

Casino Survey Data Analysis

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Introduction

- Data obtained from City of Toronto
- Contains survey results on how the citizens of Toronto survey feel about having a new casino being built in the city, and their reasons for why they support or are against having a casino in Toronto
- Want to find biggest reasons for why people are in favour of or against the casino

Introduction

- The variable in SAS was the survey question: "Please indicate on the scale below how you feel about having a new casino in Toronto." The five answers the participants could choose were: Strongly in Favour, Somewhat in Favour, Neutral or Mixed Feelings, Somewhat Opposed, and Strongly Opposed.

Hypothesis

- The majority of survey participants who are strongly against or somewhat against a casino being built in Toronto are against it because of their concerns about gambling, and the majority of participants who are strongly in favour of or somewhat in favour of the casino believe in the casino's potential to generate a large amount of revenue.

Method

- The dataset had three variables which are named Q1_B1, Q2_B2, and Q3_B3, and contained the reasons on why the survey participant is in favour of or against a casino in Toronto.

Method

```
where (Q1_A = "Strongly Opposed" or Q1_A = "Somewhat Opposed") and  
(upcase(Q1_B1) like "%GAMBL%" or  
upcase(Q1_B2) like "%GAMBL%" or  
upcase(Q1_B3) like "%GAMBL%");
```

```
where ((Q1_A = "Strongly in Favour" or Q1_A = "Somewhat in Favour") and  
(upcase(Q1_B1) like "%REVENUE%" or  
upcase(Q1_B2) like "%REVENUE%" or  
upcase(Q1_B3) like "%REVENUE%")) or
```

```
((Q1_A = "Strongly in Favour" or Q1_A = "Somewhat in Favour") and  
(upcase(Q1_B1) like "%ECONOM%" or  
upcase(Q1_B2) like "%ECONOM%" or  
upcase(Q1_B3) like "%ECONOM%")) or
```

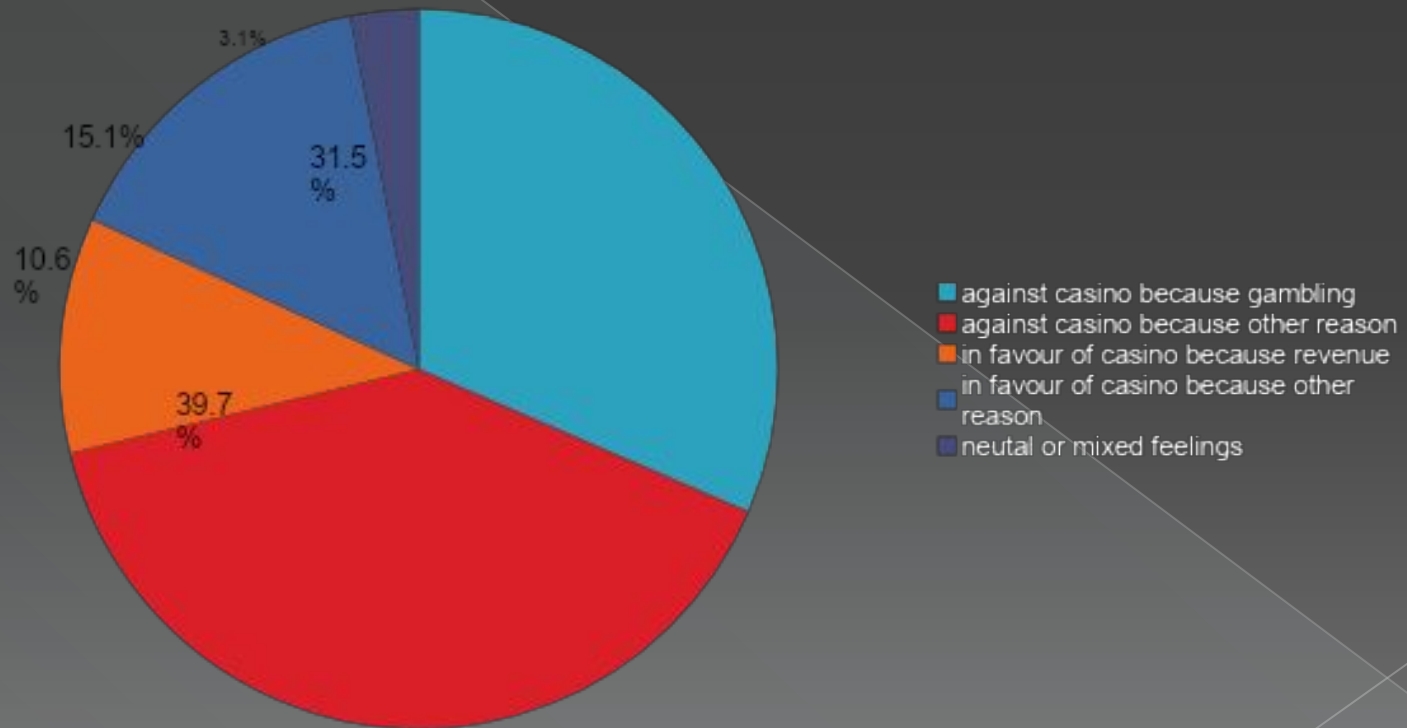
```
((Q1_A = "Strongly in Favour" or Q1_A = "Somewhat in Favour") and  
(upcase(Q1_B1) like "%FINANC%" or  
upcase(Q1_B2) like "%FINANC%" or  
upcase(Q1_B3) like "%FINANC%"));
```

Results

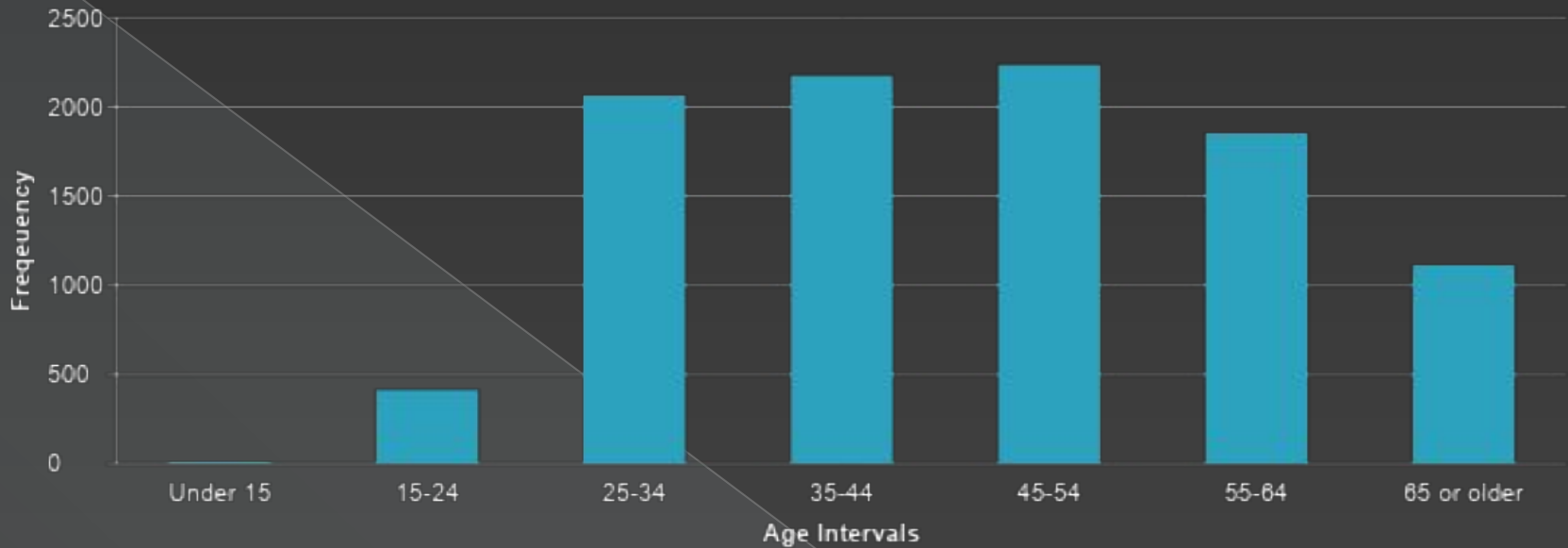
- 41.1% of people in favour of the casino support the idea because of the revenue it may bring to the city.
- 44.2 % of the people opposed to the casino are against it because of their concerns for gambling.
- 71.2 % of people surveyed are opposed to the casino

Results

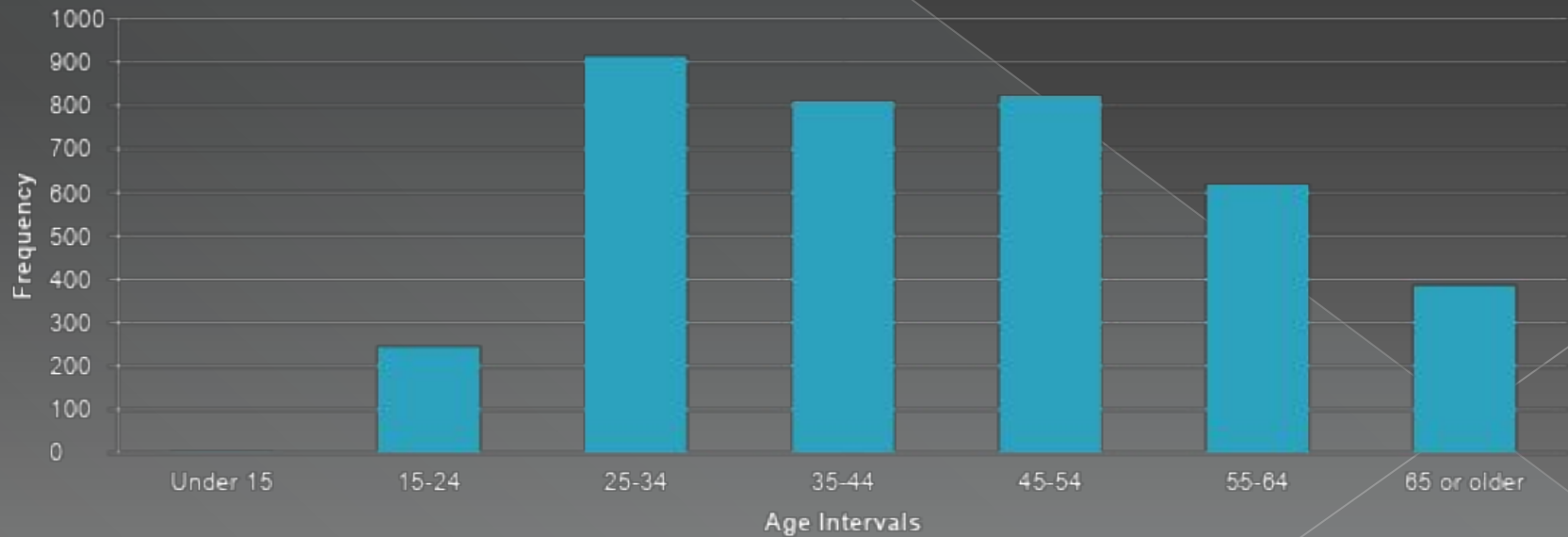
Percentages of People in Support or Against the Casino



Frequency of Age Groups Against the Casino



Frequency of Age Groups in Favour of the Casino



Conclusion

- Hypothesis was correct
- It is not recommended for Toronto to build a casino, since the majority of citizens do not want one in their city, meaning that business may not be very good and the amount of revenue may not be as large as people in favour of the casino would hope.