

14. To allow us to classify your responses with particular groups of readers, please complete the next section of the questionnaire. Please tell us about yourself. Please check the box that best describes your employment.

- Organisation customer industry
 - Customer utility
 - Consultant
 - Trade press
 - University
 - Other
- (please specify): _____

15. Into which job title group do you fall?

- Managing director/owner/director/partner
 - Technical director/manager/factory manager
 - Plant manager/engineer
 - Consultant
 - Buyer/purchasing manager
 - Financial director/manager
 - Sales/marketing director/manager
 - Branch manager/commercial manager
 - Sustainability/corporate social investment manager
 - Other
- (please specify): _____

16. In which province do you live?

- Gauteng
- Western Cape
- Northern Cape
- Eastern Cape
- KwaZulu-Natal
- Free State
- Limpopo Province
- North West Province
- Mpumalanga

Thank you for your support. We appreciate your feedback.

Win an IntelliPen!

Once you have completed the questionnaire, fill in your details below and fax to us on (011) 236 7579 or complete the form on our website www.abb.com/za.

You stand the chance to win an IntelliPen or one of three copies of the book *Bending the Curve – your guide to tackling climate change in South Africa*, published by Africa Geographic, in our reader survey lucky draw.

Your name: _____

Company name: _____

Job title: _____

Tel: () _____

Fax: () _____

E-mail: _____



inTouch Readership survey 2009



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Fill in this questionnaire and return it to us and you stand a chance to win an IntelliPen that allows you to write and sketch on any paper, capture and store written pages, upload to a PC and convert your notes to text.

We are also giving away three copies of the book *Bending the Curve – your guide to tackling climate change in South Africa*, published by Africa Geographic, to readers who return the completed questionnaire in a lucky draw.



ABB inTouch customer magazine reader survey 2009

Please help us to improve our publication by assisting us to get to know our audience and your needs better. We would appreciate if you would take a few minutes to fill out the survey below and fax it back to us on (011) 236 7579 or complete the form on our website www.abb.com/za. Thank you for your support.

PLEASE INDICATE BY MEANS OF A

1. For how long, approximately, have you been reading ABB inTouch magazine?

- Less than 1 year
- 1 year
- 2 years
- 3 years

2. Of the sections in ABB inTouch, which do you find most relevant to your needs? (You may select more than one box if applicable.)

- Editorial
- Local news
- Global news
- Feature articles on ABB's business and people in South Africa
- Feature articles on ABB's technology used in local projects
- Feature articles on ABB's sustainability and corporate social investment

3. How thoroughly do you read your copy of ABB inTouch magazine?

- Read it from cover to cover
- Read most of the features and articles
- Read only a selection of features and articles
- Just glance through it

4. Why do you read ABB inTouch magazine? (You may select more than one option.)

- It is informative and interesting
- It is useful for my work
- I want to know what's happening at ABB South Africa
- I want to know how a technology company like ABB operates in the local market
- It is free of charge

5. What do you do with past issues of ABB inTouch magazine? (You may select more than one option.)

- Share it with a colleague, friend or professional advisor
- Keep it as a source of reference
- Cut out relevant articles to keep
- Throw it away

6. Do you know that ABB inTouch magazine is available online at www.abb.com/za?

- Yes
- No

7. On a scale of 1 to 5 (poor to exceptional), how would you rate ABB inTouch magazine in terms of:

Content	1	2	3	4	5
Design	1	2	3	4	5
Relevancy to your work	1	2	3	4	5
Magazine quality	1	2	3	4	5
Accuracy	1	2	3	4	5

8. ABB inTouch magazine articles:

- Use language that is too technical and uninteresting Yes No
- Are too tightly focused on the company and its products Yes No
- Don't focus enough on the principles applicable to all businesses Yes No
- Are well researched and written and informative Yes No
- Are too long Yes No
- Are just the right length Yes No

9. What do you like about ABB inTouch magazine?

10. What do you dislike about ABB inTouch magazine?

11. How has ABB inTouch magazine helped you better understand the company's technology, operations and contribution to communities?

12. What improvements would you like to see in ABB inTouch magazine?

13. Please briefly describe the main challenge/s you face in your business.
