

Fall 2001 Product: Apparel/Accessories

Athletic Shoes - Amount spent in total

Aerobic/Fitness shoes In last 12 months Under \$50

Adults 18+

|                                     | Total '000 | Proj '000 | Pct Across | Pct Down | Index |
|-------------------------------------|------------|-----------|------------|----------|-------|
| Total                               | 202753     | 5412      | 2.7        | 100      | 100   |
| Age 18-24                           | 26637      | 717       | 2.7        | 13.2     | 101   |
| Age 25-34                           | 37966      | 1227      | 3.2        | 22.7     | 121   |
| Age 35-44                           | 45002      | 1653      | 3.7        | 30.5     | 138   |
| Age 45-54                           | 36791      | 1043      | 2.8        | 19.3     | 106   |
| Age 55-64                           | 23530      | 405       | 1.7        | 7.5      | 64    |
| Age 65+                             | 32826      | 367       | 1.1        | 6.8      | 42    |
| Men                                 | 97120      | 1529      | 1.6        | 28.3     | 59    |
| Men 18-34                           | 31921      | 473       | 1.5        | 8.7      | 56    |
| Men 18-49                           | 63757      | 1045      | 1.6        | 19.3     | 61    |
| Men 25-54                           | 58706      | 1014      | 1.7        | 18.7     | 65    |
| Women                               | 105633     | 3883      | 3.7        | 71.7     | 138   |
| Women 18-34                         | 32682      | 1472      | 4.5        | 27.2     | 169   |
| Women 18-49                         | 65672      | 3161      | 4.8        | 58.4     | 180   |
| Women 25-54                         | 61053      | 2909      | 4.8        | 53.8     | 179   |
| Educ: graduated college plus        | 47098      | 1610      | 3.4        | 29.7     | 128   |
| Educ: attended college              | 54885      | 1576      | 2.9        | 29.1     | 108   |
| Educ: graduated high school         | 66457      | 1633      | 2.5        | 30.2     | 92    |
| Educ: did not graduate HS           | * 34312    | 594       | 1.7        | 11       | 65    |
| Educ: post graduate                 | 15612      | 595       | 3.8        | 11       | 143   |
| Educ: no college                    | 100769     | 2226      | 2.2        | 41.1     | 83    |
| Occupation: professional            | 21242      | 804       | 3.8        | 14.9     | 142   |
| Occupation: executive/admin/mgr     | 20114      | 704       | 3.5        | 13       | 131   |
| Occupation: clerical/sales/tech     | 38026      | 1353      | 3.6        | 25       | 133   |
| Occupation: precision/crafts/repair | * 14694    | 284       | 1.9        | 5.2      | 72    |
| Occupation: other                   | 38097      | 696       | 1.8        | 12.9     | 68    |
| Census Region: Northeast            | 39451      | 1063      | 2.7        | 19.6     | 101   |
| Census Region: South                | 71969      | 1751      | 2.4        | 32.4     | 91    |
| Census Region: North Central        | 46585      | 1225      | 2.6        | 22.6     | 99    |
| Census Region: West                 | 44747      | 1373      | 3.1        | 25.4     | 115   |

This report represents the demographics of adults that had purchased athletic shoes in the last twelve months that cost less than \$50.

This means that there are 58,706,000 men in the United States between the ages of 25-54.

This means that there are a projected 2,909,000 women between the ages of 25-54 that purchased athletic shoes under \$50 in the last twelve months.

This means that 3.8% of post graduate-educated adults purchased athletic shoes under \$50 in the last twelve months.

This means that 5.2% of \$50 athletic shoe buyers fall into the precision/crafts/repair occupation.

This means that people living in the West Census Region were 15% more likely to purchase athletic shoes under \$50 in the last twelve months

The asterisks indicate sample sizes under 50 and thus the data is less reliable.

Index over 100 = more likely  
Index under 100 = less likely