

What are The Retail Ratings Reports?

A monthly scorecard for the retail industry to determine the top performers from the consumer's point of view

Measures a retailer's "customer preference share" versus all major competitors for the current month and the preceding 11 months

Can be used to make year over year comparisons and analyze growth of consumer market share of retailers for key merchandise categories by gender, age, income, region, as well as other segments

Twelve Merchandise Categories

Women's Clothing

Men's Clothing

Children's Clothing

Shoes

Linens/Beddings/Draperies

Electronics

Home Improvement/Hardware

Groceries- 1st Choice

Health & Beauty Aids- 1st Choice

Prescription Drugs

Sporting Goods

Children's Toys

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 7

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

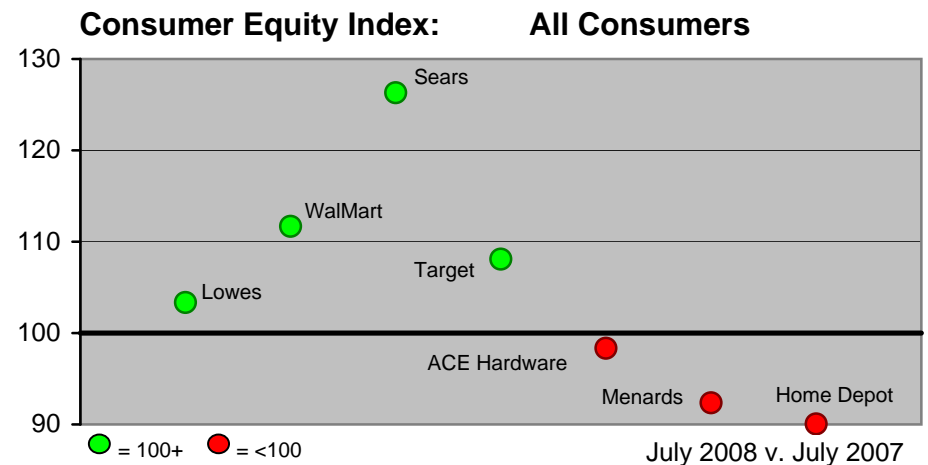
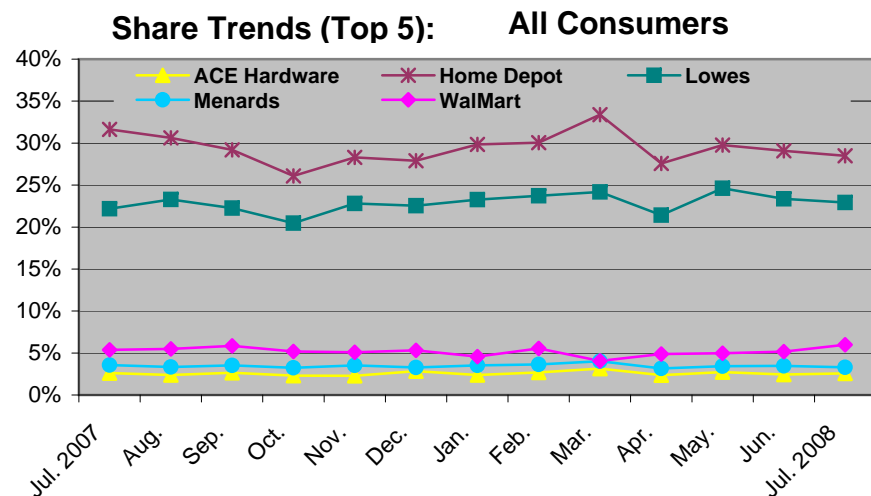
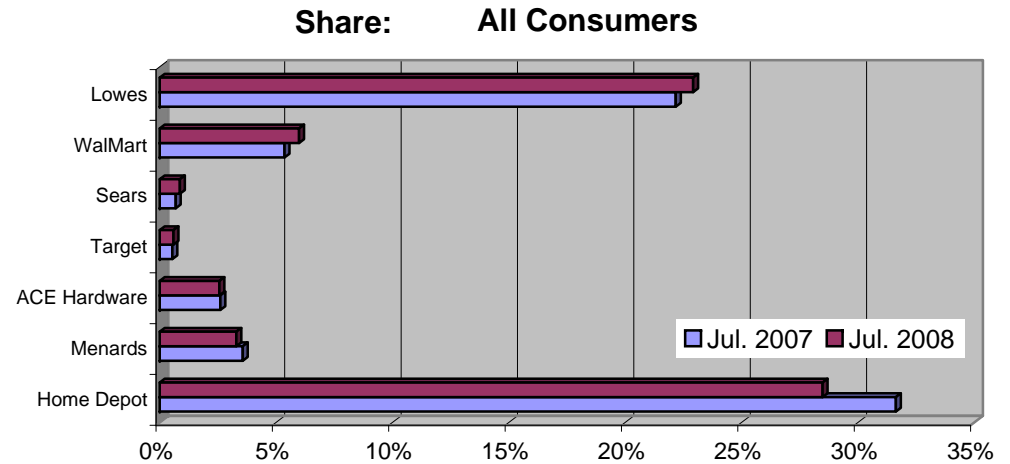
Consumer Segment: All Consumers (18+)

Period: July 2008 v. July 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	All Consumers		Share +/-	CEI
	Share Jul. 2007	Share Jul. 2008		
Lowe's	22.2%	22.9%	0.7	103.35
WalMart	5.4%	6.0%	0.6	111.67
Sears	0.7%	0.9%	0.2	126.30
Target	0.5%	0.6%	0.0	108.09
ACE Hardware	2.6%	2.6%	0.0	98.34
Menards	3.6%	3.3%	-0.3	92.37
Home Depot	31.6%	28.5%	-3.1	90.05



RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 7

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

Consumer Segment: \$50K+ Income

Period: July 2008 v. July 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	\$50K+ Income		Share +/-	CEI
	Share Jul. 2007	Share Jul. 2008		
WalMart	2.9%	3.5%	0.7	123.07
Sears	0.8%	1.1%	0.2	131.08
OSH	0.3%	0.5%	0.2	193.20
Menards	4.0%	3.7%	-0.3	92.33
ACE Hardware	2.3%	1.8%	-0.5	79.91
Lowe's	28.3%	27.2%	-1.1	96.20
Home Depot	40.0%	35.2%	-4.8	87.94

