What is your current perception of IBM as a company/brand?

19.6%

46.6%

Positive	12.8%
Somewhat Positive	16.6%
Neutral	46.6%
Somewhat Negative	2.7%
Negative	1.8%
No Perception	19.6%
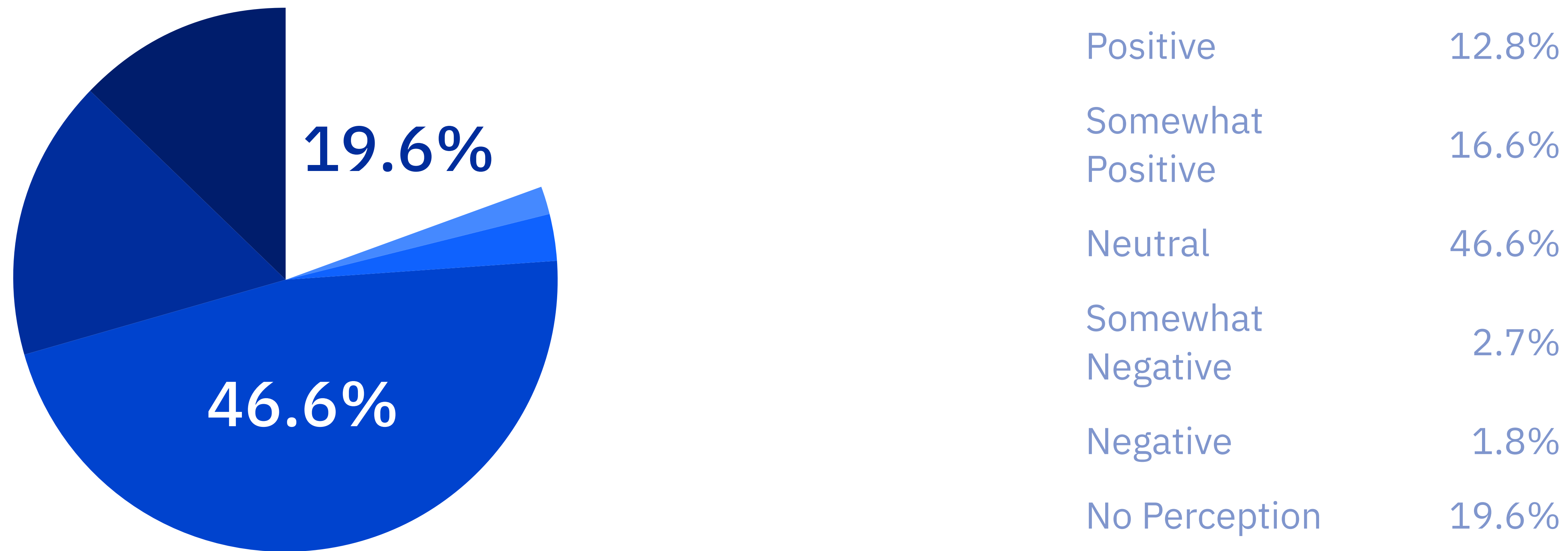
How much of an impact does IBM have on your life currently?

1	41.5%
2	20.5%
3	28.2%
4	7.4%
5	2.4%