

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority want raccoons euthanized

John Tory supporters most enthusiastic

TORONTO AUGUST 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 931 Toronto voters, the majority (53%) approve of the idea of humanely euthanizing raccoons to control their population, while just more than a quarter disagree (27%). One fifth have no opinion (19%).

A death sentence for the masked bandits is most common to the oldest (55+ - 59%), males (60%), the wealthiest (\$80K to \$100K - 60%, \$100K to \$250K - 61%), in North York (57%) and Etobicoke/York (56%), property owners (57%), provincial PC voters (62%) but not New Democrats (36%), John Tory supporters (61%) and to those who had intended to vote for Karen Stintz (61%).

"It's not a good year to be a raccoon in Toronto, and these little second-storey operators should be grateful they have a friend in Mayor Ford, who has said he does not agree with euthanization," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

August 26th, 2014

HIGHLIGHTS:

- The majority (53%) approve of the idea of humanely euthanizing raccoons to control their population, while just more than a quarter disagree (27%).
- "It's not a good year to be a raccoon in Toronto, and these little second-storey operators should be grateful they have a friend in Mayor Ford, who has said he does not agree with euthanization," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 931 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 25th, 2014.

Results based on the total sample are considered accurate $\pm 3\%$, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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TORONTO

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Raccoon Control

'Would you approve or disapprove of humanely euthanizing raccoons to control their population in Toronto?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
Approve	53	46	57	54	59	59	60	48
Disapprove	27	31	31	25	24	23	26	29
Don't know	19	23	13	21	18	19	15	23

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
Approve	53	50	57	56	51
Disapprove	27	33	19	26	31
Don't know	19	17	24	18	18

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
Approve	53	53	46	40	55	62	62	51
Disapprove	27	22	31	32	32	16	28	41
Don't know	19	25	23	28	13	22	11	8

Mayoral Vote Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	931	260	367	38	211
Approve	53	53	61	47	46
Disapprove	27	22	25	46	37
Don't know	19	25	15	7	17

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