

**Bespoke Intel**

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**Sporting Goods  
Consumer Survey, Volume 2**

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**November 2021**

# Top Takeaways

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## What do customers like about Dick's/Academy

Selection and variety continue to be the biggest draws for sporting good retailers and consumers. Among shoppers of both Dick's and Academy, brands available and product types available play significant roles in their decisions to shop the former and the latter. Nike is far and away the top brand drawing consumers; Under Armour, Adidas, and Champion were also mentioned a lot. Shoes and clothing are the top product categories drawing customers in; fishing equipment, exercise equipment, golf, hunting, and bikes were also mentioned.

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## Customer Sentiment Remains Positive

Consumer sentiment toward sporting goods retailers remains positive – to wit, NPS for each among customers who have shopped in the past 3 months ranges from 33-51.

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## Dick's and Nike are Mindshare Dominant

Dick's Sporting Goods remains mindshare dominant. For most consumers, it is the first retailer that comes to mind when they think of sporting goods. Nike is the go-to brand for consumers when it comes to a range of products sold in sporting goods stores (sports equipment, clothing, footwear, fitness, fan gear, and outdoor/recreational items).

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## **Why Do Customers Choose Dick's and Academy?**

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

**NPS**

**Competitive Dynamics**

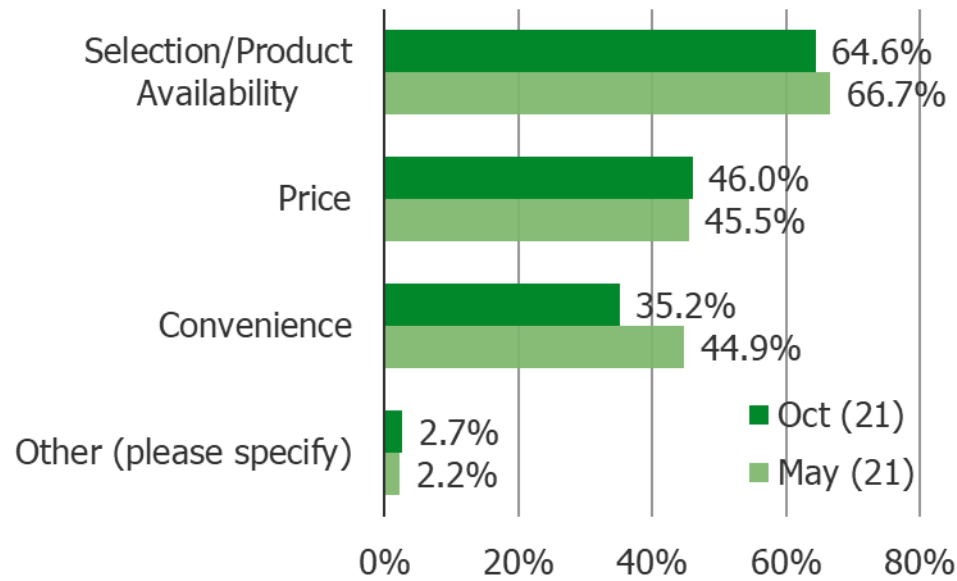
**Sporting Goods Retail Trends**

**Demographics**



**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.





# What do you like most about Academy Sports and Outdoors?

Posed to all respondents who have shopped Academy.

Nov 2021 →



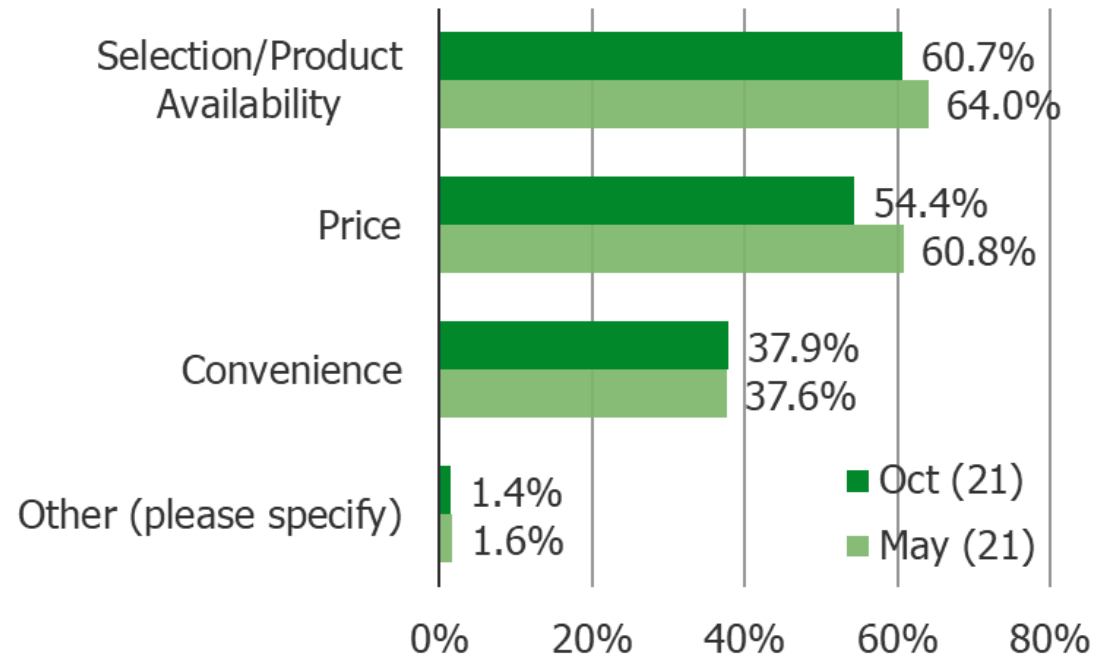
May 2021 →



N=285

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

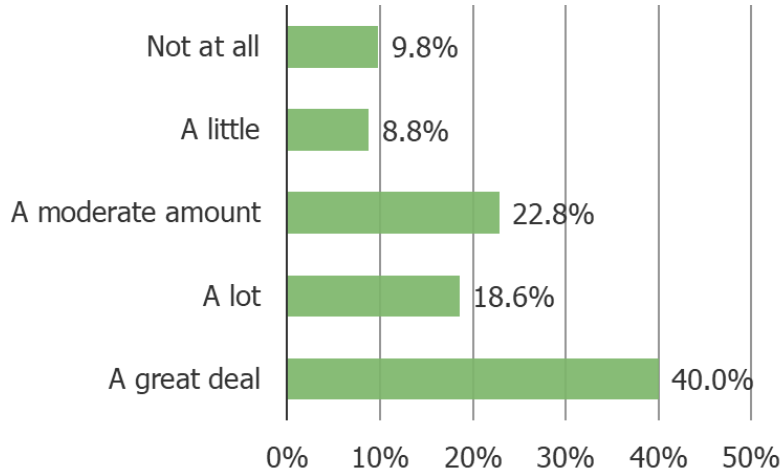
Posed to all respondents who have shopped Academy.





## 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.

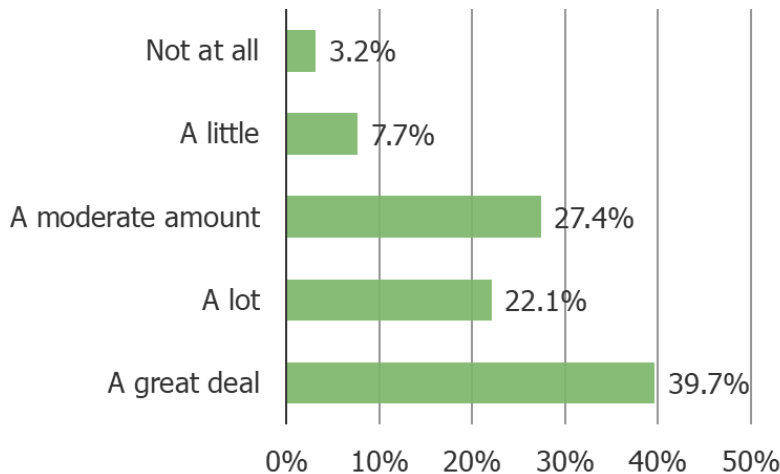


Fill-in: Which brands are important?



## 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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**Why Do Customers Choose Dick's and Academy?**

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

**NPS**

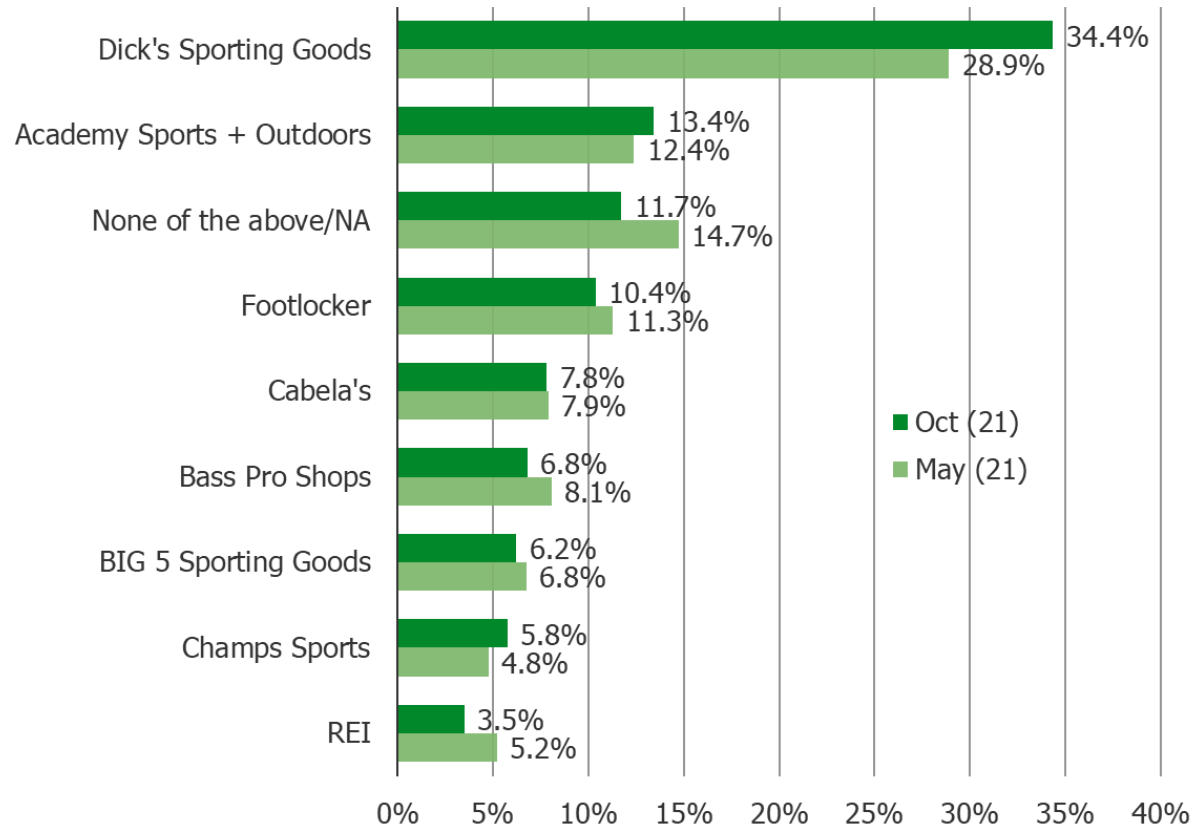
**Competitive Dynamics**

**Sporting Goods Retail Trends**

**Demographics**

**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.

N=1252

## 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	851
Cabela's	206
REI	112
Academy Sports + Outdoors	348
Bass Pro Shops	202
BIG 5 Sporting Goods	174
Champs Sports	144
Footlocker	287

Combining results from May and November to achieve large N sizes.

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**Why Do Customers Choose Dick's and Academy?**

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

**NPS**

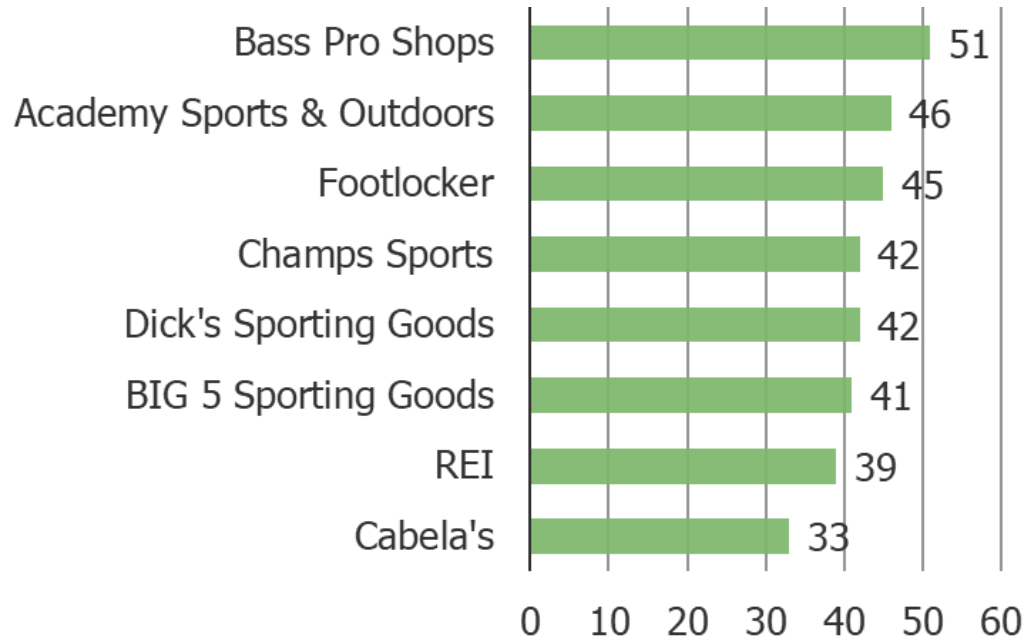
**Competitive Dynamics**

**Sporting Goods Retail Trends**

**Demographics**

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

Posed to all respondents who have shopped the below in the past three months.



	N =
Dick's Sporting Goods	525
Cabela's	218
REI	158
Academy Sports & Outdoors	307
Bass Pro Shops	261
BIG 5 Sporting Goods	230
Champs Sports	262
Footlocker	350

Combining results from May and November to achieve large N sizes.

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**Why Do Customers Choose Dick's and Academy?**

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

**NPS**

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

Posed to all respondents.



N=1252



### What is your go-to brand for the following?

Posed to respondents who regularly or occasionally use the following types of products.

#### Sports Equipment



#### Clothing/Apparel



#### Footwear



#### Fitness Equipment



#### Fan Gear/Apparel



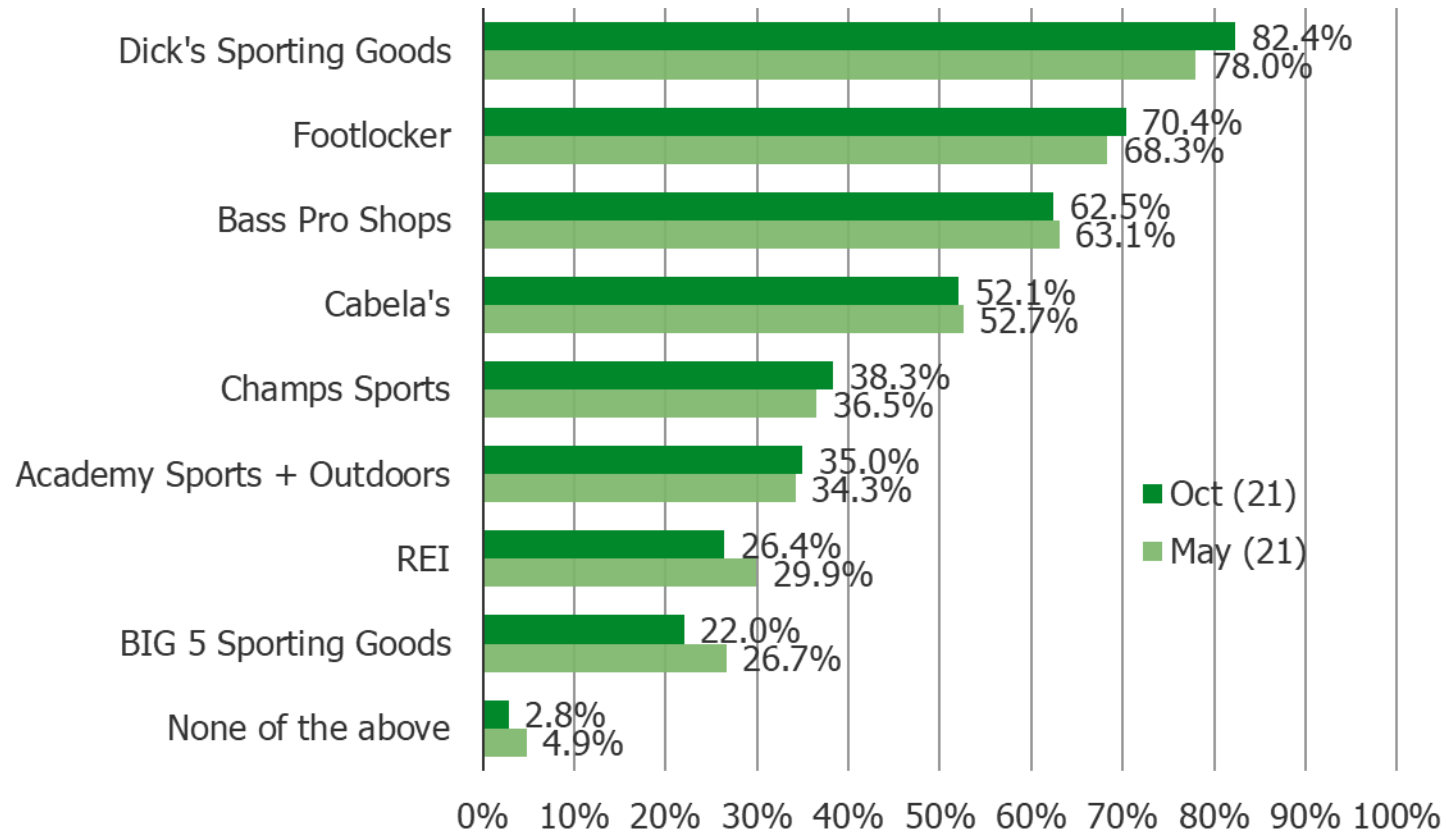
#### Outdoor and Rec Items



	N =
Sports equipment (golf, tennis, baseball, basketball, football, hockey, etc)	316
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	1005
Footwear (sneakers, sandals, slippers, cleats, etc)	959
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	409
Fan Gear or Apparel (jerseys, hats, apparel, etc)	366
Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	387

### Which of the following retailers, if any, have you heard of?

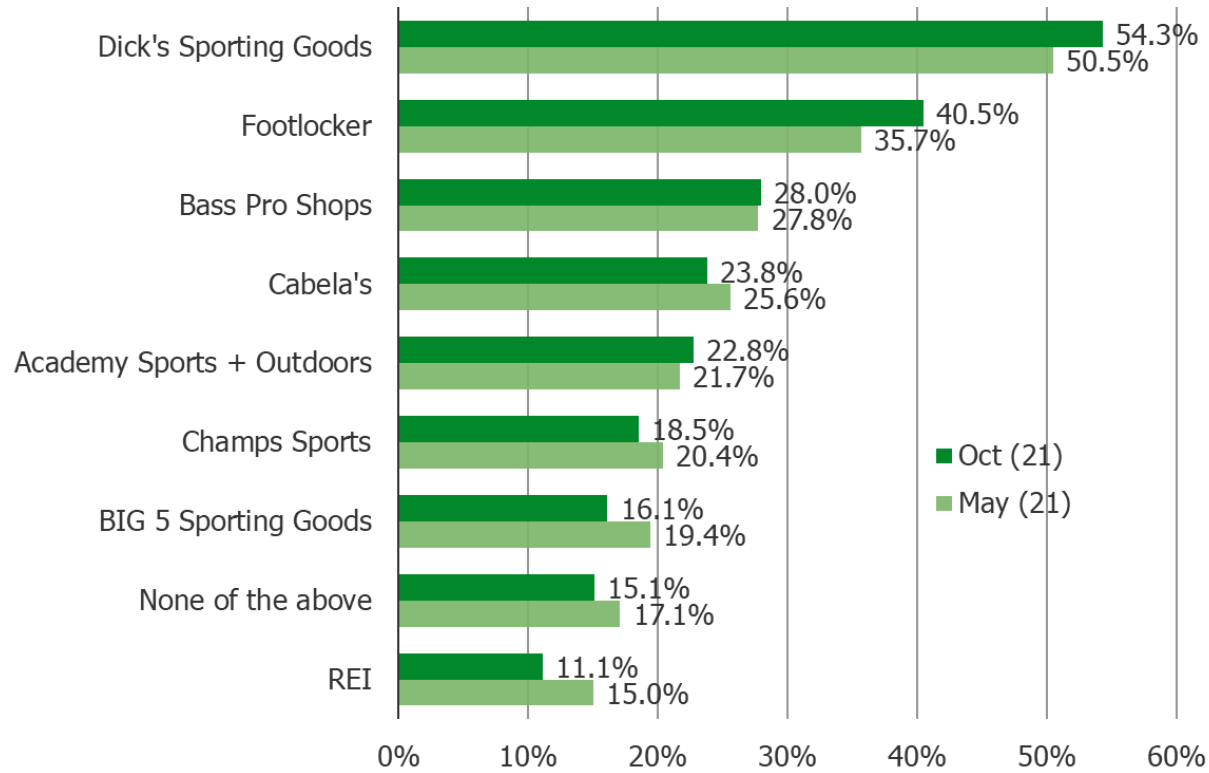
Posed to all respondents.



N=1252

### Have you ever purchased anything form the following retailers?

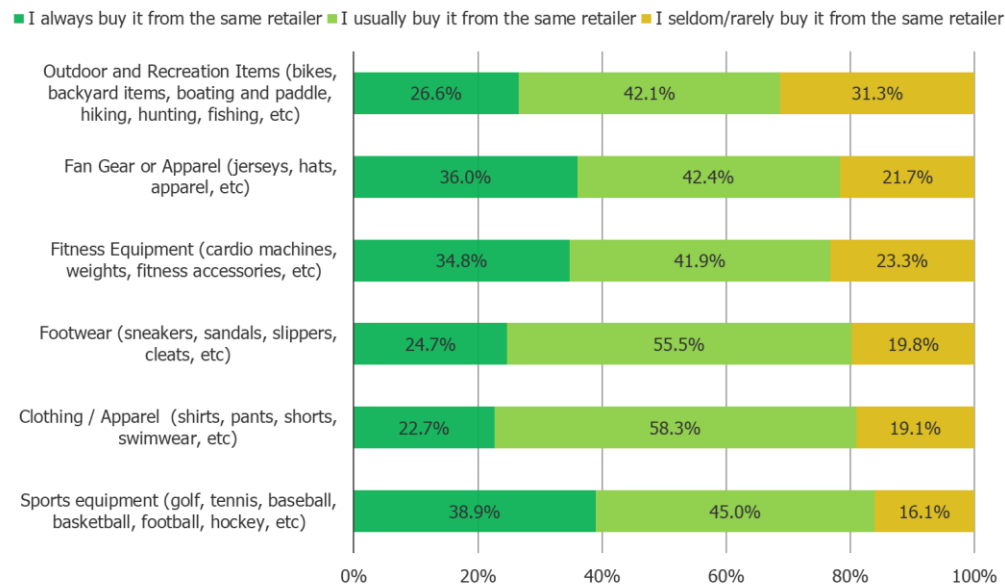
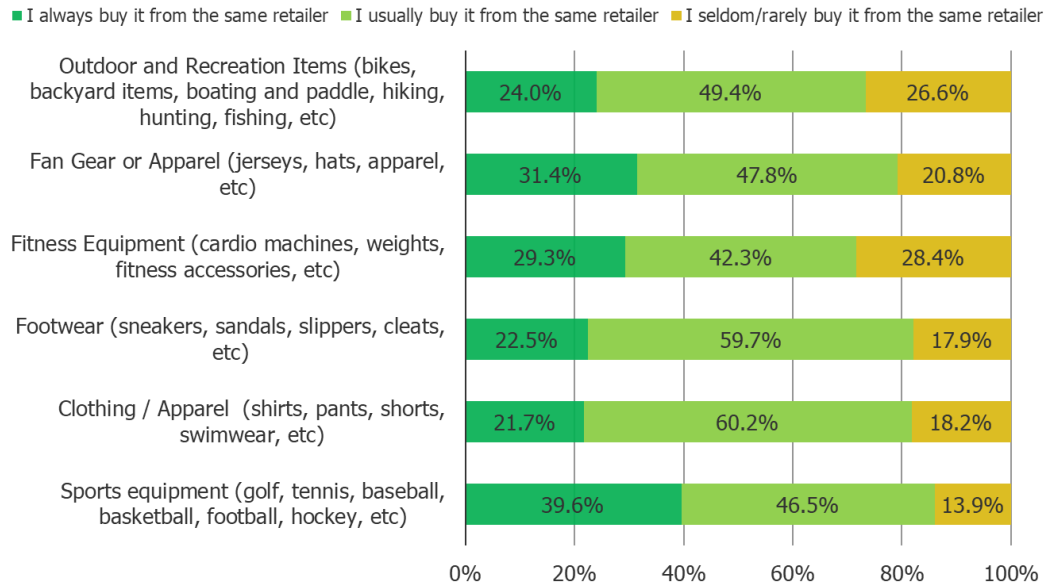
Posed to all respondents.



N=1252

### When it comes to the following types of products, which describes you best?

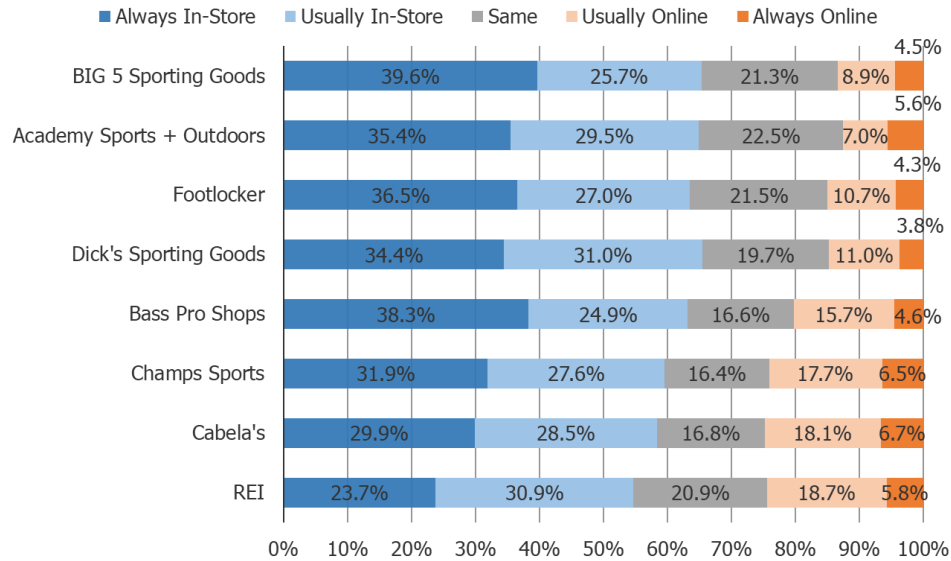
Posed to all respondents who purchase the below products.



### How do you prefer to shop the following?

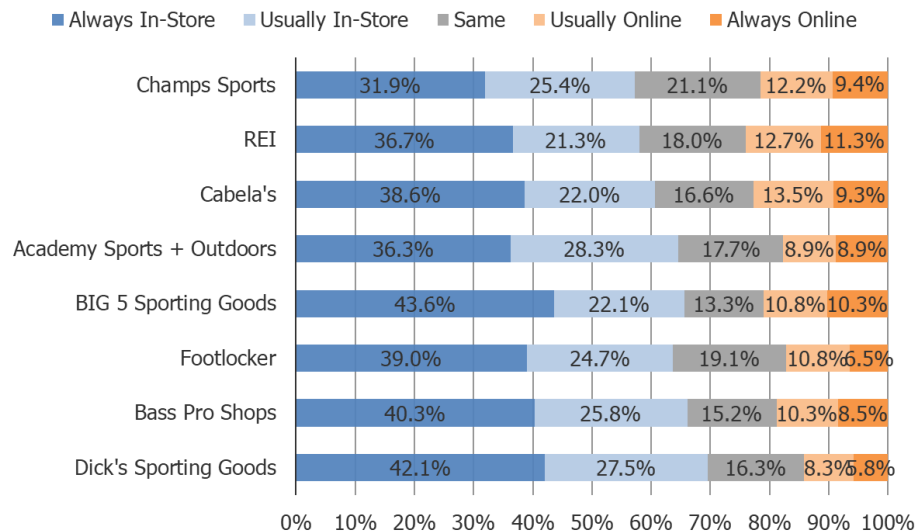
Posed to all respondents who have shopped the below.

Nov 2021 →



	N =
Cabela's	298
Bass Pro Shops	350
Footlocker	507
Dick's Sporting Goods	680
REI	139
BIG 5 Sporting Goods	202
Champs Sports	232
Academy Sports + Outdoors	285

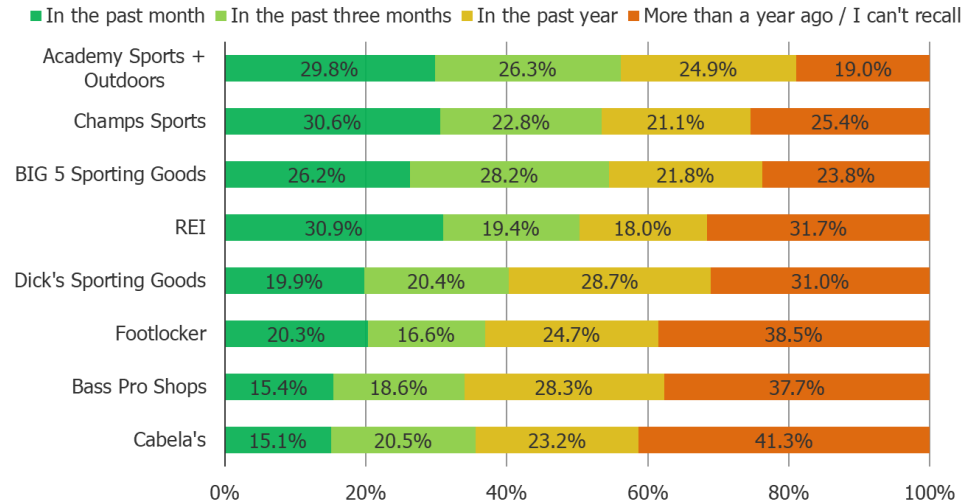
May 2021 →



### When did you most recently purchase something from the following?

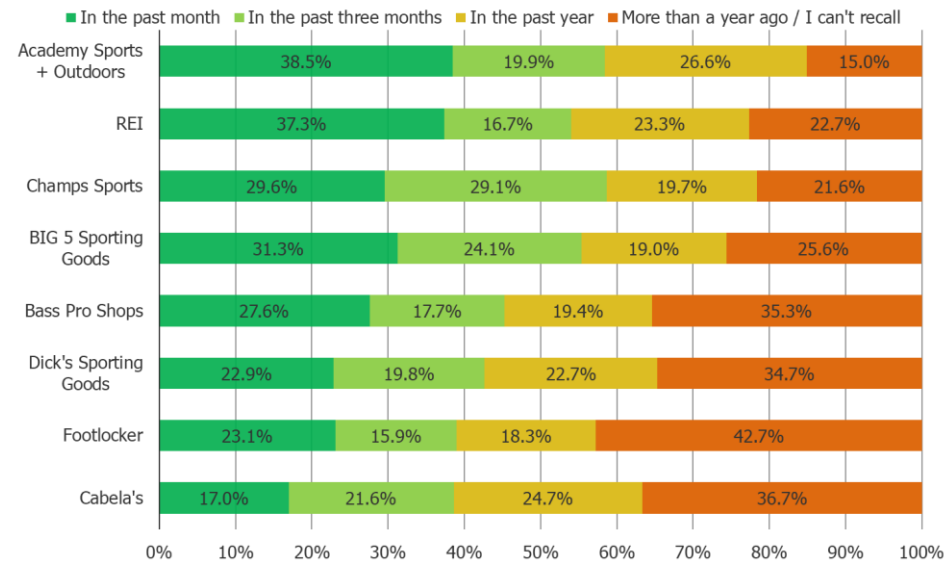
Posed to all respondents who have purchased from the below.

Nov 2021 →



	N =
Cabela's	298
Bass Pro Shops	350
Footlocker	507
Dick's Sporting Goods	680
REI	139
BIG 5 Sporting Goods	202
Champs Sports	232
Academy Sports + Outdoors	285

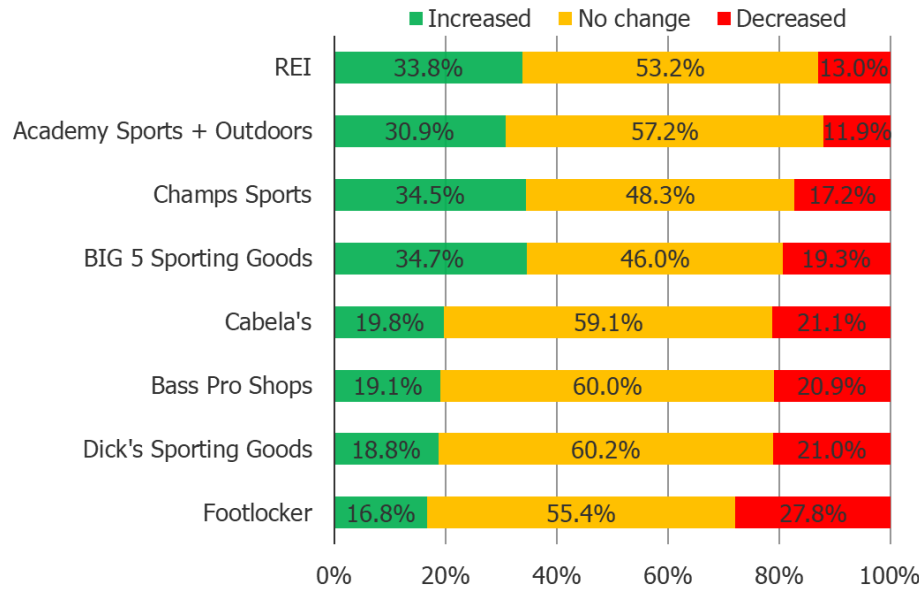
May 2021 →



### Have you recently increased or decreased your shopping of the following?

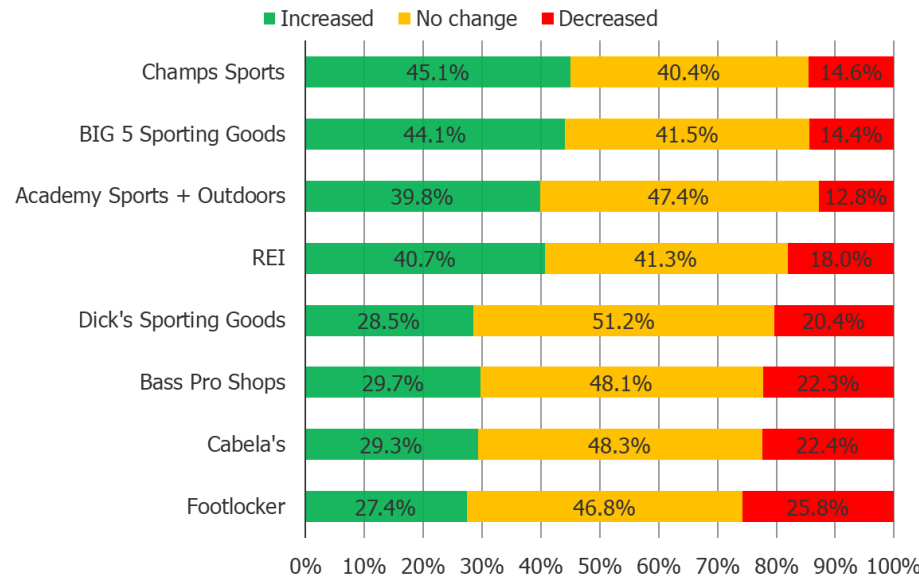
Posed to all respondents who have purchased from the below.

Nov 2021 →



	N =
Cabela's	298
Bass Pro Shops	350
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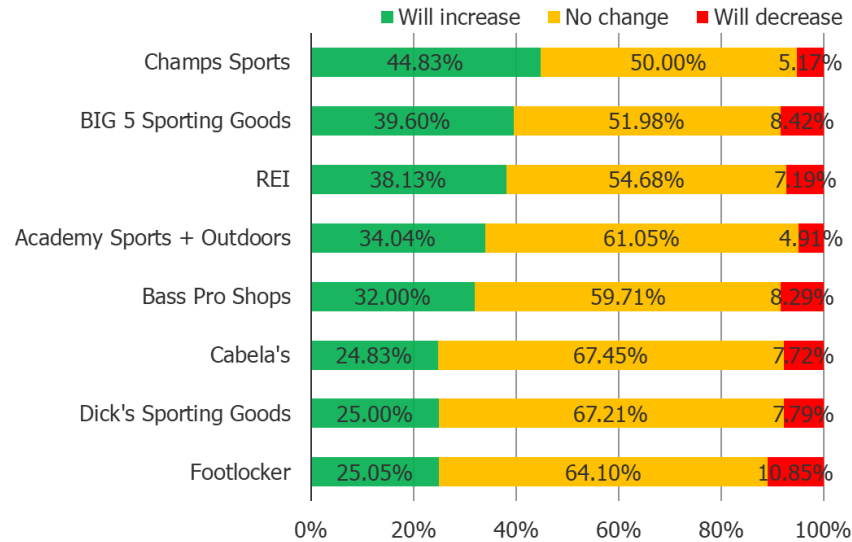
May 2021 →



### Going forward, do you expect to change how often you shop the following?

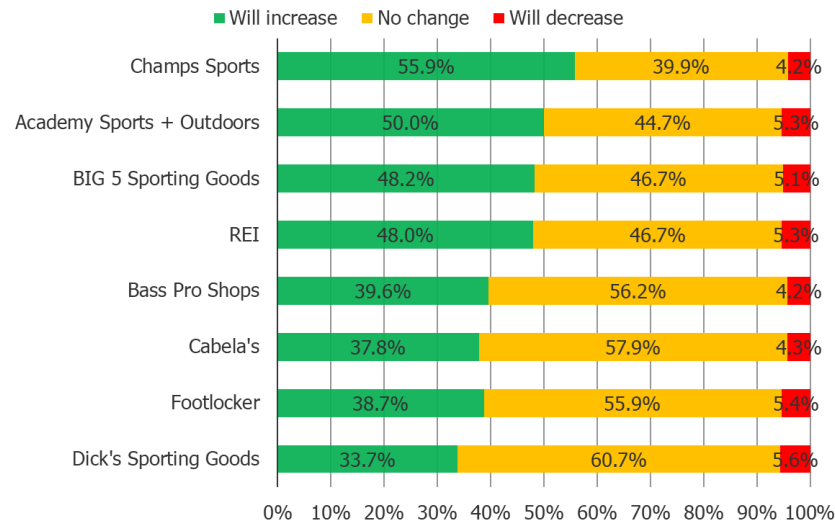
Posed to all respondents who have purchased from the below.

Nov 2021 →



	N =
Cabela's	298
Bass Pro Shops	350
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May 2021 →

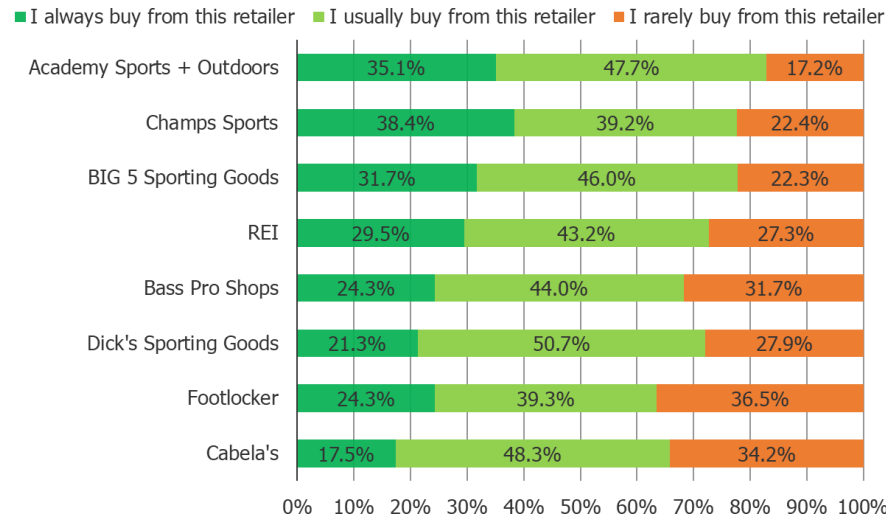




### Thinking of the types of items that you have bought from this retailer for, how loyal are you to this retailer for these purchases?

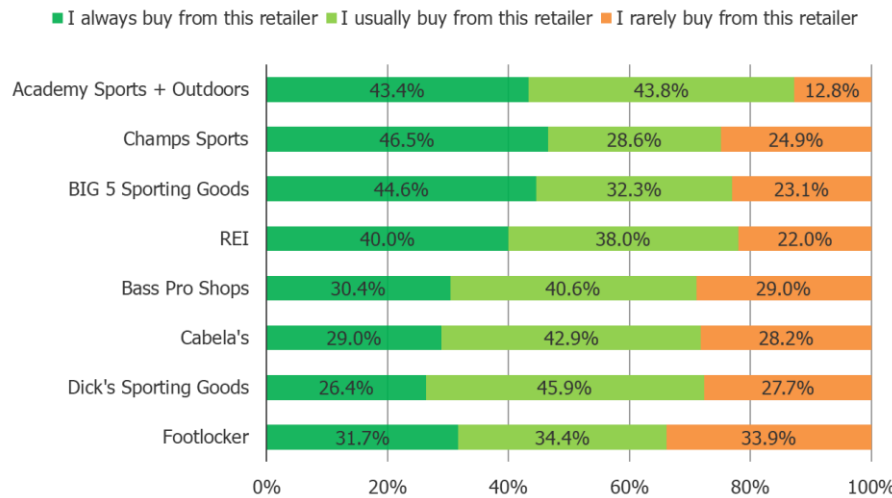
Posed to all respondents who shop the below retailers.

Nov 2021 →



	N =
Cabela's	298
Bass Pro Shops	350
Footlocker	507
Dick's Sporting Goods	680
REI	139
BIG 5 Sporting Goods	202
Champs Sports	232
Academy Sports + Outdoors	285

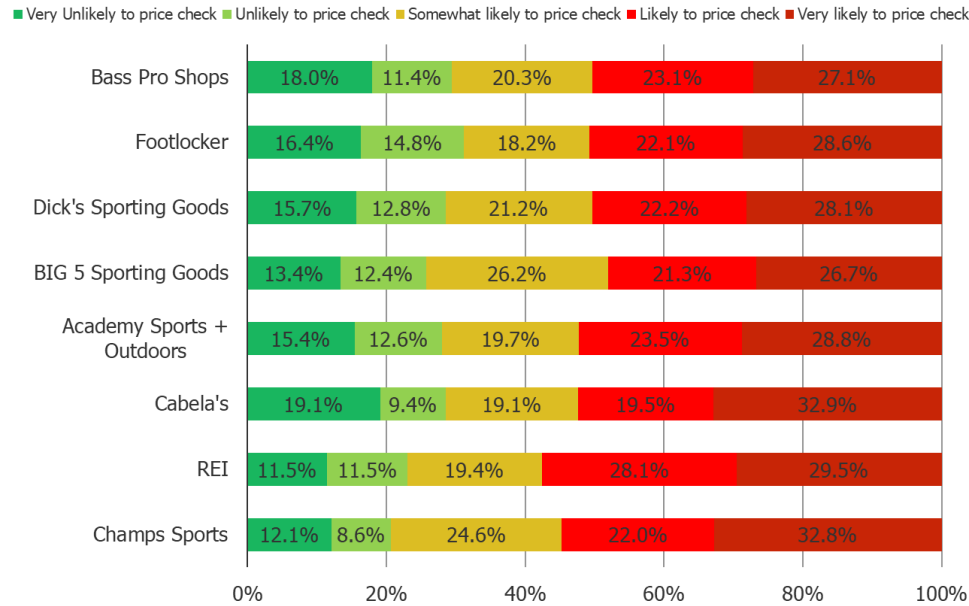
May 2021 →



# When you shop the following, how likely are you to check the price of the item on Amazon before you buy it from this retailer?

Posed to all respondents who have shopped the below.

Nov 2021 →



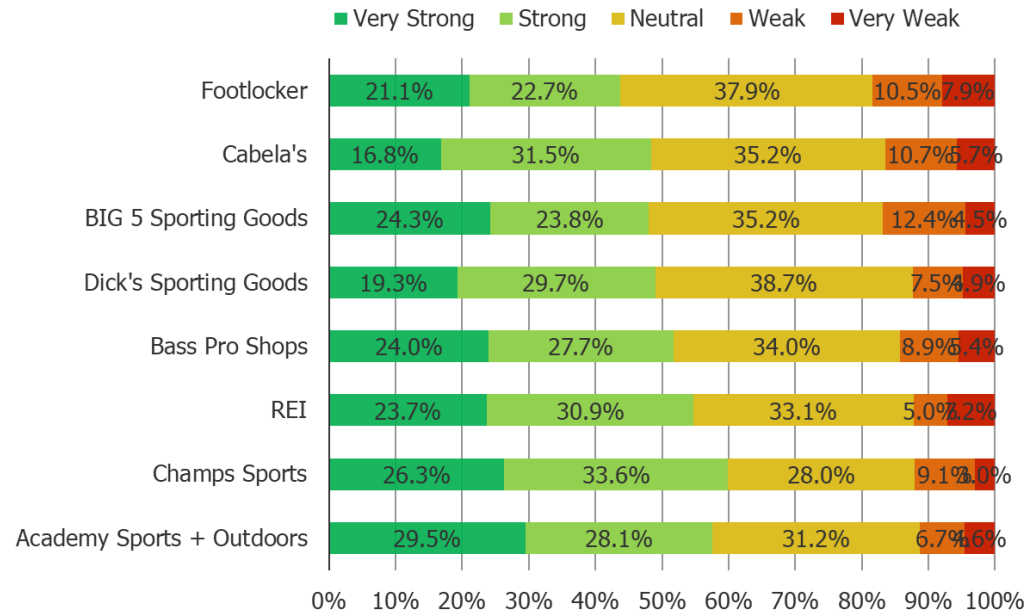
	N =
Cabela's	298
Bass Pro Shops	350
Footlocker	507
Dick's Sporting Goods	680
REI	139
BIG 5 Sporting Goods	202
Champs Sports	232
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May 2021 →



**Please rate the strength of your relationship with the following:**

Posed to all respondents who have shopped the below.



	N =
Cabela's	298
Bass Pro Shops	350
Footlocker	507
Dick's Sporting Goods	680
REI	139
BIG 5 Sporting Goods	202
Champs Sports	232
Academy Sports + Outdoors	285

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**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 sports goods/apparel or related items, which retailer would you be most likely to choose?

Age

Age of those who chose each retailer:

Retailer They'd Choose	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	N =
Dick's Sporting Goods	11.3%	16.5%	18.0%	16.0%	15.2%	13.8%	9.2%	856
Cabela's	7.7%	13.9%	19.2%	16.4%	19.7%	13.5%	9.6%	208
REI	5.4%	23.2%	21.4%	20.5%	12.5%	11.6%	5.4%	112
Academy Sports + Outdoors	11.5%	22.6%	20.9%	16.9%	15.5%	7.2%	5.4%	349
Bass Pro Shops	7.4%	20.7%	15.8%	17.2%	15.8%	14.8%	8.4%	203
BIG 5 Sporting Goods	13.2%	17.8%	20.7%	23.6%	9.8%	6.9%	8.1%	174
Champs Sports	11.1%	36.8%	26.4%	13.2%	9.7%	2.8%	0.0%	144
Footlocker	19.1%	20.1%	18.4%	14.2%	15.6%	7.6%	4.9%	288

Income

Retailer They'd Choose	\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$174,999	\$175,000-\$199,999	\$200,000 and up	N =
Dick's Sporting Goods	18.5%	29.3%	20.2%	12.4%	9.1%	4.4%	2.5%	2.2%	1.4%	856
Cabela's	16.8%	33.2%	19.7%	12.0%	6.7%	5.3%	2.9%	1.4%	1.9%	208
REI	11.6%	14.3%	17.0%	16.1%	14.3%	13.4%	7.1%	3.6%	2.7%	112
Academy Sports + Outdoors	14.9%	27.5%	19.8%	16.1%	9.5%	5.7%	3.4%	1.7%	1.4%	349
Bass Pro Shops	19.7%	30.1%	20.2%	10.3%	7.4%	3.5%	3.9%	2.5%	2.5%	203
BIG 5 Sporting Goods	19.0%	27.6%	19.0%	10.9%	7.5%	6.3%	6.3%	2.3%	1.2%	174
Champs Sports	17.4%	20.8%	14.6%	14.6%	13.9%	8.3%	6.3%	1.4%	2.8%	144
Footlocker	31.6%	34.4%	16.3%	8.3%	1.7%	2.1%	2.1%	1.7%	1.7%	288

If you had to buy sports goods/apparel or related items, which retailer would you be most likely to choose?

Gender

Retailer They'd Choose	Female	Male	N =
Dick's Sporting Goods	49.8%	50.2%	856
Cabela's	51.9%	48.1%	208
REI	42.0%	58.0%	112
Academy Sports + Outdoors	49.6%	50.4%	349
Bass Pro Shops	41.4%	58.6%	203
BIG 5 Sporting Goods	42.5%	57.5%	174
Champs Sports	32.6%	67.4%	144
Footlocker	53.5%	46.5%	288

Ethnicity

Retailer They'd Choose	Asian	Black or African American	Hispanic or Latino	Middle Eastern or North African	Multiracial or Multiethnic	Native American or Alaska Native	Native Hawaiian or other Pacific Islander	White	Another race or ethnicity, please	N =
Dick's Sporting Goods	5.0%	12.6%	5.8%	0.5%	0.6%	0.9%	0.5%	73.6%	0.5%	856
Cabela's	1.4%	4.3%	1.9%	0.0%	1.0%	1.0%	1.0%	88.5%	1.0%	208
REI	8.9%	3.6%	5.4%	0.0%	1.8%	0.0%	0.0%	79.5%	0.9%	112
Academy Sports + Outdoors	4.6%	14.6%	7.7%	0.6%	0.9%	1.4%	0.3%	69.6%	0.3%	349
Bass Pro Shops	2.5%	8.9%	3.5%	1.0%	0.0%	1.0%	0.5%	81.8%	1.0%	203
BIG 5 Sporting Goods	8.1%	7.5%	10.3%	1.7%	1.7%	0.0%	0.6%	68.4%	1.7%	174
Champs Sports	2.8%	22.2%	9.0%	1.4%	0.0%	0.0%	0.0%	63.2%	1.4%	144
Footlocker	4.2%	31.3%	9.7%	1.0%	0.0%	0.7%	0.4%	52.1%	0.7%	288

If you had to buy sports goods/apparel or related items, which retailer would you be most likely to choose?

Where do you live?

Retailer They'd Choose	Urban	Suburban	Rural	N =
Dick's Sporting Goods	32.1%	49.3%	18.6%	856
Cabela's	24.0%	40.4%	35.6%	208
REI	43.8%	44.6%	11.6%	112
Academy Sports + Outdoors	38.4%	37.0%	24.6%	349
Bass Pro Shops	32.5%	36.5%	31.0%	203
BIG 5 Sporting Goods	41.4%	36.8%	21.8%	174
Champs Sports	61.8%	31.3%	6.9%	144
Footlocker	46.2%	36.1%	17.7%	288

Do you rent or own your home?

Retailer They'd Choose	Rent your home	Own your home	Other (please specify)	N =
Dick's Sporting Goods	38.07%	57.00%	4.93%	856
Cabela's	35.40%	57.52%	7.08%	208
REI	27.45%	70.59%	1.96%	112
Academy Sports + Outdoors	36.00%	58.00%	6.00%	349
Bass Pro Shops	35.24%	60.95%	3.81%	203
BIG 5 Sporting Goods	36.17%	56.38%	7.45%	174
Champs Sports	47.67%	50.00%	2.33%	144
Footlocker	56.21%	37.91%	5.88%	288