

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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TORONTO

July 20th, 2016

HIGHLIGHTS:

- Slightly more than 6-in-10 say they have seen a rat in the city (61%)
- In total, 3-in-10 Torontonians have seen rats downtown (29%)
- "It is interesting to see that the youngest and the oldest are less likely to have seen rats in Toronto than those in the Generation X age band. This may speak to an era when rats were more common in Toronto, especially downtown"

FOR IMMEDIATE RELEASE

Six In Ten Have Seen Rats In Toronto

Most commonly sighted in downtown and Scarborough

In a random sampling of public opinion taken by the Forum Poll™ among 868 Toronto adults, slightly more than 6-in-10 say they have seen a rat in the city (61%), while 4-in-10 have not (39%). Incidence of having seen rats is most common to younger respondents (35 to 44 - 70%) but not so much to the oldest (53%), the wealthier (\$80K to \$100K - 68%), in East York (67%) and the old city of York (68%), the best educated (post grad - 66%), cyclists (69%) and Rob Ford voters (66%).

Rats most commonly seen downtown

In total, 3-in-10 Torontonians have seen rats downtown (29%), while about one tenth have seen them in Scarborough (8%). While close to one half of those living downtown have seen rats there (46%), incidence of seeing rats by residents of other Toronto regions in their neighbourhoods varies between a quarter and a third.

"It is interesting to see that the youngest and the oldest are less likely to have seen rats in Toronto than those in the Generation X age band. This may speak to an era when rats were more common in Toronto, especially downtown" 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 868 randomly selected Toronto adults. The poll was conducted on June 19th, 2016.

Results based on the total sample are considered accurate +/- 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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Seeing Rats

Have you ever seen a rat in Toronto?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	868	186	133	186	168	195	419	426
Yes	61	57	70	63	63	53	61	60
No	39	43	30	37	37	47	39	40

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	868	86	110	125	102	99	171
Yes	61	58	59	60	62	68	65
No	39	42	41	40	38	32	35

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	868	301	65	158	117	67	160
Yes	61	65	67	62	54	68	56
No	39	35	33	38	46	32	44

Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	868	319	272	46	60	29	142
Yes	61	57	65	69	64	72	54
No	39	43	35	31	36	28	46

Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	868	142	353	143	52
Yes	61	66	61	61	74
No	39	34	39	39	26

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Rat Locations

Where have you seen a rat in Toronto the last time you saw one?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	868	186	133	186	168	195	419	426
Downtown	29	29	32	32	24	24	28	29
East York	4	2	7	4	5	5	5	4
North York	6	6	4	6	5	7	6	6
York	4	5	2	4	7	1	4	4
Etobicoke	5	7	5	6	3	4	5	6
Scarborough	8	6	12	7	12	5	10	7
Don't recall	5	1	7	4	5	7	4	5

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	868	86	110	125	102	99	171
Downtown	29	27	24	24	35	25	37
East York	4	3	1	4	5	7	8
North York	6	3	8	8	3	5	2
York	4	0	4	4	4	7	5
Etobicoke	5	6	6	6	1	9	6
Scarborough	8	12	7	9	10	13	5
Don't recall	5	7	9	4	3	3	1

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	868	301	65	158	117	67	160
Downtown	29	46	23	25	25	27	19
East York	4	5	33	4	2	2	0
North York	6	3	1	18	1	3	1
York	4	2	0	2	2	25	2
Etobicoke	5	2	2	5	21	1	1
Scarborough	8	3	4	3	1	5	29
Don't recall	5	5	5	6	2	6	4

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Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	868	319	272	46	60	29	142
Downtown	29	25	31	41	51	26	21
East York	4	5	5	5	2	4	3
North York	6	5	7	5	0	8	7
York	4	4	3	9	5	6	1
Etobicoke	5	5	7	4	1	0	8
Scarborough	8	9	8	5	1	15	9
Don't recall	5	4	5	0	3	12	5

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	868	142	353	143	52
Downtown	29	26	29	40	37
East York	4	5	6	7	2
North York	6	9	7	1	3
York	4	3	4	7	3
Etobicoke	5	5	4	1	5
Scarborough	8	10	9	3	15
Don't recall	5	7	3	2	9

For more information:

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