Table 4 with Public Ratings Data

VARIABLES	(1) Bud Only	(2) Bud Only	(3) Non-Bud	(4) Non-Bud	(5) All Brands	(6) All Brands
Ratings			-0.002	-0.001	-0.002	-0.001
			(0.010)	(0.010)	(0.010)	(0.010)
Ratings * Ad	0.029	0.044*			0.031*	0.033**
	(0.016)	(0.019)			(0.012)	(0.012)
Price		-4.228**		-0.464**		-0.953**
		(0.943)		(0.071)		(0.180)
Price * Other				-0.521		-0.108
				(0.419)		(0.400)
Feature		0.125**		0.023**		0.030**
		(0.042)		(0.005)		(0.009)
Display		0.058		0.034**		0.049*
		(0.045)		(0.012)		(0.020)
Observations	2,320	2,320	9,280	9,280	11,600	11,600
R-squared	0.269	0.511	0.213	0.279	0.210	0.291
Number of branddma	49	49	196	196	245	245

Robust standard errors in parentheses
** p<0.01, * p<0.05