

Q SCORE RANKING AMONG TARGET DEMO

BRAND NAMES	POSITIVE Q RATINGS				IMAGE RATINGS									
	TOTAL ADULTS	MALE	FEMALE	PAST 12 MO. USERS	LIKE THEIR ADV.	LEADER IN THEIR FIELD	HIGH QUALITY	PROVIDES GOOD VALUE	TRUST WHAT THEY SAY	LIKED BY CHILDREN	MOVNG UP IN THEIR FIELD	PROVDS REALLY GOOD SERVICE	NOT WORTH MONEY	RARELY SEE ADV.
VISA	35	31	38	40	32	48	18	15	12	1	6	36	6	4
MICROSOFT	34	36	31	41	15	67	41	22	15	6	10	31	6	12
WEBER	34	36	31	67	9	44	47	30	10	1	6	14	4	27
THE HOME DEPOT	34	32	35	41	33	50	30	45	16	2	12	40	5	4
TOYOTA	33	36	31	69	31	48	47	35	16	2	13	30	7	5
STARKIST	33	29	37	43	32	34	41	37	8	17	4	9	2	14
DYSON	33	35	32	58	28	38	46	17	15	4	19	12	14	11
MICHELIN	33	41	25	68	30	42	44	24	16	1	8	22	6	13
WAL-MART	33	28	37	37	30	53	16	60	14	25	14	33	5	4
OLIVE GARDEN	33	28	37	48	36	23	31	37	8	13	7	43	11	5
MAYTAG	33	31	34	59	33	51	50	27	18	1	3	30	3	13
PELLA	33	35	29	66	23	50	48	21	13	1	11	15	4	16
SCRABBLE	32	28	36	60	7	19	22	20	4	47	3	10	1	33
DELL	32	32	33	49	32	49	42	32	13	5	14	32	8	4
FOLGERS	32	30	35	49	32	43	45	38	13	1	6	10	5	7
NBC	32	25	38	35	22	42	24	14	17	7	9	28	4	5
STANLEY	32	33	31	51	14	37	43	35	11	-	7	17	2	21
BLACK & DECKER	32	28	35	46	17	43	44	38	14	1	5	21	5	15
COLE HAAN	32	25	37	50	6	33	59	13	11	-	3	16	10	44
FOX NEWS CHANNEL	32	30	33	38	17	36	21	14	24	2	20	26	6	7
WHIRLPOOL	31	26	36	54	19	52	48	32	15	1	5	26	2	13
CRACKER BARREL	31	31	31	50	9	21	29	38	8	18	7	40	5	33
MATEL	31	26	35	49	21	39	31	25	9	74	4	13	2	14
LITTLE DEBBIE	31	31	30	41	19	23	23	40	7	65	4	11	2	20
OUTBACK STEAKHOUSE	30	32	29	46	37	24	34	28	7	13	9	40	14	8
STARBUCKS	30	30	30	44	14	43	35	10	6	3	12	27	33	15
THE CHEESECAKE FACTORY	30	21	38	45	6	17	43	19	4	15	8	28	13	40
L.L. BEAN	30	31	29	54	15	35	51	26	12	6	6	25	11	22
HGTV	30	29	30	45	27	35	25	17	22	2	16	34	2	13
JACK DANIELS	29	33	24	56	19	43	48	15	9	1	4	6	7	29
DAIRY QUEEN	29	28	30	42	30	27	25	35	7	53	5	27	5	15
CNN	29	26	31	35	11	46	24	8	22	1	8	27	6	9
TIMBERLAND	28	28	29	57	9	30	50	27	7	8	8	14	7	28
DEWAR'S	28	34	19	63	6	31	49	12	3	-	3	5	4	34
MASTERCARD	27	24	30	34	29	42	16	13	10	1	6	35	7	6
POLO/RALPH LAUREN	27	26	28	54	13	30	51	16	7	5	5	10	21	25
AMAZON.COM	27	28	25	43	12	48	21	37	11	4	11	44	2	24
PATAGONIA	26	27	25	74	4	34	48	15	9	5	4	7	10	44