

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
IMS Brasil	10,1600	43,29	102,0	1	1
Close Up Pesquisa De Mercado	5,3300	22,71	66,0	2	2
Ibope / Inestra	3,8300	16,32	41,0	3	3
Cegedim Strategic Data (Csd)	0,6600	2,81	16,0	5	4
Ac Nielsen	1,5000	6,39	14,0	4	5
Newbd	0,6600	2,81	12,0	6	6
Latinpanel Brasil	0,5000	2,13	8,0	7	7
Ow Vilhena Instituto De Pesquisas De Mercado	0,5000	2,13	7,0	8	8
Sensus	0,3300	1,41	7,0	9	9