



AWARD-WINNER SELECTION



You were selected as the top-service provider in your respective industry via our unique selection process. We are the only organization in North America to recognize business excellence by conducting market research that is statistically accurate. Each year, across Canada, we gather opinions, perceptions and expectations through the response of thousands of consumers and businesses.

Our selection process has been perfected over the years with the help of third party research firms. This ensures that only the most outstanding service providers are the winners of our prestigious award. Today, we conduct the consumer and business market research strictly through Leger Marketing, the leading Canadian-owned independent market research firm and member of the Worldwide Independent Network (WIN) of Market Researchers. The highest market research quality with a standard of deviation of +/- 3% is conducted in three market areas; 1) General population - over 1000 qualified consumers were surveyed via Internet panel; 2) Business - top-ranking managers of small or medium-sized businesses counting 250 employees or less and; 3) Construction industries - hundreds of like-industry decision makers surveyed via the phone.



This research method determines all top ranked companies, and establishes the winner within each industry. Find below the key steps of our selection process:

1. Industries researched: determined by us (CCA)
2. Companies included: pre-test survey (Leger) & past recipients
3. Market and segment representation: randomly selected panels (Leger)
4. Market Research Study; Close-ended question (Leger)
5. Top ranking companies: categories winners' list (Leger)
6. Award-winners letters: communicated by us (CCA)

It is our mission to ensure we recognize organizations that are truly representative of their cities without the influences of industry insiders, advocate groups, and unethical business practices. No more than one vote per person is tabulated, third parties have no influence in the selection process, and only the research company conducts the research results.

Our goal is to be totally transparent in our selection process. Therefore, do not hesitate to contact me and/or Leger Marketing for further details.

Sincerely,

Jack McFadden
Chief Operating Officer (COO)