



Arizona Cardinals Interview Report

Introduction

A one on one interview was done with an Arizona Cardinals fan to provide a better understanding of fans' opinions on game days. Our goal was to identify issues with Cardinals home games and how they can be solved to provide a better experience for fans. The following questions were the interview objectives:

1. How do Cardinals fans feel about their current gameday experience?
2. What are motivators to get fans to a game?
3. What needs to change to enhance gameday experience?

Method

The research team found a long time Arizona Cardinals fan to help give insight to the fanbase. Our potential interviewees were contacted 5 days prior to the interview with intent that they:

1. Have been a Cardinals fan for 8+ years
1. Have been to a minimum of 3 Cardinals games
2. Have general knowledge about NFL and Cardinals

The interview was conducted October 22nd with questions on the fans' background, game history, and current feelings about the team.

Participant Background

The participant, Jack (fake name), is a 47 year old Cardinals fan with four kids and was born and raised in Phoenix, Arizona where he still lives. He works in the construction business and has been a Cardinals fan since their franchise moved to Arizona. He also is a general sports and NFL fan.

Results

Throughout the interview there were multiple underlying themes that came up, follow up questions were asked and here were our top three findings:

Gamedays are not enticing

When our participant was asked about Cardinals game days he reported his experience as “average”. He was unenthusiastic about the gameday experience and even made a reference to rival teams being a factor which leads into the next point. It seems that there is a lack of excitement or enticement for fans leading them to just have an average feeling experience, which does not help lead into more game attendance.

There isn't a home atmosphere

Our participant's biggest gripe with Cardinals game days is the lack of the home atmosphere within the stadium. He explained that being surrounded by others who aren't supporting your team can ruin the experience especially when alcohol is involved. He referenced a specific instance where fans of the opposing team were “drinking way too much, and were being really obnoxious to me, but more importantly in front of my kids, not towards my kids, but definitely in front of my kids.” This clearly was a negative experience that has stayed with our participant and influenced future decisions around attending a gameday. He proposed a solution of more security cracking down on drunk fans to ensure a more positive and safe environment.

A losing team is hard to support

Our client also highlighted the struggle of supporting a losing team. They mentioned this was also a factor when determining willingness to attend stating, “When it's a winning team, yeah I'm excited to go when they're average or below average, then, no, I'm not excited to go.” Obviously the team's record and competition status is not a factor that can be changed or manipulated by the PR team. However, marketing this team to still be likable and have potential is important to sell fans a dream and hope that their team can win.

Conclusion

Overall, it seems that there are multiple factors that could be changed about Cardinals games to improve the atmosphere but the biggest being opposing fans dominating the space. This is not just specific to the game environments it can even be heard through television broadcasts fans cheering for the other team despite it being a home game. A successful team would be a big boost in support however that factor is not in the control of the Public Relations Department. In terms of answering our questions set at the beginning of this research here is what we found:

1. How do Cardinals fans feel about their current gameday experience?

It is described as average and seemed to have a lackluster feeling about the current gameday setup.

2. What are motivators to get fans to a game?

3. What needs to change to enhance gameday experience?

There needs to be some kind of change involving other teams' fans and their presence in the stadium. Alcohol can play a big part in this which could be solved with more security to ensure a safer and more peaceful environment.

Appendix A: Interview Guide

Interview Introduction:

Hello, my name is Leila. Thank you for taking the time to participate in this study about The Arizona Cardinals. I'd like to ask you a few questions on your views of the team and their game days, both in terms of your personal thoughts and how you think others view the Cardinals. There are no right or wrong answers. We're just as interested in your positive comments as your negative ones. The intent is just to understand how you honestly feel. This study is for class purposes only and has not been funded by any organization. Let me assure you that no personal identifying information, such as your name, will be used in the final report.

Interview Questions:

1. Would you consider yourself to be an Arizona Cardinals fan?
2. How long have you been a fan for?
3. On a scale of 1-10 1 being extremely casual and 10 being a superfan where would you say you fall on the scale?
4. Have you ever been to a Cardinals game or games?
5. What has your overall experience been at Cardinals games?
6. How often do you attend Cardinals games (per season)?
7. Does team performance affect your choice to go to a game?
8. What motivates you to go to a game?
9. What are factors that go into you choosing to not attend a game?
10. Is there anything you would change about the game day experience that would make you more willing to go?
11. Those are all my questions. Is there anything you would like to add or want me to know?

Appendix B: Interview Transcript

The Arizona Cardinals brand held an in depth interview with a Cardinals fan on their gameday experience. Here is a transcription of the interview that took place Tuesday, October 22nd

Interviewer: My name is Leila. Thank you for taking the time to participate in this study about the Arizona Cardinals. I'd like to ask you a few questions on your views of the team in their game days, both in terms of your personal thoughts and how you think others view the Cardinals. There are no right or wrong answers, or just as interested in your positive comments as your negative ones. The intent is just to understand how you honestly feel. This study is for class purposes only and has not been funded by any organization. Let me assure you that no personal identifying information, such as your name, will be used in the final report. I would like to record this interview both with handwritten notes and with an audio recording. Are you comfortable with this?

Participant: Yes

Interviewer: Okay, let's begin. Would you consider yourself to be an Arizona Cardinals fan?

Participant: Yes

Interviewer: on a scale of one to 10, one being extremely casual and 10 being a super fan, where would you say you fall on the scale?

Participant: Seven

Interviewer: Why would you rate yourself a 7?

Participant: Because I don't miss any of their games, but I also don't think that I'm obsessed or fanatical.

Interviewer: How long have you been a Cardinals fan for?

Participant: About around the time they moved their franchise here, before that I didn't really have a team, maybe a Cowboys fan but yeah about when they moved here so like maybe 35-ish years I don't really remember.

Interviewer: Okay, have you ever been to a Cardinals game or games?

Participant: Yes

Interviewer: How often would you say you attend Cardinals games per season?

Participant: 1 and a half games per season, one game every two seasons.

Interviewer: What has your overall experience been at Cardinals games?

Participant: Average

Interviewer: And what would you say makes them average? Would it be based on the game itself, or your game day experience as a whole, getting into the stadium, all of that?

Participant: The game day experience, specifically the obnoxious fans you know that we have to interact with or be around.

Interviewer: Okay, does team performance affect your choice to go to a game? Say they're having a better season with a better record, would that impact you to want to go more?

Participant: Yes, definitely. When it's a winning team, yeah I'm excited to go when they're average or below average, then, no, I'm not excited to go.

Interviewer: Going back to having other teams fans in your stadium. Would you say that that is a negative factor, factor, and do you mind just diving into that more? Why do you dislike that atmosphere?

Participant: It's a huge negative factor, because they can be obnoxious and even borderline aggressive, and it just takes away from the experience when you're surrounded by people that are rooting for the opposing team, especially when the Cardinals are losing.

Interviewer: Okay, now, what motivates you to go to a game?

Participant: Because I'm still a strong fan, and I love the game of football, and I like taking my kids to have that experience.

Interviewer: If you can name the top two factors that go into you choosing to not attend the game, what would they be?

Participant: A losing team and too many of the opposing team's fans.

Interviewer: Is there anything you would change about the game day experience that would make you more willing to go and what would it be?

Participant: More security that are cracking down on fans that have been drinking too much alcohol.

Interviewer: Have you had any personal experiences with other teams fans?

Participant: Yes

Interviewer: Would you mind elaborating on that experience?

Participant: Last time.. was it the last game I went to? Yeah, the last one I went to Yeah, we had three fans in the row directly behind us, the opposing team. They're drinking way too much, and were being really obnoxious to me, but more importantly in front of my kids, not towards my kids, but definitely in front of my kids.

Interviewer: Those are all my questions. Is there anything you would like to add or want me to know?

Participant: Um no that's about it

Interviewer: Okay, thank you. Those are all my questions once again. Thank you again for your time and participation in this study. There's anything I can answer in the future regarding this research, feel free to reach out at leila.ruterman@gmail.com.