# Who Are The Loyalty Leaders?
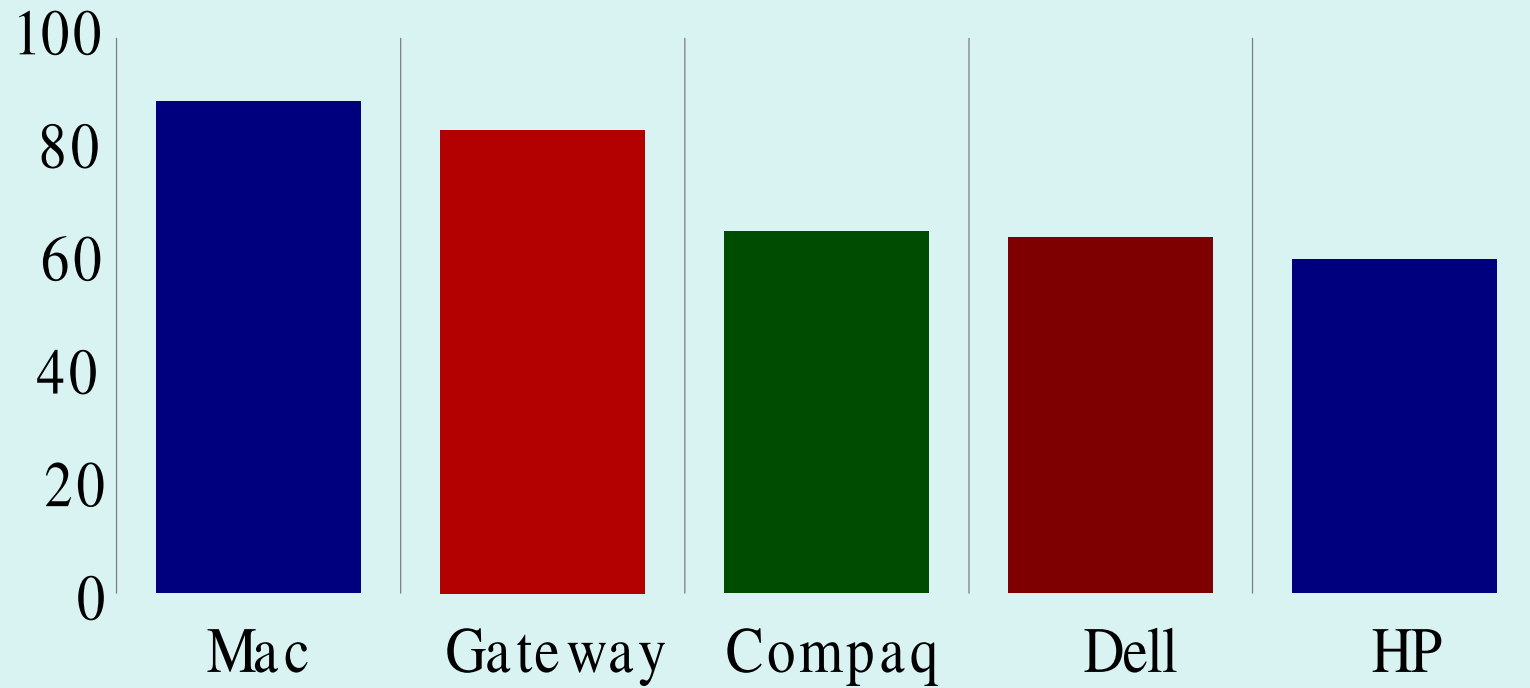(% of users who would purchase the same brand)

| Brand | Value |
|-------|-------|
| Mac | ~88 |
| Gateway | ~83 |
| Compaq | ~65 |
| Dell | ~64 |
| HP | ~60 |

Source: CI/InfoCorp