



**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

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:

<http://www.gsaadvantage.gov>

Advertising & Integrated Marketing Solutions

FSC Class 541

Contract Number: GS-07F-0027X

Contract Period:

October 1, 2010 through September 30, 2015

Lake Research Partners dba Lake Research

1726 M Street, NW

Washington, D.C. 20036

Telephone 202-470-4427

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<http://www.lakeresearch.com>

Point of Contact:

Neal Cohen, Email: ncohen@lakeresearch.com

Business Size/Status: Small Business

Price list current through Modification # ____ Effective _____

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at:

<http://www.fss.gsa.gov>

CUSTOMER INFORMATION

<p>1a. Table of awarded special item numbers (SIN): SIN 541-1000, and the disaster and recovery SIN 541-4ARC and SIN 541-1000RC, Market Research and Analysis Services</p> <p>1c. Labor Category Descriptions: 2c. Maxium order: 3. Minium order: 4. Geographic coverage :</p> <p>5. Point (s) of Production: 6. Discount from List Price: 7. Quality Discounts: 8. Prompt Payment Terms: 9a. Government Purchase Card is accepted ar or below micro-purchase threshold. 9b. Government Purchase Card is accepted above the micro-purchase threshold without any Addional discount 10. Foreign items: 11a. Time of delivery: 11b. Expedited Delivery: 11c. Overnight and 2-day Delivery: 11d. Urgent Requirement: 12. F.O.B Point (s): 13a. Ordering Address</p> <p>13B. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAS) are found in Federal Acquisition Regulation (FAR) 8.405-3.</p> <p>14. Payment Address: 15. Warranty Provision: 16. Export Packing Charges: 17. Terms and Conditions of Government Purchase Card Acceptance:</p>	<p>1b. Lowest Unit Price: Field Coordinator- Mid-Level Support Staff \$41.07 Please see page 4 \$1,000,000 \$100.00 Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities Washington, DC Prices are shown as GSA Net. Discount Deducted 0% Net 30 days</p> <p>None To be determined at time of task order. To be determined at time of task order. To be determined at time of task order. To be determined at time of task order. Destination Lake Research Partners Inc. 1726 M street, NW, Suite 1100 Washington, D.C. 20036</p> <p>Lake Research Partners Inc. 1726 M Street, NW, Suite 1100 Washington, D.C. 20036 Not Applicable Not Applicable Acceptance at or below the micro-purchase threshold without any additional discount.</p>
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18. Terms and Conditions of rental, maintenance
And repair: Not Applicable

CUSTOMER INFORMATION (continued)

19. Terms and Conditions of Installation Not Applicable

20a. Terms and Conditions of repair parts indicating
Date of parts price list and any discounts from
List prices: Not Applicable

20b. Terms and Conditions for any other services: To be negotiated with ordering agency

21. List of service and distribution points: Not Applicable

22. List of participating dealers: Not Applicable

23. Preventive Maintenance: Not Applicable

24a. Special attributes such as environmental
Attributes (e.g., recycled content, energy efficiency,
And/or reduced pollutants): Not Applicable

24b. Section 508 compliance information is available on Electronic and Information Technology
(EIT) supplies and services. The EIT standards can be found at: www.Section508.gov

25. Data Universal Number System (DUNS) Number: 926169285

26. Lake Research Partners is registered in the Central Contractor Registration (CCR):
Currently Active.

OVERVIEW

Lake Research Partners (“LRP”) is a national public opinion, political strategy and policy research firm founded by Celinda Lake in 1995. The firm quickly expanded to become Lake Snell Perry Mermin and Associates, and in 2005 continued to grow through a merger with Decision Research. Our principals are leading information and public affairs strategists, serving as tacticians and senior advisors to a wide range of government agencies, foundations, advocacy groups, non-profits, labor unions, and companies, as well as dozens of elected officials. The firm is national in scope, with offices in Washington, DC, New York, and California, and senior staff located in Washington State, Oregon, and Virginia.

In 2005 Lake Snell Perry Mermin and Associates, became Lake Research Partners.

Lake Research Partners is a woman-owned business with a commitment to diversity. Celinda Lake is one of leading international polling consultants.

Lake Research Partners performs cutting-edge research on a wide range of issues. We maintain a stable, professional staff of expert researchers and strategists. A major strength of LRP is its ability to conduct focus groups and other qualitative research in multiple languages, including Spanish, Vietnamese, Mandarin, Cantonese, Hmong, Somali, Tagalog, Portuguese, Russian and in American Sign Language.

Government Agencies, public officials and organizations come to LRP when they want accurate polling, insightful and penetrating analysis, and a team of professionals dedicated to their interest. From questionnaire design through scientific sampling and innovative statistical techniques, LRP leads the field.

DESCRIPTION OF LABOR CATEGORIES

Partner– Executive Level

Functional Responsibilities: This individual is responsible for overall project success, develops research and analysis plan, moderates focus groups, writes or edits all reports and analytical material, supervises all staff, responsible for all billing inquiries, communicates project findings and recommendations.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 15 years of opinion research and related experience.

Vice President– Executive Level

Functional Responsibilities: Secondary day-to-day contact, co-develops research and analysis plan, supervises analyst team, moderates focus groups, writes or edits all reports and analytical material, assists with all billing inquiries, and communicates project findings and recommendations.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 12 years of related opinion research experience.

Senior Analyst– Senior Level

Functional Responsibilities: Primary day-to-day contact, gives input into the development of the research and analysis plan, supervises Associate and Junior analyst team, moderates focus groups, writes or edits all reports and analytical material, and communicates project findings and recommendations.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 6 years of related opinion research experience.

Associate Analyst– Mid-Level

Functional Responsibilities: Gives input into the development of the research and analysis plan, moderates focus groups, writes reports and analytical material, interfaces with internal project support staff.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 3 years of related opinion research experience.

DESCRIPTION OF LABOR CATEGORIES

Project Manager/Director of Operations – Senior Level

Functional Responsibilities: This individual is responsible for ensuring the project team has the internal resources needed to achieve overall project success. Assist with the field planning and oversight, assist with the supervision and coordination of all subcontractors, assist with managing project staffing.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 6 years of opinion research and related experience.

Data Programmer– Senior Level support staff

Functional Responsibilities: Gives Creating all necessary SPSS recodes and targets for long surveys, managing quotas and weights sampling schemes, merging disparate data and word processing files into accurate and formatted product, designing tables and other output for analysts, conducting statistical tests as required, managing survey and focus group samples.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 10 years of related opinion research experience.

Field Coordinator– Mid-Level Support Staff

Functional Responsibilities: Preparing surveys for field, ordering sample, managing internal company databases, conducting preliminary research, supervision of subcontractors and studies, communicating field progress with analytical team.

Education: Bachelor Degree.

Experience: Minimum of 2 years of related opinion research experience.

COO/Managing Director– Executive Level

Functional Responsibilities: This individual is responsible for ensuring the Partner and project team have the tools needed to achieve overall project success. Assist with the development of complex research plans, moderates focus groups, assist with the supervision of all staff, secondary contact for billing inquiries.

Education: Bachelor Degree or Masters Degree.

Experience: Minimum of 15 years of opinion research and related experience.

LABOR RATES

SIN	Labor Categories	GSA Rate 10-1-14 to 9-30-15
541-4A/RC	Partner - Executive Level	\$216.58
541-4A/RC	Vice President - Executive Level	\$121.33
541-4A/RC	Senior Analyst - Senior Level	\$79.52
541-4A/RC	Associate Analyst - Mid Level	\$68.64
541-4A/RC	Project Manager/Director of Operations - Senior Level	\$75.14
541-4A/RC	Data Programmer - Senior Level Support Staff	\$140.49
541-4A/RC	Field Coordinator - Mid-Level Support Staff	\$46.22
541-4A/RC	COO/Managing Director - Executive Level	\$216.58

ODC RATES

SIN	ODC Description	GSA Ceiling Price
541-1000/RC	Facility Fee for 2 Focus Groups	\$1,309.82
541-1000/RC	Focus Group Recruitment Fee for Adults 18+	\$166.25
541-1000/RC	DVD Recording for 2 Focus Groups	\$201.51
541-1000/RC	Client Food	\$30.23
541-1000/RC	Respondent's Food (soft drinks and snacks)	\$176.32
541-1000/RC	Incentives for Adults 18+	\$125.94
541-1000/RC	Transcription Service for Focus Group	\$277.08
541-1000/RC	Surveying	\$84,294.21
541-1000/RC	Surveying with Translation	\$65,496.22
541-1000/RC	Survey Sample List	\$8,093.73