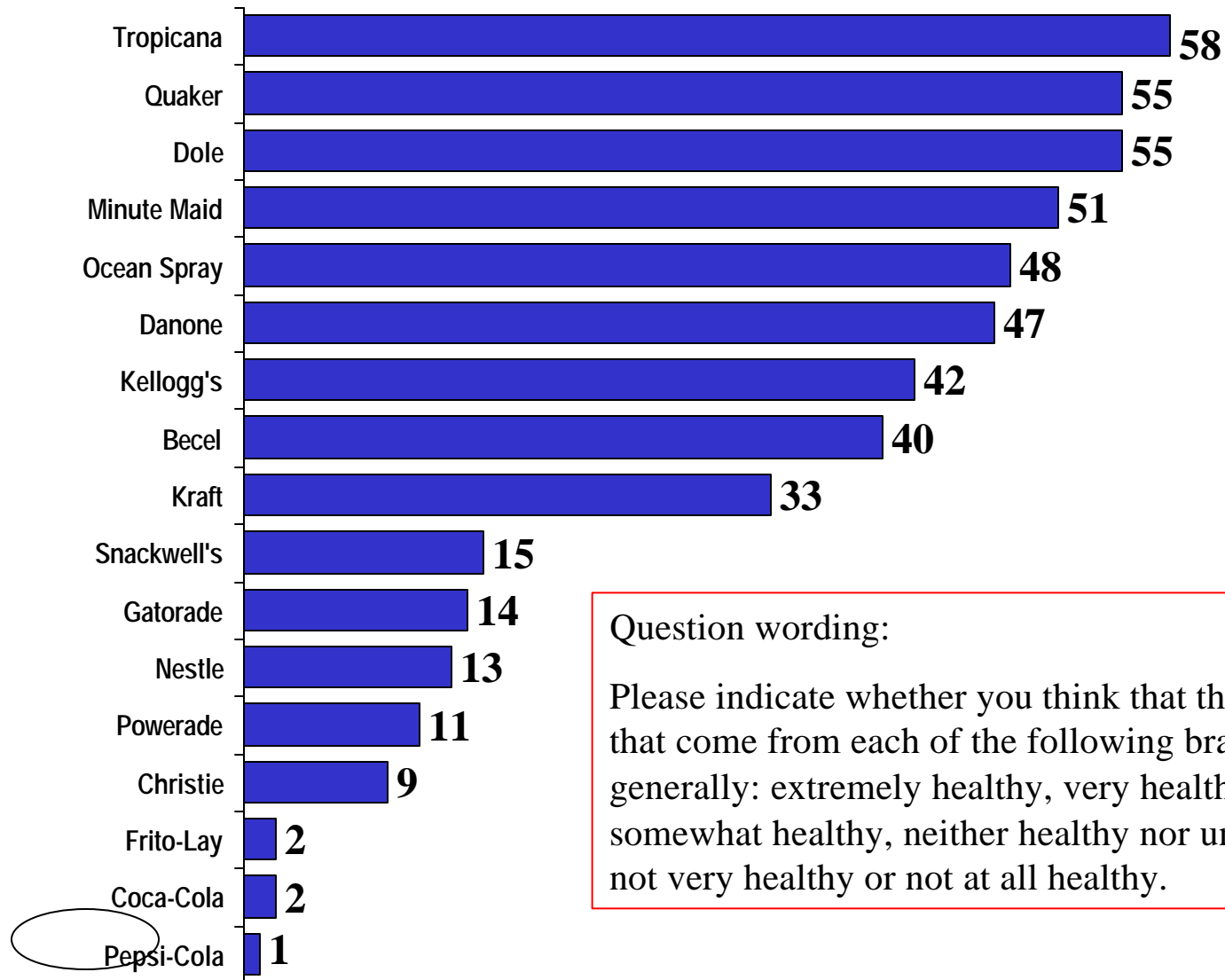


% who say brands are extremely/very healthy



Question wording:

Please indicate whether you think that the products that come from each of the following brands are generally: extremely healthy, very healthy, somewhat healthy, neither healthy nor unhealthy, not very healthy or not at all healthy.

Results are from a nationally representative sample of 839 Canadian adults aged 18+ interviewed through Ipsos-Reid's Canadian Online Expresss Omnibus in May 2004. Samples of this size are considered accurate to with + or – 3.4 percentage points 19 times in 20.