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Opinion Research Corporation

AMEX-OPI- $7.15

(www.opinionresearch.com)

Richard J. Wayman, CFA
rwayman@researchstock.com

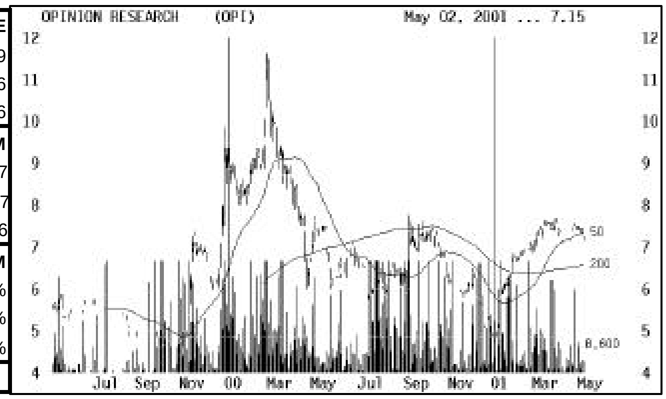
Melissa Lieber
mlieber@researchstock.com

1Q01 Results

Solid Sales, EPS and Cash EPS Growth

Current Data			**EPS**		**P/E**
Fiscal Year End	Dec		2000	$ 0.65	10.9
Current Price	$	7.15	2001E	$ 0.75	9.6
52-Week Range		8-4	2002E	$ 0.94	7.6
Shares Out (Mill)		5.66	**Valuation**	**Current**	**LTM**
Ave Volume LTM		9,070	P/E (Next FY)	9.56	12-7
Market Cap. (Mill)	$	40.47	P/B	1.23	1.3-0.7
LTD/Total Capital		59.0%	Price/Sales	0.25	0.26-0.16
Institutional Holdings		26%	**Operating Data**	**This Qtr**	**LTM**
Insider Holdings		20%	Sales Growth	17.8%	19.7%
Book Value	$	5.82	EBITDA Margin	11.8%	11.8%
10Yr Bond		5.29%	Net Inc. Growth	36.4%	30.7%

Source: Baseline except for EPS estimates, researchstock.com



Source: Baseline

Key Investment Points

- Revenues increased 18%: lead by a 29% rebound in US Market Research.
- Net Income rose 36% to $1.1 million as EPS grew 12% to $0.18 from $0.16 (lagged net income growth due to a 3Q00 stock placement).
- Cash EPS continues to exceed reported EPS by 55% ($0.28)
- Stock is up 75% from a low of $4.50 at year-end.
- Our 12-18 month target price is $15.00.

Company Description

Princeton, New Jersey-based Opinion Research Corporation (OPI) is one of the leading global market research firms in the US, providing business-to-business (B2B) and public (government) markets with sophisticated market research and teleservices. OPI's services help firms improve customer loyalty, branding, corporate reputation, and evaluate market demand for new or existing products. The Company focuses on projects that require continuous updating, thus resulting in a stable client base and recurring revenue streams (we estimate approximately 60% of revenues are from recurring projects). The Company's client base is comprised of Fortune 50 multinational firms such as Bell Atlantic, Chase Manhattan, and General Motors and government agencies. Founded in 1938 by market research pioneer and ex-partner of George Gallup, Claude Robinson, the Company had its IPO in 1993. During the last three years, the Company entered the telemarketing and government services sectors via strategic acquisitions and has been successful in realizing cross-selling opportunities.

1Q01 Results

Net income increased 36% to $1.1 million, compared to 1Q00, as a result of an 18% increase in sales and a 3% decrease in SG&A expenses. As shown in Figure 1, net income growth was volatile following the June 1999 spike (when Macro was acquired) and now appears to be stabilizing at about 30%.

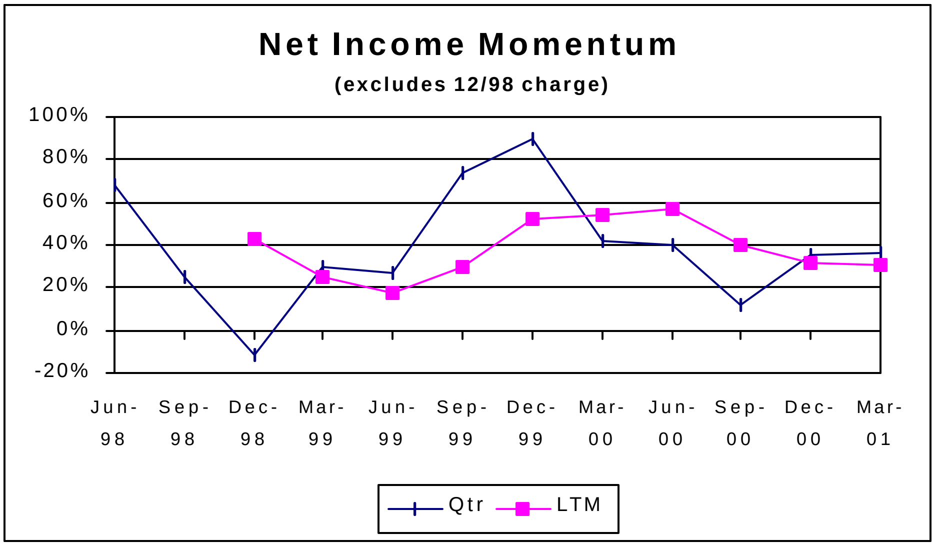


Figure 1

The increase in sales, illustrated in Figure 2, was the result of 20+% increase in revenues from both the US Market Research and Social Research segments in addition to a very respectful 11% increase in the Teleservices segment. US Market Research showed a strong turnaround from a weak 1Q00, generating revenues in 1Q01 of $11.8 million (a 29% increase) and operating income of $660 thousand. Management expects the US Market Research segment to continue to be a bright spot throughout 2001.

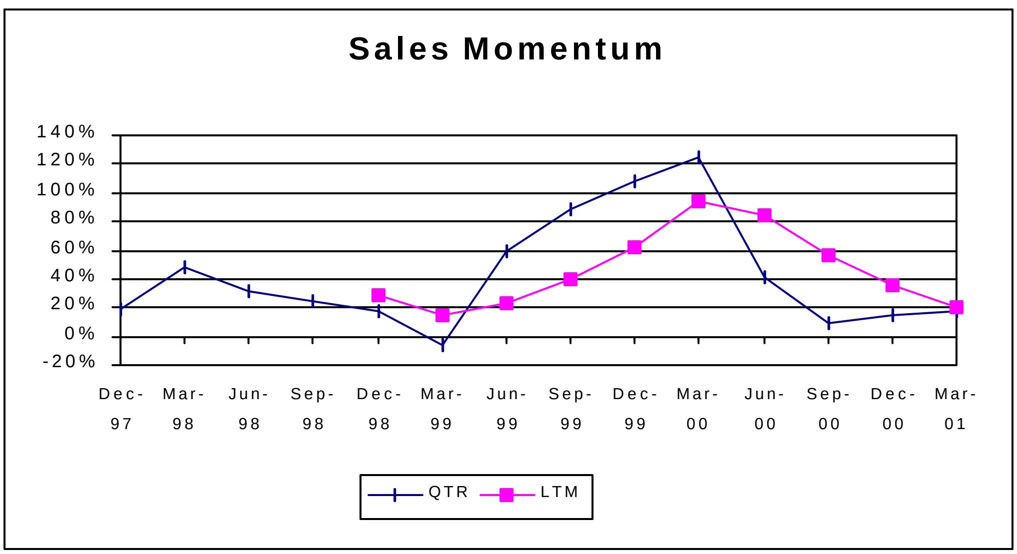


Figure 2

Operating margins improved to 7.4% from 7.1% in 1Q00 as the company was able to control expenses and gain synergies from recent acquisitions. As shown in Figure 3, quarterly operating margins have steadily improved since December 1999.

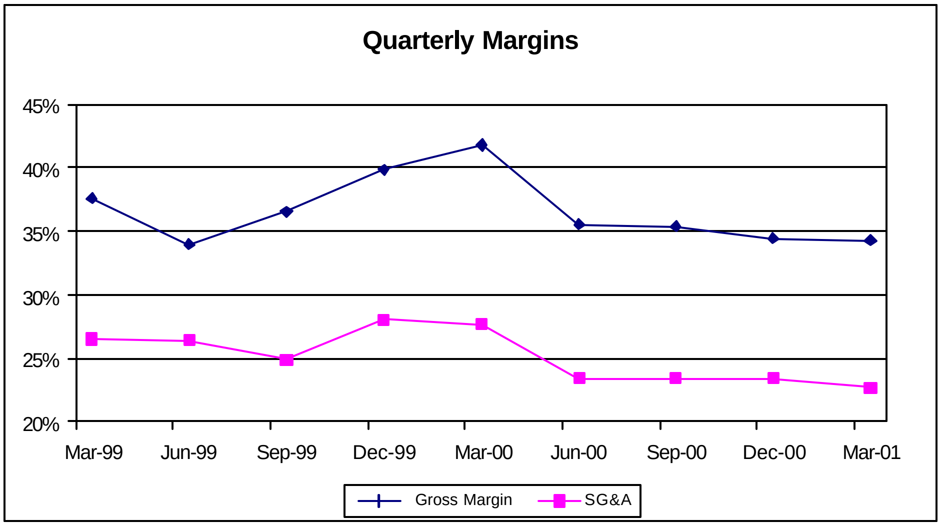


Figure 3

The long-term trend in gross margin and SG&A as a percent of sales continued to decrease as the sales mix included more government business (where accounting convention shifts some SG&A costs to COGS). EBITA was $5.4 million, increasing 21% over $4.5 million last year.

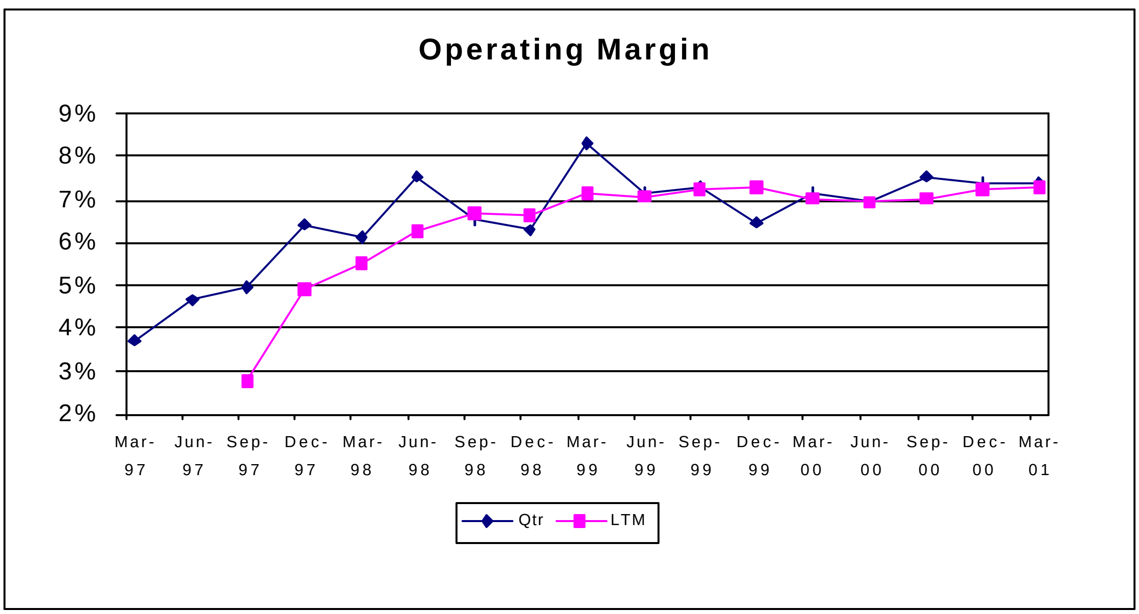


Figure 4

Diluted EPS increased 12% to $0.18 from $0.16 in 1Q00 and was slightly better than our $0.17 forecast. Diluted EPS growth lagged net income due to a 22% increase in shares that resulted from a private placement that occurred at the end of 3Q00. Cash earnings per share are still in excess of diluted EPS, increasing 12% to $0.28 up from $0.25 last year.

Financial Condition

Financial condition remains solid as debt/equity is at 1.6 and net interest coverage is more than adequate at 2x (See Figure 5) and as receivables remain under control (see Figure 6).

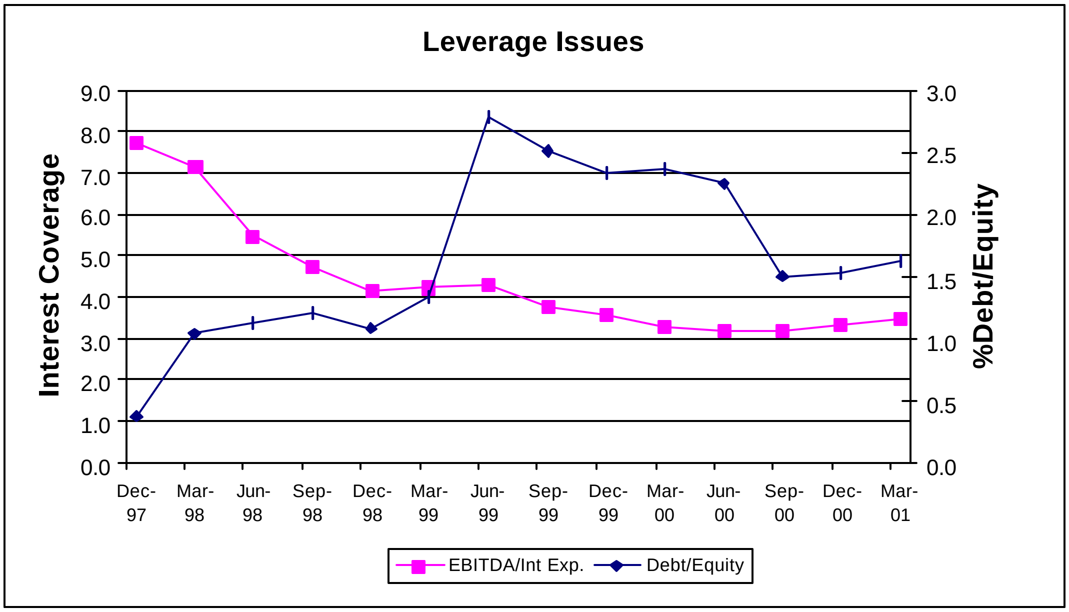


Figure 5

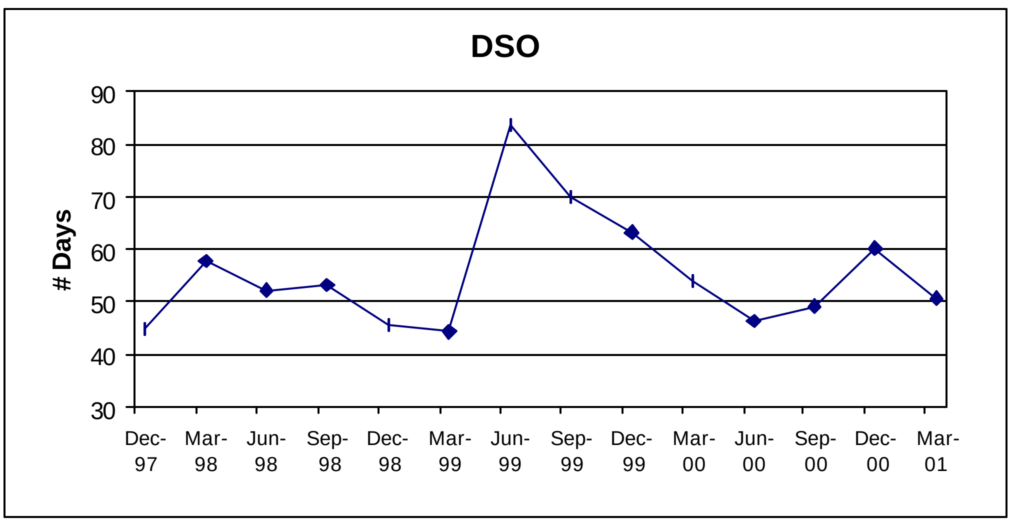


Figure 6

Peer Group Comparison

OPI continues to post better operating results than its peers. As shown in table 1, OPI's EPS growth exceeded most of the peers. And, while the Company's leverage is higher than the average, cash flows are more than adequate to service the debt.

Table 1: Sector Comparables - Last 12 Month Performance

Company	Ticker	Revenues (MM)	% Chg	EBIDTA Margin	EPS	% Chg	Debt/ Capital	Net Debt/ EBITDA	Interest Cover	ROE
TOTAL RESEARCH	TOTL	52	9%	8.00%	$ 0.14	-18%	0.2	3.2	-	14%
NET PERCEPTIONS	NETP	30	33%	-2.12%	$ (1.28)	-110%	0.0	0.1	-	-
HARRIS INTERACTIVE	HPOL	58	37%	-0.65%	$ (0.75)	na	-	-	-	-
MARKETING SVCS GROUP	MSGI	183	77%	-0.08%	$ (0.54)	8%	0.2	-	-	-
JUPITER MEDIA METRIX	JMXI	82	197%	-0.14%	$ (0.71)	-73%	-	0.2	-	-
INFORMATION RESOURCE	IRIC	538	-1%	0.05%	$ 0.07	600%	0.1	1.0	-	-
	Ave. ex-OPI		59%	0.8%	$ (0.51)	81%	0.1	1.1	-	14%
OPINION RESEARCH	**OPI**	**168**	**20%**	**11.8%**	**$ 0.68**	**11%**	**0.6**	**4.1**	**2.1**	**13%**
OMNICOM GROUP	OMC	6,400	19%	16.9%	$ 2.51	20%	0.4	6.9	12.3	32%
INTERPUBLIC GROUP	IPG	5,600	19%	21.5%	$ 1.49	11%	0.4	7.2	6.8	20%

(Source: Baseline)

Company Name	Description
Total Research	Consumer research with special products for customer loyalty, brand equity and e-commerce.
Net Perceptions	Internet retail marketing research (IPO 4/99).
Harris Interactive	Broad-based consumer research (IPO 12/99).
Marketing Serv. Group	Direct and indirect marketing services in US and Canada.
Jupiter Media Metrix	Internet audience measurement products.
Information Resource	Consumer product market research via UPC tracking

The following are the top diversified international advertising/marketing services firms:

OMNICOM GROUP
INTERPUBLIC GROUP

Outlook

We reduced our 2001 EPS forecast to reflect slower revenue growth expectations. Our diluted EPS forecast for 2001 is now $0.75 (down $0.02) and our 2002 estimate is $0.94, a $0.13 reduction. The main reason for the decline in our 2002 estimate was a reduction in sales resulting from a lower base (1Q01 actual result and a reduction in our 2Q01 forecast), reduced annual sales growth rates, and a slightly higher SG&A assumption. Our earnings model is also based upon the following assumptions:

- Gross Margins remain at 2000 levels (34%).
- SG&A expenses are constant at about 22% of sales.
- Interest and depreciation expenses remain at 2000 levels of $5.7 million and $7.6 million, receptively.
- Diluted shares outstanding average 6.0 to 6.3 million. Note that due to options that have been issued, as the stock price rises, the diluted share count also increases. For example:

Share Price	Fully Diluted Share Count
$7.50	6.15 million
$10.00	6.4 million
$13.00	6.7 million

Our forecast does not assume any acquisitions.

Our annual and quarterly EPS models are shown in Table 2 and Table 3, respectively.

Table 2 Annual Earnings Model						
($MM)	**1997**	**1998***	**1999**	**2000**	**2001e**	**2002e**
Revenues	56.67	73.17	118.62	160.91	**192.77**	**222.04**
Cost of Goods Sold	34.37	44.81	75.85	105.98	**128.05**	**146.54**
Gross Margin	22.30	28.36	42.77	54.93	**64.72**	**75.49**
SG&A	16.84	19.41	28.50	36.00	**42.45**	**50.60**
Depreciation	2.66	4.14	5.81	7.28	**8.22**	**8.22**
Operating Income	2.80	4.81	8.46	11.65	**14.05**	**16.67**
Interest Expense	0.67	1.87	4.01	5.68	**5.77**	**5.75**
Other Income/Expens	0.00	2.47	0.00	0.00	**0.00**	**0.00**
PreTax Income	2.13	0.47	4.46	5.97	**8.28**	**10.92**
Income Taxes	0.98	0.49	1.94	2.67	**3.73**	**4.91**
Extraord	0.00	0.15	0.09	0.00	**0.00**	**0.00**
Net Income	1.15	-0.17	2.42	3.30	**4.55**	**6.01**
EPS-Basic	$ 0.28	$0.0 *	$0.59 **	**$ 0.78**	**$ 1.07**	**$ 1.06**
Diluted	$ 0.28	$0.0 *	$ 0.58 **	**$ 0.65**	**$ 0.75**	**$ 0.94**
		* Includes charges related to ex-CEO.				
		* *Excludes debt re-structuring charges				
Basic Shares	4.144	4.202	4.244	**4.244**	**4.244**	**5.668**
Diluted Shares	4.146	4.202	4.332	**5.053**	**6.086**	**6.366**
Tax Rate	45.8%	104.3%	43.6%	**44.7%**	**45.0%**	**0.0%**
Boldfaced data are estimates						
Growth Rates						
Revenues	19.9%	29.1%	62.1%	35.6%	19.8%	15.2%
EBIDTA		63.9%	59.4%	32.7%	17.7%	11.8%
Net Inc.	42.7%	nm	nm	36.3%	37.8%	31.9%
EPS	45.0%	nm	nm	12.7%	14.4%	26.1%
Margin Analysis						
Gross	39.4%	38.8%	36.1%	34.1%	33.6%	34.0%
EBIDTA	9.6%	12.2%	12.0%	11.8%	11.6%	11.2%
Net	2.0%	-0.2%	2.0%	2.1%	2.4%	2.7%

Table 3: Quarterly Diluted EPS Forecast					
	1Q	**2Q**	**3Q**	**4Q**	**FY**
1999	$ 0.13	$ 0.14	$ 0.16	$0.15**	$ 0.58 ** *
2000	$ 0.16	$ 0.18	$ 0.16	$ 0.16	$ 0.65
2001e	$ 0.18	**$ 0.18**	**$ 0.17**	**$ 0.22**	**$ 0.75**
2002e	**$ 0.23**	**$ 0.25**	**$ 0.24**	**$ 0.28**	**$ 0.94**
	* Includes charges related to ex-CEO.				
	** Excludes one-time charges.				
	Boldfaced data are estimates.				
Growth Rates					
1998	167.8%	56.5%	18.3%	-424.0%	114.5%
1999	28.4%	31.6%	76.5%	150.0%**	-1450.0%
2000	24.9%	30.0%	-2.3%	5.5%	12.7%
2001	12.0%	-0.1%	10.5%	37.4%	14.4%
2002	26.4%	36.6%	38.6%	29.9%	26.1%

Valuation Analysis

Table 4 (below) compares share price trends and selected valuation metrics and illustrate OPI's relative undervaluation. During the last year, the Advertising and Marketing Services sector has been adversely impacted by the dotcom implosion and a difficult comparison with last year (when the industry benefited from spending on the Olympics and the Presidential elections). The key points to note in this comparison are:

- During the last 12 months, OPI shares continue to outperform the peer group.
- OPI's EBIDTA margins exceeded most of the peer group see Table 1). The two exceptions were impacted by recent acquisitions (Jupiter Media Metrix) and restructuring charges (Information Resources).
- The shares remain undervalued by several metrics. For example, OPI shares appear undervalued on a Price/Sales and Price/Cash Flow basis. However, OPI's Price/Book Value (1.2x) rose above the peer group average (0.9X).

Table 4: Comparative Valuation Analysis

				LTM Price Change	Market Cap (MM)	P/E		Price to				EV/	MC/ LTM
			Price			CY00	CY01	Sales	CF	Book	EBITDA	EBITDA	EBITDA
TOTAL RESEARCH	TOTL	$	2.25	-43%	29	na	na	0.6	9.6	2.1	6.8	6.1	6.83
NET PERCEPTIONS	NETP	$	1.15	-95%	31	-1.2	57.5	1.0	-	0.2	-1.1	-	-1.13
HARRIS INTERACTIVE	HPOL	$	3.57	-5%	122	-5.9	na	2.1	-	1.6	-5.0	-	-4.98
MARKETING SVCS GROUP	MSGI	$	1.40	-80%	45	na	na	0.3	-	0.4	15.0	-	14.99
JUPITER MEDIA METRIX	JMXI	$	1.52	-100%	54	-1.5	-1.8	0.7	1.8	0.1	-2.6	-	-2.58
INFORMATION RESOURCE	IRIC	$	6.21	10%	180	na	na	0.3	1.1	0.8	1.1	1.2	1.15
Average				-52%	77	-2.9	27.8	0.8	4.2	0.9	2.4	3.7	2.4
OPINION RESEARCH	**OPI**	**$**	**7.15**	**-4%**	**41**	**10.8**	**9.2**	**0.2**	**3.5**	**1.1**	**2.1**	**4.2**	**2.09**
OMNICOM GROUP	OMC	$	87.51	-3%	15495	31.4	26.8	2.4	23.1	10	14.6	15.1	14.55
INTERPUBLIC GROUP	IPG	$	33.92	-16%	10438	24.1	21.2	1.9	13.8	5.1	-79.7	9.3	-79.74

We reduced our 12 – 18 month target price to $15.00 from $17.00 due to our reduced sales and earnings expectations for 2002. As shown in Table 5, we arrived at this target price by using our 2002 forecast of revenues, EPS and EBITDA and applying a high/low range based on historical ranges and our future expectations. We chose the high end of the range because we feel our valuation multiples (notably Price/Sales) are conservative. However, we think the shares could run into technical resistance at $8.00 and $10.00.

Table 5: Target Price Methodology ($MM except EPS)				
	Multiples			Est.
	LTM Ave.	Est.	2002e	Range
Revenues	0.3	0.3	222.04	$ 14.29
	0.2	0.2		$ 9.53
EPS	12.3	18	$ 0.94	$ 16.99
	8.1	9		$ 8.49
EBITDA	2.3	4	22.27	$ 19.12
	1.5	2		$ 9.56
	Average Est. Price		High	$ 16.80
			Low	$ 9.19
			Ave.	$ 13.00

Investors should also consider the possibility that OPI may be an acquisition target. The M&A activity in this sector has been rather constant as firms merge to meet the challenges of globalization and increased specialization. And, we think OPI's competitive advantages could benefit a multi-service provider. Based upon our observations, small cap stocks, like OPI, are usually under-priced by 20%-40%, based upon the acquisition premiums paid by acquiring companies.

Risk Consideration

Investors need to consider the following risks before investing:

- The shares are not very liquid and can experience significant price volatility. Average daily volume for the last 50 and 200 days has been 4,700 and 8,800 shares, respectively.
- The Company is not widely followed by Wall Street analysts
- By some measures, debt levels are higher than sector averages. While we do not consider leverage to be extreme and interest coverage is more than adequate, the current debt load could prevent OPI from making future acquisitions.