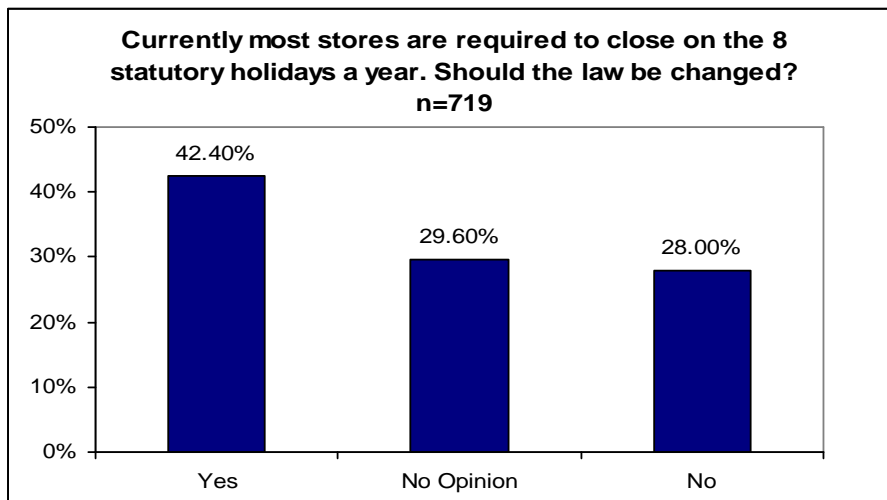


**Attachment No. 3
The Premier Ranked Tourism Destination Framework Poll**

In 2007, the City of Toronto undertook the Premier-ranked Tourist Destination Project (PRTDP). The goal of the project was to evaluate the strengths and weaknesses of Toronto as a tourist destination. As part of the process, 2,588 questionnaires were sent to tourism related businesses (including tourism-oriented retailers) within the City of Toronto. 847 useable surveys were completed, giving a response rate of 33% (a very good response rate compared with similar surveys undertaken in other jurisdictions).

Two questions were included to determine Toronto’s tourism industry opinion on existing regulations on retail store operations on statutory holidays. These questions were the following:

The City of Toronto is reviewing the regulations governing retail store operations on statutory holidays. Currently most stores are required to close on the 8 statutory holidays a year. Should the law be changed?



Of those who had an opinion on the subject, 60 % felt that the law should be changed and 40 % thought that the current status should not be changed.

If yes, what do you think the City of Toronto should do?

	Frequency	Percent
Permit more stores to open on statutory holidays	267	88.10%
Permit fewer stores to open on statutory holidays	10	3.30%
Other changes	26	8.60%
Total	303	100%