





Research



We asked two separate questions:

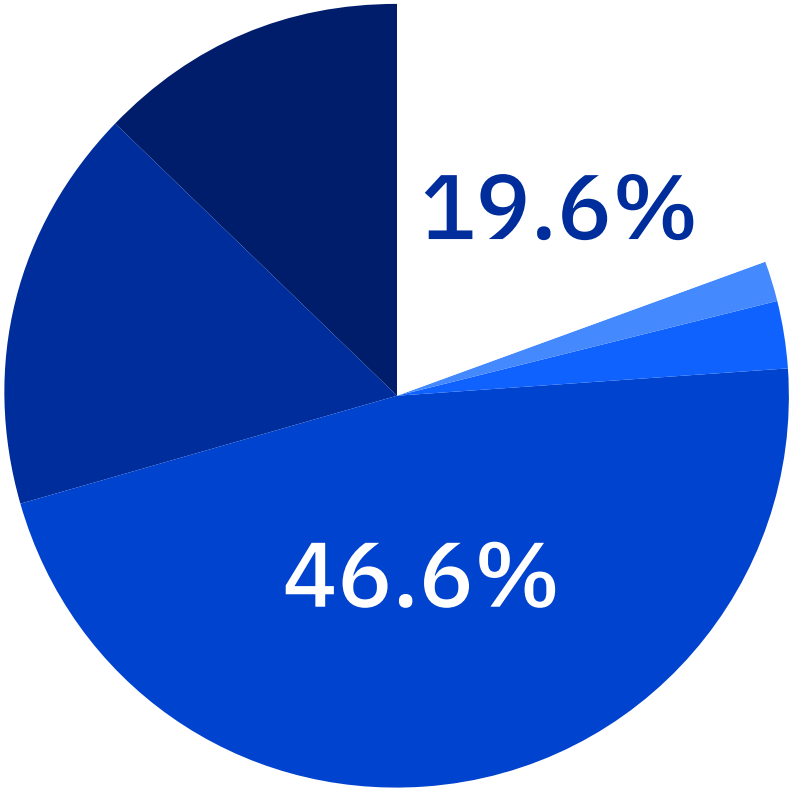
IBM as a company/brand?

What is your current perception of

How much of an impact does IBM



have on your life currently?



Positive

something at

Neutral



Negative

something at

No Perception



12.80%

16.6%

46.6%

2.70%

1.8%

19.6%

IBM as a company/brand?

What is your current perception of



