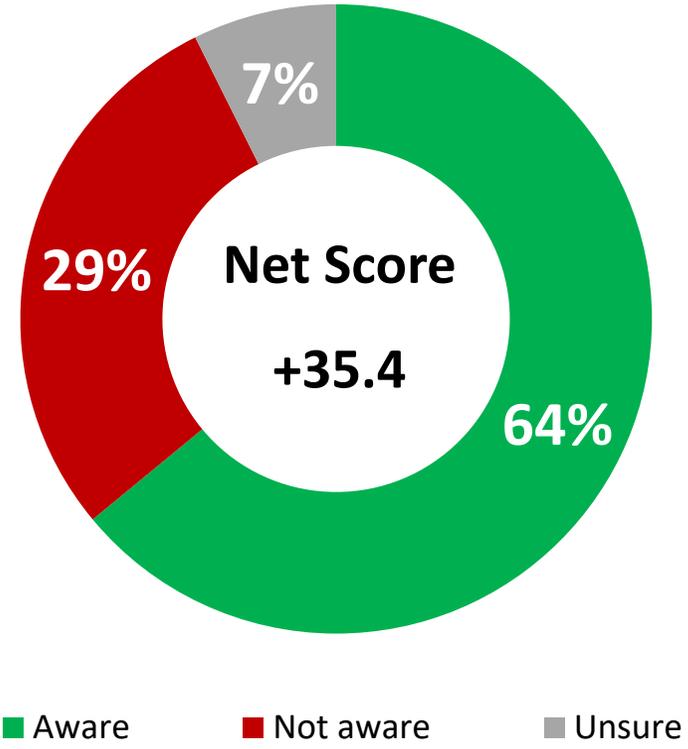
Pet Licensing

“

A majority of Toronto residents who own a cat or a dog agree or somewhat agree that there are benefits to licensing their pet (66% cat owners agree/somewhat agree; 77% of dog owners agree/somewhat agree).

”

Awareness of cats and dogs needing to be licensed



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Q Our next few questions are about pet licensing. All dogs and cats in Toronto need to be licensed and wear a tag, and this license must be renewed every year. Pet licensing information can be used to quickly and safely reunite lost pets with their owners, and the pet license fees allow Toronto Animal Services to run important programs, such as providing care to stray and rescued animals, and to teach kids and teens about animal safety. Prior to this survey, were you aware or not aware that cats and dogs in Toronto need to be licensed?

Aware	Scarborough (n=242)	Etobicoke/York (n=187)	North York (n=248)	Toronto/East York (n=325)	
	61.2%	67.0%	60.7%	66.5%	
	Men (n=466)	Women (n=534)	18 to 34 (n=312)	35 to 54 (n=351)	55 plus (n=339)
	64.0%	64.1%	50.0%	52.7%	61.5%
	Owens a pet (n=404)	Owens a pet <5 years ago but not currently (n=100)	Owens a pet >5 years ago but not currently (n=221)	Has never owned a pet (n=276)	
	76.2%	66.0%	61.1%	47.6%	
	Under \$20,000 (n=68)	\$20,000 to just under \$40,000 (n=107)	\$40,000 to just under \$60,000 (n=136)	\$60,000 to just under \$80,000 (n=131)	\$80,000 to just under \$100,000 (n=155)
	48.9%	66.4%	66.2%	58.3%	62.9%
	\$100,000 to just under \$120,000 (n=91)	\$120,000 to just under \$150,000 (n=101)	\$150,000 and above (n=176)		
	73.1%	72.0%	72.2%		

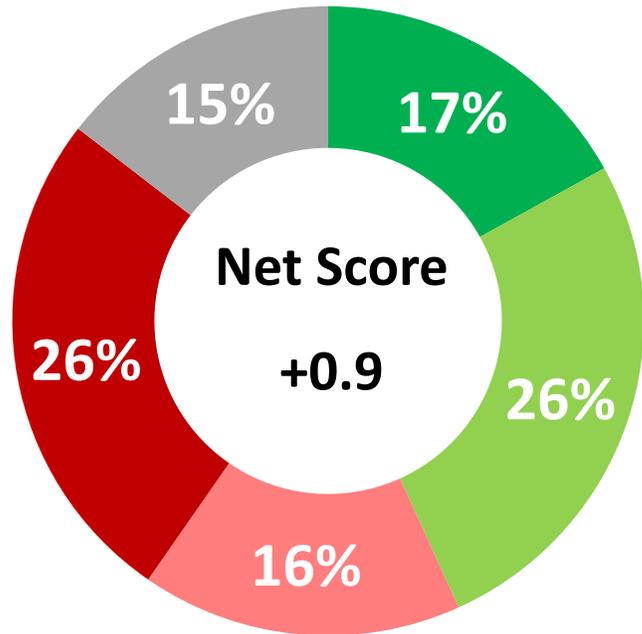
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1002 Toronto residents



Expanding the pet licensing system to include other pets



Would you agree, somewhat agree, somewhat disagree or disagree with the idea to expand the pet licensing system that currently focuses on dogs and cats to include other pets, such as rabbits and guinea pigs?



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Unsure

Agree/somewhat agree

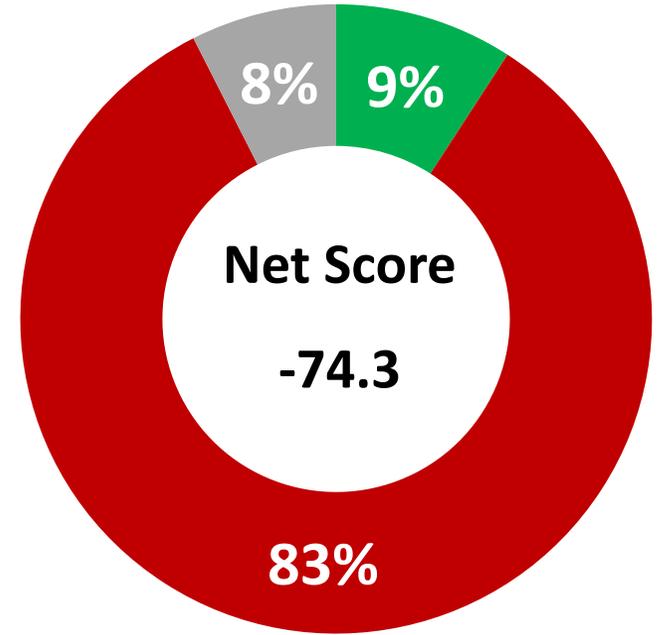
	Scarborough (n=242)	Etobicoke/ York (n=189)	North York (n=250)	Toronto/East York (n=325)	
	43.1%	42.3%	43.5%	43.7%	
Men (n=470)			18 to 34 (n=312)	35 to 54 (n=352)	55 plus (n=342)
	48.2%	38.9%	55.7%	47.1%	31.7%
Owns a pet (n=406)		Owned a pet <5 years ago but not currently (n=101)	Owned a pet >5 years ago but not currently (n=221)	Has never owned a pet (n=277)	
	40.2%	44.4%	39.9%	50.2%	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Awareness of BluePaw program



Are you aware or not aware of the BluePaw program?



■ Aware ■ Not aware ■ Unsure

Aware

Scarborough (n=241)	Etobicoke/ York (n=189)	North York (n=247)	Toronto/East York (n=326)	
11.0%	9.0%	9.1%	8.0%	
Men (n=468)	Women (n=533)	18 to 34 (n=312)	35 to 54 (n=352)	55 plus (n=339)
8.3%	9.9%	9.7%	10.8%	7.7%
Owns a pet (n=404)	Owned a pet <5 years ago but not currently (n=101)	Owned a pet >5 years ago but not currently (n=219)	Has never owned a pet (n=278)	
17.7%	8.2%	3.2%	1.8%	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

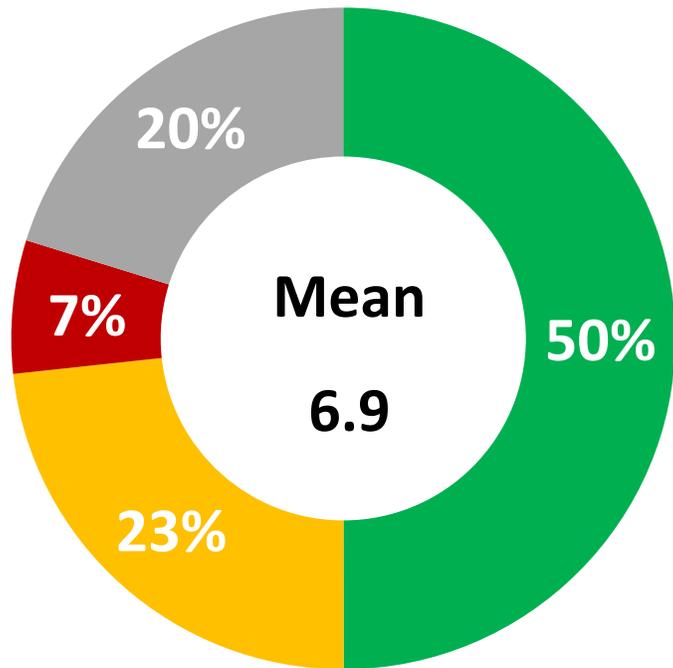
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1003 Toronto residents



Satisfaction with BluePaw program

Q

[If AWARE] On a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with the BluePaw program?



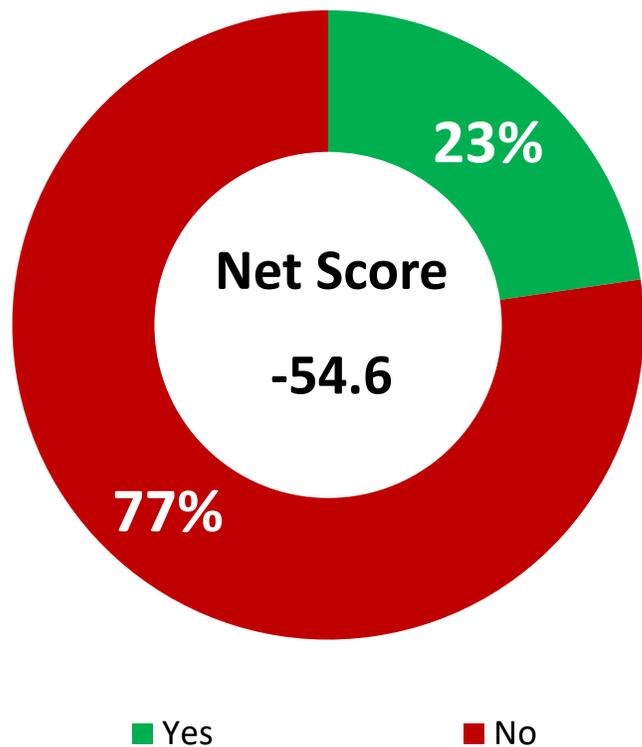
■ Satisfied (7-10) ■ Neutral (4-6) ■ Not satisfied (0-3) ■ Unsure

“ One in two Toronto residents aware of the BluePaw program are satisfied with the program (score of 7-10 out of 10). About one in five rate their level of satisfaction as neutral (score of 4-6 out of 10) or are unsure, while less than 10 per cent are not satisfied with the program. ”

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Cat ownership

Q Do you own a cat?



	Scarborough (n=242)	Etobicoke/ York (n=189)	North York (n=249)	Toronto/East York (n=326)	
Owns a cat	20.9%	16.2%	25.5%	26.4%	
	Men (n=470)	Women (n=534)	18 to 34 (n=311)	35 to 54 (n=354)	55 plus (n=341)
	19.6%	25.4%	26.8%	21.6%	20.3%

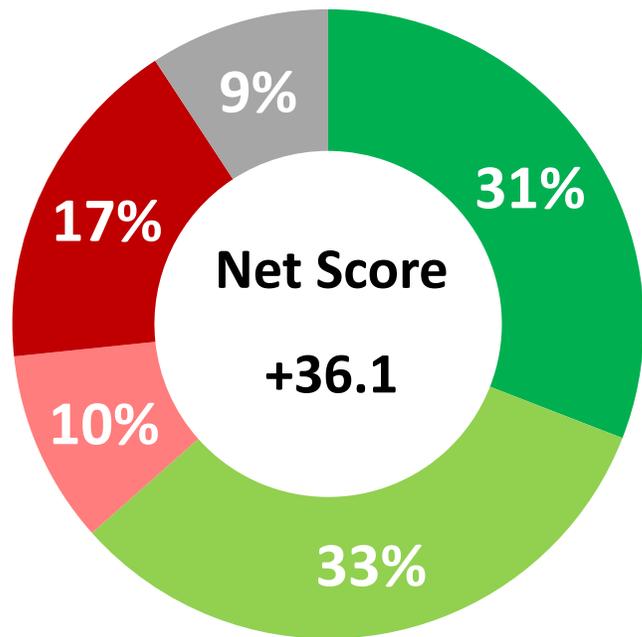
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1006 Toronto residents

Benefit in licensing cat – cat owners only



[IF YES] Do you agree, somewhat agree, somewhat disagree or disagree that there is a benefit in licensing your cat?



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Unsure

Agree/ somewhat agree

	Scarborough (n=50)	Etobicoke/ York (n=31)	North York (n=58)	Toronto/East York (n=89)	
	67.8%	66.2%	63.4%	59.8%	
	Men (n=90)	Women (n=137)	18 to 34 (n=85)	35 to 54 (n=75)	55 plus (n=68)
	66.5%	61.8%	67.9%	58.4%	62.2%

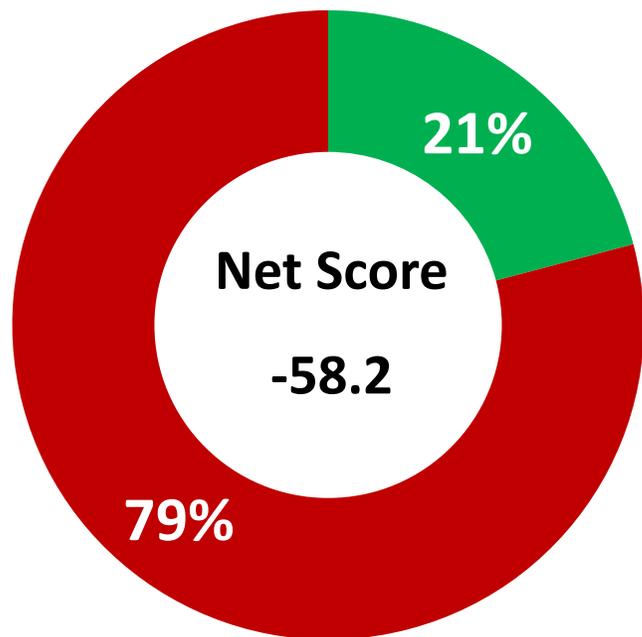
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=228 Toronto residents who own a cat



Dog ownership

Q Do you own a dog?



■ Yes ■ No

Owns a dog

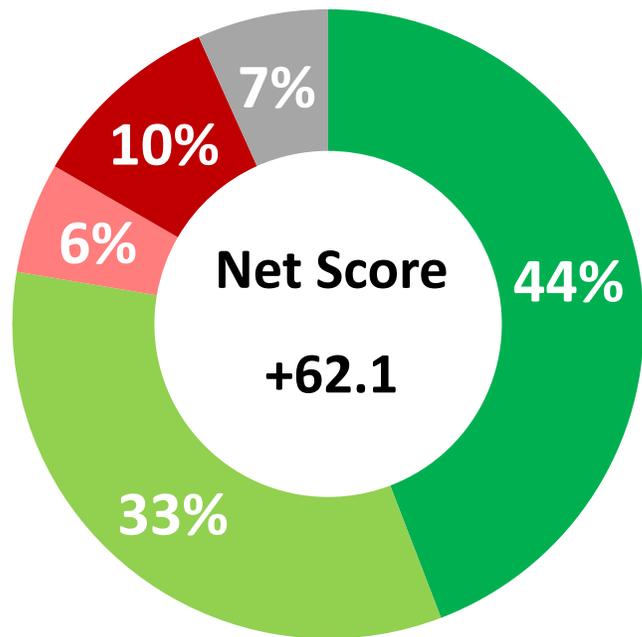
	Scarborough (n=238)	Etobicoke/ York (n=186)	North York (n=246)	Toronto/East York (n=321)	
	20.6%	20.8%	15.8%	24.9%	
Men (n=465)			18 to 34 (n=306)	35 to 54 (n=349)	55 plus (n=336)
	20.8%	21.1%	24.9%	23.6%	16.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=991 Toronto residents

Benefit in licensing dog – dog owners only

Q [IF YES] Do you agree, somewhat agree, somewhat disagree or disagree that there is a benefit in licensing your dog?



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Unsure

Agree/ somewhat agree

	Scarborough (n=45)	Etobicoke/ York (n=39)	North York (n=42)	Toronto/East York (n=87)	
	79.8%	74.4%	73.2%	80.4%	
Men (n=101)		Women (n=112)	18 to 34 (n=75)	35 to 54 (n=85)	55 plus (n=53)
	80.9%	74.7%	76.2%	71.8%	84.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

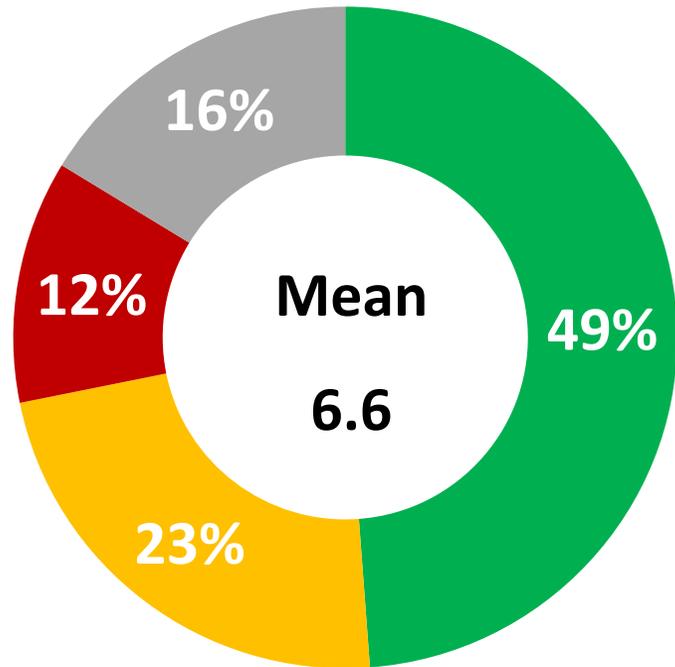
Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=213 Toronto residents who own a dog



Satisfaction with pet licensing system – cat and dog owners only

Q

[IF YES TO Q18 OR Q20] How satisfied are you with the pet licensing system for your cat or dog in Toronto where 0 is not at all satisfied and 10 is completely satisfied?



■ Satisfied (7-10) ■ Neutral (4-6) ■ Not satisfied (0-3) ■ Unsure

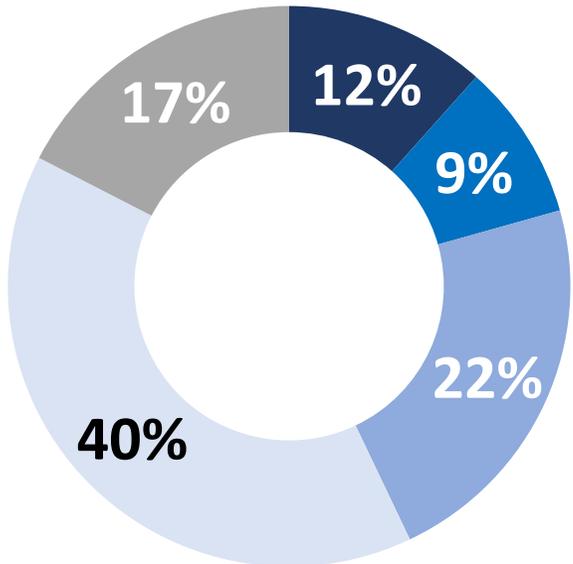
Mean

	Scarborough (n=77)	Etobicoke/ York (n=65)	North York (n=86)	Toronto/East York (n=154)	
	6.6	7.1	6.3	6.4	
	Men (n=164)	Women (n=217)	18 to 34 (n=138)	35 to 54 (n=131)	55 plus (n=113)
	6.5	6.7	6.3	6.2	7.0

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Preferred option to renewing pet license – cat and dog owners only

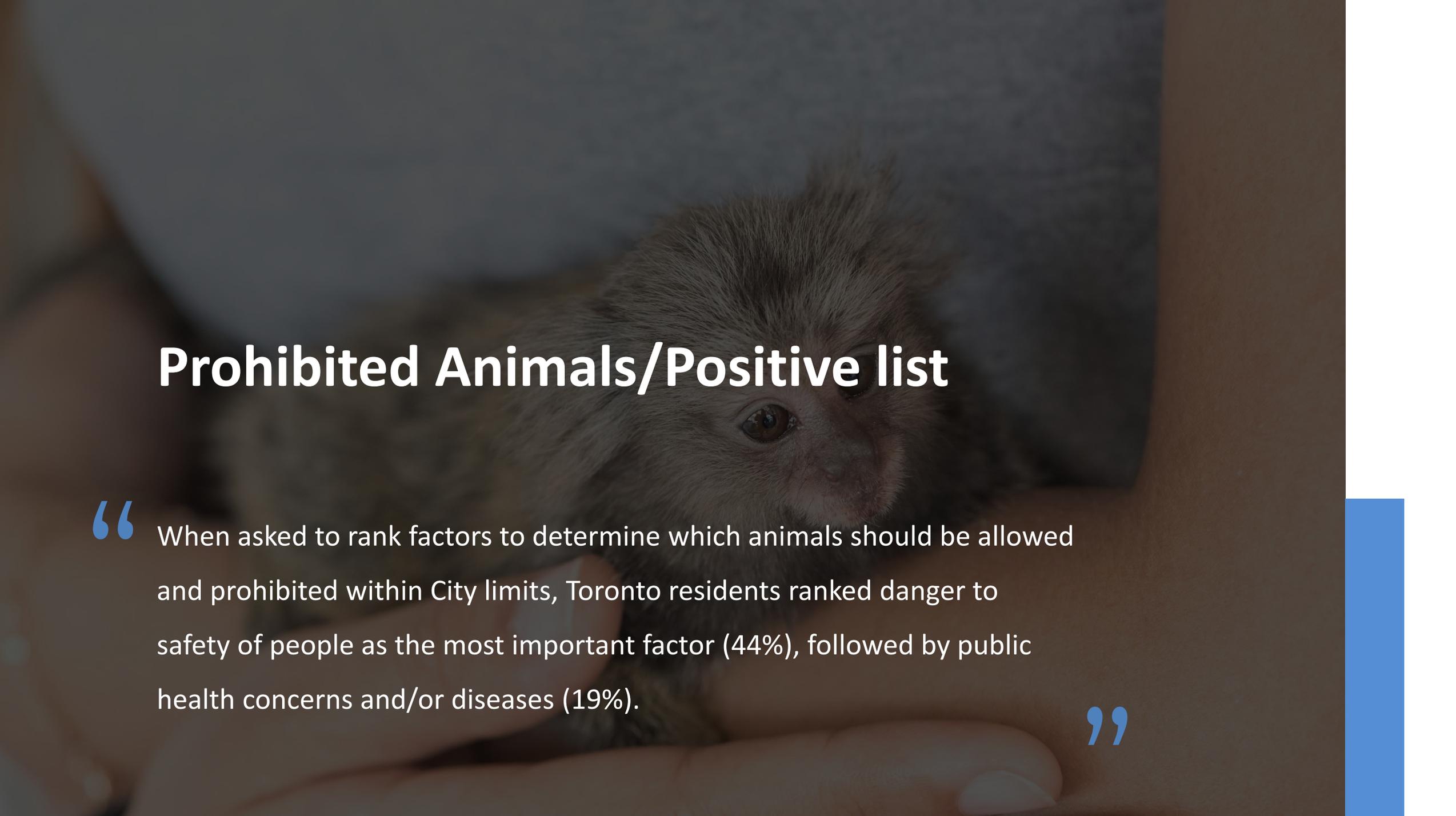
Q [IF YES TO Q18 OR Q20] Currently, a pet license has to be renewed every year. Would you prefer other options, such as multi-year licenses or lifetime licenses? Select your preferred option: [RANDOMIZE]



- Annual renewal only
- Multi-year licenses only
- Lifetime licenses only
- Option to choose between annual, multi-year, lifetime licenses
- No preference

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Option to choose	Scarborough (n=78)	Etobicoke/ York (n=65)	North York (n=86)	Toronto/East York (n=154)	
		46.4%	34.2%	40.9%	37.9%
	Men (n=164)	Women (n=218)	18 to 34 (n=138)	35 to 54 (n=131)	55 plus (n=114)
	35.2%	42.8%	43.7%	36.4%	37.9%

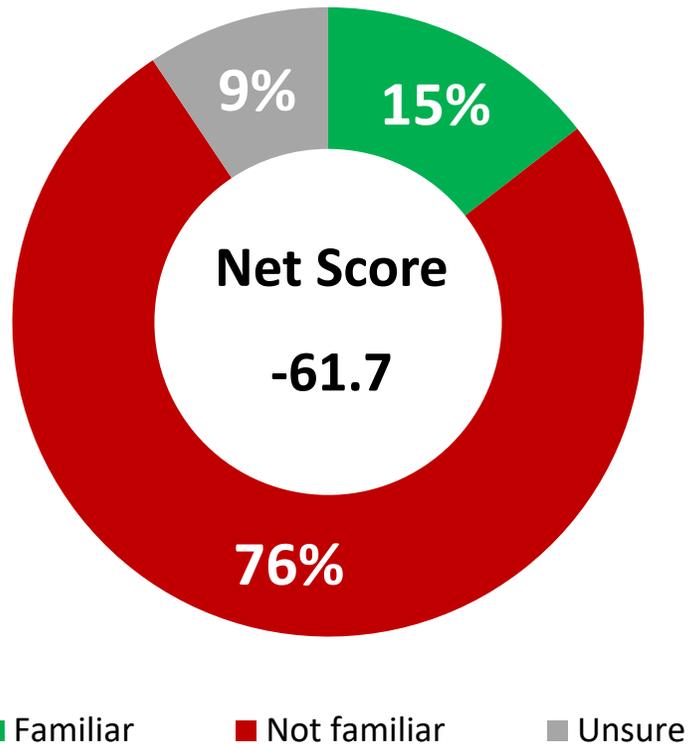
A close-up photograph of a small, fluffy grey rabbit being held gently in a person's hands. The rabbit has dark eyes and a soft, textured coat. The background is a blurred, dark grey surface.

Prohibited Animals/Positive list

“ When asked to rank factors to determine which animals should be allowed and prohibited within City limits, Toronto residents ranked danger to safety of people as the most important factor (44%), followed by public health concerns and/or diseases (19%).

”

Familiarity with the idea of a positive list



Q The City currently maintains a list of animals that are prohibited in Toronto and that can't be kept as a pet, but animals can also be regulated through a positive list, which lists all allowed animals people can keep as pets instead. A positive list usually gives more considerations to animal welfare and makes rules and guidelines easier to understand. Prior to this survey, were you familiar or not familiar with the idea of a positive list?

	Scarborough (n=243)	Etobicoke/ York (n=188)	North York (n=249)	Toronto/East York (n=326)	
Familiar	17.7%	10.5%	17.0%	12.9%	
Men (n=469)		Women (n=535)	18 to 34 (n=313)	35 to 54 (n=354)	55 plus (n=339)
	18.4%	11.0%	20.8%	16.9%	8.3%
Owens a pet (n=407)		Owens a pet <5 years ago but not currently (n=101)	Owens a pet >5 years ago but not currently (n=219)	Has never owned a pet (n=278)	
	19.6%	17.6%	11.2%	8.3%	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Determining animals allowed in the city

Q Please rank the following factors to determine which animals should be allowed and prohibited within City limits where 1 is the most important factor, 2 the second most important factor and so on. [RANDOMIZE]

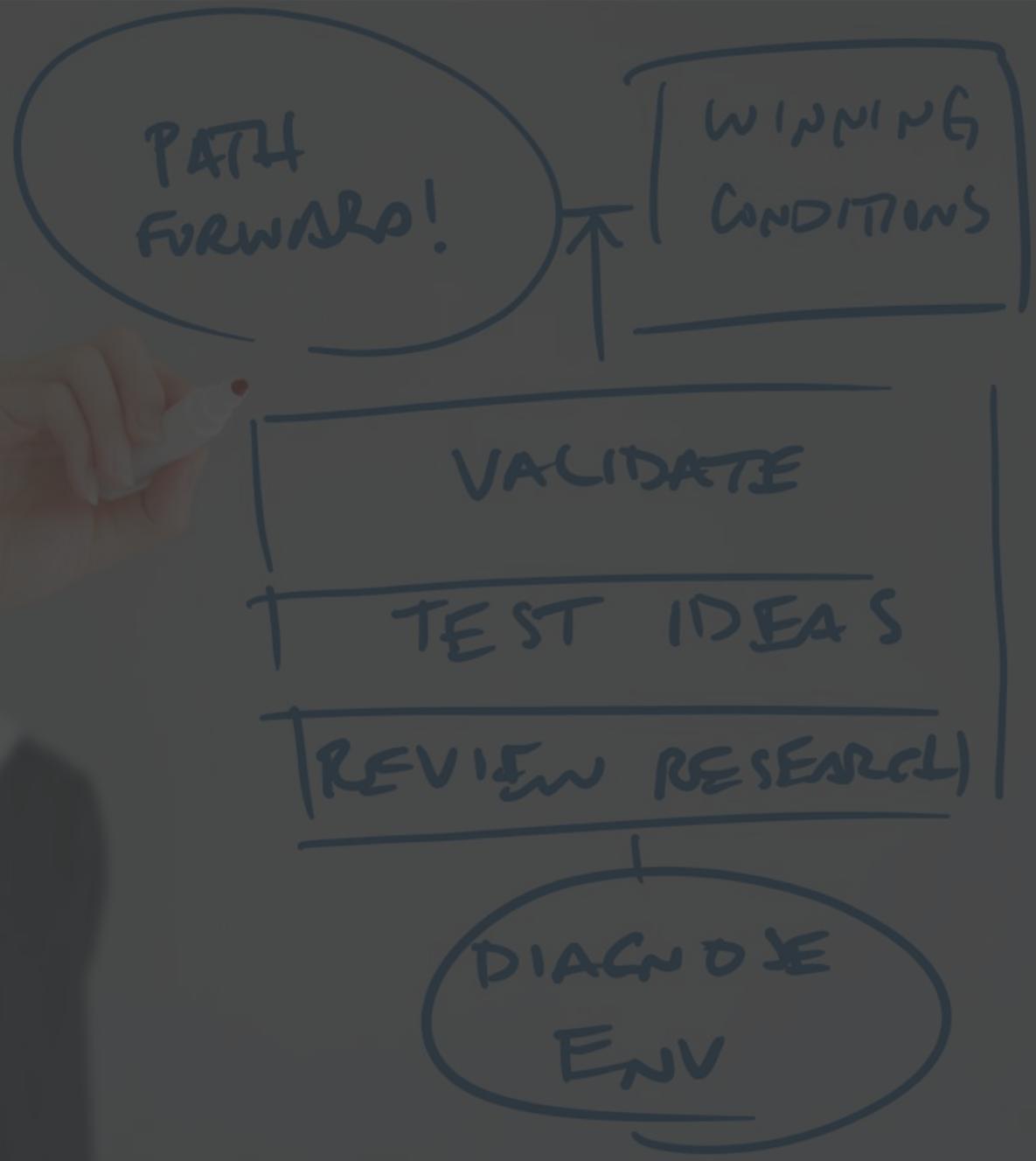
	Rank 1 (n=1001)	Rank 2 (n=970)	Rank 3 (n=934)
Danger to safety of people	44.0%	22.4%	12.6%
Public health concerns/diseases	18.5%	43.2%	20.0%
How easy it is to keep and care for animal to ensure its well-being	13.5%	10.0%	17.8%
Wildlife Conservation	10.1%	11.2%	17.5%
Threat to local animals/eco-system	9.7%	18.2%	31.4%
Unsure	4.2%	0.8%	0.8%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, online representative survey, January 7th to 14th, 2022, n=1001 Toronto residents



METHODOLOGY



On behalf of the City of Toronto, Nanos conducted an online representative survey 1,009 residents of Toronto, 18 years of age and older, drawn from a panel between January 7th and 14th, 2022.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the residents of Toronto.

The research was commissioned by the City of Toronto.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	City of Toronto	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Toronto. See tables for full weighting disclosure.
Population and Final Sample Size	1,009 residents of Toronto	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry or in the media prior to administering the survey to ensure the integrity of the data.
Source of Sample	Prodege	Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Type of Sample	Representative non-probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Toronto.
Margin of Error	No margin of error applies to this research.	Estimated Response Rate	Not applicable.
Mode of Survey	Online survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability.	Question Content	This is report one of two reports.
Demographics (Captured)	Toronto; Men and Women; 18 years or older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Field Dates	January 7 th to 14 th , 2022	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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TABULATIONS



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region						Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 1 - What types of wildlife do you encounter at home/on the property you own/occupy in Toronto? Select all that apply. [RANDOMIZE]	Total	Unwgt N	1009	243	189	250	327	471	536	2	313	354	342	408	101	221	278
		Wgt N	1002	231	216	237	318	474	526	2	318	254	430	403	104	229	266
	Squirrels	%	82.9	85.2	84.6	81.9	80.9	81.1	84.7		77.7	84.2	86.1	89.1	78.7	84.5	74.0
	I do not encounter any wildlife/none of the above	%	7.2	7.9	6.4	7.9	6.6	8.8	5.8		8.3	7.0	6.4	3.7	12.3	4.2	12.9
	Unsure	%	1.2	0.7	1.3	2.2	0.8	1.4	1.1		2.5	0.7	0.6	0.5	0.0	0.9	3.1
	Raccoons	%	69.2	73.2	67.4	66.8	69.4	69.9	68.7		64.4	69.1	72.8	77.4	59.9	70.7	59.4
	Coyotes	%	22.7	20.4	36.7	22.6	15.1	22.0	23.5		24.6	20.3	22.8	29.2	24.5	18.1	16.0
	Foxes	%	21.1	25.3	23.7	21.0	16.5	19.4	22.8		21.1	17.8	23.2	25.6	19.8	22.4	14.0
	Rats/Mice	%	41.1	48.6	40.7	33.1	41.8	43.1	39.2		37.1	41.7	43.7	46.7	41.6	40.2	33.1
	Skunks	%	50.1	52.8	60.9	48.3	42.1	50.9	49.5		45.9	51.4	52.4	56.3	45.5	52.8	39.9
Pigeons	%	48.6	43.6	46.7	42.5	58.1	52.1	45.6		47.9	47.2	49.9	55.5	42.3	49.7	39.9	
Song birds	%	51.4	50.8	57.0	53.3	46.5	51.2	51.7		37.2	52.3	61.3	57.7	47.5	53.7	41.1	
Birds of prey (e.g. hawks)	%	26.8	29.3	32.4	23.1	24.1	25.3	28.4		20.2	30.3	29.7	31.2	22.4	29.6	19.7	

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**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 2 - What types of wildlife do you encounter in parks/other public areas in Toronto? Select all that apply. [RANDOMIZE]	Total	Unwgt N	1009	243	189	250	327	471	536	2	313	354	342	408	101	221	278
		Wgt N	1002	231	216	237	318	474	526	2	318	254	430	403	104	229	266
	Squirrels	%	87.5	87.6	85.4	87.4	88.9	85.7	89.1		87.7	90.3	85.7	91.2	87.3	87.9	81.7
	I do not encounter any wildlife/none of the above	%	4.3	3.1	4.8	4.8	4.6	5.5	3.3		3.7	3.0	5.5	1.4	2.0	4.8	9.3
	Unsure	%	1.9	1.3	3.6	0.9	1.9	2.2	1.7		0.8	2.1	2.6	0.9	2.2	3.1	2.2
	Raccoons	%	63.1	63.0	63.5	59.5	65.5	63.2	63.1		65.7	63.6	60.9	71.0	68.5	58.0	53.2
	Coyotes	%	31.4	29.2	43.1	30.0	26.2	29.7	33.1		28.8	29.3	34.6	36.0	30.5	31.3	24.8
	Foxes	%	32.7	36.2	34.9	33.1	28.2	31.9	33.5		28.9	31.2	36.3	37.5	35.6	33.8	23.2
	Rats/Mice	%	27.7	22.6	33.3	24.3	30.2	25.5	29.7		29.1	29.6	25.6	32.0	26.6	28.6	20.7
	Skunks	%	45.8	44.3	55.0	43.5	42.3	46.9	44.8		49.4	47.7	42.0	53.5	47.7	43.5	35.2
Pigeons	%	71.6	69.7	72.9	67.6	75.1	72.6	70.7		71.6	71.9	71.4	78.6	74.2	71.6	60.1	
Song birds	%	61.7	59.4	63.5	60.4	63.0	59.6	63.5		50.2	64.0	68.7	68.7	60.2	62.2	51.0	
Birds of prey (e.g. hawks)	%	36.0	35.7	42.0	35.0	32.8	34.8	37.0		33.6	35.4	38.1	41.6	34.7	36.4	27.3	

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**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 3 - Did you encounter any problems while interacting with any of these animals during the last year? Select all that apply. [RANDOMIZE]	Total	Unwgt N	1004	240	189	249	326	468	534	2	310	353	341	405	101	221	276
		Wgt N	997	228	216	236	317	471	524	2	315	253	429	399	104	229	264
	Squirrels	%	10.4	11.2	8.7	11.1	10.4	11.9	9.0		12.9	10.9	8.2	11.9	6.7	7.8	11.7
	No negative interactions with any wildlife/none of the above	%	64.1	61.1	64.5	66.0	64.4	61.7	66.2		59.7	60.5	69.4	59.4	64.8	70.6	65.0
	Unsure	%	2.0	3.5	0.4	2.6	1.6	2.0	2.0		1.7	2.3	2.0	0.6	0.0	2.2	4.7
	Raccoon	%	18.6	19.7	15.6	18.5	20.0	22.1	15.6		21.8	18.4	16.4	24.1	20.5	11.0	16.2
	Coyotes	%	6.1	5.8	12.9	4.9	2.7	6.6	5.7		7.2	6.6	5.1	9.2	4.3	3.1	4.8
	Foxes	%	3.3	3.2	3.9	3.9	2.5	2.9	3.7		4.5	3.0	2.7	5.1	3.0	2.1	1.7
	Rats/Mice	%	11.2	13.6	9.8	10.7	10.9	12.3	10.1		12.8	10.0	10.8	15.5	12.6	6.5	8.3
	Skunks	%	9.2	9.0	11.0	10.4	7.3	12.3	6.5		11.0	8.9	8.1	13.7	10.1	5.9	5.0
	Pigeons	%	9.0	7.0	9.3	6.0	12.6	10.0	8.2		11.2	9.8	6.9	11.0	7.4	8.1	7.5
	Song birds	%	2.3	2.3	2.4	2.0	2.4	2.8	1.8		2.0	3.7	1.6	3.5	1.4	0.0	2.7
	Birds of prey (e.g. hawks)	%	2.2	1.5	1.3	3.8	1.9	2.6	1.8		3.8	2.1	1.0	4.1	0.0	1.3	0.7

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**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with squirrels? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	105	25	16	30	34	56	49	0	38	39	28	48	8	18	31
		Wgt N	99	25	17	26	30	53	46	0	38	26	35	44	7	18	30
	Concern for pet	%	12.2			18.2	7.9	10.1	14.6	-	16.6	16.8		22.3			2.4
	Concern for personal safety	%	23.7			28.8	20.9	20.0	28.0	-	28.8	19.9		26.9			22.7
	Property damage	%	55.5			60.1	46.2	63.4	46.5	-	53.5	47.1		43.8			60.2
	Nuisance (smell, litter, noise)	%	40.5			53.6	50.3	41.8	39.1	-	52.1	45.8		36.6			46.1
	None	%	9.0			5.5	14.1	7.2	11.0	-	4.7	11.8		12.9			6.9
	Too many around	%	1.1			4.1	0.0	2.1	0.0	-	0.0	0.0		0.0			0.0
	Concerned about diseases	%	0.8			0.0	2.5	0.0	1.6	-	0.0	2.9		1.7			0.0

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		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with raccoons? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	189	46	29	47	67	101	88	0	66	67	56	99	21	22	47
		Wgt N	184	45	32	44	63	102	82	0	67	47	70	94	21	25	43
	Concern for pet	%	21.7	18.9		30.3	14.5	20.5	23.3	-	28.5	18.9	17.1	35.6			0.0
	Concern for personal safety	%	31.6	29.9		29.6	26.9	33.1	29.8	-	30.5	30.8	33.2	33.3			19.0
	Property damage	%	48.9	59.9		53.5	38.8	52.6	44.2	-	51.5	46.3	48.1	52.2			41.7
	Nuisance (smell, litter, noise)	%	64.5	59.0		63.2	69.6	63.3	66.1	-	59.1	73.7	63.7	66.9			73.7
	None	%	2.2	0.0		0.0	4.5	3.2	0.9	-	0.0	5.3	2.1	2.0			4.9
	Getting into garbage	%	3.5	0.0		6.6	2.2	1.6	5.7	-	2.7	1.2	5.7	1.5			2.2
	Concerned about diseases	%	0.6	2.3		0.0	0.0	1.0	0.0	-	0.0	0.0	1.4	0.0			0.0
	Animal was injured/died	%	0.8	0.0		0.0	2.4	1.5	0.0	-	0.0	0.0	2.1	0.0			0.0
20	%	0.8	0.0		3.5	0.0	1.5	0.0	-	2.3	0.0	0.0	0.0			0.0	

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with coyotes? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	57	13	22	12	10	27	30	0	17	22	18	32	5	7	13
		Wgt N	59	13	26	12	8	29	30	0	21	17	22	35	4	7	13
	Concern for pet	%	57.2						57.8	-				77.5			
	Concern for personal safety	%	81.9						89.8	-				71.6			
	Property damage	%	18.7						18.5	-				28.5			
	Nuisance (smell, litter, noise)	%	19.6						24.9	-				26.5			

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
			Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with foxes? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	29	7	6	8	8	10	19	0	11	9	9	16
		Wgt N	30	7	7	9	7	11	19	0	11	8	11	18	3	5	5
	Concern for pet	%								-							
	Concern for personal safety	%								-							
	Property damage	%								-							
	Nuisance (smell, litter, noise)	%								-							
	None	%								-							

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with rats/mice? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	110	32	18	24	36	54	55	1	38	34	38	60	13	14	23
		Wgt N	109	31	19	25	34	56	52	1	39	24	46	59	13	15	22
	Concern for pet	%	10.9	10.0			17.5	5.6	16.8		4.7	16.6	13.1	17.1			
	Concern for personal safety	%	29.6	36.7			26.4	21.5	38.8		31.6	33.4	25.8	33.4			
	Property damage	%	55.2	51.8			55.8	50.2	59.8		67.8	58.9	42.9	58.9			
	Nuisance (smell, litter, noise)	%	77.2	61.7			86.4	77.4	76.5		85.2	70.6	74.0	79.8			
	None	%	1.9	0.0			0.0	2.0	1.8		2.4	4.6	0.0	3.5			
	Too many around	%	1.0	0.0			0.0	1.9	0.0		0.0	0.0	2.3	0.0			
	Got inside my house	%	1.1	0.0			0.0	1.0	1.2		0.0	4.9	0.0	1.1			
Got in my pool	%	0.7	2.6			0.0	0.0	1.5		2.1	0.0	0.0	0.0				

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with skunks? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	90	19	18	28	25	56	34	0	29	33	28	52	10	13	15
		Wgt N	90	21	22	24	23	56	34	0	33	22	35	53	10	13	13
	Concern for pet	%	39.9					38.5	42.2	-		30.7		60.4			
	Concern for personal safety	%	35.9					36.4	35.0	-		46.7		40.8			
	Property damage	%	24.2					26.9	19.6	-		19.3		19.0			
	Nuisance (smell, litter, noise)	%	76.8					74.2	81.0	-		83.8		73.3			
	None	%	2.9					4.7	0.0	-		5.1		2.1			

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**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with pigeons? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	89	17	16	14	42	46	43	0	33	33	23	42	7	19	21
		Wgt N	86	16	18	14	38	44	42	0	33	24	30	40	8	19	20
	Concern for pet	%	9.5				5.8	4.8	14.4	-	7.3	12.8		16.8			
	Concern for personal safety	%	17.6				20.1	20.3	14.7	-	26.7	15.1		16.4			
	Property damage	%	35.9				24.2	31.0	41.0	-	35.3	29.7		45.2			
	Nuisance (smell, litter, noise)	%	75.7				75.9	75.9	75.5	-	67.6	74.8		69.5			
	None	%	1.3				0.0	2.6	0.0	-	0.0	4.7		2.8			
	Too many around	%	1.8				4.1	3.5	0.0	-	2.9	2.5		2.4			
	Animal was injured/died	%	1.0				2.2	0.0	2.0	-	2.6	0.0		2.1			

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**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with song birds? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	20	4	3	5	8	12	8	0	4	12	4	9	2	0	9
		Wgt N	19	4	3	5	7	11	7	0	5	9	5	10	1	0	7
	Concern for pet	%							-							-	
	Concern for personal safety	%							-							-	
	Property damage	%							-							-	
	Nuisance (smell, litter, noise)	%							-							-	
None	%							-							-		

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**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
			2022-01														
Question 4 - [IF ENCOUNTERED PROBLEMS] [ASK FOR SELECTED ANIMALS] What problems did you encounter with Birds of prey (e.g. hawks)? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	20	3	1	8	8	11	9	0	9	8	3	14	0	3	3
		Wgt N	20	3	1	9	6	10	9	0	10	5	4	15	0	3	2
	Concern for pet	%								-				-			
	Concern for personal safety	%								-				-			
	Property damage	%								-				-			
	Nuisance (smell, litter, noise)	%								-				-			
Animal was injured/died	%								-				-				

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses



2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner					
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet		
Question 5 - On a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with how the City manages the relationship between humans and wildlife in Toronto? ____ out of 10 or Unsure	Total	Unwgt N	1008	243	189	250	326	471	535	2	313	354	341	407	101	221	278	
		Wgt N	1001	231	216	237	317	474	525	2	318	254	429	401	104	229	266	
		Mean	6.6	6.6	6.4	6.9	6.4	6.7	6.4		6.5	6.3	6.7	6.7	6.3	6.4	6.6	
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0		7.0	7.0	7.0	7.0	7.0	7.0	7.0	
		Not at all satisfied (0)	%	3.1	2.0	4.4	4.0	2.5	2.4	3.8		2.4	3.4	3.5	1.8	4.6	3.8	4.2
		1	%	0.2	0.0	0.5	0.0	0.2	0.1	0.2		0.0	0.2	0.3	0.0	0.0	0.0	0.6
		2	%	2.4	2.8	2.0	1.8	2.9	1.6	3.2		1.9	3.8	2.0	2.5	2.2	4.1	0.9
		3	%	3.6	2.7	3.2	3.6	4.6	3.0	4.0		4.2	4.5	2.7	4.6	4.1	3.0	2.6
		4	%	3.7	3.7	4.6	3.3	3.4	3.6	3.9		5.5	2.8	2.9	3.6	4.6	5.5	2.0
		5	%	12.7	14.8	8.9	8.8	16.5	14.3	11.3		13.1	13.1	12.1	12.8	16.0	11.3	12.4
		6	%	10.9	13.8	15.3	6.9	8.6	12.2	9.5		12.4	9.4	10.6	11.5	9.5	9.9	11.4
		7	%	17.9	15.3	19.2	18.3	18.6	18.0	17.9		21.2	19.6	14.4	20.5	14.3	17.4	15.8
		8	%	14.4	12.2	11.1	16.8	16.4	14.8	14.1		11.1	15.6	16.2	16.0	8.9	14.1	14.4
		9	%	7.9	6.3	9.7	9.3	6.7	8.7	7.1		8.2	6.7	8.4	7.3	14.0	8.3	6.1
	Completely satisfied (10)	%	9.7	12.2	6.9	13.2	7.2	10.0	9.4		8.8	6.9	12.0	10.0	7.2	8.4	11.3	
	Unsure	%	13.5	14.2	14.0	13.9	12.3	11.2	15.6		11.1	14.0	15.0	9.3	14.7	14.2	18.4	

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region						Gender			Age			Pet owner			
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 6 - In your opinion, who is mainly responsible to inform residents on how to coexist peacefully with wildlife in Toronto?	Total	Unwgt N	1009	243	189	250	327	471	536	2	313	354	342	408	101	221	278
		Wgt N	1002	231	216	237	318	474	526	2	318	254	430	403	104	229	266
	Individuals themselves	%	13.2	13.0	13.1	14.3	12.5	17.1	9.7		11.4	15.5	13.1	13.0	13.0	11.3	15.2
	The City of Toronto	%	60.2	60.1	56.0	60.7	62.9	61.5	59.3		63.3	59.4	58.5	62.0	62.0	56.0	60.4
	Wildlife organizations	%	15.3	16.5	18.6	14.1	13.1	11.4	18.7		16.4	14.8	14.8	16.0	18.0	14.8	13.8
	All three	%	1.1	1.3	0.5	0.9	1.5	0.6	1.5		1.7	1.3	0.5	1.5	2.2	0.7	0.4
	You can't coexist peacefully with wildlife	%	0.2	0.0	1.0	0.0	0.0	0.0	0.4		0.3	0.0	0.3	0.2	0.0	0.5	0.0
	Unsure	%	9.9	9.1	10.8	10.0	10.0	9.4	10.3		6.9	8.9	12.8	7.3	4.8	16.7	10.2

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 7 - Are you familiar, somewhat familiar, somewhat not familiar or not familiar with the City's strategy to manage coyotes?	Total	Unwgt N	998	242	189	243	324	464	532	2	309	351	338	404	99	219	275
		Wgt N	991	230	216	230	314	467	522	2	314	252	425	399	101	226	263
	Familiar	%	3.3	3.7	3.5	3.8	2.5	4.2	2.5		4.0	4.1	2.3	4.7	4.3	1.8	2.1
	Somewhat familiar	%	19.4	20.8	16.4	19.3	20.5	18.0	20.8		18.6	17.3	21.3	19.8	28.2	18.3	16.4
	Somewhat not familiar	%	22.9	19.2	28.3	23.8	21.1	23.9	21.9		22.1	26.6	21.2	25.7	29.5	18.9	19.3
	Not familiar	%	50.5	49.9	49.9	48.3	52.9	50.7	50.4		50.5	50.2	50.6	44.6	35.4	61.1	56.2
	Unsure	%	3.9	6.3	1.9	4.9	3.0	3.2	4.4		4.8	1.8	4.6	5.2	2.5	0.0	6.0

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Citizenship status						
			Toronto 2022-01	Canadian citizen	Permanent resident	Temporary resident	Newcomer to Canada (within the last 5 years)	First Nations, Métis, Inuit	Prefer not to say
Question 7 - Are you familiar, somewhat familiar, somewhat not familiar or not familiar with the City's strategy to manage coyotes?	Total	Unwgt N	993	855	76	16	7	15	41
		Wgt N	985	858	70	16	6	14	38
	Familiar	%	3.3	3.5	2.1				0.0
	Somewhat familiar	%	19.3	19.1	18.9				17.4
	Somewhat not familiar	%	22.8	23.0	17.3				29.7
	Not familiar	%	50.6	50.8	56.2				49.3
	Unsure	%	4.0	3.7	5.5				3.6

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 8 - Are you familiar, somewhat familiar, somewhat not familiar or not familiar with how to act when encountering a coyote, including the use of common techniques to deter coyotes (aversion techniques)?	Total	Unwgt N	1002	243	188	247	324	466	534	2	309	354	339	407	99	218	277
		Wgt N	994	231	215	234	315	468	524	2	314	254	426	401	101	226	265
	Familiar	%	6.8	7.1	5.4	8.8	6.0	7.9	5.8		9.0	6.1	5.6	10.5	9.4	4.0	2.6
	Somewhat familiar	%	24.1	21.5	28.5	25.0	22.3	25.7	22.6		22.1	22.3	26.6	25.3	30.5	24.0	20.0
	Somewhat not familiar	%	21.6	21.7	21.6	17.8	24.2	20.7	22.4		22.1	24.8	19.2	22.3	25.8	16.6	23.0
	Not familiar	%	43.6	45.3	42.1	44.3	42.8	41.8	45.1		41.7	45.2	44.0	37.4	31.8	53.2	49.3
	Unsure	%	4.0	4.4	2.4	4.1	4.7	3.9	4.1		5.1	1.4	4.7	4.5	2.5	2.2	5.0

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Citizenship status						
			Toronto 2022-01	Canadian citizen	Permanent resident	Temporary resident	Newcomer to Canada (within the last 5 years)	First Nations, Métis, Inuit	Prefer not to say
Question 8 - Are you familiar, somewhat familiar, somewhat not familiar or not familiar with how to act when encountering a coyote, including the use of common techniques to deter coyotes (aversion techniques)?	Total	Unwgt N	996	857	76	16	8	15	41
		Wgt N	987	859	70	16	8	14	38
	Familiar	%	6.6	6.8	4.1				3.0
	Somewhat familiar	%	24.0	25.0	15.6				22.9
	Somewhat not familiar	%	21.6	21.6	28.3				13.6
	Not familiar	%	43.8	42.9	47.2				47.8
	Unsure	%	4.0	3.8	4.9				12.6

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 9 - [IF FAMILIAR OR SOMEWHAT FAMILIAR] If you encountered a coyote, would you feel comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable using common techniques to deter it (aversion techniques)?	Total	Unwgt N	302	69	63	79	91	156	145	1	90	102	110	143	36	60	63
		Wgt N	305	66	73	78	88	156	148	1	97	72	136	143	40	63	59
	Comfortable	%	18.0	15.4	13.8	21.0	20.8	19.0	17.1		19.9	16.1	17.7	18.4	19.3	18.9	15.3
	Somewhat comfortable	%	47.8	47.3	50.0	49.4	45.0	54.1	41.6		39.6	50.3	52.4	49.8	45.3	46.2	46.4
	Somewhat uncomfortable	%	22.7	27.5	29.2	19.8	16.4	22.6	23.0		30.3	22.9	17.3	21.5	20.1	23.7	26.5
	Uncomfortable	%	9.7	8.6	6.9	7.9	14.3	3.3	15.8		8.4	7.8	11.5	9.7	12.1	8.8	8.8
Unsure	%	1.7	1.1	0.0	1.9	3.6	1.0	2.5		1.9	2.9	1.1	0.5	3.2	2.3	3.0	

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Citizenship status						
			Toronto 2022-01	Canadian citizen	Permanent resident	Temporary resident	Newcomer to Canada (within the last 5 years)	First Nations, Métis, Inuit	Prefer not to say
Question 9 - [IF FAMILIAR OR SOMEWHAT FAMILIAR WITH AVERSION TECHNIQUES] If you encountered a coyote, would you feel comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable using common techniques to deter it (aversion techniques)?	Total	Unwgt N	298	265	16	8	1	5	11
		Wgt N	300	270	14	8	2	5	10
	Comfortable	%	17.9	18.3					
	Somewhat comfortable	%	47.4	48.8					
	Somewhat uncomfortable	%	23.1	20.8					
	Uncomfortable	%	9.8	10.3					
	Unsure	%	1.8	1.7					

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 10 - Do you and/or someone in your household feed wildlife in Toronto, other than in a zoo, regularly, occasionally or never?	Total	Unwgt N	1003	242	188	249	324	469	532	2	312	353	338	403	100	221	278
		Wgt N	995	230	215	236	314	472	521	2	317	253	425	398	102	229	266
	Regularly	%	5.1	5.2	5.2	6.7	3.7	8.0	2.5		6.6	4.7	4.2	6.5	8.4	4.6	2.2
	Occasionally	%	18.0	18.4	16.9	18.5	18.1	17.6	18.3		24.0	17.0	14.2	21.9	23.3	13.2	14.4
	Never	%	76.9	76.4	77.9	74.8	78.1	74.4	79.2		69.4	78.3	81.7	71.6	68.3	82.2	83.4

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Citizenship status						
			Toronto 2022-01	Canadian citizen	Permanent resident	Temporary resident	Newcomer to Canada (within the last 5 years)	First Nations, Métis, Inuit	Prefer not to say
Question 10 - Do you and/or someone in your household feed wildlife in Toronto, other than in a zoo, regularly, occasionally or never?	Total	Unwgt N	996	857	76	16	8	15	41
		Wgt N	988	859	70	16	8	14	38
	Regularly	%	5.0	5.6	1.6				7.1
	Occasionally	%	17.8	16.8	16.3				25.2
	Never	%	77.2	77.6	82.1				67.7

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Toronto 2022-01	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question 10 - Do you and/or someone in your household feed wildlife in Toronto, other than in a zoo, regularly, occasionally or never?	Total	Unwgt N	1001	68	107	136	131	158	92	99	116	94
		Wgt N	993	70	108	140	130	155	87	94	115	93
	Regularly	%	5.1	2.4	3.6	6.6	7.2	6.0	4.2	0.8	7.9	4.0
	Occasionally	%	18.0	25.8	22.9	15.2	20.8	16.8	18.5	14.1	16.2	14.3
	Never	%	76.9	71.8	73.5	78.2	72.0	77.1	77.3	85.1	75.9	81.7

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022- 01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 11 - [IF REGULARLY/OCCASIONALLY FEED WILDLIFE] Why do you and/or someone in your household feed wildlife? Select all that apply. [RANDOMIZE]	Total	Unwgt N	231	58	40	60	73	114	116	1	93	75	63	114	32	38	47
		Wgt N	228	54	47	59	68	119	108	1	97	54	77	112	32	40	44
	Concern for the ability of the animals to survive without food	%	42.8	34.7	47.9	48.6	40.6	44.6	41.2		39.9	47.4	43.0	44.9	41.7	55.1	27.0
	Stress relief	%	20.1	13.2	26.1	20.8	20.9	22.9	17.2		23.0	23.7	14.0	23.9	16.2	17.2	16.1
	Companionship/friendship	%	25.6	21.9	32.2	24.0	25.3	27.5	23.7		30.6	28.4	17.3	29.0	30.8	17.5	20.5
	Religious/cultural/spiritual beliefs	%	7.7	5.5	2.4	10.8	10.5	6.0	9.6		9.4	7.8	5.5	9.7	12.9	3.6	2.7
	Personal enjoyment/activity with children	%	34.9	25.9	37.9	33.2	41.5	35.9	34.1		26.4	41.1	41.2	41.8	22.0	46.6	16.4
	Experiencing nature/getting close to animals	%	45.3	39.5	56.4	46.1	41.7	42.6	48.7		46.9	52.7	38.2	50.8	41.3	46.2	33.8
	Way to get rid of scraps	%	24.5	29.0	20.1	19.8	27.9	24.3	24.8		27.5	20.6	23.3	24.3	25.5	26.7	22.0
	To entertain my cat	%	0.4	0.0	0.0	1.7	0.0	0.0	0.0		1.0	0.0	0.0	0.9	0.0	0.0	0.0
Unsure	%	6.3	12.0	2.0	2.2	8.2	4.1	8.7		3.0	11.2	6.9	1.8	7.0	3.4	19.6	

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 12 - [IF REGULARLY/OCCASIONALLY FEEDS WILDLIFE] What wildlife do you and/or someone in your household(s) feed in Toronto? Select all that apply: [RANDOMIZE]	Total	Unwgt N	231	57	40	60	74	116	114	1	92	75	64	115	32	39	45
		Wgt N	228	54	47	59	69	121	107	1	96	54	78	113	32	41	43
	Squirrels	%	54.7	47.7	64.1	48.8	58.6	47.9	61.9		47.9	55.8	62.2	58.9	51.8	53.7	46.5
	Raccoons	%	8.9	9.1	6.3	13.6	6.4	7.5	10.5		8.7	9.6	8.6	9.8	13.8	3.8	7.5
	Coyotes	%	3.2	2.6	0.0	3.0	6.1	2.9	3.6		4.8	2.5	1.8	4.9	2.7	2.2	0.0
	Foxes	%	4.3	4.1	2.4	6.7	3.6	5.5	2.9		6.9	3.2	1.8	8.7	0.0	0.0	0.0
	Rats/Mice	%	5.9	5.4	2.4	5.6	9.0	5.6	6.4		7.2	7.0	3.6	8.6	5.3	0.0	5.0
	Skunks	%	5.1	2.6	8.7	5.6	4.1	5.8	4.4		7.6	5.4	1.8	5.3	8.7	4.3	2.7
	Pigeons	%	26.5	29.0	16.0	31.8	27.4	24.8	28.7		31.6	34.8	14.5	30.6	19.5	22.5	25.0
	Song birds	%	41.1	42.7	40.8	45.4	36.4	37.7	44.4		22.6	44.8	61.4	44.4	47.1	55.9	13.8
	Birds of prey (e.g. hawks)	%	7.1	5.2	8.7	4.5	9.9	10.1	3.8		6.4	9.4	6.5	9.5	9.1	6.5	0.0
	None of the above	%	10.8	16.9	8.7	8.6	9.5	13.7	7.7		16.0	10.6	4.6	7.8	2.9	10.0	25.6
Other	%	5.5	5.1	4.3	7.0	5.4	5.4	5.7		6.1	4.7	5.4	4.5	2.9	8.3	7.8	

*Values are based on the percentage of positive responses to a specific variable (columns exceed 100%)

**Multifrequency tab based on multiple responses

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke /York	North York	Toronto/ East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 13 - In your opinion, how could the City improve the relationship between humans and wildlife in Toronto? [OPEN]	Total	Unwgt t N	892	206	176	225	285	415	476	1	270	321	301	368	91	195	238
		Wgt N	884	195	201	213	275	416	467	1	277	230	378	364	93	201	226
	Do nothing/already doing a good job	%	4.8	3.9	5.6	8.0	2.5	5.9	3.9		6.4	2.9	4.9	4.5	6.5	5.6	4.0
	Stop feeding wildlife/enforcement of bylaws/fines	%	6.6	7.1	4.3	6.7	7.8	5.4	7.7		1.3	4.8	11.6	6.2	7.5	8.5	5.1
	Advertisement on TV/Social Media	%	4.2	3.6	5.7	2.9	4.5	3.8	4.5		4.3	5.1	3.5	3.0	4.6	6.7	3.6
	Listening to citizen complaints/supporting and providing affordable ways to remove animals safely	%	1.2	1.3	0.6	1.2	1.5	1.1	1.3		1.0	1.6	1.0	1.8	0.7	1.1	0.5
	Better communication overall/Provide advice on how to interact	%	29.0	30.9	27.2	26.7	30.9	26.3	31.5		30.8	30.0	27.1	32.3	30.6	23.7	27.8
	Allow residents to get rid of animals on their own	%	0.8	1.6	1.6	0.3	0.0	0.4	1.1		0.3	0.6	1.2	0.4	1.2	1.4	0.7
	Put up signs in public spaces/parks	%	4.3	2.9	2.6	5.3	5.7	3.4	5.1		6.3	4.4	2.7	3.6	3.6	4.1	5.7
	Improve anti-animal garbage bins	%	0.3	0.4	0.6	0.0	0.2	0.1	0.4		0.0	0.6	0.3	0.2	1.2	0.4	0.0
	Stop urban sprawl/respect the environment animals live in	%	5.5	3.9	7.0	5.4	5.5	5.4	5.5		7.3	5.3	4.2	6.0	4.3	6.6	4.2
	Improve parks/green spaces, keeping them clean	%	2.7	3.6	3.4	1.2	2.8	3.9	1.7		4.3	2.7	1.6	3.1	1.9	1.8	3.3
	Mailing information/pamphlets	%	3.4	7.9	2.6	2.4	1.6	1.8	4.9		2.7	2.2	4.7	2.6	2.8	4.9	3.8

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner			
		Toronto 2022-01	Scarborough	Etobicoke /York	North York	Toronto/ East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Relocate animals that come in the city/have designated areas for animals	%	6.7	8.1	4.2	10.7	4.4	7.3	5.9		7.6	7.8	5.3	7.0	8.7	6.1	5.9
Cull the wildlife	%	3.0	1.8	2.1	2.6	4.9	3.6	2.5		1.3	3.4	4.1	1.8	2.6	4.9	3.6
Have designated places where feeding is allowed	%	0.6	1.5	0.0	0.9	0.0	0.4	0.7		0.6	0.8	0.4	1.0	0.0	0.3	0.2
Meet and greets/education in schools	%	1.5	0.0	2.8	0.3	2.6	2.0	1.1		2.7	1.3	0.8	2.2	1.8	0.8	0.8
Multi-language information	%	0.4	0.7	0.6	0.0	0.3	0.5	0.3		0.3	0.0	0.7	0.9	0.0	0.0	0.0
Work with wildlife organizations/rescues/experts	%	0.8	1.8	0.0	0.7	0.7	0.8	0.7		1.2	0.3	0.7	1.0	1.0	1.2	0.0
Other	%	4.7	4.0	4.7	5.5	4.5	6.2	3.3		7.0	5.2	2.6	5.1	0.8	3.9	6.1
Unsure	%	19.6	15.1	24.5	19.2	19.6	21.5	18.0		14.3	21.0	22.6	17.2	20.2	18.2	24.6

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

Our next few questions are about pet licensing. All dogs and cats in Toronto need to be licensed and wear a tag, and this license must be renewed every year. Pet licensing information can be used to quickly and safely reunite lost pets with their owners, and the pet license fees allow Toronto Animal Services to run important programs, such as providing care to stray and rescued animals, and to teach kids and teens about animal safety.

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 14 - Prior to this survey, were you aware or not aware that cats and dogs in Toronto need to be licensed?	Total	Unwgt N	1002	242	187	248	325	466	534	2	312	351	339	404	100	221	276
		Wgt N	994	230	214	234	316	468	524	2	317	251	426	398	103	229	264
	Aware	%	64.0	61.2	67.0	60.7	66.5	64.0	64.1		52.7	61.5	73.9	76.2	66.0	61.1	47.6
	Not aware	%	28.6	30.8	26.0	32.4	26.1	29.0	28.2		40.3	30.1	19.1	19.0	26.6	31.3	41.8
	Unsure	%	7.4	8.0	7.0	6.9	7.4	7.0	7.7		7.0	8.4	7.0	4.8	7.4	7.6	10.7

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

Which of the following categories best describes your household income, that is, the income from all people living at your residence?

			Toronto 2022-01	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question 14 - Prior to this survey, were you aware or not aware that cats and dogs in Toronto need to be licensed?	Total	Unwgt N	1000	68	107	136	131	155	91	101	117	94
		Wgt N	993	70	109	140	130	151	86	97	116	93
	Aware	%	64.0	48.9	66.4	66.2	58.3	62.9	73.1	72.0	72.2	52.7
	Not aware	%	28.6	42.3	26.3	26.9	35.6	27.8	21.1	25.3	25.7	28.8
	Unsure	%	7.4	8.9	7.3	6.9	6.1	9.3	5.8	2.7	2.1	18.5

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 15 - Would you agree, somewhat agree, somewhat disagree or disagree with the idea to expand the pet licensing system that currently focuses on dogs and cats to include other pets, such as rabbits and guinea pigs?	Total	Unwgt N	1006	242	189	250	325	470	534	2	312	352	342	406	101	221	277
		Wgt N	1000	230	216	237	317	473	524	2	318	252	430	401	104	229	266
	Agree	%	16.9	18.5	14.0	19.6	15.8	18.9	15.3		19.3	20.9	12.8	17.5	10.7	15.6	19.8
	Somewhat agree	%	26.3	24.6	28.4	23.9	27.8	29.3	23.6		36.4	26.1	18.9	22.8	33.7	24.3	30.4
	Somewhat disagree	%	16.4	16.5	13.8	19.1	16.2	15.8	16.9		15.8	13.2	18.8	14.4	22.5	17.4	16.4
	Disagree	%	25.8	23.3	28.2	25.7	26.1	22.7	28.5		17.0	26.1	32.2	35.4	22.4	26.9	11.8
Unsure	%	14.5	17.0	15.7	11.7	14.0	13.2	15.8		11.5	13.6	17.3	10.0	10.7	15.8	21.5	

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 16 - Are you aware or not aware of the BluePaw program?	Total	Unwgt N	1003	241	189	247	326	468	533	2	312	352	339	404	101	219	278
		Wgt N	996	229	216	235	317	472	522	2	318	253	426	399	104	226	266
	Aware	%	9.1	11.0	9.0	9.1	8.0	8.3	9.9		9.7	10.8	7.7	17.7	8.2	3.2	1.8
	Not aware	%	83.4	80.8	85.4	82.7	84.5	84.2	82.8		81.3	82.7	85.4	73.3	85.7	92.8	90.0
	Unsure	%	7.5	8.3	5.7	8.3	7.5	7.5	7.3		9.0	6.5	6.9	9.1	6.1	4.0	8.2

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 17 - [IF AWARE OF BLUEPAW PROGRAM] On a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with the BluePaw program?	Total	Unwgt N	94	26	17	22	29	41	53	0	29	39	26	72	8	9	5
		Wgt N	91	25	19	21	25	39	52	0	31	27	33	71	9	7	5
		Mean	6.9					7.6	6.4	-		7.2		7.1			
		Median	7.0					8.0	7.0	-		8.0		8.0			
		Not at all satisfied (0)	%	3.9				0.0	6.8	-		2.6		3.0			
	2	%	1.0					0.0	1.7	-		0.0		0.0			
	3	%	1.7					3.9	0.0	-		0.0		0.0			
	4	%	3.3					0.0	5.8	-		2.6		4.3			
	5	%	15.3					12.2	17.7	-		12.9		16.5			
	6	%	4.7					7.2	2.7	-		2.6		5.0			
	7	%	11.3					13.2	9.9	-		21.3		9.5			
	8	%	13.3					15.5	11.5	-		21.2		16.3			
	9	%	11.7					13.9	10.1	-		20.3		11.6			
		Completely satisfied (10)	%	13.7				17.6	10.6	-		2.2		13.5			
	Unsure	%	20.2				16.5	23.0	-		14.3		20.3				

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

		Region					Gender			Age			Pet owner				
		Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet	
Question 18 - Do you own a cat?	Total	Unwgt N	1006	242	189	249	326	470	534	2	311	354	341	408	100	221	276
		Wgt N	999	230	216	236	317	473	524	2	317	254	429	403	103	229	264
	Yes	%	22.7	20.9	16.2	25.5	26.4	19.6	25.4		26.8	21.6	20.3	54.9	2.6	1.0	0.2
	No	%	77.3	79.1	83.8	74.5	73.6	80.4	74.6		73.2	78.4	79.7	45.1	97.4	99.0	99.8

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 19 – [IF OWNS A CAT] Do you agree, somewhat agree,	Total	Unwgt N	228	50	31	58	89	90	137	1	85	75	68	222	3	2	1
		Wgt N	227	48	35	60	83	93	133	1	85	55	87	221	3	2	1
somewhat disagree or disagree that there is a benefit in licensing your cat?	Agree	%	30.9	38.5	28.3	28.9	29.0	30.5	31.4		25.5	30.5	36.5	31.3			
	Somewhat agree	%	32.5	29.3	38.0	34.5	30.7	36.0	30.4		42.5	28.0	25.7	31.8			
	Somewhat disagree	%	9.9	5.7	8.8	5.3	16.1	7.4	11.0		9.2	11.8	9.4	9.5			
	Disagree	%	17.4	13.0	12.9	25.3	16.1	18.9	16.5		11.7	19.8	21.5	17.9			
	Unsure	%	9.2	13.4	12.1	6.0	8.0	7.1	10.8		11.1	10.0	6.9	9.5			

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 20 - Do you own a dog?	Total	Unwgt N	991	238	186	246	321	465	524	2	306	349	336	406	97	218	269
		Wgt N	984	227	212	233	312	468	514	2	311	250	423	400	101	225	257
	Yes	%	20.9	20.6	20.8	15.8	24.9	20.8	21.1		24.9	23.6	16.3	49.9	3.6	0.4	0.6
	No	%	79.1	79.4	79.2	84.2	75.1	79.2	78.9		75.1	76.4	83.7	50.1	96.4	99.6	99.4

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Question 21 [IF OWNS A DOG] Do you agree, somewhat agree, somewhat disagree or disagree that there is a benefit in licensing your dog?	Total	Unwgt N	213	45	39	42	87	101	112	0	75	85	53	206	4	1	2
		Wgt N	204	45	44	37	78	97	107	0	78	59	67	198	4	1	2
	Agree	%	44.2	42.3	37.4	45.9	48.3	44.4	44.0	-	35.0	40.2	58.2	43.8			
	Somewhat agree	%	33.5	37.4	36.9	27.4	32.1	36.5	30.7	-	41.2	31.6	26.3	33.1			
	Somewhat disagree	%	5.7	4.6	5.1	5.7	6.7	3.7	7.5	-	3.2	7.0	7.5	5.9			
	Disagree	%	9.9	11.3	11.7	13.0	6.7	11.6	8.4	-	11.0	13.1	5.9	10.2			
	Unsure	%	6.7	4.3	8.9	8.1	6.2	3.8	9.4		9.6	8.1	2.1	6.9			

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			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 22 – [IF OWNS A DOG OR CAT] How satisfied are you with the pet licensing system for your cat or dog in Toronto where 0 is not at all satisfied and 10 is completely satisfied? [RANDOMIZE]	Total	Unwgt N	382	77	65	86	154	164	217	1	138	131	113	371	6	3	2
		Wgt N	377	77	73	84	143	164	212	1	139	93	145	367	6	3	2
		Mean	6.6	6.6	7.1	6.3	6.4	6.5	6.7		6.3	6.2	7.0	6.6			
		Median	7.0	7.0	8.0	7.0	7.0	7.0	7.0		7.0	7.0	8.0	7.0			
		Not at all satisfied (0)	%	4.7	4.9	3.1	4.4	5.6	6.9	3.1	4.4	5.2	4.7	4.6			
	1	%	0.9	0.0	2.8	1.7	0.0	1.0	0.9		1.3	1.8	0.0	1.0			
	2	%	3.4	5.1	3.1	3.0	2.8	2.9	3.8		2.1	2.3	5.3	3.5			
	3	%	2.9	0.9	0.0	6.7	3.1	2.0	3.0		1.4	3.7	3.7	2.6			
	4	%	2.7	3.6	0.0	2.5	3.7	3.2	2.3		2.5	4.2	1.9	2.8			
	5	%	14.4	11.7	12.9	16.7	15.2	14.6	14.2		16.3	22.0	7.6	14.5			
	6	%	6.0	7.1	3.8	4.8	7.1	4.9	6.8		8.8	5.7	3.3	5.8			
	7	%	11.7	16.0	9.7	10.4	11.2	11.9	11.6		12.6	12.5	10.3	12.0			
	8	%	16.1	8.5	16.5	14.6	20.8	21.6	11.9		15.0	14.5	18.2	15.6			
	9	%	6.3	9.8	3.1	6.2	6.1	6.3	6.3		4.4	7.1	7.6	6.0			
	Completely satisfied (10)	%	14.7	15.7	23.2	13.9	10.3	12.9	16.2	9.5	11.0	22.1	14.8				
	Unsure	%	16.3	16.6	21.8	15.0	14.0	11.7	19.9	21.6	9.9	15.3	16.7				

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 23 – [IF OWNS A DOG OR CAT] Currently, a pet license has to be renewed every year. Would you prefer other options, such as multi-year licenses or lifetime licenses? Select your preferred option: [RANDOMIZE]	Total	Unwgt N	383	78	65	86	154	164	218	1	138	131	114	372	6	3	2
		Wgt N	379	79	73	84	143	164	214	1	139	93	146	368	6	3	2
	Annual renewal only	%	11.6	11.0	11.3	15.5	9.8	10.0	12.9		12.8	12.2	10.0	11.4			
	Multi-year licenses only	%	9.0	8.2	14.3	4.4	9.5	10.6	7.9		7.7	9.6	9.9	9.1			
	Lifetime licenses only	%	22.3	16.1	21.5	24.1	25.1	26.9	18.9		25.4	23.3	18.7	22.2			
	Option to choose between annual, multi-year, lifetime licenses	%	39.6	46.4	34.2	40.9	37.9	35.2	42.8		43.7	36.4	37.9	40.1			
	No preference	%	17.4	18.3	18.7	15.1	17.7	17.4	17.5		10.5	18.5	23.4	17.3			

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

The City currently maintains a list of animals that are prohibited in Toronto and that can't be kept as a pet, but animals can also be regulated through a positive list, which lists all allowed animals people can keep as pets instead. A positive list usually gives more considerations to animal welfare and makes rules and guidelines easier to understand.

Question	Total	Unwgt N	Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 24 - Prior to this survey, were you familiar or not familiar with the idea of a positive list?		Wgt N	998	231	215	236	317	472	525	2	318	254	426	401	104	226	266
	Familiar	%	14.5	17.7	10.5	17.0	12.9	18.4	11.0		20.8	16.9	8.3	19.6	17.6	11.2	8.3
	Not familiar	%	76.2	74.1	78.9	73.1	78.1	71.4	80.3		67.9	76.6	82.1	68.0	76.4	83.4	82.4
	Unsure	%	9.4	8.2	10.6	9.9	9.0	10.2	8.7		11.3	6.5	9.6	12.4	6.0	5.4	9.2

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2022-2029 – City of Toronto – Animals Survey – STAT SHEET

Please rank the following factors to determine which animals should be allowed and prohibited within City limits where 1 is the most important factor, 2 the second most important factor and so on. [RANDOMIZE]

			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 25 – Rank 1	Total	Unwgt N	1001	242	187	248	324	468	531	2	311	352	338	405	100	220	275
		Wgt N	992	230	213	235	314	470	521	2	316	252	425	399	102	228	263
	Danger to safety of people	%	44.0	44.8	51.2	43.3	39.1	46.3	42.1		36.0	44.3	49.9	40.0	39.2	50.4	46.6
	Public health concerns/diseases	%	18.5	15.6	16.4	22.7	18.9	16.6	20.2		17.5	19.7	18.6	17.4	19.6	20.4	17.9
	How easy it is to keep and care for animal to ensure its well-being	%	13.5	15.8	11.3	11.2	15.0	12.8	13.9		17.8	11.9	11.2	15.1	15.1	9.2	14.1
	Threat to local animals/eco-system	%	9.7	8.5	9.5	8.2	11.9	9.4	10.0		13.4	8.7	7.6	12.2	9.2	8.6	7.1
	Wildlife Conservation	%	10.1	8.3	7.7	12.5	11.1	10.1	10.1		9.5	11.5	9.6	11.9	13.7	8.0	7.7
	Unsure	%	4.2	7.0	3.8	2.0	4.0	4.8	3.7		5.9	3.9	3.1	3.4	3.2	3.4	6.5

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			Region					Gender			Age			Pet owner			
			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 25 – Rank 2	Total	Unwgt N	970	231	181	244	314	454	514	2	298	341	331	396	98	213	262
		Wgt N	963	219	206	231	306	454	507	2	302	244	416	391	100	221	250
	Danger to safety of people	%	22.4	21.0	19.7	27.1	21.6	21.6	22.7		25.1	22.7	20.2	21.6	23.0	21.7	23.6
	Public health concerns/diseases	%	37.4	43.2	42.3	36.9	30.4	40.0	35.3		32.1	33.5	43.6	31.8	33.6	47.7	38.7
	How easy it is to keep and care for animal to ensure its well-being	%	10.0	8.9	11.0	10.1	10.1	9.4	10.7		10.2	11.1	9.3	11.1	12.9	6.0	10.7
	Threat to local animals/eco-system	%	18.2	17.1	16.9	15.3	22.0	16.6	19.7		18.8	20.2	16.6	18.9	16.9	16.7	18.9
	Wildlife Conservation	%	11.2	9.1	9.7	9.6	14.9	11.3	11.1		12.1	11.9	10.1	15.4	12.7	7.4	7.4
	Unsure	%	0.8	0.7	0.5	1.1	0.9	1.2	0.5		1.7	0.6	0.3	1.1	0.8	0.5	0.7

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			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 25 – Rank 3	Total	Unwgt N	934	222	177	232	303	435	497	2	289	324	321	382	96	207	248
		Wgt N	930	211	202	220	297	437	490	2	293	232	404	377	98	215	238
	Danger to safety of people	%	12.6	11.3	13.5	11.5	13.8	13.2	12.2		11.8	11.2	14.1	13.0	12.0	15.3	10.0
	Public health concerns/diseases	%	20.0	17.3	16.0	21.5	23.3	18.5	21.4		21.8	21.8	17.6	21.6	18.2	14.4	23.2
	How easy it is to keep and care for animal to ensure its well-being	%	17.8	20.8	20.4	16.1	15.1	16.7	18.9		13.9	21.5	18.5	16.0	24.6	18.2	17.2
	Threat to local animals/eco-system	%	31.4	31.4	28.3	36.0	30.0	32.4	30.1		31.7	28.6	32.7	29.5	25.5	37.0	31.6
	Wildlife Conservation	%	17.5	18.8	20.6	14.0	17.0	17.7	17.3		19.8	16.2	16.5	18.8	19.1	14.5	17.5
	Unsure	%	0.8	0.4	1.1	0.9	0.8	1.5	0.2		1.1	0.7	0.6	1.2	0.6	0.5	0.6

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			Toronto 2022-01	Scarborough	Etobicoke/York	North York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55 plus	Currently own a pet	Do not currently own a pet, but have owned a pet in the last 5 years	Do not currently own a pet, but have owned a pet more than 5 years ago	Have never owned a pet
Question 25 – Rank 4	Total	Unwgt N	914	217	176	224	297	425	487	2	283	318	313	372	95	202	244
		Wgt N	910	206	201	212	290	427	481	2	287	228	395	367	97	211	234
	Danger to safety of people	%	8.8	12.2	5.3	7.6	9.6	8.1	9.4		11.3	8.1	7.3	9.0	12.0	5.2	10.2
	Public health concerns/diseases	%	14.3	10.8	15.8	12.0	17.3	15.1	13.6		15.9	13.9	13.3	16.0	19.8	10.9	12.3
	How easy it is to keep and care for animal to ensure its well-being	%	22.4	22.4	18.3	19.1	27.8	21.6	23.0		19.3	25.1	23.1	22.7	17.8	21.1	25.2
	Threat to local animals/eco-system	%	24.0	27.8	24.8	23.4	21.1	24.6	23.5		22.2	21.6	26.7	26.0	26.5	22.1	21.1
	Wildlife Conservation	%	29.8	25.5	34.4	37.7	24.0	29.7	29.9		30.6	30.0	29.1	25.3	23.9	40.0	30.4
	Unsure	%	0.8	1.4	1.5	0.3	0.3	1.0	0.6		0.7	1.2	0.6	1.0	0.0	0.7	0.8

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Question 25 – Rank 5	Total	Unwgt N	881	210	171	215	285	410	469	2	273	308	300	358	90	196	236
		Wgt N	875	198	195	205	278	412	461	2	277	221	377	350	92	205	227
	Danger to safety of people	%	9.7	8.3	7.1	7.6	14.0	7.4	11.8		12.6	10.5	7.1	14.6	10.1	5.1	6.2
	Public health concerns/diseases	%	8.7	10.5	9.1	7.0	8.4	9.1	8.2		11.2	11.0	5.5	11.3	9.2	6.4	6.7
	How easy it is to keep and care for animal to ensure its well-being	%	34.4	28.4	35.1	41.1	33.2	36.9	32.3		35.7	30.2	35.8	34.0	30.3	42.1	29.8
	Threat to local animals/eco-system	%	14.9	12.3	19.8	15.9	12.4	13.4	16.2		12.4	18.5	14.5	10.9	19.4	13.9	20.1
	Wildlife Conservation	%	30.0	37.4	27.1	25.3	30.1	29.7	30.1		26.6	28.4	33.4	27.5	29.8	29.6	34.0
	Unsure	%	2.4	3.1	1.7	3.0	1.8	3.4	1.5		1.5	1.3	3.7	1.8	1.2	3.0	3.2

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