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

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Coronning the land transfer toy in Toronto	445	249	196	99	174	172	97	152	120
Scrapping the land transfer tax in Toronto	49.2%	56.8%	42.0%	37.7%	47.2%	62.8%	37.9%	52.2%	58.8%
		В			С	CD		F	F
	290	167	123	72	105	113	67	93	83
Lowering speed limits in the city	32.0%	38.0%	26.4%	27.4%	28.5%	41.2%	26.0%	31.9%	40.6%
		В				CD			F
	637	331	306	158	255	224	162	208	163
The light rail transit plan for Toronto	70.3%	75.5%	65.4%	60.0%	69.2%	81.7%	63.1%	71.6%	79.8%
		В			С	CD			FG
	786	394	392	194	327	265	208	253	190
Building a casino in the city of Toronto	86.8%	90.0%	83.8%	73.8%	88.6%	96.8%	81.0%	86.8%	93.2%
	33.370	В			C	CD	3, 3	22.272	FG
	66	18	48	32	27	7	25	17	8
None of the above	7.2%	4.1%	10.2%	12.1%	7.3%	2.4%	9.8%	5.8%	4.0%
			Α	Е	Е		Н		

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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	189	108	81	58	72	59	56	58	42
Strongly support	20.9%	24.7%	17.4%	22.1%	19.5%	21.6%	22.0%	19.9%	20.7%
		В							
	282	148	134	77	128	78	80	101	62
Somewhat support	31.2%	33.8%	28.7%	29.4%	34.6%	28.3%	31.4%	34.6%	30.3%
	167	78	89	64	57	46	46	57	42
Somewhat oppose	18.5%	17.9%	19.0%	24.5%	15.4%	16.8%	17.9%	19.4%	20.5%
				DE					
	211	82	129	40	88	83	54	67	46
Strongly oppose	23.2%	18.7%	27.5%	15.3%	23.7%	30.2%	21.0%	22.9%	22.5%
			Α		С	С			
	56	22	35	23	25	8	20	9	12
Not sure	6.2%	5.0%	7.4%	8.7%	6.8%	3.0%	7.7%	3.1%	6.0%
				Е	E		G		
Summary									
	472	256	216	135	200	137	137	159	104
Top2Box (Support)	52.1%	58.5%	46.1%	51.5%	54.1%	49.9%	53.4%	54.6%	51.0%
		В							
	378	160	217	105	144	129	100	123	88
Low2Box (Oppose)	41.7%	36.6%	46.5%	39.8%	39.1%	47.0%	38.9%	42.3%	43.0%
			А			D			

Detailed Tables

Casino Poll Ban2: 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.

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Dutting a socion in a lorge when area will are dues	585	281	304	161	239	185	167	187	128
Putting a casino in a large urban area will produce more gambling addicts.	64.6%	64.1%	65.0%	61.4%	64.7%	67.4%	65.2%	64.3%	62.6%
more gambling addicts.	04.0%	04.1%	65.0%	01.4%	04.7 %	07.4%	03.2%	04.3%	02.0%
A casino will lead to additional criminal activity in	480	231	249	122	201	158	131	152	111
Toronto.	53.0%	52.7%	53.2%	46.3%	54.4%	57.5%	51.2%	52.2%	54.5%
						С			
A casino will have a negative impact on local	452	226	226	127	179	146	125	147	105
businesses close to the casino.	49.9%	51.5%	48.4%	48.4%	48.6%	53.2%	48.8%	50.7%	51.4%
	13.375			, ,	10.070	55.27	1010,0		
A new casino will not result in increased employment	349	173	177	90	146	113	97	126	72
opportunities in Toronto.	38.6%	39.4%	37.8%	34.4%	39.5%	41.3%	37.8%	43.2%	35.2%
	30.070	33.470	37.070	O4.470	33.370	41.070	01.070	40.270	00.270
T	509	243	266	140	212	156	143	160	111
Toronto is a world class city and does not need a casino.	56.2%	55.5%	56.8%	53.4%	57.5%	156 57.1%	56.0%	162 55.7%	54.4%
Casillo.	50.2%	55.5%	50.6%	53.4%	57.5%	57.1%	50.0%	55.7%	54.4%
					400		400		
Casinos don't integrate into the community.	447	222	224	112	183	151	108	145	113
	49.3%	50.7%	48.0%	42.7%	49.5%	55.3% C	42.2%	49.9%	55.6% F
						C			
Social costs will outweigh the benefits a casino will	E07	0.47	200	400	24.4	105	400	100	447
bring to the City of Toronto.	507	247	260	128	214	165	139	160	117
	56.0%	56.3%	55.7%	48.6%	57.9% C	60.4% C	54.3%	55.0%	57.4%
	 					5			
A casino in Toronto will create thousands of full and									
part-time jobs as well construction and other indirect	715	355	361	183	295	237	198	234	169

Ipsos Reid 7 of 56

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
jobs.	78.9%	80.9%	77.1%	69.8%	80.0%	86.3%	77.1%	80.5%	83.1%
					С	CD			
A Toronto casino will attract tens of thousands of									
convention visitors and millions of dollars in additional	666	341	326	177	270	219	180	215	167
tourism annually, benefitting Toronto businesses.	73.6%	77.8%	69.6%	67.4%	73.2%	80.1%	70.2%	73.8%	81.9%
		В				CD			FG
Proceeds from Ontario casinos go back to provincial									
government programs like health care and education.	603	311	292	134	257	212	155	206	149
	66.6%	71.0%	62.4%	51.0%	69.6%	77.3%	60.6%	70.6%	73.0%
		В			С	CD		F	F
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew	455	238	217	118	189	148	130	140	124
performing venues for local acts.	50.2%	54.2%	46.5%	44.9%	51.2%	54.0%	50.6%	48.0%	60.7%
		В							FG
The vision for the Toronto casino is an elegant, world- leading, architecturally-significant development to be integrated with its surroundings.	495	254	241	120	202	173	144	151	125
integrated with its surroundings.	54.7%	58.1%	51.5%	45.9%	54.8%	63.0%	56.1%	52.0%	61.5%
						CD			G
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a	662	330	332	173	272	217	183	210	160
Casino.	73.1%	75.3%	70.9%	65.8%	73.6%	79.3%	71.5%	72.3%	78.4%
	13.170	10.370	10.970	05.6%	13.0%	79.3% C	11.0%	12.370	10.4%
						<u> </u>			
The proposed development is not just a casino. 90% of loor space is dedicated to new convention, retail and	4	00-	00.1	445	400	4.10	400	410	
entertainment opportunities.	457	235	221	118	190	149	130	140	117
• •	50.4%	53.7%	47.3%	45.1%	51.3%	54.3%	50.6%	48.2%	57.4%

Ban2: 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.

		Gender					laneare .			
		Gei	nder		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+	
									G	
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	604 66,6%	306 69.9%	297 63.6%	148 56.2%	251 67.8%	206 75.0%	164 64.1%	190 65,3%	156 76.5%	
	00.070	00.070	33.070	00.270	C	CD	0 70	00.070	FG	
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 69.2%	312 71.1%	316 67.5%	156 59.4%	257 69.5%	215 78.3%	176 68.6%	206 70.9%	144 70.7%	
					С	CD				

Casino Poll 2013 Ban2: 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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Putting a casino in a large urban area will produce	111	55	56	39	41	30	33	36	23
more gambling addicts.	12.2%	12.5%	12.0%	14.9%	11.2%	11.1%	12.9%	12.5%	11.1%
A casino will lead to additional criminal activity in	187	89	98	60	72	54	53	58	45
Toronto.	20.6%	20.3%	20.9%	22.9%	19.6%	19.8%	20.6%	20.1%	21.9%
A casino will have a negative impact on local	221	103	118	69	88	64	57	75	46
pusinesses close to the casino.	24.4%	23.6%	25.2%	26.3%	23.9%	23.3%	22.1%	25.8%	22.6%
A new casino will not result in increased employment	346	158	188	103	127	115	96	99	81
opportunities in Toronto.	38.2%	36.0%	40.3%	39.3%	34.5%	42.1%	37.4%	33.9%	39.5%
						D			
Foronto is a world class city and does not need a	199	103	96	59	72	68	58	66	47
casino.	22.0%	23.4%	20.6%	22.4%	19.5%	25.0%	22.5%	22.7%	23.1%
	004	400	440	60	00	67	00	00	40
Casinos don't integrate into the community.	221	103	118	68	86	67	66 25.79/	66	48
	24.4%	23.5%	25.2%	25.7%	23.3%	24.5%	25.7%	22.6%	23.5%
Social costs will outweigh the benefits a casino will									
pring to the City of Toronto.	165	75	90	57	54	54	51	51	36
g	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%

Ipsos Reid 10 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.

		Ge	nder		Age	l		Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect	60	22	38	26	23	11	21	16	9
jobs.	6.7%	5.1%	8.1%	10.0%	6.1%	4.1%	8.1%	5.5%	4.3%
	0 /0	5 ,c	0.170	E	0.170	,0	0.170	0.070	
A Toronto casino will attract tens of thousands of									
convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	72	20	51	29	28	14	27	19	10
tourism annually, benefitting Toronto businesses.	7.9%	4.6%	11.0%	11.2%	7.5%	5.3%	10.7%	6.6%	4.8%
			Α	Е			Н		
Proceeds from Ontario casinos go back to provincial	141	51	90	68	52	21	56	34	21
government programs like health care and education.	15.5%	11.6%	19.2%	26.0%	14.0%	7.6%	21.9%	11.6%	10.3%
			А	DE	E		GH		
The casino/entertainment complex will have space									
dedicated for local theatre and art, and providenew	244	97	147	88	88	67	71	78	44
performing venues for local acts.	26.9%	22.1%	31.4%	33.7%	23.9%	24.6%	27.6%	26.8%	21.8%
	20.070		A	DE	20.070	211070	211070	20.070	21.070
The vision for the Toronto casino is an elegant, world-									
leading, architecturally-significant development to be	400	50	440	54	74	0.7	40	40	00
integrated with its surroundings.	162	52	110	54	71	37	48	49	30
	17.9%	11.9%	23.5% A	20.6% E	19.2%	13.6%	18.7%	16.8%	14.6%
Gambling is a source of entertainment for millions of									
Ontarians. People should be free to choose to go to a	79	30	49	32	30	17	29	22	8
casino.	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				Е			Н		

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Detailed Tables Ban2: 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.

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The proposed development is not just a casino. 90% of									
floor space is dedicated to new convention, retail and	229	93	136	83	86	60	65	73	46
entertainment opportunities.	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
			Α	DE					
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	127	45	83	54	51	23	45	40	17
retail and entertainment space.	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
			Α	DE	E		Н		
The centre would bring thousands of jobs and between \$50 million to \$100 million in direct revenue to the city									
on an annual basis.	85	28	58	28	41	16	27	23	18
	9.4%	6.4%	12.3%	10.8%	11.2%	5.7%	10.5%	7.8%	8.9%
			А		Е				

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

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Casino Poll Ban2: Weighted

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.

		Ger	nder		Age			Income	
		Gei	luci		Aye			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Putting a casino in a large urban area will produce									
more gambling addicts.									
	305	151	154	70	129	105	84	97	66
Very aware	33.7%	34.4%	33.0%	26.8%	35.0%	38.4%	33.0%	33.3%	32.4%
						С			
	280	130	150	91	110	79	83	90	62
Somewhat aware	30.9%	29.7%	32.0%	34.6%	29.8%	28.9%	32.2%	31.0%	30.2%
	210	102	108	62	89	59	56	67	54
Only a little aware	23.2%	23.4%	23.0%	23.7%	24.0%	21.6%	21.9%	23.1%	26.3%
	111	55	56	39	41	30	33	36	23
Not at all aware	12.2%	12.5%	12.0%	14.9%	11.2%	11.1%	12.9%	12.5%	11.1%
Summary									
	585	281	304	161	239	185	167	187	128
Top2Box (Very/ Somewhat aware)	64.6%	64.1%	65.0%	61.4%	64.7%	67.4%	65.2%	64.3%	62.6%
T 00 (4)	795	383	412	223	328	244	223	255	181
Top3Box (Aware)	87.8%	87.5%	88.0%	85.1%	88.8%	88.9%	87.1%	87.5%	88.9%
	004	457	101	404	100	00		101	70
Lancopart (Little / Net et ell encere)	321	157	164	101	130	89	89	104	76
Low2Box (Little/ Not at all aware)	35.4%	35.9%	35.0%	38.6%	35.3%	32.6%	34.8%	35.7%	37.4%

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
A casino will lead to additional criminal activity in									
Toronto.									
	217	114	103	42	92	82	52	70	55
Very aware	23.9%	26.0%	21.9%	16.2%	24.9%	30.0%	20.2%	24.1%	27.1%
					С	С			
	263	117	146	79	109	75	79	82	56
Somewhat aware	29.1%	26.7%	31.3%	30.1%	29.5%	27.5%	30.9%	28.1%	27.4%
	240	119	121	81	96	62	72	81	48
Only a little aware									
Only a little aware	26.4%	27.1%	25.9%	30.9%	26.1%	22.7%	28.2%	27.8%	23.6%
	187	89	98	60	72	54	53	58	45
Not at all aware	20.6%	20.3%	20.9%	22.9%	19.6%	19.8%	20.6%	20.1%	21.9%
C									
Summary	480	231	249	122	201	158	131	152	111
Top2Box (Very/ Somewhat aware)									
Topzbox (very/ Somewhat aware)	53.0%	52.7%	53.2%	46.3%	54.4%	57.5% C	51.2%	52.2%	54.5%
	719	349	370	203	297	220	204	233	159
Top3Box (Aware)	79.4%	79.7%	79.1%	77.1%	80.4%	80.2%	79.4%	79.9%	78.1%
	426	207	219	141	169	117	125	139	93
Low2Box (Little/ Not at all aware)	47.0%	47.3%	46.8%	53.7%	45.6%	42.5%	48.8%	47.8%	45.5%
				Е					

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

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Casino Poll Ban2: Weighted

Detailed Tables

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.

		Ger	nder		Age			Income	
		00.			7.90				
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	IOtal	A	B	19-34 C	55-54 D	55+ E	₹₩₩	G	Ψ H
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
A casino will have a negative impact on local									
businesses close to the casino.									
	197	97	100	40	79	79	50	61	50
Very aware	21.8%	22.1%	21.5%	15.1%	21.4%	28.7%	19.3%	20.9%	24.7%
						CD			
	255	129	126	87	100	67	76	86	54
Somewhat aware	28.1%	29.4%	26.9%	33.3%	27.2%	24.5%	29.5%	29.7%	26.7%
				Е					
	233	109	123	66	102	64	74	68	53
Only a little aware	25.7%	24.9%	26.4%	25.3%	27.6%	23.4%	29.0%	23.5%	25.9%
	221	103	118	69	88	64	57	75	46
Not at all aware	24.4%	23.6%	25.2%	26.3%	23.9%	23.3%	22.1%	25.8%	22.6%
Summary									
Outminut y	452	226	226	127	179	146	125	147	105
Top2Box (Very/ Somewhat aware)	49.9%	51.5%	48.4%	48.4%	48.6%	53.2%	48.8%	50.7%	51.4%
	685	335	350	194	281	210	200	216	158
Top3Box (Aware)	75.6%	76.4%	74.8%	73.7%	76.1%	76.7%	77.9%	74.2%	77.4%
	454	212	241	136	190	128	131	144	99
Low2Box (Little/ Not at all aware)	50.1%	48.5%	51.6%	51.6%	51.4%	46.8%	51.2%	49.3%	48.6%

Casino Poll Ban2: Weighted **Detailed Tables**

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.

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	T Otal	A	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
A new casino will not result in increased									
employment opportunities in Toronto.									
	145	80	65	38	59	48	41	53	32
Very aware	16.0%	18.4%	13.8%	14.5%	16.0%	17.5%	15.9%	18.2%	15.5%
	204	92	112	52	87	65	56	73	40
Somewhat aware	22.5%	21.0%	23.9%	19.9%	23.5%	23.7%	22.0%	25.0%	19.7%
	211	108	103	69	96	46	64	67	51
Only a little aware	23.3%	24.6%	22.0%	26.3%	26.0%	16.7%	24.8%	22.9%	25.2%
				Е	E				
	346	158	188	103	127	115	96	99	81
Not at all aware	38.2%	36.0%	40.3%	39.3%	34.5%	42.1%	37.4%	33.9%	39.5%
Cummary						D			
Summary	349	173	177	90	146	113	97	126	72
Top2Box (Very/ Somewhat aware)	38.6%	39.4%	37.8%	34.4%	39.5%	41.3%	37.8%	43.2%	35.2%
Topzbox (very, domewnat aware)	30.076	39.476	37.076	34.476	39.376	41.576	37.076	43.276	33.2 /0
	560	281	279	159	242	159	160	192	123
Top3Box (Aware)	61.8%	64.0%	59.7%	60.7%	65.5%	57.9%	62.6%	66.1%	60.5%
. , ,	3,0	2, 3	2270	2270	E	21.70,0		22/0	22.070
	557	266	291	172	223	161	159	165	132
Low2Box (Little/ Not at all aware)	61.4%	60.6%	62.2%	65.6%	60.5%	58.7%	62.2%	56.8%	64.8%

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
- All		Α	В	С	D	E	F	G	H
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Toronto is a world class city and does not need a casino.									
	250	110	140	57	99	93	67	76	62
Very aware	27.6%	25.2%	29.9%	21.9%	26.9%	34.0%	26.2%	26.1%	30.5%
						CD			
	259	133	126	83	113	63	76	86	49
Somewhat aware	28.6%	30.3%	26.9%	31.5%	30.5%	23.0%	29.7%	29.7%	23.9%
				Е	Е				
	198	92	106	64	85	49	55	63	46
Only a little aware	21.9%	21.1%	22.6%	24.2%	23.1%	18.0%	21.5%	21.6%	22.5%
	199	103	96	59	72	68	58	66	47
Not at all aware	22.0%	23.4%	20.6%	22.4%	19.5%	25.0%	22.5%	22.7%	23.1%
Summary									
	509	243	266	140	212	156	143	162	111
Top2Box (Very/ Somewhat aware)	56.2%	55.5%	56.8%	53.4%	57.5%	57.1%	56.0%	55.7%	54.4%
	707	336	371	204	297	206	199	225	157
Top3Box (Aware)	78.0%	76.6%	79.4%	77.6%	80.5%	75.0%	77.5%	77.3%	76.9%
	397	195	202	122	157	118	113	129	93
Low2Box (Little/ Not at all aware)	43.8%	44.5%	43.2%	46.6%	42.5%	42.9%	44.0%	44.3%	45.6%

Casino Poll Ban2: 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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Casinos don't integrate into the community.									
	205	95	110	43	86	76	52	63	52
Very aware	22.6%	21.8%	23.5%	16.5%	23.2%	27.8%	20.4%	21.7%	25.6%
						С			
	241	127	115	69	97	75	56	82	61
Somewhat aware	26.6%	28.9%	24.5%	26.2%	26.3%	27.5%	21.8%	28.2%	30.0%
	239	113	126	83	100	55	82	80	43
Only a little aware	26.3%	25.8%	26.9%	31.5%	27.2%	20.2%	32.1%	27.5%	21.0%
Only a little aware	20.3%	25.6%	20.9%	31.5% E	21.2% E	20.2%	32.1% H	21.5%	21.0%
	221	103	118	68	86	67	66	66	48
Not at all aware	24.4%	23.5%	25.2%	25.7%	23.3%	24.5%	25.7%	22.6%	23.5%
Summary						. = .		=	
T 0D ()/ (0 1 1)	447	222	224	112	183	151	108	145	113
Top2Box (Very/ Somewhat aware)	49.3%	50.7%	48.0%	42.7%	49.5%	55.3%	42.2%	49.9%	55.6%
						С			F
	685	335	350	195	283	207	190	225	156
Top3Box (Aware)	75.6%	76.5%	74.8%	74.3%	76.7%	75.5%	74.3%	77.4%	76.5%
	459	216	243	150	186	123	148	146	91
Low2Box (Little/ Not at all aware)	50.7%	49.3%	52.0%	57.3%	50.5%	44.7%	57.8%	50.1%	44.4%
, i				E			Н		

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

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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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Social costs will outweigh the benefits a casino will									
bring to the City of Toronto.							,		
	228	117	111	51	98	79	58	72	60
Very aware	25.1%	26.7%	23.7%	19.5%	26.5%	28.7%	22.7%	24.6%	29.4%
						C			
	279	130	150	77	116	87	81	89	57
Somewhat aware	30.8%	29.6%	32.0%	29.2%	31.4%	31.7%	31.7%	30.5%	28.0%
	234	117	117	78	102	54	66	80	51
Only a little aware	25.8%	26.6%	25.1%	29.6%	27.5%	19.9%	25.9%	27.6%	24.8%
·				Е	Е				
	165	75	90	57	54	54	51	51	36
Not at all aware	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%
				D					
Summary									
	507	247	260	128	214	165	139	160	117
Top2Box (Very/ Somewhat aware)	56.0%	56.3%	55.7%	48.6%	57.9%	60.4%	54.3%	55.0%	57.4%
					С	С			
	741	363	378	205	315	220	206	240	168
Top3Box (Aware)	81.8%	82.9%	80.7%	78.2%	85.4%	80.3%	80.2%	82.6%	82.2%
	000	400	007	405	C 450	400	447	404	0.7
LawODay (Little / Net et all avers)	399	192	207	135	156	109	117	131	87
Low2Box (Little/ Not at all aware)	44.0%	43.7%	44.3%	51.4%	42.1%	39.6%	45.7%	45.0%	42.6%
				DE					

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
A casino in Toronto will create thousands of full									
and part-time jobs as well construction and other									
indirect jobs.									
	351	171	180	74	152	125	82	113	97
Very aware	38.7%	39.1%	38.4%	28.1%	41.2%	45.6%	32.2%	38.7%	47.7%
					С	С			F
	364	183	181	109	143	112	115	122	72
Somewhat aware	40.2%	41.8%	38.7%	41.7%	38.8%	40.7%	44.9%	41.8%	35.4%
							Н		
	131	61	69	53	51	26	38	41	26
Only a little aware	14.4%	14.0%	14.8%	20.2%	13.9%	9.6%	14.8%	14.0%	12.6%
				E				10	
Net et ell eurere	60	22	38	26	23	11	21	16	9
Not at all aware	6.7%	5.1%	8.1%	10.0% E	6.1%	4.1%	8.1%	5.5%	4.3%
Summary									
Summary	715	355	361	183	295	237	198	234	169
Top2Box (Very/ Somewhat aware)	78.9%	80.9%	77.1%	69.8%	80.0%	86.3%	77.1%	80.5%	83.1%
Topzbox (very/ domewnat aware)	70.970	60.976	11.170	09.076	C	CD	77.170	00.576	03.170
	846	416	430	236	347	263	236	275	195
Top3Box (Aware)	93.3%	94.9%	91.9%	90.0%	93.9%	95.9%	91.9%	94.5%	95.7%
1	00.070	0 1.0 /0	01.070	33.070	33.373	C	01.070	0 1.0 /0	33.1.70
	191	84	107	79	74	38	59	57	34
Low2Box (Little/ Not at all aware)	21.1%	19.1%	22.9%	30.2%	20.0%	13.7%	22.9%	19.5%	16.9%
•				DE	E				

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.									
	324	166	158	83	123	119	87	108	82
Very aware	35.8%	37.8%	33.9%	31.4%	33.2%	43.5% CD	34.0%	37.3%	40.1%
	342	175	167	94	148	100	93	106	85
Somewhat aware	37.8%	40.0%	35.7%	35.9%	40.0%	36.6%	36.2%	36.6%	41.8%
	168	77	91	56	71	40	49	57	27
Only a little aware	18.5%	17.6%	19.4%	21.5%	19.3%	14.7%	19.1%	19.6%	13.3%
	72	20	51	29	28	14	27	19	10
Not at all aware	7.9%	4.6%	11.0% A	11.2% E	7.5%	5.3%	10.7% H	6.6%	4.8%
Summary									
	666	341	326	177	270	219	180	215	167
Top2Box (Very/ Somewhat aware)	73.6%	77.8%	69.6%	67.4%	73.2%	80.1%	70.2%	73.8%	81.9%
		В				CD			FG
	834	418	416	233	342	260	229	272	194
Top3Box (Aware)	92.1%	95.4%	89.0%	88.8%	92.5%	94.7%	89.3%	93.4%	95.2%
		В				С			F
	240	97	142	86	99	55	76	76	37
Low2Box (Little/ Not at all aware)	26.4%	22.2%	30.4%	32.6%	26.8%	19.9%	29.8%	26.2%	18.1%
			Α	E	E		Н	Н	

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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Proceeds from Ontario casinos go back to									
provincial government programs like health care									
and education.									
	262	140	122	50	110	102	58	92	74
Very aware	28.9%	31.9%	26.0%	18.9%	29.7%	37.3%	22.7%	31.7%	36.2%
					С	CD		F	F
	341	171	170	84	147	110	97	113	75
Somewhat aware	37.7%	39.0%	36.4%	32.1%	39.9%	40.1%	37.8%	38.9%	36.8%
	162	76	86	60	60	41	45	52	34
Only a little aware	17.9%	17.4%	18.3%	23.0%	16.4%	15.1%	17.6%	17.8%	16.7%
	4.44	54	00	E	50	0.4	50	0.4	0.4
Not at all aware	141	51	90	68	52	21	56	34	21
Not at all aware	15.5%	11.6%	19.2% A	26.0% DE	14.0% E	7.6%	21.9% GH	11.6%	10.3%
Summary			^	DL			GH		
	603	311	292	134	257	212	155	206	149
Top2Box (Very/ Somewhat aware)	66.6%	71.0%	62.4%	51.0%	69.6%	77.3%	60.6%	70.6%	73.0%
	00.070	В	02.170	01.070	C	CD	00.070	F	F
	765	388	378	194	318	253	200	257	183
Top3Box (Aware)	84.5%	88.4%	80.8%	74.0%	86.0%	92.4%	78.1%	88.4%	89.7%
·		В			С	CD		F	F
	303	127	176	129	112	62	101	86	55
Low2Box (Little/ Not at all aware)	33.4%	29.0%	37.6%	49.0%	30.4%	22.7%	39.4%	29.4%	27.0%
			А	DE	E		GH		

Casino Poll Ban2: Weighted

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.

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	В	С	D	Е	F	G	H
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
The casino/entertainment complex will have space									
dedicated for local theatre and art, and providenew									
performing venues for local acts.									
	148	79	68	29	59	60	37	44	46
Very aware	16.3%	18.1%	14.6%	11.0%	16.0%	21.7%	14.6%	15.1%	22.7%
						С			FG
	307	158	149	89	130	88	92	96	77
Somewhat aware	33.9%	36.1%	31.9%	33.9%	35.2%	32.3%	36.0%	32.8%	38.0%
	207	104	103	56	92	59	56	74	36
Only a little aware	22.8%	23.7%	22.1%	21.4%	24.9%	21.4%	21.8%	25.3%	17.5%
								Н	
	244	97	147	88	88	67	71	78	44
Not at all aware	26.9%	22.1%	31.4%	33.7%	23.9%	24.6%	27.6%	26.8%	21.8%
			Α	DE					
Summary									
	455	238	217	118	189	148	130	140	124
Top2Box (Very/ Somewhat aware)	50.2%	54.2%	46.5%	44.9%	51.2%	54.0%	50.6%	48.0%	60.7%
		В							FG
	662	341	321	174	281	207	186	213	159
Top3Box (Aware)	73.1%	77.9%	68.6%	66.3%	76.1%	75.4%	72.4%	73.2%	78.2%
		В			С	С			
	451	201	250	145	180	126	127	151	80
Low2Box (Little/ Not at all aware)	49.8%	45.8%	53.5%	55.1%	48.8%	46.0%	49.4%	52.0%	39.3%
			Α				Н	Н	

Ban2: Weighted

Casino Poll **Detailed Tables**

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.

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
The vision for the Toronto casino is an elegant,									
world-leading, architecturally-significant									
development to be integrated with its									
surroundings.									
	169	93	76	31	73	65	43	53	48
Very aware	18.7%	21.3%	16.2%	11.9%	19.7%	23.7%	16.8%	18.1%	23.6%
					С	С			
	326	161	165	89	129	108	101	99	77
Somewhat aware	36.0%	36.8%	35.3%	34.0%	35.0%	39.4%	39.3%	33.9%	37.8%
	248	131	117	88	96	64	65	91	49
Only a little aware	27.4%	30.0%	24.9%	33.5%	26.0%	23.4%	25.3%	31.3%	23.9%
				Е					
	162	52	110	54	71	37	48	49	30
Not at all aware	17.9%	11.9%	23.5%	20.6%	19.2%	13.6%	18.7%	16.8%	14.6%
			А	E					
Summary									
	495	254	241	120	202	173	144	151	125
Top2Box (Very/ Somewhat aware)	54.7%	58.1%	51.5%	45.9%	54.8%	63.0%	56.1%	52.0%	61.5%
						CD			G
	744	386	358	208	298	237	208	242	174
Top3Box (Aware)	82.1%	88.1%	76.5%	79.4%	80.8%	86.4%	81.3%	83.2%	85.4%
		В				С			
	411	184	227	142	167	101	113	140	79
Low2Box (Little/ Not at all aware)	45.3%	41.9%	48.5%	54.1%	45.2%	37.0%	43.9%	48.0%	38.5%
				Е	E			Н	

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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.

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Gambling is a source of entertainment for millions									
of Ontarians. People should be free to choose to go									
to a casino.									
	315	180	135	74	137	104	82	99	80
Very aware	34.7%	41.1%	28.8%	28.0%	37.1%	38.0%	32.0%	34.2%	39.5%
		В			С	С			
	347	150	197	99	135	113	101	111	79
Somewhat aware	38.3%	34.3%	42.1%	37.8%	36.5%	41.3%	39.5%	38.1%	39.0%
			Α						
-	165	78	87	58	67	40	44	58	36
Only a little aware	18.3%	17.9%	18.6%	22.1%	18.2%	14.7%	17.3%	20.0%	17.4%
				E					
	79	30	49	32	30	17	29	22	8
Not at all aware	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				Е			Н		
Summary	000	000	000	470	070	047	400	040	400
Tan ODay (Mary) Carray bat awara)	662	330	332	173	272	217	183	210	160
Top2Box (Very/ Somewhat aware)	73.1%	75.3%	70.9%	65.8%	73.6%	79.3%	71.5%	72.3%	78.4%
	827	409	419	231	339	C 258	227	269	195
Top3Box (Aware)									
TOPODOX (Awale)	91.3%	93.2%	89.5%	87.9%	91.8%	94.0% C	88.8%	92.3%	95.9% F
	244	108	136	90	97	57	73	81	<u>г</u> 44
Low2Box (Little/ Not at all aware)	26.9%	24.7%	29.1%	34.2%	26.4%	20.7%	28.5%	27.7%	21.6%
ESTED SK (EILIO HOL at all award)	20.8/0	۷۴.۱/0	23.1/0	34.2% E	20.4 /0	20.1 /0	20.070	21.1/0	Z1.U/0

Ban2: Weighted

Casino Poll

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.

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	В	С	D	Е	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
The proposed development is not just a casino.									
90% of floor space is dedicated to new convention,									
retail and entertainment opportunities.									
	152	85	67	32	61	59	32	51	45
Very aware	16.8%	19.4%	14.3%	12.1%	16.5%	21.6%	12.7%	17.6%	22.0%
,	101070	101170		1=1175		С	12.77	111070	F
	305	150	154	87	129	90	97	89	72
Somewhat aware	33.6%	34.3%	33.0%	33.0%	34.9%	32.7%	37.9%	30.6%	35.4%
	220	110	110	62	93	65	62	78	41
Only a little aware	24.3%	25.1%	23.6%	23.5%	25.3%	23.8%	24.2%	26.7%	20.1%
	229	93	136	83	86	60	65	73	46
Not at all aware	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
	20.070	21.270	A	DE	20.170	21.070	20.270	20.170	22.170
Summary									
	457	235	221	118	190	149	130	140	117
Top2Box (Very/ Somewhat aware)	50.4%	53.7%	47.3%	45.1%	51.3%	54.3%	50.6%	48.2%	57.4%
									G
	677	345	332	180	283	214	192	218	158
Top3Box (Aware)	74.7%	78.8%	70.9%	68.5%	76.6%	78.1%	74.8%	74.9%	77.6%
		В			С	С			
	449	203	246	144	180	125	127	151	87
Low2Box (Little/ Not at all aware)	49.6%	46.3%	52.7%	54.9%	48.7%	45.7%	49.4%	51.8%	42.6%
								Н	

Casino Poll **Detailed Tables** Ban2: Weighted

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.

		Gel	nder		Age			Income	
		001	luci		Age			moonic	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
D All	200	Α	В	C	D	E	F	G	H
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
The proposed development would be part of a									
larger gaming entertainment centre that would									
include dining, retail and entertainment space.		,							
	259	140	119	55	105	99	62	86	75
Very aware	28.6%	32.0%	25.4%	20.8%	28.6%	36.1%	24.0%	29.5%	36.8%
		В			С	CD			F
	345	166	178	93	145	107	103	104	81
Somewhat aware	38.0%	37.9%	38.2%	35.4%	39.3%	38.9%	40.1%	35.8%	39.6%
	175	87	88	61	68	45	47	61	31
Only a little aware	19.3%	19.9%	18.8%	23.3%	18.5%	16.6%	18.5%	20.8%	15.0%
	127	45	83	54	51	23	45	40	17
Not at all aware	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
			А	DE	E		Н		
Summary									
	604	306	297	148	251	206	164	190	156
Top2Box (Very/ Somewhat aware)	66.6%	69.9%	63.6%	56.2%	67.8%	75.0%	64.1%	65.3%	76.5%
					С	CD			FG
	779	393	385	209	319	251	212	251	187
Top3Box (Aware)	85.9%	89.8%	82.4%	79.6%	86.3%	91.6%	82.6%	86.1%	91.5%
		В			С	CD			F
	302	132	170	115	119	68	92	101	48
Low2Box (Little/ Not at all aware)	33.4%	30.1%	36.4%	43.8%	32.2%	25.0%	35.9%	34.7%	23.5%
				DE	E		Н	Н	

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.

		Ge	nder	Age			Income		
	T-1-1		Fam. de	40.04	05.54		* FOL	\$50L \$00L	6400 L
	Total	Male A	Female B	19-34 C	35-54 D	55+ E	<\$50k	\$50k-\$99k G	\$100k+ H
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
vvoignicu	300	400	400	200	303	217	200	231	204
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	136	131	56	109	102	72	86	68
Very aware	29.5%	31.1%	27.9%	21.5%	29.4%	37.2%	28.2%	29.7%	33.3%
					С	CD			
	360	175	185	100	148	112	104	120	76
Somewhat aware	39.7%	40.0%	39.5%	37.9%	40.1%	41.0%	40.4%	41.2%	37.4%
	404	00	05	70	71	4.4	F.4	60	40
Only a little aware	194	99	95	78		44	54	62	42
Only a little aware	21.4%	22.6%	20.2%	29.8% DE	19.3%	16.0%	20.9%	21.3%	20.4%
	85	28	58	28	41	16	27	23	18
Not at all aware	9.4%	6.4%	12.3%	10.8%	11.2%	5.7%	10.5%	7.8%	8.9%
Not at all aware	9.4%	0.4%	12.3% A	10.0%	11.2% E	3.7 %	10.5%	1.070	0.9%
Summary			, ,		_				
Odiffically	627	312	316	156	257	215	176	206	144
Top2Box (Very/ Somewhat aware)	69.2%	71.1%	67.5%	59.4%	69.5%	78.3%	68.6%	70.9%	70.7%
	00.270		0.1070	331.70	C	CD	00.070	1 0.070	
	821	410	410	234	328	258	229	268	186
Top3Box (Aware)	90.6%	93.6%	87.7%	89.2%	88.8%	94.3%	89.5%	92.2%	91.1%
		В				D			<u> </u>
	279	127	152	107	113	60	80	85	60
Low2Box (Little/ Not at all aware)	30.8%	28.9%	32.5%	40.6%	30.5%	21.7%	31.4%	29.1%	29.3%
				DE	E				

Casino Poll Ban2: Weighted **Detailed Tables**

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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	TOtal	A	B	C	D	E	F	G	Н
Putting a casino in a large urban area will produce	274	124	150	67	112	95	71	91	62
more gambling addicts.	34.4%	32.4%	36.4%	30.1%	34.1%	38.8%	31.7%	35.8%	34.0%
A casino will lead to additional criminal activity in	298	133	164	77	128	93	79	95	72
Toronto.	41.4%	38.2%	44.4%	38.1%	43.0%	42.2%	38.8%	40.9%	45.0%
A casino will have a negative impact on local	217	91	126	53	90	75	52	71	58
businesses close to the casino.	31.7%	27.2%	36.1%	27.2%	31.9%	35.8%	25.8%	32.8%	37.1% F
			A						F
A new casino will not result in increased employment	168	75	93	32	77	59	43	62	42
opportunities in Toronto.	30.0%	26.6%	33.3%	20.3%	31.7% C	37.0% C	26.7%	32.4%	34.4%
Toronto is a world class city and does not need a	203	89	114	52	75	76	51	59	52
casino.	28.8%	26.6%	30.8%	25.4%	25.3%	37.2% CD	25.7%	26.4%	32.9%
	210	96	114	48	82	79	45	68	56
Casinos don't integrate into the community.	30.7%	28.6%	32.6%	24.8%	29.1%	38.3% CD	23.4%	30.2%	35.6% F
						02			· ·
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	275	126	149	65	116	94	70	88	72
•	37.2%	34.7%	39.6%	31.8%	36.9%	42.6% C	33.9%	36.6%	43.1%
A casino in Toronto will create thousands of full and									
part-time jobs as well construction and other indirect	371	182	189	94	158	118	98	130	88
jobs.	43.8%	43.7%	43.9%	39.6%	45.7%	45.1%	41.7%	47.1%	45.0%

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Casino Poll Ban2: 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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
A Toronto casino will attract tens of thousands of									
convention visitors and millions of dollars in additional	204	400	470	00	4.40	440	00	404	00
tourism annually, benefitting Toronto businesses.	361 43.3%	183 43.7%	178 42.9%	93 40.0%	149 43.7%	118 45.6%	92 40.3%	124 45.7%	90 46.3%
	43.3 /0	43.7 /6	42.970	40.076	43.7 /6	45.0 %	40.3 /6	45.7 /6	40.3 //
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	375	184	191	80	158	137	85	134	94
government programs like nealth care and education.	49.0%	47.4%	50.6%	41.1%	49.6%	54.2%	42.4%	52.2%	51.3%
						С		F	
The casino/entertainment complex will have space									
dedicated for local theatre and art, and providenew	226	116	111	47	98	81	54	78	61
performing venues for local acts.	34.2%	33.9%	34.5%	27.3%	34.8%	39.1%	29.3%	36.5%	38.0%
						С			
The vision for the Toronto casino is an elegant, world-									
leading, architecturally-significant development to be	279	151	128	60	114	104	72	96	71
integrated with its surroundings.	37.5%	39.0%	35.8%	28.8%	38.4%	44.1%	34.6%	39.6%	40.6%
		001070				С		001070	
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a	215	123	92	56	89	69	66	69	45
casino.	25.9%	30.0%	21.9%	24.3%	26.3%	26.9%	28.8%	25.8%	23.2%
	23.970	B	21.976	24.376	20.376	20.976	20.076	25.076	25.270
The proposed development is not just a casino. 90% of									
floor space is dedicated to new convention, retail and	201	111	90	49	95	67	57	66	46
entertainment opportunities.	29.6%	32.2%	27.0%	49 27.0%	85 30.0%	31.3%	30.0%	30.3%	29.3%
	29.070	3Z.Z /0	21.070	21.0/0	30.076	31.3/0	30.070	30.370	23.370
4		1			I	I			

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Ban2: 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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	219	120	99	49	94	76	53	76	54
retail and entertailment opace.	28.1%	30.5%	25.8%	23.4%	29.4%	30.4%	25.1%	30.4%	29.0%
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 42.8%	177 43.1%	175 42.6%	92 39.3%	141 42.8%	119 46.0%	92 40.2%	119 44.3%	87 46.7%

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

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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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	Total	A	В	C	D	E	F	G G	Н
Putting a casino in a large urban area will produce	576	264	313	164	228	184	160	182	133
more gambling addicts.	72.5%	68.8%	75.9% A	73.3%	69.6%	75.5%	71.6%	71.6%	73.5%
A casino will lead to additional criminal activity in	565	264	301	159	226	180	161	178	127
Toronto.	78.5%	75.5%	81.4%	78.2%	76.2%	81.9%	78.9%	76.6%	79.8%
A casino will have a negative impact on local	485	216	269	130	201	155	136	154	115
businesses close to the casino.	70.9%	64.6%	76.9% A	66.9%	71.6%	73.6%	68.2%	71.4%	73.1%
A new casino will not result in increased employment	390	188	202	111	165	114	116	135	87
opportunities in Toronto.	69.7%	67.1%	72.2%	69.6%	68.2%	72.0%	72.0%	70.1%	70.3%
Toronto is a world class city and does not need a	394	191	203	118	152	125	111	119	91
casino.	55.8%	57.0%	54.7%	57.8%	51.1%	60.6% D	56.0%	52.9%	58.2%
	419	195	224	113	168	138	109	136	102
Casinos don't integrate into the community.	61.1%	58.1%	64.0%	58.1%	59.3%	66.5%	57.1%	60.5%	65.4%
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	530	251	280	151	214	165	144	170	127
state only or resolution	71.6%	69.0%	74.0%	73.3%	68.0%	75.1%	69.9%	70.9%	75.9%
A casino in Toronto will create thousands of full and									
part-time jobs as well construction and other indirect	677	329	348	185	276	216	183	222	164
jobs.	80.1%	79.1%	81.0%	78.1%	79.6%	82.4%	77.8%	80.9%	84.1%

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Casino Poll Ban2: 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?

330 78.9% 314 81.0%	Female 326 78.3% 314 83.0%	19-34 174 74.6% 148 76.0%	271 79.5% 262 82.4%	211 81.2% 218 86.1% C	<\$50k 169 73.9% 163 81.4%	\$50k-\$99k 222 81.5% 214 83.1%	\$100k+ 163 83.9% F 148 81.1%
330 78.9% 314 81.0%	326 78.3% 314 83.0%	174 74.6% 148	271 79.5% 262	211 81.2% 218 86.1%	169 73.9%	222 81.5% 214	163 83.9% F
78.9% 314 81.0%	78.3% 314 83.0%	74.6%	79.5%	218 86.1%	73.9% 163	81.5%	83.9% F
78.9% 314 81.0%	78.3% 314 83.0%	74.6%	79.5%	218 86.1%	73.9% 163	81.5%	83.9% F
78.9% 314 81.0%	78.3% 314 83.0%	74.6%	79.5%	218 86.1%	73.9% 163	81.5%	83.9% F
314 81.0%	314 83.0%	148	262	218 86.1%	163	214	F 148
81.0%	83.0%			86.1%			
81.0%	83.0%			86.1%			
81.0%	83.0%			86.1%			
235	240						
235	240						
235	240						
235	240						
200	_	115	205	155	132	156	112
68.8%	74.9%	66.1%	72.8%	75.1%	71.1%	73.4%	70.3%
263	259	124	215	182	147	177	125
68.1%	72.4%	59.5%	72.1%	77.0%	70.3%	73.1%	71.9%
			С	С			
251	233	134	203	148	145	163	102
							52.4%
					Н		
	232	119	196	154	136	149	112
238			60.29/	72 20/	70.9%	68.4%	70.8%
•		238 232	238 232 119	238 232 119 196	238 232 119 196 154	5 61.5% 55.7% 58.1% 59.9% 57.3% 63.7% H	5 61.5% 55.7% 58.1% 59.9% 57.3% 63.7% 60.7% H

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Ban2: 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?

					A				
		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	504 64.7%	250 63.5%	254 66.0%	128 61.4%	210 65.7%	166 66.2%	141 66.5%	165 65.9%	121 65.0%
	04.7 76	03.576	00.078	01.470	03.1 /6	00.276	00.376	03.976	00.076
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	311	321	172	250	211	170	213	151
un amuan pasis.	77.1%	75.9%	78.4%	73.5%	76.3%	81.5%	73.9%	79.3%	81.1%

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

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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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		Α	В	С	D	Е	F	G	Н
Putting a casino in a large urban area will produce	187	106	81	51	85	52	51	66	43
more gambling addicts.	23.5%	27.6% B	19.7%	22.8%	25.8%	21.1%	23.0%	25.8%	23.9%
A casino will lead to additional criminal activity in Toronto.	123	75	48	36	54	33	35	44	28
TOTOTIO.	17.1%	21.3% B	13.1%	18.0%	18.0%	15.0%	17.0%	18.9%	17.8%
A casino will have a negative impact on local	161	102	59	55	61	44	54	51	35
businesses close to the casino.	23.5%	30.4% B	16.9%	28.5%	21.7%	21.1%	27.0%	23.7%	22.3%
A new casino will not result in increased employment	134	79	56	39	58	37	33	47	34
opportunities in Toronto.	24.0%	28.1% B	19.9%	24.7%	24.2%	23.1%	20.7%	24.4%	27.2%
Toronto is a world class city and does not need a	266	124	142	71	124	71	73	90	62
casino.	37.6%	36.9%	38.3%	34.8%	41.7%	34.6%	36.8%	40.0%	39.4%
	223	125	98	68	99	56	70	76	47
Casinos don't integrate into the community.	32.5%	37.2% B	28.0%	35.1%	34.8%	26.9%	36.7%	33.6%	30.3%
Social costs will outweigh the benefits a casino will bring to the City of Toronto.	163 22.0%	90 24.9%	73 19.2%	40 19.4%	79 25.0%	44 20.1%	44 21.4%	58 24.3%	36 21.2%
	22.070	27.070	10.270	10.70	20.070	20.170	£1.770	27.070	£1.£/0
A casino in Toronto will create thousands of full and	151	04	74	47	E0	46	47	40	20
part-time jobs as well construction and other indirect jobs.	151 17.9%	81 19.4%	71 16.5%	47 20.0%	58 16.7%	46 17.6%	47 19.8%	48 17.4%	30 15.4%

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Casino Poll 2013 Detailed Tables Ban2: 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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional									
tourism annually, benefitting Toronto businesses.	162	82	81	57	59	47	54	47	29
	19.5%	19.5%	19.4%	24.2%	17.2%	18.1%	23.6% H	17.1%	15.0%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	127	71	56	43	49	35	32	41	35
government programs like nealth care and education.	16.6%	18.3%	15.0%	21.9%	15.5%	13.9%	16.1%	15.8%	18.9%
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew									
performing venues for local acts.	174	99	75	56	71	47	50	55	45
	26.3%	29.0%	23.4%	32.3%	25.3%	22.6%	26.9%	25.7%	28.5%
The vision for the Toronto casino is an elegant, world- leading, architecturally-significant development to be					_,		_,		
integrated with its surroundings.	201	112	89	76	74	51	54	60	48
	27.0%	28.9%	25.0%	36.6% DE	24.9%	21.4%	25.8%	24.8%	27.5%
Gambling is a source of entertainment for millions of									
Ontarians. People should be free to choose to go to a	321	151	170	94	121	106	76	100	91
casino.	38.8%	37.0%	40.6%	40.8%	35.8%	41.1%	33.4%	37.1%	46.6% FG
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and	186	95	92	53	76	58	49	65	43
entertainment opportunities.	27.5%	95 27.4%	27.7%	29.6%	26.7%	26.9%	25.6%	30.0%	27.4%
-	21.070	Z1.7/0	21.170	20.070	20.1 /0	20.070	20.070	30.070	21.7/0

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Ban2: 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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.	254	133	121	73	99	82	65	84	62
	32.7%	33.9%	31.4%	35.2%	30.9%	32.8%	30.7%	33.3%	33.0%
The centre would bring thousands of jobs and between \$50 million to \$100 million in direct revenue to the city on an annual basis.	171	90	80	53	71	47	54	53	34
on an annual pasis.	20.8%	22.0%	19.6%	22.6%	21.6%	18.1%	23.4%	19.7%	18.3%

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

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Casino Poll Ban2: 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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Parties and the first term of the second		А	В	С	D	Е	F	G	Н
Putting a casino in a large urban area will produce more gambling addicts.									
Base: Aware of argument	793	371	422	190	349	254	213	253	190
Weighted	795	383	412	223	328	244	223	255	181
	274	124	150	67	112	95	71	91	62
Very important	34.4%	32.4%	36.4%	30.1%	34.1%	38.8%	31.7%	35.8%	34.0%
	302	140	163	97	116	89	89	91	72
Somewhat important	38.0%	36.4%	39.5%	43.2%	35.5%	36.7%	39.9%	35.9%	39.5%
	127	67	60	33	57	37	32	41	34
Not very important	15.9%	17.4%	14.6%	14.7%	17.4%	15.1%	14.4%	16.0%	18.7%
	00	22	0.4	10	07	4.5	40	0.5	
Not at all important	60	39	21	18	27	15	19	25	9
Not at all important	7.6%	10.3% B	5.1%	8.1%	8.4%	6.0%	8.6%	9.7%	5.1%
		В							
	32	14	18	9	15	8	12	7	5
Not sure/haven't really thought about it	4.0%	3.6%	4.4%	3.8%	4.6%	3.4%	5.4%	2.6%	2.6%
Summary									
	576	264	313	164	228	184	160	182	133
Top2Box (Important)	72.5%	68.8%	75.9%	73.3%	69.6%	75.5%	71.6%	71.6%	73.5%
			A						
Loughout (Not Important)	187	106	81	51	85	52	51	66	43
Low2Box (Not Important)	23.5%	27.6% B	19.7%	22.8%	25.8%	21.1%	23.0%	25.8%	23.9%
	3	2.9	3.1	3	3	3.1	3	3	3.1
Mean		2.0	Α		J	0.1		-	0.1
[Rebase]									
Putting a casino in a large urban area will produce									
more gambling addicts.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

Ipsos Reid

Detailed Tables

Ban2: 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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	274	124	150	67	112	95	71	91	62
Very important	30.2%	28.3%	32.0%	25.6%	30.3%	34.5%	27.6%	31.3%	30.2%
						С			
	302	140	163	97	116	89	89	91	72
Somewhat important	33.4%	31.8%	34.8%	36.8%	31.5%	32.7%	34.8%	31.4%	35.1%
	40-								
	127	67	60	33	57	37	32	41	34
Not very important	14.0%	15.2%	12.9%	12.5%	15.5%	13.4%	12.5%	14.0%	16.6%
	60	39	21	18	27	15	19	25	9
Not at all important	6.6%	9.0%	4.5%	6.9%	7.4%	5.4%	7.5%	8.5%	4.6%
	0.070	В	1.070	0.070	7.170	0.170	7.070	0.070	1.070
Not sure/haven't really thought about it	32	14	18	9	15	8	12	7	5
The constitution thought about it	3.5%	3.1%	3.9%	3.3%	4.1%	3.0%	4.7%	2.3%	2.3%
	111	55	56	39	41	30	33	36	23
Unaware of consideration	12.2%	12.5%	12.0%	14.9%	11.2%	11.1%	12.9%	12.5%	11.1%
Summary									
	576	264	313	164	228	184	160	182	133
Top2Box (Important)	63.6%	60.2%	66.8%	62.4%	61.8%	67.1%	62.4%	62.7%	65.4%
			Α						
	187	106	81	51	85	52	51	66	43
Low2Box (Not Important)	20.6%	24.2%	17.3%	19.4%	22.9%	18.8%	20.0%	22.5%	21.2%
		В							
Mean	3	2.9	3.1	3	3	3.1	3	3	3.1
in can			Α						

Casino Poll Ban2: Weighted

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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
A casino will lead to additional criminal activity in Toronto.									
Base: Aware of argument	714	336	378	171	314	229	195	229	166
Weighted	719	349	370	203	297	220	204	233	159
	298	133	164	77	128	93	79	95	72
Very important	41.4%	38.2%	44.4%	38.1%	43.0%	42.2%	38.8%	40.9%	45.0%
	267	130	137	81	99	87	82	83	55
Somewhat important	37.1%	37.3%	37.0%	40.1%	33.2%	39.7%	40.1%	35.6%	34.8%
	78	43	35	23	36	19	22	23	21
Not very important	10.9%	12.3%	9.5%	11.3%	12.1%	8.8%	10.8%	9.9%	13.2%
	45	32	13	13	18	14	13	21	7
Not at all important	6.2%	9.1%	3.5%	6.6%	6.0%	6.2%	6.2%	9.0%	4.6%
		В							
Not assess the second s	32	11	21	8	17	7	8	10	4
Not sure/haven't really thought about it	4.4%	3.2%	5.6%	3.8%	5.8%	3.1%	4.1%	4.5%	2.4%
Summary		224	224	450		400	101	4=0	4.0=
Ton2Poy (Important)	565 70.5%	264	301	159	226	180	161	178	127
Top2Box (Important)	78.5%	75.5%	81.4%	78.2%	76.2%	81.9%	78.9%	76.6%	79.8%
	123	75	48	36	54	33	35	44	28
Low2Box (Not Important)	17.1%	21.3%	13.1%	18.0%	18.0%	15.0%	17.0%	18.9%	17.8%
		В							
Mean	3.2	3.1	3.3 A	3.1	3.2	3.2	3.2	3.1	3.2
[Rebase]									
A casino will lead to additional criminal activity in									
Toronto.	000	405	404	200	204	200	0.40	200	24.4
Base: All respondents	906	425	481	226	394	286	246	289	214

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Weighted	906	438	468	263	369	274	256	291	204
	298	133	164	77	128	93	79	95	72
Very important	32.8%	30.4%	35.1%	29.4%	34.6%	33.8%	30.8%	32.7%	35.1%
	267	130	137	81	99	87	82	83	55
Somewhat important	29.5%	29.7%	29.3%	31.0%	26.7%	31.8%	31.9%	28.5%	27.1%
Somewhat important	29.5%	29.7%	29.3%	31.0%	20.7%	31.8%	31.9%	28.5%	27.1%
	78	43	35	23	36	19	22	23	21
Not very important	8.6%	9.8%	7.5%	8.8%	9.7%	7.1%	8.6%	7.9%	10.3%
	45	32	40	40	40	4.4	40	24	
Not at all important	45 4.9%	7.2%	13 2.8%	13 5.1%	18 4.8%	14 4.9%	13 4.9%	21 7.2%	3.6%
Not at all important	4.9%	7.2% B	2.8%	5.1%	4.8%	4.9%	4.9%	1.2%	3.0%
Not sure/haven't really thought about it	32	11	21	8	17	7	8	10	4
Not sure/naverre really thought about it	3.5%	2.6%	4.4%	2.9%	4.7%	2.5%	3.3%	3.6%	1.9%
	187	89	98	60	72	54	53	58	45
Unaware of consideration	20.6%	20.3%	20.9%	22.9%	19.6%	19.8%	20.6%	20.1%	21.9%
Summary		,							
	565	264	301	159	226	180	161	178	127
Top2Box (Important)	62.3%	60.2%	64.4%	60.4%	61.3%	65.7%	62.6%	61.2%	62.3%
	123	75	48	36	54	33	35	44	28
Low2Box (Not Important)	13.6%	17.0%	10.3%	13.9%	14.5%	12.0%	13.5%	15.1%	13.9%
, ,	1010,1	В					110,0		
Mean	3.2	3.1	3.3	3.1	3.2	3.2	3.2	3.1	3.2
wican			Α						

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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
A casino will have a negative impact on local businesses close to the casino.									
Base: Aware of argument	689	329	360	170	300	219	192	217	165
Weighted	685	335	350	194	281	210	200	216	158
	217	91	126	53	90	75	52	71	58
Very important	31.7%	27.2%	36.1%	27.2%	31.9%	35.8%	25.8%	32.8%	37.1%
			А						F
	268	125	143	77	112	80	85	83	57
Somewhat important	39.2%	37.4%	40.8%	39.7%	39.7%	37.9%	42.4%	38.6%	36.0%
	121	75	46	43	47	31	36	38	28
Not very important	17.6%	22.5%	13.0%	22.2%	16.7%	14.8%	18.3%	17.7%	18.1%
		В							
	40	26	13	12	14	13	17	13	7
Not at all important	5.8%	7.9%	3.8%	6.3%	5.1%	6.3%	8.7%	6.0%	4.2%
		В							
									_
Not sure/haven't really thought about it	39	17	22	9	19	11	10	11	7
, ç	5.6%	5.0%	6.2%	4.5%	6.7%	5.2%	4.8%	4.9%	4.6%
Commence									
Summary	405	046	200	420	204	455	400	454	445
Top2Box (Important)	485	216	269	130	201	155	136	154	115
торгвох (ітіропані)	70.9%	64.6%	76.9% A	66.9%	71.6%	73.6%	68.2%	71.4%	73.1%
	161	102	59	55	61	44	54	51	35
Low2Box (Not Important)	23.5%	30.4%	16.9%	28.5%	21.7%	21.1%	27.0%	23.7%	22.3%
Low 250x (Not important)	23.376	B	10.976	20.576	21.770	21.170	27.076	23.7 /6	22.376
	3	2.9	3.2	2.9	3.1	3.1	2.9	3	3.1
Mean			A					-	F
[Rebase]									
A casino will have a negative impact on local									
businesses close to the casino.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	217	91	126	53	90	75	52	71	58
Very important	24.0%	20.8%	27.0%	20.1%	24.3%	27.4%	20.1%	24.3%	28.7%
			Α						F
	268	125	143	77	112	80	85	83	57
Somewhat important	29.6%	28.6%	30.5%	29.3%	30.2%	29.1%	33.0%	28.6%	27.9%
	121	75	46	43	47	31	36	38	28
Not very important	13.3%	17.2%	9.7%	16.4%	12.7%	11.3%	14.2%	13.1%	14.0%
Total and the second se	10.070	В	0.7 70	10.170	12.770	11.070	14.270	10.170	1-1.070
	40	26	13	12	14	13	17	13	7
Not at all important	4.4%	6.0%	2.9%	4.7%	3.9%	4.9%	6.8%	4.5%	3.3%
·		В							
	39	17	22	9	19	11	10	11	7
Not sure/haven't really thought about it	4.3%	3.8%	4.7%	3.3%	5.1%	4.0%	3.7%	3.6%	3.6%
	221	103	118	69	88	64	57	75	46
Unaviore of consideration	24.4%	23.6%	25.2%	26.3%		23.3%	22.1%		
Unaware of consideration	24.4%	23.6%	25.2%	26.3%	23.9%	23.3%	22.1%	25.8%	22.6%
Summary									
	485	216	269	130	201	155	136	154	115
Top2Box (Important)	53.6%	49.4%	57.5%	49.3%	54.5%	56.5%	53.1%	52.9%	56.6%
			A						
	161	102	59	55	61	44	54	51	35
Low2Box (Not Important)	17.7%	23.2%	12.6%	21.0%	16.5%	16.2%	21.0%	17.6%	17.2%
		В							
Mean	3	2.9	3.2	2.9	3.1	3.1	2.9	3	3.1
			Α						F

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

Detailed Tables

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?

		Ger	nder		Age			Income	
					7.90				
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
A new casino will not result in increased employment opportunities in Toronto.									
Base: Aware of argument	561	273	288	137	258	166	156	189	130
Weighted	560	281	279	159	242	159	160	192	123
	168	75	93	32	77	59	43	62	42
Very important	30.0%	26.6%	33.3%	20.3%	31.7%	37.0%	26.7%	32.4%	34.4%
			001070		С	С		021170	
	222	114	109	79	88	55	73	72	44
Somewhat important	39.7%	40.5%	38.9%	49.3%	36.5%	34.9%	45.3%	37.7%	35.9%
				DE					
	91	52	39	24	42	26	23	29	24
Not very important	16.3%	18.6%	14.0%	15.0%	17.2%	16.3%	14.6%	15.1%	19.1%
	43	27	16	15	17	11	10	18	10
Not at all important	7.7%	9.6%	5.8%	9.6%	7.0%	6.9%	6.1%	9.3%	8.1%
Not sure/haven't really thought about it	35	13	22	9	18	8	12	11	3
,	6.3%	4.7%	7.9%	5.7%	7.6%	4.9%	7.3%	5.5%	2.4%
Summary									
T 0D (1)	390	188	202	111	165	114	116	135	87
Top2Box (Important)	69.7%	67.1%	72.2%	69.6%	68.2%	72.0%	72.0%	70.1%	70.3%
	404	70	50	00	50	07	00	47	0.4
Low 2Day (Not Important)	134	79	56	39	58	37	33	47	34
Low2Box (Not Important)	24.0%	28.1% B	19.9%	24.7%	24.2%	23.1%	20.7%	24.4%	27.2%
	3	2.9	3.1	2.9	3	3.1	3	3	3
Mean	3	2.3	3.1 A	۷.5	3	J. I	3	3	3
[Rebase]			/ \						
A new casino will not result in increased									
employment opportunities in Toronto.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

Ipsos Reid

Casino Poll

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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	168	75	93	32	77	59	43	62	42
Very important	18.5%	17.0%	19.9%	12.3%	20.8%	21.5%	16.7%	21.4%	20.8%
					С	С			
	222	114	109	79	88	55	73	72	44
Somewhat important	24.5%	25.9%	23.2%	29.9% E	23.9%	20.2%	28.4%	24.9%	21.7%
	91	52	39	24	42	26	23	29	24
Not very important	10.1%	11.9%	8.4%	9.1%	11.3%	9.4%	9.2%	10.0%	11.6%
	43	27	16	15	17	11	10	18	10
Not at all important	4.8%	6.1%	3.5%	5.9%	4.6%	4.0%	3.8%	6.1%	4.9%
	0.5	40	00	_	40		40	11	
Not sure/haven't really thought about it	35	13	22	9	18	8	12	11	3
• •	3.9%	3.0%	4.7%	3.5%	5.0%	2.8%	4.6%	3.6%	1.5%
	346	158	188	103	127	115	96	99	81
Unaware of consideration	38.2%	36.0%	40.3%	39.3%	34.5%	42.1% D	37.4%	33.9%	39.5%
Summary						_			
	390	188	202	111	165	114	116	135	87
Top2Box (Important)	43.1%	43.0%	43.2%	42.2%	44.7%	41.7%	45.1%	46.3%	42.5%
	134	79	56	39	58	37	33	47	34
Low2Box (Not Important)	14.8%	18.0%	11.9%	15.0%	15.8%	13.4%	13.0%	16.1%	16.5%
2011250x (Hot Important)	14.070	В	11.070	10.070	10.070	10.770	10.070	10.170	10.070
Mean	3	2.9	3.1	2.9	3	3.1	3	3	3
			Α						

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

Detailed Tables

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?

		Ger	nder		Age			Income	
					7.90				
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Toronto is a world class city and does not need a casino.									
Base: Aware of argument	705	324	381	175	316	214	190	224	164
Weighted	707	336	371	204	297	206	199	225	157
	203	89	114	52	75	76	51	59	52
Very important	28.8%	26.6%	30.8%	25.4%	25.3%	37.2%	25.7%	26.4%	32.9%
						CD			
	191	102	89	66	77	48	60	60	40
Somewhat important	27.0%	30.4%	23.9%	32.4%	25.8%	23.4%	30.3%	26.5%	25.3%
	159	63	96	38	79	42	51	54	26
Not very important	22.5%	18.7%	26.0%	18.7%	26.5%	20.6%	25.8%	24.0%	16.8%
			A						
N	107	61	46	33	45	29	22	36	35
Not at all important	15.1%	18.2%	12.4%	16.2%	15.2%	14.0%	11.0%	16.0%	22.6%
		В							F
	46	21	26	15	21	10	14	16	4
Not sure/haven't really thought about it	6.6%	6.1%	7.0%	7.4%	7.2%	4.9%	7.1%	7.1%	2.4%
	0.070	0.170	7.070	7.470	7.270	4.970	7.170	H	2.470
Summary									
·	394	191	203	118	152	125	111	119	91
Top2Box (Important)	55.8%	57.0%	54.7%	57.8%	51.1%	60.6%	56.0%	52.9%	58.2%
						D			
	266	124	142	71	124	71	73	90	62
Low2Box (Not Important)	37.6%	36.9%	38.3%	34.8%	41.7%	34.6%	36.8%	40.0%	39.4%
Mean	2.7	2.7	2.8	2.7	2.7	2.9	2.8	2.7	2.7
						D			
[Rebase]									
Toronto is a world class city and does not need a									
casino.	000	405	404	200	204	200	0.40	200	04.4
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	203	89	114	52	75	76	51	59	52
Very important	203	20.3%	24.4%	19.7%	20.4%	27.9%	19.9%	20.4%	25.3%
very important	22.470	20.3%	24.470	19.7%	20.4%	27.9% CD	19.9%	20.4%	25.5%
	191	102	89	66	77	48	60	60	40
Somewhat important	21.1%	23.3%	19.0%	25.1%	20.8%	17.6%	23.5%	20.5%	19.5%
Comownat important	21.170	20.070	13.070	20.170	20.070	17.070	20.070	20.070	13.370
	159	63	96	38	79	42	51	54	26
Not very important	17.6%	14.3%	20.6%	14.5%	21.3%	15.4%	20.0%	18.6%	12.9%
, ,	111070	7 11070	A	111070				101070	12.070
	107	61	46	33	45	29	22	36	35
Not at all important	11.8%	13.9%	9.8%	12.5%	12.2%	10.5%	8.5%	12.4%	17.4%
									F
	46	21	26	15	21	10	14	16	4
Not sure/haven't really thought about it	5.1%	4.7%	5.5%	5.7%	5.8%	3.6%	5.5%	5.5%	1.8%
	0.170	1.7 70	0.070	0.770	0.070	0.070	0.070	H	1.070
	199	103	96	59	72	68	58	66	47
Unaware of consideration	22.0%	23.4%	20.6%	22.4%	19.5%	25.0%	22.5%	22.7%	23.1%
Summary									
	394	191	203	118	152	125	111	119	91
Top2Box (Important)	43.5%	43.6%	43.4%	44.8%	41.2%	45.4%	43.4%	40.9%	44.8%
	266	124	142	71	124	71	73	90	62
Low2Box (Not Important)	29.4%	28.2%	30.4%	27.0%	33.6%	25.9%	28.5%	30.9%	30.3%
					E				
Mean	2.7	2.7	2.8	2.7	2.7	2.9	2.8	2.7	2.7
						D			

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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Cosings doubt integrate into the community									
Casinos don't integrate into the community. Base: Aware of argument	686	326	360	168	301	217	181	227	164
Weighted	685	335	350	195	283	207	190	225	156
weignied						-			
	210	96	114	48	82	79	45	68	56
Very important	30.7%	28.6%	32.6%	24.8%	29.1%	38.3%	23.4%	30.2%	35.6%
	209	99	110	65	86	CD 58	64	68	F 47
Company hat important									
Somewhat important	30.5%	29.5%	31.4%	33.3%	30.2%	28.2%	33.8%	30.3%	29.8%
	155	78	77	46	60	40	40	50	33
Not very important					68	40	48		
Not very important	22.6%	23.3%	21.9%	23.6%	24.2%	19.4%	25.1%	22.3%	21.4%
	68	47	22	22	30	16	22	25	14
Not at all important								-	
Not at all important	10.0%	13.9% B	6.2%	11.5%	10.7%	7.6%	11.5%	11.3%	8.8%
		ь							
	44	16	28	13	17	14	12	13	7
Not sure/haven't really thought about it	6.4%	4.7%	8.0%	6.9%	5.9%	6.6%	6.2%	5.9%	4.4%
	0.476	4.7 /0	0.076	0.976	3.976	0.076	0.276	3.976	4.470
Summary									
Summary	419	195	224	113	168	138	109	136	102
Top2Box (Important)	61.1%	58.1%	64.0%	58.1%	59.3%	66.5%	57.1%	60.5%	65.4%
Topzbox (important)	01.176	30.176	04.0 /6	30.176	39.376	00.5 /6	57.176	00.5 /6	05.4 /6
	223	125	98	68	99	56	70	76	47
Low2Box (Not Important)	32.5%	37.2%	28.0%	35.1%	34.8%	26.9%	36.7%	33.6%	30.3%
LOWZDOX (Not important)	32.576	37.270 B	20.076	35.176	34.6 /6	20.976	30.7 /6	33.0 /6	30.3 //
	2.9	2.8	3	2.8	2.8	3	2.7	2.8	3
Mean	2.0	2.0	A	2.0	2.0	CD	2.1	2.0	5 F
[Rebase]			,			0.5			
Casinos don't integrate into the community.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
	210	96	114	48	82	79	45	68	56
Very important	23.2%	21.9%	24.4%	18.4%	22.3%	28.9%	17.4%	23.4%	27.2%
						С			F
	209	99	110	65	86	58	64	68	47
Somewhat important	23.0%	22.6%	23.5%	24.7%	23.2%	21.3%	25.1%	23.5%	22.8%
	155	78	77	46	68	40	48	50	33
Not very important	17.1%	17.8%	16.4%	17.5%	18.5%	14.6%	18.7%	17.3%	16.4%
	68	47	22	22	30	16	22	25	14
Not at all important	7.5%	10.6%	4.6%	8.5%	8.2%	5.7%	8.6%	8.7%	6.7%
	7.070	В	1.070	0.070	0.270	0.170	0.070	0.770	0.1 70
	44	16	28	13	17	14	12	13	7
Not sure/haven't really thought about it	4.8%	3.6%	6.0%	5.1%	4.5%	5.0%	4.6%	4.6%	3.3%
	221	103	118	68	86	67	66	66	48
Unaware of consideration	24.4%	23.5%	25.2%	25.7%	23.3%	24.5%	25.7%	22.6%	23.5%
Summany									
Summary	419	195	224	113	168	138	109	136	102
Top2Box (Important)	46.2%	44.5%	47.9%	43.1%	45.5%	50.2%	42.5%	46.9%	50.1%
	223	125	98	68	99	56	70	76	47
Low2Box (Not Important)	24.6%	28.4%	21.0%	26.0%	26.7%	20.3%	27.2%	26.0%	23.2%
LOWZDOX (140t Important)	24.0%	20.4% B	21.0/0	20.070	20.1 /0	20.370	21.2/0	20.070	23.2/0
Moon	2.9	2.8	3	2.8	2.8	3	2.7	2.8	3
Mean			Α			CD			F

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?

		Gei	nder		Age		Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Social costs will outweigh the benefits a casino will bring to the City of Toronto.									
Base: Aware of argument	740	352	388	175	336	229	197	239	176
Weighted	741	363	378	205	315	220	206	240	168
	275	126	149	65	116	94	70	88	72
Very important	37.2%	34.7%	39.6%	31.8%	36.9%	42.6%	33.9%	36.6%	43.1%
						С			
	255	125	130	85	98	71	74	82	55
Somewhat important	34.4%	34.3%	34.4%	41.5% D	31.1%	32.4%	35.9%	34.3%	32.8%
	111	62	48	26	57	27	29	37	24
Not very important	14.9%	17.1%	12.8%	12.8%	18.2%	12.2%	14.0%	15.5%	14.3%
The very imperiori	14.570	17.170	12.070	12.070	10.270	12.270	14.070	13.370	14.570
	52	28	24	14	21	17	15	21	12
Not at all important	7.1%	7.7%	6.4%	6.6%	6.8%	7.8%	7.4%	8.8%	6.9%
Not sure/haven't really thought about it	48	22	25	15	22	11	18	12	5
, c	6.5%	6.2%	6.8%	7.3%	7.0%	4.9%	8.7%	4.8%	2.9%
Summary							Н		
Summary	530	251	280	151	214	165	144	170	127
Top2Box (Important)	71.6%	69.0%	74.0%	73.3%	68.0%	75.1%	69.9%	70.9%	75.9%
-	1 1.070	33.070		1 0.0 /0	00.070	10.170	55.676	7 3.370	10.070
	163	90	73	40	79	44	44	58	36
Low2Box (Not Important)	22.0%	24.9%	19.2%	19.4%	25.0%	20.1%	21.4%	24.3%	21.2%
Mean	3.1	3	3.1	3.1	3.1	3.2	3.1	3	3.2
[Rebase]									
Social costs will outweigh the benefits a casino will									
bring to the City of Toronto.									

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	275	126	149	65	116	94	70	88	72
Very important	30.4%	28.7%	32.0%	24.9%	31.5%	34.2%	27.2%	30.3%	35.4%
						С			
	255	125	130	85	98	71	74	82	55
Somewhat important	28.1%	28.4%	27.8%	32.5%	26.6%	26.0%	28.8%	28.3%	27.0%
	111	62	48	26	57	27	29	37	24
Not very important	12.2%	14.2%	10.3%	10.0%	15.6%	9.8%	11.2%	12.8%	11.8%
					E				
	52	28	24	14	21	17	15	21	12
Not at all important	5.8%	6.4%	5.2%	5.2%	5.8%	6.3%	5.9%	7.3%	5.6%
	40	00	0.5	4-5		4.4	40	40	
Not sure/haven't really thought about it	48	22	25	15	22	11	18	12	5
	5.3%	5.1%	5.5%	5.7%	6.0%	3.9%	7.0% H	4.0%	2.4%
	165	75	90	57	54	54	51	51	36
Unaware of consideration	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%
Onaware or consideration	10.270	17.170	19.576	D D	14.0 /6	19.7 /0	19.076	17.470	17.070
Summary									
- Carrinary	530	251	280	151	214	165	144	170	127
Top2Box (Important)	58.5%	57.2%	59.8%	57.4%	58.1%	60.2%	56.1%	58.6%	62.4%
-1 - ('F	33.370	0=,3	23.373	3,	33,5	33.273	5575	33.373	5270
	163	90	73	40	79	44	44	58	36
Low2Box (Not Important)	18.0%	20.6%	15.5%	15.2%	21.3%	16.1%	17.2%	20.1%	17.4%
. ,									
Mean	3.1	3	3.1	3.1	3.1	3.2	3.1	3	3.2

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

Detailed Tables

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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
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	404	443	203	370	274	227	273	205
Weighted	846	416	430	236	347	263	236	275	195
	371	182	189	94	158	118	98	130	88
Very important	43.8%	43.7%	43.9%	39.6%	45.7%	45.1%	41.7%	47.1%	45.0%
	307	147	159	91	118	98	85	93	76
Somewhat important	36.2%	35.4%	37.1%	38.5%	33.9%	37.3%	36.1%	33.7%	39.0%
	104	52	53	32	40	32	30	34	22
Not very important	12.3%	12.4%	12.3%	13.4%	11.7%	12.2%	12.6%	12.5%	11.2%
	47	29	18	15	17	14	17	13	8
Not at all important	5.6%	7.0%	4.2%	6.5%	5.0%	5.4%	7.2%	4.9%	4.2%
Not sure/haven't really thought about it	17	6	11	5	13	0	6	5	1
and an analysis of the second	2.0%	1.5%	2.6%	1.9% E	3.7% E	-	2.4%	1.7%	0.5%
Summary							ļ		
Cammary	677	329	348	185	276	216	183	222	164
Top2Box (Important)	80.1%	79.1%	81.0%	78.1%	79.6%	82.4%	77.8%	80.9%	84.1%
	151	81	71	47	58	46	47	48	30
Low2Box (Not Important)	17.9%	19.4%	16.5%	20.0%	16.7%	17.6%	19.8%	17.4%	15.4%
	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.3	3.3
Mean									
[Rebase]									

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Detailed Tables

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Casino Poll 2013 Ban2: 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?

							Income		
		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
A casino in Toronto will create thousands of full									
and part-time jobs as well construction and other									
indirect jobs.	,								
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	371	182	189	94	158	118	98	130	88
Very important	40.9%	41.5%	40.3%	35.7%	42.9%	43.2%	38.3%	44.5%	43.1%
	307	147	159	91	118	98	85	93	76
Somewhat important	33.8%	33.6%	34.1%	34.6%	31.8%	35.8%	33.2%	31.9%	37.4%
	104	52	53	32	40	32	30	34	22
Not very important	11.5%	11.8%	11.3%	12.1%	11.0%	11.7%	11.5%	11.8%	10.8%
	47	29	18	15	17	14	17	13	8
Not at all important	5.2%	6.6%	3.8%	5.9%	4.7%	5.2%	6.6%	4.6%	4.0%
	17	6	11	5	13	0	6	5	1
Not sure/haven't really thought about it	1.9%	1.4%	2.3%	1.7%	3.4%	-	2.2%	1.6%	0.5%
				Е	Е				
	60	22	38	26	23	11	21	16	9
Unaware of consideration	6.7%	5.1%	8.1%	10.0%	6.1%	4.1%	8.1%	5.5%	4.3%
				E					
Summary									
	677	329	348	185	276	216	183	222	164
Top2Box (Important)	74.7%	75.1%	74.4%	70.3%	74.7%	79.0%	71.5%	76.4%	80.5%
						С			F
	151	81	71	47	58	46	47	48	30
Low2Box (Not Important)	16.7%	18.4%	15.1%	18.0%	15.7%	16.9%	18.2%	16.5%	14.8%
	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.3	3.3

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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
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	406	429	200	364	271	220	270	204
Weighted	834	418	416	233	342	260	229	272	194
	361	183	178	93	149	118	92	124	90
Very important	43.3%	43.7%	42.9%	40.0%	43.7%	45.6%	40.3%	45.7%	46.3%
vory important	43.376	43.7 /6	42.976	40.076	45.7 /6	45.076	40.576	43.7 /6	40.576
	295	148	148	81	122	92	77	97	73
Somewhat important	35.4%	35.3%	35.4%	34.6%	35.7%	35.6%	33.6%	35.8%	37.7%
	50.170	00.070	00.170	01.070	30.170	30.070	00.070	00.070	01.11 70
	112	57	55	46	39	28	36	34	16
Not very important	13.4%	13.6%	13.2%	19.5%	11.3%	10.6%	15.6%	12.5%	8.3%
				DE			Н		
	51	25	26	11	20	19	18	13	13
Not at all important	6.1%	5.9%	6.2%	4.7%	5.9%	7.5%	8.0%	4.6%	6.7%
Not sure/haven't really thought about it	16	6	10	3	11	2	6	4	2
,	1.9%	1.5%	2.3%	1.2%	3.3%	0.8%	2.5%	1.4%	1.0%
0					Е				
Summary	656	330	326	174	271	211	169	222	163
Top2Box (Important)	78.6%	78.9%	78.3%	74.6%	79.5%	81.2%	73.9%	81.5%	83.9%
Topzoox (Important)	10.0%	76.9%	10.3%	74.0%	79.5%	01.2%	73.9%	81.5%	83.9% F
	162	82	81	57	59	47	54	47	29
Low2Box (Not Important)	19.5%	19.5%	19.4%	24.2%	17.2%	18.1%	23.6%	17.1%	15.0%
V 1 7	10.070	10.070	13.170	2270	11.270	10.170	H	11.170	10.070
•	3.2	3.2	3.2	3.1	3.2	3.2	3.1	3.2	3.2
Mean		 					 	1	

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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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
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	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
vvoiginod	361	183	178	93	149	118	92	124	90
Vorvimportant		41.7%				43.2%		42.7%	44.1%
Very important	39.8%	41.7%	38.1%	35.6%	40.4%	43.2%	36.0%	42.7%	44.1%
	295	148	148	81	122	92	77	97	73
Somewhat important	32.6%	33.7%	31.5%	30.7%	33.1%	33.7%	30.0%	33.4%	35.9%
Somewhat important	32.076	33.7 /6	31.376	30.7 /6	33.176	33.7 /6	30.076	33.476	33.976
	112	57	55	46	39	28	36	34	16
Not very important	12.3%	13.0%	11.8%	17.3%	10.5%	10.1%	13.9%	11.7%	7.9%
, 161 761, Important	12.070	10.070	11.070	DE	10.070	10.170	10.070	11.770	7.070
	51	25	26	11	20	19	18	13	13
Not at all important	5.6%	5.7%	5.5%	4.2%	5.5%	7.1%	7.2%	4.3%	6.4%
<u>'</u>									
	16	6	10	3	11	2	6	4	2
Not sure/haven't really thought about it	1.8%	1.4%	2.1%	1.0%	3.1%	0.7%	2.2%	1.3%	1.0%
					Е				
	72	20	51	29	28	14	27	19	10
Unaware of consideration	7.9%	4.6%	11.0%	11.2%	7.5%	5.3%	10.7%	6.6%	4.8%
			Α	Е			Н		
Summary									
	656	330	326	174	271	211	169	222	163
Top2Box (Important)	72.4%	75.3%	69.7%	66.3%	73.5%	76.9%	66.0%	76.1%	79.9%
						С		F	F
	162	82	81	57	59	47	54	47	29
Low2Box (Not Important)	17.9%	18.6%	17.3%	21.5%	15.9%	17.1%	21.1%	16.0%	14.3%
Mean	3.2	3.2	3.2	3.1	3.2	3.2	3.1	3.2	3.2
IVICALI									

Ipsos Reid

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?

	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+

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

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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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
Proceeds from Ontario casinos go back to provincial government programs like health care and education.									
Base: Aware of argument	772	382	390	169	339	264	195	257	194
Weighted	765	388	378	194	318	253	200	257	183
	375	184	191	80	158	137	85	134	94
Very important	49.0%	47.4%	50.6%	41.1%	49.6%	54.2%	42.4%	52.2%	51.3%
						С		F	
	253	130	122	68	104	81	78	79	54
Somewhat important	33.0%	33.7%	32.4%	35.0%	32.8%	31.9%	39.0%	30.9%	29.8%
Not come long out and	88	50	39	35	30	22	23	31	20
Not very important	11.5%	12.8%	10.2%	18.2% DE	9.6%	8.8%	11.4%	12.0%	11.0%
	39	21	18	7	19	13	9	10	14
Not at all important	5.1%	5.5%	4.8%	3.7%	6.0%	5.1%	4.7%	3.8%	7.8%
	0.170	0.070	1.070	0.770	0.070	0.170	/0	0.070	1.070
Not sure/haven't really thought about it	11	3	8	4	6	0	5	3	0
Not sure/havent really thought about it	1.4%	0.7%	2.1%	2.1%	2.0%	-	2.5%	1.1%	-
				Е	E		Н		
Summary	200	04.4	24.4	4.40	200	040	100	04.4	1.10
Top2Box (Important)	628	314	314	148	262	218	163	214	148
торгвох (ініропанії)	82.0%	81.0%	83.0%	76.0%	82.4%	86.1% C	81.4%	83.1%	81.1%
	127	71	56	43	49	35	32	41	35
Low2Box (Not Important)	16.6%	18.3%	15.0%	21.9%	15.5%	13.9%	16.1%	15.8%	18.9%
, , ,	121212			,,,				1212,5	, .
Moon	3.3	3.2	3.3	3.2	3.3	3.4	3.2	3.3	3.2
Mean						С			
[Rebase] Proceeds from Ontario casinos go back to provincial government programs like health care and education.									

Ipsos Reid

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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	375	184	191	80	158	137	85	134	94
Very important	41.3%	41.9%	40.8%	30.4%	42.6%	50.1%	33.1%	46.2%	46.0%
					С	С		F	F
	253	130	122	68	104	81	78	79	54
Somewhat important	27.9%	29.8%	26.2%	25.9%	28.2%	29.4%	30.5%	27.3%	26.7%
	88	50	39	35	30	22	23	31	20
Not very important	9.7%	11.3%	8.2%	13.5%	8.2%	8.2%	8.9%	10.6%	9.9%
Not very important	9.7%	11.3%	8.2%	13.5%	8.2%	8.2%	8.9%	10.6%	9.9%
	39	21	18	7	19	13	9	10	14
Not at all important	4.3%	4.8%	3.8%	2.7%	5.1%	4.7%	3.6%	3.3%	7.0%
	11	3	8	4	6	0	5	3	0
Not sure/haven't really thought about it	1.2%	0.6%	1.7%	1.5%	1.8%	-	2.0%	1.0%	-
					Е				
	141	51	90	68	52	21	56	34	21
Unaware of consideration	15.5%	11.6%	19.2%	26.0%	14.0%	7.6%	21.9%	11.6%	10.3%
			А	DE	Е		GH		
Summary									
	628	314	314	148	262	218	163	214	148
Top2Box (Important)	69.3%	71.6%	67.0%	56.3%	70.9%	79.5%	63.6%	73.5%	72.8%
					С	CD		F	F
	127	71	56	43	49	35	32	41	35
Low2Box (Not Important)	14.0%	16.1%	12.1%	16.2%	13.4%	12.9%	12.6%	13.9%	16.9%
Mana	3.3	3.2	3.3	3.2	3.3	3.4	3.2	3.3	3.2
Mean						С			

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

Detailed Tables

Detailed Tables

Casino Poll Ban2: 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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew									
performing venues for local acts.									
Base: Aware of argument	669	338	331	153	300	216	181	213	169
Weighted	662	341	321	174	281	207	186	213	159
	226	116	111	47	98	81	54	78	61
Very important	34.2%	33.9%	34.5%	27.3%	34.8%	39.1%	29.3%	36.5%	38.0%
						С			
	249	119	130	68	107	74	77	79	51
Somewhat important	37.6%	34.9%	40.5%	38.9%	38.0%	36.0%	41.7%	36.9%	32.3%
	121	65	56	42	46	33	33	41	30
Not very important	18.3%	19.2%	17.4%	23.8%	16.5%	16.1%	18.0%	19.1%	18.8%
Not very important	10.576	19.276	17.470	23.076	10.576	10.176	10.076	19.176	10.076
	53	34	19	15	25	14	17	14	15
Not at all important	8.0%	9.9%	6.0%	8.5%	8.7%	6.6%	8.9%	6.6%	9.7%
				_					
Not sure/haven't really thought about it	13	7	5	3	5	5	4	2	2
, ,	1.9%	2.2%	1.6%	1.5%	1.9%	2.3%	2.0%	0.9%	1.2%
Summary									
Summary	475	235	240	115	205	155	132	156	112
Top2Box (Important)	71.8%	68.8%	74.9%	66.1%	72.8%	75.1%	71.1%	73.4%	70.3%
1 1 2 2 2 7	1 1.070	22.070		55.170	. 2.0 / 0	. 51170	,0	. 5.170	. 3.370
	174	99	75	56	71	47	50	55	45
Low2Box (Not Important)	26.3%	29.0%	23.4%	32.3%	25.3%	22.6%	26.9%	25.7%	28.5%
Mean	3	2.9	3.1	2.9	3	3.1 C	2.9	3	3

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Detailed Tables

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?

		Ger	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	226	116	111	47	98	81	54	78	61
Very important	25.0%	26.4%	23.6%	18.1%	26.5%	29.5%	21.2%	26.7%	29.7%
					С	С			F
	249	119	130	68	107	74	77	79	51
Somewhat important	27.5%	27.2%	27.7%	25.8%	28.9%	27.2%	30.2%	27.0%	25.2%
	121	65	56	42	46	33	33	41	30
Not very important	13.4%	14.9%	11.9%	15.8%	12.6%	12.1%	13.0%	14.0%	14.7%
	53	34	19	15	25	14	17	14	15
Not at all important	5.8%	7.7%	4.1%	5.6%	6.7%	5.0%	6.5%	4.8%	7.6%
		В							
	40	_	_		_	_			
Not sure/haven't really thought about it	13	7	5	3	5	5	4 50/	2	2
, s	1.4%	1.7%	1.1%	1.0%	1.4%	1.7%	1.5%	0.7%	1.0%
	044	97	4.47	00	00	67	74	70	4.4
Unaware of consideration	244 26.9%	22.1%	147	88 33.7%	88 23.9%	24.6%	71 27.6%	78 26.8%	21.8%
of aware of consideration	20.9%	22.1%	31.4% A	33.7% DE	23.9%	24.0%	27.0%	20.8%	21.8%
Summary			Α	DL					
	475	235	240	115	205	155	132	156	112
Top2Box (Important)	52.4%	53.6%	51.4%	43.8%	55.4%	56.6%	51.5%	53.7%	55.0%
· · · · · · · · · · · · · · · ·	02.770	00.070	31.470	10.070	C	C	01.070	55.1 /6	00.070
	174	99	75	56	71	47	50	55	45
Low2Box (Not Important)	19.2%	22.6%	16.1%	21.4%	19.2%	17.1%	19.5%	18.8%	22.3%
V 1 7	1 5 1 = 7 0	В	121.70			,	1 2.2 / 3	12.0,0	,,,
Maria	3	2.9	3.1	2.9	3	3.1	2.9	3	3
Mean						С			

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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?

	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+

Detailed Tables

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?

		Gei	nder		Age			Income	
	Total	Male	Famala	19-34	35-54	55+	¢501-	\$50k-\$99k	\$100k+
	Total	A	Female B	19-34 C	35-54 D	55+ E	<\$50k F	G G	\$100K+
The vision for the Toronto casino is an elegant,		^		J					
world-leading, architecturally-significant									
development to be integrated with its									
surroundings.									
Base: Aware of argument	739	371	368	174	318	247	197	238	182
Weighted	744	386	358	208	298	237	208	242	174
	279	151	128	60	114	104	72	96	71
Very important	37.5%	39.0%	35.8%	28.8%	38.4%	44.1%	34.6%	39.6%	40.6%
						С			
	243	112	131	64	101	78	74	81	55
Somewhat important	32.6%	29.0%	36.5%	30.7%	33.8%	32.9%	35.7%	33.5%	31.4%
			Α						
	133	68	65	53	50	30	29	42	36
Not very important	17.8%	17.6%	18.1%	25.2%	16.7%	12.8%	13.8%	17.2%	20.5%
				DE					
	68	44	25	24	24	20	25	18	12
Not at all important	9.2%	11.3%	6.9%	11.3%	8.2%	8.5%	11.9%	7.6%	7.0%
		В							
Not sure/haven't really thought about it	21	12	10	8	9	4	8	5	1
The condition of the co	2.8%	3.0%	2.7%	3.9%	3.0%	1.7%	3.9%	2.1%	0.6%
							Н		
Summary									
	522	263	259	124	215	182	147	177	125
Top2Box (Important)	70.1%	68.1%	72.4%	59.5%	72.1%	77.0%	70.3%	73.1%	71.9%
	004	440	60	70	C	C	-	60	40
Leve OD and (Next lever extens)	201	112	89	76	74	51	54	60	48
Low2Box (Not Important)	27.0%	28.9%	25.0%	36.6%	24.9%	21.4%	25.8%	24.8%	27.5%
		2	2	DE	2.4	2.4		2.4	2.4
Mean	3	3	3	2.8	3.1 C	3.1 C	3	3.1	3.1
[Pahasa]					C	C			
[Rebase]									

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Detailed Tables

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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
Very important	279 30.8%	151 34.4%	128 27.4%	60 22.9%	114 31.0%	104 38.1%	72 28.1%	96 33.0%	71 34.6%
very important	30.070	34.470 B	21.470	22.970	C	C	20.170	33.070	34.070
	243	112	131	64	101	78	74	81	55
Somewhat important	26.8%	25.6%	27.9%	24.4%	27.3%	28.4%	29.1%	27.9%	26.8%
	133	68	65	53	50	30	29	42	36
Not very important	14.6%	15.5%	13.8%	20.0% DE	13.5%	11.1%	11.2%	14.4%	17.5%
	68	44	25	24	24	20	25	18	12
Not at all important	7.5%	10.0% B	5.3%	9.0%	6.6%	7.4%	9.7%	6.3%	6.0%
	21	12	10	8	9	4	8	5	1
Not sure/haven't really thought about it	2.3%	2.6%	2.0%	3.1%	2.4%	1.4%	3.2% H	1.7%	0.5%
	162	52	110	54	71	37	48	49	30
Unaware of consideration	17.9%	11.9%	23.5% A	20.6% E	19.2%	13.6%	18.7%	16.8%	14.6%
Summary			A						
Summary	522	263	259	124	215	182	147	177	125
Top2Box (Important)	57.6%	59.9%	55.3%	47.2%	58.2%	66.5%	57.2%	60.8%	61.4%
			_		С	CD		1	
	201	112	89	76	74	51	54	60	48
Low2Box (Not Important)	22.2%	25.5%	19.1%	29.0%	20.1%	18.5%	21.0%	20.7%	23.5%
		В		DE	0.4	2.4		0.4	0.4
Mean	3	3	3	2.8	3.1	3.1	3	3.1	3.1
					С	С			

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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?

	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+

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?

Detailed Tables

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Gambling is a source of entertainment for millions		А	В	С	D	Е	F	G	H
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to g to a casino.									
Base: Aware of argument	829	398	431	199	361	269	219	268	205
Weighted	827	409	419	231	339	258	227	269	195
	215	123	92	56	89	69	66	69	45
Very important	25.9%	30.0%	21.9%	24.3%	26.3%	26.9%	28.8%	25.8%	23.2%
•		В							
	270	129	141	78	114	78	79	94	57
Somewhat important	32.6%	31.5%	33.8%	33.8%	33.6%	30.4%	34.8%	34.9%	29.2%
	197	96	101	65	71	62	53	68	45
Not very important	23.8%	23.4%	24.2%	28.0%	20.9%	23.9%	23.2%	25.1%	23.2%
	101				50	4.4		00	10
Not at all important	124	55	69	29	50	44	23	32	46
Not at all important	15.0%	13.6%	16.4%	12.7%	14.9%	17.2%	10.1%	11.9%	23.4% FG
									10
	21	6	15	3	15	4	7	6	2
Not sure/haven't really thought about it	2.6%	1.4%	3.7%	1.2%	4.3%	1.6%	3.0%	2.3%	1.0%
Summary	•								
	485	251	233	134	203	148	145	163	102
Top2Box (Important)	58.6%	61.5%	55.7%	58.1%	59.9%	57.3%	63.7%	60.7%	52.4%
							Н		
00 (01.1)	321	151	170	94	121	106	76	100	91
Low2Box (Not Important)	38.8%	37.0%	40.6%	40.8%	35.8%	41.1%	33.4%	37.1%	46.6%
	0.7	2.0	2.6	2.7	2.7	2.7	2.0	2.0	FG
Mean	2.7	2.8 B	2.6	2.7	2.7	2.7	2.8 H	2.8 H	2.5
[Rebase]							П	П	

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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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
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	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	215	123	92	56	89	69	66	69	45
Very important	23.7%	28.0%	19.6%	21.3%	24.2%	25.3%	25.6%	23.8%	22.2%
		В							
	270	129	141	78	114	78	79	94	57
Somewhat important	29.8%	29.4%	30.2%	29.7%	30.8%	28.6%	30.9%	32.3%	28.0%
	197	96	101	65	71	62	53	68	45
Not very important	21.8%	21.9%	21.7%	24.6%	19.2%	22.4%	20.6%	23.2%	22.2%
	124	55	69	29	50	44	23	32	46
Not at all important	13.7%	12.7%	14.7%	11.2%	13.6%	16.2%	9.0%	11.0%	22.4%
									FG
Not sure/haven't really thought about it	21	6	15	3	15	4	7	6	2
Not sufernavent really thought about it	2.4%	1.3%	3.3%	1.0%	4.0%	1.5%	2.6%	2.1%	1.0%
					С				
	79	30	49	32	30	17	29	22	8
Unaware of consideration	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				Е			Н		
Summary									
	485	251	233	134	203	148	145	163	102
Top2Box (Important)	53.5%	57.3%	49.9%	51.0%	55.0%	53.9%	56.5%	56.0%	50.3%
		В							
	321	151	170	94	121	106	76	100	91
Low2Box (Not Important)	35.5%	34.5%	36.3%	35.8%	32.9%	38.6%	29.6%	34.2%	44.7%
									FG
Mean	2.7	2.8	2.6	2.7	2.7	2.7	2.8	2.8	2.5
		В					Н	Н	

Detailed Tables

Casino Poll 2013 Ban2: 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?

		Ger	nder		Age			Income	
		001	laci		Age			meome	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
The proposed development is not just a casino. 90% of floor space is dedicated to new convention,									
retail and entertainment opportunities.	683	341	342	450	303	224	185	218	168
Base: Aware of argument Weighted	677	341	342	156 180	283	224	192	218	158
vveignted									
	201	111	90	49	85	67	57	66	46
Very important	29.6%	32.2%	27.0%	27.0%	30.0%	31.3%	30.0%	30.3%	29.3%
	268	126	142	70	111	87	78	83	66
Somewhat important	39.7%	36.6%	42.8%	39.0%	39.2%	40.9%	40.9%	38.0%	41.5%
oomewhat important	39.7 /6	30.076	42.0 /0	39.07	39.270	40.976	40.976	36.0 %	41.576
	121	61	60	41	49	30	36	42	27
Not very important	17.9%	17.8%	18.1%	23.0%	17.5%	14.2%	18.6%	19.3%	16.8%
				E					
	65	33	32	12	26	27	13	23	17
Not at all important	9.6%	9.6%	9.6%	6.5%	9.2%	12.7%	7.0%	10.8%	10.6%
	21	13	8	8	12	2	7	3	3
Not sure/haven't really thought about it	3.2%	3.8%	2.5%	4.4%	4.1%	0.9%	3.6%	1.6%	1.8%
	0.270	3.070	2.070	E	E	0.570	3.070	1.070	1.070
Summary									
	469	238	232	119	196	154	136	149	112
Top2Box (Important)	69.3%	68.8%	69.8%	66.0%	69.2%	72.2%	70.9%	68.4%	70.8%
	186	95	92	53	76	58	49	65	43
Low2Box (Not Important)	27.5%	27.4%	27.7%	29.6%	26.7%	26.9%	25.6%	30.0%	27.4%
Mean	2.9	2.9	2.9	2.9	2.9	2.9	3	2.9	2.9

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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?

Detailed Tables

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
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	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	201	111	90	49	85	67	57	66	46
Very important	22.1%	25.3% B	19.1%	18.5%	23.0%	24.4%	22.4%	22.7%	22.8%
	268	126	142	70	111	87	78	83	66
Somewhat important	29.6%	28.9%	30.4%	26.7%	30.0%	31.9%	30.6%	28.5%	32.2%
	121	61	60	41	49	30	36	42	27
Not very important	13.4%	14.0%	12.8%	15.8%	13.4%	11.1%	13.9%	14.4%	13.0%
	65	33	32	12	26	27	13	23	17
Not at all important	7.2%	7.6%	6.8%	4.5%	7.1%	9.9% C	5.2%	8.1%	8.2%
						C			
Not sure/haven't really thought about it	21	13	8	8	12	2	7	3	3
Not Sure/haven't really thought about it	2.4%	3.0%	1.8%	3.0%	3.1% E	0.7%	2.7%	1.2%	1.4%
	229	93	136	83	86	60	65	73	46
Unaware of consideration	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
			А	DE					
Summary									
T 0D (1 1)	469	238	232	119	196	154	136	149	112
Top2Box (Important)	51.8%	54.2%	49.5%	45.3%	53.0%	56.3% C	53.0%	51.2%	54.9%
	186	95	92	53	76	58	49	65	43
Low2Box (Not Important)	20.6%	21.6%	19.6%	20.3%	20.5%	21.0%	19.1%	22.5%	21.2%
	2.9	2.9	2.9	2.9	2.9	2.9	3	2.9	2.9

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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?

	Ger	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+	

Detailed Tables

Casino Poll 2013 Ban2: Weighted

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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55 +	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.									
Base: Aware of argument	785	388	397	182	341	262	205	253	196
Weighted	779	393	385	209	319	251	212	251	187
	219	120	99	49	94	76	53	76	54
Very important	28.1%	30.5%	25.8%	23.4%	29.4%	30.4%	25.1%	30.4%	29.0%
	285	130	155	79	116	90	88	89	67
Somewhat important	36.6%	33.0%	40.2%	38.0%	36.3%	35.8%	41.4%	35.5%	35.9%
			A						
Madagam Samandard	166	93	73	61	57	48	46	55	39
Not very important	21.3%	23.6%	18.9%	29.4% DE	17.8%	18.9%	21.9%	22.0%	20.7%
	88	40	48	12	42	35	19	28	23
Not at all important	11.4%	10.3%	12.5%	5.7%	13.1%	13.8%	8.8%	11.3%	12.3%
					С	С			
	20	10	10	7	11	3	6	2	4
Not sure/haven't really thought about it	2.6%	2.6%	2.6%	3.4%	3.3%	1.1%	2.8%	0.7%	2.0%
Summary									
	504	250	254	128	210	166	141	165	121
Top2Box (Important)	64.7%	63.5%	66.0%	61.4%	65.7%	66.2%	66.5%	65.9%	65.0%
	254	133	121	73	99	82	65	84	62
Low2Box (Not Important)	32.7%	33.9%	31.4%	35.2%	30.9%	32.8%	30.7%	33.3%	33.0%
	2.8	2.9	2.8	2.8	2.8	2.8	2.9	2.9	2.8
Mean			-	-		-			

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Detailed Tables

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?

		Gei	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
The proposed development would be part of a larger gaming entertainment centre that would include dining, retail and entertainment space.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	219	120	99	49	94	76	53	76	54
Very important	24.2%	27.4% B	21.2%	18.7%	25.4%	27.8% C	20.7%	26.2%	26.6%
	285	130	155	79	116	90	88	89	67
Somewhat important	31.4%	29.7%	33.1%	30.2%	31.3%	32.7%	34.2%	30.6%	32.9%
	166	93	73	61	57	48	46	55	39
Not very important	18.3%	21.2%	15.6%	23.4%	15.4%	17.3%	18.1%	19.0%	19.0%
		В		D					
	88	40	48	12	42	35	19	28	23
Not at all important	9.8%	9.2%	10.3%	4.6%	11.3% C	12.7% C	7.2%	9.7%	11.2%
	20	10	10	7	11	3	6	2	4
Not sure/haven't really thought about it	2.2%	2.4%	2.2%	2.7%	2.9%	1.0%	2.3%	0.6%	1.9%
	127	45	83	54	51	23	45	40	17
Unaware of consideration	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
Chaware of consideration	14.176	10.270	A	20.476 DE	E	0.470	H	13.976	0.576
Summary									
	504	250	254	128	210	166	141	165	121
Top2Box (Important)	55.6%	57.0%	54.3%	48.9%	56.7%	60.6%	54.9%	56.8%	59.4%
						С			
05 (1) (1)	254	133	121	73	99	82	65	84	62
Low2Box (Not Important)	28.1%	30.4%	25.9%	28.0%	26.7%	30.0%	25.4%	28.7%	30.2%
Mean	2.8	2.9	2.8	2.8	2.8	2.8	2.9	2.9	2.8

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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?

	Ger	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+	

Detailed Tables

Casino Poll Ban2: 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?

		6-	nder		A 212			Income	
		Gel	naer		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	Е	F	G	Н
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	398	421	200	350	269	220	266	195
Weighted	821	410	410	234	328	258	229	268	186
	351	177	175	92	141	119	92	119	87
Very important	42.8%	43.1%	42.6%	39.3%	42.8%	46.0%	40.2%	44.3%	46.7%
	281	135	147	80	110	92	77	94	64
Somewhat important	34.3%	32.8%	35.8%	34.2%	33.4%	35.5%	33.7%	35.0%	34.4%
Not were improved and	111	50	61	40	45	26	40	32	17
Not very important	13.5%	12.3%	14.8%	16.9% E	13.9%	10.0%	17.3% H	12.1%	9.1%
	60	40	20	13	25	21	14	20	17
Not at all important	7.3%	9.7%	4.8%	5.7%	7.7%	8.1%	6.1%	7.6%	9.2%
not at an important	7.576	B	4.070	J.1 /6	7.770	0.176	0.176	7.076	9.270
	17	9	8	9	7	1	6	3	1
Not sure/haven't really thought about it	2.1%	2.1%	2.0%	3.9%	2.1%	0.4%	2.7%	1.1%	0.6%
	2.170	2.170	2.0%	3.9% E	2.170	0.4%	2.170	1.170	0.0%
Summary									
	633	311	321	172	250	211	170	213	151
Top2Box (Important)	77.1%	75.9%	78.4%	73.5%	76.3%	81.5%	73.9%	79.3%	81.1%
	171	90	80	53	71	47	54	53	34
Low2Box (Not Important)	20.8%	22.0%	19.6%	22.6%	21.6%	18.1%	23.4%	19.7%	18.3%
Mean	3.2	3.1	3.2	3.1	3.1	3.2	3.1	3.2	3.2
in can									

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Detailed Tables

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?

				Age			Income		
		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
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	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	351	177	175	92	141	119	92	119	87
Very important	38.8%	40.3%	37.4%	35.0%	38.1%	43.4%	36.0%	40.8%	42.6%
	281	135	147	80	110	92	77	94	64
Somewhat important	31.1%	30.7%	31.4%	30.5%	29.7%	33.4%	30.2%	32.3%	31.4%
	111	50	61	40	45	26	40	32	17
Not very important	12.2%	11.5%	13.0%	15.1%	12.3%	9.4%	15.5% H	11.1%	8.3%
	60	40	20	13	25	21	14	20	17
Not at all important	6.6%	9.1% B	4.2%	5.1%	6.9%	7.6%	5.4%	7.0%	8.4%
		Б							
Not sure/haven't really thought about it	17	9	8	9	7	1	6	3	1
Not sure/naverit really thought about it	1.9%	2.0%	1.8%	3.5%	1.9%	0.4%	2.4%	1.0%	0.5%
	0.5	00	50	E		10	07	20	40
Unaware of consideration	85 9.4%	28 6.4%	58 12.3%	28 10.8%	41 11.2%	16 5.7%	27 10.5%	23 7.8%	18 8.9%
onaware or consideration	9.476	0.4 /0	12.376 A	10.0 /6	E	3.7 /6	10.576	7.076	0.970
Summary									
	633	311	321	172	250	211	170	213	151
Top2Box (Important)	69.8%	71.0%	68.7%	65.5%	67.8%	76.8%	66.2%	73.1%	73.9%
	171	90	80	53	71	CD 47	54	53	34
Low2Box (Not Important)	18.8%	20.6%	17.2%	20.2%	19.2%	17.1%	20.9%	18.1%	16.7%
LOW ZDOX (NOT Important)	10.070	20.070	11.2/0	ZU.Z /0	13.2/0	17.170	20.3/0	10.1/0	10.7 /0

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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?

	Ger	Gender		Age			Income		
Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+	

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

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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?

		Ge	nder		Age			Income	
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		А	В	С	D	E	F	G	Н
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204
	202	115	87	59	78	65	54	68	48
Strongly support	22.3%	26.2%	18.6%	22.5%	21.1%	23.6%	21.2%	23.4%	23.4%
		В							
	289	147	142	80	128	82	88	93	65
Somewhat support	31.9%	33.7%	30.3%	30.3%	34.6%	30.0%	34.3%	32.0%	32.1%
	179	87	92	74	60	45	50	60	41
Somewhat oppose	19.8%	19.9%	19.7%	28.1%	16.4%	16.4%	19.6%	20.7%	20.0%
				DE					
	187	74	114	27	84	77	44	59	43
Strongly oppose	20.7%	16.9%	24.3%	10.4%	22.7%	27.9%	17.1%	20.1%	21.3%
			Α		С	С			
	48	15	33	23	20	6	20	11	7
Not sure	5.3%	3.4%	7.1%	8.6%	5.3%	2.0%	7.7%	3.8%	3.3%
			Α	E	Е				
Summary									
	491	262	229	139	205	147	142	161	113
Top2Box (Support)	54.2%	59.8%	48.9%	52.9%	55.6%	53.6%	55.5%	55.4%	55.4%
		В							
	367	161	206	101	144	122	94	119	84
Low2Box (Oppose)	40.5%	36.8%	44.0% A	38.5%	39.0%	44.4%	36.7%	40.9%	41.3%