

A photograph of a Dick's Sporting Goods store exterior. The store has a green sign with the 'DICK'S' logo in large white letters and 'SPORTING GOODS' in smaller white letters below it. The building is made of red brick and has large glass windows. The sky is a pale, hazy blue.

inmarket insights report card

Threats to Boycott Dick's Sporting Goods Ring Hollow As Foot Traffic Remains Steady

On 2/28/18, Dick's Sporting Goods CEO Edward W. Stack [announced](#) that the retailer would end sales of assault-style firearms and high capacity magazines, and raise the minimum age to purchase a gun from 18 to 21. The move has been both praised and condemned by Americans on both sides of the issue — with those in favor of the new rules [sending flowers and donuts](#), and those opposed threatening to [boycott](#) the retailer all together.

Mr. Stack is aware that sales and traffic could suffer as a result of the ban, stating on an [earnings call](#) on 3/13/18 that his decision was “not going to be positive from a traffic standpoint and a sales standpoint.” But while Dick's Sporting Goods might be preparing for a massive backlash, the early data suggests things might not be as bad as they seem.

With two weeks of visitation data to Dick's Sporting Goods since the announcement, inMarket is using big location data to create a real-time window into visitation patterns at the chain. **Since announcing new gun policies on 2/28/18, average daily visitation to Dick's Sporting Goods rose by 0.3%, essentially remaining flat when compared to the previous two weeks (2/13/18-2/27/8).**

If consumers are planning to boycott Dick's Sporting Goods, they either haven't started yet — or they're being cancelled out by those who are visiting to show support.

Not Without Precedent

Not since CVS stopped selling tobacco in 2014 has a retailer made an intentional change in response to a moral cause that created an expected decrease in revenue. In the case of CVS, the pharmacy chain [lost nearly \\$2 billion](#) a year ending tobacco sales. But that lost revenue had a positive social impact: Reuters [reported](#) that “smokers who purchased cigarettes exclusively at CVS stores were 38 percent less likely to buy tobacco after the national chain stopped selling cigarettes... [and] cigarette sales dropped 1 percent - or by 95 million packs - in 13 states in the eight months after CVS left the tobacco market.”

Will Dick's Sporting Goods be the leader to usher in a similar change with gun sales? Time will tell. For now, we'll be tracking real time visitation data for Dick's Sporting Goods (and all major retailers) to find out.

At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.



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