

BORN FROM RESEARCH

DATA COLLECTION 360



MEET THE TEAM



“The Legerweb team exceeds expectations. Their programming is flawless, and they take the time and effort to make much appreciated suggestions. They are knowledgeable about the research process, and can complete their projects with only basic interaction from me. They always finish their projects on time, on budget and with no issues.”

LESLI MARTIN

Vice President, Public Affairs, Pollara Strategic Insights

WHO IS LEGERWEB?

**NOT YOUR
AVERAGE DATA
COLLECTION
COMPANY**

Born from the desire to re-invent research in 2004, Legerweb has become the largest Canadian owned online community. Just how many members do we have?

400,000 MEMBERS AND GROWING STRONG.

**BUT, OF COURSE, IT'S NOT JUST SIZE
THAT MATTERS, IT'S WHAT YOU DO WITH IT.**

While we are glad to serve clients with our 'sample only' structure, we also have a lot more to offer! We are definitely not your average data collection company. That's why Legerweb is the only place you'll ever need for all Canadian data collection services.

We have dedicated in-house teams with years of experience. Our services cover every aspect of your survey including programming, CAWI and CATI data collection, coding, translation, and dataprocessing. See, no need to even think about going elsewhere...

LEGERWEB: BORN FROM RESEARCH



CONCEPTION...

The Legerweb panel was created in 2004, exclusively for the use of LEGER 360, our full service market research parent company. It was carefully nurtured and we never supplied sample for other data collection firms; the panel was made by us, used by us, and was just for us.



ENTERING THE BIG WIDE WORLD...

We decided to officially put ourselves out there in 2015. Now two years later, with plenty of new relationships and satisfied clients, Legerweb has grown faster than the offspring of the Jolly Green Giant. We are now an independent, full-service data collection team...



GESTATION...

Over the years, we started to warm to the idea of providing our panel for outside firms (we are by nature generous). This was on a per-request basis only, and even then, only sometimes. The panel's primary function was still for LEGER 360's internal use, though we started to realize that there was a need for the panel elsewhere.

...WITH A DIFFERENCE.

We are proud to put forward the same core team we've always had. The same team that ran rigorous methodology for years on internal projects, the same team that knows what surveys are all about.

SEE?
LEGERWEB
REALLY IS BORN
FROM RESEARCH.

MEET THE TEAM

WE ARE RESEARCHERS EXECUTING DATA COLLECTION

“The team at Legerweb has consistently delivered for work we have done together. Professional, responsive, quick, and smart, I trust the data they collect will be of the highest standards of our industry. I highly recommend their field team.”

DAVID COLETTO
CEO, Abacus Data

“All our employees have years of experience in market research. We understand the importance of a rigorous methodology and all the challenges and solutions that, in the end, make our output the ultimate source of quality research. As such, we are not simple data collectors working on research projects; **we are researchers executing data collection.** This is our added value that you and your clients can count on; this is what makes us outstanding.”

JEAN-SÉBASTIEN SIMARD
Executive Vice President, Partner

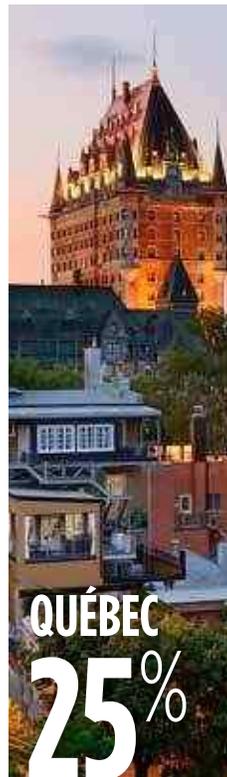


GEO SPLIT



“The Conference Board relies on Legerweb’s cross-country panel to take the pulse of Canadians’ spending intentions and to build our longstanding Index of Consumer Confidence. Legerweb surveys allow us to answer a multitude of important questions about economic and policy issues affecting Canada.”

PEDRO ANTUNES, Executive Director and Deputy Chief Economist, The Conference Board of Canada



SOCIO DEMO SPLIT

MEET THE TEAM

DATA SPLIT

“With over 10 years’ experience running projects for both internal and external purposes, we can assure you that we understand the importance of sound methodology. You can rest assured that you will have a balanced, representative sample in using Legerweb for any type of project.

With rigorous profiling in place, we are able to balance each sample group across age, gender, region and socioeconomic status for the most representative results.”

DANNY PIRES
Senior Account Manager

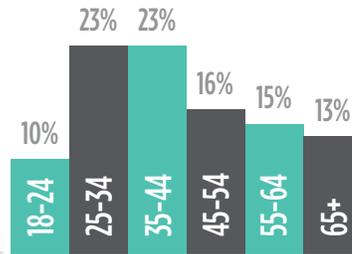


High school or professional training 34%



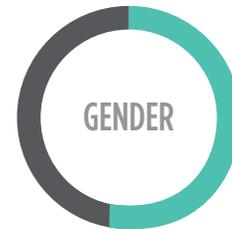
Some University 32%

University degree 34%



AGE

45%



55%

GENDER



INCOME

WANT MORE?

How about over 200 other profiling questions related to health, finance, technology, shopping habits, jobs, lifestyle, and gaming. But why bore you with those?

DATA QUALITY AND RECRUITMENT...

When it comes to our panel, the formula is simple; we believe that **PROPER REMUNERATION + FAIR TREATMENT = A BETTER RESPONSE RATE AND HIGHER ENGAGEMENT.** Constant efforts are made to ensure our panel is nourished, happy and ready to respond.

MEET THE TEAM

AN ENGAGED PANEL IS THE RESULT OF A SATISFIED PANEL

“We find it crucial to incentivise our panelists as they deserve, and we treat them as they are; valued members. Our daily efforts to keep a good line of communication with our panelists keep them more engaged and satisfied, this as a complement to the incentives they are offered. It goes without saying that response rates and member satisfaction go hand in hand. If they are not engaged by the experience, why would they come back?”

ARIANE MAROIS-LIPPINGHOF
Senior Account Manager



The Legerweb panel is continuously growing and recruitment efforts are aligned towards maximisation of reach as well as census representation.

Legerweb is an independent panel, independently built, with no partner affiliations to skew results.

Though the panel is largely built through probability based methods, our multifaceted approach also includes word of mouth, social media, and refer-a-friend programs.

Legerweb is also happy to provide a wide range of alternative recruitment programs for hard to reach targets. We are able to employ methods such as web campaigns, snowballing and onsite recruitment among others. Whether looking for pre-teens, expectant mothers, or low-incidence patient profiles, we will find the right solution.

Quality guaranteed – Legerweb has plenty of quality checks in place. If we didn't, you'd be unwise to use us, and nobody can accuse any of our clients of being unwise. We produce data you can count on, from the accuracy of member profiles to data collection quality.

Checks include:

- Double opt-in process: We ensure a quality panel based on a double opt in process.
- Profiles are updated and sleepers woken or removed every 6 months
- Multi-pronged de-duping system
- Invalid email addresses are tested and removed from our panel to ensure quality and accuracy in all data and feasibility requests
- Cheaters and speeders are identified and closely monitored with digital fingerprinting, quality checks, and illogical response detection. Repeat offenders are removed.

MEET THE TEAM

QUALITY IS MY FULL TIME JOB

“Data quality starts with panel recruitment, and extends to quality measures and data verification. The result of these measures gives us a panel of the highest caliber and ensures that we can offer data of the highest quality, data you can trust.”

CAROLINE ST-JEAN NOISEUX
Online Community Manager



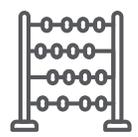
FULL SERVICE DATA COLLECTION

From reception of a written questionnaire to the delivery of final weighted data and tables!

IS THERE NOTHING WE CAN'T DO?



CATI The nature of some studies means that only a telephone approach will do. When this is the case, we have a 100 station call center at the ready. There is no job too big or small.



STATISTICS Whether you need complex analytics, crosstabs, or a simple weighted data file, our team of professional statisticians will run the queries you need (and promise not to fall asleep doing it).



WEB There is no shortage of information on our web capabilities in this book, so we won't go into much detail here. Let's just say that when it comes to web methodology, we've got you covered!



PROGRAMMING is what the team does. In fact, it's all the team does (they really need to get a life). You can trust it will be done right!



CODING You have open ended questions? Not a problem, we have coders. Type response here { }.



“Legerweb understands our business, and we can count on them for the best combination of price and service”

PAT BEAUCHAMP,
Account Director Research and Analytics, Hill
+ Knowlton Strategies

MEET THE TEAM

CATI DATA COLLECTION

“With over 15 years of experience in CATI data collection and management, I guarantee you are in good hands. With our 100 workstations state-of-the-art call center, multilingual team of interviewers, and specialized B2B team, we make it possible. Using standard sampling methods and injected cellular RDD for the younger generation, we are able to ensure a representative sample. Our team of professionals regularly employ creative solutions to reach many of the harder to reach groups for ongoing specialized studies.”

STEVE MCDONALD
Associate Vice President, Operations



THE UNKNOWN PROJECT MANAGER AND THE IMPERSONAL APPROACH

HOW MANY TIMES HAS THIS HAPPENED?

YOU ARE HAPPY WITH THE PRICE? **CHECK!**

THE FIELD TIME WORKS? **CHECK!**

GOOD TO GO? **YES!**

You get passed off to someone with limited experience who you have never met. Your contact is taken off the thread, communication breaks down, all confidence starts to go out the window. Bummer.



WELL, THAT AIN'T GONNA HAPPEN WITH US.

At Legerweb we have a uniquely personal approach. We don't just 'ship you off' once the contract is signed. Your contact will be a senior team member and they will be with you every step of the way. From the original request to the final close of field, your contact will be right there with you making sure everything is done right. This means fluid communication, no information lost and our common goal always in sight!



PERSONAL APPROACH TO OUR CLIENTS

“I am very happy to be a part of the Legerweb team, surrounded by a group of experienced account managers and project managers. We promote quality rather than quantity in our approach with our clients, as well as a personalized approach. It is a priority for each of us to ensure that once we take on a project, we personally see it to completion without intermediaries. It keeps the lines of communication open, and makes it a much better experience for everyone involved.”

ANDREW MATTERN
Director of Legerweb



LEGERWEB: GO ON, GIVE US A TRY!

If you already have, no need to say more. If you haven't, well, quite frankly you don't know what you're missing! (But that's what this book is for!)

We guarantee that you will be happy with your experience working with us. We are utterly dedicated to your cause.

WHY?

Because quality data collection is all we do. That's just part of your DNA when you are born from research.

“Huge thanks to the Legerweb Team for your ongoing support and flexibility on this one. We really appreciate you getting this completed in a timely manner considering the ongoing challenges. You have been brilliant to work with! Legerweb is and will continue to be a valued partner moving forward. CHEERS.”

PAUL NEUMANN
Partner at Synqrinus





For a quote
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