

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 8**

August 2023

BACKGROUND

- ❑ Survey of 1,532 US Consumers, balanced to census demographically.

FINDINGS:

1. Consumers are primarily drawn to Dick's by the variety of products they sell, and they've increasingly flagged convenience as a reason why they choose to shop at Dick's (price is the second most important factor, but the share who selected price has declined in 2023).
2. Nike remains the top brand that drives people to shop at Dick's. Shoppers also are likely to say sneakers/shoes drive them into the store.
3. Compared to Dick's, a higher share of Academy shoppers say price is what compels them to choose Academy. Similar to Dick's, Nike is the top brand motivating shoppers to engage with the store.
4. Dick's remains very dominant when it comes to unaided awareness. Simply put, it is the first sporting goods retailer that comes to mind for consumers, and it leads in this regard by a large margin.
5. Dick's customers are the most likely of all the sporting goods retailers to prefer shopping it in-stores. The sentiment that they prefer shopping it in-stores has grown over time.
6. Self-reported recent shopping and expected shopping across sporting goods retailers in our survey are net positive and generally unchanged q/q.



Why Do Customers Choose Dick's and Academy?

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

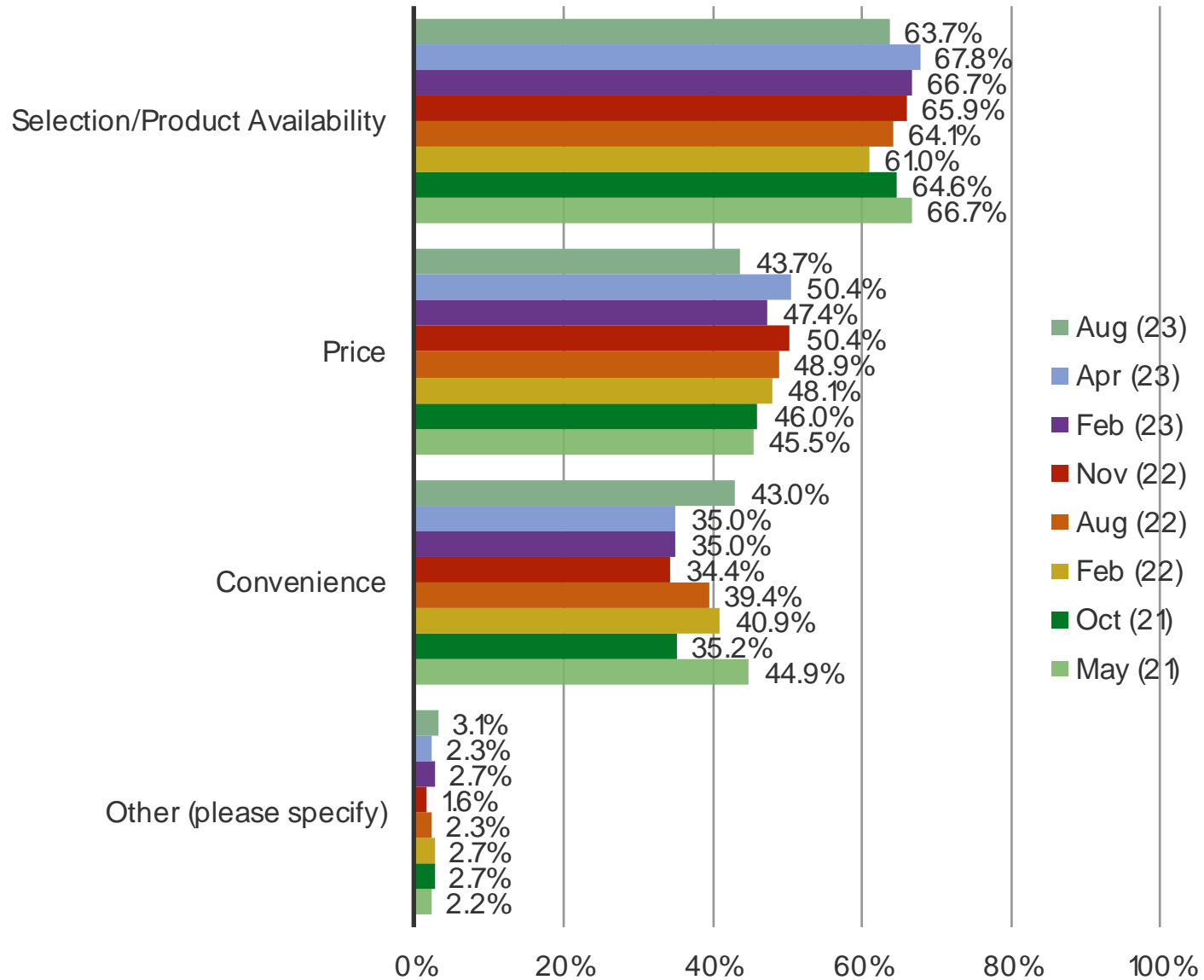
NPS

Competitive Dynamics

Sporting Goods Retail Trends

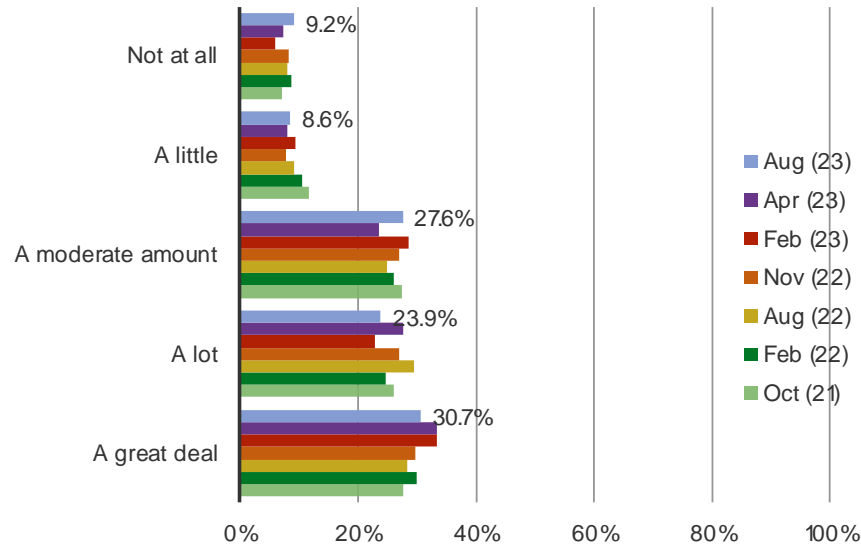
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

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.

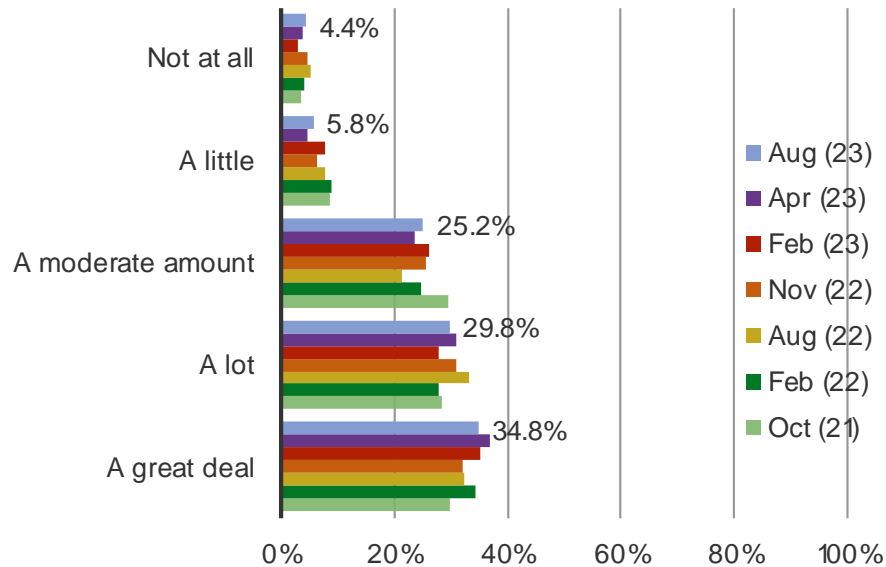


Fill-in: Which brands are important?



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.

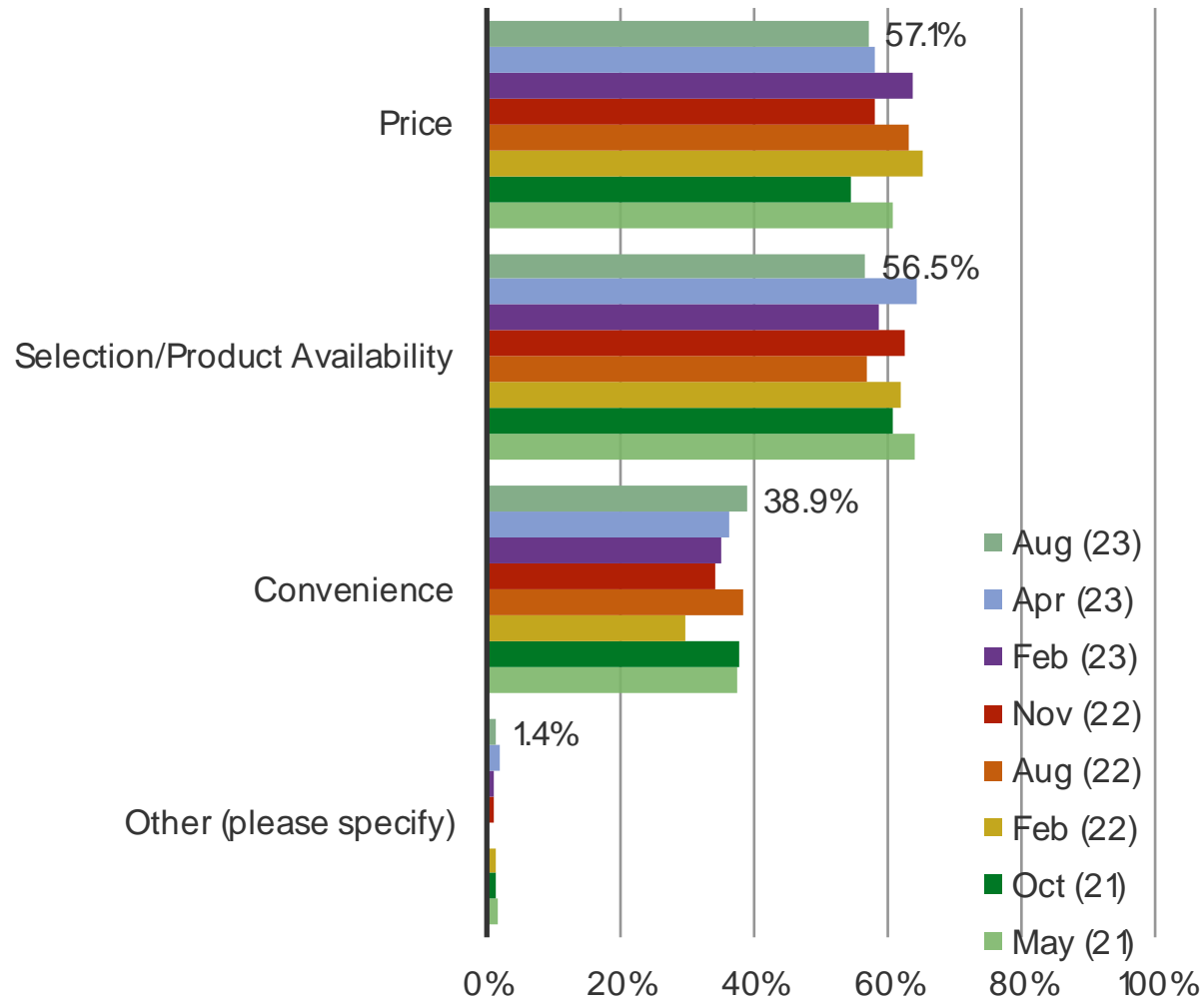


Fill-in: Which products are important?



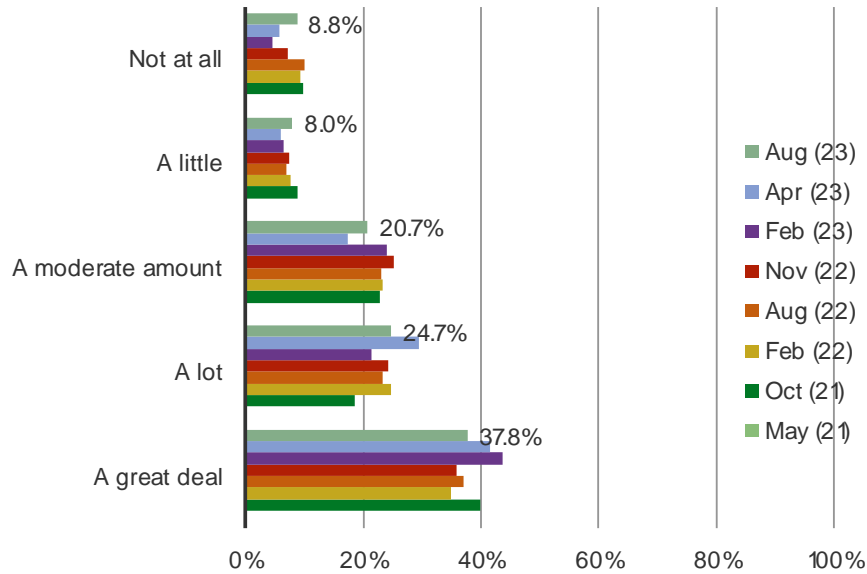
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.

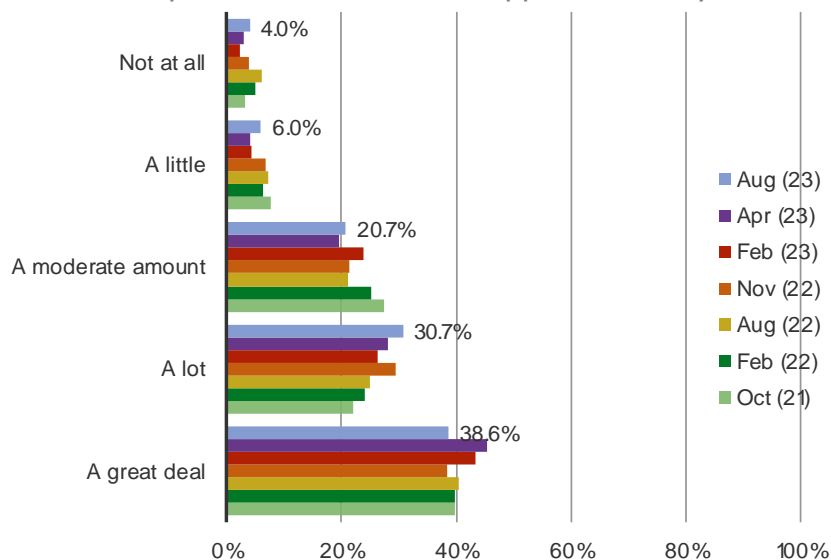


Fill-in: Which brands are important?



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?



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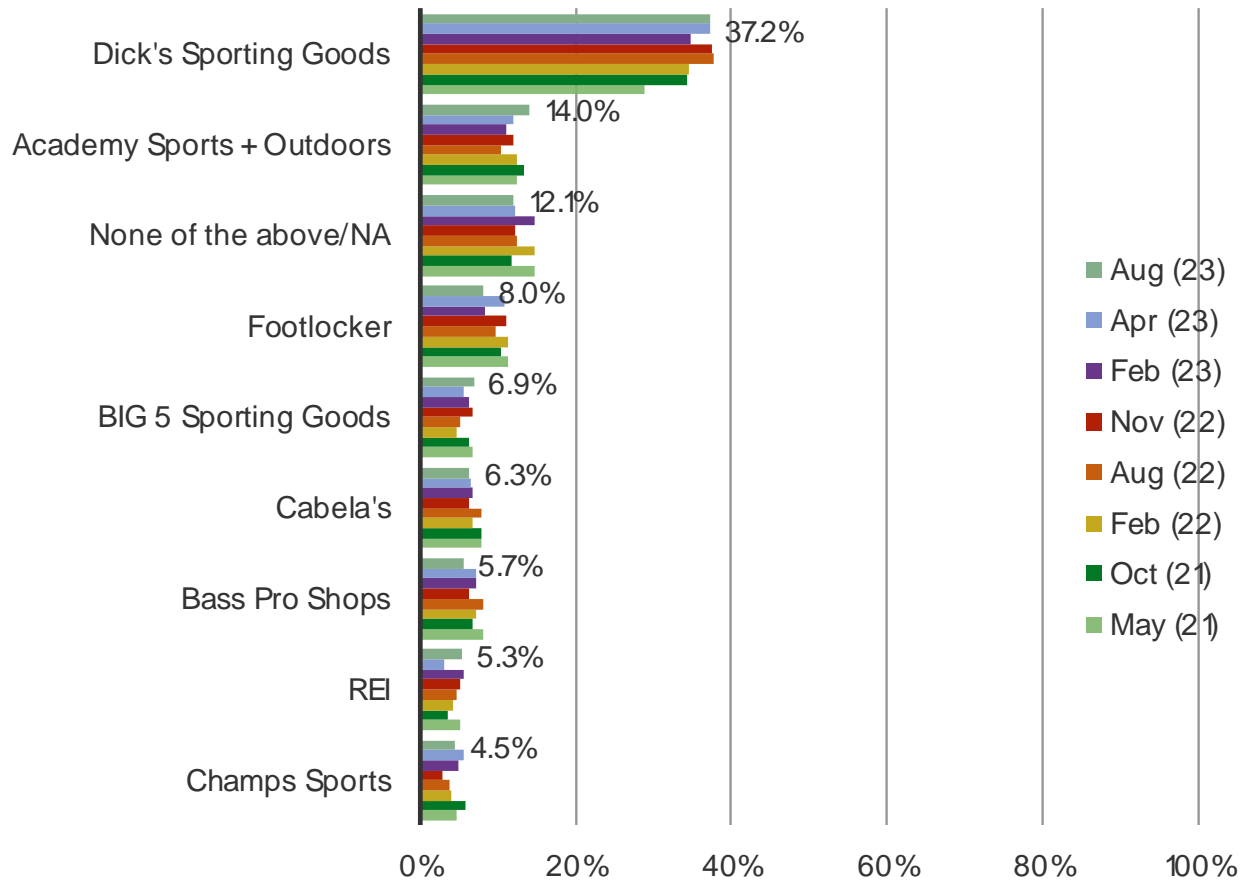
NPS

Competitive Dynamics

Sporting Goods Retail Trends

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?

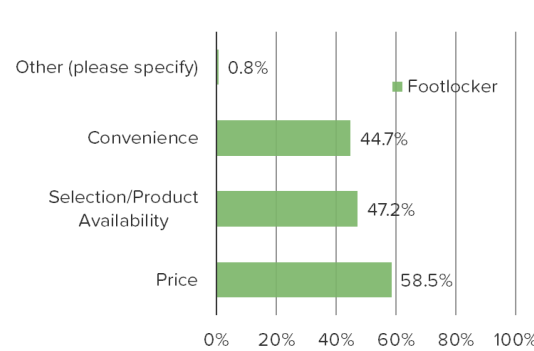
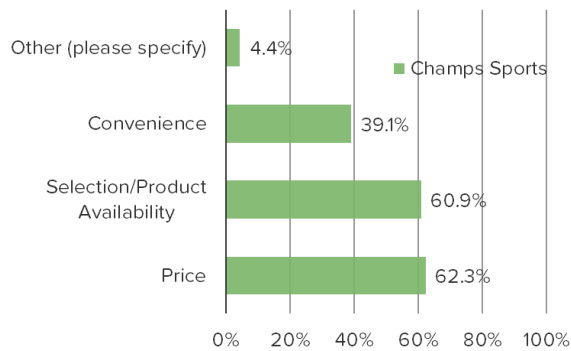
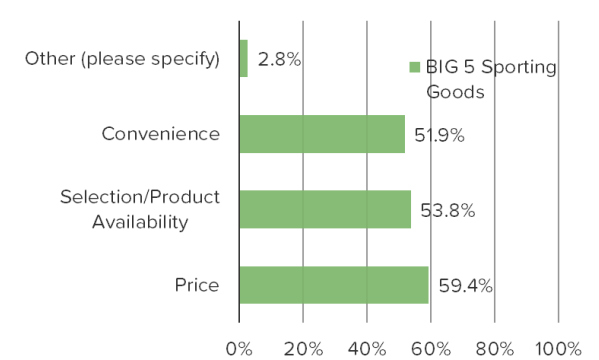
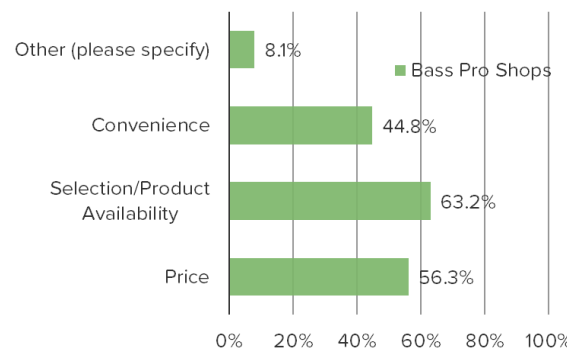
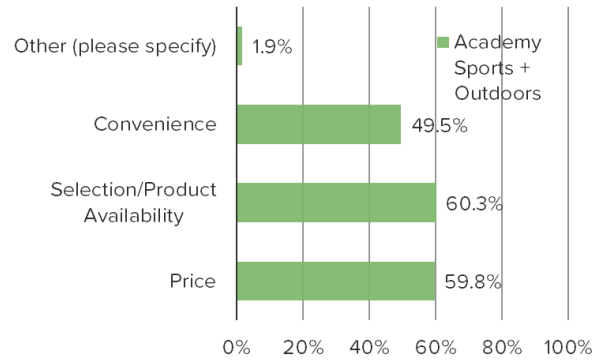
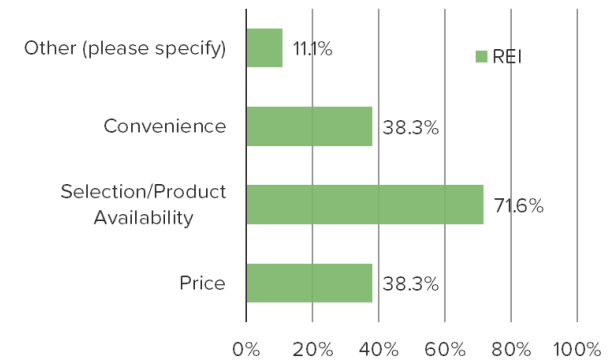
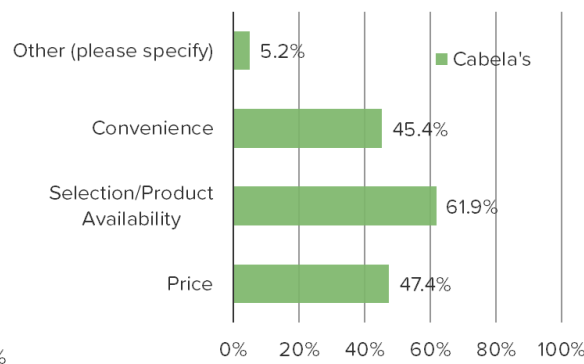
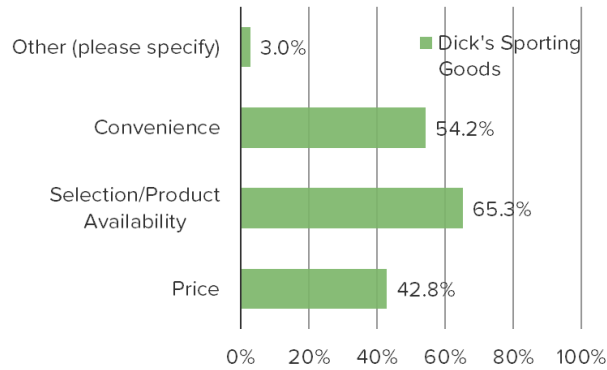
Posed to all respondents.



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

AUG 23 Data, for comparison | Why would you be most likely to choose _____ over other shown on the prior page? (Select ALL that apply)

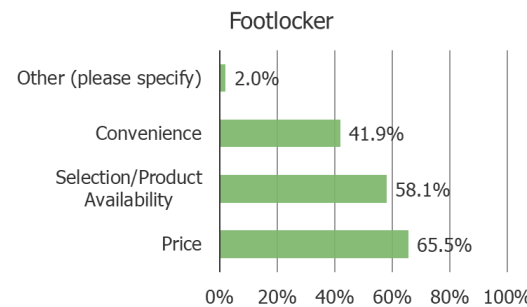
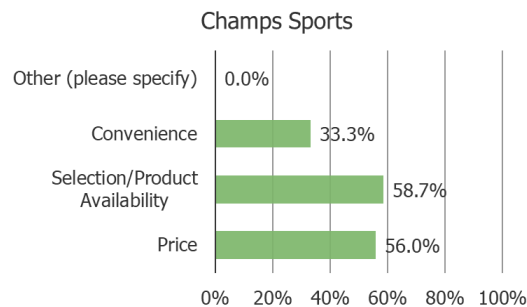
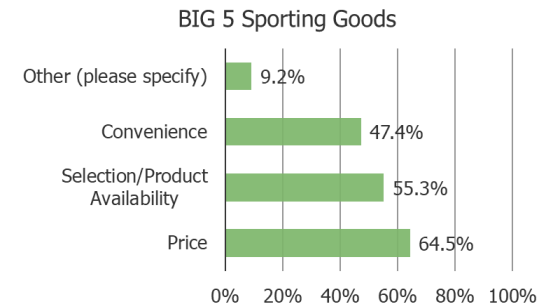
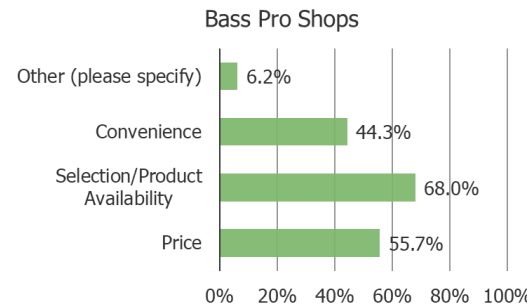
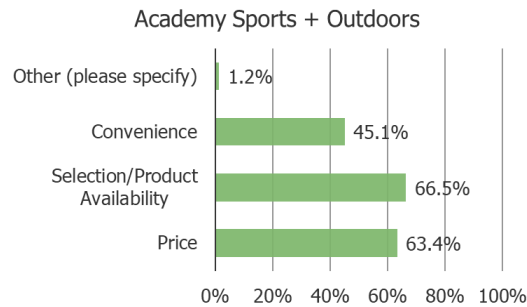
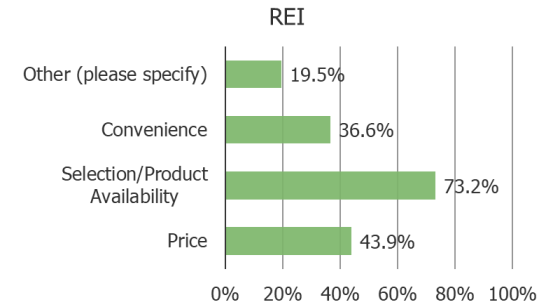
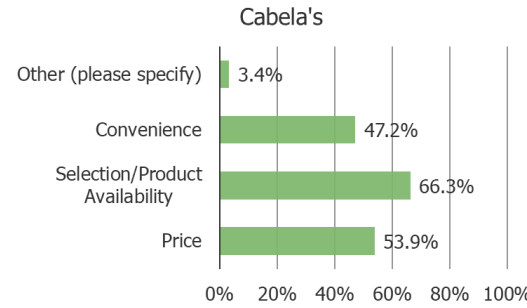
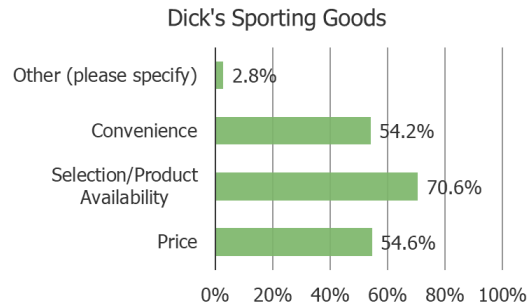
Posed to all respondents, piping in the answer choice they selected they would pick if shopping for sporting goods today.



	N=
Dick's Sporting Goods	570
Cabela's	97
REI	81
Academy Sports + Outdoors	214
Bass Pro Shops	87
BIG 5 Sporting Goods	106
Champs Sports	69
Footlocker	123

APR 23 Data, for comparison | Why would you be most likely to choose _____ over other shown on the prior page? (Select ALL that apply)

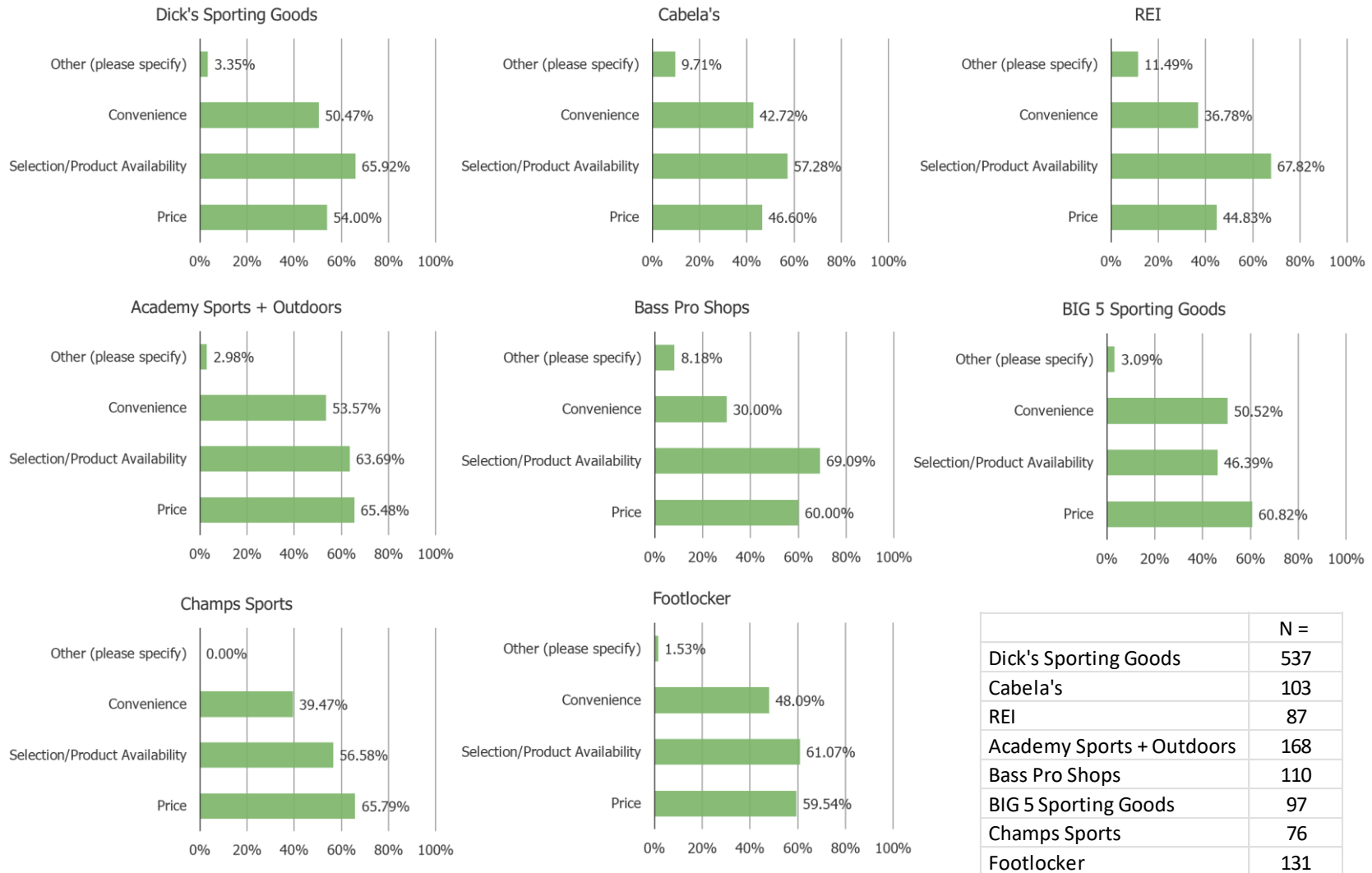
Posed to all respondents, piping in the answer choice they selected they would pick if shopping for sporting goods today.



	N =
Dick's Sporting Goods	507
Cabela's	89
REI	41
Academy Sports + Outdoors	164
Bass Pro Shops	97
BIG 5 Sporting Goods	76
Champs Sports	75
Footlocker	148

FEB 23 Data, for comparison | 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.



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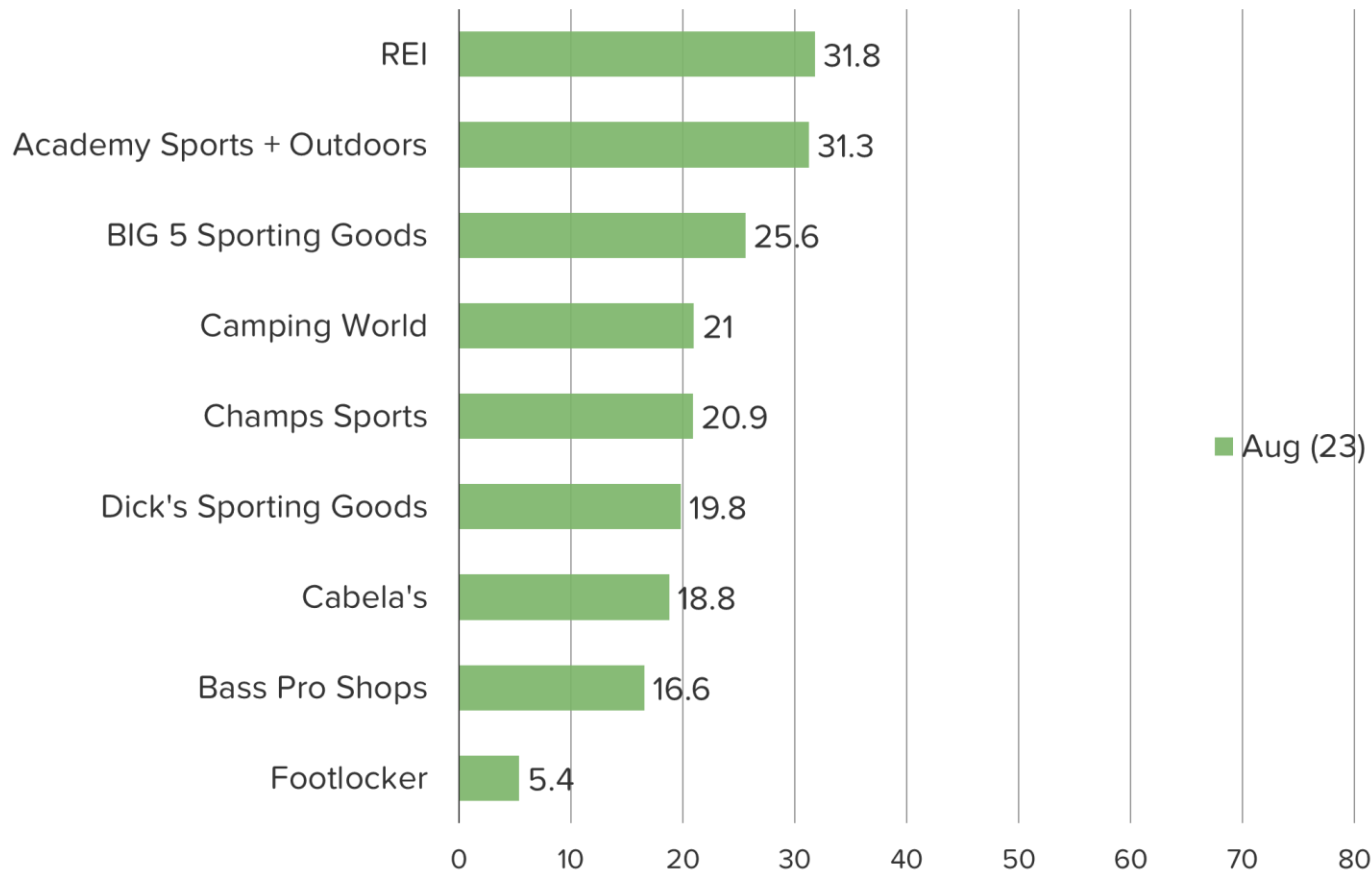
NPS

Competitive Dynamics

Sporting Goods Retail Trends

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

Posed to all respondents who have shopped the below ever.



	N=
Dick's Sporting Goods	862
Cabela's	382
REI	236
Academy Sports + Outdoors	352
Bass Pro Shops	441
BIG 5 Sporting Goods	219
Champs Sports	253
Footlocker	594
Camping World	119

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

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

August 2023

DICKSPORTINGGOODS
WALMART NIKE ACADEMY AMAZON ADIDAS

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

Posed to all respondents.

February
2023

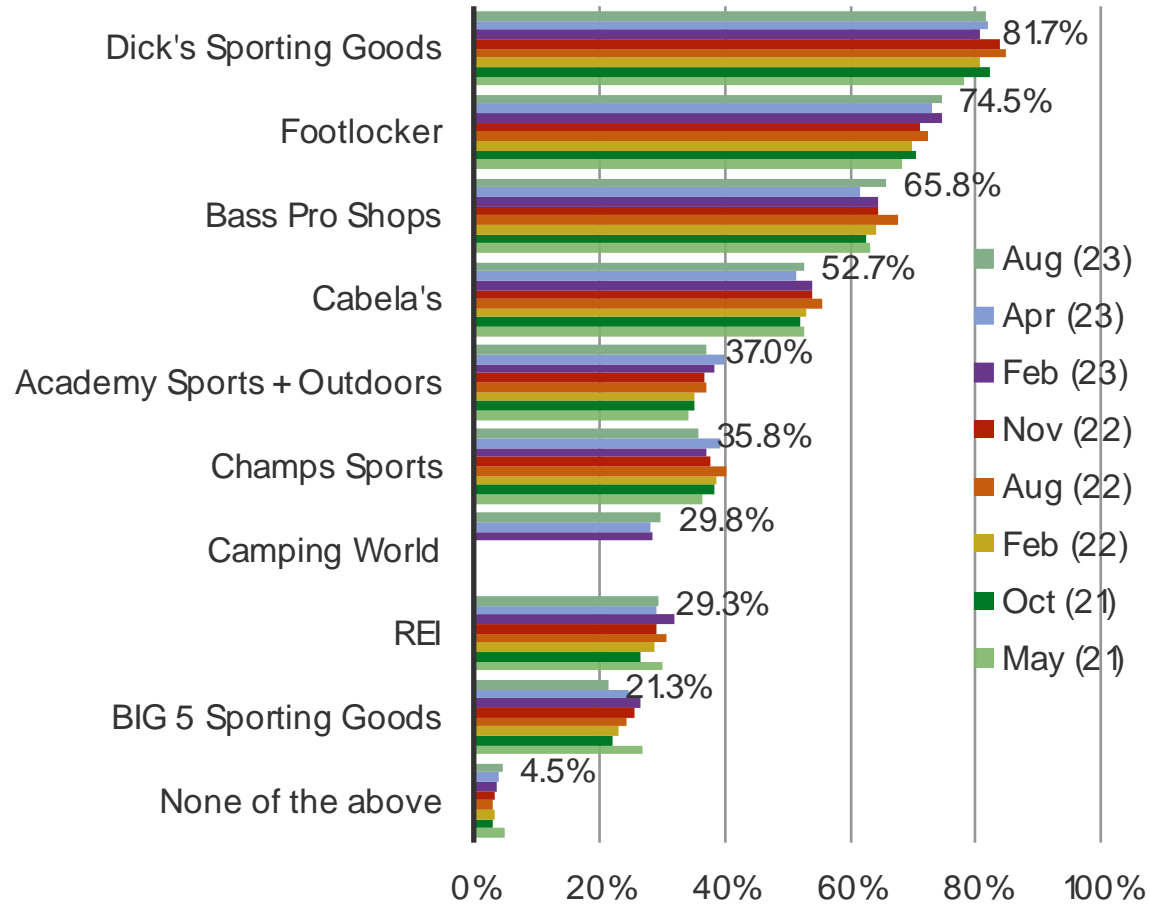
DICKSPORTINGGOODS ^{ACADEMY} NIKE

April 2023

^{AMAZON} DICKSPORTINGGOODS ^{NIKE ACADEMY}

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

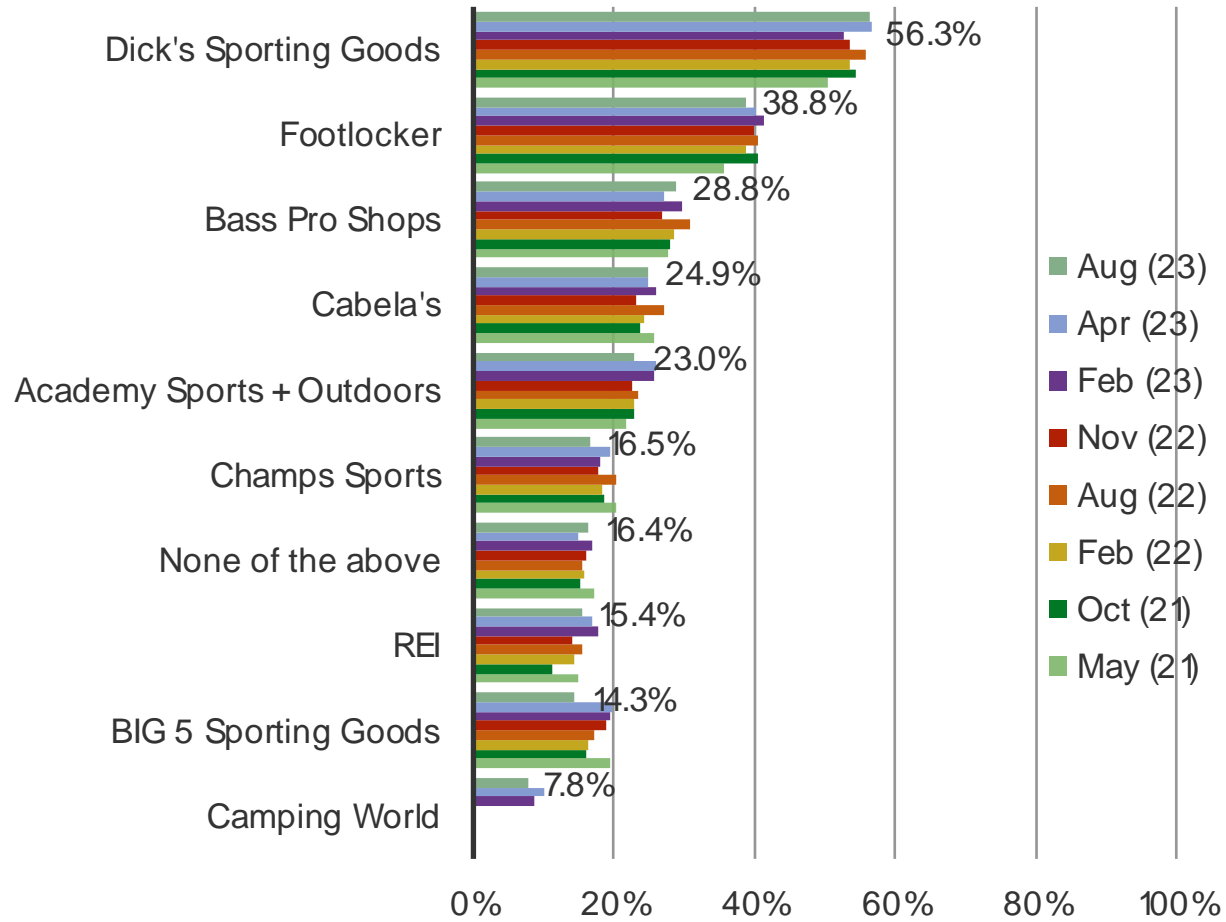
Posed to all respondents.



N=1532

Have you ever purchased anything form the following retailers?

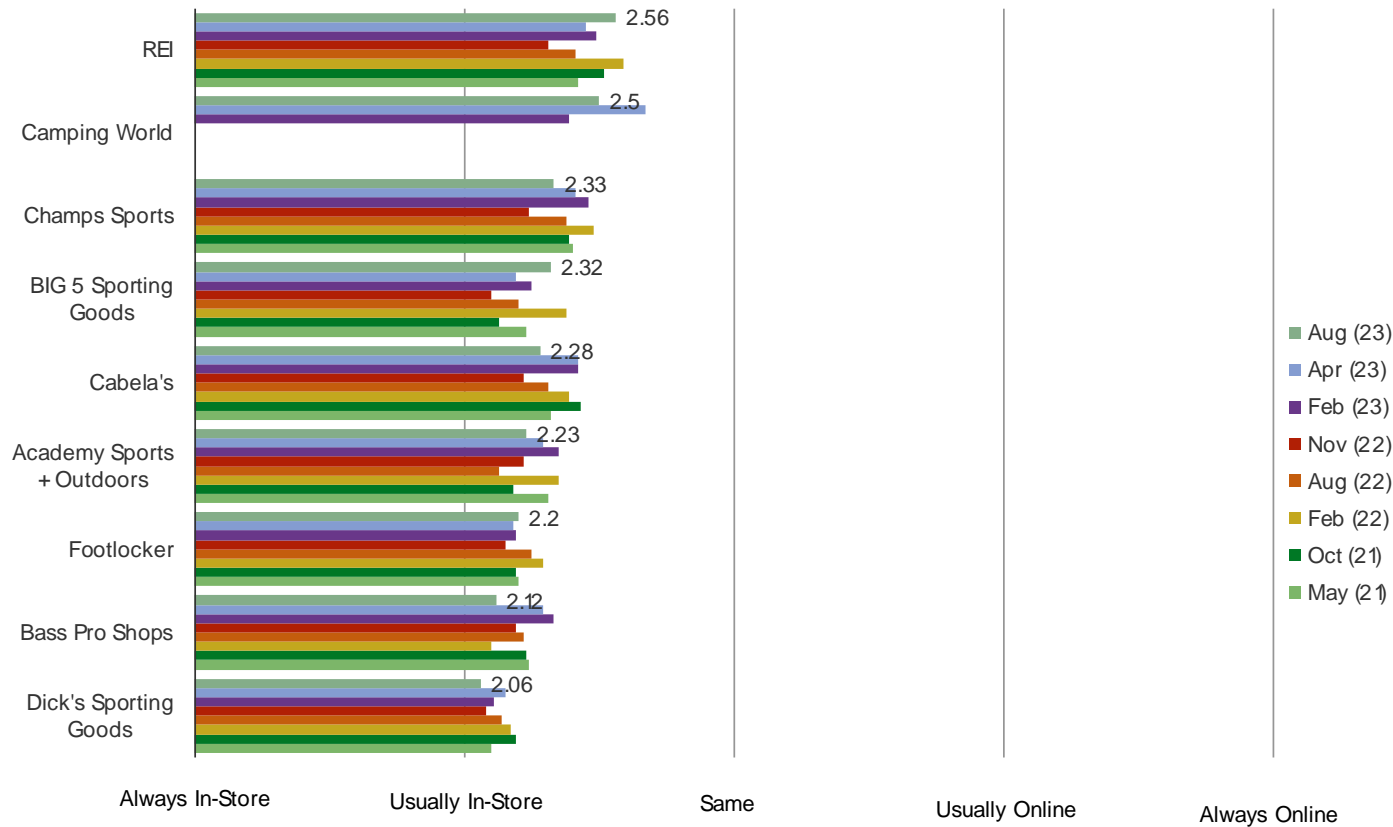
Posed to all respondents.



N=1532

How do you prefer to shop the following?

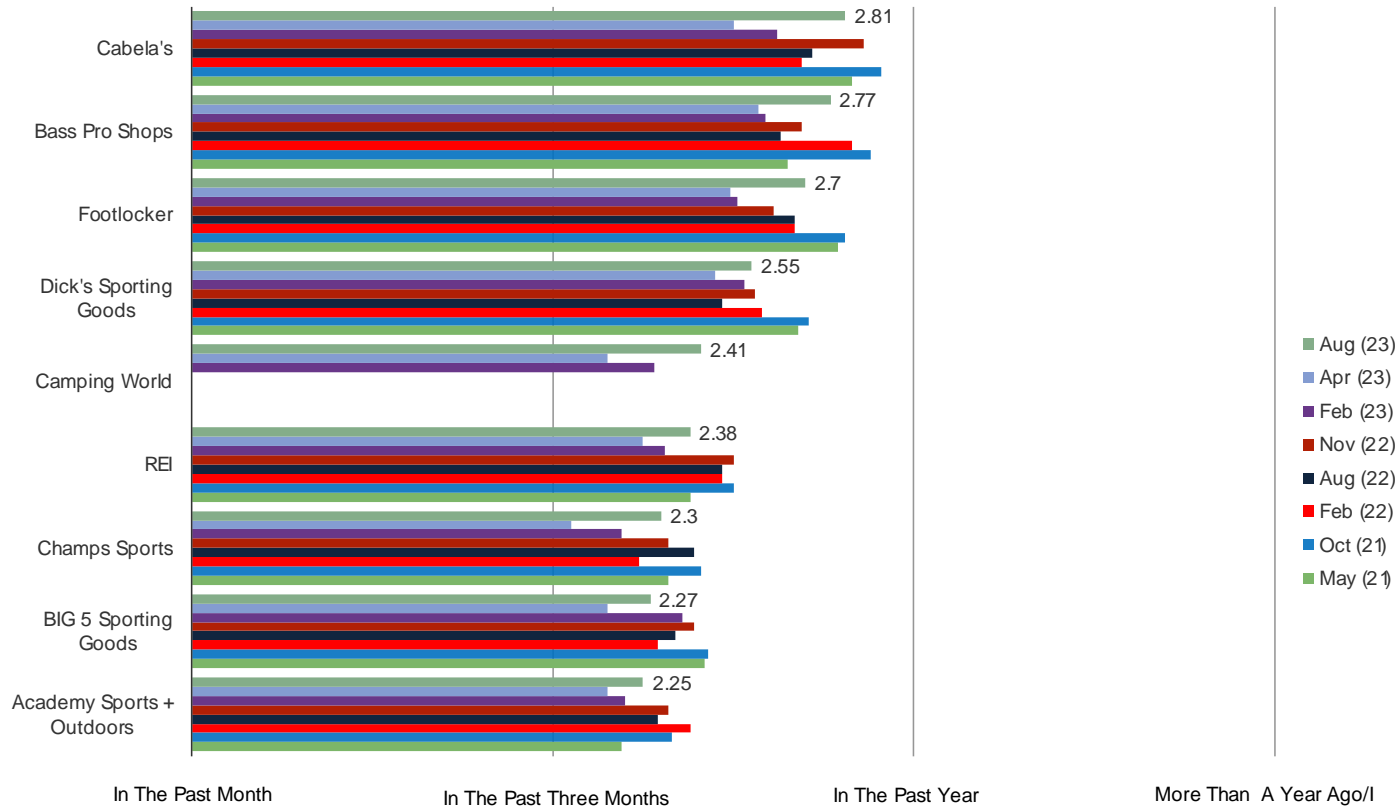
Posed to all respondents who have shopped the below.



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Dick's Sporting Goods	862
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When did you most recently purchase something from the following?

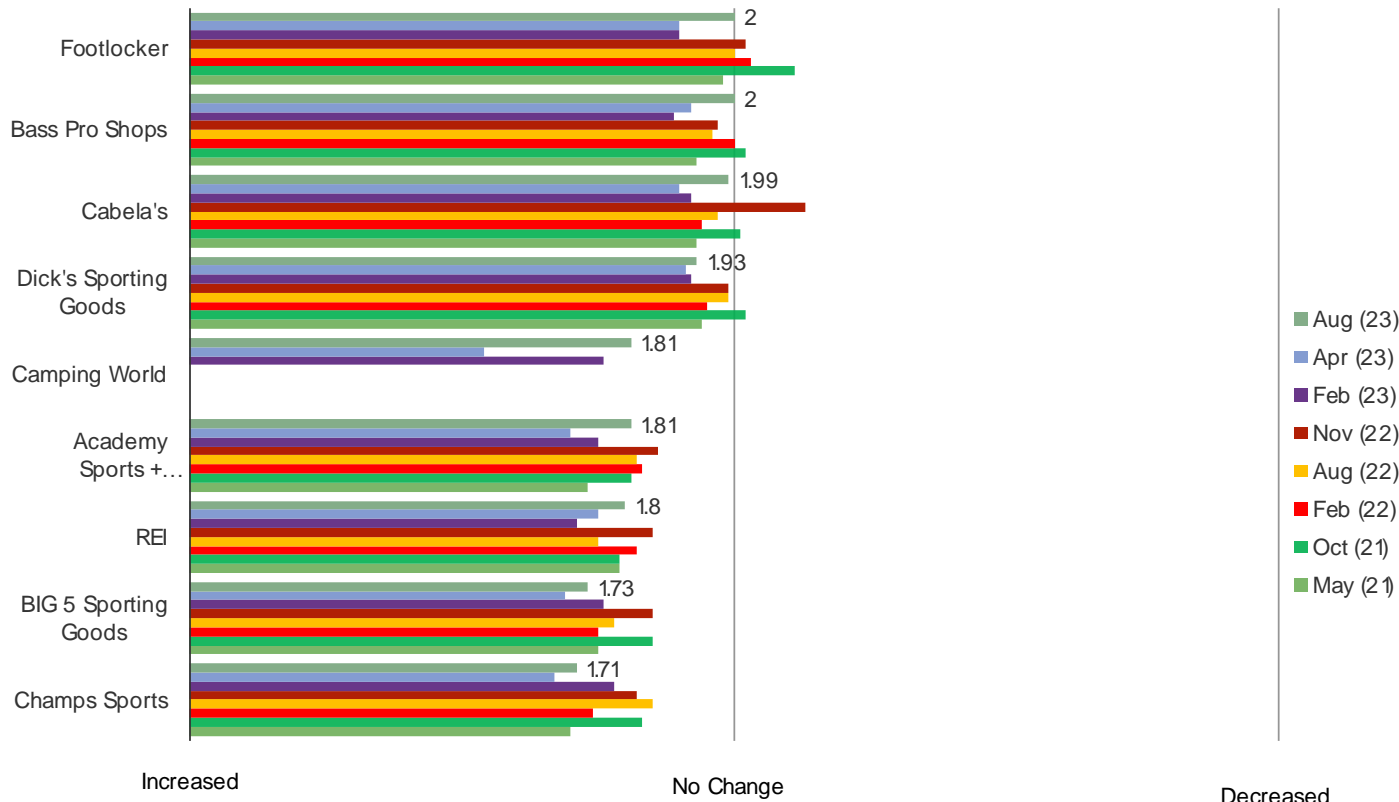
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	862
Cabela's	382
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Have you recently increased or decreased your shopping of the following?

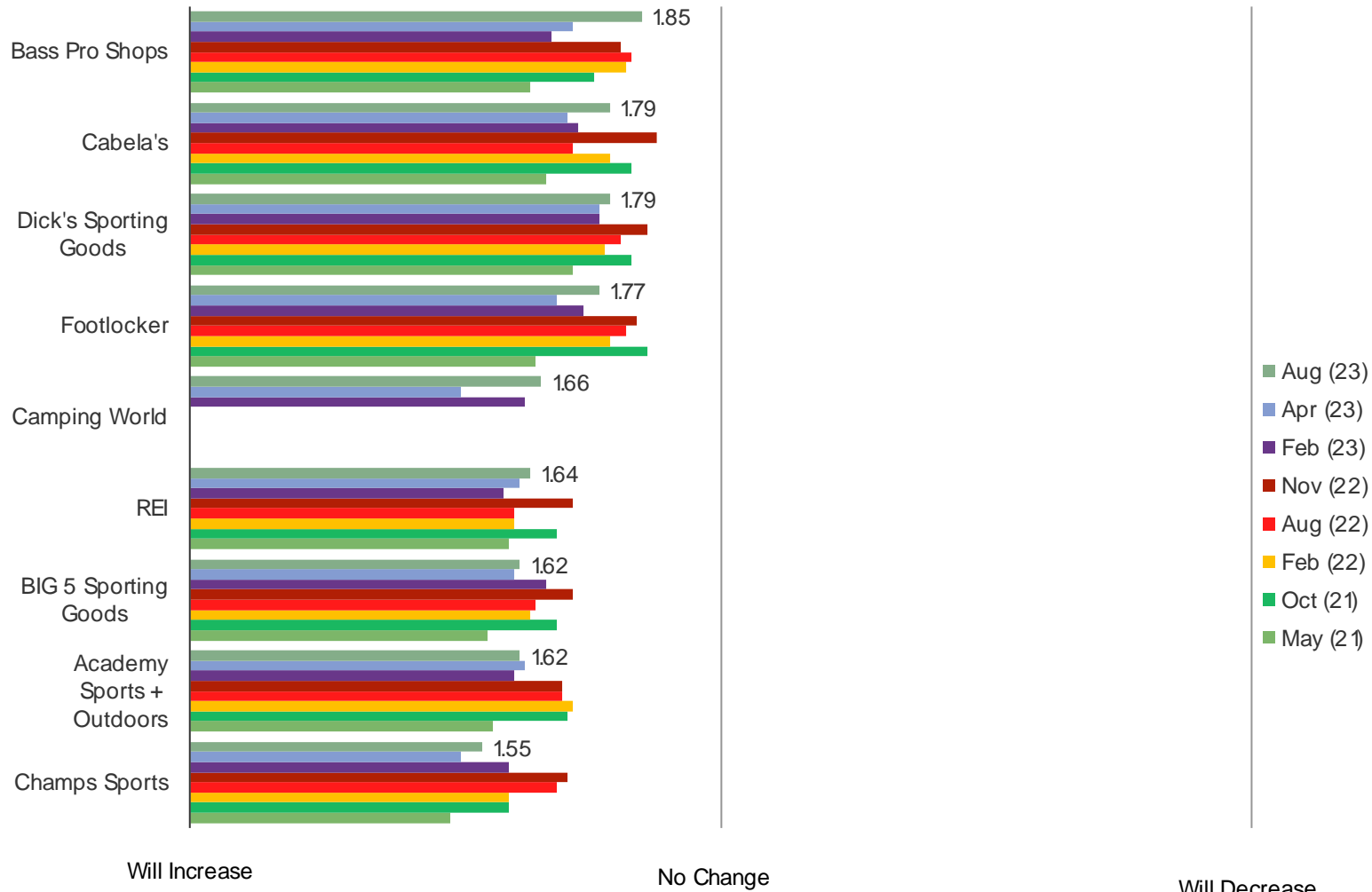
Posed to all respondents who have purchased from the below.



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

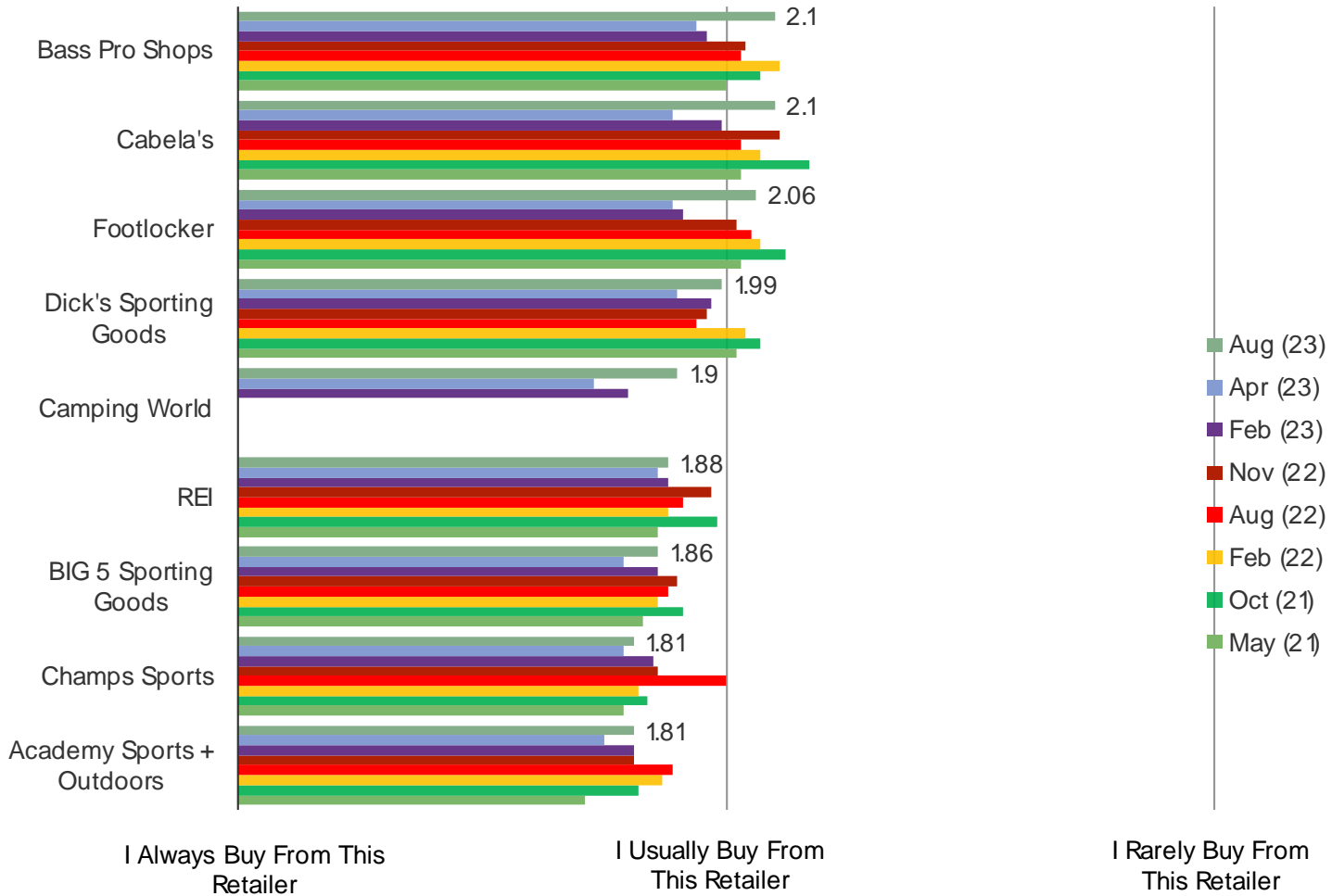
Posed to all respondents who have purchased from the below.



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

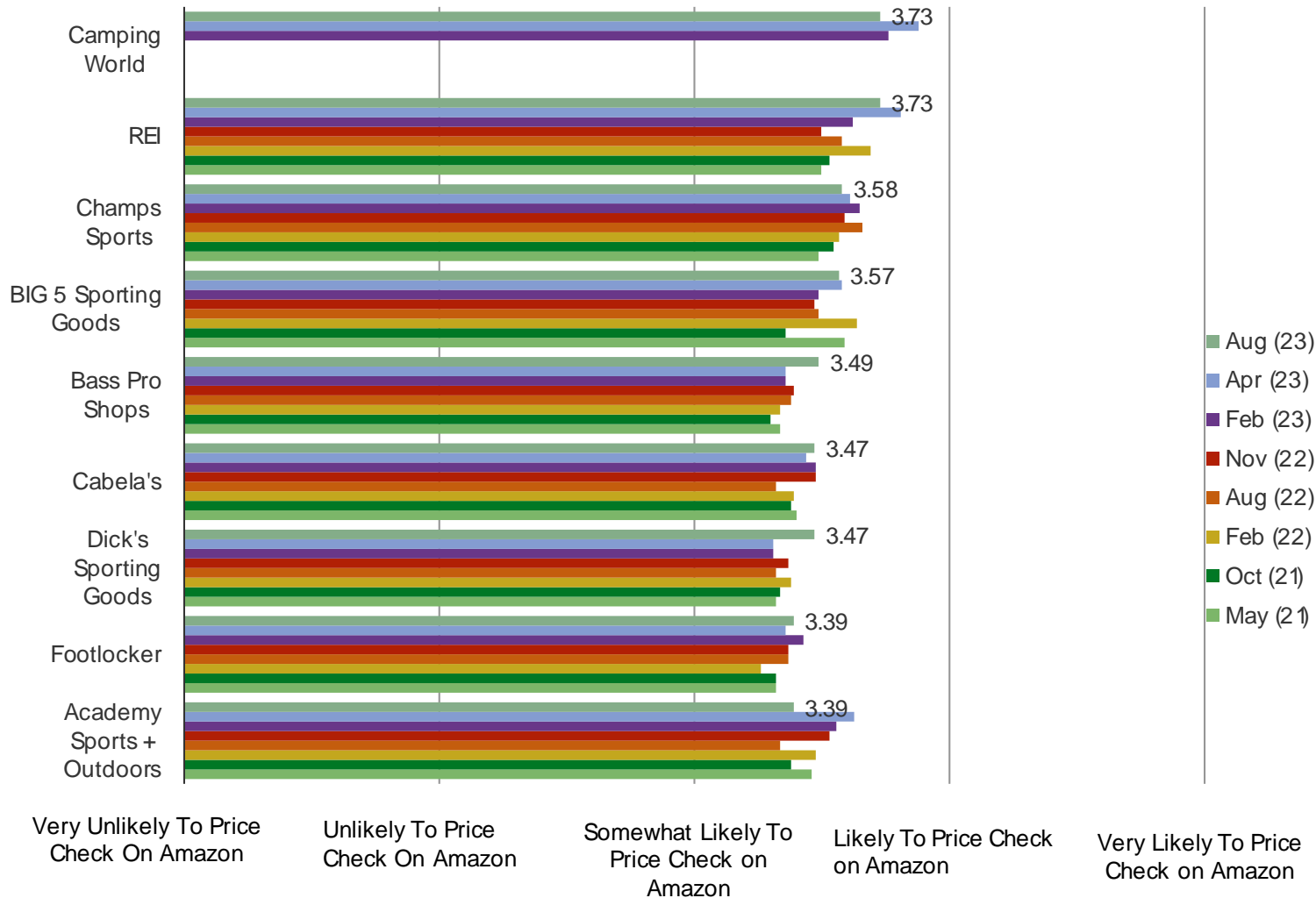
Posed to all respondents who shop the below retailers.



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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?

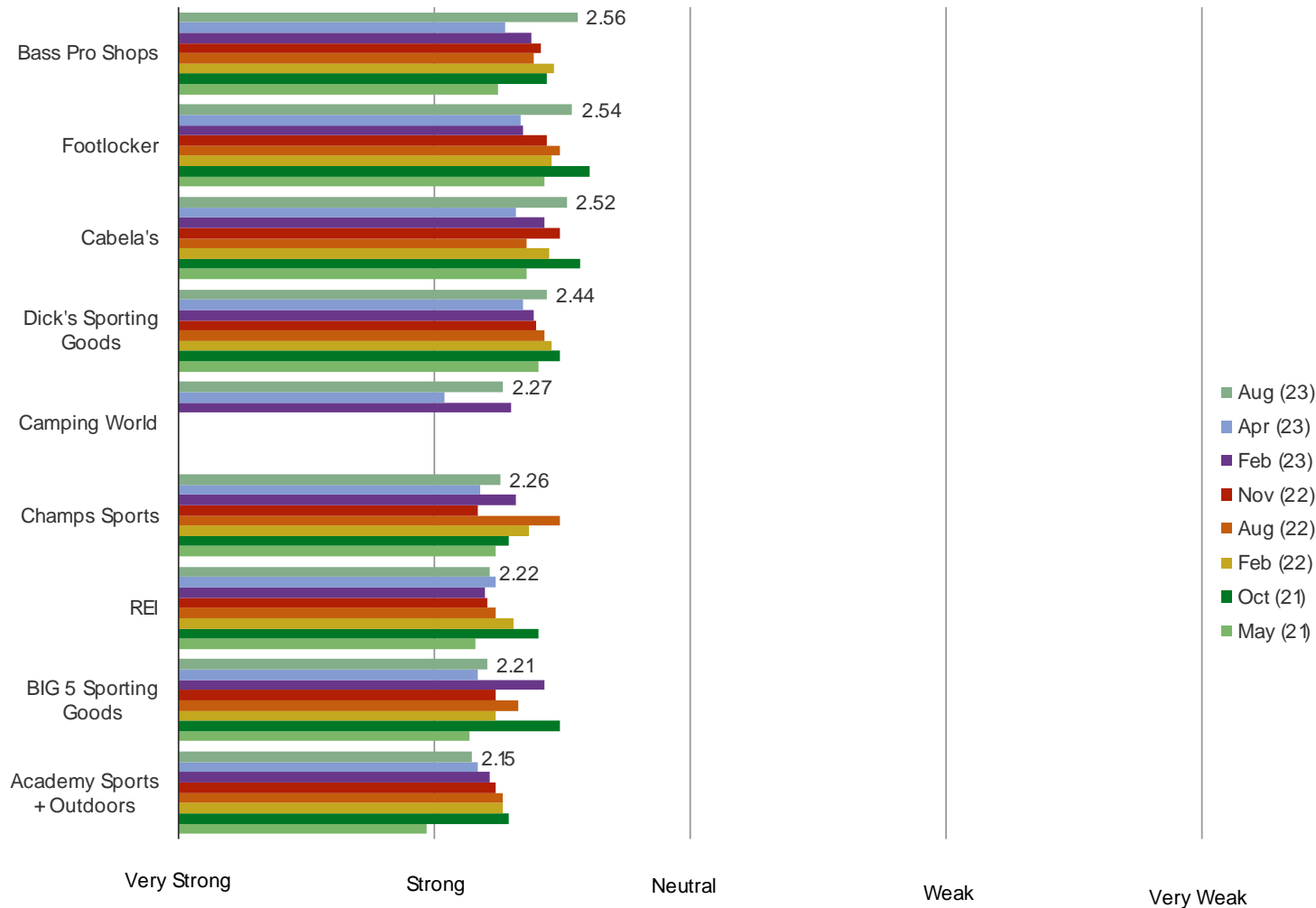
Posed to all respondents who have shopped the below.



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Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.



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Bass Pro Shops	441
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