

| Word | Term frequency in non-brands | Document frequency in non-brands | Document frequency |
|----------------|------------------------------|----------------------------------|--------------------|
| <i>irv</i> | 761 | 12 | 23 |
| <i>soviet</i> | 899 | 35 | 44 |
| <i>mandela</i> | 442 | 4 | 5 |
| <i>citi</i> | 2256 | 173 | 303 |
| <i>glutam</i> | 349 | 1 | 2 |
| <i>hdmi</i> | 446 | 2 | 8 |
| <i>laker</i> | 307 | 1 | 1 |
| <i>govern</i> | 1472 | 142 | 203 |
| <i>calla</i> | 332 | 1 | 2 |
| <i>church</i> | 941 | 81 | 103 |
| <i>olymp</i> | 646 | 39 | 48 |
| <i>nation</i> | 1922 | 201 | 323 |
| <i>vietnam</i> | 623 | 38 | 52 |
| <i>ottoman</i> | 405 | 12 | 13 |
| <i>tiger</i> | 527 | 22 | 37 |
| <i>moscow</i> | 491 | 24 | 31 |
| <i>ogg</i> | 531 | 23 | 42 |
| <i>utc</i> | 474 | 27 | 30 |
| <i>msg</i> | 515 | 22 | 40 |
| <i>popul</i> | 856 | 104 | 134 |
| <i>puerto</i> | 424 | 17 | 22 |
| <i>iran</i> | 515 | 37 | 45 |
| <i>hitler</i> | 403 | 17 | 21 |
| <i>isbn</i> | 1615 | 186 | 321 |
| <i>bbc</i> | 875 | 75 | 152 |