





Research



We asked two separate questions:

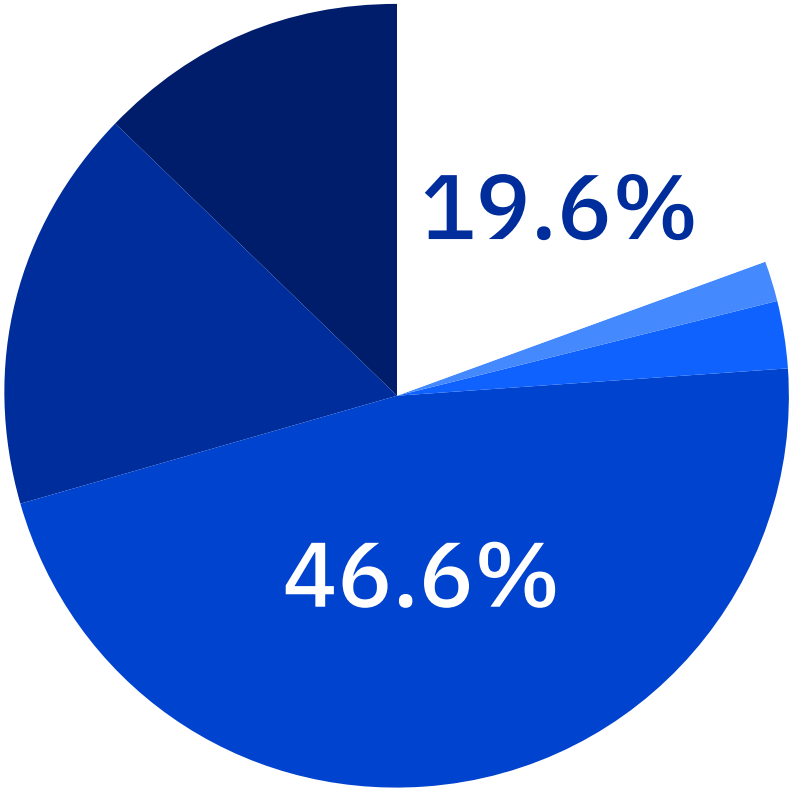
What is your current perception of

IBM as a company/brand?

have on your life currently?



How much of an impact does IBM



Positive

something at

Neutral

something



Negative

No Perception



12.80%

16.6%

46.6%

2.70%

1.8%

19.6%

What is your current perception of

IBM as a company/brand?



