Casino Poll Ban1: Weighted

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

			Area							
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York			
		А	В	С	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			
Scrapping the land transfer tax in Toronto	49.2%	50.9%	49.1%	49.7%	40.6%	54.7%	55.1%			
						D				
	290	15	40	67	63	89	16			
Lowering speed limits in the city	32.0%	32.6%	31.5%	30.0%	29.4%	36.9%	29.9%			
	637	31	80	163	140	185	38			
The light rail transit plan for Toronto	70.3%	68.5%	63.9%	72.8%	65.0%	76.3%	70.7%			
						BD				
	786	42	111	192	173	222	47			
Building a casino in the city of Toronto	86.8%	93.6%	88.0%	85.6%	80.4%	91.7%	86.8%			
		D				D				
	66	2	10	16	23	12	3			
None of the above	7.2%	4.8%	8.1%	7.0%	10.8%	4.9%	4.7%			
					Е					

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

Ipsos Reid 5 of 56

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

Casino Poll Ban1: Weighted

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	Fact Varie	Etabiaska	North Vorte	Scarboroug	Old Taxanta	Vaule				
	Total	East York A	Etobicoke B	North York C	h D		York F				
Base: All respondents	906	59	121	205	219	_	41				
Weighted	906	45	126	224	215	242	54				
Putting a casino in a large urban area will produce	585	32	79	144	142	153	34				
more gambling addicts.	64.6%	71.1%	63.2%	64.3%	65.9%	63.2%	63.8%				
A casino will lead to additional criminal activity in	480	32	66	115	116		25				
onto.	53.0%	71.0% BCDEF	52.7%	51.3%	53.9%	52.0%	46.3%				
A casino will have a negative impact on local	452	27	59	110	98	127	31				
ousinesses close to the casino.	49.9%	60.2%	47.0%	48.8%	45.6%	52.5%	58.3%				
A new casino will not result in increased employment	349	22	40	103	82	90	23				
opportunities in Toronto.	38.6%	48.0%	31.9%	46.0%	37.9%		42.9%				
pporturnites in Foronto.	30.0%	46.0% BE	31.9%	46.0% BE	37.9%	Old Toronto E 261 242 153 63.2% 126 52.0%	42.970				
Foronto is a world class city and does not need a	509	32	70	116	120	138	33				
casino.	56.2%	71.2% CD	55.5%	51.8%	55.7%	57.1%	61.1%				
Casinos don't integrate into the community.	447	30	55	106	102		30				
,	49.3%	67.3% BCDE	43.8%	47.4%	47.4%	50.6%	56.5%				
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	507	30	66	118	126	134	33				
Thing to the City of Toronto.	56.0%	67.6%	52.6%	52.8%	58.5%	55.1%	60.6%				

Ipsos Reid 7 of 56

Casino Poll 2013 Detailed Tables Ban1: Weighted

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.

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect	715	32	97	180	173	194	39
jobs.	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	666	34	89	167	161	173	42
tourism annually, benefitting Toronto businesses.	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 66.6%	29 63.8%	91 72.7%	155 68.9%	143 66.3%	154 63.6%	32 59.3%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	455 50.2%	20 43.9%	59 47.2%	106 47.1%	119 55.0%	121 50.1%	30 56.6%
	30.270	40.970	77.270	47.170	33.070	30.170	30.070
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	495 54.7%	22 49.3%	65 51.5%	128 57.2%	122 56.8%	127 52.4%	31 58.2%
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	662 73.1%	33 74.1%	92 73.0%	163 72.5%	150 69.6%	185 76.5%	39 72.9%

Ipsos Reid 7 of 56

Detailed Tables Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and	457	24	69	109	105	123	27			
tertainment opportunities.	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,	604	31	77	141	157	165	33			
retail and entertainment space.	66.6%	68.5%	61.7%	62.9%	72.8% BC	68.0%	61.5%			
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			
on an annual basis.	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.

Ipsos Reid 7 of 56 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							
				A	rea				
					Scarboroug				
	Total	East York	Etobicoke	North York	h	Old Toronto	York		
		Α	В	С	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	111	5	19	24	22	37	5		
more gambling addicts.	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%		
A casino will lead to additional criminal activity in	187	9	31	36	34	70	7		
Toronto.	20.6%	19.3%	24.4%	16.2%	15.7%	29.1%	12.3%		
						CDF			
A casino will have a negative impact on local	221	7	30	58	53	62	13		
businesses close to the casino.	24.4%	16.1%	23.6%	25.7%	24.4%	25.5%	23.4%		
A new casino will not result in increased employment	346	15	54	81	72	105	19		
opportunities in Toronto.	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	199	9	30	49	48	59	5		
casino.	22.0%	19.2%	24.0%	22.0%	22.1%	24.2%	9.2%		
			F			F			
	221	12	39	58	47	57	8		
Casinos don't integrate into the community.	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%		
	,		F		,0		, 0		
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	165	7	25	37	38	50	9		
July to the Oity of Toronto.	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%		

Ipsos Reid 10 of 56

Ban1: Weighted

Casino Poll

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	Scarboroug h	Old Toronto	York			
A casino in Toronto will create thousands of full and										
part-time jobs as well construction and other indirect	60	4	11	14	11	14	7			
obs.	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			
ourism armaany, benefitting Toronto businesses.	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 15.5%	8 18.3%	17 13.5%	33 14.6%	32 14.9%	39 16.1%	12 21.9%			
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	244 26.9%	10 23.0%	34 27.3%	65 29.1%	48 22.2%	71 29.2%	16 29.1%			
The vision for the Toronto casino is an elegant, world- leading, architecturally-significant development to be integrated with its surroundings.	162 17.9%	9 20.9%	25 20.2%	31 13.9%	30 13.7%	53 22.0%	14 25.1%			
						CD				
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a	79	6	11	23	18	15	6			
casino.	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%			

Ipsos Reid 10 of 56

Detailed Tables Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
229	10	29	59	53	58	19			
25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%			
127	4	22	34	26	28	12			
14.1%	9.6%	17.9%	15.3%	12.1%	11.7%	21.9%			
85	6	15	20	16	22	6			
9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%			
	229 25.3% 127 14.1%	229 10 25.3% 23.1% 127 4 14.1% 9.6%	229 10 29 25.3% 23.1% 23.2% 127 4 22 14.1% 9.6% 17.9% 85 6 15	Total East York Etobicoke North York 229 10 29 59 25.3% 23.1% 23.2% 26.5% 127 4 22 34 14.1% 9.6% 17.9% 15.3% 85 6 15 20	Total East York Etobicoke North York Scarboroug h 229 10 29 59 53 25.3% 23.1% 23.2% 26.5% 24.4% 127 4 22 34 26 14.1% 9.6% 17.9% 15.3% 12.1% 85 6 15 20 16	Total East York Etobicoke North York Scarboroug h Old Toronto 229 10 29 59 53 58 25.3% 23.1% 23.2% 26.5% 24.4% 24.0% 127 4 22 34 26 28 14.1% 9.6% 17.9% 15.3% 12.1% 11.7% 85 6 15 20 16 22			

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

Ipsos Reid 10 of 56 Casino Poll 2013 Detailed Tables

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.

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	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.							
	305	21	41	65	70	87	20
Very aware	33.7%	47.8% CD	32.6%	29.2%	32.7%	35.9%	36.6%
	280	10	38	79	72	66	15
Somewhat aware	30.9%	23.2%	30.6%	35.2%	33.2%	27.3%	27.1%
	210	8	27	56	52	52	14
Only a little aware	23.2%	17.8%	21.8%	25.1%	24.0%	21.7%	26.9%
	111	5	19	24	22	37	5
Not at all aware	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%
Summary							
	585	32	79	144	142	153	34
Top2Box (Very/ Somewhat aware)	64.6%	71.1%	63.2%	64.3%	65.9%	63.2%	63.8%
	795	40	107	201	194	206	49
Top3Box (Aware)	87.8%	88.9%	85.0%	89.4%	89.9%	84.9%	90.7%
	321	13	46	80	73	89	19
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 11 of 56

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.

				Α	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	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.							
	217	19	27	44	55	58	12
Very aware	23.9%	42.8% BCDEF	21.8%	19.7%	25.8%	24.1%	22.2%
	263	13	39	71	61	68	13
Somewhat aware	29.1%	28.1%	30.9%	31.6%	28.1%	27.9%	24.1%
	240	4	29	73	65	46	22
Only a little aware	26.4%	9.7%	22.9%	32.5%	30.4%	18.9%	41.4%
			Α	AE	AE		ABE
	187	9	31	36	34	70	7
Not at all aware	20.6%	19.3%	24.4%	16.2%	15.7%	29.1% CDF	12.3%
Summary							
	480	32	66	115	116	126	25
Top2Box (Very/ Somewhat aware)	53.0%	71.0% BCDEF	52.7%	51.3%	53.9%	52.0%	46.3%
	719	36	95	188	181	172	47
Top3Box (Aware)	79.4%	80.7%	75.6%	83.8%	84.3%	70.9%	87.7%
roposon (, maio)	13.470	00.7 /0	73.070	63.6 % E	64.3 % E	70.370	E
	426	13	59	109	99	116	29
Low2Box (Little/ Not at all aware)	47.0%	29.0%	47.3%	48.7%	46.1%	48.0%	53.7%
·			Α	Α	Α	Α	Α

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

Ipsos Reid 12 of 56

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.

		Area							
	Total	East York	Etobicoke	North York	Scarboroug	Old Toronto	York		
	Total	A A	В	C	h 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.									
	197	15	21	33	43	69	17		
√ery aware	21.8%	34.2%	17.0%	14.5%	19.8%	28.3%	31.3%		
		BCD				BCD	С		
	255	12	38	77	55	59	15		
Somewhat aware	28.1%	26.1%	30.0%	34.3%	25.8%	24.2%	27.0%		
				E					
	233	11	37	57	65	53	10		
Only a little aware	25.7%	23.7%	29.4%	25.5%	30.0%	22.0%	18.3%		
	221	7	30	58	53	62	13		
Not at all aware	24.4%	16.1%	23.6%	25.7%	24.4%	25.5%	23.4%		
Summary									
Summary	452	27	59	110	98	127	31		
Top2Box (Very/ Somewhat aware)	49.9%	60.2%	47.0%	48.8%	45.6%	52.5%	58.3%		
,							/-		
	685	38	96	167	163	181	41		
Top3Box (Aware)	75.6%	83.9%	76.4%	74.3%	75.6%	74.5%	76.6%		
	454	18	67	115	117	115	22		
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 13 of 56 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.

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	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.							
	145	10	16	44	31	31	13
Very aware	16.0%	22.9% E	12.9%	19.8% E	14.4%	12.6%	23.6%
	204	11	24	59	50	49	10
Somewhat aware	22.5%	25.1%	19.0%	26.2%	23.4%	20.4%	19.2%
	211	8	31	40	62	58	12
Only a little aware	23.3%	17.7%	25.1%	18.0%	28.6% C	23.8%	22.1%
	346	15	54	81	72	105	19
Not at all aware	38.2%	34.3%	43.0%	36.0%	33.5%	43.2% D	35.0%
Summary							
	349	22	40	103	82	80	23
Top2Box (Very/ Somewhat aware)	38.6%	48.0% BE	31.9%	46.0% BE	37.9%	33.0%	42.9%
	560	29	72	143	143	138	35
Top3Box (Aware)	61.8%	65.7%	57.0%	64.0%	66.5% E	56.8%	65.0%
	557	23	86	121	134	162	31
Low2Box (Little/ Not at all aware)	61.4%	52.0%	68.1%	54.0%	62.1%	67.0%	57.1%
Lower Cattle, Not at all aware,	01.4%	32.0%	AC	34.0%	02.170	AC	37.170

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

Ipsos Reid 14 of 56

Casino Poll 2013 Detailed Tables

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	Scarboroug h	Old Toronto	York			
		Α	В	С	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.										
	250	19	32	53	53	76	17			
Very aware	27.6%	41.4% BCD	25.3%	23.7%	24.7%	31.5%	32.0%			
	259	13	38	63	67	62	16			
Somewhat aware	28.6%	29.8%	30.2%	28.1%	31.1%	25.6%	29.1%			
Confermat aware	20.076	29.070	30.2 /6	20.176	31.170	25.076	29.170			
	198	4	26	59	48	45	16			
Only a little aware	21.9%	9.6%	20.5%	26.3%	22.2%	18.7%	29.7%			
				Α	Α		Α			
	199	9	30	49	48	59	5			
Not at all aware	22.0%	19.2%	24.0%	22.0%	22.1%	24.2%	9.2%			
			F			F				
Summary										
	509	32	70	116	120	138	33			
Top2Box (Very/ Somewhat aware)	56.2%	71.2%	55.5%	51.8%	55.7%	57.1%	61.1%			
		CD								
L /.	707	36	95	175	168	184	49			
Top3Box (Aware)	78.0%	80.8%	76.0%	78.0%	77.9%	75.8%	90.8%			
				100			BE			
Law ODay (Little/ Net at all average)	397	13	56	108	95	104	21			
Low2Box (Little/ Not at all aware)	43.8%	28.8%	44.5%	48.2%	44.3%	42.9%	38.9%			
				А	А					

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

Ipsos Reid 15 of 56

Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
		А	В	С	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.										
	205	18	24	42	39	67	15			
Very aware	22.6%	39.2% BCD	19.4%	18.9%	18.2%	27.7% CD	27.3%			
	241	13	31	64	63	56	16			
Somewhat aware	26.6%	28.1%	24.4%	28.5%	29.3%	22.9%	29.2%			
	239	3	31	60	66	62	16			
Only a little aware	26.3%	6.5%	24.8%	26.8%	30.8%	25.7%	29.2%			
			А	Α	А	Α	Α			
	221	12	39	58	47	57	8			
Not at all aware	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%			
			F							
Summary	4.47	20	55	400	400	400	20			
Ton 2 Day (Vary) Computat	447	30	55	106	102	123	30			
Top2Box (Very/ Somewhat aware)	49.3%	67.3% BCDE	43.8%	47.4%	47.4%	50.6%	56.5%			
	685	33	86	166	168	185	46			
Top3Box (Aware)	75.6%	73.8%	68.6%	74.2%	78.3%	76.4%	85.6%			
							В			
	459	15	71	118	113	120	23			
Low2Box (Little/ Not at all aware)	50.7%	32.7%	56.2%	52.6%	52.6%	49.4%	43.5%			
			А	Α	Α	Α				

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

Ipsos Reid 16 of 56

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	Scarboroug h	Old Toronto	York		
		А	В	С	D	Е	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.									
	228	18	29	55	43	69	14		
Very aware	25.1%	39.4%	23.4%	24.4%	19.8%	28.3%	26.9%		
		BCD				D			
	279	13	37	64	83	65	18		
Somewhat aware	30.8%	28.2%	29.2%	28.4%	38.6%	26.8%	33.7%		
					CE				
	234	8	35	69	52	59	12		
Only a little aware	25.8%	17.9%	27.6%	30.7%	24.0%	24.3%	22.2%		
	165	7	25	37	38	50	9		
Not at all aware	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%		
Summary									
	507	30	66	118	126	134	33		
Top2Box (Very/ Somewhat aware)	56.0%	67.6%	52.6%	52.8%	58.5%	55.1%	60.6%		
	741	38	101	187	177	192	45		
Top3Box (Aware)	81.8%	85.5%	80.2%	83.6%	82.4%	79.4%	82.8%		
. ,									
	399	15	59	106	89	109	21		
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 17 of 56 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	Scarboroug h	Old Toronto	York		
		А	В	С	D	Е	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.									
	351	15	48	84	85	95	24		
Very aware	38.7%	34.5%	38.4%	37.3%	39.4%	39.4%	43.8%		
	364	16	48	97	88	99	16		
Somewhat aware	40.2%	35.7%	38.6%	43.0%	41.1%	40.9%	29.1%		
O 1 1991	131	10	18	30	31	34	8		
Only a little aware	14.4%	21.8%	14.1%	13.4%	14.4%	14.1%	14.6%		
	00	4	11	4.4	11	14	7		
Not at all aware	60	4 8.0%	8.9%	14 6.3%	5.1%	5.7%	-		
Not at all aware	0.7%	8.0%	6.9%	0.3%	5.1%	5.7%	12.5%		
Summary									
ounnury ——	715	32	97	180	173	194	39		
Top2Box (Very/ Somewhat aware)	78.9%	70.2%	77.0%	80.3%	80.5%	80.2%	72.9%		
1 , , ,	. 5.5,5	. 5.2,5		23.573	23.373	33.273	. =.5 70		
	846	41	114	210	204	228	47		
Top3Box (Aware)	93.3%	92.0%	91.1%	93.7%	94.9%	94.3%	87.5%		
	191	13	29	44	42	48	15		
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 18 of 56

2013 Ban1: Weighted

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.

		Area Area								
		Area								
					Scarboroug					
	Total	East York	Etobicoke	North York	h	Old Toronto	York			
		А	В	С	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.										
	324	19	46	79	73	84	23			
Very aware	35.8%	42.6%	36.8%	35.4%	33.7%	34.8%	42.3%			
	342	15	43	88	88	89	19			
Somewhat aware	37.8%	33.0%	34.1%	39.3%	41.1%	36.7%	35.8%			
	168	7	22	37	44	51	6			
Only a little aware	18.5%	16.4%	17.9%	16.4%	20.6%	20.9%	11.9%			
	72	4	14	20	10	18	5			
Not at all aware	7.9%	8.0%	11.2%	9.0%	4.7%	7.6%	10.0%			
_			D							
Summary										
	666	34	89	167	161	173	42			
Top2Box (Very/ Somewhat aware)	73.6%	75.7%	70.9%	74.6%	74.7%	71.5%	78.1%			
T 0D (A)	834	41	112	204	205	224	48			
Top3Box (Aware)	92.1%	92.0%	88.8%	91.0%	95.3%	92.4%	90.0%			
	242				В	00				
	240	11	37	57	54	69	12			
Low2Box (Little/ Not at all aware)	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.

19 of 56 Ipsos Reid

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.

		Area							
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York		
	70	А	В	С	D	Е	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.									
	262	10	46	70	48	71	16		
Very aware	28.9%	22.7%	36.9%	31.4%	22.1%	29.5%	29.0%		
			D	D					
	341	18	45	84	95	83	16		
Somewhat aware	37.7%	41.2%	35.7%	37.5%	44.2%	34.1%	30.3%		
					Е				
	162	8	17	37	40	49	10		
Only a little aware	17.9%	17.9%	13.9%	16.4%	18.8%	20.3%	18.9%		
	141	8	17	33	32	39	12		
Not at all aware	15.5%	18.3%	13.5%	14.6%	14.9%	16.1%	21.9%		
Summary									
	603	29	91	155	143	154	32		
Top2Box (Very/ Somewhat aware)	66.6%	63.8%	72.7%	68.9%	66.3%	63.6%	59.3%		
	765	37	109	191	183	203	42		
Top3Box (Aware)	84.5%	81.7%	86.5%	85.4%	85.1%	83.9%	78.1%		
	303	16	34	70	73	88	22		
Low2Box (Little/ Not at all aware)	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.

20 of 56 Ipsos Reid

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.

				Ar	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
	Total	A	В	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.							
	148	7	13	35	32	49	12
Very aware	16.3%	16.3%	10.4%	15.8%	14.6%	20.1%	21.6%
	307	12	46	70	87	73	19
Somewhat aware	33.9%	27.6%	36.8%	31.3%	40.4%	30.0%	35.1%
Somewhat aware	33.9%	27.0%	30.6%	31.3%	40.4% E	30.0%	35.1%
	207	15	32	53	49	50	8
Only a little aware	22.8%	33.0%	25.5%	23.8%	22.7%	20.7%	14.3%
		EF					
	244	10	34	65	48	71	16
Not at all aware	26.9%	23.0%	27.3%	29.1%	22.2%	29.2%	29.1%
Summary							
	455	20	59	106	119	121	30
Top2Box (Very/ Somewhat aware)	50.2%	43.9%	47.2%	47.1%	55.0%	50.1%	56.6%
	662	35	04	150	167	171	38
Tan 2Day (Awara)			91	159			
Top3Box (Aware)	73.1%	77.0%	72.7%	70.9%	77.8%	70.8%	70.9%
	451	25	66	119	97	121	23
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 21 of 56

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								
		Alou								
					Scarboroug					
	Total	East York	Etobicoke	North York	h	Old Toronto	York			
		Α	В	С	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.										
	169	8	22	39	37	51	12			
/ery aware	18.7%	17.9%	17.7%	17.3%	17.3%	21.1%	21.4%			
•										
	326	14	42	89	85	76	20			
Somewhat aware	36.0%	31.5%	33.8%	39.8%	39.5%	31.2%	36.8%			
	248	13	36	65	63	62	9			
Only a little aware	27.4%	29.8%	28.3%	28.9%	29.5%	25.6%	16.7%			
	162	9	25	31	30	53	14			
lot at all aware	17.9%	20.9%	20.2%	13.9%	13.7%	22.0%	25.1%			
						CD				
Summary										
	495	22	65	128	122	127	31			
Гор2Вох (Very/ Somewhat aware)	54.7%	49.3%	51.5%	57.2%	56.8%	52.4%	58.2%			
	744	35	100	193	186	189	40			
op3Box (Aware)	82.1%	79.1%	79.8%	86.1%	86.3%	78.0%	74.9%			
				E	Е					
	411	23	61	96	93	115	22			
.ow2Box (Little/ Not at all aware)	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.

Ipsos Reid 22 of 56

Casino Poll 2013 Detailed Tables

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	Scarboroug h	Old Toronto	York			
		Α	В	С	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.										
	315	10	44	82	71	91	17			
Very aware	34.7%	22.6%	34.8%	36.7%	32.8%	37.4%	32.3%			
						Α				
	347	23	48	80	79	95	22			
Somewhat aware	38.3%	51.5%	38.2%	35.8%	36.8%	39.1%	40.6%			
		С								
	165	6	23	38	48	41	9			
Only a little aware	18.3%	13.0%	18.2%	17.1%	22.2%	17.1%	16.9%			
	79	6	11	23	18	15	6			
Not at all aware	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%			
O										
Summary	662	33	92	163	150	185	39			
Top2Box (Very/ Somewhat aware)										
TOPZDOX (VETY/ SUITIEWHAL AWAIE)	73.1%	74.1%	73.0%	72.5%	69.6%	76.5%	72.9%			
	827	39	115	201	198	227	48			
Top3Box (Aware)	91.3%	87.1%	91.2%	89.7%	91.8%	93.6%	89.8%			
roposon (rmaio)	31.370	07.170	31.270	03.1 /0	31.070	33.070	03.070			
	244	12	34	62	65	57	15			
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 23 of 56

Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
		А	В	С	D	Е	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.				2-						
	152	9	21	35	33	44	9			
Very aware	16.8%	21.1%	16.9%	15.7%	15.2%	18.2%	16.8%			
	305	14	47	74	73	79	17			
Somewhat aware	33.6%	31.6%	37.8%	33.0%	33.7%	32.7%	32.4%			
	00.070	01.070	01.070	00.070	00.770	02.170	02.170			
	220	11	28	56	57	61	8			
Only a little aware	24.3%	24.2%	22.1%	24.8%	26.6%	25.1%	14.5%			
	229	10	29	59	53	58	19			
Not at all aware	25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%			
Summary										
	457	24	69	109	105	123	27			
Top2Box (Very/ Somewhat aware)	50.4%	52.7%	54.7%	48.7%	49.0%	50.9%	49.3%			
	677	34	96	165	163	184	34			
Top3Box (Aware)	74.7%	76.9%	76.8%	73.5%	75.6%	76.0%	63.8%			
	449	21	57	115	110	119	27			
Low2Box (Little/ Not at all aware)	49.6%	47.3%	45.3%	51.3%	51.0%	49.1%	50.7%			
LOWZDON (LITTIE / 1401 at all awale)	43.0 /0	41.370	40.070	31.370	31.070	43.170	30.7 /0			

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

Ipsos Reid 24 of 56

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	Scarboroug h	Old Toronto	York		
	Total	A	В	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.									
	259	13	37	58	58	77	16		
Very aware	28.6%	29.1%	29.4%	25.8%	27.1%	31.9%	29.2%		
	345	18	40	83	98	87	17		
Somewhat aware	38.0%	39.4%	32.2%	37.1%	45.7%	36.1%	32.3%		
					BE				
	175	10	26	49	32	49	9		
Only a little aware	19.3%	21.9%	20.4%	21.8%	15.1%	20.3%	16.6%		
	127	4	22	34	26	28	12		
Not at all aware		-							
Not at all aware	14.1%	9.6%	17.9%	15.3%	12.1%	11.7%	21.9%		
Summary									
	604	31	77	141	157	165	33		
Top2Box (Very/ Somewhat aware)	66.6%	68.5%	61.7%	62.9%	72.8%	68.0%	61.5%		
					BC				
	779	41	103	190	189	214	42		
Top3Box (Aware)	85.9%	90.4%	82.1%	84.7%	87.9%	88.3%	78.1%		
	302	14	48	83	59	77	21		
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 25 of 56

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								
		Area								
					Scarboroug					
	Total	tal East York	Etobicoke	North York	h	Old Toronto	York			
		А	В	С	D	Е	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.										
	267	17	41	68	55	69	18			
Very aware	29.5%	37.2%	32.4%	30.1%	25.3%	28.6%	34.4%			
	360	10	45	88	103	94	20			
Somewhat aware	39.7%	22.6%	35.7%	39.1%	47.9%	38.9%	36.7%			
				Α	AB	Α				
	194	12	25	49	42	57	9			
Only a little aware	21.4%	25.7%	19.8%	21.8%	19.5%	23.5%	17.2%			
	85	6	15	20	16	22	6			
Not at all aware	9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%			
Summary										
	627	27	86	155	158	163	38			
Top2Box (Very/ Somewhat aware)	69.2%	59.8%	68.1%	69.2%	73.3%	67.5%	71.1%			
	821	38	110	204	200	220	48			
Top3Box (Aware)	90.6%	85.5%	88.0%	91.1%	92.8%	91.0%	88.3%			
	279	18	40	69	58	79	16			
Low2Box (Little/ Not at all aware)	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.

Ipsos Reid 26 of 56

Casino Poll 2013
Ban1: Weighted

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?

Detailed Tables

		Area								
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York			
	Total	A	В	C	D	E	F			
Putting a casino in a large urban area will produce	274	19	37	55	63	77	23			
more gambling addicts.	34.4%	48.2%	34.5%	27.6%	32.3%	37.3%	47.8%			
-		CD					С			
A casino will lead to additional criminal activity in	298	21	35	74	69	79	20			
Toronto.	41.4%	56.9%	36.7%	39.5%	37.8%	46.2%	42.4%			
		BCD								
A casino will have a negative impact on local	217	15	29	39	47	73	14			
businesses close to the casino.	31.7%	40.4%	30.2%	23.4%	29.1%	40.2%	34.7%			
		С				CD				
A new casino will not result in increased employment	168	11	20	45	37	42	13			
opportunities in Toronto.	30.0%	37.7%	28.4%	31.3%	25.6%	30.6%	36.8%			
Foronto is a world class city and does not need a	203	19	21	50	42	58	14			
casino.	28.8%	51.1%	22.4%	28.5%	25.2%	31.4%	27.7%			
		BCDEF								
	210	14	25	45	44	71	11			
Casinos don't integrate into the community.	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			
and to the only of Tolonto.	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	371	13	55	98	90	97	17			
obs.	43.8%	32.1%	47.6%	46.8%	44.2%	42.5%	36.1%			

Ipsos Reid 27 of 56

Casino Poll **Detailed Tables** Ban1: Weighted

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	Scarboroug h	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	375	16	62	102	82	95	19			
government programs like health care and education.	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 34.2%	11 31.8%	35 38.3%	54 34.2%	49 29.3%	62 36.4%	14 37.9%			
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be	279	13	41	80	63	66	16			
integrated with its surroundings.	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	215	9	28	61	53	46	17			
casino.	25.9%	22.2%	24.7%	30.3%	26.9%	20.3%	36.1%			
			/5	E	20.070	25.576	E			
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and	204	0	20	47	40	F0	4 4			
entertainment opportunities.	201 29.6%	8 23.6%	30 30.9%	47 28.7%	49 30.3%	52 28.4%	14 39.9%			

Ipsos Reid 27 of 56 Ban1: Weighted

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	Scarboroug h	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			
un an annual basis.	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.

Ipsos Reid 27 of 56

Casino Poll 2013
Ban1: Weighted

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?

Detailed Tables

		Area								
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York			
		Α	В	С	D	Е	F			
Putting a casino in a large urban area will produce	576	31	74	147	138	148	38			
more gambling addicts.	72.5%	77.9%	69.0%	73.5%	71.1%	72.0%	78.6%			
A casino will lead to additional criminal activity in	565	32	71	155	128	142	37			
Toronto.	78.5%	87.9%	75.0%	82.5%	70.6%	82.7%	77.7%			
	70.070	D	70.070	D	7 0.0 70	D D	77.770			
A casino will have a negative impact on local	485	31	65	114	109	137	29			
usinesses close to the casino.	70.9%	82.3%	67.3%	68.7%	66.7%	76.1%	71.5%			
		D				-				
A new casino will not result in increased employment	390	22	48	102	95	100	23			
opportunities in Toronto.	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	394	26	49	99	89	110	21			
casino.	55.8%	71.7%	51.6%	56.7%	53.0%	59.9%	43.2%			
		BDF								
	419	24	51	99	89	128	28			
Casinos don't integrate into the community.	61.1%	73.5% D	59.1%	59.6%	52.6%	69.2% D	60.6%			
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	530	30	70	136	119	143	31			
oring to the City of Toronto.	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	677	30	90	170	164	185	38			
obs.	80.1%	73.4%	78.6%	80.9%	80.1%	81.0%	80.9%			

Ipsos Reid 29 of 56

Casino Poll 2013 Detailed Tables Ban1: Weighted

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	Scarboroug h	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			
lourism annually, benefitting Toronto businesses.	78.6%	69.6%	78.3%	79.4%	81.6%	77.6%	75.8%			
Proceeds from Ontario casinos go back to provincial	628	27	87	162	152	166	34			
government programs like health care and education.	82.0%	74.4%	80.2%	84.5%	82.8%	81.6%	80.5%			
	02.076	74.470	00.276	04.376	02.076	01.076	00.576			
he casino/entertainment complex will have space edicated for local theatre and art, and providenew										
	475	23	63	117	117	130	26			
performing venues for local acts.	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	522	25	73	133	131	133	27			
integrated with its surroundings.	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	485	18	70	123	126	117	30			
casino.	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 loor space is dedicated to new convention, retail and	469	21	70	114	115	126	23			
entertainment opportunities.	69.3%	62.0%	72.3%	69.4%	70.7%	68.3%	66.2%			
-	09.370	02.070	12.370	03.470	10.170	00.370	00.270			

Ipsos Reid 29 of 56

Ban1: Weighted

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

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

Ipsos Reid 29 of 56

Casino Poll Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
		А	В	С	D	Е	F			
Dusting a continuity of large uphase area will are dura-	187	7	26	48	45	54	7			
Putting a casino in a large urban area will produce more gambling addicts.	23.5%	18.4%	24.5%	24.0%	23.1%	26.2%	13.6%			
g datalete.	20.070	10.470	24.070	24.070	20.170	20.270	10.070			
A casino will lead to additional criminal activity in	123	4	16	27	40	26	9			
Toronto.	17.1%	10.1%	17.3%	14.4%	22.3%	15.2%	19.5%			
A casino will have a negative impact on local	161	4	22	44	42	38	10			
pusinesses close to the casino.	23.5%	10.0%	23.3%	26.4%	25.9%	21.0%	25.3%			
				Α	Α					
A new casino will not result in increased employment	134	5	18	35	34	33	9			
opportunities in Toronto.	24.0%	17.2%	25.8%	24.3%	23.8%	24.0%	26.0%			
Foronto is a world class city and does not need a	266	7	34	69	67	66	24			
casino.	37.6%	18.4%	36.0%	39.2%	39.9%	35.8%	48.8%			
			Α	Α	Α	Α	Α			
	223	7	26	58	69	51	12			
Casinos don't integrate into the community.	32.5%	22.2%	30.5%	34.7%	40.8%	27.4%	26.0%			
					AE					
Social costs will outweigh the benefits a casino will	400					40	•			
oring to the City of Toronto.	163	6 45 50/	22	32	51	43	9			
	22.0%	15.5%	22.3%	16.9%	28.5% C	22.3%	21.1%			
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect	151	9	21	36	36	41	9			
obs.	17.9%	21.3%	18.0%	17.3%	17.6%	17.8%	19.1%			

Ipsos Reid

Casino Poll 2013 Detailed Tables

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

Ipsos Reid 31 of 56

Ban1: Weighted

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	Scarboroug h	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 n an annual basis.	171	10	21	33	47	49	11				
on an anna basis.	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.

Ipsos Reid 31 of 56

Casino Poll Ban1: Weighted

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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
Putting a casino in a large urban area will produce		A	В	С	D	E	F
more gambling addicts.							
Base: Aware of argument	793	52	105	184	195	220	37
Weighted	795	40	107	201	194	206	49
Ü	274	19	37	55	63	77	23
Very important	34.4%	48.2%	34.5%	27.6%	32.3%	37.3%	47.8%
, ,	0 11 170	CD	0 110 / 0	2.1070	02.070	0.1070	C
	302	12	37	92	75	71	15
Somewhat important	38.0%	29.8%	34.4%	46.0%	38.8%	34.7%	30.8%
				AE			
	127	7	19	29	30	37	5
Not very important	15.9%	16.6%	18.0%	14.4%	15.6%	17.8%	10.8%
	60	1	7	19	15	17	1
Not at all important	7.6%	1.8%	6.5%	9.6%	7.5%	8.4%	2.7%
	32	1	7	5	11	4	4
Not sure/haven't really thought about it	4.0%	3.7%	6.5%	2.4%	5.7%	1.8%	7.9%
	4.076	3.7 /6	6.5 % E	2.470	5.7 % E	1.076	E
Summary			_		_		_
	576	31	74	147	138	148	38
Top2Box (Important)	72.5%	77.9%	69.0%	73.5%	71.1%	72.0%	78.6%
	187	7	26	48	45	54	7
Low2Box (Not Important)	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
		С					С
[Rebase]							
Putting a casino in a large urban area will produce more gambling addicts.							
Base: All respondents	906	59	121	205	219	261	41
2000. All Toopolidonio	000	- 55	141	200	210	201	

Ipsos Reid 34 of 56

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?

			T.	A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
Weighted	906	45	126	224	215	242	54
	274	19	37	55	63	77	23
Very important	30.2%	42.8%	29.3%	24.6%	29.1%	31.7%	43.3%
		С					С
	302	12	37	92	75	71	15
Somewhat important	33.4%	26.4%	29.3%	41.1%	34.9%	29.5%	27.9%
				BE			
	127	7	19	29	30	37	5
Not very important	14.0%	14.8%	15.3%	12.9%	14.0%	15.1%	9.8%
	60	1	7	19	15	17	1
Not at all important	6.6%	1.6%	5.6%	8.6%	6.8%	7.1%	2.5%
	32	1	7	5	11	4	4
Not sure/haven't really thought about it	3.5%	3.3%	5.5%	2.2%	5.2%	1.5%	7.1%
		5.575	E		E		E
	111	5	19	24	22	37	5
Unaware of consideration	12.2%	11.1%	15.0%	10.6%	10.1%	15.1%	9.3%
Summary							
	576	31	74	147	138	148	38
Top2Box (Important)	63.6%	69.3%	58.6%	65.8%	63.9%	61.1%	71.2%
	187	7	26	48	45	54	7
Low2Box (Not Important)	20.6%	16.3%	20.9%	21.5%	20.8%	22.3%	12.3%
	3	3.3	3	2.9	3	3	3.3
Mean		C	- 3	2.0	3	5	C

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

Ipsos Reid 34 of 56

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	D	E	F
A casino will lead to additional criminal activity in							
Toronto.	711	4=	20	1-1	400	405	
Base: Aware of argument	714	47	93	171	182	185	36
Weighted	719	36	95	188	181	172	47
	298	21	35	74	69	79	20
Very important	41.4%	56.9% BCD	36.7%	39.5%	37.8%	46.2%	42.4%
	267	11	36	81	60	63	17
Somewhat important	37.1%	31.0%	38.3%	42.9%	32.9%	36.5%	35.3%
	78	1	13	17	26	16	5
Not very important	10.9%	4.0%	13.2%	9.0%	14.1%	9.5%	11.2%
	45	2	4	10	15	10	4
Not at all important	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
The out of the out to out to	4.4%	2.0%	7.7%	3.2%	7.1%	2.1%	2.7%
-			E		E		
Summary							
T 0D (L L)	565	32	71	155	128	142	37
Top2Box (Important)	78.5%	87.9%	75.0%	82.5%	70.6%	82.7%	77.7%
	123	D 4	16	D 27	40	D 26	
Lou/2Poy (Not Important)							9
Low2Box (Not Important)	17.1%	10.1%	17.3%	14.4%	22.3%	15.2%	19.5%
Mean	3.2	3.4 D	3.2	3.2	3.1	3.3	3.1
[Rebase]		D					
A casino will lead to additional criminal activity in							
Toronto.							
Base: All respondents	906	59	121	205	219	261	41
					~		• •

Ipsos Reid 35 of 56

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

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	Scarboroug h	Old Toronto	York			
		А	В	С	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			
	685	38	94	167	163	181	41			
Weighted										
	217	15	29	39	47	73	14			
Very important	31.7%	40.4%	30.2%	23.4%	29.1%	40.2%	34.7%			
	000	C	00	75	04	CD	45			
Composite at improvident	268	16	36	75	61	65	15			
Somewhat important	39.2%	41.9%	37.2%	45.3%	37.7%	35.8%	36.9%			
	121	2	15	36	33	29	7			
Not very important	17.6%	4.0%	15.7%	21.6%	20.1%	16.1%	<i>,</i> 15.8%			
vot very important	17.0%	4.0%	15.7 %	21.0% A	20.1% A	10.1% A	13.0%			
	40	2	7	8	10	9	4			
Not at all important	5.8%	6.0%	7.6%	4.8%	5.9%	4.9%	9.5%			
	0.070	0.070	7.070	1.070	0.070	1.070	0.070			
	00	0	0	0	40	-	4			
Not sure/haven't really thought about it	39	3	9	8	12	5	1 2 404			
	5.6%	7.7%	9.4% E	4.9%	7.4%	3.0%	3.1%			
Summary			L							
Summary —	485	31	65	114	109	137	29			
Top2Box (Important)	70.9%	82.3%	67.3%	68.7%	66.7%	76.1%	71.5%			
· - (7 0.0 70	D	07.070	00.770	00.770	70.170	7 1.5 /0			
	161	4	22	44	42	38	10			
Low2Box (Not Important)	23.5%	10.0%	23.3%	26.4%	25.9%	21.0%	25.3%			
				A	A					
Maan	3	3.3	3	2.9	3	3.1	3			
Mean		С				С				
[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			

Ipsos Reid 36 of 56

Casino Poll 2013 Detailed Tables

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?

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

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

Ipsos Reid 36 of 56

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?

				Α	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
A new casino will not result in increased		A	В	С	D	E	F
employment opportunities in Toronto.							
Base: Aware of argument	561	40	68	134	142	150	27
Weighted	560	29	72	143	143	138	35
	168	11	20	45	37	42	13
Very important	30.0%	37.7%	28.4%	31.3%	25.6%	30.6%	36.8%
	222	11	28	57	58	58	10
Somewhat important	39.7%	37.8%	38.8%	39.5%	40.7%	42.3%	29.8%
	91	4	13	23	23	23	5
Not very important	16.3%	12.2%	18.5%	15.9%	16.3%	16.9%	14.8%
	43	1	5	12	11	10	4
Not at all important	7.7%	5.0%	7.3%	8.4%	7.6%	7.0%	11.2%
Not at all important	1.1 /0	3.0 %	7.376	0.4 /6	7.076	7.076	11.2/0
Not sure/haven't really thought about it	35	2	5	7	14	4	3
Not sufernavent really thought about it	6.3%	7.3%	7.0%	4.9%	9.9%	3.2%	7.4%
					Е		
Summary	000	00	40	100	0.5	400	20
Tan 2Day (Important)	390	22	48	102	95	100	23
Top2Box (Important)	69.7%	75.4%	67.2%	70.8%	66.3%	72.8%	66.6%
	134	5	18	35	34	33	9
Low2Box (Not Important)	24.0%	17.2%	25.8%	24.3%	23.8%	24.0%	26.0%
, , ,		,3				,	
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
Dase. All respondents	900	99	121	200	213	201	41

Ipsos Reid 37 of 56

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	Scarboroug h	Old Toronto	York			
Weighted	906	45	126	224	215	242	54			
	168	11	20	45	37	42	13			
Very important	18.5%	24.7%	16.2%	20.0%	17.0%	17.4%	23.9%			
	222	11	28	57	58	58	10			
Somewhat important	24.5%	24.8%	22.1%	25.3%	27.0%	24.0%	19.4%			
	91	4	13	23	23	23	5			
Not very important	10.1%	8.0%	10.5%	10.2%	10.8%	9.6%	9.6%			
	43	1	5	12	11	10	4			
Not at all important	4.8%	3.3%	4.2%	5.4%	5.0%	4.0%	7.3%			
	35	2	5	7	14	4	3			
Not sure/haven't really thought about it	3.9%	4.8%	4.0%	3.1%	6.6%	1.8%	4.8%			
	0.40	45	5.4	0.4	72	405	40			
Unaware of consideration	346 38.2%	15 34.3%	54 43.0%	81 36.0%	33.5%	105 43.2%	19 35.0%			
Shaware of consideration	30.270	34.370	43.070	30.070	33.570	D D	33.070			
Summary	390	22	48	102	95	100	23			
Гор2Вох (Important)	43.1%	49.5%	38.3%	45.3%	44.0%	41.4%	43.3%			
	134	5	18	35	34	33	9			
Low2Box (Not Important)	14.8%	11.3%	14.7%	15.5%	15.8%	13.6%	16.9%			
Mean (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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
Toronto is a world class city and does not need a		А	В	С	D	E	F
casino.							
Base: Aware of argument	705	47	94	159	170	198	37
Weighted	707	36	95	175	168	184	49
	203	19	21	50	42	58	14
Very important	28.8%	51.1% BCDEF	22.4%	28.5%	25.2%	31.4%	27.7%
	191	7	28	49	47	52	8
Somewhat important	27.0%	20.5%	29.3%	28.1%	27.8%	28.4%	15.5%
	159	4	19	44	42	37	13
Not very important	22.5%	12.2%	20.2%	25.1%	25.2%	19.9%	26.2%
	107	2	15	25	25	29	11
Not at all important	15.1%	6.2%	15.8%	14.2%	14.7%	15.8%	22.6% A
	40		40	_	40		
Not sure/haven't really thought about it	46	4	12	7	12	8	4
	6.6%	9.9%	12.4% CE	4.1%	7.1%	4.4%	8.0%
Summary							
	394	26	49	99	89	110	21
Top2Box (Important)	55.8%	71.7% BDF	51.6%	56.7%	53.0%	59.9%	43.2%
	266	7	34	69	67	66	24
Low2Box (Not Important)	37.6%	18.4%	36.0%	39.2%	39.9%	35.8%	48.8%
			Α	Α	Α	Α	A
Mean	2.7	3.3 BCDEF	2.7	2.7	2.7	2.8	2.5
[Rebase] Toronto is a world class city and does not need a casino.							
Base: All respondents	906	59	121	205	219	261	41

Ipsos Reid 38 of 56

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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
Weighted	906	45	126	224	215	242	54
	203	19	21	50	42	58	14
Very important	22.4%	41.3% BCDE	17.0%	22.3%	19.7%	23.8%	25.1%
	191	7	28	49	47	52	8
Somewhat important	21.1%	16.6%	22.2%	22.0%	21.6%	21.5%	14.1%
	159	4	19	44	42	37	13
Not very important	17.6%	9.9%	15.4%	19.6%	19.6%	15.1%	23.8%
	107	2	15	25	25	29	11
Not at all important	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
Not Sure/Haven't really thought about it	5.1%	8.0%	9.4% CE	3.2%	5.5%	3.3%	7.3%
	199	9	30	49	48	59	5
Unaware of consideration	22.0%	19.2%	24.0% F	22.0%	22.1%	24.2% F	9.2%
Summary							
•	394	26	49	99	89	110	21
Гор2Box (Important)	43.5%	57.9% BD	39.2%	44.2%	41.3%	45.4%	39.2%
	266	7	34	69	67	66	24
Low2Box (Not Important)	29.4%	14.9%	27.3%	30.6%	31.1%	27.1%	44.3%
Mean	2.7	3.3 BCDEF	2.7	A 2.7	A 2.7	2.8	ABE 2.5

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

Ipsos Reid 38 of 56

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	Scarboroug h	Old Toronto	York			
		А	В	С	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			
Troiginou	210	14	25	45	44	71	11			
Very important	30.7%	41.6%	29.6%	27.0%	26.2%	38.5%	22.8%			
vory important	30.7 70	D	29.070	21.070	20.270	CD	22.070			
	209	11	25	54	44	57	17			
Somewhat important	30.5%	31.8%	29.5%	32.6%	26.3%	30.7%	37.8%			
	155	4	20	46	45	28	11			
Not very important	22.6%	13.4%	23.7%	27.6%	26.9%	14.9%	23.3%			
				Е	Е					
	68	3	6	12	23	23	1			
Not at all important	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			
Not sufernavent really thought about it	6.4%	4.4%	10.4%	5.7%	6.6%	3.4%	13.4%			
			E				Е			
Summary										
	419	24	51	99	89	128	28			
Top2Box (Important)	61.1%	73.5%	59.1%	59.6%	52.6%	69.2%	60.6%			
	222	D 7	200	50	00	D 54	40			
Low2Box (Not Important)	223 32.5%		26 30.5%	58	69	51 27.4%	12 26.0%			
LOWZBOX (NOt Important)	32.5%	22.2%	30.5%	34.7%	40.8% AE	21.4%	26.0%			
	2.9	3.1	2.9	2.8	2.7	3	2.9			
Mean	2.0	D D	2.0	2.0	,	D	2.0			
[Rebase]										
Casinos don't integrate into the community.										
Base: All respondents	906	59	121	205	219	261	41			

Ipsos Reid 39 of 56

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?

			1	Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
Weighted	906	45	126	224	215	242	54
	210	14	25	45	44	71	11
Very important	23.2%	30.7%	20.3%	20.0%	20.5%	29.4% CD	19.5%
	209	11	25	54	44	57	17
Somewhat important	23.0%	23.5%	20.2%	24.2%	20.6%	23.4%	32.4%
	155	4	20	46	45	28	11
Not very important	17.1%	9.9%	16.3%	20.5% E	21.1% E	11.4%	20.0%
	68	3	6	12	23	23	1
Not at all important	7.5%	6.5%	4.7%	5.2%	10.9%	9.5%	2.3%
					С		
Not sure/haven't really thought about it	44	1	9	10	11	6	6
Not suic/havent really thought about it	4.8%	3.2%	7.2%	4.3%	5.2%	2.6%	11.5%
			E				E
	221	12	39	58	47	57	8
Unaware of consideration	24.4%	26.2%	31.4%	25.8%	21.7%	23.6%	14.4%
			F				
Summary	419	24	51	99	89	128	28
Top2Box (Important)	46.2%	54.2%	40.5%	44.2%	41.1%	52.8%	28 51.9%
Topzbox (Important)	40.2 /0	J+.Z /0	40.076	₩4.∠ /0	41.1/0	32.6% BD	J1.3/0
	223	7	26	58	69	51	12
Low2Box (Not Important)	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
ivicaii		D				D	

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

Ipsos Reid 39 of 56 Casino Poll 2013 Detailed Tables

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	D	Е	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
	275	17	29	73	56	86	15
Very important	37.2%	44.2%	28.3%	38.9%	31.7%	44.8%	32.9%
	255	13	42	63	62	BD 57	17
Somewhat important	34.4%	34.6%	41.5%	33.9%	35.2%	29.6%	37.6%
·		0.11070	Е		001270		
	111	3	16	19	37	31	5
Not very important	14.9%	7.7%	15.4%	9.9%	21.1%	16.1%	11.5%
					AC		
	52	3	7	13	13	12	4
Not at all important	7.1%	7.7%	6.9%	7.0%	7.4%	6.2%	9.6%
Ned according to a subtract the state of the	48	2	8	19	8	6	4
Not sure/haven't really thought about it	6.5%	5.8%	7.9%	10.4%	4.6%	3.3%	8.4%
				Е			
Summary	530	30	70	136	119	143	31
Top2Box (Important)	71.6%	78.8%	69.8%	72.8%	66.9%	74.4%	70.5%
Topebox (important)	/ 1.0 /0	10.070	03.070	12.0/0	00.970	14.470	10.070
	163	6	22	32	51	43	9
Low2Box (Not Important)	22.0%	15.5%	22.3%	16.9%	28.5%	22.3%	21.1%
					С		
Mean	3.1	3.2	3	3.2	3	3.2	3
						D	
[Rebase]							

Ipsos Reid 40 of 56

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	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
	275	17	29	73	56	86	15
Very important	30.4%	37.8%	22.7%	32.5%	26.1%	35.6%	27.2%
, ,		В		0=1070		BD	
	255	13	42	63	62	57	17
Somewhat important	28.1%	29.5%	33.3%	28.3%	29.0%	23.5%	31.2%
	111	3	16	19	37	31	5
Not very important	12.2%	6.6%	12.4%	8.3%	17.4%	12.8%	9.5%
•					С		
	52	3	7	13	13	12	4
Not at all important	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%
	165	7	25	E 37	38	50	9
Unaware of consideration	18.2%	14.5%	19.8%	16.4%	17.6%	20.6%	17.2%
Jnaware of consideration	10.2%	14.5%	19.6%	10.4%	17.0%	20.0%	17.2%
Summary							
	530	30	70	136	119	143	31
Top2Box (Important)	58.5%	67.3%	56.0%	60.8%	55.1%	59.1%	58.3%
	163	6	22	32	51	43	9
Low2Box (Not Important)	18.0%	13.2%	17.9%	14.1%	23.5%	17.7%	17.4%
					С		
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.

Ipsos Reid 40 of 56

Casino Poll **Detailed Tables** Ban1: Weighted

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	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
	371	13	55	98	90	97	17
Very important	43.8%	32.1%	47.6%	46.8%	44.2%	42.5%	36.1%
	307	17	35	72	73	88	21
Somewhat important	36.2%	41.3%	30.9%	34.1%	36.0%	38.5%	44.8%
	104	7	18	27	18	29	6
Not very important	12.3%	15.9%	15.4%	12.9%	8.6%	12.7%	13.8%
	47	2	3	9	18	12	3
Not at all important	5.6%	5.4%	2.6%	4.4%	9.0% B	5.1%	5.3%
New years the second to see the state of the second in	17	2	4	4	5	3	0
Not sure/haven't really thought about it	2.0%	5.2%	3.4%	1.9%	2.2%	1.2%	-
Summary							
	677	30	90	170	164	185	38
Top2Box (Important)	80.1%	73.4%	78.6%	80.9%	80.1%	81.0%	80.9%
	151	9	21	36	36	41	9
Low2Box (Not Important)	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]							

Ipsos Reid 41 of 56

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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	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
	371	13	55	98	90	97	17
Very important	40.9%	29.6%	43.4%	43.9%	41.9%	40.1%	31.6%
	307	17	35	72	73	88	21
Somewhat important	33.8%	38.0%	28.2%	31.9%	34.1%	36.3%	39.2%
	104	7	18	27	18	29	6
Not very important	11.5%	14.6%	14.0%	12.1%	8.1%	12.0%	12.0%
	47	2	3	9	18	12	3
Not at all important	5.2%	5.0%	2.4%	4.1%	8.6%	4.8%	4.7%
					В		
Not sure/haven't really thought about it	17	2	4	4	5	3	0
Not sure/haven t really thought about it	1.9%	4.8%	3.1%	1.8%	2.1%	1.1%	-
	60	4	11	14	11	14	7
Unaware of consideration	6.7%	8.0%	8.9%	6.3%	5.1%	5.7%	12.5%
Summary							
	677	30	90	170	164	185	38
Top2Box (Important)	74.7%	67.6%	71.6%	75.8%	76.0%	76.4%	70.8%
	151	9	21	36	36	41	9
Low2Box (Not Important)	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

Ipsos Reid 41 of 56

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?

			Aı	ea		
Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 41 of 56

Casino Poll 2013 Detailed Tables

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?

				Ar	ea		
	Total	East York A	Etobicoke B	North York	Scarboroug h	Old Toronto	York 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
	361	15	56	95	83	95	18
Very important	43.3%	35.7%	49.9%	46.5%	40.4%	42.2%	37.9%
	295	14	32	67	84	79	18
Somewhat important	35.4%	33.9%	28.4%	32.9%	41.2%	35.4%	38.0%
	112	7	14	32	B 19	32	8
Not very important	13.4%	18.0%	12.6%	15.6%	9.1%	14.3%	16.1%
Not very important	13.4 /6	16.0 /6	12.076	15.076	9.176	14.576	10.176
	51	4	7	7	14	16	3
Not at all important	6.1%	8.9%	6.4%	3.5%	7.0%	6.9%	5.4%
	16	1	3	3	5	3	1
Not sure/haven't really thought about it	1.9%	3.4%	2.7%	1.5%	2.2%	1.2%	2.7%
Summary	0.50	66	0=	400	467	47.	67
Tan 2Day (Important)	656	29	87	162	167	174	37
Top2Box (Important)	78.6%	69.6%	78.3%	79.4%	81.6%	77.6%	75.8%
	162	11	21	39	33	47	10
Low2Box (Not Important)	19.5%	26.9%	19.0%	19.1%	16.2%	21.2%	21.5%
	3.2	3	3.3	3.2	3.2	3.1	3.1
Mean	ა.∠	J	ა.ა	3.2	3.2	3.1	ა. 1
[Rebase]							

Ipsos Reid 42 of 56

Ban1: Weighted

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	Scarboroug h	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.										
Base: All respondents	906	59	121	205	219	261	41			
Weighted	906	45	126	224	215	242	54			
	361	15	56	95	83	95	18			
Very important	39.8%	32.9%	44.3%	42.3%	38.5%	39.0%	34.1%			
	295	14	32	67	84	79	18			
Somewhat important	32.6%	31.2%	25.3%	30.0%	39.2% B	32.7%	34.2%			
	112	7	14	32	19	32	8			
Not very important	12.3%	16.6%	11.2%	14.2%	8.7%	13.2%	14.4%			
	51	4	7	7	14	16	3			
Not at all important	5.6%	8.2%	5.7%	3.2%	6.7%	6.4%	4.9%			
	40		2							
Not sure/haven't really thought about it	16 1.8%	3.2%	3 2.4%	3 1.3%	5 2.1%	3 1.1%	1 2.4%			
	72	4	14	20	10	18	5			
Jnaware of consideration	7.9%	8.0%	11.2%	9.0%	4.7%	7.6%	10.0%			
Summary			D							
Summary	656	29	87	162	167	174	37			
Top2Box (Important)	72.4%	64.1%	69.5%	72.3%	77.7%	71.7%	68.3%			
	162	11	21	39	A 33	47	10			
_ow2Box (Not Important)	17.9%	24.8%	16.9%	17.4%	15.4%	19.6%	19.3%			
	3.2	3	3.3	3.2	3.2	3.1	3.1			

Ipsos Reid 42 of 56

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?

				۸۰	·02		
		Area Scarboroug					
	Total	East York	Etobicoke	North York		Old Toronto	York
TVIGATI							

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

Ipsos Reid 42 of 56

Casino Poll 2013 Detailed Tables

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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		Α	В	С	D	Е	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
	375	16	62	102	82	95	19
Very important	49.0%	42.3%	56.8%	53.1%	44.8%	46.8%	44.0%
	253	12	25	60	70	71	15
Somewhat important	33.0%	32.1%	23.4%	31.3%	38.0% B	34.9% B	36.4%
	88	4	15	20	17	25	8
Not very important	11.5%	9.7%	13.4%	10.3%	9.5%	12.2%	19.5%
	39	5	6	6	11	11	0
Not at all important	5.1%	13.9% CEF	5.5%	3.1%	6.2%	5.3%	-
	11	1	1	4	3	2	0
Not sure/haven't really thought about it	1.4%	2.0%	0.9%	2.2%	1.5%	0.9%	-
Summary							
	628	27	87	162	152	166	34
Top2Box (Important)	82.0%	74.4%	80.2%	84.5%	82.8%	81.6%	80.5%
	127	9	21	26	29	35	8
Low2Box (Not Important)	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
				Α			
[Rebase]							

Ipsos Reid 43 of 56

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	Scarboroug h	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			
	375	16	62	102	82	95	19			
Very important	41.3%	34.6%	49.1%	45.4%	38.1%	39.2%	34.4%			
	253	12	25	60	70	71	15			
Somewhat important	27.9%	26.2%	20.3%	26.7%	32.3%	29.3%	28.5%			
	00		4.5	00	В	0.5				
	88	4	15	20	17	25	8			
Not very important	9.7%	7.9%	11.6%	8.8%	8.1%	10.2%	15.3%			
	39	5	6	6	11	11	0			
Not at all important	4.3%	11.4%	4.8%	2.6%	5.3%	4.4%	-			
·		CEF								
	11	1	1	4	3	2	0			
Not sure/haven't really thought about it	1.2%	1.6%	0.8%	1.9%	1.3%	0.7%	-			
	1.270	1.070	0.070	1.570	1.070	0.770				
	141	8	17	33	32	39	12			
Unaware of consideration	15.5%	18.3%	13.5%	14.6%	14.9%	16.1%	21.9%			
Summary										
	628	27	87	162	152	166	34			
Top2Box (Important)	69.3%	60.8%	69.4%	72.1%	70.4%	68.5%	62.9%			
	127	9	21	26	29	35	0			
Low2Poy (Not Important)		-			-		8			
Low2Box (Not Important)	14.0%	19.3%	16.4%	11.4%	13.4%	14.7%	15.3%			
	3.3	3	3.3	3.4	3.2	3.2	3.2			
Mean				A						

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

Ipsos Reid 43 of 56

Casino Poll 2013 Ban1: Weighted

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	Scarboroug h	Old Toronto	York			
		А	В	С	D	Е	F			
e casino/entertainment complex will have space dicated for local theatre and art, and providened forming venues for local acts.										
Base: Aware of argument	669	47	87	148	172	186	29			
Veighted	662	35	91	159	167	171	38			
	226	11	35	54	49	62	14			
ry important	34.2%	31.8%	38.3%	34.2%	29.3%	36.4%	37.9%			
	249	12	28	62	68	67	12			
mewhat important	37.6%	34.4%	30.4%	39.1%	40.6%	39.2%	31.5%			
		_								
	121	5	21	29	28	29	9			
t very important	18.3%	14.5%	22.5%	18.4%	16.6%	17.1%	24.0%			
	53	4	7	10	17	12	3			
t at all important	8.0%	12.9%	7.7%	6.4%	10.2%	6.8%	6.7%			
·										
	13	2	1	3	6	1	0			
t sure/haven't really thought about it	1.9%	6.4%	1.1%	1.9%	3.3%	0.5%	-			
	1.070	E	,	11.070	0.070	0.070				
mmary		•								
	475	23	63	117	117	130	26			
o2Box (Important)	71.8%	66.2%	68.7%	73.3%	69.8%	75.6%	69.3%			
			_	_						
05 (1) (1)	174	9	28	39	45	41	12			
v2Box (Not Important)	26.3%	27.4%	30.2%	24.8%	26.9%	23.9%	30.7%			
an	3	2.9	3	3	2.9	3.1	3			

Ipsos Reid 44 of 56

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

Ipsos Reid 44 of 56

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?

				Aı	ea		
Ivican	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 44 of 56

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	Scarboroug h	Old Toronto	York		
	А	В	С	D	Е	F		
739	46	96	177	187	202	31		
744	35	100	193	186	189	40		
279	13	41	80	63	66	16		
37.5%	36.8%	41.0%	41.2%	34.0%	35.1%	38.9%		
2/12	12	21	54	67	66	12		
						28.8%		
32.076	33.976	31.470	21.970	30.376	33.176	20.070		
133	4	16	33	34	37	9		
17.8%	10.1%	15.7%	17.1%	18.3%	19.7%	23.0%		
68	5	8	17	20	15	3		
9.2%	13.1%	8.0%	9.0%	10.9%	8.2%	6.3%		
24	2	4	0	4	4			
						3.0%		
2.076	0.176 D		4.6 % D	0.5 /6	1.976	3.0 /6		
		_	_					
522	25	73	133	131	133	27		
70.1%	70.7%	72.4%	69.1%	70.4%	70.2%	67.6%		
201	8	24	50	54	53	12		
27.0%	23.2%	23.7%	26.1%	29.2%	27.9%	29.3%		
3	3	3.1	3.1	2.9	3	3		
	744 279 37.5% 243 32.6% 133 17.8% 68 9.2% 21 2.8% 522 70.1%	739 46 744 35 279 13 37.5% 36.8% 243 12 32.6% 33.9% 133 4 17.8% 10.1% 68 5 9.2% 13.1% 21 2 2.8% 6.1% D 522 25 70.1% 70.7% 201 8 27.0% 23.2%	739 46 96 744 35 100 279 13 41 37.5% 36.8% 41.0% 243 12 31 32.6% 33.9% 31.4% 133 4 16 17.8% 10.1% 15.7% 68 5 8 9.2% 13.1% 8.0% 21 2 4 2.8% 6.1% 3.9% D D 522 25 73 70.1% 70.7% 72.4% 201 8 24 27.0% 23.2% 23.7%	Total East York Etobicoke North York A B C 739 46 96 177 744 35 100 193 279 13 41 80 37.5% 36.8% 41.0% 41.2% 243 12 31 54 32.6% 33.9% 31.4% 27.9% 133 4 16 33 17.8% 10.1% 15.7% 17.1% 68 5 8 17 9.2% 13.1% 8.0% 9.0% 21 2 4 9 2.8% 6.1% 3.9% 4.8% D D D 522 25 73 133 70.1% 70.7% 72.4% 69.1% 201 8 24 50 27.0% 23.2% 23.7% 26.1%	Total East York Etobicoke North York Scarboroug h 739 46 96 177 187 744 35 100 193 186 279 13 41 80 63 37.5% 36.8% 41.0% 41.2% 34.0% 243 12 31 54 67 32.6% 33.9% 31.4% 27.9% 36.3% 133 4 16 33 34 17.8% 10.1% 15.7% 17.1% 18.3% 68 5 8 17 20 9.2% 13.1% 8.0% 9.0% 10.9% 21 2 4 9 1 2.8% 6.1% 3.9% 4.8% 0.5% D D D D 522 25 73 133 131 70.1% 70.7% 72.4% 69.1% 70.4% 201 <td< td=""><td>Total East York Etobicoke North York Scarboroug h Old Toronto 739 46 96 177 187 202 744 35 100 193 186 189 279 13 41 80 63 66 37.5% 36.8% 41.0% 41.2% 34.0% 35.1% 243 12 31 54 67 66 32.6% 33.9% 31.4% 27.9% 36.3% 35.1% 133 4 16 33 34 37 17.8% 10.1% 15.7% 17.1% 18.3% 19.7% 68 5 8 17 20 15 9.2% 13.1% 8.0% 9.0% 10.9% 8.2% 21 2 4 9 1 4 2.8% 6.1% 3.9% 4.8% 0.5% 1.9% D D D D 70.4%</td></td<>	Total East York Etobicoke North York Scarboroug h Old Toronto 739 46 96 177 187 202 744 35 100 193 186 189 279 13 41 80 63 66 37.5% 36.8% 41.0% 41.2% 34.0% 35.1% 243 12 31 54 67 66 32.6% 33.9% 31.4% 27.9% 36.3% 35.1% 133 4 16 33 34 37 17.8% 10.1% 15.7% 17.1% 18.3% 19.7% 68 5 8 17 20 15 9.2% 13.1% 8.0% 9.0% 10.9% 8.2% 21 2 4 9 1 4 2.8% 6.1% 3.9% 4.8% 0.5% 1.9% D D D D 70.4%		

Ipsos Reid 45 of 56 Casino Poll Ban1: Weighted

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	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
	279	13	41	80	63	66	16
Very important	30.8%	29.1%	32.7%	35.5%	29.4%	27.4%	29.1%
	243	12	31	54	67	66	12
Somewhat important	26.8%	26.8%	25.1%	24.0%	31.3%	27.3%	21.5%
	133	4	16	33	34	37	9
Not very important	14.6%	8.0%	12.6%	14.7%	15.8%	15.3%	17.2%
	68	5	8	17	20	15	3
Not at all important	7.5%	10.4%	6.4%	7.7%	9.4%	6.4%	4.8%
	21	2	4	9	1	4	1
Not sure/haven't really thought about it	2.3%	4.8%	3.1%	4.1%	0.4%	1.5%	2.3%
		D	01170	D	21170		
	162	9	25	31	30	53	14
Jnaware of consideration	17.9%	20.9%	20.2%	13.9%	13.7%	22.0%	25.1%
						CD	
Summary							
	522	25	73	133	131	133	27
Top2Box (Important)	57.6%	55.9%	57.8%	59.5%	60.7%	54.7%	50.6%
	201	8	24	50	54	53	12
Low2Box (Not Important)	22.2%	18.4%	18.9%	22.5%	25.1%	21.7%	22.0%
Maan	3	3	3.1	3.1	2.9	3	3

Ipsos Reid 45 of 56

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?

				Aı	ea		
Ivican	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 45 of 56

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?

				Aı	ea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	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
	215	9	28	61	53	46	17
Very important	25.9%	22.2%	24.7%	30.3%	26.9%	20.3%	36.1%
				E			E
	270	10	42	62	72	71	13
Somewhat important	32.6%	24.8%	36.8%	30.8%	36.6%	31.4%	26.6%
	197	11	27	50	38	61	10
Not very important	23.8%	29.0%	23.4%	25.0%	19.0%	26.9%	21.3%
	124	8	15	20	30	46	5
Not at all important	15.0%	20.3%	13.3%	10.0%	15.1%	20.2%	10.7%
						С	
	21	1	2	8	5	3	3
Not sure/haven't really thought about it	2.6%	3.8%	1.8%	3.9%	2.4%	1.2%	5.3%
0							
Summary	485	18	70	123	126	117	30
Top2Box (Important)	58.6%	47.0%	61.5%	61.1%	63.5%	51.7%	62.7%
1	22.070	11.070	5	2,0	AE	3 ,0	5=11 /6
	321	19	42	70	67	107	15
Low2Box (Not Important)	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	Е		Е
[Rebase]							

Ipsos Reid 46 of 56

Casino Poll Ban1: Weighted

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	Scarboroug h	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				
	215	9	28	61	53	46	17				
Very important	23.7%	19.4%	22.5%	27.2%	24.7%	19.0%	32.4%				
				E							
	270	10	42	62	72	71	13				
Somewhat important	29.8%	21.6%	33.6%	27.6%	33.6%	29.4%	23.8%				
	197	11	27	50	38	61	10				
Not very important	21.8%	25.2%	21.3%	22.4%	17.5%	25.1%	19.1%				
	124	8	15	20	30	46	5				
Not at all important	13.7%	17.7%	12.2%	9.0%	13.8%	19.0%	9.6%				
						С					
	21	1	2	8	5	3	3				
Not sure/haven't really thought about it	2.4%	3.3%	1.6%	3.5%	2.2%	1.1%	4.7%				
	79	6	11	23	18	15	6				
Unaware of consideration	8.7%	12.9%	8.8%	10.3%	8.2%	6.4%	10.2%				
Summary											
	485	18	70	123	126	117	30				
Top2Box (Important)	53.5%	41.0%	56.1%	54.8%	58.3%	48.4%	56.3%				
					AE						
	321	19	42	70	67	107	15				
Low2Box (Not Important)	35.5%	42.9%	33.5%	31.4%	31.3%	44.1%	28.8%				
· · ·						CD					
M	2.7	2.5	2.7	2.8	2.8	2.5	2.9				
Mean				AE	Е		E				

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

Ipsos Reid 46 of 56

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?

				A	rea		
					Scarboroug		
	Total	East York	Etobicoke	North York	h	Old Toronto	York
		Α	В	С	D	Е	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
	201	8	30	47	49	52	14
Very important	29.6%	23.6%	30.9%	28.7%	30.3%	28.4%	39.9%
	000	40	40	07	00	70	
Ones and at important	268	13	40	67	66	73	9
Somewhat important	39.7%	38.5%	41.4%	40.8%	40.4%	39.9%	26.3%
	121	6	14	37	23	32	9
Not very important	17.9%	17.2%	14.7%	22.2%	14.3%	17.5%	26.1%
	65	5	10	11	16	22	3
Not at all important	9.6%	14.5%	9.9%	6.6%	9.6%	11.7%	7.7%
	21	2	3	3	9	5	0
Not sure/haven't really thought about it	3.2%	6.4%	3.1%	1.8%	5.4%	2.5%	-
Summary	469	21	70	114	115	126	23
Top2Box (Important)	69.3%	62.0%	72.3%	69.4%	70.7%	68.3%	66.2%
-1 - ()	00.070	32.070	12.070	33.170	. 5.170	33.370	33.270
	186	11	24	47	39	54	12
Low2Box (Not Important)	27.5%	31.6%	24.6%	28.8%	23.9%	29.3%	33.8%
	2.9	2.8	3	2.9	3	2.9	3
Mean							
[Rebase]							

Ipsos Reid 47 of 56

Casino Poll Ban1: Weighted

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	Scarboroug h	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			
3	201	8	30	47	49	52	14			
Very important	22.1%	18.1%	23.8%	21.1%	22.9%	21.6%	25.4%			
	268	13	40	67	66	73	9			
Somewhat important	29.6%	29.6%	31.8%	30.0%	30.5%	30.3%	16.8%			
	121	6	14	37	23	32	9			
Not very important	13.4%	13.2%	11.3%	16.3%	10.8%	13.3%	16.6%			
	65	5	10	11	16	22	3			
Not at all important	7.2%	11.1%	7.6%	4.8%	7.3%	8.9%	4.9%			
	21	2	3	3	9	5	0			
Not sure/haven't really thought about it	2.4%	4.9%	2.4%	1.3%	4.1%	1.9%	-			
	229	10	29	59	53	58	19			
Unaware of consideration	25.3%	23.1%	23.2%	26.5%	24.4%	24.0%	36.2%			
Summary										
	469	21	70	114	115	126	23			
Гор2Box (Important)	51.8%	47.7%	55.6%	51.0%	53.4%	51.9%	42.2%			
	186	11	24	47	39	54	12			
Low2Box (Not Important)	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			

Ipsos Reid 47 of 56

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?

				Aı	ea		
IVICAIT	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 47 of 56

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	D	Е	F
he proposed development would be part of a arger gaming entertainment centre that would nclude dining, retail and entertainment space.							
Base: Aware of argument	785	53	101	176	193	230	32
Weighted	779	41	103	190	189	214	42
	219	9	30	57	51	59	13
ery important	28.1%	23.1%	28.6%	30.1%	27.0%	27.4%	31.6%
	285	12	43	67	74	75	
omewhat important	36.6%	29.5%	43	35.1%	39.0%		14 34.3%
omewnat important	30.0%	29.5%	41.8%	35.1%	39.0%	35.0%	34.3%
	166	6	20	46	34	50	10
lot very important	21.3%	15.0%	19.7%	24.0%	17.8%	23.3%	24.8%
	00	40	7	47	00	07	4
lot at all important	88 11.4%	10 25.2%	6.9%	17 9.0%	23 12.1%	27 12.7%	9.3%
	11.4%	BCDE	0.9%	9.0%	12.1%	12.7%	9.3%
lot 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					
ummary	504	21	73	124	125	133	28
op2Box (Important)	64.7%	52.6%	70.5%	65.3%	66.0%	62.4%	65.9%
-	U 4 .1 /0	JZ.U /0	70.576 A	03.376	00.076	02.470	00.370
	254	16	27	63	57	77	14
ow2Box (Not Important)	32.7%	40.2%	26.7%	33.0%	29.9%	35.9%	34.1%
		0.5		0.0			
lean –	2.8	2.5			2.8	2.8	2.9
lean	2.8	2.5	2.9 A	2.9 A	2.8	2.8	

Ipsos Reid 48 of 56

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	Scarboroug h	Old Toronto	York				
The proposed development would be part of a larger gaming entertainment centre that would											
include dining, retail and entertainment space.	222	50	404	005	040	004	4.4				
Base: All respondents	906	59	121	205	219	261	41				
Weighted	906	45	126	224	215	242	54				
Very important	219 24.2%	9 20.9%	30 23.5%	57 25.5%	51 23.7%	59 24.2%	13 24.7%				
Somewhat important	285 31.4%	12 26.7%	43 34.3%	67 29.7%	74 34.3%	75 30.9%	14 26.8%				
	166	6	20	46	34	50	10				
Not very important	18.3%	13.5%	16.2%	20.4%	15.6%	20.5%	19.4%				
Not at all important	9.8%	10 22.8% BCDEF	7 5.7%	7.6%	23 10.6%	27 11.2%	7.3%				
Not sure/haven't really thought about it	20	3	3	3	8	4	0				
	2.2%	6.5% CE	2.4%	1.4%	3.5%	1.5%	-				
Jnaware of consideration	127 14.1%	9.6%	22 17.9%	34 15.3%	26 12.1%	28 11.7%	12 21.9%				
Summary	_										
Top2Box (Important)	504 55.6%	21 47.5%	73 57.8%	124 55.3%	125 58.0%	133 55.1%	28 51.4%				
	254	16	27	63	57	77	14				
Low2Box (Not Important)	28.1%	36.3% B	21.9%	28.0%	26.3%	31.7%	26.6%				
Mean	2.8	2.5	2.9 A	2.9 A	2.8	2.8	2.9				

Ipsos Reid 48 of 56

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?

			Ar	ea		
Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 48 of 56

Casino Poll 2013 Detailed Tables Ban1: Weighted

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?

				Aı	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York
		А	В	С	D	Е	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
	351	13	53	94	82	92	17
Very important	42.8%	34.6%	47.9%	46.2%	41.2%	41.6%	35.9%
	281	13	35	74	65	78	17
Somewhat important	34.3%	33.1%	31.7%	36.0%	32.5%	35.4%	36.1%
N	111	5	18	19	27	34	8
Not very important	13.5%	13.4%	15.9%	9.4%	13.6%	15.3%	17.3%
	60	5	3	14	20	15	3
Not at all important	7.3%	13.2%	2.7%	6.9%	9.8%	6.9%	5.5%
		В			В		
N	17	2	2	3	6	2	2
Not sure/haven't really thought about it	2.1%	5.6%	1.8%	1.4%	2.9%	0.8%	5.2%
		Е					
Summary							
	633	26	88	168	147	170	34
Top2Box (Important)	77.1%	67.7%	79.6%	82.2%	73.7%	77.0%	72.0%
	474	10	24	A	47	40	44
Lou/2Poy (Not Important)	171	10	21	33	47	49	11
Low2Box (Not Important)	20.8%	26.7%	18.6%	16.4%	23.4%	22.2%	22.8%
	3.2	2.9	3.3	3.2	3.1	3.1	3.1
Mean	0.2	2.0	A A	0.2	0.1	0.1	J. I
[Rebase]							

Ipsos Reid 49 of 56

Casino Poll Ban1: Weighted

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?

				A	rea		
	Total	East York	Etobicoke	North York	Scarboroug h	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
	351	13	53	94	82	92	17
Very important	38.8%	29.6%	42.1%	42.1%	38.2%	37.8%	31.7%
	281	13	35	74	65	78	17
Somewhat important	31.1%	28.3%	27.9%	32.8%	30.2%	32.2%	31.9%
	111	5	18	19	27	34	8
Not very important	12.2%	11.5%	14.0%	8.6%	12.6%	13.9%	15.3%
	60	5	3	14	20	15	3
Not at all important	6.6%	11.3% B	2.4%	6.3%	9.1% B	6.3%	4.9%
			_			_	
Not sure/haven't really thought about it	17 1.9%	2 4.8%	1.6%	3 1.3%	6 2.7%	0.7%	4.6%
	11070	E	11070				
	85	6	15	20	16	22	6
Unaware of consideration	9.4%	14.5%	12.0%	8.9%	7.2%	9.0%	11.7%
Summary							
	633	26	88	168	147	170	34
Top2Box (Important)	69.8%	57.9%	70.0%	74.9% A	68.4%	70.0%	63.5%
	171	10	21	33	47	49	11
_ow2Box (Not Important)	18.8%	22.8%	16.4%	14.9%	21.7%	20.2%	20.1%
	3.2	2.9	3.3	3.2	3.1	3.1	3.1
Mean	0.2	2.0	A A	0.2	0.1	0.1	0.1

Ipsos Reid 49 of 56

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?

			Ar	ea		
Total	East York	Etobicoke	North York	Scarboroug h	Old Toronto	York

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

Ipsos Reid 49 of 56

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	Scarboroug h	Old Toronto	York
		А	В	С	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% BC	18.7%	15.3%	22.0%	23.3% C	19.5%
	48	2	4	15	13	9	5
Not sure	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%
			Α	Α	Α		
Low2Box (Oppose)	367	25	47	83	80	111	21
	40.5%	55.9% BCD	37.6%	36.9%	37.1%	45.7%	39.0%

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

Ipsos Reid 50 of 56