Bespoke Intel

Sporting Goods Consumer Survey, Volume 18

August 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	% of Total Responses	Key Terms & Groupings Captured
Variety, Selection, Inventory & "Has Everything"	38.78%	Variety, selection, inventory, "has everything," wide assortment, choices
Other / Unclassified	14.03%	Ambiguous or unique responses that could not be mapped
Pricing, Sales & Rewards	9.69%	Price, sales, deals, clearance, value, affordable, rewards points
Specific Categories (Apparel, Shoes, Equipment)	9.19%	Shoes, sneakers, apparel, clothes, golf, camping, weights, gear
Quality & Specific Brands	9.12%	Quality, name brands, durable, premium, Nike, Adidas, Yeti, Stanley
Location & Convenience	6.93%	Location, convenient, "close to home," nearby, local
Customer Service, Staff & Store Environment	5.26%	Customer service, staff, friendly, clean, organized, layout, atmosphere
Invalid / Unsure / Nothing	4.88%	"Not sure," "I don't know," "nothing," keyboard smashes
General Positive Sentiment	2.12%	"Great store," awesome, excellent, reliable, appealing

Category	Trend Direction	R^2	P-Value
Invalid / Unsure / Nothing	Down	0.5352	0.0002
General Positive Sentiment	Down	0.4809	0.0007
Variety, Selection, Inventory & "Has Everything"	Up	0.3878	0.0034
Other / Unclassified	Down	0.3608	0.0051
Pricing, Sales & Rewards	Up	0.3094	0.0109
Location & Convenience	Down	0.2888	0.0145
Specific Categories (Apparel, Shoes, Equipment)	Up	0.1246	0.1268
Quality & Specific Brands	Up	0.0604	0.2963
Customer Service, Staff & Store Environment	Up	0.0123	0.6421

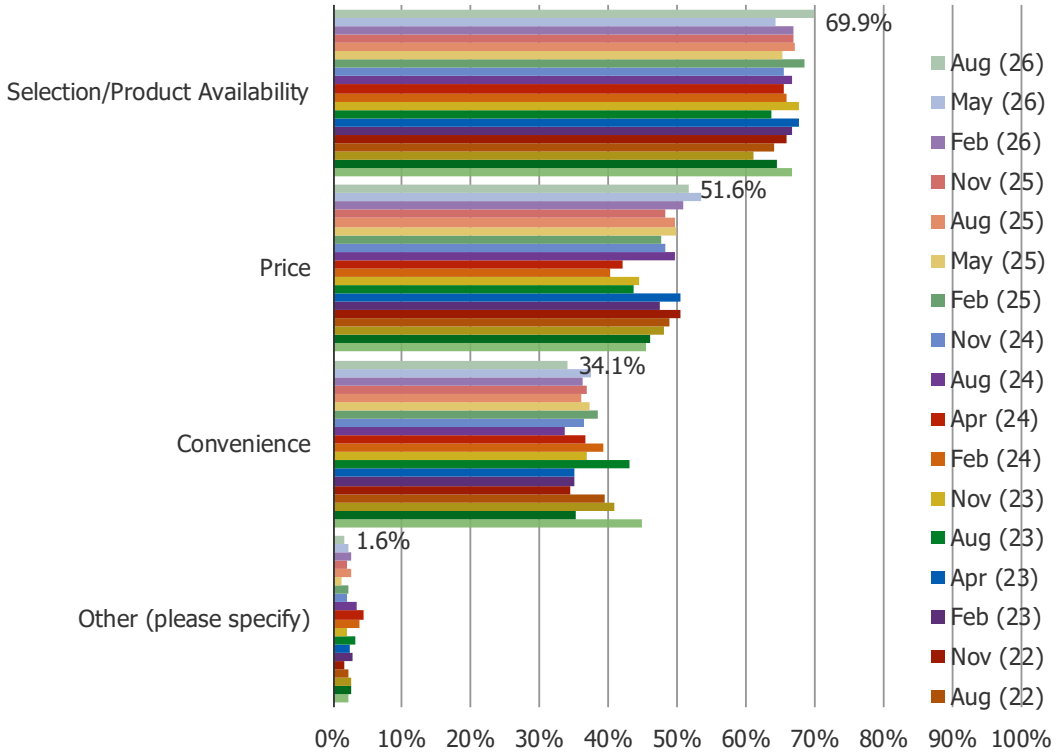
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Source: Bespoke Market Intelligence Survey

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.

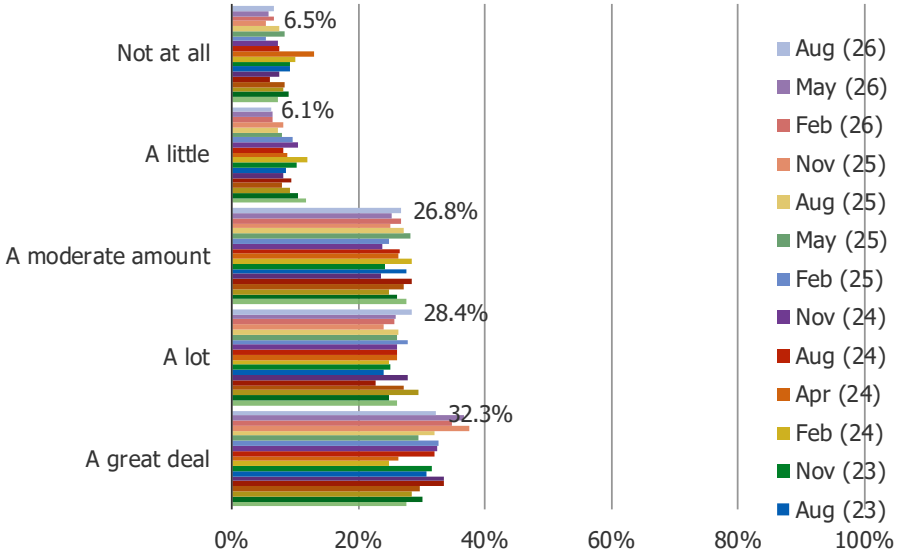


Source: Bespoke Market Intelligence Survey

Tickers: DKS

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.



Category	Trend Direction	R^2	P-Value
Nike / Jordan	Up	0.6850	0.0000
Other / Unclassified	Down	0.6174	0.0001
Outdoor Apparel	Down	0.2475	0.0302
Under Armour	Down	0.2351	0.0354
Invalid / Unsure / None	Down	0.2268	0.0393
Multiple Top Brands	Up	0.1931	0.0598
General "Name Brands" or Quality	Up	0.0742	0.2593
Licensed Sports / Team Apparel	Up	0.0560	0.3295
General Variety & "Everything"	Down	0.0545	0.3363
Secondary Athletic	Down	0.0457	0.3795
Footwear Focus	Up	0.0330	0.4565
Outdoor Gear & Drinkware	Up	0.0296	0.4813
Sports Equipment	Down	0.0288	0.4870
Adidas	Up	0.0163	0.6026
Store Brands	Down	0.0112	0.6662
Specific Product Categories	Down	0.0074	0.7261
Pricing & Value	Up	0.0025	0.8378
Brands Are Not Important to Me	Down	0.0004	0.9317

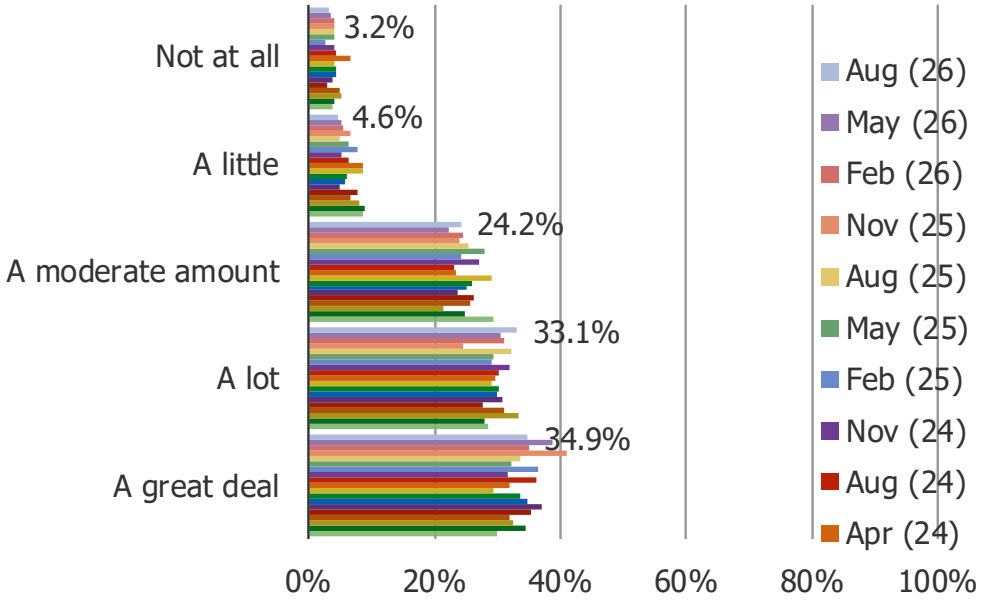
Category	% of Total Responses	Key Terms & Groupings Captured
Nike / Jordan	32.16%	Nike, Nikes, Jordan, Jordans
Other / Unclassified	19.27%	Ambiguous or unique responses that could not be mapped
Multiple Top Brands	13.24%	Responses listing combinations of Nike, Adidas, UA, and Puma
Invalid / Unsure / None	7.86%	"Not sure," "I don't know," "no idea," keyboard smashes
Under Armour	4.07%	Under Armour, UA, Under Armor
Adidas	3.96%	Adidas, Addidas
Outdoor Apparel	3.75%	The North Face, Columbia, Patagonia, Carhartt
Specific Product Categories	3.07%	Shoes, apparel, fishing, golf, basketball (no specific brand named)
Footwear Focus	1.93%	New Balance, Brooks, Hoka, Asics, Converse, Vans
General Variety & "Everything"	1.86%	"All of them," variety, "wide selection," "any brand"
General "Name Brands" or Quality	1.77%	"Name brands," high quality, "top brands," established brands
Secondary Athletic	1.62%	Champion, Puma, Reebok, Fila
Sports Equipment	1.59%	Wilson, Callaway, Titleist, Rawlings, TaylorMade
Outdoor Gear & Drinkware	1.10%	Yeti, Stanley, Coleman, Igloo
Store Brands	0.78%	DSG, VRST, Calia
Licensed Sports / Team Apparel	0.77%	NFL, NBA, MLB, NCAA, jerseys
Brands Are Not Important to Me	0.73%	"Not important," "doesn't matter," "not a factor"
Pricing & Value (Not Brand Driven)	0.49%	Price, cheap, sales, discount

Source: Bespoke Market Intelligence Survey

Tickers: DKS

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.



Category	Trend Direction	R^2	P-Value
Footwear (Shoes, Sneakers, Cleats)	Up	0.6600	0.0000
Other / Unclassified	Down	0.6162	0.0001
Licensed Sports & Team Apparel	Up	0.5010	0.0007
Invalid / Unsure / None	Down	0.3638	0.0063
Multiple Product Categories	Up	0.3434	0.0084
Specific Brands or "Name Brands"	Up	0.3029	0.0146
General Sports Equipment & Gear	Up	0.1914	0.0611
Drinkware & Coolers (Yeti, Stanley)	Up	0.1223	0.1422
General Variety / "Everything"	Down	0.1143	0.1569
Fitness & Exercise Equipment	Down	0.0479	0.3678
Quality & Durability	Up	0.0168	0.5964
Golf Gear & Equipment	Down	0.0062	0.7480
Outdoor Recreation	Up	0.0055	0.7635
Apparel & Clothing	Down	0.0046	0.7838
Pricing & Value	Up	0.0026	0.8359

Category	% of Total Responses	Key Terms & Groupings Captured
Multiple Product Categories	22.12%	Responses listing 2+ distinct categories (e.g., "shoes and golf clubs")
Other / Unclassified	16.97%	Ambiguous or unique responses that could not be mapped
Specific Brands or "Name Brands"	11.86%	Nike, Adidas, UA, "Name Brands," Patagonia, Yeti
General Sports Equipment & Gear	10.90%	Equipment, gear, balls, baseball, football, soccer, bats, gloves
Footwear (Shoes, Sneakers, Cleats)	9.80%	Shoes, sneakers, footwear, boots, cleats, running shoes
Invalid / Unsure / None	8.38%	"Not sure," "I don't know," "no idea," keyboard smashes
Apparel & Clothing	7.93%	Clothing, clothes, apparel, wear, shirts, shorts, jackets, sportswear
Outdoor Recreation	4.30%	Fishing, camping, hunting, hiking, tents, kayaks, bikes
General Variety / "Everything"	2.42%	"Everything," "all kinds," variety, "wide selection"
Golf Gear & Equipment	1.57%	Golf, clubs, golfing
Quality & Durability	1.42%	Quality, "well made," durable, reliable, "long lasting"
Licensed Sports & Team Apparel	0.82%	Jersey, team, NFL, NBA, MLB, fan gear
Fitness & Exercise Equipment	0.63%	Fitness, workout, exercise, weights, gym, dumbbells
Pricing & Value	0.53%	Price, cheap, value, discount, sale
Drinkware & Coolers	0.34%	Stanley, Yeti, cooler, Igloo, hydroflask, cups

Source: Bespoke Market Intelligence Survey

Tickers: DKS

What do you like most about Academy Sports and Outdoors?

Posed to all respondents who have shopped Academy.

Category	% of Total Responses	Key Terms & Groupings Captured
Variety, Selection, Inventory & "Has Everything"	26.92%	Variety, selection, inventory, "has everything," wide assortment, choices
Other / Unclassified	18.50%	Ambiguous or unique responses that could not be mapped
Pricing, Sales & Value	16.06%	Price, sales, cheap, deals, affordable, clearance, value, reasonable
Specific Categories (Apparel, Shoes, Outdoors, Equipment)	10.04%	Shoes, apparel, clothes, outdoor, fishing, camping, equipment, gear
Location & Convenience	8.10%	Location, convenient, "close to home," nearby, local, hometown
Quality & Specific Brands	7.02%	Quality, name brands, durable, Magellan, Nike, Yeti, Columbia
Invalid / Unsure / Nothing	6.73%	"Not sure," "I don't know," "nothing," keyboard smashes
Customer Service, Staff & Store Environment	3.72%	Customer service, staff, friendly, clean, organized, easy to find
General Positive Sentiment	2.92%	"Great store," awesome, excellent, reliable, appealing

Category	Trend Direction	R^2	P-Value
Pricing, Sales & Value	Up	0.5283	0.0003
Other / Unclassified	Down	0.4744	0.0008
Specific Categories (Apparel, Shoes, Outdoors, Equipment)	Up	0.4595	0.0010
Invalid / Unsure / Nothing	Down	0.3554	0.0055
Variety, Selection, Inventory & "Has Everything"	Up	0.2951	0.0133
General Positive Sentiment	Down	0.1641	0.0764
Location & Convenience	Down	0.1348	0.1114
Customer Service, Staff & Store Environment	Down	0.0866	0.2078
Quality & Specific Brands	Up	0.0267	0.4908

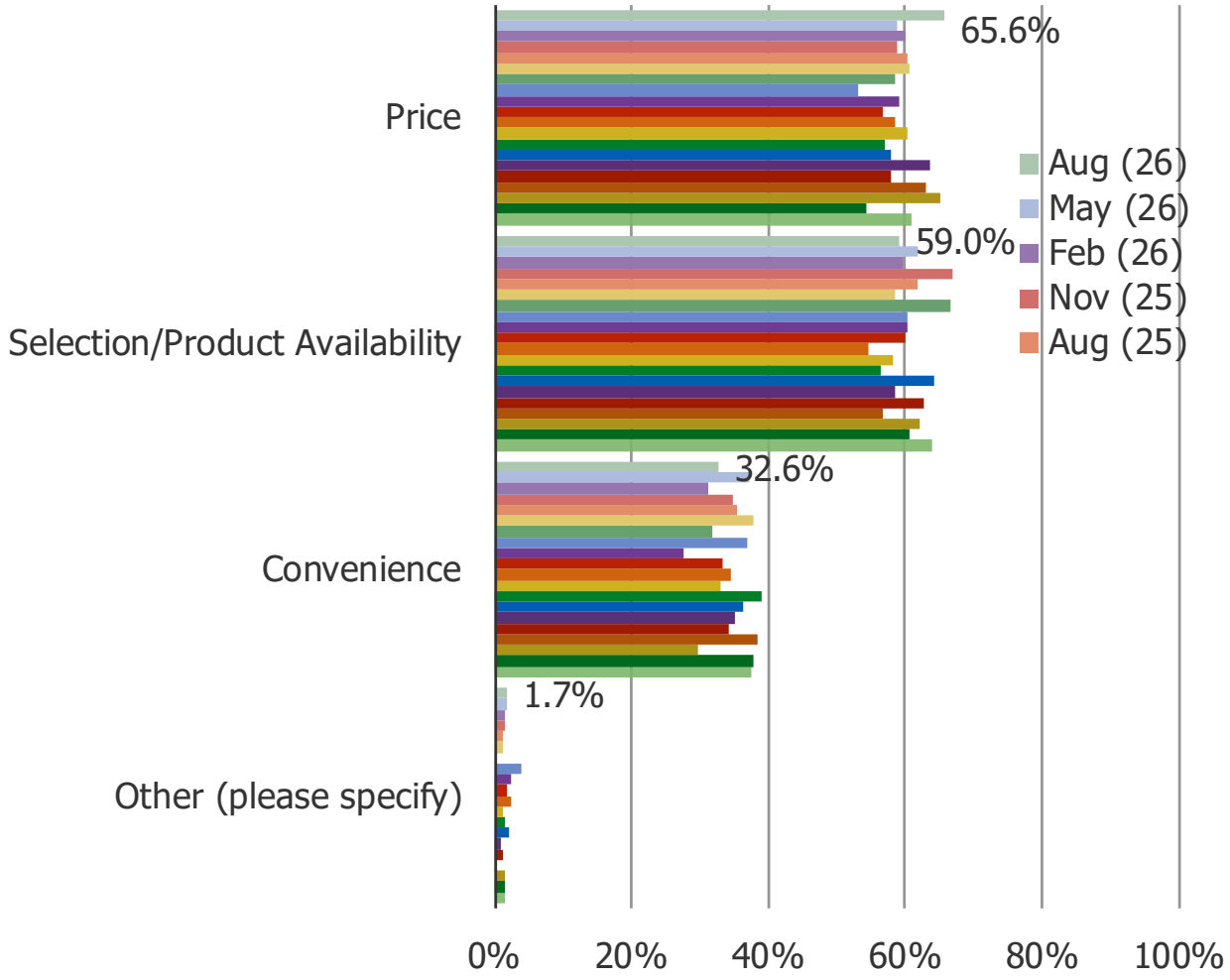
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Source: Bespoke Market Intelligence Survey

Tickers: ASO

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.

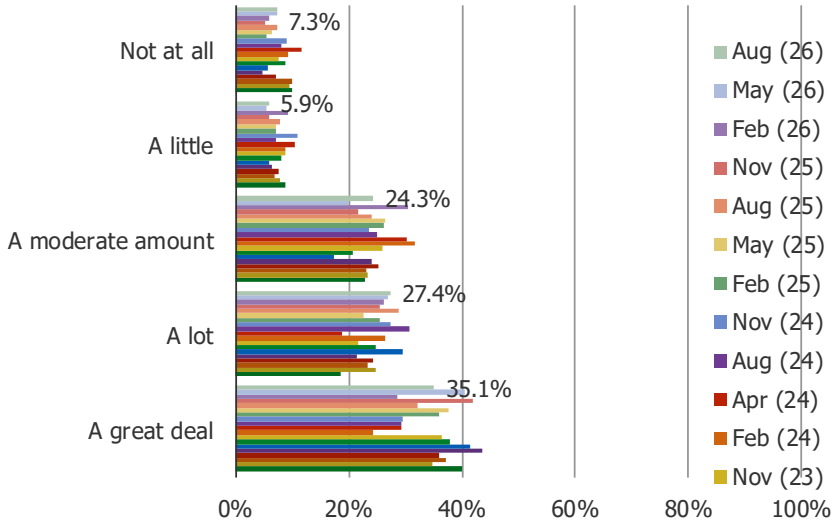


Source: Bespoke Market Intelligence Survey

Tickers: ASO

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	Trend Direction	R^2	P-Value
Other / Unclassified	Down	0.5982	0.0001
Multiple Top Brands (Nike, Adidas, UA)	Up	0.5076	0.0006
Nike / Jordan	Up	0.3788	0.0050
Specific Product Categories	Up	0.2617	0.0252
Pricing & Value (Not Brand Driven)	Up	0.2265	0.0394
Invalid / Unsure / None	Down	0.1909	0.0614
Sports Equipment	Up	0.1056	0.1747
Under Armour	Down	0.0581	0.3203
Secondary Athletic	Up	0.0525	0.3455
Footwear Focus	Up	0.0488	0.3635
General "Name Brands" or Quality	Up	0.0440	0.3889
Quality & Specific Brands	Up	0.0267	0.4908
Licensed Sports / Team Apparel	Down	0.0157	0.6088
Academy Store Brands	Down	0.0046	0.7827
Brands Are Not Important to Me	Up	0.0018	0.8640
Adidas	Down	0.0018	0.8637
Outdoor Gear & Drinkware	Down	0.0007	0.9130
Hunting & Firearms	Down	0.0002	0.9584
Outdoor Apparel	Down	0.0002	0.9570

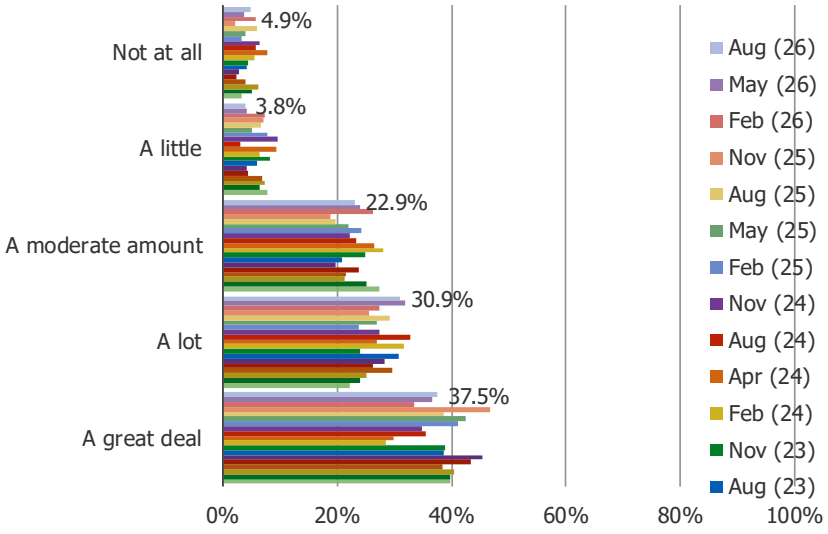
Category	% of Total Responses	Key Terms & Groupings Captured
Nike / Jordan	25.76%	Nike, Nikes, Jordan, Jordans
Other / Unclassified	24.10%	Ambiguous or unique responses that could not be mapped
Invalid / Unsure / None	10.35%	"Not sure," "I don't know," "no idea," keyboard smashes
Multiple Top Brands	9.29%	Responses listing combinations of Nike, Adidas, UA, and Puma
Adidas	5.46%	Adidas, Addidas
Under Armour	3.62%	Under Armour, UA, Under Armor
Specific Product Categories	3.62%	Shoes, apparel, fishing, golf, basketball (no specific brand named)
Footwear Focus	3.23%	New Balance, Brooks, Skechers, Asics, Hey Dude, Vans
Outdoor Apparel	2.32%	Columbia, The North Face, Patagonia, Carhartt
General Variety & "Everything"	2.26%	"All of them," variety, "wide selection," "any brand"
Secondary Athletic	2.08%	Champion, Puma, Reebok
General "Name Brands" or Quality	1.87%	"Name brands," high quality, "top brands," established brands
Academy Store Brands	1.57%	Magellan, BCG
Hunting & Firearms	1.06%	Remington, Ruger, Mossberg, Smith & Wesson, Winchester
Outdoor Gear & Drinkware	1.00%	Yeti, Stanley, Coleman, Igloo
Sports Equipment	0.81%	Wilson, Callaway, Rawlings, Easton
Pricing & Value (Not Brand Driven)	0.66%	Price, cheap, sales, discount
Brands Are Not Important to Me	0.60%	"Not important," "doesn't matter," "not a factor"
Licensed Sports / Team Apparel	0.33%	NFL, NBA, MLB, NCAA, jerseys

Source: Bespoke Market Intelligence Survey

Tickers: ASO

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.



Category	Trend Direction	R^2	P-Value
Other / Unclassified	Down	0.5686	0.0002
Multiple Product Categories	Up	0.4472	0.0017
Footwear (Shoes, Sneakers, Boots)	Up	0.3060	0.0140
General Sports Equipment & Gear	Up	0.0919	0.2070
Invalid / Unsure / None	Down	0.0741	0.2594
Drinkware, Coolers, & Grills	Up	0.0408	0.4070
Specific Brands or "Name Brands"	Down	0.0291	0.4847
Licensed Sports & Team Apparel	Up	0.0217	0.5472
General Variety / "Everything"	Up	0.0056	0.7605
Golf Gear & Equipment	Down	0.0020	0.8549
Outdoor Recreation, Hunting & Fishing	Up	0.0015	0.8755
Quality & Durability	Down	0.0012	0.8868
Apparel & Clothing	Up	0.0011	0.8938
Pricing & Value	Up	0.0001	0.9608
Fitness & Exercise Equipment	Down	0.0001	0.9671

Category	% of Total Responses	Key Terms & Groupings Captured
Other / Unclassified	22.73%	Ambiguous or unique responses that could not be mapped
Multiple Product Categories	17.90%	Responses listing 2+ distinct categories (e.g., "shoes and fishing gear")
Specific Brands or "Name Brands"	11.41%	Nike, Adidas, UA, "Name Brands," Magellan, Yeti
Invalid / Unsure / None	10.03%	"Not sure," "I don't know," "no idea," keyboard smashes
Footwear (Shoes, Sneakers, Boots)	9.89%	Shoes, sneakers, footwear, boots, cleats, running shoes
General Sports Equipment & Gear	8.18%	Equipment, gear, balls, baseball, football, soccer, bats, gloves
Outdoor Recreation, Hunting & Fishing	6.60%	Fishing, camping, hunting, firearms, ammo, kayaks, bikes
Apparel & Clothing	6.44%	Clothing, clothes, apparel, wear, shirts, shorts, jackets, sportswear
General Variety / "Everything"	2.73%	"Everything," "all kinds," variety, "wide selection"
Quality & Durability	1.57%	Quality, "well made," durable, reliable, "long lasting"
Pricing & Value	0.66%	Price, cheap, value, discount, sale
Fitness & Exercise Equipment	0.61%	Fitness, workout, exercise, weights, gym, dumbbells
Golf Gear & Equipment	0.47%	Golf, clubs, golfing
Licensed Sports & Team Apparel	0.41%	Jersey, team, NFL, NBA, MLB, fan gear
Drinkware, Coolers, & Grills	0.36%	Stanley, Yeti, cooler, Igloo, hydroflask, grills

Source: Bespoke Market Intelligence Survey

Tickers: ASO

Why Do Customers Choose Dick's and Academy?

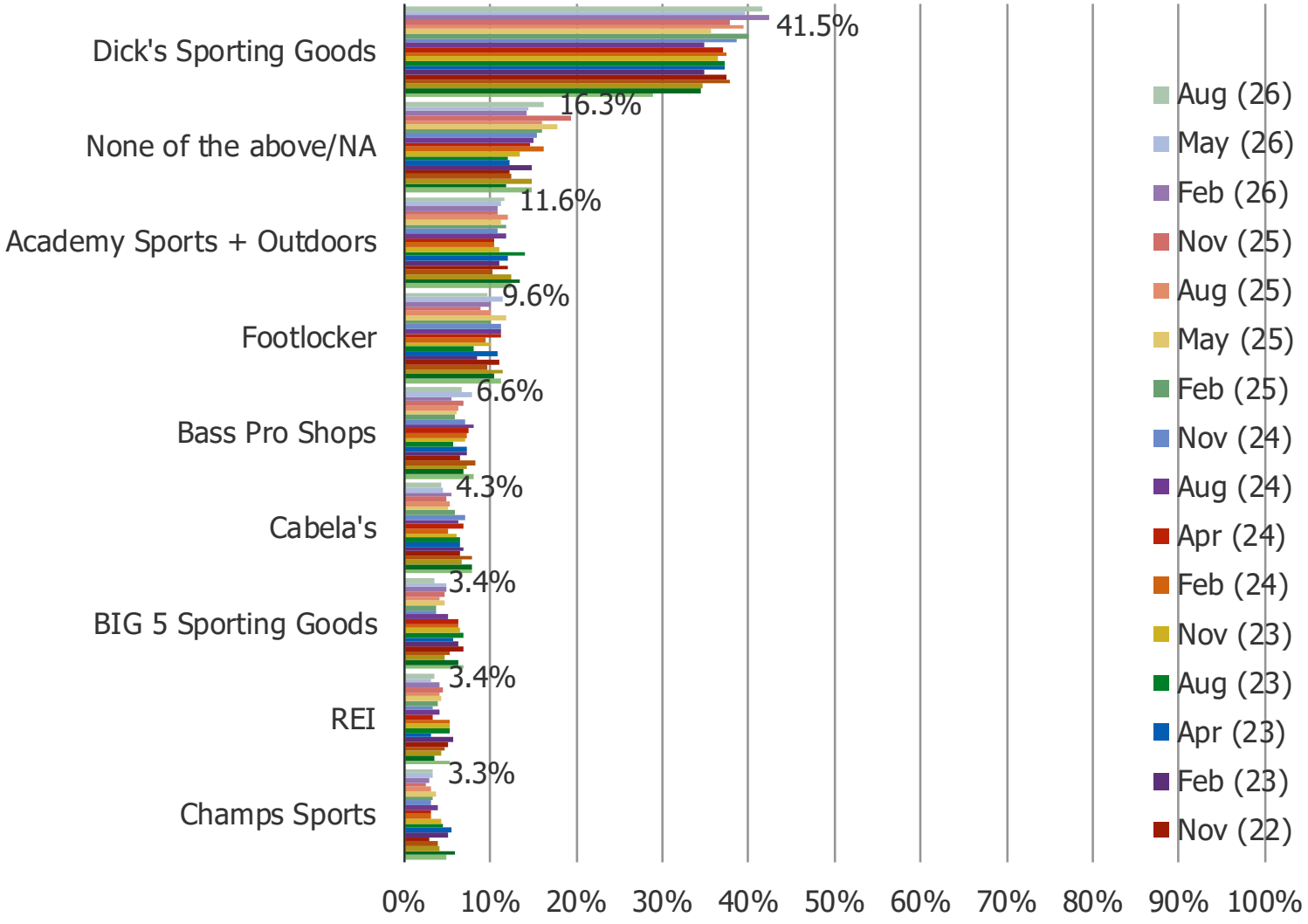
If You Had To Choose One Sporting Goods Retailer, Which, and Why?

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.



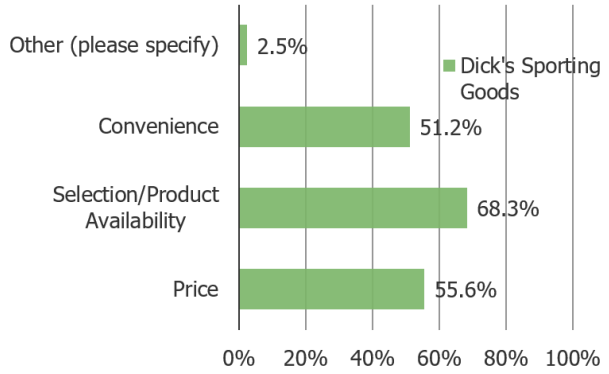
* Reasons why respondents selected each of the above over the rest of the list explained on the next page.

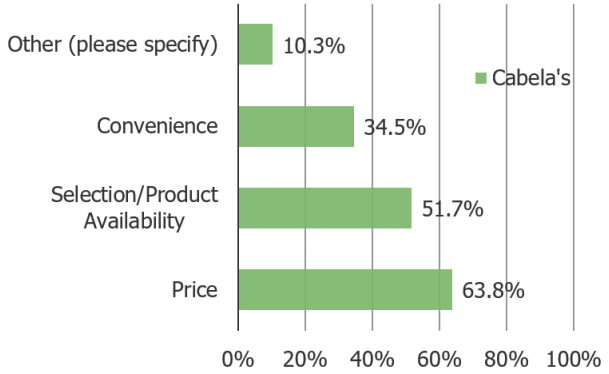
Source: Bespoke Market Intelligence Survey

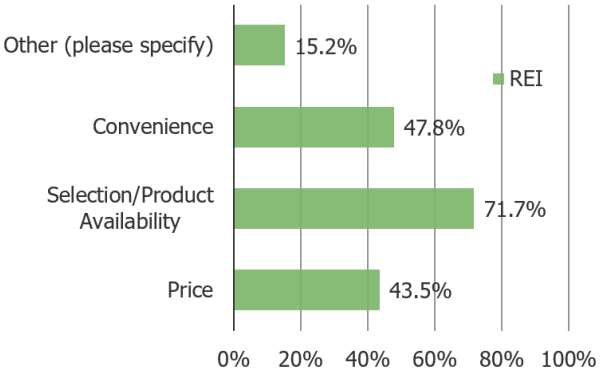
Tickers: DKS, ASO

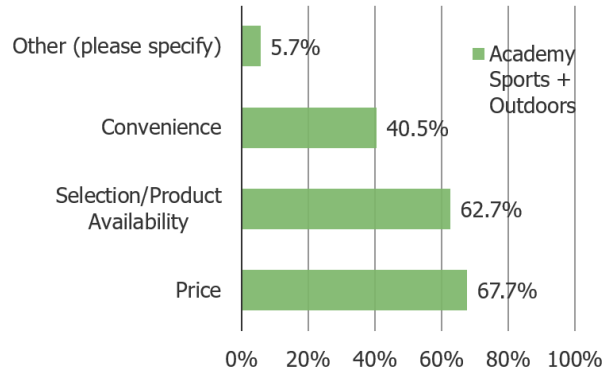
Why would you be most likely to choose _____ over other shown on the prior page? (Select ALL that apply)

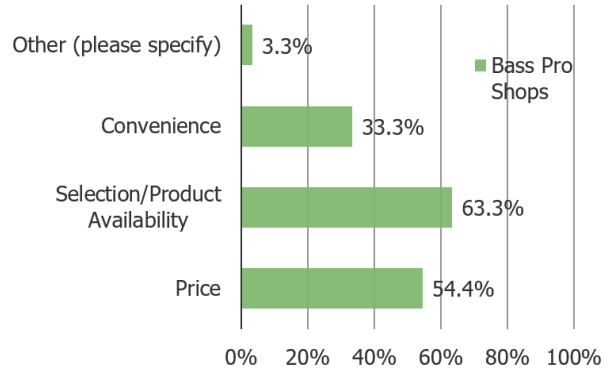
Posed to all respondents, piping in the answer choice they selected they would pick if shopping for sporting goods today.

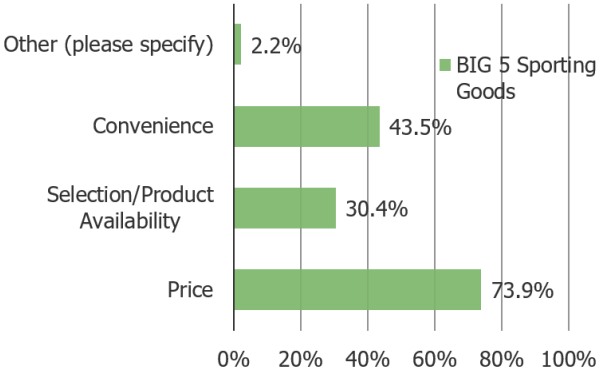


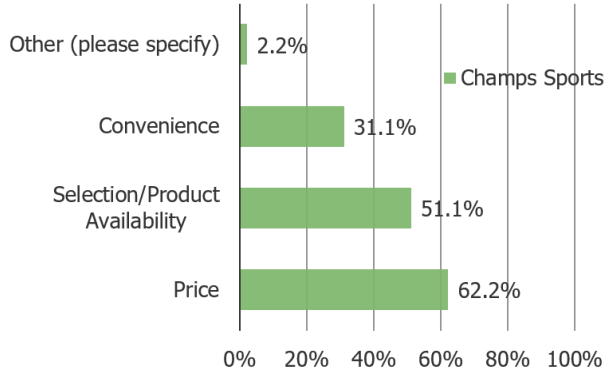


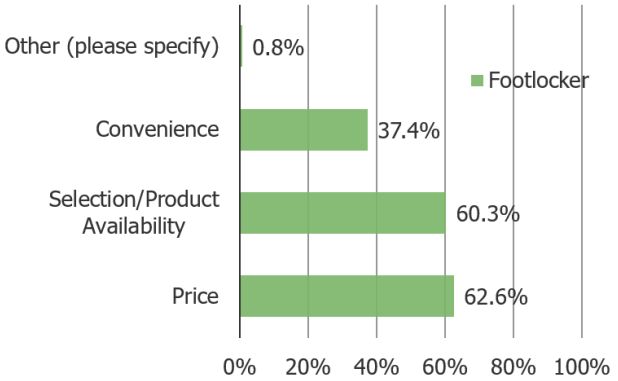












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Dick's Sporting Goods	565
Cabela's	58
REI	46
Academy Sports + Outdoors	158
Bass Pro Shops	90
BIG 5 Sporting Goods	46
Champs Sports	45
Footlocker	131

Source: Bespoke Market Intelligence Survey

Tickers: DKS, ASO

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.

Category	% of Total Responses	Key Terms & Groupings Captured
Dick's Sporting Goods	41.72%	Dick's, DSG, Dicks, Dickson, Ducks
Other / Unclassified	13.86%	Ambiguous or unique responses that could not be mapped
Nike (Brand)	10.90%	Nike, Nikes, Jordan
Invalid / Unsure / None	7.99%	"Not sure," "I don't know," "no idea," keyboard smashes
Academy Sports + Outdoors	6.09%	Academy, Academy Sports
Mass Retailers	4.54%	Amazon, Walmart, Target, Best Buy, Kohl's
Outdoor Retailers	3.04%	Bass Pro Shops, Cabela's, Sportsman's Warehouse
Big 5 Sporting Goods	2.11%	Big 5, Big Five
REI (Recreational Equipment Inc.)	1.96%	REI
Adidas (Brand)	1.75%	Adidas, Addidas
Other General Sports/Outdoor Brands	1.43%	Wilson, Puma, Champion, Columbia, New Balance
Foot Locker, Champs & Athletic Stores	1.19%	Foot Locker, Champs, Finish Line, JD Sports
Defunct Retailers	0.86%	Sports Authority, Modell's, Sport Chalet
Dunham's Sports	0.69%	Dunham's, Dunham
Fanatics, Lids & Licensed Team Stores	0.52%	Fanatics, Lids, Rally House, NFL/NBA shops
Scheels	0.51%	Scheels
Under Armour (Brand)	0.50%	Under Armour, UA
Hibbett Sports	0.32%	Hibbett, Hibbett Sports

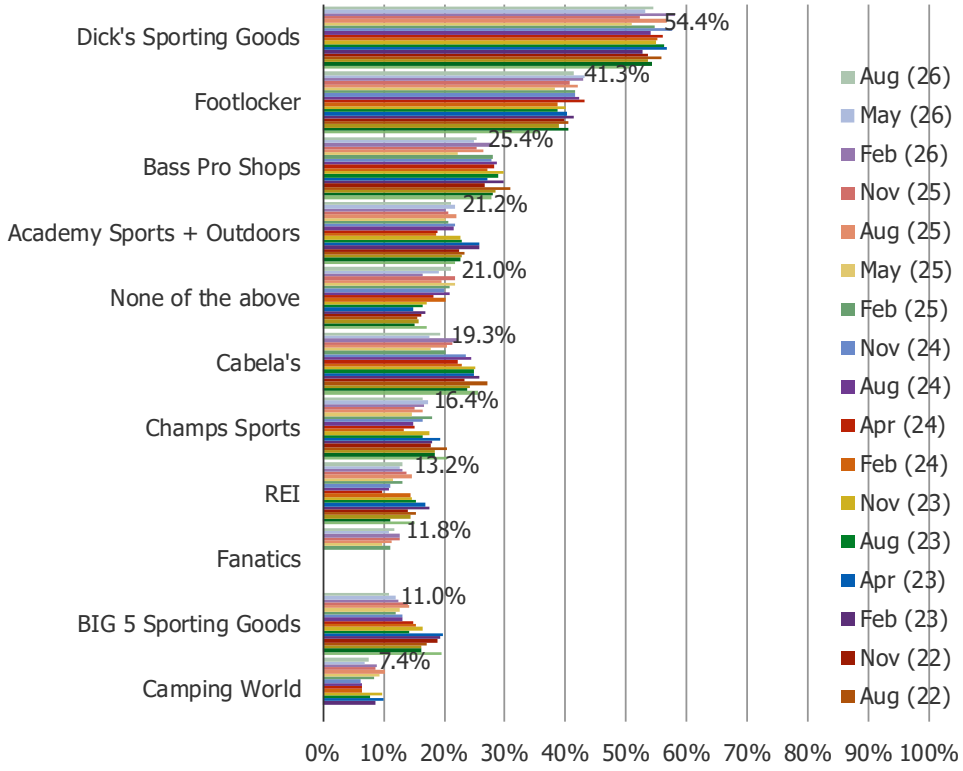
Category	Trend Direction	R^2	P-Value
Other / Unclassified	Down	0.7229	0.0000
Dick's Sporting Goods	Up	0.5778	0.0001
Defunct Retailers (Sports Authority, Modell's)	Down	0.4617	0.0010
Nike (Brand)	Up	0.3004	0.0124
Mass Retailers (Amazon, Walmart, Target)	Down	0.2583	0.0221
REI (Recreational Equipment Inc.)	Up	0.2091	0.0427
Under Armour (Brand)	Down	0.1791	0.0630
Outdoor Retailers (Bass Pro, Cabela's)	Down	0.1704	0.0705
Academy Sports + Outdoors	Down	0.1595	0.0811
Big 5 Sporting Goods	Down	0.1397	0.1045
Fanatics, Lids & Licensed Team Stores	Up	0.1070	0.1592
Adidas (Brand)	Down	0.0554	0.3179
Dunham's Sports	Down	0.0282	0.4791
Other General Sports/Outdoor Brands	Up	0.0171	0.5823
Hibbett Sports	Down	0.0078	0.7105
Scheels	Up	0.0074	0.7191
Foot Locker, Champs & Athletic Stores	Down	0.0027	0.8277

Source: Bespoke Market Intelligence Survey

Tickers: DKS, ASO

Have you ever purchased anything form the following retailers?

Posed to all respondents.



Source: Bespoke Market Intelligence Survey

Tickers: DKS, ASO