



STARK COUNTY

COLLABORATIVE POLL

SIMPLE. AFFORDABLE. ACTIONABLE

NOW PLANNING
THE 2024
STARK POLL

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.

FROM DATA TO DECISIONS

Helping Community Organizations Since 2006

WHY YOU SHOULD PARTICIPATE

1. IT'S EXTREMELY COST EFFECTIVE. EACH QUESTION ONLY COSTS \$1,450. DEMOGRAPHIC & QUALITY OF LIFE QUESTIONS ARE INCLUDED AT NO ADDITIONAL COST.
2. GET ANSWERS TO YOUR IMPORTANT QUESTIONS. IF YOU NEED TO KNOW WHAT COUNTY RESIDENTS THINK, KNOW, OR NEED- THIS POLL IS FOR YOU.
3. WE DO THE HARD WORK. WE'LL DESIGN THE QUESTIONS, COLLECT THE DATA, AND PROVIDE YOU A REPORT WITH DETAILED RESULTS & RECOMMENDATIONS.

Participation Includes:

- Customized questions designed to meet your needs. We work with you to write the survey questions.
- Comprehensive set of demographic and quality of life questions included in the survey at no additional cost.
- Detailed report with cross-tabulations by demographic characteristics and presentations of the results as requested.
- County Communication Report giving you the data needed to more easily connect with your target audience.

PARTICIPANTS INCLUDE

- | | |
|--------------------------------------|---------------------------|
| County and City Government | Levy-Funded Agencies |
| Boards of Developmental Disabilities | Social Service Agencies |
| Behavioral Health Boards/Agencies | Foundations |
| Parks and Recreation | Health Departments |
| Libraries | Hospitals |
| Public Transportation | Colleges and Universities |
| Children/Job and Family Services | United Ways/Non-Profits |
| Arts and Culture Organizations | Chambers of Commerce |



THE DETAILS

ORGANIZATIONS HAVE USED THE DATA COLLECTED FROM THE STARK POLL FOR A VARIETY OF REASONS INCLUDING:

- DETERMINE AWARENESS AND PERCEPTION
- TEST NEW CONCEPTS, PROGRAMS, OR MESSAGES
- TO EVALUATE PROGRAM AND SERVICE EFFECTIVENESS
- IDENTIFY COMMUNITY NEEDS/COMMUNITY HEALTH NEEDS
- GATHER DATA FOR ANNUAL REPORTS OR STRATEGIC PLANNING
- GAUGE SUPPORT FOR AN UPCOMING LEVY, INITIATIVE, OR PROGRAM

THE METHODOLOGY: THE STARK POLL IS BASED ON 600 INTERVIEWS, YIELDING AN OVERALL SAMPLING ERROR OF 4.5%, WITH A 95% CONFIDENCE LEVEL. THE FINAL SAMPLE IS REPRESENTATIVE OF THE ADULT POPULATION OF THE COUNTY.

Cost

COST PER QUESTION
\$1,450 PER QUESTION

**MAPPING SERVICES
(OPTIONAL)**
\$150 PER QUESTION

5% DISCOUNT FOR ALL ORGANIZATIONS THAT PURCHASE 5 OR MORE QUESTIONS.

Connect

FOR MORE INFORMATION OR TO PARTICIPATE IN THE STARK POLL,

PLEASE CONTACT
AMANADA BARNA
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330-607-3968

"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

www.CMOResearch.com

