

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Scrapping the land transfer tax in Toronto	445	249	196	99	174	172	97	152	120
	49.2%	56.8%	42.0%	37.7%	47.2%	62.8%	37.9%	52.2%	58.8%
	B				C	CD		F	F
Lowering speed limits in the city	290	167	123	72	105	113	67	93	83
	32.0%	38.0%	26.4%	27.4%	28.5%	41.2%	26.0%	31.9%	40.6%
	B					CD			F
The light rail transit plan for Toronto	637	331	306	158	255	224	162	208	163
	70.3%	75.5%	65.4%	60.0%	69.2%	81.7%	63.1%	71.6%	79.8%
		B			C	CD			FG
Building a casino in the city of Toronto	786	394	392	194	327	265	208	253	190
	86.8%	90.0%	83.8%	73.8%	88.6%	96.8%	81.0%	86.8%	93.2%
	B				C	CD			FG
None of the above	66	18	48	32	27	7	25	17	8
	7.2%	4.1%	10.2%	12.1%	7.3%	2.4%	9.8%	5.8%	4.0%
			A	E	E		H		

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

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

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Putting a casino in a large urban area will produce more gambling addicts.	585	281	304	161	239	185	167	187	128
	64.6%	64.1%	65.0%	61.4%	64.7%	67.4%	65.2%	64.3%	62.6%
A casino will lead to additional criminal activity in Toronto.	480	231	249	122	201	158	131	152	111
	53.0%	52.7%	53.2%	46.3%	54.4%	57.5%	51.2%	52.2%	54.5%
						C			
A casino will have a negative impact on local businesses close to the casino.	452	226	226	127	179	146	125	147	105
	49.9%	51.5%	48.4%	48.4%	48.6%	53.2%	48.8%	50.7%	51.4%
A new casino will not result in increased employment opportunities in Toronto.	349	173	177	90	146	113	97	126	72
	38.6%	39.4%	37.8%	34.4%	39.5%	41.3%	37.8%	43.2%	35.2%
Toronto is a world class city and does not need a casino.	509	243	266	140	212	156	143	162	111
	56.2%	55.5%	56.8%	53.4%	57.5%	57.1%	56.0%	55.7%	54.4%
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%	42.2%	49.9%	55.6%
						C			F
Social costs will outweigh the benefits a casino will 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%	60.4%	54.3%	55.0%	57.4%
					C	C			
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

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		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%
					C	CD			
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.	666	341	326	177	270	219	180	215	167
	73.6%	77.8%	69.6%	67.4%	73.2%	80.1%	70.2%	73.8%	81.9%
		B				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%
		B			C	CD		F	F
The casino/entertainment complex will have space dedicated for local theatre and art, and providenew performing venues for local acts.	455	238	217	118	189	148	130	140	124
	50.2%	54.2%	46.5%	44.9%	51.2%	54.0%	50.6%	48.0%	60.7%
		B							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
	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 casino.	662	330	332	173	272	217	183	210	160
	73.1%	75.3%	70.9%	65.8%	73.6%	79.3%	71.5%	72.3%	78.4%
						C			
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and 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%

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		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	306	297	148	251	206	164	190	156
	66.6%	69.9%	63.6%	56.2%	67.8%	75.0%	64.1%	65.3%	76.5%
					C	CD			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	312	316	156	257	215	176	206	144
	69.2%	71.1%	67.5%	59.4%	69.5%	78.3%	68.6%	70.9%	70.7%
					C	CD			

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Putting a casino in a large urban area will produce more gambling addicts.	111	55	56	39	41	30	33	36	23
	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 Toronto.	187	89	98	60	72	54	53	58	45
	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 businesses close to the casino.	221	103	118	69	88	64	57	75	46
	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 opportunities in Toronto.	346	158	188	103	127	115	96	99	81
	38.2%	36.0%	40.3%	39.3%	34.5%	42.1%	37.4%	33.9%	39.5%
						D			
Toronto is a world class city and does not need a casino.	199	103	96	59	72	68	58	66	47
	22.0%	23.4%	20.6%	22.4%	19.5%	25.0%	22.5%	22.7%	23.1%
Casinos don't integrate into the community.	221	103	118	68	86	67	66	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 bring to the City of Toronto.	165	75	90	57	54	54	51	51	36
	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%
				D					

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.

		Gender		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.	60	22	38	26	23	11	21	16	9
	6.7%	5.1%	8.1%	10.0%	6.1%	4.1%	8.1%	5.5%	4.3%
				E					
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
	7.9%	4.6%	11.0%	11.2%	7.5%	5.3%	10.7%	6.6%	4.8%
			A	E			H		
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	141	51	90	68	52	21	56	34	21
	15.5%	11.6%	19.2%	26.0%	14.0%	7.6%	21.9%	11.6%	10.3%
			A	DE	E		GH		
The casino/entertainment complex will have space dedicated for local theatre and art, and provide new performing venues for local acts.	244	97	147	88	88	67	71	78	44
	26.9%	22.1%	31.4%	33.7%	23.9%	24.6%	27.6%	26.8%	21.8%
			A	DE					
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	162	52	110	54	71	37	48	49	30
	17.9%	11.9%	23.5%	20.6%	19.2%	13.6%	18.7%	16.8%	14.6%
			A	E					
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	79	30	49	32	30	17	29	22	8
	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				E			H		

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.

		Gender		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.	229	93	136	83	86	60	65	73	46
	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
			A	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
	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
			A	DE	E		H		
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%
			A		E				

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Putting a casino in a large urban area will produce more gambling addicts.									
Very aware	305	151	154	70	129	105	84	97	66
	33.7%	34.4%	33.0%	26.8%	35.0%	38.4%	33.0%	33.3%	32.4%
						C			
Somewhat aware	280	130	150	91	110	79	83	90	62
	30.9%	29.7%	32.0%	34.6%	29.8%	28.9%	32.2%	31.0%	30.2%
Only a little aware	210	102	108	62	89	59	56	67	54
	23.2%	23.4%	23.0%	23.7%	24.0%	21.6%	21.9%	23.1%	26.3%
Not at all aware	111	55	56	39	41	30	33	36	23
	12.2%	12.5%	12.0%	14.9%	11.2%	11.1%	12.9%	12.5%	11.1%
Summary									
Top2Box (Very/ Somewhat aware)	585	281	304	161	239	185	167	187	128
	64.6%	64.1%	65.0%	61.4%	64.7%	67.4%	65.2%	64.3%	62.6%
Top3Box (Aware)	795	383	412	223	328	244	223	255	181
	87.8%	87.5%	88.0%	85.1%	88.8%	88.9%	87.1%	87.5%	88.9%
Low2Box (Little/ Not at all aware)	321	157	164	101	130	89	89	104	76
	35.4%	35.9%	35.0%	38.6%	35.3%	32.6%	34.8%	35.7%	37.4%

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

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

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

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

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

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
A new casino will not result in increased employment opportunities in Toronto.									
Very aware	145	80	65	38	59	48	41	53	32
	16.0%	18.4%	13.8%	14.5%	16.0%	17.5%	15.9%	18.2%	15.5%
Somewhat aware	204	92	112	52	87	65	56	73	40
	22.5%	21.0%	23.9%	19.9%	23.5%	23.7%	22.0%	25.0%	19.7%
Only a little aware	211	108	103	69	96	46	64	67	51
	23.3%	24.6%	22.0%	26.3%	26.0%	16.7%	24.8%	22.9%	25.2%
Not at all aware	346	158	188	103	127	115	96	99	81
	38.2%	36.0%	40.3%	39.3%	34.5%	42.1%	37.4%	33.9%	39.5%
Summary									
Top2Box (Very/ Somewhat aware)	349	173	177	90	146	113	97	126	72
	38.6%	39.4%	37.8%	34.4%	39.5%	41.3%	37.8%	43.2%	35.2%
Top3Box (Aware)	560	281	279	159	242	159	160	192	123
	61.8%	64.0%	59.7%	60.7%	65.5%	57.9%	62.6%	66.1%	60.5%
Low2Box (Little/ Not at all aware)	557	266	291	172	223	161	159	165	132
	61.4%	60.6%	62.2%	65.6%	60.5%	58.7%	62.2%	56.8%	64.8%

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

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

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Casinos don't integrate into the community.									
Very aware	205	95	110	43	86	76	52	63	52
	22.6%	21.8%	23.5%	16.5%	23.2%	27.8%	20.4%	21.7%	25.6%
						C			
Somewhat aware	241	127	115	69	97	75	56	82	61
	26.6%	28.9%	24.5%	26.2%	26.3%	27.5%	21.8%	28.2%	30.0%
Only a little aware	239	113	126	83	100	55	82	80	43
	26.3%	25.8%	26.9%	31.5%	27.2%	20.2%	32.1%	27.5%	21.0%
				E	E		H		
Not at all aware	221	103	118	68	86	67	66	66	48
	24.4%	23.5%	25.2%	25.7%	23.3%	24.5%	25.7%	22.6%	23.5%
Summary									
Top2Box (Very/ Somewhat aware)	447	222	224	112	183	151	108	145	113
	49.3%	50.7%	48.0%	42.7%	49.5%	55.3%	42.2%	49.9%	55.6%
						C			F
Top3Box (Aware)	685	335	350	195	283	207	190	225	156
	75.6%	76.5%	74.8%	74.3%	76.7%	75.5%	74.3%	77.4%	76.5%
Low2Box (Little/ Not at all aware)	459	216	243	150	186	123	148	146	91
	50.7%	49.3%	52.0%	57.3%	50.5%	44.7%	57.8%	50.1%	44.4%
				E			H		

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Social costs will outweigh the benefits a casino will bring to the City of Toronto.									
Very aware	228	117	111	51	98	79	58	72	60
	25.1%	26.7%	23.7%	19.5%	26.5%	28.7%	22.7%	24.6%	29.4%
						C			
Somewhat aware	279	130	150	77	116	87	81	89	57
	30.8%	29.6%	32.0%	29.2%	31.4%	31.7%	31.7%	30.5%	28.0%
Only a little aware	234	117	117	78	102	54	66	80	51
	25.8%	26.6%	25.1%	29.6%	27.5%	19.9%	25.9%	27.6%	24.8%
				E	E				
Not at all aware	165	75	90	57	54	54	51	51	36
	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%
				D					
Summary									
Top2Box (Very/ Somewhat aware)	507	247	260	128	214	165	139	160	117
	56.0%	56.3%	55.7%	48.6%	57.9%	60.4%	54.3%	55.0%	57.4%
					C	C			
Top3Box (Aware)	741	363	378	205	315	220	206	240	168
	81.8%	82.9%	80.7%	78.2%	85.4%	80.3%	80.2%	82.6%	82.2%
					C				
Low2Box (Little/ Not at all aware)	399	192	207	135	156	109	117	131	87
	44.0%	43.7%	44.3%	51.4%	42.1%	39.6%	45.7%	45.0%	42.6%
				DE					

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.									
Very aware	351	171	180	74	152	125	82	113	97
	38.7%	39.1%	38.4%	28.1%	41.2%	45.6%	32.2%	38.7%	47.7%
					C	C			F
Somewhat aware	364	183	181	109	143	112	115	122	72
	40.2%	41.8%	38.7%	41.7%	38.8%	40.7%	44.9%	41.8%	35.4%
							H		
Only a little aware	131	61	69	53	51	26	38	41	26
	14.4%	14.0%	14.8%	20.2%	13.9%	9.6%	14.8%	14.0%	12.6%
				E					
Not at all aware	60	22	38	26	23	11	21	16	9
	6.7%	5.1%	8.1%	10.0%	6.1%	4.1%	8.1%	5.5%	4.3%
				E					
Summary									
Top2Box (Very/ Somewhat aware)	715	355	361	183	295	237	198	234	169
	78.9%	80.9%	77.1%	69.8%	80.0%	86.3%	77.1%	80.5%	83.1%
					C	CD			
Top3Box (Aware)	846	416	430	236	347	263	236	275	195
	93.3%	94.9%	91.9%	90.0%	93.9%	95.9%	91.9%	94.5%	95.7%
						C			
Low2Box (Little/ Not at all aware)	191	84	107	79	74	38	59	57	34
	21.1%	19.1%	22.9%	30.2%	20.0%	13.7%	22.9%	19.5%	16.9%
				DE	E				

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

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

		Gender		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
A Toronto casino will attract tens of thousands of convention visitors and millions of dollars in additional tourism annually, benefitting Toronto businesses.									
Very aware	324	166	158	83	123	119	87	108	82
	35.8%	37.8%	33.9%	31.4%	33.2%	43.5%	34.0%	37.3%	40.1%
						CD			
Somewhat aware	342	175	167	94	148	100	93	106	85
	37.8%	40.0%	35.7%	35.9%	40.0%	36.6%	36.2%	36.6%	41.8%
Only a little aware	168	77	91	56	71	40	49	57	27
	18.5%	17.6%	19.4%	21.5%	19.3%	14.7%	19.1%	19.6%	13.3%
Not at all aware	72	20	51	29	28	14	27	19	10
	7.9%	4.6%	11.0%	11.2%	7.5%	5.3%	10.7%	6.6%	4.8%
			A	E			H		
Summary									
Top2Box (Very/ Somewhat aware)	666	341	326	177	270	219	180	215	167
	73.6%	77.8%	69.6%	67.4%	73.2%	80.1%	70.2%	73.8%	81.9%
		B				CD			FG
Top3Box (Aware)	834	418	416	233	342	260	229	272	194
	92.1%	95.4%	89.0%	88.8%	92.5%	94.7%	89.3%	93.4%	95.2%
		B				C			F
Low2Box (Little/ Not at all aware)	240	97	142	86	99	55	76	76	37
	26.4%	22.2%	30.4%	32.6%	26.8%	19.9%	29.8%	26.2%	18.1%
			A	E	E		H	H	

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Proceeds from Ontario casinos go back to provincial government programs like health care and education.									
Very aware	262	140	122	50	110	102	58	92	74
	28.9%	31.9%	26.0%	18.9%	29.7%	37.3%	22.7%	31.7%	36.2%
					C	CD		F	F
Somewhat aware	341	171	170	84	147	110	97	113	75
	37.7%	39.0%	36.4%	32.1%	39.9%	40.1%	37.8%	38.9%	36.8%
Only a little aware	162	76	86	60	60	41	45	52	34
	17.9%	17.4%	18.3%	23.0%	16.4%	15.1%	17.6%	17.8%	16.7%
				E					
Not at all aware	141	51	90	68	52	21	56	34	21
	15.5%	11.6%	19.2%	26.0%	14.0%	7.6%	21.9%	11.6%	10.3%
			A	DE	E		GH		
Summary									
Top2Box (Very/ Somewhat aware)	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%
		B			C	CD		F	F
Top3Box (Aware)	765	388	378	194	318	253	200	257	183
	84.5%	88.4%	80.8%	74.0%	86.0%	92.4%	78.1%	88.4%	89.7%
		B			C	CD		F	F
Low2Box (Little/ Not at all aware)	303	127	176	129	112	62	101	86	55
	33.4%	29.0%	37.6%	49.0%	30.4%	22.7%	39.4%	29.4%	27.0%
			A	DE	E		GH		

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

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

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

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

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

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.									
Very aware	315	180	135	74	137	104	82	99	80
	34.7%	41.1%	28.8%	28.0%	37.1%	38.0%	32.0%	34.2%	39.5%
		B			C	C			
Somewhat aware	347	150	197	99	135	113	101	111	79
	38.3%	34.3%	42.1%	37.8%	36.5%	41.3%	39.5%	38.1%	39.0%
			A						
Only a little aware	165	78	87	58	67	40	44	58	36
	18.3%	17.9%	18.6%	22.1%	18.2%	14.7%	17.3%	20.0%	17.4%
				E					
Not at all aware	79	30	49	32	30	17	29	22	8
	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				E			H		
Summary									
Top2Box (Very/ Somewhat aware)	662	330	332	173	272	217	183	210	160
	73.1%	75.3%	70.9%	65.8%	73.6%	79.3%	71.5%	72.3%	78.4%
						C			
Top3Box (Aware)	827	409	419	231	339	258	227	269	195
	91.3%	93.2%	89.5%	87.9%	91.8%	94.0%	88.8%	92.3%	95.9%
						C			F
Low2Box (Little/ Not at all aware)	244	108	136	90	97	57	73	81	44
	26.9%	24.7%	29.1%	34.2%	26.4%	20.7%	28.5%	27.7%	21.6%
				E					

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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 is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.									
Very aware	152	85	67	32	61	59	32	51	45
	16.8%	19.4%	14.3%	12.1%	16.5%	21.6%	12.7%	17.6%	22.0%
Somewhat aware	305	150	154	87	129	90	97	89	72
	33.6%	34.3%	33.0%	33.0%	34.9%	32.7%	37.9%	30.6%	35.4%
Only a little aware	220	110	110	62	93	65	62	78	41
	24.3%	25.1%	23.6%	23.5%	25.3%	23.8%	24.2%	26.7%	20.1%
Not at all aware	229	93	136	83	86	60	65	73	46
	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
Summary									
Top2Box (Very/ Somewhat aware)	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%
Top3Box (Aware)	677	345	332	180	283	214	192	218	158
	74.7%	78.8%	70.9%	68.5%	76.6%	78.1%	74.8%	74.9%	77.6%
Low2Box (Little/ Not at all aware)	449	203	246	144	180	125	127	151	87
	49.6%	46.3%	52.7%	54.9%	48.7%	45.7%	49.4%	51.8%	42.6%

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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.									
Very aware	259	140	119	55	105	99	62	86	75
	28.6%	32.0%	25.4%	20.8%	28.6%	36.1%	24.0%	29.5%	36.8%
		B			C	CD			F
Somewhat aware	345	166	178	93	145	107	103	104	81
	38.0%	37.9%	38.2%	35.4%	39.3%	38.9%	40.1%	35.8%	39.6%
Only a little aware	175	87	88	61	68	45	47	61	31
	19.3%	19.9%	18.8%	23.3%	18.5%	16.6%	18.5%	20.8%	15.0%
Not at all aware	127	45	83	54	51	23	45	40	17
	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
			A	DE	E		H		
Summary									
Top2Box (Very/ Somewhat aware)	604	306	297	148	251	206	164	190	156
	66.6%	69.9%	63.6%	56.2%	67.8%	75.0%	64.1%	65.3%	76.5%
					C	CD			FG
Top3Box (Aware)	779	393	385	209	319	251	212	251	187
	85.9%	89.8%	82.4%	79.6%	86.3%	91.6%	82.6%	86.1%	91.5%
		B			C	CD			F
Low2Box (Little/ Not at all aware)	302	132	170	115	119	68	92	101	48
	33.4%	30.1%	36.4%	43.8%	32.2%	25.0%	35.9%	34.7%	23.5%
				DE	E		H	H	

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	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 centre would bring thousands of jobs and between \$50 million to \$100 million in direct revenue to the city on an annual basis.									
Very aware	267	136	131	56	109	102	72	86	68
	29.5%	31.1%	27.9%	21.5%	29.4%	37.2%	28.2%	29.7%	33.3%
				C	C	CD			
Somewhat aware	360	175	185	100	148	112	104	120	76
	39.7%	40.0%	39.5%	37.9%	40.1%	41.0%	40.4%	41.2%	37.4%
Only a little aware	194	99	95	78	71	44	54	62	42
	21.4%	22.6%	20.2%	29.8%	19.3%	16.0%	20.9%	21.3%	20.4%
				DE					
Not at all aware	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%
			A		E				
Summary									
Top2Box (Very/ Somewhat aware)	627	312	316	156	257	215	176	206	144
	69.2%	71.1%	67.5%	59.4%	69.5%	78.3%	68.6%	70.9%	70.7%
				C	C	CD			
Top3Box (Aware)	821	410	410	234	328	258	229	268	186
	90.6%	93.6%	87.7%	89.2%	88.8%	94.3%	89.5%	92.2%	91.1%
		B			D				
Low2Box (Little/ Not at all aware)	279	127	152	107	113	60	80	85	60
	30.8%	28.9%	32.5%	40.6%	30.5%	21.7%	31.4%	29.1%	29.3%
				DE	E				

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
Putting a casino in a large urban area will produce more gambling addicts.	274	124	150	67	112	95	71	91	62
	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 Toronto.	298	133	164	77	128	93	79	95	72
	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 businesses close to the casino.	217	91	126	53	90	75	52	71	58
	31.7%	27.2%	36.1%	27.2%	31.9%	35.8%	25.8%	32.8%	37.1%
			A						F
A new casino will not result in increased employment opportunities in Toronto.	168	75	93	32	77	59	43	62	42
	30.0%	26.6%	33.3%	20.3%	31.7%	37.0%	26.7%	32.4%	34.4%
					C	C			
Toronto is a world class city and does not need a casino.	203	89	114	52	75	76	51	59	52
	28.8%	26.6%	30.8%	25.4%	25.3%	37.2%	25.7%	26.4%	32.9%
						CD			
Casinos don't integrate into the community.	210	96	114	48	82	79	45	68	56
	30.7%	28.6%	32.6%	24.8%	29.1%	38.3%	23.4%	30.2%	35.6%
						CD			F
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%	33.9%	36.6%	43.1%
						C			
A casino in Toronto will create thousands of full and part-time jobs as well construction and other indirect jobs.	371	182	189	94	158	118	98	130	88
	43.8%	43.7%	43.9%	39.6%	45.7%	45.1%	41.7%	47.1%	45.0%

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?

		Gender		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.	361	183	178	93	149	118	92	124	90
	43.3%	43.7%	42.9%	40.0%	43.7%	45.6%	40.3%	45.7%	46.3%
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	375	184	191	80	158	137	85	134	94
	49.0%	47.4%	50.6%	41.1%	49.6%	54.2%	42.4%	52.2%	51.3%
						C		F	
The casino/entertainment complex will have space dedicated for local theatre and art, and provide new performing venues for local acts.	226	116	111	47	98	81	54	78	61
	34.2%	33.9%	34.5%	27.3%	34.8%	39.1%	29.3%	36.5%	38.0%
						C			
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	279	151	128	60	114	104	72	96	71
	37.5%	39.0%	35.8%	28.8%	38.4%	44.1%	34.6%	39.6%	40.6%
						C			
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	215	123	92	56	89	69	66	69	45
	25.9%	30.0%	21.9%	24.3%	26.3%	26.9%	28.8%	25.8%	23.2%
		B							
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	201	111	90	49	85	67	57	66	46
	29.6%	32.2%	27.0%	27.0%	30.0%	31.3%	30.0%	30.3%	29.3%

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?

		Gender		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
	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	177	175	92	141	119	92	119	87
	42.8%	43.1%	42.6%	39.3%	42.8%	46.0%	40.2%	44.3%	46.7%

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
Putting a casino in a large urban area will produce more gambling addicts.	576	264	313	164	228	184	160	182	133
	72.5%	68.8%	75.9%	73.3%	69.6%	75.5%	71.6%	71.6%	73.5%
			A						
A casino will lead to additional criminal activity in Toronto.	565	264	301	159	226	180	161	178	127
	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 businesses close to the casino.	485	216	269	130	201	155	136	154	115
	70.9%	64.6%	76.9%	66.9%	71.6%	73.6%	68.2%	71.4%	73.1%
			A						
A new casino will not result in increased employment opportunities in Toronto.	390	188	202	111	165	114	116	135	87
	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 casino.	394	191	203	118	152	125	111	119	91
	55.8%	57.0%	54.7%	57.8%	51.1%	60.6%	56.0%	52.9%	58.2%
						D			
Casinos don't integrate into the community.	419	195	224	113	168	138	109	136	102
	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
	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 jobs.	677	329	348	185	276	216	183	222	164
	80.1%	79.1%	81.0%	78.1%	79.6%	82.4%	77.8%	80.9%	84.1%

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?

		Gender		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.	656	330	326	174	271	211	169	222	163
	78.6%	78.9%	78.3%	74.6%	79.5%	81.2%	73.9%	81.5%	83.9%
									F
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	628	314	314	148	262	218	163	214	148
	82.0%	81.0%	83.0%	76.0%	82.4%	86.1%	81.4%	83.1%	81.1%
						C			
The casino/entertainment complex will have space dedicated for local theatre and art, and provide new performing venues for local acts.	475	235	240	115	205	155	132	156	112
	71.8%	68.8%	74.9%	66.1%	72.8%	75.1%	71.1%	73.4%	70.3%
The vision for the Toronto casino is an elegant, world-leading, architecturally-significant development to be integrated with its surroundings.	522	263	259	124	215	182	147	177	125
	70.1%	68.1%	72.4%	59.5%	72.1%	77.0%	70.3%	73.1%	71.9%
					C	C			
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	485	251	233	134	203	148	145	163	102
	58.6%	61.5%	55.7%	58.1%	59.9%	57.3%	63.7%	60.7%	52.4%
							H		
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.	469	238	232	119	196	154	136	149	112
	69.3%	68.8%	69.8%	66.0%	69.2%	72.2%	70.9%	68.4%	70.8%

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?

		Gender		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	250	254	128	210	166	141	165	121
	64.7%	63.5%	66.0%	61.4%	65.7%	66.2%	66.5%	65.9%	65.0%
The centre would bring thousands of jobs and between \$50 million to \$100 million in direct revenue to the city on an annual basis.	633	311	321	172	250	211	170	213	151
	77.1%	75.9%	78.4%	73.5%	76.3%	81.5%	73.9%	79.3%	81.1%

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

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

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

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?

		Gender		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%	17.1%	15.0%
							H		
Proceeds from Ontario casinos go back to provincial government programs like health care and education.	127	71	56	43	49	35	32	41	35
	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%	24.9%	21.4%	25.8%	24.8%	27.5%
				DE					
Gambling is a source of entertainment for millions of Ontarians. People should be free to choose to go to a casino.	321	151	170	94	121	106	76	100	91
	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 entertainment opportunities.	186	95	92	53	76	58	49	65	43
	27.5%	27.4%	27.7%	29.6%	26.7%	26.9%	25.6%	30.0%	27.4%

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?

		Gender		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
	20.8%	22.0%	19.6%	22.6%	21.6%	18.1%	23.4%	19.7%	18.3%

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	274	124	150	67	112	95	71	91	62
	34.4%	32.4%	36.4%	30.1%	34.1%	38.8%	31.7%	35.8%	34.0%
Somewhat important	302	140	163	97	116	89	89	91	72
	38.0%	36.4%	39.5%	43.2%	35.5%	36.7%	39.9%	35.9%	39.5%
Not very important	127	67	60	33	57	37	32	41	34
	15.9%	17.4%	14.6%	14.7%	17.4%	15.1%	14.4%	16.0%	18.7%
Not at all important	60	39	21	18	27	15	19	25	9
	7.6%	10.3%	5.1%	8.1%	8.4%	6.0%	8.6%	9.7%	5.1%
		B							
Not sure/haven't really thought about it	32	14	18	9	15	8	12	7	5
	4.0%	3.6%	4.4%	3.8%	4.6%	3.4%	5.4%	2.6%	2.6%
Summary									
Top2Box (Important)	576	264	313	164	228	184	160	182	133
	72.5%	68.8%	75.9%	73.3%	69.6%	75.5%	71.6%	71.6%	73.5%
			A						
Low2Box (Not Important)	187	106	81	51	85	52	51	66	43
	23.5%	27.6%	19.7%	22.8%	25.8%	21.1%	23.0%	25.8%	23.9%
		B							
Mean	3	2.9	3.1	3	3	3.1	3	3	3.1
			A						
[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

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	298	133	164	77	128	93	79	95	72
	41.4%	38.2%	44.4%	38.1%	43.0%	42.2%	38.8%	40.9%	45.0%
Somewhat important	267	130	137	81	99	87	82	83	55
	37.1%	37.3%	37.0%	40.1%	33.2%	39.7%	40.1%	35.6%	34.8%
Not very important	78	43	35	23	36	19	22	23	21
	10.9%	12.3%	9.5%	11.3%	12.1%	8.8%	10.8%	9.9%	13.2%
Not at all important	45	32	13	13	18	14	13	21	7
	6.2%	9.1%	3.5%	6.6%	6.0%	6.2%	6.2%	9.0%	4.6%
		B							
Not sure/haven't really thought about it	32	11	21	8	17	7	8	10	4
	4.4%	3.2%	5.6%	3.8%	5.8%	3.1%	4.1%	4.5%	2.4%
Summary									
Top2Box (Important)	565	264	301	159	226	180	161	178	127
	78.5%	75.5%	81.4%	78.2%	76.2%	81.9%	78.9%	76.6%	79.8%
Low2Box (Not Important)	123	75	48	36	54	33	35	44	28
	17.1%	21.3%	13.1%	18.0%	18.0%	15.0%	17.0%	18.9%	17.8%
		B							
Mean	3.2	3.1	3.3	3.1	3.2	3.2	3.2	3.1	3.2
			A						
[Rebase]									
A casino will lead to additional criminal activity in Toronto.									
Base: All respondents	906	425	481	226	394	286	246	289	214

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	217	91	126	53	90	75	52	71	58
	31.7%	27.2%	36.1%	27.2%	31.9%	35.8%	25.8%	32.8%	37.1%
			A						F
Somewhat important	268	125	143	77	112	80	85	83	57
	39.2%	37.4%	40.8%	39.7%	39.7%	37.9%	42.4%	38.6%	36.0%
Not very important	121	75	46	43	47	31	36	38	28
	17.6%	22.5%	13.0%	22.2%	16.7%	14.8%	18.3%	17.7%	18.1%
		B							
Not at all important	40	26	13	12	14	13	17	13	7
	5.8%	7.9%	3.8%	6.3%	5.1%	6.3%	8.7%	6.0%	4.2%
		B							
Not sure/haven't really thought about it	39	17	22	9	19	11	10	11	7
	5.6%	5.0%	6.2%	4.5%	6.7%	5.2%	4.8%	4.9%	4.6%
Summary									
Top2Box (Important)	485	216	269	130	201	155	136	154	115
	70.9%	64.6%	76.9%	66.9%	71.6%	73.6%	68.2%	71.4%	73.1%
			A						
Low2Box (Not Important)	161	102	59	55	61	44	54	51	35
	23.5%	30.4%	16.9%	28.5%	21.7%	21.1%	27.0%	23.7%	22.3%
		B							
Mean	3	2.9	3.2	2.9	3.1	3.1	2.9	3	3.1
			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

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	168	75	93	32	77	59	43	62	42
	30.0%	26.6%	33.3%	20.3%	31.7%	37.0%	26.7%	32.4%	34.4%
				C	C				
Somewhat important	222	114	109	79	88	55	73	72	44
	39.7%	40.5%	38.9%	49.3%	36.5%	34.9%	45.3%	37.7%	35.9%
				DE					
Not very important	91	52	39	24	42	26	23	29	24
	16.3%	18.6%	14.0%	15.0%	17.2%	16.3%	14.6%	15.1%	19.1%
Not at all important	43	27	16	15	17	11	10	18	10
	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									
Top2Box (Important)	390	188	202	111	165	114	116	135	87
	69.7%	67.1%	72.2%	69.6%	68.2%	72.0%	72.0%	70.1%	70.3%
Low2Box (Not Important)	134	79	56	39	58	37	33	47	34
	24.0%	28.1%	19.9%	24.7%	24.2%	23.1%	20.7%	24.4%	27.2%
		B							
Mean	3	2.9	3.1	2.9	3	3.1	3	3	3
			A						
[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

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?

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Very important	168	75	93	32	77	59	43	62	42
	18.5%	17.0%	19.9%	12.3%	20.8%	21.5%	16.7%	21.4%	20.8%
					C	C			
Somewhat important	222	114	109	79	88	55	73	72	44
	24.5%	25.9%	23.2%	29.9%	23.9%	20.2%	28.4%	24.9%	21.7%
				E					
Not very important	91	52	39	24	42	26	23	29	24
	10.1%	11.9%	8.4%	9.1%	11.3%	9.4%	9.2%	10.0%	11.6%
Not at all important	43	27	16	15	17	11	10	18	10
	4.8%	6.1%	3.5%	5.9%	4.6%	4.0%	3.8%	6.1%	4.9%
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%
Unaware of consideration	346	158	188	103	127	115	96	99	81
	38.2%	36.0%	40.3%	39.3%	34.5%	42.1%	37.4%	33.9%	39.5%
						D			
Summary									
Top2Box (Important)	390	188	202	111	165	114	116	135	87
	43.1%	43.0%	43.2%	42.2%	44.7%	41.7%	45.1%	46.3%	42.5%
Low2Box (Not Important)	134	79	56	39	58	37	33	47	34
	14.8%	18.0%	11.9%	15.0%	15.8%	13.4%	13.0%	16.1%	16.5%
		B							
Mean	3	2.9	3.1	2.9	3	3.1	3	3	3
			A						

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	203	89	114	52	75	76	51	59	52
	28.8%	26.6%	30.8%	25.4%	25.3%	37.2%	25.7%	26.4%	32.9%
						CD			
Somewhat important	191	102	89	66	77	48	60	60	40
	27.0%	30.4%	23.9%	32.4%	25.8%	23.4%	30.3%	26.5%	25.3%
Not very important	159	63	96	38	79	42	51	54	26
	22.5%	18.7%	26.0%	18.7%	26.5%	20.6%	25.8%	24.0%	16.8%
			A						
Not at all important	107	61	46	33	45	29	22	36	35
	15.1%	18.2%	12.4%	16.2%	15.2%	14.0%	11.0%	16.0%	22.6%
		B							F
Not sure/haven't really thought about it	46	21	26	15	21	10	14	16	4
	6.6%	6.1%	7.0%	7.4%	7.2%	4.9%	7.1%	7.1%	2.4%
								H	
Summary									
Top2Box (Important)	394	191	203	118	152	125	111	119	91
	55.8%	57.0%	54.7%	57.8%	51.1%	60.6%	56.0%	52.9%	58.2%
						D			
Low2Box (Not Important)	266	124	142	71	124	71	73	90	62
	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.									
Base: All respondents	906	425	481	226	394	286	246	289	214
Weighted	906	438	468	263	369	274	256	291	204

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?

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
Very important	203	89	114	52	75	76	51	59	52
	22.4%	20.3%	24.4%	19.7%	20.4%	27.9%	19.9%	20.4%	25.3%
						CD			
Somewhat important	191	102	89	66	77	48	60	60	40
	21.1%	23.3%	19.0%	25.1%	20.8%	17.6%	23.5%	20.5%	19.5%
Not very important	159	63	96	38	79	42	51	54	26
	17.6%	14.3%	20.6%	14.5%	21.3%	15.4%	20.0%	18.6%	12.9%
			A						
Not at all important	107	61	46	33	45	29	22	36	35
	11.8%	13.9%	9.8%	12.5%	12.2%	10.5%	8.5%	12.4%	17.4%
									F
Not sure/haven't really thought about it	46	21	26	15	21	10	14	16	4
	5.1%	4.7%	5.5%	5.7%	5.8%	3.6%	5.5%	5.5%	1.8%
								H	
Unaware of consideration	199	103	96	59	72	68	58	66	47
	22.0%	23.4%	20.6%	22.4%	19.5%	25.0%	22.5%	22.7%	23.1%
Summary									
Top2Box (Important)	394	191	203	118	152	125	111	119	91
	43.5%	43.6%	43.4%	44.8%	41.2%	45.4%	43.4%	40.9%	44.8%
Low2Box (Not Important)	266	124	142	71	124	71	73	90	62
	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			

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	210	96	114	48	82	79	45	68	56
	30.7%	28.6%	32.6%	24.8%	29.1%	38.3%	23.4%	30.2%	35.6%
						CD			F
Somewhat important	209	99	110	65	86	58	64	68	47
	30.5%	29.5%	31.4%	33.3%	30.2%	28.2%	33.8%	30.3%	29.8%
Not very important	155	78	77	46	68	40	48	50	33
	22.6%	23.3%	21.9%	23.6%	24.2%	19.4%	25.1%	22.3%	21.4%
Not at all important	68	47	22	22	30	16	22	25	14
	10.0%	13.9%	6.2%	11.5%	10.7%	7.6%	11.5%	11.3%	8.8%
		B							
Not sure/haven't really thought about it	44	16	28	13	17	14	12	13	7
	6.4%	4.7%	8.0%	6.9%	5.9%	6.6%	6.2%	5.9%	4.4%
Summary									
Top2Box (Important)	419	195	224	113	168	138	109	136	102
	61.1%	58.1%	64.0%	58.1%	59.3%	66.5%	57.1%	60.5%	65.4%
Low2Box (Not Important)	223	125	98	68	99	56	70	76	47
	32.5%	37.2%	28.0%	35.1%	34.8%	26.9%	36.7%	33.6%	30.3%
		B							
Mean	2.9	2.8	3	2.8	2.8	3	2.7	2.8	3
			A			CD			F
[Rebase]									
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

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	275	126	149	65	116	94	70	88	72
	37.2%	34.7%	39.6%	31.8%	36.9%	42.6%	33.9%	36.6%	43.1%
Somewhat important	255	125	130	85	98	71	74	82	55
	34.4%	34.3%	34.4%	41.5%	31.1%	32.4%	35.9%	34.3%	32.8%
Not very important	111	62	48	26	57	27	29	37	24
	14.9%	17.1%	12.8%	12.8%	18.2%	12.2%	14.0%	15.5%	14.3%
Not at all important	52	28	24	14	21	17	15	21	12
	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
	6.5%	6.2%	6.8%	7.3%	7.0%	4.9%	8.7%	4.8%	2.9%
Summary									
Top2Box (Important)	530	251	280	151	214	165	144	170	127
	71.6%	69.0%	74.0%	73.3%	68.0%	75.1%	69.9%	70.9%	75.9%
Low2Box (Not Important)	163	90	73	40	79	44	44	58	36
	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.									

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?

		Gender		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
Very important	275	126	149	65	116	94	70	88	72
	30.4%	28.7%	32.0%	24.9%	31.5%	34.2%	27.2%	30.3%	35.4%
						C			
Somewhat important	255	125	130	85	98	71	74	82	55
	28.1%	28.4%	27.8%	32.5%	26.6%	26.0%	28.8%	28.3%	27.0%
Not very important	111	62	48	26	57	27	29	37	24
	12.2%	14.2%	10.3%	10.0%	15.6%	9.8%	11.2%	12.8%	11.8%
					E				
Not at all important	52	28	24	14	21	17	15	21	12
	5.8%	6.4%	5.2%	5.2%	5.8%	6.3%	5.9%	7.3%	5.6%
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%	4.0%	2.4%
							H		
Unaware of consideration	165	75	90	57	54	54	51	51	36
	18.2%	17.1%	19.3%	21.8%	14.6%	19.7%	19.8%	17.4%	17.8%
				D					
Summary									
Top2Box (Important)	530	251	280	151	214	165	144	170	127
	58.5%	57.2%	59.8%	57.4%	58.1%	60.2%	56.1%	58.6%	62.4%
Low2Box (Not Important)	163	90	73	40	79	44	44	58	36
	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/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H Overlap formulae used.

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	371	182	189	94	158	118	98	130	88
	43.8%	43.7%	43.9%	39.6%	45.7%	45.1%	41.7%	47.1%	45.0%
Somewhat important	307	147	159	91	118	98	85	93	76
	36.2%	35.4%	37.1%	38.5%	33.9%	37.3%	36.1%	33.7%	39.0%
Not very important	104	52	53	32	40	32	30	34	22
	12.3%	12.4%	12.3%	13.4%	11.7%	12.2%	12.6%	12.5%	11.2%
Not at all important	47	29	18	15	17	14	17	13	8
	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
	2.0%	1.5%	2.6%	1.9%	3.7%	-	2.4%	1.7%	0.5%
				E	E				
Summary									
Top2Box (Important)	677	329	348	185	276	216	183	222	164
	80.1%	79.1%	81.0%	78.1%	79.6%	82.4%	77.8%	80.9%	84.1%
Low2Box (Not Important)	151	81	71	47	58	46	47	48	30
	17.9%	19.4%	16.5%	20.0%	16.7%	17.6%	19.8%	17.4%	15.4%
Mean	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.3	3.3
[Rebase]									

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

		Gender		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
Very important	371	182	189	94	158	118	98	130	88
	40.9%	41.5%	40.3%	35.7%	42.9%	43.2%	38.3%	44.5%	43.1%
Somewhat important	307	147	159	91	118	98	85	93	76
	33.8%	33.6%	34.1%	34.6%	31.8%	35.8%	33.2%	31.9%	37.4%
Not very important	104	52	53	32	40	32	30	34	22
	11.5%	11.8%	11.3%	12.1%	11.0%	11.7%	11.5%	11.8%	10.8%
Not at all important	47	29	18	15	17	14	17	13	8
	5.2%	6.6%	3.8%	5.9%	4.7%	5.2%	6.6%	4.6%	4.0%
Not sure/haven't really thought about it	17	6	11	5	13	0	6	5	1
	1.9%	1.4%	2.3%	1.7%	3.4%	-	2.2%	1.6%	0.5%
				E	E				
Unaware of consideration	60	22	38	26	23	11	21	16	9
	6.7%	5.1%	8.1%	10.0%	6.1%	4.1%	8.1%	5.5%	4.3%
				E					
Summary									
Top2Box (Important)	677	329	348	185	276	216	183	222	164
	74.7%	75.1%	74.4%	70.3%	74.7%	79.0%	71.5%	76.4%	80.5%
						C			F
Low2Box (Not Important)	151	81	71	47	58	46	47	48	30
	16.7%	18.4%	15.1%	18.0%	15.7%	16.9%	18.2%	16.5%	14.8%
Mean	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.3	3.3

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	361	183	178	93	149	118	92	124	90
	43.3%	43.7%	42.9%	40.0%	43.7%	45.6%	40.3%	45.7%	46.3%
Somewhat important	295	148	148	81	122	92	77	97	73
	35.4%	35.3%	35.4%	34.6%	35.7%	35.6%	33.6%	35.8%	37.7%
Not very important	112	57	55	46	39	28	36	34	16
	13.4%	13.6%	13.2%	19.5%	11.3%	10.6%	15.6%	12.5%	8.3%
				DE			H		
Not at all important	51	25	26	11	20	19	18	13	13
	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%
					E				
Summary									
Top2Box (Important)	656	330	326	174	271	211	169	222	163
	78.6%	78.9%	78.3%	74.6%	79.5%	81.2%	73.9%	81.5%	83.9%
									F
Low2Box (Not Important)	162	82	81	57	59	47	54	47	29
	19.5%	19.5%	19.4%	24.2%	17.2%	18.1%	23.6%	17.1%	15.0%
							H		
Mean	3.2	3.2	3.2	3.1	3.2	3.2	3.1	3.2	3.2
[Rebase]									

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

		Gender		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
Very important	361	183	178	93	149	118	92	124	90
	39.8%	41.7%	38.1%	35.6%	40.4%	43.2%	36.0%	42.7%	44.1%
Somewhat important	295	148	148	81	122	92	77	97	73
	32.6%	33.7%	31.5%	30.7%	33.1%	33.7%	30.0%	33.4%	35.9%
Not very important	112	57	55	46	39	28	36	34	16
	12.3%	13.0%	11.8%	17.3%	10.5%	10.1%	13.9%	11.7%	7.9%
				DE					
Not at all important	51	25	26	11	20	19	18	13	13
	5.6%	5.7%	5.5%	4.2%	5.5%	7.1%	7.2%	4.3%	6.4%
Not sure/haven't really thought about it	16	6	10	3	11	2	6	4	2
	1.8%	1.4%	2.1%	1.0%	3.1%	0.7%	2.2%	1.3%	1.0%
					E				
Unaware of consideration	72	20	51	29	28	14	27	19	10
	7.9%	4.6%	11.0%	11.2%	7.5%	5.3%	10.7%	6.6%	4.8%
			A	E			H		
Summary									
Top2Box (Important)	656	330	326	174	271	211	169	222	163
	72.4%	75.3%	69.7%	66.3%	73.5%	76.9%	66.0%	76.1%	79.9%
						C		F	F
Low2Box (Not Important)	162	82	81	57	59	47	54	47	29
	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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	375	184	191	80	158	137	85	134	94
	49.0%	47.4%	50.6%	41.1%	49.6%	54.2%	42.4%	52.2%	51.3%
						C		F	
Somewhat important	253	130	122	68	104	81	78	79	54
	33.0%	33.7%	32.4%	35.0%	32.8%	31.9%	39.0%	30.9%	29.8%
Not very important	88	50	39	35	30	22	23	31	20
	11.5%	12.8%	10.2%	18.2%	9.6%	8.8%	11.4%	12.0%	11.0%
				DE					
Not at all important	39	21	18	7	19	13	9	10	14
	5.1%	5.5%	4.8%	3.7%	6.0%	5.1%	4.7%	3.8%	7.8%
Not sure/haven't really thought about it	11	3	8	4	6	0	5	3	0
	1.4%	0.7%	2.1%	2.1%	2.0%	-	2.5%	1.1%	-
				E	E		H		
Summary									
Top2Box (Important)	628	314	314	148	262	218	163	214	148
	82.0%	81.0%	83.0%	76.0%	82.4%	86.1%	81.4%	83.1%	81.1%
						C			
Low2Box (Not Important)	127	71	56	43	49	35	32	41	35
	16.6%	18.3%	15.0%	21.9%	15.5%	13.9%	16.1%	15.8%	18.9%
Mean	3.3	3.2	3.3	3.2	3.3	3.4	3.2	3.3	3.2
						C			
[Rebase] Proceeds from Ontario casinos go back to provincial government programs like health care and education.									

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?

		Gender		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
Very important	375	184	191	80	158	137	85	134	94
	41.3%	41.9%	40.8%	30.4%	42.6%	50.1%	33.1%	46.2%	46.0%
					C	C		F	F
Somewhat important	253	130	122	68	104	81	78	79	54
	27.9%	29.8%	26.2%	25.9%	28.2%	29.4%	30.5%	27.3%	26.7%
Not very important	88	50	39	35	30	22	23	31	20
	9.7%	11.3%	8.2%	13.5%	8.2%	8.2%	8.9%	10.6%	9.9%
Not at all important	39	21	18	7	19	13	9	10	14
	4.3%	4.8%	3.8%	2.7%	5.1%	4.7%	3.6%	3.3%	7.0%
Not sure/haven't really thought about it	11	3	8	4	6	0	5	3	0
	1.2%	0.6%	1.7%	1.5%	1.8%	-	2.0%	1.0%	-
					E				
Unaware of consideration	141	51	90	68	52	21	56	34	21
	15.5%	11.6%	19.2%	26.0%	14.0%	7.6%	21.9%	11.6%	10.3%
			A	DE	E		GH		
Summary									
Top2Box (Important)	628	314	314	148	262	218	163	214	148
	69.3%	71.6%	67.0%	56.3%	70.9%	79.5%	63.6%	73.5%	72.8%
					C	CD		F	F
Low2Box (Not Important)	127	71	56	43	49	35	32	41	35
	14.0%	16.1%	12.1%	16.2%	13.4%	12.9%	12.6%	13.9%	16.9%
Mean	3.3	3.2	3.3	3.2	3.3	3.4	3.2	3.3	3.2
						C			

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	226	116	111	47	98	81	54	78	61
	34.2%	33.9%	34.5%	27.3%	34.8%	39.1%	29.3%	36.5%	38.0%
Somewhat important	249	119	130	68	107	74	77	79	51
	37.6%	34.9%	40.5%	38.9%	38.0%	36.0%	41.7%	36.9%	32.3%
Not very important	121	65	56	42	46	33	33	41	30
	18.3%	19.2%	17.4%	23.8%	16.5%	16.1%	18.0%	19.1%	18.8%
Not at all important	53	34	19	15	25	14	17	14	15
	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									
Top2Box (Important)	475	235	240	115	205	155	132	156	112
	71.8%	68.8%	74.9%	66.1%	72.8%	75.1%	71.1%	73.4%	70.3%
Low2Box (Not Important)	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%
Mean	3	2.9	3.1	2.9	3	3.1	2.9	3	3
						C			
[Rebase]									

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

		Gender		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
Very important	226	116	111	47	98	81	54	78	61
	25.0%	26.4%	23.6%	18.1%	26.5%	29.5%	21.2%	26.7%	29.7%
					C	C			F
Somewhat important	249	119	130	68	107	74	77	79	51
	27.5%	27.2%	27.7%	25.8%	28.9%	27.2%	30.2%	27.0%	25.2%
Not very important	121	65	56	42	46	33	33	41	30
	13.4%	14.9%	11.9%	15.8%	12.6%	12.1%	13.0%	14.0%	14.7%
Not at all important	53	34	19	15	25	14	17	14	15
	5.8%	7.7%	4.1%	5.6%	6.7%	5.0%	6.5%	4.8%	7.6%
		B							
Not sure/haven't really thought about it	13	7	5	3	5	5	4	2	2
	1.4%	1.7%	1.1%	1.0%	1.4%	1.7%	1.5%	0.7%	1.0%
Unaware of consideration	244	97	147	88	88	67	71	78	44
	26.9%	22.1%	31.4%	33.7%	23.9%	24.6%	27.6%	26.8%	21.8%
			A	DE					
Summary									
Top2Box (Important)	475	235	240	115	205	155	132	156	112
	52.4%	53.6%	51.4%	43.8%	55.4%	56.6%	51.5%	53.7%	55.0%
					C	C			
Low2Box (Not Important)	174	99	75	56	71	47	50	55	45
	19.2%	22.6%	16.1%	21.4%	19.2%	17.1%	19.5%	18.8%	22.3%
		B							
Mean	3	2.9	3.1	2.9	3	3.1	2.9	3	3
						C			

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+

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

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

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

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

		Gender		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	151	128	60	114	104	72	96	71
	30.8%	34.4%	27.4%	22.9%	31.0%	38.1%	28.1%	33.0%	34.6%
		B			C	C			
Somewhat important	243	112	131	64	101	78	74	81	55
	26.8%	25.6%	27.9%	24.4%	27.3%	28.4%	29.1%	27.9%	26.8%
Not very important	133	68	65	53	50	30	29	42	36
	14.6%	15.5%	13.8%	20.0%	13.5%	11.1%	11.2%	14.4%	17.5%
				DE					
Not at all important	68	44	25	24	24	20	25	18	12
	7.5%	10.0%	5.3%	9.0%	6.6%	7.4%	9.7%	6.3%	6.0%
		B							
Not sure/haven't really thought about it	21	12	10	8	9	4	8	5	1
	2.3%	2.6%	2.0%	3.1%	2.4%	1.4%	3.2%	1.7%	0.5%
							H		
Unaware of consideration	162	52	110	54	71	37	48	49	30
	17.9%	11.9%	23.5%	20.6%	19.2%	13.6%	18.7%	16.8%	14.6%
			A	E					
Summary									
Top2Box (Important)	522	263	259	124	215	182	147	177	125
	57.6%	59.9%	55.3%	47.2%	58.2%	66.5%	57.2%	60.8%	61.4%
					C	CD			
Low2Box (Not Important)	201	112	89	76	74	51	54	60	48
	22.2%	25.5%	19.1%	29.0%	20.1%	18.5%	21.0%	20.7%	23.5%
		B		DE					
Mean	3	3	3	2.8	3.1	3.1	3	3.1	3.1
					C	C			

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+

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

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

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

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

		Gender		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
Very important	215	123	92	56	89	69	66	69	45
	23.7%	28.0%	19.6%	21.3%	24.2%	25.3%	25.6%	23.8%	22.2%
		B							
Somewhat important	270	129	141	78	114	78	79	94	57
	29.8%	29.4%	30.2%	29.7%	30.8%	28.6%	30.9%	32.3%	28.0%
Not very important	197	96	101	65	71	62	53	68	45
	21.8%	21.9%	21.7%	24.6%	19.2%	22.4%	20.6%	23.2%	22.2%
Not at all important	124	55	69	29	50	44	23	32	46
	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
	2.4%	1.3%	3.3%	1.0%	4.0%	1.5%	2.6%	2.1%	1.0%
					C				
Unaware of consideration	79	30	49	32	30	17	29	22	8
	8.7%	6.8%	10.5%	12.1%	8.2%	6.0%	11.2%	7.7%	4.1%
				E			H		
Summary									
Top2Box (Important)	485	251	233	134	203	148	145	163	102
	53.5%	57.3%	49.9%	51.0%	55.0%	53.9%	56.5%	56.0%	50.3%
		B							
Low2Box (Not Important)	321	151	170	94	121	106	76	100	91
	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
		B					H	H	

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
The proposed development is not just a casino. 90% of floor space is dedicated to new convention, retail and entertainment opportunities.									
Base: Aware of argument	683	341	342	156	303	224	185	218	168
Weighted	677	345	332	180	283	214	192	218	158
Very important	201	111	90	49	85	67	57	66	46
	29.6%	32.2%	27.0%	27.0%	30.0%	31.3%	30.0%	30.3%	29.3%
Somewhat important	268	126	142	70	111	87	78	83	66
	39.7%	36.6%	42.8%	39.0%	39.2%	40.9%	40.9%	38.0%	41.5%
Not very important	121	61	60	41	49	30	36	42	27
	17.9%	17.8%	18.1%	23.0%	17.5%	14.2%	18.6%	19.3%	16.8%
				E					
Not at all important	65	33	32	12	26	27	13	23	17
	9.6%	9.6%	9.6%	6.5%	9.2%	12.7%	7.0%	10.8%	10.6%
Not sure/haven't really thought about it	21	13	8	8	12	2	7	3	3
	3.2%	3.8%	2.5%	4.4%	4.1%	0.9%	3.6%	1.6%	1.8%
				E	E				
Summary									
Top2Box (Important)	469	238	232	119	196	154	136	149	112
	69.3%	68.8%	69.8%	66.0%	69.2%	72.2%	70.9%	68.4%	70.8%
Low2Box (Not Important)	186	95	92	53	76	58	49	65	43
	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
[Rebase]									

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

		Gender		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
Very important	201	111	90	49	85	67	57	66	46
	22.1%	25.3%	19.1%	18.5%	23.0%	24.4%	22.4%	22.7%	22.8%
		B							
Somewhat important	268	126	142	70	111	87	78	83	66
	29.6%	28.9%	30.4%	26.7%	30.0%	31.9%	30.6%	28.5%	32.2%
Not very important	121	61	60	41	49	30	36	42	27
	13.4%	14.0%	12.8%	15.8%	13.4%	11.1%	13.9%	14.4%	13.0%
Not at all important	65	33	32	12	26	27	13	23	17
	7.2%	7.6%	6.8%	4.5%	7.1%	9.9%	5.2%	8.1%	8.2%
						C			
Not sure/haven't really thought about it	21	13	8	8	12	2	7	3	3
	2.4%	3.0%	1.8%	3.0%	3.1%	0.7%	2.7%	1.2%	1.4%
					E				
Unaware of consideration	229	93	136	83	86	60	65	73	46
	25.3%	21.2%	29.1%	31.5%	23.4%	21.9%	25.2%	25.1%	22.4%
			A	DE					
Summary									
Top2Box (Important)	469	238	232	119	196	154	136	149	112
	51.8%	54.2%	49.5%	45.3%	53.0%	56.3%	53.0%	51.2%	54.9%
						C			
Low2Box (Not Important)	186	95	92	53	76	58	49	65	43
	20.6%	21.6%	19.6%	20.3%	20.5%	21.0%	19.1%	22.5%	21.2%
Mean	2.9	2.9	2.9	2.9	2.9	2.9	3	2.9	2.9

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	219	120	99	49	94	76	53	76	54
	28.1%	30.5%	25.8%	23.4%	29.4%	30.4%	25.1%	30.4%	29.0%
Somewhat important	285	130	155	79	116	90	88	89	67
	36.6%	33.0%	40.2%	38.0%	36.3%	35.8%	41.4%	35.5%	35.9%
			A						
Not very important	166	93	73	61	57	48	46	55	39
	21.3%	23.6%	18.9%	29.4%	17.8%	18.9%	21.9%	22.0%	20.7%
				DE					
Not at all important	88	40	48	12	42	35	19	28	23
	11.4%	10.3%	12.5%	5.7%	13.1%	13.8%	8.8%	11.3%	12.3%
					C	C			
Not sure/haven't really thought about it	20	10	10	7	11	3	6	2	4
	2.6%	2.6%	2.6%	3.4%	3.3%	1.1%	2.8%	0.7%	2.0%
Summary									
Top2Box (Important)	504	250	254	128	210	166	141	165	121
	64.7%	63.5%	66.0%	61.4%	65.7%	66.2%	66.5%	65.9%	65.0%
Low2Box (Not Important)	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%
Mean	2.8	2.9	2.8	2.8	2.8	2.8	2.9	2.9	2.8
[Rebase]									

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

		Gender		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
Very important	219	120	99	49	94	76	53	76	54
	24.2%	27.4%	21.2%	18.7%	25.4%	27.8%	20.7%	26.2%	26.6%
		B				C			
Somewhat important	285	130	155	79	116	90	88	89	67
	31.4%	29.7%	33.1%	30.2%	31.3%	32.7%	34.2%	30.6%	32.9%
Not very important	166	93	73	61	57	48	46	55	39
	18.3%	21.2%	15.6%	23.4%	15.4%	17.3%	18.1%	19.0%	19.0%
		B		D					
Not at all important	88	40	48	12	42	35	19	28	23
	9.8%	9.2%	10.3%	4.6%	11.3%	12.7%	7.2%	9.7%	11.2%
					C	C			
Not sure/haven't really thought about it	20	10	10	7	11	3	6	2	4
	2.2%	2.4%	2.2%	2.7%	2.9%	1.0%	2.3%	0.6%	1.9%
Unaware of consideration	127	45	83	54	51	23	45	40	17
	14.1%	10.2%	17.6%	20.4%	13.7%	8.4%	17.4%	13.9%	8.5%
			A	DE	E		H		
Summary									
Top2Box (Important)	504	250	254	128	210	166	141	165	121
	55.6%	57.0%	54.3%	48.9%	56.7%	60.6%	54.9%	56.8%	59.4%
						C			
Low2Box (Not Important)	254	133	121	73	99	82	65	84	62
	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

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?

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

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

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

		Gender		Age			Income		
	Total	Male	Female	19-34	35-54	55+	<\$50k	\$50k-\$99k	\$100k+
		A	B	C	D	E	F	G	H
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
Very important	351	177	175	92	141	119	92	119	87
	42.8%	43.1%	42.6%	39.3%	42.8%	46.0%	40.2%	44.3%	46.7%
Somewhat important	281	135	147	80	110	92	77	94	64
	34.3%	32.8%	35.8%	34.2%	33.4%	35.5%	33.7%	35.0%	34.4%
Not very important	111	50	61	40	45	26	40	32	17
	13.5%	12.3%	14.8%	16.9%	13.9%	10.0%	17.3%	12.1%	9.1%
				E			H		
Not at all important	60	40	20	13	25	21	14	20	17
	7.3%	9.7%	4.8%	5.7%	7.7%	8.1%	6.1%	7.6%	9.2%
		B							
Not sure/haven't really thought about it	17	9	8	9	7	1	6	3	1
	2.1%	2.1%	2.0%	3.9%	2.1%	0.4%	2.7%	1.1%	0.6%
				E					
Summary									
Top2Box (Important)	633	311	321	172	250	211	170	213	151
	77.1%	75.9%	78.4%	73.5%	76.3%	81.5%	73.9%	79.3%	81.1%
Low2Box (Not Important)	171	90	80	53	71	47	54	53	34
	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
[Rebase]									

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

		Gender		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
Very important	351	177	175	92	141	119	92	119	87
	38.8%	40.3%	37.4%	35.0%	38.1%	43.4%	36.0%	40.8%	42.6%
Somewhat important	281	135	147	80	110	92	77	94	64
	31.1%	30.7%	31.4%	30.5%	29.7%	33.4%	30.2%	32.3%	31.4%
Not very important	111	50	61	40	45	26	40	32	17
	12.2%	11.5%	13.0%	15.1%	12.3%	9.4%	15.5%	11.1%	8.3%
							H		
Not at all important	60	40	20	13	25	21	14	20	17
	6.6%	9.1%	4.2%	5.1%	6.9%	7.6%	5.4%	7.0%	8.4%
		B							
Not sure/haven't really thought about it	17	9	8	9	7	1	6	3	1
	1.9%	2.0%	1.8%	3.5%	1.9%	0.4%	2.4%	1.0%	0.5%
				E					
Unaware of consideration	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%
			A		E				
Summary									
Top2Box (Important)	633	311	321	172	250	211	170	213	151
	69.8%	71.0%	68.7%	65.5%	67.8%	76.8%	66.2%	73.1%	73.9%
						CD			
Low2Box (Not Important)	171	90	80	53	71	47	54	53	34
	18.8%	20.6%	17.2%	20.2%	19.2%	17.1%	20.9%	18.1%	16.7%
Mean	3.2	3.1	3.2	3.1	3.1	3.2	3.1	3.2	3.2

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?

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

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

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

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

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