



***Nearly 60% Opposed to a New or Expanded Casino
Built within 5km of Their Home***

June 9, 2014

Commissioned by: The Mississaugas of Scugog Island First Nation

Methodology

The analysis in this report is based on telephone interviews conducted May 12 to 15, 2014, among a random sample of 500 adults 18 years of age or older living in Pickering and Ajax. The survey was conducted by live interviewers in Toronto, Ontario. 250 interviews were conducted in Pickering and 250 interviews were conducted in Ajax.

The statistics of a random sample of 500 respondents are accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

For more information about the poll's methodology or the results, please contact David Coletto, CEO at david@abacusdata.ca or 613-232-2806.



Opinion about New Casino in Pickering - June 9, 2014

Majority of Pickering/Ajax Residents Opposed to New Casino

500 Pickering and Ajax eligible voters, 18 years of age and older, May 12 to 15, 2014

Toronto, ON –A new random telephone survey of 500 residents of Pickering and Ajax finds the percentage of respondents strongly opposed to a casino in Pickering is far greater than the number who strongly support a casino (32% strongly oppose vs. 14% strongly support).

Overall, one in two residents (50%) are opposed to building a casino in Pickering, as it is currently proposed. 30% support the casino development while 10% of residents are unsure. Opposition to a casino was also stronger among women (54%) and older residents (60+, 58% opposed).

"There is significant opposition to a new casino in Pickering and Ajax," said Abacus Data CEO David Coletto. "And that opposition intensifies when we test a casino built within five kilometers of a resident's home. Most residents think there are enough gaming establishments already in the region, and half are concerned about the extra costs the development would mean for policing and other social programs."

When asked if they would support or oppose a new or expanded casino built within five kilometers of their home, 41% of respondents said they were strongly opposed with another 17% mostly opposed.

The survey also found that:

- 51% of residents agree that a new or expanded casino would bring extra costs for community policing and other related social programs that will have to be paid for by residents of Ajax and Pickering. 41% disagreed while 8% were unsure.
- 64% of residents agree that there are enough gaming establishments in the Ajax/Pickering/Scugog region already. 30% disagreed while 6% were unsure.

"The Mississaugas of Scugog Island First Nation has been proudly running the Great Blue Heron Charity Casino for nearly twenty years. It has provided much needed economic stability and employment for my people, as well as significant charitable donations to organizations in need. A new or expanded casino in the Pickering/Ajax region threatens this success and we are pleased to see that the people of this area are on our side. Politicians need to listen," said Chief Kelly LaRocca.

As the survey was conducted during the Ontario provincial election, respondents were also asked how they would vote if the provincial election was held at the time of the survey. The survey found that the Ontario Liberal Party had a ten-point lead over the PCs (32% vs. 22%) with the NDP and Green Party well back in third and fourth place respectively. Overall 32% of residents said they were undecided about who they would vote for.

For more information about the survey and the results, please contact:

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The next few questions are about a development being proposed in your community. Generally speaking, do you strongly support, mostly support, mostly oppose, or strongly oppose building a casino in Pickering, as currently proposed?

		Strongly support	Mostly support	Mostly oppose	Strongly oppose	Unsure
Are you a resident of Ajax or Pickering?	Ajax/Pickering	14%	26%	18%	32%	10%
	Ajax	12%	24%	20%	34%	10%
	Pickering	16%	29%	15%	30%	10%
Gender	Male	15%	30%	18%	29%	8%
	Female	13%	22%	18%	36%	12%
Age	18 to 39	14%	30%	18%	27%	10%
	40 to 59	14%	25%	19%	32%	10%
	60+	11%	21%	16%	42%	10%
Children in Household	Yes	11%	23%	21%	36%	9%
Vote Intention - Includes Leaners	Ontario Liberal Party	9%	29%	22%	30%	10%
	PC Party of Ontario	15%	23%	17%	35%	9%
	Ontario NDP	17%	35%	13%	35%	0%
	Green Party of Ontario	10%	16%	36%	32%	6%
	Undecided	14%	25%	15%	32%	13%
	Will not vote	31%	17%	7%	24%	21%
Casino in Pickering	Support	34%	66%	0%	0%	0%
	Oppose	0%	0%	36%	64%	0%

Opinion about New Casino in Pickering - June 9, 2014

Agree/Disagree: A new or expanded casino in Ajax and Pickering will bring extra costs for community policing and other related social programs that will have to be paid for by residents of Ajax and Pickering.

Row %		Strongly agree	Mostly agree	Mostly disagree	Strongly disagree	Unsure
Are you a resident of Ajax or Pickering?	Ajax/Pickering	24%	27%	23%	18%	8%
	Ajax	25%	26%	20%	22%	7%
	Pickering	23%	28%	27%	14%	8%
Gender	Male	22%	25%	26%	21%	6%
	Female	26%	29%	21%	16%	9%
Age	18 to 39	20%	30%	25%	20%	6%
	40 to 59	23%	29%	24%	16%	8%
	60+	31%	18%	20%	20%	10%
Children in Household	Yes	26%	30%	23%	15%	6%
Vote Intention - Includes Leaners	Ontario Liberal Party	23%	30%	29%	13%	5%
	PC Party of Ontario	25%	25%	22%	23%	5%
	Ontario NDP	35%	26%	25%	10%	4%
	Green Party of Ontario	26%	21%	26%	26%	0%
	Undecided	21%	28%	17%	20%	13%
	Will not vote	33%	16%	24%	21%	7%
Casino in Pickering	Support	12%	28%	33%	21%	6%
	Oppose	35%	26%	15%	17%	7%

Opinion about New Casino in Pickering - June 9, 2014

Agree/Disagree: There are enough gaming establishments in the Ajax/Pickering/Scugog region already.

		Strongly agree	Mostly agree	Mostly disagree	Strongly disagree	Unsure
Are you a resident of Ajax or Pickering?	Ajax/Pickering	33%	31%	21%	9%	6%
	Ajax	37%	30%	20%	8%	4%
	Pickering	27%	31%	23%	10%	10%
Gender	Male	29%	30%	25%	12%	4%
	Female	36%	31%	18%	6%	9%
Age	18 to 39	27%	32%	24%	11%	6%
	40 to 59	32%	30%	23%	7%	9%
	60+	42%	29%	16%	10%	3%
Children in Household	Yes	31%	34%	19%	9%	7%
Vote Intention - Includes Leaners	Ontario Liberal Party	29%	29%	27%	8%	6%
	PC Party of Ontario	35%	37%	16%	5%	7%
	Ontario NDP	32%	33%	17%	17%	0%
	Green Party of Ontario	54%	20%	16%	6%	5%
	Undecided	34%	29%	20%	11%	8%
	Will not vote	24%	21%	34%	7%	14%
Casino in Pickering	Support	11%	26%	40%	16%	6%
	Oppose	52%	31%	8%	4%	4%

Opinion about New Casino in Pickering - June 9, 2014

Thinking about the new or expanded casino, would you strongly support, mostly support, mostly oppose, or strongly oppose the project if involved the following: If the new or expanded casino was built within five kilometers of your home?

		Strongly support	Mostly support	Mostly oppose	Strongly oppose	Unsure
Are you a resident of Ajax or Pickering?	Ajax/Pickering	11%	26%	17%	41%	6%
	Ajax	12%	27%	14%	39%	8%
	Pickering	8%	25%	20%	43%	3%
Gender	Male	12%	30%	17%	36%	6%
	Female	9%	22%	17%	46%	6%
Age	18 to 39	7%	29%	21%	38%	4%
	40 to 59	14%	23%	16%	42%	6%
	60+	10%	25%	12%	43%	9%
Children in Household	Yes	9%	22%	17%	46%	5%
Vote Intention - Includes Leaners	Ontario Liberal Party	12%	24%	18%	42%	5%
	PC Party of Ontario	12%	26%	19%	37%	6%
	Ontario NDP	7%	40%	7%	40%	5%
	Green Party of Ontario	11%	15%	25%	43%	6%
	Undecided	9%	26%	14%	44%	7%
	Will not vote	14%	24%	24%	31%	7%
Casino in Pickering	Support	20%	47%	19%	10%	5%
	Oppose	5%	12%	13%	67%	4%

Opinion about New Casino in Pickering - June 9, 2014

If the ONTARIO PROVINCIAL election was held today, which party would you vote for in your electoral district? Includes Leaners		Ontario Liberal Party	PC Party of Ontario	Ontario NDP	Green Party of Ontario	Another party	Undecided	Will not vote
Are you a resident of Ajax or Pickering?	Ajax/Pickering	31%	22%	8%	4%	0%	32%	3%
	Ajax	27%	24%	9%	4%	1%	32%	2%
	Pickering	37%	20%	7%	3%	0%	30%	3%
Gender	Male	31%	23%	11%	6%	1%	25%	3%
	Female	32%	22%	5%	2%	0%	38%	2%
Age	18 to 39	34%	18%	12%	8%	0%	28%	2%
	40 to 59	30%	23%	6%	1%	1%	36%	3%
	60+	29%	28%	6%	3%	1%	30%	3%
Children in Household	Yes	32%	21%	7%	3%	1%	32%	3%
Casino in Pickering	Support	31%	21%	11%	3%	1%	31%	3%
	Oppose	32%	23%	8%	5%	0%	30%	2%