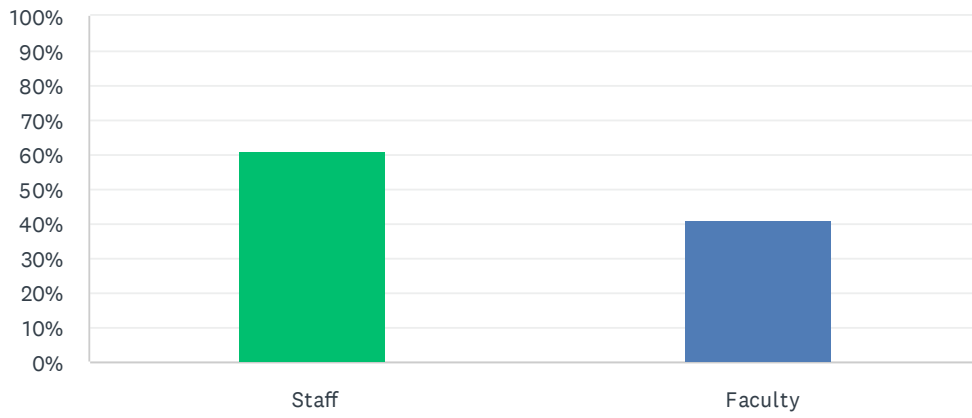


Q1 Employee Demographics Please select employment type

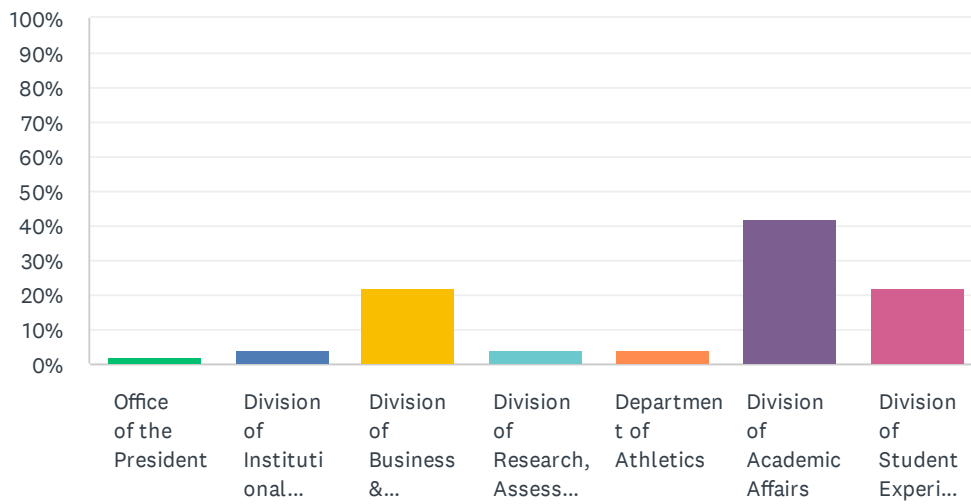
Answered: 46 Skipped: 2



ANSWER CHOICES	RESPONSES	
Staff	60.87%	28
Faculty	41.30%	19
Total Respondents: 46		

Q2 Please select the division you are associated with at SAU

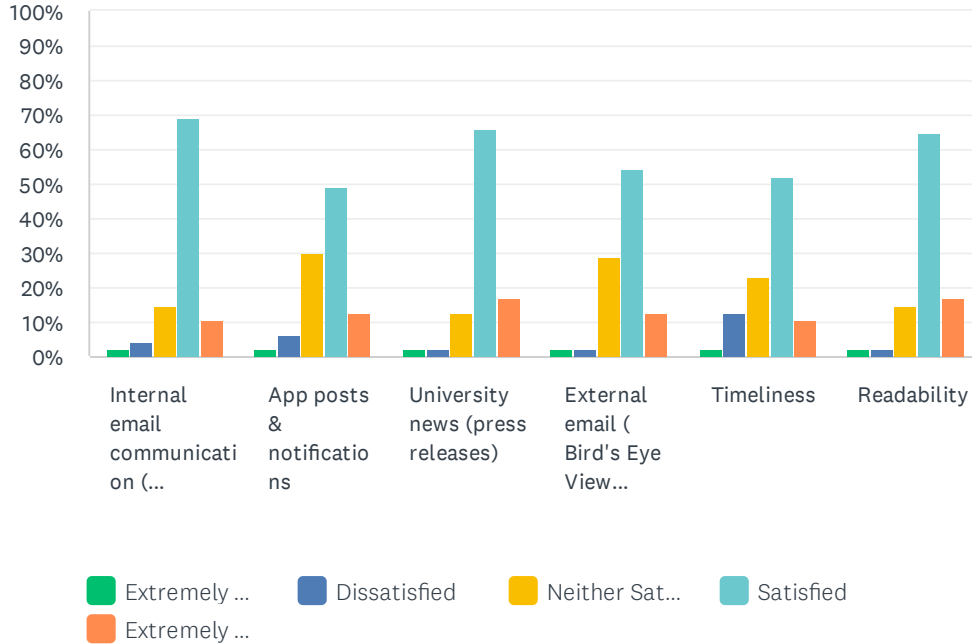
Answered: 45 Skipped: 3



ANSWER CHOICES	RESPONSES	
Office of the President	2.22%	1
Division of Institutional Advancement	4.44%	2
Division of Business & Administration	22.22%	10
Division of Research, Assessment & Grants	4.44%	2
Department of Athletics	4.44%	2
Division of Academic Affairs	42.22%	19
Division of Student Experience	22.22%	10
Total Respondents: 45		

Q3 Communications Please indicate your level of satisfaction with 'Communications'.

Answered: 48 Skipped: 0



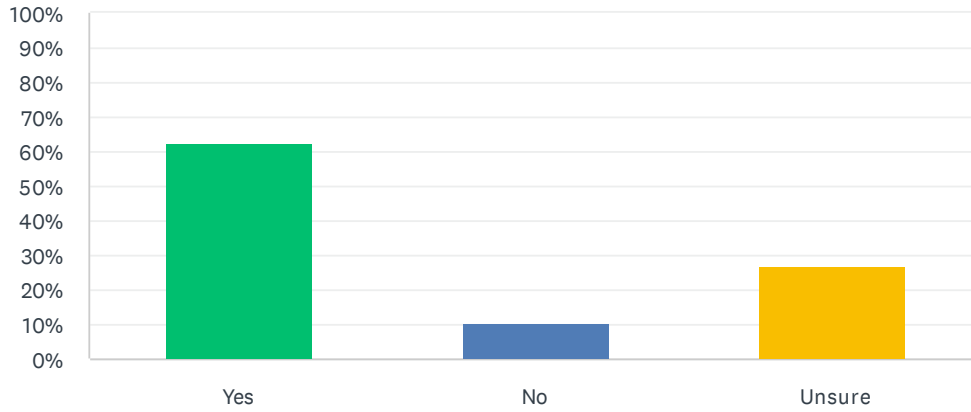
	EXTREMELY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	EXTREMELY SATISFIED	TOTAL	WEIGHTED AVERAGE
Internal email communication (MarComm is not responsible for populating/maintaining distribution lists)	2.08% 1	4.17% 2	14.58% 7	68.75% 33	10.42% 5	48	3.81
App posts & notifications	2.13% 1	6.38% 3	29.79% 14	48.94% 23	12.77% 6	47	3.64
University news (press releases)	2.13% 1	2.13% 1	12.77% 6	65.96% 31	17.02% 8	47	3.94
External email (Bird's Eye View Newsletter, Alumni updates, etc.)	2.08% 1	2.08% 1	29.17% 14	54.17% 26	12.50% 6	48	3.73
Timeliness	2.08% 1	12.50% 6	22.92% 11	52.08% 25	10.42% 5	48	3.56
Readability	2.08% 1	2.08% 1	14.58% 7	64.58% 31	16.67% 8	48	3.92

Q4 In case you have any additional comments about 'Communications', please use the comment box. If not, write N/A.

Answered: 22 Skipped: 26

Q5 MarketingProductAre you aware of SAU's programs and services for students?

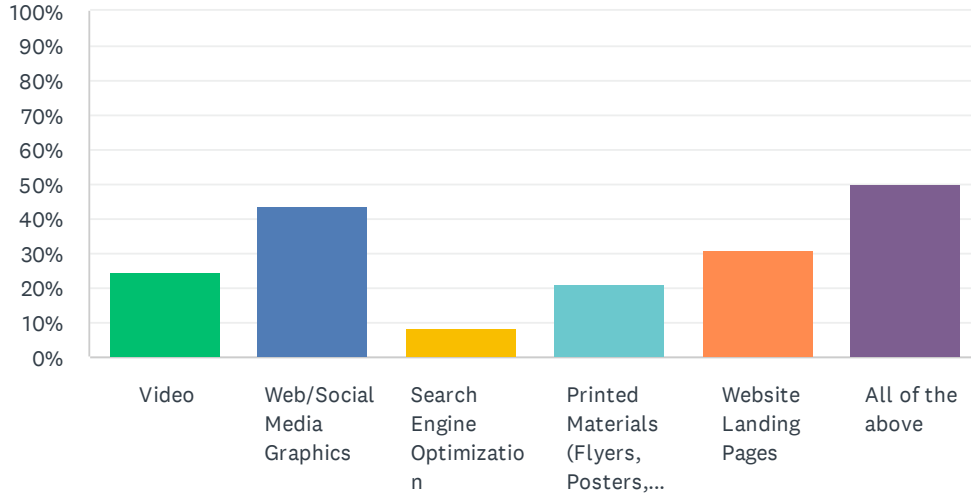
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	62.50%	30
No	10.42%	5
Unsure	27.08%	13
Total Respondents: 48		

Q6 What methods are most effective in increasing awareness of SAU's academic programs and student services? (Select all that apply)

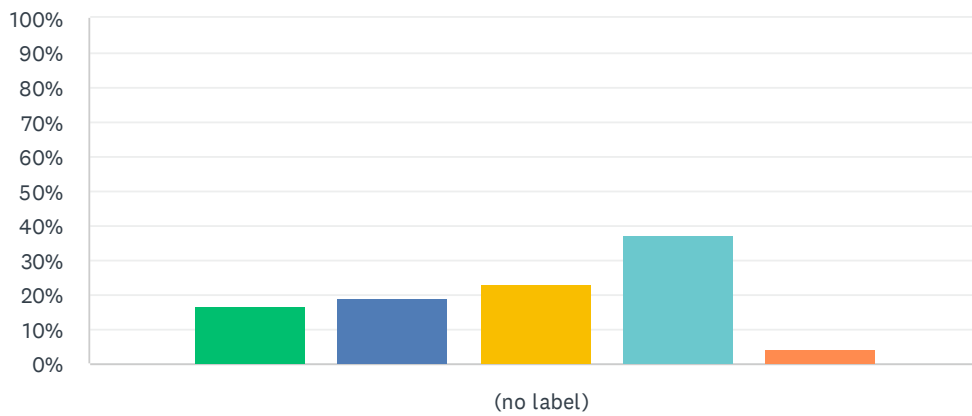
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Video	25.00%	12
Web/Social Media Graphics	43.75%	21
Search Engine Optimization	8.33%	4
Printed Materials (Flyers, Posters, mailers, etc.)	20.83%	10
Website Landing Pages	31.25%	15
All of the above	50.00%	24
Total Respondents: 48		

Q7 PriceAre you aware of SAU's tuition & fees?

Answered: 48 Skipped: 0

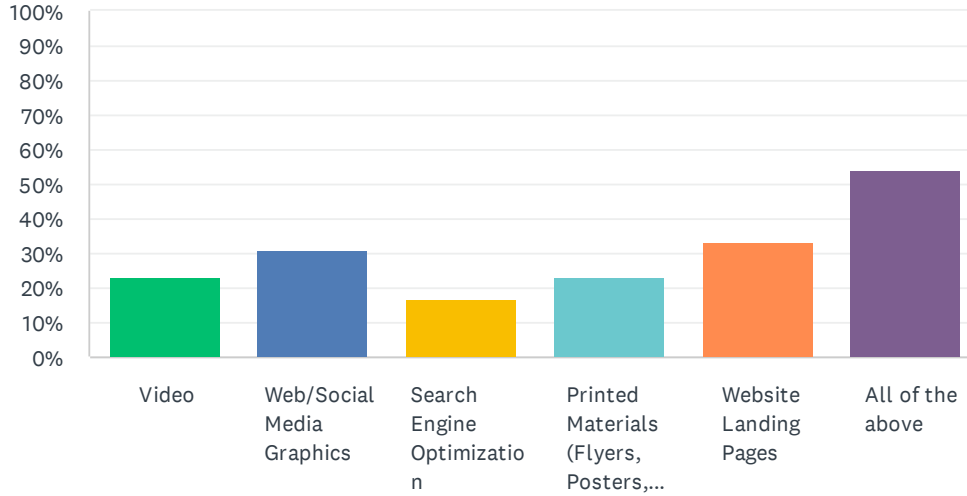


■ Fully Unaw...
 ■ Somewhat ...
 ■ Neither Aw...
 ■ Aware
 ■ Fully Aware

	FULLY UNAWARE	SOMEWHAT UNAWARE	NEITHER AWARE NOR UNAWARE	AWARE	FULLY AWARE	TOTAL	WEIGHTED AVERAGE
(no label)	16.67% 8	18.75% 9	22.92% 11	37.50% 18	4.17% 2	48	2.94

Q8 What methods are most effective in increasing awareness of SAU's tuition and fees? (Select all that apply)

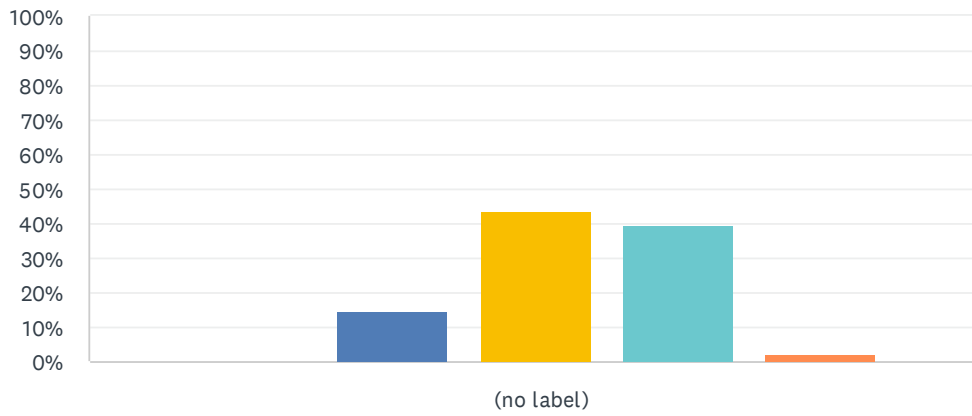
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Video	22.92%	11
Web/Social Media Graphics	31.25%	15
Search Engine Optimization	16.67%	8
Printed Materials (Flyers, Posters, mailers, etc.)	22.92%	11
Website Landing Pages	33.33%	16
All of the above	54.17%	26
Total Respondents: 48		

Q9 Promotion Are you satisfied with the timeliness of SAU promotions?

Answered: 48 Skipped: 0

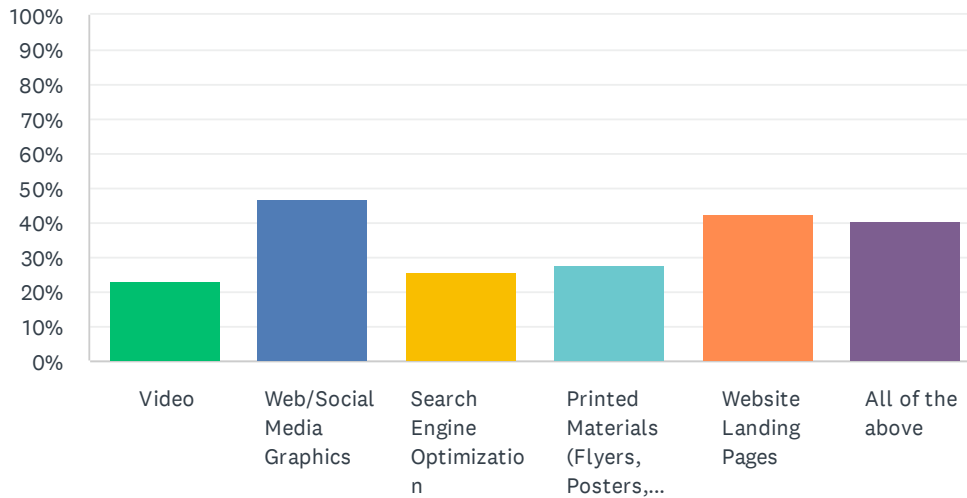


■ Extremely ...
 ■ Dissatisfied
 ■ Neither Sat...
 ■ Satisfied
 ■ Extremely ...

	EXTREMELY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	EXTREMELY SATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	14.58% 7	43.75% 21	39.58% 19	2.08% 1	48	3.29

Q10 According to you, which methods of SAU promotion are most impactful to you? (Select all that apply)

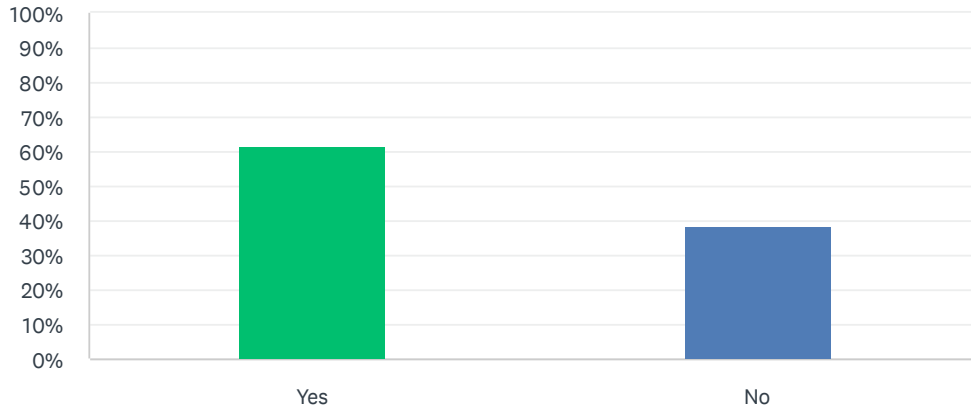
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Video	23.40%	11
Web/Social Media Graphics	46.81%	22
Search Engine Optimization	25.53%	12
Printed Materials (Flyers, Posters, mailers, etc.)	27.66%	13
Website Landing Pages	42.55%	20
All of the above	40.43%	19
Total Respondents: 47		

Q11 Do you share information promoting SAU’s initiatives (i.e. enrollment, giving, etc.)?

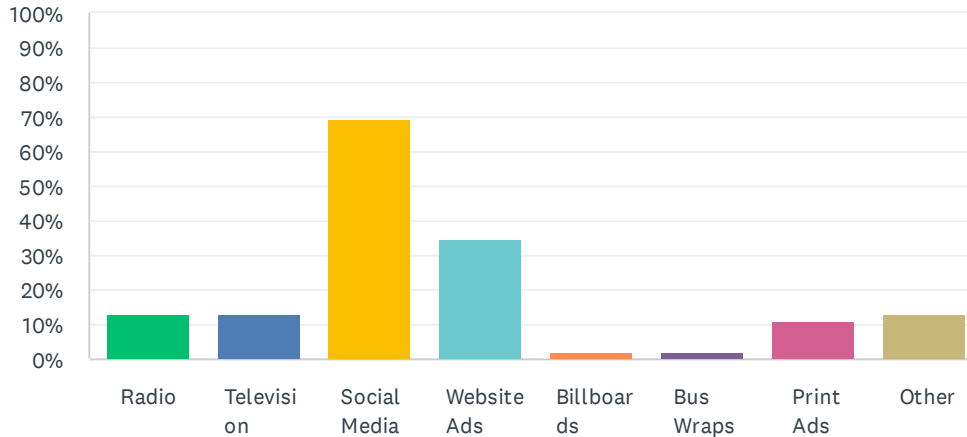
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	61.70%	29
No	38.30%	18
Total Respondents: 47		

Q12 Placement Where have you seen/heard SAU advertisements the most (Select all that apply)?

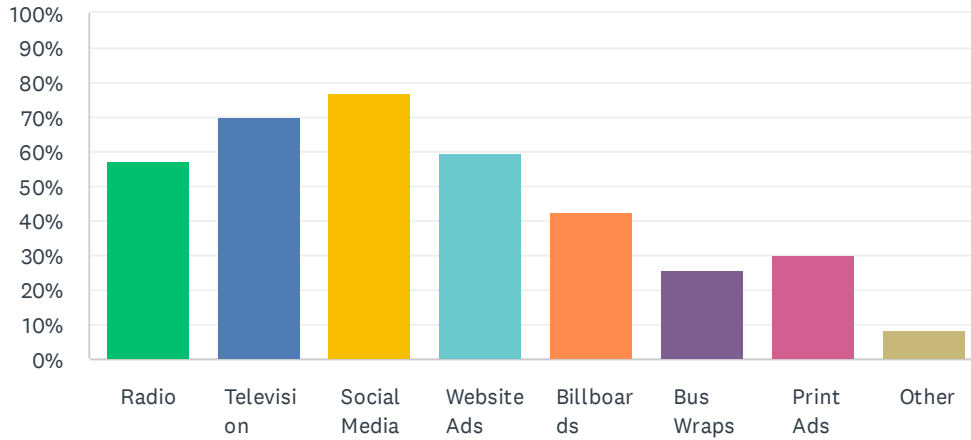
Answered: 46 Skipped: 2



ANSWER CHOICES	RESPONSES
Radio	13.04% 6
Television	13.04% 6
Social Media	69.57% 32
Website Ads	34.78% 16
Billboards	2.17% 1
Bus Wraps	2.17% 1
Print Ads	10.87% 5
Other	13.04% 6
Total Respondents: 46	

Q13 Where do you believe more SAU advertisements should be placed(Select all that apply)?

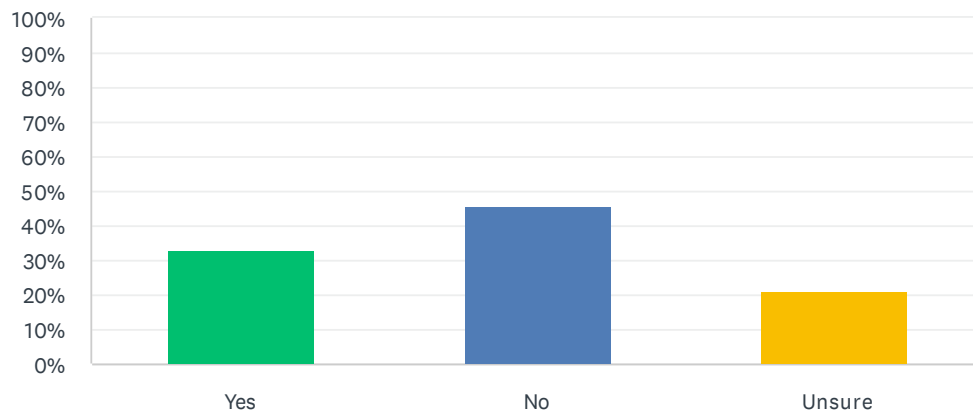
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Radio	57.45%	27
Television	70.21%	33
Social Media	76.60%	36
Website Ads	59.57%	28
Billboards	42.55%	20
Bus Wraps	25.53%	12
Print Ads	29.79%	14
Other	8.51%	4
Total Respondents: 47		

Q14 BrandingToolkitHave you used SAU's branding toolkit?

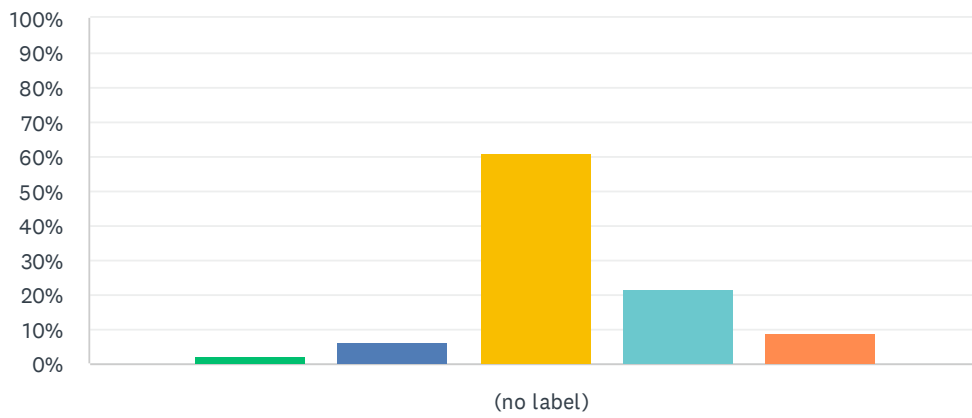
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.33%	16
No	45.83%	22
Unsure	20.83%	10
Total Respondents: 48		

Q15 Please indicate your level of difficulty in using toolkits?

Answered: 46 Skipped: 2

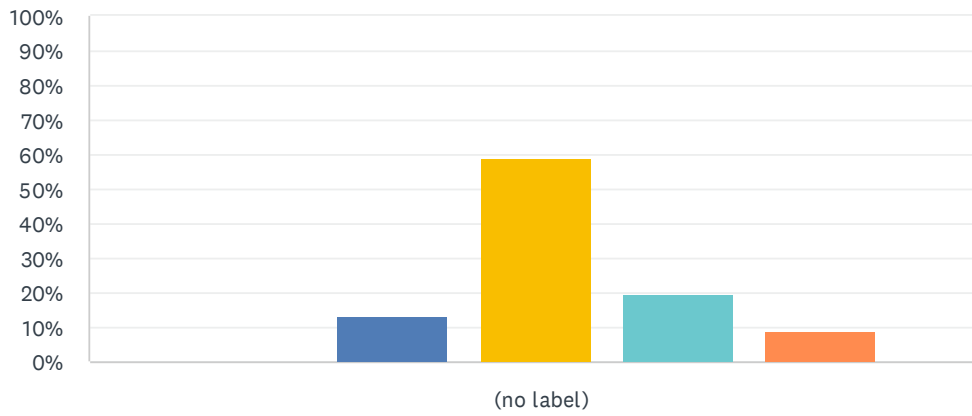


■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	2.17% 1	6.52% 3	60.87% 28	21.74% 10	8.70% 4	46	3.28

Q16 Please indicate your level of accessibility to the toolkit.

Answered: 46 Skipped: 2

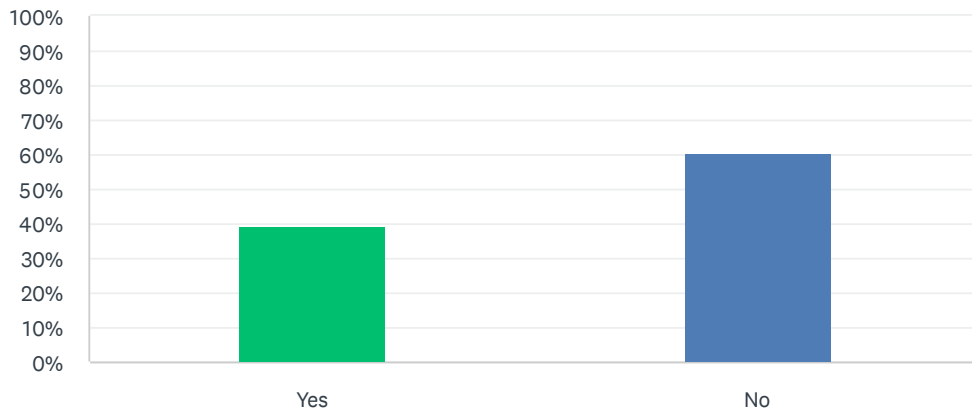


■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	13.04% 6	58.70% 27	19.57% 9	8.70% 4	46	3.24

Q17 Licensing Are you aware of SAU's licensing program?

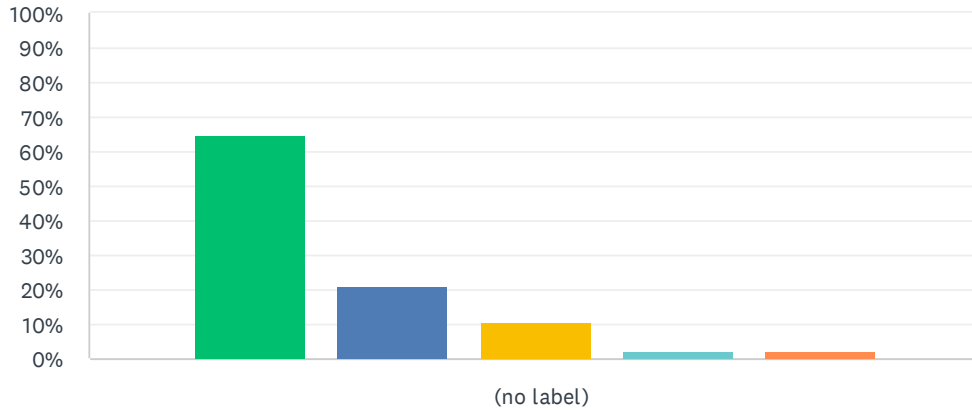
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	39.58%	19
No	60.42%	29
Total Respondents: 48		

Q18 Have you referred any potential retailers to SAU to sell university products?

Answered: 48 Skipped: 0



■ Never
 ■ Rarely
 ■ Sometimes
 ■ Usually
■ Always

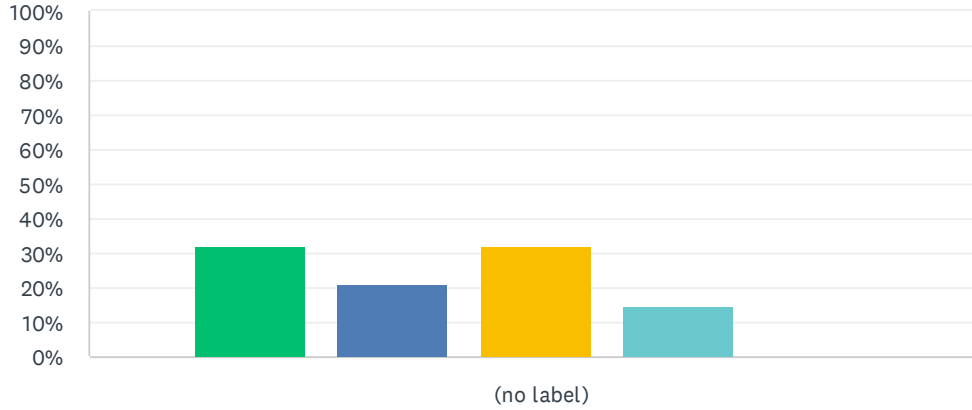
	NEVER	RARELY	SOMETIMES	USUALLY	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	64.58%	20.83%	10.42%	2.08%	2.08%	48	1.56
	31	10	5	1	1		

Q19 What stores or retailers would you like to see selling SAU merchandise?

Answered: 26 Skipped: 22

Q20 Brand Promise & Positioning Statements Are you aware of SAU's Brand Promise and Positioning Statements?

Answered: 47 Skipped: 1

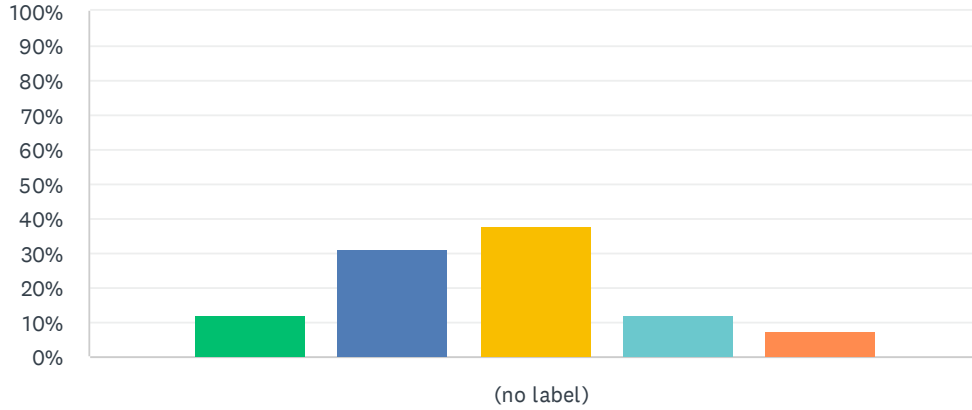


■ Fully Unaw...
 ■ Somewhat ...
 ■ Neither Un...
 ■ Aware
 ■ Fully Aware

	FULLY UNAWARE	SOMEWHAT UNAWARE	NEITHER UNAWARE NOR AWARE	AWARE	FULLY AWARE	TOTAL	WEIGHTED AVERAGE
(no label)	31.91% 15	21.28% 10	31.91% 15	14.89% 7	0.00% 0	47	2.30

Q21 Please indicate the level of impact of SAU's Brand Promise and Positioning Statements on the customers?

Answered: 42 Skipped: 6

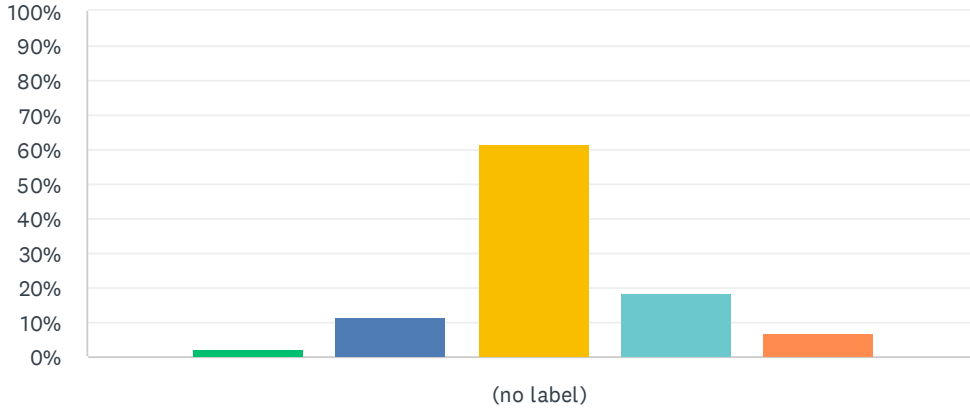


■ Very Small
 ■ Small
 ■ Medium
 ■ Large
■ Severe

	VERY SMALL	SMALL	MEDIUM	LARGE	SEVERE	TOTAL	WEIGHTED AVERAGE
(no label)	11.90%	30.95%	38.10%	11.90%	7.14%	42	2.71
	5	13	16	5	3		

Q22 Identity Standards & Style Guide Please indicate your level of difficult in using Identity Standards & Style Guide.

Answered: 44 Skipped: 4

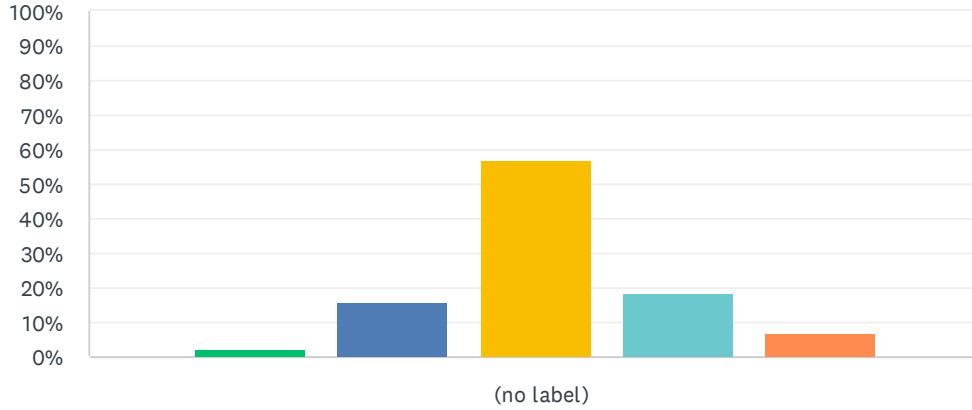


■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	2.27% 1	11.36% 5	61.36% 27	18.18% 8	6.82% 3	44	3.16

Q23 Please indicate your level of accessibility to Identity Standards & Style Guide?

Answered: 44 Skipped: 4



■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

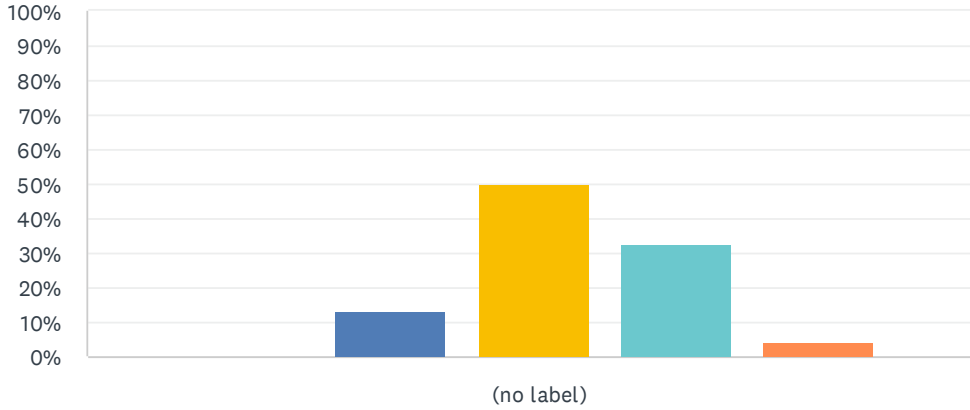
	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	2.27% 1	15.91% 7	56.82% 25	18.18% 8	6.82% 3	44	3.11

Q24 If you have any additional comments about 'Marketing', please use the comment box? If not, write N/A.

Answered: 19 Skipped: 29

Q25 Lytho System (Project Request Submissions) Please indicate your level of difficulty in using Lytho System (Project Request Submissions).

Answered: 46 Skipped: 2

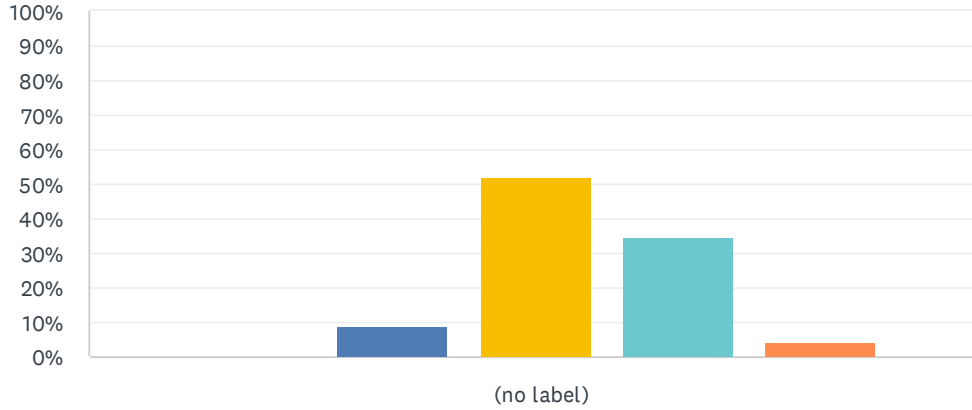


■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	13.04% 6	50.00% 23	32.61% 15	4.35% 2	46	3.28

Q26 Please indicate your level of accessibility to Lytho System (Project Request Submissions)?

Answered: 46 Skipped: 2

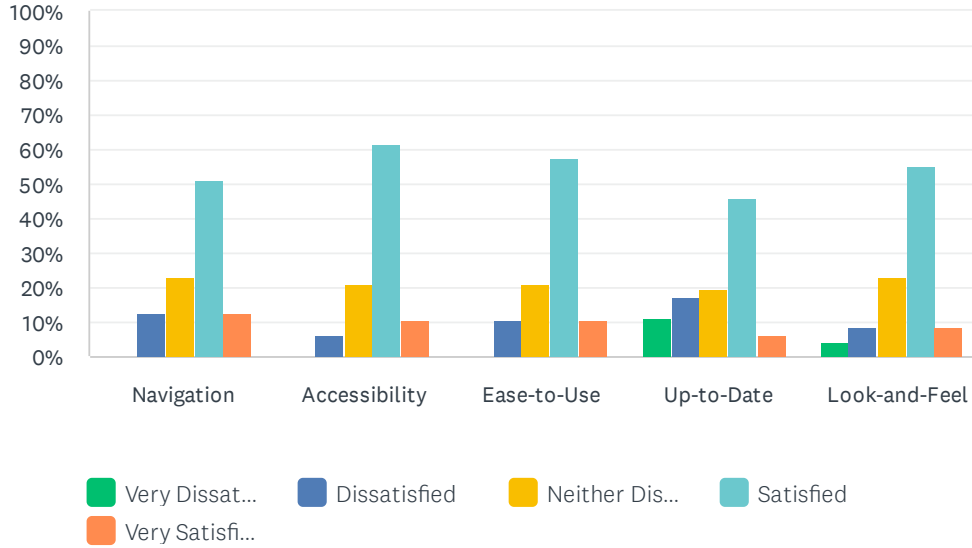


■ Very Difficult
 ■ Difficult
 ■ Neither Di...
 ■ Easy
■ Very Easy

	VERY DIFFICULT	DIFFICULT	NEITHER DIFFICULT NOR EASY	EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	8.70% 4	52.17% 24	34.78% 16	4.35% 2	46	3.35

Q27 SAU Website Use Please indicate your level of satisfaction with SAU Website use.

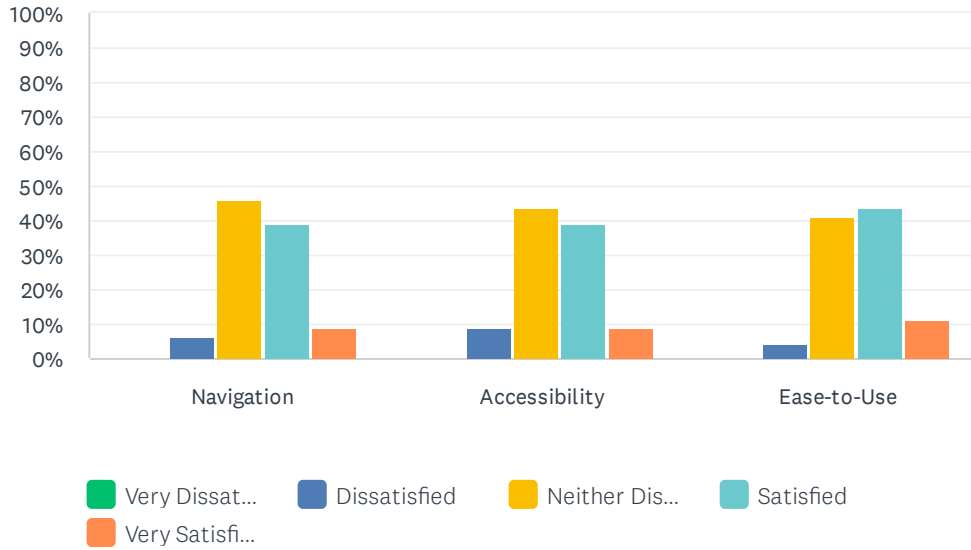
Answered: 47 Skipped: 1



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Navigation	0.00% 0	12.77% 6	23.40% 11	51.06% 24	12.77% 6	47	3.64
Accessibility	0.00% 0	6.38% 3	21.28% 10	61.70% 29	10.64% 5	47	3.77
Ease-to-Use	0.00% 0	10.64% 5	21.28% 10	57.45% 27	10.64% 5	47	3.68
Up-to-Date	10.87% 5	17.39% 8	19.57% 9	45.65% 21	6.52% 3	46	3.20
Look-and-Feel	4.26% 2	8.51% 4	23.40% 11	55.32% 26	8.51% 4	47	3.55

Q28 SAU App Use Please indicate your level of satisfaction with SAU App Use.

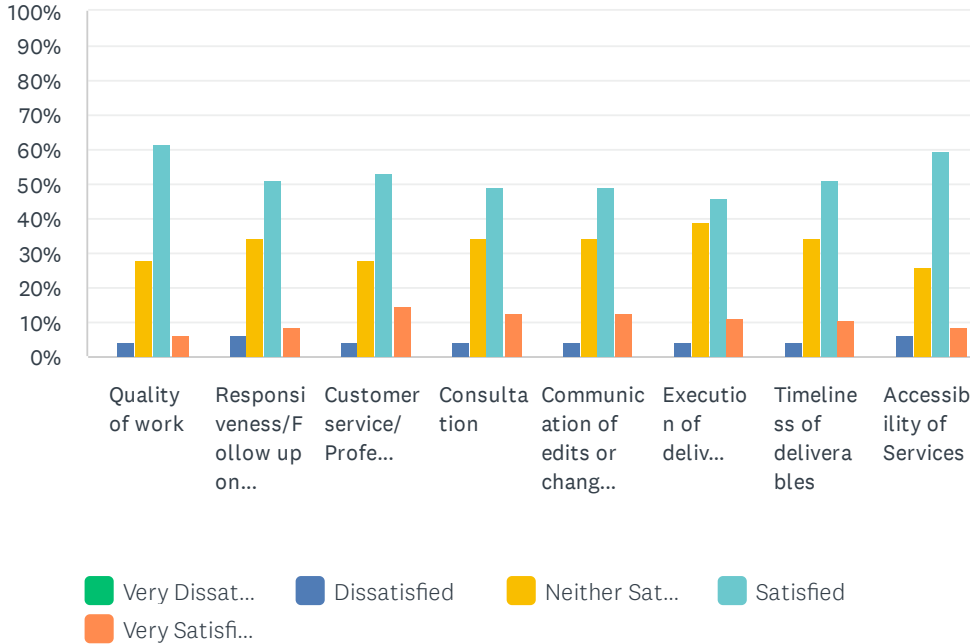
Answered: 46 Skipped: 2



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Navigation	0.00% 0	6.52% 3	45.65% 21	39.13% 18	8.70% 4	46	3.50
Accessibility	0.00% 0	8.70% 4	43.48% 20	39.13% 18	8.70% 4	46	3.48
Ease-to-Use	0.00% 0	4.35% 2	41.30% 19	43.48% 20	10.87% 5	46	3.61

Q29 Website Updates Please indicate your level of satisfaction with website updates.

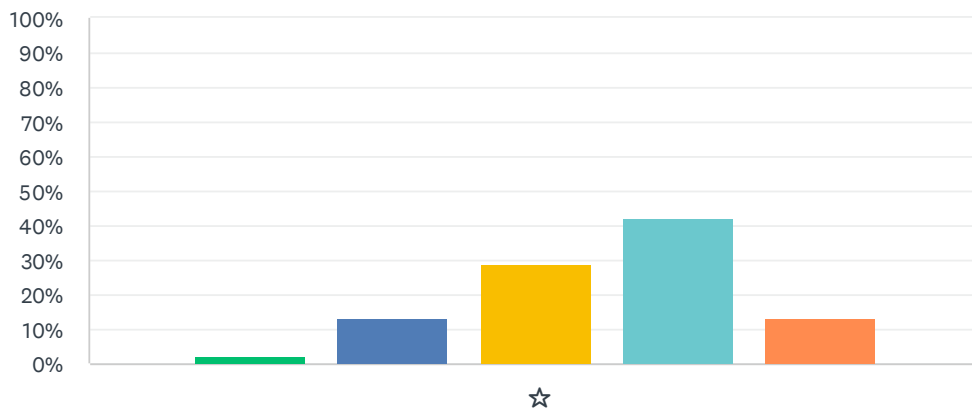
Answered: 47 Skipped: 1



	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Quality of work	0.00% 0	4.26% 2	27.66% 13	61.70% 29	6.38% 3	47	3.70
Responsiveness/Follow up on projects	0.00% 0	6.38% 3	34.04% 16	51.06% 24	8.51% 4	47	3.62
Customer service/Professionalism	0.00% 0	4.26% 2	27.66% 13	53.19% 25	14.89% 7	47	3.79
Consultation	0.00% 0	4.26% 2	34.04% 16	48.94% 23	12.77% 6	47	3.70
Communication of edits or changes to deadline	0.00% 0	4.26% 2	34.04% 16	48.94% 23	12.77% 6	47	3.70
Execution of deliverables	0.00% 0	4.35% 2	39.13% 18	45.65% 21	10.87% 5	46	3.63
Timeliness of deliverables	0.00% 0	4.26% 2	34.04% 16	51.06% 24	10.64% 5	47	3.68
Accessibility of Services	0.00% 0	6.38% 3	25.53% 12	59.57% 28	8.51% 4	47	3.70

Q30 Please rate the services currently provided for website updates?

Answered: 45 Skipped: 3

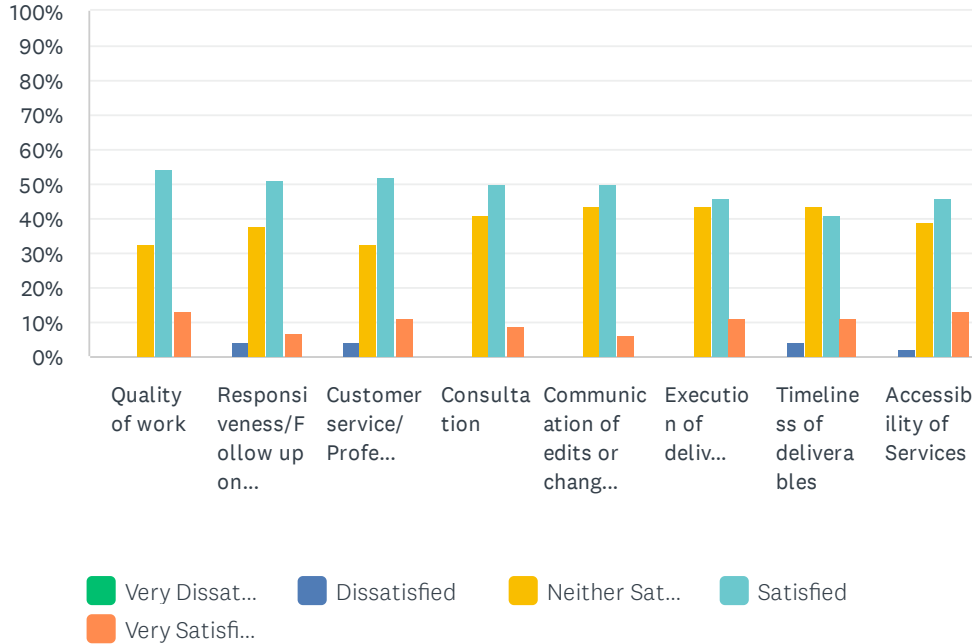


■ 1 Star
 ■ 2 Stars
 ■ 3 Stars
 ■ 4 Stars
■ 5 Stars

	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	2.22% 1	13.33% 6	28.89% 13	42.22% 19	13.33% 6	45	3.51

Q31 Video Production Please indicate your level of satisfaction with video production.

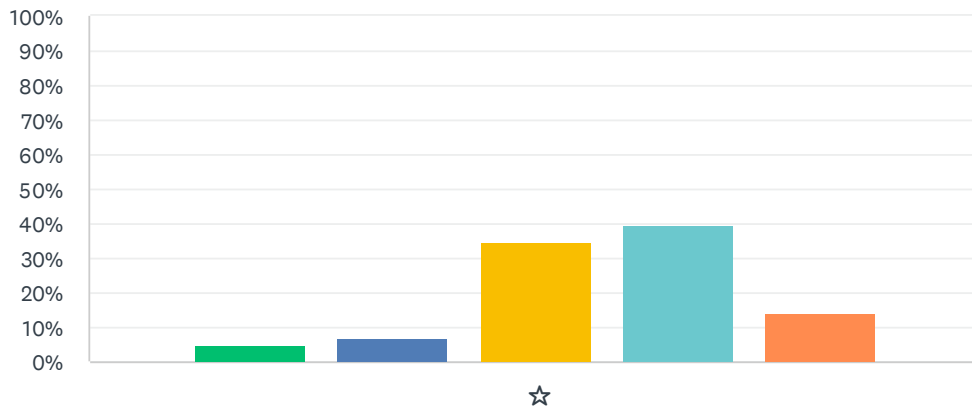
Answered: 46 Skipped: 2



	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Quality of work	0.00% 0	0.00% 0	32.61% 15	54.35% 25	13.04% 6	46	3.80
Responsiveness/Follow up on projects	0.00% 0	4.44% 2	37.78% 17	51.11% 23	6.67% 3	45	3.60
Customer service/Professionalism	0.00% 0	4.35% 2	32.61% 15	52.17% 24	10.87% 5	46	3.70
Consultation	0.00% 0	0.00% 0	41.30% 19	50.00% 23	8.70% 4	46	3.67
Communication of edits or changes to deadline	0.00% 0	0.00% 0	43.48% 20	50.00% 23	6.52% 3	46	3.63
Execution of deliverables	0.00% 0	0.00% 0	43.48% 20	45.65% 21	10.87% 5	46	3.67
Timeliness of deliverables	0.00% 0	4.35% 2	43.48% 20	41.30% 19	10.87% 5	46	3.59
Accessibility of Services	0.00% 0	2.17% 1	39.13% 18	45.65% 21	13.04% 6	46	3.70

Q32 Please rate the services for video production currently provided.

Answered: 43 Skipped: 5

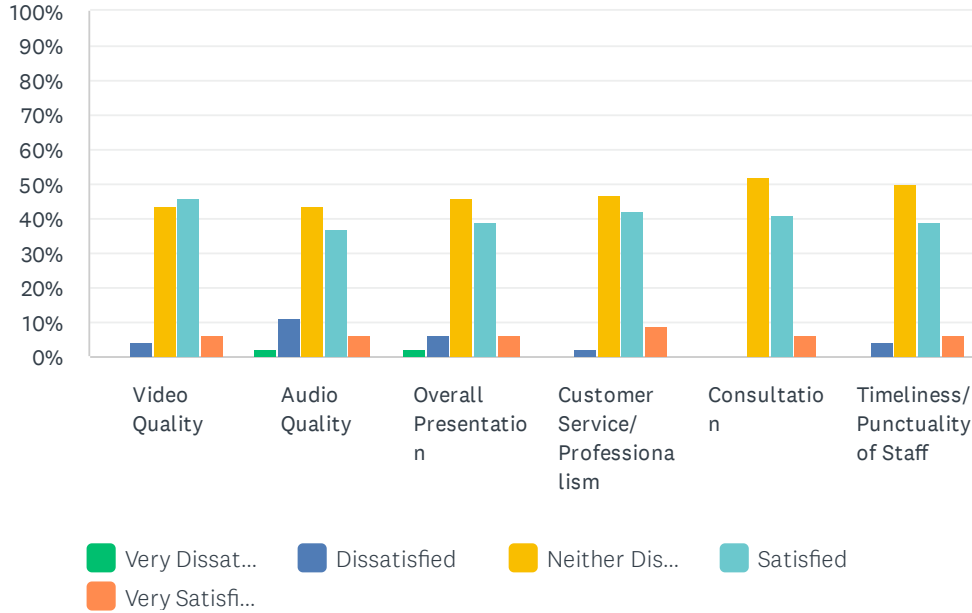


■ 1 Star
 ■ 2 Stars
 ■ 3 Stars
 ■ 4 Stars
■ 5 Stars

	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	4.65% 2	6.98% 3	34.88% 15	39.53% 17	13.95% 6	43	3.51

Q33 Video Broadcasting (Livestream) Please indicate your level of satisfaction with video broadcasting (Livestream).

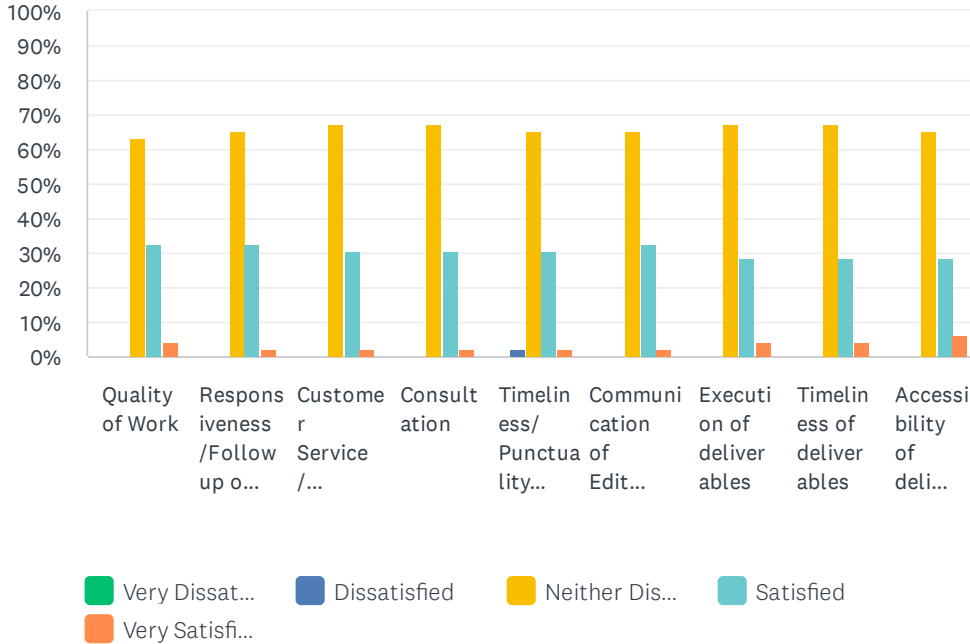
Answered: 46 Skipped: 2



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Video Quality	0.00% 0	4.35% 2	43.48% 20	45.65% 21	6.52% 3	46	3.54
Audio Quality	2.17% 1	10.87% 5	43.48% 20	36.96% 17	6.52% 3	46	3.35
Overall Presentation	2.17% 1	6.52% 3	45.65% 21	39.13% 18	6.52% 3	46	3.41
Customer Service/ Professionalism	0.00% 0	2.22% 1	46.67% 21	42.22% 19	8.89% 4	45	3.58
Consultation	0.00% 0	0.00% 0	52.17% 24	41.30% 19	6.52% 3	46	3.54
Timeliness/ Punctuality of Staff	0.00% 0	4.35% 2	50.00% 23	39.13% 18	6.52% 3	46	3.48

Q34 Radio/Audio Production (PSAs/Podcasts) Please indicate your level of satisfaction with Radio/Audio Production (PSAs/Podcasts).

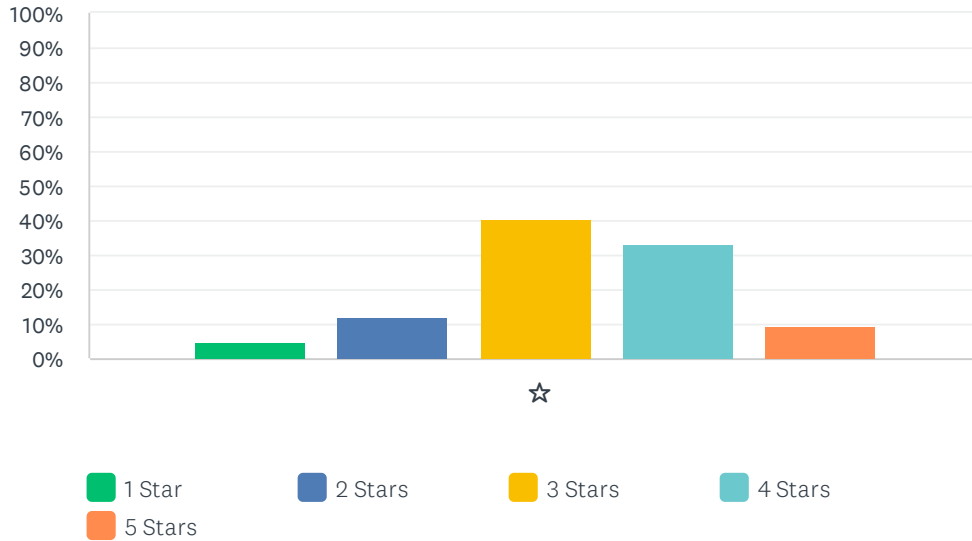
Answered: 46 Skipped: 2



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Quality of Work	0.00% 0	0.00% 0	63.04% 29	32.61% 15	4.35% 2	46	3.41
Responsiveness/Follow up on projects	0.00% 0	0.00% 0	65.22% 30	32.61% 15	2.17% 1	46	3.37
Customer Service/ Professionalism	0.00% 0	0.00% 0	67.39% 31	30.43% 14	2.17% 1	46	3.35
Consultation	0.00% 0	0.00% 0	67.39% 31	30.43% 14	2.17% 1	46	3.35
Timeliness/ Punctuality of Staff	0.00% 0	2.17% 1	65.22% 30	30.43% 14	2.17% 1	46	3.33
Communication of Edits or Changes to Deadline	0.00% 0	0.00% 0	65.22% 30	32.61% 15	2.17% 1	46	3.37
Execution of deliverables	0.00% 0	0.00% 0	67.39% 31	28.26% 13	4.35% 2	46	3.37
Timeliness of deliverables	0.00% 0	0.00% 0	67.39% 31	28.26% 13	4.35% 2	46	3.37
Accessibility of deliverables	0.00% 0	0.00% 0	65.22% 30	28.26% 13	6.52% 3	46	3.41

Q35 Please rate the services for Radio/ Audio Production(PSAs/ Podcasts) currently provided to users.

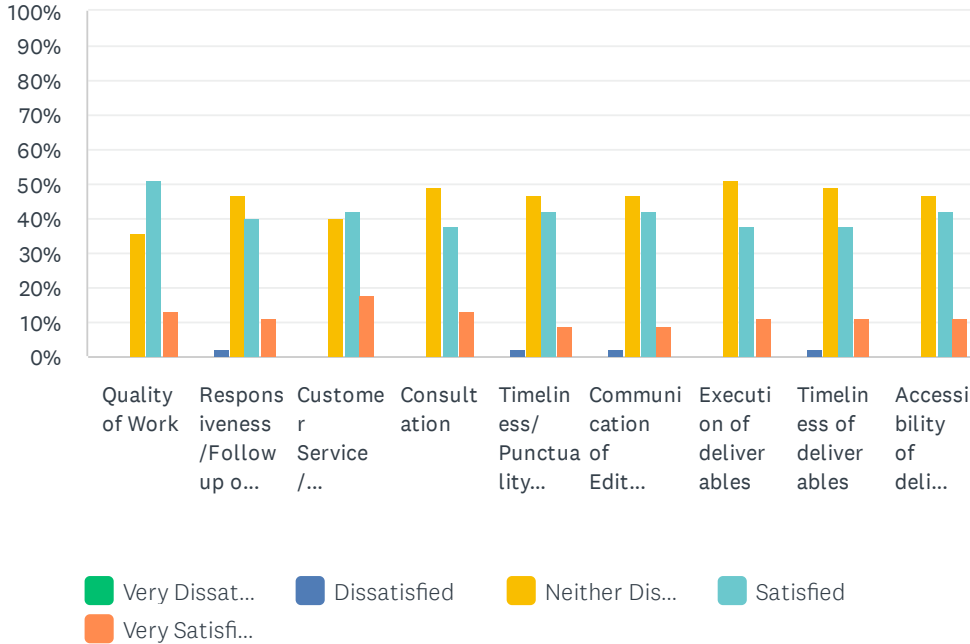
Answered: 42 Skipped: 6



	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	4.76% 2	11.90% 5	40.48% 17	33.33% 14	9.52% 4	42	3.31

Q36 Graphic Design Please indicate your level of satisfaction with Graphic Design.

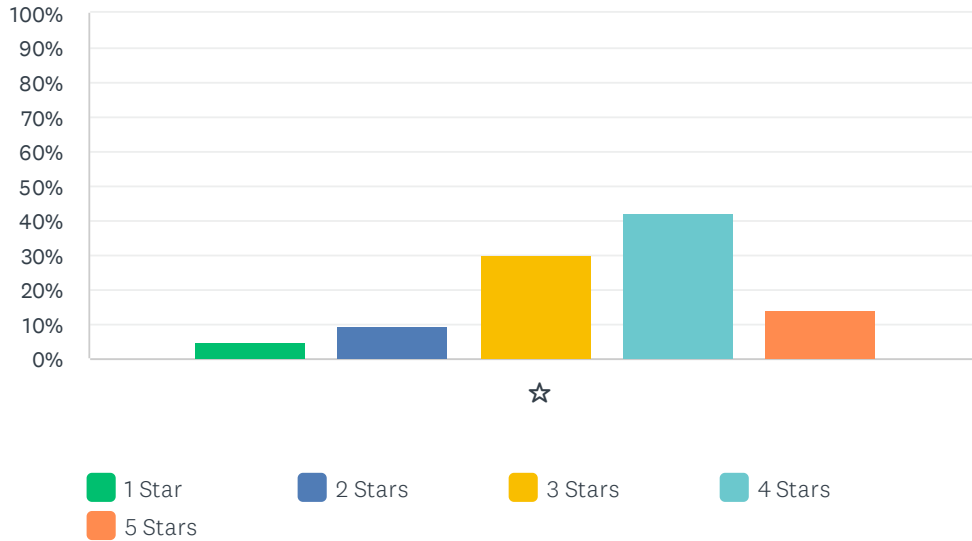
Answered: 45 Skipped: 3



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Quality of Work	0.00% 0	0.00% 0	35.56% 16	51.11% 23	13.33% 6	45	3.78
Responsiveness/Follow up on projects	0.00% 0	2.22% 1	46.67% 21	40.00% 18	11.11% 5	45	3.60
Customer Service/ Professionalism	0.00% 0	0.00% 0	40.00% 18	42.22% 19	17.78% 8	45	3.78
Consultation	0.00% 0	0.00% 0	48.89% 22	37.78% 17	13.33% 6	45	3.64
Timeliness/ Punctuality of Staff	0.00% 0	2.22% 1	46.67% 21	42.22% 19	8.89% 4	45	3.58
Communication of Edits or Changes to Deadline	0.00% 0	2.22% 1	46.67% 21	42.22% 19	8.89% 4	45	3.58
Execution of deliverables	0.00% 0	0.00% 0	51.11% 23	37.78% 17	11.11% 5	45	3.60
Timeliness of deliverables	0.00% 0	2.22% 1	48.89% 22	37.78% 17	11.11% 5	45	3.58
Accessibility of deliverables	0.00% 0	0.00% 0	46.67% 21	42.22% 19	11.11% 5	45	3.64

Q37 Please rate the services for graphic design currently provided to customers/users.

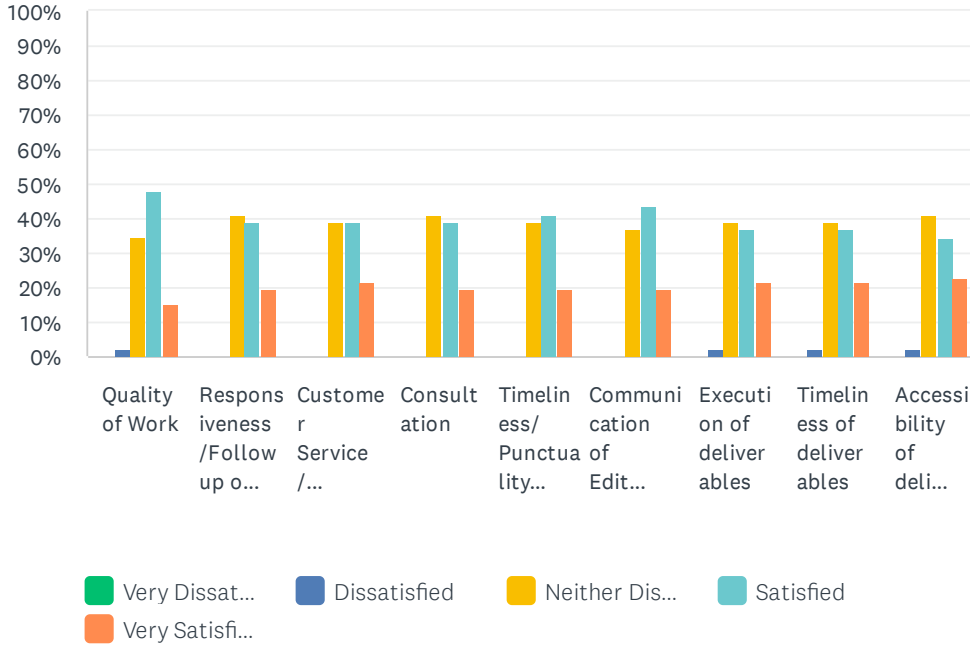
Answered: 43 Skipped: 5



	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	4.65% 2	9.30% 4	30.23% 13	41.86% 18	13.95% 6	43	3.51

Q38 Automations (Printing)State your level of satisfaction with automations (printing).

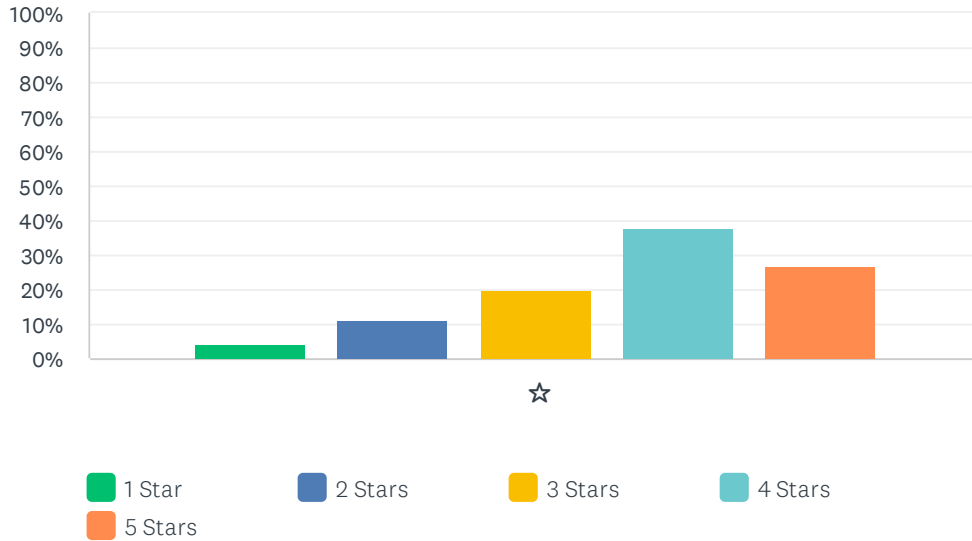
Answered: 46 Skipped: 2



	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED NOR SATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Quality of Work	0.00% 0	2.17% 1	34.78% 16	47.83% 22	15.22% 7	46	3.76
Responsiveness/Follow up on projects	0.00% 0	0.00% 0	41.30% 19	39.13% 18	19.57% 9	46	3.78
Customer Service/ Professionalism	0.00% 0	0.00% 0	39.13% 18	39.13% 18	21.74% 10	46	3.83
Consultation	0.00% 0	0.00% 0	41.30% 19	39.13% 18	19.57% 9	46	3.78
Timeliness/ Punctuality of Staff	0.00% 0	0.00% 0	39.13% 18	41.30% 19	19.57% 9	46	3.80
Communication of Edits or Changes to Deadline	0.00% 0	0.00% 0	36.96% 17	43.48% 20	19.57% 9	46	3.83
Execution of deliverables	0.00% 0	2.17% 1	39.13% 18	36.96% 17	21.74% 10	46	3.78
Timeliness of deliverables	0.00% 0	2.17% 1	39.13% 18	36.96% 17	21.74% 10	46	3.78
Accessibility of deliverables	0.00% 0	2.27% 1	40.91% 18	34.09% 15	22.73% 10	44	3.77

Q39 Please rate the services for automation (printing) currently provided to customers/users.

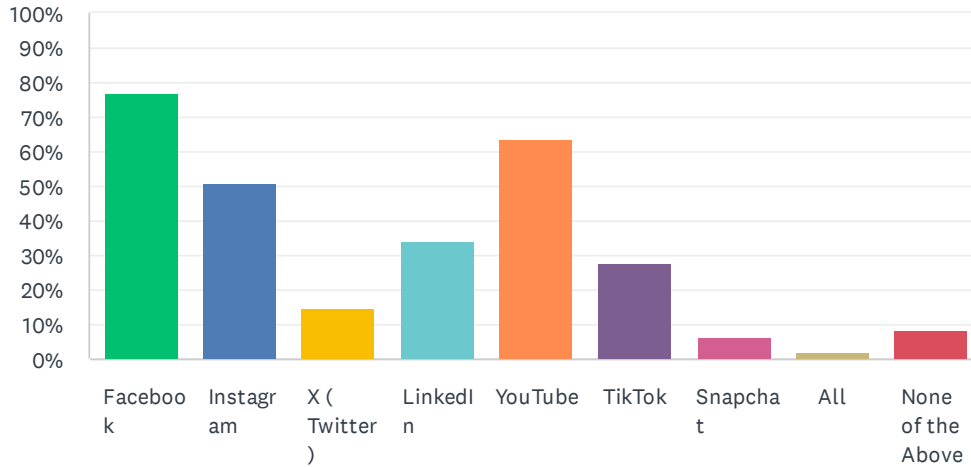
Answered: 45 Skipped: 3



	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	4.44% 2	11.11% 5	20.00% 9	37.78% 17	26.67% 12	45	3.71

Q40 Social Media What social media platforms are you currently using? (Select all that apply)

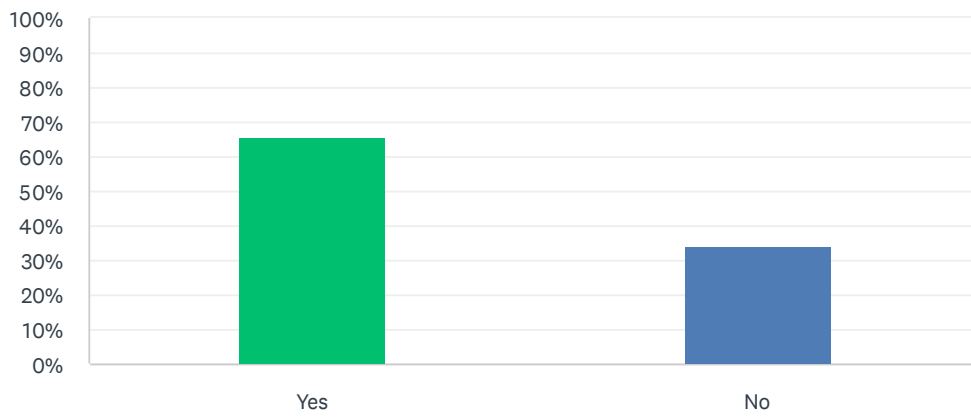
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Facebook	76.60%	36
Instagram	51.06%	24
X (Twitter)	14.89%	7
LinkedIn	34.04%	16
YouTube	63.83%	30
TikTok	27.66%	13
Snapchat	6.38%	3
All	2.13%	1
None of the Above	8.51%	4
Total Respondents: 47		

Q41 Do you follow any of SAU's official social media accounts?

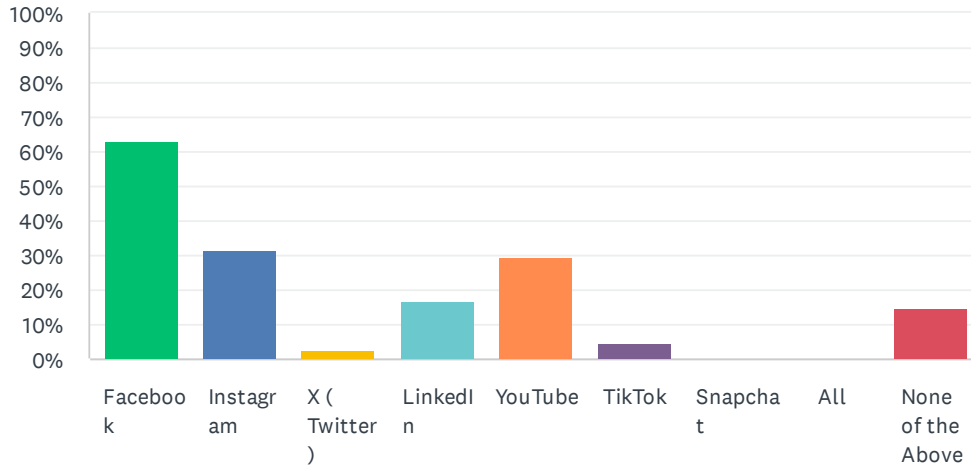
Answered: 44 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	65.91%	29
No	34.09%	15
Total Respondents: 44		

Q42 If you answered yes in question #44, which ones do you follow? (Select all that apply)

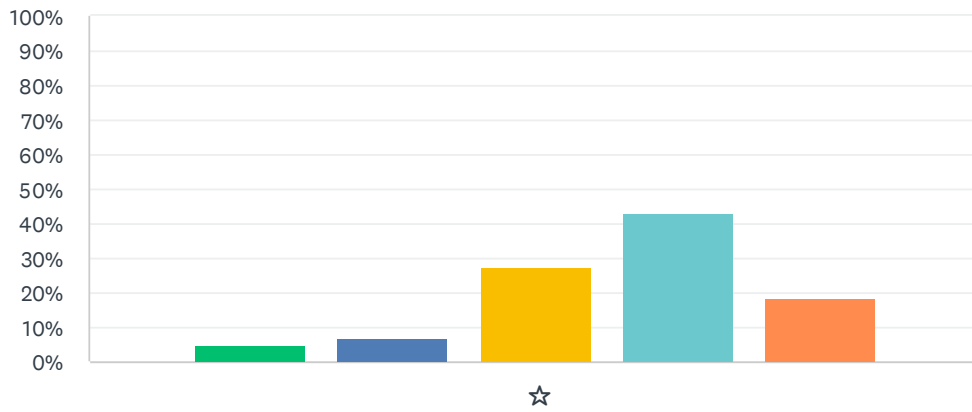
Answered: 41 Skipped: 7



ANSWER CHOICES	RESPONSES	
Facebook	63.41%	26
Instagram	31.71%	13
X (Twitter)	2.44%	1
LinkedIn	17.07%	7
YouTube	29.27%	12
TikTok	4.88%	2
Snapchat	0.00%	0
All	0.00%	0
None of the Above	14.63%	6
Total Respondents: 41		

Q43 Please grade SAU's social media presence with stars.

Answered: 44 Skipped: 4

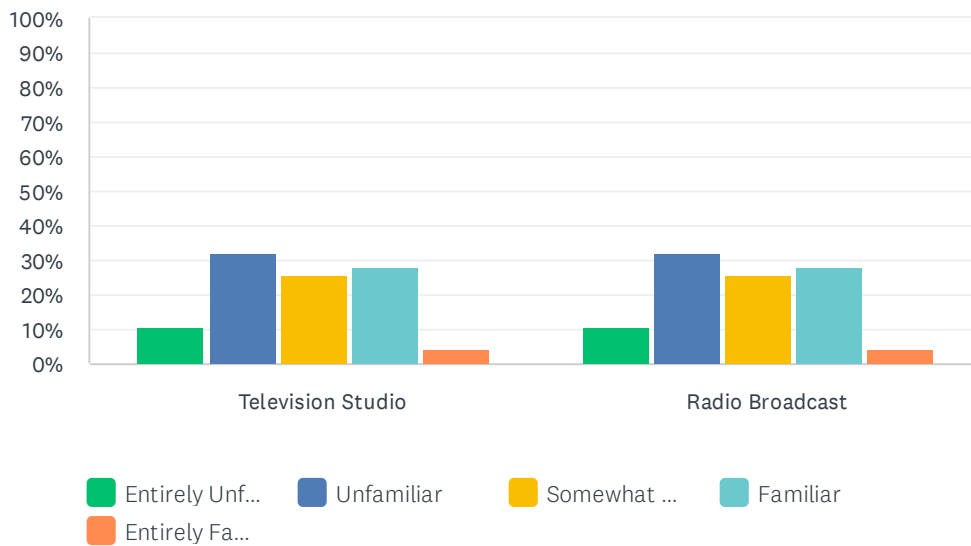


■ 1 Star
 ■ 2 Stars
 ■ 3 Stars
 ■ 4 Stars
■ 5 Stars

	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS	TOTAL	WEIGHTED AVERAGE
☆	4.55% 2	6.82% 3	27.27% 12	43.18% 19	18.18% 8	44	3.64

Q44 Please indicate your level of familiarity with the following two services.

Answered: 47 Skipped: 1



	ENTIRELY UNFAMILIAR	UNFAMILIAR	SOMEWHAT FAMILIAR	FAMILIAR	ENTIRELY FAMILIAR	TOTAL	WEIGHTED AVERAGE
Television Studio	10.64% 5	31.91% 15	25.53% 12	27.66% 13	4.26% 2	47	2.83
Radio Broadcast	10.64% 5	31.91% 15	25.53% 12	27.66% 13	4.26% 2	47	2.83

Q45 If you have any additional comments, please use the comment box. If not, write N/A.

Answered: 22 Skipped: 26