

SUMMARY OF INSIGHTS

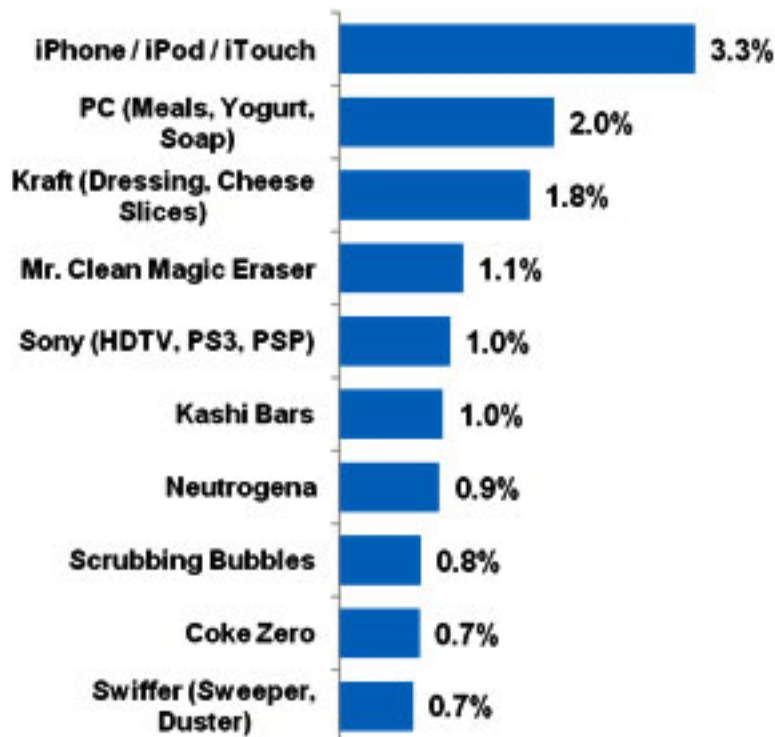


- Overall Insight – Very few new products break through to consumers**
Products that received less than 2 votes were grouped as "Other." This category is not shown on the graphs in this report, but in each case accounts for approximately 80% of the votes. This result underlines the difficulty that new products face in breaking through to customers in the marketplace.
- Top 20 Overall** – Apple's iPhone, iPod, and iTunes were voted by Canadians as their favourite new products in the past year. President's Choice products and Kraft products came in second and third respectively.
- Top 10 by Region** – The iPhone, iPod, and iTunes fared best in Ontario where they were the predominant favourites. Meanwhile, President's Choice products ranked in the Top 3 favourite new products in every region across Canada.
- Top 10 by Gender** – The popularity of the iPhone, iPod, and iTunes were driven primarily by males. These products did not rank in the Top 10 amongst female respondents. Note that technology products constituted 3 of the top 5 products for males. Similarly, food products constituted 3 of the top 5 products for females. President's Choice products were the only products to rank amongst the Top 3 for both males and females.
- Top 10 by Age** – The popularity of the Apple products was significantly more popular amongst younger Canadians than older Canadians, whereas Kraft products were more popular amongst older Canadians than younger Canadians. Nintendo's Wii ranked 4th amongst 40-49 year olds, surprising for a category traditionally targeted towards younger consumers.
- Top 10 by Income** – The iPhone, iPod, and iTunes ranked amongst the Top 3 for each of the household income brackets. Kraft products and President's Choice products also exhibited moderate popularity across all household income brackets.

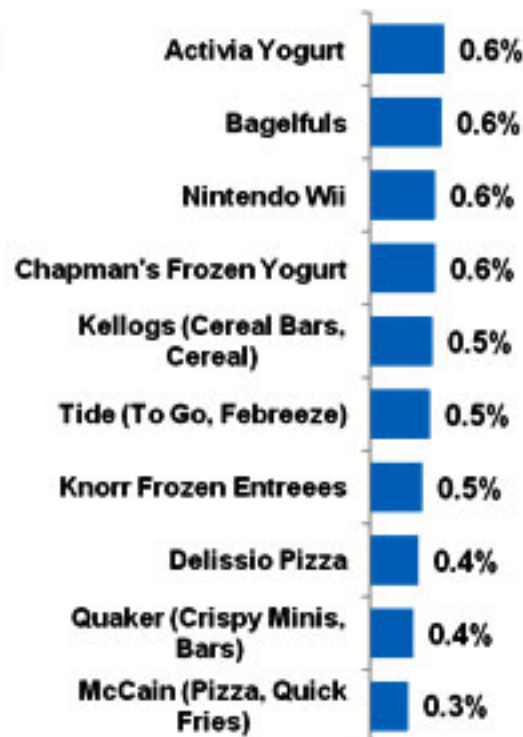


CANADA'S TOP 20 FAVOURITE NEW PRODUCTS

THE TOP 10 (RANK 1 – 10)



THE NEXT 10 (RANK 11 – 20)

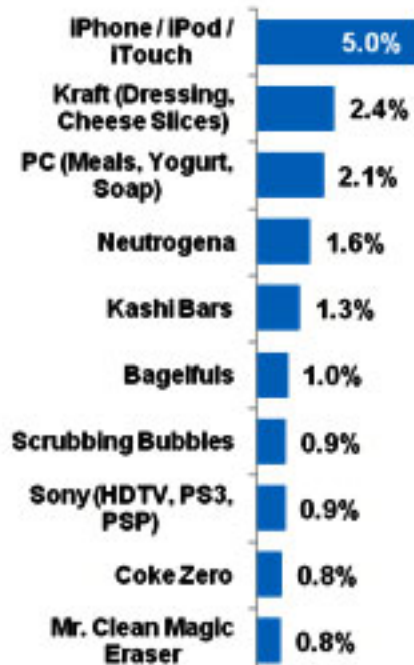


Q: What is your favourite New Product that you have tried within the past 12 months?

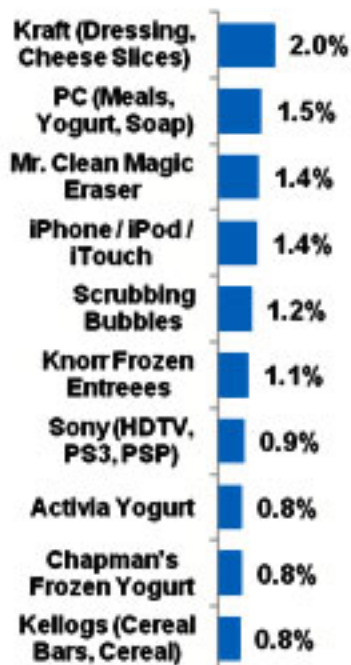


CANADA'S FAVOURITE NEW PRODUCTS BY REGION

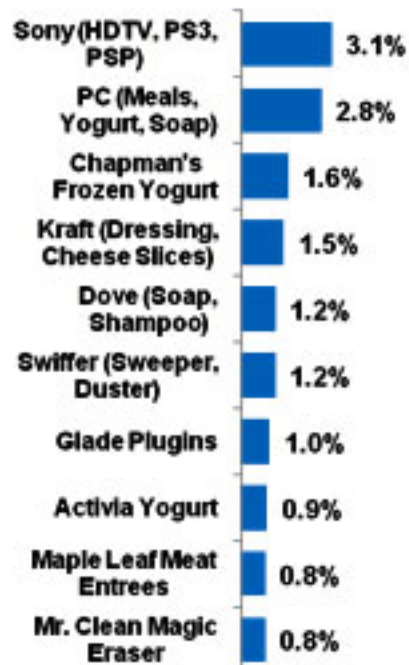
ONTARIO *n=416*



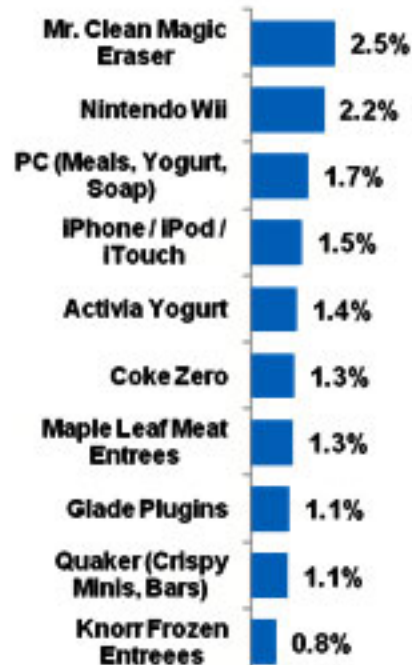
QUEBEC *n=356*



ATLANTIC CANADA *n=331*



WESTERN CANADA *n=566*

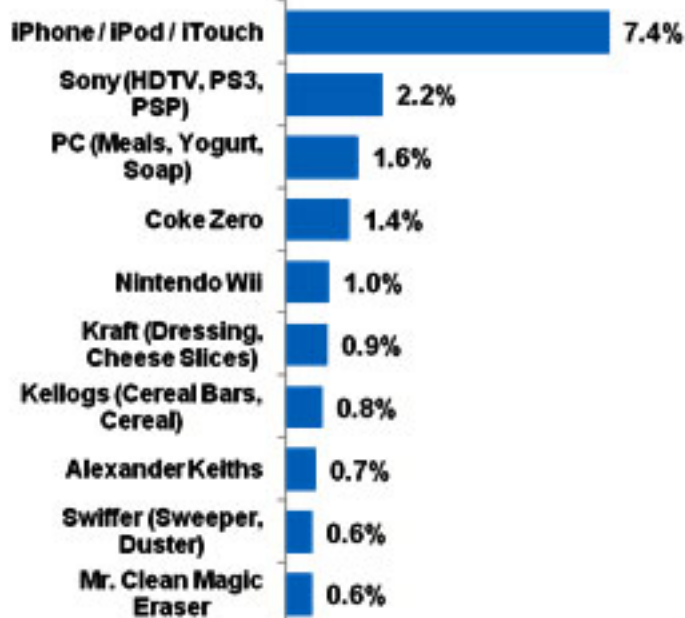


Q: What is your favourite New Product that you have tried within the past 12 months?

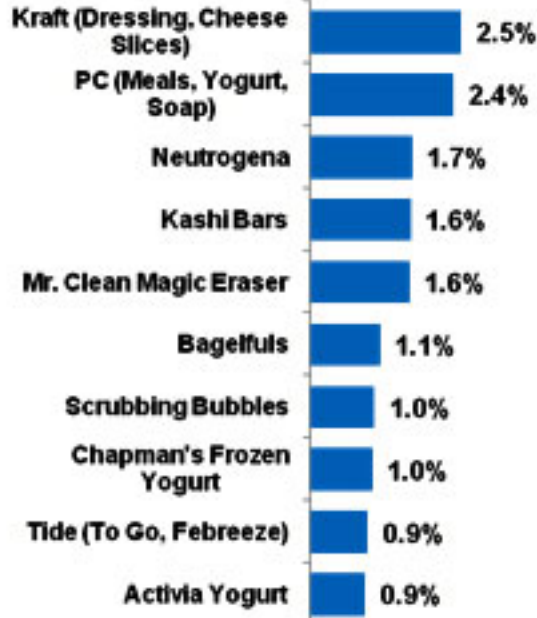
CANADA'S FAVOURITE NEW PRODUCTS BY GENDER



MEN n=710



WOMEN n=959



Q: What is your favourite New Product that you have tried within the past 12 months?



CANADA'S FAVOURITE NEW PRODUCTS BY AGE

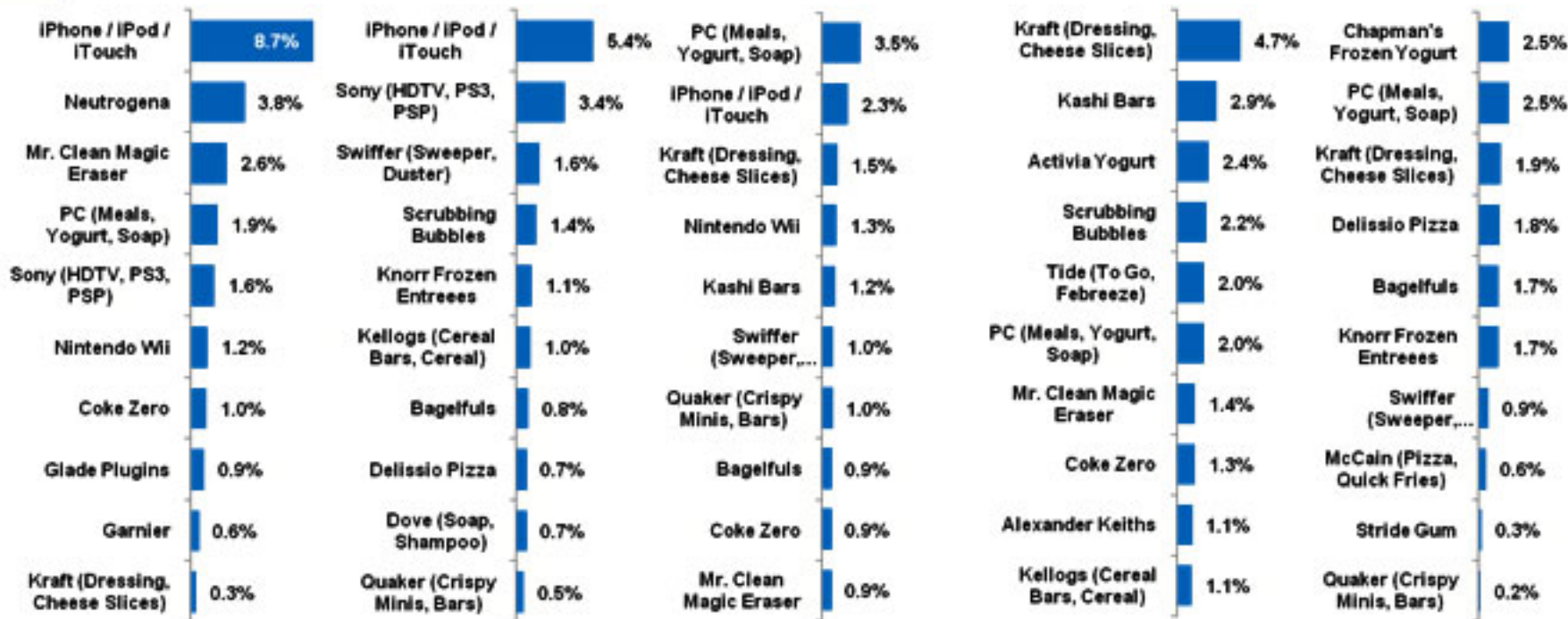
18 - 29 n=263

30 - 39 n=327

40 - 49 n=420

50 - 59 n=402

60+ n=257

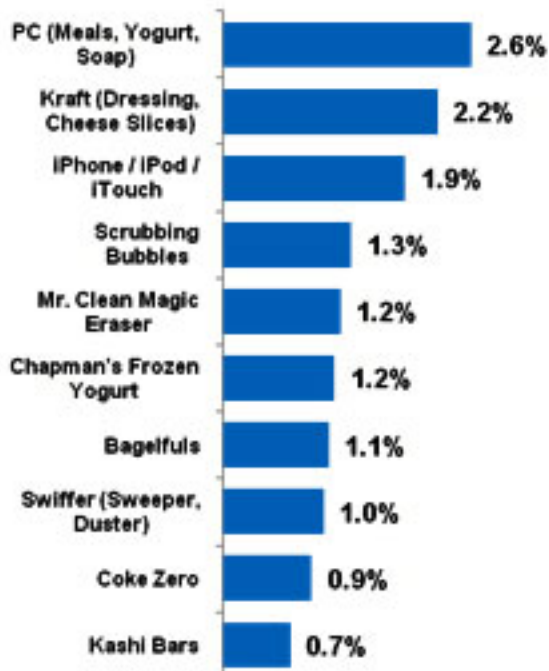


Q: What is your favourite New Product that you have tried within the past 12 months?

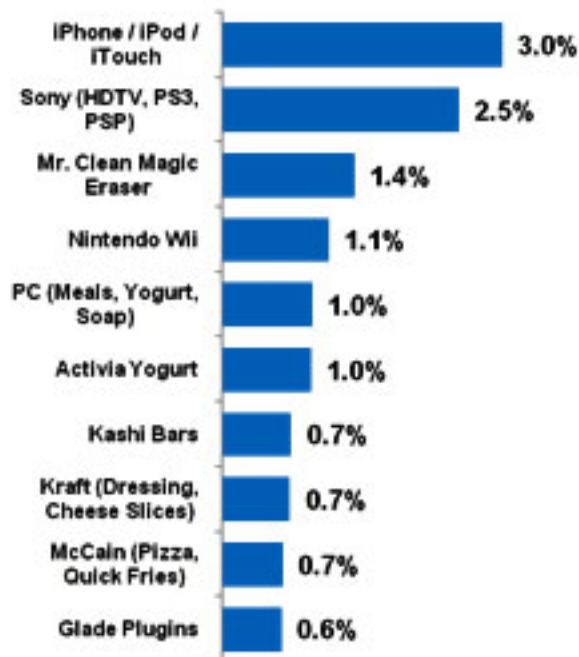


CANADA'S FAVOURITE NEW PRODUCTS BY INCOME

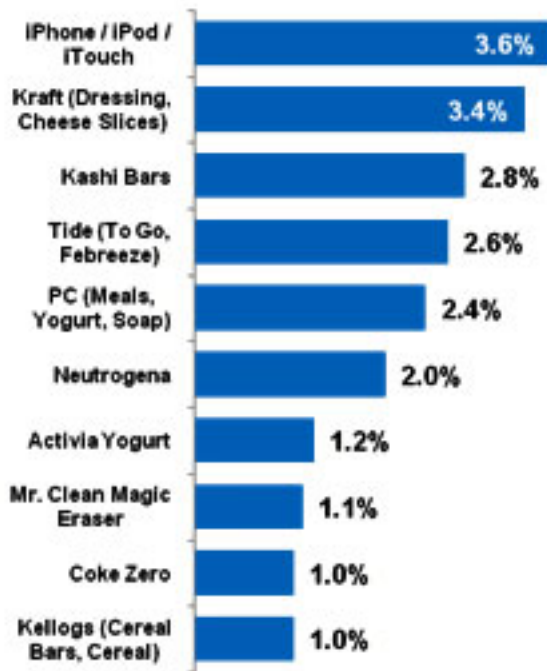
UNDER 60K *n=841*



60K TO 99K *n=541*



100K AND UP *n=230*



Q: What is your favourite New Product that you have tried within the past 12 months?