

Canadian Lawyer Reader's Choice Survey Methodology and Process

The survey link is sent out through Canadian Lawyer Newswire list, and is available on canadianlawyermag.com

Nominees are also encouraged to send the survey to their customers.

Eligible to vote are readers from across Canada, who we focus on through our outreach and who the nominees focus on through their outreach. The nomination process followed by *Canadian Lawyer* entails:

- 1) A long list of notable suppliers/organizations in each area of specialty is compiled by our team, based on our knowledge and additional research within each area.
- 2) An online survey is designed and made available to the Canadian Lawyer audience asking readers to select their preferred suppliers/organizations. Survey participants are not required to be subscribers to Canadian Lawyer to cast ballots.
- 3) Rules for voting will be clearly set out in the introduction to the survey and will be indicated with each question. Respondents who do not follow the voting rules will not have their votes counted.
- 4) Survey participants are invited to select up to a certain number of organizations (depending on the category). A survey participant may nominate additional organizations that do not appear on the long list but that they believe should be considered.
- 5) The quantitative survey results are checked for accuracy and voting abnormalities. Responses not ranking the minimum number will be disqualified.
- 6) The final list of selected suppliers will be presented alphabetically (not in ranked order). Selected suppliers who purchase an enhanced listing will be listed in alphabetical order first.
- 7) Survey results and responses are completely confidential and used only in aggregate.
- 8) While audience voting will determine the final results, Canadian Lawyer reserves the right to:
 - a) Disqualify votes that do not follow the rules as set out in the instructions
 - b) Name up to five (5) winners per category depending upon the size of the category and voting results, and an unlimited number in cases of statistical ties.
 - c) Add a list of Honourable Mentions in categories as deemed appropriate.
 - d) Eliminate categories from published results if voting falls below scientifically acceptable levels.
- 9) Survey participants will see a message similar to the example below prior to taking the survey:

Welcome to the 2020 *Canadian Lawyer* Readers' Choice survey. We are looking for your input on the best suppliers/organizations serving Canada's legal community in a variety of areas.

Voting is open through August 21, 2020. While voters need not cast their opinion in every category, we do encourage you to vote in as many as appropriate. We also encourage you to forward the survey across your network.

Should your preferred vendor be missing from the list, there is an option in each category to add your own nominee as a write-in.

Your feedback will help us assemble the results and award winners will appear in the November 2020 issue of *Canadian Lawyer*.