

# US Snow Industry Retail Market Report

Updated January 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.



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



## Point-of-Sale Data Methodology

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

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

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

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

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

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

Typically updates that would be included in an upgrade would be things like retailer additions or removals from our POS panel and changes to POS or Consumer methodology.

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

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

The NPD Group, Inc. | Proprietary and Confidential



## US Snow Industry View POS Monthly Retailers by Channel

Last updated: September 2018

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	LL Bean	Backwoods	CampSaver.com
DSG-Field & Stream	Sierra Trading Post	Bahnhof Sports	Evo.com
DSG-Golf Galaxy	Sportsman's Warehouse	Boyne Country Sports	Level9.com
Downtown Locker Room	West Marine	Buckman's Ski & Snowboard Shop	Moosejaw.com
Dunham's Sports	Zumiez	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
MC Sports*		Greenwood Ski House	Ski.com
Modell's Sporting Goods		Masseys Professional Outfitters	Skirack Vermont.com
Olympia Sports		Neptune Mountaineering	Summit Sports Inc.com
REI (B&M only)		Outdoor Sports Center	The House.com
Scheels		Outpost Sports	The Ski Bum.com
Schuylkill Valley Sports		Pelican Shops	US Outdoors.com
Sport Chalet*		Peter Glenn's	
The Sports Authority*		Retail Concepts	
		Sportsman & Ski Haus	
		Sturtevant's	
		Summit Sports	
		Sun & Ski	
		Vail Resorts	

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

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







## Channel Definitions

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

Channel Name	Channel Definition
Snow Chain	<ul style="list-style-type: none"><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>

## 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	Alpine & Snowboard specific products only
Accessories	Bags	Duffie Bags	Duffie Bags	Duffie Bags	Alpine & Snowboard specific products only
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	Alpine & Snowboard specific products only
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	
Accessories	Sunglasses	Sunglasses Accessories	Cases	Cases	
Accessories	Sunglasses	Sunglasses Accessories	Lenses	Lenses	
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	
Accessories	Sunglasses	Sunglasses Accessories	Tethers	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 Infant/Toddler Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female Infant/Toddler Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female Infant/Toddler 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 Infant/Toddler Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male Infant/Toddler Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male Infant/Toddler 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 Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler 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 Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler 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 Gaitors	
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	

[illegible]

Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Boy's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Female Infant/Toddler Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Girl's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Male Infant/Toddler Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Men's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Women's Sweatshirts	Winter sports oriented products
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 Digital Player Accessories	MP3/Music Accessories	
Equipment	Accessories	Instruments	Portable Digital Players	MP3/Music Systems	
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	
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 Parts	
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	
Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	
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	

## Category Definitions

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

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



Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	Towers or feet sit on the four corners of your roof and attach to either your bare roof, with the addition of a specific kit/clip, or to your existing factory roof rails or factory mount track/fixed points.
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	Poles with adjustable lengths.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	A ski designed for downhill use sold separate from a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	A ski designed for downhill use sold with a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	Attaches the boot to the ski at toe and heel.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	A hybrid boot that offers the wearer the ability to change the flex in the boot and may offer a removable toe/heel piece to accommodate the desired activity from a downhill ski mode to alpine touring mode.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	High Performance Alpine Boots	An advanced level boot with a rigid sole that is sold at a higher price point, this includes all race specific boots.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Recreation Alpine Boots	An entry level boot with a rigid sole that is sold at a low price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Sport Performance Alpine Boots	An intermediate level boot with a rigid sole that is sold at a mid level price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Poles	Alpine Poles	A pole used for balance and propulsion while skiing down the hill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Skis	Alpine Touring Skis	A ski designed to cover long distances across unmaintained trails with out the use of mechanical lifts to travel uphill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Bindings	Alpine Touring Bindings	Attaches the boot to the ski with a releasable locked down heel. Binding provides touring functionality by unlatching at the heel to provide a walking gait, and latch down at the heel to provide a fixed heel for alpine skiing.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Boots	Alpine Touring Boots	A cross between a downhill boot and a plastic climbing boot that is light, flexible, and provides a wide range of cuff motion with traction on the sole. May include the word "rocker" to describe the sole of the boot.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Backcountry Skis	A shorter cross country ski that is more robust used on ungroomed terrain, they often come with a metal edge and a minimal side cut for improved turn ability.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Race Skis	A cross country ski with no side cut built for straight line speed on groomed tracks.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Sport skis	An intermediate level cross country ski designed for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Touring Skis	A shorter cross country ski designed to be easily maneuverable for all around use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Backcountry Bindings	Attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Cross Country Bindings	An entry level binding that attaches the boot to the ski only at the toe for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Race Bindings	Attaches the boot to the ski only at the toe specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Sport Bindings	An intermediate level binding that attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Touring Bindings	Attaches the boot to the ski only at the toe specifically marketed for touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Backcountry Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Race Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Sport Boots	An intermediate level soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Touring Boots	A soft boot with heavier insulation that attaches to the binding only at the toe allowing freedom of heel movement - specifically marketed as touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Poles	Nordic Poles	A pole used for balance and propulsion while cross country skiing.
Equipment	Winter/Snow Sports	Skiboards	Skiboards	Skiboards	Typically less than 110cm with twin-tip construction and non-releasable bindings.
Equipment	Winter/Snow Sports	Snow Decks/Skates	Snow Decks/Skates	Snow Decks/Skates	A device similar to a skateboard deck used on snow.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	All Mountain Snowboards	A snowboard designed for use all over the mountain; includes big mountain, race, carve, and powder boards.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freeride Snowboards	A snowboard designed for on mountain use outside of the park/pipe.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freestyle Snowboards	A snowboard designed primarily for park/pipe use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Splitboard Snowboards	A snowboard that can be separated into skis for touring use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Step In Snowboard Bindings	Attaches the boot to the snowboard by using a metal plate to lock the boot to the board.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Traditional Snowboard Bindings	Attaches the boot to the snowboard by using a strapping system.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Step In Snowboard Boots	A snowboard boot with a metal clasp on the bottom to attach to a step in binding.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Traditional Snowboard Boots	A standard snowboard boot that is attached to the binding by strap.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Skis	Telemark Skis	Heavier and wider than other Nordic skis with metal edges for turning.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Bindings	Telemark Bindings	Attaches a telemark boot to the ski at the toe or toe and mid-foot. The heel is not attached to the ski.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Boots	Telemark Boots	A cross between a downhill boot and a plastic climbing boot. Features bellows above the toes for articulation during a telemark turn. Light and flexible with traction on the sole.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Avalanche Shovels	A portable shovel used in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Beacons	A device that allows your position to be tracked while in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Other Backcountry Accessories	Items used in the backcountry that don't fall into any other category - such as slopeimeters, snow study kits, thermometers, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Probes	A collapsible pole up to 12 feet long used to find people in an avalanche or measure snow depth.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Skins	Strips of material attached to the bottom of skis to provided traction while climbing hills.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	A strap that attaches to the ski or snowboard to keep it from sliding down the hill.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Random snow accessories that don't fall into any other category - such as boot liners, pole baskets, pole tips, binding parts, etc.

Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	Attaches to the ski under the binding allowing the rider to catch more edge before the boot/binding hits the snow.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	Items used to maintain equipment such as waxing irons, files, brushes, scrapers, edgers, base cleaners, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	A pad attached to the snowboard that provides traction and place to clean off excess snow on your boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	Tools used specifically to adjust snowboard bindings.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	Items used to warm hands and feet; they are mostly disposable.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	Wax applied to skis or snowboards to improve performance.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	Accessories intended for use with snow goggles; includes goggle straps, replacement lenses, lens cleaners, anti-fog kits, leashes, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	Tight fitting eyewear worn to protect the eyes during winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	Protective pads used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	Protective head covering used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	Attaches to the foot allowing the wearer to walk on snow.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	Resort rentals/leases of alpine equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	Resort rentals/leases of Nordic equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	Resort rentals/leases of snowboard equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	Shop labor for repairing or assembling winter items including waxing and tuning of equipment.

Channel	(All)	Current Period	November-19	DOLLARS			UNITS			AVERAGE PRICE		
				November-18	November-19	Pct. Change	November-18	November-19	Pct. Change	November-18	November-19	Pct. Change
Total Sales				\$1,461,335,577	\$1,320,752,988	-10%	22,646,302	20,236,783	-11%	\$65	\$65	1%
	Accessories Total			\$21,093,601	\$19,012,198	-10%	348,220	317,949	-9%	\$61	\$60	-1%
		Bags		\$8,527,008	\$7,585,149	-11%	98,882	87,586	-11%	\$86	\$87	0%
		Backpacks		\$1,724,825	\$1,344,694	-22%	11,202	9,986	-11%	\$154	\$135	-13%
		Technical Packs		\$1,724,825	\$1,344,694	-22%	11,202	9,986	-11%	\$154	\$135	-13%
		Men's		\$1,589,616	\$1,229,467	-23%	9,577	8,613	-10%	\$166	\$143	-14%
		Women's		\$134,748	\$108,927	-19%	1,617	1,294	-20%	\$83	\$84	1%
		Youth		\$461	\$6,300	1267%	8	79	888%	\$58	\$80	38%
		Sports Equipment Bags		\$6,802,183	\$6,240,455	-8%	87,680	77,600	-11%	\$78	\$80	4%
		Sports Equipment Bags		\$6,802,183	\$6,240,455	-8%	87,680	77,600	-11%	\$78	\$80	4%
		Men's		\$6,651,954	\$5,858,477	-12%	84,574	70,768	-16%	\$79	\$83	5%
		Youth		\$150,229	\$381,978	154%	3,106	6,832	120%	\$48	\$56	16%
		Sunglasses		\$12,566,593	\$11,427,049	-9%	249,338	230,363	-8%	\$50	\$50	-2%
		Sunglasses		\$11,984,619	\$10,869,560	-9%	185,691	170,963	-8%	\$65	\$64	-1%
		Sunglasses		\$11,984,619	\$10,869,560	-9%	185,691	170,963	-8%	\$65	\$64	-1%
		Men's		\$10,205,930	\$9,442,656	-7%	157,477	148,805	-6%	\$65	\$63	-2%
		Women's		\$1,540,183	\$1,242,770	-19%	19,801	15,828	-20%	\$78	\$79	1%
		Youth		\$238,506	\$184,134	-23%	8,413	6,330	-25%	\$28	\$29	3%
		Sunglasses Accessories		\$581,974	\$557,489	-4%	63,647	59,400	-7%	\$9	\$9	3%
		Other Eyewear Accessories		\$35,768	\$34,596	-3%	6,881	6,713	-2%	\$5	\$5	-1%
		Men's		\$35,768	\$34,596	-3%	6,881	6,713	-2%	\$5	\$5	-1%
		Sunglass Cases		\$44,281	\$39,939	-10%	4,308	3,618	-16%	\$10	\$11	7%
		Men's		\$44,220	\$39,939	-10%	4,295	3,618	-16%	\$10	\$11	7%
		Women's		\$61		-100%	13		-100%	\$5		
		Sunglass Lenses		\$75,066	\$54,429	-27%	1,112	666	-40%	\$68	\$82	21%
		Men's		\$75,066	\$54,429	-27%	1,112	666	-40%	\$68	\$82	21%
		Youth										
		Sunglass Tethers		\$426,859	\$428,525	0%	51,346	48,403	-6%	\$8	\$9	6%
		Men's		\$426,652	\$428,525	0%	51,311	48,403	-6%	\$8	\$9	6%
		Youth		\$207		-100%	35		-100%	\$6		
	Apparel Total			\$1,038,205,928	\$907,927,878	-13%	17,654,354	15,650,596	-11%	\$59	\$58	-1%
		Total Apparel Accessories		\$115,561,410	\$101,482,247	-12%	4,716,875	4,089,941	-13%	\$24	\$25	1%
		Total Apparel Accessories		\$115,561,410	\$101,482,247	-12%	4,716,875	4,089,941	-13%	\$24	\$25	1%
		Total Handwear		\$67,145,437	\$58,957,632	-12%	2,093,856	1,810,582	-14%	\$32	\$33	2%
		Men's		\$41,524,308	\$36,883,369	-11%	1,144,730	998,036	-13%	\$36	\$37	2%
		Women's		\$17,262,565	\$14,183,200	-18%	553,806	447,544	-19%	\$31	\$32	2%
		Youth		\$8,358,564	\$7,891,063	-6%	395,320	365,002	-8%	\$21	\$22	2%
		Total Headwear		\$48,415,973	\$42,524,615	-12%	2,623,019	2,279,359	-13%	\$18	\$19	1%
		Men's		\$32,176,625	\$28,491,526	-11%	1,657,170	1,429,025	-14%	\$19	\$20	3%
		Women's		\$11,983,745	\$10,047,029	-16%	701,368	607,191	-13%	\$17	\$17	-3%
		Youth		\$4,255,603	\$3,986,060	-6%	264,481	243,143	-8%	\$16	\$16	2%
		Total Cold Weather Undergarments		\$51,490,242	\$48,064,126	-7%	1,339,683	1,175,049	-12%	\$38	\$41	6%
		Total Cold Weather Undergarments		\$51,490,242	\$48,064,126	-7%	1,339,683	1,175,049	-12%	\$38	\$41	6%
		Total Cold Weather Undergarments		\$51,490,242	\$48,064,126	-7%	1,339,683	1,175,049	-12%	\$38	\$41	6%
		Men's		\$27,734,660	\$24,843,802	-10%	769,627	654,167	-15%	\$36	\$38	5%
		Women's		\$19,509,377	\$19,122,367	-2%	390,789	364,135	-7%	\$50	\$53	5%
		Youth		\$4,246,205	\$4,097,957	-3%	179,267	156,747	-13%	\$24	\$26	10%
		Total Outerwear		\$684,758,122	\$571,651,541	-17%	6,365,549	5,219,482	-18%	\$108	\$110	2%
		Total Outerwear Bottoms		\$72,806,061	\$64,223,048	-12%	727,711	626,158	-14%	\$100	\$103	3%
		Total Outerwear Bottoms		\$72,806,061	\$64,223,048	-12%	727,711	626,158	-14%	\$100	\$103	3%
		Men's		\$35,401,848	\$31,173,776	-12%	300,314	262,989	-12%	\$118	\$119	1%
		Women's		\$24,752,740	\$22,735,666	-8%	222,270	196,194	-12%	\$111	\$116	4%
		Youth		\$12,651,473	\$10,313,606	-18%	205,127	166,975	-19%	\$62	\$62	0%
		Total Outerwear Suits/Sets		\$3,519,866	\$2,682,330	-24%	64,923	44,912	-31%	\$54	\$60	10%
		Total Outerwear Suits/Sets		\$3,519,866	\$2,682,330	-24%	64,923	44,912	-31%	\$54	\$60	10%
		Men's		\$1,059,899	\$445,074	-58%	31,861	16,056	-50%	\$33	\$28	-17%
		Women's		\$227,550	\$282,227	24%	1,627	2,306	42%	\$140	\$122	-12%
		Youth		\$2,232,417	\$1,955,029	-12%	31,435	26,550	-16%	\$71	\$74	4%
		Total Outerwear Tops		\$608,432,195	\$504,746,163	-17%	5,572,915	4,548,412	-18%	\$109	\$111	2%
		Total Outerwear Tops		\$608,432,195	\$504,746,163	-17%	5,572,915	4,548,412	-18%	\$109	\$111	2%
		Men's		\$280,735,337	\$236,255,677	-16%	2,453,636	2,055,077	-16%	\$114	\$115	0%
		Women's		\$277,802,696	\$227,433,177	-18%	2,353,571	1,877,824	-20%	\$118	\$121	3%
		Youth		\$49,894,162	\$41,057,309	-18%	765,708	615,511	-20%	\$65	\$67	2%
		Total Socks/Hosiery		\$9,239,157	\$8,417,894	-9%	557,494	482,947	-13%	\$17	\$17	5%
		Total Socks		\$9,239,157	\$8,417,894	-9%	557,494	482,947	-13%	\$17	\$17	5%
		Total Socks		\$9,239,157	\$8,417,894	-9%	557,494	482,947	-13%	\$17	\$17	5%
		Men's		\$4,548,559	\$4,277,309	-6%	257,616	229,549	-11%	\$18	\$19	6%
		Women's		\$3,048,368	\$2,642,759	-13%	171,547	143,406	-16%	\$18	\$18	4%
		Youth		\$1,642,230	\$1,497,826	-9%	128,331	109,992	-14%	\$13	\$14	6%
		Total Sportswear		\$177,156,997	\$178,312,070	1%	4,674,753	4,683,177	0%	\$38	\$38	0%
		Total Tops		\$176,401,042	\$177,828,384	1%	4,661,435	4,674,782	0%	\$38	\$38	1%
		Total Knit Shirts		\$8,774,045	\$6,618,924	-25%	306,003	216,011	-29%	\$29	\$31	7%
		Men's		\$4,845,216	\$4,509,028	-7%	189,061	158,154	-16%	\$26	\$29	11%
		Women's		\$3,500,477	\$1,801,782	-49%	103,726	49,481	-52%	\$34	\$36	8%
		Youth		\$428,352	\$308,114	-28%	13,216	8,376	-37%	\$32	\$37	13%
		Total Sweaters		\$34,791,462	\$24,616,481	-29%	535,599	411,627	-23%	\$65	\$60	-8%
		Men's		\$13,967,751	\$8,419,993	-40%	210,275	127,259	-39%	\$66	\$66	0%

	Women's	\$20,725,022	\$16,091,105	-22%	322,866	280,863	-13%	\$64	\$57	-11%
	Youth	\$98,689	\$105,383	7%	2,458	3,505	43%	\$40	\$30	-25%
	Total Sweatshirts	\$132,835,535	\$146,592,979	10%	3,819,833	4,047,144	6%	\$35	\$36	4%
	Men's	\$76,705,030	\$81,393,148	6%	2,289,869	2,342,487	2%	\$33	\$35	4%
	Women's	\$47,711,635	\$53,615,083	12%	1,186,244	1,258,676	6%	\$40	\$43	6%
	Youth	\$8,418,870	\$11,584,748	38%	343,720	445,981	30%	\$24	\$26	6%
	Total Bottoms	\$755,955	\$483,686	-36%	13,318	8,395	-37%	\$57	\$58	2%
	Total Pants	\$755,955	\$483,686	-36%	13,318	8,395	-37%	\$57	\$58	2%
	Men's	\$164,637	\$67,177	-59%	1,791	986	-45%	\$92	\$68	-26%
	Women's	\$439,960	\$328,028	-25%	8,312	5,561	-33%	\$53	\$59	11%
	Youth	\$151,358	\$88,481	-42%	3,215	1,848	-43%	\$47	\$48	2%
	Total Shorts									
	Women's									
Equipment Total		\$402,036,048	\$393,812,912	-2%	4,643,728	4,268,238	-8%	\$87	\$92	7%
Accessories		\$15,050,444	\$11,174,531	-26%	184,278	135,413	-27%	\$82	\$83	1%
	First Aid/Body Care	\$324,595	\$311,902	-4%	44,414	38,997	-12%	\$7	\$8	9%
	First Aid/Body Care	\$324,595	\$311,902	-4%	44,414	38,997	-12%	\$7	\$8	9%
	Men's	\$322,644	\$309,906	-4%	44,186	38,667	-12%	\$7	\$8	10%
	Not Specified	\$1,951	\$1,996	2%	228	330	45%	\$9	\$6	-29%
	Instruments	\$6,231,114	\$3,452,314	-45%	85,365	55,056	-36%	\$73	\$63	-14%
	Digital Imaging	\$3,478,670	\$1,461,283	-58%	11,503	4,619	-60%	\$302	\$316	5%
	Men's	\$289,194	\$35,347	-88%	1,363	178	-87%	\$212	\$199	-6%
	Not Specified	\$3,189,476	\$1,425,936	-55%	10,140	4,441	-56%	\$315	\$321	2%
	Digital Imaging Accessories	\$419,083	\$283,284	-32%	12,042	8,201	-32%	\$35	\$35	-1%
	Men's	\$373,143	\$234,704	-37%	11,104	7,246	-35%	\$34	\$32	-4%
	Not Specified	\$45,940	\$48,580	6%	938	955	2%	\$49	\$51	4%
	Portable Audio/Phone Accessories	\$2,333,361	\$1,707,747	-27%	61,820	42,236	-32%	\$38	\$40	7%
	Men's	\$16,393	\$9,343	-43%	710	493	-31%	\$23	\$19	-18%
	Not Specified	\$2,316,968	\$1,698,404	-27%	61,110	41,743	-32%	\$38	\$41	7%
	Sport Racks	\$8,494,735	\$7,410,315	-13%	54,499	41,360	-24%	\$156	\$179	15%
	Rack Parts	\$1,110,411	\$1,013,644	-9%	17,772	13,313	-25%	\$62	\$76	22%
	Men's	\$941,908	\$884,006	-6%	14,761	11,311	-23%	\$64	\$78	22%
	Not Specified	\$168,503	\$129,638	-23%	3,011	2,002	-34%	\$56	\$65	16%
	Top of Car Components	\$4,963,868	\$4,551,139	-8%	20,430	16,771	-18%	\$243	\$271	12%
	Men's	\$3,034,520	\$2,948,992	-3%	11,439	9,984	-13%	\$265	\$295	11%
	Not Specified	\$1,929,348	\$1,602,147	-17%	8,991	6,787	-25%	\$215	\$236	10%
	Towers/Feet	\$1,565,029	\$1,080,864	-31%	9,263	5,847	-37%	\$169	\$185	9%
	Men's	\$1,428,227	\$967,201	-32%	8,399	5,220	-38%	\$170	\$185	9%
	Not Specified	\$136,802	\$113,663	-17%	864	627	-27%	\$158	\$181	14%
	Load Bars	\$855,427	\$764,668	-11%	7,034	5,429	-23%	\$122	\$141	16%
	Men's	\$611,383	\$582,760	-5%	5,411	4,321	-20%	\$113	\$135	19%
	Not Specified	\$244,044	\$181,908	-25%	1,623	1,108	-32%	\$150	\$164	9%
Winter/Snow Sports		\$386,985,604	\$382,638,381	-1%	4,459,450	4,132,825	-7%	\$87	\$93	7%
	Adjustable Poles	\$967,546	\$823,030	-15%	12,577	11,373	-10%	\$77	\$72	-6%
	Adjustable Poles	\$967,546	\$823,030	-15%	12,577	11,373	-10%	\$77	\$72	-6%
	Men's	\$748,032	\$562,695	-25%	8,695	6,237	-28%	\$86	\$90	5%
	Not Specified	\$82,757	\$64,372	-22%	805	628	-22%	\$103	\$103	0%
	Women's	\$11,802	\$7,646	-35%	144	73	-49%	\$82	\$105	28%
	Youth	\$124,955	\$188,317	51%	2,933	4,435	51%	\$43	\$42	0%
	Alpine Equipment	\$145,136,945	\$153,763,931	6%	590,298	615,829	4%	\$246	\$250	2%
	Alpine Bindings	\$16,479,485	\$18,787,453	14%	96,027	104,183	8%	\$172	\$180	5%
	Men's	\$13,924,944	\$16,774,333	20%	76,379	88,384	16%	\$182	\$190	4%
	Not Specified	\$1,476,697	\$855,671	-42%	9,243	4,470	-52%	\$160	\$191	20%
	Women's	\$252,951	\$54,326	-79%	1,756	332	-81%	\$144	\$164	14%
	Youth	\$824,893	\$1,103,123	34%	8,649	10,997	27%	\$95	\$100	5%
	Alpine Boots	\$61,506,505	\$64,155,413	4%	213,644	223,708	5%	\$288	\$287	0%
	Men's	\$35,036,029	\$34,126,402	-3%	94,483	90,910	-4%	\$371	\$375	1%
	Not Specified	\$2,562,195	\$2,171,291	-15%	25,002	20,864	-17%	\$102	\$104	2%
	Women's	\$19,871,083	\$21,655,520	9%	64,890	66,020	2%	\$306	\$328	7%
	Youth	\$4,037,198	\$6,202,200	54%	29,269	45,914	57%	\$138	\$135	-2%
	Alpine Poles	\$4,595,437	\$4,649,640	1%	112,937	106,667	-6%	\$41	\$44	7%
	Men's	\$2,650,585	\$2,625,011	-1%	60,526	55,740	-8%	\$44	\$47	8%
	Not Specified	\$540,414	\$579,804	7%	12,637	15,212	20%	\$43	\$38	-11%
	Women's	\$899,663	\$984,925	9%	22,632	21,677	-4%	\$40	\$45	14%
	Youth	\$504,775	\$459,900	-9%	17,142	14,038	-18%	\$29	\$33	11%
	Alpine Skis	\$62,555,518	\$66,171,425	6%	167,690	181,271	8%	\$373	\$365	-2%
	Men's	\$35,690,136	\$36,358,928	2%	77,494	81,673	5%	\$461	\$445	-3%
	Not Specified	\$923,693	\$781,183	-15%	2,309	1,645	-29%	\$400	\$475	19%
	Women's	\$17,872,604	\$18,206,811	2%	44,541	45,800	3%	\$401	\$398	-1%
	Youth	\$8,069,085	\$10,824,503	34%	43,346	52,153	20%	\$186	\$208	11%
	Alpine Touring Equipment	\$9,088,460	\$7,611,203	-16%	19,279	14,872	-23%	\$471	\$512	9%
	Alpine Touring Bindings	\$4,499,996	\$3,726,714	-17%	11,106	8,007	-28%	\$405	\$465	15%
	Men's	\$4,381,421	\$3,671,926	-16%	10,840	7,882	-27%	\$404	\$466	15%
	Not Specified	\$118,575	\$54,788	-54%	266	125	-53%	\$446	\$438	-2%
	Women's									
	Alpine Touring Boots	\$2,713,059	\$2,473,930	-9%	4,443	4,473	1%	\$611	\$553	-9%
	Men's	\$2,063,733	\$1,783,000	-14%	3,350	3,061	-9%	\$616	\$582	-5%
	Not Specified	\$14,926	\$2,576	-83%	36	10	-72%	\$415	\$258	-38%
	Women's	\$634,400	\$656,250	3%	1,057	1,306	24%	\$600	\$502	-16%
	Youth		\$32,104			96			\$334	
	Alpine Touring Skis	\$1,875,405	\$1,410,559	-25%	3,730	2,392	-36%	\$503	\$590	17%

	Men's	\$1,400,784	\$1,090,940	-22%	2,571	1,711	-33%	\$545	\$638	17%
	Not Specified	\$73,046	\$32,381	-56%	79	34	-57%	\$925	\$952	3%
	Women's	\$392,592	\$285,165	-27%	1,023	630	-38%	\$384	\$453	18%
	Youth	\$8,983	\$2,073	-77%	57	17	-70%	\$158	\$122	-23%
Nordic Equipment		\$8,906,683	\$8,102,946	-9%	72,005	58,616	-19%	\$124	\$138	12%
	Nordic Bindings	\$632,315	\$703,193	11%	9,924	9,708	-2%	\$64	\$72	14%
	Men's	\$533,169	\$577,267	8%	8,198	8,016	-2%	\$65	\$72	11%
	Not Specified	\$29,567	\$55,864	89%	555	461	-17%	\$53	\$121	127%
	Women's	\$12,241	\$6,622	-46%	227	116	-49%	\$54	\$57	6%
	Youth	\$57,338	\$63,440	11%	944	1,115	18%	\$61	\$57	-6%
	Nordic Boots	\$3,174,176	\$3,062,565	-4%	23,946	19,813	-17%	\$133	\$155	17%
	Men's	\$2,279,641	\$2,155,804	-5%	15,104	12,635	-16%	\$151	\$171	13%
	Not Specified	\$26,531	\$160,929	507%	284	288	1%	\$93	\$559	498%
	Women's	\$604,280	\$537,599	-11%	5,330	4,363	-18%	\$113	\$123	9%
	Youth	\$263,724	\$208,233	-21%	3,228	2,527	-22%	\$82	\$82	1%
	Nordic Poles	\$768,007	\$706,312	-8%	17,394	13,300	-24%	\$44	\$53	20%
	Men's	\$622,999	\$618,346	-1%	13,771	11,081	-20%	\$45	\$56	23%
	Not Specified	\$36,869	\$39,875	8%	773	898	16%	\$48	\$44	-7%
	Women's	\$68,883	\$9,868	-86%	1,155	306	-74%	\$60	\$32	-46%
	Youth	\$39,256	\$38,223	-3%	1,695	1,015	-40%	\$23	\$38	63%
	Nordic Skis	\$4,332,185	\$3,630,876	-16%	20,741	15,795	-24%	\$209	\$230	10%
	Men's	\$3,223,592	\$2,674,537	-17%	14,030	10,958	-22%	\$230	\$244	6%
	Not Specified	\$715,729	\$400,890	-44%	3,455	1,931	-44%	\$207	\$208	0%
	Women's	\$142,422	\$78,594	-45%	910	466	-49%	\$157	\$169	8%
	Youth	\$250,442	\$476,855	90%	2,346	2,440	4%	\$107	\$195	83%
Skiboards		\$6,936	\$17,944	159%	48	86	79%	\$145	\$209	44%
	Skiboards	\$6,936	\$17,944	159%	48	86	79%	\$145	\$209	44%
	Men's	\$5,212	\$17,944	244%	23	86	274%	\$227	\$209	-8%
	Not Specified									
	Youth	\$1,724		-100%	25		-100%	\$69		
Snow Decks/Skates			\$2,417			23			\$105	
	Snow Decks/Skates		\$2,417			23			\$105	
	Men's		\$2,417			23			\$105	
	Not Specified									
Snowboard Equipment		\$82,847,073	\$75,543,648	-9%	344,581	298,127	-13%	\$240	\$253	5%
	Snowboard Bindings	\$20,797,757	\$18,645,456	-10%	111,804	96,662	-14%	\$186	\$193	4%
	Men's	\$14,393,328	\$12,785,697	-11%	73,737	63,027	-15%	\$195	\$203	4%
	Not Specified	\$1,667,819	\$1,945,516	17%	7,749	8,841	14%	\$215	\$220	2%
	Women's	\$4,074,994	\$3,328,743	-18%	22,953	18,607	-19%	\$178	\$179	1%
	Youth	\$661,616	\$585,500	-12%	7,365	6,187	-16%	\$90	\$95	5%
	Snowboard Boots	\$27,267,585	\$25,514,176	-6%	128,704	114,349	-11%	\$212	\$223	5%
	Men's	\$19,332,346	\$18,553,755	-4%	83,553	77,363	-7%	\$231	\$240	4%
	Not Specified	\$200,640	\$58,452	-71%	913	281	-69%	\$220	\$208	-5%
	Women's	\$6,509,701	\$5,879,106	-10%	32,214	27,373	-15%	\$202	\$215	6%
	Youth	\$1,224,898	\$1,022,863	-16%	12,024	9,332	-22%	\$102	\$110	8%
	Snowboards	\$34,781,731	\$31,384,016	-10%	104,073	87,116	-16%	\$334	\$360	8%
	Men's	\$24,879,522	\$22,785,120	-8%	66,731	57,804	-13%	\$373	\$394	6%
	Not Specified	\$1,255,733	\$1,259,686	0%	3,109	2,831	-9%	\$404	\$445	10%
	Women's	\$6,313,363	\$5,620,879	-11%	18,922	16,430	-13%	\$334	\$342	3%
	Youth	\$2,333,113	\$1,718,331	-26%	15,311	10,051	-34%	\$152	\$171	12%
Telemark Equipment		\$631,381	\$644,723	2%	2,033	1,745	-14%	\$311	\$369	19%
	Telemark Bindings	\$315,271	\$306,077	-3%	1,362	1,115	-18%	\$231	\$275	19%
	Men's	\$297,824	\$290,423	-2%	1,332	1,077	-19%	\$224	\$270	21%
	Not Specified	\$17,447	\$15,654	-10%	30	38	27%	\$582	\$412	-29%
	Women's									
	Telemark Boots	\$237,400	\$287,008	21%	470	499	6%	\$505	\$575	14%
	Men's	\$202,220	\$221,723	10%	400	371	-7%	\$506	\$598	18%
	Not Specified		\$3,431			10			\$343	
	Women's	\$35,180	\$61,854	76%	70	118	69%	\$503	\$524	4%
	Telemark Skis	\$78,710	\$51,638	-34%	201	131	-35%	\$392	\$394	1%
	Men's	\$59,577	\$30,742	-48%	149	79	-47%	\$400	\$389	-3%
	Not Specified	\$16,089	\$20,896	30%	43	52	21%	\$374	\$402	7%
	Women's	\$3,044		-100%	9		-100%	\$338		
Winter/Snow Accessories		\$68,841,037	\$62,507,870	-9%	2,350,923	2,282,228	-3%	\$29	\$27	-6%
	Backcountry Accessories	\$5,085,161	\$3,859,233	-24%	42,038	27,440	-35%	\$121	\$141	16%
	Men's	\$3,878,891	\$2,629,860	-32%	35,749	21,326	-40%	\$109	\$123	14%
	Not Specified	\$1,016,188	\$1,040,791	2%	5,734	5,535	-3%	\$177	\$188	6%
	Women's									
	Youth	\$190,082	\$188,582	-1%	555	579	4%	\$342	\$326	-5%
	Other Winter/Snow Accessories	\$10,212,353	\$9,886,134	-3%	1,704,742	1,719,068	1%	\$6	\$6	-4%
	Men's	\$9,541,230	\$9,249,697	-3%	1,647,538	1,669,209	1%	\$6	\$6	-4%
	Not Specified	\$640,923	\$602,265	-6%	54,244	48,268	-11%	\$12	\$12	6%
	Women's	\$19,175	\$6,285	-67%	2,687	773	-71%	\$7	\$8	14%
	Youth	\$11,025	\$27,887	153%	273	818	200%	\$40	\$34	-16%
	Snow Goggle Accessories	\$450,726	\$207,171	-54%	12,406	5,345	-57%	\$36	\$39	7%
	Men's	\$425,384	\$187,825	-56%	10,401	3,849	-63%	\$41	\$49	19%
	Not Specified	\$25,342	\$19,346	-24%	2,005	1,496	-25%	\$13	\$13	2%
	Snow Goggles	\$24,388,499	\$21,326,471	-13%	300,166	265,188	-12%	\$81	\$80	-1%
	Men's	\$17,424,157	\$12,952,522	-26%	191,640	153,501	-20%	\$91	\$84	-7%
	Not Specified	\$2,483,778	\$4,125,524	66%	31,466	39,412	25%	\$79	\$105	33%
	Women's	\$2,722,903	\$2,323,231	-15%	29,546	24,061	-19%	\$92	\$97	5%

	Youth	\$1,757,661	\$1,925,194	10%	47,514	48,214	1%	\$37	\$40	8%
	Snow Protection Pads	\$455,707	\$433,972	-5%	12,290	10,535	-14%	\$37	\$41	11%
	Men's	\$414,908	\$394,724	-5%	11,537	10,010	-13%	\$36	\$39	10%
	Not Specified	\$2,153	\$4,101	90%	22	41	86%	\$98	\$100	2%
	Women's	\$25,768	\$16,022	-38%	348	201	-42%	\$74	\$80	8%
	Youth	\$12,878	\$19,125	49%	383	283	-26%	\$34	\$68	101%
	Snow Sports Helmet	\$22,727,340	\$22,027,259	-3%	237,984	218,956	-8%	\$95	\$101	5%
	Men's	\$13,006,452	\$9,565,510	-26%	124,306	91,342	-27%	\$105	\$105	0%
	Not Specified	\$3,979,268	\$8,278,931	108%	39,917	71,262	79%	\$100	\$116	17%
	Women's	\$3,276,873	\$1,898,460	-42%	29,221	16,296	-44%	\$112	\$116	4%
	Youth	\$2,464,747	\$2,284,358	-7%	44,540	40,056	-10%	\$55	\$57	3%
	Snowshoes	\$5,521,251	\$4,767,630	-14%	41,297	35,696	-14%	\$134	\$134	0%
	Men's	\$2,929,075	\$2,537,463	-13%	18,198	15,792	-13%	\$161	\$161	0%
	Not Specified	\$879,554	\$785,304	-11%	7,412	6,941	-6%	\$119	\$113	-5%
	Women's	\$1,285,568	\$1,105,726	-14%	8,585	7,545	-12%	\$150	\$147	-2%
	Youth	\$427,054	\$339,137	-21%	7,102	5,418	-24%	\$60	\$63	4%
	Winter/Snow Shop Services	\$70,559,543	\$73,620,669	4%	1,067,706	849,926	-20%	\$66	\$87	31%
	Winter/Snow Rentals	\$55,357,621	\$61,634,469	11%	542,012	521,871	-4%	\$102	\$118	16%
	Men's	\$50,866,211	\$58,333,265	15%	370,945	379,294	2%	\$137	\$154	12%
	Not Specified	\$4,491,410	\$3,301,204	-26%	171,067	142,577	-17%	\$26	\$23	-12%
	Winter/Snow Repairs	\$15,201,922	\$11,986,200	-21%	525,694	328,055	-38%	\$29	\$37	26%
	Men's	\$15,201,922	\$11,986,200	-21%	525,694	328,055	-38%	\$29	\$37	26%
Grand Total		\$1,461,335,577	\$1,320,752,988	-10%	22,646,302	20,236,783	-11%	\$65	\$65	1%

Channel	(All)	Season to date	STD (Aug'19 - Nov'19)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change
Total Sales				\$2,709,210,347	\$2,545,799,275	-6%	43,054,663	40,853,644	-5%	\$63	\$62	-1%
Accessories Total												
		Bags		\$12,857,493	\$11,615,310	-10%	152,784	132,512	-13%	\$84	\$88	4%
		Backpacks		\$2,764,263	\$2,435,706	-12%	19,186	18,123	-6%	\$144	\$134	-7%
		Technical Packs		\$2,764,263	\$2,435,706	-12%	19,186	18,123	-6%	\$144	\$134	-7%
		Men's		\$2,511,705	\$2,226,512	-11%	16,033	15,698	-2%	\$157	\$142	-9%
		Women's		\$252,097	\$201,933	-20%	3,145	2,336	-26%	\$80	\$86	8%
		Youth		\$461	\$7,261	1475%	8	89	1013%	\$58	\$82	42%
		Sports Equipment Bags		\$10,093,230	\$9,179,604	-9%	133,598	114,389	-14%	\$76	\$80	6%
		Sports Equipment Bags		\$10,093,230	\$9,179,604	-9%	133,598	114,389	-14%	\$76	\$80	6%
		Men's		\$9,787,433	\$8,653,967	-12%	126,856	104,688	-17%	\$77	\$83	7%
		Youth		\$305,797	\$525,637	72%	6,742	9,701	44%	\$45	\$54	19%
		Sunglasses		\$60,044,153	\$59,257,078	-1%	1,337,528	1,306,380	-2%	\$45	\$45	1%
		Sunglasses		\$56,370,516	\$55,480,157	-2%	933,832	911,454	-2%	\$60	\$61	1%
		Sunglasses		\$56,370,516	\$55,480,157	-2%	933,832	911,454	-2%	\$60	\$61	1%
		Men's		\$48,852,789	\$48,614,874	0%	807,139	797,757	-1%	\$61	\$61	1%
		Women's		\$6,326,167	\$5,744,752	-9%	82,196	73,588	-10%	\$77	\$78	1%
		Youth		\$1,191,560	\$1,120,531	-6%	44,497	40,109	-10%	\$27	\$28	4%
		Sunglasses Accessories		\$3,673,637	\$3,776,921	3%	403,696	394,926	-2%	\$9	\$10	5%
		Other Eyewear Accessories		\$122,137	\$111,510	-9%	18,283	16,456	-10%	\$7	\$7	1%
		Men's		\$122,137	\$111,510	-9%	18,283	16,456	-10%	\$7	\$7	1%
		Sunglass Cases		\$231,271	\$213,010	-8%	23,836	20,462	-14%	\$10	\$10	7%
		Men's		\$231,147	\$212,952	-8%	23,810	20,460	-14%	\$10	\$10	7%
		Women's		\$124	\$58	-53%	26	2	-92%	\$5	\$29	508%
		Sunglass Lenses		\$292,150	\$262,076	-10%	4,004	3,348	-16%	\$73	\$78	7%
		Men's		\$292,150	\$262,076	-10%	4,004	3,348	-16%	\$73	\$78	7%
		Youth		\$0	\$0		0					
		Sunglass Tethers		\$3,028,079	\$3,190,325	5%	357,573	354,660	-1%	\$8	\$9	6%
		Men's		\$3,026,570	\$3,187,901	5%	357,321	354,313	-1%	\$8	\$9	6%
		Youth		\$1,509	\$2,424	61%	252	347	38%	\$6	\$7	17%
Apparel Total												
		Total Apparel Accessories		\$190,513,184	\$176,838,617	-7%	8,482,884	7,907,819	-7%	\$22	\$22	0%
		Total Apparel Accessories		\$190,513,184	\$176,838,617	-7%	8,482,884	7,907,819	-7%	\$22	\$22	0%
		Total Handwear		\$102,213,280	\$93,950,852	-8%	3,262,162	2,992,056	-8%	\$31	\$31	0%
		Men's		\$63,298,153	\$58,836,354	-7%	1,798,723	1,649,089	-8%	\$35	\$36	1%
		Women's		\$25,535,792	\$22,118,367	-13%	819,717	719,632	-12%	\$31	\$31	-1%
		Youth		\$13,379,335	\$12,996,131	-3%	643,722	623,335	-3%	\$21	\$21	0%
		Total Headwear		\$88,299,904	\$82,887,765	-6%	5,220,722	4,915,763	-6%	\$17	\$17	0%
		Men's		\$55,983,189	\$52,519,330	-6%	3,132,668	2,884,821	-8%	\$18	\$18	2%
		Women's		\$23,958,485	\$22,784,236	-5%	1,554,862	1,545,452	-1%	\$15	\$15	-4%
		Youth		\$8,358,230	\$7,584,199	-9%	533,192	485,490	-9%	\$16	\$16	0%
		Total Cold Weather Undergarments		\$90,683,704	\$89,642,386	-1%	2,287,771	2,157,918	-6%	\$40	\$42	5%
		Total Cold Weather Undergarments		\$90,683,704	\$89,642,386	-1%	2,287,771	2,157,918	-6%	\$40	\$42	5%
		Total Cold Weather Undergarments		\$90,683,704	\$89,642,386	-1%	2,287,771	2,157,918	-6%	\$40	\$42	5%
		Men's		\$48,247,500	\$44,970,583	-7%	1,288,523	1,135,128	-12%	\$37	\$40	6%
		Women's		\$34,833,937	\$36,211,524	4%	673,015	689,245	2%	\$52	\$53	2%
		Youth		\$7,602,267	\$8,460,279	11%	326,233	333,545	2%	\$23	\$25	9%
		Total Outerwear		\$1,298,430,439	\$1,124,392,010	-13%	13,057,061	11,241,225	-14%	\$99	\$100	1%
		Total Outerwear Bottoms		\$118,630,034	\$109,485,469	-8%	1,232,978	1,112,630	-10%	\$96	\$98	2%
		Total Outerwear Bottoms		\$118,630,034	\$109,485,469	-8%	1,232,978	1,112,630	-10%	\$96	\$98	2%
		Men's		\$58,494,369	\$52,680,557	-10%	530,916	459,257	-13%	\$110	\$115	4%
		Women's		\$38,124,083	\$37,187,483	-2%	345,947	331,655	-4%	\$110	\$112	2%
		Youth		\$22,011,582	\$19,617,429	-11%	356,115	321,718	-10%	\$62	\$61	-1%
		Total Outerwear Suits/Sets		\$8,074,734	\$6,733,329	-17%	190,292	127,690	-33%	\$42	\$53	24%
		Total Outerwear Suits/Sets		\$8,074,734	\$6,733,329	-17%	190,292	127,690	-33%	\$42	\$53	24%
		Men's		\$3,224,311	\$1,427,658	-56%	122,997	56,774	-54%	\$26	\$25	-4%
		Women's		\$406,068	\$784,051	93%	4,420	6,504	47%	\$92	\$121	31%
		Youth		\$4,444,355	\$4,521,620	2%	62,875	64,412	2%	\$71	\$70	-1%
		Total Outerwear Tops		\$1,171,725,671	\$1,008,173,212	-14%	11,633,791	10,000,905	-14%	\$101	\$101	0%
		Total Outerwear Tops		\$1,171,725,671	\$1,008,173,212	-14%	11,633,791	10,000,905	-14%	\$101	\$101	0%
		Men's		\$525,837,339	\$456,710,615	-13%	4,961,850	4,314,210	-13%	\$106	\$106	0%
		Women's		\$529,545,894	\$452,104,678	-15%	4,771,103	4,067,374	-15%	\$111	\$111	0%
		Youth		\$116,342,438	\$99,357,919	-15%	1,900,838	1,619,321	-15%	\$61	\$61	0%
		Total Socks/Hosiery		\$14,396,097	\$13,695,366	-5%	911,159	828,970	-9%	\$16	\$17	5%
		Total Socks		\$14,396,097	\$13,695,366	-5%	911,159	828,970	-9%	\$16	\$17	5%
		Total Socks		\$14,396,097	\$13,695,366	-5%	911,159	828,970	-9%	\$16	\$17	5%
		Men's		\$7,213,015	\$6,759,418	-6%	439,322	383,451	-13%	\$16	\$18	7%
		Women's		\$4,633,146	\$4,475,852	-3%	270,418	257,466	-5%	\$17	\$17	1%
		Youth		\$2,549,936	\$2,460,096	-4%	201,419	188,053	-7%	\$13	\$13	3%
		Total Sportswear		\$380,171,970	\$400,729,761	5%	9,301,835	9,968,218	7%	\$41	\$40	-2%
		Total Tops		\$378,781,689	\$399,758,348	6%	9,277,024	9,951,086	7%	\$41	\$40	-2%
		Total Knit Shirts		\$17,253,040	\$13,889,148	-19%	548,259	433,090	-21%	\$31	\$32	2%
		Men's		\$8,913,234	\$9,344,984	5%	316,390	304,962	-4%	\$28	\$31	9%
		Women's		\$7,313,429	\$3,847,781	-47%	197,863	107,154	-46%	\$37	\$36	-3%
		Youth		\$1,026,377	\$696,383	-32%	34,006	20,974	-38%	\$30	\$33	10%
		Total Sweaters		\$72,949,674	\$55,281,455	-24%	1,160,280	968,852	-16%	\$63	\$57	-9%
		Men's		\$23,148,880	\$14,693,456	-37%	344,022	223,988	-35%	\$67	\$66	-3%

	Women's	\$49,363,094	\$40,243,244	-18%	805,486	734,704	-9%	\$61	\$55	-11%
	Youth	\$437,700	\$344,755	-21%	10,772	10,160	-6%	\$41	\$34	-16%
	Total Sweatshirts	\$288,578,975	\$330,587,745	15%	7,568,485	8,549,144	13%	\$38	\$39	1%
	Men's	\$156,819,200	\$177,452,046	13%	4,259,321	4,702,003	10%	\$37	\$38	3%
	Women's	\$112,344,325	\$124,973,621	11%	2,569,291	2,825,896	10%	\$44	\$44	1%
	Youth	\$19,415,450	\$28,162,078	45%	739,873	1,021,245	38%	\$26	\$28	5%
	Total Bottoms	\$1,390,281	\$971,413	-30%	24,811	17,132	-31%	\$56	\$57	1%
	Total Pants	\$1,387,376	\$970,953	-30%	24,711	17,114	-31%	\$56	\$57	1%
	Men's	\$307,720	\$148,736	-52%	3,917	2,596	-34%	\$79	\$57	-27%
	Women's	\$813,197	\$674,902	-17%	14,835	11,354	-23%	\$55	\$59	8%
	Youth	\$266,459	\$147,315	-45%	5,959	3,164	-47%	\$45	\$47	4%
	Total Shorts	\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
	Women's	\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
Equipment Total										
	Accessories	\$41,795,359	\$36,214,170	-13%	694,768	646,209	-7%	\$60	\$56	-7%
	First Aid/Body Care	\$2,126,989	\$2,520,410	18%	237,411	301,459	27%	\$9	\$8	-7%
	First Aid/Body Care	\$2,126,989	\$2,520,410	18%	237,411	301,459	27%	\$9	\$8	-7%
	Men's	\$2,106,548	\$2,479,213	18%	235,315	293,624	25%	\$9	\$8	-6%
	Not Specified	\$20,441	\$41,197	102%	2,096	7,835	274%	\$10	\$5	-46%
	Instruments	\$14,479,867	\$10,311,581	-29%	259,330	183,447	-29%	\$56	\$56	1%
	Digital Imaging	\$6,657,545	\$3,652,692	-45%	22,156	12,199	-45%	\$300	\$299	0%
	Men's	\$1,670,415	\$102,993	-94%	6,076	578	-90%	\$275	\$178	-35%
	Not Specified	\$4,987,130	\$3,549,699	-29%	16,080	11,621	-28%	\$310	\$305	-2%
	Digital Imaging Accessories	\$1,508,671	\$1,131,287	-25%	40,235	33,367	-17%	\$37	\$34	-10%
	Men's	\$1,323,978	\$862,683	-35%	36,665	28,278	-23%	\$36	\$31	-16%
	Not Specified	\$184,693	\$268,604	45%	3,570	5,089	43%	\$52	\$53	2%
	Portable Audio/Phone Accessories	\$6,313,651	\$5,527,602	-12%	196,939	137,881	-30%	\$32	\$40	25%
	Men's	\$101,604	\$61,915	-39%	4,523	3,266	-28%	\$22	\$19	-16%
	Not Specified	\$6,212,047	\$5,465,687	-12%	192,416	134,615	-30%	\$32	\$41	26%
	Sport Racks	\$25,188,503	\$23,382,179	-7%	198,027	161,303	-19%	\$127	\$145	14%
	Rack Parts	\$4,624,935	\$4,359,377	-6%	74,884	60,884	-19%	\$62	\$72	16%
	Men's	\$3,900,911	\$3,726,831	-4%	63,019	51,231	-19%	\$62	\$73	18%
	Not Specified	\$724,024	\$632,546	-13%	11,865	9,653	-19%	\$61	\$66	7%
	Top of Car Components	\$12,472,726	\$12,421,781	0%	69,269	60,234	-13%	\$180	\$206	15%
	Men's	\$8,430,324	\$8,581,111	2%	38,332	34,543	-10%	\$220	\$248	13%
	Not Specified	\$4,042,402	\$3,840,670	-5%	30,937	25,691	-17%	\$131	\$149	14%
	Towers/Feet	\$5,044,187	\$3,646,085	-28%	28,800	18,854	-35%	\$175	\$193	10%
	Men's	\$4,566,604	\$3,253,852	-29%	25,968	16,796	-35%	\$176	\$194	10%
	Not Specified	\$477,583	\$392,233	-18%	2,832	2,058	-27%	\$169	\$191	13%
	Load Bars	\$3,046,655	\$2,954,936	-3%	25,074	21,331	-15%	\$122	\$139	14%
	Men's	\$2,224,544	\$2,232,202	0%	19,717	17,042	-14%	\$113	\$131	16%
	Not Specified	\$822,111	\$722,734	-12%	5,357	4,289	-20%	\$153	\$169	10%
	Winter/Snow Sports	\$620,317,948	\$633,414,577	2%	6,828,873	6,664,393	-2%	\$91	\$95	5%
	Adjustable Poles	\$1,346,704	\$1,372,842	2%	17,996	20,285	13%	\$75	\$68	-10%
	Adjustable Poles	\$1,346,704	\$1,372,842	2%	17,996	20,285	13%	\$75	\$68	-10%
	Men's	\$1,005,002	\$873,162	-13%	11,666	9,704	-17%	\$86	\$90	4%
	Women's	\$14,914	\$13,937	-7%	193	162	-16%	\$77	\$86	11%
	Youth	\$203,821	\$393,081	93%	4,871	9,478	95%	\$42	\$41	-1%
	Not Specified	\$122,967	\$92,662	-25%	1,266	941	-26%	\$97	\$98	1%
	Alpine Equipment	\$262,696,508	\$279,203,222	6%	1,081,005	1,119,529	4%	\$243	\$249	3%
	Alpine Bindings	\$30,037,486	\$34,324,928	14%	175,859	191,572	9%	\$171	\$179	5%
	Men's	\$25,033,990	\$30,199,246	21%	138,260	159,685	15%	\$181	\$189	4%
	Women's	\$479,397	\$165,918	-65%	3,344	1,017	-70%	\$143	\$163	14%
	Youth	\$1,487,848	\$1,915,490	29%	16,137	19,746	22%	\$92	\$97	5%
	Not Specified	\$3,036,251	\$2,044,274	-33%	18,118	11,124	-39%	\$168	\$184	10%
	Alpine Boots	\$106,578,045	\$112,472,844	6%	388,609	403,896	4%	\$274	\$278	2%
	Men's	\$60,558,307	\$61,000,106	1%	167,337	167,658	0%	\$362	\$364	1%
	Women's	\$34,006,309	\$37,585,033	11%	115,105	120,635	5%	\$295	\$312	5%
	Youth	\$6,938,235	\$9,964,018	44%	52,274	76,264	46%	\$133	\$131	-2%
	Not Specified	\$5,075,194	\$3,923,687	-23%	53,893	39,339	-27%	\$94	\$100	6%
	Alpine Poles	\$7,311,231	\$7,405,268	1%	187,630	176,742	-6%	\$39	\$42	8%
	Men's	\$4,212,693	\$4,215,493	0%	99,866	92,868	-7%	\$42	\$45	8%
	Women's	\$1,483,735	\$1,524,027	3%	40,161	35,143	-12%	\$37	\$43	17%
	Youth	\$813,417	\$790,629	-3%	27,728	24,895	-10%	\$29	\$32	8%
	Not Specified	\$801,386	\$875,119	9%	19,875	23,836	20%	\$40	\$37	-9%
	Alpine Skis	\$118,769,746	\$125,000,182	5%	328,907	347,319	6%	\$361	\$360	0%
	Men's	\$68,223,537	\$69,778,127	2%	153,460	158,350	3%	\$445	\$441	-1%
	Women's	\$33,502,793	\$34,268,662	2%	86,951	89,548	3%	\$385	\$383	-1%
	Youth	\$15,096,776	\$19,326,336	28%	83,419	95,932	15%	\$181	\$201	11%
	Not Specified	\$1,946,640	\$1,627,057	-16%	5,077	3,489	-31%	\$383	\$466	22%
	Alpine Touring Equipment	\$15,793,772	\$14,793,276	-6%	35,235	30,109	-15%	\$448	\$491	10%
	Alpine Touring Bindings	\$7,633,591	\$6,673,267	-13%	19,386	14,566	-25%	\$394	\$458	16%
	Men's	\$7,454,966	\$6,542,467	-12%	18,987	14,276	-25%	\$393	\$458	17%
	Women's	\$0	\$0		0	0				
	Not Specified	\$178,625	\$130,800	-27%	399	290	-27%	\$448	\$451	1%
	Alpine Touring Boots	\$4,382,950	\$4,898,020	12%	7,900	9,613	22%	\$555	\$510	-8%
	Men's	\$3,389,806	\$3,642,053	7%	6,150	6,906	12%	\$551	\$527	-4%
	Women's	\$970,262	\$1,206,049	24%	1,693	2,542	50%	\$573	\$474	-17%
	Youth		\$43,085			132			\$326	
	Not Specified	\$22,882	\$6,833	-70%	57	33	-42%	\$401	\$207	-48%
	Alpine Touring Skis	\$3,777,231	\$3,221,989	-15%	7,949	5,930	-25%	\$475	\$543	14%



	Men's	\$2,771,503	\$2,475,590	-11%	5,457	4,169	-24%	\$508	\$594	17%
	Women's	\$801,130	\$641,078	-20%	2,063	1,600	-22%	\$388	\$401	3%
	Youth	\$44,150	\$5,016	-89%	239	48	-80%	\$185	\$105	-43%
	Not Specified	\$160,448	\$100,305	-37%	190	113	-41%	\$844	\$888	5%
Nordic Equipment		\$11,770,188	\$12,208,823	4%	94,746	89,752	-5%	\$124	\$136	9%
	Nordic Bindings	\$799,501	\$1,007,444	26%	13,119	15,333	17%	\$61	\$66	8%
	Men's	\$689,004	\$834,422	21%	11,134	11,966	7%	\$62	\$70	13%
	Women's	\$13,397	\$8,212	-39%	262	147	-44%	\$51	\$56	9%
	Youth	\$61,634	\$89,806	46%	1,019	2,565	152%	\$60	\$35	-42%
	Not Specified	\$35,466	\$75,004	111%	704	655	-7%	\$50	\$115	127%
	Nordic Boots	\$4,179,545	\$4,680,994	12%	31,574	30,142	-5%	\$132	\$155	17%
	Men's	\$3,012,587	\$3,351,319	11%	19,898	19,482	-2%	\$151	\$172	14%
	Women's	\$795,329	\$786,372	-1%	6,862	6,546	-5%	\$116	\$120	4%
	Youth	\$344,076	\$319,112	-7%	4,502	3,723	-17%	\$76	\$86	12%
	Not Specified	\$27,553	\$224,191	714%	312	391	25%	\$88	\$573	549%
	Nordic Poles	\$1,018,542	\$1,030,442	1%	22,276	19,911	-11%	\$46	\$52	13%
	Men's	\$808,284	\$888,208	10%	17,400	16,389	-6%	\$46	\$54	17%
	Women's	\$108,997	\$30,790	-72%	1,629	719	-56%	\$67	\$43	-36%
	Youth	\$55,541	\$49,554	-11%	2,270	1,464	-36%	\$24	\$34	38%
	Not Specified	\$45,720	\$61,890	35%	977	1,339	37%	\$47	\$46	-1%
	Nordic Skis	\$5,772,600	\$5,489,943	-5%	27,777	24,366	-12%	\$208	\$225	8%
	Men's	\$4,314,722	\$4,117,906	-5%	19,053	17,372	-9%	\$226	\$237	5%
	Women's	\$198,973	\$127,537	-36%	1,333	742	-44%	\$149	\$172	15%
	Youth	\$380,869	\$623,120	64%	3,177	3,320	5%	\$120	\$188	57%
	Not Specified	\$878,036	\$621,380	-29%	4,214	2,932	-30%	\$208	\$212	2%
Skiboards		\$7,392	\$22,031	198%	50	108	116%	\$148	\$204	38%
	Skiboards	\$7,392	\$22,031	198%	50	108	116%	\$148	\$204	38%
	Men's	\$5,668	\$22,031	289%	25	108	332%	\$227	\$204	-10%
	Youth	\$1,724	\$0	-100%	25	0	-100%	\$69		
	Not Specified	\$0	\$0		0	0				
Snowboard Equipment		\$139,357,055	\$135,236,249	-3%	595,895	545,397	-8%	\$234	\$248	6%
	Snowboard Bindings	\$34,490,367	\$32,506,058	-6%	191,916	172,240	-10%	\$180	\$189	5%
	Men's	\$24,077,176	\$22,139,406	-8%	126,954	111,420	-12%	\$190	\$199	5%
	Women's	\$6,677,204	\$5,988,131	-10%	39,454	34,929	-11%	\$169	\$171	1%
	Youth	\$1,134,290	\$1,024,678	-10%	13,343	10,909	-18%	\$85	\$94	10%
	Not Specified	\$2,601,697	\$3,353,843	29%	12,165	14,982	23%	\$214	\$224	5%
	Snowboard Boots	\$43,145,337	\$42,402,734	-2%	216,173	200,142	-7%	\$200	\$212	6%
	Men's	\$30,455,435	\$30,514,757	0%	140,209	132,579	-5%	\$217	\$230	6%
	Women's	\$10,322,497	\$10,013,193	-3%	53,482	49,153	-8%	\$193	\$204	6%
	Youth	\$2,018,737	\$1,785,633	-12%	20,854	17,925	-14%	\$97	\$100	3%
	Not Specified	\$348,668	\$89,151	-74%	1,628	485	-70%	\$214	\$184	-14%
	Snowboards	\$61,721,351	\$60,327,457	-2%	187,806	173,015	-8%	\$329	\$349	6%
	Men's	\$44,354,629	\$44,124,773	-1%	123,567	115,223	-7%	\$359	\$383	7%
	Women's	\$11,171,696	\$10,477,961	-6%	34,527	31,911	-8%	\$324	\$328	1%
	Youth	\$3,777,260	\$3,442,359	-9%	23,697	20,572	-13%	\$159	\$167	5%
	Not Specified	\$2,417,766	\$2,282,364	-6%	6,015	5,309	-12%	\$402	\$430	7%
Telemark Equipment		\$942,993	\$881,611	-7%	3,024	2,541	-16%	\$312	\$347	11%
	Telemark Bindings	\$465,567	\$403,248	-13%	1,986	1,560	-21%	\$234	\$258	10%
	Men's	\$438,961	\$385,031	-12%	1,932	1,512	-22%	\$227	\$255	12%
	Women's	\$0	\$0		0	0				
	Not Specified	\$26,606	\$18,217	-32%	54	48	-11%	\$493	\$380	-23%
	Telemark Boots	\$394,965	\$405,966	3%	827	795	-4%	\$478	\$511	7%
	Men's	\$338,386	\$331,422	-2%	702	650	-7%	\$482	\$510	6%
	Women's	\$56,579	\$69,319	23%	125	129	3%	\$453	\$537	19%
	Not Specified	\$0	\$5,225		0	16			\$327	
	Telemark Skis	\$82,461	\$72,397	-12%	211	186	-12%	\$391	\$389	0%
	Men's	\$63,328	\$49,768	-21%	159	129	-19%	\$398	\$386	-3%
	Women's	\$3,044	\$0	-100%	9	0	-100%	\$338		
	Not Specified	\$16,089	\$22,629	41%	43	57	33%	\$374	\$397	6%
Winter/Snow Accessories		\$99,425,195	\$94,347,727	-5%	3,594,334	3,584,196	0%	\$28	\$26	-5%
	Backcountry Accessories	\$7,058,996	\$6,024,745	-15%	57,681	44,167	-23%	\$122	\$136	11%
	Men's	\$5,446,477	\$4,288,910	-21%	48,685	35,234	-28%	\$112	\$122	9%
	Women's	\$372	\$0	-100%	5	0	-100%	\$74		
	Youth	\$236,489	\$207,282	-12%	693	634	-9%	\$341	\$327	-4%
	Not Specified	\$1,375,658	\$1,528,553	11%	8,298	8,299	0%	\$166	\$184	11%
	Other Winter/Snow Accessories	\$14,778,461	\$15,453,979	5%	2,609,184	2,709,280	4%	\$6	\$6	1%
	Men's	\$13,499,126	\$14,473,510	7%	2,501,039	2,617,657	5%	\$5	\$6	2%
	Women's	\$22,299	\$11,727	-47%	3,100	1,180	-62%	\$7	\$10	38%
	Youth	\$11,212	\$37,578	235%	280	998	256%	\$40	\$38	-6%
	Not Specified	\$1,245,824	\$931,164	-25%	104,765	89,445	-15%	\$12	\$10	-12%
	Snow Goggle Accessories	\$677,001	\$326,154	-52%	20,350	9,617	-53%	\$33	\$34	2%
	Men's	\$628,809	\$293,217	-53%	15,672	7,215	-54%	\$40	\$41	1%
	Not Specified	\$48,192	\$32,937	-32%	4,678	2,402	-49%	\$10	\$14	33%
	Snow Goggles	\$34,646,129	\$31,440,924	-9%	443,631	402,042	-9%	\$78	\$78	0%
	Men's	\$24,970,028	\$18,953,644	-24%	282,706	224,940	-20%	\$88	\$84	-5%
	Women's	\$3,810,947	\$3,430,790	-10%	42,924	37,283	-13%	\$89	\$92	4%
	Youth	\$2,592,521	\$2,944,122	14%	75,928	78,543	3%	\$34	\$37	10%
	Not Specified	\$3,272,633	\$6,112,368	87%	42,073	61,276	46%	\$78	\$100	28%
	Snow Protection Pads	\$684,208	\$742,989	9%	18,766	17,431	-7%	\$36	\$43	17%
	Men's	\$619,349	\$678,571	10%	17,497	16,526	-6%	\$35	\$41	16%
	Women's	\$39,410	\$25,273	-36%	548	321	-41%	\$72	\$79	9%

	Youth	\$22,667	\$26,595	17%	694	460	-34%	\$33	\$58	77%
	Not Specified	\$2,782	\$12,550	351%	27	124	359%	\$103	\$101	-2%
	Snow Sports Helmet	\$34,680,494	\$34,211,893	-1%	392,669	356,577	-9%	\$88	\$96	9%
	Men's	\$19,800,629	\$15,072,897	-24%	203,625	147,837	-27%	\$97	\$102	5%
	Women's	\$5,277,549	\$3,467,797	-34%	49,797	31,761	-36%	\$106	\$109	3%
	Youth	\$4,146,130	\$3,896,929	-6%	81,194	71,804	-12%	\$51	\$54	6%
	Not Specified	\$5,456,186	\$11,774,270	116%	58,053	105,175	81%	\$94	\$112	19%
	Snowshoes	\$6,899,906	\$6,147,043	-11%	52,053	45,082	-13%	\$133	\$136	3%
	Men's	\$3,654,131	\$3,266,095	-11%	22,808	19,840	-13%	\$160	\$165	3%
	Women's	\$1,605,016	\$1,472,135	-8%	10,816	9,794	-9%	\$148	\$150	1%
	Youth	\$532,231	\$436,942	-18%	8,873	6,895	-22%	\$60	\$63	6%
	Not Specified	\$1,108,528	\$971,871	-12%	9,556	8,553	-10%	\$116	\$114	-2%
	Winter/Snow Shop Services	\$88,977,448	\$95,342,558	7%	1,406,575	1,272,421	-10%	\$63	\$75	18%
	Winter/Snow Rentals	\$66,871,661	\$77,531,666	16%	686,859	739,082	8%	\$97	\$105	8%
	Men's	\$61,090,079	\$73,218,505	20%	489,605	570,033	16%	\$125	\$128	3%
	Not Specified	\$5,781,582	\$4,313,161	-25%	197,254	169,049	-14%	\$29	\$26	-13%
	Winter/Snow Repairs	\$22,105,787	\$17,810,892	-19%	719,716	533,339	-26%	\$31	\$33	9%
	Men's	\$22,105,787	\$17,810,892	-19%	719,716	533,339	-26%	\$31	\$33	9%
	Snow Decks/Skates	\$693	\$6,238	800%	13	55	323%	\$53	\$113	113%
	Snow Decks/Skates	\$693	\$6,238	800%	13	55	323%	\$53	\$113	113%
	Men's	\$693	\$6,238	800%	13	55	323%	\$53	\$113	113%
	Not Specified	\$0	\$0		0	0				
Grand Total		\$2,709,210,347	\$2,545,799,275	-6%	43,054,663	40,853,644	-5%	\$63	\$62	-1%

Channel	Snow Specialty	Current Period	November-19	DOLLARS			UNITS			AVERAGE PRICE		
				November-18	November-19	Pct. Change	November-18	November-19	Pct. Change	November-18	November-19	Pct. Change
Total Sales				\$560,083,769	\$553,551,517	-1%	5,725,863	5,375,116	-6%	\$98	\$103	5%
	Accessories			\$7,423,045	\$7,112,029	-4%	117,307	111,513	-5%	\$63	\$64	1%
		Bags		\$4,896,164	\$4,465,732	-9%	62,797	55,925	-11%	\$78	\$80	2%
		Backpacks		\$455,161	\$402,787	-12%	3,492	3,032	-13%	\$130	\$133	2%
		Technical Packs		\$455,161	\$402,787	-12%	3,492	3,032	-13%	\$130	\$133	2%
		Sports Equipment Bags		\$4,441,003	\$4,062,945	-9%	59,305	52,893	-11%	\$75	\$77	3%
		Sports Equipment Bags		\$4,441,003	\$4,062,945	-9%	59,305	52,893	-11%	\$75	\$77	3%
		Sunglasses		\$2,526,881	\$2,646,297	5%	54,510	55,588	2%	\$46	\$48	3%
		Sunglasses		\$2,424,576	\$2,542,257	5%	40,134	42,455	6%	\$60	\$60	-1%
		Sunglasses		\$2,424,576	\$2,542,257	5%	40,134	42,455	6%	\$60	\$60	-1%
		Sunglasses Accessories		\$102,305	\$104,040	2%	14,376	13,133	-9%	\$7	\$8	11%
		Other Eyewear Accessories		\$19,091	\$22,149	16%	4,729	5,244	11%	\$4	\$4	5%
		Sunglass Cases		\$10,046	\$3,809	-62%	680	360	-47%	\$15	\$11	-28%
		Sunglass Lenses		\$5,827	\$17,256	196%	101	153	51%	\$58	\$113	95%
		Sunglass Tethers		\$67,341	\$60,826	-10%	8,866	7,376	-17%	\$8	\$8	9%
	Apparel			\$250,684,194	\$229,579,330	-8%	2,898,858	2,703,964	-7%	\$86	\$85	-2%
		Total Apparel Accessories		\$30,222,286	\$29,997,722	-1%	916,438	882,479	-4%	\$33	\$34	3%
		Total Apparel Accessories		\$30,222,286	\$29,997,722	-1%	916,438	882,479	-4%	\$33	\$34	3%
		Total Handwear		\$19,329,772	\$18,994,901	-2%	436,292	422,990	-3%	\$44	\$45	1%
		Total Headwear		\$10,892,514	\$11,002,821	1%	480,146	459,489	-4%	\$23	\$24	6%
		Total Cold Weather Undergarments		\$11,458,650	\$12,361,870	8%	212,364	216,777	2%	\$54	\$57	6%
		Total Cold Weather Undergarments		\$11,458,650	\$12,361,870	8%	212,364	216,777	2%	\$54	\$57	6%
		Total Cold Weather Undergarments		\$11,458,650	\$12,361,870	8%	212,364	216,777	2%	\$54	\$57	6%
		Total Outerwear		\$185,500,311	\$166,399,494	-10%	1,224,068	1,062,311	-13%	\$152	\$157	3%
		Total Outerwear Bottoms		\$31,234,175	\$30,003,123	-4%	240,310	229,699	-4%	\$130	\$131	0%
		Total Outerwear Bottoms		\$31,234,175	\$30,003,123	-4%	240,310	229,699	-4%	\$130	\$131	0%
		Total Outerwear Suits/Sets		\$801,006	\$645,735	-19%	6,425	6,431	0%	\$125	\$100	-19%
		Total Outerwear Suits/Sets		\$801,006	\$645,735	-19%	6,425	6,431	0%	\$125	\$100	-19%
		Total Outerwear Tops		\$153,465,130	\$135,750,636	-12%	977,333	826,181	-15%	\$157	\$164	5%
		Total Outerwear Tops		\$153,465,130	\$135,750,636	-12%	977,333	826,181	-15%	\$157	\$164	5%
		Total Socks/Hosiery		\$4,906,506	\$5,540,381	13%	273,653	296,267	8%	\$18	\$19	4%
		Total Socks		\$4,906,506	\$5,540,381	13%	273,653	296,267	8%	\$18	\$19	4%
		Total Socks		\$4,906,506	\$5,540,381	13%	273,653	296,267	8%	\$18	\$19	4%
		Total Sportswear		\$18,596,441	\$15,279,863	-18%	272,335	246,130	-10%	\$68	\$62	-9%
		Total Tops		\$18,428,767	\$15,158,256	-18%	269,465	244,182	-9%	\$68	\$62	-9%
		Total Knit Shirts		\$1,399,122	\$1,407,147	1%	21,974	22,009	0%	\$64	\$64	0%
		Total Sweaters		\$5,698,302	\$4,013,668	-30%	57,169	44,365	-22%	\$100	\$90	-9%
		Total Sweatshirts		\$11,331,343	\$9,737,441	-14%	190,322	177,808	-7%	\$60	\$55	-8%
		Total Bottoms		\$167,674	\$121,607	-27%	2,870	1,948	-32%	\$58	\$62	7%
		Total Pants		\$167,674	\$121,607	-27%	2,870	1,948	-32%	\$58	\$62	7%
		Total Shorts		\$0	\$0	0%	0	0	0%			
	Equipment			\$301,976,530	\$316,860,158	5%	2,709,698	2,559,639	-6%	\$111	\$124	11%
		Accessories		\$4,120,185	\$3,416,807	-17%	57,050	51,840	-9%	\$72	\$66	-9%
		First Aid/Body Care		\$219,798	\$228,509	4%	22,068	26,636	21%	\$10	\$9	-14%
		First Aid/Body Care		\$219,798	\$228,509	4%	22,068	26,636	21%	\$10	\$9	-14%
		Instruments		\$1,804,350	\$1,272,268	-29%	24,240	16,188	-33%	\$74	\$79	6%
		Digital Imaging		\$875,154	\$644,179	-26%	3,205	2,152	-33%	\$273	\$299	10%
		Digital Imaging Accessories		\$171,657	\$119,806	-30%	5,473	4,251	-22%	\$31	\$28	-10%
		Portable Audio/Phone Accessories		\$757,539	\$508,283	-33%	15,562	9,785	-37%	\$49	\$52	7%
		Sport Racks		\$2,096,037	\$1,916,030	-9%	10,742	9,016	-16%	\$195	\$213	9%
		Rack Parts		\$259,803	\$146,446	-44%	3,729	2,579	-31%	\$70	\$57	-18%
		Top of Car Components		\$1,445,366	\$1,412,751	-2%	4,609	4,308	-7%	\$314	\$328	5%
		Towers/Feet		\$232,360	\$202,274	-13%	1,300	1,106	-15%	\$179	\$183	2%
		Load Bars		\$158,508	\$154,559	-2%	1,104	1,023	-7%	\$144	\$151	5%
		Winter/Snow Sports		\$297,856,345	\$313,443,351	5%	2,652,648	2,507,799	-5%	\$112	\$125	11%
		Adjustable Poles		\$437,315	\$451,669	3%	5,956	7,105	19%	\$73	\$64	-13%
		Adjustable Poles		\$437,315	\$451,669	3%	5,956	7,105	19%	\$73	\$64	-13%
		Alpine Equipment		\$121,627,307	\$135,566,076	11%	497,765	549,271	10%	\$244	\$247	1%
		Alpine Bindings		\$13,590,611	\$16,685,025	23%	80,924	94,200	16%	\$168	\$177	5%
		Alpine Boots		\$53,048,506	\$57,990,022	9%	184,436	203,026	10%	\$288	\$286	-1%
		Alpine Poles		\$3,935,040	\$4,160,357	6%	95,094	94,792	0%	\$41	\$44	6%
		Alpine Skis		\$51,053,150	\$56,730,672	11%	137,311	157,253	15%	\$372	\$361	-3%
		Alpine Touring Equipment		\$4,915,715	\$4,554,541	-7%	9,375	8,704	-7%	\$524	\$523	0%
		Alpine Touring Bindings		\$2,610,565	\$2,472,700	-5%	5,647	5,180	-8%	\$462	\$477	3%
		Alpine Touring Boots		\$1,474,287	\$1,366,679	-7%	2,213	2,288	3%	\$666	\$597	-10%
		Alpine Touring Skis		\$830,863	\$715,162	-14%	1,515	1,236	-18%	\$548	\$579	6%
		Nordic Equipment		\$6,672,074	\$6,669,129	0%	55,452	47,987	-13%	\$120	\$139	16%
		Nordic Bindings		\$566,820	\$663,973	17%	8,926	9,160	3%	\$64	\$72	14%
		Nordic Boots		\$2,360,686	\$2,541,077	8%	17,306	15,427	-11%	\$136	\$165	21%
		Nordic Poles		\$644,006	\$622,379	-3%	14,225	11,301	-21%	\$45	\$55	22%
		Nordic Skis		\$3,100,562	\$2,841,700	-8%	14,995	12,099	-19%	\$207	\$235	14%
		Skiboards		\$1,724	\$11,496	567%	25	56	124%	\$69	\$205	198%
		Skiboards		\$1,724	\$11,496	567%	25	56	124%	\$69	\$205	198%
		Snow Decks/Skates		\$0	\$0	0%	0	0	0%			
		Snow Decks/Skates		\$0	\$0	0%	0	0	0%			

	Snowboard Equipment	\$55,010,098	\$53,414,690	-3%	229,206	212,304	-7%	\$240	\$252	5%
	Snowboard Bindings	\$13,937,065	\$13,130,849	-6%	75,899	68,815	-9%	\$184	\$191	4%
	Snowboard Boots	\$19,667,572	\$19,003,857	-3%	91,245	84,682	-7%	\$216	\$224	4%
	Snowboards	\$21,405,461	\$21,279,984	-1%	62,062	58,807	-5%	\$345	\$362	5%
	Telemark Equipment	\$302,108	\$369,050	22%	1,081	973	-10%	\$279	\$379	36%
	Telemark Bindings	\$137,787	\$161,517	17%	680	592	-13%	\$203	\$273	35%
	Telemark Boots	\$85,611	\$155,895	82%	200	250	25%	\$428	\$624	46%
	Telemark Skis	\$78,710	\$51,638	-34%	201	131	-35%	\$392	\$394	1%
	Winter/Snow Accessories	\$38,350,587	\$38,801,854	1%	786,930	832,340	6%	\$49	\$47	-4%
	Backcountry Accessories	\$1,113,307	\$719,558	-35%	15,605	6,806	-56%	\$71	\$106	48%
	Other Winter/Snow Accessories	\$5,033,499	\$5,432,400	8%	416,853	464,380	11%	\$12	\$12	-3%
	Snow Goggle Accessories	\$107,539	\$70,488	-34%	5,089	2,157	-58%	\$21	\$33	55%
	Snow Goggles	\$15,309,633	\$14,938,735	-2%	177,723	181,635	2%	\$86	\$82	-5%
	Snow Protection Pads	\$266,916	\$312,007	17%	8,585	8,162	-5%	\$31	\$38	23%
	Snow Sports Helmet	\$15,671,535	\$16,192,179	3%	156,182	160,052	2%	\$100	\$101	1%
	Snowshoes	\$848,158	\$1,136,487	34%	6,893	9,148	33%	\$123	\$124	1%
	Winter/Snow Shop Services	\$70,539,417	\$73,604,846	4%	1,066,858	849,059	-20%	\$66	\$87	31%
	Winter/Snow Rentals	\$55,343,199	\$61,618,672	11%	541,351	521,007	-4%	\$102	\$118	16%
	Winter/Snow Repairs	\$15,196,218	\$11,986,174	-21%	525,507	328,052	-38%	\$29	\$37	26%
	<b>Grand Total</b>	<b>\$560,083,769</b>	<b>\$553,551,517</b>	<b>-1%</b>	<b>5,725,863</b>	<b>5,375,116</b>	<b>-6%</b>	<b>\$98</b>	<b>\$103</b>	<b>5%</b>

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Channel	Snow Specialty	Season to date	STD (Aug'19 - Nov'19)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'18 - Nov'19)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'19 - Nov'19)	STD (Aug'19 - Nov'19)	Pct. Change
Total Sales				\$5,349,470	\$5,349,470	0%	10,039,752	10,039,752	0%	\$527	\$527	0%
	Accessories			\$18,053,671	\$18,407,807	2%	318,018	328,173	3%	\$57	\$56	-1%
		Bags		\$7,280,722	\$6,655,965	-9%	95,707	84,500	-12%	\$76	\$79	4%
		Backpacks		\$739,848	\$723,072	-2%	6,410	5,729	-11%	\$115	\$126	9%
		Technical Packs		\$739,848	\$723,072	-2%	6,410	5,729	-11%	\$115	\$126	9%
		Sports Equipment Bags		\$6,540,874	\$5,932,893	-9%	89,297	78,771	-12%	\$73	\$75	3%
		Sports Equipment Bags		\$6,540,874	\$5,932,893	-9%	89,297	78,771	-12%	\$73	\$75	3%
		Sunglasses		\$10,772,949	\$11,751,842	9%	222,311	243,673	10%	\$48	\$48	0%
		Sunglasses		\$10,268,646	\$11,191,476	9%	161,305	180,314	12%	\$64	\$62	-3%
		Sunglasses		\$10,268,646	\$11,191,476	9%	161,305	180,314	12%	\$64	\$62	-3%
		Sunglasses Accessories		\$504,303	\$560,366	11%	61,006	63,359	4%	\$8	\$9	7%
		Other Eyewear Accessories		\$33,124	\$40,797	23%	7,375	8,405	14%	\$4	\$5	8%
		Sunglass Cases		\$36,539	\$25,602	-30%	2,968	2,383	-20%	\$12	\$11	-13%
		Sunglass Lenses		\$40,776	\$54,200	33%	559	579	4%	\$73	\$94	28%
		Sunglass Tethers		\$393,864	\$439,767	12%	50,104	51,992	4%	\$8	\$8	8%
	Apparel			\$470,506,320	\$453,407,073	-4%	5,524,795	5,549,141	0%	\$85	\$82	-4%
		Total Apparel Accessories		\$46,975,634	\$47,531,028	1%	1,493,180	1,493,510	0%	\$31	\$32	1%
		Total Cold Weather Undergarments		\$20,367,495	\$23,418,814	15%	396,053	435,194	10%	\$51	\$54	5%
		Total Outerwear		\$352,520,051	\$333,253,659	-5%	2,525,044	2,419,742	-4%	\$140	\$138	-1%
		Total Outerwear Bottoms		\$52,156,214	\$51,474,788	-1%	425,020	429,203	1%	\$123	\$120	-2%
		Total Outerwear Suits/Sets		\$1,658,570	\$2,335,181	41%	14,461	27,045	87%	\$115	\$86	-25%
		Total Outerwear Tops		\$298,705,267	\$279,443,690	-6%	2,085,563	1,963,494	-6%	\$143	\$142	-1%
		Total Outerwear Tops		\$298,705,267	\$279,443,690	-6%	2,085,563	1,963,494	-6%	\$143	\$142	-1%
		Total Socks/Hosiery		\$7,871,969	\$9,267,980	18%	459,147	533,027	16%	\$17	\$17	1%
		Total Socks		\$7,871,969	\$9,267,980	18%	459,147	533,027	16%	\$17	\$17	1%
		Total Socks		\$7,871,969	\$9,267,980	18%	459,147	533,027	16%	\$17	\$17	1%
		Total Sportswear		\$42,771,171	\$39,935,592	-7%	651,371	667,668	3%	\$66	\$60	-9%
		Total Tops		\$42,366,321	\$39,702,622	-6%	643,923	663,353	3%	\$66	\$60	-9%
		Total Knit Shirts		\$3,100,421	\$2,801,808	-10%	51,736	50,005	-3%	\$60	\$56	-7%
		Total Sweaters		\$12,041,232	\$9,850,184	-18%	127,565	114,266	-10%	\$94	\$86	-9%
		Total Sweatshirts		\$27,224,668	\$27,050,630	-1%	464,622	499,082	7%	\$59	\$54	-7%
		Total Bottoms		\$404,850	\$232,970	-42%	7,448	4,315	-42%	\$54	\$54	-1%
		Total Pants		\$401,945	\$232,510	-42%	7,348	4,297	-42%	\$55	\$54	-1%
		Total Shorts		\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
	Equipment			\$474,593,879	\$512,528,887	8%	4,037,276	4,162,438	3%	\$118	\$123	5%
		Accessories		\$11,024,873	\$10,189,950	-8%	176,904	181,501	3%	\$62	\$56	-10%
		Winter/Snow Sports		\$463,569,006	\$502,338,937	8%	3,860,372	3,980,937	3%	\$120	\$126	5%
		Adjustable Poles		\$588,353	\$759,742	29%	8,615	13,274	54%	\$68	\$57	-16%
		Alpine Equipment		\$216,378,970	\$239,470,141	11%	891,269	981,265	10%	\$243	\$244	1%
		Alpine Bindings		\$24,362,630	\$29,572,867	21%	145,395	168,742	16%	\$168	\$175	5%
		Alpine Boots		\$90,754,503	\$99,842,511	10%	328,018	362,191	10%	\$277	\$276	0%
		Alpine Poles		\$6,251,454	\$6,585,070	5%	155,549	156,781	1%	\$40	\$42	5%
		Alpine Skis		\$95,010,383	\$103,469,693	9%	262,307	293,551	12%	\$362	\$352	-3%
		Alpine Touring Equipment		\$7,178,822	\$7,909,764	10%	14,278	15,325	7%	\$503	\$516	3%
		Alpine Touring Bindings		\$3,566,105	\$3,964,581	11%	7,902	8,317	5%	\$451	\$477	6%
		Alpine Touring Boots		\$2,029,517	\$2,284,535	13%	3,236	3,896	20%	\$627	\$586	-7%
		Alpine Touring Skis		\$1,583,200	\$1,660,648	5%	3,140	3,112	-1%	\$504	\$534	6%
		Nordic Equipment		\$8,725,903	\$10,089,380	16%	71,491	73,656	3%	\$122	\$137	12%
		Skiboards		\$1,724	\$13,103	660%	25	65	160%	\$69	\$202	192%
		Skiboards		\$1,724	\$13,103	660%	25	65	160%	\$69	\$202	192%
		Snowboard Equipment		\$87,006,166	\$89,942,743	3%	374,527	372,776	0%	\$232	\$241	4%
		Snowboard Bindings		\$21,713,858	\$21,585,427	-1%	122,418	117,498	-4%	\$177	\$184	4%
		Snowboard Boots		\$29,954,581	\$30,492,549	2%	146,240	143,530	-2%	\$205	\$212	4%
		Snowboards		\$35,337,727	\$37,864,767	7%	105,869	111,748	6%	\$334	\$339	2%
		Telemark Equipment		\$422,524	\$474,759	12%	1,489	1,374	-8%	\$284	\$284	22%
		Telemark Bindings		\$188,620	\$215,503	14%	916	805	-12%	\$206	\$268	30%
		Telemark Boots		\$151,443	\$186,859	23%	362	383	6%	\$418	\$488	17%
		Telemark Skis		\$82,461	\$72,397	-12%	211	186	-12%	\$391	\$389	0%
		Winter/Snow Accessories		\$54,717,481	\$58,358,453	7%	1,099,232	1,251,780	14%	\$50	\$47	-6%
		Backcountry Accessories		\$1,405,645	\$1,368,979	-3%	19,525	13,225	-32%	\$72	\$104	44%
		Other Winter/Snow Accessories		\$6,524,496	\$7,793,629	19%	535,389	668,212	25%	\$12	\$12	4%
		Snow Goggle Accessories		\$143,201	\$97,055	-32%	6,946	4,009	-42%	\$21	\$24	17%
		Snow Goggles		\$21,481,768	\$21,797,316	1%	262,478	276,254	5%	\$82	\$79	-4%
		Snow Protection Pads		\$366,720	\$485,199	32%	12,201	12,029	-1%	\$30	\$40	34%
		Snow Sports Helmet		\$23,780,421	\$25,424,712	7%	254,531	267,122	5%	\$93	\$95	2%
		Snowshoes		\$1,015,230	\$1,391,563	37%	8,162	10,929	34%	\$124	\$127	2%
		Winter/Snow Shop Services		\$88,548,370	\$95,320,852	8%	1,399,436	1,271,422	-9%	\$63	\$75	18%
		Winter/Snow Rentals		\$66,452,218	\$77,511,254	17%	680,079	738,117	9%	\$98	\$105	7%
		Winter/Snow Repairs		\$22,096,152	\$17,809,598	-19%	719,357	533,305	-26%	\$31	\$33	9%
		Snow Decks/Skates		\$693	\$0	-100%	10	0	-100%	\$69		
		Snow Decks/Skates		\$693	\$0	-100%	10	0	-100%	\$69		
Grand Total				\$963,153,870	\$984,343,767	2%	9,880,089	10,039,752	2%	\$97	\$98	1%



Specialty Only			DOLLARS			UNITS			AVERAGE PRICE		
Current Period		Nov 2019	Nov 2018	Nov 2019	Pct. Change	Nov 2018	Nov 2019	Pct. Change	Nov 2018	Nov 2019	Pct. Change
Accessories			\$7,423,042	\$7,112,029	-4%	117,308	111,511	-5%	\$63	\$64	1%
	Bags		\$4,896,163	\$4,465,731	-9%	62,798	55,924	-11%	\$78	\$80	2%
		Backpacks	\$455,160	\$402,786	-12%	3,492	3,031	-13%	\$130	\$133	2%
		Midwest	\$125,511	\$69,225	-45%	716	496	-31%	\$175	\$140	-20%
		Northeast	\$34,824	\$37,689	8%	412	447	8%	\$85	\$84	0%
		South	\$2,600	\$15,609	500%	33	159	382%	\$79	\$98	25%
		West	\$292,225	\$280,263	-4%	2,331	1,929	-17%	\$125	\$145	16%
		Sports Equipment Bags	\$4,441,003	\$4,062,945	-9%	59,306	52,893	-11%	\$75	\$77	3%
		Midwest	\$498,467	\$486,807	-2%	5,993	5,730	-4%	\$83	\$85	2%
		Northeast	\$2,254,814	\$1,966,169	-13%	32,955	28,914	-12%	\$68	\$68	-1%
		South	\$552,694	\$600,494	9%	6,814	7,015	3%	\$81	\$86	6%
		West	\$1,135,028	\$1,009,475	-11%	13,544	11,234	-17%	\$84	\$90	7%
	Sunglasses		\$2,526,879	\$2,646,298	5%	54,510	55,587	2%	\$46	\$48	3%
		Sunglasses	\$2,424,575	\$2,542,258	5%	40,135	42,455	6%	\$60	\$60	-1%
		Midwest	\$260,739	\$306,235	17%	3,330	4,436	33%	\$78	\$69	-12%
		Northeast	\$269,664	\$318,996	18%	4,411	6,190	40%	\$61	\$52	-16%
		South	\$262,437	\$215,957	-18%	4,375	3,694	-16%	\$60	\$58	-3%
		West	\$1,631,735	\$1,701,070	4%	28,019	28,135	0%	\$58	\$60	4%
		Sunglasses Accessories	\$102,304	\$104,040	2%	14,375	13,132	-9%	\$7	\$8	11%
		Midwest	\$9,938	\$16,948	71%	1,336	2,006	50%	\$7	\$8	14%
		Northeast	\$11,959	\$3,767	-69%	1,700	500	-71%	\$7	\$8	7%
		South	\$20,341	\$17,461	-14%	3,667	2,787	-24%	\$6	\$6	13%
		West	\$60,066	\$65,864	10%	7,672	7,839	2%	\$8	\$8	7%
Apparel			\$250,684,190	\$229,579,332	-8%	2,898,855	2,703,963	-7%	\$86	\$85	-2%
	Total Apparel Accessories		\$30,222,286	\$29,997,723	-1%	916,437	882,479	-4%	\$33	\$34	3%
		Total Apparel Accessories	\$30,222,286	\$29,997,723	-1%	916,437	882,479	-4%	\$33	\$34	3%
		Midwest	\$7,645,719	\$6,273,904	-18%	224,567	188,061	-16%	\$34	\$33	-2%
		Northeast	\$9,042,677	\$11,314,395	25%	284,611	322,963	13%	\$32	\$35	10%
		South	\$4,640,829	\$4,517,494	-3%	153,853	142,540	-7%	\$30	\$32	5%
		West	\$8,893,061	\$7,891,930	-11%	253,406	228,915	-10%	\$35	\$34	-2%
	Total Cold Weather Undergarments		\$11,458,650	\$12,361,869	8%	212,364	216,775	2%	\$54	\$57	6%
		Total Cold Weather Undergarments	\$11,458,650	\$12,361,869	8%	212,364	216,775	2%	\$54	\$57	6%
		Midwest	\$3,327,301	\$3,572,834	7%	49,554	54,309	10%	\$67	\$66	-2%
		Northeast	\$2,876,946	\$3,453,348	20%	61,287	66,207	8%	\$47	\$52	11%
		South	\$2,715,342	\$2,970,870	9%	55,081	56,592	3%	\$49	\$52	6%
		West	\$2,539,061	\$2,364,817	-7%	46,442	39,667	-15%	\$55	\$60	9%
	Total Outerwear		\$185,500,308	\$166,399,495	-10%	1,224,067	1,062,311	-13%	\$152	\$157	3%
		Total Outerwear Bottoms	\$31,234,174	\$30,003,124	-4%	240,310	229,700	-4%	\$130	\$131	0%
		Midwest	\$6,474,877	\$5,533,013	-15%	46,193	44,500	-4%	\$140	\$124	-11%
		Northeast	\$9,476,391	\$10,486,777	11%	77,018	80,297	4%	\$123	\$131	6%
		South	\$6,326,798	\$6,269,645	-1%	52,218	50,843	-3%	\$121	\$123	2%
		West	\$8,956,108	\$7,713,689	-14%	64,881	54,060	-17%	\$138	\$143	3%
		Total Outerwear Suits/Sets	\$801,005	\$645,735	-19%	6,424	6,431	0%	\$125	\$100	-19%
		Midwest	\$169,465	\$85,540	-50%	1,747	1,010	-42%	\$97	\$85	-13%
		Northeast	\$451,745	\$299,459	-34%	2,795	2,681	-4%	\$162	\$112	-31%
		South	\$79,538	\$113,243	42%	916	1,133	24%	\$87	\$100	15%
		West	\$100,257	\$147,493	47%	966	1,607	66%	\$104	\$92	-12%
		Total Outerwear Tops	\$153,465,129	\$135,750,636	-12%	977,333	826,180	-15%	\$157	\$164	5%
		Midwest	\$73,952,236	\$61,514,854	-17%	453,459	333,499	-26%	\$163	\$184	13%
		Northeast	\$34,128,558	\$31,236,361	-8%	207,353	190,033	-8%	\$165	\$164	0%
		South	\$20,697,390	\$20,585,475	-1%	144,021	142,716	-1%	\$144	\$144	0%
		West	\$24,686,945	\$22,413,946	-9%	172,500	159,932	-7%	\$143	\$140	-2%
	Total Socks/Hosiery		\$4,906,506	\$5,540,382	13%	273,652	296,269	8%	\$18	\$19	4%
		Total Socks	\$4,906,506	\$5,540,382	13%	273,652	296,269	8%	\$18	\$19	4%
		Midwest	\$591,060	\$812,189	37%	30,874	46,958	52%	\$19	\$17	-10%
		Northeast	\$1,468,841	\$1,986,607	35%	85,920	107,906	26%	\$17	\$18	8%
		South	\$1,202,930	\$1,168,126	-3%	69,205	62,029	-10%	\$17	\$19	8%

		West	\$1,643,675	\$1,573,460	-4%	87,653	79,376	-9%	\$19	\$20	6%
	Total Sportswear		\$18,596,440	\$15,279,863	-18%	272,335	246,129	-10%	\$68	\$62	-9%
	Total Tops		\$18,428,766	\$15,158,256	-18%	269,465	244,182	-9%	\$68	\$62	-9%
		Midwest	\$8,651,630	\$5,000,396	-42%	126,911	82,668	-35%	\$68	\$60	-11%
		Northeast	\$4,054,690	\$3,621,928	-11%	59,841	64,489	8%	\$68	\$56	-17%
		South	\$1,994,195	\$2,571,771	29%	31,346	39,018	24%	\$64	\$66	4%
		West	\$3,728,251	\$3,964,161	6%	51,367	58,007	13%	\$73	\$68	-6%
	Total Bottoms		\$167,674	\$121,607	-27%	2,870	1,947	-32%	\$58	\$62	7%
		Midwest	\$32,599	\$12,447	-62%	379	312	-18%	\$86	\$40	-54%
		Northeast	\$57,471	\$49,188	-14%	1,352	798	-41%	\$43	\$62	45%
		South	\$23,742	\$10,650	-55%	365	197	-46%	\$65	\$54	-17%
		West	\$53,862	\$49,322	-8%	774	640	-17%	\$70	\$77	11%
Equipment			\$301,976,528	\$316,860,152	5%	2,709,704	2,559,643	-6%	\$111	\$124	11%
	Accessories		\$4,120,187	\$3,416,808	-17%	57,054	51,841	-9%	\$72	\$66	-9%
	First Aid/Body Care		\$219,799	\$228,510	4%	22,069	26,636	21%	\$10	\$9	-14%
		Midwest	\$3,128	\$5,242	68%	582	631	8%	\$5	\$8	55%
		Northeast	\$17,204	\$24,179	41%	2,168	3,653	68%	\$8	\$7	-17%
		South	\$10,215	\$13,911	36%	948	1,403	48%	\$11	\$10	-8%
		West	\$189,252	\$185,178	-2%	18,371	20,949	14%	\$10	\$9	-14%
	Instruments		\$1,804,349	\$1,272,268	-29%	24,240	16,188	-33%	\$74	\$79	6%
		Midwest	\$157,528	\$59,192	-62%	2,014	1,169	-42%	\$78	\$51	-35%
		Northeast	\$243,798	\$188,598	-23%	3,992	2,115	-47%	\$61	\$89	46%
		South	\$58,737	\$187,655	219%	1,203	1,478	23%	\$49	\$127	160%
		West	\$1,344,286	\$836,823	-38%	17,031	11,426	-33%	\$79	\$73	-7%
	Sport Racks		\$2,096,039	\$1,916,030	-9%	10,745	9,017	-16%	\$195	\$212	9%
		Midwest	\$486,336	\$167,297	-66%	2,319	900	-61%	\$210	\$186	-11%
		Northeast	\$718,471	\$701,386	-2%	2,957	2,999	1%	\$243	\$234	-4%
		South	\$326,956	\$314,736	-4%	1,772	1,076	-39%	\$185	\$293	59%
		West	\$564,276	\$732,611	30%	3,697	4,042	9%	\$153	\$181	19%
	Winter/Snow Sports		\$297,856,341	\$313,443,344	5%	2,652,650	2,507,802	-5%	\$112	\$125	11%
Grand Total			\$560,083,760	\$553,551,513	-1%	5,725,867	5,375,117	-6%	\$98	\$103	5%





Specialty Only	Season to date	STD (Aug'19 - Nov'19)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change	STD (Aug'18 - Nov'18)	STD (Aug'19 - Nov'19)	Pct. Change
Accessories			\$18,053,668	\$18,407,808	2%	318,016	328,174	3%	\$57	\$56	-1%
	Bags		\$7,280,722	\$6,655,965	-9%	95,707	84,503	-12%	\$76	\$79	4%
		Backpacks	\$739,848	\$723,071	-2%	6,410	5,731	-11%	\$115	\$126	9%
		Midwest	\$155,714	\$74,466	-52%	1,080	802	-26%	\$144	\$93	-36%
		Northeast	\$59,704	\$60,677	2%	803	682	-15%	\$74	\$89	20%
		South	\$7,896	\$30,283	284%	104	330	217%	\$76	\$92	21%
		West	\$516,534	\$557,645	8%	4,423	3,917	-11%	\$117	\$142	22%
		Sports Equipment Bags	\$6,540,874	\$5,932,894	-9%	89,297	78,772	-12%	\$73	\$75	3%
		Midwest	\$681,854	\$629,452	-8%	8,484	7,278	-14%	\$80	\$86	8%
		Northeast	\$3,329,448	\$2,839,065	-15%	49,671	42,264	-15%	\$67	\$67	0%
		South	\$923,221	\$1,039,201	13%	11,568	12,564	9%	\$80	\$83	4%
		West	\$1,606,351	\$1,425,176	-11%	19,574	16,666	-15%	\$82	\$86	4%
	Sunglasses		\$10,772,946	\$11,751,843	9%	222,309	243,671	10%	\$48	\$48	0%
		Sunglasses	\$10,268,645	\$11,191,477	9%	161,305	180,314	12%	\$64	\$62	-3%
		Midwest	\$1,430,075	\$1,905,263	33%	19,694	27,111	38%	\$73	\$70	-3%
		Northeast	\$1,274,936	\$1,696,702	33%	22,651	29,478	30%	\$56	\$58	2%
		South	\$1,124,403	\$1,045,545	-7%	18,956	17,063	-10%	\$59	\$61	3%
		West	\$6,439,231	\$6,543,967	2%	100,004	106,662	7%	\$64	\$61	-5%
		Sunglasses Accessories	\$504,301	\$560,366	11%	61,004	63,357	4%	\$8	\$9	7%
		Midwest	\$63,477	\$98,079	55%	7,604	11,417	50%	\$8	\$9	3%
		Northeast	\$70,035	\$51,974	-26%	8,929	6,015	-33%	\$8	\$9	10%
		South	\$87,232	\$87,334	0%	12,374	11,059	-11%	\$7	\$8	12%
		West	\$283,557	\$322,979	14%	32,097	34,866	9%	\$9	\$9	5%
Apparel			\$470,506,320	\$453,407,073	-4%	5,524,795	5,549,139	0%	\$85	\$82	-4%
	Total Apparel Accessories		\$46,975,636	\$47,531,027	1%	1,493,181	1,493,509	0%	\$31	\$32	1%
		Total Apparel Accessories	\$46,975,636	\$47,531,027	1%	1,493,181	1,493,509	0%	\$31	\$32	1%
		Midwest	\$12,231,440	\$10,274,874	-16%	384,490	333,339	-13%	\$32	\$31	-3%
		Northeast	\$14,514,217	\$16,914,501	17%	477,870	519,413	9%	\$30	\$33	7%
		South	\$6,137,277	\$6,002,469	-2%	204,188	192,543	-6%	\$30	\$31	4%
		West	\$14,092,702	\$14,339,183	2%	426,633	448,214	5%	\$33	\$32	-3%
	Total Cold Weather Undergarments		\$20,367,494	\$23,418,814	15%	396,053	435,195	10%	\$51	\$54	5%
		Total Cold Weather Undergarment	\$20,367,494	\$23,418,814	15%	396,053	435,195	10%	\$51	\$54	5%
		Midwest	\$5,942,175	\$7,220,428	22%	89,850	112,575	25%	\$66	\$64	-3%
		Northeast	\$5,223,176	\$6,775,515	30%	121,130	145,446	20%	\$43	\$47	8%
		South	\$3,942,932	\$4,220,314	7%	79,829	80,272	1%	\$49	\$53	6%
		West	\$5,259,211	\$5,202,557	-1%	105,244	96,902	-8%	\$50	\$54	7%
	Total Outerwear		\$352,520,051	\$333,253,660	-5%	2,525,045	2,419,741	-4%	\$140	\$138	-1%
		Total Outerwear Bottoms	\$52,156,214	\$51,474,788	-1%	425,020	429,202	1%	\$123	\$120	-2%
		Midwest	\$10,111,573	\$8,546,372	-15%	77,691	76,997	-1%	\$130	\$111	-15%
		Northeast	\$16,684,315	\$18,664,457	12%	143,359	159,083	11%	\$116	\$117	1%
		South	\$9,150,175	\$8,990,269	-2%	76,751	73,859	-4%	\$119	\$122	2%
		West	\$16,210,151	\$15,273,690	-6%	127,219	119,263	-6%	\$127	\$128	1%
		Total Outerwear Suits/Sets	\$1,658,570	\$2,335,182	41%	14,462	27,045	87%	\$115	\$86	-25%
		Midwest	\$371,684	\$237,835	-36%	4,191	3,206	-24%	\$89	\$74	-16%
		Northeast	\$952,101	\$1,588,036	67%	6,607	16,582	151%	\$144	\$96	-34%
		South	\$135,608	\$169,580	25%	1,641	1,842	12%	\$83	\$92	11%
		West	\$199,177	\$339,731	71%	2,023	5,415	168%	\$98	\$63	-36%
		Total Outerwear Tops	\$298,705,267	\$279,443,690	-6%	2,085,563	1,963,494	-6%	\$143	\$142	-1%
		Midwest	\$126,867,402	\$115,485,268	-9%	816,204	714,549	-12%	\$155	\$162	4%
		Northeast	\$74,030,984	\$69,127,534	-7%	512,348	492,408	-4%	\$144	\$140	-3%
		South	\$33,745,965	\$32,876,558	-3%	256,171	251,691	-2%	\$132	\$131	-1%
		West	\$64,060,916	\$61,954,330	-3%	500,840	504,846	1%	\$128	\$123	-4%
	Total Socks/Hosiery		\$7,871,969	\$9,267,980	18%	459,146	533,027	16%	\$17	\$17	1%
		Total Socks	\$7,871,969	\$9,267,980	18%	459,146	533,027	16%	\$17	\$17	1%
		Midwest	\$932,283	\$1,172,064	26%	51,040	68,668	35%	\$18	\$17	-7%
		Northeast	\$2,643,352	\$3,732,241	41%	161,398	224,934	39%	\$16	\$17	1%
		South	\$1,617,111	\$1,552,783	-4%	94,182	84,813	-10%	\$17	\$18	7%
		West	\$2,679,223	\$2,810,892	5%	152,526	154,612	1%	\$18	\$18	3%
	Total Sportswear		\$42,771,170	\$39,935,592	-7%	651,370	667,667	3%	\$66	\$60	-9%
		Total Tops	\$42,366,320	\$39,702,622	-6%	643,922	663,353	3%	\$66	\$60	-9%
		Midwest	\$17,339,339	\$12,727,022	-27%	257,042	221,005	-14%	\$67	\$58	-15%
		Northeast	\$9,823,473	\$9,424,198	-4%	155,671	163,558	5%	\$63	\$58	-9%
		South	\$3,730,707	\$4,484,100	20%	63,876	72,745	14%	\$58	\$62	6%
		West	\$11,472,801	\$13,067,302	14%	167,333	206,045	23%	\$69	\$63	-8%
		Total Bottoms	\$404,850	\$232,970	-42%	7,448	4,314	-42%	\$54	\$54	-1%
		Midwest	\$56,272	\$17,027	-70%	594	597	1%	\$95	\$29	-70%
		Northeast	\$190,077	\$111,898	-41%	4,343	2,049	-53%	\$44	\$55	25%
		South	\$29,568	\$18,742	-37%	463	359	-22%	\$64	\$52	-18%
		West	\$128,933	\$85,303	-34%	2,048	1,309	-36%	\$63	\$65	4%
Equipment			\$474,593,878	\$512,528,882	8%	4,037,271	4,162,430	3%	\$118	\$123	5%

Accessories	\$11,024,871	\$10,189,950	-8%	176,902	181,501	3%	\$62	\$56	-10%
First Aid/Body Care	\$903,194	\$1,088,051	20%	83,669	104,448	25%	\$11	\$10	-3%
Midwest	\$29,706	\$52,151	76%	3,957	5,485	39%	\$8	\$10	27%
Northeast	\$93,599	\$89,272	-5%	9,883	10,189	3%	\$9	\$9	-7%
South	\$65,244	\$86,959	33%	5,235	7,569	45%	\$12	\$11	-8%
West	\$714,645	\$859,669	20%	64,594	81,205	26%	\$11	\$11	-4%
Instruments	\$3,342,667	\$2,832,878	-15%	45,690	37,788	-17%	\$73	\$75	2%
Midwest	\$298,797	\$182,819	-39%	5,108	3,838	-25%	\$58	\$48	-19%
Northeast	\$417,481	\$334,214	-20%	6,579	4,543	-31%	\$63	\$74	16%
South	\$316,380	\$522,487	65%	4,147	4,438	7%	\$76	\$118	54%
West	\$2,310,009	\$1,793,358	-22%	29,856	24,969	-16%	\$77	\$72	-7%
Sport Racks	\$6,779,010	\$6,269,021	-8%	47,543	39,265	-17%	\$143	\$160	12%
Midwest	\$1,923,789	\$995,400	-48%	16,428	7,340	-55%	\$117	\$136	16%
Northeast	\$2,593,281	\$2,801,654	8%	15,713	16,177	3%	\$165	\$173	5%
South	\$1,016,670	\$830,653	-18%	5,698	3,444	-40%	\$178	\$241	35%
West	\$1,245,270	\$1,641,314	32%	9,704	12,304	27%	\$128	\$133	4%
Winter/Snow Sports	\$463,569,007	\$502,338,932	8%	3,860,369	3,980,929	3%	\$120	\$126	5%
Adjustable Poles	\$588,353	\$759,742	29%	8,614	13,272	54%	\$68	\$57	-16%
Midwest	\$54,026	\$22,554	-58%	982	498	-49%	\$55	\$45	-18%
Northeast	\$166,843	\$334,165	100%	2,376	6,130	158%	\$70	\$55	-22%
South	\$18,400	\$19,970	9%	258	331	28%	\$71	\$60	-15%
West	\$349,084	\$383,053	10%	4,998	6,313	26%	\$70	\$61	-13%
Alpine Equipment	\$216,378,969	\$239,470,140	11%	891,269	981,266	10%	\$243	\$244	1%
Midwest	\$28,001,555	\$31,958,069	14%	127,480	167,005	31%	\$220	\$191	-13%
Northeast	\$79,724,634	\$95,668,984	20%	311,636	367,179	18%	\$256	\$261	2%
South	\$15,287,746	\$16,885,046	10%	59,844	64,265	7%	\$255	\$263	3%
West	\$93,365,034	\$94,958,041	2%	392,309	382,817	-2%	\$238	\$248	4%
Alpine Touring Equipment	\$7,178,822	\$7,909,765	10%	14,277	15,324	7%	\$503	\$516	3%
Midwest	\$225,432	\$250,185	11%	405	662	63%	\$557	\$378	-32%
Northeast	\$740,392	\$1,684,053	127%	1,765	3,521	99%	\$419	\$478	14%
South	\$80,753	\$144,616	79%	154	313	103%	\$524	\$462	-12%
West	\$6,132,245	\$5,830,911	-5%	11,953	10,828	-9%	\$513	\$539	5%
Nordic Equipment	\$8,725,905	\$10,089,377	16%	71,491	73,655	3%	\$122	\$137	12%
Midwest	\$2,168,170	\$631,886	-71%	19,915	6,568	-67%	\$109	\$96	-12%
Northeast	\$5,052,907	\$8,166,532	62%	38,027	56,287	48%	\$133	\$145	9%
South	\$14,422	\$22,751	58%	130	178	37%	\$111	\$128	15%
West	\$1,490,406	\$1,268,208	-15%	13,419	10,622	-21%	\$111	\$119	7%
Skiboards	\$1,724	\$13,102	660%	25	64	156%	\$69	\$205	197%
Midwest	\$0	\$1,606		0	9			\$178	
Northeast	\$1,724	\$9,227	435%	25	38	52%	\$69	\$243	252%
South	\$0	\$0		0	0				
West	\$0	\$2,269		0	17			\$133	
Snow Decks/Skates	\$693	\$0	-100%	10	0	-100%	\$69		
Midwest	\$0	\$0		0	0				
Northeast	\$0	\$0		0	0				
West	\$693	\$0	-100%	10	0	-100%	\$69		
Snowboard Equipment	\$87,006,166	\$89,942,741	3%	374,526	372,775	0%	\$232	\$241	4%
Midwest	\$8,318,702	\$11,141,551	34%	41,340	50,620	22%	\$201	\$220	9%
Northeast	\$31,852,927	\$31,110,739	-2%	133,236	130,085	-2%	\$239	\$239	0%
South	\$5,839,157	\$5,917,902	1%	26,003	23,571	-9%	\$225	\$251	12%
West	\$40,995,380	\$41,772,549	2%	173,947	168,499	-3%	\$236	\$248	5%
Telemark Equipment	\$422,524	\$474,759	12%	1,488	1,373	-8%	\$284	\$346	22%
Midwest	\$5,037	\$39,096	676%	0	-56			\$698	
Northeast	\$107,942	\$143,800	33%	449	442	-2%	\$240	\$325	35%
South	\$1,565	\$0	-100%	8	0	-100%	\$196		
West	\$318,054	\$370,055	16%	1,031	987	-4%	\$308	\$375	22%
Winter/Snow Accessories	\$54,717,481	\$58,358,454	7%	1,099,232	1,251,778	14%	\$50	\$47	-6%
Midwest	\$4,254,693	\$5,714,842	34%	89,120	122,605	38%	\$48	\$47	-2%
Northeast	\$17,483,532	\$20,050,006	15%	368,835	396,813	8%	\$47	\$51	7%
South	\$5,275,195	\$5,873,838	11%	118,480	125,405	6%	\$45	\$47	5%
West	\$27,704,061	\$26,719,768	-4%	522,797	606,955	16%	\$53	\$44	-17%
Winter/Snow Shop Services	\$88,548,370	\$95,320,852	8%	1,399,437	1,271,422	-9%	\$63	\$75	18%
Midwest	\$2,633,181	\$2,429,195	-8%	58,847	41,922	-29%	\$45	\$58	29%
Northeast	\$27,803,819	\$24,778,864	-11%	541,233	470,004	-13%	\$51	\$53	3%
South	\$780,669	\$819,388	5%	12,355	12,087	-2%	\$63	\$68	7%
West	\$57,330,701	\$67,293,405	17%	787,002	747,409	-5%	\$73	\$90	24%
Grand Total	\$963,153,866	\$984,343,763	2%	9,880,082	10,039,743	2%	\$97	\$98	1%