

# Torontonians Appear to Like Going to Montreal, But Montrealers Less Thrilled with Travelling to Toronto

*Montrealers More Likely to Visit Toronto in Secret,  
Less Willing to Profess an Affinity towards Toronto*

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# **Torontonians Appear to Like Going to Montreal, But Montrealers Less Thrilled with Travelling to Toronto**

*Montrealers More Likely to Visit Toronto in Secret,  
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**Toronto, ON** – A new survey of over 500 Torontonians and over 500 Montrealers has revealed that while Torontonians appear to like going to Montreal the feeling might not be mutual. The survey, conducted on behalf of Tourism Toronto and Tourism Montreal, has found that just 15% of Torontonians have never been to Montreal, while significantly more Montrealers (24%) have never been to Toronto.

Aside from visiting relatives and friends, Torontonians appear to have more reasons to visit Montreal than *vice versa*. Among those who have travelled to the other city, when it comes to culture, 20% of Torontonians say that's the main reason they visit Montreal, compared to 16% of Montrealers who say that's the reason they go to Toronto. Torontonians (10%) are more likely than Montrealers (6%) to visit the other city for a romantic getaway, and Torontonians (12%) are much more likely than Montrealers (2%) to say that it's the other city's nightlife that is the main attraction for them. Further, Torontonians appear to appreciate the food scene in Montreal slightly more than the reverse as 7% of Torontonians visit Montreal primarily for the great restaurants, and 4% of Montrealers travel to Toronto for the same reason.

The only area studied where Montrealers were more likely than Torontonians to say that that was the primary reason they visited the other city was with respect to shopping: 8% of Montrealers say they primarily visit Toronto for the shopping, while 5% of Torontonians visit Montreal primarily for the shopping. Two in three (64%) Montrealers say that none of these reasons is why they primarily visit Toronto, while 46% of Torontonians say none of these is the primary reason they visit Montreal. This could suggest that the primary reason a majority of Montrealers are visiting Toronto is out of necessity, not desire.

When Torontonians visit Montreal, fewer than one in ten (5%) never tell their friends about it, while 43% sometimes do and 52% always do. But Montrealers might be more embarrassed about their excursion, as 11% never tell their friends about it, while 56% sometimes do and just 33% always do.

Among a list including entertainment, bagels, fashion, driving and sports, Torontonians (38%) are more likely than Montrealers (28%) to say the other city does/has better entertainment than their own city, and Torontonians (47%) are much more likely than Montrealers (13%) to admit that the other city is better at making bagels. Further, Torontonians (38%) are more than twice as likely as Montrealers (16%) to say the other city does fashion better than their own.

However, Montrealers (16%) are more likely than Torontonians (11%) to say the other city does sports better than their own. If forced to choose from among this list, four in ten (41%) Montrealers believe that the driving is better in Toronto than in Montreal, while just 7% of Torontonians believe that Montrealers do better behind the wheel.

Torontonians appear much more likely than Montrealers to show their appreciation for the other city:

- Twice as many Torontonians (25%) as Montrealers (12%) say they'd update their Facebook or Twitter status with a phrase such as "I love going to Montreal/Toronto" or "I had so much fun in Montreal/Toronto".
- Two in ten (19%) Torontonians would wear a Habs Jersey in Toronto, but only 8% of Montrealers would wear a Leafs Jersey in Montreal.
- More Torontonians (12%) than Montrealers (7%) would affix a bumper sticker to their car which said "I love Montreal/Toronto".
- More Torontonians (9%) would be willing to scream "I love Montreal" in downtown Toronto than the proportion of Montrealers (2%) who would be willing to scream "I love Toronto" in downtown Montreal.
- Eight in ten (79%) Montrealers wouldn't be willing to do any of these things, while six in ten (61%) Torontonians wouldn't be willing to do any of these things.

*These are some of the findings of an Ipsos Reid poll conducted on April 20 to 23, 2010, on behalf of Tourism Toronto and Tourism Montreal. For this survey, a sample of 503 adults from Toronto and 504 adults from Montreal who are a part of Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-4.4 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Montreal or Toronto been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*



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