US Technology Consumer Brands Questionnaire

	Sony
	HP
	Apple
	Samsung
	Panasonic
	Lenova
	Toshiba
Ц	Sharp
Ц	Canon
	Bose
	Microsoft
	IBM
	Google
	Yahoo
ne r	next 12 months, which of the following brands are you considering?
	Dell Sony HP Apple Samsung Panasonic Lenova
	Sony HP Apple Samsung Panasonic Lenova Toshiba
	Sony HP Apple Samsung Panasonic Lenova
	Sony

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- IBMGoogle
- Yahoo

What are the most likely reasons to buy / use or recommend the following brands? Please limit your choices to 3.									
	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand	
Dell	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Sony	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	

HP	\bigcirc	0	0	0	0	0	0	0
Apple	\mathbf{O}	\mathbf{O}	\bigcirc	0	\bigcirc	\bigcirc	\mathbf{O}	\bigcirc
Samsung	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Panasonic	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Lenova	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Toshiba	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Sharp	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0	\bigcirc	0
Canon	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Bose	\bigcirc	0	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0
Microsoft	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
IBM	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0	0	\bigcirc
Google	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0	0	\bigcirc
Yahoo	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc

This is the last question of this survey. Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Dell	0	\bigcirc	\bigcirc	\bigcirc	0	0
Sony	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
HP	0	\bigcirc	\bigcirc	\bigcirc	0	0
Apple	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Samsung	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Panasonic	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Lenova	0	\bigcirc	\bigcirc	\bigcirc	0	0
Toshiba	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	•
Sharp	0	\bigcirc	\bigcirc	\bigcirc	0	0
Canon	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Bose	0	\bigcirc	\bigcirc	\bigcirc	0	0
Microsoft	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	•
IBM	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Google	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Yahoo	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0