2023 Stark Poll

SIMPLE, AFFORDABLE, ACTIONABLE

The Stark Poll is an annual survey of county residents offered to organizations and agencies with an interest in knowing what Stark County residents think, know, and want. Organizations and agencies purchase and pay for only the questions that meet their needs.

An affordable and simple method of collecting data on opinions & attitudes of county residents to allow you to take action. Collecting key data and information has never been easier or more affordable!

WHY SHOULD YOU PARTICIPATE?

★ **Save Money** - Sharing the cost lowers the cost for all

★ **Make data-driven decisions** using valid, reliable research

★ **Get information you need** for: Annual reports, Strategic planning, Grant proposals, Program evaluations, Benchmarking and tracking information over time, Measuring awareness, image and perceptions, Testing effective messages, new concepts and programs, Measuring levy support, and Needs Assessments.

CMOR
Center for Marketing & Opinion Research, LLC

EXAMPLES OF QUESTIONS INCLUDE

✓ Have you heard of an organization in Stark County called. . . .?

✓ Have you visited . . . . in the past two years? About how often?

✓ Are you aware of any services provided by. . . .? Have you heard of any of the following programs available in Stark County?

✓ What is your overall opinion of . . . .?

✓ If the election were held today, would you vote for the levy, against the levy or have you not yet made up your mind?

✓ Have you heard of . . . . . in any of the following ways?

✓ How important do you think it is that the following services (or programs) are available in Stark County?

✓ Is there anything that makes it difficult for you to. . . . . ? What would that be?

✓ What, if anything, would make you more likely to. . . ?

YOUR Participation includes:

★ Custom **questions** designed to meet your needs (we help you write the questions).

★ Detailed, hand-delivered **report** with *presentations of the results,* as requested.

★ Continued support for **analysis** and interpretation of the results.

★ Comprehensive set of **demographic** and **quality of life questions**

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The Details:

- The Stark Poll is conducted using best practices and methods to obtain statistically reliable and meaningful data.
- The Poll is based on 600 interviews, yielding an overall sampling error of 4.0%, with a 95% confidence level.
- The final sample is representative of the adult population of the county with close attention paid to respondent demographics & area representation.
- Data is analyzed by professional staff at CMOR and a final report is delivered that provides insights and recommendations and includes a comprehensive analysis and key findings. Presentation of results is available, as requested.
- CMOR conducts similar polls in surrounding counties allowing benchmarking between like agencies in different counties.
- CMOR has a solid reputation and rich history of providing high quality data following the best practices of the industry as set forth by the American Association of Public Opinion Research (AAPOR).

MORE DATA **MORE INSIGHTS** **MORE RESULTS**

PAST PARTICIPANTS

Levy-funded agencies
County/Local governments
Non-profits
Social Service agencies
Parks and recreation
Arts and culture
Libraries
Foundations
Health Departments
Hospitals
Colleges and Universities
Healthcare Organizations
Local businesses

2023 SCHEDULE	
Interviewing to take place	February
Reports delivered	April
Schedule may be adjusted, as needed, by participating agencies	

2023 COST	
Cost per question	$1,450 per question
Mapping Services (optional)	$150 per question
10% discount for organizations referring a new participant	
5% discount for all organizations that purchase 5 or more questions.	

"Our department has regularly participated in the Stark Poll for various grant initiatives. It is a wonderful resource for us to get professional research results more affordably. Whether you want to ask one question or a dozen, CMOR provides the poll results in a detailed report with a thorough breakdown of the community's responses along with demographic and quality of life data. CMOR staff have ALWAYS been professional, reliable and go above and beyond to meet our expectations!"

Kay Conley, Dir. of Admin and Support Services, Stark County Health Department

For More Information or to Participate in the 2023 Stark Poll, Please Contact:
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