



Year End '04 Summary Report: National Sales

Category:	RUNNING SHOES		
Sub-cat:	ALL	Store:	ALL
Gender:	ALL	Price:	\$75 and over
Week Ending:	12/26/04	Report date:	02/15/05

	Total Dollars								
	Current Year			Prior Year		% Change			
	This Week	Last Week	YTD	Same Week	YTD	Last Week	Same Week LY	YTD	
TOTAL	15,976,169	13,502,330	713,335,232	12,200,280	607,169,322	18.32	30.95	17.49	
Store Channel									
Mass Merchandise	124,849	140,090	13,941,695	140,323	17,959,840	-10.88	-11.03	-22.37	
Department	35,157	33,435	2,798,247	25,575	5,893,394	5.15	37.47	-52.52	
Full Line	7,488,686	6,291,215	323,304,260	5,339,221	256,477,410	19.03	40.26	26.06	
Super	0	0	0	0	0	0.00	0.00	0.00	
Mall Spec	7,616,882	6,234,727	317,316,028	5,750,826	256,994,873	22.17	32.45	23.47	
Strip Spec	178,352	226,203	13,199,682	220,649	13,795,967	-21.15	-19.17	-4.32	
Internet	532,243	576,660	42,775,320	723,686	56,047,838	-7.70	-26.45	-23.68	
Catalog	0	0	0	0	0	0.00	0.00	0.00	
Other	0	0	0	0	0	0.00	0.00	0.00	
Geographic Region									
New England	729,075	767,519	46,150,961	663,497	37,055,372	-5.01	9.88	24.55	

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Middle Atlantic	1,666,210	1,539,888	99,182,582	1,680,569	90,227,126	8.20	-0.85	9.93
East North Central	2,959,204	2,397,115	120,194,279	1,631,260	81,294,660	23.45	81.41	47.85
West North Central	1,243,668	988,909	50,539,876	691,643	35,392,543	25.76	79.81	42.80
South Atlantic	4,122,057	3,413,685	172,516,834	3,372,349	165,095,836	20.75	22.23	4.49
South Central	3,666,171	2,899,605	135,277,158	2,541,080	113,047,016	26.44	44.28	19.66
Mountain	641,012	533,436	27,117,173	374,097	20,182,624	20.17	71.35	34.36
Pacific	948,778	962,179	62,356,828	1,245,799	64,874,663	-1.39	-23.84	-3.88
Geographic Place								
City	2,026,239	1,906,183	116,319,629	2,097,035	111,031,485	6.30	-3.38	4.76
Suburb	8,635,923	7,341,463	385,936,299	6,299,244	320,661,573	17.63	37.09	20.36
Rural	5,314,004	4,254,679	211,079,104	3,803,999	175,476,057	24.90	39.70	20.29
Sizes								
5.0 and under	126,038	123,318	7,086,363	101,398	3,539,873	2.21	24.30	100.19
5.5 to 7.5	2,700,999	1,996,277	98,683,074	1,667,553	77,698,481	35.30	61.97	27.01
8.0 to 9.5	6,267,804	5,161,541	262,060,297	4,461,663	219,095,398	21.43	40.48	19.61
10.0 to 12.0	5,990,376	5,419,873	299,961,361	5,209,124	264,376,430	10.53	15.00	13.46
12.5 and up	890,951	801,323	45,538,823	759,913	42,447,239	11.19	17.24	7.28