

Tiburon Research Group

**Quick Note: Facebook Fan Stats – January 2012
February 1, 2012**

WAG Delivers Impresses Fan Growth – KSS, TLB, URBN, ex-JCG Ignore Social Media

Social media is fast becoming the most effective approach to boost brand awareness, understand the customer, get feedback, as well as direct traffic to a company's web site and/or stores.

We like to track the *Facebook* activities and monthly fan base growth for the retailers and brands that we follow (and many others). See attached.

It is worth noting that out of the 188 retail chains/brands covered in this survey, the following were the largest percentage gainers of 'fans' in January 2012 versus the prior month:

Dress Barn (ASNA)	86.9%
Sunkist Soda (DPS)	82.2%
Walgreen's (WAG)	27.4%
7Up (DPS)	27.3%
Burger King (ex-BKC)	26.8%

Naturally, most of the above have a small base. Therefore, let's look at the largest percentage gainers of 'fans' in January 2012 versus the prior month for brands with greater than 1.0 million 'fans.'

Walgreen's (WAG)	27.4%
Burger King (ex-BKC)	26.8%
Fanta (KO)	26.6%
Ann Taylor Loft (ANN)	22.8%
EBay (EBAY)	19.3%

Conversely, It is worth noting that out of the 188 retail chains/brands covered in this survey, the following were the lowest percentage gainers of 'fans' in January 2012 versus the prior month:

Kohl's (KSS)	0.5%
Talbots (TLB)	0.5%
Pei Wei Asian Diner (PFCB)	0.6%
Casual Male (CMRG)	0.7%
Coldwater Creek (CWTR)	0.8%

Finally, it's worth noting that out of the 188 retail chains/brands covered in this survey, the following were the lowest percentage gainers of 'fans' in January 2012 versus January 2011:

Urban Outfitters Europe (URBN)	22.3%
Capital Grille (DRI)	28.7%
Ed Hardy (ICON)	36.8%
Janie & Jack (ex-GYMB)	37.6%
J. Crew (ex-JCG)	38.9%

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Additional Notes:

Coca Cola (KO) had the largest number of ‘fans’ at the end of January 2012 with 38.1 million followed by **Starbucks (SBUX)** at 27.7 million.

Wal-Mart (WMT) seems to have really embraced social media over the past 12-18 months, although its growth rate slowed in January 2012. **Costco (COST)**... not so much.

The number of ‘fans’ at **Kohl’s (KSS)** dwarfs that of their department store peers. Interestingly, the chain has 6.3 million fans versus 4.1 million at **Macy’s (M)**.

Why would **Pacific Sunwear (PSUN)** have a larger ‘fan’ following than **Urban Outfitters (URBN)**?

Why would **Cost Plus (CPWM)** have a larger ‘fan’ following than **Bed Bath & Beyond (BBBY)** and **Pier 1 (PIR)**? Mind boggling. That said, both BBBY and PIR delivered impressive ‘fan’ growth in January 2012 (i.e. they’re catching-up).

What happened to **Williams-Sonoma (WSM)**? The company’s 3 ‘core’ brands are bringing up the rear in the Home Furnishings sector.

TRG Facebook Fan Counts - 01.31.2012 (Sort by Month % Change)

Brand	Company	# Fans 31-Jan-11	# Fans 30-Dec-11	# Fans 31-Jan-12	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Department Stores:								
Sears	Sears Holdings Corporation [SHLD]	386,725	1,186,292	1,299,760	113,468	9.6%	913,035	236.1%
Macy's	Macy's, Inc. [M]	1,202,566	3,834,778	4,190,521	355,743	9.3%	2,987,955	248.5%
J. C. Penney	J. C. Penney Company, Inc. [JCP]	1,459,399	2,208,570	2,377,139	168,569	7.6%	917,740	62.9%
Marks and Spencer	Marks and Spencer Group plc [MAKSY.PK]	249,441	525,458	558,184	32,726	6.2%	308,743	123.8%
Saks Fifth Avenue	Saks Incorporated [SKS]	134,821	282,297	290,100	7,803	2.8%	155,279	115.2%
Dillard's	Dillard's, Inc. [DDS]	73,478	148,634	151,607	2,973	2.0%	78,129	106.3%
Kohl's	Kohl's Corporation [KSS]	3,385,830	6,242,495	6,275,392	32,897	0.5%	2,889,562	85.3%
Discount Stores:								
Dollar Tree	Dollar Tree, Inc. [DLTR]	54,587	148,587	171,900	23,313	15.7%	117,313	214.9%
KMart	Sears Holdings Corporation [SHLD]	323,014	724,244	794,424	70,180	9.7%	471,410	145.9%
Dollar General	Dollar General Corporation [DG]	539,846	1,097,561	1,187,665	90,104	8.2%	647,819	120.0%
Costco	Costco Wholesale Corporation [COST]	210,567	388,877	415,746	26,869	6.9%	205,179	97.4%
Family Dollar	Family Dollar Stores, Inc. [FDO]	163,928	509,223	539,888	30,665	6.0%	375,960	229.3%
Ross Stores	Ross Stores, Inc. [ROST]	22,036	129,816	137,490	7,674	5.9%	115,454	523.9%
Target	Target Corporation [TGT]	3,826,040	7,927,008	8,375,688	448,680	5.7%	4,549,648	118.9%
BJ's Wholesale Club	BJ's Wholesale Club, Inc. [BJ]	27,612	80,037	82,968	2,931	3.7%	55,356	200.5%
TJ Maxx	The TJX Companies, Inc. [TJX]	365,984	724,696	742,894	18,198	2.5%	376,910	103.0%
Wal-Mart	Wal-Mart Stores, Inc. [WMT]	2,991,614	11,144,938	11,304,385	159,447	1.4%	8,312,771	277.9%
Electronics:								
GameStop	GameStop Corp. [GME]	1,632,036	3,114,489	3,389,587	275,098	8.8%	1,757,551	107.7%
RadioShack	RadioShack Corporation [RSH]	156,524	420,231	436,068	15,837	3.8%	279,544	178.6%
Best Buy	Best Buy Co., Inc. [BBY]	2,421,491	5,546,913	5,669,517	122,604	2.2%	3,248,026	134.1%
hgregg	hgregg, Inc. [HGG]	24,981	128,195	130,317	2,122	1.7%	105,336	421.7%

The number of 'fans' at Kohl's (KSS) dwarfs their peers. Yet, KSS's growth in January 2012 left a lot to be desired.

Amazingly, WMT has more 'fans' than TGT. Given the demographic of the respective chains, we would not have suspected that.

TRG Facebook Fan Counts - 01.31.2012 (Sort by Month % Change)

Brand	Company	# Fans	# Fans	# Fans	Month	Month	vs. Last Year	vs. Last Year
		31-Jan-11	30-Dec-11	31-Jan-12	# Change	% Change	# Change	% Change
Specialty Apparel:								
Dress Barn	The Dress Barn, Inc. [ASNA]	80,176	187,389	350,230	162,841	86.9%	270,054	336.8%
Ann Taylor LOFT	AnnTaylor Stores Corporation [ANN]	165,442	878,770	1,079,205	200,435	22.8%	913,763	552.3%
Justice	The Dress Barn, Inc. [ASNA]	44,995	171,089	201,206	30,117	17.6%	156,211	347.2%
Maurice's	The Dress Barn, Inc. [ASNA]	138,769	225,023	254,981	29,958	13.3%	116,212	83.7%
Old Navy	The Gap, Inc. [GPS]	1,632,376	2,750,749	3,072,546	321,797	11.7%	1,440,170	88.2%
Benetton	Benetton Group S.p.A. [BNGPY.PK]	301,638	1,031,927	1,134,038	102,111	9.9%	832,400	276.0%
Hollister	Abercrombie & Fitch Co. [ANF]	4,182,587	6,408,429	7,007,427	598,998	9.3%	2,824,840	67.5%
Men's Wearhouse	The Men's Wearhouse, Inc. [MW]	5,214	24,474	26,588	2,114	8.6%	21,374	409.9%
ZARA	The Inditex Group	7,920,529	10,798,533	11,629,350	830,817	7.7%	3,708,821	46.8%
H&M	H&M	6,113,823	8,889,557	9,495,910	606,353	6.8%	3,382,087	55.3%
Gilly Hicks	Abercrombie & Fitch Co. [ANF]	87,149	196,613	206,685	10,072	5.1%	119,536	137.2%
Victoria's Secret	Limited Brands, Inc. [LTD]	11,296,961	16,342,009	17,175,966	833,957	5.1%	5,879,005	52.0%
Gap	The Gap, Inc. [GPS]	1,317,052	1,828,274	1,915,209	86,935	4.8%	598,157	45.4%
Lululemon Athletica	lululemon athletica inc. [LULU]	286,279	503,874	523,254	19,380	3.8%	236,975	82.8%
Burberry	Burberry Group plc [BBRYF.PK]	4,035,650	10,090,535	10,475,819	385,284	3.8%	6,440,169	159.6%
Ann Taylor	AnnTaylor Stores Corporation [ANN]	116,689	485,085	503,419	18,334	3.8%	386,730	331.4%
Cato	The Cato Corporation [CATO]	41,905	86,241	89,232	2,991	3.5%	47,327	112.9%
Crazy 8	The Gymboree Corporation [ex-GYMB]	43,812	75,762	78,293	2,531	3.3%	34,481	78.7%
Nordstrom	Nordstrom, Inc. [JWN]	364,284	1,236,152	1,273,376	37,224	3.0%	909,092	249.6%
Jos. A. Bank Clothiers	Jos. A. Bank Clothiers, Inc. [JOSB]	4,491	12,950	13,321	371	2.9%	8,830	196.6%
Anthropologie	Urban Outfitters, Inc. [URBN]	263,248	467,602	479,844	12,242	2.6%	216,596	82.3%
Victoria's Secret Pink	Limited Brands, Inc. [LTD]	7,871,465	10,681,246	10,931,324	250,078	2.3%	3,059,859	38.9%
Gymboree	The Gymboree Corporation [ex-GYMB]	178,425	295,588	301,387	5,799	2.0%	122,962	68.9%
Banana Republic	The Gap, Inc. [GPS]	237,655	548,486	558,565	10,079	1.8%	320,910	135.0%
Chico's	Chico's FAS, Inc. [CHS]	20,387	69,351	70,501	1,150	1.7%	50,114	245.8%
J. Crew	J. Crew Group, Inc. [ex-JCG]	290,297	396,818	403,172	6,354	1.6%	112,875	38.9%
Janie and Jack	The Gymboree Corporation [ex-GYMB]	49,462	67,018	68,080	1,062	1.6%	18,618	37.6%
Cache	Cache, Inc. [CACH]	9,357	49,881	50,486	605	1.2%	41,129	439.6%
Children's Place	The Children's Place Retail Stores, Inc. [PLCE]	797,741	1,116,811	1,130,116	13,305	1.2%	332,375	41.7%
Coldwater Creek	Coldwater Creek, Inc. [CWTR]	124,305	209,816	211,484	1,668	0.8%	87,179	70.1%
Casual Male XL	Casual Male Retail Group, Inc. [CMRG]	10,864	17,158	17,284	126	0.7%	6,420	59.1%
Talbots	The Talbots, Inc. [TLB]	82,322	167,113	168,011	898	0.5%	85,689	104.1%

Both ANN and ASNA have really embraced social media over the past year. GPS, ex-JCG and PLCE, not so much.

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Brand	Company	# Fans	# Fans	# Fans	Month	Month	vs. Last Year	vs. Last Year
		31-Jan-11	30-Dec-11	31-Jan-12	# Change	% Change	# Change	% Change
Teen Specialty Apparel:								
Zumiez	Zumiez Inc. [ZUMZ]	247,133	602,232	726,246	124,014	20.6%	479,113	193.9%
bebe	bebe stores, inc. [BEBE]	839,182	1,929,461	2,179,752	250,291	13.0%	1,340,570	159.7%
Express	Express, Inc. [EXPR]	718,179	1,707,547	1,893,889	186,342	10.9%	1,175,710	163.7%
Aeropostale	Aeropostale, Inc. [ARO]	3,605,842	5,483,475	6,001,316	517,841	9.4%	2,395,474	66.4%
Forever 21	Forever 21	3,972,233	5,374,806	5,719,274	344,468	6.4%	1,747,041	44.0%
Aerie by American Eagle	American Eagle Outfitters, Inc. [AEO]	449,060	748,074	795,737	47,663	6.4%	346,677	77.2%
PacSun	Pacific Sunwear of California, Inc. [PSUN]	665,869	1,364,749	1,447,670	82,921	6.1%	781,801	117.4%
Hot Topic	Hot Topic, Inc. [HOTT]	2,583,749	3,760,397	3,970,855	210,458	5.6%	1,387,106	53.7%
Urban Outfitters USA	Urban Outfitters, Inc. [URBN]	604,331	874,207	919,948	45,741	5.2%	315,617	52.2%
GUESS	Guess?, Inc. [GESS]	786,882	1,540,273	1,611,576	71,303	4.6%	824,694	104.8%
Wet Seal	The Wet Seal, Inc. [WTSLA]	1,296,658	1,764,547	1,845,158	80,611	4.6%	548,500	42.3%
Abercrombie & Fitch	Abercrombie & Fitch Co. [ANF]	3,656,467	5,791,744	6,028,520	236,776	4.1%	2,372,053	64.9%
American Eagle	American Eagle Outfitters, Inc. [AEO]	3,691,337	5,754,029	5,982,146	228,117	4.0%	2,290,809	62.1%
New York & Co.	New York & Company, Inc. [NWY]	160,352	568,356	587,141	18,785	3.3%	426,789	266.2%
Buckle	The Buckle, Inc. [BKE]	158,007	233,408	241,120	7,712	3.3%	83,113	52.6%
Urban Outfitters EUROPE	Urban Outfitters, Inc. [URBN]	286,412	344,571	350,141	5,570	1.6%	63,729	22.3%
Apparel Wholesale:								
Nautica	V.F. Corporation [VFC]	114,330	545,440	616,507	71,067	13.0%	502,177	439.2%
The North Face	V.F. Corporation [VFC]	784,326	1,496,519	1,661,315	164,796	11.0%	876,989	111.8%
Juicy Couture	Liz Claiborne, Inc. [LIZ]	833,785	1,398,927	1,500,942	102,015	7.3%	667,157	80.0%
American Apparel	American Apparel, Inc. [APP]	424,999	638,369	682,395	44,026	6.9%	257,396	60.6%
Lee Jeans	V.F. Corporation [VFC]	39,069	174,777	185,407	10,630	6.1%	146,338	374.6%
Rugby Ralph Lauren	Polo Ralph Lauren Corporation [RL]	72,711	144,511	152,188	7,677	5.3%	79,477	109.3%
True Religion Brand Jeans	True Religion Apparel, Inc. [TRLG]	216,845	554,179	583,518	29,339	5.3%	366,673	169.1%
Wrangler	V.F. Corporation [VFC]	47,287	86,901	90,805	3,904	4.5%	43,518	92.0%
Columbia Sportswear	Columbia Sportswear Company [COLM]	103,479	148,755	153,359	4,604	3.1%	49,880	48.2%
Ralph Lauren	Polo Ralph Lauren Corporation [RL]	2,313,356	4,188,092	4,304,067	115,975	2.8%	1,990,711	86.1%
Lucy Activewear	V.F. Corporation [VFC]	18,868	28,253	28,896	643	2.3%	10,028	53.1%
Champion	Hanesbrands Inc. [HBI]	327,559	610,866	623,424	12,558	2.1%	295,865	90.3%
Hanes	Hanesbrands Inc. [HBI]	901,472	2,432,055	2,452,800	20,745	0.9%	1,551,328	172.1%
Playtex	Hanesbrands Inc. [HBI]	27,152	261,122	260,796	(326)	-0.1%	233,644	860.5%

How Pacific Sunwear has more 'fans' than Urban Outfitters (both US and Europe combined) boggles our mind.

TRG Facebook Fan Counts - 01.31.2012 (Sort by Month % Change)

Brand	Company	# Fans 31-Jan-11	# Fans 30-Dec-11	# Fans 31-Jan-12	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Home Furnishings:								
Pier 1 Imports	Pier 1 Imports, Inc. [PIR]	100,838	328,901	388,333	59,432	18.1%	287,495	285.1%
Bed Bath & Beyond	Bed Bath & Beyond Inc. [BBBY]	72,109	360,557	405,345	44,788	12.4%	333,236	462.1%
West Elm	Williams-Sonoma, Inc. [WSM]	24,469	56,360	59,030	2,670	4.7%	34,561	141.2%
Cost Plus	Cost Plus, Inc. [CPWM]	258,091	399,241	415,673	16,432	4.1%	157,582	61.1%
Pottery Barn Teen	Williams-Sonoma, Inc. [WSM]	49,766	209,412	217,006	7,594	3.6%	167,240	336.1%
Kirkland's	Kirkland's, Inc. [KIRK]	65,274	320,075	330,245	10,170	3.2%	264,971	405.9%
Williams-Sonoma	Williams-Sonoma, Inc. [WSM]	80,311	287,566	296,534	8,968	3.1%	216,223	269.2%
Pottery Barn Kids	Williams-Sonoma, Inc. [WSM]	98,886	298,995	304,181	5,186	1.7%	205,295	207.6%
Pottery Barn	Williams-Sonoma, Inc. [WSM]	234,741	766,659	777,038	10,379	1.4%	542,297	231.0%
Restoration Hardware	Restoration Hardware [ex-RSTO]	17,459	0	0	0	0.0%	(17,459)	0.0%
Home Improvement:								
Home Depot	The Home Depot, Inc. [HD]	219,785	505,286	535,183	29,897	5.9%	315,398	143.5%
Lowe's	Lowe's Companies, Inc. [LOW]	503,993	786,003	814,834	28,831	3.7%	310,841	61.7%
Sporting Goods:								
Dick's Sporting Goods	Dick's Sporting Goods, Inc. [DKS]	233,700	364,495	409,268	44,773	12.3%	175,568	75.1%
Big 5 Sporting Goods	Big 5 Sporting Goods Corporation [BGFV]	3,941	20,018	22,376	2,358	11.8%	18,435	467.8%
Sport Chalet	Sport Chalet, Inc. [SPCHA]	3,016	5,991	6,210	219	3.7%	3,194	105.9%
Hibbett Sports	Hibbett Sports, Inc. [HIBB]	17,873	69,082	70,547	1,465	2.1%	52,674	294.7%

Interestingly, ex-RSTO had gotten rid of its Facebook site.

BBBY has stepped it up over the past few months.

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Brand	Company	# Fans	# Fans	# Fans	Month	Month	vs. Last Year	vs. Last Year
		31-Jan-11	30-Dec-11	31-Jan-12	# Change	% Change	# Change	% Change
Footwear/Accessories:								
Skechers	Skechers U.S.A., Inc. [SKX]	227,711	409,281	471,788	62,507	15.3%	244,077	107.2%
UGG Australia	Deckers Outdoor Corporation [DECK]	665,575	980,438	1,091,815	111,377	11.4%	426,240	64.0%
Nike	NIKE, Inc. [NKE]	3,827,913	5,559,553	6,082,999	523,446	9.4%	2,255,086	58.9%
Timberland	The Timberland Company [TBL]	326,652	558,064	606,586	48,522	8.7%	279,934	85.7%
Volcom	Volcom, Inc. [VLCM]	1,140,341	1,553,007	1,674,580	121,573	7.8%	534,239	46.8%
Coach	Coach, Inc. [COH]	1,576,961	2,610,091	2,748,482	138,391	5.3%	1,171,521	74.3%
Ed Hardy	Iconix Brand Group, Inc. [ICON]	1,076,991	1,406,698	1,473,124	66,426	4.7%	396,133	36.8%
Crocs	Crocs, Inc. [CROX]	242,453	427,624	444,002	16,378	3.8%	201,549	83.1%
Steven Madden	Steven Madden, Ltd. [SHOO]	131,317	312,912	323,593	10,681	3.4%	192,276	146.4%
Ecko	Iconix Brand Group, Inc. [ICON]	191,001	298,446	308,089	9,643	3.2%	117,088	61.3%
Specialty Footwear:								
DSW Shoes	DSW Inc. [DSW]	114,668	244,115	287,949	43,834	18.0%	173,281	151.1%
The Finish Line	The Finish Line, Inc. [FINL]	248,757	816,476	951,985	135,509	16.6%	703,228	282.7%
Payless	Collective Brands, Inc. [PSS]	202,083	407,025	455,548	48,523	11.9%	253,465	125.4%
Foot Locker	Foot Locker, Inc. [FL]	918,256	1,883,427	2,077,639	194,212	10.3%	1,159,383	126.3%
Specialty Retail/Other:								
Staples	Staples, Inc. [SPLS]	129,941	310,860	344,439	33,579	10.8%	214,498	165.1%
Bath & Body Works	Limited Brands, Inc. [LTD]	1,430,251	2,651,388	2,934,636	283,248	10.7%	1,504,385	105.2%
Build-A-Bear	Build-A-Bear Workshop, Inc. [BBW]	321,008	1,687,117	1,841,353	154,236	9.1%	1,520,345	473.6%
Barnes & Noble	Barnes & Noble, Inc. [BKS]	509,803	1,090,583	1,182,169	91,586	8.4%	672,366	131.9%
Tiffany's	Tiffany & Co. [TIF]	774,541	1,637,146	1,767,133	129,987	7.9%	992,592	128.2%
Ray-Ban	Luxottica Group S.p.A. [LUX]	1,773,797	2,414,763	2,599,634	184,871	7.7%	825,837	46.6%
Oakley	Luxottica Group S.p.A. [LUX]	353,372	618,354	661,468	43,114	7.0%	308,096	87.2%
PetSmart	PetSmart, Inc. [PETM]	188,700	670,260	710,075	39,815	5.9%	521,375	276.3%
Office Depot	Office Depot, Inc. [ODP]	76,236	202,681	207,523	4,842	2.4%	131,287	172.2%
OfficeMax	OfficeMax Incorporated [OMX]	99,206	309,233	314,910	5,677	1.8%	215,704	217.4%
Zales	Zale Corporation [ZLC]	46,875	438,069	444,074	6,005	1.4%	397,199	847.4%
BORDERS	Borders Group, Inc. [BGP]	600,116	900,852	0	(900,852)	0.0%	(600,116)	0.0%
Catalog/Internet:								
eBay	eBay Inc. [EBAY]	416,061	1,550,616	1,849,979	299,363	19.3%	1,433,918	344.6%
Amazon	Amazon.com, Inc. [AMZN]	537,894	2,189,409	2,557,259	367,850	16.8%	2,019,365	375.4%
Netflix	Netflix, Inc. [NFLX]	641,273	2,159,931	2,434,983	275,052	12.7%	1,793,710	279.7%
1-800-FLOWERS	1-800-FLOWERS.COM, Inc. [FLWS]	57,930	291,558	315,239	23,681	8.1%	257,309	444.2%
Overstock	Overstock.com, Inc. [OSTK]	65,764	102,951	106,680	3,729	3.6%	40,916	62.2%

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		31-Jan-11	30-Dec-11	31-Jan-12	# Change	% Change	# Change	% Change
Personal Products:								
Cover Girl	The Procter & Gamble Company [PG]	648,389	1,635,882	1,760,667	124,785	7.6%	1,112,278	171.5%
Avon	Avon Products Inc. [AVP]	279,737	507,615	533,814	26,199	5.2%	254,077	90.8%
Gillette	The Procter & Gamble Company [PG]	332,545	991,459	1,037,460	46,001	4.6%	704,915	212.0%
Huggies	Kimberly-Clark Corporation [KMB]	157,176	343,183	356,345	13,162	3.8%	199,169	126.7%
Revlon	Revlon, Inc. [REV]	224,588	397,306	411,451	14,145	3.6%	186,863	83.2%
Drug Stores:								
Walgreen's	Walgreen Co. [WAG]	814,857	1,384,932	1,764,300	379,368	27.4%	949,443	116.5%
Rite Aid	Rite Aid Corporation [RAD]	10,745	276,621	297,923	21,302	7.7%	287,178	2672.7%
CVS Pharmacy	CVS Caremark Corporation [CVS]	159,838	806,341	855,482	49,141	6.1%	695,644	435.2%
Grocery:								
Kroger	The Kroger Co. [KR]	49,639	175,908	189,294	13,386	7.6%	139,655	281.3%
Whole Foods	Whole Foods Market, Inc. [WFMI]	457,703	765,766	788,680	22,914	3.0%	330,977	72.3%
Safeway	Safeway Inc. [SWY]	144,041	324,656	328,929	4,273	1.3%	184,888	128.4%
Beverages - Soft Drinks:								
Sunkist Soda	Dr Pepper Snapple Group, Inc. [DPS]	94,143	411,383	749,737	338,354	82.2%	655,594	696.4%
7UP	Dr Pepper Snapple Group, Inc. [DPS]	226,703	571,441	727,554	156,113	27.3%	500,851	220.9%
Fanta	The Coca-Cola Company [KO]	251,322	1,518,699	1,923,244	404,545	26.6%	1,671,922	665.3%
Sprite	The Coca-Cola Company [KO]	2,781,064	5,147,905	6,083,746	935,841	18.2%	3,302,682	118.8%
Snapple	Dr Pepper Snapple Group, Inc. [DPS]	386,773	724,975	817,867	92,892	12.8%	431,094	111.5%
Schweppes	Dr Pepper Snapple Group, Inc. [DPS]	76,997	123,907	133,679	9,772	7.9%	56,682	73.6%
Monster Energy	Hansen Natural Corporation [HANS]	8,278,769	12,858,344	13,675,715	817,371	6.4%	5,396,946	65.2%
Diet Coke	The Coca-Cola Company [KO]	765,498	1,389,229	1,469,626	80,397	5.8%	704,128	92.0%
Pepsi	PepsiCo, Inc. [PEP]	3,204,015	6,886,588	7,252,508	365,920	5.3%	4,048,493	126.4%
Coca-Cola	The Coca-Cola Company [KO]	22,145,050	36,566,200	38,073,132	1,506,932	4.1%	15,928,082	71.9%
Dr Pepper	Dr Pepper Snapple Group, Inc. [DPS]	7,731,957	10,921,260	11,244,013	322,753	3.0%	3,512,056	45.4%
Mountain Dew	PepsiCo, Inc. [PEP]	4,127,935	6,308,567	6,490,881	182,314	2.9%	2,362,946	57.2%

Wow! Look at WAG's impressive 'fan' growth in January 2012. RAD has also begun to get serious about social media.

TRG Facebook Fan Counts - 01.31.2012 (Sort by Month % Change)

Brand	Company	# Fans	# Fans	# Fans	Month	Month	vs. Last Year	vs. Last Year
		31-Jan-11	30-Dec-11	31-Jan-12	# Change	% Change	# Change	% Change
Restaurants:								
Burger King	Burger King Holdings Inc. [ex-BKC]	842,879	2,393,014	3,033,680	640,666	26.8%	2,190,801	259.9%
McDonald's	McDonald's Corporation [MCD]	7,029,437	12,198,743	14,514,470	2,315,727	19.0%	7,485,033	106.5%
Chili's	Brinker International, Inc. [EAT]	676,987	1,322,402	1,477,271	154,869	11.7%	800,284	118.2%
Peet's Coffee & Tea	Peet's Coffee & Tea, Inc. [PEET]	56,046	85,313	94,638	9,325	10.9%	38,592	68.9%
Domino's Pizza	Domino's Pizza, Inc. [DPZ]	1,850,387	4,334,545	4,798,504	463,959	10.7%	2,948,117	159.3%
Pizza Hut	YUM! Brands, Inc. [YUM]	2,636,161	4,960,091	5,406,291	446,200	9.0%	2,770,130	105.1%
Wendy's	Wendy's/Arby's Group, Inc. [WEN]	733,114	1,637,874	1,784,050	146,176	8.9%	1,050,936	143.4%
The Cheesecake Factory	The Cheesecake Factory, Inc. [CAKE]	719,332	1,322,489	1,440,424	117,935	8.9%	721,092	100.2%
Red Lobster	Darden Restaurants, Inc. [DRI]	231,588	878,958	956,360	77,402	8.8%	724,772	313.0%
Panera Bread	Panera Bread Company [PNRA]	445,013	800,466	870,688	70,222	8.8%	425,675	95.7%
P.F. Chang's China Bistro	P.F. Chang's China Bistro, Inc. [PFCB]	128,727	428,560	462,478	33,918	7.9%	333,751	259.3%
Jack in the Box	Jack in the Box Inc. [JACK]	353,344	487,533	525,340	37,807	7.8%	171,996	48.7%
Seasons 52	Darden Restaurants, Inc. [DRI]	19,510	51,945	55,770	3,825	7.4%	36,260	185.9%
Buffalo Wild Wings	Buffalo Wild Wings, Inc. [BWLD]	3,874,003	5,977,539	6,401,078	423,539	7.1%	2,527,075	65.2%
Jamba Juice	Jamba, Inc. [JMBA]	839,279	1,154,183	1,235,859	81,676	7.1%	396,580	47.3%
T.G.I. Friday's	T.G.I. Friday's	514,306	774,493	823,580	49,087	6.3%	309,274	60.1%
Arby's	Wendy's/Arby's Group, Inc. [WEN]	182,648	722,175	767,481	45,306	6.3%	584,833	320.2%
KFC	YUM! Brands, Inc. [YUM]	2,800,002	3,502,129	3,717,657	215,528	6.2%	917,655	32.8%
Sonic Drive-In	Sonic Corp. [SONC]	506,978	777,301	820,373	43,072	5.5%	313,395	61.8%
LongHorn Steakhouse	Darden Restaurants, Inc. [DRI]	89,397	215,390	225,411	10,021	4.7%	136,014	152.1%
Starbucks	Starbucks Corporation [SBUX]	19,408,909	26,553,714	27,705,799	1,152,085	4.3%	8,296,890	42.7%
Carl's Jr.	ex-CKE Restaurants [ex-CKR]	634,444	858,371	895,154	36,783	4.3%	260,710	41.1%
Taco Bell	YUM! Brands, Inc. [YUM]	5,399,425	7,661,983	7,963,477	301,494	3.9%	2,564,052	47.5%
Chipotle	Chipotle Mexican Grill, Inc. [CMG]	1,154,674	1,544,829	1,602,249	57,420	3.7%	447,575	38.8%
Papa John's Pizza	Papa John's International, Inc. [PZZA]	1,501,546	1,995,681	2,065,664	69,983	3.5%	564,118	37.6%
Morton's Steakhouse	Morton's Restaurant Group, Inc. [MRT]	15,635	24,114	24,958	844	3.5%	9,323	59.6%
Krispy Kreme Doughnuts	Krispy Kreme Doughnuts, Inc. [KKD]	2,876,741	3,800,745	3,906,708	105,963	2.8%	1,029,967	35.8%
Olive Garden	Darden Restaurants, Inc. [DRI]	1,048,981	1,906,421	1,957,676	51,255	2.7%	908,695	86.6%
Maggiano's Little Italy	Brinker International, Inc. [EAT]	37,705	99,890	102,344	2,454	2.5%	64,639	171.4%
Ruby Tuesday	Ruby Tuesday, Inc. [RT]	327,146	744,941	761,635	16,694	2.2%	434,489	132.8%
Bahama Breeze	Darden Restaurants, Inc. [DRI]	18,815	47,642	48,678	1,036	2.2%	29,863	158.7%
BJ's Restaurant & Brewery	BJ's Restaurants, Inc. [BJRI]	169,739	253,292	258,209	4,917	1.9%	88,470	52.1%
The Capital Grille	Darden Restaurants, Inc. [DRI]	39,627	50,111	51,001	890	1.8%	11,374	28.7%
California Pizza Kitchen	California Pizza Kitchen, Inc. [CPKI]	45,761	192,987	195,959	2,972	1.5%	150,198	328.2%
Pei Wei Asian Diner	P.F. Chang's China Bistro, Inc. [PFCB]	82,634	120,195	120,917	722	0.6%	38,283	46.3%