

# RETAIL RATINGS REPORT

## YEAR OVER YEAR

## CONSUMER PREFERENCE - TOP 10

### Retail

Category: Women's Clothing (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
Macy's	1.1%	1.4%	0.2	118.95
Kohls	3.9%	4.1%	0.2	105.22
Sears	2.2%	2.3%	0.1	104.64
Target	3.0%	2.9%	-0.1	95.66
Ross	1.7%	1.5%	-0.2	86.83
Kmart	3.6%	3.2%	-0.5	86.91
Dillard's	2.2%	1.6%	-0.6	72.19
Lane Bryant	2.3%	1.6%	-0.7	71.13
JC Penney	7.1%	6.2%	-0.9	87.14
WalMart	20.9%	19.7%	-1.2	94.38
No Preference	22.3%	29.8%	7.5	133.86

