

STRATCOM

STRATEGIC COMMUNICATIONS

Measuring Support for a Toronto Casino May 2012

	Col %	
Recently some provincial and municipal politicians said that Toronto should build a Casino on the waterfront. Some people are in favour of this idea, and some are against it. What about you? Do you support or oppose Toronto building a waterfront Casino, or are you neutral on the subject?	Strongly support	18.8%
	Somewhat support	13.3%
	Neutral	19.8%
	Somewhat oppose	12.1%
	Strongly oppose	32.5%
	Not sure	3.5%
Total	100.0%	

	Col %	
If a casino were slated to be opened in your neighbourhood, would you support it, oppose it, or would you be neutral?	Strongly support	10.9%
	Somewhat support	8.2%
	Neutral	20.3%
	Somewhat oppose	10.6%
	Strongly oppose	47.4%
	Not sure	2.6%
Total	100.0%	

	Col %	
Regardless of how you feel about a possible casino in Toronto, do you feel that it should be decided in a city-wide referendum in which all voters can cast a ballot, or should it be decided by City Hall?	Should be decided by a referendum	61.8%
	Should be decided by City Hall	24.1%
	Not sure	14.2%
Total	100.0%	

		Total Sample	Toronto	York or East York	North York	Etobicoke	Scarborough	18-34	35-49	50-64	65 or over
Weighted Counts		954	296	105	219	124	210	292	291	203	169
Recently some provincial and municipal politicians said that Toronto should build a Casino on the waterfront. Some people are in favour of this idea, and some are against it. What about you? Do you support or oppose Toronto building a waterfront Casino, or are you neutral on the subject?	Strongly support	18.8%	15.6%	20.8%	23.5%	20.1%	16.8%	21.2%	14.8%	20.8%	19.3%
	Somewhat support	13.3%	10.2%	12.7%	13.8%	14.1%	16.8%	9.3%	14.8%	16.1%	14.0%
	Neutral	19.8%	19.2%	16.0%	21.4%	17.2%	22.5%	17.7%	24.1%	18.0%	18.2%
	Somewhat oppose	12.1%	11.4%	19.4%	11.8%	10.6%	10.9%	12.6%	9.8%	11.7%	15.9%
	Strongly oppose	32.5%	41.4%	28.8%	23.3%	33.3%	30.8%	33.2%	34.5%	30.6%	30.0%
	Not sure	3.5%	2.1%	2.3%	6.3%	4.7%	2.2%	6.0%	2.0%	2.8%	2.6%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

		Total Sample	Male	Female	Ford Approval	Ford Disapproval	Council Approval	Council Disapproval	Referendum for casino	City Hall decision
Weighted Counts		954	451	503	331	457	346	289	589	230
Recently some provincial and municipal politicians said that Toronto should build a Casino on the waterfront. Some people are in favour of this idea, and some are against it. What about you? Do you support or oppose Toronto building a waterfront Casino, or are you neutral on the subject?	Strongly support	18.8%	23.7%	14.5%	28.4%	12.2%	20.2%	22.1%	19.2%	21.9%
	Somewhat support	13.3%	15.7%	11.0%	15.6%	11.3%	11.8%	14.9%	10.9%	19.1%
	Neutral	19.8%	16.9%	22.4%	21.9%	17.3%	17.5%	16.9%	18.2%	22.7%
	Somewhat oppose	12.1%	11.4%	12.8%	10.8%	15.0%	11.5%	13.8%	13.0%	9.6%
	Strongly oppose	32.5%	30.1%	34.6%	22.4%	41.1%	37.4%	30.0%	35.8%	23.3%
	Not sure	3.5%	2.2%	4.6%	.9%	3.1%	1.7%	2.4%	2.9%	3.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

Toronto: 3 Macdonell Avenue Suite 200 Toronto ON M6R 2A3 PH 416.537.6100 FX 416.588.3490

Vancouver: 1770 W. 7th Ave. Suite. 305 Vancouver BC V6J 4Y6 PH 604.681.3030 FX 604.681.2025

		Total Sample	Toronto	York or East York	North York	Etobicoke	Scarborough	18-34	35-49	50-64	65 or over
Weighted Counts		954	296	105	219	124	210	292	291	203	169
If a casino were slated to be opened in your neighbourhood, would you support it, oppose it, or would you be neutral?	Strongly support	10.9%	8.5%	12.4%	10.7%	14.3%	11.5%	13.5%	9.3%	8.9%	11.3%
	Somewhat support	8.2%	6.1%	11.9%	8.4%	8.5%	8.8%	9.4%	6.3%	9.1%	8.1%
	Neutral	20.3%	17.8%	15.1%	24.9%	26.2%	18.1%	16.6%	23.9%	20.9%	19.8%
	Somewhat oppose	10.6%	10.9%	17.7%	7.6%	9.2%	10.6%	12.5%	9.8%	11.1%	8.0%
	Strongly oppose	47.4%	55.0%	41.8%	41.9%	41.9%	48.6%	44.2%	49.6%	47.2%	49.5%
	Not sure	2.6%	1.6%	1.1%	6.5%		2.3%	3.8%	1.1%	2.8%	3.2%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

		Total Sample	Male	Female	Ford Approval	Ford Disapproval	Council Approval	Council Disapproval	Referendum for casino	City Hall decision
Weighted Counts		954	451	503	331	457	346	289	589	230
If a casino were slated to be opened in your neighbourhood, would you support it, oppose it, or would you be neutral?	Strongly support	10.9%	14.2%	7.8%	16.2%	7.0%	11.8%	14.8%	11.9%	12.4%
	Somewhat support	8.2%	9.2%	7.2%	9.9%	7.2%	8.3%	8.1%	6.6%	13.1%
	Neutral	20.3%	19.6%	21.0%	23.5%	17.0%	19.4%	18.1%	17.1%	25.3%
	Somewhat oppose	10.6%	11.5%	9.8%	10.2%	11.3%	9.6%	8.9%	9.3%	14.3%
	Strongly oppose	47.4%	43.9%	50.6%	38.9%	57.0%	49.6%	48.9%	53.2%	34.0%
	Not sure	2.6%	1.5%	3.7%	1.3%	.6%	1.3%	1.3%	1.9%	.9%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

		Total Sample	Toronto	York or East York	North York	Etobicoke	Scarborough	18-34	35-49	50-64	65 or over
Weighted Counts		954	296	105	219	124	210	292	291	203	169
Regardless of how you feel about a possible casino in Toronto, do you feel that it should be decided in a city-wide referendum in which all voters can cast a ballot, or should it be decided by City Hall?	Should be decided by a referendum	61.8%	58.6%	54.9%	65.9%	59.6%	66.7%	66.5%	54.7%	57.4%	70.9%
	Should be decided by City Hall	24.1%	28.7%	33.4%	19.8%	26.9%	15.8%	21.8%	26.5%	27.5%	19.7%
	Not sure	14.2%	12.8%	11.8%	14.4%	13.5%	17.5%	11.7%	18.7%	15.1%	9.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

		Total Sample	Male	Female	Ford Approval	Ford Disapproval	Council Approval	Council Disapproval	Referendum for casino	City Hall decision
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Regardless of how you feel about a possible casino in Toronto, do you feel that it should be decided in a city-wide referendum in which all voters can cast a ballot, or should it be decided by City Hall?	Should be decided by a referendum	61.8%	58.6%	64.6%	66.0%	61.1%	58.5%	72.5%	100.0%	
	Should be decided by City Hall	24.1%	27.5%	21.0%	23.6%	26.3%	30.5%	19.6%		100.0%
	Not sure	14.2%	13.9%	14.4%	10.4%	12.5%	11.0%	7.9%		
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fielded May 15, 2012, Weighted and Unweighted Sample Size=954

METHODS

This survey was fielded using Stratcom's *Rapid Poll*, an automated phone poll, on May 15th, 2012, yielding a sample of 954 completed surveys and a margin of error of +/-3.2%, 19 times out of 20 had the entire 18+ population of Toronto been polled. This data was statistically weighted to ensure that the sample's regional gender and age composition reflects that of the actual Toronto population according to the 2006 Census. The data was analyzed using SPSS 12.0.

STRATEGIC COMMUNICATIONS INC. (Stratcom) is a full service opinion research and communications firm with offices in Toronto and Vancouver. We have been providing strategic, political and public affairs polling and focus groups since 1991. Stratcom has been the official pollster to 24 Hours newspaper in Vancouver, and its research has been recognized in the Wall Street Journal, Maclean's Magazine, the Globe and Mail, and other national publications.