

Variable	SF	SP
Households	950	825
Average shopping trips per household	70.58 (33.39)	65.82 (31.82)
Average price of Yoplait 150 (cents)	.645 (.060)	.663 (.079)
Shopping trips with Yoplait 150 purchase	302	656
Manufacturers' coupons redeemed for Yoplait 150	16	238
Shopping trips with other Yogurt purchase	5,432	3,863
Households trying Yoplait 150	123	184
Households trying other yogurts	648	512
Commercial exposures per household	13.60 (10.81)	15.22 (9.96)
Advertising share of Yoplait 150	.35	.37
Market share of Yoplait 150	.05	.14