Full Circle
Research Co.™

PLAN WELL.

Full Circle's approach to sample design sets your project up for a more accurate data set.

Gender		Starts	Start %	Census %	Var.
	Male	2886	55%	49%	6%
	Female	2387	45%	51%	-6%
		5273			
Age		Starts	Start %	Census %	Var.
	18 to 24	463	9%	12%	-3%
	25 to 34	926	18%	18%	0%
	35 to 44	907	17%	16%	1%
	45 to 54	833	16%	17%	-1%
	55 to 64	988	19%	17%	2%
	65+	1156	22%	20%	2%
		5273			
Region		Starts	Start %	Census %	Var.
	Northeast	1118	21%	17%	4%
	Midwest	1047	20%	21%	-1%
	South	2051	39%	38%	1%
	West	1057	20%	24%	-4%
		5273			
Income		Starts	Start %	Census %	Var.
	Under $25k	1002	19%	21%	-2%
	$25K to $49,999	1350	26%	23%	3%
	$50K to $74,999	1078	20%	18%	3%
	$75K to $99,999	632	12%	12%	0%
	$100K to $149,999	712	14%	14%	-1%
	$150K	499	9%	12%	-3%
		5273			
Race		Starts	Start %	Census %	Var.
	Asian, Pacific Islander, or Asian American	280	5%	6%	0%
	Black or African American	550	10%	12%	-2%
	Hispanic, Spanish or Latino	602	11%	18%	-7%
	Native American or American Indian	34	1%	1%	0%
	White or Caucasian	3732	71%	61%	10%
	Other	75	1%	3%	-1%
		5273			0%

Highlighted demos (under -3%) are underrepresented in this data set.

It is impossible to eliminate fraud without HoNoR.

There is no reason to accept suspect data when you can use Full Circle's proprietary service, HoNoR (Holistic Next-level Research™). HoNoR's automated attention algorithm creates a real-time FC+ Quality Score for all of our respondents, first by verifying profile information and, then, by using quantitative and qualitative data checks to ensure that our members are paying attention. HoNoR also employs three unique bot detection processes to stop fraud in its tracks.

It is impossible to be successful without stratification.

Equally important in sample design is accurately identifying your true target audience. HoNoR allows completes to fall naturally amongst a census balanced by start stratification plan, thereby increasing your survey's accuracy. The chart here is an example of the balance report we use for all census balance by start mailings. The goal is to be at or below -3% variance for each demographic. For census percentages, we always use the newest available estimates available on Census.org.