

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 10**

February 2024

Why Do Customers Choose Dick's and Academy?

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

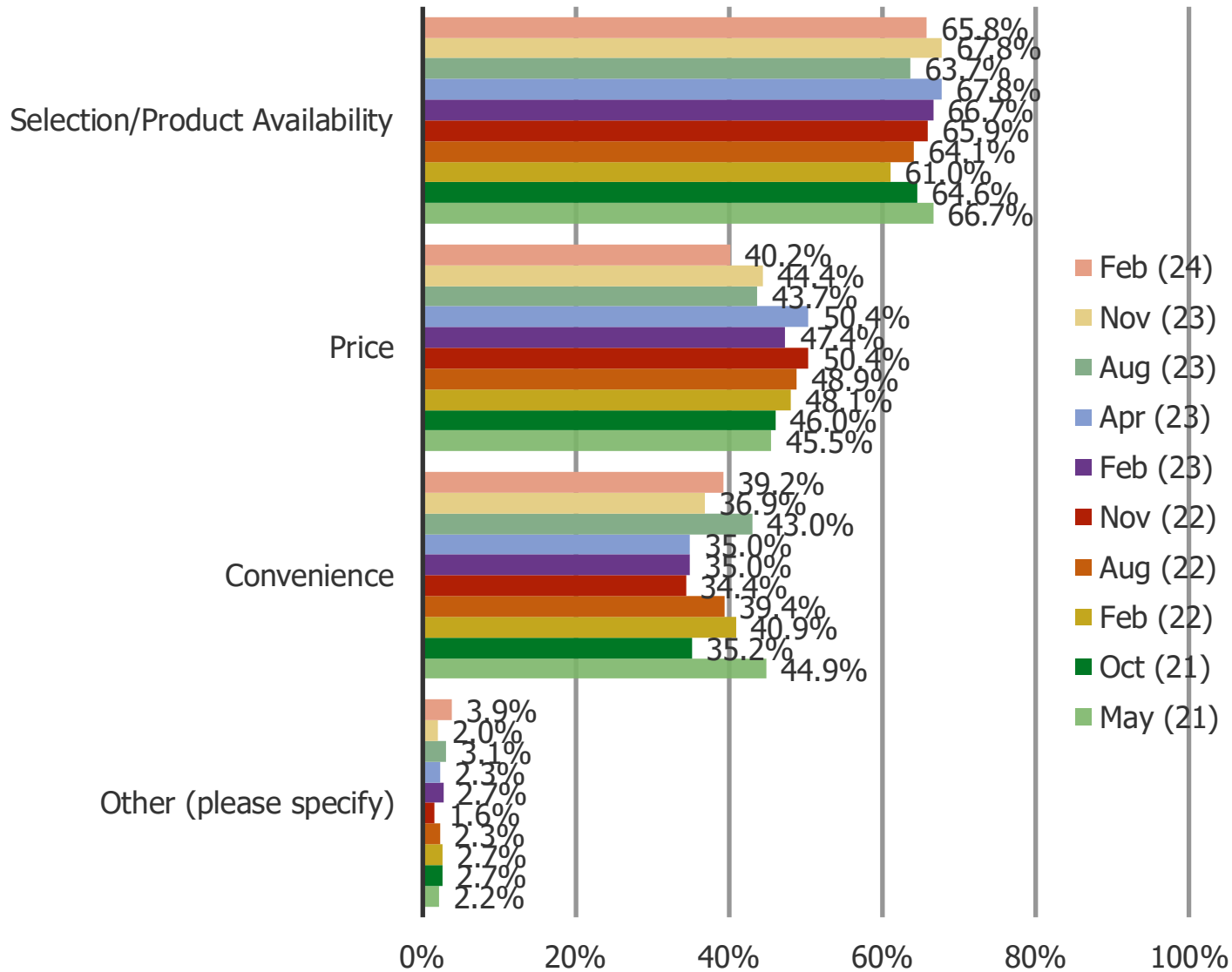
NPS

Competitive Dynamics

Sporting Goods Retail Trends

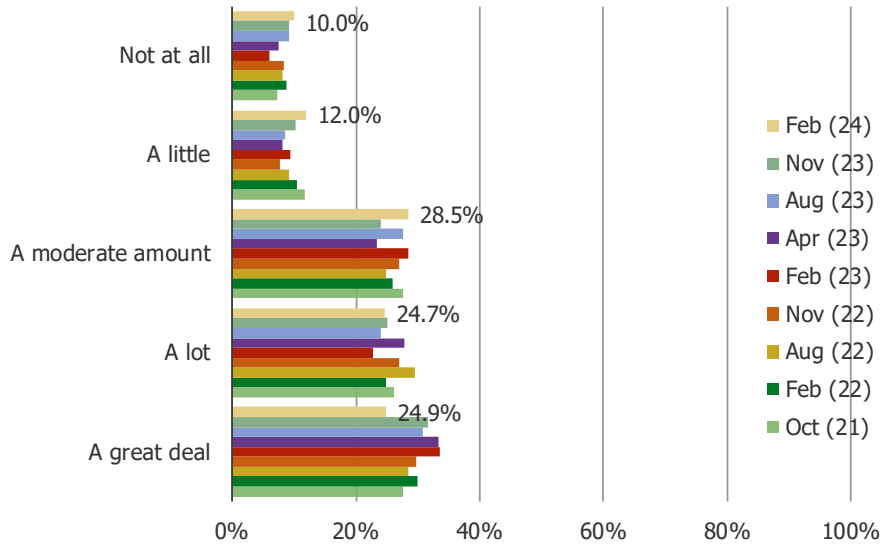
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

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.

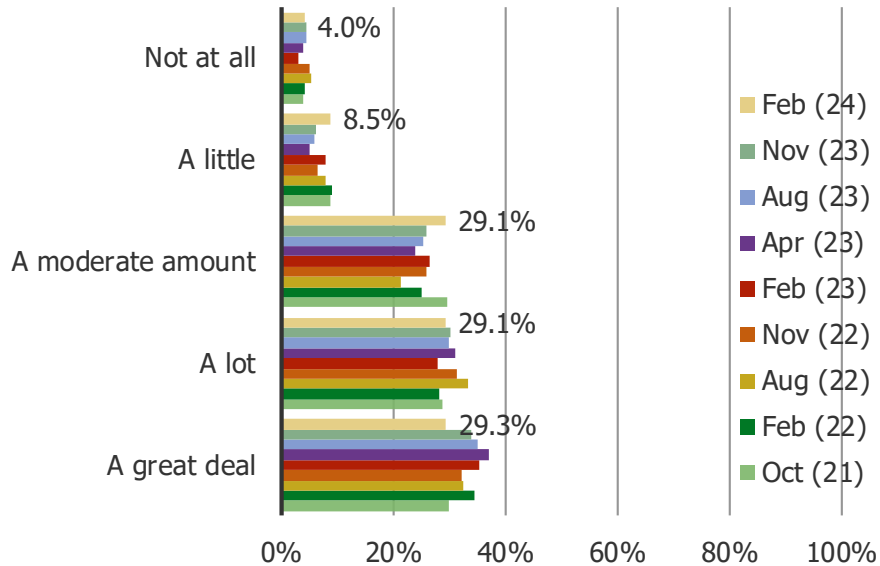


Fill-in: Which brands are important?



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.

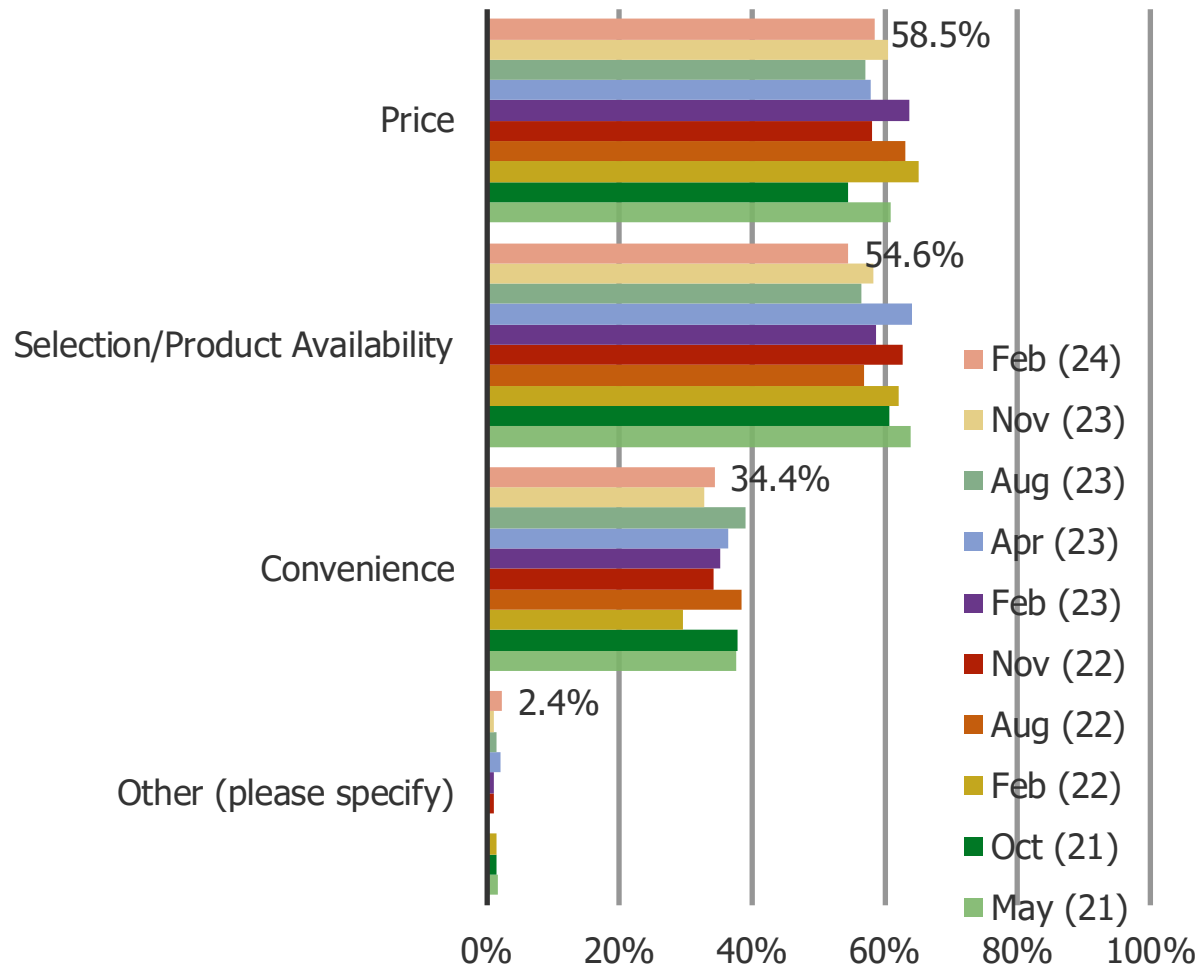


Fill-in: Which products are important?



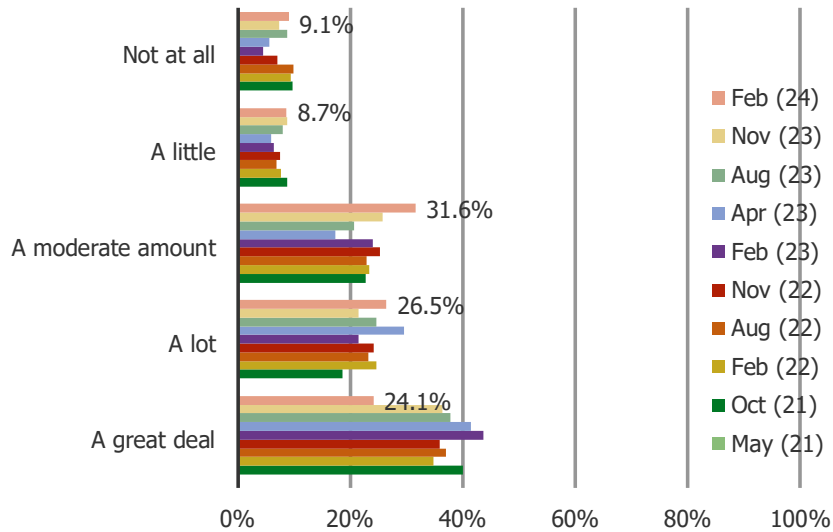
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.

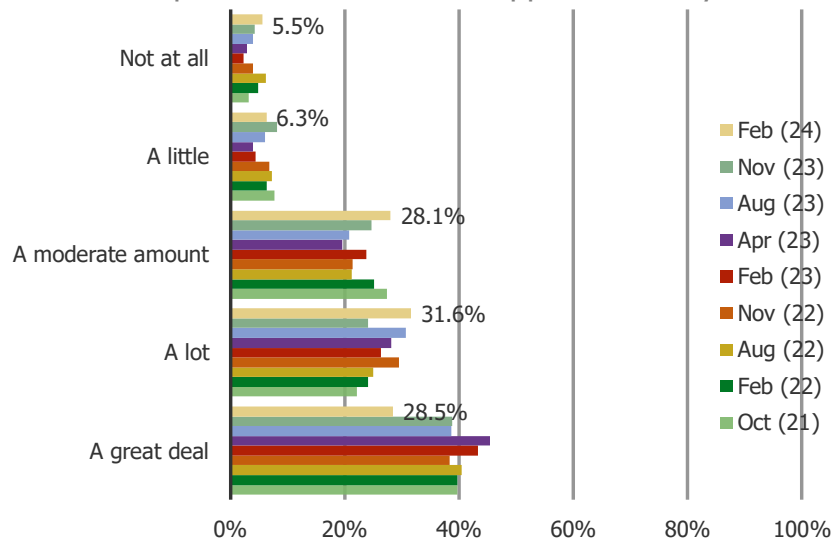


Fill-in: Which brands are important?



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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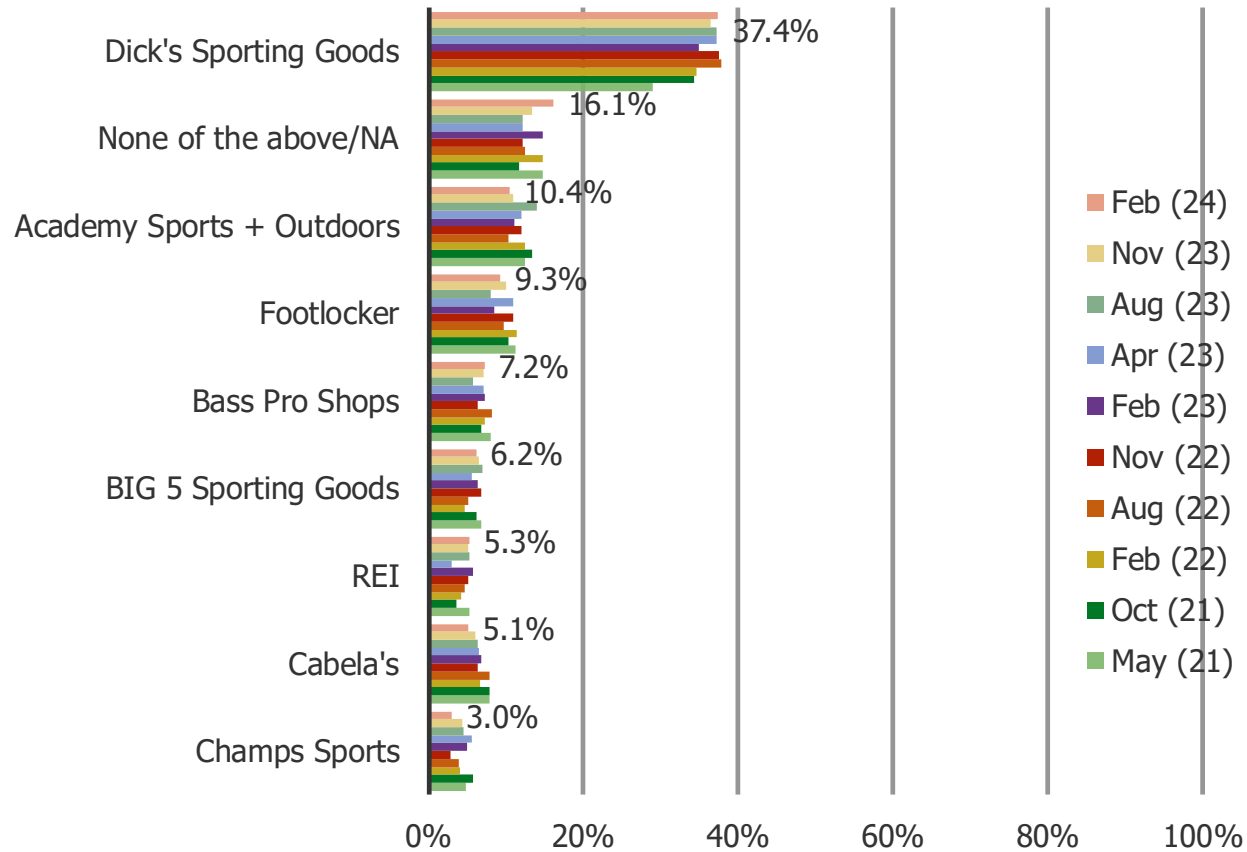
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If you had to buy sporting goods/apparel or any related items that these retailers sell, which of the following retailers would you be most likely to choose?

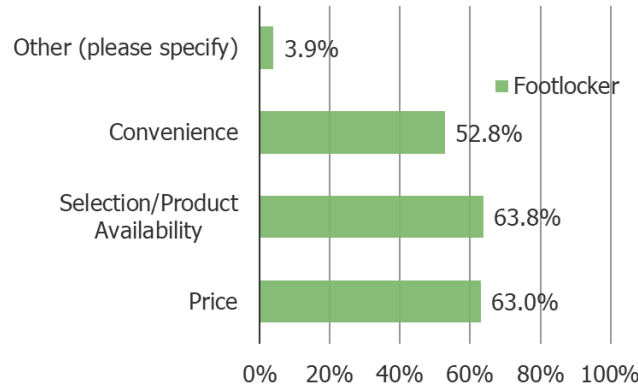
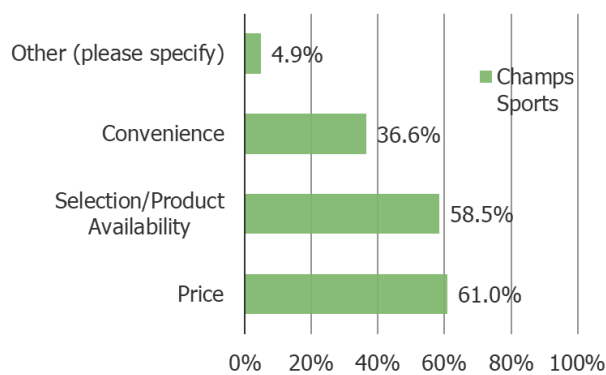
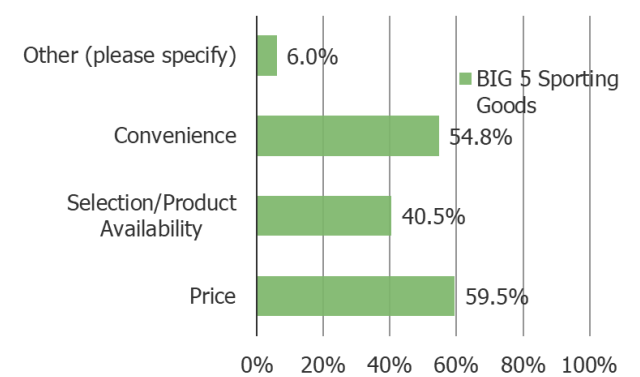
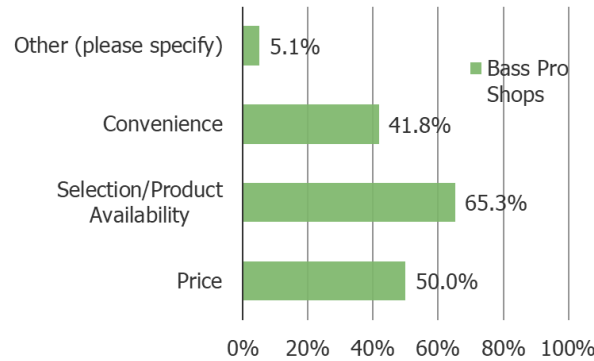
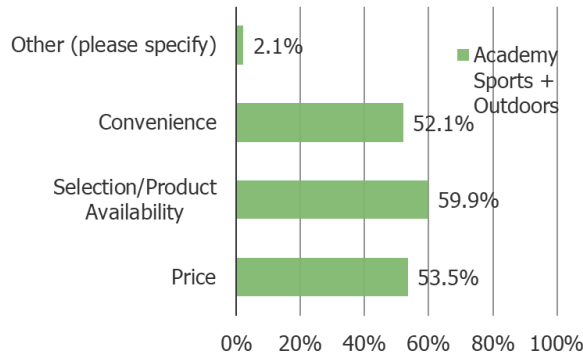
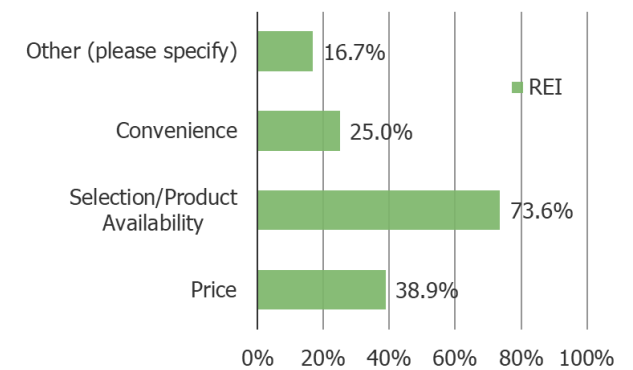
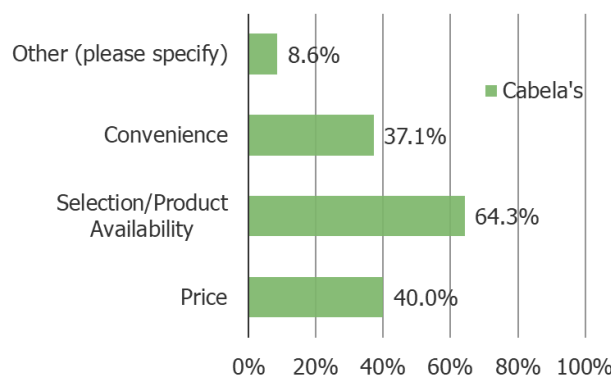
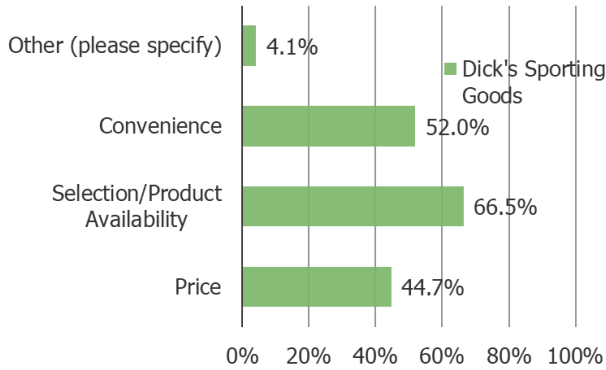
Posed to all respondents.



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

FEB 24 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	510
Cabela's	70
REI	72
Academy Sports + Outdoors	142
Bass Pro Shops	98
BIG 5 Sporting Goods	84
Champs Sports	41
Footlocker	127

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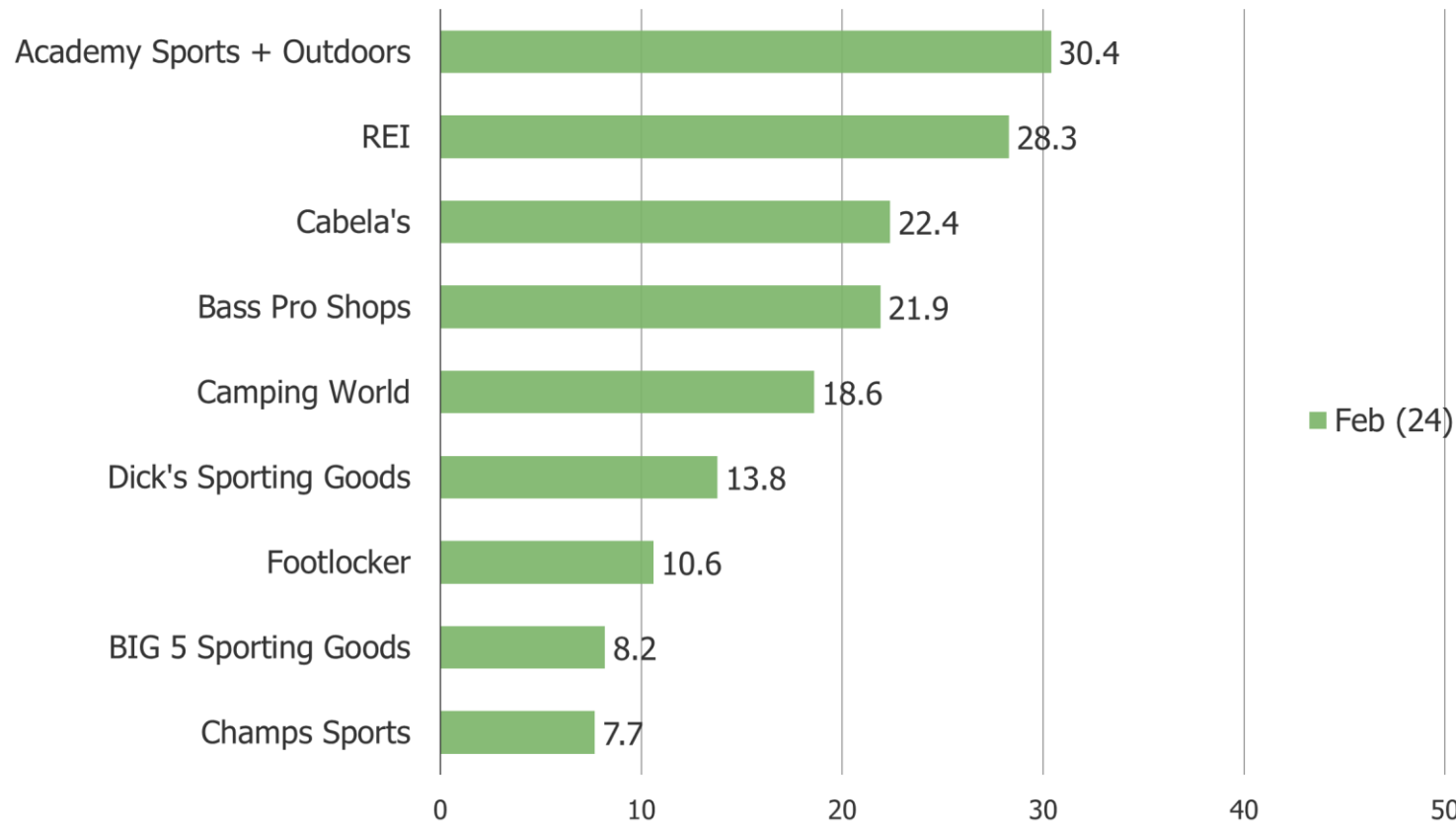
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Sporting Goods Retail Trends

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	752
Cabela's	312
REI	198
Academy Sports + Outdoors	253
Bass Pro Shops	370
BIG 5 Sporting Goods	208
Champs Sports	182
Footlocker	529
Camping World	86

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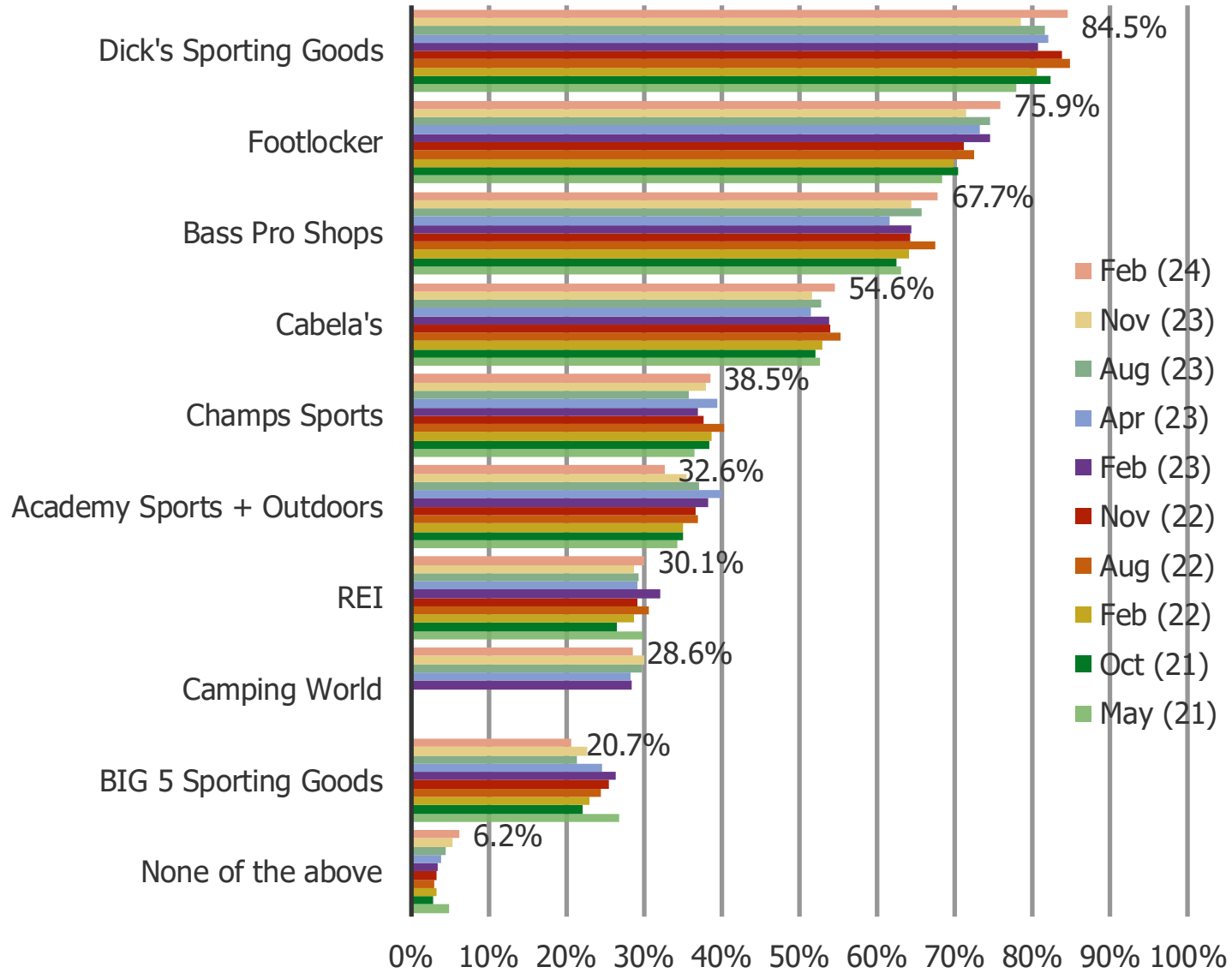
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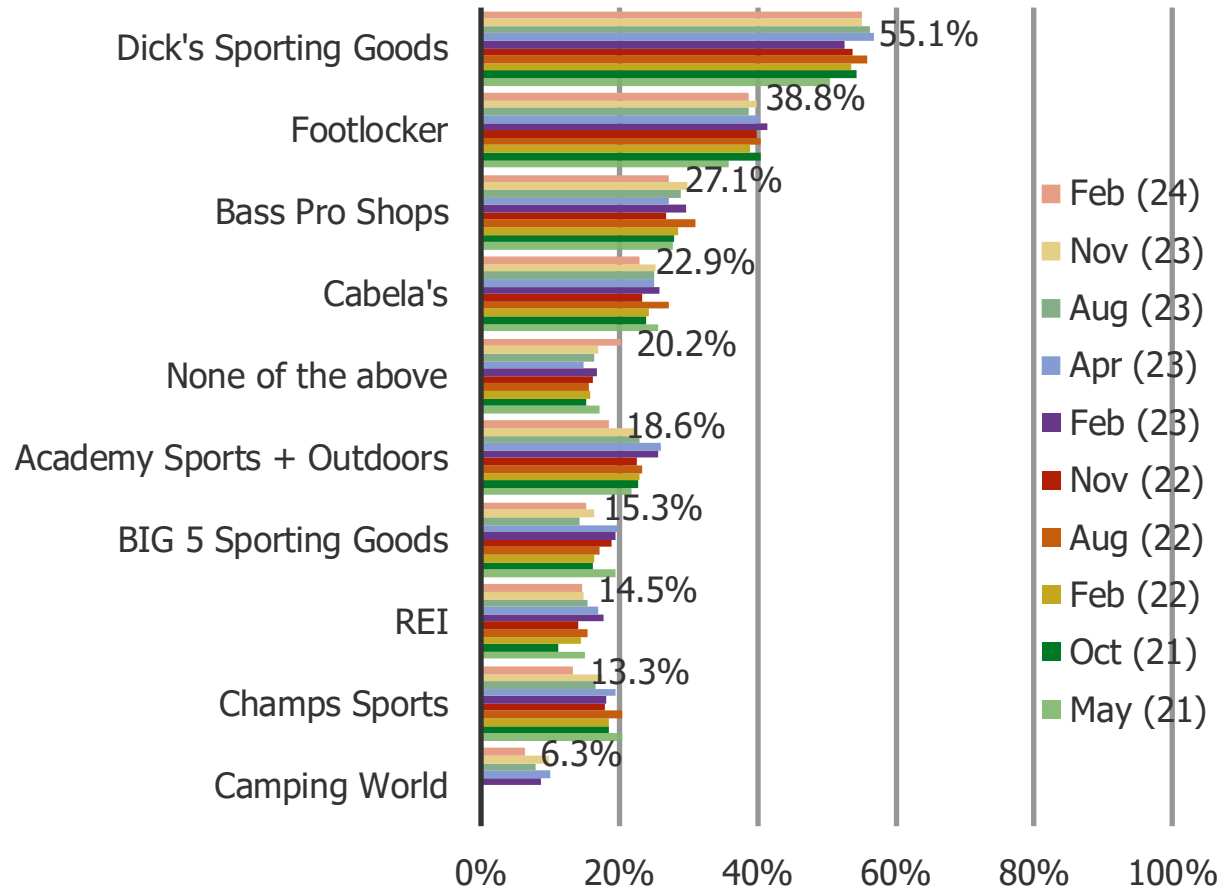
Which of the following retailers, if any, have you heard of?

Posed to all respondents.



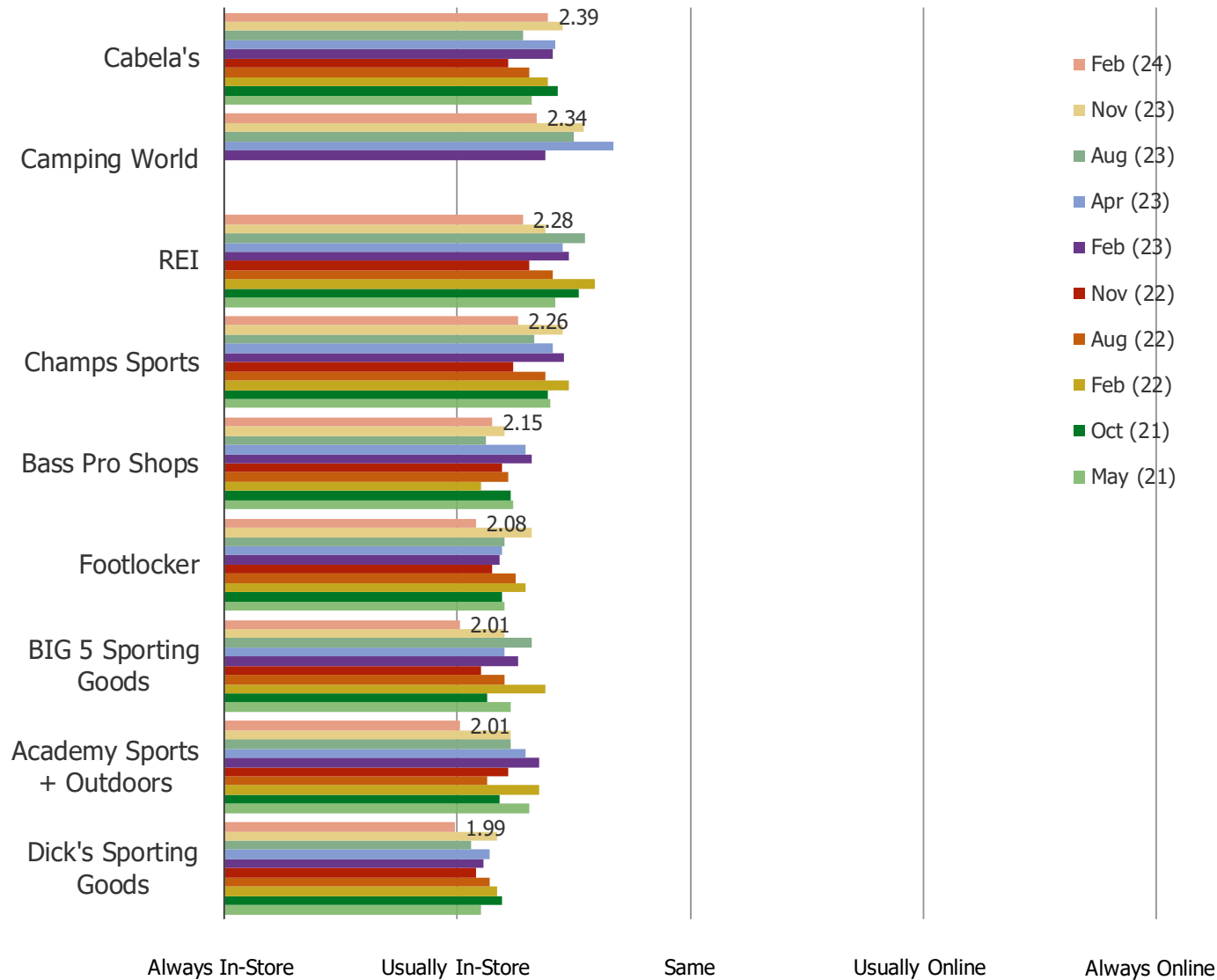
Have you ever purchased anything form the following retailers?

Posed to all respondents.



How do you prefer to shop the following?

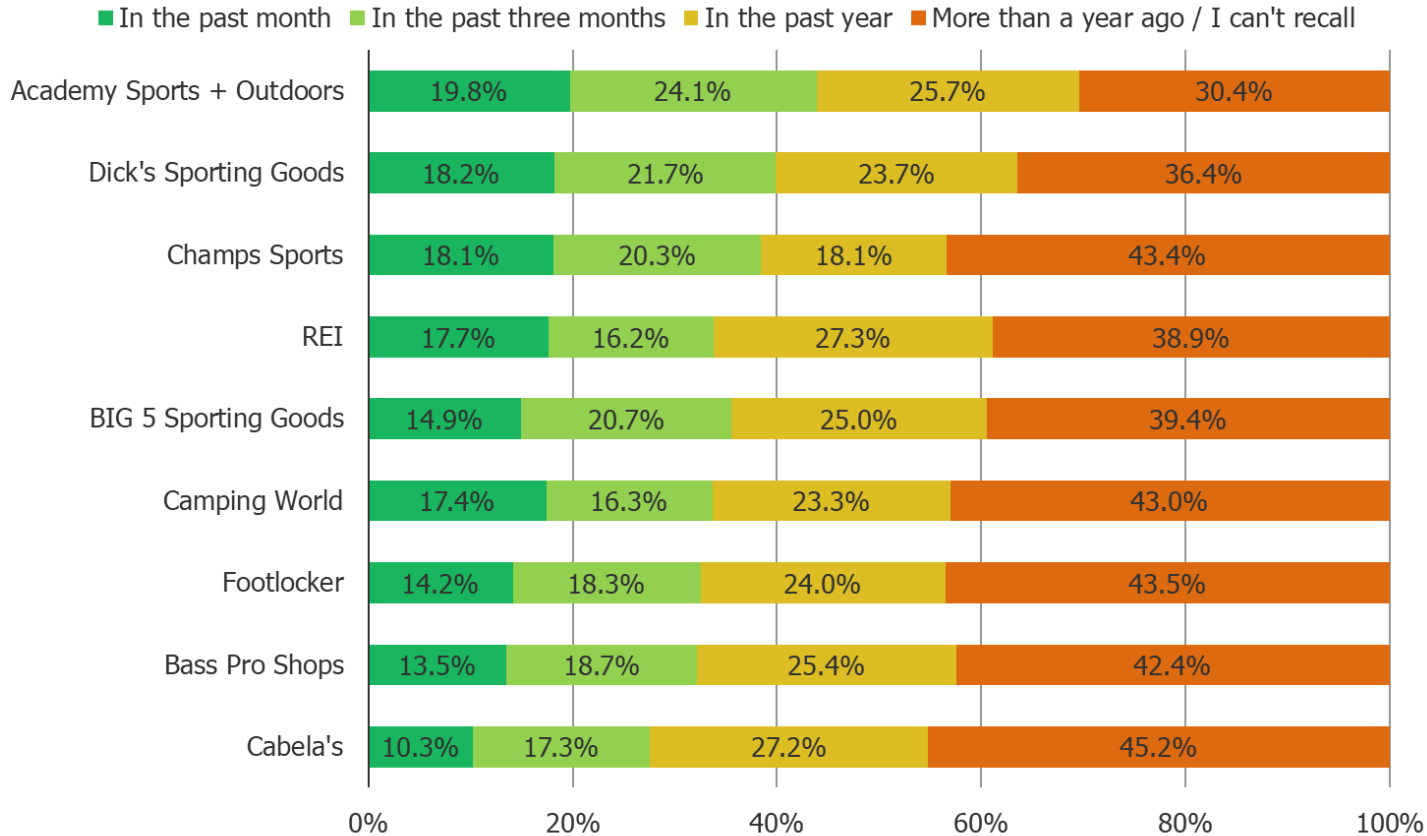
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	752
Cabela's	312
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When did you most recently purchase something from the following?

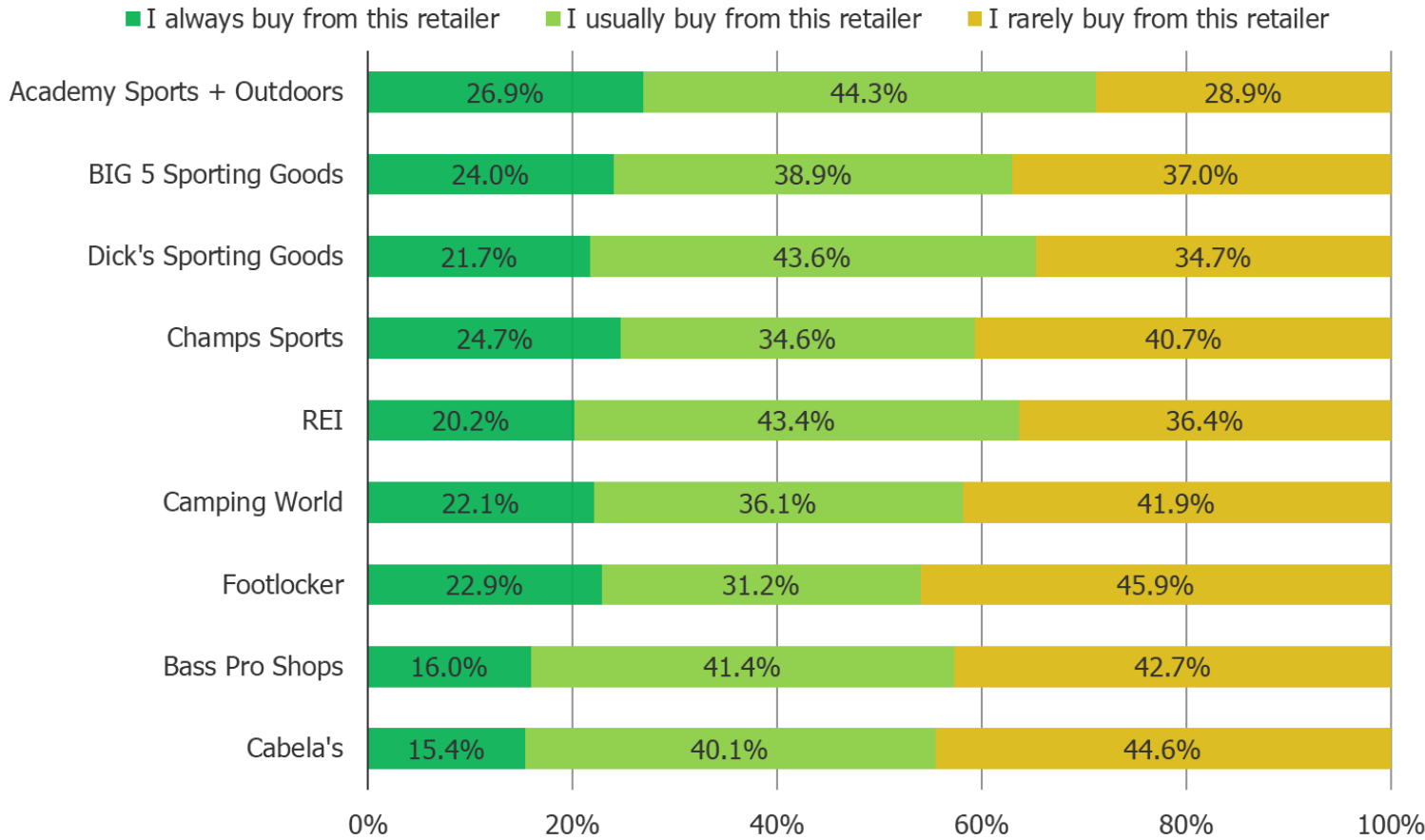
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	752
Cabela's	312
REI	198
Academy Sports + Outdoors	253
Bass Pro Shops	370
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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?

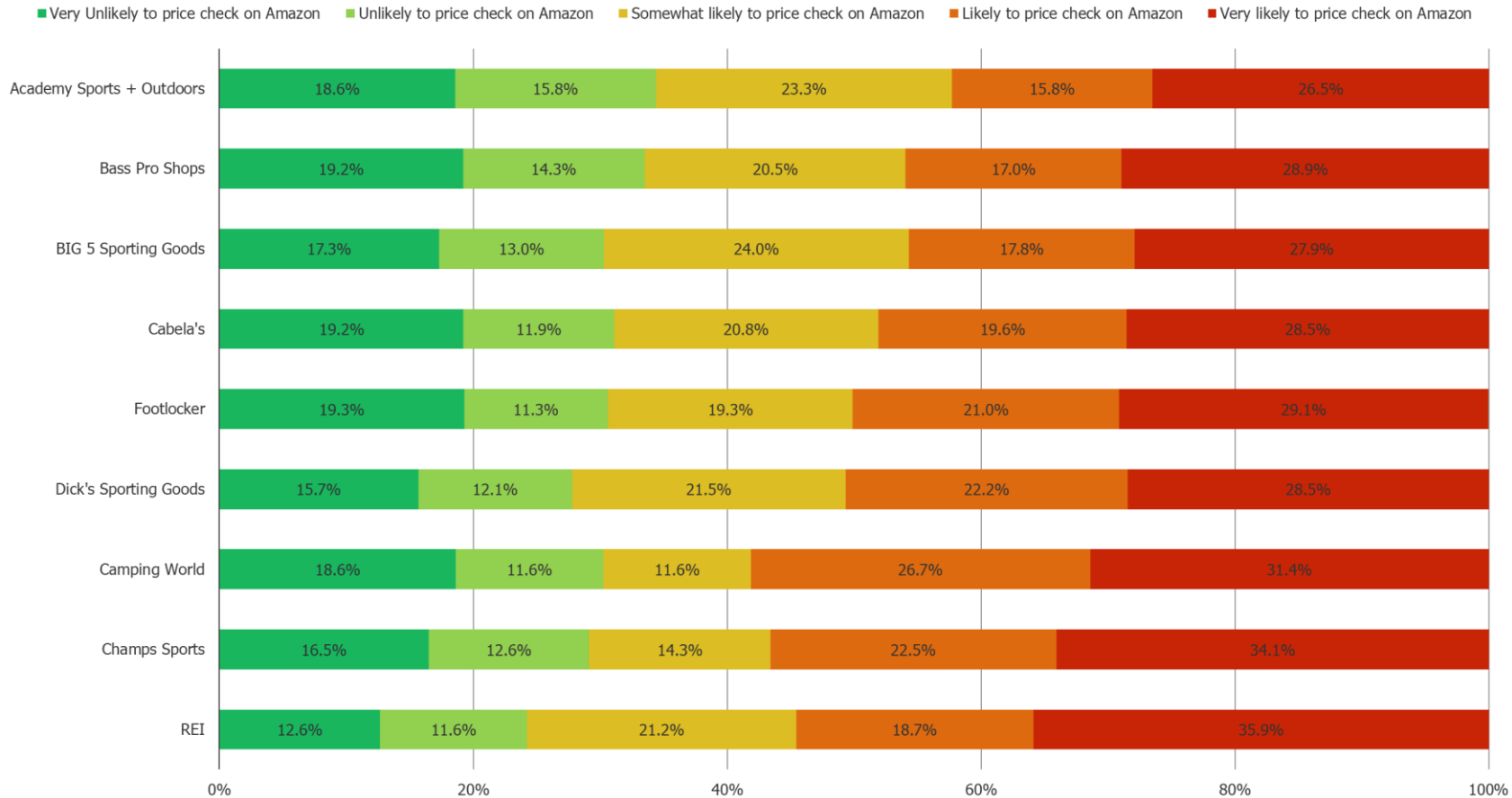
Posed to all respondents who shop the below retailers.



	N=
Dick's Sporting Goods	752
Cabela's	312
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Academy Sports + Outdoors	253
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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?

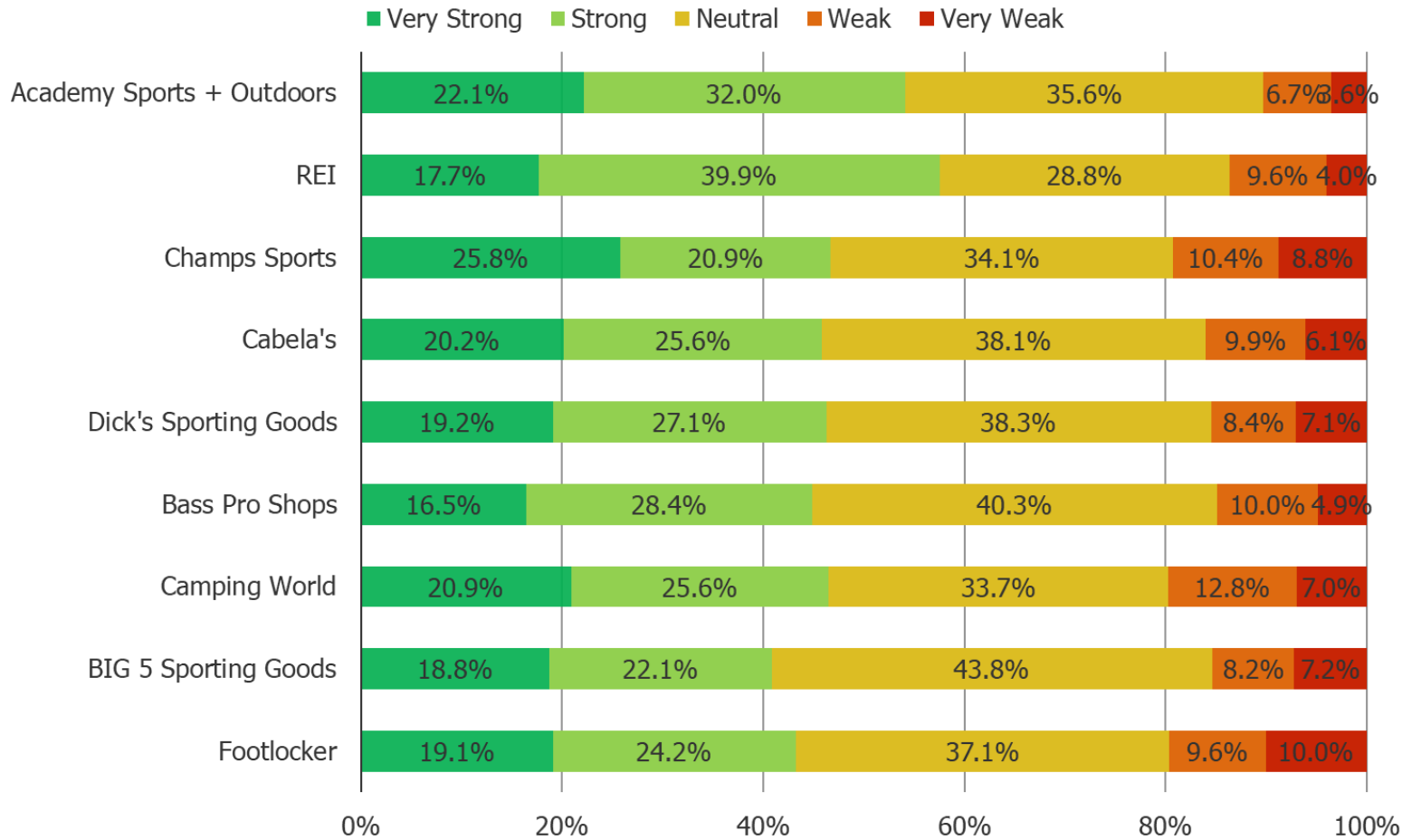
Posed to all respondents who have shopped the below.



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Cabela's	312
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Academy Sports + Outdoors	253
Bass Pro Shops	370
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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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