Canad Tech Telecomm Brands

[[M]
In the past 12 months, which of the following technology and telecomm brands have you used?	

Technology

- Dell
- Sony
- HP
- Apple
- Blackerry
- Microsoft
- IBM
- Samsung
- Panasonic
- Google
- Yahoo
- AOL

Telecomm

- 🗆 RIM
- Bell
- Telus
- 🔲 Fido
- Wind Mobile
- Rogers
- Mobilicity
- □ None of the above [Exclusive]

	[M]
In the next 12 months, which of the following Technology and Telecomm brands are you considering using?	

Technology

- Dell
- Sony
- 🗆 HP
- Apple
- Blackberry
- Microsoft
- IBM
- □ Samsung
- Panasonic
- Google
- Yahoo
- AOL

Telecomm

- RIM
- Bell
- Telus
- Fido
- Wind Mobile
- Rogers

Mobilicity

□ None of the above [Exclusive]

What are the most likely reasons to use or recommend the following brands?
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	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
Technology								
Dell	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Sony	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0
HP	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Apple	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0
Blackberry	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Microsoft	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
IBM	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Samsung	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Panasonic	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0
Google	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Yahoo	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
AOL	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0
Telecomm								
RIM	0	0	\bigcirc	0	\bigcirc	0	\bigcirc	0
Bell	0	\bigcirc	0	0	\mathbf{O}	0	\bigcirc	0
Telus	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Fido	0	0	0	0	0	0	0	0
Wind Mobile	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Rogers	0	\bigcirc	0	0	\bigcirc	0	0	0
Mobilicity	\bigcirc	0	0	0	0	0	0	0

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
Technology						
Dell	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Sony	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
HP	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc
Apple	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Blackberry	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Microsoft	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
IBM	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Samsung	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Panasonic	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc
Google	\bigcirc	\bigcirc	0	0	\bigcirc	0
Yahoo	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

AOL	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Telecomm						
RIM	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Bell	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Telus	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Fido	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Wind Mobile	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Rogers	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Mobilicity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0