



SUMMIT COUNTY

COLLABORATIVE POLL

SIMPLE. AFFORDABLE. ACTIONABLE

NOW PLANNING
THE 2024
SUMMIT POLL

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.

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 |

MORE DATA

MORE INSIGHTS

MORE RESULTS

THE DETAILS

ORGANIZATIONS HAVE USED THE DATA COLLECTED FROM THE SUMMIT 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 SUMMIT POLL IS BASED ON 800 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.

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 SUMMIT POLL,

PLEASE CONTACT
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"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

www.CMOResearch.com

