

Bespoke Intel

**Sporting Goods
Consumer Survey**

May 27, 2021

Top Takeaways

What do customers like about Dick's Sporting Goods?

Above all is, customers are drawn to Dick's Sporting Goods because of the selection and variety. Consumers also mention that the store location is convenient for them and/or that it is a fun experience to visit the store, but selection/product variety is the clear top reason for choosing Dick's.

What do customers like about Academy Sporting Goods?

Selection is also a top reason for why customers are drawn to Academy, but in contrast to Dick's, price is also a top reason.

Competitive Dynamics

Dick's strong mindshare and unaided awareness readings make it a category leader. While feedback among customers toward all sporting goods retailers that we studied is net positive / constructive, CSAT (Customer Satisfaction) scores are especially strong for Academy (data indicates that Academy has a very strong relationship with its customer). Relative to other retail industries we test, Amazon has less mindshare than category leaders like Dick's and Academy.

Sporting Goods Trends

Sporting goods is a category that consumers tell us was more important to them in 2020 AND is a product category they expect to be more important to them in 2021. Both kids sports and golf are noteworthy tailwinds – respondents purchasing for the former and latter were most likely to choose Dick's for the gear they need(ed).

Demographics

Customers of Dick's and Academy are more likely than the general population to be 1) younger 2) male 3) higher income 4) have children 5) have children under 21 and 6) have children participating in youth sports this year.

Why Do Customers Choose Dick's and Academy?

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

NPS and Reasons For Being Promoters

Competitive Dynamics

Sporting Goods Retail Trends

Demographics

What do you like most about Dick's sporting goods?

Posed to all respondents who have shopped Dick's.

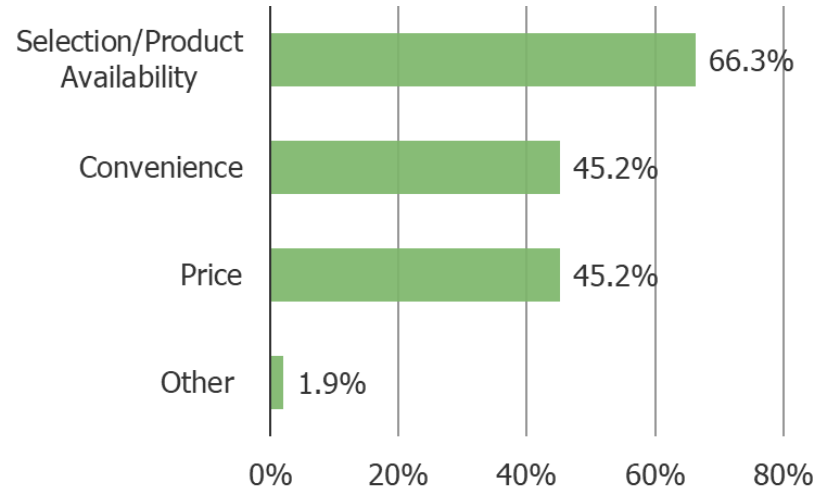


[Click here to open excel file with full list of fill-ins.](#)

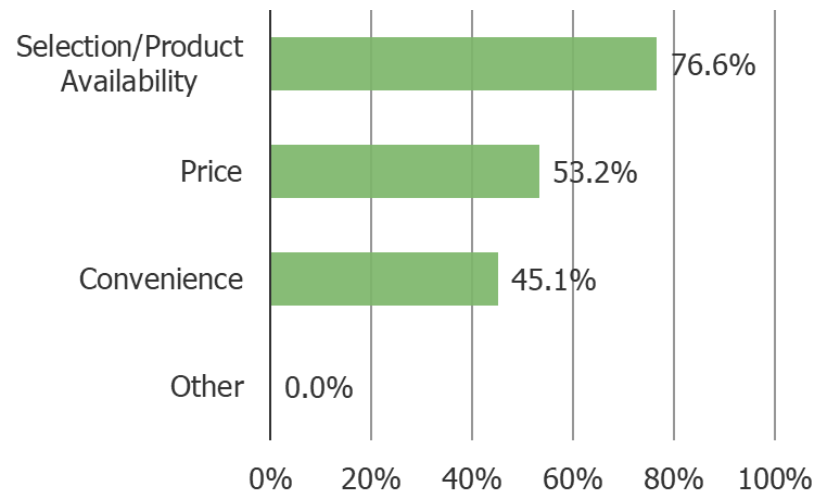
N=516

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.



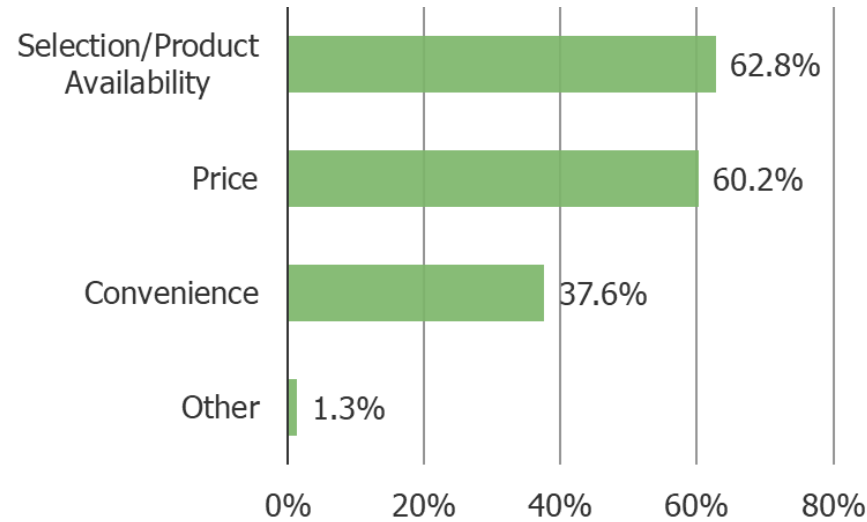
Posed to Dick's customers who are promoters in NPS (rated 9 or 10 on how likely they are to recommend Dick's to a friend or colleague).



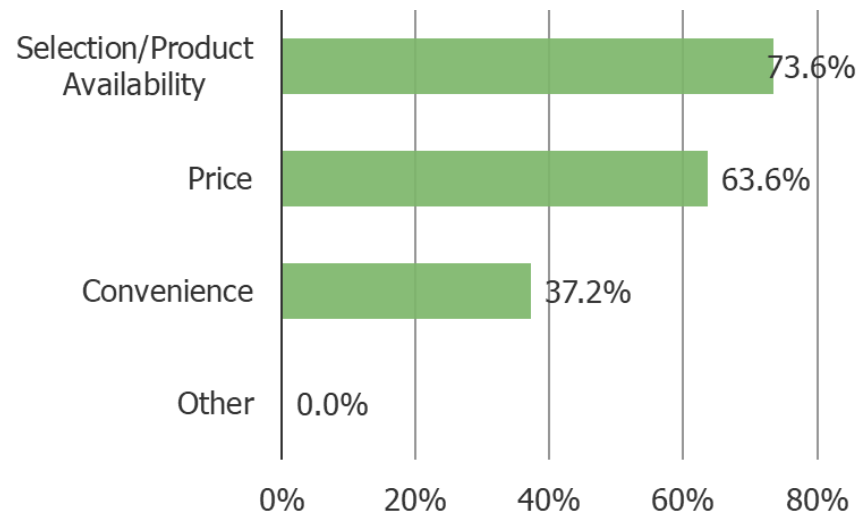
N=516

**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.



Posed to Academy customers who are promoters in NPS (rated 9 or 10 on how likely they are to recommend Academy to a friend or colleague).



N=226

Why Do Customers Choose Dick's and Academy?

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

NPS and Reasons For Being Promoters

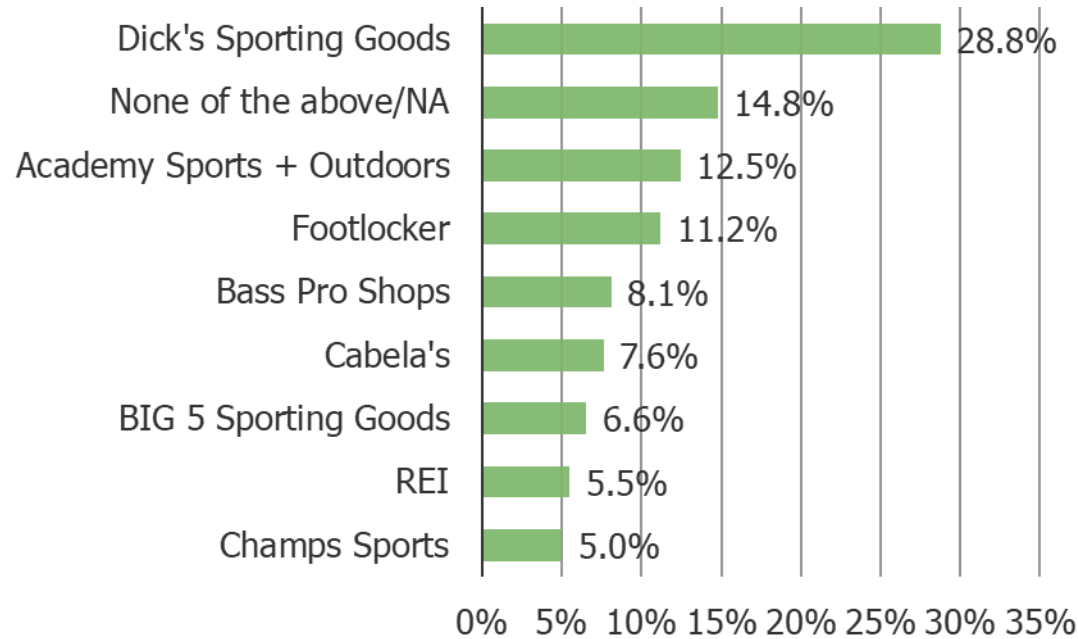
Competitive Dynamics

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.

Cross-Tabbed / Filtered Analysis:

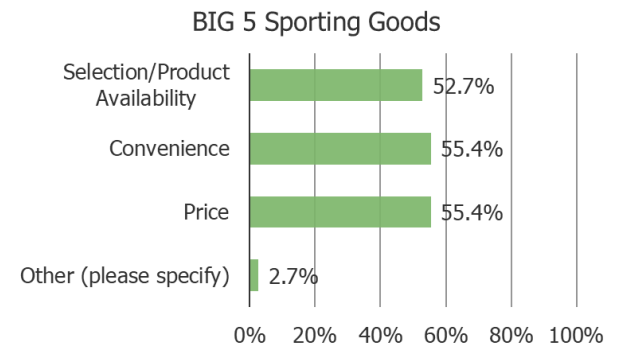
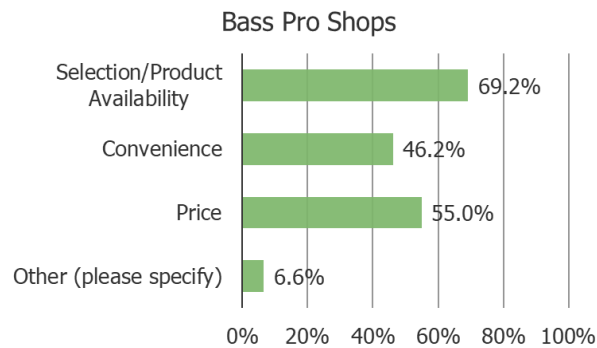
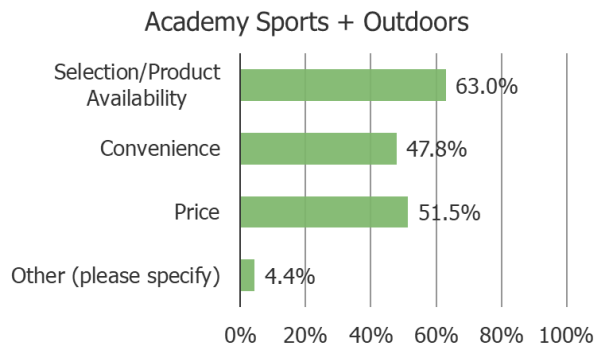
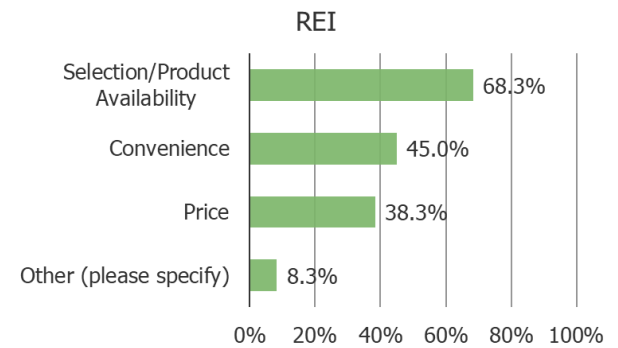
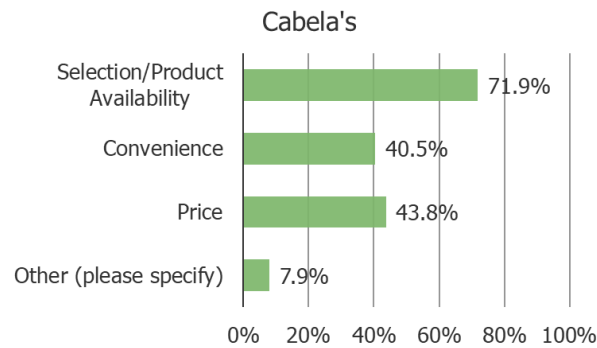
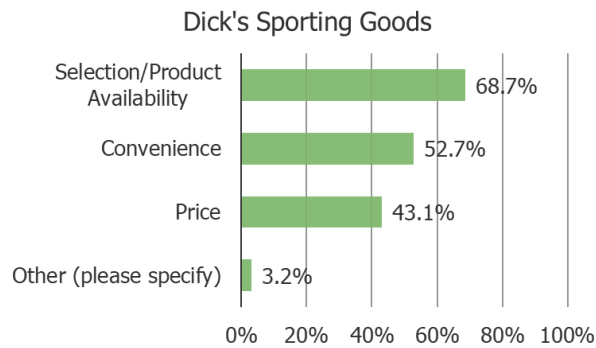
46.9% of respondents who have shopped Dick's selected Dick's in the question above.

39.8% of respondents who have shopped Academy selected Academy in the question above.

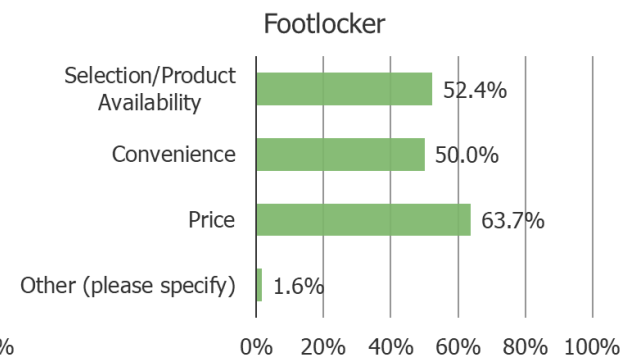
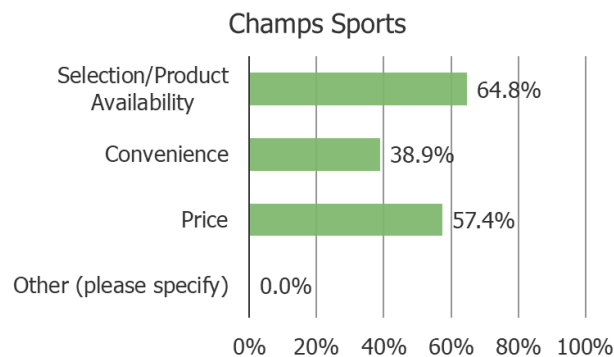
N=1036

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	313
Cabela's	89
REI	60
Academy Sports + Outdoors	138
Bass Pro Shops	91
BIG 5 Sporting Goods	74
Champs Sports	54
Footlocker	124



Why Do Customers Choose Dick's and Academy?

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

NPS and Reasons For Being Promoters

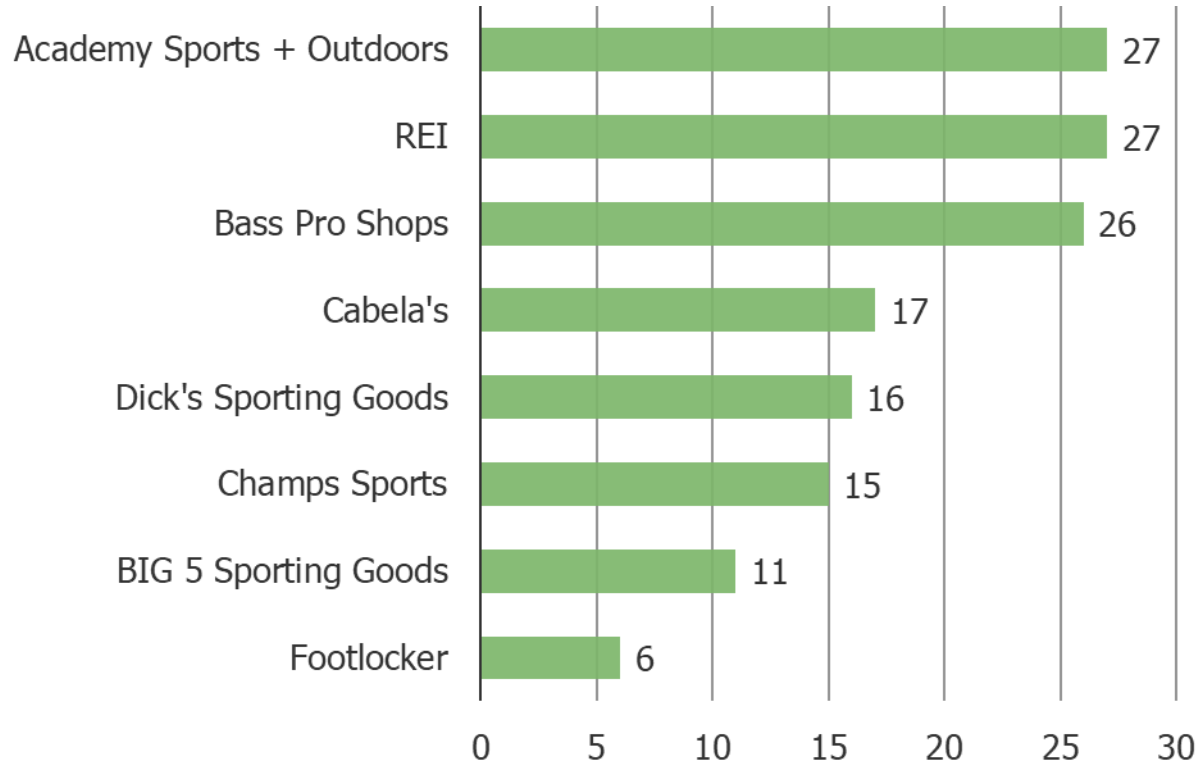
Competitive Dynamics

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.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
Champs Sports	213
REI	150
Academy Sports + Outdoors	226

Why are you likely to recommend Dick's Sporting Goods?

Posed to all respondents who have shopped the below and replied a 9 or 10 in the NPS question.



<p>DETRACTORS</p> <p>Rate you from 0-6</p> <p>Require proactive outreach to mitigate brand damage</p> <p>Are not particularly satisfied by your product or service</p>	<p>PASSIVES</p> <p>Rate you between 7-8</p> <p>Are susceptible to competitive offerings</p> <p>Are left out of the NPS calculation</p>	<p>PROMOTERS</p> <p>Rate you between 9-10</p> <p>Are loyal and likely to repurchase from you</p> <p>Fuel viral growth through word of mouth</p>
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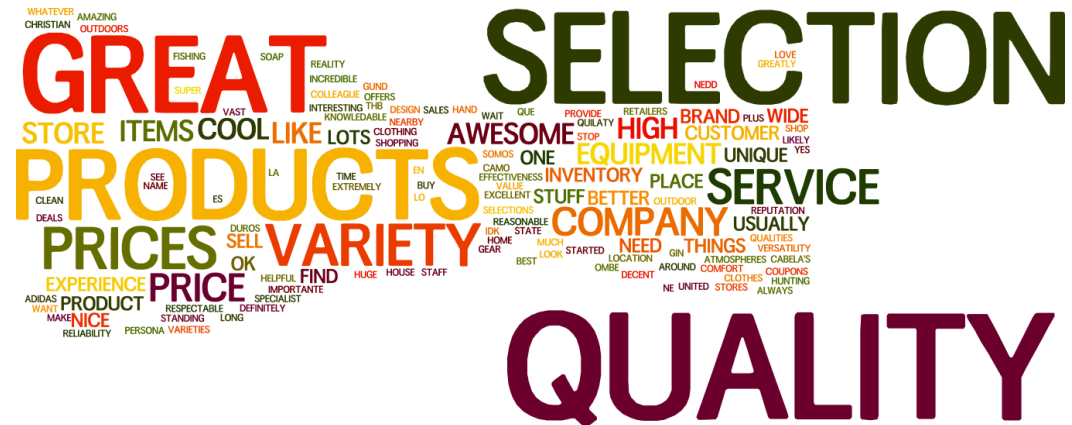
N=219

Why are you likely to recommend Cabela's?

Posed to all respondents who have shopped the below and replied a 9 or 10 in the NPS question.



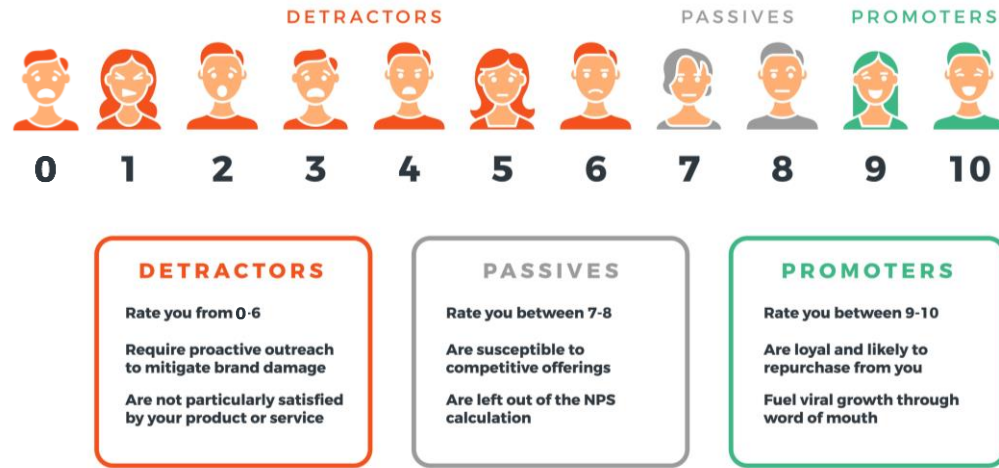
DETRACTORS	PASSIVES	PROMOTERS
Rate you from 0-6	Rate you between 7-8	Rate you between 9-10
Require proactive outreach to mitigate brand damage	Are susceptible to competitive offerings	Are loyal and likely to repurchase from you
Are not particularly satisfied by your product or service	Are left out of the NPS calculation	Fuel viral growth through word of mouth



N=108

Why are you likely to recommend REI?

Posed to all respondents who have shopped the below and replied a 9 or 10 in the NPS question.



N=69

Why are you likely to recommend Big 5?

Posed to all respondents who have shopped the below and replied a 9 or 10 in the NPS question.



DETRACTORS

Rate you from 0-6

- Require proactive outreach to mitigate brand damage
- Are not particularly satisfied by your product or service

PASSIVES

Rate you between 7-8

- Are susceptible to competitive offerings
- Are left out of the NPS calculation

PROMOTERS

Rate you between 9-10

- Are loyal and likely to repurchase from you
- Fuel viral growth through word of mouth



N=83

Why Do Customers Choose Dick's and Academy?

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

NPS and Reasons For Being Promoters

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Sporting Goods Retail Trends

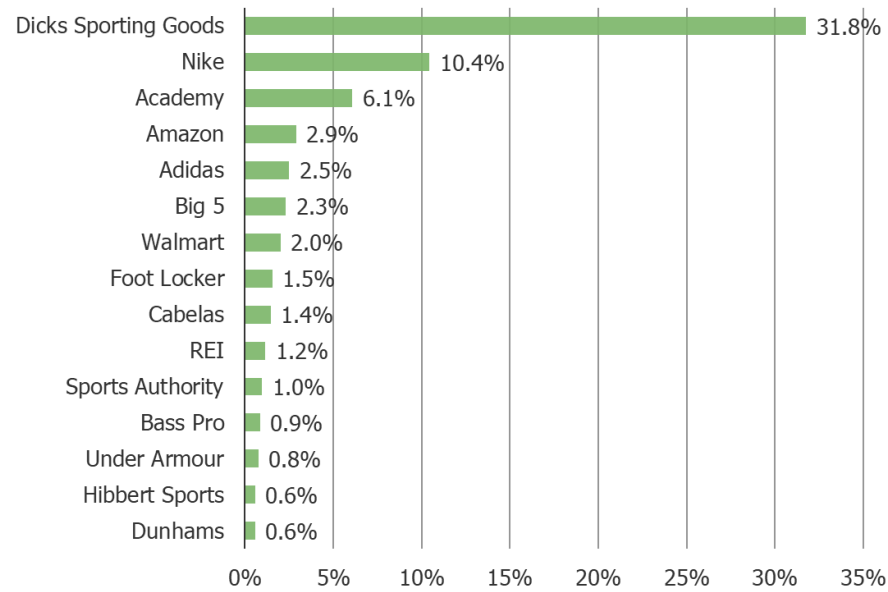
Demographics

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

Posed to all respondents.

DICKSPORTINGGOODS

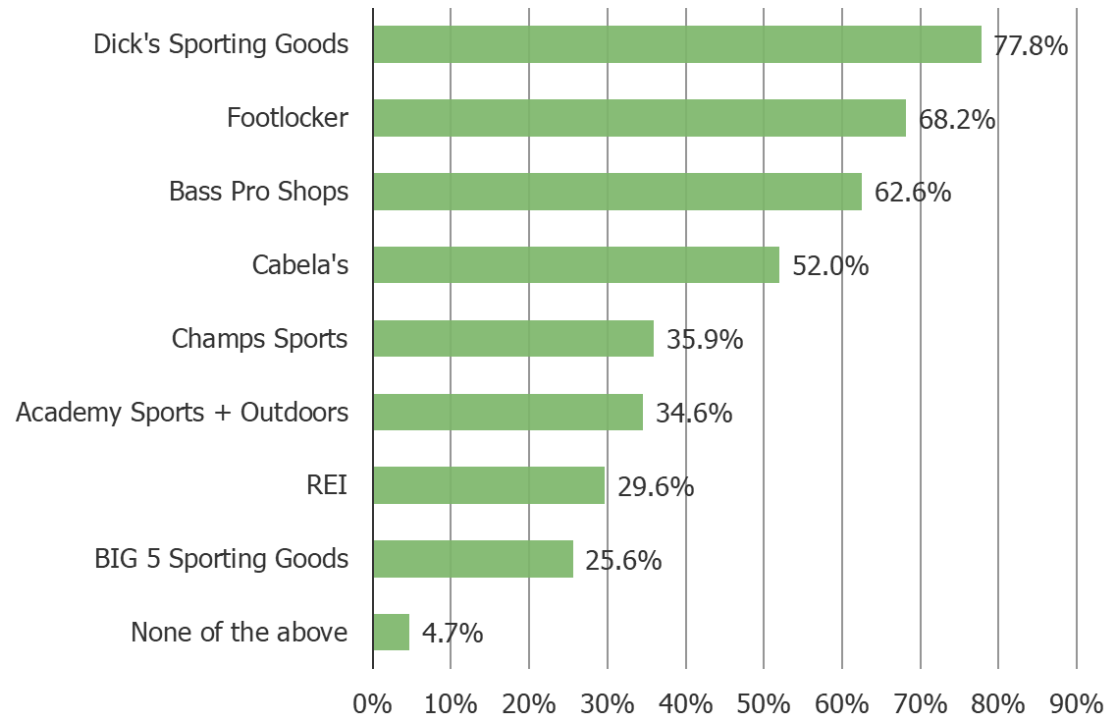
ACADEMY GORAN BIG5 NONE AMAZON ADIDAS WALMART NIKE



N=1036

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

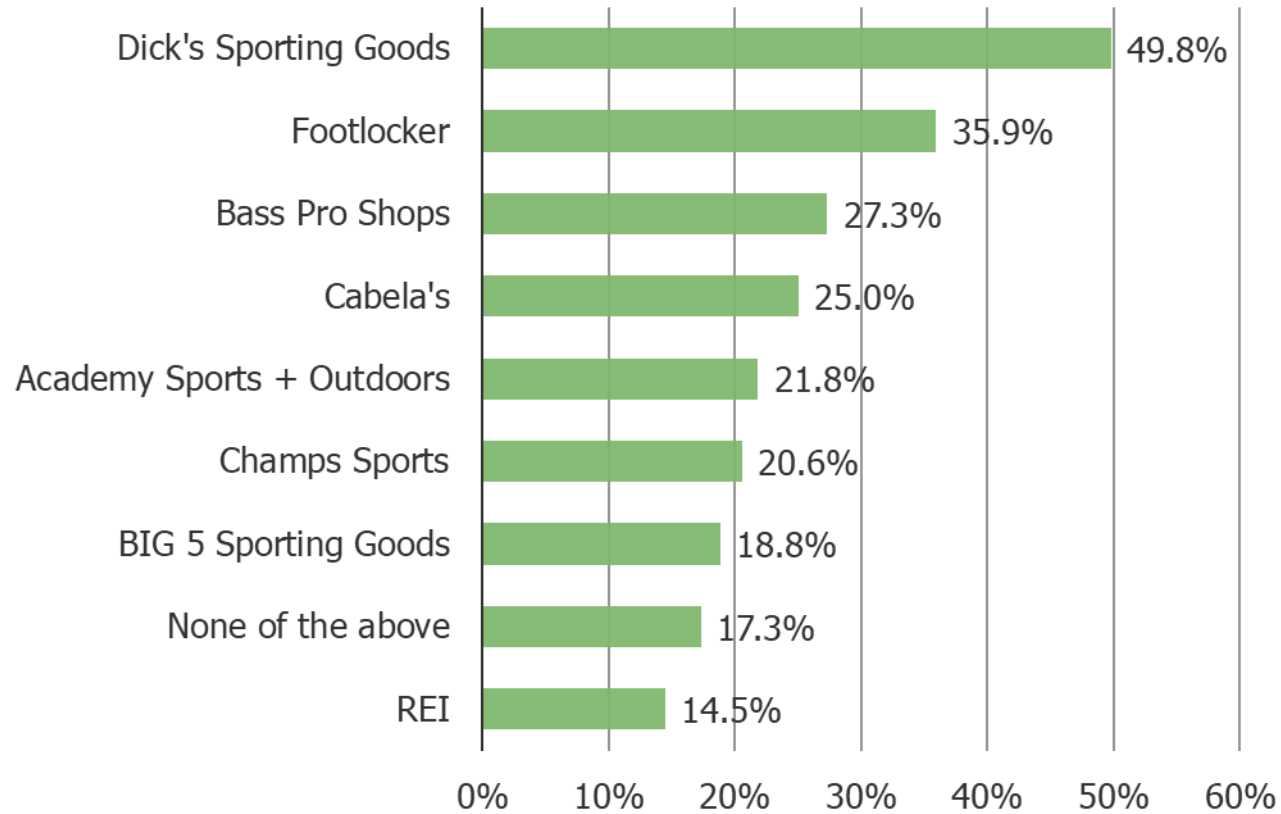
Posed to all respondents.



N=1036

Have you ever purchased anything form the following retailers?

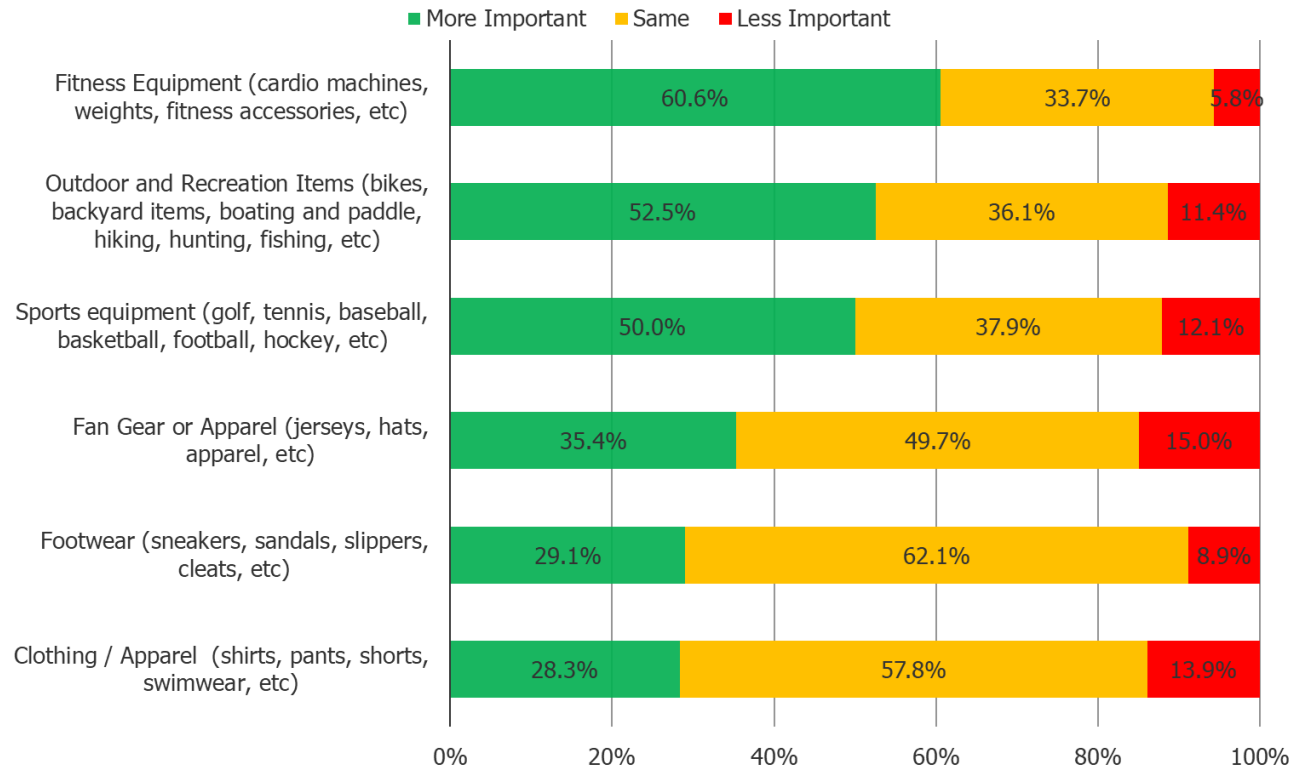
Posed to all respondents.



N=1036

Thinking about each of the following, did you find they became more or less important to you than normal because of COVID in 2020?

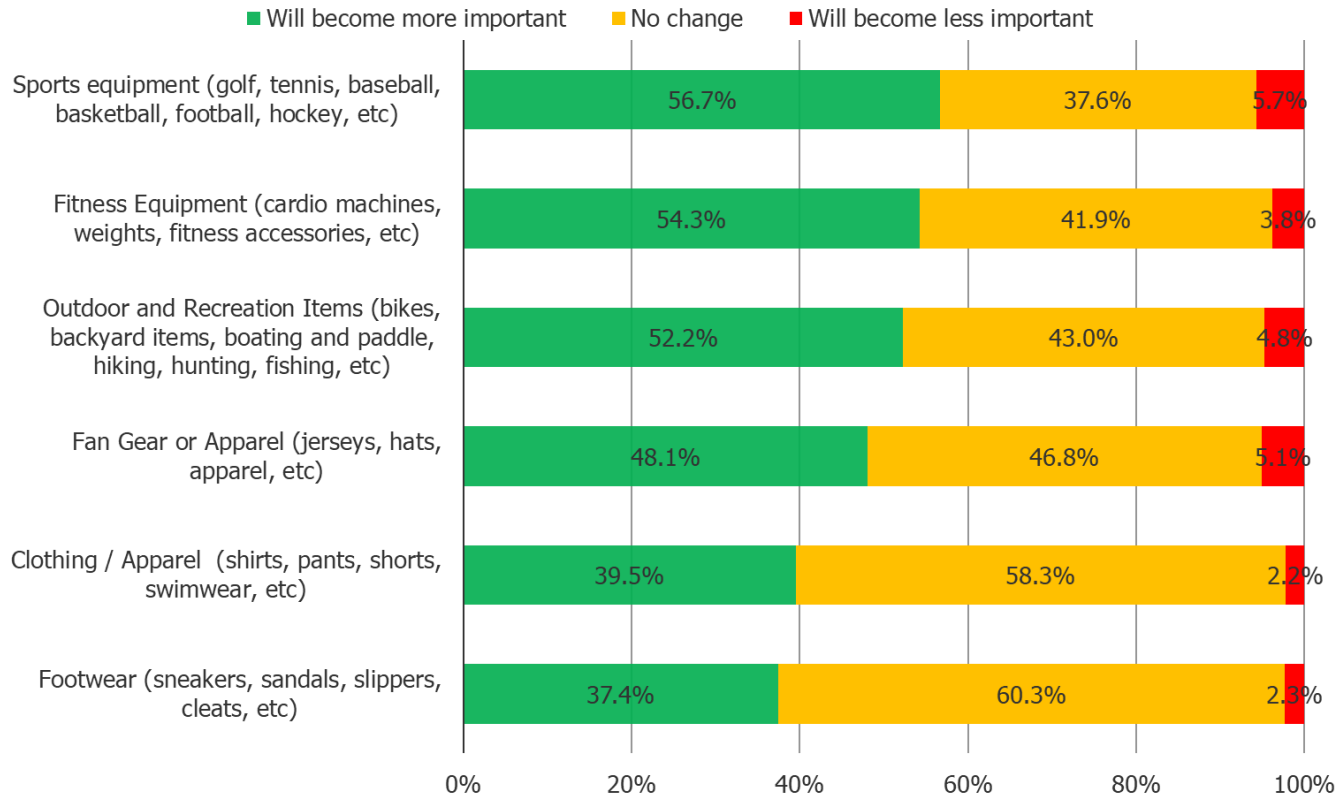
Posed to all respondents who use the below products.



	N =
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	812
Footwear (sneakers, sandals, slippers, cleats, etc)	778
Fan Gear or Apparel (jerseys, hats, apparel, etc)	314
Sports equipment (golf, tennis, baseball, basketball, football, hockey, etc)	298
Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	316
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	365

As the COVID pandemic becomes less of a threat and economies fully re-open, do you expect the following to become more or less important to you than they have been over the past year?

Posed to all respondents who use the below products.

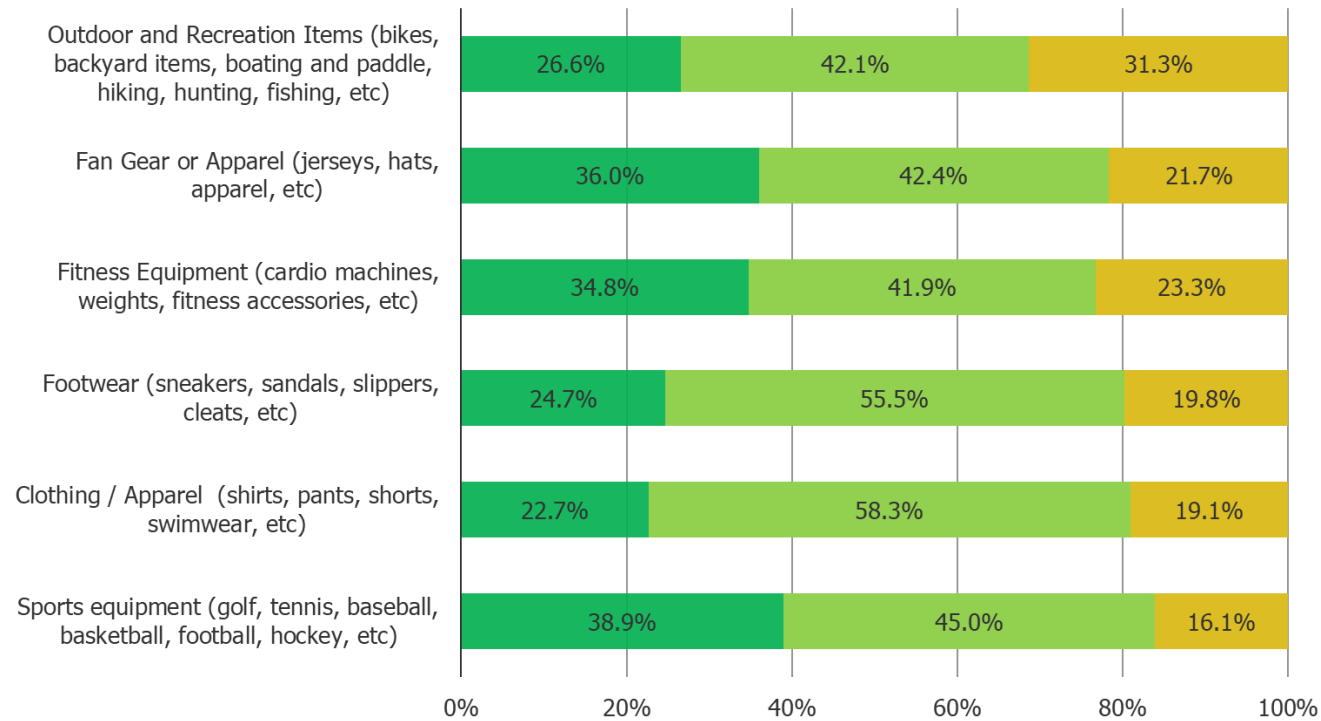


	N =
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	812
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Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	316
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	365

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

Posed to all respondents who purchase the below products.

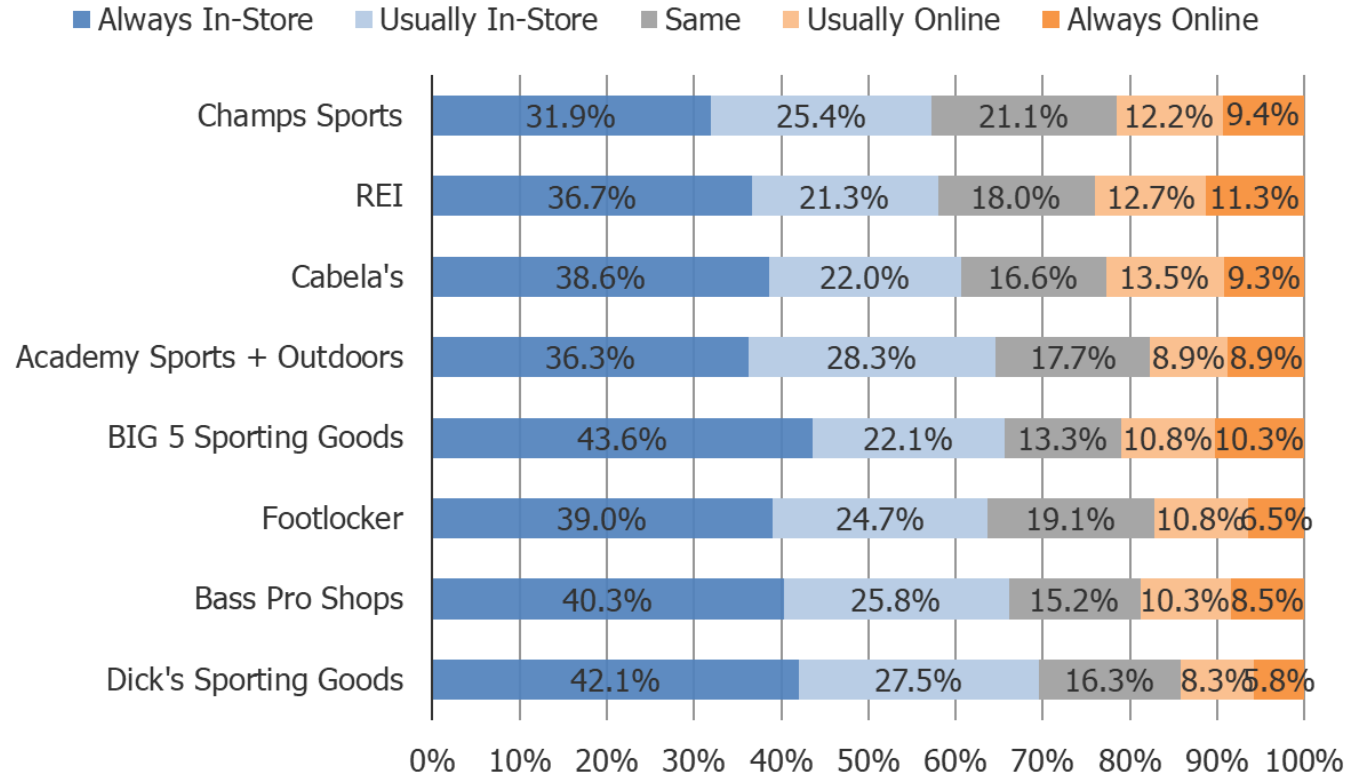
■ I always buy it from the same retailer ■ I usually buy it from the same retailer ■ I seldom/rarely buy it from the same retailer



	N =
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	812
Footwear (sneakers, sandals, slippers, cleats, etc)	778
Fan Gear or Apparel (jerseys, hats, apparel, etc)	314
Sports equipment (golf, tennis, baseball, basketball, football, hockey, etc)	298
Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	316
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	365

How do you prefer to shop the following?

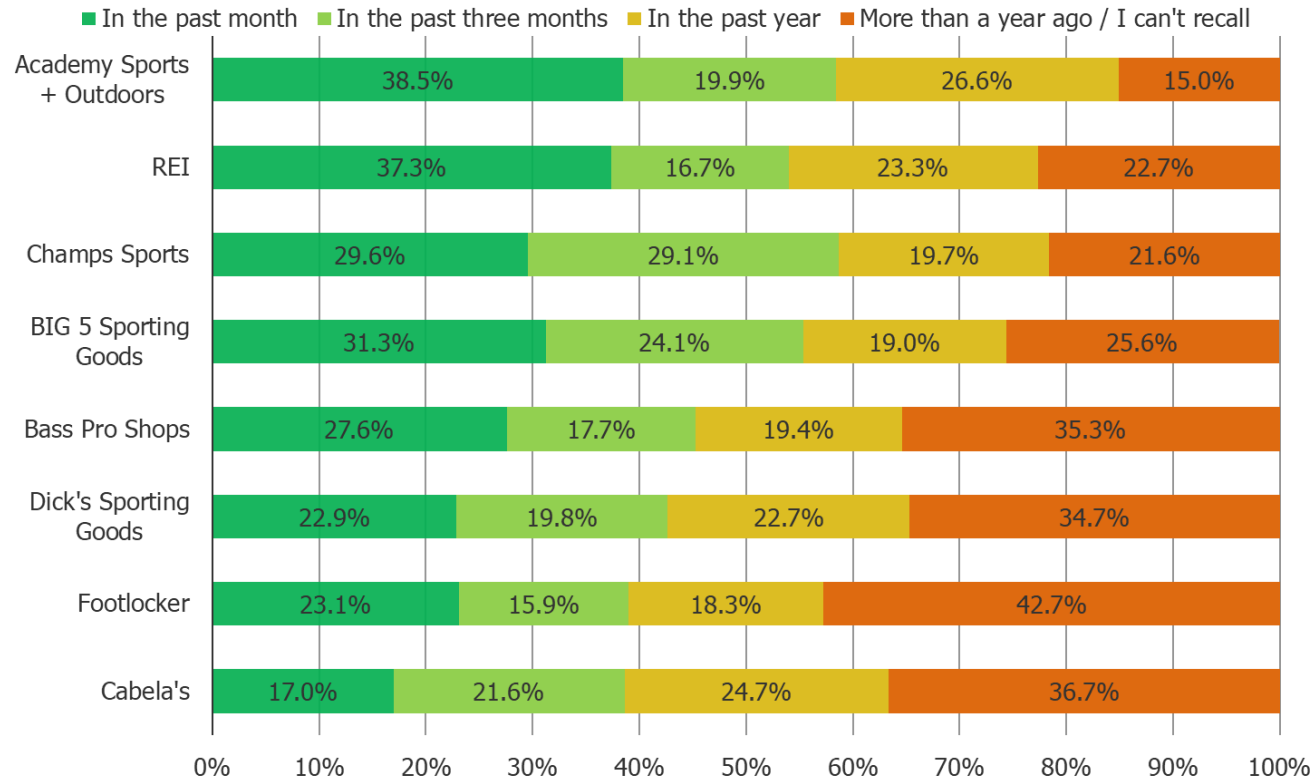
Posed to all respondents who have shopped the below.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
Champs Sports	213
REI	150
Academy Sports + Outdoors	226

When did you most recently purchase something from the following?

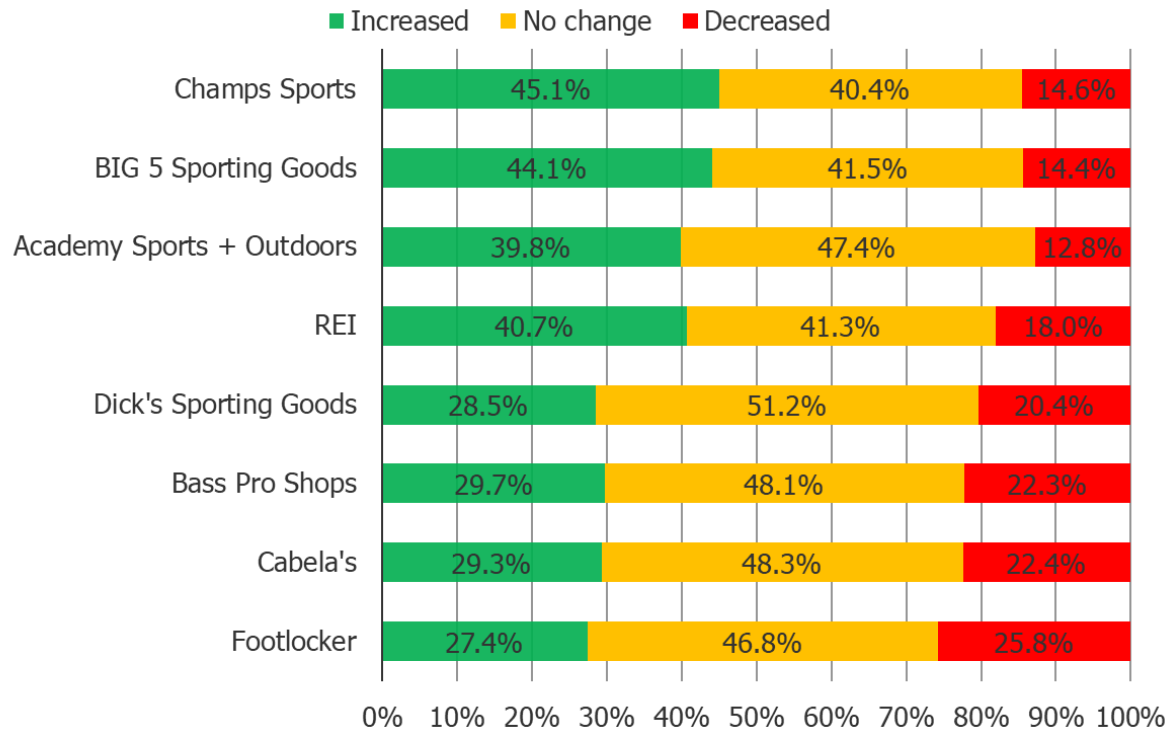
Posed to all respondents who have purchased from the below.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
Champs Sports	213
REI	150
Academy Sports + Outdoors	226

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

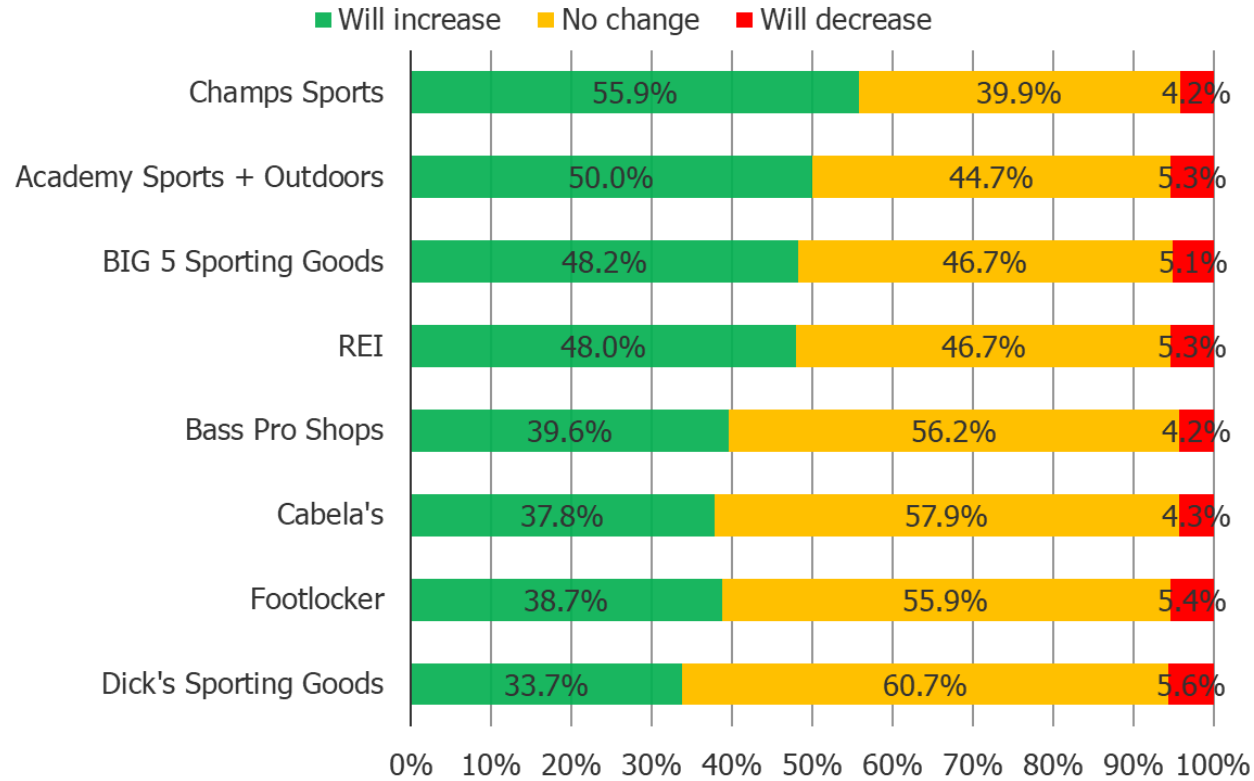
Posed to all respondents who have purchased from the below.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
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BIG 5 Sporting Goods	195
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REI	150
Academy Sports + Outdoors	226

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

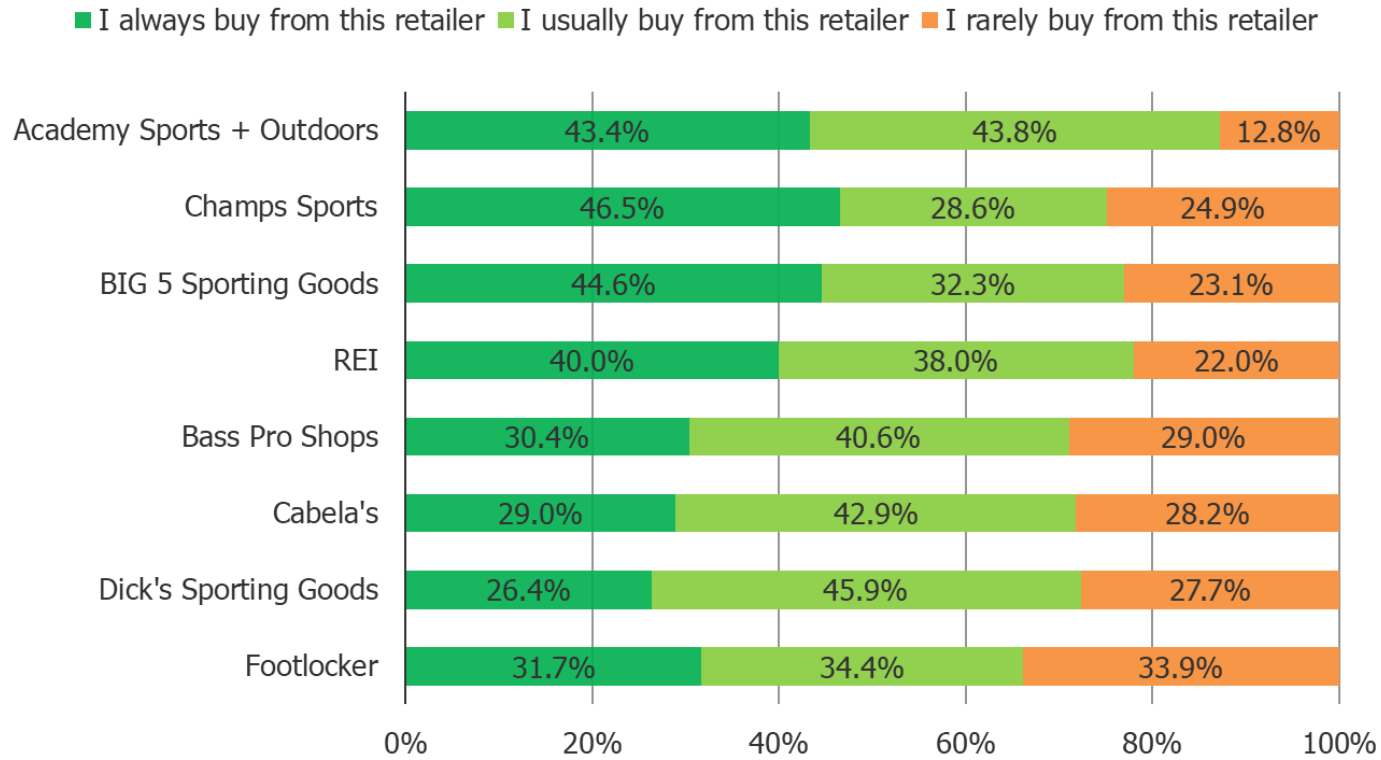
Posed to all respondents who shop the below retailers.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
Champs Sports	213
REI	150
Academy Sports + Outdoors	226

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

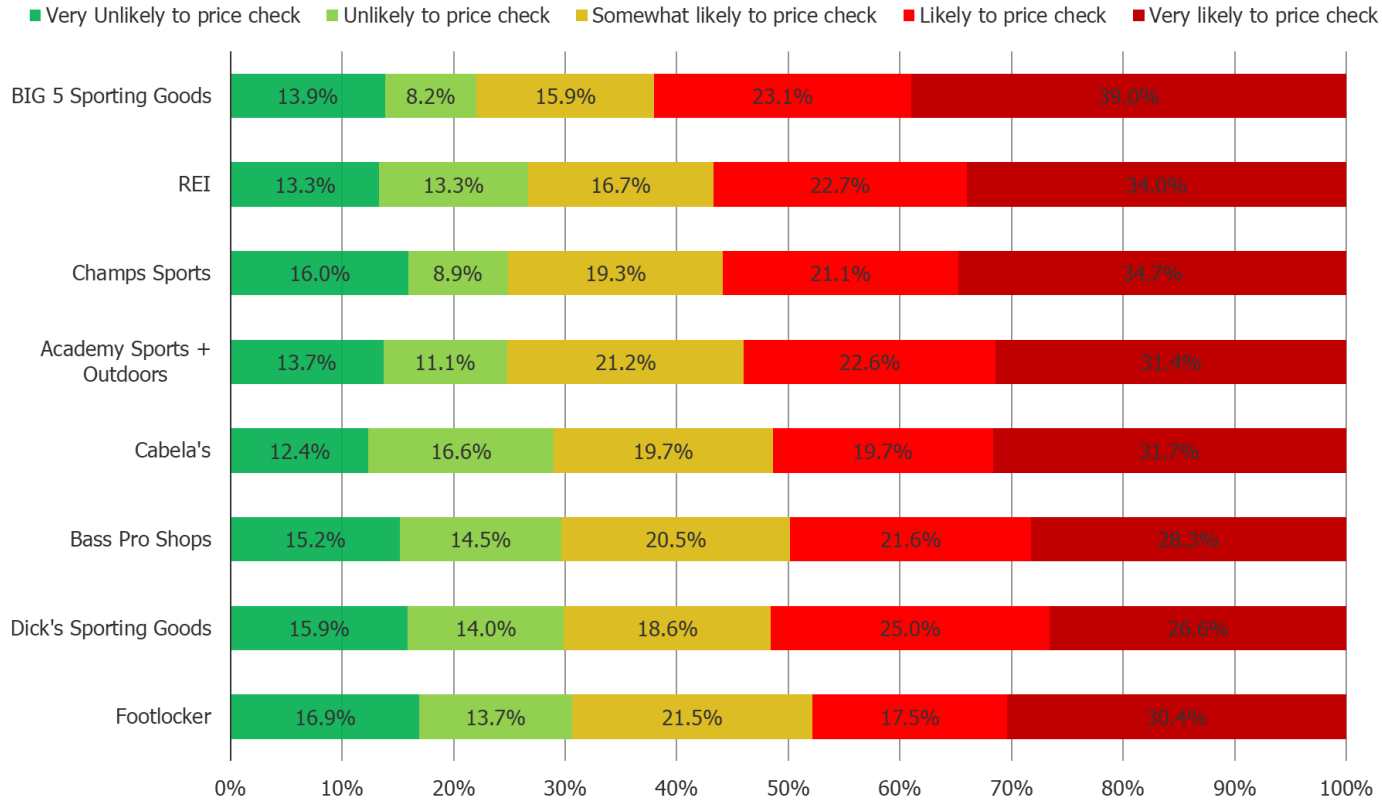
Posed to all respondents who shop the below retailers.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
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REI	150
Academy Sports + Outdoors	226

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?

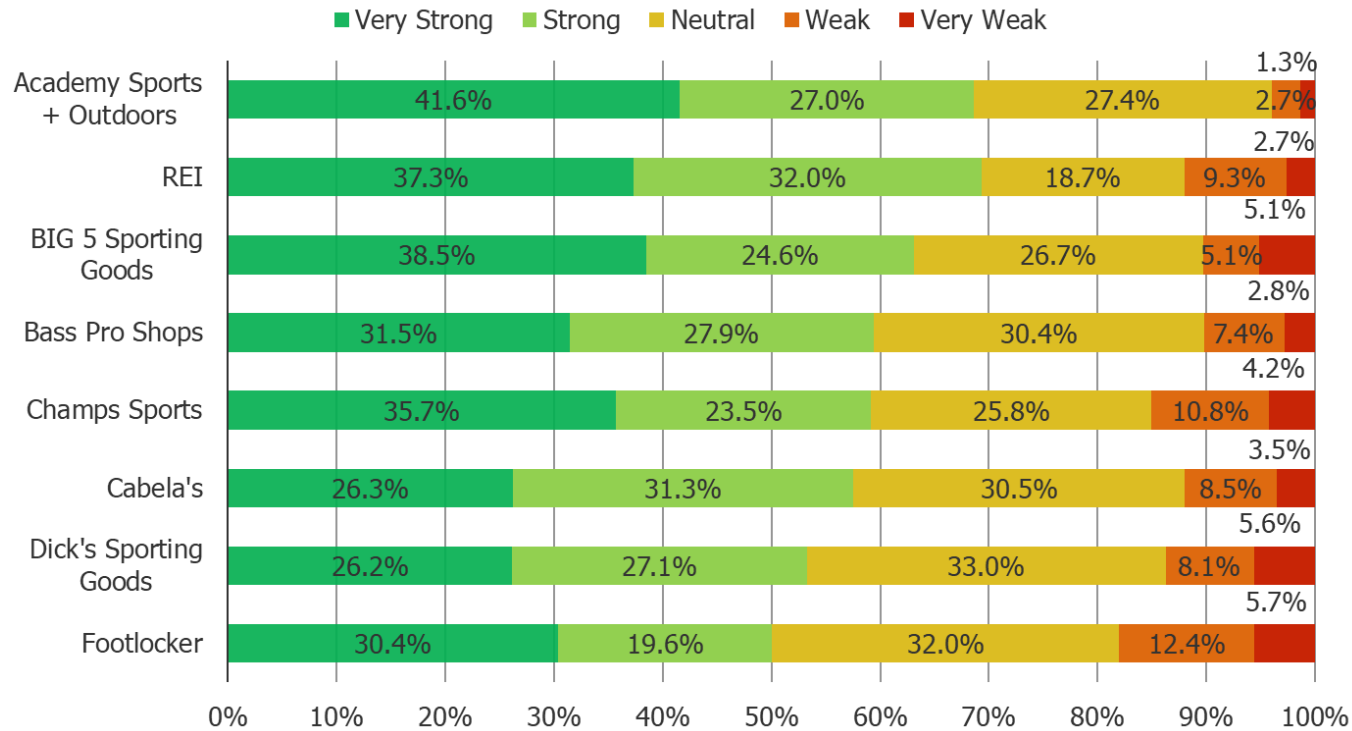
Posed to all respondents who have shopped the below.



	N =
Cabela's	259
Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
Champs Sports	213
REI	150
Academy Sports + Outdoors	226

Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.



	N =
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Footlocker	372
Dick's Sporting Goods	516
Bass Pro Shops	283
BIG 5 Sporting Goods	195
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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 and Reasons For Being Promoters

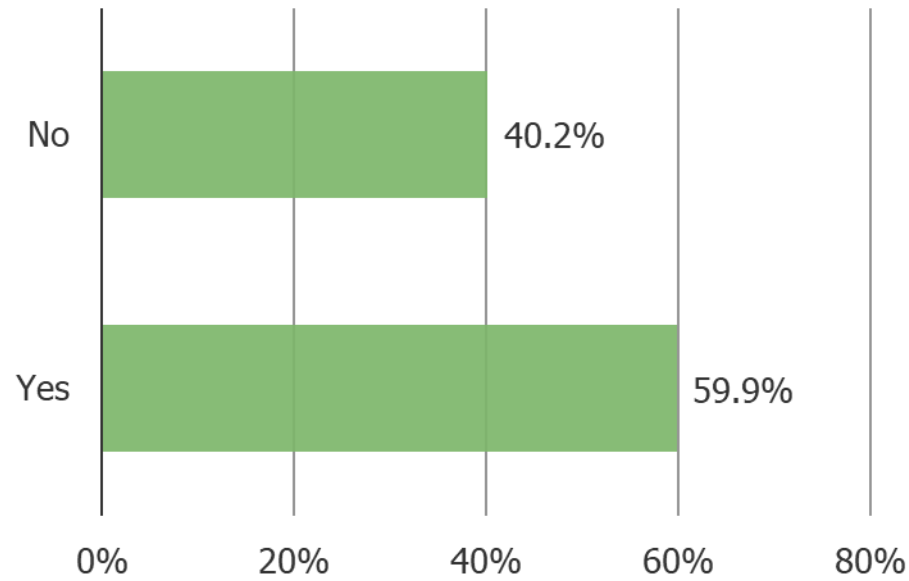
Competitive Dynamics

Sporting Goods Retail Trends

Demographics

Do you have children?

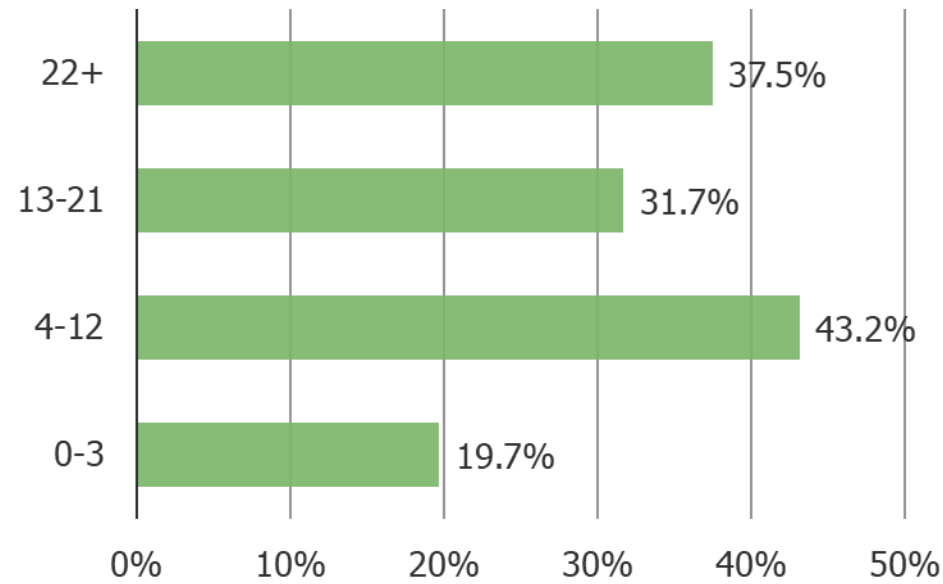
Posed to all respondents.



N=1036

What ages are your children? (Select ALL that apply)

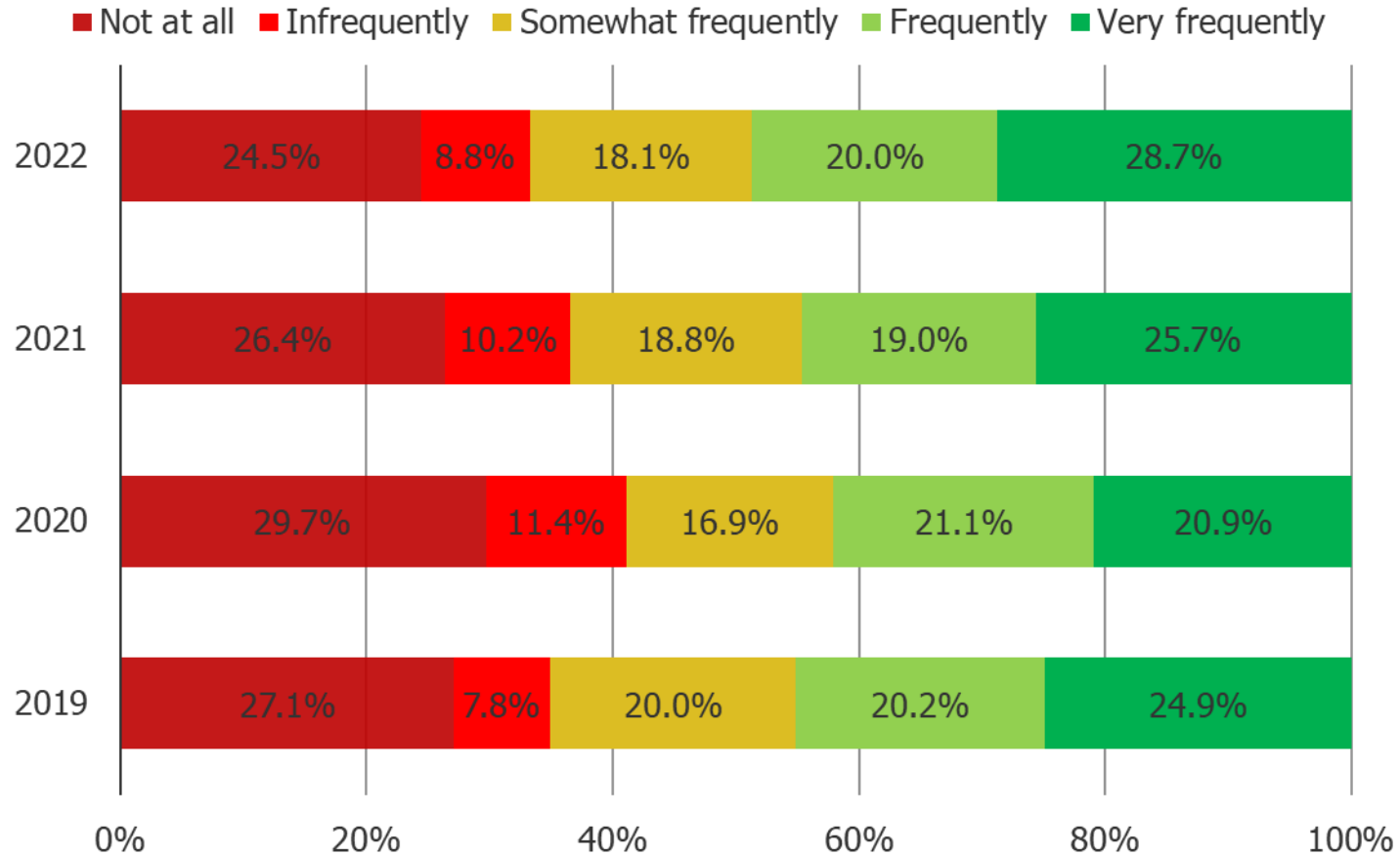
Posed to all respondents who have children.



N=1036

Did your children / will your children participate in youth sports during the following years?

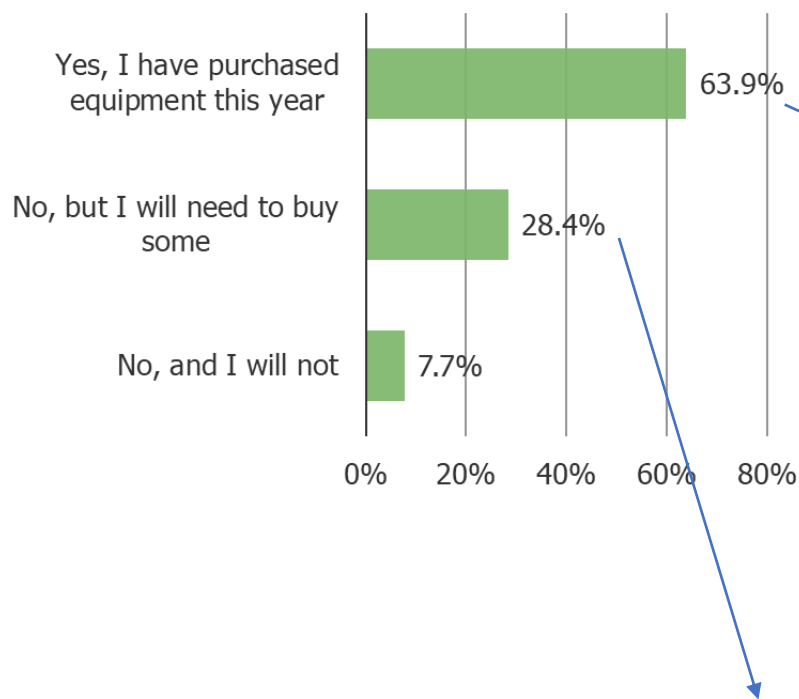
Posed to all respondents who have children under 21.



N=421

Have you purchased new sporting goods equipment for your children to use for sports THIS YEAR?

Posed to all respondents who have children under 21.



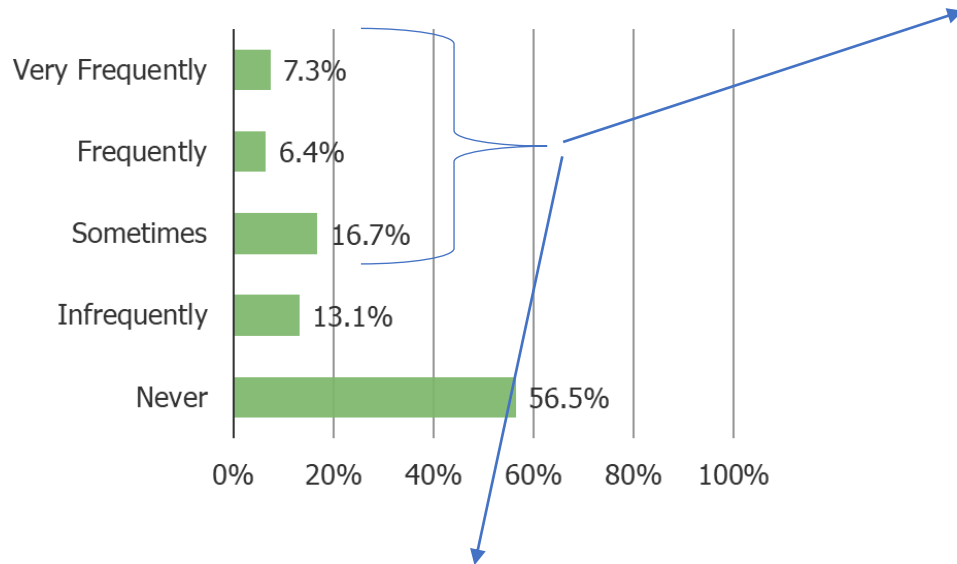
Where did you / will you buy it from?



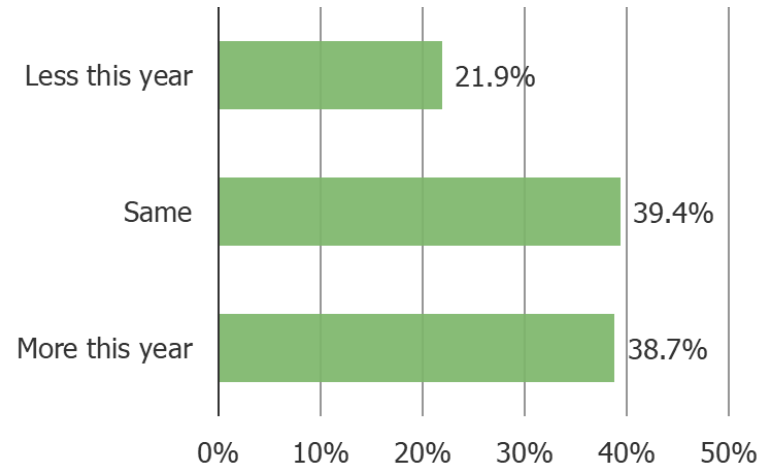
N=421

Do you golf?

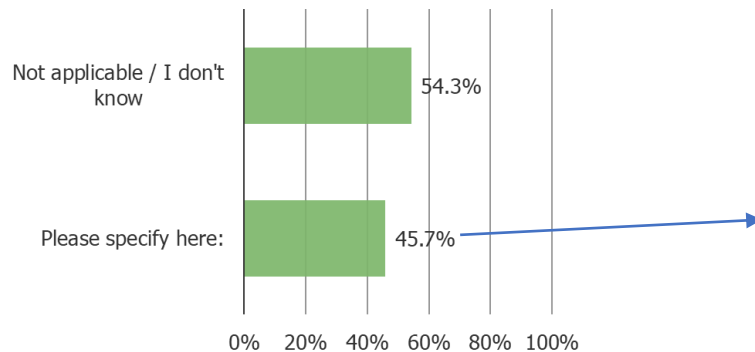
Posed to all respondents.



Are you golfing more or less this year than you golfed last year in 2020?



Where do you typically buy golf equipment/accessories?



N=1036

Are you currently enrolled in a rewards program with any of the following retailers? (Select ALL that apply)

Posed to all respondents.

31.1% of those who have ever shopped Dick's are enrolled in the Dick's rewards program.

40.7% of Dick's customers who rated it a 9 or 10 in the NPS question are enrolled in the Dick's rewards program.

37.6% of those who have ever shopped Academy are enrolled in the Academy rewards program.

43.4% of Academy customers who rated it a 9 or 10 in the NPS question are enrolled in the Academy rewards program.

Is your credit card info saved on any of the following websites? Such that, when you go to make a purchase if you log-in you don't need to enter your shipping and billing information? Select ALL that apply

Posed to all respondents.

23.7% of those who have ever shopped Dick's have their credit card info saved on the Dick's website.

39.7% of those who have ever shopped Academy have their credit card info saved on the Academy website.

Why Do Customers Choose Dick's and Academy?

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

NPS and Reasons For Being Promoters

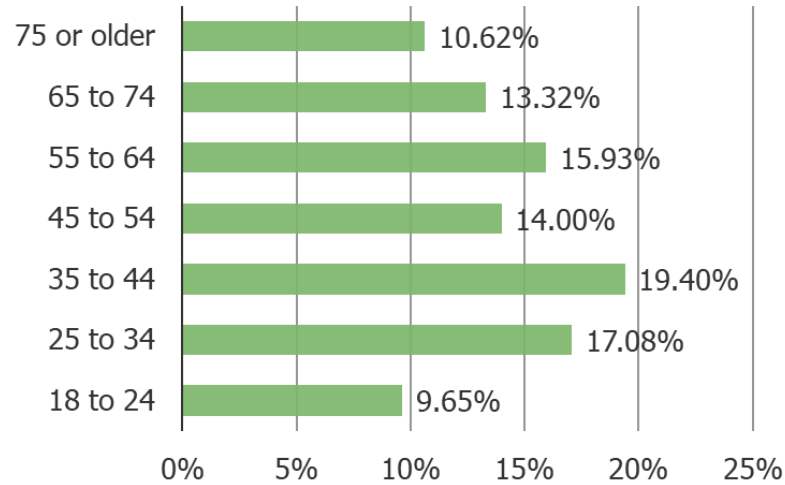
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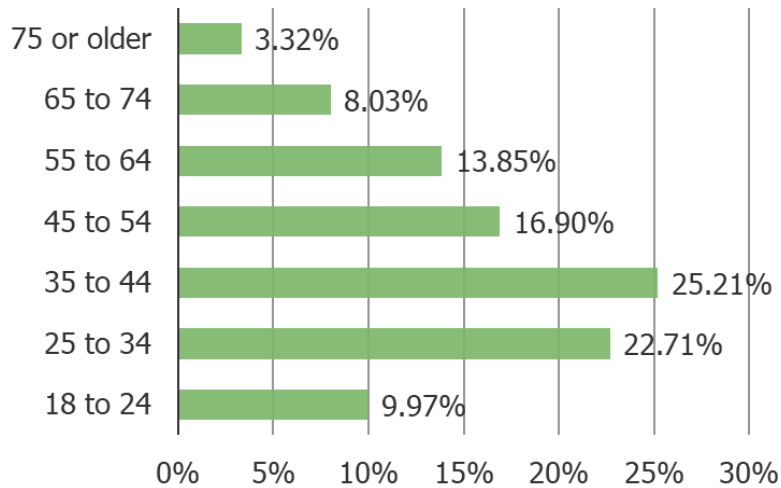
Demographics

Age

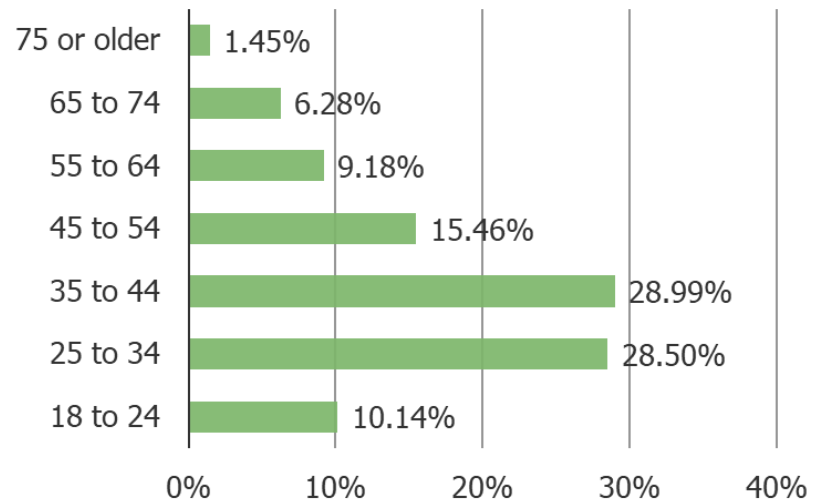
All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)

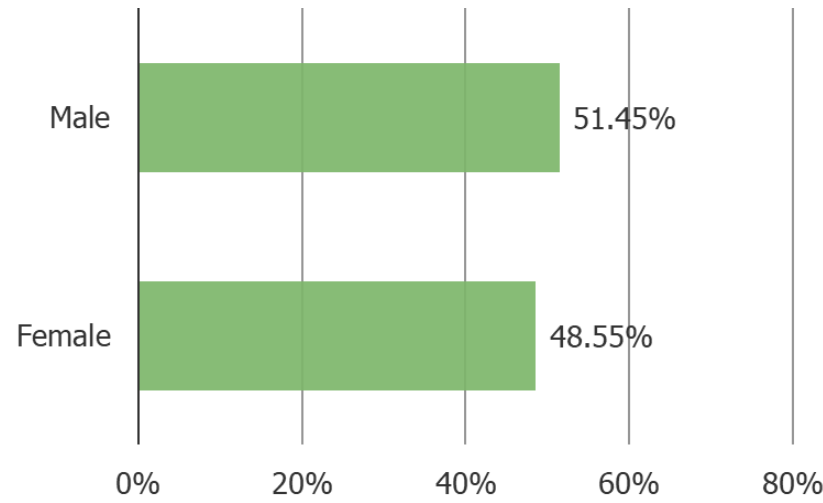


Shopped Academy In Past Year (N = 207)

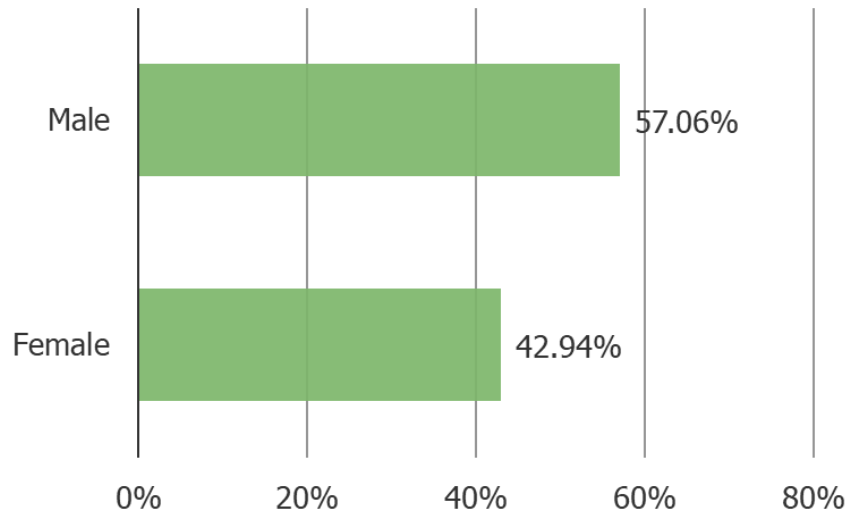


Gender

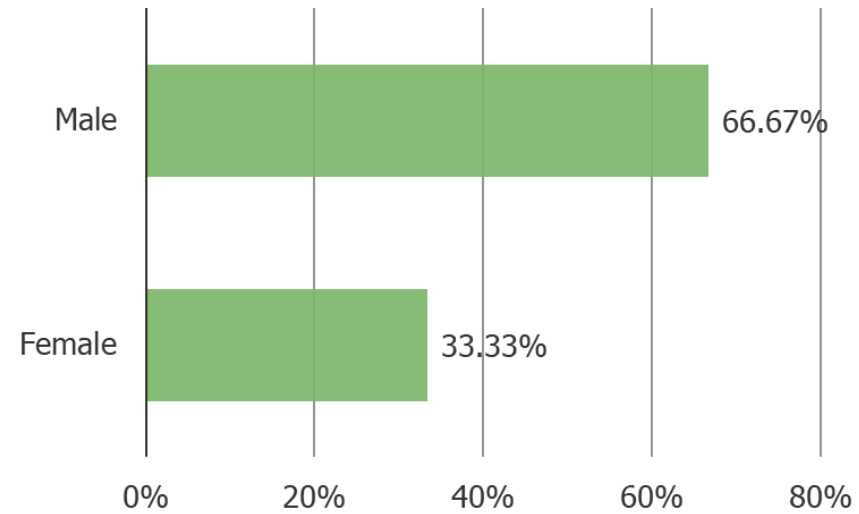
All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)

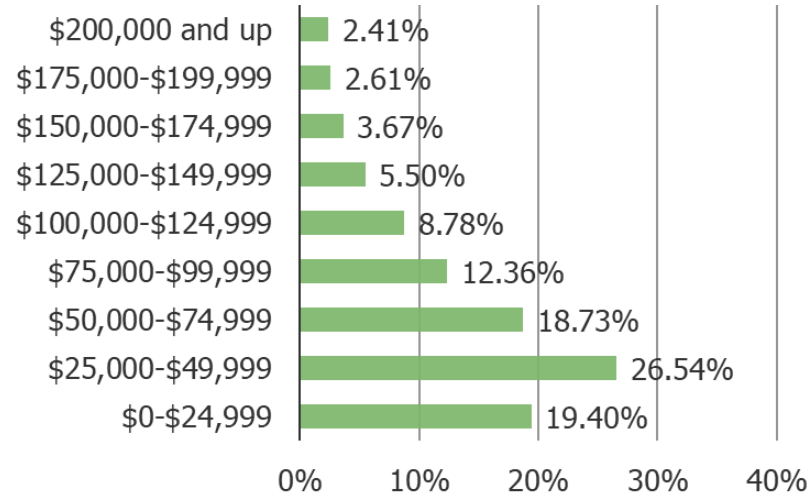


Shopped Academy In Past Year (N = 207)

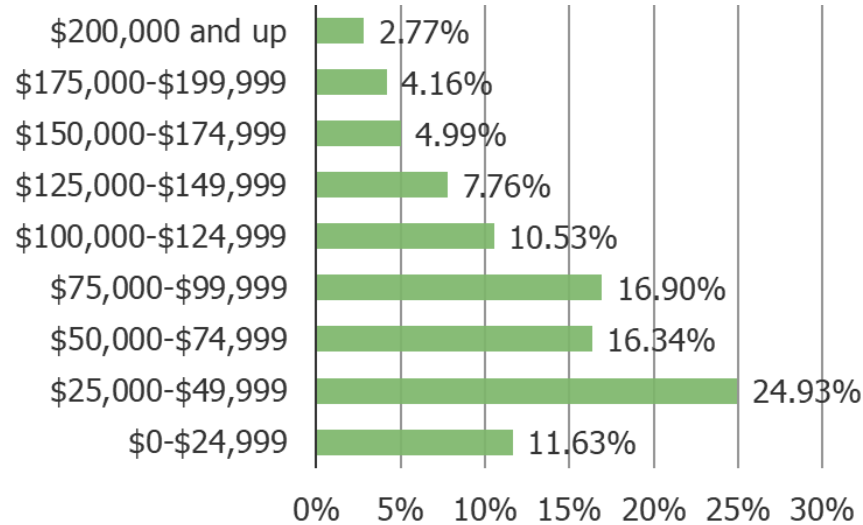


Income

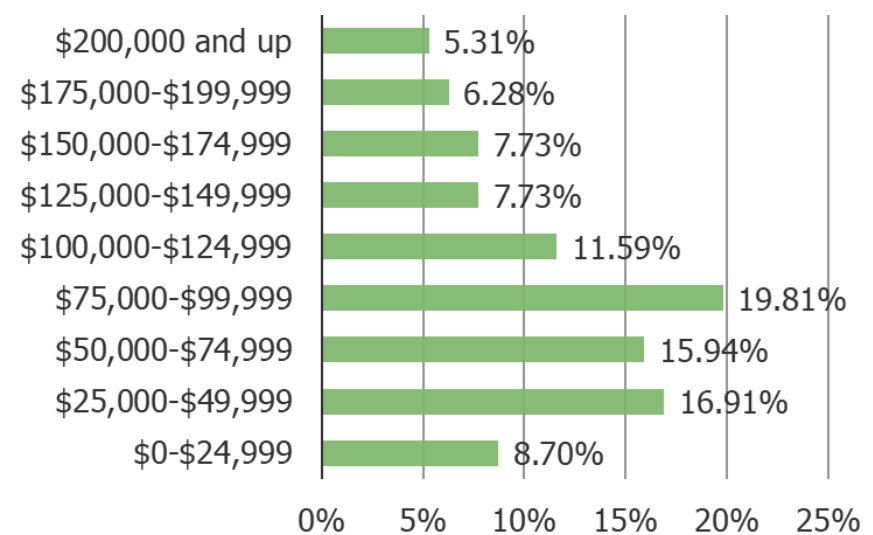
All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)

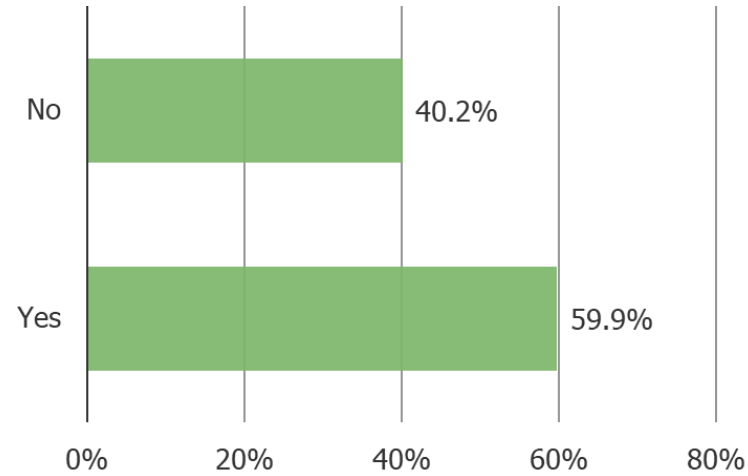


Shopped Academy In Past Year (N = 207)

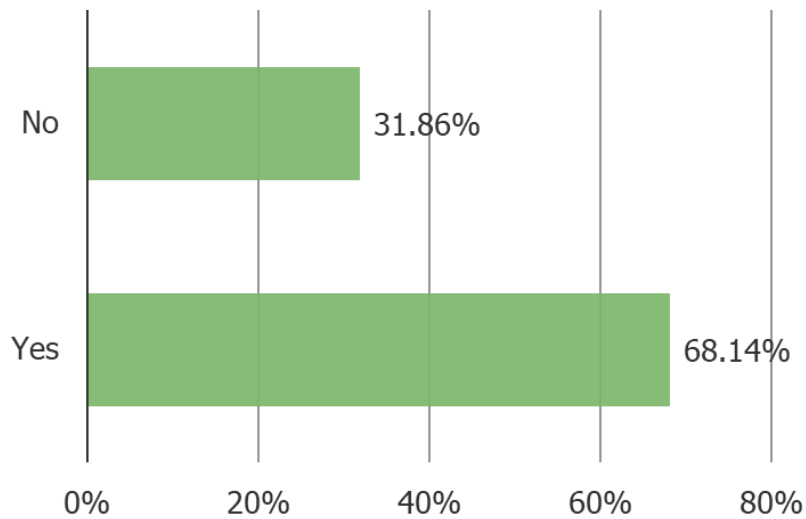


Children?

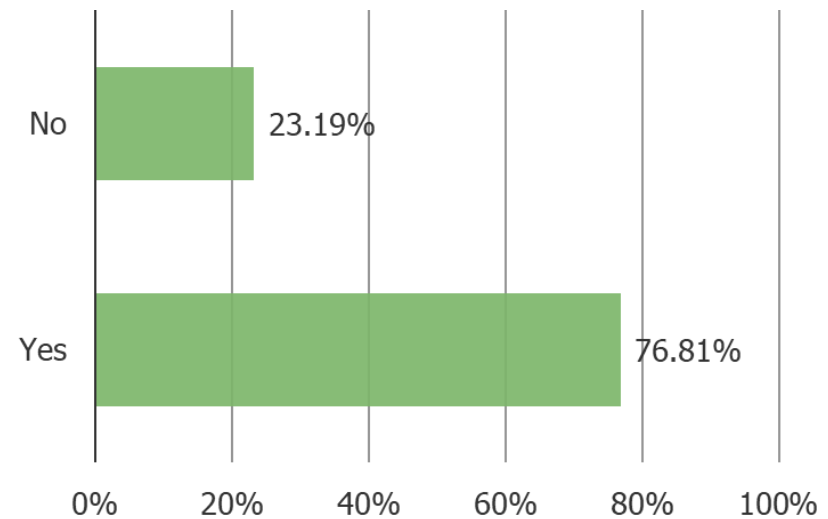
All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)

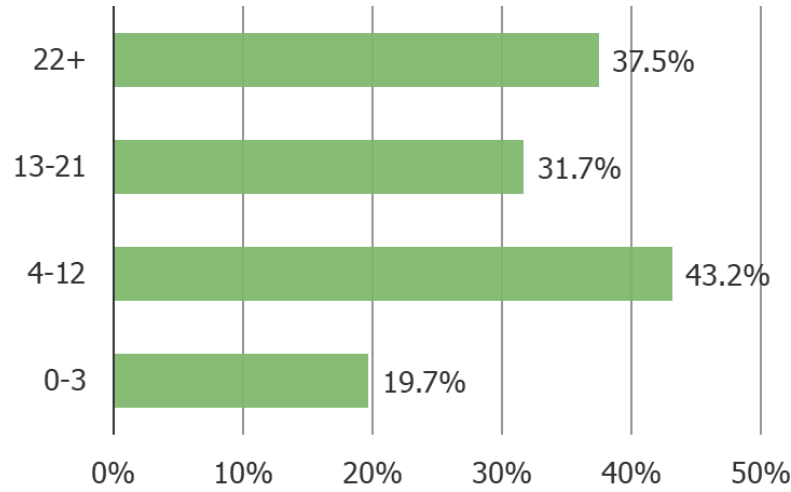


Shopped Academy In Past Year (N = 207)

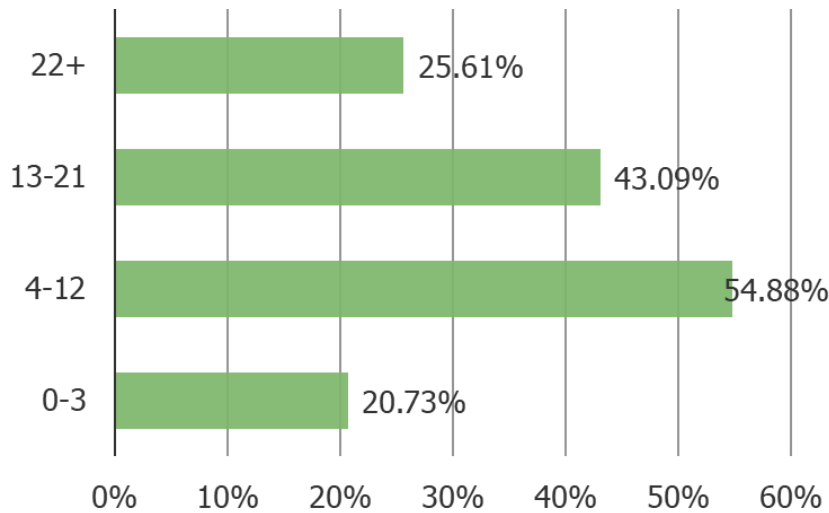


If they have Children – What Ages?

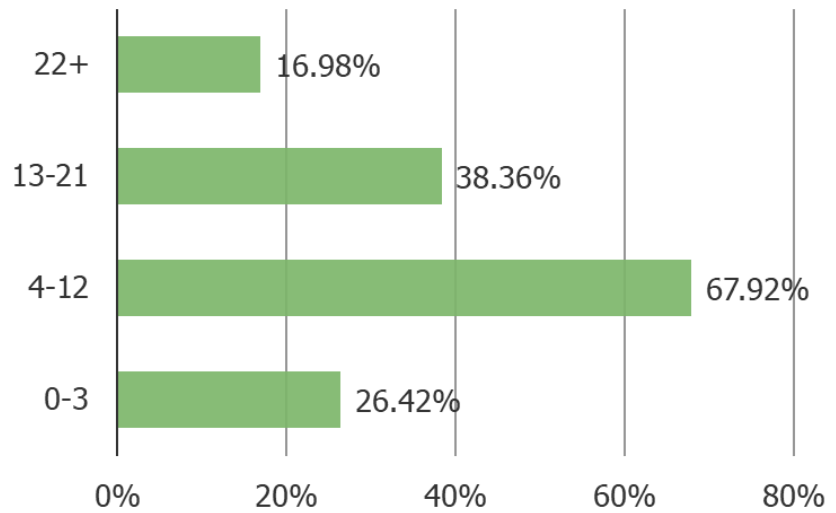
All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)

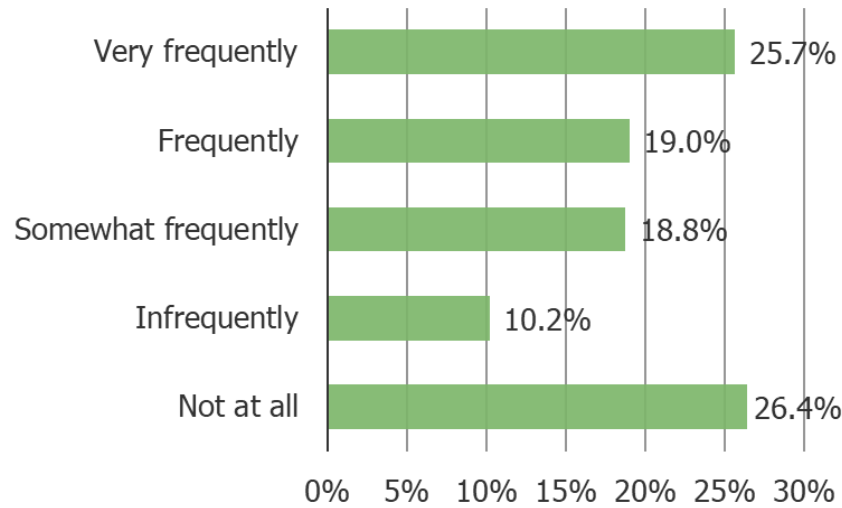


Shopped Academy In Past Year (N = 207)

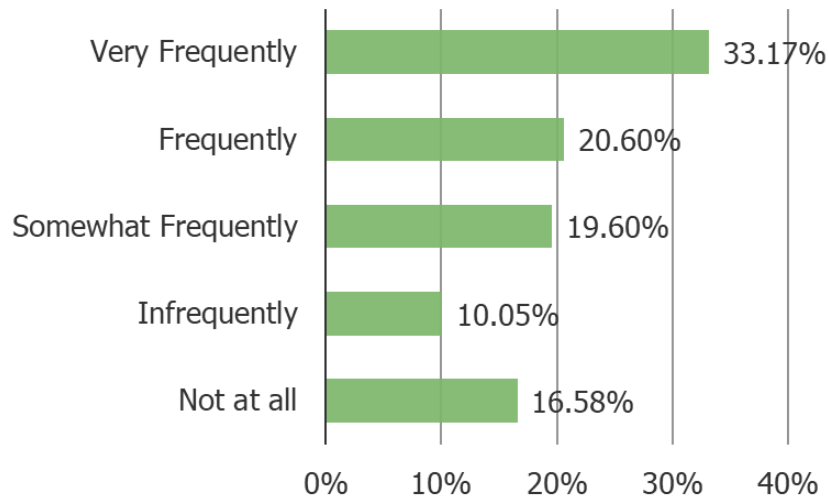


If they have Children Under 21 – Do They Participate in Youth Sports?

All Respondents (N = 1036)



Shopped Dick's In Past Year (N = 361)



Shopped Academy In Past Year (N = 207)

