

Category: Home Goods

42,175,289 Home Goods Shoppers Profiled
572,915,687 Home Goods Purchases Analyzed

Breakdown by Product Category

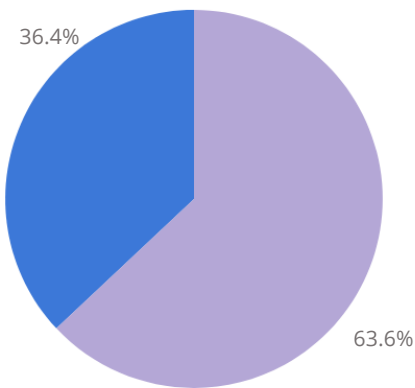
Product Categories	% of Transactions
Arts & Crafts	11%
Bedding & Bath	11%
Bedding & Bath/Bath	7%
Bedding & Bath/Bedding	20%
Cleaning & Storage	15%
Event & Party Supplies	2%
Holiday	6%
Home Appliances	1%
Bakeware	3%
Cookware	4%
Kitchen Knives & Cutlery Accessories	6%
Office & School Supplies	4%
Patio & Garden	13%
Pets	1%
Tools & Home Improvement	6%

Breakdown by Product Price Range

Price Range Categories	% of Products
0-\$49	49.00%
\$50-\$99	12.00%
\$100-\$149	6.00%
\$150-\$199	4.00%
\$200+	29.00%

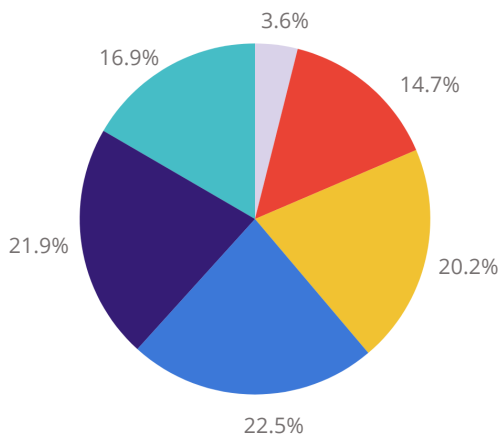
Demographics of Shoppers

Gender



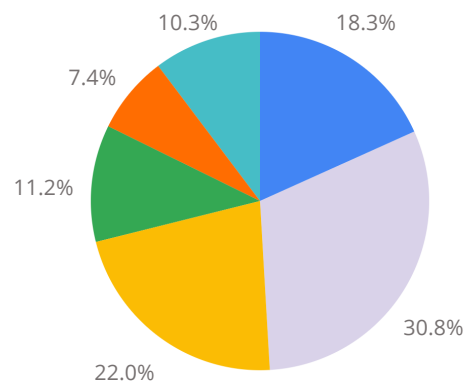
Female (7,893,929)
 Male (4,525,130)

Age Distribution



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

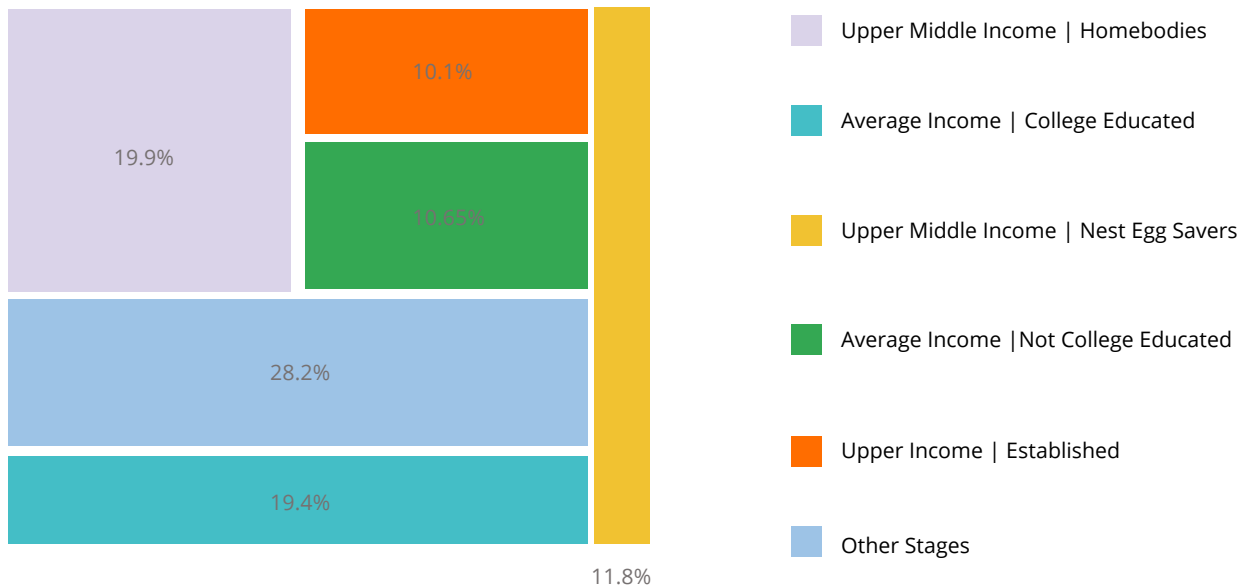
Income Distribution



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

Category: Home Goods

Top 5 Life Stages



Representative Brands

TOTAL BRAND COUNT: **1,026**

360 Cookware	Harry & David	Modern Home
Addison Home	Hermes	Mont Blanc
Anthropologie	Hewlett-Packard	Nordstrom Home
Ashley Furniture	Hilfiger Collection	Nutri-Bullet
Baldwin Hardware	Honest Company	Park Designs
Bare Cotton	Iron Valley Hardware	PB2
Bloomingdale's	Johnson & Johnson	Pea in the Pod
Brookstone	Kate Spade	Project 62
Burberry	Keystone Fabrics	Ralph Lauren Home
Calvin Klein Home	La-Z-Boy	Rubbermaid
Calico	Lacoste Home	Saks Fifth Avenue Home
Comforpedic	LG	Sanford Design
Dooney & Burke	Life is Good	Serta
Draper James	Lilly Pulitzer	Sharp
FitDesk	Magnolia	Southern Tide
Gucci	Martha Stewart Collection	Tommy Bahama Home