1. How old are you?
2. Do you consider yourself a fan of NFL Football?
3. What is your favorite NFL Football Team
4. Do you currently play Fantasy Football?
5. Do you currently play Daily Fantasy Football on platforms such as DraftKings or Fan Duel?
6. Have you every played Daily Fantasy Football on platforms such as DrafKings or Fan Duel?
7. Playing Fantasy Football distracts you from watching your favorite NFL Team. [Strongly Disagree- Strongly Agree]
8. You are more willing to play Fantasy Football if it only focused on your favorite team?
9. You are more willing to play Fantasy Football if you were rewarded with fan experiences such as free merchandise or tickets?
10. Would you be more inclined to play Daily Fantasy Football if you could compete with your friends rather than strangers?
11. Would you be more inclined to play Daily Fantasy Football if you could compete with fans of opposing teams rather than strangers?
12. If you earned loyality points for the number of times you participated in a contest, rank the prizes you would most likely use to redeem them for
    1. Free tickets to sport events
    2. Merchandise
    3. Additional free contest tickets
    4. Customized fan experiences
    5. DraftKings/Fan Duel Swag
13. When considering using a product such as Draft Kings, how much do you value the opinions/experiences of the following individuals:
    1. Spouse/Significant Other
    2. Coworkers
    3. Son/Daughter
    4. Athlete Endorsements
    5. Televised Commercials
    6. Friends
    7. Online Ads
    8. Bloggers/Social Media Influencers
14. When playing Fantasy Sports, how important is the sense of community versus the sense of winning a prize [Very Important- Not Important]