

Apparel Category: Casual Wear (Men's and Women's)

100,055,229 Casual Wear Shoppers Profiled
357,508,381 Casual Wear Purchases Analyzed

Breakdown by Product Category

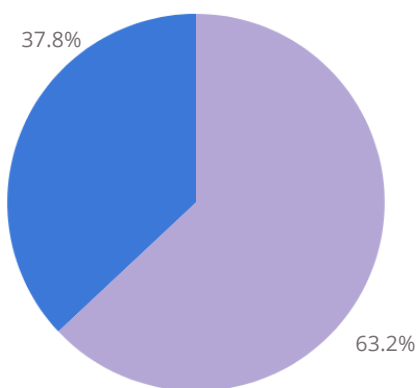
Product Categories	% of Transactions
Men's Coats & Jackets	5%
Men's Jeans	4%
Men's Pants	5%
Men's Shirts & Polos	6%
Men's Sweaters	5%
Men's Underwear & Socks	2%
Men's Casual Shoes	4%
Men's Boots	4%
Men's Sneakers	4%
Women's Coats & Jackets	7%
Women's Dresses	7%
Women's Intimates	2%
Women's Pants	7%
Women's Skirts	6%
Women's Sweaters	7%
Women's Tops & Tees	7%
Women's Casual Shoes	7%
Women's Boots	5%
Women's Sneakers	5%

Breakdown by Product Price Range

Price Range Categories	% of Products
0-\$49	36.18%
\$50-\$99	29.60%
\$100-\$149	16.36%
\$150-\$199	8.18%
\$200+	9.68%

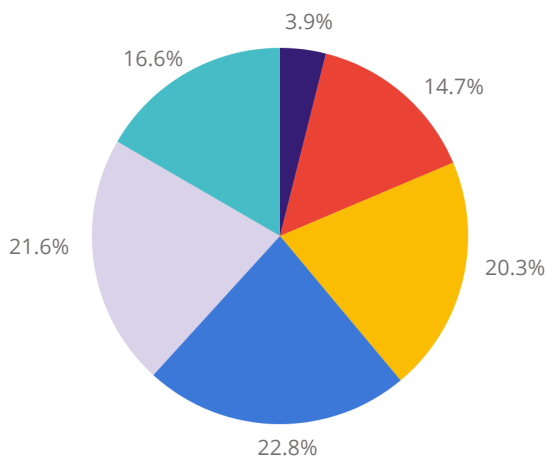
Demographics of Shoppers

Gender



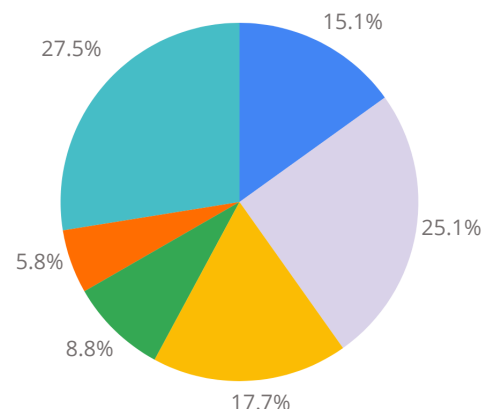
Female
Male

Age Distribution



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

Income Distribution

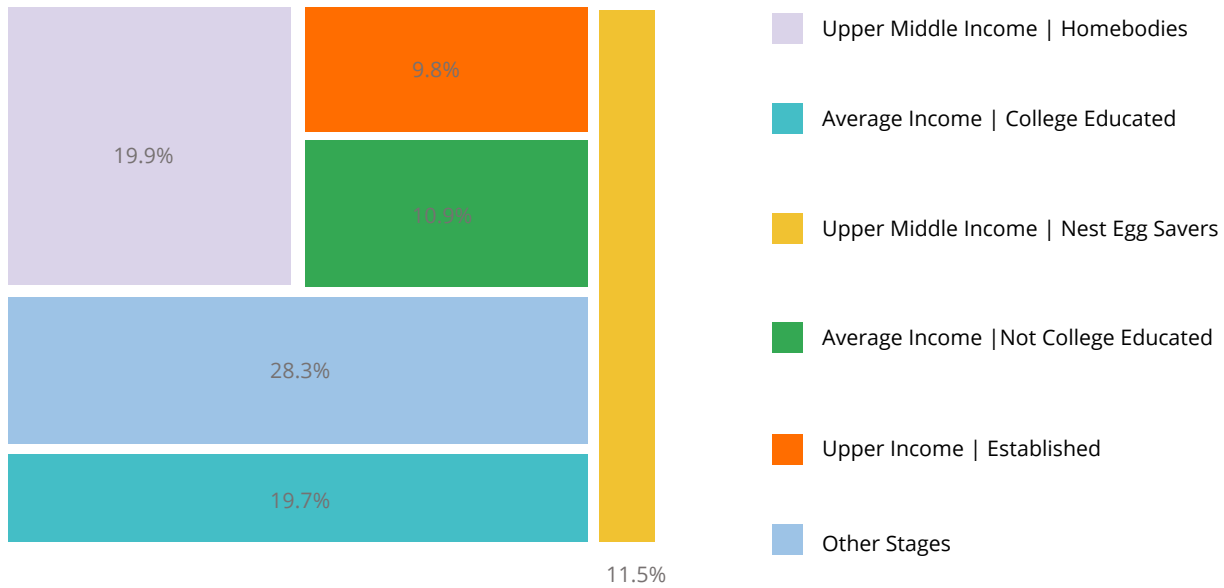


\$0-\$50,000
\$50,000-\$100,000
\$100,000-\$150,000
\$150,000-\$200,000
\$200,000-\$250,000
\$250,000+

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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