



# Arizona Cardinals - Quantitative Research Report

## Introduction

Quantitative research was done on behalf of the Arizona Cardinals communications team to find a deeper understanding of gameday experiences for fans. We have noticed a lack of ticket sales and gameday participation so we set out to find the following:

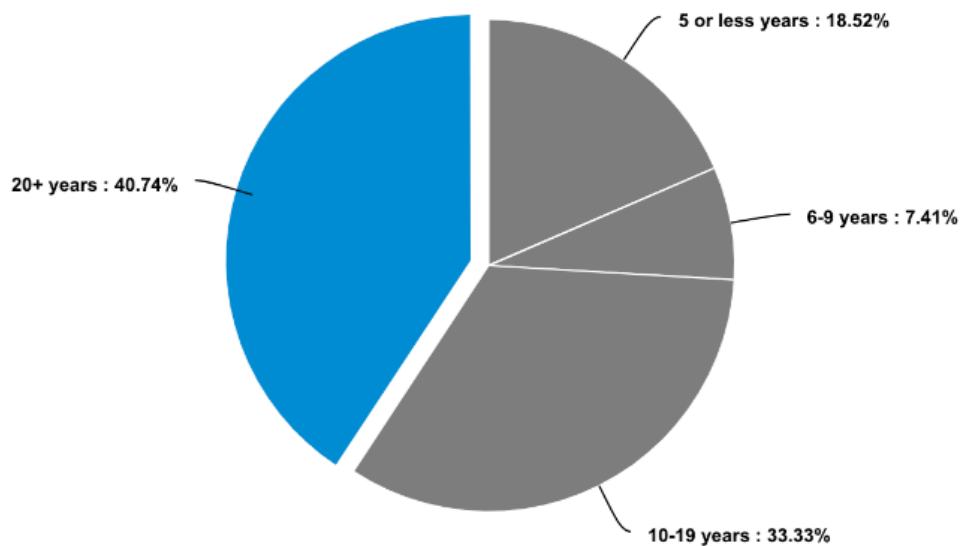
1. What is the largest factor preeventing fan's from participating in gamedays?
2. What factors encourage fans to buy tickets for a game?
3. As a whole how do fans feel about our current gameday experience?

## Method

To conduct this research Questionpro was used to distribute and analyze the survey. The survey consisted of 15 questions starting with screeners of ensuring participants are Cardinals fans and slowly getting more into depth of fan history and then ultimately their game day experience.

Survey items can be found in Appendix. The average age of participants was 23 with 70% percent identifying as male and 29% identifying as female. The sampling group was made up of 27 people whom I reached through social media posts on Instagram, X, and Reddit in the AZCardinals community. The population target was Cardinals fans which was reached and screened with the first question ensuring only Cardinals fans can participate. It also was

important to include the history of fans to measure how long they have been a fan. Our findings are reflected in Figure 1.

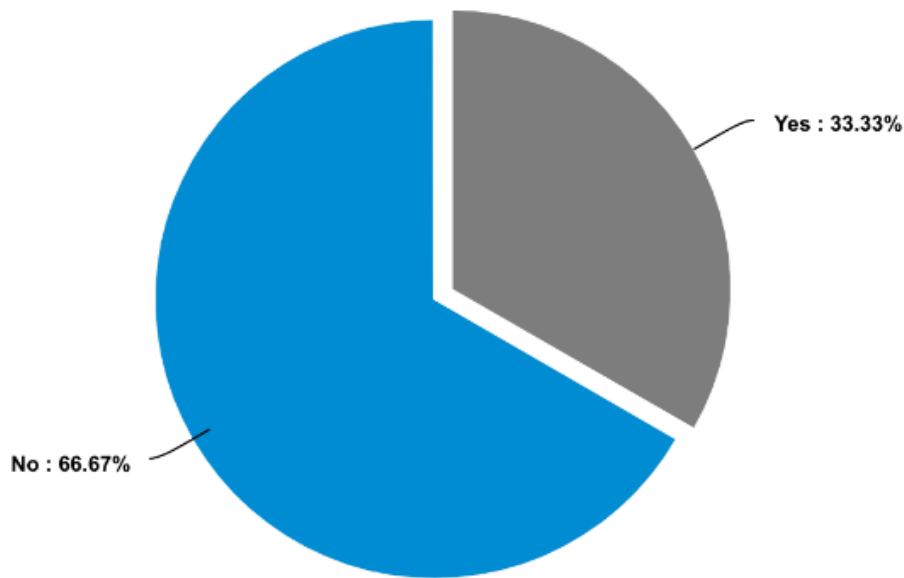


*Figure 1*

## Results

### **Finding 1: Negative experiences with opposing fans are just way too high**

It became clear in Figure 2 that asked “Have you ever had a negative experience with fan’s of the opposing team?”. With more than  $\frac{1}{3}$  of fans answering yes that is a big negative for our fans. If fans are concerned with issues from the opposing team they are not likely to return or have a negative overall experience. Moving forward this is the biggest issue that was identified and should be researched more in order to find a solution for fans.



*Figure 2*

**Finding 2: Gameday experience performed better than expected but fan atmosphere is still lacking**

As found in *Figure 3* Gameday experience ranked high with almost half of participants ranking at a 5, less than 20% of participants rating it a 3 or below and avoiding a ranking of 1 altogether. This was a pleasant surprise considering our biggest issue has been gameday experience. Ticket pricing was pretty neutral altogether but fan atmosphere performed the worst. 50% of participants rated the fan atmosphere a 3 (average) which is not ideal for a home game and not enticing to have fans come back. We do believe this rating to be tied in with finding 3 as well. Overall there was a clear difference in the way fans view their gameday experience as a whole compared to just the fan atmosphere and they preferred the gameday experience more.

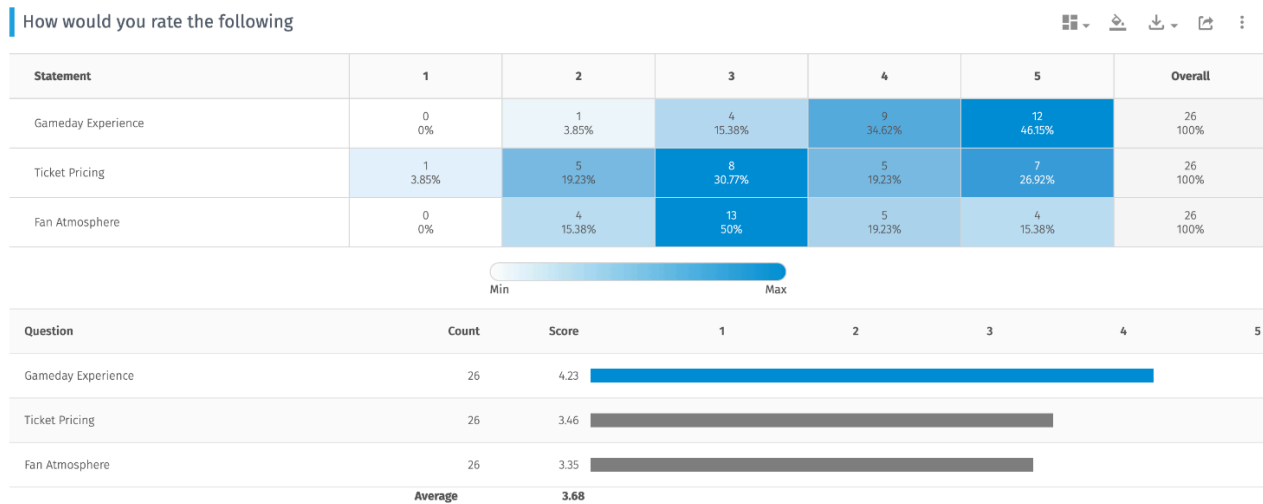


Figure 3

### Finding 3: Cardinals Cheerleaders do play a role in game atmosphere

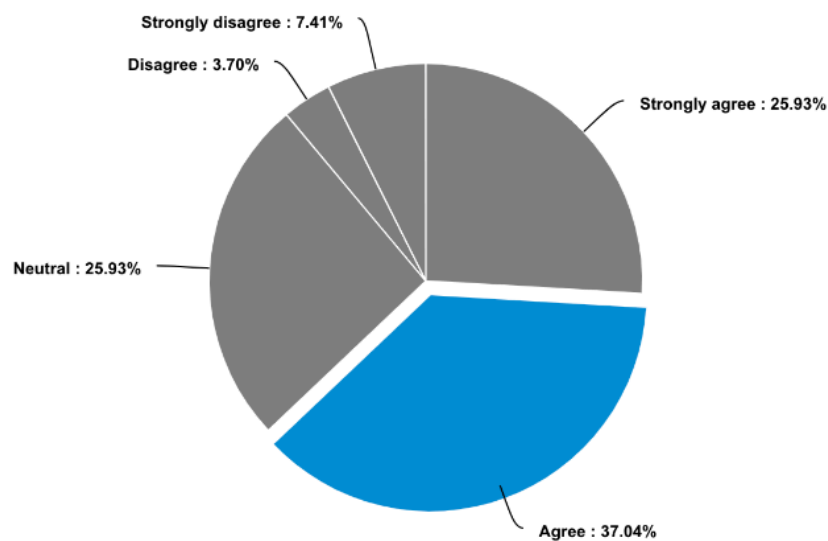


Figure 4

It appears in Figure 4 that fans do appreciate the cheerleader presence on the field with over 63% agreeing that they do play a role in the gameday atmosphere. This is problematic considering the cheerleaders have just recently been removed from sidelines during games because of

obstructing views for fan casitas. Although we do understand why they have been removed we urge operations to reconsider this decision after the majority result of fans in this survey.

## **Conclusion**

In our research we sought out the answers to the following questions:

### **What is the largest factor preeventing fan's from participating in gamedays?**

After analyzing the data we have a couple of results for this question. We don't believe ticket prices play as big of a role as we once thought with most fans seeming okay with pricing.

However we did find that team performance affects more than 50% of fans' decisions to attend a game. Overall looking past this question we were very underwhelmed with the amount of fans who have attended less than 5 games within the last five years which was more than 40%. If almost half of our fanbase is not consistently coming to at least one game a season, we are not creating an enticing atmosphere.

### **What factors encourage fans to buy tickets for a game?**

We struggled to find one factor as a whole other than team performance affecting over 50% participants' decision to attend a game. We understand it is most likely a culmination of multiple factors. Moving forward we would like to do better research in this area possibly providing answers participants can choose from.

### **As a whole how do fans feel about our current gameday experience?**

We had 96.2% participants rate our gameday experience as average or above with 46% rating it a full 5 on a scale of 1-5. This was a great indication of our efforts to build a gameday atmosphere. Although the fan atmosphere score was lower, we were ultimately pleased with the gameday experience rating.

Moving forward as a research team we would like to dive more into negative factors surrounding decision making. We plan to continue our efforts in hopes of improving gameday experiences for our fans.