



Data Mining and Audience Profiling Report for DICK'S Sporting Goods

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Comprehensive Likely Target Audience Profile

DICK'S Sporting Goods (DICK'S) serves a broad community of passionate athletes. According to DICK'S Media, passionate athletes aren't just the ones who play but the fans, families, and fierce competitors who power sports at every level (DICK'S Media, n.d.). Because of this wide engagement across sports culture, the company's target audience spans a broad demographic range. However, they share similar psychographic, attitudinal, and behavioral characteristics regarding sports, as well as a strong reliance on social media engagement.

Simply put, Dick's Sporting Goods' target audience largely consists of sports enthusiasts between the ages of 15 and 65 who view sports as an important part of their personal lives and frequently use social media to build community, follow sports-related content, and share information.

Demographics

The target audience for DICK'S Sporting Goods includes a diverse population of sports participants and supporters across different life stages.

Younger consumers, particularly those between 15 and 24, represent a major segment of the brand's audience. This group includes participants in youth sports, younger sport fans and young adults who engage with sports culture through sneaker fashion and social media. This demographic is further supported by the company's acquisition of the GameChanger app, a youth sports platform that empowers and connects youth sports communities (GameChanger, n.d.).

Additionally, millennials and Generation X parents aged 25 to 54 represent another critical consumer segment. Many of these individuals are responsible for purchasing athletic equipment and sports accessories for their children or grandchildren who participate in youth sports programs. A 2024 Mintel report indicates that parents play a vital role in the growth of the sporting goods market due to their above-average purchase incidence for themselves and others. The report also notes that watching their children's sports often cultivates interest and excitement among parents. This encourages them to pursue their own athletic activities while setting a positive example for their

kids. As a result, parents have become a solid pillar of consumption within the sporting goods market.

Within the older demographic, consumers between 55 and 65 continue to demonstrate consistent engagement in sports such as softball, golf, tennis, auto racing, and boxing (Intel, 2025). The company's ownership of specialty retail brands like Golf Galaxy further supports its ability to serve this older demographic by offering equipment and apparel tailored to sports that remain popular among adult participants.

Regarding income, DICK'S Sporting Goods serves consumers across a wide financial spectrum. Initiatives such as the Going, Going, Gone! stores offer name-brand footwear and apparel at discounted prices, allowing the company to reach athletic families who may be more price-sensitive. Therefore, income level is not a defining factor in the company's primary audience profile.

Psychographic and Attitudinal

Despite spanning multiple age groups, the audience for DICK'S Sporting Goods shares several common psychographic and attitudinal traits centered around sports participation and lifestyle identity.

Returning to the brand's definition of "passionate athletes," DICK'S views athletes not only as individuals who actively play sports but also as the fans, families, and fierce competitors who power sports at every level (DICK'S Media, n.d.). Within this ecosystem, the company's target audience values sports as an important part of their personal lives. This holds true whether they are participating directly, supporting family members who play, or following professional teams and athletes. For this audience, sports often function as a primary source of motivation, entertainment, and social connection.

Behavioral

Consumer behavior within the DICK'S Sporting Goods audience reflects both real-world sports participation and digital engagement.

As a sporting goods retailer offering an assortment of equipment, apparel, footwear, and

accessories, the company inherently relies heavily on people who engage with sports. According to DICK'S Media (n.d.), the company has over 45 million marketable athletes engaging with the brand, and 30% have been active Dick's customers for over 10 years

Additionally, a 2025 Mintel report notes that 41% of sports fans purchase merchandise connected to their favorite team, while 34% purchase items related to favorite athletes. Limited-edition items and collectibles also appeal to a highly engaged segment of fans. These figures highlight the importance of sports viewers and fandom communities as key consumer segments for DICK'S Sporting Goods.

Furthermore, tools like GameChanger, which provides scheduling, communication, scorekeeping, and live-streaming for youth leagues, expand engagement with families and community sports programs. Through this platform, DICK'S Sporting Goods becomes integrated into the everyday experiences of youth sports participants and their families.

Social Media and Digital Practices

Digital platforms play a major role in how consumers interact with sports culture and sporting goods brands. Research from Mintel (2025) shows that 39% of sports fans use social media to stay connected to sports-related content, including highlights, athlete updates, and community discussions. These platforms create opportunities for brands to interact with audiences in real time and strengthen emotional connections with sports fans.

According to Winmo (n.d.), DICK'S Sporting Goods spent a total of \$25,773,343 on social media from March 2025 to February 2026. This included \$13,384,041 on Instagram and \$12,389,302 on Facebook, indicating the target audience's strong social media presence. Applications like GameChanger also conversely demonstrate that the company's target audience welcomes and relies on digital tools and technologies to assist with their training and every other step in their athletic journey.

Three Central Storytelling Messages

DICK'S Sporting Goods builds its brand storytelling around three core messages that

resonate with consumers at multiple levels. emotionally connecting with audiences through the universal value of sports, then move toward highlighting the brand's role in empowering athletes, and finally emphasizing the company's contribution to communities and youth sports development.

Sports Have the Power to Change Lives

As frequently mentioned in the company's messaging and officially stated in its 2024 Annual Report, DICK'S Sporting Goods believes that "sports have the power to change lives" (DICK'S Sporting Goods, 2024). This message serves as the foundation for many of the brand's campaigns and storytelling efforts. It emphasizes both the social and personal impact of sports participation, highlighting how sports can influence mental health, physical well-being, academic motivation, and future opportunities.

For example, in the recently released commercial "Big Moments Every Day," the video compiles a series of authentic sports moments across different age groups. Scenes include a child's first baseball play, a last-minute basketball shot going through the hoop, and a student reading a message confirming their acceptance to a school team and so on. By showcasing these everyday milestones, the commercial illustrates how sports create meaningful life moments for athletes and their families.

Empowering Athletes to Achieve Their Dreams

Building on the belief that sports can transform lives, DICK'S Sporting Goods positions itself as a support system that personally empowers athletes to pursue their dreams. As also stated in the 2024 Annual Report, DICK'S aims to "create confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams" (DICK'S Sporting Goods, 2025).

Campaigns and storytelling initiatives often highlight authentic stories of athletes who pursue their ambitions with the help of the brand's sports gear, training resources, and digital tools like GameChanger. By focusing on real athletes and their journeys, the brand reinforces its ability to act as a trusted partner that helps athletes train, perform, and succeed.

Every Kid Deserves a Chance to Play

The ultimate level of DICK'S Sporting Goods' storytelling message focuses on creating opportunities for youth sports participation. Through initiatives such as the Sports Matter program and the DICK'S Sporting Goods Foundation, the company emphasizes its commitment to ensuring that children from all communities have access to sports.

This message frequently appears across the foundation's website and campaign communications, highlighting stories of young athletes who gain opportunities to play through community support. By promoting the idea that every kid deserves a chance to play, DICK'S Sporting Goods demonstrates its dedication to building a more inclusive and supportive sports ecosystem.

How Brand Storytelling Resonates with the Target Audience

Analysis

The storytelling approach used by DICK'S Sporting Goods resonates strongly with its target audience because it reflects the real-life experiences and values of sports-engaged consumers. As identified in the initial audience profile, the brand's consumers range from youth athletes and young sports fans to parents and adult recreational athletes. Despite their different life stages, these groups share a common belief that sports play an important role in personal development, family bonding, and community engagement.

By emphasizing messages such as "sports have the power to change lives," DICK'S Sporting Goods aligns its brand narrative with the emotional motivations that drive sports participation. Stories that highlight personal milestones, perseverance, and athletic achievement resonate particularly well with athletes and fans who see sports as part of their identity and daily life.

Additionally, the company's storytelling also resonates deeply with families and youth sports communities. Narratives focused on empowering athletes and raising the next generation of players reflect the experiences of parents who invest time, resources, and emotional support into their children's sports participation. Digital tools such as the GameChanger platform further strengthen this connection by integrating the brand into everyday youth sports activities.

Finally, messages centered on community support and equitable access to sports help

reinforce the brand's social values. Programs such as the Sports Matter highlight the company's role in supporting youth sports participation in under-resourced communities. These stories appeal to audiences who value brands that demonstrate social responsibility and invest in the future of sports.

Overall, DICK'S Sporting Goods' storytelling strategy works because it connects emotional sports experiences with the brand's mission to support athletes, families, and communities. By combining authentic athlete stories with community-focused initiatives, the company creates narratives that feel both relatable and meaningful to its diverse sports audience.

Research Methods the Brand May Have Used

To develop storytelling content that resonates with its audience, DICK'S Sporting Goods likely relies on a combination of first-party data and secondary research methods. These may include:

First-Party Consumer Data

DICK'S Media states that its data comes "straight from the source: our first-party loyalty data.," which is "powered by DICK'S Sporting Goods purchase behavior data and engagements across our digital properties." (Dick's Media, n.d.).

By analyzing these data points, the company can better understand what types of sports activities its customers participate in, what products they purchase, and how long they remain engaged with the brand. This data likely helps the company identify which athlete stories or sports experiences are most relevant to its consumers, allowing the brand to create storytelling content that reflects its audience's real experiences

Social Media Analytics

Social media analytics is another potential research method that may support the company's storytelling development. Because sports fans actively share highlights, opinions, and personal experiences on platforms such as Instagram, TikTok, and YouTube, these channels may also offer subscription-based analytics services that provide valuable insights into how audiences engage with sports content.

By monitoring metrics such as engagement rates, comments, content sharing, and trending sports discussions, DICK'S Sporting Goods can identify which types of sports narratives resonate most strongly with audiences. These insights may help guide the brand's content creation strategy, allowing the company to develop storytelling that aligns with current conversations within sports culture.

Market Research

Many professional business research institutions regularly publish reports analyzing consumer behavior, market trends, and cultural shifts within the sports industry. These insights help brands understand how audiences interact with sports and what types of narratives resonate most strongly with consumers.

For example, a 2026 Mintel report on sports fandom notes that "modern fandom is built on narrative, personality, and cultural connection". DICK'S Sporting Goods may leverage insights from such professional research reports to guide its storytelling efforts.

Future Questions

To further understand the brand's storytelling approach and its potential appeal to the audience, the following questions could be explored:

1. How does DICK'S Sporting Goods balance its positive and socially responsible brand messaging with the interests of consumers who are primarily drawn to premium products or trend-driven sports fashion?
2. Do different retail concepts within the DICK'S Sporting Goods ecosystem adopt distinct storytelling approaches to appeal to different consumer segments, such as Going, Going, Gone! and Golf Galaxy?
3. DICK'S Sporting Goods claims its purpose includes "personally equipping all athletes to achieve their dreams" (DICK'S Sporting Goods, 2025). How is this concept of "personally" reflected in the brand's storytelling?

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