

Among Top Burger Brands in Canada, More Ontarians (38%) and Quebecers (30%) Name Harvey's the Best-Tasting Burger than any other Burger

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Toronto, ON - A new Ipsos Reid poll of Quebecers and Ontarians conducted on behalf of Harvey's has revealed the best-tasting burger according to central Canadians:

In Ontario, more respondents (38%) named Harvey's as the fast-food burger restaurant with the best tasting burger, beating out its major competitors by a 2 to 1 margin. Two in ten Ontarians said that A&W (20%) and Wendy's (20%) burgers were the best tasting, while others gave the title to Burger King (11%), McDonalds (10%) or Dairy Queen (2%).

In Quebec the race was tighter. While three in ten (30%) named Harvey's as the best-tasting burger, a statistical tie ensued among McDonalds (21%), A&W (19%) and Burger King (16)% for second place. Rounding out the list include Wendy's (8%), La Belle Province (5%), and Dairy Queen (1%).

These are the findings of 2 polls conducted on behalf of Harvey's from April 14 to April 17, and from April 23 to April 27, 2009. This online survey of Quebecers (n=559) and Ontarians (n=669) was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are

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not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 4.1 percentage points for the sample of Quebecers and +/- 3.8 percentage points for the sample of Ontarians., 19 times out of 20, of what the results would have been had the entire adult population of Quebecers and Ontarians been polled.

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