

2012 Harris Poll EquiTrend® Brand List Sorted by Category



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* indicates brand has sample size of less than N=100 and it is not included in industry rankings

Harris Secondary Category	Harris Tertiary Category	Brand
Airlines	Airline-Full Service	Air Canada
Airlines	Airline-Full Service	Alaska/ Horizon Airlines
Airlines	Airline-Full Service	American Airlines
Airlines	Airline-Full Service	Continental Airlines
Airlines	Airline-Full Service	Delta Air Lines
Airlines	Airline-Full Service	Hawaiian Airlines
Airlines	Airline-Full Service	United Airlines
Airlines	Airline-Full Service	US Airways
Airlines	Airline-Value	AirTran
Airlines	Airline-Value	Frontier / Midwest Airlines
Airlines	Airline-Value	JetBlue Airways
Airlines	Airline-Value	Southwest Airlines
Airlines	Airline-Value	Spirit Airlines
Airlines	Airline-Value	WestJet Airlines*
Apparel/Accessories	Footwear-Running Shoes	Asics Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Brooks Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Merrell Running Shoes
Apparel/Accessories	Footwear-Running Shoes	New Balance Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Nike Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Reebok Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Saucony Running Shoes
Apparel/Accessories	Footwear-Running Shoes	Vibram FiveFingers Footwear*
Appliances	Major Appliances	Amana Appliances
Appliances	Major Appliances	Bosch Appliances
Appliances	Major Appliances	Electrolux Appliances
Appliances	Major Appliances	Frigidaire Appliances
Appliances	Major Appliances	GE Appliances
Appliances	Major Appliances	Haier Appliances
Appliances	Major Appliances	Jenn-Air Appliances
Appliances	Major Appliances	Kenmore Major Appliances
Appliances	Major Appliances	KitchenAid Major Appliances
Appliances	Major Appliances	LG Appliances
Appliances	Major Appliances	Maytag Appliances
Appliances	Major Appliances	Samsung Appliances

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Appliances	Major Appliances	Sub Zero Appliances
Appliances	Major Appliances	Thermador Appliances
Appliances	Major Appliances	Viking Appliances
Appliances	Major Appliances	Whirlpool Appliances
Appliances	Major Appliances	Wolf Appliances*
Appliances	Small Kitchen Appliances	Black & Decker Small Appliances
Appliances	Small Kitchen Appliances	Breville Small Appliances*
Appliances	Small Kitchen Appliances	Calphalon Small Appliances
Appliances	Small Kitchen Appliances	Crock-Pot Small Appliances
Appliances	Small Kitchen Appliances	Cuisinart Small Appliances
Appliances	Small Kitchen Appliances	GE Small Appliances
Appliances	Small Kitchen Appliances	Hamilton Beach Small Appliances
Appliances	Small Kitchen Appliances	KitchenAid Small Appliances
Appliances	Small Kitchen Appliances	Oster Small Appliances
Appliances	Small Kitchen Appliances	Proctor-Silex Small Appliances
Appliances	Small Kitchen Appliances	Rival Small Appliances
Appliances	Small Kitchen Appliances	Sunbeam Small Appliances
Appliances	Small Kitchen Appliances	Waring Small Appliances
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Black & Decker Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Bosch Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Cuisinart Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	DeLonghi Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	GE Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Gevalia Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Haier Coffee Maker*
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Hamilton Beach Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Kenmore Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Keurig Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Krups Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Mr. Coffee Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Proctor-Silex Coffee Maker
Appliances	Small Kitchen Appliances-Drip Coffee Maker	Waring Coffee Maker

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Automotive Manufacturers	Automotive-Full Line	Buick Vehicles
Automotive Manufacturers	Automotive-Full Line	Chevrolet Vehicles
Automotive Manufacturers	Automotive-Full Line	Chrysler Vehicles
Automotive Manufacturers	Automotive-Full Line	Dodge Vehicles
Automotive Manufacturers	Automotive-Full Line	Fiat Vehicles
Automotive Manufacturers	Automotive-Full Line	Ford Vehicles
Automotive Manufacturers	Automotive-Full Line	Honda Vehicles
Automotive Manufacturers	Automotive-Full Line	Hyundai Vehicles
Automotive Manufacturers	Automotive-Full Line	Kia Vehicles
Automotive Manufacturers	Automotive-Full Line	Mazda Vehicles
Automotive Manufacturers	Automotive-Full Line	MINI Cooper
Automotive Manufacturers	Automotive-Full Line	Mitsubishi Vehicles
Automotive Manufacturers	Automotive-Full Line	Nissan Vehicles
Automotive Manufacturers	Automotive-Full Line	Subaru Vehicles
Automotive Manufacturers	Automotive-Full Line	Suzuki Vehicles
Automotive Manufacturers	Automotive-Full Line	Toyota Vehicles
Automotive Manufacturers	Automotive-Full Line	Volkswagen Vehicles
Automotive Manufacturers	Automotive-Luxury	Acura Vehicles
Automotive Manufacturers	Automotive-Luxury	Audi Vehicles
Automotive Manufacturers	Automotive-Luxury	BMW Vehicles
Automotive Manufacturers	Automotive-Luxury	Cadillac Vehicles
Automotive Manufacturers	Automotive-Luxury	Infiniti Vehicles
Automotive Manufacturers	Automotive-Luxury	Jaguar Vehicles
Automotive Manufacturers	Automotive-Luxury	Land Rover Vehicles
Automotive Manufacturers	Automotive-Luxury	Lexus Vehicles
Automotive Manufacturers	Automotive-Luxury	Lincoln Vehicles
Automotive Manufacturers	Automotive-Luxury	Mercedes-Benz Vehicles
Automotive Manufacturers	Automotive-Luxury	Saab Vehicles
Automotive Manufacturers	Automotive-Luxury	Volvo Vehicles
Automotive Service Centers	Automotive Service Centers	AAMCO Transmission
Automotive Service Centers	Automotive Service Centers	Belle Tire*
Automotive Service Centers	Automotive Service Centers	Discount Tires
Automotive Service Centers	Automotive Service Centers	Firestone Automotive Service Centers
Automotive Service Centers	Automotive Service Centers	Goodyear Tire and Service Network
Automotive Service Centers	Automotive Service Centers	Grease Monkey Automotive Service Centers*
Automotive Service Centers	Automotive Service Centers	Jiffy Lube Oil Change Centers
Automotive Service Centers	Automotive Service Centers	Meineke Automotive Service Centers
Automotive Service Centers	Automotive Service Centers	Midas Auto Service Express
Automotive Service Centers	Automotive Service Centers	Mobil 1 Lube Express

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Automotive Service Centers	Automotive Service Centers	Napa AutoCare Center
Automotive Service Centers	Automotive Service Centers	National Tire and Battery
Automotive Service Centers	Automotive Service Centers	Pennzoil 10 Minute Oil Change Center
Automotive Service Centers	Automotive Service Centers	PepBoys Automotive Service Centers
Automotive Service Centers	Automotive Service Centers	Precision Tune Auto Care
Automotive Service Centers	Automotive Service Centers	Pro Care Auto Service*
Automotive Service Centers	Automotive Service Centers	Sears Automotive Centers
Automotive Service Centers	Automotive Service Centers	Texaco/Havoline Express Lube
Automotive Service Centers	Automotive Service Centers	Valvoline Instant Oil Change
Automotive Service Centers	Automotive Service Centers	WalMart Tire & Lube Express
Automotive Tires	Automotive Tires	BF Goodrich Automobile Tires
Automotive Tires	Automotive Tires	Bridgestone Automobile Tires
Automotive Tires	Automotive Tires	Continental Automobile Tires
Automotive Tires	Automotive Tires	Cooper Automobile Tires
Automotive Tires	Automotive Tires	Firestone Automobile Tires
Automotive Tires	Automotive Tires	General Automobile Tires
Automotive Tires	Automotive Tires	Goodyear Automobile Tires
Automotive Tires	Automotive Tires	Hankook Automobile Tires
Automotive Tires	Automotive Tires	Kelly Tires
Automotive Tires	Automotive Tires	Michelin Automobile Tires
Automotive Tires	Automotive Tires	Pirelli Automobile Tires
Automotive Tires	Automotive Tires	Uniroyal Automobile Tires
Automotive Tires	Automotive Tires	Yokohama Automobile Tires
Beer, Wine, Liquor	Beer Full Calorie	Becks Beer
Beer, Wine, Liquor	Beer Full Calorie	Blue Moon Beer
Beer, Wine, Liquor	Beer Full Calorie	Budweiser Beer
Beer, Wine, Liquor	Beer Full Calorie	Busch Beer
Beer, Wine, Liquor	Beer Full Calorie	Coors Beer
Beer, Wine, Liquor	Beer Full Calorie	Corona Extra Beer
Beer, Wine, Liquor	Beer Full Calorie	Fosters Lager Beer
Beer, Wine, Liquor	Beer Full Calorie	Guinness Stout
Beer, Wine, Liquor	Beer Full Calorie	Heineken Beer
Beer, Wine, Liquor	Beer Full Calorie	Michelob Beer
Beer, Wine, Liquor	Beer Full Calorie	Miller High Life Beer
Beer, Wine, Liquor	Beer Full Calorie	Milwaukee's Best Beer
Beer, Wine, Liquor	Beer Full Calorie	Modelo Especial Beer
Beer, Wine, Liquor	Beer Full Calorie	Newcastle Brown Ale Beer
Beer, Wine, Liquor	Beer Full Calorie	Pabst Blue Ribbon Beer
Beer, Wine, Liquor	Beer Full Calorie	Samuel Adams Lager

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Beer, Wine, Liquor	Beer Full Calorie	Sierra Nevada Pale Ale Beer
Beer, Wine, Liquor	Beer Full Calorie	Yuengling Traditional Lager Beer
Beer, Wine, Liquor	Beer Light	Bud Light Beer
Beer, Wine, Liquor	Beer Light	Budweiser Select Beer
Beer, Wine, Liquor	Beer Light	Busch Light Beer
Beer, Wine, Liquor	Beer Light	Coors Light Beer
Beer, Wine, Liquor	Beer Light	Corona Light Beer
Beer, Wine, Liquor	Beer Light	Heineken Premium Light Beer
Beer, Wine, Liquor	Beer Light	Michelob Light Beer
Beer, Wine, Liquor	Beer Light	Michelob Ultra Beer
Beer, Wine, Liquor	Beer Light	Miller High Life Light Beer
Beer, Wine, Liquor	Beer Light	Miller Lite Beer
Beer, Wine, Liquor	Beer Light	Milwaukee's Best Light Beer
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Bushmills Irish Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Chivas Regal Scotch Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Crown Royal Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Glenfiddich Scotch
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Glenlivet Single Malt Scotch Whisky
Beer, Wine, Liquor	Liquor-Scotch Whiskey	J&B Scotch
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Jack Daniel's Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Jameson Irish Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Jim Beam Whiskey
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Johnnie Walker Black Scotch
Beer, Wine, Liquor	Liquor-Scotch Whiskey	Seagram's 7 Crown Blended Whiskey
Beer, Wine, Liquor	Liquor-Vodka	3 Olives Vodka
Beer, Wine, Liquor	Liquor-Vodka	Absolut Vodka
Beer, Wine, Liquor	Liquor-Vodka	Grey Goose Vodka
Beer, Wine, Liquor	Liquor-Vodka	Ketel One
Beer, Wine, Liquor	Liquor-Vodka	Skyy Vodka
Beer, Wine, Liquor	Liquor-Vodka	Smirnoff Vodka
Beer, Wine, Liquor	Liquor-Vodka	Stolichnaya Vodka
Beer, Wine, Liquor	Liquor-Vodka	Svedka Vodka
Beverages	Bottled Iced Teas	AriZona Beverages
Beverages	Bottled Iced Teas	Lipton Iced Tea
Beverages	Bottled Iced Teas	Luzianne Tea
Beverages	Bottled Iced Teas	Nestea
Beverages	Bottled Iced Teas	Snapple Beverages
Beverages	Bottled Iced Teas	Turkey Hill Tea
Beverages	Carbonated Beverage-Diet	Coke Zero

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Beverages	Carbonated Beverage-Diet	Diet Coke
Beverages	Carbonated Beverage-Diet	Diet Dr Pepper
Beverages	Carbonated Beverage-Diet	Diet Mountain Dew
Beverages	Carbonated Beverage-Diet	Diet Pepsi
Beverages	Carbonated Beverage-Diet	Sprite Zero
Beverages	Carbonated Beverage-Regular	7-Up
Beverages	Carbonated Beverage-Regular	Coca-Cola
Beverages	Carbonated Beverage-Regular	Dr Pepper
Beverages	Carbonated Beverage-Regular	Mountain Dew
Beverages	Carbonated Beverage-Regular	Pepsi-Cola
Beverages	Carbonated Beverage-Regular	Sierra Mist
Beverages	Carbonated Beverage-Regular	Sprite
Beverages	Coffee-Ground	Caribou Ground Coffee
Beverages	Coffee-Ground	Chock Full O'Nuts Ground Coffee
Beverages	Coffee-Ground	Dunkin' Donuts Ground Coffee
Beverages	Coffee-Ground	Eight O'clock Ground Coffee
Beverages	Coffee-Ground	Folger's Ground Coffee
Beverages	Coffee-Ground	Green Mountain Coffee
Beverages	Coffee-Ground	illy Ground Coffee*
Beverages	Coffee-Ground	Maxwell House Ground Coffee
Beverages	Coffee-Ground	Millstone Ground Coffee
Beverages	Coffee-Ground	Nescafe Ground Coffee
Beverages	Coffee-Ground	Newman's Own Ground Coffee
Beverages	Coffee-Ground	Seattle's Best Ground Coffee
Beverages	Coffee-Ground	Starbucks Ground Coffee
Beverages	Energy Drink	5-Hour Energy Shot
Beverages	Energy Drink	AMP Energy Drink
Beverages	Energy Drink	Base Energy*
Beverages	Energy Drink	Full Throttle Energy Drink
Beverages	Energy Drink	Monster Energy Drink
Beverages	Energy Drink	Powertrip Energy Drink*
Beverages	Energy Drink	Red Bull Energy Drink
Beverages	Energy Drink	Rock Star Energy Drink
Beverages	Energy Drink	SoBe Adrenaline Rush Energy Drink
Beverages	Fruit Flavored Drink	Capri Sun
Beverages	Fruit Flavored Drink	Five Alive Juice
Beverages	Fruit Flavored Drink	Hawaiian Punch
Beverages	Fruit Flavored Drink	Hi-C
Beverages	Fruit Flavored Drink	Juicy Juice

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Beverages	Fruit Flavored Drink	Kool-Aid
Beverages	Fruit Flavored Drink	Sunny Delight
Beverages	Fruit Juice	Dole Juices
Beverages	Fruit Juice	Florida Natural Juices
Beverages	Fruit Juice	Minute Maid Juices
Beverages	Fruit Juice	Mott's Juices
Beverages	Fruit Juice	Northland Juice
Beverages	Fruit Juice	Ocean Spray Juices
Beverages	Fruit Juice	Odwalla Fruit Juices and Smoothies
Beverages	Fruit Juice	Pom Wonderful
Beverages	Fruit Juice	Simply Juice
Beverages	Fruit Juice	Tropicana Juices
Beverages	Fruit Juice	V8 V-Fusion
Beverages	Fruit Juice	Welch's Juices
Beverages	Tea Bags	Bigelow Tea
Beverages	Tea Bags	Celestial Seasonings Tea
Beverages	Tea Bags	Lipton Teas
Beverages	Tea Bags	Red Rose Tea
Beverages	Tea Bags	Stash Tea
Beverages	Tea Bags	Tazo Tea
Beverages	Tea Bags	Tetley Tea
Beverages	Tea Bags	Twinnings Tea
Beverages	Water-Bottled	Aquafina Bottled Water
Beverages	Water-Bottled	Arrowhead Bottled Water
Beverages	Water-Bottled	Crystal Geyser Bottled Water
Beverages	Water-Bottled	Dasani Bottled Water
Beverages	Water-Bottled	Deer Park Bottled Water
Beverages	Water-Bottled	Evian Bottled Water
Beverages	Water-Bottled	Fiji Bottled Water
Beverages	Water-Bottled	Ice Mountain Bottled Water
Beverages	Water-Bottled	Nestle Pure Life Bottled Water
Beverages	Water-Bottled	Poland Spring Bottled Water
Beverages	Water-Coconut	Goya Coco Water
Beverages	Water-Coconut	Harvest Bay Coconut Water*
Beverages	Water-Coconut	Naked Coconut Water
Beverages	Water-Coconut	O.N.E Coconut Water*
Beverages	Water-Coconut	Vita Coco Coconut Water
Beverages	Water-Coconut	Zico Pure Premium Coconut Water*
Beverages	Water-Enhanced	Glaceau vitaminwater

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Beverages	Water-Enhanced	Ice Botanicals*
Beverages	Water-Enhanced	Smart water
Beverages	Water-Enhanced	SoBe Life Water
Beverages	Water-Enhanced	Vitazest Vitamin and Fruit enhanced Water*
Beverages	Water-Sports Drink	Accelerade*
Beverages	Water-Sports Drink	Gatorade
Beverages	Water-Sports Drink	Powerade
Beverages	Water-Sports Drink	Propel Fitness Water
Car Rentals	Car Rental	Advantage Rent a Car
Car Rentals	Car Rental	Alamo Rent A Car
Car Rentals	Car Rental	Avis Rent A Car
Car Rentals	Car Rental	Budget Rent A Car
Car Rentals	Car Rental	Dollar Rental Car
Car Rentals	Car Rental	Enterprise Rent-A-Car
Car Rentals	Car Rental	Hertz Car Rental
Car Rentals	Car Rental	National Car Rental
Car Rentals	Car Rental	Thrifty Car Rental
Computer-Related Products	Computer	Acer Computers
Computer-Related Products	Computer	Apple Computers
Computer-Related Products	Computer	Lenovo Computers
Computer-Related Products	Computer	Compaq Computers
Computer-Related Products	Computer	Dell Computers
Computer-Related Products	Computer	Fujitsu Computers
Computer-Related Products	Computer	Gateway Computers
Computer-Related Products	Computer	Hewlett-Packard (HP) Computers
Computer-Related Products	Computer	Samsung Computers
Computer-Related Products	Computer	Sony Computers
Computer-Related Products	Computer Tablet	Acer Iconia Tab (Tablet)*
Computer-Related Products	Computer Tablet	Apple iPad (Tablet)
Computer-Related Products	Computer Tablet	Asus EeePad Transformer (Tablet)*
Computer-Related Products	Computer Tablet	Blackberry Playbook (Tablet)
Computer-Related Products	Computer Tablet	Dell Streak Tablet (Tablet)*
Computer-Related Products	Computer Tablet	HP Touchpad (Tablet)
Computer-Related Products	Computer Tablet	HTC Evo (Tablet)
Computer-Related Products	Computer Tablet	HTC Flyer (Tablet)*
Computer-Related Products	Computer Tablet	HTC Jetstream (Tablet)*
Computer-Related Products	Computer Tablet	Lenovo IdeaPad (Tablet)
Computer-Related Products	Computer Tablet	Lenovo ThinkPad (Tablet)
Computer-Related Products	Computer Tablet	Motorola Xoom (Tablet)

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Computer-Related Products	Computer Tablet	Samsung Galaxy (Tablet)
Computer-Related Products	Computer Tablet	Sharp Galapagos (Tablet)*
Computer-Related Products	Computer Tablet	Sony Tablet
Computer-Related Products	Computer Tablet	T-Mobile G-Slate (Tablet)
Computer-Related Products	Computer Tablet	Toshiba Thrive (Tablet)*
Computer-Related Products	E-Readers	Amazon Kindle e-reader
Computer-Related Products	E-Readers	Barnes & Noble Nook e-reader
Computer-Related Products	E-Readers	Kobo e-Reader*
Computer-Related Products	E-Readers	Kobo Vox e-Reader*
Computer-Related Products	E-Readers	Sony e-reader
Computer-Related Products	Printing & Imaging	Brother Printing and Imaging
Computer-Related Products	Printing & Imaging	Canon Printing & Imaging
Computer-Related Products	Printing & Imaging	Dell Printing & Imaging
Computer-Related Products	Printing & Imaging	Epson Printing & Imaging
Computer-Related Products	Printing & Imaging	HP Printing & Imaging
Computer-Related Products	Printing & Imaging	Kodak Printing & Imaging
Computer-Related Products	Printing & Imaging	Konica Minolta Printing & Imaging
Computer-Related Products	Printing & Imaging	Kyocera Mita Printing & Imaging
Computer-Related Products	Printing & Imaging	Lexmark Printing & Imaging
Computer-Related Products	Printing & Imaging	Panasonic Printing & Imaging
Computer-Related Products	Printing & Imaging	Ricoh Printing & Imaging
Computer-Related Products	Printing & Imaging	Samsung Printing & Imaging
Computer-Related Products	Printing & Imaging	Sharp Printing & Imaging
Computer-Related Products	Printing & Imaging	Toshiba Printing & Imaging
Computer-Related Products	Printing & Imaging	Xerox Printing & Imaging
Consumer Electronics	Car Audio	Alpine In-Vehicle Audio
Consumer Electronics	Car Audio	Bang and Olufsen In-Vehicle Audio*
Consumer Electronics	Car Audio	Bose In-Vehicle Audio
Consumer Electronics	Car Audio	Boston Acoustics In-Vehicle Audio
Consumer Electronics	Car Audio	Bowers & Wilkins In-Vehicle Audio*
Consumer Electronics	Car Audio	Harman/Kardon In-Vehicle Audio
Consumer Electronics	Car Audio	Infinity In-Vehicle Audio
Consumer Electronics	Car Audio	JBL In-Vehicle Audio
Consumer Electronics	Car Audio	Panasonic In-Vehicle Audio
Consumer Electronics	Car Audio	Pioneer In-Vehicle Audio
Consumer Electronics	Car Audio	Sony In-Vehicle Audio
Consumer Electronics	Consumer Electronics	Dynex Home Electronics
Consumer Electronics	Consumer Electronics	Epson Home Electronics
Consumer Electronics	Consumer Electronics	Insignia Home Electronics

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Consumer Electronics	Consumer Electronics	JVC Home Electronics
Consumer Electronics	Consumer Electronics	LG Home Electronics
Consumer Electronics	Consumer Electronics	Mitsubishi Home Electronics
Consumer Electronics	Consumer Electronics	Onkyo Home Electronics
Consumer Electronics	Consumer Electronics	Panasonic Home Electronics
Consumer Electronics	Consumer Electronics	Philips Home Electronics
Consumer Electronics	Consumer Electronics	Pioneer Home Electronics
Consumer Electronics	Consumer Electronics	RCA Home Electronics
Consumer Electronics	Consumer Electronics	Samsung Home Electronics
Consumer Electronics	Consumer Electronics	Sanyo Home Electronics
Consumer Electronics	Consumer Electronics	Sharp Home Electronics
Consumer Electronics	Consumer Electronics	Sony Home Electronics
Consumer Electronics	Consumer Electronics	Sylvania Home Electronics
Consumer Electronics	Consumer Electronics	Toshiba Home Electronics
Consumer Electronics	Consumer Electronics	Vizio Home Electronics
Consumer Electronics	Consumer Electronics	Yamaha Home Electronics
Consumer Electronics	Digital Cameras	Canon Digital Camera
Consumer Electronics	Digital Cameras	Casio Digital Camera
Consumer Electronics	Digital Cameras	Fujifilms Digital Camera
Consumer Electronics	Digital Cameras	HP (Hewlett-Packard) Digital Camera
Consumer Electronics	Digital Cameras	Kodak Digital Camera
Consumer Electronics	Digital Cameras	Nikon Digital Camera
Consumer Electronics	Digital Cameras	Olympus Digital Camera
Consumer Electronics	Digital Cameras	Panasonic Digital Camera
Consumer Electronics	Digital Cameras	PENTAX Digital Camera
Consumer Electronics	Digital Cameras	RICOH Digital Camera
Consumer Electronics	Digital Cameras	Samsung Digital Camera
Consumer Electronics	Digital Cameras	Sony Digital Camera
Consumer Electronics	Navigation Systems	Garmin Navigation System
Consumer Electronics	Navigation Systems	Magellan Navigation System
Consumer Electronics	Navigation Systems	TomTom Navigation System
Cruise Line	Cruise Line	Carnival Cruise Lines
Cruise Line	Cruise Line	Celebrity Cruises
Cruise Line	Cruise Line	Norwegian Cruise Line
Cruise Line	Cruise Line	Princess Cruises
Cruise Line	Cruise Line	Royal Caribbean International
Entertainment/Recreation	Gaming Platform	Microsoft Kinect for Xbox 360
Entertainment/Recreation	Gaming Platform	Microsoft Xbox 360
Entertainment/Recreation	Gaming Platform	Nintendo DS

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Entertainment/Recreation	Gaming Platform	Nintendo Wii
Entertainment/Recreation	Gaming Platform	Sony Playstation 3
Entertainment/Recreation	Gaming Platform	Sony PSP
Entertainment/Recreation	Movie Studio	Buena Vista Movie Studio
Entertainment/Recreation	Movie Studio	Dimension Films Movie Studio
Entertainment/Recreation	Movie Studio	DreamWorks Movie Studio
Entertainment/Recreation	Movie Studio	Lionsgate Entertainment Movie Studio
Entertainment/Recreation	Movie Studio	MGM Movie Studio
Entertainment/Recreation	Movie Studio	Miramax Movie Studio
Entertainment/Recreation	Movie Studio	New Line Cinema Movie Studio
Entertainment/Recreation	Movie Studio	Paramount Pictures Movie Studio
Entertainment/Recreation	Movie Studio	Sony Pictures Movie Studio
Entertainment/Recreation	Movie Studio	Twentieth Century Fox Movie Studio
Entertainment/Recreation	Movie Studio	Universal Movie Studio
Entertainment/Recreation	Movie Studio	Warner Brothers Movie Studio
Financial Services/Insurance	Insurance	AAA-American Automobile Insurance
Financial Services/Insurance	Insurance	Aflac Insurance
Financial Services/Insurance	Insurance	Allstate Insurance Company
Financial Services/Insurance	Insurance	Conseco Insurance Company*
Financial Services/Insurance	Insurance	Farmers Insurance
Financial Services/Insurance	Insurance	Geico Auto Insurance
Financial Services/Insurance	Insurance	Guardian Life Insurance
Financial Services/Insurance	Insurance	Liberty Mutual Insurance
Financial Services/Insurance	Insurance	MassMutual Insurance
Financial Services/Insurance	Insurance	MetLife Insurance Company
Financial Services/Insurance	Insurance	Nationwide Insurance Company
Financial Services/Insurance	Insurance	New York Life Insurance Company
Financial Services/Insurance	Insurance	Northwestern Mutual
Financial Services/Insurance	Insurance	Pacific Life Insurance
Financial Services/Insurance	Insurance	Progressive Auto Insurance
Financial Services/Insurance	Insurance	State Farm Insurance
Financial Services/Insurance	Insurance	The Hartford
Financial Services/Insurance	Insurance	Transamerica Life Insurance Company
Financial Services/Insurance	Insurance	Travelers Insurance
Financial Services/Insurance	Insurance	USAA Financial Services
Financial Services/Insurance	Investment	Ameriprise Financial Services
Financial Services/Insurance	Investment	AXA/Equitable*
Financial Services/Insurance	Investment	Bank of America/Merrill Lynch Wealth Management
Financial Services/Insurance	Investment	Bank of New York Mellon

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Financial Services/Insurance	Investment	Charles Schwab Financial Services
Financial Services/Insurance	Investment	Chase Investment Services
Financial Services/Insurance	Investment	Citigroup Financial Services
Financial Services/Insurance	Investment	Credit Suisse Financial Services
Financial Services/Insurance	Investment	E*Trade
Financial Services/Insurance	Investment	Edward Jones
Financial Services/Insurance	Investment	Fidelity Investments Financial Services
Financial Services/Insurance	Investment	Franklin Templeton Investments
Financial Services/Insurance	Investment	Goldman Sachs
Financial Services/Insurance	Investment	ING DIRECT
Financial Services/Insurance	Investment	ING ShareBuilder
Financial Services/Insurance	Investment	J.P. Morgan Chase & Co.
Financial Services/Insurance	Investment	John Hancock Financial Services
Financial Services/Insurance	Investment	Lincoln Financial
Financial Services/Insurance	Investment	Merrill Lynch
Financial Services/Insurance	Investment	Morgan Stanley Smith Barney Financial Services
Financial Services/Insurance	Investment	Northern Trust*
Financial Services/Insurance	Investment	Principal Financial
Financial Services/Insurance	Investment	Prudential Financial
Financial Services/Insurance	Investment	State Street
Financial Services/Insurance	Investment	Sun Life Financial
Financial Services/Insurance	Investment	T. Rowe Price Financial Services
Financial Services/Insurance	Investment	TD AMERITRADE
Financial Services/Insurance	Investment	TIAA-CREF
Financial Services/Insurance	Investment	UBS
Financial Services/Insurance	Investment	Vanguard Group
Financial Services/Insurance	Payment Card	American Express
Financial Services/Insurance	Payment Card	Discover Card
Financial Services/Insurance	Payment Card	MasterCard
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Retail Bank-National	Bank of America
Financial Services/Insurance	Retail Bank-National	Capital One
Financial Services/Insurance	Retail Bank-National	Chase Bank
Financial Services/Insurance	Retail Bank-National	Citibank
Financial Services/Insurance	Retail Bank-National	Wells Fargo Bank
Financial Services/Insurance	Retail Bank-Super Regional	Ally Bank
Financial Services/Insurance	Retail Bank-Super Regional	BB&T Bank
Financial Services/Insurance	Retail Bank-Super Regional	BBVA Compass Bank*
Financial Services/Insurance	Retail Bank-Super Regional	KeyBank

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Financial Services/Insurance	Retail Bank-Super Regional	M&T Bank
Financial Services/Insurance	Retail Bank-Super Regional	PNC Bank
Financial Services/Insurance	Retail Bank-Super Regional	Regions Bank
Financial Services/Insurance	Retail Bank-Super Regional	US Bank
Foods	Candy - Chocolate	3 Musketeers Chocolate Candy
Foods	Candy - Chocolate	Almond Joy Chocolate Candy
Foods	Candy - Chocolate	Baby Ruth Chocolate Candy
Foods	Candy - Chocolate	Butterfinger Chocolate Candy
Foods	Candy - Chocolate	Heath Bar Candy
Foods	Candy - Chocolate	Hershey's Kisses Chocolate Candy
Foods	Candy - Chocolate	Hershey's Milk Chocolate Candy Bars
Foods	Candy - Chocolate	Junior Mints Candy
Foods	Candy - Chocolate	Kit Kat Chocolate Candy
Foods	Candy - Chocolate	M&M Peanut Chocolate Candy
Foods	Candy - Chocolate	M&M Plain Chocolate Candy
Foods	Candy - Chocolate	Milk Duds Candy
Foods	Candy - Chocolate	Milky Way Chocolate Candy
Foods	Candy - Chocolate	Nestle Crunch Chocolate Candy
Foods	Candy - Chocolate	PayDay Chocolate Candy
Foods	Candy - Chocolate	Reese's Peanut Butter Cups Chocolate Candy
Foods	Candy - Chocolate	Reese's Pieces Chocolate Candy
Foods	Candy - Chocolate	Snickers Chocolate Candy
Foods	Candy - Chocolate	Tootsie Roll Candy
Foods	Candy - Chocolate	Twix Chocolate Candy
Foods	Candy - Chocolate	York Peppermint Patty Chocolate Candy
Foods	Candy- Non Chocolate	Airheads
Foods	Candy- Non Chocolate	Good & Plenty Candy
Foods	Candy- Non Chocolate	Haribo Gummi Bears
Foods	Candy- Non Chocolate	Jolly Rancher Candy
Foods	Candy- Non Chocolate	Lifesavers Candy
Foods	Candy- Non Chocolate	Red Vines Candy
Foods	Candy- Non Chocolate	Skittles Candy
Foods	Candy- Non Chocolate	Sour Patch Candy
Foods	Candy- Non Chocolate	Sour Punch Candy
Foods	Candy- Non Chocolate	Starburst Candy
Foods	Candy- Non Chocolate	Tootsie Pops Candy
Foods	Candy- Non Chocolate	Twizzlers Candy
Foods	Candy- Non Chocolate	Willy Wonka Nerds Candy
Foods	Candy-Gum	5 Gum

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Foods	Candy-Gum	BubbleYum Gum
Foods	Candy-Gum	Bubblicious
Foods	Candy-Gum	Dentyne Gum
Foods	Candy-Gum	Double Bubble
Foods	Candy-Gum	Extra Gum
Foods	Candy-Gum	Ice Breakers Gum
Foods	Candy-Gum	Juicy Fruit Gum
Foods	Candy-Gum	Orbit Gum
Foods	Candy-Gum	Stride Gum
Foods	Candy-Gum	Trident Gum
Foods	Candy-Premium Chocolate	Cadbury Chocolate Candy
Foods	Candy-Premium Chocolate	Dove Milk Chocolate Candy
Foods	Candy-Premium Chocolate	Ferrero Roche Chocolate Candy
Foods	Candy-Premium Chocolate	Ghirardelli Chocolate
Foods	Candy-Premium Chocolate	Godiva Chocolate
Foods	Candy-Premium Chocolate	Russell Stover Chocolate Candy
Foods	Cookies	Archway Cookies
Foods	Cookies	Chewy Chips Ahoy Cookies
Foods	Cookies	Chips Ahoy Cookies
Foods	Cookies	Chunky Chips Ahoy Cookies
Foods	Cookies	Famous Amos Chocolate Chip Cookies
Foods	Cookies	Keebler Chips Deluxe
Foods	Cookies	Keebler Pecan Sandies
Foods	Cookies	Keebler Vanilla Wafers
Foods	Cookies	Keebler Vienna Fingers
Foods	Cookies	Keebler Fudge Shoppe Fudge Stripes Cookies
Foods	Cookies	Lofthouse Frosted Sugar Cookies
Foods	Cookies	Mother's Cookies
Foods	Cookies	Mrs. Fields Cookies
Foods	Cookies	Nabisco Newtons
Foods	Cookies	Nabisco Nutter Butter Cookies
Foods	Cookies	Nabisco SnackWells
Foods	Cookies	Nilla Wafers
Foods	Cookies	Oreo Cookies
Foods	Cookies	Pepperidge Farm Milano Cookies
Foods	Cookies	Pepperidge Farm Soft Baked Cookies
Foods	Cookies	Voortman Cookies
Foods	Energy Bars	Atkins Energy Bar
Foods	Energy Bars	Balance Bar Energy Bar

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Foods	Energy Bars	Clif Energy Bars
Foods	Energy Bars	Kashi Go Lean Energy Bar
Foods	Energy Bars	Luna Energy Bar
Foods	Energy Bars	MoJo Energy Bar*
Foods	Energy Bars	Odwalla Energy Bar
Foods	Energy Bars	Power Bar Energy Bar
Foods	Energy Bars	ProBar Energy Bar
Foods	Energy Bars	Zone Perfect Energy Bar
Foods	Popcorn	ACT II Popcorn
Foods	Popcorn	Jiffy Pop Popcorn
Foods	Popcorn	Jolly Time Popcorn
Foods	Popcorn	Newman's Own Popcorn
Foods	Popcorn	Orville Redenbacher Popcorn
Foods	Popcorn	Pop Secret Popcorn
Foods	Popcorn	Smart Balance Popcorn
Foods	Salty Snack	Cape Cod Chips
Foods	Salty Snack	Cheetos Snacks
Foods	Salty Snack	Cheez-It Crackers
Foods	Salty Snack	Chex Mix
Foods	Salty Snack	Combos
Foods	Salty Snack	Doritos Chips
Foods	Salty Snack	Fritos
Foods	Salty Snack	Goldfish Crackers
Foods	Salty Snack	Jay's Chips
Foods	Salty Snack	Kettle Chips
Foods	Salty Snack	Lay's Chips
Foods	Salty Snack	Mission Chips
Foods	Salty Snack	Pringles potato chips
Foods	Salty Snack	Rold Gold Pretzels
Foods	Salty Snack	Ruffles Chips
Foods	Salty Snack	Snyder's of Hanover Pretzels
Foods	Salty Snack	Sun Chips
Foods	Salty Snack	Tostitos Chips
Foods	Salty Snack	Utz Chips
Foods	Salty Snack	Utz Pretzels
Foods	Yogurt	Chobani Greek Yogurt
Foods	Yogurt	Danimals Yogurt
Foods	Yogurt	Dannon Activia
Foods	Yogurt	Dannon DanActive

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Foods	Yogurt	Dannon Refrigerated Yogurt
Foods	Yogurt	Go Gurt Yogurt
Foods	Yogurt	Stonyfield Farm Refrigerated Yogurt
Foods	Yogurt	Stonyfield Oikos-O Greek Yogurt
Foods	Yogurt	Trix Yogurt
Foods	Yogurt	Yoplait Refrigerated Yogurt
Government	U.S. Government - Military Service	National Guard
Government	U.S. Government - Military Service	U.S. Air Force
Government	U.S. Government - Military Service	U.S. Army
Government	U.S. Government - Military Service	U.S. Coast Guard
Government	U.S. Government - Military Service	U.S. Marines
Government	U.S. Government - Military Service	U.S. Navy
Health and Beauty Products	Cosmetics-Mass Merchant	Almay Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Cover Girl Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	L'Oreal Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Max Factor Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Maybelline Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Neutrogena Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Olay Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Physicians Formula Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Revlon Cosmetics
Health and Beauty Products	Cosmetics-Mass Merchant	Rimmel Cosmetics
Health and Beauty Products	Cosmetics-Premium	Avon Cosmetics
Health and Beauty Products	Cosmetics-Premium	Bare Escentuals Cosmetics
Health and Beauty Products	Cosmetics-Premium	Bobbi Brown Cosmetics
Health and Beauty Products	Cosmetics-Premium	Chanel Cosmetics
Health and Beauty Products	Cosmetics-Premium	Clinique Cosmetics
Health and Beauty Products	Cosmetics-Premium	Dior Cosmetics
Health and Beauty Products	Cosmetics-Premium	Elizabeth Arden Cosmetics
Health and Beauty Products	Cosmetics-Premium	Estee Lauder Cosmetics
Health and Beauty Products	Cosmetics-Premium	La Mer Cosmetics*
Health and Beauty Products	Cosmetics-Premium	Lancôme Cosmetics
Health and Beauty Products	Cosmetics-Premium	MAC Cosmetics
Health and Beauty Products	Cosmetics-Premium	Origins Cosmetics
Health and Beauty Products	Cosmetics-Premium	Sephora Brand Cosmetics
Health and Beauty Products	Cosmetics-Premium	Shiseido Cosmetics

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Health and Beauty Products	Sun Screen	Banana Boat Suncare
Health and Beauty Products	Sun Screen	Bull Frog Suncare
Health and Beauty Products	Sun Screen	Coppertone Suncare
Health and Beauty Products	Sun Screen	Hawaiian Tropic Suncare
Health and Beauty Products	Sun Screen	Neutrogena Suncare
Health and Beauty Products	Sun Screen	No-Ad Suncare
Health and Beauty Products	Sun Screen	Ocean Potion Suncare*
Health and Beauty Products	Weight Management	eDiets.com*
Health and Beauty Products	Weight Management	Jenny Craig
Health and Beauty Products	Weight Management	LA Weight Loss
Health and Beauty Products	Weight Management	NutriSystem
Health and Beauty Products	Weight Management	Weight Watchers
Health Care	Hospitals	Barnes Jewish Hospital*
Health Care	Hospitals	Brigham and Women's Hospital
Health Care	Hospitals	Cancer Treatment Centers of America
Health Care	Hospitals	Cedars-Sinai Medical Center
Health Care	Hospitals	Children's Hospital Boston
Health Care	Hospitals	Children's Hospital of Philadelphia
Health Care	Hospitals	Cincinnati Children's Hospital Medical Center*
Health Care	Hospitals	Cleveland Clinic
Health Care	Hospitals	Dana-Farber Cancer Institute
Health Care	Hospitals	Duke University Medical Center
Health Care	Hospitals	Floating Hospital for Children at Tufts Medical Center*
Health Care	Hospitals	Johns Hopkins Hospital
Health Care	Hospitals	Massachusetts (Mass) General Hospital
Health Care	Hospitals	Mayo Clinic
Health Care	Hospitals	Memorial Sloan-Kettering Cancer Center
Health Care	Hospitals	Mount Sinai Medical Center
Health Care	Hospitals	New York-Presbyterian Medical Center
Health Care	Hospitals	Shriners Hospitals for Children
Health Care	Hospitals	St. Jude Children's Research Hospital
Health Care	Hospitals	Texas Children's Hospital*
Health Care	Hospitals	UCLA Medical Center
Health Insurance	Health Insurance	Aetna
Health Insurance	Health Insurance	Amerigroup
Health Insurance	Health Insurance	Blue Cross/Blue Shield
Health Insurance	Health Insurance	CIGNA
Health Insurance	Health Insurance	Coventry Health Care*
Health Insurance	Health Insurance	HealthNet

2012 Harris Poll EquiTrend® Brand List
Sorted by Category—continued



Health Insurance	Health Insurance	Humana
Health Insurance	Health Insurance	Kaiser Permanente
Health Insurance	Health Insurance	UnitedHealthcare
Health Insurance	Health Insurance	Wellpoint*
Hotels	Economy Hotel	America's Best Value Inn
Hotels	Economy Hotel	Econo Lodge
Hotels	Economy Hotel	Motel 6
Hotels	Economy Hotel	Red Roof Inns
Hotels	Economy Hotel	Rodeway Inn
Hotels	Economy Hotel	Super 8
Hotels	Extended Stay Hotel	Candlewood Suites
Hotels	Extended Stay Hotel	Extended Stay America
Hotels	Extended Stay Hotel	Homewood Suites by Hilton
Hotels	Extended Stay Hotel	MainStay Suites
Hotels	Extended Stay Hotel	Residence Inn
Hotels	Full Service Hotel	Clarion Hotels
Hotels	Full Service Hotel	Courtyard by Marriott Hotels
Hotels	Full Service Hotel	Crowne Plaza Hotels & Resorts
Hotels	Full Service Hotel	Doubletree by Hilton
Hotels	Full Service Hotel	Embassy Suites
Hotels	Full Service Hotel	Hilton Garden Inn
Hotels	Full Service Hotel	Hilton Hotels and Resorts
Hotels	Full Service Hotel	Hyatt Hotels and Resorts
Hotels	Full Service Hotel	Marriott Hotels
Hotels	Full Service Hotel	Radisson Hotels & Resorts
Hotels	Full Service Hotel	Renaissance Hotels
Hotels	Full Service Hotel	Sheraton Hotels & Resorts
Hotels	Full Service Hotel	SpringHill Suites
Hotels	Full Service Hotel	Westin Hotels & Resorts
Hotels	Full Service Hotel	Wyndham Hotels & Resorts
Hotels	Luxury Hotel	Conrad Hotels & Resorts
Hotels	Luxury Hotel	Four Seasons Hotels and Resorts
Hotels	Luxury Hotel	Inter-Continental Hotels
Hotels	Luxury Hotel	Omni Hotels & Resorts
Hotels	Luxury Hotel	Ritz Carlton
Hotels	Luxury Hotel	Starwood Hotels & Resorts
Hotels	Luxury Hotel	W Hotels
Hotels	Luxury Hotel	Waldorf Astoria Hotels and Resorts
Hotels	Mid-Market Hotel	Best Western Hotels

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Hotels	Mid-Market Hotel	Comfort Inns & Suites
Hotels	Mid-Market Hotel	Comfort Suites
Hotels	Mid-Market Hotel	Country Inns and Suites by Carlson
Hotels	Mid-Market Hotel	Fairfield Inns and Suites
Hotels	Mid-Market Hotel	Hampton Inn/Hampton Inn & Suites
Hotels	Mid-Market Hotel	Holiday Inn Express
Hotels	Mid-Market Hotel	Holiday Inn Hotels & Resorts
Hotels	Mid-Market Hotel	Howard Johnson
Hotels	Mid-Market Hotel	LaQuinta Inns & Suites
Hotels	Mid-Market Hotel	Quality Inn
Hotels	Mid-Market Hotel	Ramada Worldwide
Hotels	Mid-Market Hotel	Sleep Inn
Household Products Other	Carpet	Aladdin Carpet
Household Products Other	Carpet	Looptex Carpet*
Household Products Other	Carpet	Martha Stewart Carpet
Household Products Other	Carpet	Mohawk Carpet
Household Products Other	Carpet	Shaw Carpet
Household Products Other	Cookware	All-Clad Cookware
Household Products Other	Cookware	Anolon Cookware
Household Products Other	Cookware	Calphalon Cookware
Household Products Other	Cookware	Circulon Cookware
Household Products Other	Cookware	Cuisinart Cookware
Household Products Other	Cookware	Emerilware Cookware
Household Products Other	Cookware	Farberware Cookware
Household Products Other	Cookware	Fontignac Cookware*
Household Products Other	Cookware	KitchenAid Cookware
Household Products Other	Cookware	LeCreuset Cookware
Household Products Other	Cookware	Paula Dean Cookware
Household Products Other	Cookware	Rachael Ray Cookware
Household Products Other	Cookware	Teflon Cookware
Household Products Other	Cookware	T-fal Cookware
Household Products Other	Cookware	Wolfgang Puck Cookware
Household Products Other	Everyday Dinnerware	Corelle Tableware
Household Products Other	Everyday Dinnerware	Dansk
Household Products Other	Everyday Dinnerware	Denby Tableware*
Household Products Other	Everyday Dinnerware	Fiesta Tableware
Household Products Other	Everyday Dinnerware	Gibson Tableware*
Household Products Other	Everyday Dinnerware	Mikasa
Household Products Other	Everyday Dinnerware	Oneida

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Household Products Other	Everyday Dinnerware	Pfaltzgraff
Household Products Other	Faucets	American Standard Faucets
Household Products Other	Faucets	Delta Faucets
Household Products Other	Faucets	Glacier Bay Faucets
Household Products Other	Faucets	Kohler Faucets
Household Products Other	Faucets	Moen Faucets
Household Products Other	Faucets	Peerless Faucets
Household Products Other	Faucets	Pegasus Faucets*
Household Products Other	Faucets	Price Pfister Faucets
Household Products Other	Gas Grills	Brinkmann Gas Grill
Household Products Other	Gas Grills	Char•Broil Gas Grill
Household Products Other	Gas Grills	Ducane Gas Grill
Household Products Other	Gas Grills	Fiesta Gas Grill*
Household Products Other	Gas Grills	Jenn-Air Gas Grill
Household Products Other	Gas Grills	Kenmore Gas Grill
Household Products Other	Gas Grills	Master Forge Gas Grill*
Household Products Other	Gas Grills	Vermont Castings Gas Grill*
Household Products Other	Gas Grills	Weber Gas Grill
Household Products Other	Household Cleaner	Clorox Clean-Up
Household Products Other	Household Cleaner	Clorox Green Works Cleaner
Household Products Other	Household Cleaner	FantastiK Cleaner
Household Products Other	Household Cleaner	Formula 409 Household Cleaner
Household Products Other	Household Cleaner	Lysol All Purpose Cleaner
Household Products Other	Household Cleaner	Martha Stewart All Purpose Cleaner
Household Products Other	Household Cleaner	Mr. Clean Multi-Purpose Cleaner
Household Products Other	Household Cleaner	Murphy All Purpose Cleaner
Household Products Other	Household Cleaner	Pine-Sol Household Cleaner
Household Products Other	Household Cleaner	Pledge Multi-Surface Cleaner
Household Products Other	Household Cleaner	Seventh Generation All Purpose Cleaner
Household Products Other	Household Cleaner	Spic and Span Household Cleaner
Household Products Other	Kitchen Cabinetry	American Classic Cabinetry*
Household Products Other	Kitchen Cabinetry	American Woodmark Cabinets
Household Products Other	Kitchen Cabinetry	Aristocraft Cabinets*
Household Products Other	Kitchen Cabinetry	Armstrong Cabinetry*
Household Products Other	Kitchen Cabinetry	IKEA Cabinetry
Household Products Other	Kitchen Cabinetry	KraftMaid Cabinets
Household Products Other	Kitchen Cabinetry	Martha Stewart Cabinetry
Household Products Other	Kitchen Cabinetry	Medallion Cabinetry*
Household Products Other	Kitchen Cabinetry	Merillat Cabinetry*

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Household Products Other	Kitchen Cabinetry	Thomasville Cabinetry
Household Products Other	Lawn Mowers	Black & Decker Lawn Mower
Household Products Other	Lawn Mowers	Craftsman Lawn Mowers
Household Products Other	Lawn Mowers	Honda Lawn Mower
Household Products Other	Lawn Mowers	Husqvarna Lawn Mower
Household Products Other	Lawn Mowers	John Deere Lawn Mower
Household Products Other	Lawn Mowers	MTD Lawn Mower
Household Products Other	Lawn Mowers	Simplicity Lawn Mower*
Household Products Other	Lawn Mowers	Snapper Lawn Mower
Household Products Other	Lawn Mowers	Toro Lawn Mower
Household Products Other	Mattress-Innerspring	Bassett Mattress
Household Products Other	Mattress-Innerspring	Duxiana Mattress*
Household Products Other	Mattress-Innerspring	Englander Mattress*
Household Products Other	Mattress-Innerspring	Kingsdown Mattress*
Household Products Other	Mattress-Innerspring	Sealy Mattress
Household Products Other	Mattress-Innerspring	Serta Mattress
Household Products Other	Mattress-Innerspring	Simmons Innerspring Mattress
Household Products Other	Mattress-Innerspring	Spring Air Mattress
Household Products Other	Mattress-Innerspring	Sterns & Foster Mattress
Household Products Other	Mattress-Memory Foam	Bodipedic Memory Foam Mattress
Household Products Other	Mattress-Memory Foam	Comfort Dreams Memory Foam Mattress
Household Products Other	Mattress-Memory Foam	Dormia Memory Foam Mattress*
Household Products Other	Mattress-Memory Foam	Night Therapy Memory Foam Mattress
Household Products Other	Mattress-Memory Foam	Novaform/ Sleep Innov Memory Foam Mattress
Household Products Other	Mattress-Memory Foam	Simmons Memory Foam Mattress
Household Products Other	Mattress-Memory Foam	Spa Sensations Memory Foam Mattress*
Household Products Other	Mattress-Memory Foam	Tempur-Pedic Memory Foam Mattress
Household Products Other	Paint	Behr
Household Products Other	Paint	Benjamin Moore
Household Products Other	Paint	Dutch Boy
Household Products Other	Paint	Glidden Paint
Household Products Other	Paint	KILZ
Household Products Other	Paint	Martha Stewart Paint
Household Products Other	Paint	Olympic Paint
Household Products Other	Paint	Pittsburgh Paints
Household Products Other	Paint	Pratt & Lambert
Household Products Other	Paint	Sears Easy Living Paint
Household Products Other	Paint	Sherwin-Williams
Household Products Other	Paint	Valspar

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Household Products Other	Paint	Zinsser*
Household Products Other	Pet Care-Cat Food	9 Lives Cat Food
Household Products Other	Pet Care-Cat Food	Eukanuba Cat Food
Household Products Other	Pet Care-Cat Food	Fancy Feast Cat Food
Household Products Other	Pet Care-Cat Food	Friskies Cat Food
Household Products Other	Pet Care-Cat Food	Hills Science Diet Cat Food
Household Products Other	Pet Care-Cat Food	Iams Cat Food
Household Products Other	Pet Care-Cat Food	Meow Mix Cat Food
Household Products Other	Pet Care-Cat Food	Newman's Own Cat Food
Household Products Other	Pet Care-Cat Food	Purina Cat Food
Household Products Other	Pet Care-Cat Food	Whiskas Cat Food
Household Products Other	Pet Care-Dog Food	Alpo Dog Food
Household Products Other	Pet Care-Dog Food	BenEful Dog Food
Household Products Other	Pet Care-Dog Food	Cesar Canine Cuisine
Household Products Other	Pet Care-Dog Food	Eukanuba Dog Food
Household Products Other	Pet Care-Dog Food	Gravy Train Dog Food
Household Products Other	Pet Care-Dog Food	Hills Science Diet Dog Food
Household Products Other	Pet Care-Dog Food	Iams Dog Food
Household Products Other	Pet Care-Dog Food	Kibbles 'n Bits Dog Food
Household Products Other	Pet Care-Dog Food	Mighty Dog Dog Food
Household Products Other	Pet Care-Dog Food	Newman's Own Dog Food
Household Products Other	Pet Care-Dog Food	Pedigree Dog Food
Household Products Other	Pet Care-Dog Food	Purina Dog Food
Household Products Other	Tools-Power	Black & Decker Tools
Household Products Other	Tools-Power	Bosch Power Tools
Household Products Other	Tools-Power	Campbell Hausfeld Tools
Household Products Other	Tools-Power	Craftsman Tools
Household Products Other	Tools-Power	De Walt Tools
Household Products Other	Tools-Power	Hilti Tools
Household Products Other	Tools-Power	Hitachi Tools
Household Products Other	Tools-Power	Irwin Industrial Tools
Household Products Other	Tools-Power	Makita Tools
Household Products Other	Tools-Power	Milwaukee Tools
Household Products Other	Tools-Power	Porter-Cable Tools
Household Products Other	Tools-Power	Ridgid Power Tools
Household Products Other	Tools-Power	Ryobi Tools
Household Products Other	Tools-Power	Skil Tools
Household Products Other	Vacuum Cleaners	Bissell Vacuum
Household Products Other	Vacuum Cleaners	Black & Decker Vacuum

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Household Products Other	Vacuum Cleaners	Dirt Devil Vacuum
Household Products Other	Vacuum Cleaners	Dyson Vacuum
Household Products Other	Vacuum Cleaners	Electrolux Vacuum
Household Products Other	Vacuum Cleaners	Eureka Vacuum
Household Products Other	Vacuum Cleaners	Hoover Vacuum
Household Products Other	Vacuum Cleaners	Kenmore Vacuum
Household Products Other	Vacuum Cleaners	LG Vacuum
Household Products Other	Vacuum Cleaners	Oreck Vacuum
Household Products Other	Vacuum Cleaners	Panasonic Vacuum
Household Products Other	Vacuum Cleaners	Royal Vacuum*
Household Products Other	Vacuum Cleaners	Shark Vacuum
Household Products Other	Vacuum Cleaners	Simplicity Vacuum*
Household Products Other	Window Coverings	Bali Blinds & Shades
Household Products Other	Window Coverings	Design View Blinds & Shades*
Household Products Other	Window Coverings	Hampton Bay Blinds & Shades
Household Products Other	Window Coverings	Hunter Douglas Blinds & Shades
Household Products Other	Window Coverings	Kirsch Blinds & Shades
Household Products Other	Window Coverings	Levolor Blinds & Shades
Media Magazine	Magazine-Business Financial	BusinessWeek Magazine
Media Magazine	Magazine-Business Financial	Fast Company Magazine*
Media Magazine	Magazine-Business Financial	Forbes Magazine
Media Magazine	Magazine-Business Financial	Fortune Magazine
Media Magazine	Magazine-Business Financial	Inc. Magazine
Media Magazine	Magazine-Business Financial	Money Magazine
Media Magazine	Magazine-General Interest	AARP The Magazine
Media Magazine	Magazine-General Interest	Atlantic Monthly Magazine
Media Magazine	Magazine-General Interest	Ebony Magazine
Media Magazine	Magazine-General Interest	Entertainment Weekly Magazine
Media Magazine	Magazine-General Interest	National Geographic Magazine
Media Magazine	Magazine-General Interest	People Magazine
Media Magazine	Magazine-General Interest	Reader's Digest Magazine
Media Magazine	Magazine-General Interest	Rolling Stone Magazine
Media Magazine	Magazine-General Interest	The New Yorker Magazine
Media Magazine	Magazine-General Interest	TV Guide Magazine
Media Magazine	Magazine-General Interest	Wired Magazine
Media Magazine	Magazine-Weekly News	Newsweek Magazine
Media Magazine	Magazine-Weekly News	The Economist Magazine
Media Magazine	Magazine-Weekly News	Time Magazine
Media Magazine	Magazine-Women's	Better Homes and Gardens Magazine

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Media Magazine	Magazine-Women's	Cosmopolitan Magazine
Media Magazine	Magazine-Women's	Family Circle Magazine
Media Magazine	Magazine-Women's	Glamour Magazine
Media Magazine	Magazine-Women's	Good Housekeeping Magazine
Media Magazine	Magazine-Women's	Hallmark Magazine
Media Magazine	Magazine-Women's	Ladies' Home Journal
Media Magazine	Magazine-Women's	Martha Stewart Living Magazine
Media Magazine	Magazine-Women's	More Magazine*
Media Magazine	Magazine-Women's	O, The Oprah Magazine
Media Magazine	Magazine-Women's	Parents Magazine
Media Magazine	Magazine-Women's	Prevention Magazine
Media Magazine	Magazine-Women's	Real Simple Magazine
Media Magazine	Magazine-Women's	Redbook Magazine
Media Magazine	Magazine-Women's	Southern Living Magazine
Media Magazine	Magazine-Women's	Vogue Magazine
Media Magazine	Magazine-Women's	Woman's Day Magazine
Media Magazine	Magazine-Women's	Women's Health Magazine
Media News Service	Media News Service	Associated Press (AP)
Media News Service	Media News Service	BBC News
Media News Service	Media News Service	Bloomberg
Media News Service	Media News Service	CNN Online
Media News Service	Media News Service	Fox News Online
Media News Service	Media News Service	Google News
Media News Service	Media News Service	Huffington Post
Media News Service	Media News Service	MSNBC Online
Media News Service	Media News Service	National Public Radio (NPR)
Media News Service	Media News Service	New York Times
Media News Service	Media News Service	Reuters
Media News Service	Media News Service	The LA Times
Media News Service	Media News Service	The Washington Post
Media News Service	Media News Service	United Press International (UPI)
Media News Service	Media News Service	USA Today
Media News Service	Media News Service	Wall Street Journal
Media News Service	Media News Service	Yahoo News
Media Television	Broadcast Network	ABC Television Network
Media Television	Broadcast Network	BBC America Television Network
Media Television	Broadcast Network	CBS Television Network
Media Television	Broadcast Network	Fox Television Network
Media Television	Broadcast Network	NBC Television Network

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Media Television	Broadcast Network	PBS (Public Broadcasting Service)
Media Television	Broadcast Network	The CW Television Network
Media Television	Kids TV Programming	Boomerang Television Network
Media Television	Kids TV Programming	Cartoon Network
Media Television	Kids TV Programming	Disney Channel
Media Television	Kids TV Programming	Disney Junior
Media Television	Kids TV Programming	Disney XD
Media Television	Kids TV Programming	Nick Jr.
Media Television	Kids TV Programming	Nickelodeon
Media Television	Kids TV Programming	Nicktoons
Media Television	Kids TV Programming	PBS Kids
Media Television	Kids TV Programming	PBS KIDS Sprout
Media Television	Kids TV Programming	TeenNick
Media Television	Kids TV Programming	The Hub (Television Channel)
Media Television	Pay Cable Networks	Cinemax
Media Television	Pay Cable Networks	HBO
Media Television	Pay Cable Networks	Showtime Television
Media Television	Pay Cable Networks	Starz
Media Television	Topical Interest TV Programming	Animal Planet Television Network
Media Television	Topical Interest TV Programming	Bio Channel Television Network
Media Television	Topical Interest TV Programming	Crime & Investigation Television Network
Media Television	Topical Interest TV Programming	Discovery (en Espanol) Television Network
Media Television	Topical Interest TV Programming	Discovery Channel
Media Television	Topical Interest TV Programming	FitTV
Media Television	Topical Interest TV Programming	Food Network Television Network
Media Television	Topical Interest TV Programming	H. I. (History International)
Media Television	Topical Interest TV Programming	History Channel
Media Television	Topical Interest TV Programming	Home & Garden TV (HGTV)
Media Television	Topical Interest TV Programming	ID (Investigation Discovery) Television Network
Media Television	Topical Interest TV Programming	LMN (Lifetime Movie Network)
Media Television	Topical Interest TV Programming	Military Channel
Media Television	Topical Interest TV Programming	Military History Channel

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Media Television	Topical Interest TV Programming	National Geographic – Wild (Nat Geo WILD)
Media Television	Topical Interest TV Programming	National Geographic Channel
Media Television	Topical Interest TV Programming	Planet Green Television Network
Media Television	Topical Interest TV Programming	Science Channel Television Network
Media Television	Topical Interest TV Programming	Speed TV Network
Media Television	Topical Interest TV Programming	TLC Television Network
Media Television	Topical Interest TV Programming	Travel Channel
Media Television	Topical Interest TV Programming	truTV
Media Television	TV News Programming	CNBC Television Network
Media Television	TV News Programming	CNN Television Network
Media Television	TV News Programming	Fox News Channel
Media Television	TV News Programming	MSNBC News Channel
Media Television	TV News Programming	The Weather Channel
Media Television	Variety TV Programming	A&E Television Network
Media Television	Variety TV Programming	ABC Family Television Network
Media Television	Variety TV Programming	AMC Television Network (American Movie Classics)
Media Television	Variety TV Programming	BET (Black Entertainment Television)
Media Television	Variety TV Programming	Bravo Television Network
Media Television	Variety TV Programming	Comedy Central Television Network
Media Television	Variety TV Programming	E! Entertainment Television
Media Television	Variety TV Programming	FX Television Network
Media Television	Variety TV Programming	G4 (Television Channel)
Media Television	Variety TV Programming	Hallmark Channel
Media Television	Variety TV Programming	HD Theater
Media Television	Variety TV Programming	IFC (Independent Film Channel)
Media Television	Variety TV Programming	Lifetime Television
Media Television	Variety TV Programming	Logo TV
Media Television	Variety TV Programming	Nick at Nite
Media Television	Variety TV Programming	Oprah Winfrey Network (OWN)
Media Television	Variety TV Programming	Oxygen (Television Network)
Media Television	Variety TV Programming	Spike TV Network
Media Television	Variety TV Programming	Sundance Channel
Media Television	Variety TV Programming	Syfy Television Network
Media Television	Variety TV Programming	TBS Television Network

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Media Television	Variety TV Programming	TNT (Turner Network Television)
Media Television	Variety TV Programming	TV Land Television Network
Media Television	Variety TV Programming	Univision Television Network
Media Television	Variety TV Programming	USA Television Network
Media Television	Variety TV Programming	WE (Women's Entertainment) Television Network
Motorcycles	Motorcycles	Harley Davidson Motorcycles
Motorcycles	Motorcycles	Honda Motorcycles
Motorcycles	Motorcycles	Kawasaki Motorcycles
Motorcycles	Motorcycles	Suzuki Motorcycles
Motorcycles	Motorcycles	Yamaha Motorcycles
Non-Profit Corporations	Animals Welfare	American Society for the Prevention of Cruelty to Animals (ASPCA)
Non-Profit Corporations	Animals Welfare	Best Friends Animal Society
Non-Profit Corporations	Animals Welfare	People for the Ethical Treatment of Animals (PETA)
Non-Profit Corporations	Animals Welfare	The Humane Society of the United States
Non-Profit Corporations	Conservation & Environmental	Audubon
Non-Profit Corporations	Conservation & Environmental	Conservation International Foundation*
Non-Profit Corporations	Conservation & Environmental	Environmental Defense Fund
Non-Profit Corporations	Conservation & Environmental	Greenpeace USA
Non-Profit Corporations	Conservation & Environmental	National Wildlife Federation
Non-Profit Corporations	Conservation & Environmental	Natural Resources Defense Council (NRDC)
Non-Profit Corporations	Conservation & Environmental	Nature Conservancy
Non-Profit Corporations	Conservation & Environmental	Sierra Club
Non-Profit Corporations	Conservation & Environmental	Trust for Public Land (TPL)*
Non-Profit Corporations	Conservation & Environmental	Wildlife Conservation Society
Non-Profit Corporations	Conservation & Environmental	World Wildlife Fund
Non-Profit Corporations	Health	Alzheimer's Association
Non-Profit Corporations	Health	American Cancer Society
Non-Profit Corporations	Health	American Diabetes Association
Non-Profit Corporations	Health	American Heart Association
Non-Profit Corporations	Health	American Lung Association
Non-Profit Corporations	Health	Arthritis Foundation
Non-Profit Corporations	Health	Avon Foundation for Women
Non-Profit Corporations	Health	Breast Cancer Research Foundation
Non-Profit Corporations	Health	Children's Miracle Network
Non-Profit Corporations	Health	Cystic Fibrosis Foundation
Non-Profit Corporations	Health	Juvenile Diabetes Research Foundation International
Non-Profit Corporations	Health	Leukemia & Lymphoma Society

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Non-Profit Corporations	Health	LiveStrong
Non-Profit Corporations	Health	Make-A-Wish Foundation
Non-Profit Corporations	Health	Muscular Dystrophy Association
Non-Profit Corporations	Health	National Kidney Foundation
Non-Profit Corporations	Health	National Multiple Sclerosis Society
Non-Profit Corporations	Health	National Stroke Association
Non-Profit Corporations	Health	Planned Parenthood Federation
Non-Profit Corporations	Health	Stand Up To Cancer
Non-Profit Corporations	Health	Susan G Komen for the Cure
Non-Profit Corporations	Health	The Hole in the Wall Gang Camp
Non-Profit Corporations	Health	World Health Organization
Non-Profit Corporations	Health	World Stroke Organization*
Non-Profit Corporations	International Needs	AmeriCares*
Non-Profit Corporations	International Needs	CARE
Non-Profit Corporations	International Needs	Catholic Relief Services
Non-Profit Corporations	International Needs	ChildFund International
Non-Profit Corporations	International Needs	Doctors Without Borders/Medecins Sans Frontieres (MSF)
Non-Profit Corporations	International Needs	Food for the Poor
Non-Profit Corporations	International Needs	Good 360*
Non-Profit Corporations	International Needs	Heifer International
Non-Profit Corporations	International Needs	Oxfam America*
Non-Profit Corporations	International Needs	Save the Children
Non-Profit Corporations	International Needs	Smile Train
Non-Profit Corporations	International Needs	Trickle Up*
Non-Profit Corporations	International Needs	UNICEF
Non-Profit Corporations	International Needs	World Vision
Non-Profit Corporations	International Needs	Charity Water*
Non-Profit Corporations	International Needs	International Medical Corps*
Non-Profit Corporations	International Needs	Mercy Corps*
Non-Profit Corporations	International Needs	Partners in Health*
Non-Profit Corporations	Social Service	AARP Foundation
Non-Profit Corporations	Social Service	American Red Cross
Non-Profit Corporations	Social Service	Catholic Charities USA
Non-Profit Corporations	Social Service	Children's Defense Fund
Non-Profit Corporations	Social Service	Feed The Children
Non-Profit Corporations	Social Service	Feeding America
Non-Profit Corporations	Social Service	Habitat for Humanity
Non-Profit Corporations	Social Service	Salvation Army
Non-Profit Corporations	Social Service	United Way

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Non-Profit Corporations	Social Service	Volunteers of America
Non-Profit Corporations	Social Service - Disability	Autism Society
Non-Profit Corporations	Social Service - Disability	Autism Speaks
Non-Profit Corporations	Social Service - Disability	Easter Seals
Non-Profit Corporations	Social Service - Disability	Goodwill
Non-Profit Corporations	Social Service - Disability	March of Dimes
Non-Profit Corporations	Social Service - Disability	National Autism Association
Non-Profit Corporations	Social Service - Disability	National Down Syndrome Congress*
Non-Profit Corporations	Social Service - Disability	National Down Syndrome Society
Non-Profit Corporations	Social Service - Disability	Special Olympics
Non-Profit Corporations	Social Service - Disability	The American Association of People with Disabilities (AAPD)
Non-Profit Corporations	Social Service - Disability	The Arc*
Non-Profit Corporations	Social Service - Disability	United Cerebral Palsy (UCP)
Non-Profit Corporations	Youth & Children	4-H
Non-Profit Corporations	Youth & Children	Big Brothers Big Sisters
Non-Profit Corporations	Youth & Children	Boy Scouts of America
Non-Profit Corporations	Youth & Children	Boys & Girls Clubs of America
Non-Profit Corporations	Youth & Children	Girl Scouts of the USA
Non-Profit Corporations	Youth & Children	Junior Achievement
Non-Profit Corporations	Youth & Children	Reading is Fundamental (RIF)
Non-Profit Corporations	Youth & Children	The Y-YMCA
Online Organizations	Auto Sales	AutoTrader.com
Online Organizations	Auto Sales	Cars.com
Online Organizations	Auto Sales	eBay Motors
Online Organizations	Auto Sales	Edmunds.com
Online Organizations	Auto Sales	Kelly Blue Book (KBB.com)
Online Organizations	Auto Sales	Vehix.com
Online Organizations	Daily Deal Sites	BuyWithMe.com*
Online Organizations	Daily Deal Sites	DealOn.com*
Online Organizations	Daily Deal Sites	Dealster.com*
Online Organizations	Daily Deal Sites	Eversave.com
Online Organizations	Daily Deal Sites	Giltcity.com*
Online Organizations	Daily Deal Sites	Google Offers
Online Organizations	Daily Deal Sites	Groupon
Online Organizations	Daily Deal Sites	Living Social
Online Organizations	Daily Deal Sites	SocialBuy.com*
Online Organizations	Daily Deal Sites	Woot.com
Online Organizations	Jobs/Career	CareerBuilder.com
Online Organizations	Jobs/Career	Dice.com*

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Online Organizations	Jobs/Career	Indeed.com*
Online Organizations	Jobs/Career	Monster.com
Online Organizations	Jobs/Career	Simplyhired.com*
Online Organizations	Jobs/Career	Snagajob.com*
Online Organizations	Jobs/Career	USAJobs.com
Online Organizations	Jobs/Career	Yahoo! HotJobs.com
Online Organizations	Travel Services	easyCruise.com*
Online Organizations	Travel Services	Expedia.com
Online Organizations	Travel Services	Hotels.com
Online Organizations	Travel Services	Kayak.com
Online Organizations	Travel Services	Orbitz.com
Online Organizations	Travel Services	Priceline.com
Online Organizations	Travel Services	Travelocity.com
Other Products	Greeting Cards	Ambassador Greeting Cards
Other Products	Greeting Cards	American Greetings Cards
Other Products	Greeting Cards	Carlton Greeting Cards
Other Products	Greeting Cards	DaySpring Greeting Cards*
Other Products	Greeting Cards	Hallmark Greeting Cards
Other Products	Greeting Cards	Hallmark Shoebox Greeting Cards
Other Products	Greeting Cards	Just for You from American Greetings Cards
Other Products	Greeting Cards	Mahogany Greeting Cards
Other Products	Greeting Cards	Papyrus Greeting Cards & Stationery
Other Products	Greeting Cards	Recycled Paper Greetings Cards
Other Products	Greeting Cards	Sinceramente Hallmark Greeting Cards
Other Products	Greeting Cards	Tiny Prints Greeting Cards*
Other Products	Motor Oil	Castrol Motor Oil
Other Products	Motor Oil	Havoline Motor Oil
Other Products	Motor Oil	Mobil 1 Motor Oil
Other Products	Motor Oil	Mobil Motor Oil
Other Products	Motor Oil	Pennzoil Motor Oil
Other Products	Motor Oil	Quaker State Motor Oil
Other Products	Motor Oil	Rotella Motor Oil
Other Products	Motor Oil	Shell Motor Oil
Other Products	Motor Oil	Valvoline Motor Oil
Over-the-Counter Products	OTC Cold / Allergy Medication	Actifed
Over-the-Counter Products	OTC Cold / Allergy Medication	Advil Cold and Sinus
Over-the-Counter Products	OTC Cold / Allergy Medication	Alavert
Over-the-Counter Products	OTC Cold / Allergy Medication	Alka-Seltzer Plus Cold Medicine
Over-the-Counter Products	OTC Cold / Allergy Medication	Allegra-Allergy Medication

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Over-the-Counter Products	OTC Cold / Allergy Medication	Benadryl
Over-the-Counter Products	OTC Cold / Allergy Medication	Chlor-trimeton
Over-the-Counter Products	OTC Cold / Allergy Medication	Claritin Allergy Medication
Over-the-Counter Products	OTC Cold / Allergy Medication	Comtrex
Over-the-Counter Products	OTC Cold / Allergy Medication	Corcidin HBP
Over-the-Counter Products	OTC Cold / Allergy Medication	Dimetapp
Over-the-Counter Products	OTC Cold / Allergy Medication	Drixoral
Over-the-Counter Products	OTC Cold / Allergy Medication	Robitussin
Over-the-Counter Products	OTC Cold / Allergy Medication	Sudafed
Over-the-Counter Products	OTC Cold / Allergy Medication	Tavist*
Over-the-Counter Products	OTC Cold / Allergy Medication	TheraFlu
Over-the-Counter Products	OTC Cold / Allergy Medication	Triaminic Cold Medicine
Over-the-Counter Products	OTC Cold / Allergy Medication	Tylenol Allergy and Cold Medications
Over-the-Counter Products	OTC Cold / Allergy Medication	Vicks Cold Medications
Over-the-Counter Products	OTC Cold / Allergy Medication	Zicam
Over-the-Counter Products	OTC Cold / Allergy Medication	Zyrtec
Over-the-Counter Products	OTC Digestive Aid	Alka-Seltzer
Over-the-Counter Products	OTC Digestive Aid	Gaviscon
Over-the-Counter Products	OTC Digestive Aid	Maalox Antacids
Over-the-Counter Products	OTC Digestive Aid	Mylanta
Over-the-Counter Products	OTC Digestive Aid	Pepcid
Over-the-Counter Products	OTC Digestive Aid	Pepto-Bismol Stomach Remedy
Over-the-Counter Products	OTC Digestive Aid	Prevacid OTC
Over-the-Counter Products	OTC Digestive Aid	Prilosec OTC
Over-the-Counter Products	OTC Digestive Aid	Rolaids
Over-the-Counter Products	OTC Digestive Aid	Tagamet HB
Over-the-Counter Products	OTC Digestive Aid	Tums
Over-the-Counter Products	OTC Digestive Aid	Zantac
Over-the-Counter Products	OTC Digestive Aid	Zegerid OTC
Over-the-Counter Products	OTC Fiber supplement	Benefiber
Over-the-Counter Products	OTC Fiber supplement	Citrucel
Over-the-Counter Products	OTC Fiber supplement	Fibercon
Over-the-Counter Products	OTC Fiber supplement	Metamucil
Over-the-Counter Products	OTC Laxative	Correctol
Over-the-Counter Products	OTC Laxative	Dulcolax
Over-the-Counter Products	OTC Laxative	ExLax
Over-the-Counter Products	OTC Laxative	Fleet
Over-the-Counter Products	OTC Laxative	MiraLax
Over-the-Counter Products	OTC Laxative	Perdiem Fiber Caplet*

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Over-the-Counter Products	OTC Laxative	Pericolace*
Over-the-Counter Products	OTC Laxative	Phillips Milk of Magnesia
Over-the-Counter Products	OTC Laxative	Senocot
Over-the-Counter Products	OTC Pain Reliever	Advil Pain Reliever
Over-the-Counter Products	OTC Pain Reliever	Aleve Pain Reliever
Over-the-Counter Products	OTC Pain Reliever	Anacin Pain Reliever?
Over-the-Counter Products	OTC Pain Reliever	Bayer Pain Reliever
Over-the-Counter Products	OTC Pain Reliever	BC Powder Pain Reliever
Over-the-Counter Products	OTC Pain Reliever	Bufferin Pain Reliever?
Over-the-Counter Products	OTC Pain Reliever	Excedrin Pain Reliever
Over-the-Counter Products	OTC Pain Reliever	Motrin Pain Relievers
Over-the-Counter Products	OTC Pain Reliever	Tylenol Pain Relievers
Over-the-Counter Products	OTC Sleep Aids	Advil PM
Over-the-Counter Products	OTC Sleep Aids	Nature Made Sleep
Over-the-Counter Products	OTC Sleep Aids	Nytol
Over-the-Counter Products	OTC Sleep Aids	Simply Sleep*
Over-the-Counter Products	OTC Sleep Aids	Sominex
Over-the-Counter Products	OTC Sleep Aids	Tylenol PM
Over-the-Counter Products	OTC Sleep Aids	Unisom
Resorts/Attractions	Amusement Attraction	Busch Gardens
Resorts/Attractions	Amusement Attraction	Disney World
Resorts/Attractions	Amusement Attraction	Disneyland
Resorts/Attractions	Amusement Attraction	Hershey Park
Resorts/Attractions	Amusement Attraction	SeaWorld
Resorts/Attractions	Amusement Attraction	Six Flags
Resorts/Attractions	Amusement Attraction	Universal Studios
Restaurants	Restaurant-Casual Dining-American	Applebee's
Restaurants	Restaurant-Casual Dining-American	Bahama Breeze
Restaurants	Restaurant-Casual Dining-American	Bonfish Grill
Restaurants	Restaurant-Casual Dining-American	Chili's Restaurant
Restaurants	Restaurant-Casual Dining-American	Denny's
Restaurants	Restaurant-Casual Dining-American	IHOP (International House of Pancakes)
Restaurants	Restaurant-Casual Dining-American	Longhorn Steakhouse
Restaurants	Restaurant-Casual Dining-American	Outback Steakhouse
Restaurants	Restaurant-Casual Dining-	Panera Bread Restaurant

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



	American	
Restaurants	Restaurant-Casual Dining-American	Red Lobster Restaurants
Restaurants	Restaurant-Casual Dining-American	Shoney's
Restaurants	Restaurant-Casual Dining-Italian	Carrabba's Restaurant
Restaurants	Restaurant-Casual Dining-Italian	Maggiano's Little Italy Restaurant
Restaurants	Restaurant-Casual Dining-Italian	Olive Garden
Restaurants	Restaurant-Casual Dining-Italian	Romano's Macaroni Grill
Restaurants	Restaurant-Quick Service	Arby's Restaurants
Restaurants	Restaurant-Quick Service	Burger King Restaurants
Restaurants	Restaurant-Quick Service	Chik-fil-A
Restaurants	Restaurant-Quick Service	Chipotle
Restaurants	Restaurant-Quick Service	Church's Chicken
Restaurants	Restaurant-Quick Service	Dairy Queen
Restaurants	Restaurant-Quick Service	Five Guys Burgers and Fries
Restaurants	Restaurant-Quick Service	Hardees
Restaurants	Restaurant-Quick Service	Jack in the Box Restaurants
Restaurants	Restaurant-Quick Service	KFC Restaurants (Kentucky Fried Chicken)
Restaurants	Restaurant-Quick Service	Long John Silvers Restaurant
Restaurants	Restaurant-Quick Service	McDonald's Restaurants
Restaurants	Restaurant-Quick Service	Quiznos Restaurants
Restaurants	Restaurant-Quick Service	Sonic America's Drive-In Restaurants
Restaurants	Restaurant-Quick Service	Subway Restaurants
Restaurants	Restaurant-Quick Service	Taco Bell Restaurants
Restaurants	Restaurant-Quick Service	Wendy's Restaurants
Restaurants	Restaurant-Quick Service	White Castle
Restaurants	Restaurant-Quick Service-Beverage/Light Meal	Bruegger's Bagels
Restaurants	Restaurant-Quick Service-Beverage/Light Meal	Dunkin' Donuts Stores
Restaurants	Restaurant-Quick Service-Beverage/Light Meal	Einstein Bagels
Restaurants	Restaurant-Quick Service-Beverage/Light Meal	Starbucks Coffee Shops
Restaurants	Restaurant-Quick Service-Beverage/Light Meal	Tim Horton's
Restaurants	Restaurant-Quick Service-Pizza	Domino's Pizza
Restaurants	Restaurant-Quick Service-Pizza	Little Caesar's Pizza
Restaurants	Restaurant-Quick Service-Pizza	Papa John's Pizza
Restaurants	Restaurant-Quick Service-Pizza	Pizza Hut
Retail	Retail-Convenience Store	7-Eleven Convenience Store

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Retail	Retail-Convenience Store	Arco am/pm Convenience Store
Retail	Retail-Convenience Store	BP am/pm Convenience Store
Retail	Retail-Convenience Store	Chevron Food Mart
Retail	Retail-Convenience Store	Circle K Convenience Store
Retail	Retail-Convenience Store	Shell Convenience Store
Retail	Retail-Convenience Store	Speedway Convenience Store
Retail	Retail-Department Store Retail-Mid-Tier	JCPenney Department Stores
Retail	Retail-Department Store Retail-Mid-Tier	Kohl's Department Store
Retail	Retail-Department Store Retail-Mid-Tier	Macy's Department Stores
Retail	Retail-Department Store Retail-Mid-Tier	Sears Department Stores
Retail	Retail-Department Store Retail-Upper Tier	Bloomingdales
Retail	Retail-Department Store Retail-Upper Tier	Lord and Taylor Department Store
Retail	Retail-Department Store Retail-Upper Tier	Neiman Marcus
Retail	Retail-Department Store Retail-Upper Tier	Nordstrom's Department Store
Retail	Retail-Department Store Retail-Upper Tier	Sak's Department Store
Retail	Retail-Drug Store	Costco Pharmacy
Retail	Retail-Drug Store	CVS Pharmacy Drug Store
Retail	Retail-Drug Store	Kmart Pharmacy
Retail	Retail-Drug Store	Rite Aid Drug Store
Retail	Retail-Drug Store	Target Pharmacy
Retail	Retail-Drug Store	Walgreen's Drugstores
Retail	Retail-Drug Store	Walmart Pharmacy
Retail	Retail-Value	Dollar General Store
Retail	Retail-Value	Family Dollar Store
Retail	Retail-Value	Kmart Stores
Retail	Retail-Value	Marshalls Stores
Retail	Retail-Value	Target Stores
Retail	Retail-Value	TJ Maxx Stores
Retail	Retail-Value	Walmart Discount Stores
Retail Gasoline	Retail Gasoline	Arco Gasoline
Retail Gasoline	Retail Gasoline	BP Gasoline
Retail Gasoline	Retail Gasoline	Chevron Gasoline
Retail Gasoline	Retail Gasoline	Citgo Gasoline
Retail Gasoline	Retail Gasoline	ConocoPhillips Gasoline

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Retail Gasoline	Retail Gasoline	Costco Gasoline
Retail Gasoline	Retail Gasoline	ExxonMobil Gasoline
Retail Gasoline	Retail Gasoline	Gulf Oil
Retail Gasoline	Retail Gasoline	Hess Gasoline
Retail Gasoline	Retail Gasoline	Marathon Gasoline
Retail Gasoline	Retail Gasoline	Sam's Club Gasoline
Retail Gasoline	Retail Gasoline	Shell Gasoline
Retail Gasoline	Retail Gasoline	Speedway Gasoline
Retail Gasoline	Retail Gasoline	Sunoco Gasoline
Retail Gasoline	Retail Gasoline	Texaco Gasoline
Retail Gasoline	Retail Gasoline	Valero Gasoline
Sports	Sports	Formula One Racing
Sports	Sports	MLB (Major League Baseball)
Sports	Sports	MLS (Major League Soccer)
Sports	Sports	NASCAR (auto racing)
Sports	Sports	NBA (National Basketball Association)
Sports	Sports	NCAA Basketball (college basketball)
Sports	Sports	NCAA Football (college football)
Sports	Sports	NFL (National Football League)
Sports	Sports	NHL (National Hockey League)
Sports	Sports	PGA Tour (Professional Golfers' Association)
Telecommunications	Mobile Network	Alltel Mobile Network
Telecommunications	Mobile Network	AT&T Mobile Network
Telecommunications	Mobile Network	CenturyLink Mobile Network
Telecommunications	Mobile Network	Cricket Mobile Network
Telecommunications	Mobile Network	Sprint Mobile Network
Telecommunications	Mobile Network	T-Mobile Mobile Network
Telecommunications	Mobile Network	Verizon Mobile Network
Telecommunications	Mobile Network	Virgin Mobile Network
Telecommunications	Mobile Network	Vonage Mobile Network
Telecommunications	Mobile Phone	Alcatel ONE TOUCH*
Telecommunications	Mobile Phone	Apple iPhone
Telecommunications	Mobile Phone	Blackberry Phone
Telecommunications	Mobile Phone	HTC Phone
Telecommunications	Mobile Phone	Kyocera Phone
Telecommunications	Mobile Phone	LG Phone
Telecommunications	Mobile Phone	Motorola Phone
Telecommunications	Mobile Phone	Nokia Phone
Telecommunications	Mobile Phone	Pantech Phone

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Telecommunications	Mobile Phone	Samsung Phone
Telecommunications	Mobile Phone	Sanyo Phone
Telecommunications	Mobile Phone	Sharp Phone
Telecommunications	Mobile Phone	SonyEricsson Phone
Telecommunications	Wireless No-Contract Carriers	AT&T GoPhone (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Boost Mobile (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Cricket (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Metro PCS (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Net10 (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Tracfone (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Verizon Wireless (no contract wireless phone)
Telecommunications	Wireless No-Contract Carriers	Virgin Mobile (no contract wireless phone)

Other Brands in EquiTrend

Harris Secondary Category	Harris Tertiary Category	Brand
Non-Profit Corporations	Public Policy/Legislative	AARP
Apparel/Accessories	Footwear-Athletic or Casual	Adidas Athletic Footwear
Apparel/Accessories	Footwear-Athletic or Casual	Airwalk Footwear
Beer, Wine, Liquor	Wine-Value	Almaden Wine
Online Organizations	Shopping Site	Amazon.com
Non-Profit Corporations	Public Policy/Legislative	American Civil Liberties Union (ACLU) Foundation
Computer-Related Products	MasterBrand	Apple
Foods	Meal Replacement Drink	Atkins Meal Replacement Drink
Beer, Wine, Liquor	Wine-Popular	Barefoot Wine
Computer-Related Products	MasterBrand	Belkin
Beer, Wine, Liquor	Wine-Popular	Bella Sera Wine*
Beer, Wine, Liquor	Wine-Popular	Black Swan Wine*
Entertainment/Recreation	Video	Blockbuster OnLine
Household Products Other	Lawn Mowers	Briggs & Stratton Lawn Mower
Apparel/Accessories	Apparel/Accessories-Jeans	Calvin Klein Jeans
Apparel/Accessories	Apparel/Accessories-Intimate	Calvin Klein Women's Underwear
Apparel/Accessories	Apparel/Accessories	Carhartt
Beer, Wine, Liquor	Wine-Value	Carlo Rossi Wine
Beer, Wine, Liquor	Wine-Popular	Cavit Wine
Automotive Manufacturers	Automotive-Specialty	Chevy Volt
Household Products Other	Baby/Children	Chicco

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Non-Profit Corporations	International Needs	Christian Children's Fund
Computer-Related Products	MasterBrand	Cisco Systems
Apparel/Accessories	Apparel/Accessories	Columbia Apparel
Beer, Wine, Liquor	Wine-Popular	Columbia Crest Wine
Health and Beauty Products	Hair Care	Conair
Apparel/Accessories	Footwear-Athletic or Casual	Converse Athletic Footwear
Apparel/Accessories	Footwear-Athletic or Casual	Dexter Shoes
Apparel/Accessories	Apparel/Accessories	Dickies Apparel
Media	MasterBrand	Discovery Communications, Inc.
Apparel/Accessories	Apparel/Accessories-Intimate	DKNY (Women's Underwear)
Apparel/Accessories	Apparel/Accessories	Dockers Apparel
Online Organizations	Shopping Site	eBay
Online Organizations	Online Dating Site	eHarmony.com
Online Organizations	Greeting Cards	Evite.com
Online Organizations	Social Networking Site	Facebook.com
Financial Services/Insurance	Other Financial Services	Fannie Mae
Beer, Wine, Liquor	Wine-Popular	Fetzer Wine
Beer, Wine, Liquor	Wine-Value	Five Oaks Wine*
Beer, Wine, Liquor	Wine-Value	Fox Brook Wine*
Beer, Wine, Liquor	Wine-Value	Foxhorn Wine*
Beer, Wine, Liquor	Wine-Value	Franzia Wine
Financial Services/Insurance	Other Financial Services	Freddie Mac
Beer, Wine, Liquor	Wine-Popular	Gallo Wine
Automotive Manufacturers	MasterBrand	General Motors
Household Products Other	Food storage containers	Glad Food Storage
Automotive Manufacturers	Automotive-Trucks	GMC Vehicles
Beer, Wine, Liquor	Wine-Value	Golden Gate Wine*
Health and Beauty Products	Hair Care	Goody
Online Organizations	Portal Site	Google.com
Household Products Other	Baby/Children	Graco
Entertainment/Recreation	Video	Hulu
Computer-Related Products	MasterBrand	IBM
Media Radio	Media-Internet Radio	Iheartradio
Beer, Wine, Liquor	Wine-Value	Inglenook Vineyards and Winery Wine
Computer-Related Products	MasterBrand	Intel
Automotive Manufacturers	Automotive-Trucks	Jeep Vehicles
Apparel/Accessories	Footwear-Athletic or Casual	Keds Footwear

2012 Harris Poll EquiTrend® Brand List Sorted by Category—continued



Apparel/Accessories	Footwear-Athletic or Casual	K-Swiss Athletic Footwear
Apparel/Accessories	Apparel/Accessories-Jeans	Lee Apparel
Apparel/Accessories	Apparel/Accessories-Jeans	Levi's Apparel
Beer, Wine, Liquor	Wine-Value	Liberty Creek Wine*
Beer, Wine, Liquor	Wine-Popular	Lindemans Wine*
Online Organizations	Social Networking Site	LinkedIn
Computer-Related Products	MasterBrand	Linksys
Beer, Wine, Liquor	Wine-Value	Livingston Cellars Wine
Computer-Related Products	MasterBrand	Logitech
Apparel/Accessories	Apparel/Accessories-Intimate	MaidenForm Women's Underwear
Beer, Wine, Liquor	Wine-Popular	Meridian Wine*
Computer-Related Products	MasterBrand	Microsoft
Household Products Other	Cutlery-Premium	Miyabi Cutlery*
Beer, Wine, Liquor	Wine-Popular	Mondavi Wine
Non-Profit Corporations	Public Policy/Legislative	National Rifle Association
Foods	Granola Bars	Nature Valley Granola Bars
Entertainment/Recreation	Video	Netflix
Apparel/Accessories	Apparel/Accessories	Nike Apparel
Automotive Manufacturers	Automotive-Specialty	Nissan Leaf
Media Radio	Media-Internet Radio	NPR Music
Apparel/Accessories	Apparel/Accessories-Intimate	Olga Women's Underwear*
Media Radio	Media-Internet Radio	Pandora Radio
Apparel/Accessories	Apparel/Accessories	Patagonia Apparel
Beer, Wine, Liquor	Wine-Value	Peter Vella Box Wine*
Apparel/Accessories	Apparel/Accessories-Intimate	Playtex Women's Underwear
Apparel/Accessories	Footwear-Athletic or Casual	Puma Athletic Footwear
Beer, Wine, Liquor	Wine-Value	Quail Oak Wine*
Foods	Granola Bars	Quaker Chewy Granola Bars
Automotive Manufacturers	Automotive-Trucks	Ram Vehicles
Entertainment/Recreation	Video	RedBox
Beer, Wine, Liquor	Wine-Popular	Redwood Creek Wine*
Household Products Other	MasterBrand	Rubbermaid
Household Products Other	Food storage containers Conservation &	Rubbermaid Food Storage
Non-Profit Corporations	Environmental	San Diego Zoo Global
Beer, Wine, Liquor	Wine-Popular	Schmitt Sohne Wine*

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Automotive Manufacturers	Automotive-Specialty	Scion Vehicles
Computer-Related Products	MasterBrand	Seagate
Household Products Other	Cutlery-Premium	Shun Cutlery*
	Footwear-Athletic or	
Apparel/Accessories	Casual	Skechers Footwear
Foods	Meal Replacement Drink	Slim Fast Meal Replacement Drink
Automotive Manufacturers	Automotive-Specialty	Smart Car
Beer, Wine, Liquor	Wine-Popular	Smoking Loon Wine*
Foods	Granola Bars	Special K Energy Bar
Foods	Meal Replacement Drink	Special K Meal Replacement Drink
	Footwear-Athletic or	
Apparel/Accessories	Casual	Sperry Top Sider Footwear
Media Magazine	Magazine-Weekly News	Sports Illustrated Magazine
Media Radio	Media-Internet Radio	Spotify Radio*
	Home	
Household Products Other	Storage/Organization	Sterilite
	Footwear-Athletic or	
Apparel/Accessories	Casual	Stride Rite Footwear
Beer, Wine, Liquor	Wine-Popular	Sutter Home Wine
Beer, Wine, Liquor	Wine-Value	Taylor Lake Country Wine*
Apparel/Accessories	Apparel/Accessories	The North Face Apparel
	Footwear-Athletic or	
Apparel/Accessories	Casual	Timberland Footwear
Beer, Wine, Liquor	Wine-Value	Tisdale Wine*
Household Products Other	Food storage containers	Tupperware Food Storage
Beer, Wine, Liquor	Wine-Popular	Turning Leaf Wine
Online Organizations	Social Networking Site	Twitter
Apparel/Accessories	Apparel/Accessories	Under Armour Apparel
	Apparel/Accessories-	
Apparel/Accessories	Intimate	Vanity Fair Women's Underwear
	Apparel/Accessories-	
Apparel/Accessories	Intimate	Victoria's Secret Women's Underwear
	Apparel/Accessories-	
Apparel/Accessories	Intimate	Wacoal Women's Underwear*
	Apparel/Accessories-	
Apparel/Accessories	Intimate	Warners Women's Underwear
Beer, Wine, Liquor	Wine-Popular	Woodbridge Wine
	Apparel/Accessories-	
Apparel/Accessories	Jeans	Wrangler Apparel
Household Products Other	Cutlery-Premium	Wusthof Cutlery
Online Organizations	Portal Site	Yahoo!
Beer, Wine, Liquor	Wine-Popular	Yellow Tail Wine
Entertainment/Recreation	Video	YouTube.com
Household Products Other	Cutlery-Premium	Zwilling J.A. Henckels Cutlery

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Online Organizations	Telecommunications	Skype.com
Other Products	Office Supply	DYMO*
Other Products	Office Supply-Pens	Bic
Other Products	Office Supply-Pens	PaperMate
Other Products	Office Supply-Pens	Parker
Other Products	Office Supply-Pens	Sharpie
Other Products	Package Delivery	FedEx
Other Products	Package Delivery	StreamLite Package Delivery*
Other Products	Package Delivery	United States Postal Service (USPS)
Other Products	Package Delivery	UPS (United Parcel Service)
Other Products	Package Delivery-Retail	FedEx Office
Other Products	Package Delivery-Retail	The UPS Store
Over-the-Counter Products	OTC Antidiarrheal Medication	Imodium AD
Over-the-Counter Products	OTC Antidiarrheal Medication	Kaopectate
Retail	Retail-Books	Barnes & Noble Booksellers
Retail	Retail-Clothing/Accessories	Abercrombie and Fitch Retail Store
Retail	Retail-Clothing/Accessories	Aeropostale Retail Store
Retail	Retail-Clothing/Accessories	American Eagle Outfitters
Retail	Retail-Clothing/Accessories	Banana Republic Retail Store
Retail	Retail-Clothing/Accessories	Charlotte Russe Retail Store
Retail	Retail-Clothing/Accessories	Claire's Store
Retail	Retail-Clothing/Accessories	Delia*s Retail Store
Retail	Retail-Clothing/Accessories	Forever21 Retail Store
Retail	Retail-Clothing/Accessories	H&M Retail Store
Retail	Retail-Clothing/Accessories	Hollister Co. Retail Store
Retail	Retail-Clothing/Accessories	Justice Retail Store
Retail	Retail-Clothing/Accessories	Old Navy Retail Store
Retail	Retail-Clothing/Accessories	Pac Sun Retail Store
Retail	Retail-Clothing/Accessories	The Gap Clothing Stores
Retail	Retail-Clothing/Accessories	Urban Outfitters Retail Store

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Retail	Retail-Electronic	Best Buy Stores
Retail	Retail-Electronic	Brookstone Retail Stores
Retail	Retail-Electronic	Game Stop Retail Store
Retail	Retail-Electronic	Radio Shack
Retail	Retail-Home	Bed Bath & Beyond Stores
Retail	Retail-Home	Lowe's Home Improvement Warehouses
Retail	Retail-Home	The Home Depot
Retail	Retail-Office Supply	Office Depot
Retail	Retail-Office Supply	Office Max
Retail	Retail-Office Supply	Staples Stores
Retail	Retail-OnLine	Home Shopping Network (HSN)
Retail	Retail-OnLine	Land's End
Retail	Retail-OnLine	QVC
Retail	Retail-Pet Supply	PETCO Stores
Retail	Retail-Pet Supply	PetSmart Stores
Retail	Retail-Shoes	DSW Shoes
Retail	Retail-Shoes	Famous Footwear
Retail	Retail-Shoes	Payless ShoeSource
Retail	Retail-Thrift Store	Savers Thrift Store/ Value Village
Retail	Retail-Toys	Toys 'R' Us Stores
Sports	Sports	Olympics
Technology-Related Products	MasterBrand	3M Corporation
Telecommunications	Mobile Phone Operating System	Android
Tobacco	Tobacco	Camel Cigarettes
Tobacco	Tobacco	Kool Cigarettes
Tobacco	Tobacco	Marlboro Cigarettes
Tobacco	Tobacco	Newport Cigarettes
Tobacco	Tobacco	Salem Cigarettes
Tobacco	Tobacco	Virginia Slims Cigarettes
Tobacco	Tobacco	Winston Cigarettes
Universities/Online Degrees	For-Profit University	DeVry University
Universities/Online Degrees	For-Profit University	ITT Technical Institute
Universities/Online Degrees	For-Profit University	Kaplan University
Universities/Online Degrees	For-Profit University	Strayer University
Universities/Online Degrees	For-Profit University	The Art Institutes (Ai)
Universities/Online Degrees	For-Profit University	University of Phoenix
Universities/Online Degrees	For-Profit University	Walden University*