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

Schedule for - Multiple Award Schedule

Federal Supply Group: Professional Services    Class: R422

Contract Number:  GS-07F-0027X

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

Contract Period:  October 01, 2010 - September 30, 2025

Contractor:

Lake Research Partners, Inc.

1101 17th ST NW STE 301

Washington, DC 20036 4742

Business Size: Small, Disadvantaged, Woman Owned Business

Telephone: (202) 776-9066

FAX Number: (202) 776/9074

Web Site: http://www.lakeresearch.com

E-mail: dbrizendine@lakeresearch.com

Contract Administration: Derek Brizendine

Price List Current as of Modification # PS-0037 effective 03/08/22
Customer Information

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>541810ODCRC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</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 Only

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

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).

7. Quantity discounts: None

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.

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

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. 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

10c. 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

10d. 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

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

12a. Ordering Address(es): Same as Contractor

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(es): Same as company address

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

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

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

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

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

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

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

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

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).

22b. 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. contactor’s website or other location.) The EIT standards can be found at: www.Section508.gov/.

23. Data Universal Numbering System (DUNS) number: 926169285

24. Notification regarding registration in System for Award Management (SAM) database: Registered
## Approved MAS Prices

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Year 12</th>
<th>Year 13</th>
<th>Year 14</th>
<th>Year 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>10/01/21 – 09/30/22</td>
<td>10/01/22 – 09/30/23</td>
<td>10/01/23 – 09/30/24</td>
<td>10/01/24 – 09/30/25</td>
</tr>
<tr>
<td>541910</td>
<td>Partner – Executive Level</td>
<td>$266.37</td>
<td>$273.30</td>
<td>$280.40</td>
<td>$287.69</td>
</tr>
<tr>
<td>541910</td>
<td>Vice President – Executive Level</td>
<td>$149.22</td>
<td>$153.10</td>
<td>$157.08</td>
<td>$161.16</td>
</tr>
<tr>
<td>541910</td>
<td>Senior Analyst – Senior Level</td>
<td>$97.81</td>
<td>$100.35</td>
<td>$102.96</td>
<td>$105.64</td>
</tr>
<tr>
<td>541910</td>
<td>Associate Analyst – Mid-Level</td>
<td>$84.40</td>
<td>$86.59</td>
<td>$88.85</td>
<td>$91.16</td>
</tr>
<tr>
<td>541910</td>
<td>Project Manager/Director of Operations – Senior Level</td>
<td>$92.41</td>
<td>$94.81</td>
<td>$97.28</td>
<td>$99.81</td>
</tr>
<tr>
<td>541910</td>
<td>Data Programmer – Senior Level Support Staff</td>
<td>$172.78</td>
<td>$177.27</td>
<td>$181.88</td>
<td>$186.61</td>
</tr>
<tr>
<td>541910</td>
<td>Field Coordinator – Mid-Level Support Staff</td>
<td>$56.86</td>
<td>$58.34</td>
<td>$59.86</td>
<td>$61.41</td>
</tr>
<tr>
<td>541910</td>
<td>COO/Managing Director – Executive Level</td>
<td>$266.37</td>
<td>$273.30</td>
<td>$280.40</td>
<td>$287.69</td>
</tr>
</tbody>
</table>

### ODC

<table>
<thead>
<tr>
<th>ODC</th>
<th>Unit of Issue</th>
<th>GSA Price Including IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Fee for 2 Focus Groups</td>
<td>2 Rooms</td>
<td>$1,309.82</td>
</tr>
<tr>
<td>Focus Group Recruitment for Adults 18+</td>
<td>Per Person</td>
<td>$166.25</td>
</tr>
<tr>
<td>DVD Recording for 2 Focus Groups</td>
<td>One Video</td>
<td>$201.51</td>
</tr>
<tr>
<td>Client Food</td>
<td>Per Person</td>
<td>$30.23</td>
</tr>
<tr>
<td>Respondent’s Food (soft drinks and snacks)</td>
<td>Per Focus Group Session</td>
<td>$176.32</td>
</tr>
<tr>
<td>Incentives for Adults 18+</td>
<td>Per Person</td>
<td>$125.94</td>
</tr>
<tr>
<td>Transcription Service for Focus Group</td>
<td>Per Focus Group</td>
<td>$277.08</td>
</tr>
<tr>
<td>Surveying</td>
<td>Surveying</td>
<td>$84,294.21</td>
</tr>
</tbody>
</table>

Page 4
<table>
<thead>
<tr>
<th>ODC</th>
<th>Unit of Issue</th>
<th>GSA Price Including IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveying with Translation</td>
<td>Surveying with Translation</td>
<td>$65,496.22</td>
</tr>
<tr>
<td>Survey Sample List</td>
<td>Survey Sample List</td>
<td>$8,093.73</td>
</tr>
</tbody>
</table>

**Labor Category Descriptions**

**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

Experience: Minimum of 15 years

**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

Experience: Minimum of 12 years

**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

Experience: Minimum of 6 years

**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

Experience: Minimum of 3 years

**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

Experience: Minimum of 6 years

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

Experience: Minimum of 10 years

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

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

Experience: Minimum of 15 years

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Advertising and Integrated Marketing Services (AIMS)Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.