



Retail Audit Report

Members receive the benefits of SIA's in-depth research at a fraction of the cost of doing it themselves, and at much lower costs than for-profit research companies charge. In conjunction with the market research firm, Leisure Trends Group, SIA reports retail sales in six periods during the season (August through March) in the **Retail Audit**. Leisure Trends is a full-service consumer research and consulting company specializing in leisure, sports, hospitality, entertainment and retail tracking research.

The *Retail Audit* covers five categories and a total of 36 product segments. These include:

- Ski Snowboard Nordic Equipment Apparel Accessories

The data is gathered by accessing actual point-of-sale transactions from a geographically balanced national sample of over 1,000 independent specialty and sporting good chain retail storefronts. The *Retail Audit* covers the five categories and a total of 36 product segments. The research package for the *Retail Audit* is comprised of distinct reports which are available electronically: Executive Market Summary, *Retail Audit-Top Line*, *Retail Audit-Brand Share*.

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