



# INFORMATION TECHNOLOGY

A FULL CIRCLE PANEL BOOK SUPPLEMENT

2020



**BUILD IT.  
AND THEY WILL COME.**

Since the inception of online research, Full Circle's founders have been in the trenches of the IT space. Over the past 20 years, we've successfully conducted thousands of projects, pouring that expertise into Full Circle's IT-specific niche. An expansive 150+-point profiler attracts decision-makers, implementers, developers, business owners and more, and ensures that our drill-down remains deep, wide and ahead of industry trends.

# FULL CIRCLE DIFFERENTIATORS

**HoNoR**  
Holistic Next-level Research™

**Proprietary cleaning process.** Our enhanced survey experience provides higher-than-industry-standard quality data. Thanks to HoNoR, Full Circle's fraud rate is <5%.



**Unrivaled commitment to quality.** We are the first and only US-based online consumer sample provider to earn ISO 26362 certification. We are also fully GDPR-compliant.



**Invitation-only access.** 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.



**Exclusive publisher relationships.** Leveraging our high-quality website publisher relationships translates to high-quality content, proven more likely to capture our clients' audiences' attention.



# TECHNOLOGY PROFILES

## DEMOGRAPHICS/ FIRMOGRAPHICS

- Employment Status
- Job Title
- Job Function/  
Department
- Industry
- Company Size
- Revenue
- Decision-making  
Influence/Authority

## IT FUNCTION

- CTO/CIO/CXO
- IT Middle Management
- Software Development &  
implementation
- Hardware Implementation
- IT Support/Help Desk
- Database Administration
- ERP Implementation &  
Support

## IT MARKET SEGMENTS

- Software
- IT Services & Consulting
- Computer Hardware
- Telecommunications  
Equipment
- Semiconductors/Telecom  
munications Infrastructure
- Office Equipment

## CONSUMER ELECTRONICS

### TARGETING

(including brand  
knowledge)

- Video Game Console  
Ownership/Usage
- PC Gamers
- Desktop/Laptop/Tablet  
Ownership/Usage
- Smartphone  
Ownership/Usage
- Smartphone Make/Model
- Cellular Carrier
- Household Purchase  
Decision-making

# MEET A FULL CIRCLE IT SURVEY

A typical job for us covers multiple countries and thousands of completes, broken down by segmentation. While RFPs need to be considered on a case-by-case basis (obviously), this example is a solid high-level view of our capabilities. Let's assume the maximum in-field time is two weeks with a 20-minute interview, customary incentive structure aligned with pre-set costs and a 50% incidence.

|               | IT DECISION MAKER | IMPLEMENTER | DEVELOPER | SMALL BIZ OWNER | BIZ DECISION MAKER | IT WORKER |
|---------------|-------------------|-------------|-----------|-----------------|--------------------|-----------|
| NORTH AMERICA |                   |             |           |                 |                    |           |
| US            | 2,181             | 675         | 835       | 800             | 1,425              | 22,081    |
| SOUTH AMERICA |                   |             |           |                 |                    |           |
| BRAZIL        | 806               | 250         | 268       | 285             | 610                | 8,253     |
| EUROPE        |                   |             |           |                 |                    |           |
| FRANCE        | 753               | 235         | 241       | 253             | 562                | 8285      |
| GERMANY       | 835               | 260         | 260       | 272             | 616                | 10,018    |
| ITALY         | 181               | 56          | 62        | 62              | 141                | 1991      |
| SPAIN         | 275               | 85          | 87        | 91              | 197                | 2566      |
| UK            | 1,210             | 375         | 393       | 447             | 987                | 13,587    |
| ASIA-PACIFIC  |                   |             |           |                 |                    |           |
| CHINA         | 1,143             | 353         | 397       | 422             | 947                | 14,097    |
| INDIA         | 1,072             | 331         | 337       | 387             | 822                | 12,050    |
| JAPAN         | 853               | 266         | 262       | 293             | 637                | 8,728     |
| S. KOREA      | 618               | 191         | 216       | 200             | 450                | 6,472     |



**Full Circle**  
Research Co.™

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