

12/10/2012 e-mail from Jayne Flores about \$18,000 quote for GCC branding survey

Hi Chris,

Do you want me to provide you with some sort of statement from my office based on what Jay has sent me? I can do that no problem.

Thanks,

Jayne Flores

Assistant Director

Communications & Promotions

Guam Community College

P.O. Box 23069 GMF

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jayne.flores@guamcc.edu

Begin forwarded message:

From: "Jay R. Merrill" <jmerrill@guam.net>

Date: December 10, 2012 1:21:26 PM GMT+10:00

To: 'Jayne Flores' <jayne.flores@guamcc.edu>

Subject: RE: branding survey for GCC

Jayne:

Thanks for considering us. I don't believe we ever did a branding survey but we certainly would like to. If we are doing a general consumer branding effort, that will generally require about 500 respondents and you will want to have the questionnaire completed within fifteen minutes. That allows about 45 total questions. Ball park for an island wide survey of this would be around \$18K. Reductions in the length of the questionnaire or the number of interviews will affect the price. 500 will deliver about a 5% accuracy rate at the 95% confidence level. Let me know if you wish to talk further.

Regards,

Jay

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-----Original Message-----

From: Jayne Flores [<mailto:jayne.flores@guamcc.edu>]

Sent: Monday, December 10, 2012 11:10 AM

To: Jay Merrill

Subject: branding survey for GCC

Hafa adai Jay,

Has Merrill & Associates ever conducted a professional branding survey for GCC to gauge public perception of the college? If so, can you tell me how much we spent on it? If not, can you please provide a ballpark figure as to how much a survey like this would cost?

Thank you and Happy Holidays!

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