AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
MULTIPLE AWARD SCHEDULE
FEDERAL SUPPLY GROUP: PROFESSIONAL SERVICES

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Strategic Research Insights, Inc.
700 Alexander Park, Suite 100
Princeton, NJ 08540
(P) 609-751-5231 (F) 609-228-5929
www.srinsights.com
Contract Administrator: Venky Jagannathan, venky.jagan@srinsights.com

Contract Number: 47QRAA22D009F

Period Covered by Contract: May 9, 2022 through May 8 2027

Business Size: Small Business

General Services Administration
Federal Supply Service

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSA Advantage.gov.
CUSTOMER INFORMATION:

1a. Awarded Special Item Number(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: See page 4.

1c. Descriptions of all corresponding commercial job titles with experience, functional responsibility and education are provided beginning on page 5.

2. Maximum Order: 541613 - $500,000  
                   541910 - $500,000  
                   OLM - $250,000

3. Minimum Order: $100

4. Geographic Coverage: Domestic and Overseas

5. Point of Production: N/A

6. Prices Shown Herein are Net (discount deducted)

7. Quantity Discount: 1% on all single orders above $350,000

8. Prompt Payment Terms: Net 30
   Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Items: None

10a. Time of Delivery: Strategic Research Insights, Inc. shall deliver or perform services in accordance with the terms negotiated in an agency’s order.

10b. Expedited Delivery: Consult with Contractor

10c. Overnight/2-Day Delivery: Consult with Contractor

10d. Urgent Requirements: Consult with Contractor

11. FOB Point: Destination
12a. Ordering Address:  
ATTN: Venky Jagannathan  
700 Alexander Park, Suite 100  
Princeton, NJ 08540  
(P) 609-751-5231 (F) 609-228-5929  
venky.jagan@srinsights.com

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment Address:  
ATTN: Venky Jagannathan  
700 Alexander Park, Suite 100  
Princeton, NJ 08540  
(P) 609-751-5231 (F) 609-228-5929  
venky.jagan@srinsights.com

14. Warranty Provisions: Contractor’s Standard Warranty

15. Export Packing charges: Not applicable

16. Terms and conditions of rental, maintenance, and repair: Not applicable

17. Terms and conditions of installation: Not applicable

18a. Terms and conditions of repair parts: Not applicable

18b. Terms and conditions for any other services: Not applicable

19. List of service and distribution points: Not applicable

20. List of participating dealers: Not applicable

21. Preventive maintenance: Not applicable

22a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: Not applicable

22b. Contact Strategic Research Insights, Inc. for Section 508 compliance information. The EIT standards can be found at: http://www.section508.gov

23. Unique Entity Identifier (UEI) number: VQPJB1LBLGB9

24. Strategic Research Insights, Inc. is registered in the System for Award Management (SAM) database.
## GSA Hourly Rates

**SIN 541613 & SIN 541910**

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>05/09/22 – 05/08/23</th>
<th>05/09/23 – 05/08/24</th>
<th>05/09/24 – 05/08/25</th>
<th>05/09/25 – 05/08/26</th>
<th>05/09/26 – 05/08/27</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613 &amp; 541910</td>
<td>Administrative Assistant</td>
<td>$59.85</td>
<td>$61.76</td>
<td>$63.74</td>
<td>$65.78</td>
<td>$67.89</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Analysis Manager</td>
<td>$199.50</td>
<td>$205.88</td>
<td>$212.47</td>
<td>$219.27</td>
<td>$226.28</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Data Analyst</td>
<td>$124.69</td>
<td>$128.68</td>
<td>$132.79</td>
<td>$137.04</td>
<td>$141.43</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Director</td>
<td>$299.24</td>
<td>$308.82</td>
<td>$318.70</td>
<td>$328.90</td>
<td>$339.43</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Engagement Manager</td>
<td>$249.37</td>
<td>$257.35</td>
<td>$265.59</td>
<td>$274.08</td>
<td>$282.85</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Fieldwork Manager</td>
<td>$119.70</td>
<td>$123.53</td>
<td>$127.48</td>
<td>$131.56</td>
<td>$135.77</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Moderator</td>
<td>$478.59</td>
<td>$493.90</td>
<td>$509.71</td>
<td>$526.02</td>
<td>$542.85</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Principal</td>
<td>$335.01</td>
<td>$345.73</td>
<td>$356.80</td>
<td>$368.21</td>
<td>$380.00</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Programmer</td>
<td>$124.69</td>
<td>$128.68</td>
<td>$132.79</td>
<td>$137.04</td>
<td>$141.43</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Research Analyst</td>
<td>$149.62</td>
<td>$154.41</td>
<td>$159.35</td>
<td>$164.45</td>
<td>$169.71</td>
</tr>
<tr>
<td>541613 &amp; 541910</td>
<td>Sample Recruiter</td>
<td>$119.70</td>
<td>$123.53</td>
<td>$127.48</td>
<td>$131.56</td>
<td>$135.77</td>
</tr>
</tbody>
</table>
Labor Category Descriptions

Administrative Assistant

**Functional Responsibility:** The Administrative Assistant recruits survey respondents via various avenues such as phone, fax, or email. Responsible for sample fulfillment and making sure only genuine respondents complete the survey. Responsible for achievement of desired sample size.

**Minimum Education:** Associate's

**Minimum Experience:** 1 year

Analysis Manager

**Functional Responsibility:** The Analysis Manager manages the entire engagement. Supervises and guides Research Analysts and Quality Control (QC) personnel in their work. Responsible for finalization of the surveys and reports. Completes client interactions as needed.

**Minimum Education:** Bachelor's

**Minimum Experience:** 5 years

Data Analyst

**Functional Responsibility:** The Data Analyst conducts market research tasks such as development of questionnaires or discussion guides, creating charts and graphs from the results, keeping projects moving forward, and also checking the quality of work of other team members at the same level.

**Minimum Education:** Bachelor's

**Minimum Experience:** 1 year

Director

**Functional Responsibility:** The Director is a Vice President (VP) on a pathway to become a Principal. In projects without a principal they will act as one. The final responsibility of the project success resides on their shoulders. Builds long-term relationship with the client. Designs research projects and advises clients, as well as internal teams, on the best approaches and analytics to use. Supervises each project at interim points to ensure accurate and steady progression. Reviews and finalizes the final deliverables for the client in each engagement.

**Minimum Education:** Master's

**Minimum Experience:** 10 years
**Engagement Manager**
**Functional Responsibility:** The Engagement Manager oversees the overall management of the project. Manages all the moving parts as well as team members, process, timelines, and deliverables of the project. Supervises all junior team members and guides them. Serves as the primary Point-of-Contact (POC) with the client.

**Minimum Education:** Bachelor's

**Minimum Experience:** 7 years

**Fieldwork Manager**
**Functional Responsibility:** The Fieldwork programs and tests surveys using specialized software designed specifically for this task. QC tests surveys. Helps with data validation tests. Provides final data to Analysts. Responsible for error-free programming of surveys.

**Minimum Education:** Associate's

**Minimum Experience:** 1 year

**Moderator**
**Functional Responsibility:** The Moderator conducts qualitative primary research such as focus groups, one-on-one interviews, and more. Has ability to establish a rapport with respondents and to interview them in a manner that addresses all the objectives of the study. Expert at identifying subtle nuances of key issues pertinent to the client work.

**Minimum Education:** Master's

**Minimum Experience:** 7 years

**Principal**
**Functional Responsibility:** The Principal has the final responsibility of the project success resided on their shoulders. Builds long-term relationship with the client. Designs research projects and advises clients, as well as internal teams, on the best approaches and analytics to use. Supervises each project at interim points to ensure accurate and steady progression. Reviews and finalizes the final deliverables for the client in each engagement.

**Minimum Education:** Master's

**Minimum Experience:** 10 years

**Programmer**
**Functional Responsibility:** The Programmer conducts basic data analyses such as between group t-tests, time series t-tests, crosstabulation, regression analysis, and more. Also conducts thorough quality check on analysis conducted by other team members at the same level.
Minimum Education: Bachelor’s

Minimum Experience: 1 year

Research Analyst

Functional Responsibility: The Research Analyst manages the data analysis process from the beginning to the end. The final QC responsibility resides on their shoulders. Guides Junior Analysts. Conducts complex analyses themselves such as Latent Class Segmentation, Big Data Analysis, Predictive Analytics, etc., and QC of the work of colleagues at the same level.

Minimum Education: Master’s

Minimum Experience: 2 years

Sample Recruiter

Functional Responsibility: The Sample Recruiter manages the entire respondent recruitment process from the beginning to the end of the project. Responsible for respondent management, honoraria disbursement (if any), and the overall quality of the sample.

Minimum Education: Bachelor’s

Minimum Experience: 1 year

Experience & Degree Substitution Equivalencies

Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

<table>
<thead>
<tr>
<th>Equivalent Degree</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>High School/GED + 2 years relevant experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience or High School/GED + 4 years relevant experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s + 2 years relevant experience or Associate’s degree + 4 years relevant experience or High School/GED + 6 years of relevant experience</td>
</tr>
<tr>
<td>Doctorate</td>
<td>Master’s + 2 years relevant experience or Bachelor’s + 4 years or Associate’s + 6 years relevant experience or High School/GED + 8 years relevant experience</td>
</tr>
</tbody>
</table>