

**GREATER TORONTO AREA  
2009 CONSUMERS CHOICE AWARD  
SUMMARY**

**OBJECTIVES:**

- ▶ This study is aimed at establishing consumers' opinion with regard to their perception of the most popular businesses. Consumers were divided into two major groups: general public and small and medium-sized businesses top-ranking managers. This last group was divided into three sub-groups: businesses counting 250 employees or less, general or construction contractors and professional services in the automobile sector.

**METHODOLOGY:**

- ▶ **Sample:** For the Toronto area, 1,900 persons were interviewed. Among this number, 1,000 consumers, randomly chosen among the general public, 450 top-ranking managers of small or medium-sized businesses counting 250 employees or less, 225 general or construction contractors as well as 225 professionals from the automobile sector. The sample was randomly selected from the businesses listed by **Canada Sample** software in the Greater Toronto area.
- ▶ **Pretest:** Before administering the survey, a pretest was conducted among 10% of the sample in each group with an open-ended question in order to validate the choices of nominees.
- ▶ **Surveys:** Interviews with business managers are administered by telephone from Leger Marketing's Montreal office, using our VCC system (*Virtual Call Centre*). Interviews administered to top-ranking managers were conducted during regular office hours, Monday to Friday, during the month of March 2009. Upon the initial contact with a company, the most available top-ranking manager was chosen for the interview.
- ▶ In the case of the general public, the study is conducted randomly via Leger Marketing's Internet panel, *LegerWeb.com*, among a representative sample of residents from Toronto who are 18 years of age or older.

**QUESTIONNAIRE:**

- ▶ Respondents were asked a closed-ended question, allowing them to make a choice among the nominated businesses.
- ▶ The question asked was the following: *"We would like to know your opinion about the Toronto companies in various sectors which have distinguished themselves the most in the last year. To help you in your choice, please base yourself on aspects such as quality of products sold, value, service or appearance of the business, as well as any other elements you might consider important in making your choice. In your opinion, among the following companies, which one is your choice of the year in the category of...?"*
- ▶ In certain cases, when relevant, demographic data concerning respondents and companies was also collected, in addition to demographic data concerning respondents' age, gender, education, occupation and income.

**DATA ANALYSIS:**

- ▶ Data was analysed according to the total number of respondents having chosen the various business establishments, distributed according to the socio-demographic data obtained. For each category, when a sufficient number of respondents were able to make a choice, the following information was also provided: the total number of respondents the question was asked to, the number of respondents who gave their opinion, the percentage of persons having chosen one or another of the preferred establishments. In addition, **Léger Marketing** was responsible for determining which businesses ranked first, second and third in each category. The formula used to determine the winners is the following:

$$\sqrt{\frac{P_1 - P_2}{\frac{P_1(1-P_1)}{n_1} + \frac{P_2(1-P_2)}{n_2}}}$$