

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 5**

November 2022

Why Do Customers Choose Dick's and Academy?

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

NPS

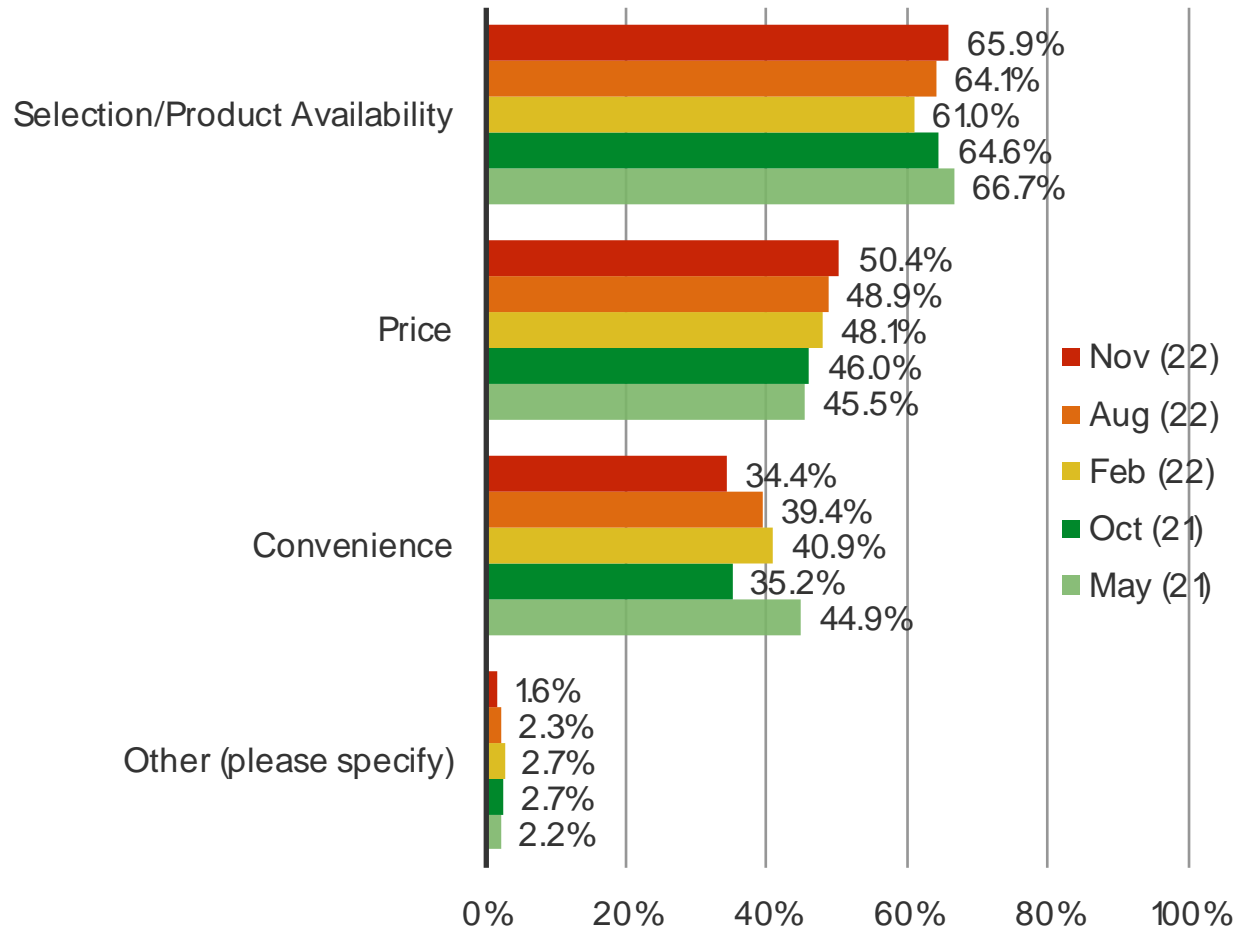
Competitive Dynamics

Sporting Goods Retail Trends

Demographics

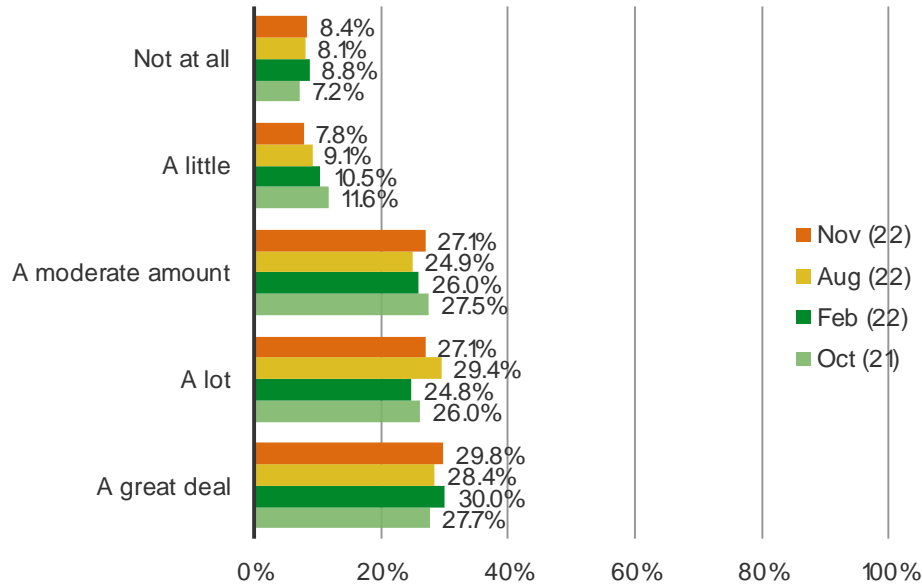
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

Posed to all respondents who have shopped Dick's.

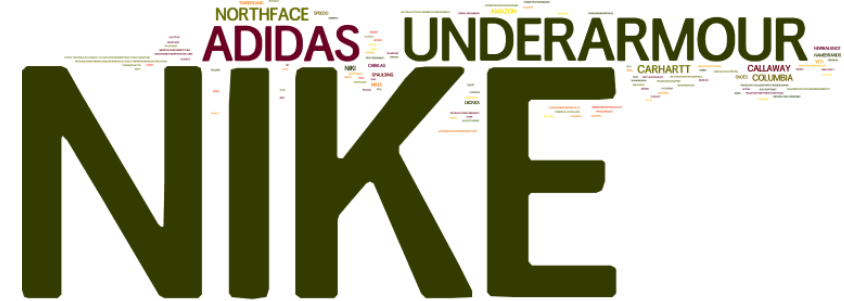


How much of a role do the brands available at Dick's play in your decision to shop at Dick's?

Posed to all respondents who have shopped Dick's.

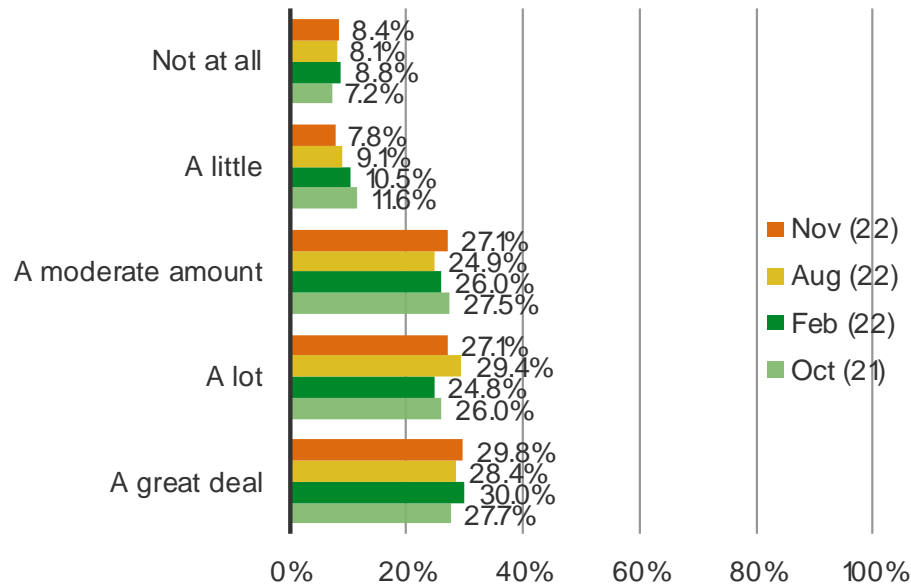


Fill-in: Which brands are important?



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.

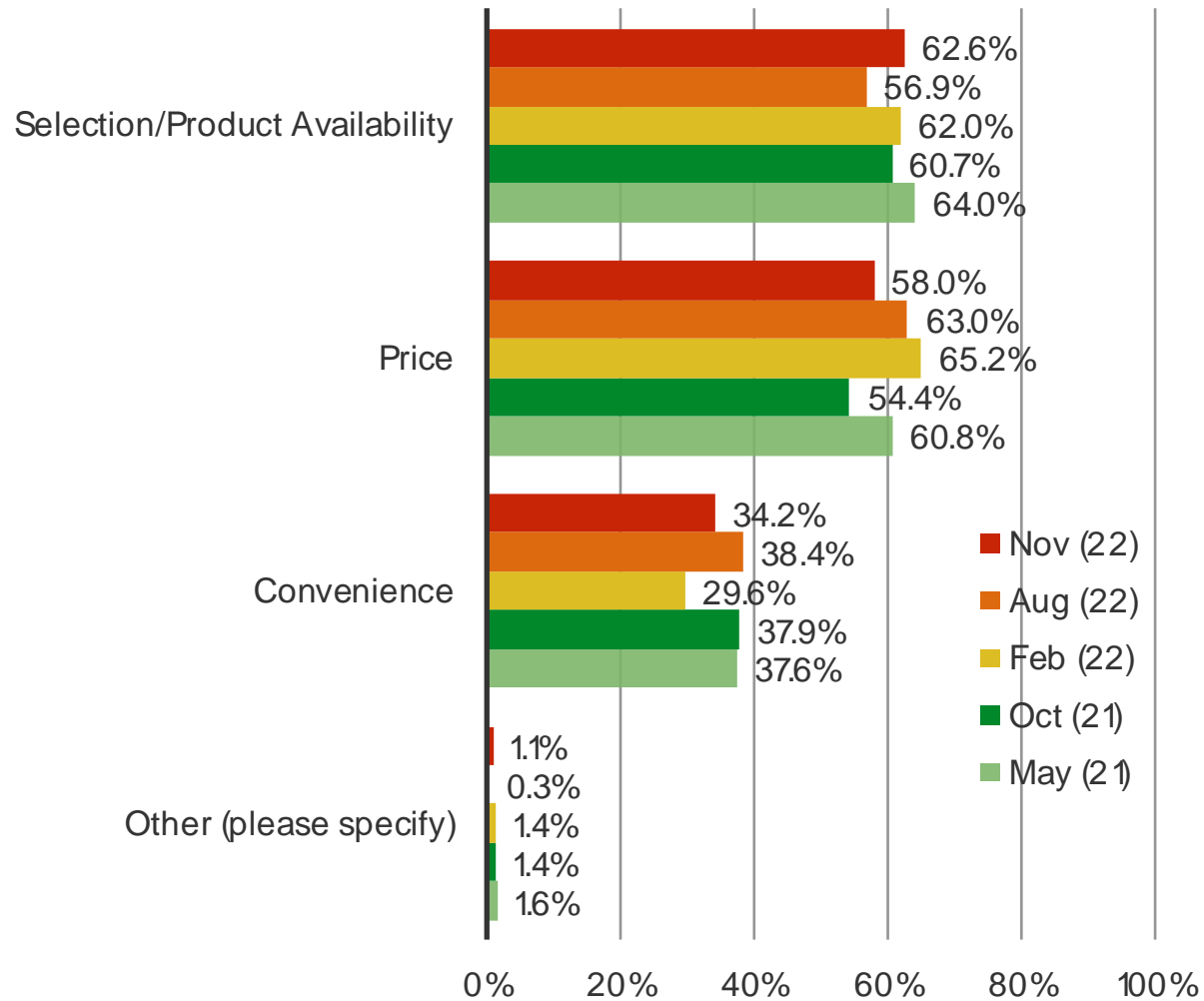


Fill-in: Which products are important?



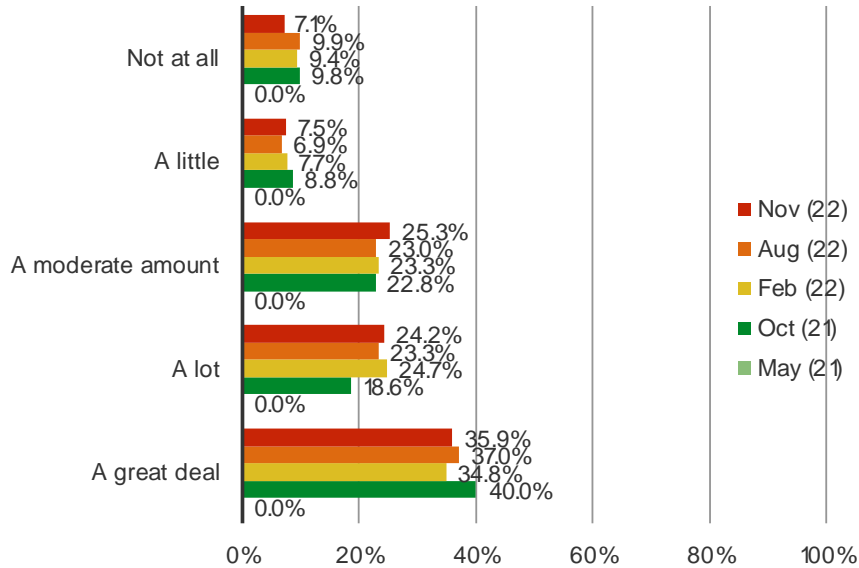
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.

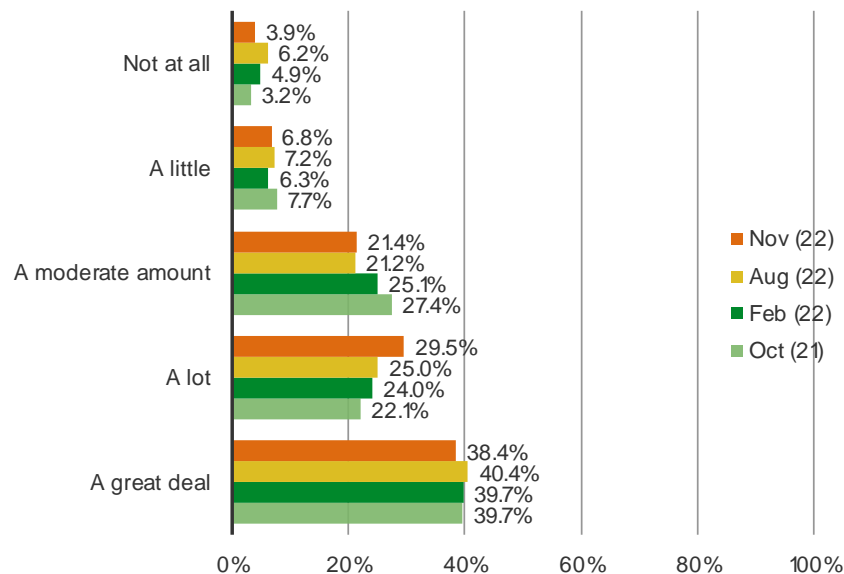


Fill-in: Which brands are important?



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?

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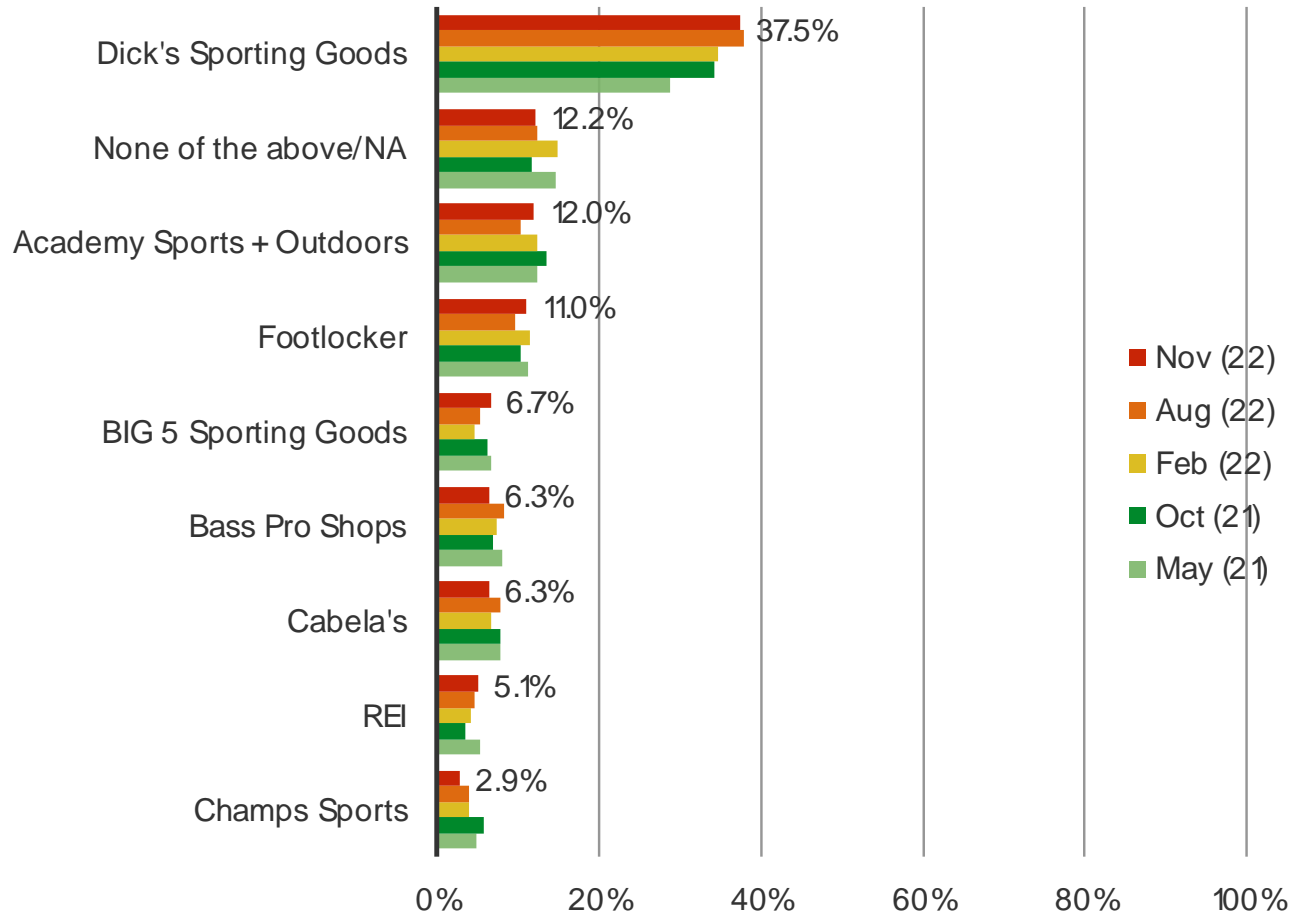
Competitive Dynamics

Sporting Goods Retail Trends

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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?

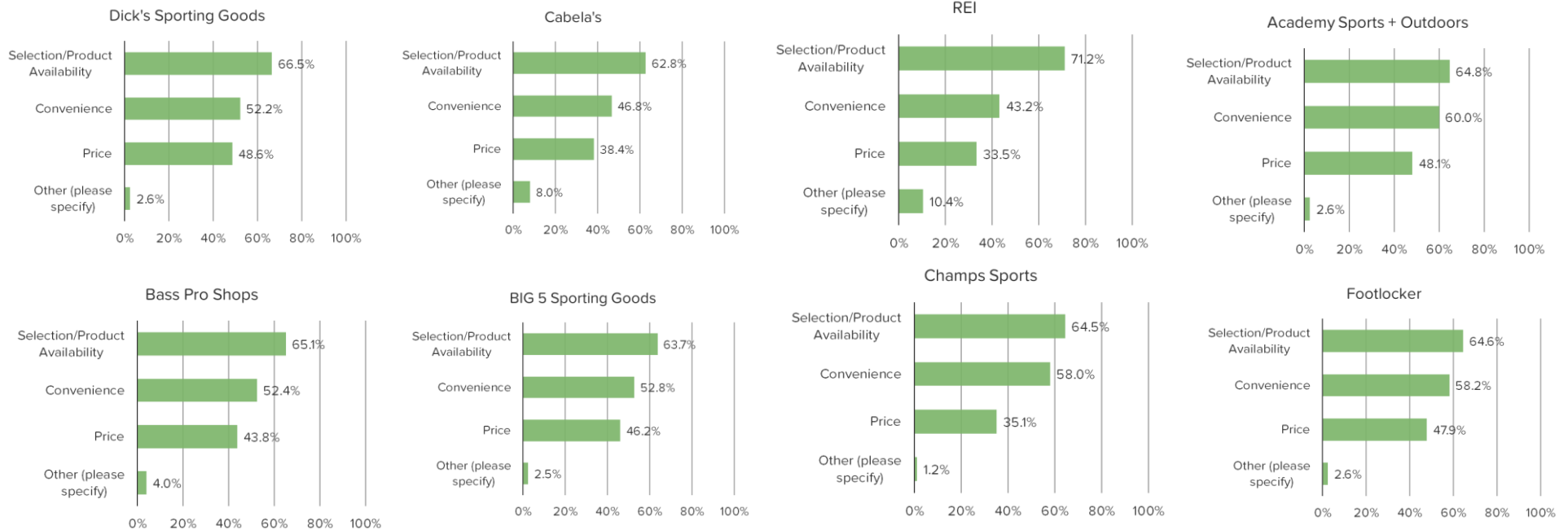
Posed to all respondents.



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

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	2138
Cabela's	451
REI	278
Academy Sports + Outdoors	744
Bass Pro Shops	450
BIG 5 Sporting Goods	364
Champs Sports	262
Footlocker	660

Combining results from all waves to achieve large N sizes.

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

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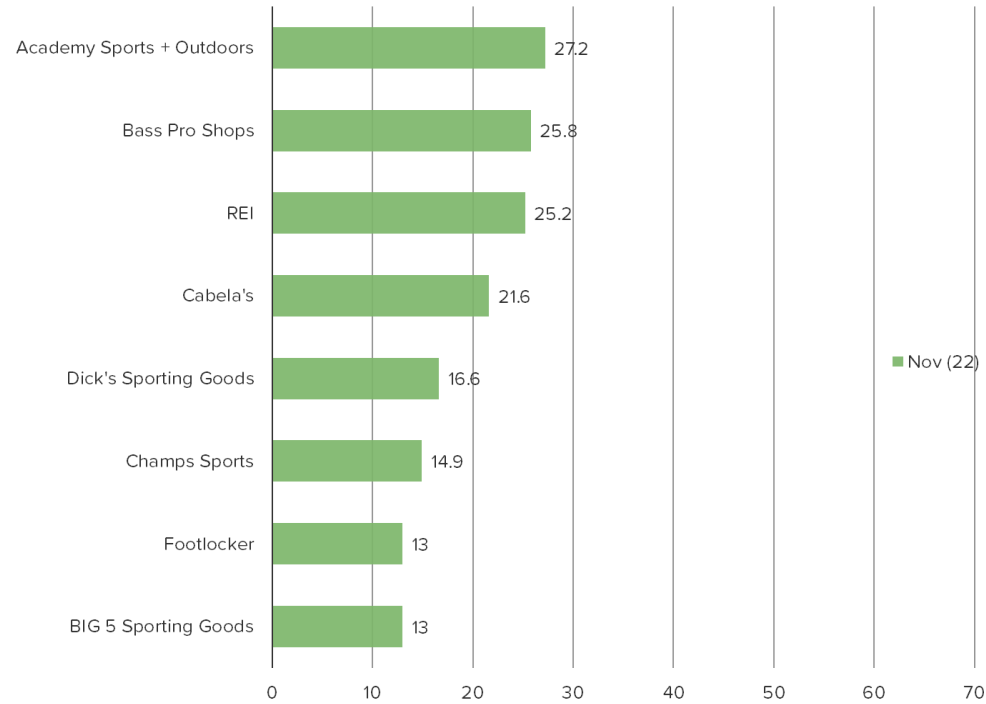
Competitive Dynamics

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	3301
Cabela's	1526
REI	860
Academy Sports + Outdoors	1395
Bass Pro Shops	1746
BIG 5 Sporting Goods	1081
Champs Sports	1175
Footlocker	2407

Combining results from all waves to achieve large N sizes.

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

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

Posed to all respondents.



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



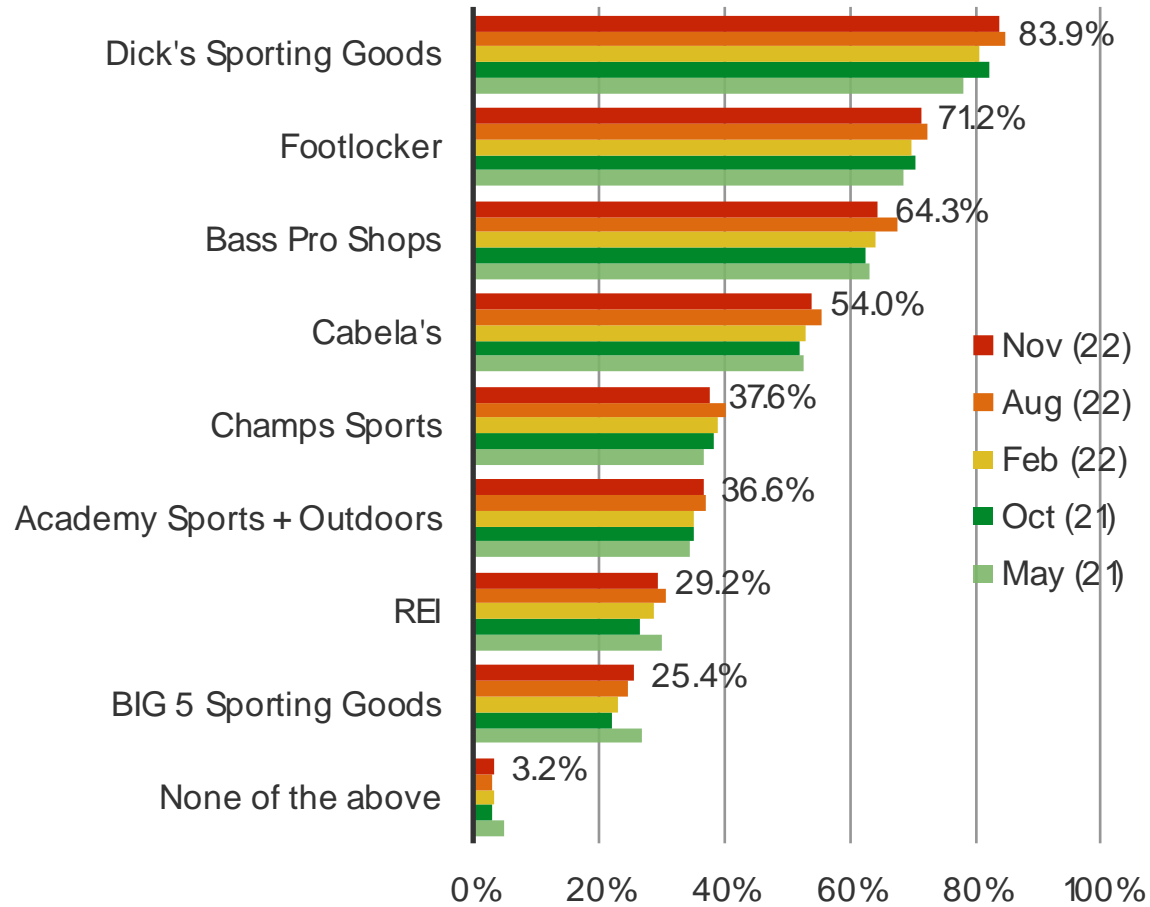
Outdoor and Rec Items



	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?

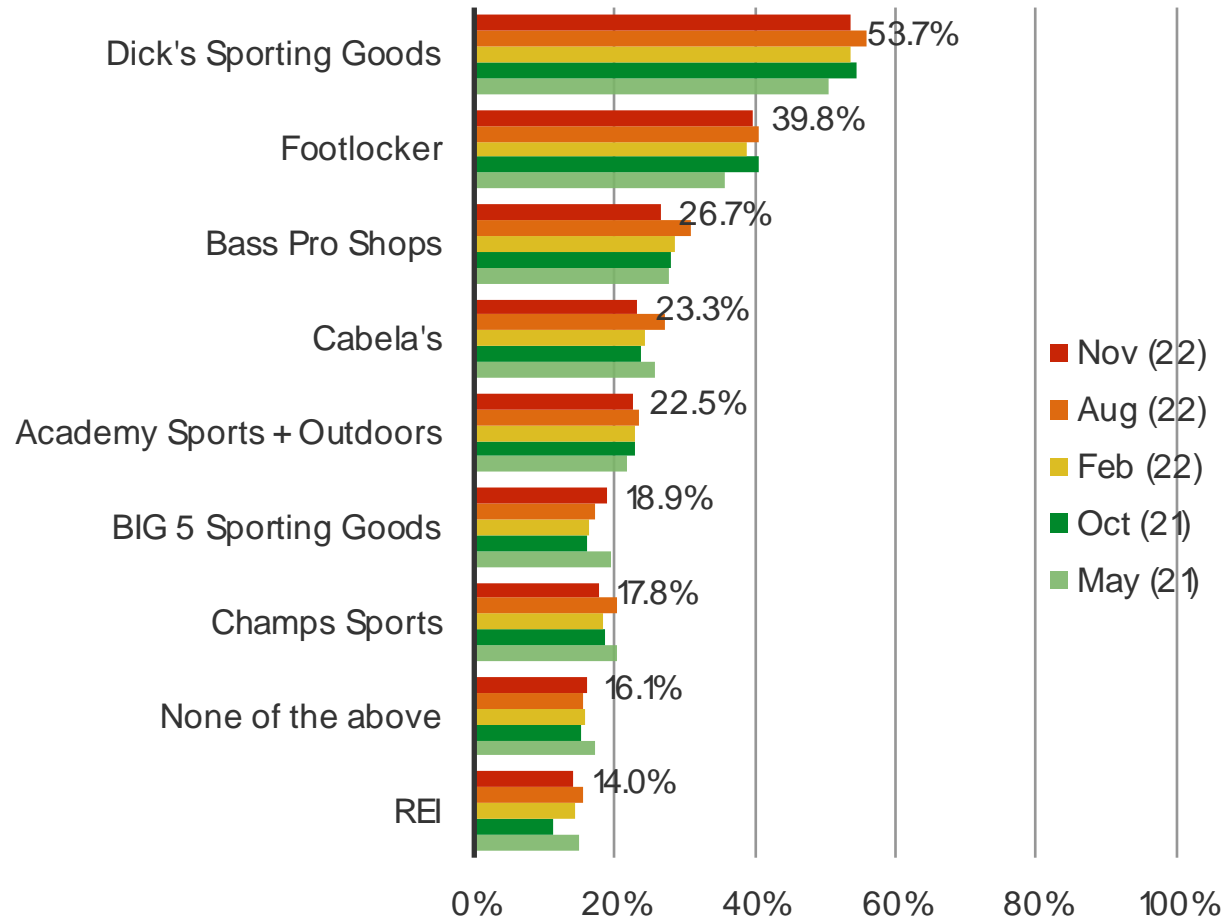
Posed to all respondents.



N=1247

Have you ever purchased anything form the following retailers?

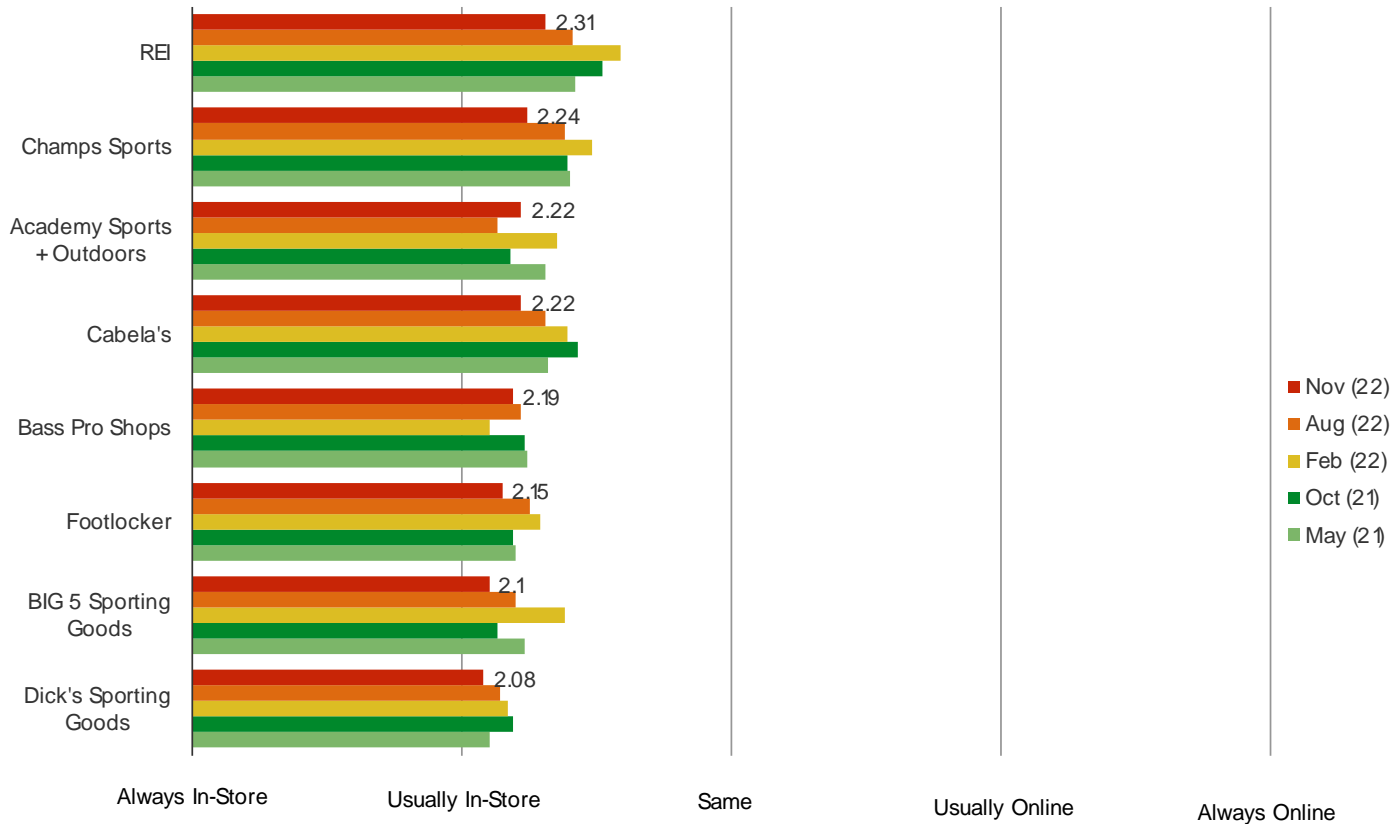
Posed to all respondents.



N=1247

How do you prefer to shop the following?

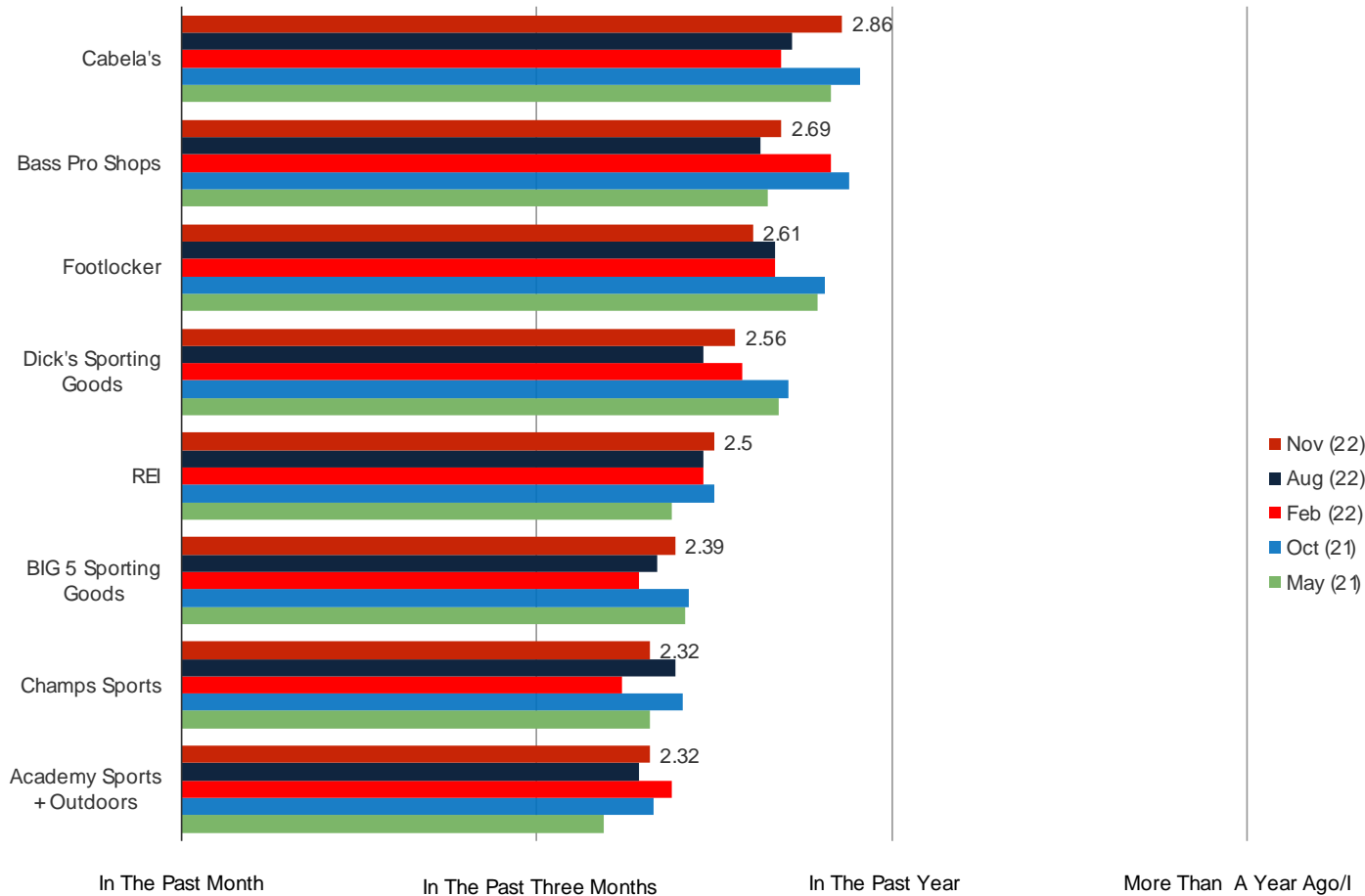
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

When did you most recently purchase something from the following?

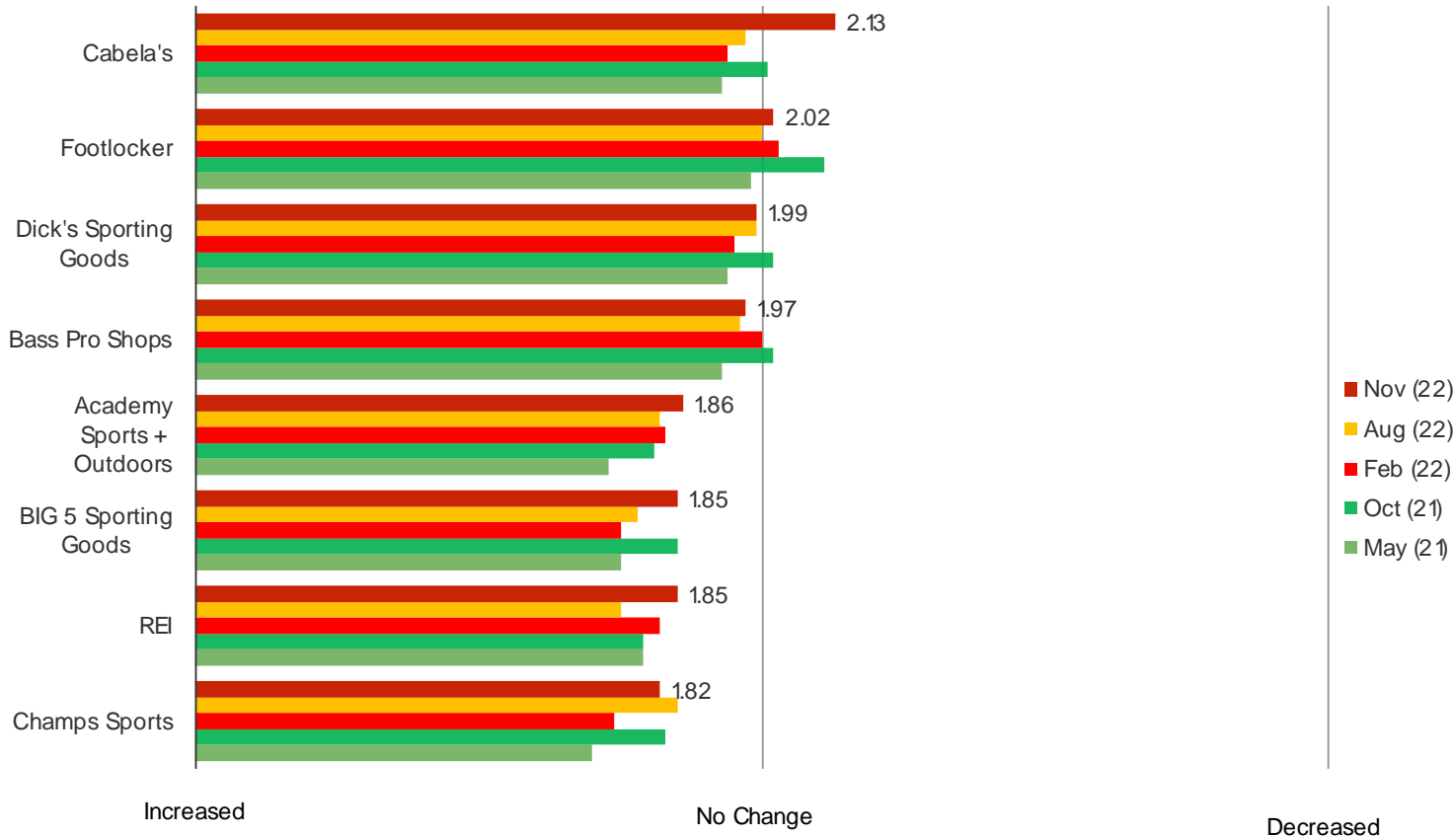
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

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

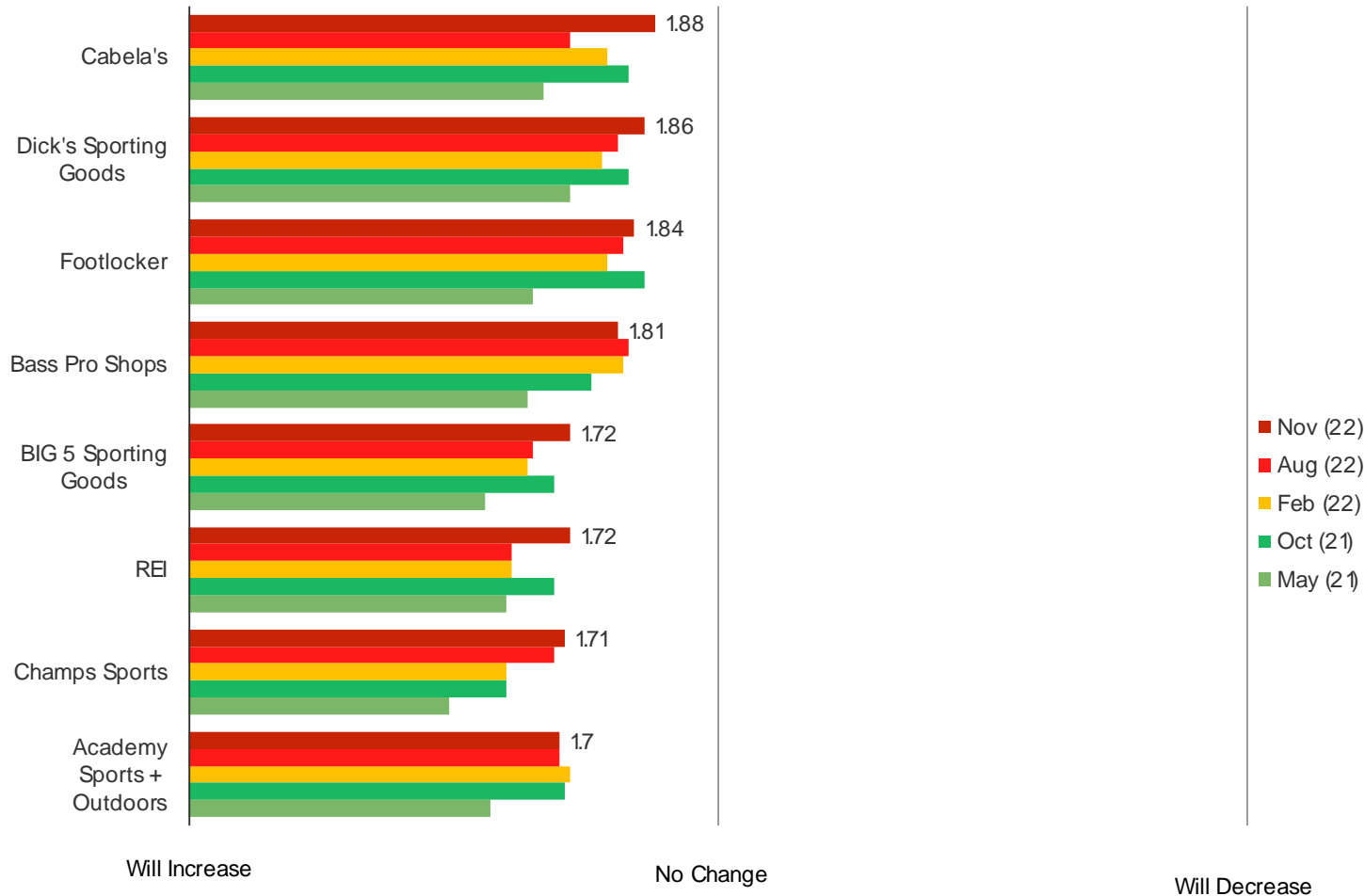
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

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

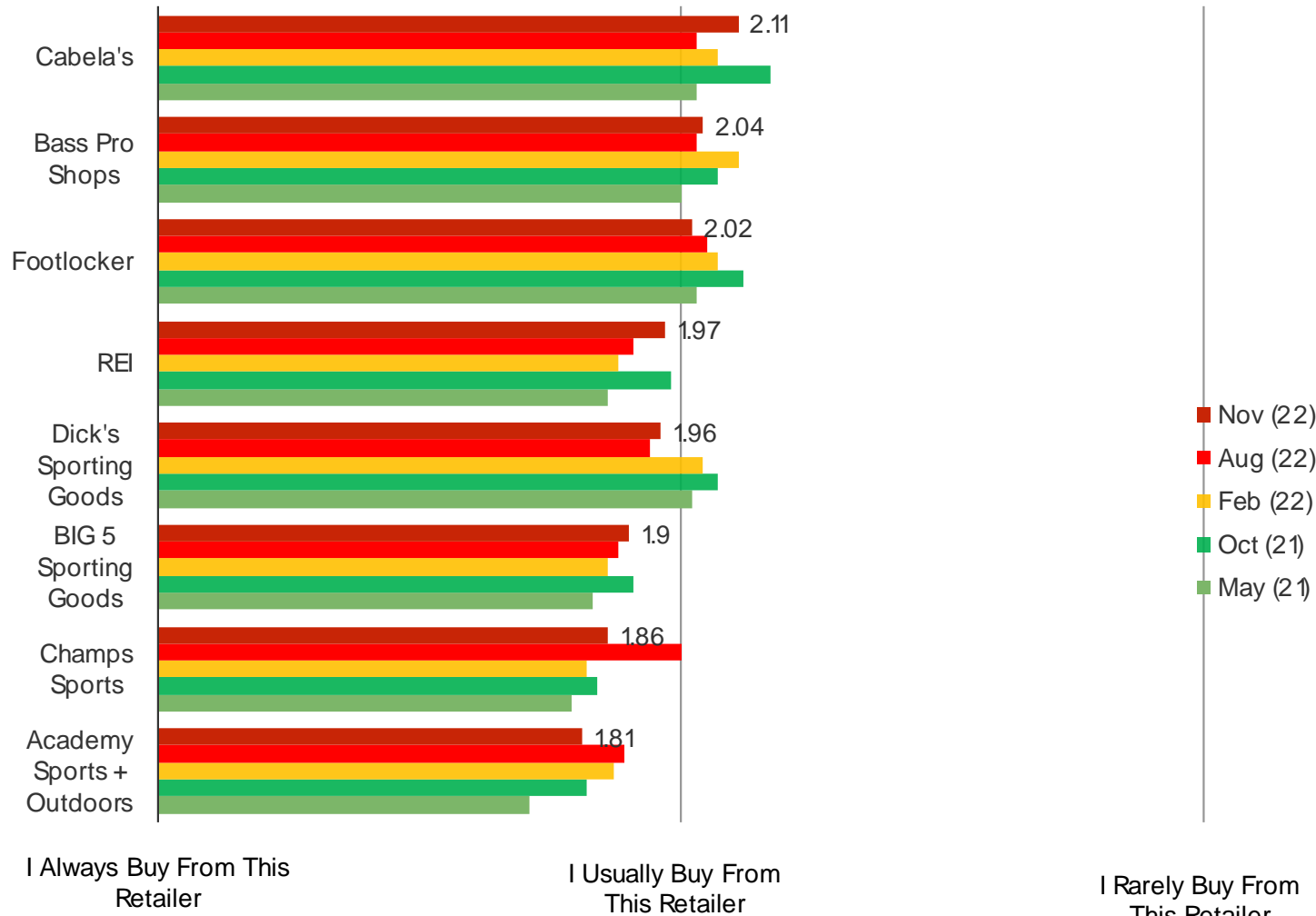
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

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

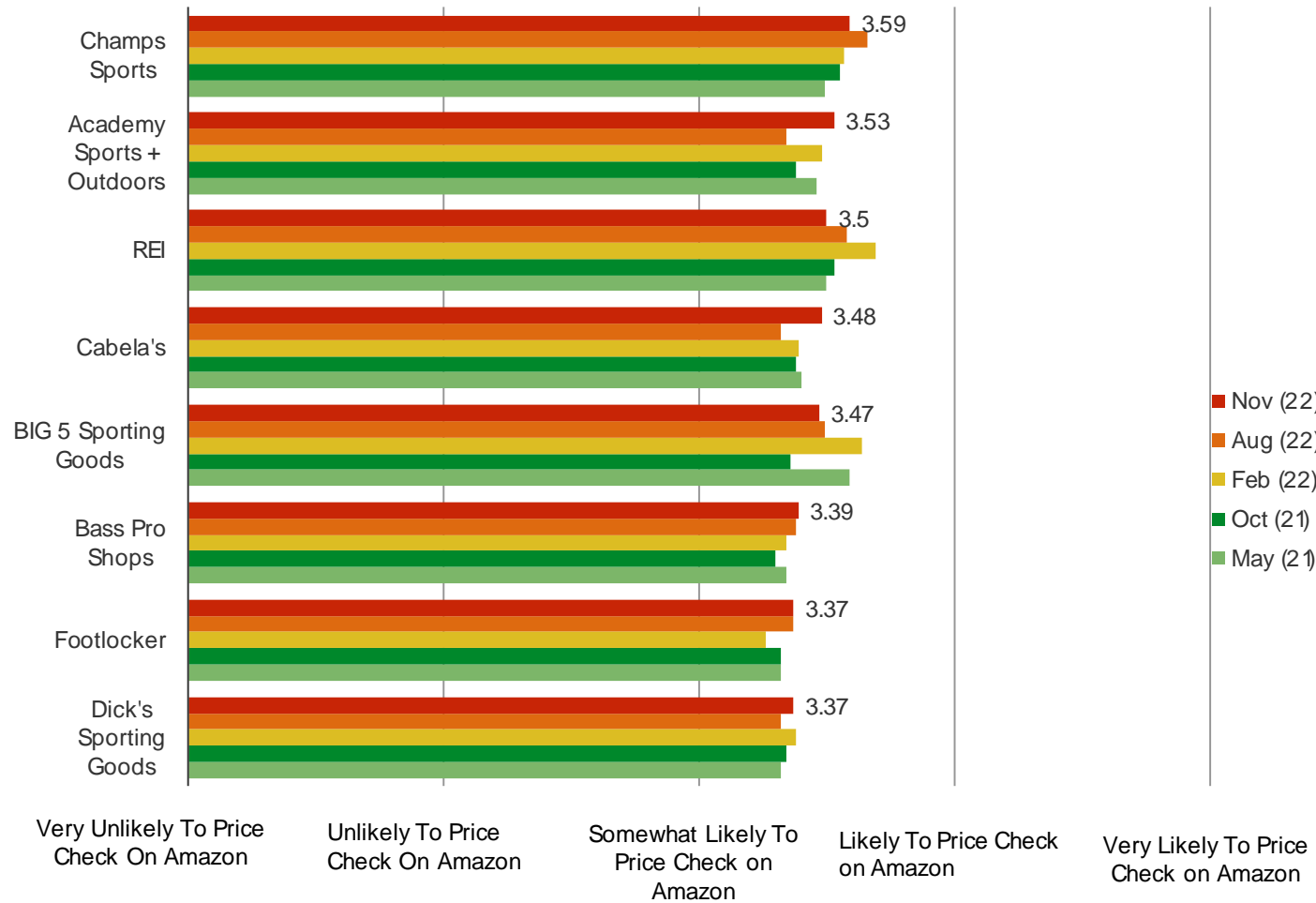
Posed to all respondents who shop the below retailers.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

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?

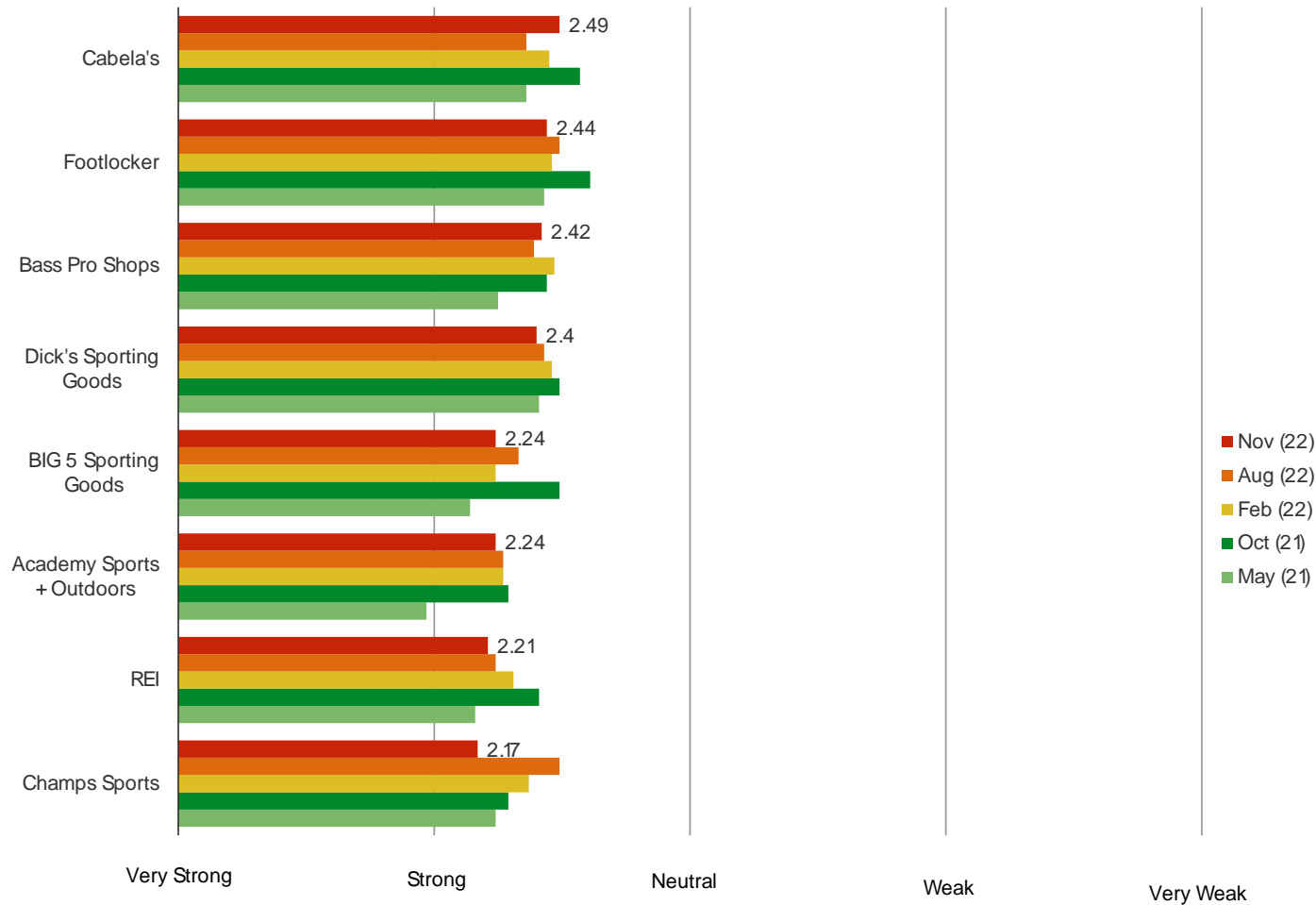
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
Champs Sports	222
Footlocker	496

Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	669
Cabela's	290
REI	175
Academy Sports + Outdoors	281
Bass Pro Shops	333
BIG 5 Sporting Goods	236
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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

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	35.3%	31.8%	35.4%	33.1%	35.6%	39.5%	34.4%	2138
Cabela's	4.3%	6.6%	7.0%	8.4%	7.8%	8.4%	9.5%	451
REI	3.5%	6.0%	4.5%	4.6%	4.2%	5.1%	2.7%	278
Academy Sports + Outdoor	11.5%	13.3%	14.1%	13.4%	11.9%	9.0%	7.9%	744
Bass Pro Shops	6.0%	7.2%	6.7%	7.1%	8.7%	8.5%	7.0%	450
BIG 5 Sporting Goods	5.5%	6.7%	6.2%	6.8%	3.7%	4.2%	8.7%	364
Champs Sports	5.8%	8.0%	6.9%	3.0%	2.1%	0.8%	0.0%	262
Footlocker	18.7%	11.4%	11.9%	10.1%	9.0%	5.6%	6.2%	660

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	28.4%	34.8%	38.5%	36.6%	41.6%	34.4%	30.4%	35.3%	31.8%	2138
Cabela's	6.3%	8.2%	7.3%	8.1%	5.5%	8.5%	5.6%	3.4%	9.5%	451
REI	3.2%	2.7%	3.8%	5.2%	8.2%	9.6%	8.7%	12.6%	8.8%	278
Academy Sports + Outdoor	9.0%	11.9%	12.1%	14.9%	15.2%	13.1%	14.3%	12.6%	12.2%	744
Bass Pro Shops	6.9%	8.2%	7.7%	6.9%	6.0%	4.6%	7.5%	8.4%	6.8%	450
BIG 5 Sporting Goods	5.4%	5.2%	6.0%	6.1%	6.8%	8.2%	8.7%	6.7%	7.4%	364
Champs Sports	4.0%	2.3%	2.8%	6.2%	6.8%	7.8%	10.6%	6.7%	8.1%	262
Footlocker	15.2%	12.4%	9.6%	7.0%	4.4%	7.8%	8.1%	10.1%	6.8%	660

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	35.0%	34.5%	2138
Cabela's	7.1%	7.5%	451
REI	4.1%	4.9%	278
Academy Sports + Outdoors	12.6%	11.6%	744
Bass Pro Shops	6.3%	8.3%	450
BIG 5 Sporting Goods	4.8%	7.0%	364
Champs Sports	2.7%	5.8%	262
Footlocker	11.4%	10.0%	660

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 describe below	N=
Dick's Sporting Goods	35.4%	30.5%	34.1%	18.5%	32.7%	24.5%	35.3%	35.9%	23.1%	2138
Cabela's	3.8%	3.0%	3.7%	7.4%	8.2%	9.4%	11.8%	8.6%	7.7%	451
REI	10.4%	2.4%	2.9%	0.0%	6.1%	0.0%	5.9%	4.7%	5.8%	278
Academy Sports + Outdoors	9.7%	11.3%	13.3%	11.1%	14.3%	17.0%	5.9%	12.3%	3.9%	744
Bass Pro Shops	3.5%	4.6%	4.5%	11.1%	0.0%	13.2%	17.7%	8.2%	7.7%	450
BIG 5 Sporting Goods	7.6%	4.9%	7.2%	3.7%	14.3%	7.6%	5.9%	5.8%	5.8%	364
Champs Sports	3.5%	6.5%	6.9%	11.1%	2.0%	5.7%	0.0%	3.6%	5.8%	262
Footlocker	11.5%	27.1%	18.7%	22.2%	8.2%	11.3%	17.7%	6.9%	11.5%	660

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	31.6%	40.1%	29.2%	2138
Cabela's	5.5%	7.2%	10.4%	451
REI	5.8%	4.2%	3.1%	278
Academy Sports + Outdoors	12.9%	11.1%	12.8%	744
Bass Pro Shops	6.1%	6.3%	11.1%	450
BIG 5 Sporting Goods	7.2%	5.1%	5.4%	364
Champs Sports	7.1%	3.4%	1.5%	262
Footlocker	14.4%	9.0%	8.5%	660

Do you rent or own your home?

Retailer They'd Choose	Rent your home	Own your home	N=
Dick's Sporting Goods	34.3%	37.7%	1733
Cabela's	6.4%	7.9%	346
REI	3.7%	4.8%	207
Academy Sports + Outdoors	10.6%	13.1%	574
Bass Pro Shops	6.9%	7.4%	343
BIG 5 Sporting Goods	6.1%	5.5%	273
Champs Sports	4.1%	4.3%	202
Footlocker	15.0%	7.5%	502