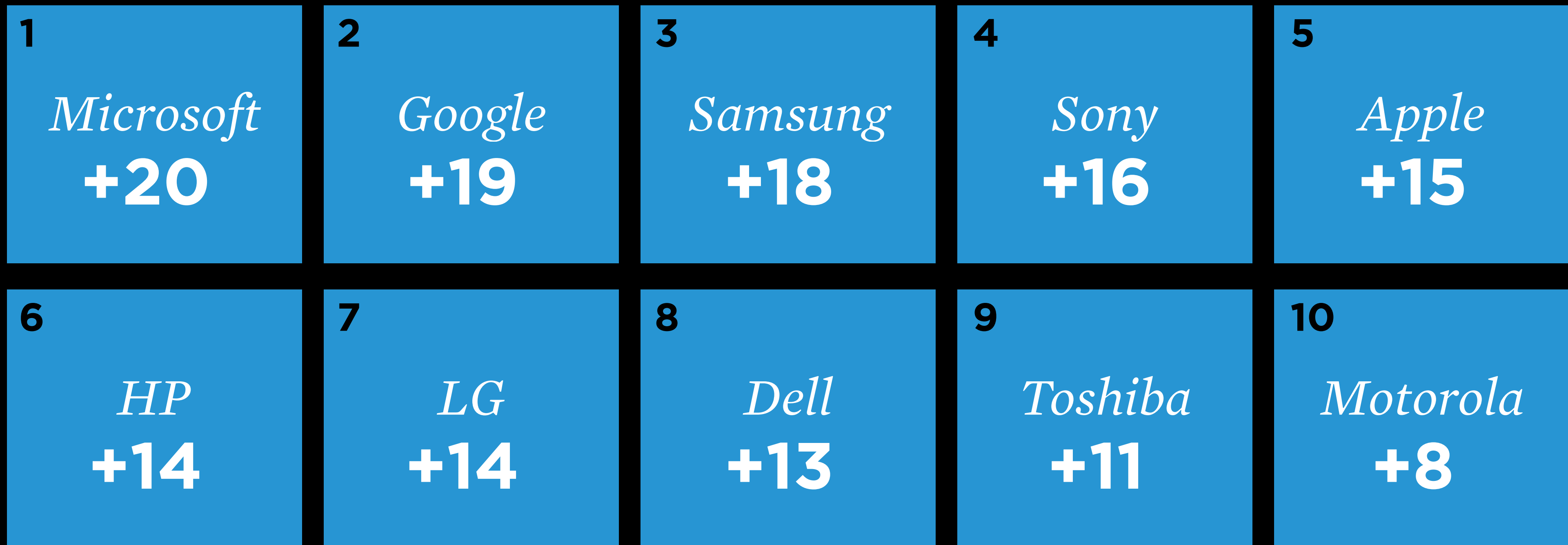


Brand Dependence™

Selected technology brands ranked by Impact

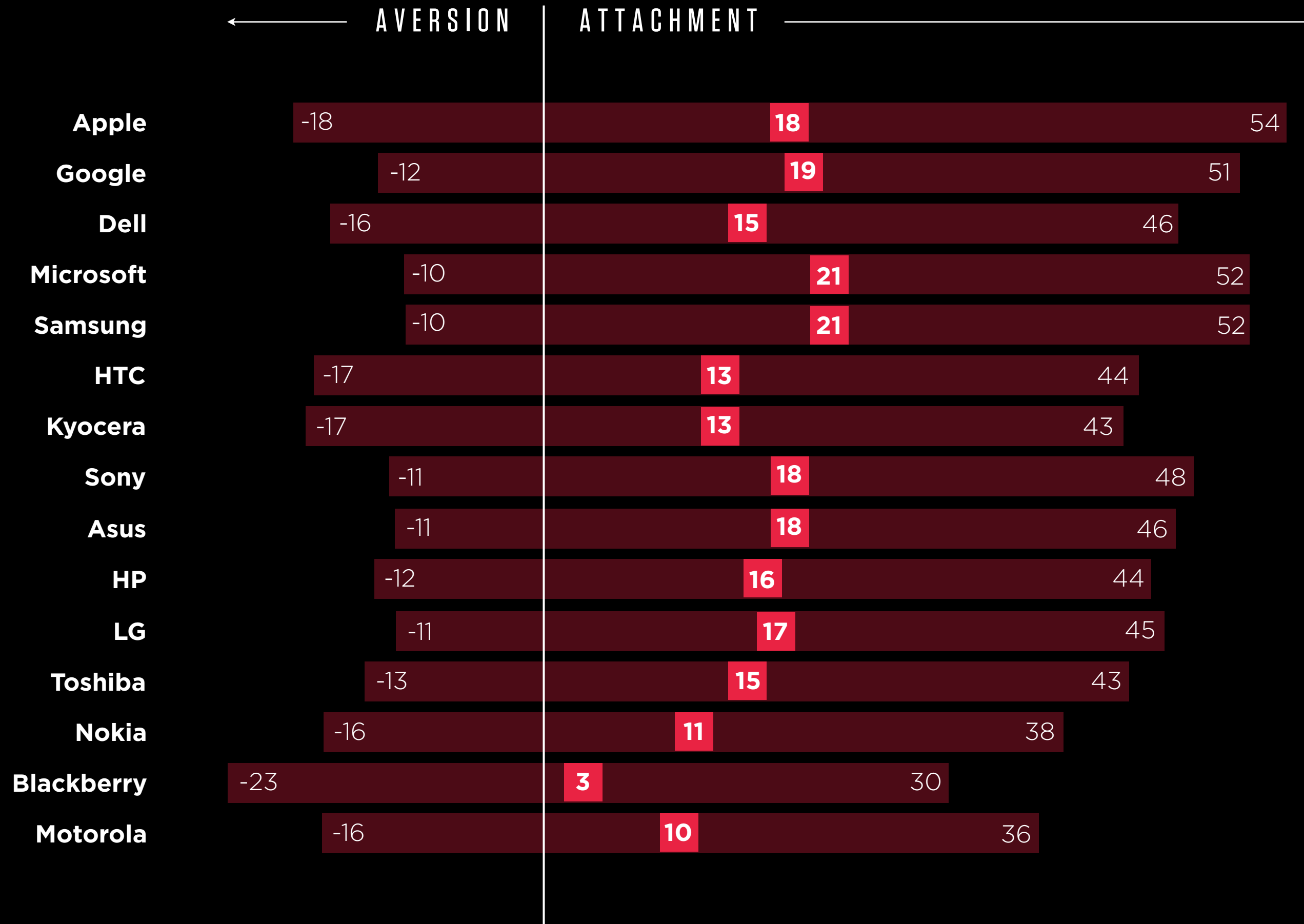


Brand Dependence™

Selected technology brands ranked by Intensity



Range of dependence scores



Means matters

Baseline: All Incomes

*Household Income
Under \$50,000*

*Household Income
\$50,000 or greater*

1	<i>Samsung</i>	+21
2	<i>Microsoft</i>	+21
3	<i>Google</i>	+19
4	<i>Sony</i>	+19
5	<i>Apple</i>	+18

1	<i>Microsoft</i>	+22
2	<i>Samsung</i>	+21
3	<i>Asus</i>	+19
4	<i>Google</i>	+19
5	<i>LG</i>	+18

	<i>Apple</i>	+22
2	<i>Samsung</i>	+20
3	<i>Google</i>	+20
4	<i>Microsoft</i>	+20
5	<i>Sony</i>	+19

And so does educational level

#	Highest Level of Education			
	No College	Some College	College Grads	College Post Grads
1	Microsoft	Microsoft	Apple	Samsung
2	Samsung	Sony	Samsung	Google
3	Google	Samsung	Asus	Dell
4	Asus	Apple	Google	Toshiba
5	Toshiba	Google	Microsoft	Sony
6	LG	LG	LG	Apple
7	Sony	HP	Sony	HTC
8	Dell	Asus	Kyocera	LG
9	HP	Dell	HP	HP
10	Apple	Toshiba	HTC	Microsoft
11	HTC	Kyocera	Dell	Asus
12	Motorola	HTC	Toshiba	Kyocera
13	Nokia	Nokia	Nokia	Nokia
14	Kyocera	Motorola	Motorola	Motorola
15	Blackberry	Blackberry	Blackberry	Blackberry

IMPACT

Pebble

+2

INTENSITY

Pebble

+27



IMPACT

Kindle

+18

INTENSITY

Kindle

+24

