

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 7

Retail Category: Home Improvement/Hardware (Shop at Most Often)

Consumer Segment: All Consumers (18+)

Period: August 2003 v. August 2002

Share: Retailer for this Category of Merchandise. Responses are unaided and are an indicator of Retailer Customer Loyalty.

Consumer Equity Index™ (CEI): Year over year index showing growth or indicates 5% growth.

Store	All Consumers		Share +/-	CEI
	Share Aug. 2002	Share Aug. 2003		
WalMart	2.0%	5.3%	3.3	260.61
Lowe's	20.9%	22.4%	1.5	107.21
True Value	0.8%	0.8%	0.0	105.57
Menards	4.0%	3.9%	-0.1	98.28
ACE Hardware	2.9%	2.8%	-0.1	96.13
Sears	2.4%	1.5%	-1.0	60.13
Home Depot	37.4%	34.9%	-2.5	93.24

