

Q1_01 Cereal (cold)

	Kellogg's (unsp)	Cheerios	General Mills (unsp)	Post (unsp)	Corn Flakes
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Cereal (cold)	594	295	83	82	59
	23.5%	11.7%	3.3%	3.2%	2.3%
	BCDE	CDE	E		

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

Q1_02 JUICE

	Tropicana	Oasis	Minute Maid	Sun Rype	Allen's
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
JUICE	433	374	194	143	67
	17.1%	14.8%	7.7%	5.7%	2.7%
	BCDE	CDE	DE	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	Kellog's	Mars	Nutri Grain Cereal Bars
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Snack Bars	264	173	76	70	51
	10.5%	6.8%	3.0%	2.8%	2.0%
	BCDE	CDE	E		

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

Q1_04 Yogurt

	Yoplait (unsp.)	Danone (unps.)	Astro	Activia	IOGO
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Yogurt	302	193	186	178	140
	11.9%	7.7%	7.4%	7.1%	5.6%
	BCDE	E	E	E	

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

Q1_05 Non-Dairy Beverage

	Silk	So Good	Natura	Almond Breeze	So Nice
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Non-Dairy Beverage	150	58	49	32	34
	6.0%	2.3%	1.9%	1.3%	1.3%
	BCDE	DE			

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Carbonated Beverages	817	495	87	43	44
	32.3%	19.6%	3.4%	1.7%	1.8%
	BCDE	CDE	DE		

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

Q1_07 BODY LOTION

	Aveeno	Vaseline	Dove	Jergens	St. Ives/Swiss Formula
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
BODY LOTION	242	184	109	104	99
	9.6%	7.3%	4.3%	4.1%	3.9%
	BCDE	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.)	Lancôme	Neutrogena
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
ANTI-AGING FACIAL CARE	252	64	58	31	27
	10.0%	2.5%	2.3%	1.2%	1.1%
	BCDE	DE	DE		

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

Q1_09 HAIR COLOUR

	L'Oréal (unsp.)	Clairol (unsp.)	Clairol Nice 'n Easy	Garnier (unsp.)	Colour mentions
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
HAIR COLOUR	233	146	59	43	29
	9.2%	5.8%	2.3%	1.7%	1.2%
	BCDE	CDE	E		

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

Q1_10 DEODORANT

	Secret	Dove	Old Spice (unsp)	Degree	Mennen - Speedstick
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
DEODORANT	347	271	181	122	119
	13.7%	10.7%	7.2%	4.8%	4.7%
	BCDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
SHAMPOO	349	245	190	132	103
	13.8%	9.7%	7.5%	5.2%	4.1%
	BCDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
BODY WASH	469	138	82	77	62
	18.6%	5.5%	3.3%	3.0%	2.5%
	BCDE	CDE			

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

Q1_13 SUNSCREEN

	Coppertone	Ombrelle	Banana Boat	Neutrogena	Hawaiian Tropic
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
SUNSCREEN	319	126	111	87	70
	12.6%	5.0%	4.4%	3.5%	2.8%
	BCDE	DE	E		

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)	Sensodyne (unsp)
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
TEETH WHITENING	594	203	64	26	27
	23.5%	8.0%	2.6%	1.0%	1.1%
	BCDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Sensitive Toothpaste	1132	213	151	51	21
	44.8%	8.4%	6.0%	2.0%	0.8%
	BCDE	CDE	DE	E	

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

Q1_16 COLD SORE REMEDY

	Abreva	Blistex	Polysporin	Lipactin	Zovirax
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Cold Sore Remedy	273	64	27	25	17
	10.8%	2.5%	1.1%	1.0%	0.7%
	BCDE	CDE			

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Arthritis Pain Reliever	441	145	116	58	24
	17.4%	5.7%	4.6%	2.3%	0.9%
	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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Alergy Reliever	242	240	238	73	52
	9.6%	9.5%	9.4%	2.9%	2.1%
	DE	DE	DE		

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

Q1_19 COUGH SYRUP

	Buckley's	Benylin	Robitussin	Benadryl	Vicks NyQuil Syrup
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Cough Syrup	589	348	94	61	55
	23.3%	13.8%	3.7%	2.4%	2.2%
	BCDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Cold & Flu Reliever	478	222	164	107	86
	18.9%	8.8%	6.5%	4.2%	3.4%
	BCDE	CDE	DE		

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

Q1_21 HEADACHE PAIN RELIEVER

	Tylenol	Advil	Aspirin (Bayer)	Aleve	Motrin
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Headache Pain Reliever	906	667	155	56	46
	35.8%	26.4%	6.1%	2.2%	1.8%
	BCDE	CDE	DE		

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

Q1_22 VITAMIN

	Jamieson	Centrum	One-A-Day	Kirkland	Life
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Vitamin	396	181	57	42	39
	15.7%	7.2%	2.3%	1.6%	1.5%
	BCDE	CDE			

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

Q1_23 CALCIUM SUPPLEMENT

	Jamieson	Caltrate	Tums	Centrum	Life
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Calcium Supplement	171	70	37	39	28
	6.8%	2.8%	1.5%	1.5%	1.1%
	BCDE	CDE			

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

Q1_24 HYBRID CAR MANUFACTURER

	Toyota	Ford	Honda	General Motors (GMC)	Chevrolet
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Hybrid Car Manufacturer	532	107	112	37	27
	21.1%	4.2%	4.4%	1.5%	1.1%
	BCDE	DE	DE		

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

Q1_25 PASSENGER CAR MANUFACTURER

	Toyota	Ford	Honda	General Motors (GMC)	Chevrolet
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Passenger Car Manufacturer	306	264	246	162	103
	12.1%	10.4%	9.7%	6.4%	4.1%
	CDE	DE	DE	E	

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Bank/Trust Company	450	369	203	190	195
	17.8%	14.6%	8.0%	7.5%	7.7%
	BCDE	CDE			

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

Q1_27 MORTGAGE PROVIDER

	RBC Royal Bank	TD Canada Trust	Caisse populaire Desjardins	BMO Bank of Montreal	Scotiabank	CIBC
	A	B	C	D	E	F
Base: All respondents	2527	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527	2527
Mortgage Provider	202	184	113	94	103	93
	8.0%	7.3%	4.5%	3.7%	4.1%	3.7%
	CDEF	CDEF				

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Credit Card	1174	602	107	3	103
	46.5%	23.8%	4.2%	0.1%	4.1%
	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	London Life	Desjardins	Great West Life
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Life Insurance Company	239	149	99	57	51
	9.5%	5.9%	3.9%	2.3%	2.0%
	BCDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Air Freshener	519	301	196	43	7
	20.5%	11.9%	7.8%	1.7%	0.3%
	BCDE	CDE	DE	E	

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

Q1_31 PET FOOD

	iams	Purina (unsp)	Whiskas	Pedigree	Hill's Science Diet
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Pet Food	215	158	92	65	63
	8.5%	6.3%	3.6%	2.6%	2.5%
	BCDE	CDE	DE		

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

Q1_32 AUTOMATIC DISHWASHING DETERGENT

	Cascade	Finish	Sunlight	Tide	Palmolive
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Automatic Dishwashing Detergent	565	282	87	37	40
	22.4%	11.2%	3.5%	1.5%	1.6%
	BCDE	CDE	DE		

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

Q1_33 ALL-PURPOSE HOUSEHOLD CLEANER

	Mr. Clean	Lysol (unsp.)	Hertel	Vim	Pine Sol
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
All-Purpose Household Cleaner	583	301	127	93	60
	23.1%	11.9%	5.0%	3.7%	2.4%
	BCDE	CDE	DE	E	

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

Q1_34 DISHWASING LIQUID

	Palmolive	Sunlight	Dawn	Cascades	Dove
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Dishwashing Liquid	480	431	381	97	44
	19.0%	17.1%	15.1%	3.8%	1.7%
	CDE	DE	DE	E	

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

Q1_35 DISINFECTANT CLEANING SPRAY

	Lysol	Mr. Clean	Clorox	Febreze	Fantastic
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
	873	75	31	27	25
	34.6%	3.0%	1.2%	1.1%	1.0%
	BCDE	CDE			

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

Q1_36 INTERIOR PAINT

	Behr	Benjamin Moore	Sico	CIL	Glidden
	A	B	C	D	E
Base: All respondents	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Interior Paint	274	271	184	66	46
	10.9%	10.7%	7.3%	2.6%	1.8%
	CDE	CDE	DE		

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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Pharmacy/Drug Store	974	273	119	85	56
	38.6%	10.8%	4.7%	3.4%	2.2%
	BCDE	CDE	DE	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	2527	2527	2527	2527	2527
Weighted	2527	2527	2527	2527	2527
Coffee Retailer	701	273	119	91	76
	27.8%	10.8%	4.7%	3.6%	3.0%
	BCDE	CDE	E		

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