

US Snow Industry Retail Market Report

Updated February 2020

The following report is intended to provide a comprehensive view of the core snowsports marketplace, including growth and sales trends across snow categories including equipment, accessories and apparel. Snowsports Industries America (SIA) members receive this NPD report through SIA as a member benefit.

This report gives users the ability to access a top-level snowsport industry sales of equipment, accessories and apparel. The report provides insight into retail sell through performance across the three (3) core retail channels: snow specialty; sports specialty ecommerce; and chain stores. With this insight on industry retail trends, you can stay current on market trends to better evaluate the business of snow retail, drive & improve sales, and spot new opportunities.

In this report you can review sales by:

Current month & season-to-date

(Season starts in August and builds to total season sales, 8-months, ending March)

Dollars sold

Units sold

Average selling price

Total sales and by channel

NPD also offers deeper dives into brand and item level market share. For more information, please contact your Julia Clark Day (Julia.day@npd.com or 303-402-5611) for additional details or questions regarding deeper dives into brand and item level data.



Snowsports
Industries
America



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Current Period
Season to Date
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About NPD

Founded in 1966, NPD is the leading global provider of market information and business solutions covering brick-and-mortar, e-commerce, and emerging channels in more than 20 industries. With more than 1,600 employees worldwide, we operate in 19 countries in the Americas, Europe, and Asia-Pacific, with offices in 27 cities. We offer data, industry expertise, prescriptive analytics to help our clients grow their businesses in a changing world.

Our Industries

Below are industries we track:

	USA	CAN	BRA	MEX	BEL	ESP	FRA	GER	ITA	NED	RUS	SWE	TUR	UK	CHN	JPN	ROK	AUS	NZD
Apparel	■	■		■		■	■	■	■	■	■	■	■	■	■	■	■		
Appliances	■	■		■															
Automotive	■																		
Beauty	■	■		■		■	■		■					■					
Books	■																		
Consumer Electronics	■	■		■															
Entertainment	■																		
Fashion Accessories	■																		
Food Consumption	■																		
Food Service	■	■	■			■	■	■	■	■	■	■	■	■	■	■	■	■	
Footwear	■	■		■		■	■	■	■	■	■	■	■	■	■	■	■		
Home	■			■															
Juvenile Products	■																		
Mobile	■	■																	
Office Supplies	■																		
Sports	■	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■		
Technology	■	■		■															
Toys	■	■	■	■	■	■	■	■	■	■	■			■	■			■	
Video Games	■	■		■											■			■	■
Watches/Jewelry	■																		

Last Updated: January 1, 2018

How do we do it?

How do we do it? We collect point-of-sale (POS) data from over 220,000 doors plus including both e-commerce and mobile platforms. We collect

millions of receipts from brick-and-mortar and e-commerce (Checkout) and field more than 12 million consumer surveys each year -- to tell our clients what, where, and why consumers are buying. We bring those robust data assets along with our industry expertise and combine it with your data or third party data to address your business issues, from opportunity identification to program evaluation.

How We Help Our Clients

- We measure markets to help our clients benchmark performance, identify opportunities, diagnose issues, and make strategic decisions to drive growth. We track sales, distribution, share, and velocity, covering all channels in the evolving retail landscape. We follow the same consumers over time for insight into shifting tastes and trends.
- We predict areas of risk and growth by combining weekly store-level POS data, best-in-class data modeling, and industry expertise. This enables our clients to take much of the guesswork out of investment decisions in product development and marketing.
- We provide strategic counsel on business strategy and product, marketing, and sales opportunities. NPD analysts have access to all of our databases across more than 20 industries spanning product sales, consumer shopping behavior, and ownership and usage information.
- We use prescriptive analytics to help our clients improve performance by identifying and targeting buyers, showing dollar value of their brands, and evaluating and guiding pricing and promotion decisions.

Solutions

Measure	Predict	Improve	Advise
Retail Tracking	Market Forecasting	Price/Promotion Evaluation	Connected Intelligence
Account Level Reports	New Product Forecasting	Assortment Planning	Industry Advisors
Distributor Tracking		Market Mapping	
Consumer Tracking		Segmentation	
Checkout		Checkout Analytics	
Checkout E-commerce Tracking			

The NPD Group can help you see what others cannot - the current realities and future possibilities for your industry, your customers, your business. Through our unique data assets, industry expertise, and analytic solutions, we help you get the right products in the right places for the right people, giving you a winning advantage.

For more information, visit npd.com. Follow us on Twitter: @npdgroup



Point-of-Sale Data Methodology

The NPD Group collects point-of-sale data from selected retailers for its US Snow Industry View Tracking Service. This data is the actual sales from the retailer/data partner on an item-level basis.

A robust product dictionary, maintained by NPD, catalogs each item to the appropriate NPD Category. As new files are processed, items that exist in the dictionary are matched and coded with their appropriate classifications. Any new items that are not in the dictionary are added and catalogued appropriately. The US Snow Industry View POS service currently tracks items across 13 categories, 224 subcategories, and 54 attributes, spanning the Winter/Snow Sports Specialty Accessories, Apparel, and Equipment segments.

While NPD partners with a large number of key retailers/data partners, not all retailers/data partners are included in the data. Based on the set of participating retailers/data partners, NPD has defined universes that include both participating and non-participating retailers/data partners. NPD has identified the total market for each business and is confident that the set of participating retailers/data partners can represent that market.

NPD projects the data it receives from its retail/data partners to a larger universe that includes stores that are not included in the panel. The projections are designed to estimate the total size of the channel, as well as estimate the overall brand distribution within the channel. Please note that projections may not accurately represent market trends within non-panel retailers/data partners, as the market trend is dictated by our retailer/data partner sample.

To protect the confidentiality of our partners' sales information, methodologies are implemented onto our point-of-sale data at an item level. Volume for suppressed items are included in the total volume and will be reflected in an "All Other" line item. For products reporting at the regional or DMA level, data must meet more stringent releasability requirements in order for the data to be included in the reported data set. Details can be found on subsequent tabs.

Our clients value consistency in our data, but also expect and deserve continuous improvement, as we strive to provide the most up to date, trendable data available in the marketplace. Upgrades allow NPD to systematically address marketplace or methodology changes, ensuring clients have the best information at hand when making critical business decisions. While general maintenance on the data happens continuously, we reserve larger-scale changes for pre-defined periods of the year so that we can prepare for these often complex changes internally, and prepare our clients externally. Typically updates that would be included in an upgrade would be things like retailer additions or removals from our POS panel and changes to POS or Consumer methodology.

The final POS dataset is then reviewed and validated for proper item classification as well as expected sales trends. Once the dataset has been approved, it is made available to clients.

Data is based on the National Retail Federation 4-5-4 Calendar.

The NPD Group, Inc. | Proprietary and Confidential



US Snow Industry View POS Monthly Retailers by Channel

Last updated: August 2019

Snow Sports Measured Market			
Snow Chain		Snow Specialty	Snow Internet
Participating Retailers:	Projecting For:	Examples of the types of retailers who are projected for and /or may be participating retailers**	
Academy Sports	Bass Pro Shops	Action Sports	Altrec.com
Big 5 Sporting Goods	BSN Sports	Alpine Ski Center	Appalachian Ski & Outdoors.com
Dick's Sporting Goods	Cabelas	Any Mountain	Backcountry.com
DSG-Chelsea Collective	Sierra Trading Post	Backwoods	CampSaver.com
DSG-Field & Stream	Sportsman's Warehouse	Bahnhof Sports	Evo.com
DSG-Golf Galaxy	West Marine	Boyne Country Sports	Level9.com
Downtown Locker Room	Zumiez	Buckman's Ski & Snowboard Shop	Moosejaw.com
Dunham's Sports		Christy Sports	Mountain Gear.com
Eastern Mountain Sports		Cole Sports	REI.com
Gander Mountain*		Darkside	Retail Concepts.com
Hibbett Sports		Erik's Bike & Board Shop	Ski Pro.com
LL Bean		Greenwood Ski House	Ski.com
MC Sports*		Masseys Professional Outfitters	Skirack Vermont.com
Modell's Sporting Goods		Neptune Mountaineering	Summit Sports Inc.com
Olympia Sports		Outdoor Sports Center	The House.com
REI (B&M only)		Outpost Sports	The Ski Bum.com
Road Runner Sports		Pelican Shops	US Outdoors.com
Scheels		Peter Glenn's	
Schuylkill Valley Sports		Retail Concepts	
Sport Chalet*		Sportsman & Ski Haus	
The Sports Authority*		Sturtevant's	
		Summit Sports	
		Sun & Ski	
		Vail Resorts	

*Sport Chalet thru 4/16, The Sports Authority thru 7/16, MC Sports thru 5/17, Gander Mountain thru 8/17

**Due to confidentiality agreements with dealers, NPD cannot provide a list of participating retailers



Channel Definitions

A channel is a group of retailers with similar price points and assortment. These groupings are a syndicated view of retailers created by NPD, Inc.

Channel Name	Channel Definition
Snow Chain	<ul style="list-style-type: none">▪ Retail organizations that operate stores throughout either a broad regional or national area.▪ Merchandise is centered in the medium and lower price points.▪ Chain Stores tend to promote heavily and discount deeper than specialty stores.▪ They carry fewer brands and have a narrow but deep selection of products. They also may have an extensive private label business.
Snow Specialty	<ul style="list-style-type: none">▪ Retailers in this channel must sell some combination of alpine ski, cross country ski, or snowboard equipment.▪ Additional categories may include outdoor gear, footwear, apparel, cycling products, and/or paddle sports products.▪ Single and multiple store retail organizations that concentrate their merchandise at medium and high price points.▪ These stores typically provide a higher level of service and are independently owned and operated.
Snow Internet	<ul style="list-style-type: none">▪ Internet/catalog merchants that, at core, are ecommerce pure play & catalog retailers.▪ Also includes chain and specialty brick & mortar retailers that have an online presence in the sports business. Brick & mortar retailers provide a separate report for their online transactions.



Category Hierarchy

Super Category	Category	Class	Subclass	Subclass Segment	Categories noted below include products that are specific to Alpine & Snowboard as well as other Cold Weather related products:
Accessories	Bags	Backpacks	Technical Packs	Technical Packs	Activity = Snow Sports
Accessories	Bags	Duffle Bags	Duffle Bags	Duffle Bags	Activity = Snow Sports
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	Activity = Snow Sports
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Cases	Sunglass Cases	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Lenses	Sunglass Lenses	
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Tethers	Sunglass Tethers	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Scarves	
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Boy's Thermal Bottoms	
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Boy's Thermal Sets	

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Apparel	Total Sportswear	Total Bottoms	Total Pants	Girl's Sweatpants	Activity = Snow Sports
Apparel	Total Bottoms	Total Bottoms	Total Pants	Male I/T Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Male I/T Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Men's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Men's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Women's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Women's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Boy's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Female I/T Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Girl's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Male I/T Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Men's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Women's Sweatshorts	Activity = Snow Sports
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	
Equipment	Accessories	Instruments	Digital Imaging Accessories	Photo Equipment Accessories	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Stereo Headphones	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Phone Cases	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Other Portable Audio/Phone Accessories	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Basket	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Box	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Bag	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Rack Accessories	
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	
Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	
Equipment	Accessories	Sport Racks	Load Bars	Load Bars	
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	High Performance Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Recreation Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Sport Performance Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Poles	Alpine Poles	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Skis	Alpine Touring Skis	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Bindings	Alpine Touring Bindings	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Boots	Alpine Touring Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Backcountry Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Race Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Sport Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Touring Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Backcountry Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Cross Country Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Race Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Sport Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Touring Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Backcountry Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Race Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Sport Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Touring Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Poles	Nordic Poles	
Equipment	Winter/Snow Sports	Skiboards	Skiboards	Skiboards	
Equipment	Winter/Snow Sports	Snow Decks/Skates	Snow Decks/Skates	Snow Decks/Skates	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	All Mountain Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freeride Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freestyle Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Splitboard Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Step In Snowboard Bindings	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Traditional Snowboard Bindings	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Step In Snowboard Boots	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Traditional Snowboard Boots	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Skis	Telemark Skis	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Bindings	Telemark Bindings	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Boots	Telemark Boots	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Avalanche Shovels	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Beacons	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Other Backcountry Accessories	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Probes	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Skins	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	

Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	
Footwear	Footwear Accessories	Gaiters	Gaiters	Gaiters	
Footwear	Footwear Accessories	Insoles	Insoles	Insoles	
Footwear	Outdoor	Cold/All Weather Boots	Cold Weather Casual Boots	Cold Weather Casual Boots	
Footwear	Outdoor	Cold/All Weather Boots	Winter/Snow Boots	Winter/Snow Boots	

Category Definitions

Super Category	Category	Class	Subclass	Subclass Segment	Subcategory Definition
Accessories	Bags	Backpacks	Technical Packs	Technical Packs	Outdoor backpacks that are made for many different outdoor activities. They can be specifically designed for short day trips, long camping trips, skiing, cycling, or mountaineering. These packs may include avalanche safety compatibility.
Accessories	Bags	Duffle Bags	Duffle Bags	Duffle Bags	Generally large or oversized cylindrical shaped bag that is made for carrying personal belongings. Sometimes referred to as weekenders or travelers.
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	High performance bags with enough room, pockets and features to carry specific types of sports equipment. The style and silhouette may vary, but their main purpose is to hold sports equipment.
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	n/a
Accessories	Sunglasses	Sunglasses Accessories	Cases	Cases	n/a
Accessories	Sunglasses	Sunglasses Accessories	Lenses	Lenses	n/a
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	n/a
Accessories	Sunglasses	Sunglasses Accessories	Tethers	Tethers	n/a
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Gloves	Gloves: A glove is a garment covering the whole hand. Gloves have separate sheaths or openings for each finger and the thumb; if there is an opening but no covering sheath for each finger they are called "fingerless gloves".
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Mittens	Gloves which cover the entire hand but do not have separate finger openings or sheaths are called mittens. Generally, mittens still separate the thumb from the other four fingers. Mittens have higher thermal efficiency than gloves and are common on ski slopes as they provide extra warmth as well as protection from injury. A hybrid of glove and mitten also exists, which contains open-ended sheaths for the four fingers (as in a fingerless glove, but not the thumb) and also an additional compartment encapsulating the four fingers as a mitten would. This compartment can be lifted off the fingers and folded back to allow the individual fingers ease of movement and access while the hand remains covered.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Mitten Liners	Glove/Mitten Liners: Glove liners are thin, supple gloves that are worn inside regular gloves. They can be designed to provide an extra layer of protection against injury, to absorb perspiration, and to increase the warmth of the gloves.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Beanies	A beanie or skully is a head-hugging brimless hat. They can be worn either tight to your head or slouchy for a different look. They are generally made of knit & wool materials.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Caps	A cap is a form of headgear. Caps have crowns that fit very close to the head and generally only have a visor.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Face Masks	A form of headwear that covers the whole head, exposing only part of the face. Often, only the eyes, or eyes and mouth, are left exposed. Facemasks provide warmth and help protect the face from the cold wind. Also known as a Balaclava.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Knit Hats	These are Hats and/or Visors that are worn for fun, warmth & protection from the sun. They can be made of wool, fleece or other fibers. Types of hats included in the category are Funky Hats, 'Pom-Pom' Hats, Fedoras, Sun Hats, Bucket Hats, Beret's, Trapper Hats & Cloches. We are also taking visors in the category
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Headwear Sets	A combination of a beanie, mittens or gloves, and/or a scarf sold together in a set. Sets can include two of the listed items or all three.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Headbands	Headbands are a cold weather accessory worn around the forehead & over your ears for warmth in the cold weather months. Headbands can be made of fleece, wool or knit & come in assorted colors & styles. Also included in this category are Ear Muffs & Ear Warmers and headbands worn to hold hair out of the face either during physical activity or as a casual hair accessory. These are made of thin material or are simply elastic bands and come in assorted colors and styles.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Neck Gaiters	A neck gaiter is an article of clothing worn about the neck for warmth. It is a closed tube of fabric, often thick fleece or synthetic, which is slipped on and off over the head. It can also be pulled up over the mouth to keep out wind and sand.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Scarves	A scarf, also known as a Kremer or neck-wrap is a piece of fabric worn around the neck, or near the head. They can come in a variety of different colours & styles.
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Bottoms	Thermal Bottoms, Long Johns which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Tops	Thermal Tops, can have a zipper, which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Sets	Thermal Sets which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).

Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Jackets	Any jackets sold in an active clothing department or an athletic specialty stores, such as windbreakers, windjackets, wind shirts, softshell and tricot/track jackets, etc. These are lightweight jackets, not heavy insulated jackets. Includes fleece jackets that are considered outerwear.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Vest	Any vests sold in an active clothing department. Includes any fleece, wind, nylon or track full zip vests.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Coats	Made of heavy weight material that has insulation, such as downfilled, peacoat, wool, ski, parka, walker, topper, top coat, wool trench, overcoat, car coat, puffer, 3 in1 or system jacket.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Jacket (Non-Athletic)	Lightweight fashion trench coats and jackets, corduroy, denim, moto, motorcycle, fall, spring, and all other lightweight & medium weight jackets.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Outdoor Vest	Vests that are made for warmth, such as downfilled or puffy.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Other Outerwear	Prams, ski suits, snow suits, rain suits, ski bibs, ski pants, one-piece ski outfits, insulated bibs & coveralls, ponchos (wool* & rain), capes & cape coats. Wool ponchos, cape and cape coats also included.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Jackets	Waterproof or water-resistant coat or slicker. Modern raincoats are often constructed of breathable, waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Ponchos	Waterproof or water-resistant garment draped over the body with an opening in the center for the head, openings for arms, and sometimes having a hood.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Outwear Pants	Made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard pants, alpine snow pants & bibs.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Rainwear Pants	Waterproof and water resistant pants worn to protect the body from rain. Sometimes constructed of waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Suits/Sets	Outdoor Suits/Sets	Outer layer full piece suits that cover the torso, arms and legs, or coat/jacket and pant sets made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard, alpine and rainwear suits & sets.
Apparel	Total Socks/Hosiery	Total Socks	Total Socks	Socks	Trouser socks, knee high socks, dress socks, crew socks, anklets, quarter socks, argyles, novelty socks, over the calf, work socks, low cut socks, peds, no-show socks, toe socks, slipper socks, sheer liner socks, opaque socks, boot socks (but not "bootie" socks), tube socks, athletic socks, and performance socks. All sizes included except Maternity.
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Turtlenecks	Includes all fashion tops with a full or mock neck turtleneck collar.
Apparel	Total Sportswear	Total Tops	Total Sweaters	Sweaters	sweater vests, long and short sleeve sweaters, sweater jackets, and cardigans. Keywords for sweaters include - sweater, cardigan, cable, cashmere, chenille, mohair, acrylic, guage, merino & wool. Some keywords that are used for sweaters can also be found in the knits categories, they include: crew, polo, hoodie, mock, zip & turtleneck. All sizes included except Maternity.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Active Pants	include any athletic or active bottom that extends below the knee, could include nylon pants, yoga pants, athletic tights or leggings etc. to be designed and worn for physical activity such as basketball, football, running, tennis and soccer
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatpants	includes any bottom identified as sweat, fleece, french terry and velour that extends below the knee
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatshorts	include bottoms reaching the top of the thigh or partway to the knee identified as sweats or fleece.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Sweatshirts	Sweatshirts category are crews, crewnecks, hooded pullovers, hooded & sweatshirts. Fabric types include fleece, sherpa, french terry, velour and polyester/cotton blends. This category is all separately-sold Activewear*items.
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	Lotions, sprays, gels or other topical product that absorbs or reflects some of the sun's ultraviolet radiation on the skin exposed to sunlight and thus helps protect against sunburn.
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	A small, portable video recorder primarily used in sporting activities thus built to handle excessive movement and environmental elements.
Equipment	Accessories	Instruments	Digital Imaging Accessories	Photo Equipment Accessories	Miscellaneous accessories that compliment an action camera such as PC accessories, waterproof cases, straps, mounts, poles for attachment, etc.
Equipment	Accessories	Instruments	Portable Digital Player Accessories	MP3/Music Accessories	Miscellaneous accessories that compliment an MP3 player, such as chargers, cords, PC accessories and protective cases.
Equipment	Accessories	Instruments	Portable Digital Players	MP3/Music Systems	Portable digital electronic device that is capable of storing and playing digital media, such as audio, images and video files, and is primarily designed to be carried with you during use.
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	Hardware parts for rack sytems such as adapters, cables, pads, towers, brackets, clips, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Basket	A basket mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Box	A hard shell box mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Bags	A soft-sided cargo carrier that affixes to vehicle roofs.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Rack Parts	Hardware and parts used for cargo racks such as towers, adapters, clips, brackets, hangers, bars, pads.
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	A rack system used to transport skis and/or snowboards on the roof of a vehicle.
Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	Towers or feet sit on the four corners of your roof and attach to either your bare roof, with the addition of a specific kit/clip, or to your existing factory roof rails or factory mount track/fixd points.
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	Poles with adjustable lengths.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	A ski designed for downhill use sold separate from a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	A ski designed for downhill use sold with a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	Attaches the boot to the ski at toe and heel.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	A hybrid boot that offers the wearer the ability to change the flex in the boot and may offer a removable toe/heel piece to accommodate the desired activity from a downhill ski mode to alpine touring mode.

Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	High Performance Alpine Boots	An advanced level boot with a rigid sole that is sold at a higher price point, this includes all race specific boots.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Recreation Alpine Boots	An entry level boot with a rigid sole that is sold at a low price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Sport Performance Alpine Boots	An intermediate level boot with a rigid sole that is sold at a mid level price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Poles	Alpine Poles	A pole used for balance and propulsion while skiing down the hill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Skis	Alpine Touring Skis	A ski designed to cover long distances across unmaintained trails with out the use of mechanical lifts to travel uphill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Bindings	Alpine Touring Bindings	Attaches the boot to the ski with a releasable locked down heel. Binding provides touring functionality by unlatching at the heel to provide a walking gait, and latch down at the heel to provide a fixed heel for alpine skiing.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Boots	Alpine Touring Boots	A cross between a downhill boot and a plastic climbing boot that is light, flexible, and provides a wide range of cuff motion with traction on the sole. May include the word "rocker" to describe the sole of the boot.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Backcountry Skis	A shorter cross country ski that is more robust used on ungroomed terrain, they often come with a metal edge and a minimal side cut for improved turn ability.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Race Skis	A cross country ski with no side cut built for straight line speed on groomed tracks.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Sport Skis	An intermediate level cross country ski designed for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Touring Skis	A shorter cross country ski designed to be easily maneuverable for all around use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Backcountry Bindings	Attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Cross Country Bindings	An entry level binding that attaches the boot to the ski only at the toe for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Race Bindings	Attaches the boot to the ski only at the toe specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Sport Bindings	An intermediate level binding that attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Touring Bindings	Attaches the boot to the ski only at the toe specifically marketed for touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Backcountry Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Race Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Sport Boots	An intermediate level soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Touring Boots	A soft boot with heavier insulation that attaches to the binding only at the toe allowing freedom of heel movement - specifically marketed as touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Poles	Nordic Poles	A pole used for balance and propulsion while cross country skiing.
Equipment	Winter/Snow Sports	Skiboards	Skiboards	Skiboards	Typically less than 110cm with twin-tip construction and non-releasable bindings.
Equipment	Winter/Snow Sports	Snow Decks/Skates	Snow Decks/Skates	Snow Decks/Skates	A device similar to a skateboard deck used on snow.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	All Mountain Snowboards	A snowboard designed for use all over the mountain; includes big mountain, race, carve, and powder boards.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freeride Snowboards	A snowboard designed for on mountain use outside of the park/pipe.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freestyle Snowboards	A snowboard designed primarily for park/pipe use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Splitboard Snowboards	A snowboard that can be separated into skis for touring use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Step In Snowboard Bindings	Attaches the boot to the snowboard by using a metal plate to lock the boot to the board.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Traditional Snowboard Bindings	Attaches the boot to the snowboard by using a strapping system.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Step In Snowboard Boots	A snowboard boot with a metal clasp on the bottom to attach to a step in binding.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Traditional Snowboard Boots	A standard snowboard boot that is attached to the binding by strap.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Skis	Telemark Skis	Heavier and wider than other Nordic skis with metal edges for turning.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Bindings	Telemark Bindings	Attaches a telemark boot to the ski at the toe or toe and mid-foot. The heel is not attached to the ski.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Boots	Telemark Boots	A cross between a downhill boot and a plastic climbing boot. Features bellows above the toes for articulation during a telemark turn. Light and flexible with traction on the sole.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Avalanche Shovels	A portable shovel used in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Beacons	A device that allows your position to be tracked while in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Other Backcountry Accessories	Items used in the backcountry that don't fall into any other category - such as slopeimeters, snow study kits, thermometers, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Probes	A collapsible pole up to 12 feet long used to find people in an avalanche or measure snow depth.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Skins	Strips of material attached to the bottom of skis to provide traction while climbing hills.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	A strap that attaches to the ski or snowboard to keep it from sliding down the hill.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Random snow accessories that don't fall into any other category - such as boot liners, pole baskets, pole tips, binding parts, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	Attaches to the ski under the binding allowing the rider to catch more edge before the boot/binding hits the snow.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	Items used to maintain equipment such as waxing irons, files, brushes, scrapers, edgers, base cleaners, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	A pad attached to the snowboard that provides traction and place to clean off excess snow on your boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	Tools used specifically to adjust snowboard bindings.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	Items used to warm hands and feet; they are mostly disposable.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	Wax applied to skis or snowboards to improve performance.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	Accessories intended for use with snow goggles; includes goggle straps, replacement lenses, lens cleaners, anti-fog kits, leashes, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	Tight fitting eyewear worn to protect the eyes during winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	Protective pads used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	Protective head covering used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	Attaches to the foot allowing the wearer to walk on snow.

Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	Resort rentals/leases of alpine equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	Resort rentals/leases of Nordic equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	Resort rentals/leases of snowboard equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	Shop labor for repairing or assembling winter items including waxing and tuning of equipment.



Channel	(All)	Current Period	December-19				DOLLARS				UNITS				AVERAGE PRICE			
			December-18	December-19	Pct. Change		December-18	December-19	Pct. Change		December-18	December-19	Pct. Change					
Total Sales			\$1,903,757,629	\$2,066,023,845	9%		32,994,108	34,613,520	5%		\$58	\$60	3%					
	Accessories Total		\$37,785,606	\$39,338,330	4%		618,976	625,746	1%		\$61	\$63	3%					
		Bags	\$15,850,975	\$18,904,040	19%		172,077	207,578	21%		\$92	\$91	-1%					
			\$2,309,136	\$2,571,029	11%		15,722	18,629	18%		\$147	\$138	-6%					
			\$2,309,136	\$2,571,029	11%		15,722	18,629	18%		\$147	\$138	-6%					
			\$2,068,858	\$2,309,973	12%		13,061	15,543	19%		\$158	\$149	-6%					
			\$240,278	\$257,601	7%		2,661	3,041	14%		\$90	\$85	-6%					
				\$3,455				45				\$77						
			\$13,541,839	\$16,333,011	21%		156,355	188,949	21%		\$87	\$86	0%					
			\$13,541,839	\$16,333,011	21%		156,355	188,949	21%		\$87	\$86	0%					
			\$13,242,186	\$15,744,750	19%		150,797	178,429	18%		\$88	\$88	0%					
			\$299,653	\$588,261	96%		5,558	10,520	89%		\$54	\$56	4%					
			\$21,934,631	\$20,434,290	-7%		446,899	418,168	-6%		\$49	\$49	0%					
			\$20,815,510	\$19,301,611	-7%		311,768	282,912	-9%		\$67	\$68	2%					
			\$20,815,510	\$19,301,611	-7%		311,768	282,912	-9%		\$67	\$68	2%					
			\$17,639,927	\$16,751,578	-5%		263,279	245,026	-7%		\$67	\$68	2%					
			\$2,692,562	\$2,113,240	-22%		31,521	24,415	-23%		\$85	\$87	1%					
			\$483,021	\$436,793	-10%		16,968	13,471	-21%		\$28	\$32	14%					
			\$1,119,121	\$1,132,679	1%		135,131	135,256	0%		\$8	\$8	1%					
			\$130,349	\$154,740	19%		27,136	32,348	19%		\$5	\$5	0%					
			\$130,349	\$154,740	19%		27,136	32,348	19%		\$5	\$5	0%					
			\$94,042	\$73,383	-22%		9,211	7,292	-21%		\$10	\$10	-1%					
			\$93,950	\$73,383	-22%		9,191	7,292	-21%		\$10	\$10	-2%					
			\$92		-100%		20		-100%		\$5							
			\$69,588	\$64,926	-7%		926	814	-12%		\$75	\$80	6%					
			\$69,588	\$64,748	-7%		926	811	-12%		\$75	\$80	6%					
				\$178				3				\$59						
			\$825,142	\$839,630	2%		97,858	94,802	-3%		\$8	\$9	5%					
			\$824,543	\$839,023	2%		97,773	94,725	-3%		\$8	\$9	5%					
			\$599	\$607	1%		85	77	-9%		\$7	\$8	12%					
	Apparel Total		\$1,227,551,937	\$1,302,906,168	6%		23,043,305	24,621,417	7%		\$53	\$53	-1%					
		Total Apparel Accessories	\$201,774,234	\$205,461,793	2%		7,435,599	7,212,984	-3%		\$27	\$28	5%					
			\$201,774,234	\$205,461,793	2%		7,435,599	7,212,984	-3%		\$27	\$28	5%					
			\$117,840,690	\$122,971,913	4%		3,283,378	3,255,987	-1%		\$36	\$38	5%					
			\$69,933,377	\$73,498,721	5%		1,741,902	1,705,527	-2%		\$40	\$43	7%					
			\$33,628,375	\$33,779,373	0%		916,930	892,171	-3%		\$37	\$38	3%					
			\$14,278,938	\$15,693,819	10%		624,546	658,289	5%		\$23	\$24	4%					
			\$83,933,544	\$82,489,880	-2%		4,152,221	3,956,997	-5%		\$20	\$21	3%					
			\$56,812,630	\$55,209,034	-3%		2,704,321	2,528,902	-6%		\$21	\$22	4%					
			\$20,013,825	\$18,777,088	-6%		1,047,786	1,000,713	-4%		\$19	\$19	-2%					
			\$7,107,089	\$8,503,758	20%		400,114	427,382	7%		\$18	\$20	12%					
			\$66,663,822	\$71,760,954	8%		1,578,412	1,626,389	3%		\$42	\$44	4%					
			\$66,663,822	\$71,760,954	8%		1,578,412	1,626,389	3%		\$42	\$44	4%					
			\$66,663,822	\$71,760,954	8%		1,578,412	1,626,389	3%		\$42	\$44	4%					
			\$34,323,832	\$35,558,521	4%		880,342	872,364	-1%		\$39	\$41	5%					
			\$26,037,331	\$29,227,406	12%		470,561	518,853	10%		\$55	\$56	2%					
			\$6,302,659	\$6,975,027	11%		227,509	235,172	3%		\$28	\$30	7%					
			\$708,769,371	\$713,824,449	1%		7,013,425	6,875,355	-2%		\$101	\$104	3%					
			\$117,108,437	\$127,886,585	9%		1,206,894	1,210,333	0%		\$97	\$106	9%					
			\$117,108,437	\$127,886,585	9%		1,206,894	1,210,333	0%		\$97	\$106	9%					
			\$55,893,136	\$61,496,867	10%		525,068	521,514	-1%		\$106	\$118	11%					
			\$44,915,709	\$49,442,138	10%		404,702	410,785	2%		\$111	\$120	8%					
			\$16,299,592	\$16,947,580	4%		277,124	278,034	0%		\$59	\$61	4%					
			\$2,521,113	\$2,822,452	12%		56,176	37,837	-33%		\$45	\$75	66%					
			\$2,521,113	\$2,822,452	12%		56,176	37,837	-33%		\$45	\$75	66%					
			\$1,021,073	\$552,161	-46%		39,018	14,952	-62%		\$26	\$37	41%					
			\$319,389	\$542,307	70%		2,106	2,637	25%		\$152	\$206	36%					
			\$1,180,651	\$1,727,984	46%		15,052	20,248	35%		\$78	\$85	9%					
			\$589,139,821	\$583,115,412	-1%		5,750,355	5,627,185	-2%		\$102	\$104	1%					
			\$589,139,821	\$583,115,412	-1%		5,750,355	5,627,185	-2%		\$102	\$104	1%					
			\$268,313,753	\$273,292,029	2%		2,589,084	2,555,926	-1%		\$104	\$107	3%					
			\$277,788,503	\$268,898,236	-3%		2,457,577	2,361,197	-4%		\$113	\$114	1%					
			\$43,037,565	\$40,925,147	-5%		703,694	710,062	1%		\$61	\$58	-6%					
			\$23,802,565	\$25,808,445	8%		1,264,950	1,355,492	7%		\$19	\$19	1%					
			\$23,802,565	\$25,808,445	8%		1,264,950	1,355,492	7%		\$19	\$19	1%					
			\$23,802,565	\$25,808,445	8%		1,264,950	1,355,492	7%		\$19	\$19	1%					
			\$12,316,416	\$13,813,264	12%		611,706	679,236	11%		\$20	\$20	1%					
			\$7,930,686	\$8,182,873	3%		396,420	404,219	2%		\$20	\$20	1%					
			\$3,555,463	\$3,812,308	7%		256,824	272,037	6%		\$14	\$14	1%					
			\$226,541,945	\$286,050,527	26%		5,750,919	7,551,197	31%		\$39	\$38	-4%					
			\$225,546,394	\$284,983,894	26%		5,735,428	7,533,673	31%		\$39	\$38	-4%					
			\$10,806,908	\$10,783,759	0%		299,888	323,576	8%		\$36	\$33	-8%					
			\$5,297,872	\$6,755,907	28%		163,800	226,415	38%		\$32	\$30	-8%					
			\$4,884,469	\$3,529,837	-28%		118,784	84,430	-29%		\$41	\$42	2%					
			\$624,567	\$498,015	-20%		17,304	12,731	-26%		\$36	\$39	8%					
			\$34,408,690	\$31,578,073	-8%		505,309	467,029	-8%		\$68	\$68	-1%					
			\$12,740,443	\$10,124,692	-21%		187,943	144,488	-23%		\$68	\$70	3%					
			\$21,558,151	\$21,289,868	-1%		314,787	316,967	1%		\$68	\$67	-2%					
			\$110,096	\$163,513	49%		2,579	5,574	116%		\$43	\$29	-31%					
			\$180,330,796	\$242,622,062	35%		4,930,231	6,743,068	37%		\$37	\$36	-2%					
			\$104,486,653	\$130,600,328	25%		2,930,792	3,728,666	27%		\$36	\$35	-2%					
			\$62,644,225	\$91,727,268	46%		1,458,789	2,189,269	50%		\$43	\$42	-2%					

		Youth	\$13,199,918	\$20,294,466	54%	540,650	825,133	53%	\$24	\$25	1%
	Total Bottoms		\$995,551	\$1,066,633	7%	15,491	17,524	13%	\$64	\$61	-5%
	Total Pants		\$995,551	\$1,066,633	7%	15,491	17,524	13%	\$64	\$61	-5%
		Men's	\$153,628	\$120,597	-22%	1,596	1,589	0%	\$96	\$76	-21%
		Women's	\$692,191	\$802,479	16%	10,455	12,920	24%	\$66	\$62	-6%
		Youth	\$149,732	\$143,557	-4%	3,440	3,015	-12%	\$44	\$48	9%
	Total Shorts										
		Women's									
Equipment Total			\$638,420,086	\$723,779,347	13%	9,331,827	9,366,357	0%	\$68	\$77	13%
	Accessories		\$23,643,047	\$21,985,431	-7%	360,911	319,025	-12%	\$66	\$69	5%
	First Aid/Body Care		\$1,013,576	\$1,043,573	3%	107,994	121,839	13%	\$9	\$9	-9%
	First Aid/Body Care		\$1,013,576	\$1,043,573	3%	107,994	121,839	13%	\$9	\$9	-9%
		Men's	\$1,004,002	\$1,034,586	3%	107,224	120,760	13%	\$9	\$9	-9%
		Not Specified	\$9,574	\$8,987	-6%	770	1,079	40%	\$12	\$8	-33%
	Instruments		\$11,931,086	\$8,781,590	-26%	194,216	140,127	-28%	\$61	\$63	2%
	Digital Imaging		\$5,186,172	\$3,329,074	-36%	21,009	10,899	-48%	\$247	\$305	24%
		Men's	\$381,681	\$56,497	-85%	2,006	298	-85%	\$190	\$190	0%
		Not Specified	\$4,804,491	\$3,272,577	-32%	19,003	10,601	-44%	\$253	\$309	22%
	Digital Imaging Accessories		\$1,472,618	\$1,071,260	-27%	42,621	31,868	-25%	\$35	\$34	-3%
		Men's	\$1,385,796	\$956,861	-31%	40,978	29,844	-27%	\$34	\$32	-5%
		Not Specified	\$86,822	\$114,399	32%	1,643	2,024	23%	\$53	\$57	7%
	Portable Audio/Phone Accessories		\$5,272,296	\$4,381,256	-17%	130,586	97,360	-25%	\$40	\$45	11%
		Men's	\$42,381	\$27,277	-36%	1,695	1,180	-30%	\$25	\$23	-8%
		Not Specified	\$5,229,915	\$4,353,979	-17%	128,891	96,180	-25%	\$41	\$45	12%
	Sport Racks		\$10,698,385	\$12,160,268	14%	58,701	57,059	-3%	\$182	\$213	17%
	Rack Parts		\$1,104,541	\$1,305,239	18%	16,017	15,188	-5%	\$69	\$86	25%
		Men's	\$946,683	\$1,142,430	21%	13,605	12,898	-5%	\$70	\$89	27%
		Not Specified	\$157,858	\$162,809	3%	2,412	2,290	-5%	\$65	\$71	9%
	Top of Car Components		\$6,948,322	\$8,554,608	23%	27,356	29,584	8%	\$254	\$289	14%
		Men's	\$4,282,550	\$5,704,687	33%	14,047	16,972	21%	\$305	\$336	10%
		Not Specified	\$2,665,772	\$2,849,921	7%	13,309	12,612	-5%	\$200	\$226	13%
	Towers/Feet		\$1,729,110	\$1,306,949	-24%	8,834	6,295	-29%	\$196	\$208	6%
		Men's	\$1,615,615	\$1,201,543	-26%	8,281	5,789	-30%	\$195	\$208	6%
		Not Specified	\$113,495	\$105,406	-7%	553	506	-8%	\$205	\$208	1%
	Load Bars		\$916,412	\$993,472	8%	6,494	5,992	-8%	\$141	\$166	17%
		Men's	\$721,940	\$762,237	6%	5,410	4,766	-12%	\$133	\$160	20%
		Not Specified	\$194,472	\$231,235	19%	1,084	1,226	13%	\$179	\$189	5%
	Winter/Snow Sports		\$614,777,039	\$701,793,916	14%	8,970,916	9,047,332	1%	\$69	\$78	13%
	Adjustable Poles		\$1,522,734	\$1,724,707	13%	18,613	21,240	14%	\$82	\$81	-1%
	Adjustable Poles		\$1,522,734	\$1,724,707	13%	18,613	21,240	14%	\$82	\$81	-1%
		Men's	\$1,183,356	\$1,261,665	7%	12,334	12,577	2%	\$96	\$100	5%
		Not Specified	\$108,169	\$142,422	32%	1,269	1,520	20%	\$85	\$94	10%
		Women's	\$11,543	\$6,034	-48%	123	55	-55%	\$94	\$110	17%
		Youth	\$219,666	\$314,586	43%	4,887	7,088	45%	\$45	\$44	-1%
	Alpine Equipment		\$197,733,920	\$228,593,676	16%	777,949	883,727	14%	\$254	\$259	2%
	Alpine Bindings		\$22,209,361	\$27,598,624	24%	121,184	146,471	21%	\$183	\$188	3%
		Men's	\$19,316,265	\$24,928,306	29%	101,981	129,035	27%	\$189	\$193	2%
		Not Specified	\$2,041,966	\$1,808,218	-11%	11,317	8,636	-24%	\$180	\$209	16%
		Women's	\$295,332	\$113,444	-62%	1,936	652	-66%	\$153	\$174	14%
		Youth	\$555,798	\$748,656	35%	5,950	8,148	37%	\$93	\$92	-2%
	Alpine Boots		\$84,625,394	\$94,178,338	11%	267,417	288,997	8%	\$316	\$326	3%
		Men's	\$47,728,463	\$52,183,416	9%	121,629	130,162	7%	\$392	\$401	2%
		Not Specified	\$2,586,373	\$2,685,697	4%	24,663	23,496	-5%	\$105	\$114	9%
		Women's	\$30,202,685	\$34,387,337	14%	90,938	98,199	8%	\$332	\$350	5%
		Youth	\$4,107,873	\$4,921,888	20%	30,187	37,140	23%	\$136	\$133	-3%
	Alpine Poles		\$8,736,679	\$10,498,344	20%	187,619	213,238	14%	\$47	\$49	6%
		Men's	\$4,995,699	\$6,081,859	22%	99,553	115,088	16%	\$50	\$53	5%
		Not Specified	\$1,207,483	\$1,250,701	4%	24,610	27,504	12%	\$49	\$45	-7%
		Women's	\$1,803,963	\$2,416,593	34%	38,579	47,611	23%	\$47	\$51	9%
		Youth	\$729,534	\$749,191	3%	24,877	23,035	-7%	\$29	\$33	11%
	Alpine Skis		\$82,162,486	\$96,318,370	17%	201,729	235,021	17%	\$407	\$410	1%
		Men's	\$45,989,082	\$55,345,675	20%	93,289	116,771	25%	\$493	\$474	-4%
		Not Specified	\$970,966	\$1,131,641	17%	2,409	2,232	-7%	\$403	\$507	26%
		Women's	\$26,163,558	\$30,732,654	17%	59,010	70,892	20%	\$443	\$434	-2%
		Youth	\$9,038,880	\$9,108,400	1%	47,021	45,126	-4%	\$192	\$202	5%
	Alpine Touring Equipment		\$8,579,842	\$10,644,535	24%	16,364	19,624	20%	\$524	\$542	3%
	Alpine Touring Bindings		\$4,401,580	\$5,130,462	17%	9,920	10,532	6%	\$444	\$487	10%
		Men's	\$4,294,068	\$4,904,946	14%	9,682	9,991	3%	\$444	\$491	11%
		Not Specified	\$107,512	\$225,516	110%	238	541	127%	\$452	\$417	-8%
		Women's									
	Alpine Touring Boots		\$2,381,773	\$3,589,871	51%	3,539	5,931	68%	\$673	\$605	-10%
		Men's	\$1,720,040	\$2,467,649	43%	2,514	3,903	55%	\$684	\$632	-8%
		Not Specified	-\$347	\$182	-152%	5	3	-40%	\$-69	\$61	-187%
		Women's	\$662,080	\$1,027,030	55%	1,020	1,744	71%	\$649	\$589	-9%
		Youth		\$95,010			281			\$338	
	Alpine Touring Skis		\$1,796,489	\$1,924,202	7%	2,905	3,161	9%	\$618	\$609	-2%
		Men's	\$1,215,333	\$1,435,495	18%	1,862	2,231	20%	\$653	\$643	-1%
		Not Specified	\$155,076	\$41,649	-73%	150	41	-73%	\$1,034	\$1,016	-2%
		Women's	\$415,907	\$446,034	7%	842	881	5%	\$494	\$506	2%
		Youth	\$10,173	\$1,024	-90%	51	8	-84%	\$199	\$128	-36%
	Nordic Equipment		\$11,894,762	\$13,188,917	11%	93,082	102,007	10%	\$128	\$129	1%
	Nordic Bindings		\$893,687	\$1,052,401	18%	12,841	14,475	13%	\$70	\$73	4%
		Men's	\$739,147	\$801,843	8%	10,281	10,689	4%	\$72	\$75	4%
		Not Specified	\$59,816	\$64,800	8%	1,062	966	-9%	\$56	\$67	19%
		Women's	\$15,844	\$45,268	186%	338	668	98%	\$47	\$68	45%
		Youth	\$78,880	\$140,490	78%	1,160	2,152	86%	\$68	\$65	-4%
	Nordic Boots		\$3,984,184	\$4,686,850	18%	29,859	33,250	11%	\$133	\$141	6%

	Men's	\$2,583,735	\$3,183,091	23%	17,212	20,038	16%	\$150	\$159	6%
	Not Specified	\$34,400	\$44,568	30%	505	168	-67%	\$68	\$265	289%
	Women's	\$1,136,540	\$1,121,536	-1%	9,314	8,996	-3%	\$122	\$125	2%
	Youth	\$229,509	\$337,655	47%	2,828	4,048	43%	\$81	\$83	3%
Nordic Poles		\$1,156,053	\$1,220,707	6%	23,063	26,115	13%	\$50	\$47	-7%
	Men's	\$904,707	\$1,043,614	15%	17,660	21,411	21%	\$51	\$49	-5%
	Not Specified	\$94,079	\$63,681	-32%	1,766	1,173	-34%	\$53	\$54	2%
	Women's	\$113,234	\$27,626	-76%	1,802	1,058	-41%	\$63	\$26	-58%
	Youth	\$44,033	\$85,786	95%	1,835	2,473	35%	\$24	\$35	45%
Nordic Skis		\$5,860,838	\$6,228,959	6%	27,319	28,167	3%	\$215	\$221	3%
	Men's	\$4,187,816	\$4,794,544	14%	18,004	20,624	15%	\$233	\$232	0%
	Not Specified	\$1,150,670	\$926,094	-20%	5,115	3,889	-24%	\$225	\$238	6%
	Women's	\$301,599	\$148,036	-51%	2,018	841	-58%	\$149	\$176	18%
	Youth	\$220,753	\$360,285	63%	2,182	2,813	29%	\$101	\$128	27%
Skiboards		\$11,202	\$24,042	115%	47	100	113%	\$238	\$240	1%
	Skiboards	\$11,202	\$24,042	115%	47	100	113%	\$238	\$240	1%
	Men's	\$11,202	\$24,042	115%	47	100	113%	\$238	\$240	1%
	Not Specified									
	Youth									
Snow Decks/Skates		\$7,337	\$55,084	651%	16	212	1225%	\$459	\$260	-43%
Snow Decks/Skates		\$7,337	\$55,084	651%	16	212	1225%	\$459	\$260	-43%
	Men's	\$3,795	\$52,679	1288%	8	202	2425%	\$474	\$261	-45%
	Not Specified	\$3,542	\$2,405	-32%	8	10	25%	\$443	\$241	-46%
Snowboard Equipment		\$117,509,515	\$135,242,550	15%	475,817	520,697	9%	\$247	\$260	5%
Snowboard Bindings		\$29,452,527	\$34,108,899	16%	152,112	168,838	11%	\$194	\$202	4%
	Men's	\$20,094,654	\$22,980,432	14%	98,483	107,944	10%	\$204	\$213	4%
	Not Specified	\$2,392,359	\$3,474,551	45%	10,834	16,040	48%	\$221	\$217	-2%
	Women's	\$6,060,164	\$6,654,089	10%	33,130	34,810	5%	\$183	\$191	5%
	Youth	\$905,350	\$999,827	10%	9,665	10,044	4%	\$94	\$100	6%
Snowboard Boots		\$40,426,600	\$46,704,131	16%	184,625	201,324	9%	\$219	\$232	6%
	Men's	\$28,510,539	\$34,045,007	19%	120,742	137,485	14%	\$236	\$248	5%
	Not Specified	\$289,767	\$111,737	-61%	1,231	637	-48%	\$235	\$175	-25%
	Women's	\$9,870,273	\$10,835,543	10%	45,849	47,781	4%	\$215	\$227	5%
	Youth	\$1,756,021	\$1,711,844	-3%	16,803	15,421	-8%	\$105	\$111	6%
Snowboards		\$47,630,388	\$54,429,520	14%	139,080	150,535	8%	\$342	\$362	6%
	Men's	\$33,568,805	\$38,769,136	15%	87,173	95,582	10%	\$385	\$406	5%
	Not Specified	\$1,711,638	\$2,151,056	26%	3,985	5,063	27%	\$430	\$425	-1%
	Women's	\$9,106,226	\$10,369,555	14%	25,486	29,100	14%	\$357	\$356	0%
	Youth	\$3,243,719	\$3,139,773	-3%	22,436	20,790	-7%	\$145	\$151	4%
Telemark Equipment		\$682,908	\$673,865	-1%	2,010	1,887	-6%	\$340	\$357	5%
Telemark Bindings		\$336,568	\$301,913	-10%	1,315	1,184	-10%	\$256	\$255	0%
	Men's	\$319,123	\$297,613	-7%	1,277	1,173	-8%	\$250	\$254	2%
	Not Specified	\$17,133	\$4,300	-75%	35	11	-69%	\$490	\$391	-20%
	Women's	\$312		-100%	3		-100%	\$104		
Telemark Boots		\$294,276	\$341,324	16%	552	613	11%	\$533	\$557	4%
	Men's	\$218,282	\$289,057	32%	409	525	28%	\$534	\$551	3%
	Not Specified		\$1,768			5			\$354	
	Women's	\$75,994	\$50,499	-34%	143	83	-42%	\$531	\$608	14%
Telemark Skis		\$52,064	\$30,628	-41%	143	90	-37%	\$364	\$340	-7%
	Men's	\$45,824	\$27,598	-40%	126	82	-35%	\$364	\$337	-7%
	Not Specified	\$6,240	\$3,030	-51%	17	8	-53%	\$367	\$379	3%
	Women's									
Winter/Snow Accessories		\$150,734,719	\$166,452,384	10%	4,760,792	4,817,719	1%	\$32	\$35	9%
Backcountry Accessories		\$5,589,328	\$6,837,487	22%	58,995	51,807	-12%	\$95	\$132	39%
	Men's	\$4,532,560	\$5,177,178	14%	53,560	43,382	-19%	\$85	\$119	41%
	Not Specified	\$907,306	\$1,355,546	49%	4,857	7,454	53%	\$187	\$182	-3%
	Women's									
	Youth	\$149,462	\$304,763	104%	578	971	68%	\$259	\$314	21%
Other Winter/Snow Accessories		\$23,887,699	\$23,971,141	0%	3,277,414	3,215,993	-2%	\$7	\$7	2%
	Men's	\$22,607,853	\$22,813,424	1%	3,160,113	3,134,008	-1%	\$7	\$7	2%
	Not Specified	\$1,241,500	\$1,108,133	-11%	114,489	79,090	-31%	\$11	\$14	29%
	Women's	\$19,421	\$17,917	-8%	2,279	2,187	-4%	\$9	\$8	-4%
	Youth	\$18,925	\$31,667	67%	533	708	33%	\$36	\$45	26%
Snow Goggle Accessories		\$1,565,783	\$2,225,996	42%	77,745	115,526	49%	\$20	\$19	-4%
	Men's	\$685,966	\$616,465	-10%	18,063	16,866	-7%	\$38	\$37	-4%
	Not Specified	\$879,817	\$1,609,531	83%	59,682	98,660	65%	\$15	\$16	11%
	Women's									
Snow Goggles		\$64,062,327	\$70,645,369	10%	811,985	852,840	5%	\$79	\$83	5%
	Men's	\$43,296,788	\$43,767,332	1%	482,441	496,665	3%	\$90	\$88	-2%
	Not Specified	\$8,386,548	\$14,133,310	69%	126,484	149,138	18%	\$66	\$95	43%
	Women's	\$7,400,587	\$7,299,926	-1%	74,589	72,900	-2%	\$99	\$100	1%
	Youth	\$4,978,404	\$5,444,801	9%	128,471	134,137	4%	\$39	\$41	5%
Snow Protection Pads		\$839,648	\$1,116,037	33%	26,647	35,941	35%	\$32	\$31	-1%
	Men's	\$777,192	\$1,023,846	32%	25,184	34,207	36%	\$31	\$30	-3%
	Not Specified	\$3,155	\$24,303	670%	107	467	336%	\$29	\$52	76%
	Women's	\$22,913	\$33,892	48%	291	352	21%	\$79	\$96	22%
	Youth	\$36,388	\$33,996	-7%	1,065	915	-14%	\$34	\$37	9%
Snow Sports Helmet		\$47,137,161	\$52,206,253	11%	454,871	483,484	6%	\$104	\$108	4%
	Men's	\$27,291,494	\$22,655,852	-17%	250,661	214,299	-15%	\$109	\$106	-3%
	Not Specified	\$8,135,114	\$20,452,024	151%	70,460	158,977	126%	\$115	\$129	11%
	Women's	\$7,091,715	\$4,861,058	-31%	53,042	36,558	-31%	\$134	\$133	-1%
	Youth	\$4,618,838	\$4,237,319	-8%	80,708	73,650	-9%	\$57	\$58	1%
Snowshoes		\$7,652,773	\$9,450,101	23%	53,135	62,128	17%	\$144	\$152	6%
	Men's	\$3,991,189	\$4,778,762	20%	22,776	26,982	18%	\$175	\$177	1%
	Not Specified	\$1,249,091	\$1,495,492	20%	11,334	12,008	6%	\$110	\$125	13%
	Women's	\$1,932,094	\$2,660,164	38%	11,770	15,871	35%	\$164	\$168	2%
	Youth	\$480,399	\$515,683	7%	7,255	7,267	0%	\$66	\$71	7%
Winter/Snow Shop Services		\$126,100,100	\$145,194,156	15%	2,826,226	2,680,119	-5%	\$45	\$54	21%

	Winter/Snow Rentals	\$102,188,715	\$120,591,353	18%	1,987,642	2,034,434	2%	\$51	\$59	15%
	Men's	\$70,393,762	\$84,040,028	19%	701,471	541,309	-23%	\$100	\$155	55%
	Not Specified	\$31,794,953	\$36,551,325	15%	1,286,171	1,493,125	16%	\$25	\$24	-1%
	Winter/Snow Repairs	\$23,911,385	\$24,602,803	3%	838,584	645,685	-23%	\$29	\$38	34%
	Men's	\$23,911,385	\$24,602,803	3%	838,584	645,685	-23%	\$29	\$38	34%
Grand Total		\$1,903,757,629	\$2,066,023,845	9%	32,994,108	34,613,520	5%	\$58	\$60	3%

Channel	(All)	Season to date	STD (Aug'19 - Dec'19)	DOLLARS			UNITS			AVERAGE PRICE			
				STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	
Total Sales				\$4,537,988,049	\$4,520,519,248	0%	75,497,232	74,796,333	-1%	\$60	\$60	1%	
	Accessories Total												
	Bags			\$28,537,140	\$30,464,002	7%	323,861	339,491	5%	\$88	\$90	2%	
	Backpacks			\$4,941,823	\$4,941,386	0%	34,084	35,927	5%	\$145	\$138	-5%	
		Technical Packs		\$4,941,823	\$4,941,386	0%	34,084	35,927	5%	\$145	\$138	-5%	
		Men's		\$4,459,112	\$4,467,335	0%	28,354	30,376	7%	\$157	\$147	-6%	
		Women's		\$482,250	\$463,335	-4%	5,722	5,417	-5%	\$84	\$86	1%	
		Youth		\$461	\$10,716	2225%	8	134	1575%	\$58	\$80	39%	
	Sports Equipment Bags			\$23,595,317	\$25,522,616	8%	289,777	303,564	5%	\$81	\$84	3%	
	Sports Equipment Bags			\$23,595,317	\$25,522,616	8%	289,777	303,564	5%	\$81	\$84	3%	
		Men's		\$22,989,868	\$24,408,717	6%	277,477	283,344	2%	\$83	\$86	4%	
		Youth		\$605,449	\$1,113,899	84%	12,300	20,220	64%	\$49	\$55	12%	
	Sunglasses			\$82,063,224	\$79,707,899	-3%	1,784,978	1,725,899	-3%	\$46	\$46	0%	
	Sunglasses			\$77,268,792	\$74,797,500	-3%	1,246,075	1,195,601	-4%	\$62	\$63	1%	
		Sunglasses		\$77,268,792	\$74,797,500	-3%	1,246,075	1,195,601	-4%	\$62	\$63	1%	
		Men's		\$66,565,745	\$65,382,599	-2%	1,070,821	1,044,057	-2%	\$62	\$63	1%	
		Women's		\$9,027,565	\$7,857,184	-13%	113,750	97,953	-14%	\$79	\$80	1%	
		Youth		\$1,675,482	\$1,557,717	-7%	61,504	53,591	-13%	\$27	\$29	7%	
	Sunglasses Accessories			\$4,794,432	\$4,910,399	2%	538,903	530,298	-2%	\$9	\$9	4%	
	Other Eyewear Accessories			\$252,486	\$266,251	5%	45,418	48,805	7%	\$6	\$5	-2%	
	Men's			\$252,486	\$266,251	5%	45,418	48,805	7%	\$6	\$5	-2%	
	Sunglass Cases			\$325,315	\$286,395	-12%	33,047	27,754	-16%	\$10	\$10	5%	
	Men's			\$325,099	\$286,337	-12%	33,001	27,752	-16%	\$10	\$10	5%	
	Women's			\$216	\$58	-73%	46	2	-96%	\$5	\$29	518%	
	Sunglass Lenses			\$363,328	\$327,394	-10%	4,965	4,173	-16%	\$73	\$78	7%	
	Men's			\$363,328	\$327,216	-10%	4,965	4,170	-16%	\$73	\$78	7%	
	Women's				\$178			3			\$59		
	Youth			\$0			0						
	Sunglass Tethers			\$3,853,303	\$4,030,359	5%	455,473	449,566	-1%	\$8	\$9	6%	
	Men's			\$3,851,196	\$4,027,328	5%	455,136	449,143	-1%	\$8	\$9	6%	
	Youth			\$2,107	\$3,031	44%	337	423	26%	\$6	\$7	15%	
	Apparel Total												
	Total Apparel Accessories			\$389,933,380	\$379,473,677	-3%	15,848,239	15,033,537	-5%	\$25	\$25	3%	
	Total Apparel Accessories			\$389,933,380	\$379,473,677	-3%	15,848,239	15,033,537	-5%	\$25	\$25	3%	
	Total Handwear			\$218,699,603	\$215,409,839	-2%	6,513,149	6,210,767	-5%	\$34	\$35	3%	
	Men's			\$132,384,084	\$131,251,323	-1%	3,522,702	3,332,072	-5%	\$38	\$39	5%	
	Women's			\$58,811,250	\$55,629,840	-5%	1,728,172	1,603,066	-7%	\$34	\$35	2%	
	Youth			\$27,504,269	\$28,528,676	4%	1,262,275	1,275,629	1%	\$22	\$22	3%	
	Total Headwear			\$171,233,777	\$164,063,838	-4%	9,335,090	8,822,770	-5%	\$18	\$19	1%	
	Men's			\$112,165,204	\$106,688,768	-5%	5,813,453	5,373,844	-8%	\$19	\$20	3%	
	Women's			\$43,778,398	\$41,390,502	-5%	2,596,177	2,540,679	-2%	\$17	\$16	-3%	
	Youth			\$15,290,175	\$15,984,568	5%	925,460	908,247	-2%	\$17	\$18	7%	
	Total Cold Weather Undergarments			\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%	
	Total Cold Weather Undergarments			\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%	
	Total Cold Weather Undergarments			\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%	
	Men's			\$81,443,106	\$78,222,462	-4%	2,155,748	1,976,211	-8%	\$38	\$40	5%	
	Women's			\$60,793,241	\$64,109,450	5%	1,142,962	1,190,504	4%	\$53	\$54	1%	
	Youth			\$13,902,024	\$15,377,400	11%	553,559	567,575	3%	\$25	\$27	8%	
	Total Outerwear			\$1,939,904,550	\$1,756,620,209	-9%	19,662,651	17,648,364	-10%	\$99	\$100	1%	
	Total Outerwear Bottoms			\$232,692,110	\$233,432,571	0%	2,421,907	2,296,709	-5%	\$96	\$102	6%	
	Total Outerwear Bottoms			\$232,692,110	\$233,432,571	0%	2,421,907	2,296,709	-5%	\$96	\$102	6%	
	Men's			\$111,836,519	\$111,409,203	0%	1,042,398	964,355	-7%	\$107	\$116	8%	
	Women's			\$82,708,683	\$85,782,446	4%	748,445	737,118	-2%	\$111	\$116	5%	
	Youth			\$38,146,908	\$36,240,922	-5%	631,064	595,236	-6%	\$60	\$61	1%	
	Total Outerwear Suits/Sets			\$10,421,226	\$9,468,029	-9%	244,191	163,771	-33%	\$43	\$58	35%	
	Total Outerwear Suits/Sets			\$10,421,226	\$9,468,029	-9%	244,191	163,771	-33%	\$43	\$58	35%	
	Men's			\$4,238,737	\$1,973,941	-53%	161,949	71,734	-56%	\$26	\$28	5%	
	Women's			\$727,353	\$1,331,041	83%	6,535	9,169	40%	\$111	\$145	30%	
	Youth			\$5,455,136	\$6,163,047	13%	75,707	82,868	9%	\$72	\$74	3%	
	Total Outerwear Tops			\$1,696,791,214	\$1,513,719,609	-11%	16,996,553	15,187,884	-11%	\$100	\$100	0%	
	Total Outerwear Tops			\$1,696,791,214	\$1,513,719,609	-11%	16,996,553	15,187,884	-11%	\$100	\$100	0%	
	Men's			\$756,099,422	\$684,761,254	-9%	7,355,309	6,644,661	-10%	\$103	\$103	0%	
	Women's			\$787,326,891	\$692,264,621	-12%	7,108,583	6,260,076	-12%	\$111	\$111	0%	
	Youth			\$153,364,901	\$136,693,734	-11%	2,532,661	2,283,147	-10%	\$61	\$60	-1%	
	Total Socks/Hosiery			\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%	
	Total Socks			\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%	
	Total Socks			\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%	
	Men's			\$19,411,272	\$20,433,456	5%	1,044,642	1,053,551	1%	\$19	\$19	4%	
	Women's			\$12,486,055	\$12,481,078	0%	662,757	649,889	-2%	\$19	\$19	2%	
	Youth			\$6,092,264	\$6,219,100	2%	457,156	455,911	0%	\$13	\$14	2%	
	Total Sportswear			\$602,594,877	\$682,392,486	13%	14,989,270	17,450,605	16%	\$40	\$39	-3%	
	Total Tops			\$600,207,724	\$680,349,632	13%	14,948,951	17,415,880	17%	\$40	\$39	-3%	
	Total Knit Shirts			\$27,836,130	\$24,403,005	-12%	844,651	751,634	-11%	\$33	\$32	-1%	
	Men's			\$14,053,947	\$15,924,793	13%	477,816	527,914	10%	\$29	\$30	3%	
	Women's			\$12,130,812	\$7,281,351	-40%	315,517	189,886	-40%	\$38	\$38	0%	
	Youth			\$1,651,371	\$1,196,861	-28%	51,318	33,834	-34%	\$32	\$35	10%	
	Total Sweaters			\$106,411,477	\$85,703,990	-19%	1,656,389	1,424,057	-14%	\$64	\$60	-6%	
	Men's			\$35,231,394	\$24,152,436	-31%	526,705	362,316	-31%	\$67	\$67	0%	
	Women's			\$70,632,862	\$61,043,161	-14%	1,116,358	1,046,005	-6%	\$63	\$58	-8%	
	Youth			\$547,221	\$508,393	-7%	13,326	15,736	18%	\$41	\$32	-21%	
	Total Sweatshirts			\$465,960,117	\$570,242,637	22%	12,447,911	15,240,189	22%	\$37	\$37	0%	
	Men's			\$259,096,128	\$306,118,722	18%	7,152,756	8,393,677	17%	\$36	\$36	1%	
	Women's			\$174,432,311	\$215,707,357	24%	4,017,776	5,000,806	24%	\$43	\$43	-1%	

	Youth	\$32,431,678	\$48,416,558	49%	1,277,379	1,845,706	44%	\$25	\$26	3%
	Total Bottoms	\$2,387,153	\$2,042,854	-14%	40,319	34,725	-14%	\$59	\$59	-1%
	Total Pants	\$2,384,248	\$2,042,394	-14%	40,219	34,707	-14%	\$59	\$59	-1%
	Men's	\$461,348	\$269,745	-42%	5,514	4,193	-24%	\$84	\$64	-23%
	Women's	\$1,506,709	\$1,481,777	-2%	25,306	24,338	-4%	\$60	\$61	2%
	Youth	\$416,191	\$290,872	-30%	9,399	6,176	-34%	\$44	\$47	6%
	Total Shorts	\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
	Women's	\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
Equipment Total										
	Accessories	\$65,253,431	\$58,303,031	-11%	1,056,195	966,155	-9%	\$62	\$60	-2%
	First Aid/Body Care	\$3,140,564	\$3,563,906	13%	345,403	423,287	23%	\$9	\$8	-7%
	First Aid/Body Care	\$3,140,564	\$3,563,906	13%	345,403	423,287	23%	\$9	\$8	-7%
	Men's	\$3,110,549	\$3,513,721	13%	342,538	414,373	21%	\$9	\$8	-7%
	Not Specified	\$30,015	\$50,185	67%	2,865	8,914	211%	\$10	\$6	-46%
	Instruments	\$26,478,210	\$19,146,104	-28%	453,895	323,888	-29%	\$58	\$59	1%
	Digital Imaging	\$11,908,165	\$7,003,052	-41%	43,465	23,169	-47%	\$274	\$302	10%
	Men's	\$2,093,399	\$159,490	-92%	8,229	877	-89%	\$254	\$182	-29%
	Not Specified	\$9,814,766	\$6,843,562	-30%	35,236	22,292	-37%	\$279	\$307	10%
	Digital Imaging Accessories	\$2,982,816	\$2,191,890	-27%	82,887	65,130	-21%	\$36	\$34	-6%
	Men's	\$2,711,831	\$1,833,074	-32%	77,696	58,503	-25%	\$35	\$31	-10%
	Not Specified	\$270,985	\$358,816	32%	5,191	6,627	28%	\$52	\$54	4%
	Portable Audio/Phone Accessories	\$11,587,229	\$9,951,162	-14%	327,543	235,589	-28%	\$35	\$42	19%
	Men's	\$143,985	\$89,192	-38%	6,218	4,445	-29%	\$23	\$20	-13%
	Not Specified	\$11,443,244	\$9,861,970	-14%	321,325	231,144	-28%	\$36	\$43	20%
	Sport Racks	\$35,634,657	\$35,593,021	0%	256,897	218,980	-15%	\$139	\$163	17%
	Rack Parts	\$5,734,385	\$5,684,050	-1%	91,098	76,197	-16%	\$63	\$75	19%
	Men's	\$4,852,022	\$4,888,695	1%	76,795	64,253	-16%	\$63	\$76	20%
	Not Specified	\$882,363	\$795,355	-10%	14,303	11,944	-16%	\$62	\$67	8%
	Top of Car Components	\$19,128,195	\$20,985,342	10%	96,358	90,178	-6%	\$199	\$233	17%
	Men's	\$12,506,695	\$14,292,397	14%	52,290	51,862	-1%	\$239	\$276	15%
	Not Specified	\$6,621,500	\$6,692,945	1%	44,068	38,316	-13%	\$150	\$175	16%
	Towers/Feet	\$6,801,910	\$4,972,915	-27%	37,820	25,243	-33%	\$180	\$197	10%
	Men's	\$6,208,435	\$4,475,275	-28%	34,416	22,678	-34%	\$180	\$197	9%
	Not Specified	\$593,475	\$497,640	-16%	3,404	2,565	-25%	\$174	\$194	11%
	Load Bars	\$3,970,167	\$3,950,714	0%	31,621	27,362	-13%	\$126	\$144	15%
	Men's	\$2,951,686	\$2,996,745	2%	25,171	21,847	-13%	\$117	\$137	17%
	Not Specified	\$1,018,481	\$953,969	-6%	6,450	5,515	-14%	\$158	\$173	10%
	Winter/Snow Sports	\$1,235,573,485	\$1,336,714,998	8%	15,815,214	15,738,641	0%	\$78	\$85	9%
	Adjustable Poles	\$2,871,774	\$3,107,111	8%	36,611	41,623	14%	\$78	\$75	-5%
	Adjustable Poles	\$2,871,774	\$3,107,111	8%	36,611	41,623	14%	\$78	\$75	-5%
	Men's	\$2,190,693	\$2,143,055	-2%	24,002	22,372	-7%	\$91	\$96	5%
	Women's	\$26,457	\$19,972	-25%	317	216	-32%	\$83	\$92	11%
	Youth	\$423,488	\$707,667	67%	9,758	16,565	70%	\$43	\$43	-2%
	Not Specified	\$231,136	\$236,417	2%	2,534	2,470	-3%	\$91	\$96	5%
	Alpine Equipment	\$460,494,679	\$508,167,950	10%	1,859,022	2,005,207	8%	\$248	\$253	2%
	Alpine Bindings	\$52,252,056	\$61,952,906	19%	297,076	338,206	14%	\$176	\$183	4%
	Men's	\$44,355,462	\$55,154,672	24%	240,275	288,873	20%	\$185	\$191	3%
	Women's	\$774,729	\$279,362	-64%	5,279	1,669	-68%	\$147	\$167	14%
	Youth	\$2,043,648	\$2,664,146	30%	22,087	27,893	26%	\$93	\$96	3%
	Not Specified	\$5,078,217	\$3,854,726	-24%	29,435	19,771	-33%	\$173	\$195	13%
	Alpine Boots	\$191,247,434	\$206,850,362	8%	656,127	693,943	6%	\$291	\$298	2%
	Men's	\$108,327,847	\$113,284,474	5%	289,059	298,014	3%	\$375	\$380	1%
	Women's	\$64,211,913	\$72,062,267	12%	206,051	219,058	6%	\$312	\$329	6%
	Youth	\$11,046,108	\$14,894,238	35%	82,461	114,035	38%	\$134	\$131	-2%
	Not Specified	\$7,661,566	\$6,609,383	-14%	78,556	62,836	-20%	\$98	\$105	8%
	Alpine Poles	\$16,042,058	\$17,910,256	12%	375,116	390,351	4%	\$43	\$46	7%
	Men's	\$9,203,665	\$10,296,756	12%	199,288	207,943	4%	\$46	\$50	7%
	Women's	\$3,285,479	\$3,941,861	20%	78,722	82,764	5%	\$42	\$48	14%
	Youth	\$1,542,951	\$1,546,519	0%	52,605	48,205	-8%	\$29	\$32	9%
	Not Specified	\$2,009,963	\$2,125,120	6%	44,501	51,439	16%	\$45	\$41	-9%
	Alpine Skis	\$200,953,131	\$221,454,426	10%	530,703	582,707	10%	\$379	\$380	0%
	Men's	\$114,216,075	\$125,226,203	10%	246,766	275,381	12%	\$463	\$455	-2%
	Women's	\$59,672,687	\$65,029,373	9%	145,978	160,517	10%	\$409	\$405	-1%
	Youth	\$24,146,763	\$28,431,470	18%	130,472	141,066	8%	\$185	\$202	9%
	Not Specified	\$2,917,606	\$2,767,380	-5%	7,487	5,743	-23%	\$390	\$482	24%
	Alpine Touring Equipment	\$24,386,774	\$25,573,967	5%	51,632	49,982	-3%	\$472	\$512	8%
	Alpine Touring Bindings	\$12,035,173	\$11,813,219	-2%	29,308	25,128	-14%	\$411	\$470	14%
	Men's	\$11,749,035	\$11,453,602	-3%	28,670	24,287	-15%	\$410	\$472	15%
	Women's	\$0	\$0		0	0				
	Not Specified	\$286,138	\$359,617	26%	638	841	32%	\$448	\$428	-5%
	Alpine Touring Boots	\$6,777,882	\$8,603,426	27%	11,471	15,745	37%	\$591	\$546	-8%
	Men's	\$5,113,373	\$6,212,179	21%	8,678	10,982	27%	\$589	\$566	-4%
	Women's	\$1,641,974	\$2,246,137	37%	2,731	4,312	58%	\$601	\$521	-13%
	Youth		\$138,096			415			\$333	
	Not Specified	\$22,535	\$7,014	-69%	62	36	-42%	\$363	\$195	-46%
	Alpine Touring Skis	\$5,573,719	\$5,157,322	-7%	10,853	9,109	-16%	\$514	\$566	10%
	Men's	\$3,986,835	\$3,922,217	-2%	7,319	6,417	-12%	\$545	\$611	12%
	Women's	\$1,217,038	\$1,087,111	-11%	2,904	2,481	-15%	\$419	\$438	5%
	Youth	\$54,322	\$6,040	-89%	290	56	-81%	\$187	\$108	-42%
	Not Specified	\$315,524	\$141,954	-55%	340	155	-54%	\$928	\$916	-1%
	Nordic Equipment	\$23,667,574	\$25,465,330	8%	187,849	192,591	3%	\$126	\$132	5%
	Nordic Bindings	\$1,693,189	\$2,061,179	22%	25,958	29,841	15%	\$65	\$69	6%
	Men's	\$1,428,151	\$1,637,601	15%	21,415	22,689	6%	\$67	\$72	8%
	Women's	\$29,241	\$53,480	83%	600	816	36%	\$49	\$66	34%
	Youth	\$140,515	\$230,295	64%	2,177	4,716	117%	\$65	\$49	-24%
	Not Specified	\$95,282	\$139,803	47%	1,766	1,620	-8%	\$54	\$86	60%
	Nordic Boots	\$8,165,066	\$9,426,900	15%	61,438	63,837	4%	\$133	\$148	11%

	Men's	\$5,597,662	\$6,578,732	18%	37,116	39,822	7%	\$151	\$165	10%
	Women's	\$1,931,867	\$1,922,444	0%	16,175	15,683	-3%	\$119	\$123	3%
	Youth	\$573,583	\$656,964	15%	7,329	7,772	6%	\$78	\$85	8%
	Not Specified	\$61,954	\$268,760	334%	818	560	-32%	\$76	\$480	534%
	Nordic Poles	\$2,175,880	\$2,263,121	4%	45,358	46,369	2%	\$48	\$49	2%
	Men's	\$1,714,275	\$1,940,897	13%	35,079	38,040	8%	\$49	\$51	4%
	Women's	\$222,232	\$59,801	-73%	3,429	1,836	-46%	\$65	\$33	-50%
	Youth	\$99,574	\$136,852	37%	4,106	3,982	-3%	\$24	\$34	42%
	Not Specified	\$139,799	\$125,571	-10%	2,744	2,511	-8%	\$51	\$50	-2%
	Nordic Skis	\$11,633,439	\$11,714,130	1%	55,095	52,544	-5%	\$211	\$223	6%
	Men's	\$8,502,537	\$8,915,982	5%	37,056	38,008	3%	\$229	\$235	2%
	Women's	\$500,572	\$275,573	-45%	3,351	1,583	-53%	\$149	\$174	17%
	Youth	\$601,623	\$975,101	62%	5,359	6,133	14%	\$112	\$159	42%
	Not Specified	\$2,028,707	\$1,547,474	-24%	9,329	6,820	-27%	\$217	\$227	4%
	Skiboards	\$18,594	\$46,072	148%	97	208	114%	\$192	\$222	16%
	Skiboards	\$18,594	\$46,072	148%	97	208	114%	\$192	\$222	16%
	Men's	\$16,870	\$46,072	173%	72	208	189%	\$234	\$222	-5%
	Youth	\$1,724	\$0	-100%	25	0	-100%	\$69		
	Not Specified	\$0	\$0		0	0				
	Snowboard Equipment	\$256,978,946	\$270,839,989	5%	1,072,091	1,067,311	0%	\$240	\$254	6%
	Snowboard Bindings	\$63,967,103	\$66,680,973	4%	344,142	341,355	-1%	\$186	\$195	5%
	Men's	\$44,185,301	\$45,150,278	2%	225,497	219,478	-3%	\$196	\$206	5%
	Women's	\$12,743,985	\$12,659,355	-1%	72,610	69,833	-4%	\$176	\$181	3%
	Youth	\$2,040,497	\$2,025,369	-1%	23,017	20,967	-9%	\$89	\$97	9%
	Not Specified	\$4,997,320	\$6,845,971	37%	23,018	31,077	35%	\$217	\$220	1%
	Snowboard Boots	\$83,616,618	\$89,245,982	7%	400,953	402,058	0%	\$209	\$222	6%
	Men's	\$59,007,983	\$64,672,907	10%	261,097	270,511	4%	\$226	\$239	6%
	Women's	\$20,195,442	\$20,872,799	3%	99,340	97,066	-2%	\$203	\$215	6%
	Youth	\$3,774,758	\$3,499,388	-7%	37,657	33,359	-11%	\$100	\$105	5%
	Not Specified	\$638,435	\$200,888	-69%	2,859	1,122	-61%	\$223	\$179	-20%
	Snowboards	\$109,395,225	\$114,913,034	5%	326,996	323,898	-1%	\$335	\$355	6%
	Men's	\$77,949,039	\$82,998,165	6%	210,814	211,016	0%	\$370	\$393	6%
	Women's	\$20,295,804	\$20,891,238	3%	60,049	61,109	2%	\$338	\$342	1%
	Youth	\$7,020,978	\$6,582,131	-6%	46,133	41,362	-10%	\$152	\$159	5%
	Not Specified	\$4,129,404	\$4,441,500	8%	10,000	10,411	4%	\$413	\$427	3%
	Telemark Equipment	\$1,644,653	\$1,556,926	-5%	5,073	4,426	-13%	\$324	\$352	9%
	Telemark Bindings	\$802,137	\$705,161	-12%	3,301	2,742	-17%	\$243	\$257	6%
	Men's	\$758,085	\$682,644	-10%	3,210	2,684	-16%	\$236	\$254	8%
	Women's	\$312	\$0	-100%	3	0	-100%	\$104		
	Not Specified	\$43,740	\$22,517	-49%	88	58	-34%	\$497	\$388	-22%
	Telemark Boots	\$707,991	\$748,740	6%	1,417	1,408	-1%	\$500	\$532	6%
	Men's	\$575,417	\$621,929	8%	1,149	1,175	2%	\$501	\$529	6%
	Women's	\$132,574	\$119,818	-10%	268	212	-21%	\$495	\$565	14%
	Not Specified	\$0	\$6,993		0	21			\$333	
	Telemark Skis	\$134,525	\$103,025	-23%	355	276	-22%	\$379	\$373	-1%
	Men's	\$109,152	\$77,366	-29%	286	211	-26%	\$382	\$367	-4%
	Women's	\$3,044	\$0	-100%	9	0	-100%	\$338		
	Not Specified	\$22,329	\$25,659	15%	60	65	8%	\$372	\$395	6%
	Winter/Snow Accessories	\$250,424,914	\$261,355,743	4%	8,370,011	8,424,316	1%	\$30	\$31	4%
	Backcountry Accessories	\$12,606,886	\$12,888,671	2%	116,588	96,115	-18%	\$108	\$134	24%
	Men's	\$9,963,271	\$9,477,948	-5%	102,234	78,690	-23%	\$97	\$120	24%
	Women's	\$372	\$0	-100%	5	0	-100%	\$74		
	Youth	\$385,951	\$512,046	33%	1,270	1,605	26%	\$304	\$319	5%
	Not Specified	\$2,257,292	\$2,898,677	28%	13,079	15,820	21%	\$173	\$183	6%
	Other Winter/Snow Accessories	\$38,669,947	\$39,425,627	2%	5,886,895	5,925,302	1%	\$7	\$7	1%
	Men's	\$36,110,417	\$37,292,354	3%	5,661,430	5,752,044	2%	\$6	\$6	2%
	Women's	\$41,720	\$29,644	-29%	5,379	3,366	-37%	\$8	\$9	14%
	Youth	\$30,138	\$69,245	130%	814	1,706	110%	\$37	\$41	10%
	Not Specified	\$2,487,672	\$2,034,384	-18%	219,272	168,186	-23%	\$11	\$12	7%
	Snow Goggle Accessories	\$2,454,813	\$2,914,513	19%	112,657	147,006	30%	\$22	\$20	-9%
	Men's	\$1,314,776	\$909,682	-31%	33,735	24,081	-29%	\$39	\$38	-3%
	Not Specified	\$1,140,037	\$2,004,831	76%	78,922	122,925	56%	\$14	\$16	13%
	Snow Goggles	\$98,762,038	\$102,217,855	3%	1,255,955	1,256,319	0%	\$79	\$81	3%
	Men's	\$68,308,393	\$62,805,511	-8%	765,429	722,627	-6%	\$89	\$87	-3%
	Women's	\$11,217,201	\$10,741,006	-4%	117,542	110,281	-6%	\$95	\$97	2%
	Youth	\$7,570,924	\$8,392,111	11%	204,399	212,759	4%	\$37	\$39	6%
	Not Specified	\$11,665,520	\$20,279,227	74%	168,585	210,652	25%	\$69	\$96	39%
	Snow Protection Pads	\$1,492,162	\$1,718,207	15%	44,829	50,901	14%	\$33	\$34	1%
	Men's	\$1,364,847	\$1,561,597	14%	42,097	48,263	15%	\$32	\$32	0%
	Women's	\$62,323	\$59,165	-5%	839	673	-20%	\$74	\$88	18%
	Youth	\$59,055	\$60,591	3%	1,759	1,375	-22%	\$34	\$44	31%
	Not Specified	\$5,937	\$36,854	521%	134	590	340%	\$44	\$62	41%
	Snow Sports Helmet	\$81,884,351	\$86,590,694	6%	847,919	841,408	-1%	\$97	\$103	7%
	Men's	\$47,119,403	\$37,805,621	-20%	454,472	362,639	-20%	\$104	\$104	1%
	Women's	\$12,383,057	\$8,341,577	-33%	102,914	68,420	-34%	\$120	\$122	1%
	Youth	\$8,766,495	\$8,143,717	-7%	161,912	145,581	-10%	\$54	\$56	3%
	Not Specified	\$13,615,396	\$32,299,779	137%	128,621	264,768	106%	\$106	\$122	15%
	Snowshoes	\$14,554,717	\$15,600,176	7%	105,168	107,265	2%	\$138	\$145	5%
	Men's	\$7,653,884	\$8,029,432	5%	45,622	46,708	2%	\$168	\$172	2%
	Women's	\$3,531,592	\$4,138,959	17%	22,548	25,709	14%	\$157	\$161	3%
	Youth	\$1,011,744	\$953,618	-6%	16,109	14,183	-12%	\$63	\$67	7%
	Not Specified	\$2,357,497	\$2,478,167	5%	20,889	20,665	-1%	\$113	\$120	6%
	Winter/Snow Shop Services	\$215,077,548	\$240,540,587	12%	4,232,798	3,952,710	-7%	\$51	\$61	20%
	Winter/Snow Rentals	\$169,060,377	\$198,123,019	17%	2,674,499	2,773,518	4%	\$63	\$71	13%
	Men's	\$131,483,841	\$157,258,533	20%	1,191,076	1,111,342	-7%	\$110	\$142	28%
	Not Specified	\$37,576,536	\$40,864,486	9%	1,483,423	1,662,176	12%	\$25	\$25	-3%
	Winter/Snow Repairs	\$46,017,171	\$42,417,568	-8%	1,558,299	1,179,192	-24%	\$30	\$36	22%

	Men's	\$46,017,171	\$42,417,568	-8%	1,558,299	1,179,192	-24%	\$30	\$36	22%
	Snow Decks/Skates	\$8,029	\$61,323	664%	30	267	790%	\$268	\$230	-14%
	Snow Decks/Skates	\$8,029	\$61,323	664%	30	267	790%	\$268	\$230	-14%
	Men's	\$4,487	\$58,918	1213%	22	257	1068%	\$204	\$229	12%
	Not Specified	\$3,542	\$2,405	-32%	8	10	25%	\$443	\$241	-46%
Grand Total		\$4,537,988,049	\$4,520,519,248	0%	75,497,232	74,796,333	-1%	\$60	\$60	1%

Channel	(All)	Current Period	December-19	DOLLARS			UNITS			AVERAGE PRICE		
				December-18	December-19	Pct. Change	December-18	December-19	Pct. Change	December-18	December-19	Pct. Change
Total Sales				\$1,903,757,629	\$2,066,023,845	9%	32,994,108	34,613,520	5%	\$58	\$60	3%
	Accessories			\$37,785,606	\$39,338,330	4%	618,976	625,746	1%	\$61	\$63	3%
		Bags		\$15,850,975	\$18,904,040	19%	172,077	207,578	21%	\$92	\$91	-1%
		Backpacks		\$2,309,136	\$2,571,029	11%	15,722	18,629	18%	\$147	\$138	-6%
		Technical Packs		\$2,309,136	\$2,571,029	11%	15,722	18,629	18%	\$147	\$138	-6%
		Sports Equipment Bags		\$13,541,839	\$16,333,011	21%	156,355	188,949	21%	\$87	\$86	0%
		Sports Equipment Bags		\$13,541,839	\$16,333,011	21%	156,355	188,949	21%	\$87	\$86	0%
		Sunglasses		\$21,934,631	\$20,434,290	-7%	446,899	418,168	-6%	\$49	\$49	0%
		Sunglasses		\$20,815,510	\$19,301,611	-7%	311,768	282,912	-9%	\$67	\$68	2%
		Sunglasses		\$20,815,510	\$19,301,611	-7%	311,768	282,912	-9%	\$67	\$68	2%
		Sunglasses Accessories		\$1,119,121	\$1,132,679	1%	135,131	135,256	0%	\$8	\$8	1%
		Other Eyewear Accessories		\$130,349	\$154,740	19%	27,136	32,348	19%	\$5	\$5	0%
		Sunglass Cases		\$94,042	\$73,383	-22%	9,211	7,292	-21%	\$10	\$10	-1%
		Sunglass Lenses		\$69,588	\$64,926	-7%	926	814	-12%	\$75	\$80	6%
		Sunglass Tethers		\$825,142	\$839,630	2%	97,858	94,802	-3%	\$8	\$9	5%
	Apparel			\$1,227,551,937	\$1,302,906,168	6%	23,043,305	24,621,417	7%	\$53	\$53	-1%
		Total Apparel Accessories		\$201,774,234	\$205,461,793	2%	7,435,599	7,212,984	-3%	\$27	\$28	5%
		Total Apparel Accessories		\$201,774,234	\$205,461,793	2%	7,435,599	7,212,984	-3%	\$27	\$28	5%
		Total Handwear		\$117,840,690	\$122,971,913	4%	3,283,378	3,255,987	-1%	\$36	\$38	5%
		Total Headwear		\$83,933,544	\$82,489,880	-2%	4,152,221	3,956,997	-5%	\$20	\$21	3%
		Total Cold Weather Undergarments		\$66,663,822	\$71,760,954	8%	1,578,412	1,626,389	3%	\$42	\$44	4%
		Total Cold Weather Undergarments		\$66,663,822	\$71,760,954	8%	1,578,412	1,626,389	3%	\$42	\$44	4%
		Total Cold Weather Undergarments		\$66,663,822	\$71,760,954	8%	1,578,412	1,626,389	3%	\$42	\$44	4%
		Total Outerwear		\$708,769,371	\$713,824,449	1%	7,013,425	6,875,355	-2%	\$101	\$104	3%
		Total Outerwear Bottoms		\$117,108,437	\$127,886,585	9%	1,206,894	1,210,333	0%	\$97	\$106	9%
		Total Outerwear Bottoms		\$117,108,437	\$127,886,585	9%	1,206,894	1,210,333	0%	\$97	\$106	9%
		Total Outerwear Suits/Sets		\$2,521,113	\$2,822,452	12%	56,176	37,837	-33%	\$45	\$75	66%
		Total Outerwear Suits/Sets		\$2,521,113	\$2,822,452	12%	56,176	37,837	-33%	\$45	\$75	66%
		Total Outerwear Tops		\$589,139,821	\$583,115,412	-1%	5,750,355	5,627,185	-2%	\$102	\$104	1%
		Total Outerwear Tops		\$589,139,821	\$583,115,412	-1%	5,750,355	5,627,185	-2%	\$102	\$104	1%
		Total Socks/Hosiery		\$23,802,565	\$25,808,445	8%	1,264,950	1,355,492	7%	\$19	\$19	1%
		Total Socks		\$23,802,565	\$25,808,445	8%	1,264,950	1,355,492	7%	\$19	\$19	1%
		Total Socks		\$23,802,565	\$25,808,445	8%	1,264,950	1,355,492	7%	\$19	\$19	1%
		Total Sportswear		\$226,541,945	\$286,050,527	26%	5,750,919	7,551,197	31%	\$39	\$38	-4%
		Total Tops		\$225,546,394	\$284,983,894	26%	5,735,428	7,533,673	31%	\$39	\$38	-4%
		Total Knit Shirts		\$10,806,908	\$10,783,759	0%	299,888	323,576	8%	\$36	\$33	-8%
		Total Sweaters		\$34,408,690	\$31,578,073	-8%	505,309	467,029	-8%	\$68	\$68	-1%
		Total Sweatshirts		\$180,330,796	\$242,622,062	35%	4,930,231	6,743,068	37%	\$37	\$36	-2%
		Total Bottoms		\$995,551	\$1,066,633	7%	15,491	17,524	13%	\$64	\$61	-5%
		Total Pants		\$995,551	\$1,066,633	7%	15,491	17,524	13%	\$64	\$61	-5%
		Total Shorts		\$0	\$0		0	0				
	Equipment			\$638,420,086	\$723,779,347	13%	9,331,827	9,366,357	0%	\$68	\$77	13%
		Accessories		\$23,643,047	\$21,985,431	-7%	360,911	319,025	-12%	\$66	\$69	5%
		First Aid/Body Care		\$1,013,576	\$1,043,573	3%	107,994	121,839	13%	\$9	\$9	-9%
		First Aid/Body Care		\$1,013,576	\$1,043,573	3%	107,994	121,839	13%	\$9	\$9	-9%
		Instruments		\$11,931,086	\$8,781,590	-26%	194,216	140,127	-28%	\$61	\$63	2%
		Digital Imaging		\$5,186,172	\$3,329,074	-36%	21,009	10,899	-48%	\$247	\$305	24%
		Digital Imaging Accessories		\$1,472,618	\$1,071,260	-27%	42,621	31,868	-25%	\$35	\$34	-3%
		Portable Audio/Phone Accessories		\$5,272,296	\$4,381,256	-17%	130,586	97,360	-25%	\$40	\$45	11%
		Sport Racks		\$10,698,385	\$12,160,268	14%	58,701	57,059	-3%	\$182	\$213	17%
		Rack Parts		\$1,104,541	\$1,305,239	18%	16,017	15,188	-5%	\$69	\$86	25%
		Top of Car Components		\$6,948,322	\$8,554,608	23%	27,356	29,584	8%	\$254	\$289	14%
		Towers/Feet		\$1,729,110	\$1,306,949	-24%	8,834	6,295	-29%	\$196	\$208	6%
		Load Bars		\$916,412	\$993,472	8%	6,494	5,992	-8%	\$141	\$166	17%
		Winter/Snow Sports		\$614,777,039	\$701,793,916	14%	8,970,916	9,047,332	1%	\$69	\$78	13%
		Adjustable Poles		\$1,522,734	\$1,724,707	13%	18,613	21,240	14%	\$82	\$81	-1%
		Adjustable Poles		\$1,522,734	\$1,724,707	13%	18,613	21,240	14%	\$82	\$81	-1%
		Alpine Equipment		\$197,733,920	\$228,593,676	16%	777,949	883,727	14%	\$254	\$259	2%
		Alpine Bindings		\$22,209,361	\$27,598,624	24%	121,184	146,471	21%	\$183	\$188	3%
		Alpine Boots		\$84,625,394	\$94,178,338	11%	267,417	288,997	8%	\$316	\$326	3%
		Alpine Poles		\$8,736,679	\$10,498,344	20%	187,619	213,238	14%	\$47	\$49	6%
		Alpine Skis		\$82,162,486	\$96,318,370	17%	201,729	235,021	17%	\$407	\$410	1%
		Alpine Touring Equipment		\$8,579,842	\$10,644,535	24%	16,364	19,624	20%	\$524	\$542	3%
		Alpine Touring Bindings		\$4,401,580	\$5,130,462	17%	9,920	10,532	6%	\$444	\$487	10%
		Alpine Touring Boots		\$2,381,773	\$3,589,871	51%	3,539	5,931	68%	\$673	\$605	-10%
		Alpine Touring Skis		\$1,796,489	\$1,924,202	7%	2,905	3,161	9%	\$618	\$609	-2%
		Nordic Equipment		\$11,894,762	\$13,188,917	11%	93,082	102,007	10%	\$128	\$129	1%
		Nordic Bindings		\$893,687	\$1,052,401	18%	12,841	14,475	13%	\$70	\$73	4%
		Nordic Boots		\$3,984,184	\$4,686,850	18%	29,859	33,250	11%	\$133	\$141	6%
		Nordic Poles		\$1,156,053	\$1,220,707	6%	23,063	26,115	13%	\$50	\$47	-7%
		Nordic Skis		\$5,860,838	\$6,228,959	6%	27,319	28,167	3%	\$215	\$221	3%
		Skiboards		\$11,202	\$24,042	115%	47	100	113%	\$238	\$240	1%
		Skiboards		\$11,202	\$24,042	115%	47	100	113%	\$238	\$240	1%
		Snow Decks/Skates		\$7,337	\$55,084	651%	16	212	1225%	\$459	\$260	-43%
		Snow Decks/Skates		\$7,337	\$55,084	651%	16	212	1225%	\$459	\$260	-43%
		Snowboard Equipment		\$117,509,515	\$135,242,550	15%	475,817	520,697	9%	\$247	\$260	5%
		Snowboard Bindings		\$29,452,527	\$34,108,899	16%	152,112	168,838	11%	\$194	\$202	4%
		Snowboard Boots		\$40,426,600	\$46,704,131	16%	184,625	201,324	9%	\$219	\$232	6%
		Snowboards		\$47,630,388	\$54,429,520	14%	139,080	150,535	8%	\$342	\$362	6%
		Telemark Equipment		\$682,908	\$673,865	-1%	2,010	1,887	-6%	\$340	\$357	5%
		Telemark Bindings		\$336,568	\$301,913	-10%	1,315	1,184	-10%	\$256	\$255	0%

	Telemark Boots	\$294,276	\$341,324	16%	552	613	11%	\$533	\$557	4%
	Telemark Skis	\$52,064	\$30,628	-41%	143	90	-37%	\$364	\$340	-7%
	Winter/Snow Accessories	\$150,734,719	\$166,452,384	10%	4,760,792	4,817,719	1%	\$32	\$35	9%
	Backcountry Accessories	\$5,589,328	\$6,837,487	22%	58,995	51,807	-12%	\$95	\$132	39%
	Other Winter/Snow Accessories	\$23,887,699	\$23,971,141	0%	3,277,414	3,215,993	-2%	\$7	\$7	2%
	Snow Goggle Accessories	\$1,565,783	\$2,225,996	42%	77,745	115,526	49%	\$20	\$19	-4%
	Snow Goggles	\$64,062,327	\$70,645,369	10%	811,985	852,840	5%	\$79	\$83	5%
	Snow Protection Pads	\$839,648	\$1,116,037	33%	26,647	35,941	35%	\$32	\$31	-1%
	Snow Sports Helmet	\$47,137,161	\$52,206,253	11%	454,871	483,484	6%	\$104	\$108	4%
	Snowshoes	\$7,652,773	\$9,450,101	23%	53,135	62,128	17%	\$144	\$152	6%
	Winter/Snow Shop Services	\$126,100,100	\$145,194,156	15%	2,826,226	2,680,119	-5%	\$45	\$54	21%
	Winter/Snow Rentals	\$102,188,715	\$120,591,353	18%	1,987,642	2,034,434	2%	\$51	\$59	15%
	Winter/Snow Repairs	\$23,911,385	\$24,602,803	3%	838,584	645,685	-23%	\$29	\$38	34%
	Grand Total	\$1,903,757,629	\$2,066,023,845	9%	32,994,108	34,613,520	5%	\$58	\$60	3%

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(All)		Season to date	STD (Aug '19 - Dec '19)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'19 - Dec'19)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'19 - Dec'19)	STD (Aug'19 - Dec'19)	Pct. Change
Total Sales				\$4,537,988,049	\$4,520,519,248	0%	75,497,232	74,796,333	-1%	\$60	\$60	1%
	Accessories			\$110,600,364	\$110,171,901	0%	2,108,839	2,065,390	-2%	\$52	\$53	2%
		Bags		\$28,537,140	\$30,464,002	7%	323,861	339,491	5%	\$88	\$90	2%
		Backpacks		\$4,941,823	\$4,941,386	0%	34,084	35,927	5%	\$145	\$138	-5%
		Technical Packs		\$4,941,823	\$4,941,386	0%	34,084	35,927	5%	\$145	\$138	-5%
		Sports Equipment Bags		\$23,595,317	\$25,522,616	8%	289,777	303,564	5%	\$81	\$84	3%
		Sports Equipment Bags		\$23,595,317	\$25,522,616	8%	289,777	303,564	5%	\$81	\$84	3%
		Sunglasses		\$82,063,224	\$79,707,899	-3%	1,784,978	1,725,899	-3%	\$46	\$46	0%
		Sunglasses		\$77,268,792	\$74,797,500	-3%	1,246,075	1,195,601	-4%	\$62	\$63	1%
		Sunglasses Accessories		\$4,794,432	\$4,910,399	2%	538,903	\$30,298	-2%	\$9	\$9	4%
		Other Eyewear Accessories		\$252,486	\$266,251	5%	45,418	48,805	7%	\$6	\$5	-2%
		Sunglass Cases		\$325,315	\$286,395	-12%	33,047	27,754	-16%	\$10	\$10	5%
		Sunglass Lenses		\$363,328	\$327,394	-10%	4,965	4,173	-16%	\$73	\$78	7%
		Sunglass Tethers		\$3,853,303	\$4,030,359	5%	455,473	449,566	-1%	\$8	\$9	6%
	Apparel			\$3,126,560,769	\$3,015,329,318	-4%	56,516,984	56,026,147	-1%	\$55	\$54	-3%
		Total Apparel Accessories		\$389,933,380	\$379,473,677	-3%	15,848,239	15,033,537	-5%	\$25	\$25	3%
		Total Apparel Accessories		\$389,933,380	\$379,473,677	-3%	15,848,239	15,033,537	-5%	\$25	\$25	3%
		Total Handwear		\$218,699,603	\$215,409,839	-2%	6,513,149	6,210,767	-5%	\$34	\$35	3%
		Total Headwear		\$171,233,777	\$164,063,838	-4%	9,335,090	8,822,770	-5%	\$18	\$19	1%
		Total Cold Weather Undergarments		\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%
		Total Cold Weather Undergarments		\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%
		Total Cold Weather Undergarments		\$156,138,371	\$157,709,312	1%	3,852,269	3,734,290	-3%	\$41	\$42	4%
		Total Outerwear		\$1,939,904,550	\$1,756,620,209	-9%	19,662,651	17,648,364	-10%	\$99	\$100	1%
		Total Outerwear Bottoms		\$232,692,110	\$233,432,571	0%	2,421,907	2,296,709	-5%	\$96	\$102	6%
		Total Outerwear Bottoms		\$232,692,110	\$233,432,571	0%	2,421,907	2,296,709	-5%	\$96	\$102	6%
		Total Outerwear Suits/Sets		\$10,421,226	\$9,468,029	-9%	244,191	163,771	-33%	\$43	\$58	35%
		Total Outerwear Suits/Sets		\$10,421,226	\$9,468,029	-9%	244,191	163,771	-33%	\$43	\$58	35%
		Total Outerwear Tops		\$1,696,791,214	\$1,513,719,609	-11%	16,996,553	15,187,884	-11%	\$100	\$100	0%
		Total Outerwear Tops		\$1,696,791,214	\$1,513,719,609	-11%	16,996,553	15,187,884	-11%	\$100	\$100	0%
		Total Socks/Hosiery		\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%
		Total Socks		\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%
		Total Socks		\$37,989,591	\$39,133,634	3%	2,164,555	2,159,351	0%	\$18	\$18	3%
		Total Sportswear		\$602,594,877	\$682,392,486	13%	14,989,270	17,450,605	16%	\$40	\$39	-3%
		Total Tops		\$600,207,724	\$680,349,632	13%	14,948,951	17,415,880	17%	\$40	\$39	-3%
		Total Knit Shirts		\$27,836,130	\$24,403,005	-12%	844,651	751,634	-11%	\$33	\$32	-1%
		Total Sweaters		\$106,411,477	\$85,703,990	-19%	1,656,389	1,424,057	-14%	\$64	\$60	-6%
		Total Sweatshirts		\$465,960,117	\$570,242,637	22%	12,447,911	15,240,189	22%	\$37	\$37	0%
		Total Bottoms		\$2,387,153	\$2,042,854	-14%	40,319	34,725	-14%	\$59	\$59	-1%
		Total Pants		\$2,384,248	\$2,042,394	-14%	40,219	34,707	-14%	\$59	\$59	-1%
		Total Shorts		\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
	Equipment			\$1,300,826,916	\$1,395,018,029	7%	16,871,409	16,704,796	-1%	\$77	\$84	8%
		Accessories		\$65,253,431	\$58,303,031	-11%	1,056,195	966,155	-9%	\$62	\$60	-2%
		First Aid/Body Care		\$3,140,564	\$3,563,906	13%	345,403	423,287	23%	\$9	\$8	-7%
		First Aid/Body Care		\$3,140,564	\$3,563,906	13%	345,403	423,287	23%	\$9	\$8	-7%
		Instruments		\$26,478,210	\$19,146,104	-28%	453,895	323,888	-29%	\$58	\$59	1%
		Digital Imaging		\$11,908,165	\$7,003,052	-41%	43,465	23,169	-47%	\$274	\$302	10%
		Digital Imaging Accessories		\$2,982,816	\$2,191,890	-27%	82,887	65,130	-21%	\$36	\$34	-6%
		Portable Audio/Phone Accessories		\$11,587,229	\$9,951,162	-14%	327,543	235,589	-28%	\$35	\$42	19%
		Sport Racks		\$35,634,657	\$35,593,021	0%	256,897	218,980	-15%	\$139	\$163	17%
		Rack Parts		\$5,734,385	\$5,684,050	-1%	91,098	76,197	-16%	\$63	\$75	19%
		Top of Car Components		\$19,128,195	\$20,985,342	10%	96,358	90,178	-6%	\$199	\$233	17%
		Towers/Feet		\$6,801,910	\$4,972,915	-27%	37,820	25,243	-33%	\$180	\$197	10%
		Load Bars		\$3,970,167	\$3,950,714	0%	31,621	27,362	-13%	\$126	\$144	15%
		Winter/Snow Sports		\$1,235,373,485	\$1,336,714,998	8%	15,815,214	15,738,641	0%	\$78	\$85	9%
		Adjustable Poles		\$2,871,774	\$3,107,111	8%	36,611	41,623	14%	\$78	\$75	-5%
		Adjustable Poles		\$2,871,774	\$3,107,111	8%	36,611	41,623	14%	\$78	\$75	-5%
		Alpine Equipment		\$460,494,679	\$508,167,950	10%	1,859,022	2,005,207	8%	\$248	\$253	2%
		Alpine Bindings		\$52,252,056	\$61,952,906	19%	297,076	338,206	14%	\$176	\$183	4%
		Alpine Boots		\$191,247,434	\$206,850,362	8%	656,127	693,943	6%	\$291	\$298	2%
		Alpine Poles		\$16,042,058	\$17,910,256	12%	375,116	390,351	4%	\$43	\$46	7%
		Alpine Skis		\$200,953,131	\$221,454,426	10%	530,703	582,707	10%	\$379	\$380	0%
		Alpine Touring Equipment		\$24,386,774	\$25,573,967	5%	51,632	49,982	-3%	\$472	\$512	8%
		Alpine Touring Bindings		\$12,035,173	\$11,813,219	-2%	29,308	25,128	-14%	\$411	\$470	14%
		Alpine Touring Boots		\$6,777,882	\$8,603,426	27%	11,471	15,745	37%	\$591	\$546	-8%
		Alpine Touring Skis		\$5,573,719	\$5,157,322	-7%	10,853	9,109	-16%	\$514	\$566	10%
		Nordic Equipment		\$23,667,574	\$25,465,330	8%	187,849	192,591	3%	\$126	\$132	5%
		Nordic Bindings		\$1,693,189	\$2,061,179	22%	25,958	29,841	15%	\$65	\$69	6%
		Nordic Boots		\$8,165,066	\$9,426,900	15%	61,438	63,837	4%	\$133	\$148	11%
		Nordic Poles		\$2,175,880	\$2,263,121	4%	45,358	46,369	2%	\$48	\$49	2%
		Nordic Skis		\$11,633,439	\$11,714,130	1%	55,095	52,544	-5%	\$211	\$223	6%
		Skiboards		\$18,594	\$46,072	148%	97	208	114%	\$192	\$222	16%
		Skiboards		\$18,594	\$46,072	148%	97	208	114%	\$192	\$222	16%
		Snowboard Equipment		\$256,978,946	\$270,839,989	5%	1,072,091	1,067,311	0%	\$240	\$254	6%
		Snowboard Bindings		\$63,967,103	\$66,680,973	4%	344,142	341,355	-1%	\$186	\$195	5%
		Snowboard Boots		\$83,616,618	\$89,245,982	7%	400,953	402,058	0%	\$209	\$222	6%
		Snowboards		\$109,395,225	\$114,913,034	5%	326,996	323,898	-1%	\$335	\$355	6%
		Telemark Equipment		\$1,644,653	\$1,556,926	-5%	5,073	4,426	-13%	\$324	\$352	9%
		Telemark Bindings		\$802,137	\$705,161	-12%	3,301	2,742	-17%	\$243	\$257	6%
		Telemark Boots		\$707,991	\$748,740	6%	1,417	1,408	-1%	\$500	\$532	6%
		Telemark Skis		\$134,525	\$103,025	-23%	355	276	-22%	\$379	\$373	-1%
		Winter/Snow Accessories		\$250,424,914	\$261,355,743	4%	8,370,011	8,424,316	1%	\$30	\$31	4%
		Backcountry Accessories		\$12,606,886	\$12,888,671	2%	116,588	96,115	-18%	\$108	\$134	24%
		Other Winter/Snow Accessories		\$38,669,947	\$39,425,627	2%	5,886,895	5,925,302	1%	\$7	\$7	1%
		Snow Goggle Accessories		\$2,454,813	\$2,914,513	19%	112,657	147,006	30%	\$22	\$20	-9%
		Snow Goggles		\$98,762,038	\$102,217,855	3%	1,255,955	1,256,319	0%	\$79	\$81	3%
		Snow Protection Pads		\$1,492,162	\$1,718,207	15%	44,829	50,901	14%	\$33	\$34	1%
		Snow Sports Helmet		\$81,884,351	\$86,590,694	6%	847,919	841,408	-1%	\$97	\$103	7%
		Snowshoes		\$14,554,717	\$15,600,176	7%	105,168	107,265	2%	\$138	\$145	5%
		Winter/Snow Shop Services		\$215,077,548	\$240,540,587	12%	4,232,798	3,952,710	-7%	\$51	\$61	20%
		Winter/Snow Rentals		\$169,560,377	\$198,123,019	17%	2,674,499	2,751,518	3%	\$67	\$71	13%
		Winter/Snow Repairs		\$46,017,171	\$42,417,568	-8%	1,558,299	1,179,192	-24%	\$30	\$36	22%
		Snow Decks/Skates		\$8,029	\$61,323	664%	30	267	790%	\$268	\$230	-14%
		Snow Decks/Skates		\$8,029	\$61,323	664%	30	267	790%	\$268	\$230	-14%
Grand Total				\$4,537,988,049	\$4,520,519,248	0%	75,497,232	74,796,333	-1%	\$60	\$60	1%

Specialty Only		Current Period	Dec 2019	DOLLARS			UNITS			AVERAGE PRICE			
				Dec 2018	Dec 2019	Pct. Change	Dec 2018	Dec 2019	Pct. Change	Dec 2018	Dec 2019	Pct. Change	
Accessories	Bags			\$17,178,916	\$18,787,906	9%	264,502	288,300	9%	\$65	\$65	0%	
				\$11,406,442	\$13,368,577	17%	130,873	152,612	17%	\$87	\$88	1%	
	Backpacks			\$1,034,056	\$1,043,387	1%	9,295	8,557	-8%	\$111	\$122	10%	
		Midwest		\$44,408	\$66,400	50%	642	720	12%	\$92	\$99	33%	
		Northeast		\$58,790	\$77,670	32%	1,000	836	-16%	\$59	\$93	58%	
		South		\$14,769	\$33,790	129%	173	334	93%	\$85	\$101	19%	
		West		\$916,089	\$865,527	-6%	7,480	6,667	-11%	\$122	\$130	6%	
	Sports Equipment Bags			\$10,372,386	\$12,325,190	19%	121,578	144,055	18%	\$85	\$86	0%	
		Midwest		\$1,326,802	\$1,435,941	8%	17,169	16,906	-2%	\$77	\$85	10%	
		Northeast		\$3,997,155	\$5,608,625	40%	50,231	71,160	42%	\$80	\$79	-1%	
		South		\$1,494,877	\$1,732,954	16%	16,431	19,150	17%	\$91	\$90	-1%	
		West		\$3,553,552	\$3,547,670	0%	37,747	36,839	-2%	\$94	\$96	2%	
	Sunglasses			\$5,772,474	\$5,419,329	-6%	133,629	135,688	2%	\$43	\$40	-8%	
		Sunglasses		\$5,472,621	\$5,093,716	-7%	88,695	83,942	-5%	\$62	\$61	-2%	
			Midwest		\$594,511	\$530,260	-11%	8,216	7,698	-6%	\$72	\$69	-5%
			Northeast		\$596,755	\$566,021	-5%	9,812	10,264	5%	\$61	\$55	-9%
			South		\$659,075	\$505,947	-23%	9,151	8,290	-9%	\$72	\$61	-15%
			West		\$3,622,280	\$3,491,488	-4%	61,516	57,690	-6%	\$59	\$61	3%
		Sunglasses Accessories		\$299,853	\$325,613	9%	44,934	51,746	15%	\$7	\$6	-6%	
			Midwest		\$54,861	\$38,198	-30%	7,367	6,131	-17%	\$7	\$6	-16%
			Northeast		\$19,008	\$36,530	92%	2,720	5,104	88%	\$7	\$7	2%
			South		\$44,258	\$53,415	21%	9,126	10,880	19%	\$5	\$5	1%
			West		\$181,726	\$197,470	9%	25,721	29,631	15%	\$7	\$7	-6%
			\$40,195,190	\$40,195,190	0%	560,970	560,970	0%	\$74	\$74	0%		
Total Apparel Accessories			\$83,017,454	\$87,852,262	6%	2,270,454	2,287,093	1%	\$37	\$38	5%		
Total Apparel Accessories			\$83,017,454	\$87,852,262	6%	2,270,454	2,287,093	1%	\$37	\$38	5%		
	Midwest		\$12,341,008	\$10,581,534	-14%	352,588	291,065	-17%	\$35	\$36	4%		
	Northeast		\$19,212,913	\$28,439,067	48%	514,032	715,655	39%	\$37	\$40	6%		
	South		\$12,724,193	\$12,075,884	-5%	393,158	349,205	-11%	\$32	\$35	7%		
	West		\$38,739,340	\$36,755,777	-5%	1,010,676	931,168	-8%	\$38	\$39	3%		
	Total Cold Weather Undergarments			\$27,417,496	\$27,445,247	0%	466,629	456,467	-2%	\$59	\$60	2%	
Total Cold Weather Undergarments			\$27,417,496	\$27,445,247	0%	466,629	456,467	-2%	\$59	\$60	2%		
	Midwest		\$3,707,417	\$2,980,295	-20%	59,853	47,371	-21%	\$62	\$63	2%		
	Northeast		\$5,938,550	\$7,524,494	27%	102,798	130,532	27%	\$58	\$58	0%		
	South		\$7,019,353	\$6,685,632	-5%	130,264	122,210	-6%	\$54	\$55	2%		
	West		\$10,752,176	\$10,254,826	-5%	173,714	156,354	-10%	\$62	\$66	6%		
	Total Outerwear			\$257,165,401	\$241,461,739	-6%	1,661,414	1,521,612	-8%	\$155	\$159	3%	
Total Outerwear Bottoms			\$69,000,936	\$71,060,091	3%	495,271	483,087	-2%	\$139	\$147	6%		
	Midwest		\$5,652,331	\$5,402,364	-4%	49,307	44,887	-9%	\$115	\$120	5%		
	Northeast		\$18,038,497	\$23,692,111	31%	132,786	162,092	22%	\$136	\$146	8%		
	South		\$17,626,759	\$15,688,921	-11%	136,396	117,686	-14%	\$129	\$133	3%		
	West		\$27,683,349	\$26,276,695	-5%	176,782	158,422	-10%	\$157	\$166	6%		
	Total Outerwear Suits/Sets			\$850,343	\$1,054,558	24%	6,797	6,763	-1%	\$125	\$156	25%	
	Midwest		\$46,215	\$63,902	38%	428	329	-23%	\$108	\$194	80%		
	Northeast		\$242,735	\$315,087	30%	1,799	1,583	-12%	\$135	\$199	48%		
	South		\$189,334	\$243,421	29%	1,941	1,770	-9%	\$98	\$138	41%		
	West		\$372,059	\$432,148	16%	2,629	3,081	17%	\$142	\$140	-1%		
	Total Outerwear Tops			\$187,314,122	\$169,347,090	-10%	1,159,346	1,031,762	-11%	\$162	\$164	2%	
	Midwest		\$30,071,289	\$23,030,406	-23%	206,255	147,607	-28%	\$146	\$156	7%		
	Northeast		\$48,843,726	\$46,645,021	-5%	269,490	258,698	-4%	\$181	\$180	-1%		
	South		\$40,188,268	\$36,397,085	-9%	263,469	237,127	-10%	\$153	\$153	1%		
	West		\$68,210,839	\$63,274,578	-7%	420,132	388,330	-8%	\$162	\$163	0%		
	Total Socks/Hosiery			\$16,357,799	\$18,151,523	11%	804,047	873,050	9%	\$20	\$21	2%	
Total Socks			\$16,357,799	\$18,151,523	11%	804,047	873,050	9%	\$20	\$21	2%		
	Midwest		\$1,961,457	\$1,507,261	-23%	86,904	70,794	-19%	\$23	\$21	-6%		
	Northeast		\$3,798,689	\$5,861,438	54%	193,101	287,169	49%	\$20	\$20	4%		
	South		\$3,772,578	\$3,795,892	1%	195,229	191,219	-2%	\$19	\$20	3%		
	West		\$6,825,075	\$6,986,932	2%	328,813	323,868	-2%	\$21	\$22	4%		
	Total Sportswear			\$32,979,194	\$33,288,419	1%	435,942	467,454	7%	\$76	\$71	-6%	
Total Tops			\$32,542,397	\$32,840,730	1%	430,073	461,327	7%	\$76	\$71	-6%		
	Midwest		\$6,954,672	\$6,757,050	-3%	111,351	112,091	1%	\$62	\$60	-3%		
	Northeast		\$8,909,045	\$7,953,088	-11%	104,114	113,615	9%	\$86	\$70	-18%		
	South		\$4,162,811	\$4,751,957	14%	61,363	66,686	9%	\$68	\$71	5%		
	West		\$12,515,869	\$13,378,635	7%	153,245	168,935	10%	\$82	\$79	-3%		
	Total Bottoms			\$436,797	\$447,689	2%	5,869	6,127	4%	\$74	\$73	-2%	
	Midwest		\$28,254	\$24,711	-13%	471	593	26%	\$60	\$42	-31%		
	Northeast		\$140,763	\$155,978	11%	2,074	2,143	3%	\$68	\$73	7%		
	South		\$48,827	\$30,439	-38%	691	531	-23%	\$71	\$57	-19%		
	West		\$218,953	\$236,561	8%	2,633	2,860	9%	\$83	\$83	-1%		
				\$518,543,360	\$585,735,658	13%	6,945,510	7,158,293	3%	\$75	\$82	10%	
Equipment	Accessories			\$9,885,428	\$9,468,041	-4%	163,549	173,366	6%	\$60	\$55	-10%	
				\$804,610	\$866,334	8%	74,413	98,401	32%	\$11	\$9	-19%	
	First Aid/Body Care			\$30,560	\$26,613	-13%	4,041	3,576	-12%	\$8	\$7	-2%	
		Midwest		\$56,156	\$112,152	100%	6,801	15,978	135%	\$8	\$7	-15%	
		Northeast		\$31,185	\$49,560	59%	2,776	5,219	88%	\$11	\$9	-15%	
		South		\$686,709	\$678,009	-1%	60,795	73,628	21%	\$11	\$9	-18%	
		West		\$5,559,625	\$4,625,880	-17%	71,491	59,101	-17%	\$78	\$78	1%	
	Instruments			\$575,765	\$418,011	-27%	7,543	5,864	-22%	\$76	\$71	-7%	
		Midwest		\$464,481	\$383,077	-18%	5,927	5,160	-13%	\$78	\$74	-5%	
		Northeast		\$199,842	\$507,099	154%	3,838	4,768	24%	\$52	\$106	104%	
		South		\$4,319,537	\$3,317,693	-23%	54,183	43,309	-20%	\$80	\$77	-4%	
		West		\$3,521,193	\$3,975,827	13%	17,645	15,864	-10%	\$200	\$251	26%	
	Sport Racks			\$720,278	\$501,357	-30%	4,030	2,287	-43%	\$179	\$219	23%	
		Midwest		\$1,082,344	\$1,543,386	43%	4,994	5,492	10%	\$217	\$281	30%	
		Northeast		\$573,197	\$607,810	6%	2,735	1,992	-27%	\$210	\$305	46%	
		South		\$1,145,374	\$1,323,274	16%	5,886	6,093	4%	\$195	\$217	12%	
		West		\$508,657,932	\$576,267,617	13%	6,781,961	6,984,927	3%	\$75	\$83	10%	
	Winter/Snow Sports				\$508,657,932	\$576,267,617	13%	6,781,961	6,984,927	3%	\$75	\$83	10%
	Grand Total				\$952,659,620	\$1,012,722,754	6%	12,848,498	13,052,269	2%	\$74	\$78	5%

Specialty Only	Season to date	STD (Aug'19 - Dec'19)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change	STD (Aug'18 - Dec'18)	STD (Aug'19 - Dec'19)	Pct. Change
Accessories	Bags	Backpacks	\$18,525,562	\$19,998,281	8%	225,641	236,856	5%	\$82	\$84	3%
			\$1,652,144	\$1,741,613	5%	14,948	13,942	-7%	\$111	\$125	13%
			\$79,303	\$108,213	36%	969	1,159	20%	\$82	\$93	14%
			\$118,494	\$138,347	17%	1,803	1,518	-16%	\$66	\$91	39%
			\$22,665	\$64,073	183%	277	663	139%	\$82	\$97	18%
			\$1,431,682	\$1,430,980	0%	11,899	10,602	-11%	\$120	\$135	12%
			\$16,873,418	\$18,256,668	8%	210,693	222,914	6%	\$80	\$82	2%
			\$1,968,814	\$2,063,977	5%	24,271	25,473	5%	\$77	\$85	10%
			\$7,326,603	\$8,447,690	15%	99,901	113,424	14%	\$73	\$74	2%
			\$2,418,098	\$2,772,155	15%	27,999	31,714	13%	\$86	\$87	1%
			\$5,159,903	\$4,972,846	-4%	57,320	53,505	-7%	\$90	\$93	3%
			\$16,626,535	\$17,105,647	3%	356,435	378,230	6%	\$47	\$45	-3%
		Sunglasses	\$15,820,736	\$16,219,399	3%	250,450	263,116	5%	\$63	\$62	-2%
			\$2,104,056	\$2,364,682	12%	28,360	33,651	19%	\$74	\$70	-5%
			\$1,871,691	\$2,262,724	21%	32,463	39,741	22%	\$58	\$57	-1%
			\$1,783,478	\$1,554,021	-13%	28,107	25,363	-10%	\$63	\$61	-3%
			\$10,061,511	\$10,037,972	0%	161,520	164,361	2%	\$62	\$61	-2%
		Sunglasses Accessories	\$805,799	\$886,248	10%	105,985	115,114	9%	\$8	\$8	1%
			\$119,982	\$136,546	14%	15,017	17,558	17%	\$8	\$8	-3%
			\$89,043	\$88,504	-1%	11,650	11,119	-5%	\$8	\$8	4%
			\$131,491	\$140,749	7%	21,500	21,939	2%	\$6	\$6	5%
			\$465,283	\$520,449	12%	57,818	64,498	12%	\$8	\$8	0%
Apparel	Total Apparel Accessories	Total Apparel Accessories	\$812,128,468	\$767,243,636	-6%	10,597,455	10,419,644	-2%	\$77	\$74	-4%
			\$127,638,454	\$132,245,182	4%	3,693,337	3,679,971	0%	\$35	\$36	4%
			\$127,638,454	\$132,245,182	4%	3,693,337	3,679,971	0%	\$35	\$36	4%
			\$22,212,854	\$17,679,822	-20%	666,630	523,083	-22%	\$33	\$34	1%
			\$33,728,798	\$45,376,754	35%	991,985	1,235,446	25%	\$34	\$37	8%
			\$18,861,469	\$18,078,524	-4%	597,347	541,754	-9%	\$32	\$33	6%
			\$52,835,333	\$51,110,082	-3%	1,437,375	1,379,688	-4%	\$37	\$37	1%
			\$46,562,234	\$46,961,504	1%	848,440	837,612	-1%	\$55	\$56	2%
		Total Cold Weather Undergarment	\$46,562,234	\$46,961,504	1%	848,440	837,612	-1%	\$55	\$56	2%
			\$8,423,378	\$6,288,679	-25%	135,386	105,772	-22%	\$62	\$59	-4%
			\$11,164,780	\$14,297,438	28%	223,996	275,914	23%	\$52	\$52	4%
			\$10,962,285	\$10,906,453	-1%	210,093	202,489	-4%	\$52	\$54	3%
			\$16,011,791	\$15,468,934	-3%	278,965	253,437	-9%	\$57	\$61	6%
		Total Outerwear	\$542,194,060	\$492,510,993	-9%	3,778,456	3,466,441	-8%	\$143	\$142	-1%
			\$118,107,805	\$118,434,075	0%	902,315	885,034	-2%	\$131	\$134	2%
			\$121,743,142	\$9,872,567	-23%	109,245	95,112	-13%	\$117	\$104	-11%
			\$34,694,185	\$42,339,132	22%	320,961	275,922	-16%	\$112	\$132	5%
			\$26,776,934	\$24,682,677	-8%	213,147	191,536	-10%	\$126	\$129	3%
			\$43,893,444	\$41,539,699	-5%	304,001	277,425	-9%	\$144	\$150	4%
		Total Outerwear Suits/Sets	\$2,334,289	\$3,282,394	41%	18,981	31,869	68%	\$123	\$103	-16%
			\$243,276	\$194,392	-20%	2,341	1,596	-32%	\$104	\$122	17%
			\$1,194,835	\$1,903,123	59%	8,406	18,165	116%	\$142	\$105	-26%
			\$324,942	\$413,000	27%	3,582	3,612	1%	\$91	\$114	26%
			\$571,236	\$771,879	35%	4,652	8,496	83%	\$123	\$91	-26%
		Total Outerwear Tops	\$421,751,966	\$370,794,524	-12%	2,857,160	2,549,538	-11%	\$148	\$145	-1%
			\$92,693,676	\$60,445,420	-35%	634,924	415,653	-35%	\$146	\$145	0%
			\$122,874,710	\$115,787,895	-6%	781,838	751,455	-4%	\$157	\$154	-2%
			\$73,934,232	\$69,274,422	-6%	519,640	488,826	-6%	\$142	\$142	0%
			\$132,249,348	\$125,286,787	-5%	920,758	893,604	-3%	\$140	\$140	0%
		Total Socks/Hosiery	\$24,018,471	\$26,982,878	12%	1,251,475	1,376,650	10%	\$19	\$20	2%
			\$24,018,471	\$26,982,878	12%	1,251,475	1,376,650	10%	\$19	\$20	2%
		Total Socks	\$2,682,443	\$2,242,686	-16%	126,226	110,055	-13%	\$21	\$20	-4%
			\$6,442,041	\$9,593,679	49%	354,499	512,104	44%	\$18	\$19	3%
			\$5,389,689	\$5,348,675	-1%	289,411	276,032	-5%	\$19	\$19	4%
			\$9,504,298	\$9,797,838	3%	481,339	478,459	-1%	\$20	\$20	4%
Equipment	Total Sportswear	Total Tops	\$71,715,249	\$68,543,079	-4%	1,025,747	1,058,970	3%	\$70	\$65	-8%
			\$70,872,281	\$67,861,642	-4%	1,012,414	1,048,520	4%	\$65	\$70	8%
			\$20,259,512	\$14,886,298	-27%	306,873	257,053	-16%	\$66	\$58	-12%
			\$18,729,463	\$17,364,048	-7%	259,718	277,612	7%	\$72	\$63	-13%
			\$7,893,519	\$9,235,278	17%	125,239	139,424	11%	\$63	\$66	5%
			\$23,989,787	\$26,376,018	10%	320,584	374,431	17%	\$75	\$70	-6%
		Total Bottoms	\$842,968	\$681,437	-19%	13,333	10,456	-22%	\$63	\$65	3%
			\$85,847	\$42,515	-50%	1,081	1,199	11%	\$79	\$35	-55%
			\$330,840	\$267,877	-19%	6,417	4,192	-35%	\$52	\$64	24%
			\$78,395	\$49,182	-37%	1,154	890	-23%	\$68	\$55	-19%
			\$347,886	\$321,863	-7%	4,681	4,169	-11%	\$74	\$77	4%
	Accessories	First Aid/Body Care	\$20,722,850	\$19,735,380	-5%	340,921	355,284	4%	\$61	\$56	-9%
			\$1,707,804	\$1,954,307	14%	158,081	202,839	28%	\$11	\$10	-11%
			\$60,266	\$78,686	31%	7,998	9,051	13%	\$8	\$9	15%
			\$149,755	\$201,424	35%	16,684	26,167	57%	\$9	\$8	-14%
			\$96,429	\$136,519	42%	8,010	12,788	60%	\$12	\$11	-11%
			\$1,401,354	\$1,537,678	10%	125,389	154,833	23%	\$11	\$10	-11%
		Instruments	\$8,969,547	\$7,486,429	-17%	117,534	96,719	-18%	\$77	\$77	1%
			\$941,817	\$628,500	-33%	13,004	9,543	-27%	\$72	\$66	-9%
			\$881,962	\$717,291	-19%	12,506	9,702	-22%	\$71	\$74	5%
			\$516,222	\$1,029,587	99%	7,985	9,196	15%	\$65	\$112	73%
			\$6,629,546	\$5,111,051	-23%	84,039	68,278	-19%	\$79	\$75	-5%
		Sport Racks	\$10,045,499	\$10,294,644	2%	65,306	55,726	-15%	\$154	\$185	20%
			\$2,389,361	\$1,546,553	-35%	20,577	10,225	-50%	\$116	\$151	30%
			\$3,675,625	\$4,345,040	18%	21,667	21,667	0%	\$207	\$201	-3%
			\$1,589,868	\$1,438,463	-10%	8,432	5,435	-36%	\$189	\$265	40%
			\$2,390,645	\$2,964,588	24%	15,590	18,397	18%	\$153	\$161	5%
		Winter/Snow Sports	\$972,694,104	\$1,079,586,933	11%	10,657,435	10,988,478	3%	\$91	\$98	8%
			\$1,430,235	\$1,750,898	22%	19,661	26,760	36%	\$73	\$65	-10%
			\$149,225	\$95,574	-36%	2,427	1,444	-41%	\$61	\$66	8%
			\$250,508	\$508,410	103%	3,542	9,320	163%	\$71	\$55	-23%
			\$37,092	\$36,182	-2%	514	567	10%	\$72	\$64	-12%
			\$993,410	\$1,110,732	12%	13,178	15,429	17%	\$75	\$72	-5%
		Alpine Equipment	\$389,940,881	\$437,550,653	12%	1,577,872	1,753,293	11%	\$247	\$250	1%
			\$51,935,723	\$57,223,298	10%	239,210	284,010	19%	\$217	\$201	-7%
			\$124,191,591	\$156,844,698	26%	489,525	615,842	26%	\$254	\$255	0%
			\$30,348,299	\$32,902,403	8%	119,385	124,835	5%	\$254	\$264	4%
			\$183,465,268	\$190,580,254	4%	729,752	728,606	0%	\$251	\$262	4%
		Alpine Touring Equipment	\$13,002,134	\$15,149,779	17%	24,870	28,522	15%	\$523	\$531	2%
			\$390,344	\$781,700	100%	914	1,891	107%	\$427	\$413	-3%
			\$1,158,957	\$2,671,713	131%	2,659	5,491	107%	\$436	\$487	12%
			\$122,475	\$250,665	105%	237	549	132%	\$517	\$457	-12%
			\$11,330,358	\$11,445,701	1%	21,060	20,591	-2%	\$538	\$556	3%

Nordic Equipment	\$16,803,722	\$19,617,090	17%	136,442	149,188	9%	\$123	\$131	7%
Midwest	\$3,680,722	\$1,750,793	-52%	35,269	18,423	-48%	\$104	\$95	-9%
Northeast	\$8,718,165	\$14,126,524	62%	65,833	102,834	56%	\$132	\$137	4%
South	\$59,163	\$74,731	26%	476	560	18%	\$124	\$133	7%
West	\$4,345,672	\$3,665,042	-16%	34,864	27,371	-21%	\$125	\$134	7%
Skiboards	\$9,183	\$26,416	188%	56	120	114%	\$164	\$220	34%
Midwest	\$7,459	\$1,606	-78%	31	9	-71%	\$241	\$178	-26%
Northeast	\$1,724	\$22,541	1207%	25	94	276%	\$69	\$240	248%
South	\$0	\$0		0	0				
West	\$0	\$2,269		0	17			\$133	
Snow Decks/Skates	\$8,029	\$48,304	502%	27	163	504%	\$297	\$296	0%
Midwest	\$0	\$48,304		0	163			\$296	
Northeast	\$0	\$0		0	0				
West	\$8,029	\$0	-100%	27	0	-100%	\$297		
Snowboard Equipment	\$171,628,796	\$182,948,255	7%	716,961	728,480	2%	\$239	\$251	5%
Midwest	\$19,472,293	\$23,901,605	23%	94,664	107,537	14%	\$206	\$222	8%
Northeast	\$53,074,389	\$58,253,607	10%	220,352	234,090	6%	\$241	\$249	3%
South	\$13,934,898	\$13,406,331	-4%	58,722	52,481	-11%	\$237	\$255	8%
West	\$85,147,216	\$87,386,712	3%	343,223	334,372	-3%	\$248	\$261	5%
Telemark Equipment	\$864,805	\$881,729	2%	2,725	2,486	-9%	\$317	\$355	12%
Midwest	-\$793	-\$26,503	3242%	17	14	-18%	-\$47	-\$1,893	3958%
Northeast	\$174,654	\$278,611	60%	682	830	22%	\$256	\$336	31%
South	\$1,565	\$0	-100%	8	0	-100%	\$196		
West	\$689,379	\$629,621	-9%	2,018	1,642	-19%	\$342	\$383	12%
Winter/Snow Accessories	\$164,441,056	\$181,161,375	10%	3,958,961	4,353,349	10%	\$42	\$42	0%
Midwest	\$16,692,161	\$18,646,174	12%	389,459	409,350	5%	\$43	\$46	6%
Northeast	\$37,786,327	\$48,732,507	29%	797,952	981,750	23%	\$47	\$50	5%
South	\$16,911,246	\$18,965,392	12%	386,292	407,277	5%	\$44	\$47	6%
West	\$93,051,322	\$94,817,302	2%	2,385,258	2,554,972	7%	\$39	\$37	-5%
Winter/Snow Shop Services	\$214,565,263	\$240,452,434	12%	4,219,860	3,946,117	-6%	\$51	\$61	20%
Midwest	\$4,955,762	\$4,311,811	-13%	124,292	93,716	-25%	\$40	\$46	15%
Northeast	\$44,098,202	\$35,459,429	-20%	859,373	751,800	-13%	\$51	\$47	-8%
South	\$1,593,253	\$1,960,052	23%	25,820	29,403	14%	\$62	\$67	8%
West	\$163,918,046	\$198,721,142	21%	3,210,375	3,071,198	-4%	\$51	\$65	27%
Grand Total	\$1,840,697,519	\$1,903,669,877	3%	22,177,887	22,378,492	1%	\$83	\$85	2%