

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 3**

February 2022

Why Do Customers Choose Dick's and Academy?

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

NPS

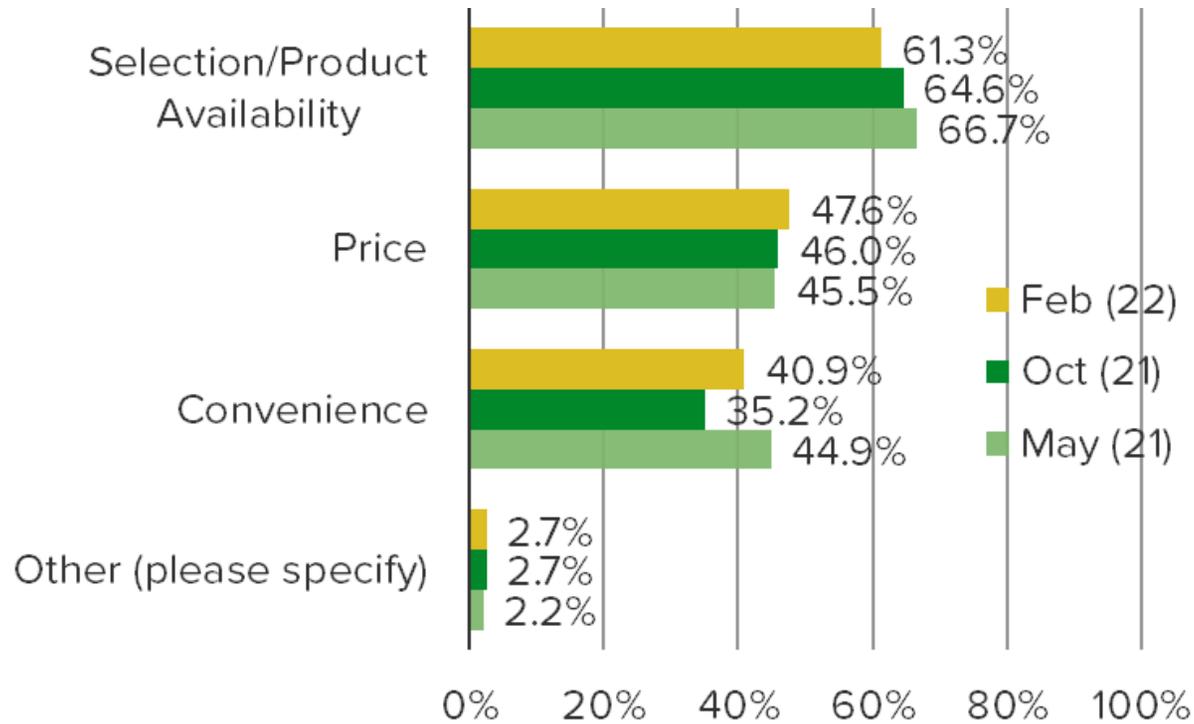
Competitive Dynamics

Sporting Goods Retail Trends

Demographics

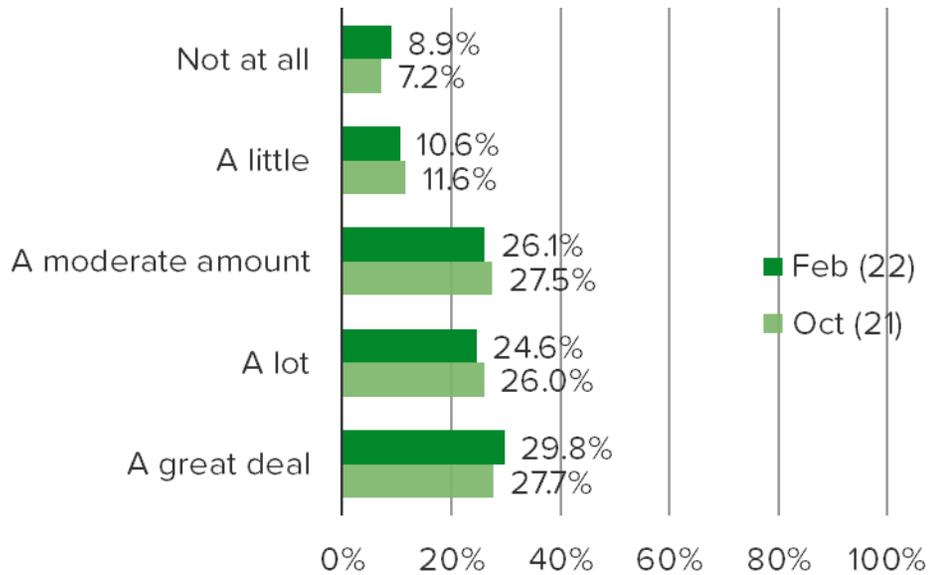
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

Posed to all respondents who have shopped Dick's.



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.

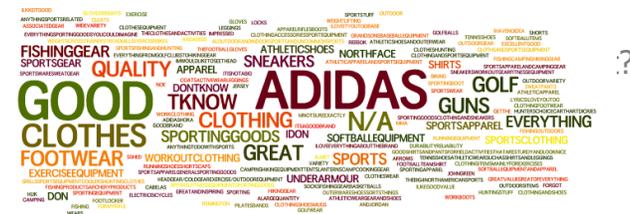
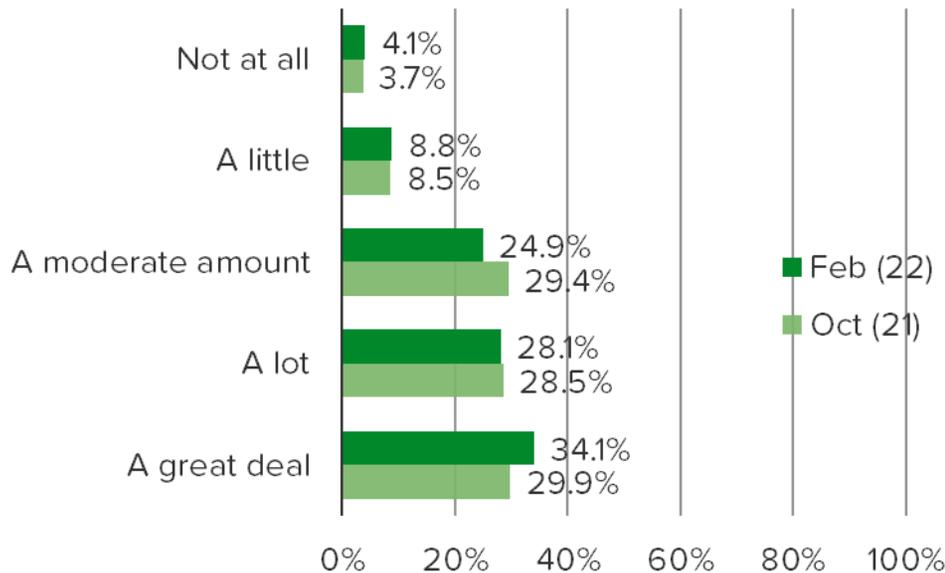


Fill-in: Which brands are important?



How much of a role do the types of products available at Dick's play in your decision to shop at Dick's?

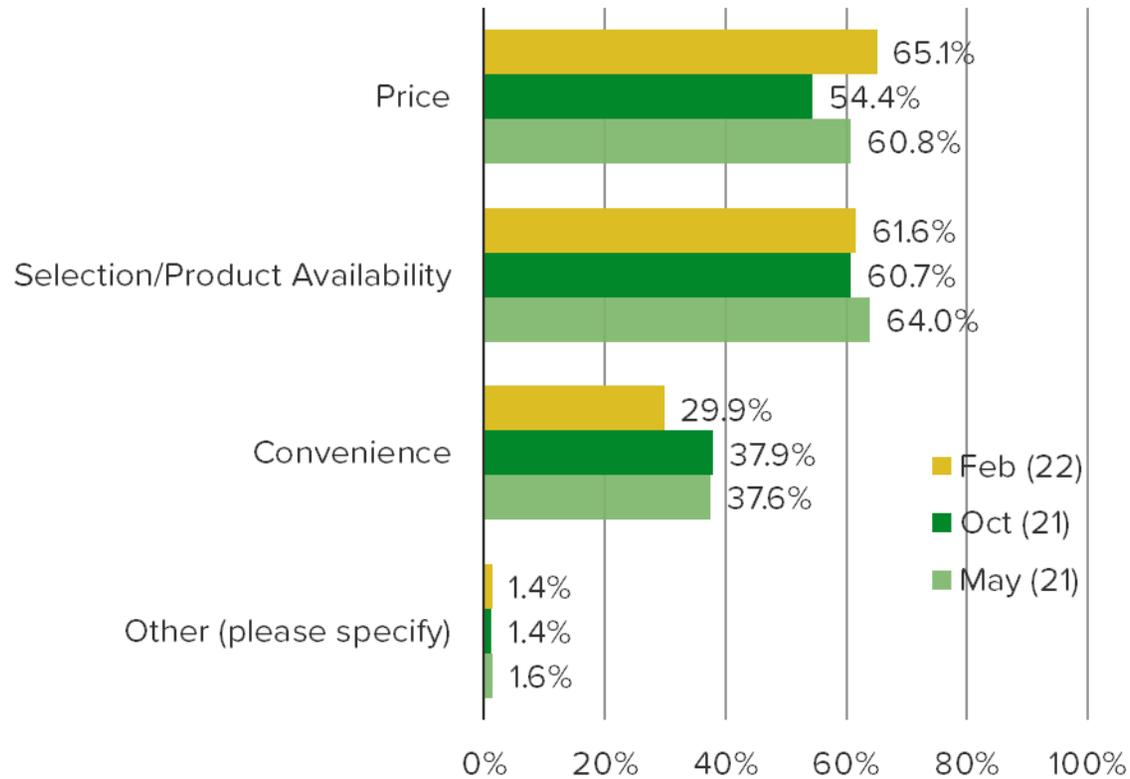
Posed to all respondents who have shopped Dick's.



SHOES

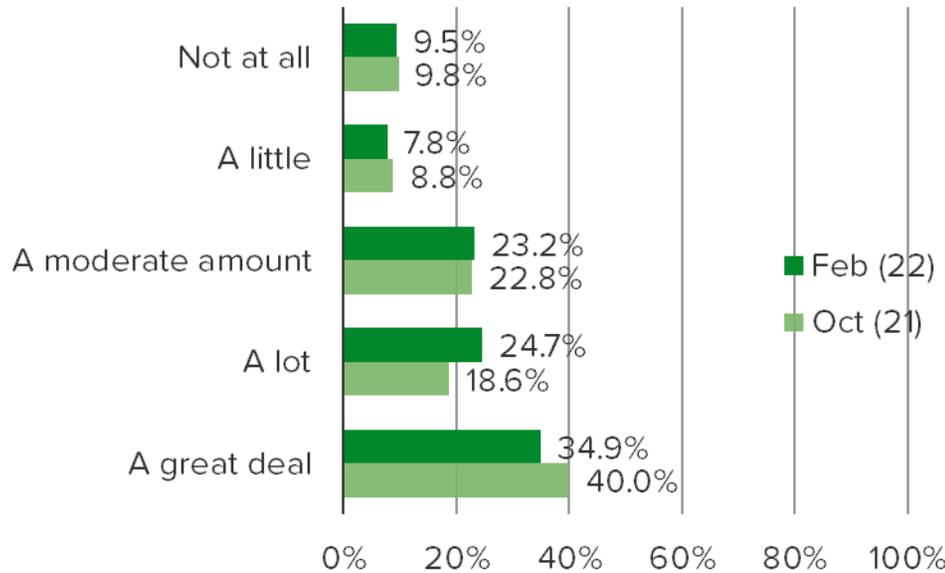
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.

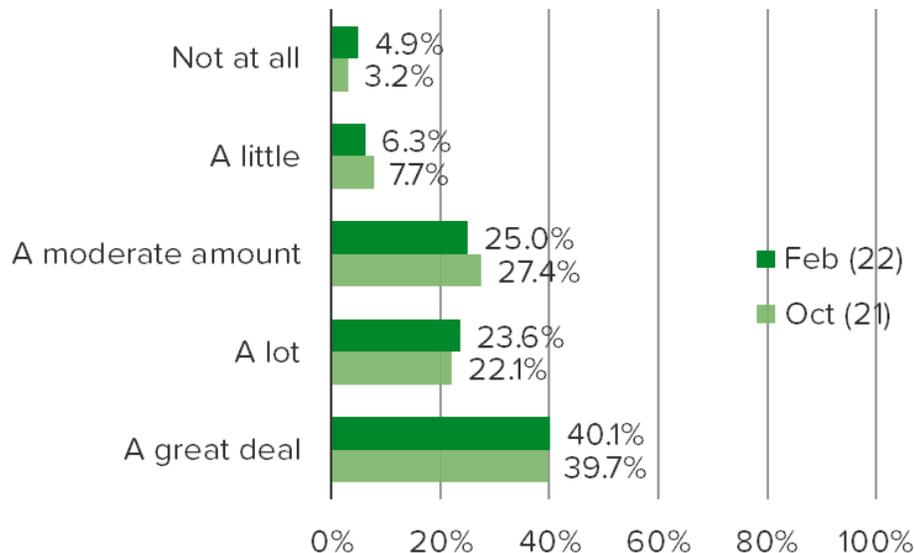


Fill-in: Which brands are important?



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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NPS

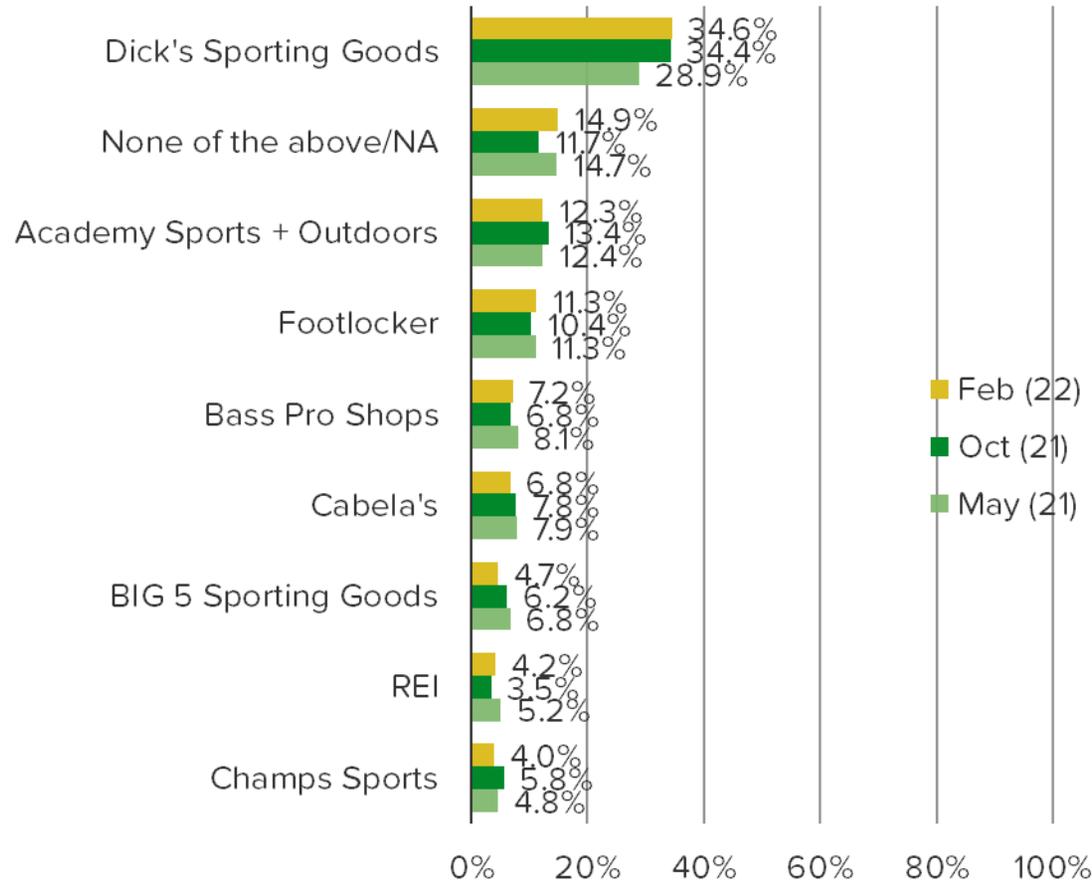
Competitive Dynamics

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.



Combining results from February 2022, November 2021, and May 2021 to achieve large N sizes.

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NPS

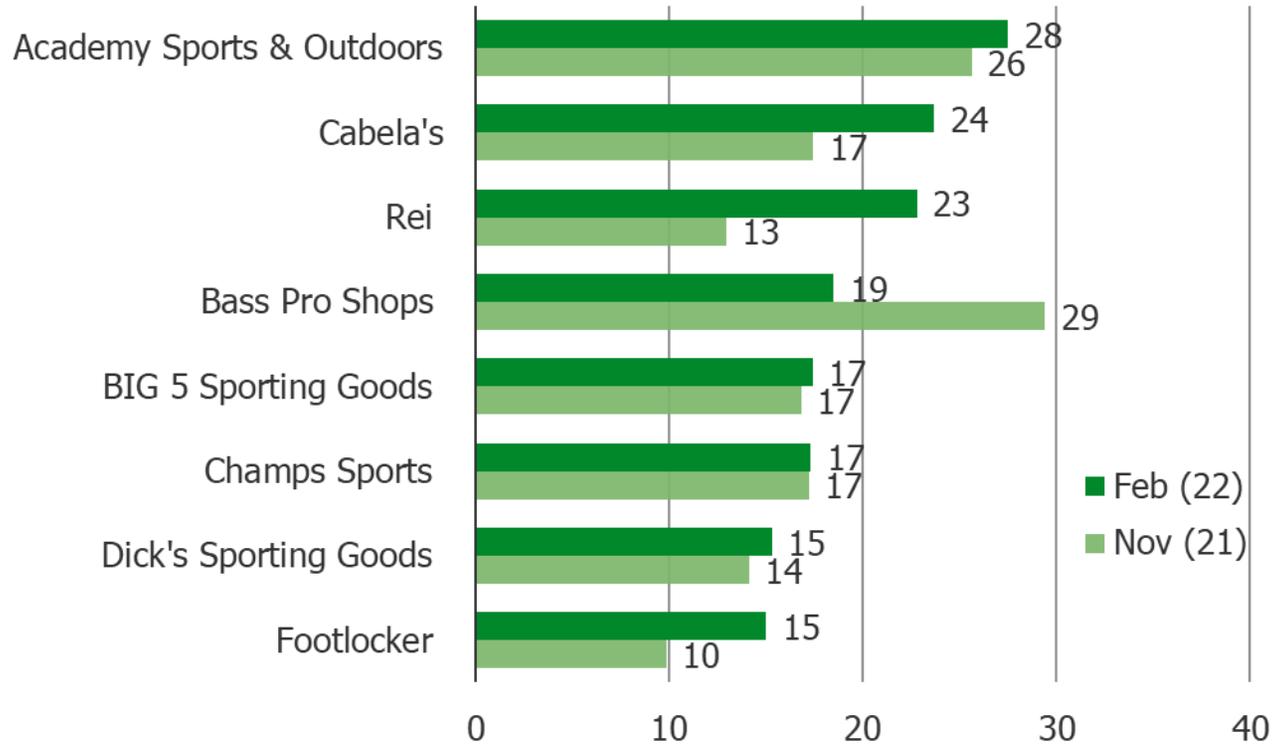
Competitive Dynamics

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	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
Bass Pro Shops	351
BIG 5 Sporting Goods	201
Champs Sports	226
Footlocker	480

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

Posed to all respondents.

Feb 2022 →



Nov 2021 →



May 2021 →



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



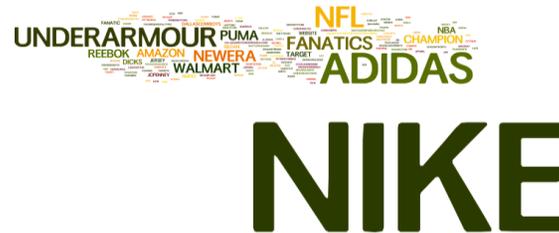
Footwear



Fitness Equipment



Fan Gear/Apparel



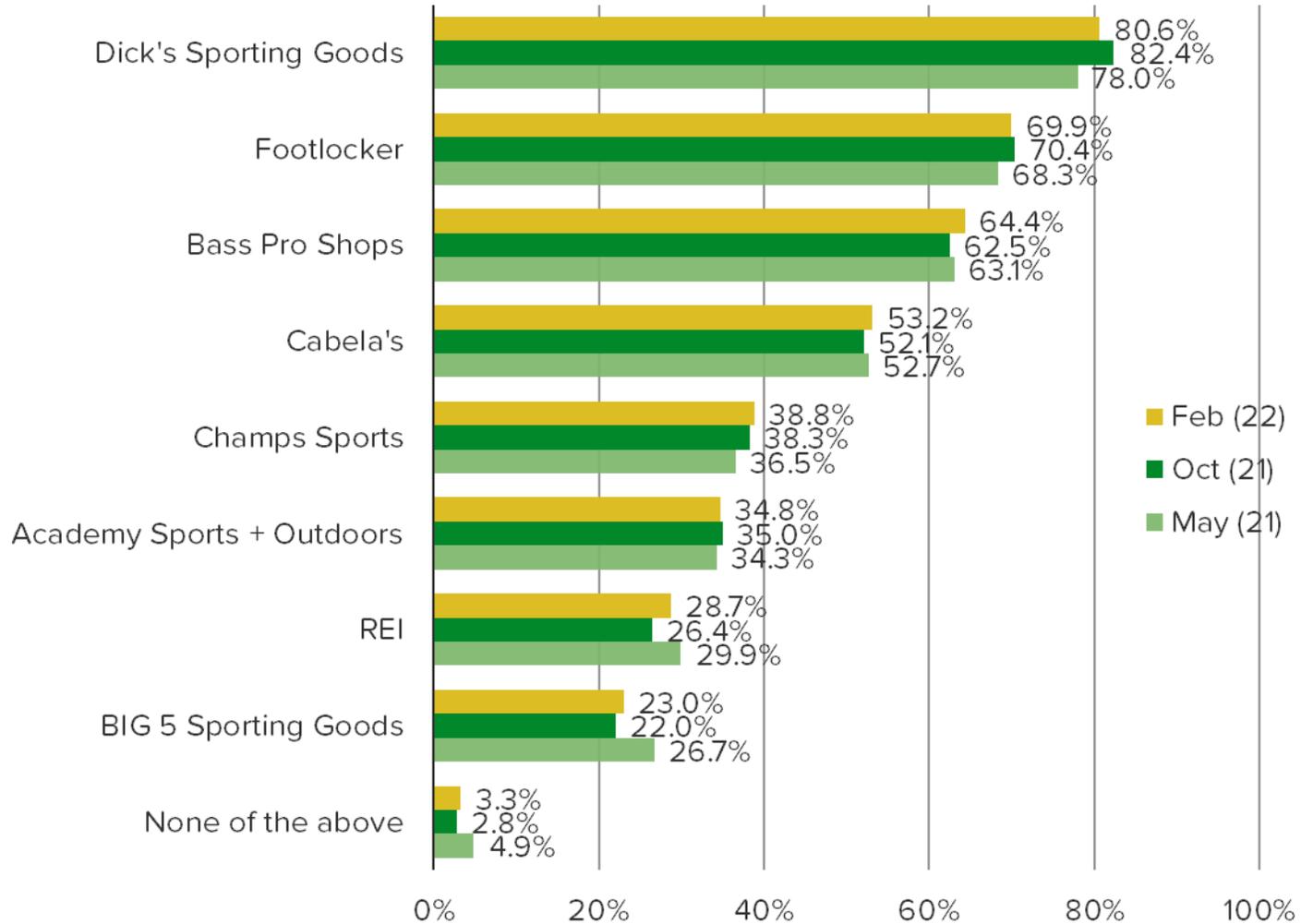
Outdoor and Rec Items



	N=
Sports equipment (golf, tennis, baseball, basketball, football, hockey, etc)	327
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	996
Footwear (sneakers, sandals, slippers, cleats, etc)	952
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	412
Fan Gear or Apparel (jerseys, hats, apparel, etc)	353
Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	359

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

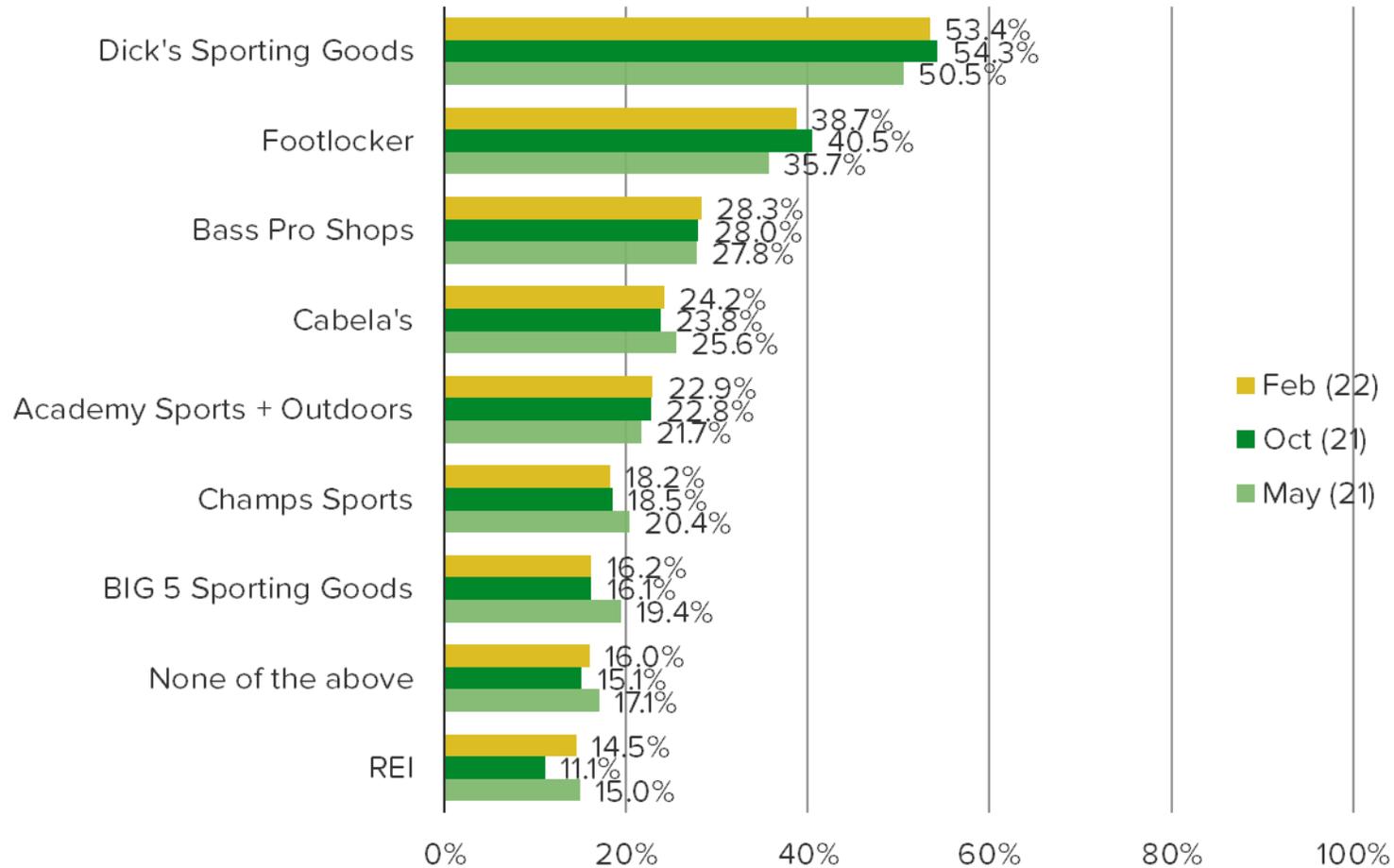
Posed to all respondents.



N=1240

Have you ever purchased anything form the following retailers?

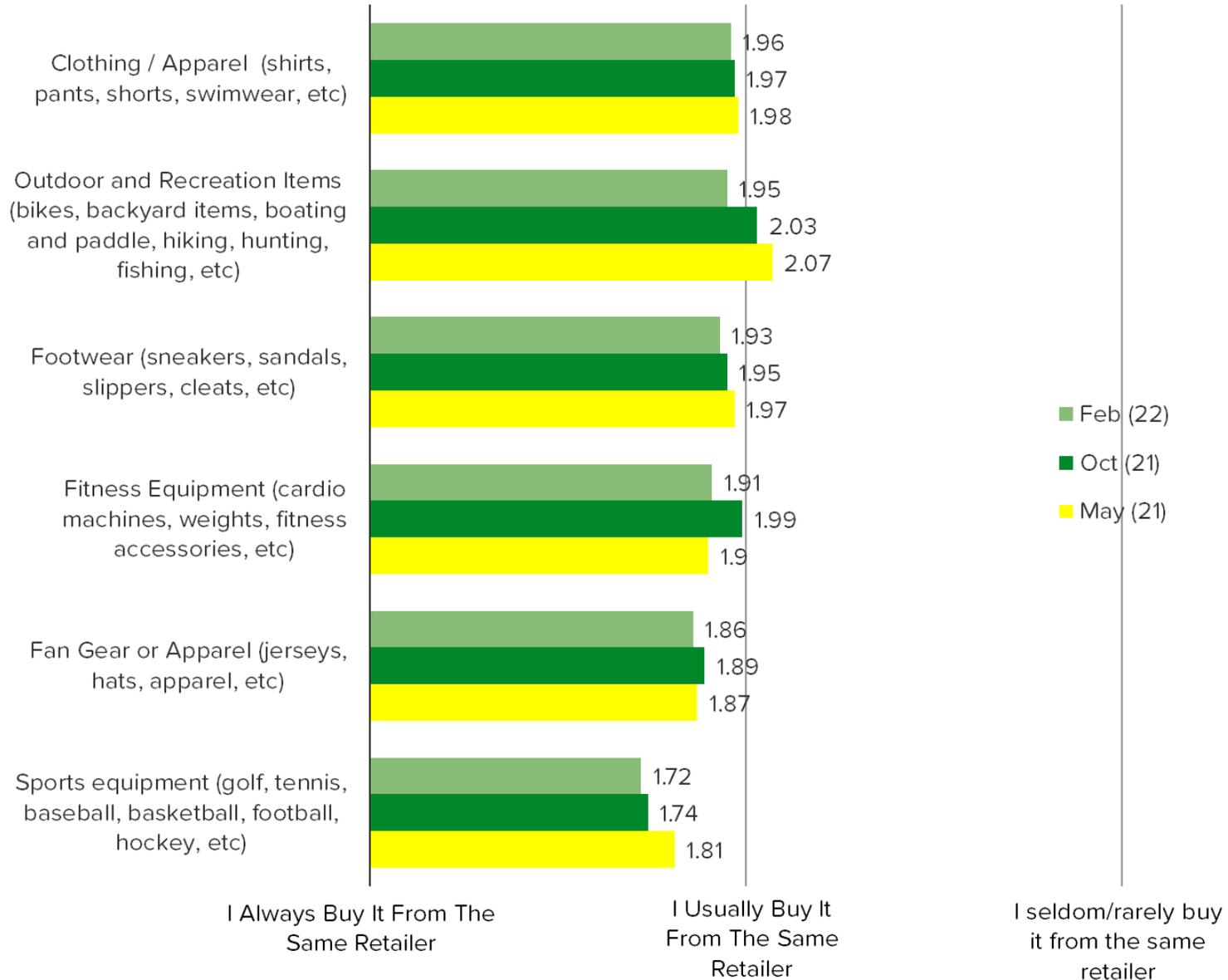
Posed to all respondents.



N=1240

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

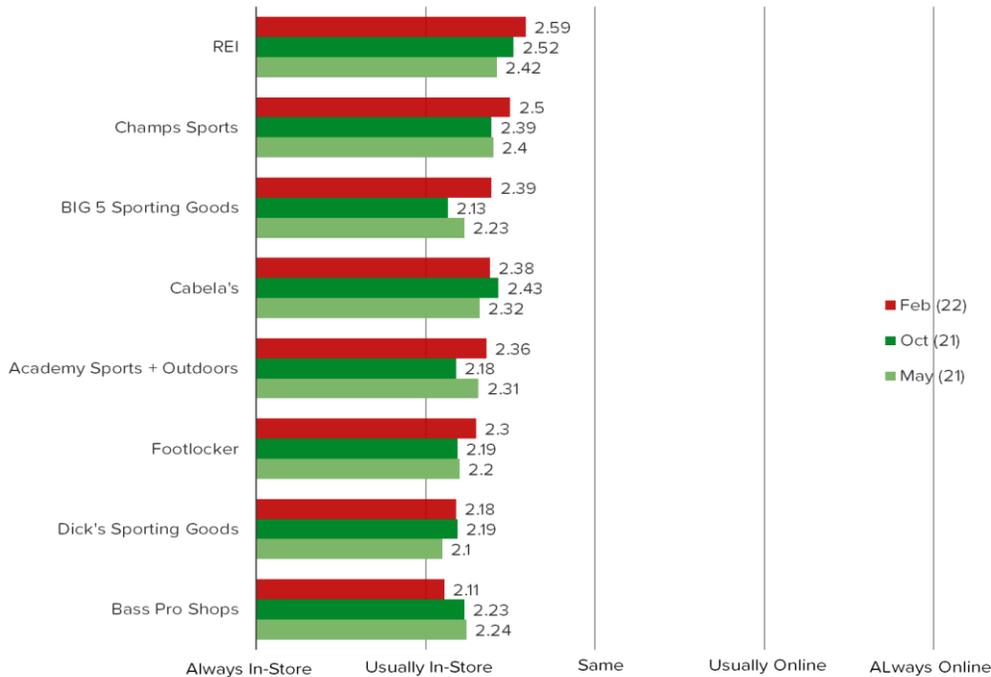
Posed to all respondents who purchase the below products.



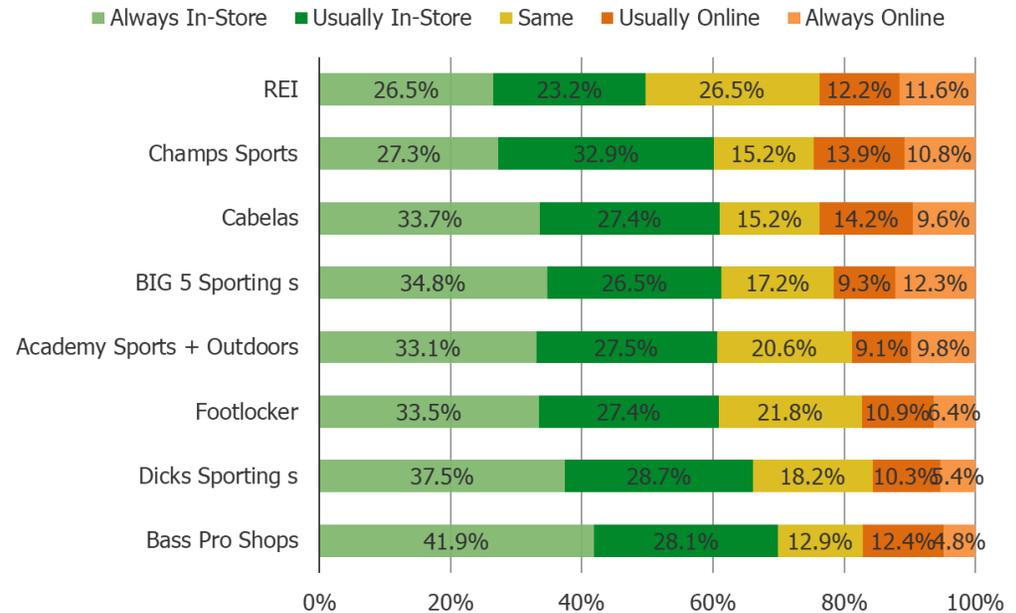
How do you prefer to shop the following?

Posed to all respondents who have shopped the below.

Time Series, Weighted Average



February 2022

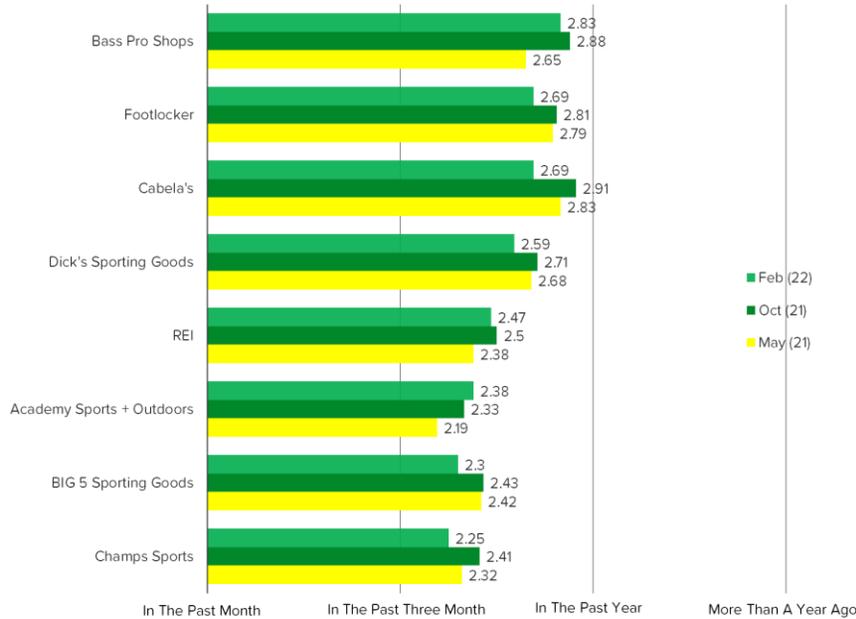


	N=
Dick's Sporting Goods	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
Bass Pro Shops	351
BIG 5 Sporting Goods	201
Champs Sports	226
Footlocker	480

When did you most recently purchase something from the following?

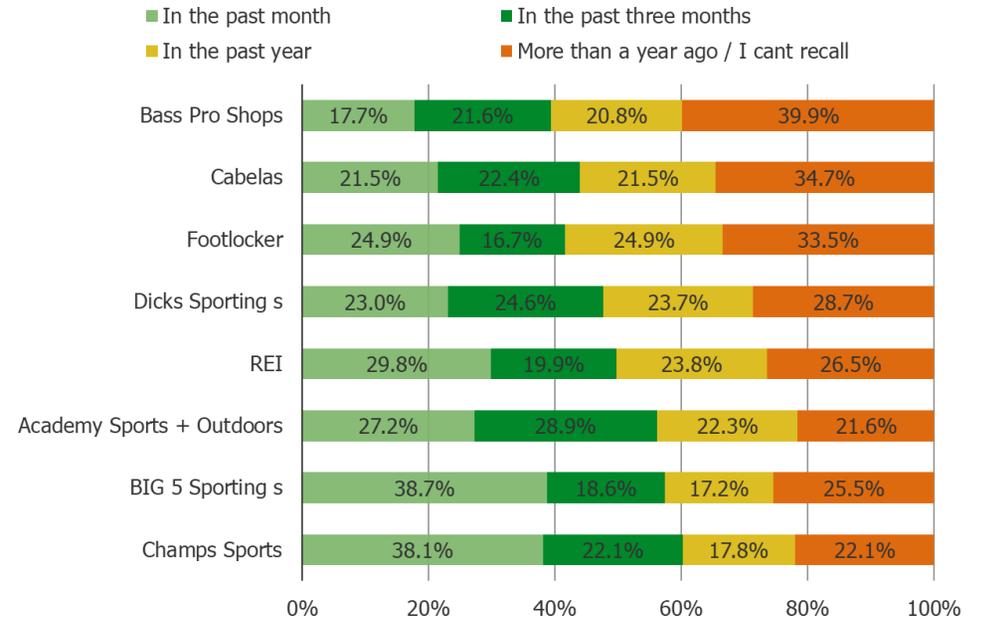
Posed to all respondents who have purchased from the below.

Time Series, Weighted Average



← More Recent

February 2022

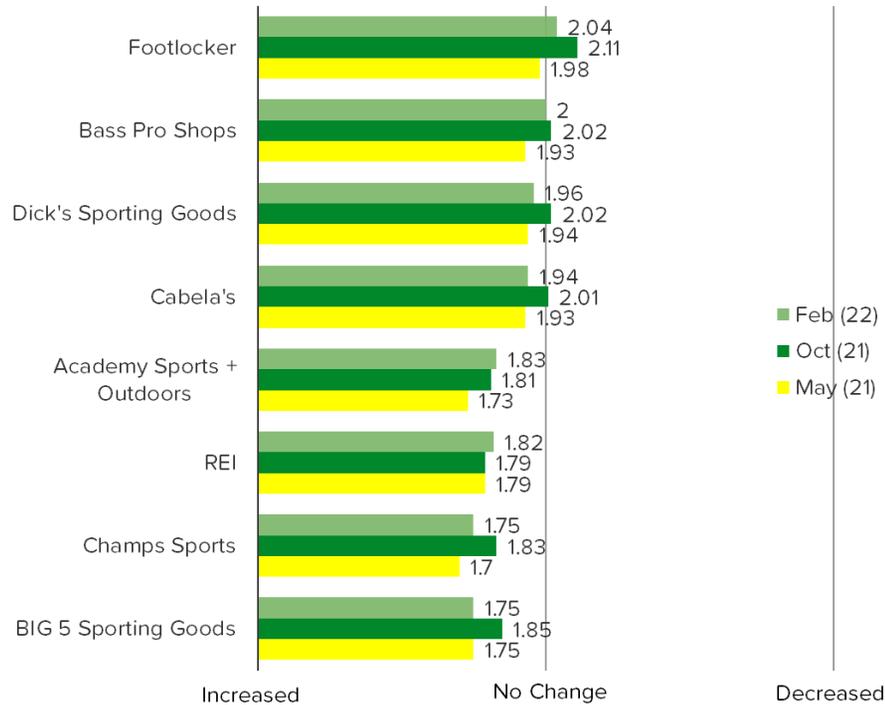


	N=
Dick's Sporting Goods	662
Cabela's	300
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Academy Sports + Outdoors	284
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Have you recently increased or decreased your shopping of the following?

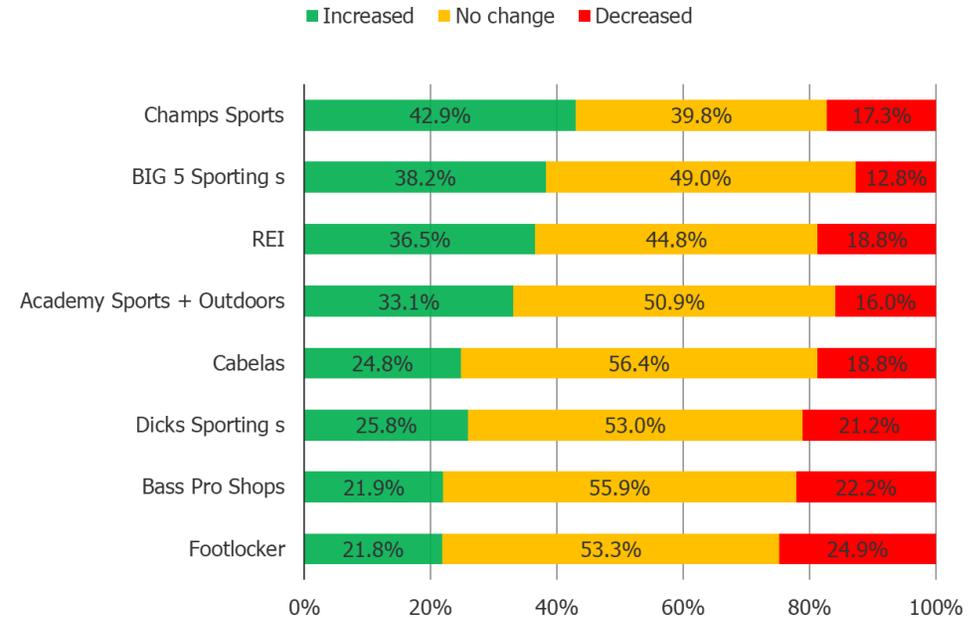
Posed to all respondents who have purchased from the below.

Time Series, Weighted Average



← Increased

February 2022

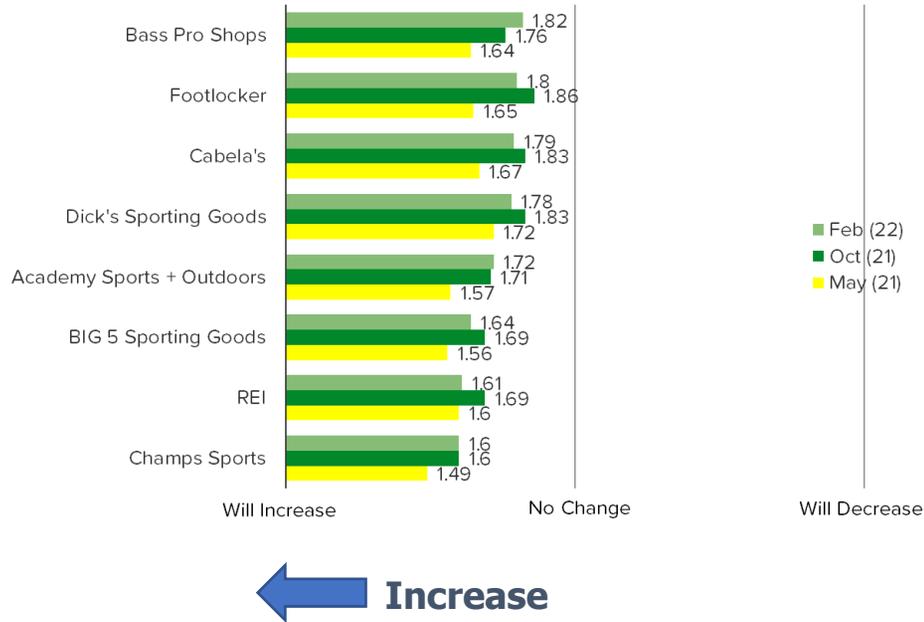


	N=
Dick's Sporting Goods	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
Bass Pro Shops	351
BIG 5 Sporting Goods	201
Champs Sports	226
Footlocker	480

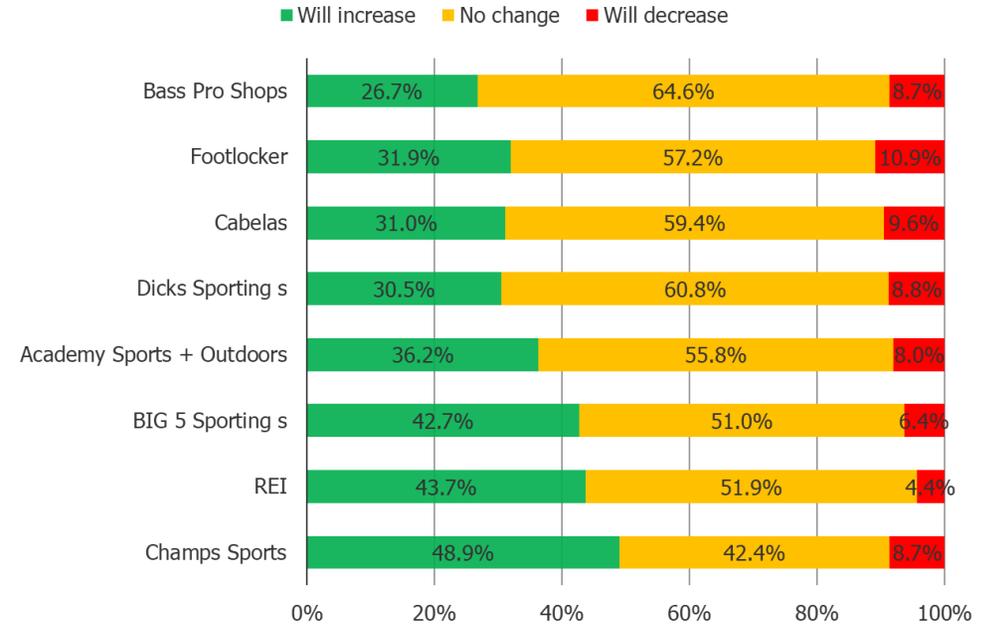
Going forward, do you expect to change how often you shop the following?

Posed to all respondents who have purchased from the below.

Time Series, Weighted Average



February 2022

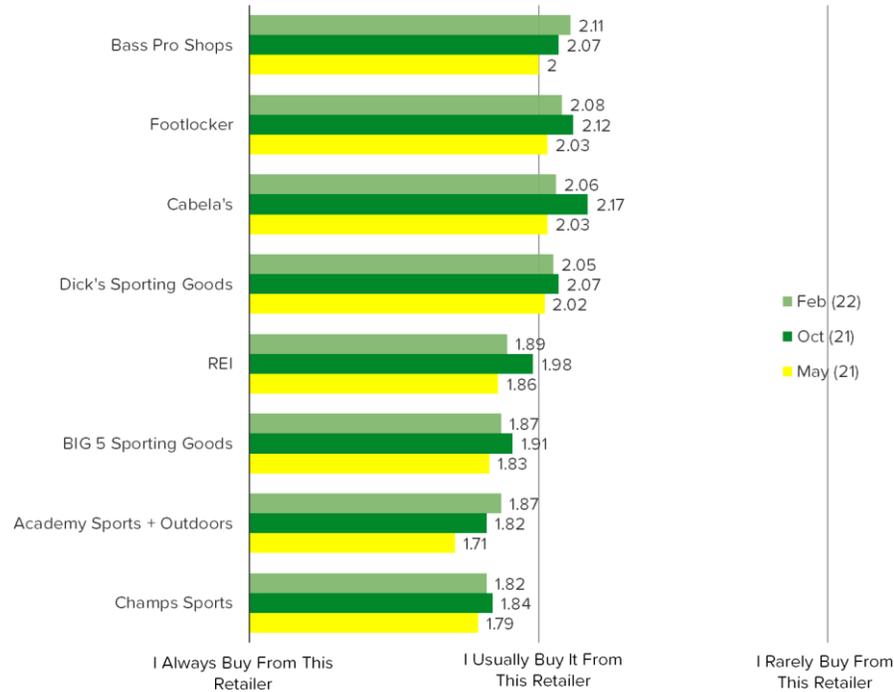


	N=
Dick's Sporting Goods	662
Cabela's	300
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Academy Sports + Outdoors	284
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Footlocker	480

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

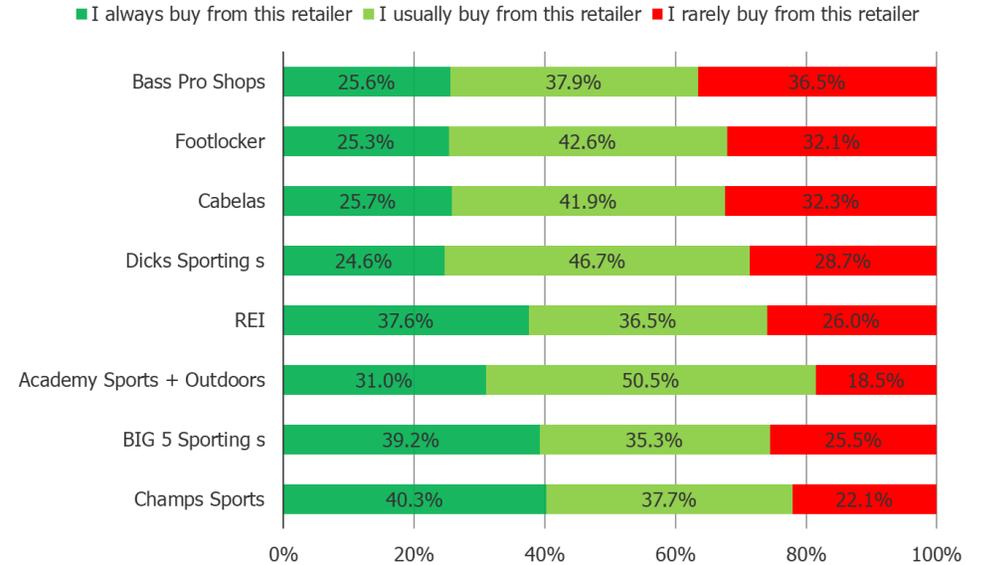
Posed to all respondents who shop the below retailers.

Time Series, Weighted Average



← More Loyal

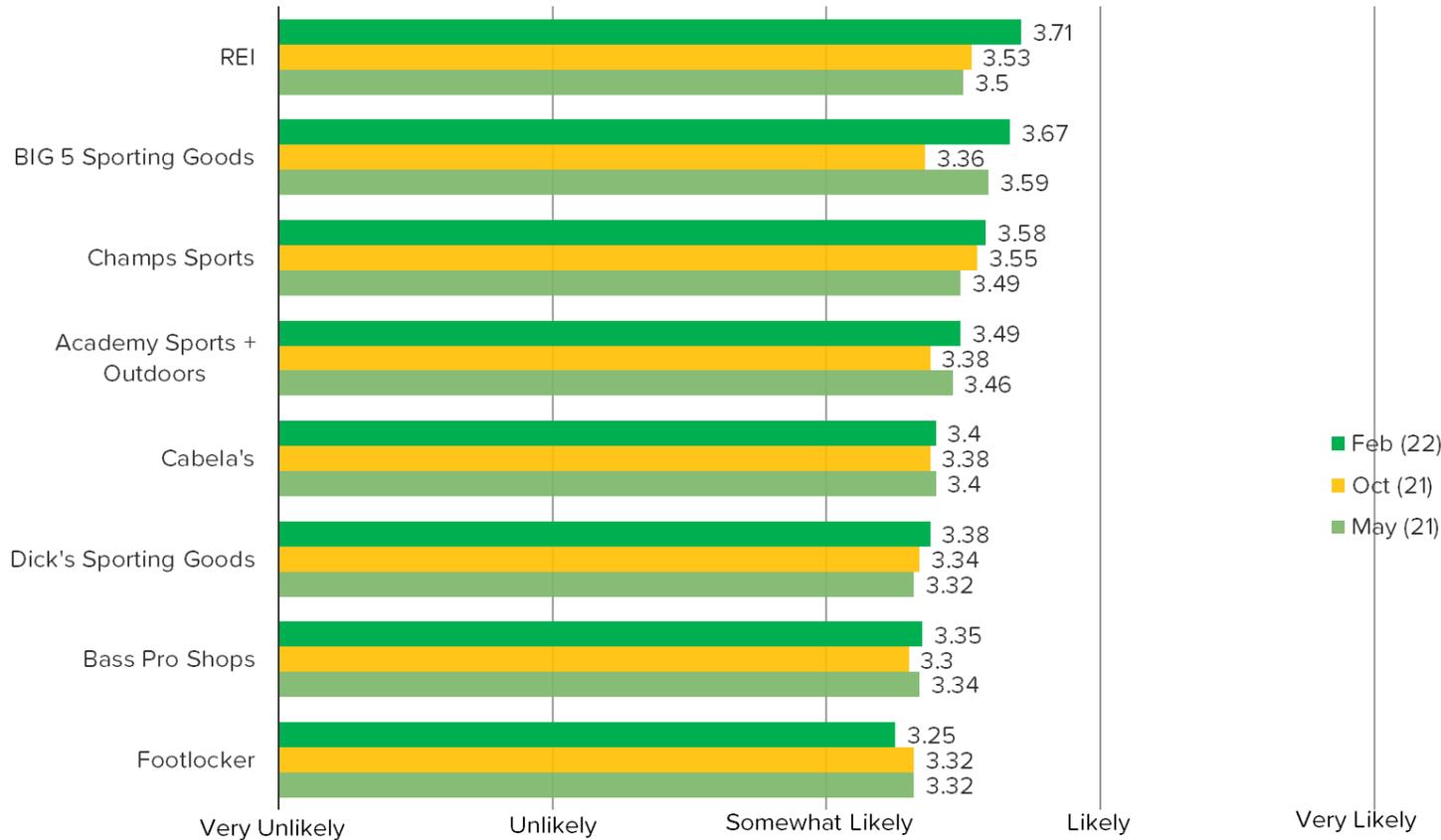
February 2022



	N=
Dick's Sporting Goods	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
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Footlocker	480

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?

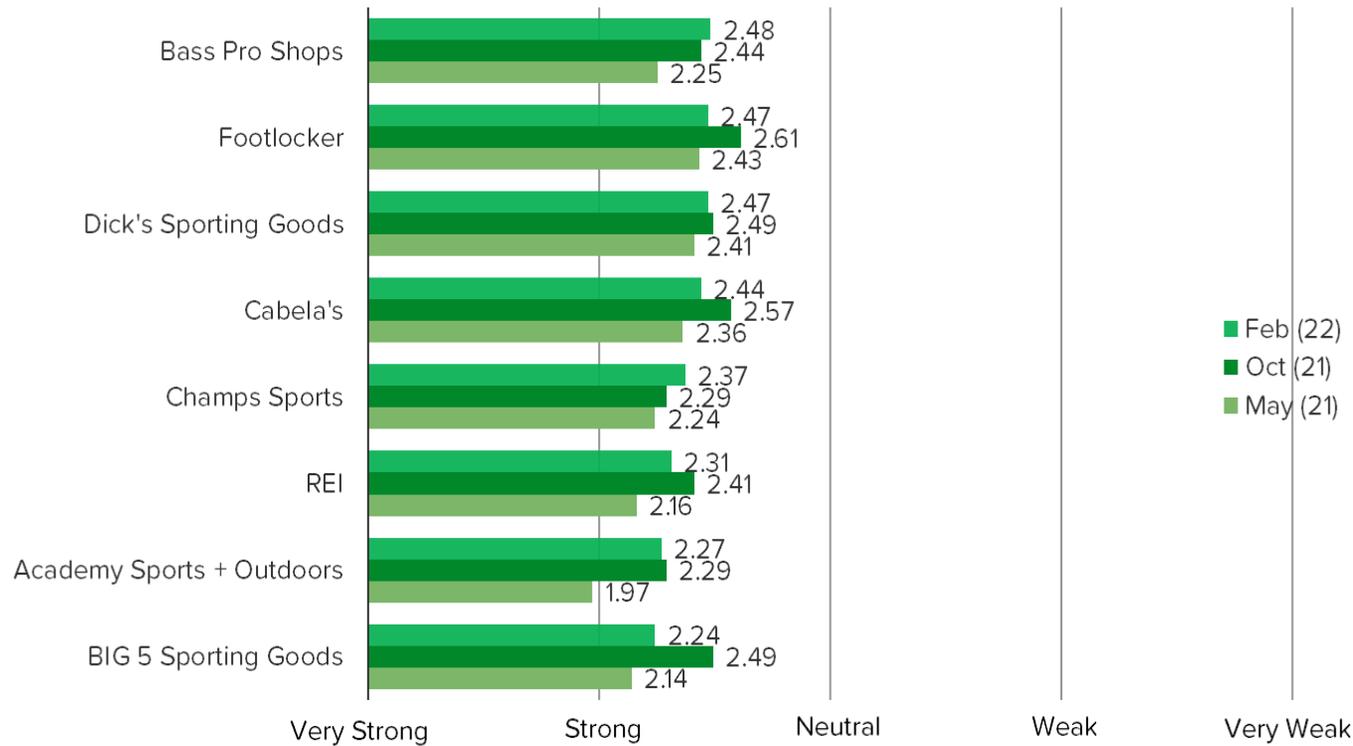
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
Bass Pro Shops	351
BIG 5 Sporting Goods	201
Champs Sports	226
Footlocker	480

Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.



← Stronger

	N=
Dick's Sporting Goods	662
Cabela's	300
REI	180
Academy Sports + Outdoors	284
Bass Pro Shops	351
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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