

Apparel Category: Activewear (Men's and Women's)

23,977,943 Active Wear Shoppers Profiled
318,306,036 Active Wear Purchases Analyzed

Breakdown by Product Category

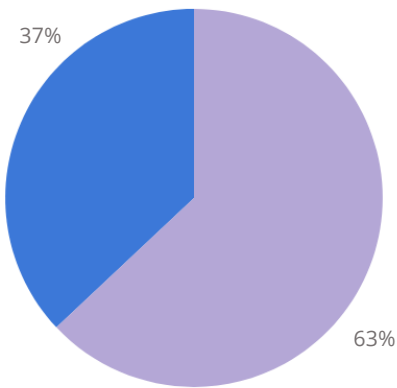
Product Categories	% of Transactions
Men's Active	9%
Men's Shorts	11%
Men's Sweats & Hoodies	12%
Men's Underwear & Socks	6%
Men's Sneakers	10%
Women's Active	7%
Women's Shorts	14%
Women's Tops & Tees	18%
Women's Sneakers	13%

Breakdown by Product Price Range

Price Range Categories	% of Products
0-\$49	57.40%
\$50-\$99	29.39%
\$100-\$149	6.42%
\$150-\$199	2.94%
\$200+	2.85%

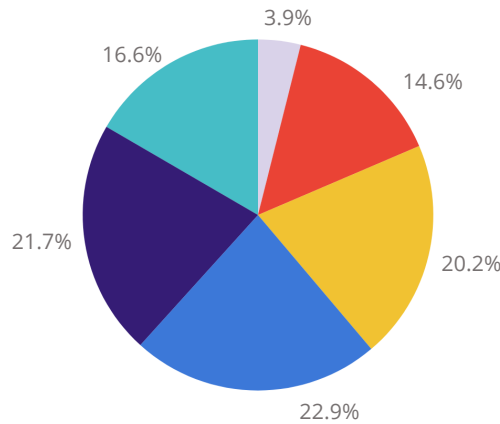
Demographics of Shoppers

Gender



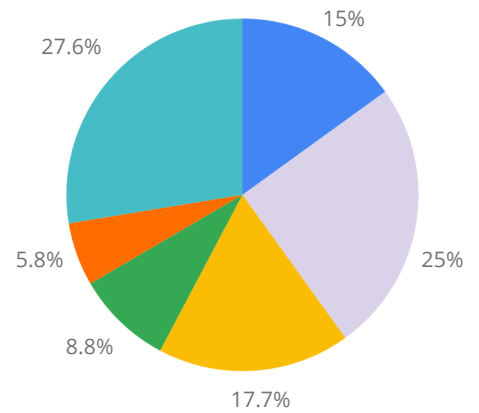
- Female
- Male

Age Distribution



- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

Income Distribution

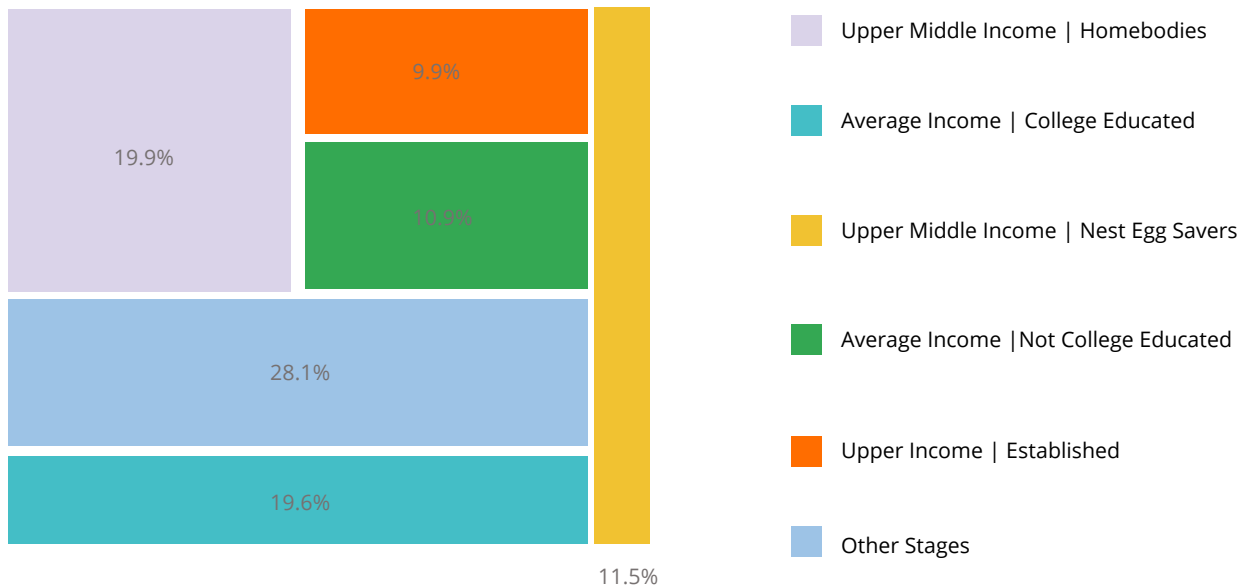


- \$0-\$50,000
- \$50,000-100,000
- \$100,000-\$150,000
- \$150,000-\$200,000
- \$200,000-\$250,000
- \$250,000+

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PRECISETARGET
MACHINE KNOWLEDGE

Top 5 Life Stages



Representative Brands

TOTAL BRAND COUNT: **1,101**

Adidas	High Sierra	Reebok
ACICS	Hurley	Southern Tide
Althleta	Izod	Reebok
ASOS	Lacoste	Rockport
Billabong	Lilly Pulitzer	Roxy
Callaway	Marmot	Saucony
Calvin Klein	Mountain Hardware	Spalding
Canada Goose	Nautica	Spanx
Club Monaco	New Balance	Speedo
Columbia	Nike	Spyder
Eastern Mountain Sports	Nordstrom	The North Face
Eddie Bauer	Old Navy	Tommy Hilfiger
Fabletics	PacSun	Tory Burch
Fila	Patagonia	Tretorn
Forever21	Puma	Umbro
Gap	Quick Silver	Under Armour