

		Men	Signal Index	Women	Signal Index	
1	Airline	1	Southwest Airlines	100	Southwest Airlines	100
		2	American Airlines	39	JetBlue	58
		3	United Airlines	31	British Airways	46
2	Auto	1	Cadillac	100	Lexus	100
		2	BMW	88	Mercedes Benz	89
		3	Porsche	58	BMW	81
3	CPG	1	Dove	100	Dove	100
		2	Febreze	62	Neutrogena	73
		3	J&J	56	Crest	70
4	Electronics	1	Sharp	100	Sony	100
		2	GE	97	Philips	75
		3	Canon	82	Canon	70
5	Financial	1	Visa	100	Visa	100
		2	AmEx	79	AmEx	89
		3	Mastercard	70	Mastercard	70
6	Food & Beverage	1	Coke	100	Healthy Choice	100
		2	Healthy Choice	91	Hershey's	63
		3	Pepsi	88	Coke	61
7	Internet	1	Google	100	Google	100
		2	Amazon	74	Amazon	55
		3	Yahoo!	50	Yahoo!	43
8	Restaurant	1	McDonald's	100	Wendys	100
		2	Wendys	81	Subway	89
		3	Burger King	78	McDonald's	71
9	Retail	1	Bed Bath Beyond	100	Hallmark	100
		2	Macy*s	79	Kohls	79
		3	Hallmark	70	Target	73
10	Tech/Telecom/OS	1	Apple	100	Nokia	100
		2	Microsoft	77	Apple	83
		3	IBM	68	HP	78