

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

INFORMANTS POPULATION ('000)	TOTAL		COMMUNITY								PROVINCE								
			250 000 OR MORE		40 000- 249 999		500- 39 999		LESS THAN 500		W. CAPE		N. CAPE		F.STATE		E. CAPE		
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
	12408	12408	6168	6168	2626	2626	1604	1604	2010	2010	1674	1674	590	590	1014	1014	1750	1750	
	30656	30656	10497	10497	4079	4079	3973	3973	12107	12107	3026	3026	627	627	1995	1995	4643	4643	
MAYONNAISE/SALAD																			
CREAM - Past 7 days																			
Ever	17059	55.6	6274	59.8	2552	62.6	2275	57.3	5957	49.2	1805	59.7	298	47.5	1254	62.8	2007	43.2	
Light (1)	6266	20.4	2025	19.3	923	22.6	871	21.9	2448	20.2	531	17.6	135	21.4	487	24.4	799	17.2	
Medium (2:3)	7145	23.3	2722	25.9	1106	27.1	879	22.1	2438	20.1	755	24.9	116	18.4	465	23.3	914	19.7	
Heavy (4+)	3648	11.9	1527	14.5	523	12.8	526	13.2	1071	8.8	519	17.2	48	7.6	303	15.2	293	6.3	
MAYONNAISE/SALAD																			
CREAM - Past 7 days																			
ALL JOY																			
Double Thick	432	1.4	110	1.0	39	1.0	74	1.9	209	1.7	35	1.2	15	2.3	46	2.3	47	1.0	
Real Mayonnaise	845	2.8	248	2.4	115	2.8	105	2.7	377	3.1	68	2.3	8	1.2	76	3.8	146	3.1	
Light & Creamy	570	1.9	189	1.8	56	1.4	55	1.4	270	2.2	50	1.6	3	0.4	20	1.0	59	1.3	
Other/not sure	128	0.4	25	0.2	13	0.3	17	0.4	73	0.6	12	0.4	4	0.6	2	0.1	15	0.3	
CROSS & BLACKWELL																			
Mayonnaise	8275	27.0	3037	28.9	1318	32.3	1063	26.8	2857	23.6	660	21.8	144	22.9	639	32.0	896	19.3	
Light Mayonnaise	910	3.0	364	3.5	194	4.7	107	2.7	246	2.0	76	2.5	25	4.0	66	3.3	81	1.7	
Salad Cream	1102	3.6	383	3.7	203	5.0	136	3.4	380	3.1	68	2.3	8	1.3	105	5.3	135	2.9	
Other/not sure	231	0.8	84	0.8	36	0.9	26	0.7	86	0.7	28	0.9	3	0.4	29	1.5	26	0.6	
EPIC																			
	365	1.2	138	1.3	80	2.0	69	1.7	78	0.6	50	1.6	11	1.8	29	1.5	77	1.7	
FAMILY FAVORITE																			
	308	1.0	49	0.5	32	0.8	58	1.5	168	1.4	27	0.9	6	1.0	28	1.4	37	0.8	
HELLMANN'S																			
Real Mayonnaise	251	0.8	82	0.8	20	0.5	38	1.0	111	0.9	20	0.7	1	0.2	20	1.0	32	0.7	
Light Mayonnaise	171	0.6	59	0.6	12	0.3	29	0.7	71	0.6	20	0.6	3	0.4	2	0.1	60	1.3	
Other/not sure	30	0.1	7	0.1	3	0.1	3	0.1	18	0.1	3	0.1	-	-	1	0.0	12	0.3	
KRAFT																			
Real Mayonnaise	160	0.5	62	0.6	27	0.7	20	0.5	51	0.4	14	0.5	1	0.2	3	0.1	22	0.5	
Miracle Whip Salad	204	0.7	124	1.2	29	0.7	31	0.8	20	0.2	22	0.7	4	0.7	22	1.1	11	0.2	
Cream																			
Other/not sure	39	0.1	6	0.1	3	0.1	3	0.1	27	0.2	1	0.0	-	-	-	-	14	0.3	
NOLA																			
Mayonnaise Magnifique	3293	10.7	1512	14.4	480	11.8	404	10.2	897	7.4	667	22.0	42	6.7	210	10.5	423	9.1	
Gourmet Mayonnaise	422	1.4	145	1.4	42	1.0	73	1.8	162	1.3	46	1.5	12	1.9	22	1.1	71	1.5	
Salanaise Salad Cream	1004	3.3	352	3.4	141	3.5	154	3.9	357	3.0	80	2.7	23	3.7	75	3.8	156	3.4	
Other/not sure	379	1.2	155	1.5	61	1.5	65	1.6	98	0.8	81	2.7	11	1.7	20	1.0	50	1.1	
PICK 'N PAY NO NAME																			
Mayonnaise	441	1.4	207	2.0	74	1.8	48	1.2	112	0.9	51	1.7	6	0.9	51	2.6	78	1.7	
Salad Cream	183	0.6	85	0.8	28	0.7	15	0.4	54	0.4	15	0.5	1	0.2	18	0.9	13	0.3	
Other/not sure	100	0.3	44	0.4	7	0.2	8	0.2	41	0.3	8	0.2	0	0.0	6	0.3	17	0.4	
SHOPRITE CHECKERS																			
Mayonnaise	966	3.2	341	3.2	148	3.6	97	2.4	380	3.1	75	2.5	16	2.6	65	3.2	116	2.5	
Salad Cream	231	0.8	82	0.8	17	0.4	21	0.5	110	0.9	8	0.3	0	0.0	10	0.5	33	0.7	
Other/not sure	76	0.2	13	0.1	8	0.2	11	0.3	44	0.4	9	0.3	2	0.3	2	0.1	8	0.2	
SPAR																			
Creamy Mayonnaise	538	1.8	99	0.9	62	1.5	111	2.8	266	2.2	31	1.0	16	2.6	46	2.3	85	1.8	
Salad Cream	265	0.9	53	0.5	23	0.6	53	1.3	136	1.1	8	0.3	-	-	23	1.2	58	1.2	
Other/not sure	65	0.2	6	0.1	10	0.2	8	0.2	42	0.3	3	0.1	3	0.5	1	0.1	8	0.2	
Another Brand	277	0.9	98	0.9	38	0.9	51	1.3	90	0.7	21	0.7	11	1.8	56	2.8	21	0.4	
MAYONNAISE/SALAD																			
CREAM - Most																			
ALL JOY																			
Double Thick	253	0.8	61	0.6	14	0.3	53	1.3	125	1.0	21	0.7	8	1.3	26	1.3	25	0.5	
Real Mayonnaise	646	2.1	188	1.8	93	2.3	72	1.8	293	2.4	59	1.9	5	0.8	51	2.6	129	2.8	
Light & Creamy	360	1.2	99	0.9	29	0.7	40	1.0	192	1.6	27	0.9	1	0.2	6	0.3	37	0.8	
Other/not sure	95	0.3	16	0.2	11	0.3	14	0.4	54	0.4	8	0.2	3	0.5	2	0.1	4	0.1	
CROSS & BLACKWELL																			
Mayonnaise	7377	24.1	2665	25.4	1182	29.0	917	23.1	2613	21.6	554	18.3	119	19.0	573	28.7	800	17.2	
Light Mayonnaise	757	2.5	303	2.9	159	3.9	93	2.3	202	1.7	66	2.2	23	3.7	58	2.9	69	1.5	
Salad Cream	743	2.4	252	2.4	135	3.3	107	2.7	250	2.1	43	1.4	4	0.6	75	3.8	90	1.9	
Other/not sure	159	0.5	52	0.5	22	0.5	19	0.5	66	0.5	18	0.6	2	0.3	25	1.3	14	0.3	
EPIC																			
	283	0.9	97	0.9	65	1.6	57	1.4	64	0.5	43	1.4	10	1.7	25	1.3	66	1.4	
FAMILY FAVORITE																			
	185	0.6	20	0.2	22	0.5	44	1.1	99	0.8	14	0.4	6	0.9	16	0.8	10	0.2	
HELLMANN'S																			
Real Mayonnaise	99	0.3	39	0.4	7	0.2	17	0.4	36	0.3	9	0.3	-	-	9	0.4	20	0.4	
Light Mayonnaise	82	0.3	29	0.3	4	0.1	15	0.4	34	0.3	6	0.2	1	0.2	0	0.0	36	0.8	
Other/not sure	3	0.0	3	0.0	-	-	-	-	-	-	3	0.1	-	-	-	-	-	-	
...(Cont.)																			

	TOTAL		COMMUNITY								PROVINCE							
			250 000 OR MORE		40 000- 249 999		500- 39 999		LESS THAN 500		W. CAPE		N. CAPE		F.STATE		E. CAPE	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	6168	6168	2626	2626	1604	1604	2010	2010	1674	1674	590	590	1014	1014	1750	1750
	30656	30656	10497	10497	4079	4079	3973	3973	12107	12107	3026	3026	627	627	1995	1995	4643	4643
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	39	0.4	7	0.2	17	0.4	36	0.3	9	0.3	-	-	9	0.4	20	0.4
Light Mayonnaise	82	0.3	29	0.3	4	0.1	15	0.4	34	0.3	6	0.2	1	0.2	0	0.0	36	0.8
Other/not sure	3	0.0	3	0.0	-	-	-	-	-	-	3	0.1	-	-	-	-	-	-
KRAFT																		
Real Mayonnaise	53	0.2	19	0.2	11	0.3	13	0.3	9	0.1	6	0.2	-	-	1	0.0	3	0.1
Miracle Whip Salad Cream	102	0.3	71	0.7	16	0.4	7	0.2	8	0.1	10	0.3	0	0.0	14	0.7	5	0.1
Other/not sure	22	0.1	4	0.0	1	0.0	-	-	17	0.1	-	-	-	-	-	-	9	0.2
NOLA																		
Mayonnaise Magnifique	2621	8.6	1228	11.7	354	8.7	315	7.9	723	6.0	570	18.8	35	5.6	135	6.8	333	7.2
Gourmet Mayonnaise	276	0.9	99	0.9	34	0.8	60	1.5	84	0.7	41	1.4	11	1.7	18	0.9	36	0.8
Salanaise Salad Cream	697	2.3	227	2.2	77	1.9	103	2.6	290	2.4	61	2.0	15	2.4	37	1.8	118	2.5
Other/not sure	290	0.9	118	1.1	46	1.1	43	1.1	83	0.7	67	2.2	9	1.4	7	0.3	43	0.9
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	101	1.0	35	0.9	25	0.6	48	0.4	26	0.9	3	0.5	25	1.3	16	0.3
Salad Cream	63	0.2	23	0.2	12	0.3	5	0.1	23	0.2	5	0.2	-	-	6	0.3	2	0.0
Other/not sure	20	0.1	13	0.1	3	0.1	4	0.1	-	-	1	0.0	0	0.0	4	0.2	1	0.0
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	186	1.8	89	2.2	51	1.3	217	1.8	50	1.7	8	1.2	31	1.5	50	1.1
Salad Cream	75	0.2	21	0.2	0	0.0	6	0.2	47	0.4	2	0.1	0	0.0	0	0.0	3	0.1
Other/not sure	44	0.1	3	0.0	4	0.1	6	0.2	31	0.3	6	0.2	1	0.1	1	0.1	3	0.1
SPAR																		
Creamy Mayonnaise	224	0.7	49	0.5	32	0.8	47	1.2	97	0.8	17	0.6	7	1.1	25	1.2	33	0.7
Salad Cream	81	0.3	14	0.1	4	0.1	20	0.5	43	0.4	3	0.1	-	-	9	0.5	17	0.4
Other/not sure	20	0.1	1	0.0	1	0.0	5	0.1	14	0.1	-	-	3	0.5	-	-	-	-
Another Brand	227	0.7	85	0.8	30	0.7	45	1.1	68	0.6	21	0.7	11	1.8	43	2.2	7	0.2
No Brand	447	1.5	188	1.8	61	1.5	72	1.8	126	1.0	50	1.7	12	2.0	33	1.7	31	0.7
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	193	1.8	72	1.8	92	2.3	273	2.3	66	2.2	16	2.6	54	2.7	47	1.0
Real Mayonnaise	875	2.9	275	2.6	130	3.2	106	2.7	364	3.0	76	2.5	7	1.2	71	3.6	134	2.9
Light & Creamy	696	2.3	203	1.9	60	1.5	92	2.3	341	2.8	53	1.7	18	2.9	19	1.0	105	2.3
Other/not sure	199	0.6	40	0.4	36	0.9	27	0.7	96	0.8	19	0.6	7	1.0	21	1.1	33	0.7
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	3106	29.6	1232	30.2	974	24.5	2825	23.3	800	26.4	116	18.6	563	28.2	781	16.8
Light Mayonnaise	1215	4.0	478	4.6	252	6.2	147	3.7	339	2.8	145	4.8	26	4.2	107	5.3	140	3.0
Salad Cream	1676	5.5	517	4.9	278	6.8	205	5.2	676	5.6	125	4.1	22	3.5	153	7.7	244	5.3
Other/not sure	330	1.1	112	1.1	56	1.4	35	0.9	127	1.1	50	1.6	6	1.0	45	2.3	51	1.1
EPIC																		
	527	1.7	226	2.1	86	2.1	68	1.7	148	1.2	88	2.9	12	1.9	39	1.9	115	2.5
FAMILY FAVORITE																		
	319	1.0	57	0.5	42	1.0	59	1.5	161	1.3	14	0.5	8	1.3	33	1.7	41	0.9
HELLMANN'S																		
Real Mayonnaise	454	1.5	195	1.9	50	1.2	55	1.4	154	1.3	47	1.6	10	1.6	34	1.7	73	1.6
Light Mayonnaise	248	0.8	106	1.0	31	0.8	42	1.0	69	0.6	25	0.8	5	0.7	16	0.8	51	1.1
Other/not sure	85	0.3	31	0.3	11	0.3	4	0.1	39	0.3	9	0.3	1	0.2	5	0.3	28	0.6
KRAFT																		
Real Mayonnaise	398	1.3	175	1.7	59	1.4	57	1.4	108	0.9	67	2.2	14	2.2	23	1.2	40	0.9
Miracle Whip Salad Cream	396	1.3	193	1.8	58	1.4	57	1.4	88	0.7	48	1.6	6	1.0	45	2.3	45	1.0
Other/not sure	101	0.3	23	0.2	10	0.2	2	0.1	66	0.5	8	0.3	1	0.1	5	0.3	32	0.7
NOLA																		
Mayonnaise Magnifique	3680	12.0	1674	15.9	544	13.3	433	10.9	1029	8.5	741	24.5	55	8.7	204	10.2	422	9.1
Gourmet Mayonnaise	607	2.0	213	2.0	67	1.6	98	2.5	229	1.9	75	2.5	20	3.2	36	1.8	128	2.8
Salanaise Salad Cream	1376	4.5	481	4.6	191	4.7	186	4.7	518	4.3	144	4.7	17	2.7	122	6.1	203	4.4
Other/not sure	553	1.8	203	1.9	90	2.2	89	2.2	171	1.4	104	3.4	21	3.3	24	1.2	90	1.9
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	259	2.5	84	2.1	45	1.1	130	1.1	76	2.5	9	1.4	49	2.4	61	1.3
Salad Cream	335	1.1	124	1.2	38	0.9	26	0.7	147	1.2	9	0.3	3	0.5	31	1.6	43	0.9
Other/not sure	141	0.5	50	0.5	12	0.3	8	0.2	71	0.6	4	0.1	1	0.2	19	0.9	39	0.8
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	359	3.4	148	3.6	108	2.7	430	3.5	79	2.6	23	3.6	82	4.1	136	2.9
Salad Cream	397	1.3	147	1.4	30	0.7	47	1.2	173	1.4	31	1.0	3	0.5	28	1.4	61	1.3
Other/not sure	129	0.4	26	0.3	14	0.3	15	0.4	74	0.6	7	0.2	4	0.6	3	0.1	27	0.6
SPAR																		
Creamy Mayonnaise	675	2.2	180	1.7	71	1.7	128	3.2	295	2.4	45	1.5	15	2.4	46	2.3	126	2.7
Salad Cream	398	1.3	80	0.8	38	0.9	66	1.7	214	1.8	12	0.4	8	1.3	46	2.3	90	1.9
Other/not sure	110	0.4	36	0.3	11	0.3	11	0.3	52	0.4	2	0.1	5	0.8	6	0.3	14	0.3
Another Brand	326	1.1	129	1.2	38	0.9	45	1.1	113	0.9	32	1.1	10	1.7	49	2.4	33	0.7

	TOTAL		PROVINCE (CONT.)										LITERACY				HOUSEHOLD PURCHASER		
	'000	%	KWAZULU/NATAL		MPUMA-LANGA		LIMPOPO		GAUTENG		NORTH-WEST		YES		NO		'000	%	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%			
INFORMANTS POPULATION ('000)	12408	12408	2236	2236	630	630	662	662	3108	3108	744	744	12052	12052	356	356	9542	9542	
	30656	30656	6202	6202	2066	2066	3535	3535	6043	6043	2517	2517	28932	28932	1723	1723	23547	23547	
MAYONNAISE/SALAD CREAM - Past 7 days																			
Ever	17059	55.6	3354	54.1	1062	51.4	2252	63.7	3606	59.7	1420	56.4	16591	57.3	467	27.1	13529	57.5	
Light (1)	6266	20.4	999	16.1	330	16.0	1099	31.1	1313	21.7	573	22.7	6066	21.0	200	11.6	4961	21.1	
Medium (2:3)	7145	23.3	1478	23.8	508	24.6	775	21.9	1554	25.7	581	23.1	6972	24.1	173	10.1	5633	23.9	
Heavy (4+)	3648	11.9	877	14.1	224	10.9	378	10.7	739	12.2	267	10.6	3554	12.3	94	5.5	2934	12.5	
MAYONNAISE/SALAD CREAM - Past 7 days ALL JOY																			
Double Thick	432	1.4	71	1.1	36	1.7	105	3.0	52	0.9	26	1.0	411	1.4	21	1.2	347	1.5	
Real Mayonnaise	845	2.8	121	2.0	71	3.4	106	3.0	159	2.6	90	3.6	821	2.8	24	1.4	628	2.7	
Light & Creamy	570	1.9	136	2.2	41	2.0	103	2.9	122	2.0	36	1.4	552	1.9	18	1.0	441	1.9	
Other/not sure	128	0.4	35	0.6	15	0.7	24	0.7	15	0.3	6	0.3	128	0.4	-	-	95	0.4	
CROSS & BLACKWELL																			
Mayonnaise	8275	27.0	1357	21.9	518	25.1	1216	34.4	2078	34.4	767	30.5	8073	27.9	201	11.7	6749	28.7	
Light Mayonnaise	910	3.0	175	2.8	50	2.4	109	3.1	246	4.1	82	3.3	889	3.1	21	1.2	753	3.2	
Salad Cream	1102	3.6	241	3.9	92	4.5	90	2.5	240	4.0	123	4.9	1082	3.7	20	1.2	868	3.7	
Other/not sure	231	0.8	55	0.9	16	0.8	7	0.2	27	0.4	40	1.6	231	0.8	1	0.0	195	0.8	
EPIC																			
	365	1.2	60	1.0	25	1.2	18	0.5	66	1.1	28	1.1	365	1.3	-	-	325	1.4	
FAMILY FAVORITE																			
	308	1.0	66	1.1	13	0.6	69	1.9	31	0.5	31	1.3	298	1.0	10	0.6	191	0.8	
HELLMANN'S																			
Real Mayonnaise	251	0.8	56	0.9	7	0.4	46	1.3	53	0.9	14	0.6	241	0.8	10	0.6	223	0.9	
Light Mayonnaise	171	0.6	46	0.7	4	0.2	3	0.1	32	0.5	-	-	166	0.6	5	0.3	151	0.6	
Other/not sure	30	0.1	14	0.2	-	-	-	-	1	0.0	-	-	30	0.1	-	-	29	0.1	
KRAFT																			
Real Mayonnaise	160	0.5	17	0.3	12	0.6	23	0.6	51	0.8	16	0.6	150	0.5	10	0.6	140	0.6	
Miracle Whip Salad Cream	204	0.7	52	0.8	2	0.1	4	0.1	73	1.2	13	0.5	198	0.7	7	0.4	170	0.7	
Other/not sure	39	0.1	13	0.2	-	-	9	0.3	1	0.0	1	0.0	39	0.1	-	-	37	0.2	
NOLA																			
Mayonnaise Magnifique	3293	10.7	706	11.4	179	8.7	258	7.3	554	9.2	255	10.1	3209	11.1	84	4.9	2530	10.7	
Gourmet Mayonnaise	422	1.4	105	1.7	25	1.2	28	0.8	72	1.2	40	1.6	408	1.4	14	0.8	296	1.3	
Salanaise Salad Cream	1004	3.3	247	4.0	60	2.9	117	3.3	171	2.8	73	2.9	982	3.4	21	1.2	759	3.2	
Other/not sure	379	1.2	92	1.5	18	0.9	36	1.0	50	0.8	21	0.8	377	1.3	1	0.1	301	1.3	
PICK 'N PAY NO NAME																			
Mayonnaise	441	1.4	65	1.0	33	1.6	13	0.4	129	2.1	14	0.6	434	1.5	7	0.4	361	1.5	
Salad Cream	183	0.6	29	0.5	2	0.1	30	0.8	63	1.0	12	0.5	179	0.6	4	0.2	139	0.6	
Other/not sure	100	0.3	11	0.2	3	0.1	9	0.3	36	0.6	11	0.4	100	0.3	-	-	91	0.4	
SHOPRITE CHECKERS																			
Mayonnaise	966	3.2	207	3.3	77	3.7	112	3.2	200	3.3	97	3.9	935	3.2	31	1.8	786	3.3	
Salad Cream	231	0.8	49	0.8	11	0.5	41	1.2	52	0.9	26	1.0	231	0.8	-	-	168	0.7	
Other/not sure	76	0.2	38	0.6	4	0.2	3	0.1	8	0.1	2	0.1	56	0.2	19	1.1	65	0.3	
SPAR																			
Creamy Mayonnaise	538	1.8	99	1.6	61	2.9	108	3.1	72	1.2	21	0.8	538	1.9	-	-	363	1.5	
Salad Cream	265	0.9	43	0.7	24	1.2	54	1.5	35	0.6	21	0.8	248	0.9	17	1.0	226	1.0	
Other/not sure	65	0.2	10	0.2	14	0.7	16	0.5	6	0.1	4	0.2	60	0.2	5	0.3	52	0.2	
Another Brand	277	0.9	71	1.1	7	0.4	37	1.0	49	0.8	3	0.1	233	0.8	44	2.6	231	1.0	
MAYONNAISE/SALAD CREAM - Most ALL JOY																			
Double Thick	253	0.8	41	0.7	22	1.1	79	2.2	21	0.4	10	0.4	243	0.8	10	0.6	203	0.9	
Real Mayonnaise	646	2.1	81	1.3	56	2.7	80	2.3	132	2.2	53	2.1	626	2.2	20	1.1	481	2.0	
Light & Creamy	360	1.2	102	1.6	23	1.1	74	2.1	62	1.0	28	1.1	351	1.2	9	0.5	288	1.2	
Other/not sure	95	0.3	35	0.6	7	0.3	23	0.6	9	0.1	6	0.3	95	0.3	-	-	72	0.3	
CROSS & BLACKWELL																			
Mayonnaise	7377	24.1	1226	19.8	462	22.3	1105	31.3	1858	30.7	682	27.1	7191	24.9	186	10.8	5978	25.4	
Light Mayonnaise	757	2.5	134	2.2	36	1.8	83	2.4	212	3.5	76	3.0	746	2.6	11	0.7	620	2.6	
Salad Cream	743	2.4	138	2.2	64	3.1	79	2.2	171	2.8	78	3.1	736	2.5	7	0.4	580	2.5	
Other/not sure	159	0.5	30	0.5	16	0.8	7	0.2	15	0.2	32	1.3	159	0.5	-	-	131	0.6	
EPIC																			
	283	0.9	49	0.8	14	0.7	9	0.3	40	0.7	26	1.0	283	1.0	-	-	248	1.1	
FAMILY FAVORITE																			
	185	0.6	42	0.7	8	0.4	51	1.4	16	0.3	23	0.9	176	0.6	10	0.6	127	0.5	
HELLMANN'S																			
Real Mayonnaise	99	0.3	17	0.3	4	0.2	6	0.2	20	0.3	14	0.5	99	0.3	-	-	88	0.4	
Light Mayonnaise	82	0.3	16	0.3	4	0.2	-	-	18	0.3	-	-	81	0.3	1	0.1	76	0.3	
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	3	0.0	-	-	3	0.0	
...(Cont.)																			

	TOTAL		PROVINCE (CONT.)										LITERACY				HOUSEHOLD PURCHASER		
	'000	%	KWAZULU/NATAL		MPUMA-LANGA		LIMPOPO		GAUTENG		NORTH-WEST		YES		NO		'000	%	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%			
INFORMANTS POPULATION ('000)	12408	12408	2236	2236	630	630	662	662	3108	3108	744	744	12052	12052	356	356	9542	9542	
	30656	30656	6202	6202	2066	2066	3535	3535	6043	6043	2517	2517	26932	26932	1723	1723	23547	23547	
MAYONNAISE/SALAD CREAM - Most (Cont.)																			
HELLMANN'S																			
Real Mayonnaise	99	0.3	17	0.3	4	0.2	6	0.2	20	0.3	14	0.5	99	0.3	-	-	88	0.4	
Light Mayonnaise	82	0.3	16	0.3	4	0.2	-	-	18	0.3	-	-	81	0.3	1	0.1	76	0.3	
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	3	0.0	-	-	3	0.0	
KRAFT																			
Real Mayonnaise	53	0.2	5	0.1	5	0.2	4	0.1	21	0.3	8	0.3	53	0.2	-	-	46	0.2	
Miracle Whip Salad Cream	102	0.3	32	0.5	-	-	3	0.1	38	0.6	0	0.0	99	0.3	3	0.2	90	0.4	
Other/not sure	22	0.1	2	0.0	-	-	9	0.3	1	0.0	-	-	22	0.1	-	-	22	0.1	
NOLA																			
Mayonnaise Magnifique	2621	8.6	612	9.9	127	6.1	224	6.3	401	6.6	185	7.4	2540	8.8	82	4.7	2009	8.5	
Gourmet Mayonnaise	276	0.9	69	1.1	20	1.0	14	0.4	46	0.8	22	0.9	269	0.9	7	0.4	190	0.8	
Salanaise Salad Cream	697	2.3	205	3.3	36	1.7	106	3.0	87	1.4	32	1.3	679	2.3	18	1.0	529	2.2	
Other/not sure	290	0.9	75	1.2	11	0.5	25	0.7	37	0.6	17	0.7	289	1.0	1	0.1	229	1.0	
PICK 'N PAY NO NAME																			
Mayonnaise	208	0.7	41	0.7	18	0.9	13	0.4	59	1.0	8	0.3	201	0.7	7	0.4	173	0.7	
Salad Cream	63	0.2	3	0.0	2	0.1	16	0.5	22	0.4	7	0.3	59	0.2	4	0.2	37	0.2	
Other/not sure	20	0.1	1	0.0	3	0.1	-	-	10	0.2	-	-	20	0.1	-	-	12	0.1	
SHOPRITE CHECKERS																			
Mayonnaise	543	1.8	157	2.5	46	2.2	64	1.8	106	1.8	31	1.2	512	1.8	31	1.8	414	1.8	
Salad Cream	75	0.2	15	0.2	-	-	35	1.0	11	0.2	10	0.4	75	0.3	-	-	51	0.2	
Other/not sure	44	0.1	28	0.5	1	0.1	1	0.0	2	0.0	1	0.1	34	0.1	10	0.6	43	0.2	
SPAR																			
Creamy Mayonnaise	224	0.7	38	0.6	23	1.1	42	1.2	34	0.6	6	0.2	224	0.8	-	-	157	0.7	
Salad Cream	81	0.3	19	0.3	12	0.6	12	0.3	8	0.1	2	0.1	72	0.2	10	0.6	64	0.3	
Other/not sure	20	0.1	2	0.0	6	0.3	9	0.3	1	0.0	-	-	15	0.1	5	0.3	20	0.1	
Another Brand	227	0.7	69	1.1	7	0.3	28	0.8	39	0.6	2	0.1	192	0.7	35	2.1	187	0.8	
No Brand	447	1.5	72	1.2	30	1.4	50	1.4	110	1.8	58	2.3	446	1.5	1	0.0	360	1.5	
MAYONNAISE/SALAD CREAM - Consider																			
ALL JOY																			
Double Thick	630	2.1	114	1.8	43	2.1	121	3.4	95	1.6	74	2.9	602	2.1	28	1.6	499	2.1	
Real Mayonnaise	875	2.9	140	2.3	67	3.2	105	3.0	186	3.1	88	3.5	862	3.0	13	0.8	632	2.7	
Light & Creamy	696	2.3	174	2.8	60	2.9	95	2.7	134	2.2	39	1.5	680	2.4	16	0.9	552	2.3	
Other/not sure	199	0.6	39	0.6	20	1.0	24	0.7	24	0.4	10	0.4	199	0.7	-	-	151	0.6	
CROSS & BLACKWELL																			
Mayonnaise	8137	26.5	1465	23.6	513	24.8	1213	34.3	1981	32.8	705	28.0	7905	27.3	231	13.4	6548	27.8	
Light Mayonnaise	1215	4.0	225	3.6	62	3.0	112	3.2	301	5.0	98	3.9	1194	4.1	21	1.2	1015	4.3	
Salad Cream	1676	5.5	341	5.5	115	5.5	140	4.0	335	5.5	201	8.0	1632	5.6	44	2.6	1359	5.8	
Other/not sure	330	1.1	52	0.8	19	0.9	16	0.5	38	0.6	51	2.0	329	1.1	1	0.0	265	1.1	
EPIC																			
	527	1.7	64	1.0	26	1.2	21	0.6	108	1.8	55	2.2	527	1.8	-	-	440	1.9	
FAMILY FAVORITE																			
	319	1.0	68	1.1	24	1.2	60	1.7	32	0.5	39	1.5	309	1.1	10	0.6	233	1.0	
HELLMANN'S																			
Real Mayonnaise	454	1.5	72	1.2	29	1.4	51	1.4	113	1.9	25	1.0	428	1.5	26	1.5	363	1.5	
Light Mayonnaise	248	0.8	76	1.2	5	0.3	6	0.2	61	1.0	4	0.2	243	0.8	5	0.3	213	0.9	
Other/not sure	85	0.3	21	0.3	-	-	7	0.2	8	0.1	6	0.2	85	0.3	-	-	64	0.3	
KRAFT																			
Real Mayonnaise	398	1.3	72	1.2	24	1.1	40	1.1	92	1.5	27	1.1	381	1.3	17	1.0	307	1.3	
Miracle Whip Salad Cream	396	1.3	101	1.6	10	0.5	19	0.5	103	1.7	18	0.7	390	1.3	7	0.4	328	1.4	
Other/not sure	101	0.3	22	0.3	1	0.1	16	0.5	9	0.2	8	0.3	101	0.4	-	-	84	0.4	
NOLA																			
Mayonnaise Magnifique	3680	12.0	843	13.6	231	11.2	297	8.4	612	10.1	275	10.9	3577	12.4	103	6.0	2893	12.3	
Gourmet Mayonnaise	607	2.0	133	2.1	40	1.9	39	1.1	106	1.8	30	1.2	597	2.1	10	0.6	483	2.1	
Salanaise Salad Cream	1376	4.5	340	5.5	89	4.3	126	3.6	240	4.0	96	3.8	1343	4.6	33	1.9	1087	4.6	
Other/not sure	553	1.8	139	2.2	15	0.7	43	1.2	84	1.4	34	1.3	546	1.9	7	0.4	428	1.8	
PICK 'N PAY NO NAME																			
Mayonnaise	518	1.7	61	1.0	48	2.3	27	0.8	160	2.7	28	1.1	504	1.7	14	0.8	414	1.8	
Salad Cream	335	1.1	63	1.0	7	0.3	48	1.4	90	1.5	40	1.6	331	1.1	4	0.2	248	1.1	
Other/not sure	141	0.5	21	0.3	3	0.2	-	-	43	0.7	11	0.4	141	0.5	-	-	116	0.5	
SHOPRITE CHECKERS																			
Mayonnaise	1046	3.4	215	3.5	102	4.9	114	3.2	210	3.5	84	3.3	1013	3.5	33	1.9	835	3.5	
Salad Cream	397	1.3	74	1.2	20	1.0	56	1.6	76	1.3	47	1.9	397	1.4	-	-	312	1.3	
Other/not sure	129	0.4	47	0.8	6	0.3	3	0.1	22	0.4	11	0.4	101	0.4	28	1.6	113	0.5	
SPAR																			
Creamy Mayonnaise	675	2.2	134	2.2	67	3.3	102	2.9	107	1.8	32	1.3	666	2.3	9	0.5	502	2.1	
Salad Cream	398	1.3	79	1.3	32	1.5	55	1.6	37	0.6	40	1.6	379	1.3	20	1.1	296	1.3	
Other/not sure	110	0.4	18	0.3	11	0.5	28	0.8	24	0.4	4	0.2	96	0.3	14	0.8	83	0.4	
Another Brand	326	1.1	81	1.3	7	0.4	28	0.8	63	1.0	22	0.9	284	1.0	42	2.4	273	1.2	

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		AT-HOME SINGLES		STARTING OUT SINGLES		LIFE STAGE				NEW PARENTS	
	'000	%	'000	%	'000	%	MATURE SINGLES		COUPLES		'000	%
							'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	2589	2589	1064	1064	362	362	747	747	1544	1544
	30656	30656	6798	6798	2373	2373	969	969	1594	1594	3870	3870
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>												
Ever	17059	55.6	3721	54.7	1223	51.6	447	46.2	979	61.4	2229	57.6
Light (1)	6266	20.4	1425	21.0	350	14.8	189	19.5	333	20.9	736	19.0
Medium (2:3)	7145	23.3	1560	22.9	481	20.3	138	14.2	436	27.3	1023	26.4
Heavy (4+)	3648	11.9	736	10.8	393	16.5	121	12.5	210	13.2	470	12.2
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>												
<u>ALL JOY</u>												
Double Thick	432	1.4	128	1.9	33	1.4	5	0.5	12	0.7	36	0.9
Real Mayonnaise	845	2.8	280	4.1	85	3.6	11	1.2	32	2.0	117	3.0
Light & Creamy	570	1.9	138	2.0	60	2.5	7	0.8	23	1.5	94	2.4
Other/not sure	128	0.4	37	0.5	18	0.8	1	0.1	3	0.2	13	0.3
<u>CROSS & BLACKWELL</u>												
Mayonnaise	8275	27.0	1687	24.8	593	25.0	241	24.9	513	32.2	1146	29.6
Light Mayonnaise	910	3.0	114	1.7	56	2.4	22	2.2	47	2.9	150	3.9
Salad Cream	1102	3.6	231	3.4	83	3.5	31	3.2	61	3.8	137	3.5
Other/not sure	231	0.8	44	0.6	25	1.1	6	0.6	9	0.6	18	0.5
<u>EPIC</u>												
	365	1.2	56	0.8	31	1.3	4	0.4	25	1.5	62	1.6
<u>FAMILY FAVORITE</u>												
	308	1.0	117	1.7	21	0.9	16	1.6	12	0.7	30	0.8
<u>HELLMANN'S</u>												
Real Mayonnaise	251	0.8	43	0.6	10	0.4	13	1.4	16	1.0	21	0.5
Light Mayonnaise	171	0.6	41	0.6	9	0.4	11	1.1	16	1.0	29	0.7
Other/not sure	30	0.1	5	0.1	-	-	-	-	-	-	4	0.1
<u>KRAFT</u>												
Real Mayonnaise	160	0.5	24	0.4	6	0.3	3	0.4	5	0.3	23	0.6
Miracle Whip Salad Cream	204	0.7	46	0.7	4	0.2	1	0.1	17	1.1	24	0.6
Other/not sure	39	0.1	6	0.1	-	-	-	-	12	0.7	-	-
<u>NOLA</u>												
Mayonnaise Magnifique	3293	10.7	766	11.3	283	11.9	52	5.3	206	12.9	393	10.2
Gourmet Mayonnaise	422	1.4	115	1.7	14	0.6	12	1.3	31	2.0	57	1.5
Salanaise Salad Cream	1004	3.3	252	3.7	28	1.2	16	1.6	39	2.4	120	3.1
Other/not sure	379	1.2	58	0.9	37	1.6	13	1.3	22	1.4	63	1.6
<u>PICK 'N PAY NO NAME</u>												
Mayonnaise	441	1.4	94	1.4	24	1.0	36	3.7	28	1.8	43	1.1
Salad Cream	183	0.6	22	0.3	5	0.2	34	3.5	3	0.2	6	0.2
Other/not sure	100	0.3	17	0.2	2	0.1	19	2.0	7	0.5	3	0.1
<u>SHOPRITE CHECKERS</u>												
Mayonnaise	966	3.2	221	3.2	54	2.3	17	1.7	22	1.4	110	2.8
Salad Cream	231	0.8	83	1.2	2	0.1	6	0.6	15	0.9	22	0.6
Other/not sure	76	0.2	6	0.1	5	0.2	-	-	-	-	4	0.1
<u>SPAR</u>												
Creamy Mayonnaise	538	1.8	161	2.4	55	2.3	19	2.0	39	2.5	71	1.8
Salad Cream	265	0.9	80	1.2	18	0.8	5	0.5	14	0.9	30	0.8
Other/not sure	65	0.2	20	0.3	2	0.1	-	-	-	-	12	0.3
Another Brand	277	0.9	24	0.4	33	1.4	9	0.9	14	0.9	37	0.9
<u>MAYONNAISE/SALAD CREAM - Most</u>												
<u>ALL JOY</u>												
Double Thick	253	0.8	86	1.3	4	0.2	1	0.1	3	0.2	18	0.5
Real Mayonnaise	646	2.1	227	3.3	46	1.9	5	0.5	30	1.9	91	2.4
Light & Creamy	360	1.2	75	1.1	46	1.9	-	-	21	1.3	49	1.3
Other/not sure	95	0.3	24	0.3	14	0.6	1	0.1	1	0.1	12	0.3
<u>CROSS & BLACKWELL</u>												
Mayonnaise	7377	24.1	1534	22.6	520	21.9	229	23.6	445	27.9	1010	26.1
Light Mayonnaise	757	2.5	98	1.4	49	2.0	15	1.5	42	2.7	127	3.3
Salad Cream	743	2.4	146	2.2	44	1.9	29	3.0	43	2.7	109	2.8
Other/not sure	159	0.5	37	0.5	12	0.5	3	0.3	4	0.2	4	0.1
<u>EPIC</u>												
	283	0.9	46	0.7	24	1.0	4	0.4	21	1.3	40	1.0
<u>FAMILY FAVORITE</u>												
	185	0.6	63	0.9	20	0.8	2	0.2	11	0.7	18	0.5
<u>HELLMANN'S</u>												
Real Mayonnaise	99	0.3	19	0.3	8	0.3	1	0.1	4	0.3	5	0.1
Light Mayonnaise	82	0.3	17	0.3	7	0.3	5	0.5	12	0.7	8	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	3	0.1
...(Cont.)												

INFORMANTS POPULATION ('000)	TOTAL		AT-HOME SINGLES		STARTING OUT SINGLES		LIFE STAGE				NEW PARENTS	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
	12408	12408	2589	2589	1064	1064	362	362	747	747	1544	1544
	30656	30656	6798	6798	2373	2373	969	969	1594	1594	3870	3870
<u>MAYONNAISE/SALAD</u>												
<u>CREAM - Most (Cont.)</u>												
<u>HELLMANN'S</u>												
Real Mayonnaise	99	0.3	19	0.3	8	0.3	1	0.1	4	0.3	5	0.1
Light Mayonnaise	82	0.3	17	0.3	7	0.3	5	0.5	12	0.7	8	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	3	0.1
<u>KRAFT</u>												
Real Mayonnaise	53	0.2	13	0.2	1	0.0	-	-	4	0.3	7	0.2
Miracle Whip Salad Cream	102	0.3	16	0.2	3	0.1	-	-	6	0.4	11	0.3
Other/not sure	22	0.1	-	-	-	-	-	-	12	0.7	-	-
<u>NOLA</u>												
Mayonnaise Magnifique	2621	8.6	617	9.1	218	9.2	39	4.0	159	10.0	329	8.5
Gourmet Mayonnaise	276	0.9	73	1.1	14	0.6	10	1.0	24	1.5	45	1.2
Salanaise Salad Cream	697	2.3	171	2.5	20	0.8	14	1.5	20	1.2	78	2.0
Other/not sure	290	0.9	43	0.6	21	0.9	11	1.1	13	0.8	54	1.4
<u>PICK 'N PAY NO NAME</u>												
Mayonnaise	208	0.7	39	0.6	10	0.4	25	2.6	21	1.3	28	0.7
Salad Cream	63	0.2	4	0.1	3	0.1	7	0.8	-	-	1	0.0
Other/not sure	20	0.1	9	0.1	-	-	-	-	3	0.2	1	0.0
<u>SHOPRITE CHECKERS</u>												
Mayonnaise	543	1.8	139	2.0	36	1.5	13	1.3	19	1.2	37	1.0
Salad Cream	75	0.2	35	0.5	-	-	-	-	-	-	4	0.1
Other/not sure	44	0.1	-	-	-	-	-	-	-	-	-	-
<u>SPAR</u>												
Creamy Mayonnaise	224	0.7	53	0.8	31	1.3	12	1.3	15	0.9	29	0.8
Salad Cream	81	0.3	16	0.2	7	0.3	1	0.1	6	0.4	11	0.3
Other/not sure	20	0.1	10	0.1	-	-	-	-	-	-	2	0.0
Another Brand	227	0.7	20	0.3	28	1.2	9	0.9	8	0.5	33	0.9
No Brand	447	1.5	91	1.3	36	1.5	12	1.2	31	1.9	63	1.6
<u>MAYONNAISE/SALAD</u>												
<u>CREAM - Consider</u>												
<u>ALL JOY</u>												
Double Thick	630	2.1	198	2.9	42	1.8	7	0.7	29	1.8	43	1.1
Real Mayonnaise	875	2.9	299	4.4	66	2.8	13	1.4	35	2.2	125	3.2
Light & Creamy	696	2.3	181	2.7	81	3.4	6	0.6	29	1.8	81	2.1
Other/not sure	199	0.6	76	1.1	16	0.7	1	0.1	8	0.5	15	0.4
<u>CROSS & BLACKWELL</u>												
Mayonnaise	8137	26.5	1638	24.1	609	25.7	249	25.7	503	31.6	1119	28.9
Light Mayonnaise	1215	4.0	196	2.9	76	3.2	30	3.1	91	5.7	199	5.2
Salad Cream	1676	5.5	357	5.3	113	4.8	50	5.1	74	4.7	202	5.2
Other/not sure	330	1.1	88	1.3	15	0.6	10	1.0	9	0.6	36	0.9
<u>EPIC</u>												
	527	1.7	123	1.8	54	2.3	9	0.9	33	2.1	65	1.7
<u>FAMILY FAVORITE</u>												
	319	1.0	107	1.6	33	1.4	18	1.9	11	0.7	26	0.7
<u>HELLMANN'S</u>												
Real Mayonnaise	454	1.5	105	1.6	41	1.7	12	1.3	17	1.0	51	1.3
Light Mayonnaise	248	0.8	63	0.9	24	1.0	13	1.3	8	0.5	40	1.0
Other/not sure	85	0.3	29	0.4	4	0.1	2	0.2	1	0.1	4	0.1
<u>KRAFT</u>												
Real Mayonnaise	398	1.3	106	1.6	34	1.4	7	0.7	17	1.1	58	1.5
Miracle Whip Salad Cream	396	1.3	68	1.0	24	1.0	10	1.1	34	2.1	56	1.4
Other/not sure	101	0.3	29	0.4	4	0.2	1	0.1	12	0.8	2	0.0
<u>NOLA</u>												
Mayonnaise Magnifique	3680	12.0	836	12.3	315	13.3	58	6.0	220	13.8	422	10.9
Gourmet Mayonnaise	607	2.0	152	2.2	43	1.8	12	1.2	40	2.5	105	2.7
Salanaise Salad Cream	1376	4.5	342	5.0	73	3.1	20	2.0	62	3.9	135	3.5
Other/not sure	553	1.8	123	1.8	57	2.4	11	1.1	35	2.2	92	2.4
<u>PICK 'N PAY NO NAME</u>												
Mayonnaise	518	1.7	125	1.8	32	1.3	28	2.9	44	2.8	56	1.4
Salad Cream	335	1.1	69	1.0	30	1.3	35	3.6	7	0.4	9	0.2
Other/not sure	141	0.5	41	0.6	14	0.6	19	2.0	5	0.3	3	0.1
<u>SHOPRITE CHECKERS</u>												
Mayonnaise	1046	3.4	249	3.7	68	2.9	16	1.7	30	1.9	113	2.9
Salad Cream	397	1.3	129	1.9	30	1.3	8	0.8	11	0.7	46	1.2
Other/not sure	129	0.4	31	0.5	5	0.2	-	-	0	0.0	1	0.0
<u>SPAR</u>												
Creamy Mayonnaise	675	2.2	205	3.0	50	2.1	22	2.3	45	2.8	85	2.2
Salad Cream	368	1.3	146	2.2	28	1.2	5	0.5	11	0.7	39	1.0
Other/not sure	110	0.4	51	0.7	8	0.3	-	-	1	0.1	7	0.2
Another Brand	326	1.1	34	0.5	34	1.5	9	0.9	12	0.7	45	1.2

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		LIFE STAGE (CONT.)							
			MATURE PARENTS		SINGLE PARENTS		GOLDEN NESTS		LEFT ALONES	
	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	2025	2025	1783	1783	1419	1419	875	875
	30656	30656	5486	5486	5881	5881	2050	2050	1634	1634
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>										
Ever	17059	55.6	3215	58.6	3402	57.9	1084	52.9	757	46.3
Light (1)	6266	20.4	1128	20.6	1409	24.0	391	19.1	305	18.7
Medium (2:3)	7145	23.3	1378	25.1	1327	22.6	506	24.7	297	18.2
Heavy (4+)	3648	11.9	709	12.9	666	11.3	187	9.1	155	9.5
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>										
<u>ALL JOY</u>										
Double Thick	432	1.4	70	1.3	119	2.0	23	1.1	6	0.4
Real Mayonnaise	845	2.8	108	2.0	155	2.6	36	1.8	20	1.2
Light & Creamy	570	1.9	87	1.6	101	1.7	34	1.6	26	1.6
Other/not sure	128	0.4	21	0.4	29	0.5	5	0.2	1	0.0
<u>CROSS & BLACKWELL</u>										
Mayonnaise	8275	27.0	1541	28.1	1724	29.3	457	22.3	371	22.7
Light Mayonnaise	910	3.0	241	4.4	142	2.4	95	4.6	43	2.6
Salad Cream	1102	3.6	223	4.1	220	3.7	76	3.7	40	2.5
Other/not sure	231	0.8	38	0.7	59	1.0	25	1.2	7	0.4
<u>EPIC</u>										
	365	1.2	90	1.6	32	0.5	31	1.5	35	2.1
<u>FAMILY FAVORITE</u>										
	308	1.0	42	0.8	53	0.9	9	0.5	9	0.5
<u>HELLMANN'S</u>										
Real Mayonnaise	251	0.8	58	1.1	58	1.0	19	0.9	13	0.8
Light Mayonnaise	171	0.6	18	0.3	34	0.6	9	0.4	4	0.2
Other/not sure	30	0.1	3	0.1	18	0.3	1	0.1	-	-
<u>KRAFT</u>										
Real Mayonnaise	160	0.5	18	0.3	46	0.8	26	1.3	7	0.5
Miracle Whip Salad Cream	204	0.7	55	1.0	27	0.5	20	1.0	10	0.6
Other/not sure	39	0.1	10	0.2	10	0.2	1	0.1	-	-
<u>NOLA</u>										
Mayonnaise Magnifique	3293	10.7	657	12.0	645	11.0	163	7.9	128	7.8
Gourmet Mayonnaise	422	1.4	56	1.0	75	1.3	47	2.3	14	0.9
Salanaise Salad Cream	1004	3.3	194	3.5	275	4.7	43	2.1	37	2.3
Other/not sure	379	1.2	70	1.3	66	1.1	34	1.7	14	0.9
<u>PICK 'N PAY NO NAME</u>										
Mayonnaise	441	1.4	96	1.7	73	1.2	30	1.5	15	0.9
Salad Cream	183	0.6	37	0.7	64	1.1	3	0.2	9	0.5
Other/not sure	100	0.3	19	0.4	30	0.5	2	0.1	1	0.0
<u>SHOPRITE CHECKERS</u>										
Mayonnaise	966	3.2	234	4.3	239	4.1	30	1.4	41	2.5
Salad Cream	231	0.8	30	0.6	65	1.1	5	0.2	3	0.2
Other/not sure	76	0.2	28	0.5	18	0.3	3	0.1	13	0.8
<u>SPAR</u>										
Creamy Mayonnaise	538	1.8	77	1.4	79	1.4	20	1.0	17	1.0
Salad Cream	265	0.9	49	0.9	48	0.8	14	0.7	8	0.5
Other/not sure	65	0.2	2	0.0	22	0.4	7	0.3	1	0.1
Another Brand	277	0.9	57	1.0	46	0.8	28	1.4	31	1.9
<u>MAYONNAISE/SALAD CREAM - Most</u>										
<u>ALL JOY</u>										
Double Thick	253	0.8	49	0.9	79	1.3	12	0.6	2	0.1
Real Mayonnaise	646	2.1	88	1.6	108	1.8	31	1.5	19	1.2
Light & Creamy	360	1.2	51	0.9	79	1.3	19	0.9	19	1.2
Other/not sure	95	0.3	16	0.3	23	0.4	3	0.2	1	0.0
<u>CROSS & BLACKWELL</u>										
Mayonnaise	7377	24.1	1353	24.7	1544	26.3	405	19.8	337	20.6
Light Mayonnaise	757	2.5	176	3.2	119	2.0	89	4.4	43	2.6
Salad Cream	743	2.4	168	3.1	115	2.0	62	3.0	26	1.6
Other/not sure	159	0.5	24	0.4	44	0.7	24	1.2	7	0.4
<u>EPIC</u>										
	283	0.9	64	1.2	28	0.5	28	1.4	27	1.6
<u>FAMILY FAVORITE</u>										
	185	0.6	20	0.4	42	0.7	8	0.4	2	0.1
<u>HELLMANN'S</u>										
Real Mayonnaise	99	0.3	21	0.4	15	0.3	13	0.6	13	0.8
Light Mayonnaise	82	0.3	8	0.1	16	0.3	8	0.4	2	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-
...(Cont.)										

INFORMANTS POPULATION ('000)	TOTAL		LIFE STAGE (CONT.)							
	'000	%	MATURE PARENTS		SINGLE PARENTS		GOLDEN NESTS		LEFT ALONES	
			'000	%	'000	%	'000	%	'000	%
	12408	12408	2025	2025	1783	1783	1419	1419	875	875
	30656	30656	5486	5486	5881	5881	2050	2050	1634	1634
MAYONNAISE/SALAD										
CREAM - Most (Cont.)										
HELLMANN'S										
Real Mayonnaise	99	0.3	21	0.4	15	0.3	13	0.6	13	0.8
Light Mayonnaise	82	0.3	8	0.1	16	0.3	8	0.4	2	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-
KRAFT										
Real Mayonnaise	53	0.2	4	0.1	2	0.0	13	0.6	7	0.5
Miracle Whip Salad Cream	102	0.3	33	0.6	10	0.2	16	0.8	6	0.4
Other/not sure	22	0.1	10	0.2	-	-	1	0.0	-	-
NOLA										
Mayonnaise Magnifique	2621	8.6	527	9.6	491	8.3	142	6.9	99	6.1
Gourmet Mayonnaise	276	0.9	31	0.6	44	0.7	29	1.4	6	0.4
Salanaise Salad Cream	697	2.3	125	2.3	217	3.7	29	1.4	23	1.4
Other/not sure	290	0.9	59	1.1	49	0.8	27	1.3	12	0.8
PICK 'N PAY NO NAME										
Mayonnaise	208	0.7	31	0.6	30	0.5	15	0.7	9	0.5
Salad Cream	63	0.2	17	0.3	24	0.4	-	-	7	0.4
Other/not sure	20	0.1	2	0.0	4	0.1	-	-	1	0.0
SHOPRITE CHECKERS										
Mayonnaise	543	1.8	111	2.0	135	2.3	23	1.1	30	1.8
Salad Cream	75	0.2	14	0.2	16	0.3	4	0.2	2	0.1
Other/not sure	44	0.1	26	0.5	13	0.2	2	0.1	3	0.2
SPAR										
Creamy Mayonnaise	224	0.7	42	0.8	27	0.5	9	0.4	6	0.4
Salad Cream	81	0.3	10	0.2	13	0.2	11	0.6	7	0.4
Other/not sure	20	0.1	-	-	3	0.1	6	0.3	-	-
Another Brand	227	0.7	43	0.8	34	0.6	27	1.3	24	1.5
No Brand	447	1.5	93	1.7	78	1.3	27	1.3	17	1.0
MAYONNAISE/SALAD										
CREAM - Consider										
ALL JOY										
Double Thick	630	2.1	142	2.6	136	2.3	25	1.2	7	0.4
Real Mayonnaise	875	2.9	121	2.2	168	2.9	25	1.2	23	1.4
Light & Creamy	696	2.3	106	1.9	146	2.5	32	1.6	33	2.0
Other/not sure	199	0.6	15	0.3	56	1.0	6	0.3	5	0.3
CROSS & BLACKWELL										
Mayonnaise	8137	26.5	1492	27.2	1674	28.5	466	22.7	388	23.7
Light Mayonnaise	1215	4.0	280	5.1	175	3.0	113	5.5	54	3.3
Salad Cream	1676	5.5	367	6.7	336	5.7	108	5.3	68	4.2
Other/not sure	330	1.1	70	1.3	65	1.1	28	1.4	7	0.5
EPIC										
	527	1.7	112	2.0	55	0.9	37	1.8	39	2.4
FAMILY FAVORITE										
	319	1.0	42	0.8	61	1.0	12	0.6	9	0.6
HELLMANN'S										
Real Mayonnaise	454	1.5	84	1.5	99	1.7	26	1.2	19	1.2
Light Mayonnaise	248	0.8	34	0.6	42	0.7	15	0.7	9	0.6
Other/not sure	85	0.3	11	0.2	31	0.5	3	0.2	-	-
KRAFT										
Real Mayonnaise	398	1.3	54	1.0	70	1.2	29	1.4	23	1.4
Miracle Whip Salad Cream	396	1.3	68	1.2	81	1.4	35	1.7	20	1.2
Other/not sure	101	0.3	20	0.4	32	0.5	2	0.1	-	-
NOLA										
Mayonnaise Magnifique	3680	12.0	676	12.3	800	13.6	197	9.6	156	9.6
Gourmet Mayonnaise	607	2.0	74	1.4	123	2.1	36	1.7	22	1.3
Salanaise Salad Cream	1376	4.5	287	5.2	341	5.8	61	3.0	56	3.4
Other/not sure	553	1.8	92	1.7	92	1.6	38	1.8	14	0.8
PICK 'N PAY NO NAME										
Mayonnaise	518	1.7	84	1.5	86	1.5	28	1.4	36	2.2
Salad Cream	335	1.1	63	1.2	99	1.7	9	0.4	14	0.8
Other/not sure	141	0.5	28	0.5	28	0.5	1	0.1	1	0.1
SHOPRITE CHECKERS										
Mayonnaise	1046	3.4	218	4.0	265	4.5	30	1.5	56	3.4
Salad Cream	397	1.3	77	1.4	82	1.4	5	0.2	9	0.5
Other/not sure	129	0.4	37	0.7	37	0.6	3	0.1	15	0.9
SPAR										
Creamy Mayonnaise	675	2.2	104	1.9	114	1.9	30	1.5	19	1.2
Salad Cream	398	1.3	66	1.2	75	1.3	16	0.8	11	0.7
Other/not sure	110	0.4	13	0.2	20	0.3	9	0.4	1	0.1
Another Brand	326	1.1	60	1.1	65	1.1	36	1.7	32	1.9

INFORMANTS POPULATION ('000)	TOTAL		CAPE TOWN		CAPE TOWN FRINGE AREA		P.E./ UITENHAGE		EAST LONDON		BLOEM- FONTEIN		WELKOM		DURBAN		PIETER- MARITZBURG	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
	12408	12408	980	980	280	280	636	636	372	372	336	336	82	82	1148	1148	312	312
	30656	30656	1956	1956	286	286	834	834	386	386	286	286	182	182	1841	1841	331	331
MAYONNAISE/SALAD																		
CREAM - Past 7 days																		
Ever	17059	55.6	1174	60.0	185	64.6	471	56.5	208	53.9	183	64.1	119	65.5s	1094	59.4	207	62.7
Light (1)	6266	20.4	312	16.0	47	16.5	184	22.0	76	19.7	55	19.3	35	19.2s	297	16.1	58	17.6
Medium (2:3)	7145	23.3	474	24.2	85	29.5	215	25.8	94	24.3	78	27.3	62	34.1s	511	27.8	89	26.8
Heavy (4+)	3648	11.9	388	19.8	53	18.6	72	8.7	38	9.9	50	17.5	22	12.1s	286	15.5	61	18.3
MAYONNAISE/SALAD																		
CREAM - Past 7 days																		
ALL JOY																		
Double Thick	432	1.4	24	1.2	2	0.8	4	0.5	1	0.2	8	2.9	1	0.7s	25	1.4	4	1.2
Real Mayonnaise	845	2.8	36	1.8	11	3.8	15	1.7	8	2.1	14	5.0	2	1.2s	27	1.4	13	3.8
Light & Creamy	570	1.9	26	1.3	8	2.7	10	1.2	4	1.1	2	0.7	2	1.4s	25	1.4	7	2.1
Other/not sure	128	0.4	4	0.2	1	0.3	2	0.3	-	-	-	-	-	-s	2	0.1	3	0.9
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	441	22.5	62	21.7	179	21.4	91	23.5	96	33.6	61	33.4s	458	24.9	90	27.2
Light Mayonnaise	910	3.0	51	2.6	7	2.5	26	3.2	9	2.5	9	3.2	11	6.0s	75	4.1	11	3.3
Salad Cream	1102	3.6	47	2.4	4	1.4	33	3.9	13	3.5	12	4.4	5	3.0s	65	3.5	17	5.3
Other/not sure	231	0.8	25	1.3	1	0.4	10	1.2	1	0.2	1	0.3	2	1.2s	14	0.8	1	0.4
EPIC																		
	365	1.2	18	0.9	4	1.2	42	5.0	9	2.3	6	2.0	3	1.9s	26	1.4	2	0.5
FAMILY FAVORITE																		
	308	1.0	13	0.6	-	-	4	0.4	-	-	4	1.3	-	-s	1	0.0	1	0.4
HELLMANN'S																		
Real Mayonnaise	251	0.8	16	0.8	-	-	5	0.6	1	0.2	2	0.9	-	-s	15	0.8	2	0.5
Light Mayonnaise	171	0.6	19	1.0	1	0.3	2	0.2	1	0.2	2	0.5	-	-s	12	0.6	1	0.4
Other/not sure	30	0.1	3	0.2	-	-	-	-	-	-	-	-	-	-s	3	0.2	-	-
KRAFT																		
Real Mayonnaise	160	0.5	9	0.5	1	0.3	3	0.3	-	-	-	-	-	-s	11	0.6	2	0.5
Miracle Whip Salad	204	0.7	15	0.8	3	1.0	4	0.5	1	0.3	2	0.8	3	1.9s	35	1.9	3	0.9
Cream																		
Other/not sure	39	0.1	1	0.1	-	-	-	-	1	0.2	-	-	-	-s	3	0.2	-	-
NOLA																		
Mayonnaise Magnifique	3293	10.7	475	24.3	68	23.6	143	17.1	51	13.3	31	11.0	46	25.2s	286	15.5	48	14.6
Gourmet Mayonnaise	422	1.4	33	1.7	4	1.6	10	1.2	5	1.4	6	2.1	-	-s	23	1.2	3	1.0
Salanaise Salad Cream	1004	3.3	49	2.5	7	2.6	28	3.3	20	5.2	10	3.6	4	2.4s	89	4.8	17	5.3
Other/not sure	379	1.2	67	3.4	6	2.3	15	1.9	1	0.3	4	1.5	2	1.2s	30	1.6	13	3.8
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	34	1.7	8	2.8	17	2.0	9	2.3	6	2.2	7	3.8s	16	0.9	7	2.1
Salad Cream	183	0.6	10	0.5	3	1.0	4	0.5	1	0.3	2	0.7	2	1.2s	13	0.7	-	-
Other/not sure	100	0.3	7	0.3	1	0.3	-	-	1	0.2	2	0.7	-	-s	1	0.0	-	-
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	33	1.7	16	5.6	20	2.4	13	3.4	12	4.1	9	5.0s	62	3.4	2	0.5
Salad Cream	231	0.8	8	0.4	0	0.0	8	0.9	-	-	4	1.4	2	1.2s	11	0.6	2	0.5
Other/not sure	76	0.2	-	-	1	0.5	5	0.6	-	-	-	-	-	-s	0	0.0	-	-
SPAR																		
Creamy Mayonnaise	538	1.8	12	0.6	-	-	2	0.3	5	1.3	3	1.0	-	-s	16	0.9	5	1.6
Salad Cream	265	0.9	-	-	3	1.2	6	0.8	3	0.7	4	1.4	-	-s	9	0.5	3	0.9
Other/not sure	65	0.2	-	-	-	-	-	-	-	-	-	-	1	0.6s	-	-	-	-
Another Brand	277	0.9	15	0.7	2	0.8	7	0.9	3	0.8	6	2.0	-	-s	37	2.0	4	1.2
MAYONNAISE/SALAD																		
CREAM - Most																		
ALL JOY																		
Double Thick	253	0.8	11	0.6	2	0.8	4	0.5	1	0.2	5	1.6	1	0.7s	17	0.9	2	0.6
Real Mayonnaise	646	2.1	33	1.7	9	3.1	10	1.2	8	2.1	6	2.2	-	-s	14	0.8	6	1.9
Light & Creamy	360	1.2	15	0.8	5	1.8	7	0.9	3	0.8	2	0.5	0	0.1s	14	0.8	4	1.2
Other/not sure	95	0.3	3	0.1	1	0.3	1	0.1	-	-	-	-	-	-s	2	0.1	2	0.7
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	355	18.2	59	20.7	161	19.3	81	21.0	86	30.0	56	30.9s	405	22.0	86	25.9
Light Mayonnaise	757	2.5	44	2.2	5	1.7	22	2.6	8	2.0	8	2.9	3	1.9s	62	3.4	9	2.6
Salad Cream	743	2.4	29	1.5	3	1.0	25	3.0	11	2.9	9	3.1	1	0.6s	33	1.8	8	2.5
Other/not sure	159	0.5	15	0.8	1	0.3	5	0.6	1	0.2	1	0.3	-	-s	9	0.5	1	0.4
EPIC																		
	283	0.9	12	0.6	3	0.9	33	4.0	5	1.4	5	1.9	3	1.9s	20	1.1	1	0.4
FAMILY FAVORITE																		
	185	0.6	-	-	-	-	4	0.4	-	-	-	-	-	-s	1	0.0	-	-
HELLMANN'S																		
Real Mayonnaise	99	0.3	8	0.4	-	-	2	0.3	-	-	2	0.9	-	-s	10	0.6	-	-
Light Mayonnaise	82	0.3	6	0.3	-	-	2	0.2	-	-	0	0.2	-	-s	7	0.4	-	-
Other/not sure	3	0.0	3	0.2	-	-	-	-	-	-	-	-	-	-s	-	-	-	-
...(Cont.)																		

	TOTAL		METROPOLITAN AREAS															
	'000	%	CAPE TOWN		CAPE TOWN FRINGE AREA		P.E./UITENHAGE		EAST LONDON		BLOEM-FONTEIN		WELKOM		DURBAN		PIETER-MARITZBURG	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	980	980	280	280	636	636	372	372	336	336	82	82	1148	1148	312	312
	30656	30656	1956	1956	286	286	834	834	386	386	286	286	182	182	1841	1841	331	331
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	8	0.4	-	-	2	0.3	-	-	2	0.9	-	-s	10	0.6	-	-
Light Mayonnaise	82	0.3	6	0.3	-	-	2	0.2	-	-	0	0.2	-	-s	7	0.4	-	-
Other/not sure	3	0.0	3	0.2	-	-	-	-	-	-	-	-	-	-s	-	-	-	-
KRAFT																		
Real Mayonnaise	53	0.2	3	0.1	1	0.3	2	0.2	-	-	-	-	-	-s	2	0.1	1	0.3
Miracle Whip Salad Cream	102	0.3	6	0.3	3	1.0	2	0.3	1	0.2	2	0.6	3	1.9s	25	1.4	2	0.7
Other/not sure	22	0.1	-	-	-	-	-	-	1	0.2	-	-	-	-s	2	0.1	-	-
NOLA																		
Mayonnaise Magnifique	2621	8.6	407	20.8	58	20.3	114	13.7	39	10.1	22	7.7	39	21.3s	247	13.4	37	11.3
Gourmet Mayonnaise	276	0.9	28	1.5	4	1.3	9	1.1	4	1.1	4	1.3	-	-s	14	0.8	3	0.9
Salanaise Salad Cream	697	2.3	40	2.1	6	2.0	17	2.0	19	4.8	4	1.5	3	1.8s	65	3.5	15	4.7
Other/not sure	290	0.9	58	3.0	5	1.6	12	1.5	1	0.3	0	0.2	2	1.2s	17	0.9	11	3.4
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	15	0.8	3	1.0	6	0.7	7	1.8	5	1.7	0	0.2s	13	0.7	5	1.4
Salad Cream	63	0.2	2	0.1	2	0.8	2	0.2	-	-	-	-	-	-s	3	0.2	-	-
Other/not sure	20	0.1	1	0.1	-	-	-	-	1	0.2	-	-	-	-s	1	0.0	-	-
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	25	1.3	11	4.0	9	1.1	8	2.0	7	2.3	-	-s	43	2.3	1	0.4
Salad Cream	75	0.2	2	0.1	-	-	3	0.3	-	-	0	0.2	-	-s	1	0.1	2	0.5
Other/not sure	44	0.1	-	-	1	0.5	1	0.1	-	-	-	-	-	-s	0	0.0	-	-
SPAR																		
Creamy Mayonnaise	224	0.7	4	0.2	-	-	1	0.1	3	0.8	2	0.6	-	-s	5	0.3	2	0.5
Salad Cream	81	0.3	-	-	-	-	1	0.1	2	0.5	-	-	-	-s	2	0.1	1	0.4
Other/not sure	20	0.1	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-
Another Brand	227	0.7	15	0.7	2	0.8	2	0.2	3	0.8	5	1.8	-	-s	36	2.0	3	0.8
No Brand	447	1.5	35	1.8	1	0.5	15	1.8	2	0.4	8	2.6	5	3.0s	22	1.2	4	1.2
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	42	2.1	3	0.9	12	1.5	4	1.0	14	4.8	4	1.9s	34	1.8	4	1.4
Real Mayonnaise	875	2.9	43	2.2	9	3.0	20	2.5	7	1.8	15	5.1	-	-s	39	2.1	14	4.3
Light & Creamy	696	2.3	24	1.2	8	2.9	17	2.1	4	1.0	3	1.0	-	-s	29	1.6	8	2.4
Other/not sure	199	0.6	9	0.5	1	0.3	3	0.4	1	0.3	-	-	-	-s	8	0.4	1	0.4
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	561	28.7	68	23.6	191	22.9	87	22.7	84	29.3	56	30.5s	469	25.5	102	30.7
Light Mayonnaise	1215	4.0	107	5.5	9	3.0	44	5.3	16	4.1	12	4.1	8	4.4s	90	4.9	12	3.5
Salad Cream	1676	5.5	72	3.7	9	3.2	45	5.4	21	5.5	25	8.7	8	4.5s	78	4.2	18	5.5
Other/not sure	330	1.1	41	2.1	1	0.4	13	1.6	1	0.2	1	0.3	-	-s	18	1.0	4	1.1
EPIC																		
Mayonnaise	527	1.7	55	2.8	3	1.1	41	4.9	15	3.9	4	1.4	6	3.1s	32	1.8	3	1.0
FAMILY FAVORITE																		
Mayonnaise	319	1.0	10	0.5	-	-	11	1.3	1	0.2	5	1.6	-	-s	1	0.0	1	0.4
HELLMANN'S																		
Real Mayonnaise	454	1.5	38	1.9	3	1.2	16	1.9	5	1.3	5	1.9	-	-s	37	2.0	6	1.7
Light Mayonnaise	248	0.8	23	1.2	2	0.7	7	0.8	2	0.5	1	0.3	-	-s	28	1.5	2	0.5
Other/not sure	85	0.3	9	0.5	-	-	4	0.5	0	0.1	1	0.2	-	-s	8	0.5	2	0.5
KRAFT																		
Real Mayonnaise	398	1.3	56	2.8	4	1.3	15	1.7	1	0.2	3	1.1	3	1.9s	29	1.6	6	1.8
Miracle Whip Salad Cream	396	1.3	33	1.7	5	1.8	11	1.3	3	0.8	4	1.3	3	1.9s	59	3.2	5	1.5
Other/not sure	101	0.3	8	0.4	-	-	3	0.3	1	0.4	1	0.2	-	-s	3	0.2	-	-
NOLA																		
Mayonnaise Magnifique	3680	12.0	546	27.9	56	19.5	158	19.0	43	11.0	34	11.9	36	19.7s	339	18.4	48	14.6
Gourmet Mayonnaise	607	2.0	53	2.7	6	2.1	20	2.4	9	2.3	5	1.6	5	2.7s	34	1.8	9	2.6
Salanaise Salad Cream	1376	4.5	89	4.6	17	6.0	50	6.0	28	7.2	12	4.1	4	2.1s	92	5.0	23	6.9
Other/not sure	553	1.8	78	4.0	11	3.7	29	3.5	2	0.5	2	0.6	2	1.2s	32	1.7	11	3.4
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	55	2.8	5	1.9	18	2.1	9	2.4	8	2.7	1	0.8s	24	1.3	10	3.0
Salad Cream	335	1.1	6	0.3	2	0.8	9	1.1	2	0.6	2	0.5	2	1.2s	18	1.0	-	-
Other/not sure	141	0.5	2	0.1	2	0.5	4	0.5	1	0.2	0	0.1	-	-s	1	0.1	-	-
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	49	2.5	10	3.5	31	3.7	10	2.5	12	4.1	5	2.7s	67	3.6	4	1.1
Salad Cream	397	1.3	26	1.3	0	0.0	14	1.7	7	1.8	7	2.3	-	-s	16	0.9	3	1.0
Other/not sure	129	0.4	-	-	2	0.7	4	0.4	0	0.1	1	0.2	-	-s	1	0.1	-	-
SPAR																		
Creamy Mayonnaise	675	2.2	28	1.4	3	1.0	20	2.4	6	1.7	2	0.7	-	-s	24	1.3	9	2.7
Salad Cream	398	1.3	6	0.3	-	-	11	1.4	3	0.8	8	2.6	-	-s	16	0.9	6	1.9
Other/not sure	110	0.4	2	0.1	-	-	3	0.4	1	0.2	-	-	1	0.6s	8	0.4	-	-
Another Brand	326	1.1	16	0.8	2	0.8	14	1.6	7	1.8	4	1.2	-	-s	35	1.9	7	2.1

INFORMANTS POPULATION ('000)	TOTAL		METROPOLITAN AREAS (CONT.)												GENDER			
	'000	%	GREATER JOHANNES- BURG AND SOWETO		REEF		SOWETO		PRETORIA		VAAL		KIMBERLEY		MALE		FEMALE	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	000	%	'000	%
12408 30656	12408 30656		1204 1779	1204 1779	922 2475	922 2475	252 819	252 819	734 1243	734 1243	348 664	348 664	306 136	306 136	6213 15218	6213 15218	6195 15438	6195 15438
MAYONNAISE/SALAD																		
CREAM - Past 7 days																		
Ever	17059	55.6	1034	58.1	1447	58.5	458	55.9	747	60.1	463	69.6	73	53.6	7385	48.5	9674	62.7
Light (1)	6266	20.4	339	19.1	568	22.9	163	19.9	250	20.1	167	25.1	29	21.6	2549	16.7	3717	24.1
Medium (2:3)	7145	23.3	460	25.8	625	25.2	188	23.0	315	25.3	208	31.4	31	22.7	3193	21.0	3952	25.6
Heavy (4+)	3648	11.9	235	13.2	254	10.3	106	13.0	183	14.7	88	13.2	13	9.4	1642	10.8	2006	13.0
MAYONNAISE/SALAD																		
CREAM - Past 7 days																		
ALL JOY																		
Double Thick	432	1.4	20	1.1	14	0.5	8	1.0	18	1.4	3	0.4	3	2.1	184	1.2	248	1.6
Real Mayonnaise	845	2.8	29	1.6	79	3.2	16	2.0	46	3.7	21	3.1	5	3.6	431	2.8	414	2.7
Light & Creamy	570	1.9	37	2.1	52	2.1	20	2.4	18	1.5	19	2.9	1	0.7	296	1.9	274	1.8
Other/not sure	128	0.4	6	0.3	4	0.2	2	0.2	2	0.1	3	0.4	-	-	57	0.4	71	0.5
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	584	32.8	826	33.4	292	35.7	413	33.2	294	44.3	36	26.5	3425	22.5	4849	31.4
Light Mayonnaise	910	3.0	64	3.6	100	4.0	19	2.3	56	4.5	22	3.2	7	5.4	390	2.6	521	3.4
Salad Cream	1102	3.6	81	4.5	85	3.4	57	6.9	41	3.3	50	7.6	3	2.4	447	2.9	656	4.2
Other/not sure	231	0.8	7	0.4	7	0.3	5	0.6	23	1.9	4	0.6	3	1.8	108	0.7	123	0.8
EPIC																		
365	1.2	22	1.2	29	1.2	12	1.5	7	0.6	5	0.7	3	2.0	109	0.7	256	1.7	
FAMILY FAVORITE																		
308	1.0	13	0.7	3	0.1	7	0.8	6	0.5	9	1.3	1	0.6	165	1.1	143	0.9	
HELLMANN'S																		
Real Mayonnaise	251	0.8	23	1.3	14	0.6	11	1.3	11	0.9	5	0.7	1	0.7	124	0.8	127	0.8
Light Mayonnaise	171	0.6	14	0.8	9	0.4	4	0.4	9	0.7	-	-	2	1.1	62	0.4	108	0.7
Other/not sure	30	0.1	1	0.0	-	-	-	-	-	-	-	-	-	-	5	0.0	26	0.2
KRAFT																		
Real Mayonnaise	160	0.5	18	1.0	22	0.9	9	1.1	3	0.2	8	1.2	1	1.0	58	0.4	102	0.7
Miracle Whip Salad	204	0.7	15	0.8	26	1.0	4	0.4	24	2.0	8	1.3	0	0.2	54	0.4	150	1.0
Cream																		
Other/not sure	39	0.1	1	0.1	-	-	-	-	-	-	-	-	-	-	19	0.1	20	0.1
NOLA																		
Mayonnaise Magnifique	3293	10.7	211	11.9	209	8.5	88	10.8	118	9.5	42	6.3	14	9.9	1369	9.0	1924	12.5
Gourmet Mayonnaise	422	1.4	28	1.6	17	0.7	5	0.7	22	1.8	11	1.6	2	1.2	202	1.3	220	1.4
Salanaisé Salad Cream	1004	3.3	49	2.8	72	2.9	23	2.8	30	2.4	28	4.2	3	2.0	360	2.4	643	4.2
Other/not sure	379	1.2	7	0.4	27	1.1	2	0.2	12	1.0	1	0.2	1	0.6	200	1.3	178	1.2
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	35	2.0	65	2.6	12	1.5	21	1.7	10	1.4	4	2.9	217	1.4	224	1.4
Salad Cream	183	0.6	12	0.6	39	1.6	6	0.8	10	0.8	1	0.1	0	0.2	74	0.5	108	0.7
Other/not sure	100	0.3	2	0.1	29	1.2	-	-	4	0.3	1	0.2	0	0.2	33	0.2	67	0.4
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	46	2.6	59	2.4	25	3.0	63	5.1	60	9.1	2	1.2	451	3.0	514	3.3
Salad Cream	231	0.8	9	0.5	16	0.7	4	0.5	9	0.7	20	3.1	0	0.1	83	0.5	147	1.0
Other/not sure	76	0.2	1	0.0	-	-	-	-	3	0.2	5	0.7	1	0.4	12	0.1	64	0.4
SPAR																		
Creamy Mayonnaise	538	1.8	19	1.1	23	0.9	8	1.0	26	2.1	5	0.8	3	2.1	324	2.1	214	1.4
Salad Cream	265	0.9	17	0.9	12	0.5	6	0.7	7	0.5	3	0.4	-	-	119	0.8	146	0.9
Other/not sure	65	0.2	1	0.1	1	0.0	-	-	3	0.2	-	-	-	-	34	0.2	31	0.2
Another Brand	277	0.9	11	0.6	22	0.9	-	-	10	0.8	6	0.9	1	0.8	128	0.8	149	1.0
MAYONNAISE/SALAD																		
CREAM - Most																		
ALL JOY																		
Double Thick	253	0.8	11	0.6	5	0.2	3	0.3	9	0.8	1	0.2	1	0.8	119	0.8	134	0.9
Real Mayonnaise	646	2.1	19	1.1	71	2.9	13	1.6	37	3.0	15	2.3	2	1.5	332	2.2	314	2.0
Light & Creamy	360	1.2	29	1.6	18	0.7	15	1.8	7	0.6	7	1.1	0	0.2	183	1.2	177	1.1
Other/not sure	95	0.3	5	0.3	1	0.0	2	0.2	-	-	3	0.4	-	-	34	0.2	62	0.4
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	526	29.6	748	30.2	259	31.6	359	28.9	243	36.5	31	22.9	3107	20.4	4270	27.7
Light Mayonnaise	757	2.5	55	3.1	79	3.2	17	2.1	52	4.2	19	2.9	5	3.6	318	2.1	439	2.8
Salad Cream	743	2.4	47	2.6	63	2.5	34	4.2	29	2.3	45	6.8	3	2.4	339	2.2	404	2.6
Other/not sure	159	0.5	7	0.4	3	0.1	5	0.6	15	1.2	-	-	2	1.4	74	0.5	85	0.6
EPIC																		
283	0.9	16	0.9	15	0.6	10	1.2	5	0.4	4	0.5	2	1.5	80	0.5	203	1.3	
FAMILY FAVORITE																		
185	0.6	3	0.2	0	0.0	-	-	5	0.4	7	1.1	1	0.5	92	0.6	94	0.6	
HELLMANN'S																		
Real Mayonnaise	99	0.3	7	0.4	9	0.4	-	-	2	0.1	2	0.3	-	-	62	0.4	37	0.2
Light Mayonnaise	82	0.3	8	0.4	3	0.1	-	-	7	0.6	-	-	-	-	31	0.2	51	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	0.0
...(Cont.)																		

INFORMANTS POPULATION ('000)	TOTAL		METROPOLITAN AREAS (CONT.)												GENDER			
	'000	%	GREATER JOHANNES- BURG AND SOWETO		REEF		SOWETO		PRETORIA		VAAL		KIMBERLEY		MALE		FEMALE	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
12408 30656	12408 30656		1204 1779	1204 1779	922 2475	922 2475	252 819	252 819	734 1243	734 1243	348 664	348 664	306 136	306 136	6213 15218	6213 15218	6195 15438	6195 15438
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	7	0.4	9	0.4	-	-	2	0.1	2	0.3	-	-	62	0.4	37	0.2
Light Mayonnaise	82	0.3	8	0.4	3	0.1	-	-	7	0.6	-	-	-	-	31	0.2	51	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	0.0
KRAFT																		
Real Mayonnaise	53	0.2	5	0.3	10	0.4	-	-	3	0.2	1	0.2	-	-	17	0.1	36	0.2
Miracle Whip Salad Cream	102	0.3	8	0.4	18	0.7	-	-	12	1.0	0	0.0	0	0.2	27	0.2	75	0.5
Other/not sure	22	0.1	1	0.1	-	-	-	-	-	-	-	-	-	-	13	0.1	9	0.1
NOLA																		
Mayonnaise Magnifique	2621	8.6	155	8.7	159	6.4	58	7.0	77	6.2	24	3.6	11	8.0	1094	7.2	1528	9.9
Gourmet Mayonnaise	276	0.9	14	0.8	12	0.5	3	0.3	15	1.2	5	0.7	2	1.2	121	0.8	155	1.0
Salanaisé Salad Cream	697	2.3	23	1.3	34	1.4	8	1.0	20	1.6	14	2.1	2	1.6	245	1.6	452	2.9
Other/not sure	290	0.9	5	0.3	24	1.0	-	-	7	0.6	1	0.2	1	0.6	144	0.9	146	0.9
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	18	1.0	29	1.2	7	0.8	9	0.8	5	0.7	2	1.4	122	0.8	86	0.6
Salad Cream	63	0.2	5	0.3	11	0.4	4	0.4	-	-	1	0.1	-	-	23	0.2	39	0.3
Other/not sure	20	0.1	2	0.1	7	0.3	-	-	-	-	1	0.2	0	0.2	0	0.0	20	0.1
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	33	1.8	24	1.0	15	1.9	19	1.6	38	5.7	1	0.8	233	1.5	309	2.0
Salad Cream	75	0.2	1	0.1	4	0.1	-	-	4	0.3	4	0.6	0	0.1	44	0.3	30	0.2
Other/not sure	44	0.1	-	-	-	-	-	-	2	0.1	-	-	1	0.4	2	0.0	42	0.3
SPAR																		
Creamy Mayonnaise	224	0.7	3	0.2	14	0.6	-	-	18	1.4	3	0.4	1	0.8	135	0.9	89	0.6
Salad Cream	81	0.3	4	0.2	4	0.1	2	0.2	2	0.2	-	-	-	-	42	0.3	40	0.3
Other/not sure	20	0.1	-	-	-	-	-	-	1	0.1	-	-	-	-	10	0.1	11	0.1
Another Brand	227	0.7	10	0.6	16	0.6	-	-	7	0.6	6	0.9	1	0.8	118	0.8	110	0.7
No Brand	447	1.5	16	0.9	68	2.7	5	0.7	23	1.9	13	1.9	4	2.8	223	1.5	224	1.4
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	38	2.1	28	1.1	27	3.3	28	2.3	9	1.4	5	3.5	269	1.8	361	2.3
Real Mayonnaise	875	2.9	38	2.1	89	3.6	28	3.4	45	3.7	20	3.1	5	3.3	453	3.0	422	2.7
Light & Creamy	698	2.3	47	2.6	50	2.0	27	3.3	29	2.3	9	1.3	2	1.3	330	2.2	366	2.4
Other/not sure	199	0.6	7	0.4	7	0.3	4	0.5	1	0.1	9	1.4	1	0.7	100	0.7	98	0.6
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	537	30.2	816	33.0	264	32.2	402	32.4	261	39.3	32	23.2	3433	22.6	4704	30.5
Light Mayonnaise	1215	4.0	88	4.9	125	5.1	36	4.4	64	5.1	17	2.5	6	4.7	503	3.3	712	4.6
Salad Cream	1676	5.5	98	5.5	147	5.9	68	8.3	45	3.6	62	9.3	8	5.7	648	4.3	1028	6.7
Other/not sure	330	1.1	17	0.9	5	0.2	8	1.0	16	1.3	6	0.9	3	2.3	167	1.1	162	1.1
EPIC	527	1.7	35	1.9	50	2.0	16	1.9	14	1.1	6	1.0	4	2.6	195	1.3	333	2.2
FAMILY FAVORITE	319	1.0	13	0.7	5	0.2	7	0.9	9	0.7	8	1.2	2	1.2	153	1.0	166	1.1
HELLMANN'S																		
Real Mayonnaise	454	1.5	52	2.9	26	1.1	23	2.8	20	1.6	12	1.8	3	2.4	197	1.3	257	1.7
Light Mayonnaise	248	0.8	25	1.4	17	0.7	13	1.6	13	1.1	6	0.8	2	1.7	85	0.6	162	1.1
Other/not sure	85	0.3	4	0.2	2	0.1	4	0.5	2	0.2	1	0.1	1	0.9	38	0.3	47	0.3
KRAFT																		
Real Mayonnaise	398	1.3	35	2.0	33	1.3	13	1.6	16	1.3	7	1.1	3	2.2	140	0.9	258	1.7
Miracle Whip Salad Cream	396	1.3	32	1.8	31	1.3	13	1.6	25	2.0	6	0.9	2	1.5	137	0.9	259	1.7
Other/not sure	101	0.3	7	0.4	2	0.1	4	0.5	1	0.1	1	0.1	1	0.4	52	0.3	49	0.3
NOLA																		
Mayonnaise Magnifique	3680	12.0	244	13.7	229	9.2	114	14.0	117	9.4	49	7.4	15	10.6	1537	10.1	2143	13.9
Gourmet Mayonnaise	607	2.0	40	2.2	25	1.0	19	2.3	25	2.0	12	1.8	4	2.7	239	1.6	368	2.4
Salanaisé Salad Cream	1376	4.5	82	4.6	101	4.1	44	5.3	33	2.6	29	4.3	5	3.6	513	3.4	862	5.6
Other/not sure	553	1.8	17	1.0	35	1.4	10	1.2	15	1.2	13	2.0	1	0.8	244	1.6	309	2.0
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	59	3.3	78	3.2	36	4.4	12	1.0	12	1.8	3	2.2	242	1.6	276	1.8
Salad Cream	335	1.1	26	1.5	35	1.4	19	2.3	17	1.4	13	2.0	1	0.5	145	1.0	190	1.2
Other/not sure	141	0.5	5	0.3	28	1.1	4	0.5	8	0.7	2	0.3	1	0.7	48	0.3	92	0.6
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	56	3.2	50	2.0	42	5.2	52	4.2	63	9.5	2	1.3	424	2.8	622	4.0
Salad Cream	397	1.3	28	1.6	17	0.7	20	2.4	18	1.4	18	2.7	2	1.3	197	1.3	200	1.3
Other/not sure	129	0.4	11	0.6	2	0.1	4	0.5	3	0.2	7	1.0	1	0.8	23	0.2	106	0.7
SPAR																		
Creamy Mayonnaise	675	2.2	35	2.0	29	1.2	24	2.9	33	2.6	14	2.2	3	2.3	329	2.2	347	2.2
Salad Cream	398	1.3	18	1.0	12	0.5	13	1.5	9	0.7	2	0.3	2	1.2	187	1.2	211	1.4
Other/not sure	110	0.4	15	0.8	2	0.1	7	0.8	6	0.5	1	0.1	1	0.4	43	0.3	68	0.4
Another Brand	326	1.1	19	1.1	20	0.8	7	0.9	20	1.6	10	1.5	2	1.2	155	1.0	171	1.1

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		AGE GROUP								HOME LANGUAGE							
			16 - 24		25 - 34		35 - 49		50 AND OVER		AFRIKAANS		ENGLISH		ZULU		XHOSA	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	3300	3300	2632	2632	3131	3131	3345	3345	3752	3752	2778	2778	1557	1557	1510	1510
	30656	30656	8139	8139	7452	7452	8186	8186	6879	6879	4648	4648	3450	3450	6625	6625	5118	5118
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	4377	53.8	4492	60.3	4819	58.9	3371	49.0	2836	61.0	2175	63.1	3437	51.9	2178	42.6
Light (1)	6266	20.4	1559	19.2	1631	21.9	1785	21.8	1291	18.8	912	19.6	651	18.9	1126	17.0	866	16.9
Medium (2:3)	7145	23.3	1832	22.5	1930	25.9	2007	24.5	1376	20.0	1293	27.8	944	27.4	1465	22.1	947	18.5
Heavy (4+)	3648	11.9	986	12.1	931	12.5	1027	12.5	704	10.2	631	13.6	581	16.8	846	12.8	365	7.1
MAYONNAISE/SALAD CREAM - Past 7 days ALL JOY																		
Double Thick	432	1.4	161	2.0	110	1.5	106	1.3	54	0.8	61	1.3	22	0.6	82	1.2	48	0.9
Real Mayonnaise	845	2.8	330	4.1	220	2.9	186	2.3	109	1.6	88	1.9	29	0.8	160	2.4	157	3.1
Light & Creamy	570	1.9	189	2.3	105	1.4	166	2.0	110	1.6	62	1.3	45	1.3	168	2.5	55	1.1
Other/not sure	128	0.4	47	0.6	44	0.6	21	0.3	16	0.2	20	0.4	8	0.2	35	0.5	18	0.3
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	1945	23.9	2375	31.9	2398	29.3	1558	22.7	1292	27.8	937	27.2	1597	24.1	962	18.8
Light Mayonnaise	910	3.0	142	1.7	172	2.3	324	4.0	273	4.0	206	4.4	212	6.2	144	2.2	66	1.3
Salad Cream	1102	3.6	250	3.1	278	3.7	347	4.2	228	3.3	128	2.7	135	3.9	221	3.3	155	3.0
Other/not sure	231	0.8	61	0.8	51	0.7	71	0.9	48	0.7	31	0.7	26	0.7	51	0.8	26	0.5
EPIC																		
	365	1.2	75	0.9	87	1.2	108	1.3	95	1.4	113	2.4	73	2.1	62	0.9	39	0.8
FAMILY FAVORITE																		
	308	1.0	118	1.4	74	1.0	87	1.1	29	0.4	40	0.9	1	0.0	90	1.4	30	0.6
HELLMANN'S																		
Real Mayonnaise	251	0.8	57	0.7	49	0.7	83	1.0	62	0.9	23	0.5	46	1.3	77	1.2	37	0.7
Light Mayonnaise	171	0.6	57	0.7	27	0.4	47	0.6	40	0.6	12	0.2	43	1.2	49	0.7	50	1.0
Other/not sure	30	0.1	14	0.2	1	0.0	14	0.2	1	0.0	1	0.0	4	0.1	14	0.2	4	0.1
KRAFT																		
Real Mayonnaise	160	0.5	44	0.5	35	0.5	33	0.4	48	0.7	21	0.4	40	1.2	39	0.6	6	0.1
Miracle Whip Salad Cream	204	0.7	44	0.5	40	0.5	62	0.8	59	0.9	64	1.4	85	2.5	8	0.1	13	0.2
Other/not sure	39	0.1	16	0.2	2	0.0	19	0.2	1	0.0	2	0.1	5	0.2	10	0.1	12	0.2
NOLA																		
Mayonnaise Magnifique	3293	10.7	944	11.6	914	12.3	854	10.4	582	8.5	657	14.1	516	14.9	630	9.5	518	10.1
Gourmet Mayonnaise	422	1.4	150	1.8	106	1.4	80	1.0	86	1.3	77	1.7	43	1.2	109	1.6	66	1.3
Salanaise Salad Cream	1004	3.3	292	3.6	220	3.0	302	3.7	190	2.8	115	2.5	78	2.3	301	4.5	165	3.2
Other/not sure	379	1.2	83	1.0	99	1.3	112	1.4	84	1.2	78	1.7	54	1.6	86	1.3	65	1.3
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	117	1.4	96	1.3	155	1.9	72	1.1	92	2.0	54	1.6	82	1.2	91	1.8
Salad Cream	183	0.6	25	0.3	39	0.5	78	0.9	41	0.6	27	0.6	13	0.4	43	0.6	40	0.8
Other/not sure	100	0.3	26	0.3	15	0.2	57	0.7	2	0.0	7	0.2	3	0.1	13	0.2	33	0.6
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	250	3.1	256	3.4	298	3.6	162	2.4	122	2.6	74	2.1	232	3.5	126	2.5
Salad Cream	231	0.8	90	1.1	56	0.8	70	0.9	14	0.2	14	0.3	21	0.6	60	0.9	33	0.6
Other/not sure	76	0.2	7	0.1	16	0.2	15	0.2	37	0.5	15	0.3	0	0.0	38	0.6	12	0.2
SPAR																		
Creamy Mayonnaise	538	1.8	194	2.4	173	2.3	103	1.3	68	1.0	77	1.7	44	1.3	96	1.4	75	1.5
Salad Cream	265	0.9	87	1.1	69	0.9	61	0.7	47	0.7	21	0.4	17	0.5	46	0.7	51	1.0
Other/not sure	65	0.2	22	0.3	23	0.3	9	0.1	11	0.2	11	0.2	5	0.2	9	0.1	1	0.0
Another Brand	277	0.9	39	0.5	76	1.0	88	1.1	75	1.1	57	1.2	68	2.0	42	0.6	14	0.3
MAYONNAISE/SALAD CREAM - Most ALL JOY																		
Double Thick	253	0.8	95	1.2	63	0.8	61	0.8	34	0.5	43	0.9	12	0.4	46	0.7	24	0.5
Real Mayonnaise	646	2.1	246	3.0	160	2.1	148	1.8	92	1.3	73	1.6	14	0.4	123	1.9	137	2.7
Light & Creamy	360	1.2	135	1.7	58	0.8	86	1.1	82	1.2	41	0.9	28	0.8	112	1.7	42	0.8
Other/not sure	95	0.3	35	0.4	33	0.4	17	0.2	10	0.1	13	0.3	4	0.1	32	0.5	6	0.1
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	1749	21.5	2110	28.3	2121	25.9	1398	20.3	1131	24.3	831	24.1	1455	22.0	858	16.8
Light Mayonnaise	757	2.5	115	1.4	147	2.0	272	3.3	222	3.2	173	3.7	187	5.4	97	1.5	54	1.1
Salad Cream	743	2.4	152	1.9	166	2.2	259	3.2	167	2.4	85	1.8	95	2.8	109	1.6	105	2.0
Other/not sure	159	0.5	45	0.5	35	0.5	39	0.5	41	0.6	22	0.5	18	0.5	28	0.4	9	0.2
EPIC																		
	283	0.9	64	0.8	68	0.9	72	0.9	79	1.2	98	2.1	52	1.5	38	0.6	32	0.6
FAMILY FAVORITE																		
	185	0.6	75	0.9	57	0.8	39	0.5	15	0.2	31	0.7	1	0.0	51	0.8	6	0.1
HELLMANN'S																		
Real Mayonnaise	99	0.3	20	0.2	10	0.1	34	0.4	35	0.5	13	0.3	27	0.8	13	0.2	23	0.5
Light Mayonnaise	82	0.3	32	0.4	14	0.2	21	0.3	15	0.2	9	0.2	27	0.8	17	0.3	26	0.5
Other/not sure	3	0.0	-	-	-	-	3	0.0	-	-	-	-	3	0.1	-	-	-	-

...(Cont.)

	TOTAL		AGE GROUP								HOME LANGUAGE							
			16 - 24		25 - 34		35 - 49		50 AND OVER		AFRIKAANS		ENGLISH		ZULU		XHOSA	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	3300	3300	2632	2632	3131	3131	3345	3345	3752	3752	2778	2778	1557	1557	1510	1510
	30656	30656	8139	8139	7452	7452	8186	8186	6879	6879	4648	4648	3450	3450	6625	6625	5118	5118
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	20	0.2	10	0.1	34	0.4	35	0.5	13	0.3	27	0.8	13	0.2	23	0.5
Light Mayonnaise	82	0.3	32	0.4	14	0.2	21	0.3	15	0.2	9	0.2	27	0.8	17	0.3	26	0.5
Other/not sure	3	0.0	-	-	-	-	3	0.0	-	-	-	-	3	0.1	-	-	-	-
KRAFT																		
Real Mayonnaise	53	0.2	13	0.2	6	0.1	9	0.1	24	0.4	11	0.2	23	0.7	-	-	6	0.1
Miracle Whip Salad Cream	102	0.3	19	0.2	16	0.2	33	0.4	33	0.5	27	0.6	61	1.8	-	-	3	0.1
Other/not sure	22	0.1	-	-	2	0.0	19	0.2	1	0.0	2	0.0	3	0.1	-	-	8	0.2
NOLA																		
Mayonnaise Magnifique	2621	8.6	748	9.2	742	10.0	648	7.9	482	7.0	519	11.2	435	12.6	528	8.0	419	8.2
Gourmet Mayonnaise	276	0.9	90	1.1	78	1.1	64	0.8	44	0.6	55	1.2	34	1.0	69	1.0	40	0.8
Salanaise Salad Cream	697	2.3	204	2.5	147	2.0	199	2.4	146	2.1	80	1.7	47	1.4	222	3.4	132	2.6
Other/not sure	290	0.9	55	0.7	71	1.0	93	1.1	72	1.0	63	1.4	40	1.1	63	1.0	59	1.2
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	36	0.4	56	0.8	79	1.0	37	0.5	52	1.1	31	0.9	25	0.4	40	0.8
Salad Cream	63	0.2	5	0.1	15	0.2	28	0.3	15	0.2	13	0.3	7	0.2	18	0.3	2	0.0
Other/not sure	20	0.1	9	0.1	4	0.1	6	0.1	1	0.0	3	0.1	2	0.1	3	0.0	1	0.0
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	170	2.1	120	1.6	151	1.8	102	1.5	76	1.6	60	1.7	147	2.2	59	1.1
Salad Cream	75	0.2	35	0.4	19	0.3	13	0.2	8	0.1	7	0.1	5	0.2	13	0.2	1	0.0
Other/not sure	44	0.1	-	-	4	0.1	14	0.2	26	0.4	9	0.2	0	0.0	28	0.4	3	0.1
SPAR																		
Creamy Mayonnaise	224	0.7	83	1.0	55	0.7	49	0.6	38	0.6	41	0.9	19	0.5	30	0.4	32	0.6
Salad Cream	81	0.3	24	0.3	18	0.2	22	0.3	18	0.3	10	0.2	5	0.2	21	0.3	15	0.3
Other/not sure	20	0.1	10	0.1	2	0.0	-	-	9	0.1	4	0.1	3	0.1	-	-	-	-
Another Brand	227	0.7	28	0.3	59	0.8	73	0.9	68	1.0	47	1.0	56	1.6	42	0.6	5	0.1
No Brand	447	1.5	86	1.1	159	2.1	146	1.8	57	0.8	86	1.9	42	1.2	108	1.6	32	0.6
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	219	2.7	151	2.0	184	2.2	76	1.1	95	2.0	51	1.5	129	1.9	59	1.1
Real Mayonnaise	875	2.9	339	4.2	236	3.2	196	2.4	105	1.5	95	2.1	35	1.0	185	2.8	141	2.8
Light & Creamy	696	2.3	273	3.3	132	1.8	178	2.2	114	1.7	97	2.1	53	1.5	218	3.3	105	2.1
Other/not sure	199	0.6	97	1.2	58	0.8	22	0.3	22	0.3	25	0.5	12	0.3	38	0.6	41	0.8
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	1932	23.7	2310	31.0	2388	29.2	1508	21.9	1349	29.0	957	27.7	1669	25.2	847	16.6
Light Mayonnaise	1215	4.0	249	3.1	250	3.4	395	4.8	322	4.7	281	6.1	268	7.8	179	2.7	131	2.6
Salad Cream	1676	5.5	421	5.2	424	5.7	501	6.1	330	4.8	221	4.8	191	5.5	348	5.2	269	5.3
Other/not sure	330	1.1	98	1.2	74	1.0	95	1.2	63	0.9	61	1.3	29	0.9	44	0.7	39	0.8
EPIC																		
	527	1.7	146	1.8	113	1.5	138	1.7	130	1.9	136	2.9	94	2.7	78	1.2	79	1.5
FAMILY FAVORITE																		
	319	1.0	116	1.4	82	1.1	69	0.8	52	0.8	34	0.7	4	0.1	91	1.4	43	0.8
HELLMANN'S																		
Real Mayonnaise	454	1.5	163	2.0	89	1.2	118	1.4	83	1.2	63	1.3	92	2.7	108	1.6	57	1.1
Light Mayonnaise	248	0.8	71	0.9	66	0.9	57	0.7	53	0.8	27	0.6	65	1.9	69	1.0	51	1.0
Other/not sure	85	0.3	42	0.5	15	0.2	25	0.3	3	0.0	10	0.2	6	0.2	21	0.3	19	0.4
KRAFT																		
Real Mayonnaise	398	1.3	136	1.7	90	1.2	97	1.2	75	1.1	81	1.8	118	3.4	73	1.1	43	0.8
Miracle Whip Salad Cream	396	1.3	103	1.3	100	1.3	114	1.4	80	1.2	108	2.3	130	3.8	47	0.7	30	0.6
Other/not sure	101	0.3	38	0.5	20	0.3	33	0.4	11	0.2	12	0.3	7	0.2	21	0.3	24	0.5
NOLA																		
Mayonnaise Magnifique	3680	12.0	1012	12.4	1041	14.0	948	11.6	679	9.9	740	15.9	608	17.6	780	11.8	493	9.6
Gourmet Mayonnaise	607	2.0	175	2.1	211	2.8	122	1.5	99	1.4	107	2.3	76	2.2	127	1.9	129	2.5
Salanaise Salad Cream	1376	4.5	436	5.4	290	3.9	403	4.9	247	3.6	195	4.2	131	3.8	411	6.2	202	3.9
Other/not sure	553	1.8	172	2.1	155	2.1	125	1.5	101	1.5	108	2.3	59	1.7	141	2.1	106	2.1
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	148	1.8	128	1.7	154	1.9	88	1.3	125	2.7	68	2.0	73	1.1	90	1.8
Salad Cream	335	1.1	106	1.3	60	0.8	99	1.2	70	1.0	30	0.7	26	0.8	87	1.3	61	1.2
Other/not sure	141	0.5	61	0.7	23	0.3	54	0.7	3	0.0	9	0.2	3	0.1	25	0.4	51	1.0
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	310	3.8	283	3.8	285	3.5	166	2.4	146	3.1	81	2.3	239	3.6	153	3.0
Salad Cream	397	1.3	163	2.0	93	1.3	96	1.2	44	0.6	30	0.6	26	0.8	102	1.5	60	1.2
Other/not sure	129	0.4	35	0.4	12	0.2	34	0.4	49	0.7	15	0.3	2	0.1	48	0.7	23	0.5
SPAR																		
Creamy Mayonnaise	675	2.2	257	3.2	178	2.4	149	1.8	91	1.3	90	1.9	59	1.7	149	2.2	126	2.5
Salad Cream	398	1.3	171	2.1	92	1.2	65	0.8	70	1.0	28	0.6	26	0.7	103	1.6	86	1.7
Other/not sure	110	0.4	54	0.7	25	0.3	9	0.1	22	0.3	13	0.3	9	0.3	19	0.3	15	0.3
Another Brand	326	1.1	45	0.6	89	1.2	107	1.3	84	1.2	71	1.5	64	1.8	52	0.8	24	0.5

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		HOME LANGUAGE (CONT.)															
			SWAZI		NDEBELE		NORTH SOTHO		SOUTH SOTHO		TSWANA		TSONGA		VENDA		OTHER	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	139	139	108	108	606	606	696	696	851	851	202	202	110	110	99	99
	30656	30656	635	635	394	394	2962	2962	2408	2408	2620	2620	1035	1035	585	585	178	178
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	357	56.2	191	48.5	1750	59.1	1506	62.6	1462	55.8	656	63.4	413	70.6	98	55.3s
Light (1)	6266	20.4	121	19.0	67	17.0	778	26.3	622	25.8	587	22.4	288	27.9	215	36.7	34	19.0s
Medium (2:3)	7145	23.3	149	23.5	94	23.8	688	23.2	574	23.9	597	22.8	235	22.7	121	20.7	37	20.6s
Heavy (4+)	3648	11.9	87	13.7	30	7.6	284	9.6	310	12.9	277	10.6	132	12.8	77	13.2	28	15.7s
MAYONNAISE/SALAD CREAM - Past 7 days																		
ALL JOY																		
Double Thick	432	1.4	25	4.0	4	0.9	79	2.7	39	1.6	29	1.1	12	1.2	20	3.4	8	4.8s
Real Mayonnaise	845	2.8	35	5.5	9	2.4	74	2.5	130	5.4	93	3.6	32	3.1	40	6.8	-	-s
Light & Creamy	570	1.9	18	2.8	17	4.2	65	2.2	46	1.9	38	1.4	20	2.0	26	4.5	9	5.3s
Other/not sure	128	0.4	7	1.1	-	-	11	0.4	9	0.4	6	0.2	15	1.5	-	-	-	-s
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	126	19.8	93	23.7	1020	34.4	812	33.7	856	32.7	367	35.4	181	31.0	31	17.7s
Light Mayonnaise	910	3.0	14	2.2	3	0.8	46	1.6	73	3.0	50	1.9	24	2.3	59	10.1	14	7.9s
Salad Cream	1102	3.6	38	6.1	13	3.2	102	3.4	116	4.8	114	4.3	30	2.9	41	7.0	9	5.3s
Other/not sure	231	0.8	8	1.3	-	-	21	0.7	22	0.9	38	1.4	7	0.7	-	-	-	-s
EPIC																		
	365	1.2	11	1.7	9	2.3	-	-	25	1.0	23	0.9	3	0.3	7	1.3	-	-s
FAMILY FAVORITE																		
	308	1.0	2	0.3	-	-	56	1.9	40	1.7	24	0.9	16	1.5	-	-	8	4.8s
HELLMANN'S																		
Real Mayonnaise	251	0.8	-	-	-	-	11	0.4	14	0.6	17	0.7	19	1.8	7	1.2	1	0.3s
Light Mayonnaise	171	0.6	-	-	3	0.7	-	-	1	0.0	1	0.1	-	-	3	0.5	8	4.8s
Other/not sure	30	0.1	-	-	-	-	-	-	8	0.3	-	-	-	-	-	-	-	-s
KRAFT																		
Real Mayonnaise	160	0.5	-	-	-	-	11	0.4	13	0.5	15	0.6	10	1.0	-	-	6	3.5s
Miracle Whip Salad Cream	204	0.7	-	-	0	0.1	3	0.1	13	0.5	15	0.6	3	0.3	-	-	-	-s
Other/not sure	39	0.1	-	-	-	-	9	0.3	-	-	-	-	-	-	-	-	-	-s
NOLA																		
Mayonnaise Magnifique	3293	10.7	78	12.3	46	11.7	225	7.6	247	10.3	257	9.8	83	8.1	22	3.8	12	6.5s
Gourmet Mayonnaise	422	1.4	10	1.5	6	1.6	17	0.6	30	1.3	35	1.4	18	1.7	9	1.6	3	1.5s
Salanaise Salad Cream	1004	3.3	25	4.0	7	1.7	92	3.1	69	2.9	84	3.2	20	1.9	45	7.7	3	1.6s
Other/not sure	379	1.2	-	-	3	0.6	22	0.7	15	0.6	27	1.0	19	1.8	-	-	12	6.6s
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	14	2.2	5	1.4	17	0.6	51	2.1	32	1.2	2	0.2	-	-	2	1.1s
Salad Cream	183	0.6	-	-	-	-	17	0.6	13	0.6	11	0.4	10	1.0	7	1.3	-	-s
Other/not sure	100	0.3	-	-	-	-	9	0.3	12	0.5	19	0.7	3	0.3	-	-	1	0.8s
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	35	5.5	22	5.7	74	2.5	111	4.6	97	3.7	50	4.8	19	3.3	3	1.8s
Salad Cream	231	0.8	-	-	4	1.0	33	1.1	24	1.0	23	0.9	3	0.3	16	2.7	-	-s
Other/not sure	76	0.2	-	-	-	-	8	0.3	2	0.1	-	-	-	-	-	-	-	-s
SPAR																		
Creamy Mayonnaise	538	1.8	40	6.3	3	0.7	62	2.1	43	1.8	32	1.2	47	4.5	17	2.9	3	1.8s
Salad Cream	265	0.9	16	2.6	-	-	16	0.6	32	1.3	30	1.1	1	0.1	34	5.7	1	0.7s
Other/not sure	65	0.2	5	0.8	-	-	17	0.6	9	0.4	-	-	7	0.7	-	-	-	-s
Another Brand	277	0.9	-	-	-	-	10	0.3	38	1.6	13	0.5	34	3.3	-	-	2	1.3s
MAYONNAISE/SALAD CREAM - Most																		
ALL JOY																		
Double Thick	253	0.8	15	2.4	4	0.9	51	1.7	18	0.8	16	0.6	12	1.2	11	1.9	-	-s
Real Mayonnaise	646	2.1	28	4.3	9	2.4	60	2.0	104	4.3	51	2.0	25	2.5	21	3.5	-	-s
Light & Creamy	360	1.2	7	1.2	10	2.4	52	1.8	13	0.5	25	0.9	4	0.4	26	4.5	1	0.5s
Other/not sure	95	0.3	2	0.3	-	-	11	0.4	9	0.4	6	0.2	14	1.3	-	-	-	-s
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	93	14.7	90	22.7	932	31.5	714	29.6	752	28.7	335	32.3	156	26.7	31	17.7s
Light Mayonnaise	757	2.5	9	1.4	3	0.8	43	1.4	69	2.8	44	1.7	18	1.7	47	8.0	14	7.7s
Salad Cream	743	2.4	33	5.3	-	-	80	2.7	88	3.6	78	3.0	30	2.9	33	5.6	8	4.8s
Other/not sure	159	0.5	8	1.3	-	-	21	0.7	17	0.7	30	1.1	7	0.7	-	-	-	-s
EPIC																		
	283	0.9	11	1.7	9	2.3	-	-	24	1.0	20	0.8	-	-	-	-	-	-s
FAMILY FAVORITE																		
	185	0.6	2	0.3	-	-	38	1.3	25	1.0	17	0.6	16	1.5	-	-	-	-s
HELLMANN'S																		
Real Mayonnaise	99	0.3	-	-	-	-	-	-	8	0.3	14	0.5	-	-	-	-	-	-s
Light Mayonnaise	82	0.3	-	-	3	0.7	-	-	-	-	-	-	-	-	-	-	-	-s
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s
...(Cont.)																		

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		HOME LANGUAGE (CONT.)																
			SWAZI		NDEBELE		NORTH SOTHO		SOUTH SOTHO		TSWANA		TSONGA		VENDA		OTHER		
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
INFORMANTS POPULATION ('000)	12408	12408	139	139	108	108	606	606	696	696	851	851	202	202	110	110	99	99	
	30656	30656	635	635	394	394	2962	2962	2408	2408	2620	2620	1035	1035	585	585	178	178	
MAYONNAISE/SALAD																			
CREAM - Most (Cont.)																			
HELLMANN'S																			
Real Mayonnaise	99	0.3	-	-	-	-	-	-	8	0.3	14	0.5	-	-	-	-	-	-	-s
Light Mayonnaise	82	0.3	-	-	3	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-s
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s
KRAFT																			
Real Mayonnaise	53	0.2	-	-	-	-	3	0.1	-	-	3	0.1	-	-	-	-	-	-	6 3.5s
Miracle Whip Salad Cream	102	0.3	-	-	0	0.1	1	0.0	6	0.3	-	-	3	0.3	-	-	-	-	-s
Other/not sure	22	0.1	-	-	-	-	9	0.3	-	-	-	-	-	-	-	-	-	-	-s
NOLA																			
Mayonnaise Magnifique	2621	8.6	51	8.0	33	8.3	187	6.3	167	7.0	181	6.9	67	6.5	22	3.8	11	6.3s	
Gourmet Mayonnaise	276	0.9	10	1.5	1	0.2	10	0.3	18	0.7	23	0.9	5	0.5	9	1.6	2	1.3s	
Salanaisé Salad Cream	697	2.3	16	2.5	4	1.0	76	2.6	22	0.9	43	1.6	15	1.5	36	6.1	3	1.6s	
Other/not sure	290	0.9	-	-	3	0.6	20	0.7	6	0.2	20	0.8	5	0.5	-	-	12	6.6s	
PICK 'N PAY NO NAME																			
Mayonnaise	208	0.7	9	1.4	5	1.4	8	0.3	33	1.4	4	0.2	2	0.2	-	-	-	-	0 0.3s
Salad Cream	63	0.2	-	-	-	-	9	0.3	6	0.2	2	0.1	-	-	7	1.3	-	-	-s
Other/not sure	20	0.1	-	-	-	-	-	-	4	0.2	7	0.2	-	-	-	-	-	-	-s
SHOPRITE CHECKERS																			
Mayonnaise	543	1.8	16	2.5	10	2.5	36	1.2	54	2.2	34	1.3	33	3.2	17	2.8	3	1.8s	
Salad Cream	75	0.2	-	-	-	-	23	0.8	4	0.2	10	0.4	3	0.3	9	1.5	-	-	-s
Other/not sure	44	0.1	-	-	-	-	2	0.1	1	0.1	-	-	-	-	-	-	-	-	-s
SPAR																			
Creamy Mayonnaise	224	0.7	19	2.9	-	-	33	1.1	24	1.0	14	0.5	13	1.3	-	-	-	-	0 0.2s
Salad Cream	81	0.3	6	0.9	-	-	-	-	9	0.4	2	0.1	-	-	12	2.0	1	0.7s	
Other/not sure	20	0.1	-	-	-	-	14	0.5	-	-	-	-	-	-	-	-	-	-	-s
Another Brand	227	0.7	-	-	-	-	10	0.3	31	1.3	13	0.5	23	2.2	-	-	-	-	2 1.3s
No Brand	447	1.5	23	3.7	8	2.0	23	0.8	35	1.4	54	2.1	28	2.7	7	1.2	2	1.1s	
MAYONNAISE/SALAD																			
CREAM - Consider																			
ALL JOY																			
Double Thick	630	2.1	25	4.0	9	2.2	83	2.8	44	1.8	73	2.8	29	2.8	35	5.9	-	-	-s
Real Mayonnaise	875	2.9	33	5.2	7	1.7	82	2.8	119	4.9	106	4.0	34	3.3	38	6.6	-	-	-s
Light & Creamy	696	2.3	25	3.9	14	3.4	70	2.4	34	1.4	40	1.5	22	2.2	18	3.0	1	0.5s	
Other/not sure	199	0.6	7	1.1	-	-	7	0.2	33	1.4	12	0.5	23	2.2	-	-	-	-	-s
CROSS & BLACKWELL																			
Mayonnaise	8137	26.5	144	22.7	94	23.8	984	33.2	700	29.1	776	29.6	373	36.1	203	34.7	40	22.4s	
Light Mayonnaise	1215	4.0	12	1.9	4	0.9	61	2.1	125	5.2	55	2.1	30	2.9	56	9.6	14	7.9s	
Salad Cream	1676	5.5	35	5.4	15	3.7	149	5.0	181	7.5	173	6.6	45	4.3	50	8.6	1	0.5s	
Other/not sure	330	1.1	8	1.3	-	-	30	1.0	51	2.1	47	1.8	12	1.1	-	-	8	4.8s	
EPIC																			
	527	1.7	11	1.7	9	2.3	13	0.4	42	1.8	44	1.7	-	-	10	1.8	10	5.7s	
FAMILY FAVORITE																			
	319	1.0	7	1.1	-	-	48	1.6	39	1.6	34	1.3	18	1.7	-	-	-	-	-s
HELLMANN'S																			
Real Mayonnaise	454	1.5	-	-	2	0.6	18	0.6	37	1.6	27	1.0	24	2.3	17	2.9	10	5.4s	
Light Mayonnaise	248	0.8	-	-	3	0.7	4	0.1	16	0.7	6	0.2	3	0.3	3	0.5	-	-	-s
Other/not sure	85	0.3	-	-	-	-	-	-	12	0.5	6	0.2	3	0.3	7	1.2	-	-	-s
KRAFT																			
Real Mayonnaise	398	1.3	-	-	4	0.9	3	0.1	8	0.3	31	1.2	14	1.4	17	2.9	6	3.5s	
Miracle Whip Salad Cream	396	1.3	-	-	-	-	14	0.5	28	1.1	28	1.1	3	0.3	-	-	9	5.1s	
Other/not sure	101	0.3	-	-	-	-	9	0.3	12	0.5	8	0.3	2	0.2	7	1.2	-	-	-s
NOLA																			
Mayonnaise Magnifique	3680	12.0	90	14.2	51	12.9	219	7.4	257	10.7	284	10.8	110	10.7	35	6.1	13	7.3s	
Gourmet Mayonnaise	607	2.0	17	2.7	6	1.6	24	0.8	54	2.3	28	1.1	28	2.7	9	1.6	1	0.5s	
Salanaisé Salad Cream	1376	4.5	36	5.7	15	3.7	92	3.1	109	4.5	114	4.3	21	2.0	46	7.9	4	2.5s	
Other/not sure	553	1.8	-	-	6	1.5	37	1.3	36	1.5	28	1.1	16	1.6	1	0.2	14	7.9s	
PICK 'N PAY NO NAME																			
Mayonnaise	518	1.7	19	2.9	13	3.2	8	0.3	53	2.2	33	1.3	26	2.5	9	1.5	2	1.1s	
Salad Cream	335	1.1	4	0.6	-	-	36	1.2	25	1.0	42	1.6	7	0.7	16	2.8	-	-	-s
Other/not sure	141	0.5	-	-	-	-	3	0.1	25	1.1	22	0.8	2	0.2	-	-	1	0.8s	
SHOPRITE CHECKERS																			
Mayonnaise	1046	3.4	41	6.4	21	5.4	68	2.3	106	4.4	95	3.6	74	7.1	19	3.3	3	1.8s	
Salad Cream	397	1.3	2	0.3	4	1.0	30	1.0	34	1.4	64	2.5	17	1.6	19	3.2	8	4.8s	
Other/not sure	129	0.4	-	-	-	-	9	0.3	21	0.9	4	0.2	7	0.7	-	-	-	-	-s
SPAR																			
Creamy Mayonnaise	675	2.2	33	5.2	7	1.9	71	2.4	46	1.9	32	1.2	41	4.0	19	3.2	2	1.0s	
Salad Cream	398	1.3	16	2.6	1	0.2	14	0.5	36	1.5	43	1.6	17	1.7	27	4.6	1	0.7s	
Other/not sure	110	0.4	-	-	-	-	19	0.6	13	0.6	4	0.1	9	0.9	9	1.5	-	-	-s
Another Brand	326	1.1	-	-	-	-	11	0.4	39	1.6	36	1.4	27	2.6	-	-	2	1.3s	

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		POPULATION GROUP								EMPLOYMENT STATUS					
			BLACK		COLOURED		INDIAN		WHITE		WORKS FULL TIME		WORKS PART TIME		DOES NOT WORK	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	6022	6022	1756	1756	752	752	3878	3878	3778	3778	1250	1250	7380	7380
	30656	30656	23024	23024	2703	2703	821	821	4108	4108	8096	8096	3441	3441	19119	19119
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>																
Ever	17059	55.6	12347	53.6	1574	58.2	476	58.0	2662	64.8	4674	57.7	1960	57.0	10425	54.5
Light (1)	6266	20.4	4801	20.9	520	19.2	146	17.8	798	19.4	1496	18.5	832	24.2	3937	20.6
Medium (2:3)	7145	23.3	5021	21.8	655	24.2	217	26.5	1251	30.5	2108	26.0	723	21.0	4313	22.6
Heavy (4+)	3648	11.9	2525	11.0	398	14.7	113	13.7	613	14.9	1069	13.2	404	11.7	2174	11.4
<u>MAYONNAISE/SALAD CREAM - Past 7 days</u>																
<u>ALL JOY</u>																
Double Thick	432	1.4	348	1.5	31	1.2	11	1.3	41	1.0	112	1.4	54	1.6	266	1.4
Real Mayonnaise	845	2.8	737	3.2	61	2.3	12	1.4	35	0.9	210	2.6	71	2.1	564	2.9
Light & Creamy	570	1.9	474	2.1	42	1.6	12	1.5	41	1.0	116	1.4	42	1.2	412	2.2
Other/not sure	128	0.4	102	0.4	14	0.5	2	0.3	10	0.2	17	0.2	25	0.7	86	0.5
<u>CROSS & BLACKWELL</u>																
Mayonnaise	8275	27.0	6205	27.0	633	23.4	193	23.5	1244	30.3	2266	28.0	961	27.9	5048	26.4
Light Mayonnaise	910	3.0	539	2.3	56	2.1	41	5.0	274	6.7	300	3.7	98	2.9	512	2.7
Salad Cream	1102	3.6	884	3.8	43	1.6	25	3.1	149	3.6	282	3.5	108	3.1	712	3.7
Other/not sure	231	0.8	174	0.8	23	0.8	3	0.4	31	0.8	64	0.8	21	0.6	146	0.8
<u>EPIC</u>																
	365	1.2	185	0.8	56	2.1	6	0.8	118	2.9	114	1.4	50	1.5	201	1.0
<u>FAMILY FAVORITE</u>																
	308	1.0	267	1.2	30	1.1	0	0.1	11	0.3	56	0.7	40	1.2	212	1.1
<u>HELLMANN'S</u>																
Real Mayonnaise	251	0.8	187	0.8	9	0.3	4	0.5	50	1.2	90	1.1	48	1.4	113	0.6
Light Mayonnaise	171	0.6	120	0.5	5	0.2	0	0.1	45	1.1	38	0.5	15	0.4	118	0.6
Other/not sure	30	0.1	25	0.1	-	-	-	-	5	0.1	6	0.1	4	0.1	20	0.1
<u>KRAFT</u>																
Real Mayonnaise	160	0.5	96	0.4	8	0.3	5	0.6	51	1.2	55	0.7	12	0.4	93	0.5
Miracle Whip Salad Cream	204	0.7	66	0.3	15	0.6	29	3.6	93	2.3	83	1.0	18	0.5	104	0.5
Other/not sure	39	0.1	31	0.1	3	0.1	2	0.3	2	0.1	4	0.0	11	0.3	23	0.1
<u>NOLA</u>																
Mayonnaise Magnifique	3293	10.7	2159	9.4	546	20.2	146	17.8	443	10.8	932	11.5	383	11.1	1978	10.3
Gourmet Mayonnaise	422	1.4	304	1.3	46	1.7	9	1.1	62	1.5	104	1.3	52	1.5	266	1.4
Salanaise Salad Cream	1004	3.3	831	3.6	76	2.8	18	2.2	78	1.9	164	2.0	109	3.2	730	3.8
Other/not sure	379	1.2	240	1.0	57	2.1	18	2.2	64	1.6	110	1.4	60	1.7	208	1.1
<u>PICK 'N PAY NO NAME</u>																
Mayonnaise	441	1.4	301	1.3	39	1.4	7	0.8	95	2.3	109	1.3	54	1.6	278	1.5
Salad Cream	183	0.6	146	0.6	6	0.2	0	0.0	30	0.7	45	0.6	9	0.3	129	0.7
Other/not sure	100	0.3	88	0.4	6	0.2	-	-	6	0.1	16	0.2	4	0.1	81	0.4
<u>SHOPRITE CHECKERS</u>																
Mayonnaise	966	3.2	784	3.4	76	2.8	10	1.2	95	2.3	267	3.3	91	2.6	608	3.2
Salad Cream	231	0.8	215	0.9	7	0.2	0	0.0	9	0.2	51	0.6	9	0.3	171	0.9
Other/not sure	76	0.2	60	0.3	7	0.3	-	-	8	0.2	13	0.2	16	0.5	46	0.2
<u>SPAR</u>																
Creamy Mayonnaise	538	1.8	424	1.8	31	1.2	8	1.0	75	1.8	147	1.8	53	1.6	338	1.8
Salad Cream	265	0.9	237	1.0	7	0.3	1	0.2	19	0.5	43	0.5	31	0.9	192	1.0
Other/not sure	65	0.2	51	0.2	7	0.2	2	0.2	6	0.1	7	0.1	-	-	58	0.3
Another Brand	277	0.9	163	0.7	18	0.7	13	1.5	83	2.0	95	1.2	28	0.8	154	0.8
<u>MAYONNAISE/SALAD CREAM - Most</u>																
<u>ALL JOY</u>																
Double Thick	253	0.8	198	0.9	23	0.9	6	0.7	26	0.6	90	1.1	12	0.3	151	0.8
Real Mayonnaise	646	2.1	561	2.4	49	1.8	8	1.0	28	0.7	173	2.1	56	1.6	416	2.2
Light & Creamy	360	1.2	298	1.3	30	1.1	7	0.9	25	0.6	66	0.8	30	0.9	264	1.4
Other/not sure	95	0.3	79	0.3	8	0.3	2	0.2	7	0.2	12	0.1	21	0.6	62	0.3
<u>CROSS & BLACKWELL</u>																
Mayonnaise	7377	24.1	5559	24.1	546	20.2	171	20.8	1102	26.8	2004	24.8	871	25.3	4502	23.5
Light Mayonnaise	757	2.5	436	1.9	51	1.9	36	4.4	234	5.7	268	3.3	81	2.4	408	2.1
Salad Cream	743	2.4	601	2.6	31	1.1	14	1.7	98	2.4	210	2.6	71	2.1	462	2.4
Other/not sure	159	0.5	119	0.5	15	0.6	2	0.2	23	0.6	33	0.4	14	0.4	112	0.6
<u>EPIC</u>																
	283	0.9	136	0.6	51	1.9	5	0.6	91	2.2	85	1.0	44	1.3	154	0.8
<u>FAMILY FAVORITE</u>																
	185	0.6	154	0.7	23	0.9	0	0.1	8	0.2	47	0.6	31	0.9	108	0.6
<u>HELLMANN'S</u>																
Real Mayonnaise	99	0.3	60	0.3	1	0.0	2	0.3	35	0.9	56	0.7	21	0.6	21	0.1
Light Mayonnaise	82	0.3	46	0.2	1	0.0	0	0.1	34	0.8	28	0.3	3	0.1	51	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	3	0.1	3	0.0	-	-	-	-
...(Cont.)																

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		POPULATION GROUP								EMPLOYMENT STATUS					
			BLACK		COLOURED		INDIAN		WHITE		WORKS FULL TIME		WORKS PART TIME		DOES NOT WORK	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	6022	6022	1756	1756	752	752	3878	3878	3778	3778	1250	1250	7380	7380
	30656	30656	23024	23024	2703	2703	821	821	4108	4108	8096	8096	3441	3441	19119	19119
MAYONNAISE/SALAD CREAM - Most (Cont.)																
HELLMANN'S																
Real Mayonnaise	99	0.3	60	0.3	1	0.0	2	0.3	35	0.9	56	0.7	21	0.6	21	0.1
Light Mayonnaise	82	0.3	46	0.2	1	0.0	0	0.1	34	0.8	28	0.3	3	0.1	51	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	3	0.1	3	0.0	-	-	-	-
KRAFT																
Real Mayonnaise	53	0.2	15	0.1	1	0.0	3	0.3	35	0.8	17	0.2	4	0.1	32	0.2
Miracle Whip Salad Cream	102	0.3	20	0.1	5	0.2	19	2.4	57	1.4	50	0.6	9	0.3	43	0.2
Other/not sure	22	0.1	17	0.1	2	0.1	2	0.3	1	0.0	3	0.0	9	0.2	10	0.1
NOLA																
Mayonnaise Magnifique	2621	8.6	1705	7.4	455	16.8	121	14.7	340	8.3	737	9.1	310	9.0	1574	8.2
Gourmet Mayonnaise	276	0.9	189	0.8	39	1.4	5	0.7	42	1.0	61	0.8	42	1.2	173	0.9
Salanaise Salad Cream	697	2.3	580	2.5	51	1.9	15	1.9	51	1.3	122	1.5	86	2.5	489	2.6
Other/not sure	290	0.9	177	0.8	47	1.7	16	1.9	50	1.2	91	1.1	44	1.3	156	0.8
PICK 'N PAY NO NAME																
Mayonnaise	208	0.7	125	0.5	18	0.7	6	0.7	60	1.4	42	0.5	34	1.0	133	0.7
Salad Cream	63	0.2	43	0.2	3	0.1	-	-	16	0.4	15	0.2	3	0.1	44	0.2
Other/not sure	20	0.1	14	0.1	4	0.1	-	-	2	0.0	-	-	-	-	20	0.1
SHOPRITE CHECKERS																
Mayonnaise	543	1.8	422	1.8	47	1.7	8	0.9	66	1.6	151	1.9	57	1.7	335	1.8
Salad Cream	75	0.2	68	0.3	2	0.1	-	-	4	0.1	13	0.2	-	-	62	0.3
Other/not sure	44	0.1	35	0.2	3	0.1	-	-	7	0.2	6	0.1	13	0.4	25	0.1
SPAR																
Creamy Mayonnaise	224	0.7	165	0.7	9	0.3	2	0.2	49	1.2	52	0.6	23	0.7	149	0.8
Salad Cream	81	0.3	65	0.3	3	0.1	1	0.2	12	0.3	26	0.3	10	0.3	46	0.2
Other/not sure	20	0.1	14	0.1	3	0.1	2	0.2	2	0.0	1	0.0	-	-	20	0.1
Another Brand	227	0.7	129	0.6	16	0.6	12	1.5	70	1.7	80	1.0	20	0.6	128	0.7
No Brand	447	1.5	316	1.4	37	1.4	9	1.1	85	2.1	132	1.6	40	1.1	275	1.4
MAYONNAISE/SALAD CREAM - Consider																
ALL JOY																
Double Thick	630	2.1	487	2.1	57	2.1	17	2.1	69	1.7	182	2.3	61	1.8	387	2.0
Real Mayonnaise	875	2.9	751	3.3	72	2.7	9	1.1	43	1.0	208	2.6	80	2.3	587	3.1
Light & Creamy	696	2.3	554	2.4	69	2.5	14	1.8	59	1.4	138	1.7	52	1.5	506	2.6
Other/not sure	199	0.6	163	0.7	16	0.6	4	0.5	16	0.4	33	0.4	27	0.8	138	0.7
CROSS & BLACKWELL																
Mayonnaise	8137	26.5	5958	25.9	714	26.4	202	24.7	1262	30.7	2263	27.9	958	27.8	4916	25.7
Light Mayonnaise	1215	4.0	712	3.1	98	3.6	45	5.5	359	8.7	429	5.3	130	3.8	657	3.4
Salad Cream	1676	5.5	1316	5.7	107	4.0	30	3.7	223	5.4	436	5.4	184	5.4	1057	5.5
Other/not sure	330	1.1	240	1.0	40	1.5	7	0.8	44	1.1	102	1.3	29	0.8	198	1.0
EPIC																
	527	1.7	311	1.4	89	3.3	5	0.6	122	3.0	145	1.8	70	2.0	313	1.6
FAMILY FAVORITE																
	319	1.0	282	1.2	23	0.9	0	0.1	14	0.3	63	0.8	49	1.4	207	1.1
HELLMANN'S																
Real Mayonnaise	454	1.5	307	1.3	32	1.2	8	1.0	107	2.6	140	1.7	69	2.0	245	1.3
Light Mayonnaise	248	0.8	163	0.7	13	0.5	4	0.5	68	1.7	62	0.8	31	0.9	156	0.8
Other/not sure	85	0.3	69	0.3	8	0.3	0	0.0	7	0.2	19	0.2	11	0.3	54	0.3
KRAFT																
Real Mayonnaise	398	1.3	212	0.9	51	1.9	14	1.7	121	2.9	107	1.3	29	0.9	262	1.4
Miracle Whip Salad Cream	396	1.3	169	0.7	25	0.9	33	4.0	169	4.1	160	2.0	48	1.4	189	1.0
Other/not sure	101	0.3	82	0.4	8	0.3	3	0.3	8	0.2	18	0.2	10	0.3	73	0.4
NOLA																
Mayonnaise Magnifique	3680	12.0	2390	10.4	603	22.3	146	17.8	541	13.2	1038	12.8	454	13.2	2189	11.4
Gourmet Mayonnaise	607	2.0	432	1.9	70	2.6	16	1.9	89	2.2	144	1.8	92	2.7	371	1.9
Salanaise Salad Cream	1376	4.5	1086	4.7	126	4.7	31	3.7	133	3.2	279	3.4	126	3.7	970	5.1
Other/not sure	553	1.8	376	1.6	82	3.0	19	2.3	76	1.8	135	1.7	84	2.4	334	1.7
PICK 'N PAY NO NAME																
Mayonnaise	518	1.7	329	1.4	53	2.0	9	1.1	127	3.1	135	1.7	63	1.8	320	1.7
Salad Cream	335	1.1	287	1.2	6	0.2	-	-	41	1.0	73	0.9	25	0.7	237	1.2
Other/not sure	141	0.5	127	0.6	3	0.1	0	0.0	11	0.3	17	0.2	16	0.5	108	0.6
SHOPRITE CHECKERS																
Mayonnaise	1046	3.4	835	3.6	91	3.4	11	1.3	108	2.6	253	3.1	113	3.3	679	3.6
Salad Cream	397	1.3	353	1.5	20	0.7	2	0.2	23	0.5	102	1.3	32	0.9	263	1.4
Other/not sure	129	0.4	113	0.5	6	0.2	0	0.0	10	0.2	10	0.1	17	0.5	102	0.5
SPAR																
Creamy Mayonnaise	675	2.2	537	2.3	34	1.3	5	0.6	99	2.4	154	1.9	77	2.2	445	2.3
Salad Cream	398	1.3	351	1.5	13	0.5	4	0.5	31	0.7	72	0.9	37	1.1	289	1.5
Other/not sure	110	0.4	90	0.4	7	0.2	3	0.3	11	0.3	8	0.1	6	0.2	97	0.5
Another Brand	326	1.1	196	0.9	26	1.0	13	1.6	91	2.2	107	1.3	37	1.1	182	1.0

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		OCCUPATION															
			PROF./TECH.		ADMIN/MANAGERIAL		CLERICAL/SALES		TRANSPORT/COMM.		SERVICE		AGRI-CULTURE		ARTISAN/RELATED		PRODUCTION/MINING	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	852	852	331	331	1177	1177	216	216	976	976	331	331	416	416	706	706
	30656	30656	1618	1618	464	464	2435	2435	533	533	2487	2487	1002	1002	843	843	2116	2116
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	1120	69.3	283	60.9	1542	63.3	245	45.9	1481	59.6	481	48.1	528	62.7	944	44.6
Light (1)	6266	20.4	329	20.4	75	16.2	562	23.1	84	15.8	533	21.4	213	21.3	162	19.2	368	17.4
Medium (2:3)	7145	23.3	507	31.4	117	25.2	628	25.8	125	23.4	595	23.9	190	18.9	241	28.5	425	20.1
Heavy (4+)	3648	11.9	284	17.5	90	19.5	353	14.5	36	6.7	353	14.2	78	7.8	126	15.0	150	7.1
MAYONNAISE/SALAD CREAM - Past 7 days																		
ALL JOY																		
Double Thick	432	1.4	25	1.5	15	3.2	48	2.0	1	0.1	30	1.2	12	1.2	8	1.0	27	1.3
Real Mayonnaise	845	2.8	33	2.0	6	1.3	38	1.5	13	2.4	66	2.6	43	4.3	38	4.6	44	2.1
Light & Creamy	570	1.9	17	1.1	2	0.4	33	1.3	-	-	36	1.4	19	1.9	30	3.5	21	1.0
Other/not sure	128	0.4	0	0.0	2	0.5	17	0.7	4	0.7	10	0.4	3	0.3	-	-	4	0.2
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	546	33.7	143	30.8	812	33.3	138	25.9	766	30.8	162	16.2	251	29.8	406	19.2
Light Mayonnaise	910	3.0	97	6.0	27	5.9	80	3.5	22	4.0	59	2.4	29	2.9	21	2.5	57	2.7
Salad Cream	1102	3.6	113	7.0	10	2.2	114	4.7	2	0.3	77	3.1	21	2.1	15	1.8	38	1.8
Other/not sure	231	0.8	18	1.1	8	1.7	23	0.9	1	0.2	20	0.8	-	-	6	0.7	9	0.4
EPIC																		
	365	1.2	33	2.0	12	2.7	57	2.3	0	0.1	35	1.4	-	-	12	1.5	14	0.7
FAMILY FAVORITE																		
	308	1.0	21	1.3	-	-	13	0.5	4	0.7	6	0.2	6	0.6	5	0.6	40	1.9
HELLMANN'S																		
Real Mayonnaise	251	0.8	34	2.1	4	1.0	27	1.1	1	0.1	37	1.5	13	1.3	6	0.7	16	0.7
Light Mayonnaise	171	0.6	31	1.9	2	0.3	9	0.4	-	-	6	0.2	-	-	2	0.2	4	0.2
Other/not sure	30	0.1	1	0.1	3	0.7	3	0.1	-	-	-	-	-	-	-	-	3	0.1
KRAFT																		
Real Mayonnaise	160	0.5	26	1.6	2	0.4	18	0.7	-	-	15	0.6	1	0.1	1	0.2	5	0.2
Miracle Whip Salad Cream	204	0.7	36	2.2	10	2.1	24	1.0	-	-	18	0.7	1	0.1	3	0.3	8	0.4
Other/not sure	39	0.1	1	0.1	-	-	3	0.1	1	0.1	10	0.4	-	-	-	-	1	0.0
NOLA																		
Mayonnaise Magnifique	3293	10.7	175	10.8	56	12.0	361	14.8	46	8.7	308	12.4	91	9.1	90	10.7	186	8.8
Gourmet Mayonnaise	422	1.4	35	2.1	7	1.5	37	1.5	3	0.6	25	1.0	9	0.9	24	2.9	15	0.7
Salanaise Salad Cream	1004	3.3	57	3.5	7	1.5	42	1.7	5	0.9	79	3.2	11	1.1	14	1.7	56	2.7
Other/not sure	379	1.2	14	0.9	4	1.0	35	1.4	6	1.1	33	1.3	19	1.9	41	4.9	18	0.8
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	29	1.8	7	1.6	20	0.8	9	1.7	48	1.9	14	1.4	11	1.4	24	1.1
Salad Cream	183	0.6	8	0.5	2	0.4	19	0.8	1	0.1	21	0.9	-	-	1	0.1	2	0.1
Other/not sure	100	0.3	-	-	1	0.3	-	-	9	1.8	9	0.3	-	-	-	-	-	-
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	70	4.3	3	0.7	66	2.7	10	1.9	99	4.0	36	3.6	25	3.0	49	2.3
Salad Cream	231	0.8	18	1.1	-	-	16	0.7	-	-	12	0.5	3	0.3	10	1.2	-	-
Other/not sure	76	0.2	2	0.1	9	1.9	9	0.4	1	0.1	2	0.1	3	0.3	1	0.1	4	0.2
SPAR																		
Creamy Mayonnaise	538	1.8	53	3.3	2	0.4	32	1.3	2	0.4	22	0.9	12	1.2	27	3.2	51	2.4
Salad Cream	265	0.9	7	0.4	-	-	13	0.5	1	0.2	20	0.8	13	1.3	4	0.4	16	0.8
Other/not sure	65	0.2	-	-	-	-	3	0.1	2	0.4	-	-	-	-	2	0.2	-	-
Another Brand	277	0.9	10	0.6	6	1.2	15	0.6	9	1.6	27	1.1	27	2.7	6	0.8	22	1.0
MAYONNAISE/SALAD CREAM - Most																		
ALL JOY																		
Double Thick	253	0.8	12	0.7	2	0.4	24	1.0	-	-	25	1.0	12	1.2	6	0.7	21	1.0
Real Mayonnaise	646	2.1	23	1.4	6	1.2	31	1.3	13	2.4	50	2.0	35	3.5	34	4.1	37	1.8
Light & Creamy	360	1.2	7	0.5	2	0.3	14	0.6	-	-	15	0.6	15	1.5	26	3.1	17	0.8
Other/not sure	95	0.3	0	0.0	0	0.1	15	0.6	4	0.7	10	0.4	-	-	-	-	4	0.2
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	468	28.9	136	29.3	709	29.1	130	24.3	677	27.2	154	15.4	228	27.0	373	17.6
Light Mayonnaise	757	2.5	88	5.4	25	5.3	69	2.9	22	4.0	55	2.2	25	2.5	20	2.3	45	2.1
Salad Cream	743	2.4	93	5.7	8	1.8	73	3.0	2	0.3	59	2.4	21	2.1	9	1.1	15	0.7
Other/not sure	159	0.5	7	0.4	4	0.9	12	0.5	1	0.2	10	0.4	-	-	6	0.7	7	0.3
EPIC																		
	283	0.9	24	1.5	7	1.4	52	2.1	0	0.1	26	1.1	-	-	9	1.0	11	0.5
FAMILY FAVORITE																		
	185	0.6	11	0.7	-	-	13	0.5	1	0.2	1	0.0	6	0.6	5	0.6	40	1.9
HELLMANN'S																		
Real Mayonnaise	99	0.3	23	1.5	1	0.2	13	0.5	-	-	10	0.4	13	1.3	6	0.7	11	0.5
Light Mayonnaise	82	0.3	22	1.3	-	-	5	0.2	-	-	2	0.1	-	-	2	0.2	-	-
Other/not sure	3	0.0	-	-	3	0.7	-	-	-	-	-	-	-	-	-	-	-	-
...(Cont.)																		

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		OCCUPATION															
			PROF./TECH.		ADMIN/MANAGERIAL		CLERICAL/SALES		TRANSPORT/COMM.		SERVICE		AGRI-CULTURE		ARTISAN/RELATED		PRODUCTION/MINING	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	852	852	331	331	1177	1177	216	216	976	976	331	331	416	416	706	706
	30656	30656	1618	1618	464	464	2435	2435	533	533	2487	2487	1002	1002	843	843	2116	2116
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	23	1.5	1	0.2	13	0.5	-	-	10	0.4	13	1.3	6	0.7	11	0.5
Light Mayonnaise	82	0.3	22	1.3	-	-	5	0.2	-	-	2	0.1	-	-	2	0.2	-	-
Other/not sure	3	0.0	-	-	3	0.7	-	-	-	-	-	-	-	-	-	-	-	-
KRAFT																		
Real Mayonnaise	53	0.2	7	0.4	2	0.4	9	0.4	-	-	3	0.1	1	0.1	-	-	-	-
Miracle Whip Salad Cream	102	0.3	17	1.0	7	1.6	15	0.6	-	-	10	0.4	1	0.1	1	0.1	7	0.3
Other/not sure	22	0.1	1	0.1	-	-	-	-	-	-	10	0.4	-	-	-	-	1	0.0
NOLA																		
Mayonnaise Magnifique	2621	8.6	135	8.4	45	9.7	286	11.8	39	7.4	247	9.9	72	7.2	66	7.8	156	7.4
Gourmet Mayonnaise	276	0.9	13	0.8	4	0.9	27	1.1	2	0.4	21	0.8	3	0.3	21	2.5	11	0.5
Salanaise Salad Cream	697	2.3	48	3.0	6	1.3	28	1.1	5	0.9	53	2.1	6	0.6	3	0.4	56	2.7
Other/not sure	290	0.9	9	0.6	1	0.3	30	1.2	6	1.1	22	0.9	16	1.6	32	3.8	18	0.8
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	9	0.6	5	1.1	12	0.5	1	0.1	13	0.5	13	1.3	2	0.2	21	1.0
Salad Cream	63	0.2	3	0.2	-	-	6	0.3	1	0.1	8	0.3	-	-	1	0.1	1	0.0
Other/not sure	20	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	28	1.8	1	0.2	37	1.5	9	1.7	66	2.7	32	3.2	5	0.6	30	1.4
Salad Cream	75	0.2	-	-	-	-	0	0.0	-	-	4	0.1	-	-	9	1.1	-	-
Other/not sure	44	0.1	1	0.0	9	1.9	4	0.2	-	-	1	0.0	3	0.3	1	0.1	1	0.1
SPAR																		
Creamy Mayonnaise	224	0.7	29	1.8	1	0.2	9	0.4	1	0.2	4	0.2	5	0.5	13	1.5	14	0.7
Salad Cream	81	0.3	4	0.3	-	-	3	0.1	1	0.2	1	0.1	13	1.3	1	0.1	12	0.6
Other/not sure	20	0.1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.1	-	-
Another Brand	227	0.7	7	0.5	5	1.1	13	0.5	9	1.6	23	0.9	20	2.0	6	0.8	16	0.8
No Brand	447	1.5	31	1.9	3	0.7	33	1.3	-	-	55	2.2	16	1.6	17	2.0	17	0.8
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	20	1.2	17	3.6	46	1.9	5	0.9	63	2.5	25	2.5	17	2.0	50	2.4
Real Mayonnaise	875	2.9	39	2.4	5	1.0	36	1.5	12	2.2	68	2.7	30	3.0	43	5.0	54	2.6
Light & Creamy	696	2.3	20	1.2	7	1.4	36	1.5	-	-	42	1.7	20	2.0	32	3.8	33	1.5
Other/not sure	199	0.6	0	0.0	7	1.4	18	0.7	4	0.7	6	0.2	12	1.2	-	-	13	0.6
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	539	33.3	149	32.2	788	32.3	134	25.1	755	30.4	198	19.7	250	29.6	407	19.2
Light Mayonnaise	1215	4.0	153	9.5	39	8.3	100	4.1	24	4.5	94	3.8	44	4.4	29	3.4	77	3.6
Salad Cream	1676	5.5	129	8.0	17	3.6	190	7.8	10	1.8	154	6.2	48	4.8	29	3.4	43	2.1
Other/not sure	330	1.1	35	2.2	11	2.4	23	0.9	3	0.6	21	0.8	12	1.2	12	1.5	14	0.7
EPIC																		
	527	1.7	44	2.7	15	3.2	70	2.9	1	0.2	49	2.0	10	1.0	12	1.4	14	0.7
FAMILY FAVORITE																		
	319	1.0	13	0.8	0	0.1	24	1.0	3	0.6	14	0.6	5	0.5	6	0.8	46	2.2
HELLMANN'S																		
Real Mayonnaise	454	1.5	55	3.4	10	2.2	40	1.7	2	0.4	44	1.8	27	2.7	8	1.0	21	1.0
Light Mayonnaise	248	0.8	20	1.3	5	1.2	14	0.6	-	-	23	0.9	11	1.1	5	0.6	13	0.6
Other/not sure	85	0.3	1	0.1	3	0.7	1	0.1	-	-	-	-	9	0.9	4	0.5	12	0.6
KRAFT																		
Real Mayonnaise	398	1.3	33	2.1	5	1.0	36	1.5	2	0.3	32	1.3	12	1.2	2	0.3	15	0.7
Miracle Whip Salad Cream	396	1.3	67	4.1	13	2.7	64	2.6	1	0.2	26	1.0	10	1.0	10	1.2	16	0.8
Other/not sure	101	0.3	3	0.2	-	-	8	0.3	1	0.1	2	0.1	9	0.9	3	0.3	3	0.1
NOLA																		
Mayonnaise Magnifique	3680	12.0	219	13.5	65	14.0	401	16.5	55	10.3	359	14.4	91	9.1	98	11.6	203	9.6
Gourmet Mayonnaise	607	2.0	53	3.3	8	1.7	39	1.6	3	0.6	48	1.9	29	2.9	26	3.0	29	1.4
Salanaise Salad Cream	1376	4.5	65	4.0	8	1.7	87	3.6	11	2.0	133	5.3	17	1.7	16	1.9	66	3.1
Other/not sure	553	1.8	23	1.4	1	0.3	46	1.9	5	0.9	50	2.0	27	2.7	46	5.5	20	1.0
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	25	1.5	8	1.7	36	1.5	3	0.6	68	2.7	22	2.2	7	0.8	29	1.4
Salad Cream	335	1.1	24	1.5	2	0.5	28	1.1	-	-	23	0.9	9	0.9	6	0.7	6	0.3
Other/not sure	141	0.5	-	-	-	-	10	0.4	1	0.2	11	0.4	9	0.9	-	-	3	0.1
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	50	3.1	4	0.9	64	2.6	14	2.6	118	4.7	48	4.8	19	2.2	50	2.4
Salad Cream	397	1.3	43	2.6	3	0.6	20	0.8	-	-	28	1.1	10	1.0	13	1.6	17	0.8
Other/not sure	129	0.4	1	0.0	11	2.4	6	0.2	-	-	2	0.1	3	0.3	1	0.1	4	0.2
SPAR																		
Creamy Mayonnaise	675	2.2	63	3.9	5	1.0	40	1.7	1	0.2	51	2.0	20	2.0	19	2.2	33	1.5
Salad Cream	398	1.3	21	1.3	2	0.5	14	0.6	-	-	28	1.1	22	2.2	8	1.0	12	0.6
Other/not sure	110	0.4	-	-	1	0.2	6	0.2	2	0.4	-	-	-	-	1	0.1	3	0.1
Another Brand	326	1.1	16	1.0	6	1.3	17	0.7	9	1.6	28	1.1	35	3.5	7	0.9	25	1.2

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

INFORMANTS POPULATION ('000)	TOTAL		LEVEL OF EDUCATION ACHIEVED															
	'000	%	NO SCHOOL		SOME PRIMARY		PRIMARY COMPLETED		SOME HIGH SCHOOL		MATRIC		TECHNIKON DIPLOMA/DEGREE		UNIVERSITY DEGREE		OTHER POST-MATRIC	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
12408 30656	12408 30656		419 1937	419 1937	772 3032	772 3032	659 2298	659 2298	4794 12720	4794 12720	3796 7450	3796 7450	813 1386	813 1386	547 826	547 826	608 1007	608 1007
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	579	29.9	1144	37.7	1136	49.4	7222	56.8	4803	64.5	926	66.8	537	65.0	711	70.6
Light (1)	6266	20.4	244	12.6	551	18.2	506	22.0	2673	21.0	1670	22.4	240	17.3	150	18.1	234	23.2
Medium (2:3)	7145	23.3	204	10.5	404	13.3	405	17.6	3089	24.3	2014	27.0	441	31.8	250	30.3	338	33.6
Heavy (4+)	3648	11.9	131	6.8	189	6.2	225	9.8	1461	11.5	1120	15.0	245	17.7	137	16.6	139	13.8
MAYONNAISE/SALAD CREAM - Past 7 days																		
ALL JOY																		
Double Thick	432	1.4	15	0.8	73	2.4	49	2.1	164	1.3	83	1.1	18	1.3	11	1.4	19	1.9
Real Mayonnaise	845	2.8	37	1.9	54	1.8	88	3.8	390	3.1	219	2.9	30	2.1	14	1.7	14	1.4
Light & Creamy	570	1.9	32	1.7	31	1.0	47	2.0	289	2.3	103	1.4	21	1.5	39	4.7	7	0.7
Other/not sure	128	0.4	3	0.1	20	0.7	-	-	45	0.4	50	0.7	6	0.4	-	-	4	0.4
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	235	12.2	458	15.1	485	21.1	3467	27.3	2575	34.6	460	33.2	235	28.4	360	35.7
Light Mayonnaise	910	3.0	31	1.6	36	1.2	56	2.4	300	2.4	311	4.2	87	6.3	46	5.6	42	4.2
Salad Cream	1102	3.6	36	1.9	27	0.9	92	4.0	422	3.3	340	4.6	83	6.0	49	5.9	53	5.3
Other/not sure	231	0.8	8	0.4	9	0.3	38	1.6	97	0.8	44	0.6	16	1.2	2	0.3	17	1.6
EPIC																		
	365	1.2	1	0.1	21	0.7	24	1.0	136	1.1	98	1.3	39	2.8	21	2.5	25	2.4
FAMILY FAVORITE																		
	308	1.0	7	0.4	23	0.8	33	1.5	146	1.1	84	1.1	3	0.2	8	1.0	2	0.2
HELLMANN'S																		
Real Mayonnaise	251	0.8	10	0.5	1	0.0	18	0.8	125	1.0	54	0.7	19	1.4	19	2.2	5	0.5
Light Mayonnaise	171	0.6	5	0.2	8	0.2	11	0.5	88	0.7	30	0.4	8	0.6	19	2.3	2	0.2
Other/not sure	30	0.1	-	-	-	-	-	-	5	0.0	21	0.3	3	0.2	1	0.2	-	-
KRAFT																		
Real Mayonnaise	160	0.5	10	0.5	-	-	1	0.0	67	0.5	54	0.7	6	0.5	18	2.2	4	0.4
Miracle Whip Salad Cream	204	0.7	7	0.3	3	0.1	14	0.6	64	0.5	52	0.7	29	2.1	16	2.0	20	2.0
Other/not sure	39	0.1	-	-	8	0.3	-	-	17	0.1	14	0.2	-	-	-	-	1	0.1
NOLA																		
Mayonnaise Magnifique	3293	10.7	81	4.2	206	6.8	229	10.0	1467	11.5	934	12.5	163	11.8	81	9.8	133	13.2
Gourmet Mayonnaise	422	1.4	24	1.3	25	0.8	6	0.3	206	1.6	114	1.5	17	1.2	15	1.8	15	1.5
Salanaise Salad Cream	1004	3.3	25	1.3	107	3.5	43	1.9	491	3.9	240	3.2	50	3.6	13	1.6	35	3.5
Other/not sure	379	1.2	1	0.1	52	1.7	19	0.8	149	1.2	108	1.5	8	0.6	6	0.7	36	3.6
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	7	0.4	19	0.6	20	0.8	213	1.7	124	1.7	14	1.0	30	3.6	15	1.5
Salad Cream	183	0.6	5	0.3	19	0.6	3	0.1	98	0.8	34	0.5	8	0.6	3	0.4	14	1.4
Other/not sure	100	0.3	-	-	-	-	17	0.7	46	0.4	35	0.5	1	0.1	-	-	-	-
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	36	1.8	80	2.7	81	3.5	488	3.8	214	2.9	30	2.2	20	2.5	16	1.6
Salad Cream	231	0.8	-	-	2	0.1	12	0.5	129	1.0	58	0.8	6	0.4	5	0.6	19	1.9
Other/not sure	76	0.2	11	0.6	33	1.1	3	0.1	17	0.1	8	0.1	2	0.2	1	0.1	1	0.1
SPAR																		
Creamy Mayonnaise	538	1.8	-	-	40	1.3	31	1.4	299	2.4	124	1.7	19	1.3	10	1.2	16	1.6
Salad Cream	265	0.9	32	1.7	15	0.5	15	0.7	123	1.0	76	1.0	2	0.2	-	-	1	0.1
Other/not sure	65	0.2	5	0.3	3	0.1	-	-	35	0.3	19	0.2	-	-	-	-	4	0.4
Another Brand	277	0.9	57	3.0	25	0.8	12	0.5	79	0.6	61	0.8	18	1.3	15	1.8	9	0.9
MAYONNAISE/SALAD CREAM - Most																		
ALL JOY																		
Double Thick	253	0.8	3	0.2	64	2.1	37	1.6	88	0.7	43	0.6	1	0.1	2	0.2	16	1.5
Real Mayonnaise	646	2.1	33	1.7	53	1.7	73	3.2	277	2.2	169	2.3	24	1.7	9	1.0	9	0.9
Light & Creamy	360	1.2	24	1.2	26	0.8	22	0.9	194	1.5	68	0.9	14	1.0	11	1.3	3	0.3
Other/not sure	95	0.3	3	0.1	6	0.2	-	-	35	0.3	44	0.6	6	0.4	-	-	1	0.1
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	219	11.3	427	14.1	437	19.0	3109	24.4	2245	30.1	404	29.2	204	24.7	332	33.0
Light Mayonnaise	757	2.5	21	1.1	35	1.1	47	2.1	233	1.8	266	3.6	76	5.5	42	5.1	36	3.6
Salad Cream	743	2.4	23	1.2	11	0.4	64	2.8	274	2.2	229	3.1	57	4.1	45	5.5	40	4.0
Other/not sure	159	0.5	7	0.4	9	0.3	38	1.6	62	0.5	28	0.4	11	0.8	2	0.2	2	0.2
EPIC																		
	283	0.9	1	0.1	18	0.6	16	0.7	111	0.9	73	1.0	28	2.0	17	2.0	19	1.9
FAMILY FAVORITE																		
	185	0.6	7	0.4	12	0.4	28	1.2	92	0.7	44	0.6	-	-	-	-	1	0.1
HELLMANN'S																		
Real Mayonnaise	99	0.3	-	-	-	-	8	0.4	36	0.3	25	0.3	8	0.6	17	2.1	4	0.4
Light Mayonnaise	82	0.3	1	0.1	8	0.2	11	0.5	28	0.2	18	0.2	5	0.3	11	1.3	2	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	3	0.0	-	-	-	-	-	-
...(Cont.)																		

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		LEVEL OF EDUCATION ACHIEVED															
			NO SCHOOL		SOME PRIMARY		PRIMARY COMPLETED		SOME HIGH SCHOOL		MATRIC		TECHNIKON DIPLOMA/DEGREE		UNIVERSITY DEGREE		OTHER POST-MATRIC	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	419	419	772	772	659	659	4794	4794	3796	3796	813	813	547	547	608	608
	30656	30656	1937	1937	3032	3032	2298	2298	12720	12720	7450	7450	1386	1386	826	826	1007	1007
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	-	-	-	-	8	0.4	36	0.3	25	0.3	8	0.6	17	2.1	4	0.4
Light Mayonnaise	82	0.3	1	0.1	8	0.2	11	0.5	28	0.2	18	0.2	5	0.3	11	1.3	2	0.2
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	3	0.0	-	-	-	-	-	-
KRAFT																		
Real Mayonnaise	53	0.2	-	-	-	-	1	0.0	12	0.1	22	0.3	5	0.4	10	1.2	4	0.4
Miracle Whip Salad Cream	102	0.3	3	0.2	1	0.0	7	0.3	29	0.2	18	0.2	23	1.7	11	1.3	9	0.9
Other/not sure	22	0.1	-	-	8	0.3	-	-	11	0.1	3	0.0	-	-	-	-	-	-
NOLA																		
Mayonnaise Magnifique	2621	8.6	81	4.2	148	4.9	191	8.3	1172	9.2	729	9.8	132	9.5	67	8.1	101	10.0
Gourmet Mayonnaise	276	0.9	8	0.4	12	0.4	6	0.3	142	1.1	84	1.1	13	0.9	7	0.8	5	0.5
Salanaise Salad Cream	697	2.3	22	1.1	90	3.0	35	1.5	333	2.6	149	2.0	28	2.0	10	1.2	30	3.0
Other/not sure	290	0.9	1	0.1	52	1.7	12	0.5	107	0.8	74	1.0	6	0.4	3	0.3	35	3.4
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	7	0.4	14	0.5	10	0.4	96	0.8	60	0.8	6	0.4	6	0.8	10	1.0
Salad Cream	63	0.2	4	0.2	11	0.4	1	0.0	20	0.2	22	0.3	3	0.2	-	-	2	0.2
Other/not sure	20	0.1	-	-	-	-	-	-	11	0.1	9	0.1	-	-	-	-	-	-
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	36	1.8	54	1.8	49	2.1	261	2.0	106	1.4	17	1.2	9	1.1	11	1.1
Salad Cream	75	0.2	-	-	2	0.1	11	0.5	45	0.4	18	0.2	-	-	-	-	-	-
Other/not sure	44	0.1	11	0.6	23	0.8	-	-	3	0.0	4	0.1	2	0.2	1	0.1	-	-
SPAR																		
Creamy Mayonnaise	224	0.7	-	-	21	0.7	10	0.4	111	0.9	53	0.7	12	0.9	7	0.8	11	1.1
Salad Cream	81	0.3	10	0.5	7	0.2	11	0.5	38	0.3	13	0.2	1	0.0	-	-	1	0.1
Other/not sure	20	0.1	5	0.3	3	0.1	-	-	11	0.1	2	0.0	-	-	-	-	-	-
Another Brand	227	0.7	49	2.5	19	0.6	6	0.3	65	0.5	54	0.7	14	1.0	13	1.6	7	0.7
No Brand	447	1.5	1	0.0	11	0.3	6	0.3	218	1.7	128	1.7	30	2.1	35	4.3	18	1.8
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	28	1.4	63	2.1	65	2.8	267	2.1	148	2.0	23	1.7	9	1.1	28	2.8
Real Mayonnaise	875	2.9	28	1.4	54	1.8	71	3.1	433	3.4	236	3.2	22	1.6	12	1.4	19	1.9
Light & Creamy	696	2.3	31	1.6	44	1.4	56	2.4	361	2.8	125	1.7	29	2.1	32	3.9	18	1.8
Other/not sure	199	0.6	3	0.1	16	0.5	28	1.2	80	0.6	57	0.8	9	0.6	-	-	6	0.6
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	237	12.3	476	15.7	511	22.2	3424	26.9	2416	32.4	471	34.0	243	29.4	358	35.5
Light Mayonnaise	1215	4.0	30	1.5	45	1.5	70	3.0	401	3.2	395	5.3	116	8.4	71	8.6	88	8.7
Salad Cream	1676	5.5	62	3.2	63	2.1	141	6.1	652	5.1	517	6.9	106	7.7	50	6.1	84	8.4
Other/not sure	330	1.1	8	0.4	12	0.4	34	1.5	152	1.2	67	0.9	18	1.3	18	2.2	20	2.0
EPIC																		
Mayonnaise	527	1.7	8	0.4	38	1.3	43	1.9	191	1.5	128	1.7	54	3.9	32	3.8	34	3.3
FAMILY FAVORITE																		
Mayonnaise	319	1.0	10	0.5	12	0.4	38	1.7	143	1.1	96	1.3	6	0.4	-	-	13	1.3
HELLMANN'S																		
Real Mayonnaise	454	1.5	33	1.7	10	0.3	25	1.1	172	1.4	128	1.7	38	2.8	31	3.7	17	1.7
Light Mayonnaise	248	0.8	5	0.2	8	0.2	28	1.2	89	0.7	82	1.1	13	1.0	12	1.4	11	1.1
Other/not sure	85	0.3	-	-	-	-	13	0.6	33	0.3	30	0.4	4	0.3	1	0.2	4	0.4
KRAFT																		
Real Mayonnaise	398	1.3	17	0.9	1	0.0	20	0.9	155	1.2	139	1.9	24	1.8	25	3.0	16	1.6
Miracle Whip Salad Cream	396	1.3	7	0.3	19	0.6	27	1.2	101	0.8	125	1.7	50	3.6	31	3.8	37	3.7
Other/not sure	101	0.3	7	0.4	-	-	11	0.5	36	0.3	35	0.5	8	0.6	2	0.2	3	0.3
NOLA																		
Mayonnaise Magnifique	3680	12.0	114	5.9	216	7.1	216	9.4	1587	12.5	1103	14.8	217	15.6	83	10.0	145	14.4
Gourmet Mayonnaise	607	2.0	10	0.5	44	1.4	42	1.8	243	1.9	189	2.5	36	2.6	25	3.0	19	1.9
Salanaise Salad Cream	1376	4.5	37	1.9	153	5.0	68	2.9	677	5.3	340	4.6	41	2.9	17	2.1	43	4.3
Other/not sure	553	1.8	14	0.7	53	1.7	24	1.0	261	2.0	144	1.9	13	0.9	8	0.9	37	3.7
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	18	0.9	35	1.1	30	1.3	224	1.8	133	1.8	24	1.7	31	3.7	24	2.4
Salad Cream	335	1.1	12	0.6	13	0.4	30	1.3	185	1.5	58	0.8	13	0.9	3	0.3	21	2.1
Other/not sure	141	0.5	-	-	7	0.2	25	1.1	56	0.4	39	0.5	9	0.7	-	-	4	0.4
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	44	2.3	83	2.7	86	3.7	504	4.0	258	3.5	27	2.0	20	2.4	24	2.4
Salad Cream	397	1.3	14	0.7	23	0.8	42	1.8	204	1.6	69	0.9	11	0.8	14	1.7	19	1.9
Other/not sure	129	0.4	20	1.0	34	1.1	3	0.1	41	0.3	25	0.3	2	0.2	1	0.1	3	0.3
SPAR																		
Creamy Mayonnaise	675	2.2	20	1.0	41	1.4	39	1.7	355	2.8	161	2.2	20	1.4	13	1.6	27	2.7
Salad Cream	398	1.3	42	2.1	9	0.3	38	1.6	201	1.6	87	1.2	10	0.7	4	0.5	7	0.7
Other/not sure	110	0.4	14	0.7	3	0.1	2	0.1	67	0.5	18	0.2	1	0.1	-	-	5	0.5
Another Brand	326	1.1	50	2.6	27	0.9	18	0.8	86	0.7	90	1.2	16	1.2	23	2.8	16	1.6

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		MONTHLY HOUSEHOLD INCOME															
			LESS THAN R500		R500-R899		R900-R1399		R1400-R2499		R2500-R3999		R4000-R6999		R7000-R11999		R12000 AND MORE	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	481	481	1384	1384	1082	1082	1759	1759	1436	1436	2031	2031	2153	2153	2082	2082
	30656	30656	1979	1979	5420	5420	3715	3715	5778	5778	3759	3759	3998	3998	3388	3388	2619	2619
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	857	43.3	2553	47.1	1924	51.8	2985	51.7	2183	58.1	2564	64.1	2285	67.5	1707	65.2
Light (1)	6266	20.4	387	19.6	1044	19.3	800	21.5	1178	20.4	815	21.7	852	21.3	672	19.8	518	19.8
Medium (2:3)	7145	23.3	295	14.9	1008	18.6	702	18.9	1289	22.3	905	24.1	1101	27.5	1069	31.6	775	29.6
Heavy (4+)	3648	11.9	175	8.8	501	9.2	422	11.4	518	9.0	463	12.3	612	15.3	544	16.1	414	15.8
MAYONNAISE/SALAD CREAM - Past 7 days ALL JOY																		
Double Thick	432	1.4	29	1.5	115	2.1	46	1.2	68	1.2	48	1.3	59	1.5	45	1.3	22	0.8
Real Mayonnaise	845	2.8	68	3.4	170	3.1	130	3.5	180	3.1	107	2.8	97	2.4	64	1.9	29	1.1
Light & Creamy	570	1.9	30	1.5	124	2.3	57	1.5	121	2.1	62	1.6	69	1.7	76	2.2	31	1.2
Other/not sure	128	0.4	-	-	34	0.6	23	0.6	23	0.4	20	0.5	16	0.4	8	0.2	4	0.2
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	379	19.2	1176	21.7	928	25.0	1397	24.2	1083	28.8	1376	34.4	1115	32.9	822	31.4
Light Mayonnaise	910	3.0	26	1.3	137	2.5	85	2.3	108	1.9	77	2.0	146	3.6	151	4.5	183	7.0
Salad Cream	1102	3.6	33	1.7	200	3.7	125	3.4	140	2.4	158	4.2	154	3.9	189	5.6	103	3.9
Other/not sure	231	0.8	16	0.8	55	1.0	10	0.3	31	0.5	30	0.8	36	0.9	41	1.2	13	0.5
EPIC																		
	365	1.2	24	1.2	26	0.5	37	1.0	51	0.9	67	1.8	57	1.4	54	1.6	50	1.9
FAMILY FAVORITE																		
	308	1.0	40	2.0	75	1.4	85	2.3	46	0.8	29	0.8	19	0.5	10	0.3	4	0.2
HELLMANN'S																		
Real Mayonnaise	251	0.8	17	0.8	31	0.6	40	1.1	44	0.8	10	0.3	41	1.0	34	1.0	34	1.3
Light Mayonnaise	171	0.6	14	0.7	28	0.5	15	0.4	53	0.9	7	0.2	12	0.3	13	0.4	29	1.1
Other/not sure	30	0.1	1	0.0	3	0.1	10	0.3	1	0.0	8	0.2	-	-	8	0.2	-	-
KRAFT																		
Real Mayonnaise	160	0.5	13	0.7	11	0.2	23	0.6	17	0.3	26	0.7	17	0.4	21	0.6	33	1.2
Miracle Whip Salad Cream	204	0.7	1	0.0	12	0.2	14	0.4	23	0.4	21	0.6	25	0.6	47	1.4	60	2.3
Other/not sure	39	0.1	-	-	20	0.4	10	0.3	3	0.1	-	-	4	0.1	0	0.0	2	0.1
NOLA																		
Mayonnaise Magnifique	3293	10.7	143	7.2	410	7.6	303	8.2	592	10.3	510	13.6	535	13.4	444	13.1	354	13.5
Gourmet Mayonnaise	422	1.4	37	1.9	43	0.8	53	1.4	98	1.7	31	0.8	52	1.3	80	2.4	28	1.1
Salanaise Salad Cream	1004	3.3	59	3.0	184	3.4	137	3.7	197	3.4	143	3.8	102	2.6	126	3.7	56	2.1
Other/not sure	379	1.2	21	1.1	54	1.0	60	1.6	73	1.3	29	0.8	47	1.2	70	2.1	25	1.0
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	33	1.7	77	1.4	24	0.7	84	1.4	57	1.5	58	1.4	68	2.0	40	1.5
Salad Cream	183	0.6	10	0.5	34	0.6	27	0.7	41	0.7	21	0.6	11	0.3	24	0.7	15	0.6
Other/not sure	100	0.3	4	0.2	29	0.5	26	0.7	13	0.2	12	0.3	13	0.3	2	0.1	1	0.1
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	87	4.4	169	3.1	97	2.6	192	3.3	153	4.1	155	3.9	71	2.1	40	1.5
Salad Cream	231	0.8	2	0.1	37	0.7	21	0.6	71	1.2	40	1.1	16	0.4	20	0.6	24	0.9
Other/not sure	76	0.2	3	0.2	3	0.1	15	0.4	37	0.6	4	0.1	4	0.1	7	0.2	3	0.1
SPAR																		
Creamy Mayonnaise	538	1.8	62	3.1	48	0.9	101	2.7	114	2.0	61	1.6	45	1.1	58	1.7	49	1.9
Salad Cream	265	0.9	27	1.4	32	0.6	36	1.0	68	1.2	53	1.4	23	0.6	19	0.5	8	0.3
Other/not sure	65	0.2	11	0.5	8	0.2	12	0.3	13	0.2	10	0.3	3	0.1	5	0.2	2	0.1
Another Brand	277	0.9	26	1.3	58	1.1	43	1.2	34	0.6	11	0.3	17	0.4	36	1.1	50	1.9
MAYONNAISE/SALAD CREAM - Most ALL JOY																		
Double Thick	253	0.8	19	0.9	72	1.3	21	0.6	35	0.6	41	1.1	25	0.6	30	0.9	10	0.4
Real Mayonnaise	646	2.1	45	2.3	135	2.5	98	2.6	139	2.4	86	2.3	68	1.7	54	1.6	20	0.8
Light & Creamy	360	1.2	-	-	93	1.7	42	1.1	91	1.6	31	0.8	48	1.2	32	0.9	23	0.9
Other/not sure	95	0.3	-	-	21	0.4	23	0.6	12	0.2	19	0.5	14	0.3	5	0.1	2	0.1
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	340	17.2	1092	20.1	820	22.1	1238	21.4	946	25.2	1226	30.7	984	29.0	731	27.9
Light Mayonnaise	757	2.5	20	1.0	120	2.2	65	1.8	79	1.4	72	1.9	138	3.4	113	3.3	151	5.8
Salad Cream	743	2.4	22	1.1	146	2.7	70	1.9	86	1.5	99	2.6	97	2.4	149	4.4	72	2.8
Other/not sure	159	0.5	16	0.8	34	0.6	10	0.3	23	0.4	23	0.6	27	0.7	15	0.4	11	0.4
EPIC																		
	283	0.9	24	1.2	19	0.4	35	0.9	35	0.6	45	1.2	46	1.1	43	1.3	37	1.4
FAMILY FAVORITE																		
	185	0.6	34	1.7	21	0.4	69	1.8	28	0.5	19	0.5	7	0.2	6	0.2	3	0.1
HELLMANN'S																		
Real Mayonnaise	99	0.3	8	0.4	-	-	9	0.2	7	0.1	4	0.1	26	0.6	25	0.7	21	0.8
Light Mayonnaise	82	0.3	14	0.7	3	0.0	2	0.0	28	0.5	3	0.1	1	0.0	10	0.3	23	0.9
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	3	0.1	-	-
...(Cont.)																		

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		MONTHLY HOUSEHOLD INCOME															
			LESS THAN R500		R500-R899		R900-R1399		R1400-R2499		R2500-R3999		R4000-R6999		R7000-R11999		R12000 AND MORE	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	481	481	1384	1384	1082	1082	1759	1759	1436	1436	2031	2031	2153	2153	2082	2082
	30656	30656	1979	1979	5420	5420	3715	3715	5778	5778	3759	3759	3998	3998	3388	3388	2619	2619
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	8	0.4	-	-	9	0.2	7	0.1	4	0.1	26	0.6	25	0.7	21	0.8
Light Mayonnaise	82	0.3	14	0.7	3	0.0	2	0.0	28	0.5	3	0.1	1	0.0	10	0.3	23	0.9
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-	3	0.1	-	-
KRAFT																		
Real Mayonnaise	53	0.2	6	0.3	1	0.0	4	0.1	2	0.0	-	-	3	0.1	17	0.5	20	0.7
Miracle Whip Salad Cream	102	0.3	-	-	-	-	10	0.3	9	0.2	5	0.1	14	0.4	22	0.6	41	1.6
Other/not sure	22	0.1	-	-	17	0.3	-	-	2	0.0	-	-	2	0.1	-	-	1	0.0
NOLA																		
Mayonnaise Magnifique	2621	8.6	111	5.6	326	6.0	235	6.3	464	8.0	417	11.1	434	10.9	344	10.2	288	11.0
Gourmet Mayonnaise	276	0.9	21	1.1	33	0.6	33	0.9	48	0.8	28	0.7	40	1.0	48	1.4	24	0.9
Salanaise Salad Cream	697	2.3	41	2.1	119	2.2	105	2.8	140	2.4	85	2.3	80	2.0	92	2.7	35	1.3
Other/not sure	290	0.9	12	0.6	32	0.6	54	1.4	60	1.0	17	0.4	36	0.9	62	1.8	18	0.7
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	19	1.0	40	0.7	19	0.5	31	0.5	15	0.4	29	0.7	31	0.9	23	0.9
Salad Cream	63	0.2	2	0.1	3	0.1	6	0.2	22	0.4	7	0.2	5	0.1	14	0.4	5	0.2
Other/not sure	20	0.1	4	0.2	2	0.0	-	-	7	0.1	0	0.0	7	0.2	-	-	1	0.1
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	30	1.5	84	1.5	52	1.4	124	2.2	98	2.6	91	2.3	45	1.3	19	0.7
Salad Cream	75	0.2	-	-	9	0.2	4	0.1	30	0.5	22	0.6	3	0.1	6	0.2	2	0.1
Other/not sure	44	0.1	-	-	1	0.0	10	0.3	26	0.4	0	0.0	4	0.1	1	0.0	2	0.1
SPAR																		
Creamy Mayonnaise	224	0.7	24	1.2	15	0.3	38	1.0	42	0.7	22	0.6	17	0.4	37	1.1	28	1.1
Salad Cream	81	0.3	11	0.6	10	0.2	6	0.2	24	0.4	15	0.4	6	0.1	5	0.1	5	0.2
Other/not sure	20	0.1	-	-	3	0.1	9	0.2	5	0.1	-	-	2	0.1	1	0.0	-	-
Another Brand	227	0.7	13	0.6	52	1.0	40	1.1	24	0.4	11	0.3	14	0.3	30	0.9	44	1.7
No Brand	447	1.5	20	1.0	48	0.9	36	1.0	125	2.2	54	1.4	56	1.4	62	1.8	46	1.8
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	39	2.0	133	2.4	92	2.5	109	1.9	75	2.0	106	2.7	45	1.3	32	1.2
Real Mayonnaise	875	2.9	57	2.9	175	3.2	119	3.2	169	2.9	141	3.7	106	2.6	70	2.1	38	1.5
Light & Creamy	696	2.3	37	1.9	174	3.2	62	1.7	149	2.6	78	2.1	68	1.7	85	2.5	43	1.6
Other/not sure	199	0.6	10	0.5	45	0.8	39	1.0	24	0.4	28	0.8	34	0.8	12	0.4	7	0.3
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	401	20.3	1180	21.8	885	23.8	1371	23.7	1057	28.1	1337	33.5	1074	31.7	831	31.7
Light Mayonnaise	1215	4.0	41	2.1	166	3.1	100	2.7	161	2.8	100	2.7	197	4.9	207	6.1	243	9.3
Salad Cream	1676	5.5	82	4.1	292	5.4	192	5.2	278	4.8	232	6.2	226	5.7	238	7.0	138	5.3
Other/not sure	330	1.1	12	0.6	53	1.0	32	0.9	33	0.6	52	1.4	69	1.7	54	1.6	26	1.0
EPIC																		
	527	1.7	32	1.6	59	1.1	63	1.7	64	1.1	80	2.1	93	2.3	77	2.3	59	2.3
FAMILY FAVORITE																		
	319	1.0	41	2.1	78	1.4	87	2.3	41	0.7	36	1.0	12	0.3	20	0.6	5	0.2
HELLMANN'S																		
Real Mayonnaise	454	1.5	27	1.3	47	0.9	62	1.7	83	1.4	39	1.0	67	1.7	62	1.8	67	2.5
Light Mayonnaise	248	0.8	13	0.7	43	0.8	33	0.9	58	1.0	12	0.3	14	0.4	32	0.9	42	1.6
Other/not sure	85	0.3	3	0.1	5	0.1	19	0.5	17	0.3	19	0.5	10	0.3	10	0.3	3	0.1
KRAFT																		
Real Mayonnaise	398	1.3	17	0.8	34	0.6	60	1.6	45	0.8	51	1.3	52	1.3	65	1.9	74	2.8
Miracle Whip Salad Cream	396	1.3	14	0.7	21	0.4	27	0.7	51	0.9	37	1.0	63	1.6	105	3.1	78	3.0
Other/not sure	101	0.3	3	0.1	12	0.2	42	1.1	10	0.2	12	0.3	12	0.3	4	0.1	6	0.2
NOLA																		
Mayonnaise Magnifique	3680	12.0	146	7.4	450	8.3	347	9.3	578	10.0	609	16.2	623	15.6	520	15.4	407	15.5
Gourmet Mayonnaise	607	2.0	63	3.2	96	1.8	67	1.8	91	1.6	59	1.6	63	1.6	109	3.2	60	2.3
Salanaise Salad Cream	1376	4.5	117	5.9	203	3.8	170	4.6	313	5.4	165	4.4	177	4.4	141	4.2	88	3.4
Other/not sure	553	1.8	18	0.9	71	1.3	99	2.7	128	2.2	49	1.3	74	1.9	86	2.5	28	1.1
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	46	2.3	76	1.4	48	1.3	72	1.3	53	1.4	88	2.2	74	2.2	61	2.3
Salad Cream	335	1.1	16	0.8	64	1.2	58	1.6	77	1.3	32	0.9	33	0.8	32	1.0	22	0.8
Other/not sure	141	0.5	15	0.8	39	0.7	40	1.1	8	0.1	14	0.4	16	0.4	6	0.2	3	0.1
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	77	3.9	186	3.4	137	3.7	196	3.4	167	4.4	157	3.9	85	2.5	42	1.6
Salad Cream	397	1.3	21	1.1	54	1.0	74	2.0	78	1.3	61	1.6	47	1.2	31	0.9	32	1.2
Other/not sure	129	0.4	11	0.6	15	0.3	15	0.4	50	0.9	15	0.4	11	0.3	10	0.3	2	0.1
SPAR																		
Creamy Mayonnaise	675	2.2	43	2.1	86	1.6	108	2.9	152	2.6	93	2.5	63	1.6	63	1.9	67	2.6
Salad Cream	398	1.3	43	2.1	31	0.6	92	2.5	90	1.6	57	1.5	41	1.0	26	0.8	17	0.6
Other/not sure	110	0.4	11	0.5	19	0.4	15	0.4	34	0.6	7	0.2	8	0.2	8	0.2	9	0.3
Another Brand	326	1.1	42	2.1	62	1.1	38	1.0	33	0.6	20	0.5	39	1.0	42	1.2	51	1.9

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		SAARF UNIVERSAL LIVING STANDARDS MEASURE - GROUPS											
			GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5		GROUP 6	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	284	284	613	613	820	820	1230	1230	1515	1515	2083	2083
	30656	30656	2106	2106	3803	3803	3843	3843	4570	4570	4141	4141	4367	4367
<u>MAYONNAISE/SALAD</u>														
<u>CREAM - Past 7 days</u>														
Ever	17059	55.6	657	31.2	1663	43.7	1830	47.6	2433	53.2	2526	61.0	2721	62.3
Light (1)	6266	20.4	338	16.1	663	17.4	756	19.7	1011	22.1	993	24.0	920	21.1
Medium (2:3)	7145	23.3	225	10.7	690	18.2	709	18.5	924	20.2	1029	24.8	1188	27.2
Heavy (4+)	3648	11.9	93	4.4	310	8.1	365	9.5	498	10.9	504	12.2	612	14.0
<u>MAYONNAISE/SALAD</u>														
<u>CREAM - Past 7 days</u>														
<u>ALL JOY</u>														
Double Thick	432	1.4	42	2.0	74	1.9	36	0.9	85	1.9	59	1.4	52	1.2
Real Mayonnaise	845	2.8	36	1.7	95	2.5	118	3.1	184	4.0	136	3.3	142	3.2
Light & Creamy	570	1.9	54	2.6	92	2.4	66	1.7	83	1.8	65	1.6	83	1.9
Other/not sure	128	0.4	24	1.1	11	0.3	14	0.4	8	0.2	20	0.5	26	0.6
<u>CROSS & BLACKWELL</u>														
Mayonnaise	8275	27.0	228	10.8	706	18.6	980	25.5	1162	25.4	1296	31.3	1380	31.6
Light Mayonnaise	910	3.0	23	1.1	71	1.9	45	1.2	97	2.1	106	2.5	123	2.8
Salad Cream	1102	3.6	36	1.7	103	2.7	97	2.5	156	3.4	192	4.6	214	4.9
Other/not sure	231	0.8	10	0.5	33	0.9	40	1.1	12	0.3	47	1.1	30	0.7
<u>EPIC</u>														
	365	1.2	11	0.5	26	0.7	9	0.2	35	0.8	48	1.2	65	1.5
<u>FAMILY FAVORITE</u>														
	308	1.0	15	0.7	84	2.2	83	2.2	35	0.8	42	1.0	35	0.8
<u>HELLMANN'S</u>														
Real Mayonnaise	251	0.8	8	0.4	17	0.4	41	1.1	48	1.1	31	0.7	21	0.5
Light Mayonnaise	171	0.6	11	0.5	10	0.3	12	0.3	35	0.8	28	0.7	29	0.7
Other/not sure	30	0.1	-	-	-	-	-	-	10	0.2	11	0.3	1	0.0
<u>KRAFT</u>														
Real Mayonnaise	160	0.5	6	0.3	-	-	16	0.4	25	0.6	21	0.5	18	0.4
Miracle Whip Salad	204	0.7	6	0.3	-	-	7	0.2	9	0.2	13	0.3	28	0.7
Cream														
Other/not sure	39	0.1	8	0.4	9	0.2	-	-	11	0.2	3	0.1	0	0.0
<u>NOLA</u>														
Mayonnaise Magnifique	3293	10.7	82	3.9	235	6.2	279	7.3	464	10.1	486	11.7	620	14.2
Gourmet Mayonnaise	422	1.4	6	0.3	50	1.3	77	2.0	68	1.5	49	1.2	42	1.0
Salanaise Salad Cream	1004	3.3	22	1.0	114	3.0	121	3.1	172	3.8	173	4.2	147	3.4
Other/not sure	379	1.2	16	0.8	23	0.6	46	1.2	61	1.3	48	1.2	56	1.3
<u>PICK 'N PAY NO NAME</u>														
Mayonnaise	441	1.4	7	0.3	43	1.1	25	0.6	74	1.6	71	1.7	67	1.5
Salad Cream	183	0.6	7	0.3	8	0.2	32	0.8	44	1.0	17	0.4	19	0.4
Other/not sure	100	0.3	9	0.4	-	-	-	-	46	1.0	19	0.5	17	0.4
<u>SHOPRITE CHECKERS</u>														
Mayonnaise	966	3.2	37	1.8	98	2.6	122	3.2	215	4.7	185	4.5	134	3.1
Salad Cream	231	0.8	7	0.3	9	0.2	44	1.2	44	1.0	49	1.2	34	0.8
Other/not sure	76	0.2	10	0.5	21	0.5	13	0.3	10	0.2	3	0.1	5	0.1
<u>SPAR</u>														
Creamy Mayonnaise	538	1.8	27	1.3	51	1.3	51	1.3	165	3.6	76	1.8	55	1.3
Salad Cream	265	0.9	6	0.3	61	1.6	29	0.7	69	1.5	44	1.1	24	0.6
Other/not sure	65	0.2	5	0.2	9	0.2	7	0.2	11	0.2	21	0.5	4	0.1
Another Brand	277	0.9	45	2.2	29	0.8	20	0.5	30	0.7	20	0.5	22	0.5
<u>MAYONNAISE/SALAD</u>														
<u>CREAM - Most</u>														
<u>ALL JOY</u>														
Double Thick	253	0.8	32	1.5	43	1.1	20	0.5	46	1.0	39	0.9	29	0.7
Real Mayonnaise	646	2.1	36	1.7	85	2.2	86	2.2	122	2.7	105	2.5	109	2.5
Light & Creamy	360	1.2	44	2.1	59	1.6	44	1.1	60	1.3	42	1.0	50	1.1
Other/not sure	95	0.3	15	0.7	11	0.3	9	0.2	8	0.2	16	0.4	17	0.4
<u>CROSS & BLACKWELL</u>														
Mayonnaise	7377	24.1	220	10.5	645	16.9	885	23.0	1049	22.9	1109	26.8	1226	28.1
Light Mayonnaise	757	2.5	23	1.1	56	1.5	35	0.9	66	1.4	104	2.5	91	2.1
Salad Cream	743	2.4	9	0.4	81	2.1	58	1.5	82	1.8	145	3.5	164	3.7
Other/not sure	159	0.5	-	-	23	0.6	40	1.1	10	0.2	32	0.8	18	0.4
<u>EPIC</u>														
	283	0.9	11	0.5	19	0.5	4	0.1	35	0.8	39	1.0	36	0.8
<u>FAMILY FAVORITE</u>														
	185	0.6	9	0.4	54	1.4	51	1.3	21	0.5	32	0.8	9	0.2
<u>HELLMANN'S</u>														
Real Mayonnaise	99	0.3	8	0.4	9	0.2	-	-	7	0.2	16	0.4	12	0.3
Light Mayonnaise	82	0.3	11	0.5	10	0.3	2	0.1	14	0.3	-	-	13	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-
...(Cont.)														

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	SAARF UNIVERSAL LIVING STANDARDS MEASURE - GROUPS													
	TOTAL		GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5		GROUP 6	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	284	284	613	613	820	820	1230	1230	1515	1515	2083	2083
	30656	30656	2106	2106	3803	3803	3843	3843	4570	4570	4141	4141	4367	4367
MAYONNAISE/SALAD CREAM - Most (Cont.)														
HELLMANN'S														
Real Mayonnaise	99	0.3	8	0.4	9	0.2	-	-	7	0.2	16	0.4	12	0.3
Light Mayonnaise	82	0.3	11	0.5	10	0.3	2	0.1	14	0.3	-	-	13	0.3
Other/not sure	3	0.0	-	-	-	-	-	-	-	-	-	-	-	-
KRAFT														
Real Mayonnaise	53	0.2	6	0.3	-	-	-	-	3	0.1	-	-	2	0.1
Miracle Whip Salad Cream	102	0.3	-	-	-	-	6	0.2	3	0.1	1	0.0	13	0.3
Other/not sure	22	0.1	8	0.4	9	0.2	-	-	1	0.0	-	-	-	-
NOLA														
Mayonnaise Magnifique	2621	8.6	76	3.6	184	4.8	241	6.3	339	7.4	382	9.2	504	11.5
Gourmet Mayonnaise	276	0.9	-	-	36	1.0	44	1.1	42	0.9	34	0.8	32	0.7
Salanaise Salad Cream	697	2.3	22	1.0	108	2.8	86	2.2	113	2.5	99	2.4	101	2.3
Other/not sure	290	0.9	16	0.8	20	0.5	37	1.0	38	0.8	33	0.8	45	1.0
PICK 'N PAY NO NAME														
Mayonnaise	208	0.7	7	0.3	18	0.5	7	0.2	45	1.0	33	0.8	25	0.6
Salad Cream	63	0.2	-	-	-	-	21	0.5	7	0.2	7	0.2	11	0.3
Other/not sure	20	0.1	-	-	-	-	-	-	4	0.1	-	-	13	0.3
SHOPRITE CHECKERS														
Mayonnaise	543	1.8	21	1.0	80	2.1	50	1.3	98	2.2	99	2.4	96	2.2
Salad Cream	75	0.2	7	0.3	7	0.2	21	0.5	3	0.1	21	0.5	11	0.2
Other/not sure	44	0.1	10	0.5	18	0.5	4	0.1	4	0.1	-	-	2	0.0
SPAR														
Creamy Mayonnaise	224	0.7	17	0.8	14	0.4	12	0.3	65	1.4	34	0.8	23	0.5
Salad Cream	81	0.3	-	-	31	0.8	3	0.1	29	0.6	4	0.1	1	0.0
Other/not sure	20	0.1	5	0.2	9	0.2	-	-	3	0.1	-	-	-	-
Another Brand	227	0.7	45	2.2	17	0.5	20	0.5	17	0.4	14	0.3	17	0.4
No Brand	447	1.5	-	-	16	0.4	44	1.1	100	2.2	85	2.0	53	1.2
MAYONNAISE/SALAD CREAM - Consider														
ALL JOY														
Double Thick	630	2.1	32	1.5	91	2.4	55	1.4	115	2.5	132	3.2	87	2.0
Real Mayonnaise	875	2.9	45	2.1	57	1.5	122	3.2	198	4.3	145	3.5	161	3.7
Light & Creamy	696	2.3	63	3.0	94	2.5	103	2.7	119	2.6	86	2.1	88	2.0
Other/not sure	199	0.6	24	1.1	33	0.9	16	0.4	30	0.7	22	0.5	33	0.8
CROSS & BLACKWELL														
Mayonnaise	8137	26.5	241	11.4	726	19.1	963	25.1	1159	25.4	1172	28.3	1325	30.3
Light Mayonnaise	1215	4.0	23	1.1	106	2.8	63	1.6	104	2.3	143	3.4	193	4.4
Salad Cream	1676	5.5	56	2.7	217	5.7	162	4.2	210	4.6	286	6.9	273	6.2
Other/not sure	330	1.1	-	-	42	1.1	53	1.4	22	0.5	57	1.4	60	1.4
EPIC														
	527	1.7	21	1.0	44	1.2	16	0.4	69	1.5	62	1.5	110	2.5
FAMILY FAVORITE														
	319	1.0	24	1.1	77	2.0	85	2.2	37	0.8	41	1.0	29	0.7
HELLMANN'S														
Real Mayonnaise	454	1.5	8	0.4	41	1.1	30	0.8	81	1.8	55	1.3	68	1.6
Light Mayonnaise	248	0.8	21	1.0	11	0.3	19	0.5	33	0.7	50	1.2	28	0.6
Other/not sure	85	0.3	-	-	9	0.2	2	0.0	29	0.6	19	0.4	5	0.1
KRAFT														
Real Mayonnaise	398	1.3	14	0.7	25	0.7	23	0.6	50	1.1	47	1.1	49	1.1
Miracle Whip Salad Cream	396	1.3	6	0.3	25	0.7	9	0.2	24	0.5	43	1.0	66	1.5
Other/not sure	101	0.3	-	-	27	0.7	10	0.3	26	0.6	12	0.3	5	0.1
NOLA														
Mayonnaise Magnifique	3680	12.0	92	4.4	262	6.9	315	8.2	479	10.5	561	13.6	684	15.7
Gourmet Mayonnaise	607	2.0	29	1.4	69	1.8	90	2.3	94	2.0	82	2.0	53	1.2
Salanaise Salad Cream	1376	4.5	48	2.3	158	4.1	155	4.0	215	4.7	249	6.0	197	4.5
Other/not sure	553	1.8	36	1.7	41	1.1	70	1.8	77	1.7	76	1.8	87	2.0
PICK 'N PAY NO NAME														
Mayonnaise	518	1.7	7	0.3	58	1.5	19	0.5	88	1.9	79	1.9	62	1.4
Salad Cream	335	1.1	17	0.8	18	0.5	61	1.6	72	1.6	56	1.3	29	0.7
Other/not sure	141	0.5	10	0.5	16	0.4	16	0.4	45	1.0	22	0.5	15	0.4
SHOPRITE CHECKERS														
Mayonnaise	1046	3.4	37	1.8	131	3.4	136	3.5	172	3.8	233	5.6	140	3.2
Salad Cream	397	1.3	27	1.3	43	1.1	45	1.2	86	1.9	58	1.4	64	1.5
Other/not sure	129	0.4	20	0.9	22	0.6	33	0.9	6	0.1	22	0.5	7	0.2
SPAR														
Creamy Mayonnaise	675	2.2	18	0.8	90	2.4	88	2.3	131	2.9	116	2.8	83	1.9
Salad Cream	398	1.3	17	0.8	65	1.7	56	1.4	130	2.9	44	1.1	34	0.8
Other/not sure	110	0.4	15	0.7	12	0.3	17	0.4	11	0.2	26	0.6	9	0.2
Another Brand	326	1.1	45	2.2	29	0.8	35	0.9	34	0.7	33	0.8	31	0.7

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		SAARF UNIVERSAL LIVING STANDARDS MEASURE - GROUPS (CONT.)								MAYONNAISE/SALAD CREAM - PAST 7 DAYS							
	'000	%	GROUP 7		GROUP 8		GROUP 9		GROUP 10		EVER		LIGHT (1)		MEDIUM (2:3)		HEAVY (4+)	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	1500	1500	1222	1222	1585	1585	1556	1556	7349	7349	2489	2489	3178	3178	1682	1682
	30656	30656	2386	2386	1739	1739	1977	1977	1724	1724	17059	17059	6266	6266	7145	7145	3648	3648
MAYONNAISE/SALAD CREAM - Past 7 days																		
Ever	17059	55.6	1591	66.7	1218	70.0	1346	68.1	1074	62.3	17059	100.0	6266	100.0	7145	100.0	3648	100.0
Light (1)	6266	20.4	540	22.6	347	20.0	388	19.6	309	17.9	6266	36.7	6266	100.0	-	-	-	-
Medium (2:3)	7145	23.3	714	29.9	572	32.9	610	30.8	483	28.0	7145	41.9	-	-	7145	100.0	-	-
Heavy (4+)	3648	11.9	338	14.1	298	17.2	348	17.6	281	16.3	3648	21.4	-	-	-	-	3648	100.0
MAYONNAISE/SALAD CREAM - Past 7 days ALL JOY																		
Double Thick	432	1.4	27	1.1	23	1.3	17	0.8	18	1.0	432	2.5	98	1.6	176	2.5	158	4.3
Real Mayonnaise	845	2.8	65	2.7	29	1.7	34	1.7	6	0.3	845	5.0	237	3.8	359	5.0	249	6.8
Light & Creamy	570	1.9	35	1.5	45	2.6	28	1.4	18	1.1	570	3.3	132	2.1	282	3.9	156	4.3
Other/not sure	128	0.4	15	0.6	3	0.2	8	0.4	-	-	128	0.8	33	0.5	52	0.7	43	1.2
CROSS & BLACKWELL																		
Mayonnaise	8275	27.0	776	32.5	619	35.6	644	32.6	483	28.0	8275	48.5	3008	48.0	3482	48.7	1784	48.9
Light Mayonnaise	910	3.0	106	4.4	69	4.0	133	6.7	139	8.0	910	5.3	289	4.6	356	5.4	236	6.5
Salad Cream	1102	3.6	101	4.2	84	4.8	65	3.3	55	3.2	1102	6.5	217	3.5	521	7.3	365	10.0
Other/not sure	231	0.8	21	0.9	4	0.3	19	1.0	14	0.8	231	1.4	62	1.0	111	1.5	58	1.6
EPIC																		
	365	1.2	39	1.6	36	2.1	58	2.9	38	2.2	365	2.1	92	1.5	170	2.4	104	2.8
FAMILY FAVORITE																		
	308	1.0	8	0.3	1	0.0	1	0.0	4	0.2	308	1.8	65	1.0	123	1.7	119	3.3
HELLMANN'S																		
Real Mayonnaise	251	0.8	26	1.1	13	0.7	15	0.8	31	1.8	251	1.5	54	0.9	84	1.2	113	3.1
Light Mayonnaise	171	0.6	5	0.2	3	0.2	12	0.6	25	1.5	171	1.0	31	0.5	91	1.3	49	1.3
Other/not sure	30	0.1	4	0.2	1	0.0	4	0.2	-	-	30	0.2	-	-	8	0.1	23	0.6
KRAFT																		
Real Mayonnaise	160	0.5	3	0.1	10	0.6	35	1.8	26	1.5	160	0.9	24	0.4	78	1.1	58	1.6
Miracle Whip Salad Cream	204	0.7	22	0.9	24	1.4	25	1.3	70	4.0	204	1.2	26	0.4	83	1.2	95	2.6
Other/not sure	39	0.1	6	0.2	-	-	1	0.0	1	0.1	39	0.2	9	0.1	5	0.1	26	0.7
NOLA																		
Mayonnaise Magnifique	3293	10.7	357	15.0	300	17.3	296	15.0	174	10.1	3293	19.3	930	14.8	1515	21.2	848	23.2
Gourmet Mayonnaise	422	1.4	46	1.9	24	1.4	34	1.7	26	1.5	422	2.5	129	2.1	187	2.6	106	2.9
Salanaise Salad Cream	1004	3.3	115	4.8	59	3.4	54	2.7	27	1.6	1004	5.9	285	4.6	412	5.8	306	8.4
Other/not sure	379	1.2	47	2.0	20	1.2	33	1.7	29	1.7	379	2.2	119	1.9	189	2.7	70	1.9
PICK 'N PAY NO NAME																		
Mayonnaise	441	1.4	43	1.8	42	2.4	43	2.2	27	1.6	441	2.6	81	1.3	207	2.9	153	4.2
Salad Cream	183	0.6	16	0.7	11	0.6	18	0.9	11	0.6	183	1.1	31	0.5	39	0.5	113	3.1
Other/not sure	100	0.3	2	0.1	-	-	4	0.2	1	0.1	100	0.6	11	0.2	49	0.7	41	1.1
SHOPRITE CHECKERS																		
Mayonnaise	966	3.2	75	3.2	31	1.8	44	2.2	23	1.3	966	5.7	190	3.0	487	6.8	288	7.9
Salad Cream	231	0.8	27	1.1	8	0.5	7	0.3	2	0.1	231	1.4	25	0.4	95	1.3	110	3.0
Other/not sure	76	0.2	7	0.3	2	0.1	3	0.2	1	0.0	76	0.4	14	0.2	25	0.4	37	1.0
SPAR																		
Creamy Mayonnaise	538	1.8	24	1.0	25	1.4	36	1.8	29	1.7	538	3.2	78	1.2	258	3.6	202	5.5
Salad Cream	265	0.9	13	0.5	7	0.4	6	0.3	7	0.4	265	1.6	21	0.3	116	1.6	129	3.5
Other/not sure	65	0.2	1	0.0	4	0.2	1	0.1	2	0.1	65	0.4	5	0.1	39	0.6	20	0.6
Another Brand	277	0.9	23	1.0	16	0.9	18	0.9	51	3.0	277	1.6	100	1.6	115	1.6	62	1.7
MAYONNAISE/SALAD CREAM - Most ALL JOY																		
Double Thick	253	0.8	11	0.5	11	0.6	12	0.6	10	0.6	253	1.5	98	1.6	90	1.3	65	1.8
Real Mayonnaise	646	2.1	49	2.1	24	1.4	25	1.3	3	0.2	646	3.8	230	3.7	256	3.6	159	4.4
Light & Creamy	360	1.2	21	0.9	13	0.8	13	0.7	14	0.8	360	2.1	132	2.1	168	2.4	60	1.7
Other/not sure	95	0.3	13	0.6	3	0.1	3	0.2	-	-	95	0.6	32	0.5	35	0.5	28	0.8
CROSS & BLACKWELL																		
Mayonnaise	7377	24.1	710	29.8	561	32.3	571	28.9	402	23.3	7377	43.2	2964	47.3	2977	41.7	1437	39.4
Light Mayonnaise	757	2.5	95	4.0	62	3.6	105	5.3	120	6.9	757	4.4	285	4.5	308	4.3	164	4.5
Salad Cream	743	2.4	65	2.7	62	3.6	40	2.0	38	2.2	743	4.4	200	3.2	354	4.9	190	5.2
Other/not sure	159	0.5	12	0.5	4	0.2	11	0.6	8	0.5	159	0.9	62	1.0	61	0.9	35	1.0
EPIC																		
	283	0.9	29	1.2	33	1.9	49	2.5	27	1.6	283	1.7	90	1.4	133	1.9	60	1.6
FAMILY FAVORITE																		
	185	0.6	6	0.3	1	0.0	-	-	3	0.2	185	1.1	61	1.0	75	1.1	49	1.4
HELLMANN'S																		
Real Mayonnaise	99	0.3	12	0.5	4	0.2	10	0.5	21	1.2	99	0.6	44	0.7	39	0.5	16	0.4
Light Mayonnaise	82	0.3	2	0.1	2	0.1	10	0.5	18	1.1	82	0.5	31	0.5	43	0.6	8	0.2
Other/not sure	3	0.0	-	-	-	-	3	0.2	-	-	3	0.0	-	-	-	-	3	0.1

...(Cont.)

MAYONNAISE/SALAD CREAM - PAST 7 DAYS

	TOTAL		SAARF UNIVERSAL LIVING STANDARDS MEASURE - GROUPS (CONT.)								MAYONNAISE/SALAD CREAM - PAST 7 DAYS							
	'000	%	GROUP 7		GROUP 8		GROUP 9		GROUP 10		EVER		LIGHT (1)		MEDIUM (2:3)		HEAVY (4+)	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12408	12408	1500	1500	1222	1222	1585	1585	1556	1556	7349	7349	2489	2489	3178	3178	1682	1682
	30656	30656	2386	2386	1739	1739	1977	1977	1724	1724	17059	17059	6266	6266	7145	7145	3648	3648
MAYONNAISE/SALAD CREAM - Most (Cont.)																		
HELLMANN'S																		
Real Mayonnaise	99	0.3	12	0.5	4	0.2	10	0.5	21	1.2	99	0.6	44	0.7	39	0.5	16	0.4
Light Mayonnaise	82	0.3	2	0.1	2	0.1	10	0.5	18	1.1	82	0.5	31	0.5	43	0.6	8	0.2
Other/not sure	3	0.0	-	-	-	-	3	0.2	-	-	3	0.0	-	-	-	-	3	0.1
KRAFT																		
Real Mayonnaise	53	0.2	2	0.1	4	0.2	17	0.8	19	1.1	53	0.3	20	0.3	15	0.2	18	0.5
Miracle Whip Salad Cream	102	0.3	9	0.4	12	0.7	14	0.7	45	2.6	102	0.6	26	0.4	43	0.6	33	0.9
Other/not sure	22	0.1	2	0.1	-	-	1	0.0	1	0.1	22	0.1	9	0.1	2	0.0	12	0.3
NOLA																		
Mayonnaise Magnifique	2621	8.6	275	11.5	245	14.1	231	11.7	143	8.3	2621	15.4	915	14.6	1125	15.7	582	16.0
Gourmet Mayonnaise	276	0.9	33	1.4	16	0.9	20	1.0	19	1.1	276	1.6	129	2.1	94	1.3	53	1.4
Salanaise Salad Cream	697	2.3	79	3.3	38	2.2	36	1.8	15	0.9	697	4.1	259	4.1	279	3.9	159	4.4
Other/not sure	290	0.9	37	1.5	18	1.0	27	1.4	20	1.2	290	1.7	115	1.8	134	1.9	41	1.1
PICK 'N PAY NO NAME																		
Mayonnaise	208	0.7	18	0.7	9	0.5	27	1.4	19	1.1	208	1.2	70	1.1	82	1.1	56	1.5
Salad Cream	63	0.2	4	0.2	-	-	6	0.3	6	0.4	63	0.4	31	0.5	16	0.2	16	0.4
Other/not sure	20	0.1	1	0.0	-	-	3	0.1	-	-	20	0.1	11	0.2	9	0.1	0	0.0
SHOPRITE CHECKERS																		
Mayonnaise	543	1.8	33	1.4	28	1.6	19	1.0	18	1.0	543	3.2	168	2.7	270	3.8	105	2.9
Salad Cream	75	0.2	5	0.2	-	-	1	0.1	1	0.0	75	0.4	21	0.3	34	0.5	19	0.5
Other/not sure	44	0.1	1	0.0	2	0.1	3	0.2	1	0.0	44	0.3	14	0.2	20	0.3	10	0.3
SPAR																		
Creamy Mayonnaise	224	0.7	10	0.4	14	0.8	21	1.0	16	0.9	224	1.3	78	1.2	77	1.1	69	1.9
Salad Cream	81	0.3	3	0.1	1	0.0	6	0.3	5	0.3	81	0.5	19	0.3	49	0.7	14	0.4
Other/not sure	20	0.1	-	-	2	0.1	-	-	1	0.1	20	0.1	5	0.1	14	0.2	1	0.0
Another Brand	227	0.7	23	0.9	12	0.7	16	0.8	45	2.6	227	1.3	100	1.6	78	1.1	49	1.3
No Brand	447	1.5	30	1.3	38	2.2	45	2.3	36	2.1	447	2.6	46	0.7	264	3.7	137	3.8
MAYONNAISE/SALAD CREAM - Consider																		
ALL JOY																		
Double Thick	630	2.1	38	1.6	26	1.5	32	1.6	23	1.3	630	3.7	180	2.9	293	4.1	157	4.3
Real Mayonnaise	875	2.9	67	2.8	36	2.1	35	1.8	10	0.6	875	5.1	265	4.2	332	4.6	278	7.6
Light & Creamy	696	2.3	25	1.0	54	3.1	36	1.8	28	1.6	696	4.1	181	2.9	311	4.4	203	5.6
Other/not sure	199	0.6	13	0.5	14	0.8	11	0.6	3	0.2	199	1.2	61	1.0	92	1.3	45	1.2
CROSS & BLACKWELL																		
Mayonnaise	8137	26.5	754	31.6	620	35.7	668	33.8	507	29.4	8137	47.7	3014	48.1	3370	47.2	1753	48.0
Light Mayonnaise	1215	4.0	142	6.0	104	6.0	166	8.4	171	9.9	1215	7.1	375	6.0	501	7.0	340	9.3
Salad Cream	1676	5.5	156	6.5	115	6.6	115	5.8	86	5.0	1676	9.8	490	7.8	756	10.6	430	11.8
Other/not sure	330	1.1	30	1.3	20	1.2	30	1.5	15	0.9	330	1.9	114	1.8	136	1.9	80	2.2
EPIC																		
Mayonnaise	527	1.7	43	1.8	55	3.2	63	3.2	44	2.5	527	3.1	174	2.8	207	2.9	146	4.0
FAMILY FAVORITE																		
Mayonnaise	319	1.0	11	0.4	7	0.4	5	0.2	4	0.2	319	1.9	89	1.4	132	1.8	98	2.7
HELLMANN'S																		
Real Mayonnaise	454	1.5	43	1.8	26	1.5	47	2.4	55	3.2	454	2.7	110	1.8	182	2.6	162	4.4
Light Mayonnaise	248	0.8	18	0.8	20	1.1	21	1.1	28	1.7	248	1.5	46	0.7	127	1.8	74	2.0
Other/not sure	85	0.3	11	0.5	4	0.2	6	0.3	1	0.1	85	0.5	10	0.2	32	0.4	44	1.2
KRAFT																		
Real Mayonnaise	398	1.3	43	1.8	35	2.0	59	3.0	53	3.1	398	2.3	61	1.0	173	2.4	164	4.5
Miracle Whip Salad Cream	396	1.3	38	1.6	39	2.2	54	2.7	92	5.4	396	2.3	73	1.2	171	2.4	153	4.2
Other/not sure	101	0.3	7	0.3	7	0.4	7	0.3	2	0.1	101	0.6	28	0.4	34	0.5	39	1.1
NOLA																		
Mayonnaise Magnifique	3680	12.0	400	16.8	328	18.9	325	16.4	234	13.5	3680	21.6	1213	19.4	1576	22.1	892	24.5
Gourmet Mayonnaise	607	2.0	63	2.6	41	2.4	45	2.3	41	2.4	607	3.6	159	2.5	275	3.9	173	4.7
Salanaise Salad Cream	1376	4.5	149	6.3	76	4.3	78	4.0	51	2.9	1376	8.1	391	6.2	620	8.7	364	10.0
Other/not sure	553	1.8	58	2.4	38	2.2	41	2.1	29	1.7	553	3.2	186	3.0	257	3.6	110	3.0
PICK 'N PAY NO NAME																		
Mayonnaise	518	1.7	54	2.2	50	2.9	55	2.8	45	2.6	518	3.0	134	2.1	226	3.2	158	4.3
Salad Cream	335	1.1	28	1.2	19	1.1	21	1.0	16	0.9	335	2.0	80	1.3	106	1.5	149	4.1
Other/not sure	141	0.5	4	0.2	5	0.3	6	0.3	1	0.1	141	0.8	23	0.4	75	1.1	42	1.2
SHOPRITE CHECKERS																		
Mayonnaise	1046	3.4	88	3.7	38	2.2	40	2.0	32	1.8	1046	6.1	240	3.8	521	7.3	285	7.8
Salad Cream	397	1.3	36	1.5	21	1.2	10	0.5	5	0.3	397	2.3	70	1.1	170	2.4	157	4.3
Other/not sure	129	0.4	10	0.4	6	0.3	4	0.2	1	0.0	129	0.8	37	0.6	47	0.7	45	1.2
SPAR																		
Creamy Mayonnaise	675	2.2	25	1.0	37	2.2	40	2.0	47	2.7	675	4.0	153	2.4	315	4.4	208	5.7
Salad Cream	398	1.3	16	0.7	15	0.8	10	0.5	12	0.7	398	2.3	47	0.7	182	2.5	169	4.6
Other/not sure	110	0.4	1	0.0	11	0.6	5	0.2	3	0.2	110	0.6	20	0.3	47	0.7	43	1.2
Another Brand	326	1.1	23	1.0	20	1.1	21	1.0	55	3.2	326	1.9	117	1.9	134	1.9	75	2.1