



2023 Summit Poll

SIMPLE, AFFORDABLE, ACTIONABLE

The Summit Poll is an annual survey of county residents offered to organizations and agencies with an interest in knowing what Summit 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.

EXAMPLES OF QUESTIONS INCLUDE

- ✓ Have you heard of an organization in Summit 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 Summit 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 Summit 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 Summit Poll is conducted using best practices and methods to obtain statistically reliable and meaningful data.
- The Poll is based on 784 interviews, yielding an overall sampling error of 3.5%, 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 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	January
Reports delivered	March
<i>Schedule may be adjusted, as needed, by participating agencies</i>	

2023 COST

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

“The Library’s participation in the Summit Poll allows us to gauge public opinion and public awareness of services we offer. Repeating questions from year to year is a great way to measure changes in opinion and awareness. We also appreciate the information we receive about Summit County quality of life indicators because we gain a greater understanding of the issues that are top of mind for the community we serve.”

Pamela Hickson-Stevenson, Director

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