



# The Importance of Community in Sport

## A Focus on the XFL's Houston Roughnecks



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### Abstract

There is no football without community. Football allows individuals to come together to enjoy one of America's favorite pastimes. Our study focuses on aiding the XFL's Houston Roughnecks with a variety of ways to differentiate itself from other long-lasting sports markets.

To accomplish this task, we explored the relationship between the strength/development of a sports community and the success of the Houston Roughnecks. Before conducting our research, we hypothesized that if the Houston Roughnecks participated in community outreach in Houston, they would increase game attendance.

We analyzed how the Houston Roughnecks could effectively market to the Houston community. Our research was guided by secondary research that informed the qualitative and quantitative data we collected. We conducted in-depth individual interviews, a focus group, and a quantitative survey.

After analyzing the data, we found a strong correlation between Texan sports team pride, community outreach, and a successful future for the Houston Roughnecks.

### Research Questions

**RQ:** How can the XFL's Houston Roughnecks effectively market to their community in Houston in order to build a successful brand and combat heavily saturated sports market in the city?

**H1:** If the Houston Roughnecks market to the Houston community, then they will be able to effectively market to their team to build their fanbase.

**H2:** If the Houston Roughnecks focus on collegiate-aged football fans, then this will result in more of a fanbase.

SURVEY RESEARCH METHODS	
<b>SAMPLING TECHNIQUE</b>	Non-Probability Snowball
<b>DATA REPORTING</b>	Descriptive Statistics Crosstab Analysis

### Quantitative Research

#### SURVEY TAKEAWAYS

##### Demographics



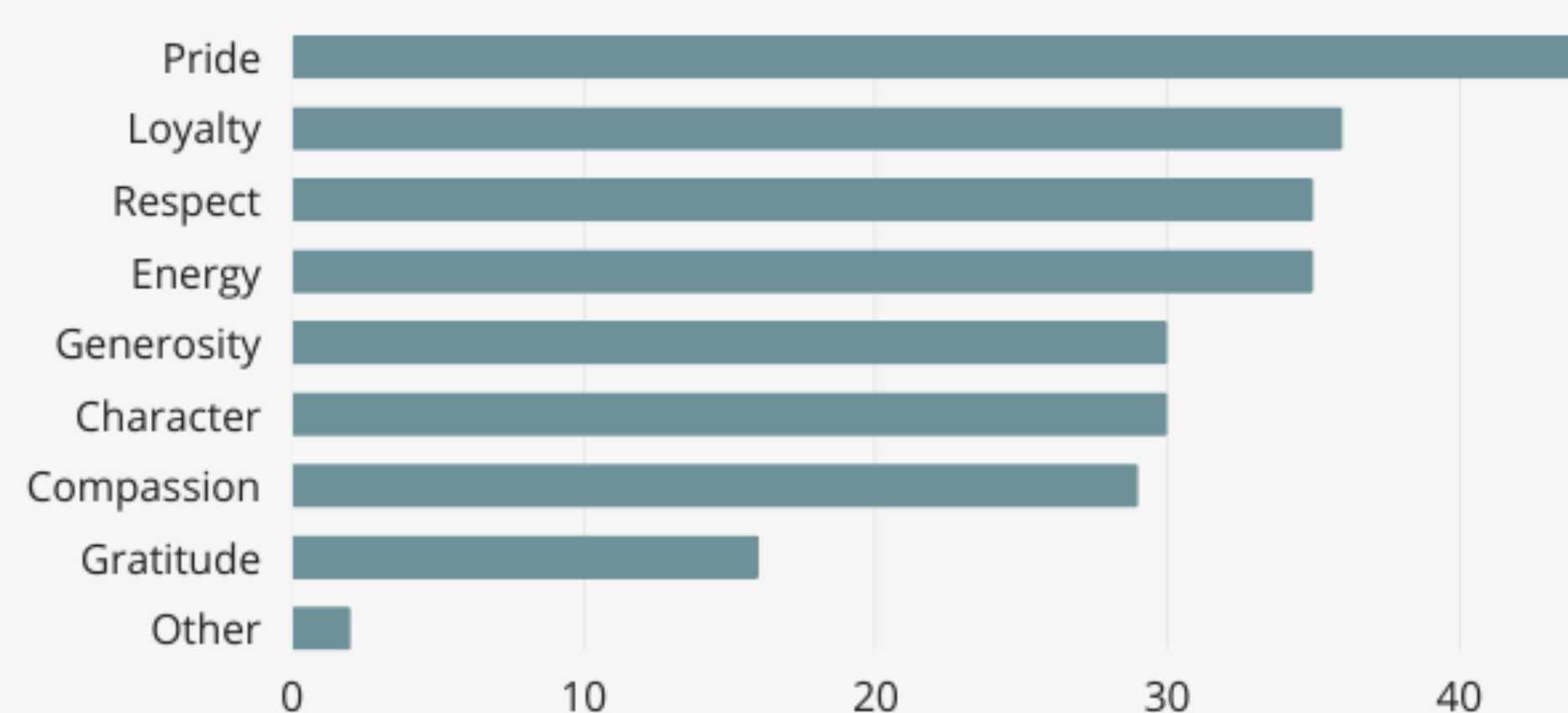
2 in 10 Texas respondents attend University of Houston.

##### Measuring Intentions



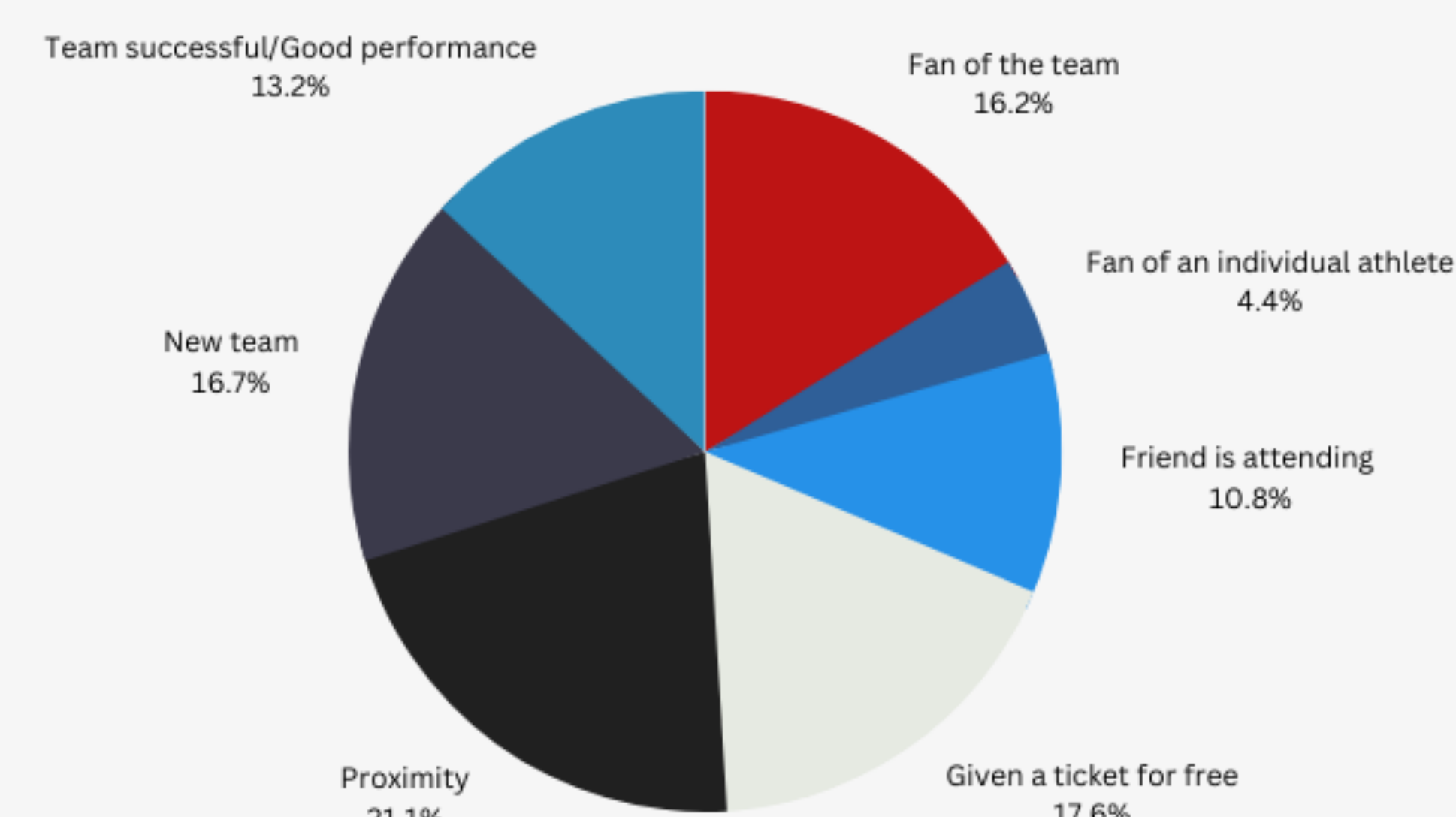
12 in 12 UH respondents would be willing to attend a Roughnecks game.

##### Houston Characteristics



Above is a breakdown of how respondents characterize the Houston community.

##### Game Attendance Incentives



### Qualitative Research

#### FOCUS GROUP - March 23, 2023 – 5:00 PM – via. Zoom

Participant #	Gender Identity	Age	Race/Ethnicity
Participant 1	Male	21	White/Caucasian
Participant 2	Male	23	White/Caucasian
Participant 3	Female	19	White/Caucasian
Participant 4	Female	20	Hispanic/Latinx
Participant 5	Female	20	White/Caucasian

<b>ATTRACTION</b>	The development of the team would need to entice people to attend matches in order to grow fan alliances (incentives, discounts, giveaways).
<b>ENGAGEMENT</b>	Direct interaction with the community and a strong social media presence are effective methods for building an inclusive fan community.
<b>PROXIMITY</b>	If an XFL event is situated in a venue located close by, participants stated that they would be more inclined to attend.

**INDUCTIVE REASONING** - Using participants' responses to identify main themes

### Conclusions Drawn

#### The Houston Roughnecks should...

Focus on engagement with University of Houston students

Provide incentives for University of Houston students to attend their XFL team's home games

Continue to use social media as the dominant form of advertising and news

Community outreach should be heavily utilized to align with community values/ideals