



# MEDINA COUNTY

## COLLABORATIVE POLL

SIMPLE. AFFORDABLE. ACTIONABLE

NOW PLANNING  
THE 2024  
MEDINA POLL

The Medina Poll is an annual survey of county residents offered to organizations and agencies with an interest in knowing what Medina 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 MEDINA 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 MEDINA 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 MEDINA POLL,

PLEASE CONTACT  
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330-607-3968

*"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