Q1. Have you heard or read about any of the following in the news lately, or not?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Scrapping the land transfer tax in Toronto	445	23	62	112	87	132	30
	49.2%	50.9%	49.1%	49.7%	40.6%	54.7%	55.1%
						D	
Lowering speed limits in the city	290	15	40	67	63	89	16
	32.0%	32.6%	31.5%	30.0%	29.4%	36.9%	29.9%
The light rail transit plan for Toronto	637	31	80	163	140	185	38
	70.3%	68.5%	63.9%	72.8%	65.0%	76.3%	70.7%
						BD	
Building a casino in the city of Toronto	786	42	111	192	173	222	47
	86.8%	93.6%	88.0%	85.6%	80.4%	91.7%	86.8%
		D				D	
None of the above	66	2	10	16	23	12	3
	7.2%	4.8%	8.1%	7.0%	10.8%	4.9%	4.7%
					E		

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q1A. Overall, would you say you strongly support, somewhat support, somewhat oppose or strongly oppose the idea of building a casino in the City of Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Strongly support	189	6	31	48	49	43	13
	20.9%	13.0%	24.4%	21.2%	22.8%	17.8%	24.6%
Somewhat support	282	8	41	82	69	70	15
	31.2%	16.8%	32.4%	36.3%	31.8%	28.8%	27.0%
			A	A	A		
Somewhat oppose	167	9	22	40	36	50	10
	18.5%	19.5%	17.2%	18.0%	16.8%	20.8%	18.9%
Strongly oppose	211	19	26	37	45	70	13
	23.2%	42.8%	20.4%	16.5%	20.9%	29.0%	24.9%
		BCDE				C	
Not sure	56	4	7	18	17	9	2
	6.2%	7.9%	5.6%	7.9%	7.7%	3.7%	4.6%
Summary							
Top2Box (Support)	472	13	71	129	118	113	28
	52.1%	29.8%	56.8%	57.6%	54.6%	46.6%	51.6%
			A	AE	A	A	A
Low2Box (Oppose)	378	28	47	77	81	120	24
	41.7%	62.3%	37.6%	34.5%	37.7%	49.7%	43.8%
		BCD				BCD	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2. [Summary: Top2Box] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Putting a casino in a large urban area will produce more gambling addicts.	585	32	79	144	142	153	34
	64.6%	71.1%	63.2%	64.3%	65.9%	63.2%	63.8%
A casino will lead to additional criminal activity in Toronto.	480	32	66	115	116	126	25
	53.0%	71.0%	52.7%	51.3%	53.9%	52.0%	46.3%
		BCDEF					
A casino will have a negative impact on local businesses close to the casino.	452	27	59	110	98	127	31
	49.9%	60.2%	47.0%	48.8%	45.6%	52.5%	58.3%
A new casino will not result in increased employment opportunities in Toronto.	349	22	40	103	82	80	23
	38.6%	48.0%	31.9%	46.0%	37.9%	33.0%	42.9%
		BE		BE			
Toronto is a world class city and does not need a casino.	509	32	70	116	120	138	33
	56.2%	71.2%	55.5%	51.8%	55.7%	57.1%	61.1%
		CD					
Casinos don't integrate into the community.	447	30	55	106	102	123	30
	49.3%	67.3%	43.8%	47.4%	47.4%	50.6%	56.5%
		BCDE					
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	507	30	66	118	126	134	33
	56.0%	67.6%	52.6%	52.8%	58.5%	55.1%	60.6%

Q2. [Summary: Top2Box] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	715	32	97	180	173	194	39
	78.9%	70.2%	77.0%	80.3%	80.5%	80.2%	72.9%
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	666	34	89	167	161	173	42
	73.6%	75.7%	70.9%	74.6%	74.7%	71.5%	78.1%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	603	29	91	155	143	154	32
	66.6%	63.8%	72.7%	68.9%	66.3%	63.6%	59.3%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	455	20	59	106	119	121	30
	50.2%	43.9%	47.2%	47.1%	55.0%	50.1%	56.6%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	495	22	65	128	122	127	31
	54.7%	49.3%	51.5%	57.2%	56.8%	52.4%	58.2%
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	662	33	92	163	150	185	39
	73.1%	74.1%	73.0%	72.5%	69.6%	76.5%	72.9%

Q2. [Summary: Top2Box] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total			Area			
		East York	Etobicoke	North York	Scarborough	Old Toronto	York
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	457	24	69	109	105	123	27
	50.4%	52.7%	54.7%	48.7%	49.0%	50.9%	49.3%
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	604	31	77	141	157	165	33
	66.6%	68.5%	61.7%	62.9%	72.8%	68.0%	61.5%
					BC		
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.	627	27	86	155	158	163	38
	69.2%	59.8%	68.1%	69.2%	73.3%	67.5%	71.1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2. [Summary: Not At All Aware] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Putting a casino in a large urban area will produce more gambling addicts.	111	5	19	24	22	37	5
	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%
A casino will lead to additional criminal activity in Toronto.	187	9	31	36	34	70	7
	20.6%	19.3%	24.4%	16.2%	15.7%	29.1%	12.3%
						CDF	
A casino will have a negative impact on local businesses close to the casino.	221	7	30	58	53	62	13
	24.4%	16.1%	23.6%	25.7%	24.4%	25.5%	23.4%
A new casino will not result in increased employment opportunities in Toronto.	346	15	54	81	72	105	19
	38.2%	34.3%	43.0%	36.0%	33.5%	43.2%	35.0%
						D	
Toronto is a world class city and does not need a casino.	199	9	30	49	48	59	5
	22.0%	19.2%	24.0%	22.0%	22.1%	24.2%	9.2%
			F			F	
Casinos don't integrate into the community.	221	12	39	58	47	57	8
	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%
			F				
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	165	7	25	37	38	50	9
	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%

Q2. [Summary: Not At All Aware] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
					Area		
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	60	4	11	14	11	14	7
	6.7%	8.0%	8.9%	6.3%	5.1%	5.7%	12.5%
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	72	4	14	20	10	18	5
	7.9%	8.0%	11.2%	9.0%	4.7%	7.6%	10.0%
			D				
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	141	8	17	33	32	39	12
	15.5%	18.3%	13.5%	14.6%	14.9%	16.1%	21.9%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	244	10	34	65	48	71	16
	26.9%	23.0%	27.3%	29.1%	22.2%	29.2%	29.1%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	162	9	25	31	30	53	14
	17.9%	20.9%	20.2%	13.9%	13.7%	22.0%	25.1%
						CD	
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	79	6	11	23	18	15	6
	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%

Q2. [Summary: Not At All Aware] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	229	10	29	59	53	58	19
	25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	127	4	22	34	26	28	12
	14.1%	9.6%	17.9%	15.3%	12.1%	11.7%	21.9%
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.	85	6	15	20	16	22	6
	9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_1. [Putting a casino in a large urban area will produce more gambling addicts.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Putting a casino in a large urban area will produce more gambling addicts.							
Very aware	305	21	41	65	70	87	20
	33.7%	47.8%	32.6%	29.2%	32.7%	35.9%	36.6%
		CD					
Somewhat aware	280	10	38	79	72	66	15
	30.9%	23.2%	30.6%	35.2%	33.2%	27.3%	27.1%
Only a little aware	210	8	27	56	52	52	14
	23.2%	17.8%	21.8%	25.1%	24.0%	21.7%	26.9%
Not at all aware	111	5	19	24	22	37	5
	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%
Summary							
Top2Box (Very/ Somewhat aware)	585	32	79	144	142	153	34
	64.6%	71.1%	63.2%	64.3%	65.9%	63.2%	63.8%
Top3Box (Aware)	795	40	107	201	194	206	49
	87.8%	88.9%	85.0%	89.4%	89.9%	84.9%	90.7%
Low2Box (Little/ Not at all aware)	321	13	46	80	73	89	19
	35.4%	28.9%	36.8%	35.7%	34.1%	36.8%	36.2%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_2. [A casino will lead to additional criminal activity in Toronto.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
A casino will lead to additional criminal activity in Toronto.							
Very aware	217	19	27	44	55	58	12
	23.9%	42.8%	21.8%	19.7%	25.8%	24.1%	22.2%
		BCDEF					
Somewhat aware	263	13	39	71	61	68	13
	29.1%	28.1%	30.9%	31.6%	28.1%	27.9%	24.1%
Only a little aware	240	4	29	73	65	46	22
	26.4%	9.7%	22.9%	32.5%	30.4%	18.9%	41.4%
			A	AE	AE		ABE
Not at all aware	187	9	31	36	34	70	7
	20.6%	19.3%	24.4%	16.2%	15.7%	29.1%	12.3%
						CDF	
Summary							
Top2Box (Very/ Somewhat aware)	480	32	66	115	116	126	25
	53.0%	71.0%	52.7%	51.3%	53.9%	52.0%	46.3%
		BCDEF					
Top3Box (Aware)	719	36	95	188	181	172	47
	79.4%	80.7%	75.6%	83.8%	84.3%	70.9%	87.7%
				E	E		E
Low2Box (Little/ Not at all aware)	426	13	59	109	99	116	29
	47.0%	29.0%	47.3%	48.7%	46.1%	48.0%	53.7%
			A	A	A	A	A

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_3. [A casino will have a negative impact on local businesses close to the casino.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total	East York	Etobicoke	North York	Area Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
A casino will have a negative impact on local businesses close to the casino.							
Very aware	197	15	21	33	43	69	17
	21.8%	34.2%	17.0%	14.5%	19.8%	28.3%	31.3%
		BCD				BCD	C
Somewhat aware	255	12	38	77	55	59	15
	28.1%	26.1%	30.0%	34.3%	25.8%	24.2%	27.0%
				E			
Only a little aware	233	11	37	57	65	53	10
	25.7%	23.7%	29.4%	25.5%	30.0%	22.0%	18.3%
Not at all aware	221	7	30	58	53	62	13
	24.4%	16.1%	23.6%	25.7%	24.4%	25.5%	23.4%
Summary							
Top2Box (Very/ Somewhat aware)	452	27	59	110	98	127	31
	49.9%	60.2%	47.0%	48.8%	45.6%	52.5%	58.3%
Top3Box (Aware)	685	38	96	167	163	181	41
	75.6%	83.9%	76.4%	74.3%	75.6%	74.5%	76.6%
Low2Box (Little/ Not at all aware)	454	18	67	115	117	115	22
	50.1%	39.8%	53.0%	51.2%	54.4%	47.5%	41.7%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_4. [A new casino will not result in increased employment opportunities in Toronto.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
A new casino will not result in increased employment opportunities in Toronto.							
Very aware	145	10	16	44	31	31	13
	16.0%	22.9%	12.9%	19.8%	14.4%	12.6%	23.6%
		E		E			
Somewhat aware	204	11	24	59	50	49	10
	22.5%	25.1%	19.0%	26.2%	23.4%	20.4%	19.2%
Only a little aware	211	8	31	40	62	58	12
	23.3%	17.7%	25.1%	18.0%	28.6%	23.8%	22.1%
					C		
Not at all aware	346	15	54	81	72	105	19
	38.2%	34.3%	43.0%	36.0%	33.5%	43.2%	35.0%
						D	
Summary							
Top2Box (Very/ Somewhat aware)	349	22	40	103	82	80	23
	38.6%	48.0%	31.9%	46.0%	37.9%	33.0%	42.9%
		BE		BE			
Top3Box (Aware)	560	29	72	143	143	138	35
	61.8%	65.7%	57.0%	64.0%	66.5%	56.8%	65.0%
					E		
Low2Box (Little/ Not at all aware)	557	23	86	121	134	162	31
	61.4%	52.0%	68.1%	54.0%	62.1%	67.0%	57.1%
			AC			AC	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_5. [Toronto is a world class city and does not need a casino.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Toronto is a world class city and does not need a casino.							
Very aware	250	19	32	53	53	76	17
	27.6%	41.4%	25.3%	23.7%	24.7%	31.5%	32.0%
		BCD					
Somewhat aware	259	13	38	63	67	62	16
	28.6%	29.8%	30.2%	28.1%	31.1%	25.6%	29.1%
Only a little aware	198	4	26	59	48	45	16
	21.9%	9.6%	20.5%	26.3%	22.2%	18.7%	29.7%
				A	A		A
Not at all aware	199	9	30	49	48	59	5
	22.0%	19.2%	24.0%	22.0%	22.1%	24.2%	9.2%
			F			F	
Summary							
Top2Box (Very/ Somewhat aware)	509	32	70	116	120	138	33
	56.2%	71.2%	55.5%	51.8%	55.7%	57.1%	61.1%
		CD					
Top3Box (Aware)	707	36	95	175	168	184	49
	78.0%	80.8%	76.0%	78.0%	77.9%	75.8%	90.8%
							BE
Low2Box (Little/ Not at all aware)	397	13	56	108	95	104	21
	43.8%	28.8%	44.5%	48.2%	44.3%	42.9%	38.9%
				A	A		

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_6. [Casinos don't integrate into the community.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Casinos don't integrate into the community.							
Very aware	205	18	24	42	39	67	15
	22.6%	39.2%	19.4%	18.9%	18.2%	27.7%	27.3%
		BCD				CD	
Somewhat aware	241	13	31	64	63	56	16
	26.6%	28.1%	24.4%	28.5%	29.3%	22.9%	29.2%
Only a little aware	239	3	31	60	66	62	16
	26.3%	6.5%	24.8%	26.8%	30.8%	25.7%	29.2%
			A	A	A	A	A
Not at all aware	221	12	39	58	47	57	8
	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%
			F				
Summary							
Top2Box (Very/ Somewhat aware)	447	30	55	106	102	123	30
	49.3%	67.3%	43.8%	47.4%	47.4%	50.6%	56.5%
		BCDE					
Top3Box (Aware)	685	33	86	166	168	185	46
	75.6%	73.8%	68.6%	74.2%	78.3%	76.4%	85.6%
							B
Low2Box (Little/ Not at all aware)	459	15	71	118	113	120	23
	50.7%	32.7%	56.2%	52.6%	52.6%	49.4%	43.5%
			A	A	A	A	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_7. [Social costs will outweigh the benefits a casino will bring to the City of Toronto.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

				Area			
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Social costs will outweigh the benefits a casino will bring to the City of Toronto.							
Very aware	228	18	29	55	43	69	14
	25.1%	39.4%	23.4%	24.4%	19.8%	28.3%	26.9%
		BCD				D	
Somewhat aware	279	13	37	64	83	65	18
	30.8%	28.2%	29.2%	28.4%	38.6%	26.8%	33.7%
					CE		
Only a little aware	234	8	35	69	52	59	12
	25.8%	17.9%	27.6%	30.7%	24.0%	24.3%	22.2%
Not at all aware	165	7	25	37	38	50	9
	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%
Summary							
Top2Box (Very/ Somewhat aware)	507	30	66	118	126	134	33
	56.0%	67.6%	52.6%	52.8%	58.5%	55.1%	60.6%
Top3Box (Aware)	741	38	101	187	177	192	45
	81.8%	85.5%	80.2%	83.6%	82.4%	79.4%	82.8%
Low2Box (Little/ Not at all aware)	399	15	59	106	89	109	21
	44.0%	32.4%	47.4%	47.2%	41.5%	44.9%	39.4%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_8. [A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.							
Very aware	351	15	48	84	85	95	24
	38.7%	34.5%	38.4%	37.3%	39.4%	39.4%	43.8%
Somewhat aware	364	16	48	97	88	99	16
	40.2%	35.7%	38.6%	43.0%	41.1%	40.9%	29.1%
Only a little aware	131	10	18	30	31	34	8
	14.4%	21.8%	14.1%	13.4%	14.4%	14.1%	14.6%
Not at all aware	60	4	11	14	11	14	7
	6.7%	8.0%	8.9%	6.3%	5.1%	5.7%	12.5%
Summary							
Top2Box (Very/ Somewhat aware)	715	32	97	180	173	194	39
	78.9%	70.2%	77.0%	80.3%	80.5%	80.2%	72.9%
Top3Box (Aware)	846	41	114	210	204	228	47
	93.3%	92.0%	91.1%	93.7%	94.9%	94.3%	87.5%
Low2Box (Little/ Not at all aware)	191	13	29	44	42	48	15
	21.1%	29.8%	23.0%	19.7%	19.5%	19.8%	27.1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_9. [A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total	East York	Etobicoke	North York	Area Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.							
Very aware	324	19	46	79	73	84	23
	35.8%	42.6%	36.8%	35.4%	33.7%	34.8%	42.3%
Somewhat aware	342	15	43	88	88	89	19
	37.8%	33.0%	34.1%	39.3%	41.1%	36.7%	35.8%
Only a little aware	168	7	22	37	44	51	6
	18.5%	16.4%	17.9%	16.4%	20.6%	20.9%	11.9%
Not at all aware	72	4	14	20	10	18	5
	7.9%	8.0%	11.2%	9.0%	4.7%	7.6%	10.0%
			D				
Summary							
Top2Box (Very/ Somewhat aware)	666	34	89	167	161	173	42
	73.6%	75.7%	70.9%	74.6%	74.7%	71.5%	78.1%
Top3Box (Aware)	834	41	112	204	205	224	48
	92.1%	92.0%	88.8%	91.0%	95.3%	92.4%	90.0%
					B		
Low2Box (Little/ Not at all aware)	240	11	37	57	54	69	12
	26.4%	24.3%	29.1%	25.4%	25.3%	28.5%	21.9%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_10. [Proceeds from Ontario casinos go back to provincial government programs like health care and education.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Proceeds from Ontario casinos go back to provincial government programs like health care and education.							
Very aware	262	10	46	70	48	71	16
	28.9%	22.7%	36.9%	31.4%	22.1%	29.5%	29.0%
			D	D			
Somewhat aware	341	18	45	84	95	83	16
	37.7%	41.2%	35.7%	37.5%	44.2%	34.1%	30.3%
					E		
Only a little aware	162	8	17	37	40	49	10
	17.9%	17.9%	13.9%	16.4%	18.8%	20.3%	18.9%
Not at all aware	141	8	17	33	32	39	12
	15.5%	18.3%	13.5%	14.6%	14.9%	16.1%	21.9%
Summary							
Top2Box (Very/ Somewhat aware)	603	29	91	155	143	154	32
	66.6%	63.8%	72.7%	68.9%	66.3%	63.6%	59.3%
Top3Box (Aware)	765	37	109	191	183	203	42
	84.5%	81.7%	86.5%	85.4%	85.1%	83.9%	78.1%
Low2Box (Little/ Not at all aware)	303	16	34	70	73	88	22
	33.4%	36.2%	27.3%	31.1%	33.7%	36.4%	40.7%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_11. [The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.							
Very aware	148	7	13	35	32	49	12
	16.3%	16.3%	10.4%	15.8%	14.6%	20.1%	21.6%
						B	
Somewhat aware	307	12	46	70	87	73	19
	33.9%	27.6%	36.8%	31.3%	40.4%	30.0%	35.1%
					E		
Only a little aware	207	15	32	53	49	50	8
	22.8%	33.0%	25.5%	23.8%	22.7%	20.7%	14.3%
		EF					
Not at all aware	244	10	34	65	48	71	16
	26.9%	23.0%	27.3%	29.1%	22.2%	29.2%	29.1%
Summary							
Top2Box (Very/ Somewhat aware)	455	20	59	106	119	121	30
	50.2%	43.9%	47.2%	47.1%	55.0%	50.1%	56.6%
Top3Box (Aware)	662	35	91	159	167	171	38
	73.1%	77.0%	72.7%	70.9%	77.8%	70.8%	70.9%
Low2Box (Little/ Not at all aware)	451	25	66	119	97	121	23
	49.8%	56.1%	52.8%	52.9%	45.0%	49.9%	43.4%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_12. [The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.							
Very aware	169	8	22	39	37	51	12
	18.7%	17.9%	17.7%	17.3%	17.3%	21.1%	21.4%
Somewhat aware	326	14	42	89	85	76	20
	36.0%	31.5%	33.8%	39.8%	39.5%	31.2%	36.8%
Only a little aware	248	13	36	65	63	62	9
	27.4%	29.8%	28.3%	28.9%	29.5%	25.6%	16.7%
Not at all aware	162	9	25	31	30	53	14
	17.9%	20.9%	20.2%	13.9%	13.7%	22.0%	25.1%
						CD	
Summary							
Top2Box (Very/ Somewhat aware)	495	22	65	128	122	127	31
	54.7%	49.3%	51.5%	57.2%	56.8%	52.4%	58.2%
Top3Box (Aware)	744	35	100	193	186	189	40
	82.1%	79.1%	79.8%	86.1%	86.3%	78.0%	74.9%
				E	E		
Low2Box (Little/ Not at all aware)	411	23	61	96	93	115	22
	45.3%	50.7%	48.5%	42.8%	43.2%	47.6%	41.8%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_13. [Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.							
Very aware	315	10	44	82	71	91	17
	34.7%	22.6%	34.8%	36.7%	32.8%	37.4%	32.3%
						A	
Somewhat aware	347	23	48	80	79	95	22
	38.3%	51.5%	38.2%	35.8%	36.8%	39.1%	40.6%
		C					
Only a little aware	165	6	23	38	48	41	9
	18.3%	13.0%	18.2%	17.1%	22.2%	17.1%	16.9%
Not at all aware	79	6	11	23	18	15	6
	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%
Summary							
Top2Box (Very/ Somewhat aware)	662	33	92	163	150	185	39
	73.1%	74.1%	73.0%	72.5%	69.6%	76.5%	72.9%
Top3Box (Aware)	827	39	115	201	198	227	48
	91.3%	87.1%	91.2%	89.7%	91.8%	93.6%	89.8%
Low2Box (Little/ Not at all aware)	244	12	34	62	65	57	15
	26.9%	25.9%	27.0%	27.5%	30.4%	23.5%	27.1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_14. [The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.							
Very aware	152	9	21	35	33	44	9
	16.8%	21.1%	16.9%	15.7%	15.2%	18.2%	16.8%
Somewhat aware	305	14	47	74	73	79	17
	33.6%	31.6%	37.8%	33.0%	33.7%	32.7%	32.4%
Only a little aware	220	11	28	56	57	61	8
	24.3%	24.2%	22.1%	24.8%	26.6%	25.1%	14.5%
Not at all aware	229	10	29	59	53	58	19
	25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%
Summary							
Top2Box (Very/ Somewhat aware)	457	24	69	109	105	123	27
	50.4%	52.7%	54.7%	48.7%	49.0%	50.9%	49.3%
Top3Box (Aware)	677	34	96	165	163	184	34
	74.7%	76.9%	76.8%	73.5%	75.6%	76.0%	63.8%
Low2Box (Little/ Not at all aware)	449	21	57	115	110	119	27
	49.6%	47.3%	45.3%	51.3%	51.0%	49.1%	50.7%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_15. [The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.							
Very aware	259	13	37	58	58	77	16
	28.6%	29.1%	29.4%	25.8%	27.1%	31.9%	29.2%
Somewhat aware	345	18	40	83	98	87	17
	38.0%	39.4%	32.2%	37.1%	45.7%	36.1%	32.3%
					BE		
Only a little aware	175	10	26	49	32	49	9
	19.3%	21.9%	20.4%	21.8%	15.1%	20.3%	16.6%
Not at all aware	127	4	22	34	26	28	12
	14.1%	9.6%	17.9%	15.3%	12.1%	11.7%	21.9%
Summary							
Top2Box (Very/ Somewhat aware)	604	31	77	141	157	165	33
	66.6%	68.5%	61.7%	62.9%	72.8%	68.0%	61.5%
					BC		
Top3Box (Aware)	779	41	103	190	189	214	42
	85.9%	90.4%	82.1%	84.7%	87.9%	88.3%	78.1%
Low2Box (Little/ Not at all aware)	302	14	48	83	59	77	21
	33.4%	31.5%	38.3%	37.1%	27.2%	32.0%	38.5%
			D	D			

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q2_16. [The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.] There has been talk about building a Casino in the City of Toronto. Some of the arguments raised for and against this idea are listed below. Please indicate whether you are very aware, somewhat aware, only a little aware, or not at all aware of the following.

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.							
Very aware	267	17	41	68	55	69	18
	29.5%	37.2%	32.4%	30.1%	25.3%	28.6%	34.4%
Somewhat aware	360	10	45	88	103	94	20
	39.7%	22.6%	35.7%	39.1%	47.9%	38.9%	36.7%
				A	AB	A	
Only a little aware	194	12	25	49	42	57	9
	21.4%	25.7%	19.8%	21.8%	19.5%	23.5%	17.2%
Not at all aware	85	6	15	20	16	22	6
	9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%
Summary							
Top2Box (Very/ Somewhat aware)	627	27	86	155	158	163	38
	69.2%	59.8%	68.1%	69.2%	73.3%	67.5%	71.1%
Top3Box (Aware)	821	38	110	204	200	220	48
	90.6%	85.5%	88.0%	91.1%	92.8%	91.0%	88.3%
Low2Box (Little/ Not at all aware)	279	18	40	69	58	79	16
	30.8%	40.2%	31.9%	30.8%	26.7%	32.5%	28.9%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3. [Summary: TopBox] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
					Area		
		A	B	C	D	E	F
Putting a casino in a large urban area will produce more gambling addicts.	274	19	37	55	63	77	23
	34.4%	48.2%	34.5%	27.6%	32.3%	37.3%	47.8%
		CD					C
A casino will lead to additional criminal activity in Toronto.	298	21	35	74	69	79	20
	41.4%	56.9%	36.7%	39.5%	37.8%	46.2%	42.4%
		BCD					
A casino will have a negative impact on local businesses close to the casino.	217	15	29	39	47	73	14
	31.7%	40.4%	30.2%	23.4%	29.1%	40.2%	34.7%
		C				CD	
A new casino will not result in increased employment opportunities in Toronto.	168	11	20	45	37	42	13
	30.0%	37.7%	28.4%	31.3%	25.6%	30.6%	36.8%
Toronto is a world class city and does not need a casino.	203	19	21	50	42	58	14
	28.8%	51.1%	22.4%	28.5%	25.2%	31.4%	27.7%
		BCDEF					
Casinos don't integrate into the community.	210	14	25	45	44	71	11
	30.7%	41.6%	29.6%	27.0%	26.2%	38.5%	22.8%
		D				CD	
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	275	17	29	73	56	86	15
	37.2%	44.2%	28.3%	38.9%	31.7%	44.8%	32.9%
						BD	
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	371	13	55	98	90	97	17
	43.8%	32.1%	47.6%	46.8%	44.2%	42.5%	36.1%

Q3. [Summary: TopBox] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	361	15	56	95	83	95	18
	43.3%	35.7%	49.9%	46.5%	40.4%	42.2%	37.9%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	375	16	62	102	82	95	19
	49.0%	42.3%	56.8%	53.1%	44.8%	46.8%	44.0%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	226	11	35	54	49	62	14
	34.2%	31.8%	38.3%	34.2%	29.3%	36.4%	37.9%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	279	13	41	80	63	66	16
	37.5%	36.8%	41.0%	41.2%	34.0%	35.1%	38.9%
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	215	9	28	61	53	46	17
	25.9%	22.2%	24.7%	30.3%	26.9%	20.3%	36.1%
				E			E
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	201	8	30	47	49	52	14
	29.6%	23.6%	30.9%	28.7%	30.3%	28.4%	39.9%

Q3. [Summary: TopBox] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	219	9	30	57	51	59	13
	28.1%	23.1%	28.6%	30.1%	27.0%	27.4%	31.6%
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.	351	13	53	94	82	92	17
	42.8%	34.6%	47.9%	46.2%	41.2%	41.6%	35.9%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3. [Summary: Top2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Putting a casino in a large urban area will produce more gambling addicts.	576	31	74	147	138	148	38
	72.5%	77.9%	69.0%	73.5%	71.1%	72.0%	78.6%
A casino will lead to additional criminal activity in Toronto.	565	32	71	155	128	142	37
	78.5%	87.9%	75.0%	82.5%	70.6%	82.7%	77.7%
		D		D		D	
A casino will have a negative impact on local businesses close to the casino.	485	31	65	114	109	137	29
	70.9%	82.3%	67.3%	68.7%	66.7%	76.1%	71.5%
		D					
A new casino will not result in increased employment opportunities in Toronto.	390	22	48	102	95	100	23
	69.7%	75.4%	67.2%	70.8%	66.3%	72.8%	66.6%
Toronto is a world class city and does not need a casino.	394	26	49	99	89	110	21
	55.8%	71.7%	51.6%	56.7%	53.0%	59.9%	43.2%
		BDF					
Casinos don't integrate into the community.	419	24	51	99	89	128	28
	61.1%	73.5%	59.1%	59.6%	52.6%	69.2%	60.6%
		D				D	
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	530	30	70	136	119	143	31
	71.6%	78.8%	69.8%	72.8%	66.9%	74.4%	70.5%
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	677	30	90	170	164	185	38
	80.1%	73.4%	78.6%	80.9%	80.1%	81.0%	80.9%

Q3. [Summary: Top2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	656	29	87	162	167	174	37
	78.6%	69.6%	78.3%	79.4%	81.6%	77.6%	75.8%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	628	27	87	162	152	166	34
	82.0%	74.4%	80.2%	84.5%	82.8%	81.6%	80.5%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	475	23	63	117	117	130	26
	71.8%	66.2%	68.7%	73.3%	69.8%	75.6%	69.3%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	522	25	73	133	131	133	27
	70.1%	70.7%	72.4%	69.1%	70.4%	70.2%	67.6%
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	485	18	70	123	126	117	30
	58.6%	47.0%	61.5%	61.1%	63.5%	51.7%	62.7%
					AE		
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	469	21	70	114	115	126	23
	69.3%	62.0%	72.3%	69.4%	70.7%	68.3%	66.2%

Q3. [Summary: Top2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	Area					
		East York	Etobicoke	North York	Scarborough	Old Toronto	York
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	504	21	73	124	125	133	28
	64.7%	52.6%	70.5%	65.3%	66.0%	62.4%	65.9%
			A				
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.	633	26	88	168	147	170	34
	77.1%	67.7%	79.6%	82.2%	73.7%	77.0%	72.0%
				A			

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3. [Summary: Low2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Putting a casino in a large urban area will produce more gambling addicts.	187	7	26	48	45	54	7
	23.5%	18.4%	24.5%	24.0%	23.1%	26.2%	13.6%
A casino will lead to additional criminal activity in Toronto.	123	4	16	27	40	26	9
	17.1%	10.1%	17.3%	14.4%	22.3%	15.2%	19.5%
A casino will have a negative impact on local businesses close to the casino.	161	4	22	44	42	38	10
	23.5%	10.0%	23.3%	26.4%	25.9%	21.0%	25.3%
				A	A		
A new casino will not result in increased employment opportunities in Toronto.	134	5	18	35	34	33	9
	24.0%	17.2%	25.8%	24.3%	23.8%	24.0%	26.0%
Toronto is a world class city and does not need a casino.	266	7	34	69	67	66	24
	37.6%	18.4%	36.0%	39.2%	39.9%	35.8%	48.8%
			A	A	A	A	A
Casinos don't integrate into the community.	223	7	26	58	69	51	12
	32.5%	22.2%	30.5%	34.7%	40.8%	27.4%	26.0%
					AE		
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	163	6	22	32	51	43	9
	22.0%	15.5%	22.3%	16.9%	28.5%	22.3%	21.1%
					C		
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	151	9	21	36	36	41	9
	17.9%	21.3%	18.0%	17.3%	17.6%	17.8%	19.1%

Q3. [Summary: Low2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
					Area		
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	162	11	21	39	33	47	10
	19.5%	26.9%	19.0%	19.1%	16.2%	21.2%	21.5%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	127	9	21	26	29	35	8
	16.6%	23.6%	18.9%	13.3%	15.7%	17.5%	19.5%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	174	9	28	39	45	41	12
	26.3%	27.4%	30.2%	24.8%	26.9%	23.9%	30.7%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	201	8	24	50	54	53	12
	27.0%	23.2%	23.7%	26.1%	29.2%	27.9%	29.3%
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	321	19	42	70	67	107	15
	38.8%	49.2%	36.7%	35.0%	34.1%	47.1%	32.0%
						CD	
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	186	11	24	47	39	54	12
	27.5%	31.6%	24.6%	28.8%	23.9%	29.3%	33.8%

Q3. [Summary: Low2Box] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	254	16	27	63	57	77	14
	32.7%	40.2%	26.7%	33.0%	29.9%	35.9%	34.1%
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.	171	10	21	33	47	49	11
	20.8%	26.7%	18.6%	16.4%	23.4%	22.2%	22.8%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_1. [Putting a casino in a large urban area will produce more gambling addicts.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Putting a casino in a large urban area will produce more gambling addicts.							
Base: Aware of argument	793	52	105	184	195	220	37
Weighted	795	40	107	201	194	206	49
Very important	274	19	37	55	63	77	23
	34.4%	48.2%	34.5%	27.6%	32.3%	37.3%	47.8%
		CD					C
Somewhat important	302	12	37	92	75	71	15
	38.0%	29.8%	34.4%	46.0%	38.8%	34.7%	30.8%
				AE			
Not very important	127	7	19	29	30	37	5
	15.9%	16.6%	18.0%	14.4%	15.6%	17.8%	10.8%
Not at all important	60	1	7	19	15	17	1
	7.6%	1.8%	6.5%	9.6%	7.5%	8.4%	2.7%
Not sure/haven't really thought about it	32	1	7	5	11	4	4
	4.0%	3.7%	6.5%	2.4%	5.7%	1.8%	7.9%
			E		E		E
Summary							
Top2Box (Important)	576	31	74	147	138	148	38
	72.5%	77.9%	69.0%	73.5%	71.1%	72.0%	78.6%
Low2Box (Not Important)	187	7	26	48	45	54	7
	23.5%	18.4%	24.5%	24.0%	23.1%	26.2%	13.6%
Mean	3	3.3	3	2.9	3	3	3.3
		C					C
[Rebase] **Putting a casino in a large urban area will produce more gambling addicts.**							
Base: All respondents	906	59	121	205	219	261	41

Q3_1. [Putting a casino in a large urban area will produce more gambling addicts.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	274	19	37	55	63	77	23
	30.2%	42.8%	29.3%	24.6%	29.1%	31.7%	43.3%
		C					C
Somewhat important	302	12	37	92	75	71	15
	33.4%	26.4%	29.3%	41.1%	34.9%	29.5%	27.9%
				BE			
Not very important	127	7	19	29	30	37	5
	14.0%	14.8%	15.3%	12.9%	14.0%	15.1%	9.8%
Not at all important	60	1	7	19	15	17	1
	6.6%	1.6%	5.6%	8.6%	6.8%	7.1%	2.5%
Not sure/haven't really thought about it	32	1	7	5	11	4	4
	3.5%	3.3%	5.5%	2.2%	5.2%	1.5%	7.1%
			E		E		E
Unaware of consideration	111	5	19	24	22	37	5
	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%
Summary							
Top2Box (Important)	576	31	74	147	138	148	38
	63.6%	69.3%	58.6%	65.8%	63.9%	61.1%	71.2%
Low2Box (Not Important)	187	7	26	48	45	54	7
	20.6%	16.3%	20.9%	21.5%	20.8%	22.3%	12.3%
Mean	3	3.3	3	2.9	3	3	3.3
		C					C

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_2. [A casino will lead to additional criminal activity in Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
A casino will lead to additional criminal activity in Toronto.							
Base: Aware of argument	714	47	93	171	182	185	36
Weighted	719	36	95	188	181	172	47
Very important	298	21	35	74	69	79	20
	41.4%	56.9%	36.7%	39.5%	37.8%	46.2%	42.4%
		BCD					
Somewhat important	267	11	36	81	60	63	17
	37.1%	31.0%	38.3%	42.9%	32.9%	36.5%	35.3%
Not very important	78	1	13	17	26	16	5
	10.9%	4.0%	13.2%	9.0%	14.1%	9.5%	11.2%
Not at all important	45	2	4	10	15	10	4
	6.2%	6.1%	4.1%	5.3%	8.2%	5.7%	8.3%
Not sure/haven't really thought about it	32	1	7	6	13	4	1
	4.4%	2.0%	7.7%	3.2%	7.1%	2.1%	2.7%
			E		E		
Summary							
Top2Box (Important)	565	32	71	155	128	142	37
	78.5%	87.9%	75.0%	82.5%	70.6%	82.7%	77.7%
		D		D		D	
Low2Box (Not Important)	123	4	16	27	40	26	9
	17.1%	10.1%	17.3%	14.4%	22.3%	15.2%	19.5%
Mean	3.2	3.4	3.2	3.2	3.1	3.3	3.1
		D					
[Rebase] **A casino will lead to additional criminal activity in Toronto.**							
Base: All respondents	906	59	121	205	219	261	41

Q3_2. [A casino will lead to additional criminal activity in Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	298	21	35	74	69	79	20
	32.8%	45.9%	27.7%	33.1%	31.8%	32.8%	37.2%
		B					
Somewhat important	267	11	36	81	60	63	17
	29.5%	25.0%	28.9%	36.0%	27.7%	25.9%	31.0%
				E			
Not very important	78	1	13	17	26	16	5
	8.6%	3.2%	10.0%	7.6%	11.9%	6.7%	9.8%
Not at all important	45	2	4	10	15	10	4
	4.9%	4.9%	3.1%	4.5%	6.9%	4.0%	7.3%
Not sure/haven't really thought about it	32	1	7	6	13	4	1
	3.5%	1.6%	5.8%	2.7%	6.0%	1.5%	2.4%
			E		E		
Unaware of consideration	187	9	31	36	34	70	7
	20.6%	19.3%	24.4%	16.2%	15.7%	29.1%	12.3%
						CDF	
Summary							
Top2Box (Important)	565	32	71	155	128	142	37
	62.3%	70.9%	56.7%	69.1%	59.5%	58.6%	68.2%
				BE			
Low2Box (Not Important)	123	4	16	27	40	26	9
	13.6%	8.1%	13.1%	12.0%	18.8%	10.8%	17.1%
					E		
Mean	3.2	3.4	3.2	3.2	3.1	3.3	3.1
		D					

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_3. [A casino will have a negative impact on local businesses close to the casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
A casino will have a negative impact on local businesses close to the casino.							
Base: Aware of argument	689	49	94	153	167	195	31
Weighted	685	38	96	167	163	181	41
Very important	217	15	29	39	47	73	14
	31.7%	40.4%	30.2%	23.4%	29.1%	40.2%	34.7%
		C				CD	
Somewhat important	268	16	36	75	61	65	15
	39.2%	41.9%	37.2%	45.3%	37.7%	35.8%	36.9%
Not very important	121	2	15	36	33	29	7
	17.6%	4.0%	15.7%	21.6%	20.1%	16.1%	15.8%
				A	A	A	
Not at all important	40	2	7	8	10	9	4
	5.8%	6.0%	7.6%	4.8%	5.9%	4.9%	9.5%
Not sure/haven't really thought about it	39	3	9	8	12	5	1
	5.6%	7.7%	9.4%	4.9%	7.4%	3.0%	3.1%
			E				
Summary							
Top2Box (Important)	485	31	65	114	109	137	29
	70.9%	82.3%	67.3%	68.7%	66.7%	76.1%	71.5%
		D					
Low2Box (Not Important)	161	4	22	44	42	38	10
	23.5%	10.0%	23.3%	26.4%	25.9%	21.0%	25.3%
				A	A		
Mean	3	3.3	3	2.9	3	3.1	3
		C				C	
[Rebase]							
A casino will have a negative impact on local businesses close to the casino.							
Base: All respondents	906	59	121	205	219	261	41

Q3_3. [A casino will have a negative impact on local businesses close to the casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	217	15	29	39	47	73	14
	24.0%	33.9%	23.1%	17.4%	22.0%	30.0%	26.6%
		C				C	
Somewhat important	268	16	36	75	61	65	15
	29.6%	35.2%	28.4%	33.7%	28.5%	26.7%	28.2%
Not very important	121	2	15	36	33	29	7
	13.3%	3.4%	12.0%	16.1%	15.2%	12.0%	12.1%
				A	A		
Not at all important	40	2	7	8	10	9	4
	4.4%	5.0%	5.8%	3.6%	4.4%	3.7%	7.3%
Not sure/haven't really thought about it	39	3	9	8	12	5	1
	4.3%	6.4%	7.2%	3.6%	5.6%	2.2%	2.4%
			E				
Unaware of consideration	221	7	30	58	53	62	13
	24.4%	16.1%	23.6%	25.7%	24.4%	25.5%	23.4%
Summary							
Top2Box (Important)	485	31	65	114	109	137	29
	53.6%	69.1%	51.5%	51.1%	50.5%	56.7%	54.8%
		BCD					
Low2Box (Not Important)	161	4	22	44	42	38	10
	17.7%	8.4%	17.8%	19.7%	19.6%	15.6%	19.4%
Mean	3	3.3	3	2.9	3	3.1	3
		C				C	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_4. [A new casino will not result in increased employment opportunities in Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
A new casino will not result in increased employment opportunities in Toronto.							
Base: Aware of argument	561	40	68	134	142	150	27
Weighted	560	29	72	143	143	138	35
Very important	168	11	20	45	37	42	13
	30.0%	37.7%	28.4%	31.3%	25.6%	30.6%	36.8%
Somewhat important	222	11	28	57	58	58	10
	39.7%	37.8%	38.8%	39.5%	40.7%	42.3%	29.8%
Not very important	91	4	13	23	23	23	5
	16.3%	12.2%	18.5%	15.9%	16.3%	16.9%	14.8%
Not at all important	43	1	5	12	11	10	4
	7.7%	5.0%	7.3%	8.4%	7.6%	7.0%	11.2%
Not sure/haven't really thought about it	35	2	5	7	14	4	3
	6.3%	7.3%	7.0%	4.9%	9.9%	3.2%	7.4%
					E		
Summary							
Top2Box (Important)	390	22	48	102	95	100	23
	69.7%	75.4%	67.2%	70.8%	66.3%	72.8%	66.6%
Low2Box (Not Important)	134	5	18	35	34	33	9
	24.0%	17.2%	25.8%	24.3%	23.8%	24.0%	26.0%
Mean	3	3.2	2.9	3	2.9	3	3
[Rebase] **A new casino will not result in increased employment opportunities in Toronto.**							
Base: All respondents	906	59	121	205	219	261	41

Q3_4. [A new casino will not result in increased employment opportunities in Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	168	11	20	45	37	42	13
	18.5%	24.7%	16.2%	20.0%	17.0%	17.4%	23.9%
Somewhat important	222	11	28	57	58	58	10
	24.5%	24.8%	22.1%	25.3%	27.0%	24.0%	19.4%
Not very important	91	4	13	23	23	23	5
	10.1%	8.0%	10.5%	10.2%	10.8%	9.6%	9.6%
Not at all important	43	1	5	12	11	10	4
	4.8%	3.3%	4.2%	5.4%	5.0%	4.0%	7.3%
Not sure/haven't really thought about it	35	2	5	7	14	4	3
	3.9%	4.8%	4.0%	3.1%	6.6%	1.8%	4.8%
					E		
Unaware of consideration	346	15	54	81	72	105	19
	38.2%	34.3%	43.0%	36.0%	33.5%	43.2%	35.0%
						D	
Summary							
Top2Box (Important)	390	22	48	102	95	100	23
	43.1%	49.5%	38.3%	45.3%	44.0%	41.4%	43.3%
Low2Box (Not Important)	134	5	18	35	34	33	9
	14.8%	11.3%	14.7%	15.5%	15.8%	13.6%	16.9%
Mean	3	3.2	2.9	3	2.9	3	3

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_5. [Toronto is a world class city and does not need a casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Toronto is a world class city and does not need a casino.							
Base: Aware of argument	705	47	94	159	170	198	37
Weighted	707	36	95	175	168	184	49
Very important	203	19	21	50	42	58	14
	28.8%	51.1%	22.4%	28.5%	25.2%	31.4%	27.7%
		BCDEF					
Somewhat important	191	7	28	49	47	52	8
	27.0%	20.5%	29.3%	28.1%	27.8%	28.4%	15.5%
Not very important	159	4	19	44	42	37	13
	22.5%	12.2%	20.2%	25.1%	25.2%	19.9%	26.2%
Not at all important	107	2	15	25	25	29	11
	15.1%	6.2%	15.8%	14.2%	14.7%	15.8%	22.6%
							A
Not sure/haven't really thought about it	46	4	12	7	12	8	4
	6.6%	9.9%	12.4%	4.1%	7.1%	4.4%	8.0%
			CE				
Summary							
Top2Box (Important)	394	26	49	99	89	110	21
	55.8%	71.7%	51.6%	56.7%	53.0%	59.9%	43.2%
		BDF					
Low2Box (Not Important)	266	7	34	69	67	66	24
	37.6%	18.4%	36.0%	39.2%	39.9%	35.8%	48.8%
			A	A	A	A	A
Mean	2.7	3.3	2.7	2.7	2.7	2.8	2.5
		BCDEF					
[Rebase] **Toronto is a world class city and does not need a casino.**							
Base: All respondents	906	59	121	205	219	261	41

Q3_5. [Toronto is a world class city and does not need a casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	203	19	21	50	42	58	14
	22.4%	41.3%	17.0%	22.3%	19.7%	23.8%	25.1%
		BCDE					
Somewhat important	191	7	28	49	47	52	8
	21.1%	16.6%	22.2%	22.0%	21.6%	21.5%	14.1%
Not very important	159	4	19	44	42	37	13
	17.6%	9.9%	15.4%	19.6%	19.6%	15.1%	23.8%
Not at all important	107	2	15	25	25	29	11
	11.8%	5.0%	12.0%	11.1%	11.4%	12.0%	20.5%
							A
Not sure/haven't really thought about it	46	4	12	7	12	8	4
	5.1%	8.0%	9.4%	3.2%	5.5%	3.3%	7.3%
			CE				
Unaware of consideration	199	9	30	49	48	59	5
	22.0%	19.2%	24.0%	22.0%	22.1%	24.2%	9.2%
			F			F	
Summary							
Top2Box (Important)	394	26	49	99	89	110	21
	43.5%	57.9%	39.2%	44.2%	41.3%	45.4%	39.2%
		BD					
Low2Box (Not Important)	266	7	34	69	67	66	24
	29.4%	14.9%	27.3%	30.6%	31.1%	27.1%	44.3%
				A	A		ABE
Mean	2.7	3.3	2.7	2.7	2.7	2.8	2.5
		BCDEF					

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_6. [Casinos don't integrate into the community.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Casinos don't integrate into the community.							
Base: Aware of argument	686	45	85	152	171	198	35
Weighted	685	33	86	166	168	185	46
Very important	210	14	25	45	44	71	11
	30.7%	41.6%	29.6%	27.0%	26.2%	38.5%	22.8%
		D				CD	
Somewhat important	209	11	25	54	44	57	17
	30.5%	31.8%	29.5%	32.6%	26.3%	30.7%	37.8%
Not very important	155	4	20	46	45	28	11
	22.6%	13.4%	23.7%	27.6%	26.9%	14.9%	23.3%
				E	E		
Not at all important	68	3	6	12	23	23	1
	10.0%	8.8%	6.8%	7.0%	13.9%	12.5%	2.7%
Not sure/haven't really thought about it	44	1	9	10	11	6	6
	6.4%	4.4%	10.4%	5.7%	6.6%	3.4%	13.4%
			E				E
Summary							
Top2Box (Important)	419	24	51	99	89	128	28
	61.1%	73.5%	59.1%	59.6%	52.6%	69.2%	60.6%
		D				D	
Low2Box (Not Important)	223	7	26	58	69	51	12
	32.5%	22.2%	30.5%	34.7%	40.8%	27.4%	26.0%
					AE		
Mean	2.9	3.1	2.9	2.8	2.7	3	2.9
		D				D	
[Rebase]							
Casinos don't integrate into the community.							
Base: All respondents	906	59	121	205	219	261	41

Q3_6. [Casinos don't integrate into the community.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Weighted	906	45	126	224	215	242	54
Very important	210	14	25	45	44	71	11
	23.2%	30.7%	20.3%	20.0%	20.5%	29.4%	19.5%
						CD	
Somewhat important	209	11	25	54	44	57	17
	23.0%	23.5%	20.2%	24.2%	20.6%	23.4%	32.4%
Not very important	155	4	20	46	45	28	11
	17.1%	9.9%	16.3%	20.5%	21.1%	11.4%	20.0%
				E	E		
Not at all important	68	3	6	12	23	23	1
	7.5%	6.5%	4.7%	5.2%	10.9%	9.5%	2.3%
					C		
Not sure/haven't really thought about it	44	1	9	10	11	6	6
	4.8%	3.2%	7.2%	4.3%	5.2%	2.6%	11.5%
			E				E
Unaware of consideration	221	12	39	58	47	57	8
	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%
			F				
Summary							
Top2Box (Important)	419	24	51	99	89	128	28
	46.2%	54.2%	40.5%	44.2%	41.1%	52.8%	51.9%
						BD	
Low2Box (Not Important)	223	7	26	58	69	51	12
	24.6%	16.4%	20.9%	25.7%	31.9%	20.9%	22.3%
					ABE		
Mean	2.9	3.1	2.9	2.8	2.7	3	2.9
		D				D	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_7. [Social costs will outweigh the benefits a casino will bring to the City of Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Social costs will outweigh the benefits a casino will bring to the City of Toronto.							
Base: Aware of argument	740	50	99	169	180	208	34
Weighted	741	38	101	187	177	192	45
Very important	275	17	29	73	56	86	15
	37.2%	44.2%	28.3%	38.9%	31.7%	44.8%	32.9%
						BD	
Somewhat important	255	13	42	63	62	57	17
	34.4%	34.6%	41.5%	33.9%	35.2%	29.6%	37.6%
			E				
Not very important	111	3	16	19	37	31	5
	14.9%	7.7%	15.4%	9.9%	21.1%	16.1%	11.5%
					AC		
Not at all important	52	3	7	13	13	12	4
	7.1%	7.7%	6.9%	7.0%	7.4%	6.2%	9.6%
Not sure/haven't really thought about it	48	2	8	19	8	6	4
	6.5%	5.8%	7.9%	10.4%	4.6%	3.3%	8.4%
				E			
Summary							
Top2Box (Important)	530	30	70	136	119	143	31
	71.6%	78.8%	69.8%	72.8%	66.9%	74.4%	70.5%
Low2Box (Not Important)	163	6	22	32	51	43	9
	22.0%	15.5%	22.3%	16.9%	28.5%	22.3%	21.1%
					C		
Mean	3.1	3.2	3	3.2	3	3.2	3
						D	
[Rebase]							

Q3_7. [Social costs will outweigh the benefits a casino will bring to the City of Toronto.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
Social costs will outweigh the benefits a casino will bring to the City of Toronto.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	275	17	29	73	56	86	15
	30.4%	37.8%	22.7%	32.5%	26.1%	35.6%	27.2%
		B				BD	
Somewhat important	255	13	42	63	62	57	17
	28.1%	29.5%	33.3%	28.3%	29.0%	23.5%	31.2%
Not very important	111	3	16	19	37	31	5
	12.2%	6.6%	12.4%	8.3%	17.4%	12.8%	9.5%
					C		
Not at all important	52	3	7	13	13	12	4
	5.8%	6.6%	5.5%	5.8%	6.1%	4.9%	7.9%
Not sure/haven't really thought about it	48	2	8	19	8	6	4
	5.3%	4.9%	6.3%	8.7%	3.8%	2.6%	7.0%
				E			
Unaware of consideration	165	7	25	37	38	50	9
	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%
Summary							
Top2Box (Important)	530	30	70	136	119	143	31
	58.5%	67.3%	56.0%	60.8%	55.1%	59.1%	58.3%
Low2Box (Not Important)	163	6	22	32	51	43	9
	18.0%	13.2%	17.9%	14.1%	23.5%	17.7%	17.4%
					C		
Mean	3.1	3.2	3	3.2	3	3.2	3
						D	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_8. [A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.							
Base: Aware of argument	847	54	110	194	207	246	36
Weighted	846	41	114	210	204	228	47
Very important	371	13	55	98	90	97	17
	43.8%	32.1%	47.6%	46.8%	44.2%	42.5%	36.1%
Somewhat important	307	17	35	72	73	88	21
	36.2%	41.3%	30.9%	34.1%	36.0%	38.5%	44.8%
Not very important	104	7	18	27	18	29	6
	12.3%	15.9%	15.4%	12.9%	8.6%	12.7%	13.8%
Not at all important	47	2	3	9	18	12	3
	5.6%	5.4%	2.6%	4.4%	9.0%	5.1%	5.3%
					B		
Not sure/haven't really thought about it	17	2	4	4	5	3	0
	2.0%	5.2%	3.4%	1.9%	2.2%	1.2%	-
Summary							
Top2Box (Important)	677	30	90	170	164	185	38
	80.1%	73.4%	78.6%	80.9%	80.1%	81.0%	80.9%
Low2Box (Not Important)	151	9	21	36	36	41	9
	17.9%	21.3%	18.0%	17.3%	17.6%	17.8%	19.1%
Mean	3.2	3.1	3.3	3.3	3.2	3.2	3.1
[Rebase]							

Q3_8. [A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	371	13	55	98	90	97	17
	40.9%	29.6%	43.4%	43.9%	41.9%	40.1%	31.6%
Somewhat important	307	17	35	72	73	88	21
	33.8%	38.0%	28.2%	31.9%	34.1%	36.3%	39.2%
Not very important	104	7	18	27	18	29	6
	11.5%	14.6%	14.0%	12.1%	8.1%	12.0%	12.0%
Not at all important	47	2	3	9	18	12	3
	5.2%	5.0%	2.4%	4.1%	8.6%	4.8%	4.7%
					B		
Not sure/haven't really thought about it	17	2	4	4	5	3	0
	1.9%	4.8%	3.1%	1.8%	2.1%	1.1%	-
Unaware of consideration	60	4	11	14	11	14	7
	6.7%	8.0%	8.9%	6.3%	5.1%	5.7%	12.5%
Summary							
Top2Box (Important)	677	30	90	170	164	185	38
	74.7%	67.6%	71.6%	75.8%	76.0%	76.4%	70.8%
Low2Box (Not Important)	151	9	21	36	36	41	9
	16.7%	19.6%	16.4%	16.2%	16.7%	16.8%	16.7%
Mean	3.2	3.1	3.3	3.3	3.2	3.2	3.1

Q3_8. [A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_9. [A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.							
Base: Aware of argument	835	54	107	188	208	241	37
Weighted	834	41	112	204	205	224	48
Very important	361	15	56	95	83	95	18
	43.3%	35.7%	49.9%	46.5%	40.4%	42.2%	37.9%
Somewhat important	295	14	32	67	84	79	18
	35.4%	33.9%	28.4%	32.9%	41.2%	35.4%	38.0%
					B		
Not very important	112	7	14	32	19	32	8
	13.4%	18.0%	12.6%	15.6%	9.1%	14.3%	16.1%
Not at all important	51	4	7	7	14	16	3
	6.1%	8.9%	6.4%	3.5%	7.0%	6.9%	5.4%
Not sure/haven't really thought about it	16	1	3	3	5	3	1
	1.9%	3.4%	2.7%	1.5%	2.2%	1.2%	2.7%
Summary							
Top2Box (Important)	656	29	87	162	167	174	37
	78.6%	69.6%	78.3%	79.4%	81.6%	77.6%	75.8%
Low2Box (Not Important)	162	11	21	39	33	47	10
	19.5%	26.9%	19.0%	19.1%	16.2%	21.2%	21.5%
Mean	3.2	3	3.3	3.2	3.2	3.1	3.1
[Rebase]							

Q3_9. [A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
					Area		
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	361	15	56	95	83	95	18
	39.8%	32.9%	44.3%	42.3%	38.5%	39.0%	34.1%
Somewhat important	295	14	32	67	84	79	18
	32.6%	31.2%	25.3%	30.0%	39.2%	32.7%	34.2%
					B		
Not very important	112	7	14	32	19	32	8
	12.3%	16.6%	11.2%	14.2%	8.7%	13.2%	14.4%
Not at all important	51	4	7	7	14	16	3
	5.6%	8.2%	5.7%	3.2%	6.7%	6.4%	4.9%
Not sure/haven't really thought about it	16	1	3	3	5	3	1
	1.8%	3.2%	2.4%	1.3%	2.1%	1.1%	2.4%
Unaware of consideration	72	4	14	20	10	18	5
	7.9%	8.0%	11.2%	9.0%	4.7%	7.6%	10.0%
			D				
Summary							
Top2Box (Important)	656	29	87	162	167	174	37
	72.4%	64.1%	69.5%	72.3%	77.7%	71.7%	68.3%
					A		
Low2Box (Not Important)	162	11	21	39	33	47	10
	17.9%	24.8%	16.9%	17.4%	15.4%	19.6%	19.3%
Mean	3.2	3	3.3	3.2	3.2	3.1	3.1

Q3_9. [A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
Mean							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_10. [Proceeds from Ontario casinos go back to provincial government programs like health care and education.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
				Area			
		A	B	C	D	E	F
Proceeds from Ontario casinos go back to provincial government programs like health care and education.							
Base: Aware of argument	772	50	104	178	187	221	32
Weighted	765	37	109	191	183	203	42
Very important	375	16	62	102	82	95	19
	49.0%	42.3%	56.8%	53.1%	44.8%	46.8%	44.0%
Somewhat important	253	12	25	60	70	71	15
	33.0%	32.1%	23.4%	31.3%	38.0%	34.9%	36.4%
					B	B	
Not very important	88	4	15	20	17	25	8
	11.5%	9.7%	13.4%	10.3%	9.5%	12.2%	19.5%
Not at all important	39	5	6	6	11	11	0
	5.1%	13.9%	5.5%	3.1%	6.2%	5.3%	-
		CEF					
Not sure/haven't really thought about it	11	1	1	4	3	2	0
	1.4%	2.0%	0.9%	2.2%	1.5%	0.9%	-
Summary							
Top2Box (Important)	628	27	87	162	152	166	34
	82.0%	74.4%	80.2%	84.5%	82.8%	81.6%	80.5%
Low2Box (Not Important)	127	9	21	26	29	35	8
	16.6%	23.6%	18.9%	13.3%	15.7%	17.5%	19.5%
Mean	3.3	3	3.3	3.4	3.2	3.2	3.2
				A			
[Rebase]							

Q3_10. [Proceeds from Ontario casinos go back to provincial government programs like health care and education.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Proceeds from Ontario casinos go back to provincial government programs like health care and education.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	375	16	62	102	82	95	19
	41.3%	34.6%	49.1%	45.4%	38.1%	39.2%	34.4%
Somewhat important	253	12	25	60	70	71	15
	27.9%	26.2%	20.3%	26.7%	32.3%	29.3%	28.5%
					B		
Not very important	88	4	15	20	17	25	8
	9.7%	7.9%	11.6%	8.8%	8.1%	10.2%	15.3%
Not at all important	39	5	6	6	11	11	0
	4.3%	11.4%	4.8%	2.6%	5.3%	4.4%	-
		CEF					
Not sure/haven't really thought about it	11	1	1	4	3	2	0
	1.2%	1.6%	0.8%	1.9%	1.3%	0.7%	-
Unaware of consideration	141	8	17	33	32	39	12
	15.5%	18.3%	13.5%	14.6%	14.9%	16.1%	21.9%
Summary							
Top2Box (Important)	628	27	87	162	152	166	34
	69.3%	60.8%	69.4%	72.1%	70.4%	68.5%	62.9%
Low2Box (Not Important)	127	9	21	26	29	35	8
	14.0%	19.3%	16.4%	11.4%	13.4%	14.7%	15.3%
Mean	3.3	3	3.3	3.4	3.2	3.2	3.2
				A			

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_11. [The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total				Area		
		East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.							
Base: Aware of argument	669	47	87	148	172	186	29
Weighted	662	35	91	159	167	171	38
Very important	226	11	35	54	49	62	14
	34.2%	31.8%	38.3%	34.2%	29.3%	36.4%	37.9%
Somewhat important	249	12	28	62	68	67	12
	37.6%	34.4%	30.4%	39.1%	40.6%	39.2%	31.5%
Not very important	121	5	21	29	28	29	9
	18.3%	14.5%	22.5%	18.4%	16.6%	17.1%	24.0%
Not at all important	53	4	7	10	17	12	3
	8.0%	12.9%	7.7%	6.4%	10.2%	6.8%	6.7%
Not sure/haven't really thought about it	13	2	1	3	6	1	0
	1.9%	6.4%	1.1%	1.9%	3.3%	0.5%	-
		E					
Summary							
Top2Box (Important)	475	23	63	117	117	130	26
	71.8%	66.2%	68.7%	73.3%	69.8%	75.6%	69.3%
Low2Box (Not Important)	174	9	28	39	45	41	12
	26.3%	27.4%	30.2%	24.8%	26.9%	23.9%	30.7%
Mean	3	2.9	3	3	2.9	3.1	3
[Rebase]							

Q3_11. [The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	226	11	35	54	49	62	14
	25.0%	24.5%	27.8%	24.2%	22.8%	25.8%	26.8%
Somewhat important	249	12	28	62	68	67	12
	27.5%	26.5%	22.1%	27.7%	31.5%	27.7%	22.3%
Not very important	121	5	21	29	28	29	9
	13.4%	11.2%	16.4%	13.1%	12.9%	12.1%	17.0%
Not at all important	53	4	7	10	17	12	3
	5.8%	9.9%	5.6%	4.5%	8.0%	4.8%	4.8%
Not sure/haven't really thought about it	13	2	1	3	6	1	0
	1.4%	4.9%	0.8%	1.3%	2.6%	0.4%	-
		E					
Unaware of consideration	244	10	34	65	48	71	16
	26.9%	23.0%	27.3%	29.1%	22.2%	29.2%	29.1%
Summary							
Top2Box (Important)	475	23	63	117	117	130	26
	52.4%	50.9%	50.0%	52.0%	54.3%	53.5%	49.1%
Low2Box (Not Important)	174	9	28	39	45	41	12
	19.2%	21.1%	22.0%	17.6%	20.9%	16.9%	21.8%
Mean	3	2.9	3	3	2.9	3.1	3

Q3_11. [The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
Mean							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_12. [The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.							
Base: Aware of argument	739	46	96	177	187	202	31
Weighted	744	35	100	193	186	189	40
Very important	279	13	41	80	63	66	16
	37.5%	36.8%	41.0%	41.2%	34.0%	35.1%	38.9%
Somewhat important	243	12	31	54	67	66	12
	32.6%	33.9%	31.4%	27.9%	36.3%	35.1%	28.8%
Not very important	133	4	16	33	34	37	9
	17.8%	10.1%	15.7%	17.1%	18.3%	19.7%	23.0%
Not at all important	68	5	8	17	20	15	3
	9.2%	13.1%	8.0%	9.0%	10.9%	8.2%	6.3%
Not sure/haven't really thought about it	21	2	4	9	1	4	1
	2.8%	6.1%	3.9%	4.8%	0.5%	1.9%	3.0%
		D	D	D			
Summary							
Top2Box (Important)	522	25	73	133	131	133	27
	70.1%	70.7%	72.4%	69.1%	70.4%	70.2%	67.6%
Low2Box (Not Important)	201	8	24	50	54	53	12
	27.0%	23.2%	23.7%	26.1%	29.2%	27.9%	29.3%
Mean	3	3	3.1	3.1	2.9	3	3
[Rebase]							

Q3_12. [The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	279	13	41	80	63	66	16
	30.8%	29.1%	32.7%	35.5%	29.4%	27.4%	29.1%
Somewhat important	243	12	31	54	67	66	12
	26.8%	26.8%	25.1%	24.0%	31.3%	27.3%	21.5%
Not very important	133	4	16	33	34	37	9
	14.6%	8.0%	12.6%	14.7%	15.8%	15.3%	17.2%
Not at all important	68	5	8	17	20	15	3
	7.5%	10.4%	6.4%	7.7%	9.4%	6.4%	4.8%
Not sure/haven't really thought about it	21	2	4	9	1	4	1
	2.3%	4.8%	3.1%	4.1%	0.4%	1.5%	2.3%
		D		D			
Unaware of consideration	162	9	25	31	30	53	14
	17.9%	20.9%	20.2%	13.9%	13.7%	22.0%	25.1%
						CD	
Summary							
Top2Box (Important)	522	25	73	133	131	133	27
	57.6%	55.9%	57.8%	59.5%	60.7%	54.7%	50.6%
Low2Box (Not Important)	201	8	24	50	54	53	12
	22.2%	18.4%	18.9%	22.5%	25.1%	21.7%	22.0%
Mean	3	3	3.1	3.1	2.9	3	3

Q3_12. [The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
Mean							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_13. [Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.							
Base: Aware of argument	829	51	110	187	200	244	37
Weighted	827	39	115	201	198	227	48
Very important	215	9	28	61	53	46	17
	25.9%	22.2%	24.7%	30.3%	26.9%	20.3%	36.1%
				E			E
Somewhat important	270	10	42	62	72	71	13
	32.6%	24.8%	36.8%	30.8%	36.6%	31.4%	26.6%
Not very important	197	11	27	50	38	61	10
	23.8%	29.0%	23.4%	25.0%	19.0%	26.9%	21.3%
Not at all important	124	8	15	20	30	46	5
	15.0%	20.3%	13.3%	10.0%	15.1%	20.2%	10.7%
						C	
Not sure/haven't really thought about it	21	1	2	8	5	3	3
	2.6%	3.8%	1.8%	3.9%	2.4%	1.2%	5.3%
Summary							
Top2Box (Important)	485	18	70	123	126	117	30
	58.6%	47.0%	61.5%	61.1%	63.5%	51.7%	62.7%
					AE		
Low2Box (Not Important)	321	19	42	70	67	107	15
	38.8%	49.2%	36.7%	35.0%	34.1%	47.1%	32.0%
						CD	
Mean	2.7	2.5	2.7	2.8	2.8	2.5	2.9
				AE	E		E
[Rebase]							

Q3_13. [Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	215	9	28	61	53	46	17
	23.7%	19.4%	22.5%	27.2%	24.7%	19.0%	32.4%
				E			
Somewhat important	270	10	42	62	72	71	13
	29.8%	21.6%	33.6%	27.6%	33.6%	29.4%	23.8%
Not very important	197	11	27	50	38	61	10
	21.8%	25.2%	21.3%	22.4%	17.5%	25.1%	19.1%
Not at all important	124	8	15	20	30	46	5
	13.7%	17.7%	12.2%	9.0%	13.8%	19.0%	9.6%
						C	
Not sure/haven't really thought about it	21	1	2	8	5	3	3
	2.4%	3.3%	1.6%	3.5%	2.2%	1.1%	4.7%
Unaware of consideration	79	6	11	23	18	15	6
	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%
Summary							
Top2Box (Important)	485	18	70	123	126	117	30
	53.5%	41.0%	56.1%	54.8%	58.3%	48.4%	56.3%
					AE		
Low2Box (Not Important)	321	19	42	70	67	107	15
	35.5%	42.9%	33.5%	31.4%	31.3%	44.1%	28.8%
						CD	
Mean	2.7	2.5	2.7	2.8	2.8	2.5	2.9
				AE	E		E

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_14. [The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
		A	B	C	D	E	F
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.							
Base: Aware of argument	683	47	92	154	167	197	26
Weighted	677	34	96	165	163	184	34
Very important	201	8	30	47	49	52	14
	29.6%	23.6%	30.9%	28.7%	30.3%	28.4%	39.9%
Somewhat important	268	13	40	67	66	73	9
	39.7%	38.5%	41.4%	40.8%	40.4%	39.9%	26.3%
Not very important	121	6	14	37	23	32	9
	17.9%	17.2%	14.7%	22.2%	14.3%	17.5%	26.1%
Not at all important	65	5	10	11	16	22	3
	9.6%	14.5%	9.9%	6.6%	9.6%	11.7%	7.7%
Not sure/haven't really thought about it	21	2	3	3	9	5	0
	3.2%	6.4%	3.1%	1.8%	5.4%	2.5%	-
Summary							
Top2Box (Important)	469	21	70	114	115	126	23
	69.3%	62.0%	72.3%	69.4%	70.7%	68.3%	66.2%
Low2Box (Not Important)	186	11	24	47	39	54	12
	27.5%	31.6%	24.6%	28.8%	23.9%	29.3%	33.8%
Mean	2.9	2.8	3	2.9	3	2.9	3
[Rebase]							

Q3_14. [The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	201	8	30	47	49	52	14
	22.1%	18.1%	23.8%	21.1%	22.9%	21.6%	25.4%
Somewhat important	268	13	40	67	66	73	9
	29.6%	29.6%	31.8%	30.0%	30.5%	30.3%	16.8%
Not very important	121	6	14	37	23	32	9
	13.4%	13.2%	11.3%	16.3%	10.8%	13.3%	16.6%
Not at all important	65	5	10	11	16	22	3
	7.2%	11.1%	7.6%	4.8%	7.3%	8.9%	4.9%
Not sure/haven't really thought about it	21	2	3	3	9	5	0
	2.4%	4.9%	2.4%	1.3%	4.1%	1.9%	-
Unaware of consideration	229	10	29	59	53	58	19
	25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%
Summary							
Top2Box (Important)	469	21	70	114	115	126	23
	51.8%	47.7%	55.6%	51.0%	53.4%	51.9%	42.2%
Low2Box (Not Important)	186	11	24	47	39	54	12
	20.6%	24.3%	18.9%	21.2%	18.1%	22.2%	21.6%
Mean	2.9	2.8	3	2.9	3	2.9	3

Q3_14. [The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
Mean							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_15. [The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
					Area		
		A	B	C	D	E	F
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.							
Base: Aware of argument	785	53	101	176	193	230	32
Weighted	779	41	103	190	189	214	42
Very important	219	9	30	57	51	59	13
	28.1%	23.1%	28.6%	30.1%	27.0%	27.4%	31.6%
Somewhat important	285	12	43	67	74	75	14
	36.6%	29.5%	41.8%	35.1%	39.0%	35.0%	34.3%
Not very important	166	6	20	46	34	50	10
	21.3%	15.0%	19.7%	24.0%	17.8%	23.3%	24.8%
Not at all important	88	10	7	17	23	27	4
	11.4%	25.2%	6.9%	9.0%	12.1%	12.7%	9.3%
		BCDE					
Not sure/haven't really thought about it	20	3	3	3	8	4	0
	2.6%	7.2%	2.9%	1.7%	4.0%	1.7%	-
		CE					
Summary							
Top2Box (Important)	504	21	73	124	125	133	28
	64.7%	52.6%	70.5%	65.3%	66.0%	62.4%	65.9%
			A				
Low2Box (Not Important)	254	16	27	63	57	77	14
	32.7%	40.2%	26.7%	33.0%	29.9%	35.9%	34.1%
Mean	2.8	2.5	2.9	2.9	2.8	2.8	2.9
			A	A			
[Rebase]							

Q3_15. [The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

				Area			
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	219	9	30	57	51	59	13
	24.2%	20.9%	23.5%	25.5%	23.7%	24.2%	24.7%
Somewhat important	285	12	43	67	74	75	14
	31.4%	26.7%	34.3%	29.7%	34.3%	30.9%	26.8%
Not very important	166	6	20	46	34	50	10
	18.3%	13.5%	16.2%	20.4%	15.6%	20.5%	19.4%
Not at all important	88	10	7	17	23	27	4
	9.8%	22.8%	5.7%	7.6%	10.6%	11.2%	7.3%
		BCDEF					
Not sure/haven't really thought about it	20	3	3	3	8	4	0
	2.2%	6.5%	2.4%	1.4%	3.5%	1.5%	-
		CE					
Unaware of consideration	127	4	22	34	26	28	12
	14.1%	9.6%	17.9%	15.3%	12.1%	11.7%	21.9%
Summary							
Top2Box (Important)	504	21	73	124	125	133	28
	55.6%	47.5%	57.8%	55.3%	58.0%	55.1%	51.4%
Low2Box (Not Important)	254	16	27	63	57	77	14
	28.1%	36.3%	21.9%	28.0%	26.3%	31.7%	26.6%
		B					
Mean	2.8	2.5	2.9	2.9	2.8	2.8	2.9
			A	A			

Q3_15. [The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

			Area				
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q3_16. [The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.							
Base: Aware of argument	819	50	106	188	202	237	36
Weighted	821	38	110	204	200	220	48
Very important	351	13	53	94	82	92	17
	42.8%	34.6%	47.9%	46.2%	41.2%	41.6%	35.9%
Somewhat important	281	13	35	74	65	78	17
	34.3%	33.1%	31.7%	36.0%	32.5%	35.4%	36.1%
Not very important	111	5	18	19	27	34	8
	13.5%	13.4%	15.9%	9.4%	13.6%	15.3%	17.3%
Not at all important	60	5	3	14	20	15	3
	7.3%	13.2%	2.7%	6.9%	9.8%	6.9%	5.5%
		B			B		
Not sure/haven't really thought about it	17	2	2	3	6	2	2
	2.1%	5.6%	1.8%	1.4%	2.9%	0.8%	5.2%
		E					
Summary							
Top2Box (Important)	633	26	88	168	147	170	34
	77.1%	67.7%	79.6%	82.2%	73.7%	77.0%	72.0%
				A			
Low2Box (Not Important)	171	10	21	33	47	49	11
	20.8%	26.7%	18.6%	16.4%	23.4%	22.2%	22.8%
Mean	3.2	2.9	3.3	3.2	3.1	3.1	3.1
			A				
[Rebase]							

Q3_16. [The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

					Area		
	Total	**East York**	**Etobicoke**	**North York**	**Scarborough**	**Old Toronto**	**York**
The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.							
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Very important	351	13	53	94	82	92	17
	38.8%	29.6%	42.1%	42.1%	38.2%	37.8%	31.7%
Somewhat important	281	13	35	74	65	78	17
	31.1%	28.3%	27.9%	32.8%	30.2%	32.2%	31.9%
Not very important	111	5	18	19	27	34	8
	12.2%	11.5%	14.0%	8.6%	12.6%	13.9%	15.3%
Not at all important	60	5	3	14	20	15	3
	6.6%	11.3%	2.4%	6.3%	9.1%	6.3%	4.9%
		B			B		
Not sure/haven't really thought about it	17	2	2	3	6	2	2
	1.9%	4.8%	1.6%	1.3%	2.7%	0.7%	4.6%
		E					
Unaware of consideration	85	6	15	20	16	22	6
	9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%
Summary							
Top2Box (Important)	633	26	88	168	147	170	34
	69.8%	57.9%	70.0%	74.9%	68.4%	70.0%	63.5%
				A			
Low2Box (Not Important)	171	10	21	33	47	49	11
	18.8%	22.8%	16.4%	14.9%	21.7%	20.2%	20.1%
Mean	3.2	2.9	3.3	3.2	3.1	3.1	3.1
			A				

Q3_16. [The centre would bring thousands of jobs and between $50 million to $100 million in direct revenue to the city on an annual basis.] For each of the following please tell me the importance you assign on this consideration when forming your own opinion regarding a new casino for Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

Q4. Now, upon learning about the various points of view regarding the casino, would you say you strongly support, somewhat support, somewhat oppose or strongly oppose the idea of building a casino in the city of Toronto?

		Area					
	Total	East York	Etobicoke	North York	Scarborough	Old Toronto	York
		A	B	C	D	E	F
Base: All respondents	906	59	121	205	219	261	41
Weighted	906	45	126	224	215	242	54
Strongly support	202	7	34	50	49	49	12
	22.3%	16.2%	26.9%	22.3%	22.8%	20.3%	22.9%
Somewhat support	289	10	41	76	74	73	15
	31.9%	23.3%	32.3%	34.0%	34.2%	30.2%	28.7%
Somewhat oppose	179	10	24	48	33	54	11
	19.8%	21.5%	18.9%	21.6%	15.2%	22.4%	19.6%
Strongly oppose	187	15	24	34	47	56	10
	20.7%	34.4%	18.7%	15.3%	22.0%	23.3%	19.5%
		BC				C	
Not sure	48	2	4	15	13	9	5
	5.3%	4.6%	3.2%	6.7%	5.9%	3.7%	9.4%
Summary							
Top2Box (Support)	491	18	74	126	123	122	28
	54.2%	39.5%	59.2%	56.3%	57.0%	50.6%	51.6%
			A	A	A		
Low2Box (Oppose)	367	25	47	83	80	111	21
	40.5%	55.9%	37.6%	36.9%	37.1%	45.7%	39.0%
		BCD					

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.