

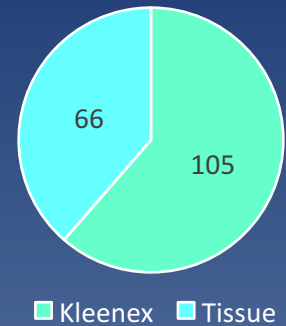
# Survey Results

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

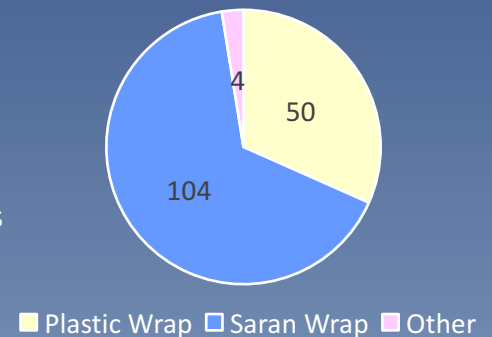
## What are you more likely to call each of the following?



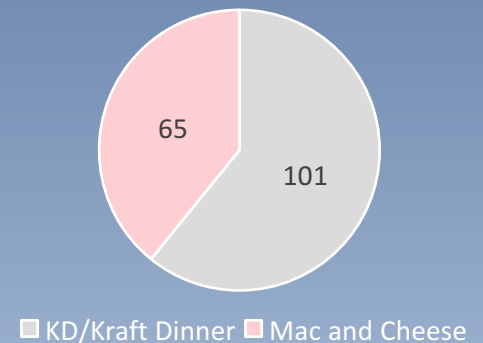
The brand name “Kleenex” is the most popular name for this item among respondents. Interestingly some of you faced a dilemma in that you use “Kleenex” when referring to the box but “tissue” when referring to the thin paper product.



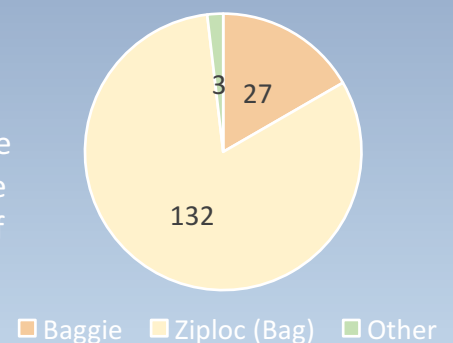
Again respondents preferred a brand name, in this case overwhelmingly “Saran Wrap”, but also “Cling Wrap” and “Glad Wrap”. One respondent uses “Cling Film”, the common British term.



And once again the brand name is the winner. Most respondents use “KD” or “Kraft Dinner” when referring to macaroni and cheese.



Sandwich bag? Plastic pocket? Baggie? Ziploc? Which is the most popular? Well, according to our respondents, most use the brand name “Ziploc” to refer to the picture on the left. Would your response change if the bag did not contain a plastic zipper?



Results from posters in two locations: Outside Strathy Language Unit office (Macintosh-Corry F406) and the 3<sup>rd</sup> floor of Kingston Hall. New surveys and results from previous surveys will be posted every 2 weeks.