Current SDSU Perceptions
SDSU Perceived Superiority: Nationally

+ On a national level, under one-third of all audience groups perceive SDSU to be “far” or “somewhat” superior compared to other universities.

+ Parents are the exception. They have the highest perception of SDSU of any of the audience segments with just under half of them considering the university to be superior to others nationally.

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**Far/Somewhat Superior**

- **Students:** 30%
- **Alumni:** 29%
- **Parents:** 42%
- **Faculty/Staff:** 27%
- **Donors:** 28%

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**5. How would you say that SDSU’s reputation compares to other universities on a national and local level?**
SDSU Perceived Superiority: **Locally**

Perceived superiority for SDSU is much higher on a local level than on a national level. Parents and alumni are most likely to consider SDSU to be superior, while faculty/staff and students are the least likely.

**Far/Somewhat Superior**
- **Students**: 41%
- **Alumni**: 53%
- **Parents**: 58%
- **Faculty/Staff**: 46%
- **Donors**: 50%

**Question:** How would you say that SDSU's reputation compares to other universities on a national and local level?
Distinctiveness of SDSU Compared to Other Universities

+ Across all audiences, SDSU is perceived as “somewhat” distinctive, but not “very.”
+ This means that SDSU certainly has room to create a positioning that plays up its unique brand/personality and sets it apart from other universities.

45. Compared to other universities, how DISTINCTIVE would you consider SDSU to be? Would you say that SDSU is...
SDSU Personality Perceptions
Top 2 Box (Very + Somewhat Accurate)

+ Of the brand attributes, or personality traits, tested, “driven” and “pioneering” were the two most associated with SDSU. “Audacious” is the least likely to be associated.

+ “Driven” and “pioneering” scored nearly equal, but with a slightly greater % of students associating the university with being “driven” and a greater number of parents and faculty/staff associating the university with being “pioneering.”

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Q10. Next, please tell us how accurately each of the following words fits with your current perceptions of SDSU? SDSU is...
SDSU Connections
Pride / Satisfaction / Likelihood to Recommend
SDSU Pride

+ Interestingly, both students and donors feel the least amount of pride - split nearly equally between a significant and slight amount of pride.

+ Alumni and parents feel the greatest amount of pride suggesting that pride increases as time moves on.

**Q2.** How much pride do you personally feel for or associate with SDSU?
Satisfaction with SDSU

Satisfaction levels are extremely high. While we would like to see those "very" satisfied outrank those "somewhat" satisfied, nearly 100% of all audience groups consider themselves to be satisfied with their experience at SDSU overall. Alumni are the most satisfied group of all.

Very/Somewhat Satisfied
- Students: 91%
- Alumni: 96%
- Parents: 91%
- Faculty/Staff: 92%
- Donors: 90%

a7. How satisfied are you with your SDSU experience overall?
Likelihood of Recommending SDSU To Prospective Student

- Corporations with world-class loyalty can score as high as 75% to more than 80%. However, the average US net promoter score (NPS) is 10%. Among most audience groups, SDSU's NPS is well above the national average.

- Faculty/staff and donors are the exception. These groups score lowest on pride as well.

Net Promoter Score: Promoters – Detractors
- Students: 21
- Alumni: 31
- Parents: 34
- Faculty & Staff: 9
- Donors: 7

49% 49% 49% 49%
46% 46% 46% 46%
41% 41% 41% 41%
34% 34% 34% 34%
37% 37% 37% 37%

39% 39% 39% 39%
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20% 20% 20% 20%
15% 15% 15% 15%
15% 15% 15% 15%
25% 25% 25% 25%
30% 30% 30% 30%

On a scale of 0-10 ("10" being the best possible score), how likely would you be to recommend SDSU to a prospective student?
Donating to SDSU