

**Bespoke Intel**

---

**Sporting Goods  
Consumer Survey, Volume 4**

---

**August 2022**

# Top Takeaways

---

## Importance of Pricing Increasing

Price is becoming more of a focal point in consumer decision making processes when it comes to where they shop. Relative to past waves, respondents who would choose Dick's, Academy, and others were increasingly likely to say they would do so because of price.

## Dick's Sporting Goods Feedback

Dicks is mindshare dominant when it comes to where consumers think first of going for sporting goods. Over the past year, the % of consumers who said they would be most likely to choose Dick's if they needed sporting goods or apparel related items that these retailers sell increased. Dick's customers were the least likely to say they price check Amazon before buying from Dick's relative to the sporting goods peer group we asked about.

## Sporting Goods NPS and In-Store vs. Online

Sporting Goods retailers all have relatively high NPS scores among respondents who shopped each in the past month. Sporting Goods remains a category that customers prefer, on balance, to shop in-stores.

---

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

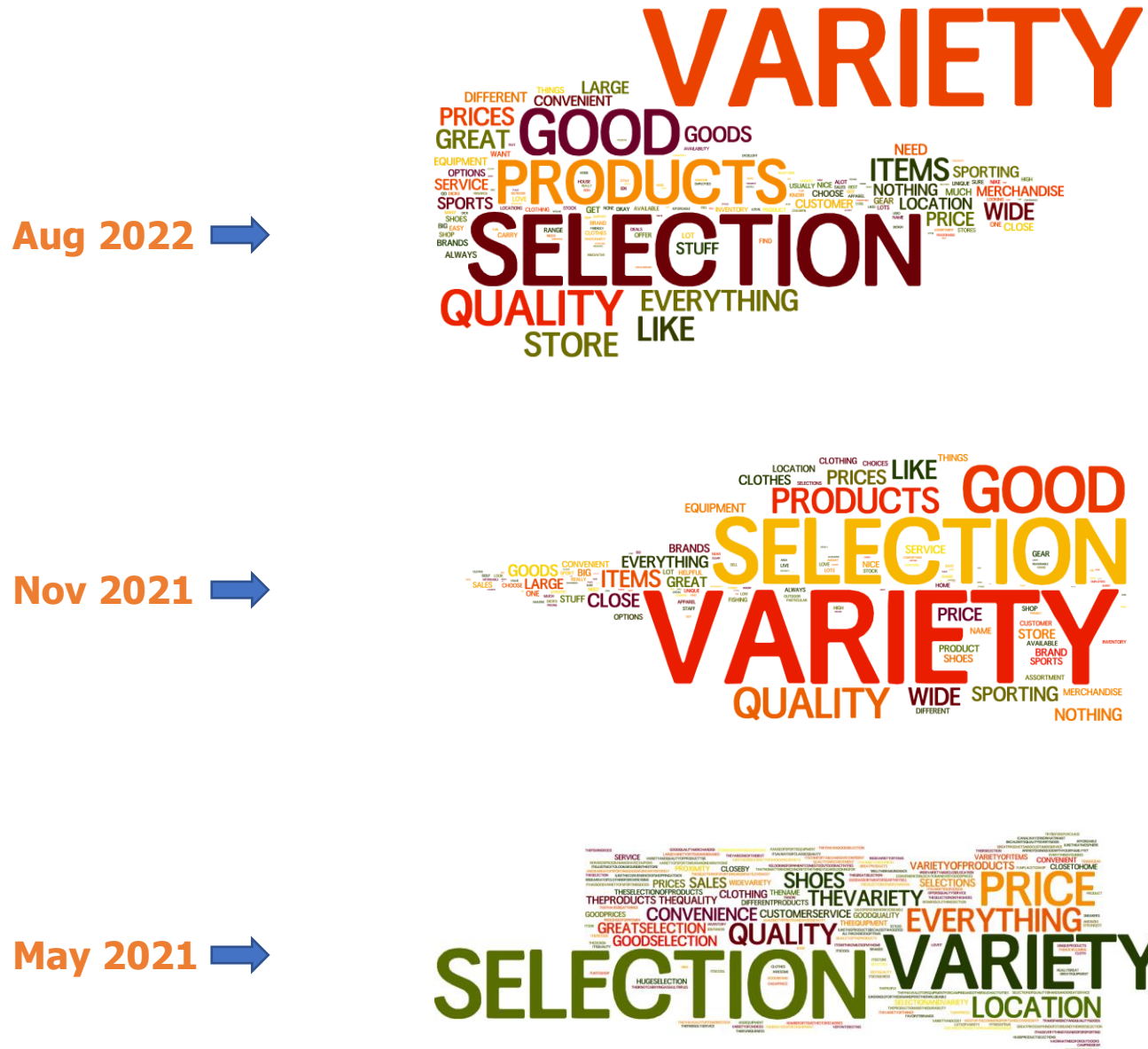
**If You Had To Choose One Sporting Goods Retailer, Which, and Why?**

**NPS**

**Competitive Dynamics**

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

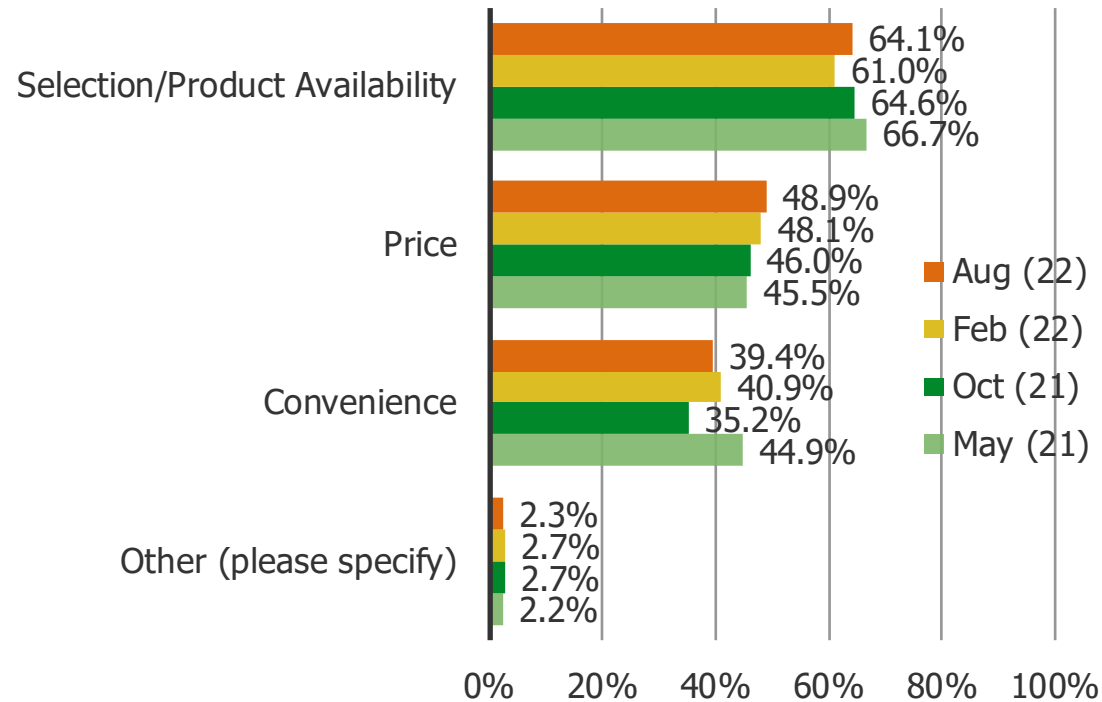
Posed to all respondents who have shopped Dick's.



N=680

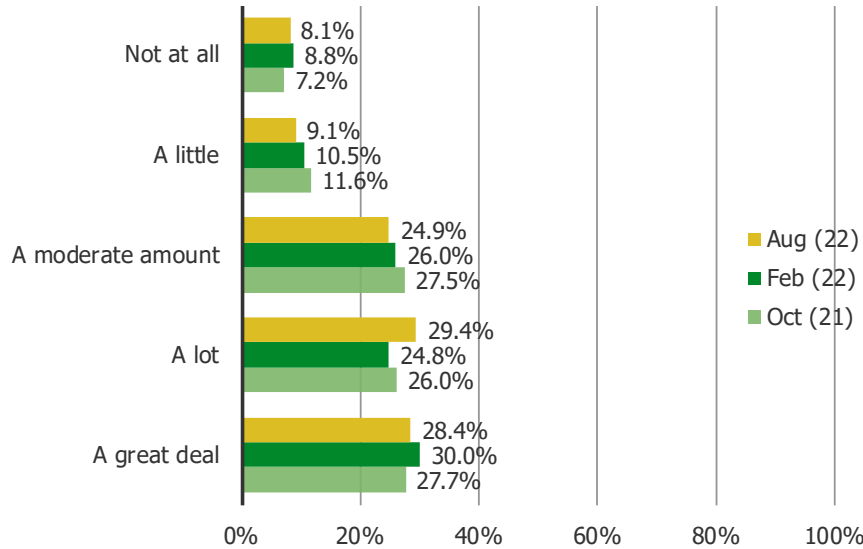
**When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)**

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.

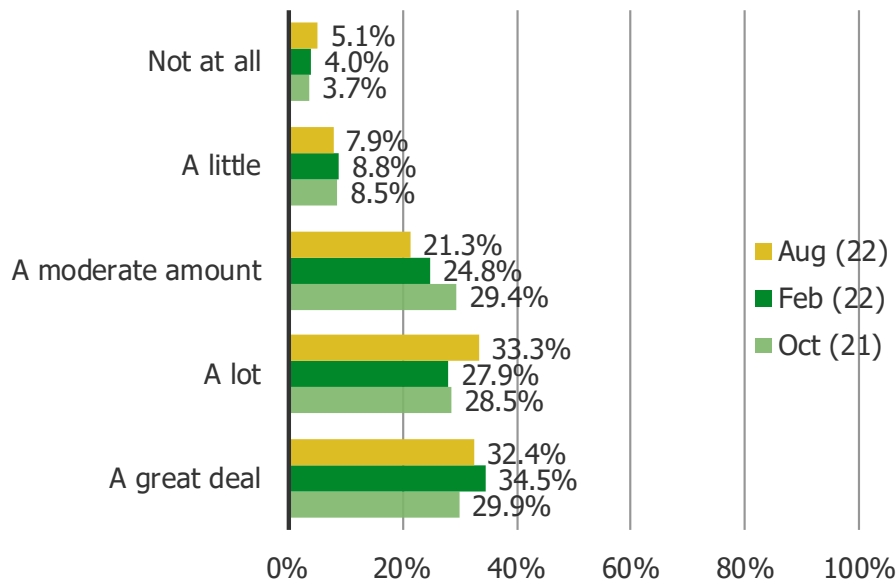


Fill-in: Which brands are important?



### 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.



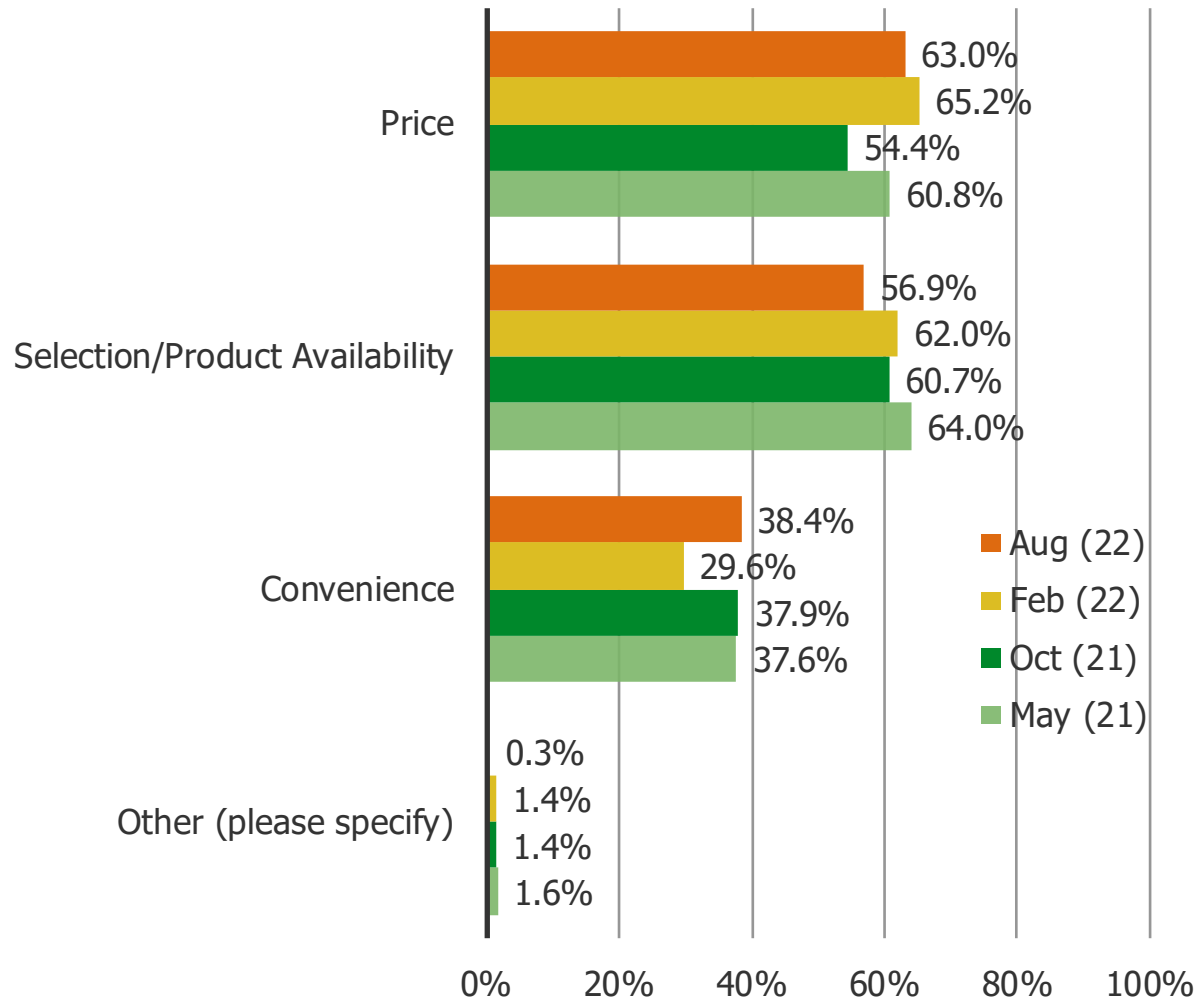
Fill-in: Which products are important?





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

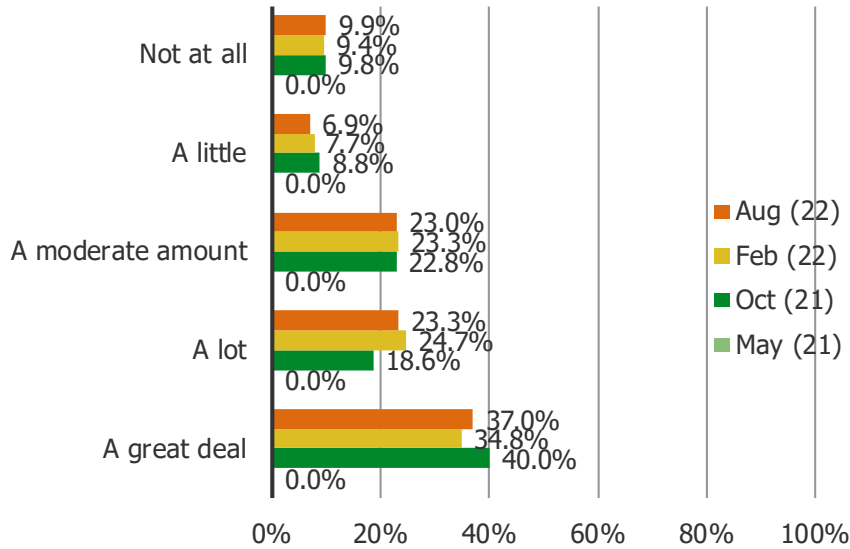
Posed to all respondents who have shopped Academy.





## 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.

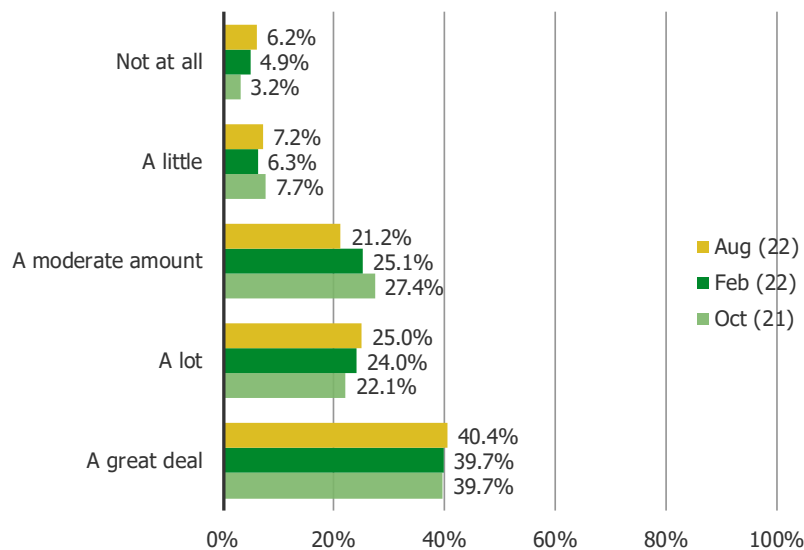


Fill-in: Which brands are important?



## 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?



---

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

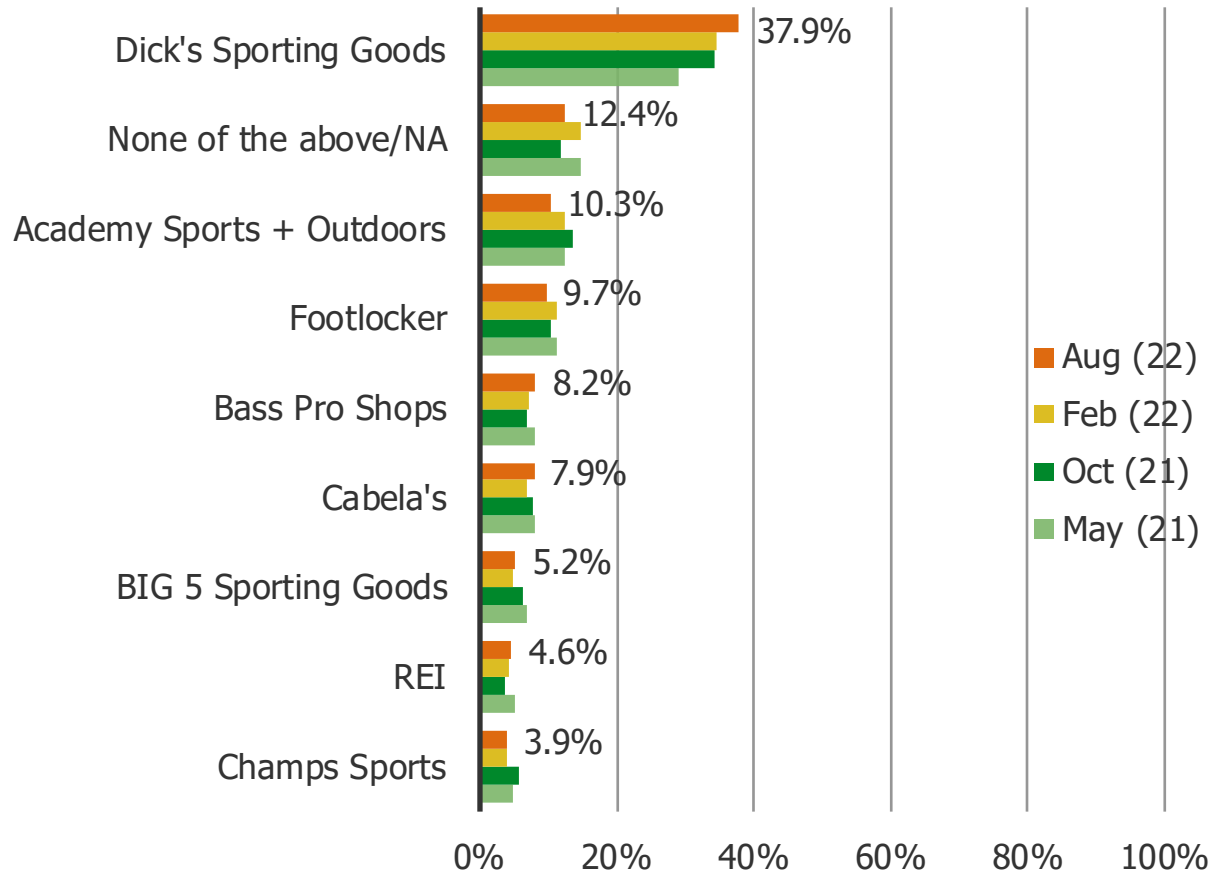
**If You Had To Choose One Sporting Goods Retailer, Which, and Why?**

**NPS**

**Competitive Dynamics**

**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.

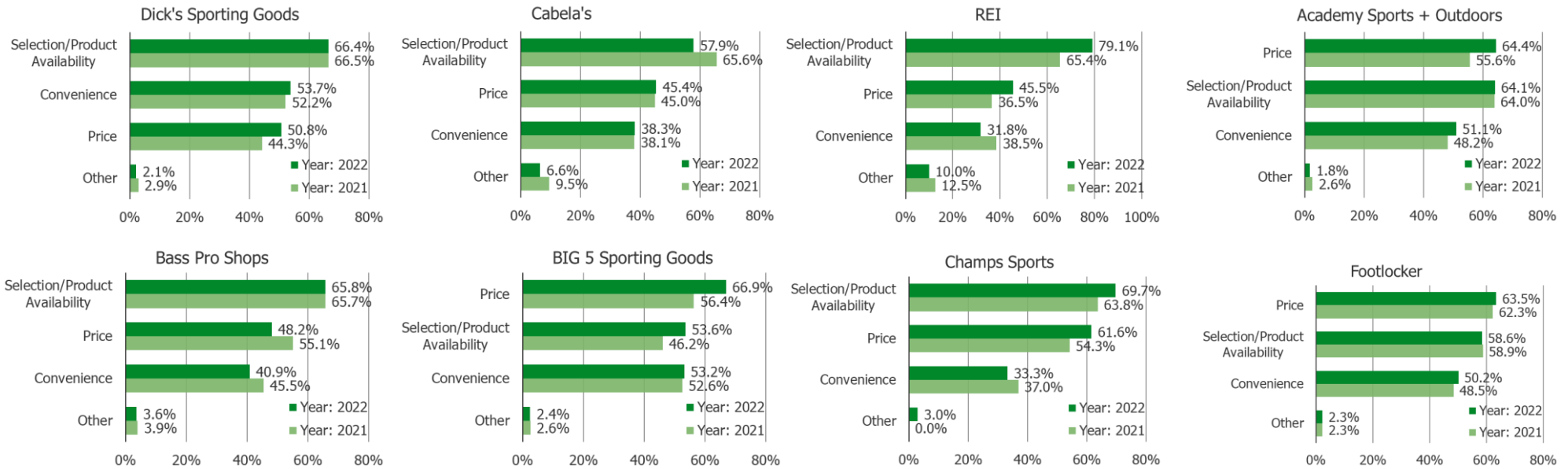


\* Reasons why respondents selected each of the above over the rest of the list explained on the next page.

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 Size	
	2021	2022
Dick's Sporting Goods	1265	1571
Cabela's	299	271
REI	159	184
Academy	530	515
Bass Pro Shops	303	306
BIG 5 Sporting Goods	246	206
Champs Sports	197	166
Footlocker	447	459

---

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

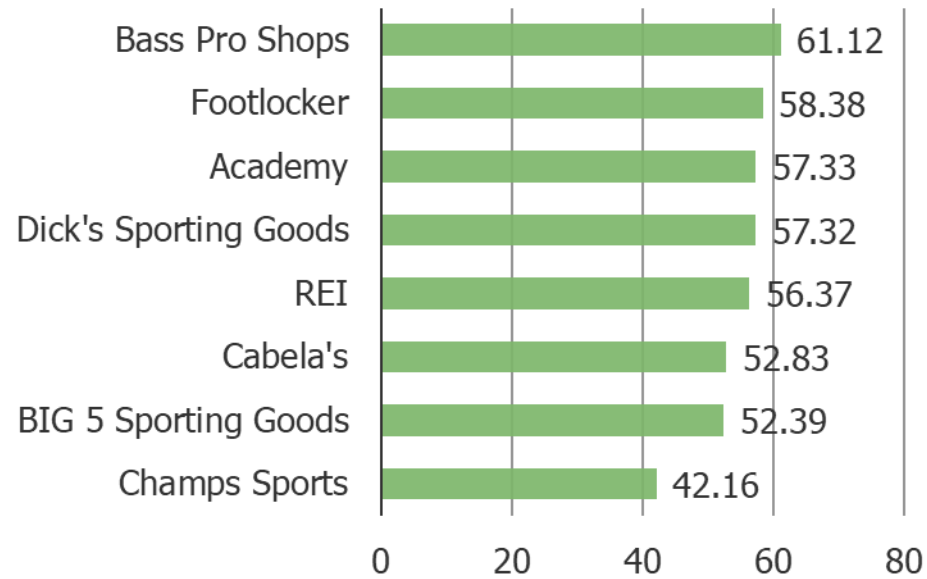
**If You Had To Choose One Sporting Goods Retailer, Which, and Why?**

**NPS**

**Competitive Dynamics**

### 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 month.



	N =
Dick's Sporting Goods	623
Cabela's	110
REI	118
Academy	356
Bass Pro Shops	288
BIG 5 Sporting Goods	271
Champs Sports	306
Footlocker	447

Combining results from prior 4 waves to achieve larger N sizes.

---

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

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

**NPS**

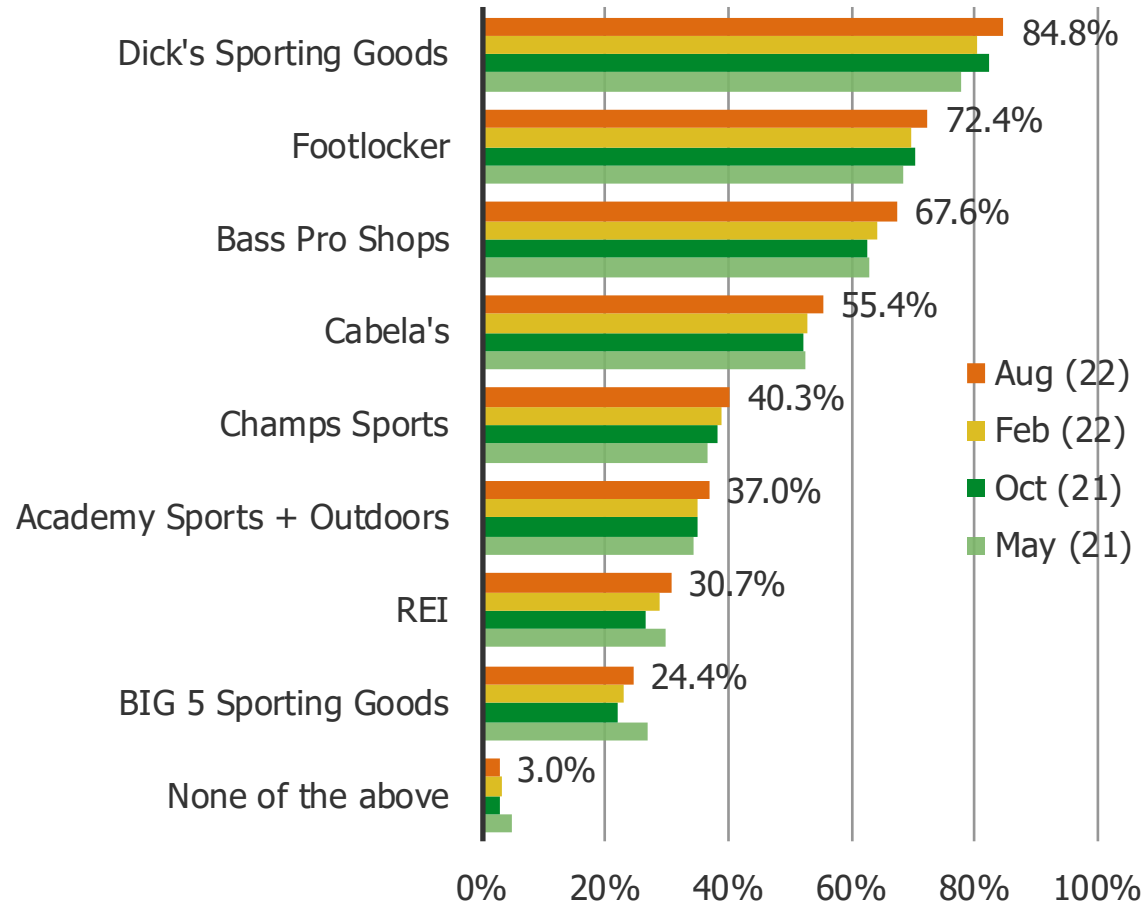
**Competitive Dynamics**





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

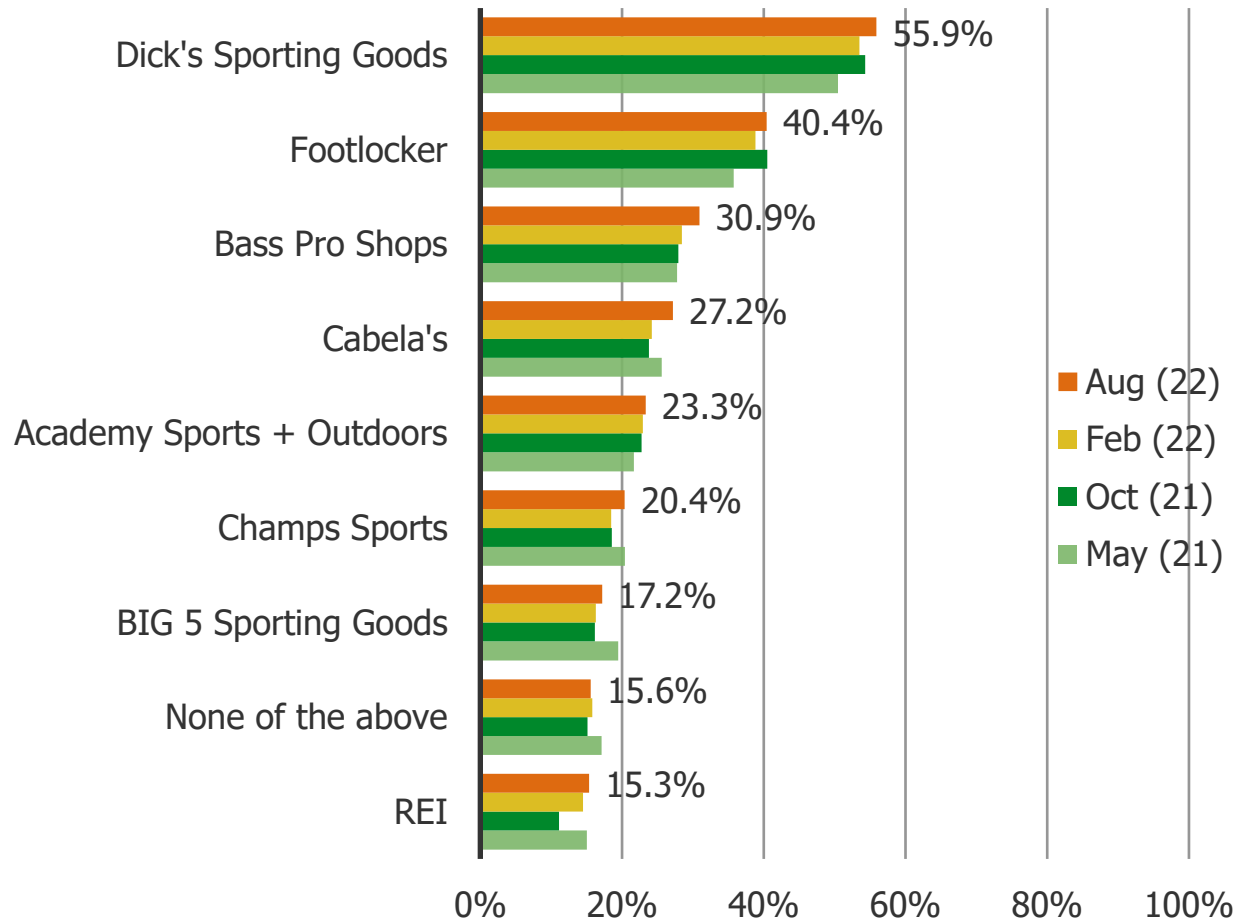
Posed to all respondents.



N=1252

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

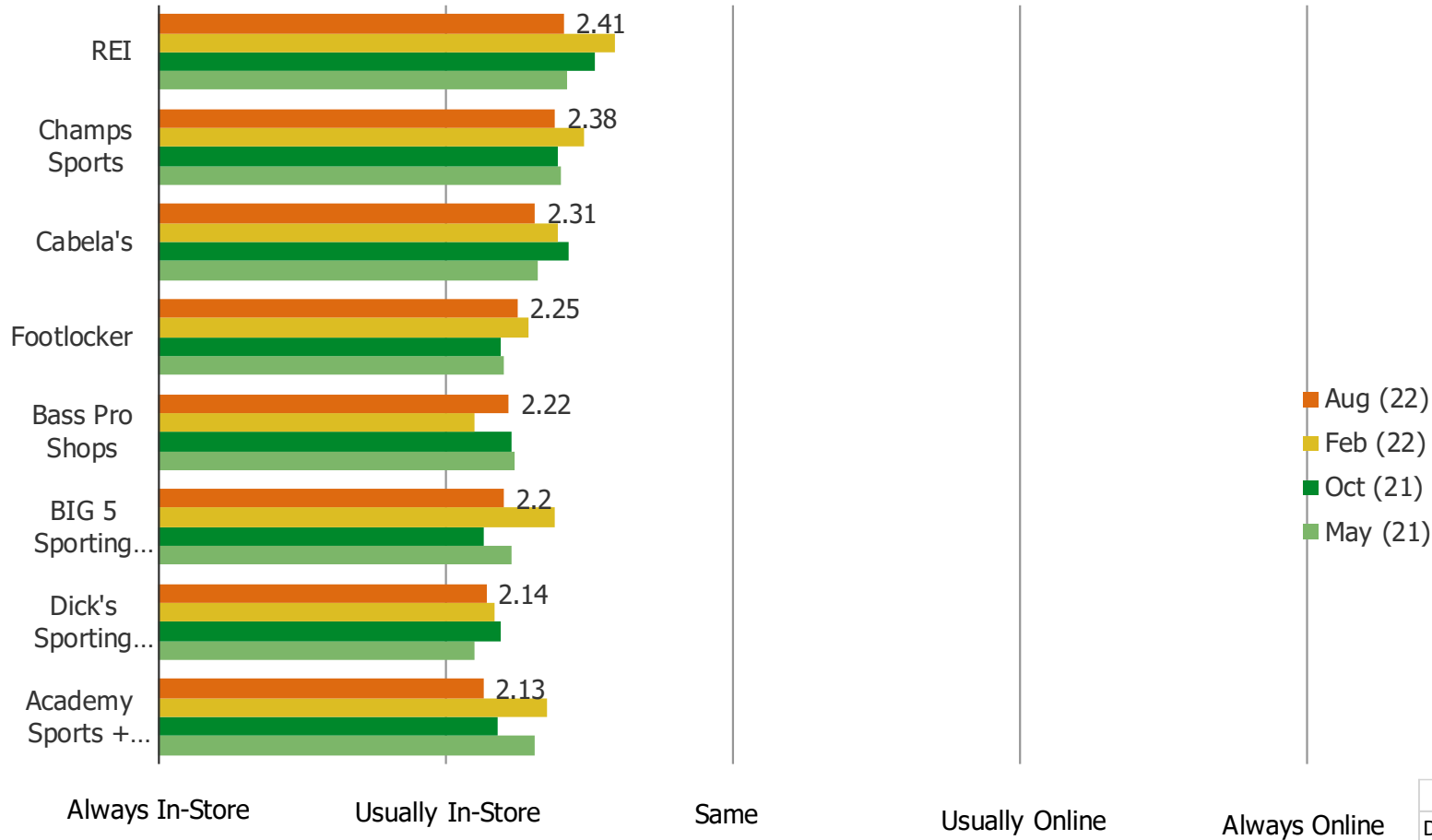
Posed to all respondents.



N=1252

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

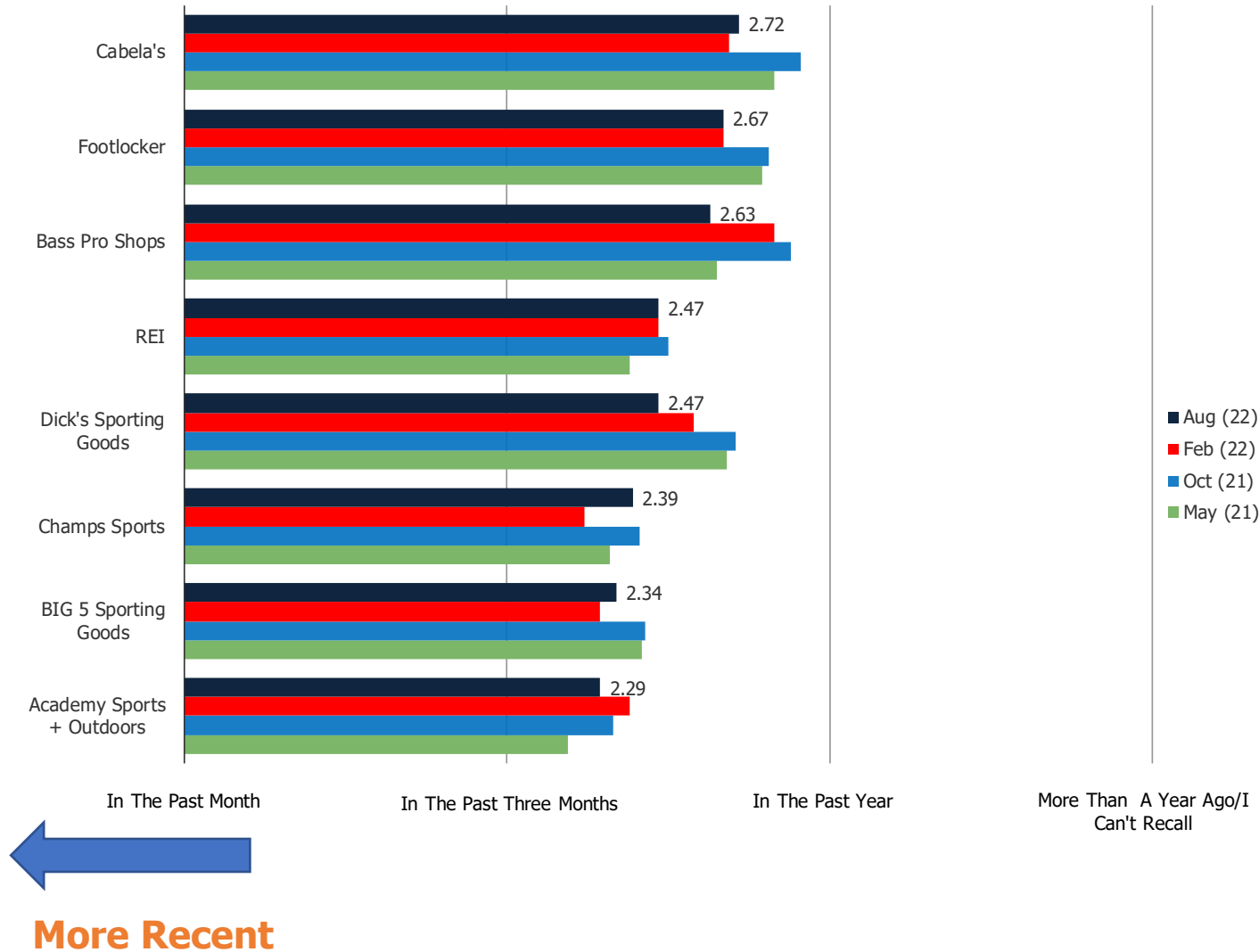
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

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

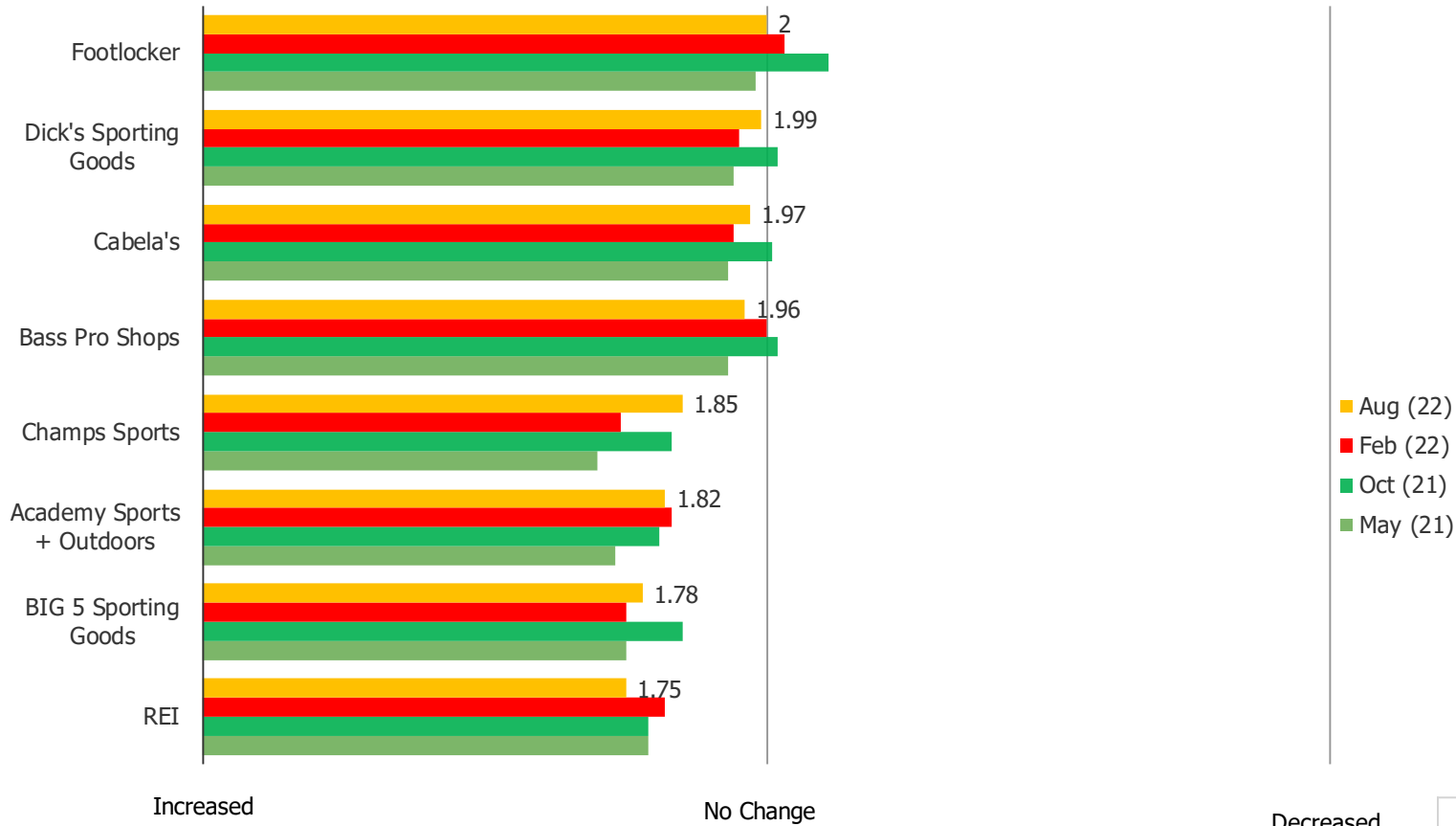
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

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

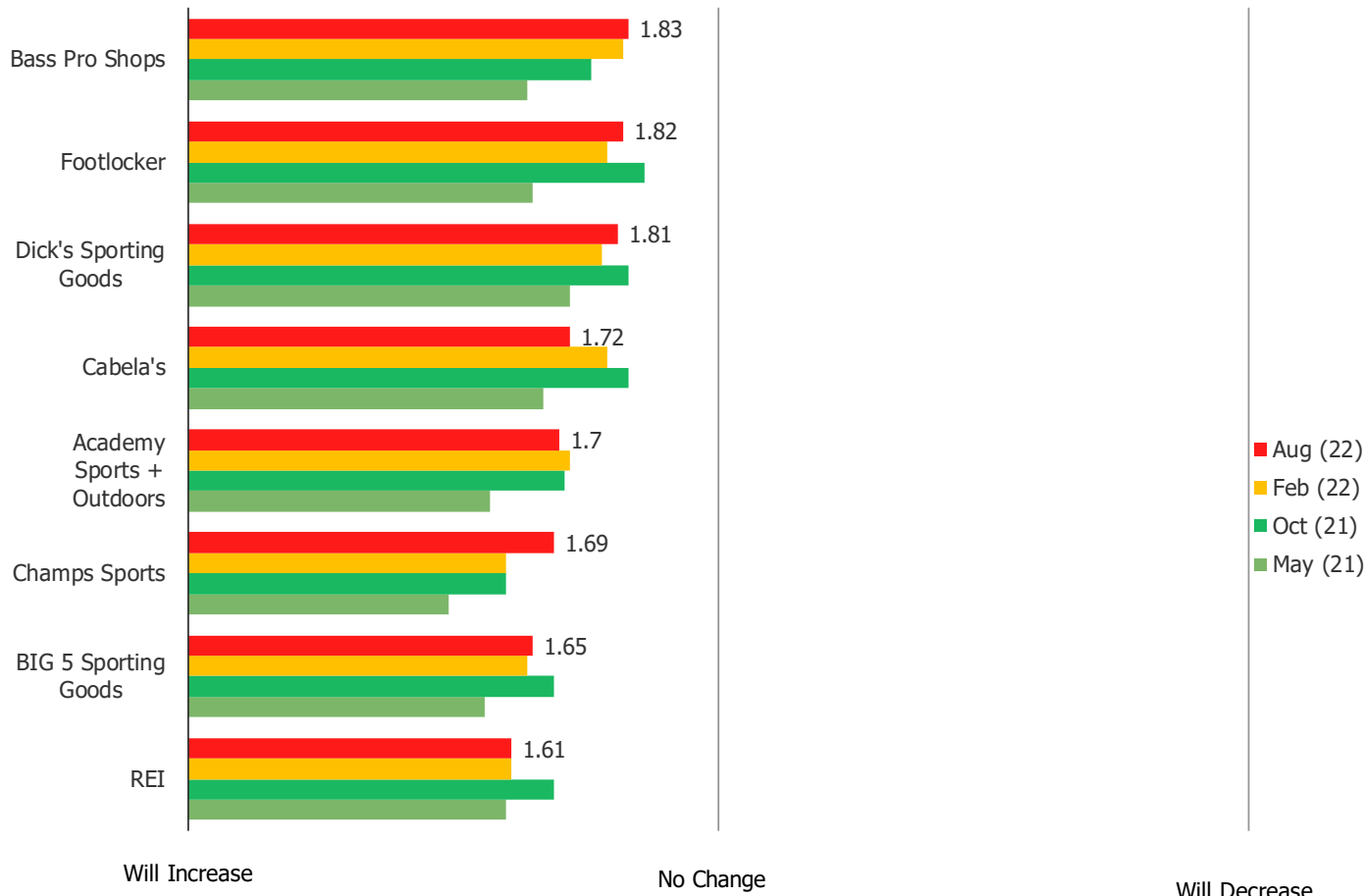
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

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

Posed to all respondents who have purchased from the below.

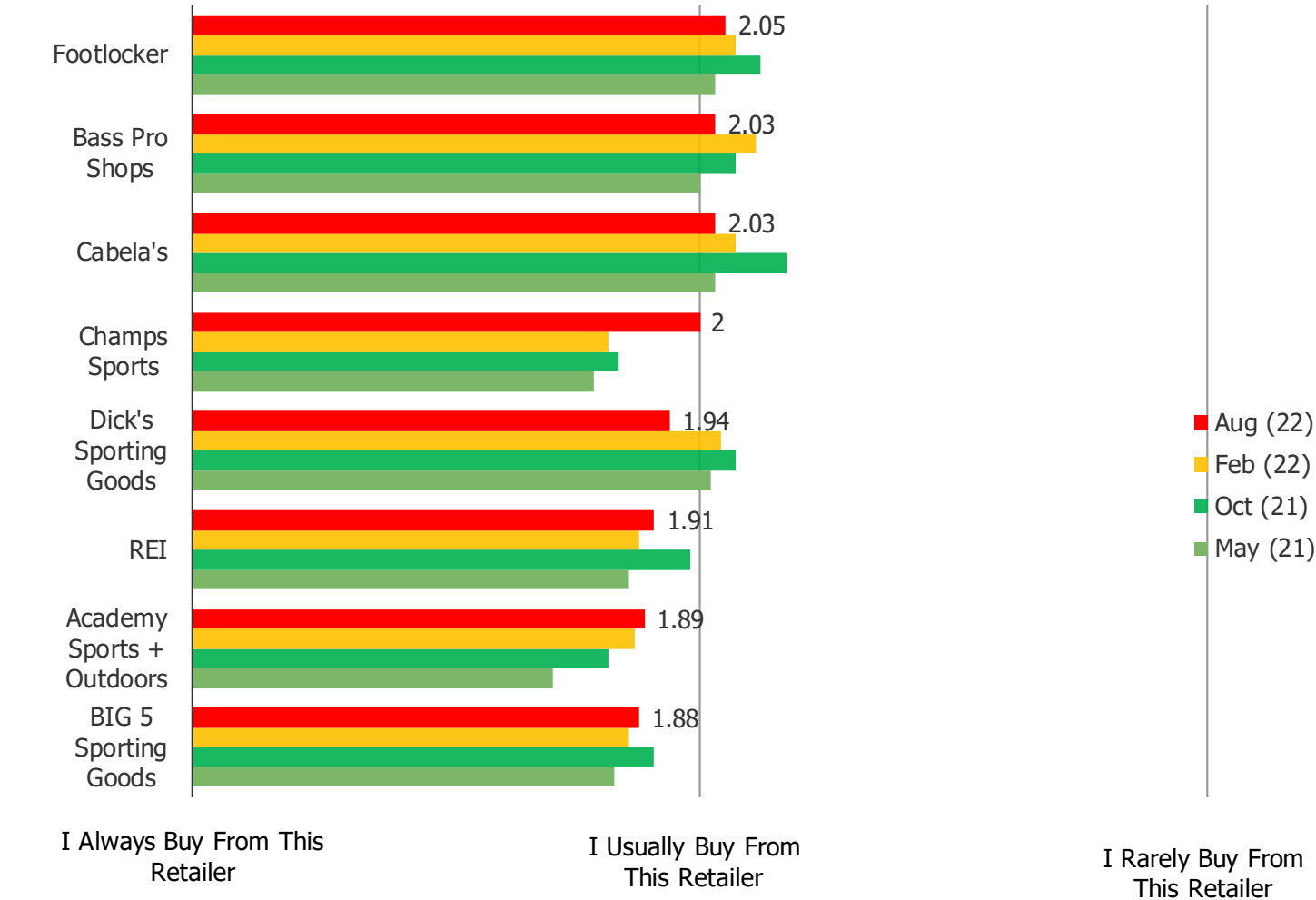


←  
**Increasing**

	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

### 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.

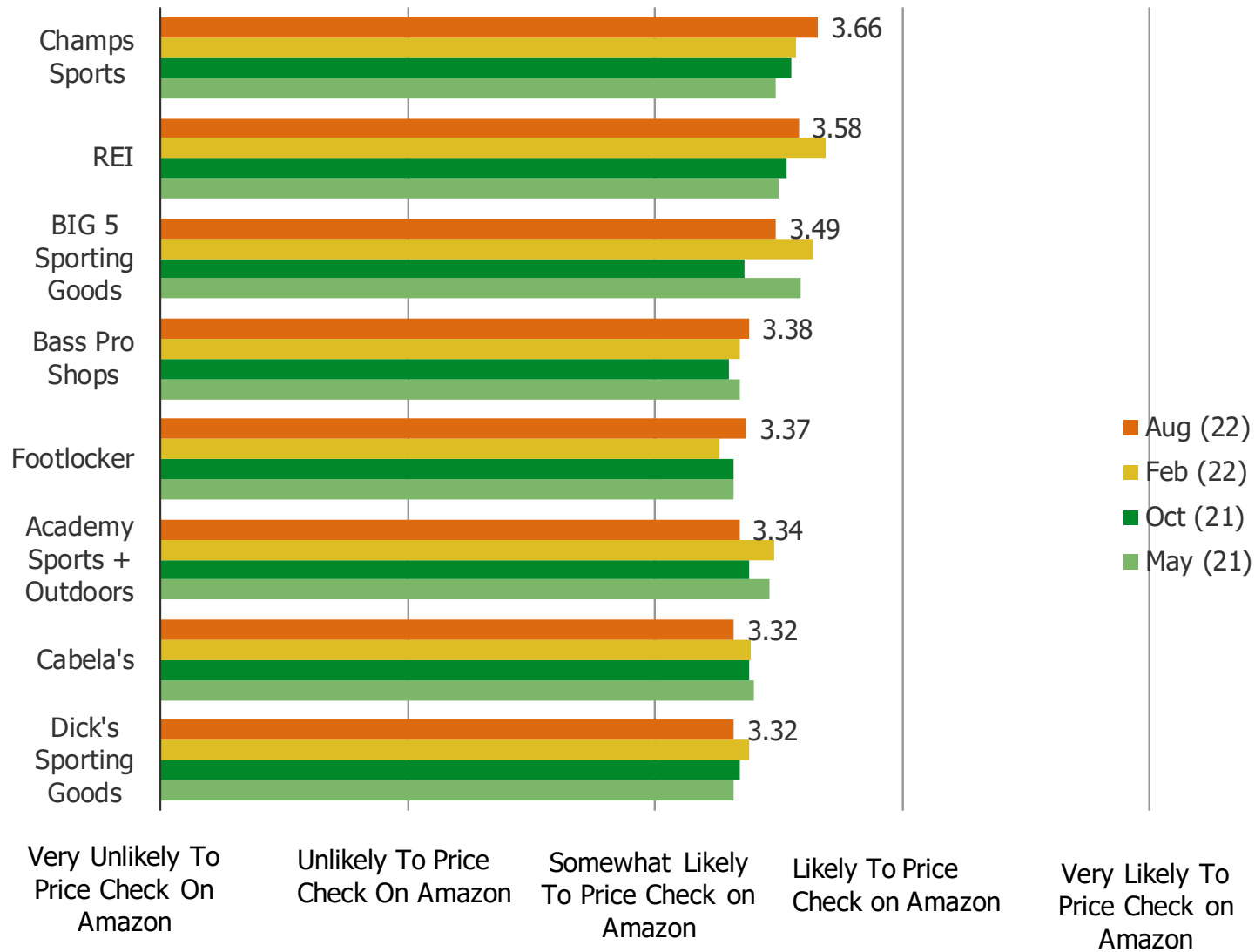


**More Loyal**

	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

### 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.

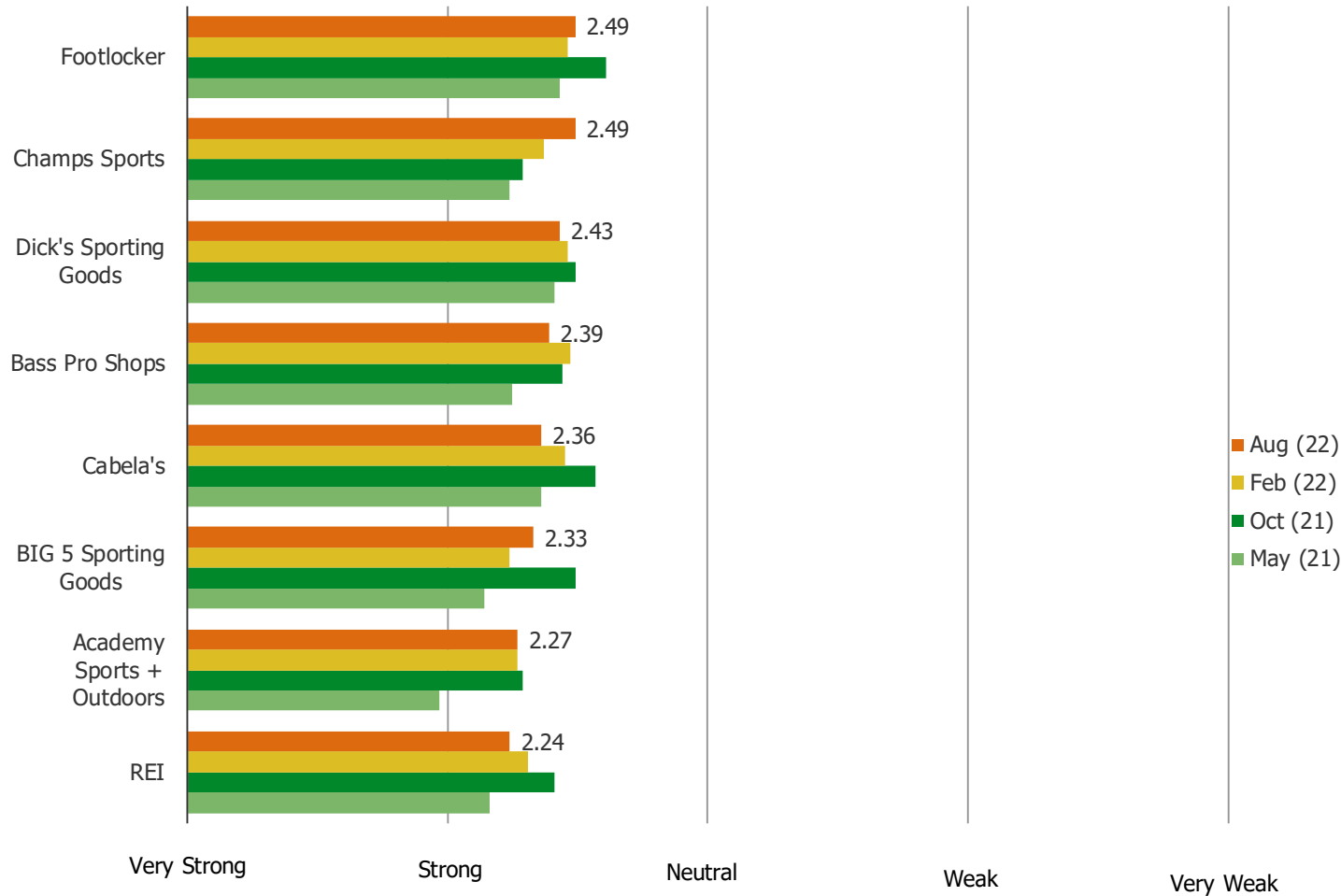


	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506



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

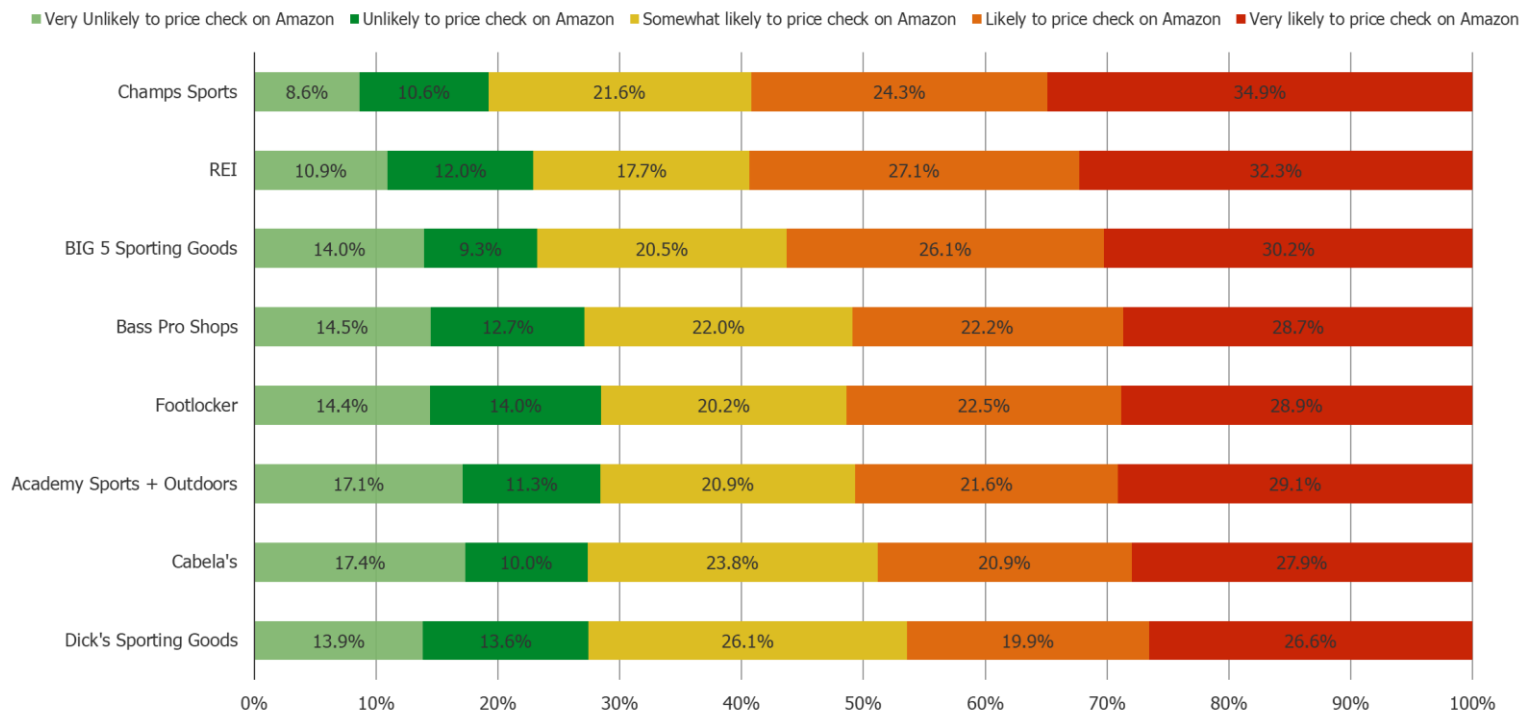
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506

## 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	700
Cabela's	340
REI	192
Academy Sports + Outdoors	292
Bass Pro Shops	387
BIG 5 Sporting Goods	215
Champs Sports	255
Footlocker	506