

US Snow Industry Retail Market Report

Updated April 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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Table of Contents

Click the section name you wish to visit to view the page. To return to this Main Table of Contents, click on the NPD Logo in the top left corner of the page. Hovering over each page name will display a screen tip to note where it will take you.

About NPD

Company Profile

Channel Information

Channel Definitions
Retailers by Channel

Top Line Sales Reports

Current Period
Season to Date
Specialty Regional Current Period
Specialty Regional Season to Data

Methodology

POS Methodology

Category Information

POS Category Hierarchy
POS Category Definitions



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	

Document classification: Client/Third Party Confidential

Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Female I/T Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Girl's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Male I/T Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Men's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Women's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Bottoms	Total Pants	Boy's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Boy's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Female I/T Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Female I/T Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Girl's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Girl's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	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 systems 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/fixed 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 slope meters, 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 provided 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	February-20	DOLLARS			UNITS			AVERAGE PRICE		
				February-19	February-20	Pct. Change	February-19	February-20	Pct. Change	February-19	February-20	Pct. Change
Total Sales				\$875,398,478	\$890,195,206	2%	16,779,826	17,249,999	3%	\$52	\$52	-1%
	Men's			\$486,558,628	\$502,654,268	3%	9,276,592	9,724,225	5%	\$52	\$52	-1%
		Accessories Total		\$24,626,174	\$32,371,496	31%	426,928	537,389	26%	\$58	\$60	4%
		Bags		\$11,774,057	\$14,528,660	23%	120,332	146,413	22%	\$98	\$99	1%
		Backpacks		\$1,913,177	\$2,066,544	8%	10,546	14,600	38%	\$181	\$142	-22%
		Technical Packs		\$1,913,177	\$2,066,544	8%	10,546	14,600	38%	\$181	\$142	-22%
		Sports Equipment Bags		\$9,860,880	\$12,462,116	26%	109,786	131,813	20%	\$90	\$95	5%
		Sports Equipment Bags		\$9,860,880	\$12,462,116	26%	109,786	131,813	20%	\$90	\$95	5%
		Sunglasses		\$12,852,117	\$17,842,836	39%	306,596	390,976	28%	\$42	\$46	9%
		Sunglasses		\$12,056,179	\$16,820,082	40%	203,700	273,736	34%	\$59	\$61	4%
		Sunglasses		\$12,056,179	\$16,820,082	40%	203,700	273,736	34%	\$59	\$61	4%
		Sunglasses Accessories		\$795,938	\$1,022,754	28%	102,896	117,240	14%	\$8	\$9	13%
		Other Eyewear Accessories		\$128,657	\$181,206	41%	32,057	35,314	10%	\$4	\$5	28%
		Sunglass Cases		\$55,569	\$58,888	6%	5,472	5,475	0%	\$10	\$11	6%
		Sunglass Lenses		\$65,346	\$127,211	95%	852	1,718	102%	\$77	\$74	-3%
		Sunglass Tethers		\$546,366	\$655,449	20%	64,515	74,733	16%	\$8	\$9	4%
		Apparel Total		\$245,411,362	\$225,750,284	-8%	4,586,500	4,229,228	-8%	\$54	\$53	0%
		Total Apparel Accessories		\$57,096,985	\$47,703,821	-16%	1,954,381	1,582,634	-19%	\$29	\$30	3%
		Total Apparel Accessories		\$57,096,985	\$47,703,821	-16%	1,954,381	1,582,634	-19%	\$29	\$30	3%
		Total Handwear		\$33,042,494	\$27,120,221	-18%	785,712	610,212	-22%	\$42	\$44	6%
		Total Headwear		\$24,054,491	\$20,583,600	-14%	1,168,669	972,422	-17%	\$21	\$21	3%
		Total Cold Weather Undergarments		\$14,729,173	\$12,730,125	-14%	330,188	275,555	-17%	\$45	\$46	4%
		Total Cold Weather Undergarments		\$14,729,173	\$12,730,125	-14%	330,188	275,555	-17%	\$45	\$46	4%
		Total Cold Weather Undergar		\$14,729,173	\$12,730,125	-14%	330,188	275,555	-17%	\$45	\$46	4%
		Total Outerwear		\$141,122,614	\$127,341,597	-10%	1,319,007	1,205,325	-9%	\$107	\$106	-1%
		Total Outerwear Bottoms		\$33,153,654	\$31,265,903	-6%	317,475	269,690	-15%	\$104	\$116	11%
		Total Outerwear Bottoms		\$33,153,654	\$31,265,903	-6%	317,475	269,690	-15%	\$104	\$116	11%
		Total Outerwear Suits/Sets		\$739,370	\$277,876	-62%	29,600	9,526	-68%	\$25	\$29	17%
		Total Outerwear Suits/Sets		\$739,370	\$277,876	-62%	29,600	9,526	-68%	\$25	\$29	17%
		Total Outerwear Tops		\$107,229,590	\$95,797,818	-11%	971,932	926,109	-5%	\$110	\$103	-6%
		Total Outerwear Tops		\$107,229,590	\$95,797,818	-11%	971,932	926,109	-5%	\$110	\$103	-6%
		Total Socks/Hosiery		\$5,968,449	\$5,649,368	-5%	301,517	272,078	-10%	\$20	\$21	5%
		Total Socks		\$5,968,449	\$5,649,368	-5%	301,517	272,078	-10%	\$20	\$21	5%
		Total Socks		\$5,968,449	\$5,649,368	-5%	301,517	272,078	-10%	\$20	\$21	5%
		Total Sportswear		\$26,494,141	\$32,325,373	22%	681,407	893,636	31%	\$39	\$36	-7%
		Total Tops		\$26,441,836	\$32,288,617	22%	680,778	893,030	31%	\$39	\$36	-7%
		Total Knit Shirts		\$1,546,106	\$1,413,945	-9%	36,916	39,741	8%	\$42	\$36	-15%
		Total Sweaters		\$2,729,123	\$2,412,745	-12%	39,047	31,292	-20%	\$70	\$77	10%
		Total Sweatshirts		\$22,166,607	\$28,461,927	28%	604,815	821,997	36%	\$37	\$35	-6%
		Total Bottoms		\$52,305	\$36,756	-30%	629	606	-4%	\$83	\$61	-27%
		Total Pants		\$52,305	\$36,756	-30%	629	606	-4%	\$83	\$61	-27%
		Equipment Total		\$216,521,092	\$244,532,488	13%	4,263,164	4,957,608	16%	\$51	\$49	-3%
		Accessories		\$5,428,048	\$7,568,520	39%	152,615	386,880	154%	\$36	\$20	-45%
		First Aid/Body Care		\$882,670	\$2,593,526	194%	100,430	330,916	229%	\$9	\$8	-11%
		First Aid/Body Care		\$882,670	\$2,593,526	194%	100,430	330,916	229%	\$9	\$8	-11%
		Instruments		\$1,106,731	\$1,111,345	0%	32,346	36,147	12%	\$34	\$31	-10%
		Digital Imaging		\$113,647	\$23,582	-79%	552	146	-74%	\$206	\$162	-22%
		Digital Imaging Accessories		\$970,800	\$1,076,585	11%	30,809	35,377	15%	\$32	\$30	-3%
		Portable Audio/Phone Acces		\$22,284	\$11,178	-50%	985	624	-37%	\$23	\$18	-21%
		Sport Racks		\$3,438,647	\$3,863,649	12%	19,839	19,817	0%	\$173	\$195	12%
		Rack Parts		\$579,300	\$636,498	10%	7,427	7,112	-4%	\$78	\$89	15%
		Top of Car Components		\$1,916,217	\$2,325,922	21%	6,983	7,577	9%	\$274	\$307	12%
		Towers/Feet		\$593,510	\$579,343	-2%	2,867	2,764	-4%	\$207	\$210	1%
		Load Bars		\$349,620	\$321,886	-8%	2,562	2,364	-8%	\$136	\$136	0%
		Winter/Snow Sports		\$211,093,044	\$236,963,968	12%	4,110,549	4,570,728	11%	\$51	\$52	1%
		Adjustable Poles		\$757,425	\$1,041,425	37%	8,341	10,076	21%	\$91	\$103	14%
		Adjustable Poles		\$757,425	\$1,041,425	37%	8,341	10,076	21%	\$91	\$103	14%
		Alpine Equipment		\$56,558,768	\$56,848,976	1%	192,150	198,492	3%	\$294	\$286	-3%
		Alpine Bindings		\$9,092,530	\$10,493,093	15%	46,777	54,134	16%	\$194	\$194	0%
		Alpine Boots		\$22,507,463	\$21,479,366	-5%	55,074	50,919	-8%	\$409	\$422	3%
		Alpine Poles		\$2,503,395	\$2,620,248	5%	47,161	48,800	3%	\$53	\$54	1%
		Alpine Skis		\$22,455,380	\$22,256,269	-1%	43,138	44,639	3%	\$521	\$499	-4%
		Alpine Touring Equipment		\$4,902,364	\$7,396,171	51%	9,687	13,953	44%	\$506	\$530	5%
		Alpine Touring Bindings		\$2,605,603	\$3,583,433	38%	5,868	7,865	34%	\$444	\$456	3%
		Alpine Touring Boots		\$1,427,210	\$2,250,615	58%	2,404	3,788	58%	\$594	\$594	0%
		Alpine Touring Skis		\$869,551	\$1,562,123	80%	1,415	2,300	63%	\$615	\$679	11%
		Nordic Equipment		\$4,988,601	\$4,437,280	-11%	40,186	34,487	-14%	\$124	\$129	4%
		Nordic Bindings		\$403,728	\$384,419	-5%	5,857	5,575	-5%	\$69	\$69	0%
		Nordic Boots		\$1,608,760	\$1,551,951	-4%	11,441	9,572	-16%	\$141	\$162	15%
		Nordic Poles		\$583,143	\$485,585	-17%	11,996	10,649	-11%	\$49	\$46	-6%
		Nordic Skis		\$2,392,970	\$2,015,325	-16%	10,892	8,691	-20%	\$220	\$232	6%
		Skiboards		\$3,907	\$15,730	303%	19	83	337%	\$206	\$190	-8%

	Skiboards	\$3,907	\$15,730	303%	19	83	337%	\$206	\$190	-8%
	Snow Decks/Skates	\$3,076	\$3,595	17%	12	13	8%	\$256	\$277	8%
	Snow Decks/Skates	\$3,076	\$3,595	17%	12	13	8%	\$256	\$277	8%
	Snowboard Equipment	\$34,176,322	\$34,178,812	0%	122,946	120,622	-2%	\$278	\$283	2%
	Snowboard Bindings	\$8,656,897	\$8,224,381	-5%	40,910	37,660	-8%	\$212	\$218	3%
	Snowboard Boots	\$11,179,387	\$11,813,791	6%	46,213	48,219	4%	\$242	\$245	1%
	Snowboards	\$14,340,038	\$14,140,640	-1%	35,823	34,743	-3%	\$400	\$407	2%
	Telemark Equipment	\$442,057	\$513,726	16%	1,773	1,725	-3%	\$249	\$298	19%
	Telemark Bindings	\$244,524	\$248,189	1%	1,374	1,129	-18%	\$178	\$220	24%
	Telemark Boots	\$194,017	\$227,871	17%	389	433	11%	\$499	\$526	6%
	Telemark Skis	\$3,516	\$37,666	971%	10	163	1530%	\$352	\$231	-34%
	Winter/Snow Accessories	\$80,563,896	\$91,836,309	14%	3,159,278	3,676,906	16%	\$26	\$25	-2%
	Backcountry Accessories	\$3,299,840	\$3,844,523	17%	32,129	34,244	7%	\$103	\$112	9%
	Other Winter/Snow Accessor	\$18,124,142	\$21,308,788	18%	2,520,799	2,927,500	16%	\$7	\$7	1%
	Snow Goggle Accessories	\$562,424	\$683,291	21%	15,979	16,199	1%	\$35	\$42	20%
	Snow Goggles	\$36,011,458	\$45,750,158	27%	386,940	509,622	32%	\$93	\$90	-4%
	Snow Protection Pads	\$668,829	\$855,837	28%	23,349	27,943	20%	\$29	\$31	7%
	Snow Sports Helmet	\$19,120,589	\$17,870,039	-7%	163,431	152,865	-6%	\$117	\$117	0%
	Snowshoes	\$2,776,614	\$1,523,673	-45%	16,651	8,533	-49%	\$167	\$179	7%
	Winter/Snow Shop Services	\$28,696,628	\$40,691,944	42%	576,157	514,371	-11%	\$50	\$79	59%
	Winter/Snow Rentals	\$18,843,665	\$31,864,342	69%	205,380	248,752	21%	\$92	\$128	40%
	Winter/Snow Repairs	\$9,852,963	\$8,827,602	-10%	370,777	265,619	-28%	\$27	\$33	25%
Not Specified		\$82,583,103	\$106,850,055	29%	2,724,322	3,003,267	10%	\$30	\$36	17%
	Equipment Total	\$82,583,103	\$106,850,055	29%	2,724,322	3,003,267	10%	\$30	\$36	17%
	Accessories	\$6,307,760	\$7,776,034	23%	131,045	82,760	-37%	\$48	\$94	95%
	First Aid/Body Care	\$9,909	\$41,542	319%	817	7,443	811%	\$12	\$6	-54%
	First Aid/Body Care	\$9,909	\$41,542	319%	817	7,443	811%	\$12	\$6	-54%
	Instruments	\$4,746,414	\$6,117,446	29%	121,993	67,558	-45%	\$39	\$91	133%
	Digital Imaging	\$1,946,281	\$2,967,706	52%	7,378	8,790	19%	\$264	\$338	28%
	Digital Imaging Accessories	\$43,924	\$48,019	9%	846	1,420	68%	\$52	\$34	-35%
	Portable Audio/Phone Acces	\$2,756,209	\$3,101,721	13%	113,769	57,348	-50%	\$24	\$54	123%
	Sport Racks	\$1,551,437	\$1,617,046	4%	8,235	7,759	-6%	\$188	\$208	11%
	Rack Parts	\$93,119	\$74,589	-20%	1,536	1,129	-26%	\$61	\$66	9%
	Top of Car Components	\$1,275,142	\$1,394,066	9%	5,534	5,918	7%	\$230	\$236	2%
	Towers/Feet	\$61,759	\$46,498	-25%	298	212	-29%	\$207	\$219	6%
	Load Bars	\$121,417	\$101,893	-16%	867	500	-42%	\$140	\$204	46%
	Winter/Snow Sports	\$76,275,343	\$99,074,021	30%	2,593,277	2,920,507	13%	\$29	\$34	15%
	Adjustable Poles	\$68,822	\$56,868	-17%	826	698	-15%	\$83	\$81	-2%
	Adjustable Poles	\$68,822	\$56,868	-17%	826	698	-15%	\$83	\$81	-2%
	Alpine Equipment	\$2,929,984	\$2,978,183	2%	24,885	23,143	-7%	\$118	\$129	9%
	Alpine Bindings	\$1,184,299	\$1,150,358	-3%	6,444	5,470	-15%	\$184	\$210	14%
	Alpine Boots	\$615,643	\$784,692	27%	5,601	4,985	-11%	\$110	\$157	43%
	Alpine Poles	\$638,121	\$625,628	-2%	11,644	11,826	2%	\$55	\$53	-3%
	Alpine Skis	\$491,921	\$417,505	-15%	1,196	862	-28%	\$411	\$484	18%
	Alpine Touring Equipment	\$233,402	\$253,711	9%	523	544	4%	\$446	\$466	5%
	Alpine Touring Bindings	\$152,163	\$176,123	16%	419	445	6%	\$363	\$396	9%
	Alpine Touring Boots	\$7,832	\$5,765	-26%	30	26	-13%	\$261	\$222	-15%
	Alpine Touring Skis	\$73,407	\$71,823	-2%	74	73	-1%	\$992	\$984	-1%
	Nordic Equipment	\$849,809	\$436,833	-49%	5,097	2,643	-48%	\$167	\$165	-1%
	Nordic Bindings	\$35,955	\$37,930	5%	744	536	-28%	\$48	\$71	46%
	Nordic Boots	\$48,029	\$14,205	-70%	391	32	-92%	\$123	\$444	261%
	Nordic Poles	\$71,972	\$26,861	-63%	976	400	-59%	\$74	\$67	-9%
	Nordic Skis	\$693,853	\$357,837	-48%	2,986	1,675	-44%	\$232	\$214	-8%
	Skiboards									
	Skiboards									
	Snow Decks/Skates		\$650			3			\$217	
	Snow Decks/Skates		\$650			3			\$217	
	Snowboard Equipment	\$2,256,570	\$2,151,187	-5%	8,230	8,613	5%	\$274	\$250	-9%
	Snowboard Bindings	\$1,193,543	\$1,483,629	24%	5,209	7,011	35%	\$229	\$212	-8%
	Snowboard Boots	\$170,376	\$12,867	-92%	1,039	42	-96%	\$164	\$306	87%
	Snowboards	\$892,651	\$654,691	-27%	1,982	1,560	-21%	\$450	\$420	-7%
	Telemark Equipment	\$35,281	\$14,474	-59%	74	36	-51%	\$477	\$402	-16%
	Telemark Bindings	\$31,765		-100%	64		-100%	\$496		
	Telemark Boots									
	Telemark Skis	\$3,516	\$14,474	312%	10	36	260%	\$352	\$402	14%
	Winter/Snow Accessories	\$16,158,926	\$40,042,472	148%	286,792	507,862	77%	\$56	\$79	40%
	Backcountry Accessories	\$680,137	\$1,198,917	76%	4,311	6,961	61%	\$158	\$172	9%
	Other Winter/Snow Accessor	\$759,174	\$632,399	-17%	81,123	47,639	-41%	\$9	\$13	42%
	Snow Goggle Accessories	\$908,388	\$2,595,211	186%	58,277	162,561	179%	\$16	\$16	2%
	Snow Goggles	\$7,296,630	\$17,012,922	133%	87,500	143,589	64%	\$83	\$118	42%
	Snow Protection Pads	\$3,060	\$5,591	83%	150	163	9%	\$20	\$34	68%
	Snow Sports Helmet	\$6,013,727	\$18,350,145	205%	50,594	144,898	186%	\$119	\$127	7%
	Snowshoes	\$497,810	\$247,287	-50%	4,837	2,051	-58%	\$103	\$121	17%
	Winter/Snow Shop Services	\$53,742,549	\$53,139,643	-1%	2,266,850	2,376,965	5%	\$24	\$22	-6%
	Winter/Snow Rentals	\$53,742,549	\$53,139,643	-1%	2,266,850	2,376,965	5%	\$24	\$22	-6%
Women's		\$246,597,501	\$225,083,079	-9%	3,119,280	2,929,960	-6%	\$79	\$77	-3%

Accessories Total	\$1,878,263	\$2,262,151	20%	25,342	30,545	21%	\$74	\$74	0%
Bags	\$147,734	\$290,177	96%	1,759	3,150	79%	\$84	\$92	10%
Backpacks	\$147,734	\$290,177	96%	1,759	3,150	79%	\$84	\$92	10%
Technical Packs	\$147,734	\$290,177	96%	1,759	3,150	79%	\$84	\$92	10%
Sunglasses	\$1,730,529	\$1,971,974	14%	23,583	27,395	16%	\$73	\$72	-2%
Sunglasses	\$1,730,500	\$1,971,974	14%	23,580	27,395	16%	\$73	\$72	-2%
Sunglasses	\$1,730,500	\$1,971,974	14%	23,580	27,395	16%	\$73	\$72	-2%
Sunglasses Accessories	\$29		-100%	3		-100%	\$10		
Sunglass Cases	\$29		-100%	3		-100%	\$10		
Sunglass Lenses									
Apparel Total	\$197,399,167	\$174,767,479	-11%	2,866,922	2,677,699	-7%	\$69	\$65	-5%
Total Apparel Accessories	\$20,416,935	\$16,599,531	-19%	714,966	553,688	-23%	\$29	\$30	5%
Total Apparel Accessories	\$20,416,935	\$16,599,531	-19%	714,966	553,688	-23%	\$29	\$30	5%
Total Handwear	\$14,417,386	\$11,685,520	-19%	359,717	259,982	-28%	\$40	\$45	12%
Total Headwear	\$5,999,549	\$4,914,011	-18%	355,249	293,706	-17%	\$17	\$17	-1%
Total Cold Weather Undergarments	\$12,754,991	\$11,503,986	-10%	240,801	208,069	-14%	\$53	\$55	4%
Total Cold Weather Undergarments	\$12,754,991	\$11,503,986	-10%	240,801	208,069	-14%	\$53	\$55	4%
Total Cold Weather Undergar	\$12,754,991	\$11,503,986	-10%	240,801	208,069	-14%	\$53	\$55	4%
Total Outerwear	\$133,792,187	\$113,846,704	-15%	1,184,716	1,087,802	-8%	\$113	\$105	-7%
Total Outerwear Bottoms	\$27,049,155	\$24,422,228	-10%	244,910	211,989	-13%	\$110	\$115	4%
Total Outerwear Bottoms	\$27,049,155	\$24,422,228	-10%	244,910	211,989	-13%	\$110	\$115	4%
Total Outerwear Suits/Sets	\$167,895	\$120,956	-28%	2,486	789	-68%	\$68	\$153	127%
Total Outerwear Suits/Sets	\$167,895	\$120,956	-28%	2,486	789	-68%	\$68	\$153	127%
Total Outerwear Tops	\$106,575,137	\$89,303,520	-16%	937,320	875,024	-7%	\$114	\$102	-10%
Total Outerwear Tops	\$106,575,137	\$89,303,520	-16%	937,320	875,024	-7%	\$114	\$102	-10%
Total Socks/Hosiery	\$3,708,313	\$3,200,548	-14%	183,797	150,069	-18%	\$20	\$21	6%
Total Socks	\$3,708,313	\$3,200,548	-14%	183,797	150,069	-18%	\$20	\$21	6%
Total Socks	\$3,708,313	\$3,200,548	-14%	183,797	150,069	-18%	\$20	\$21	6%
Total Sportswear	\$26,726,741	\$29,616,710	11%	542,642	678,071	25%	\$49	\$44	-11%
Total Tops	\$26,384,155	\$29,372,584	11%	537,728	674,744	25%	\$49	\$44	-11%
Total Knit Shirts	\$1,394,547	\$1,251,155	-10%	27,722	22,481	-19%	\$50	\$56	11%
Total Sweaters	\$6,718,105	\$6,651,260	-1%	105,047	112,723	7%	\$64	\$59	-8%
Total Sweatshirts	\$18,271,503	\$21,470,169	18%	404,959	539,540	33%	\$45	\$40	-12%
Total Bottoms	\$342,586	\$244,126	-29%	4,914	3,327	-32%	\$70	\$73	5%
Total Pants	\$342,476	\$244,126	-29%	4,910	3,327	-32%	\$70	\$73	5%
Total Shorts	\$110		-100%	4		-100%	\$28		
Equipment Total	\$47,320,071	\$48,053,449	2%	227,016	221,716	-2%	\$208	\$217	4%
Winter/Snow Sports	\$47,320,071	\$48,053,449	2%	227,016	221,716	-2%	\$208	\$217	4%
Adjustable Poles	\$9,538	\$16,723	75%	105	196	87%	\$91	\$85	-6%
Adjustable Poles	\$9,538	\$16,723	75%	105	196	87%	\$91	\$85	-6%
Alpine Equipment	\$24,585,273	\$25,418,690	3%	79,302	80,510	2%	\$310	\$316	2%
Alpine Bindings	\$111,091	\$48,881	-56%	660	212	-68%	\$168	\$231	37%
Alpine Boots	\$12,676,735	\$13,344,225	5%	37,153	37,294	0%	\$341	\$358	5%
Alpine Poles	\$784,307	\$934,228	19%	16,808	18,276	9%	\$47	\$51	10%
Alpine Skis	\$11,013,140	\$11,091,356	1%	24,681	24,728	0%	\$446	\$449	1%
Alpine Touring Equipment	\$685,060	\$1,119,313	63%	1,270	2,137	68%	\$539	\$524	-3%
Alpine Touring Bindings									
Alpine Touring Boots	\$430,307	\$669,921	56%	771	1,228	59%	\$558	\$546	-2%
Alpine Touring Skis	\$254,753	\$449,392	76%	499	909	82%	\$511	\$494	-3%
Nordic Equipment	\$736,332	\$696,102	-5%	7,204	6,119	-15%	\$102	\$114	11%
Nordic Bindings	\$27,211	\$6,382	-77%	448	116	-74%	\$61	\$55	-9%
Nordic Boots	\$588,876	\$597,317	1%	5,187	5,027	-3%	\$114	\$119	5%
Nordic Poles	\$60,222	\$26,919	-55%	1,143	516	-55%	\$53	\$52	-1%
Nordic Skis	\$60,023	\$65,484	9%	426	460	8%	\$141	\$142	1%
Snowboard Equipment	\$9,035,752	\$9,204,029	2%	37,911	37,217	-2%	\$238	\$247	4%
Snowboard Bindings	\$2,288,959	\$2,076,795	-9%	12,264	10,820	-12%	\$187	\$192	3%
Snowboard Boots	\$3,521,758	\$3,797,700	8%	16,555	17,157	4%	\$213	\$221	4%
Snowboards	\$3,225,035	\$3,329,534	3%	9,092	9,240	2%	\$355	\$360	2%
Telemark Equipment	\$42,945	\$54,306	26%	90	88	-2%	\$477	\$617	29%
Telemark Bindings									
Telemark Boots	\$42,945	\$54,306	26%	90	88	-2%	\$477	\$617	29%
Telemark Skis									
Winter/Snow Accessories	\$12,225,171	\$11,544,286	-6%	101,134	95,449	-6%	\$121	\$121	0%
Backcountry Accessories									
Other Winter/Snow Accessor	\$7,649	\$10,529	38%	1,035	1,273	23%	\$7	\$8	12%
Snow Goggles	\$6,140,012	\$6,374,951	4%	56,843	58,195	2%	\$108	\$110	1%
Snow Protection Pads	\$21,027	\$33,709	60%	335	386	15%	\$63	\$87	39%
Snow Sports Helmet	\$4,943,873	\$4,337,094	-12%	35,661	30,764	-14%	\$139	\$141	2%
Snowshoes	\$1,112,610	\$788,003	-29%	7,260	4,831	-33%	\$153	\$163	6%
Youth	\$59,659,246	\$55,607,804	-7%	1,659,632	1,592,547	-4%	\$36	\$35	-3%
Accessories Total	\$556,459	\$742,157	33%	20,496	25,569	25%	\$27	\$29	7%
Bags	\$126,957	\$202,650	60%	2,397	3,060	28%	\$53	\$66	25%
Backpacks	\$272	\$885	225%	5	13	160%	\$54	\$68	25%
Technical Packs	\$272	\$885	225%	5	13	160%	\$54	\$68	25%
Sports Equipment Bags	\$126,685	\$201,765	59%	2,392	3,047	27%	\$53	\$66	25%
Sports Equipment Bags	\$126,685	\$201,765	59%	2,392	3,047	27%	\$53	\$66	25%

	Sunglasses	\$429,502	\$539,507	26%	18,099	22,509	24%	\$24	\$24	1%
	Sunglasses	\$428,687	\$539,000	26%	17,975	22,436	25%	\$24	\$24	1%
	Sunglasses	\$428,687	\$539,000	26%	17,975	22,436	25%	\$24	\$24	1%
	Sunglasses Accessories	\$815	\$507	-38%	124	73	-41%	\$7	\$7	6%
	Sunglass Tethers	\$815	\$507	-38%	124	73	-41%	\$7	\$7	6%
Apparel Total		\$48,141,433	\$42,866,531	-11%	1,449,785	1,344,163	-7%	\$33	\$32	-4%
	Total Apparel Accessories	\$10,772,066	\$9,436,371	-12%	512,090	413,192	-19%	\$21	\$23	9%
	Total Apparel Accessories	\$10,772,066	\$9,436,371	-12%	512,090	413,192	-19%	\$21	\$23	9%
	Total Handwear	\$7,486,015	\$6,199,506	-17%	322,399	232,883	-28%	\$23	\$27	15%
	Total Headwear	\$3,286,051	\$3,236,865	-1%	189,691	180,309	-5%	\$17	\$18	4%
	Total Cold Weather Undergarments	\$3,409,006	\$3,106,600	-9%	136,085	107,865	-21%	\$25	\$29	15%
	Total Cold Weather Undergarments	\$3,409,006	\$3,106,600	-9%	136,085	107,865	-21%	\$25	\$29	15%
	Total Cold Weather Undergar	\$3,409,006	\$3,106,600	-9%	136,085	107,865	-21%	\$25	\$29	15%
	Total Outerwear	\$28,438,046	\$23,898,384	-16%	521,476	492,214	-6%	\$55	\$49	-11%
	Total Outerwear Bottoms	\$7,774,992	\$6,246,264	-20%	144,480	109,277	-24%	\$54	\$57	6%
	Total Outerwear Bottoms	\$7,774,992	\$6,246,264	-20%	144,480	109,277	-24%	\$54	\$57	6%
	Total Outerwear Suits/Sets	\$511,915	\$508,324	-1%	8,226	7,193	-13%	\$62	\$71	14%
	Total Outerwear Suits/Sets	\$511,915	\$508,324	-1%	8,226	7,193	-13%	\$62	\$71	14%
	Total Outerwear Tops	\$20,151,139	\$17,143,796	-15%	368,770	375,744	2%	\$55	\$46	-17%
	Total Outerwear Tops	\$20,151,139	\$17,143,796	-15%	368,770	375,744	2%	\$55	\$46	-17%
	Total Socks/Hosiery	\$1,821,234	\$1,568,773	-14%	131,062	111,707	-15%	\$14	\$14	1%
	Total Socks	\$1,821,234	\$1,568,773	-14%	131,062	111,707	-15%	\$14	\$14	1%
	Total Socks	\$1,821,234	\$1,568,773	-14%	131,062	111,707	-15%	\$14	\$14	1%
	Total Sportswear	\$3,701,081	\$4,856,403	31%	149,072	219,185	47%	\$25	\$22	-11%
	Total Tops	\$3,657,392	\$4,806,806	31%	147,908	217,955	47%	\$25	\$22	-11%
	Total Knit Shirts	\$293,797	\$226,250	-23%	9,000	6,022	-33%	\$33	\$38	15%
	Total Sweaters	\$25,183	\$34,284	36%	605	1,052	74%	\$42	\$33	-22%
	Total Sweatshirts	\$3,338,412	\$4,546,272	36%	138,303	210,881	52%	\$24	\$22	-11%
	Total Bottoms	\$43,689	\$49,597	14%	1,164	1,230	6%	\$38	\$40	7%
	Total Pants	\$43,689	\$49,597	14%	1,164	1,230	6%	\$38	\$40	7%
Equipment Total		\$10,961,354	\$11,999,116	9%	189,351	222,815	18%	\$58	\$54	-7%
	Winter/Snow Sports	\$10,961,354	\$11,999,116	9%	189,351	222,815	18%	\$58	\$54	-7%
	Adjustable Poles	\$109,117	\$247,625	127%	2,381	5,715	140%	\$46	\$43	-5%
	Adjustable Poles	\$109,117	\$247,625	127%	2,381	5,715	140%	\$46	\$43	-5%
	Alpine Equipment	\$2,595,192	\$2,169,909	-16%	25,094	19,907	-21%	\$103	\$109	5%
	Alpine Bindings	\$128,177	\$82,893	-35%	1,599	988	-38%	\$80	\$84	5%
	Alpine Boots	\$582,896	\$531,661	-9%	4,556	4,197	-8%	\$128	\$127	-1%
	Alpine Poles	\$298,581	\$241,339	-19%	9,919	8,074	-19%	\$30	\$30	-1%
	Alpine Skis	\$1,585,538	\$1,314,016	-17%	9,020	6,648	-26%	\$176	\$198	12%
	Alpine Touring Equipment	\$5,654	\$5,572	-1%	29	39	34%	\$195	\$143	-27%
	Alpine Touring Bindings		\$1,038			3			\$346	
	Alpine Touring Skis	\$5,654	\$4,534	-20%	29	36	24%	\$195	\$126	-35%
	Nordic Equipment	\$198,207	\$181,559	-8%	3,043	2,194	-28%	\$65	\$83	27%
	Nordic Bindings	\$33,307	\$29,958	-10%	603	572	-5%	\$55	\$52	-5%
	Nordic Boots	\$42,973	\$48,546	13%	545	552	1%	\$79	\$88	12%
	Nordic Poles	\$30,867	\$22,095	-28%	1,215	647	-47%	\$25	\$34	34%
	Nordic Skis	\$91,060	\$80,960	-11%	680	423	-38%	\$134	\$191	43%
	Skiboards									
	Skiboards									
	Snowboard Equipment	\$1,140,482	\$955,443	-16%	9,775	7,915	-19%	\$117	\$121	3%
	Snowboard Bindings	\$197,228	\$184,507	-6%	2,177	1,847	-15%	\$91	\$100	10%
	Snowboard Boots	\$321,582	\$283,160	-12%	3,255	2,739	-16%	\$99	\$103	5%
	Snowboards	\$621,672	\$487,776	-22%	4,343	3,329	-23%	\$143	\$147	2%
	Winter/Snow Accessories	\$6,912,702	\$8,439,008	22%	149,029	187,045	26%	\$46	\$45	-3%
	Backcountry Accessories	\$157,171	\$69,034	-56%	485	329	-32%	\$324	\$210	-35%
	Other Winter/Snow Accessor	\$28,988	\$48,447	67%	685	1,159	69%	\$42	\$42	-1%
	Snow Goggles	\$3,921,534	\$5,447,909	39%	101,527	136,647	35%	\$39	\$40	3%
	Snow Protection Pads	\$11,132	\$52,512	372%	430	1,163	170%	\$26	\$45	74%
	Snow Sports Helmet	\$2,625,729	\$2,735,447	4%	43,069	46,208	7%	\$61	\$59	-3%
	Snowshoes	\$168,148	\$85,659	-49%	2,833	1,539	-46%	\$59	\$56	-6%
Grand Total		\$875,398,478	\$890,195,206	2%	16,779,826	17,249,999	3%	\$52	\$52	-1%

Channel	(All)	Season to date	STD (Aug'19 - Feb'20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change
Total Sales				\$6,266,719,304	\$6,280,150,858	0%	108,768,370	107,959,887	-1%	\$58	\$58	1%
	Men's			\$3,483,626,654	\$3,501,737,847	1%	62,273,511	61,029,405	-2%	\$56	\$57	3%
		Accessories Total										
		Bags		\$51,855,278	\$56,346,471	9%	555,604	590,489	6%	\$93	\$95	2%
		Backpacks		\$8,139,318	\$8,293,202	2%	48,011	57,295	19%	\$170	\$145	-15%
		Technical Packs		\$8,139,318	\$8,293,202	2%	48,011	57,295	19%	\$170	\$145	-15%
		Sports Equipment Bags		\$43,715,960	\$48,053,269	10%	507,593	533,194	5%	\$86	\$90	5%
		Sports Equipment Bags		\$43,715,960	\$48,053,269	10%	507,593	533,194	5%	\$86	\$90	5%
		Sunglasses		\$93,691,202	\$98,103,828	5%	2,150,077	2,198,448	2%	\$44	\$45	2%
		Sunglasses		\$87,429,215	\$91,485,198	5%	1,421,842	1,468,438	3%	\$61	\$62	1%
		Sunglasses		\$87,429,215	\$91,485,198	5%	1,421,842	1,468,438	3%	\$61	\$62	1%
		Sunglasses Accessories		\$6,261,987	\$6,618,630	6%	728,235	730,010	0%	\$9	\$9	5%
		Other Eyewear Accessori		\$493,285	\$580,704	18%	104,826	110,590	5%	\$5	\$5	12%
		Sunglass Cases		\$427,899	\$380,654	-11%	42,961	36,698	-15%	\$10	\$10	4%
		Sunglass Lenses		\$480,204	\$513,363	7%	6,505	6,641	2%	\$74	\$77	5%
		Sunglass Tethers		\$4,860,599	\$5,143,909	6%	573,943	576,081	0%	\$8	\$9	5%
		Apparel Total										
		Total Apparel Accessories		\$368,879,347	\$340,353,721	-8%	13,566,152	12,042,415	-11%	\$27	\$28	4%
		Total Apparel Accessories		\$368,879,347	\$340,353,721	-8%	13,566,152	12,042,415	-11%	\$27	\$28	4%
		Total Handwear		\$203,838,568	\$190,081,798	-7%	5,248,714	4,642,834	-12%	\$39	\$41	5%
		Total Headwear		\$165,040,779	\$150,271,923	-9%	8,317,438	7,399,581	-11%	\$20	\$20	2%
		Total Cold Weather Undergarments		\$113,448,135	\$105,629,055	-7%	2,895,822	2,574,922	-11%	\$39	\$41	5%
		Total Cold Weather Undergarments		\$113,448,135	\$105,629,055	-7%	2,895,822	2,574,922	-11%	\$39	\$41	5%
		Total Cold Weather Undi		\$113,448,135	\$105,629,055	-7%	2,895,822	2,574,922	-11%	\$39	\$41	5%
		Total Outerwear		\$1,153,450,438	\$1,060,047,601	-8%	11,047,655	9,943,680	-10%	\$104	\$107	2%
		Total Outerwear Bottoms		\$182,875,383	\$177,832,136	-3%	1,735,802	1,531,287	-12%	\$105	\$116	10%
		Total Outerwear Bottom		\$182,875,383	\$177,832,136	-3%	1,735,802	1,531,287	-12%	\$105	\$116	10%
		Total Outerwear Suits/Sets		\$5,565,899	\$2,595,681	-53%	211,790	89,774	-58%	\$26	\$29	10%
		Total Outerwear Suits/Se		\$5,565,899	\$2,595,681	-53%	211,790	89,774	-58%	\$26	\$29	10%
		Total Outerwear Tops		\$965,009,156	\$879,619,784	-9%	9,100,063	8,322,619	-9%	\$106	\$106	0%
		Total Outerwear Tops		\$965,009,156	\$879,619,784	-9%	9,100,063	8,322,619	-9%	\$106	\$106	0%
		Total Socks/Hosiery		\$31,571,323	\$32,079,962	2%	1,647,027	1,608,814	-2%	\$19	\$20	4%
		Total Socks		\$31,571,323	\$32,079,962	2%	1,647,027	1,608,814	-2%	\$19	\$20	4%
		Total Socks		\$31,571,323	\$32,079,962	2%	1,647,027	1,608,814	-2%	\$19	\$20	4%
		Total Sportswear		\$368,142,298	\$441,376,544	20%	9,588,089	11,550,228	20%	\$38	\$38	0%
		Total Tops		\$367,537,288	\$441,011,942	20%	9,580,926	11,544,642	20%	\$38	\$38	0%
		Total Knit Shirts		\$16,902,115	\$22,149,679	31%	545,753	727,999	33%	\$31	\$30	-2%
		Total Sweaters		\$42,680,786	\$41,951,680	-2%	618,414	593,047	-4%	\$69	\$71	2%
		Total Sweatshirts		\$307,954,387	\$376,910,583	22%	8,416,759	10,223,596	21%	\$37	\$37	1%
		Total Bottoms		\$605,010	\$364,602	-40%	7,163	5,586	-22%	\$84	\$65	-23%
		Total Pants		\$605,010	\$364,602	-40%	7,163	5,586	-22%	\$84	\$65	-23%
		Equipment Total										
		Accessories		\$45,061,604	\$45,286,865	0%	893,709	1,180,416	32%	\$50	\$38	-24%
		First Aid/Body Care		\$4,624,369	\$7,002,864	51%	513,649	856,800	67%	\$9	\$8	-9%
		First Aid/Body Care		\$4,624,369	\$7,002,864	51%	513,649	856,800	67%	\$9	\$8	-9%
		Instruments		\$7,058,246	\$3,919,100	-44%	151,743	123,162	-19%	\$47	\$32	-32%
		Digital Imaging		\$2,329,044	\$232,828	-90%	9,343	1,357	-85%	\$249	\$172	-31%
		Digital Imaging Accessor		\$4,543,363	\$3,573,938	-21%	134,338	116,174	-14%	\$34	\$31	-9%
		Portable Audio/Phone A		\$185,839	\$112,334	-40%	8,062	5,631	-30%	\$23	\$20	-13%
		Sport Racks		\$33,378,989	\$34,364,901	3%	228,317	200,454	-12%	\$146	\$171	17%
		Rack Parts		\$5,945,569	\$6,148,238	3%	91,388	78,770	-14%	\$65	\$78	20%
		Top of Car Components		\$16,342,913	\$18,940,873	16%	65,973	67,358	2%	\$248	\$281	14%
		Towers/Feet		\$7,458,839	\$5,601,935	-25%	40,401	27,965	-31%	\$185	\$200	9%
		Load Bars		\$3,631,668	\$3,673,855	1%	30,555	26,361	-14%	\$119	\$139	17%
		Winter/Snow Sports		\$1,257,527,029	\$1,322,513,800	5%	19,929,376	19,339,993	-3%	\$63	\$68	8%
		Adjustable Poles		\$3,736,478	\$4,044,065	8%	40,304	40,627	1%	\$93	\$100	7%
		Adjustable Poles		\$3,736,478	\$4,044,065	8%	40,304	40,627	1%	\$93	\$100	7%
		Alpine Equipment		\$356,130,585	\$373,477,278	5%	1,236,033	1,297,162	5%	\$288	\$288	0%
		Alpine Bindings		\$58,375,617	\$68,745,010	18%	308,663	353,130	14%	\$189	\$195	3%
		Alpine Boots		\$143,441,332	\$142,757,001	0%	365,557	354,373	-3%	\$392	\$403	3%
		Alpine Poles		\$13,084,214	\$13,799,503	5%	267,382	271,254	1%	\$49	\$51	4%
		Alpine Skis		\$141,229,422	\$148,175,764	5%	294,431	318,405	8%	\$480	\$465	-3%
		Alpine Touring Equipment		\$31,199,703	\$35,716,647	14%	64,859	67,546	4%	\$481	\$529	10%
		Alpine Touring Bindings		\$17,557,593	\$18,526,129	6%	41,642	39,072	-6%	\$422	\$474	12%
		Alpine Touring Boots		\$7,930,611	\$10,493,399	32%	13,161	18,051	37%	\$603	\$581	-4%
		Alpine Touring Skis		\$5,711,499	\$6,697,119	17%	10,056	10,423	4%	\$568	\$643	13%
		Nordic Equipment		\$26,606,628	\$25,500,531	-4%	209,664	194,497	-7%	\$127	\$131	3%
		Nordic Bindings		\$2,082,375	\$2,258,939	8%	30,279	31,265	3%	\$69	\$72	5%
		Nordic Boots		\$8,655,699	\$8,696,046	0%	60,192	55,768	-7%	\$144	\$156	8%
		Nordic Poles		\$2,798,869	\$2,730,775	-2%	60,507	57,753	-5%	\$46	\$47	2%
		Nordic Skis		\$13,069,685	\$11,814,771	-10%	58,686	49,711	-15%	\$223	\$238	7%
		Skiboards		\$29,508	\$67,978	130%	131	319	144%	\$225	\$213	-5%

	Skiboards	\$29,508	\$67,978	130%	131	319	144%	\$225	\$213	-5%
	Snowboard Equipment	\$237,546,005	\$254,291,660	7%	895,185	904,927	1%	\$265	\$281	6%
	Snowboard Bindings	\$58,499,302	\$59,993,015	3%	290,266	284,062	-2%	\$202	\$211	5%
	Snowboard Boots	\$78,712,318	\$86,515,891	10%	340,297	353,762	4%	\$231	\$245	6%
	Snowboards	\$100,334,385	\$107,782,754	7%	264,622	267,103	1%	\$379	\$404	6%
	Telemark Equipment	\$2,313,303	\$2,336,687	1%	7,812	7,153	-8%	\$296	\$327	10%
	Telemark Bindings	\$1,245,545	\$1,187,743	-5%	5,636	4,807	-15%	\$221	\$247	12%
	Telemark Boots	\$928,023	\$1,016,109	9%	1,818	1,892	4%	\$510	\$537	5%
	Telemark Skis	\$139,735	\$132,835	-5%	358	454	27%	\$390	\$293	-25%
	Winter/Snow Accessories	\$334,088,626	\$322,997,796	-3%	13,206,812	13,325,727	1%	\$25	\$24	-4%
	Backcountry Accessories	\$16,676,075	\$17,193,023	3%	167,744	144,106	-14%	\$99	\$119	20%
	Other Winter/Snow Acce	\$75,751,777	\$74,999,641	-1%	10,491,131	10,701,989	2%	\$7	\$7	-3%
	Snow Goggle Accessories	\$2,415,628	\$2,186,540	-9%	62,422	52,008	-17%	\$39	\$42	9%
	Snow Goggles	\$137,370,463	\$142,341,248	4%	1,521,125	1,608,815	6%	\$90	\$88	-2%
	Snow Protection Pads	\$2,869,336	\$3,094,705	8%	93,586	97,939	5%	\$31	\$32	3%
	Snow Sports Helmet	\$86,340,527	\$71,573,969	-17%	795,727	654,564	-18%	\$109	\$109	1%
	Snowshoes	\$12,664,820	\$11,608,670	-8%	75,077	66,306	-12%	\$169	\$175	4%
	Winter/Snow Shop Services	\$265,863,242	\$304,020,212	14%	4,268,522	3,501,764	-18%	\$62	\$87	39%
	Winter/Snow Rentals	\$193,577,083	\$238,610,769	23%	1,735,237	1,656,983	-5%	\$112	\$144	29%
	Winter/Snow Repairs	\$72,286,159	\$65,409,443	-10%	2,533,285	1,844,781	-27%	\$29	\$35	24%
	Snow Decks/Skates	\$12,951	\$60,946	371%	54	271	402%	\$240	\$225	-6%
	Snow Decks/Skates	\$12,951	\$60,946	371%	54	271	402%	\$240	\$225	-6%
Women's	Accessories Total	\$2,016,494,565	\$1,949,740,296	-3%	26,728,959	26,478,699	-1%	\$75	\$74	-2%
	Bags	\$785,687	\$957,717	22%	9,304	10,636	14%	\$84	\$90	7%
	Backpacks	\$785,687	\$957,717	22%	9,304	10,636	14%	\$84	\$90	7%
	Technical Packs	\$785,687	\$957,717	22%	9,304	10,636	14%	\$84	\$90	7%
	Sunglasses	\$12,167,725	\$10,856,791	-11%	156,992	138,802	-12%	\$78	\$78	1%
	Sunglasses	\$12,167,480	\$10,856,555	-11%	156,943	138,797	-12%	\$78	\$78	1%
	Sunglasses	\$12,167,480	\$10,856,555	-11%	156,943	138,797	-12%	\$78	\$78	1%
	Sunglasses Accessories	\$245	\$236	-4%	49	5	-90%	\$5	\$47	844%
	Sunglass Cases	\$245	\$58	-76%	49	2	-96%	\$5	\$29	480%
	Sunglass Lenses		\$178			3			\$59	
	Apparel Total									
	Total Apparel Accessories	\$146,561,286	\$134,752,788	-8%	5,820,769	5,383,207	-8%	\$25	\$25	-1%
	Total Apparel Accessories	\$146,561,286	\$134,752,788	-8%	5,820,769	5,383,207	-8%	\$25	\$25	-1%
	Total Handwear	\$90,132,266	\$82,094,252	-9%	2,524,266	2,218,239	-12%	\$36	\$37	4%
	Total Headwear	\$56,429,020	\$52,658,536	-7%	3,296,503	3,164,968	-4%	\$17	\$17	-3%
	Total Cold Weather Undergarments	\$86,929,678	\$87,538,661	1%	1,640,979	1,609,378	-2%	\$53	\$54	3%
	Total Cold Weather Undergarments	\$86,929,678	\$87,538,661	1%	1,640,979	1,609,378	-2%	\$53	\$54	3%
	Total Cold Weather Undi	\$86,929,678	\$87,538,661	1%	1,640,979	1,609,378	-2%	\$53	\$54	3%
	Total Outerwear	\$1,139,928,470	\$1,040,507,438	-9%	10,122,430	9,310,754	-8%	\$113	\$112	-1%
	Total Outerwear Bottoms	\$140,128,219	\$137,427,066	-2%	1,282,991	1,175,424	-8%	\$109	\$117	7%
	Total Outerwear Bottom	\$140,128,219	\$137,427,066	-2%	1,282,991	1,175,424	-8%	\$109	\$117	7%
	Total Outerwear Suits/Sets	\$1,063,902	\$1,610,011	51%	11,567	10,701	-7%	\$92	\$150	64%
	Total Outerwear Suits/Se	\$1,063,902	\$1,610,011	51%	11,567	10,701	-7%	\$92	\$150	64%
	Total Outerwear Tops	\$998,736,349	\$901,470,361	-10%	8,827,872	8,124,629	-8%	\$113	\$111	-2%
	Total Outerwear Tops	\$998,736,349	\$901,470,361	-10%	8,827,872	8,124,629	-8%	\$113	\$111	-2%
	Total Socks/Hosiery	\$19,812,321	\$18,909,650	-5%	1,021,588	949,660	-7%	\$19	\$20	3%
	Total Socks	\$19,812,321	\$18,909,650	-5%	1,021,588	949,660	-7%	\$19	\$20	3%
	Total Socks	\$19,812,321	\$18,909,650	-5%	1,021,588	949,660	-7%	\$19	\$20	3%
	Total Sportswear	\$316,636,990	\$361,654,308	14%	6,596,675	7,810,707	18%	\$48	\$46	-4%
	Total Tops	\$314,462,620	\$359,663,770	14%	6,562,029	7,778,963	19%	\$48	\$46	-4%
	Total Knit Shirts	\$14,884,172	\$10,162,159	-32%	368,155	238,929	-35%	\$40	\$43	5%
	Total Sweaters	\$87,787,232	\$85,932,123	-2%	1,367,077	1,396,696	2%	\$64	\$62	-4%
	Total Sweatshirts	\$211,791,216	\$263,569,488	24%	4,826,797	6,143,338	27%	\$44	\$43	-2%
	Total Bottoms	\$2,174,370	\$1,990,538	-8%	34,646	31,744	-8%	\$63	\$63	0%
	Total Pants	\$2,170,834	\$1,990,078	-8%	34,525	31,726	-8%	\$63	\$63	0%
	Total Shorts	\$3,536	\$460	-87%	121	18	-85%	\$29	\$26	-13%
	Equipment Total									
	Winter/Snow Sports	\$293,672,408	\$294,562,943	0%	1,360,222	1,265,555	-7%	\$216	\$233	8%
	Adjustable Poles	\$46,598	\$41,656	-11%	536	470	-12%	\$87	\$89	2%
	Adjustable Poles	\$46,598	\$41,656	-11%	536	470	-12%	\$87	\$89	2%
	Alpine Equipment	\$161,494,294	\$168,823,781	5%	539,459	544,454	1%	\$299	\$310	4%
	Alpine Bindings	\$1,097,308	\$394,346	-64%	7,205	2,007	-72%	\$152	\$196	29%
	Alpine Boots	\$83,934,547	\$89,169,839	6%	256,928	259,715	1%	\$327	\$343	5%
	Alpine Poles	\$4,542,059	\$5,172,864	14%	105,143	106,120	1%	\$43	\$49	13%
	Alpine Skis	\$71,920,380	\$74,086,732	3%	170,183	176,612	4%	\$423	\$419	-1%
	Alpine Touring Equipment	\$4,184,790	\$5,444,513	30%	7,997	10,745	34%	\$523	\$507	-3%
	Alpine Touring Bindings	\$0	\$0		0	0				
	Alpine Touring Boots	\$2,458,985	\$3,605,908	47%	4,078	6,754	66%	\$603	\$534	-11%
	Alpine Touring Skis	\$1,725,805	\$1,838,605	7%	3,919	3,991	2%	\$440	\$461	5%
	Nordic Equipment	\$7,698,864	\$3,816,222	-50%	68,782	32,728	-52%	\$112	\$117	4%
	Nordic Bindings	\$68,431	\$47,058	-31%	1,236	789	-36%	\$55	\$60	8%
	Nordic Boots	\$3,439,907	\$3,250,669	-6%	30,337	26,505	-13%	\$113	\$123	8%
	Nordic Poles	\$314,263	\$112,189	-64%	5,854	3,007	-49%	\$54	\$37	-31%

	Nordic Skis	\$3,876,263	\$406,306	-90%	31,355	2,427	-92%	\$124	\$167	35%
	Snowboard Equipment	\$69,333,719	\$71,945,802	4%	297,096	295,560	-1%	\$233	\$243	4%
	Snowboard Bindings	\$16,875,725	\$16,724,214	-1%	93,764	89,299	-5%	\$180	\$187	4%
	Snowboard Boots	\$26,827,530	\$28,489,087	6%	128,829	129,677	1%	\$208	\$220	5%
	Snowboards	\$25,630,464	\$26,732,501	4%	74,503	76,584	3%	\$344	\$349	1%
	Telemark Equipment	\$227,995	\$231,835	2%	476	400	-16%	\$479	\$580	21%
	Telemark Bindings	\$2,697	\$3,545	31%	12	11	-8%	\$225	\$322	43%
	Telemark Boots	\$222,254	\$228,290	3%	455	389	-15%	\$488	\$587	20%
	Telemark Skis	\$3,044	\$0	-100%	9	0	-100%	\$338		
	Winter/Snow Accessories	\$50,686,148	\$44,259,134	-13%	445,876	381,198	-15%	\$114	\$116	2%
	Backcountry Accessories	\$3,133	\$0	-100%	22	0	-100%	\$142		
	Other Winter/Snow Acce	\$58,165	\$46,799	-20%	7,578	5,485	-28%	\$8	\$9	11%
	Snow Goggles	\$22,744,578	\$21,992,280	-3%	227,205	213,174	-6%	\$100	\$103	3%
	Snow Protection Pads	\$114,343	\$121,443	6%	1,556	1,354	-13%	\$73	\$90	22%
	Snow Sports Helmet	\$22,228,518	\$16,040,014	-28%	174,139	123,546	-29%	\$128	\$130	2%
	Snowshoes	\$5,537,411	\$6,058,598	9%	35,376	37,639	6%	\$157	\$161	3%
Youth		\$478,484,431	\$477,081,472	0%	11,870,305	11,990,644	1%	\$40	\$40	-1%
	Accessories Total									
	Bags	\$899,949	\$1,535,893	71%	17,710	27,021	53%	\$51	\$57	12%
	Backpacks	\$2,598	\$13,945	437%	33	186	464%	\$79	\$75	-5%
	Technical Packs	\$2,598	\$13,945	437%	33	186	464%	\$79	\$75	-5%
	Sports Equipment Bags	\$897,351	\$1,521,948	70%	17,677	26,835	52%	\$51	\$57	12%
	Sports Equipment Bags	\$897,351	\$1,521,948	70%	17,677	26,835	52%	\$51	\$57	12%
	Sunglasses	\$2,322,617	\$2,298,111	-1%	89,243	84,452	-5%	\$26	\$27	5%
	Sunglasses	\$2,319,644	\$2,293,964	-1%	88,774	83,864	-6%	\$26	\$27	5%
	Sunglasses	\$2,319,644	\$2,293,964	-1%	88,774	83,864	-6%	\$26	\$27	5%
	Sunglasses Accessories	\$2,973	\$4,147	39%	469	588	25%	\$6	\$7	11%
	Sunglass Lenses	\$0			0					
	Sunglass Tethers	\$2,973	\$4,147	39%	469	588	25%	\$6	\$7	11%
	Apparel Total									
	Total Apparel Accessories	\$65,598,726	\$64,113,232	-2%	3,262,465	3,038,918	-7%	\$20	\$21	5%
	Total Apparel Accessories	\$65,598,726	\$64,113,232	-2%	3,262,465	3,038,918	-7%	\$20	\$21	5%
	Total Handwear	\$43,301,593	\$41,569,627	-4%	1,941,143	1,771,685	-9%	\$22	\$23	5%
	Total Headwear	\$22,297,133	\$22,543,605	1%	1,321,322	1,267,233	-4%	\$17	\$18	5%
	Total Cold Weather Undergarments	\$20,456,912	\$21,507,887	5%	806,622	773,856	-4%	\$25	\$28	10%
	Total Cold Weather Undergarments	\$20,456,912	\$21,507,887	5%	806,622	773,856	-4%	\$25	\$28	10%
	Total Cold Weather Undi	\$20,456,912	\$21,507,887	5%	806,622	773,856	-4%	\$25	\$28	10%
	Total Outerwear	\$252,315,103	\$228,242,089	-10%	4,228,495	3,849,460	-9%	\$60	\$59	-1%
	Total Outerwear Bottoms	\$54,977,844	\$49,492,017	-10%	949,063	820,603	-14%	\$58	\$60	4%
	Total Outerwear Bottom	\$54,977,844	\$49,492,017	-10%	949,063	820,603	-14%	\$58	\$60	4%
	Total Outerwear Suits/Sets	\$6,692,347	\$7,986,747	19%	94,384	106,230	13%	\$71	\$75	6%
	Total Outerwear Suits/Se	\$6,692,347	\$7,986,747	19%	94,384	106,230	13%	\$71	\$75	6%
	Total Outerwear Tops	\$190,644,912	\$170,763,325	-10%	3,185,048	2,922,627	-8%	\$60	\$58	-2%
	Total Outerwear Tops	\$190,644,912	\$170,763,325	-10%	3,185,048	2,922,627	-8%	\$60	\$58	-2%
	Total Socks/Hosiery	\$9,724,948	\$9,485,449	-2%	715,253	681,780	-5%	\$14	\$14	2%
	Total Socks	\$9,724,948	\$9,485,449	-2%	715,253	681,780	-5%	\$14	\$14	2%
	Total Socks	\$9,724,948	\$9,485,449	-2%	715,253	681,780	-5%	\$14	\$14	2%
	Total Sportswear	\$41,702,372	\$59,730,769	43%	1,616,849	2,378,868	47%	\$26	\$25	-3%
	Total Tops	\$41,171,185	\$59,290,925	44%	1,604,443	2,370,013	48%	\$26	\$25	-3%
	Total Knit Shirts	\$2,147,197	\$1,601,782	-25%	66,016	44,203	-33%	\$33	\$36	11%
	Total Sweaters	\$618,679	\$623,152	1%	14,586	17,693	21%	\$42	\$35	-17%
	Total Sweatshirts	\$38,405,309	\$57,065,991	49%	1,523,841	2,308,117	51%	\$25	\$25	-2%
	Total Bottoms	\$531,187	\$439,844	-17%	12,406	8,855	-29%	\$43	\$50	16%
	Total Pants	\$531,187	\$439,844	-17%	12,406	8,855	-29%	\$43	\$50	16%
	Equipment Total									
	Winter/Snow Sports	\$85,463,804	\$90,168,042	6%	1,133,668	1,156,289	2%	\$75	\$78	3%
	Adjustable Poles	\$680,820	\$1,181,393	74%	15,391	27,273	77%	\$44	\$43	-2%
	Adjustable Poles	\$680,820	\$1,181,393	74%	15,391	27,273	77%	\$44	\$43	-2%
	Alpine Equipment	\$38,324,827	\$41,768,458	9%	299,410	307,098	3%	\$128	\$136	6%
	Alpine Bindings	\$1,974,015	\$2,243,588	14%	22,179	24,539	11%	\$89	\$91	3%
	Alpine Boots	\$10,385,423	\$12,655,406	22%	76,740	96,058	25%	\$135	\$132	-3%
	Alpine Poles	\$1,936,374	\$1,768,790	-9%	67,415	59,686	-11%	\$29	\$30	3%
	Alpine Skis	\$24,029,015	\$25,100,674	4%	133,076	126,815	-5%	\$181	\$198	10%
	Alpine Touring Equipment	\$65,535	\$13,046	-80%	350	107	-69%	\$187	\$122	-35%
	Alpine Touring Bindings		\$1,038			3			\$346	
	Alpine Touring Skis	\$65,535	\$12,008	-82%	350	104	-70%	\$187	\$115	-38%
	Nordic Equipment	\$1,650,957	\$1,801,997	9%	24,355	22,048	-9%	\$68	\$82	21%
	Nordic Bindings	\$195,357	\$206,169	6%	3,205	3,698	15%	\$61	\$56	-9%
	Nordic Boots	\$598,794	\$626,189	5%	8,388	7,909	-6%	\$71	\$79	11%
	Nordic Poles	\$163,933	\$168,482	3%	6,760	4,880	-28%	\$24	\$35	42%
	Nordic Skis	\$692,873	\$801,157	16%	6,002	5,561	-7%	\$115	\$144	25%
	Skiboards	\$1,724	\$0	-100%	25	0	-100%	\$69		
	Skiboards	\$1,724	\$0	-100%	25	0	-100%	\$69		
	Snowboard Equipment	\$13,543,591	\$12,316,328	-9%	118,520	99,121	-16%	\$114	\$124	9%
	Snowboard Bindings	\$2,288,525	\$2,233,660	-2%	26,185	22,897	-13%	\$87	\$98	12%
	Snowboard Boots	\$4,043,863	\$3,576,003	-12%	41,590	34,241	-18%	\$97	\$104	7%

	Snowboards	\$7,211,203	\$6,506,665	-10%	50,745	41,983	-17%	\$142	\$155	9%
	Winter/Snow Accessories	\$31,196,350	\$33,086,820	6%	675,617	700,642	4%	\$46	\$47	2%
	Backcountry Accessories	\$593,334	\$733,906	24%	2,000	2,503	25%	\$297	\$293	-1%
	Other Winter/Snow Acct	\$81,120	\$157,946	95%	2,126	3,738	76%	\$38	\$42	11%
	Snow Goggles	\$14,743,308	\$17,377,419	18%	391,949	437,582	12%	\$38	\$40	6%
	Snow Protection Pads	\$104,129	\$151,495	45%	3,158	3,188	1%	\$33	\$48	44%
	Snow Sports Helmet	\$14,371,448	\$13,493,064	-6%	255,330	235,796	-8%	\$56	\$57	2%
	Snowshoes	\$1,303,011	\$1,172,990	-10%	21,054	17,835	-15%	\$62	\$66	6%
	Not Specified	\$288,113,654	\$351,591,243	22%	7,895,595	8,461,139	7%	\$36	\$42	14%
	Equipment Total									
	Accessories	\$42,569,118	\$40,184,061	-6%	630,894	474,371	-25%	\$67	\$85	26%
	First Aid/Body Care	\$47,063	\$104,140	121%	4,299	18,148	322%	\$11	\$6	-48%
	First Aid/Body Care	\$47,063	\$104,140	121%	4,299	18,148	322%	\$11	\$6	-48%
	Instruments	\$30,342,066	\$27,885,678	-8%	542,596	382,727	-29%	\$56	\$73	30%
	Digital Imaging	\$13,597,753	\$12,005,192	-12%	48,228	37,714	-22%	\$282	\$318	13%
	Digital Imaging Accessor	\$353,950	\$458,418	30%	6,789	8,998	33%	\$52	\$51	-2%
	Portable Audio/Phone A	\$16,390,363	\$15,422,068	-6%	487,579	336,015	-31%	\$34	\$46	37%
	Sport Racks	\$12,179,989	\$12,194,243	0%	83,999	73,496	-13%	\$145	\$166	14%
	Rack Parts	\$1,062,189	\$942,556	-11%	17,167	14,194	-17%	\$62	\$66	7%
	Top of Car Components	\$9,180,694	\$9,506,010	4%	55,069	49,800	-10%	\$167	\$191	14%
	Towers/Feet	\$698,729	\$596,802	-15%	3,914	3,039	-22%	\$179	\$196	10%
	Load Bars	\$1,238,377	\$1,148,875	-7%	7,849	6,463	-18%	\$158	\$178	13%
	Winter/Snow Sports	\$245,544,536	\$311,407,182	27%	7,264,701	7,986,768	10%	\$34	\$39	15%
	Adjustable Poles	\$372,066	\$371,697	0%	4,225	3,996	-5%	\$88	\$93	6%
	Adjustable Poles	\$372,066	\$371,697	0%	4,225	3,996	-5%	\$88	\$93	6%
	Alpine Equipment	\$22,885,994	\$21,194,608	-7%	201,774	178,507	-12%	\$113	\$119	5%
	Alpine Bindings	\$7,258,871	\$6,528,154	-10%	40,507	32,175	-21%	\$179	\$203	13%
	Alpine Boots	\$8,978,151	\$8,501,498	-5%	91,652	79,400	-13%	\$98	\$107	9%
	Alpine Poles	\$3,068,715	\$2,958,017	-4%	60,696	60,327	-1%	\$51	\$49	-3%
	Alpine Skis	\$3,580,257	\$3,206,939	-10%	8,919	6,605	-26%	\$401	\$486	21%
	Alpine Touring Equipment	\$1,103,021	\$977,451	-11%	1,901	1,978	4%	\$580	\$494	-15%
	Alpine Touring Bindings	\$526,401	\$690,510	31%	1,251	1,611	29%	\$421	\$429	2%
	Alpine Touring Boots	\$37,516	\$16,854	-55%	106	78	-26%	\$354	\$216	-39%
	Alpine Touring Skis	\$539,104	\$270,087	-50%	544	289	-47%	\$991	\$935	-6%
	Nordic Equipment	\$4,110,811	\$3,221,237	-22%	25,676	18,131	-29%	\$160	\$178	11%
	Nordic Bindings	\$197,941	\$221,039	12%	3,842	3,038	-21%	\$52	\$73	41%
	Nordic Boots	\$154,064	\$191,445	24%	1,598	562	-65%	\$96	\$341	253%
	Nordic Poles	\$283,083	\$177,162	-37%	4,790	2,852	-40%	\$59	\$62	5%
	Nordic Skis	\$3,475,723	\$2,631,591	-24%	15,446	11,679	-24%	\$225	\$225	0%
	Skiboards	\$0	\$0		0	0				
	Skiboards	\$0	\$0		0	0				
	Snowboard Equipment	\$14,161,634	\$16,219,517	15%	50,996	60,139	18%	\$278	\$270	-3%
	Snowboard Bindings	\$7,158,854	\$9,746,364	36%	32,119	44,279	38%	\$223	\$220	-1%
	Snowboard Boots	\$989,185	\$238,986	-76%	4,657	1,291	-72%	\$212	\$185	-13%
	Snowboards	\$6,013,595	\$6,234,167	4%	14,220	14,569	2%	\$423	\$428	1%
	Telemark Equipment	\$122,550	\$101,587	-17%	270	254	-6%	\$454	\$400	-12%
	Telemark Bindings	\$87,217	\$49,103	-44%	175	118	-33%	\$498	\$416	-17%
	Telemark Boots	\$0	\$7,773		0	23			\$338	
	Telemark Skis	\$35,333	\$44,711	27%	95	113	19%	\$372	\$396	6%
	Winter/Snow Accessories	\$65,247,559	\$132,837,981	104%	1,198,801	1,679,128	40%	\$54	\$79	45%
	Backcountry Accessories	\$3,499,949	\$4,998,357	43%	20,918	28,627	37%	\$167	\$175	4%
	Other Winter/Snow Acce	\$4,073,917	\$3,364,788	-17%	377,617	265,093	-30%	\$11	\$13	18%
	Snow Goggle Accessories	\$2,708,917	\$5,865,425	117%	181,115	365,550	102%	\$15	\$16	7%
	Snow Goggles	\$25,992,078	\$49,691,991	91%	358,934	468,750	31%	\$72	\$106	46%
	Snow Protection Pads	\$13,823	\$46,994	240%	380	846	123%	\$36	\$56	53%
	Snow Sports Helmet	\$25,547,255	\$65,823,261	158%	229,183	525,053	129%	\$111	\$125	12%
	Snowshoes	\$3,411,620	\$3,047,165	-11%	30,654	25,209	-18%	\$111	\$121	9%
	Winter/Snow Shop Services	\$137,537,359	\$136,480,049	-1%	5,781,050	6,044,622	5%	\$24	\$23	-5%
	Winter/Snow Rentals	\$137,537,359	\$136,480,049	-1%	5,781,050	6,044,622	5%	\$24	\$23	-5%
	Snow Decks/Skates	\$3,542	\$3,055	-14%	8	13	63%	\$443	\$235	-47%
	Snow Decks/Skates	\$3,542	\$3,055	-14%	8	13	63%	\$443	\$235	-47%
Grand Total		\$6,266,719,304	\$6,280,150,858	0%	108,768,370	107,959,887	-1%	\$58	\$58	1%

Channel	Snow Specialty	Current Period	February-20	DOLLARS			UNITS			AVERAGE PRICE		
				February-19	February-20	Pct. Change	February-19	February-20	Pct. Change	February-19	February-20	Pct. Change
Total Sales				\$522,435,977	\$582,697,796	12%	9,744,441	11,002,712	13%	\$54	\$53	-1%
	Accessories			\$13,775,251	\$22,486,598	63%	221,368	359,663	62%	\$62	\$63	0%
		Bags		\$9,114,293	\$12,921,865	42%	100,509	133,806	33%	\$91	\$97	6%
		Backpacks		\$971,349	\$1,717,536	77%	6,810	13,532	99%	\$143	\$127	-11%
		Technical Packs		\$971,349	\$1,717,536	77%	6,810	13,532	99%	\$143	\$127	-11%
		Sports Equipment Bags		\$8,142,944	\$11,204,329	38%	93,699	120,274	28%	\$87	\$93	7%
		Sports Equipment Bags		\$8,142,944	\$11,204,329	38%	93,699	120,274	28%	\$87	\$93	7%
	Sunglasses			\$4,660,958	\$9,564,733	105%	120,859	225,857	87%	\$39	\$42	10%
		Sunglasses		\$4,414,336	\$9,093,630	106%	75,927	162,824	114%	\$58	\$56	-4%
		Sunglasses		\$4,414,336	\$9,093,630	106%	75,927	162,824	114%	\$58	\$56	-4%
		Sunglasses Accessories		\$246,622	\$471,103	91%	44,932	63,033	40%	\$5	\$7	36%
		Other Eyewear Accessories		\$108,894	\$165,275	52%	29,408	33,520	14%	\$4	\$5	33%
		Sunglass Cases		\$10,865	\$16,739	54%	901	1,269	41%	\$12	\$13	9%
		Sunglass Lenses		\$9,992	\$57,548	476%	126	774	514%	\$79	\$74	-6%
		Sunglass Tethers		\$116,871	\$231,541	98%	14,497	27,470	89%	\$8	\$8	5%
	Apparel			\$211,740,374	\$197,650,589	-7%	3,280,495	3,013,658	-8%	\$65	\$66	2%
		Total Apparel Accessories		\$50,284,235	\$46,826,196	-7%	1,463,377	1,291,246	-12%	\$34	\$36	6%
		Total Apparel Accessories		\$50,284,235	\$46,826,196	-7%	1,463,377	1,291,246	-12%	\$34	\$36	6%
		Total Handwear		\$31,621,613	\$29,552,918	-7%	653,162	581,146	-11%	\$48	\$51	5%
		Total Headwear		\$18,662,622	\$17,273,278	-7%	810,215	710,100	-12%	\$23	\$24	6%
	Total Cold Weather Undergarments			\$14,490,113	\$12,866,846	-11%	274,395	235,586	-14%	\$53	\$55	3%
		Total Cold Weather Undergarments		\$14,490,113	\$12,866,846	-11%	274,395	235,586	-14%	\$53	\$55	3%
		Total Cold Weather Undergarments		\$14,490,113	\$12,866,846	-11%	274,395	235,586	-14%	\$53	\$55	3%
	Total Outerwear			\$124,487,540	\$114,513,523	-8%	882,219	819,781	-7%	\$141	\$140	-1%
		Total Outerwear Bottoms		\$40,035,282	\$36,979,900	-8%	318,318	287,050	-10%	\$126	\$129	2%
		Total Outerwear Bottoms		\$40,035,282	\$36,979,900	-8%	318,318	287,050	-10%	\$126	\$129	2%
		Total Outerwear Suits/Sets		\$327,290	\$369,004	13%	3,066	3,271	7%	\$107	\$113	6%
		Total Outerwear Suits/Sets		\$327,290	\$369,004	13%	3,066	3,271	7%	\$107	\$113	6%
		Total Outerwear Tops		\$84,124,968	\$77,164,619	-8%	560,835	529,460	-6%	\$150	\$146	-3%
		Total Outerwear Tops		\$84,124,968	\$77,164,619	-8%	560,835	529,460	-6%	\$150	\$146	-3%
	Total Socks/Hosiery			\$8,672,815	\$8,436,326	-3%	446,398	414,787	-7%	\$19	\$20	5%
		Total Socks		\$8,672,815	\$8,436,326	-3%	446,398	414,787	-7%	\$19	\$20	5%
		Total Socks		\$8,672,815	\$8,436,326	-3%	446,398	414,787	-7%	\$19	\$20	5%
	Total Sportswear			\$13,805,671	\$15,007,698	9%	214,106	252,258	18%	\$64	\$59	-8%
		Total Tops		\$13,625,799	\$14,841,022	9%	211,709	249,851	18%	\$64	\$59	-8%
		Total Knit Shirts		\$1,741,425	\$1,752,249	1%	25,555	25,490	0%	\$68	\$69	1%
		Total Sweaters		\$3,487,349	\$3,099,782	-11%	34,236	32,589	-5%	\$102	\$95	-7%
		Total Sweatshirts		\$8,397,025	\$9,988,991	19%	151,918	191,772	26%	\$55	\$52	-6%
		Total Bottoms		\$179,872	\$166,676	-7%	2,397	2,407	0%	\$75	\$69	-8%
		Total Pants		\$179,762	\$166,676	-7%	2,393	2,407	1%	\$75	\$69	-8%
		Total Shorts		\$110	\$0	-100%	4	0	-100%	\$28		
	Equipment			\$296,920,352	\$362,560,609	22%	6,242,578	7,629,391	22%	\$48	\$48	0%
		Accessories		\$6,015,646	\$10,797,433	79%	130,745	399,391	205%	\$46	\$27	-41%
		First Aid/Body Care		\$712,389	\$2,471,782	247%	69,983	312,338	346%	\$10	\$8	-22%
		First Aid/Body Care		\$712,389	\$2,471,782	247%	69,983	312,338	346%	\$10	\$8	-22%
		Instruments		\$3,456,010	\$5,789,061	68%	51,786	75,595	46%	\$67	\$77	15%
		Digital Imaging		\$1,188,076	\$2,480,100	109%	3,635	7,436	105%	\$327	\$334	2%
		Digital Imaging Accessories		\$776,074	\$941,203	21%	24,520	31,122	27%	\$32	\$30	-4%
		Portable Audio/Phone Accessories		\$1,491,860	\$2,367,758	59%	23,631	37,037	57%	\$63	\$64	1%
		Sport Racks		\$1,847,247	\$2,536,590	37%	8,976	11,458	28%	\$206	\$221	8%
		Rack Parts		\$148,519	\$204,694	38%	2,606	2,676	3%	\$57	\$76	34%
		Top of Car Components		\$1,414,866	\$1,986,234	40%	4,566	6,594	44%	\$310	\$301	-3%
		Towers/Feet		\$181,480	\$220,691	22%	987	1,145	16%	\$184	\$193	5%
		Load Bars		\$102,382	\$124,971	22%	817	1,043	28%	\$125	\$120	-4%
	Winter/Snow Sports			\$290,904,706	\$351,763,176	21%	6,111,833	7,230,000	18%	\$48	\$49	2%
		Adjustable Poles		\$494,283	\$1,032,422	109%	6,469	12,960	100%	\$76	\$80	4%
		Adjustable Poles		\$494,283	\$1,032,422	109%	6,469	12,960	100%	\$76	\$80	4%
		Alpine Equipment		\$75,950,824	\$77,939,500	3%	282,672	287,329	2%	\$269	\$271	1%
		Alpine Bindings		\$9,083,030	\$10,397,141	14%	48,442	53,980	11%	\$188	\$193	3%
		Alpine Boots		\$32,837,231	\$33,370,019	2%	92,049	89,039	-3%	\$357	\$375	5%
		Alpine Poles		\$3,762,165	\$4,036,118	7%	75,704	79,222	5%	\$50	\$51	3%
		Alpine Skis		\$30,268,398	\$30,136,222	0%	66,477	65,088	-2%	\$455	\$463	2%
		Alpine Touring Equipment		\$3,389,820	\$6,815,597	101%	6,574	12,778	94%	\$516	\$533	3%
		Alpine Touring Bindings		\$1,562,789	\$3,003,367	92%	3,421	6,560	92%	\$457	\$458	0%
		Alpine Touring Boots		\$1,101,680	\$2,147,988	95%	1,882	3,654	94%	\$585	\$588	0%
		Alpine Touring Skis		\$725,351	\$1,664,242	129%	1,271	2,564	102%	\$571	\$649	14%
		Nordic Equipment		\$5,188,450	\$4,532,765	-13%	43,991	36,833	-16%	\$118	\$123	4%
		Nordic Bindings		\$447,340	\$415,354	-7%	6,868	6,253	-9%	\$65	\$66	2%
		Nordic Boots		\$1,652,404	\$1,663,705	1%	12,863	11,324	-12%	\$128	\$147	14%

	Nordic Poles	\$639,594	\$467,151	-27%	12,701	10,276	-19%	\$50	\$45	-10%
	Nordic Skis	\$2,449,112	\$1,986,555	-19%	11,559	8,980	-22%	\$212	\$221	4%
	Skiboards	\$0	\$11,987		0	67			\$179	
	Skiboards	\$0	\$11,987		0	67			\$179	
	Snow Decks/Skates	\$3,076	\$3,595	17%	12	13	8%	\$256	\$277	8%
	Snow Decks/Skates	\$3,076	\$3,595	17%	12	13	8%	\$256	\$277	8%
	Snowboard Equipment	\$28,547,013	\$32,028,589	12%	111,555	122,262	10%	\$256	\$262	2%
	Snowboard Bindings	\$7,532,096	\$8,297,060	10%	37,194	40,362	9%	\$203	\$206	2%
	Snowboard Boots	\$10,395,722	\$12,038,372	16%	45,863	50,812	11%	\$227	\$237	5%
	Snowboards	\$10,619,195	\$11,693,157	10%	28,498	31,088	9%	\$373	\$376	1%
	Telemark Equipment	\$270,485	\$345,769	28%	1,067	1,196	12%	\$254	\$289	14%
	Telemark Bindings	\$155,012	\$129,592	-16%	831	681	-18%	\$187	\$190	2%
	Telemark Boots	\$108,441	\$164,037	51%	216	316	46%	\$502	\$519	3%
	Telemark Skis	\$7,032	\$52,140	641%	20	199	895%	\$352	\$262	-25%
	Winter/Snow Accessories	\$94,683,445	\$135,270,036	43%	2,820,397	3,869,470	37%	\$34	\$35	4%
	Backcountry Accessories	\$1,619,667	\$2,852,182	76%	16,832	24,435	45%	\$96	\$117	21%
	Other Winter/Snow Accessories	\$16,013,668	\$19,922,904	24%	1,959,248	2,559,305	31%	\$8	\$8	-5%
	Snow Goggle Accessories	\$1,380,300	\$3,092,336	124%	72,015	175,462	144%	\$19	\$18	-8%
	Snow Goggles	\$46,141,196	\$68,606,253	49%	504,130	747,074	48%	\$92	\$92	0%
	Snow Protection Pads	\$533,164	\$764,433	43%	21,116	25,675	22%	\$25	\$30	18%
	Snow Sports Helmet	\$27,739,839	\$38,978,262	41%	238,726	329,944	38%	\$116	\$118	2%
	Snowshoes	\$1,255,611	\$1,053,666	-16%	8,330	7,575	-9%	\$151	\$139	-8%
	Winter/Snow Shop Services	\$82,377,310	\$93,782,916	14%	2,839,096	2,887,092	2%	\$29	\$32	12%
	Winter/Snow Rentals	\$72,527,610	\$84,955,314	17%	2,468,423	2,621,473	6%	\$29	\$32	10%
	Winter/Snow Repairs	\$9,849,700	\$8,827,602	-10%	370,673	265,619	-28%	\$27	\$33	25%
	Grand Total	\$522,435,977	\$582,697,796	12%	9,744,441	11,002,712	13%	\$54	\$53	-1%

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Channel	(All)	Season to date	STD (Aug '19 - Feb '20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'19 - Feb'20)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'19 - Feb'20)	STD (Aug'19 - Feb'20)	Pct. Change
Total Sales				\$572,098,811	\$572,098,811	0%	10,592,930	10,592,930	0%	\$54	\$54	0%
Accessories	Bags			\$161,722,458	\$170,098,811	5%	2,978,930	3,049,848	2%	\$54	\$56	3%
				\$53,540,914	\$58,840,081	10%	582,618	628,146	8%	\$92	\$94	2%
		Backpacks		\$8,927,603	\$9,264,864	4%	57,348	68,117	19%	\$156	\$136	-13%
		Technical Packs		\$8,927,603	\$9,264,864	4%	57,348	68,117	19%	\$156	\$136	-13%
Sunglasses	Sports Equipment Bags			\$44,613,311	\$49,575,217	11%	525,270	560,029	7%	\$85	\$89	4%
				\$108,181,544	\$111,258,730	3%	2,396,312	2,421,702	1%	\$45	\$46	2%
		Sunglasses		\$101,916,339	\$104,635,717	3%	1,667,559	1,691,099	1%	\$61	\$62	1%
		Sunglasses		\$101,916,339	\$104,635,717	3%	1,667,559	1,691,099	1%	\$61	\$62	1%
Apparel	Sunglasses Accessories			\$6,265,205	\$6,623,013	6%	728,753	730,603	0%	\$9	\$9	0%
		Other Eyewear Accessories		\$493,285	\$580,704	18%	104,826	110,590	5%	\$5	\$5	0%
		Sunglass Cases		\$428,144	\$380,712	-11%	43,010	36,700	-15%	\$10	\$10	0%
		Sunglass Lenses		\$480,204	\$513,541	7%	6,505	6,644	2%	\$74	\$77	5%
Total Apparel Accessories	Sunglass Tethers			\$4,863,572	\$5,148,056	6%	574,412	576,669	0%	\$8	\$9	5%
				\$4,135,158,347	\$4,005,929,154	-3%	74,576,870	73,506,647	-1%	\$55	\$54	-2%
		Total Apparel Accessories		\$581,039,359	\$539,219,741	-7%	22,649,386	20,464,540	-10%	\$26	\$26	3%
		Total Apparel Accessories		\$581,039,359	\$539,219,741	-7%	22,649,386	20,464,540	-10%	\$26	\$26	3%
Total Cold Weather Undergarments	Total Handwear			\$337,272,427	\$313,745,677	-7%	9,714,123	8,632,758	-11%	\$35	\$36	5%
		Total Handwear		\$243,766,932	\$225,474,064	-8%	12,935,263	11,811,782	-9%	\$19	\$19	1%
		Total Cold Weather Undergarments		\$220,834,725	\$214,675,603	-3%	5,343,423	4,958,156	-7%	\$41	\$43	5%
		Total Cold Weather Undergarments		\$220,834,725	\$214,675,603	-3%	5,343,423	4,958,156	-7%	\$41	\$43	5%
Total Outerwear	Total Cold Weather Undergarments			\$220,834,725	\$214,675,603	-3%	5,343,423	4,958,156	-7%	\$41	\$43	5%
		Total Outerwear		\$2,545,694,011	\$2,328,797,128	-9%	25,398,580	23,103,894	-9%	\$100	\$101	1%
		Total Outerwear Bottoms		\$377,981,446	\$364,751,219	-4%	3,967,856	3,527,314	-11%	\$95	\$103	9%
		Total Outerwear Bottoms		\$377,981,446	\$364,751,219	-4%	3,967,856	3,527,314	-11%	\$95	\$103	9%
Total Outerwear Suits/Sets	Total Outerwear Suits/Sets			\$13,322,148	\$12,192,439	-8%	317,741	206,705	-35%	\$42	\$59	41%
		Total Outerwear Suits/Sets		\$13,322,148	\$12,192,439	-8%	317,741	206,705	-35%	\$42	\$59	41%
		Total Outerwear Tops		\$2,154,390,417	\$1,951,853,470	-9%	21,112,983	19,369,875	-8%	\$102	\$101	-1%
		Total Outerwear Tops		\$2,154,390,417	\$1,951,853,470	-9%	21,112,983	19,369,875	-8%	\$102	\$101	-1%
Total Socks/Hosiery	Total Socks/Hosiery			\$61,108,592	\$60,475,061	-1%	3,383,868	3,240,254	-4%	\$18	\$19	3%
		Total Socks		\$61,108,592	\$60,475,061	-1%	3,383,868	3,240,254	-4%	\$18	\$19	3%
		Total Socks		\$61,108,592	\$60,475,061	-1%	3,383,868	3,240,254	-4%	\$18	\$19	3%
		Total Sportswear		\$726,481,660	\$862,761,621	19%	17,801,613	21,739,803	22%	\$41	\$40	-3%
Total Knit Shirts	Total Knit Shirts			\$723,171,093	\$859,966,637	19%	17,747,398	21,693,618	22%	\$41	\$40	-3%
		Total Knit Shirts		\$33,933,484	\$33,913,620	0%	979,924	1,011,131	3%	\$35	\$34	-3%
		Total Sweaters		\$131,086,697	\$128,506,955	-2%	2,000,077	2,007,436	0%	\$66	\$64	-2%
		Total Sweatshirts		\$558,150,912	\$697,546,062	25%	14,767,397	18,675,951	26%	\$38	\$37	-1%
Total Bottoms	Total Bottoms			\$3,310,567	\$2,794,984	-16%	54,215	46,185	-15%	\$61	\$61	-1%
		Total Pants		\$3,307,031	\$2,794,524	-15%	54,094	46,167	-15%	\$61	\$61	-1%
		Total Shorts		\$3,536	\$460	-87%	121	18	-85%	\$29	\$26	-13%
		Total Shorts		\$3,536	\$460	-87%	121	18	-85%	\$29	\$26	-13%
Equipment	Equipment			\$1,969,838,499	\$2,104,122,893	7%	31,212,570	31,403,392	1%	\$63	\$67	6%
	Accessories			\$87,630,722	\$85,470,926	-2%	1,524,603	1,654,787	9%	\$57	\$52	-10%
		First Aid/Body Care		\$4,671,432	\$7,107,004	52%	517,948	874,948	69%	\$9	\$8	-10%
		First Aid/Body Care		\$4,671,432	\$7,107,004	52%	517,948	874,948	69%	\$9	\$8	-10%
Digital Imaging	Digital Imaging			\$37,400,312	\$31,804,778	-15%	694,339	505,889	-27%	\$54	\$63	17%
		Digital Imaging		\$15,926,797	\$12,238,020	-23%	57,571	39,071	-32%	\$277	\$313	13%
		Digital Imaging Accessories		\$4,897,313	\$4,032,356	-18%	141,127	125,172	-11%	\$35	\$32	-7%
		Portable Audio/Phone Accessories		\$16,576,202	\$15,534,402	-6%	495,641	341,646	-31%	\$33	\$45	36%
Sport Racks	Sport Racks			\$45,558,978	\$46,559,144	2%	312,316	273,950	-12%	\$146	\$170	17%
		Rack Parts		\$7,007,758	\$7,090,794	1%	108,555	92,964	-14%	\$65	\$76	18%
		Top of Car Components		\$25,523,607	\$28,446,883	11%	121,042	117,158	-3%	\$211	\$243	15%
		Towers/Feet		\$8,157,568	\$6,198,737	-24%	44,315	31,004	-30%	\$184	\$200	9%
Winter/Snow Sports	Load Bars			\$4,870,045	\$4,822,730	-1%	38,404	32,824	-15%	\$127	\$147	16%
	Adjustable Poles			\$1,882,207,777	\$2,018,651,967	7%	29,687,967	29,748,405	0%	\$63	\$68	7%
		Adjustable Poles		\$4,835,962	\$5,638,811	17%	60,456	72,366	20%	\$80	\$78	-3%
		Adjustable Poles		\$4,835,962	\$5,638,811	17%	60,456	72,366	20%	\$80	\$78	-3%
Alpine Equipment	Alpine Equipment			\$578,835,700	\$605,264,125	5%	2,276,676	2,327,221	2%	\$254	\$260	2%
		Alpine Bindings		\$68,705,811	\$77,911,098	13%	378,554	411,851	9%	\$181	\$189	4%
		Alpine Boots		\$246,739,453	\$253,083,744	3%	790,877	789,546	0%	\$312	\$321	3%
		Alpine Poles		\$22,631,362	\$23,699,174	5%	500,636	497,387	-1%	\$45	\$48	5%
Alpine Skis	Alpine Skis			\$240,759,074	\$250,570,109	4%	606,609	628,437	4%	\$397	\$399	0%
		Alpine Touring Equipment		\$36,553,049	\$42,151,657	15%	75,107	80,376	7%	\$487	\$524	8%
		Alpine Touring Bindings		\$18,083,994	\$19,217,677	6%	42,893	40,686	-5%	\$422	\$472	12%
		Alpine Touring Boots		\$10,427,112	\$14,116,161	35%	17,345	24,883	43%	\$601	\$567	-6%
Nordic Equipment	Alpine Touring Skis			\$8,041,943	\$8,817,819	10%	14,869	14,807	0%	\$541	\$596	10%
		Nordic Equipment		\$40,067,260	\$34,339,987	-14%	328,477	267,404	-19%	\$122	\$128	5%
		Nordic Bindings		\$2,544,104	\$2,733,205	7%	38,562	38,790	1%	\$66	\$70	7%
		Nordic Boots		\$12,848,464	\$12,764,349	-1%	100,515	90,744	-10%	\$128	\$141	10%
Skiboards	Nordic Poles			\$3,560,148	\$3,188,608	-10%	77,911	68,492	-12%	\$46	\$47	2%
		Nordic Skis		\$21,114,544	\$15,653,825	-26%	111,489	69,378	-38%	\$189	\$226	19%
		Skiboards		\$31,232	\$67,978	118%	156	319	104%	\$200	\$213	6%
		Skiboards		\$31,232	\$67,978	118%	156	319	104%	\$200	\$213	6%
Snowboard Equipment	Snowboard Equipment			\$334,584,949	\$354,773,307	6%	1,361,797	1,359,747	0%	\$246	\$261	6%
		Snowboard Bindings		\$84,822,406	\$88,697,253	5%	442,334	440,537	0%	\$192	\$201	5%
		Snowboard Boots		\$110,572,896	\$118,819,967	7%	515,373	518,971	1%	\$215	\$229	7%
		Snowboards		\$139,189,647	\$147,256,087	6%	404,090	400,239	-1%	\$344	\$368	7%
Telemark Equipment	Telemark Equipment			\$2,663,848	\$2,670,109	0%	8,558	7,807	-9%	\$311	\$342	10%
		Telemark Bindings		\$1,335,459	\$1,240,391	-7%	5,823	4,936	-15%	\$229	\$251	10%
		Telemark Boots		\$1,150,277	\$1,252,172	9%	2,273	2,304	1%	\$506	\$543	7%
		Telemark Skis		\$178,112	\$177,546	0%	467	467	23%	\$386	\$313	-19%
Winter/Snow Accessories	Winter/Snow Accessories			\$481,218,683	\$533,181,731	11%	15,527,106	16,086,693	4%	\$31	\$33	7%
		Backcountry Accessories		\$22,772,491	\$22,925,286	10%	190,684	175,236	-8%	\$109	\$131	20%
		Other Winter/Snow Accessories		\$79,964,979	\$78,569,174	-2%	10,878,452	10,976,305	1%	\$7	\$7	0%
		Snow Goggle Accessories		\$5,124,545	\$8,051,965	57%	243,537	417,558	71%	\$21	\$19	-8%
Snow Goggles	Snow Goggles			\$200,850,427	\$231,402,938	15%	2,499,213	2,728,321	9%	\$80	\$85	6%
		Snow Protection Pads		\$3,101,631	\$3,414,637	10%	98,680	103,327	5%	\$31	\$33	5%
		Snow Sports Helmet		\$148,487,748	\$166,930,308	12%	1,454,379	1,538,959	6%	\$102	\$108	6%
		Snowshoes		\$22,916,862	\$21,887,423	-4%	162,161	146,989	-9%	\$141	\$149	5%
Winter/Snow Shop Services	Winter/Snow Shop Services			\$403,400,601	\$440,500,261	9%	10,049,572	9,546,386	-5%	\$40	\$46	15%

	Winter/Snow Rentals	\$331,114,442	\$375,090,818	13%	7,516,287	7,701,605	2%	\$44	\$49	11%
	Winter/Snow Repairs	\$72,286,159	\$65,409,443	-10%	2,533,285	1,844,781	-27%	\$29	\$35	24%
	Snow Decks/Skates	\$16,493	\$64,001	288%	62	284	358%	\$266	\$225	-15%
	Snow Decks/Skates	\$16,493	\$64,001	288%	62	284	358%	\$266	\$225	-15%
Grand Total		\$6,266,719,304	\$6,280,150,858	0%	108,768,370	107,959,887	-1%	\$58	\$58	1%

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Specialty Only			DOLLARS			UNITS			AVERAGE PRICE		
Current Period	Feb 2020		Feb 2019	Feb 2020	Pct. Change	Feb 2019	Feb 2020	Pct. Change	Feb 2019	Feb 2020	Pct. Change
Midwest			\$55,557,040	\$57,150,561	3%	965,851	933,918	-3%	\$58	\$61	6%
	Accessories		\$1,458,367	\$1,503,876	3%	26,020	20,800	-20%	\$56	\$72	29%
		Bags	\$953,679	\$878,071	-8%	11,520	10,195	-12%	\$83	\$86	4%
		Backpacks	\$120,480	\$105,594	-12%	639	886	39%	\$189	\$119	-37%
		Sports Equipment Bag:	\$833,199	\$772,477	-7%	10,881	9,309	-14%	\$77	\$83	8%
		Sunglasses	\$504,688	\$625,805	24%	14,500	10,605	-27%	\$35	\$59	70%
		Sunglasses	\$464,963	\$602,004	29%	7,382	7,344	-1%	\$63	\$82	30%
		Sunglasses Accessories	\$39,725	\$23,801	-40%	7,118	3,261	-54%	\$6	\$7	31%
	Apparel		\$26,481,439	\$26,009,279	-2%	444,506	429,243	-3%	\$60	\$61	2%
		Total Apparel Accessories	\$7,045,783	\$7,025,560	0%	211,380	204,495	-3%	\$33	\$34	3%
		Total Apparel Accessory	\$7,045,783	\$7,025,560	0%	211,380	204,495	-3%	\$33	\$34	3%
		Total Cold Weather Undergarments	\$1,420,574	\$1,134,985	-20%	25,876	21,436	-17%	\$55	\$53	-4%
		Total Cold Weather Un	\$1,420,574	\$1,134,985	-20%	25,876	21,436	-17%	\$55	\$53	-4%
		Total Outerwear	\$14,537,307	\$14,037,617	-3%	116,640	104,552	-10%	\$125	\$134	8%
		Total Outerwear Botto	\$3,218,385	\$3,324,937	3%	30,617	30,165	-1%	\$105	\$110	5%
		Total Outerwear Suits/	\$30,169	\$28,443	-6%	314	249	-21%	\$96	\$114	19%
		Total Outerwear Tops	\$11,288,753	\$10,684,237	-5%	85,709	74,138	-14%	\$132	\$144	9%
		Total Socks/Hosiery	\$802,896	\$719,930	-10%	37,613	34,537	-8%	\$21	\$21	-2%
		Total Socks	\$802,896	\$719,930	-10%	37,613	34,537	-8%	\$21	\$21	-2%
		Total Sportswear	\$2,674,879	\$3,091,187	16%	52,997	64,223	21%	\$50	\$48	-5%
		Total Tops	\$2,656,560	\$3,072,477	16%	52,683	63,744	21%	\$50	\$48	-4%
		Total Bottoms	\$18,319	\$18,710	2%	314	479	53%	\$58	\$39	-33%
	Equipment		\$27,617,234	\$29,637,406	7%	495,325	483,875	-2%	\$56	\$61	10%
		Accessories	\$671,963	\$620,787	-8%	12,957	11,413	-12%	\$52	\$54	5%
		First Aid/Body Care	\$27,663	\$35,001	27%	4,621	5,315	15%	\$6	\$7	10%
		Instruments	\$317,821	\$296,843	-7%	6,406	4,609	-28%	\$50	\$64	30%
		Sport Racks	\$326,479	\$288,943	-11%	1,930	1,489	-23%	\$169	\$194	15%
		Winter/Snow Sports	\$26,945,271	\$29,016,619	8%	482,368	472,462	-2%	\$56	\$61	10%
Northeast			\$88,247,467	\$100,291,138	14%	1,459,008	1,804,523	24%	\$60	\$56	-8%
	Accessories		\$3,352,282	\$3,787,766	13%	47,028	51,900	10%	\$71	\$73	2%
		Bags	\$2,915,025	\$3,209,289	10%	36,616	36,315	-1%	\$80	\$88	11%
		Backpacks	\$32,467	\$31,669	-2%	393	336	-15%	\$83	\$94	14%
		Sports Equipment Bag:	\$2,882,558	\$3,177,620	10%	36,223	35,979	-1%	\$80	\$88	11%
		Sunglasses	\$437,257	\$578,477	32%	10,412	15,585	50%	\$42	\$37	-12%
		Sunglasses	\$427,408	\$550,494	29%	8,581	11,819	38%	\$50	\$47	-6%
		Sunglasses Accessories	\$9,849	\$27,983	184%	1,831	3,766	106%	\$5	\$7	38%
	Apparel		\$44,401,534	\$52,077,772	17%	663,807	815,647	23%	\$67	\$64	-5%
		Total Apparel Accessories	\$9,895,612	\$13,573,832	37%	281,761	377,360	34%	\$35	\$36	2%
		Total Apparel Accessory	\$9,895,612	\$13,573,832	37%	281,761	377,360	34%	\$35	\$36	2%
		Total Cold Weather Undergarments	\$2,797,602	\$3,227,406	15%	54,538	61,783	13%	\$51	\$52	2%
		Total Cold Weather Un	\$2,797,602	\$3,227,406	15%	54,538	61,783	13%	\$51	\$52	2%
		Total Outerwear	\$27,036,451	\$29,767,072	10%	185,547	201,628	9%	\$146	\$148	1%
		Total Outerwear Botto	\$10,191,649	\$10,668,496	5%	86,387	80,761	-7%	\$118	\$132	12%
		Total Outerwear Suits/	\$61,963	\$52,802	-15%	618	533	-14%	\$100	\$99	-1%
		Total Outerwear Tops	\$16,782,839	\$19,045,774	13%	98,542	120,334	22%	\$170	\$158	-7%
		Total Socks/Hosiery	\$1,908,054	\$2,439,387	28%	101,991	122,451	20%	\$19	\$20	6%
		Total Socks	\$1,908,054	\$2,439,387	28%	101,991	122,451	20%	\$19	\$20	6%
		Total Sportswear	\$2,763,815	\$3,070,075	11%	39,970	52,425	31%	\$69	\$59	-15%
		Total Tops	\$2,709,263	\$3,019,276	11%	39,228	51,570	31%	\$69	\$59	-15%
		Total Bottoms	\$54,552	\$50,799	-7%	742	855	15%	\$74	\$59	-19%
	Equipment		\$40,493,651	\$44,425,600	10%	748,173	936,976	25%	\$54	\$47	-12%
		Accessories	\$877,796	\$1,339,368	53%	13,455	18,217	35%	\$65	\$74	13%
		First Aid/Body Care	\$64,720	\$74,635	15%	7,712	10,287	33%	\$8	\$7	-14%
		Instruments	\$238,982	\$326,968	37%	3,432	4,440	29%	\$70	\$74	6%
		Sport Racks	\$574,094	\$937,765	63%	2,311	3,490	51%	\$248	\$269	8%

South	Winter/Snow Sports		\$39,615,855	\$43,086,232	9%	734,718	918,759	25%	\$54	\$47	-13%
			\$59,982,873	\$60,986,029	2%	883,376	848,692	-4%	\$68	\$72	6%
	Accessories		\$1,316,868	\$1,429,848	9%	22,144	22,793	3%	\$59	\$63	5%
	Bags		\$989,102	\$1,090,825	10%	10,209	11,821	16%	\$97	\$92	-5%
		Backpacks	\$8,549	\$14,262	67%	96	120	25%	\$89	\$119	33%
		Sports Equipment Bag:	\$980,553	\$1,076,563	10%	10,113	11,701	16%	\$97	\$92	-5%
	Sunglasses		\$327,766	\$339,023	3%	11,935	10,972	-8%	\$27	\$31	13%
		Sunglasses	\$298,356	\$301,506	1%	4,945	5,463	10%	\$60	\$55	-9%
		Sunglasses Accessories	\$29,410	\$37,517	28%	6,990	5,509	-21%	\$4	\$7	62%
	Apparel		\$40,624,963	\$40,198,588	-1%	641,370	611,704	-5%	\$63	\$66	4%
	Total Apparel Accessories		\$7,302,183	\$6,813,594	-7%	234,952	203,403	-13%	\$31	\$33	8%
		Total Apparel Accessor	\$7,302,183	\$6,813,594	-7%	234,952	203,403	-13%	\$31	\$33	8%
	Total Cold Weather Undergarments		\$3,886,450	\$3,762,651	-3%	81,476	71,891	-12%	\$48	\$52	10%
		Total Cold Weather Un	\$3,886,450	\$3,762,651	-3%	81,476	71,891	-12%	\$48	\$52	10%
	Total Outerwear		\$25,963,299	\$25,715,353	-1%	185,734	200,236	8%	\$140	\$128	-8%
		Total Outerwear Botto	\$10,366,960	\$9,743,912	-6%	87,805	85,937	-2%	\$118	\$113	-4%
		Total Outerwear Suits/	\$74,422	\$138,537	86%	949	1,044	10%	\$78	\$133	69%
		Total Outerwear Tops	\$15,521,917	\$15,832,904	2%	96,980	113,255	17%	\$160	\$140	-13%
	Total Socks/Hosiery		\$2,170,862	\$2,174,963	0%	117,477	108,214	-8%	\$18	\$20	9%
		Total Socks	\$2,170,862	\$2,174,963	0%	117,477	108,214	-8%	\$18	\$20	9%
	Total Sportswear		\$1,302,169	\$1,732,027	33%	21,731	27,960	29%	\$60	\$62	3%
		Total Tops	\$1,277,768	\$1,720,489	35%	21,393	27,734	30%	\$60	\$62	4%
		Total Bottoms	\$24,401	\$11,538	-53%	338	226	-33%	\$72	\$51	-29%
	Equipment		\$18,041,042	\$19,357,593	7%	219,862	214,195	-3%	\$82	\$90	10%
	Accessories		\$323,672	\$420,629	30%	5,129	6,073	18%	\$63	\$69	10%
		First Aid/Body Care	\$20,180	\$32,828	63%	1,733	3,244	87%	\$12	\$10	-13%
		Instruments	\$107,262	\$244,027	128%	2,357	2,228	-5%	\$46	\$110	141%
		Sport Racks	\$196,230	\$143,774	-27%	1,039	601	-42%	\$189	\$239	27%
	Winter/Snow Sports		\$17,717,370	\$18,936,964	7%	214,733	208,122	-3%	\$83	\$91	10%
West			\$318,648,594	\$364,270,070	14%	6,436,200	7,415,579	15%	\$50	\$49	-1%
	Accessories		\$7,647,734	\$15,765,107	106%	126,179	264,168	109%	\$61	\$60	-2%
	Bags		\$4,256,487	\$7,743,680	82%	42,165	75,473	79%	\$101	\$103	2%
		Backpacks	\$809,853	\$1,566,011	93%	5,682	12,189	115%	\$143	\$128	-10%
		Sports Equipment Bag:	\$3,446,634	\$6,177,669	79%	36,483	63,284	73%	\$94	\$98	3%
	Sunglasses		\$3,391,247	\$8,021,427	137%	84,014	188,695	125%	\$40	\$43	5%
		Sunglasses	\$3,223,609	\$7,639,625	137%	55,020	138,198	151%	\$59	\$55	-6%
		Sunglasses Accessories	\$167,638	\$381,802	128%	28,994	50,497	74%	\$6	\$8	31%
	Apparel		\$100,232,437	\$79,364,949	-21%	1,530,809	1,157,066	-24%	\$65	\$69	5%
	Total Apparel Accessories		\$26,040,655	\$19,413,210	-25%	735,282	505,989	-31%	\$35	\$38	8%
		Total Apparel Accessor	\$26,040,655	\$19,413,210	-25%	735,282	505,989	-31%	\$35	\$38	8%
	Total Cold Weather Undergarments		\$6,385,486	\$4,741,803	-26%	112,505	80,476	-28%	\$57	\$59	4%
		Total Cold Weather Un	\$6,385,486	\$4,741,803	-26%	112,505	80,476	-28%	\$57	\$59	4%
	Total Outerwear		\$56,950,484	\$44,993,479	-21%	394,299	313,364	-21%	\$144	\$144	-1%
		Total Outerwear Botto	\$16,258,288	\$13,242,554	-19%	113,509	90,186	-21%	\$143	\$147	3%
		Total Outerwear Suits/	\$160,736	\$149,221	-7%	1,185	1,445	22%	\$136	\$103	-24%
		Total Outerwear Tops	\$40,531,460	\$31,601,704	-22%	279,605	221,733	-21%	\$145	\$143	-2%
	Total Socks/Hosiery		\$3,791,004	\$3,102,046	-18%	189,317	149,586	-21%	\$20	\$21	4%
		Total Socks	\$3,791,004	\$3,102,046	-18%	189,317	149,586	-21%	\$20	\$21	4%
	Total Sportswear		\$7,064,808	\$7,114,411	1%	99,406	107,651	8%	\$71	\$66	-7%
		Total Tops	\$6,982,207	\$7,028,782	1%	98,404	106,803	9%	\$71	\$66	-7%
		Total Bottoms	\$82,601	\$85,629	4%	1,002	848	-15%	\$82	\$101	22%
	Equipment		\$210,768,423	\$269,140,014	28%	4,779,212	5,994,345	25%	\$44	\$45	2%
	Accessories		\$4,142,218	\$8,416,651	103%	99,204	363,686	267%	\$42	\$23	-45%
		First Aid/Body Care	\$599,827	\$2,329,319	288%	55,917	293,491	425%	\$11	\$8	-26%
		Instruments	\$2,791,946	\$4,921,224	76%	39,591	64,318	62%	\$71	\$77	9%
		Sport Racks	\$750,445	\$1,166,108	55%	3,696	5,877	59%	\$203	\$198	-2%
	Winter/Snow Sports		\$206,626,205	\$260,723,363	26%	4,680,008	5,630,659	20%	\$44	\$46	5%
Grand Total			\$522,435,974	\$582,697,798	12%	9,744,435	11,002,712	13%	\$54	\$53	-1%

Specialty Only	Season to date	STD (Aug'19 - Feb'20)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change	STD (Aug'18 - Feb'19)	STD (Aug'19 - Feb'20)	Pct. Change
Midwest											
	Accessories		\$7,237,255	\$7,457,797	3%	121,047	115,877	-4%	\$60	\$64	8%
		Bags	\$4,109,708	\$4,017,308	-2%	49,860	47,173	-5%	\$82	\$85	3%
		Backpacks	\$367,284	\$296,318	-19%	2,398	2,982	24%	\$153	\$99	-35%
		Sports Equipment	\$3,742,424	\$3,720,990	-1%	47,462	44,191	-7%	\$79	\$84	7%
		Sunglasses	\$3,127,547	\$3,440,489	10%	71,187	68,704	-3%	\$44	\$50	14%
		Sunglasses	\$2,929,957	\$3,259,532	11%	41,918	44,681	7%	\$70	\$73	4%
		Sunglasses Accesss	\$197,590	\$180,957	-8%	29,269	24,023	-18%	\$7	\$8	12%
	Apparel		\$217,189,063	\$162,158,541	-25%	2,913,868	2,329,866	-20%	\$75	\$70	-7%
		Total Apparel Accessories	\$37,826,001	\$31,203,715	-18%	1,127,227	911,801	-19%	\$34	\$34	2%
		Total Apparel Acce	\$37,826,001	\$31,203,715	-18%	1,127,227	911,801	-19%	\$34	\$34	2%
		Total Cold Weather Undergarment	\$11,499,358	\$8,669,021	-25%	190,917	149,153	-22%	\$60	\$58	-4%
		Total Cold Weathe	\$11,499,358	\$8,669,021	-25%	190,917	149,153	-22%	\$60	\$58	-4%
		Total Outerwear	\$137,773,840	\$97,907,209	-29%	981,289	712,117	-27%	\$140	\$137	-2%
		Total Outerwear B	\$20,032,405	\$16,718,685	-17%	175,544	155,203	-12%	\$114	\$108	-6%
		Total Outerwear Si	\$301,456	\$252,942	-16%	2,819	2,082	-26%	\$107	\$121	14%
		Total Outerwear Ti	\$117,439,979	\$80,935,582	-31%	802,926	554,832	-31%	\$146	\$146	0%
		Total Socks/Hosiery	\$4,445,605	\$3,712,577	-16%	204,682	180,128	-12%	\$22	\$21	-5%
		Total Socks	\$4,445,605	\$3,712,577	-16%	204,682	180,128	-12%	\$22	\$21	-5%
		Total Sportswear	\$25,644,259	\$20,666,019	-19%	409,753	376,661	-8%	\$63	\$55	-12%
		Total Tops	\$25,519,122	\$20,574,472	-19%	408,045	374,418	-8%	\$63	\$55	-12%
		Total Bottoms	\$125,137	\$91,547	-27%	1,708	2,243	31%	\$73	\$41	-44%
	Equipment		\$158,884,422	\$157,751,017	-1%	1,970,341	1,802,102	-9%	\$81	\$88	9%
		Accessories	\$4,753,310	\$3,540,667	-26%	66,530	50,976	-23%	\$71	\$69	-3%
		First Aid/Body Car	\$116,175	\$135,565	17%	16,940	17,335	2%	\$7	\$8	14%
		Instruments	\$1,590,159	\$1,272,422	-20%	25,312	20,481	-19%	\$63	\$62	-1%
		Sport Racks	\$3,046,976	\$2,132,680	-30%	24,278	13,160	-46%	\$126	\$162	29%
		Winter/Snow Sports	\$154,131,112	\$154,210,350	0%	1,903,811	1,751,126	-8%	\$81	\$88	9%
		Adjustable Poles	\$250,182	\$243,337	-3%	4,013	3,178	-21%	\$62	\$77	23%
		Alpine Equipment	\$64,285,428	\$68,526,421	7%	296,958	337,163	14%	\$216	\$203	-6%
		Alpine Touring Equi	\$804,850	\$1,149,713	43%	1,900	2,938	55%	\$424	\$391	-8%
		Nordic Equipment	\$10,539,421	\$3,869,657	-63%	100,171	40,301	-60%	\$105	\$96	-9%
		Skiboards	\$12,594	\$1,606	-87%	55	9	-84%	\$229	\$178	-22%
		Snow Decks/Skate	\$3,076	\$47,992	1460%	12	162	1250%	\$256	\$296	16%
		Snowboard Equipm	\$24,715,868	\$30,780,086	25%	118,860	140,213	18%	\$208	\$220	6%
		Telemark Equipme	\$42,854	\$11,690	-73%	198	143	-28%	\$216	\$82	-62%
		Winter/Snow Acce	\$45,892,947	\$43,237,958	-6%	1,170,849	1,070,353	-9%	\$39	\$40	3%
		Winter/Snow Sho	\$7,583,892	\$6,341,890	-16%	210,795	156,666	-26%	\$36	\$40	13%
Northeast											
	Accessories		\$16,720,200	\$18,023,899	8%	246,800	260,312	5%	\$68	\$69	2%
		Bags	\$13,979,373	\$14,707,124	5%	184,574	185,594	1%	\$76	\$79	5%
		Backpacks	\$178,403	\$215,172	21%	2,602	2,326	-11%	\$69	\$93	35%
		Sports Equipment	\$13,800,970	\$14,491,952	5%	181,972	183,268	1%	\$76	\$79	4%
		Sunglasses	\$2,740,827	\$3,316,775	21%	62,226	74,718	20%	\$44	\$44	1%
		Sunglasses	\$2,626,791	\$3,189,253	21%	46,012	58,286	27%	\$57	\$55	-4%
		Sunglasses Accesss	\$114,036	\$127,522	12%	16,214	16,432	1%	\$7	\$8	10%
	Apparel		\$324,986,489	\$344,581,779	6%	4,316,125	4,879,801	13%	\$75	\$71	-5%
		Total Apparel Accessories	\$56,360,464	\$70,887,486	26%	1,630,070	1,927,267	18%	\$35	\$37	6%
		Total Apparel Acce	\$56,360,464	\$70,887,486	26%	1,630,070	1,927,267	18%	\$35	\$37	6%
		Total Cold Weather Undergarment	\$17,211,931	\$20,082,572	17%	338,600	383,044	13%	\$51	\$52	3%
		Total Cold Weathe	\$17,211,931	\$20,082,572	17%	338,600	383,044	13%	\$51	\$52	3%
		Total Outerwear	\$215,644,086	\$216,200,906	0%	1,439,309	1,450,663	1%	\$151	\$149	-1%
		Total Outerwear B	\$56,753,550	\$63,416,842	12%	454,858	474,330	4%	\$125	\$134	7%
		Total Outerwear Si	\$1,364,762	\$2,103,975	54%	9,641	19,352	101%	\$142	\$109	-23%
		Total Outerwear Ti	\$158,525,774	\$150,680,089	-5%	974,810	956,981	-2%	\$163	\$157	-3%
		Total Socks/Hosiery	\$10,413,778	\$14,280,957	37%	564,964	747,048	32%	\$18	\$19	4%
		Total Socks	\$10,413,778	\$14,280,957	37%	564,964	747,048	32%	\$18	\$19	4%
		Total Sportswear	\$24,356,230	\$23,129,858	-5%	343,182	371,779	8%	\$71	\$62	-12%
		Total Tops	\$23,917,100	\$22,774,835	-5%	335,302	366,039	9%	\$71	\$62	-13%
		Total Bottoms	\$439,130	\$355,023	-19%	7,880	5,740	-27%	\$56	\$62	11%
	Equipment		\$252,114,987	\$240,651,504	-5%	3,607,306	3,670,879	2%	\$70	\$66	-6%
		Accessories	\$6,510,267	\$7,541,072	16%	74,486	88,470	19%	\$87	\$85	-2%
		First Aid/Body Car	\$252,724	\$325,001	29%	29,664	43,818	48%	\$9	\$7	-13%
		Instruments	\$1,366,758	\$1,219,473	-11%	19,031	16,768	-12%	\$72	\$73	1%
		Sport Racks	\$4,890,785	\$5,996,598	23%	25,791	27,884	8%	\$190	\$215	13%
		Winter/Snow Sports	\$245,604,720	\$233,110,432	-5%	3,532,820	3,582,409	1%	\$70	\$65	-6%
		Adjustable Poles	\$379,681	\$718,450	89%	5,423	12,924	138%	\$70	\$56	-21%
		Alpine Equipment	\$68,031,951	\$62,055,131	-9%	270,713	247,013	-9%	\$251	\$251	0%
		Alpine Touring Equi	\$1,864,013	\$4,077,865	119%	4,178	8,176	96%	\$446	\$499	12%
		Nordic Equipment	\$7,834,138	\$10,329,082	32%	61,330	77,017	26%	\$128	\$134	5%
		Skiboards	\$1,724	\$29,888	1634%	25	125	400%	\$69	\$239	247%
		Snow Decks/Skate	\$5,387	\$0	-100%	20	0	-100%	\$269		
		Snowboard Equipm	\$28,813,935	\$21,197,745	-26%	117,891	82,648	-30%	\$244	\$256	5%
		Telemark Equipme	\$309,834	\$423,528	37%	1,254	1,388	11%	\$247	\$305	23%
		Winter/Snow Acce	\$73,323,128	\$86,133,498	17%	1,693,012	2,018,473	19%	\$43	\$43	-1%
		Winter/Snow Sho	\$65,400,929	\$48,145,245	-26%	1,378,974	1,134,645	-18%	\$47	\$42	-10%
South											
	Accessories		\$7,265,583	\$7,553,638	4%	126,194	125,002	-1%	\$58	\$60	5%
		Bags	\$4,692,248	\$5,232,600	12%	52,520	58,438	11%	\$89	\$90	0%
		Backpacks	\$37,313	\$106,034	184%	443	1,049	137%	\$84	\$101	20%
		Sports Equipment	\$4,654,935	\$5,126,566	10%	52,077	57,389	10%	\$89	\$89	0%
		Sunglasses	\$2,573,335	\$2,321,038	-10%	73,674	66,564	-10%	\$35	\$35	0%
		Sunglasses	\$2,382,571	\$2,119,988	-11%	38,326	35,404	-8%	\$62	\$60	-4%
		Sunglasses Accesss	\$190,764	\$201,050	5%	35,348	31,160	-12%	\$5	\$6	20%
	Apparel		\$227,547,705	\$217,795,859	-4%	3,247,139	3,013,137	-7%	\$70	\$72	3%
		Total Apparel Accessories	\$33,941,550	\$31,682,408	-7%	1,081,291	939,102	-13%	\$31	\$34	7%
		Total Apparel Acce	\$33,941,550	\$31,682,408	-7%	1,081,291	939,102	-13%	\$31	\$34	7%
		Total Cold Weather Undergarment	\$18,497,797	\$18,034,811	-3%	361,644	335,369	-7%	\$51	\$54	5%
		Total Cold Weathe	\$18,497,797	\$18,034,811	-3%	361,644	335,369	-7%	\$51	\$54	5%
		Total Outerwear	\$154,663,185	\$145,447,856	-6%	1,106,647	1,051,813	-5%	\$140	\$138	-1%
		Total Outerwear B	\$47,896,889	\$44,371,394	-7%	385,845	353,912	-8%	\$124	\$125	1%
		Total Outerwear Si	\$511,173	\$627,091	23%	5,370	5,452	2%	\$95	\$115	21%
		Total Outerwear Ti	\$106,255,123	\$100,449,371	-5%	715,432	692,449	-3%	\$149	\$145	-2%
		Total Socks/Hosiery	\$9,748,285	\$9,576,332	-2%	527,125	487,850	-7%	\$18	\$20	6%
		Total Socks	\$9,748,285	\$9,576,332	-2%	527,125	487,850	-7%	\$18	\$20	6%

	Total Sportswear	\$10,696,888	\$13,054,452	22%	170,432	199,003	17%	\$63	\$66	5%
	Total Tops	\$10,568,897	\$12,989,662	23%	168,595	197,817	17%	\$63	\$66	5%
	Total Bottoms	\$127,991	\$64,790	-49%	1,837	1,186	-35%	\$70	\$55	-22%
	Equipment	\$108,435,628	\$110,874,272	2%	1,115,752	1,090,136	-2%	\$97	\$102	5%
	Accessories	\$2,954,021	\$3,602,260	22%	35,159	40,130	14%	\$84	\$90	7%
	First Aid/Body Car	\$136,147	\$195,547	44%	11,620	18,583	60%	\$12	\$11	-10%
	Instruments	\$729,700	\$1,592,010	118%	12,537	14,408	15%	\$58	\$110	90%
	Sport Racks	\$2,088,174	\$1,814,703	-13%	11,002	7,139	-35%	\$190	\$254	34%
	Winter/Snow Sports	\$105,481,607	\$107,272,012	2%	1,080,593	1,050,006	-3%	\$98	\$102	5%
	Adjustable Poles	\$78,608	\$57,033	-27%	982	777	-21%	\$80	\$73	-8%
	Alpine Equipment	\$48,100,670	\$47,956,077	0%	190,588	179,488	-6%	\$252	\$267	6%
	Alpine Touring Equi	\$156,322	\$427,973	174%	311	964	210%	\$503	\$444	-12%
	Nordic Equipment	\$231,778	\$126,744	-45%	1,924	954	-50%	\$120	\$133	10%
	Skiboards	\$2,211	\$0	-100%	9	0	-100%	\$246		
	Snowboard Equipm	\$21,967,147	\$20,273,930	-8%	93,625	78,662	-16%	\$235	\$258	10%
	Telemark Equipme	\$1,565	\$0	-100%	8	0	-100%	\$196		
	Winter/Snow Accs	\$32,439,658	\$35,403,176	9%	745,946	737,805	-1%	\$43	\$48	10%
	Winter/Snow Sho	\$2,503,648	\$3,027,079	21%	47,200	50,996	8%	\$53	\$59	12%
West	Accessories	\$31,502,756	\$41,208,966	31%	520,286	692,695	33%	\$61	\$59	-2%
	Bags	\$14,871,331	\$18,992,989	28%	149,743	185,987	24%	\$99	\$102	3%
	Backpacks	\$3,040,506	\$3,888,317	28%	23,230	30,108	30%	\$131	\$129	-1%
	Sports Equipment	\$11,830,825	\$15,104,672	28%	126,513	155,879	23%	\$94	\$97	4%
	Sunglasses	\$16,631,425	\$22,215,977	34%	370,543	506,708	37%	\$45	\$44	-2%
	Sunglasses	\$15,857,823	\$21,103,668	33%	260,742	360,154	38%	\$61	\$59	-4%
	Sunglasses Access	\$773,602	\$1,112,309	44%	109,801	146,554	33%	\$7	\$8	8%
	Apparel	\$462,528,314	\$424,076,965	-8%	6,436,495	5,856,366	-9%	\$72	\$72	1%
	Total Apparel Accessories	\$99,670,624	\$89,506,833	-10%	2,729,553	2,375,810	-13%	\$37	\$38	3%
	Total Apparel Acce	\$99,670,624	\$89,506,833	-10%	2,729,553	2,375,810	-13%	\$37	\$38	3%
	Total Cold Weather Undergarment	\$27,564,114	\$24,933,051	-10%	474,795	406,109	-14%	\$58	\$61	6%
	Total Cold Weathe	\$27,564,114	\$24,933,051	-10%	474,795	406,109	-14%	\$58	\$61	6%
	Total Outerwear	\$281,312,902	\$254,525,003	-10%	1,898,579	1,738,029	-8%	\$148	\$146	-1%
	Total Outerwear B	\$75,848,497	\$68,519,912	-10%	516,426	451,828	-13%	\$147	\$152	3%
	Total Outerwear Si	\$911,518	\$1,067,270	17%	7,311	11,185	53%	\$125	\$95	-23%
	Total Outerwear Ti	\$204,552,887	\$184,937,821	-10%	1,374,842	1,275,016	-7%	\$149	\$145	-3%
	Total Socks/Hosiery	\$16,660,845	\$16,136,015	-3%	829,340	775,486	-6%	\$20	\$21	4%
	Total Socks	\$16,660,845	\$16,136,015	-3%	829,340	775,486	-6%	\$20	\$21	4%
	Total Sportswear	\$37,319,829	\$38,976,063	4%	504,228	560,932	11%	\$74	\$69	-6%
	Total Tops	\$36,801,216	\$38,504,688	5%	497,549	555,103	12%	\$74	\$69	-6%
	Total Bottoms	\$518,613	\$471,375	-9%	6,679	5,829	-13%	\$78	\$81	4%
	Equipment	\$1,014,480,237	\$1,182,778,075	17%	16,112,481	17,783,741	10%	\$63	\$67	6%
	Accessories	\$18,337,548	\$22,665,471	24%	405,978	734,997	81%	\$45	\$31	-32%
	First Aid/Body Car	\$2,441,048	\$4,570,440	87%	223,282	534,803	140%	\$11	\$9	-22%
	Instruments	\$12,124,040	\$12,792,762	6%	160,075	170,328	6%	\$76	\$75	-1%
	Sport Racks	\$3,772,460	\$5,302,269	41%	22,621	29,866	32%	\$167	\$178	6%
	Winter/Snow Sports	\$996,142,689	\$1,160,112,604	16%	15,706,503	17,048,744	9%	\$63	\$68	7%
	Adjustable Poles	\$1,861,829	\$2,580,708	39%	23,978	33,432	39%	\$78	\$77	-1%
	Alpine Equipment	\$303,088,564	\$331,772,914	9%	1,147,599	1,225,168	7%	\$264	\$271	3%
	Alpine Touring Equi	\$17,662,995	\$21,893,639	24%	32,465	39,061	20%	\$544	\$560	3%
	Nordic Equipment	\$10,964,384	\$10,984,570	0%	86,803	83,304	-4%	\$126	\$132	4%
	Skiboards	\$0	\$6,909		0	54			\$128	
	Snow Decks/Skate	\$8,029	\$0	-100%	27	0	-100%	\$297		
	Snowboard Equipm	\$135,745,241	\$159,108,631	17%	533,694	594,647	11%	\$254	\$268	5%
	Telemark Equipme	\$1,094,908	\$1,128,559	3%	3,255	3,102	-5%	\$336	\$364	8%
	Winter/Snow Accs	\$198,073,249	\$249,824,485	26%	5,486,688	6,880,065	25%	\$36	\$36	1%
	Winter/Snow Sho	\$327,643,490	\$382,812,189	17%	8,391,994	8,189,911	-2%	\$39	\$47	20%
Grand Total		\$2,828,892,639	\$2,914,912,312	3%	40,733,834	41,619,908	2%	\$69	\$70	1%