

BORN FROM RESEARCH

PANEL BOOK

DATA COLLECTION 360

LEO

LegerOpinion.com



WHO ARE WE?

LEGER OPINION IS NOT YOUR AVERAGE DATA COLLECTION COMPANY

Born from the desire to reinvent research, Legerweb was created in 2004. In 2019, **Legerweb became Leger Opinion**, also known as LEO, with a new and enhanced offer completely redesigned for the benefit of our clients. Just how many members do we have?



400,000

**MEMBERS AND GROWING
STRONG**

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.

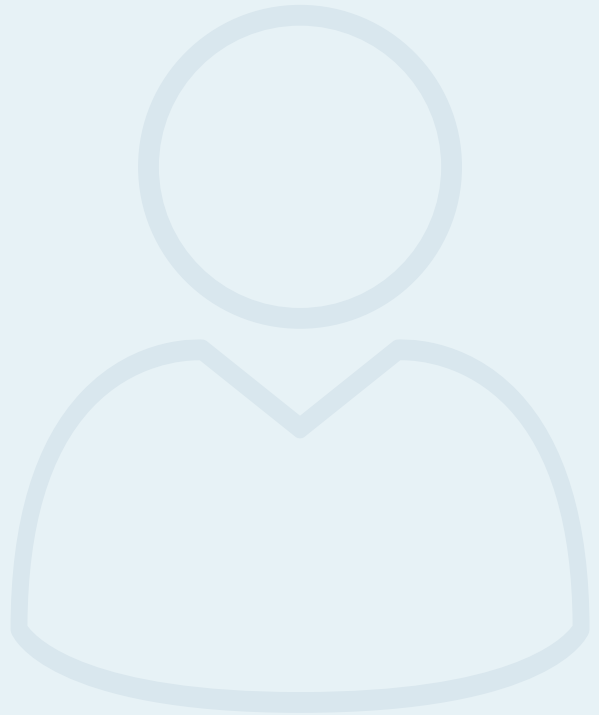
Now, a few years after deciding to officially put ourselves out there, we are proud to say we have plenty of new relationships and satisfied clients. LEO has grown faster than the offspring of the Jolly Green Giant. We are an independent, full-service data collection team.

While we are happy 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 LEO is all 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, data processing and in-depth analytics. See, no need to even think about going elsewhere...

THE LEGER OPINION DIFFERENCE

We are proud of our personalized client service approach. Your contact will be with you every step of the way, from your first request to the final close of field, making sure everything is done right. You will not be passed off to someone with limited knowledge of your project whom you've never met. We communicate fluidly, do not lose information and always keep our end goal in sight.



NEVER FORGET WHERE YOU CAME FROM

MEET THE TEAM

"Although we've grown quickly, we still offer our clients the excellent service they are used to. Staying true to our roots is a promise we've made to our clients and ourselves. We know they appreciate that we are fast, simple, fun, competent and smart. Having been part of the team for over 10 years, I understand our clients' needs and ensure all new LEO team members understand where we come from and deliver a client experience that stays true to who we are."

ARIANE MAROIS-LIPPINGHOF
General Manager, Leger Opinion



A NOTE FROM A FAN

“Since 2016, Leger Opinion has become a trusted and reliable Canadian partner for a number of Sample Only projects. Leger Opinion delivers both on sample quality and consistency. Our projects are well executed with confidence and care.”

VICKY RZEPECKI

Director, Online Panel/Sampling, The NPD Group

A PERSONALIZED CLIENT APPROACH

MEET THE TEAM

“I am very happy to be a part of the Leger Opinion 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

Vice-President, Leger Opinion



ALL PANELS ARE NOT CREATED EQUAL...

AT LEGER OPINION, WE GUARANTEE REPRESENTATIVENESS TO OUR CLIENTS, 100% OF THE TIME

Creating a panel and managing it requires a high initial investment and the right organizational strategy. These barriers to entry may limit the number of players in the industry.

As you probably already know, a quality panel is crucial in order to deliver accurate and reliable data. At the end of the day, our business is accuracy. As a matter of fact, representativeness is the most valuable thing a panel can deliver, often involving a hybrid recruitment approach. As recruitment methodologies vary in quality from one company to another, *all panels are not created equal!*

What we mean here is simple: the recruitment method used greatly influences the quality of the panel. At Leger Opinion, our panel is mostly based on random selection using traditional and mobile telephone methodologies. More than 7 out of 10 panelists at LEO are recruited through our own call centre. This means 70% of our panelists come from a unique source that our competitors cannot compete with.

Also, in order to maintain our quality standards, we do not use river sampling or marketplaces. This way, it is possible to maintain control over the circulation of our surveys.

We use validation techniques at the very beginning of the registration process such as username and strict restrictions on passwords, de-duplication with our existing panel and simultaneous recruitment campaigns based on various criteria. Our panelists also fill out a detailed profiling questionnaire. All these are necessary to increase quality by decreasing multiple entries and fraudulent panelists.

Along with many other criteria to ensure quality for our clients, we take measures to ensure data protection and data security in conformity with the highest industry standards, but also the very strict protocols involved in dealing with confidential Government of Canada information. Our security protocols are in place to protect both our panelists and our clients.

At Leger Opinion, we understand what researchers want and what quality controls they demand to serve their clients better. Quality control and strict panel management are key elements to guarantee success in the market research industry!



A NOTE FROM A FAN

“Henry, Kevin, and I can’t even count how many nights and weekends Danny and your team worked hard with us to test and launch surveys so that we can meet our tight deadlines. We’ve been working with many data vendors and I have to say that your team is the most responsible, reliable, and easiest to work with. We are really looking forward to working with you guys and to achieving more goals.”

HENRY YU
Project leader

WILL MA
Partner

KEVIN THAI
Developer – Fusion Analytics

WE ARE RESEARCHERS EXECUTING DATA COLLECTION

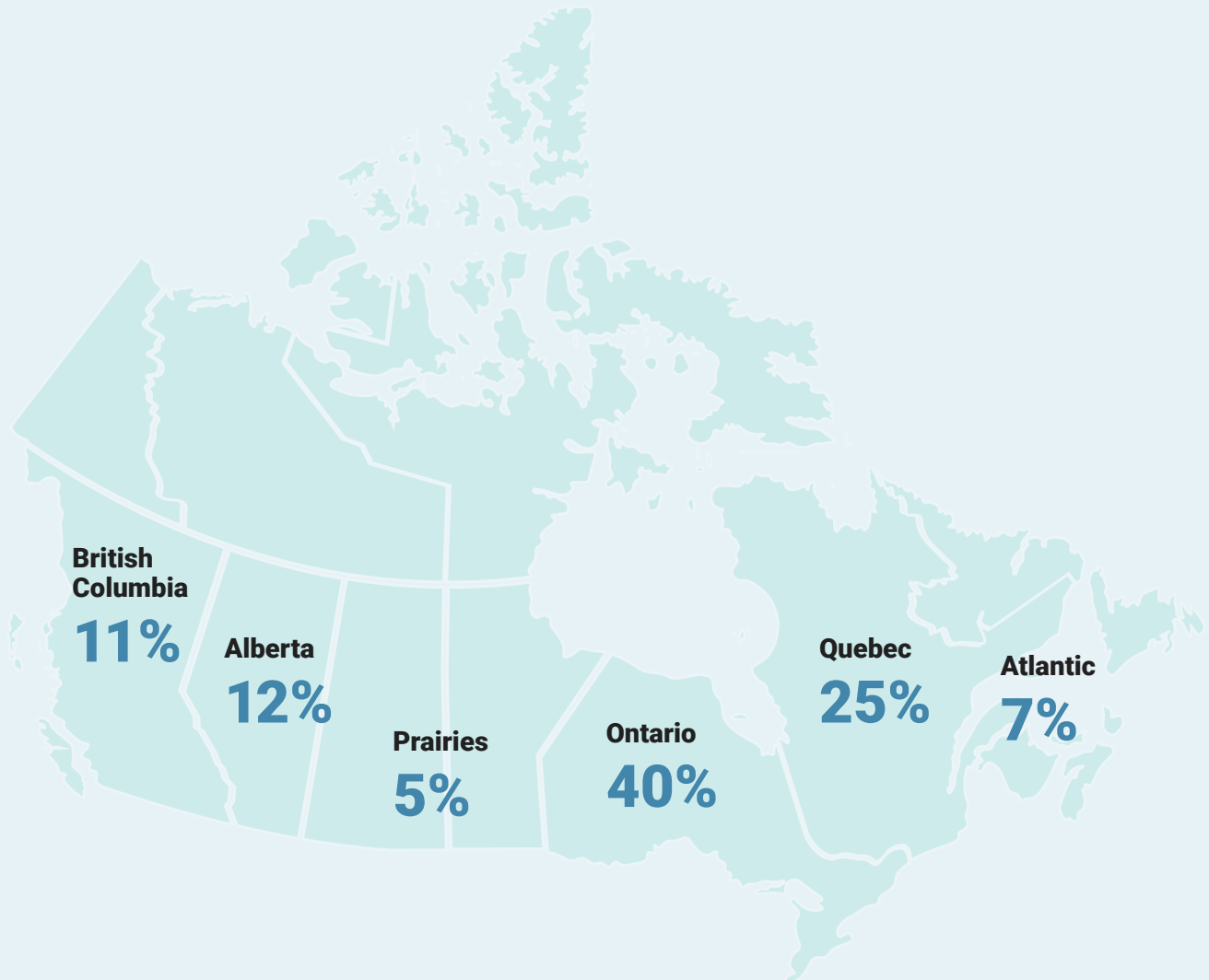
MEET THE TEAM

“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



GEO SPLIT



A NOTE FROM A FAN

"The Conference Board relies on LEO's cross-country panel to take the pulse of Canadians' spending intentions and to build our longstanding Index of Consumer Confidence. LEO 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**



DATA SPLIT

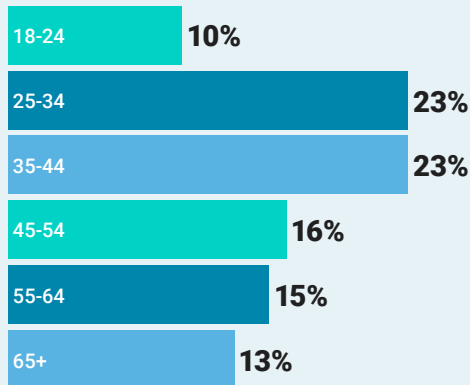
MEET THE TEAM

"With over 15 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 when you use Leger Opinion for any type of project."

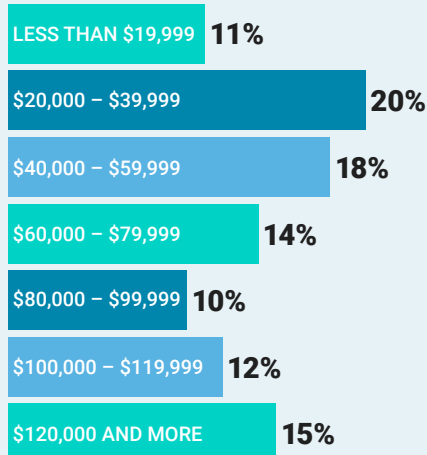
With rigorous profiling in place, we are able to balance each sample group across age, gender, region and socioeconomic status for the most representative results."

DANNY PIRES
Director, Client Satisfaction

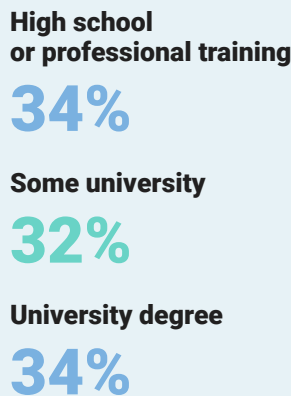
AGE



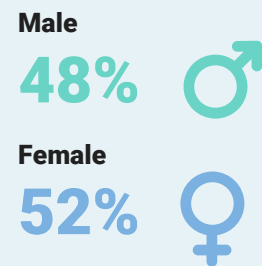
INCOME



EDUCATION



GENDER



WANT MORE?

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

WANT MORE DIVERSITY?

We can also profile individuals to make sure that your sample is representative of people who are **LGBTQ+, visible minorities or newcomers.**

OUR SUBPANELS



1

CANNABIS

Need to reach cannabis users?

We have The Dopest panel in Canada for you!

- Medicinal users
- Recreational users
- All types of cannabis users (vape, smoke, edible, etc.)



2

HEALTHCARE

PROFESSIONAL PANEL

Survey health care providers

- Nurses/nurse practitioners
- Pharmacists
- General practitioners and family medicine

PATIENT PANEL

Survey patients on medical conditions

- More than 100 disease and ailment categories



MORE THAN JUST SURVEYS

Our panelists are engaged and are not strangers to less conventional methodologies.

We also offer:

- ✓ **IN-HOME USAGE TEST (IHUT) RESEARCH**
- ✓ **BULLETIN BOARDS**
- ✓ **VOICE RECOGNITION**
- ✓ **DIARY-TYPE STUDIES**
- ✓ **COMMUNITY SUB-PANELS**
- ✓ **AND MORE!**

DATA QUALITY AND RECRUITMENT...

PROPER REMUNERATION + FAIR TREATMENT = A BETTER RESPONSE RATE AND HIGHER ENGAGEMENT

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.

The LEO panel is continuously growing and recruitment efforts are aligned towards maximizing reach as well as census representation.

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.

Leger Opinion 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 you're looking for pre-teens, expectant mothers, or low-incidence patient profiles, we will find the right solution.

Quality guaranteed – Leger Opinion 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 provide 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.

A NOTE FROM A FAN

"We've used pretty well all of the online panel providers with Canadian sample and have found that the quality of sample and professionalism of Leger Opinion's staff is unsurpassed. It's why we do not hesitate to name Leger Opinion as our data collection partner in our pitches and proposals. Partnering with Leger Opinion doesn't just help ensure we achieve the vital objective of gathering quality data, it helps us win business."

DOUG ANDERSON
Principal, Earncliffe

WHY CHOOSE LEGER OPINION

RANDOM SELECTION AND NO RIVER SAMPLE

In order to maintain our quality standards, we do not use river sampling. This way, it is possible to maintain control over survey circulation.

REPRESENTATIVENESS: HYBRID RECRUITMENT APPROACH

Our panel is mostly based on random selection using traditional and mobile telephone methodologies. The majority of the panelists are recruited through our own call centre.

ACCURATE AND RELIABLE DATA

We use validation techniques from the very beginning of the registration process such as username and strict restrictions on passwords, de-duplication with existing panel and simultaneous recruitment campaigns based on various criteria, etc.

DATA PROTECTION AND SECURITY

We ensure data protection and security in conformity with the highest industry standards, in order to protect both our panelists and clients.

BORN FROM RESEARCH

Leger Opinion is born from research. We are not data collectors working on research projects; we are researchers executing data collection, and we are the best in the business.

FULL-SERVICE DATA COLLECTION

**FROM RECEIVING A WRITTEN QUESTIONNAIRE
TO THE DELIVERY OF FINAL WEIGHTED DATA
AND TABLES, WITH IN-DEPTH ANALYTICS!**



A NOTE FROM A FAN

"The team at Leger Opinion 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

MEET THE TEAM

"With over 10 years' experience in this company, having worked in different teams and departments, I know all the secrets of running a project from A to Z. For CATI or CAWI projects, I can accompany you through the whole process, while working with our experienced internal teams, every step of the way. With our 215 workstations across our three state-of-the-art call centres with a multilingual team of interviewers and our cross-country online panel built for research purposes, we make it possible."

SAMANTHA ROCHON
Director, Leger Opinion





CATI

The nature of some studies means that only a telephone approach will do. When this is the case, we have over **150 interviewers** at the ready. There is no job too big or small. Using standard sampling methods and injected cellular RDD for the younger generation, we are able to ensure a representative sample.

- Call centre capacity doubled in 2019
- Multilingual interviewers (including Punjabi)
- Covering all time zones in Canada with interviewers in different locations (Montreal, Winnipeg, Vancouver)



ONLINE

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



PROGRAMMING

With our team of 8 experienced programmers, we guarantee your project is in good hands. Decipher, our programming platform, now features a real time reportal, which is accessible on mobile devices and greatly appreciated.



CODING

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



**ANALYTICS
Enhancing Market Research**

If you need to dive deeper into the data and analyze patterns to help you better understand your customers, our analytics team has you covered.

- Advisory services
- Predictive modelling
- Prescriptive analytics
- Reporting capabilities



**TABLES AND
CROSSTABS**

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



LEGER ACADEMICS

WE HAVE A DEDICATED TEAM THAT WORKS CLOSELY WITH ACADEMICS TO HELP SUPPORT A WIDE ARRAY OF COMPREHENSIVE RESEARCH THROUGH VARIOUS METHODOLOGIES.

Leger Opinion is the largest proprietary panel in Canada, and the accuracy and reliability of our results are second to none!

Our goal is to help and support academics with sponsoring, promoting, and executing meaningful research.

[Click here](#) to see our FAQ for academics or contact us at legeropinion@leger360.com for more information.



TESTIMONIALS

"It's been great to work with Leger Opinion on multiple academic projects. Their panel recruitment practices stand out among many other panels currently available. They've been easy to work with as well – responsive, attentive, and willing to adapt to our required academic standards."

LAURA STEPHENSON
Professor & Graduate Chair,
Western University

"I have worked with Leger Opinion on a variety of projects since the start of the pandemic, and their help in collecting high-quality data and recruiting participants from across the province has been invaluable! The account manager we have worked with (Sarah Richer-Mercure) is quick and clear with her communications and is always open to meeting with us to help with any difficulties that we run into."

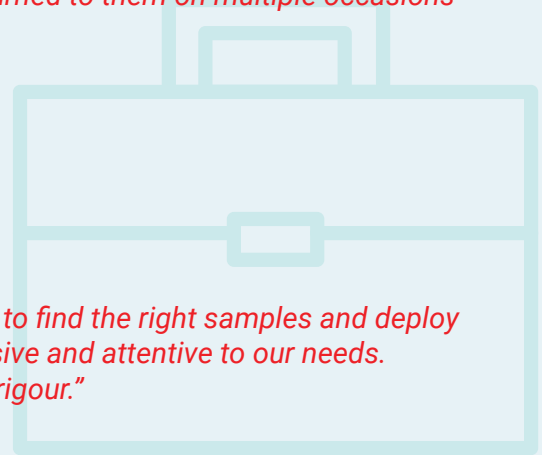
MAEGAN TROTTIER, BA, MSC STUDENT
Faculty of Health Sciences,
Public Health, University of Lethbridge

"Leger and Leger Opinion have made surveying populations in Quebec and Canada easy and at very reasonable costs. They have been friendly and informative in both English and French, depending on who is involved in the project. We return to them frequently!"

OWEN WAYGOOD
Associate Professor,
Polytechnique Montréal

"The team at Leger has been helpful in accommodating complex survey designs. They worked with us to ensure high- quality samples, and they are highly responsive while the survey is in field. It is for these reasons that I have turned to them on multiple occasions to assist with my projects."

MARK PICKUP, PHD
Professor, Political Science,
Simon Fraser University



"Our research teams have worked with a lot of firms to find the right samples and deploy our surveys. Leger has been by far the most responsive and attentive to our needs. They understand the importance of both agility and rigour."

JARED WESLEY, PHD
Professor, Faculty of Arts,
University of Alberta

"Working with Leger Opinion to conduct a Canada-wide survey experiment for an academic study was remarkably easy and supportive. The Leger Opinion staff went above and beyond my expectations as they supported me in my process of data collection through some complex sample quota needs. From daily correspondence to quick work on their end to adapt and change based on the experiment's needs, and keeping within a tightly constrained budget, they showed absolute professionalism and a genuine desire to help throughout all my interactions with them. Having access to an opinion panel made up of Canadians in both French and English is an incredible advantage Leger has in supporting Canadian-focused academics in their research."

JAMES BLUMHAGEN
Master's Student,
Simon Fraser University

"My experience working with Leger Opinion has been fantastic! They have been so responsive to my specific needs and have really helped jump-start my research ideas! I will definitely be working with them again in the future, and I know that they will be able to help me tailor the perfect project."

CHRISTOPHER QUINN-NILAS, PHD
Associate Professor,
Memorial University of Newfoundland

UNIVERSITIES WE'VE WORKED WITH:

- University of Cambridge
- Simon Fraser University
- University of Lethbridge
- Ryerson University
- University of Waterloo
- McGill University
- Western University of Canada
- Université de Montréal
- University of Ottawa
- Université Laval
- University of British Columbia
- University of Calgary
- University of Manitoba
- University of Guelph
- Carlton University
- McMaster University



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.



PROUDLY PRESENTING THE LEO APP!

WONDERING HOW WE REACH OUT TO MILLENNIALS AND KEEP THEM INTERESTED?

The LEO App is the answer to your question and has become a huge advantage for reaching out to this portion of the population (and other groups too)! Respondents can now answer surveys at the tip of their fingers, anywhere they want. With a simple push notification, we can send your survey to the group you want to reach.



- Available on the App Store and Google Play Store
- Surveys
- Profiling questionnaires
- Love, Hate, Rate
- Geolocation
- Geofencing
- Rewards program
- Contests





FOR A QUOTE

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