

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 10

Retail Category: Electronics (Shop at Most Often)

Consumer Segment: All Consumers (18+)

Period: September 2003 v. September 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.

All Consumers				
Store	Share Sep. 2002	Share Sep. 2003	Share +/-	CEI
Fry's	1.1%	1.3%	0.2	117.04
Radio Shack	1.4%	1.1%	-0.3	80.84
Target	1.7%	1.3%	-0.4	76.43
Sam's Club	1.5%	1.0%	-0.5	68.07
Sears	5.8%	5.2%	-0.6	90.42
Costco	1.5%	0.9%	-0.7	56.87
Kmart	1.9%	1.1%	-0.8	59.02
Circuit City	9.7%	8.7%	-1.0	89.69
WalMart	20.4%	19.1%	-1.2	93.91
Best Buy	27.4%	25.9%	-1.5	94.45
No Preference	13.7%	22.2%	8.5	161.77

