

# RETAIL RATINGS REPORT

## YEAR OVER YEAR

## CONSUMER PREFERENCE - TOP 7

**Retail Category:** Home Improvement/Hardware (Shop at Most Often)

**Consumer Segment:** Men

**Period:** December 2007 v. December 2006

**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	Men		Share +/-	CEI
	Share Dec. 2006	Share Dec. 2007		
WalMart	3.3%	4.0%	0.7	120.20
Lowe's	20.5%	21.2%	0.6	103.10
ACE Hardware	2.2%	2.7%	0.5	121.27
True Value	0.5%	0.4%	-0.1	77.83
Menards	3.3%	2.8%	-0.4	87.04
Sears	1.3%	0.7%	-0.6	54.90
Home Depot	31.7%	25.7%	-6.0	80.97

