

# **Courage Bowl Analysis**

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**Background**

The Courage Bowl is a football game hosted in partnership between Camp Good Days, Special Times, and St. John Fisher and University of Rochester football teams. The event is held in order to raise awareness and money for the children fighting cancer and other life threatening illnesses at Camp Good Days. This year was the fifth annual Courage Bowl held at St. John Fisher College. Even though the location rotates every year, a luncheon is held the day before the game by the previous year's winner. This luncheon announces the honorary coaches and cheerleaders from Camp Good Days that will be participating in the football game. This year, during Courage Bowl V, St. John Fisher students administered surveys to the fans in order to try and receive some feedback on a potential location change.

**Introduction**

The following report will include the analysis of the Courage Bowl surveys which asked five questions. These questions were to gauge participation in the Courage Bowl, discover likes and dislikes, and address a potential location change. One hundred surveys were taken by the fans and attendants of the game, but one survey was inconclusive and had to be omitted, this left a total of 99 surveys for coding. The affiliation category variables were as follows; family members, student, friend, faculty or staff, and community members. As for the years attended, the variables used were one through five corresponding with the years people attended. The variables used for the likes and dislike question were parking, food prices, distance, accessibility, other, and not available. The question about location change included the variables yes and no, parking, food, distance, safety, other, and not available. The other category contained common responses that can

be categorized under enjoying the campus, enjoying the event, seating, family participation, location, and price.

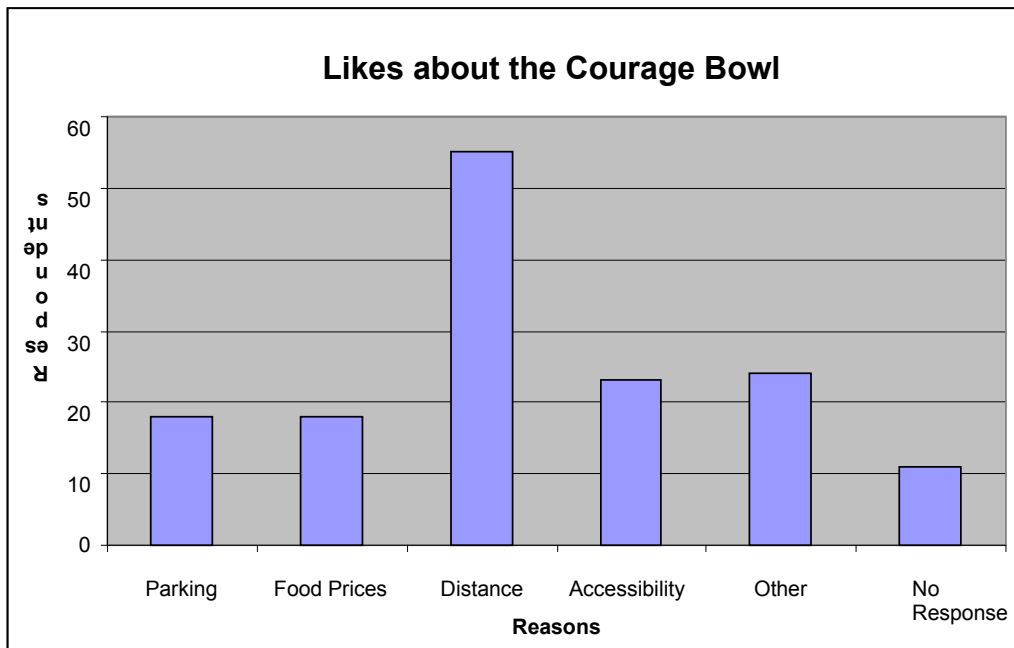
### **Affiliation and Years attended**

The most common affiliation reported on the surveys was being a family member with 41 responses. The next most common group was students with 40 respondents. The next three groups were all smaller with 8 being community members, 7 being friends, and 3 being faculty or staff. The number of people and the years they have attended are as follows, 46 people reported attending 1 year, 18 people attended 2 years, 17 people attended 3 years, 10 people attended 4 years, and 8 people attended 5 years.

### **What People Liked**

The most common response people listed for enjoying the Courage Bowl was the distance; 55 people listed this response. Twenty four people listed other reasons as their response, 23 listed accessibility, 18 people listed food prices and another 18 listed

parking.

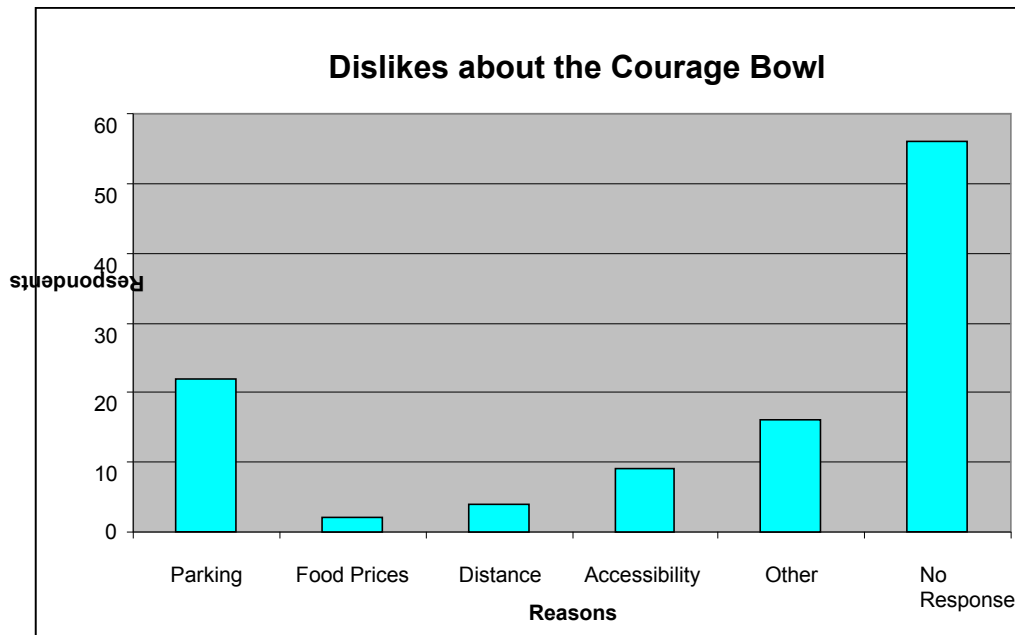


Of the 24 people that listed other as their response, 11 percent said they liked the event because they enjoyed campus, 9 percent said it was because they enjoyed the event, 2 percent said it was because of the price, 1 percent responded because of the location and

another 1 percent said it was because of the seating. Eleven people did not respond at all to the question.

**What People did not like**

The most common response for disliking the Courage Bowl was parking, there were 22 respondents with this answer. Sixteen people listed other reasons for disliking it, 9 people responded saying accessibility was an issue, 4 people said the distance was a problem and 2 people did not like the food prices. Fifty six people did not respond to this question, so it can be inferred that they did not have any dislikes about the Courage Bowl location.

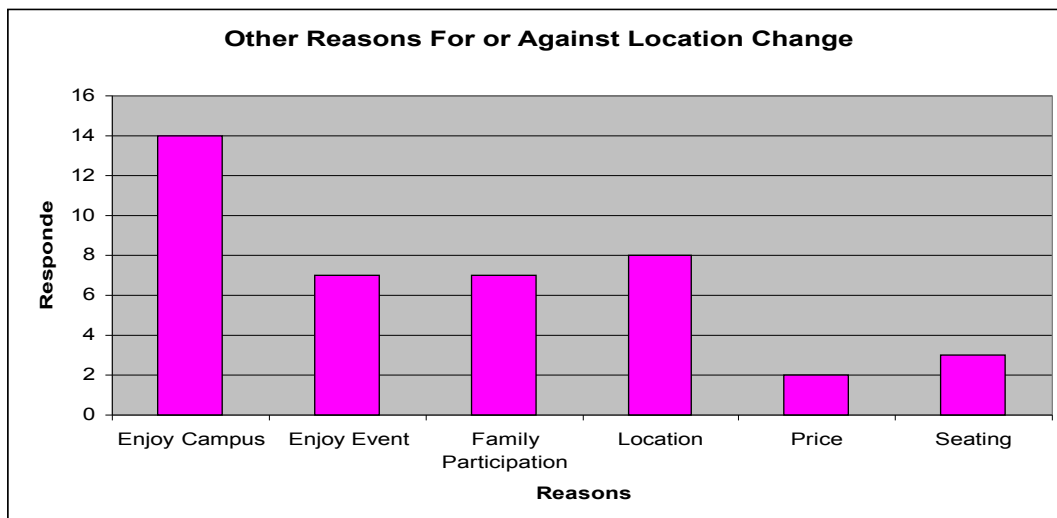


There were two different responses that fell under the other category. Two students from the opposing campus said they liked it at their home field better and 14 other people listed seating as a dislike.

**Location Change**

Of the 99 total respondents, 57 people responded saying yes they would still attend the Courage Bowl if it were moved to a stadium downtown. Twenty eight people responded

saying no, they would no longer attend the Courage Bowl. Fourteen people responded either maybe or not at all. As a factor in deciding whether or not they would still attend, 6 people listed parking as an issue, 1 person listed food, 25 people listed distance as an issue, 8 people listed safety, and 41 people listed other reasons. Twenty nine people did not list a reason for their rationale. People that responded as other are broken down as follows. Fourteen percent responded they would either not attend or possibly attend but they enjoyed watching the game on the college campuses and would rather it stay there. Seven percent responded saying that they would still attend the event because it is more about the event rather than the location. Seven percent responded that they would still attend if one of their family members were participating. Eight percent responded they would not attend because they did not like the stadiums in downtown Rochester and 2 percent were worried about the price of admission. Three percent responded positively about attending saying that more seating would be nice for the game.



### Conclusion

The surveys concluded that the majority of people who attended the Courage Bowl were family and community members, this means that parents are coming to support their

children and the community is coming to support the event. People liked the distance they had to travel in order to attend the Courage Bowl, which means people are happy with the location and are comfortable with the location switching college campuses every year. Parking was the largest concern of respondents, so more parking or a shuttle service should be utilized to remedy the issue. 57 percent of people responded they would attend the Courage Bowl if the location was changed. The main reason people said they would not attend was because of transportation issues. My suggestion would be to run a bus or shuttle services to the location of the game in order to make it more accessible to everyone and alleviate parking concerns. Although the location change may be feasible, due to the large variety of answers received on the survey, I would strongly recommend issuing another survey to a random sample of Courage Bowl attendees. This future survey should include very close ended questions about the location change so you can limit people's responses to either yes or no. This will allow you to accurately gauge whether or not people will support a location change.