



# WORK WELL.

What's our secret to delivering pure online sample? An industry-leading, **three-pronged approach**—the fastest, most effective path to higher-quality insights for you.



## 1 HoNoR

Full Circle Research's **HoNoR** (Holistic Next-Level Research™) is an award-winning, enhanced survey experience. Its marriage of advanced technology, flexible community strategies and unparalleled quality controls deliver immediate access to the cleanest data in the industry. **HoNoR** leverages qualitative and quantitative measures to analyze real-time responses and generate a FC+ Quality Score, based on a respondent's profile accuracy and attention level. All this work is done seamlessly in real-time, eliminating fraudulent activity before it ever reaches your survey: If respondents' scores do not meet our high standards, they are terminated.

## 2 SAMPLE STRATEGY

When it comes to sample quality, we cannot stress the importance of identifying your true target audience.

**HoNoR** ensures completes fall naturally amongst a census balanced by start stratification plan, thereby increasing a survey's accuracy. Unlike others, we always use the newest estimates available on Census.org.

## 3 CONSULTATIVE SERVICE

Full Circle remains one of the industry's last independent market research firms, allowing us to function as a true extension of your team. Every one of us is an online research vet, dedicated to providing a proactive survey experience.