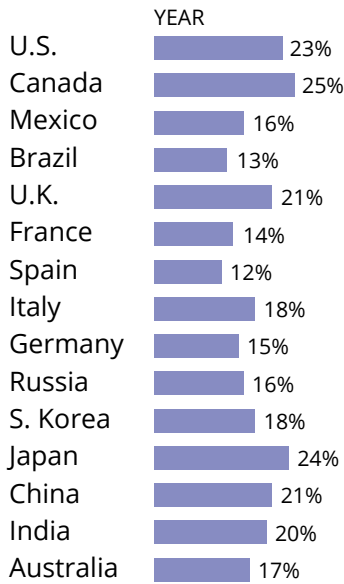


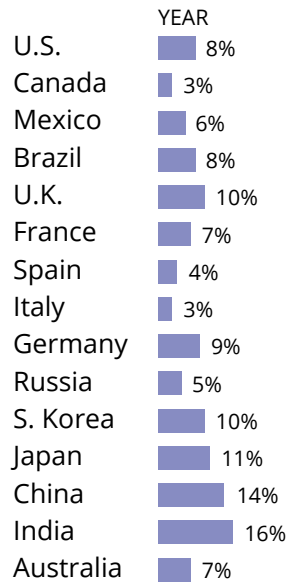
# ESOMAR Q37 | METRICS

Below are common sample and data health metrics of Full Circle's panel. They represent our proven consistency, reliability and commitment to transparency when it comes to quality data.

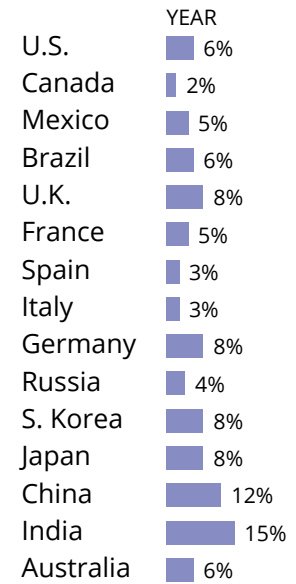
## 01. Average qualifying or completion rate



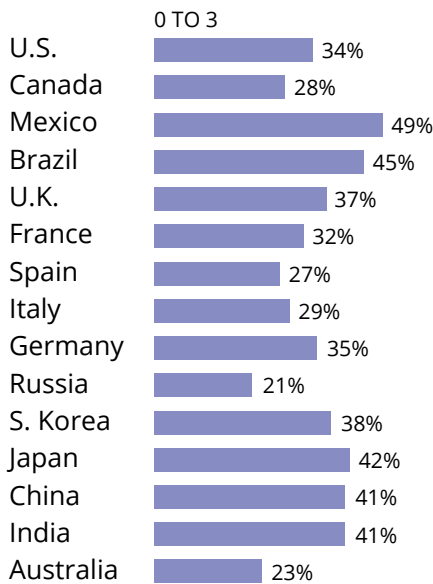
## 02. Percent of paid completes rejected per project



## 03. Percent of members' accounts removed or quarantined



## 04. Percent of paid completes from 0-3 months tenure



## 05. Percent of paid completes by smartphones

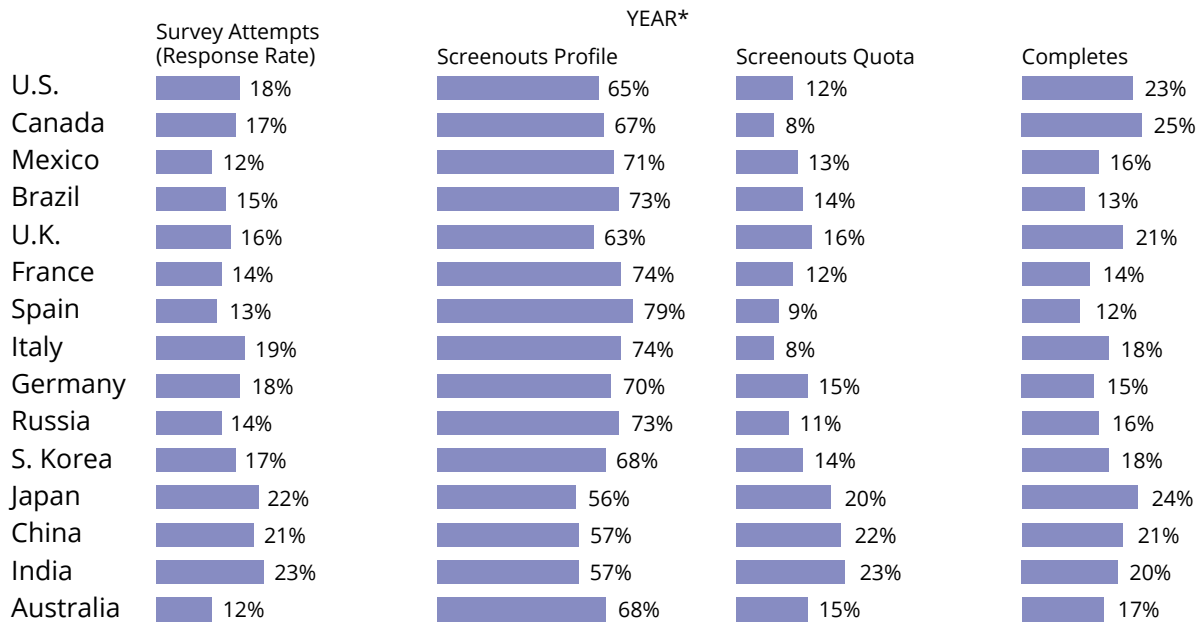
*Device information is not tracked in Kinesis.*

## 06. Percent of paid completes from owned/branded member relationships versus intercept participants

*This data is not tracked in Kinesis.*

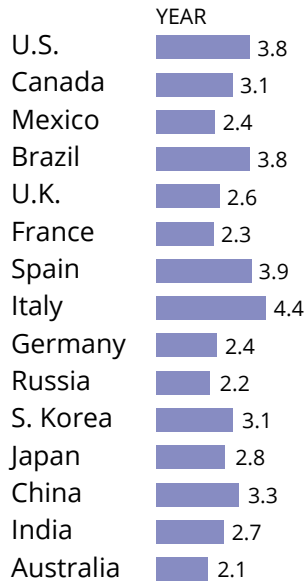


**07. Average number of dispositions (survey attempts, screenouts, and completes) per member**

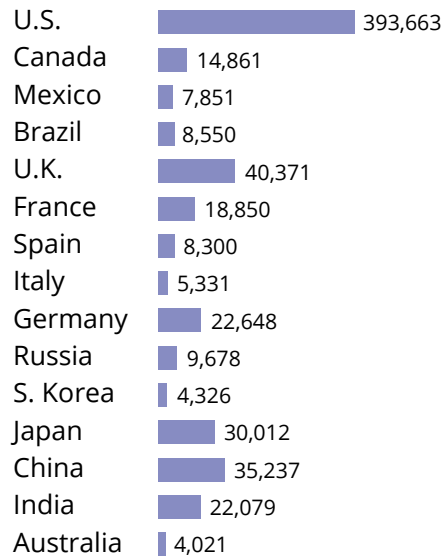


\* Our SRT Profile is included in the survey count.

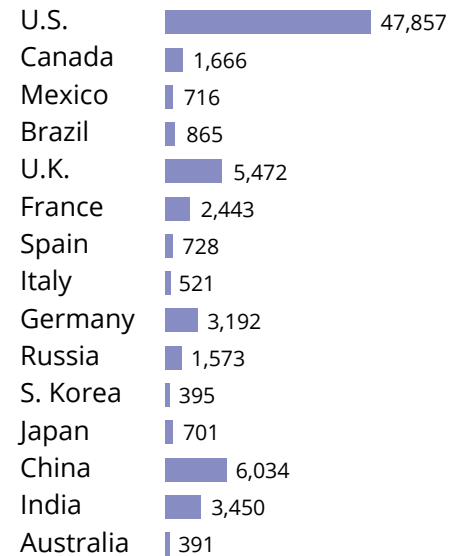
**08. Average number of paid completes per member**



**09. Active unique participants in the last 30 days**



**10. Active unique 18-24 male participants in the last 30 days**



**11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview**

*This data is not tracked in Kinesis.*

**12. Percent of quotas that reached full quota at time of delivery**

*This data is not tracked in Kinesis.*