Federal Supply Service
Authorized Federal Supply Schedule Price List

CIC RESEARCH, INC.

…ability earned through experience

GSA Corporate Contract

Multiple Award Schedule
Federal Supply Group: MAS

Price List Current as of Modifications: PS-A812 effective February 12, 2020

Contract Number: GS-00F040CA
Contract Period: February 11, 2015 through February 10, 2025

Contractor: CIC Research, Inc.
8361 Vickers Street
San Diego, CA 92111 2112

Business Size: Small, Disadvantaged, Veteran-Owned Business

Telephone: (858) 637-4000
FAX Number: (858) 637-4040
Web Site: www.cicresearch.com
E-mail: pjaffe@cicresearch.com

Contract Administration: Pamela Jaffe

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 for GSA Advantage! is: www.GSAAdvantage.gov

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at: www.fss.gsa.gov/schedules-ordering
CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541611</td>
<td></td>
<td>Management and Financial Consulting</td>
</tr>
<tr>
<td>541910</td>
<td></td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td></td>
<td>Order Level Materials</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. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic and Overseas

5. Point(s) of production (city, county, and state or foreign country): Same as company address


7. Quantity discounts: None Offered

8. Prompt payment terms: Net 30 days

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

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Will Accept

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will Accept

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor
11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

12. F.O.B Points(s): Destination

13a. Ordering Address(es): Same as Contractor

13b. 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

14. Payment address(es): Same as company address

15. Warranty provision: Contractor’s standard commercial warranty.

16. Export Packing Charges (if applicable): N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor

18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

20a. Terms and conditions for any other services (if applicable): N/A

21. List of service and distribution points (if applicable): N/A

22. List of participating dealers (if applicable): N/A

23. Preventive maintenance (if applicable): N/A

24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/

25. Data Universal Numbering System (DUNS) number: 004966917

26. Notification regarding registration in System for Award Management (SAM): Currently Active
The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes SCLS applicable labor categories. The prices for the indicated (**-) SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category</th>
<th>SCLS Equivalent Code - Title</th>
<th>WD (Wage Determination) #</th>
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<tbody>
<tr>
<td>Data Entry Clerk/Keypuncher</td>
<td>01052 - Data Entry Operator II</td>
<td>2015-5635</td>
</tr>
<tr>
<td>Senior Survey Supervisor</td>
<td>01113 - General Clerk III</td>
<td>2015-5635</td>
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<tr>
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<td>01112 - General Clerk II</td>
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<td>Coder</td>
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<td>Interviewer III</td>
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<td>01112 - General Clerk II</td>
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</table>
Capabilities and Experience of CIC Research

CIC Research, Inc. is an economics, marketing, and survey research firm that was founded in San Diego, California in 1965. The firm is a California-certified; Minority and Disadvantaged Business Enterprise (CUCP #3138) owned and operated by its principals under the direction of President, Gordon H. Kubota, PhD. During CIC’s five decades in business, the firm has earned a reputation for satisfying the information and analytical needs of its clients in a timely and professional manner.

CIC is a full-service contract research firm specializing in survey data collection. The firm's major areas of professional competence include:

- travel and tourism
- transportation
- energy efficiency and awareness
- information technology
- fisheries/natural resources
- education
- greenhouse gas emissions
- marketing research
- sales forecasting
- opinion polls
- consumer research (both household and business-to-business)
- employee surveys
- customer satisfaction
- socioeconomic analysis
- regional economic impact modeling and forecasting
- land-use market analysis
- economic impact analysis
- fiscal impact studies

Additional descriptions of experience and a list of clients are found on the CIC Research website at www.cicresearch.com.

Experienced Personnel

CIC Research is owned and operated by the firm’s three working principals: Gordon H. Kubota, PhD (President), Warren L. Hull, MA (Vice President) and Joyce Revlett, MBA (Director of Surveys). Together these individuals have over 100 years of professional experience at CIC. The general organizational structure of the firm is project-team based. With each new project, a project director is designated by the principals and members of the project team are selected based on the type of project and expertise of CIC’s professional staff.

CIC Research offers its clients fresh solutions and independent ideas by using research teams with expertise and experience in a variety of disciplines. All key team members assigned to projects have worked together on previous research studies. The CIC research teams are uniquely qualified to ensure accurate, meaningful data for each proposed research study. To support proposed studies, CIC has a full-time staff of 22 people, and additional part-time staff of approximately 40 people, including experienced bi-lingual telephone interviewers, coders and translators. CIC is proud of its highly trained staff of supervisors and interviewers and their wide range of experience.
Research Services

The full-service, in-house capabilities at CIC cover all aspects of the research process from questionnaire design to survey implementation, analysis, and presentation of the data. Internal lines of staff communication are direct and immediate. This allows for greater consistency throughout the study and greater accuracy of the research. The Project Manager is available to answer questions on the study when and as they arise.

Each year, CIC conducts over 100,000 telephone and Internet interviews. In addition, CIC's staff handles more than 100,000 self-administered and face-to-face surveys during the same time period. CIC's quantitative surveys have been performed using a broad range of statistical techniques for the sampling methodology and the research analysis. CIC has extensive experience in controlling and correcting for non-response bias in surveys.

CIC has successfully conducted research projects for Fortune 500 corporations, multi-national corporations, and private firms, as well as for federal, state and local government agencies. CIC has designed and conducted numerous survey research projects for a wide variety of for-profit and nonprofit organizations worldwide. This diverse client base can be attributed to CIC's ability to design research methodologies to meet a full spectrum of corporate and government research requests. CIC takes pride in establishing long-term relationships with its clients. More than 50 percent of CIC's current projects are ongoing studies that have been requested by long-term clients. Some of CIC’s clients have relied on us for more than four decades. These clients return because of the success of their projects which have met budgetary constraints and provided accurate, timely information.

CIC is certified as a Small Business Enterprise by the Coalition of Southern California Public Agencies as well as the State of California Department of General Services (DGS#31655). The company is certified as a State Minority and Disadvantaged Business Enterprise by the California Unified Certification Program, Department of Transportation (CUCP# 3138).

Facilities and Technical Equipment

CIC has up-to-date facilities and equipment to conduct efficient and accurate economic and marketing research. The corporate headquarters are housed in a 15,000 square-foot, company-owned office in San Diego that accommodates all staff including interviewers and coders. The telephone interviewing facility includes a 30-station state-of-the-art CATI (computer-aided telephone interviewing) lab running Voxco software for the collection and processing of strategic survey data. The Voxco CATI system is an integrated survey system encompassing both CATI and Web applications which simplify survey management. All telephone surveys are conducted under direct supervision in a central telephone facility at CIC’s offices. Interviews are never conducted from interviewers' homes.

CIC has an in-house, Windows-based server system which provides a centralized location to store all project related materials. CIC’s servers also run e-mail and Internet functions. The system provides a very stable and secure environment to run SAS and SPSS statistical software for data processing and analysis. In short, CIC Research is structured and equipped to conduct quality, cost-efficient, survey research.
LABOR CATEGORY DESCRIPTIONS FOR:
541910 and 541611

Title: Principal Project Director

Functional Duties/Responsibilities: Managing contract operations and ensuring quality standards and work performance on all task orders and projects. Consults with clients. Plans, organizes, oversees work efforts, and provides management consulting services. Allocates labor and non-labor resources to the project, ensuring timely project output, implementing a total quality management approach, managing the cost structure, negotiating changes in the scope of work, approving project enhancements and dealing with the U.S. Department of Commerce contracts. Also responsible for statistical issues surrounding all projects.

Qualifications: Ph D. and 35 years of relevant management experience. Relevant experience includes strategic planning, program consulting and evaluation, quality management, performance management, process management, business management, and support services and documentation.

Title: Principal Survey Director/Coding Supervisor

Functional Duties/Responsibilities: Managing all interviewer and coding operations and ensuring quality standards and work performance on all projects. Ensures all surveys are completed in a timely, cost-efficient manner according to the highest quality standards. Responsible for having questionnaires coded, maintaining codebooks, improving coding procedures and supervising coding quality control. Allocates labor and non-labor resources to the project, ensuring timely project output.

Qualifications: M.B.A. and 30 years of relevant management experience. Relevant experience includes strategic planning, program evaluation, quality management, performance management, process management, business management, and support services and documentation.

Title: Principal Data User Liaison/Senior Economist

Functional Duties/Responsibilities: Experienced in sample design techniques, bringing statistical reliability to the survey process. Oversees all statistical aspects of the projects. Experienced in the following studies: fiscal and economic impact, transportation, land use, residential and business relocation, customer satisfaction, socioeconomic, redevelopment, and market feasibility analyses, attendance forecasts, and visitor market profile trend studies.

Qualifications: M.A. in Economics and 30 years of relevant management experience. Relevant experience includes strategic planning, program evaluation, quality management, performance management, process management, business management, and support services and documentation.

Title: Data Processing Supervisor

Functional Duties/Responsibilities: Managing contract operations and ensuring quality standards and work performance on all task orders and projects. Plans, organizes, and oversees data processing efforts. Allocates labor and non-labor resources to the project, ensuring timely and accurate project output. Managing innovations such as Excel downloads of the data, developing programming for custom reports, developing relationships with users of the data, and approving project enhancements.

Qualifications: B.S. or B.A. and 25 years of relevant management experience. Relevant experience includes strategic planning, program evaluation, quality management, performance management, process management, business management, and support services and documentation.
Title: Project Coordinator

**Functional Duties/Responsibilities:** Managing and administering data collection effort for various surveys. Serving as liaison with clients, involved in sample selection, as well as survey tracking mechanisms. Implementing and overseeing programs to establish appropriate sample levels. Coordinating and overseeing questionnaire revisions, including securing services of subcontractors to translate, back-translate and produce adequate stock of questionnaires. Overseeing field service agreements, maintaining database of contacts. Coordinating and overseeing report production, securing meeting venues, authoring monthly status reports, and editing documents as needed.

**Qualifications:** B.A. and 20 years of relevant experience. Relevant experience includes support services as well as documentation. Management of large survey projects includes liaison and coordination of people, questionnaires, and carriers.

Title: Research Analyst/Field Service Supervisor

**Functional Duties/Responsibilities:** Performs midlevel analytical and operation analyses. Provides special functional or technical expertise in the analytical or field service arenas. Works independently or under the general guidance of the Project Coordinator. Provides daily training, supervision and direction of field service team and other staff outside the realm of the team. Provides consultative advice in areas of expertise.

**Qualifications:** B.S. or B.A. and a minimum of 10 years of relevant experience. This includes functional analysis on a project by project basis, as well as experience in coordinating personnel, work schedules, training, motivating and supervising various project teams. It also includes quality control management, performance management, and support services and documentation.

Title: Statistical Analyst 1

**Functional Duties/Responsibilities:** Performs mid-level analytical and operation analyses for research and consulting studies. Provides additional forms of knowledge transfer as required. Works independently or under the general guidance of the Principal/Project Director, as well as the Senior Market Research Analyst and in coordination with the Project Coordinator. Serves primarily as fact-finder and primary document control specialist and handles multiple tasks.

**Qualifications:** B.S. or B.A., and a minimum of 10 years of relevant experience. Relevant experience includes functional analysis and analytical methods. Also includes specialized experience in the specific area of delivery orders, as required, survey design and implementation, outsourcing studies and documentation.

Title: Statistical Analyst 2

**Functional Duties/Responsibilities:** Performs basic analytical and operational analyses for research and consulting studies. Provides additional support services as required. Works under the general guidance of the Principal/Project Director, as well as the Senior Market Research Analyst, the Statistical Analyst and in coordination with the Project Coordinator. Handles multiple tasks.

**Qualifications:** Some college or trade school and a minimum of 5 years of relevant experience. Relevant experience includes basic analysis and secondary research tasks. Also includes experience in Word, Excel and PowerPoint programs, as well as other statistical analysis programs, outsourcing studies and documentation.

Title: Programmer 1

**Functional Duties/Responsibilities:** Developing the more complex data entry programs and producing statistical output for large projects. Producing computerized documents from various sources, utilizing software with specialized capabilities in graphics, calculations, and sorting information. Following quality standards and work performance to produce timely and accurate project output on all task orders. Using innovations such as Excel downloads of the data as well as programming for custom reports.

**Qualifications:** B.S. or B.A., and 10 years of relevant experience. Relevant experience includes developing Computer Assisted Telephone Interviewing (CATI) programs, data processing and tabulation tasks.
Title: Programmer 2

**Functional Duties/Responsibilities:** Developing basic data entry programs and producing statistical output for the smaller projects. Producing computerized documents from various sources and sorting information. Following quality standards and work performance to produce timely and accurate project output on the basic task orders for custom reports. As necessary, may be required to perform keypunching of coded responses for specific projects, ensuring all relevant codes are accurately punched.

**Qualifications:** B.S. or B.A., and 5 years of relevant experience. Relevant experience includes data processing and tabulation tasks.

Title: Senior Survey Supervisor

**Functional Duties/Responsibilities:** Supervising all interviewers and ensuring quality standards and work performance on all projects. Ensures surveys are completed in a timely, cost-efficient manner according to the highest quality standards. Allocates labor and non-labor resources to the project as needed.

**Qualifications:** Some college or trade school and a minimum of 10 years of relevant experience. Relevant experience includes surveying and supervising interviewers for all types of projects. Record keeping, allocating resources as needed, and providing support services and documentation.

Title: Survey Supervisor

**Functional Duties/Responsibilities:** Supervising all interviewers and ensuring quality standards and work performance on all projects. Ensures surveys are completed in a timely, cost-efficient manner according to the highest quality standards. Allocates labor and non-labor resources to the project.

**Qualifications:** High school graduate and a minimum of 7 years of relevant experience. Relevant experience includes surveying and supervising interviewers for all types of projects. Assists in the record keeping, allocating resources as needed, and providing support services and documentation.

Title: Assistant Survey Supervisor 1

**Functional Duties/Responsibilities:** Supervising all interviewers and ensuring quality standards and work performance on all projects. Ensures surveys are completed in a timely, cost-efficient manner according to the highest quality standards. Allocates labor and non-labor resources to the project.

**Qualifications:** High school graduate and a minimum of 5 years of relevant experience. Relevant experience includes surveying and supervising interviewers for all types of projects. May be asked to assist with record keeping and allocating resources as needed.

Title: Assistant Survey Supervisor 2

**Functional Duties/Responsibilities:** Supervising all interviewers and ensuring quality standards and work performance on all projects. Ensures surveys are completed in a timely, cost-efficient manner according to the highest quality standards. Allocates labor and non-labor resources to the project.

**Qualifications:** High school graduate and a minimum of 1 year of relevant experience. Relevant experience includes surveying and supervising interviewers for all types of projects. May be asked to assist with record keeping and allocating resources as needed.

Title: Coding Supervisor

**Functional Duties/Responsibilities:** Oversees all data coders and performs data coding functions for survey projects as needed. Ensures timely and accurate project data coding input within the allotted project budget. Performs all necessary functions related to coding of the data.

**Qualifications:** High School graduate and a minimum of 5 years of relevant coding experience.
Title: Coder

**Functional Duties/Responsibilities:** Performs data coding functions for survey projects as needed. Ensures timely and accurate project output within the allotted project budget. Performs all necessary functions related to coding of the data.

**Qualifications:** High School graduate and a minimum of 2 years of relevant coding experience.

Title: Data Entry Clerk/Keypuncher

**Functional Duties/Responsibilities:** Performs data entry functions for survey projects as needed. Ensures timely and accurate project output within the allotted project budget. Performs necessary functions such as Excel downloads of the data, programming for custom reports, and applying project enhancements.

**Qualifications:** High School graduate and a minimum of 5 years of relevant data entry experience.

Title: Data Clerk 1

**Functional Duties/Responsibilities:** Coordinates mailing of survey instruments for many projects in a timely, accurate and cost effective manner. Ensures all relevant survey instruments arrive at their destinations and are returned and recorded accurately and efficiently. Following quality standards and work performance to produce timely and accurate project data output on all task orders.

**Qualifications:** High school graduate and a minimum of 5 years of relevant experience. Relevant experience includes working with large quantities of survey instruments in a timely, organized and cost efficient manner.

Title: Data Clerk 2

**Functional Duties/Responsibilities:** Assists in the coordinating of survey instrument mailing for all projects as necessary. Works in a timely, accurate and cost-effective manner. Helps to track and record the timely arrival and return of all relevant survey instruments. Following quality standards and work performance to produce timely and accurate project data output on all task orders.

**Qualifications:** High school graduate and a minimum of 2 years of relevant experience. Relevant experience includes working with large quantities of survey instruments in a timely, organized and cost efficient manner.

Title: Clerical

**Functional Duties/Responsibilities:** Experience in performing administrative and support-type tasks related to processes, procedures, and tracking systems with emphasis on responsiveness, timelessness and accuracy. Performs clerical work involving the processing or maintenance of records or documents which represents the transactions and business of an organization, applying practical knowledge when issues do not fit precedent cases. Follows quality standards and work performance to produce timely and accurate work on all task orders.

**Qualifications:** High school graduate and a minimum of 2 years of relevant experience. Relevant experience includes performing tasks as described above for all types of projects in a timely, cost-effective and accurate manner.

Title: Interviewer I

**Functional Duties/Responsibilities:** Performing accurate interviewing on a variety of survey studies as needed. Ensuring all surveys are conducted in a professional, friendly time-efficient manner. Reporting any issues or concerns as they occur. Following quality standards and work performance to produce timely and accurate project output on all task orders. Bilingual.

**Qualifications:** Pass a reading and oral test and a minimum of 1 year of relevant survey experience.
Title: Interviewer II

Functional Duties/Responsibilities: Performing accurate interviewing on a variety of survey studies as needed. Ensuring all surveys are conducted in a professional, friendly time-efficient manner. Reporting any issues or concerns as they occur. Following quality standards and work performance to produce timely and accurate project output on all task orders.

Qualifications: Pass a reading and oral test and a minimum of 6 months of relevant survey experience.

Title: Interviewer III

Functional Duties/Responsibilities: Performing accurate interviewing on a variety of survey studies as needed. Ensuring all surveys are conducted in a professional, friendly time-efficient manner. Reporting any issues or concerns as they occur. Following quality standards and work performance to produce timely and accurate project output on all task orders.

Qualifications: Pass a reading and oral test and less than 6 months of relevant survey experience.
<table>
<thead>
<tr>
<th></th>
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