



**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>

**General Services Administration
Federal Acquisition Service
Mission Oriented Business Integrated Services (MOBIS)
Schedule 874**

CONTRACT NUMBER:
GS-10F-0264W

Period Covered by Contract:
July 29, 2015 to July 28, 2020

AUS Marketing Research Systems, Inc.

**53 West Baltimore Pike
Media, PA 19063
Phone: (215) 653-7100
Fax: (215) 653-7115
www.ausinc.com**

General Services Administration
Management Services Center Acquisition Division
Supplement # PS-0014, dated 8/5/2015.

Business Size: **Large**
DUNS: **15-730-0773**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

GSA AWARDED TERMS AND CONDITIONS AUS Marketing Research Systems, Inc.

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).
874-1 & 874-1RC: Integrated Consulting Services
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.
Please see attached pricelist for details
- 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.
Please see attached pricelist for details
2. Maximum order.
\$1,000,000
3. Minimum order.
\$100
4. Geographic coverage (delivery area).
48 contiguous United States, including Washington, DC, Puerto Rico, Alaska, and Hawaii
5. Point(s) of production (city, county, and State or foreign country).
**AUS Marketing Research Systems, Inc. dba Social Science Research Solutions (SSRS)
53 West Baltimore Pike
Media, PA 19063**

**AUS Marketing Research Systems, Inc. dba Marketing Systems Group (MSG)
565 Virginia Drive
Fort Washington, PA 19034**
6. Discount from list prices or statement of net price.
Net GSA pricing is listed in the attached pricing tables
7. Quantity discounts.
Quantity Discounting is listed in the attached pricing tables
8. Prompt payment terms.
0%, Net 30 Days
- 9a. Government purchase cards *are accepted* at or below the micro-purchase threshold.
- 9b. Government purchase cards *are not accepted* above the micro-purchase threshold.
10. Foreign items (list items by country of origin).

Not Applicable

- 11a. Time of delivery.
The contractor shall deliver or perform services in accordance with the terms negotiated in the agency's Statement of Work (SOW).
- 11b. Expedited Delivery.
Expedited delivery time is to be negotiated between Contractor and Ordering Agency
- 11c. Overnight and 2-day delivery.
Overnight and 2-day delivery time is to be negotiated between Contractor and Ordering Agency
- 11d. Urgent Requirements.
Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency
12. F.O.B. point(s).
Destination
- 13a. Ordering address(es).
**AUS Marketing Research Systems, Inc. dba Social Science Research Solutions (SSRS)
53 West Baltimore Pike
Media, PA 19063**

**AUS Marketing Research Systems, Inc. dba Marketing Systems Group (MSG)
565 Virginia Drive
Fort Washington, PA 19034**
- 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).
**AUS Marketing Research Systems, Inc.
53 West Baltimore Pike
Media, PA 19063
Phone: (215) 653-7100
Fax: (215) 653-7115**
15. Warranty provision.
Not Applicable
16. Export packing charges, if applicable.
Not Applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).
AUS Marketing Research Systems, Inc. will accept Government Purchase Cards for purchases up to, but not above the micro-purchase threshold of \$3,000.

18. Terms and conditions of rental, maintenance, and repair (if applicable).
Not Applicable
19. Terms and conditions of installation (if applicable).
Not Applicable
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).
Not Applicable
- 20b. Terms and conditions for any other services (if applicable)
Not Applicable
21. List of service and distribution points (if applicable).
Not Applicable
22. List of participating dealers (if applicable).
Not Applicable
23. Preventive maintenance (if applicable).
Not Applicable
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).
None
- 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/.
Not Applicable
25. Data Universal Number System (DUNS) number: **15-730-0773**
26. Notification regarding registration in System for Award Management (SAM) Registration.
Active



GSA Labor Category Descriptions

LABOR CATEGORY
TITLE: Survey Sample Manager
<p>Education/Experience: Minimum Education: Undergraduate degree in Liberal Arts or Business plus proficient communication skills, verbal and writing skills.</p> <p>Minimum/General Experience: 5 years of relevant work experience</p> <p>Functional Responsibility: Responsible for coordinating and managing Sampling Department staff in the preparation and control of sample for all SSRS projects. Oversee preparation of various types of sample, utilizing sources such as list houses, reference books, or computer-generated random digit dialing through the Genesys program.</p> <p>Routinely reviews disposition reports of sample to ensure sampling needs are being met. If not, proposes possible solutions; works with project team to design sample plans as needed.</p>

LABOR CATEGORY
TITLE: Telephone Interviewer
<p>Education/Experience: Minimum Education: Must be High School graduate plus proficient communication skills, verbal and writing skills.</p> <p>Minimum/General Experience: 0 years of relevant work experience</p> <p>Functional Responsibility: The primary responsibility of the telephone interviewer is to collect research data in a professional, honest and unbiased manner, according to the instructions specified for each project at the initial briefing. Prerequisites for the position include a clear and confident speaking voice and good pronunciation and reading skills. The telephone interviewer reports directly to the WATS supervisor.</p>

LABOR CATEGORY

TITLE: Mail Processor

Education/Experience:

Minimum Education: Must be High School graduate plus proficient communication skills, verbal and writing skills.

Minimum/General Experience: 2 years of relevant work experience

Functional Responsibility:

Responsible for the processing of all data including hardcopy, web, cati data once it comes out of the field and preparing it for the data processing department.

Key Responsibilities:

- Preparation of cost estimates, development to editing masters and adherence to time and budget specifications
- Track production
- Perform quality reviews by all team members and report findings to management
- Prepare data for external reporting, ensuring adherence to regulatory requirements for content, presentation and timeliness
- Manual data entry, creating license records that reflect contract details

Oversees all mailings including inside and external vendors:

- Printing letters
- Separating checks
- Stuff / seal and meter envelopes
- Fill out postage slip

Prepares electronic files for use in mailings, including but not limited to unduplication, address verification and quality check of all work produced.

LABOR CATEGORY

TITLE: Computer Programmer

Education/Experience:

Minimum Education: Undergraduate degree in computer science or information systems.

Minimum/General Experience: 5 years of relevant work experience

Functional Responsibility:

Primary responsibility is to ensure the accurate collection of data through careful programming of questionnaires, specifically:

- Thoroughly understanding all project specifications, questionnaire skips, codes and numeric ranges

- Initially programming survey
- Making any corrections, changes received from Project staff/Client
- Setting up Wats counts programs, Sample programs
- Checking dummy data prior to field start
- Writing cleaning specs to check survey logic
- Problems sheets/field maintenance
- Sample maintenance: hiding sample, listings of NWs, etc.

LABOR CATEGORY

TITLE: Sr. Project Director

Education/Experience:

Minimum Education: Master's degree in marketing, social science, business.

Minimum/General Experience: 5 years in Survey Research

Functional Responsibility:

Responsible for coordinating and executing all aspects of consumer and opinion research. Primary responsibilities include assisting in questionnaire development; maintaining client communication; controlling the quality and accuracy of each study; briefing and monitoring interviews; designing tab plans and data analysis.

Position assists AM/AE in all aspects of Project Direction. Assist in writing and distribution of study related memos, assist in following up on study progress and updating AM/AE. Assist in reviewing final reports, Learns workflow process and how to interact with Sampling, Interviewing, Coding and Data Processing from design through implementation. Will need to research information through various sources, such as library, Internet, etc., proof CATI questionnaires prior to study start, will help Coding determine appropriate codes and acceptable responses, and able to assist in multiple study management simultaneously. Will be exposed to project estimates, their cycle process and management of projects within budget.

Success includes being able to manage projects from the beginning of the project cycle to the end. This includes:

- Researching background information as needed
- Design basic questionnaires and understands the flow/logic
- Writing/distribution of study related memos/information
- Pretesting and project briefings
- Client interaction
- Proofing CATI questionnaires prior to interviewing start
- Able to interact with internal staff to resolve any study issues/questions
- Checking statistical tables
- Organizing and writing final report.
- Successful, interaction with colleagues and clients

LABOR CATEGORY

TITLE: Account Executive

Education/Experience:

Minimum Education: Undergrad degree in marketing, social science, or business

Minimum/General Experience: 5 Years in Survey Research

Functional Responsibility:

Develop and maintain client relationships including contract maintenance and oversight of all client projects. The primary responsibility of the Account Executive is to service existing clients focusing on larger more complex studies and developing complex methodologies. Overseeing and assisting project staff in meeting client expectations and ensuring all deliverables meet the client deadlines.

Key Responsibilities:

- Initiate and maintain client relationship
- Secure and manage ongoing contracts;
- Understand client goals and provide solutions for client needs
- Supervises and takes ownership of projects under their direction
- Work closely with internal personnel to communicate client needs and specs
- Remain involved as needed in client projects and review final deliveries
- Monitor client budgets and quotas during life cycle of project
- Collaborate with EVP in study design
- Run pre/post study meetings and internal project team meetings
- Design complex questionnaires
- Optimize sample allocation to meet project goals/response rate commitments
- Review internal/client project updates and determine course of action, if needed
- Review complex SPSS files/tabs
- Finalize methodology reports
- Provide high-end analytic report review
- Review final client deliverables
- Train and mentor Senior Research Directors staff
- Conduct client meetings/ give presentations
- Manage larger client relationship/ongoing communications
- Complex questionnaire writing; report writing and analysis;

LABOR CATEGORY

TITLE: Project Director

Education/Experience:

Minimum Education: Undergraduate degree in marketing, social science, or business

Minimum/General Experience: 1 year experience in Survey Research

Functional Responsibility:

The Project Director (PD) provides support for survey research projects. The PD is responsible for quality control of surveys, including omnibus, custom phone, web and mail. Duties include formatting, reviewing and testing questionnaires for accuracy, logic and flow, as well as back-end data checking. The PD will communicate with internal teams to assure the data and other deliverables meet with the project specs.

Key Responsibilities:

- Format questionnaires
- Check CATI and web programs; check RDGs and annotates
- Check and verify sample releases
- Monitor interviews
- Provide feedback on recordings and facilitate transfer to FTP site for client/internal staff review
- Compare rates and incidences to estimates; provide daily/weekly rate/incidence updates
- Set up tab plans and toplines
- Check incentive files; text correction of incentive and verbatim files
- Check coding, crosstabs and simple SPSS files
- Communicate with Operations team
- Coordinate with Omnibus team on survey inserts
- Provide background research
- Assist with incoming and outgoing respondent communications

LABOR CATEGORY

TITLE: Junior Computer Programmer

Education/Experience:

Minimum Education: Associate degree in computer science or information systems

Minimum/General Experience: 1 year of relevant work experience

Functional Responsibility:

The primary responsibility is to ensure the accurate collection, reporting and tabulation of data through careful programming of questionnaires and to provide accurately tabulated data.

Key Responsibilities:

- Thoroughly understand all project specifications, questionnaire skips, codes and numeric ranges
- Initial programming of survey
- Check tabs and reports against marginals and tab plan received from client
- Check tables for internal consistency and review verbiage & checking means
- Provide electronic data files in various formats (ascii, Excel, SPSS, SAS)
- Make necessary modifications/corrections
- Set up Wats counts programs, sample programs
- Check dummy data prior to field start
- Writing cleaning specs to check survey logic
- Manages Sample maintenance.

LABOR CATEGORY

TITLE: Research Director

Education/Experience:

Minimum Education: Master's degree in marketing, social science, business

Minimum/General Experience: 4 years in Survey Research

Functional Responsibility:

The Research Director (RD) is responsible for implementation and oversight of projects of increasing complexity from study initiation through delivery of data and reporting. The RD estimates projects and writes proposals, either independently or with the Account Executive. The RD manages, maintains, and grows existing clients and oversees all work involved in successful project execution.

Key Responsibilities:

- Take ownership of projects under their direction
- Understand and execute overall project goals and objectives
- Manage client relationship/ongoing communications
- Participate in study design
- Run pre/post study meetings and internal project team meetings
- Design questionnaires
- Review final questionnaires/CATI programs to make sure client goals are being met
- Optimize sample allocation to meet project goals/response rate commitments
- Oversee project pre-test and finalize pre-test memos
- Review csum specs/spec sheets/SPSS, tab and banner plans
- Review internal/client project updates and determine course of action, if needed
- Check complex SPSS files and review complex tabs
- Weight data/review weighting procedures
- Finalize methodology reports
- Provide high-end analytic report review
- Review final client deliverables
- Monitor costs against budget
- Train and mentor Project Directors

LABOR CATEGORY

TITLE: Senior Research Director

Education/Experience:

Minimum Education: Masters degree in marketing, social science, or business

Minimum/General Experience: 5 years in Survey Research

Functional Responsibility:

The Sr. Research Director (SRD) is responsible for implementation and oversight of complex projects from study initiation through delivery of data and reporting. The SRD trains and mentors all junior members of the project management team and oversees all work involved in successful project execution.

Key Responsibilities:

- Take ownership of projects under their direction
- Understand and execute overall project goals and objectives
- Collaborate with AE/VP in study design
- Run pre/post study meetings and internal project team meetings
- Design questionnaires
- Review final questionnaire/CATI programs to make sure client goals are being met
- Optimize sample allocation to meet project goals/response rate commitments
- Finalize pre-test memos
- Review internal/client project updates and determine course of action, if needed
- Review complex SPSS files/tabs
- Weight data/review weighting procedures
- Finalize methodology reports
- Provide high-end analytic report review
- Review final client deliverables
- Monitor costs against budget
- Train and mentor project management staff
- Conduct client meetings/ give presentations
- Manage client relationship/ongoing communications

LABOR CATEGORY

TITLE: Field Management Vice President

Education/Experience:

Minimum Education: BS/BA degree in business, marketing or Liberal Arts.

Minimum/General Experience: Minimum of 10 years managerial experience in operations or project management.

Functional Responsibility:

This individual directs and coordinates the activities of a production department to ensure that schedules and budgets are met while maintaining high quality performance in the department. Review project bids and recommends methodologies. Consults on quality of all questionnaires. Manages all web panel research and many methodologies requiring outside partnering. This individual will perform the following duties personally or through subordinate managers/supervisors.

Key Responsibilities:

- Maintains adequate staffing levels to handle the projected work volume
- Ensures that production deadlines are met
- Reviews project schedules to ascertain specifications and scheduled delivery dates in order to plan department operations
- Prepares operational schedules and coordinates activities to ensure production and quality meets specifications
- Reviews production and operating reports and resolves operational problems to ensure minimum costs and prevent operational delays
- Ensures that the department produces valid, accurate and high quality work
- Ensures that projects are completed within budget
- Implements process improvements to reduce costs and increase efficiencies
- Keeps abreast of technological developments which may impact department
- Coordinate with outside vendors where appropriate (subcontractors, vendors of supplies and equipment)
- Serve as consultant to project staff on job set-up, budgets.

LABOR CATEGORY

TITLE: Senior Account Executive

Education/Experience:

Minimum Education: Graduate degree in Sociology/economics/math/statistics

Minimum/General Experience: 8 years' experience in market/survey research

Functional Responsibility:

Develop and maintain client relationships including contract maintenance and oversight of all client projects. The primary responsibility of the Senior Account Executive is to service existing clients focusing on larger more complex studies and developing complex methodologies. Overseeing and assisting project staff in meeting client expectations and ensuring all deliverables meet the client deadlines.

Key Responsibilities:

- Initiate and maintain client relationship
- Secure and manage ongoing contracts;
- Understand client goals and provide solutions for client needs
- Supervises and takes ownership of projects under their direction
- Work closely with internal personnel to communicate client needs and specs
- Remain involved as needed in client projects and review final deliveries
- Monitor client budgets and quotas during life cycle of project
- Collaborate with EVP in study design
- Run pre/post study meetings and internal project team meetings
- Optimize sample allocation to meet project goals/response rate commitments
- Review internal/client project updates and determine course of action, if needed
- Review complex SPSS files/tabs
- Finalize methodology reports
- Provide high-end analytic report review
- Review final client deliverables
- Train and mentor Account Executive and Sr Research Director staff
- Conduct client meetings/ give presentations
- Manage larger client relationship/ongoing communications
- Complex questionnaire design writing; report writing and analysis

LABOR CATEGORY

TITLE: Executive Vice President

Education/Experience:

Minimum Education: Ph.D. in Statistics/Math/ Economics

Minimum/General Experience: Minimum of 10 years of experience in the market research/survey research

Functional Responsibility:

Chief Statistician and Methodologist responsible for survey design and analysis of survey data. Responsible for evaluating and projecting response rate utilizing the best methodology to meet clients quotas; analyzing and designing unique and custom complex methodologies for data collection and responsible for the efficacy of those methods to meet customer study objectives.

Key Responsibilities:

- Oversight of projects, finances, methodology
- Responsible for overseeing sample design, weighting, data collection methods for large projects
- Review project and recommend appropriate methodologies.
- Manage all web panel research and many methodologies requiring outside partnering.
- Consult on quality of all questionnaires.
- Make recommendations for improving respondent cooperation.
- Sample design
- Advance knowledge of sampling techniques;
- Deep understanding of random digit dialing and address-based sampling methods;
- Familiarity with the operational aspects of different methods of data collection;
- Hands-on experience with manipulations of large databases;
- Advance knowledge of statistical packages, such as SAS, SPSS, or R;
- Theoretical and applied knowledge of post-survey procedures, including:
 - Latest methods for imputation of missing data
 - Advance techniques for computation of survey weights
 - Methods for estimation of sampling errors for survey data based on complex designs
 - Survey data analysis using methods developed for weighted data

LABOR CATEGORY
TITLE: Graphics Specialist
<p>Education/Experience: Minimum Education: Associate degree in graphic arts or business plus proficient communication skills, verbal and writing skills.</p> <p>Minimum/General Experience: 1 years of relevant work experience</p> <p>Functional Responsibility: Work with project teams to set up reports, create graphs/tables to display data and publish reports and PowerPoints as required by contract deliverable. Work on special projects, i.e., mail merge, mail questionnaires, and related survey tasks.</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Extensive knowledge of Microsoft Office (Word, PowerPoint, Excel, Publisher), with experience creating tables and complex charts. • Strong oral and written communication skills. • Must be able to work independently, under general supervision and interact with all levels of management, adhering to deadlines.

The following educational equivalency table applies for the outlined labor categories:

Degree	Related Experience Substitution
Associate's	2 Years
Bachelor's	5 Years
Master's	Bachelor's + 2 years
PhD	Masters + 3 years



GSA Sampling Service Descriptions

SERVICES PROPOSED
Random Digit Dialing (RDD) with Comprehensive Sample Screening (CSS)
<p>RDD - An Equal probability selection method of generating a sample of telephone numbers to be fielded for survey research. CSS - an attended screening process of the telephone numbers to ensure the most efficient telephone sample possible by identifying majority of the non-productive numbers (not working or business phone numbers). Flag fax modems and privacy managers.</p>

SERVICES PROPOSED
Disproportionate Stratified Sampling (DSS) with Comprehensive Sample Screening (CSS)
<p>DSS - Stratified into listed one-plus block telephone numbers and Un-listed one-plus block telephone numbers. The sampling ratio between the two density strata within each replicate is Un-listed/listed one-plus block 1:1.5. CSS - an attended screening process of the telephone numbers to ensure the most efficient telephone sample possible by identifying majority of the non-productive numbers.</p>

SERVICES PROPOSED
Cell Phone Samples
<p>Random Selection of Cell Phone Numbers from Cellular dedicated telephone blocks</p>

SERVICES PROPOSED

Reverse Match Enhanced Residential Matching

Service takes randomly generated phone numbers and compares it to databases to append name and/or address to the Random RDD Phone Numbers where available (this is for pre-notification letters to help improve survey response rate).

SERVICES PROPOSED

Address Based Samples (ABS)

Maintains a monthly updated, internal installation of the Postal Service Delivery Sequence File, containing virtually complete coverage of all United States deliverable address, along with vacancy, seasonal, and other delivery point disposition information. This file contains approximately 140 million US addresses (both residential and business).

Reverse Match Enhanced Residential Matching

Service takes addresses and compares it to databases to append names and/or phone numbers to addresses where available (this is for calling and addressing the letter to householder to help improve survey response rate).

Demographic Data Append

Service takes addresses and compares it to databases to append additional household demographics where available.

SERVICES PROPOSED

Cell-WINS

Cell-WINS is a non-intrusive, real-time screening process that accurately identifies inactive telephone numbers within a cellular RDD sample with a 95%+ accuracy rate (on average). A number will receive a flag of active, inactive or unknown (less than 5% of the file will be flagged as unknown). This process may also be applicable to land line telephone numbers.

SIN	GSA SERVICE PROPOSED (e.g. Labor Category/Task)	UNIT OF ISSUE (e.g. Hour, Task, or Sq ft)	Option Period 1				
			GSA Rate w/ IFF Year 6	GSA Rate w/ IFF Year 7	GSA Rate w/ IFF Year 8	GSA Rate w/ IFF Year 9	GSA Rate w/ IFF Year 10
874-1 & 874-1RC	Survey Sample Manager	Hour	\$59.05	\$60.23	\$61.43	\$62.66	\$63.92
874-1 & 874-1RC	Telephone Interviewer	Hour	\$35.49	\$36.20	\$36.93	\$37.66	\$38.42
874-1 & 874-1RC	Mail Processor	Hour	\$53.40	\$54.47	\$55.56	\$56.67	\$57.81
874-1 & 874-1RC	Computer Programmer	Hour	\$89.95	\$91.75	\$93.59	\$95.46	\$97.37
874-1 & 874-1RC	Senior Project Director	Hour	\$75.92	\$77.44	\$78.99	\$80.57	\$82.18
874-1 & 874-1RC	Account Executive	Hour	\$135.78	\$138.50	\$141.27	\$144.10	\$146.98
874-1 & 874-1RC	Project Director	Hour	\$51.18	\$52.20	\$53.24	\$54.31	\$55.40
874-1 & 874-1RC	Junior Computer Programmer	Hour	\$70.74	\$72.15	\$73.60	\$75.07	\$76.57
874-1 & 874-1RC	Research Director	Hour	\$94.16	\$96.04	\$97.96	\$99.92	\$101.92
874-1 & 874-1RC	Senior Research Director	Hour	\$130.69	\$133.31	\$135.97	\$138.69	\$141.47
874-1 & 874-1RC	Field Management Vice President	Hour	\$122.46	\$124.91	\$127.41	\$129.95	\$132.55
874-1 & 874-1RC	Senior Account Executive	Hour	\$179.34	\$182.93	\$186.59	\$190.32	\$194.13
874-1 & 874-1RC	Executive Vice President	Hour	\$222.42	\$226.87	\$231.41	\$236.04	\$240.76
874-1 & 874-1RC	Graphic Specialist	Hour	\$65.19	\$66.49	\$67.82	\$69.18	\$70.56

SCA Notice

SCA Eligible Contract Labor Category	SCA Equivalent Code – Title	Primary WD Number
Telephone Interviewer	01420 - Survey Worker	2005-2449
Mail Processor	01141 - Messenger Courier	2005-2449

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SIN	Service Proposed	ADDITIONAL SERVICE DETAILS	GSA PRICE
874-1 & 874-1RC	Random Digit Dialing (RDD) with Comprehensive Sample Screening (CSS)	RDD - An Equal probability selection method of generating a sample of telephone numbers to be fielded for survey research. CSS - an attended screening process of the telephone numbers to ensure the most efficient telephone sample possible by identifying majority of the non-productive numbers (not working or business phone numbers). Flag fax modems and privacy managers.	\$0.123
874-1 & 874-1RC	Initial Set-Up Cost	Cost for setting up the specified survey sampling parameters	\$49.370
874-1 & 874-1RC	Additional Set-up Costs (if applicable)	Cost for setting up additional specified survey sampling parameters (Geographic area or Demographics)	\$9.874
Note 1: Applicable Volume Discounts for Cell Phone Sampling Service:			
Specific Project Volume Discount:		Piece Count (Telephone Numbers Generated)	% Discount
		> 250,000	42%
		100,001 – 250,000	32%
		50,001 – 100,000	22%
		25,001 – 50,000	17%
		10,001 – 25,000	12%
		<= 10,000	2%
Annual Volume Discount:		Piece Count (Telephone Numbers Generated)	% Discount
		> 500,000	42%
		250,001 – 500,000	22%
		100,001 – 250,000	12%
		50,001 – 100,000	7%
		<= 50,000	2%
Note 2: Annual Volume Discount + Specific Project Volume Discount can not exceed 50% of base price.			
Note 3: Annual Volume discount is applied prior to Specific Project Volume discount.			

SIN	Service Proposed	ADDITIONAL SERVICE DETAILS	GSA PRICE														
874-1 & 874-1RC	Dissproportionate Stratified Sampling (DSS) with Comprehensive Sample Screening (CSS)	DSS - Stratified into listed one-plus block telephone numbers and Un-listed one-plus block telephone numbers. The sampling ratio between the two density strata within each replicate is Un-listed/listed one-plus block 1:1.5. CSS - an attended screening process of the telephone numbers to ensure the most efficient telephone sample possible by identifying majority of the non-productive numbers.	\$0.131														
874-1 & 874-1RC	Initial Set-up cost for DSS with CSS	Cost for setting up the specified survey sampling parameters	\$123.426														
874-1 & 874-1RC	Additional Set-up Costs for DSS with CSS	Cost for setting up additional specified survey sampling parameters (Geographic area or Demographics)	\$14.811														
874-1 & 874-1RC	Cell Phone Samples	Random Selection of Cell Phone Numbers from Cellular dedicated telephone blocks	\$0.069														
874-1 & 874-1RC	Initial Set-Up Cost	Cost for setting up the specified survey sampling parameters	\$49.370														
874-1 & 874-1RC	Additional Set-up Costs (if applicable)	Cost for setting up additional specified survey sampling parameters (Geographic area or Demographics)	\$9.874														
	Note 1: Applicable Volume Discounts for Cell Phone Sampling Service:																
	Specific Project Volume Discount:	<table border="1"> <thead> <tr> <th>Piece Count (Telephone Numbers Generated)</th> <th>% Discount</th> </tr> </thead> <tbody> <tr> <td>> 250,000</td> <td>42%</td> </tr> <tr> <td>100,001 – 250,000</td> <td>32%</td> </tr> <tr> <td>50,001 – 100,000</td> <td>22%</td> </tr> <tr> <td>25,001 – 50,000</td> <td>17%</td> </tr> <tr> <td>10,001 – 25,000</td> <td>12%</td> </tr> <tr> <td><= 10,000</td> <td>2%</td> </tr> </tbody> </table>	Piece Count (Telephone Numbers Generated)	% Discount	> 250,000	42%	100,001 – 250,000	32%	50,001 – 100,000	22%	25,001 – 50,000	17%	10,001 – 25,000	12%	<= 10,000	2%	
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10,001 – 25,000	12%																
<= 10,000	2%																
	Annual Volume Discount:	<table border="1"> <thead> <tr> <th>Piece Count (Telephone Numbers Generated)</th> <th>% Discount</th> </tr> </thead> <tbody> <tr> <td>> 500,000</td> <td>42%</td> </tr> <tr> <td>250,001 – 500,000</td> <td>22%</td> </tr> <tr> <td>100,001 – 250,000</td> <td>12%</td> </tr> <tr> <td>50,001 – 100,000</td> <td>7%</td> </tr> <tr> <td><= 50,000</td> <td>2%</td> </tr> </tbody> </table>	Piece Count (Telephone Numbers Generated)	% Discount	> 500,000	42%	250,001 – 500,000	22%	100,001 – 250,000	12%	50,001 – 100,000	7%	<= 50,000	2%			
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	Note 2: Annual Volume Discount + Specific Project Volume Discount can not exceed 50% of base price.																
	Note 3: Annual Volume discount is applied prior to Specific Project Volume discount.																

SIN	Service Proposed	ADDITIONAL SERVICE DETAILS	GSA PRICE
874-1 & 874-1RC	Reverse Match Enhanced Residential Matching (\$250 minimum)	Service takes randomly generated phone numbers and compares it to databases to append name and/or address to the Random RDD Phone Numbers where available (this is for pre-notification letters to help improve survey response rate).	\$0.079
874-1 & 874-1RC	Address Based Samples (ABS)	MSG maintains a monthly updated, internal installation of the Postal Service Delivery Sequence File, containing virtually complete coverage of all United States deliverable address, along with vacancy, seasonal, and other delivery point disposition information. This file contains approximately 140 million US addresses (both residential and business).	\$0.044
874-1 & 874-1RC	Initial Set-Up Cost for ABS	Cost for setting up the specified survey sampling parameters.	\$416.500
874-1 & 874-1RC	Additional Set-up Costs for ABS(if applicable)	Cost for setting up additional specified survey sampling parameters (Geographic area or Demographics).	\$49.000
	Note 1: Applicable Volume Discounts for Address Based Sampling Service:		
	Specific Project Volume Discount:	Piece Count (Addresses Generated)	% Discount
		> 1,000,000	80%
		100,001 – 1,000,000	58%
		50,001 – 100,000	35%
		<= 50,000	2%
874-1 & 874-1RC	Reverse Match Enhanced Residential Matching (\$250 minimum)	Service takes addresses and compares it to databases to append names and/or phone numbers to addresses where available (this is for calling and addressing the letter to householder to help improve survey response rate).	\$0.079
874-1 & 874-1RC	Demographic Data Append	Service takes addresses and compares it to databases to append additional household demographics where available.	\$0.010
874-1 & 874-1RC	Cell-WINS	Cell-WINS is a non-intrusive, real-time screening process that accurately identifies inactive telephone numbers within a cellular RDD sample with a 95%+ accuracy rate (on average). A number will receive a flag of active, inactive or unknown (less than 5% of the file will be flagged as unknown). This process may also be applicable to land line telephone numbers.	\$0.069
	Note 1: Applicable Discounts Based on Monthly Volumes:		
	Specific Monthly Volume Discount:	Piece Count (Addresses Generated)	% Discount
		> 2,000,000	28.5%
		500,001 – 2,000,000	14.2%
		250,000 – 500,000	7.1%