EVERY SAMPLE PROVIDER PROVIDES SAMPLE.

NO OTHER SAMPLE PROVIDER PROVIDES SAMPLE LIKE WE DO.
We are forward-thinkers who believe in the power and infinite capabilities of online research. Every one of us thrives on the frontline, protecting our clients’ interests and propelling our industry into the future. We are always-evolving, ever-optimistic and, we’ve been told, a whole lotta fun. We look forward to proving it to you.

Why did we build Full Circle?

Because our clients deserve more than more. They deserve better.

They deserve access to an evolved sampling strategy that ensures consistent, balanced data.

They deserve insights from attentive, high quality respondents filtered through a proven data quality scoring system.

They deserve holistic security processes that empower researchers, clients and validation and verification companies to stay ahead of fraud.

And they deserve a consultative relationship—one where their sample provider functions as a seamless, productive extension of their teams.

We built Full Circle because no one else could do it better.

#917

Since our launch in 2013, we’ve grown 481%, during a stretch when the economy only grew 6.7%.
“The key to quality is to explore every facet of the survey experience and employ a variety of proven internal and external tools in innovative ways. For Full Circle, digging in and diving deep consistently delivers more thoughtful, usable answers.”

-Nate Lynch, co-CEO
"WHAT'S YOUR DATA QUALITY?"
"WHAT PROCESSES ARE IN PLACE?"

And other questions we're not afraid to answer.

You're tired of sifting through unacceptable (and expensive!) fraudulent data post-survey because your provider didn't work up front to eliminate it.

Sure, every survey creates the potential for fraud. But Full Circle designs systems that ensure our sample is clean, so you can make exceedingly intelligent, accurate business decisions. We call this service HoNoR (Holistic Next-level Research)™.

HoNoR surveys are purified—seamlessly and automatically. Our fluid technology platform embodies an unprecedented algorithm so advanced, it frees our time to deliver a deeply worthwhile consultative experience. Intuitively proactive. Refreshingly transparent. And customized specifically for you.
Meet the first and only U.S. online consumer sample provider with ISO 26362 certification.

ISO 26362 research standards are a barometer of quality for our entire industry. They were created with the consensus of research practitioners from around the world, universally recognized and globally trusted.

The audit process is an unbiased, third-party verification of our compliance. It is not a process for the weak. It is a process for the transparent.

To first earn our certification in 2014, we had to willingly expose every aspect of our internal practices, partner vetting, security, privacy procedures and more. Documented proof and multiple in-person audits were required. And annual reviews must be passed at a certain minimal scoring level for us to remain certificated.
WHY DO WE CARE ABOUT QUALITY?

• Uncover inefficiencies
• Encourage searches for solutions that align with our mission
• Define internal responsibilities and promote team satisfaction
• Ensure more consistent, reliable, transparent products and services
• Provide a basis for subcontractor evaluation
• Reduce errors and rework

WHY SHOULD YOU CARE ABOUT QUALITY?

• Reveal deeper insights to give your sample an edge
• Retain confidence that your project’s processes meet industry standards
• Improve your ability to buy from us effectively
• Nurture a more productive, long-term relationship
• Ensure timely delivery
QUALITY EVERY STEP OF THE WAY.

PRE: RECRUITMENT
- Quality-control Algorithm
- Digital Fingerprinting
- Frequency Cap Enforcement
- Exclusive Website Partnerships
- Permission-based, Double Opt-in
- Suspect IP/Domain Elimination

DURING: SURVEY
- Open-end Scoring
- Third-party Verification
- Red Herrings

POST: HYGIENE
- Respondent Blacklists
- Client Review
AT THE HEART OF IT ALL IS A ROUNDTABLE.

Sample providers are nothing without their panel. We all know that. But cultivating an intensely satisfying, insights-gleaning community? That takes Full Circle know-how.

We take the time to build relationships with our members. We know where they like to complete our surveys and when. Mobile? Tablet? Break of dawn? Dusk? Exposing nuances is the secret to our loyal following.

This is the Survey Roundtable consumer-facing experience. Where revelations start at Nanosecond No. 1.
RECRUITMENT

More than 25 exclusive website partners engage your audience while they’re doing what they love at sites they already trust. We ask potential community members if they’d like to participate in market research studies. If yes, with one click, they’re introduced to Survey Roundtable. Some participants are invited to fulfill specific client demands. Others are chosen to increase our representation across the globe. Regardless, niche-builds are always top-of-mind.

REGISTRATION

Our registration form collects simple, basic, demographic information, including names and email addresses. The Full Circle system seamlessly sends confirmation emails, which include personalized double opt-in (DOI) links. Members click their links to confirm community membership and voilà! They’re instantly participating in applicable open surveys. This process is proven to produce higher-than-industry-standard response rates, which makes Full Circle-sense.
INCENTIVE

The type of audience, how long the project takes to field, its incidence, complexity, length and topic—it all factors into our structured incentive program. As our aim is to maximize response rates, we take the time to tailor the incentive to the member. Of course we do not ever advertise incentives to join our community. But once the registration and security process is complete, our members can have at it, earning points to acquire local restaurants’ and store gift cards, VISA debit cards, charitable giving, credits on Amazon and iTunes and much, much more.

INVITATION

An ISO 26362-approved survey invitation process has been proven to be the simplest, most effective way to nurture our enviable community build. Every invite is transparent, providing pertinent information, including the generic nature of the survey topic (we remove bias or baiting by eliminating screener clues). We are also upfront about our expectations regarding specifics such as survey length, how long the survey will be open and incentive offers. An opportunity to unsubscribe from our community is always included, as well is our community feedback email address.
FEEDBACK

When it comes to measuring respondent satisfaction we don’t guess. We ask! And the Survey Roundtable community does not hold back, eagerly sharing their opinions of our service and surveys. To ensure the growth of a healthy, vibrant community, we actively engage in these relationships before, during and after survey completion (and sometimes randomly, just for fun). We also provide friendly, knowledgeable 24/7 customer service—a community for our community. And this information is, of course, available to any client who asks for it.

THE DETAILS MAKE THE DIFFERENCE

THE MOST INVITES A MEMBER RECEIVES MONTHLY

Yes, it is lower than industry standard. Yes, it elicits a higher response rate. Yes, it is proven.

CAN WE? OH YES WE CAN.

✓ Exclude members based on survey experience for the same client or subject.
✓ Batch-deploy invitations across any demographic/psychographic information.
✓ Differentiate between those who received invites and those who completed surveys.
NITTY-GRITTY IS OUR MIDDLE NAME.

Decades of experience in the online space give our team a uniquely qualified perspective: It's not enough to throw a bunch of demo points at a bunch of people. There's an art to knowing precisely what to ask of the specific person our client covets. No waste. No fluff. Just the perfect balance of inquiry, delivery and respect to illicit the richest answers.
Full Circle leads the pack in profiling trends, niche segmentation and, thanks to HoNoR, validation. We do it all by vigilantly protecting the processes that make Full Circle data, Full Circle data.

We dive deep, starting at registration.

We ask the right questions at the right time in the right way.

We keep our data up-to-date.

We encourage our community to do the same.
WHAT SURVEY ROUNDTABLE WANTS TO KNOW
(And this isn't the half of it.)
IT Job Functions
• CIO/CTO/CSO
• IT Management
• IT Professional
• System/Network/Architecture
• Administration
• NT, Unix, Solaris, Linux, Novell, Cisco

Demographics
• Industry
• Company Size
• Revenue

Additional Screening Capabilities
• Decision Making Ability
• Purchasing Ability
• Software/Hardware
• Environments

LAN/WAN, WiFi
• Software Developer/Programmer/Engineer
• Java, J2EE, Linux, C++, XML,
• Visual Basic
• Project Management
• Database Administration/
• Development
• Oracle
• Web Development/Webmaster

IT Market Segments
• CRM
• ERP - SAP, SAS, Oracle, Siebel
• Middleware/Web Services
• Networking/VPN
• Security
• Storage
• Wireless/Mobile Computing
• VAR/VAD/ISV
• Oracle/Database
• IBM 390/WebSphere
• Linux/Unix

Consumer Electronics Targeting
(Brand Knowledge Included)
• Video Game Console
• Digital Camera
• Desktop Computer
• Laptop Computer
• Netbook Computer
• Tablet
• DVD
• BluRay
• GPS
• 3D TV
• LCD TV
• Plasma TV
• Home Theatre
• Smartphone
• Printer
• MP3

TECHNOLOGY PROFILES

IT has always been a Full Circle niche. But in 2017, we earned a coveted spot as a Microsoft Preferred Online Service Provider. The opportunity has been invaluable in building an even more robust IT-specific subset.
GENDER

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<th>MALE: 43.32%</th>
<th>FEMALE: 56.68%</th>
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SPANISH

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<tr>
<td>Secondary Language</td>
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<tr>
<td>Non-Spanish Speaker</td>
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AGE GROUP

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<td>18-24</td>
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<td>70-74</td>
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<td>75+</td>
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INCOME

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<td>$150K+</td>
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EDUCATION

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<td>High School Grad/GED</td>
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<td>Some College</td>
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<td>BA/BS</td>
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<tr>
<td>Ph.D</td>
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<tr>
<td>MD</td>
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ETHNICITY

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<tr>
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<td>American Indian</td>
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<td>Middle Eastern</td>
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PERCENTAGE OF WORK CONDUCTED