

PROFESSIONAL SERVICE FEE SCHEDULE

General consulting fee is \$125 per hour. Rates for specific activities are noted below...

Quantitative Analysis
Activity

- Survey design \$500 minimum; \$75 per hour after 4 hours
- Survey design, general consulting \$50 per hour up to 2 hours then \$50 per hour
- General Data Manipulation, no reporting \$100-\$25 per hour depending of extensiveness
- Statistical analysis with topline report
[appropriate data tables/charts included] Basic descriptives - \$500 minimum; \$75 per hour after 4 hrs
or
Advanced/multivariate - \$3,500 minimum; \$100 per hour after 4 hours
- Tabulations only * \$600 first banner, \$100 each additional banner
- Tabulations & topline report* \$2,500 first banner, \$500 each additional banner
- Tabulations & full report* \$3,500 first banner, \$1,000 each additional banner

* NOTE: Up to one 16-point banner and an average of 15-20 questions

Qualitative Research
Activity*

- | | <u>1- 2 Groups</u> | <u>3 + Groups</u> |
|-------------------------------|--------------------------|-------------------|
| • Moderation only | \$800 | \$600 |
| • Moderation & topline report | \$1,000 | \$800 |
| • Moderation & full report | \$1,300 | \$1,000 |
| • Transcripts | \$150 per 2 hour session | |

Plus customary out of pocket expenses such as travel, food, car, and lodging. Does not include cost of field service (e.g., recruitment and facility) and participant fees.

* NOTE: Fees on a per group basis, and up to a 2-hour session

Project specific service fees can be provided at anytime. Retainer options available

Travel to be handled separately

There is an implied 10% contingency.

All fees based on a "typical" assignment and could change based on specifications.

One-half of the estimated fee is payable in advance, with the balance due on completion of the assignment. Alternative billing arrangements can be made by prior agreement.