

CITY CENTRE

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Ottawa	17.9	100.0bcdef	-	-	-	-	-	19.4	14.0	18.7	19.6	20.0	16.3	15.8	26.0mo	9.5
Barrie	14.7	-	100.0acdef	-	-	-	-	16.1	13.4	14.4	14.7	11.5	17.2k	9.2	11.0	23.5mn
Niagara-Hamilton	16.4	-	-	100.0abdef	-	-	-	14.8	17.2	19.4	14.7	17.8	15.4	17.1	15.4	17.5
South Western Ontario	17.6	-	-	-	100.0abcef	-	-	17.4	16.6	20.1	16.6	15.2	19.5	13.2	18.1	21.0
Toronto GTA	17.4	-	-	-	-	100.0abcdf	-	14.2	22.3	13.7	19.0	19.6	15.7	27.6no	15.4	11.0
Windsor/Sarnia	16.0	-	-	-	-	-	100.0abcde	18.1	16.6	13.7	15.3	15.9	16.0	17.1	14.2	17.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

CUSTOMER PROFILE - VERSION

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Current	25.2	27.3	27.8	22.8	25.0	20.6	28.6	100.0	hij	-	-	29.3	22.1	19.7	25.6	30.0
Lapsed	25.6	20.0	23.3	26.7	24.1	32.7	a	26.5	-	100.0	gij	-	24.4	26.5	21.1	30.3
Cross-over	22.6	23.6	22.2	26.7	25.9	17.8	19.4	-	-	100.0	ghj	-	18.9	25.6	k	22.4
Prospective	26.5	29.1	26.7	23.8	25.0	29.0	25.5	-	-	-	100.0	gh	27.4	25.9	36.8	no

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.A SELECTED TO GO OUT TO IN THE PAST 6 MONTHS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Licensed restaurant	87.6	96.4ef	93.3ef	97.0ef	91.7ef	77.6	69.4	83.9	93.0gi	79.9	92.6gi	88.1	87.2	85.5	90.6	85.5
Casino	53.9	53.6	73.3ac def	47.5	48.1	47.7	56.1	71.6hj	36.9	80.6hj	30.7	53.7	54.1	48.0	48.0	67.5mn
Harness racing track	39.4	45.5e	50.0ef	39.6e	43.5e	23.4	35.7	100.0hij	-	52.5hj	8.6h	39.3	39.5	30.3	36.2	52.0mn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.B GENDER

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Male	44.0	49.1b	34.4	47.5	38.0	49.5b	43.9	51.0i	42.0	36.7	45.4	100.0l	-	46.1	44.9	41.5
Female	56.0	50.9	65.6ae	52.5	62.0	50.5	56.1	49.0	58.0	63.3g	54.6	-	100.0k	53.9	55.1	58.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.C RELATIONSHIP WITH LIVE HARNESS RACING IN ONTARIO IN THE LAST YEAR

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE					
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)			
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %			
I've bet on the horses at an Ontario harness racing track	25.2	27.3	27.8	22.8	25.0	20.6	28.6	100.0	hi	j	-	-	29.31	22.1	19.7	25.6	30.0	m	
I've been to an Ontario harness racing track, but did not place a bet on the horses	22.6	23.6	22.2	26.7	25.9	17.8	19.4	-	-	100.0	gh	j	-	18.9	25.6	k	22.4	19.7	27.5
I haven't been in the past year, but I have bet on live harness racing in the last 2-5 years at an Ontario track	25.6	20.0	23.3	26.7	24.1	32.7	a	26.5	-	100.0	gi	j	-	24.4	26.5	21.1	30.3	mo	21.5
I have not placed a bet at a live harness racing track in Ontario in at least 5 years, but might consider it in the future	26.5	29.1	26.7	23.8	25.0	29.0	25.5	-	-	-	100.0	gh	i	27.4	25.9	36.8	no	24.4	21.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.1A WHERE ATTENDED LIVE HARNESS RACING IN ONTARIO IN THE PAST YEAR

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Belleville Raceway	0.6	-	-	-	3.7	-	-	0.6	-	-	-	-	1.3	-	-	1.7
Clinton Raceway	3.2	-	-	-	18.5abcef	-	-	3.2	-	-	-	2.5	3.9	3.3	1.5	5.0
Dresden Raceway	7.1	-	-	-	11.1	4.5	25.0abc	7.1	-	-	-	8.9	5.3	3.3	4.6	11.7
Flamboro Downs	14.8	-	-	73.9ab def	14.8a	4.5	3.6	14.8	-	-	-	16.5	13.2	13.3	9.2	21.7
Georgian Downs	16.1	-	96.0acdef	-	3.7	-	-	16.1	-	-	-	10.1	22.4k	20.0	9.2	21.7
Grand River Raceway	5.2	-	4.0	-	18.5ac	4.5	3.6	5.2	-	-	-	5.1	5.3	-	1.5	11.7n
Hanover Raceway	2.6	-	-	-	14.8af	-	-	2.6	-	-	-	2.5	2.6	3.3	1.5	3.3
Hiawatha Horse Park	9.0	-	-	4.3	25.9abc	4.5	17.9ab	9.0	-	-	-	6.3	11.8	6.7	9.2	10.0
Kawartha Downs	0.6	-	-	-	3.7	-	-	0.6	-	-	-	-	1.3	-	-	1.7
Mohawk Racetrack	14.8	-	-	47.8ab df	18.5ab	27.3abf	3.6	14.8	-	-	-	21.5l	7.9	16.7	13.8	15.0
Rideau Carleton Raceway	20.0	100.0bcdef	-	-	3.7	-	-	20.0	-	-	-	17.7	22.4	20.0	27.7o	11.7
Sudbury Downs	0.6	-	-	-	3.7	-	-	0.6	-	-	-	-	1.3	-	-	1.7
Western Fair Raceway	13.5	-	-	4.3	63.0abc ef	4.5	7.1	13.5	-	-	-	11.4	15.8	3.3	16.9	15.0
Windsor Raceway	15.5	-	-	-	7.4	9.1	71.4ab cde	15.5	-	-	-	16.5	14.5	3.3	16.9	20.0m
Woodbine Racetrack	22.6	3.3	8.0	34.8abd f	7.4	90.9abc df	7.1	22.6	-	-	-	29.1l	15.8	33.3	23.1	16.7
Woodstock Raceway	6.5	-	-	-	33.3abcef	-	3.6	6.5	-	-	-	6.3	6.6	3.3	3.1	11.7

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1B NUMBER OF TIMES IN THE PAST YEAR AT

	CURRENT CUSTOMERS																
	TOTAL TRACKS	BELLE-VILLE	CLIN-TON	DRES-DEN	FLAM-BORO	GEOR-GIAN	GRAND RIVER	HANO-VER	HIA-WATHA	KAWAR-THA	MO-HAWK	RIDEAU	SUD-BURY	WES-TERN	WIND-SOR	WOOD-BINE	WOOD STOCK
TOTAL INTERVIEWS	155 %	1 %	5 %	11 %	23 %	25 %	8 %	4 %	14 %	1 %	23 %	31 %	1 %	21 %	24 %	35 %	10 %
Light (1-2)	36.8	-	40.0	27.3	39.1	60.0	50.0	50.0	42.9	-	47.8	54.8	-	42.9	25.0	40.0	40.0
Medium (3-9)	36.8	100.0	60.0	36.4	43.5	32.0	37.5	25.0	42.9	100.0	39.1	35.5	100.0	28.6	41.7	28.6	30.0
Avid (10+)	26.5	-	-	36.4	17.4	8.0	12.5	25.0	14.3	-	13.0	9.7	-	28.6	33.3	31.4	30.0
Average	9.78	5.00	3.40	6.55	6.39	4.44	8.38	6.75	5.57	6.00	5.70	3.84	4.00	6.71	8.00	10.03	4.80
Standard deviation	15.16	-	2.88	6.07	9.60	6.58	16.92	8.92	7.38	-	10.39	4.55	-	7.25	9.62	13.76	4.26
Standard error	1.22	-	1.29	1.83	2.00	1.32	5.98	4.46	1.97	-	2.17	0.82	-	1.58	1.96	2.33	1.35
Median	3.32	5.00	2.00	2.83	2.50	1.69	2.00	3.00	2.50	6.00	2.17	1.86	4.00	2.50	4.33	3.17	2.50

Q.1B NUMBER OF TIMES IN THE PAST YEAR AT

	CROSS OVER CUSTOMERS																
	TOTAL TRACKS	BELLE-VILLE	CLIN-TON	DRES-DEN	FLAM-BORO	GEOR-GIAN	GRAND RIVER	HANO-VER	HIA-WATHA	KAWAR-THA	MO-HAWK	RIDEAU	SUD-BURY	WES-TERN	WIND-SOR	WOOD-BINE	WOOD STOCK
TOTAL INTERVIEWS	139 %	- %	5 %	6 %	19 %	28 %	3 %	- %	9 %	1 %	18 %	25 %	1 %	22 %	17 %	32 %	3 %
Light (1-2)	43.2	-	40.0	50.0	42.1	82.1	66.7	-	44.4	-	72.2	52.0	100.0	36.4	29.4	62.5	33.3
Medium (3-9)	39.6	-	60.0	33.3	31.6	17.9	33.3	-	55.6	100.0	11.1	40.0	-	31.8	47.1	31.3	-
Avid (10+)	17.3	-	-	16.7	26.3	-	-	-	-	-	16.7	8.0	-	31.8	23.5	6.3	66.7
Average	8.06	-	2.20	4.50	9.47	1.75	3.00	-	3.00	5.00	4.72	7.72	1.00	8.09	11.35	3.19	20.33
Standard deviation	16.06	-	1.10	3.83	16.28	1.17	2.65	-	1.73	-	6.87	19.45	-	10.65	23.66	2.60	26.08
Standard error	1.36	-	0.49	1.57	3.74	0.22	1.53	-	0.58	-	1.62	3.89	-	2.27	5.74	0.46	15.06
Median	2.47	-	1.33	3.50	3.17	1.00	1.50	-	2.25	5.00	1.33	1.94	1.00	2.75	2.88	1.60	5.50

Q.1C HOME HARNESS RACING TRACK

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Clinton Raceway	0.8	-	-	-	4.6abcef	-	-	1.3	-	2.2	-	0.7	0.9	0.7	1.6	-
Dresden Raceway	2.8	-	-	-	1.9	-	15.3abc de	2.6	2.5	2.9	3.1	1.9	3.5	2.0	2.8	3.5
Flamboro Downs	10.4	-	-	54.5abd ef	8.3abef	-	-	11.0	7.0	12.2	11.7	11.1	9.9	8.6	9.1	14.0
Georgian Downs	16.3	-	98.9acd ef	9.9adef	-	0.9	-	16.1	15.9	18.7	14.7	12.6	19.2k	13.2	12.2	24.0mn
Grand River Raceway	1.6	-	-	-	9.3abcef	-	-	1.9	2.5	0.7	1.2	0.7	2.3	0.7	2.0	2.0
Hanover Raceway	0.2	-	-	-	0.9	-	-	-	-	-	0.6	-	0.3	-	-	0.5
Hiawatha Horse Park	2.6	-	-	-	8.3abc e	0.9	6.1abc e	5.2j	3.2	1.4	0.6	1.9	3.2	3.3	2.4	2.5
Kawartha Downs	0.5	-	-	-	0.9	0.9	1.0	-	1.3	-	0.6	0.7	0.3	-	0.8	0.5
Mohawk Racetrack	4.1	-	-	18.8abd ef	2.8	2.8	-	3.2	5.1	4.3	3.7	4.4	3.8	2.6	4.3	5.0
Rideau Carleton Raceway	15.1	84.5bcdef	-	-	-	-	-	19.4h	9.6	18.0h	14.1	15.6	14.8	12.5	21.3mo	9.5
Western Fair Raceway	9.9	-	-	-	50.9abcef	-	6.1abc e	8.4	9.6	12.9	9.2	8.9	10.8	8.6	8.7	13.0
Windsor Raceway	10.1	-	-	-	0.9	3.7a	58.2ab cde	12.9	9.6	8.6	9.2	10.4	9.9	8.6	10.2	11.5
Woodbine Racetrack	15.8	-	1.1	14.9abd f	1.9	72.9abc df	1.0	14.8	22.3i	11.5	14.1	17.8	14.2	27.0no	14.6o	7.5
Woodstock Raceway	1.6	-	-	-	8.3abc ef	0.9	-	1.9	1.9	0.7	1.8	2.6	0.9	0.7	1.2	3.0
None	7.3	14.5bcd	-	2.0	0.9	13.1bc d	12.2bcd	1.3	10.2g	5.8g	11.7g	10.4l	4.9	9.2o	8.7o	3.5
Not aware of any	1.0	0.9	-	-	0.9	3.7	-	-	-	-	3.7ghi	0.7	1.2	2.6n	0.4	0.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.2 REASON CHOOSE ONE RACETRACK OVER ANOTHER - FIRST MENTION

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	41 %	1** %	2** %	10** %	16 %	6** %	6** %	41 %	-** %	-** %	-** %	26 %	15 %	6** %	15 %	20 %
Closest to my home/work	73.2	100.0	50.0	90.0	75.0	50.0	66.7	73.2	-	-	-	80.8	60.0	50.0	86.7	70.0
Better/more modern facilities	4.9	-	-	-	12.5	-	-	4.9	-	-	-	3.8	6.7	-	6.7	5.0
Easier access	4.9	-	-	-	-	33.3	-	4.9	-	-	-	7.7	-	16.7	-	5.0
Family/friends/group prefer it	2.4	-	-	-	-	-	16.7	2.4	-	-	-	3.8	-	16.7	-	-
Know someone personally involved with that track	2.4	-	-	-	6.3	-	-	2.4	-	-	-	-	6.7	-	-	5.0
Other amenities there/nearby	2.4	-	-	-	6.3	-	-	2.4	-	-	-	-	6.7	-	-	5.0
Racing schedule	2.4	-	-	10.0	-	-	-	2.4	-	-	-	-	6.7	16.7	-	-
Other	4.9	-	-	-	-	16.7	16.7	4.9	-	-	-	3.8	6.7	-	6.7	5.0
Don't know/no reason	2.4	-	50.0	-	-	-	-	2.4	-	-	-	-	6.7	-	-	5.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON CHOOSE ONE RACETRACK OVER ANOTHER - TOTAL MENTIONS

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	41 %	1** %	2** %	10** %	16 %	6** %	6** %	41 %	-** %	-** %	-** %	26 %	15 %	6** %	15 %	20 %
Closest to my home/work	82.9	100.0	50.0	90.0	100.0	50.0	66.7	82.9	-	-	-	84.6	80.0	50.0	93.3	85.0
Family/friends/group prefer it	29.3	-	-	40.0	43.8	-	16.7	29.3	-	-	-	23.1	40.0	50.0	26.7	25.0
Horses running	19.5	-	-	30.0	31.3	-	-	19.5	-	-	-	19.2	20.0	33.3	20.0	15.0
Easier access	14.6	100.0	-	10.0	6.3	33.3	16.7	14.6	-	-	-	19.2	6.7	16.7	20.0	10.0
Better/more modern facilities	12.2	-	-	-	25.0	16.7	-	12.2	-	-	-	7.7	20.0	-	13.3	15.0
Parking	12.2	-	-	10.0	25.0	-	-	12.2	-	-	-	-	33.3k	-	6.7	20.0
Purse/pay out	12.2	-	-	-	31.3	-	-	12.2	-	-	-	7.7	20.0	-	13.3	15.0
Know someone personally involved with that track	9.8	-	-	-	25.0	-	-	9.8	-	-	-	3.8	20.0	-	13.3	10.0
Drivers	9.8	-	-	-	25.0	-	-	9.8	-	-	-	11.5	6.7	-	6.7	15.0
Dining room/keep table during races	9.8	-	-	10.0	12.5	16.7	-	9.8	-	-	-	7.7	13.3	-	6.7	15.0
Racing schedule	9.8	-	-	30.0	6.3	-	-	9.8	-	-	-	7.7	13.3	33.3	-	10.0
Other amenities there/ nearby	4.9	-	-	-	6.3	16.7	-	4.9	-	-	-	3.8	6.7	-	6.7	5.0
Less expensive (food, drinks, etc.)	4.9	-	-	-	12.5	-	-	4.9	-	-	-	3.8	6.7	-	-	10.0
Reputation (of facility)	4.9	-	-	10.0	-	16.7	-	4.9	-	-	-	3.8	6.7	-	13.3	-
Slots	4.9	-	-	10.0	-	16.7	-	4.9	-	-	-	3.8	6.7	-	-	10.0
Spectator Grandstand	4.9	-	-	10.0	-	16.7	-	4.9	-	-	-	3.8	6.7	16.7	6.7	-
Other	4.9	-	-	-	-	16.7	16.7	4.9	-	-	-	3.8	6.7	-	6.7	5.0
Don't know/no reason	2.4	-	50.0	-	-	-	-	2.4	-	-	-	-	6.7	-	-	5.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3A WHEN GENERALLY GO TO A LIVE HARNESS RACE TRACK GO

	TOTAL	CITY CENTRE				CUSTOMER PROFILE					GENDER		AGE			
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	451 %	78 %	66 %	77 %	81 %	76 %	73 %	155 %	157 %	139 %	-** %	196 %	255 %	96 %	192 %	158 %
Alone	4.0	3.8	-	1.3	2.5	6.6b	9.6bc	7.7hi	1.9	2.2	-	7.11	1.6	2.1	2.1	7.6n
With others	89.4	94.9d	87.9	90.9	85.2	89.5	87.7	85.2	93.0g	89.9	-	83.7	93.7k	92.7o	93.2o	82.9
Both	6.0	1.3	12.1aef	6.5	11.1aef	2.6	2.7	7.1	3.2	7.9	-	8.2	4.3	5.2	4.2	8.9
Not answer	0.7	-	-	1.3	1.2	1.3	-	-	1.9	-	-	1.0	0.4	-	0.5	0.6

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3B WHEN AT AN ONTARIO HARNESS RACING TRACK ALWAYS, SOMETIMES, RARELY OR NEVER: DINE THERE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Always	40.6	43.3	36.0	56.5	44.4	31.8	32.1	40.6	-	-	-	39.2	42.1	20.0	40.0	51.7m
Sometimes	31.6	40.0	20.0	17.4	33.3	36.4	39.3	31.6	-	-	-	34.2	28.9	40.0	35.4	23.3
Rarely	17.4	13.3	20.0	4.3	18.5	22.7	25.0	17.4	-	-	-	16.5	18.4	20.0	15.4	18.3
Never	10.3	3.3	24.0ad f	21.7a	3.7	9.1	3.6	10.3	-	-	-	10.1	10.5	20.0	9.2	6.7
Always Dine & Play Slots & Bet on Races	21.9	23.3	8.0	34.8be	37.0be	4.5	21.4	21.9	-	-	-	13.9	30.3k	10.0	18.5	31.7m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3B WHEN AT AN ONTARIO HARNESS RACING TRACK ALWAYS, SOMETIMES, RARELY OR NEVER: PLAY THE SLOTS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Always	48.4	53.3	44.0	47.8	59.3	31.8	50.0	48.4	-	-	-	38.0	59.2k	30.0	44.6	61.7m
Sometimes	26.5	26.7	28.0	26.1	7.4	54.5ad f	21.4	26.5	-	-	-	31.6	21.1	36.7	26.2	21.7
Rarely	7.7	6.7	12.0	4.3	7.4	4.5	10.7	7.7	-	-	-	7.6	7.9	6.7	9.2	6.7
Never	17.4	13.3	16.0	21.7	25.9	9.1	17.9	17.4	-	-	-	22.8	11.8	26.7o	20.0	10.0
Always Dine & Play Slots & Bet on Races	21.9	23.3	8.0	34.8be	37.0be	4.5	21.4	21.9	-	-	-	13.9	30.3k	10.0	18.5	31.7m

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3B WHEN AT AN ONTARIO HARNESS RACING TRACK ALWAYS, SOMETIMES, RARELY OR NEVER: BET ON THE RACES

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Always	74.8	73.3	52.0	91.3b	88.9b	77.3	67.9	74.8	-	-	-	77.2	72.4	76.7	76.9	71.7
Sometimes	18.7	16.7	32.0d	8.7	7.4	13.6	32.1d	18.7	-	-	-	19.0	18.4	16.7	15.4	23.3
Rarely	6.5	10.0	16.0f	-	3.7	9.1	-	6.5	-	-	-	3.8	9.2	6.7	7.7	5.0
Always Dine & Play Slots & Bet on Races	21.9	23.3	8.0	34.8be	37.0be	4.5	21.4	21.9	-	-	-	13.9	30.3k	10.0	18.5	31.7m

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3C FACTORS WOULD INFLUENCE TO DINE THERE, PLAY THE SLOTS AND/OR BET ON MORE RACES

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	121 %	23 %	23 %	15 %	17 %	21 %	22 %	121 %	-** %	-** %	-** %	68 %	53 %	27 %	53 %	41 %	
Dine There (NET)	56.2	47.8	47.8	53.3	76.5	47.6	68.2	56.2	-	-	-	47.1	67.9k	63.0	58.5	48.8	
Better food prices/less expensive menu	12.4	8.7	4.3	20.0	29.4be	4.8	13.6	12.4	-	-	-	10.3	15.1	11.1	15.1	9.8	
If there for a longer time/all day/long enough to get hungry	11.6	4.3	-	26.7b	29.4ab	9.5	9.1	11.6	-	-	-	10.3	13.2	18.5	9.4	9.8	
Free drink with meal/ discount on meal/free meal/2 for 1	7.4	4.3	13.0	6.7	-	14.3	4.5	7.4	-	-	-	4.4	11.3	11.1	9.4	2.4	
If friends/family wanted to go/wanted to eat	7.4	4.3	8.7	6.7	17.6	4.8	4.5	7.4	-	-	-	4.4	11.3	3.7	5.7	12.2	
If I had more money for dining out/won money	5.0	-	4.3	-	5.9	4.8	13.6	5.0	-	-	-	4.4	5.7	7.4	3.8	4.9	
If there was more variety/more selection on menu	4.1	4.3	8.7	-	-	-	9.1	4.1	-	-	-	4.4	3.8	3.7	3.8	4.9	
If it was a better/ nicer dining experience	4.1	4.3	-	-	-	-	18.2be	4.1	-	-	-	5.9	1.9	-	5.7	4.9	
If the food was better	2.5	-	8.7	-	-	-	4.5	2.5	-	-	-	1.5	3.8	3.7	1.9	2.4	
Misc. dining	9.9	26.1b	4.3	6.7	5.9	9.5	4.5	9.9	-	-	-	8.8	11.3	7.4	15.1	4.9	
Play The Slots (NET)	45.5	34.8	47.8	53.3	47.1	42.9	50.0	45.5	-	-	-	51.5	37.7	51.9	43.4	43.9	
Don't like/don't enjoy slots/never go to slots	20.7	17.4	4.3	46.7be	41.2be	4.8	22.7	20.7	-	-	-	27.9l	11.3	18.5	24.5	17.1	
If I had more money to spend on slots	8.3	-	13.0	6.7	-	14.3	13.6	8.3	-	-	-	7.4	9.4	11.1	5.7	9.8	
If I won more often/if chances of winning were greater	5.8	-	-	-	-	19.0ab	13.6	5.8	-	-	-	7.4	3.8	7.4	3.8	7.3	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3C FACTORS WOULD INFLUENCE TO DINE THERE, PLAY THE SLOTS AND/OR BET ON MORE RACES

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	121 %	23 %	23 %	15 %	17 %	21 %	22 %	121 %	-** %	-** %	-** %	68 %	53 %	27 %	53 %	41 %
If friends/people I am with play slots	4.1	-	13.0	-	-	4.8	4.5	4.1	-	-	-	4.4	3.8	-	5.7	4.9
If they did not allow smoking around slots	2.5	-	13.0	-	-	-	-	2.5	-	-	-	1.5	3.8	-	-	7.3n
Bigger payouts at slot machines	1.7	-	8.7	-	-	-	-	1.7	-	-	-	1.5	1.9	-	-	4.9
Misc. slots	7.4	21.7f	8.7	-	5.9	4.8	-	7.4	-	-	-	7.4	7.5	14.8	7.5	2.4
Bet On More Races (NET)	14.9	26.1c	21.7	-	5.9	9.5	18.2	14.9	-	-	-	13.2	17.0	7.4	17.0	17.1
If I won more often	4.1	-	4.3	-	-	9.5	9.1	4.1	-	-	-	4.4	3.8	-	3.8	7.3
If the odds of winning were better	3.3	4.3	4.3	-	-	-	9.1	3.3	-	-	-	4.4	1.9	3.7	5.7	-
Misc. bet on races	8.3	21.7e	13.0	-	5.9	-	4.5	8.3	-	-	-	5.9	11.3	3.7	9.4	9.8
Depends on people I'm with/I do what friends want to do	5.0	13.0	4.3	-	-	4.8	4.5	5.0	-	-	-	4.4	5.7	11.1	1.9	4.9
If I had more money to spend	4.1	-	4.3	13.3	5.9	4.8	-	4.1	-	-	-	4.4	3.8	3.7	1.9	7.3
Misc. mentions	1.7	4.3	-	-	-	-	4.5	1.7	-	-	-	2.9	-	3.7	1.9	-
Don't know	1.7	4.3	4.3	-	-	-	-	1.7	-	-	-	1.5	1.9	3.7	1.9	-
Nothing/nothing would change current habits	8.3	-	4.3	6.7	11.8	14.3	13.6	8.3	-	-	-	8.8	7.5	7.4	9.4	7.3

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4A IMPORTANCE OF: FIELD SIZE

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	5.2	6.7	4.0	8.7	-	9.1	3.6	5.2	-	-	-	6.3	3.9	6.7	6.2	3.3
9	(9)	3.9	3.3	-	-	11.1	-	7.1	3.9	-	-	-	3.8	3.9	3.3	4.6	3.3
8	(8)	9.0	3.3	4.0	4.3	11.1	22.7a	10.7	9.0	-	-	-	12.7	5.3	6.7	9.2	10.0
7	(7)	5.8	10.0	-	4.3	7.4	9.1	3.6	5.8	-	-	-	5.1	6.6	16.7no	3.1	3.3
6	(6)	9.7	6.7	12.0	13.0	11.1	9.1	7.1	9.7	-	-	-	12.7	6.6	6.7	13.8	6.7
5	(5)	15.5	16.7	8.0	13.0	11.1	27.3	17.9	15.5	-	-	-	17.7	13.2	20.0	12.3	16.7
4	(4)	1.9	-	-	-	-	4.5	7.1	1.9	-	-	-	1.3	2.6	3.3	1.5	1.7
3	(3)	9.0	16.7	4.0	17.4e	3.7	-	10.7	9.0	-	-	-	7.6	10.5	13.3	9.2	6.7
2	(2)	11.6	3.3	4.0	8.7	29.6abe	-	21.4ae	11.6	-	-	-	10.1	13.2	13.3	12.3	10.0
No influence	(1)	28.4	33.3f	64.0ac def	30.4	14.8	18.2	10.7	28.4	-	-	-	22.8	34.2	10.0	27.7	38.3m
Top 3 Box		18.1	13.3	8.0	13.0	22.2	31.8b	21.4	18.1	-	-	-	22.8	13.2	16.7	20.0	16.7
Bottom 3 Box		49.0	53.3e	72.0ef	56.5e	48.1e	18.2	42.9	49.0	-	-	-	40.5	57.9k	36.7	49.2	55.0
Mean		4.21	4.07	2.68	3.96	4.48b	5.64b	4.57b	4.21	-	-	-	4.701	3.71	4.97	4.29	3.75
Standard Deviation		2.91	2.95	2.67	2.92	2.90	2.77	2.73	2.91	-	-	-	2.92	2.82	2.67	2.99	2.89
Standard Error		0.23	0.54	0.53	0.61	0.56	0.59	0.52	0.23	-	-	-	0.33	0.32	0.49	0.37	0.37
Median		4.50	3.80	1.78	3.63	5.17	6.00	5.00	4.50	-	-	-	5.46	3.25	5.50	4.50	3.25

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4B IMPORTANCE OF: ODDS OF THE HORSE

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	7.7	6.7	8.0	17.4	3.7	4.5	7.1	7.7	-	-	-	12.71	2.6	13.3	4.6	8.3
9	(9)	8.4	10.0	-	17.4 ^{be}	14.8	-	7.1	8.4	-	-	-	8.9	7.9	13.3	7.7	6.7
8	(8)	19.4	26.7 ^c	16.0	4.3	29.6 ^c	22.7	14.3	19.4	-	-	-	13.9	25.0	16.7	26.2	13.3
7	(7)	15.5	13.3	4.0	13.0	7.4	18.2	35.7 ^{bd}	15.5	-	-	-	21.51	9.2	13.3	23.1 ^o	8.3
6	(6)	5.2	6.7	4.0	4.3	-	13.6	3.6	5.2	-	-	-	2.5	7.9	10.0	4.6	3.3
5	(5)	15.5	6.7	28.0 ^{ad}	21.7	3.7	22.7	14.3	15.5	-	-	-	13.9	17.1	20.0	10.8	18.3
4	(4)	6.5	10.0	8.0	-	7.4	-	10.7	6.5	-	-	-	3.8	9.2	3.3	3.1	11.7
3	(3)	6.5	13.3	8.0	-	11.1	4.5	-	6.5	-	-	-	5.1	7.9	3.3	6.2	8.3
2	(2)	6.5	-	8.0	13.0 ^a	7.4	4.5	7.1	6.5	-	-	-	11.41	1.3	-	3.1	13.3 ^{mn}
No influence	(1)	9.0	6.7	16.0 ^f	8.7	14.8 ^f	9.1	-	9.0	-	-	-	6.3	11.8	6.7	10.8	8.3
Top 3 Box		35.5	43.3	24.0	39.1	48.1	27.3	28.6	35.5	-	-	-	35.4	35.5	43.3	38.5	28.3
Bottom 3 Box		21.9	20.0	32.0 ^f	21.7	33.3 ^f	18.2	7.1	21.9	-	-	-	22.8	21.1	10.0	20.0	30.0 ^m
Mean		5.92	6.23	4.88	6.26	5.70	5.82	6.50 ^b	5.92	-	-	-	6.13	5.70	6.70 ^o	6.15	5.27
Standard Deviation		2.69	2.58	2.76	3.08	3.11	2.38	2.08	2.69	-	-	-	2.80	2.58	2.48	2.60	2.79
Standard Error		0.22	0.47	0.55	0.64	0.60	0.51	0.39	0.22	-	-	-	0.31	0.30	0.45	0.32	0.36
Median		7.06	7.50	5.36	7.17	7.75	6.67	7.40	7.06	-	-	-	7.32	6.33	7.50	7.50	5.45

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4C IMPORTANCE OF: DRIVER

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	8.4	-	4.0	13.0a	14.8a	9.1	10.7	8.4	-	-	-	10.1	6.6	10.0	4.6	11.7
9	(9)	8.4	3.3	4.0	8.7	18.5	9.1	7.1	8.4	-	-	-	6.3	10.5	6.7	7.7	10.0
8	(8)	15.5	20.0	16.0	4.3	22.2	13.6	14.3	15.5	-	-	-	13.9	17.1	6.7	20.0	15.0
7	(7)	14.2	13.3	4.0	8.7	18.5	18.2	21.4	14.2	-	-	-	19.0	9.2	13.3	13.8	15.0
6	(6)	5.8	16.7c	4.0	-	3.7	4.5	3.6	5.8	-	-	-	2.5	9.2	6.7	4.6	6.7
5	(5)	11.0	-	12.0	26.1a	7.4	13.6a	10.7	11.0	-	-	-	8.9	13.2	6.7	10.8	13.3
4	(4)	5.8	6.7	8.0	8.7	3.7	4.5	3.6	5.8	-	-	-	7.6	3.9	6.7	9.2	1.7
3	(3)	8.4	10.0	8.0	8.7	3.7	4.5	14.3	8.4	-	-	-	7.6	9.2	13.3	9.2	5.0
2	(2)	7.7	3.3	8.0	13.0	3.7	9.1	10.7	7.7	-	-	-	8.9	6.6	13.3	4.6	8.3
No influence	(1)	14.8	26.7df	32.0df	8.7	3.7	13.6	3.6	14.8	-	-	-	15.2	14.5	16.7	15.4	13.3
Top 3 Box		32.3	23.3	24.0	26.1	55.6ab c	31.8	32.1	32.3	-	-	-	30.4	34.2	23.3	32.3	36.7
Bottom 3 Box		31.0	40.0d	48.0d	30.4	11.1	27.3	28.6	31.0	-	-	-	31.6	30.3	43.3	29.2	26.7
Mean		5.51	4.73	4.20	5.30	7.19ab c	5.68	5.93b	5.51	-	-	-	5.48	5.54	4.90	5.43	5.90
Standard Deviation		2.95	2.88	3.04	2.95	2.45	2.98	2.75	2.95	-	-	-	3.01	2.91	3.09	2.84	3.00
Standard Error		0.24	0.53	0.61	0.61	0.47	0.64	0.52	0.24	-	-	-	0.34	0.33	0.56	0.35	0.39
Median		6.39	6.20	4.25	5.42	8.25	7.00	7.17	6.39	-	-	-	6.75	6.29	5.00	6.17	7.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4D IMPORTANCE OF: IF IT'S AN ONTARIO SIRE'S STAKE RACE

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	3.2	6.7	-	-	-	4.5	7.1	3.2	-	-	-	3.8	2.6	3.3	1.5	5.0
9	(9)	3.9	3.3	4.0	4.3	3.7	4.5	3.6	3.9	-	-	-	5.1	2.6	3.3	4.6	3.3
8	(8)	8.4	6.7	8.0	4.3	11.1	18.2	3.6	8.4	-	-	-	5.1	11.8	6.7	9.2	8.3
7	(7)	7.7	-	8.0	17.4a	7.4	4.5	10.7	7.7	-	-	-	12.71	2.6	3.3	4.6	13.3
6	(6)	3.2	3.3	-	-	3.7	4.5	7.1	3.2	-	-	-	3.8	2.6	-	6.2	1.7
5	(5)	12.3	10.0	-	17.4b	18.5b	13.6	14.3	12.3	-	-	-	11.4	13.2	23.3	10.8	8.3
4	(4)	9.7	6.7	12.0	4.3	3.7	13.6	17.9	9.7	-	-	-	11.4	7.9	16.7	9.2	6.7
3	(3)	12.3	10.0	12.0	8.7	14.8	22.7	7.1	12.3	-	-	-	12.7	11.8	10.0	9.2	16.7
2	(2)	17.4	13.3	4.0	39.1ab e	22.2e	-	25.0be	17.4	-	-	-	17.7	17.1	6.7	24.6m	15.0
No influence	(1)	20.6	40.0cd ef	52.0cde f	4.3	14.8f	9.1	-	20.6	-	-	-	15.2	26.3	23.3	18.5	21.7
Don't know/no answer		1.3	-	-	-	-	4.5	3.6	1.3	-	-	-	1.3	1.3	3.3	1.5	-
Top 3 Box		15.5	16.7	12.0	8.7	14.8	27.3	14.3	15.5	-	-	-	13.9	17.1	13.3	15.4	16.7
Bottom 3 Box		50.3	63.3ef	68.0ef	52.2	51.9	31.8	32.1	50.3	-	-	-	45.6	55.3	40.0	52.3	53.3
Mean		4.05	3.43	3.00	4.09	4.07	5.14ab	4.81b	4.05	-	-	-	4.32	3.77	4.03	3.92	4.20
Standard Deviation		2.69	2.96	2.69	2.41	2.51	2.61	2.51	2.69	-	-	-	2.67	2.70	2.56	2.63	2.85
Standard Error		0.22	0.54	0.54	0.50	0.48	0.57	0.48	0.22	-	-	-	0.30	0.31	0.47	0.33	0.37
Median		3.92	2.75	1.96	3.75	3.88	5.17	4.90	3.92	-	-	-	4.33	3.50	4.50	3.67	3.80

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4E IMPORTANCE OF: IF IT IS A PACING EVENT

		CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE			
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	1.9	3.3	-	4.3	-	4.5	-	1.9	-	-	-	2.5	1.3	3.3	1.5	1.7
9	(9)	3.9	3.3	-	4.3	7.4	4.5	3.6	3.9	-	-	-	6.3	1.3	3.3	4.6	3.3
8	(8)	7.1	6.7	8.0	-	-	22.7cd	7.1	7.1	-	-	-	6.3	7.9	3.3	9.2	6.7
7	(7)	8.4	3.3	8.0	4.3	14.8	9.1	10.7	8.4	-	-	-	8.9	7.9	6.7	7.7	10.0
6	(6)	3.2	3.3	-	4.3	-	9.1	3.6	3.2	-	-	-	3.8	2.6	6.7	3.1	1.7
5	(5)	17.4	13.3	4.0	17.4	25.9b	13.6	28.6b	17.4	-	-	-	21.5	13.2	26.7	15.4	15.0
4	(4)	5.8	3.3	4.0	13.0	7.4	4.5	3.6	5.8	-	-	-	6.3	5.3	6.7	7.7	3.3
3	(3)	16.1	10.0	16.0	17.4	7.4	13.6	32.1ad	16.1	-	-	-	16.5	15.8	13.3	16.9	16.7
2	(2)	14.8	13.3	12.0	30.4e	22.2e	-	10.7	14.8	-	-	-	15.2	14.5	6.7	15.4	18.3
No influence	(1)	21.3	40.0cd f	48.0cde f	4.3	14.8f	18.2f	-	21.3	-	-	-	12.7	30.3k	23.3	18.5	23.3
Top 3 Box		12.9	13.3	8.0	8.7	7.4	31.8bd	10.7	12.9	-	-	-	15.2	10.5	10.0	15.4	11.7
Bottom 3 Box		52.3	63.3e	76.0de f	52.2	44.4	31.8	42.9	52.3	-	-	-	44.3	60.5k	43.3	50.8	58.3
Mean		3.99	3.37	2.76	3.96	4.11b	5.32ab	4.61b	3.99	-	-	-	4.43l	3.53	4.13	4.11	3.78
Standard Deviation		2.56	2.79	2.39	2.33	2.44	2.85	1.99	2.56	-	-	-	2.55	2.52	2.53	2.59	2.58
Standard Error		0.21	0.51	0.48	0.48	0.47	0.61	0.38	0.21	-	-	-	0.29	0.29	0.46	0.32	0.33
Median		3.86	2.75	2.17	3.88	4.75	6.00	5.13	3.86	-	-	-	4.90	3.33	5.00	3.95	3.50

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4F IMPORTANCE OF: IF IT IS A TROTTING EVENT

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	1.3	-	-	-	-	4.5	3.6	1.3	-	-	-	2.5	-	-	-	3.3
9	(9)	1.9	3.3	4.0	-	3.7	-	-	1.9	-	-	-	-	3.9	-	1.5	3.3
8	(8)	5.8	3.3	16.0f	-	11.1	4.5	-	5.8	-	-	-	6.3	5.3	3.3	3.1	10.0
7	(7)	11.0	13.3	4.0	8.7	3.7	22.7	14.3	11.0	-	-	-	12.7	9.2	13.3	13.8	6.7
6	(6)	5.8	6.7	-	4.3	7.4	-	14.3	5.8	-	-	-	7.6	3.9	3.3	7.7	5.0
5	(5)	14.8	10.0	8.0	26.1	11.1	22.7	14.3	14.8	-	-	-	16.5	13.2	23.3	15.4	10.0
4	(4)	5.2	-	-	13.0a	7.4	4.5	7.1	5.2	-	-	-	2.5	7.9	6.7	4.6	5.0
3	(3)	16.1	13.3	16.0	8.7	18.5	13.6	25.0	16.1	-	-	-	16.5	15.8	16.7	13.8	18.3
2	(2)	16.8	13.3	8.0	39.1ab e	14.8	4.5	21.4	16.8	-	-	-	20.3	13.2	10.0	16.9	20.0
No influence	(1)	20.0	36.7cf	44.0cef	-	22.2cf	13.6	-	20.0	-	-	-	13.9	26.3	23.3	20.0	18.3
Don't know/no answer		1.3	-	-	-	-	9.1	-	1.3	-	-	-	1.3	1.3	-	3.1	-
Top 3 Box		9.0	6.7	20.0c	-	14.8	9.1	3.6	9.0	-	-	-	8.9	9.2	3.3	4.6	16.7n
Bottom 3 Box		52.9	63.3e	68.0e	47.8	55.6	31.8	46.4	52.9	-	-	-	50.6	55.3	50.0	50.8	56.7
Mean		3.90	3.43	3.40	3.74	3.85	4.80	4.39	3.90	-	-	-	4.12	3.68	3.77	3.84	4.03
Standard Deviation		2.45	2.61	2.90	1.71	2.54	2.55	2.10	2.45	-	-	-	2.43	2.46	2.21	2.33	2.70
Standard Error		0.20	0.48	0.58	0.36	0.49	0.57	0.40	0.20	-	-	-	0.27	0.28	0.40	0.29	0.35
Median		3.78	3.00	2.75	4.17	3.70	5.40	4.50	3.78	-	-	-	3.92	3.63	4.00	3.83	3.64

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4G IMPORTANCE OF: IF IT IS A CLAIMING EVENT

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	1.3	-	-	-	-	4.5	3.6	1.3	-	-	-	2.5	-	3.3	-	1.7
9	(9)	1.9	-	4.0	-	-	9.1	-	1.9	-	-	-	3.8	-	-	1.5	3.3
8	(8)	5.8	20.0bcf	-	-	3.7	9.1	-	5.8	-	-	-	7.6	3.9	6.7	9.2	1.7
7	(7)	9.0	3.3	8.0	8.7	11.1	9.1	14.3	9.0	-	-	-	7.6	10.5	6.7	10.8	8.3
6	(6)	5.2	-	8.0	8.7	-	13.6a	3.6	5.2	-	-	-	6.3	3.9	10.0	3.1	5.0
5	(5)	12.3	6.7	4.0	21.7	18.5	13.6	10.7	12.3	-	-	-	12.7	11.8	16.7	12.3	10.0
4	(4)	8.4	3.3	8.0	13.0	7.4	4.5	14.3	8.4	-	-	-	6.3	10.5	6.7	7.7	10.0
3	(3)	16.1	6.7	16.0	8.7	18.5	13.6	32.1a	16.1	-	-	-	19.0	13.2	13.3	13.8	20.0
2	(2)	16.1	20.0	4.0	30.4be	22.2	4.5	14.3	16.1	-	-	-	17.7	14.5	10.0	16.9	18.3
No influence	(1)	23.2	40.0ce f	48.0cde f	8.7	18.5	13.6	7.1	23.2	-	-	-	16.5	30.3k	26.7	23.1	21.7
Don't know/no answer		0.6	-	-	-	-	4.5	-	0.6	-	-	-	-	1.3	-	1.5	-
Top 3 Box		9.0	20.0c	4.0	-	3.7	22.7cf	3.6	9.0	-	-	-	13.91	3.9	10.0	10.8	6.7
Bottom 3 Box		55.5	66.7e	68.0e	47.8	59.3	31.8	53.6	55.5	-	-	-	53.2	57.9	50.0	53.8	60.0
Mean		3.72	3.30	2.96	3.70	3.48	5.19ab cd	4.00	3.72	-	-	-	4.09	3.33	3.90	3.78	3.57
Standard Deviation		2.43	2.79	2.42	1.87	2.10	2.79	2.13	2.43	-	-	-	2.57	2.23	2.56	2.47	2.35
Standard Error		0.20	0.51	0.48	0.39	0.40	0.61	0.40	0.20	-	-	-	0.29	0.26	0.47	0.31	0.30
Median		3.64	2.50	2.50	4.17	3.50	5.83	3.89	3.64	-	-	-	3.83	3.35	4.00	3.67	3.50

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4H IMPORTANCE OF: IF THE RACE IS AN ONTARIO PRODUCT

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	6.5	3.3	-	4.3	-	18.2bd	14.3d	6.5	-	-	-	8.9	3.9	10.0	6.2	5.0
9	(9)	3.9	6.7	8.0	-	7.4	-	-	3.9	-	-	-	1.3	6.6	-	1.5	8.3
8	(8)	11.0	10.0	12.0	8.7	18.5e	-	14.3	11.0	-	-	-	8.9	13.2	6.7	12.3	11.7
7	(7)	5.8	6.7	4.0	-	7.4	9.1	7.1	5.8	-	-	-	5.1	6.6	10.0	7.7	1.7
6	(6)	7.1	-	-	4.3	18.5ab	13.6a	7.1	7.1	-	-	-	10.1	3.9	10.0	7.7	5.0
5	(5)	14.8	10.0	8.0	21.7	22.2	18.2	10.7	14.8	-	-	-	16.5	13.2	13.3	13.8	16.7
4	(4)	5.2	6.7	4.0	8.7	-	-	10.7	5.2	-	-	-	3.8	6.6	3.3	4.6	6.7
3	(3)	11.6	13.3	16.0d	13.0	-	18.2d	10.7	11.6	-	-	-	12.7	10.5	10.0	7.7	16.7
2	(2)	16.1	13.3	12.0	34.8e	14.8	4.5	17.9	16.1	-	-	-	21.5	10.5	16.7	16.9	15.0
No influence	(1)	16.8	30.0cf	36.0cde	4.3	11.1	9.1	7.1	16.8	-	-	-	10.1	23.7k	20.0	18.5	13.3
Don't know/no answer		1.3	-	-	-	-	9.1	-	1.3	-	-	-	1.3	1.3	-	3.1	-
Top 3 Box		21.3	20.0	20.0	13.0	25.9	18.2	28.6	21.3	-	-	-	19.0	23.7	16.7	20.0	25.0
Bottom 3 Box		44.5	56.7d	64.0de	52.2	25.9	31.8	35.7	44.5	-	-	-	44.3	44.7	46.7	43.1	45.0
Mean		4.55	3.93	3.60	3.96	5.30b	5.40b	5.21	4.55	-	-	-	4.62	4.48	4.47	4.51	4.63
Standard Deviation		2.85	2.97	2.90	2.34	2.57	2.95	2.96	2.85	-	-	-	2.77	2.95	2.96	2.87	2.82
Standard Error		0.23	0.54	0.58	0.49	0.49	0.66	0.56	0.23	-	-	-	0.31	0.34	0.54	0.36	0.36
Median		4.94	3.50	3.13	3.83	6.10	5.75	5.33	4.94	-	-	-	5.08	4.70	5.00	5.06	4.75

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4I IMPORTANCE OF: IF THE RACE IS LIVE VERSUS SIMULCAST

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Major influence	(10)	31.6	53.3bf	12.0	43.5b	29.6	31.8	17.9	31.6	-	-	-	30.4	32.9	30.0	33.8	30.0
9	(9)	13.5	13.3	12.0	17.4f	33.3ef	4.5	-	13.5	-	-	-	10.1	17.1	16.7	12.3	13.3
8	(8)	11.0	10.0	16.0d	13.0	-	18.2d	10.7	11.0	-	-	-	15.2	6.6	6.7	15.4	8.3
7	(7)	8.4	-	4.0	4.3	3.7	13.6a	25.0abd	8.4	-	-	-	10.1	6.6	16.7	6.2	6.7
6	(6)	3.9	3.3	4.0	-	3.7	4.5	7.1	3.9	-	-	-	5.1	2.6	3.3	3.1	5.0
5	(5)	9.0	6.7	12.0	17.4d	-	9.1	10.7	9.0	-	-	-	11.4	6.6	10.0	9.2	8.3
4	(4)	1.3	-	-	-	-	-	7.1	1.3	-	-	-	-	2.6	-	-	3.3
3	(3)	3.2	-	8.0	-	3.7	4.5	3.6	3.2	-	-	-	3.8	2.6	6.7	1.5	3.3
2	(2)	3.2	3.3	4.0	-	3.7	-	7.1	3.2	-	-	-	3.8	2.6	3.3	3.1	3.3
No influence	(1)	14.2	10.0	28.0c	4.3	22.2	9.1	10.7	14.2	-	-	-	10.1	18.4	6.7	13.8	18.3
Don't know/no answer		0.6	-	-	-	-	4.5	-	0.6	-	-	-	-	1.3	-	1.5	-
Top 3 Box		56.1	76.7bf	40.0	73.9bf	63.0f	54.5	28.6	56.1	-	-	-	55.7	56.6	53.3	61.5	51.7
Bottom 3 Box		20.6	13.3	40.0ac	4.3	29.6c	13.6	21.4	20.6	-	-	-	17.7	23.7	16.7	18.5	25.0
Mean		6.93	8.03bf	5.28	8.17bf	6.85	7.29b	6.00	6.93	-	-	-	7.04	6.81	7.23	7.16	6.53
Standard Deviation		3.25	3.07	3.48	2.42	3.75	2.88	2.89	3.25	-	-	-	3.02	3.50	2.90	3.22	3.46
Standard Error		0.26	0.56	0.70	0.51	0.72	0.63	0.55	0.26	-	-	-	0.34	0.40	0.53	0.40	0.45
Median		8.59	9.38	5.83	9.63	9.39	8.38	7.14	8.59	-	-	-	8.38	9.04	8.50	8.80	8.20

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4 SUMMARY - IMPORTANCE OF: TOP 3 BOX

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %	
Field size	18.1	13.3	8.0	13.0	22.2	31.8b	21.4	18.1	-	-	-	22.8	13.2	16.7	20.0	16.7	
Odds of the horse	35.5	43.3	24.0	39.1	48.1	27.3	28.6	35.5	-	-	-	35.4	35.5	43.3	38.5	28.3	
Driver	32.3	23.3	24.0	26.1	55.6ab c	31.8	32.1	32.3	-	-	-	30.4	34.2	23.3	32.3	36.7	
If it's an Ontario Sires Stake race	15.5	16.7	12.0	8.7	14.8	27.3	14.3	15.5	-	-	-	13.9	17.1	13.3	15.4	16.7	
If it is a pacing event	12.9	13.3	8.0	8.7	7.4	31.8bd	10.7	12.9	-	-	-	15.2	10.5	10.0	15.4	11.7	
If it is a trotting event	9.0	6.7	20.0c	-	14.8	9.1	3.6	9.0	-	-	-	8.9	9.2	3.3	4.6	16.7n	
If it is a claiming event	9.0	20.0c	4.0	-	3.7	22.7cf	3.6	9.0	-	-	-	13.9l	3.9	10.0	10.8	6.7	
If the race is an Ontario product	21.3	20.0	20.0	13.0	25.9	18.2	28.6	21.3	-	-	-	19.0	23.7	16.7	20.0	25.0	
If the race is live versus simulcast	56.1	76.7bf	40.0	73.9bf	63.0f	54.5	28.6	56.1	-	-	-	55.7	56.6	53.3	61.5	51.7	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4 SUMMARY - IMPORTANCE OF: BOTTOM 3 BOX

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %	
Field size	49.0	53.3e	72.0ef	56.5e	48.1e	18.2	42.9	49.0	-	-	-	40.5	57.9k	36.7	49.2	55.0	
Odds of the horse	21.9	20.0	32.0f	21.7	33.3f	18.2	7.1	21.9	-	-	-	22.8	21.1	10.0	20.0	30.0m	
Driver	31.0	40.0d	48.0d	30.4	11.1	27.3	28.6	31.0	-	-	-	31.6	30.3	43.3	29.2	26.7	
If it's an Ontario Sires Stake race	50.3	63.3ef	68.0ef	52.2	51.9	31.8	32.1	50.3	-	-	-	45.6	55.3	40.0	52.3	53.3	
If it is a pacing event	52.3	63.3e	76.0de f	52.2	44.4	31.8	42.9	52.3	-	-	-	44.3	60.5k	43.3	50.8	58.3	
If it is a trotting event	52.9	63.3e	68.0e	47.8	55.6	31.8	46.4	52.9	-	-	-	50.6	55.3	50.0	50.8	56.7	
If it is a claiming event	55.5	66.7e	68.0e	47.8	59.3	31.8	53.6	55.5	-	-	-	53.2	57.9	50.0	53.8	60.0	
If the race is an Ontario product	44.5	56.7d	64.0de f	52.2	25.9	31.8	35.7	44.5	-	-	-	44.3	44.7	46.7	43.1	45.0	
If the race is live versus simulcast	20.6	13.3	40.0ac	4.3	29.6c	13.6	21.4	20.6	-	-	-	17.7	23.7	16.7	18.5	25.0	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

** very small base (under 15) ineligible for sig testing

Q.4 SUMMARY MEANS - IMPORTANCE OF

	CITY CENTRE							CUSTOMER PROFILE			GENDER		AGE			
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Field size	4.21	4.07	2.68	3.96	4.48b	5.64b	4.57b	4.21	-	-	-	4.701	3.71	4.97	4.29	3.75
Std Deviation	2.91	2.95	2.67	2.92	2.90	2.77	2.73	2.91	-	-	-	2.92	2.82	2.67	2.99	2.89
Std Error	0.23	0.54	0.53	0.61	0.56	0.59	0.52	0.23	-	-	-	0.33	0.32	0.49	0.37	0.37
Odds of the horse	5.92	6.23	4.88	6.26	5.70	5.82	6.50b	5.92	-	-	-	6.13	5.70	6.70o	6.15	5.27
Std Deviation	2.69	2.58	2.76	3.08	3.11	2.38	2.08	2.69	-	-	-	2.80	2.58	2.48	2.60	2.79
Std Error	0.22	0.47	0.55	0.64	0.60	0.51	0.39	0.22	-	-	-	0.31	0.30	0.45	0.32	0.36
Driver	5.51	4.73	4.20	5.30	7.19ab c	5.68	5.93b	5.51	-	-	-	5.48	5.54	4.90	5.43	5.90
Std Deviation	2.95	2.88	3.04	2.95	2.45	2.98	2.75	2.95	-	-	-	3.01	2.91	3.09	2.84	3.00
Std Error	0.24	0.53	0.61	0.61	0.47	0.64	0.52	0.24	-	-	-	0.34	0.33	0.56	0.35	0.39
If it's an Ontario Sires Stake race	4.05	3.43	3.00	4.09	4.07	5.14ab	4.81b	4.05	-	-	-	4.32	3.77	4.03	3.92	4.20
Std Deviation	2.69	2.96	2.69	2.41	2.51	2.61	2.51	2.69	-	-	-	2.67	2.70	2.56	2.63	2.85
Std Error	0.22	0.54	0.54	0.50	0.48	0.57	0.48	0.22	-	-	-	0.30	0.31	0.47	0.33	0.37
If it is a pacing event	3.99	3.37	2.76	3.96	4.11b	5.32ab	4.61b	3.99	-	-	-	4.431	3.53	4.13	4.11	3.78
Std Deviation	2.56	2.79	2.39	2.33	2.44	2.85	1.99	2.56	-	-	-	2.55	2.52	2.53	2.59	2.58
Std Error	0.21	0.51	0.48	0.48	0.47	0.61	0.38	0.21	-	-	-	0.29	0.29	0.46	0.32	0.33
If it is a trotting event	3.90	3.43	3.40	3.74	3.85	4.80	4.39	3.90	-	-	-	4.12	3.68	3.77	3.84	4.03
Std Deviation	2.45	2.61	2.90	1.71	2.54	2.55	2.10	2.45	-	-	-	2.43	2.46	2.21	2.33	2.70
Std Error	0.20	0.48	0.58	0.36	0.49	0.57	0.40	0.20	-	-	-	0.27	0.28	0.40	0.29	0.35
If it is a claiming event	3.72	3.30	2.96	3.70	3.48	5.19ab cd	4.00	3.72	-	-	-	4.09	3.33	3.90	3.78	3.57
Std Deviation	2.43	2.79	2.42	1.87	2.10	2.79	2.13	2.43	-	-	-	2.57	2.23	2.56	2.47	2.35
Std Error	0.20	0.51	0.48	0.39	0.40	0.61	0.40	0.20	-	-	-	0.29	0.26	0.47	0.31	0.30
If the race is an Ontario product	4.55	3.93	3.60	3.96	5.30b	5.40b	5.21	4.55	-	-	-	4.62	4.48	4.47	4.51	4.63
Std Deviation	2.85	2.97	2.90	2.34	2.57	2.95	2.96	2.85	-	-	-	2.77	2.95	2.96	2.87	2.82
Std Error	0.23	0.54	0.58	0.49	0.49	0.66	0.56	0.23	-	-	-	0.31	0.34	0.54	0.36	0.36
If the race is live versus simulcast	6.93	8.03bf	5.28	8.17bf	6.85	7.29b	6.00	6.93	-	-	-	7.04	6.81	7.23	7.16	6.53
Std Deviation	3.25	3.07	3.48	2.42	3.75	2.88	2.89	3.25	-	-	-	3.02	3.50	2.90	3.22	3.46
Std Error	0.26	0.56	0.70	0.51	0.72	0.63	0.55	0.26	-	-	-	0.34	0.40	0.53	0.40	0.45

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5A TYPE OF RACE PREFER TO WAGER ON

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Claiming Race	8.4	6.7	-	8.7	3.7	13.6	17.9b	8.4	-	-	-	8.9	7.9	13.3	7.7	6.7
Conditioned Event	5.2	-	-	4.3	14.8af	13.6a	-	5.2	-	-	-	7.6	2.6	6.7	7.7	1.7
Ontario Sires Stake Race	3.2	10.0	-	-	-	4.5	3.6	3.2	-	-	-	5.1	1.3	3.3	4.6	1.7
Stakes Race	3.9	13.3	-	-	-	4.5	3.6	3.9	-	-	-	5.1	2.6	3.3	4.6	3.3
Makes no difference/all	71.6	53.3	84.0af	87.0af	81.5a	72.7	57.1	71.6	-	-	-	67.1	76.3	76.7	64.6	76.7
Other	0.6	3.3	-	-	-	-	-	0.6	-	-	-	1.3	-	-	1.5	-
Don't know the differences	9.7	16.7cd	16.0d	-	-	4.5	17.9cd	9.7	-	-	-	10.1	9.2	6.7	10.8	10.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5B TYPE OF BET USUALLY PLACE

	TOTAL	CITY CENTRE						CUSTOMER PROFILE			GENDER		AGE			
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
To win	54.8	46.7	48.0	65.2	63.0	68.2	42.9	54.8	-	-	-	63.31	46.1	56.7	52.3	56.7
To show	36.1	26.7	56.0ae f	34.8	51.9ef	22.7	25.0	36.1	-	-	-	26.6	46.1k	26.7	33.8	43.3
To place	34.2	26.7	48.0f	47.8f	40.7f	40.9f	7.1	34.2	-	-	-	27.8	40.8	40.0	27.7	38.3
Triactor	25.2	20.0	24.0	30.4	25.9	31.8	21.4	25.2	-	-	-	31.6	18.4	16.7	26.2	28.3
Exactor	21.9	6.7	8.0	30.4a	33.3ab	22.7	32.1ab	21.9	-	-	-	24.1	19.7	13.3	20.0	28.3
Pick Three	5.2	10.0	-	-	7.4	4.5	7.1	5.2	-	-	-	5.1	5.3	6.7	7.7	1.7
Daily Double	3.9	3.3	-	-	11.1	9.1	-	3.9	-	-	-	6.3	1.3	-	3.1	6.7
Quinella	3.2	6.7	-	-	3.7	4.5	3.6	3.2	-	-	-	2.5	3.9	-	3.1	5.0
Superfactor/superfecta/ quad	3.2	3.3	-	-	-	9.1	7.1	3.2	-	-	-	3.8	2.6	3.3	3.1	3.3
Twin Tri	1.3	-	-	-	-	4.5	3.6	1.3	-	-	-	1.3	1.3	-	3.1	-
Win 3	1.3	-	-	-	3.7	4.5	-	1.3	-	-	-	2.5	-	-	1.5	1.7
Pick pools (6,7,etc.)	0.6	-	-	-	-	4.5	-	0.6	-	-	-	1.3	-	-	1.5	-
Other	1.9	6.7	-	-	-	4.5	-	1.9	-	-	-	3.8	-	3.3	1.5	1.7

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.6 ON AVERAGE, HOW MUCH WAGER PER RACE

	CITY CENTRE						CUSTOMER PROFILE			GENDER		AGE				
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
\$1 - \$5	61.3	63.3e	72.0e	52.2	77.8e	31.8	64.3e	61.3	-	-	-	44.3	78.9k	80.0o	60.0	53.3
\$6 - \$10	25.2	26.7	20.0	30.4	11.1	40.9d	25.0	25.2	-	-	-	32.9l	17.1	6.7	27.7m	31.7m
\$11 or more	13.5	10.0	8.0	17.4	11.1	27.3	10.7	13.5	-	-	-	22.8l	3.9	13.3	12.3	15.0
Average	11.24	6.67	5.20	28.17	9.48	14.00b	7.14	11.24	-	-	-	16.68	5.58	22.27	9.14	8.00
Standard deviation	41.61	4.98	4.61	103.03	21.37	20.77	8.96	41.61	-	-	-	56.83	11.55	90.55	17.23	9.54
Standard error	3.34	0.91	0.92	21.48	4.11	4.43	1.69	3.34	-	-	-	6.39	1.33	16.53	2.14	1.23
Median	4.24	4.50	3.00	4.50	2.00	6.67d	3.40	4.24	-	-	-	5.50	2.20	4.00	4.28	4.60

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.7A NUMBER OF YEARS HAVE BEEN ATTENDING HARNESS RACING

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
1-9 years	39.4	43.3	60.0df	34.8	18.5	50.0d	32.1	39.4	-	-	-	36.7	42.1	63.3no	40.0	26.7
10-20 years	32.3	40.0	24.0	26.1	44.4	18.2	35.7	32.3	-	-	-	30.4	34.2	33.3	36.9	26.7
Over 20 years	28.4	16.7	16.0	39.1	37.0	31.8	32.1	28.4	-	-	-	32.9	23.7	3.3	23.1m	46.7mn
Average	15.56	11.60	9.40	16.26	22.04a	16.73	17.57b	15.56	-	-	-	16.85	14.22	6.57	14.82m	20.87mn
Standard deviation	13.80	10.86	12.42	13.32	13.94	17.29	12.55	13.80	-	-	-	14.57	12.90	6.69	12.81	15.05
Standard error	1.11	1.98	2.48	2.78	2.68	3.69	2.37	1.11	-	-	-	1.64	1.48	1.22	1.59	1.94
Median	9.48	6.67	2.75	11.00b	18.83ab	8.50b	15.83ab	9.48	-	-	-	11.00	8.64	3.50	9.17	18.33n

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.7B IN WHAT WAY WAGERING PRACTICES CHANGED OVER THE YEARS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE			GENDER		AGE			
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	135 %	24 %	17 %	21 %	26 %	20 %	27 %	135 %	-** %	-** %	-** %	72 %	63 %	20 %	59 %	56 %
More educated about picking winners	14.1	16.7f	17.6f	19.0f	19.2f	15.0f	-	14.1	-	-	-	13.9	14.3	15.0	13.6	14.3
More selective on what races to bet on	11.9	-	17.6a	4.8	26.9a	15.0	7.4	11.9	-	-	-	11.1	12.7	15.0	11.9	10.7
Bet more per race	7.4	8.3	5.9	14.3	3.8	5.0	7.4	7.4	-	-	-	8.3	6.3	10.0	5.1	8.9
Set myself a nightly limit	7.4	-	17.6af	-	11.5	20.0acf	-	7.4	-	-	-	5.6	9.5	5.0	6.8	8.9
Try different wagering practices	5.9	-	11.8	9.5	3.8	15.0f	-	5.9	-	-	-	6.9	4.8	10.0	1.7	8.9
Research more before placing a bet	3.7	4.2	11.8	-	3.8	5.0	-	3.7	-	-	-	-	7.9k	-	3.4	5.4
Bet less per race	3.0	-	5.9	-	-	15.0df	-	3.0	-	-	-	4.2	1.6	-	5.1	1.8
Bet on-line	3.0	4.2	-	4.8	3.8	5.0	-	3.0	-	-	-	1.4	4.8	5.0	5.1	-
I now know how to read book/pamphlet	1.5	4.2	-	-	-	5.0	-	1.5	-	-	-	1.4	1.6	-	3.4	-
Other	4.4	4.2	11.8	4.8	-	10.0	-	4.4	-	-	-	4.2	4.8	5.0	5.1	3.6
No change	69.6	75.0	58.8	76.2	65.4	50.0	85.2e	69.6	-	-	-	68.1	71.4	60.0	69.5	73.2

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.8 REASON(S) GO TO LIVE HARNESS RACING

	TOTAL	CITY CENTRE						CUSTOMER PROFILE			GENDER		AGE			
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
To be entertained/fun	56.1	66.7b	20.0	52.2b	81.5bc f	63.6b	50.0b	56.1	-	-	-	53.2	59.2	56.7	50.8	61.7
Social occasion	41.9	43.3f	52.0f	56.5f	40.7	45.5f	17.9	41.9	-	-	-	35.4	48.7	40.0	40.0	45.0
Excitement of the races	39.4	26.7	28.0	52.2	59.3ab	36.4	35.7	39.4	-	-	-	41.8	36.8	30.0	44.6	38.3
To gamble	16.8	10.0	16.0	30.4	14.8	22.7	10.7	16.8	-	-	-	24.11	9.2	26.7	16.9	11.7
Personally connected/know someone	9.0	-	8.0	8.7	22.2a	9.1	7.1	9.0	-	-	-	10.1	7.9	10.0	7.7	10.0
Organized by a group I belong to	8.4	3.3	20.0f	17.4f	3.7	9.1	-	8.4	-	-	-	5.1	11.8	6.7	4.6	13.3
Inexpensive outing	5.2	6.7	16.0f	-	7.4	-	-	5.2	-	-	-	1.3	9.2k	6.7	6.2	3.3
Business occasion	3.9	6.7	4.0	13.0	-	-	-	3.9	-	-	-	5.1	2.6	6.7o	6.2	-
To support local agriculture/industry	1.9	3.3	-	-	7.4	-	-	1.9	-	-	-	2.5	1.3	3.3	1.5	1.7
Other	2.6	3.3	4.0	-	3.7	4.5	-	2.6	-	-	-	2.5	2.6	6.7	1.5	1.7
No answer	0.6	-	4.0	-	-	-	-	0.6	-	-	-	-	1.3	-	-	1.7

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.9 WHAT WOULD TEMPT TO GO TO A TRACK AND BET ON HARNESS RACING MORE FREQUENTLY

	TOTAL	CITY CENTRE						CUSTOMER PROFILE			GENDER		AGE			
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
Less expensive dining/ drinks	13.5	16.7cf	44.0acdef	-	11.1	9.1	-	13.5	-	-	-	10.1	17.1	20.0	13.8	10.0
Better dining facilities	11.6	23.3d	24.0d	4.3	-	4.5	10.7	11.6	-	-	-	6.3	17.1k	3.3	13.8	13.3
Bigger purses	11.0	13.3	4.0	4.3	25.9bc f	13.6	3.6	11.0	-	-	-	11.4	10.5	10.0	9.2	13.3
Better advertised	7.1	-	8.0	8.7	3.7	18.2a	7.1	7.1	-	-	-	8.9	5.3	23.3no	3.1	3.3
If they had promotions/ gave coupons/discounts/ prizes	5.8	10.0	8.0	4.3	-	9.1	3.6	5.8	-	-	-	6.3	5.3	3.3	7.7	5.0
If friends/family wanted to go	3.9	3.3	4.0	13.0	3.7	-	-	3.9	-	-	-	7.6l	-	6.7	3.1	3.3
Better quality of horses	3.9	3.3	4.0	4.3	7.4	-	3.6	3.9	-	-	-	3.8	3.9	6.7	4.6	1.7
More easily accessible	3.2	10.0	-	-	3.7	-	3.6	3.2	-	-	-	1.3	5.3	3.3	4.6	1.7
If they had concerts/ night club acts	2.6	3.3	-	4.3	3.7	4.5	-	2.6	-	-	-	3.8	1.3	3.3	3.1	1.7
Less time between races	2.6	3.3	8.0	-	3.7	-	-	2.6	-	-	-	1.3	3.9	6.7n	-	3.3
More of a play-off atmosphere	1.9	-	4.0	8.7	-	-	-	1.9	-	-	-	1.3	2.6	3.3	3.1	-
Better image	1.9	10.0	-	-	-	-	-	1.9	-	-	-	1.3	2.6	3.3	1.5	1.7
If it was more family oriented/family facilities	1.9	3.3	4.0	-	-	4.5	-	1.9	-	-	-	1.3	2.6	10.0no	-	-
Better grandstand	1.9	-	-	-	-	9.1	3.6	1.9	-	-	-	2.5	1.3	-	4.6	-
More horses in the race	1.9	-	-	-	11.1	-	-	1.9	-	-	-	1.3	2.6	3.3	-	3.3
If I had more money for betting	1.9	3.3	-	-	3.7	4.5	-	1.9	-	-	-	2.5	1.3	-	1.5	3.3
Better drivers	1.3	-	4.0	-	3.7	-	-	1.3	-	-	-	-	2.6	-	1.5	1.7
Better food/better menu/ healthier food	1.3	6.7	-	-	-	-	-	1.3	-	-	-	-	2.6	-	-	3.3

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.9 WHAT WOULD TEMPT TO GO TO A TRACK AND BET ON HARNESS RACING MORE FREQUENTLY

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	155 %	30 %	25 %	23 %	27 %	22 %	28 %	155 %	-** %	-** %	-** %	79 %	76 %	30 %	65 %	60 %
If I won/if I won more often	1.3	-	-	-	-	9.1	-	1.3	-	-	-	1.3	1.3	-	1.5	1.7
More modern facilities	1.3	-	-	-	-	9.1	-	1.3	-	-	-	1.3	1.3	-	3.1	-
If it was closer to home/ work/more convenient	1.3	6.7	-	-	-	-	-	1.3	-	-	-	-	2.6	3.3	1.5	-
Misc. mentions	5.8	6.7	4.0	13.0	3.7	9.1	-	5.8	-	-	-	7.6	3.9	3.3	10.8 _o	1.7
Don't know/nothing	43.2	26.7	16.0	60.9 _{ab} e	63.0 _{ab} e	27.3	64.3 _{ab} e	43.2	-	-	-	46.8	39.5	30.0	40.0	53.3 _m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.10 WHETHER KNOW ANYONE ATTACHED TO THE HARNESS RACING INDUSTRY

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Yes	25.2	15.5	13.3	25.7b ce	43.5ab	18.7	33.7ab e	36.1hi j	25.5	20.9	18.4	26.3	24.4	23.0	26.8	25.5
No	74.8	84.5df	86.7cd f	74.3d	56.5	81.3df	66.3	63.9	74.5g	79.1g	81.6g	73.7	75.6	77.0	73.2	74.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.11A CONSIDER HARNESS RACING MORE OF A SPORT OR MORE A FORM OF ENTERTAINMENT

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
More of a sport	15.8	22.7bc	10.0	11.9	13.0	21.5b	14.3	17.4	12.7	16.5	16.6	20.4k	12.2	24.3o	16.9o	8.0
More form of entertainment	45.1	47.3	44.4	34.7	41.7	54.2c	48.0	49.0	40.1	44.6	46.6	44.4	45.6	40.1	49.2	44.5
Both	38.4	30.0	43.3e	53.5ae f	45.4ae	22.4	37.8e	32.3	47.1gj	38.1	36.2	34.4	41.6	34.9	33.5	46.5mn
Neither	0.5	-	1.1	-	-	1.9	-	0.6	-	0.7	0.6	0.4	0.6	0.7	0.4	0.5
Don't know	0.2	-	1.1	-	-	-	-	0.6	-	-	-	0.4	-	-	-	0.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.11B OTHER TYPES OF SPORTS AND/OR ENTERTAINMENT ARE COMPETITIVE TO LIVE ONTARIO HARNESS RACING - FIRST MENTION

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Other professional sports	27.5	26.4	15.6	37.6bd	21.3	31.8b	31.6b	32.9i	31.8i	20.9	23.9	37.8l	19.5	28.9	31.1o	22.5
Dining out/restaurant meal	22.6	33.6cd ef	37.8cd ef	20.8	19.4	12.1	13.3	14.2	22.3	17.3	35.6gh i	16.7	27.3k	15.8	21.7	28.5m
Casinos	21.7	19.1	21.1	20.8	26.9	22.4	19.4	20.6	18.5	32.4gh j	16.6	19.6	23.3	21.7	20.1	24.0
Other amateur sports	6.5	3.6	8.9	4.0	10.2	7.5	5.1	7.7	7.6	7.9	3.1	7.0	6.1	6.6	6.3	6.5
Clubs/bars	5.7	7.3	6.7	5.0	3.7	4.7	7.1	3.9	5.7	4.3	8.6	5.9	5.5	12.5no	4.3	2.5
Other forms of horse racing	4.1	0.9	2.2	5.0	3.7	9.3ab	3.1	2.6	5.1	3.6	4.9	4.4	3.8	3.3	2.8	5.5
Car racing	2.1	3.6	-	2.0	1.9	1.9	3.1	3.9	1.9	0.7	1.8	1.5	2.6	3.9o	2.8o	-
Movies	1.8	0.9	2.2	-	-	1.9	6.1acd	2.6	0.6	1.4	2.5	2.2	1.5	2.0	1.6	2.0
Concerts/live music/ nightclub acts	1.5	1.8	1.1	1.0	-	1.9	3.1	2.6	0.6	2.2	0.6	0.7	2.0	0.7	2.4	1.0
Theatre/dinner theatre	1.1	0.9	1.1	1.0	1.9	0.9	1.0	1.3	0.6	2.2	0.6	0.7	1.5	-	2.0	1.0
Off track centres/ teletheaters	0.5	-	1.1	1.0	-	0.9	-	1.3	-	-	0.6	1.1	-	-	0.4	1.0
Other	2.4	1.8	2.2	1.0	3.7	4.7	1.0	1.9	2.5	2.9	2.5	1.1	3.5	2.6	2.8	2.0
None/don't know	2.9	-	-	1.0	7.4abc	2.8	6.1ab	4.5j	2.5j	5.0j	-	1.9	3.8	2.0	3.1	3.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.11B OTHER TYPES OF SPORTS AND/OR ENTERTAINMENT ARE COMPETITIVE TO LIVE ONTARIO HARNESS RACING - TOTAL MENTIONS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Dining out/restaurant meal	48.5	49.1ef	70.0ae f	66.3ae f	59.3ef	21.5	27.6	31.0	39.5	43.2g	78.5gh i	41.5	54.1k	46.1	42.5	58.5mn
Other professional sports	40.7	42.7b	22.2	59.4ab def	38.9b	38.3b	40.8b	41.9	39.5	38.8	42.3	55.2l	29.4	47.4o	41.3	35.5
Casinos	36.3	35.5	54.4ac def	36.6	38.9e	25.2	29.6	29.7	29.3	51.1gh j	36.8	33.3	38.7	35.5	31.5	44.0n
Other amateur sports	22.1	15.5	20.0	27.7af ef	35.2ab ef	18.7	15.3	22.6	22.9	21.6	21.5	26.3l	18.9	28.3o	20.9	19.0
Clubs/bars	18.2	30.9cd e	20.0	15.8	10.2	12.1	20.4d	7.1	8.9	12.9	42.3gh i	18.5	18.0	34.2no	16.1o	7.5
Other forms of horse racing	6.4	3.6	4.4	8.9	6.5	10.3	4.1	5.2	8.3	5.0	6.7	6.7	6.1	4.6	4.3	9.5n
Movies	4.7	8.2cd	2.2	-	0.9	5.6c	11.2bcd	5.2	6.4	3.6	3.7	4.4	4.9	4.6	4.7	5.0
Car racing	3.1	5.5b	-	4.0	1.9	3.7	3.1	5.2	1.9	2.9	2.5	2.6	3.5	3.9o	4.7o	0.5
Theatre/dinner theatre	2.8	5.5	2.2	4.0	1.9	1.9	1.0	4.5	1.9	2.9	1.8	3.0	2.6	0.7	3.9m	3.0
Concerts/live music/ nightclub acts	2.6	4.5d	2.2	4.0d	-	1.9	3.1	3.9	0.6	5.0h	1.2	2.2	2.9	0.7	3.9m	2.5
Off track centres/ teletheaters	2.4	0.9	1.1	5.0	1.9	4.7	1.0	3.2	0.6	0.7	4.9hi	3.3	1.7	-	2.8m	3.5m
Other	5.4	3.6	4.4	3.0	5.6	11.2ac	4.1	4.5	7.6	5.0	4.3	3.3	7.0k	4.6	5.5	5.5
None/don't know	2.9	-	-	1.0	7.4abc	2.8	6.1ab	4.5j	2.5j	5.0j	-	1.9	3.8	2.0	3.1	3.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.12A COMPARATIVE EXPERIENCE RATING - CASINOS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	106 %	19 %	15 %	18 %	23 %	19 %	12** %	32 %	29 %	45 %	-** %	41 %	65 %	24 %	40 %	41 %
Much better	(5) 11.3	26.3	20.0	5.6	4.3	10.5	-	15.6i	24.1i	-	-	12.2	10.8	8.3	15.0	9.8
A little better	(4) 10.4	5.3	6.7	-	13.0	21.1c	16.7	12.5	17.2	4.4	-	4.9	13.8	12.5	15.0	4.9
About the same	(3) 42.5	21.1	33.3	44.4	56.5a	47.4	50.0	37.5	34.5	51.1	-	51.2	36.9	54.2	45.0	34.1
A little worse	(2) 30.2	36.8	33.3	44.4	21.7	21.1	25.0	31.3	17.2	37.8	-	29.3	30.8	20.8	20.0	43.9n
A lot worse	(1) 4.7	5.3	6.7	5.6	4.3	-	8.3	3.1	6.9	4.4	-	2.4	6.2	4.2	2.5	7.3
Don't know	0.9	5.3	-	-	-	-	-	-	-	2.2	-	-	1.5	-	2.5	-
Top 2 Box	21.7	31.6	26.7	5.6	17.4	31.6	16.7	28.1i	41.4i	4.4	-	17.1	24.6	20.8	30.0	14.6
Bottom 2 Box	34.9	42.1	40.0	50.0	26.1	21.1	33.3	34.4	24.1	42.2	-	31.7	36.9	25.0	22.5	51.2mn
Mean	2.93	3.11	3.00	2.56	2.91	3.21c	2.75	3.06i	3.34i	2.57	-	2.95	2.92	3.00	3.21o	2.66
Standard Deviation	1.03	1.37	1.25	0.86	0.85	0.92	0.87	1.11	1.23	0.66	-	0.97	1.07	0.93	1.03	1.04
Standard Error	0.10	0.32	0.32	0.20	0.18	0.21	0.25	0.20	0.23	0.10	-	0.15	0.13	0.19	0.17	0.16
Median	3.34	3.25	3.30	3.00	3.42	3.61	3.33	3.42	3.75	3.13	-	3.36	3.33	3.46	3.58	2.97

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - CASINOS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	106 %	19 %	15 %	18 %	23 %	19 %	12** %	32 %	29 %	45 %	-** %	41 %	65 %	24 %	40 %	41 %
Worse (NET)	40.6	42.1	46.7	50.0	34.8	26.3	50.0	37.5	34.5	46.7	-	41.5	40.0	29.2	30.0	56.1mn
Less exciting/less entertaining	14.2	10.5	20.0	22.2e	21.7e	-	8.3	21.9	6.9	13.3	-	12.2	15.4	8.3	12.5	19.5
Prefer other forms of gambling/variety of casino gambling (Black Jack)	9.4	15.8	6.7	5.6	4.3	10.5	16.7	9.4	6.9	11.1	-	9.8	9.2	20.8n	2.5	9.8
Can concentrate on the slots the whole time	7.5	-	26.7ae	11.1	8.7	-	-	6.3	6.9	8.9	-	-	12.3k	-	2.5	17.1mn
Lose money betting on horses/never win	5.7	-	-	5.6	4.3	5.3	25.0	3.1	10.3	4.4	-	7.3	4.6	4.2	2.5	9.8
Don't know enough about harness racing/better handle on other gambling	5.7	5.3	6.7	5.6	8.7	-	8.3	-	6.9	8.9	-	4.9	6.2	-	5.0	9.8
Not as fast paced as thoroughbreds/race cars/hockey	3.8	10.5	-	11.1	-	-	-	3.1	3.4	4.4	-	2.4	4.6	4.2	-	7.3
Nicer/fancier/more upscale atmosphere/decor	3.8	10.5	-	-	-	10.5	-	3.1	3.4	4.4	-	7.3	1.5	8.3	2.5	-
Don't like kind of people who go/type of crowd/ambiance crowd gives	1.9	-	-	11.1	-	-	-	3.1	-	2.2	-	2.4	1.5	-	5.0	-
Less complicated/less skill involved, therefore less interest	1.9	-	-	-	4.3	5.3	-	-	-	4.4	-	2.4	1.5	-	-	4.9
Food is not as good/not as enjoyable dining experience	0.9	-	-	5.6	-	-	-	-	-	2.2	-	2.4	-	-	-	2.4
Less interaction with people/family	0.9	5.3	-	-	-	-	-	-	-	2.2	-	-	1.5	-	2.5	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - CASINOS

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	106 %	19 %	15 %	18 %	23 %	19 %	12**	32 %	29 %	45 %	-**	41 %	65 %	24 %	40 %	41 %
I just don't enjoy it as much	0.9	-	-	-	-	-	8.3	-	3.4	-	-	-	1.5	-	2.5	-
Misc. negative mentions	4.7	-	6.7	16.7	-	-	8.3	3.1	3.4	6.7	-	4.9	4.6	-	-	12.2n
The Same (NET)	39.6	26.3	33.3	38.9	52.2	47.4	33.3	37.5	31.0	46.7	-	46.3	35.4	54.2	40.0	31.7
I like gambling/they are both gambling	19.8	10.5	20.0	16.7	21.7	26.3	25.0	18.8	13.8	24.4	-	24.4	16.9	20.8	22.5	17.1
Both are equally exciting	17.9	15.8	-	27.8b	30.4b	10.5	16.7	9.4	17.2	24.4	-	22.0	15.4	29.2o	20.0	9.8
I enjoy both equally/ both equally fun	7.5	-	13.3	5.6	8.7	10.5	8.3	6.3	6.9	8.9	-	9.8	6.2	12.5n	-	12.2n
All depends on where friends/family want to go	4.7	-	13.3	-	13.0	-	-	3.1	-	8.9	-	4.9	4.6	4.2	7.5	2.4
Misc. neutral mentions	0.9	5.3	-	-	-	-	-	3.1	-	-	-	-	1.5	-	-	2.4
Better (NET)	26.4	42.1c	20.0	5.6	30.4	31.6	25.0	31.3	41.4i	13.3	-	22.0	29.2	20.8	37.5	19.5
It's exciting/it's exciting at the track/charged atmosphere	9.4	15.8	-	-	13.0	15.8	8.3	9.4	20.7i	2.2	-	7.3	10.8	16.7	10.0	4.9
I enjoy watching the horses race/I love horses	5.7	10.5	6.7	5.6	-	5.3	8.3	-	17.2gi	2.2	-	7.3	4.6	8.3	7.5	2.4
Three activities in one places (dining, races and slots)	4.7	10.5	6.7	-	4.3	5.3	-	12.5i	3.4	-	-	-	7.7	4.2	5.0	4.9
Good/fun way to spend time with friends/ good place to take guests	3.8	5.3	-	-	8.7	5.3	-	3.1	10.3i	-	-	2.4	4.6	-	10.0o	-
More skill/reasoning involved than random gambling	2.8	10.5	-	5.6	-	-	-	-	10.3i	-	-	4.9	1.5	-	5.0	2.4

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - CASINOS

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	106 %	19 %	15 %	18 %	23 %	19 %	12** %	32 %	29 %	45 %	-** %	41 %	65 %	24 %	40 %	41 %
More involvement/ interaction when it's live, not T.V.	2.8	-	6.7	5.6	-	5.3	-	3.1	3.4	2.2	-	2.4	3.1	4.2	5.0	-
I like the slot machines	2.8	-	-	-	8.7	-	8.3	3.1	-	4.4	-	4.9	1.5	-	2.5	4.9
I like the variety/both very different/a change from each other	2.8	10.5	-	-	4.3	-	-	3.1	-	4.4	-	-	4.6	-	5.0	2.4
I like the thrill of winning money	1.9	5.3	-	-	4.3	-	-	3.1	3.4	-	-	2.4	1.5	-	-	4.9
Misc. positive mentions	1.9	-	13.3	-	-	-	-	3.1	3.4	-	-	-	3.1	-	2.5	2.4
Don't know	0.9	-	-	5.6	-	-	-	-	-	2.2	-	-	1.5	-	-	2.4
Refused/no answer	1.9	5.3	-	-	-	-	8.3	3.1	-	2.2	-	-	3.1	-	5.0	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12A COMPARATIVE EXPERIENCE RATING - DINING OUT

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	81 %	17 %	26 %	14** %	9** %	7** %	8** %	22 %	35 %	24 %	-** %	23 %	58 %	13** %	27 %	41 %
Much better	(5) 6.2	11.8	-	7.1	11.1	-	12.5	9.1	2.9	8.3	-	-	8.6	7.7	7.4	4.9
A little better	(4) 16.0	23.5	3.8	14.3	-	42.9	37.5	22.7	11.4	16.7	-	30.41	10.3	23.1	25.9o	7.3
About the same	(3) 42.0	35.3	34.6	42.9	77.8	28.6	50.0	40.9	40.0	45.8	-	34.8	44.8	30.8	37.0	48.8
A little worse	(2) 34.6	29.4	57.7	35.7	11.1	28.6	-	27.3	45.7	25.0	-	34.8	34.5	38.5	29.6	36.6
A lot worse	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1.2	-	3.8	-	-	-	-	-	-	4.2	-	-	1.7	-	-	2.4
Top 2 Box	22.2	35.3b	3.8	21.4	11.1	42.9	50.0	31.8	14.3	25.0	-	30.4	19.0	30.8	33.3o	12.2
Bottom 2 Box	34.6	29.4	57.7	35.7	11.1	28.6	-	27.3	45.7	25.0	-	34.8	34.5	38.5	29.6	36.6
Mean	2.94	3.18b	2.44	2.93	3.11	3.14	3.63	3.14	2.71	3.09	-	2.96	2.93	3.00	3.11	2.80
Standard Deviation	0.88	1.01	0.58	0.92	0.78	0.90	0.74	0.94	0.79	0.90	-	0.82	0.90	1.00	0.93	0.79
Standard Error	0.10	0.25	0.12	0.25	0.26	0.34	0.26	0.20	0.13	0.19	-	0.17	0.12	0.28	0.18	0.13
Median	3.35	3.58	2.83	3.33	3.50	3.75	4.00	3.56	3.11	3.50	-	3.44	3.33	3.38	3.55	3.25

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - DINING OUT

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	81 %	17 %	26 %	14** %	9** %	7** %	8** %	22 %	35 %	24 %	-** %	23 %	58 %	13** %	27 %	41 %	
The Same (NET)	42.0	35.3	38.5	57.1	55.6	28.6	37.5	54.5	37.1	37.5	-	34.8	44.8	46.2	40.7	41.5	
I enjoy both equally/ both equally fun	19.8	11.8	7.7	28.6	44.4	28.6	25.0	31.8	20.0	8.3	-	21.7	19.0	15.4	18.5	22.0	
Can enjoy food/dining at either	19.8	11.8	30.8	35.7	-	-	12.5	13.6	20.0	25.0	-	13.0	22.4	23.1	22.2	17.1	
All depends on where friends/family want to go	4.9	-	-	-	22.2	14.3	12.5	4.5	8.6	-	-	8.7	3.4	7.7	3.7	4.9	
Misc. neutral mentions	4.9	11.8	-	-	22.2	-	-	9.1	-	8.3	-	-	6.9	7.7	-	7.3	
Worse (NET)	39.5	35.3	61.5	35.7	33.3	28.6	-	31.8	51.4	29.2	-	43.5	37.9	46.2	37.0	39.0	
Less relaxing/noisy, flashy environment	13.6	11.8	11.5	21.4	22.2	14.3	-	13.6	17.1	8.3	-	17.4	12.1	23.1	14.8	9.8	
Food is not as good/not as enjoyable dining experience	11.1	-	34.6a	-	-	-	-	4.5	14.3	12.5	-	4.3	13.8	-	7.4	17.1	
Less interaction with people/family	4.9	-	-	21.4	11.1	-	-	-	8.6	4.2	-	4.3	5.2	7.7	11.1o	-	
Don't know enough about harness racing/better handle on other gambling	3.7	17.6b	-	-	-	-	-	9.1	2.9	-	-	4.3	3.4	7.7	7.4	-	
Don't gamble/don't like gambling	3.7	-	11.5	-	-	-	-	4.5	5.7	-	-	8.7	1.7	-	-	7.3	
Nicer/fancier/more upscale atmosphere/ decor	2.5	-	3.8	7.1	-	-	-	4.5	2.9	-	-	4.3	1.7	7.7	-	2.4	
More passive/no exercise/less involvement	1.2	-	-	-	11.1	-	-	-	-	4.2	-	-	1.7	-	3.7	-	
Can concentrate on the slots the whole time	1.2	-	3.8	-	-	-	-	-	2.9	-	-	4.3	-	-	-	2.4	
I just don't enjoy it as much	1.2	5.9	-	-	-	-	-	-	-	4.2	-	4.3	-	-	-	2.4	
I can't stand seeing horses get whipped	1.2	-	-	-	-	14.3	-	-	2.9	-	-	-	1.7	7.7	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - DINING OUT

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	81 %	17 %	26 %	14** %	9** %	7** %	8** %	22 %	35 %	24 %	-** %	23 %	58 %	13** %	27 %	41 %	
Not as fast paced as thoroughbreds/race cars/hockey	1.2	-	-	-	11.1	-	-	-	-	4.2	-	-	1.7	-	3.7	-	
Misc. negative mentions	3.7	5.9	3.8	-	-	14.3	-	4.5	5.7	-	-	8.7	1.7	-	3.7	4.9	
Better (NET)	35.8	47.1b	11.5	35.7	55.6	42.9	62.5	36.4	22.9	54.2h	-	34.8	36.2	46.2	40.7	29.3	
Three activities in one places (dining, races and slots)	16.0	23.5	3.8	21.4	22.2	28.6	12.5	18.2	8.6	25.0	-	8.7	19.0	23.1	14.8	14.6	
It's exciting/it's exciting at the track/charged atmosphere	7.4	5.9	-	14.3	11.1	-	25.0	9.1	5.7	8.3	-	4.3	8.6	7.7	14.8	2.4	
I like the variety/both very different/a change from each other	7.4	5.9	7.7	7.1	-	14.3	12.5	-	8.6	12.5	-	4.3	8.6	7.7	3.7	9.8	
I like the slot machines	2.5	-	-	-	11.1	14.3	-	-	-	8.3	-	-	3.4	-	-	4.9	
Good/fun way to spend time with friends/ good place to take guests	2.5	5.9	-	7.1	-	-	-	4.5	-	4.2	-	4.3	1.7	-	7.4	-	
I enjoy watching the horses race/I love horses	1.2	-	-	-	-	-	12.5	-	2.9	-	-	-	1.7	-	-	2.4	
I like betting/the rush of gambling	1.2	-	-	-	-	-	12.5	-	2.9	-	-	4.3	-	-	3.7	-	
I like the thrill of winning money	1.2	-	-	7.1	-	-	-	4.5	-	-	-	4.3	-	-	3.7	-	
More involvement/ interaction when it's live, not T.V.	1.2	-	-	-	-	-	12.5	-	2.9	-	-	4.3	-	-	3.7	-	
Misc. positive mentions	2.5	5.9	-	-	11.1	-	-	-	-	8.3	-	4.3	1.7	7.7	-	2.4	
Don't know	2.5	-	3.8	-	-	14.3	-	-	2.9	4.2	-	-	3.4	-	3.7	2.4	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12A COMPARATIVE EXPERIENCE RATING - OTHER PROFESSIONAL SPORTS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	130 %	25 %	9** %	30 %	19 %	24 %	23 %	51 %	50 %	29 %	-** %	80 %	50 %	30 %	63 %	36 %
Much better	(5) 6.2	12.0	11.1	6.7	5.3	4.2	-	9.8	4.0	3.4	-	5.0	8.0	-	7.9	8.3
A little better	(4) 11.5	4.0	22.2	6.7	10.5	20.8	13.0	7.8	12.0	17.2	-	10.0	14.0	13.3	15.9	2.8
About the same	(3) 46.9	40.0	44.4	53.3	52.6	37.5	52.2	47.1	46.0	48.3	-	43.8	52.0	50.0	38.1	58.3
A little worse	(2) 26.9	32.0	11.1	30.0	31.6	29.2	17.4	25.5	34.0	17.2	-	30.0	22.0	30.0	27.0	25.0
A lot worse	(1) 6.2	8.0	11.1	3.3	-	4.2	13.0	5.9	4.0	10.3	-	7.5	4.0	6.7	6.3	5.6
Don't know	2.3	4.0	-	-	-	4.2	4.3	3.9	-	3.4	-	3.8	-	-	4.8	-
Top 2 Box	17.7	16.0	33.3	13.3	15.8	25.0	13.0	17.6	16.0	20.7	-	15.0	22.0	13.3	23.8	11.1
Bottom 2 Box	33.1	40.0	22.2	33.3	31.6	33.3	30.4	31.4	38.0	27.6	-	37.5	26.0	36.7	33.3	30.6
Mean	2.84	2.79	3.11	2.83	2.89	2.91	2.68	2.90	2.78	2.86	-	2.74	3.00	2.70	2.92	2.83
Standard Deviation	0.94	1.10	1.17	0.87	0.81	0.95	0.89	1.01	0.86	0.97	-	0.94	0.93	0.79	1.03	0.91
Standard Error	0.08	0.23	0.39	0.16	0.19	0.20	0.19	0.14	0.12	0.18	-	0.11	0.13	0.15	0.13	0.15
Median	3.34	3.20	3.63	3.31	3.35	3.39	3.33	3.35	3.26	3.43	-	3.24	3.46	3.27	3.38	3.33

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - OTHER PROFESSIONAL SPORTS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	130 %	25 %	9** %	30 %	19 %	24 %	23 %	51 %	50 %	29 %	-** %	80 %	50 %	30 %	63 %	36 %
The Same (NET)	43.8	32.0	33.3	50.0	63.2ae	25.0	56.5e	45.1	40.0	48.3	-	42.5	46.0	43.3	34.9	58.3n
I enjoy both equally/ both equally fun	21.5	20.0	22.2	26.7	15.8	16.7	26.1	21.6	20.0	24.1	-	22.5	20.0	23.3	14.3	30.6
I enjoy most sports/ most competitive sports	13.8	12.0	11.1	13.3	36.8e	-	13.0	15.7	6.0	24.1h	-	13.8	14.0	13.3	7.9	25.0n
Both are equally exciting	10.8	-	-	13.3	10.5	8.3	26.1a	5.9	16.0	10.3	-	11.3	10.0	6.7	11.1	11.1
All depends on where friends/family want to go	3.1	-	-	3.3	5.3	-	8.7	3.9	4.0	-	-	2.5	4.0	-	3.2	5.6
Misc. neutral mentions	0.8	-	-	-	-	4.2	-	-	2.0	-	-	-	2.0	-	1.6	-
Worse (NET)	39.2	48.0	33.3	36.7	31.6	45.8	34.8	33.3	46.0	37.9	-	42.5	34.0	50.0	39.7	30.6
Less exciting/less entertaining	11.5	8.0	11.1	13.3	21.1	8.3	8.7	13.7	14.0	3.4	-	15.0	6.0	10.0	11.1	13.9
Not as fast paced as thoroughbreds/race cars/hockey	7.7	4.0	-	13.3	5.3	12.5	4.3	11.8	6.0	3.4	-	7.5	8.0	13.3	6.3	5.6
I just don't enjoy it as much	7.7	12.0	11.1	13.3	-	4.2	4.3	5.9	8.0	10.3	-	6.3	10.0	10.0	9.5	2.8
Less complicated/less skill involved, therefore less interest	5.4	8.0	-	10.0	-	-	8.7	9.8	4.0	-	-	8.81	-	3.3	7.9	2.8
Don't gamble/don't like gambling	4.6	4.0	22.2	-	-	4.2	8.7	-	6.0	10.3g	-	5.0	4.0	6.7	3.2	5.6
Don't know enough about harness racing/better handle on other gambling	3.8	8.0	-	-	5.3	4.2	4.3	-	6.0	6.9	-	5.0	2.0	-	6.3	2.8
More passive/no exercise/less involvement	3.8	4.0	-	6.7	5.3	-	4.3	3.9	6.0	-	-	3.8	4.0	6.7	1.6	5.6

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - OTHER PROFESSIONAL SPORTS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	130 %	25 %	9** %	30 %	19 %	24 %	23 %	51 %	50 %	29 %	-** %	80 %	50 %	30 %	63 %	36 %
Less interaction with people/family	2.3	4.0	-	3.3	-	-	4.3	2.0	4.0	-	-	1.3	4.0	-	4.8	-
Lose money betting on horses/never win	2.3	-	-	-	-	4.2	8.7	2.0	4.0	-	-	2.5	2.0	-	3.2	2.8
Nicer/fancier/more upscale atmosphere/decor	0.8	4.0	-	-	-	-	-	-	2.0	-	-	1.3	-	3.3	-	-
I can't stand seeing horses get whipped	0.8	-	-	-	-	4.2	-	-	-	3.4	-	1.3	-	-	1.6	-
Don't like kind of people who go/type of crowd/ambiance crowd gives	0.8	-	-	3.3	-	-	-	2.0	-	-	-	1.3	-	-	-	2.8
Misc. negative mentions	3.1	-	-	-	-	12.5	4.3	5.9	-	3.4	-	3.8	2.0	-	1.6	8.3
Better (NET)	28.5	24.0	44.4	36.7	26.3	33.3	13.0	29.4	24.0	34.5	-	26.3	32.0	16.7	30.2	36.1
I like the variety/both very different/a change from each other	9.2	12.0	22.2	16.7f	5.3	4.2	-	11.8	6.0	10.3	-	11.3	6.0	6.7	7.9	13.9
I enjoy watching the horses race/I love horses	5.4	4.0	11.1	6.7	5.3	-	8.7	3.9	2.0	13.8h	-	6.3	4.0	-	6.3	8.3
It's exciting/it's exciting at the track/charged atmosphere	4.6	4.0	-	6.7	10.5	4.2	-	5.9	6.0	-	-	2.5	8.0	3.3	6.3	2.8
Three activities in one places (dining, races and slots)	3.8	-	-	3.3	10.5	4.2	4.3	2.0	6.0	3.4	-	2.5	6.0	-	4.8	5.6
I like betting/the rush of gambling	3.8	4.0	-	3.3	-	8.3	4.3	3.9	4.0	3.4	-	1.3	8.0	3.3	4.8	2.8

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.12B REASON(S) FOR COMPARATIVE EXPERIENCE RATING - OTHER PROFESSIONAL SPORTS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	130 %	25 %	9** %	30 %	19 %	24 %	23 %	51 %	50 %	29 %	-** %	80 %	50 %	30 %	63 %	36 %
Good/fun way to spend time with friends/ good place to take guests	2.3	-	-	3.3	5.3	4.2	-	2.0	4.0	-	-	2.5	2.0	-	3.2	2.8
I like the thrill of winning money	1.5	-	-	3.3	-	4.2	-	2.0	2.0	-	-	1.3	2.0	-	3.2	-
More involvement/ interaction when it's live, not T.V.	0.8	-	-	-	-	4.2	-	-	2.0	-	-	1.3	-	-	-	2.8
I like the slot machines	0.8	-	-	-	-	4.2	-	-	-	3.4	-	1.3	-	-	-	2.8
More skill/reasoning involved than random gambling	0.8	-	-	3.3	-	-	-	2.0	-	-	-	-	2.0	-	1.6	-
Misc. positive mentions	2.3	-	11.1	-	-	8.3	-	-	4.0	3.4	-	1.3	4.0	3.3	3.2	-
Don't know	1.5	4.0	-	-	-	-	4.3	3.9	-	-	-	2.5	-	-	3.2	-
Refused/no answer	1.5	-	-	-	-	4.2	4.3	2.0	-	3.4	-	2.5	-	3.3	1.6	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.13 FREQUENCY OF SOCIAL OUTINGS IN AN AVERAGE MONTH

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
None	1.5	0.9	2.2	-	0.9	0.9	4.1c	0.6	3.8	0.7	0.6	1.1	1.7	0.7	2.0	1.5
1-2	38.3	38.2	34.4	40.6	47.2e	32.7	35.7	36.1	36.3	30.9	48.5gh i	35.9	40.1	27.6	49.2mo	32.5
3-4	29.2	30.9	20.0	32.7	24.1	26.2	40.8bd e	31.0	32.5	30.2	23.3	31.9	27.0	29.6	26.4	32.0
5 or more	31.1	30.0	43.3cd f	26.7	27.8	40.2cf	19.4	32.3	27.4	38.1	27.6	31.1	31.1	42.1n	22.4	34.0n
Average	4.60	4.75f	4.84f	4.61f	4.31	5.60f	3.42	5.08h	4.07	5.14h	4.20	4.60	4.60	5.73n	3.62	5.01n
Standard deviation	4.45	4.36	3.60	4.33	4.54	5.86	3.12	4.96	3.68	4.74	4.31	4.15	4.68	5.14	3.45	4.82
Standard error	0.18	0.42	0.38	0.43	0.44	0.57	0.32	0.40	0.29	0.40	0.34	0.25	0.25	0.42	0.22	0.34
Median	2.85	2.75	3.54	2.86	2.29	3.34	2.43	2.98	2.70	3.28	2.13	2.92	2.78	3.60	1.95	3.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.14 FORMS OF MEDIA OR COMMUNICATION WOULD MOST CATCH INTEREST - FIRST MENTION

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Through TV ads	44.6	52.7f	46.7	45.5	43.5	41.1	37.8	43.2	40.8	48.2	46.6	46.3	43.3	50.0	44.1	42.0
Through newspapers	18.9	17.3	16.7	21.8e	24.1e	8.4	25.5e	15.5	19.7	23.7	17.2	13.3	23.3k	9.2	18.5m	27.0mn
Through radio	16.0	14.5	14.4	16.8	20.4f	18.7	10.2	21.9i	17.2i	8.6	15.3	18.5	14.0	15.8	19.3o	11.0
Billboards	5.0	4.5	12.2acd f	3.0	2.8	5.6	3.1	3.9	4.5	5.8	6.1	4.8	5.2	7.9	3.9	4.5
Through TV programming	4.9	3.6d	-	3.0	-	11.2ab cd	11.2abc d	2.6	7.6g	4.3	4.9	7.0l	3.2	4.6	4.3	5.5
Through flyers	3.3	2.7	5.6	3.0	5.6	0.9	2.0	4.5	1.9	2.9	3.7	1.9	4.4	2.6	3.5	3.5
By mail/direct mail	2.9	-	2.2	4.0a	1.9	4.7a	5.1a	3.2	3.8	3.6	1.2	3.0	2.9	4.6	2.0	3.0
Through their website	2.0	1.8	1.1	2.0	0.9	2.8	3.1	2.6	1.3	1.4	2.5	2.2	1.7	2.6	2.0	1.0
Through e-mail	0.5	0.9	-	1.0	-	-	1.0	0.6	1.3	-	-	0.4	0.6	0.7	0.8	-
Magazines	0.2	-	-	-	-	0.9	-	-	-	-	0.6	0.4	-	0.7	-	-
Other	0.3	0.9	-	-	-	0.9	-	-	-	0.7	0.6	-	0.6	0.7	0.4	-
None	1.5	0.9	1.1	-	0.9	4.7c	1.0	1.9	1.9	0.7	1.2	2.2	0.9	0.7	1.2	2.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.14 FORMS OF MEDIA OR COMMUNICATION WOULD MOST CATCH INTEREST - TOTAL MENTIONS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Through TV ads	69.9	72.7e	75.6ef	74.3ef	80.6ef	56.1	60.2	72.3	63.1	73.4	71.2	71.1	68.9	67.8	69.3	73.5
Through radio	44.1	40.0	34.4	63.4ab def	49.1b	36.4	40.8	44.5	48.4	39.6	43.6	47.0	41.9	46.7o	50.0o	34.0
Through newspapers	40.9	45.5be	31.1	44.6e	51.9be	20.6	51.0be	38.1	45.9j	46.0j	34.4	35.2	45.3k	27.6	40.9m	52.0mn
Through TV programming	16.3	10.9b	2.2	25.7ab f	18.5b	25.2ab f	13.3b	9.7	17.8g	23.0g	15.3	20.7l	12.8	15.1	14.2	19.5
Billboards	13.0	10.0	25.6ac df	10.9	8.3	15.0	10.2	12.3	12.7	12.9	14.1	13.3	12.8	16.4	10.2	14.0
Through flyers	11.4	12.7	15.6e	7.9	14.8e	5.6	12.2	11.0	10.8	14.4	9.8	8.1	14.0k	15.1	10.6	10.0
By mail/direct mail	6.0	1.8	10.0a	6.9	3.7	8.4a	6.1	4.5	8.3	7.2	4.3	5.6	6.4	7.2	4.3	7.5
Through their website	5.2	5.5	2.2	3.0	0.9	9.3bd	10.2bcd	7.1	3.8	3.6	6.1	6.7	4.1	9.9no	4.3	2.5
Through e-mail	3.6	4.5b	-	4.0	5.6b	1.9	5.1b	2.6	4.5	2.9	4.3	2.6	4.4	4.6	4.3	2.0
Magazines	1.5	3.6	1.1	-	1.9	1.9	-	3.2h	-	0.7	1.8	0.7	2.0	3.3o	1.2	0.5
Other	1.1	1.8	-	-	0.9	2.8	1.0	-	1.3	2.9g	0.6	0.4	1.7	2.0	0.8	1.0
None	1.5	0.9	1.1	-	0.9	4.7c	1.0	1.9	1.9	0.7	1.2	2.2	0.9	0.7	1.2	2.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15A AGREEMENT WITH: I PREFER TO FOLLOW THAN LEAD

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 14.7	13.6	17.8	13.9	15.7	18.7f	8.2	12.9	14.6	18.0	13.5	13.3	15.7	13.8	14.2	15.5
4	(4) 9.8	3.6	14.4a	10.9a	11.1a	7.5	12.2a	5.8	10.2	10.1	12.9g	8.1	11.0	11.2	9.1	10.0
3	(3) 23.3	20.9	21.1	21.8	25.9	28.0	21.4	22.6	25.5	18.7	25.8	23.7	23.0	19.7	22.0	27.5
2	(2) 17.6	18.2	11.1	20.8	21.3	12.1	21.4	21.3	17.2	15.1	16.6	23.0l	13.4	18.4	18.9	15.5
Disagree	(1) 34.5	43.6d	35.6	32.7	25.0	33.6	36.7	37.4	32.5	37.4	31.3	31.9	36.6	36.8	35.8	31.0
Not answer	0.2	-	-	-	0.9	-	-	-	-	0.7	-	-	0.3	-	-	0.5
NET: Agree	24.4	17.3	32.2a	24.8	26.9	26.2	20.4	18.7	24.8	28.1	26.4	21.5	26.7	25.0	23.2	25.5
NET: Disagree	52.1	61.8bd e	46.7	53.5	46.3	45.8	58.2	58.7	49.7	52.5	47.9	54.8	50.0	55.3	54.7	46.5
Mean	2.52	2.25	2.68a	2.52	2.71af	2.65a	2.34	2.35	2.57	2.56	2.61	2.48	2.56	2.47	2.47	2.63
Standard Deviation	1.42	1.40	1.52	1.40	1.38	1.48	1.31	1.37	1.41	1.52	1.39	1.36	1.47	1.43	1.42	1.41
Standard Error	0.06	0.13	0.16	0.14	0.13	0.14	0.13	0.11	0.11	0.13	0.11	0.08	0.08	0.12	0.09	0.10
Median	2.88	2.35	3.16	2.83	3.13	3.15	2.62	2.59	3.01	2.81	3.08	2.79	2.99	2.71	2.75	3.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15B AGREEMENT WITH: I READ MORE BOOKS THAN WATCH TV

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 24.4	18.2	33.3a	22.8	24.1	26.2	23.5	22.6	25.5	22.3	27.0	17.8	29.7k	21.7	26.8	23.5
4	(4) 13.5	13.6	7.8	11.9	20.4b	13.1	13.3	11.0	12.1	14.4	16.6	14.1	13.1	13.2	12.6	15.0
3	(3) 23.9	29.1	22.2	22.8	22.2	27.1	19.4	20.0	26.1	30.9gj	19.6	21.5	25.9	21.7	22.0	27.0
2	(2) 16.3	17.3b	7.8	19.8b	13.0	16.8	22.4b	15.5	17.8	15.1	16.6	21.1l	12.5	16.4	18.1	14.0
Disagree	(1) 21.8	21.8	28.9e	22.8	20.4	16.8	21.4	31.0hi j	18.5	17.3	20.2	25.6l	18.9	27.0	20.5	20.5
NET: Agree	37.9	31.8	41.1	34.7	44.4	39.3	36.7	33.5	37.6	36.7	43.6	31.9	42.7k	34.9	39.4	38.5
NET: Disagree	38.1	39.1	36.7	42.6	33.3	33.6	43.9	46.5i	36.3	32.4	36.8	46.7l	31.4	43.4	38.6	34.5
Mean	3.02	2.89	3.09	2.92	3.15	3.15	2.95	2.79	3.08	3.09	3.13g	2.77	3.22k	2.86	3.07	3.07
Standard Deviation	1.47	1.38	1.63	1.47	1.45	1.42	1.47	1.54	1.44	1.37	1.49	1.43	1.47	1.50	1.48	1.43
Standard Error	0.06	0.13	0.17	0.15	0.14	0.14	0.15	0.12	0.11	0.12	0.12	0.09	0.08	0.12	0.09	0.10
Median	3.50	3.38	3.60	3.33	3.75	3.60	3.32	3.18	3.52	3.57	3.67	3.16	3.72	3.30	3.52	3.57

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15C AGREEMENT WITH: I OWN THE LATEST IN COMPUTERS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 25.9	24.5	24.4	35.6df	22.2	32.7f	15.3	29.7	24.8	27.3	22.1	27.4	24.7	28.3	29.5o	20.0
4	(4) 16.4	19.1	17.8	10.9	14.8	19.6	16.3	14.2	15.3	14.4	21.5	15.6	17.2	21.1n	13.4	16.5
3	(3) 22.1	27.3c	20.0	15.8	19.4	16.8	33.7bc de	23.2	22.9	19.4	22.7	22.6	21.8	21.1	25.6o	17.5
2	(2) 10.3	9.1	12.2	7.9	11.1	8.4	13.3	11.0	11.5	9.4	9.2	9.6	10.8	9.9	10.6	10.5
Disagree	(1) 25.2	20.0	25.6	29.7	32.4a	22.4	21.4	21.9	25.5	29.5	24.5	24.8	25.6	19.7	20.9	35.5mn
NET: Agree	42.3	43.6	42.2	46.5f	37.0	52.3df	31.6	43.9	40.1	41.7	43.6	43.0	41.9	49.3o	42.9	36.5
NET: Disagree	35.5	29.1	37.8	37.6	43.5a	30.8	34.7	32.9	36.9	38.8	33.7	34.4	36.3	29.6	31.5	46.0mn
Mean	3.07	3.19	3.03	3.15	2.83	3.32df	2.91	3.19	3.03	3.01	3.07	3.11	3.05	3.28o	3.20o	2.75
Standard Deviation	1.52	1.43	1.52	1.68	1.56	1.55	1.33	1.52	1.51	1.59	1.48	1.53	1.51	1.47	1.49	1.56
Standard Error	0.06	0.14	0.16	0.17	0.15	0.15	0.13	0.12	0.12	0.13	0.12	0.09	0.08	0.12	0.09	0.11
Median	3.65	3.77	3.61	3.78	3.33	4.12	3.45	3.74	3.57	3.57	3.72	3.69	3.63	3.97	3.72	3.23

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15D AGREEMENT WITH: I PREFER TO STAY HOME THAN GO OUT

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 10.4	2.7	13.3a	11.9a	21.3aef	8.4	5.1	9.0	8.3	13.7	11.0	9.3	11.3	7.9	14.2o	8.0
4	(4) 14.2	9.1	12.2	10.9	20.4a	12.1	20.4a	14.2	14.6	13.7	14.1	14.8	13.7	13.2	13.4	16.5
3	(3) 28.0	38.2cd	27.8	24.8	18.5	26.2	32.7d	23.2	29.3	23.7	35.0gi	28.1	27.9	24.3	31.5	25.0
2	(2) 18.2	19.1	13.3	14.9	20.4	19.6	21.4	17.4	21.7	17.3	16.6	21.1	16.0	19.1	17.3	18.5
Disagree	(1) 29.2	30.9	33.3df	37.6df	19.4	33.6df	20.4	36.1j	26.1	31.7	23.3	26.7	31.1	35.5n	23.6	32.0n
NET: Agree	24.6	11.8	25.6a	22.8a	41.7ab cef	20.6	25.5a	23.2	22.9	27.3	25.2	24.1	25.0	21.1	27.6	24.5
NET: Disagree	47.4	50.0	46.7	52.5	39.8	53.3d	41.8	53.5j	47.8	48.9	39.9	47.8	47.1	54.6n	40.9	50.5n
Mean	2.58	2.34	2.59	2.45	3.04ab ce	2.42	2.68a	2.43	2.57	2.60	2.73g	2.59	2.58	2.39	2.77mo	2.50
Standard Deviation	1.32	1.09	1.41	1.40	1.43	1.30	1.16	1.34	1.25	1.41	1.27	1.28	1.35	1.30	1.33	1.31
Standard Error	0.05	0.10	0.15	0.14	0.14	0.13	0.12	0.11	0.10	0.12	0.10	0.08	0.07	0.11	0.08	0.09
Median	3.09	3.00	3.12	2.83	3.55	2.83	3.25	2.80	3.08	3.05	3.29	3.08	3.10	2.76	3.29	2.97

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15E AGREEMENT WITH: SPORTS & THE ARTS ARE OF EQUAL INTEREST

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 12.9	10.0	12.2	18.8f	17.6f	10.3	8.2	12.9	15.3	13.7	9.8	11.1	14.2	11.8	12.2	14.5
4	(4) 12.2	12.7	12.2	13.9	6.5	12.1	16.3d	13.5	8.3	11.5	15.3	11.9	12.5	11.2	12.6	12.5
3	(3) 27.7	21.8	34.4ac	17.8	28.7	29.9c	34.7ac	22.6	29.3	30.9	28.2	23.3	31.1k	28.3	26.0	29.5
2	(2) 23.3	26.4	17.8	21.8	26.9	22.4	23.5	24.5	22.9	23.7	22.1	27.8l	19.8	21.7	24.0	23.5
Disagree	(1) 23.3	28.2f	22.2	26.7	20.4	25.2	16.3	25.8	22.9	20.1	23.9	25.2	21.8	27.0	24.8	18.5
Not answer	0.7	0.9	1.1	1.0	-	-	1.0	0.6	1.3	-	0.6	0.7	0.6	-	0.4	1.5
NET: Agree	25.1	22.7	24.4	32.7	24.1	22.4	24.5	26.5	23.6	25.2	25.2	23.0	26.7	23.0	24.8	27.0
NET: Disagree	46.6	54.5bf	40.0	48.5	47.2	47.7	39.8	50.3	45.9	43.9	46.0	53.0l	41.6	48.7	48.8	42.0
Mean	2.68	2.50	2.74	2.76	2.74	2.60	2.76	2.63	2.70	2.75	2.65	2.56	2.77k	2.59	2.63	2.81
Standard Deviation	1.31	1.30	1.28	1.47	1.34	1.27	1.16	1.35	1.34	1.29	1.27	1.29	1.31	1.31	1.31	1.29
Standard Error	0.05	0.12	0.14	0.15	0.13	0.12	0.12	0.11	0.11	0.11	0.10	0.08	0.07	0.11	0.08	0.09
Median	3.11	2.81	3.27	3.06	3.10	3.08	3.28	2.97	3.12	3.20	3.13	2.88	3.26	3.05	3.04	3.25

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15F AGREEMENT WITH: I LIKE TO DRESS UP WHEN I GO OUT

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 30.1	24.5	37.8a	32.7	30.6	31.8	24.5	28.4	31.8	30.9	29.4	18.5	39.2k	36.2	27.6	29.0
4	(4) 24.4	23.6	30.0	23.8	22.2	24.3	23.5	23.2	24.2	24.5	25.8	24.8	24.1	24.3	22.0	27.0
3	(3) 24.6	29.1b	14.4	18.8	18.5	26.2b	39.8bc de	25.2	22.9	20.9	28.8	26.7	23.0	22.4	28.0	22.5
2	(2) 13.0	13.6f	13.3	14.9f	17.6f	13.1	5.1	10.3	15.3	15.1	11.7	18.9l	8.4	10.5	14.6	12.5
Disagree	(1) 7.8	9.1	4.4	9.9	11.1	4.7	7.1	12.9hj	5.7	8.6	4.3	11.1l	5.2	6.6	7.9	9.0
NET: Agree	54.6	48.2	67.8ad f	56.4	52.8	56.1	48.0	51.6	56.1	55.4	55.2	43.3	63.4k	60.5n	49.6	56.0
NET: Disagree	20.8	22.7	17.8	24.8f	28.7f	17.8	12.2	23.2	21.0	23.7	16.0	30.0l	13.7	17.1	22.4	21.5
Mean	3.56	3.41	3.83ad	3.54	3.44	3.65	3.53	3.44	3.61	3.54	3.64	3.21	3.84k	3.73n	3.47	3.55
Standard Deviation	1.26	1.25	1.20	1.35	1.38	1.19	1.13	1.34	1.24	1.30	1.15	1.26	1.19	1.24	1.25	1.28
Standard Error	0.05	0.12	0.13	0.13	0.13	0.12	0.11	0.11	0.10	0.11	0.09	0.08	0.06	0.10	0.08	0.09
Median	4.19	3.94	4.59	4.27	4.13	4.25	3.95	4.07	4.25	4.22	4.20	3.75	4.55	4.43	3.99	4.22

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15G AGREEMENT WITH: MY FRIENDS STRONGLY INFLUENCE ENTERTAINMENT OUTINGS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %	
Agree	(5) 15.1	14.5	23.3cef	8.9	21.3c	12.1	11.2	14.2	11.5	20.9h	14.7	10.7	18.6k	18.4	12.6	16.5	
4	(4) 17.4	19.1	12.2	14.9	12.0	20.6	25.5bd	18.7	19.7	14.4	16.6	17.4	17.4	23.7o	16.5	14.5	
3	(3) 26.9	31.8	24.4	32.7d	20.4	29.9	21.4	24.5	27.4	26.6	28.8	27.4	26.5	34.2o	26.0	21.0	
2	(2) 20.5	18.2	17.8	18.8	25.9	16.8	25.5	22.6	22.3	16.5	20.2	22.2	19.2	9.9	22.8m	25.5m	
Disagree	(1) 19.5	16.4	22.2	23.8	18.5	20.6	16.3	20.0	19.1	20.1	19.0	21.9	17.7	13.8	22.0m	21.0	
Not answer	0.5	-	-	1.0	1.9	-	-	-	-	1.4	0.6	0.4	0.6	-	-	1.5	
NET: Agree	32.6	33.6	35.6	23.8	33.3	32.7	36.7c	32.9	31.2	35.3	31.3	28.1	36.0k	42.1no	29.1	31.0	
NET: Disagree	40.1	34.5	40.0	42.6	44.4	37.4	41.8	42.6	41.4	36.7	39.3	44.1	36.9	23.7	44.9m	46.5m	
Mean	2.88	2.97	2.97	2.66	2.92	2.87	2.90	2.85	2.82	2.99	2.88	2.73	3.00k	3.23no	2.75	2.80	
Standard Deviation	1.33	1.27	1.46	1.25	1.42	1.30	1.27	1.33	1.27	1.41	1.31	1.28	1.35	1.26	1.31	1.38	
Standard Error	0.05	0.12	0.15	0.12	0.14	0.13	0.13	0.11	0.10	0.12	0.10	0.08	0.07	0.10	0.08	0.10	
Median	3.36	3.49	3.41	3.21	3.23	3.42	3.38	3.30	3.31	3.47	3.36	3.21	3.48	3.77	3.20	3.13	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15H AGREEMENT WITH: I ENJOY BETTING

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 24.6	20.9f	20.0	34.7ab ef	43.5ab ef	16.8	10.2	45.2hi j	16.6	20.9	16.0	25.2	24.1	20.4	24.8	28.5
4	(4) 18.7	21.8b	7.8	16.8	16.7	23.4b	24.5b	22.6	18.5	17.3	16.6	21.1	16.9	23.7	16.1	18.5
3	(3) 18.7	15.5	10.0	20.8b	16.7	24.3b	24.5b	14.2	19.7	15.1	25.2gi	21.1	16.9	23.7o	18.9	15.0
2	(2) 21.0	23.6d	24.4d	21.8	12.0	16.8	28.6de	12.9	25.5g	20.1	25.2g	18.5	23.0	24.3	19.7	19.5
Disagree	(1) 16.4	17.3c	37.8acd ef	5.9	11.1	17.8c	11.2	5.2	18.5g	26.6gj	16.6g	13.7	18.6	7.9	19.3m	18.5m
Not answer	0.5	0.9	-	-	-	0.9	1.0	-	1.3	-	0.6	0.4	0.6	-	1.2	-
NET: Agree	43.3	42.7b	27.8	51.5bf	60.2ab ef	40.2	34.7	67.7hi j	35.0	38.1	32.5	46.3	41.0	44.1	40.9	47.0
NET: Disagree	37.5	40.9cd	62.2ac def	27.7	23.1	34.6	39.8d	18.1	43.9g	46.8g	41.7g	32.2	41.6k	32.2	39.0	38.0
Mean	3.14	3.06b	2.48	3.52ab ef	3.69ab ef	3.05b	2.94b	3.90hi j	2.89	2.86	2.90	3.26	3.05	3.24	3.08	3.19
Standard Deviation	1.43	1.42	1.55	1.32	1.42	1.35	1.19	1.25	1.37	1.51	1.32	1.38	1.46	1.25	1.47	1.50
Standard Error	0.06	0.14	0.16	0.13	0.14	0.13	0.12	0.10	0.11	0.13	0.10	0.08	0.08	0.10	0.09	0.11
Median	3.66	3.56	2.50	4.09	4.61	3.62	3.40	4.79	3.27	3.21	3.32	3.83	3.48	3.75	3.55	3.80

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15I AGREEMENT WITH: HARNESS RACING IS OF MORE INTEREST TO SOMEONE OLDER THAN MYSELF

		CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5)	7.5	10.0	6.7	4.0	8.3	6.5	9.2	5.2	4.5	11.5gh	9.2	7.0	7.8	21.1no	4.3	1.5
4	(4)	11.7	15.5d	8.9	9.9	5.6	19.6bd	10.2	11.0	8.3	10.1	17.2h	14.1	9.9	23.7no	10.2o	5.0
3	(3)	16.3	12.7	11.1	12.9	12.0	25.2ab cd	23.5ab d	15.5	19.1	11.5	18.4	14.1	18.0	21.1o	15.0	12.5
2	(2)	24.6	26.4	18.9	20.8	20.4	23.4	37.8bc de	23.2	29.3	25.9	20.2	25.6	23.8	17.8	24.8	29.0m
Disagree	(1)	39.7	35.5f	53.3ae f	52.5ae f	53.7ae f	25.2	19.4	45.2	38.9	41.0	34.4	39.3	40.1	16.4	45.7m	51.5m
Not answer		0.2	-	1.1	-	-	-	-	-	-	-	0.6	-	0.3	-	-	0.5
NET: Agree		19.2	25.5cd	15.6	13.9	13.9	26.2cd	19.4	16.1	12.7	21.6h	26.4gh	21.1	17.7	44.7no	14.6o	6.5
NET: Disagree		64.3	61.8	72.2ef	73.3ef	74.1ef	48.6	57.1	68.4j	68.2j	66.9j	54.6	64.8	64.0	34.2	70.5m	80.5mn
Mean		2.23	2.38bc d	1.96	1.92	1.94	2.59bc d	2.52bc d	2.08	2.10	2.25	2.46gh	2.24	2.21	3.15no	2.03o	1.75
Standard Deviation		1.29	1.37	1.28	1.19	1.28	1.24	1.19	1.23	1.14	1.38	1.36	1.30	1.28	1.38	1.19	0.96
Standard Error		0.05	0.13	0.14	0.12	0.12	0.12	0.12	0.10	0.09	0.12	0.11	0.08	0.07	0.11	0.07	0.07
Median		2.41	2.55	1.93	1.95	1.93	3.06	2.81	2.21	2.38	2.35	2.76	2.42	2.41	3.75	2.17	1.97

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15J AGREEMENT WITH: HARNESS RACING IS A CLASSY SPORT

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 19.9	14.5	10.0	33.7ab ef	33.3ab ef	14.0	12.2	26.5hj	14.0	22.3	17.2	20.7	19.2	21.7	17.7	22.0
4	(4) 26.5	25.5	16.7	27.7	26.9	29.9b	31.6b	28.4	24.8	26.6	26.4	28.9	24.7	32.9n	21.7	28.0
3	(3) 29.3	31.8	28.9	22.8	20.4	38.3cd	33.7d	25.2	31.2	26.6	33.7	29.3	29.4	27.6	35.0o	23.5
2	(2) 17.1	21.8	25.6cd e	12.9	13.9	13.1	16.3	11.6	21.7g	18.7	16.6	15.6	18.3	15.1	19.7	14.5
Disagree	(1) 7.0	6.4	17.8acd ef	3.0	5.6	4.7	6.1	8.4	8.3	5.8	5.5	5.6	8.1	2.6	5.9	11.5mn
Not answer	0.2	-	1.1	-	-	-	-	-	-	-	0.6	-	0.3	-	-	0.5
NET: Agree	46.4	40.0b	26.7	61.4ab ef	60.2ab ef	43.9b	43.9b	54.8hj	38.9	48.9	43.6	49.6	43.9	54.6n	39.4	50.0n
NET: Disagree	24.1	28.2c	43.3ac def	15.8	19.4	17.8	22.4	20.0	29.9g	24.5	22.1	21.1	26.5	17.8	25.6	26.0
Mean	3.35	3.20b	2.75	3.76ab ef	3.69ab ef	3.36b	3.28b	3.53h	3.15	3.41	3.33	3.44	3.29	3.56n	3.26	3.35
Standard Deviation	1.18	1.13	1.23	1.14	1.23	1.03	1.07	1.23	1.16	1.19	1.11	1.14	1.20	1.07	1.14	1.29
Standard Error	0.05	0.11	0.13	0.11	0.12	0.10	0.11	0.10	0.09	0.10	0.09	0.07	0.07	0.09	0.07	0.09
Median	3.88	3.69	3.21	4.41	4.38	3.84	3.82	4.17	3.64	3.96	3.82	3.99	3.80	4.14	3.70	4.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15K AGREEMENT WITH: HARNESS RACING FACILITIES ARE MODERN

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5) 29.2	14.5	56.7ac def	38.6ae f	39.8ae f	19.6f	9.2	30.3	27.4	32.4	27.0	27.8	30.2	21.7	25.6	40.0mn
4	(4) 38.1	38.2	25.6	41.6b	35.2	37.4	50.0bd	39.4	43.3	36.0	33.7	41.9	35.2	41.4	40.2	33.0
3	(3) 23.0	29.1bd	13.3	17.8	16.7	30.8bc d	28.6bd	20.6	21.0	20.9	28.8	22.2	23.5	25.0	23.2	21.0
2	(2) 6.2	15.5bcd ef	3.3	1.0	5.6	5.6	5.1	7.1	4.5	6.5	6.7	5.6	6.7	6.6	7.9	3.5
Disagree	(1) 2.6	2.7	-	1.0	1.9	4.7b	5.1b	2.6	1.9	4.3	1.8	2.2	2.9	4.6	2.4	1.5
Not answer	1.0	-	1.1	-	0.9	1.9	2.0	-	1.9	-	1.8	0.4	1.5	0.7	0.8	1.0
NET: Agree	67.3	52.7	82.2ae f	80.2ae f	75.0ae f	57.0	59.2	69.7	70.7	68.3	60.7	69.6	65.4	63.2	65.7	73.0m
NET: Disagree	8.8	18.2bcd	3.3	2.0	7.4	10.3c	10.2c	9.7	6.4	10.8	8.6	7.8	9.6	11.2o	10.2o	5.0
Mean	3.86	3.46	4.37ad ef	4.16ae f	4.07ae f	3.63	3.54	3.88	3.92	3.86	3.79	3.88	3.84	3.70	3.79	4.08mn
Standard Deviation	1.00	1.01	0.84	0.82	0.98	1.02	0.93	1.01	0.92	1.08	0.99	0.96	1.03	1.03	0.99	0.94
Standard Error	0.04	0.10	0.09	0.08	0.10	0.10	0.09	0.08	0.07	0.09	0.08	0.06	0.06	0.08	0.06	0.07
Median	4.47	4.07	4.36	4.73	4.72	4.21	4.20	4.50	4.50	4.51	4.35	4.47	4.46	4.33	4.40	4.71

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15L AGREEMENT WITH: HARNESS RACING HAS A SEEDY IMAGE

		CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE			
		TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS		614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Agree	(5)	5.4	5.5	6.7	5.9	6.5	4.7	3.1	9.7j	5.1	4.3	2.5	7.0	4.1	4.6	5.1	6.5
4	(4)	10.3	12.7	7.8	9.9	9.3	15.9f	5.1	7.1	13.4	8.6	11.7	8.9	11.3	10.5	9.1	10.5
3	(3)	23.5	21.8	22.2	17.8	13.0	41.1ab cdf	24.5d	16.8	19.1	26.6g	31.3gh	23.0	23.8	30.9o	22.8	18.0
2	(2)	33.6	35.5e	34.4e	24.8	38.0ce	15.9	54.1ab cde	38.7	33.1	28.8	33.1	35.2	32.3	34.9	34.6	31.5
Disagree	(1)	26.5	24.5f	27.8f	40.6ae f	32.4f	20.6	13.3	27.7	28.7	30.9j	19.6	25.6	27.3	19.1	27.6	32.0m
Not answer		0.8	-	1.1	1.0	0.9	1.9	-	-	0.6	0.7	1.8	0.4	1.2	-	0.8	1.5
NET: Agree		15.6	18.2f	14.4	15.8	15.7	20.6f	8.2	16.8	18.5	12.9	14.1	15.9	15.4	15.1	14.2	17.0
NET: Disagree		60.1	60.0e	62.2e	65.3e	70.4e	36.4	67.3e	66.5j	61.8	59.7	52.8	60.7	59.6	53.9	62.2	63.5
Mean		2.34	2.39	2.30	2.15	2.19	2.68bc df	2.31	2.32	2.33	2.26	2.43	2.36	2.32	2.47	2.29	2.27
Standard Deviation		1.14	1.15	1.16	1.23	1.18	1.12	0.88	1.23	1.18	1.12	1.02	1.16	1.12	1.06	1.12	1.21
Standard Error		0.05	0.11	0.12	0.12	0.11	0.11	0.09	0.10	0.09	0.10	0.08	0.07	0.06	0.09	0.07	0.09
Median		2.69	2.72	2.63	2.36	2.45	3.31	2.68	2.58	2.63	2.65	2.89	2.69	2.68	2.89	2.64	2.55

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15M AGREEMENT WITH: HARNESS RACING IS MORE OF A SPECIAL OCCASION OUTING

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %	
Agree	(5) 26.5	30.0f	44.4ac def	25.7f	26.9f	19.6	14.3	28.4	24.8	29.5	23.9	24.4	28.2	17.8	26.8m	33.5m	
4	(4) 35.2	37.3b	17.8	36.6b	36.1b	33.6b	48.0be	29.7	42.7g	31.7	36.2	41.5l	30.2	38.8	37.0	29.0	
3	(3) 17.4	13.6	23.3	14.9	14.8	23.4	15.3	16.8	14.6	16.5	21.5	15.9	18.6	22.4	15.0	17.0	
2	(2) 10.9	10.9	7.8	8.9	12.0	11.2	14.3	11.6	9.6	10.8	11.7	11.1	10.8	9.9	11.0	11.5	
Disagree	(1) 9.8	8.2	5.6	13.9	10.2	12.1	8.2	13.5j	8.3	11.5	6.1	7.0	11.9k	11.2	10.2	8.5	
Not answer	0.2	-	1.1	-	-	-	-	-	-	-	0.6	-	0.3	-	-	0.5	
NET: Agree	61.7	67.3e	62.2	62.4	63.0	53.3	62.2	58.1	67.5	61.2	60.1	65.9	58.4	56.6	63.8	62.5	
NET: Disagree	20.7	19.1	13.3	22.8	22.2	23.4	22.4	25.2	17.8	22.3	17.8	18.1	22.7	21.1	21.3	20.0	
Mean	3.58	3.70	3.89ce f	3.51	3.57	3.37	3.46	3.48	3.66	3.57	3.60	3.65	3.52	3.42	3.59	3.68	
Standard Deviation	1.26	1.24	1.23	1.34	1.28	1.26	1.15	1.37	1.19	1.32	1.15	1.17	1.32	1.22	1.27	1.28	
Standard Error	0.05	0.12	0.13	0.13	0.12	0.12	0.12	0.11	0.10	0.11	0.09	0.07	0.07	0.10	0.08	0.09	
Median	4.34	4.46	4.72	4.34	4.36	4.10	4.26	4.27	4.41	4.35	4.29	4.38	4.28	4.17	4.37	4.44	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15 SUMMARY - AGREEMENT WITH: AGREE, TOP 2 BOX

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %	
I prefer to follow than lead	24.4	17.3	32.2a	24.8	26.9	26.2	20.4	18.7	24.8	28.1	26.4	21.5	26.7	25.0	23.2	25.5	
I read more books than watch TV	37.9	31.8	41.1	34.7	44.4	39.3	36.7	33.5	37.6	36.7	43.6	31.9	42.7k	34.9	39.4	38.5	
I own the latest in computers	42.3	43.6	42.2	46.5f	37.0	52.3df	31.6	43.9	40.1	41.7	43.6	43.0	41.9	49.3o	42.9	36.5	
I prefer to stay home than go out	24.6	11.8	25.6a	22.8a	41.7ab cef	20.6	25.5a	23.2	22.9	27.3	25.2	24.1	25.0	21.1	27.6	24.5	
Sports & the arts are of equal interest	25.1	22.7	24.4	32.7	24.1	22.4	24.5	26.5	23.6	25.2	25.2	23.0	26.7	23.0	24.8	27.0	
I like to dress up when I go out	54.6	48.2	67.8ad f	56.4	52.8	56.1	48.0	51.6	56.1	55.4	55.2	43.3	63.4k	60.5n	49.6	56.0	
My friends strongly influence entertainment outings	32.6	33.6	35.6	23.8	33.3	32.7	36.7c	32.9	31.2	35.3	31.3	28.1	36.0k	42.1no	29.1	31.0	
I enjoy betting	43.3	42.7b	27.8	51.5bf	60.2ab ef	40.2	34.7	67.7hi j	35.0	38.1	32.5	46.3	41.0	44.1	40.9	47.0	
Harness racing is of more interest to someone older than myself	19.2	25.5cd	15.6	13.9	13.9	26.2cd	19.4	16.1	12.7	21.6h	26.4gh	21.1	17.7	44.7no	14.6o	6.5	
Harness racing is a classy sport	46.4	40.0b	26.7	61.4ab ef	60.2ab ef	43.9b	43.9b	54.8hj	38.9	48.9	43.6	49.6	43.9	54.6n	39.4	50.0n	
Harness racing facilities are modern	67.3	52.7	82.2ae f	80.2ae f	75.0ae f	57.0	59.2	69.7	70.7	68.3	60.7	69.6	65.4	63.2	65.7	73.0m	
Harness racing has a seedy image	15.6	18.2f	14.4	15.8	15.7	20.6f	8.2	16.8	18.5	12.9	14.1	15.9	15.4	15.1	14.2	17.0	
Harness racing is more of a special occasion outing	61.7	67.3e	62.2	62.4	63.0	53.3	62.2	58.1	67.5	61.2	60.1	65.9	58.4	56.6	63.8	62.5	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15 SUMMARY - AGREEMENT WITH: DISAGREE, BOTTOM 2 BOX

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
I prefer to follow than lead	52.1	61.8bd e	46.7	53.5	46.3	45.8	58.2	58.7	49.7	52.5	47.9	54.8	50.0	55.3	54.7	46.5
I read more books than watch TV	38.1	39.1	36.7	42.6	33.3	33.6	43.9	46.5i	36.3	32.4	36.8	46.7l	31.4	43.4	38.6	34.5
I own the latest in computers	35.5	29.1	37.8	37.6	43.5a	30.8	34.7	32.9	36.9	38.8	33.7	34.4	36.3	29.6	31.5	46.0mn
I prefer to stay home than go out	47.4	50.0	46.7	52.5	39.8	53.3d	41.8	53.5j	47.8	48.9	39.9	47.8	47.1	54.6n	40.9	50.5n
Sports & the arts are of equal interest	46.6	54.5bf	40.0	48.5	47.2	47.7	39.8	50.3	45.9	43.9	46.0	53.0l	41.6	48.7	48.8	42.0
I like to dress up when I go out	20.8	22.7	17.8	24.8f	28.7f	17.8	12.2	23.2	21.0	23.7	16.0	30.0l	13.7	17.1	22.4	21.5
My friends strongly influence entertainment outings	40.1	34.5	40.0	42.6	44.4	37.4	41.8	42.6	41.4	36.7	39.3	44.1	36.9	23.7	44.9m	46.5m
I enjoy betting	37.5	40.9cd	62.2ac def	27.7	23.1	34.6	39.8d	18.1	43.9g	46.8g	41.7g	32.2	41.6k	32.2	39.0	38.0
Harness racing is of more interest to someone older than myself	64.3	61.8	72.2ef	73.3ef	74.1ef	48.6	57.1	68.4j	68.2j	66.9j	54.6	64.8	64.0	34.2	70.5m	80.5mn
Harness racing is a classy sport	24.1	28.2c	43.3ac def	15.8	19.4	17.8	22.4	20.0	29.9g	24.5	22.1	21.1	26.5	17.8	25.6	26.0
Harness racing facilities are modern	8.8	18.2bcd	3.3	2.0	7.4	10.3c	10.2c	9.7	6.4	10.8	8.6	7.8	9.6	11.2o	10.2o	5.0
Harness racing has a seedy image	60.1	60.0e	62.2e	65.3e	70.4e	36.4	67.3e	66.5j	61.8	59.7	52.8	60.7	59.6	53.9	62.2	63.5
Harness racing is more of a special occasion outing	20.7	19.1	13.3	22.8	22.2	23.4	22.4	25.2	17.8	22.3	17.8	18.1	22.7	21.1	21.3	20.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15 SUMMARY MEANS - AGREEMENT WITH

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
I prefer to follow than lead	2.52	2.25	2.68a	2.52	2.71af	2.65a	2.34	2.35	2.57	2.56	2.61	2.48	2.56	2.47	2.47	2.63
Std Deviation	1.42	1.40	1.52	1.40	1.38	1.48	1.31	1.37	1.41	1.52	1.39	1.36	1.47	1.43	1.42	1.41
Std Error	0.06	0.13	0.16	0.14	0.13	0.14	0.13	0.11	0.11	0.13	0.11	0.08	0.08	0.12	0.09	0.10
I read more books than watch TV	3.02	2.89	3.09	2.92	3.15	3.15	2.95	2.79	3.08	3.09	3.13g	2.77	3.22k	2.86	3.07	3.07
Std Deviation	1.47	1.38	1.63	1.47	1.45	1.42	1.47	1.54	1.44	1.37	1.49	1.43	1.47	1.50	1.48	1.43
Std Error	0.06	0.13	0.17	0.15	0.14	0.14	0.15	0.12	0.11	0.12	0.12	0.09	0.08	0.12	0.09	0.10
I own the latest in computers	3.07	3.19	3.03	3.15	2.83	3.32df	2.91	3.19	3.03	3.01	3.07	3.11	3.05	3.28o	3.20o	2.75
Std Deviation	1.52	1.43	1.52	1.68	1.56	1.55	1.33	1.52	1.51	1.59	1.48	1.53	1.51	1.47	1.49	1.56
Std Error	0.06	0.14	0.16	0.17	0.15	0.15	0.13	0.12	0.12	0.13	0.12	0.09	0.08	0.12	0.09	0.11
I prefer to stay home than go out	2.58	2.34	2.59	2.45	3.04ab	2.42	2.68a	2.43	2.57	2.60	2.73g	2.59	2.58	2.39	2.77mo	2.50
Std Deviation	1.32	1.09	1.41	1.40	1.43	1.30	1.16	1.34	1.25	1.41	1.27	1.28	1.35	1.30	1.33	1.31
Std Error	0.05	0.10	0.15	0.14	0.14	0.13	0.12	0.11	0.10	0.12	0.10	0.08	0.07	0.11	0.08	0.09
Sports & the arts are of equal interest	2.68	2.50	2.74	2.76	2.74	2.60	2.76	2.63	2.70	2.75	2.65	2.56	2.77k	2.59	2.63	2.81
Std Deviation	1.31	1.30	1.28	1.47	1.34	1.27	1.16	1.35	1.34	1.29	1.27	1.29	1.31	1.31	1.31	1.29
Std Error	0.05	0.12	0.14	0.15	0.13	0.12	0.12	0.11	0.11	0.11	0.10	0.08	0.07	0.11	0.08	0.09
I like to dress up when I go out	3.56	3.41	3.83ad	3.54	3.44	3.65	3.53	3.44	3.61	3.54	3.64	3.21	3.84k	3.73n	3.47	3.55
Std Deviation	1.26	1.25	1.20	1.35	1.38	1.19	1.13	1.34	1.24	1.30	1.15	1.26	1.19	1.24	1.25	1.28
Std Error	0.05	0.12	0.13	0.13	0.13	0.12	0.11	0.11	0.10	0.11	0.09	0.08	0.06	0.10	0.08	0.09
My friends strongly influence entertainment outings	2.88	2.97	2.97	2.66	2.92	2.87	2.90	2.85	2.82	2.99	2.88	2.73	3.00k	3.23no	2.75	2.80
Std Deviation	1.33	1.27	1.46	1.25	1.42	1.30	1.27	1.33	1.27	1.41	1.31	1.28	1.35	1.26	1.31	1.38
Std Error	0.05	0.12	0.15	0.12	0.14	0.13	0.13	0.11	0.10	0.12	0.10	0.08	0.07	0.10	0.08	0.10
I enjoy betting	3.14	3.06b	2.48	3.52ab	3.69ab	3.05b	2.94b	3.90hi	2.89	2.86	2.90	3.26	3.05	3.24	3.08	3.19
Std Deviation	1.43	1.42	1.55	1.32	1.42	1.35	1.19	1.25	1.37	1.51	1.32	1.38	1.46	1.25	1.47	1.50
Std Error	0.06	0.14	0.16	0.13	0.14	0.13	0.12	0.10	0.11	0.13	0.10	0.08	0.08	0.10	0.09	0.11
Harness racing is of more interest to someone older than myself	2.23	2.38bcd	1.96	1.92	1.94	2.59bcd	2.52bcd	2.08	2.10	2.25	2.46gh	2.24	2.21	3.15no	2.03o	1.75
Std Deviation	1.29	1.37	1.28	1.19	1.28	1.24	1.19	1.23	1.14	1.38	1.36	1.30	1.28	1.38	1.19	0.96
Std Error	0.05	0.13	0.14	0.12	0.12	0.12	0.12	0.10	0.09	0.12	0.11	0.08	0.07	0.11	0.07	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.15 SUMMARY MEANS - AGREEMENT WITH

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Harness racing is a classy sport	3.35	3.20b	2.75	3.76ab	3.69ab	3.36b	3.28b	3.53h	3.15	3.41	3.33	3.44	3.29	3.56n	3.26	3.35
Std Deviation	1.18	1.13	1.23	1.14	1.23	1.03	1.07	1.23	1.16	1.19	1.11	1.14	1.20	1.07	1.14	1.29
Std Error	0.05	0.11	0.13	0.11	0.12	0.10	0.11	0.10	0.09	0.10	0.09	0.07	0.07	0.09	0.07	0.09
Harness racing facilities are modern	3.86	3.46	4.37ad	4.16ae	4.07ae	3.63	3.54	3.88	3.92	3.86	3.79	3.88	3.84	3.70	3.79	4.08mn
Std Deviation	1.00	1.01	0.84	0.82	0.98	1.02	0.93	1.01	0.92	1.08	0.99	0.96	1.03	1.03	0.99	0.94
Std Error	0.04	0.10	0.09	0.08	0.10	0.10	0.09	0.08	0.07	0.09	0.08	0.06	0.06	0.08	0.06	0.07
Harness racing has a seedy image	2.34	2.39	2.30	2.15	2.19	2.68bc	2.31	2.32	2.33	2.26	2.43	2.36	2.32	2.47	2.29	2.27
Std Deviation	1.14	1.15	1.16	1.23	1.18	1.12	0.88	1.23	1.18	1.12	1.02	1.16	1.12	1.06	1.12	1.21
Std Error	0.05	0.11	0.12	0.12	0.11	0.11	0.09	0.10	0.09	0.10	0.08	0.07	0.06	0.09	0.07	0.09
Harness racing is more of a special occasion outing	3.58	3.70	3.89ce	3.51	3.57	3.37	3.46	3.48	3.66	3.57	3.60	3.65	3.52	3.42	3.59	3.68
Std Deviation	1.26	1.24	1.23	1.34	1.28	1.26	1.15	1.37	1.19	1.32	1.15	1.17	1.32	1.22	1.27	1.28
Std Error	0.05	0.12	0.13	0.13	0.12	0.12	0.12	0.11	0.10	0.11	0.09	0.07	0.07	0.10	0.08	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.16 MARITAL STATUS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Single, never married	17.8	22.7 ^{bd}	11.1	18.8	10.2	27.1 ^{bd} f	15.3	16.8	13.4	15.1	25.2 ^{hi}	21.51	14.8	51.3 ^{no}	9.1 ^o	3.0
Single, previously married	16.8	16.4	14.4	16.8	17.6	12.1	23.5 ^e	15.5	21.7 ^j	18.0	12.3	11.1	21.2 ^k	4.6	19.3 ^m	23.0 ^m
Married/living with a partner	63.5	60.0	73.3 ^{ae} f	63.4	72.2 ^{ef}	57.0	56.1	67.7	62.4	64.7	59.5	66.3	61.3	40.8	70.9 ^m	73.0 ^m
Refused	2.0	0.9	1.1	1.0	-	3.7 ^d	5.1 ^d	-	2.5 ^g	2.2	3.1 ^g	1.1	2.6	3.3	0.8	1.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.17A NUMBER OF ADULTS IN HOUSEHOLD

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
One	18.2	20.9	11.1	20.8	13.9	15.0	27.6bd e	16.1	19.1	23.0	15.3	16.7	19.5	17.1	17.3	20.0
Two	59.9	51.8	71.1ae f	60.4	64.8	56.1	57.1	63.2	59.9	57.6	58.9	63.0	57.6	56.6	59.4	64.5
Three	14.3	18.2	13.3	9.9	13.0	18.7	12.2	16.1	12.7	12.9	15.3	13.0	15.4	14.5	16.1	12.0
Four	4.4	5.5	2.2	5.0	6.5f	5.6	1.0	2.6	3.8	5.0	6.1	3.0	5.5	5.9	5.5	2.0
Five or more	2.3	3.6	1.1	4.0f	1.9	2.8	-	1.3	3.2	1.4	3.1	3.3	1.5	5.3no	1.6	1.0
Refused	0.8	-	1.1	-	-	1.9	2.0	0.6	1.3	-	1.2	1.1	0.6	0.7	-	0.5
Average	2.12	2.21f	2.10f	2.12f	2.18f	2.24f	1.86	2.09	2.12	2.06	2.22	2.13	2.12	2.26o	2.15o	1.99
Standard deviation	0.86	1.02	0.66	0.96	0.82	0.88	0.66	0.74	0.90	0.90	0.89	0.88	0.84	1.01	0.86	0.70
Standard error	0.03	0.10	0.07	0.10	0.08	0.09	0.07	0.06	0.07	0.08	0.07	0.05	0.05	0.08	0.05	0.05
Median	1.52	1.56	1.54	1.48	1.56	1.61	1.38	1.53	1.51	1.47	1.58	1.52	1.53	1.58	1.55	1.46

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.17B NUMBER OF CHILDREN (18 OR YOUNGER) IN HOUSEHOLD

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
HH with children	34.5	37.3	26.7	39.6	35.2	33.6	33.7	32.3	39.5i	25.9	39.3i	33.0	35.8	47.4o	49.2o	6.0
One	15.1	15.5	13.3	18.8	13.0	14.0	16.3	10.3	15.9	13.7	20.2g	14.1	16.0	25.0o	18.9o	3.5
Two	12.9	17.3	8.9	11.9	13.9	14.0	10.2	15.5i	16.6i	7.2	11.7	13.0	12.8	13.8o	20.5o	1.5
Three	5.2	4.5	4.4	5.9	5.6	4.7	6.1	4.5	7.0	3.6	5.5	4.4	5.8	5.9o	8.3o	1.0
Four	0.7	-	-	1.0	2.8	-	-	1.3	-	0.7	0.6	1.1	0.3	-	1.6	-
Five or more	0.7	-	-	2.0	-	0.9	1.0	0.6	-	0.7	1.2	0.4	0.9	2.6no	-	-
No children in HH	64.3	61.8	72.2	60.4	64.8	63.6	64.3	66.5	58.6	74.1hj	59.5	65.2	63.7	52.0	50.4	93.5mn
Refused	1.1	0.9	1.1	-	-	2.8	2.0	1.3	1.9	-	1.2	1.9	0.6	0.7	0.4	0.5
Average (Excl. None)	1.82	1.71	1.67	1.92	1.95	1.81	1.82	2.00	1.77	1.78	1.75	1.83	1.81	1.81	1.85	1.58
Standard deviation	0.96	0.68	0.76	1.27	0.93	0.89	1.07	1.07	0.73	1.10	0.98	0.98	0.94	1.21	0.81	0.79
Standard error	0.07	0.11	0.16	0.20	0.15	0.15	0.19	0.15	0.09	0.18	0.12	0.10	0.09	0.14	0.07	0.23
Median	1.16	1.18	1.50	1.08	1.33	1.20	1.05	1.38	1.23	1.00	1.00	1.19	1.15	1.00	1.28	1.00

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.18 RESPONDENT AGE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
19-24	8.3	7.3	6.7	8.9	5.6	12.1	9.2	6.5	3.2	9.4h	14.1gh	10.0	7.0	33.6no	-	-
25-34	16.4	14.5	8.9	16.8	13.0	27.1abd	17.3	12.9	17.2	15.1	20.2	15.9	16.9	66.4no	-	-
35-44	19.2	28.2bef	13.3	21.8	17.6	16.8	16.3	19.4	22.3	16.5	18.4	20.0	18.6	-	46.5mo	-
45-54	22.1	31.8bec	17.8	16.8	25.0	19.6	20.4	22.6	26.8	19.4	19.6	22.2	22.1	-	53.5mo	-
55-64	18.1	10.9	33.3acdef	13.9	19.4	14.0	19.4	23.2	14.6	18.7	16.0	15.2	20.3	-	-	55.5mn
65-74	11.4	3.6	18.9ae	15.8ae	14.8ae	4.7	12.2a	11.0	11.5	15.8j	8.0	13.3	9.9	-	-	35.0mn
75 or older	3.1	2.7	-	5.0b	4.6b	1.9	4.1	4.5	1.3	5.0	1.8	2.2	3.8	-	-	9.5mn
Refused	1.3	0.9	1.1	1.0	-	3.7d	1.0	-	3.2gi	-	1.8	1.1	1.5	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.19 EMPLOYMENT STATUS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTON (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Work full time	54.4	77.3bc def	37.8	51.5	51.9b	58.9bf	44.9	57.4	58.0	51.1	50.9	63.3l	47.4	58.6o	76.8mo	23.0
Work part time	8.0	4.5	6.7	8.9	7.4	7.5	13.3a	7.1	4.5	9.4	11.0h	4.8	10.5k	13.2o	8.7o	3.5
Work & study	2.9	-	5.6a	1.0	4.6a	2.8	4.1a	2.6	0.6	2.2	6.1h	4.8l	1.5	10.5no	-	0.5
Student	1.5	1.8	-	2.0	0.9	2.8	1.0	0.6	1.3	-	3.7i	1.1	1.7	5.3no	0.4	-
Temporarily unemployed	2.4	1.8	1.1	2.0	4.6	3.7	1.0	1.9	5.7ij	0.7	1.2	1.9	2.9	2.0	3.9	1.0
Retired	23.3	11.8	41.1ad ef	27.7ae	26.9ae	10.3	25.5ae	25.2	23.6	28.1j	17.2	21.5	24.7	-	2.0	69.0mn
Homemaker	5.4	2.7	7.8	6.9	2.8	9.3ad	3.1	3.2	4.5	7.2	6.7	0.7	9.0k	9.2o	5.5	2.5
Disability	0.3	-	-	-	-	0.9	1.0	-	-	0.7	0.6	-	0.6	-	0.8	-
Refused	1.8	-	-	-	0.9	3.7a	6.1abc d	1.9	1.9	0.7	2.5	1.9	1.7	1.3	2.0	0.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.20 FULL TIME OCCUPATION

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	334 %	85 %	34 %	52 %	56 %	63 %	44 %	89 %	91 %	71 %	83 %	171 %	163 %	89 %	195 %	46 %
Professional	9.6	9.4	5.9	13.5	7.1	12.7	6.8	5.6	15.4g	7.0	9.6	8.2	11.0	7.9	9.7	10.9
President/Own/Exec/CEO	10.5	15.3	5.9	7.7	10.7	11.1	6.8	13.5	11.0	8.5	8.4	13.5	7.4	6.7	12.3	10.9
Sales	16.8	14.1	20.6	17.3	16.1	23.8	9.1	18.0	12.1	14.1	22.9	14.6	19.0	28.1n	11.3	19.6
Clerical	23.7	32.9f	17.6	25.0	23.2	20.6	13.6	27.0j	23.1	31.0j	14.5	16.4	31.3k	14.6	27.2m	26.1
Skilled	22.8	18.8	32.4	21.2	21.4	19.0	31.8	23.6	22.0	25.4	20.5	27.5l	17.8	22.5	22.1	28.3
Unskilled	13.2	4.7	17.6a	15.4a	19.6ae	6.3	25.0ae	10.1	11.0	14.1	18.1	15.8	10.4	16.9o	13.8	4.3
Refused/no answer	3.6	4.7	-	-	1.8	6.3	6.8	2.2	5.5i	-	6.0i	4.1	3.1	3.4	3.6	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.20 PART TIME OCCUPATION

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	49 %	5** %	6** %	9** %	8** %	8** %	13** %	11** %	7** %	13** %	18 %	13** %	36 %	20 %	22 %	7** %
Professional	14.3	40.0	-	-	50.0	-	7.7	18.2	-	23.1	11.1	-	19.4	-	27.3m	14.3
President/Own/Exec/CEO	4.1	-	-	-	12.5	12.5	-	9.1	-	-	5.6	7.7	2.8	5.0	4.5	-
Sales	10.2	-	16.7	11.1	-	12.5	15.4	9.1	-	7.7	16.7	23.1	5.6	15.0	4.5	14.3
Clerical	24.5	40.0	33.3	22.2	12.5	25.0	23.1	27.3	71.4	7.7	16.7	23.1	25.0	20.0	31.8	14.3
Skilled	28.6	20.0	16.7	44.4	25.0	50.0	15.4	36.4	28.6	30.8	22.2	23.1	30.6	35.0	22.7	28.6
Unskilled	14.3	-	33.3	22.2	-	-	23.1	-	-	23.1	22.2	23.1	11.1	20.0	9.1	14.3
Refused/no answer	4.1	-	-	-	-	-	15.4	-	-	7.7	5.6	-	5.6	5.0	-	14.3

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.21 HIGHEST LEVEL OF EDUCATION

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
High school or less	31.4	16.4	28.9a	40.6ae	45.4ab e	20.6	37.8ae	32.9	28.7	36.7	28.2	28.5	33.7	21.1	28.3	44.5mn
Some community college	12.7	7.3	25.6acd e	9.9	10.2	11.2	14.3	12.3	12.1	15.1	11.7	11.9	13.4	15.8	11.0	12.5
Community college diploma	21.0	23.6	16.7	22.8	17.6	25.2	19.4	20.6	22.3	18.7	22.1	20.7	21.2	22.4o	27.2o	13.0
Some university	9.4	13.6e	10.0	7.9	12.0e	3.7	9.2	12.3	6.4	9.4	9.8	12.2l	7.3	18.4no	6.3	7.0
Bachelors degree	15.0	23.6cd f	15.6f	7.9	11.1	25.2cdf	5.1	12.9	17.8	13.7	15.3	15.9	14.2	15.8	14.2	15.5
Graduate degree	6.8	12.7bdf	2.2	10.9bdf	3.7	7.5	3.1	6.5	10.2	4.3	6.1	7.8	6.1	3.9	10.2mo	4.0
Refused	3.6	2.7	1.1	-	-	6.5cd	11.2abc d	2.6	2.5	2.2	6.7	3.0	4.1	2.6	2.8	3.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.22 TOTAL HOUSEHOLD INCOME

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
Under \$20,000	2.1	2.7	2.2	3.0	-	0.9	4.1d	0.6	2.5	1.4	3.7	2.2	2.0	4.6n	0.4	2.5
\$20,000 - \$39,999	10.4	9.1	6.7	10.9	12.0	9.3	14.3	9.0	13.4j	13.7j	6.1	7.8	12.5	15.8n	8.7	9.0
\$40,000 - \$59,999	12.5	17.3b	5.6	10.9	17.6b	12.1	10.2	12.3	10.8	15.1	12.3	13.3	11.9	18.4o	11.4	10.0
\$60,000 - \$79,999	13.0	24.5bcd ef	7.8	12.9	13.9	9.3	8.2	17.4h	8.9	12.9	12.9	16.3l	10.5	13.2	14.6	11.5
\$80,000 - \$99,999	7.2	9.1bf	1.1	11.9bf	8.3bf	9.3bf	2.0	4.5	10.2	5.0	8.6	10.0l	4.9	9.2o	8.7o	4.0
\$100,000 or more	13.0	25.5bcd f	5.6	9.9	7.4	21.5bcd f	6.1	16.8i	14.6i	6.5	13.5i	13.7	12.5	9.9	21.3mo	5.5
Refused	41.7	11.8	71.1ac def	40.6a	40.7a	37.4a	55.1ac de	39.4	39.5	45.3	42.9	36.7	45.6k	28.9	35.0	57.5mn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.23 FIRST LANGUAGE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
English	90.7	72.7	97.8ae	94.1a	99.1ac e	86.9a	95.9ae	89.0	92.4	93.5	88.3	90.0	91.3	92.1	88.6	94.0n
French	4.6	21.8bcd ef	1.1	-	-	0.9	2.0	5.8	2.5	5.0	4.9	5.2	4.1	4.6	5.9	3.0
Arabic	0.7	2.7	-	-	-	-	1.0	1.3	0.6	-	0.6	0.7	0.6	0.7	1.2	-
Italian	0.7	-	-	2.0	-	1.9	-	0.6	0.6	-	1.2	1.1	0.3	0.7	1.2	-
Russian	0.5	0.9	-	1.0	-	0.9	-	-	-	0.7	1.2	-	0.9	0.7	-	0.5
Spanish	0.5	0.9	-	-	0.9	0.9	-	0.6	-	-	1.2	0.7	0.3	0.7	0.8	-
Other	1.5	0.9	1.1	1.0	-	5.6df	-	1.3	2.5	-	1.8	1.5	1.5	0.7	2.0	1.5
Refused/no answer	1.0	-	-	2.0	-	2.8	1.0	1.3	1.3	0.7	0.6	0.7	1.2	-	0.4	1.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.25 TYPE OF VEHICLE OWN/DRIVE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
DOMESTIC	53.4	42.7	65.6ae f	55.4e	69.4ac ef	40.2	49.0	56.1	54.1	55.4	48.5	57.0	50.6	43.4	55.5m	60.0m
General Motors	26.1	22.7	28.9	28.7	32.4f	24.3	19.4	32.3hi	21.0	21.6	28.8	28.9	23.8	22.4	28.3	27.0
Pontiac Sunfire	2.4	3.6	5.6	1.0	0.9	2.8	1.0	3.2	1.9	2.2	2.5	2.2	2.6	2.0	3.1	2.0
Cavalier	1.8	3.6	-	2.0	1.9	2.8	-	1.9	1.9	0.7	2.5	1.1	2.3	3.3	1.2	1.5
Chevy pick-up/GMC pick-ups	1.8	1.8	1.1	1.0	4.6	0.9	1.0	2.6	1.9	0.7	1.8	3.31	0.6	2.6	0.8	2.5
Pontiac Grand AM	1.5	-	-	2.0	1.9	2.8	2.0	1.3	0.6	2.2	1.8	0.7	2.0	2.0	2.0	0.5
Blaze	1.3	0.9	2.2	2.0	-	0.9	2.0	2.6h	-	0.7	1.8	2.2	0.6	-	1.6	2.0
Saturn	1.1	1.8	-	1.0	0.9	0.9	2.0	1.3	2.5	-	0.6	1.5	0.9	-	1.2	2.0
Other trucks/vans/ jeeps	5.5	4.5	5.6	9.9e	7.4	2.8	3.1	5.2	5.1	5.0	6.7	5.6	5.5	5.9	7.1	3.5
Other General Motors	10.6	6.4	14.4	9.9	14.8a	10.3	8.2	14.2h	7.0	10.1	11.0	12.2	9.3	6.6	11.4	13.0
Ford	13.8	10.9	17.8e	11.9	21.3ae	7.5	14.3	11.6	16.6j	19.4j	8.6	15.2	12.8	10.5	13.4	17.5
Ford Focus	1.8	1.8	2.2	2.0	0.9	0.9	3.1	1.9	2.5	2.2	0.6	1.5	2.0	2.6n	0.4	3.0n
Ford Taurus	1.5	1.8	1.1	-	2.8	-	3.1	1.3	1.9	2.2	0.6	1.1	1.7	-	2.8m	1.0
Ford Windstar	1.5	0.9	3.3	1.0	2.8	-	1.0	-	2.5gj	3.6gj	-	1.5	1.5	0.7	1.6	2.0
Trucks - Aerostar/ Explorer/F150	4.2	4.5	5.6	4.0	6.5	2.8	2.0	3.2	6.4	3.6	3.7	5.2	3.5	2.6	4.7	5.0
Other Ford	5.0	2.7	5.6	5.0	8.3	3.7	5.1	5.2	3.8	7.9	3.7	6.3	4.1	4.6	3.9	7.0
Chrysler	13.5	9.1	18.9ae	14.9	15.7	8.4	15.3	12.3	16.6	14.4	11.0	13.0	14.0	10.5	13.8	15.5
Caravan/Voyageur	4.4	3.6	6.7	4.0	7.4	1.9	3.1	5.2	4.5	3.6	4.3	4.8	4.1	2.6	5.1	5.0
Jeeps/Cherokee/ Wagoneer/Comanche	2.9	2.7	1.1	5.0	2.8	1.9	4.1	2.6	1.9	2.9	4.3	3.3	2.6	2.6	3.9	2.0
Other Chrysler	6.2	2.7	11.1a	5.9	5.6	4.7	8.2	4.5	10.2j	7.9j	2.5	4.8	7.3	5.3	4.7	8.5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.25 TYPE OF VEHICLE OWN/DRIVE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
FOREIGN	23.8	35.5df	27.8df	25.7df	13.9	27.1df	12.2	21.9	26.1	25.2	22.1	21.5	25.6	22.4	26.4	22.0
Toyota	6.2	13.6cde f	6.7	4.0	3.7	4.7	4.1	6.5	7.0	6.5	4.9	4.1	7.8	2.6	8.7m	5.5
Toyota Corolla	3.3	10.0bcd ef	2.2	1.0	0.9	2.8	2.0	4.5	3.2	2.2	3.1	1.9	4.4	2.6	4.3	2.0
Toyota Camry	1.1	1.8	2.2	1.0	0.9	-	1.0	1.3	0.6	1.4	1.2	1.5	0.9	-	1.6	1.5
Trucks - Landcruiser/ 4x4/pick-up	0.8	0.9	1.1	2.0	-	-	1.0	0.6	1.3	0.7	0.6	0.4	1.2	-	1.6	0.5
Other Toyota	1.0	0.9	1.1	-	1.9	1.9	-	-	1.9	2.2	-	0.4	1.5	-	1.2	1.5
Honda	5.5	8.2e	10.0ef	5.9	5.6	1.9	2.0	4.5	5.1	5.8	6.7	7.0	4.4	7.9	4.7	5.0
Honda Civic	2.8	5.5f	3.3	3.0	2.8	1.9	-	3.9	2.5	2.9	1.8	4.4l	1.5	6.6no	1.6	1.5
Honda Accord	1.5	0.9	4.4ce	-	2.8	-	1.0	0.6	0.6	2.2	2.5	1.5	1.5	0.7	1.6	2.0
Other Honda	1.3	1.8	2.2	3.0	-	-	1.0	-	1.9	0.7	2.5	1.1	1.5	0.7	1.6	1.5
Mazda	2.8	4.5	3.3	5.9de	0.9	0.9	1.0	3.2	3.2	2.9	1.8	1.9	3.5	3.9o	4.3o	-
Mazda 323/Protege	1.1	2.7	1.1	3.0	-	-	-	1.3	1.9	0.7	0.6	0.7	1.5	1.3	2.0o	-
Other Mazda	1.6	1.8	2.2	3.0	0.9	0.9	1.0	1.9	1.3	2.2	1.2	1.1	2.0	2.6o	2.4o	-
High End Foreign BMW/ Mercedes/Jaguar/ Porsche/Saab/Volvo	2.0	1.8	-	3.0	1.9	3.7	1.0	1.9	1.9	3.6	0.6	2.6	1.5	1.3	1.6	3.0
BMW	0.8	0.9	-	1.0	0.9	1.9	-	0.6	-	2.2	0.6	1.5	0.3	1.3	0.4	1.0
Volvo	0.8	-	-	2.0	0.9	0.9	1.0	1.3	1.3	0.7	-	0.7	0.9	-	0.8	1.5
Other High End	0.3	0.9	-	-	-	0.9	-	-	0.6	0.7	-	0.4	0.3	-	0.4	0.5
Acura	2.0	1.8	1.1	2.0	-	6.5df	-	1.3	2.5	2.2	1.8	2.2	1.7	1.3	2.4	2.0
Nissan	1.6	1.8	3.3	2.0	0.9	1.9	-	0.6	1.3	1.4	3.1	2.2	1.2	1.3	0.8	3.0
Nissan Mahima	0.5	0.9	-	-	0.9	0.9	-	0.6	0.6	0.7	-	0.7	0.3	0.7	0.4	0.5
Other Nissan	1.1	0.9	3.3	2.0	-	0.9	-	-	0.6	0.7	3.1g	1.5	0.9	0.7	0.4	2.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.25 TYPE OF VEHICLE OWN/DRIVE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	614 %	110 %	90 %	101 %	108 %	107 %	98 %	155 %	157 %	139 %	163 %	270 %	344 %	152 %	254 %	200 %
VW/Audi	1.5	0.9	1.1	1.0	0.9	2.8	2.0	1.9	2.5	0.7	0.6	0.7	2.0	1.3	1.6	1.5
Volkswagon Jetta	0.7	-	1.1	1.0	-	0.9	1.0	1.3	0.6	0.7	-	-	1.2	0.7	0.8	0.5
Other Audi	0.2	-	-	-	-	0.9	-	0.6	-	-	-	0.4	-	-	-	0.5
Other Volkswagon	0.7	0.9	-	-	0.9	0.9	1.0	-	1.9	-	0.6	0.4	0.9	0.7	0.8	0.5
Hyundai	1.5	2.7	2.2	2.0	-	1.9	-	1.9	1.9	1.4	0.6	0.4	2.3k	0.7	2.0	1.5
Suzuki	0.3	-	-	-	-	0.9	1.0	-	1.3	-	-	-	0.6	0.7	0.4	-
Kia	0.3	-	-	-	-	0.9	1.0	-	-	-	1.2	-	0.6	0.7	0.4	-
Isuzu	0.2	-	-	-	-	0.9	-	-	-	-	0.6	0.4	-	0.7	-	-
Subaru	0.2	0.9	-	-	-	-	-	-	-	0.7	-	-	0.3	-	-	0.5
Other	0.7	0.9	1.1	2.0	-	-	-	1.3	0.6	0.7	-	1.1	0.3	1.3	0.8	-
None	12.1	16.4b	4.4	11.9	10.2	11.2	17.3b	7.1	10.8	12.2	17.8g	9.6	14.0	20.4no	9.1	10.0
Don't know/not answer	10.4	6.4	1.1	5.0	6.5	21.5ab cd	21.4ab cd	13.5i	9.6	6.5	11.7	11.5	9.6	12.5	9.1	8.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

Q.1A WHERE ATTENDED HARNESS RACING IN THE PAST YEAR, WITHOUT BETTING ON THE LIVE HARNESS RACES

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	139 %	26 %	20 %	27 %	28 %	19 %	19 %	-** %	-** %	139 %	-** %	51 %	88 %	34 %	50 %	55 %
Clinton Raceway	3.6	-	-	3.7	14.3	-	-	-	-	3.6	-	3.9	3.4	-	6.0	3.6
Dresden Raceway	4.3	-	-	3.7	3.6	-	21.1abe	-	-	4.3	-	3.9	4.5	-	4.0	7.3
Flamboro Downs	13.7	-	-	59.3ab def	10.7	-	-	-	-	13.7	-	5.9	18.2k	-	14.0m	21.8m
Georgian Downs	20.1	-	100.0ac def	25.9adf	-	5.3	-	-	-	20.1	-	21.6	19.3	23.5	12.0	25.5
Grand River Raceway	2.2	-	-	3.7	7.1	-	-	-	-	2.2	-	3.9	1.1	-	2.0	3.6
Hiawatha Horse Park	6.5	-	-	3.7	14.3	-	21.1abe	-	-	6.5	-	9.8	4.5	2.9	2.0	12.7n
Kawartha Downs	0.7	-	-	-	-	5.3	-	-	-	0.7	-	-	1.1	-	-	1.8
Mohawk Racetrack	12.9	-	-	44.4ab def	10.7	15.8a	-	-	-	12.9	-	13.7	12.5	5.9	14.0	16.4
Rideau Carleton Raceway	18.0	96.2bcdef	-	-	-	-	-	-	-	18.0	-	17.6	18.2	11.8	30.0o	10.9
Sudbury Downs	0.7	-	-	-	3.6	-	-	-	-	0.7	-	-	1.1	2.9	-	-
Western Fair Raceway	15.8	-	-	11.1	64.3abcef	-	5.3	-	-	15.8	-	17.6	14.8	5.9	12.0	25.5m
Windsor Raceway	12.2	-	-	3.7	3.6	-	78.9abcde	-	-	12.2	-	15.7	10.2	14.7	8.0	14.5
Woodbine Racetrack	23.0	3.8	-	29.6ab f	17.9	89.5abc df	5.3	-	-	23.0	-	35.31	15.9	44.1no	16.0	16.4
Woodstock Raceway	2.2	-	-	3.7	7.1	-	-	-	-	2.2	-	3.9	1.1	-	-	5.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1D IMAGE HAVE OF HOME TRACK

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	272 %	40 %	41 %	52 %	53 %	49 %	37 %	-** %	141 %	131 %	-** %	101 %	171 %	58 %	117 %	94 %
Positive (NET)	74.3	60.0	75.6	100.0ab def	83.0ae f	59.2	59.5	-	69.5	79.4	-	76.2	73.1	69.0	72.6	78.7
Clean/well maintained	25.7	17.5	26.8	46.2ad ef	22.6	18.4	18.9	-	20.6	31.3h	-	26.7	25.1	17.2	29.9	25.5
Nice looking/nice place	22.4	12.5	26.8	26.9	20.8	24.5	21.6	-	17.0	28.2h	-	23.8	21.6	31.0o	22.2	17.0
Modern/updated/new	18.8	2.5	34.1ae f	36.5ae f	22.6aef	6.1	5.4	-	20.6	16.8	-	17.8	19.3	8.6	17.1	27.7m
Fun/enjoyable	10.7	17.5	4.9	15.4	9.4	10.2	5.4	-	12.8	8.4	-	10.9	10.5	17.2o	11.1	5.3
Exciting place/exciting atmosphere/charged atmosphere	8.5	10.0b	-	9.6b	9.4b	16.3bf	2.7	-	6.4	10.7	-	10.9	7.0	12.1	8.5	6.4
Good food/great menu	8.5	10.0	2.4	15.4b	11.3	4.1	5.4	-	7.8	9.2	-	2.0	12.3k	1.7	11.1m	9.6
Friendly/hospitable/ enjoy the people	8.1	5.0	9.8	5.8	7.5	10.2	10.8	-	5.7	10.7	-	9.9	7.0	13.8	6.8	5.3
Good/excellent track/ good facilities	8.1	2.5	9.8	9.6	15.1a	4.1	5.4	-	12.1i	3.8	-	10.9	6.4	6.9	7.7	9.6
Nice dining facilities/ good place to go for dinner	7.0	12.5bf	-	7.7	17.0bef	2.0	-	-	5.0	9.2	-	5.9	7.6	8.6	3.4	10.6n
I like/enjoy slot machines/lots of slot machines	6.3	-	2.4	7.7	5.7	8.2	13.5a	-	3.5	9.2	-	5.0	7.0	1.7	4.3	11.7mn
Comfortable/comfortable seating	4.4	2.5	2.4	13.5ef	3.8	2.0	-	-	2.8	6.1	-	4.0	4.7	3.4	4.3	4.3
Popular/lots of people/ all kinds of people	4.4	2.5	-	1.9	1.9	12.2bcd	8.1	-	3.5	5.3	-	5.0	4.1	8.6	2.6	3.2
Big casino/nice room/ uncrowded casino	4.4	-	-	11.5abe	1.9	-	13.5abde	-	1.4	7.6h	-	5.0	4.1	1.7	3.4	7.4
Good service/helpful staff	4.4	-	14.6aef	5.8	5.7	-	-	-	4.3	4.6	-	5.0	4.1	1.7	2.6	8.5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o

** very small base (under 15) ineligible for sig testing

Q.1D IMAGE HAVE OF HOME TRACK

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	272 %	40 %	41 %	52 %	53 %	49 %	37 %	-** %	141 %	131 %	-** %	101 %	171 %	58 %	117 %	94 %
Great way to socialize/ have fun with family/ friends	4.0	5.0	-	7.7	3.8	6.1	-	-	5.0	3.1	-	3.0	4.7	5.2	5.1	1.1
Pretty/picturesque/ beautiful	4.0	-	2.4	5.8	3.8	10.2af	-	-	5.7	2.3	-	3.0	4.7	3.4	6.0	2.1
Bright/well lit	3.7	-	-	5.8	11.3abf	2.0	-	-	3.5	3.8	-	3.0	4.1	5.2	4.3	2.1
Convenient/accessible/ close to home/work	3.7	-	4.9	3.8	5.7	2.0	5.4	-	4.3	3.1	-	2.0	4.7	5.2	2.6	4.3
Good horses/good quality horses and jockeys	2.6	2.5	-	1.9	3.8	-	8.1e	-	2.8	2.3	-	1.0	3.5	5.2	0.9	3.2
It's okay/alright/ average	2.6	2.5	-	3.8	3.8	4.1	-	-	1.4	3.8	-	3.0	2.3	1.7	3.4	2.1
Smaller track/not overcrowded	2.2	2.5	-	1.9	3.8	4.1	-	-	2.1	2.3	-	3.0	1.8	1.7	0.9	4.3
Three in one/multi entertainment/ attractions	2.2	-	-	3.8	3.8	2.0	2.7	-	2.8	1.5	-	1.0	2.9	1.7	1.7	3.2
Live shows/great entertainment	1.8	-	-	-	-	2.0	10.8abcd	-	1.4	2.3	-	3.0	1.2	1.7	0.9	3.2
Lots of parking	1.8	-	-	5.8	1.9	-	2.7	-	0.7	3.1	-	2.0	1.8	-	2.6	2.1
Good view of races from restaurant	1.5	-	-	1.9	5.7	-	-	-	1.4	1.5	-	2.0	1.2	1.7	1.7	1.1
I enjoy the horse races/betting on horses	0.7	-	-	-	-	4.1	-	-	1.4	-	-	2.0	-	-	0.9	1.1
Misc. positive mentions	3.7	2.5	2.4	3.8	7.5	-	5.4	-	2.1	5.3	-	2.0	4.7	-	4.3	5.3
Negative (NET)	9.2	7.5	17.1f	5.8	15.1f	8.2	-	-	9.2	9.2	-	9.9	8.8	5.2	7.7	13.8
Older track/not modern/ needs updating	2.2	2.5	-	-	9.4bce	-	-	-	2.8	1.5	-	4.0	1.2	-	4.3	1.1
Poor food/poor dining experience	1.8	-	2.4	3.8	3.8	-	-	-	1.4	2.3	-	1.0	2.3	1.7	1.7	2.1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1D IMAGE HAVE OF HOME TRACK

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	272 %	40 %	41 %	52 %	53 %	49 %	37 %	-** %	141 %	131 %	-** %	101 %	171 %	58 %	117 %	94 %
Parking insufficient/ too far away	1.5	-	7.3d	-	-	2.0	-	-	1.4	1.5	-	1.0	1.8	-	-	4.3n
Too crowded	1.1	-	-	-	-	6.1	-	-	0.7	1.5	-	2.0	0.6	-	1.7	1.1
Money pit/unlucky/never win there	1.1	2.5	-	-	-	4.1	-	-	-	2.3	-	2.0	0.6	1.7	1.7	-
Misc. negative mentions	5.1	2.5	12.2f	3.8	9.4	2.0	-	-	6.4	3.8	-	4.0	5.8	3.4	2.6	9.6n
Don't know	3.7	-	-	-	1.9	14.3abc d	5.4	-	5.0	2.3	-	5.0	2.9	8.6o	3.4	1.1
None/no answer	18.0	37.5bc d	14.6c	-	7.5c	22.4cd	35.1bcd	-	21.3	14.5	-	14.9	19.9	20.7	20.5	13.8

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 WHAT PROMPTED TO GO TO A LIVE ONTARIO RACING TRACK

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	296 %	48 %	41 %	54 %	54 %	54 %	45 %	-** %	157 %	139 %	-** %	117 %	179 %	66 %	127 %	98 %
To socialize with friends/family	71.3	75.0	85.4de f	81.5ef	66.7	59.3	62.2	-	73.2	69.1	-	68.4	73.2	75.8	70.9	68.4
To play the slots	34.8	25.0	31.7	40.7	35.2	38.9	35.6	-	15.9	56.1h	-	31.6	36.9	33.3	27.6	46.9n
Dining experience	26.0	43.8ef	41.5ef	25.9e	25.9e	9.3	13.3	-	22.9	29.5	-	28.2	24.6	18.2	23.6	35.7mn
To bet on the races	13.9	6.3	2.4	16.7b	24.1ab	16.7b	13.3	-	26.1i	-	-	11.1	15.6	9.1	15.7	14.3
To just watch the races, without betting	13.9	20.8c	9.8	3.7	22.2c	9.3	17.8c	-	8.9	19.4h	-	14.5	13.4	12.1	15.0	13.3
To entertain visiting guests	8.8	12.5	4.9	3.7	5.6	11.1	15.6c	-	7.6	10.1	-	11.1	7.3	9.1	9.4	8.2
To socialize with business acquaintances	7.4	8.3	4.9	9.3	7.4	11.1	2.2	-	9.6	5.0	-	8.5	6.7	6.1	9.4	6.1
Can't recall	0.3	-	-	-	-	1.9	-	-	0.6	-	-	0.9	-	-	0.8	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3 REASON(S) HAVE NOT BET ON A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - FIRST MENTION

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	139 %	26 %	20 %	27 %	28 %	19 %	19 %	-** %	-** %	139 %	-** %	51 %	88 %	34 %	50 %	55 %
Insufficient knowledge of races	30.2	38.5	35.0	22.2	17.9	26.3	47.4d	-	-	30.2	-	33.3	28.4	41.2n	20.0	32.7
Prefer slot machines	24.5	3.8	10.0	51.9ab ef	39.3ab	15.8	15.8	-	-	24.5	-	13.7	30.7k	11.8	28.0	29.1
Not that interested in races	15.8	19.2	45.0cdf	7.4	10.7	15.8	-	-	-	15.8	-	13.7	17.0	8.8	16.0	20.0
Lost too much in the past	6.5	15.4	-	7.4	3.6	5.3	5.3	-	-	6.5	-	7.8	5.7	5.9	8.0	5.5
Race track schedule season/not always/went and was closed	3.6	7.7	-	3.7	3.6	5.3	-	-	-	3.6	-	5.9	2.3	5.9	4.0	1.8
Insufficient purses	2.2	-	-	-	7.1	-	5.3	-	-	2.2	-	3.9	1.1	2.9	4.0	-
Don't gamble/not much of a gambler	2.2	-	-	-	-	10.5	5.3	-	-	2.2	-	3.9	1.1	8.8no	-	-
Too long in-between races	1.4	7.7	-	-	-	-	-	-	-	1.4	-	-	2.3	-	4.0	-
Too busy/no time/longer work hours	1.4	-	-	-	-	10.5	-	-	-	1.4	-	2.0	1.1	5.9	-	-
Don't have enough money/can't afford to gamble	0.7	-	-	-	3.6	-	-	-	-	0.7	-	2.0	-	-	2.0	-
No one to go with/only go if husband goes	0.7	-	-	-	-	-	5.3	-	-	0.7	-	-	1.1	-	-	1.8
Prefer on-line betting on races	0.7	-	-	3.7	-	-	-	-	-	0.7	-	2.0	-	-	-	1.8
Live too far away	0.7	-	-	-	-	5.3	-	-	-	0.7	-	2.0	-	2.9	-	-
I have taken up other hobbies/interests/activities	0.7	-	-	-	3.6	-	-	-	-	0.7	-	2.0	-	-	-	1.8
Just never even though of it/never entered my head	0.7	-	-	-	-	5.3	-	-	-	0.7	-	-	1.1	2.9	-	-
Spectator grand stand/poor	0.7	-	-	-	3.6	-	-	-	-	0.7	-	-	1.1	2.9	-	-
Misc. mentions	0.7	-	-	-	3.6	-	-	-	-	0.7	-	-	1.1	-	-	1.8
Don't know	5.0	-	10.0	3.7	7.1	-	10.5	-	-	5.0	-	5.9	4.5	2.9	10.0	1.8
None	2.2	7.7	-	-	-	-	5.3	-	-	2.2	-	2.0	2.3	-	4.0	1.8

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3 REASON(S) HAVE NOT BET ON A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - TOTAL MENTIONS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	139 %	26 %	20 %	27 %	28 %	19 %	19 %	-** %	-** %	139 %	-** %	51 %	88 %	34 %	50 %	55 %
Insufficient knowledge of races	44.6	50.0	55.0	37.0	39.3	42.1	47.4	-	-	44.6	-	45.1	44.3	52.9n	30.0	52.7n
Prefer slot machines	42.4	15.4	40.0	77.8ab ef	57.1af	31.6	21.1	-	-	42.4	-	37.3	45.5	20.6	38.0	60.0mn
Not that interested in races	38.1	26.9f	55.0ef	59.3ae f	57.1ae f	15.8	-	-	-	38.1	-	33.3	40.9	17.6	40.0m	49.1m
Lost too much in the past	12.2	19.2b	-	11.1	17.9	10.5	10.5	-	-	12.2	-	13.7	11.4	11.8	16.0	9.1
Race track schedule season/not always/went and was closed	3.6	7.7	-	3.7	3.6	5.3	-	-	-	3.6	-	5.9	2.3	5.9	4.0	1.8
Don't gamble/not much of a gambler	3.6	-	5.0	3.7	-	10.5	5.3	-	-	3.6	-	7.8l	1.1	8.8o	4.0	-
Insufficient purses	2.2	-	-	-	7.1	-	5.3	-	-	2.2	-	3.9	1.1	2.9	4.0	-
Don't have enough money/can't afford to gamble	2.2	-	-	7.4	3.6	-	-	-	-	2.2	-	3.9	1.1	2.9	4.0	-
No one to go with/only go if husband goes	1.4	-	5.0	-	-	-	5.3	-	-	1.4	-	-	2.3	-	-	3.6
Too busy/no time/longer work hours	1.4	-	-	-	-	10.5	-	-	-	1.4	-	2.0	1.1	5.9	-	-
Live too far away	1.4	-	-	-	-	10.5	-	-	-	1.4	-	3.9	-	5.9	-	-
I have taken up other hobbies/interests/activities	1.4	-	-	-	7.1	-	-	-	-	1.4	-	2.0	1.1	-	2.0	1.8
Too long in-between races	1.4	7.7	-	-	-	-	-	-	-	1.4	-	-	2.3	-	4.0	-
Prefer thoroughbred races	0.7	-	-	3.7	-	-	-	-	-	0.7	-	-	1.1	-	-	1.8
Prefer on-line betting on races	0.7	-	-	3.7	-	-	-	-	-	0.7	-	2.0	-	-	-	1.8
Too busy raising my family/young children	0.7	-	-	-	-	-	5.3	-	-	0.7	-	-	1.1	2.9	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.3 REASON(S) HAVE NOT BET ON A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - TOTAL MENTIONS

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	139 %	26 %	20 %	27 %	28 %	19 %	19 %	-** %	-** %	139 %	-** %	51 %	88 %	34 %	50 %	55 %
Spectator grand stand/ poor	0.7	-	-	-	3.6	-	-	-	-	0.7	-	-	1.1	2.9	-	-
Just never even though of it/never entered my head	0.7	-	-	-	-	5.3	-	-	-	0.7	-	-	1.1	2.9	-	-
Prefer OTC/teletheatres	0.7	3.8	-	-	-	-	-	-	-	0.7	-	-	1.1	-	2.0	-
Misc. mentions	2.9	-	-	3.7	10.7	-	-	-	-	2.9	-	2.0	3.4	2.9	-	5.5
Don't know	5.0	-	10.0	3.7	7.1	-	10.5	-	-	5.0	-	5.9	4.5	2.9	10.0	1.8
None	2.2	7.7	-	-	-	-	5.3	-	-	2.2	-	2.0	2.3	-	4.0	1.8

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4 WHAT WOULD INFLUENCE TO CONSIDER GOING BACK TO A LIVE HARNESS RACING TRACK TO BET ON THE RACES

	TOTAL	CITY CENTRE						CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)	
TOTAL INTERVIEWS	296 %	48 %	41 %	54 %	54 %	54 %	45 %	-** %	157 %	139 %	-** %	117 %	179 %	66 %	127 %	98 %	
Understood better/ educated	17.2	25.0ce	14.6	9.3	24.1ce	9.3	22.2	-	-	36.7h	-	14.5	19.0	24.2	14.2	17.3	
Bigger purses	12.5	6.3	-	13.0b	31.5abc ef	7.4	13.3b	-	8.9	16.5h	-	14.5	11.2	10.6	15.0	11.2	
Less expensive dining/ drinks	11.1	6.3	34.1acd ef	9.3	9.3	9.3	2.2	-	21.0i	-	-	10.3	11.7	7.6	9.4	16.3	
If had other people to go with/family/friends wanted to go	10.8	6.3	2.4	18.5b	14.8b	11.1	8.9	-	14.6i	6.5	-	12.0	10.1	7.6	10.2	12.2	
Entertainment between races	7.8	10.4cf	22.0cef	-	13.0cf	3.7	-	-	-	16.5h	-	5.1	9.5	9.1	4.7	11.2	
Better advertised	5.4	4.2	7.3	11.1f	3.7	5.6	-	-	10.2i	-	-	6.0	5.0	3.0	7.1	5.1	
More easily accessible	4.1	6.3	2.4	1.9	3.7	1.9	8.9	-	7.6i	-	-	4.3	3.9	6.1	3.1	4.1	
If I had more time/if I was not so busy	4.1	6.3	2.4	3.7	3.7	7.4	-	-	7.6i	-	-	2.6	5.0	3.0	5.5	3.1	
Better dining facilities	3.4	4.2	2.4	3.7	5.6	-	4.4	-	6.4i	-	-	3.4	3.4	3.0	5.5	1.0	
If I had more money to bet with/entertainment	3.4	4.2	4.9	3.7	1.9	3.7	2.2	-	2.5	4.3	-	3.4	3.4	-	6.3m	2.0	
Better quality of horses	2.7	4.2	-	3.7	7.4e	-	-	-	1.9	3.6	-	3.4	2.2	3.0	2.4	3.1	
More of a play-off atmosphere	2.4	-	-	5.6	7.4e	-	-	-	0.6	4.3h	-	3.4	1.7	-	2.4	4.1	
Less time between races	2.4	4.2	9.8cef	-	1.9	-	-	-	1.9	2.9	-	1.7	2.8	-	2.4	4.1	
Better facility	2.0	10.4bcde	-	-	-	-	2.2	-	-	4.3h	-	-	3.4k	6.1n	0.8	1.0	
Extended season to all year/open evening/ better schedule	1.7	-	-	3.7	3.7	1.9	-	-	1.3	2.2	-	0.9	2.2	-	3.1	1.0	
Better image	1.7	4.2	-	1.9	3.7	-	-	-	3.2i	-	-	1.7	1.7	4.5	0.8	1.0	
Better chances of winning/if won more often/had chance to win	1.7	2.1	-	3.7	-	3.7	-	-	-	3.6h	-	1.7	1.7	3.0	1.6	1.0	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4 WHAT WOULD INFLUENCE TO CONSIDER GOING BACK TO A LIVE HARNESS RACING TRACK TO BET ON THE RACES

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	296 %	48 %	41 %	54 %	54 %	54 %	45 %	-** %	157 %	139 %	-** %	117 %	179 %	66 %	127 %	98 %
Get closer to the horses	1.4	6.3	-	-	-	1.9	-	-	-	2.9h	-	0.9	1.7	3.0	0.8	1.0
If they had coupons/ promos/special package discounts	1.4	-	-	3.7	-	3.7	-	-	2.5	-	-	0.9	1.7	1.5	2.4	-
Better drivers	1.4	6.3	-	-	1.9	-	-	-	1.3	1.4	-	2.6	0.6	1.5	1.6	1.0
I just don't bet/gamble at all/not much of a gambler	1.0	-	-	1.9	-	1.9	2.2	-	-	2.2	-	1.7	0.6	-	1.6	1.0
If I knew someone with horse in race	1.0	-	2.4	-	3.7	-	-	-	-	2.2	-	-	1.7	-	0.8	2.0
Get closer to the races	1.0	4.2	-	-	-	1.9	-	-	-	2.2	-	0.9	1.1	3.0	0.8	-
More modern facilities	1.0	2.1	-	-	1.9	-	2.2	-	1.9	-	-	1.7	0.6	1.5	0.8	1.0
If I started to feel better/younger/more mobile	1.0	-	-	1.9	3.7	-	-	-	1.9	-	-	1.7	0.6	-	0.8	2.0
Better grandstand	0.7	-	-	-	3.7	-	-	-	1.3	-	-	0.9	0.6	-	1.6	-
If they had bigger payouts ratio/ progressive payouts	0.7	2.1	-	-	1.9	-	-	-	-	1.4	-	0.9	0.6	-	0.8	1.0
Misc. mentions	7.4	8.3	-	7.4	13.0b	9.3b	4.4	-	8.3	6.5	-	6.0	8.4	10.6	7.1	6.1
None	24.7	14.6	19.5	25.9	18.5	29.6	40.0abd	-	28.0	20.9	-	29.1	21.8	18.2	26.8	24.5

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5A PAST EXPERIENCE AT THE HARNESS RACING TRACK WAS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	139 %	26 %	20 %	27 %	28 %	19 %	19 %	-** %	-** %	139 %	-** %	51 %	88 %	34 %	50 %	55 %
Very positive (4)	38.8	53.8b	10.0	55.6b	42.9b	26.3	31.6	-	-	38.8	-	33.3	42.0	47.1	42.0	30.9
Somewhat positive (3)	47.5	42.3	65.0c	25.9	35.7	73.7ac d	57.9c	-	-	47.5	-	54.9	43.2	50.0	50.0	43.6
Somewhat negative (2)	12.2	3.8	25.0ae	18.5	14.3	-	10.5	-	-	12.2	-	9.8	13.6	2.9	6.0	23.6mn
Very negative (1)	1.4	-	-	-	7.1	-	-	-	-	1.4	-	2.0	1.1	-	2.0	1.8
NET: Positive	86.3	96.2b	75.0	81.5	78.6	100.0bd	89.5	-	-	86.3	-	88.2	85.2	97.1o	92.0o	74.5
NET: Negative	13.7	3.8	25.0ae	18.5	21.4e	-	10.5	-	-	13.7	-	11.8	14.8	2.9	8.0	25.5mn
Mean	3.24	3.50b	2.85	3.37b	3.14	3.26b	3.21	-	-	3.24	-	3.20	3.26	3.44o	3.32	3.04
Standard Deviation	0.72	0.58	0.59	0.79	0.93	0.45	0.63	-	-	0.72	-	0.69	0.73	0.56	0.68	0.79
Standard Error	0.06	0.11	0.13	0.15	0.18	0.10	0.14	-	-	0.06	-	0.10	0.08	0.10	0.10	0.11
Median	3.77	3.71	3.38	3.60	3.80	3.68	3.68	-	-	3.77	-	3.70	3.82	3.94	3.84	3.56

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5B WHAT CONTRIBUTED TO PAST EXPERIENCE AT THE HARNESS RACING TRACK FOR BEING POSITIVE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	120 %	25 %	15 %	22 %	22 %	19 %	17 %	-** %	-** %	120 %	-** %	45 %	75 %	33 %	46 %	41 %
Positive (NET)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0	-	100.0	100.0	100.0	100.0	100.0
The socializing with friends/family I was with	35.8	44.0	40.0	22.7	45.5	31.6	29.4	-	-	35.8	-	33.3	37.3	42.4	37.0	29.3
It's fun/it's a great time	21.7	12.0	20.0	18.2	22.7	36.8	23.5	-	-	21.7	-	17.8	24.0	24.2	15.2	26.8
It's exciting to watch horse races/I enjoy watching the races	18.3	12.0	6.7	22.7	27.3	15.8	23.5	-	-	18.3	-	17.8	18.7	15.2	15.2	24.4
A great atmosphere/enjoy the atmosphere/excited crowd	15.8	24.0e	6.7	13.6	22.7e	-	23.5e	-	-	15.8	-	22.2	12.0	9.1	26.1	9.8
Good food/great buffet	15.0	36.0bdef	-	31.8bde f	4.5	5.3	-	-	-	15.0	-	15.6	14.7	21.2	17.4	7.3
Slot machines/enjoy the slot machines/more money to win	13.3	-	-	13.6	9.1	42.1ab cd	17.6a	-	-	13.3	-	20.0	9.3	18.2	6.5	17.1
Good service/helpful staff/pleasant staff	10.0	16.0	13.3	13.6	4.5	5.3	5.9	-	-	10.0	-	8.9	10.7	-	15.2m	12.2m
Self/friends won money/didn't lose	9.2	-	-	18.2a	9.1	-	29.4abe	-	-	9.2	-	4.4	12.0	6.1	13.0	7.3
Very different kind of experience/unique way to spend evening	7.5	12.0	26.7cdf	-	-	10.5	-	-	-	7.5	-	6.7	8.0	9.1	6.5	7.3
I enjoy the friendly people who go there	5.0	8.0	6.7	9.1	-	-	5.9	-	-	5.0	-	8.9	2.7	3.0	6.5	4.9
Clean	4.2	8.0	6.7	4.5	-	-	5.9	-	-	4.2	-	2.2	5.3	6.1	4.3	2.4
I love to gamble/love to bet on horses	4.2	-	-	9.1	4.5	-	11.8	-	-	4.2	-	2.2	5.3	3.0	6.5	2.4
Multiple/3 in 1 activities increase interest/fun	4.2	4.0	-	4.5	-	15.8	-	-	-	4.2	-	2.2	5.3	9.1	4.3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5B WHAT CONTRIBUTED TO PAST EXPERIENCE AT THE HARNESS RACING TRACK FOR BEING POSITIVE

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	120 %	25 %	15 %	22 %	22 %	19 %	17 %	-** %	-** %	120 %	-** %	45 %	75 %	33 %	46 %	41 %
A friend's horse/my horse was running	3.3	-	-	-	18.2ac	-	-	-	-	3.3	-	2.2	4.0	3.0	2.2	4.9
Great/nice facilities	2.5	8.0	6.7	-	-	-	-	-	-	2.5	-	4.4	1.3	-	6.5	-
Misc. positive mentions	10.8	12.0	20.0	13.6	4.5	5.3	11.8	-	-	10.8	-	2.2	16.0k	6.1	13.0	12.2
Negative (NET)	5.0	4.0	-	4.5	4.5	15.8	-	-	-	5.0	-	8.9	2.7	3.0	6.5	4.9
I lost money last time/ I loose too often	1.7	-	-	-	4.5	5.3	-	-	-	1.7	-	2.2	1.3	3.0	2.2	-
Odds/chances of winning/payouts are better at slots/black jack	1.7	-	-	4.5	-	5.3	-	-	-	1.7	-	4.4	-	-	-	4.9
Misc. negative mentions	1.7	4.0	-	-	-	5.3	-	-	-	1.7	-	2.2	1.3	-	4.3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.5B WHAT CONTRIBUTED TO PAST EXPERIENCE AT THE HARNESS RACING TRACK FOR BEING NEGATIVE

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	19 %	1** %	5** %	5** %	6** %	-** %	2** %	-** %	-** %	19 %	-** %	6** %	13** %	1** %	4** %	14** %
Negative (NET)	94.7	100.0	100.0	80.0	100.0	-	100.0	-	-	94.7	-	100.0	92.3	100.0	75.0	100.0
I lost money last time/ I loose too often	47.4	-	-	40.0	83.3	-	100.0	-	-	47.4	-	66.7	38.5	100.0	25.0	50.0
Poor food/food not great	21.1	100.0	60.0	-	-	-	-	-	-	21.1	-	16.7	23.1	-	-	28.6
Odds/chances of winning/payouts are better at slots/black jack	15.8	-	-	20.0	33.3	-	-	-	-	15.8	-	50.0	-	100.0	-	14.3
I don't understand the betting on harness racing/how to choose	10.5	-	-	20.0	16.7	-	-	-	-	10.5	-	16.7	7.7	-	-	14.3
Poor dining experience (service, buffet ran out)	10.5	100.0	-	20.0	-	-	-	-	-	10.5	-	16.7	7.7	-	25.0	7.1
It's not too exciting/I get bored	5.3	-	-	-	16.7	-	-	-	-	5.3	-	-	7.7	-	25.0	-
Misc. negative mentions	21.1	-	60.0	-	16.7	-	-	-	-	21.1	-	16.7	23.1	-	25.0	21.4
Positive (NET)	10.5	-	-	20.0	16.7	-	-	-	-	10.5	-	16.7	7.7	-	25.0	7.1
It's exciting to watch horse races/I enjoy watching the races	5.3	-	-	20.0	-	-	-	-	-	5.3	-	-	7.7	-	25.0	-
Good food/great buffet	5.3	-	-	-	16.7	-	-	-	-	5.3	-	16.7	-	-	-	7.1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.6 LIKELIHOOD OF ATTENDING A LIVE HARNESS RACE IN THE NEXT 6 MONTHS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	459 %	80 %	65 %	78 %	81 %	85 %	70 %	-** %	157 %	139 %	163 %	191 %	268 %	122 %	189 %	140 %
Very likely (4)	15.7	25.0	6.2	17.9	21.0	10.6	11.4	-	10.8	25.9	11.7	14.1	16.8	16.4	16.9	14.3
Somewhat likely (3)	42.5	32.5	32.3	42.3	59.3	41.2	45.7	-	38.9	43.2	45.4	43.5	41.8	49.2	42.3	37.9
Not very likely (2)	30.7	25.0	35.4	30.8	18.5	38.8	37.1	-	36.3	23.7	31.3	30.9	30.6	31.1	27.0	33.6
Not at all likely (1)	10.5	16.3	26.2	7.7	1.2	8.2	5.7	-	13.4	7.2	10.4	10.5	10.4	3.3	13.2	12.9
Don't know	0.7	1.3	-	1.3	-	1.2	-	-	0.6	-	1.2	1.0	0.4	-	0.5	1.4
Top 2 Box	58.2	57.5	38.5	60.3	80.2	51.8	57.1	-	49.7	69.1	57.1	57.6	58.6	65.6	59.3	52.1
Bottom 2 Box	41.2	41.3	61.5	38.5	19.8	47.1	42.9	-	49.7	30.9	41.7	41.4	41.0	34.4	40.2	46.4
Mean	2.64	2.67	2.18	2.71	3.00	2.55	2.63	-	2.47	2.88	2.59	2.62	2.65	2.79	2.63	2.54
Standard Deviation	0.87	1.03	0.90	0.86	0.67	0.80	0.76	-	0.86	0.88	0.83	0.86	0.88	0.75	0.92	0.90
Standard Error	0.04	0.12	0.11	0.10	0.07	0.09	0.09	-	0.07	0.07	0.07	0.06	0.05	0.07	0.07	0.08
Median	3.20	3.25	2.67	3.26	3.51	3.06	3.16	-	3.00	3.44	3.17	3.19	3.21	3.32	3.22	3.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.11 TYPE OF PERSON GOES TO LIVE HARNESS RACING IN ONTARIO

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	459 %	80 %	65 %	78 %	81 %	85 %	70 %	-** %	157 %	139 %	163 %	191 %	268 %	122 %	189 %	140 %
More adults only	94.3	96.3	100.0cd e	88.5	93.8	94.1	94.3	-	94.3	94.2	94.5	93.2	95.1	92.6	93.1	97.1
More families only	5.4	3.8	-	10.3b	6.2b	5.9b	5.7	-	5.7	5.0	5.5	6.8	4.5	7.4	6.3	2.9
More organized groups	38.3	42.5f	70.8ac def	42.3f	28.4	30.6	20.0	-	39.5	39.6	36.2	38.2	38.4	40.2	36.5	41.4
More individuals	60.6	57.5b	29.2	56.4b	71.6bc	64.7b	80.0abce	-	59.9	59.0	62.6	60.7	60.4	59.0	62.4	57.9
More white collar	28.3	42.5bd e	13.8	33.3bd	18.5	25.9	34.3bd	-	26.1	21.6	36.2i	30.4	26.9	42.6no	24.9	21.4
More blue collar	68.0	57.5	86.2ac ef	62.8	81.5ac ef	62.4	60.0	-	68.8	76.3j	60.1	65.4	69.8	50.8	73.0m	77.1m
More urban	56.9	72.5b	15.4	60.3b	58.0b	63.5b	64.3b	-	54.8	55.4	60.1	57.1	56.7	66.4o	57.7	50.0
More rural	40.5	27.5	83.1ac def	38.5	42.0e	27.1	32.9	-	42.0	43.2	36.8	38.7	41.8	30.3	39.7	48.6m
More an entertainment seeker	68.2	66.3	69.2	66.7	70.4	68.2	68.6	-	67.5	66.9	69.9	71.7	65.7	68.9	66.7	69.3
More a sports fan	30.3	33.8	29.2	32.1	29.6	28.2	28.6	-	29.3	32.4	29.4	26.7	32.8	29.5	31.2	30.0
More of a dedicated gambler	44.4	42.5	41.5	47.4	37.0	52.9d	44.3	-	47.8	43.9	41.7	45.5	43.7	45.9	45.0	42.9
More a casual gambler	53.8	57.5	58.5	51.3	61.7e	42.4	52.9	-	50.3	55.4	55.8	51.8	55.2	50.0	54.0	57.1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1A WHERE ATTENDED LIVE HARNESS RACING IN ONTARIO IN THE LAST 5 YEARS

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	157 %	22 %	21 %	27 %	26 %	35 %	26 %	-** %	157 %	-** %	-** %	66 %	91 %	32 %	77 %	43 %
Clinton Raceway	0.6	-	-	-	3.8	-	-	-	0.6	-	-	-	1.1	-	-	2.3
Dresden Raceway	4.5	-	-	-	-	-	26.9abcde	-	4.5	-	-	3.0	5.5	6.3	2.6	7.0
Flamboro Downs	11.5	-	-	51.9ab def	11.5	2.9	-	-	11.5	-	-	9.1	13.2	3.1	10.4	18.6m
Georgian Downs	15.9	-	95.2ac def	14.8df	-	2.9	-	-	15.9	-	-	13.6	17.6	6.3	10.4	32.6mn
Grand River Raceway	1.9	-	-	-	11.5e	-	-	-	1.9	-	-	-	3.3	-	1.3	4.7
Hiawatha Horse Park	5.7	-	-	-	26.9abce	-	7.7	-	5.7	-	-	4.5	6.6	6.3	5.2	4.7
Kawartha Downs	1.3	-	-	-	3.8	2.9	-	-	1.3	-	-	1.5	1.1	-	2.6	-
Mohawk Racetrack	12.1	-	-	44.4abd ef	7.7	11.4	3.8	-	12.1	-	-	15.2	9.9	6.3	15.6	11.6
Rideau Carleton Raceway	14.0	100.0bcdef	-	-	-	-	-	-	14.0	-	-	21.2l	8.8	15.6	19.5o	4.7
Western Fair Raceway	11.5	-	-	-	61.5abcef	-	7.7	-	11.5	-	-	10.6	12.1	6.3	11.7	16.3
Windsor Raceway	12.1	-	-	-	7.7	2.9	61.5abcde	-	12.1	-	-	10.6	13.2	12.5	11.7	14.0
Woodbine Racetrack	31.8	4.5	23.8f	33.3af	11.5	91.4abcdf	-	-	31.8	-	-	27.3	35.2	46.9o	33.8o	14.0
Woodstock Raceway	3.8	-	-	-	23.1abcef	-	-	-	3.8	-	-	6.1	2.2	3.1	2.6	7.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1B NUMBER OF TIMES IN THE LAST 5 YEARS AT

	LAPSED CUSTOMERS																
	TOTAL TRACKS	BELLE-VILLE	CLIN-TON	DRES-DEN	FLAM-BORO	GEOR-GIAN	GRAND RIVER	HANO-VER	HIA-WATHA	KAWAR-THA	MO-HAWK	RIDEAU	SUD-BURY	WES-TERN	WIND-SOR	WOOD-BINE	WOOD STOCK
TOTAL INTERVIEWS	157 %	- %	1 %	7 %	18 %	25 %	3 %	- %	9 %	2 %	19 %	22 %	- %	18 %	19 %	50 %	6 %
Light (1-2)	47.8	-	-	57.1	66.7	72.0	33.3	-	77.8	50.0	63.2	45.5	-	33.3	57.9	54.0	33.3
Medium (3-9)	38.9	-	100.0	14.3	27.8	28.0	66.7	-	22.2	50.0	31.6	31.8	-	50.0	15.8	40.0	50.0
Avid (10+)	13.4	-	-	28.6	5.6	-	-	-	-	-	5.3	22.7	-	16.7	26.3	6.0	16.7
Average	5.32	-	3.00	6.00	3.00	1.88	3.33	-	2.22	4.50	3.32	5.27	-	6.06	5.74	4.34	6.00
Standard deviation	9.52	-	-	7.23	2.85	1.20	2.52	-	1.92	4.95	4.42	5.75	-	6.55	6.73	9.64	9.36
Standard error	0.76	-	-	2.73	0.67	0.24	1.45	-	0.64	3.50	1.01	1.23	-	1.54	1.54	1.36	3.82
Median	2.17	-	3.00	1.83	1.40	1.00	2.00	-	1.17	4.50	1.17	2.33	-	3.50	1.81	1.71	1.67

Q.2 REASON(S) HAVE NOT GONE TO A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - FIRST MENTION

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	157 %	22 %	21 %	27 %	26 %	35 %	26 %	-** %	157 %	-** %	-** %	66 %	91 %	32 %	77 %	43 %
Lifestyle Reasons (NET)	56.7	54.5	61.9	55.6	61.5	48.6	61.5	-	56.7	-	-	51.5	60.4	56.3	55.8	60.5
Changed jobs (no time)	12.7	22.7	23.8df	18.5	3.8	8.6	3.8	-	12.7	-	-	15.2	11.0	12.5	18.2o	2.3
Had a child	9.6	4.5	-	14.8	11.5	14.3	7.7	-	9.6	-	-	7.6	11.0	15.6	10.4	4.7
Sick/not well	8.9	-	23.8ac	-	19.2ac	5.7	7.7	-	8.9	-	-	9.1	8.8	-	6.5	20.9mn
Too busy/no time	6.4	4.5	4.8	3.7	3.8	11.4	7.7	-	6.4	-	-	6.1	6.6	6.3	3.9	9.3
Changed residences (no longer close)	4.5	9.1	-	3.7	-	-	15.4de	-	4.5	-	-	4.5	4.4	9.4	3.9	2.3
No one to go with/don't want to go alone	3.8	9.1	-	3.7	7.7	-	3.8	-	3.8	-	-	-	6.6k	-	5.2	4.7
Unemployed/lost job	3.2	-	9.5	-	7.7	2.9	-	-	3.2	-	-	3.0	3.3	3.1	2.6	4.7
Knew someone/no longer with that track	2.5	-	-	-	7.7	-	7.7	-	2.5	-	-	1.5	3.3	3.1	1.3	4.7
Not enough/less money/too expensive	2.5	-	-	3.7	-	5.7	3.8	-	2.5	-	-	-	4.4	3.1	1.3	4.7
No access to a car/transportation	1.9	4.5	-	3.7	-	-	3.8	-	1.9	-	-	4.5l	-	3.1	1.3	2.3
Got married	0.6	-	-	3.7	-	-	-	-	0.6	-	-	-	1.1	-	1.3	-
Never That "Involved" (NET)	31.2	36.4	28.6	37.0	23.1	34.3	26.9	-	31.2	-	-	37.9	26.4	28.1	33.8	30.2
Not that interested	30.6	36.4	28.6	37.0	23.1	31.4	26.9	-	30.6	-	-	36.4	26.4	28.1	32.5	30.2
More a one-of occasion for me	0.6	-	-	-	-	2.9	-	-	0.6	-	-	1.5	-	-	1.3	-
Lost Interest (NET)	10.2	4.5	19.0	7.4	15.4	5.7	11.5	-	10.2	-	-	7.6	12.1	9.4	7.8	14.0
Prefer casinos	3.2	-	14.3e	-	3.8	-	3.8	-	3.2	-	-	1.5	4.4	3.1	-	9.3n
Introduction of slot machines	1.3	-	-	-	3.8	2.9	-	-	1.3	-	-	-	2.2	-	2.6	-
Lost too much in the past	1.3	-	-	-	3.8	-	3.8	-	1.3	-	-	1.5	1.1	3.1	-	2.3

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON(S) HAVE NOT GONE TO A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - FIRST MENTION

	TOTAL	CITY CENTRE				CUSTOMER PROFILE						GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	157 %	22 %	21 %	27 %	26 %	35 %	26 %	-** %	157 %	-** %	-** %	66 %	91 %	32 %	77 %	43 %
Dining facilities	1.3	-	-	-	3.8	-	3.8	-	1.3	-	-	1.5	1.1	-	2.6	-
Prefer OTC/teletheatres	1.3	-	-	7.4	-	-	-	-	1.3	-	-	1.5	1.1	3.1	1.3	-
Caliber of drivers	0.6	4.5	-	-	-	-	-	-	0.6	-	-	-	1.1	-	1.3	-
Prefer other horse racing type	0.6	-	-	-	-	2.9	-	-	0.6	-	-	1.5	-	-	-	-
Too long in-between races	0.6	-	4.8	-	-	-	-	-	0.6	-	-	-	1.1	-	-	2.3
Misc. mentions	1.3	4.5	-	-	-	2.9	-	-	1.3	-	-	-	2.2	3.1	1.3	-
None/no other/no particular reason	1.9	-	-	-	-	8.6	-	-	1.9	-	-	3.0	1.1	3.1	1.3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON(S) HAVE NOT GONE TO A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - TOTAL MENTIONS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	157 %	22 %	21 %	27 %	26 %	35 %	26 %	-** %	157 %	-** %	-** %	66 %	91 %	32 %	77 %	43 %
Lifestyle Reasons (NET)	63.7	54.5	61.9	85.2ae	69.2	48.6	65.4	-	63.7	-	-	57.6	68.1	62.5	64.9	65.1
Changed jobs (no time)	18.5	27.3f	23.8f	44.4def	7.7	8.6	3.8	-	18.5	-	-	18.2	18.7	15.6	27.3o	4.7
Had a child	12.1	4.5	-	25.9b	15.4	14.3	7.7	-	12.1	-	-	7.6	15.4	21.9o	13.0	4.7
Too busy/no time	11.5	9.1	4.8	18.5	15.4	11.4	7.7	-	11.5	-	-	10.6	12.1	9.4	11.7	11.6
Sick/not well	9.6	4.5	23.8c	-	19.2c	5.7	7.7	-	9.6	-	-	9.1	9.9	-	7.8	20.9mn
No one to go with/don't want to go alone	5.7	9.1	4.8	7.4	11.5e	-	3.8	-	5.7	-	-	3.0	7.7	3.1	6.5	7.0
Changed residences (no longer close)	5.7	9.1	-	7.4	3.8	-	15.4e	-	5.7	-	-	4.5	6.6	9.4	6.5	2.3
Knew someone/no longer with that track	5.1	-	-	3.7	15.4e	-	11.5e	-	5.1	-	-	4.5	5.5	6.3	3.9	7.0
Unemployed/lost job	4.5	-	14.3	-	7.7	2.9	3.8	-	4.5	-	-	3.0	5.5	3.1	3.9	7.0
Not enough/less money/ too expensive	3.2	4.5	-	3.7	-	5.7	3.8	-	3.2	-	-	1.5	4.4	3.1	1.3	7.0
No access to a car/ transportation	2.5	4.5	-	3.7	-	-	7.7	-	2.5	-	-	4.5	1.1	3.1	1.3	4.7
Got married	2.5	-	-	7.4	-	5.7	-	-	2.5	-	-	-	4.4	6.3	2.6	-
Never That "Involved" (NET)	51.0	40.9	76.2ae f	70.4ae f	65.4ef	34.3	26.9	-	51.0	-	-	54.5	48.4	43.8	54.5	51.2
Not that interested	50.3	40.9	76.2ae f	70.4ae f	65.4ef	31.4	26.9	-	50.3	-	-	53.0	48.4	43.8	53.2	51.2
More a one-of occasion for me	0.6	-	-	-	-	2.9	-	-	0.6	-	-	1.5	-	-	1.3	-
Lost Interest (NET)	19.7	22.7	28.6e	14.8	38.5e	5.7	15.4	-	19.7	-	-	21.2	18.7	15.6	19.5	23.3
Prefer casinos	6.4	4.5	23.8cef	3.7	7.7	-	3.8	-	6.4	-	-	6.1	6.6	6.3	2.6	14.0n
Lost too much in the past	5.7	9.1	-	3.7	15.4e	-	7.7	-	5.7	-	-	7.6	4.4	9.4	5.2	4.7

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON(S) HAVE NOT GONE TO A LIVE ONTARIO HARNESS RACE IN THE PAST YEAR - TOTAL MENTIONS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	157 %	22 %	21 %	27 %	26 %	35 %	26 %	-** %	157 %	-** %	-** %	66 %	91 %	32 %	77 %	43 %
Insufficient purses	4.5	4.5	-	-	19.2bce	-	3.8	-	4.5	-	-	6.1	3.3	3.1	6.5	2.3
Dining facilities	3.2	4.5	-	-	7.7	-	7.7	-	3.2	-	-	1.5	4.4	-	5.2	2.3
Introduction of slot machines	3.2	-	-	-	11.5	2.9	3.8	-	3.2	-	-	3.0	3.3	3.1	3.9	2.3
Reputation of track is poor	2.5	4.5	-	-	11.5e	-	-	-	2.5	-	-	3.0	2.2	-	1.3	7.0
Prefer OTC/teletheatres	1.3	-	-	7.4	-	-	-	-	1.3	-	-	1.5	1.1	3.1	1.3	-
Prefer other horse racing type	1.3	-	-	-	3.8	2.9	-	-	1.3	-	-	3.0	-	-	1.3	-
Caliber of drivers	1.3	4.5	-	-	3.8	-	-	-	1.3	-	-	1.5	1.1	-	2.6	-
Too long in-between races	1.3	-	4.8	-	-	-	3.8	-	1.3	-	-	-	2.2	3.1	-	2.3
Prefer on-line betting	0.6	4.5	-	-	-	-	-	-	0.6	-	-	1.5	-	3.1	-	-
Spectator grand stand	0.6	4.5	-	-	-	-	-	-	0.6	-	-	-	1.1	-	1.3	-
Caliber of horses	0.6	-	-	-	3.8	-	-	-	0.6	-	-	1.5	-	-	-	2.3
Misc. mentions	5.1	4.5	4.8	-	15.4cf	5.7	-	-	5.1	-	-	-	8.8k	3.1	6.5	4.7
None/no particular reason	1.9	-	-	-	-	8.6	-	-	1.9	-	-	3.0	1.1	3.1	1.3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.9B REASON(S) FOR LIKELIHOOD OF ATTENDING A LIVE HARNESS RACE IN THE NEXT 6 MONTHS - LIKELY

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	78 %	11** %	2** %	15 %	21 %	17 %	12** %	-** %	78 %	-** %	-** %	32 %	46 %	13** %	43 %	20 %
Positive (NET)	98.7	100.0	100.0	100.0	95.2	100.0	100.0	-	98.7	-	-	100.0	97.8	100.0	97.7	100.0
Friends like to go/ family members like to go	35.9	36.4	100.0	46.7	23.8	23.5	50.0	-	35.9	-	-	40.6	32.6	46.2	34.9	30.0
I enjoy horses/enjoy horse races	25.6	27.3	-	20.0	38.1	17.6	25.0	-	25.6	-	-	21.9	28.3	23.1	25.6	30.0
Have not been in a while so I'd like to go again	25.6	18.2	50.0	26.7	28.6	11.8	41.7	-	25.6	-	-	18.8	30.4	-	32.6	25.0
It's a good fun/outdoor scene/activity/good weather activity	14.1	18.2	-	20.0	9.5	11.8	16.7	-	14.1	-	-	12.5	15.2	23.1	11.6	15.0
Enjoy dining out/good meals/nice dining experience	7.7	27.3	50.0	6.7	-	5.9	-	-	7.7	-	-	12.5	4.3	-	14.0	-
I am hoping to be well enough again to go soon	7.7	-	50.0	-	14.3	5.9	8.3	-	7.7	-	-	6.3	8.7	-	7.0	15.0
It is something different/different kind of entertainment	5.1	-	-	13.3	-	5.9	8.3	-	5.1	-	-	-	8.7	7.7	2.3	10.0
Multiple activities/ variety/3 in 1 entertainment	5.1	27.3	-	6.7	-	-	-	-	5.1	-	-	9.4	2.2	7.7	7.0	-
Already have group plan to go in a couple of months	3.8	-	-	-	4.8	11.8	-	-	3.8	-	-	3.1	4.3	-	2.3	10.0
Meal deals/have coupons for meals	3.8	9.1	-	6.7	-	5.9	-	-	3.8	-	-	6.3	2.2	-	7.0	-
Good place to take business clients/go with company/workers	2.6	-	-	6.7	-	5.9	-	-	2.6	-	-	6.3	-	-	4.7	-
Close to home/ accessible	2.6	18.2	-	-	-	-	-	-	2.6	-	-	3.1	2.2	-	4.7	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.9B REASON(S) FOR LIKELIHOOD OF ATTENDING A LIVE HARNESS RACE IN THE NEXT 6 MONTHS - LIKELY

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	78 %	11** %	2** %	15 %	21 %	17 %	12** %	-** %	78 %	-** %	-** %	32 %	46 %	13** %	43 %	20 %
Misc. positive/likely	10.3	-	-	-	19.0	23.5	-	-	10.3	-	-	12.5	8.7	7.7	7.0	20.0
Negative (NET)	5.1	-	-	6.7	9.5	5.9	-	-	5.1	-	-	-	8.7	-	9.3	-
No time/too busy	3.8	-	-	6.7	4.8	5.9	-	-	3.8	-	-	-	6.5	-	7.0	-
No money for gambling/ not enough money/no job	1.3	-	-	-	4.8	-	-	-	1.3	-	-	-	2.2	-	2.3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.9B REASON(S) FOR LIKELIHOOD OF ATTENDING A LIVE HARNESS RACE IN THE NEXT 6 MONTHS - NOT LIKELY

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	78 %	10** %	19 %	12** %	5** %	18 %	14** %	-** %	78 %	-** %	-** %	33 %	45 %	19 %	34 %	22 %
Negative (NET)	96.2	90.0	100.0	100.0	100.0	94.4	92.9	-	96.2	-	-	97.0	95.6	89.5	97.1	100.0
No time/too busy	23.1	20.0	-	41.7	60.0	27.8b	21.4	-	23.1	-	-	27.3	20.0	36.8	23.5	13.6
Just not that interested/don't think about it	23.1	50.0	26.3	8.3	20.0	16.7	21.4	-	23.1	-	-	27.3	20.0	10.5	32.4	18.2
I/we no much of a gambler/don't gamble much	16.7	-	42.1e	16.7	-	11.1	7.1	-	16.7	-	-	12.1	20.0	10.5	8.8	27.3
No money for gambling/not enough money/no job	14.1	10.0	15.8	25.0	20.0	11.1	7.1	-	14.1	-	-	15.2	13.3	10.5	20.6	9.1
I have no one to go with/I'd only go if I had someone to go with	6.4	-	5.3	16.7	-	5.6	7.1	-	6.4	-	-	9.1	4.4	5.3	-	18.2n
Won't be around/going to cottage/out of country for holidays	6.4	20.0	-	-	-	11.1	7.1	-	6.4	-	-	3.0	8.9	5.3	11.8	-
Not a place to take children/not family oriented	5.1	-	-	8.3	20.0	11.1	-	-	5.1	-	-	6.1	4.4	5.3	5.9	4.5
Disappointed with dining facilities/poor food/too expensive	3.8	-	10.5	-	-	5.6	-	-	3.8	-	-	3.0	4.4	-	2.9	9.1
Too far/difficult access	3.8	-	5.3	-	-	-	14.3	-	3.8	-	-	9.11	-	5.3	-	9.1
I'm too ill/will probably still be too ill	2.6	-	5.3	8.3	-	-	-	-	2.6	-	-	3.0	2.2	5.3	-	4.5
Misc. negative/unlikely	7.7	-	-	8.3	40.0	5.6	14.3	-	7.7	-	-	6.1	8.9	15.8	5.9	4.5
Positive (NET)	1.3	10.0	-	-	-	-	-	-	1.3	-	-	-	2.2	-	2.9	-
Friends like to go/family members like to go	1.3	10.0	-	-	-	-	-	-	1.3	-	-	-	2.2	-	2.9	-
No answer/no particular reason	2.6	-	-	-	-	5.6	7.1	-	2.6	-	-	3.0	2.2	10.5	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1A AWARENESS OF ONTARIO HARNESS RACING TRACKS

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	**	**	**	163 %	74 %	89 %	56 %	62 %	42 %
Clinton Raceway	0.6	-	-	-	3.7	-	-	-	-	-	0.6	1.4	-	-	1.6	-
Dresden Raceway	5.5	-	-	-	3.7	-	32.0abcde	-	-	-	5.5	2.7	7.9	3.6	6.5	7.1
Flamboro Downs	18.4	3.1	4.2	75.0ab def	33.3abe f	3.2	-	-	-	-	18.4	25.71	12.4	17.9	14.5	23.8
Georgian Downs	17.8	-	100.0acd ef	4.2	3.7	9.7	-	-	-	-	17.8	12.2	22.5	10.7	21.0	23.8
Grand River Raceway	1.8	-	-	4.2	7.4	-	-	-	-	-	1.8	2.7	1.1	3.6	1.6	-
Hanover Raceway	1.8	-	4.2	-	3.7	3.2	-	-	-	-	1.8	1.4	2.2	-	1.6	4.8
Hiawatha Horse Park	4.3	-	-	-	7.4	-	20.0abce	-	-	-	4.3	4.1	4.5	3.6	3.2	7.1
Kawartha Downs	1.8	-	4.2	4.2	-	-	4.0	-	-	-	1.8	4.1	-	-	1.6	4.8
Mohawk Racetrack	22.1	3.1	16.7	54.2ab f	29.6af	29.0af	4.0	-	-	-	22.1	27.0	18.0	12.5	21.0	35.7m
Rideau Carleton Raceway	19.0	93.8bcdef	-	-	-	3.2	-	-	-	-	19.0	23.0	15.7	10.7	30.6mo	11.9
Sudbury Downs	1.2	6.3	-	-	-	-	-	-	-	-	1.2	1.4	1.1	1.8	1.6	-
Western Fair Raceway	15.3	-	-	-	74.1abc ef	3.2	16.0abc	-	-	-	15.3	14.9	15.7	16.1	14.5	16.7
Windsor Raceway	14.1	3.1	-	-	7.4	3.2	76.0abcde	-	-	-	14.1	12.2	15.7	17.9	11.3	14.3
Woodbine Racetrack	46.6	43.8df	58.3df	70.8df	11.1	83.9abd f	8.0	-	-	-	46.6	48.6	44.9	44.6	45.2	50.0
Woodstock Raceway	4.9	-	-	-	22.2abce	-	8.0	-	-	-	4.9	5.4	4.5	5.4	4.8	4.8
None/don't know	3.7	3.1	-	-	3.7	12.9	-	-	-	-	3.7	2.7	4.5	7.1	1.6	2.4

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.1B HARNESS RACING TRACKS EVER BEEN TO

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
Dresden Raceway	3.7	-	-	-	-	-	24.0abcde	-	-	-	3.7	2.7	4.5	3.6	6.5	-
Flamboro Downs	8.0	-	-	33.3ab ef	18.5abef	-	-	-	-	-	8.0	12.2	4.5	7.1	6.5	11.9
Georgian Downs	6.7	-	41.7acd ef	4.2	-	-	-	-	-	-	6.7	2.7	10.1	-	8.1m	14.3m
Grand River Raceway	1.2	-	-	-	7.4	-	-	-	-	-	1.2	1.4	1.1	1.8	1.6	-
Hanover Raceway	0.6	-	-	-	-	3.2	-	-	-	-	0.6	1.4	-	-	1.6	-
Hiawatha Horse Park	2.5	-	-	-	-	-	16.0abcde	-	-	-	2.5	1.4	3.4	1.8	-	7.1n
Kawartha Downs	0.6	-	-	-	-	-	4.0	-	-	-	0.6	1.4	-	-	-	2.4
Mohawk Racetrack	6.1	-	-	12.5a	7.4	16.1abf	-	-	-	-	6.1	8.1	4.5	3.6	4.8	11.9
Rideau Carleton Raceway	11.7	59.4bcdef	-	-	-	-	-	-	-	-	11.7	13.5	10.1	5.4	16.1	11.9
Western Fair Raceway	11.0	-	-	-	48.1abc ef	3.2	16.0abc	-	-	-	11.0	10.8	11.2	10.7	8.1	16.7
Windsor Raceway	11.7	3.1	-	-	7.4	-	64.0abcde	-	-	-	11.7	10.8	12.4	14.3	11.3	9.5
Woodbine Racetrack	19.0	15.6df	16.7df	16.7df	-	58.1abcdf	-	-	-	-	19.0	17.6	20.2	16.1	19.4	21.4
Woodstock Raceway	2.5	-	-	-	11.1	-	4.0	-	-	-	2.5	2.7	2.2	3.6	1.6	2.4
None/don't know	28.8	28.1	45.8ef	50.0ef	25.9	19.4	8.0	-	-	-	28.8	28.4	29.2	41.1o	30.6o	9.5
Not aware of any	3.7	3.1	-	-	3.7	12.9	-	-	-	-	3.7	2.7	4.5	7.1	1.6	2.4

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON(S) HAVE NOT BEEN TO AN ONTARIO HARNESS RACE IN THE PAST 5 YEARS - FIRST MENTION

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
Not that interested in races	47.9	46.9	45.8	62.5	55.6	38.7	40.0	-	-	-	47.9	47.3	48.3	39.3	48.4	59.5
Insufficient knowledge of races	13.5	15.6	16.7	16.7	14.8	9.7	8.0	-	-	-	13.5	14.9	12.4	16.1	14.5	9.5
Too busy/no time/longer work hours	8.6	15.6	4.2	4.2	3.7	9.7	12.0	-	-	-	8.6	9.5	7.9	3.6	14.5mo	2.4
Prefer slot machines	5.5	3.1	8.3	-	14.8	3.2	4.0	-	-	-	5.5	1.4	9.0k	7.1	1.6	9.5
Lost too much in the past	2.5	-	-	-	-	6.5	8.0	-	-	-	2.5	2.7	2.2	3.6	1.6	2.4
Too busy raising my family/young children	2.5	3.1	-	4.2	-	3.2	4.0	-	-	-	2.5	1.4	3.4	3.6	1.6	2.4
No one to go with/only go if husband goes	2.5	3.1	4.2	-	-	6.5	-	-	-	-	2.5	1.4	3.4	-	3.2	4.8
Live too far away	2.5	-	8.3	-	3.7	-	4.0	-	-	-	2.5	4.1	1.1	1.8	4.8	-
Just never even though of it/never entered my head	2.5	-	-	-	-	12.9a	-	-	-	-	2.5	4.1	1.1	3.6	3.2	-
Only recently of legal gambling age	2.5	-	12.5ae	4.2	-	-	-	-	-	-	2.5	1.4	3.4	7.1n	-	-
Too long in-between races	1.8	-	-	4.2	-	-	8.0	-	-	-	1.8	1.4	2.2	1.8	1.6	2.4
Don't have enough money/can't afford to gamble	1.8	6.3	-	-	3.7	-	-	-	-	-	1.8	4.1	-	3.6	1.6	-
Don't gamble/not much of a gambler	1.8	3.1	-	-	-	-	8.0	-	-	-	1.8	4.1	-	1.8	3.2	-
I have been ill/had a stroke/disabled/ill parent	1.2	-	-	-	3.7	-	4.0	-	-	-	1.2	-	2.2	-	-	4.8
Prefer thoroughbred races	0.6	-	-	-	-	3.2	-	-	-	-	0.6	-	1.1	1.8	-	-
Prefer on-line betting on races	0.6	-	-	4.2	-	-	-	-	-	-	0.6	1.4	-	-	-	2.4
Insufficient purses	0.6	-	-	-	-	3.2	-	-	-	-	0.6	-	1.1	1.8	-	-
Misc. mentions	0.6	3.1	-	-	-	-	-	-	-	-	0.6	-	1.1	1.8	-	-
Don't know	0.6	-	-	-	-	3.2	-	-	-	-	0.6	1.4	-	1.8	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.2 REASON(S) HAVE NOT BEEN TO AN ONTARIO HARNESS RACE IN THE PAST 5 YEARS - TOTAL MENTIONS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
Not that interested in races	55.8	46.9	50.0	79.2ab ef	81.5ab ef	38.7	44.0	-	-	-	55.8	58.1	53.9	46.4	58.1	66.7
Insufficient knowledge of races	33.1	15.6	45.8ae f	66.7ae f	59.3ae f	9.7	12.0	-	-	-	33.1	33.8	32.6	39.3	25.8	38.1
Too busy/no time/longer work hours	14.7	28.1d	12.5	12.5	7.4	12.9	12.0	-	-	-	14.7	18.9	11.2	14.3	17.7	7.1
Prefer slot machines	10.4	6.3	33.3acef	-	14.8	3.2	8.0	-	-	-	10.4	2.7	16.9k	7.1	8.1	19.0
Lost too much in the past	3.7	-	-	-	7.4	6.5	8.0	-	-	-	3.7	4.1	3.4	5.4	1.6	4.8
Too busy raising my family/young children	3.7	3.1	-	8.3	-	6.5	4.0	-	-	-	3.7	2.7	4.5	3.6	4.8	2.4
Live too far away	3.1	3.1	8.3	-	3.7	-	4.0	-	-	-	3.1	5.4	1.1	3.6	4.8	-
No one to go with/only go if husband goes	2.5	3.1	4.2	-	-	6.5	-	-	-	-	2.5	1.4	3.4	-	3.2	4.8
Too long in-between races	2.5	-	-	4.2	3.7	-	8.0	-	-	-	2.5	1.4	3.4	1.8	1.6	4.8
Just never even though of it/never entered my head	2.5	-	-	-	-	12.9a	-	-	-	-	2.5	4.1	1.1	3.6	3.2	-
I have been ill/had a stroke/disabled/ill parent	2.5	3.1	4.2	-	3.7	-	4.0	-	-	-	2.5	1.4	3.4	1.8	-	7.1n
Only recently of legal gambling age	2.5	-	12.5ae	4.2	-	-	-	-	-	-	2.5	1.4	3.4	7.1n	-	-
Don't gamble/not much of a gambler	2.5	3.1	-	-	3.7	-	8.0	-	-	-	2.5	4.1	1.1	1.8	3.2	2.4
Insufficient purses	1.8	-	-	-	7.4	3.2	-	-	-	-	1.8	1.4	2.2	3.6	1.6	-
Don't have enough money/can't afford to gamble	1.8	6.3	-	-	3.7	-	-	-	-	-	1.8	4.1	-	3.6	1.6	-
Prefer on-line betting on races	1.2	-	-	8.3	-	-	-	-	-	-	1.2	2.7	-	-	-	4.8
Prefer thoroughbred races	0.6	-	-	-	-	3.2	-	-	-	-	0.6	-	1.1	1.8	-	-
Prefer OTC/teletheatres	0.6	-	-	-	3.7	-	-	-	-	-	0.6	-	1.1	-	-	2.4
Misc. mentions	1.8	3.1	-	4.2	-	3.2	-	-	-	-	1.8	2.7	1.1	5.4	-	-
Don't know	0.6	-	-	-	-	3.2	-	-	-	-	0.6	1.4	-	1.8	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4A IDEAS WOULD PROMPT TO GO TO A LIVE ONTARIO HARNESS RACING TRACK IN THE NEXT 6 MONTHS - FIRST MENTION

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
A great dining experience, while you watch the races	27.6	21.9	29.2	25.0	40.7	32.3	16.0	-	-	-	27.6	27.0	28.1	23.2	30.6	31.0
A fun way to entertain visiting guests	6.1	6.3	12.5	4.2	3.7	3.2	8.0	-	-	-	6.1	2.7	9.0	1.8	4.8	11.9m
A date with the slots	2.5	3.1	8.3	-	-	-	4.0	-	-	-	2.5	2.7	2.2	1.8	1.6	4.8
A different way to socialize with friends/family	25.8	37.5	29.2	25.0	22.2	16.1	24.0	-	-	-	25.8	23.0	28.1	28.6	27.4	19.0
A different way to socialize with business acquaintances/clients/colleagues	2.5	3.1	-	4.2	-	6.5	-	-	-	-	2.5	2.7	2.2	1.8	3.2	-
An entertaining night out - you can dine, play the slots and bet on the races	28.8	28.1	20.8	29.2	25.9	35.5	32.0	-	-	-	28.8	31.1	27.0	35.7	29.0	21.4
A personal connection with someone in the horse racing industry	4.9	-	-	8.3	7.4	6.5	8.0	-	-	-	4.9	6.8	3.4	5.4	3.2	7.1
None	1.8	-	-	4.2	-	-	8.0	-	-	-	1.8	4.1	-	1.8	-	4.8

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4A IDEAS WOULD PROMPT TO GO TO A LIVE ONTARIO HARNESS RACING TRACK IN THE NEXT 6 MONTHS - TOTAL MENTIONS

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
A great dining experience, while you watch the races	36.8	31.3	41.7	33.3	66.7ac ef	32.3	16.0	-	-	-	36.8	36.5	37.1	32.1	38.7	42.9
A fun way to entertain visiting guests	16.6	15.6	29.2e	8.3	29.6e	6.5	12.0	-	-	-	16.6	10.8	21.3	14.3	11.3	26.2
A date with the slots	9.8	6.3	20.8e	4.2	18.5	3.2	8.0	-	-	-	9.8	13.5	6.7	8.9	4.8	19.0n
A different way to socialize with friends/family	50.9	50.0	70.8ef	75.0ef	55.6e	25.8	36.0	-	-	-	50.9	43.2	57.3	48.2	56.5	47.6
A different way to socialize with business acquaintances/clients/colleagues	10.4	3.1	-	16.7b	14.8	22.6ab	4.0	-	-	-	10.4	10.8	10.1	17.9o	6.5	2.4
An entertaining night out - you can dine, play the slots and bet on the races	50.9	59.4	33.3	62.5	63.0b	45.2	40.0	-	-	-	50.9	60.81	42.7	66.1no	45.2	42.9
A personal connection with someone in the horse racing industry	11.0	3.1	-	12.5	33.3abe f	9.7	8.0	-	-	-	11.0	10.8	11.2	14.3	8.1	11.9
None	1.8	-	-	4.2	-	-	8.0	-	-	-	1.8	4.1	-	1.8	-	4.8

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A GREAT DINING EXPERIENCE, WHILE YOU WATCH THE RACES

	TOTAL	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	45 %	7** %	7** %	6** %	11** %	10** %	4** %	-** %	-** %	-** %	45 %	20 %	25 %	13** %	19 %	13** %
Nice combination of dining while watching races for an outing	37.8	14.3	-	50.0	72.7	30.0	50.0	-	-	-	37.8	40.0	36.0	46.2	31.6	38.5
Good way to socialize with family/friends/spouse	26.7	14.3	14.3	33.3	54.5	20.0	-	-	-	-	26.7	20.0	32.0	15.4	31.6	30.8
Good food/great dining	22.2	57.1	14.3	-	18.2	30.0	-	-	-	-	22.2	25.0	20.0	15.4	26.3	23.1
I/we enjoy dining out/fine dining	20.0	28.6	28.6	33.3	27.3	-	-	-	-	-	20.0	25.0	16.0	7.7	26.3	23.1
Different/exotic kind of outing/entertainment	17.8	-	42.9	-	18.2	30.0	-	-	-	-	17.8	10.0	24.0	23.1	21.1	7.7
Multiple activities increase entertainment (dine, races, slot machines)	15.6	28.6	28.6	-	-	20.0	25.0	-	-	-	15.6	15.0	16.0	15.4	26.3	-
Good way to entertain business clients/guests	6.7	-	-	-	18.2	10.0	-	-	-	-	6.7	10.0	4.0	15.4	-	7.7
Good way to relax/get out and have fun/evening out	6.7	-	28.6	16.7	-	-	-	-	-	-	6.7	5.0	8.0	7.7	5.3	7.7
Enjoy combination of dining out and playing slots	4.4	-	-	33.3	-	-	-	-	-	-	4.4	5.0	4.0	-	5.3	7.7
New/rare experience for me/always looking for new things to do	4.4	-	-	-	-	10.0	25.0	-	-	-	4.4	-	8.0	7.7	-	7.7
I/we enjoy horse races/betting on the races	4.4	-	-	16.7	-	10.0	-	-	-	-	4.4	5.0	4.0	-	-	15.4
It's exciting/it's an exciting atmosphere/live	2.2	-	-	-	9.1	-	-	-	-	-	2.2	5.0	-	7.7	-	-
If you don't enjoy the races, you can enjoy the dining	2.2	-	-	-	-	10.0	-	-	-	-	2.2	-	4.0	7.7	-	-
Different kind of atmosphere/different scene/scenery	2.2	-	-	-	9.1	-	-	-	-	-	2.2	5.0	-	7.7	-	-
Don't know	2.2	-	14.3	-	-	-	-	-	-	-	2.2	5.0	-	-	5.3	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A FUN WAY TO ENTERTAIN VISITING GUESTS

	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE			
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	10* %	2** %	3** %	1** %	1** %	1** %	2** %	-** %	-** %	-** %	10** %	2** %	8** %	1** %	3** %	5** %
Good way to socialize with family/friends/spouse	60.0	50.0	33.3	100.0	100.0	-	100.0	-	-	-	60.0	50.0	62.5	100.0	100.0	40.0
Different/exotic kind of outing/entertainment	50.0	-	100.0	-	-	100.0	50.0	-	-	-	50.0	-	62.5	-	66.7	40.0
Different kind of atmosphere/different scene/scenery	20.0	100.0	-	-	-	-	-	-	-	-	20.0	50.0	12.5	-	33.3	20.0
New/rare experience for me/always looking for new things to do	10.0	-	-	-	-	-	50.0	-	-	-	10.0	-	12.5	-	-	20.0
Good way to relax/get out and have fun/evening out	10.0	-	-	100.0	-	-	-	-	-	-	10.0	50.0	-	100.0	-	-
Multiple activities increase entertainment (dine, races, slot machines)	10.0	50.0	-	-	-	-	-	-	-	-	10.0	50.0	-	-	-	20.0

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 * small base; ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A DATE WITH THE SLOTS

	CITY CENTRE					CUSTOMER PROFILE						GENDER		AGE		
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	4* %	1** %	2** %	-** %	-** %	-** %	1** %	-** %	-** %	-** %	4** %	2** %	2** %	1** %	1** %	2** %
Love slots	50.0	-	100.0	-	-	-	-	-	-	50.0	-	100.0	-	-	100.0	-
Good way to socialize with family/friends/ spouse	25.0	100.0	-	-	-	-	-	-	-	25.0	50.0	-	100.0	-	-	-
I enjoy both betting on races and playing slots	25.0	-	-	-	-	100.0	-	-	-	25.0	50.0	-	-	100.0	-	-
It's exciting/it's an exciting atmosphere/ live	25.0	100.0	-	-	-	-	-	-	-	25.0	50.0	-	100.0	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 * small base; ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A DIFFERENT WAY TO SOCIALIZE WITH FRIENDS/FAMILY

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	42 %	12** %	7** %	6** %	6** %	5** %	6** %	-** %	-** %	-** %	42 %	17 %	25 %	16 %	17 %	8** %
Good way to socialize with family/friends/spouse	64.3	50.0	57.1	66.7	83.3	80.0	66.7	-	-	-	64.3	64.7	64.0	56.3	70.6	75.0
Different/exotic kind of outing/entertainment	26.2	16.7	57.1	33.3	16.7	40.0	-	-	-	-	26.2	41.2	16.0	37.5	17.6	12.5
New/rare experience for me/always looking for new things to do	21.4	-	28.6	16.7	16.7	40.0	50.0	-	-	-	21.4	23.5	20.0	31.3	17.6	12.5
Multiple activities increase entertainment (dine, races, slot machines)	14.3	33.3	14.3	-	-	-	16.7	-	-	-	14.3	29.41	4.0	18.8	11.8	12.5
Good way to relax/get out and have fun/evening out	7.1	8.3	28.6	-	-	-	-	-	-	-	7.1	11.8	4.0	6.3	5.9	12.5
Nice combination of dining while watching races for an outing	7.1	8.3	-	-	33.3	-	-	-	-	-	7.1	5.9	8.0	6.3	5.9	12.5
I/we enjoy horse races/betting on the races	7.1	8.3	-	16.7	-	20.0	-	-	-	-	7.1	-	12.0	6.3	-	25.0
I enjoy both betting on races and playing slots	2.4	-	-	-	16.7	-	-	-	-	-	2.4	-	4.0	-	-	12.5
It's exciting/it's an exciting atmosphere/live	2.4	8.3	-	-	-	-	-	-	-	-	2.4	-	4.0	-	5.9	-
Good food/great dining	2.4	8.3	-	-	-	-	-	-	-	-	2.4	-	4.0	-	5.9	-
Different kind of atmosphere/different scene/scenery	2.4	8.3	-	-	-	-	-	-	-	-	2.4	-	4.0	6.3	-	-
I know/if I knew someone in harness racing	2.4	-	-	-	16.7	-	-	-	-	-	2.4	-	4.0	6.3	-	-
Good value for money/not too expensive	2.4	8.3	-	-	-	-	-	-	-	-	2.4	5.9	-	6.3	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A DIFFERENT WAY TO SOCIALIZE WITH BUSINESS ACQUAINTANCES/CLIENTS/COLLEAGUES

	CITY CENTRE					CUSTOMER PROFILE					GENDER		AGE			
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	4* %	1** %	-** %	1** %	-** %	2** %	-** %	-** %	-** %	-** %	4** %	2** %	2** %	1** %	2** %	-** %
Different kind of atmosphere/different scene/scenery	50.0	100.0	-	-	-	50.0	-	-	-	-	50.0	50.0	50.0	-	50.0	-
Good way to entertain business clients/guests	50.0	-	-	-	-	100.0	-	-	-	-	50.0	-	100.0	100.0	-	-
Different/exotic kind of outing/entertainment	25.0	100.0	-	-	-	-	-	-	-	-	25.0	50.0	-	-	50.0	-
I enjoy both betting on races and playing slots	25.0	-	-	100.0	-	-	-	-	-	-	25.0	50.0	-	-	50.0	-
Misc. mentions	25.0	-	-	100.0	-	-	-	-	-	-	25.0	50.0	-	-	50.0	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 * small base; ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: AN ENTERTAINING NIGHT OUT - YOU CAN DINE, PLAY THE SLOTS AND BET ON THE RACES

	TOTAL	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE		
		OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	47 %	9** %	5** %	7** %	7** %	11** %	8** %	-** %	-** %	-** %	47 %	23 %	24 %	20 %	18 %	9** %
Multiple activities increase entertainment (dine, races, slot machines)	38.3	33.3	-	42.9	28.6	63.6	37.5	-	-	-	38.3	26.1	50.0	40.0	33.3	44.4
Different/exotic kind of outing/entertainment	27.7	22.2	80.0	42.9	14.3	18.2	12.5	-	-	-	27.7	30.4	25.0	30.0	27.8	22.2
Good way to relax/get out and have fun/evening out	21.3	22.2	40.0	28.6	28.6	-	25.0	-	-	-	21.3	26.1	16.7	20.0	22.2	22.2
Good way to socialize with family/friends/ spouse	21.3	-	40.0	28.6	42.9	9.1	25.0	-	-	-	21.3	17.4	25.0	25.0	27.8	-
It's exciting/it's an exciting atmosphere/ live	12.8	-	-	14.3	57.1	9.1	-	-	-	-	12.8	13.0	12.5	20.0	5.6	11.1
Enjoy combination of dining out and playing slots	8.5	11.1	-	-	14.3	18.2	-	-	-	-	8.5	8.7	8.3	10.0	5.6	11.1
I/we enjoy horse races/ betting on the races	8.5	11.1	-	42.9	-	-	-	-	-	-	8.5	17.41	-	10.0	5.6	11.1
I/we enjoy dining out/ fine dining	6.4	11.1	-	-	-	-	25.0	-	-	-	6.4	8.7	4.2	5.0	5.6	11.1
I enjoy both betting on races and playing slots	6.4	11.1	-	-	14.3	9.1	-	-	-	-	6.4	8.7	4.2	10.0	-	11.1
Good food/great dining	4.3	11.1	-	14.3	-	-	-	-	-	-	4.3	8.7	-	-	11.1	-
New/rare experience for me/always looking for new things to do	4.3	-	-	-	-	9.1	12.5	-	-	-	4.3	-	8.3	-	11.1	-
Different kind of atmosphere/different scene/scenery	2.1	-	-	-	-	9.1	-	-	-	-	2.1	-	4.2	-	5.6	-
Nice combination of dining while watching races for an outing	2.1	-	-	-	-	-	12.5	-	-	-	2.1	4.3	-	5.0	-	-
Good value for money/not too expensive	2.1	11.1	-	-	-	-	-	-	-	-	2.1	4.3	-	-	5.6	-
Misc. mentions	6.4	11.1	-	14.3	-	-	12.5	-	-	-	6.4	8.7	4.2	5.0	5.6	11.1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing

Q.4B REASON(S) PICKED PROMPTED IDEA: A PERSONAL CONNECTION WITH SOMEONE IN THE HORSE RACING INDUSTRY

	CITY CENTRE							CUSTOMER PROFILE				GENDER		AGE		
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	8* %	-** %	-** %	2** %	2** %	2** %	2** %	-** %	-** %	-** %	8** %	5** %	3** %	3** %	2** %	3** %
I know/if I knew someone in harness racing	87.5	-	-	100.0	50.0	100.0	100.0	-	-	-	87.5	80.0	100.0	100.0	50.0	100.0
I/we enjoy horse races/ betting on the races	12.5	-	-	-	-	-	50.0	-	-	-	12.5	-	33.3	-	-	33.3
Good way to socialize with family/friends/ spouse	12.5	-	-	-	50.0	-	-	-	-	-	12.5	20.0	-	-	50.0	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 * small base; ** very small base (under 15) ineligible for sig testing

Q.6C NUMBER OF TIMES IN THE PAST 6 MONTHS AT - SUMMARY MEANS

	CITY CENTRE						CUSTOMER PROFILE				GENDER		AGE			
	TOTAL	OTTAWA (a)	BARRIE (b)	NIAGRA/ HAMLTN (c)	SW ONT. (d)	T.O. GTA (e)	WINDSR/ SARNIA (f)	CUR- RENT (g)	LAPSED (h)	CROSS OVER (i)	PROS- PECTIVE (j)	MALE (k)	FEMALE (l)	19-34 YEARS (m)	35-54 YEARS (n)	55+ YEARS (o)
TOTAL INTERVIEWS	163 %	32 %	24 %	24 %	27 %	31 %	25 %	-** %	-** %	-** %	163 %	74 %	89 %	56 %	62 %	42 %
Casinos	2.88	3.92	2.55	1.13	1.90	6.43	1.91	-	-	-	2.88	2.68	3.03	3.15	2.78	2.69
Std deviation	4.21	4.97	1.13	1.36	2.08	9.27	1.51	-	-	-	4.21	4.12	4.34	5.34	4.28	1.49
Std error	0.54	1.38	0.34	0.48	0.66	3.50	0.46	-	-	-	0.54	0.82	0.73	1.19	0.82	0.41
Clubs/bars	7.46	7.00	2.11	8.27	7.22	13.38	7.69	-	-	-	7.46	7.68	7.29	7.75	6.05	10.25
Std deviation	9.07	5.84	1.27	6.74	8.15	18.97	8.69	-	-	-	9.07	6.94	10.58	6.46	7.04	16.68
Std error	1.09	1.34	0.42	2.03	2.72	6.71	2.41	-	-	-	1.09	1.25	1.72	1.14	1.50	4.82
Dining out/restaurant	9.31	11.28b	3.95	7.83b	11.85b	13.42	7.35	-	-	-	9.31	10.05	8.72	10.86	8.92	8.29
Std deviation	9.66	7.24	2.09	6.00	10.85	20.02	7.31	-	-	-	9.66	8.14	10.75	9.20	7.57	12.89
Std error	0.85	1.34	0.47	1.25	2.09	5.78	1.77	-	-	-	0.85	1.08	1.28	1.51	1.04	2.18
Off track centres/ teletheaters	3.75	-	-	4.67	2.00	3.67	3.00	-	-	-	3.75	4.25	3.25	-	4.00	4.00
Std deviation	3.49	-	-	5.03	-	3.79	-	-	-	-	3.49	4.19	3.20	-	3.61	4.32
Std error	1.24	-	-	2.91	-	2.19	-	-	-	-	1.24	2.10	1.60	-	2.08	2.16
Other forms of horse racing	0.36	0.00	1.50	0.00	-	0.20	-	-	-	-	0.36	0.43	0.25	0.75	0.00	0.20
Std deviation	0.67	-	0.71	0.00	-	0.45	-	-	-	-	0.67	0.79	0.50	0.96	0.00	0.45
Std error	0.20	-	0.50	0.00	-	0.20	-	-	-	-	0.20	0.30	0.25	0.48	0.00	0.20
Other professional sports	2.70	2.45	1.14	3.00	3.92	1.15	3.92	-	-	-	2.70	2.43	3.11	2.55	3.46	1.93
Std deviation	3.46	2.02	1.57	2.60	3.12	1.28	6.46	-	-	-	3.46	1.98	4.99	2.11	5.22	1.53
Std error	0.42	0.61	0.59	0.70	0.90	0.36	1.86	-	-	-	0.42	0.31	0.96	0.39	1.06	0.40
Other amateur sports	3.66	3.33	1.60	3.11	4.00	11.33	2.00	-	-	-	3.66	4.09	2.92	4.45	3.33	1.50
Std deviation	4.67	1.75	1.14	3.86	3.87	12.06	1.22	-	-	-	4.67	5.42	3.09	5.61	3.46	1.05
Std error	0.79	0.71	0.51	1.29	1.46	6.96	0.55	-	-	-	0.79	1.15	0.86	1.26	1.15	0.43
Other	1.95	2.00	1.00	0.00	6.00	0.63	5.00	-	-	-	1.95	1.50	2.23	2.38	0.73	7.00
Std deviation	2.65	0.00	1.41	-	-	1.06	4.16	-	-	-	2.65	2.00	3.03	2.56	0.90	4.24
Std error	0.58	0.00	0.71	-	-	0.38	2.08	-	-	-	0.58	0.71	0.84	0.91	0.27	3.00

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l - m/n/o
 ** very small base (under 15) ineligible for sig testing