1. Have you ever visited ... before?

	Total	REGION	
		Toronto	Montreal
		A	B
Base: All respondents	1007	503	504
Weighted	1007	588	419
Ever (Net)	817	501	316
	81%	85%	76%
		B	
Once in my life	247	146	102
	25%	25%	24%
I've been a few times	456	302	155
	45%	51%	37%
		B	
I go at least once a year	73	36	37
	7%	6%	9%
I go more than three times a year	21	9	12
	2%	1%	3%
I go more than five times a year	20	9	11
	2%	2%	3%
Never	190	87	103
	19%	15%	24%
			A

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G Overlap formulae used.

2. (Rebased) Aside from visiting family and friends, which of the following would you say is the main reason you visit ...?

| | Total | REGION | |
		Toronto	Montreal
		A	B
Base: Have visited before	845	440	405
Weighted	817	501	316
The culture (Festivals, museums, etc.)	154	103	51
	19%	20%	16%
For a romantic getaway	69	49	20
	8%	10%	6%
The night life	68	61	7
	8%	12%	2%
		B	
The shopping	48	23	25
	6%	5%	8%
Great restaurants	45	33	12
	5%	7%	4%
None of these	434	232	202
	53%	46%	64%
			A

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G Overlap formulae used.

3. (Rebased) When you visit ..., do you/will you tell your friends?

	Total	REGION	
		Toronto	Montreal
		A	B
Base: Have visited before	845	440	405
Weighted	817	501	316
Never	61	26	35
	7%	5%	11%
			A
Sometimes	393	215	177
	48%	43%	56%
			A
Always	364	260	104
	45%	52%	33%
		B	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G Overlap formulae used.

4. If you had to choose from the following, which would you say ... does better than ...?

| | Total | REGION | |
		Toronto	Montreal
		A	B
Base: All respondents	1007	503	504
Weighted	1007	588	419
Entertainment	341	222	119
	34%	38%	28%
		B	
Bagels	328	274	54
	33%	47%	13%
		B	
Fashion	292	225	67
	29%	38%	16%
		B	
Driving	218	44	174
	22%	7%	41%
			A
Sports	131	66	65
	13%	11%	16%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G Overlap formulae used.

5. Would you be willing to do any of the following to show your support for ...?

	Total	REGION	
		Toronto	Montreal
		A	B
Base: All respondents	1007	503	504
Weighted	1007	588	419
Update your status on Facebook/Twitter with 'I love going to ...' or 'I had so much fun in ...'	199	147	52
	20%	25%	12%
		B	
Wear a ... jersey in ...	144	109	35
	14%	19%	8%
		B	
Affix a bumper sticker to my car that says 'I love ...'	100	71	29
	10%	12%	7%
		B	
Scream 'I love ...' in a public place downtown ...	60	52	8
	6%	9%	2%
		B	
None of the above	690	358	332
	69%	61%	79%
			A

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G Overlap formulae used.