

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 17**

May 2026

Why Do Customers Choose Dick's and Academy?

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

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.

Category	Percentage	Count
Wide Selection / Variety / Inventory	41.67%	5,797
Other / Unclassified	17.51%	2,436
Apparel / Shoes / Specific Brands	9.50%	1,321
Convenience / Store Layout / Atmosphere	6.40%	891
Prices / Sales / Value	6.18%	860
Generic Positive / Helpful	5.62%	782
High Quality Products	5.43%	756
Sports Equipment / Specific Categories	2.88%	401
Customer Service / Staff	2.57%	358
Blank / Unsure	2.23%	310

Regression Results (Sorted by Significance):

Category	R ²	P-Value	Trend
Wide Selection / Variety / Inventory	0.50	0.0007*	Increasing
Other / Unclassified	0.47	0.0012*	Decreasing
Generic Positive / Helpful	0.36	0.0063*	Decreasing
Convenience / Store Layout / Atmosphere	0.34	0.0084*	Decreasing
Prices / Sales / Value	0.18	0.0665	Increasing
Apparel / Shoes / Specific Brands	0.15	0.0987	Increasing
Customer Service / Staff	0.05	0.3481	Decreasing
High Quality Products	0.01	0.6639	Decreasing

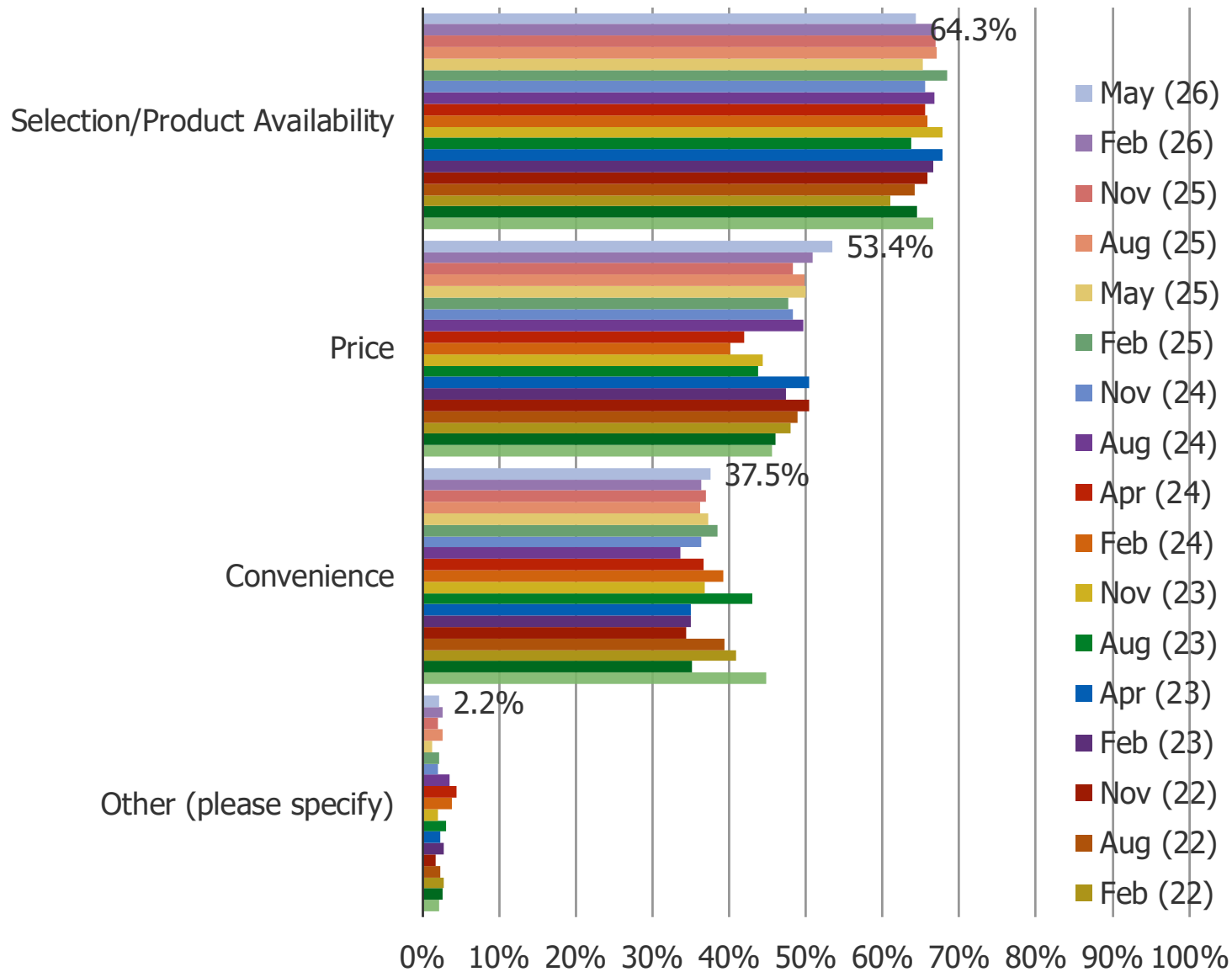
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Source: Bespoke Market Intelligence Survey

Tickers: DKS

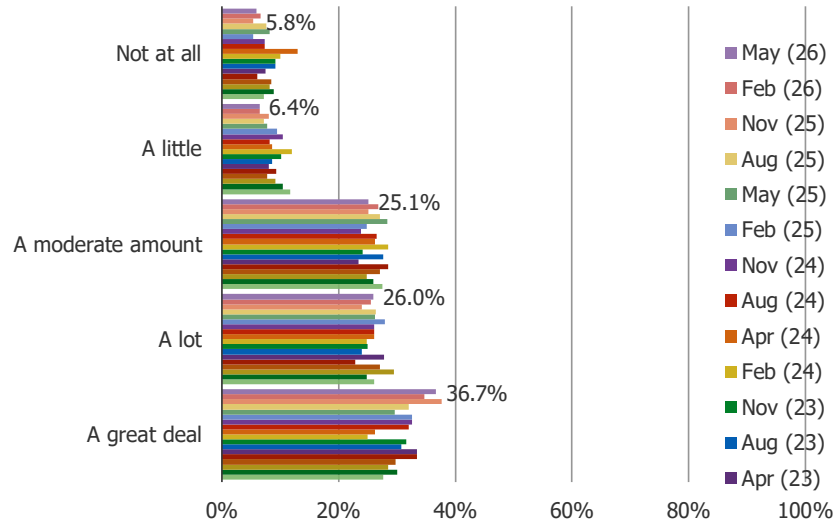
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

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.



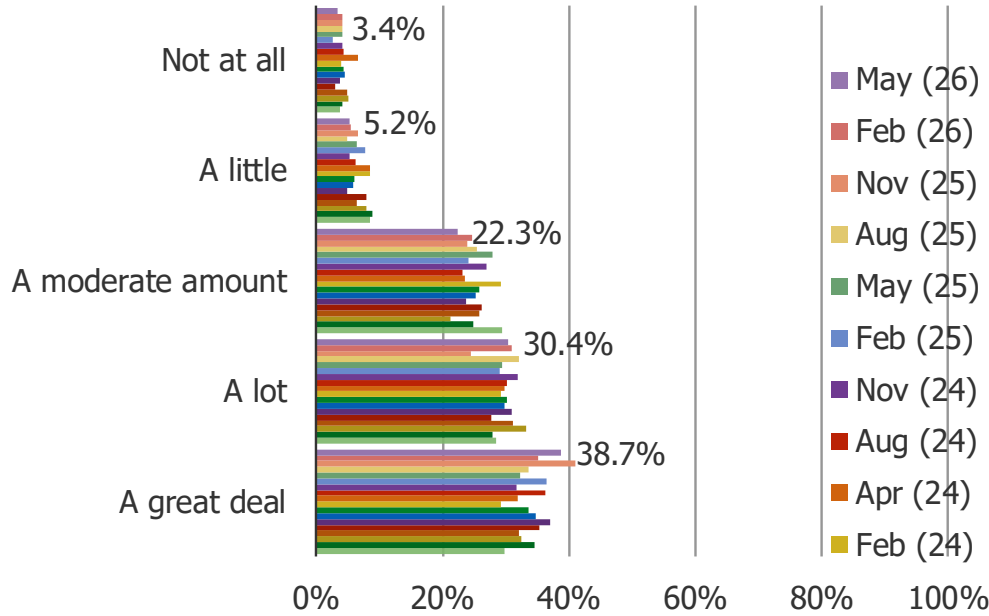
Regression Results (Sorted by Significance):

Category	R ²	P-Value	Trend
Nike	0.64	0.0001*	Increasing
Other / Unclassified	0.44	0.0027*	Decreasing
General Positive / High Quality	0.40	0.0052*	Decreasing
Blank / Unsure	0.32	0.0139*	Decreasing
Columbia	0.26	0.0298*	Decreasing
New Balance	0.15	0.1140	Increasing
Adidas	0.13	0.1407	Increasing
Under Armour	0.08	0.2508	Decreasing
The North Face	0.04	0.4163	Increasing
All / Most Brands	0.04	0.4553	Decreasing

Category	Percentage	Count
Nike	35.86%	3,518
Other / Unclassified	22.57%	2,214
Adidas	9.89%	970
Under Armour	7.85%	770
All / Most Brands	4.88%	479
Blank / Unsure	3.70%	363
The North Face	2.28%	224
General Positive / High Quality	2.00%	196
Columbia	1.84%	181
New Balance	1.58%	155

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.



Expected Product Types Summary:

Category	Percentage	Count
Other / Unclassified	18.01%	1,614
Multiple Product Types	15.00%	1,344
Apparel / Clothing (e.g., shirts, shorts, jersey, leggings)	14.23%	1,275
Specific Brands (e.g., Nike, Adidas, Under Armour, Yeti)	12.25%	1,098
Footwear / Shoes (e.g., sneakers, cleats, boots)	9.76%	875
General Sporting Goods / Variety	9.70%	869
Outdoor / Recreation / Hunting (e.g., fishing, camping, bikes)	7.48%	670
Blank / Unsure / None	3.69%	331
Team Sports / Ball Sports Equipment	3.51%	315
General Positive Feedback (e.g., "good stuff," "quality")	3.05%	273
Golf	1.90%	170
Fitness / Exercise Equipment	1.43%	128

Most Significant Trends (Sorted by Significance):

Category	R ²	P-Value	Trend
General Positive Feedback	0.64	0.0001*	Decreasing
Footwear / Shoes	0.49	0.0012*	Increasing
Multiple Product Types	0.46	0.0021*	Increasing
Other / Unclassified	0.37	0.0077*	Decreasing
Blank / Unsure / None	0.29	0.0207*	Decreasing
Specific Brands	0.22	0.0514	Increasing
Team Sports / Ball Sports Equipment	0.15	0.1076	Increasing

What do you like most about Academy Sports and Outdoors?

Posed to all respondents who have shopped Academy.

Category	Percentage	Count
Selection / Variety / Inventory	25.35%	1,414
Other / Unclassified	18.18%	1,014
Prices / Affordability / Deals	16.97%	947
Generic Positive / Helpful	11.85%	661
Convenience / Location / Store Layout	7.31%	408
Apparel / Shoes / Style	6.58%	367
High Quality / Brand Names	5.84%	326
Outdoor / Hunting / Fishing / Gear	3.10%	173
Blank / Unsure / Nothing	2.98%	166
Customer Service / Staff	1.85%	103

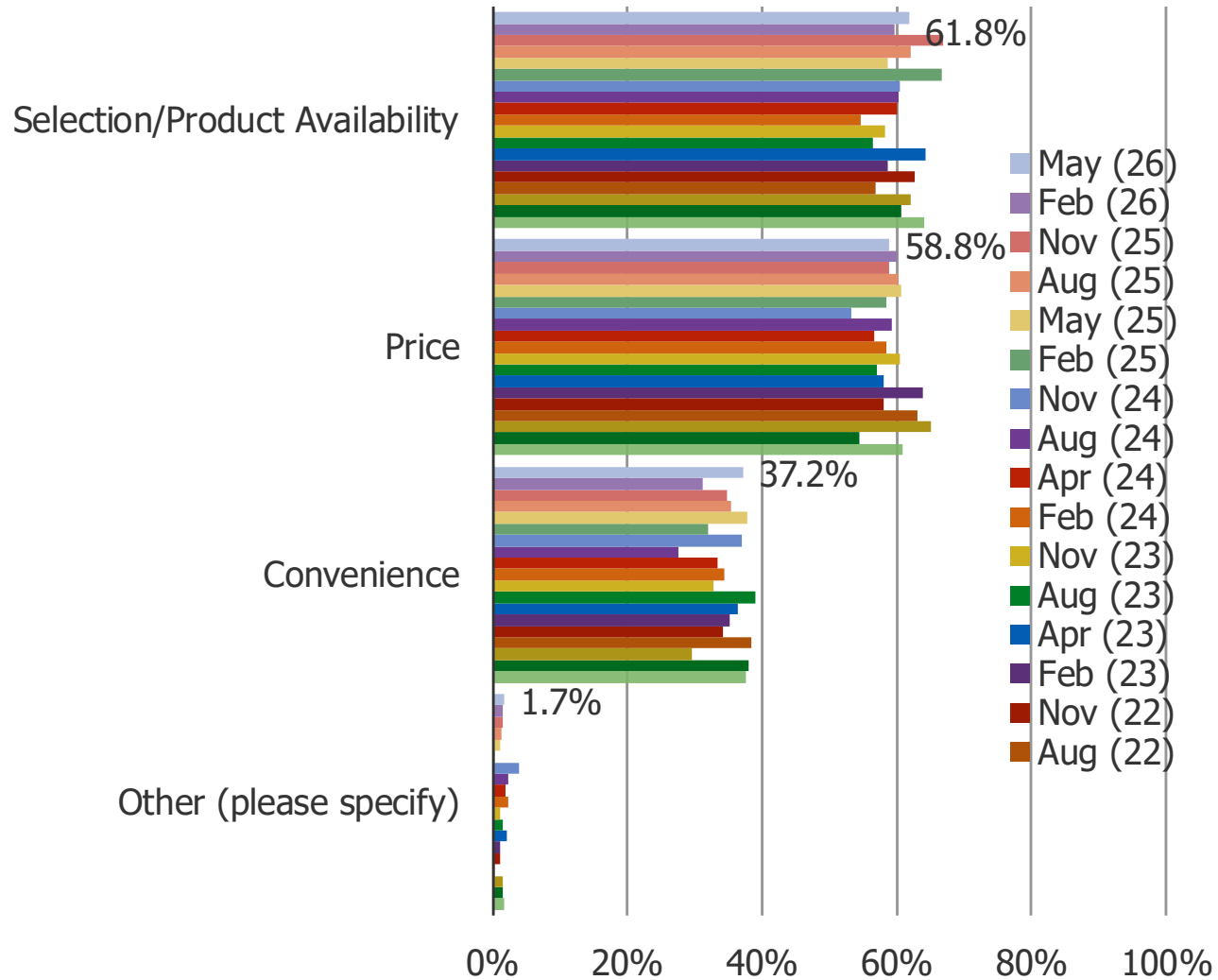
Most Significant Trends (Sorted by Significance):

Category	R ²	P-Value	Trend
Prices / Affordability / Deals	0.55	0.0003*	Increasing
Other / Unclassified	0.45	0.0016*	Decreasing
Apparel / Shoes / Style	0.37	0.0060*	Increasing
Selection / Variety / Inventory	0.34	0.0085*	Increasing
Generic Positive / Helpful	0.28	0.0196*	Decreasing
Customer Service / Staff	0.18	0.0727	Decreasing
Outdoor / Hunting / Fishing / Gear	0.04	0.3975	Increasing

N=301

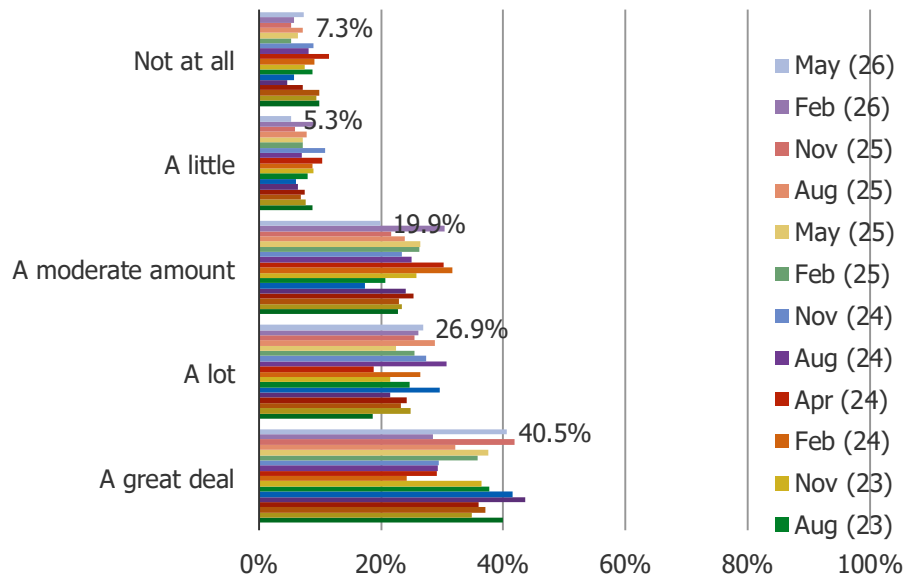
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.



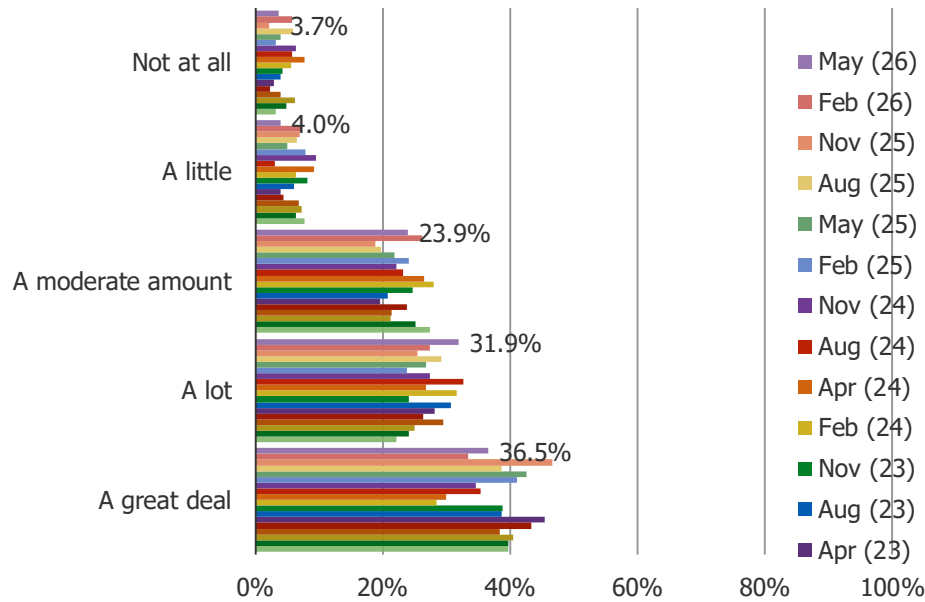
Category	Percentage	Count
Nike	28.91%	1,042
Other / Unclassified (includes categories like "fishing" or "ammo")	28.50%	1,027
Adidas	9.02%	325
Under Armour	6.77%	244
All / Most Major Brands	4.99%	180
Blank / Unsure / None	4.27%	154
General Positive / High Quality	3.94%	142
Columbia	1.94%	70
New Balance	1.58%	57
Puma	1.50%	54

Most Significant Trends (Sorted by Significance):

Category	R ²	P-Value	Trend
Nike	0.61	0.0001*	Increasing
Other / Unclassified	0.45	0.0022*	Decreasing
General Positive / High Quality	0.35	0.0100*	Decreasing
Puma	0.20	0.0648	Increasing
Columbia	0.20	0.0659	Increasing
Blank / Unsure / None	0.14	0.1237	Decreasing
Adidas	0.09	0.2296	Increasing
Under Armour	0.08	0.2593	Increasing
All / Most Major Brands	0.00	0.7829	Decreasing

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.



Expected Product Types Summary (Academy):

Category	Percentage	Count
Other / Unclassified	30.20%	1,036
Apparel / Clothing	12.13%	416
Multiple Product Types	12.10%	415
Specific Brands	10.47%	359
Footwear / Shoes	9.65%	331
Outdoor / Hunting / Fishing / Gear	8.43%	289
General Sporting Goods / Variety	8.40%	288
Blank / Unsure / None	4.29%	147
Team Sports / Ball Sports / Golf	2.97%	102
Fitness / Exercise Equipment	1.37%	47

Most Significant Trends (Sorted by Significance):

Category	R ²	P-Value	Trend
Footwear / Shoes	0.41	0.0041*	Increasing
Other / Unclassified	0.40	0.0052*	Decreasing
Multiple Product Types	0.24	0.0400*	Increasing
Team Sports / Ball Sports / Golf	0.11	0.1811	Increasing
General Sporting Goods / Variety	0.03	0.4878	Increasing
Fitness / Exercise Equipment	0.01	0.6381	Decreasing

Why Do Customers Choose Dick's and Academy?

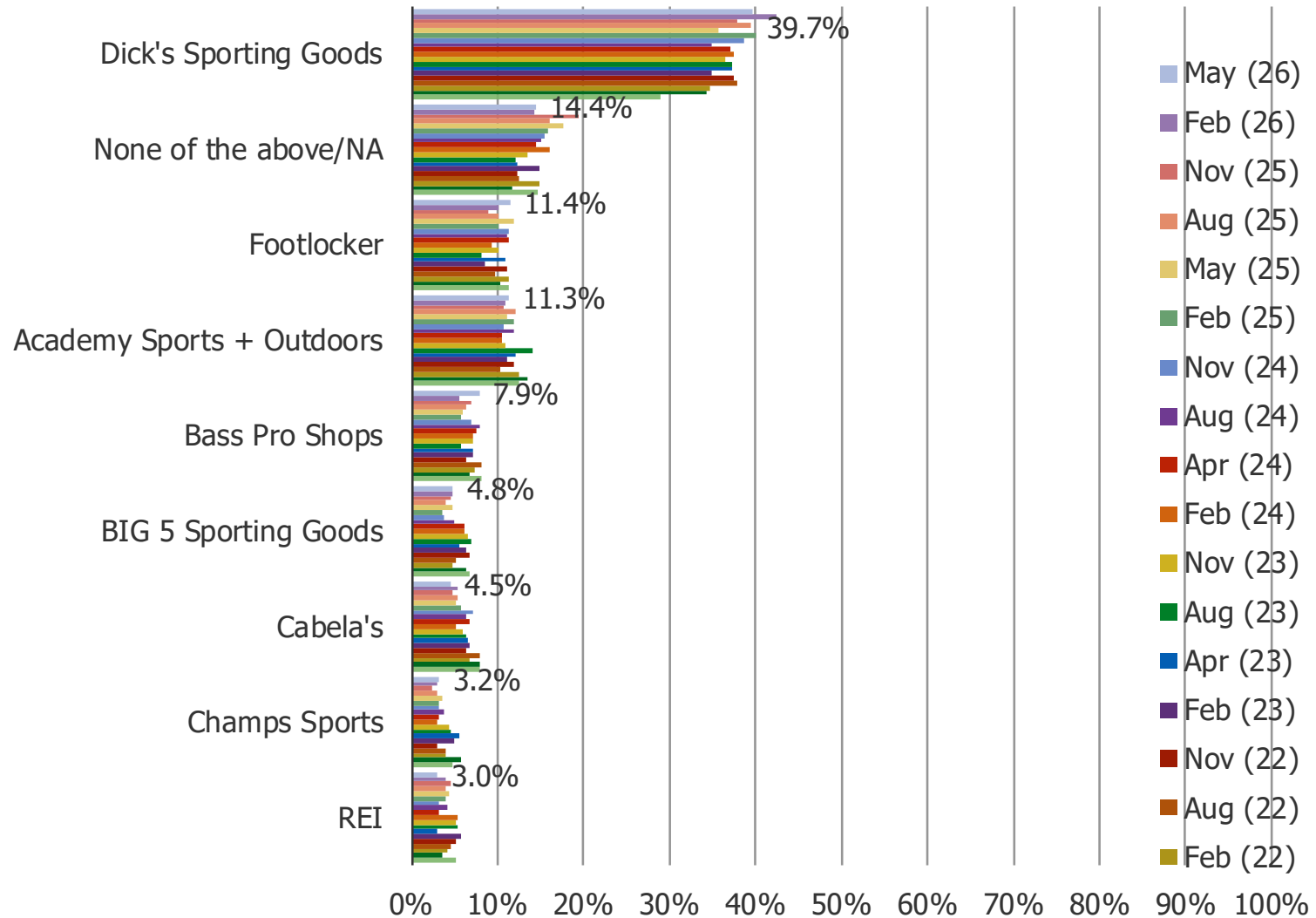
If You Had To Choose One Sporting Goods Retailer, Which, and Why?

Competitive Dynamics

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?

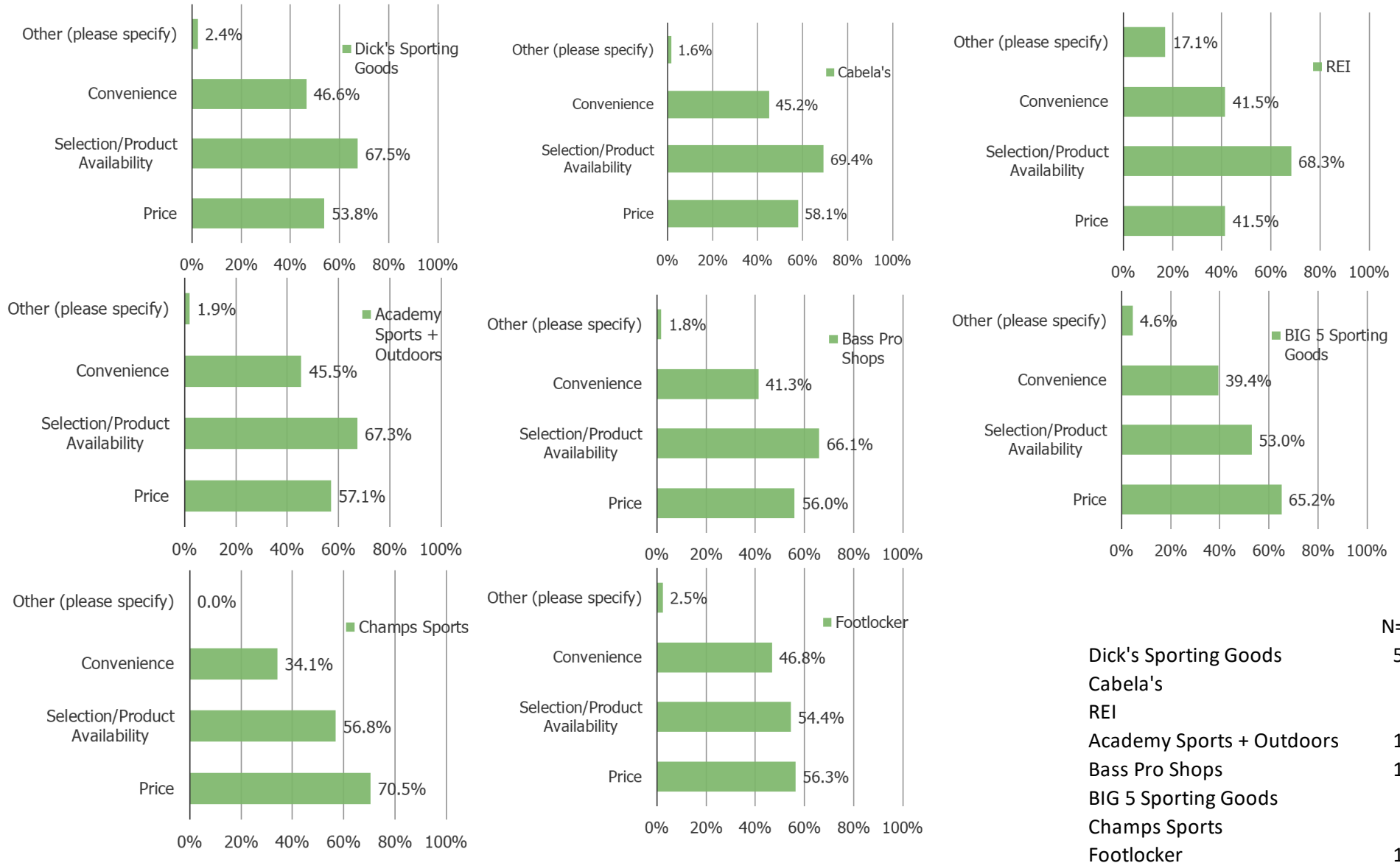
Posed to all respondents.



* 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.



Why Do Customers Choose Dick's and Academy?

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

Competitive Dynamics

Sporting Goods Retail Trends

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

Posed to all respondents.

Brand Mindshare Summary:

Category	Percentage	Count
Dick's Sporting Goods	41.59%	10,344
Other / Unclassified	18.36%	4,566
Nike	10.78%	2,681
Academy Sports + Outdoors	6.13%	1,524
Blank / Unsure	5.93%	1,476
Walmart	2.08%	518
Amazon	1.96%	488
Big 5 Sporting Goods	1.95%	485
REI	1.94%	483
Bass Pro Shops	1.62%	403
Adidas	1.61%	401
Cabela's	0.96%	239
Foot Locker	0.94%	233

Most Significant Trends (Sorted by Significance):

Brand	R ²	P-Value	Trend
Dick's Sporting Goods	0.50	0.0007*	Increasing
Nike	0.35	0.0081*	Increasing
Modell's Sporting Goods	0.29	0.0170*	Decreasing
Blank / Unsure	0.28	0.0206*	Increasing
Walmart	0.27	0.0223*	Decreasing
Amazon	0.26	0.0251*	Decreasing
Sports Authority (Legacy)	0.23	0.0360*	Decreasing
REI	0.19	0.0632	Increasing
Academy Sports + Outdoors	0.11	0.1671	Decreasing

Have you ever purchased anything form the following retailers?

Posed to all respondents.

