

# US Snow Industry Retail Market Report

Updated May 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](mailto:Julia.day@npd.com) or 303-402-5611) for additional details or questions regarding deeper dives into brand and item level data.

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Snowsports  
Industries  
America





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## About NPD

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

### Our Industries

Below are industries we track:

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

Last Updated: January 1, 2018

How do we do it?

How do we do it? We collect point-of-sale (POS) data from over 220,000 doors plus including both e-commerce and mobile platforms. We collect millions of receipts from brick-and-mortar and e-commerce (Checkout) and field more than 12 million consumer surveys each year -- to tell our clients what, where, and why consumers are buying. We bring those robust data assets along with our industry expertise and combine it with your data or third party data to address your business issues, from opportunity identification to program evaluation.

How We Help Our Clients

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

Solutions

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

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

For more information, visit [npd.com](http://npd.com). Follow us on Twitter: [@npdgroup](https://twitter.com/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.

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

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## 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	Duffie Bags	Duffie Bags	Duffie Bags	Activity = Snow Sports
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	Activity = Snow Sports
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Cases	Sunglass Cases	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Lenses	Sunglass Lenses	
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Tethers	Sunglass Tethers	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headwear Sets	

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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	

This report is confidential to the client and is for internal use only.



## 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 cylindrically 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 in 1 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	Outdoor 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, gauge, 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 provide traction while climbing hills.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	A strap that attaches to the ski or snowboard to keep it from sliding down the hill.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Random snow accessories that don't fall into any other category - such as boot liners, pole baskets, pole tips, binding parts, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	Attaches to the ski under the binding allowing the rider to catch more edge before the boot/binding hits the snow.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	Items used to maintain equipment such as waxing irons, files, brushes, scrapers, edgers, base cleaners, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	A pad attached to the snowboard that provides traction and place to clean off excess snow on your boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	Tools used specifically to adjust snowboard bindings.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	Items used to warm hands and feet; they are mostly disposable.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	Wax applied to skis or snowboards to improve performance.



Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	Accessories intended for use with snow goggles; includes goggle straps, replacement lenses, lens cleaners, anti-fog kits, leashes, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	Tight fitting eyewear worn to protect the eyes during winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	Protective pads used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	Protective head covering used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	Attaches to the foot allowing the wearer to walk on snow.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	Resort rentals/leases of alpine equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	Resort rentals/leases of Nordic equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	Resort rentals/leases of snowboard equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	Shop labor for repairing or assembling winter items including waxing and tuning of equipment.

Channel	(All)	Current Period	March-20			DOLLARS			UNITS			AVERAGE PRICE		
			March-19	March-20	Pct. Change	March-19	March-20	Pct. Change	March-19	March-20	Pct. Change			
Total Sales			\$592,572,749	\$340,618,775	-43%	10,345,865	5,727,882	-45%	\$57	\$59	4%			
	Accessories Total		\$33,689,861	\$17,047,135	-49%	677,467	297,800	-56%	\$50	\$57	15%			
		Bags	\$6,983,171	\$4,203,381	-40%	76,742	48,094	-37%	\$91	\$87	-4%			
		Backpacks	\$1,087,131	\$859,930	-21%	7,403	7,259	-2%	\$147	\$118	-19%			
		Technical Packs	\$1,087,131	\$859,930	-21%	7,403	7,259	-2%	\$147	\$118	-19%			
		Men's	\$994,433	\$756,768	-24%	6,303	5,877	-7%	\$158	\$129	-18%			
		Women's	\$92,698	\$101,117	9%	1,100	1,348	23%	\$84	\$75	-11%			
		Youth		\$2,045			34			\$60				
		Sports Equipment Bags	\$5,896,040	\$3,343,451	-43%	69,339	40,835	-41%	\$85	\$82	-4%			
		Sports Equipment Bags	\$5,896,040	\$3,343,451	-43%	69,339	40,835	-41%	\$85	\$82	-4%			
		Men's	\$5,821,696	\$3,296,266	-43%	67,678	40,011	-41%	\$86	\$82	-4%			
		Youth	\$74,344	\$47,185	-37%	1,661	824	-50%	\$45	\$57	28%			
		Sunglasses	\$26,706,690	\$12,843,754	-52%	600,725	249,706	-58%	\$44	\$51	16%			
		Sunglasses	\$25,448,372	\$12,262,017	-52%	459,539	189,395	-59%	\$55	\$65	17%			
		Sunglasses	\$25,448,372	\$12,262,017	-52%	459,539	189,395	-59%	\$55	\$65	17%			
		Men's	\$21,476,389	\$10,721,578	-50%	378,333	160,748	-58%	\$57	\$67	17%			
		Women's	\$2,847,874	\$1,113,738	-61%	39,717	13,343	-66%	\$72	\$83	16%			
		Youth	\$1,124,109	\$426,701	-62%	41,489	15,304	-63%	\$27	\$28	3%			
		Sunglasses Accessories	\$1,258,318	\$581,737	-54%	141,186	60,311	-57%	\$9	\$10	8%			
		Other Eyewear Accessories	\$87,202	\$36,313	-58%	18,377	7,064	-62%	\$5	\$5	8%			
		Men's	\$87,202	\$36,313	-58%	18,377	7,064	-62%	\$5	\$5	8%			
		Sunglass Cases	\$97,497	\$38,911	-60%	9,761	3,806	-61%	\$10	\$10	2%			
		Men's	\$97,497	\$38,911	-60%	9,761	3,806	-61%	\$10	\$10	2%			
		Women's												
		Sunglass Lenses	\$82,438	\$68,737	-17%	992	930	-6%	\$83	\$74	-11%			
		Men's	\$82,438	\$68,737	-17%	992	930	-6%	\$83	\$74	-11%			
		Women's												
		Sunglass Tethers	\$991,181	\$437,776	-56%	112,056	48,511	-57%	\$9	\$9	2%			
		Men's	\$990,562	\$437,643	-56%	111,986	48,492	-57%	\$9	\$9	2%			
		Youth	\$619	\$133	-79%	70	19	-73%	\$9	\$7	-21%			
	Apparel Total		\$364,301,004	\$214,020,264	-41%	6,537,889	4,064,779	-38%	\$56	\$53	-6%			
		Total Apparel Accessories	\$49,933,437	\$26,683,203	-47%	1,961,013	1,120,016	-43%	\$25	\$24	-6%			
		Total Apparel Accessories	\$49,933,437	\$26,683,203	-47%	1,961,013	1,120,016	-43%	\$25	\$24	-6%			
		Total Handwear	\$29,526,511	\$14,255,878	-52%	743,881	370,468	-50%	\$40	\$38	-3%			
		Men's	\$17,985,671	\$9,159,156	-49%	426,605	225,185	-47%	\$42	\$41	-4%			
		Women's	\$7,249,707	\$3,390,083	-53%	163,401	77,596	-53%	\$44	\$44	-2%			
		Youth	\$4,291,133	\$1,706,639	-60%	153,875	67,687	-56%	\$28	\$25	-10%			
		Total Headwear	\$20,406,926	\$12,427,325	-39%	1,217,132	749,548	-38%	\$17	\$17	-1%			
		Men's	\$13,591,352	\$9,126,357	-33%	741,553	523,563	-29%	\$18	\$17	-5%			
		Women's	\$5,032,400	\$2,351,779	-53%	363,943	167,318	-54%	\$14	\$14	2%			
		Youth	\$1,783,174	\$949,189	-47%	111,636	58,667	-47%	\$16	\$16	1%			
		Total Cold Weather Undergarments	\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%			
		Total Cold Weather Undergarments	\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%			
		Total Cold Weather Undergarments	\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%			
		Men's	\$8,924,846	\$5,142,037	-42%	187,096	115,267	-38%	\$48	\$45	-6%			
		Women's	\$8,343,971	\$5,245,616	-37%	147,718	104,488	-29%	\$56	\$50	-11%			
		Youth	\$2,147,941	\$1,019,342	-53%	77,687	36,344	-53%	\$28	\$28	1%			
		Total Outerwear	\$233,842,264	\$135,851,526	-42%	2,447,769	1,548,497	-37%	\$96	\$88	-8%			
		Total Outerwear Bottoms	\$41,404,765	\$21,877,226	-47%	395,668	215,665	-45%	\$105	\$101	-3%			
		Total Outerwear Bottoms	\$41,404,765	\$21,877,226	-47%	395,668	215,665	-45%	\$105	\$101	-3%			
		Men's	\$20,888,660	\$11,893,954	-43%	179,554	102,724	-43%	\$116	\$116	0%			
		Women's	\$15,899,828	\$7,846,751	-51%	137,137	73,454	-46%	\$116	\$107	-8%			
		Youth	\$4,616,277	\$2,136,521	-54%	78,977	39,487	-50%	\$58	\$54	-7%			
		Total Outerwear Suits/Sets	\$1,049,431	\$486,380	-54%	37,218	15,736	-58%	\$28	\$31	10%			
		Total Outerwear Suits/Sets	\$1,049,431	\$486,380	-54%	37,218	15,736	-58%	\$28	\$31	10%			
		Men's	\$673,395	\$244,544	-64%	31,311	10,637	-66%	\$22	\$23	7%			
		Women's	\$91,870	\$43,976	-52%	1,251	1,006	-20%	\$73	\$44	-40%			
		Youth	\$284,166	\$197,860	-30%	4,656	4,093	-12%	\$61	\$48	-21%			
		Total Outerwear Tops	\$191,388,068	\$113,487,920	-41%	2,014,883	1,317,096	-35%	\$95	\$86	-9%			
		Total Outerwear Tops	\$191,388,068	\$113,487,920	-41%	2,014,883	1,317,096	-35%	\$95	\$86	-9%			
		Men's	\$89,936,177	\$55,705,082	-38%	873,489	568,159	-35%	\$103	\$98	-5%			
		Women's	\$84,584,926	\$49,190,757	-42%	806,408	530,485	-34%	\$105	\$93	-12%			
		Youth	\$16,866,965	\$8,592,081	-49%	334,986	218,452	-35%	\$50	\$39	-22%			
		Total Socks/Hosiery	\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%			
		Total Socks	\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%			
		Total Socks	\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%			
		Men's	\$4,109,614	\$2,157,499	-48%	209,558	113,735	-46%	\$20	\$19	-3%			
		Women's	\$2,362,329	\$1,292,149	-45%	116,917	64,548	-45%	\$20	\$20	-1%			
		Youth	\$1,120,107	\$504,851	-55%	77,999	38,792	-50%	\$14	\$13	-9%			
		Total Sportswear	\$53,516,495	\$36,124,041	-32%	1,312,132	923,092	-30%	\$41	\$39	-4%			
		Total Tops	\$53,252,872	\$35,962,860	-32%	1,307,748	919,811	-30%	\$41	\$39	-4%			
		Total Knit Shirts	\$3,296,906	\$1,467,899	-55%	88,784	39,665	-55%	\$37	\$37	0%			
		Men's	\$1,774,047	\$785,140	-56%	50,395	23,741	-53%	\$35	\$33	-6%			
		Women's	\$1,229,128	\$600,934	-51%	26,652	13,417	-50%	\$46	\$45	-3%			
		Youth	\$293,731	\$81,825	-72%	11,737	2,507	-79%	\$25	\$33	30%			



	Men's	\$1,145,632	\$1,277,650	12%	2,103	2,653	26%	\$545	\$482	-12%
	Not Specified	-\$13,211	\$1,104	-108%	30	11	-63%	-\$440	\$100	-123%
	Women's	\$357,824	\$536,991	50%	654	1,128	72%	\$547	\$476	-13%
	Alpine Touring Skis	\$1,439,560	\$1,240,138	-14%	2,632	2,331	-11%	\$547	\$532	-3%
	Men's	\$1,103,462	\$1,037,785	-6%	1,967	1,787	-9%	\$561	\$581	4%
	Not Specified	\$73,782	\$7,821	-89%	81	10	-88%	\$911	\$782	-14%
	Women's	\$253,836	\$194,532	-23%	539	534	-1%	\$471	\$364	-23%
	Youth	\$8,480		-100%	45		-100%	\$188		
	Nordic Equipment	\$3,009,441	\$1,873,456	-38%	25,923	17,804	-31%	\$116	\$105	-9%
	Nordic Bindings	\$236,877	\$137,154	-42%	3,829	2,534	-34%	\$62	\$54	-13%
	Men's	\$194,132	\$112,646	-42%	3,075	2,046	-33%	\$63	\$55	-13%
	Not Specified	\$15,210	\$10,010	-34%	263	173	-34%	\$58	\$58	0%
	Women's	\$10,758	\$1,622	-85%	155	40	-74%	\$69	\$41	-42%
	Youth	\$16,777	\$12,876	-23%	336	275	-18%	\$50	\$47	-6%
	Nordic Boots	\$857,935	\$687,794	-20%	7,248	5,815	-20%	\$118	\$118	0%
	Men's	\$632,094	\$481,179	-24%	5,020	3,836	-24%	\$126	\$125	0%
	Not Specified	\$10,848	\$11,888	10%	129	29	-78%	\$84	\$410	387%
	Women's	\$190,874	\$168,621	-12%	1,780	1,621	-9%	\$107	\$104	-3%
	Youth	\$24,119	\$26,106	8%	319	329	3%	\$76	\$79	5%
	Nordic Poles	\$366,162	\$187,392	-49%	7,307	4,946	-32%	\$50	\$38	-24%
	Men's	\$275,252	\$159,528	-42%	5,722	4,369	-24%	\$48	\$37	-24%
	Not Specified	\$30,765	\$16,347	-47%	380	294	-23%	\$81	\$56	-31%
	Women's	\$48,298	\$10,311	-79%	847	139	-84%	\$57	\$74	30%
	Youth	\$11,847	\$1,206	-90%	358	144	-60%	\$33	\$8	-75%
	Nordic Skis	\$1,548,467	\$861,116	-44%	7,539	4,509	-40%	\$205	\$191	-7%
	Men's	\$1,174,937	\$591,613	-50%	5,655	2,861	-49%	\$208	\$207	0%
	Not Specified	\$315,267	\$192,803	-39%	1,432	974	-32%	\$220	\$198	-10%
	Women's	\$24,592	\$21,577	-12%	204	187	-8%	\$121	\$115	-4%
	Youth	\$33,671	\$55,123	64%	248	487	96%	\$136	\$113	-17%
	Skiboards	\$5,174		-100%	22		-100%	\$235		
	Skiboards	\$5,174		-100%	22		-100%	\$235		
	Men's	\$5,174		-100%	22		-100%	\$235		
	Not Specified									
	Youth									
	Snow Decks/Skates	\$390	\$390		3	3		\$130	\$130	
	Snow Decks/Skates	\$390	\$390		3	3		\$130	\$130	
	Men's	\$390	\$390		3	3		\$130	\$130	
	Not Specified									
	Snowboard Equipment	\$27,632,216	\$20,431,990	-26%	115,211	82,848	-28%	\$240	\$247	3%
	Snowboard Bindings	\$7,272,804	\$5,092,662	-30%	38,132	26,516	-30%	\$191	\$192	1%
	Men's	\$5,073,152	\$3,459,707	-32%	25,491	16,693	-35%	\$199	\$207	4%
	Not Specified	\$580,026	\$630,568	9%	2,720	3,477	28%	\$213	\$181	-15%
	Women's	\$1,531,915	\$943,371	-38%	8,729	5,592	-36%	\$175	\$169	-4%
	Youth	\$87,711	\$59,016	-33%	1,192	754	-37%	\$74	\$78	6%
	Snowboard Boots	\$8,432,184	\$5,255,329	-38%	42,090	26,660	-37%	\$200	\$197	-2%
	Men's	\$6,102,216	\$3,809,246	-38%	28,429	17,914	-37%	\$215	\$213	-1%
	Not Specified	\$29,260	\$10,405	-64%	172	33	-81%	\$170	\$315	85%
	Women's	\$2,161,336	\$1,375,580	-36%	11,718	7,857	-33%	\$184	\$175	-5%
	Youth	\$139,372	\$60,098	-57%	1,771	856	-52%	\$79	\$70	-11%
	Snowboards	\$11,927,228	\$10,083,999	-15%	34,989	29,672	-15%	\$341	\$340	0%
	Men's	\$8,766,544	\$7,516,614	-14%	23,952	20,638	-14%	\$366	\$364	0%
	Not Specified	\$465,026	\$263,553	-43%	1,057	711	-33%	\$440	\$371	-16%
	Women's	\$2,321,757	\$2,038,793	-12%	7,178	6,656	-7%	\$323	\$306	-5%
	Youth	\$373,901	\$265,039	-29%	2,802	1,667	-41%	\$133	\$159	19%
	Telemark Equipment	\$216,853	\$312,335	44%	894	993	11%	\$243	\$315	30%
	Telemark Bindings	\$115,289	\$135,571	18%	659	559	-15%	\$175	\$243	39%
	Men's	\$98,148	\$130,816	33%	620	549	-11%	\$158	\$238	51%
	Not Specified	\$17,141	\$4,755	-72%	39	10	-74%	\$440	\$476	8%
	Women's									
	Telemark Boots	\$98,964	\$152,362	54%	228	338	48%	\$434	\$451	4%
	Youth	\$71,415	\$125,241	75%	166	281	69%	\$430	\$446	4%
	Not Specified									
	Women's	\$27,549	\$27,121	-2%	62	57	-8%	\$444	\$476	7%
	Telemark Skis	\$2,600	\$24,402	839%	7	96	1271%	\$371	\$254	-32%
	Men's	\$2,600	\$21,746	736%	7	86	1129%	\$371	\$253	-32%
	Not Specified		\$2,656			10			\$266	
	Women's									
	Winter/Snow Accessories	\$54,673,436	\$28,267,980	-48%	1,584,120	706,606	-55%	\$35	\$40	16%
	Backcountry Accessories	\$2,367,053	\$3,618,608	53%	21,249	27,259	28%	\$111	\$133	19%
	Men's	\$1,749,679	\$2,527,618	44%	18,069	21,554	19%	\$97	\$117	21%
	Not Specified	\$592,767	\$840,281	42%	3,076	4,836	57%	\$193	\$174	-10%
	Women's									
	Youth	\$24,607	\$250,709	919%	104	869	736%	\$237	\$289	22%
	Other Winter/Snow Accessories	\$7,308,488	\$3,442,236	-53%	1,012,272	419,013	-59%	\$7	\$8	14%
	Men's	\$6,964,032	\$3,232,315	-54%	982,276	404,180	-59%	\$7	\$8	13%
	Not Specified	\$307,806	\$201,936	-34%	28,763	14,353	-50%	\$11	\$14	31%
	Women's	\$3,189	\$4,512	41%	400	306	-24%	\$8	\$15	85%
	Youth	\$33,461	\$3,473	-90%	833	174	-79%	\$40	\$20	-50%
	Snow Goggle Accessories	\$950,454	\$620,777	-35%	48,148	30,817	-36%	\$20	\$20	2%

	Men's	\$330,129	\$177,847	-46%	8,000	3,506	-56%	\$41	\$51	23%
	Not Specified	\$620,325	\$442,930	-29%	40,148	27,311	-32%	\$15	\$16	5%
	Snow Goggles	\$25,843,828	\$11,170,005	-57%	321,745	135,777	-58%	\$80	\$82	2%
	Men's	\$17,261,390	\$7,112,464	-59%	197,781	83,657	-58%	\$87	\$85	-3%
	Not Specified	\$3,677,423	\$2,286,139	-38%	43,423	20,724	-52%	\$85	\$110	30%
	Women's	\$2,881,850	\$996,530	-65%	29,720	10,674	-64%	\$97	\$93	-4%
	Youth	\$2,023,165	\$774,872	-62%	50,821	20,722	-59%	\$40	\$37	-6%
	Snow Protection Pads	\$449,831	\$184,864	-59%	16,696	6,217	-63%	\$27	\$30	10%
	Men's	\$419,920	\$172,928	-59%	16,010	5,941	-63%	\$26	\$29	11%
	Not Specified	\$608	\$865	42%	26	19	-27%	\$23	\$46	95%
	Women's	\$14,336	\$7,156	-50%	180	102	-43%	\$80	\$70	-12%
	Youth	\$14,967	\$3,915	-74%	480	155	-68%	\$31	\$25	-19%
	Snow Sports Helmet	\$16,009,748	\$7,311,738	-54%	151,127	73,724	-51%	\$106	\$99	-6%
	Men's	\$9,661,491	\$3,250,064	-66%	85,677	32,542	-62%	\$113	\$100	-11%
	Not Specified	\$2,564,390	\$2,832,482	10%	24,572	26,655	8%	\$104	\$106	2%
	Women's	\$2,695,947	\$865,848	-68%	21,303	7,345	-66%	\$127	\$118	-7%
	Youth	\$1,087,920	\$363,344	-67%	19,575	7,182	-63%	\$56	\$51	-9%
	Snowshoes	\$1,744,034	\$1,919,752	10%	12,883	13,799	7%	\$135	\$139	3%
	Men's	\$1,039,660	\$1,142,031	10%	7,158	6,992	-2%	\$145	\$163	12%
	Not Specified	\$120,004	\$131,243	9%	1,245	1,147	-8%	\$96	\$114	19%
	Women's	\$541,264	\$569,010	5%	3,677	4,276	16%	\$147	\$133	-10%
	Youth	\$43,106	\$77,468	80%	803	1,384	72%	\$54	\$56	4%
	Winter/Snow Shop Services	\$22,522,922	\$6,550,156	-71%	844,053	214,592	-75%	\$27	\$31	14%
	Winter/Snow Rentals	\$14,880,702	\$3,691,434	-75%	548,450	120,737	-78%	\$27	\$31	13%
	Men's	\$3,946,897	\$901,703	-77%	67,004	6,164	-91%	\$59	\$146	148%
	Not Specified	\$10,933,805	\$2,789,731	-74%	481,446	114,573	-76%	\$23	\$24	7%
	Winter/Snow Repairs	\$7,642,220	\$2,858,722	-63%	295,603	93,855	-68%	\$26	\$30	18%
	Men's	\$7,642,220	\$2,858,722	-63%	295,603	93,855	-68%	\$26	\$30	18%
Grand Total		\$592,572,749	\$340,618,775	-43%	10,345,865	5,727,882	-45%	\$57	\$59	4%

Channel	(All)	Season to date	STD (Aug'19 - Mar'20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change
Total Sales				\$6,792,897,501	\$6,510,273,694	-4%	118,375,488	112,563,802	-5%	\$57	\$58	1%
		Accessories Total										
		Bags		\$60,524,085	\$63,085,785	4%	659,361	676,831	3%	\$92	\$93	2%
		Backpacks		\$10,014,733	\$10,145,610	1%	64,752	75,584	17%	\$155	\$134	-13%
		Technical Packs		\$10,014,733	\$10,145,610	1%	64,752	75,584	17%	\$155	\$134	-13%
		Men's		\$9,133,750	\$9,064,683	-1%	54,314	63,359	17%	\$168	\$143	-15%
		Women's		\$878,385	\$1,064,937	21%	10,405	12,005	15%	\$84	\$89	5%
		Youth		\$2,598	\$15,990	515%	33	220	567%	\$79	\$73	-8%
		Sports Equipment Bags		\$50,509,352	\$52,940,175	5%	594,609	601,247	1%	\$85	\$88	4%
		Sports Equipment Bags		\$50,509,352	\$52,940,175	5%	594,609	601,247	1%	\$85	\$88	4%
		Men's		\$49,537,658	\$51,371,042	4%	575,271	573,588	0%	\$86	\$90	4%
		Youth		\$971,694	\$1,569,133	61%	19,338	27,659	43%	\$50	\$57	13%
		Sunglasses		\$134,899,369	\$124,677,491	-8%	2,997,171	2,684,381	-10%	\$45	\$46	3%
		Sunglasses		\$127,375,773	\$117,460,494	-8%	2,127,225	1,891,891	-11%	\$60	\$62	4%
		Sunglasses		\$127,375,773	\$117,460,494	-8%	2,127,225	1,891,891	-11%	\$60	\$62	4%
		Men's		\$108,917,629	\$102,695,548	-6%	1,800,345	1,638,693	-9%	\$60	\$63	4%
		Women's		\$15,014,392	\$12,038,758	-20%	196,615	153,473	-22%	\$76	\$78	3%
		Youth		\$3,443,752	\$2,726,188	-21%	130,265	99,725	-23%	\$26	\$27	3%
		Sunglasses Accessories		\$7,523,596	\$7,216,997	-4%	869,946	792,490	-9%	\$9	\$9	5%
		Other Eyewear Accessories		\$580,487	\$621,474	7%	123,202	118,298	-4%	\$5	\$5	11%
		Men's		\$580,487	\$621,474	7%	123,202	118,298	-4%	\$5	\$5	11%
		Sunglass Cases		\$525,642	\$419,649	-20%	52,770	40,510	-23%	\$10	\$10	4%
		Men's		\$525,397	\$419,591	-20%	52,721	40,508	-23%	\$10	\$10	4%
		Women's		\$245	\$58	-76%	49	2	-96%	\$5	\$29	480%
		Sunglass Lenses		\$562,641	\$582,278	3%	7,497	7,573	1%	\$75	\$77	2%
		Men's		\$562,641	\$582,100	3%	7,497	7,570	1%	\$75	\$77	2%
		Women's			\$178			3			\$59	
		Youth		\$0			0					
		Sunglass Tethers		\$5,854,826	\$5,593,596	-4%	686,477	626,109	-9%	\$9	\$9	5%
		Men's		\$5,851,235	\$5,589,316	-4%	685,938	625,502	-9%	\$9	\$9	5%
		Youth		\$3,591	\$4,280	19%	539	607	13%	\$7	\$7	6%
		Apparel Total										
		Total Apparel Accessories		\$629,864,707	\$564,204,712	-10%	24,565,881	21,549,345	-12%	\$26	\$26	2%
		Total Apparel Accessories		\$629,864,707	\$564,204,712	-10%	24,565,881	21,549,345	-12%	\$26	\$26	2%
		Total Handwear		\$366,799,027	\$328,042,964	-11%	10,458,010	9,006,297	-14%	\$35	\$36	4%
		Men's		\$221,743,286	\$199,281,952	-10%	5,671,466	4,869,234	-14%	\$39	\$41	5%
		Women's		\$97,390,493	\$85,469,841	-12%	2,687,750	2,296,814	-15%	\$36	\$37	3%
		Youth		\$47,665,248	\$43,291,171	-9%	2,098,794	1,840,249	-12%	\$23	\$24	4%
		Total Headwear		\$263,065,680	\$236,161,748	-10%	14,107,871	12,543,048	-11%	\$19	\$19	1%
		Men's		\$178,285,466	\$158,865,276	-11%	9,046,245	7,895,434	-13%	\$20	\$20	2%
		Women's		\$61,508,209	\$55,199,686	-10%	3,660,600	3,347,746	-9%	\$17	\$16	-2%
		Youth		\$23,272,005	\$22,096,786	-5%	1,401,026	1,299,868	-7%	\$17	\$17	2%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Men's		\$122,494,525	\$110,934,092	-9%	3,084,253	2,691,960	-13%	\$40	\$41	4%
		Women's		\$95,233,957	\$92,743,728	-3%	1,788,059	1,713,398	-4%	\$53	\$54	2%
		Youth		\$22,604,853	\$22,527,229	0%	884,309	810,200	-8%	\$26	\$28	9%
		Total Outerwear		\$2,775,518,127	\$2,472,489,531	-11%	27,802,672	24,712,015	-11%	\$100	\$100	0%
		Total Outerwear Bottoms		\$419,384,469	\$386,671,793	-8%	4,363,538	3,743,284	-14%	\$96	\$103	7%
		Total Outerwear Bottoms		\$419,384,469	\$386,671,793	-8%	4,363,538	3,743,284	-14%	\$96	\$103	7%
		Men's		\$203,758,949	\$189,801,275	-7%	1,915,307	1,634,485	-15%	\$106	\$116	9%
		Women's		\$156,028,047	\$145,341,504	-7%	1,420,129	1,249,151	-12%	\$110	\$116	6%
		Youth		\$59,597,473	\$51,529,014	-14%	1,028,102	859,648	-16%	\$58	\$60	3%
		Total Outerwear Suits/Sets		\$14,368,227	\$12,679,342	-12%	354,895	222,447	-37%	\$40	\$57	41%
		Total Outerwear Suits/Sets		\$14,368,227	\$12,679,342	-12%	354,895	222,447	-37%	\$40	\$57	41%
		Men's		\$6,239,294	\$2,840,224	-54%	243,101	100,412	-59%	\$26	\$28	10%
		Women's		\$1,155,772	\$1,653,987	43%	12,816	11,706	-9%	\$90	\$141	57%
		Youth		\$6,973,161	\$8,185,131	17%	98,978	110,329	11%	\$70	\$74	5%
		Total Outerwear Tops		\$2,341,765,431	\$2,073,138,396	-11%	23,084,239	20,746,284	-10%	\$101	\$100	-1%
		Total Outerwear Tops		\$2,341,765,431	\$2,073,138,396	-11%	23,084,239	20,746,284	-10%	\$101	\$100	-1%
		Men's		\$1,050,885,438	\$942,814,266	-10%	9,925,544	8,946,361	-10%	\$106	\$105	0%
		Women's		\$1,083,368,049	\$950,902,656	-12%	9,638,657	8,657,761	-10%	\$112	\$110	-2%
		Youth		\$207,511,944	\$179,421,474	-14%	3,520,038	3,142,162	-11%	\$59	\$57	-3%
		Total Socks/Hosiery		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Total Socks		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Total Socks		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Men's		\$35,722,260	\$34,274,878	-4%	1,858,351	1,723,928	-7%	\$19	\$20	3%
		Women's		\$22,102,017	\$20,370,579	-8%	1,134,615	1,020,656	-10%	\$19	\$20	2%
		Youth		\$10,839,837	\$9,982,384	-8%	792,988	720,173	-9%	\$14	\$14	1%
		Total Sportswear		\$780,074,864	\$900,366,651	15%	19,115,207	22,706,682	19%	\$41	\$40	-3%
		Total Tops		\$776,500,676	\$897,410,483	16%	19,056,610	22,657,216	19%	\$41	\$40	-3%
		Total Knit Shirts		\$37,234,548	\$35,397,198	-5%	1,068,887	1,051,447	-2%	\$35	\$34	-3%
		Men's		\$18,719,281	\$22,983,865	23%	597,160	752,970	26%	\$31	\$31	-3%
		Women's		\$16,074,339	\$10,729,726	-33%	393,975	251,767	-36%	\$41	\$43	4%

	Youth	\$2,440,928	\$1,683,607	-31%	77,752	46,710	-40%	\$31	\$36	15%
	Total Sweaters	\$138,513,482	\$133,009,314	-4%	2,112,871	2,083,874	-1%	\$66	\$64	-3%
	Men's	\$44,519,566	\$42,911,504	-4%	643,454	606,639	-6%	\$69	\$71	2%
	Women's	\$93,326,748	\$89,447,708	-4%	1,453,768	1,458,675	0%	\$64	\$61	-4%
	Youth	\$667,168	\$650,102	-3%	15,649	18,560	19%	\$43	\$35	-18%
	Total Sweatshirts	\$600,752,646	\$729,003,971	21%	15,874,852	19,521,895	23%	\$38	\$37	-1%
	Men's	\$328,418,900	\$393,157,591	20%	8,950,891	10,665,205	19%	\$37	\$37	0%
	Women's	\$230,379,680	\$276,313,721	20%	5,244,616	6,440,415	23%	\$44	\$43	-2%
	Youth	\$41,954,066	\$59,532,659	42%	1,679,345	2,416,275	44%	\$25	\$25	-1%
	Total Bottoms	\$3,574,188	\$2,956,168	-17%	58,597	49,466	-16%	\$61	\$60	-2%
	Total Pants	\$3,570,147	\$2,955,708	-17%	58,454	49,448	-15%	\$61	\$60	-2%
	Men's	\$632,427	\$373,053	-41%	7,558	5,829	-23%	\$84	\$64	-24%
	Women's	\$2,378,753	\$2,135,324	-10%	37,766	34,534	-9%	\$63	\$62	-2%
	Youth	\$558,967	\$447,331	-20%	13,130	9,085	-31%	\$43	\$49	16%
	Total Shorts	\$4,041	\$460	-89%	143	18	-87%	\$28	\$26	-10%
	Women's	\$4,041	\$460	-89%	143	18	-87%	\$28	\$26	-10%
Equipment Total										
	Accessories	\$102,779,764	\$94,656,982	-8%	1,815,164	1,832,061	1%	\$57	\$52	-9%
	First Aid/Body Care	\$6,184,268	\$7,962,546	29%	672,975	979,322	46%	\$9	\$8	-12%
	First Aid/Body Care	\$6,184,268	\$7,962,546	29%	672,975	979,322	46%	\$9	\$8	-12%
	Men's	\$6,120,560	\$7,848,653	28%	667,328	959,558	44%	\$9	\$8	-11%
	Not Specified	\$63,708	\$113,893	79%	5,647	19,764	250%	\$11	\$6	-49%
	Instruments	\$43,400,482	\$34,521,599	-20%	781,251	547,334	-30%	\$56	\$63	14%
	Digital Imaging	\$18,737,296	\$13,304,747	-29%	66,800	42,261	-37%	\$280	\$315	12%
	Men's	\$2,411,955	\$239,125	-90%	1,396	86%	-24%	\$171	\$20	-88%
	Not Specified	\$16,325,341	\$13,065,622	-20%	56,991	40,865	-28%	\$286	\$320	12%
	Digital Imaging Accessories	\$5,899,532	\$4,440,905	-25%	170,823	136,958	-20%	\$35	\$32	-6%
	Men's	\$5,420,591	\$3,896,825	-28%	161,749	126,333	-22%	\$34	\$31	-8%
	Not Specified	\$478,941	\$544,080	14%	9,074	10,625	17%	\$53	\$51	-3%
	Portable Audio/Phone Accessories	\$18,763,654	\$16,775,947	-11%	543,628	368,115	-32%	\$35	\$46	32%
	Men's	\$213,082	\$128,705	-40%	9,335	6,442	-31%	\$23	\$20	-12%
	Not Specified	\$18,550,572	\$16,647,242	-10%	534,293	361,673	-32%	\$35	\$46	33%
	Sport Racks	\$53,195,014	\$52,172,837	-2%	360,938	305,405	-15%	\$147	\$171	16%
	Rack Parts	\$8,497,723	\$8,238,313	-3%	127,204	105,746	-17%	\$67	\$78	17%
	Men's	\$7,204,719	\$7,141,341	-1%	106,889	89,621	-16%	\$67	\$80	18%
	Not Specified	\$1,293,004	\$1,096,972	-15%	20,315	16,125	-21%	\$64	\$68	7%
	Top of Car Components	\$29,600,330	\$31,605,281	7%	138,519	128,340	-7%	\$214	\$246	15%
	Men's	\$19,027,401	\$21,102,398	11%	75,614	74,026	-2%	\$252	\$285	13%
	Not Specified	\$10,572,929	\$10,502,883	-1%	62,905	54,314	-14%	\$168	\$193	15%
	Towers/Feet	\$9,347,635	\$6,931,689	-26%	50,441	34,586	-31%	\$185	\$200	8%
	Men's	\$8,512,545	\$6,249,782	-27%	45,801	31,116	-32%	\$186	\$201	8%
	Not Specified	\$835,090	\$681,907	-18%	4,640	3,470	-25%	\$180	\$197	9%
	Load Bars	\$5,749,326	\$5,397,554	-6%	44,774	36,733	-18%	\$128	\$147	14%
	Men's	\$4,274,754	\$4,075,117	-5%	35,537	29,299	-18%	\$120	\$139	16%
	Not Specified	\$1,474,572	\$1,322,437	-10%	9,237	7,434	-20%	\$160	\$178	11%
	Winter/Snow Sports	\$2,000,239,136	\$1,999,959,652	0%	31,877,457	29,722,172	-7%	\$63	\$67	7%
	Adjustable Poles	\$5,311,747	\$6,002,733	13%	66,727	77,236	16%	\$80	\$78	-2%
	Adjustable Poles	\$5,311,747	\$6,002,733	13%	66,727	77,236	16%	\$80	\$78	-2%
	Men's	\$4,139,735	\$4,325,359	4%	45,146	43,678	-3%	\$92	\$99	8%
	Women's	\$52,398	\$48,956	-7%	614	584	-5%	\$85	\$84	-2%
	Youth	\$727,657	\$1,235,681	70%	16,471	28,696	74%	\$44	\$43	-3%
	Not Specified	\$391,957	\$392,737	0%	4,496	4,278	-5%	\$87	\$92	5%
	Alpine Equipment	\$644,859,925	\$642,565,407	0%	2,530,302	2,476,066	-2%	\$255	\$260	2%
	Alpine Bindings	\$77,224,723	\$83,209,775	8%	426,684	443,070	4%	\$181	\$188	4%
	Men's	\$65,890,988	\$73,478,076	12%	350,340	381,224	9%	\$188	\$193	2%
	Women's	\$1,171,712	\$419,034	-64%	7,594	2,121	-72%	\$154	\$198	28%
	Youth	\$2,057,755	\$2,273,518	10%	23,515	25,007	6%	\$88	\$91	4%
	Not Specified	\$8,104,268	\$7,039,147	-13%	45,235	34,718	-23%	\$179	\$203	13%
	Alpine Boots	\$272,436,423	\$266,031,743	-2%	869,923	832,522	-4%	\$313	\$320	2%
	Men's	\$159,127,066	\$150,808,652	-5%	407,907	377,886	-7%	\$390	\$399	2%
	Women's	\$93,464,964	\$93,745,085	0%	287,417	275,770	-4%	\$325	\$340	5%
	Youth	\$10,549,859	\$12,812,884	21%	79,919	98,103	23%	\$132	\$131	-1%
	Not Specified	\$9,294,534	\$8,665,122	-7%	94,680	80,763	-15%	\$98	\$107	9%
	Alpine Poles	\$25,283,785	\$25,047,351	-1%	556,267	526,267	-5%	\$45	\$48	5%
	Men's	\$14,750,843	\$14,673,996	-1%	299,444	289,203	-3%	\$49	\$51	3%
	Women's	\$5,044,543	\$5,407,894	7%	116,541	111,228	-5%	\$43	\$49	12%
	Youth	\$2,066,944	\$1,819,605	-12%	72,401	61,797	-15%	\$29	\$29	3%
	Not Specified	\$3,421,455	\$3,145,856	-8%	67,881	64,039	-6%	\$50	\$49	-3%
	Alpine Skis	\$269,914,994	\$268,276,538	-1%	677,428	674,207	0%	\$398	\$398	0%
	Men's	\$159,864,276	\$160,128,577	0%	334,001	346,890	4%	\$479	\$462	-4%
	Women's	\$81,355,826	\$79,083,738	-3%	193,678	190,018	-2%	\$420	\$416	-1%
	Youth	\$24,802,459	\$25,616,012	3%	140,123	130,157	-7%	\$177	\$197	11%
	Not Specified	\$3,892,433	\$3,448,211	-11%	9,626	7,142	-26%	\$404	\$483	19%
	Alpine Touring Equipment	\$41,464,177	\$47,485,293	15%	85,257	91,978	8%	\$486	\$516	6%
	Alpine Touring Bindings	\$20,065,320	\$21,497,251	7%	47,621	46,168	-3%	\$421	\$466	11%
	Men's	\$19,451,321	\$20,694,519	6%	46,141	44,235	-4%	\$422	\$468	11%
	Women's	\$0	\$0		0	0				
	Youth	\$5,189	\$0		13				\$399	
	Not Specified	\$613,999	\$797,543	30%	1,480	1,920	30%	\$415	\$415	0%

	Alpine Touring Boots	\$11,917,355	\$15,930,087	34%	20,135	28,672	42%	\$592	\$556	-6%
	Men's	\$9,076,241	\$11,769,229	30%	15,265	20,701	36%	\$595	\$569	-4%
	Women's	\$2,816,809	\$4,142,899	47%	4,733	7,882	67%	\$595	\$526	-12%
	Not Specified	\$24,305	\$17,959	-26%	137	89	-35%	\$177	\$202	14%
	Alpine Touring Skis	\$9,481,502	\$10,057,955	6%	17,501	17,138	-2%	\$542	\$587	8%
	Men's	\$6,814,961	\$7,734,903	13%	12,023	12,210	2%	\$567	\$633	12%
	Women's	\$1,979,641	\$2,033,136	3%	4,458	4,525	2%	\$444	\$449	1%
	Youth	\$74,015	\$12,008	-84%	395	104	-74%	\$187	\$115	-38%
	Not Specified	\$612,885	\$277,908	-55%	625	299	-52%	\$981	\$929	-5%
	Nordic Equipment	\$43,075,725	\$36,213,224	-16%	354,413	285,204	-20%	\$122	\$127	4%
	Nordic Bindings	\$2,780,981	\$2,870,358	3%	42,391	41,325	-3%	\$66	\$69	6%
	Men's	\$2,276,508	\$2,371,585	4%	33,354	33,311	0%	\$68	\$71	4%
	Women's	\$79,189	\$48,679	-39%	1,391	830	-40%	\$57	\$59	3%
	Youth	\$212,134	\$219,044	3%	3,542	3,973	12%	\$60	\$55	-8%
	Not Specified	\$213,150	\$231,050	8%	4,104	3,211	-22%	\$52	\$72	39%
	Nordic Boots	\$13,705,424	\$13,452,143	-2%	107,776	96,561	-10%	\$127	\$139	10%
	Men's	\$9,287,791	\$9,177,225	-1%	65,211	59,604	-9%	\$142	\$154	8%
	Women's	\$3,630,782	\$3,419,290	-6%	32,118	28,127	-12%	\$113	\$122	8%
	Youth	\$621,939	\$652,295	5%	8,720	8,239	-6%	\$71	\$79	11%
	Not Specified	\$164,912	\$203,333	23%	1,727	591	-66%	\$95	\$344	260%
	Nordic Poles	\$3,926,310	\$3,375,783	-14%	85,217	73,434	-14%	\$46	\$46	0%
	Men's	\$3,074,122	\$2,889,795	-6%	66,229	62,106	-6%	\$46	\$47	0%
	Women's	\$362,561	\$122,790	-66%	6,700	3,159	-53%	\$54	\$39	-28%
	Youth	\$175,780	\$169,689	-3%	7,119	5,024	-29%	\$25	\$34	37%
	Not Specified	\$313,847	\$193,509	-38%	5,169	3,145	-39%	\$61	\$62	1%
	Nordic Skis	\$22,663,010	\$16,514,940	-27%	119,029	73,884	-38%	\$190	\$224	17%
	Men's	\$14,244,621	\$12,406,385	-13%	64,342	52,571	-18%	\$221	\$236	7%
	Women's	\$3,900,856	\$427,882	-89%	31,558	2,613	-92%	\$124	\$164	32%
	Youth	\$726,543	\$856,280	18%	6,251	6,047	-3%	\$116	\$142	22%
	Not Specified	\$3,790,990	\$2,824,393	-25%	16,878	12,653	-25%	\$225	\$223	-1%
	Skiboards	\$36,405	\$67,978	87%	178	319	79%	\$205	\$213	4%
	Skiboards	\$36,405	\$67,978	87%	178	319	79%	\$205	\$213	4%
	Men's	\$34,681	\$67,978	96%	153	319	108%	\$227	\$213	-6%
	Youth	\$1,724	\$0	-100%	25	0	-100%	\$69		
	Not Specified	\$0	\$0		0	0				
	Snowboard Equipment	\$362,223,805	\$375,209,215	4%	1,477,192	1,442,836	-2%	\$245	\$260	6%
	Snowboard Bindings	\$92,095,209	\$93,789,736	2%	480,465	467,051	-3%	\$192	\$201	5%
	Men's	\$63,572,454	\$63,451,881	0%	315,756	300,751	-5%	\$201	\$211	5%
	Women's	\$18,407,640	\$17,667,586	-4%	102,493	94,891	-7%	\$180	\$186	4%
	Youth	\$2,376,236	\$2,292,678	-4%	27,377	23,651	-14%	\$87	\$97	12%
	Not Specified	\$7,738,879	\$10,377,591	34%	34,839	47,758	37%	\$222	\$217	-2%
	Snowboard Boots	\$119,005,077	\$124,072,198	4%	557,464	545,627	-2%	\$213	\$227	7%
	Men's	\$84,814,534	\$90,321,525	6%	368,726	371,667	1%	\$230	\$243	6%
	Women's	\$28,988,864	\$29,864,668	3%	140,547	137,534	-2%	\$206	\$217	5%
	Youth	\$4,183,234	\$3,636,613	-13%	43,362	35,103	-19%	\$96	\$104	7%
	Not Specified	\$1,018,445	\$249,392	-76%	4,829	1,323	-73%	\$211	\$189	-11%
	Snowboards	\$151,123,519	\$157,347,281	4%	439,263	430,158	-2%	\$344	\$366	6%
	Men's	\$109,107,575	\$115,303,822	6%	288,758	287,977	0%	\$378	\$400	6%
	Women's	\$27,952,221	\$28,774,035	3%	81,681	83,250	2%	\$342	\$346	1%
	Youth	\$7,585,102	\$6,771,704	-11%	53,547	43,650	-18%	\$142	\$155	10%
	Not Specified	\$6,478,621	\$6,497,720	0%	15,277	15,281	0%	\$424	\$425	0%
	Telemark Equipment	\$2,880,702	\$2,982,442	4%	9,454	8,798	-7%	\$305	\$339	11%
	Telemark Bindings	\$1,450,749	\$1,375,962	-5%	6,483	5,494	-15%	\$224	\$250	12%
	Men's	\$1,343,694	\$1,318,560	-2%	6,256	5,355	-14%	\$215	\$246	15%
	Women's	\$2,697	\$3,545	31%	12	11	-8%	\$225	\$322	43%
	Not Specified	\$104,358	\$53,857	-48%	215	128	-40%	\$485	\$421	-13%
	Telemark Boots	\$1,249,241	\$1,404,533	12%	2,501	2,641	6%	\$499	\$532	6%
	Men's	\$999,438	\$1,141,350	14%	1,983	2,172	10%	\$504	\$525	4%
	Women's	\$249,803	\$255,410	2%	518	446	-14%	\$482	\$573	19%
	Not Specified	\$0	\$7,773		0	23			\$338	
	Telemark Skis	\$180,712	\$201,947	12%	470	663	41%	\$384	\$305	-21%
	Men's	\$142,335	\$154,580	9%	365	540	48%	\$390	\$286	-27%
	Women's	\$3,044	\$0	-100%	9	0	-100%	\$338		
	Not Specified	\$35,333	\$47,367	34%	96	123	28%	\$368	\$385	5%
	Winter/Snow Accessories	\$474,446,244	\$442,318,553	-7%	16,460,247	15,578,470	-5%	\$29	\$28	-1%
	Backcountry Accessories	\$23,139,545	\$26,544,811	15%	211,934	202,507	-4%	\$109	\$131	20%
	Men's	\$18,425,754	\$19,721,051	7%	185,812	165,668	-11%	\$99	\$119	20%
	Women's	\$3,133	\$0	-100%	22	0	-100%	\$142		
	Youth	\$617,942	\$984,616	59%	2,105	3,372	60%	\$294	\$292	-1%
	Not Specified	\$4,092,716	\$5,839,144	43%	23,995	33,467	39%	\$171	\$174	2%
	Other Winter/Snow Accessories	\$87,273,944	\$82,014,317	-6%	11,890,748	11,395,472	-4%	\$7	\$7	-2%
	Men's	\$82,716,288	\$78,234,864	-5%	11,473,431	11,106,322	-3%	\$7	\$7	-2%
	Women's	\$61,354	\$51,311	-16%	7,979	5,791	-27%	\$8	\$9	15%
	Youth	\$114,580	\$161,419	41%	2,959	3,912	32%	\$39	\$41	7%
	Not Specified	\$4,381,722	\$3,566,723	-19%	406,379	279,447	-31%	\$11	\$13	18%
	Snow Goggle Accessories	\$6,074,999	\$8,672,742	43%	291,686	448,374	54%	\$21	\$19	-7%
	Men's	\$2,745,757	\$2,364,387	-14%	70,423	55,514	-21%	\$39	\$43	9%
	Not Specified	\$3,329,242	\$6,308,355	89%	221,263	392,860	78%	\$15	\$16	7%
	Snow Goggles	\$185,699,264	\$164,709,734	-11%	2,359,440	2,010,728	-15%	\$79	\$82	4%



	Men's	\$126,896,623	\$102,296,612	-19%	1,430,372	1,178,288	-18%	\$89	\$87	-2%
	Women's	\$20,772,699	\$15,082,757	-27%	210,848	152,611	-28%	\$99	\$99	0%
	Youth	\$13,304,812	\$12,045,135	-9%	357,831	307,993	-14%	\$37	\$39	5%
	Not Specified	\$24,725,130	\$35,285,230	43%	360,389	371,836	3%	\$69	\$95	38%
	Snow Protection Pads	\$3,582,563	\$3,655,872	2%	116,366	111,189	-4%	\$31	\$33	7%
	Men's	\$3,320,357	\$3,324,006	0%	110,587	105,525	-5%	\$30	\$31	5%
	Women's	\$128,679	\$128,598	0%	1,736	1,456	-16%	\$74	\$88	19%
	Youth	\$119,096	\$155,411	30%	3,638	3,343	-8%	\$33	\$46	42%
	Not Specified	\$14,431	\$47,857	232%	405	865	114%	\$36	\$55	55%
	Snow Sports Helmet	\$143,550,182	\$132,187,817	-8%	1,411,264	1,243,053	-12%	\$102	\$106	5%
	Men's	\$84,178,792	\$58,576,882	-30%	781,109	550,354	-30%	\$108	\$106	-1%
	Women's	\$21,751,806	\$13,210,389	-39%	170,432	104,894	-38%	\$128	\$126	-1%
	Youth	\$13,144,392	\$10,091,208	-23%	235,503	179,819	-24%	\$56	\$56	1%
	Not Specified	\$24,475,192	\$50,309,338	106%	224,220	407,986	82%	\$109	\$123	13%
	Snowshoes	\$25,125,747	\$24,533,260	-2%	178,809	167,147	-7%	\$141	\$147	4%
	Men's	\$13,959,658	\$13,118,391	-6%	84,266	76,401	-9%	\$166	\$172	4%
	Women's	\$6,280,591	\$6,952,808	11%	40,712	44,671	10%	\$154	\$156	1%
	Youth	\$1,346,118	\$1,282,287	-5%	21,857	19,680	-10%	\$62	\$65	6%
	Not Specified	\$3,539,380	\$3,179,774	-10%	31,974	26,395	-17%	\$111	\$120	9%
	Winter/Snow Shop Services	\$425,923,523	\$447,050,416	5%	10,893,623	9,760,978	-10%	\$39	\$46	17%
	Winter/Snow Rentals	\$345,995,144	\$378,782,251	9%	8,064,735	7,822,342	-3%	\$43	\$48	13%
	Men's	\$197,523,980	\$239,512,472	21%	1,802,239	1,663,148	-8%	\$110	\$144	31%
	Not Specified	\$148,471,164	\$139,269,779	-6%	6,262,496	6,159,194	-2%	\$24	\$23	-5%
	Winter/Snow Repairs	\$79,928,379	\$68,268,165	-15%	2,828,888	1,938,636	-31%	\$28	\$35	25%
	Men's	\$79,928,379	\$68,268,165	-15%	2,828,888	1,938,636	-31%	\$28	\$35	25%
	Snow Decks/Skates	\$16,883	\$64,391	281%	64	287	348%	\$264	\$224	-15%
	Snow Decks/Skates	\$16,883	\$64,391	281%	64	287	348%	\$264	\$224	-15%
	Men's	\$13,341	\$61,336	360%	56	274	389%	\$238	\$224	-6%
	Not Specified	\$3,542	\$3,055	-14%	8	13	63%	\$443	\$235	-47%
Grand Total		\$6,792,897,501	\$6,510,273,694	-4%	118,375,488	112,563,802	-5%	\$57	\$58	1%

Channel	(All)	Current Period	March-20	DOLLARS			UNITS			AVERAGE PRICE		
				March-19	March-20	Pct. Change	March-19	March-20	Pct. Change	March-19	March-20	Pct. Change
Total Sales				\$592,572,749	\$340,618,775	-43%	10,345,865	5,727,882	-45%	\$57	\$59	4%
	Accessories			\$33,689,861	\$17,047,135	-49%	677,467	297,800	-56%	\$50	\$57	15%
		Bags		\$6,983,171	\$4,203,381	-40%	76,742	48,094	-37%	\$91	\$87	-4%
		Backpacks		\$1,087,131	\$859,930	-21%	7,403	7,259	-2%	\$147	\$118	-19%
		Technical Packs		\$1,087,131	\$859,930	-21%	7,403	7,259	-2%	\$147	\$118	-19%
		Sports Equipment Bags		\$5,896,040	\$3,343,451	-43%	69,339	40,835	-41%	\$85	\$82	-4%
		Sports Equipment Bags		\$5,896,040	\$3,343,451	-43%	69,339	40,835	-41%	\$85	\$82	-4%
	Sunglasses			\$26,706,690	\$12,843,754	-52%	600,725	249,706	-58%	\$44	\$51	16%
		Sunglasses		\$25,448,372	\$12,262,017	-52%	459,539	189,395	-59%	\$55	\$65	17%
		Sunglasses		\$25,448,372	\$12,262,017	-52%	459,539	189,395	-59%	\$55	\$65	17%
		Sunglasses Accessories		\$1,258,318	\$581,737	-54%	141,186	60,311	-57%	\$9	\$10	8%
		Other Eyewear Accessories		\$87,202	\$36,313	-58%	18,377	7,064	-62%	\$5	\$5	8%
		Sunglass Cases		\$97,497	\$38,911	-60%	9,761	3,806	-61%	\$10	\$10	2%
		Sunglass Lenses		\$82,438	\$68,737	-17%	992	930	-6%	\$83	\$74	-11%
		Sunglass Tethers		\$991,181	\$437,776	-56%	112,056	48,511	-57%	\$9	\$9	2%
	Apparel			\$364,301,004	\$214,020,264	-41%	6,537,889	4,064,779	-38%	\$56	\$53	-6%
		Total Apparel Accessories		\$49,933,437	\$26,683,203	-47%	1,961,013	1,120,016	-43%	\$25	\$24	-6%
		Total Apparel Accessories		\$49,933,437	\$26,683,203	-47%	1,961,013	1,120,016	-43%	\$25	\$24	-6%
		Total Handwear		\$29,526,511	\$14,255,878	-52%	743,881	370,468	-50%	\$40	\$38	-3%
		Total Handwear		\$20,406,926	\$12,427,325	-39%	1,217,132	749,548	-38%	\$17	\$17	-1%
		Total Cold Weather Undergarments		\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%
		Total Cold Weather Undergarments		\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%
		Total Cold Weather Undergarments		\$19,416,758	\$11,406,995	-41%	412,501	256,099	-38%	\$47	\$45	-5%
		Total Outerwear		\$233,842,264	\$135,851,526	-42%	2,447,769	1,548,497	-37%	\$96	\$88	-8%
		Total Outerwear Bottoms		\$41,404,765	\$21,877,226	-47%	395,668	215,665	-45%	\$105	\$101	-3%
		Total Outerwear Bottoms		\$41,404,765	\$21,877,226	-47%	395,668	215,665	-45%	\$105	\$101	-3%
		Total Outerwear Suits/Sets		\$1,049,431	\$486,380	-54%	37,218	15,736	-58%	\$28	\$31	10%
		Total Outerwear Suits/Sets		\$1,049,431	\$486,380	-54%	37,218	15,736	-58%	\$28	\$31	10%
		Total Outerwear Tops		\$191,388,068	\$113,487,920	-41%	2,014,883	1,317,096	-35%	\$95	\$86	-9%
		Total Outerwear Tops		\$191,388,068	\$113,487,920	-41%	2,014,883	1,317,096	-35%	\$95	\$86	-9%
		Total Outerwear Tops		\$191,388,068	\$113,487,920	-41%	2,014,883	1,317,096	-35%	\$95	\$86	-9%
		Total Socks/Hosiery		\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%
		Total Socks		\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%
		Total Socks		\$7,592,050	\$3,954,499	-48%	404,474	217,075	-46%	\$19	\$18	-3%
		Total Sportswear		\$53,516,495	\$36,124,041	-32%	1,312,132	923,092	-30%	\$41	\$39	-4%
		Total Tops		\$53,252,872	\$35,962,860	-32%	1,307,748	919,811	-30%	\$41	\$39	-4%
		Total Knit Shirts		\$3,296,906	\$1,467,899	-55%	88,784	39,665	-55%	\$37	\$37	0%
		Total Sweaters		\$7,438,654	\$4,463,782	-40%	112,950	75,582	-33%	\$66	\$59	-10%
		Total Sweatshirts		\$42,517,312	\$30,031,179	-29%	1,106,014	804,564	-27%	\$38	\$37	-3%
		Total Bottoms		\$263,623	\$161,181	-39%	4,384	3,281	-25%	\$60	\$49	-18%
		Total Pants		\$263,118	\$161,181	-39%	4,362	3,281	-25%	\$60	\$49	-19%
		Total Shorts		\$505	\$0	-100%	22	0	-100%	\$23		
	Equipment			\$194,581,884	\$109,551,376	-44%	3,130,509	1,365,303	-56%	\$62	\$80	29%
		Accessories		\$15,145,063	\$9,142,664	-40%	290,544	177,254	-39%	\$52	\$52	-1%
		First Aid/Body Care		\$1,512,836	\$854,577	-44%	155,028	104,307	-33%	\$10	\$8	-16%
		First Aid/Body Care		\$1,512,836	\$854,577	-44%	155,028	104,307	-33%	\$10	\$8	-16%
		Instruments		\$6,000,169	\$2,708,082	-55%	86,909	41,335	-52%	\$69	\$66	-5%
		Digital Imaging		\$2,810,500	\$1,066,727	-62%	9,228	3,191	-65%	\$305	\$334	10%
		Digital Imaging Accessories		\$1,002,217	\$408,549	-59%	29,695	11,789	-60%	\$34	\$35	3%
		Portable Audio/Phone Accessories		\$2,187,452	\$1,232,806	-44%	47,986	26,355	-45%	\$46	\$47	3%
		Sport Racks		\$7,632,058	\$5,580,005	-27%	48,607	31,612	-35%	\$157	\$177	12%
		Rack Parts		\$1,490,555	\$1,154,693	-23%	18,663	13,039	-30%	\$80	\$89	11%
		Top of Car Components		\$4,075,020	\$3,120,133	-23%	17,476	11,105	-36%	\$233	\$281	20%
		Towers/Feet		\$1,187,204	\$730,358	-38%	6,097	3,559	-42%	\$195	\$205	5%
		Load Bars		\$879,279	\$574,821	-35%	6,371	3,909	-39%	\$138	\$147	7%
		Winter/Snow Sports		\$179,436,821	\$100,408,712	-44%	2,839,965	1,188,049	-58%	\$63	\$85	34%
		Adjustable Poles		\$485,542	\$380,786	-22%	6,375	5,071	-20%	\$76	\$75	-1%
		Adjustable Poles		\$485,542	\$380,786	-22%	6,375	5,071	-20%	\$76	\$75	-1%
		Alpine Equipment		\$65,979,713	\$37,256,164	-44%	253,217	148,529	-41%	\$261	\$251	-4%
		Alpine Bindings		\$8,485,661	\$5,296,102	-38%	47,841	31,191	-35%	\$177	\$170	-4%
		Alpine Boots		\$25,696,971	\$12,949,648	-50%	79,046	42,967	-46%	\$325	\$301	-7%
		Alpine Poles		\$2,641,164	\$1,329,345	-50%	55,511	28,651	-48%	\$48	\$46	-2%
		Alpine Skis		\$29,155,917	\$17,681,069	-39%	70,819	45,720	-35%	\$412	\$387	-6%
		Alpine Touring Equipment		\$4,911,134	\$5,335,455	9%	10,147	11,603	14%	\$484	\$460	-5%
		Alpine Touring Bindings		\$1,981,329	\$2,279,572	15%	4,728	5,480	16%	\$419	\$416	-1%
		Alpine Touring Boots		\$1,490,245	\$1,815,745	22%	2,787	3,792	36%	\$535	\$479	-10%
		Alpine Touring Skis		\$1,439,560	\$1,240,138	-14%	2,632	2,331	-11%	\$547	\$532	-3%
		Nordic Equipment		\$3,009,441	\$1,873,456	-38%	25,923	17,804	-31%	\$116	\$105	-9%
		Nordic Bindings		\$236,877	\$137,154	-42%	3,829	2,534	-34%	\$62	\$54	-13%
		Nordic Boots		\$857,935	\$687,794	-20%	7,248	5,815	-20%	\$118	\$118	0%
		Nordic Poles		\$366,162	\$187,392	-49%	7,307	4,946	-32%	\$50	\$38	-24%
		Nordic Skis		\$1,548,467	\$861,116	-44%	7,539	4,509	-40%	\$205	\$191	-7%

	Skiboards	\$5,174	\$0	-100%	22	0	-100%	\$235		
	Skiboards	\$5,174	\$0	-100%	22	0	-100%	\$235		
	Snow Decks/Skates	\$390	\$390	0%	3	3	0%	\$130	\$130	0%
	Snow Decks/Skates	\$390	\$390	0%	3	3	0%	\$130	\$130	0%
	Snowboard Equipment	\$27,632,216	\$20,431,990	-26%	115,211	82,848	-28%	\$240	\$247	3%
	Snowboard Bindings	\$7,272,804	\$5,092,662	-30%	38,132	26,516	-30%	\$191	\$192	1%
	Snowboard Boots	\$8,432,184	\$5,255,329	-38%	42,090	26,660	-37%	\$200	\$197	-2%
	Snowboards	\$11,927,228	\$10,083,999	-15%	34,989	29,672	-15%	\$341	\$340	0%
	Telemark Equipment	\$216,853	\$312,335	44%	894	993	11%	\$243	\$315	30%
	Telemark Bindings	\$115,289	\$135,571	18%	659	559	-15%	\$175	\$243	39%
	Telemark Boots	\$98,964	\$152,362	54%	228	338	48%	\$434	\$451	4%
	Telemark Skis	\$2,600	\$24,402	839%	7	96	1271%	\$371	\$254	-32%
	Winter/Snow Accessories	\$54,673,436	\$28,267,980	-48%	1,584,120	706,606	-55%	\$35	\$40	16%
	Backcountry Accessories	\$2,367,053	\$3,618,608	53%	21,249	27,259	28%	\$111	\$133	19%
	Other Winter/Snow Accessories	\$7,308,488	\$3,442,236	-53%	1,012,272	419,013	-59%	\$7	\$8	14%
	Snow Goggle Accessories	\$950,454	\$620,777	-35%	48,148	30,817	-36%	\$20	\$20	2%
	Snow Goggles	\$25,843,828	\$11,170,005	-57%	321,745	135,777	-58%	\$80	\$82	2%
	Snow Protection Pads	\$449,831	\$184,864	-59%	16,696	6,217	-63%	\$27	\$30	10%
	Snow Sports Helmet	\$16,009,748	\$7,311,738	-54%	151,127	73,724	-51%	\$106	\$99	-6%
	Snowshoes	\$1,744,034	\$1,919,752	10%	12,883	13,799	7%	\$135	\$139	3%
	Winter/Snow Shop Services	\$22,522,922	\$6,550,156	-71%	844,053	214,592	-75%	\$27	\$31	14%
	Winter/Snow Rentals	\$14,880,702	\$3,691,434	-75%	548,450	120,737	-78%	\$27	\$31	13%
	Winter/Snow Repairs	\$7,642,220	\$2,858,722	-63%	295,603	93,855	-68%	\$26	\$30	18%
<b>Grand Total</b>		<b>\$592,572,749</b>	<b>\$340,618,775</b>	<b>-43%</b>	<b>10,345,865</b>	<b>5,727,882</b>	<b>-45%</b>	<b>\$57</b>	<b>\$59</b>	<b>4%</b>

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Channel	(All)	Season to date	STD (Aug'19 - Mar'20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'19 - Mar'20)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'19 - Mar'20)	STD (Aug'19 - Mar'20)	Pct. Change
Total Sales				\$6,797,897,501	\$6,510,273,694	-4%	118,375,488	112,563,802	-5%	\$57	\$58	1%
	Accessories			\$195,423,454	\$187,763,276	-4%	3,656,532	3,361,212	-8%	\$53	\$56	5%
		Bags		\$60,524,085	\$63,085,785	4%	659,361	676,831	3%	\$92	\$93	2%
		Backpacks		\$10,014,733	\$10,145,610	1%	64,752	75,584	17%	\$155	\$134	-13%
		Technical Packs		\$10,014,733	\$10,145,610	1%	64,752	75,584	17%	\$155	\$134	-13%
		Sports Equipment Bags		\$50,509,352	\$52,940,175	5%	594,609	601,247	1%	\$85	\$88	4%
		Sports Equipment Bags		\$50,509,352	\$52,940,175	5%	594,609	601,247	1%	\$85	\$88	4%
		Sunglasses		\$134,899,369	\$124,677,491	-8%	2,997,171	2,684,381	-10%	\$45	\$46	3%
		Sunglasses		\$127,375,773	\$117,460,494	-8%	2,127,225	1,891,891	-11%	\$60	\$62	4%
		Sunglasses		\$127,375,773	\$117,460,494	-8%	2,127,225	1,891,891	-11%	\$60	\$62	4%
		Sunglasses Accessories		\$7,523,596	\$7,216,997	-4%	869,946	792,490	-9%	\$9	\$9	5%
		Other Eyewear Accessories		\$580,487	\$621,474	7%	123,202	118,298	-4%	\$5	\$5	11%
		Sunglass Cases		\$525,642	\$419,649	-20%	52,770	40,510	-23%	\$10	\$10	4%
		Sunglass Lenses		\$562,641	\$582,278	3%	7,497	7,573	1%	\$75	\$77	2%
		Sunglass Tethers		\$5,854,826	\$5,593,596	-4%	686,477	626,109	-9%	\$9	\$9	5%
	Apparel			\$4,494,455,147	\$4,227,893,784	-6%	81,026,335	77,648,357	-4%	\$55	\$54	-2%
		Total Apparel Accessories		\$629,864,707	\$564,204,712	-10%	24,565,881	21,549,345	-12%	\$26	\$26	2%
		Total Apparel Accessories		\$629,864,707	\$564,204,712	-10%	24,565,881	21,549,345	-12%	\$26	\$26	2%
		Total Handwear		\$366,799,027	\$328,042,964	-11%	10,458,010	9,006,297	-14%	\$35	\$36	4%
		Total Headwear		\$263,065,680	\$236,161,748	-10%	14,107,871	12,543,048	-11%	\$19	\$19	1%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Total Cold Weather Undergarments		\$240,333,335	\$226,205,049	-6%	5,756,621	5,215,558	-9%	\$42	\$43	4%
		Total Outerwear		\$2,775,518,127	\$2,472,489,531	-11%	27,802,672	24,712,015	-11%	\$100	\$100	0%
		Total Outerwear Bottoms		\$419,384,469	\$386,671,793	-8%	4,363,538	3,743,284	-14%	\$96	\$103	7%
		Total Outerwear Bottoms		\$419,384,469	\$386,671,793	-8%	4,363,538	3,743,284	-14%	\$96	\$103	7%
		Total Outerwear Suits/Sets		\$14,368,227	\$12,679,342	-12%	354,895	222,447	-37%	\$40	\$57	41%
		Total Outerwear Suits/Sets		\$14,368,227	\$12,679,342	-12%	354,895	222,447	-37%	\$40	\$57	41%
		Total Outerwear Tops		\$2,341,765,431	\$2,073,138,396	-11%	23,084,239	20,746,284	-10%	\$101	\$100	-1%
		Total Outerwear Tops		\$2,341,765,431	\$2,073,138,396	-11%	23,084,239	20,746,284	-10%	\$101	\$100	-1%
		Total Socks/Hosiery		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Total Socks		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Total Socks		\$68,664,114	\$64,627,841	-6%	3,785,954	3,464,757	-8%	\$18	\$19	3%
		Total Sportswear		\$780,074,864	\$900,366,651	15%	19,115,207	22,706,682	19%	\$41	\$40	-3%
		Total Tops		\$776,500,676	\$897,410,483	16%	19,056,610	22,657,216	19%	\$41	\$40	-3%
		Total Knit Shirts		\$37,234,548	\$35,397,198	-5%	1,068,887	1,051,447	-2%	\$35	\$34	-3%
		Total Sweaters		\$138,513,482	\$133,009,314	-4%	2,112,871	2,083,874	-1%	\$66	\$64	-3%
		Total Sweatshirts		\$600,752,646	\$729,003,971	21%	15,874,852	19,521,895	23%	\$38	\$37	-1%
		Total Bottoms		\$3,574,188	\$2,956,168	-17%	58,597	49,466	-16%	\$61	\$60	-2%
		Total Pants		\$3,570,147	\$2,955,708	-17%	58,454	49,448	-15%	\$61	\$60	-2%
		Total Shorts		\$4,041	\$460	-89%	143	18	-87%	\$28	\$26	-10%
	Equipment			\$2,103,018,900	\$2,094,616,634	0%	33,692,621	31,554,233	-6%	\$62	\$66	6%
		Accessories		\$102,779,764	\$94,656,982	-8%	1,815,164	1,832,061	1%	\$57	\$52	-9%
		First Aid/Body Care		\$6,184,268	\$7,962,546	29%	672,975	979,322	46%	\$9	\$8	-12%
		First Aid/Body Care		\$6,184,268	\$7,962,546	29%	672,975	979,322	46%	\$9	\$8	-12%
		Instruments		\$43,400,482	\$34,521,599	-20%	781,251	547,334	-30%	\$56	\$63	14%
		Digital Imaging		\$18,737,296	\$13,304,747	-29%	66,800	42,261	-37%	\$280	\$315	12%
		Digital Imaging Accessories		\$5,899,532	\$4,440,905	-25%	170,823	136,958	-20%	\$35	\$32	-6%
		Portable Audio/Phone Accessories		\$18,763,654	\$16,775,947	-11%	543,628	368,115	-32%	\$35	\$46	32%
		Sport Racks		\$53,195,014	\$52,172,837	-2%	360,938	305,405	-15%	\$147	\$171	16%
		Rack Parts		\$8,497,723	\$8,238,313	-3%	127,204	105,746	-17%	\$67	\$78	17%
		Top of Car Components		\$29,600,330	\$31,605,281	7%	138,519	128,340	-7%	\$214	\$246	15%
		Towers/Feet		\$9,347,635	\$6,931,689	-26%	50,441	34,586	-31%	\$185	\$200	8%
		Load Bars		\$5,749,326	\$5,397,554	-6%	44,774	36,733	-18%	\$128	\$147	14%
		Winter/Snow Sports		\$2,000,239,136	\$1,999,959,652	0%	31,877,457	29,722,172	-7%	\$63	\$67	7%
		Adjustable Poles		\$5,311,747	\$6,002,733	13%	66,727	77,236	16%	\$80	\$78	-2%
		Adjustable Poles		\$5,311,747	\$6,002,733	13%	66,727	77,236	16%	\$80	\$78	-2%
		Alpine Equipment		\$644,859,925	\$642,565,407	0%	2,530,302	2,476,066	-2%	\$255	\$260	2%
		Alpine Bindings		\$77,224,723	\$83,209,775	8%	426,684	443,070	4%	\$181	\$188	4%
		Alpine Boots		\$272,436,423	\$266,031,743	-2%	869,923	832,522	-4%	\$313	\$320	2%
		Alpine Poles		\$25,283,785	\$25,047,351	-1%	556,267	526,267	-5%	\$45	\$48	5%
		Alpine Skis		\$269,914,994	\$268,276,538	-1%	677,428	674,207	0%	\$398	\$398	0%
		Alpine Touring Equipment		\$41,464,177	\$47,485,293	15%	85,257	91,978	8%	\$486	\$516	6%
		Alpine Touring Bindings		\$20,065,320	\$21,497,251	7%	47,621	46,168	-3%	\$421	\$466	11%
		Alpine Touring Boots		\$11,917,355	\$15,930,087	34%	20,135	28,672	42%	\$592	\$556	-6%
		Alpine Touring Skis		\$9,481,502	\$10,057,955	6%	17,501	17,138	-2%	\$542	\$587	8%
		Nordic Equipment		\$43,075,725	\$36,213,224	-16%	354,413	285,204	-20%	\$122	\$127	4%
		Nordic Bindings		\$2,780,981	\$2,870,358	3%	42,391	41,325	-3%	\$66	\$69	6%
		Nordic Boots		\$13,705,424	\$13,452,143	-2%	107,776	96,561	-10%	\$127	\$139	10%
		Nordic Poles		\$3,926,310	\$3,375,783	-14%	85,217	73,434	-14%	\$46	\$46	0%
		Nordic Skis		\$22,663,010	\$16,514,940	-27%	119,029	73,884	-38%	\$190	\$224	17%
		Skiboards		\$36,405	\$67,978	87%	178	319	79%	\$205	\$213	4%
		Skiboards		\$36,405	\$67,978	87%	178	319	79%	\$205	\$213	4%

	Snowboard Equipment	\$362,223,805	\$375,209,215	4%	1,477,192	1,442,836	-2%	\$245	\$260	6%
	Snowboard Bindings	\$92,095,209	\$93,789,736	2%	480,465	467,051	-3%	\$192	\$201	5%
	Snowboard Boots	\$119,005,077	\$124,072,198	4%	557,464	545,627	-2%	\$213	\$227	7%
	Snowboards	\$151,123,519	\$157,347,281	4%	439,263	430,158	-2%	\$344	\$366	6%
	Telemark Equipment	\$2,880,702	\$2,982,442	4%	9,454	8,798	-7%	\$305	\$339	11%
	Telemark Bindings	\$1,450,749	\$1,375,962	-5%	6,483	5,494	-15%	\$224	\$250	12%
	Telemark Boots	\$1,249,241	\$1,404,533	12%	2,501	2,641	6%	\$499	\$532	6%
	Telemark Skis	\$180,712	\$201,947	12%	470	663	41%	\$384	\$305	-21%
	Winter/Snow Accessories	\$474,446,244	\$442,318,553	-7%	16,460,247	15,578,470	-5%	\$29	\$28	-1%
	Backcountry Accessories	\$23,139,545	\$26,544,811	15%	211,934	202,507	-4%	\$109	\$131	20%
	Other Winter/Snow Accessories	\$87,273,944	\$82,014,317	-6%	11,890,748	11,395,472	-4%	\$7	\$7	-2%
	Snow Goggle Accessories	\$6,074,999	\$8,672,742	43%	291,686	448,374	54%	\$21	\$19	-7%
	Snow Goggles	\$185,699,264	\$164,709,734	-11%	2,359,440	2,010,728	-15%	\$79	\$82	4%
	Snow Protection Pads	\$3,582,563	\$3,655,872	2%	116,366	111,189	-4%	\$31	\$33	7%
	Snow Sports Helmet	\$143,550,182	\$132,187,817	-8%	1,411,264	1,243,053	-12%	\$102	\$106	5%
	Snowshoes	\$25,125,747	\$24,533,260	-2%	178,809	167,147	-7%	\$141	\$147	4%
	Winter/Snow Shop Services	\$425,923,523	\$447,050,416	5%	10,893,623	9,760,978	-10%	\$39	\$46	17%
	Winter/Snow Rentals	\$345,995,144	\$378,782,251	9%	8,064,735	7,822,342	-3%	\$43	\$48	13%
	Winter/Snow Repairs	\$79,928,379	\$68,268,165	-15%	2,828,888	1,938,636	-31%	\$28	\$35	25%
	Snow Decks/Skates	\$16,883	\$64,391	281%	64	287	348%	\$264	\$224	-15%
	Snow Decks/Skates	\$16,883	\$64,391	281%	64	287	348%	\$264	\$224	-15%
<b>Grand Total</b>		<b>\$6,792,897,501</b>	<b>\$6,510,273,694</b>	<b>-4%</b>	<b>118,375,488</b>	<b>112,563,802</b>	<b>-5%</b>	<b>\$57</b>	<b>\$58</b>	<b>1%</b>

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Specialty Only	Current Period	Mar 2020	DOLLARS			UNITS			AVERAGE PRICE		
			Mar 2019	Mar 2020	Pct. Change	Mar 2019	Mar 2020	Pct. Change	Mar 2019	Mar 2020	Pct. Change
Accessories			\$11,512,582	\$5,378,714	-53%	205,425	91,365	-56%	\$56	\$59	5%
	Bags		\$5,494,192	\$2,832,392	-48%	64,172	34,031	-47%	\$86	\$83	-3%
		Backpacks	\$528,407	\$337,961	-36%	4,219	3,356	-20%	\$125	\$101	-20%
		Midwest	\$76,976	\$22,135	-71%	660	234	-65%	\$117	\$95	-19%
		Northeast	\$15,835	\$12,182	-23%	151	162	7%	\$105	\$75	-28%
		South	\$5,088	\$10,174	100%	63	88	40%	\$81	\$116	43%
		West	\$430,508	\$293,470	-32%	3,345	2,872	-14%	\$129	\$102	-21%
		Sports Equipment Bags	\$4,965,785	\$2,494,431	-50%	59,953	30,675	-49%	\$83	\$81	-2%
		Midwest	\$464,387	\$204,002	-56%	5,999	3,236	-46%	\$77	\$63	-19%
		Northeast	\$2,045,656	\$634,750	-69%	28,418	7,452	-74%	\$72	\$85	18%
		South	\$732,785	\$421,687	-42%	7,525	4,438	-41%	\$97	\$95	-2%
		West	\$1,722,957	\$1,233,992	-28%	18,011	15,549	-14%	\$96	\$79	-17%
	Sunglasses		\$6,018,390	\$2,546,322	-58%	141,253	57,334	-59%	\$43	\$44	4%
		Sunglasses	\$5,766,288	\$2,431,663	-58%	105,080	42,349	-60%	\$55	\$57	5%
		Midwest	\$969,983	\$305,962	-68%	16,195	4,586	-72%	\$60	\$67	11%
		Northeast	\$393,045	\$147,448	-62%	7,489	3,013	-60%	\$52	\$49	-7%
		South	\$490,428	\$173,418	-65%	8,618	3,300	-62%	\$57	\$53	-8%
		West	\$3,912,832	\$1,804,835	-54%	72,778	31,450	-57%	\$54	\$57	7%
		Sunglasses Accessories	\$252,102	\$114,659	-55%	36,173	14,985	-59%	\$7	\$8	10%
		Midwest	\$47,929	\$10,124	-79%	6,214	2,164	-65%	\$8	\$5	-39%
		Northeast	\$11,372	\$5,080	-55%	1,490	623	-58%	\$8	\$8	7%
		South	\$38,429	\$19,928	-48%	6,685	3,230	-52%	\$6	\$6	7%
		West	\$154,372	\$79,527	-48%	21,784	8,968	-59%	\$7	\$9	25%
Apparel			\$168,906,469	\$75,542,232	-55%	2,582,978	1,199,328	-54%	\$65	\$63	-4%
	Total Apparel Accessories		\$32,654,667	\$13,971,817	-57%	1,000,637	418,360	-58%	\$33	\$33	2%
		Total Apparel Accessories	\$32,654,667	\$13,971,817	-57%	1,000,637	418,360	-58%	\$33	\$33	2%
		Midwest	\$3,475,145	\$1,546,214	-56%	113,626	57,087	-50%	\$31	\$27	-11%
		Northeast	\$5,466,026	\$3,948,211	-28%	162,545	107,786	-34%	\$34	\$37	9%
		South	\$6,564,517	\$3,032,335	-54%	228,906	92,385	-60%	\$29	\$33	14%
		West	\$17,148,979	\$5,445,057	-68%	495,560	161,102	-67%	\$35	\$34	-2%
	Total Cold Weather Undergarments		\$9,715,048	\$4,448,649	-54%	199,692	93,050	-53%	\$49	\$48	-2%
		Total Cold Weather Undergarments	\$9,715,048	\$4,448,649	-54%	199,692	93,050	-53%	\$49	\$48	-2%
		Midwest	\$746,361	\$327,221	-56%	15,394	9,478	-38%	\$48	\$35	-29%
		Northeast	\$1,672,620	\$886,733	-47%	33,719	16,856	-50%	\$50	\$53	6%
		South	\$3,645,154	\$1,713,484	-53%	82,785	36,534	-56%	\$44	\$47	7%
		West	\$3,650,913	\$1,521,211	-58%	67,794	30,182	-55%	\$54	\$50	-6%
	Total Outerwear		\$106,680,389	\$47,323,644	-56%	827,186	392,787	-53%	\$129	\$120	-7%
		Total Outerwear Bottoms	\$31,356,940	\$14,401,590	-54%	274,269	126,902	-54%	\$114	\$113	-1%
		Midwest	\$1,429,603	\$814,980	-43%	18,452	13,683	-26%	\$77	\$60	-23%
		Northeast	\$6,235,913	\$4,273,070	-31%	58,937	32,288	-45%	\$106	\$132	25%
		South	\$8,549,149	\$4,194,371	-51%	86,593	41,018	-53%	\$99	\$102	4%
		West	\$15,142,275	\$5,119,169	-66%	110,287	39,913	-64%	\$137	\$128	-7%
		Total Outerwear Suits/Sets	\$276,493	\$129,075	-53%	2,590	1,927	-26%	\$107	\$67	-37%
		Midwest	\$29,421	\$16,689	-43%	290	231	-20%	\$101	\$72	-29%
		Northeast	\$85,331	\$11,711	-86%	658	333	-49%	\$130	\$35	-73%
		South	\$61,689	\$49,756	-19%	803	533	-34%	\$77	\$93	22%
		West	\$100,052	\$50,919	-49%	839	830	-1%	\$119	\$61	-49%
		Total Outerwear Tops	\$75,046,956	\$32,792,979	-56%	550,327	263,958	-52%	\$136	\$124	-9%
		Midwest	\$8,366,356	\$3,742,966	-55%	78,404	37,276	-52%	\$107	\$100	-6%
		Northeast	\$16,473,303	\$8,984,282	-45%	109,203	59,703	-45%	\$151	\$150	0%
		South	\$12,376,409	\$5,540,717	-55%	90,181	41,329	-54%	\$137	\$134	-2%
		West	\$37,830,888	\$14,525,014	-62%	272,539	125,650	-54%	\$139	\$116	-17%
	Total Socks/Hosiery		\$6,238,982	\$3,311,715	-47%	325,761	176,381	-46%	\$19	\$19	-2%
		Total Socks	\$6,238,982	\$3,311,715	-47%	325,761	176,381	-46%	\$19	\$19	-2%
		Midwest	\$399,134	\$178,912	-55%	18,907	11,080	-41%	\$21	\$16	-24%
		Northeast	\$849,006	\$850,080	0%	48,683	44,098	-9%	\$17	\$19	11%
		South	\$2,113,959	\$1,178,588	-44%	115,151	60,555	-47%	\$18	\$19	6%
		West	\$2,876,883	\$1,104,135	-62%	143,020	60,648	-58%	\$20	\$18	-9%
	Total Sportswear		\$13,617,383	\$6,486,407	-52%	229,702	118,750	-48%	\$59	\$55	-8%

Total Tops		\$13,492,547	\$6,440,195	-52%	227,811	117,907	-48%	\$59	\$55	-8%
	Midwest	\$2,817,769	\$1,445,441	-49%	60,876	32,420	-47%	\$46	\$45	-4%
	Northeast	\$2,559,799	\$1,344,294	-47%	39,431	23,268	-41%	\$65	\$58	-11%
	South	\$1,051,925	\$616,905	-41%	19,134	10,948	-43%	\$55	\$56	2%
	West	\$7,063,054	\$3,033,555	-57%	108,370	51,271	-53%	\$65	\$59	-9%
Total Bottoms		\$124,836	\$46,212	-63%	1,891	843	-55%	\$66	\$55	-17%
	Midwest	\$8,522	\$2,305	-73%	166	164	-1%	\$51	\$14	-73%
	Northeast	\$24,710	\$20,905	-15%	439	362	-18%	\$56	\$58	3%
	South	\$43,525	\$6,371	-85%	628	127	-80%	\$69	\$50	-28%
	West	\$48,079	\$16,631	-65%	658	190	-71%	\$73	\$88	20%
Equipment		\$151,910,845	\$68,803,206	-55%	2,469,292	993,373	-60%	\$62	\$69	-13%
Accessories		\$5,571,676	\$2,879,263	-48%	145,607	100,603	-31%	\$38	\$29	-25%
	First Aid/Body Care	\$1,009,950	\$655,078	-35%	96,550	79,365	-18%	\$10	\$8	-21%
	Midwest	\$64,582	\$12,197	-81%	10,032	2,276	-77%	\$6	\$5	-17%
	Northeast	\$49,670	\$13,396	-73%	4,530	1,582	-65%	\$11	\$8	-23%
	South	\$47,643	\$28,183	-41%	3,826	2,670	-30%	\$12	\$11	-15%
	West	\$848,055	\$601,302	-29%	78,162	72,837	-7%	\$11	\$8	-24%
	Instruments	\$2,964,874	\$1,294,319	-56%	39,515	16,451	-58%	\$75	\$79	5%
	Midwest	\$390,165	\$122,030	-69%	5,745	2,131	-63%	\$68	\$57	-16%
	Northeast	\$167,822	\$55,544	-67%	2,355	673	-71%	\$71	\$83	16%
	South	\$98,312	\$137,515	40%	2,147	1,103	-49%	\$46	\$125	172%
	West	\$2,308,575	\$979,230	-58%	29,268	12,544	-57%	\$79	\$78	-1%
	Sport Racks	\$1,596,852	\$929,866	-42%	9,542	4,787	-50%	\$167	\$194	16%
	Midwest	\$540,806	\$117,747	-78%	3,982	692	-83%	\$136	\$170	25%
	Northeast	\$361,770	\$241,822	-33%	1,832	1,161	-37%	\$197	\$208	5%
	South	\$291,567	\$227,056	-22%	1,275	823	-35%	\$229	\$276	21%
	West	\$402,709	\$343,241	-15%	2,453	2,111	-14%	\$164	\$163	-1%
	Winter/Snow Sports	\$146,339,169	\$65,923,943	-55%	2,323,685	892,770	-62%	\$63	\$74	17%
	Adjustable Poles	\$246,574	\$157,937	-36%	3,252	2,421	-26%	\$76	\$65	-14%
	Midwest	\$23,484	\$11,378	-52%	317	112	-65%	\$74	\$102	37%
	Northeast	\$31,549	\$25,462	-19%	423	438	4%	\$75	\$58	-22%
	South	\$5,575	\$2,952	-47%	87	26	-70%	\$64	\$114	77%
	West	\$185,966	\$118,145	-36%	2,425	1,845	-24%	\$77	\$64	-16%
	Alpine Equipment	\$56,372,500	\$26,768,107	-53%	221,491	109,970	-50%	\$255	\$243	-4%
	Midwest	\$4,166,291	\$2,377,011	-43%	25,197	15,457	-39%	\$165	\$154	-7%
	Northeast	\$5,799,977	\$2,829,623	-51%	23,035	11,104	-52%	\$252	\$255	1%
	South	\$4,871,601	\$2,503,868	-49%	21,584	10,623	-51%	\$226	\$236	4%
	West	\$41,534,631	\$19,057,605	-54%	151,675	72,786	-52%	\$274	\$262	-4%
	Alpine Touring Equipment	\$2,775,770	\$2,480,340	-11%	5,776	5,285	-9%	\$481	\$469	-2%
	Midwest	\$268,890	\$125,662	-53%	786	346	-56%	\$342	\$363	6%
	Northeast	\$145,335	\$233,231	60%	362	488	35%	\$401	\$478	19%
	South	\$11,464	\$37,211	225%	24	105	338%	\$478	\$354	-26%
	West	\$2,350,081	\$2,084,236	-11%	4,604	4,346	-6%	\$510	\$480	-6%
	Nordic Equipment	\$2,395,472	\$1,165,732	-51%	21,125	12,447	-41%	\$113	\$94	-17%
	Midwest	\$534,818	\$167,026	-69%	6,137	3,635	-41%	\$87	\$46	-47%
	Northeast	\$717,724	\$462,446	-36%	5,556	3,750	-33%	\$129	\$123	-5%
	South	\$872	\$5,184	494%	65	29	-55%	\$13	\$179	1232%
	West	\$1,142,058	\$531,076	-53%	9,367	5,033	-46%	\$122	\$106	-13%
	Skiboards	\$0	\$0		0	0				
	Midwest	\$0	\$0		0	0				
	Northeast	\$0	\$0		0	0				
	South	\$0			0					
	West	\$0	\$0			0				
	Snow Decks/Skates	\$0	\$0		0	0				
	Midwest	\$0	\$0		0	0				
	Northeast	\$0			0					
	West	\$0	\$0		0	0				
	Snowboard Equipment	\$17,087,670	\$9,983,327	-42%	74,816	45,088	-40%	\$228	\$221	-3%
	Midwest	\$1,174,598	\$1,049,973	-11%	6,427	5,925	-8%	\$183	\$177	-3%
	Northeast	\$1,603,494	\$807,670	-50%	6,828	3,041	-55%	\$235	\$266	13%
	South	\$1,582,634	\$687,289	-57%	7,978	3,165	-60%	\$198	\$217	9%
	West	\$12,726,944	\$7,438,395	-42%	53,583	32,957	-38%	\$238	\$226	-5%
	Telemark Equipment	\$138,011	\$144,330	5%	492	419	-15%	\$281	\$344	23%

	Midwest	\$3,372	\$15,841	370%	38	33	-13%	\$89	\$480	441%
	Northeast	\$17,342	\$3,577	-79%	81	34	-58%	\$214	\$105	-51%
	South	\$0	\$0		0	0				
	West	\$117,297	\$124,912	6%	373	352	-6%	\$314	\$355	13%
	Winter/Snow Accessories	\$44,855,726	\$18,691,527	-58%	1,157,019	504,133	-56%	\$39	\$37	-4%
	Midwest	\$3,910,694	\$1,515,013	-61%	140,339	50,651	-64%	\$28	\$30	7%
	Northeast	\$3,124,123	\$1,637,643	-48%	114,476	59,642	-48%	\$27	\$27	1%
	South	\$5,550,407	\$2,646,129	-52%	142,241	58,298	-59%	\$39	\$45	16%
	West	\$32,270,502	\$12,892,742	-60%	759,963	335,542	-56%	\$42	\$38	-10%
	Winter/Snow Shop Services	\$22,467,446	\$6,532,643	-71%	839,714	213,007	-75%	\$27	\$31	15%
	Midwest	\$668,128	\$201,070	-70%	20,750	5,589	-73%	\$32	\$36	12%
	Northeast	\$3,149,467	\$1,189,587	-62%	101,589	35,518	-65%	\$31	\$33	8%
	South	\$105,405	\$65,832	-38%	3,596	1,934	-46%	\$29	\$34	16%
	West	\$18,544,446	\$5,076,154	-73%	713,779	169,966	-76%	\$26	\$30	15%
<b>Grand Total</b>		<b>\$332,329,896</b>	<b>\$149,724,152</b>	<b>-55%</b>	<b>5,257,695</b>	<b>2,284,066</b>	<b>-57%</b>	<b>\$63</b>	<b>\$66</b>	<b>4%</b>



Specialty Only	Season to date	STD (Aug'19 - Mar'20)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change	STD (Aug'18 - Mar'19)	STD (Aug'19 - Mar'20)	Pct. Change
Accessories			\$74,238,881	\$79,670,040	7%	1,219,767	1,286,389	5%	\$61	\$62	2%
	Bags		\$43,146,851	\$45,810,052	6%	500,869	511,684	2%	\$86	\$90	4%
		Backpacks	\$4,151,912	\$4,850,604	17%	32,892	39,911	21%	\$126	\$122	-4%
		Midwest	\$444,260	\$318,453	-28%	3,057	3,216	5%	\$145	\$99	-32%
		Northeast	\$194,238	\$227,353	17%	2,753	2,488	-10%	\$71	\$91	30%
		South	\$42,401	\$116,208	174%	507	1,137	124%	\$84	\$102	22%
		West	\$3,471,013	\$4,188,590	21%	26,575	33,070	24%	\$131	\$127	-3%
		Sports Equipment Bags	\$38,994,939	\$40,959,448	5%	467,977	471,773	1%	\$83	\$87	4%
		Midwest	\$4,206,811	\$3,924,992	-7%	53,461	47,427	-11%	\$79	\$83	5%
		Northeast	\$15,846,626	\$15,130,882	-5%	210,390	190,773	-9%	\$75	\$79	5%
		South	\$5,387,720	\$5,548,253	3%	59,602	61,826	4%	\$90	\$90	-1%
		West	\$13,553,782	\$16,355,321	21%	144,524	171,747	19%	\$94	\$95	2%
	Sunglasses		\$31,092,030	\$33,859,988	9%	718,898	774,705	8%	\$43	\$44	1%
		Sunglasses	\$29,563,937	\$32,123,490	9%	492,093	541,552	10%	\$60	\$59	-1%
		Midwest	\$3,899,940	\$3,562,981	-9%	58,113	49,254	-15%	\$67	\$72	8%
		Northeast	\$3,019,836	\$3,336,702	10%	53,500	61,299	15%	\$56	\$54	-4%
		South	\$2,872,999	\$2,293,406	-20%	46,944	38,704	-18%	\$61	\$59	-3%
		West	\$19,771,162	\$22,930,401	16%	333,536	392,295	18%	\$59	\$58	-1%
		Sunglasses Accessories	\$1,528,093	\$1,736,498	14%	226,805	233,153	3%	\$7	\$7	11%
		Midwest	\$245,518	\$191,081	-22%	35,483	26,187	-26%	\$7	\$7	5%
		Northeast	\$125,408	\$132,602	6%	17,703	17,054	-4%	\$7	\$8	10%
		South	\$229,193	\$220,979	-4%	42,033	34,390	-18%	\$5	\$6	18%
		West	\$927,974	\$1,191,836	28%	131,586	155,522	18%	\$7	\$8	9%
Apparel			\$1,400,647,884	\$1,223,893,294	-13%	19,475,591	17,271,467	-11%	\$72	\$71	-1%
	Total Apparel Accessories		\$260,014,130	\$236,016,411	-9%	7,549,188	6,555,399	-13%	\$34	\$36	5%
		Total Apparel Accessories	\$260,014,130	\$236,016,411	-9%	7,549,188	6,555,399	-13%	\$34	\$36	5%
		Midwest	\$41,164,066	\$32,667,373	-21%	1,233,316	964,201	-22%	\$34	\$34	2%
		Northeast	\$61,719,889	\$73,856,909	20%	1,788,512	2,030,464	14%	\$35	\$36	5%
		South	\$40,401,419	\$34,631,818	-14%	1,306,418	1,028,097	-21%	\$31	\$34	9%
		West	\$116,728,756	\$94,860,311	-19%	3,220,942	2,532,637	-21%	\$36	\$37	3%
	Total Cold Weather Undergarments		\$84,602,401	\$76,347,324	-10%	1,566,930	1,369,012	-13%	\$54	\$56	3%
		Total Cold Weather Undergarment	\$84,602,401	\$76,347,324	-10%	1,566,930	1,369,012	-13%	\$54	\$56	3%
		Midwest	\$12,237,627	\$8,978,557	-27%	206,187	158,368	-23%	\$59	\$57	-4%
		Northeast	\$18,884,552	\$20,969,305	11%	372,319	399,901	7%	\$51	\$52	3%
		South	\$22,142,951	\$19,748,295	-11%	444,429	371,903	-16%	\$50	\$53	7%
		West	\$31,337,271	\$26,651,167	-15%	543,995	438,840	-19%	\$58	\$61	5%
	Total Outerwear		\$896,907,335	\$761,935,375	-15%	6,250,869	5,348,987	-14%	\$143	\$142	-1%
		Total Outerwear Bottoms	\$231,884,117	\$207,437,365	-11%	1,806,927	1,562,252	-14%	\$128	\$133	3%
		Midwest	\$21,457,846	\$17,554,242	-18%	193,980	168,997	-13%	\$111	\$104	-6%
		Northeast	\$62,989,463	\$67,678,436	7%	513,795	506,588	-1%	\$123	\$134	9%
		South	\$56,446,037	\$48,565,765	-14%	472,439	394,930	-16%	\$119	\$123	3%
		West	\$90,990,771	\$73,638,922	-19%	626,713	491,737	-22%	\$145	\$150	3%
		Total Outerwear Suits/Sets	\$3,365,403	\$4,180,352	24%	27,730	39,998	44%	\$121	\$105	-14%
		Midwest	\$330,877	\$269,630	-19%	3,109	2,313	-26%	\$106	\$117	10%
		Northeast	\$1,450,093	\$2,115,686	46%	10,298	19,685	91%	\$141	\$107	-24%
		South	\$572,863	\$676,847	18%	6,173	5,985	-3%	\$93	\$113	22%
		West	\$1,011,570	\$1,118,189	11%	8,150	12,015	47%	\$124	\$93	-25%
		Total Outerwear Tops	\$661,657,815	\$550,317,658	-17%	4,416,212	3,746,737	-15%	\$150	\$147	-2%
		Midwest	\$125,808,934	\$84,799,748	-33%	881,323	592,823	-33%	\$143	\$143	0%
		Northeast	\$174,999,077	\$159,709,730	-9%	1,084,013	1,017,011	-6%	\$161	\$157	-3%
		South	\$118,633,238	\$106,033,345	-11%	805,613	734,052	-9%	\$147	\$144	-2%
		West	\$242,216,566	\$199,774,835	-18%	1,645,263	1,402,851	-15%	\$147	\$142	-3%
	Total Socks/Hosiery		\$47,501,296	\$47,017,064	-1%	2,451,465	2,366,044	-3%	\$19	\$20	3%
		Total Socks	\$47,501,296	\$47,017,064	-1%	2,451,465	2,366,044	-3%	\$19	\$20	3%
		Midwest	\$4,844,739	\$3,891,489	-20%	223,590	191,208	-14%	\$22	\$20	-6%
		Northeast	\$11,262,243	\$15,143,555	34%	613,613	791,057	29%	\$18	\$19	4%
		South	\$11,857,744	\$10,749,467	-9%	641,995	548,072	-15%	\$18	\$20	6%
		West	\$19,536,570	\$17,232,553	-12%	972,267	835,707	-14%	\$20	\$21	3%
	Total Sportswear		\$111,622,722	\$102,577,120	-8%	1,657,139	1,632,025	-2%	\$67	\$63	-7%
		Total Tops	\$110,287,014	\$101,548,174	-8%	1,637,144	1,616,183	-1%	\$67	\$63	-7%
		Midwest	\$28,325,024	\$22,294,925	-21%	468,764	411,930	-12%	\$60	\$54	-10%
		Northeast	\$26,476,899	\$24,125,262	-9%	374,733	389,338	4%	\$71	\$62	-12%
		South	\$11,620,821	\$13,606,691	17%	187,728	208,774	11%	\$62	\$65	5%
		West	\$43,864,270	\$41,521,296	-5%	605,919	606,141	0%	\$72	\$69	-5%
		Total Bottoms	\$1,335,708	\$1,028,946	-23%	19,995	15,842	-21%	\$67	\$65	-3%
		Midwest	\$133,659	\$93,852	-30%	1,874	2,407	28%	\$71	\$39	-45%
		Northeast	\$463,840	\$375,928	-19%	8,319	6,102	-27%	\$56	\$62	10%
		South	\$171,517	\$71,161	-59%	2,465	1,313	-47%	\$70	\$54	-22%
		West	\$566,692	\$488,005	-14%	7,337	6,020	-18%	\$77	\$81	5%
Equipment			\$1,623,760,517	\$1,640,889,380	1%	24,617,802	24,115,612	-2%	\$66	\$68	3%
	Accessories		\$38,126,298	\$40,242,115	6%	727,750	1,015,230	40%	\$52	\$40	-24%

	First Aid/Body Care	\$3,956,044	\$5,881,629	49%	378,056	693,904	84%	\$10	\$8	-19%
	Midwest	\$180,757	\$147,762	-18%	26,972	19,611	-27%	\$7	\$8	12%
	Northeast	\$302,394	\$338,396	12%	34,193	45,400	33%	\$9	\$7	-16%
	South	\$183,790	\$223,730	22%	15,446	21,253	38%	\$12	\$11	-12%
	West	\$3,289,103	\$5,171,741	57%	301,445	607,640	102%	\$11	\$9	-22%
	Instruments	\$18,775,531	\$18,174,579	-3%	256,469	238,472	-7%	\$73	\$76	4%
	Midwest	\$1,980,324	\$1,394,452	-30%	31,057	22,612	-27%	\$64	\$62	-3%
	Northeast	\$1,534,579	\$1,275,018	-17%	21,386	17,442	-18%	\$72	\$73	2%
	South	\$828,012	\$1,729,525	109%	14,683	15,510	6%	\$56	\$112	98%
	West	\$14,432,616	\$13,775,584	-5%	189,343	182,908	-3%	\$76	\$75	-1%
	Sport Racks	\$15,394,723	\$16,185,907	5%	93,225	82,854	-11%	\$165	\$195	18%
	Midwest	\$3,587,782	\$2,259,217	-37%	28,260	13,864	-51%	\$127	\$163	28%
	Northeast	\$5,252,555	\$6,238,420	19%	27,623	29,046	5%	\$190	\$215	13%
	South	\$2,379,740	\$2,042,760	-14%	12,277	7,972	-35%	\$194	\$256	32%
	West	\$4,174,646	\$5,645,510	35%	25,065	31,972	28%	\$167	\$177	6%
	Winter/Snow Sports	\$1,585,664,319	\$1,600,647,265	1%	23,890,052	23,100,382	-3%	\$66	\$69	4%
	Adjustable Poles	\$2,816,874	\$3,751,660	33%	37,647	52,673	40%	\$75	\$71	-5%
	Midwest	\$273,666	\$255,644	-7%	4,330	3,301	-24%	\$63	\$77	23%
	Northeast	\$411,230	\$743,912	81%	5,846	13,362	129%	\$70	\$56	-21%
	South	\$84,183	\$59,985	-29%	1,069	803	-25%	\$79	\$75	-5%
	West	\$2,047,795	\$2,692,119	31%	26,402	35,207	33%	\$78	\$76	-1%
	Alpine Equipment	\$539,912,031	\$537,081,708	-1%	2,127,633	2,099,232	-1%	\$254	\$256	1%
	Midwest	\$68,451,720	\$70,900,061	4%	322,155	352,620	9%	\$212	\$201	-5%
	Northeast	\$73,831,927	\$64,884,754	-12%	293,748	258,117	-12%	\$251	\$251	0%
	South	\$52,972,271	\$50,459,945	-5%	212,172	190,471	-10%	\$250	\$265	6%
	West	\$344,656,113	\$350,836,948	2%	1,299,558	1,298,024	0%	\$265	\$270	2%
	Alpine Touring Equipment	\$23,263,950	\$30,029,528	29%	44,631	56,424	26%	\$521	\$532	2%
	Midwest	\$1,073,740	\$1,275,375	19%	2,687	3,284	22%	\$400	\$388	-3%
	Northeast	\$2,009,348	\$4,311,096	115%	4,540	8,664	91%	\$443	\$498	12%
	South	\$167,786	\$465,183	177%	335	1,069	219%	\$501	\$435	-13%
	West	\$20,013,076	\$23,977,874	20%	37,069	43,407	17%	\$540	\$552	2%
	Nordic Equipment	\$31,964,219	\$26,475,277	-17%	271,363	214,008	-21%	\$118	\$124	5%
	Midwest	\$11,073,265	\$4,036,683	-64%	106,320	43,937	-59%	\$104	\$92	-12%
	Northeast	\$8,551,862	\$10,792,515	26%	66,885	80,801	21%	\$128	\$134	4%
	South	\$232,650	\$131,928	-43%	1,988	982	-51%	\$117	\$134	15%
	West	\$12,106,442	\$11,514,151	-5%	96,170	88,288	-8%	\$126	\$130	4%
	Skiboards	\$16,529	\$38,403	132%	89	188	111%	\$186	\$204	10%
	Midwest	\$12,594	\$1,606	-87%	55	9	-84%	\$229	\$178	-22%
	Northeast	\$1,724	\$29,888	1634%	25	125	400%	\$69	\$239	247%
	South	\$2,211	\$0	-100%	9	0	-100%	\$246		
	West	\$0	\$6,909		0	54			\$128	
	Snow Decks/Skates	\$16,492	\$47,992	191%	59	162	175%	\$280	\$296	6%
	Midwest	\$3,076	\$47,992	1460%	12	162	1250%	\$256	\$296	16%
	Northeast	\$5,387	\$0	-100%	20	0	-100%	\$269		
	West	\$8,029	\$0	-100%	27	0	-100%	\$297		
	Snowboard Equipment	\$228,329,859	\$241,344,452	6%	938,886	941,259	0%	\$243	\$256	5%
	Midwest	\$25,890,466	\$31,828,037	23%	125,287	146,129	17%	\$207	\$218	5%
	Northeast	\$30,417,429	\$22,005,415	-28%	124,719	85,689	-31%	\$244	\$257	5%
	South	\$23,549,780	\$20,961,218	-11%	101,603	81,827	-19%	\$232	\$256	11%
	West	\$148,472,184	\$166,549,782	12%	587,277	627,614	7%	\$253	\$265	5%
	Telemark Equipment	\$1,587,172	\$1,708,107	8%	5,205	5,053	-3%	\$305	\$338	11%
	Midwest	\$46,226	\$27,531	-40%	236	177	-25%	\$196	\$156	-21%
	Northeast	\$327,176	\$427,105	31%	1,334	1,422	7%	\$245	\$300	22%
	South	\$1,565	\$0	-100%	8	0	-100%	\$196		
	West	\$1,212,205	\$1,253,471	3%	3,627	3,454	-5%	\$334	\$363	9%
	Winter/Snow Accessories	\$332,517,788	\$313,311,093	-6%	9,595,862	9,986,158	4%	\$35	\$31	-9%
	Midwest	\$41,526,659	\$34,628,892	-17%	1,215,902	1,011,691	-17%	\$34	\$34	0%
	Northeast	\$39,585,578	\$38,733,320	-2%	1,412,603	1,556,360	10%	\$28	\$25	-11%
	South	\$36,287,796	\$33,203,561	-8%	863,140	732,619	-15%	\$42	\$45	8%
	West	\$215,117,755	\$206,745,320	-4%	6,104,217	6,685,488	10%	\$35	\$31	-12%
	Winter/Snow Shop Services	\$425,239,405	\$446,859,045	5%	10,868,677	9,745,225	-10%	\$39	\$46	17%
	Midwest	\$8,252,020	\$6,542,960	-21%	231,544	162,255	-30%	\$36	\$40	13%
	Northeast	\$68,190,396	\$49,334,832	-28%	1,480,564	1,170,163	-21%	\$46	\$42	-8%
	South	\$2,609,053	\$3,092,911	19%	50,796	52,930	4%	\$51	\$58	14%
	West	\$346,187,936	\$387,888,342	12%	9,105,773	8,359,877	-8%	\$38	\$46	22%
Grand Total		\$3,098,677,382	\$2,944,452,714	-5%	45,313,160	42,673,468	-6%	\$68	\$69	1%