

# Apparel Category: Footwear (Men's and Women's)

**51,439,636** Footwear Shoppers Profiled  
**259,551,202** Footwear Purchases Analyzed

Breakdown by Product Category

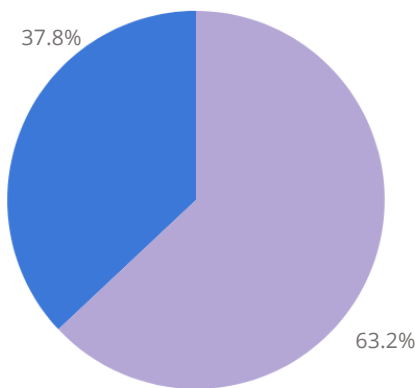
Product Categories	% of Transactions
Men's Shoes	17%
Men's Boots	12%
Men's Sneakers	13%
Women's Shoes	26%
Women's Boots	16%
Women's Sneakers	16%

Breakdown by Product Price Range

Price Range Categories	% of Products
0-\$49	8.35%
\$50-\$99	27.96%
\$100-\$149	33.56%
\$150-\$199	16.84%
\$200+	13.28%

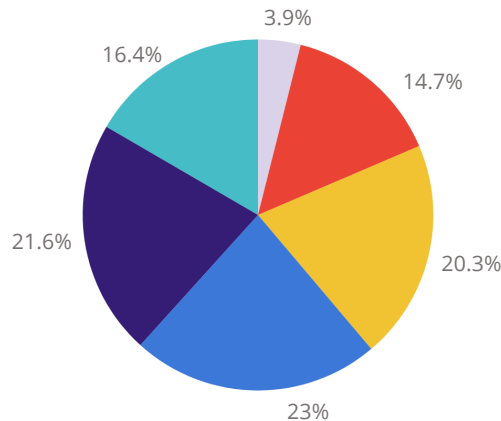
## Demographics of Shoppers

Gender



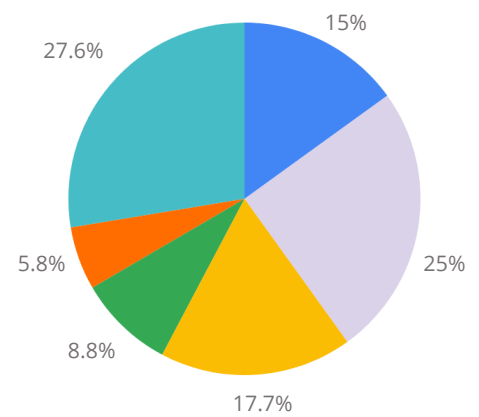
- Female (7,971,696)
- Male (4,647,807)

Age Distribution



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

Income Distribution

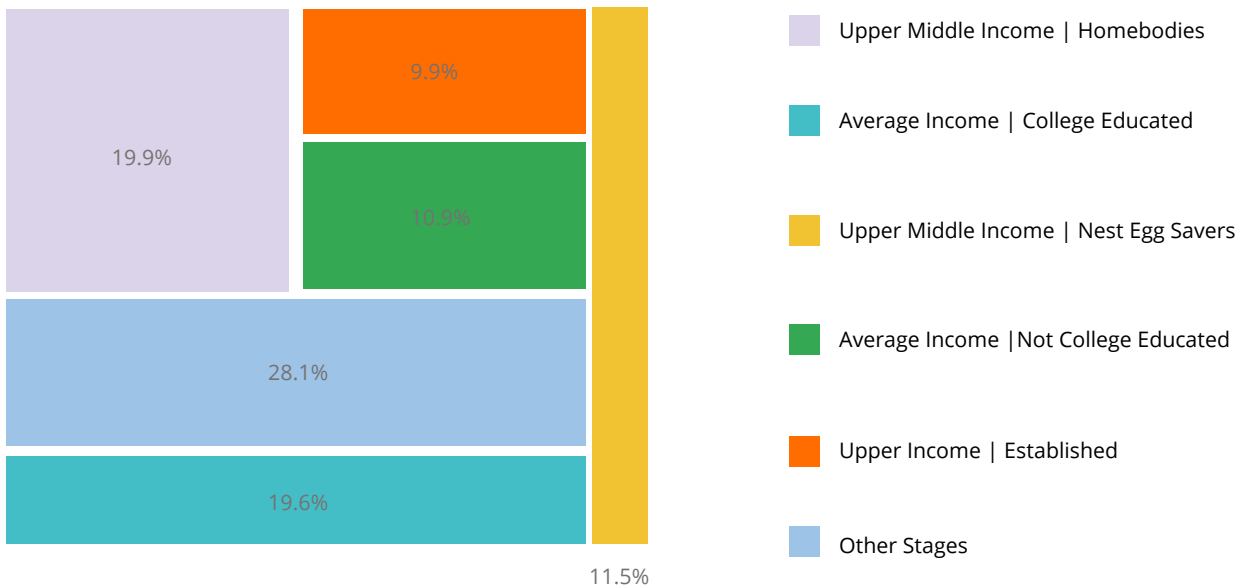


- \$0-\$50,000
- \$50,000-100,000
- \$100,000-\$150,000
- \$150,000-\$200,000
- \$200,000-\$250,000
- \$250,000+

# Apparel Category: Footwear (Men's and Women's)

PRECISETARGET  
MACHINE KNOWLEDGE

## Top 5 Life Stages



## Representative Brands

TOTAL BRAND COUNT: **888**

Adidas	Bill Blass	Crocs
Adrianna Papell	Birkenstock	DC Shoes
Aerosoles	Bostonian	Dior
ALDO	Bottega Veneta	DKNY
Altra	Brooks	Easy Spirit
Anne Klein	Brooks Brothers	ECCO
Anthropologie	Bruno Magli	Elie Tahari
Arc'teryx	Carhartt	Enzo Angiolini
ASICS	Caribbean Joe	Fila
ASOS	Chaco	FOREVER21
Athleta	Chloe	Franco Sarto
Badgley Mischka	Christian Dior	Free People
Balenciaga	Clarks	Frye
BCBGeneration	COACH	G.H. Bass & Co.
BCBGMAXAZRIA	Cole Haan	GAP
Ben Sherman	Converse	Givenchy