

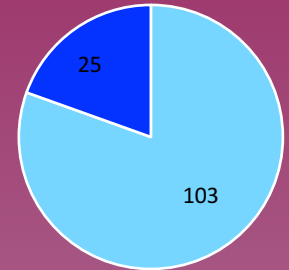
Survey Results

Do you use brand names as generics? This survey explored your preferred terms for some common items.

What are you more likely to call each of the following?



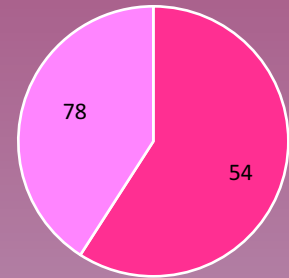
The brand name “Windex” is the most popular name for this item among respondents.



■ Windex ■ Window Cleaner



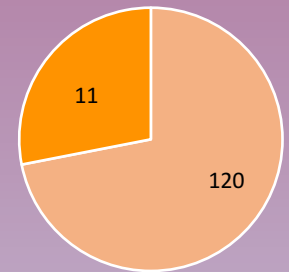
Again respondents preferred a brand name, “ChapStick”. However, “lip balm” was a close second.



■ ChapStick ■ Lip Balm



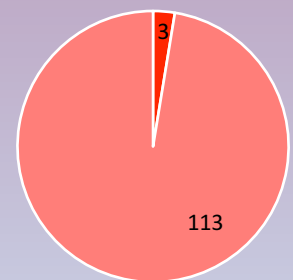
Once again, the brand name is the winner. Most respondents use “Q-Tip” when referring to a cotton swab.



■ Q-Tip ■ Cotton Swab



Coffee-Mate? Is that even a thing? Yes, but only 3 respondents refer to creamer by the popular brand name “Coffee-Mate”. The rest of the respondents preferred the generic name “creamer”.



■ Coffe-Mate ■ Creamer

Results from posters in two locations: Outside Strathy Language Unit office (Macintosh-Corry F406) and the 3rd floor of Kingston Hall. New surveys and results in January!