

US Snow Industry Retail Market Report

Updated December 2019

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

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

In this report you can review sales by:

Current month & season-to-date

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

Dollars sold

Units sold

Average selling price

Total sales and by channel

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



Snowsports
Industries
America



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About NPD

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

Our Industries

Below are industries we track:

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

Last Updated: January 1, 2018

How do we do it?

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

How We Help Our Clients

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

Solutions

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

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

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



Point-of-Sale Data Methodology

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

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

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

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

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

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

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

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

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



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
Big 5 Sporting Goods	BSN Sports	Alpine Ski Center
Dick's Sporting Goods	Cabelas	Any Mountain
DSG-Chelsea Collective	LL Bean	Backwoods
DSG-Field & Stream	Sierra Trading Post	Bahnhof Sports
DSG-Golf Galaxy	Sportsman's Warehouse	Boyne Country Sports
Downtown Locker Room	West Marine	Buckman's Ski & Snowboard Shop
Dunham's Sports	Zumiez	Christy Sports
Eastern Mountain Sports		Cole Sports
Gander Mountain*		Darkside
Hibbett Sports		Erik's Bike & Board Shop
MC Sports*		Greenwood Ski House
Modell's Sporting Goods		Masseys Professional Outfitters
Olympia Sports		Neptune Mountaineering
REI (B&M only)		Outdoor Sports Center
Scheels		Outpost Sports
Schuylkill Valley Sports		Pelican Shops
Sport Chalet*		Peter Glenn's
The Sports Authority*		Retail Concepts
		Sportsman & Ski Haus
		Sturtevant's
		Summit Sports
		Sun & Ski
		Vail Resorts
		Altrec.com
		Appalachian Ski & Outdoors.com
		Backcountry.com
		CampSaver.com
		Evo.com
		Level9.com
		Moosejaw.com
		Mountain Gear.com
		REI.com
		Retail Concepts.com
		Ski Pro.com
		Ski.com
		Skirack Vermont.com
		Summit Sports Inc.com
		The House.com
		The Ski Bum.com
		US Outdoors.com

*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

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Channel Definitions

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

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

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 skullie 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
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	Outerwear Pants	Made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard pants, alpine snow pants & bibs.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Rainwear Pants	Waterproof and water resistant pants worn to protect the body from rain. Sometimes constructed of waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Suits/Sets	Outdoor Suits/Sets	Outer layer full piece suits that cover the torso, arms and legs, or coat/jacket and pant sets made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard, alpine and rainwear suits & sets.
Apparel	Total Socks/Hosiery	Total Socks	Total Socks	Socks	Trouser socks, knee high socks, dress socks, crew socks, anklets, quarter socks, argyles, novelty socks, over the calf, work socks, low cut socks, peds, no-show socks, toe socks, slipper socks, sheer liner socks, opaque socks, boot socks (but not "bootie" socks), tube socks, athletic socks, and performance socks. All sizes included except Maternity.
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Turtlenecks	Includes all fashion tops with a full or mock neck turtleneck collar.
Apparel	Total Sportswear	Total Tops	Total Sweaters	Sweaters	sweater vests, long and short sleeve sweaters, sweater jackets, and cardigans. Keywords for sweaters include - sweater, cardigan, cable, cashmere, chenille, mohair, acrylic, gauge, merino & wool. Some keywords that are used for sweaters can also be found in the knits categories, they include: crew, polo, hoodie, mock, zip & turtleneck. All sizes included except
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 slopemeters, 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	Skis	Strips of material attached to the bottom of skis to provided traction while climbing hills.
Equipment	Winter/Snow Sports	Other Winter/Snow Accessories	Binding Covers	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Boot Dryers	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Leashes	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.

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Channel	(All)	Current Period	October-19			DOLLARS			UNITS			AVERAGE PRICE		
			October-18	October-19	Pct. Change	October-18	October-19	Pct. Change	October-18	October-19	Pct. Change			
Total Sales			\$575,733,226	\$596,833,445	4%	9,513,723	9,795,627	3%	\$61	\$61	1%			
Accessories Total			\$12,464,455	\$12,115,745	-3%	253,222	241,917	-4%	\$49	\$50	2%			
Bags			\$2,120,122	\$2,225,247	5%	24,846	26,033	5%	\$85	\$85	0%			
Backpacks			\$402,611	\$411,729	2%	2,602	3,090	19%	\$155	\$133	-14%			
Technical Packs			\$402,611	\$411,729	2%	2,602	3,090	19%	\$155	\$133	-14%			
Men's			\$357,379	\$377,763	6%	2,030	2,733	35%	\$176	\$138	-21%			
Women's			\$45,232	\$33,005	-27%	572	347	-39%	\$79	\$95	20%			
Youth				\$961			10			\$96				
Sports Equipment Bags			\$1,717,511	\$1,813,518	6%	22,244	22,943	3%	\$77	\$79	2%			
Sports Equipment Bags			\$1,717,511	\$1,813,518	6%	22,244	22,943	3%	\$77	\$79	2%			
Men's			\$1,623,335	\$1,721,766	6%	20,260	21,162	4%	\$80	\$81	2%			
Youth			\$94,176	\$91,752	-3%	1,984	1,781	-10%	\$47	\$52	9%			
Sunglasses			\$10,344,333	\$9,890,498	-4%	228,376	215,884	-5%	\$45	\$46	1%			
Sunglasses			\$9,721,039	\$9,272,271	-5%	160,852	151,243	-6%	\$60	\$61	1%			
Sunglasses			\$9,721,039	\$9,272,271	-5%	160,852	151,243	-6%	\$60	\$61	1%			
Men's			\$8,349,399	\$8,123,256	-3%	138,798	132,872	-4%	\$60	\$61	2%			
Women's			\$1,188,450	\$981,799	-17%	15,357	12,472	-19%	\$77	\$79	2%			
Youth			\$183,190	\$167,216	-9%	6,697	5,899	-12%	\$27	\$28	4%			
Sunglasses Accessories			\$623,294	\$618,227	-1%	67,524	64,641	-4%	\$9	\$10	4%			
Other Eyewear Accessories			\$22,139	\$18,765	-15%	3,358	2,839	-15%	\$7	\$7	0%			
Men's			\$22,139	\$18,765	-15%	3,358	2,839	-15%	\$7	\$7	0%			
Sunglass Cases			\$40,837	\$36,364	-11%	4,322	3,580	-17%	\$9	\$10	8%			
Men's			\$40,803	\$36,335	-11%	4,309	3,579	-17%	\$9	\$10	7%			
Women's			\$34	\$29	-15%	13	1	-92%	\$3	\$29	1009%			
Sunglass Lenses			\$57,094	\$42,845	-25%	798	569	-29%	\$72	\$75	5%			
Men's			\$57,094	\$42,845	-25%	798	569	-29%	\$72	\$75	5%			
Youth														
Sunglass Tethers			\$503,224	\$520,253	3%	59,046	57,653	-2%	\$9	\$9	6%			
Men's			\$503,123	\$520,253	3%	59,014	57,653	-2%	\$9	\$9	6%			
Youth			\$101		-100%	32		-100%	\$3					
Apparel Total			\$447,144,359	\$445,766,975	0%	7,746,871	7,905,629	2%	\$58	\$56	-2%			
Total Apparel Accessories			\$44,817,545	\$45,982,858	3%	2,002,047	2,065,094	3%	\$22	\$22	-1%			
Total Apparel Accessories			\$44,817,545	\$45,982,858	3%	2,002,047	2,065,094	3%	\$22	\$22	-1%			
Total Handwear			\$22,960,891	\$23,648,577	3%	763,174	798,881	5%	\$30	\$30	-2%			
Men's			\$14,139,590	\$14,645,738	4%	422,758	432,217	2%	\$33	\$34	1%			
Women's			\$5,550,104	\$5,582,237	1%	180,201	193,629	7%	\$31	\$29	-6%			
Youth			\$3,271,197	\$3,420,602	5%	160,215	173,035	8%	\$20	\$20	-3%			
Total Headwear			\$21,856,654	\$22,334,281	2%	1,238,873	1,266,213	2%	\$18	\$18	0%			
Men's			\$13,794,388	\$14,402,223	4%	748,290	767,630	3%	\$18	\$19	2%			
Women's			\$5,729,159	\$5,748,391	0%	344,536	357,524	4%	\$17	\$16	-3%			
Youth			\$2,333,107	\$2,183,667	-6%	146,047	141,059	-3%	\$16	\$15	-3%			
Total Cold Weather Undergarments			\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%			
Total Cold Weather Undergarments			\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%			
Total Cold Weather Undergarments			\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%			
Men's			\$10,887,761	\$11,642,445	7%	301,070	301,437	0%	\$36	\$39	7%			
Women's			\$7,086,481	\$8,067,123	14%	134,472	159,236	18%	\$53	\$51	-4%			
Youth			\$1,878,575	\$2,426,640	29%	88,951	101,481	14%	\$21	\$24	13%			
Total Outerwear			\$288,415,542	\$275,587,869	-4%	2,929,527	2,769,276	-5%	\$98	\$100	1%			
Total Outerwear Bottoms			\$21,724,725	\$23,460,824	8%	232,535	242,370	4%	\$93	\$97	4%			
Total Outerwear Bottoms			\$21,724,725	\$23,460,824	8%	232,535	242,370	4%	\$93	\$97	4%			
Men's			\$10,435,547	\$11,257,413	8%	100,085	100,957	1%	\$104	\$112	7%			
Women's			\$6,453,077	\$7,471,473	16%	58,357	65,966	13%	\$111	\$113	2%			
Youth			\$4,836,101	\$4,731,938	-2%	74,093	75,447	2%	\$65	\$63	-4%			
Total Outerwear Suits/Sets			\$1,888,868	\$1,658,409	-12%	45,739	38,312	-16%	\$41	\$43	5%			
Total Outerwear Suits/Sets			\$1,888,868	\$1,658,409	-12%	45,739	38,312	-16%	\$41	\$43	5%			
Men's			\$711,703	\$525,954	-26%	29,016	22,100	-24%	\$25	\$24	-3%			
Women's			\$73,077	\$87,751	20%	1,049	1,292	23%	\$70	\$68	-3%			
Youth			\$1,104,088	\$1,044,704	-5%	15,674	14,920	-5%	\$70	\$70	-1%			
Total Outerwear Tops			\$264,801,949	\$250,468,636	-5%	2,651,253	2,488,594	-6%	\$100	\$101	1%			
Total Outerwear Tops			\$264,801,949	\$250,468,636	-5%	2,651,253	2,488,594	-6%	\$100	\$101	1%			
Men's			\$112,961,145	\$108,901,703	-4%	1,099,922	1,041,065	-5%	\$103	\$105	2%			
Women's			\$118,927,289	\$111,454,704	-6%	1,041,699	985,504	-5%	\$114	\$113	-1%			
Youth			\$32,913,515	\$30,112,229	-9%	509,632	462,025	-9%	\$65	\$65	1%			
Total Socks/Hosiery			\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%			
Total Socks			\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%			
Total Socks			\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%			
Men's			\$1,358,060	\$1,469,475	8%	81,581	83,855	3%	\$17	\$18	5%			
Women's			\$885,366	\$977,124	10%	52,028	57,301	10%	\$17	\$17	0%			
Youth			\$516,859	\$561,665	9%	39,792	42,774	7%	\$13	\$13	1%			
Total Sportswear			\$91,298,170	\$99,051,776	8%	2,117,403	2,325,175	10%	\$43	\$43	-1%			
Total Tops			\$91,019,749	\$98,826,470	9%	2,112,717	2,321,330	10%	\$43	\$43	-1%			
Total Knit Shirts			\$4,036,166	\$3,216,161	-20%	123,043	92,917	-24%	\$33	\$35	6%			
Men's			\$2,034,688	\$2,085,459	2%	68,945	61,086	-11%	\$30	\$34	16%			
Women's			\$1,687,276	\$978,142	-42%	43,344	27,046	-38%	\$39	\$36	-7%			
Youth			\$314,202	\$152,560	-51%	10,754	4,785	-56%	\$29	\$32	9%			
Total Sweaters			\$17,002,058	\$13,475,989	-21%	265,222	233,086	-12%	\$64	\$58	-10%			
Men's			\$5,128,986	\$3,426,263	-33%	73,300	51,834	-29%	\$70	\$66	-6%			
Women's			\$11,772,290	\$9,957,323	-15%	189,492	178,592	-6%	\$62	\$56	-10%			
Youth			\$100,782	\$92,403	-8%	2,430	2,660	9%	\$41	\$35	-16%			

Total Sales	Apparel Total	Total Spor	Total Tops	Total Sweatshirts	\$69,981,525	\$82,134,320	17%	1,724,452	1,995,327	16%	\$41	\$41	1%
				Men's	\$39,907,737	\$46,202,558	16%	999,187	1,126,173	13%	\$40	\$41	3%
				Women's	\$25,242,499	\$28,377,479	12%	555,555	612,778	10%	\$45	\$46	2%
				Youth	\$4,831,289	\$7,554,283	56%	169,710	256,376	51%	\$28	\$29	4%
				Total Bottoms	\$278,421	\$225,306	-19%	4,686	3,845	-18%	\$59	\$59	-1%
				Total Pants	\$278,229	\$225,306	-19%	4,678	3,845	-18%	\$59	\$59	-1%
				Men's	\$49,253	\$24,149	-51%	600	457	-24%	\$82	\$53	-36%
				Women's	\$159,326	\$163,487	3%	2,574	2,646	3%	\$62	\$62	0%
				Youth	\$69,650	\$37,670	-46%	1,504	742	-51%	\$46	\$51	10%
				Total Shorts	\$192		-100%	8		-100%	\$24		
				Women's	\$192		-100%	8		-100%	\$24		
	Equipment Total				\$116,124,412	\$138,950,725	20%	1,513,630	1,648,081	9%	\$77	\$84	10%
				Accessories	\$5,703,307	\$4,783,710	-16%	96,903	86,691	-11%	\$59	\$55	-6%
				First Aid/Body Care	\$234,230	\$250,330	7%	27,864	36,559	31%	\$8	\$7	-19%
				First Aid/Body Care	\$234,230	\$250,330	7%	27,864	36,559	31%	\$8	\$7	-19%
				Men's	\$231,766	\$247,610	7%	27,575	35,724	30%	\$9	\$7	-18%
				Not Specified	\$2,464	\$2,720	10%	289	835	189%	\$8	\$3	-62%
				Instruments	\$2,581,672	\$1,756,755	-32%	46,492	32,258	-31%	\$56	\$54	-2%
				Digital Imaging	\$1,254,085	\$604,388	-52%	3,915	2,151	-45%	\$320	\$281	-12%
				Men's	\$86,867	\$15,348	-82%	453	111	-75%	\$192	\$138	-28%
				Not Specified	\$1,167,218	\$589,040	-50%	3,462	2,040	-41%	\$337	\$289	-14%
				Digital Imaging Accessories	\$282,377	\$182,239	-35%	7,332	5,358	-27%	\$39	\$34	-12%
				Men's	\$251,554	\$118,438	-53%	6,742	4,179	-38%	\$37	\$28	-24%
				Not Specified	\$30,823	\$63,801	107%	590	1,179	100%	\$52	\$54	4%
				Portable Audio/Phone Accessories	\$1,045,210	\$970,128	-7%	35,245	24,749	-30%	\$30	\$39	32%
				Men's	\$17,498	\$11,933	-32%	825	588	-29%	\$21	\$20	-4%
				Not Specified	\$1,027,712	\$958,195	-7%	34,420	24,161	-30%	\$30	\$40	33%
				Sport Racks	\$2,887,405	\$2,776,625	-4%	22,547	17,874	-21%	\$128	\$155	21%
				Rack Parts	\$570,677	\$537,723	-6%	8,667	6,527	-25%	\$66	\$82	25%
				Men's	\$474,797	\$474,080	0%	7,321	5,643	-23%	\$65	\$84	30%
				Not Specified	\$95,880	\$63,643	-34%	1,346	884	-34%	\$71	\$72	1%
				Top of Car Components	\$1,428,449	\$1,549,585	8%	8,312	7,574	-9%	\$172	\$205	19%
				Men's	\$1,028,076	\$1,052,186	2%	4,424	4,166	-6%	\$232	\$253	9%
				Not Specified	\$400,373	\$497,399	24%	3,888	3,408	-12%	\$103	\$146	42%
				Towers/Feet	\$553,484	\$400,760	-28%	2,882	1,886	-35%	\$192	\$212	11%
				Men's	\$508,109	\$358,361	-29%	2,636	1,684	-36%	\$193	\$213	10%
				Not Specified	\$45,375	\$42,399	-7%	246	202	-18%	\$184	\$210	14%
				Load Bars	\$334,795	\$288,557	-14%	2,686	1,887	-30%	\$125	\$153	23%
				Men's	\$252,808	\$216,113	-15%	2,186	1,511	-31%	\$116	\$143	24%
				Not Specified	\$81,987	\$72,444	-12%	500	376	-25%	\$164	\$193	18%
				Winter/Snow Sports	\$110,421,105	\$134,167,015	22%	1,416,727	1,561,390	10%	\$78	\$86	10%
				Adjustable Poles	\$196,626	\$336,355	71%	2,659	5,329	100%	\$74	\$63	-15%
				Adjustable Poles	\$196,626	\$336,355	71%	2,659	5,329	100%	\$74	\$63	-15%
				Men's	\$143,099	\$183,212	28%	1,579	1,992	26%	\$91	\$92	1%
				Not Specified	\$16,286	\$18,397	13%	193	193		\$84	\$95	13%
				Women's	\$2,835	\$4,175	47%	44	59	34%	\$64	\$71	10%
				Youth	\$34,406	\$130,571	280%	843	3,085	266%	\$41	\$42	4%
				Alpine Equipment	\$51,373,785	\$66,558,325	30%	216,736	266,722	23%	\$237	\$250	5%
				Alpine Bindings	\$5,312,822	\$8,064,887	52%	30,992	44,096	42%	\$171	\$183	7%
				Men's	\$4,383,786	\$7,151,176	63%	23,867	36,516	53%	\$184	\$196	7%
				Not Specified	\$529,498	\$389,135	-27%	2,935	2,087	-29%	\$180	\$186	3%
				Women's	\$65,344	\$30,325	-54%	453	168	-63%	\$144	\$181	25%
				Youth	\$334,194	\$494,251	48%	3,737	5,325	42%	\$89	\$93	4%
				Alpine Boots	\$20,365,755	\$26,185,261	29%	81,175	97,744	20%	\$251	\$268	7%
				Men's	\$11,655,365	\$14,469,350	24%	32,708	40,284	23%	\$356	\$359	1%
				Not Specified	\$1,341,617	\$1,036,165	-23%	15,964	10,739	-33%	\$84	\$96	15%
				Women's	\$5,857,678	\$8,304,557	42%	20,395	27,677	36%	\$287	\$300	4%
				Youth	\$1,511,095	\$2,375,189	57%	12,108	19,044	57%	\$125	\$125	0%
				Alpine Poles	\$1,230,336	\$1,539,982	25%	33,108	38,195	15%	\$37	\$40	8%
				Men's	\$721,846	\$882,787	22%	18,118	20,250	12%	\$40	\$44	9%
				Not Specified	\$139,661	\$187,961	35%	3,835	5,576	45%	\$36	\$34	-7%
				Women's	\$201,751	\$264,799	31%	5,993	6,082	1%	\$34	\$44	29%
				Youth	\$167,078	\$204,435	22%	5,162	6,287	22%	\$32	\$33	0%
				Alpine Skis	\$24,464,872	\$30,768,195	26%	71,461	86,687	21%	\$342	\$355	4%
				Men's	\$13,802,281	\$17,224,122	25%	32,039	38,903	21%	\$431	\$443	3%
				Not Specified	\$408,539	\$380,797	-7%	1,103	843	-24%	\$370	\$452	22%
				Women's	\$6,604,314	\$7,894,956	20%	17,764	20,322	14%	\$372	\$388	4%
				Youth	\$3,649,738	\$5,268,320	44%	20,555	26,619	30%	\$178	\$198	11%
				Alpine Touring Equipment	\$2,954,956	\$3,492,052	18%	6,615	6,771	2%	\$447	\$516	15%
				Alpine Touring Bindings	\$1,583,174	\$1,438,272	-9%	3,982	3,119	-22%	\$398	\$461	16%
				Men's	\$1,535,488	\$1,385,292	-10%	3,877	3,007	-22%	\$396	\$461	16%
				Not Specified	\$47,686	\$52,980	11%	105	112	7%	\$454	\$473	4%
				Women's									
				Alpine Touring Boots	\$741,089	\$1,321,792	78%	1,344	2,438	81%	\$551	\$542	-2%
				Men's	\$568,405	\$1,019,139	79%	1,037	1,810	75%	\$548	\$563	3%
				Not Specified	\$2,431	\$1,273	-48%	5	10	100%	\$486	\$127	-74%
				Women's	\$170,253	\$293,902	73%	302	595	97%	\$564	\$494	-12%
				Youth		\$7,478			23			\$325	
				Alpine Touring Skis	\$630,693	\$731,988	16%	1,289	1,214	-6%	\$489	\$603	23%
				Men's	\$449,699	\$605,409	35%	863	964	12%	\$521	\$628	21%
				Not Specified	\$39,329	\$27,654	-30%	42	29	-31%	\$936	\$954	2%
				Women's	\$127,477	\$98,300	-23%	314	215	-32%	\$406	\$457	13%
				Youth	\$14,188	\$625	-96%	70	6	-91%	\$203	\$104	-49%
				Nordic Equipment	\$2,071,568	\$3,268,525	58%	16,517	24,130	46%	\$125	\$135	8%

Total Sales	Equipment Total	Winter/Sn	Nordic Eq	Nordic Bindings	\$110,142	\$247,810	125%	2,339	4,794	105%	\$47	\$52	10%
				Men's	\$103,214	\$217,828	111%	2,164	3,407	57%	\$48	\$64	34%
				Not Specified	\$4,388	\$17,744	304%	105	170	62%	\$42	\$104	150%
				Women's	\$1,119	\$1,272	14%	29	20	-31%	\$39	\$64	65%
				Youth	\$1,421	\$10,966	672%	41	1,197	2820%	\$35	\$9	-74%
				Nordic Boots	\$708,061	\$1,242,889	76%	5,548	7,682	38%	\$128	\$162	27%
				Men's	\$518,459	\$922,777	78%	3,382	5,064	50%	\$153	\$182	19%
				Not Specified	\$445	\$41,033	9121%	22	69	214%	\$20	\$595	2840%
				Women's	\$127,221	\$185,253	46%	1,100	1,560	42%	\$116	\$119	3%
				Youth	\$61,936	\$93,826	51%	1,044	989	-5%	\$59	\$95	60%
				Nordic Poles	\$166,134	\$223,940	35%	3,321	4,656	40%	\$50	\$48	-4%
				Men's	\$117,215	\$192,068	64%	2,489	3,764	51%	\$47	\$51	8%
				Not Specified	\$8,045	\$13,477	68%	195	330	69%	\$41	\$41	-1%
				Women's	\$31,888	\$12,205	-62%	304	287	-6%	\$105	\$43	-59%
				Youth	\$8,986	\$6,190	-31%	333	275	-17%	\$27	\$23	-17%
				Nordic Skis	\$1,087,231	\$1,553,886	43%	5,309	6,998	32%	\$205	\$222	8%
				Men's	\$850,581	\$1,242,951	46%	3,864	5,400	40%	\$220	\$230	5%
				Not Specified	\$113,954	\$141,063	24%	545	618	13%	\$209	\$228	9%
				Women's	\$33,511	\$43,119	29%	269	245	-9%	\$125	\$176	41%
				Youth	\$89,185	\$126,753	42%	631	735	16%	\$141	\$172	22%
				Skiboards	\$456	\$2,760	505%	2	14	600%	\$228	\$197	-14%
				Skiboards	\$456	\$2,760	505%	2	14	600%	\$228	\$197	-14%
				Men's	\$456	\$2,760	505%	2	14	600%	\$228	\$197	-14%
				Not Specified									
				Youth									
				Snow Decks/Skates		\$2,573			21			\$123	
				Snow Decks/Skates		\$2,573			21			\$123	
				Men's		\$2,573			21			\$123	
				Not Specified									
				Snowboard Equipment	\$25,470,413	\$31,040,549	22%	108,978	122,849	13%	\$234	\$253	8%
				Snowboard Bindings	\$6,342,272	\$7,628,022	20%	34,996	39,447	13%	\$181	\$193	7%
				Men's	\$4,456,167	\$5,162,350	16%	23,222	25,480	10%	\$192	\$203	6%
				Not Specified	\$525,654	\$796,641	52%	2,252	3,237	44%	\$233	\$246	5%
				Women's	\$1,123,394	\$1,422,271	27%	6,640	8,152	23%	\$169	\$174	3%
				Youth	\$237,057	\$246,760	4%	2,882	2,578	-11%	\$82	\$96	16%
				Snowboard Boots	\$7,541,889	\$9,622,645	28%	39,714	45,119	14%	\$190	\$213	12%
				Men's	\$5,416,866	\$6,872,657	27%	26,227	30,206	15%	\$207	\$228	10%
				Not Specified	\$81,634	\$12,913	-84%	350	88	-75%	\$233	\$147	-37%
				Women's	\$1,657,542	\$2,380,929	44%	8,982	11,284	26%	\$185	\$211	14%
				Youth	\$385,847	\$356,146	-8%	4,155	3,541	-15%	\$93	\$101	8%
				Snowboards	\$11,586,252	\$13,789,882	19%	34,268	38,283	12%	\$338	\$360	7%
				Men's	\$8,494,647	\$10,158,977	20%	23,579	26,150	11%	\$360	\$388	8%
				Not Specified	\$544,115	\$510,693	-6%	1,310	1,199	-8%	\$415	\$426	3%
				Women's	\$1,860,879	\$2,275,128	22%	5,565	6,890	24%	\$334	\$330	-1%
				Youth	\$686,611	\$845,084	23%	3,814	4,044	6%	\$180	\$209	16%
				Telemark Equipment	\$186,690	\$155,540	-17%	570	513	-10%	\$328	\$303	-7%
				Telemark Bindings	\$99,259	\$59,099	-40%	390	273	-30%	\$255	\$216	-15%
				Men's	\$99,259	\$58,894	-41%	390	270	-31%	\$255	\$218	-14%
				Not Specified		\$205			3			\$68	
				Women's									
				Telemark Boots	\$85,502	\$77,415	-9%	175	190	9%	\$489	\$407	-17%
				Men's	\$77,173	\$70,567	-9%	157	177	13%	\$492	\$399	-19%
				Not Specified		\$1,794			5			\$359	
				Women's	\$8,329	\$5,054	-39%	18	8	-56%	\$463	\$632	37%
				Telemark Skis	\$1,929	\$19,026	886%	5	50	900%	\$386	\$381	-1%
				Men's	\$1,929	\$19,026	886%	5	50	900%	\$386	\$381	-1%
				Not Specified									
				Women's									
				Winter/Snow Accessories	\$15,080,699	\$17,653,759	17%	836,471	947,945	13%	\$18	\$19	3%
				Backcountry Accessories	\$939,633	\$1,040,164	11%	6,834	8,183	20%	\$137	\$127	-8%
				Men's	\$742,877	\$835,364	12%	5,697	6,906	21%	\$130	\$121	-7%
				Not Specified	\$151,571	\$193,253	27%	1,007	1,247	24%	\$151	\$155	3%
				Women's									
				Youth	\$45,185	\$11,547	-74%	130	30	-77%	\$348	\$385	11%
				Other Winter/Snow Accessories	\$2,897,616	\$3,976,900	37%	688,306	790,740	15%	\$4	\$5	19%
				Men's	\$2,630,599	\$3,764,876	43%	664,039	764,437	15%	\$4	\$5	24%
				Not Specified	\$264,170	\$200,746	-24%	23,903	25,866	8%	\$11	\$8	-30%
				Women's	\$2,722	\$1,923	-29%	359	266	-26%	\$8	\$7	-5%
				Youth	\$125	\$9,355	7384%	5	171	3320%	\$25	\$55	119%
				Snow Goggle Accessories	\$93,331	\$72,775	-22%	3,058	1,861	-39%	\$31	\$39	28%
				Men's	\$84,462	\$66,363	-21%	2,145	1,420	-34%	\$39	\$47	19%
				Not Specified	\$8,869	\$6,412	-28%	913	441	-52%	\$10	\$15	50%
				Snow Goggles	\$4,555,753	\$5,114,992	12%	60,922	67,071	10%	\$75	\$76	2%
				Men's	\$3,335,514	\$2,962,986	-11%	38,736	35,563	-8%	\$86	\$83	-3%
				Not Specified	\$390,052	\$1,059,575	172%	5,388	9,948	85%	\$72	\$107	47%
				Women's	\$450,318	\$559,243	24%	5,451	6,522	20%	\$83	\$86	4%
				Youth	\$379,869	\$533,188	40%	11,347	15,038	33%	\$33	\$35	6%
				Snow Protection Pads	\$116,370	\$135,757	17%	3,129	2,896	-7%	\$37	\$47	26%
				Men's	\$104,541	\$119,359	14%	2,909	2,651	-9%	\$36	\$45	25%
				Not Specified		\$6,915			61			\$113	
				Women's	\$7,349	\$2,613	-64%	89	31	-65%	\$83	\$84	2%
				Youth	\$4,480	\$6,870	53%	131	153	17%	\$34	\$45	31%
				Snow Sports Helmet	\$5,689,653	\$6,479,346	14%	68,595	71,824	5%	\$83	\$90	9%
				Men's	\$3,075,730	\$2,706,501	-12%	33,261	27,858	-16%	\$92	\$97	5%

Total Sales	Equipment Total	Winter/Sn	Winter/Sn	Snow Sports H	Not Specified									
						\$985,104	\$2,253,315	129%	10,886	21,028	93%	\$90	\$107	18%
					Women's	\$817,023	\$635,851	-22%	8,180	6,203	-24%	\$100	\$103	3%
					Youth	\$811,796	\$883,679	9%	16,268	16,735	3%	\$50	\$53	6%
				Snowshoes		\$788,343	\$833,825	6%	5,627	5,370	-5%	\$140	\$155	11%
					Men's	\$413,989	\$437,511	6%	2,433	2,321	-5%	\$170	\$189	11%
					Not Specified	\$142,564	\$107,186	-25%	1,185	909	-23%	\$120	\$118	-2%
					Women's	\$179,459	\$232,832	30%	1,120	1,321	18%	\$160	\$176	10%
					Youth	\$52,331	\$56,296	8%	889	819	-8%	\$59	\$69	17%
				Winter/Snow Shop Services		\$13,085,912	\$11,656,577	-11%	228,179	187,096	-18%	\$57	\$62	9%
				Winter/Snow Rentals		\$8,350,511	\$9,393,048	12%	97,426	118,415	22%	\$86	\$79	-7%
					Men's	\$7,641,389	\$9,146,946	20%	80,848	111,609	38%	\$95	\$82	-13%
					Not Specified	\$709,122	\$246,102	-65%	16,578	6,806	-59%	\$43	\$36	-15%
				Winter/Snow Repairs		\$4,735,401	\$2,263,529	-52%	130,753	68,681	-47%	\$36	\$33	-9%
					Men's	\$4,735,401	\$2,263,529	-52%	130,753	68,681	-47%	\$36	\$33	-9%
Grand Total						\$575,733,226	\$596,833,445	4%	9,513,723	9,795,627	3%	\$61	\$61	1%

Channel	(All)	Season to date	STD (Aug'19 - Oct'19)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change
Total Sales				\$1,224,681,793	\$1,223,081,793	0%	20,228,258	20,575,281	2%	\$61	\$59	-2%
Accessories Total												
		Bags		\$4,317,006	\$4,002,762	-7%	53,680	44,713	-17%	\$80	\$90	11%
		Backpacks		\$1,031,983	\$1,080,588	5%	7,803	8,072	3%	\$132	\$134	1%
		Technical Packs		\$1,031,983	\$1,080,588	5%	7,803	8,072	3%	\$132	\$134	1%
		Men's		\$917,053	\$986,622	8%	6,282	7,018	12%	\$146	\$141	-4%
		Women's		\$114,930	\$93,005	-19%	1,521	1,044	-31%	\$76	\$89	18%
		Youth		\$0	\$961		0	10			\$96	
		Sports Equipment Bags		\$3,285,023	\$2,922,174	-11%	45,877	36,641	-20%	\$72	\$80	11%
		Sports Equipment Bags		\$3,285,023	\$2,922,174	-11%	45,877	36,641	-20%	\$72	\$80	11%
		Men's		\$3,129,455	\$2,778,515	-11%	42,241	33,772	-20%	\$74	\$82	11%
		Youth		\$155,568	\$143,659	-8%	3,636	2,869	-21%	\$43	\$50	17%
		Sunglasses		\$47,577,694	\$47,480,820	0%	1,088,718	1,070,086	-2%	\$44	\$44	2%
		Sunglasses		\$44,487,222	\$44,280,801	0%	748,888	736,661	-2%	\$59	\$60	1%
		Sunglasses		\$44,487,222	\$44,280,801	0%	748,888	736,661	-2%	\$59	\$60	1%
		Men's		\$38,741,321	\$38,902,342	0%	650,378	646,108	-1%	\$60	\$60	1%
		Women's		\$4,792,477	\$4,451,320	-7%	62,417	57,242	-8%	\$77	\$78	1%
		Youth		\$953,424	\$927,139	-3%	36,093	33,311	-8%	\$26	\$28	5%
		Sunglasses Accessories		\$3,090,472	\$3,200,019	4%	339,830	333,425	-2%	\$9	\$10	6%
		Other Eyewear Accessories		\$86,479	\$76,914	-11%	11,418	9,743	-15%	\$8	\$8	4%
		Men's		\$86,479	\$76,914	-11%	11,418	9,743	-15%	\$8	\$8	4%
		Sunglass Cases		\$186,990	\$172,753	-8%	19,528	16,822	-14%	\$10	\$10	7%
		Men's		\$186,927	\$172,695	-8%	19,514	16,820	-14%	\$10	\$10	7%
		Women's		\$63	\$58	-8%	14	2	-86%	\$5	\$29	544%
		Sunglass Lenses		\$217,808	\$208,183	-4%	2,907	2,684	-8%	\$75	\$78	4%
		Men's		\$217,808	\$208,183	-4%	2,907	2,684	-8%	\$75	\$78	4%
		Youth		\$0	\$0		0	0				
		Sunglass Tethers		\$2,599,195	\$2,742,169	6%	305,977	304,176	-1%	\$8	\$9	6%
		Men's		\$2,597,959	\$2,739,745	5%	305,768	303,829	-1%	\$8	\$9	6%
		Youth		\$1,236	\$2,424	96%	209	347	66%	\$6	\$7	18%
Apparel Total												
		Total Apparel Accessories		\$74,178,261	\$75,137,311	1%	3,741,113	3,807,235	2%	\$20	\$20	0%
		Total Apparel Accessories		\$74,178,261	\$75,137,311	1%	3,741,113	3,807,235	2%	\$20	\$20	0%
		Total Handwear		\$34,710,126	\$34,877,687	0%	1,159,855	1,176,225	1%	\$30	\$30	-1%
		Men's		\$21,529,405	\$21,902,583	2%	648,908	649,718	0%	\$33	\$34	2%
		Women's		\$8,213,907	\$7,904,701	-4%	264,651	271,062	2%	\$31	\$29	-6%
		Youth		\$4,966,814	\$5,070,403	2%	246,296	255,445	4%	\$20	\$20	-2%
		Total Headwear		\$39,468,135	\$40,259,624	2%	2,581,258	2,631,010	2%	\$15	\$15	0%
		Men's		\$23,545,416	\$23,974,648	2%	1,465,213	1,453,393	-1%	\$16	\$16	3%
		Women's		\$11,902,668	\$12,701,373	7%	850,923	936,236	10%	\$14	\$14	-3%
		Youth		\$4,020,051	\$3,583,603	-11%	265,122	241,381	-9%	\$15	\$15	-2%
		Total Cold Weather Undergarments		\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
		Total Cold Weather Undergarments		\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
		Total Cold Weather Undergarmen		\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
		Men's		\$20,144,373	\$20,236,409	0%	515,006	481,836	-6%	\$39	\$42	7%
		Women's		\$15,313,584	\$16,945,956	11%	282,325	323,538	15%	\$54	\$52	-3%
		Youth		\$3,356,967	\$4,360,176	30%	146,972	176,754	20%	\$23	\$25	8%
		Total Outerwear		\$592,795,347	\$553,737,877	-7%	6,558,052	6,038,001	-8%	\$90	\$92	1%
		Total Outerwear Bottoms		\$45,044,509	\$45,149,035	0%	500,422	485,932	-3%	\$90	\$93	3%
		Total Outerwear Bottoms		\$45,044,509	\$45,149,035	0%	500,422	485,932	-3%	\$90	\$93	3%
		Men's		\$22,364,262	\$21,427,314	-4%	226,182	195,770	-13%	\$99	\$109	11%
		Women's		\$13,386,954	\$14,430,723	8%	124,076	135,550	9%	\$108	\$106	-1%
		Youth		\$9,293,293	\$9,290,998	0%	150,164	154,612	3%	\$62	\$60	-3%
		Total Outerwear Suits/Sets		\$4,452,758	\$4,046,383	-9%	124,019	82,763	-33%	\$36	\$49	36%
		Total Outerwear Suits/Sets		\$4,452,758	\$4,046,383	-9%	124,019	82,763	-33%	\$36	\$49	36%
		Men's		\$2,169,971	\$982,583	-55%	91,122	40,720	-55%	\$24	\$24	1%
		Women's		\$178,519	\$503,608	182%	2,795	4,213	51%	\$64	\$120	87%
		Youth		\$2,104,268	\$2,560,192	22%	30,102	37,830	26%	\$70	\$68	-3%
		Total Outerwear Tops		\$543,298,080	\$504,542,459	-7%	5,933,611	5,469,306	-8%	\$92	\$92	1%
		Total Outerwear Tops		\$543,298,080	\$504,542,459	-7%	5,933,611	5,469,306	-8%	\$92	\$92	1%
		Men's		\$233,624,401	\$220,241,060	-6%	2,449,990	2,254,761	-8%	\$95	\$98	2%
		Women's		\$246,657,993	\$226,072,160	-8%	2,390,309	2,212,137	-7%	\$103	\$102	-1%
		Youth		\$63,015,686	\$58,229,239	-8%	1,093,312	1,002,408	-8%	\$58	\$58	1%
		Total Socks/Hosiery		\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
		Total Socks		\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
		Total Socks		\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
		Men's		\$2,624,697	\$2,469,393	-6%	179,533	153,045	-15%	\$15	\$16	10%
		Women's		\$1,563,377	\$1,812,680	16%	97,784	112,498	15%	\$16	\$16	1%
		Youth		\$912,352	\$965,363	6%	73,358	78,039	6%	\$12	\$12	-1%
		Total Sportswear		\$201,788,873	\$220,292,789	9%	4,611,435	5,250,434	14%	\$44	\$42	-4%
		Total Tops		\$201,151,542	\$219,798,250	9%	4,599,910	5,241,607	14%	\$44	\$42	-4%
		Total Knit Shirts		\$8,388,959	\$7,228,314	-14%	240,810	216,089	-10%	\$35	\$33	-4%
		Men's		\$4,014,246	\$4,817,392	20%	126,629	146,469	16%	\$32	\$33	4%
		Women's		\$3,788,915	\$2,041,836	-46%	93,771	57,607	-39%	\$40	\$35	-12%
		Youth		\$585,798	\$369,086	-37%	20,410	12,013	-41%	\$29	\$31	7%
		Total Sweaters		\$37,865,016	\$30,646,243	-19%	622,818	556,905	-11%	\$61	\$55	-9%
		Men's		\$8,933,262	\$6,263,420	-30%	132,020	96,600	-27%	\$68	\$65	-4%
		Women's		\$28,592,743	\$24,145,186	-16%	482,483	453,699	-6%	\$59	\$53	-10%
		Youth		\$339,011	\$237,637	-30%	8,315	6,606	-21%	\$41	\$36	-12%

Total Sales	Apparel Total	Total Spor	Total Tops	Total Sweatshirts	\$154,897,567	\$181,923,693	17%	3,736,282	4,468,613	20%	\$41	\$41	-2%
				Men's	\$79,489,234	\$95,876,759	21%	1,959,773	2,356,085	20%	\$41	\$41	0%
				Women's	\$64,522,127	\$69,510,727	8%	1,382,161	1,539,018	11%	\$47	\$45	-3%
				Youth	\$10,886,206	\$16,536,207	52%	394,348	573,510	45%	\$28	\$29	4%
				Total Bottoms	\$637,331	\$494,539	-22%	11,525	8,827	-23%	\$55	\$56	1%
				Total Pants	\$634,426	\$494,079	-22%	11,425	8,809	-23%	\$56	\$56	1%
				Men's	\$144,766	\$88,371	-39%	2,142	1,699	-21%	\$68	\$52	-23%
				Women's	\$374,560	\$346,874	-7%	6,539	5,794	-11%	\$57	\$60	5%
				Youth	\$115,100	\$58,834	-49%	2,744	1,316	-52%	\$42	\$45	7%
				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	\$26,728,377	\$25,015,437	-6%	511,073	510,017	0%	\$52	\$49	-6%
				First Aid/Body Care	\$1,802,480	\$2,208,507	23%	193,013	262,461	36%	\$9	\$8	-10%
				First Aid/Body Care	\$1,802,480	\$2,208,507	23%	193,013	262,461	36%	\$9	\$8	-10%
				Men's	\$1,783,989	\$2,169,307	22%	191,145	254,956	33%	\$9	\$9	-9%
				Not Specified	\$18,491	\$39,200	112%	1,868	7,505	302%	\$10	\$5	-47%
				Instruments	\$8,296,948	\$6,838,192	-18%	174,118	127,628	-27%	\$48	\$54	12%
				Digital Imaging	\$3,236,269	\$2,191,407	-32%	10,921	7,581	-31%	\$296	\$289	-2%
				Men's	\$1,430,958	\$67,645	-95%	4,884	401	-92%	\$293	\$169	-42%
				Not Specified	\$1,805,311	\$2,123,762	18%	6,037	7,180	19%	\$299	\$296	-1%
				Digital Imaging Accessories	\$1,079,716	\$847,292	-22%	28,076	25,151	-10%	\$38	\$34	-12%
				Men's	\$950,305	\$627,268	-34%	25,600	21,017	-18%	\$37	\$30	-20%
				Not Specified	\$129,411	\$220,024	70%	2,476	4,134	67%	\$52	\$53	2%
				Portable Audio/Phone Accessories:	\$3,980,963	\$3,799,493	-5%	135,121	94,896	-30%	\$29	\$40	36%
				Men's	\$85,212	\$52,573	-38%	3,813	2,773	-27%	\$22	\$19	-15%
				Not Specified	\$3,895,751	\$3,746,920	-4%	131,308	92,123	-30%	\$30	\$41	37%
				Sport Racks	\$16,628,949	\$15,968,738	-4%	143,942	119,928	-17%	\$116	\$133	15%
				Rack Parts	\$3,518,971	\$3,339,791	-5%	57,397	47,527	-17%	\$61	\$70	15%
				Men's	\$2,960,532	\$2,836,883	-4%	48,498	39,875	-18%	\$61	\$71	17%
				Not Specified	\$558,439	\$502,908	-10%	8,899	7,652	-14%	\$63	\$66	5%
				Top of Car Components	\$7,398,168	\$7,873,459	6%	48,685	43,491	-11%	\$152	\$181	19%
				Men's	\$5,301,692	\$5,637,060	6%	26,771	24,593	-8%	\$198	\$229	16%
				Not Specified	\$2,096,476	\$2,236,399	7%	21,914	18,898	-14%	\$96	\$118	24%
				Towers/Feet	\$3,511,916	\$2,565,220	-27%	19,742	13,006	-34%	\$178	\$197	11%
				Men's	\$3,168,739	\$2,286,650	-28%	17,756	11,575	-35%	\$178	\$198	11%
				Not Specified	\$343,177	\$278,570	-19%	1,986	1,431	-28%	\$173	\$195	13%
				Load Bars	\$2,199,894	\$2,190,268	0%	18,118	15,904	-12%	\$121	\$138	13%
				Men's	\$1,620,088	\$1,649,442	2%	14,365	12,722	-11%	\$113	\$130	15%
				Not Specified	\$579,806	\$540,826	-7%	3,753	3,182	-15%	\$154	\$170	10%
				Winter/Snow Sports	\$233,380,885	\$250,624,820	7%	2,369,209	2,529,085	7%	\$99	\$99	1%
				Adjustable Poles	\$381,236	\$549,812	44%	5,433	8,911	64%	\$70	\$62	-12%
				Adjustable Poles	\$381,236	\$549,812	44%	5,433	8,911	64%	\$70	\$62	-12%
				Men's	\$259,047	\$310,466	20%	2,983	3,466	16%	\$87	\$90	3%
				Women's	\$3,113	\$6,292	102%	49	89	82%	\$64	\$71	11%
				Youth	\$78,866	\$204,764	160%	1,939	5,043	160%	\$41	\$41	0%
				Not Specified	\$40,210	\$28,290	-30%	462	313	-32%	\$87	\$90	4%
				Alpine Equipment	\$117,568,547	\$125,748,062	7%	490,662	503,976	3%	\$240	\$250	4%
				Alpine Bindings	\$13,558,003	\$15,865,755	17%	79,834	87,975	10%	\$170	\$180	6%
				Men's	\$11,109,047	\$13,753,193	24%	61,882	71,886	16%	\$180	\$191	7%
				Women's	\$226,447	\$111,592	-51%	1,588	685	-57%	\$143	\$163	14%
				Youth	\$662,955	\$812,367	23%	7,489	8,749	17%	\$89	\$93	5%
				Not Specified	\$1,559,554	\$1,188,603	-24%	8,875	6,655	-25%	\$176	\$179	2%
				Alpine Boots	\$45,080,517	\$48,303,102	7%	174,988	180,093	3%	\$258	\$268	4%
				Men's	\$25,531,092	\$26,867,601	5%	72,877	76,739	5%	\$350	\$350	0%
				Women's	\$14,135,389	\$15,923,376	13%	50,214	54,604	9%	\$282	\$292	4%
				Youth	\$2,901,037	\$3,759,729	30%	23,006	30,275	32%	\$126	\$124	-2%
				Not Specified	\$2,512,999	\$1,752,396	-30%	28,891	18,475	-36%	\$87	\$95	9%
				Alpine Poles	\$2,713,376	\$2,753,874	1%	74,600	70,033	-6%	\$36	\$39	8%
				Men's	\$1,592,486	\$1,616,099	1%	40,056	37,733	-6%	\$40	\$43	8%
				Women's	\$551,248	\$512,312	-7%	16,730	12,846	-23%	\$33	\$40	21%
				Youth	\$308,641	\$330,729	7%	10,586	10,857	3%	\$29	\$30	4%
				Not Specified	\$261,001	\$294,734	13%	7,228	8,597	19%	\$36	\$34	-5%
				Alpine Skis	\$56,216,651	\$58,825,331	5%	161,240	165,875	3%	\$349	\$355	2%
				Men's	\$32,529,403	\$33,408,142	3%	75,972	76,562	1%	\$428	\$436	2%
				Women's	\$15,636,610	\$16,077,513	3%	42,427	43,732	3%	\$369	\$368	0%
				Youth	\$7,027,691	\$8,493,802	21%	40,073	43,737	9%	\$175	\$194	11%
				Not Specified	\$1,022,947	\$845,874	-17%	2,768	1,844	-33%	\$370	\$459	24%
				Alpine Touring Equipment	\$6,714,734	\$6,854,533	2%	15,983	14,654	-8%	\$420	\$468	11%
				Alpine Touring Bindings	\$3,133,172	\$2,624,749	-16%	8,281	5,983	-28%	\$378	\$439	16%
				Men's	\$3,074,388	\$2,548,737	-17%	8,149	5,818	-29%	\$377	\$438	16%
				Women's	\$0	\$0		0	0				
				Not Specified	\$58,784	\$76,012	29%	132	165	25%	\$445	\$461	3%
				Alpine Touring Boots	\$1,680,798	\$2,423,482	44%	3,487	5,140	47%	\$482	\$471	-2%
				Men's	\$1,336,980	\$1,858,443	39%	2,830	3,843	36%	\$472	\$484	2%
				Women's	\$335,863	\$549,800	64%	636	1,237	94%	\$528	\$444	-16%
				Youth		\$10,982			37			\$297	
				Not Specified	\$7,955	\$4,257	-46%	21	23	10%	\$379	\$185	-51%
				Alpine Touring Skis	\$1,900,764	\$1,806,302	-5%	4,215	3,531	-16%	\$451	\$512	13%
				Men's	\$1,370,718	\$1,380,373	1%	2,886	2,452	-15%	\$475	\$563	19%
				Women's	\$407,477	\$355,061	-13%	1,037	969	-7%	\$393	\$366	-7%
				Youth	\$35,167	\$2,944	-92%	182	31	-83%	\$193	\$95	-51%
				Not Specified	\$87,402	\$67,924	-22%	110	79	-28%	\$795	\$860	8%
				Nordic Equipment	\$2,863,507	\$4,091,968	43%	22,735	31,015	36%	\$126	\$132	5%

Total Sales	Equipment Total	Winter/Sn	Nordic Equ	Nordic Bindings	\$167,184	\$301,768	81%	3,194	5,590	75%	\$52	\$54	3%
				Men's	\$155,835	\$255,221	64%	2,936	3,922	34%	\$53	\$65	23%
				Women's	\$1,156	\$1,589	37%	34	31	-9%	\$34	\$51	51%
				Youth	\$4,295	\$25,818	501%	74	1,444	1851%	\$58	\$18	-69%
				Not Specified	\$5,898	\$19,140	225%	150	193	29%	\$39	\$99	152%
				Nordic Boots	\$1,005,370	\$1,609,929	60%	7,625	10,254	34%	\$132	\$157	19%
				Men's	\$732,947	\$1,192,833	63%	4,794	6,825	42%	\$153	\$175	14%
				Women's	\$191,048	\$243,857	28%	1,531	2,141	40%	\$125	\$114	-9%
				Youth	\$80,352	\$109,977	37%	1,272	1,184	-7%	\$63	\$93	47%
				Not Specified	\$1,023	\$63,262	6084%	28	104	271%	\$37	\$608	1565%
				Nordic Poles	\$250,537	\$324,080	29%	4,883	6,610	35%	\$51	\$49	-4%
				Men's	\$185,286	\$269,812	46%	3,629	5,305	46%	\$51	\$51	0%
				Women's	\$40,115	\$20,922	-48%	474	415	-12%	\$85	\$50	-40%
				Youth	\$16,285	\$11,331	-30%	576	450	-22%	\$28	\$25	-11%
				Not Specified	\$8,851	\$22,015	149%	204	440	116%	\$43	\$50	15%
				Nordic Skis	\$1,440,416	\$1,856,191	29%	7,033	8,561	22%	\$205	\$217	6%
				Men's	\$1,091,131	\$1,440,492	32%	5,022	6,403	27%	\$217	\$225	4%
				Women's	\$56,551	\$48,943	-13%	423	276	-35%	\$134	\$177	33%
				Youth	\$130,426	\$146,266	12%	830	881	6%	\$157	\$166	6%
				Not Specified	\$162,308	\$220,490	36%	758	1,001	32%	\$214	\$220	3%
				Skiboards	\$456	\$4,086	796%	2	22	1000%	\$228	\$186	-19%
				Skiboards	\$456	\$4,086	796%	2	22	1000%	\$228	\$186	-19%
				Men's	\$456	\$4,086	796%	2	22	1000%	\$228	\$186	-19%
				Youth	\$0	\$0		0	0				
				Not Specified	\$0	\$0		0	0				
				Snowboard Equipment	\$56,536,236	\$59,628,785	5%	251,447	247,033	-2%	\$225	\$241	7%
				Snowboard Bindings	\$13,703,953	\$13,848,273	1%	80,171	75,505	-6%	\$171	\$183	7%
				Men's	\$9,693,744	\$9,349,645	-4%	53,262	48,360	-9%	\$182	\$193	6%
				Women's	\$2,604,107	\$2,651,124	2%	16,511	16,282	-1%	\$158	\$163	3%
				Youth	\$472,673	\$439,178	-7%	5,978	4,721	-21%	\$79	\$93	18%
				Not Specified	\$933,429	\$1,408,326	51%	4,420	6,142	39%	\$211	\$229	9%
				Snowboard Boots	\$15,889,185	\$16,880,569	6%	87,525	85,740	-2%	\$182	\$197	8%
				Men's	\$11,136,078	\$11,955,505	7%	56,715	55,180	-3%	\$196	\$217	10%
				Women's	\$3,811,241	\$4,132,960	8%	21,265	21,774	2%	\$179	\$190	6%
				Youth	\$793,839	\$761,405	-4%	8,830	8,582	-3%	\$90	\$89	-1%
				Not Specified	\$148,027	\$30,699	-79%	715	204	-71%	\$207	\$150	-27%
				Snowboards	\$26,943,098	\$28,899,943	7%	83,751	85,788	2%	\$322	\$337	5%
				Men's	\$19,478,338	\$21,305,933	9%	56,850	57,332	1%	\$343	\$372	8%
				Women's	\$4,861,481	\$4,851,057	0%	15,614	15,467	-1%	\$311	\$314	1%
				Youth	\$1,444,147	\$1,723,791	19%	8,387	10,519	25%	\$172	\$164	-5%
				Not Specified	\$1,159,132	\$1,019,162	-12%	2,900	2,470	-15%	\$400	\$413	3%
				Telemark Equipment	\$311,611	\$236,890	-24%	990	797	-19%	\$315	\$297	-6%
				Telemark Bindings	\$150,297	\$97,171	-35%	623	445	-29%	\$241	\$218	-9%
				Men's	\$141,137	\$94,608	-33%	600	435	-28%	\$235	\$217	-8%
				Women's	\$0	\$0		0	0				
				Not Specified	\$9,160	\$2,563	-72%	23	10	-57%	\$398	\$256	-36%
				Telemark Boots	\$157,564	\$118,960	-25%	357	297	-17%	\$441	\$401	-9%
				Men's	\$136,165	\$109,700	-19%	302	279	-8%	\$451	\$393	-13%
				Women's	\$21,399	\$7,466	-65%	55	13	-76%	\$389	\$574	48%
				Not Specified	\$0	\$1,794		0	5			\$359	
				Telemark Skis	\$3,750	\$20,759	454%	10	55	450%	\$375	\$377	1%
				Men's	\$3,750	\$19,026	407%	10	50	400%	\$375	\$381	1%
				Women's	\$0	\$0		0	0				
				Not Specified	\$0	\$1,733		0	5			\$347	
				Winter/Snow Accessories	\$30,585,958	\$31,790,243	4%	1,243,075	1,301,287	5%	\$25	\$24	-1%
				Backcountry Accessories	\$1,952,564	\$2,165,512	11%	15,553	16,727	8%	\$126	\$129	3%
				Men's	\$1,569,851	\$1,659,050	6%	12,916	13,908	8%	\$122	\$119	-2%
				Women's	\$372	\$0	-100%	5	0	-100%	\$74		
				Youth	\$45,315	\$18,701	-59%	135	55	-59%	\$336	\$340	1%
				Not Specified	\$337,026	\$487,761	45%	2,497	2,764	11%	\$135	\$176	31%
				Other Winter/Snow Accessories	\$4,565,038	\$5,565,643	22%	904,080	990,101	10%	\$5	\$6	11%
				Men's	\$3,956,775	\$5,221,772	32%	853,133	948,346	11%	\$5	\$6	19%
				Women's	\$3,124	\$5,443	74%	412	407	-1%	\$8	\$13	76%
				Youth	\$187	\$9,692	5083%	8	181	2163%	\$23	\$54	129%
				Not Specified	\$604,952	\$328,736	-46%	50,527	41,167	-19%	\$12	\$8	-33%
				Snow Goggle Accessories	\$226,274	\$118,984	-47%	7,943	4,272	-46%	\$28	\$28	-2%
				Men's	\$203,424	\$105,392	-48%	5,271	3,366	-36%	\$39	\$31	-19%
				Not Specified	\$22,850	\$13,592	-41%	2,672	906	-66%	\$9	\$15	75%
				Snow Goggles	\$10,272,261	\$10,094,560	-2%	143,575	136,539	-5%	\$72	\$74	3%
				Men's	\$7,559,574	\$5,996,263	-21%	91,178	71,369	-22%	\$83	\$84	1%
				Women's	\$1,087,784	\$1,106,480	2%	13,377	13,204	-1%	\$81	\$84	3%
				Youth	\$834,860	\$1,016,664	22%	28,415	30,267	7%	\$29	\$34	14%
				Not Specified	\$790,043	\$1,975,153	150%	10,605	21,699	105%	\$74	\$91	22%
				Snow Protection Pads	\$225,236	\$309,017	37%	6,396	6,895	8%	\$35	\$45	27%
				Men's	\$201,177	\$283,848	41%	5,881	6,516	11%	\$34	\$44	27%
				Women's	\$13,642	\$9,251	-32%	200	120	-40%	\$68	\$77	13%
				Youth	\$9,788	\$7,469	-24%	310	177	-43%	\$32	\$42	34%
				Not Specified	\$629	\$8,449	1243%	5	82	1540%	\$126	\$103	-18%
				Snow Sports Helmet	\$11,970,603	\$12,161,476	2%	154,814	137,395	-11%	\$77	\$89	14%
				Men's	\$6,801,619	\$5,502,502	-19%	79,405	56,443	-29%	\$86	\$97	14%
				Women's	\$2,002,848	\$1,562,893	-22%	20,600	15,392	-25%	\$97	\$102	4%
				Youth	\$1,679,636	\$1,604,406	-4%	36,628	31,657	-14%	\$46	\$51	11%
				Not Specified	\$1,486,500	\$3,491,675	135%	18,181	33,903	86%	\$82	\$103	26%
				Snowshoes	\$1,373,982	\$1,375,051	0%	10,714	9,358	-13%	\$128	\$147	15%

Total Sales	Equipment Total	Winter/Sn	Winter/Sn	Snowshoe	Men's	\$724,668	\$725,436	0%	4,599	4,031	-12%	\$158	\$180	14%
					Women's	\$315,162	\$366,276	16%	2,201	2,247	2%	\$143	\$163	14%
					Youth	\$105,178	\$97,805	-7%	1,770	1,476	-17%	\$59	\$66	12%
					Not Specified	\$228,974	\$185,534	-19%	2,144	1,604	-25%	\$107	\$116	8%
					Winter/Snow Shop Services	\$18,417,907	\$21,716,620	18%	338,869	421,359	24%	\$54	\$52	-5%
					Winter/Snow Rentals	\$11,514,042	\$15,897,196	38%	144,847	216,256	49%	\$79	\$74	-8%
					Men's	\$10,223,870	\$14,885,240	46%	118,661	189,784	60%	\$86	\$78	-9%
					Not Specified	\$1,290,172	\$1,011,956	-22%	26,186	26,472	1%	\$49	\$38	-22%
					Winter/Snow Repairs	\$6,903,865	\$5,819,424	-16%	194,022	205,103	6%	\$36	\$28	-20%
					Men's	\$6,903,865	\$5,819,424	-16%	194,022	205,103	6%	\$36	\$28	-20%
					Snow Decks/Skates	\$693	\$3,821	451%	13	31	138%	\$53	\$123	131%
					Snow Decks/Skates	\$693	\$3,821	451%	13	31	138%	\$53	\$123	131%
					Men's	\$693	\$3,821	451%	13	31	138%	\$53	\$123	131%
					Not Specified	\$0	\$0		0	0				
Grand Total						\$1,224,681,793	\$1,223,081,793	0%	20,228,258	20,575,281	2%	\$61	\$59	-2%

Channel	(All)	Current Period	October-19	DOLLARS			UNITS			AVERAGE PRICE		
				October-18	October-19	Pct. Change	October-18	October-19	Pct. Change	October-18	October-19	Pct. Change
Total Sales				\$575,733,226	\$596,833,445	4%	9,513,723	9,795,627	3%	\$61	\$61	1%
Accessories				\$12,464,455	\$12,115,745	-3%	253,222	241,917	-4%	\$49	\$50	2%
Bags				\$2,120,122	\$2,225,247	5%	24,846	26,033	5%	\$85	\$85	0%
Backpacks				\$402,611	\$411,729	2%	2,602	3,090	19%	\$155	\$133	-14%
Technical Packs				\$402,611	\$411,729	2%	2,602	3,090	19%	\$155	\$133	-14%
Sports Equipment Bags				\$1,717,511	\$1,813,518	6%	22,244	22,943	3%	\$77	\$79	2%
Sports Equipment Bags				\$1,717,511	\$1,813,518	6%	22,244	22,943	3%	\$77	\$79	2%
Sunglasses				\$10,344,333	\$9,890,498	-4%	228,376	215,884	-5%	\$45	\$46	1%
Sunglasses				\$9,721,039	\$9,272,271	-5%	160,852	151,243	-6%	\$60	\$61	1%
Sunglasses				\$9,721,039	\$9,272,271	-5%	160,852	151,243	-6%	\$60	\$61	1%
Sunglasses Accessories				\$623,294	\$618,227	-1%	67,524	64,641	-4%	\$9	\$10	4%
Other Eyewear Accessories				\$22,139	\$18,765	-15%	3,358	2,839	-15%	\$7	\$7	0%
Sunglass Cases				\$40,837	\$36,364	-11%	4,322	3,580	-17%	\$9	\$10	8%
Sunglass Lenses				\$57,094	\$42,845	-25%	798	569	-29%	\$72	\$75	5%
Sunglass Tethers				\$503,224	\$520,253	3%	59,046	57,653	-2%	\$9	\$9	6%
Apparel				\$447,144,359	\$445,766,975	0%	7,746,871	7,905,629	2%	\$58	\$56	-2%
Total Apparel Accessories				\$44,817,545	\$45,982,858	3%	2,002,047	2,065,094	3%	\$22	\$22	-1%
Total Apparel Accessories				\$44,817,545	\$45,982,858	3%	2,002,047	2,065,094	3%	\$22	\$22	-1%
Total Handwear				\$22,960,891	\$23,648,577	3%	763,174	798,881	5%	\$30	\$30	-2%
Total Handwear				\$21,856,654	\$22,334,281	2%	1,238,873	1,266,213	2%	\$18	\$18	0%
Total Cold Weather Undergarments				\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%
Total Cold Weather Undergarments				\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%
Total Cold Weather Undergarments				\$19,852,817	\$22,136,208	12%	524,493	562,154	7%	\$38	\$39	4%
Total Outerwear				\$288,415,542	\$275,587,869	-4%	2,929,527	2,769,276	-5%	\$98	\$100	1%
Total Outerwear Bottoms				\$21,724,725	\$23,460,824	8%	232,535	242,370	4%	\$93	\$97	4%
Total Outerwear Bottoms				\$21,724,725	\$23,460,824	8%	232,535	242,370	4%	\$93	\$97	4%
Total Outerwear Suits/Sets				\$1,888,868	\$1,658,409	-12%	45,739	38,312	-16%	\$41	\$43	5%
Total Outerwear Suits/Sets				\$1,888,868	\$1,658,409	-12%	45,739	38,312	-16%	\$41	\$43	5%
Total Outerwear Tops				\$264,801,949	\$250,468,636	-5%	2,651,253	2,488,594	-6%	\$100	\$101	1%
Total Outerwear Tops				\$264,801,949	\$250,468,636	-5%	2,651,253	2,488,594	-6%	\$100	\$101	1%
Total Socks/Hosiery				\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%
Total Socks				\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%
Total Socks				\$2,760,285	\$3,008,264	9%	173,401	183,930	6%	\$16	\$16	3%
Total Sportswear				\$91,298,170	\$99,051,776	8%	2,117,403	2,325,175	10%	\$43	\$43	-1%
Total Tops				\$91,019,749	\$98,826,470	9%	2,112,717	2,321,330	10%	\$43	\$43	-1%
Total Knit Shirts				\$4,036,166	\$3,216,161	-20%	123,043	92,917	-24%	\$33	\$35	6%
Total Sweaters				\$17,002,058	\$13,475,989	-21%	265,222	233,086	-12%	\$64	\$58	-10%
Total Sweatshirts				\$69,981,525	\$82,134,320	17%	1,724,452	1,995,327	16%	\$41	\$41	1%
Total Bottoms				\$278,421	\$225,306	-19%	4,686	3,845	-18%	\$59	\$59	-1%
Total Pants				\$278,229	\$225,306	-19%	4,678	3,845	-18%	\$59	\$59	-1%
Total Shorts				\$192	\$0	-100%	8	0	-100%	\$24	\$59	-1%
Equipment				\$116,124,412	\$138,950,725	20%	1,513,630	1,648,081	9%	\$77	\$84	10%
Accessories				\$5,703,307	\$4,783,710	-16%	96,903	86,691	-11%	\$59	\$55	-6%
First Aid/Body Care				\$234,230	\$250,330	7%	27,864	36,559	31%	\$8	\$7	-19%
First Aid/Body Care				\$234,230	\$250,330	7%	27,864	36,559	31%	\$8	\$7	-19%
Instruments				\$2,581,672	\$1,756,755	-32%	46,492	32,258	-31%	\$56	\$54	-2%
Digital Imaging				\$1,254,085	\$604,388	-52%	3,915	2,151	-45%	\$320	\$281	-12%
Digital Imaging Accessories				\$282,377	\$182,239	-35%	7,332	5,358	-27%	\$39	\$34	-12%
Portable Audio/Phone Accessories				\$1,045,210	\$970,128	-7%	35,245	24,749	-30%	\$30	\$39	32%
Sport Racks				\$2,887,405	\$2,776,625	-4%	22,547	17,874	-21%	\$128	\$155	21%
Rack Parts				\$570,677	\$537,723	-6%	8,667	6,527	-25%	\$66	\$82	25%
Top of Car Components				\$1,428,449	\$1,549,585	8%	8,312	7,574	-9%	\$172	\$205	19%
Towers/Feet				\$553,484	\$400,760	-28%	2,882	1,886	-35%	\$192	\$212	11%
Load Bars				\$334,795	\$288,557	-14%	2,686	1,887	-30%	\$125	\$153	23%
Winter/Snow Sports				\$110,421,105	\$134,167,015	22%	1,416,727	1,561,390	10%	\$78	\$86	10%
Adjustable Poles				\$196,626	\$336,355	71%	2,659	5,329	100%	\$74	\$63	-15%
Adjustable Poles				\$196,626	\$336,355	71%	2,659	5,329	100%	\$74	\$63	-15%
Alpine Equipment				\$51,373,785	\$66,558,325	30%	216,736	266,722	23%	\$237	\$250	5%
Alpine Bindings				\$5,312,822	\$8,064,887	52%	30,992	44,096	42%	\$171	\$183	7%
Alpine Boots				\$20,365,755	\$26,185,261	29%	81,175	97,744	20%	\$251	\$268	7%
Alpine Poles				\$1,230,336	\$1,539,982	25%	33,108	38,195	15%	\$37	\$40	8%
Alpine Skis				\$24,464,872	\$30,768,195	26%	71,461	86,687	21%	\$342	\$355	4%
Alpine Touring Equipment				\$2,954,956	\$3,492,052	18%	6,615	6,771	2%	\$447	\$516	15%
Alpine Touring Bindings				\$1,583,174	\$1,438,272	-9%	3,982	3,119	-22%	\$398	\$461	16%
Alpine Touring Boots				\$741,089	\$1,321,792	78%	1,344	2,438	81%	\$551	\$542	-2%
Alpine Touring Skis				\$630,693	\$731,988	16%	1,289	1,214	-6%	\$489	\$603	23%
Nordic Equipment				\$2,071,568	\$3,268,525	58%	16,517	24,130	46%	\$125	\$135	8%
Nordic Bindings				\$110,142	\$247,810	125%	2,339	4,794	105%	\$47	\$52	10%
Nordic Boots				\$708,061	\$1,242,889	76%	5,548	7,682	38%	\$128	\$162	27%
Nordic Poles				\$166,134	\$223,940	35%	3,321	4,656	40%	\$50	\$48	-4%
Nordic Skis				\$1,087,231	\$1,553,886	43%	5,309	6,998	32%	\$205	\$222	8%
Skiboards				\$456	\$2,760	505%	2	14	600%	\$228	\$197	-14%
Skiboards				\$456	\$2,760	505%	2	14	600%	\$228	\$197	-14%
Snow Decks/Skates				\$0	\$2,573	0%	0	21	0%	\$0	\$123	0%
Snow Decks/Skates				\$0	\$2,573	0%	0	21	0%	\$0	\$123	0%
Snowboard Equipment				\$25,470,413	\$31,040,549	22%	108,978	122,849	13%	\$234	\$253	8%
Snowboard Bindings				\$6,342,272	\$7,628,022	20%	34,996	39,447	13%	\$181	\$193	7%
Snowboard Boots				\$7,541,889	\$9,622,645	28%	39,714	45,119	14%	\$190	\$213	12%

Total Sales	Equipment	Winter/Sn	Snowboard	Snowboards									
					\$11,586,252	\$13,789,882	19%	34,268	38,283	12%	\$338	\$360	7%
				Telemark Equipment	\$186,690	\$155,540	-17%	570	513	-10%	\$328	\$303	-7%
				Telemark Bindings	\$99,259	\$59,099	-40%	390	273	-30%	\$255	\$216	-15%
				Telemark Boots	\$85,502	\$77,415	-9%	175	190	9%	\$489	\$407	-17%
				Telemark Skis	\$1,929	\$19,026	886%	5	50	900%	\$386	\$381	-1%
				Winter/Snow Accessories	\$15,080,699	\$17,653,759	17%	836,471	947,945	13%	\$18	\$19	3%
				Backcountry Accessories	\$939,633	\$1,040,164	11%	6,834	8,183	20%	\$137	\$127	-8%
				Other Winter/Snow Accessories	\$2,897,616	\$3,976,900	37%	688,306	790,740	15%	\$4	\$5	19%
				Snow Goggle Accessories	\$93,331	\$72,775	-22%	3,058	1,861	-39%	\$31	\$39	28%
				Snow Goggles	\$4,555,753	\$5,114,992	12%	60,922	67,071	10%	\$75	\$76	2%
				Snow Protection Pads	\$116,370	\$135,757	17%	3,129	2,896	-7%	\$37	\$47	26%
				Snow Sports Helmet	\$5,689,653	\$6,479,346	14%	68,595	71,824	5%	\$83	\$90	9%
				Snowshoes	\$788,343	\$833,825	6%	5,627	5,370	-5%	\$140	\$155	11%
				Winter/Snow Shop Services	\$13,085,912	\$11,656,577	-11%	228,179	187,096	-18%	\$57	\$62	9%
				Winter/Snow Rentals	\$8,350,511	\$9,393,048	12%	97,426	118,415	22%	\$86	\$79	-7%
				Winter/Snow Repairs	\$4,735,401	\$2,263,529	-52%	130,753	68,681	-47%	\$36	\$33	-9%
Grand Total					\$575,733,226	\$596,833,445	4%	9,513,723	9,795,627	3%	\$61	\$61	1%

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Channel	(All)	Season to date	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'19 - Oct'19)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'19 - Oct'19)	STD (Aug'19 - Oct'19)	Pct. Change
Total Sales			\$1,224,681,793	\$1,223,081,793	0%	20,228,258	20,575,281	2%	\$61	\$59	-2%
Accessories			\$51,894,700	\$51,483,582	-1%	1,142,398	1,114,799	-2%	\$45	\$46	2%
Bags			\$4,317,006	\$4,002,762	-7%	53,680	44,713	-17%	\$80	\$90	11%
Backpacks			\$1,031,983	\$1,080,588	5%	7,803	8,072	3%	\$132	\$134	1%
Technical Packs			\$1,031,983	\$1,080,588	5%	7,803	8,072	3%	\$132	\$134	1%
Sports Equipment Bags			\$3,285,023	\$2,922,174	-11%	45,877	36,641	-20%	\$72	\$80	11%
Sports Equipment Bags			\$3,285,023	\$2,922,174	-11%	45,877	36,641	-20%	\$72	\$80	11%
Sunglasses			\$47,577,694	\$47,480,820	0%	1,088,718	1,070,086	-2%	\$44	\$44	2%
Sunglasses			\$44,487,222	\$44,280,801	0%	748,888	736,661	-2%	\$59	\$60	1%
Sunglasses			\$44,487,222	\$44,280,801	0%	748,888	736,661	-2%	\$59	\$60	1%
Sunglasses Accessories			\$3,090,472	\$3,200,019	4%	339,830	333,425	-2%	\$9	\$10	6%
Other Eyewear Accessories			\$86,479	\$76,914	-11%	11,418	9,743	-15%	\$8	\$8	4%
Sunglass Cases			\$186,990	\$172,753	-8%	19,528	16,822	-14%	\$10	\$10	7%
Sunglass Lenses			\$217,808	\$208,183	-4%	2,907	2,684	-8%	\$75	\$78	4%
Sunglass Tethers			\$2,599,195	\$2,742,169	6%	305,977	304,176	-1%	\$8	\$9	6%
Apparel			\$912,677,831	\$895,957,954	-2%	16,205,578	16,421,380	1%	\$56	\$55	-3%
Total Apparel Accessories			\$74,178,261	\$75,137,311	1%	3,741,113	3,807,235	2%	\$20	\$20	0%
Total Apparel Accessories			\$74,178,261	\$75,137,311	1%	3,741,113	3,807,235	2%	\$20	\$20	0%
Total Handwear			\$34,710,126	\$34,877,687	0%	1,159,855	1,176,225	1%	\$30	\$30	-1%
Total Handwear			\$34,710,126	\$34,877,687	0%	1,159,855	1,176,225	1%	\$30	\$30	-1%
Total Cold Weather Undergarments			\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
Total Cold Weather Undergarments			\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
Total Cold Weather Undergarment			\$38,814,924	\$41,542,541	7%	944,303	982,128	4%	\$41	\$42	3%
Total Outerwear			\$592,795,347	\$553,737,877	-7%	6,558,052	6,038,001	-8%	\$90	\$92	1%
Total Outerwear Bottoms			\$45,044,509	\$45,149,035	0%	500,422	485,932	-3%	\$90	\$93	3%
Total Outerwear Bottoms			\$45,044,509	\$45,149,035	0%	500,422	485,932	-3%	\$90	\$93	3%
Total Outerwear Suits/Sets			\$4,452,758	\$4,046,383	-9%	124,019	82,763	-33%	\$36	\$49	36%
Total Outerwear Suits/Sets			\$4,452,758	\$4,046,383	-9%	124,019	82,763	-33%	\$36	\$49	36%
Total Outerwear Tops			\$543,298,080	\$504,542,459	-7%	5,933,611	5,469,306	-8%	\$92	\$92	1%
Total Outerwear Tops			\$543,298,080	\$504,542,459	-7%	5,933,611	5,469,306	-8%	\$92	\$92	1%
Total Socks/Hosiery			\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
Total Socks			\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
Total Socks			\$5,100,426	\$5,247,436	3%	350,675	343,582	-2%	\$15	\$15	5%
Total Sportswear			\$201,788,873	\$220,292,789	9%	4,611,435	5,250,434	14%	\$44	\$42	-4%
Total Tops			\$201,151,542	\$219,798,250	9%	4,599,910	5,241,607	14%	\$44	\$42	-4%
Total Knit Shirts			\$8,388,959	\$7,228,314	-14%	240,810	216,089	-10%	\$35	\$33	-4%
Total Sweaters			\$37,865,016	\$30,646,243	-19%	622,818	556,905	-11%	\$61	\$55	-9%
Total Sweatshirts			\$154,897,567	\$181,923,693	17%	3,736,282	4,468,613	20%	\$41	\$41	-2%
Total Bottoms			\$637,331	\$494,539	-22%	11,525	8,827	-23%	\$55	\$56	1%
Total Pants			\$634,426	\$494,079	-22%	11,425	8,809	-23%	\$56	\$56	1%
Total Shorts			\$2,905	\$460	-84%	100	18	-82%	\$29	\$26	-12%
Equipment			\$260,109,262	\$275,640,257	6%	2,880,282	3,039,102	6%	\$90	\$91	0%
Accessories			\$26,728,177	\$25,015,437	-6%	511,073	510,017	0%	\$52	\$49	-6%
First Aid/Body Care			\$1,802,480	\$2,208,507	23%	193,013	262,461	36%	\$9	\$8	-10%
First Aid/Body Care			\$1,802,480	\$2,208,507	23%	193,013	262,461	36%	\$9	\$8	-10%
Instruments			\$8,296,948	\$6,838,192	-18%	174,118	127,628	-27%	\$48	\$54	12%
Digital Imaging			\$3,236,269	\$2,191,407	-32%	10,921	7,581	-31%	\$296	\$289	-2%
Digital Imaging Accessories			\$1,079,716	\$847,292	-22%	28,076	25,151	-10%	\$38	\$34	-12%
Portable Audio/Phone Accessorie			\$3,980,963	\$3,799,493	-5%	135,121	94,896	-30%	\$29	\$40	36%
Sport Racks			\$16,628,949	\$15,968,738	-4%	143,942	119,928	-17%	\$116	\$133	15%
Rack Parts			\$3,518,971	\$3,339,791	-5%	57,397	47,527	-17%	\$61	\$70	15%
Top of Car Components			\$7,398,168	\$7,873,459	6%	48,685	43,491	-11%	\$152	\$181	19%
Towers/Feet			\$3,511,916	\$2,565,220	-27%	19,742	13,006	-34%	\$178	\$197	11%
Load Bars			\$2,199,894	\$2,190,268	0%	18,118	15,904	-12%	\$121	\$138	13%
Winter/Snow Sports			\$233,380,885	\$250,624,820	7%	2,369,209	2,529,085	7%	\$99	\$99	1%
Adjustable Poles			\$381,236	\$549,812	44%	5,433	8,911	64%	\$70	\$62	-12%
Adjustable Poles			\$381,236	\$549,812	44%	5,433	8,911	64%	\$70	\$62	-12%
Alpine Equipment			\$117,568,547	\$125,748,062	7%	490,662	503,976	3%	\$240	\$250	4%
Alpine Bindings			\$13,558,003	\$15,865,755	17%	79,834	87,975	10%	\$170	\$180	6%
Alpine Boots			\$45,080,517	\$48,303,102	7%	174,988	180,093	3%	\$258	\$268	4%
Alpine Poles			\$2,713,376	\$2,753,874	1%	74,600	70,033	-6%	\$36	\$39	8%
Alpine Skis			\$56,216,651	\$58,825,331	5%	161,240	165,875	3%	\$349	\$355	2%
Alpine Touring Equipment			\$6,714,734	\$6,854,533	2%	15,983	14,654	-8%	\$420	\$468	11%
Alpine Touring Bindings			\$3,133,172	\$2,624,749	-16%	8,281	5,983	-28%	\$378	\$439	16%
Alpine Touring Boots			\$1,680,798	\$2,423,482	44%	3,487	5,140	47%	\$482	\$471	-2%
Alpine Touring Skis			\$1,900,764	\$1,806,302	-5%	4,215	3,531	-16%	\$451	\$512	13%
Nordic Equipment			\$2,863,507	\$4,091,968	43%	22,735	31,015	36%	\$126	\$132	5%
Nordic Bindings			\$167,184	\$301,768	81%	3,194	5,590	75%	\$52	\$54	3%
Nordic Boots			\$1,005,370	\$1,609,929	60%	7,625	10,254	34%	\$132	\$157	19%
Nordic Poles			\$250,537	\$324,080	29%	4,883	6,610	35%	\$51	\$49	-4%
Nordic Skis			\$1,440,416	\$1,856,191	29%	7,033	8,561	22%	\$205	\$217	6%
Skiboards			\$456	\$4,086	796%	2	22	1000%	\$228	\$186	-19%
Skiboards			\$456	\$4,086	796%	2	22	1000%	\$228	\$186	-19%
Snowboard Equipment			\$56,536,236	\$59,628,785	5%	251,447	247,033	-2%	\$225	\$241	7%
Snowboard Bindings			\$13,703,953	\$13,848,273	1%	80,171	75,505	-6%	\$171	\$183	7%
Snowboard Boots			\$15,889,185	\$16,880,569	6%	87,525	85,740	-2%	\$182	\$197	8%
Snowboards			\$26,943,098	\$28,899,943	7%	83,751	85,788	2%	\$322	\$337	5%
Telemark Equipment			\$311,611	\$236,890	-24%	990	797	-19%	\$315	\$297	-6%
Telemark Bindings			\$150,297	\$97,171	-35%	623	445	-29%	\$241	\$218	-9%
Telemark Boots			\$157,564	\$118,960	-25%	357	297	-17%	\$441	\$401	-9%
Telemark Skis			\$3,750	\$20,759	454%	10	55	450%	\$375	\$377	1%
Winter/Snow Accessories			\$30,585,958	\$31,790,243	4%	1,243,075	1,301,287	5%	\$25	\$24	-1%
Backcountry Accessories			\$1,952,564	\$2,165,512	11%	15,553	16,727	8%	\$126	\$129	3%
Other Winter/Snow Accessories			\$4,565,038	\$5,565,643	22%	904,080	990,101	10%	\$5	\$6	11%
Snow Goggle Accessories			\$226,274	\$118,984	-47%	7,943	4,272	-46%	\$28	\$28	-2%
Snow Goggles			\$10,272,261	\$10,094,560	-2%	143,575	136,539	-5%	\$72	\$74	3%
Snow Protection Pads			\$225,236	\$309,017	37%	6,396	6,895	8%	\$35	\$45	27%
Snow Sports Helmet			\$11,970,603	\$12,161,476	2%	154,814	137,395	-11%	\$77	\$89	14%
Snowshoes			\$1,373,982	\$1,375,051	0%	10,714	9,358	-13%	\$128	\$147	15%
Winter/Snow Shop Services			\$18,417,907	\$21,716,620	18%	338,869	421,359	24%	\$54	\$52	-5%
Winter/Snow Rentals			\$11,514,042	\$15,897,196	38%	144,847	216,256	49%	\$79	\$74	-8%
Winter/Snow Repairs			\$6,903,865	\$5,819,424	-16%	194,022	205,103	6%	\$36	\$28	-20%
Snow Decks/Skates			\$693	\$3,821	451%	13	31	138%	\$53	\$123	131%
Snow Decks/Skates			\$693	\$3,821	451%	13	31	138%	\$53	\$123	131%
Grand Total			\$1,224,681,793	\$1,223,081,793	0%	20,228,258	20,575,281	2%	\$61	\$59	-2%

Specialty Only	Current Period	Oct 2019	DOLLARS			UNITS			AVERAGE PRICE		
			Oct 2018	Oct 2019	Pct. Change	Oct 2018	Oct 2019	Pct. Change	Oct 2018	Oct 2019	Pct. Change
Accessories			\$2,760,519	\$3,131,312	13.43%	47,066	53,924	14.57%	\$59	\$58	-0.99%
	Bags		\$1,130,906	\$1,319,340	16.66%	14,670	17,471	19.09%	\$77	\$76	-2.04%
	Backpacks		\$81,407	\$105,021	29.01%	726	824	13.50%	\$112	\$127	13.66%
		Midwest	\$2,479	-\$4,804	-293.79%	33	107	224.24%	\$75	-\$45	-159.77%
		Northeast	\$5,796	\$13,407	131.31%	68	128	88.24%	\$85	\$105	22.89%
		South	\$1,809	\$6,531	261.03%	26	81	211.54%	\$70	\$81	15.89%
		West	\$71,323	\$89,887	26.03%	599	508	-15.19%	\$119	\$177	48.60%
	Sports Equipment Bags		\$1,049,499	\$1,214,319	15.70%	13,944	16,647	19.38%	\$75	\$73	-3.08%
		Midwest	\$128,869	\$85,972	-33.29%	1,802	1,054	-41.51%	\$72	\$82	14.06%
		Northeast	\$549,562	\$630,229	14.68%	7,990	9,440	18.15%	\$69	\$67	-2.94%
		South	\$186,948	\$333,319	78.30%	2,010	4,350	116.42%	\$93	\$77	-17.62%
		West	\$184,120	\$164,799	-10.49%	2,142	1,803	-15.83%	\$86	\$91	6.34%
	Sunglasses		\$1,629,613	\$1,811,972	11.19%	32,396	36,453	12.52%	\$50	\$50	-1.18%
	Sunglasses		\$1,560,743	\$1,735,195	11.18%	23,849	27,545	15.50%	\$65	\$63	-3.74%
		Midwest	\$215,463	\$217,343	0.87%	2,757	3,027	9.79%	\$78	\$72	-8.13%
		Northeast	\$154,248	\$337,761	118.97%	2,856	5,602	96.15%	\$54	\$60	11.64%
		South	\$274,323	\$222,390	-18.93%	4,569	3,521	-22.94%	\$60	\$63	5.20%
		West	\$916,709	\$957,701	4.47%	13,667	15,395	12.64%	\$67	\$62	-7.25%
	Sunglasses Accessories		\$68,870	\$76,777	11.48%	8,547	8,908	4.22%	\$8	\$9	9.66%
		Midwest	\$12,095	\$13,167	8.86%	1,317	1,402	6.45%	\$9	\$9	2.26%
		Northeast	\$7,642	\$10,822	41.61%	1,142	1,216	6.48%	\$7	\$9	32.99%
		South	\$15,546	\$13,951	-10.26%	2,350	1,902	-19.06%	\$7	\$7	10.88%
		West	\$33,587	\$38,837	15.63%	3,738	4,388	17.39%	\$9	\$9	-1.50%
Apparel			\$95,530,082	\$106,911,480	11.91%	1,167,703	1,285,808	10.11%	\$82	\$83	1.63%
	Total Apparel Accessories		\$9,710,146	\$10,388,108	6.98%	324,287	348,790	7.56%	\$30	\$30	-0.53%
	Total Apparel Accessories		\$9,710,146	\$10,388,108	6.98%	324,287	348,790	7.56%	\$30	\$30	-0.53%
		Midwest	\$2,762,189	\$2,759,432	-0.10%	92,123	92,180	0.06%	\$30	\$30	-0.16%
		Northeast	\$3,559,253	\$2,897,458	-18.59%	122,754	101,985	-16.92%	\$29	\$28	-2.02%
		South	\$944,264	\$1,140,928	20.83%	31,098	37,340	20.07%	\$30	\$31	0.63%
		West	\$2,444,440	\$3,590,290	46.88%	78,312	117,285	49.77%	\$31	\$31	-1.93%
	Total Cold Weather Undergarments		\$4,704,125	\$5,838,444	24.11%	96,822	100,429	3.73%	\$49	\$58	19.66%
	Total Cold Weather Undergarments		\$4,704,125	\$5,838,444	24.11%	96,822	100,429	3.73%	\$49	\$58	19.66%
		Midwest	\$1,270,174	\$1,971,623	55.22%	19,519	28,901	48.07%	\$65	\$68	4.83%
		Northeast	\$1,533,121	\$1,672,704	9.10%	40,693	32,012	-21.33%	\$38	\$52	38.69%
		South	\$749,099	\$908,857	21.33%	13,900	17,102	23.04%	\$54	\$53	-1.39%
		West	\$1,151,731	\$1,285,260	11.59%	22,710	22,414	-1.30%	\$51	\$57	13.07%
	Total Outerwear		\$69,998,083	\$79,209,081	13.16%	511,969	564,923	10.34%	\$137	\$140	2.55%
	Total Outerwear Bottoms		\$9,837,364	\$11,040,943	12.23%	82,202	90,573	10.18%	\$120	\$122	1.86%
		Midwest	\$1,433,469	\$1,982,905	38.33%	12,924	17,195	33.05%	\$111	\$115	3.97%
		Northeast	\$4,110,183	\$3,926,186	-4.48%	35,358	33,264	-5.92%	\$116	\$118	1.54%
		South	\$1,618,889	\$1,803,205	11.39%	13,239	14,827	11.99%	\$122	\$122	-0.54%
		West	\$2,674,823	\$3,328,647	24.44%	20,681	25,287	22.27%	\$129	\$132	1.78%
	Total Outerwear Suits/Sets		\$313,828	\$360,705	14.94%	3,012	4,788	58.96%	\$104	\$75	-27.70%
		Midwest	\$55,706	\$88,858	59.51%	552	838	51.81%	\$101	\$106	5.07%
		Northeast	\$173,774	\$137,331	-20.97%	1,551	1,742	12.31%	\$112	\$79	-29.64%
		South	\$38,373	\$42,642	11.13%	441	477	8.16%	\$87	\$89	2.74%
		West	\$45,975	\$91,874	99.83%	468	1,731	269.87%	\$98	\$53	-45.97%
	Total Outerwear Tops		\$59,846,891	\$67,807,433	13.30%	426,755	469,562	10.03%	\$140	\$144	2.97%
		Midwest	\$18,543,687	\$28,433,741	53.33%	124,144	172,418	38.89%	\$149	\$165	10.40%
		Northeast	\$19,670,038	\$16,486,567	-16.18%	136,047	117,741	-13.46%	\$145	\$140	-3.15%
		South	\$8,475,951	\$8,479,994	0.05%	68,930	70,677	2.53%	\$123	\$120	-2.43%
		West	\$13,157,215	\$14,407,131	9.50%	97,634	108,726	11.36%	\$135	\$133	-1.67%
	Total Socks/Hosiery		\$1,577,333	\$2,069,253	31.19%	93,196	124,754	33.86%	\$17	\$17	-2.00%
	Total Socks		\$1,577,333	\$2,069,253	31.19%	93,196	124,754	33.86%	\$17	\$17	-2.00%
		Midwest	\$177,749	\$242,492	36.42%	10,265	14,405	40.33%	\$17	\$17	-2.78%
		Northeast	\$701,040	\$931,467	32.87%	43,585	61,159	40.32%	\$16	\$15	-5.31%
		South	\$237,212	\$290,752	22.57%	13,992	17,258	23.34%	\$17	\$17	-0.63%
		West	\$461,332	\$604,542	31.04%	25,354	31,932	25.94%	\$18	\$19	4.05%
	Total Sportswear		\$9,540,395	\$9,406,594	-1.40%	141,429	146,912	3.88%	\$67	\$64	-5.08%
	Total Tops		\$9,452,500	\$9,368,634	-0.89%	139,901	146,219	4.52%	\$68	\$64	-5.17%
		Midwest	\$3,506,656	\$3,192,232	-8.97%	49,395	50,952	3.15%	\$71	\$63	-11.75%
		Northeast	\$2,556,771	\$2,182,399	-14.64%	41,146	34,419	-16.35%	\$62	\$63	2.04%
		South	\$1,031,265	\$1,106,515	7.30%	17,618	18,088	2.67%	\$59	\$61	4.51%
		West	\$2,357,808	\$2,887,488	22.46%	31,742	42,760	34.71%	\$74	\$68	-9.09%
	Total Bottoms		\$87,895	\$37,960	-56.81%	1,528	693	-54.65%	\$58	\$55	-4.77%
		Midwest	\$15,588	\$3,871	-75.17%	125	196	56.80%	\$125	\$20	-84.16%
		Northeast	\$43,728	\$9,300	-78.73%	985	107	-89.14%	\$44	\$87	95.78%
		South	\$4,662	\$4,649	-0.28%	78	86	10.26%	\$60	\$54	-9.56%
		West	\$23,917	\$20,140	-15.79%	340	304	-10.59%	\$70	\$66	-5.82%
Equipment			\$80,335,780	\$102,944,562	28.14%	651,180	793,373	21.84%	\$123	\$130	5.18%
	Accessories		\$1,533,136	\$1,498,363	-2.27%	22,006	22,675	3.04%	\$70	\$66	-5.15%
	First Aid/Body Care		\$102,251	\$118,907	16.29%	9,566	12,267	28.24%	\$11	\$10	-9.32%
		Midwest	\$1,672	\$1,544	-7.66%	395	268	-32.15%	\$4	\$6	36.10%
		Northeast	\$6,185	\$5,149	-16.75%	635	896	41.10%	\$10	\$6	-41.00%
		South	\$11,068	\$9,595	-13.31%	914	880	-3.72%	\$12	\$11	-9.96%
		West	\$83,326	\$102,619	23.15%	7,622	10,223	34.12%	\$11	\$10	-8.18%
	Instruments		\$539,949	\$407,881	-24.46%	6,234	5,425	-12.98%	\$87	\$75	-13.19%
		Midwest	\$53,240	\$37,580	-29.41%	774	750	-3.10%	\$69	\$50	-27.16%
		Northeast	\$60,403	\$33,384	-44.73%	825	480	-41.82%	\$73	\$70	-5.01%
		South	\$65,030	\$85,838	32.00%	975	739	-24.21%	\$67	\$116	74.15%

Equipment	Accessories	Instruments	West	\$361,276	\$251,079	-30.50%	3,660	3,456	-5.57%	\$99	\$73	-26.40%
		Sport Racks		\$890,936	\$971,575	9.05%	6,206	4,983	-19.71%	\$144	\$195	35.82%
			Midwest	\$255,451	\$110,994	-56.55%	2,025	705	-65.19%	\$126	\$157	24.80%
			Northeast	\$273,944	\$460,302	68.03%	1,777	2,049	15.31%	\$154	\$225	45.72%
			South	\$223,631	\$148,124	-33.76%	1,419	688	-51.52%	\$158	\$215	36.61%
			West	\$137,910	\$252,155	82.84%	985	1,541	56.45%	\$140	\$164	16.87%
	Winter/Snow Sports			\$78,802,644	\$101,446,199	28.73%	629,174	770,698	22.49%	\$125	\$132	5.09%
Grand Total				\$178,626,381	\$212,987,354	19.24%	1,865,949	2,133,105	14.32%	\$96	\$100	4.30%

Specialty Only	Season to date	STD (Aug'19 - Oct'19)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change	STD (Aug'18 - Oct'18)	STD (Aug'19 - Oct'19)	Pct. Change
Accessories		\$10,718,178	\$11,234,780	5%	201,109	215,862	7%	\$52	\$52	-2%	
Bags		\$2,369,966	\$2,187,564	-8%	32,692	28,571	-13%	\$72	\$77	6%	
	Backpacks	\$276,792	\$317,616	15%	2,737	2,692	-2%	\$101	\$118	17%	
	Midwest	\$22,307	\$5,241	-77%	183	305	67%	\$122	\$17	-86%	
	Northeast	\$24,880	\$22,988	-8%	391	234	-40%	\$64	\$98	54%	
	South	\$5,296	\$14,674	177%	71	171	141%	\$75	\$86	15%	
	West	\$224,309	\$274,713	22%	2,092	1,982	-5%	\$107	\$139	29%	
	Sports Equipment Bags	\$2,093,174	\$1,869,948	-11%	29,955	25,879	-14%	\$70	\$72	3%	
	Midwest	\$176,690	\$142,645	-19%	2,456	1,549	-37%	\$72	\$92	28%	
	Northeast	\$1,074,634	\$872,896	-19%	16,716	13,350	-20%	\$64	\$65	2%	
	South	\$370,527	\$438,707	18%	4,753	5,548	17%	\$78	\$79	1%	
	West	\$471,323	\$415,700	-12%	6,030	5,432	-10%	\$78	\$77	-2%	
	Sunglasses	\$8,348,212	\$9,047,216	8%	168,416	187,291	11%	\$50	\$48	-3%	
	Sunglasses	\$7,946,959	\$8,595,146	8%	121,931	137,505	13%	\$65	\$63	-4%	
	Midwest	\$1,272,479	\$1,579,514	24%	17,131	22,540	32%	\$74	\$70	-6%	
	Northeast	\$1,005,273	\$1,377,707	37%	18,240	23,287	28%	\$55	\$59	7%	
	South	\$861,966	\$819,912	-5%	14,580	13,334	-9%	\$59	\$61	4%	
	West	\$4,807,241	\$4,818,013	0%	17,980	78,344	9%	\$67	\$61	-8%	
	Sunglasses Accessories	\$401,253	\$452,070	13%	46,485	49,786	7%	\$9	\$9	5%	
	Midwest	\$52,795	\$81,131	54%	6,124	9,411	54%	\$9	\$9	0%	
	Northeast	\$58,077	\$48,207	-17%	7,229	5,516	-24%	\$8	\$9	9%	
	South	\$66,891	\$69,873	4%	8,707	8,272	-5%	\$8	\$8	10%	
	West	\$223,490	\$252,859	13%	24,425	26,587	9%	\$9	\$10	4%	
Apparel		\$196,720,103	\$223,698,933	14%	2,453,164	2,842,861	16%	\$80	\$79	-2%	
Total Apparel Accessories		\$16,017,713	\$17,506,314	9%	552,958	610,199	10%	\$29	\$29	-1%	
Total Apparel Accessories		\$16,017,713	\$17,506,314	9%	552,958	610,199	10%	\$29	\$29	-1%	
	Midwest	\$3,851,308	\$3,997,629	4%	136,178	145,234	7%	\$28	\$28	-3%	
	Northeast	\$5,471,540	\$5,585,556	2%	193,259	195,902	1%	\$28	\$29	1%	
	South	\$1,496,448	\$1,484,164	-1%	50,335	49,948	-1%	\$30	\$30	0%	
	West	\$5,198,417	\$6,438,965	24%	173,186	219,115	27%	\$30	\$29	-2%	
Total Cold Weather Undergarments		\$8,517,322	\$11,068,665	30%	179,564	218,603	22%	\$47	\$51	7%	
Total Cold Weather Undergarments		\$8,517,322	\$11,068,665	30%	179,564	218,603	22%	\$47	\$51	7%	
	Midwest	\$2,219,148	\$3,649,484	64%	36,091	58,239	61%	\$61	\$63	2%	
	Northeast	\$2,246,230	\$3,324,049	42%	59,843	79,270	32%	\$39	\$42	7%	
	South	\$1,227,589	\$1,257,657	2%	24,748	23,763	-4%	\$50	\$53	7%	
	West	\$2,724,355	\$2,837,475	4%	58,882	57,241	-3%	\$46	\$50	7%	
Total Outerwear		\$146,358,542	\$167,131,758	14%	1,176,335	1,362,268	16%	\$124	\$123	-1%	
Total Outerwear Bottoms		\$20,135,366	\$21,428,168	6%	179,719	199,236	11%	\$112	\$108	-4%	
	Midwest	\$2,850,918	\$2,995,180	5%	26,515	32,400	22%	\$108	\$92	-14%	
	Northeast	\$7,207,924	\$8,173,984	13%	66,341	78,759	19%	\$109	\$104	-4%	
	South	\$2,823,377	\$2,706,636	-4%	24,533	22,923	-7%	\$115	\$118	3%	
	West	\$7,253,147	\$7,552,368	4%	62,330	65,154	5%	\$116	\$116	0%	
Total Outerwear Suits/Sets		\$757,538	\$1,684,665	122%	6,691	20,598	208%	\$113	\$82	-28%	
	Midwest	\$102,192	\$153,342	50%	1,097	2,214	102%	\$93	\$69	-26%	
	Northeast	\$500,355	\$1,288,576	158%	3,812	13,901	265%	\$131	\$93	-29%	
	South	\$56,071	\$50,991	-9%	725	678	-6%	\$77	\$75	-3%	
	West	\$598,920	\$1,917,756	94%	1,057	3,805	260%	\$94	\$50	-46%	
Total Outerwear Tops		\$125,465,638	\$144,018,925	15%	989,925	1,142,434	15%	\$127	\$126	-1%	
	Midwest	\$33,142,152	\$54,088,045	63%	244,453	382,101	56%	\$136	\$142	4%	
	Northeast	\$39,900,967	\$37,970,168	-5%	304,976	303,894	0%	\$51	\$126	4%	
	South	\$13,048,574	\$12,307,427	-6%	112,150	109,548	-2%	\$116	\$112	-3%	
	West	\$39,373,945	\$39,652,685	1%	328,346	346,891	6%	\$120	\$114	-5%	
Total Socks/Hosiery		\$2,906,540	\$3,721,974	28%	182,325	236,508	30%	\$16	\$16	-1%	
Total Socks		\$2,906,540	\$3,721,974	28%	182,325	236,508	30%	\$16	\$16	-1%	
	Midwest	\$282,570	\$359,751	27%	17,009	21,701	28%	\$17	\$17	0%	
	Northeast	\$1,175,206	\$1,741,459	48%	75,527	116,863	55%	\$16	\$15	-4%	
	South	\$414,181	\$387,611	-6%	24,977	22,964	-8%	\$17	\$17	2%	
	West	\$1,034,583	\$1,233,153	19%	64,812	74,980	16%	\$16	\$16	3%	
Total Sportswear		\$22,919,986	\$24,270,222	6%	361,982	415,283	15%	\$63	\$58	-8%	
Total Tops		\$22,680,984	\$24,157,162	7%	357,383	412,899	16%	\$63	\$59	-8%	
	Midwest	\$7,432,279	\$7,663,016	3%	113,061	137,160	21%	\$66	\$56	-15%	
	Northeast	\$5,768,783	\$5,680,360	-2%	95,830	97,091	1%	\$60	\$59	-3%	
	South	\$1,734,416	\$1,853,595	7%	32,488	32,862	1%	\$53	\$56	6%	
	West	\$7,745,506	\$8,960,191	16%	116,004	145,786	26%	\$67	\$61	-8%	
Total Bottoms		\$239,002	\$113,060	-53%	4,599	2,384	-48%	\$52	\$47	-9%	
	Midwest	\$24,994	\$4,580	-82%	231	286	24%	\$108	\$16	-85%	
	Northeast	\$132,606	\$62,710	-53%	2,991	1,251	-58%	\$44	\$50	13%	
	South	\$5,827	\$8,092	39%	98	162	65%	\$59	\$50	-16%	
	West	\$75,575	\$37,678	-50%	1,279	685	-46%	\$55	\$55	-7%	
Equipment		\$172,710,197	\$195,629,274	13%	1,328,326	1,601,398	21%	\$130	\$122	-6%	
Accessories		\$6,901,185	\$6,771,345	-2%	120,554	129,637	8%	\$57	\$52	-9%	
First Aid/Body Care		\$683,481	\$859,541	26%	61,615	77,813	26%	\$11	\$11	0%	
	Midwest	\$26,664	\$46,909	76%	3,390	4,854	43%	\$8	\$10	23%	
	Northeast	\$76,395	\$65,092	-15%	7,715	6,537	-15%	\$10	\$10	1%	
	South	\$55,029	\$73,048	33%	6,166	4,287	-44%	\$13	\$12	-8%	
	West	\$525,393	\$674,492	28%	46,223	60,256	30%	\$11	\$11	-2%	
Instruments		\$1,594,787	\$1,559,813	-2%	21,693	21,587	0%	\$74	\$72	-2%	
	Midwest	\$197,738	\$123,627	-37%	3,336	2,670	-20%	\$59	\$46	-22%	
	Northeast	\$173,683	\$145,616	-16%	2,588	2,428	-6%	\$67	\$60	-11%	
	South	\$257,643	\$334,832	30%	2,944	2,960	1%	\$88	\$113	29%	
	West	\$965,723	\$995,738	-1%	12,825	13,529	5%	\$75	\$71	-6%	
Sport Racks		\$4,622,917	\$4,351,391	-6%	37,246	30,237	-19%	\$124	\$144	16%	
	Midwest	\$1,377,397	\$827,103	-40%	8,273	14,557	56%	\$95	\$129	36%	
	Northeast	\$1,874,810	\$2,100,268	12%	12,756	13,178	3%	\$147	\$159	8%	
	South	\$689,715	\$515,917	-25%	3,926	2,368	-40%	\$176	\$218	24%	
	West	\$680,995	\$908,703	33%	6,007	8,262	38%	\$113	\$110	-3%	
Winter/Snow Sports		\$165,809,012	\$188,907,929	14%	1,207,772	1,471,761	22%	\$137	\$128	-7%	
Adjustable Poles		\$153,605	\$308,073	101%	2,684	6,168	130%	\$57	\$50	-13%	
	Midwest	\$15,847	\$9,958	-37%	349	230	-34%	\$45	\$43	-5%	
	Northeast	\$55,376	\$140,174	153%	923	2,901	214%	\$60	\$48	-19%	
	South	\$6,720	\$8,321	24%	93	172	85%	\$72	\$48	-33%	
	West	\$75,662	\$149,620	98%	1,319	2,865	117%	\$57	\$52	-9%	
Alpine Equipment		\$94,762,215	\$104,173,980	10%	393,470	432,230	10%	\$241	\$241	0%	
	Midwest	\$12,831,649	\$12,378,771	-4%	63,389	68,632	8%	\$202	\$180	-11%	
	Northeast	\$33,468,284	\$39,054,904	17%	126,668	145,011	14%	\$264	\$269	2%	
	South	\$7,601,832	\$8,316,961	9%	29,224	32,427	11%	\$260	\$256	-1%	
	West	\$40,860,450	\$44,423,344	9%	174,189	186,160	7%	\$235	\$239	2%	

Equipment	Winter/Snow Spo	Alpine Touring Equipment	\$2,290,358	\$3,101,126	35%	4,953	6,164	24%	\$462	\$503	9%
		Midwest	\$43,810	\$94,937	117%	93	238	156%	\$471	\$399	-15%
		Northeast	\$267,673	\$468,736	75%	681	1,003	47%	\$393	\$467	19%
		South	\$27,158	\$72,488	167%	47	154	228%	\$578	\$471	-19%
		West	\$1,951,717	\$2,464,965	26%	4,132	4,769	15%	\$472	\$517	9%
		Nordic Equipment	\$2,053,831	\$3,418,315	66%	16,037	25,639	60%	\$128	\$133	4%
		Midwest	\$459,396	\$186,818	-59%	4,128	2,525	-39%	\$111	\$74	-34%
		Northeast	\$1,333,560	\$2,835,566	113%	9,544	19,463	104%	\$140	\$146	4%
		South	\$7,232	\$5,212	-28%	72	56	-22%	\$100	\$93	-7%
		West	\$253,643	\$390,719	54%	2,293	3,595	57%	\$111	\$109	-2%
		Skiboards	\$0	\$1,606	0%	0	9	0%	\$0	\$178	0%
		Midwest	\$0	\$1,606	0%	0	9	0%	\$0	\$178	0%
		Northeast	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		South	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		West	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		Snow Decks/Skates	\$693	\$0	-100%	10	0	-100%	\$69	\$0	0%
		Midwest	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		Northeast	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		West	\$693	\$0	-100%	10	0	-100%	\$69	\$0	0%
		Snowboard Equipment	\$32,030,998	\$36,529,421	14%	145,467	160,466	10%	\$220	\$228	3%
		Midwest	\$2,430,696	\$4,079,041	68%	14,028	18,202	30%	\$173	\$224	29%
		Northeast	\$12,980,141	\$12,863,646	-1%	54,939	57,378	4%	\$236	\$224	-5%
		South	\$2,363,644	\$2,446,518	4%	10,454	9,939	-5%	\$226	\$246	9%
		West	\$14,256,517	\$17,140,216	20%	66,046	74,947	13%	\$216	\$229	6%
		Telemark Equipment	\$120,415	\$105,709	-12%	405	400	-1%	\$297	\$264	-11%
		Midwest	\$0	-\$31,856	0%	0	-46	0%	\$0	\$693	0%
		Northeast	\$14,431	\$35,588	147%	79	96	22%	\$183	\$371	103%
		South	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
		West	\$105,984	\$101,977	-4%	326	350	7%	\$325	\$291	-10%
		Winter/Snow Accessories	\$16,387,943	\$19,558,962	19%	312,167	419,456	34%	\$52	\$47	-11%
		Midwest	\$1,298,279	\$1,358,733	5%	27,780	30,202	9%	\$47	\$45	-4%
		Northeast	\$5,742,262	\$6,701,367	17%	119,768	134,878	13%	\$48	\$50	4%
		South	\$1,620,028	\$1,643,100	1%	33,831	37,384	11%	\$48	\$44	-8%
		West	\$7,727,374	\$9,855,762	28%	130,788	216,992	66%	\$59	\$45	-23%
		Winter/Snow Shop Services	\$18,008,954	\$21,710,737	21%	332,579	421,229	27%	\$54	\$52	-5%
		Midwest	\$776,400	\$828,332	7%	14,683	11,160	-24%	\$53	\$74	40%
		Northeast	\$10,072,933	\$13,396,915	33%	197,642	235,251	19%	\$51	\$57	12%
		South	\$210,057	\$312,378	49%	3,538	5,455	54%	\$59	\$57	-4%
		West	\$6,949,564	\$7,173,112	3%	116,716	169,363	45%	\$60	\$42	-29%
Grand Total			\$380,148,478	\$430,612,987	13%	3,982,598	4,660,121	17%	\$95	\$92	-3%