

# RETAIL RATINGS REPORT

# YEAR OVER YEAR

# CONSUMER PREFERENCE - TOP 8

**Retail Category:** Children's Toys (Shop at Most Often)

**Consumer Segment:** \$50K+ Income

**Period:** October 2007 v. October 2006

Store	\$50K+ Income		Share +/-	CEI
	Share Oct. 2006	Share Oct. 2007		
Sears	N/A	0.4%	N/A	N/A
Target	7.1%	8.5%	1.4	120.51
Kmart	0.9%	0.9%	0.0	95.07
Amazon	0.8%	0.7%	-0.1	85.37
Meijer	0.7%	0.4%	-0.3	59.49
KB Toys	2.6%	1.8%	-0.8	69.02
WalMart	19.4%	17.5%	-1.9	90.23
Toys R Us	24.0%	20.5%	-3.5	85.25

**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.

