

**2016 Survey Results**
**1. What type of item with LSSU Alumni logo are you likely to purchase?**

Sweatshirt	77%
T-shirt	71%
Fleece Jacket or Pullover	41%
Coffee Mug	38%
Stickers, Key chains, pens	38%
Baseball Hat	36%
Dry-fit apparel	34%
Sweatpants	31%
Winter Hat	25%
Jacket	23%
Pullover Sweater	19%
Dress Shirt	17%
Shorts	17%
Cardigan	11%
Fashion Scarf	11%
Down Vest	8%
Gloves	6%
Knit Scarf	5%

*Additional suggestions:*









- Pennant **X3** (Small Poster something to hang in office or for display)
- License plate holder **X6** (Bumper cover and window stickers; car window flags)
- Golf Polo **X8** (Under Armor \*higher quality\* too expensive; Rugby style shirts) Women's & Men's. Long Sleeve options
- Plus size apparel/clothing **X11**
- Laker Logo Earrings **X4** (charms, jewelry; **Pandora charm** maybe have a special)
- Can koozies
- Athletic Shorts **X4** (Flannel Boxer Shorts; NOT just basketball shorts; Lounge shorts & athletic Pants that follow the adidas and nike styles; Dri-fit)
- Shirts **X9** (Different styles/Logos of Tank tops, T-shirts, long sleeves) (not all across chest)
- Logoed mugs, cups, shot glass, water bottles **X5** (hockey, basketball, volleyball logos?)
- Duffel bags
- Sweatshirt or Tee with Hockey championship dates, opponents and scores **X2**
- New Sweatshirts, different types, different logos, different placement of logo; half zip, quarter zip, crewnecks **X12** (embroidered logo; more expensive but worth it)
- Sleeveless workout T-shirt, Hockey jerseys, sweaters, bright Laker colors
- Christmas ornament, outside decor (wreath),
- Nylon hooded jacket with knit type lining
- Spare tire cover
- Socks
- Hockey Jerseys **X3** (off brand, preferably Bauer brand)

- Fitted hats **X3** (womens, toque, Stormy Kromer hat, camo or blue visor )
- Bell
- Blanket **X3** (Stadium Blanket, Different types of blankets)
- Hockey pucks
- Calendars
- Baby clothes, toddler clothes **X3**
- pet bowls, toys, and accessories
- Cycling shorts
- More online options **X3**
- Personalized sweatshirts ie. grad year, major, dept.

## 2. What type of sweatshirt do you prefer?

Hooded	50%
Hooded Full Zipper	33%
½ Zip or Quarter Zip w/Collar	33%
Crew Neck	32%

## 3. Which LSSU Logo are you most likely to wear?

LOGO	Most likely to wear	Somewhat likely	Least likely
1. 	<b>71%</b>	21%	4%
2. 	<b>43%</b>	39%	18%
3. 	34%	<b>39%</b>	26%
4. 	4%	10%	<b>85%</b>
5. 	<b>64%</b>	30%	5%
6. 	<b>55%</b>	34%	10%
7. 	<b>67%</b>	26%	7%
8. 	23%	36%	<b>40%</b>

*Comments:*

- Anchor earrings, jewelry, more basic anchor themed items
- More embroidered options
- logo preference depends on the item it is printed on
- #2 without the word Association
- LSSC
- No Seamore
- Champion brand shrinks really bad
- Logo for alumni without the word association on it
- Golden Graduate Society merchandise
- Lake Superior State University
- My opinion for updated logos: "LSSU" in a more modern, simple font. I like the design of the anchor in the #5: LSSU logo. It looks more modern than the current Laker Anchor.
- I think my children would like the Seamore logo, but it's not my thing. Has anyone ever thought about a NEW logo using the state Michigan or the Lake Superior?

**4. What wording on LSSU merchandise do you prefer?**

Lake Superior State University	77%
LSSU Alumni	52%
LSSU	47%
Lake State	28%
LSSU Alumni Association	10%

*Comments:*

**Lake Superior State College LSSC X7**

- Various sport designation: Hockey, Basketball, etc.
- Lake Superior State University Alumni
- Lake State Alumni
- Lake State - while it's what we say to each other, is not a clear way to represent the University to others in other regions of the country.
- LSSU Nursing Alumni

**5. Which t-shirt color do you prefer?**

Royal Blue	67%
Navy Blue	54%
Grey	45%
Black	31%
White	17%
Gold	16%
Bright Yellow	15%
Pale Yellow	8%

*Comments:*

- I'd sport LSSU logo wear in any color ~ But if you're trying to stick to school colors; those chosen above are my preferences (for a female). A pastel blue would be nice.
- High visibility yellow for biking
- Pink **X2**
- Heather blue
- Green
- White with the appropriate school colors
- Camo
- Coral
- I don't like t-shirts. I prefer a V-neck and something that's a tad more feminine. Women have been asked to buy men's shirts for years. Just not my style.
- Light Blue.
- Fun, bright colors.
- dark gray

**6. Which LSSU brand item would you like to purchase that is not currently available?**

- LSSU Hoodies **X17**
  - Zip – up
  - Cardigan
  - ¼ zip
  - Crewneck
  - Wind jacket
  - Oversized winter pullover coat
  - Fleece jacket without hood or hood
  - Nursing program sweatshirts and apparel
  - Plus size
  - Women style not junior/men sizing
  - Different traditional logos (anchor on front side)
- License plate holder **X3**
- Clothing for newborn babies and toddlers. I have wanted to purchase as gifts but was disappointed in the selection.
- Hockey cup
- More merchandise with sports names on them. Especially basketball
- Baseball cap
- Nike **X3**, Vineyard Vine, Under Armor **X3**, North Face **X2**,
- New/variety of LSSU Alumni sweatshirt designs **X3**
- Logo on front. Championship on back
- Chocolate anchor
- New LSSU Ornament
- Blaze orange cap
- travel mugs or thermos
- Sweat pants **X2**
- Silver charm for my bracelet
- LSSU socks (knee socks)
- Portfolio
- Cufflinks

- Toddlers clothing
- anchor earrings
- LSSU Boxer Shorts **X2**
- Spare tire cover. Fashion scarf (infinity) **X2**
- Flyable flag smaller than the big one we sell
- sweater vest
- Golf/Pique Polo Shirt **X4**
- Replica/Vintage hockey jersey **X4**
- Tote bag with alumni logo.
- Winter head band. Ankle socks in black or navy.
- Phone Case, Tablet Case. Another idea is to have an App of LSSU that current students and Alumni can have as a newsletter/updates on campus and the various departments.
- Bathing suit
- MOUSE PAD
- Dog collar, men's and women's jewelry options
- Fire Science patch, Fire Science fire helmet leather front
- LSSU winter shovel.
- Laker Tervis cups
- A 3' x 5' Flag with LSSU Alumni Association; 60"x80" Blanket with LSSU & Seamore on it!
- Dri-fit options **X2**
- engineering ball cap
- pen set or business card holder
- Lifetime LSSU Alumni Member Items
- Basketball shorts
- Sweatshirt blankets, car clings/magnets
- LSSU desk clock
- Running shorts or jacket
- Home and away hockey jerseys and related sweat shirts/t-shirts
- Jamberries – LSSU prints
- 1992 and/or 1994 National Champion Hockey Sweatshirts
- Nursing alumni clip
- pet bowls, toys, and accessories
- more camoflaugue type gear with LSSU logo/anchor design
- Stormy Kromer
- Women's dress shirts in larger sizes.
- Cycling shorts
- Candy jar, kitchen serving ware

*General comments:*

- I would like to see more varieties at competitive pricing.
- More merchandise available online.
- Cheaper alternatives
- More LSSU Alumni merchandise variety