

L.B.C. International Consulting Services

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November 22, 2004

Mr. Marvin L. Zimmerman, Publisher
INMR Quarterly Review
P.O. Box 95
Westmount, Canada
H3Z 2T1

Dear Mr. Zimmerman,

We are pleased to present herewith the principal findings of the 2004 INMR Reader Survey.

Q.2 How many people in your organization typically read this publication?

	Percent
Only myself	6.1
2 or 3 people	30.6
4 or 5 people	24.5
More than 5 people	38.8
Total	100.0

Q.3 Overall, how do you compare INMR with other publications you receive in the field of electrical transmission & distribution?

	Percent
Not as good as other publications	0.0
About the same quality as other publications	36.7
Better than other publications	63.3
Total	100.0

Q.4 Please evaluate INMR in terms of providing you with the information you need on technical developments in the field of electrical components such as insulators, arresters & bushings.

	Percent
I get very little information that I do not already know	2.0
I receive some information of interest	59.2
I obtain much of my information in these fields from reading INMR	38.8
Total	100.0

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Q.7 Which one of the following best describes the extent to which you read each issue of INMR?

	Percent
I typically read only a small portion of each issue of direct interest to me	30.6
I typically read most of the articles in each issue	57.1
I typically read the entire issue	12.2
Total	100.0

Q. 8 Which one of the following best describes your overall assessment of INMR?

	Percent
Just another one of many magazines I receive but hardly ever read	0.0
A magazine I find somewhat useful every now and then	42.9
A magazine I look forward to receiving and find very useful	57.1
Total	100.0

For your interest, the respondents to the Survey were well-distributed between utilities and manufacturers, as well as between Europe, Asia, and the Americas. We shall keep the responses and related summarized data on file indefinitely, in the event that you and/or any of your subscribers or advertisers have any questions related to this research.

Yours sincerely,



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