

# RETAIL RATINGS REPORT

# YEAR OVER YEAR

# CONSUMER PREFERENCE - TOP 10

**Retail Category: Linens/Bedding/Draperies (Shop at Most Often)**

**Consumer**

**Segment: Women**

**Period: February 2007 v. February 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	Women		Share +/-	CEI
	Share Feb. 2006	Share Feb. 2007		
Bed Bath & Beyond	7.9%	12.4%	4.4	155.90
Linens 'n Things	4.1%	6.8%	2.7	166.57
Kohls	1.6%	3.0%	1.4	186.92
Target	5.5%	6.7%	1.2	121.81
Macy's	0.9%	2.1%	1.1	222.82
JC Penney	8.1%	8.8%	0.7	108.12
TJ Maxx	0.4%	0.7%	0.3	182.63
Sears	2.7%	2.3%	-0.4	86.49
Kmart	3.4%	2.1%	-1.3	62.71
WalMart	26.4%	20.5%	-5.9	77.53

