Mission Oriented Business Integrated Services | MOBIS

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule
About us:
The Market Decisions Difference

Since 1977 Market Decisions LLC has been providing highly accurate, innovative and practical survey research.

Remember the expression, “if all you have is a hammer, everything looks like a nail?” To be sure our clients benefit from the most appropriate data collection method for their needs we offer a complete portfolio:

- Telephone Surveys
- Paper (mail) surveys
- Internet or Online Surveys
- Focus Groups
- One-on-One Interviews
- Intercepts
- Executive Interviews

Of course, data quality is important, but we treat it as critical because of the nature of the decisions that will be made based on it. We only collect data using our own in-house staff that we can properly train and continually monitor.

All our research assignments benefit from our experience in research and question design. We know the science behind asking questions, but we also understand the art. Our research provides more useful information because we start with the end in mind.

The deliverable from our research is not just data but information. We promise more information from our research because we have sophisticated analytical tools – and the skills to use them.

On behalf of the entire team at Market Decisions, I invite you to learn more about the difference we can make in the quality and cost of the research you procure.

Curtis A. Mildner
President
Research Planned to Succeed

Great research requires asking great questions; we have a library of them - from hundreds and hundreds of research assignments. These include questions for specific industries, questions from national research studies and questions designed to get the most from the advanced analytical tools we use. We pose questions on the same topic in different ways to determine the depth of response and ask questions that allow comparisons to other surveys. We program our own surveys so complexity is never an issue.

As important as what you ask, is who you ask. When the sample is general we use phone numbers randomized from all phone numbers, including cell phone sample, and not just those listed in directories. If the need is difficult to find respondents; recent mothers, disabled, children-we can handle that too.

We offer both quantitative and qualitative research so we are free to recommend the method that will work best. This may be more than one method such as focus groups and a survey, or a multi-mode data collection using internet, mail and phone.

A Choice of Quality Data Collection Methods

We are obsessive about the quality of the data we collect so our clients can be confident when they act on our research. We insist on collecting data in-house so we can properly train staff and continually monitor their efforts. We conduct research to the most rigorous scientific standards using state of the art technology.

Telephone Surveys. Our use of sophisticated CATI software allows complicated question patterns and sample rotation by time of the day and week.

Paper Surveys. Image recognition software and high speed scanning speeds processing of the largest paper surveys.

Online Surveys. We program surveys, sample, and conduct surveys using sophisticated software.

Focus Groups. Market Decisions’ moderators are trained at the Riva Institute to use scientific techniques that get more out of group discussions.

Multi-mode we can utilize any or all methods to collect data for any assignment.

Analytical Tools for More Information

It’s just data until its turned into information.

First, we use our experience to identify patterns in the data. Then, we may use some standard analytical tools. Finally, our PhD led staff can bring advanced analytical tools to the table.


Our clients are assured of rigorous analysis with most advanced software available. Market Decisions staff is fluent in the use of SPSS and SASS statistical software. For analysis of studies with complex design features, such as correlated observations, clustering, weighting, and stratification our staff is skilled in the use of sophisticated SUUDAN software.
Health Care

**Special Populations:** Many of Market Decisions’ assignments are among more difficult to reach populations. These include children and teens (nutrition, exercise and tobacco use) recent mothers (maternal care), disabled and blind (access and satisfaction with services), low income (access to healthcare and health behaviors) and other groups.

**Health Behaviors and Interventions:** Identifying behaviors that impact public health and actions that can change those behaviors is a specialty of Market Decisions. We have researched nutrition, exercise, tobacco use, cardiovascular health, diabetes and other chronic diseases in more than a dozen states.

**Health and the Environment:** Our work to identify the environmental health risks in a geographic area has been among our most exacting. For the state of Massachusetts, for example, we conducted a health assessment and extensive analysis of the areas surrounding Logan Airport.

**Health Care Access:** Market Decisions’ research has been instrumental in planning for health care access in states including South Dakota, Pennsylvania, Vermont, Maine and Rhode Island. Our proprietary household survey instrument has been used for over 100,000 interviews.

**Communication and Education:** Market Decisions conducts pre-communications testing to better develop campaigns and post-campaign measurements to determine effectiveness. Our scientifically based communication model, and our experience in commercial advertising research, assures uniquely insightful analysis.

**Risk Behavior:** Market Decisions has conducted YRBS surveys and we have prepared sampling plans and analyzed results for BRFSS surveys.

Environment

Market Decisions research into attitudes towards environmental issues and identifying actions to mitigate these issues have spanned 35 years. Issues we have investigated include, recycling, hazardous waste, smart growth, non-point source pollution, invasive species, air pollution, water pollution and visual impacts.

Fisheries

Our proximity to the Atlantic makes this an obvious specialty. We have conducted studies among fishermen on ground fishing, effects of regulation, the economics of fishing and attitudes towards fishing regulation. Our national research on attitudes towards and use of lobster among consumers, supermarkets and restaurants led to new approaches to marketing and distribution.
General Contract Information

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<th>Section</th>
<th>Description</th>
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<tr>
<td>2.0</td>
<td>Maximum Order: $1,000,000</td>
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<td>Minimum Order: $300</td>
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<td>4.0</td>
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<td>10.0</td>
<td>Warranty: Contractor’s Standard Commercial Warranty</td>
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Contact:
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cmildner@marketdecisions.com
www.marketdecisions.com
## MOBIS Price List: GS-10F-0269V Market Decisions

**SIN 874-3**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Minimum Education</th>
<th>Minimum Experience</th>
<th>Unit</th>
<th>Price (including IFF)</th>
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<tbody>
<tr>
<td>Senior Consultant</td>
<td>MBA</td>
<td>10 Years</td>
<td>Hour</td>
<td>$125</td>
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<td>Senior Research Associate</td>
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Price List valid from 7/24/2009 until 7/24/2015