



DICK'S SPORTING GOODS FOOTBALL JERSEY SALES

dicks.com/jerseyreport



PEYTON'S PLACE

#18 accounted for nearly
8%
of jersey sales



CAM NEWTON



ROBERT GRIFFIN III



RUSSELL WILSON



ANDREW LUCK

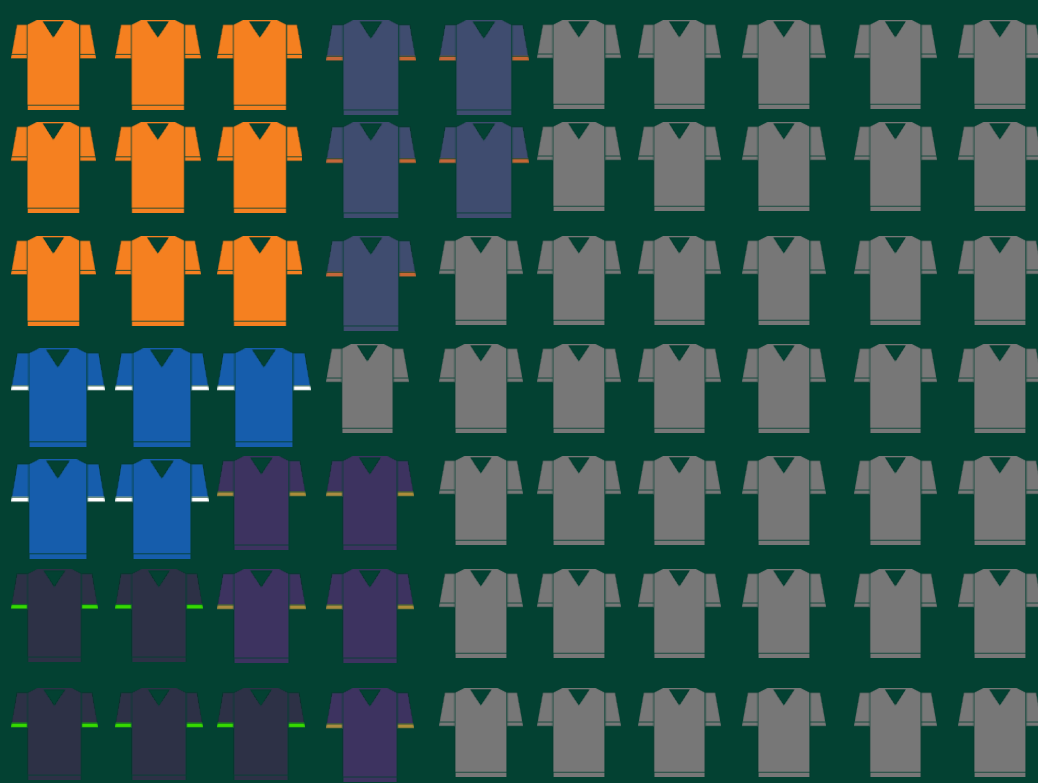


PEYTON MANNING

BUCKIN' BRONCOS

Broncos jerseys accounted for nearly
11%
of all jersey sales

Jersey Sales By Team
1. Broncos [10.9%]
2. Bears [6.8%]
3. Colts [6.7%]
4. Seahawks [6.5%]
5. Ravens [6.3%]
Rest of league [62.8%]



QBS LEAD THE WAY

Nearly
47%
of sales were quarterbacks



46.5%
QBS



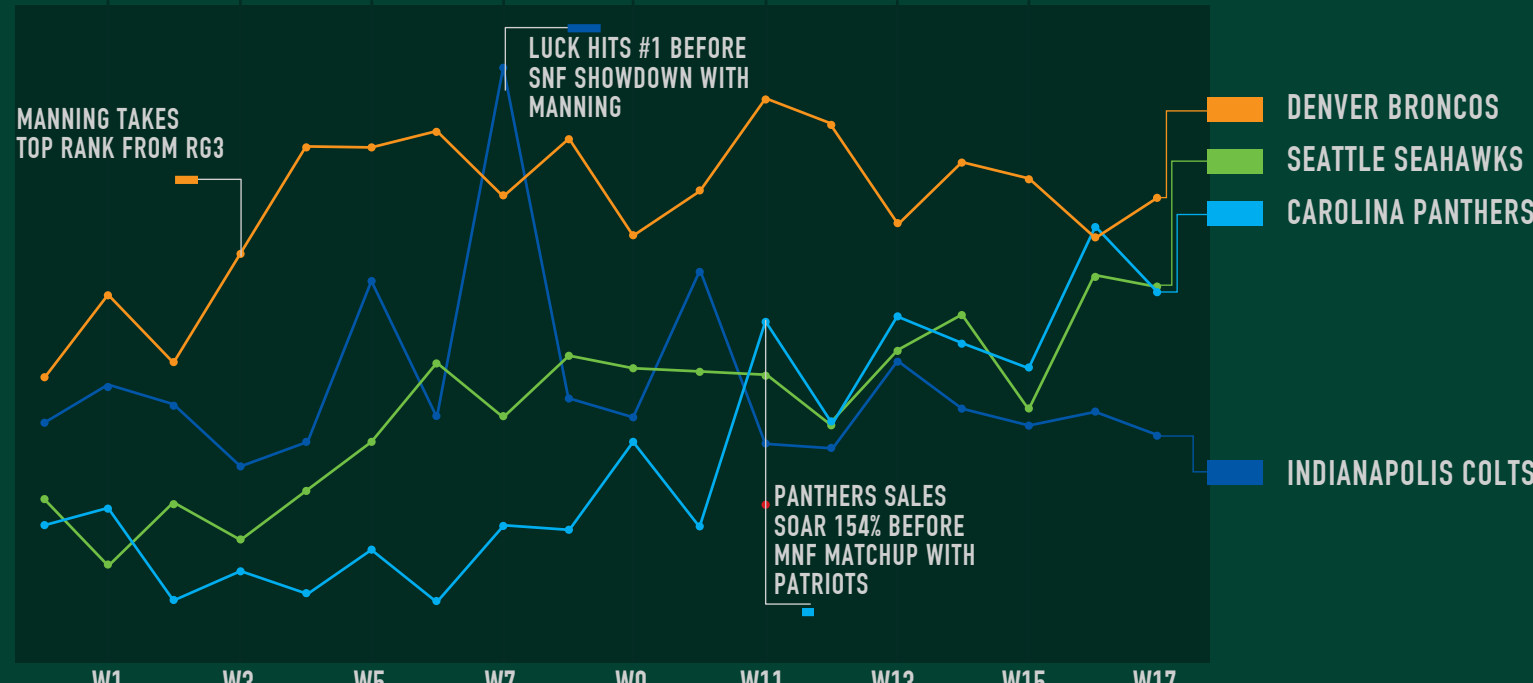
32.5%
RB & WR



12.8%
ALL DEFENSE

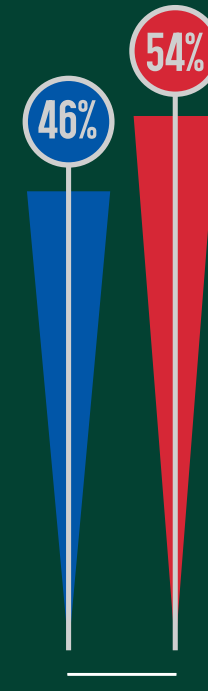
GEARING UP

The bigger the game, the more jerseys sold



AFC AMAZING

Nearly
54%
of sales were for AFC teams



BRONCOS BANDWAGON

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NFL cities chose Denver as their second-favorite team



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All sales data is from August - December 2013

