INFORMATION TECHNOLOGY
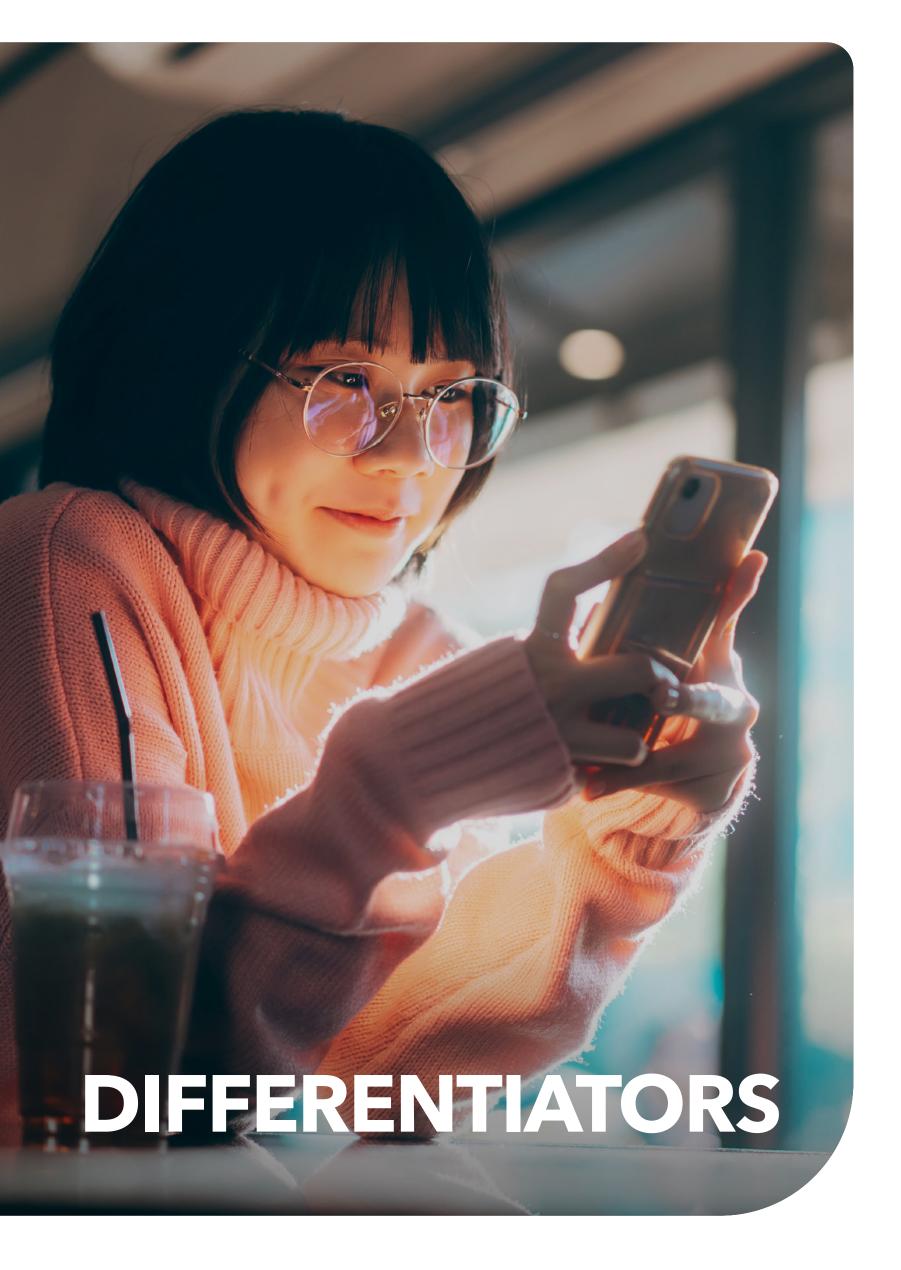
A Full Circle Panel Book Supplement

Full Circle
Research

QUALITY
IT INSIGHTS
START HERE

Since the inception of online research, Full Circle's founders have been in the trenches of the IT space, successfully conducting tens of thousands of projects. That's the expertise that's poured 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.

DIFFERENTIATORS

1 HoNoR®

We start with **HoNoR (Holistic Next-Level Research)®**, our award-winning, enhanced survey experience. This proprietary marriage of advanced tech, flexible community strategies and unparalleled quality controls leverages qualitative and quantitative measures to generate an FC+ Quality Score based on a respondent's profile accuracy and real-time attention level. There is no gray area: If respondents don't pass, they're terminated. This is how we consistently and automatically deliver a lower reconciliation rate, which increases the likelihood of achieving quality responses. We do not use or keep historical scores, we indirectly blacklist panelists who provide poor responses and we re-ask demographic information to ensure consistency and accuracy. **HoNoR** is seamless, runs in real time and doesn't require cookies or PII.

2 Intelligent Matching

After passing **HoNoR**, panelists are intelligently paired with the surveys they are most likely to complete—automatically and in real time. It's a one-of-a-kind, in-moment placement powered by a machine-learning engine and algorithms, both proprietary, that allow Full Circle to improve engagement while ensuring clients receive census-representative sample. The process also incorporates a randomization component (say, topical) to avoid the statistical biases often seen from other online sample companies.
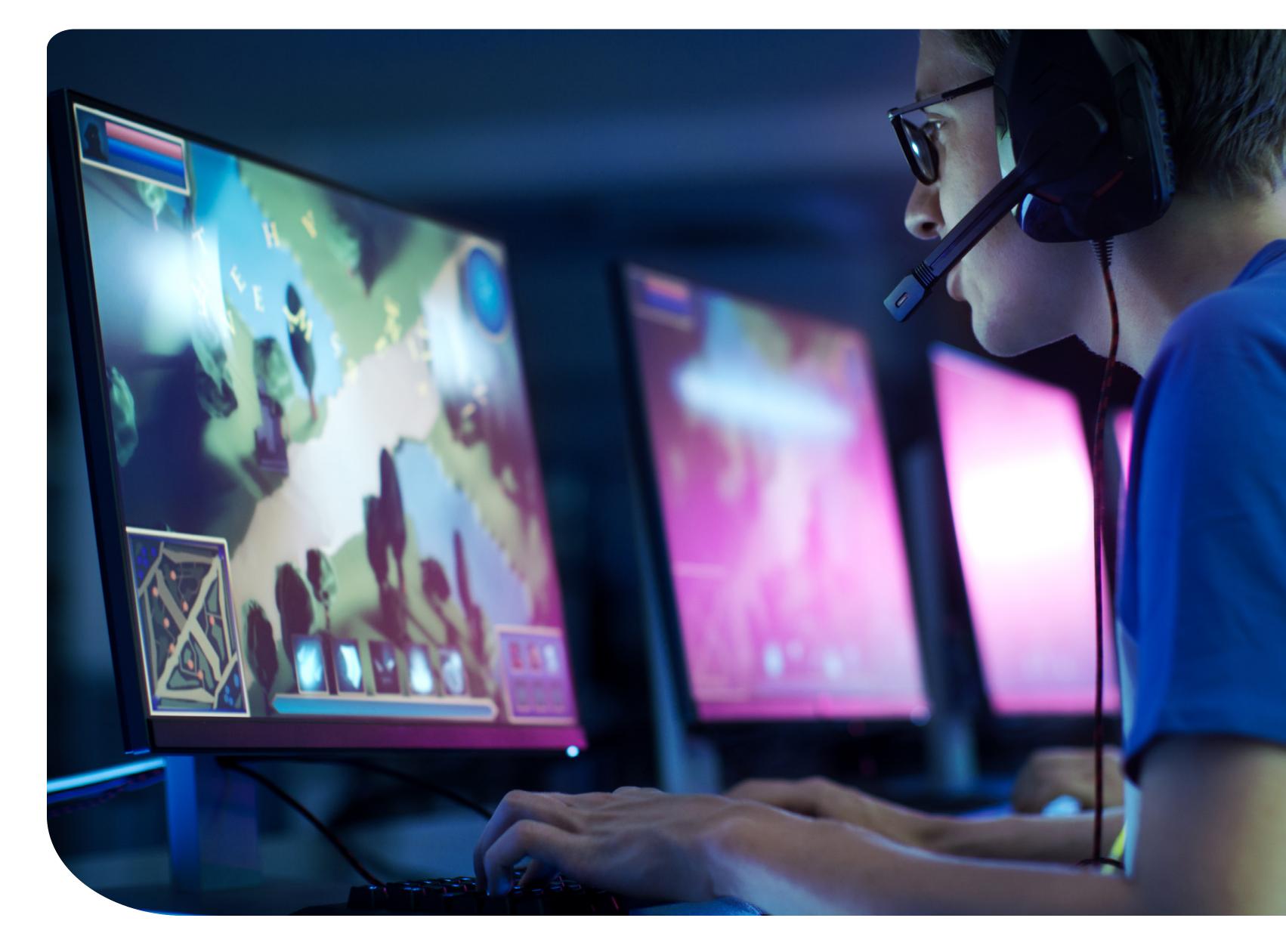
③ Smart Sample Design

HoNoR ensures completes fall naturally amongst a census balanced-by-start stratification plan, thereby increasing a survey's accuracy. For every demographic, we strive for at or below -3% variance. And unlike others, we always use the newest estimates available on **Census.gov**.

④ Consultative Service

As one of the last remaining independent market research firms, we function as an extension of our client's teams, often being called in as consultants for our client's clients. All of our team members have 10+ years in research, which means experienced eyes watch every project no matter when it fields. We also have an internal ISO Quality Manager responsible for program compliance, internal auditing and continuous improvement.

TECHNOLOGY PROFILES

Industry
- Bio-Tech
- Broadcast
- Computer (hardware, software)
- E-Commerce
- Electronics
- Engineering
- Emergency Services
- Financial Services
- Gaming
- Government & Military
- Healthcare, Pharmaceutical, Biotech
- Hospitality
- IT (compliance, hardware, security, VAR)
- Manufacturing
- Telecomm (wireless, wireline, internet)
- Utilities

Title
- C-Suite/Executive
- Account Manager
- Administrator
- Business Development
- Analyst
- Consultant
- Engineer
- Programmer/Developer/Designer
- Student

Demographics
- Company Size
- Company Annual Gross Revenue
- Type (for-profit, government, nonprofit, education, etc.)
- Departments (leadership, operations, finance, admin, customer service, etc.)
- Decision-Making Ability

Products
Brand, usage, accessories and more
- Camera (digital, film)
- CD/DVD Player
- Cell Phone (smartphone, non-smartphone)
- Computer (desktop, laptop, netbook, tablet)
- E-Reader
- GPS
- Home Theater/Security
- Printer (inkjet, laser, multi-function, 3D)
- Satellite Radio/TV
- Speakers (bluetooth, mobile, wireless)
- Streaming Device
- TV (3D, LCD, LED, OLED, Plasma, 4D)
- Video Game (console, handheld)
- VR
- Wearable Tech
- Webcam

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						
U.S.	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	8,285
GERMANY	835	260	260	272	616	10,018
ITALY	181	56	62	62	141	1,991
SPAIN	275	85	87	91	197	2,566
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

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Shelton, CT

Union City, NJ

York, PA

Baltimore, MD

Atlanta, GA

Santa Rosa Beach, FL

Cleveland, OH

Houston, TX

Portland, OR

San Francisco, CA

Los Angeles, CA

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Full Circle Research