

Bespoke Intel

**Sporting Goods
Consumer Survey, Volume 12**

February 2025

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.

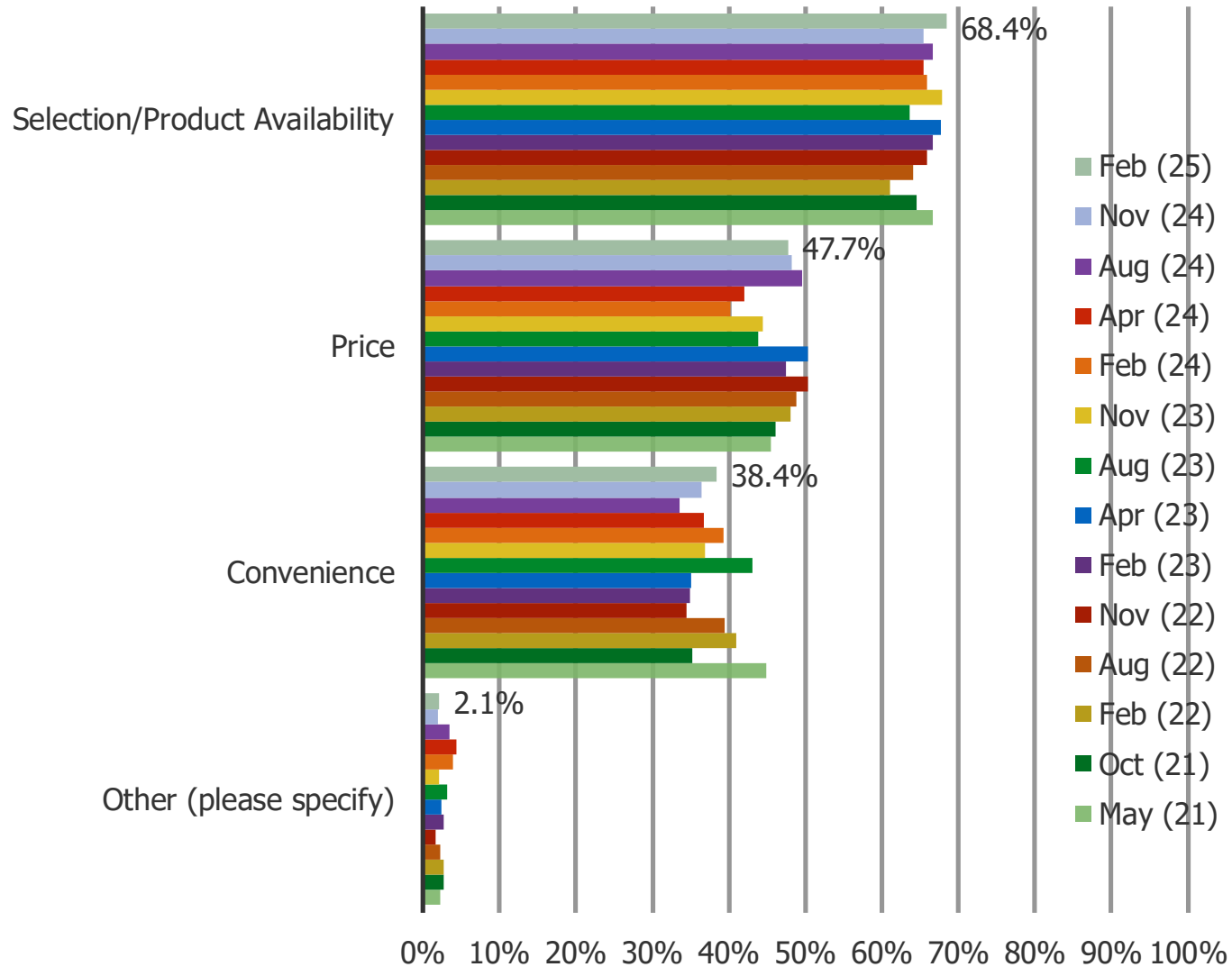
February 2025



N=750

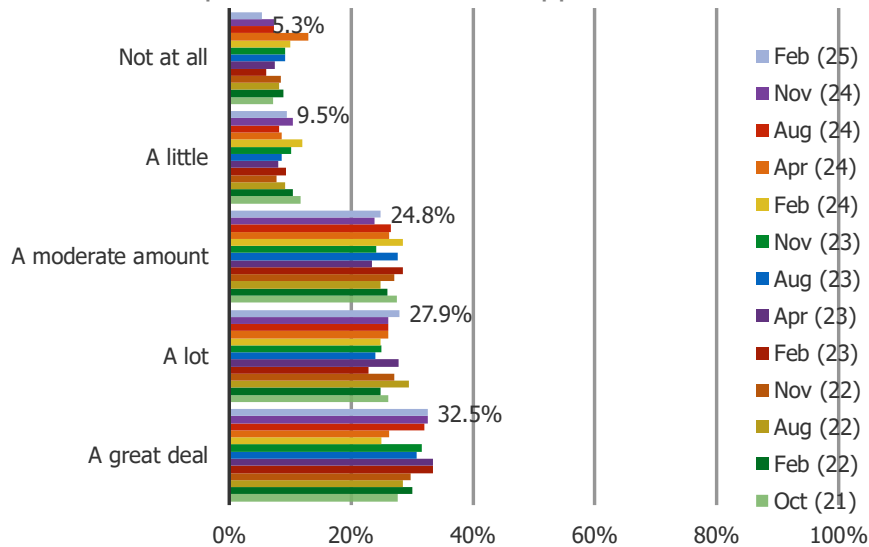
When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)

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.

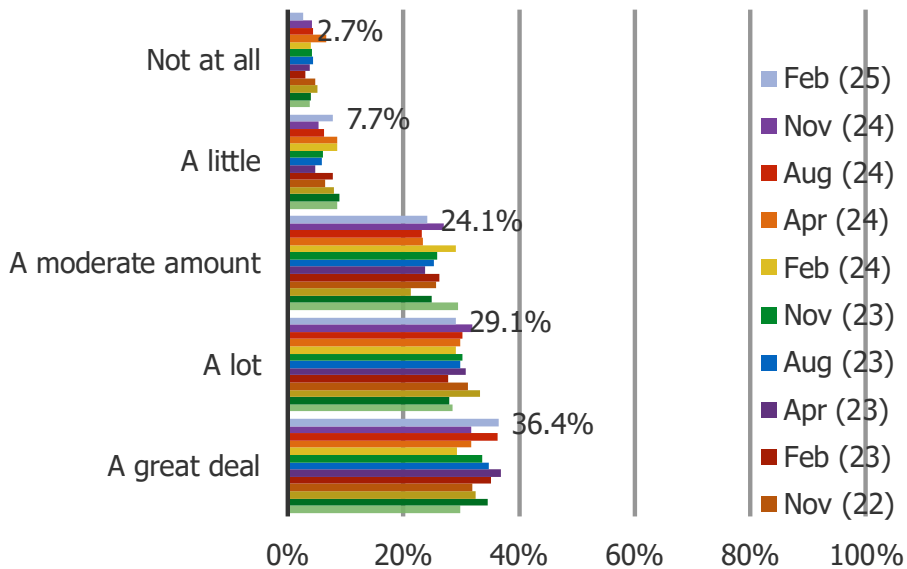


Fill-in: Which brands are important?



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.

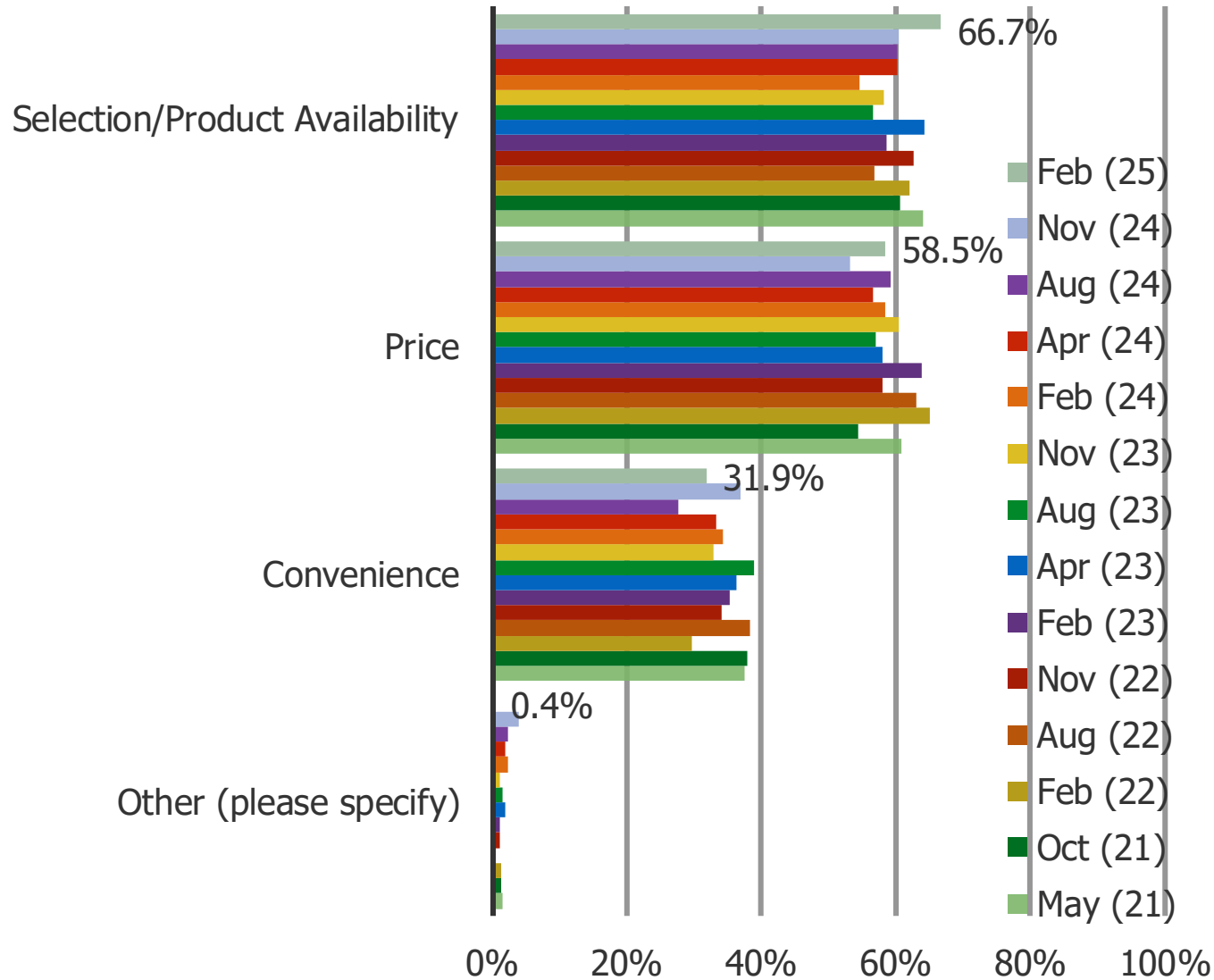


Fill-in: Which products are important?



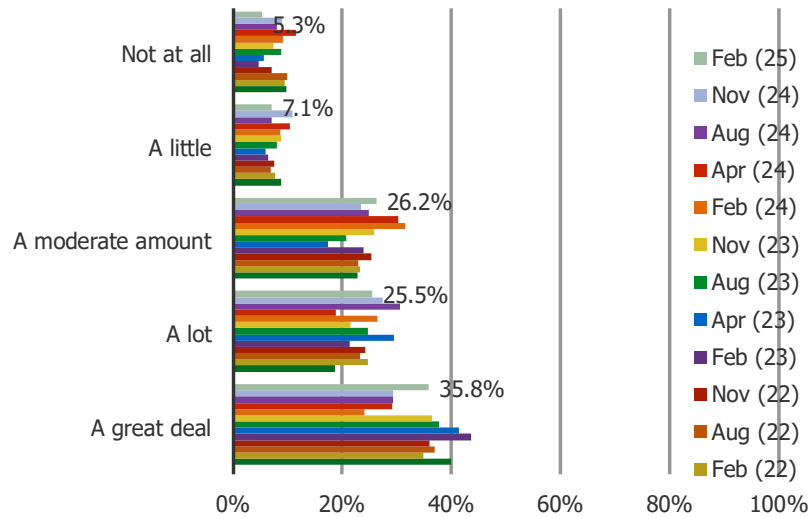
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?
(Please select 1-2 choices)**

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.

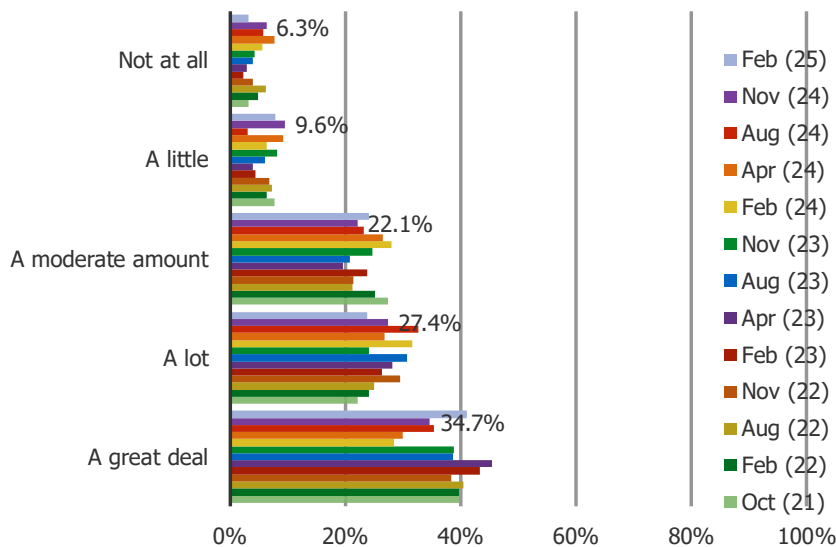


Fill-in: Which brands are important?



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?

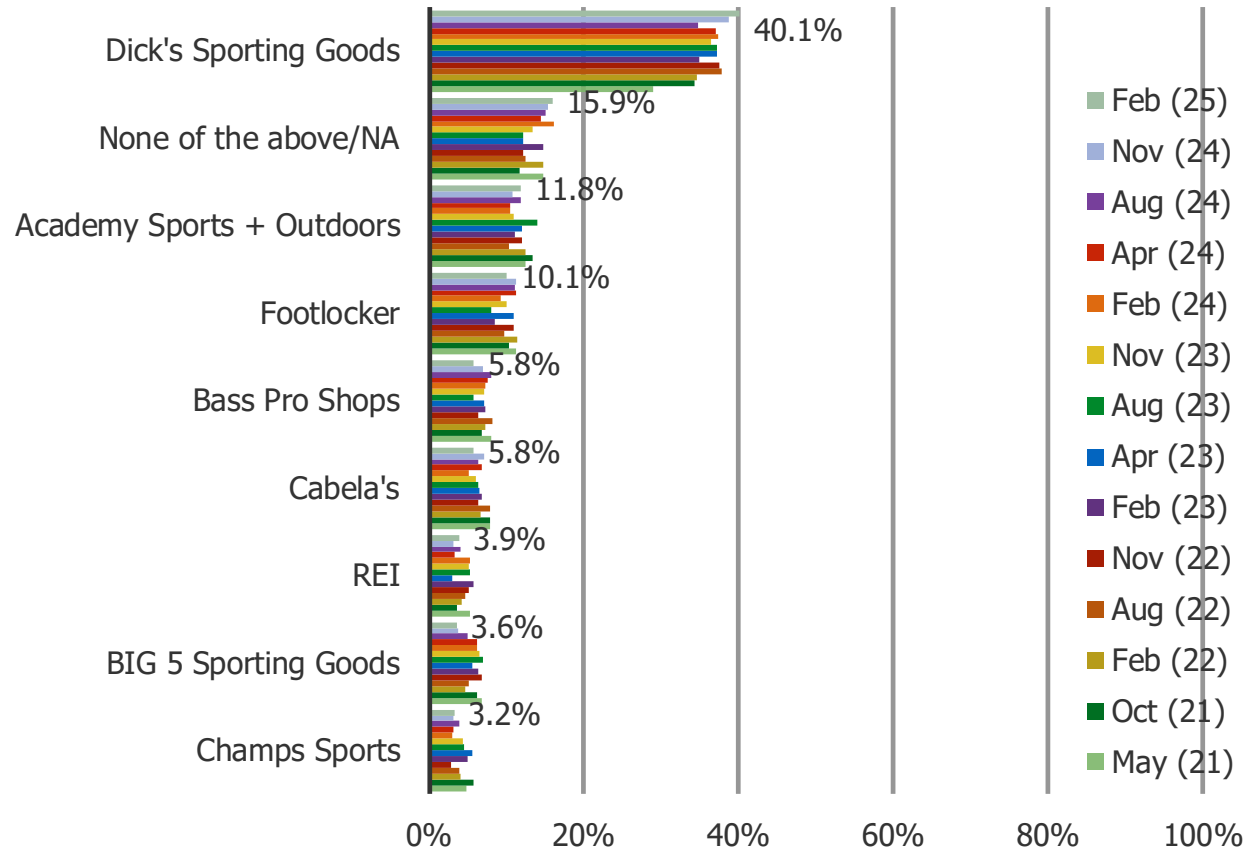
NPS

Competitive Dynamics

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?

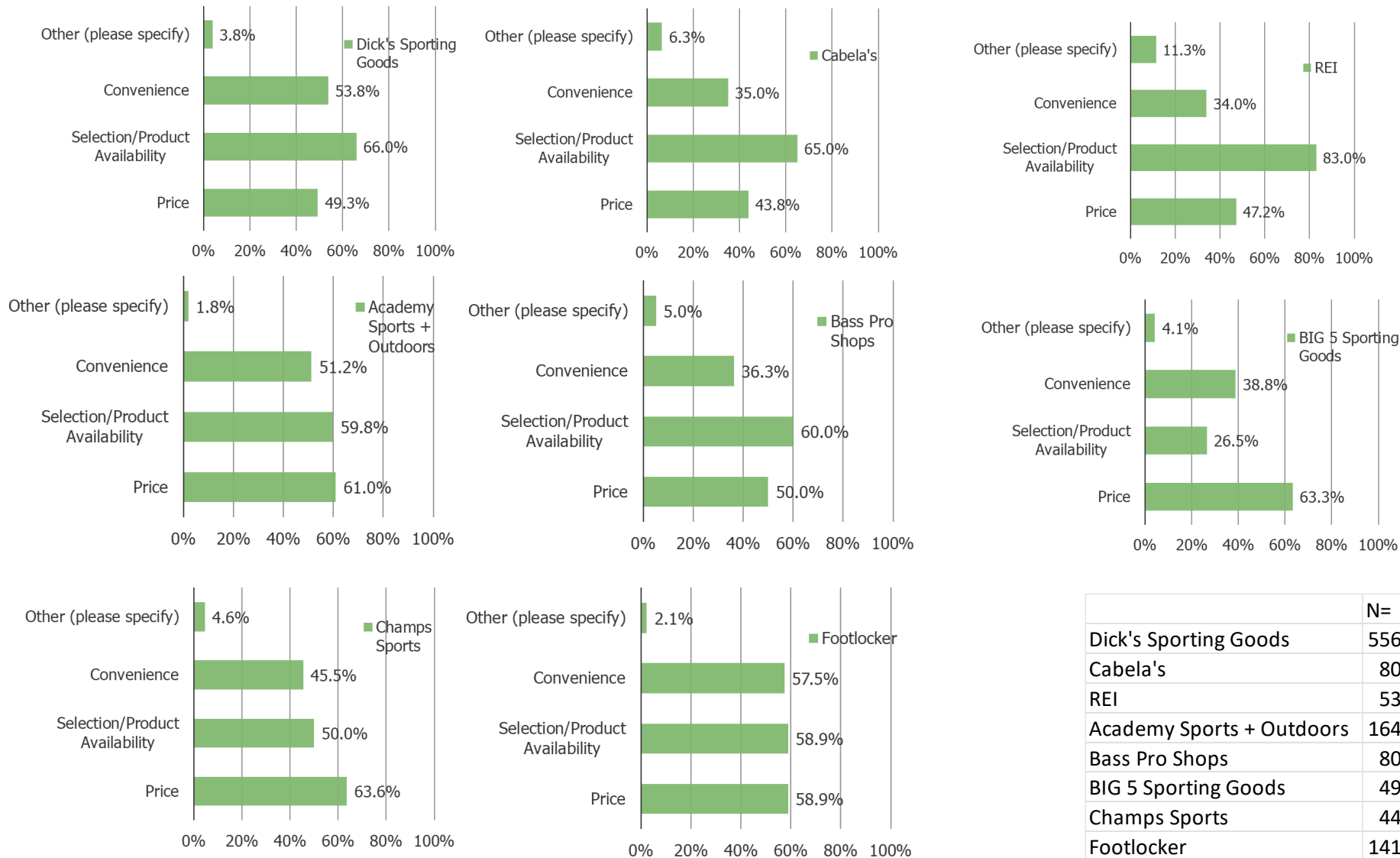
Posed to all respondents.



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

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.



Why Do Customers Choose Dick's and Academy?

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

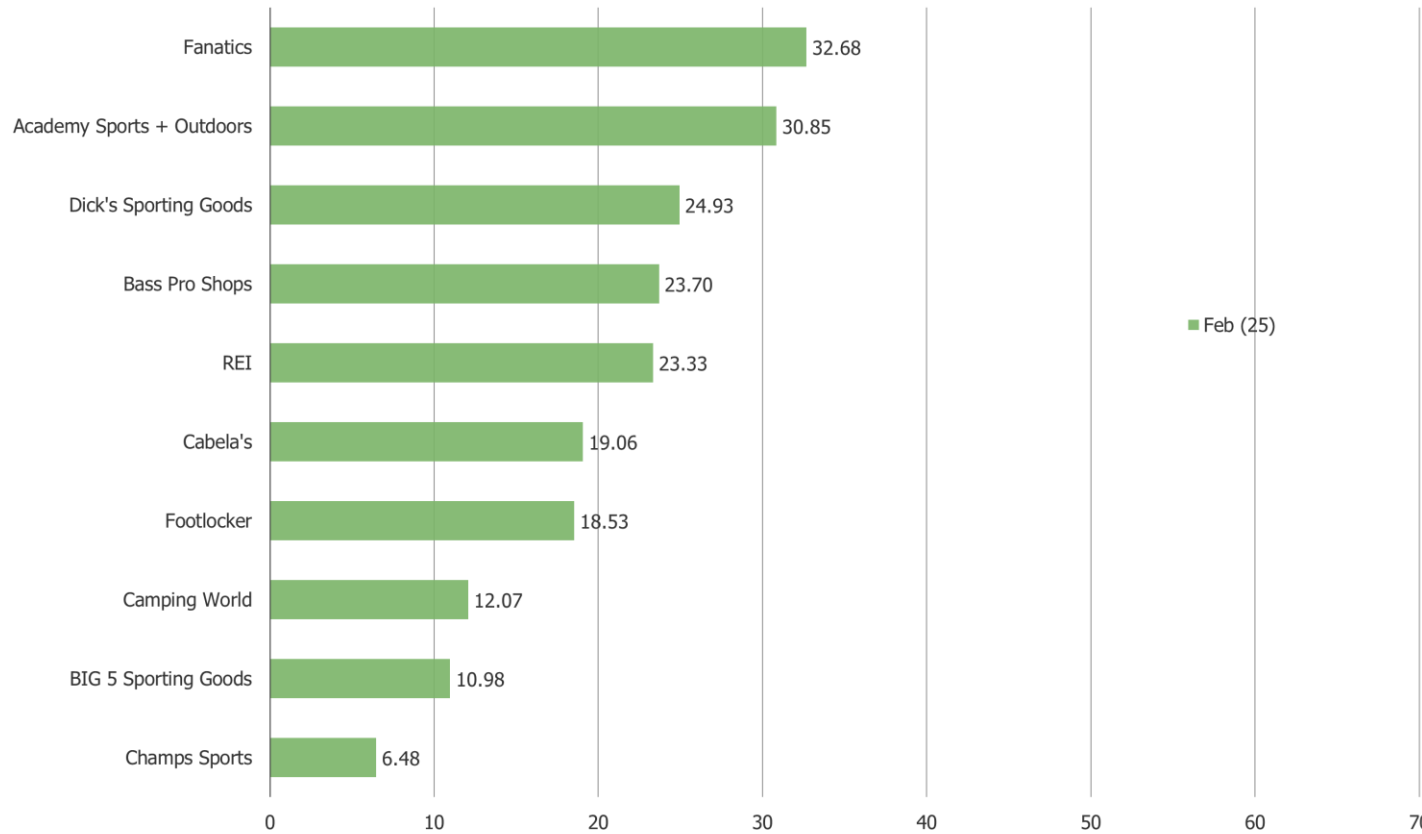
NPS

Competitive Dynamics

Sporting Goods Retail Trends

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	750
Cabela's	278
REI	180
Academy Sports + Outdoors	282
Bass Pro Shops	384
BIG 5 Sporting Goods	164
Champs Sports	247
Footlocker	572
Camping World	116
Fanatics	153

Why Do Customers Choose Dick's and Academy?

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

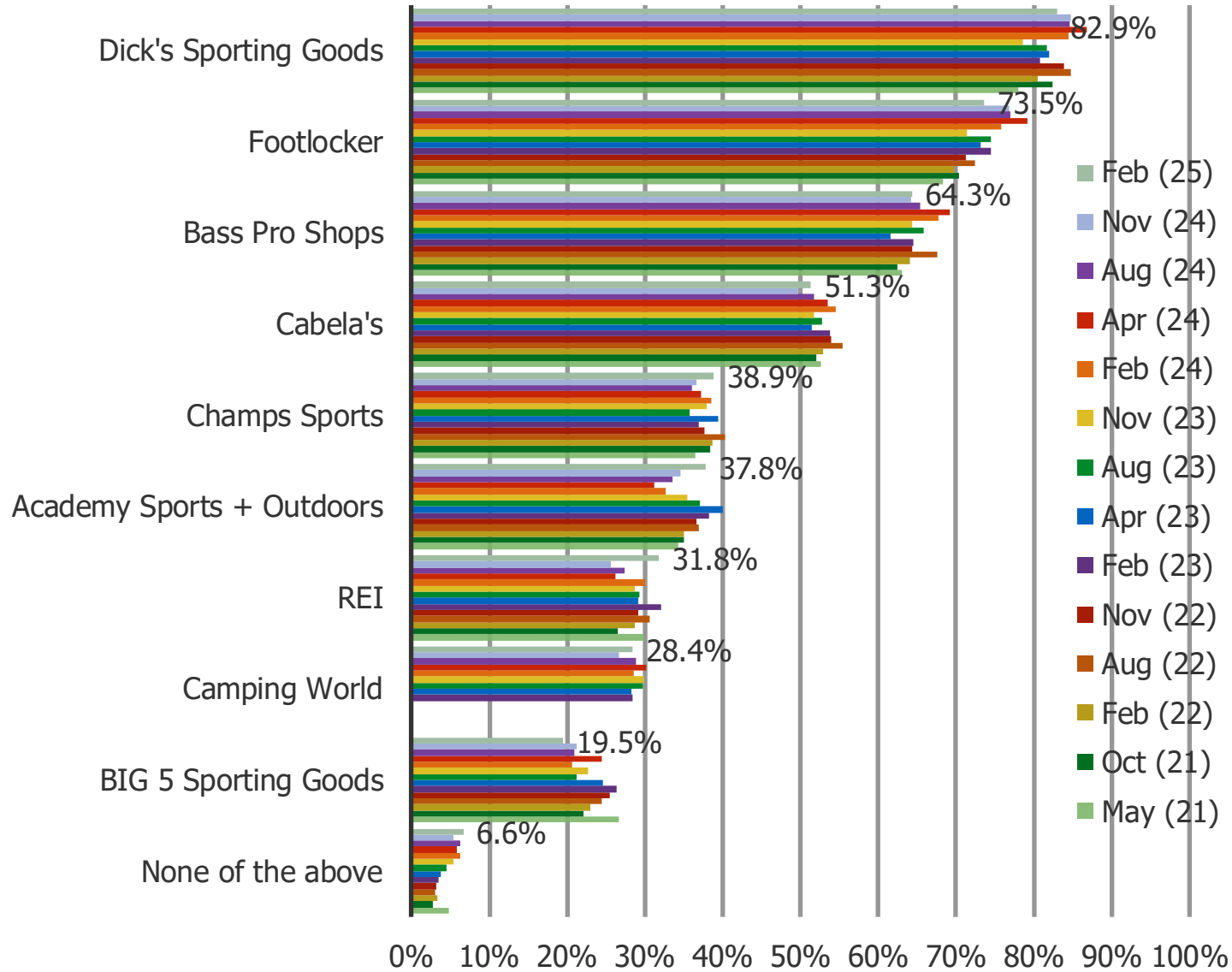
NPS

Competitive Dynamics

Sporting Goods Retail Trends

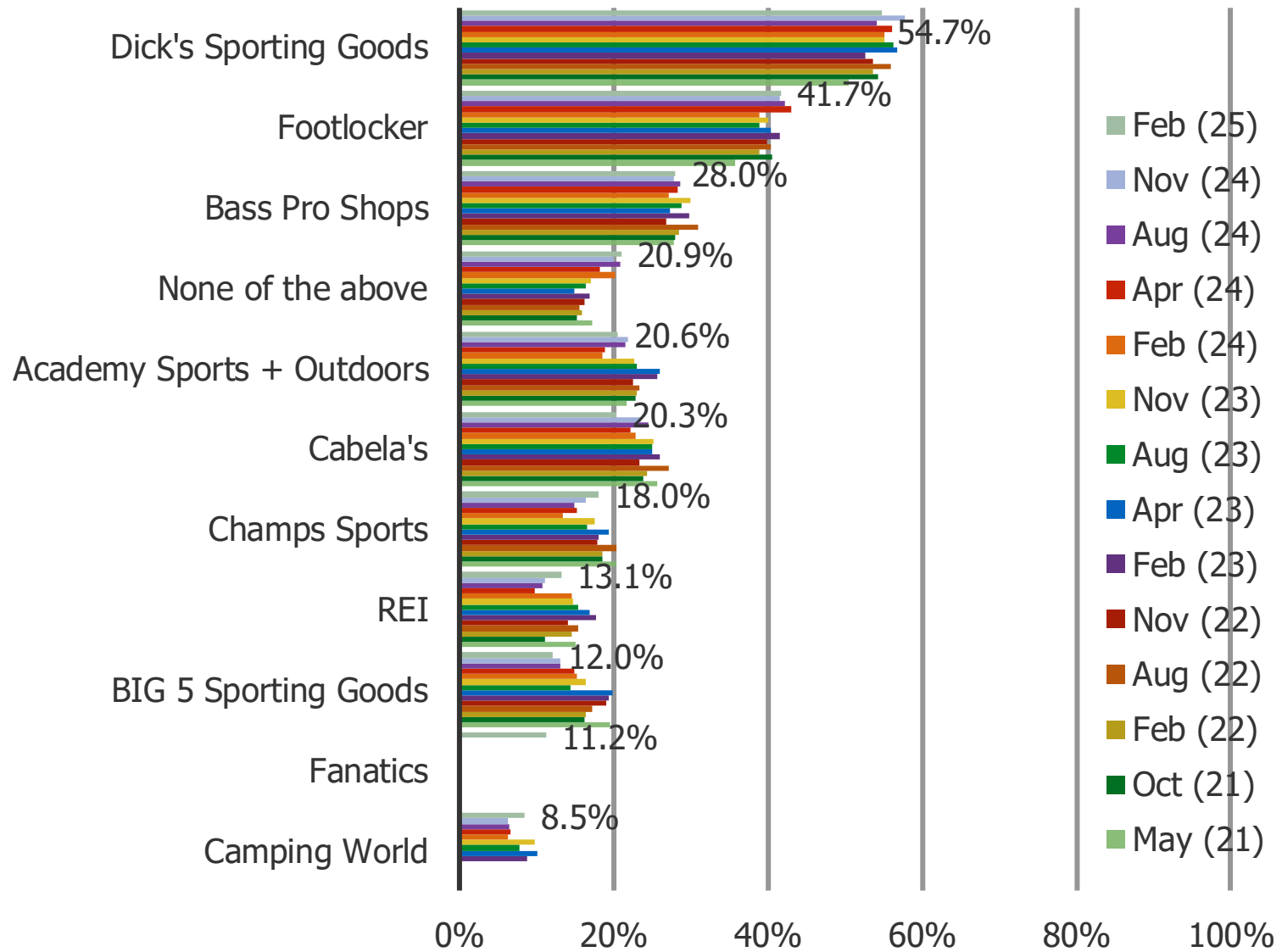
Which of the following retailers, if any, have you heard of?

Posed to all respondents.



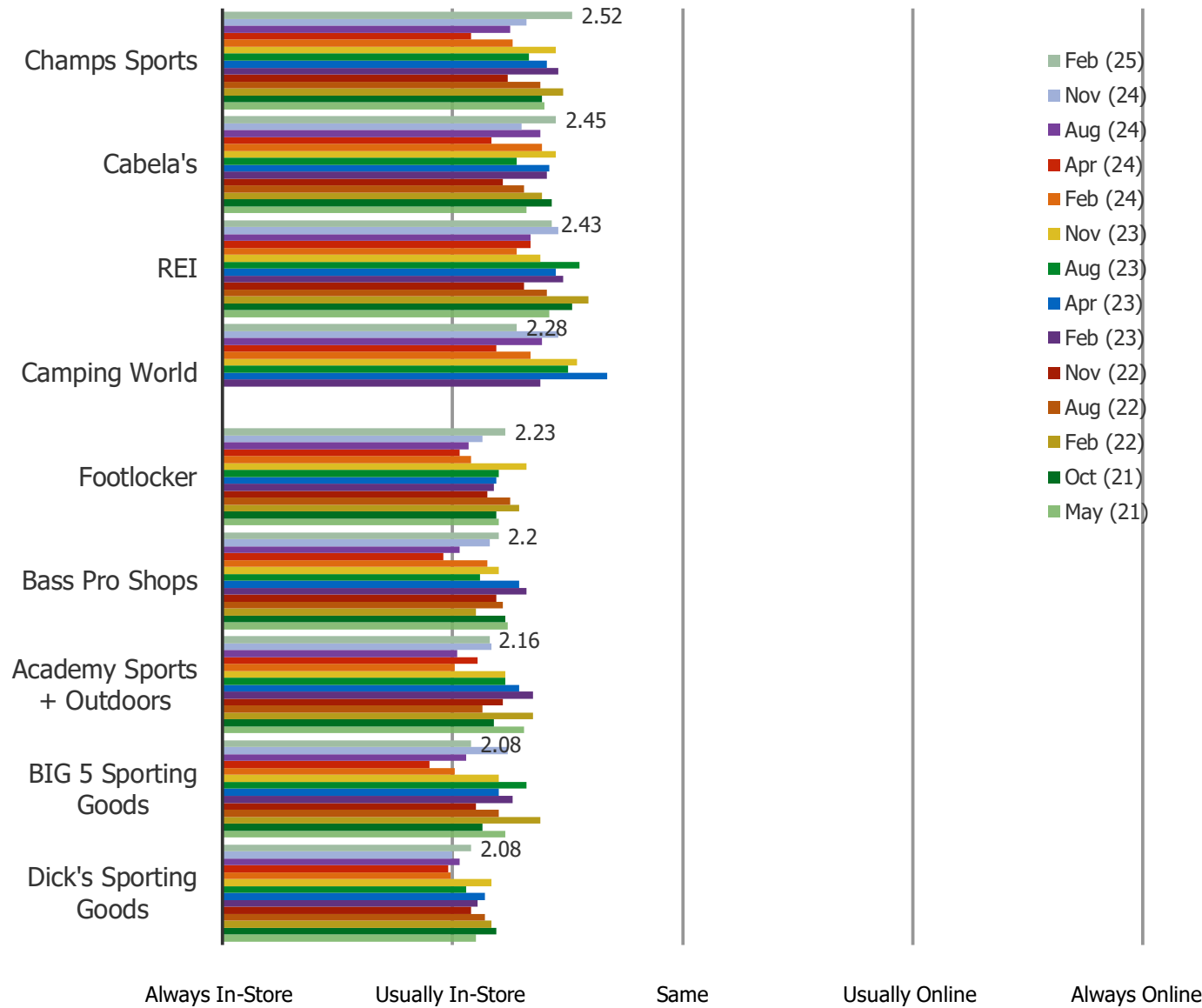
Have you ever purchased anything form the following retailers?

Posed to all respondents.



How do you prefer to shop the following?

Posed to all respondents who have shopped the below.

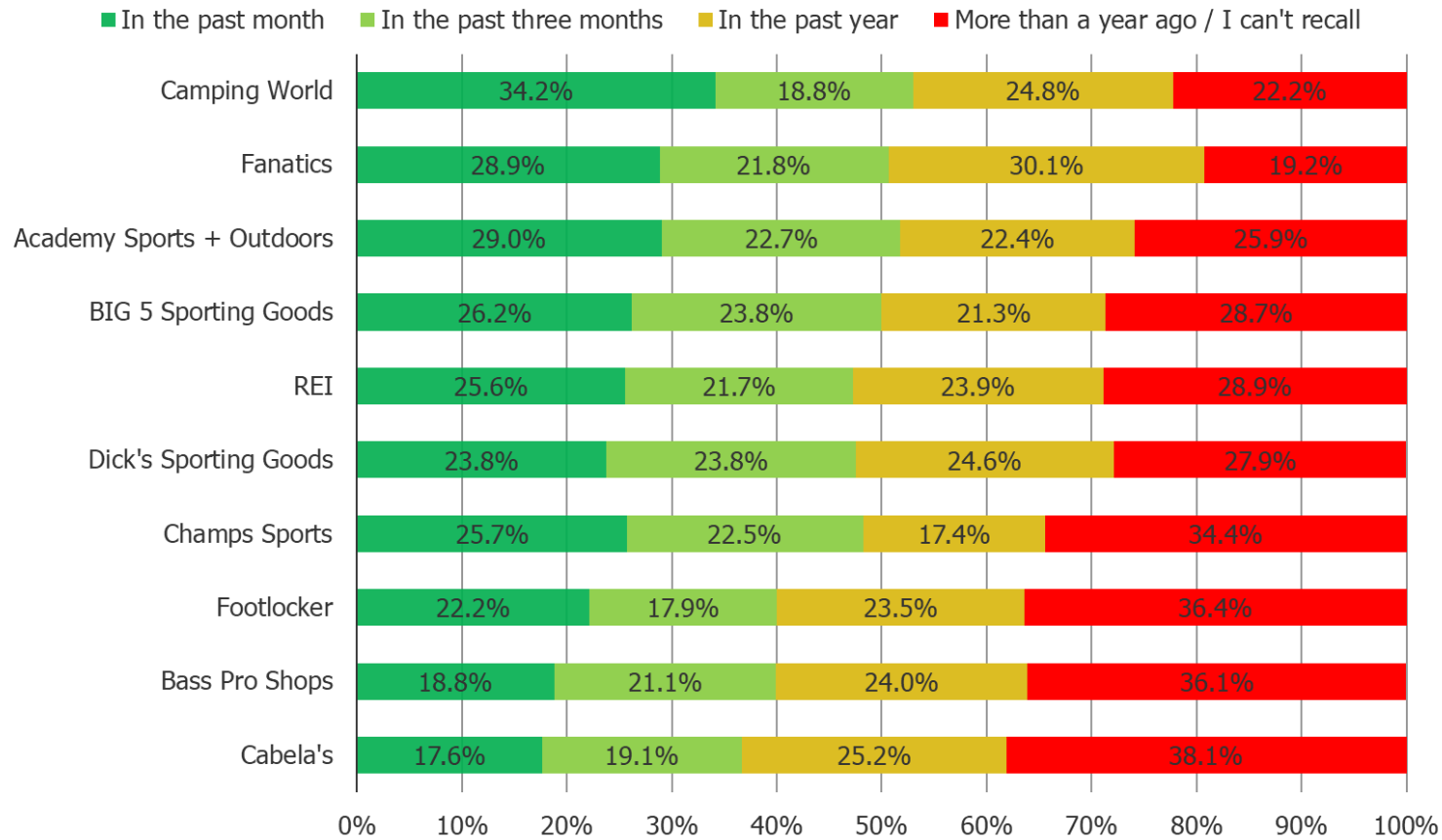


	N=
Dick's Sporting Goods	750
Cabela's	278
REI	180
Academy Sports + Outdoors	282
Bass Pro Shops	384
BIG 5 Sporting Goods	164
Champs Sports	247
Footlocker	572
Camping World	116
Fanatics	153

When did you most recently purchase something from the following?

Posed to all respondents who have purchased from the below.

February 2025

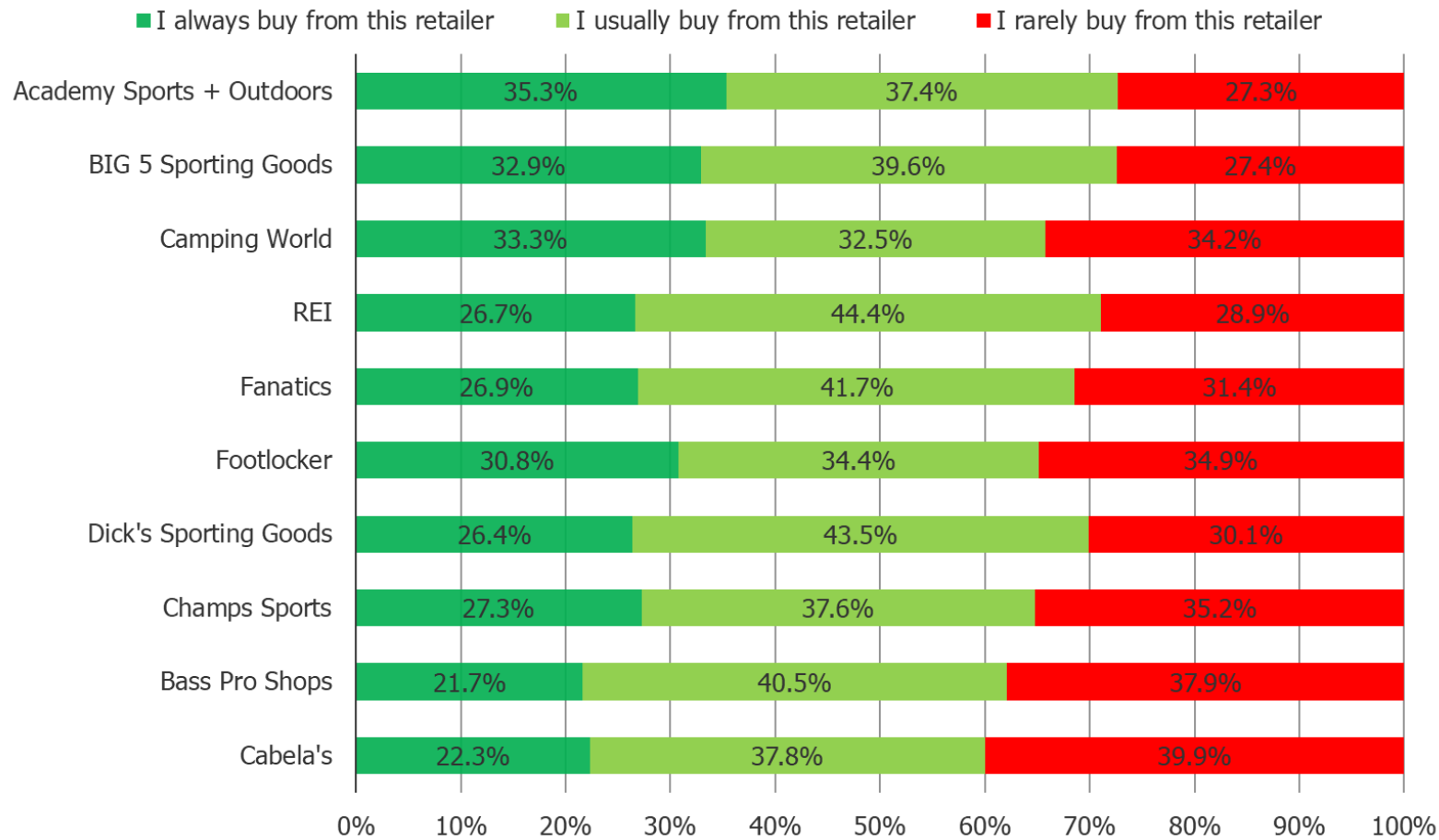


	N=
Camping World	116
Fanatics	153
Academy Sports + Outdoors	282
BIG 5 Sporting Goods	164
REI	180
Dick's Sporting Goods	750
Champs Sports	247
Footlocker	572
Bass Pro Shops	384
Cabela's	278

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.

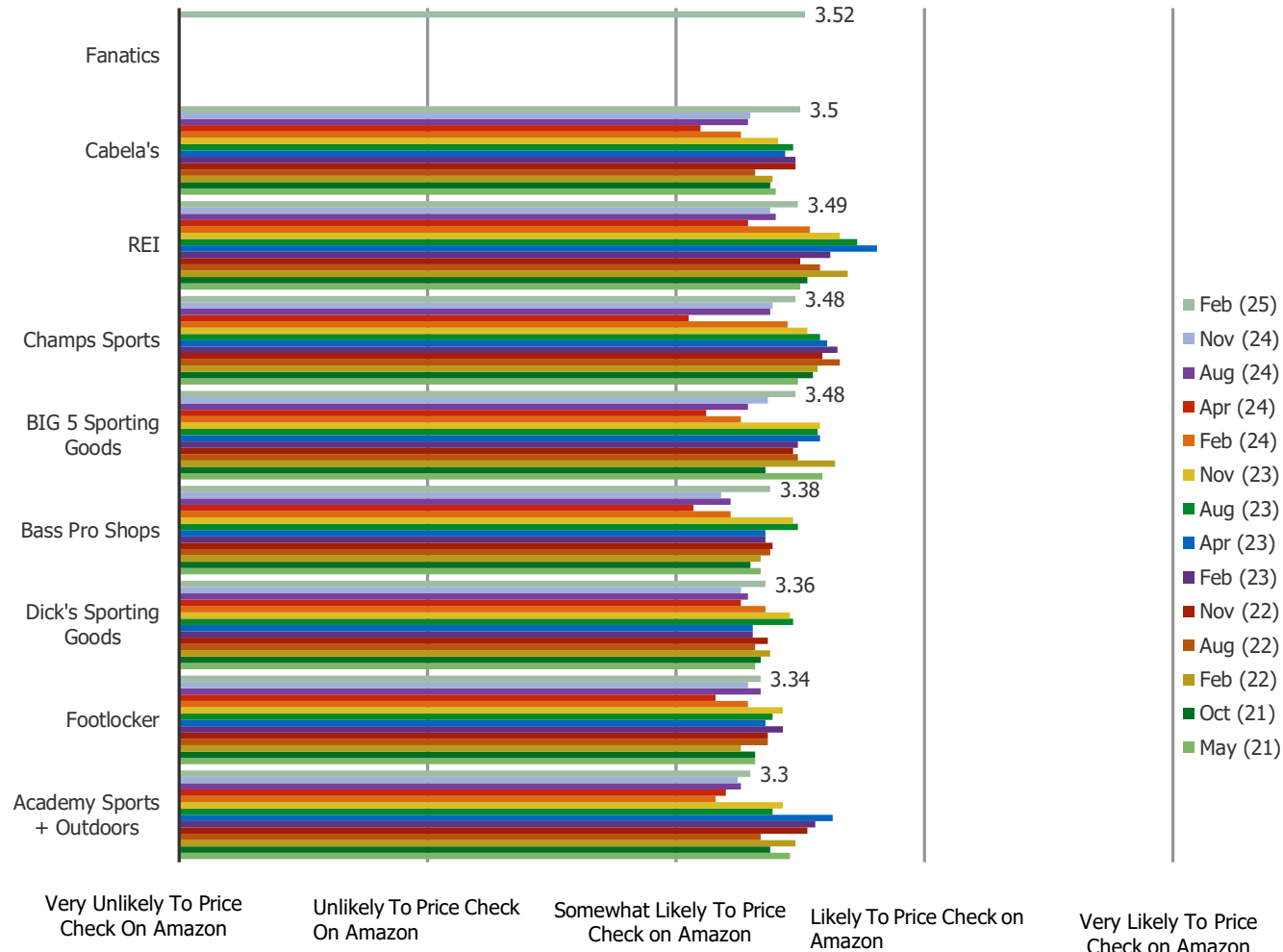
February 2025



	N=
Academy Sports + Outdoors	282
BIG 5 Sporting Goods	164
Camping World	116
REI	180
Dick's Sporting Goods	750
Footlocker	572
Fanatics	153
Champs Sports	247
Bass Pro Shops	384
Cabela's	278

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.



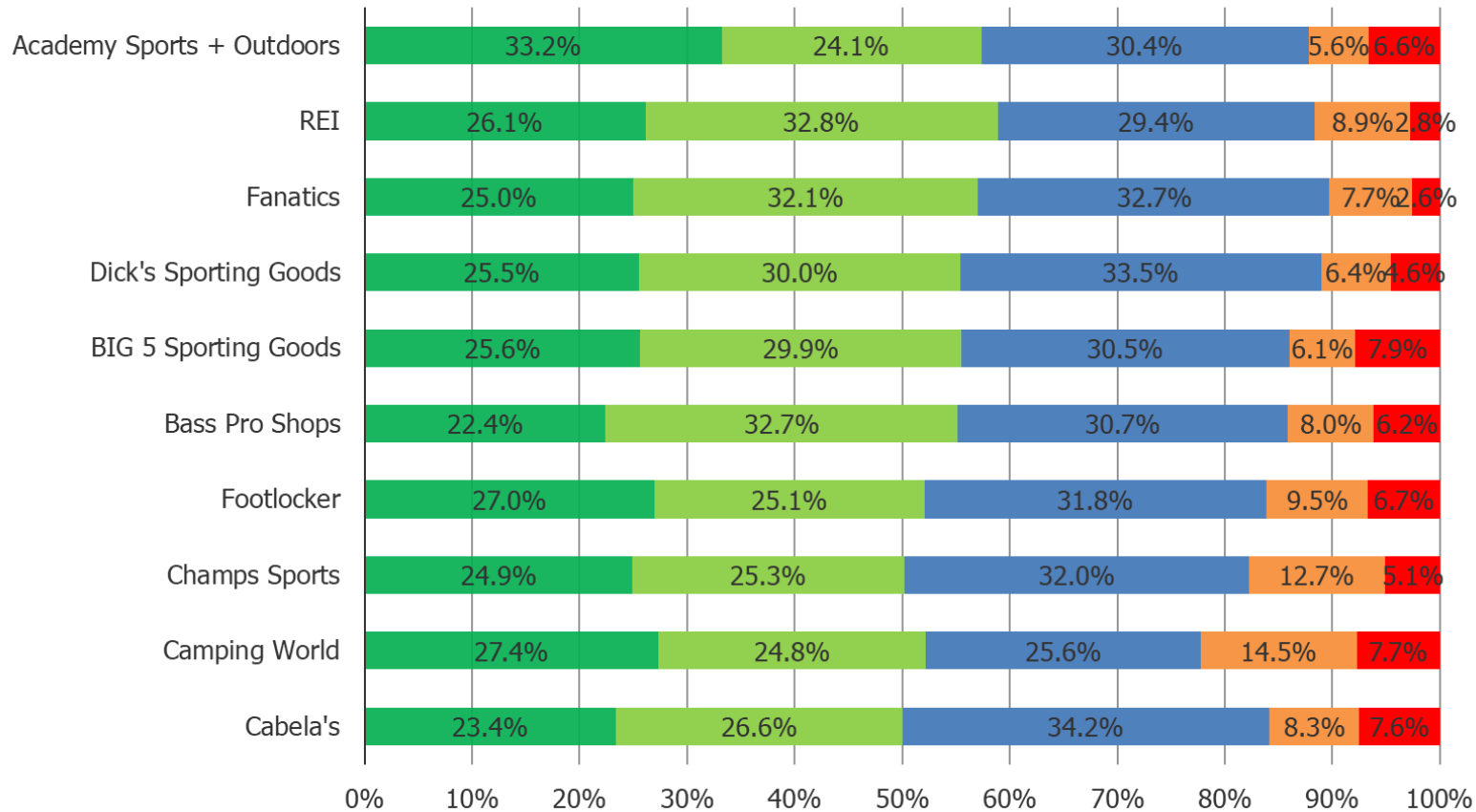
	N=
Dick's Sporting Goods	750
Cabela's	278
REI	180
Academy Sports + Outdoors	282
Bass Pro Shops	384
BIG 5 Sporting Goods	164
Champs Sports	247
Footlocker	572
Camping World	116
Fanatics	153

Please rate the strength of your relationship with the following:

Posed to all respondents who have shopped the below.

February 2025

Very Strong Strong Neutral Weak Very Weak



	N=
Academy Sports + Outdoors	282
REI	180
Fanatics	153
Dick's Sporting Goods	750
BIG 5 Sporting Goods	164
Bass Pro Shops	384
Footlocker	572
Champs Sports	247
Cabela's	278
Camping World	116