



Leger launches LEO: the mobile app to give your opinion

Toronto, March 2nd, 2020 – Today, Leger is launching LEO, the mobile app to answer surveys and give your opinion anywhere, anytime, on any topic.

Leger is an innovative company. Knowing that most of the population prefers to take surveys online, in 2004, Leger created the first panel of Internet users, now called Leger Opinion (LEO). LEO is the largest proprietary panel in Canada, made up of more than 400,000 people across North America.

The LEO app is the culmination of several years of research and development to provide citizens, consumers and panelists with a powerful, simple and effective platform to express their opinions on topics as diverse as public and private services, the environment, consumer affairs, politics and all other topics that relate to the society we live in.

With the continuous increase in communications and the need for instant information, Leger understood the importance of developing a mobile app that allows members to express their opinions at any time.

"LEO is the technological solution at the root of Leger's digital shift. This fun and simple app allows you to reach Canadians and Americans instantly. On LEO, respondents provide their carefully considered opinions confidentially, and help to improve the services and products offered on the market. LEO gives people a voice so they can change the world they live in," said Jean-Marc Léger, President of Leger.

LEO is more than just surveys. In one of the app's sections called *Love, Hate, Rate*, members have the freedom to rate everything around them: brands, products, services, events... They can share their experience without censorship, in complete confidentiality.

On the platform, members are rewarded for providing their opinion. For each survey completed, they earn points redeemable for cash, Air Miles, Aeroplan Miles or gift cards. In addition, they have a chance to win additional prizes through monthly contests organized by LEO.

The mobile app is available on the App Store and Google Play Store. Download it now [by clicking here](#).

Leger

Leger is the largest Canadian-owned survey, marketing research and analytics firm with more than 600 employees in eight Canadian and American offices. Leger has been working with prestigious clients since 1986. For more information: leger360.com

Leger Opinion (LEO)

In 2004, Leger created the largest panel of Internet users in Canada with more than 400,000 members in North America. This distinctive advantage allows Leger to control the quality and accuracy of its surveys and to deliver real-time results. Leger is the sole owner of its panel. The LEO mobile app is available on the App Store and Google Play Store. For more information: legeropinion.com

For more information

Sarah Mottet
Marketing Director
O. 514-982-2464 #3186
C. 438-322-8282
C. smottet@leger360.com



LEO logo



LEO mock-ups



Picture of Jean-Marc Léger