

How far are people willing to travel to catch a football game? Our research sets out to answer this question for the new league, the XFL.

We hypothesize that fans within a 100 mile radius will travel to day games, while fans from 100-300 miles will likely travel for weekend trips.

This social science research project utilized multiple methods such as secondary research (e.g. SWOT analysis, background research, legality, and issues), qualitative research (e.g. focus groups), and quantitative research (e.g. surveys).

Our research suggests that fans are more willing to travel 1-3 hours to watch a football game, while a 4-7 hour car ride is unlikely. This research supports that football fans are unlikely to need hotels, and are more interested in cheaper ticket price bundles.

Based on this information, our professional recommendations for our client are: Fans are not concerned with package deals from expensive restaurants, but rather being provided food within the stadium.

In our professional opinion, we suggest that the D.C. Defenders XFL team spend their resources on making the game day food experience better, as opposed to making bundles and collaborating with expensive restaurants in the D.C area.