

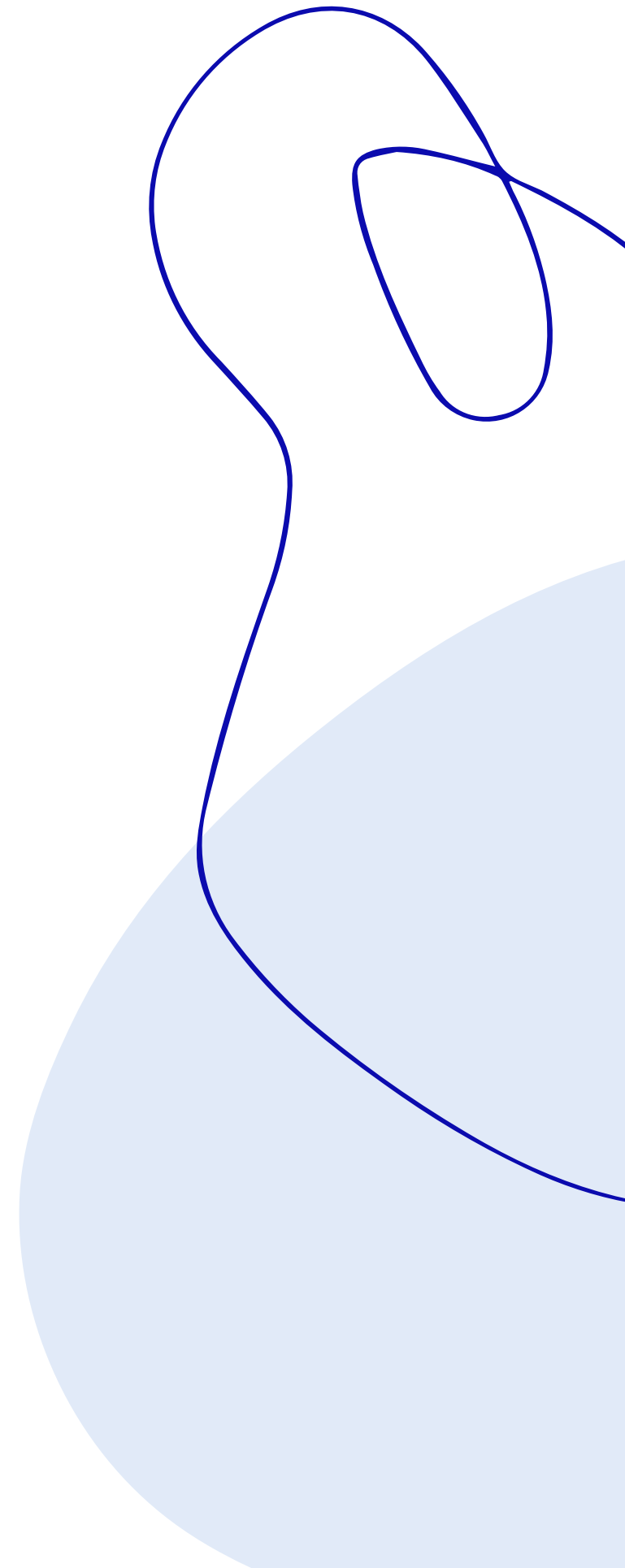
Title: Public Sentiment Analysis on the Proposed Toronto Casino

**Subtitle: Key Insights and
Recommendations for Managers**

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Class: ALY6010



Executive Summary

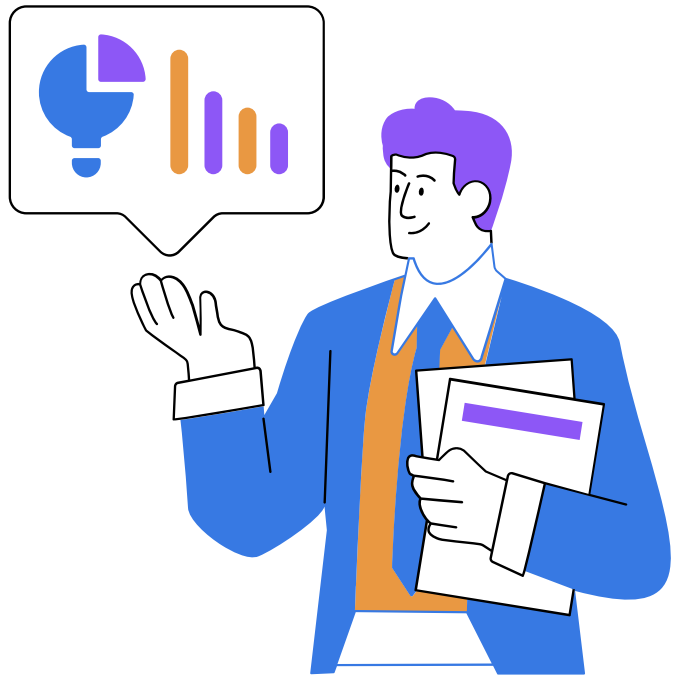
Key Points:

Public sentiment is overwhelmingly negative towards the casino project.

Strong preference for the City of Toronto as the location.

Revenue potential and alignment with Toronto's image are key concerns.

Business Implication: Public opposition poses a significant hurdle. Addressing concerns is vital to move forward.



Dataset Overview

Source: Toronto Casino Survey Results
(14,502 cleaned responses)

Key Variables:

Sentiment Analysis

Image Fit

Revenue Influence

Preferred Location

Gender

Goal: Understand public opinion to guide
decision-making.



Does Revenue Influence Predict Public Sentiment?

Hypotheses:

- H_0 : Revenue influence does not predict public sentiment.
- H_1 : Revenue influence predicts public sentiment.

Methodology:

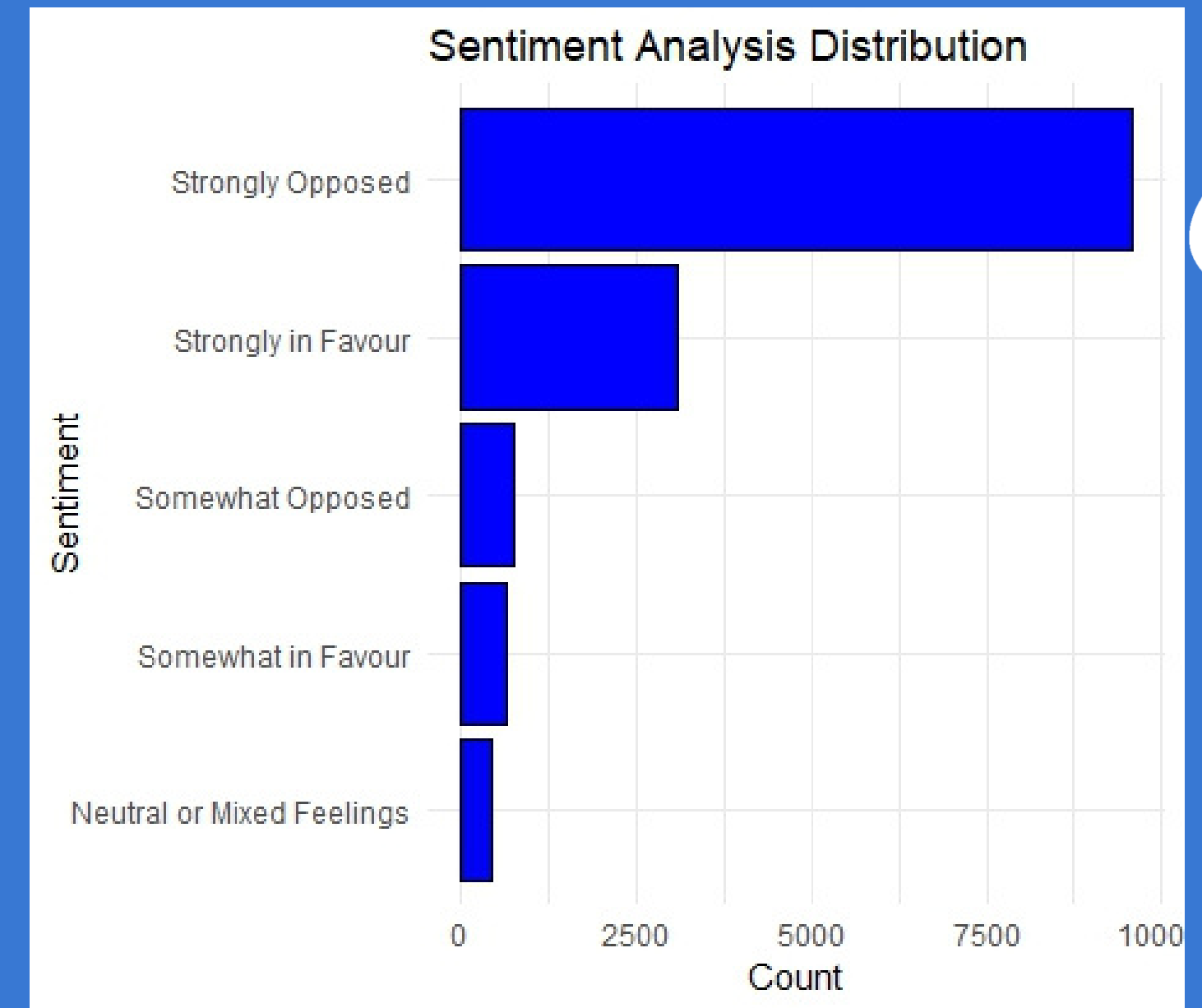
- Linear regression analysis: Revenue influence (IV) → Sentiment score (DV).

Results:

- Model: $\text{Sentiment} = \beta_0 + \beta_1 * \text{Revenue Influence}$.
- F-statistic: $1.427e+04$, p-value < 0.000000000000000000000022, $R^2 = 0.6837$.

Conclusion:

- Null hypothesis rejected ($p < 0.05$). Revenue influence significantly predicts sentiment.
- Implication: Revenue influence is positively correlated with improved public sentiment.



Key Insight

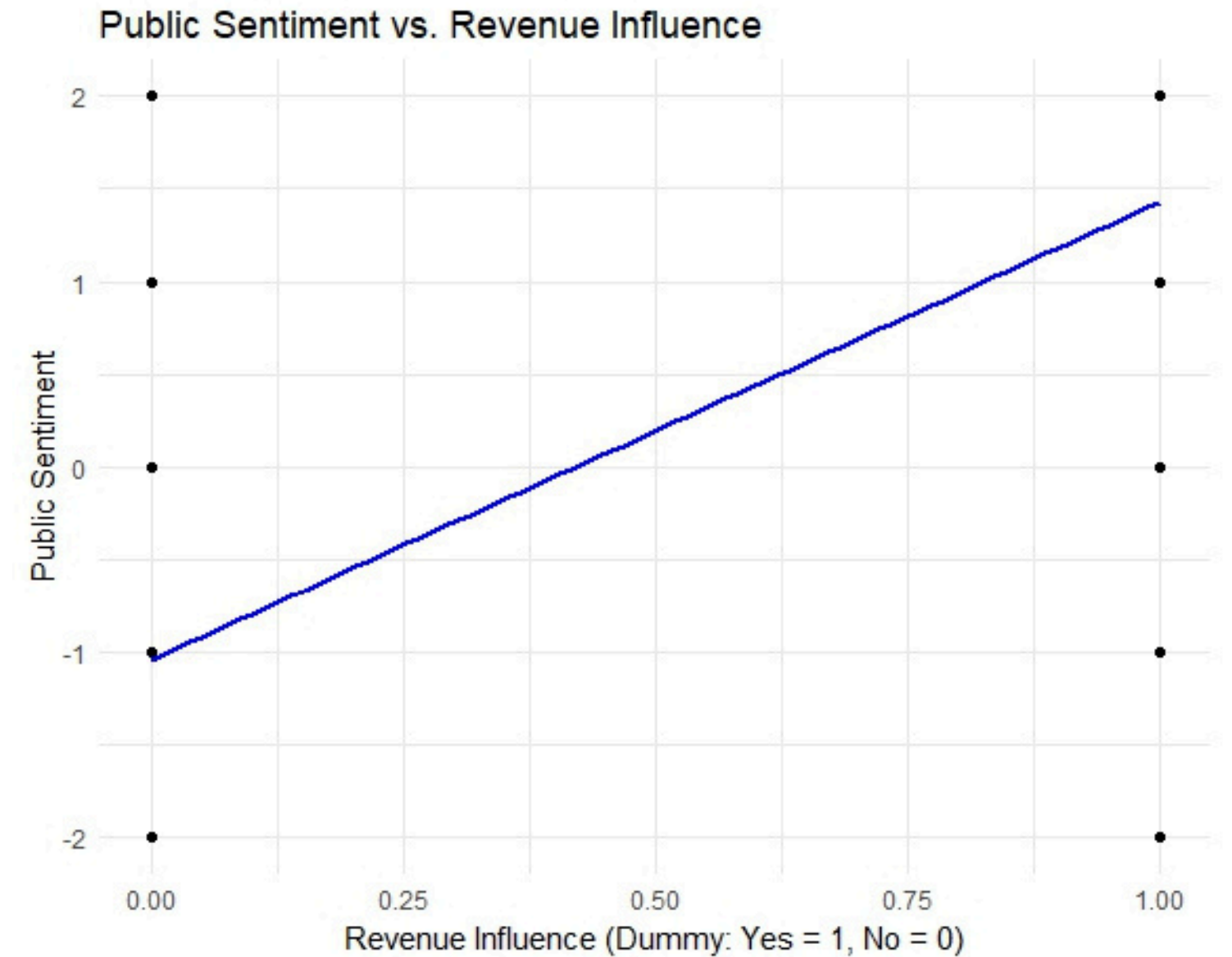
Finding:

- Sentiment scores significantly deviate from neutrality, showing strong public opposition.

Business Conclusion:

- Opposition signals potential resistance to the casino project.
- Policymakers should:
 - Address social impact concerns.
 - Foster community dialogue and transparent communication.

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Does Image Fit Predict Public Sentiment?

Hypotheses:

- H_0 : Image fit does not predict public sentiment.
- H_1 : Image fit predicts public sentiment.

Methodology:

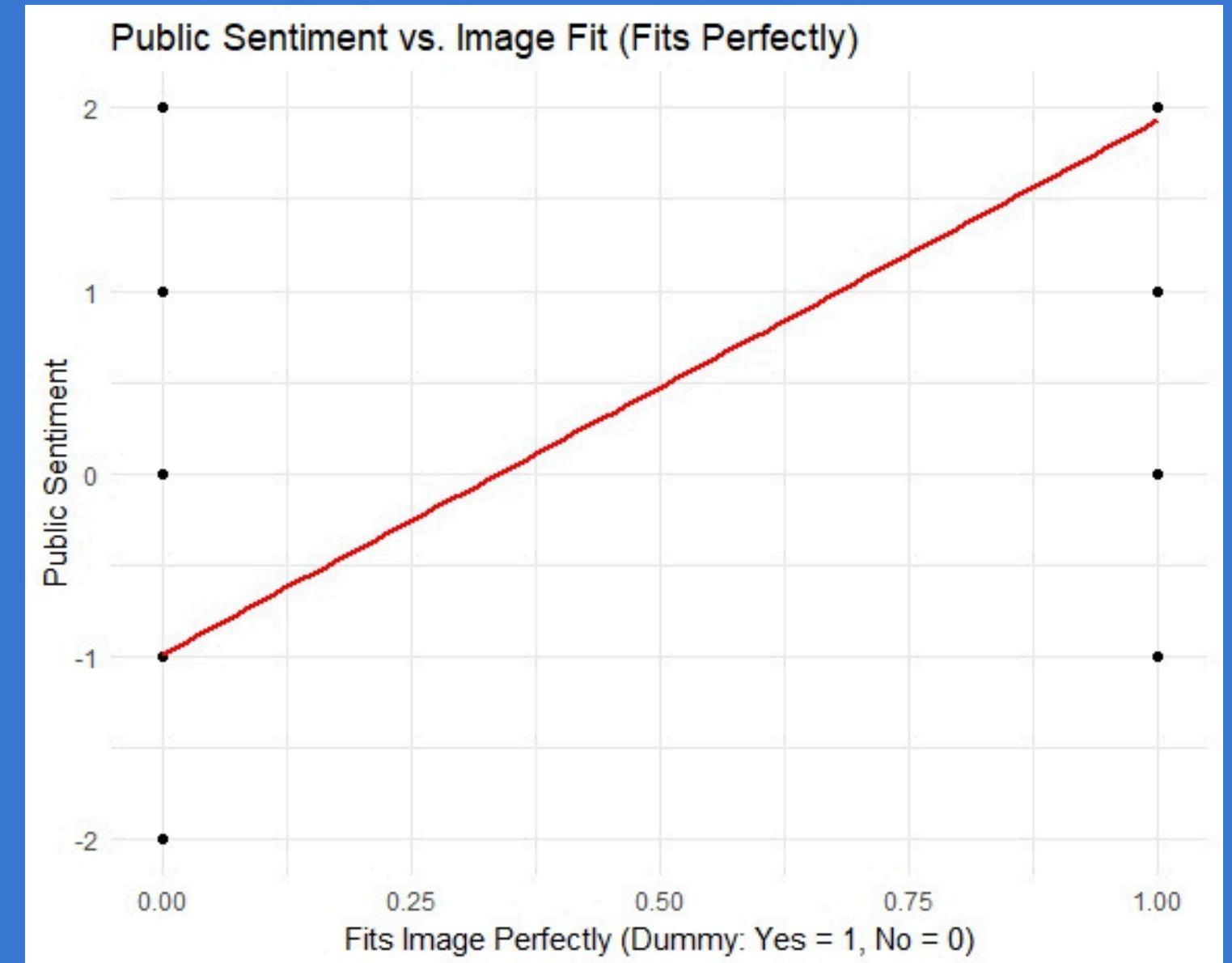
- Linear regression with dummy variables: Image fit levels (IV) \rightarrow Sentiment score (DV).

Results:

- Model: $\text{Sentiment} = \beta_0 + \beta_1 * \text{Fits Perfectly} + \beta_2 * \text{Fits Somewhat} + \beta_3 * \text{Neutral}$.
- F-statistic: $2.062e+04$, p-value < 0.00000000000000000022 , $R^2 = 0.9036$.

Conclusion:

- Null hypothesis rejected ($p < 0.05$). Image fit significantly predicts sentiment.
- Implication: Perception of image fit strongly influences public sentiment.



Key Insight

Finding:

- Public sentiment is overwhelmingly negative, with strong disapproval of the casino project.

Business Conclusion:

- Policymakers must address root causes of opposition, such as:
 - Gambling-related risks.
 - Lack of perceived benefits.
- Highlight economic and infrastructure advantages while mitigating concerns.



Does Sentiment Predict Preference for Toronto?

Hypotheses:

- H_0 : Sentiment does not predict preference for Toronto.
- H_1 : Sentiment predicts preference for Toronto.

Methodology:

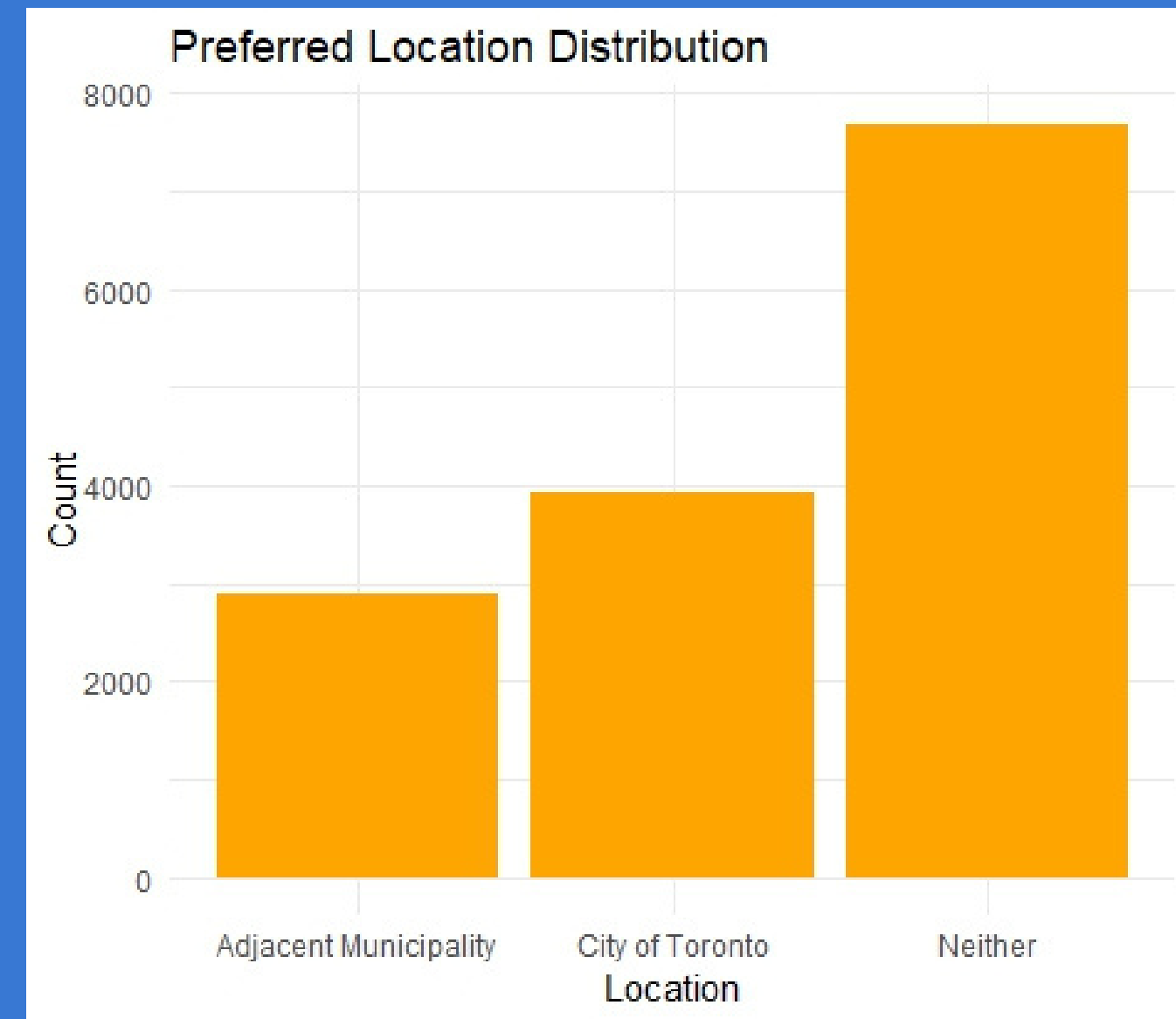
- Linear regression: Sentiment levels (IV) \rightarrow City preference (DV).

Results:

- Model: $\text{Sentiment} = \beta_0 + \beta_1 * \text{City of Toronto}$
- F-statistic: $1.427e+04$, p-value < 0.00000000000000000022 , $R^2 = 0.6837$.

Conclusion:

- Null hypothesis rejected ($p < 0.05$). Sentiment significantly predicts preference for Toronto.
- Implication: Sentiment is a key driver of preference for the casino's location.



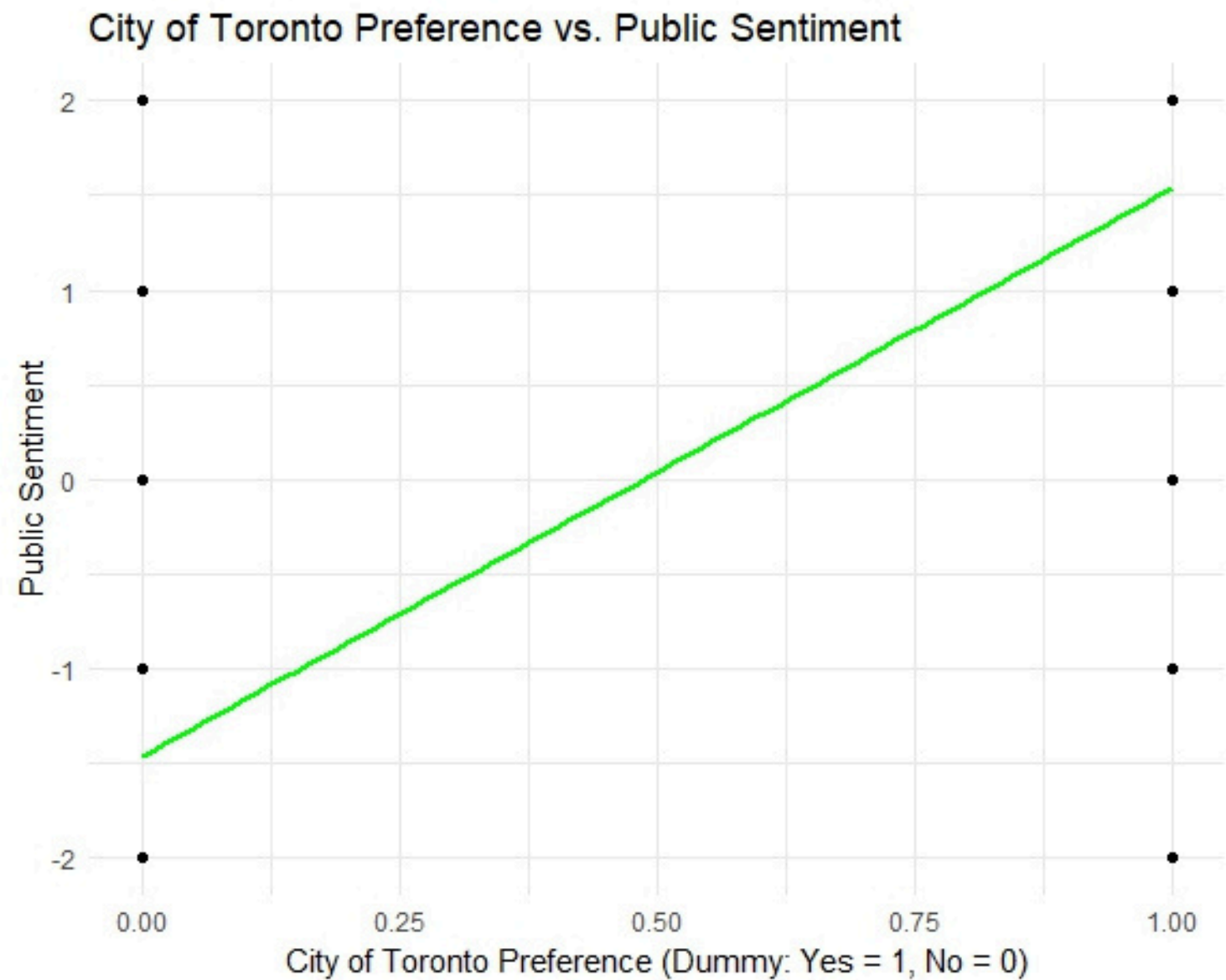
Key Insight

Finding:

- 57.48% of respondents prefer the casino in Toronto over adjacent municipalities.

Business Conclusion:

- Toronto aligns with the majority's preference but consider the remaining 42.52%.
- To build consensus, policymakers should:
 - Share economic benefits with neighboring areas.
 - Engage all stakeholders in inclusive planning.



Conclusion

- **Public Sentiment:** Overwhelmingly negative, indicating strong public opposition.
- **Preferred Location:** Majority favor Toronto as the casino site.
- **Key Influences on Sentiment:**
 - Revenue potential positively correlates with sentiment improvement.
 - Image fit significantly impacts public perception.

Recommendations:

- 1. Address Public Concerns:** Mitigate opposition by tackling social and economic risks transparently.
 - 2. Engage Stakeholders:** Foster dialogue with community members and neighboring municipalities.
 - 3. Highlight Benefits:** Emphasize economic growth, infrastructure improvements, and cultural alignment.
- **Next Steps:** Conduct in-depth consultations, build a comprehensive communication strategy & explore integrative planning to benefit the broader Toronto area.

References

- “ City of Toronto. (n.d.). Casino survey results. Open Data Toronto. Retrieved November 9, 2024, from <https://open.toronto.ca/dataset/casino-survey-results/> “
- “ City of Toronto. (n.d.). Toronto Casino Survey Feedback Form. Open Data Toronto. Retrieved November 9, 2024, from <https://ckan0.cf.opendata.inter.prod-toronto.ca/dataset/427ca4cd168a-4a37-883d-4a574277caf5/resource/6af8b3c5-e758-4200-93f7-29477161fbf8/download/toronto-casino-survey-feedback-form.pdf> “