

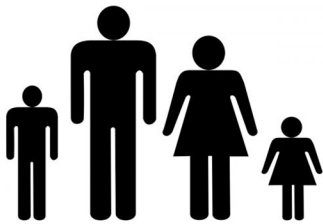
Turner[®]

DAIRY FARMS



2018 Consumer Survey Data

Demographics - Customer Profile



67% of respondents are Female

74.18% of respondents' family size = 2 - 4 members

80.24% of respondents purchase Turner's products at least once a week

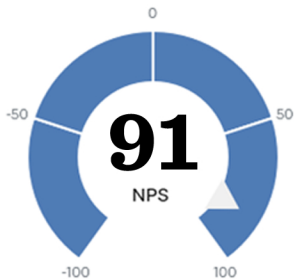
46.56% "Several times a week"

54.72% of respondents keep BOTH "Milk & Dairy Products" & "Tea & Drinks Products" in their household



98.52%

% of respondents that rate Turner's products as "High Quality" or "Very High Quality"



91% Net Promoter Score (NPS)

NPS is used to gauge & understand customer satisfaction with a product or service as well as customer loyalty to the brand



Scores are produced by asking respondents to rate the likelihood they would refer your business to someone else, on a scale of 0 to 10.

NPS Score = % "Promoters" (Score of 9 - 10) Minus % "Detractors" (Score of 0 - 6)

