

Q1_01 Cereal (cold)

	Kellogg's (unsp)	Cheerios	General Mills (unsp)	Post (unsp)	Quaker (unsp)
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Cereal (cold)	259	139	42	39	23
	25.5%	13.7%	4.1%	3.8%	2.3%
	BCDE	CDE	E	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_02 JUICE

	Oasis	Tropicana	Sun Rype	Minute Maid	Allen's
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
JUICE	177	174	89	86	26
	17.4%	17.1%	8.8%	8.5%	2.6%
	CDE	CDE	E	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_03 Snack Bars

	Quacker's/ Quacker's Oats (unspecified)	Nature Valley Granola Bars	Kellogg's	Nutri Grain Cereal Bars	Mars
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Snack Bars	137	66	45	32	26
	13.5%	6.5%	4.4%	3.1%	2.5%
	BCDE	CDE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_04 Yogurt

	Yoplait (unsp.)	Danone (unps.)	Astro	IOGO	Activia
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Yogurt	148	97	78	73	71
	14.5%	9.5%	7.7%	7.1%	7.0%
	BCDE	E			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_05 Non-Dairy Beverage

	Silk	So Good	Natura	Dairy products/ brand mentions (milk, Quebon, etc)	Almond Breeze
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Non-Dairy Beverage	58	35	18	11	10
	5.7%	3.4%	1.7%	1.1%	1.0%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_06 Carbonated Beverages

	Coca-Cola	Pepsi	Canada Dry	7-Up	Sprite
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Carbonated Beverages	355	203	35	21	18
	34.9%	20.0%	3.5%	2.0%	1.8%
	BCDE	CDE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_07 BODY LOTION

	Aveeno	Vaseline	Dove	Jergens	Nivea
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
BODY LOTION	111	88	55	52	46
	10.9%	8.6%	5.4%	5.1%	4.5%
	CDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_08 ANTI-AGING FACIAL CARE

	Olay (unsp.)	L'Oréal (unps.)	Nivea (unsp.)	Neutrogena	Lancôme
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
ANTI-AGING FACIAL CARE	123	26	14	13	12
	12.1%	2.5%	1.4%	1.3%	1.2%
	BCDE	DE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_09 HAIR COLOUR

	L'Oréal (unsp.)	Clairol (unsp.)	Garnier (unsp.)	Clairol Nice 'n Easy	Colour mentions
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
HAIR COLOUR	131	47	25	24	9
	12.9%	4.6%	2.5%	2.4%	0.9%
	BCDE	CDE	E	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_10 DEODORANT

	Secret	Dove	Old Spice (unsp)	Mennen - Speedstick	Degree
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
DEODORANT	149	113	63	59	54
	14.7%	11.1%	6.2%	5.8%	5.3%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_11 SHAMPOO

	Head & Shoulders	Pantene Pro V	Dove	Herbal Essences	TRESemmé
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
SHAMPOO	121	119	85	77	40
	11.9%	11.7%	8.4%	7.6%	3.9%
	CDE	CDE	E	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_12 BODY WASH

	Dove	Olay	Axe	Old Spice	Aveeno
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
BODY WASH	222	53	46	32	28
	21.9%	5.2%	4.5%	3.1%	2.8%
	BCDE	DE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_13 SUNSCREEN

	Coppertone	Banana Boat	Ombrelle	Neutrogena	Hawaiian Tropic
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
SUNSCREEN	153	62	51	38	33
	15.1%	6.1%	5.0%	3.7%	3.3%
	BCDE	DE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_14 TEETH WHITENING

	Crest (unsp)	Colgate (unsp)	Crest White Strips	Arm & Hammer (unsp)	Crest 3D White
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
TEETH WHITENING	270	81	20	15	10
	26.6%	8.0%	1.9%	1.5%	1.0%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_15 SENSITIVE TOOTHPASTE

	Sensodyne	Colgate (unsp)	Crest (unsp)	Arm & Hammer Sensitive	Aquafresh Sensitive
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Sensitive Toothpaste	453	94	67	17	9
	44.6%	9.3%	6.6%	1.7%	0.9%
	BCDE	CDE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_16 COLD SORE REMEDY

	Abreva	Blistex	Polysporin	Lipactin	Cold FX/ Cold Sore FX
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Cold Sore Remedy	113	21	16	8	8
	11.2%	2.1%	1.6%	0.8%	0.8%
	BCDE	DE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_17 ARTHRITIS PAIN RELIEVER

	Tylenol (unsp)	Advil	Aleve	Bayer Aspirin Arthritis Pain Relief	Voltaren
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Arthritis Pain Reliever	138	60	46	23	8
	13.6%	5.9%	4.5%	2.3%	0.8%
	BCDE	DE	DE	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_18 ALERGY RELIEVER

	Claritin	Benadryl	Reactine	Aerius	Allegra
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Alergy Reliever	116	111	93	37	28
	11.4%	10.9%	9.1%	3.6%	2.8%
	DE	DE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_19 COUGH SYRUP

	Buckley's	Benylin	Robitussin	Benadryl	Tylenol (unsp)	Vicks NyQuil Syrup
	A	B	C	D	E	F
Base: All respondents	1017	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017	1017
Cough Syrup	250	135	33	31	21	21
	24.5%	13.3%	3.3%	3.0%	2.1%	2.0%
	BCDEF	CDEF				

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_20 COLD & FLU RELIEVER

	Tylenol (unsp)	Advil (unsp)	Buckley's (unsp)	Vicks NyQuil	Benylin (unsp)
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Cold & Flu Reliever	223	131	64	43	39
	21.9%	12.9%	6.3%	4.2%	3.9%
	BCDE	CDE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_21 HEADACHE PAIN RELIEVER

	Tylenol	Advil	Aspirin (Bayer)	Motrin	Aleve
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Headache Pain Reliever	364	329	32	24	14
	35.8%	32.3%	3.2%	2.4%	1.4%
	CDE	CDE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_22 VITAMIN

	Jamieson	Centrum	One-A-Day	Kirkland	Swiss Herbal
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Vitamin	148	98	21	18	14
	14.5%	9.6%	2.0%	1.8%	1.4%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_23 CALCIUM SUPPLEMENT

	Jamieson	Caltrate	Tums	Centrum	Kirkland
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Calcium Supplement	61	27	23	17	9
	6.0%	2.7%	2.3%	1.7%	0.9%
	BCDE	E	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_24 HYBRID CAR MANUFACTURER

	Toyota	Ford	Honda	Tesla	General Motors (GMC)
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Hybrid Car Manufacturer	208	50	35	12	11
	20.5%	4.9%	3.4%	1.2%	1.1%
	BCDE	DE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_25 PASSENGER CAR MANUFACTURER

	Toyota	Honda	Ford	General Motors (GMC)	Chevrolet
	A	C	B	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Passenger Car Manufacturer	119	117	96	49	39
	11.7%	11.5%	9.4%	4.9%	3.9%
	DE	DE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_26 BANK/TRUST COMPANY

	TD Canada Trust	RBC Royal Bank	BMO Bank Of Montreal	CIBC	Scotiabank
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Bank/Trust Company	162	148	97	93	65
	15.9%	14.5%	9.5%	9.1%	6.4%
	CDE	CDE	E	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_27 MORTGAGE PROVIDER

	TD Canada Trust	RBC Royal Bank	BMO Bank of Montreal	CIBC	Caisse populaire Desjardins
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Mortgage Provider	80	77	59	54	46
	7.9%	7.6%	5.8%	5.3%	4.5%
	DE	DE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_28 CREDIT CARD

	VISA	MasterCard	American Express	Other	None
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Credit Card	441	256	38	3	51
	43.4%	25.2%	3.8%	0.3%	5.0%
	BCDE	CDE	D		D

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_29 LIFE INSURANCE COMPANY

	Sun Life Financial	Manulife Financial	Desjardins	London Life	Industrial Alliance
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Life Insurance Company	93	76	29	27	25
	9.2%	7.5%	2.8%	2.7%	2.4%
	CDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_30 AIR FRESHENER

	Febreze	Glade	Airwick	Lysol	Renuzit
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Air Freshener	218	139	87	20	1
	21.4%	13.7%	8.5%	2.0%	0.1%
	BCDE	CDE	DE	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_31 PET FOOD

	lams	Purina (unsp)	Whiskas	Pedigree	Royal Canin
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Pet Food	99	68	43	32	23
	9.7%	6.7%	4.2%	3.1%	2.2%
	BCDE	CDE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_32 AUTOMATIC DISHWASHING DETERGENT

	Cascade	Finish	Sunlight	Tide	Palmolive	Quantum Finish
	A	B	C	D	E	F
Base: All respondents	1017	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017	1017
Automatic Dishwashing Detergent	233	135	34	20	14	14
	22.9%	13.3%	3.4%	2.0%	1.4%	1.4%
	BCDEF	CDEF	EF			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_33 ALL-PURPOSE HOUSEHOLD CLEANER

	Mr. Clean	Lysol (unsp.)	Hertel	Green Works	Vim
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
All-Purpose Household Cleaner	248	136	51	29	29
	24.4%	13.4%	5.0%	2.9%	2.9%
	BCDE	CDE	DE		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_34 DISHWASING LIQUID

	Palmolive	Dawn	Sunlight	Cascades	Dove
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Dishwashing Liquid	185	173	167	48	20
	18.2%	17.0%	16.4%	4.8%	2.0%
	DE	DE	DE	E	

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_35 DISINFECTANT CLEANING SPRAY

	Lysol	Mr. Clean	Clorox	Green Works	Febreze
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
	384	39	19	11	9
	37.8%	3.8%	1.8%	1.1%	0.9%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_36 INTERIOR PAINT

	Behr	Benjamin Moore	Sico	CIL	Glidden	Beauti-Tone/ Home Hardware	Dulux
	A	B	C	D	E	F	G
Base: All respondents	1017	1017	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017	1017	1017
Interior Paint	122	97	76	32	18	18	18
	12.0%	9.6%	7.4%	3.1%	1.8%	1.8%	1.8%
	CDEFG	DEFG	DEFG	EFG			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_37 PHARMACY/DRUG STORE

	Shoppers Drug Mart	Jean Coutu (fr)	Rexall	London Drugs	Uniprix (fr)
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Pharmacy/Drug Store	431	95	46	31	24
	42.4%	9.3%	4.5%	3.1%	2.4%
	BCDE	CDE	E		

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.

Q1_38 COFFEE RETAILER

	Tim Horton's	Starbucks	Maxwell's House	Van Houtte	Folger's
	A	B	C	D	E
Base: All respondents	1017	1017	1017	1017	1017
Weighted	1017	1017	1017	1017	1017
Coffee Retailer	328	118	41	31	28
	32.2%	11.6%	4.0%	3.0%	2.7%
	BCDE	CDE			

Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.