

Ipsos Reid Poll Reveals Apple as Most Leading-Edge Brand

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Toronto, ON – Apple rises to the top to be considered Canada’s most leading-edge brand, according to an Ipsos Reid poll conducted in the lead-up to Ad Week. Respondents were given a series of statements, 14 of which are used to define leading edge. Respondents were asked to indicate which of the statements they felt applied to each of the brands to which they were exposed.

Canadians on average felt that 45% of the statements related to leading edge were applicable to Apple, making respondents twice as likely to identify Apple than any other brand as the most leading edge brand. By comparison, Canadians felt that a smaller percentage of the 14 statements applied to Google (24%), Ikea (23%), Microsoft (23%), Cirque du Soleil (22%), Coca Cola (22%), President’s Choice (21%), Tim Hortons (20%), YouTube (19%) and SONY (17%), which are all clustered relatively close to each other. All in all, these brands represent the 10 most leading-edge brands in Canada from among 100 brands tested.

In order to define leading edge, these are the 14 statements that were tested among the 100 brands. Each respondent was exposed to all 14 statements for 10 brands, meaning that each brand was rated by at least 100 respondents:

- Is a trendsetter
- Is unique
- Are unconventional
- Stand-out
- Is innovative
- Is an original
- Are ahead of its time



- Leads it competitors
- Sets an example for other brands
- Is edgy
- Is sexy
- Has forever changed the consumer landscape
- Is the benchmark I compare competitive brands against
- I can't wait to see what they will introduce next

These are some of the findings of an Ipsos Reid poll conducted between November 23rd to November 30th, 2011. This online survey of 1,013 adult residents of Canada was conducted via the Ipsos Opinions Online Panel, one of Ipsos Reid's national online panels. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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