HOW THE EXCEL FILE CONTAINING DETAILED BRAND ANALYTICS FOR EACH PRODUCT CATEGORY IS PRESENTED

In each Excel report, there are three parts, each of which appear in the grey navigation bar at the bottom of the Excel file. The link to the product category you are currently viewing can be found in Section 3 below.

1. Methodology - a description of how the survey information was obtained and how the information is reported.

2. Detailed Brand Analytics ((Demo-Social-Fans-Usage) tab. For each brand in Column A in the file, the following information is shown

	Col B	Col C	etc.
	Total	Male	etc.
Brand X: Total Number of users (add 000)	14342	8006	etc.
Brand X Share of all users in the product category	13.2	13.1	etc.
% of all users across by Market Segment (8,006 divided by 14,342)	100.0	55.8	etc.
Index (13.1 divided by 13.2)	100	99	etc.
Brand X: Have Used Brand X for 2 years or less (add 000)	2406	1,259	etc.
Brand X Share of all users of the brand (2,406 divided by 14,342)	16.8	15.7	etc.
% Across by Market within Segment Group (Gender, Age, HH Income, etc.	100.0	52.3	etc.
Index (15.7 divided by 16.8)	100	94	etc.
Brand X: Have Used Brand X for 1 years or less (add 000)	1132	538	etc.
Brand X Share of all users of the brand (1,132, divided 14,342)	7.9	6.7	etc.
% Across by Market within Segment Group (Gender, Age, HH Income, etc	100.0	47.5	etc.
Index (6.7 divided by 7.9)	100	85	etc.

3. Links to all Excel files for which detailed brand analytics only is available vs. all brands for which detailed brand analytics plus new brand usage plus brand loyalty plus brand switching information is available. THE MENU BELOW INCLUDES A LINK O EACH EXCEL FILE

    a. DETAILED BRAND ANALYTICS ONLY:
        1) Airlines
        2) Automobile/Truck Insurance

3) Banks (2017 data only)
4) Brokerage Firms (2017 data only)
5) Credit Cards

b. DETAILED BRAND ANALYTICS PLUS NEW BRAND USAGE PLUS BRAND LOYALTY PLUS BRAND SWITCHING FOR SELECTED BRANDS
1) Automobile/Trucks
2) Basketball Shoes
3) Beer
4) Cell Phone Providers
5) Cell Phone Service Providers
6) Chips
7) Cross Training Shoes
8) Energy Drinks
9) Quick Service Restaurants
10) Rental Cars
11) Running Shoes
12) Soft Drinks
13) Sports Drinks
14) Tablets

HERE IS HOW THE NEW FAVORITE USERS, BRAND LOYALTY AND BRAND SWITCHING INFORMATION IS PRESENTED

1. New User Market Size for Coca-Cola
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-------NEW FAVORITE USERS

Current Favorite Base – Total Number Used Coca Cola Most Often (add 000)	30,566
Became Favorite from Another Brand in Past Year (add 000)	2,312
New to Soft Drink Market in Past Year	164
Total New Favorites Added in Past Year	2,476
New Favorite User as % of Total Favorite Users	8.1%

2. Brand Loyalty Calculations for Coca Cola

--------BRAND LOYALTY

Total Coca-Cola Favorite Users Who Did Not Switch in 2018 (Loyalists) (add 000) (a)	28,089
Number Who Switched Away From Coca-Cola During Past Year (add 000)	2,652
Total Loyalist + Switched Away (add 000) (b)	30,742
Brand Loyalty: (a) Divided by (b)	91.4%

3. Brand Switching Table example (the table below reflects data for Blue Moon beer)

--------BRAND SWITCHING

	Switched from Blue Moon (add 000)	Switched to Blue Moon (add 000)	Net Gain/(Loss) (add 000)	% of Switchers from Blue Moon	% of Switchers to Blue Moon
Bud Light	0	109	109	0.0%	17.9%
Budweiser	0	52	52	0.0%	8.4%
Coors Light	0	36	36	0.0%	5.8%
Corona	120	30	-90	22.8%	4.9%
Corona Extra	0	0	0	0.0%	0.0%
Corona Light	32	0	-32	6.2%	0.0%
Dos Equis	0	40	40	0.0%	6.5%
Guinness	0	0	0	0.0%	0.0%
Heineken	0	29	29	0.0%	4.7%
Michelob Ultra	0	53	53	0.0%	8.7%
Miller High Life	0	0	0	0.0%	0.0%
Miller Lite	0	0	0	0.0%	0.0%
Modelo (Negra Modelo)	0	0	0	0.0%	0.0%
Samuel Adams	58	0	-58	10.9%	0.0%
Stella Artois	0	88	88	0.0%	14.3%
Yuengling	73	0	-73	13.9%	0.0%
Craft beer not listed	31	39	8	5.8%	6.4%
Other brand of beer	98	0	-98	18.6%	0.0%
Don't know	115	137	21	21.9%	22.3%

| Net | | 527 | 612 | 85 | 100.0% | 100.0% |