

# Kitchener Resident Consultation

## *Casino support*

*Prepared for: The City of Kitchener*



**ENVIRONICS**  
R E S E A R C H G R O U P

# Overview

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- As part of its community consultation efforts, the City of Kitchener engaged Environics Research Group to:
  - Design a community questionnaire on the issue of a casino being located in or near Kitchener
  - Review the data captured through the City's online consultation and provide an analysis of the findings
- A demographic overview of participants is included in this report
- The online consultation was hosted by the City and participants were informed of the consultation by Kitchener using a variety of channels
- A total of 2326 residents of Kitchener and the surrounding area participated in the consultation between April 15<sup>th</sup> and May 1<sup>st</sup>, 2013

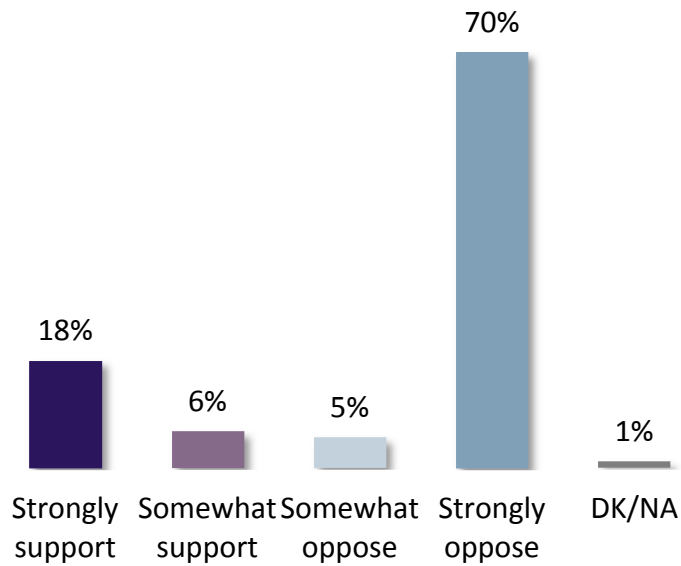
# Summary of findings

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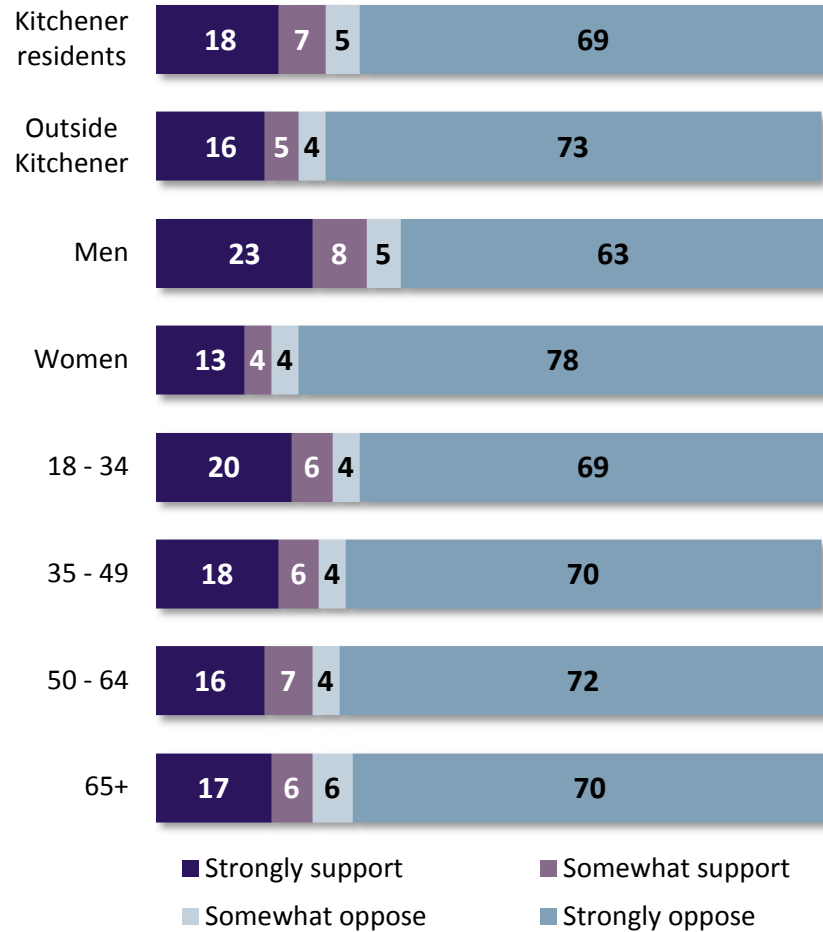
- Participants of the consultation are overwhelmingly opposed to the establishment of a new casino in either Kitchener proper or the Greater Kitchener-Waterloo region.
- While support is slightly higher for the addition of table games to Elora's Grand River Raceway than for a new casino, a strong majority of participants still oppose the expansion.
- The majority of participants believe that any social costs of a casino will not be outweighed by any economic benefits.
- Men are stronger supporters of a Kitchener casino than women (23% of men compared to 13% of women), but opposition still outweighs support.

# Most respondents strongly oppose a casino in the City of Kitchener.

**Support for a casino in Kitchener**



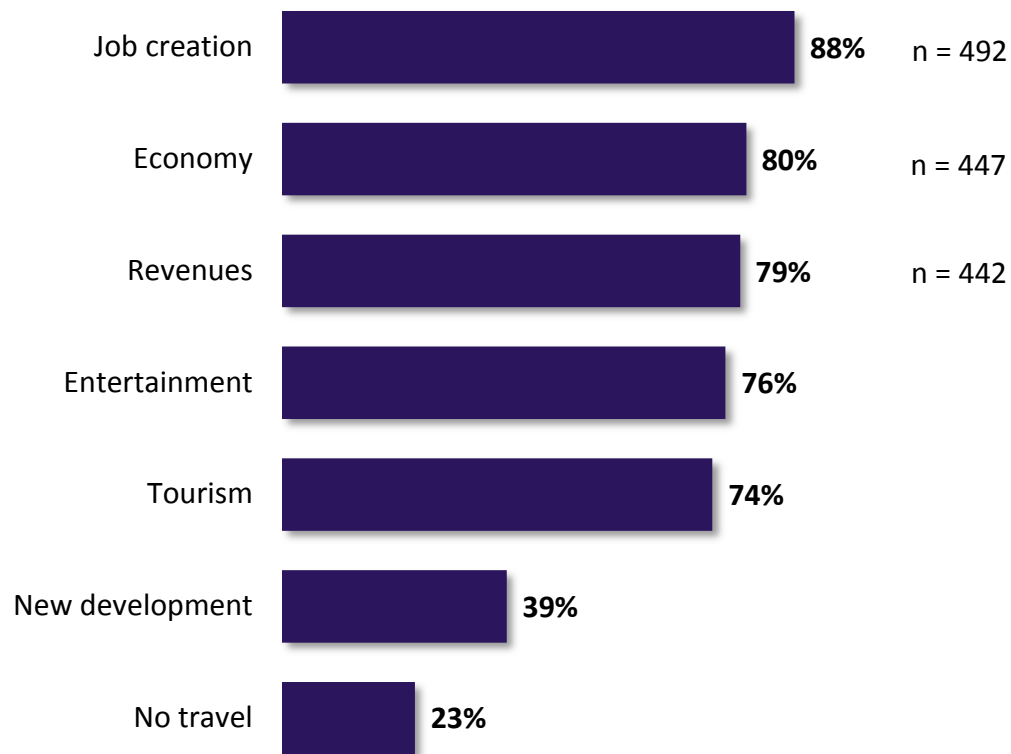
**Support for a casino in Kitchener**  
*By subgroups*



2. To what extent do you support or oppose a new casino in the City of Kitchener?

# Job creation and the local economy are the most popular reasons for supporting a new casino in Kitchener.

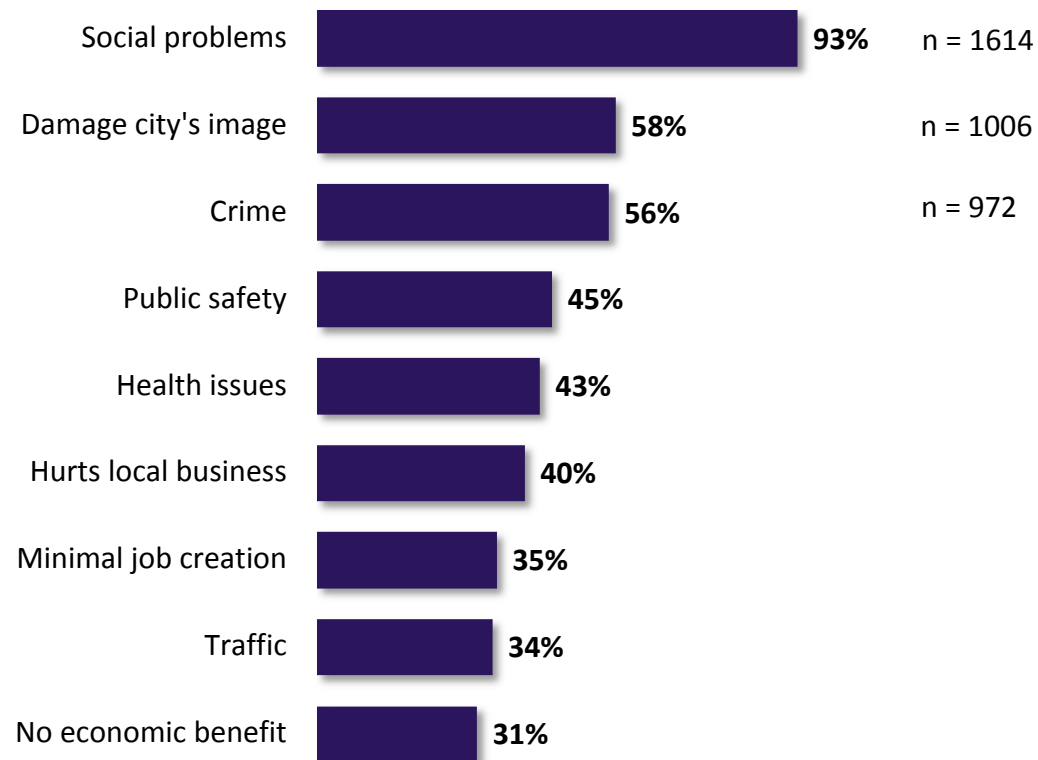
**Reasons for support for a new casino in Kitchener**  
*Those who support a casino in Kitchener (n=559)*



3a. Why do you support a new Casino in Kitchener? (Subsample: those who support a new casino in Kitchener)

Social problems, followed by damage to the city's image and crime are the main reasons for opposition to a new casino.

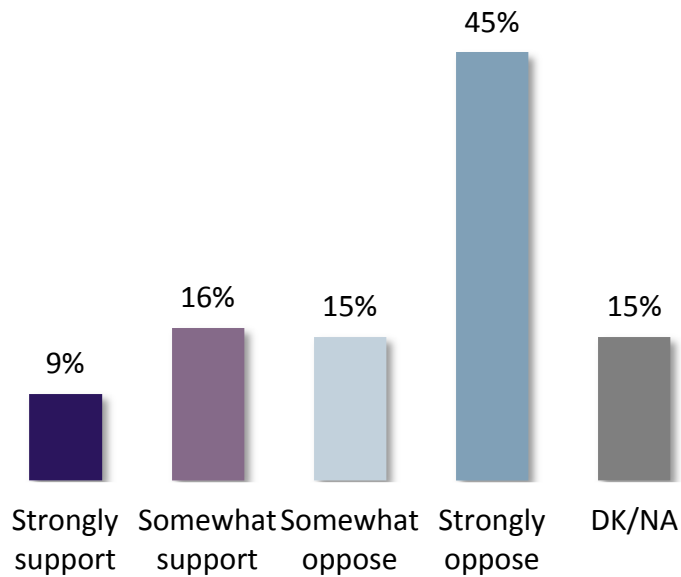
**Reasons for opposition to a new casino in Kitchener**  
*Those who oppose a casino in Kitchener (n=1735)*



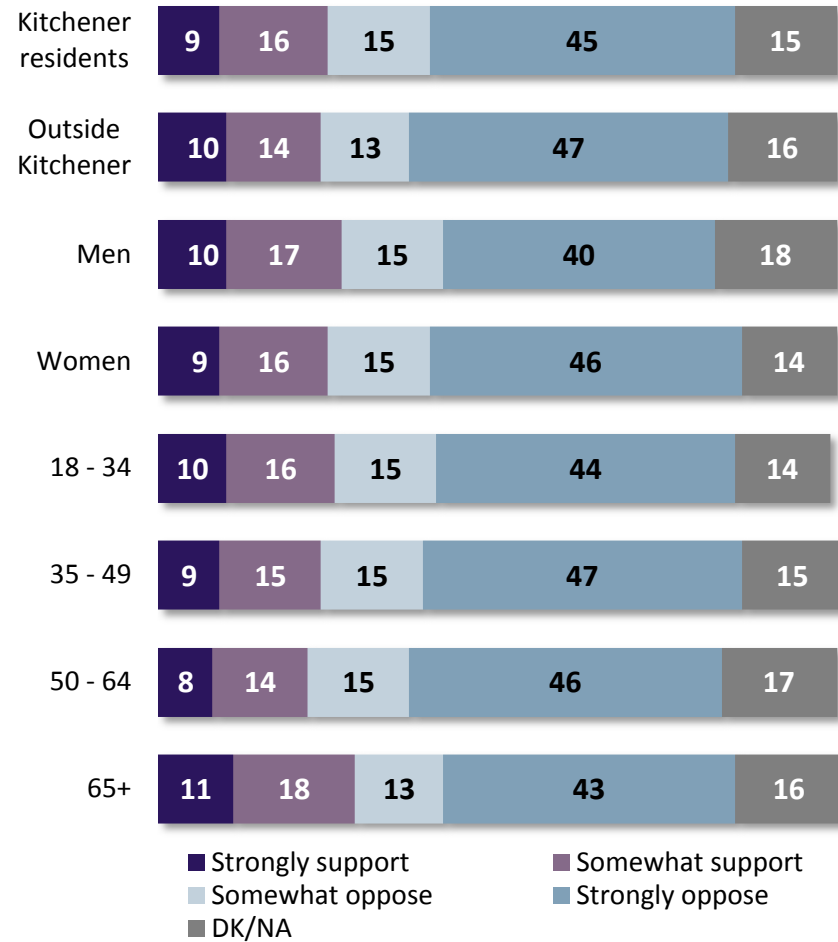
3b. Why do you oppose a new Casino in Kitchener? (subsample: those who oppose a new casino in Kitchener)

# A majority of respondents also oppose an expansion of Elora's Grand River Raceway to include table games.

**Support for an expansion of Elora's Grand River Raceway**



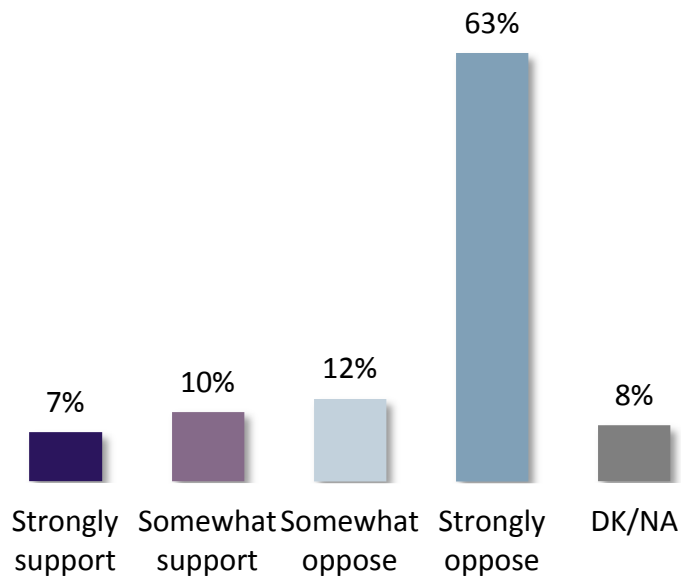
**Support for an expansion of Elora's Grand River Raceway**  
*By subgroups*



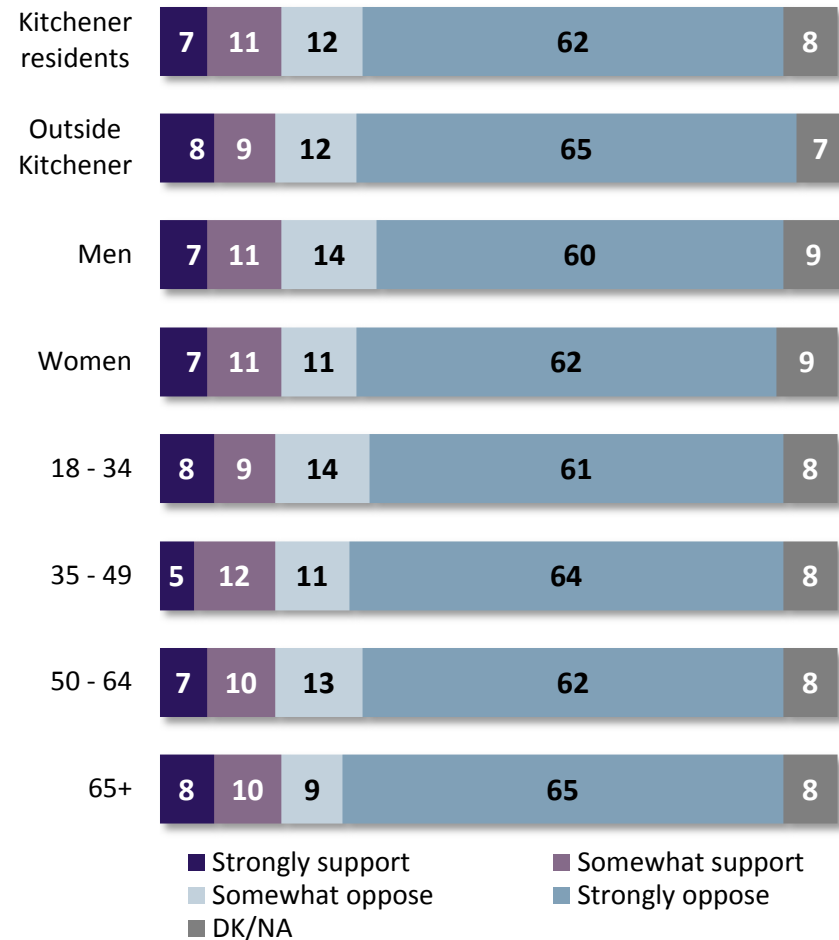
4. To what extent do you support or oppose an expansion of Elora's Grand River Raceway Slots to add table games such as blackjack, craps, poker and roulette?

# Three in four participants oppose a casino in the Greater KW region outside of Kitchener.

Support for a casino in Greater KW region



Support for a casino in Greater KW region  
By subgroups

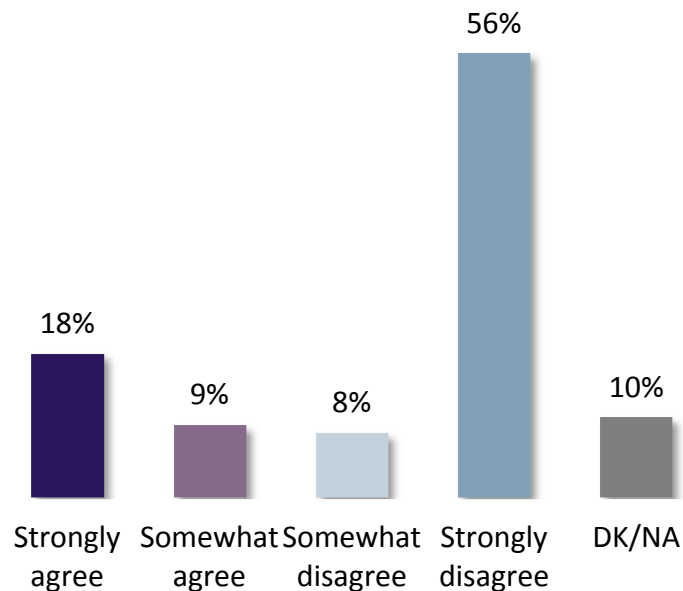


5. To what extent do you support or oppose a new casino in the Greater Kitchener-Waterloo region, but outside of the City of Kitchener?



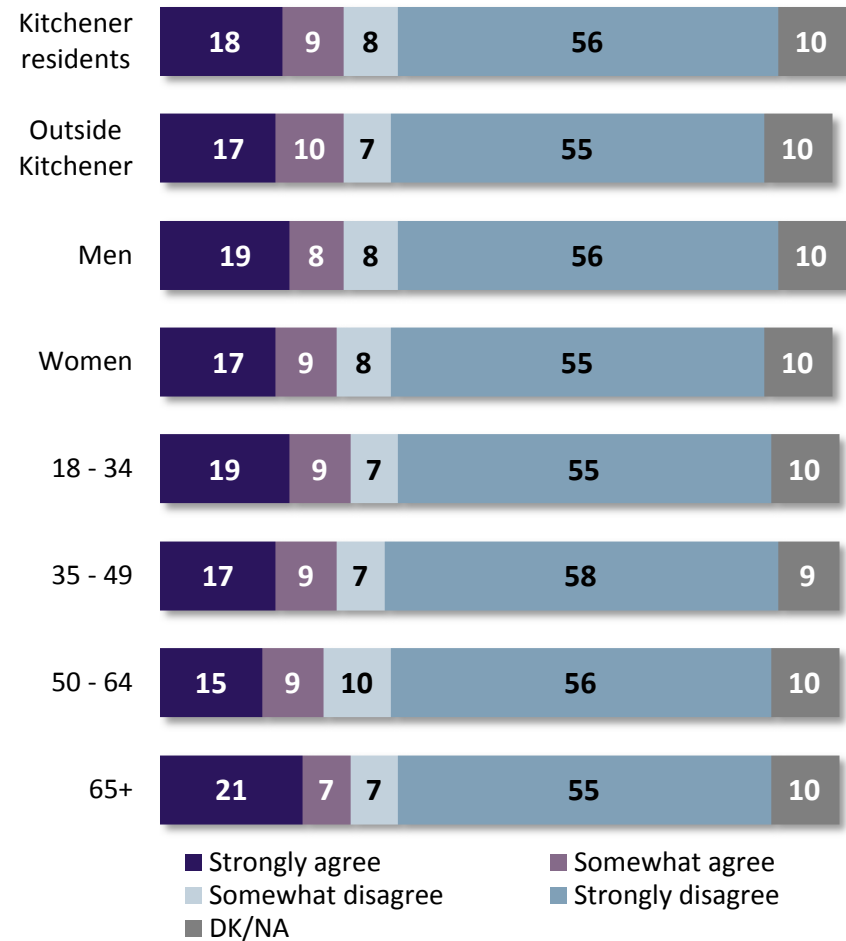
# A majority of respondents disagree that a casino would be preferable in Kitchener to a neighbouring municipality.

**Agreement that a casino would be preferable in Kitchener to a neighbouring municipality**



**Agreement that a casino would be preferable in Kitchener to a neighbouring municipality**

*By subgroups*

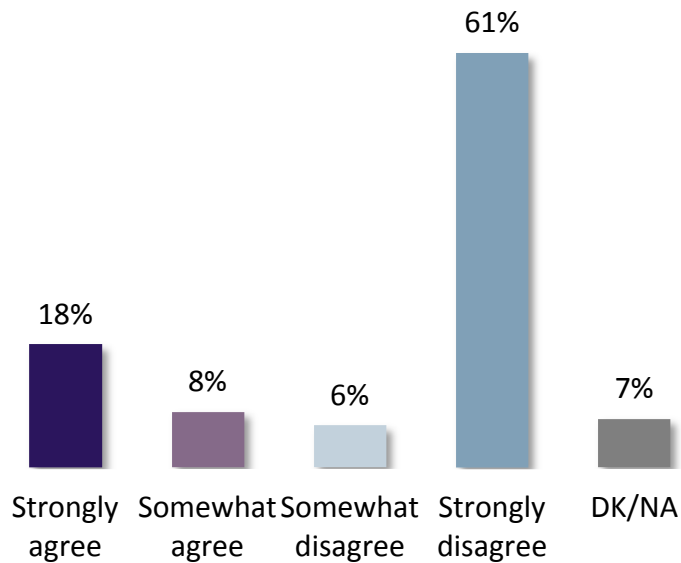


6. As you may know, the OLG is considering the establishment of a new casino in the Greater Kitchener-Waterloo area. Both Woolwich and Centre Wellington, which includes Elora, have already expressed interest in hosting this new casino. To what extent do you agree or disagree with the following statement?

*I would rather the casino be in Kitchener than in an adjacent municipality so that the city can better plan for and decide on its development, as well as receive hosting fees from OLG.*

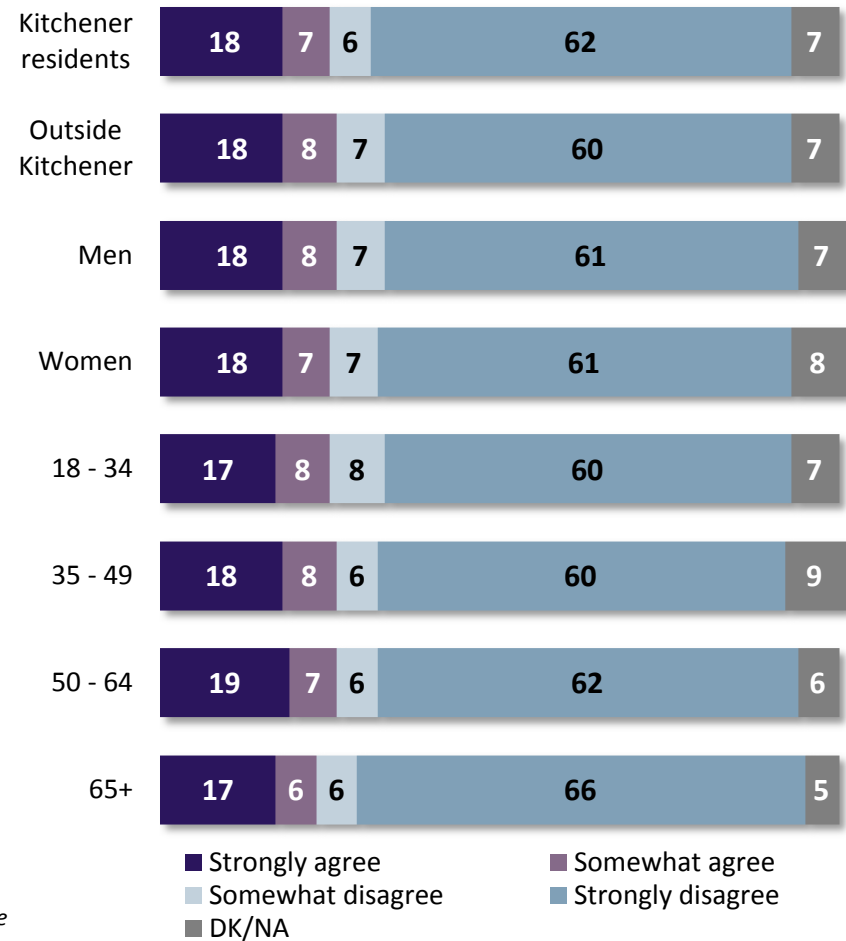
# Two in three participants disagree that any economic benefits of a casino would outweigh any social costs.

**Agreement that any economic benefits of a casino would outweigh social costs**



**Agreement that any economic benefits of a casino would outweigh social costs**

*By subgroups*



6b. Casinos bring with them a number of pros and cons. To what extent do you agree or disagree with the following statement?

*Any economic benefit of a casino in Kitchener will likely outweigh any social costs.*

# Profile of 2,326 respondents



**78%**

Live in Kitchener

## HOUSEHOLD INCOME

**15%** earn <\$40,000

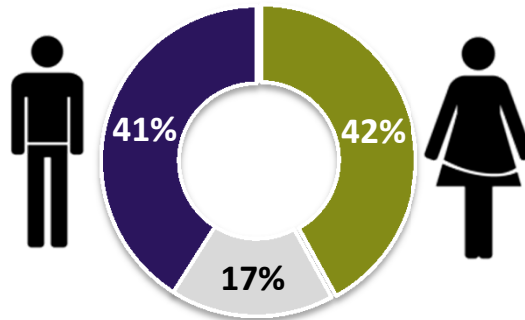
**39%** earn \$40k – under \$100k

**24%** earn \$100k +

**21%** Did not answer



## GENDER



## AGE DISTRIBUTION



18-34

35-49

50-64

65+

**28%**

**29%**

**27%**

**16%**

## EDUCATION

**11%** H/S or less

**30%** College/Trade school

**30%** University

**18%** Post-graduate or higher

**11%** Did not answer

