

# RETAIL RATINGS REPORT

# YEAR OVER YEAR

# CONSUMER PREFERENCE - TOP 10

**Retail Category:** Sporting Goods (Shop at Most Often)

**Consumer Segment:** Men

**Period:** March 2008 v. March 2007

**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 Mar. 2007	Share Mar. 2008		
Dick's Sporting Goods	10.7%	11.6%	1.0	108.94
Sports Authority	3.9%	4.5%	0.7	117.32
Academy	2.0%	2.6%	0.5	126.62
Dunham's Sports	0.6%	0.9%	0.3	154.30
Cabela's	0.6%	0.9%	0.2	137.88
Big 5 Sporting Goods	2.6%	2.5%	0.0	98.92
Sears	3.0%	2.8%	-0.2	94.90
Target	1.6%	1.4%	-0.2	89.02
WalMart	11.0%	10.5%	-0.5	95.76
Modell's	2.3%	1.3%	-1.0	55.50

