



HARVEY COMMUNICATION MEASUREMENT

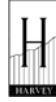
AbilityOne

ISSUE: October 2008



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GOVERNMENT EXECUTIVE



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WHAT YOU CAN LEARN FROM THIS STUDY...

READERS' COMMENTS:

Each reader tells, in his own words, the major ideas he got from the advertisement and impressions he has of the supplier and their product. Frequently, the respondent also tells what induced him to read the ad and what relation the product has to his work.

Readers' comments are the most important element in analyzing an ad's communications effectiveness. The numerical scores in Table #1 tell *how many* the ad reached; the verbatim comments tell *what* the ad communicated.

TABLE #1 - ADVERTISING COMMUNICATION SCORES:

Table #1 shows the basic communication scores for all ads that are covered by this report. The ads are listed alphabetically.

Two basic measures of an advertisement's communications effectiveness are provided.

1. **Recall Seeing**—This gives the percent of respondents who recall seeing a particular advertisement when they originally read the issue. This measurement is an indicator of the power of a particular advertisement to attract notice. "Recall Seeing" scores are affected especially by the type of headline, illustration, and layout used.
2. **Recall Reading**—This gives the percent of respondents who read a sufficient amount of the advertisement to comprehend the principal subject discussed, and to identify the advertiser. "Recall Reading" scores are affected by the quality and usefulness of the ad copy to the reader.

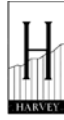
TABLE #2 - ISSUE AVERAGE SCORES:

Two basic types of averages are given in Tables #2 that allow an individual ad to be compared against various yardsticks.

1. **Issue Averages**—These are the composite scores for all ads in the issue.
2. **Size-Color Averages**—This shows the average scores for ads of various sizes, and those using color. (The number of ads in each size-color group is also listed.)

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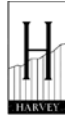
SUMMARY OF SCORES...

For: AbilityOne

Page: Cvr. 4

Size-color of Ad: 1p4c

Score Categories	% Recall Seeing	% Recall Reading
Advertiser's Scores	76	60
Issue Average	46	29
Size-Color Average Scores	45	31



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The following are verbatim comments of respondents when asked the question:

“What thoughts or impressions did you get when you first read this ad? What ideas did you get about the advertiser, or about the products advertised?”

“AbilityOne is nationwide, and it should be increased, I’d say. Lots of vets need jobs, and they are skilled.”

- ◆ Chief, Budget Formulation
Labor

“It’s a good cause. I like seeing these guys being proud of their efforts to do good jobs and become productive. They offer good products at a good price; that is their message. However, some of the products aren’t very good.”

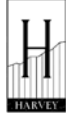
- ◆ Case Director
Education

“‘AbilityOne’ is a better name than ‘JWOD’. The Army uses them for servicing their vehicles. I wouldn’t have known that about them.”

- ◆ Financial & Administrative Support Manager
Veterans Affairs

“Keep them employed—that’s the way America should treat our vets. We haven’t seen much good treatment lately.”

- ◆ Chief of Staff
Education



ABILITYONE

“They offer reliable services for those who are disabled. It’s a good program.”

- ◆ Director, Systems Div.
Health

“They help the military with vehicle maintenance. They rely on them to make sure that their vehicles are serviced and repaired. I’d never heard of them before.”

- ◆ Regional Labor Relations Officer
Labor

“AbilityOne is a reliable service provider for the disabled. They use disabled employees, I should say.”

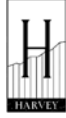
- ◆ Director
GSA

“They are on our ‘required’ list. Some of their products are okay; some are not. They are showing that they provide services that help the nation, not just pens and pads.”

- ◆ Automation Manager
Social Security

“This shows that their employees perform services that help our troops in the field. It shows that they help hire disabled vets, and that’s a good thing.”

- ◆ Principal Team Leader
EPA



ABILITYONE

“I really don’t know them. This is a guy who helps service GIs and keeps the vehicles running. He is proud to be doing that for our GIs.”

- ◆ Public Affairs Specialist
Justice

“They’re reliable. AbilityOne has to do with disabled folks. They contract with and employ workers with disabilities.”

- ◆ Finance Officer
Transportation

“The name changed, but all else stayed the same. We are behind their mission.”

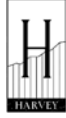
- ◆ Contracts Specialist
Health

“Russ looks happy, and the Army relies on him. That’s nice. Government contracting does have stringent requirements.”

- ◆ Sr. Analyst
Education

“They are very good for hiring people with disabilities. I need to contact them. We support their efforts.”

- ◆ Manager
Veterans Affairs



ABILITYONE

“This shows that disabled vets can make a difference for the current group of GIs. It shows that they are able to still contribute and take pride in the value of their work.”

- ◆ Deputy Director
SSA

“This program is reliable. It involves service and repair for Army equipment. I’m not involved with the military.”

- ◆ Regional Secretary
Education

“Their services are reliable. It used to be a system where prison workers produced products for the government.”

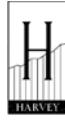
- ◆ HR Specialist
Agriculture

“Go Russ! He’s working, which is more than a lot of Americans can say. JWOD stands behind the disabled.”

- ◆ Program Manager
GSA

“They were JWOD formerly. They will always be JWOD to me! I don’t like the name change. We use them to the maximum.”

- ◆ Budget & Fiscal Officer
Agriculture



ABILITYONE

“This tells me that they are reliable enough that the Army relies on them for services. I really think they are trying to show that disabled Americans are still able to work.”

- ◆ Team Leader
GSA

“There are people behind the equipment who support the military. It’s about services to repair equipment. I read through the issue and I remember it.”

- ◆ Mechanical Engineer
Homeland Security

“Good for him! He takes pride in his work. We all should. I’d say that he’d be reliable; I have no reason to think otherwise. I’ve not heard much about AbilityOne.”

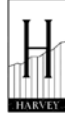
- ◆ Technical Program Manager
Commerce

“I’ve seen these ads before. We should support the vets. I’m 100% in agreement with that.”

- ◆ Contracting Officer
GSA

“This ad tries to add value and emotion to their jobs for disabled Americans. It’s just a ‘feel good’ ad.”

- ◆ Acting Regional Director
Labor



ABILITYONE

“I am familiar with them, but I do not know if we use them. I believe they have to do with the procurement purchasing program. I am familiar with JWOD, and I might check them out.”

- ◆ Federal Security Director
Homeland Security

“Vets support the military. That’s admirable, considering what they have to come back to this country with, such as possible adverse health, etc. We should support them with jobs, retraining, etc.”

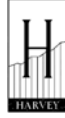
- ◆ National Program Leader
Agriculture

“A senior is shown on the cover. The ‘graying generation’ still needs to be acknowledged. I’m glad to see that they are conscientious about that. AbilityOne makes major strides for the disabled, and I support their work. The ad was on the back cover, and I guess I’m drawn to an ad if I see seniors in it. I want to know what the company wants.”

- ◆ Program Specialist
Health

“They are nationwide. I know that, and I know what they do. Vets benefit from their network. We need to do better at making sure that vets get jobs.”

- ◆ Supervisor
Health



ABILITYONE

“I’m aware of National Disability Month. They hire vets. That’s great.”

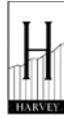
- ◆ Team Leader
Agriculture

“I wonder when this happened. We use JWOD, but I didn’t know that they had changed their name. They have great services and products. This is the mandated organization that employs the disabled.”

- ◆ Account Manager
GSA

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RECALL SCORES

TABLE #1: RECALL SEEING and RECALL READING SCORES

Question: "Do you recall seeing this advertisement in this issue?"

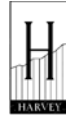
(If "YES"): "Do you recall reading a sufficient amount of the advertisement to remember the product or service being advertised?"

Page Number		Size-Color	% Recall Seeing	% Recall Reading
Cvr. 4	AbilityOne	1p4c	76	60
31	Absolute Software	1p4c	48	36
25	Adobe Systems	1p4c	52	38
7	Agility Logistics	1p4c	28	18
29	BearingPoint	1p2c	36	16
43	Booz Allen Hamilton, Inc.	1p4c	46	34
Cvr. 2	CDW-G	1p4c	80	50
36-37	CSC	2p4c	58	26
71	CareerBuilder (WorkForAmerica.com)	1p4c	42	20
4-5	Chevron	2p4c	60	26
55	Cognos	1p4c	30	14
47	DuPont	1p4c	50	36

BASE: All percentages in this table are based on the total sample of 100 respondents.

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RECALL SCORES

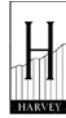
**TABLE #1 (continued):
RECALL SEEING and RECALL READING SCORES**

Page Number		Size-Color	% Recall Seeing	% Recall Reading
19	EDS	1p4c	36	20
63	GEHA/Dental	1p4c	40	28
40A-B	GEICO	2p4c/bw Insert	56	28
69	GSA - Increasing Government Efficiency	1p4c	44	30
67	GSA - One For All, and All From One	1p4c	54	36
41	Govexec.com Alerts	1p4c	46	36
33	Hewlett-Packard Co.	1p4c	42	28
15	Homewood Suites	1/2p4c	40	26
45	IBM	1p4c	54	42
27	InterSystems	1p4c	30	16
Cvr. 3	JPMorgan Chase	1p4c	64	52
58	LexisNexis	1p4c	40	26
20-21	Lockheed Martin Corp.	2p4c	62	34
73	Management Concepts	1p4c	50	32

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RECALL SCORES

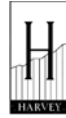
**TABLE #1 (continued):
RECALL SEEING and RECALL READING SCORES**

Page Number		Size-Color	% Recall Seeing	% Recall Reading
51	National Industries for the Blind (SKILCRAFT/AbilityOne)	1p4c	46	34
65	Nextgov - The Basics of Technology	1p4c	36	20
70	Nextgov - IT Security eNewsletter	1/2p4c	32	22
74	Nextgov - One Giant Leap	1/2p4c	24	14
9	Pitney Bowes	1p4c	46	30
61	Qwest Communications	1p2c	40	24
13	SAIC	1p4c	32	16
10	SAP	1p4c	38	24
57	Sodexo Government Services	1p4c	40	26
53	Sprint	1p4c	40	30
16A-B	URS	2p4c Insert	60	30
77	Unisys	1p4c	36	26
75	University of Maryland University College	1p4c	52	32
39	Verizon Wireless	1p4c	44	24

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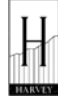
RECALL SCORES

**TABLE #2:
ISSUE AVERAGE and SIZE-COLOR SUMMARY SCORES**

Size-Color		% Recall Seeing	% Recall Reading
2 Pages 4-Color	(3 ads)	<u>60</u>	<u>29</u>
2 Pages 4-Color Insert	(1 ad)	<u>60</u>	<u>30</u>
2 Pages 4-Color/Black & White Insert	(1 ad)	<u>56</u>	<u>28</u>
1 Page 4-Color	(30 ads)	<u>45</u>	<u>31</u>
1 Page 2-Color	(2 ads)	<u>38</u>	<u>20</u>
Fractionals	(3 ads)	<u>32</u>	<u>21</u>
ISSUE AVERAGE		(40 ads)	46
			29

BASE: All percentages in this table are based on the total sample of 100 respondents.

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TECHNICAL APPENDIX...

The statistical universe for this study is composed of all primary recipients of the publication, in selected metropolitan areas, who have read the study issue prior to the time of the first contact by the interviewer. The geographical areas were selected by Harvey Research as sampling clusters which are representative of the magazine's national circulation pattern. A minimum of 100 personal interviews are conducted only after a telephone screening interview has taken place.

The telephone screening interview asks the respondent if he has read the current issue of several publications, including the studied publication.

The personal interview begins by having the interviewer place the study issue before the respondent, opening to the Table of Contents page. The first portion of the interview is part of a "reader interest" technique, which proves readership of the issue. Respondents who have proven readership at this point are then led into the advertising portion of the interview.



Each interviewer's work is validated by Harvey Research.



The questionnaire and recording forms are available upon request. Any other questions may be directed to Harvey Research, Inc., 6800 Pittsford-Palmyra Road, Cedarwood Office Park, Suite 400, Fairport, New York 14450-3514.



**HARVEY
RESEARCH, INC.**

CUSTOM STUDIES...

Since 1953, Harvey Research, Inc. has provided marketing communications research services to magazine publishers. In addition to measuring communications of editorial and advertising content of publications, Harvey also conducts a number of custom studies. Some of these are:

- ◆ **READER PROFILE STUDY (BUSINESS/TRADE PUBLICATIONS)**
Documents the professional characteristics of a magazine's readership; their buying involvements, volume, and intentions; and the intensity of their attachment to the magazine. Sample size normally ranges from 750 to 1,000/duration 8 weeks.
- ◆ **SUBSCRIBER STUDY (CONSUMER MAGAZINES)**
Documents the personal characteristics of a magazine's subscribers; their product usage buying habits and intentions; and the intensity of their attachment to the magazine. Sample size normally ranges from 1,000 to 2,000/duration 8 weeks.
- ◆ **READER PREFERENCE STUDY**
A survey of an independent list to determine readership and attitudes toward competitive publications. Sample size from 500 to 1,000/duration 8 weeks.
- ◆ **EDITORIAL GUIDANCE STUDY**
Conducted primarily for internal purposes, survey determines the attitudes of readers toward subject publication and competitive publications to guide editors in their approach to content, positioning and style. Sample size 750 to 1,000/duration 8 weeks.
- ◆ **NEW PRODUCT CONCEPT STUDY**
Utilizes a prototype of a new magazine to examine the overall appeal and specific execution elements in order to evaluate and refine the publication. Normally 100 in-depth, personal interviews distributed in 20 geographic areas.
- ◆ **BRAND PREFERENCE STUDY**
A survey of a magazine's readers to measure their awareness of, and attitudes toward, selected companies or brands. Normal sample size is 2,000.
- ◆ **TRADE SHOW AND EXHIBITION STUDIES**
Attendee Attitude Studies and Exhibitor Satisfaction Studies are done either by mail questionnaire or personal interviews

In the average year, Harvey Research, Inc. conducts over 25,000 face-to-face interviews and mails out over 200,000 questionnaires in the U.S.A., Europe and Asia.