

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 15**

November 2025

Why Do Customers Choose Dick's and Academy?

If You Had To Choose One Sporting Goods Retailer, Which, and Why?

NPS

Competitive Dynamics

Sporting Goods Retail Trends

What do you like most about Dick's sporting goods?

Posed to all respondents who have shopped Dick's.

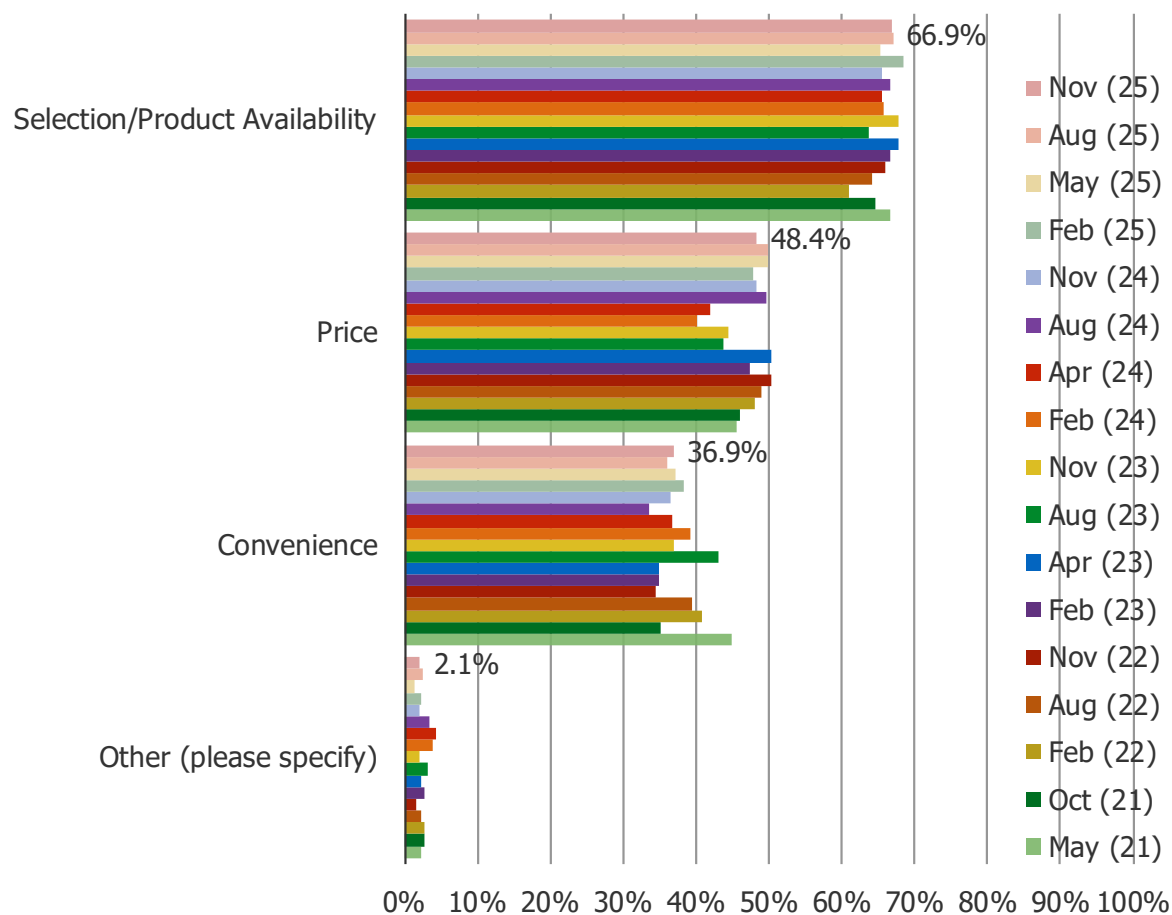
November 2025



N=726

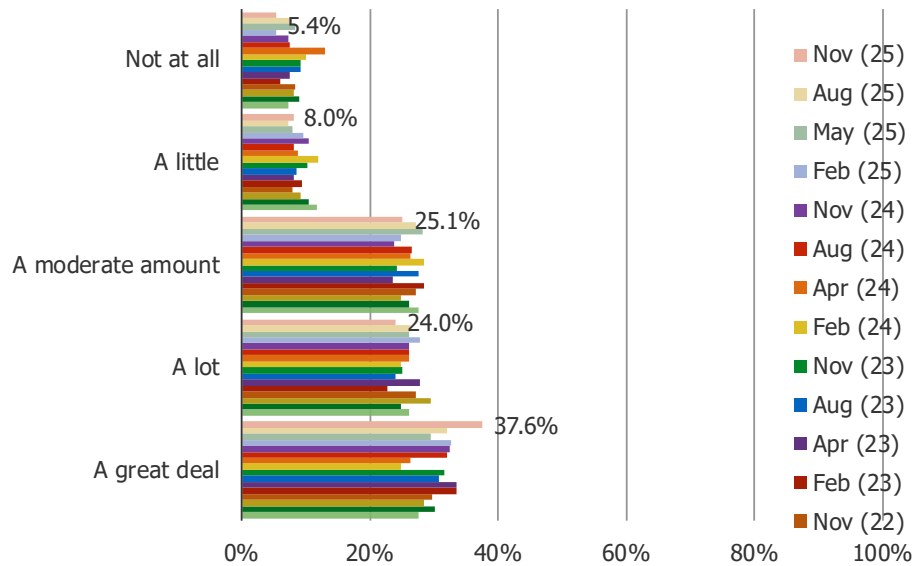
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

Posed to all respondents who have shopped Dick's.



How much of a role do the brands available at Dick's play in your decision to shop at Dick's?

Posed to all respondents who have shopped Dick's.

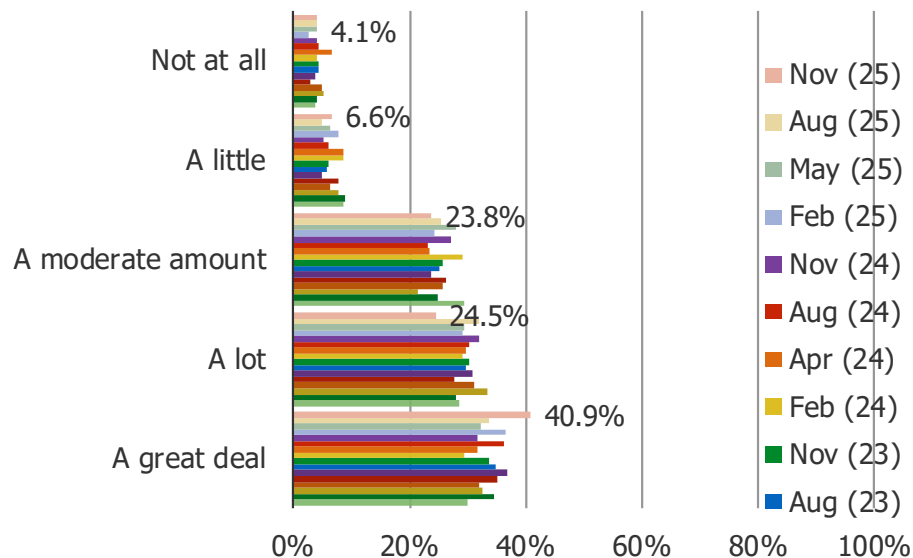


Fill-in: Which brands are important?



How much of a role do the types of products available at Dick's play in your decision to shop at Dick's?

Posed to all respondents who have shopped Dick's.



Fill-in: Which products are important?



What do you like most about Academy Sports and Outdoors?

Posed to all respondents who have shopped Academy.

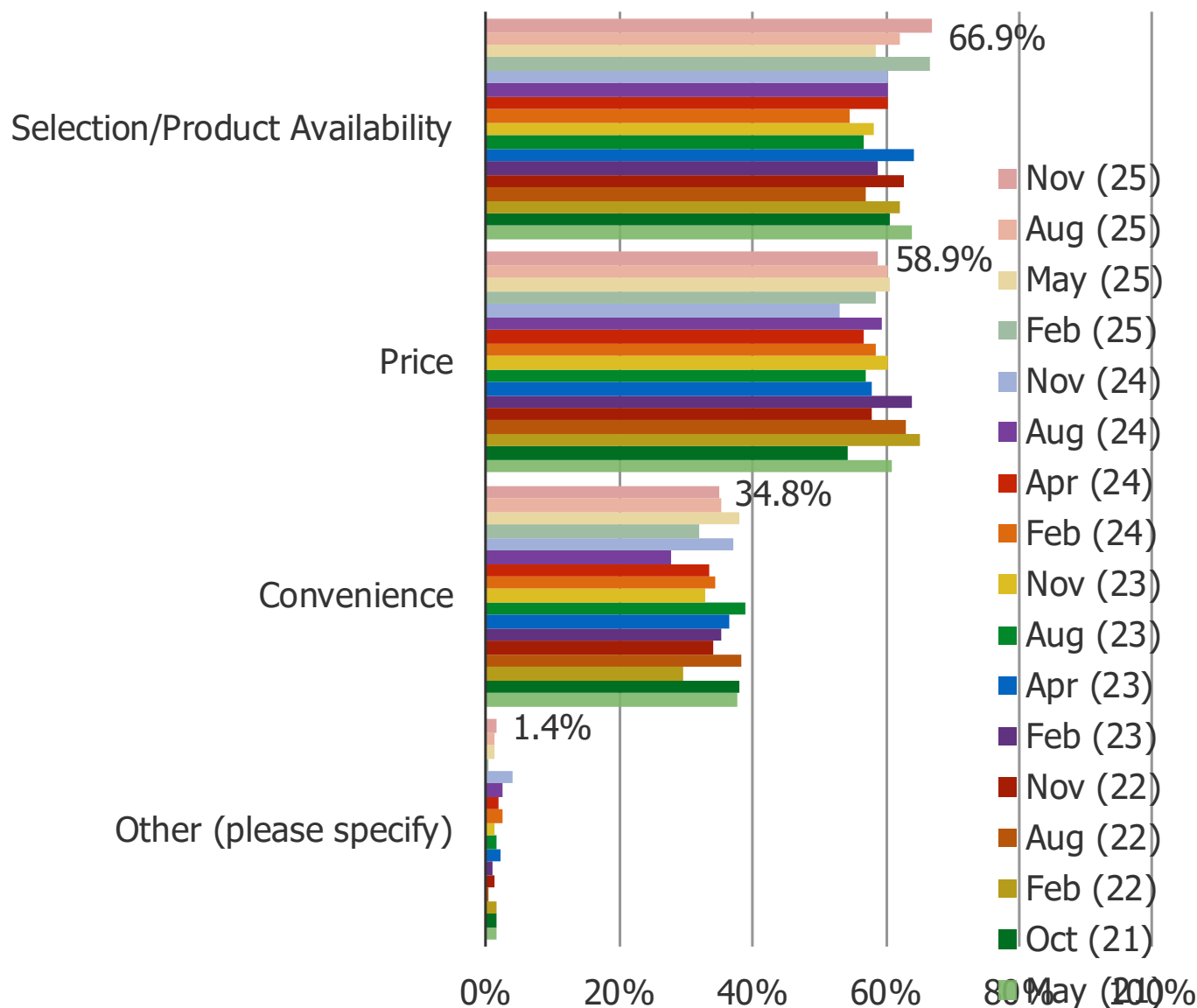
November 2025



N=287

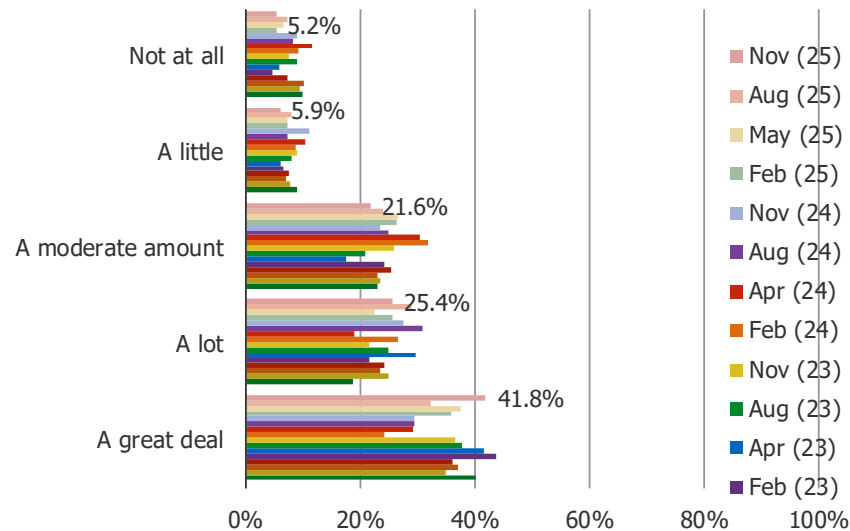
When you shop Academy Sports and Outdoors, which typically describes why you chose Academy? (Please select 1-2 choices)

Posed to all respondents who have shopped Academy.



How much of a role do the brands available at Academy play in your decision to shop at Academy?

Posed to all respondents who have shopped Academy.

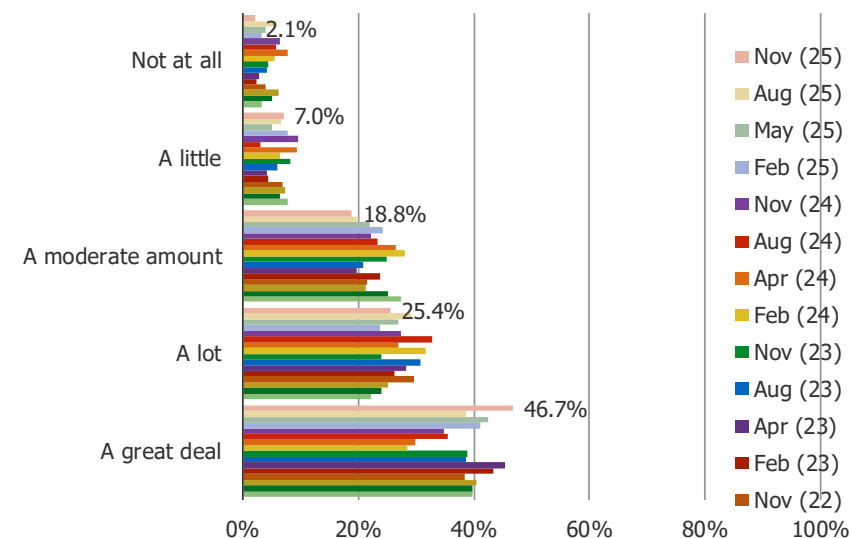


Fill-in: Which brands are important?



How much of a role do the types of products available at Academy play in your decision to shop at Academy?

Posed to all respondents who have shopped Academy.



Fill-in: Which products are important?



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If You Had To Choose One Sporting Goods Retailer, Which, and Why?

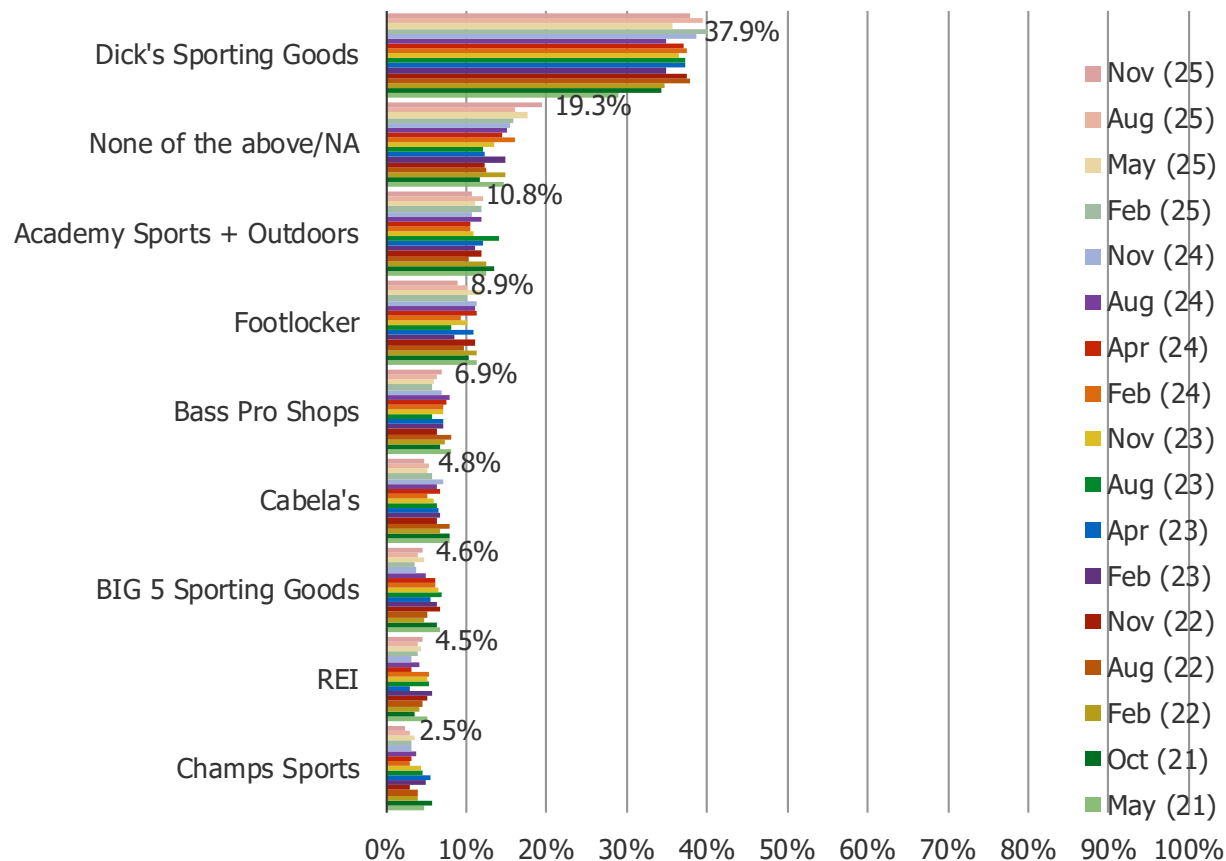
NPS

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Sporting Goods Retail Trends

If you had to buy sporting goods/apparel or any related items that these retailers sell, which of the following retailers would you be most likely to choose?

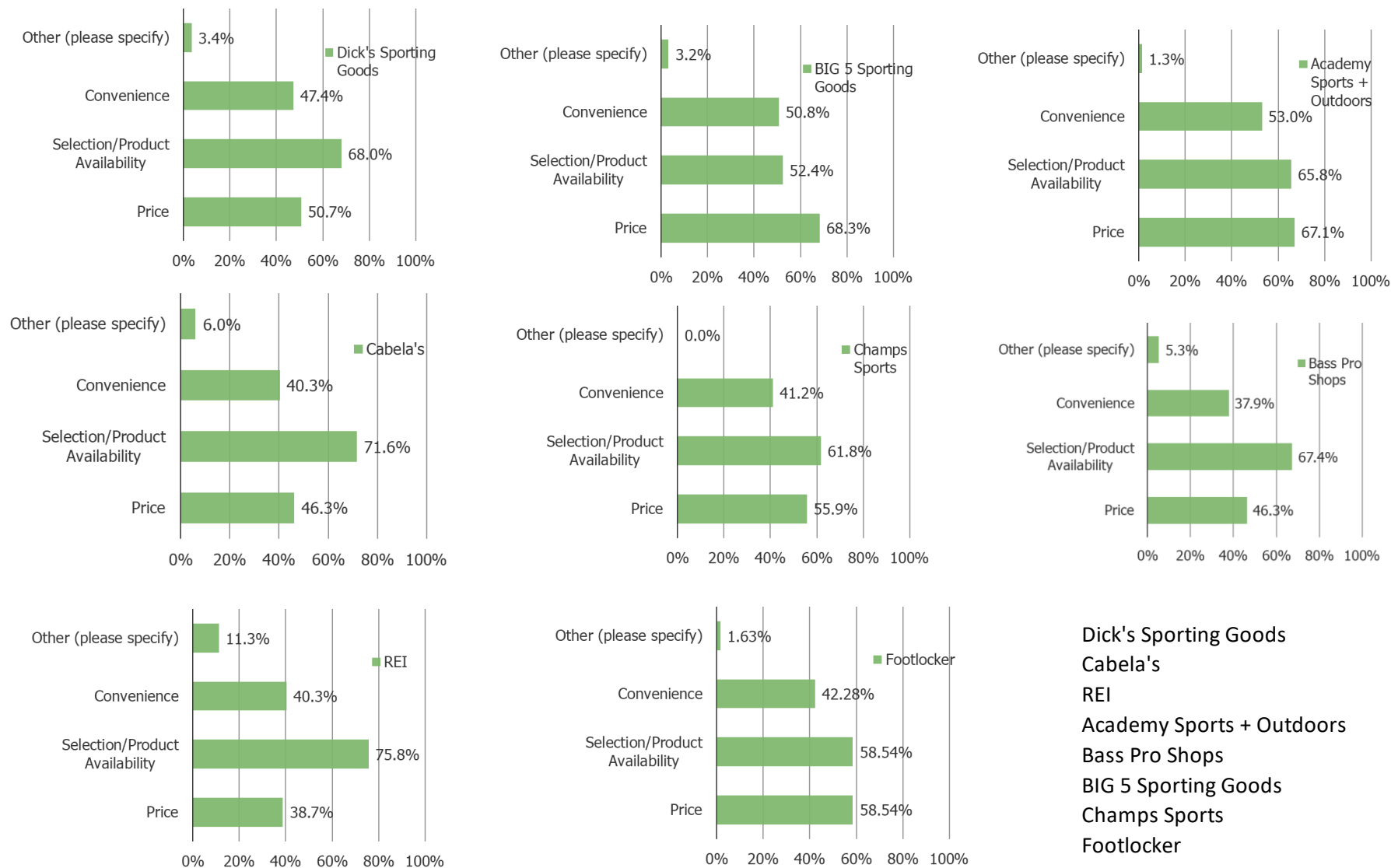
Posed to all respondents.



* Reasons why respondents selected each of the above over the rest of the list explained on the next page.

Why would you be most likely to choose _____ over other shown on the prior page? (Select ALL that apply)

Posed to all respondents, piping in the answer choice they selected they would pick if shopping for sporting goods today.



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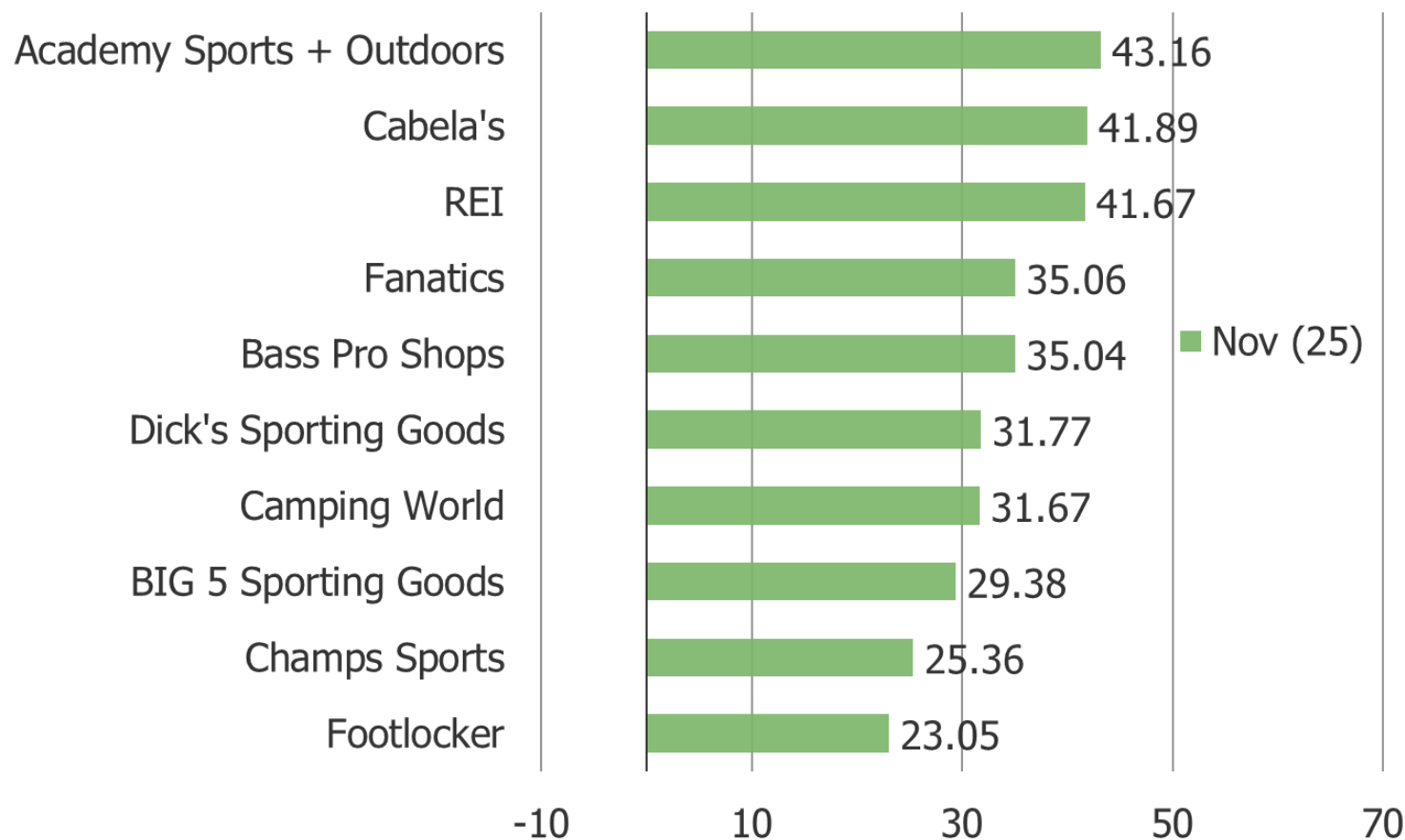
NPS

Competitive Dynamics

Sporting Goods Retail Trends

How likely are you to recommend the following to a friend or colleague?

Posed to all respondents who have shopped the below ever.



	N=
Dick's Sporting Goods	724
Cabela's	296
REI	192
Academy Sports + Outdoors	285
Bass Pro Shops	351
BIG 5 Sporting Goods	194
Champs Sports	209
Footlocker	564
Camping World	120
Fanatics	174

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When you think of sporting goods retail companies, which comes to mind first? (Fill-In)

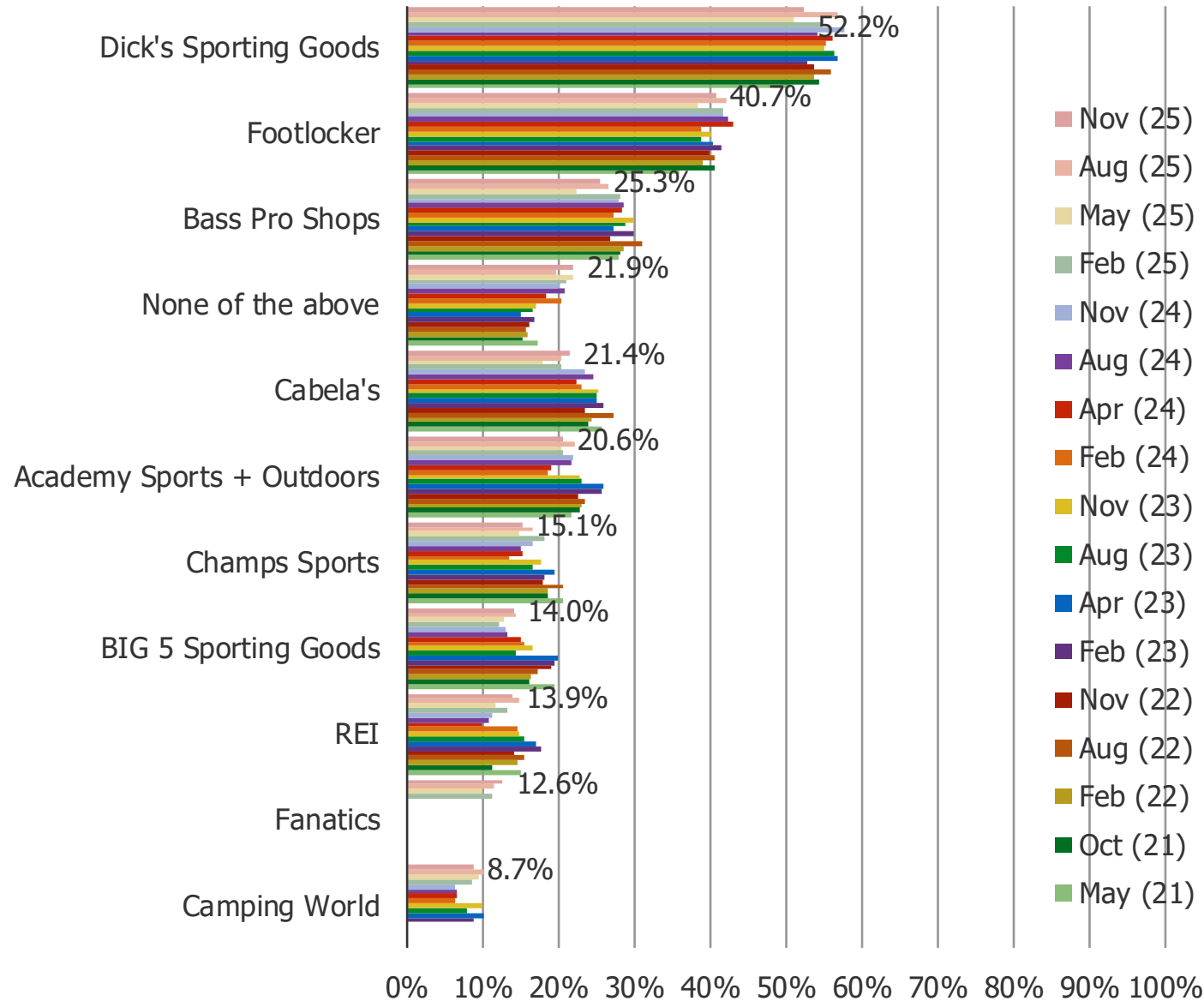
Posed to all respondents.

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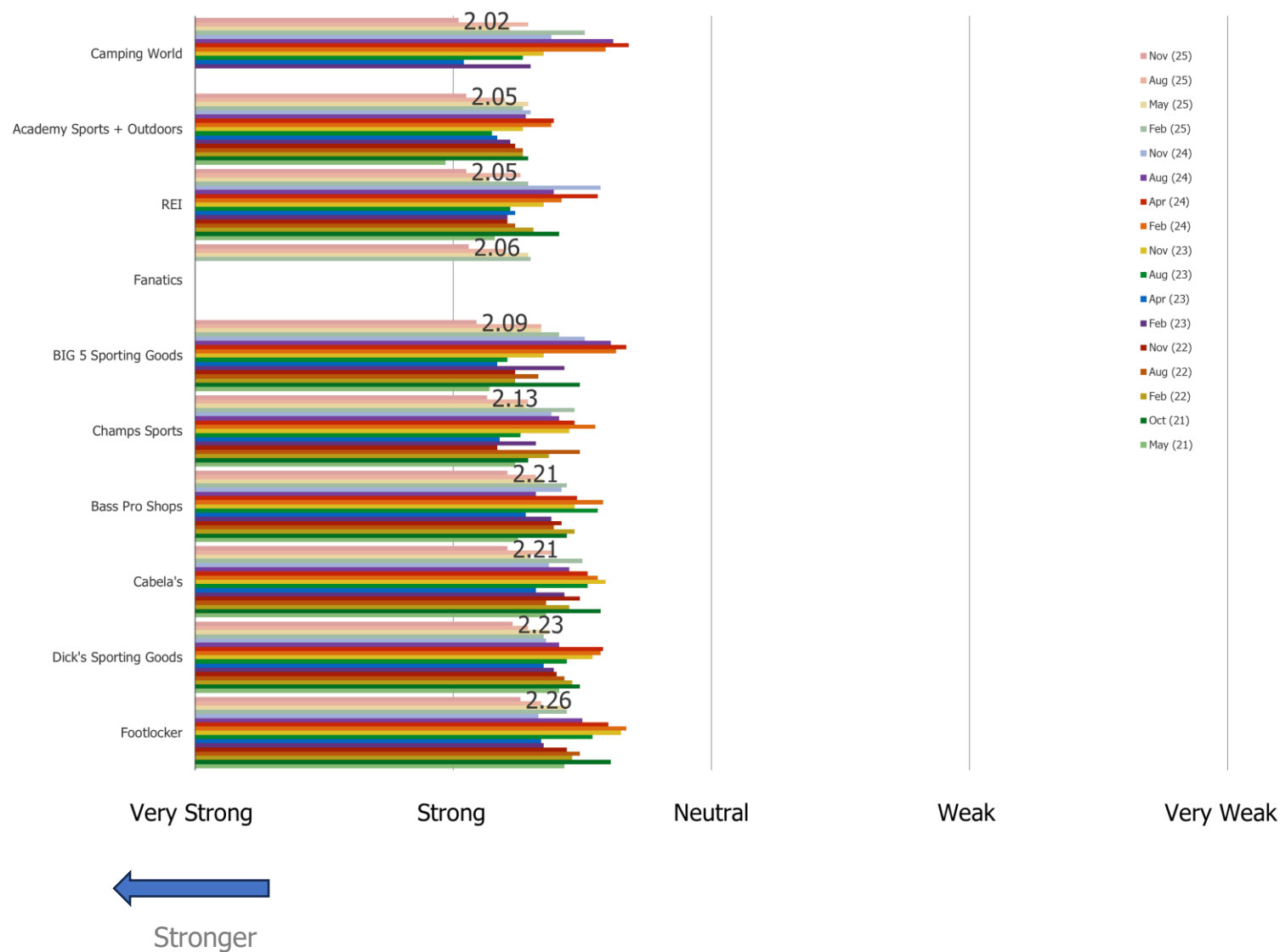
Have you ever purchased anything form the following retailers?

Posed to all respondents.



Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	724
Cabela's	296
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