

Retail Forward Consumer Segmentation Report:
Household Size
Aug '04 Survey Results

Consumer Segmentation Report: Household Size

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Consumer Segmentation Report: Household Size

Figure 1
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Discount Stores / Supercenters	83.2%	79.6%	81.8%	84.6%	89.1%	87.2%
Fred Meyer	3.2%	3.8%	3.3%	2.8%	3.0%	2.7%
Kmart/Big Kmart	27.3%	24.6%	28.4%	27.4%	27.6%	30.5%
Meijer	5.7%	3.5%	6.3%	6.5%	8.4%	4.7%
Pamida	0.8%	0.9%	1.1%	ns	ns	ns
Shopko	2.4%	2.8%	2.6%	1.8%	2.4%	1.8%
SuperTarget	8.6%	7.2%	6.9%	11.4%	12.2%	8.3%
Target/Target Greatland	35.8%	31.0%	31.5%	42.3%	45.2%	39.2%
Wal-Mart	39.2%	35.7%	38.4%	41.3%	42.5%	42.5%
Wal-Mart Supercenter	38.5%	34.4%	38.0%	36.5%	44.9%	45.0%
<i>(Net for Target/Target Greatland/SuperTarget)</i>	<i>41.4%</i>	<i>36.1%</i>	<i>36.2%</i>	<i>48.5%</i>	<i>52.5%</i>	<i>45.8%</i>
<i>(Net for Wal-Mart/Wal-Mart Supercenter)</i>	<i>65.0%</i>	<i>59.6%</i>	<i>64.0%</i>	<i>65.6%</i>	<i>70.7%</i>	<i>73.6%</i>
Small-Format Value Retailers	48.3%	48.5%	47.0%	50.5%	49.0%	48.0%
99c	6.7%	7.3%	6.3%	6.6%	5.5%	8.2%
Big Lots	18.2%	17.8%	17.5%	17.5%	19.5%	20.5%
Dollar General	19.6%	20.0%	18.6%	19.6%	20.7%	20.5%
Dollar Tree	20.2%	17.7%	18.6%	24.7%	22.0%	22.8%
Family Dollar	15.2%	13.8%	13.8%	17.3%	16.2%	18.5%
Fred's	2.0%	1.6%	1.7%	1.9%	2.1%	4.1%
Odd Lots	1.2%	1.2%	1.7%	1.0%	1.2%	ns
Tuesday Morning	3.6%	3.7%	3.4%	4.7%	4.2%	1.4%
Other value store	3.7%	3.5%	4.0%	3.8%	3.5%	3.2%

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(NS indicates insufficient sample.)

Read As: '3.8% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, reported shopping at Fred Meyer in the past month.'

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Warehouse Clubs	35.1%	28.9%	38.8%	35.9%	39.1%	32.3%
B.J.'s Wholesale Club	5.0%	3.6%	5.7%	5.9%	5.4%	4.0%
Costco	13.8%	12.7%	16.5%	13.0%	11.8%	12.0%
Sam's Club	19.4%	15.1%	20.2%	20.3%	25.0%	19.0%
Department Stores	52.5%	46.2%	52.9%	56.9%	57.8%	53.2%
Belk	2.6%	2.9%	2.7%	3.0%	1.9%	1.9%
Bloomingdale's	1.4%	1.1%	1.3%	1.8%	2.1%	ns
Burdine's	1.2%	1.4%	1.1%	1.4%	1.1%	ns
Carson Pirie Scott	0.4%	ns	0.5%	ns	ns	1.3%
Dillard's	8.5%	7.0%	8.5%	11.1%	10.8%	5.1%
Famous-Barr	1.1%	0.8%	1.1%	0.9%	1.8%	ns
Filene's	1.7%	1.4%	1.9%	1.8%	1.1%	2.4%
Foley's	2.4%	1.9%	1.8%	4.5%	2.4%	2.6%
Hecht's	2.4%	2.0%	2.3%	3.5%	1.8%	2.7%
JCPenney	22.9%	18.6%	22.7%	25.0%	25.9%	27.2%
Kaufmann's	1.6%	1.6%	1.8%	1.7%	1.8%	ns
Kohl's	17.6%	12.8%	14.8%	20.2%	27.4%	21.3%
Lazarus, Lazarus-Macy's	1.3%	0.7%	1.1%	2.0%	2.1%	1.4%
Lord & Taylor	2.6%	2.1%	2.3%	3.8%	2.2%	3.9%
Macy's	6.4%	5.7%	6.0%	7.7%	6.0%	8.4%
Marshall Field's	2.8%	1.6%	2.8%	3.9%	3.9%	2.2%
Neiman-Marcus	1.5%	1.0%	1.5%	2.3%	2.1%	ns
Nordstrom	5.3%	4.5%	5.2%	6.8%	5.5%	4.8%
Parisian	0.9%	ns	0.8%	1.2%	1.5%	ns
Proffitt's	0.4%	ns	ns	ns	ns	1.4%
Rich's, Rich's-Macy's	0.9%	0.7%	0.9%	0.8%	1.7%	ns
Robinsons-May	1.7%	1.9%	1.6%	2.0%	1.1%	2.0%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO1)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Saks 5th Avenue	1.4%	1.3%	1.1%	2.2%	1.0%	1.3%
Sears	18.0%	14.2%	17.1%	20.9%	21.9%	20.3%
Strawbridge's	0.6%	ns	0.6%	1.2%	0.9%	ns
The Bon Marche, Bon-Macy's	0.9%	1.1%	0.5%	1.0%	ns	1.6%
Younkers	1.0%	0.7%	0.8%	1.7%	1.7%	ns
<i>(Net for Federated Dept. Stores)</i>	9.9%	8.8%	9.2%	12.1%	10.3%	11.1%
<i>(Net for May Dept. Stores)</i>	26.5%	21.8%	26.5%	30.2%	30.2%	28.2%
Other department store	5.0%	4.5%	6.0%	4.1%	4.7%	4.9%
Apparel Specialty Stores	53.7%	46.4%	49.8%	59.4%	62.6%	64.5%
Abercrombie & Fitch	2.9%	1.4%	1.2%	4.4%	5.1%	7.0%
American Eagle Outfitters	3.8%	2.2%	1.5%	5.1%	7.1%	9.7%
Ann Taylor	1.9%	1.7%	2.1%	2.8%	1.4%	ns
Ann Taylor Loft	2.0%	2.3%	1.9%	1.8%	1.9%	1.8%
Banana Republic	3.4%	2.6%	4.0%	3.8%	3.5%	3.1%
Burlington Coat Factory	4.5%	3.1%	4.5%	5.4%	6.0%	5.0%
Casual Corner	1.9%	2.0%	1.6%	2.5%	2.3%	ns
Cato	2.1%	1.7%	1.5%	3.0%	3.9%	1.4%
Chico's	1.7%	1.9%	2.0%	2.3%	1.2%	ns
Christopher & Banks	1.4%	1.3%	1.1%	2.2%	2.0%	ns
Dress Barn	2.7%	2.5%	2.7%	2.8%	3.7%	1.5%
Eddie Bauer	4.0%	2.9%	4.7%	3.3%	4.4%	5.1%
Express/Express Men's	2.9%	2.7%	2.1%	3.4%	3.5%	4.6%
Fashion Bug/Fashion Bug Plus	4.9%	5.2%	4.2%	4.6%	5.9%	5.4%
Gap	7.7%	4.8%	5.7%	10.7%	11.4%	11.9%
Goody's Family Clothing	2.6%	2.3%	2.3%	2.9%	3.8%	2.6%
J. Crew	2.0%	1.8%	2.0%	2.8%	1.5%	1.8%
L.L. Bean	4.5%	4.8%	4.5%	4.3%	5.1%	3.4%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO1)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Lands' End	4.7%	4.5%	5.3%	3.6%	6.3%	2.9%
Lane Bryant	6.6%	7.0%	5.5%	6.4%	8.2%	7.1%
Lerner NY/New York & Co.	3.0%	2.3%	2.2%	2.8%	4.7%	5.7%
Limited Stores	1.8%	1.0%	1.3%	2.8%	2.9%	2.6%
Men's Wearhouse	1.0%	ns	1.2%	1.0%	1.6%	ns
Old Navy	14.8%	9.0%	8.8%	20.6%	26.3%	25.2%
Pacific Sunwear	2.0%	0.8%	0.6%	2.0%	4.4%	6.7%
Ross Dress for Less	6.5%	6.3%	5.1%	7.3%	7.2%	9.6%
Spiegel	1.7%	1.7%	1.4%	1.9%	1.8%	1.7%
Stein Mart	3.2%	3.5%	3.1%	3.4%	3.1%	2.3%
Talbot's (petite, misses, or womans)	1.6%	1.9%	1.6%	1.6%	2.1%	ns
TJMaxx or Marshall's	11.9%	9.6%	11.7%	12.9%	13.5%	14.1%
Value City/Schottenstein's	2.1%	1.6%	1.4%	2.8%	3.1%	2.9%
Victoria's Secret	9.8%	7.6%	7.5%	13.4%	12.2%	14.7%
Wilsons Leather	1.2%	1.1%	1.4%	1.2%	1.2%	ns
(Net for Gap, Inc.)	19.3%	12.2%	13.8%	26.2%	30.5%	29.7%
(Net for Limited Brands, Inc.)	11.9%	8.8%	9.2%	15.9%	15.5%	17.7%
Other clothing specialty store	8.2%	8.6%	9.1%	6.3%	8.5%	7.0%
(Net for Children's spec. clothing)	12.6%	3.8%	9.0%	20.7%	21.4%	23.0%
GapKids or babyGap	5.1%	1.0%	2.9%	9.0%	9.4%	11.0%
Gymboree	2.2%	ns	1.4%	4.5%	4.3%	3.1%
Kids R Us/Babies R Us	5.4%	1.6%	4.3%	10.7%	8.1%	7.1%
Limited Too	1.5%	ns	0.6%	1.1%	4.2%	4.4%
The Children's Place	4.0%	0.5%	1.9%	8.5%	6.1%	10.0%
Other children's clothing specialty store	2.0%	1.1%	1.5%	2.5%	3.0%	3.5%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Outlet Stores	13.4%	11.6%	12.1%	15.8%	15.9%	15.8%
Factory outlet apparel store	9.8%	7.9%	8.6%	11.8%	11.8%	12.4%
Factory outlet shoe store	6.5%	4.9%	6.1%	7.2%	8.4%	8.2%
Factory outlet home fashions /home furnishings store	3.9%	3.3%	4.0%	4.1%	5.3%	2.8%
Other factory outlet store	3.2%	3.4%	2.5%	3.1%	3.5%	4.6%
Shoe Retailers	33.6%	28.6%	29.2%	36.5%	43.8%	43.0%
DSW	4.6%	3.6%	5.1%	4.2%	5.7%	4.7%
Easy Spirit shoe stores	1.7%	1.9%	1.9%	1.5%	1.6%	ns
Famous Footwear	5.4%	2.9%	3.8%	8.2%	8.0%	9.3%
Foot Action	1.1%	0.6%	0.6%	1.3%	0.9%	4.5%
Footlocker or Lady Footlocker	4.2%	2.4%	2.4%	5.1%	7.1%	9.5%
Journeys	1.0%	ns	0.6%	1.4%	2.0%	1.8%
Naturalizer shoe stores	1.6%	1.5%	1.8%	2.1%	1.3%	ns
Nine West shoe stores	2.3%	2.3%	1.9%	3.0%	2.4%	2.5%
Payless ShoeSource	17.3%	13.6%	12.2%	20.4%	26.0%	26.7%
The Finish Line	2.0%	0.9%	0.8%	3.0%	4.6%	4.0%
Other shoe store	8.2%	8.4%	8.0%	7.3%	10.6%	6.8%
Jewelry Retailers	16.1%	11.1%	13.6%	19.2%	22.3%	24.2%
Kay Jewelers	1.4%	1.2%	1.5%	1.7%	ns	2.5%
Zales	1.5%	1.5%	1.3%	1.9%	1.5%	1.6%
Other fine jewelry store	4.0%	2.7%	4.5%	4.7%	4.1%	4.6%
Claire's	7.6%	4.2%	5.0%	8.6%	14.4%	14.4%
Coach	2.3%	1.6%	2.2%	3.7%	3.0%	2.0%
Other accessories store	3.1%	2.6%	2.7%	4.5%	3.3%	3.6%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)



Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
CE/Appliance/Computer Retailers	38.7%	35.6%	39.8%	38.4%	38.0%	44.6%
Best Buy	20.2%	16.8%	19.5%	20.6%	23.2%	27.1%
Circuit City	10.9%	9.3%	9.5%	13.1%	11.7%	14.8%
Fry's Electronics	2.5%	2.4%	2.4%	2.6%	1.6%	3.8%
Good Guys	0.5%	ns	0.5%	ns	ns	1.5%
h.h. gregg	0.5%	ns	0.7%	1.0%	ns	ns
RadioShack	11.7%	11.9%	13.1%	10.4%	9.9%	10.8%
Other consumer electronics store	2.6%	3.3%	2.9%	2.0%	1.6%	2.0%
CompUSA	5.2%	4.6%	6.3%	4.6%	4.7%	4.8%
Other computer store	8.7%	8.9%	10.0%	5.9%	8.5%	8.9%
Home Furnishings /Domestics Retailers	31.5%	28.7%	31.0%	34.9%	35.9%	29.2%
Bed Bath & Beyond	17.4%	15.7%	17.3%	18.5%	20.0%	16.8%
Bombay	2.2%	2.3%	2.5%	2.9%	1.7%	ns
Crate & Barrel	3.9%	2.8%	4.2%	6.0%	3.3%	3.2%
Linens 'N Things	11.5%	10.9%	10.5%	13.4%	13.0%	11.6%
Pier 1 Imports	8.8%	9.6%	8.7%	9.3%	10.0%	4.7%
Pottery Barn	4.8%	3.7%	5.1%	6.4%	6.1%	2.4%
Williams-Sonoma	4.0%	3.6%	4.4%	4.5%	4.3%	2.1%
Other home furnishings store	2.3%	3.1%	2.7%	1.9%	1.3%	ns
Furniture Store	6.0%	3.9%	6.2%	7.3%	8.3%	5.9%
Office Supply Retailers	39.1%	37.8%	38.6%	38.4%	43.8%	39.1%
Office Depot	17.6%	16.6%	18.5%	15.6%	19.6%	17.1%
Office Max	14.0%	12.9%	12.3%	15.4%	16.5%	16.6%
Staples	18.7%	17.2%	18.6%	18.9%	21.5%	18.4%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Other office supply retailer	1.5%	1.6%	1.8%	1.3%	1.5%	ns
Books/Media Retailers	31.9%	30.6%	30.1%	34.3%	35.7%	31.5%
Barnes & Noble	20.2%	18.6%	18.9%	22.3%	23.9%	20.9%
Books a Million	2.6%	2.8%	2.6%	2.2%	3.3%	1.8%
Borders Books and Music	10.2%	10.1%	9.1%	13.2%	11.4%	7.7%
Media Play	1.4%	1.5%	1.2%	1.6%	1.3%	2.2%
Tower Records	1.3%	1.1%	1.2%	2.1%	ns	1.8%
Virgin Megastore	0.8%	ns	0.8%	0.9%	1.4%	ns
Other book or music specialty store	6.8%	7.9%	6.3%	6.6%	6.4%	5.8%
Gadget/Gift/Theme Retailers	32.2%	29.3%	32.1%	36.5%	35.0%	29.6%
Brookstone	1.7%	2.2%	1.2%	2.3%	1.8%	ns
Discovery Channel Store	2.0%	2.6%	1.3%	1.6%	2.9%	2.1%
Disney Store	5.8%	3.1%	3.6%	8.6%	10.9%	8.9%
Sharper Image	2.4%	2.7%	1.9%	3.2%	1.8%	2.5%
Other gadget/gift/theme specialty store	5.7%	4.7%	6.8%	4.1%	6.2%	6.5%
Hallmark	20.7%	19.4%	20.5%	26.7%	19.7%	15.9%
Other card/gift specialty store	2.8%	3.2%	3.0%	3.1%	2.8%	ns
Other novelty specialty retailer	2.3%	2.1%	2.2%	2.5%	3.7%	ns
Sporting Goods Stores	13.1%	7.2%	12.9%	15.1%	19.6%	16.7%
Dicks Sporting Goods	3.7%	1.6%	3.2%	5.2%	4.8%	7.1%
Galyan's	1.7%	0.9%	1.8%	1.9%	2.4%	1.7%
Sportmart	1.3%	ns	0.8%	2.0%	2.7%	1.6%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO1)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Sports Authority	2.9%	1.4%	2.9%	2.9%	5.6%	2.8%
Other sporting goods store	5.4%	3.0%	5.8%	5.1%	9.1%	5.9%
Home Improvement /Hardware Stores	61.0%	54.3%	66.4%	59.7%	64.6%	57.3%
Franks Nursery	2.3%	1.8%	2.2%	2.8%	2.4%	2.3%
Other lawn and garden store	9.0%	7.0%	11.5%	8.3%	7.8%	8.5%
Ace Hardware	13.6%	13.5%	15.9%	12.7%	13.0%	8.6%
Orchard	1.1%	1.1%	0.9%	0.8%	1.5%	1.3%
Sears Hardware	6.8%	4.6%	8.0%	7.9%	8.3%	5.4%
True Value	5.5%	4.8%	7.2%	3.8%	5.1%	4.5%
Other hardware stores	6.7%	7.4%	7.4%	7.8%	3.4%	5.3%
84 Lumber	0.6%	ns	1.0%	ns	ns	ns
Other lumberyards	3.9%	2.4%	5.7%	3.9%	3.5%	2.5%
Home Depot	37.3%	29.6%	41.3%	39.1%	41.1%	35.9%
Lowe's	28.5%	20.4%	31.3%	30.4%	33.7%	30.2%
Menard's	4.8%	3.2%	5.0%	4.4%	7.5%	4.6%
Sherwin Williams	2.9%	1.9%	3.5%	2.3%	3.9%	2.8%
Other specialty home improvement store	1.6%	1.6%	2.1%	1.6%	ns	1.6%
Drug Stores	67.2%	66.8%	70.3%	66.7%	65.8%	60.7%
CVS/pharmacy	22.8%	21.4%	22.5%	23.3%	24.4%	24.1%
Duane Reade	0.8%	1.3%	0.7%	ns	ns	ns
Eckerd	12.0%	11.6%	12.3%	12.6%	11.3%	12.1%
Longs	3.7%	3.6%	4.9%	3.1%	2.5%	2.6%
Osco	2.8%	2.7%	2.8%	2.6%	3.1%	2.6%
Rite Aid	14.5%	14.5%	14.5%	14.6%	14.6%	14.3%
Sav-On	2.5%	2.6%	2.7%	2.8%	1.2%	2.7%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Walgreens	29.9%	30.0%	30.6%	29.2%	30.4%	28.1%
Other drug store	10.0%	11.3%	11.4%	7.5%	8.7%	7.3%
Convenience Stores	63.2%	59.8%	62.2%	64.7%	69.5%	64.3%
Non-gasoline purchases at a convenience store / gas station with food mart	31.1%	28.3%	29.3%	31.9%	36.4%	35.4%
Gasoline purchases at a convenience store / gas station with food mart	57.4%	51.8%	56.4%	60.3%	64.2%	61.3%
Supermarkets	90.3%	90.3%	91.7%	87.8%	90.1%	89.5%
A&P	1.4%	1.5%	1.4%	1.0%	1.4%	1.4%
Acme	2.1%	1.0%	1.7%	3.2%	2.9%	3.9%
Albertsons	15.0%	16.3%	15.7%	15.4%	10.9%	14.6%
Aldi	6.3%	5.5%	6.7%	4.4%	7.1%	8.8%
Basha's or Food City	1.0%	1.3%	1.2%	0.8%	ns	ns
Big Y	0.8%	0.6%	1.2%	ns	ns	ns
BI-LO	1.6%	1.4%	1.8%	1.0%	2.4%	1.4%
Brookshire Food	0.9%	0.7%	0.9%	ns	1.2%	ns
Cub Foods	1.8%	1.8%	1.9%	1.4%	1.5%	2.2%
Dillon	0.8%	1.1%	0.5%	ns	1.0%	ns
Dominick's	0.7%	ns	0.8%	0.8%	ns	1.3%
Food 4 Less	2.1%	1.7%	2.5%	3.0%	ns	1.9%
Food Lion	6.2%	5.9%	6.1%	7.3%	5.9%	5.5%
Fry's	1.6%	2.1%	1.6%	1.0%	ns	2.1%
Giant Eagle	3.6%	2.9%	4.6%	3.7%	3.3%	2.1%
Giant Foods	4.4%	3.9%	3.4%	5.6%	5.5%	5.1%
Hannaford	1.4%	1.7%	1.6%	0.8%	ns	1.3%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Harris Teeter	1.5%	1.3%	1.7%	1.4%	1.4%	1.4%
H-E-B/Central Market	2.7%	2.4%	2.6%	3.1%	3.6%	1.7%
Hy-Vee	1.9%	2.1%	1.9%	1.9%	1.8%	1.5%
Ingles	1.0%	1.0%	1.0%	ns	1.8%	ns
Jewel/Jewel-Osco	1.4%	1.0%	1.1%	1.6%	1.8%	2.6%
Kash n' Karry	0.8%	0.8%	1.1%	ns	ns	1.4%
King Soopers	1.1%	1.5%	1.0%	1.6%	ns	ns
Kroger	15.2%	12.0%	13.8%	18.0%	20.0%	17.3%
Marsh	0.7%	ns	0.9%	ns	1.1%	ns
Pathmark	1.9%	2.0%	1.8%	2.2%	2.0%	1.4%
Price Chopper	1.5%	2.1%	1.4%	0.9%	1.6%	ns
Publix	6.0%	6.9%	6.2%	5.2%	6.3%	4.0%
QFC	0.8%	1.1%	0.9%	ns	ns	ns
Raley's/Nob Hill	1.1%	0.9%	1.2%	1.2%	1.4%	ns
Ralph's	3.1%	4.0%	3.4%	2.8%	1.6%	2.5%
Safeway	9.9%	11.7%	9.6%	10.7%	7.2%	8.7%
Save-A-Lot	5.8%	6.0%	4.9%	5.2%	7.9%	6.5%
Schnuck Markets	1.2%	1.1%	1.5%	1.0%	1.4%	ns
Shaw's Supermarkets	1.9%	2.3%	2.4%	1.7%	1.3%	ns
Shop Rite	3.0%	2.8%	2.8%	2.2%	3.8%	4.5%
Smith's Food and Drug	0.7%	0.6%	1.3%	ns	ns	ns
Stater Bros.	1.7%	1.7%	2.3%	1.3%	ns	1.4%
Stop & Shop	4.2%	4.4%	4.2%	3.5%	4.3%	5.0%
Tom Thumb	1.1%	0.9%	0.9%	1.6%	1.2%	1.4%
Tops	2.1%	2.6%	2.3%	0.9%	1.8%	2.3%
Vons	3.0%	3.2%	3.7%	2.9%	1.1%	2.6%
Wegman's	2.1%	2.0%	1.9%	2.8%	2.0%	2.4%
Winn-Dixie/Winn Dixie Marketplace	6.7%	7.9%	6.6%	6.4%	5.7%	6.2%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Other supermarket/grocery store	33.5%	33.4%	35.3%	33.4%	31.5%	31.1%
Whole Foods Market	4.6%	4.8%	4.0%	6.5%	5.0%	2.2%
Wild Oats	1.4%	1.0%	2.5%	ns	1.5%	ns
(Net for Ahold USA, Inc.)	6.3%	5.7%	5.6%	6.7%	8.2%	6.8%
(Net for Delhaize America, Inc.)	7.0%	6.7%	7.3%	7.8%	6.1%	6.9%
(Net for The Kroger Co.)	22.6%	21.3%	22.0%	23.8%	23.9%	23.8%
(Net for Safeway-Inc.)	12.7%	14.8%	13.2%	13.3%	8.3%	10.9%
Other Specialty Retailers	75.7%	68.9%	75.4%	81.4%	81.0%	78.2%
K*B Toy Stores	4.7%	2.4%	2.9%	6.8%	9.1%	7.7%
Toys "R" Us	12.2%	4.8%	10.0%	19.7%	18.5%	18.0%
Other toy store	1.0%	1.0%	0.7%	1.1%	2.2%	ns
Jo-Ann/Jo-Ann Etc.	12.3%	12.7%	11.7%	12.1%	14.3%	10.5%
Amazon.com	17.3%	16.8%	16.7%	16.6%	19.8%	17.8%
QVC TV or web site	6.0%	6.2%	6.8%	6.0%	4.7%	4.6%
Army/Navy Exchange	2.3%	1.8%	2.3%	3.2%	3.0%	1.8%
Bath & Body Works	16.6%	14.2%	13.8%	19.0%	22.9%	19.2%
Sephora	1.9%	2.1%	1.7%	2.5%	1.4%	1.9%
The Body Shop	2.3%	2.2%	1.7%	2.8%	2.4%	3.9%
Party plans/direct selling	9.9%	8.1%	8.7%	12.0%	11.7%	12.8%
Other personal care or beauty retailer	3.6%	3.5%	4.0%	4.1%	2.8%	3.1%
Michael's	17.3%	16.3%	16.4%	18.7%	19.0%	17.7%
Other craft/hobby store	9.0%	7.8%	9.0%	10.4%	11.8%	6.2%
Blockbuster	20.9%	14.3%	18.3%	26.7%	26.3%	30.1%
Other video/DVD/TV game system rental store	13.7%	11.1%	11.6%	13.4%	20.6%	18.8%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO1)

Consumer Segmentation Report: Household Size

Figure 1 (continued)
Percent Shopping at Retailers in Past Month by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
PETSMART	15.3%	16.0%	15.7%	16.2%	16.2%	9.6%
Petco	8.3%	7.8%	8.2%	9.5%	9.9%	6.3%
Other pet supply store	6.1%	5.8%	6.9%	7.1%	5.1%	4.2%
Advance Auto Parts	6.1%	4.0%	6.0%	6.8%	7.8%	8.2%
Auto Zone	9.0%	6.1%	9.4%	9.7%	9.2%	13.6%
Pep Boys	3.4%	2.0%	3.0%	5.4%	4.1%	4.3%
Other auto supply store	6.5%	5.1%	8.1%	6.2%	5.2%	7.8%

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Source: Retail Forward ShopperScape™ (10-01-2004 C01)

Consumer Segmentation Report: Household Size

Figure 2
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Discount Stores /Supercenters	65.7%	60.4%	62.4%	70.7%	74.4%	70.3%
Fred Meyer	2.3%	2.5%	2.6%	1.4%	2.6%	2.2%
Kmart/Big Kmart	15.8%	15.5%	16.0%	15.7%	15.7%	15.7%
Meijer	4.0%	2.8%	4.0%	5.0%	5.1%	3.6%
Shopko	1.5%	1.2%	1.5%	1.8%	1.7%	1.7%
SuperTarget	5.6%	4.5%	5.5%	5.9%	7.9%	5.2%
Target/Target Greatland	23.7%	20.0%	19.4%	28.1%	32.3%	28.9%
Wal-Mart	26.8%	23.6%	25.1%	30.2%	29.9%	30.8%
Wal-Mart Supercenter	27.4%	24.0%	26.7%	28.0%	30.8%	33.5%
<i>(Net for Target/Target Greatland/SuperTarget)</i>	<i>27.7%</i>	<i>23.5%</i>	<i>23.4%</i>	<i>32.5%</i>	<i>37.2%</i>	<i>32.7%</i>
<i>(Net for Wal-Mart/Wal-Mart Supercenter)</i>	<i>47.5%</i>	<i>41.8%</i>	<i>45.3%</i>	<i>51.4%</i>	<i>52.2%</i>	<i>57.3%</i>
Small-Format Value Retailers	36.9%	37.2%	34.8%	35.2%	38.2%	44.1%
99¢	5.0%	5.9%	4.5%	3.7%	4.1%	7.7%
Big Lots	12.9%	13.7%	12.6%	10.8%	11.7%	17.0%
Dollar General	14.4%	14.6%	13.4%	12.3%	14.1%	20.6%
Dollar Tree	14.3%	11.4%	13.1%	14.2%	18.1%	21.2%
Family Dollar	10.7%	9.8%	10.3%	7.7%	13.6%	14.6%
Fred's	1.7%	1.5%	1.7%	0.8%	3.0%	1.5%
Odd Lots	1.2%	1.0%	1.3%	1.4%	1.1%	ns
Tuesday Morning	2.6%	2.8%	2.7%	3.3%	1.5%	2.1%
Other value store	2.6%	2.6%	2.7%	2.4%	2.7%	2.7%
Warehouse Clubs	28.6%	20.7%	31.3%	32.2%	33.4%	27.9%
B.J.'s Wholesale Club	4.2%	1.8%	4.5%	6.4%	5.5%	4.4%

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(NS indicates insufficient sample.)

Read As: '2.5% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, reported shopping at Fred Meyer monthly.'

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Costco	10.7%	9.6%	11.8%	10.1%	10.4%	11.5%
Sam's Club	15.9%	10.6%	17.8%	18.2%	19.6%	14.9%
Department Stores	34.7%	30.2%	38.2%	36.3%	37.0%	29.3%
Belk	1.3%	1.2%	1.7%	1.1%	1.3%	ns
Bloomingdale's	0.6%	0.8%	0.6%	1.0%	ns	ns
Burdine's	1.0%	1.6%	0.7%	0.8%	1.1%	ns
Dillard's	4.9%	5.6%	5.0%	4.7%	4.6%	3.6%
Filene's	1.0%	0.5%	1.3%	1.0%	1.0%	ns
Foley's	1.3%	1.1%	1.4%	1.6%	1.2%	1.5%
Hecht's	1.9%	1.7%	2.1%	1.8%	1.3%	2.7%
JCPenney	12.1%	9.7%	13.1%	11.9%	13.7%	13.1%
Kaufmann's	1.0%	1.0%	1.3%	0.9%	1.1%	ns
Kohl's	9.2%	6.9%	9.9%	10.3%	12.0%	7.3%
Lazarus, Lazarus-Macy's	0.8%	ns	0.7%	1.0%	1.0%	1.8%
Lord & Taylor	1.5%	1.4%	1.3%	1.9%	1.8%	ns
Macy's	4.4%	3.4%	4.4%	5.1%	5.5%	4.2%
Marshall Field's	1.8%	1.4%	1.7%	3.0%	1.4%	1.7%
Neiman-Marcus	0.9%	0.8%	0.9%	1.1%	ns	ns
Nordstrom	2.8%	2.6%	3.5%	3.7%	1.4%	2.2%
Parisian	0.7%	ns	0.5%	1.0%	1.5%	ns
Rich's, Rich's-Macy's	0.4%	ns	0.4%	ns	1.1%	ns
Robinsons-May	1.1%	1.1%	1.3%	0.9%	1.0%	ns
Saks 5th Avenue	0.6%	0.9%	0.4%	1.1%	ns	ns
Sears	10.3%	8.1%	11.2%	11.5%	12.5%	7.7%
Strawbridge's	0.6%	ns	0.5%	0.9%	1.0%	ns
Younkers	0.7%	ns	0.7%	1.4%	ns	ns
<i>(Net for Federated Dept. Stores)</i>	<i>6.9%</i>	<i>5.9%</i>	<i>7.0%</i>	<i>7.5%</i>	<i>8.5%</i>	<i>5.7%</i>

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScope™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
<i>(Net for May Dept. Stores)</i>	15.8%	13.6%	17.1%	17.6%	16.7%	13.3%
Other department store	4.8%	4.8%	6.0%	3.2%	4.7%	3.0%
Apparel Specialty Stores	36.0%	29.2%	34.3%	41.9%	44.2%	39.0%
Abercrombie & Fitch	1.3%	0.5%	1.2%	2.2%	2.2%	1.3%
American Eagle Outfitters	1.7%	1.4%	1.3%	1.5%	3.2%	1.6%
Ann Taylor	1.0%	0.8%	1.3%	1.0%	ns	1.6%
Ann Taylor Loft	0.9%	1.3%	0.9%	ns	1.0%	ns
Banana Republic	1.6%	1.3%	2.2%	1.3%	1.3%	1.3%
Burlington Coat Factory	2.7%	1.7%	2.7%	4.1%	3.3%	2.5%
Casual Corner	0.9%	0.6%	1.3%	ns	1.4%	ns
Cato	1.0%	0.6%	1.0%	1.0%	1.5%	ns
Chico's	0.8%	0.6%	1.6%	ns	ns	ns
Christopher & Banks	0.6%	ns	0.9%	ns	1.0%	ns
Dress Barn	1.6%	1.0%	2.1%	1.7%	1.6%	ns
Eddie Bauer	1.9%	1.1%	1.9%	2.3%	3.0%	ns
Express/Express Men's	1.5%	0.9%	1.2%	2.2%	2.3%	2.3%
Fashion Bug/Fashion Bug Plus	2.6%	2.2%	2.5%	2.7%	2.4%	3.7%
Gap	3.6%	2.2%	3.0%	5.8%	5.1%	3.5%
Goody's Family Clothing	1.3%	0.8%	1.5%	1.2%	1.5%	1.5%
L.L. Bean	2.0%	1.9%	2.8%	1.7%	1.3%	ns
Lands' End	2.4%	2.2%	2.9%	1.9%	3.1%	ns
Lane Bryant	3.3%	4.2%	2.7%	3.8%	3.1%	2.2%
Lerner NY/New York & Co.	2.0%	1.3%	1.7%	2.4%	3.9%	1.6%
Limited Stores	1.0%	0.7%	1.2%	0.8%	1.5%	ns
Old Navy	8.8%	6.1%	6.4%	11.6%	13.9%	12.8%
Pacific Sunwear	0.8%	ns	0.4%	0.8%	1.6%	2.3%
Ross Dress for Less	3.7%	3.1%	3.2%	4.8%	3.6%	5.7%
Spiegel	1.0%	0.7%	0.9%	1.6%	1.2%	ns
Stein Mart	1.7%	1.6%	2.2%	1.0%	1.9%	1.3%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Talbot's (petite, misses, or womans)	0.8%	0.7%	1.1%	0.9%	ns	ns
TJMaxx or Marshall's	7.3%	5.5%	7.4%	8.7%	7.6%	8.9%
Value City/Schottenstein's	1.3%	0.7%	1.2%	2.2%	1.8%	ns
Victoria's Secret	5.3%	3.9%	4.8%	6.5%	7.5%	5.5%
Wilsons Leather	0.6%	ns	0.9%	ns	1.3%	ns
(Net for Gap, Inc.)	11.7%	8.0%	9.6%	15.4%	17.4%	15.0%
(Net for Limited Brands, Inc.)	6.8%	4.7%	6.2%	8.3%	10.3%	6.3%
Other clothing specialty store	5.2%	5.0%	5.3%	5.0%	5.8%	5.2%
(Net for Children's spec. clothing)	7.3%	2.1%	4.2%	14.4%	12.5%	12.9%
GapKids or babyGap	2.6%	0.5%	1.7%	5.3%	5.4%	3.5%
Gymboree	1.0%	ns	0.4%	2.7%	1.4%	2.1%
Kids R Us/Babies R Us	2.3%	0.8%	1.4%	6.4%	3.3%	1.8%
Limited Too	0.7%	ns	ns	0.8%	1.8%	2.3%
The Children's Place	2.2%	ns	0.8%	5.5%	2.8%	5.5%
Other children's clothing specialty store	1.7%	0.6%	1.4%	2.9%	2.6%	2.4%
Outlet Stores	8.4%	8.0%	8.8%	8.6%	9.0%	7.1%
Factory outlet apparel store	5.0%	4.5%	5.2%	4.4%	6.4%	4.8%
Factory outlet shoe store	3.7%	3.0%	3.8%	3.4%	5.8%	2.6%
Factory outlet home fashions /home furnishings store	2.1%	2.1%	2.5%	2.4%	1.9%	ns
Other factory outlet store	2.1%	2.1%	2.5%	1.8%	2.5%	ns
Shoe Retailers	16.5%	12.6%	16.1%	18.1%	22.7%	16.5%
DSW	2.1%	0.9%	2.4%	2.4%	3.0%	2.0%
Famous Footwear	2.0%	1.2%	1.8%	2.6%	2.7%	3.3%
Foot Action	0.7%	ns	0.5%	ns	1.5%	1.6%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Footlocker or Lady Footlocker	1.9%	1.6%	1.6%	2.6%	2.6%	2.2%
Naturalizer shoe stores	0.7%	0.8%	1.1%	ns	ns	ns
Nine West shoe stores	1.0%	0.5%	1.3%	1.4%	ns	1.3%
Payless ShoeSource	8.6%	6.4%	7.6%	10.4%	12.9%	9.0%
The Finish Line	1.0%	0.5%	0.8%	1.2%	1.0%	2.8%
Other shoe store	4.1%	3.3%	4.8%	3.6%	6.2%	1.5%
Jewelry Retailers	9.0%	6.5%	8.4%	11.0%	11.1%	11.1%
Kay Jewelers	1.1%	1.0%	1.2%	1.0%	2.0%	ns
Zales	1.0%	0.7%	1.3%	0.8%	1.5%	ns
Other fine jewelry store	1.9%	1.0%	2.4%	2.8%	1.4%	1.6%
Claire's	3.2%	1.6%	2.6%	3.2%	6.4%	4.8%
Coach	0.8%	0.7%	0.5%	1.2%	0.9%	ns
Other accessories store	2.8%	2.6%	2.6%	4.4%	1.9%	3.1%
CE/Appliance/Computer Retailers	20.7%	18.7%	20.7%	21.3%	21.2%	24.7%
Best Buy	10.7%	8.7%	9.6%	12.4%	12.7%	13.9%
Circuit City	5.7%	4.4%	5.4%	5.3%	6.8%	9.6%
Fry's Electronics	1.5%	1.5%	1.6%	1.8%	1.0%	2.0%
RadioShack	4.7%	4.3%	5.6%	3.7%	3.3%	6.1%
Other consumer electronics store	2.2%	2.2%	2.5%	2.1%	2.7%	ns
CompUSA	2.3%	2.6%	2.5%	2.6%	1.8%	ns
Other computer store	5.0%	5.1%	5.7%	4.9%	4.3%	3.3%
Home Furnishings /Domestics Retailers	16.2%	14.2%	17.4%	17.8%	16.3%	15.0%
Bed Bath & Beyond	8.6%	6.7%	9.7%	9.2%	9.0%	8.5%
Bombay	0.9%	0.9%	1.1%	1.4%	ns	ns

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Crate & Barrel	1.8%	1.1%	2.7%	2.0%	1.2%	ns
Linens 'N Things	5.3%	3.8%	5.8%	5.7%	7.7%	3.8%
Pier 1 Imports	4.4%	4.5%	5.1%	5.0%	3.4%	2.1%
Pottery Barn	2.1%	1.4%	2.2%	2.7%	3.1%	1.5%
Williams-Sonoma	1.6%	1.0%	2.1%	1.9%	1.5%	1.5%
Other home furnishings store	1.4%	1.6%	1.4%	1.5%	1.5%	ns
Furniture Store	2.1%	1.8%	2.1%	2.6%	2.0%	2.5%
Office Supply Retailers	20.6%	20.2%	23.5%	17.4%	17.5%	21.7%
Office Depot	9.8%	9.8%	10.5%	8.8%	8.3%	11.0%
Office Max	6.1%	5.9%	6.2%	6.1%	5.0%	7.6%
Staples	9.5%	9.5%	11.3%	6.4%	9.8%	8.5%
Other office supply retailer	1.2%	0.7%	1.9%	1.2%	ns	1.4%
Books/Media Retailers	20.5%	20.4%	19.1%	23.7%	21.2%	19.5%
Barnes & Noble	12.1%	11.8%	11.3%	14.6%	12.9%	10.8%
Books a Million	1.6%	1.4%	1.6%	0.9%	2.9%	ns
Borders Books and Music	6.2%	5.0%	5.2%	9.7%	7.6%	5.3%
Media Play	0.9%	0.5%	1.0%	1.5%	1.0%	ns
Tower Records	0.9%	1.1%	0.7%	0.8%	1.3%	ns
Other book or music specialty store	5.6%	6.4%	5.1%	5.4%	4.8%	6.1%
Gadget/Gift/Theme Retailers	19.5%	16.5%	20.3%	23.4%	19.7%	18.2%
Brookstone	0.6%	0.6%	0.8%	ns	1.1%	ns
Discovery Channel Store	0.7%	0.7%	0.7%	1.3%	ns	ns
Disney Store	2.9%	1.8%	2.0%	3.7%	4.6%	4.7%
Sharper Image	1.3%	1.0%	1.8%	ns	1.8%	ns

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Other gadget/gift/theme specialty store	4.1%	3.4%	4.3%	4.3%	4.5%	4.4%
Hallmark	11.7%	10.4%	12.2%	15.4%	11.1%	8.8%
Other card/gift specialty store	1.9%	1.7%	2.4%	2.5%	ns	1.3%
Other novelty specialty retailer	1.8%	1.7%	2.2%	2.0%	1.8%	ns
Sporting Goods Stores	6.6%	4.1%	6.9%	6.8%	8.5%	9.1%
Dicks Sporting Goods	1.7%	1.0%	1.4%	1.5%	2.3%	4.2%
Galyan's	0.7%	ns	0.6%	1.1%	1.0%	ns
Sports Authority	1.3%	0.7%	1.6%	1.3%	2.1%	ns
Other sporting goods store	3.1%	2.0%	3.4%	3.2%	3.7%	4.2%
Home Improvement /Hardware Stores	41.7%	34.3%	48.2%	40.5%	42.8%	39.6%
Franks Nursery	0.7%	ns	0.8%	1.3%	ns	ns
Other lawn and garden store	6.3%	4.0%	8.0%	6.3%	7.7%	4.3%
Ace Hardware	6.5%	6.0%	7.7%	8.0%	4.6%	4.2%
Orchard	0.6%	ns	1.0%	ns	ns	ns
Sears Hardware	3.5%	2.0%	4.3%	4.4%	3.8%	3.2%
True Value	3.3%	2.2%	4.7%	3.1%	2.8%	1.9%
Other hardware stores	6.7%	7.6%	6.8%	6.5%	6.0%	5.0%
Other lumberyards	2.8%	1.5%	3.8%	3.0%	3.3%	1.9%
Home Depot	22.6%	17.9%	25.9%	23.1%	21.9%	24.6%
Lowe's	16.3%	11.4%	20.1%	16.6%	17.3%	15.0%
Menard's	2.6%	1.2%	2.9%	2.4%	3.7%	3.7%
Sherwin Williams	1.0%	0.6%	1.4%	ns	1.6%	ns
Other specialty home improvement store	1.6%	1.4%	1.7%	1.7%	1.4%	2.1%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Drug Stores	48.8%	46.9%	51.3%	48.3%	49.0%	46.0%
CVS/pharmacy	16.1%	13.8%	16.0%	17.1%	18.6%	17.7%
Eckerd	8.0%	8.2%	7.6%	9.6%	7.7%	7.1%
Longs	2.0%	2.3%	2.8%	1.7%	1.0%	ns
Osco	1.7%	2.2%	1.9%	1.6%	1.4%	ns
Rite Aid	9.5%	8.8%	9.2%	9.3%	10.5%	11.4%
Sav-On	1.8%	2.4%	1.9%	1.8%	ns	1.6%
Walgreens	20.6%	20.9%	21.8%	21.2%	19.4%	16.4%
Other drug store	7.2%	7.9%	8.1%	5.3%	5.9%	7.3%
Convenience Stores	45.1%	41.1%	43.6%	46.9%	50.1%	50.3%
Non-gasoline purchases at a convenience store / gas station with food mart	20.0%	17.6%	18.0%	21.6%	23.0%	26.6%
Gasoline purchases at a convenience store / gas station with food mart	40.7%	35.3%	39.5%	43.1%	46.7%	47.0%
Supermarkets	79.1%	77.6%	78.9%	79.8%	81.6%	79.1%
A&P	0.9%	1.1%	1.0%	ns	0.9%	ns
Acme	1.5%	0.9%	1.2%	2.2%	2.0%	2.7%
Albertsons	10.0%	10.8%	10.9%	10.1%	7.5%	8.6%
Aldi	5.0%	4.1%	4.5%	4.5%	6.1%	7.9%
BI-LO	1.0%	1.2%	1.2%	ns	0.9%	ns
Cub Foods	1.8%	1.2%	1.9%	1.6%	2.1%	3.3%
Dillon	0.6%	0.7%	ns	ns	1.0%	ns
Food 4 Less	1.8%	1.9%	2.3%	1.2%	ns	2.5%
Food Lion	4.1%	4.0%	3.9%	3.6%	4.3%	5.4%
Fry's	1.2%	1.5%	1.2%	0.9%	0.9%	1.6%
Giant Eagle	2.4%	2.1%	3.1%	1.9%	2.4%	2.1%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Giant Foods	3.3%	2.4%	2.7%	5.0%	3.3%	4.4%
Hannaford	0.9%	1.3%	0.8%	ns	1.1%	ns
Harris Teeter	1.2%	0.9%	1.6%	0.9%	1.0%	1.4%
H-E-B/Central Market	2.3%	2.0%	2.3%	2.9%	3.0%	1.4%
Hy-Vee	1.5%	1.3%	1.5%	2.1%	1.3%	1.8%
Ingles	0.7%	0.9%	0.7%	ns	1.2%	ns
Jewel/Jewel-Osco	1.1%	0.7%	0.7%	1.1%	1.5%	2.8%
Kash n' Karry	0.6%	1.0%	0.7%	ns	ns	ns
King Soopers	1.0%	1.3%	0.8%	1.2%	ns	ns
Kroger	11.7%	8.5%	11.4%	14.2%	16.1%	11.3%
Marsh	0.7%	ns	0.7%	ns	1.1%	ns
Pathmark	1.5%	1.7%	0.9%	2.1%	ns	2.8%
Price Chopper	1.1%	1.4%	1.2%	ns	1.7%	ns
Publix	4.3%	5.0%	4.7%	3.7%	4.6%	1.7%
QFC	0.7%	1.0%	0.8%	ns	ns	ns
Raley's/Nob Hill	0.7%	0.5%	0.9%	1.0%	ns	ns
Ralph's	2.2%	2.6%	2.4%	1.8%	1.1%	2.8%
Safeway	7.2%	8.4%	6.6%	8.0%	6.9%	5.3%
Save-A-Lot	5.3%	5.2%	4.6%	5.3%	7.3%	5.0%
Schnuck Markets	1.1%	1.1%	1.2%	1.0%	0.9%	ns
Shaw's Supermarkets	1.7%	1.9%	1.8%	1.5%	1.0%	1.4%
Shop Rite	2.5%	1.9%	2.8%	1.4%	3.3%	3.5%
Stater Bros.	1.2%	1.1%	1.5%	0.9%	ns	2.0%
Stop & Shop	3.2%	3.0%	3.4%	2.9%	2.7%	4.7%
Tom Thumb	0.8%	0.7%	0.7%	0.8%	ns	1.6%
Tops	1.7%	1.7%	1.6%	1.8%	1.5%	1.7%
Vons	2.2%	2.5%	2.6%	1.7%	1.4%	2.1%
Wegman's	1.4%	1.6%	1.1%	1.5%	0.9%	1.9%
Winn-Dixie/Winn Dixie Marketplace	5.1%	5.7%	5.1%	5.3%	4.3%	4.1%

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(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Other supermarket/grocery store	28.2%	27.1%	27.9%	29.2%	28.1%	30.2%
Whole Foods Market	3.7%	4.0%	4.0%	3.4%	4.0%	1.7%
Wild Oats	1.8%	1.9%	1.8%	0.9%	2.4%	1.6%
(Net for Ahold USA, Inc.)	4.6%	3.8%	4.3%	5.6%	4.4%	6.2%
(Net for Delhaize America, Inc.)	4.7%	5.0%	4.6%	3.9%	4.3%	6.3%
(Net for The Kroger Co.)	17.4%	15.3%	17.2%	19.1%	19.8%	17.2%
(Net for Safeway-Inc.)	9.3%	11.0%	9.2%	9.4%	8.4%	7.0%
Other Specialty Retailers	58.4%	49.7%	57.0%	64.7%	66.9%	63.6%
K*B Toy Stores	2.9%	1.2%	2.0%	3.8%	5.7%	5.5%
Toys "R" Us	6.4%	2.4%	4.3%	11.8%	10.1%	10.5%
Other toy store	1.0%	1.1%	0.7%	1.3%	1.3%	ns
Jo-Ann/Jo-Ann Etc.	7.8%	7.9%	7.5%	8.5%	8.6%	6.3%
Amazon.com	10.1%	9.8%	10.6%	10.7%	11.1%	6.2%
QVC TV or web site	3.5%	3.8%	3.8%	3.2%	3.6%	1.6%
Army/Navy Exchange	1.9%	1.7%	2.3%	2.4%	1.6%	ns
Bath & Body Works	10.2%	8.1%	8.8%	11.9%	13.4%	13.7%
Sephora	1.2%	0.7%	0.9%	2.1%	1.8%	ns
The Body Shop	1.4%	0.9%	1.4%	2.0%	1.6%	1.6%
Party plans/direct selling	5.6%	4.7%	5.3%	5.8%	6.0%	8.5%
Other personal care or beauty retailer	3.2%	2.8%	3.1%	3.3%	3.1%	4.2%
Michael's	10.5%	8.8%	10.9%	11.1%	13.4%	8.3%
Other craft/hobby store	6.3%	6.2%	6.6%	7.0%	7.3%	2.5%
Blockbuster	14.4%	9.4%	11.8%	20.3%	20.0%	19.6%
Other video/DVD/TV game system rental store	10.1%	6.7%	9.3%	10.1%	13.2%	17.1%
PETSMART	10.6%	10.4%	10.7%	10.9%	11.0%	9.3%

(Continued on next page)
(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 2 (continued)
Percent Shopping Monthly at Retailer by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Petco	6.6%	5.5%	6.6%	6.5%	6.9%	9.0%
Other pet supply store	5.0%	4.3%	5.2%	6.1%	4.8%	4.2%
Advance Auto Parts	2.7%	1.9%	2.7%	2.9%	4.0%	2.7%
Auto Zone	4.1%	2.9%	4.4%	2.7%	6.3%	5.2%
Pep Boys	1.7%	1.1%	1.8%	1.6%	1.4%	3.1%
Other auto supply store	3.4%	2.3%	4.2%	3.4%	3.0%	3.5%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO2)

Consumer Segmentation Report: Household Size

Figure 3
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Women's clothing	55.8%	49.9%	55.8%	56.7%	61.8%	61.4%
Women's Athleticwear	18.7%	14.7%	17.1%	21.2%	22.8%	25.6%
Women's Casual Tops	38.5%	34.8%	39.0%	40.2%	41.1%	40.7%
Women's Dress Clothing	17.6%	16.6%	16.8%	16.7%	19.2%	22.2%
Women's Jeans	20.5%	17.6%	17.1%	23.1%	25.1%	29.3%
Women's Lingerie	29.1%	25.9%	27.6%	30.0%	32.2%	36.9%
Other Women's Casual Bottoms	26.1%	24.1%	25.1%	27.0%	30.4%	27.0%
Men's clothing	32.7%	12.6%	36.8%	38.2%	44.9%	45.9%
Men's Athleticwear	9.5%	3.8%	9.3%	11.0%	13.3%	17.6%
Men's Casual Tops	17.4%	7.0%	19.1%	19.2%	25.2%	25.6%
Men's Jeans	11.7%	5.2%	11.5%	12.5%	16.1%	22.3%
Men's Dress Clothing	7.0%	2.8%	7.7%	8.8%	9.1%	10.2%
Men's Underwear, Undershirts, Socks	17.8%	6.2%	20.1%	20.6%	23.9%	28.1%
Other Men's Casual Bottoms	11.3%	4.7%	12.7%	14.1%	13.7%	16.7%
Childrens/teens clothing	38.1%	16.1%	25.8%	54.7%	67.6%	69.6%
Infant's And Toddler's Clothing	19.8%	8.9%	16.0%	31.0%	29.4%	30.4%
Boy's Clothing	16.2%	7.1%	8.5%	20.4%	30.9%	39.0%
Girl's Clothing	15.7%	7.9%	9.6%	19.7%	28.4%	32.3%
Teen Boy's Clothing	8.1%	3.0%	3.2%	7.3%	17.3%	26.4%
Teen Girl's Clothing	8.6%	2.8%	3.9%	9.1%	18.8%	24.6%
Shoes	41.8%	31.2%	36.9%	46.4%	55.0%	60.0%
Children's Shoes	14.2%	3.5%	5.4%	22.0%	29.0%	38.8%
Men's Athletic Shoes	9.3%	3.5%	8.9%	11.3%	14.7%	15.6%
Men's Casual Shoes	5.3%	2.4%	6.1%	4.9%	7.9%	8.0%

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Read As: '14.7% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, reported purchasing Women's Athleticwear in the past month.'

Source: Retail Forward ShopperScape™ (10-01-2004 C03)

Consumer Segmentation Report: Household Size

Figure 3 (continued)
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Men's Dress Shoes	3.2%	1.9%	2.4%	3.5%	4.7%	6.6%
Women's Athletic Shoes	14.3%	11.5%	12.2%	14.9%	18.7%	21.4%
Women's Casual Shoes	17.8%	17.4%	16.8%	17.6%	21.6%	17.2%
Women's Dress Shoes	11.6%	10.2%	10.3%	11.9%	12.6%	18.0%
Accessories	28.5%	22.5%	25.3%	33.0%	36.5%	36.4%
Women's Accessories	21.7%	17.2%	17.6%	25.5%	29.8%	30.0%
Men's Accessories	7.4%	3.5%	7.8%	8.6%	10.0%	11.2%
Costume Jewelry	11.3%	9.2%	10.7%	12.4%	12.1%	16.1%
Home furnishings	46.1%	37.2%	46.7%	49.2%	53.6%	51.3%
Bath Textiles	19.0%	13.9%	19.5%	20.1%	22.8%	23.7%
Bedroom Textiles	16.7%	11.2%	16.1%	19.7%	18.8%	25.4%
Kitchen Textiles	13.6%	10.4%	12.9%	16.2%	16.6%	15.8%
Window Coverings	9.8%	6.6%	9.5%	11.4%	12.6%	12.6%
Cookware	11.2%	9.7%	10.5%	14.0%	10.5%	13.9%
Everyday Tableware	9.1%	6.9%	8.1%	10.3%	10.9%	13.9%
Fine Tableware	2.6%	2.4%	2.0%	2.5%	2.5%	5.5%
Home Accent Pieces	20.9%	15.4%	19.3%	26.0%	26.2%	24.8%
Lamps	7.2%	5.1%	6.5%	8.2%	8.6%	12.1%
Rugs	10.0%	7.7%	10.8%	8.9%	11.9%	12.7%
Small-ticket Appliances	16.0%	14.0%	15.8%	18.2%	17.0%	17.2%
Small Kitchen Appliance	11.6%	10.9%	11.0%	12.6%	12.2%	13.0%
Small Personal Appliance	7.2%	5.4%	7.6%	8.0%	7.4%	9.1%
Big-ticket Appliances	11.9%	8.2%	12.5%	13.5%	14.8%	13.4%
Refrigerators Or Freezers	4.0%	2.9%	3.6%	4.1%	5.4%	6.2%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO3)

Consumer Segmentation Report: Household Size

Figure 3 (continued)
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Stoves, Ranges, Large Or Built-In Microwaves, Hood Vents	3.1%	2.4%	3.3%	2.8%	3.8%	3.7%
Dishwashers	2.3%	1.6%	2.4%	1.7%	3.0%	3.8%
Washers Or Dryers	3.2%	2.4%	3.3%	4.1%	2.7%	4.5%
Floor Care Appliances	5.2%	3.9%	5.2%	6.4%	5.0%	7.0%
Other Major Appliances	3.6%	3.3%	3.2%	3.2%	4.3%	5.2%
Big-ticket Consumer Electronics	9.4%	7.7%	8.9%	9.2%	9.9%	15.1%
Home Audio Components	2.8%	2.4%	2.4%	2.5%	3.7%	4.7%
Digital Camera	4.9%	3.5%	4.7%	5.2%	4.9%	9.2%
Digital Camcorder	1.9%	1.7%	1.1%	1.9%	1.9%	5.5%
Standard Television	3.0%	3.4%	2.6%	1.8%	3.0%	5.8%
Digital Television	2.2%	1.6%	2.3%	1.7%	2.2%	4.6%
Small-ticket Consumer Electronics	14.2%	10.6%	12.7%	18.4%	15.5%	19.9%
Personal Stereo	1.8%	1.5%	1.3%	2.0%	2.2%	3.8%
Cellular/Mobile Phone	7.8%	6.2%	6.9%	9.9%	7.4%	12.1%
Vcr	3.0%	2.9%	2.4%	2.5%	3.5%	5.9%
Dvd Player	5.4%	4.5%	4.8%	5.6%	6.3%	8.4%
Portable Or Handheld Game System	1.8%	1.5%	1.0%	1.6%	2.7%	4.4%
Television Game System	2.3%	1.5%	2.0%	2.6%	2.7%	4.0%
Personal Video Recorder	1.8%	1.5%	1.3%	2.0%	2.2%	3.8%
Computers/computer products	10.2%	9.2%	9.0%	8.7%	12.9%	15.0%
Personal Computer	1.9%	1.6%	1.5%	1.5%	2.8%	3.9%
Computer Printer	5.4%	5.6%	5.2%	3.0%	6.0%	9.3%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO3)

Consumer Segmentation Report: Household Size

Figure 3 (continued)
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Computer Scanner	3.5%	3.2%	3.6%	1.5%	4.8%	5.4%
Personal Digital Assistant	3.8%	3.2%	2.5%	4.1%	6.0%	5.9%
Home Local Area Network Products	3.0%	2.2%	2.5%	2.9%	3.6%	6.5%
Toys, sporting goods, media products	62.5%	56.6%	58.9%	66.1%	69.4%	74.5%
Books	36.8%	34.8%	35.3%	39.6%	38.6%	40.6%
Craft/Hobby Supplies	23.1%	19.8%	21.7%	25.6%	28.3%	25.0%
Music Tapes/Cds	24.4%	19.6%	21.5%	29.0%	29.4%	31.9%
Pre-Recorded Video Tapes Or Dvds	23.5%	19.0%	20.3%	26.0%	28.3%	35.2%
Sporting Goods	8.8%	4.6%	8.5%	8.3%	14.2%	14.1%
Toys/Dolls/Games	14.6%	6.9%	9.3%	23.3%	25.7%	23.6%
Computer Software	8.2%	7.2%	8.2%	6.8%	8.3%	13.0%
Big-ticket Home Improvement products	17.7%	11.7%	20.0%	18.1%	23.1%	17.9%
Building Materials	11.5%	7.3%	13.3%	12.3%	13.9%	12.2%
Carpeting	2.8%	2.1%	2.3%	2.9%	3.5%	5.1%
Other Flooring	3.8%	2.9%	3.5%	3.8%	5.2%	5.1%
Power Tools	4.9%	2.8%	7.1%	4.4%	6.1%	2.5%
Power Lawn And Garden	4.3%	3.3%	4.6%	3.6%	5.6%	5.0%
Small-ticket Home Improvement products	40.1%	33.7%	44.7%	40.1%	40.2%	41.4%
Paint	5.3%	4.7%	4.6%	4.1%	6.5%	10.0%
Wallpaper	3.5%	2.3%	3.5%	2.3%	5.0%	7.1%
Hand Tool	9.5%	7.0%	10.0%	10.3%	10.9%	10.9%
Hardware	17.8%	13.6%	20.2%	18.8%	17.3%	20.3%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO3)

Consumer Segmentation Report: Household Size

Figure 3 (continued)
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Plumbing Supplies	8.9%	5.6%	10.0%	9.6%	11.0%	9.6%
Lawn Care Tool	7.1%	5.8%	7.2%	6.6%	8.3%	9.0%
Fertilizer Or Grass Seed	10.7%	6.6%	12.6%	10.4%	11.1%	15.1%
Live Plants Or Flowers	22.1%	19.6%	25.8%	21.5%	20.7%	19.7%
Health and Beauty Aids	86.6%	83.6%	86.6%	87.9%	89.4%	88.1%
Everyday Personal Hygiene Products	69.0%	62.1%	67.2%	72.3%	77.4%	76.0%
Non-Prescription Drugs	42.1%	36.0%	42.3%	43.8%	47.7%	46.3%
Prescription Drugs	55.8%	52.5%	60.6%	52.9%	55.8%	52.7%
Vitamins And Nutritional Supplements	37.1%	37.2%	43.2%	33.9%	30.3%	31.7%
Fragrances/Cologne	13.7%	10.9%	13.4%	16.5%	12.7%	19.6%
Color Cosmetics	28.4%	23.1%	26.6%	32.4%	34.7%	32.6%
Skin Care Products	42.1%	35.0%	40.5%	48.2%	48.4%	47.4%
Hair Care Products	54.9%	45.0%	51.4%	61.4%	64.9%	68.6%
Perishables	46.1%	45.6%	46.9%	45.1%	47.9%	44.1%
Fresh Food	45.6%	45.0%	46.6%	44.1%	47.4%	44.1%
Delicatessen Or Fresh Bakery Foods	24.3%	21.0%	25.6%	25.9%	27.7%	21.4%
Grocery Food	49.0%	50.2%	48.7%	47.7%	50.1%	47.1%
Frozen Foods	39.7%	37.0%	39.8%	39.7%	44.4%	39.4%
Dry Or Canned Groceries	38.6%	35.6%	39.0%	39.4%	43.8%	36.7%
Snacks	35.4%	31.4%	34.1%	36.3%	42.5%	38.8%
Candy/Gum	24.4%	18.7%	21.8%	28.0%	31.9%	32.2%
Cigarettes And Tobacco	14.7%	12.9%	13.8%	16.4%	15.1%	19.7%
Beer	13.8%	9.9%	13.9%	15.5%	19.3%	13.4%
Wine	9.7%	8.8%	10.7%	11.3%	11.5%	3.6%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO3)

Consumer Segmentation Report: Household Size

Figure 3 (continued)
Shoppers Purchasing Categories in Past Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Gasoline	42.4%	40.9%	43.4%	40.9%	45.8%	41.0%
Carbonated Beverages	36.6%	31.9%	35.7%	38.6%	42.0%	40.7%
Other Non-Alcoholic Beverages	26.6%	23.1%	25.7%	28.2%	31.3%	29.4%
Grocery Non-Food	43.6%	42.6%	43.6%	43.9%	46.1%	42.2%
Household Cleaning Products	34.1%	30.4%	34.1%	35.4%	39.5%	33.9%
Household Paper Products	34.0%	30.6%	35.9%	34.4%	36.9%	31.5%
Pet Foods And Supplies	25.1%	22.3%	25.1%	24.7%	32.4%	22.6%
School/office supplies, film, cards, small housewares	72.9%	63.9%	71.8%	76.7%	80.7%	83.3%
Children's School Supplies	26.9%	11.6%	13.0%	35.4%	55.3%	60.7%
Home Office Supplies	38.8%	34.4%	36.1%	39.0%	43.8%	52.2%
Auto Supplies	23.3%	15.9%	23.4%	23.8%	28.1%	35.5%
Photographic Film	19.7%	13.6%	17.0%	22.4%	27.0%	30.3%
Greeting Cards	43.2%	37.4%	46.7%	50.3%	40.8%	38.9%
Small Housewares	22.8%	19.2%	22.4%	27.0%	25.4%	23.1%
Jewelry	6.6%	6.3%	7.3%	5.3%	6.5%	7.2%
Fine Jewelry	6.6%	6.3%	7.3%	5.3%	6.5%	7.2%
Furniture	11.8%	8.3%	10.1%	13.0%	16.6%	17.9%
Assembled Furniture	7.0%	4.2%	6.4%	6.5%	10.3%	12.2%
Ready-To-Assemble/Assemble-It-Yourself Furniture	7.7%	6.3%	5.6%	8.4%	10.6%	13.1%

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Source: Retail Forward ShopperScope™ (10-01-2004 C03)

Consumer Segmentation Report: Household Size

Figure 4
Percent Planning to Purchase Category in Comming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Women's clothing	44.5%	38.3%	41.9%	51.2%	52.2%	47.7%
Women's Athleticwear	14.4%	12.0%	12.7%	16.9%	16.9%	18.9%
Women's Casual Tops	25.7%	20.4%	25.3%	29.2%	30.0%	29.3%
Women's Dress Clothing	17.2%	14.3%	17.2%	20.0%	18.1%	19.1%
Women's Jeans	19.6%	15.7%	16.8%	26.3%	24.6%	21.8%
Women's Lingerie	24.3%	22.3%	21.4%	27.0%	29.4%	27.2%
Other Women's Casual Bottoms	19.0%	15.2%	17.5%	23.3%	23.6%	20.4%
Men's clothing	25.3%	12.5%	28.4%	32.7%	33.0%	26.4%
Men's Athleticwear	8.1%	4.1%	8.2%	10.6%	11.3%	9.8%
Men's Casual Tops	11.7%	5.8%	13.1%	16.0%	14.6%	11.9%
Men's Jeans	11.9%	5.2%	12.7%	16.9%	14.7%	15.1%
Men's Dress Clothing	8.5%	4.8%	10.1%	12.7%	8.7%	6.1%
Men's Underwear, Undershirts, Socks	14.8%	7.1%	17.3%	19.8%	17.5%	14.7%
Other Men's Casual Bottoms	10.3%	6.1%	11.8%	12.3%	12.4%	10.3%
Childrens/teens clothing	28.6%	13.9%	19.5%	43.2%	49.1%	45.7%
Infant's And Toddler's Clothing	15.1%	9.1%	11.4%	26.9%	21.9%	15.0%
Boy's Clothing	12.4%	5.7%	7.5%	17.1%	23.6%	22.9%
Girl's Clothing	11.8%	6.7%	8.0%	14.7%	19.3%	22.7%
Teen Boy's Clothing	7.6%	4.2%	5.0%	7.7%	13.5%	17.1%
Teen Girl's Clothing	8.2%	4.0%	5.8%	8.6%	14.7%	17.1%
Shoes	37.8%	30.0%	33.9%	44.3%	47.4%	47.6%
Children's Shoes	13.0%	4.2%	6.8%	22.4%	23.4%	27.5%
Men's Athletic Shoes	9.5%	4.8%	10.1%	11.1%	12.0%	13.5%
Men's Casual Shoes	6.8%	4.5%	8.2%	8.3%	6.0%	7.0%

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Read As: '12.0% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, reported planning to purchase Women's Athleticwear in the coming month.'

Source: Retail Forward ShopperScape™ (10-01-2004 C04)

Consumer Segmentation Report: Household Size

Figure 4 (continued)
Percent Planning to Purchase Category in Coming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Men's Dress Shoes	5.9%	4.1%	6.6%	8.3%	5.1%	5.8%
Women's Athletic Shoes	14.3%	11.3%	12.7%	18.2%	17.1%	16.8%
Women's Casual Shoes	16.0%	14.5%	15.6%	20.1%	16.4%	13.8%
Women's Dress Shoes	12.9%	11.0%	13.3%	14.7%	13.6%	12.1%
Accessories	18.4%	15.5%	17.3%	24.0%	19.9%	19.3%
Women's Accessories	13.5%	10.7%	12.5%	18.3%	15.1%	14.1%
Men's Accessories	6.7%	4.2%	7.5%	9.2%	7.3%	5.7%
Costume Jewelry	7.1%	6.5%	7.3%	9.7%	6.3%	4.8%
Home furnishings	39.1%	34.2%	39.9%	44.7%	41.6%	36.8%
Bath Textiles	15.1%	12.0%	14.6%	18.7%	17.2%	16.2%
Bedroom Textiles	13.9%	13.2%	13.1%	15.3%	14.6%	15.7%
Kitchen Textiles	11.9%	8.9%	11.5%	13.6%	13.9%	16.2%
Window Coverings	15.5%	12.1%	16.7%	18.2%	16.2%	15.0%
Cookware	10.0%	8.5%	10.1%	11.3%	11.0%	10.5%
Everyday Tableware	7.8%	6.0%	8.1%	9.5%	8.7%	8.0%
Fine Tableware	5.3%	3.6%	5.8%	6.0%	5.3%	7.3%
Home Accent Pieces	15.5%	12.8%	15.3%	18.9%	19.1%	12.7%
Lamps	9.2%	7.2%	9.3%	9.6%	11.2%	10.6%
Rugs	13.1%	10.9%	14.0%	16.5%	12.8%	11.2%
Small-ticket Appliances	13.3%	11.5%	12.7%	13.4%	13.6%	19.1%
Small Kitchen Appliance	9.7%	9.0%	9.2%	10.6%	8.5%	13.5%
Small Personal Appliance	7.0%	5.4%	6.2%	6.6%	8.8%	11.6%
Big-ticket Appliances	12.7%	9.8%	12.5%	15.2%	12.3%	17.3%
Refrigerators Or Freezers	5.7%	3.7%	5.7%	7.4%	5.9%	8.3%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO4)

Consumer Segmentation Report: Household Size

Figure 4 (continued)
Percent Planning to Purchase Category in Coming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Stoves, Ranges, Large Or Built -In Microwaves, Hood Vents	5.1%	3.5%	5.7%	5.3%	4.9%	7.2%
Dishwashers	4.9%	2.9%	5.3%	5.6%	4.5%	8.5%
Washers Or Dryers	5.4%	3.8%	5.0%	5.5%	6.4%	9.8%
Floor Care Appliances	6.2%	5.1%	6.5%	7.2%	5.5%	7.5%
Other Major Appliances	4.6%	4.2%	4.7%	4.6%	4.2%	6.1%
Big-ticket Consumer Electronics	11.8%	9.0%	11.6%	13.7%	13.4%	15.4%
Home Audio Components	4.4%	3.4%	4.5%	5.7%	3.5%	6.1%
Digital Camera	7.3%	5.6%	7.5%	8.5%	8.2%	8.4%
Digital Camcorder	4.8%	3.1%	4.5%	6.9%	5.1%	6.2%
Standard Television	4.8%	3.9%	4.7%	5.8%	5.1%	5.7%
Digital Television	4.4%	3.1%	4.7%	4.9%	4.8%	5.9%
Small-ticket Consumer Electronics	15.2%	11.9%	15.4%	16.6%	15.2%	21.8%
Personal Stereo	3.7%	2.6%	4.3%	4.2%	3.2%	4.6%
Cellular/Mobile Phone	7.8%	5.9%	8.2%	8.0%	7.1%	12.1%
Vcr	4.5%	3.0%	5.0%	5.4%	4.1%	6.3%
Dvd Player	7.2%	5.5%	6.7%	9.7%	7.2%	9.2%
Portable Or Handheld Game System	4.0%	2.7%	4.1%	4.9%	3.3%	6.7%
Television Game System	4.6%	3.3%	4.3%	5.6%	4.5%	8.0%
Personal Video Recorder	3.7%	2.6%	4.3%	4.2%	3.2%	4.6%
Computers/computer products	10.1%	7.3%	9.8%	12.2%	11.4%	13.5%
Personal Computer	4.2%	3.2%	4.5%	5.3%	2.4%	6.6%
Computer Printer	6.0%	4.5%	5.8%	8.8%	5.7%	6.2%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO4)

Consumer Segmentation Report: Household Size

Figure 4 (continued)
Percent Planning to Purchase Category in Coming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Computer Scanner	4.7%	3.4%	4.7%	6.6%	4.1%	5.9%
Personal Digital Assistant	4.6%	3.0%	4.6%	6.0%	4.5%	7.2%
Home Local Area Network Products	4.2%	3.2%	4.0%	5.3%	4.4%	5.6%
Toys, sporting goods, media products	50.4%	48.0%	46.8%	54.3%	54.6%	57.0%
Books	25.6%	25.3%	25.0%	27.6%	26.3%	24.5%
Craft/Hobby Supplies	18.5%	17.9%	17.8%	19.6%	20.6%	17.6%
Music Tapes/Cds	18.2%	15.9%	16.6%	20.1%	23.3%	19.3%
Pre-Recorded Video Tapes Or Dvds	19.3%	18.5%	15.4%	22.9%	21.6%	26.1%
Sporting Goods	9.3%	6.1%	8.1%	11.8%	12.1%	13.6%
Toys/Dolls/Games	13.8%	9.0%	9.9%	21.4%	18.5%	21.3%
Computer Software	8.7%	7.0%	9.4%	10.0%	8.4%	9.4%
Big-ticket Home Improvement products	18.7%	12.1%	20.6%	21.6%	21.5%	21.3%
Building Materials	11.2%	6.6%	12.7%	12.7%	14.2%	11.7%
Carpeting	5.4%	3.3%	6.4%	6.0%	5.0%	7.2%
Other Flooring	8.2%	5.0%	8.8%	9.8%	8.6%	11.5%
Power Tools	5.7%	4.8%	5.5%	6.9%	5.3%	7.1%
Power Lawn And Garden	5.1%	3.5%	5.0%	6.4%	6.1%	6.2%
Small-ticket Home Improvement products	32.2%	27.3%	34.0%	33.5%	35.5%	32.0%
Paint	6.0%	4.8%	5.4%	7.3%	7.6%	7.2%
Wallpaper	6.1%	3.3%	6.6%	7.2%	6.2%	9.4%
Hand Tool	6.3%	5.3%	6.4%	6.8%	7.3%	6.3%
Hardware	10.0%	7.7%	10.9%	10.0%	11.0%	11.8%

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Source: Retail Forward ShopperScape™ (10-01-2004 CO4)

Consumer Segmentation Report: Household Size

Figure 4 (continued)
Percent Planning to Purchase Category in Coming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Plumbing Supplies	7.5%	5.1%	8.4%	8.2%	8.4%	8.9%
Lawn Care Tool	6.1%	5.3%	6.2%	6.7%	6.1%	6.9%
Fertilizer Or Grass Seed	10.8%	7.5%	11.5%	11.8%	13.0%	12.1%
Live Plants Or Flowers	17.0%	16.2%	18.1%	18.2%	16.7%	13.5%
Health and Beauty Aids	70.5%	69.4%	69.4%	74.0%	73.9%	67.1%
Everyday Personal Hygiene Products	47.8%	43.7%	45.3%	54.2%	53.7%	47.8%
Non-Prescription Drugs	25.9%	23.9%	26.5%	25.7%	30.0%	24.0%
Prescription Drugs	39.2%	38.3%	42.0%	37.9%	39.4%	33.8%
Vitamins And Nutritional Supplements	29.5%	30.6%	34.4%	26.1%	25.0%	21.6%
Fragrances/Cologne	11.9%	11.5%	11.2%	12.5%	12.8%	13.1%
Color Cosmetics	20.0%	15.8%	20.1%	23.7%	25.7%	16.9%
Skin Care Products	28.0%	23.5%	27.2%	35.6%	30.3%	26.3%
Hair Care Products	36.6%	30.5%	35.6%	40.9%	45.2%	37.0%
School/office supplies, film, cards, small housewares	53.8%	46.7%	53.5%	59.6%	62.7%	52.0%
Children's School Supplies	14.7%	6.0%	7.6%	19.1%	33.1%	27.7%
Home Office Supplies	22.8%	20.7%	21.6%	25.3%	26.0%	23.8%
Auto Supplies	14.1%	10.8%	15.0%	17.3%	12.9%	16.2%
Photographic Film	13.6%	11.2%	13.0%	16.7%	16.6%	13.3%
Greeting Cards	28.5%	26.2%	31.0%	33.6%	26.4%	20.9%
Small Housewares	15.3%	14.2%	15.0%	15.8%	18.5%	14.3%
Jewelry	6.3%	4.7%	6.2%	7.4%	6.5%	8.4%
Fine Jewelry	6.3%	4.7%	6.2%	7.4%	6.5%	8.4%
Furniture	13.2%	9.9%	13.2%	15.4%	14.5%	16.5%
Assembled Furniture	9.9%	6.3%	10.2%	12.1%	10.6%	13.6%

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Source: Retail Forward ShopperScope™ (10-01-2004 CO4)

Consumer Segmentation Report: Household Size

Figure 4 (continued)
Percent Planning to Purchase Category in Coming Month by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Ready-To-Assemble/Assemble-It-Yourself Furniture	9.0%	7.3%	9.7%	9.4%	8.8%	10.6%

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Source: Retail Forward ShopperScape™ (10-01-2004 C04)

Consumer Segmentation Report: Household Size

Figure 5
Percent Indicating Retailer as Primary Food Store by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Meijer	2.4%	1.2%	2.3%	4.6%	2.7%	ns
Wal-Mart Supercenter	16.0%	14.4%	14.2%	20.0%	15.8%	20.9%
Costco	2.8%	2.4%	2.8%	2.5%	2.3%	5.3%
Sam's Club	1.5%	1.4%	1.3%	2.3%	1.9%	ns
Acme	1.1%	0.9%	1.3%	ns	ns	ns
Albertsons	3.8%	3.9%	4.7%	5.5%	ns	ns
Aldi	1.6%	ns	1.6%	1.7%	1.9%	3.5%
Food Lion	1.9%	2.3%	1.5%	2.6%	2.5%	ns
Fry's	0.9%	1.4%	1.2%	ns	ns	ns
Giant Eagle	1.4%	1.2%	1.9%	ns	ns	ns
Giant Foods	2.1%	1.9%	2.1%	2.5%	2.7%	ns
Harris Teeter	1.3%	1.0%	1.0%	ns	2.7%	ns
H-E-B/Central Market	1.4%	1.1%	2.0%	ns	ns	ns
King Soopers	0.7%	1.6%	ns	ns	ns	ns
Kroger	6.4%	6.1%	6.2%	6.2%	7.7%	5.8%
Publix	3.7%	4.5%	4.0%	2.8%	4.2%	ns
Ralph's	1.3%	2.1%	1.2%	ns	ns	ns
Safeway	4.5%	5.2%	4.1%	3.9%	3.9%	5.7%
Save-A-Lot	2.0%	1.3%	1.5%	3.0%	2.9%	3.0%
Shaw's Supermarkets	0.6%	ns	1.0%	ns	ns	ns
Shop Rite	1.7%	2.2%	1.9%	ns	2.3%	ns
Stater Bros.	0.9%	ns	1.4%	ns	ns	2.7%
Stop & Shop	2.6%	3.3%	2.6%	1.6%	2.3%	ns
Tops	0.8%	1.2%	1.0%	ns	ns	ns
Vons	1.2%	ns	1.9%	ns	ns	ns
Wegman's	0.9%	1.1%	ns	ns	ns	3.2%
Winn-Dixie/Winn Dixie Marketplace	1.9%	1.8%	1.7%	3.1%	1.9%	ns

(Continued on next page)

(NS indicates insufficient sample.)

Read As: '1.2% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, indicated that Meijer was their primary food vendor.'

Source: Retail Forward ShopperScape™ (10-01-2004 C05)

Consumer Segmentation Report: Household Size

Figure 5 (continued)
Percent Indicating Retailer as Primary Food Store by Household Size for Aug '04



Retailer	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Other supermarket /grocery store	12.3%	13.0%	12.3%	14.0%	10.6%	10.2%
Other health/natural foods supermarket	0.5%	1.1%	ns	ns	ns	ns
Some other retailer	9.0%	9.2%	8.4%	8.3%	10.7%	9.5%

(Continued on next page)

(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C05)

Consumer Segmentation Report: Household Size

Figure 6
Reasons for Selecting Retailer as Primary Food Store by Household Size for Aug '04



Reason	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Better able to one-stop shop for many categories/services	17.5%	17.2%	17.5%	18.4%	17.4%	16.8%
Better delicatessen/fresh bakery	4.3%	6.1%	4.7%	3.6%	3.0%	ns
Better private label/store brands	4.8%	6.0%	4.9%	4.7%	3.7%	3.3%
Better reputation	ns	2.2%	3.1%	2.1%	3.1%	ns
Better sale prices	23.3%	20.7%	20.8%	27.8%	27.8%	25.0%
Lower prices every day even when not on sale	35.2%	31.5%	34.7%	40.1%	35.3%	39.1%
Better service policies (e.g., load groceries in car)	ns	2.3%	2.2%	ns	2.6%	ns
Cleaner store	6.2%	5.7%	6.1%	5.5%	7.3%	7.3%
Convenience to home/work	42.6%	45.9%	44.1%	39.4%	40.8%	36.6%
Convenience to other stores	10.5%	10.1%	11.6%	7.8%	9.5%	13.6%
Faster checkout	6.0%	6.0%	5.5%	7.2%	5.7%	5.9%
Frequent shopper/rewards program	8.8%	8.0%	8.7%	12.2%	6.9%	8.3%
Has product sizes I want	4.9%	4.4%	4.6%	5.0%	6.2%	5.2%
Higher quality fruits/vegetables	10.0%	12.6%	10.2%	6.8%	11.1%	5.7%
Higher quality meat/poultry /seafood	10.6%	11.1%	10.9%	8.1%	11.9%	10.8%
In stock on the items I want to buy	10.6%	12.3%	11.8%	7.2%	6.9%	12.7%
More appealing store image	ns	2.4%	2.2%	4.0%	3.3%	ns
More brand(s) I like	9.5%	10.4%	10.0%	8.8%	8.1%	8.5%
More helpful associates	ns	3.3%	2.9%	2.1%	ns	ns
More knowledgeable associates	ns	ns	1.0%	ns	ns	ns
Open 24-hours every day	12.9%	12.7%	9.8%	13.4%	14.3%	21.3%
Store credit card	ns	2.0%	1.5%	ns	ns	ns
Store layout easier to shop	8.7%	7.7%	9.8%	7.2%	9.7%	8.3%
Other reason	5.1%	5.7%	5.6%	3.2%	5.4%	3.9%

(NS indicates insufficient sample.)

Read As: '17.2% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, felt that 'Better able to one-stop shop for many categories/services' was important in choosing a food vendor.'

Source: Retail Forward ShopperScape™ (10-01-2004 C06)

Consumer Segmentation Report: Household Size

Figure 7
Top Reasons for Selecting Retailer as Primary Food Store by Household Size for Aug '04



Retailer/Reason	All	1 Members	2 Members
Wal-Mart Supercenter			
Convenience to home/work	28.0%	31.9%	25.5%
Lower prices every day even when not on sale	65.1%	70.9%	64.9%
Better sale prices	21.5%	15.2%	20.7%
Better able to one-stop shop for many categories/services	51.4%	62.1%	39.6%
Open 24-hours every day	37.6%	39.2%	32.9%
Albertsons			
Convenience to home/work	44.9%	ns	ns
Lower prices every day even when not on sale	27.5%	ns	ns
Better sale prices	31.7%	ns	ns
Better able to one-stop shop for many categories/services	7.9%	ns	ns
Kroger			
Convenience to home/work	49.2%	ns	ns
Lower prices every day even when not on sale	13.4%	ns	ns
Better sale prices	26.8%	ns	ns
Better able to one-stop shop for many categories/services	6.5%	ns	ns
Open 24-hours every day	8.5%	ns	ns
Publix			
Convenience to home/work	48.6%	ns	ns

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(NS indicates insufficient sample.)

Read As: '31.9% of shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, who chose &F1&B1&L2Wal-Mart Supercenter as their primary food vendor, felt that 'Convenience to home/work' was one reason they did so.'

Source: Retail Forward ShopperScape™ (10-01-2004 C07)

Consumer Segmentation Report: Household Size

Figure 7 (continued)
Top Reasons for Selecting Retailer as Primary Food Store by Household Size for Aug '04



Retailer/Reason	All	1 Members	2 Members
Lower prices every day even when not on sale	7.5%	ns	ns
Better sale prices	9.9%	ns	ns
Better able to one-stop shop for many categories/services	8.6%	ns	ns
Safeway			
Convenience to home/work	64.0%	ns	ns
Lower prices every day even when not on sale	12.2%	ns	ns
Better sale prices	18.6%	ns	ns
Better able to one-stop shop for many categories/services	10.6%	ns	ns
Open 24-hours every day	13.2%	ns	ns
Other supermarket /grocery store			
Convenience to home/work	55.9%	ns	56.4%
Lower prices every day even when not on sale	27.7%	ns	29.8%
Better sale prices	21.1%	ns	18.6%
Better able to one-stop shop for many categories/services	8.9%	ns	6.5%
Open 24-hours every day	8.0%	ns	ns
Some other retailer			
Convenience to home/work	34.8%	ns	ns
Lower prices every day even when not on sale	52.8%	ns	ns

(Continued on next page)

(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C07)

Consumer Segmentation Report: Household Size

Figure 7 (continued)
Top Reasons for Selecting Retailer as Primary Food Store by Household Size for Aug '04



Retailer/Reason	All	1 Members	2 Members
Better sale prices	23.6%	ns	ns
Better able to one-stop shop for many categories/services	10.6%	ns	ns
Open 24-hours every day	11.0%	ns	ns

(Continued on next page)

(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C07)

Consumer Segmentation Report: Household Size

Figure 8
Average Spending in Past Month on Merchandise Group by Household Size for Aug '04



Merchandise	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Women's clothing	\$63	\$55	\$72	\$59	\$67	\$73
Men's clothing	\$68	\$53	\$77	\$72	\$60	\$60
Childrens/teens clothing	\$89	\$59	\$79	\$81	\$92	\$119
Shoes	\$60	\$56	\$58	\$65	\$53	\$71
Accessories	\$47	\$37	\$52	\$51	\$41	\$57
Home furnishings	\$71	\$55	\$79	\$91	\$45	\$89
Small-ticket Appliances	\$44	\$38	\$47	\$34	\$38	\$67
Big-ticket Appliances	\$486	\$464	\$499	\$460	\$583	\$350
Big-ticket Consumer Electronics	\$434	\$312	\$628	\$418	\$336	\$347
Small-ticket Consumer Electronics	\$123	\$128	\$131	\$129	\$103	\$120
Computers/computer products	\$460	\$387	\$450	\$524	\$518	\$483
Toys, sporting goods, media products	\$54	\$44	\$63	\$53	\$48	\$69
Big-ticket Home Improvement products	\$440	\$367	\$446	\$410	\$346	\$892
Small-ticket Home Improvement products	\$61	\$48	\$68	\$78	\$56	\$49
Health and Beauty Aids	\$39	\$39	\$40	\$38	\$37	\$39
School/office supplies, film, cards, small housewares	\$36	\$30	\$32	\$40	\$48	\$43
Jewelry	\$351	\$504	\$262	ns	ns	ns
Furniture	\$433	\$346	\$491	\$620	\$354	ns

(NS indicates insufficient sample.)

Read As: 'Shoppers surveyed in Aug '04, in the 1 Members segment for Household Size, reported spending an average of \$55 for Women's clothing in the past month.'

Source: Retail Forward ShopperScape™ (10-01-2004 C08)

Consumer Segmentation Report: Household Size

Figure 9
Demographics by Household Size for Aug '04



	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
Age						
18-24	6.4%	4.1%	2.4%	9.7%	8.9%	17.2%
25-34	18.3%	13.4%	13.6%	24.5%	25.6%	26.7%
35-44	22.0%	12.6%	15.9%	26.6%	37.8%	37.6%
45-54	20.4%	21.4%	21.1%	21.0%	21.9%	11.9%
55-64	14.0%	19.0%	18.4%	10.8%	4.8%	4.3%
65+	18.9%	29.5%	28.6%	7.3%	1.0%	2.3%
Mean	49	54	53	43	39	38
Median	48	55	55	42	39	37
Income						
under \$25,000	29.3%	51.5%	24.1%	19.9%	15.7%	21.9%
\$25,000-\$49,999	27.3%	33.4%	29.1%	22.2%	22.1%	21.0%
\$50,000-\$74,999	18.2%	8.3%	19.4%	20.2%	25.2%	27.2%
\$75,000-\$99,999	11.0%	2.7%	12.7%	16.7%	14.0%	14.1%
\$100,000+	14.2%	4.2%	14.6%	20.9%	23.0%	15.9%
Mean	53,812	33,264	56,201	65,176	67,197	59,978
Median	42,500	26,250	47,500	67,500	67,500	55,000
Market Size						
Under 500,000	30.1%	29.4%	30.9%	28.3%	30.4%	31.9%
500,000 - 1,999,999	22.7%	22.6%	22.3%	22.5%	23.4%	23.7%
2,000,000 and over	47.2%	48.0%	46.9%	49.2%	46.1%	44.4%
Geographic Region						
New England	5.1%	6.0%	5.7%	3.8%	4.4%	3.7%
Middle Atlantic	14.1%	12.5%	13.8%	13.9%	16.0%	17.0%
East North Central	16.2%	13.4%	16.2%	17.2%	19.0%	17.9%
West North Central	7.0%	7.2%	7.6%	6.4%	5.3%	8.1%
South Atlantic	19.1%	20.2%	18.2%	20.0%	20.7%	15.5%
East South Central	6.2%	5.5%	5.6%	6.8%	5.7%	9.9%

(Continued on next page)

Read As: '4.1% of shoppers in Aug '04 fell in the 18-24 Age group.'

Source: Retail Forward ShopperScope™ (10-01-2004 C09)

Consumer Segmentation Report: Household Size

Figure 9 (continued)
Demographics by Household Size for Aug '04



	All	1 Members	2 Members	3 Members	4 Members	5 or More Members
West South Central	10.9%	10.2%	10.6%	11.7%	14.1%	7.9%
Mountain	6.5%	7.9%	6.8%	5.9%	4.0%	6.2%
Pacific	14.9%	17.1%	15.6%	14.4%	10.7%	13.7%
Household Size						
1 Members	26.5%	100%	ns	ns	ns	ns
2 Members	33.4%	ns	100%	ns	ns	ns
3 Members	16.0%	ns	ns	100%	ns	ns
4 Members	14.3%	ns	ns	ns	100%	ns
5 or More Members	9.8%	ns	ns	ns	ns	100%
Life Stage						
Young Singles (under 45)	4.8%	18.3%	ns	ns	ns	ns
Middle singles (35-64)	15.5%	58.7%	ns	ns	ns	ns
Older singles (65+)	6.1%	23.0%	ns	ns	ns	ns
Young couple (under 45)	10.8%	ns	24.0%	8.2%	4.6%	8.3%
Working older (45+) couple	11.7%	ns	30.3%	7.9%	2.1%	ns
Retired older (45+) couple	10.5%	ns	29.2%	4.2%	ns	ns
Young parent (under 45)	14.7%	ns	1.7%	32.3%	34.6%	40.6%
Middle parent (under 45)	9.9%	ns	3.8%	16.3%	27.7%	21.3%
Older parent (45+)	13.6%	ns	4.9%	30.5%	29.8%	28.9%
Roommates	2.2%	ns	6.0%	ns	ns	ns

(Continued on next page)

(NS indicates insufficient sample.)

Source: Retail Forward ShopperScape™ (10-01-2004 C09)

Consumer Segmentation Report: Household Size

What is the Retail Forward ShopperScape™?

The Retail Forward ShopperScape™ is a unique source of information about consumer shopping behavior today.

The Retail Forward ShopperScape™ has been fielded since November 2003 to a sample of 4,000 consumers each month. The survey gathers timely, up-to-date, information on over 250 individual retailers/retail sectors and over 100 product categories across all retail sectors. Topics addressed in the survey include shopping frequency, store preference for specific merchandise categories, factors influencing store choice, and a myriad of other issues.

- The Retail Forward ShopperScape™ survey is administered through TNS-NFO's online household panel. Data is weighted by key Census demographic characteristics to be representative of the total U.S. population.
- Survey respondents are the self-designated "primary shoppers" in their households (responsible for at least half of the household's shopping).
- Additional TNS-NFO panelist demographic data is merged with ShopperScape™ survey data.

Looking for Customized Data?

Retail Forward's staff of analysts also fulfills custom ShopperScape™ requests for clients on a project basis. Data can be provided in either a customized ShopperScape™ report, or Quant analysis, which allows data users to look at the data in even more ways. Call Kathy Clarke at 614-355-4009 or Sara Dunlap at 614-355-4022 for find out more about custom data requests.

Consumer Segmentation Report: Household Size

Source: Retail Forward ShopperScope™

Execution Status:

Retail Forward ShopperScope Report Generator v2.27 - 1.06
10-01-2004 - 11:51:17

Nov'03 04/15/04 17:14:42
Dec'03 04/15/04 17:15:34
Jan'04 04/15/04 17:16:28
Feb'04 04/15/04 17:17:38
Mar'04 06/23/04 14:47:52
Apr'04 06/23/04 14:41:08
May'04 06/23/04 14:20:50
Jun'04 07/06/04 18:12:00
Jul'04 08/06/04 12:18:00
Aug'04 09/08/04 11:52:00
Sep'04 n/a
Oct'04 n/a
Nov'04 n/a
Dec'04 n/a
Jan'05 n/a