




Tablet Confusion Survey

Likelihood of Confusion & Dilution

	Test			Control Tablets
	Samsung Galaxy 10.1 Branded 	Samsung Galaxy 10.1 Unbranded 	Samsung Galaxy 10.1 Combined	Barnes & Noble Nook Color 
Confused	30%	43%	36%	24%
Minus Control	-24%	-24%	-24%	
Net Confusion Rate	6%	19%	12%	