Bespoke Intel

Sporting Goods Consumer Survey, Volume 19

November 2026

Why Do Customers Choose Dick's and Academy?

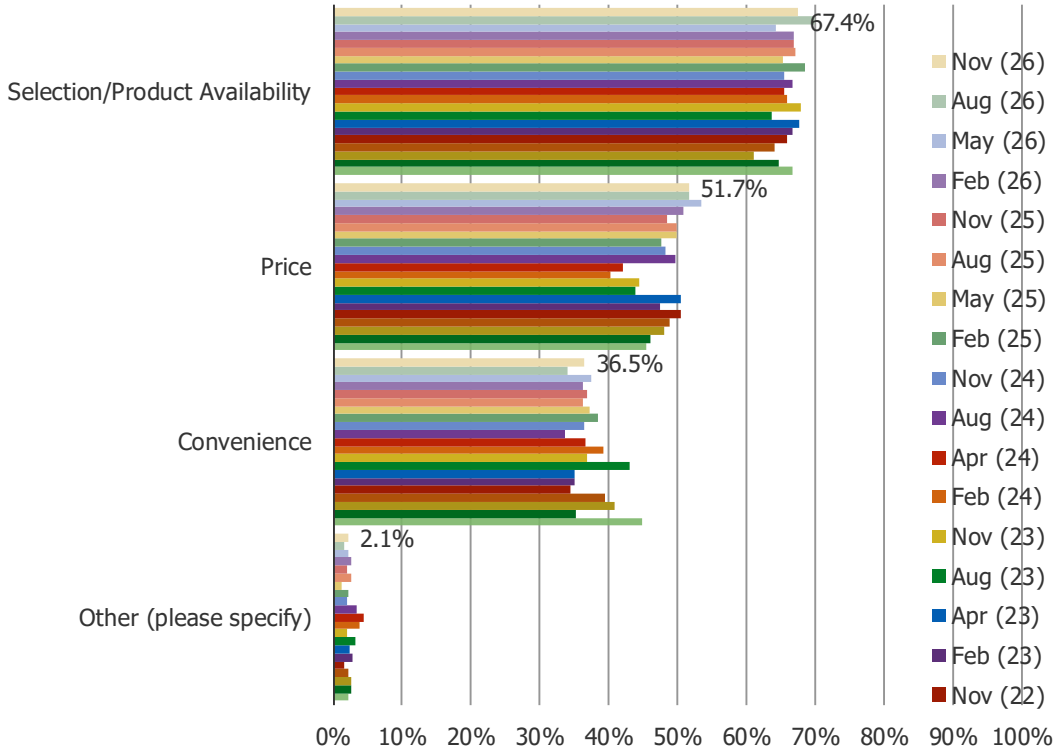
If You Had To Choose One Sporting Goods Retailer, Which, and Why?

Competitive Dynamics

Sporting Goods Retail Trends

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.

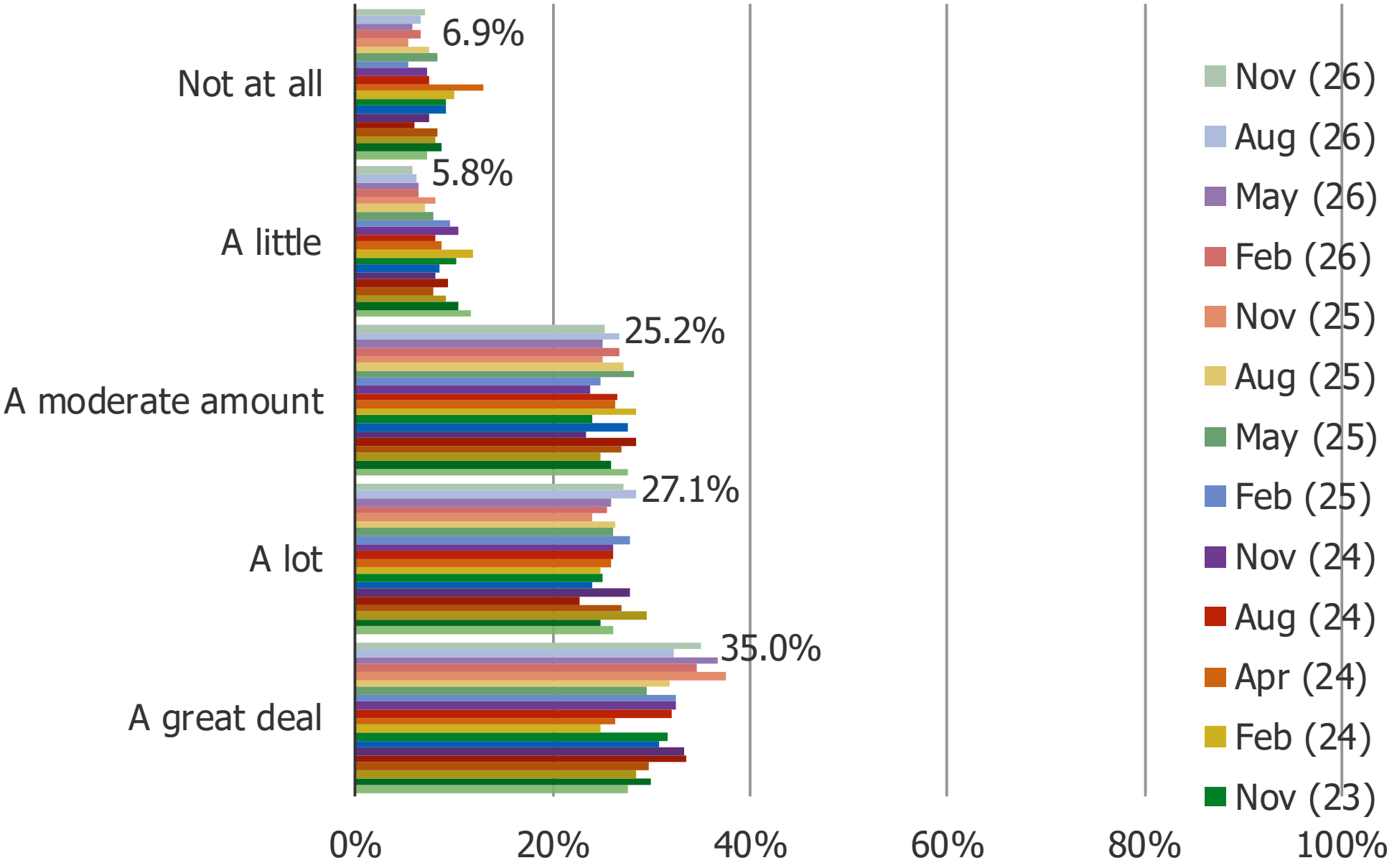


Source: Bespoke Market Intelligence Survey

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.

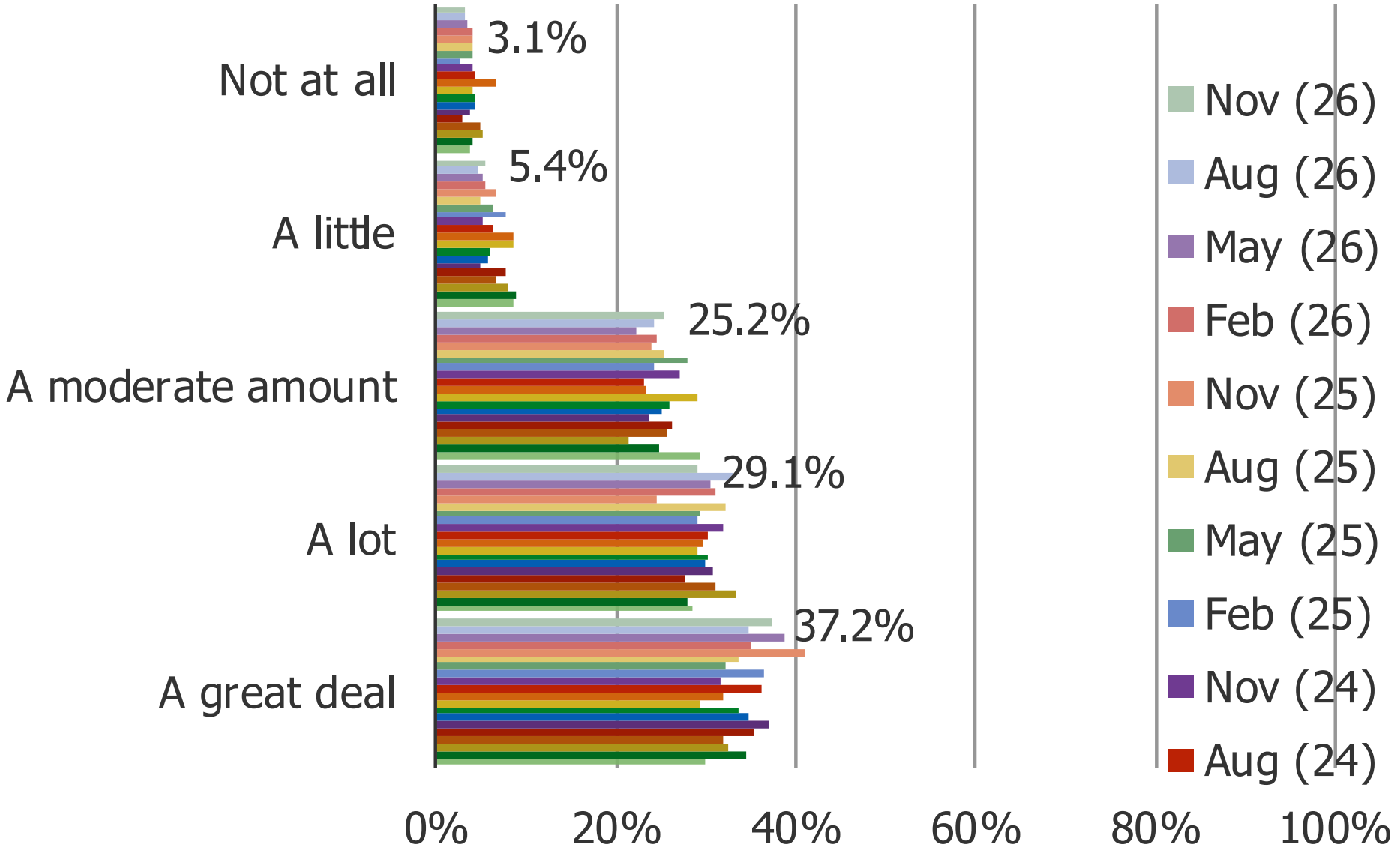


Source: Bespoke Market Intelligence Survey

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.

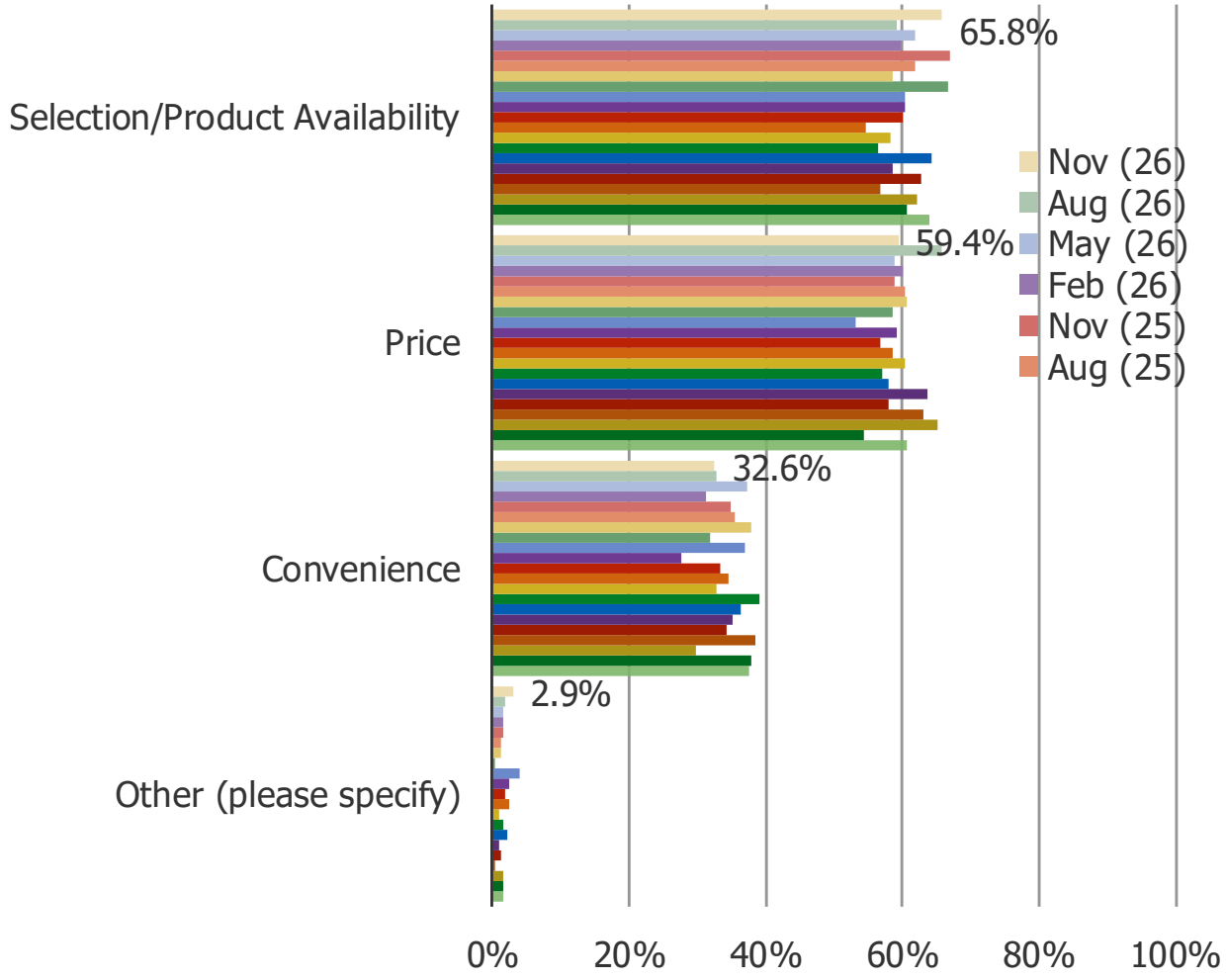


Source: Bespoke Market Intelligence Survey

Tickers: DKS

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

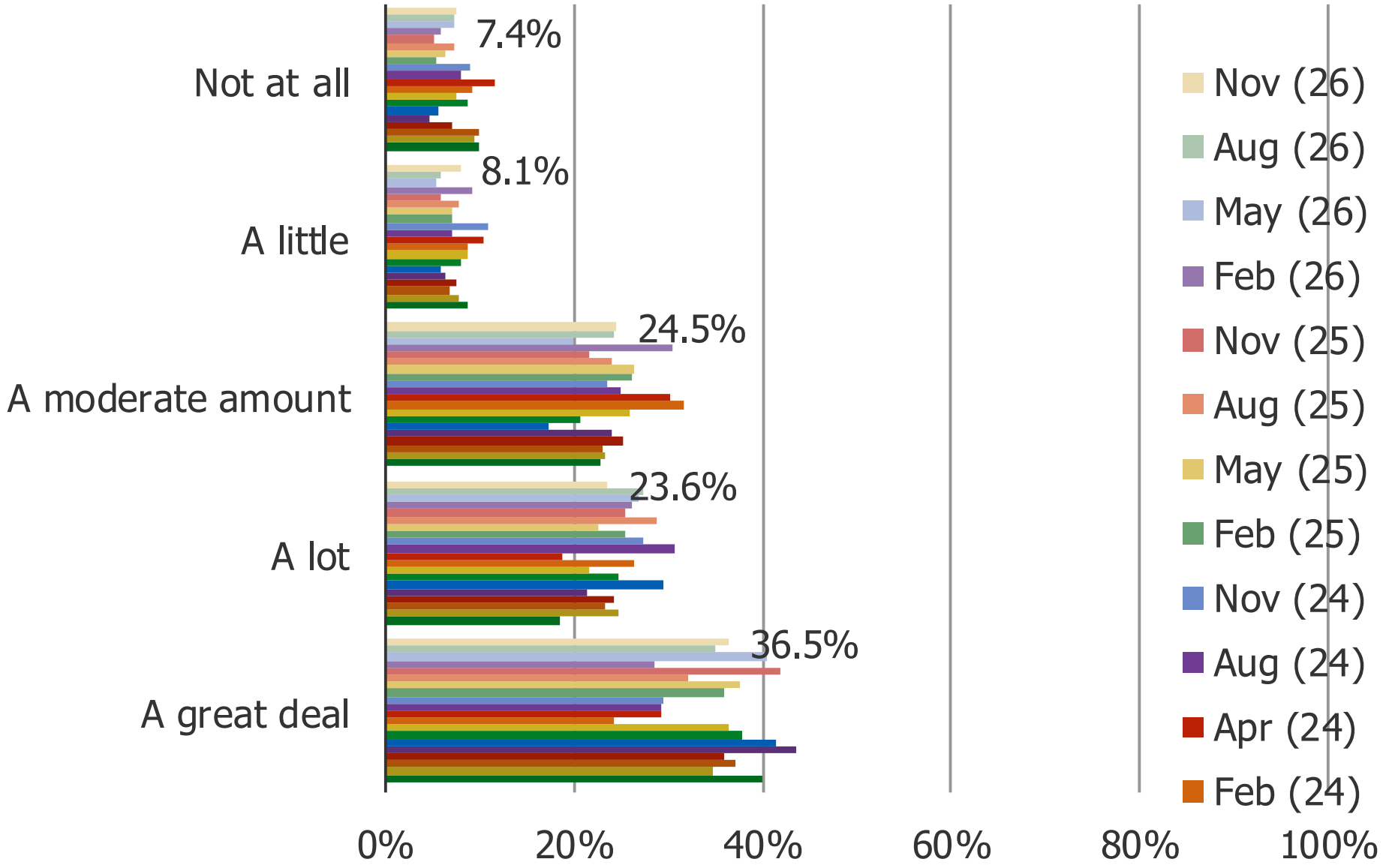
Posed to all respondents who have shopped Academy.



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.

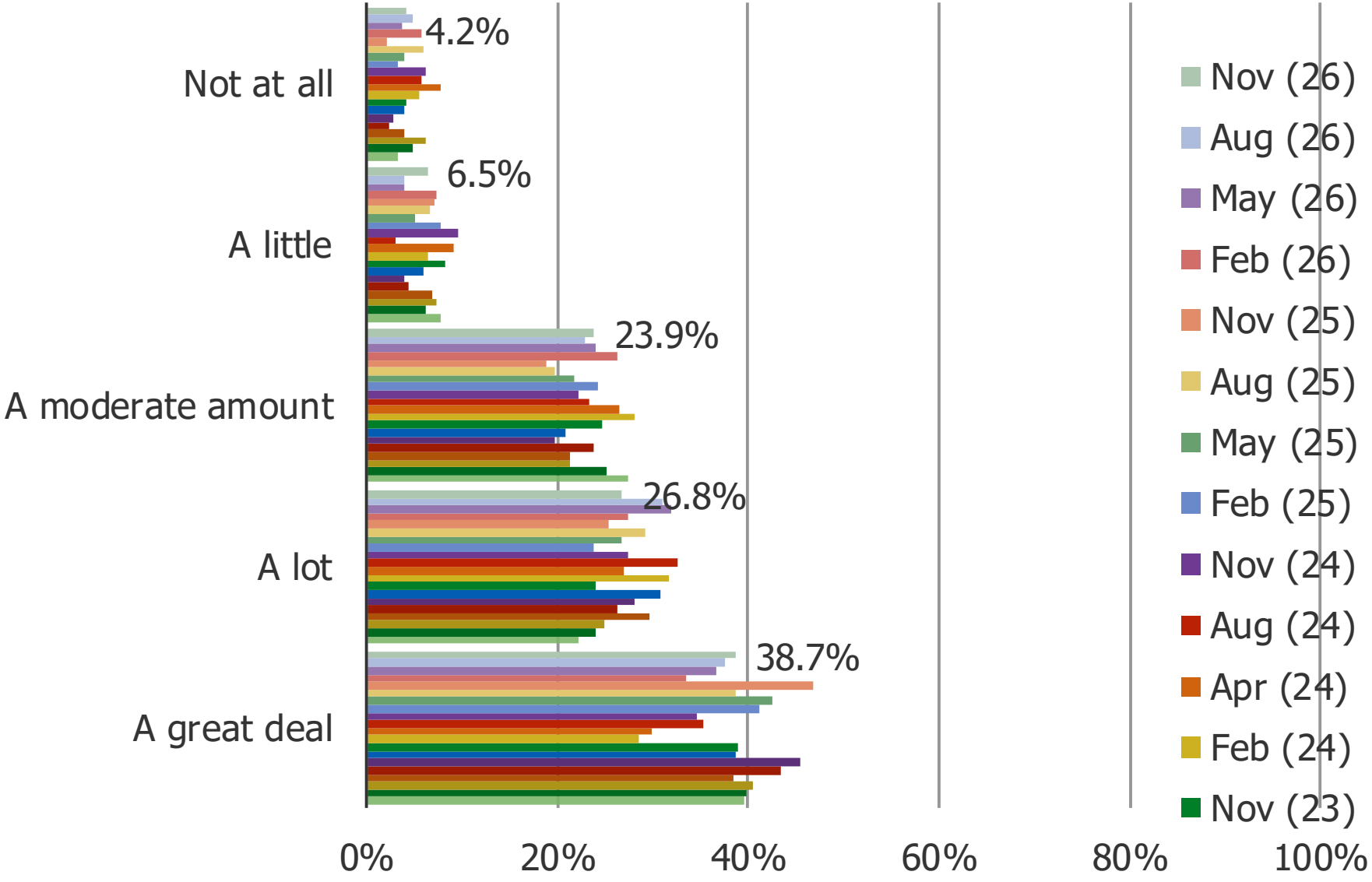


Source: Bespoke Market Intelligence Survey

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.



Source: Bespoke Market Intelligence Survey

Tickers: ASO

Why Do Customers Choose Dick's and Academy?

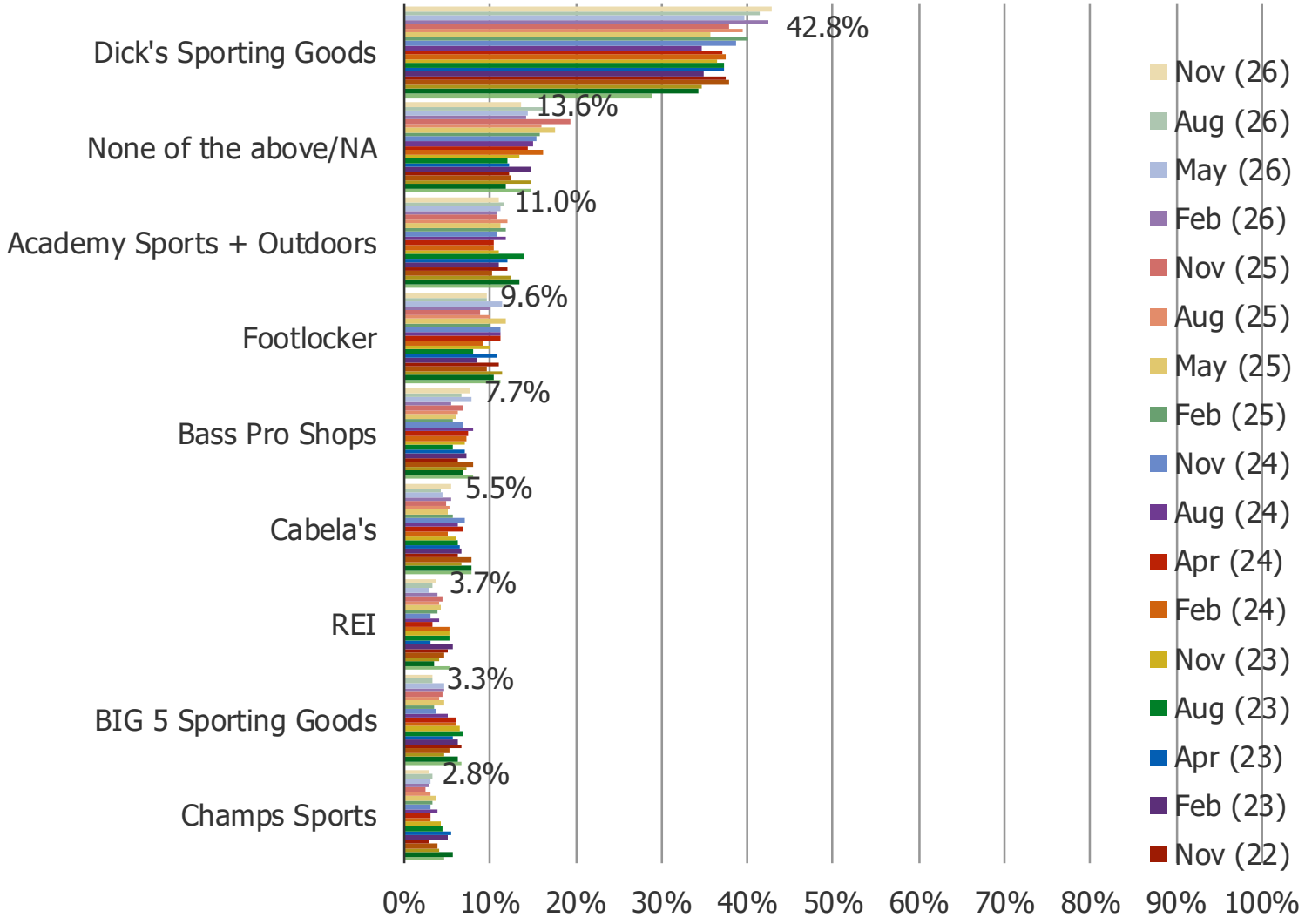
If You Had To Choose One Sporting Goods Retailer, Which, and Why?

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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.



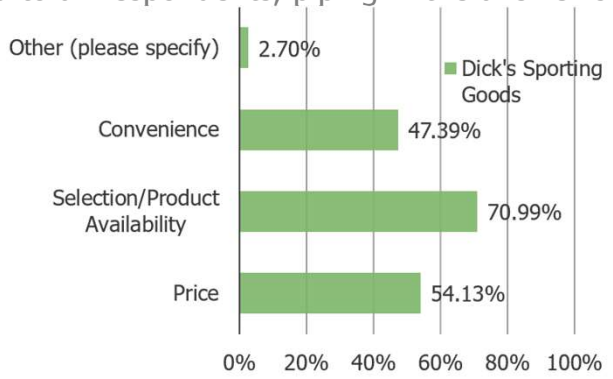
* Reasons why respondents selected each of the above over the rest of the list explained on the next page.

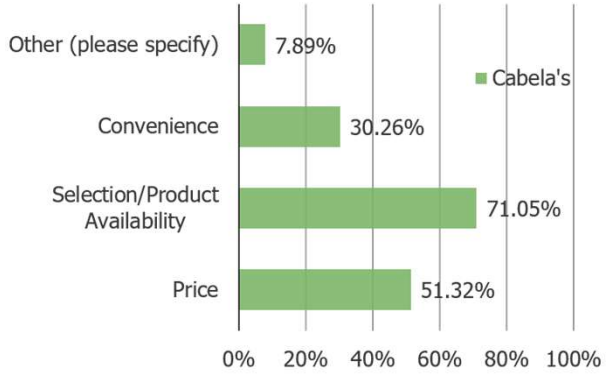
Source: Bespoke Market Intelligence Survey

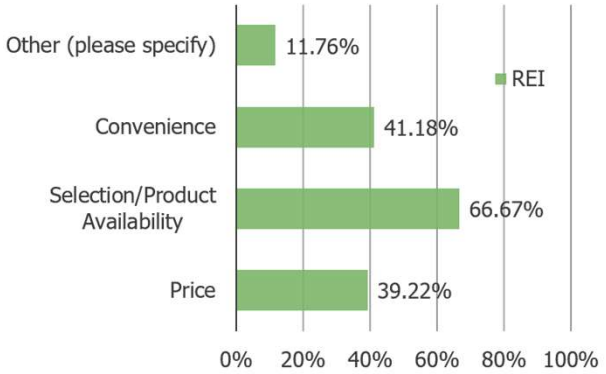
Tickers: DKS, ASO

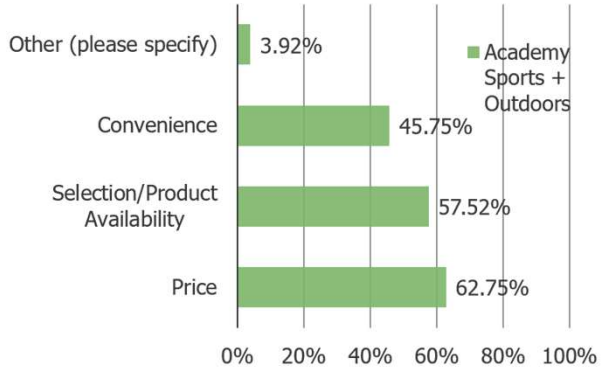
Why would you be most likely to choose _____ over other shown on the prior page? (Select ALL that apply)

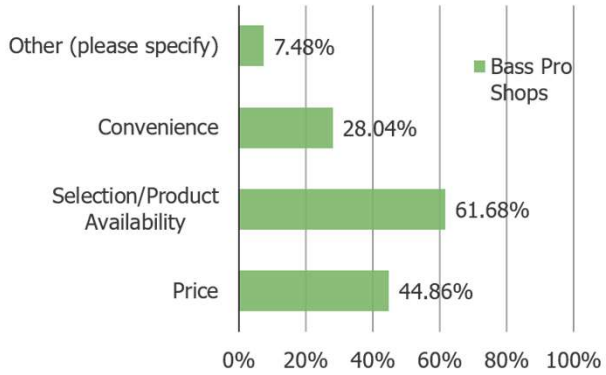
Posed to all respondents, piping in the answer choice they selected they would pick if shopping for sporting goods today.

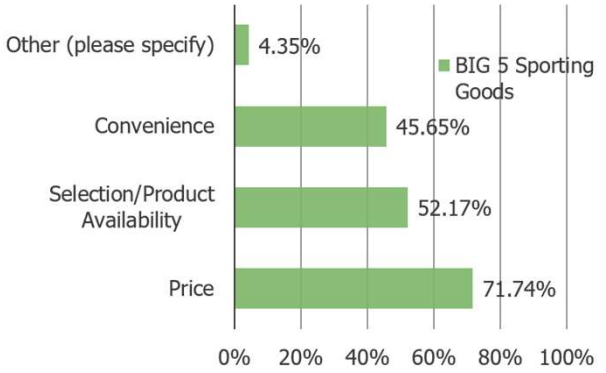


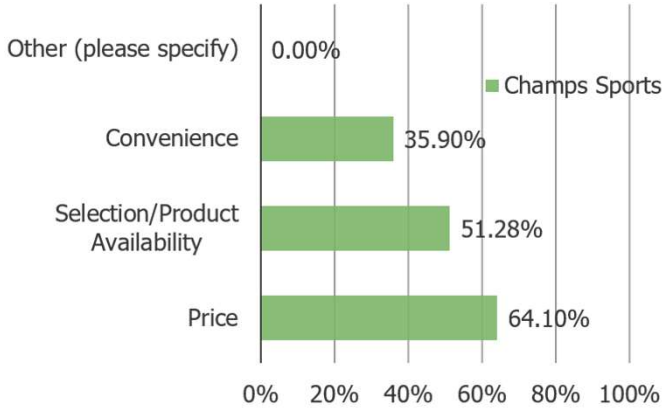


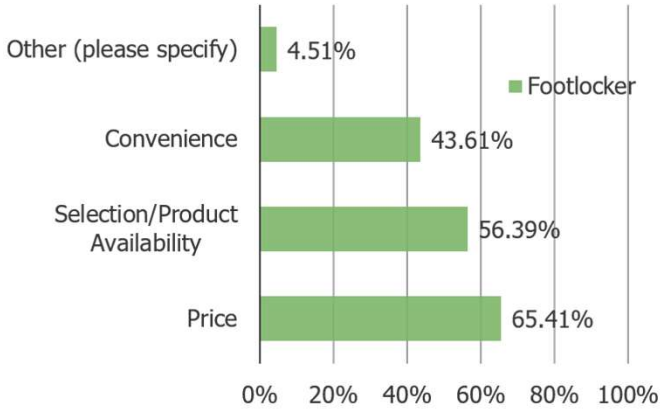












	N=
Dick's Sporting Goods	593
Cabela's	76
REI	51
Academy Sports + Outdoors	153
Bass Pro Shops	107
BIG 5 Sporting Goods	46
Champs Sports	39
Footlocker	133

Source: Bespoke Market Intelligence Survey

Tickers: DKS, ASO

Why Do Customers Choose Dick's and Academy?

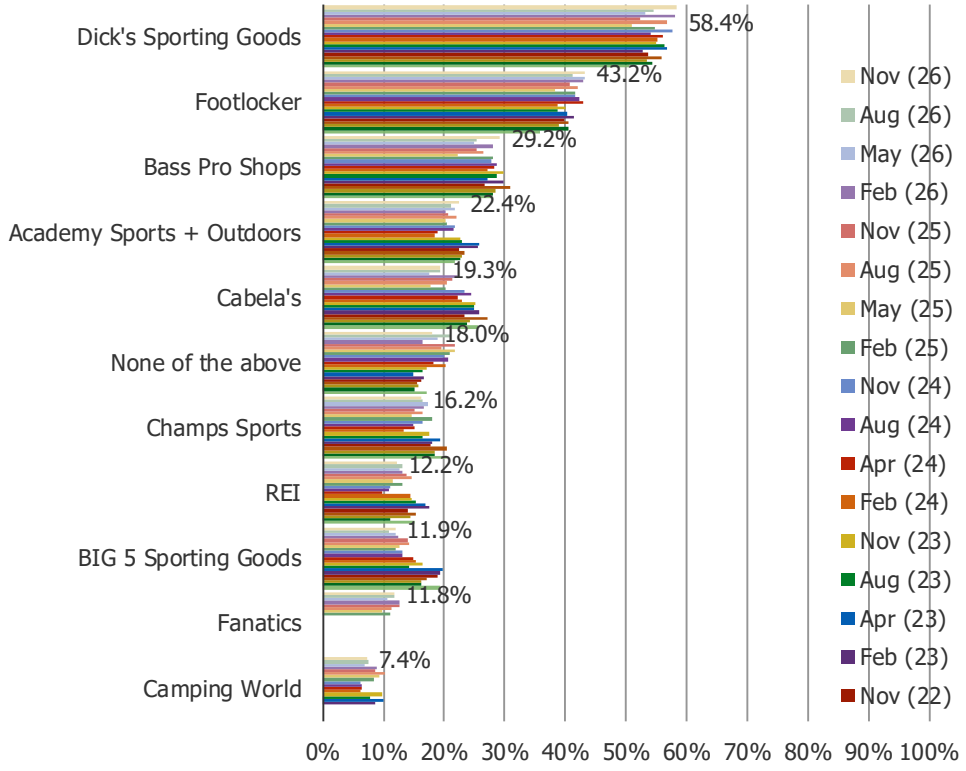
If You Had To Choose One Sporting Goods Retailer, Which, and Why?

Competitive Dynamics

Sporting Goods Retail Trends

Have you ever purchased anything form the following retailers?

Posed to all respondents.



Source: Bespoke Market Intelligence Survey

Tickers: DKS, ASO