

**ORDER / SOLICITATION / OFFER / AWARD**

<b>OFFEROR TO COMPLETE BLOCKS 13, 14, 16, 22, 23 and 26</b>				1. REQUISITION NO. R00021175673		PAGE OF 1 2	
2. CONTRACT/ORDER NO. 2DLGMR-09-C-0008		3. AWARD/ EFFECTIVE DATE 10/01/2009	4. MASTER/AGENCY CONTRACT NO. 2DLGMR-09-B-0009		5. SOLICITATION NO.		6. SOLICITATION ISSUE DATE
7. For Solicitation Information Call	a. NAME Jo E. Clemmer		b. TELEPHONE NO. (901) 747-7563		c. FAX NO. (901) 747-7492		8. OFFER DUE DATE/TIME
9. ISSUED BY Legal Services & Marketing Research Eastern Services CMC, Memphis United States Postal Service 225 N Humphreys Blvd, RM 1089 Memphis TN 38166-6260  EMAIL: jo.e.clemmer@usps.gov			CODE 2DLGMR	10. ACO CODE 2DLGMR	11. SOLICITATION METHOD  <input type="checkbox"/> RFQ <input type="checkbox"/> RFP <input type="checkbox"/> ORAL	12. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS CHECKED  <input type="checkbox"/> SEE SCHEDULE	13. DISCOUNT TERMS See Schedule
14 SUPPLIER OPINION RESEARCH CORPORATION ATTN JEFFREY T RESNICK 902 CARNEGIE CENTER STE 220 PRINCETON NJ 08540-6530  TEL: 609-452- [REDACTED] FAX: 609-452-5292 EMAIL: [REDACTED].com			CODE 000094941	15 BILLING ADDRESS SAME AS DELIVERY/PERFORM ADDRESS			
16. REMITTANCE ADDRESS OPINION RESEARCH CORPORATION [REDACTED]  TEL: [REDACTED] FAX: [REDACTED] EMAIL: [REDACTED]			CODE 00001	17. DELIVERY ADDRESS WASHINGTON DC MARKET RESEARCH MARKET RESEARCH USPS 475 LENFANT PLZ SW RM 1106 WASHINGTON DC 202601106  TELEPHONE NO: 2022683566 DELIVER BY/END DATE:  <input checked="" type="checkbox"/> CHECK <input type="checkbox"/> EFT			
18. ITEM NO	19. SCHEDULE OF SUPPLIES/SERVICES			20. QUANTITY	21. UNIT	22. UNIT PRICE	23. AMOUNT
	DELIVERY ORDER CONTRACT FUNDING FOR MARKET RESEARCH UNDER TERMS AND CONDITIONS OF NATIONAL ORDERING AGREEMENT MASTER CONTRACT 2DLGMR-09-B-0009  Amounts set forth in this schedule in connection to each CLIN are provided for internal USPS funding purposes only. They are not to be considered a guarantee to the Supplier or commitment by the USPS regarding the amount of work to be performed under this contract or compensation to be provided to the Supplier. Continued ...						
24.				TOTAL AWARD AMOUNT (USPS Use Only)			\$600,000.00
25. <input checked="" type="checkbox"/> The supplier is required to sign this document and return copies to the issuing office. The supplier agrees, subject to the terms and conditions specified herein, to provide and deliver all items identified above and on any additional sheets.				1	26. <input type="checkbox"/> Award of Contract: Your offer on Solicitation (block 5) is accepted as to items		
27a. SIGNATURE OF SUPPLIER				28a. UNITED STATES POSTAL SERVICE (SIGNATURE OF CONTRACTING OFFICER)			
27b. PRINTED NAME AND TITLE OF SUPPLIER			27c. DATE SIGNED	28b. PRINTED NAME OF CONTRACTING OFFICER Lynn J. Sartain, C.P.M.		28c. DATE SIGNED	

CONTINUATION SHEET

REQUISITION NO.  
R00021175673

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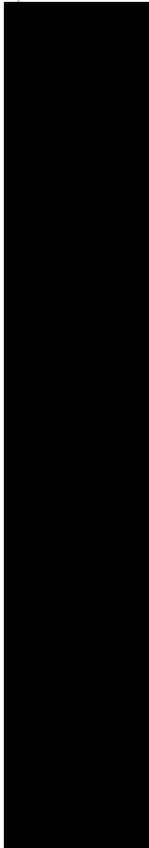
CONTRACT/ORDER NO.  
2DLGMR-09-C-0008

AWARD/  
EFFECTIVE DATE  
10/01/2009

MASTER/AGENCY CONTRACT NO.  
2DLGMR-09-B-0009

SOLICITATION NO.

SOLICITATION  
ISSUE DATE

ITEM NO	SCHEDULE OF SUPPLIES / SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
	Sub Rept Req'd: N Payment Terms: NET30 Accounting Info: BFN: 698681 Period of Performance: 10/01/2009 to 09/30/2010				
00001	69-8681 MARKET RESEARCH BASE YEAR Account Number: 52323  FOB: Destination				
00002	69-8681 MARKET RESEARCH OPTION YEAR 1 Account Number: 52323  FOB: Destination Period of Performance: 10/01/2010 to 09/30/2011				
00003	69-8681 MARKET RESEARCH OPTION YEAR 2 Account Number: 52323  FOB: Destination Period of Performance: 10/01/2011 to 09/30/2012				
00004	69-8681 MARKET RESEARCH OPTION YEAR 3 Account Number: 52323  FOB: Destination Period of Performance: 10/01/2012 to 09/30/2013				
00005	69-8681 MARKET RESEARCH OPTION YEAR 4 Account Number: 52323  FOB: Destination Period of Performance: 10/01/2013 to 09/30/2014				
	The total amount of award: \$600,000.00. The total amount for this award is shown in box 24.				