

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 10**

April 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

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

Posed to all respondents who have shopped Dick's.

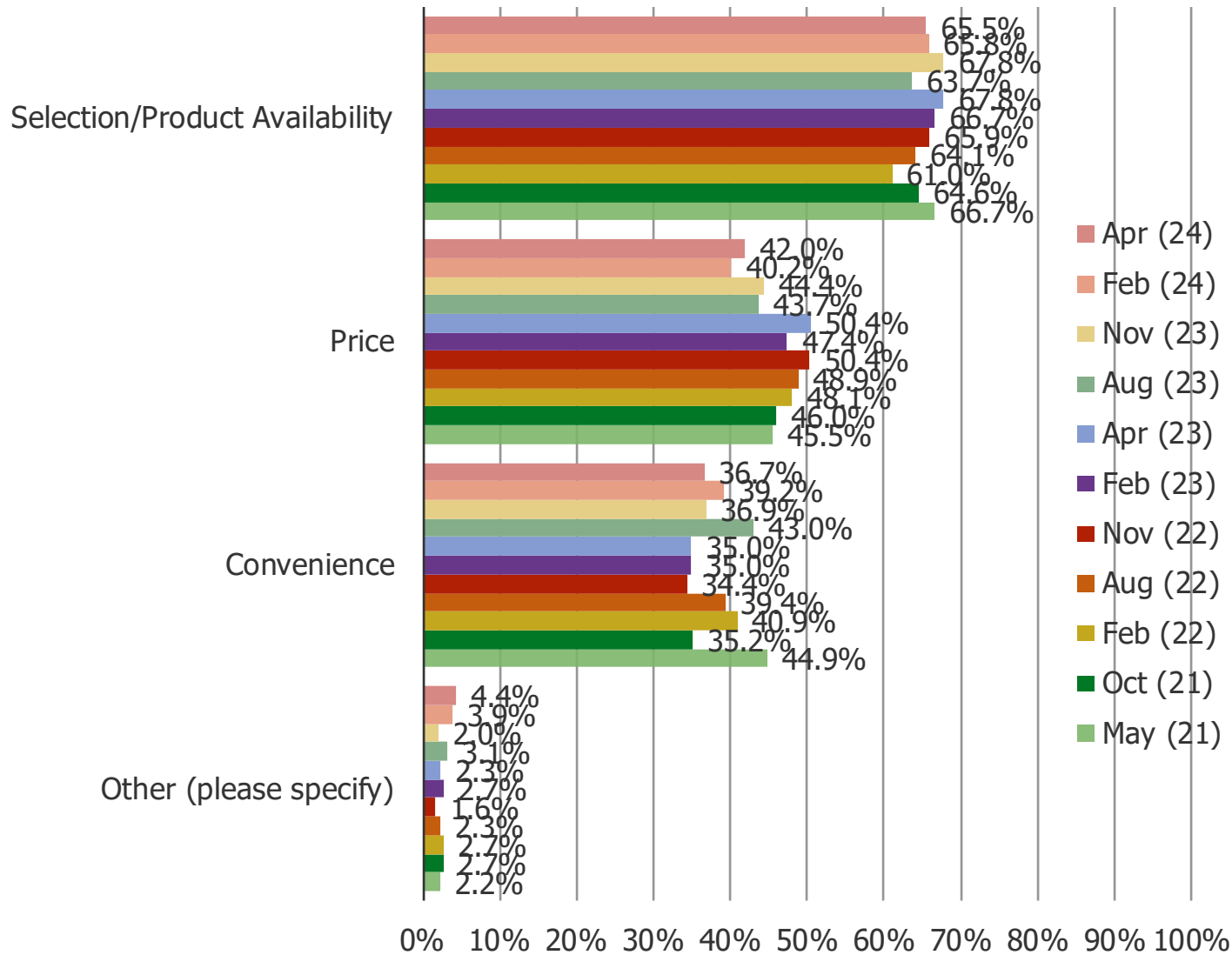
April 2024



N=777

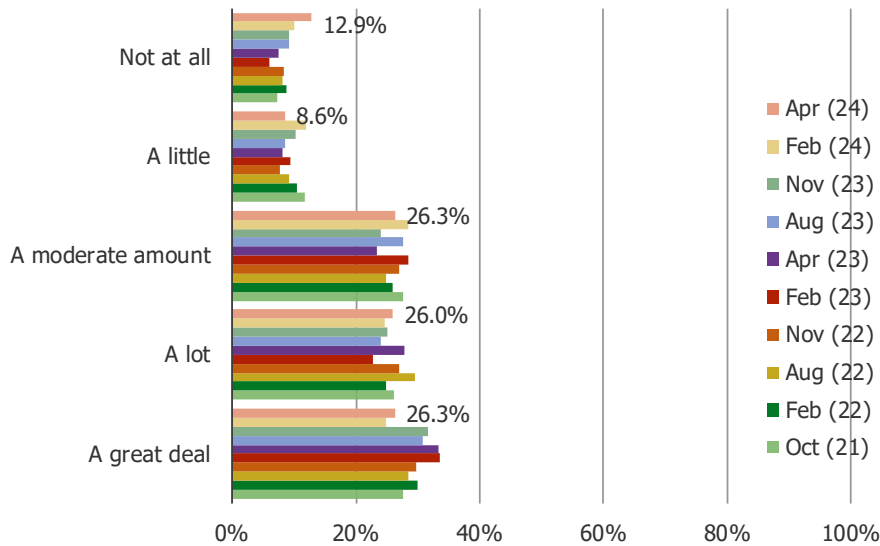
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

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.

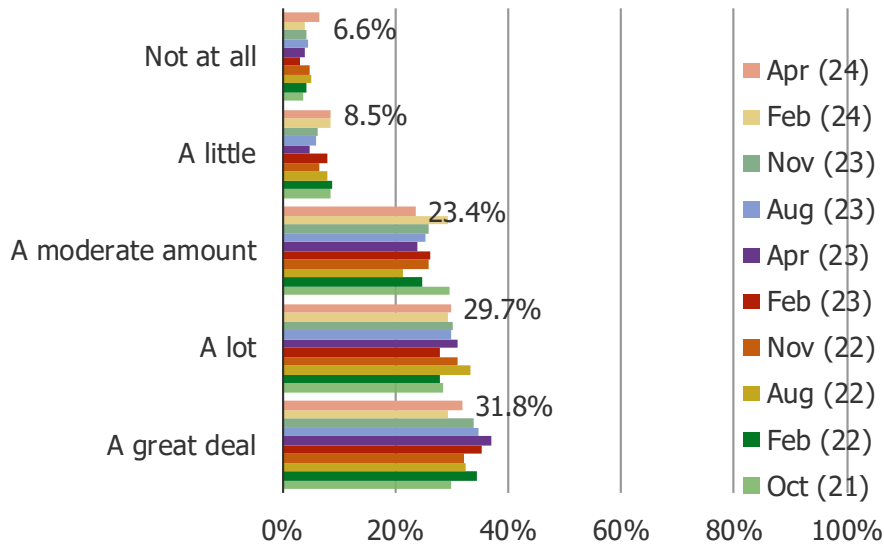


Fill-in: Which brands are important?



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.

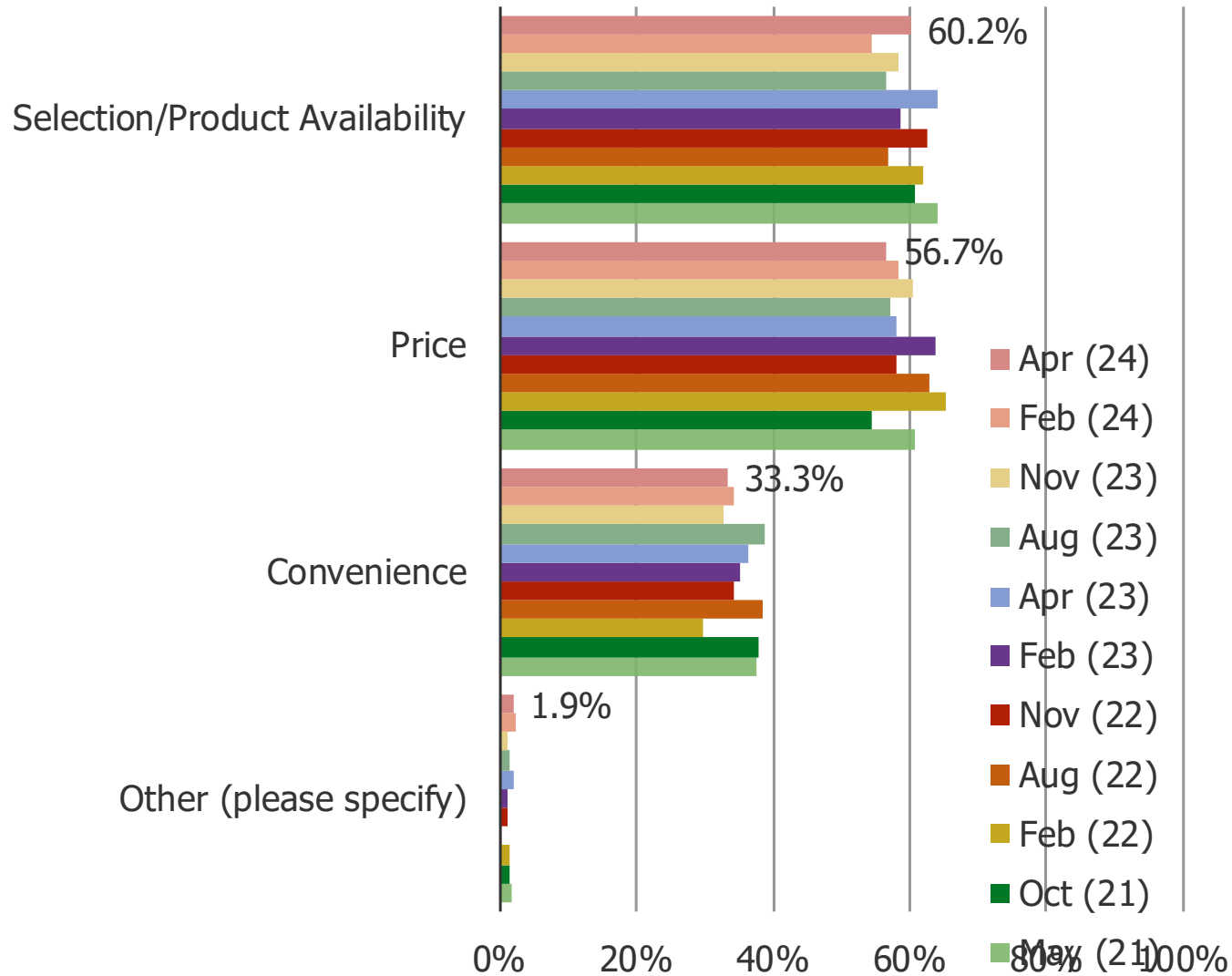


Fill-in: Which products are important?



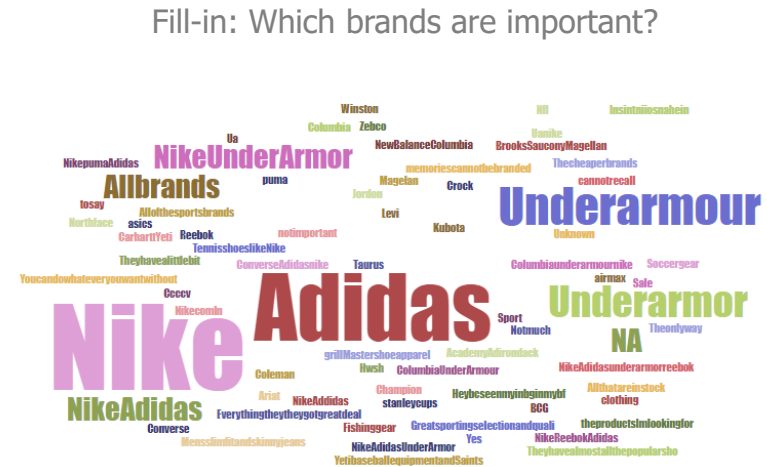
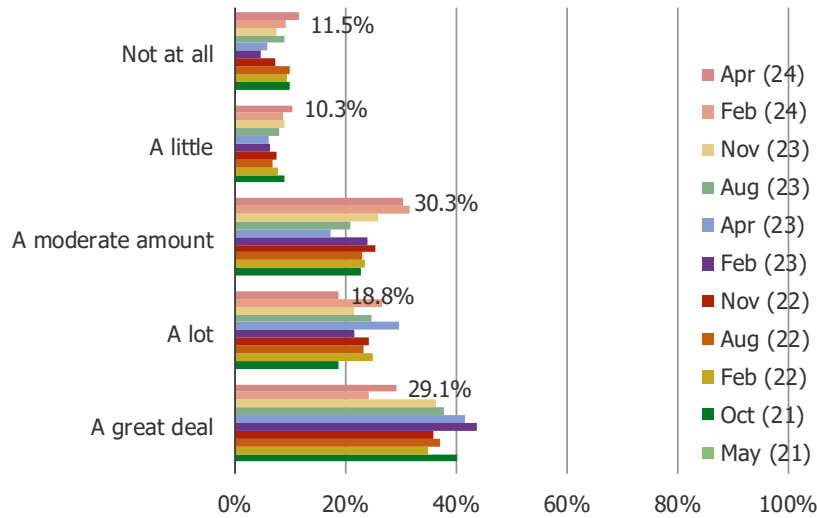
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

Posed to all respondents who have shopped Academy.



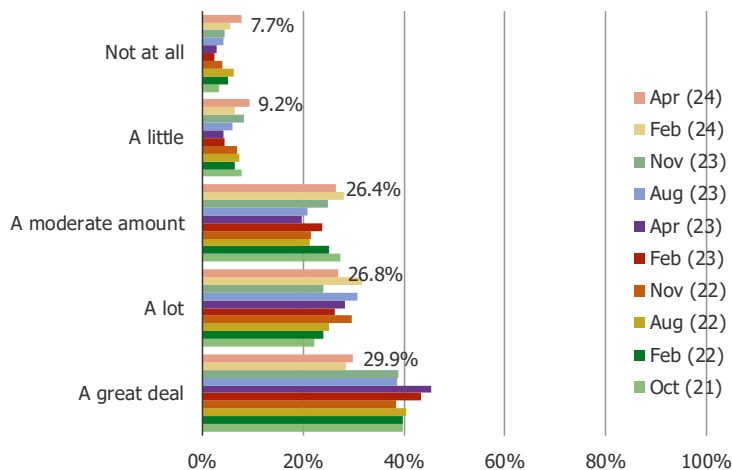
How much of a role do the brands available at Academy play in your decision to shop at Academy?

Posed to all respondents who have shopped Academy.



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.



Why Do Customers Choose Dick's and Academy?

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

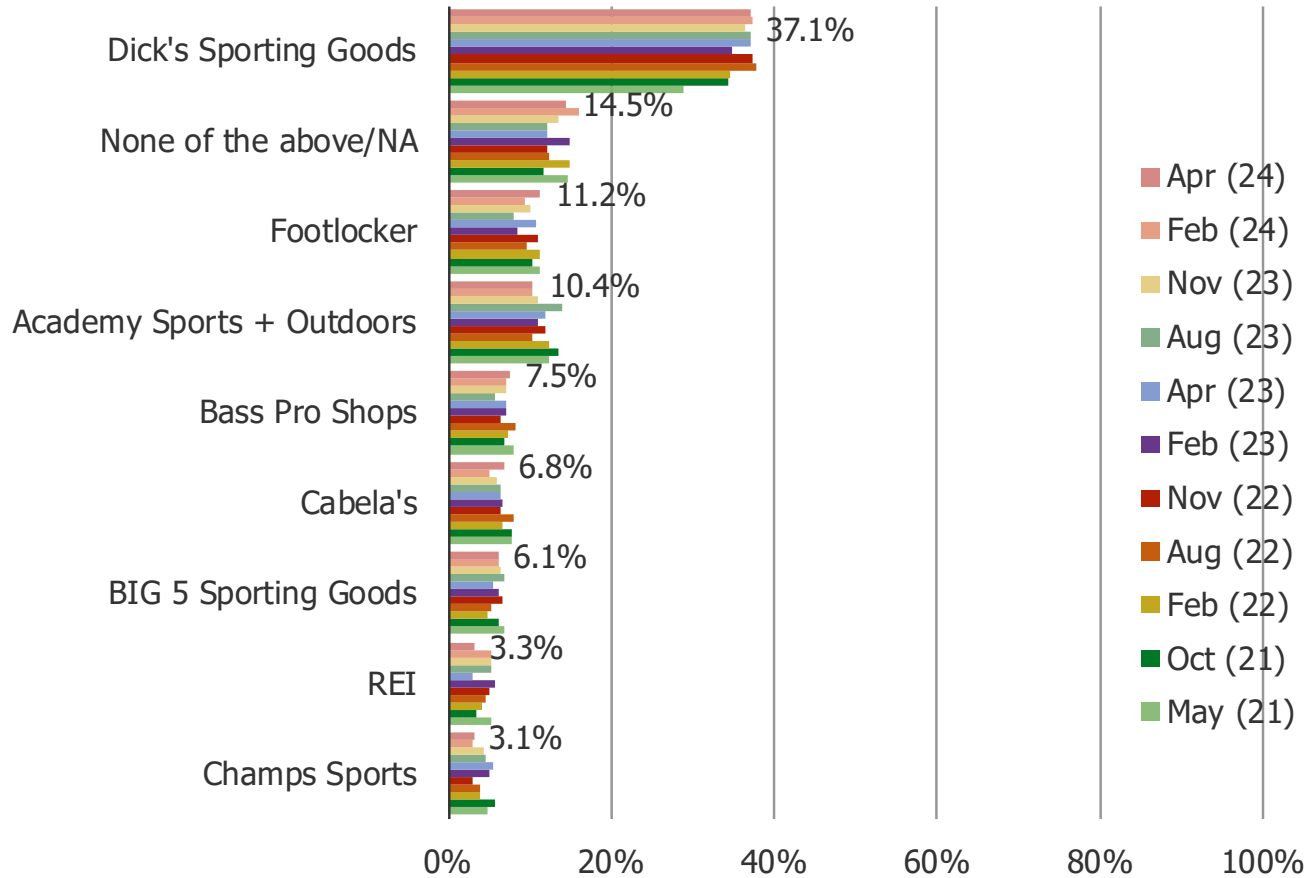
NPS

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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?

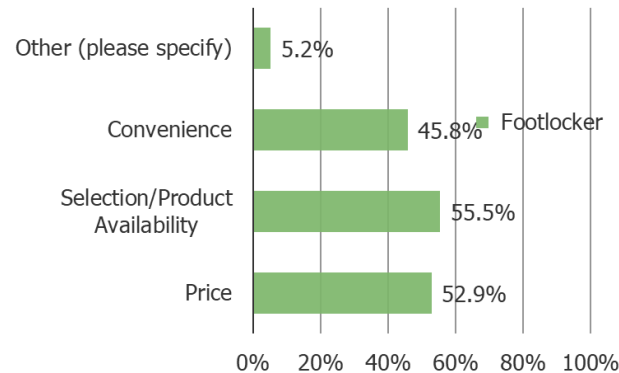
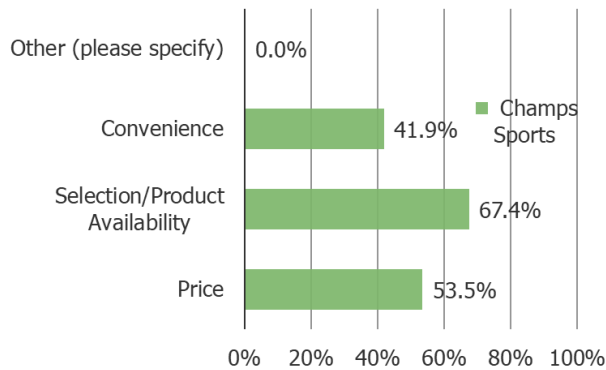
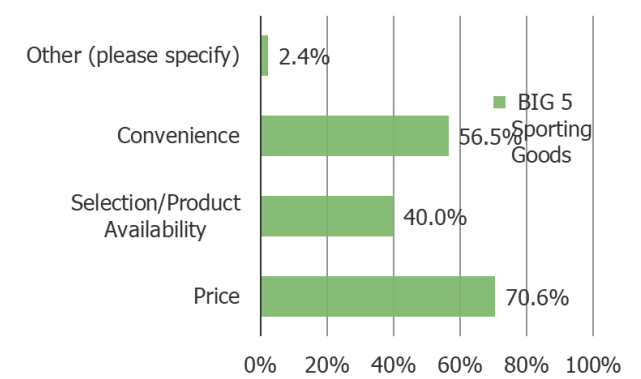
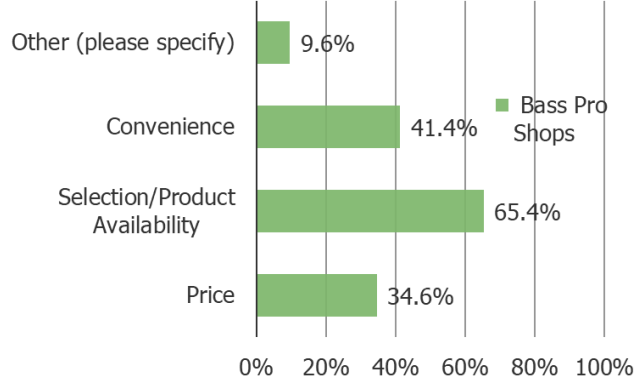
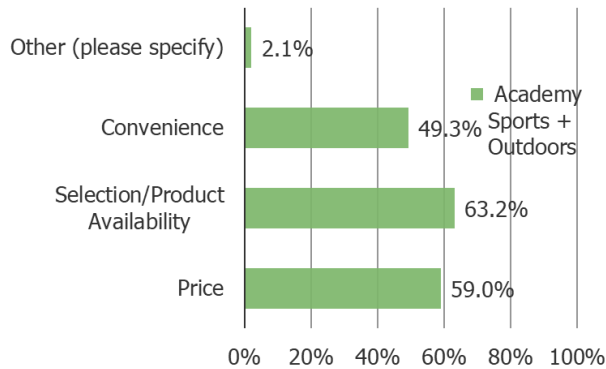
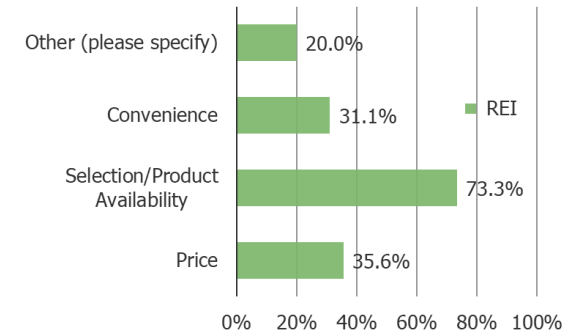
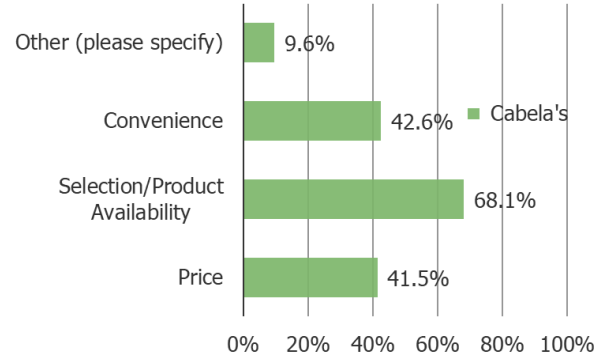
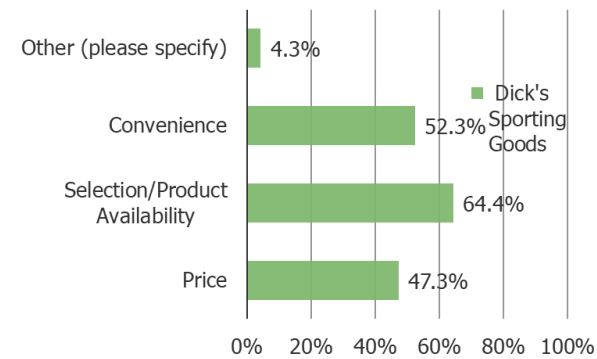
Posed to all respondents.



* 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	514
Cabela's	94
REI	45
Academy Sports + Outdoors	144
Bass Pro Shops	104
BIG 5 Sporting Goods	85
Champs Sports	43
Footlocker	155

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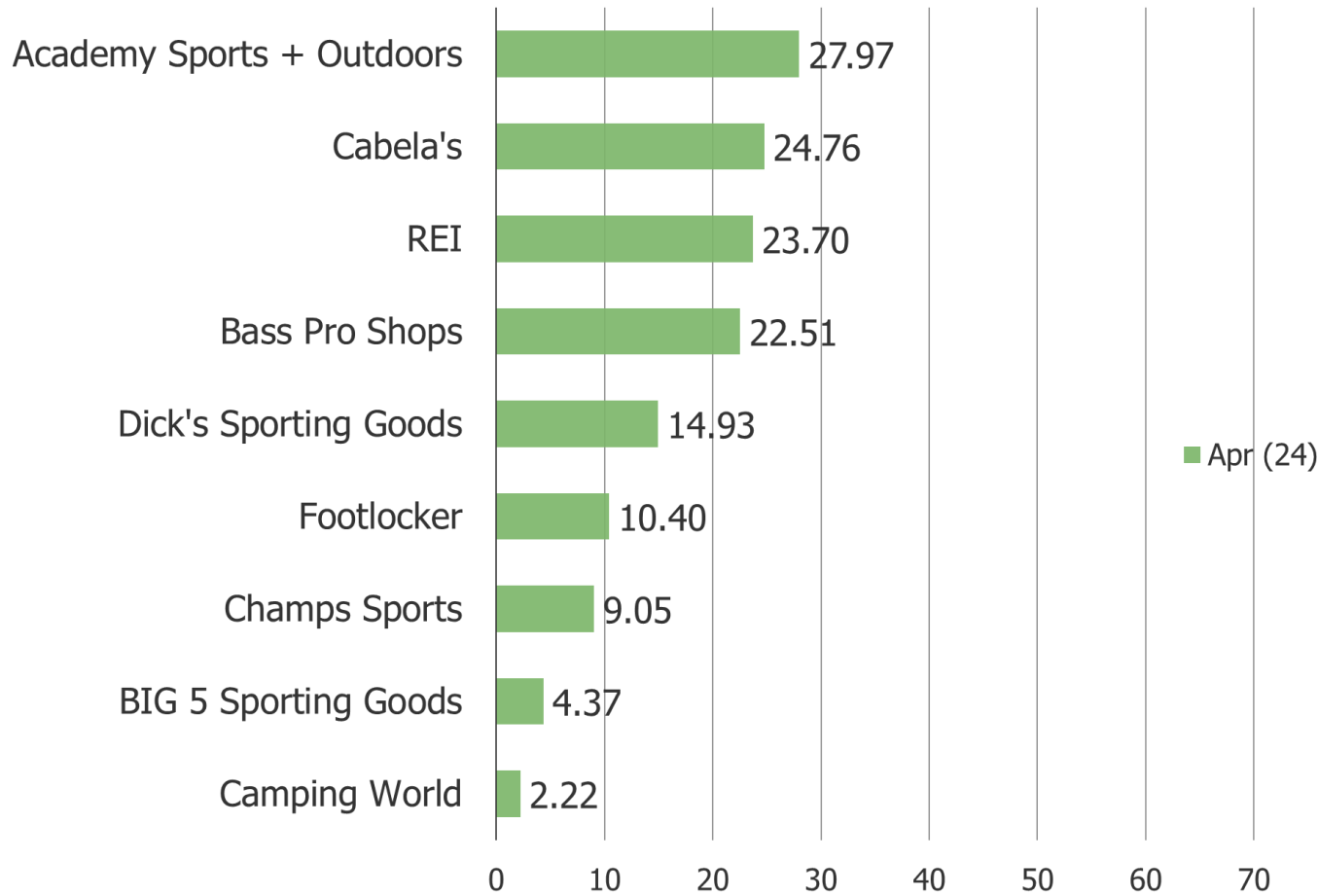
NPS

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	777
Cabela's	307
REI	135
Academy Sports + Outdoors	261
Bass Pro Shops	391
BIG 5 Sporting Goods	206
Champs Sports	210
Footlocker	596
Camping World	90

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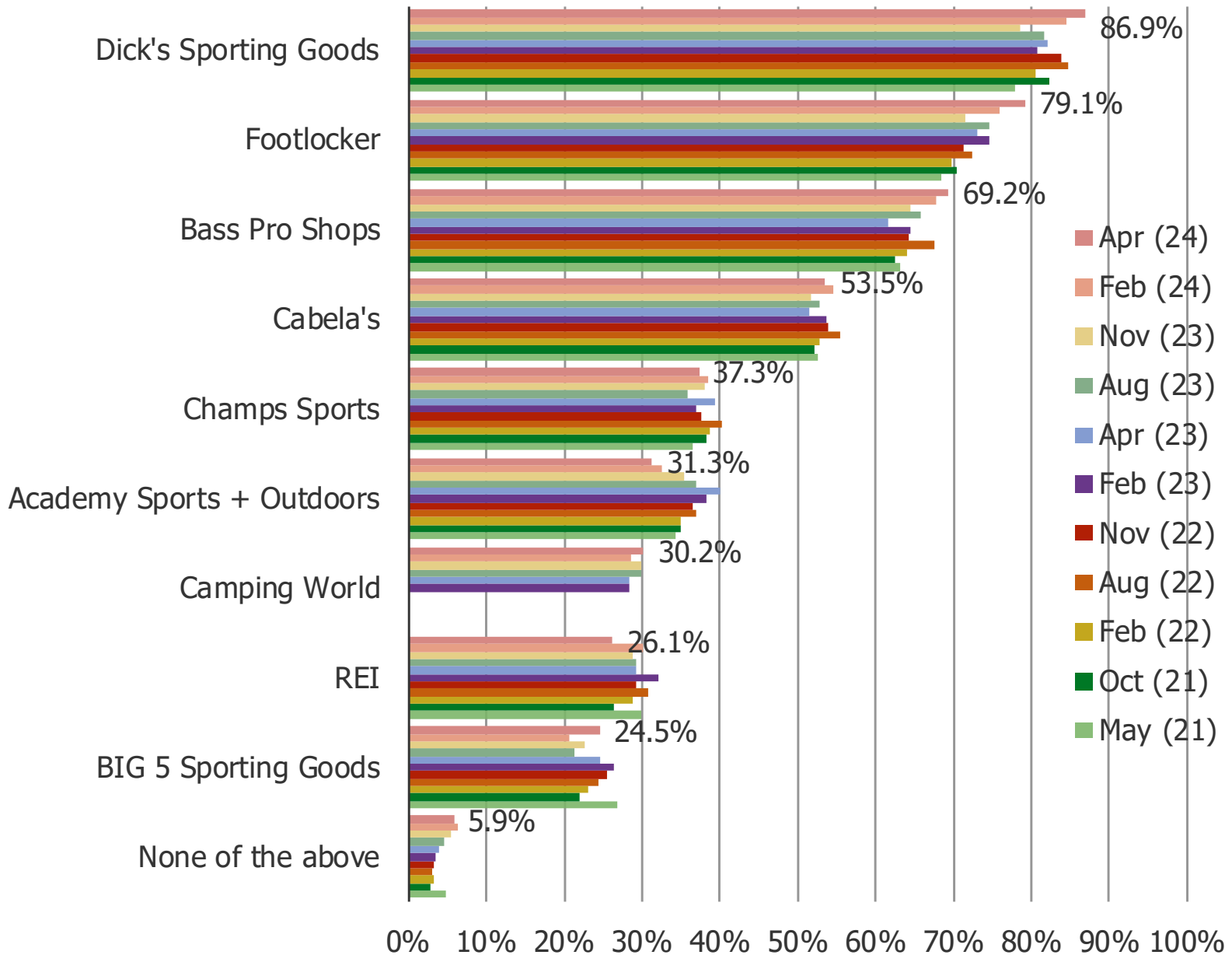
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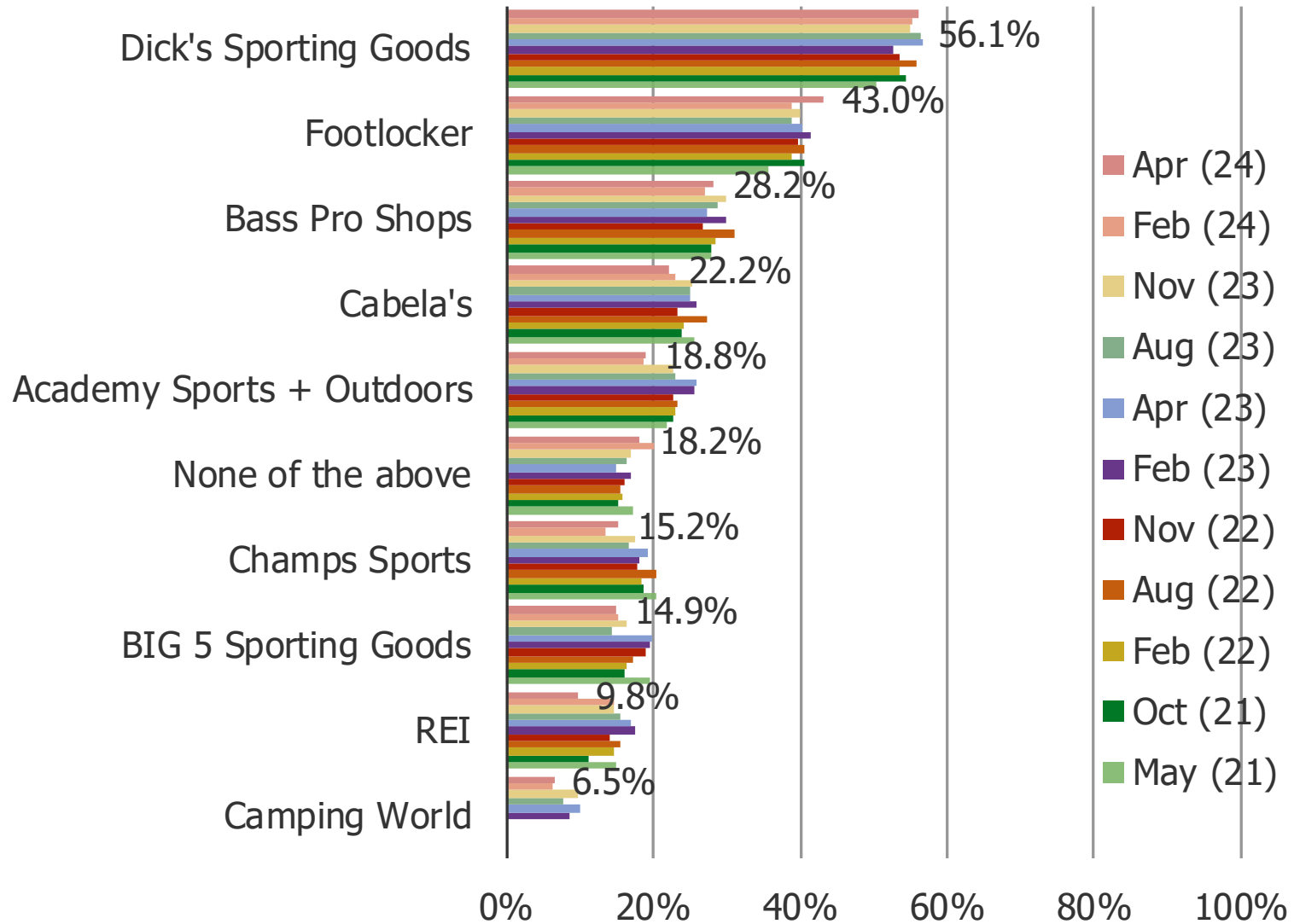
Which of the following retailers, if any, have you heard of?

Posed to all respondents.



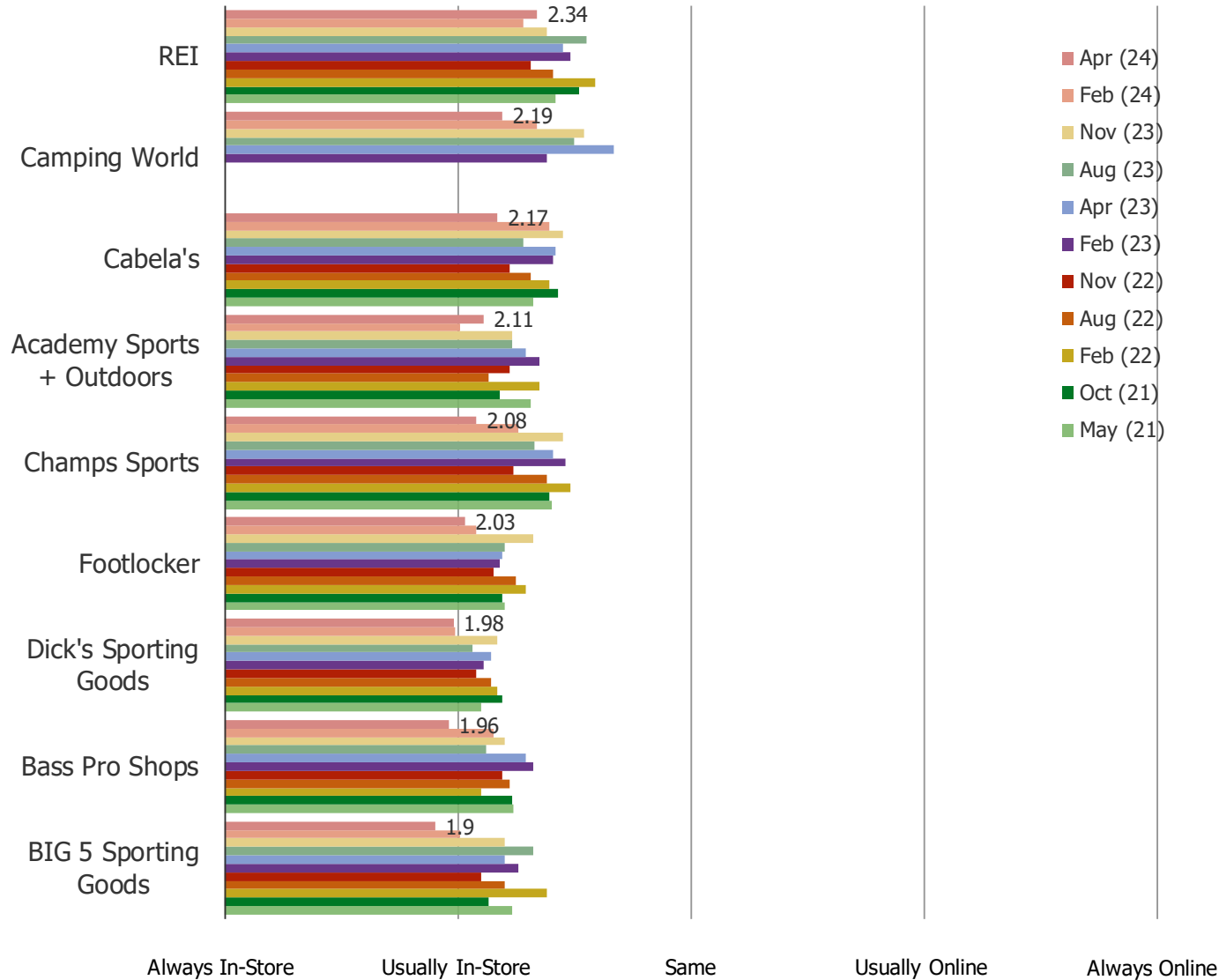
Have you ever purchased anything form the following retailers?

Posed to all respondents.



How do you prefer to shop the following?

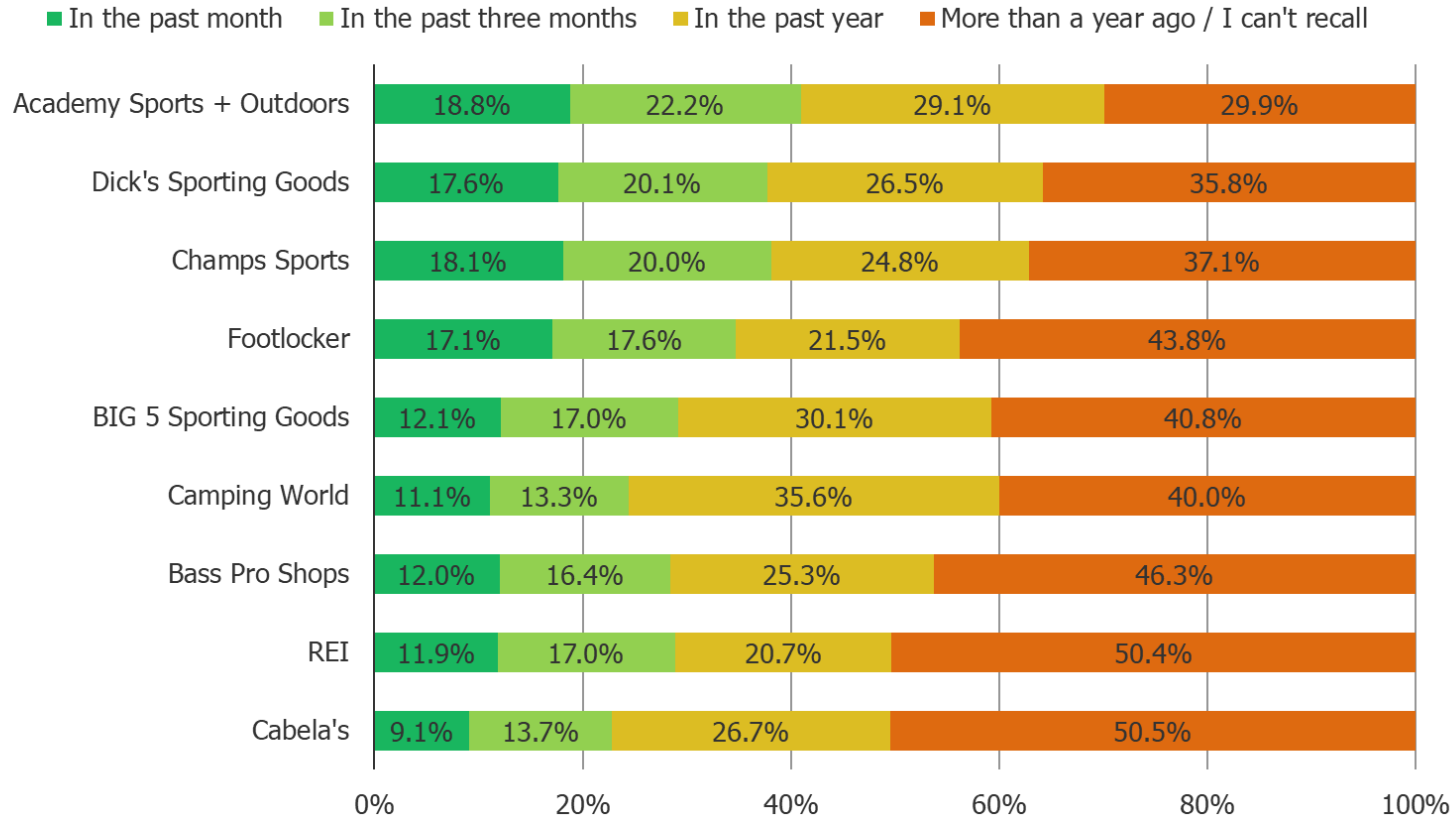
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	777
Cabela's	307
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BIG 5 Sporting Goods	206
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When did you most recently purchase something from the following?

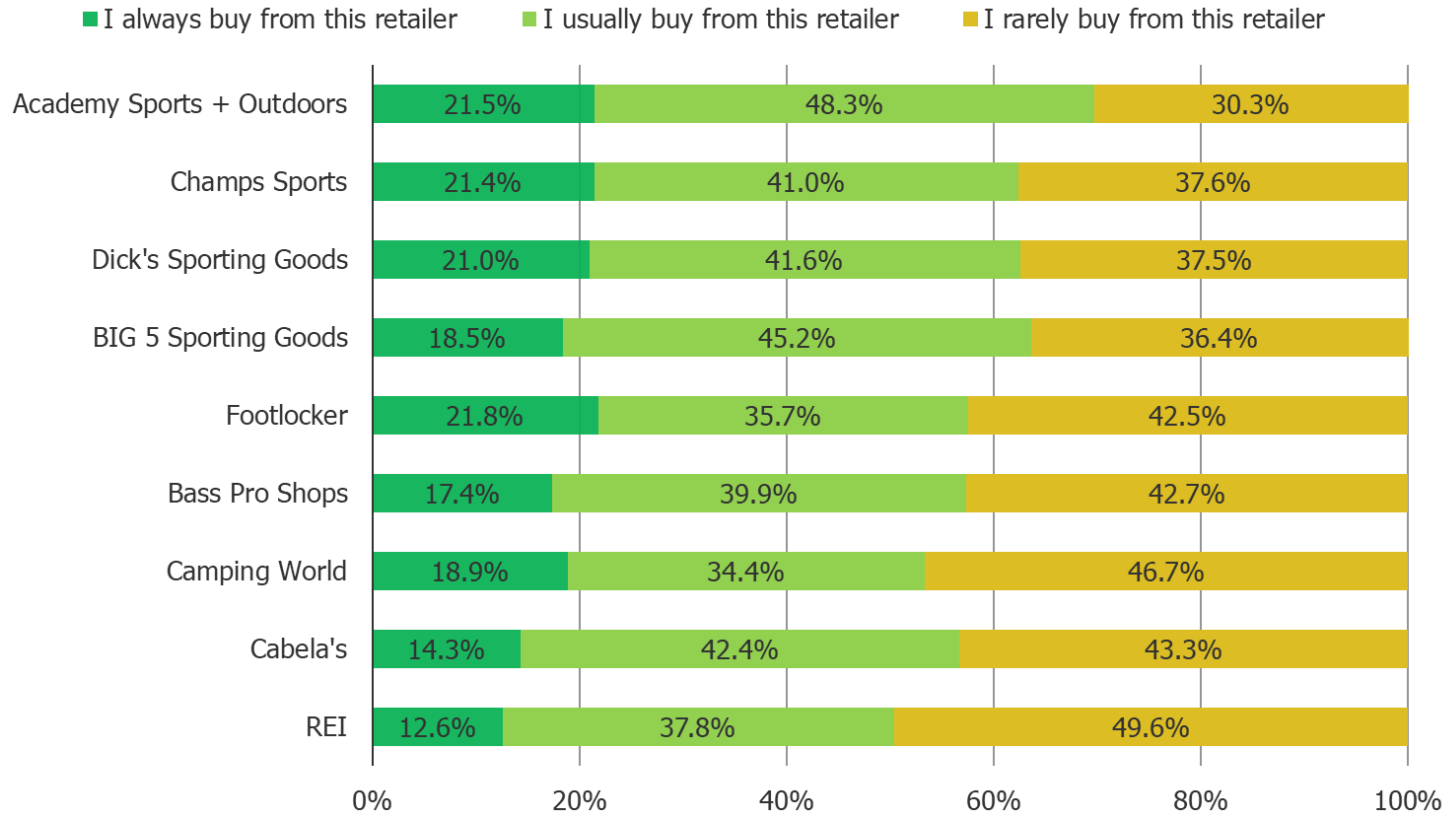
Posed to all respondents who have purchased from the below.



	N=
Dick's Sporting Goods	777
Cabela's	307
REI	135
Academy Sports + Outdoors	261
Bass Pro Shops	391
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Champs Sports	210
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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?

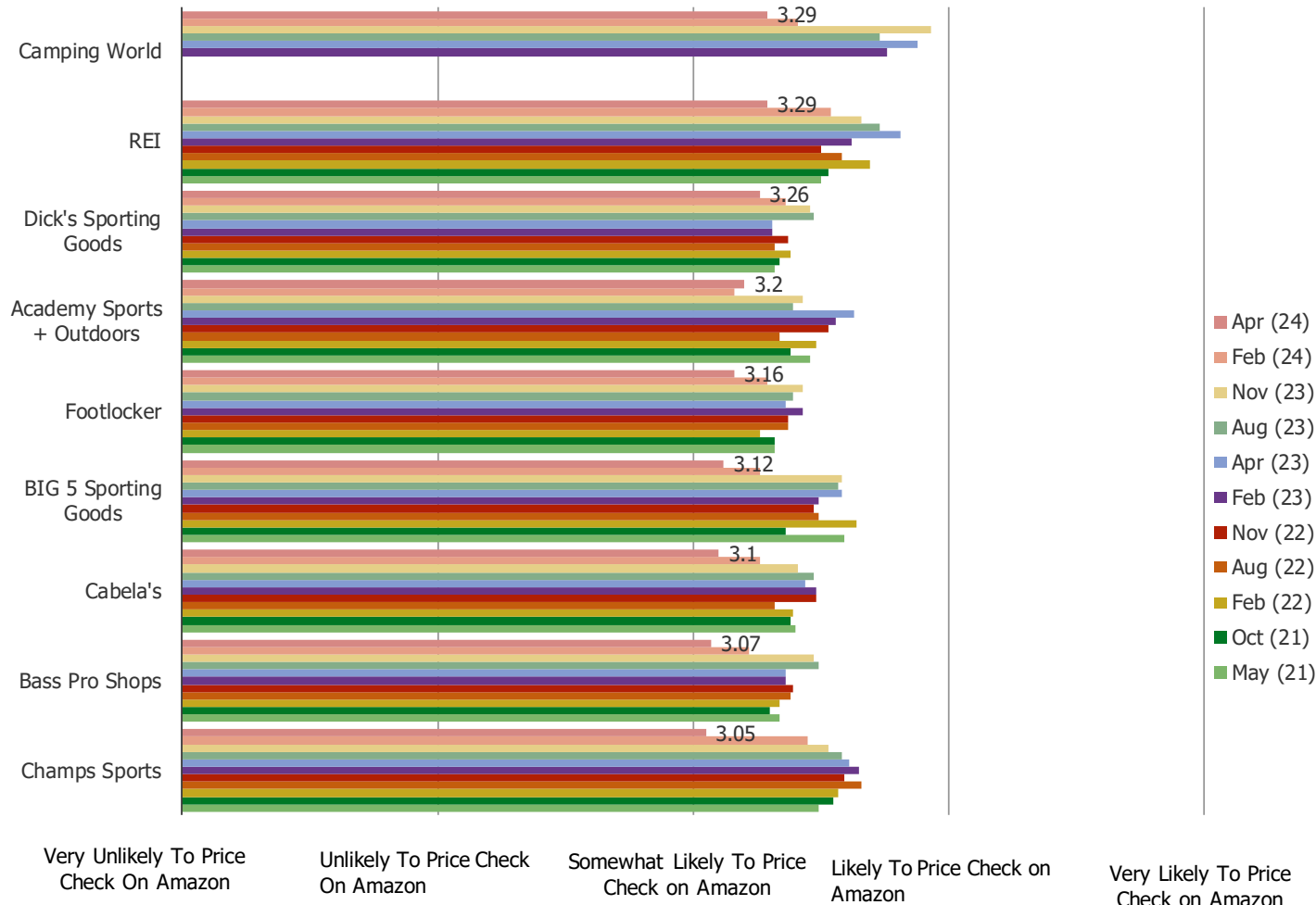
Posed to all respondents who shop the below retailers.



	N=
Dick's Sporting Goods	777
Cabela's	307
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Academy Sports + Outdoors	261
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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?

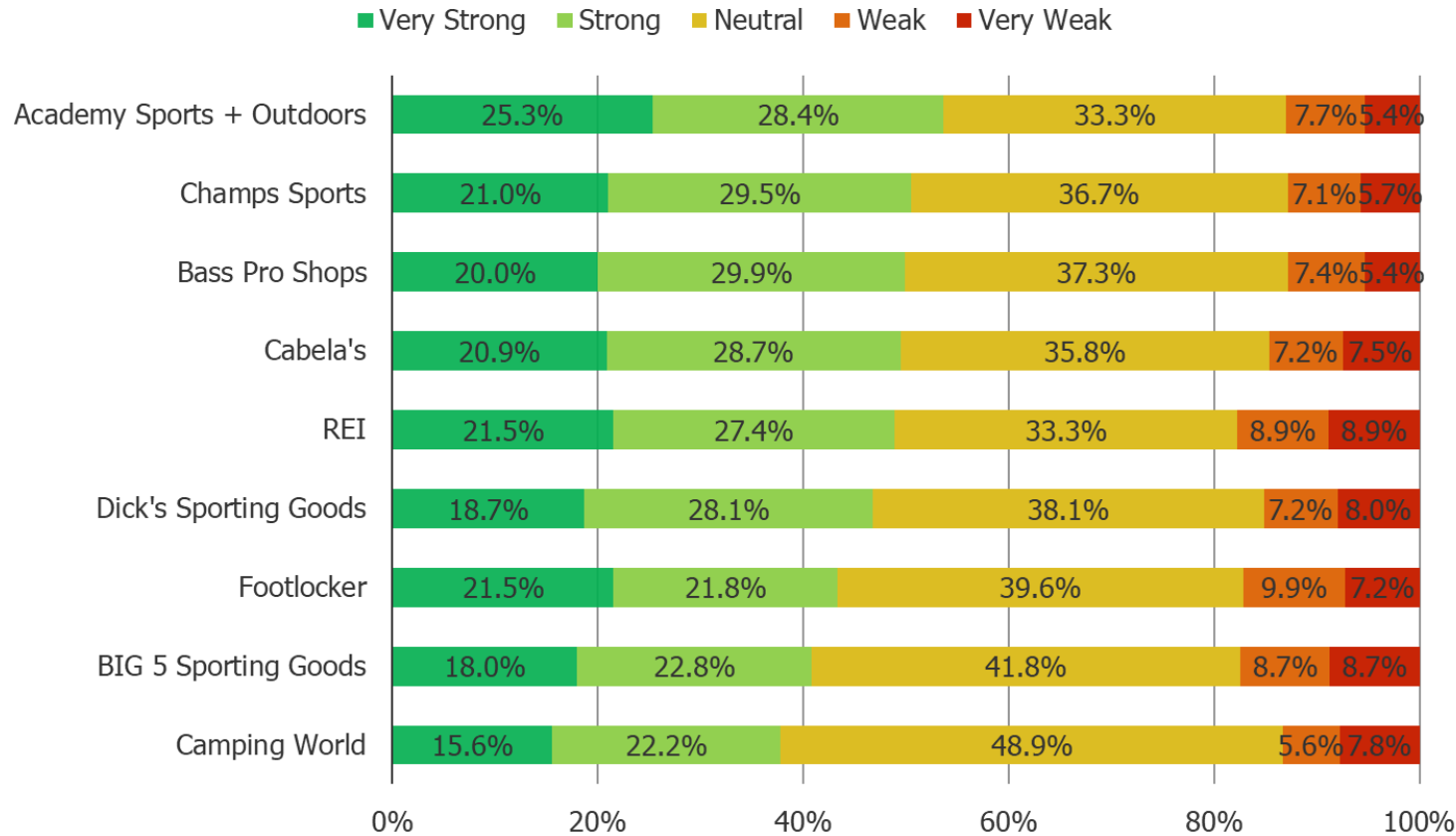
Posed to all respondents who have shopped the below.



	N=
Dick's Sporting Goods	777
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Academy Sports + Outdoors	261
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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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