

Retail Category: Linens/Bedding/Draperies (Shop at Most Often)

Consumer Segment: Women

Period: January 2009 v. January 2008

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	Women		Share +/-	CEI
	Share Jan. 2008	Share Jan. 2009		
Bed Bath & Beyond	11.0%	13.8%	2.7	124.51
Kohls	2.9%	4.8%	1.9	168.30
JC Penney	8.0%	9.9%	1.9	123.56
WalMart	20.2%	21.8%	1.6	107.71
Target	6.0%	7.2%	1.3	121.18
Macy's	2.2%	2.7%	0.5	123.89
Anna's Linens	0.8%	1.2%	0.4	150.38
Kmart	1.6%	1.9%	0.3	115.66
Sears	2.1%	2.1%	0.0	101.36
Linens 'n Things	6.0%	2.4%	-3.6	39.37

