Q1. I am a fan of the Dallas Cowboys (1-5)

Q2. I am a fan of the Dallas Mavericks (1-5)

Q3. I am fan of the Texas Rangers (1-5)

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

Q4. Dallas Cowboys

Q5. Dallas Mavericks

Q6. Texas Rangers

Please Indicate your preferences about the Team Performance from 0-100, where 100 represents the most satisfaction and 0 represents the least:

Q7. Cowboys

Q8. Mavericks

Q9. Rangers

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

Q10. Cowboys

Q11. Mavericks

Q12. Rangers

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

Q13. Cowboys

Q14. Mavericks

Q15. Rangers

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

Q16. Cowboys

Q17. Mavericks

Q18. Rangers

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

Q19. Cowboys

Q20. Mavericks

Q21. Rangers

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

Q22. Cowboys

Q23. Mavericks

Q24. Rangers

Q25. Do you attend Dallas Cowboys games?

* 0 – no
* 1 – yes

Q26. Gender

* 0 – Female 1 - Male

Q27. Age

* 21-30 (1)
* 31-40 (2)
* 41-50 (3)
* 51-60 (4)
* 61-70 (5)

Q28. What is your race?

* White (1)
* Asian or Pacific Islander (2)
* Hispanic/Latino (3)
* Black or African American (4)
* Other (5)

Q29. What is your marital status?

* Single, never married (1)
* Married, or domestic partnership (2)
* Separated (3)
* Divorced (4)
* Widowed (5)

Q30. What is your household size?

* 1
* 2
* 3
* 4
* 5
* 6 or more (6)

Q31. What is the highest level of education?

* High school graduate, diploma (1)
* Some college credit, not degree (2)
* Associate degree (3)
* Trade/technical/vocational training (4)
* Bachelors (5)
* Masters (6)
* Doctorate (7)

Q32. What is your income?

* 0 (1)
* 1-20000 (2)
* 20001 – 40000 (3)
* 40001 – 60000 (4)
* 60001 – 80000 (5)
* 80001 – 10000 (6)
* 100001-120000 (7)
* 120001 – 140000 (8)
* 160001-180000 (9)
* More than 200000 (10)