

ABB Review Readers' survey result

To better understand how ABB Review is received by its readers, a survey was included with issue 3/2004. Of all the responses received, well over 80% came from readers external to ABB and from all regions of the world. The

initial results (shown below) indicate a very positive attitude towards ABB Review, with high marks for credibility and usefulness. Almost two-thirds of the respondents save the magazine for later reference.

This issue is the first with a new design featuring enhanced layout and improved readability and is our first response to many readers' comments.

92% are satisfied with the content

92% find the articles highly credible

90% gain new information

89% read more than one article

67% find the articles newsworthy

60% save each issue



ABB Review



Special Reports