FAQ for Academic Researchers

Frequently asked questions by researchers and ethics boards about working with the Leger Opinion team

Q1.

What is a panel? How is a panel used?
What is the Leger Opinion panel?

An online panel is a pool of potential participants to communicate with for research purposes. All panel members are recruited through different methodologies, double opted-in, and have agreed to be contacted by Leger Opinion for various types of research.

The Leger Opinion panel (also known as LEO and formerly known as Legerweb) was built in 2004 and has since become the largest proprietary panel in Canada. Our panel has over 400,000 double opted-in members across Canada and the United States.

Q2.

What does Leger Opinion do?
What can Leger Opinion offer?

Leger Opinion specializes in working with outside clients and researchers for data collection purposes. We have the knowledge, experience, resources and expertise to help you with every step of your data collection needs. We offer a wide variety of options and solutions. If all you need is a sample, we can provide that. However, we also offer programming & hosting, project management, coding of open-ended responses, translation, and weighted (or unweighted) data tables. These services are available for online and telephone research.

Q3.

Is the LEO panel only in Canada? Is Leger Opinion able to provide sample elsewhere in the world?

Leger Opinion provides data collection services in Canada and the United States via the LEO panel. As a team, we can accommodate international studies through the use of our partner network.

Q4.

Can LEO work with DIY platforms (i.e., Qualtrics, Limesurvey, etc.)? How does this process work?

You can program your survey on most DIY platforms. It needs to be compatible with redirects to work properly and connect with our platform. Qualtrics works very well with our platform. Survey Monkey also works; however, you must have a Team Premier account to connect your survey with our platform.

After programming your survey, you will need to send us the entry link to the survey, and in return, we will send you three redirect links:

1. Complete (used to send panelists back to the LEO platform for compensation after they complete your survey)
2. Screen out (used for anyone who needs to be terminated due to not qualifying for the survey, e.g., wrong age, does not meet qualifying criteria, etc.)
3. Over quota (used for anyone who tries to complete the survey after a specific quota has been reached)

The redirect links will have a placeholder for a unique identifier. This unique identifier is passed from our system to the DIY platform and back to our system when the panelist has finished the survey or been terminated. After the project is complete, you will need to send us a list of the unique identifiers for those who completed the survey.

Important note: Although the above procedure may sound complicated, it is standard practice with all panels and most DIY software is programmed to easily accommodate it.

Q5.

How is costing established for a project?

Costing is based on the services provided and is determined using multiple factors. If Leger Opinion programs and hosts your survey, the cost for programming is based primarily on the length and complexity of the survey (i.e., if there are many skip patterns, special activities, etc.). Translation costs are also based on questionnaire length. Project management costs are primarily based on the level of involvement needed from the project manager to meet all project requirements.

The cost for data collection, or the sample portion, is provided as a cost per completed interview (CPI), which is based primarily on two factors: the average length of time panelists will need to complete the survey and the survey incidence. The incidence is the percentage of people in the general population that will qualify for the specific study. Costs can be provided in the currency of your choice (CAD or USD) and are always provided excluding taxes. Taxes are applied based on the location of the billing address.

Q6.

What timelines can I expect for a project?

Each study's timeline will vary significantly depending on multiple factors. Some of these factors include sample size, target population, survey length, and the services provided. For example, if we are only doing the data collection, only the field time will need to be considered; however, if we are also programming, translating, and weighting the data, all these steps will need to be considered in the timeline.

The standard field time for an online survey with an average length of 15 minutes among the general population, with a sample size of around 1,500 completes, would be approximately one week. Online surveys have a much shorter field time than telephone surveys, as the respondents are easy to reach and are part of the panel for this purpose.

Q7.

How does Leger Opinion contact panelists?

Panelists can access their available surveys by logging in to the LEO platform on the LEO website or using the LEO mobile app. Depending on the survey, panelists may also receive an email or a push notification through the app.

Q8.

What do the invitations look like?

We have standard invitations available in both English and French. To ensure the invitations do not introduce any bias, all the information on the invitations is generic. It includes the subject (generic), survey length, number of LEO points they will receive for completing the survey and the date the survey will close.

Q9.

How is the Leger Opinion panel recruited?

The recruitment methodology of a panel greatly influences the quality of the panel. At Leger Opinion, we use a hybrid recruitment approach, primarily based on random selection using our call centre. More than 70% of our panelists are recruited using this methodology. The other 30% are recruited through invitation and affiliate programs, social media, partner campaigns, word of mouth and offline recruitment.

At Leger Opinion, we never use river sampling (sample invited through online advertisements where there is no quality control or insight on who these respondents are and where they come from) or marketplaces in our recruitment or sampling. This ensures we always have control over where our panelists are coming from, who they are, and the circulation of our research studies. All LEO panel members are double opted-in and have gone through screening processes to prevent duplicate accounts, fraud, etc.

Q10.

How does Leger Opinion ensure the quality of its panel?

The quality of the Leger Opinion panel is second to none. Our recruitment methods have a huge impact on this quality. We use validation techniques throughout the registration process such as username and password restrictions, de-duplication with our existing panel and simultaneous recruitment campaigns based on various criteria.

In addition, we also take measures to ensure data protection and data security in conformity with the highest industry standards and protocols. Some of the quality checks in place include:

- A double-opt in process.
- Panelist profiles are updated every 6 months, and sleepers are removed.
- A multi-pronged de-duping system.
- Invalid email addresses are tested and removed from our panel.
- Cheaters and speeders are identified, and repeat offenders are removed from the panel.
- Suspicious email addresses, domain names and/or IP addresses are blocked.
- Telephone number verifications are completed when panelists claim rewards to detect duplicate or fraudulent accounts.

Q11.

How are LEO panelists profiled?

Upon registration, all panel members complete a recruitment questionnaire which provides us with the following information:

- Name
- Gender
- Year of birth
- Province/state/region
- Postal/ZIP code
- Email address

- Education level
- Employment status
- Occupation
- Employment sector
- Annual household income
- Household size
- Internet usage
- Age and gender of other household members

Additional information on the panelists (e.g., pets, beverages, finances, electronics, vehicles) is collected following the recruitment questionnaire in a series of short profiling surveys. In addition to the information from the recruitment and profiling questionnaires, we collect a wide range of data on a variety of topics through periodic screener surveys. Panelists are asked to update their profiling questionnaires every 6 months. These data points can be used for targeted sampling purposes if required.

Q12.

How are LEO panelists incentivized? Are there different incentives for different statuses? Are they incentivized even if they don't complete the study?

Panelists are incentivized with LEO points via the LEO platform. 1,000 LEO points are equivalent to approximately 1 CAD. They earn LEO points that can be redeemed for their choice of reward, such as gift cards, prepaid cards, PayPal transfers, etc. The panelists' incentives are based on the duration and complexity of the research they are being asked to take part in. They are incentivized for every study they participate in. For every study they participate in, panelists also earn chances that they can use to participate in contests on the LEO platform.

Q13.

How is consent obtained from panel members?

When panelists subscribe and double opt-in to the LEO panel, they consent to receiving email notifications when a survey becomes available for them. When asking for personal information, we must obtain their explicit consent.

Q14.

How is sample pulled/How does Leger Opinion choose who to send invitations to? How do you ensure the sample is representative? What is Leger Opinion's typical sampling methodology?

Leger Opinion uses proprietary software in accordance with Canadian census data to generate representative samples of the population. A response rate based on age, gender and region is then factored in to ensure optimal representativity. The software uses an interactive selection algorithm that balances one variable at a time in order of priority, as follows:

- The first step is to extract all active and available panelists that meet the screening criteria.
- The algorithm then examinates the main/primary variables and identifies the number of panelists who satisfy each target.
- The sample pool is randomized.
- Finally, the sample is distributed and balanced among all target groups.

Q15.

Will Leger Opinion send reminders? If so, how does this work? How often?

Reminders can be sent to panelists who have not yet completed a survey. This is done on an as-needed basis and will depend on the type of project, length of time in field and number of completes needed. Typically, 90% of our panelists will respond to the survey from their LEO account or when they receive their first email invitation if they are interested in completing it. This means that with each reminder we send, the click rate is very low. Sending too many reminders is inefficient and irritates panelists. We do not send more than two reminders to the same panelist for any given study (with certain exceptions), and we ensure an adequate amount of time has passed between each reminder.

Q16.

Will Leger Opinion use suppliers for projects? If so, how does that process work? How do you choose a supplier?

Leger Opinion maintains its own panel. However, due to the dynamic nature of the online market research business, at times, we must rely on third-party online sample suppliers. If this is the case, one-on-one meetings are set up with potential partners to evaluate their recruitment methods and ensure that they respect Leger's strict quality standards. Over the years, we have developed a strong relationship with different providers to ensure respondent quality.

Q17.

Can Leger Opinion keep track of sample invitations, reminders, bounce backs, etc.?

We can track all the information you need for any methodology or technical reports. This can include, but is not limited to, the number of invitations sent to panelists; the number of reminders sent to panelists; when invitations are sent; the number of emails that bounced back; the number of unopened emails; the number of completes, terminates, or over quotas, etc. It is important to let us know if you will need this information before your project starts, as some of these variables need to be tracked on an ongoing basis throughout the project.

Q18.

How does Leger Opinion use and implement quotas?

Quotas depend significantly on the specific project. If you are programming the survey on a DIY platform, the quotas will need to be implemented on the platform, and you will need to provide us with regular updates on which quotas have been achieved and what is missing to reach the remaining quotas. If the study is being programmed and hosted by Leger Opinion, the quotas will be programmed into our platform, and we will be responsible for monitoring these quotas daily. Quotas are typically established using Statistics Canada census data unless the target is a low incidence population or too specific to implement these quotas.

Q19.

Where is the data stored? Who will have access to the data? Is the data anonymous?

If the survey is hosted on a DIY platform, Leger Opinion has no access to any of the data. If Leger Opinion is programming and hosting the data, the data will be stored on our platform and our Canadian servers. Unless otherwise instructed by a client, Leger will archive client data as follows: twelve (12) months for Personal Information and thirty-six (36) months for primary data. Leger reserves the right to charge the client a fee, determined by Leger from time to time, to store data for longer than said time periods. PII is never collected unless panelists provide explicit consent, so all responses are anonymous, and panelists are identified only using a unique identifier code that is different for each project.

Q20.

How does the payment process work?

Typically, we send invoices upon project completion. We can also send invoices in advance or send split invoices if needed. To send an invoice, we simply need your billing information (name, email, address, institution/person) along with any other information you want included on the invoice (i.e., PO#, if necessary). Our accounting team will send the invoice on the appropriate date along with payment instructions.

Q21.

What academic institutions has Leger Opinion worked with?

We have a dedicated team that works closely with academics to help support a wide array of comprehensive research through various methodologies. Some of the universities we've worked with include...

We’ve had the privilege of working with top academic institutions around the world, including:

- University of British Columbia
- Université de Montréal
- Duke University
- Western University
- Northwestern University
- Carleton University
- McMaster University
- Wilfred Laurier University
- Memorial University of N.L.
- McGill University
- Université du QC en Outaouais
- Leiden University
- University of Guelph
- University of Oregon
- Dalhousie University
- École Polytechnique
- Queen’s University
- New York University
- Simon Fraser University
- Royal Roads University
- Université du QC à T.-R.
- Cape Breton University
- University of Waterloo
- Université de Sherbrooke
- University of Alberta
- University of Pennsylvania
- University of Lethbridge
- University of Calgary
- Princeton University
- University of Regina
- Concordia University
- Université Laval
- York University
- Toronto Metropolitan University
- University of Manitoba
- University of Groningen
- University of Toronto
- University of Ottawa
- Dartmouth College
- HEC Montréal
- University of Victoria
- University of South Carolina
- University of Saskatchewan
- University of Vermont
- Brock University
- Université du QC à Montréal
- University of Cambridge
- Université du QC à Chicoutimi
- University of Fraser Valley
- University of Connecticut

Connect with our dedicated team to learn how we can reach your audience.

Contact us

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Léo

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