

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
Resulta	25,8300	38,88	234,0	1	1
Target	6,8200	10,27	82,0	3	2
Observer	6,8300	10,28	80,0	2	3
Synovate	5,3200	8,01	75,0	4	4
Ipsos Marplan	4,6600	7,01	63,0	5	5
Larc	2,1600	3,25	40,0	6	6
Cbpa/ Ac Nielsen	1,9900	3,00	34,0	8	7
Demanda	1,8300	2,75	32,0	9	8
Tca	2,0000	3,01	27,0	7	9
Data Popular	1,0000	1,51	10,0	10	10
Road Minds	1,0000	1,51	10,0	10	10
Millward Brown Brasil	0,5000	0,75	9,0	16	12
Gfk Indicator	1,0000	1,51	8,0	12	13
Reflexo	0,5000	0,75	8,0	17	14
Medimix	0,3300	0,50	8,0	20	15
Qualimetrica	0,3300	0,50	8,0	20	15
Facta	1,0000	1,51	7,0	13	17
New Bd	1,0000	1,51	7,0	13	17
Case	0,5000	0,75	7,0	18	18
Research International	0,3300	0,50	7,0	22	20
Metas E Metas	0,5000	0,75	6,0	19	21
Ibope	1,0000	1,51	5,0	15	22