

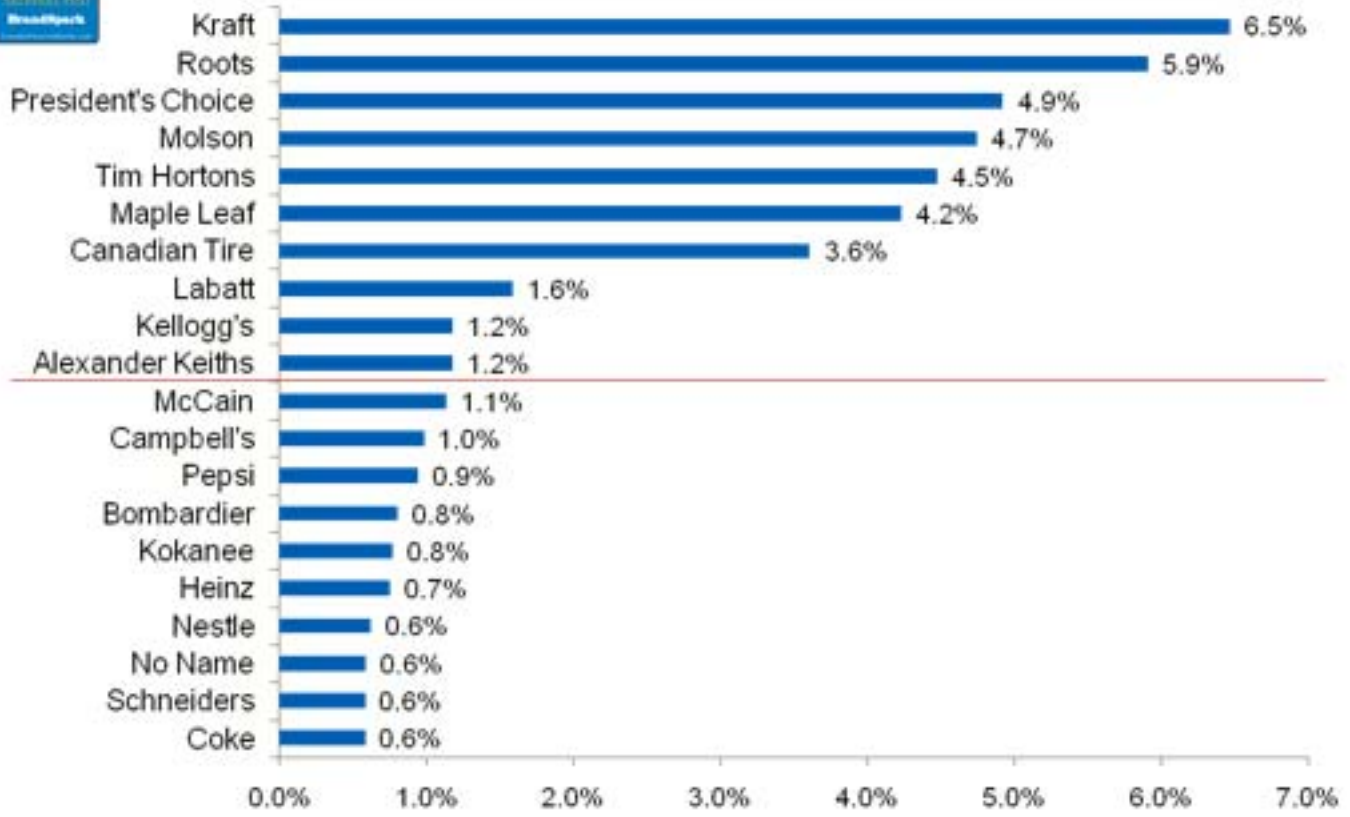
# SUMMARY OF INSIGHTS



- ✔ Kraft is the #1 favourite brand, receiving slightly more responses than Roots. The #3 spot is held by President's Choice, with Molson, Tim Hortons and Maple Leaf respectively following in close succession. However the # 1 brand garnered only 6.5% of all unaided responses. Bombardier is the only non consumer packaged goods brand in the top 20.
- ✔ There are some distinct differences by region, with Roots occupying the #1 spot in Ontario but not exceeding #3 in the other regions. Bombardier is the #5 favourite brand in Quebec, the only time it appears in the top 10. Sobeys and Alexander Keiths rank #5 and #6 in Atlantic Canada. Pepsi in Quebec is the only soft drink brand that pops up .
- ✔ Molson leads the pack among men and Kraft tops among women. Three beer brands appear on the men's list, while food related brands dominate the women's list. Roots, Tim Hortons and Maple Leaf are in the top 5 for both men and women.
- ✔ Roots is most popular among people under 40, while Molson and Kraft top the lists among people 40 and older. Lululemon and Schneiders make their first appearance on a top 10 list in the under 18 to 29 and 60+ categories respectively.
- ✔ Kraft retains top spot among households earning under 100K, but is displaced by Maple Leaf among those earning 100K and more. Procter and Gamble is seen for the first time, ranked 10th among those earning 100K and more.



# THE OVERALL TOP TWENTY n=1669



**Q: What is your favourite Canadian brand?**

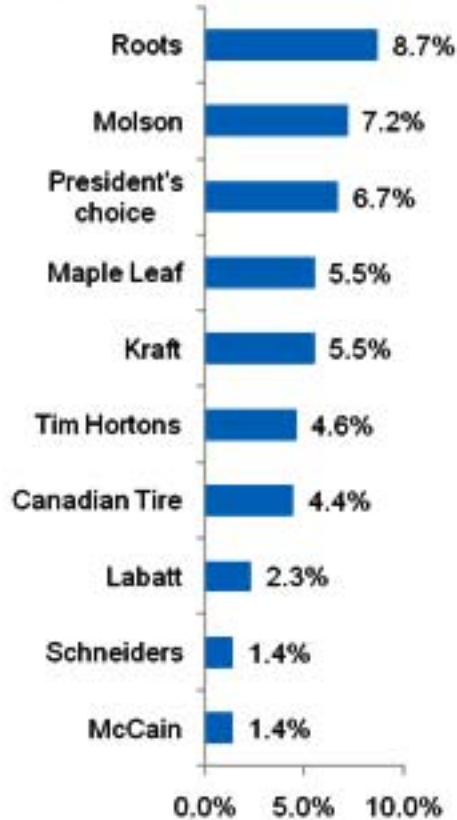
*BrandSpark International Canada's Favourite Brands study, October 2008*

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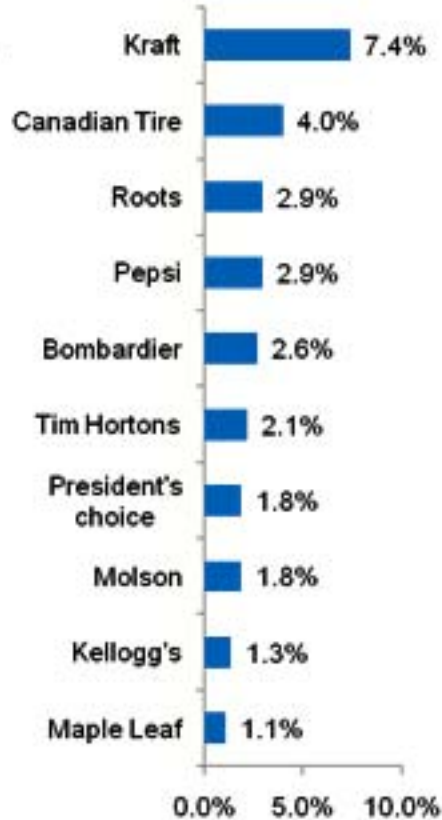


# THE TOP 10 BY REGION

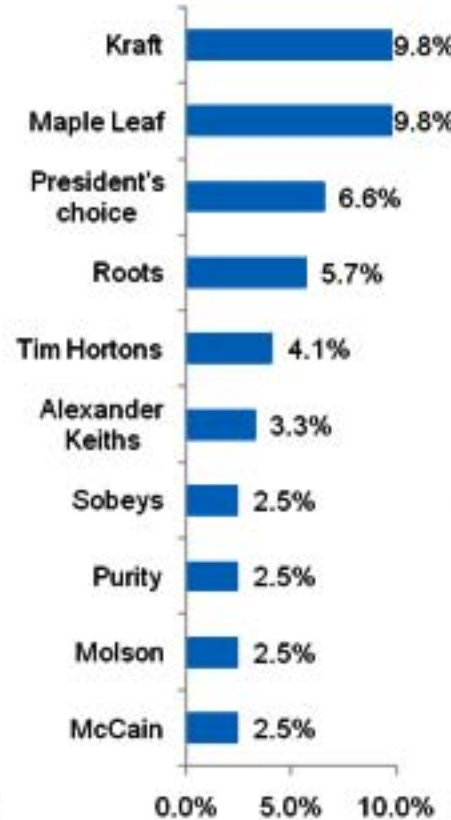
**ONTARIO** n=416



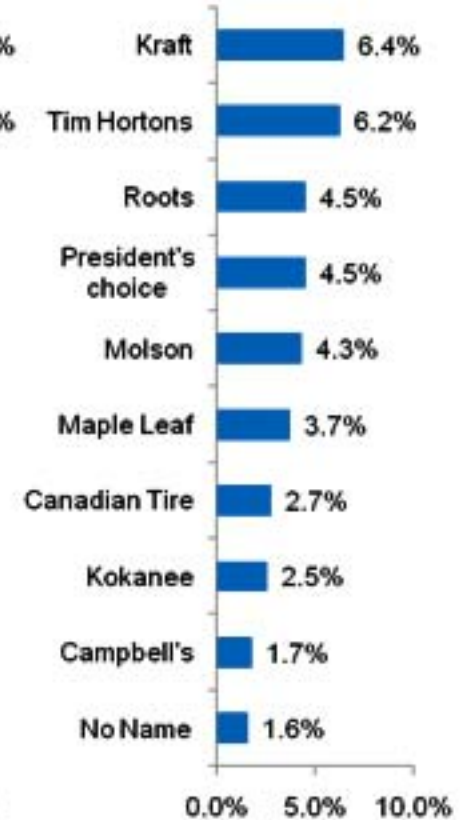
**QUEBEC** n=356



**ATLANTIC CANADA** n=331



**WESTERN CANADA** n=564



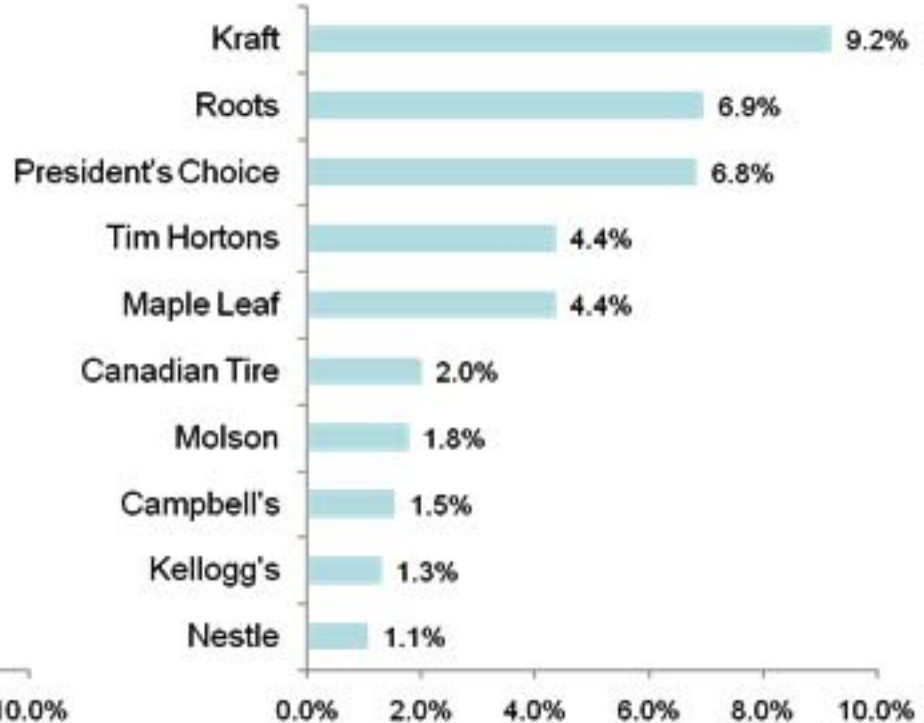
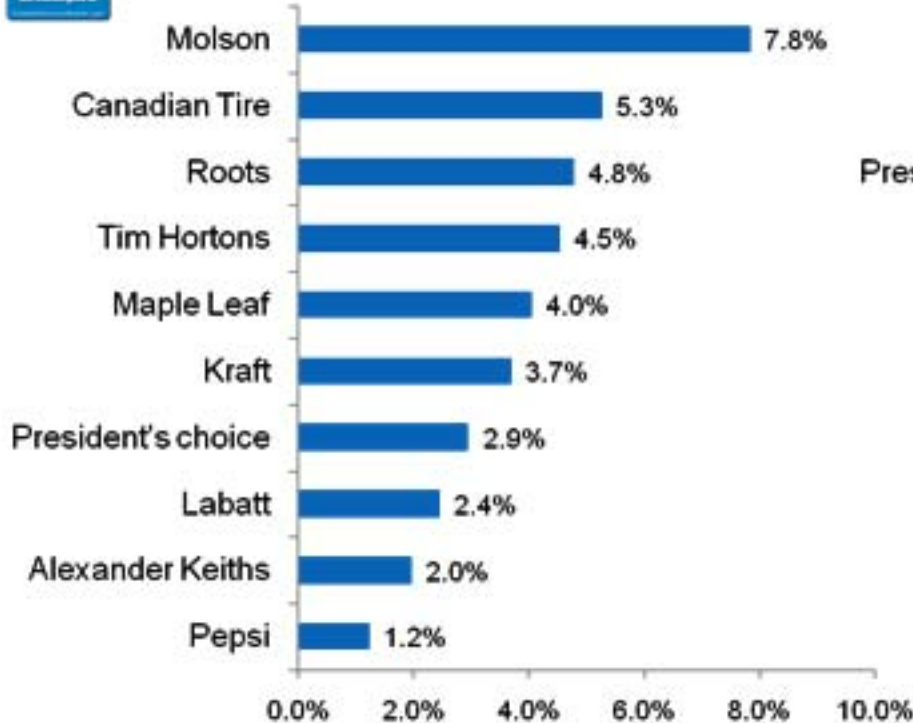
**Q: What is your favourite Canadian brand?**



# THE TOP 10 BY GENDER

**MEN** n=710

**WOMEN** n=959



**Q: What is your favourite Canadian brand?**

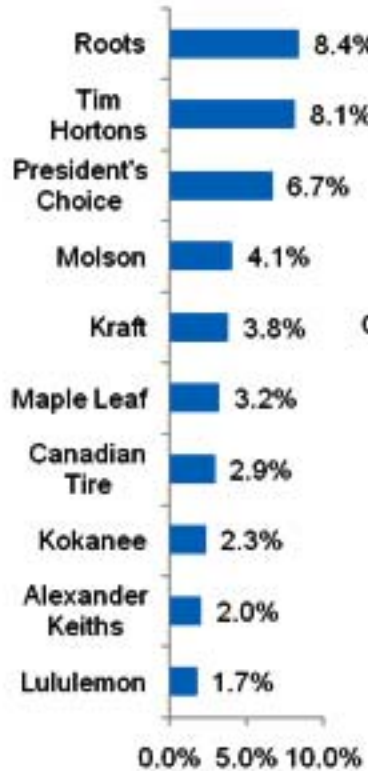
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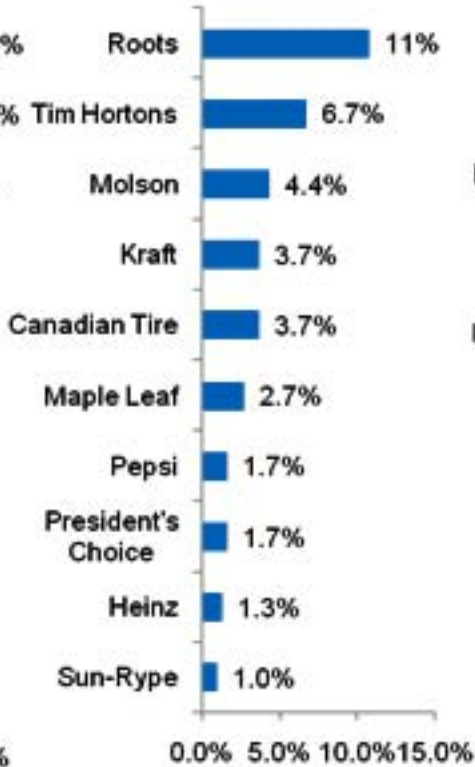


# THE TOP 10 BY AGE

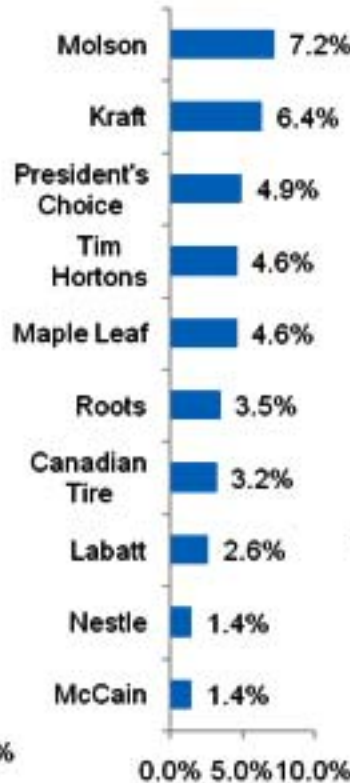
18 - 29 n=262



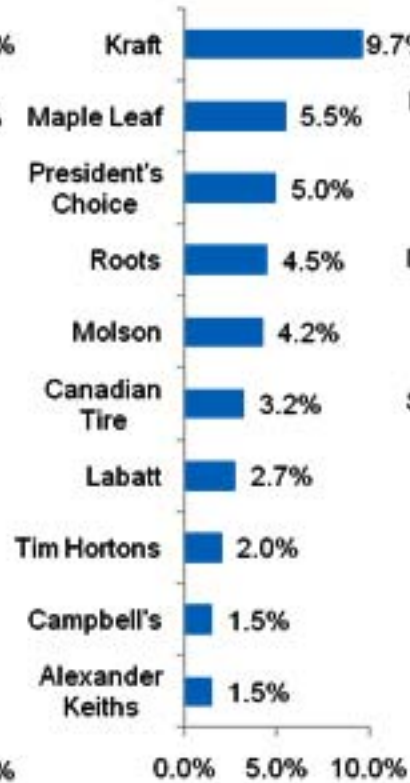
30 - 39 n=327



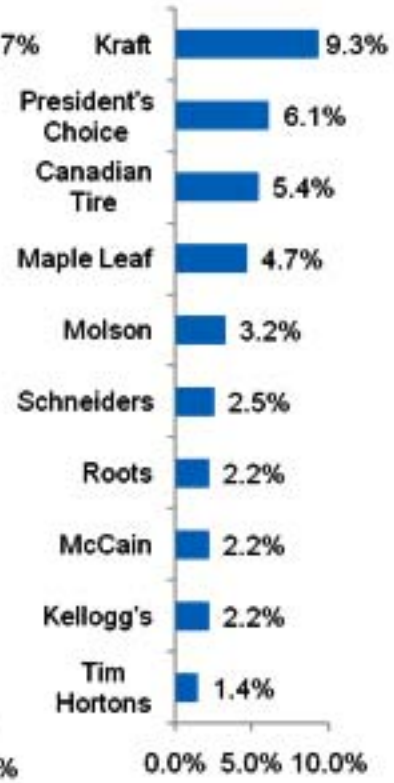
40 - 49 n=420



50 - 59 n=402



60+ n=258

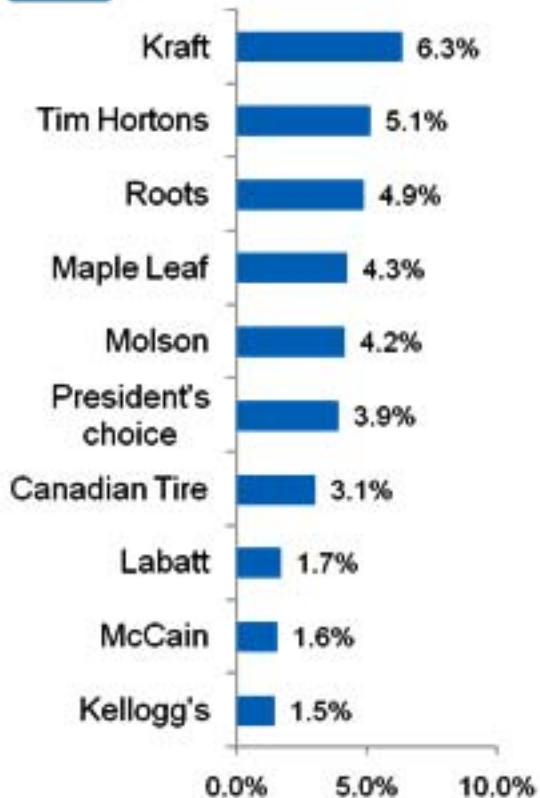


## Q: What is your favourite Canadian brand?

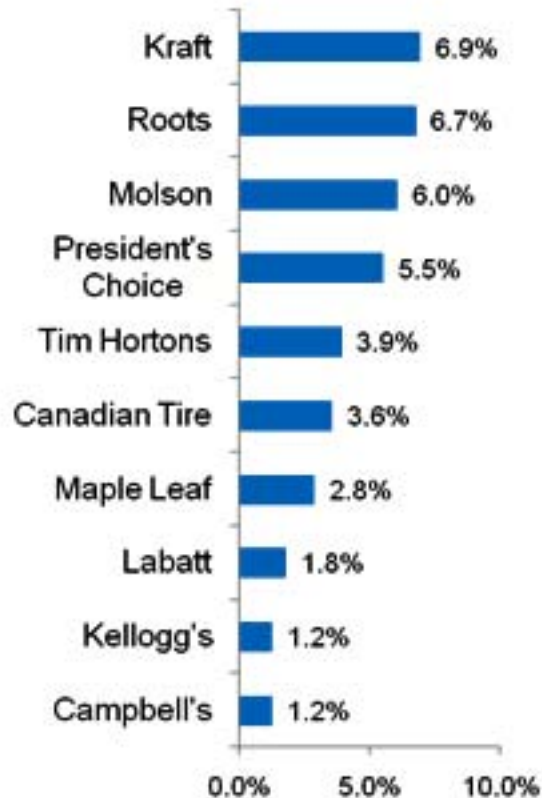


# THE TOP 10 BY INCOME

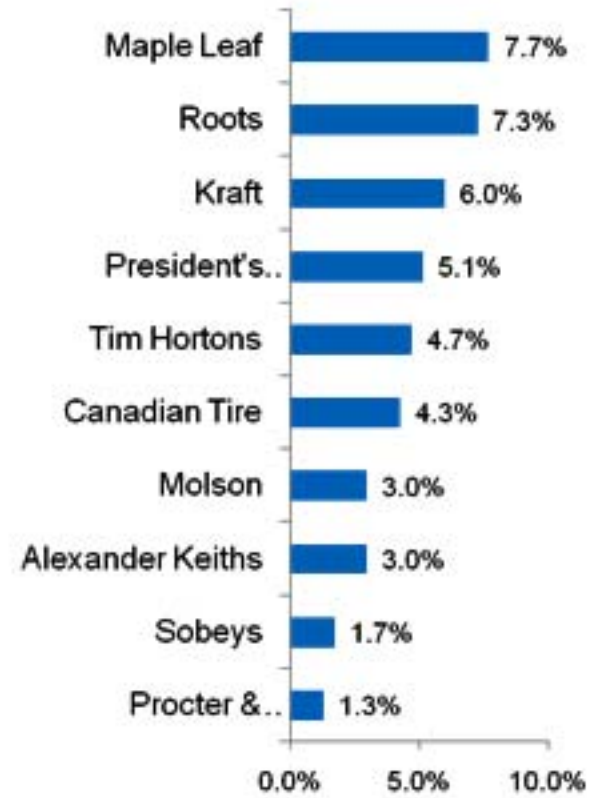
UNDER 60K *n=841*



60K TO 99K *n=561*



100K AND UP *n=230*



**Q: What is your favourite Canadian brand?**