

# US Snow Industry Retail Market Report

Updated March 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



Snowsports  
Industries  
America



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

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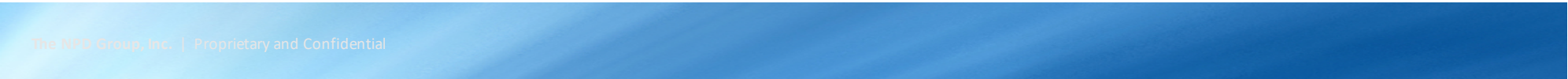
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## About NPD

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

### Our Industries

Below are industries we track:

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

Last Updated: January 1, 2018

### How do we do it?

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

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

## How We Help Our Clients

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

## Solutions

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

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

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



## Point-of-Sale Data Methodology

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

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

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

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

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

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

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

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

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## US Snow Industry View POS Monthly Retailers by Channel

Last updated: September 2018

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

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

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





## Channel Definitions

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

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

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## Category Hierarchy

Super Category	Category	Class	Subclass	Subclass Segment	Categories noted below include products that are specific to Alpine & Snowboard as well as other Cold Weather related products:
Accessories	Bags	Backpacks	Technical Packs	Technical Packs	Alpine & Snowboard specific products only
Accessories	Bags	Duffel Bags	Duffel Bags	Duffel Bags	Alpine & Snowboard specific products only
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	Alpine & Snowboard specific products only
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	
Accessories	Sunglasses	Sunglasses Accessories	Cases	Cases	
Accessories	Sunglasses	Sunglasses Accessories	Lenses	Lenses	
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	
Accessories	Sunglasses	Sunglasses Accessories	Tethers	Tethers	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female Infant/Toddler Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female Infant/Toddler Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female Infant/Toddler Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male Infant/Toddler Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male Infant/Toddler Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male Infant/Toddler Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female Infant/Toddler Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male Infant/Toddler Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Neck Gaitors	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Scarves	
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Boy's Thermal Bottoms	

5/20/19

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	Sunscreens	
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	

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## Category Definitions

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

Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Jackets	Any jackets sold in an active clothing department or an athletic specialty stores, such as windbreakers, windjackets, wind shirts, softshell and tricot/track jackets, etc. These are lightweight jackets, not heavy insulated jackets. Includes fleece jackets that are considered outerwear.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Vest	Any vests sold in an active clothing department. Includes any fleece, wind, nylon or track full zip vests.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Coats	Made of heavy weight material that has insulation, such as downfilled, pea coat, wool, ski, parka, walker, topper, top coat, wool trench, overcoat, car coat, puffer, 3 in 1 or system jacket.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Jacket (Non-Athletic)	Lightweight fashion trench coats and jackets, corduroy, denim, moto, motorcycle, fall, spring, and all other lightweight & medium weight jackets.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Outdoor Vest	Vests that are made for warmth, such as downfilled or puffy.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Other Outerwear	Prams, ski suits, snow suits, rain suits, ski bibs, ski pants, one-piece ski outfits, insulated bibs & coveralls, ponchos (wool* & rain), capes & cape coats. Wool ponchos, cape and cape coats also included.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Jackets	Waterproof or water-resistant coat or slicker. Modern raincoats are often constructed of breathable, waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Ponchos	Waterproof or water-resistant garment draped over the body with an opening in the center for the head, openings for arms, and sometimes having a hood.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Outwear Pants	Made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard pants, alpine snow pants & bibs.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Rainwear Pants	Waterproof and water resistant pants worn to protect the body from rain. Sometimes constructed of waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Suits/Sets	Outdoor Suits/Sets	Outer layer full piece suits that cover the torso, arms and legs, or coat/jacket and pant sets made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard, alpine and rainwear suits & sets.
Apparel	Total Socks/Hosiery	Total Socks	Total Socks	Socks	Trouser socks, knee high socks, dress socks, crew socks, anklets, quarter socks, argyles, novelty socks, over the calf, work socks, low cut socks, peds, no-show socks, toe socks, slipper socks, sheer liner socks, opaque socks, boot socks (but not "bootie" socks), tube socks, athletic socks, and performance socks. All sizes included except Maternity.
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Turtlenecks	Includes all fashion tops with a full or mock neck turtleneck collar.
Apparel	Total Sportswear	Total Tops	Total Sweaters	Sweaters	sweater vests, long and short sleeve sweaters, sweater jackets, and cardigans. Keywords for sweaters include - sweater, cardigan, cable, cashmere, chenille, mohair, acrylic, guage, merino & wool. Some keywords that are used for sweaters can also be found in the knits categories, they include: crew, polo, hoodie, mock, zip & turtleneck. All sizes included except Maternity.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Active Pants	include any athletic or active bottom that extends below the knee, could include nylon pants, yoga pants, athletic tights or leggings etc. to be designed and worn for physical activity such as basketball, football, running, tennis and soccer
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatpants	includes any bottom identified as sweat, fleece, french terry and velour that extends below the knee
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatshorts	include bottoms reaching the top of the thigh or partway to the knee identified as sweats or fleece.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Sweatshirts	Sweatshirts category are crews, crewnecks, hooded pullovers, hooded & sweatshirts. Fabric types include fleece, sherpa, french terry, velour and polyester/cotton blends. This category is all separately-sold Activewear* items.
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	Lotions, sprays, gels or other topical product that absorbs or reflects some of the sun's ultraviolet radiation on the skin exposed to sunlight and thus helps protect against sunburn.
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	A small, portable video recorder primarily used in sporting activities thus built to handle excessive movement and environmental elements.
Equipment	Accessories	Instruments	Digital Imaging Accessories	Photo Equipment Accessories	Miscellaneous accessories that compliment an action camera such as PC accessories, waterproof cases, straps, mounts, poles for attachment, etc.
Equipment	Accessories	Instruments	Portable Digital Player Accessories	MP3/Music Accessories	Miscellaneous accessories that compliment an MP3 player, such as chargers, cords, PC accessories and protective cases.
Equipment	Accessories	Instruments	Portable Digital Players	MP3/Music Systems	Portable digital electronic device that is capable of storing and playing digital media, such as audio, images and video files, and is primarily designed to be carried with you during use.
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	Hardware parts for rack systems such as adapters, cables, pads, towers, brackets, clips, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Basket	A basket mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Box	A hard shell box mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Bags	A soft-sided cargo carrier that affixes to vehicle roofs.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Rack Parts	Hardware and parts used for cargo racks such as towers, adapters, clips, brackets, hangers, bars, pads.
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	A rack system used to transport skis and/or snowboards on the roof of a vehicle.
Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	Towers or feet sit on the four corners of your roof and attach to either your bare roof, with the addition of a specific kit/clip, or to your existing factory roof rails or factory mount track/fixd points.
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	Poles with adjustable lengths.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	A ski designed for downhill use sold separate from a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	A ski designed for downhill use sold with a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	Attaches the boot to the ski at toe and heel.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	A hybrid boot that offers the wearer the ability to change the flex in the boot and may offer a removable toe/heel piece to accommodate the desired activity from a downhill ski mode to alpine touring mode.



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

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

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Channel	(All)	Current Period	March-19	DOLLARS			UNITS			AVERAGE PRICE		
				March-18	March-19	Pct. Change	March-18	March-19	Pct. Change	March-18	March-19	Pct. Change
Total Sales				\$543,588,715	\$566,514,287	4%	9,495,555	9,851,529	4%	\$57	\$58	0%
	Accessories Total			\$32,771,083	\$31,677,832	-3%	671,699	638,376	-5%	\$49	\$50	2%
		Bags		\$5,428,862	\$6,576,715	21%	61,741	73,568	19%	\$88	\$89	2%
		Backpacks		\$831,397	\$927,455	12%	5,723	6,613	16%	\$145	\$140	-3%
		Technical Packs		\$831,397	\$927,455	12%	5,723	6,613	16%	\$145	\$140	-3%
		Men's		\$752,292	\$842,744	12%	4,732	5,591	18%	\$159	\$151	-5%
		Women's		\$79,105	\$84,711	7%	991	1,022	3%	\$80	\$83	4%
		Youth										
		Sports Equipment Bags		\$4,597,465	\$5,649,260	23%	56,018	66,955	20%	\$82	\$84	3%
		Sports Equipment Bags		\$4,597,465	\$5,649,260	23%	56,018	66,955	20%	\$82	\$84	3%
		Men's		\$4,302,834	\$5,156,830	20%	51,525	59,623	16%	\$84	\$86	4%
		Women's		\$196,328	\$420,114	114%	2,200	5,722	160%	\$89	\$73	-18%
		Youth		\$98,303	\$72,316	-26%	2,293	1,610	-30%	\$43	\$45	5%
		Sunglasses		\$27,342,221	\$25,101,117	-8%	609,958	564,808	-7%	\$45	\$44	-1%
		Sunglasses		\$26,043,942	\$23,907,039	-8%	459,250	431,252	-6%	\$57	\$55	-2%
		Sunglasses		\$26,043,942	\$23,907,039	-8%	459,250	431,252	-6%	\$57	\$55	-2%
		Men's		\$22,058,607	\$20,299,364	-8%	382,832	359,840	-6%	\$58	\$56	-2%
		Women's		\$2,868,584	\$2,622,442	-9%	36,621	36,473	0%	\$78	\$72	-8%
		Youth		\$1,116,751	\$985,233	-12%	39,797	34,939	-12%	\$28	\$28	0%
		Sunglasses Accessories		\$1,298,279	\$1,194,078	-8%	150,708	133,556	-11%	\$9	\$9	4%
		Cases		\$108,292	\$95,282	-12%	10,699	9,540	-11%	\$10	\$10	-1%
		Men's		\$108,058	\$95,282	-12%	10,646	9,540	-10%	\$10	\$10	-2%
		Women's		\$234		-100%	53		-100%	\$4		
		Lenses		\$88,474	\$78,104	-12%	1,929	948	-51%	\$46	\$82	80%
		Men's		\$88,474	\$78,104	-12%	1,929	948	-51%	\$46	\$82	80%
		Women's										
		Youth										
		Other Eyewear Accessories		\$66,831	\$66,664	0%	13,630	15,162	11%	\$5	\$4	-10%
		Men's		\$66,831	\$66,664	0%	13,630	15,162	11%	\$5	\$4	-10%
		Tethers		\$1,034,682	\$954,028	-8%	124,450	107,906	-13%	\$8	\$9	6%
		Men's		\$1,034,535	\$954,012	-8%	124,425	107,903	-13%	\$8	\$9	6%
		Youth		\$147	\$16	-89%	25	3	-88%	\$6	\$5	-9%
	Apparel Total			\$322,146,032	\$339,903,952	6%	5,889,492	6,245,993	6%	\$55	\$54	-1%
	Total Apparel Accessories			\$41,391,556	\$48,403,159	17%	1,753,233	1,919,827	10%	\$24	\$25	7%
	Total Apparel Accessories			\$41,391,556	\$48,403,159	17%	1,753,233	1,919,827	10%	\$24	\$25	7%
	Total Handwear			\$24,934,043	\$28,657,443	15%	695,924	731,034	5%	\$36	\$39	9%
	Men's			\$14,445,400	\$17,360,777	20%	364,231	408,024	12%	\$40	\$43	7%
	Women's			\$6,689,191	\$7,025,558	5%	169,496	160,730	-5%	\$39	\$44	11%
	Youth			\$3,799,452	\$4,271,108	12%	162,197	162,280	0%	\$23	\$26	12%
	Total Headwear			\$16,457,513	\$19,745,716	20%	1,057,309	1,188,793	12%	\$16	\$17	7%
	Men's			\$10,481,292	\$13,118,681	25%	623,902	721,426	16%	\$17	\$18	8%
	Women's			\$4,471,295	\$4,905,050	10%	330,565	358,028	8%	\$14	\$14	1%
	Youth			\$1,504,926	\$1,721,985	14%	102,842	109,339	6%	\$15	\$16	8%
	Total Cold Weather Undergarments			\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
	Total Cold Weather Undergarments			\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
	Total Cold Weather Undergarments			\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
	Men's			\$7,981,292	\$8,245,832	3%	182,604	176,262	-3%	\$44	\$47	7%
	Women's			\$7,125,153	\$7,973,265	12%	147,712	141,223	-4%	\$48	\$56	17%
	Youth			\$2,095,385	\$2,088,801	0%	81,915	75,478	-8%	\$26	\$28	8%
	Total Outerwear			\$217,058,849	\$220,118,831	1%	2,359,339	2,370,600	0%	\$92	\$93	1%
	Total Outerwear			\$217,058,849	\$220,118,831	1%	2,359,339	2,370,600	0%	\$92	\$93	1%
	Total Outerwear Bottoms			\$40,590,201	\$40,640,682	0%	429,002	391,230	-9%	\$95	\$104	10%
	Men's			\$20,138,898	\$20,571,363	2%	191,509	179,034	-7%	\$105	\$115	9%
	Women's			\$15,519,257	\$15,603,957	1%	147,886	136,098	-8%	\$105	\$115	9%
	Youth			\$4,932,046	\$4,465,362	-9%	89,607	76,098	-15%	\$55	\$59	7%
	Total Outerwear Suits/Sets			\$882,217	\$1,023,067	16%	33,188	36,929	11%	\$27	\$28	4%
	Men's			\$557,123	\$658,880	18%	26,047	31,360	20%	\$21	\$21	-2%
	Women's			\$63,603	\$92,621	46%	1,806	1,253	-31%	\$35	\$74	110%
	Youth			\$261,491	\$271,566	4%	5,335	4,316	-19%	\$49	\$63	28%
	Total Outerwear Tops			\$175,586,431	\$178,455,082	2%	1,897,149	1,942,441	2%	\$93	\$92	-1%
	Men's			\$82,079,585	\$84,007,524	2%	807,950	860,077	6%	\$102	\$98	-4%
	Women's			\$77,802,010	\$78,132,517	0%	751,309	748,767	0%	\$104	\$104	1%
	Youth			\$15,704,836	\$16,315,041	4%	337,890	333,597	-1%	\$46	\$49	5%
	Total Socks/Hosiery			\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
	Total Socks			\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
	Total Socks			\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
	Men's			\$3,639,001	\$3,966,466	9%	196,439	202,726	3%	\$19	\$20	6%
	Women's			\$1,877,075	\$2,293,558	22%	95,684	113,075	18%	\$20	\$20	3%
	Youth			\$1,066,024	\$1,069,478	0%	76,686	75,163	-2%	\$14	\$14	2%
	Total Sportswear			\$7,867,438	\$7,966,446	1%	136,174	158,649	17%	\$58	\$50	-13%
	Total Tops			\$7,867,438	\$7,966,446	1%	136,174	158,649	17%	\$58	\$50	-13%
	Total Knit Shirts			\$3,013,238	\$3,188,388	6%	62,557	86,685	39%	\$48	\$37	-24%
	Men's			\$1,275,212	\$1,744,374	37%	26,519	49,697	87%	\$48	\$35	-27%
	Women's			\$1,417,262	\$1,165,957	-18%	24,197	25,655	6%	\$59	\$45	-22%
	Youth			\$320,764	\$278,057	-13%	11,841	11,333	-4%	\$27	\$25	-9%
	Total Sweaters			\$4,854,200	\$4,778,058	-2%	73,617	71,964	-2%	\$66	\$66	1%
	Men's			\$1,309,633	\$1,347,853	3%	17,432	17,123	-2%	\$75	\$79	5%

	Women's	\$3,537,531	\$3,424,531	-3%	55,963	54,636	-2%	\$63	\$63	-1%
	Youth	\$7,036	\$5,674	-19%	222	205	-8%	\$32	\$28	-13%
Total Sweats/Active Bottoms		\$32,044,259	\$37,778,116	18%	859,706	1,012,990	18%	\$37	\$37	0%
	Total Sweats/Active Bottoms	\$32,044,259	\$37,778,116	18%	859,706	1,012,990	18%	\$37	\$37	0%
	Total Active Bottoms	\$553,174	\$671,258	21%	9,788	11,120	14%	\$57	\$60	7%
	Men's	\$308,058	\$426,409	38%	5,295	6,960	31%	\$58	\$61	5%
	Women's	\$221,607	\$221,340	0%	3,722	3,520	-5%	\$60	\$63	6%
	Youth	\$23,509	\$23,509		771	640	-17%	\$30	\$37	20%
	Total Sweatshirts	\$31,491,085	\$37,106,858	18%	849,918	1,001,870	18%	\$37	\$37	0%
	Men's	\$15,941,469	\$18,721,935	17%	423,341	501,515	18%	\$38	\$37	-1%
	Women's	\$12,625,438	\$14,922,475	18%	289,614	347,490	20%	\$44	\$43	-1%
	Youth	\$2,924,178	\$3,462,448	18%	136,963	152,865	12%	\$21	\$23	6%
Equipment Total		\$188,671,600	\$194,932,503	3%	2,934,364	2,967,160	1%	\$64	\$66	2%
	Accessories	\$15,385,806	\$14,281,459	-7%	322,355	266,035	-17%	\$48	\$54	12%
	First Aid/Body Care	\$1,215,972	\$1,358,792	12%	141,002	139,782	-1%	\$9	\$10	13%
	First Aid/Body Care	\$1,215,972	\$1,358,792	12%	141,002	139,782	-1%	\$9	\$10	13%
	Men's	\$1,195,562	\$1,344,125	12%	138,363	138,629	0%	\$9	\$10	12%
	Not Specified	\$20,410	\$14,667	-28%	2,639	1,153	-56%	\$8	\$13	64%
	Instruments	\$6,551,834	\$5,485,019	-16%	123,223	79,292	-36%	\$53	\$69	30%
	Digital Imaging	\$3,115,504	\$2,612,513	-16%	11,089	8,568	-23%	\$281	\$305	9%
	Men's	\$2,782,775	\$71,473	-97%	9,075	394	-96%	\$307	\$181	-41%
	Not Specified	\$332,729	\$2,541,040	664%	2,014	8,174	306%	\$165	\$311	88%
	Digital Imaging Accessories	\$1,058,461	\$862,568	-19%	29,328	25,542	-13%	\$36	\$34	-6%
	Men's	\$1,006,621	\$767,170	-24%	28,482	23,851	-16%	\$35	\$32	-9%
	Not Specified	\$51,840	\$95,398	84%	846	1,691	100%	\$61	\$56	-8%
	Portable Audio/Phone Accessories	\$2,377,869	\$2,009,938	-15%	82,806	45,182	-45%	\$29	\$44	55%
	Men's	\$49,845	\$27,095	-46%	2,267	1,269	-44%	\$22	\$21	-3%
	Not Specified	\$2,328,024	\$1,982,843	-15%	80,539	43,913	-45%	\$29	\$45	56%
	Sport Racks	\$7,618,000	\$7,437,648	-2%	58,130	46,961	-19%	\$131	\$158	21%
	Rack Parts	\$2,156,900	\$2,501,750	16%	34,208	28,168	-18%	\$63	\$89	41%
	Men's	\$1,757,195	\$2,106,481	20%	25,135	22,816	-9%	\$70	\$92	32%
	Not Specified	\$399,705	\$395,269	-1%	9,073	5,352	-41%	\$44	\$74	68%
	Top of Car Components	\$4,082,311	\$3,781,118	-7%	16,447	12,895	-22%	\$248	\$293	18%
	Men's	\$2,651,898	\$2,421,574	-9%	7,031	6,307	-10%	\$377	\$384	2%
	Not Specified	\$1,430,413	\$1,359,544	-5%	9,416	6,588	-30%	\$152	\$206	36%
	Towers/Feet	\$1,378,789	\$1,154,780	-16%	7,475	5,898	-21%	\$184	\$196	6%
	Men's	\$1,238,238	\$1,021,512	-18%	6,671	5,190	-22%	\$186	\$197	6%
	Not Specified	\$140,551	\$133,268	-5%	804	708	-12%	\$175	\$188	8%
	Winter/Snow Sports	\$173,285,794	\$180,651,044	4%	2,612,009	2,701,125	3%	\$66	\$67	1%
	Adjustable Poles	\$315,125	\$434,452	38%	4,880	5,809	19%	\$65	\$75	16%
	Adjustable Poles	\$315,125	\$434,452	38%	4,880	5,809	19%	\$65	\$75	16%
	Men's	\$236,976	\$367,936	55%	3,076	4,497	46%	\$77	\$82	6%
	Not Specified	\$15,468	\$18,745	21%	198	259	31%	\$78	\$72	-7%
	Women's	\$1,395	\$4,532	225%	23	62	170%	\$61	\$73	21%
	Youth	\$61,286	\$43,239	-29%	1,583	991	-37%	\$39	\$44	13%
	Alpine Equipment	\$61,820,951	\$67,497,161	9%	245,760	267,960	9%	\$252	\$252	0%
	Alpine Bindings	\$7,040,110	\$8,279,643	18%	40,289	47,303	17%	\$175	\$175	0%
	Men's	\$5,588,461	\$7,344,101	31%	30,729	41,033	34%	\$182	\$179	-2%
	Not Specified	\$1,075,794	\$806,871	-25%	6,216	4,621	-26%	\$173	\$175	1%
	Women's	\$252,341	\$52,581	-79%	1,703	302	-82%	\$148	\$174	18%
	Youth	\$123,514	\$76,090	-38%	1,641	1,347	-18%	\$75	\$56	-25%
	Alpine Boots	\$24,689,943	\$26,110,935	6%	76,923	85,016	11%	\$321	\$307	-4%
	Men's	\$14,504,456	\$16,058,274	11%	40,473	45,495	12%	\$358	\$353	-2%
	Not Specified	\$484,775	\$303,482	-37%	2,826	2,795	-1%	\$172	\$109	-37%
	Women's	\$9,391,793	\$9,622,945	2%	31,090	32,627	5%	\$302	\$295	-2%
	Youth	\$308,919	\$126,234	-59%	2,534	4,099	62%	\$122	\$31	-75%
	Alpine Poles	\$2,688,965	\$2,723,356	1%	61,302	58,520	-5%	\$44	\$47	6%
	Men's	\$1,657,693	\$1,736,658	5%	36,748	34,499	-6%	\$45	\$50	12%
	Not Specified	\$360,930	\$393,474	9%	6,866	8,122	18%	\$53	\$48	-8%
	Women's	\$470,784	\$447,638	-5%	11,251	10,545	-6%	\$42	\$42	1%
	Youth	\$199,558	\$145,586	-27%	6,437	5,354	-17%	\$31	\$27	-12%
	Alpine Skis	\$27,401,933	\$30,383,227	11%	67,246	77,121	15%	\$407	\$394	-3%
	Men's	\$16,164,906	\$19,273,625	19%	35,526	42,149	19%	\$455	\$457	0%
	Not Specified	\$590,509	\$315,180	-47%	1,523	751	-51%	\$388	\$420	8%
	Women's	\$9,565,800	\$10,010,326	5%	23,325	25,839	11%	\$410	\$387	-6%
	Youth	\$1,080,718	\$784,096	-27%	6,872	8,382	22%	\$157	\$94	-41%
	Alpine Touring Equipment	\$3,274,402	\$4,039,064	23%	7,708	8,410	9%	\$425	\$480	13%
	Alpine Touring Bindings	\$1,305,631	\$1,644,271	26%	3,521	3,965	13%	\$371	\$415	12%
	Men's	\$1,300,114	\$1,597,650	23%	3,503	3,846	10%	\$371	\$415	12%
	Not Specified	\$5,517	\$46,621	745%	18	119	561%	\$307	\$392	28%
	Women's									
	Alpine Touring Boots	\$828,748	\$1,199,725	45%	1,728	2,275	32%	\$480	\$527	10%
	Men's	\$610,537	\$921,043	51%	1,255	1,714	37%	\$486	\$537	10%
	Not Specified	\$6,409	\$12,057	-288%	31	28	-10%	\$207	\$431	-308%
	Women's	\$211,802	\$290,739	37%	442	533	21%	\$479	\$545	14%
	Alpine Touring Skis	\$1,140,023	\$1,195,068	5%	2,459	2,170	-12%	\$464	\$551	19%
	Men's	\$829,014	\$896,671	8%	1,725	1,580	-8%	\$481	\$568	18%
	Not Specified	\$46,230	\$65,930	43%	48	72	50%	\$963	\$916	-5%
	Women's	\$226,984	\$225,024	-1%	517	478	-8%	\$439	\$471	7%
	Youth	\$37,795	\$7,443	-80%	169	40	-76%	\$224	\$186	-17%
	Nordic Equipment	\$2,914,285	\$2,456,522	-16%	27,910	21,560	-23%	\$104	\$114	9%

Nordic Bindings	\$287,841	\$208,109	-28%	4,909	3,394	-31%	\$59	\$61	5%
Men's	\$250,662	\$171,673	-32%	4,012	2,708	-33%	\$62	\$63	1%
Not Specified	\$9,966	\$11,090	11%	245	219	-11%	\$41	\$51	24%
Women's	\$12,100	\$5,687	-53%	325	94	-71%	\$37	\$61	63%
Youth	\$15,113	\$19,659	30%	327	373	14%	\$46	\$53	14%
Nordic Boots	\$949,164	\$733,474	-23%	8,842	6,160	-30%	\$107	\$119	11%
Men's	\$635,190	\$534,525	-16%	5,209	4,231	-19%	\$122	\$126	4%
Not Specified	\$4,320	\$6,191	43%	53	80	51%	\$82	\$77	-5%
Women's	\$275,036	\$173,428	-37%	3,094	1,588	-49%	\$89	\$109	23%
Youth	\$34,618	\$19,330	-44%	486	261	-46%	\$71	\$74	4%
Nordic Poles	\$254,509	\$289,499	14%	6,414	5,870	-8%	\$40	\$49	24%
Men's	\$194,831	\$227,208	17%	4,768	4,456	-7%	\$41	\$51	25%
Not Specified	\$22,643	\$25,984	15%	627	640	2%	\$36	\$41	12%
Women's	\$29,761	\$27,916	-6%	753	506	-33%	\$40	\$55	40%
Youth	\$7,274	\$8,391	15%	266	268	1%	\$27	\$31	14%
Nordic Skis	\$1,422,771	\$1,225,440	-14%	7,745	6,136	-21%	\$184	\$200	9%
Men's	\$1,037,329	\$1,015,632	-2%	5,423	4,870	-10%	\$191	\$209	9%
Not Specified	\$201,548	\$169,240	-16%	989	944	-5%	\$204	\$179	-12%
Women's	\$112,006	\$14,341	-87%	888	115	-87%	\$126	\$125	-1%
Youth	\$71,888	\$26,227	-64%	445	207	-53%	\$162	\$127	-22%
Skiboards	-\$777	\$5,174	-766%	-3	22	-833%	\$259	\$235	-9%
Skiboards	-\$777	\$5,174	-766%	-3	22	-833%	\$259	\$235	-9%
Men's	-\$777	\$5,174	-766%	-3	22	-833%	\$259	\$235	-9%
Not Specified									
Youth									
Snow Decks/Skates	\$4,499	\$390	-91%	19	3	-84%	\$237	\$130	-45%
Snow Decks/Skates	\$4,499	\$390	-91%	19	3	-84%	\$237	\$130	-45%
Men's	\$2,544	\$390	-85%	11	3	-73%	\$231	\$130	-44%
Not Specified	\$1,955		-100%	8		-100%	\$244		
Snowboard Equipment	\$26,497,989	\$29,979,839	13%	112,521	126,982	13%	\$235	\$236	0%
Snowboard Bindings	\$6,950,721	\$7,903,084	14%	38,086	42,501	12%	\$183	\$186	2%
Men's	\$5,068,186	\$5,556,607	10%	26,639	28,562	7%	\$190	\$195	2%
Not Specified	\$326,727	\$648,163	98%	1,501	3,096	106%	\$218	\$209	-4%
Women's	\$1,437,831	\$1,601,388	11%	8,438	9,409	12%	\$170	\$170	0%
Youth	\$117,977	\$96,926	-18%	1,508	1,434	-5%	\$78	\$68	-14%
Snowboard Boots	\$8,233,430	\$8,972,587	9%	41,265	45,397	10%	\$200	\$198	-1%
Men's	\$5,983,718	\$6,556,138	10%	28,548	30,986	9%	\$210	\$212	1%
Not Specified	\$51,515	\$30,047	-42%	259	177	-32%	\$199	\$170	-15%
Women's	\$2,017,480	\$2,233,389	11%	10,474	12,219	17%	\$193	\$183	-5%
Youth	\$180,717	\$153,013	-15%	1,984	2,015	2%	\$91	\$76	-17%
Snowboards	\$11,313,838	\$13,104,168	16%	33,170	39,084	18%	\$341	\$335	-2%
Men's	\$8,182,886	\$9,616,642	18%	22,395	26,701	19%	\$365	\$360	-1%
Not Specified	\$467,706	\$487,955	4%	1,154	1,116	-3%	\$405	\$437	8%
Women's	\$2,228,691	\$2,548,846	14%	6,813	8,002	17%	\$327	\$319	-3%
Youth	\$434,555	\$450,725	4%	2,808	3,265	16%	\$155	\$138	-11%
Telemark Equipment	\$169,021	\$171,292	1%	710	713	0%	\$238	\$240	1%
Telemark Bindings	\$107,074	\$86,452	-19%	563	531	-6%	\$190	\$163	-14%
Men's	\$100,900	\$69,770	-31%	550	493	-10%	\$183	\$142	-23%
Not Specified	\$5,449	\$16,682	206%	10	38	280%	\$545	\$439	-19%
Women's	\$725		-100%	3		-100%	\$242		
Telemark Boots	\$54,552	\$82,573	51%	127	176	39%	\$430	\$469	9%
Men's	\$37,446	\$61,082	63%	84	132	57%	\$446	\$463	4%
Not Specified									
Women's	\$17,106	\$21,491	26%	43	44	2%	\$398	\$488	23%
Telemark Skis	\$7,395	\$2,267	-69%	20	6	-70%	\$370	\$378	2%
Men's	\$7,395	\$2,267	-69%	20	6	-70%	\$370	\$378	2%
Not Specified									
Women's									
Winter/Snow Accessories	\$49,099,684	\$55,170,580	12%	1,356,126	1,477,982	9%	\$36	\$37	3%
Backcountry Accessories	\$1,852,028	\$2,005,747	8%	14,881	17,134	15%	\$124	\$117	-6%
Men's	\$1,727,950	\$1,374,962	-20%	13,828	14,230	3%	\$125	\$97	-23%
Not Specified	\$124,078	\$612,669	394%	1,053	2,853	171%	\$118	\$215	82%
Women's									
Youth		\$18,116			51			\$355	
Other Winter/Snow Accessories	\$5,567,477	\$6,481,964	16%	832,042	919,776	11%	\$7	\$7	5%
Men's	\$5,290,231	\$6,179,195	17%	804,906	890,767	11%	\$7	\$7	6%
Not Specified	\$259,109	\$270,461	4%	26,527	27,892	5%	\$10	\$10	-1%
Women's	\$1,850	\$3,106	68%	186	389	109%	\$10	\$8	-20%
Youth	\$16,287	\$29,202	79%	423	728	72%	\$39	\$40	4%
Snow Goggle Accessories	\$360,357	\$314,356	-13%	11,811	7,932	-33%	\$31	\$40	30%
Men's	\$331,024	\$306,654	-7%	8,056	7,202	-11%	\$41	\$43	4%
Not Specified	\$29,333	\$7,702	-74%	3,755	730	-81%	\$8	\$11	35%
Snow Goggles	\$23,994,380	\$27,639,794	15%	314,318	346,782	10%	\$76	\$80	4%
Men's	\$17,592,592	\$18,543,228	5%	201,818	214,763	6%	\$87	\$86	-1%
Not Specified	\$1,146,695	\$3,853,402	236%	13,263	45,423	242%	\$86	\$85	-2%
Women's	\$3,297,555	\$3,070,516	-7%	38,455	31,668	-18%	\$86	\$97	13%
Youth	\$1,957,538	\$2,172,648	11%	60,782	54,928	-10%	\$32	\$40	23%
Snow Protection Pads	\$388,738	\$400,727	3%	12,180	15,180	25%	\$32	\$26	-17%
Men's	\$318,814	\$359,846	13%	10,912	13,980	28%	\$29	\$26	-12%
Not Specified	\$1,554	\$497	-68%	20	21	5%	\$78	\$24	-70%
Women's	\$39,484	\$13,431	-66%	442	169	-62%	\$89	\$79	-11%

	Youth	\$28,886	\$26,953	-7%	806	1,010	25%	\$36	\$27	-26%
	Snow Sports Helmet	\$15,624,808	\$16,846,916	8%	160,411	160,078	0%	\$97	\$105	8%
	Men's	\$10,459,212	\$10,313,771	-1%	99,902	92,518	-7%	\$105	\$111	6%
	Not Specified	\$778,251	\$2,666,814	243%	7,877	25,215	220%	\$99	\$106	7%
	Women's	\$3,189,200	\$2,738,781	-14%	27,467	22,019	-20%	\$116	\$124	7%
	Youth	\$1,198,145	\$1,127,550	-6%	25,165	20,326	-19%	\$48	\$55	17%
	Snowshoes	\$1,311,896	\$1,481,076	13%	10,483	11,100	6%	\$125	\$133	7%
	Men's	\$848,832	\$925,374	9%	6,064	6,441	6%	\$140	\$144	3%
	Not Specified	\$40,785	\$69,449	70%	396	787	99%	\$103	\$88	-14%
	Women's	\$382,717	\$445,000	16%	3,048	3,114	2%	\$126	\$143	14%
	Youth	\$39,562	\$41,253	4%	975	758	-22%	\$41	\$54	34%
	Winter/Snow Shop Services	\$29,190,615	\$20,896,570	-28%	856,378	791,684	-8%	\$34	\$26	-23%
	Winter/Snow Rentals	\$22,111,207	\$13,551,556	-39%	608,412	506,009	-17%	\$36	\$27	-26%
	Men's	\$12,356,422	\$1,697,955	-86%	366,120	60,638	-83%	\$34	\$28	-17%
	Not Specified	\$9,754,785	\$11,853,601	22%	242,292	445,371	84%	\$40	\$27	-34%
	Winter/Snow Repairs	\$7,079,408	\$7,345,014	4%	247,966	285,675	15%	\$29	\$26	-10%
	Men's	\$7,079,408	\$7,345,014	4%	247,966	285,675	15%	\$29	\$26	-10%
Grand Total		\$543,588,715	\$566,514,287	4%	9,495,555	9,851,529	4%	\$57	\$58	0%

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Channel	(All)	Season to date	STD (Aug'18 - Mar'19)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change	STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change	STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change
Total Sales				\$5,916,701,236	\$6,340,207,815	7%	102,868,900	110,553,878	7%	\$58	\$57	0%
	Accessories Total											
		Bags		\$49,490,877	\$54,323,307	10%	567,156	602,777	6%	\$87	\$90	3%
		Backpacks		\$8,870,525	\$8,181,261	-8%	56,784	55,195	-3%	\$156	\$148	-5%
		Technical Packs		\$8,870,525	\$8,181,261	-8%	56,784	55,195	-3%	\$156	\$148	-5%
		Men's		\$8,000,243	\$7,477,217	-7%	46,043	46,511	1%	\$174	\$161	-7%
		Women's		\$870,282	\$701,718	-19%	10,741	8,656	-19%	\$81	\$81	0%
		Youth		\$0	\$2,326		0	28			\$83	
		Sports Equipment Bags		\$40,620,352	\$46,142,046	14%	510,372	547,582	7%	\$80	\$84	6%
		Sports Equipment Bags		\$40,620,352	\$46,142,046	14%	510,372	547,582	7%	\$80	\$84	6%
		Men's		\$37,033,244	\$42,694,375	15%	457,261	500,735	10%	\$81	\$85	5%
		Women's		\$2,311,030	\$2,544,165	10%	26,510	28,803	9%	\$87	\$88	1%
		Youth		\$1,276,078	\$903,506	-29%	26,601	18,044	-32%	\$48	\$50	4%
		Sunglasses		\$148,055,236	\$127,168,472	-14%	3,299,825	2,820,443	-15%	\$45	\$45	0%
		Sunglasses		\$140,061,209	\$119,979,514	-14%	2,366,100	1,997,068	-16%	\$59	\$60	1%
		Sunglasses		\$140,061,209	\$119,979,514	-14%	2,366,100	1,997,068	-16%	\$59	\$60	1%
		Men's		\$120,135,998	\$102,947,748	-14%	2,047,099	1,703,815	-17%	\$59	\$60	3%
		Women's		\$16,282,016	\$13,961,812	-14%	194,525	181,793	-7%	\$84	\$77	-8%
		Youth		\$3,643,195	\$3,069,954	-16%	124,476	111,460	-10%	\$29	\$28	-6%
		Sunglasses Accessories		\$7,994,027	\$7,188,958	-10%	933,725	823,375	-12%	\$9	\$9	2%
		Cases		\$617,650	\$498,001	-19%	64,615	50,411	-22%	\$10	\$10	3%
		Men's		\$615,908	\$497,756	-19%	64,155	50,362	-21%	\$10	\$10	3%
		Women's		\$1,742	\$245	-86%	460	49	-89%	\$4	\$5	32%
		Lenses		\$632,984	\$544,472	-14%	14,810	7,266	-51%	\$43	\$75	75%
		Men's		\$632,888	\$544,472	-14%	14,805	7,266	-51%	\$43	\$75	75%
		Women's		\$0	\$0		0					
		Youth		\$96	\$0	-100%	5	0	-100%	\$19		
		Other Eyewear Accessories		\$472,707	\$495,237	5%	95,619	104,693	9%	\$5	\$5	-4%
		Men's		\$472,707	\$495,237	5%	95,619	104,693	9%	\$5	\$5	-4%
		Tethers		\$6,270,686	\$5,651,248	-10%	758,681	661,005	-13%	\$8	\$9	3%
		Men's		\$6,268,087	\$5,648,961	-10%	758,259	660,649	-13%	\$8	\$9	3%
		Youth		\$2,599	\$2,287	-12%	422	356	-16%	\$6	\$6	4%
	Apparel Total											
		Total Apparel Accessories		\$552,028,976	\$605,948,181	10%	22,707,365	23,832,621	5%	\$24	\$25	5%
		Total Apparel Accessories		\$552,028,976	\$605,948,181	10%	22,707,365	23,832,621	5%	\$24	\$25	5%
		Total Handwear		\$339,101,276	\$349,946,364	10%	9,337,242	10,006,497	7%	\$34	\$35	2%
		Men's		\$196,257,922	\$212,209,279	8%	5,353,635	5,413,314	1%	\$37	\$39	7%
		Women's		\$83,378,808	\$92,088,715	10%	2,233,320	2,549,499	14%	\$37	\$36	-3%
		Youth		\$39,464,546	\$45,648,370	16%	1,750,287	2,043,684	17%	\$23	\$22	-1%
		Total Headwear		\$232,927,700	\$256,001,817	10%	13,370,123	13,826,124	3%	\$17	\$19	6%
		Men's		\$153,963,161	\$173,355,795	13%	8,401,342	8,841,948	5%	\$18	\$20	7%
		Women's		\$58,332,844	\$59,355,355	2%	3,608,810	3,587,094	-1%	\$16	\$17	2%
		Youth		\$20,631,695	\$23,290,667	13%	1,359,971	1,397,082	3%	\$15	\$17	10%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%	5,654,114	5,455,609	-4%	\$38	\$41	9%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%	5,654,114	5,455,609	-4%	\$38	\$41	9%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%	5,654,114	5,455,609	-4%	\$38	\$41	9%
		Men's		\$118,441,348	\$114,262,090	-4%	3,246,164	2,921,751	-10%	\$36	\$39	7%
		Women's		\$77,407,473	\$90,660,155	17%	1,636,768	1,698,541	4%	\$47	\$53	13%
		Youth		\$19,483,053	\$21,457,866	10%	771,182	835,317	8%	\$25	\$26	2%
		Total Outerwear		\$2,422,819,150	\$2,541,695,203	5%	24,777,994	26,095,364	5%	\$98	\$97	0%
		Total Outerwear		\$2,422,819,150	\$2,541,695,203	5%	24,777,994	26,095,364	5%	\$98	\$97	0%
		Total Outerwear Bottoms		\$374,495,997	\$413,358,878	10%	3,916,953	4,293,864	10%	\$96	\$96	1%
		Men's		\$186,067,966	\$202,639,031	9%	1,778,939	1,913,520	8%	\$105	\$106	1%
		Women's		\$138,943,861	\$154,308,040	11%	1,320,939	1,412,191	7%	\$105	\$109	4%
		Youth		\$49,484,170	\$56,411,807	14%	817,075	968,153	18%	\$61	\$58	-4%
		Total Outerwear Suits/Sets		\$9,597,983	\$12,579,202	31%	230,384	333,986	45%	\$42	\$38	-10%
		Men's		\$4,201,372	\$5,929,092	41%	150,217	243,318	62%	\$28	\$24	-13%
		Women's		\$1,034,921	\$1,131,655	9%	12,855	12,788	-1%	\$81	\$88	10%
		Youth		\$4,361,690	\$5,518,455	27%	67,312	77,880	16%	\$65	\$71	9%
		Total Outerwear Tops		\$2,038,725,170	\$2,115,757,123	4%	20,630,657	21,467,514	4%	\$99	\$99	0%
		Men's		\$937,146,542	\$960,685,004	3%	9,192,449	9,519,869	4%	\$102	\$101	-1%
		Women's		\$922,729,815	\$959,779,454	4%	8,374,817	8,526,426	2%	\$110	\$113	2%
		Youth		\$178,848,813	\$195,292,665	9%	3,063,391	3,421,219	12%	\$58	\$57	-2%
		Total Socks/Hosiery		\$57,508,670	\$67,086,600	17%	3,241,383	3,707,058	14%	\$18	\$18	2%
		Total Socks		\$57,508,670	\$67,086,600	17%	3,241,383	3,707,058	14%	\$18	\$18	2%
		Total Socks		\$57,508,670	\$67,086,600	17%	3,241,383	3,707,058	14%	\$18	\$18	2%
		Men's		\$31,015,401	\$34,954,094	13%	1,647,788	1,821,748	11%	\$19	\$19	2%
		Women's		\$17,626,072	\$21,664,424	23%	931,288	1,111,062	19%	\$19	\$19	3%
		Youth		\$8,867,197	\$10,468,082	18%	662,307	774,248	17%	\$13	\$14	1%
		Total Sportswear		\$94,712,581	\$98,656,464	4%	2,075,466	1,901,234	-8%	\$46	\$52	14%
		Total Tops		\$94,712,581	\$98,656,464	4%	2,075,466	1,901,234	-8%	\$46	\$52	14%
		Total Knit Shirts		\$32,413,533	\$35,542,953	10%	779,908	1,028,834	32%	\$42	\$35	-17%
		Men's		\$15,940,639	\$18,962,470	19%	401,061	598,964	49%	\$40	\$32	-20%
		Women's		\$14,357,886	\$14,311,702	0%	306,013	356,069	16%	\$47	\$40	-14%
		Youth		\$2,115,008	\$2,268,781	7%	72,834	73,801	1%	\$29	\$31	6%
		Total Sweaters		\$62,299,048	\$63,113,511	1%	1,295,558	872,400	-33%	\$48	\$72	50%
		Men's		\$19,795,716	\$19,167,321	-3%	293,132	238,685	-19%	\$68	\$80	19%

	Women's	\$42,393,345	\$43,856,254	3%	998,871	631,266	-37%	\$42	\$69	64%
	Youth	\$109,987	\$89,936	-18%	3,555	2,449	-31%	\$31	\$37	19%
Total Sweats/Active Bottoms		\$428,937,723	\$530,447,649	24%	12,137,337	14,591,600	20%	\$35	\$36	3%
Total Sweats/Active Bottoms		\$428,937,723	\$530,447,649	24%	12,137,337	14,591,600	20%	\$35	\$36	3%
Total Active Bottoms		\$5,549,698	\$5,545,919	0%	95,262	92,035	-3%	\$58	\$60	3%
Men's		\$2,719,693	\$2,781,163	2%	43,565	42,814	-2%	\$62	\$65	4%
Women's		\$2,484,132	\$2,432,548	-2%	39,431	39,126	-1%	\$63	\$62	-1%
Youth		\$345,873	\$332,208	-4%	12,266	10,095	-18%	\$28	\$33	17%
Total Sweatshirts		\$423,388,025	\$524,901,730	24%	12,042,075	14,499,565	20%	\$35	\$36	3%
Men's		\$237,923,263	\$296,933,484	25%	6,975,758	8,438,524	21%	\$34	\$35	3%
Women's		\$153,097,056	\$187,207,713	22%	3,723,721	4,409,334	18%	\$41	\$42	3%
Youth		\$32,367,706	\$40,760,533	26%	1,342,596	1,651,707	23%	\$24	\$25	2%
Equipment Total										
Accessories		\$102,047,044	\$94,148,887	-8%	1,910,308	1,628,682	-15%	\$53	\$58	8%
First Aid/Body Care		\$5,356,491	\$5,242,883	-2%	660,140	580,903	-12%	\$8	\$9	11%
First Aid/Body Care		\$5,356,491	\$5,242,883	-2%	660,140	580,903	-12%	\$8	\$9	11%
Men's		\$5,261,771	\$5,193,233	-1%	647,081	576,720	-11%	\$8	\$9	11%
Not Specified		\$94,720	\$49,650	-48%	13,059	4,183	-68%	\$7	\$12	64%
Instruments		\$45,924,683	\$38,118,245	-17%	844,448	703,287	-17%	\$54	\$54	0%
Digital Imaging		\$21,295,053	\$16,827,731	-21%	67,166	60,482	-10%	\$317	\$278	-12%
Men's		\$18,084,385	\$2,268,035	-87%	51,521	9,241	-82%	\$351	\$245	-30%
Not Specified		\$3,210,668	\$14,559,696	353%	15,645	51,241	228%	\$205	\$284	38%
Digital Imaging Accessories		\$7,324,379	\$4,906,405	-33%	183,892	140,751	-23%	\$40	\$35	-12%
Men's		\$7,096,844	\$4,522,418	-36%	180,163	133,657	-26%	\$39	\$34	-14%
Not Specified		\$227,535	\$383,987	69%	3,729	7,094	90%	\$61	\$54	-11%
Portable Audio/Phone Accessories		\$17,305,251	\$16,384,109	-5%	593,390	502,054	-15%	\$29	\$33	12%
Men's		\$346,635	\$201,515	-42%	14,385	9,030	-37%	\$24	\$22	-7%
Not Specified		\$16,958,616	\$16,182,594	-5%	579,005	493,024	-15%	\$29	\$33	12%
Sport Racks		\$50,765,870	\$50,787,759	0%	405,720	344,492	-15%	\$125	\$147	18%
Rack Parts		\$14,319,816	\$14,179,800	-1%	240,641	192,158	-20%	\$60	\$74	24%
Men's		\$11,839,909	\$11,766,335	-1%	180,064	156,774	-13%	\$66	\$75	14%
Not Specified		\$2,479,907	\$2,413,465	-3%	60,577	35,384	-42%	\$41	\$68	67%
Top of Car Components		\$27,409,553	\$27,634,364	1%	115,271	103,849	-10%	\$238	\$266	12%
Men's		\$17,870,186	\$17,514,372	-2%	51,263	50,579	-1%	\$349	\$346	-1%
Not Specified		\$9,539,367	\$10,119,992	6%	64,008	53,270	-17%	\$149	\$190	27%
Towers/Feet		\$9,036,501	\$8,973,595	-1%	49,808	48,485	-3%	\$181	\$185	2%
Men's		\$8,252,142	\$8,145,708	-1%	45,364	43,876	-3%	\$182	\$186	2%
Not Specified		\$784,359	\$827,887	6%	4,444	4,609	4%	\$176	\$180	2%
Winter/Snow Sports		\$1,845,769,105	\$1,994,352,941	8%	26,497,952	29,918,490	13%	\$70	\$67	-4%
Adjustable Poles		\$3,782,759	\$4,464,622	18%	54,702	56,933	4%	\$69	\$78	13%
Adjustable Poles		\$3,782,759	\$4,464,622	18%	54,702	56,933	4%	\$69	\$78	13%
Men's		\$2,690,482	\$3,514,843	31%	30,293	38,721	28%	\$89	\$91	2%
Women's		\$23,843	\$45,361	90%	335	556	66%	\$71	\$82	15%
Youth		\$788,031	\$620,490	-21%	20,408	14,046	-31%	\$39	\$44	14%
Not Specified		\$280,403	\$283,928	1%	3,666	3,610	-2%	\$76	\$79	3%
Alpine Equipment		\$640,086,470	\$669,500,718	5%	2,670,257	2,671,927	0%	\$240	\$251	5%
Alpine Bindings		\$67,059,345	\$74,516,097	11%	400,967	418,320	4%	\$167	\$178	7%
Men's		\$54,598,167	\$64,531,507	18%	307,031	348,704	14%	\$178	\$185	4%
Women's		\$1,764,081	\$885,826	-50%	12,589	5,917	-53%	\$140	\$150	7%
Youth		\$3,113,154	\$2,169,955	-30%	38,544	24,229	-37%	\$81	\$90	11%
Not Specified		\$7,583,943	\$6,928,809	-9%	42,803	39,470	-8%	\$177	\$176	-1%
Alpine Boots		\$272,191,925	\$279,453,207	3%	931,740	933,185	0%	\$292	\$299	3%
Men's		\$153,273,524	\$162,507,042	6%	416,879	438,827	5%	\$368	\$370	1%
Women's		\$92,554,109	\$95,460,700	3%	297,888	309,433	4%	\$311	\$309	-1%
Youth		\$15,536,913	\$13,087,644	-16%	125,232	103,337	-17%	\$124	\$127	2%
Not Specified		\$10,827,379	\$8,397,821	-22%	91,741	81,588	-11%	\$118	\$103	-13%
Alpine Poles		\$25,350,990	\$25,881,963	2%	588,043	573,575	-2%	\$43	\$45	5%
Men's		\$15,307,042	\$15,614,124	2%	341,313	326,935	-4%	\$45	\$48	6%
Women's		\$4,653,071	\$4,482,150	-4%	116,801	106,030	-9%	\$40	\$42	6%
Youth		\$2,297,783	\$2,195,280	-4%	74,714	70,198	-6%	\$31	\$31	2%
Not Specified		\$3,093,094	\$3,590,409	16%	55,215	70,412	28%	\$56	\$51	-9%
Alpine Skis		\$275,484,210	\$289,649,451	5%	749,507	746,847	0%	\$368	\$388	6%
Men's		\$154,341,320	\$168,391,020	9%	347,118	362,242	4%	\$445	\$465	5%
Women's		\$86,064,910	\$88,524,647	3%	209,562	216,644	3%	\$411	\$409	-1%
Youth		\$29,699,675	\$28,570,142	-4%	178,589	157,264	-12%	\$166	\$182	9%
Not Specified		\$5,378,305	\$4,163,642	-23%	14,238	10,697	-25%	\$378	\$389	3%
Alpine Touring Equipment		\$25,283,413	\$32,612,355	29%	54,886	69,264	26%	\$461	\$471	2%
Alpine Touring Bindings		\$10,243,985	\$16,026,398	56%	24,866	39,114	57%	\$412	\$410	-1%
Men's		\$10,231,708	\$15,556,746	52%	24,829	37,981	53%	\$412	\$410	-1%
Women's		\$0	\$0		0	0				
Not Specified		\$12,277	\$469,652	3725%	37	1,133	2962%	\$332	\$415	25%
Alpine Touring Boots		\$6,439,897	\$8,990,186	40%	12,150	15,726	29%	\$530	\$572	8%
Men's		\$4,818,543	\$6,923,931	44%	9,097	12,069	33%	\$530	\$574	8%
Women's		\$1,545,575	\$2,044,496	32%	2,893	3,526	22%	\$534	\$580	9%
Youth		\$0	\$0		0					
Not Specified		\$75,779	\$21,759	-71%	160	131	-18%	\$474	\$166	-65%
Alpine Touring Skis		\$8,599,531	\$7,595,771	-12%	17,870	14,424	-19%	\$481	\$527	9%
Men's		\$6,195,121	\$5,398,161	-13%	12,380	9,783	-21%	\$500	\$552	10%
Women's		\$1,413,007	\$1,644,710	16%	2,863	3,805	33%	\$494	\$432	-12%
Youth		\$513,605	\$62,225	-88%	2,139	330	-85%	\$240	\$189	-21%
Not Specified		\$477,798	\$490,675	3%	488	506	4%	\$979	\$970	-1%



Nordic Equipment	\$35,295,638	\$35,736,102	1%	319,659	303,494	-5%	\$110	\$118	7%
Nordic Bindings	\$2,954,973	\$2,654,861	-10%	46,203	41,140	-11%	\$64	\$65	1%
Men's	\$2,545,013	\$2,172,856	-15%	37,971	32,436	-15%	\$67	\$67	0%
Women's	\$142,345	\$78,924	-45%	3,020	1,449	-52%	\$47	\$54	16%
Youth	\$174,317	\$279,594	60%	3,307	4,726	43%	\$53	\$59	12%
Not Specified	\$93,298	\$123,487	32%	1,905	2,529	33%	\$49	\$49	0%
Nordic Boots	\$12,832,625	\$12,836,478	0%	110,733	99,329	-10%	\$116	\$129	12%
Men's	\$8,264,041	\$8,771,586	6%	64,214	60,585	-6%	\$129	\$145	12%
Women's	\$3,609,466	\$3,167,949	-12%	34,910	27,465	-21%	\$103	\$115	12%
Youth	\$789,522	\$770,103	-2%	9,635	9,897	3%	\$82	\$78	-5%
Not Specified	\$169,596	\$126,840	-25%	1,974	1,382	-30%	\$86	\$92	7%
Nordic Poles	\$3,077,568	\$3,659,692	19%	77,465	82,645	7%	\$40	\$44	11%
Men's	\$2,390,255	\$2,800,974	17%	53,877	57,263	6%	\$44	\$49	10%
Women's	\$259,930	\$333,579	28%	7,503	6,253	-17%	\$35	\$53	54%
Youth	\$166,742	\$159,067	-5%	5,715	6,326	11%	\$29	\$25	-14%
Not Specified	\$260,641	\$366,072	40%	10,370	12,803	23%	\$25	\$29	14%
Nordic Skis	\$16,430,472	\$16,585,071	1%	85,258	80,380	-6%	\$193	\$206	7%
Men's	\$11,936,896	\$12,905,879	8%	58,907	58,792	0%	\$203	\$220	8%
Women's	\$1,143,273	\$682,897	-40%	7,848	4,679	-40%	\$146	\$146	0%
Youth	\$851,605	\$754,302	-11%	6,475	6,298	-3%	\$132	\$120	-9%
Not Specified	\$2,498,698	\$2,241,993	-10%	12,028	10,611	-12%	\$208	\$211	2%
Skiboards	\$675	\$39,679	5778%	8	192	2300%	\$84	\$207	145%
Skiboards	\$675	\$39,679	5778%	8	192	2300%	\$84	\$207	145%
Men's	\$675	\$37,955	5523%	8	167	1988%	\$84	\$227	169%
Youth	\$0	\$1,724		0	25			\$69	
Not Specified	\$0	\$0		0	0				
Snowboard Equipment	\$333,654,732	\$376,501,510	13%	1,441,457	1,552,224	8%	\$231	\$243	5%
Snowboard Bindings	\$85,984,176	\$95,540,206	11%	473,445	505,801	7%	\$182	\$189	4%
Men's	\$62,418,437	\$66,673,748	7%	321,089	336,410	5%	\$194	\$198	2%
Women's	\$16,514,194	\$18,334,348	11%	96,837	103,771	7%	\$171	\$177	4%
Youth	\$2,917,151	\$2,617,572	-10%	34,926	29,473	-16%	\$84	\$89	6%
Not Specified	\$4,134,394	\$7,914,538	91%	20,593	36,147	76%	\$201	\$219	9%
Snowboard Boots	\$107,708,549	\$121,523,913	13%	537,096	577,038	7%	\$201	\$211	5%
Men's	\$76,842,349	\$87,591,860	14%	351,343	386,364	10%	\$219	\$227	4%
Women's	\$24,152,087	\$28,186,650	17%	125,172	138,856	11%	\$193	\$203	5%
Youth	\$5,532,203	\$4,745,809	-14%	54,876	46,970	-14%	\$101	\$101	0%
Not Specified	\$1,181,910	\$999,594	-15%	5,705	4,848	-15%	\$207	\$206	0%
Snowboards	\$139,962,007	\$159,437,391	14%	430,916	469,385	9%	\$325	\$340	5%
Men's	\$100,484,734	\$115,473,837	15%	277,273	308,913	11%	\$362	\$374	3%
Women's	\$25,089,114	\$28,601,296	14%	76,470	84,299	10%	\$328	\$339	3%
Youth	\$9,151,810	\$9,086,842	-1%	64,685	61,327	-5%	\$141	\$148	5%
Not Specified	\$5,236,349	\$6,275,416	20%	12,488	14,846	19%	\$419	\$423	1%
Telemark Equipment	\$1,859,638	\$2,218,474	19%	6,718	7,319	9%	\$277	\$303	10%
Telemark Bindings	\$985,496	\$1,092,890	11%	4,946	5,029	2%	\$199	\$217	9%
Men's	\$956,932	\$1,012,234	6%	4,880	4,856	0%	\$196	\$208	6%
Women's	\$4,279	\$1,972	-54%	16	9	-44%	\$267	\$219	-18%
Not Specified	\$24,285	\$78,684	224%	50	164	228%	\$486	\$480	-1%
Telemark Boots	\$806,139	\$1,002,610	24%	1,582	1,975	25%	\$510	\$508	0%
Men's	\$670,052	\$813,173	21%	1,278	1,591	24%	\$524	\$511	-3%
Women's	\$136,087	\$189,437	39%	304	384	26%	\$448	\$493	10%
Not Specified	\$0	\$0		0	0				
Telemark Skis	\$68,003	\$122,974	81%	190	315	66%	\$358	\$390	9%
Men's	\$54,645	\$98,335	80%	153	248	62%	\$357	\$397	11%
Women's	\$1,934	\$1,845	-5%	6	5	-17%	\$322	\$369	14%
Not Specified	\$11,424	\$22,794	100%	31	62	100%	\$369	\$368	0%
Winter/Snow Accessories	\$397,162,718	\$458,500,830	15%	12,340,569	14,731,482	19%	\$32	\$31	-3%
Backcountry Accessories	\$16,652,984	\$19,154,894	15%	145,520	153,235	5%	\$114	\$125	9%
Men's	\$15,016,220	\$14,884,902	-1%	132,892	130,997	-1%	\$113	\$114	1%
Women's	\$-119	\$2,283	-2018%	-1	17	-1800%	\$119	\$134	13%
Youth	\$497	\$529,951	106530%	2	1,574	78600%	\$249	\$337	35%
Not Specified	\$1,636,386	\$3,737,758	128%	12,627	20,647	64%	\$130	\$181	40%
Other Winter/Snow Accessories	\$57,188,533	\$75,459,395	32%	8,267,546	10,328,767	25%	\$7	\$7	6%
Men's	\$53,648,022	\$72,039,666	34%	7,929,400	9,961,594	26%	\$7	\$7	7%
Women's	\$51,516	\$56,376	9%	4,963	7,267	46%	\$10	\$8	-25%
Youth	\$66,133	\$83,140	26%	1,616	2,072	28%	\$41	\$40	-2%
Not Specified	\$3,422,862	\$3,280,213	-4%	331,567	357,834	8%	\$10	\$9	-11%
Snow Goggle Accessories	\$2,648,814	\$2,605,558	-2%	112,339	72,713	-35%	\$24	\$36	52%
Men's	\$2,284,391	\$2,462,082	8%	56,335	57,637	2%	\$41	\$43	5%
Not Specified	\$364,423	\$143,476	-61%	56,004	15,076	-73%	\$7	\$10	46%
Snow Goggles	\$168,222,146	\$194,198,033	15%	2,269,494	2,497,172	10%	\$74	\$78	5%
Men's	\$122,130,029	\$132,710,507	9%	1,429,542	1,512,379	6%	\$85	\$88	3%
Women's	\$22,061,102	\$21,488,568	-3%	233,005	220,810	-5%	\$95	\$97	3%
Youth	\$12,985,533	\$14,388,503	11%	400,779	388,583	-3%	\$32	\$37	14%
Not Specified	\$11,045,482	\$25,610,455	132%	206,168	375,400	82%	\$54	\$68	27%
Snow Protection Pads	\$3,320,916	\$3,154,766	-5%	90,355	101,117	12%	\$37	\$31	-15%
Men's	\$2,710,701	\$2,630,864	-3%	75,772	84,948	12%	\$36	\$31	-13%
Women's	\$279,528	\$119,087	-57%	3,593	1,642	-54%	\$78	\$73	-7%
Youth	\$319,933	\$392,632	23%	10,733	14,200	32%	\$30	\$28	-7%
Not Specified	\$10,754	\$12,183	13%	257	327	27%	\$42	\$37	-11%
Snow Sports Helmet	\$130,821,096	\$144,701,215	11%	1,327,164	1,446,063	9%	\$99	\$100	2%
Men's	\$84,529,764	\$85,756,716	1%	803,865	807,813	0%	\$105	\$106	1%

	Women's	\$24,237,235	\$20,945,344	-14%	199,777	167,898	-16%	\$121	\$125	3%
	Youth	\$13,722,582	\$13,791,499	1%	245,844	248,492	1%	\$56	\$56	-1%
	Not Specified	\$8,331,515	\$24,207,656	191%	77,678	221,860	186%	\$107	\$109	2%
	Snowshoes	\$18,308,229	\$19,226,969	5%	128,151	132,415	3%	\$143	\$145	2%
	Men's	\$11,901,661	\$12,382,682	4%	74,726	74,694	0%	\$159	\$166	4%
	Women's	\$5,063,667	\$5,241,438	4%	34,478	34,469	0%	\$147	\$152	4%
	Youth	\$661,233	\$811,567	23%	12,760	15,264	20%	\$52	\$53	3%
	Not Specified	\$681,668	\$791,282	16%	6,187	7,988	29%	\$110	\$99	-10%
	Winter/Snow Shop Services	\$408,591,191	\$414,769,711	2%	9,609,459	10,525,617	10%	\$43	\$39	-7%
	Winter/Snow Rentals	\$338,239,795	\$336,234,016	-1%	7,241,982	7,753,544	7%	\$47	\$43	-7%
	Men's	\$191,451,500	\$168,064,646	-12%	3,136,871	1,745,256	-44%	\$61	\$96	58%
	Not Specified	\$146,788,295	\$168,169,370	15%	4,105,111	6,008,288	46%	\$36	\$28	-22%
	Winter/Snow Repairs	\$70,351,396	\$78,535,695	12%	2,367,477	2,772,073	17%	\$30	\$28	-5%
	Men's	\$70,351,396	\$78,535,695	12%	2,367,477	2,772,073	17%	\$30	\$28	-5%
	Snow Decks/Skates	\$51,871	\$8,940	-83%	237	38	-84%	\$219	\$235	7%
	Snow Decks/Skates	\$51,871	\$8,940	-83%	237	38	-84%	\$219	\$235	7%
	Men's	\$39,456	\$6,611	-83%	172	32	-81%	\$229	\$207	-10%
	Not Specified	\$12,415	\$2,329	-81%	65	6	-91%	\$191	\$388	103%
Grand Total		\$5,916,701,236	\$6,340,207,815	7%	102,868,900	110,553,878	7%	\$58	\$57	0%

Channel	(All)	Current Period	March-19	DOLLARS			UNITS			AVERAGE PRICE		
				March-18	March-19	Pct. Change	March-18	March-19	Pct. Change	March-18	March-19	Pct. Change
Total Sales				\$543,588,715	\$566,514,287	4%	9,495,555	9,851,529	4%	\$57	\$58	0%
	Accessories			\$32,771,083	\$31,677,832	-3%	671,699	638,376	-5%	\$49	\$50	2%
		Bags		\$5,428,862	\$6,576,715	21%	61,741	73,568	19%	\$88	\$89	2%
		Backpacks		\$831,397	\$927,455	12%	5,723	6,613	16%	\$145	\$140	-3%
		Technical Packs		\$831,397	\$927,455	12%	5,723	6,613	16%	\$145	\$140	-3%
		Sports Equipment Bags		\$4,597,465	\$5,649,260	23%	56,018	66,955	20%	\$82	\$84	3%
		Sports Equipment Bags		\$4,597,465	\$5,649,260	23%	56,018	66,955	20%	\$82	\$84	3%
		Sunglasses		\$27,342,221	\$25,101,117	-8%	609,958	564,808	-7%	\$45	\$44	-1%
		Sunglasses		\$26,043,942	\$23,907,039	-8%	459,250	431,252	-6%	\$57	\$55	-2%
		Sunglasses		\$26,043,942	\$23,907,039	-8%	459,250	431,252	-6%	\$57	\$55	-2%
		Sunglasses Accessories		\$1,298,279	\$1,194,078	-8%	150,708	133,556	-11%	\$9	\$9	4%
		Cases		\$108,292	\$95,282	-12%	10,699	9,540	-11%	\$10	\$10	-1%
		Lenses		\$88,474	\$78,104	-12%	1,929	948	-51%	\$46	\$82	80%
		Other Eyewear Accessories		\$66,831	\$66,664	0%	13,630	15,162	11%	\$5	\$4	-10%
		Tethers		\$1,034,682	\$954,028	-8%	124,450	107,906	-13%	\$8	\$9	6%
	Apparel			\$322,146,032	\$339,903,952	6%	5,889,492	6,245,993	6%	\$55	\$54	-1%
		Total Apparel Accessories		\$41,391,556	\$48,403,159	17%	1,753,233	1,919,827	10%	\$24	\$25	7%
		Total Apparel Accessories		\$41,391,556	\$48,403,159	17%	1,753,233	1,919,827	10%	\$24	\$25	7%
		Total Handwear		\$24,934,043	\$28,657,443	15%	695,924	731,034	5%	\$36	\$39	9%
		Total Headwear		\$16,457,513	\$19,745,716	20%	1,057,309	1,188,793	12%	\$16	\$17	7%
		Total Cold Weather Undergarments		\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
		Total Cold Weather Undergarments		\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
		Total Cold Weather Undergarments		\$17,201,830	\$18,307,898	6%	412,231	392,963	-5%	\$42	\$47	12%
		Total Outerwear		\$217,058,849	\$220,118,831	1%	2,359,339	2,370,600	0%	\$92	\$93	1%
		Total Outerwear		\$217,058,849	\$220,118,831	1%	2,359,339	2,370,600	0%	\$92	\$93	1%
		Total Outerwear Bottoms		\$40,590,201	\$40,640,682	0%	429,002	391,230	-9%	\$95	\$104	10%
		Total Outerwear Suits/Sets		\$882,217	\$1,023,067	16%	33,188	36,929	11%	\$27	\$28	4%
		Total Outerwear Tops		\$175,586,431	\$178,455,082	2%	1,897,149	1,942,441	2%	\$93	\$92	-1%
		Total Socks/Hosiery		\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
		Total Socks		\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
		Total Socks		\$6,582,100	\$7,329,502	11%	368,809	390,964	6%	\$18	\$19	5%
		Total Sportswear		\$7,867,438	\$7,966,446	1%	136,174	158,649	17%	\$58	\$50	-13%
		Total Tops		\$7,867,438	\$7,966,446	1%	136,174	158,649	17%	\$58	\$50	-13%
		Total Knit Shirts		\$3,013,238	\$3,188,388	6%	62,557	86,685	39%	\$48	\$37	-24%
		Total Sweaters		\$4,854,200	\$4,778,058	-2%	73,617	71,964	-2%	\$66	\$66	1%
		Total Sweats/Active Bottoms		\$32,044,259	\$37,778,116	18%	859,706	1,012,990	18%	\$37	\$37	0%
		Total Sweats/Active Bottoms		\$32,044,259	\$37,778,116	18%	859,706	1,012,990	18%	\$37	\$37	0%
		Total Active Bottoms		\$553,174	\$671,258	21%	9,788	11,120	14%	\$57	\$60	7%
		Total Sweatshirts		\$31,491,085	\$37,106,858	18%	849,918	1,001,870	18%	\$37	\$37	0%
	Equipment			\$188,671,600	\$194,932,503	3%	2,934,364	2,967,160	1%	\$64	\$66	2%
		Accessories		\$15,385,806	\$14,281,459	-7%	322,355	266,035	-17%	\$48	\$54	12%
		First Aid/Body Care		\$1,215,972	\$1,358,792	12%	141,002	139,782	-1%	\$9	\$10	13%
		First Aid/Body Care		\$1,215,972	\$1,358,792	12%	141,002	139,782	-1%	\$9	\$10	13%
		Instruments		\$6,551,834	\$5,485,019	-16%	123,223	79,292	-36%	\$53	\$69	30%
		Digital Imaging		\$3,115,504	\$2,612,513	-16%	11,089	8,568	-23%	\$281	\$305	9%
		Digital Imaging Accessories		\$1,058,461	\$862,568	-19%	29,328	25,542	-13%	\$36	\$34	-6%
		Portable Audio/Phone Accessories		\$2,377,869	\$2,009,938	-15%	82,806	45,182	-45%	\$29	\$44	55%
		Sport Racks		\$7,618,000	\$7,437,648	-2%	58,130	46,961	-19%	\$131	\$158	21%
		Rack Parts		\$2,156,900	\$2,501,750	16%	34,208	28,168	-18%	\$63	\$89	41%
		Top of Car Components		\$4,082,311	\$3,781,118	-7%	16,447	12,895	-22%	\$248	\$293	18%
		Towers/Feet		\$1,378,789	\$1,154,780	-16%	7,475	5,898	-21%	\$184	\$196	6%
		Winter/Snow Sports		\$173,285,794	\$180,651,044	4%	2,612,009	2,701,125	3%	\$66	\$67	1%
		Adjustable Poles		\$315,125	\$434,452	38%	4,880	5,809	19%	\$65	\$75	16%
		Adjustable Poles		\$315,125	\$434,452	38%	4,880	5,809	19%	\$65	\$75	16%
		Alpine Equipment		\$61,820,951	\$67,497,161	9%	245,760	267,960	9%	\$252	\$252	0%
		Alpine Bindings		\$7,040,110	\$8,279,643	18%	40,289	47,303	17%	\$175	\$175	0%
		Alpine Boots		\$24,689,943	\$26,110,935	6%	76,923	85,016	11%	\$321	\$307	-4%
		Alpine Poles		\$2,688,965	\$2,723,356	1%	61,302	58,520	-5%	\$44	\$47	6%
		Alpine Skis		\$27,401,933	\$30,383,227	11%	67,246	77,121	15%	\$407	\$394	-3%
		Alpine Touring Equipment		\$3,274,402	\$4,039,064	23%	7,708	8,410	9%	\$425	\$480	13%
		Alpine Touring Bindings		\$1,305,631	\$1,644,271	26%	3,521	3,965	13%	\$371	\$415	12%
		Alpine Touring Boots		\$828,748	\$1,199,725	45%	1,728	2,275	32%	\$480	\$527	10%
		Alpine Touring Skis		\$1,140,023	\$1,195,068	5%	2,459	2,170	-12%	\$464	\$551	19%
		Nordic Equipment		\$2,914,285	\$2,456,522	-16%	27,910	21,560	-23%	\$104	\$114	9%
		Nordic Bindings		\$287,841	\$208,109	-28%	4,909	3,394	-31%	\$59	\$61	5%
		Nordic Boots		\$949,164	\$733,474	-23%	8,842	6,160	-30%	\$107	\$119	11%
		Nordic Poles		\$254,509	\$289,499	14%	6,414	5,870	-8%	\$40	\$49	24%
		Nordic Skis		\$1,422,771	\$1,225,440	-14%	7,745	6,136	-21%	\$184	\$200	9%
		Skiboards		\$-777	\$5,174	-766%	-3	22	-833%	\$259	\$235	-9%
		Skiboards		\$-777	\$5,174	-766%	-3	22	-833%	\$259	\$235	-9%
		Snow Decks/Skates		\$4,499	\$390	-91%	19	3	-84%	\$237	\$130	-45%
		Snow Decks/Skates		\$4,499	\$390	-91%	19	3	-84%	\$237	\$130	-45%
		Snowboard Equipment		\$26,497,989	\$29,979,839	13%	112,521	126,982	13%	\$235	\$236	0%
		Snowboard Bindings		\$6,950,721	\$7,903,084	14%	38,086	42,501	12%	\$183	\$186	2%

	Snowboard Boots	\$8,233,430	\$8,972,587	9%	41,265	45,397	10%	\$200	\$198	-1%
	Snowboards	\$11,313,838	\$13,104,168	16%	33,170	39,084	18%	\$341	\$335	-2%
	Telemark Equipment	\$169,021	\$171,292	1%	710	713	0%	\$238	\$240	1%
	Telemark Bindings	\$107,074	\$86,452	-19%	563	531	-6%	\$190	\$163	-14%
	Telemark Boots	\$54,552	\$82,573	51%	127	176	39%	\$430	\$469	9%
	Telemark Skis	\$7,395	\$2,267	-69%	20	6	-70%	\$370	\$378	2%
	Winter/Snow Accessories	\$49,099,684	\$55,170,580	12%	1,356,126	1,477,982	9%	\$36	\$37	3%
	Backcountry Accessories	\$1,852,028	\$2,005,747	8%	14,881	17,134	15%	\$124	\$117	-6%
	Other Winter/Snow Accessories	\$5,567,477	\$6,481,964	16%	832,042	919,776	11%	\$7	\$7	5%
	Snow Goggle Accessories	\$360,357	\$314,356	-13%	11,811	7,932	-33%	\$31	\$40	30%
	Snow Goggles	\$23,994,380	\$27,639,794	15%	314,318	346,782	10%	\$76	\$80	4%
	Snow Protection Pads	\$388,738	\$400,727	3%	12,180	15,180	25%	\$32	\$26	-17%
	Snow Sports Helmet	\$15,624,808	\$16,846,916	8%	160,411	160,078	0%	\$97	\$105	8%
	Snowshoes	\$1,311,896	\$1,481,076	13%	10,483	11,100	6%	\$125	\$133	7%
	Winter/Snow Shop Services	\$29,190,615	\$20,896,570	-28%	856,378	791,684	-8%	\$34	\$26	-23%
	Winter/Snow Rentals	\$22,111,207	\$13,551,556	-39%	608,412	506,009	-17%	\$36	\$27	-26%
	Winter/Snow Repairs	\$7,079,408	\$7,345,014	4%	247,966	285,675	15%	\$29	\$26	-10%
<b>Grand Total</b>		<b>\$543,588,715</b>	<b>\$566,514,287</b>	<b>4%</b>	<b>9,495,555</b>	<b>9,851,529</b>	<b>4%</b>	<b>\$57</b>	<b>\$58</b>	<b>0%</b>

Channel	(All)	Season to date	STD (Aug'18 - Mar'19)	DOLLARS				UNITS				AVERAGE PRICE		
				STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change		STD (Aug'18 - Mar'19)	STD (Aug'18 - Mar'19)	Pct. Change		STD (Aug'18 - Mar'19)	STD (Aug'18 - Mar'19)	Pct. Change
Total Sales				\$5,916,701,236	\$6,340,207,815	7%		102,868,900	110,553,878	7%		\$58	\$57	0%
	Accessories			\$197,546,113	\$181,491,779	-8%		3,866,981	3,423,220	-11%		\$51	\$53	4%
		Bags		\$49,490,877	\$54,323,307	10%		567,156	602,777	6%		\$87	\$90	3%
		Backpacks		\$8,870,525	\$8,181,261	-8%		56,784	55,195	-3%		\$156	\$148	-5%
		Technical Packs		\$8,870,525	\$8,181,261	-8%		56,784	55,195	-3%		\$156	\$148	-5%
		Sports Equipment Bags		\$40,620,352	\$46,142,046	14%		510,372	547,582	7%		\$80	\$84	6%
		Sports Equipment Bags		\$40,620,352	\$46,142,046	14%		510,372	547,582	7%		\$80	\$84	6%
		Sunglasses		\$148,055,236	\$127,168,472	-14%		3,299,825	2,820,443	-15%		\$45	\$45	0%
		Sunglasses		\$140,061,209	\$119,979,514	-14%		2,366,100	1,997,068	-16%		\$59	\$60	1%
		Sunglasses		\$140,061,209	\$119,979,514	-14%		2,366,100	1,997,068	-16%		\$59	\$60	1%
		Sunglasses Accessories		\$7,994,027	\$7,188,958	-10%		933,725	823,375	-12%		\$9	\$9	2%
		Cases		\$617,650	\$498,001	-19%		64,615	50,411	-22%		\$10	\$10	3%
		Lenses		\$632,984	\$544,472	-14%		14,810	7,266	-51%		\$43	\$75	75%
		Other Eyewear Accessories		\$472,707	\$495,237	5%		95,619	104,693	9%		\$5	\$5	-4%
		Tethers		\$6,270,686	\$5,651,248	-10%		758,681	661,005	-13%		\$8	\$9	3%
	Apparel			\$3,771,338,974	\$4,070,214,208	8%		70,593,659	75,583,486	7%		\$53	\$54	1%
		Total Apparel Accessories		\$552,028,976	\$605,948,181	10%		22,707,365	23,832,621	5%		\$24	\$25	5%
		Total Apparel Accessories		\$552,028,976	\$605,948,181	10%		22,707,365	23,832,621	5%		\$24	\$25	5%
		Total Handwear		\$319,101,276	\$349,946,364	10%		9,337,242	10,006,497	7%		\$34	\$35	2%
		Total Headwear		\$232,927,700	\$256,001,817	10%		13,370,123	13,826,124	3%		\$17	\$19	6%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%		5,654,114	5,455,609	-4%		\$38	\$41	9%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%		5,654,114	5,455,609	-4%		\$38	\$41	9%
		Total Cold Weather Undergarments		\$215,331,874	\$226,380,111	5%		5,654,114	5,455,609	-4%		\$38	\$41	9%
		Total Outerwear		\$2,422,819,150	\$2,541,695,203	5%		24,777,994	26,095,364	5%		\$98	\$97	0%
		Total Outerwear		\$2,422,819,150	\$2,541,695,203	5%		24,777,994	26,095,364	5%		\$98	\$97	0%
		Total Outerwear Bottoms		\$374,495,997	\$413,358,878	10%		3,916,953	4,293,864	10%		\$96	\$96	1%
		Total Outerwear Suits/Sets		\$9,597,983	\$12,579,202	31%		230,384	333,986	45%		\$42	\$38	-10%
		Total Outerwear Tops		\$2,038,725,170	\$2,115,757,123	4%		20,630,657	21,467,514	4%		\$99	\$99	0%
		Total Socks/Hosiery		\$57,508,670	\$67,086,600	17%		3,241,383	3,707,058	14%		\$18	\$18	2%
		Total Socks		\$57,508,670	\$67,086,600	17%		3,241,383	3,707,058	14%		\$18	\$18	2%
		Total Socks		\$57,508,670	\$67,086,600	17%		3,241,383	3,707,058	14%		\$18	\$18	2%
		Total Sportswear		\$94,712,581	\$98,656,464	4%		2,075,466	1,901,234	-8%		\$46	\$52	14%
		Total Tops		\$94,712,581	\$98,656,464	4%		2,075,466	1,901,234	-8%		\$46	\$52	14%
		Total Knit Shirts		\$32,413,533	\$35,542,953	10%		779,908	1,028,834	32%		\$42	\$35	-17%
		Total Sweaters		\$62,299,048	\$63,113,511	1%		1,295,558	872,400	-33%		\$48	\$72	50%
		Total Sweats/Active Bottoms		\$428,937,723	\$530,447,649	24%		12,137,337	14,591,600	20%		\$35	\$36	3%
		Total Sweats/Active Bottoms		\$428,937,723	\$530,447,649	24%		12,137,337	14,591,600	20%		\$35	\$36	3%
		Total Active Bottoms		\$5,549,698	\$5,545,919	0%		95,262	92,035	-3%		\$58	\$60	3%
		Total Sweatshirts		\$423,388,025	\$524,901,730	24%		12,042,075	14,499,565	20%		\$35	\$36	3%
	Equipment			\$1,947,816,149	\$2,088,501,828	7%		28,408,260	31,547,172	11%		\$69	\$66	-3%
		Accessories		\$102,047,044	\$94,148,887	-8%		1,910,308	1,628,682	-15%		\$53	\$58	8%
		First Aid/Body Care		\$5,356,491	\$5,242,883	-2%		660,140	580,903	-12%		\$8	\$9	11%
		First Aid/Body Care		\$5,356,491	\$5,242,883	-2%		660,140	580,903	-12%		\$8	\$9	11%
		Instruments		\$45,924,683	\$38,118,245	-17%		844,448	703,287	-17%		\$54	\$54	0%
		Digital Imaging		\$21,295,053	\$16,827,731	-21%		67,166	60,482	-10%		\$317	\$278	-12%
		Digital Imaging Accessories		\$7,324,379	\$4,906,405	-33%		183,892	140,751	-23%		\$40	\$35	-12%
		Portable Audio/Phone Accessories		\$17,305,251	\$16,384,109	-5%		593,390	502,054	-15%		\$29	\$33	12%
		Sport Racks		\$50,765,870	\$50,787,759	0%		405,720	344,492	-15%		\$125	\$147	18%
		Rack Parts		\$14,319,816	\$14,179,800	-1%		240,641	192,158	-20%		\$60	\$74	24%
		Top of Car Components		\$27,409,553	\$27,634,364	1%		115,271	103,849	-10%		\$238	\$266	12%
		Towers/Feet		\$9,036,501	\$8,973,595	-1%		49,808	48,485	-3%		\$181	\$185	2%
		Winter/Snow Sports		\$1,845,769,105	\$1,994,352,941	8%		26,497,952	29,918,490	13%		\$70	\$67	-4%
		Adjustable Poles		\$3,782,759	\$4,464,622	18%		54,702	56,933	4%		\$69	\$78	13%
		Adjustable Poles		\$3,782,759	\$4,464,622	18%		54,702	56,933	4%		\$69	\$78	13%
		Alpine Equipment		\$640,086,470	\$669,500,718	5%		2,670,257	2,671,927	0%		\$240	\$251	5%
		Alpine Bindings		\$67,059,345	\$74,516,097	11%		400,967	418,320	4%		\$167	\$178	7%
		Alpine Boots		\$272,191,925	\$279,453,207	3%		931,740	933,185	0%		\$292	\$299	3%
		Alpine Poles		\$25,350,990	\$25,881,963	2%		588,043	573,575	-2%		\$43	\$45	5%
		Alpine Skis		\$275,484,210	\$289,649,451	5%		749,507	746,847	0%		\$368	\$388	6%
		Alpine Touring Equipment		\$25,283,413	\$32,612,355	29%		54,886	69,264	26%		\$461	\$471	2%
		Alpine Touring Bindings		\$10,243,985	\$16,026,398	56%		24,866	39,114	57%		\$412	\$410	-1%
		Alpine Touring Boots		\$6,439,897	\$8,990,186	40%		12,150	15,726	29%		\$530	\$572	8%
		Alpine Touring Skis		\$8,599,531	\$7,595,771	-12%		17,870	14,424	-19%		\$481	\$527	9%
		Nordic Equipment		\$35,295,638	\$35,736,102	1%		319,659	303,494	-5%		\$110	\$118	7%
		Nordic Bindings		\$2,954,973	\$2,654,861	-10%		46,203	41,140	-11%		\$64	\$65	1%
		Nordic Boots		\$12,832,625	\$12,836,478	0%		110,733	99,329	-10%		\$116	\$129	12%
		Nordic Poles		\$3,077,568	\$3,659,692	19%		77,465	82,645	7%		\$40	\$44	11%
		Nordic Skis		\$16,430,472	\$16,585,071	1%		85,258	80,380	-6%		\$193	\$206	7%
		Skiboards		\$675	\$39,679	5778%		8	192	2300%		\$84	\$207	145%
		Skiboards		\$675	\$39,679	5778%		8	192	2300%		\$84	\$207	145%
		Snowboard Equipment		\$333,654,732	\$376,501,510	13%		1,441,457	1,552,224	8%		\$231	\$243	5%
		Snowboard Bindings		\$85,984,176	\$95,540,206	11%		473,445	505,801	7%		\$182	\$189	4%
		Snowboard Boots		\$107,708,549	\$121,523,913	13%		577,096	577,038	7%		\$201	\$211	5%
		Snowboards		\$139,962,007	\$159,437,391	14%		430,916	469,385	9%		\$325	\$340	5%
		Telemark Equipment		\$1,859,638	\$2,218,474	19%		6,718	7,319	9%		\$277	\$303	10%
		Telemark Bindings		\$985,496	\$1,092,890	11%		4,946	5,029	2%		\$199	\$217	9%

	Telemark Boots	\$806,139	\$1,002,610	24%	1,582	1,975	25%	\$510	\$508	0%
	Telemark Skis	\$68,003	\$122,974	81%	190	315	66%	\$358	\$390	9%
	Winter/Snow Accessories	\$397,162,718	\$458,500,830	15%	12,340,569	14,731,482	19%	\$32	\$31	-3%
	Backcountry Accessories	\$16,652,984	\$19,154,894	15%	145,520	153,235	5%	\$114	\$125	9%
	Other Winter/Snow Accessories	\$57,188,533	\$75,459,395	32%	8,267,546	10,328,767	25%	\$7	\$7	6%
	Snow Goggle Accessories	\$2,648,814	\$2,605,558	-2%	112,339	72,713	-35%	\$24	\$36	52%
	Snow Goggles	\$168,222,146	\$194,198,033	15%	2,269,494	2,497,172	10%	\$74	\$78	5%
	Snow Protection Pads	\$3,320,916	\$3,154,766	-5%	90,355	101,117	12%	\$37	\$31	-15%
	Snow Sports Helmet	\$130,821,096	\$144,701,215	11%	1,327,164	1,446,063	9%	\$99	\$100	2%
	Snowshoes	\$18,308,229	\$19,226,969	5%	128,151	132,415	3%	\$143	\$145	2%
	Winter/Snow Shop Services	\$408,591,191	\$414,769,711	2%	9,609,459	10,525,617	10%	\$43	\$39	-7%
	Winter/Snow Rentals	\$338,239,795	\$336,234,016	-1%	7,241,982	7,753,544	7%	\$47	\$43	-7%
	Winter/Snow Repairs	\$70,351,396	\$78,535,695	12%	2,367,477	2,772,073	17%	\$30	\$28	-5%
	Snow Decks/Skates	\$51,871	\$8,940	-83%	237	38	-84%	\$219	\$235	7%
	Snow Decks/Skates	\$51,871	\$8,940	-83%	237	38	-84%	\$219	\$235	7%
Grand Total		\$5,916,701,236	\$6,340,207,815	7%	102,868,900	110,553,878	7%	\$58	\$57	0%

Specialty Only	Current Period	March-19	DOLLARS			UNITS			AVERAGE PRICE		
			March-18	March-19	Pct. Change	March-18	March-19	Pct. Change	March-18	March-19	Pct. Change
Accessories			\$8,351,143	\$10,194,063	22%	145,648	180,268	24%	\$57	\$57	-1%
	Bags		\$4,149,266	\$5,110,014	23%	49,501	61,305	24%	\$84	\$83	-1%
		Backpacks	\$346,878	\$378,339	9%	3,084	3,571	16%	\$112	\$106	-6%
			\$73,576	\$71,257	-3%	535	599	12%	\$138	\$119	-13%
		Midwest									
		Northeast	\$16,701	\$16,519	-1%	192	157	-18%	\$87	\$105	21%
		South	\$11,900	\$5,088	-57%	133	63	-53%	\$89	\$81	-10%
		West	\$244,701	\$285,475	17%	2,224	2,752	24%	\$110	\$104	-6%
		Sports Equipment Bags	\$3,802,388	\$4,731,675	24%	46,417	57,734	24%	\$82	\$82	0%
			\$325,773	\$407,388	25%	4,436	5,342	20%	\$73	\$76	4%
		Midwest									
		Northeast	\$1,667,722	\$2,094,997	26%	22,454	29,139	30%	\$74	\$72	-3%
		South	\$649,333	\$732,785	13%	7,201	7,525	4%	\$90	\$97	8%
		West	\$1,159,560	\$1,496,505	29%	12,326	15,728	28%	\$94	\$95	1%
	Sunglasses		\$4,201,877	\$5,084,049	21%	96,147	118,963	24%	\$44	\$43	-2%
		Sunglasses	\$4,033,968	\$4,884,901	21%	71,230	89,550	26%	\$57	\$55	-4%
			\$414,479	\$801,661	93%	5,014	14,041	180%	\$83	\$57	-31%
		Midwest									
		Northeast	\$272,634	\$290,842	7%	5,065	5,010	-1%	\$54	\$58	8%
		South	\$557,239	\$471,172	-15%	10,706	8,396	-22%	\$52	\$56	8%
		West	\$2,789,616	\$3,321,226	19%	50,445	62,103	23%	\$55	\$53	-3%
		Sunglasses Accessories	\$167,909	\$199,148	19%	24,917	29,413	18%	\$7	\$7	0%
			\$14,118	\$37,296	164%	1,828	5,013	174%	\$8	\$7	-4%
		Midwest									
		Northeast	\$17,514	\$9,492	-46%	2,613	1,274	-51%	\$7	\$7	11%
		South	\$34,412	\$37,206	8%	5,961	6,559	10%	\$6	\$6	-2%
		West	\$101,865	\$115,154	13%	14,515	16,567	14%	\$7	\$7	-1%
Apparel			\$148,237,192	\$162,140,989	9%	2,217,396	2,494,806	13%	\$67	\$65	-3%
	Total Apparel Accessories		\$25,823,665	\$31,338,505	21%	794,220	965,478	22%	\$33	\$32	0%
		Total Apparel Accessories	\$25,823,665	\$31,338,505	21%	794,220	965,478	22%	\$33	\$32	0%
			\$2,657,269	\$3,079,747	16%	82,274	101,227	23%	\$32	\$30	-6%
		Midwest									
		Northeast	\$3,989,969	\$4,425,228	11%	125,479	135,769	8%	\$32	\$33	3%
		South	\$5,289,906	\$6,581,415	24%	169,114	229,654	36%	\$31	\$29	-8%
		West	\$13,886,521	\$17,252,115	24%	417,353	498,828	20%	\$33	\$35	4%
	Total Cold Weather Undergarments		\$8,188,301	\$8,817,259	8%	190,051	184,565	-3%	\$43	\$48	11%
		Total Cold Weather Undergarments	\$8,188,301	\$8,817,259	8%	190,051	184,565	-3%	\$43	\$48	11%
			\$774,220	\$541,653	-30%	14,727	12,518	-15%	\$53	\$43	-18%
		Midwest									
		Northeast	\$1,335,770	\$1,441,412	8%	32,986	29,061	-12%	\$40	\$50	22%
		South	\$2,872,016	\$3,270,844	14%	72,628	76,685	6%	\$40	\$43	8%
		West	\$3,206,295	\$3,563,350	11%	69,710	66,301	-5%	\$46	\$54	17%
	Total Outerwear		\$96,943,394	\$102,911,264	6%	748,887	811,655	8%	\$129	\$127	-2%
		Total Outerwear	\$96,943,394	\$102,911,264	6%	748,887	811,655	8%	\$129	\$127	-2%
			\$12,418,082	\$7,876,428	-37%	87,306	82,878	-5%	\$142	\$95	-33%
		Midwest									
		Northeast	\$18,323,248	\$21,119,037	15%	158,943	166,146	5%	\$115	\$127	10%
		South	\$19,144,883	\$20,875,841	9%	161,768	176,823	9%	\$118	\$118	0%
		West	\$47,057,181	\$53,039,958	13%	340,870	385,808	13%	\$138	\$137	0%
	Total Socks/Hosiery		\$5,417,422	\$6,004,932	11%	295,498	314,170	6%	\$18	\$19	4%
		Total Socks	\$5,417,422	\$6,004,932	11%	295,498	314,170	6%	\$18	\$19	4%
			\$318,636	\$362,591	14%	15,704	17,137	9%	\$20	\$21	4%
		Midwest									
		Northeast	\$835,896	\$671,616	-20%	49,142	39,543	-20%	\$17	\$17	0%
		South	\$1,980,862	\$2,108,087	6%	107,622	114,952	7%	\$18	\$18	0%
		West	\$2,282,028	\$2,862,638	25%	123,030	142,538	16%	\$19	\$20	8%
	Total Sportswear		\$4,568,515	\$4,340,596	-5%	57,807	54,997	-5%	\$79	\$79	0%
		Total Tops	\$4,568,515	\$4,340,596	-5%	57,807	54,997	-5%	\$79	\$79	0%
			\$555,743	\$409,615	-26%	6,906	6,776	-2%	\$80	\$60	-25%
		Midwest									
		Northeast	\$698,366	\$877,238	26%	9,053	11,427	26%	\$77	\$77	0%
		South	\$722,093	\$521,857	-28%	11,917	8,401	-30%	\$61	\$62	3%
		West	\$2,592,313	\$2,531,886	-2%	29,931	28,393	-5%	\$87	\$89	3%
	Total Sweats/Active Bottoms		\$7,295,895	\$8,728,433	20%	130,933	163,941	25%	\$56	\$53	-4%
		Total Sweats/Active Bottoms	\$7,295,895	\$8,728,433	20%	130,933	163,941	25%	\$56	\$53	-4%
			\$1,995,641	\$2,026,808	2%	36,299	47,338	30%	\$55	\$43	-22%
		Midwest									
		Northeast	\$958,028	\$1,344,233	40%	18,044	23,393	30%	\$53	\$57	8%
		South	\$948,709	\$910,635	-4%	18,494	16,778	-9%	\$51	\$54	6%
		West	\$3,393,517	\$4,446,757	31%	58,096	76,432	32%	\$58	\$58	0%
Equipment			\$145,892,089	\$152,926,511	5%	2,105,907	2,313,168	10%	\$69	\$66	-5%

Accessories		\$4,523,418	\$4,775,032	6%	100,936	123,881	23%	\$45	\$39	-14%
First Aid/Body Care		\$613,075	\$866,309	41%	60,275	82,332	37%	\$10	\$11	3%
	Midwest	\$20,648	\$55,511	169%	3,047	8,675	185%	\$7	\$6	-6%
	Northeast	\$9,589	\$27,741	189%	1,688	2,271	35%	\$6	\$12	115%
	South	\$56,832	\$47,296	-17%	4,879	3,770	-23%	\$12	\$13	8%
	West	\$526,006	\$735,761	40%	50,661	67,616	33%	\$10	\$11	5%
Instruments		\$1,944,334	\$2,504,212	29%	29,915	33,143	11%	\$65	\$76	16%
	Midwest	\$102,044	\$303,811	198%	2,630	4,261	62%	\$39	\$71	84%
	Northeast	\$173,920	\$87,394	-50%	1,869	1,274	-32%	\$93	\$69	-26%
	South	\$293,231	\$98,008	-67%	3,404	2,123	-38%	\$86	\$46	-46%
	West	\$1,375,139	\$2,014,999	47%	22,012	25,485	16%	\$62	\$79	27%
Sport Racks		\$1,966,009	\$1,404,511	-29%	10,746	8,406	-22%	\$183	\$167	-9%
	Midwest	\$755,665	\$403,842	-47%	3,838	3,111	-19%	\$197	\$130	-34%
	Northeast	\$361,144	\$379,125	5%	1,668	1,911	15%	\$217	\$198	-8%
	South	\$477,657	\$291,664	-39%	2,408	1,275	-47%	\$198	\$229	15%
	West	\$371,543	\$329,880	-11%	2,832	2,109	-26%	\$131	\$156	19%
Winter/Snow Sports		\$141,368,671	\$148,151,479	5%	2,004,971	2,189,287	9%	\$71	\$68	-4%
Adjustable Poles		\$176,172	\$197,685	12%	3,076	2,685	-13%	\$57	\$74	29%
	Midwest	\$11,636	\$19,565	68%	203	282	39%	\$57	\$69	21%
	Northeast	\$35,569	\$33,263	-6%	663	446	-33%	\$54	\$75	39%
	South	\$8,189	\$5,575	-32%	157	87	-45%	\$52	\$64	23%
	West	\$120,778	\$139,282	15%	2,053	1,870	-9%	\$59	\$74	27%
Alpine Equipment		\$52,811,332	\$57,970,509	10%	208,874	236,559	13%	\$253	\$245	-3%
	Midwest	\$7,103,367	\$6,148,213	-13%	29,633	37,895	28%	\$240	\$162	-32%
	Northeast	\$13,027,092	\$13,742,316	5%	55,556	55,574	0%	\$234	\$247	5%
	South	\$3,655,302	\$5,036,164	38%	16,361	22,288	36%	\$223	\$226	1%
	West	\$29,025,571	\$33,043,816	14%	107,324	120,802	13%	\$270	\$274	1%
Alpine Touring Equipment		\$1,540,613	\$2,030,975	32%	3,581	4,300	20%	\$430	\$472	10%
	Midwest	\$143,276	\$247,863	73%	363	740	104%	\$395	\$335	-15%
	Northeast	\$70,127	\$145,183	107%	201	361	80%	\$349	\$402	15%
	South	\$15,448	\$11,464	-26%	39	24	-38%	\$396	\$478	21%
	West	\$1,311,762	\$1,626,465	24%	2,978	3,175	7%	\$440	\$512	16%
Nordic Equipment		\$2,419,720	\$1,878,186	-22%	22,724	17,045	-25%	\$106	\$110	3%
	Midwest	\$545,229	\$414,210	-24%	5,121	4,919	-4%	\$106	\$84	-21%
	Northeast	\$1,322,579	\$1,172,727	-11%	12,100	9,319	-23%	\$109	\$126	15%
	South	\$11,786	\$851	-93%	141	55	-61%	\$84	\$15	-81%
	West	\$540,126	\$290,398	-46%	5,362	2,752	-49%	\$101	\$106	5%
Skiboards		\$0	\$0		0	0				
	Midwest	\$0	\$0		0	0				
	Northeast	\$0	\$0		0	0				
	South	\$0	\$0		0	0				
	West	\$0	\$0		0	0				
Snow Decks/Skates		\$4,242	\$0	-100%	16	0	-100%	\$265		
	Midwest	\$2,544	\$0	-100%	11	0	-100%	\$231		
	Northeast	\$0			0					
	West	\$1,698	\$0	-100%	5	0	-100%	\$340		
Snowboard Equipment		\$16,326,166	\$19,495,711	19%	71,310	86,749	22%	\$229	\$225	-2%
	Midwest	\$1,872,107	\$2,048,351	9%	8,205	11,276	37%	\$228	\$182	-20%
	Northeast	\$4,261,433	\$3,899,153	-9%	18,747	16,720	-11%	\$227	\$233	3%
	South	\$1,653,932	\$1,880,910	14%	7,778	9,489	22%	\$213	\$198	-7%
	West	\$8,538,694	\$11,667,297	37%	36,580	49,264	35%	\$233	\$237	1%
Telemark Equipment		\$86,964	\$92,748	7%	410	318	-22%	\$212	\$292	38%
	Midwest	\$11,544	\$1,549	-87%	32	12	-63%	\$361	\$129	-64%
	Northeast	\$17,110	\$18,284	7%	121	85	-30%	\$141	\$215	52%
	South		\$0			0				
	West	\$58,310	\$72,915	25%	257	221	-14%	\$227	\$330	45%
Winter/Snow Accessories		\$38,871,475	\$45,645,557	17%	840,791	1,054,335	25%	\$46	\$43	-6%
	Midwest	\$4,811,352	\$5,383,335	12%	81,757	147,103	80%	\$59	\$37	-38%
	Northeast	\$6,424,794	\$5,583,427	-13%	140,929	115,325	-18%	\$46	\$48	6%
	South	\$5,564,930	\$6,357,656	14%	111,776	154,015	38%	\$50	\$41	-17%
	West	\$22,070,399	\$28,321,139	28%	506,329	637,892	26%	\$44	\$44	2%
Winter/Snow Shop Services		\$29,131,987	\$20,840,108	-28%	854,189	787,296	-8%	\$34	\$26	-22%
	Midwest	\$757,203	\$586,160	-23%	24,683	18,067	-27%	\$31	\$32	6%
	Northeast	\$2,502,147	\$1,863,038	-26%	82,752	61,896	-25%	\$30	\$30	0%
	South	\$108,021	\$98,474	-9%	2,902	3,263	12%	\$37	\$30	-19%



	West	\$25,764,616	\$18,292,436	-29%	743,852	704,070	-5%	\$35	\$26	-25%
<b>Grand Total</b>		<b>\$302,480,424</b>	<b>\$325,261,563</b>	<b>8%</b>	<b>4,468,951</b>	<b>4,988,242</b>	<b>12%</b>	<b>\$68</b>	<b>\$65</b>	<b>-4%</b>

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Specialty Only	Season to date	STD (Aug'18 - Mar'19)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change	STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change	STD (Aug'17 - Mar'18)	STD (Aug'18 - Mar'19)	Pct. Change
Accessories			\$57,784,606	\$62,905,749	9%	976,209	1,033,214	6%	\$59	\$61	3%
	Bags		\$33,405,980	\$37,609,073	13%	415,507	449,687	8%	\$80	\$84	4%
		Backpacks	\$2,469,390	\$2,602,355	5%	21,942	24,341	11%	\$113	\$107	-5%
		Midwest	\$339,951	\$457,580	35%	2,499	3,223	29%	\$136	\$142	4%
		Northeast	\$165,625	\$194,367	17%	1,852	2,777	50%	\$89	\$70	-22%
		South	\$68,918	\$41,330	-40%	793	498	-37%	\$87	\$83	-5%
		West	\$1,894,896	\$1,909,078	1%	16,798	17,843	6%	\$113	\$107	-5%
		Sports Equipment Bags	\$30,936,590	\$35,006,718	13%	393,565	425,346	8%	\$79	\$82	5%
		Midwest	\$3,542,529	\$4,653,010	31%	48,377	58,599	21%	\$73	\$79	8%
		Northeast	\$14,439,217	\$15,436,869	7%	196,650	205,447	4%	\$73	\$75	2%
		South	\$5,078,052	\$5,387,277	6%	59,620	59,593	0%	\$85	\$90	6%
		West	\$7,876,792	\$9,529,562	21%	88,918	101,707	14%	\$89	\$94	6%
	Sunglasses		\$24,378,626	\$25,296,676	4%	560,702	583,527	4%	\$43	\$43	0%
		Sunglasses	\$23,227,732	\$24,053,368	4%	390,745	397,495	2%	\$59	\$61	2%
		Midwest	\$2,642,191	\$3,690,416	40%	35,373	55,548	57%	\$75	\$66	-11%
		Northeast	\$2,576,088	\$2,638,032	2%	43,944	44,348	1%	\$59	\$59	1%
		South	\$3,087,513	\$2,781,563	-10%	54,808	45,820	-16%	\$56	\$61	8%
		West	\$14,921,940	\$14,943,357	0%	256,620	251,779	-2%	\$58	\$59	2%
		Sunglasses Accessories	\$1,150,894	\$1,243,308	8%	169,957	186,032	9%	\$7	\$7	-1%
		Midwest	\$106,404	\$230,452	117%	15,693	34,056	117%	\$7	\$7	0%
		Northeast	\$134,311	\$120,731	-10%	17,740	17,154	-3%	\$8	\$7	-7%
		South	\$255,393	\$223,482	-12%	44,165	41,441	-6%	\$6	\$5	-7%
		West	\$654,786	\$668,643	2%	92,359	93,381	1%	\$7	\$7	1%
Apparel			\$1,252,195,083	\$1,361,144,378	9%	17,229,511	19,017,992	10%	\$73	\$72	-1%
	Total Apparel Accessories		\$209,736,865	\$252,721,538	20%	6,193,343	7,369,090	19%	\$34	\$34	1%
		Total Apparel Accessories	\$209,736,865	\$252,721,538	20%	6,193,343	7,369,090	19%	\$34	\$34	1%
		Midwest	\$35,254,920	\$39,405,423	12%	1,047,949	1,176,684	12%	\$34	\$33	0%
		Northeast	\$50,760,464	\$55,769,504	10%	1,492,413	1,654,636	11%	\$34	\$34	-1%
		South	\$37,609,780	\$40,535,479	8%	1,188,199	1,311,928	10%	\$32	\$31	-2%
		West	\$86,111,701	\$117,011,132	36%	2,464,782	3,225,842	31%	\$35	\$36	4%
	Total Cold Weather Undergarments		\$68,878,612	\$78,488,793	14%	1,438,141	1,472,995	2%	\$48	\$53	11%
		Total Cold Weather Undergarment	\$68,878,612	\$78,488,793	14%	1,438,141	1,472,995	2%	\$48	\$53	11%
		Midwest	\$9,831,363	\$10,451,588	6%	180,346	182,655	1%	\$55	\$57	5%
		Northeast	\$16,119,286	\$17,740,095	10%	336,935	351,665	4%	\$48	\$50	5%
		South	\$19,595,072	\$20,067,202	2%	440,670	411,699	-7%	\$44	\$49	10%
		West	\$23,332,891	\$30,229,908	30%	480,190	526,976	10%	\$49	\$57	18%
	Total Outerwear		\$834,301,992	\$874,902,288	5%	5,952,506	6,156,584	3%	\$140	\$142	1%
		Total Outerwear	\$834,301,992	\$874,902,288	5%	5,952,506	6,156,584	3%	\$140	\$142	1%
		Midwest	\$157,409,842	\$136,438,767	-13%	1,029,959	1,002,872	-3%	\$153	\$136	-11%
		Northeast	\$210,148,331	\$235,313,866	12%	1,493,473	1,617,150	8%	\$141	\$146	3%
		South	\$174,837,716	\$174,551,024	0%	1,343,464	1,277,956	-5%	\$130	\$137	5%
		West	\$291,906,103	\$328,598,631	13%	2,085,610	2,258,606	8%	\$140	\$145	4%
	Total Socks/Hosiery		\$40,310,501	\$46,494,851	15%	2,182,277	2,402,613	10%	\$18	\$19	5%
		Total Socks	\$40,310,501	\$46,494,851	15%	2,182,277	2,402,613	10%	\$18	\$19	5%
		Midwest	\$3,914,363	\$4,848,330	24%	200,418	223,000	11%	\$20	\$22	11%
		Northeast	\$10,403,142	\$10,450,448	0%	578,048	573,493	-1%	\$18	\$18	1%
		South	\$11,155,985	\$11,860,210	6%	613,332	642,771	5%	\$18	\$18	1%
		West	\$14,837,011	\$19,335,863	30%	790,479	963,349	22%	\$19	\$20	7%
	Total Sportswear		\$38,260,995	\$40,542,710	6%	438,493	455,684	4%	\$87	\$89	2%
		Total Tops	\$38,260,995	\$40,542,710	6%	438,493	455,684	4%	\$87	\$89	2%
		Midwest	\$7,565,650	\$8,894,427	18%	85,814	107,089	25%	\$88	\$83	-6%
		Northeast	\$8,379,309	\$10,053,171	20%	95,823	112,684	18%	\$87	\$89	2%
		South	\$5,570,045	\$4,513,216	-19%	82,436	61,460	-25%	\$68	\$73	9%
		West	\$16,745,991	\$17,081,896	2%	174,420	174,451	0%	\$96	\$98	2%
	Total Sweats/Active Bottoms		\$60,706,118	\$67,994,798	12%	1,024,551	1,161,026	13%	\$59	\$59	-1%
		Total Sweats/Active Bottoms	\$60,706,118	\$67,994,798	12%	1,024,551	1,161,026	13%	\$59	\$59	-1%
		Midwest	\$15,110,000	\$17,762,537	18%	263,745	339,310	29%	\$57	\$52	-9%
		Northeast	\$12,924,400	\$15,334,311	19%	210,252	250,807	19%	\$61	\$61	-1%
		South	\$10,982,044	\$8,935,983	-19%	190,676	155,279	-19%	\$58	\$58	0%
		West	\$21,689,674	\$25,961,967	20%	359,878	415,630	15%	\$60	\$62	4%
Equipment			\$1,496,345,741	\$1,619,977,014	8%	19,641,468	22,609,012	15%	\$76	\$72	-6%
	Accessories		\$31,481,107	\$30,749,006	-2%	552,052	564,898	2%	\$57	\$54	-5%
		First Aid/Body Care	\$2,712,056	\$3,031,004	12%	273,416	288,582	6%	\$10	\$11	6%
		Midwest	\$157,482	\$175,188	11%	22,921	25,967	13%	\$7	\$7	-2%
		Northeast	\$144,612	\$192,161	33%	16,855	21,943	30%	\$9	\$9	2%
		South	\$193,928	\$183,219	-6%	16,937	15,365	-9%	\$11	\$12	4%
		West	\$2,216,034	\$2,480,436	12%	216,703	225,307	4%	\$10	\$11	8%
		Instruments	\$13,315,800	\$14,110,571	6%	184,564	194,638	5%	\$72	\$72	0%
		Midwest	\$1,144,475	\$1,820,084	59%	17,043	28,390	67%	\$67	\$64	-5%
		Northeast	\$1,561,745	\$1,186,603	-24%	21,079	16,848	-20%	\$74	\$70	-5%
		South	\$2,534,211	\$826,027	-67%	24,700	14,545	-41%	\$103	\$57	-45%
		West	\$8,075,369	\$10,277,857	27%	121,742	134,855	11%	\$66	\$76	15%
		Sport Racks	\$15,453,251	\$13,607,431	-12%	94,072	81,678	-13%	\$164	\$167	1%
		Midwest	\$3,753,629	\$3,210,039	-14%	25,070	24,012	-4%	\$150	\$134	-11%

	Northeast	\$5,521,150	\$5,157,717	-7%	29,953	27,206	-9%	\$184	\$190	3%
	South	\$2,845,943	\$2,387,559	-16%	16,072	12,356	-23%	\$177	\$193	9%
	West	\$3,332,529	\$2,852,116	-14%	22,977	18,104	-21%	\$145	\$158	9%
Winter/Snow Sports		\$1,464,864,634	\$1,589,228,008	8%	19,089,416	22,044,114	15%	\$77	\$72	-6%
	Adjustable Poles	\$1,844,889	\$2,009,693	9%	31,442	28,247	-10%	\$59	\$71	21%
	Midwest	\$178,874	\$307,213	72%	3,120	4,869	56%	\$57	\$63	10%
	Northeast	\$474,513	\$341,433	-28%	9,606	5,369	-44%	\$49	\$64	29%
	South	\$53,875	\$84,183	56%	973	1,069	10%	\$55	\$79	42%
	West	\$1,137,627	\$1,276,864	12%	17,743	16,940	-5%	\$64	\$75	18%
	Alpine Equipment	\$531,101,176	\$565,048,587	6%	2,187,411	2,272,514	4%	\$243	\$249	2%
	Midwest	\$89,449,785	\$96,771,293	8%	415,681	456,623	10%	\$215	\$212	-2%
	Northeast	\$158,355,789	\$176,458,075	11%	651,947	704,930	8%	\$243	\$250	3%
	South	\$46,331,544	\$53,402,511	15%	190,301	213,168	12%	\$243	\$251	3%
	West	\$236,964,058	\$238,416,708	1%	929,482	897,793	-3%	\$255	\$266	4%
	Alpine Touring Equipment	\$12,347,580	\$14,984,503	21%	26,549	29,766	12%	\$465	\$503	8%
	Midwest	\$685,607	\$1,128,532	65%	1,644	2,859	74%	\$417	\$395	-5%
	Northeast	\$976,347	\$1,817,983	86%	2,576	4,177	62%	\$379	\$435	15%
	South	\$92,032	\$167,786	82%	205	335	63%	\$449	\$501	12%
	West	\$10,593,594	\$11,870,202	12%	22,124	22,395	1%	\$479	\$530	11%
	Nordic Equipment	\$25,686,822	\$26,264,381	2%	236,407	230,212	-3%	\$109	\$114	5%
	Midwest	\$6,166,185	\$6,416,259	4%	64,419	65,951	2%	\$96	\$97	2%
	Northeast	\$13,206,656	\$15,830,059	20%	114,905	129,166	12%	\$115	\$123	7%
	South	\$128,956	\$189,409	47%	1,271	1,805	42%	\$101	\$105	3%
	West	\$6,185,025	\$8,828,654	-38%	55,812	33,290	-40%	\$111	\$115	4%
	Skiboards	\$675	\$19,803	2834%	8	103	1188%	\$84	\$192	128%
	Midwest	\$0	\$15,868		0	69			\$230	
	Northeast	\$0	\$1,724		0	25			\$69	
	South	\$675	\$2,211	228%	8	9	13%	\$84	\$246	191%
	West	\$0	\$0		0	0				
	Snow Decks/Skates	\$45,977	\$8,551	-81%	164	33	-80%	\$280	\$259	-8%
	Midwest	\$34,101	\$3,085	-91%	104	12	-88%	\$328	\$257	-22%
	Northeast	\$0	\$0		0	0				
	West	\$11,876	\$5,466	-54%	60	21	-65%	\$198	\$260	32%
	Snowboard Equipment	\$213,255,317	\$242,977,027	14%	912,604	1,014,972	11%	\$234	\$239	2%
	Midwest	\$31,180,944	\$38,485,504	23%	149,789	186,069	24%	\$208	\$207	-1%
	Northeast	\$66,073,617	\$75,519,536	14%	279,855	309,728	11%	\$236	\$244	3%
	South	\$23,322,086	\$24,137,243	3%	102,015	104,487	2%	\$229	\$231	1%
	West	\$92,678,670	\$104,834,744	13%	380,945	414,688	9%	\$243	\$253	4%
	Telemark Equipment	\$773,077	\$982,967	27%	3,045	3,270	7%	\$254	\$301	18%
	Midwest	\$44,947	\$30,926	-31%	181	92	-49%	\$248	\$336	35%
	Northeast	\$238,623	\$318,365	33%	1,116	1,294	16%	\$214	\$246	15%
	South		\$1,565			8			\$196	
	West	\$489,507	\$632,111	29%	1,748	1,876	7%	\$280	\$337	20%
	Winter/Snow Accessories	\$271,474,950	\$322,851,963	19%	6,093,742	7,964,560	31%	\$45	\$41	-9%
	Midwest	\$39,544,799	\$55,913,788	41%	734,837	1,415,225	93%	\$54	\$40	-27%
	Northeast	\$65,770,703	\$68,758,390	5%	1,503,253	1,438,224	-4%	\$44	\$48	9%
	South	\$37,714,387	\$38,924,385	3%	866,454	904,082	4%	\$44	\$43	-1%
	West	\$128,445,061	\$159,255,400	24%	2,989,198	4,207,029	41%	\$43	\$38	-12%
	Winter/Snow Shop Services	\$408,334,171	\$414,080,533	1%	9,598,044	10,500,437	9%	\$43	\$39	-7%
	Midwest	\$8,773,935	\$9,114,876	4%	257,247	251,912	-2%	\$34	\$36	6%
	Northeast	\$68,078,053	\$59,376,582	-13%	1,412,750	1,204,467	-15%	\$48	\$49	2%
	South	\$2,355,918	\$2,535,442	8%	44,690	46,693	4%	\$53	\$54	3%
	West	\$329,126,265	\$343,053,633	4%	7,883,357	8,997,365	14%	\$42	\$38	-9%
Grand Total		\$2,806,325,430	\$3,044,027,741	8%	37,846,988	42,660,218	13%	\$74	\$71	-4%