

2026 Medina Poll

Make Data Driven Decisions

The Medina Poll is an annual survey of county residents offered to community organizations. The survey works by combining questions from multiple organizations and then collecting responses from the same group of respondents. In the end, each participating organization receives a report with results to their specific questions. It is a cost-effective way of collecting information on what residents think, know, want and would support without organizations having to bear the full cost of conducting a survey.



For more information
or to participate in the
2026 Medina Poll,
please contact:
Amanda Barna at
abarna@cmoresearch.com
or 330-607-3968

REASONS TO PARTICIPATE

- * The Medina Poll was created to be an **AFFORDABLE** tool for community-based organizations to be able to get the information they need to make important decisions at a cost they can afford.
- * You can be confident that the data we collect will be **RELIABLE** and **STATISTICALLY VALID**. The final survey sample is representative of the adult population of the county. Our quality is top-notch.
- * Get data needed for: **Benchmarking** and tracking key metrics over time, **Measuring** awareness, image and perceptions, **Measuring** levy and community support, **Assessing** Community Needs, **Grant** proposals and program evaluations, **Testing** messages, new concepts and programs, and **Strategic** planning.

EXAMPLES OF QUESTIONS YOU COULD ASK



- Have you heard of an organization called. . . . ?
- Have you visited in the past year? How often?
- Are you aware of any services provided by. . . ?
- Have you heard of any of the following programs or services available in Medina County?
- What is your overall opinion of (org name)?
- How well do you think that (org name) does in each of the following areas?
- How much do you agree or disagree with the following statements?
- Where are you MOST likely to go for. ?
- (Org name) is thinking of putting a levy on the ballot in 2025. 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 the work of (org name) in any of the following ways?
- How important do you think it is that the following services (or programs) are available in Medina County?
- What, if anything, would make you more likely to (participate in a program, visit a org, etc.?)
- Over the past five years, do you think the need for has increased, decreased or stayed the same?

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PARTICIPATION INCLUDES

We work with you to write questions that meet your organization's specific needs. In addition, the survey will also include a comprehensive set of demographic, communication, and quality of life questions.

In the end, you will receive a comprehensive report with detailed results and insights broken down by demographics. If you would like us to present the results to your staff or board, we'll do that too.

We will continue to provide support and analysis of the data for as long as needed. If you need a new graph 6 months down the road, contact us and we will help at no additional cost.

All participants also receive a FREE Communication Guide which provides detailed data on how county residents are looking for and consuming information.

**Sample size may be adjusted based on the number of participating agencies.*

Example of Participants

DD Boards and Providers
MHAS Board and Providers
County/Local Governments
Public Transportation
Libraries
Non-Profits
Social Service Organizations
Health Departments
Hospitals
Colleges and Universities
Park Districts and Recreation
Arts and Culture Agencies
Community Foundations
United Ways
Chambers of Commerce

The Details

Questions cost \$1,500 each. Purchase 5 or more questions and pay just \$1,400 each.

The Medina Poll is based on 400 interviews, yielding an overall sampling error of 5.0%, with a 95% confidence level. This large sample size allows us to break down results in more useful ways.

The final sample is representative of the adult population of the county.

The Medina Poll is conducted using industry best practices and methods.

TESTIMONIAL

"The Medina County Board of DD has participated in the Medina Poll for a number of years. The information we have been able to gather about the perceptions and knowledge of our agency in the community has been invaluable to us for program development and strategic planning purposes. It is a great resource for getting professional research results at a reasonable cost. CMOR always provides poll results in a detailed report with specific demographic breakdowns of meaningful data geared towards our agency's needs. CMOR staff have ALWAYS been professional, reliable and go above and beyond to meet our expectations!"

Patti Hetkey, Community Relations Coordinator, Medina County Board of DD

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The Process

Recruit Participants



CMOR sends letters and emails to all county-wide organizations who may have an interest in collecting data from county residents, informing them of the research opportunity.

Survey Design



We work with each participant to write questions that meet their specific needs. We then compile the questions from all participants into a single survey.

Data Collection



CMOR begins collecting data for the Medina Poll, monitoring the respondent demographics as we go to ensure a representative sample.

Data Analysis



After data collection is complete, we code open-end responses into categories, clean the data and analyze the results including demographic cross tabs and tracking responses over time where possible.

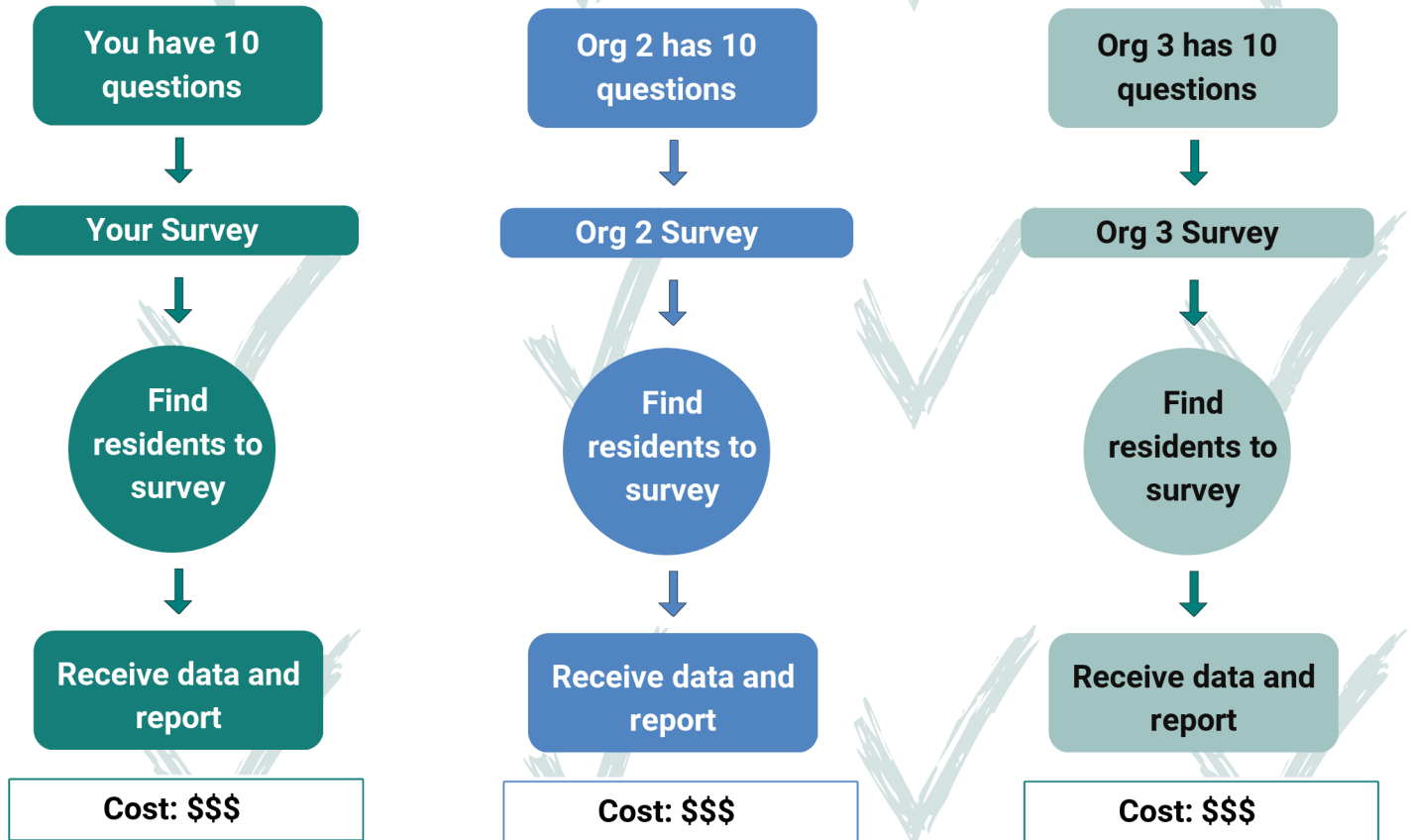
Reporting and Support



In the end, you will receive a comprehensive report with detailed results and insights for your questions broken down by demographics.



How Traditional Surveys Work



How The Medina Poll Works

