**Dallas Cowboys v. Dallas Mavericks v. Texas Rangers** 

**Questionnaire**

Hi,

This survey is going to evaluate customer’s preferences among Dallas Cowboys, Dallas Mavericks, and Texas Rangers, which represents football, basketball, and baseball team in Dallas-Fort Worth area. Your responses will help the teams evaluate their current position and identify areas for future improvement.

The questionnaire should take about 10 minutes to complete, and all answers are confidential.

Thank you for your help.

Sincerely

UT Dallas

**Section 1:**

Please indicate the extent to which you agree or disagree with each of the following statements using the guide below:

5: Strongly Agree

4: Agree

3: Neither Agree Nor Disagree

2: Disagree

1: Strongly Disagree

1) I am a fan of the Dallas Cowboys.

5 4 3 2 1

2) I am a fan of the Dallas Mavericks.

5 4 3 2 1

3) I am a fan of the Texas Rangers.

5 4 3 2 1

**Section 2:**

4) Please indicate your preferences about the three teams from 0 to 100, where 100 represents most preference and 0 represents the least :

Dallas Cowboys 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Dallas Mavericks 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Texas Rangers 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

5) Please indicate your satisfaction about the Team Performance (winning numbers) from 0 to 100, where 100 represents your most satisfaction and 0 represents the least:

Dallas Cowboys 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Dallas Mavericks 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Texas Rangers 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

6) Please indicate the extent you love the Star Players in each team, where 100 represents your most love and 0 represents the least

Dallas Cowboys 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Dallas Mavericks 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Texas Rangers 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

7) Please indicate your satisfaction about the Community Service / Charity sponsored by each team, where 100 represents your most satisfaction and 0 represents the least: :

Dallas Cowboys 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Dallas Mavericks 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Texas Rangers 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

8) Please indicate your satisfaction about the Interactions with Fans of each team, where 100 represents your most satisfaction and 0 represents the least:

Dallas Cowboys 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Dallas Mavericks 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

Texas Rangers 0\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100

9) If you have $100 budget to spend on the three teams, how would you allocate your expenditure?

Dallas Cowboys \_\_\_\_\_\_\_

Dallas Mavericks\_\_\_\_\_\_\_

Texas Rangers \_\_\_\_\_\_\_

Total $100

10) If you have 100 hours to spend in watching the games of the three teams, how would you allocate your time?

Dallas Cowboys \_\_\_\_\_\_\_

Dallas Mavericks\_\_\_\_\_\_\_

Texas Rangers \_\_\_\_\_\_\_

Total 100 hr

**Section 3:**

**11) Do you attend Dallas Cowboys games?**

Yes

No (Skip question 12-24 and jump to 25)

**12) Why do you attend Dallas Cowboys games (select one or more choices)?**

Interest in football

Interest in team of Cowboys

Bonding with family/friends

To be part of local community

To spend free time when I have nothing to do

Other (please specify) 

**13) Who do you usually come with to Cowboys game (select one or more choices) ?**With children

With friends

With parents

Other (please specify)



**14) How many home games do you usually come to see per season for Dallas Cowboys?**Almost every game

About half of the games

Less than half of the games

1 or 2 games

None

**15) Are you or your family members involved in Dallas Cowboys club organization or supporter club in any capacity?**Yes

No

**16) Would you and/or your children like to be involved in Dallas Cowboys club** **organization or supporter club?**Yes, if yes- in what capacity?

No, if no- why not?

**17) How often do you buy merchandise with Dallas Cowboys logo?**Almost every game

Few times per season

Few times every 2 seasons

I don’t buy

I would like to buy, but there is no merchandise shop

**18) Are you satisfied with the merchandise service in Dallas Cowboys home games?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**19) Are you satisfied with the ease of ticket purchase of Dallas Cowboys games?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**20) How do you think about the tickets prices at Dallas Cowboys home games?**

Very expensive :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Very cheap

**21) Are you satisfied with regards to the on field and off field involvement of the star players from Dallas Cowboys?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**22) Are you satisfied with the amount of special events (school visits, after game events) organized by Dallas Cowboys club organization?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**23) Are you satisfied with the home games atmosphere?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**24) Are you satisfied with the performances (winning numbers) of Dallas Cowboys in the recent year?**

Very satisfied :\_\_:\_\_:\_\_:\_\_:\_\_:\_\_:\_\_: Not satisfied at all

**Section 4**

**25) What is your gender?**

Male

Female

**26) What is your age?**

less than 10

11-20

21-30

31-40

41-50

51-60

61-70

71 and above

**27) Please indicate your 5-digit zip code of residence \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**28) What is your ethnicity?**

White

Hispanic or Latino

Black or African American

Native American or American Indian

Asian or Pacific Islander

Other \_\_\_\_\_\_\_\_\_\_\_\_\_

**29) What is your marital status?**

 Single, never married

 Married or domestic partnership

 Separated

 Divorced

 Widowed

**30) What is your household size?**

1

2

3

4

5

6

7

8

9 or more

**31) What is the highest level of education you have completed?**

No schooling completed

Some high school, no diploma

High school graduate, diploma or the equivalent

Some college credit, no degree

Trade/technical/vocational training

Associate degree

Bachelor’s degree

Master’s degree

Doctorate degree

**32) What is your employment type?**

Employed for wages

Self-employed

Out of work and looking for work

Out of work but not currently looking for work

A student

Military

Retired

Unable to work

**33) What is your income in the recent year?**

0

 1 ~ 20,000

20,001 ~ 40,000

40,001 ~ 60,000

60,001 ~ 80,000

80,001 ~ 100,000

100,001~120,000

120,001 ~ 140,000

140,001 ~ 160,000

160,001 ~ 180,000

180,001 ~ 200,000

More than 200,000