US Technology Consumer Brands Questionnaire

In the past 12 months, which of the following Brands have you used?

- ❑ Dell
- ❑ Sony
- ❑ HP
- ❑ Apple
- ❑ Samsung
- ❑ Panasonic
- ❑ Lenova
- ❑ Toshiba
- ❑ Sharp
- ❑ Canon
- ❑ Bose

- ❑ Microsoft
- ❑ IBM
- ❑ Google
- ❑ Yahoo

In the next 12 months, which of the following brands are you considering?

- ❑ Dell
- ❑ Sony
- ❑ HP
- ❑ Apple
- ❑ Samsung
- ❑ Panasonic
- ❑ Lenova
- ❑ Toshiba
- ❑ Sharp
- ❑ Canon
- ❑ Bose

- ❑ Microsoft
- ❑ IBM
- ❑ Google
- ❑ 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	❍	❍	❍	❍	❍	❍	❍	❍
Sony	❍	❍	❍	❍	❍	❍	❍	❍

HP	❍	❍	❍	❍	❍	❍	❍	❍
Apple	❍	❍	❍	❍	❍	❍	❍	❍
Samsung	❍	❍	❍	❍	❍	❍	❍	❍
Panasonic	❍	❍	❍	❍	❍	❍	❍	❍
Lenova	❍	❍	❍	❍	❍	❍	❍	❍
Toshiba	❍	❍	❍	❍	❍	❍	❍	❍
Sharp	❍	❍	❍	❍	❍	❍	❍	❍
Canon	❍	❍	❍	❍	❍	❍	❍	❍
Bose	❍	❍	❍	❍	❍	❍	❍	❍
Microsoft	❍	❍	❍	❍	❍	❍	❍	❍
IBM	❍	❍	❍	❍	❍	❍	❍	❍
Google	❍	❍	❍	❍	❍	❍	❍	❍
Yahoo	❍	❍	❍	❍	❍	❍	❍	❍

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	❍	❍	❍	❍	❍	❍
Sony	❍	❍	❍	❍	❍	❍
HP	❍	❍	❍	❍	❍	❍
Apple	❍	❍	❍	❍	❍	❍
Samsung	❍	❍	❍	❍	❍	❍
Panasonic	❍	❍	❍	❍	❍	❍
Lenova	❍	❍	❍	❍	❍	❍
Toshiba	❍	❍	❍	❍	❍	❍
Sharp	❍	❍	❍	❍	❍	❍
Canon	❍	❍	❍	❍	❍	❍
Bose	❍	❍	❍	❍	❍	❍
Microsoft	❍	❍	❍	❍	❍	❍
IBM	❍	❍	❍	❍	❍	❍
Google	❍	❍	❍	❍	❍	❍
Yahoo	❍	❍	❍	❍	❍	❍