

# RETAIL RATINGS REPORT

## YEAR OVER YEAR

## CONSUMER PREFERENCE - TOP 10

**Retail Category:** Shoes (Shop at Most Often)

**Consumer Segment:** All Consumers (18+)

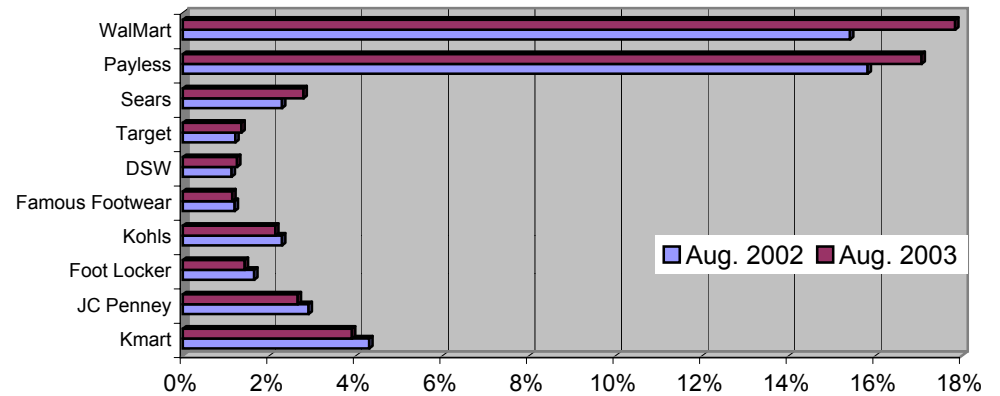
**Period:** August 2003 v. August 2002

**Share:** Percentage of consumers in the Segment that Shop Most Often at the Retailer for this Category of Merchandise. Responses are unaided and are an indicator of Retailer Customer Loyalty.

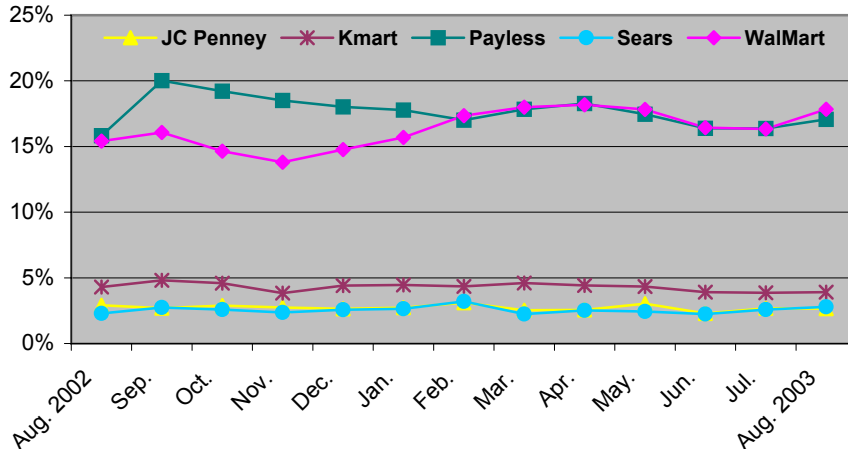
**Consumer Equity Index™ (CEI):** Year over year index showing growth or decline of Consumer Preference Share. Index of 100 is flat, Index of 105 indicates 5% growth.

Store	All Consumers		Share +/-	CEI
	Share Aug. 2002	Share Aug. 2003		
WalMart	15.4%	17.8%	2.4	115.73
Payless	15.8%	17.1%	1.2	107.88
Sears	2.3%	2.8%	0.5	121.60
Target	1.2%	1.4%	0.1	111.53
DSW	1.1%	1.3%	0.1	110.99
Famous	1.2%	1.1%	-0.1	95.55
Kohls	2.3%	2.1%	-0.2	93.09
Foot Locker	1.7%	1.4%	-0.2	86.71
JC Penney	2.9%	2.7%	-0.3	91.34
Kmart	4.3%	3.9%	-0.4	90.74

**Share: All Consumers**



**Share Trends (Top 5): All Consumers**



**Consumer Equity Index: All Consumers**

