

Please answer the questions that follow by circling the appropriate response or filling in the blank provided.

Are you a "Red Alert" member? Yes No Unsure

Do you follow the official Twitter account of ISU Redbird Athletics (@RedbirdAthletics)? Yes No Unsure

Approximately how many people do you follow on Twitter? _____

Approximately how many people follow you on Twitter? _____

In the past week (an average) how many minutes per day did you spend on Twitter? _____

Please rate your overall level of agreement with each of the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
Twitter is part of my every day activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm proud to tell people I am on Twitter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter has become part of my daily routine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel out of touch when I haven't checked Twitter for awhile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I am part of the Twitter community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be sorry if Twitter were shut down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please circle the number nearest to the word you feel best describes the official Twitter account of ISU Redbird Athletics (@RedbirdAthletics).

Unimportant	1	2	3	4	5	6	7	Important
Boring	1	2	3	4	5	6	7	Interesting
Irrelevant	1	2	3	4	5	6	7	Relevant
Unexciting	1	2	3	4	5	6	7	Exciting
Means nothing	1	2	3	4	5	6	7	Means a lot
Unappealing	1	2	3	4	5	6	7	Appealing
Mundane	1	2	3	4	5	6	7	Fascinating
Worthless	1	2	3	4	5	6	7	Valuable
Uninvolving	1	2	3	4	5	6	7	Involving
Not needed	1	2	3	4	5	6	7	Needed

Please rate your overall level of agreement with each of the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I have too many work/school commitments to go to Redbird games.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is too expensive to be a Red Alert member.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd rather go watch at a bar/restaurant than go to the stadium/arena.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's too inconvenient to travel to a game.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's not worth trying to find parking at a game.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather just watch Redbird games at home on TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us a little about yourself.

- 1) Please indicate your age.
 - 18-20
 - 21-23
 - 24-25

- 2) Please indicate your gender.
 - Male
 - Female
 - Prefer not to respond

- 3) To measure the diversity of our attendees, please identify your ethnic background.
 - Hispanic
 - Caucasian
 - African American
 - Asian/Pacific Islander
 - Native American
 - Other _____
 - Prefer not to respond

- 4) What year at Illinois State is this for you as a student?
 - 1st
 - 2nd
 - 3rd
 - 4th
 - 5th
 - 6th or more

THANK YOU FOR YOUR PARTICIPATION!