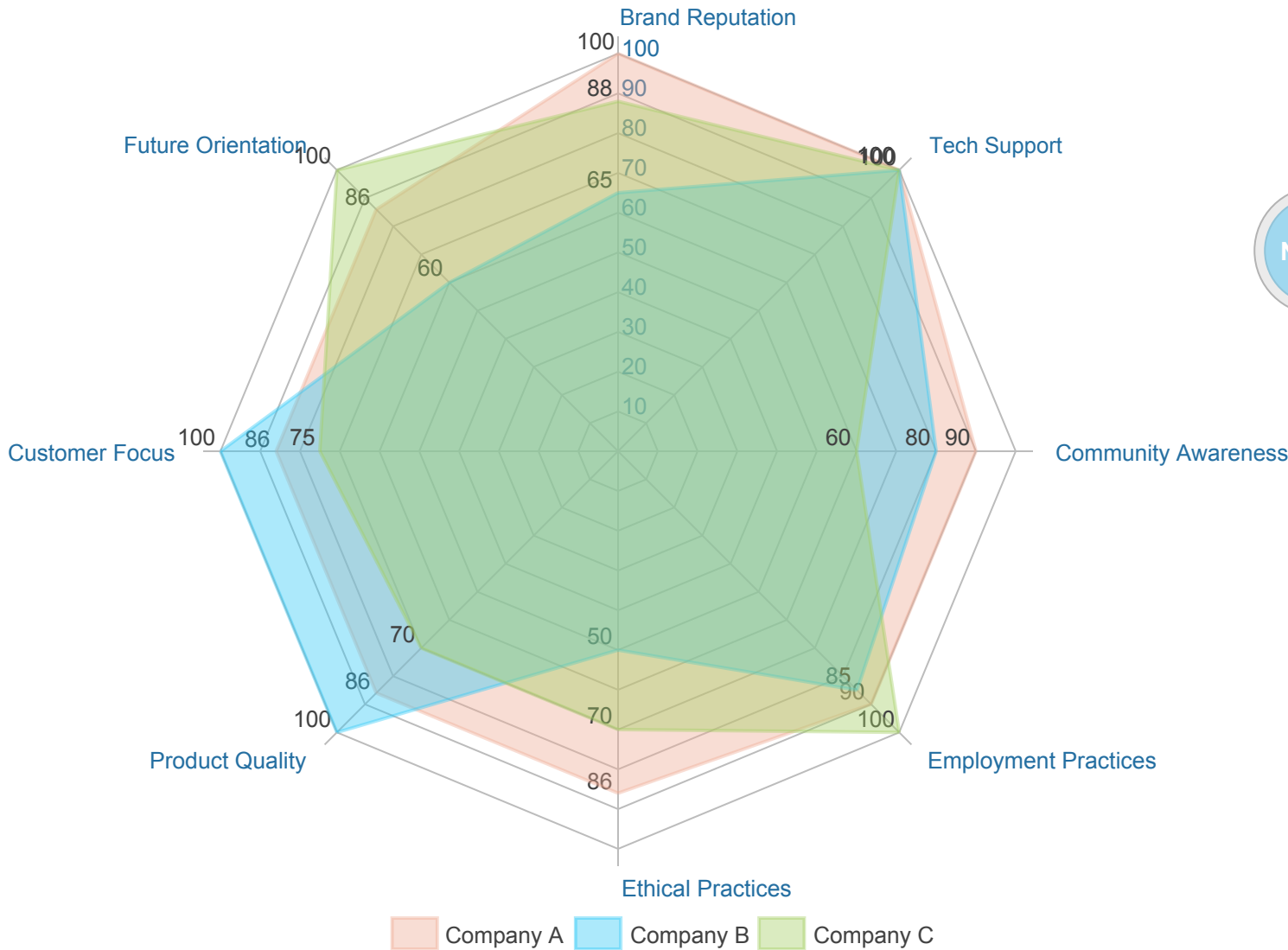


Public Perception Survey



Notes

This chart compares the public perception of three high-technology companies. It's based on a hypothetical survey distributed in a popular industry magazine with a circulation of more than 600,000. There were approximately 20,000 respondents. The survey asked participants to rate each subject in eight categories on a scale of 0 to 100.

This analysis shows that for the area of Tech Support, at three companies enjoy similar reputations. This rating might be considered industry standard. The ethical practice category shows a very different picture with the public clearly perceiving company B as behind in that area.