FROM LEGERWEB TO LEGER OPINION, WHO ARE WE?

NOT YOUR AVERAGE DATA COLLECTION COMPANY

Born from the desire to reinvent research in 2004, Legerweb has become the largest proprietary panel in Canada. 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 five years and counting 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...

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, Earnscliffe
ALL PANELS ARE NOT CREATED EQUAL...

AT LÉGER 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 Léger 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 Léger 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!

WE ARE RESEARCHERS EXECUTING DATA COLLECTION

MEET THE TEAM

“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

“Aall 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

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“A NOTE FROM A FAN
“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

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
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.

LEO 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.

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.

**AN ENGAGED PANEL IS THE RESULT OF A SATISFIED PANEL**

“**We find it crucial to incentivize 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, which complements 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
FULL-SERVICE DATA COLLECTION

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

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
Senior Account Manager

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 COLETTI
CEO, Abacus Data

CATI

The nature of some studies means that only a telephone approach will do. When this is the case, we have 215 stations in three call centres 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 call centres in different locations (Montreal, Winnipeg, Vancouver)

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

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 {  }.

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

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.

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.

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

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.

"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
Director, Client Development
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

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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