

**Bespoke Intel**

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**Sporting Goods  
Consumer Survey, Volume 14**

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**August 2025**

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## **Why Do Customers Choose Dick's and Academy?**

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

**NPS**

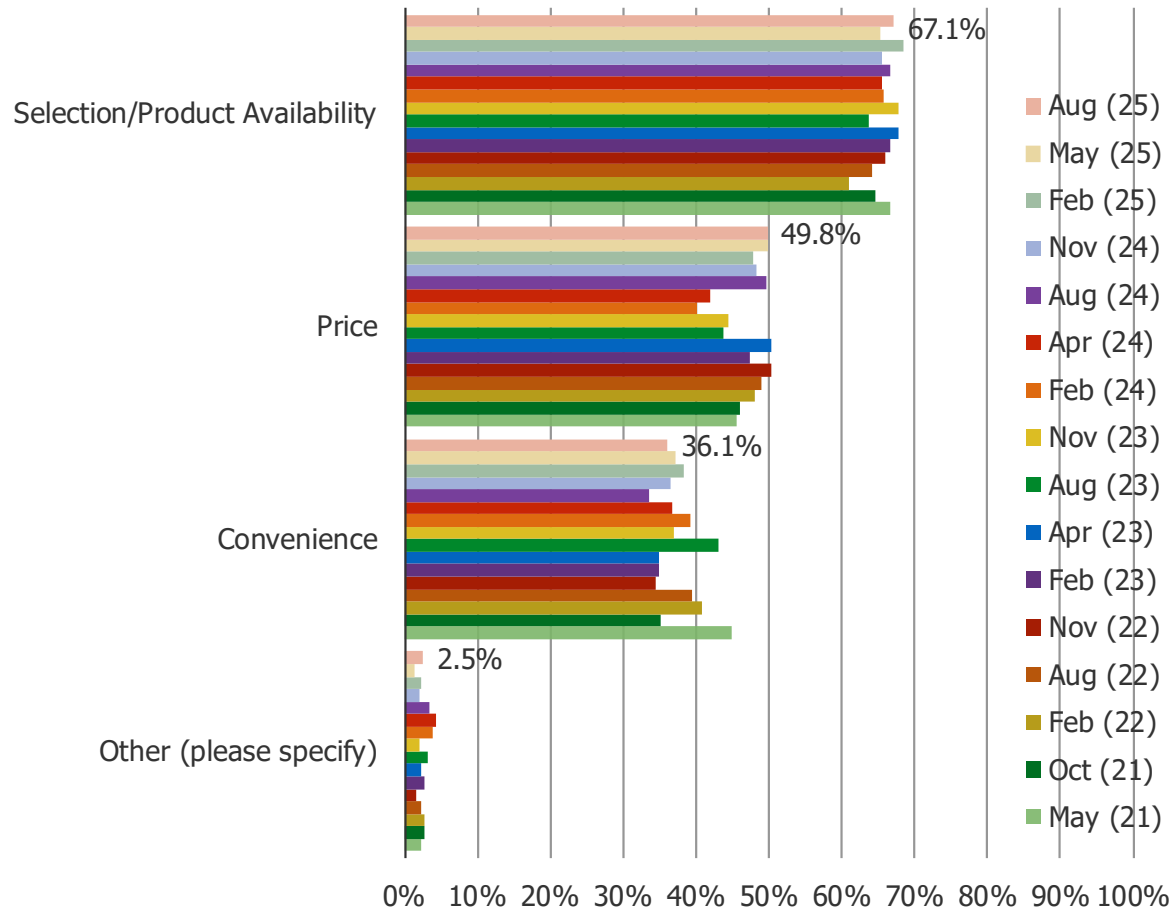
**Competitive Dynamics**

**Sporting Goods Retail Trends**



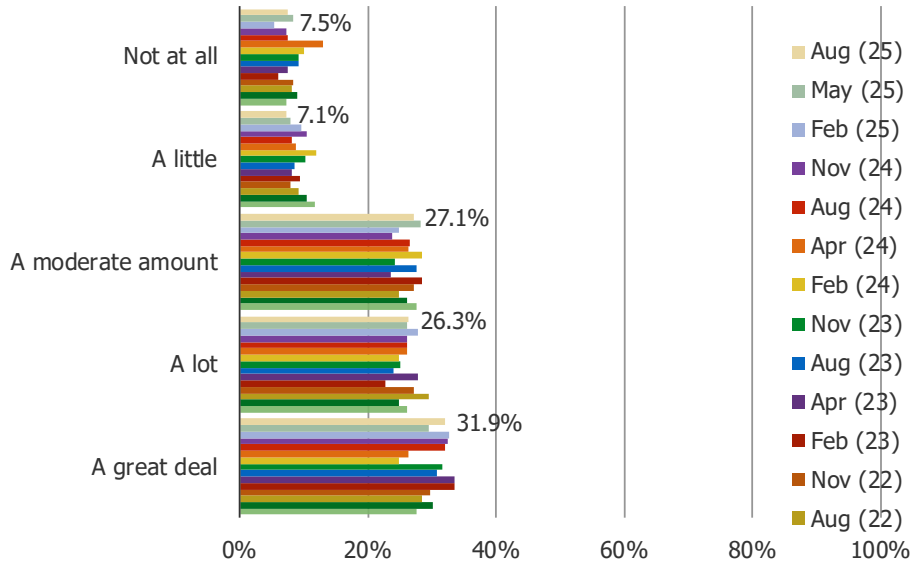
**When you shop Dick's sporting goods, which typically describes why you chose Dick's? (Please select 1-2 choices)**

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.

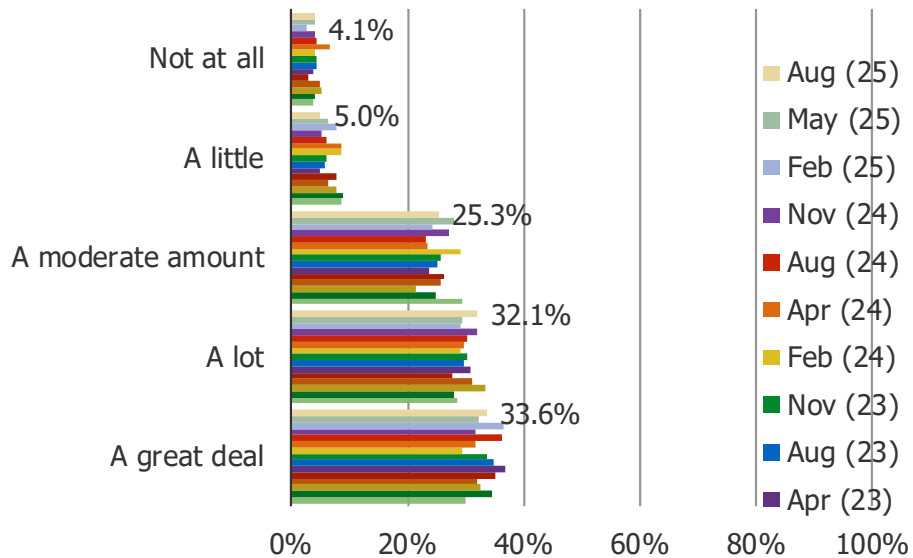


Fill-in: Which brands are important?



## 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.



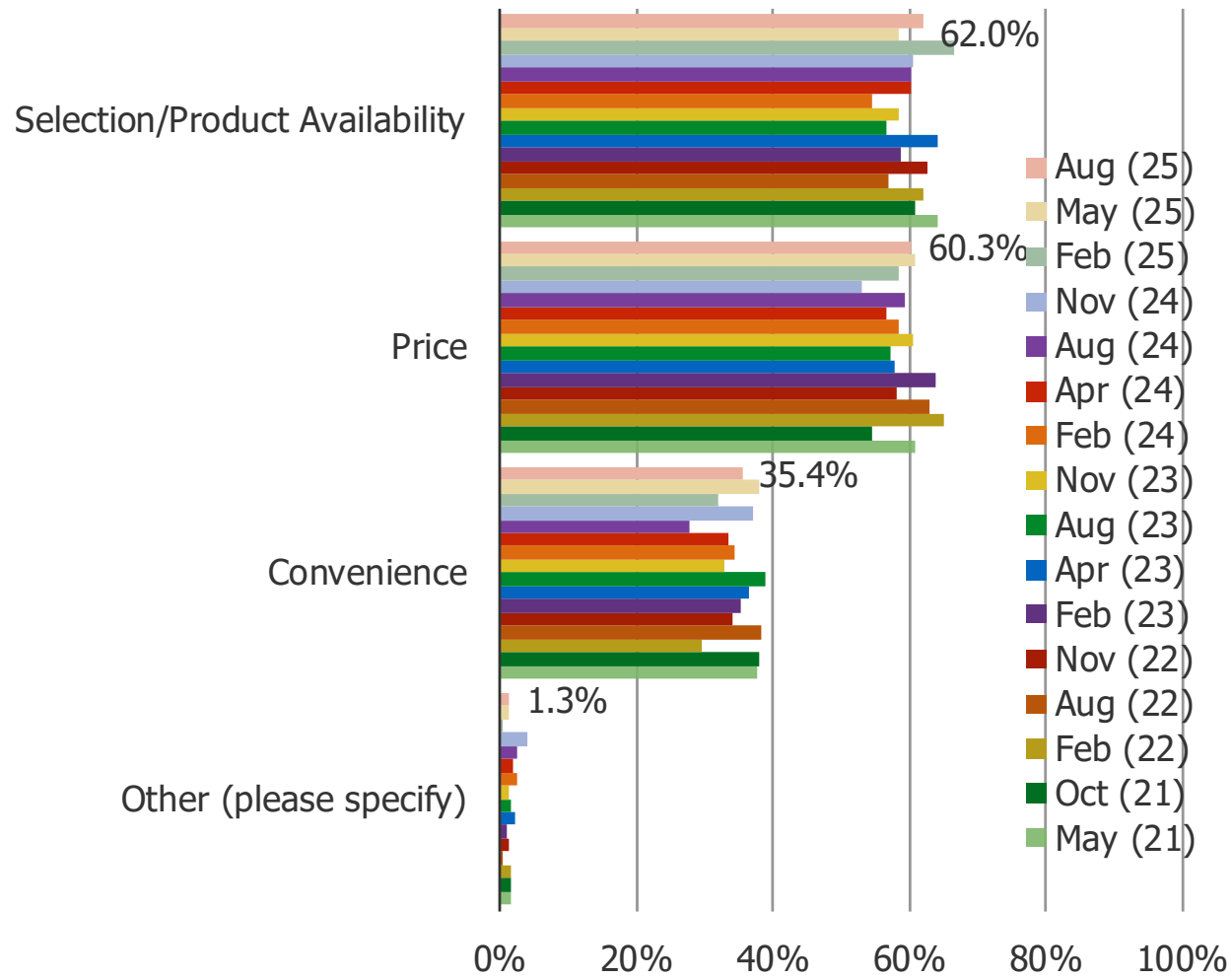
Fill-in: Which products are important?





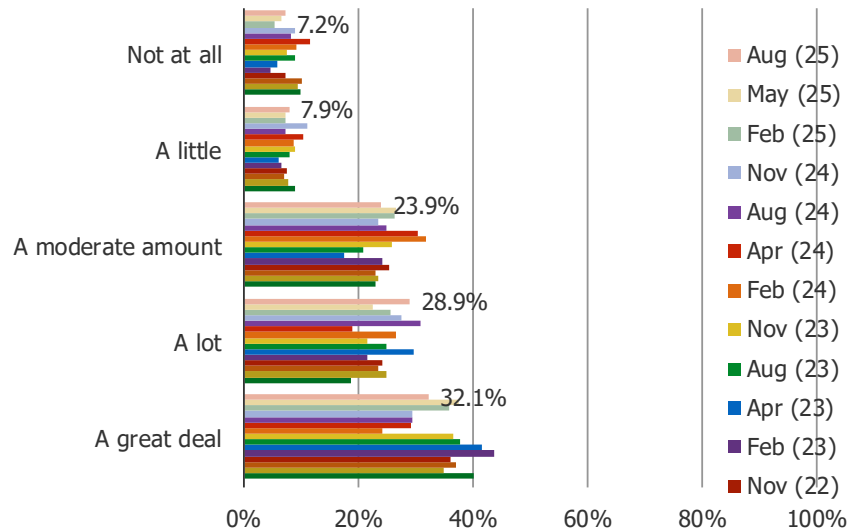
**When you shop Academy Sports and Outdoors, which typically describes why you chose Academy?  
(Please select 1-2 choices)**

Posed to all respondents who have shopped Academy.

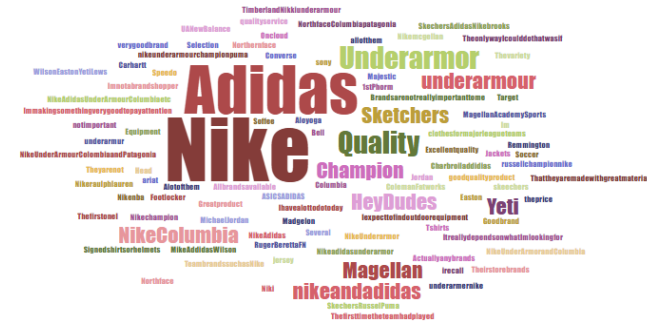


## How much of a role do the brands available at Academy play in your decision to shop at Academy?

Posed to all respondents who have shopped Academy.

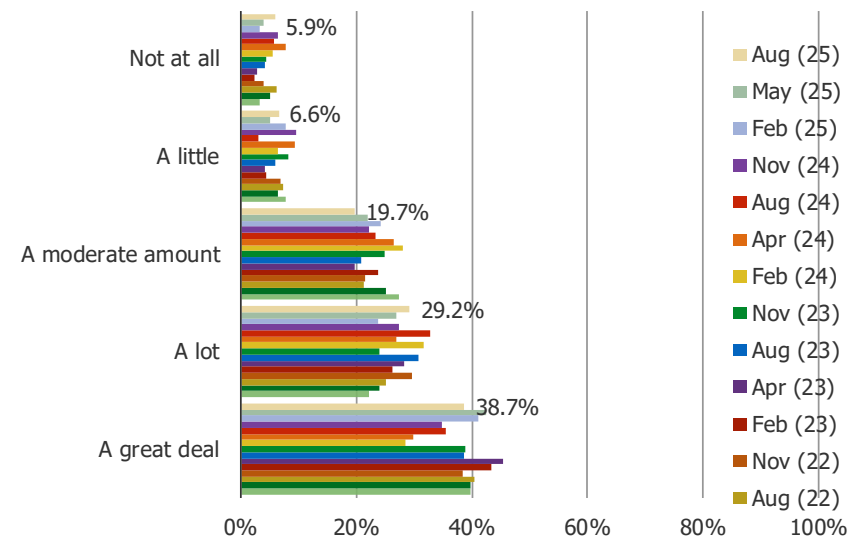


Fill-in: Which brands are important?



## 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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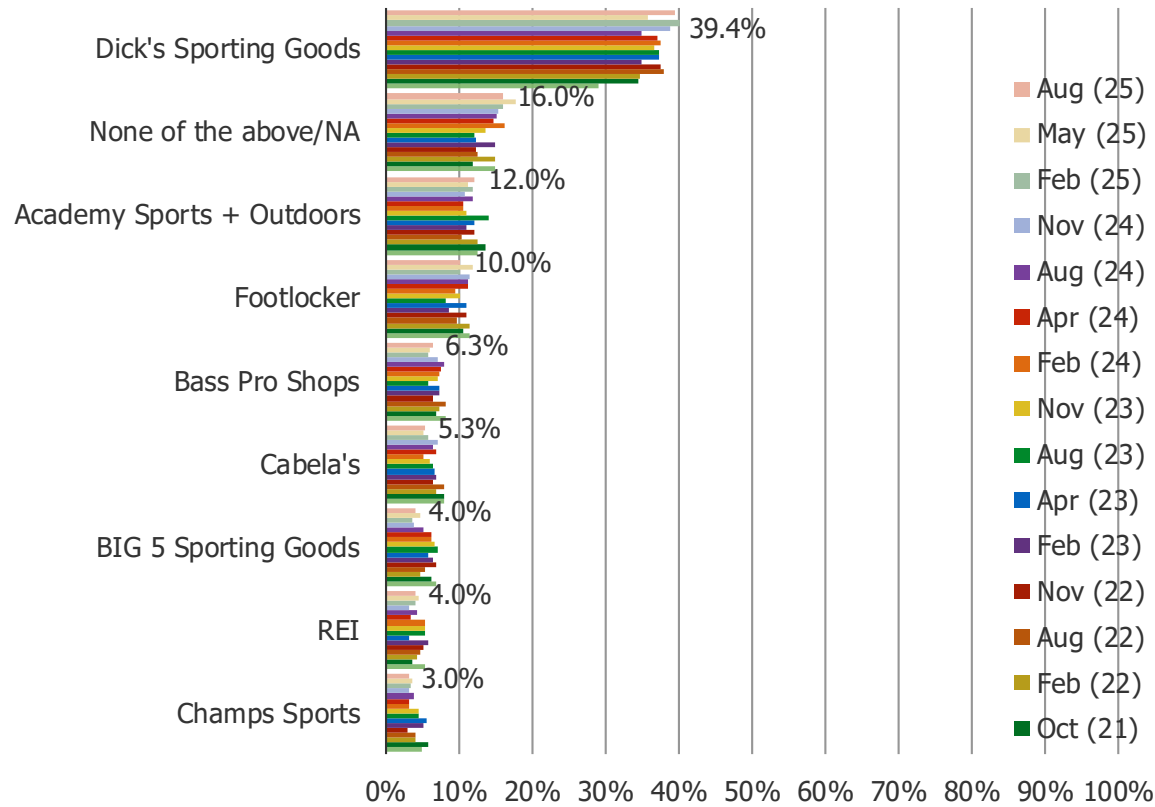
**NPS**

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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?**

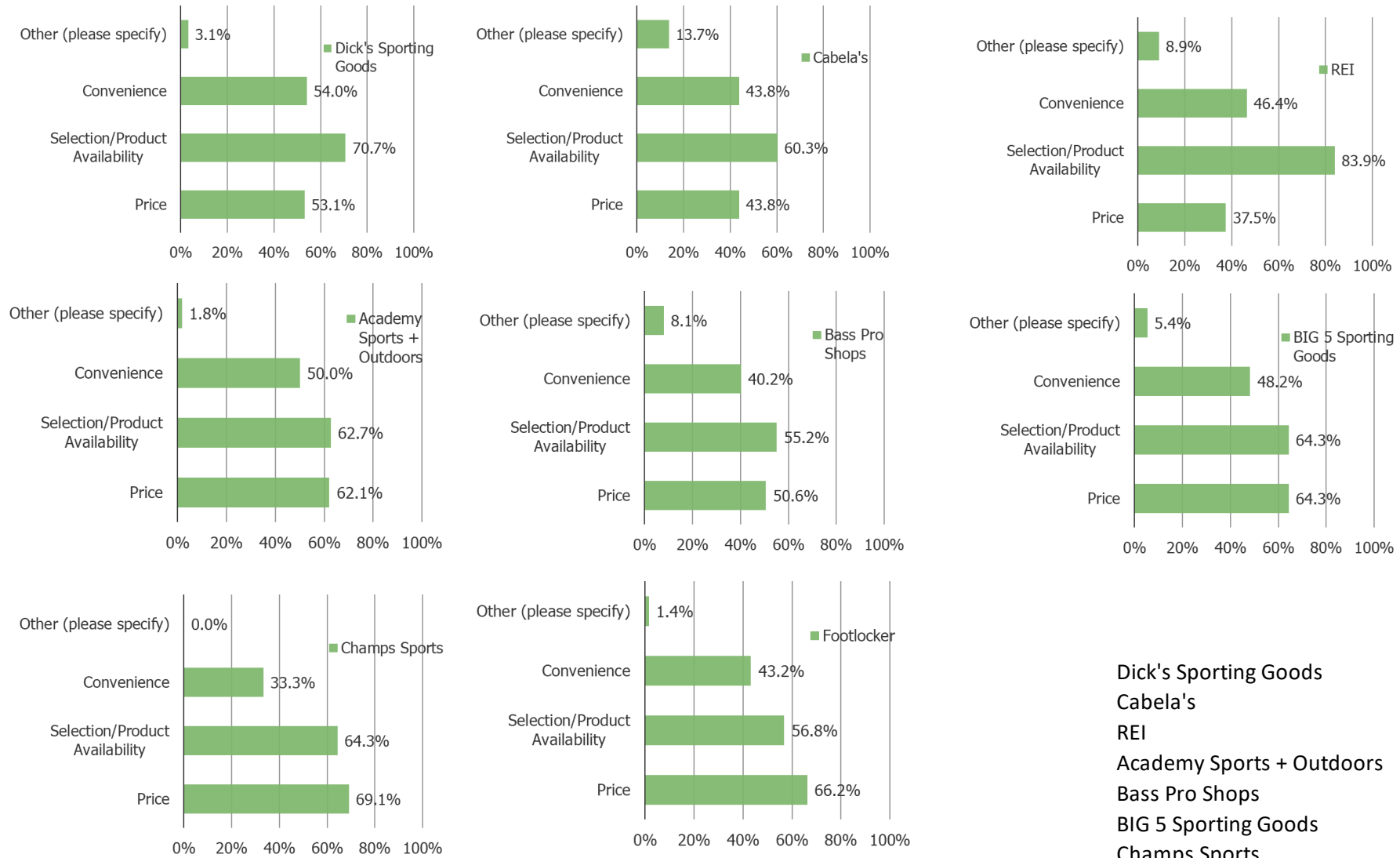
Posed to all respondents.



\* 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	546
Cabela's	73
REI	56
Academy Sports + Outdoors	166
Bass Pro Shops	87
BIG 5 Sporting Goods	56
Champs Sports	42
Footlocker	139

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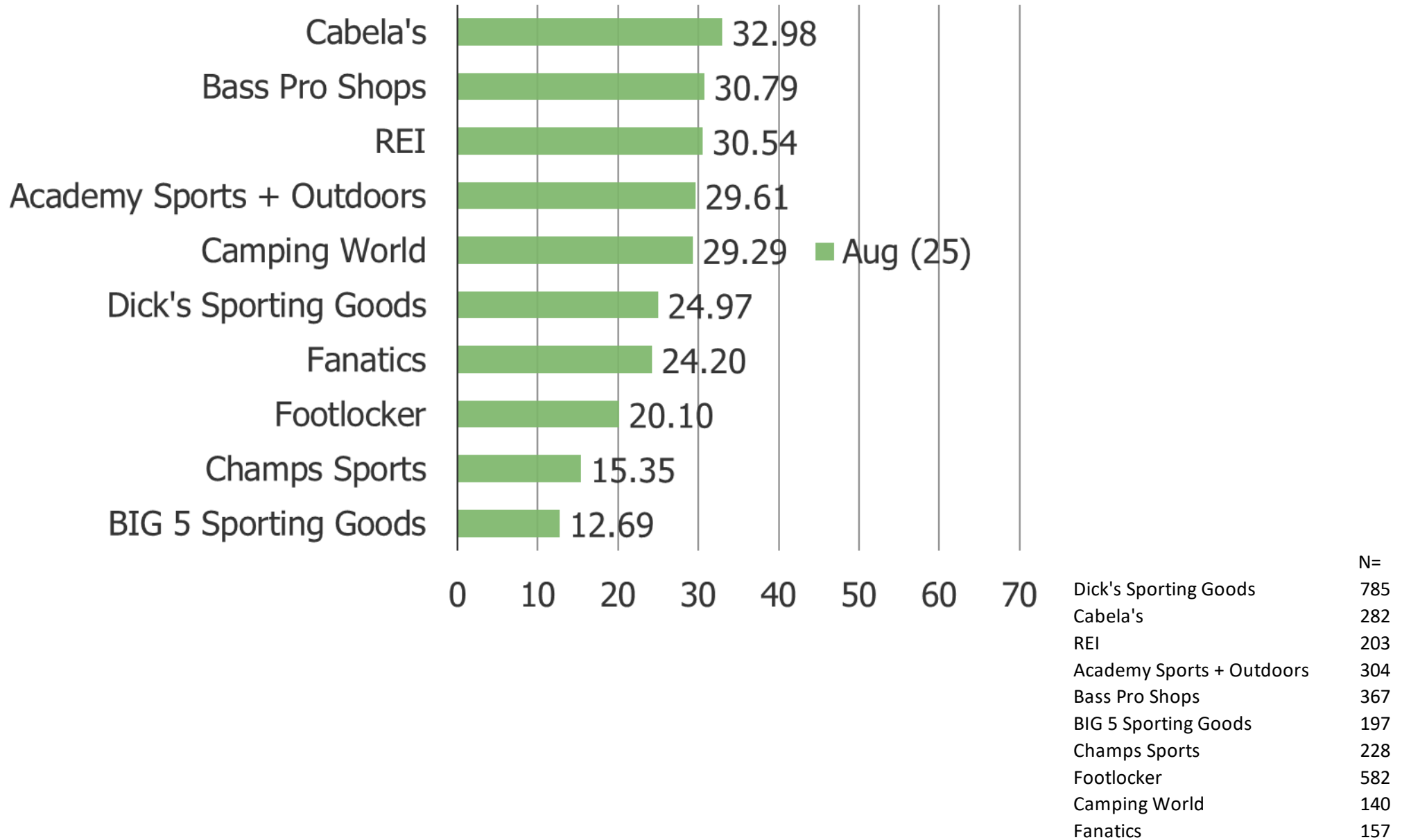
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**How likely are you to recommend the following to a friend or colleague?**

Posed to all respondents who have shopped the below ever.



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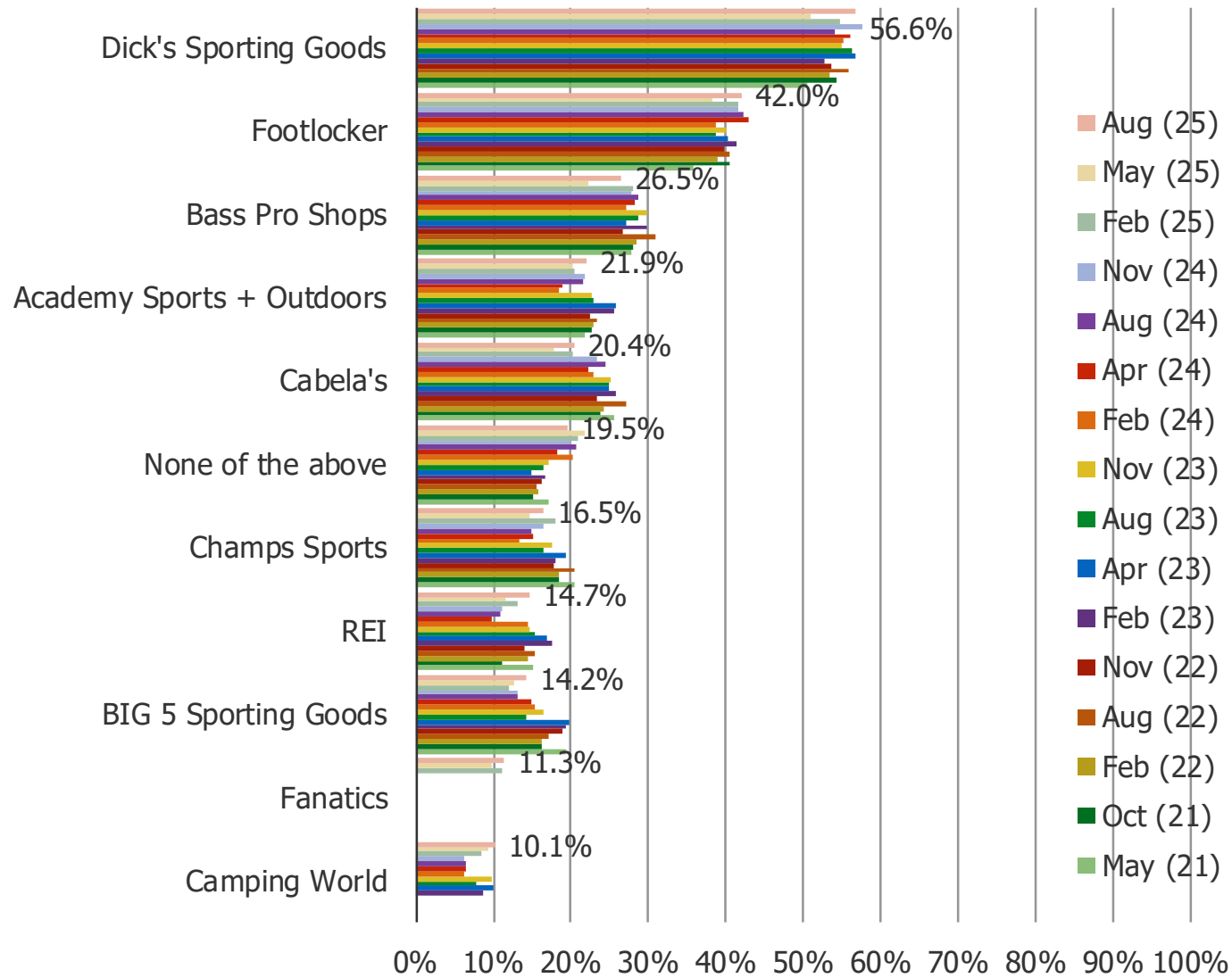
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### Have you ever purchased anything form the following retailers?

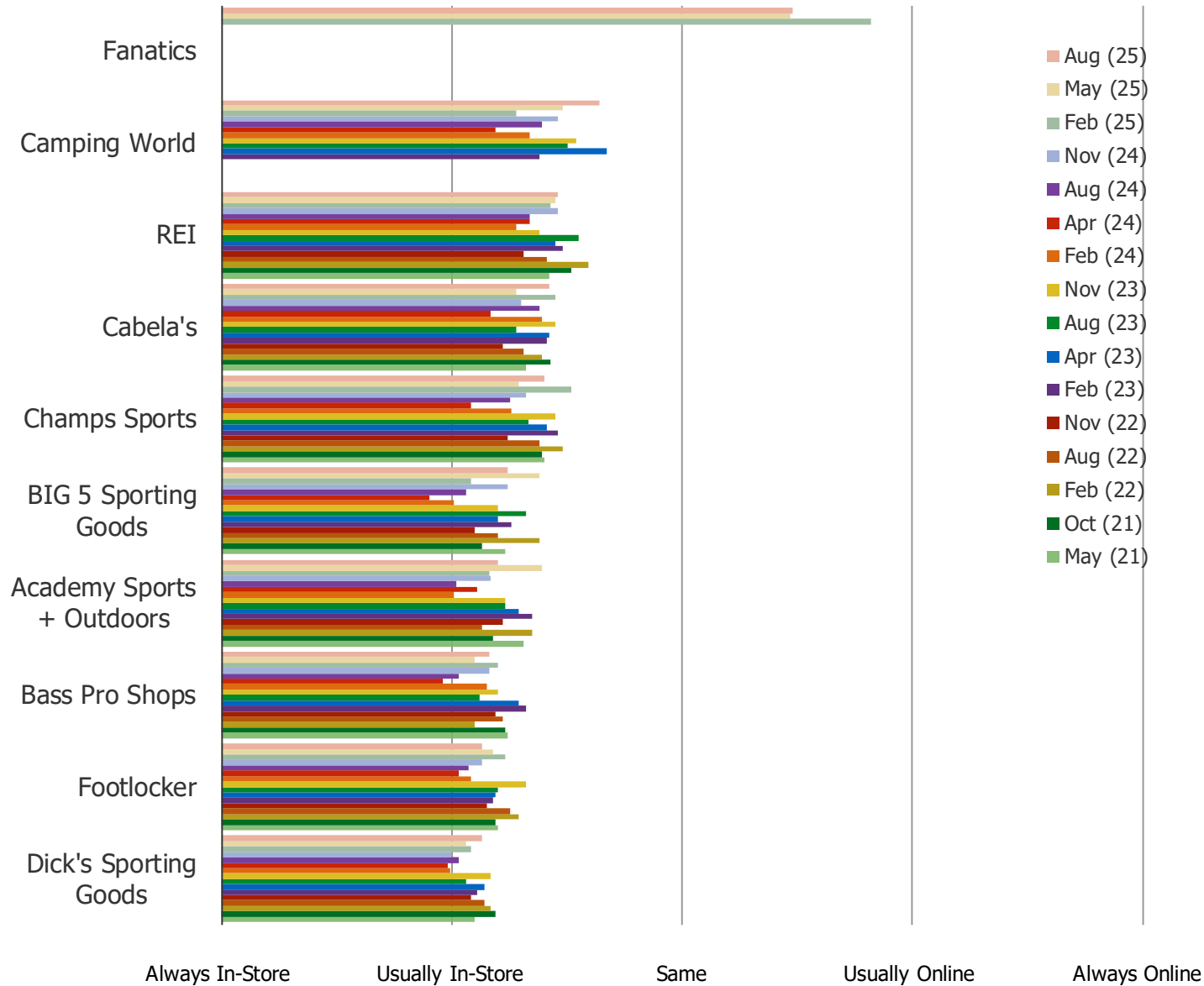
Posed to all respondents.





### How do you prefer to shop the following?

Posed to all respondents who have shopped the below.



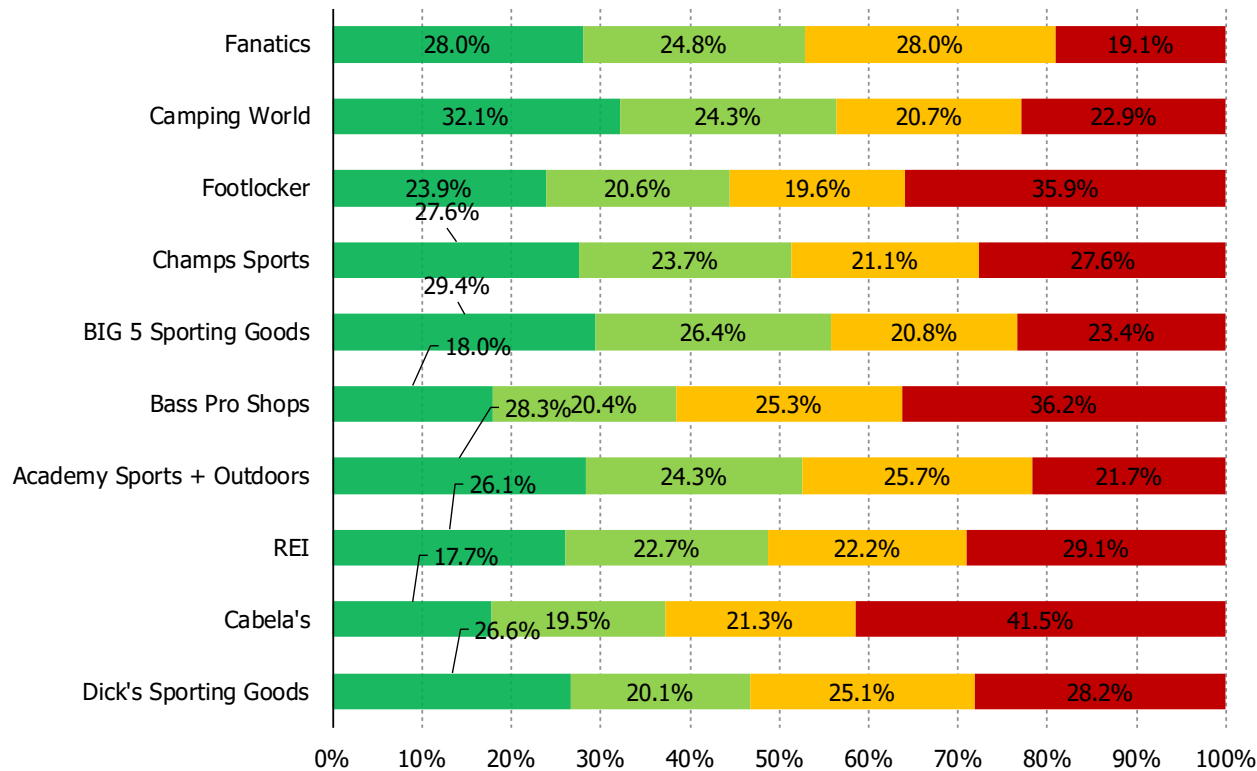
	N=
Dick's Sporting Goods	785
Cabela's	282
REI	203
Academy Sports + Outdoors	304
Bass Pro Shops	367
BIG 5 Sporting Goods	197
Champs Sports	228
Footlocker	582
Camping World	140
Fanatics	157

### When did you most recently purchase something from the following?

Posed to all respondents who have purchased from the below.

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■ In the past month ■ In the past three months ■ In the past year ■ More than a year ago / I can't recall

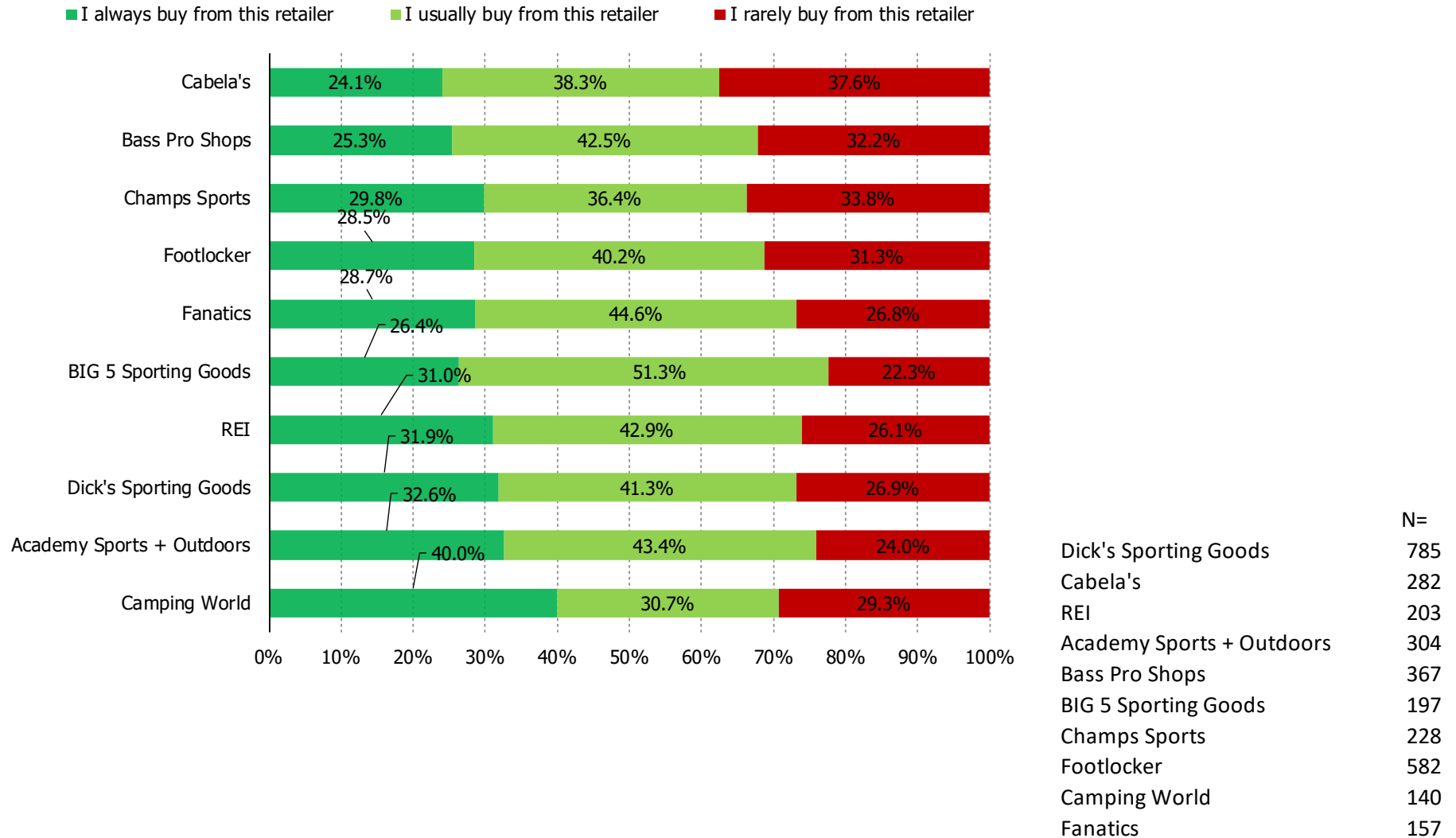


Retailer	N=
Dick's Sporting Goods	785
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## Thinking of the types of items that you have bought from this retailer for, how loyal are you to this retailer for these purchases?

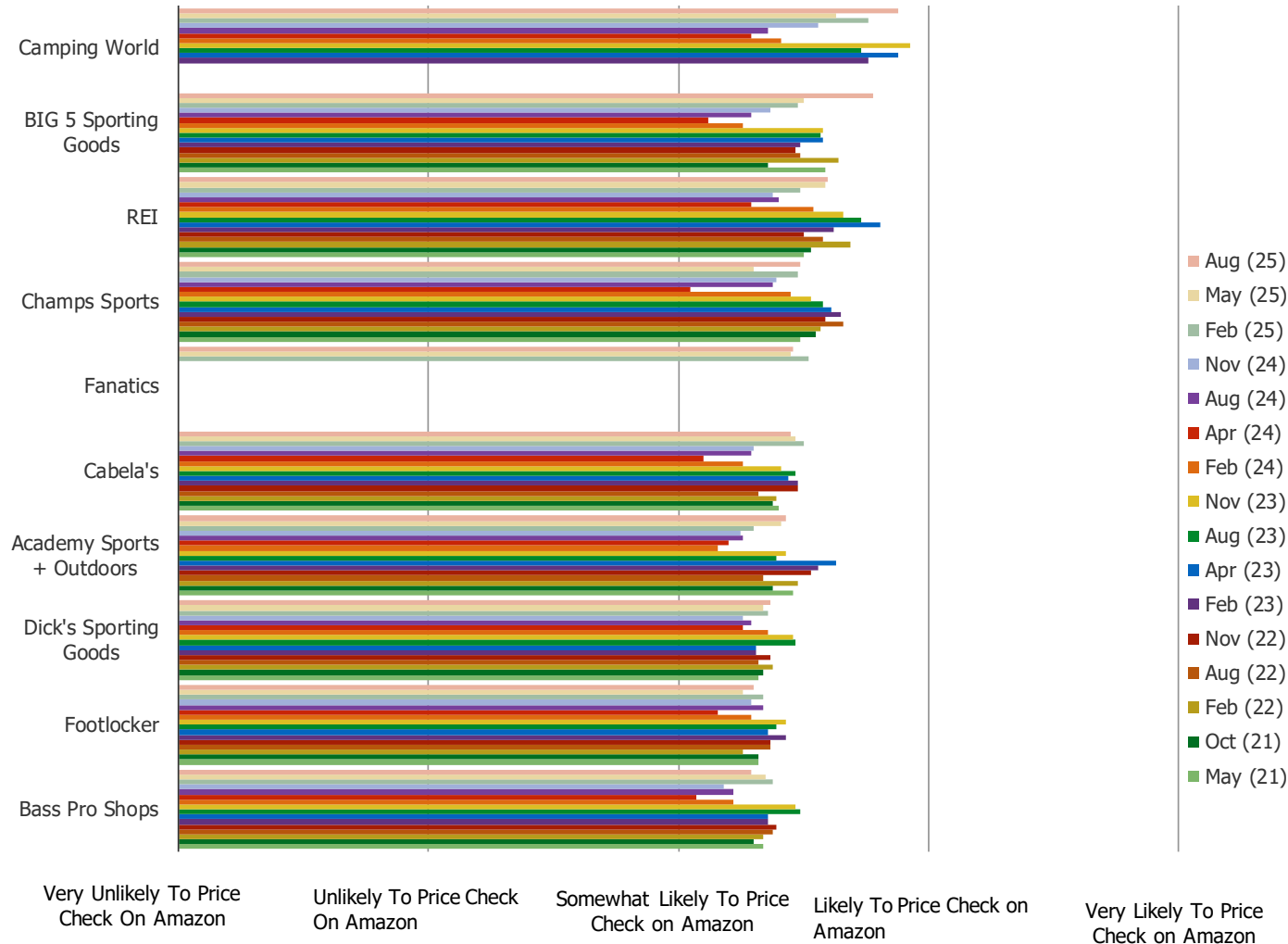
Posed to all respondents who shop the below retailers.

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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.

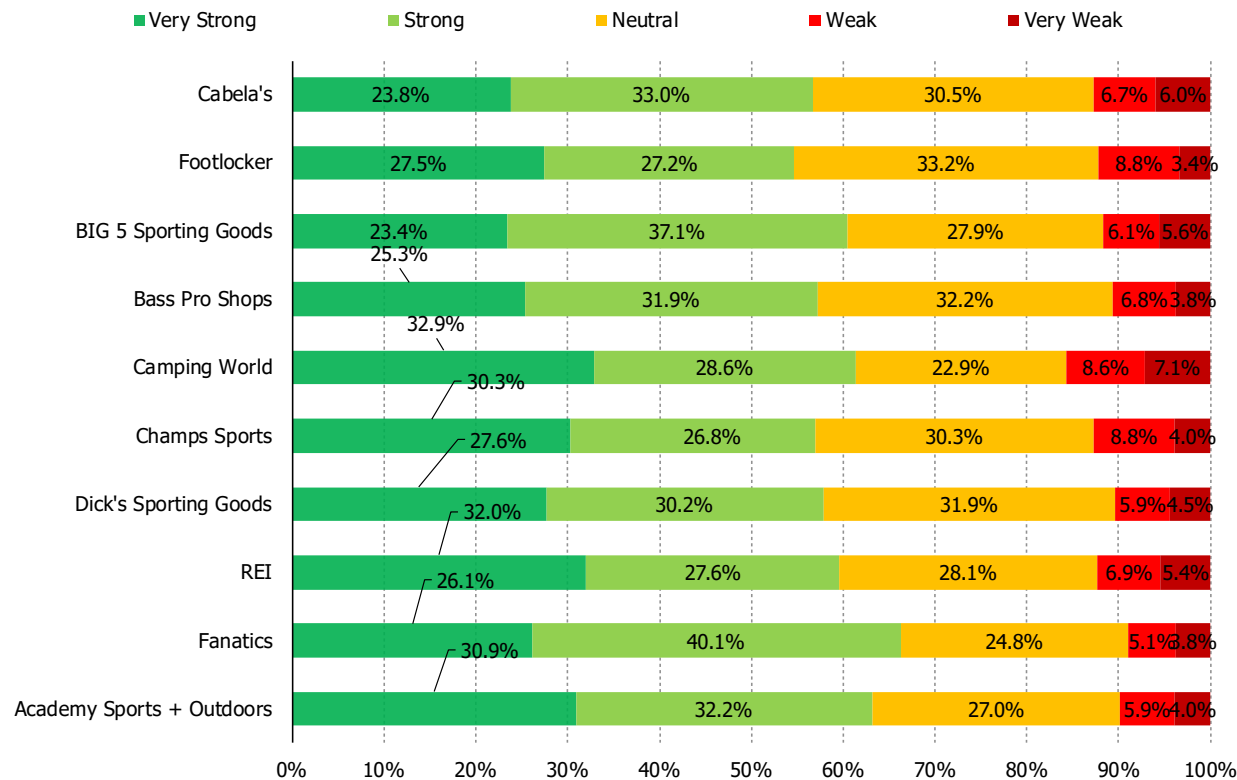


	N=
Dick's Sporting Goods	785
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Camping World	140
Fanatics	157

**Please rate the strength of your relationship with the following:**

Posed to all respondents who have shopped the below.

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