

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.

