

Results of SurveyUSA Mkt Research Study #16183



Geography: Daviess County
 Data Collected: 01/08/2010 - 01/10/2010
 Release Date: 01/11/2010

Sponsor:
 Public Life Foundation (Owensboro , KY)

500 registered voters from Daviess County, Kentucky were interviewed by SurveyUSA 01/08/10 through 01/10/10, using Registration Based Sample (RBS) from Aristotle in Washington DC.

1 Owensboro Medical Health System plans to move from Parrish Avenue to Pleasant Valley Road, east of the bypass. Do you support? Or do you oppose? ... the plan to move the hospital?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.3%													
Support	32%	33%	30%	33%	41%	28%	28%	38%	28%	32%	25%	39%	18%
Oppose	62%	59%	64%	57%	52%	66%	67%	54%	66%	62%	65%	22%	73%
Not Sure	6%	7%	6%	11%	7%	6%	5%	8%	5%	6%	10%	39%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

2 Would it be better to expand the existing hospital on Parrish Avenue? Or better to build a new hospital at Pleasant Valley Road?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.3%													
Expand	65%	65%	66%	62%	58%	69%	68%	59%	68%	64%	83%	63%	64%
Build	27%	28%	26%	28%	31%	25%	26%	30%	26%	28%	14%	22%	27%
Not Sure	8%	7%	8%	9%	12%	6%	6%	11%	6%	8%	3%	15%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

3 Has the public been given enough say? Or not enough say? Into the decision to build a new hospital?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.2%													
Has Been Given Enough Say	22%	22%	21%	22%	30%	17%	19%	28%	18%	22%	8%	32%	28%
Has Not	68%	69%	68%	75%	52%	76%	70%	59%	73%	68%	85%	59%	55%
Not Sure	10%	9%	11%	3%	18%	7%	11%	13%	9%	10%	7%	9%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

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4 Should a traffic light be installed on the bypass at the new hospital site? Or not?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.3%													
Should Be Installed	64%	48%	77%	66%	70%	55%	69%	69%	62%	64%	75%	80%	28%
Should Not	20%	36%	8%	19%	22%	25%	15%	21%	20%	21%	12%	6%	63%
Not Sure	15%	16%	15%	15%	9%	20%	16%	11%	18%	16%	13%	14%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

5 Would the cost of a new hospital be passed onto hospital patients through increased charges? Or not?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.5%													
Would Be Passed On	49%	49%	50%	52%	37%	59%	46%	42%	53%	50%	29%	70%	64%
Would Not	37%	38%	36%	36%	42%	31%	39%	40%	35%	37%	51%	22%	18%
Not Sure	14%	13%	15%	12%	20%	9%	15%	18%	12%	14%	20%	9%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

6 Would the cost of a new hospital be passed onto patients through increased insurance premiums? Or not?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Margin of Sampling Error: +/-4.5%													
Would Be Passed On	41%	43%	40%	53%	36%	42%	39%	42%	41%	41%	29%	60%	64%
Would Not	45%	45%	45%	38%	50%	44%	44%	46%	44%	45%	53%	31%	18%
Not Sure	14%	13%	15%	9%	13%	14%	17%	12%	15%	14%	18%	9%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

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7 Would road costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Would Be Passed On	66%	68%	64%	64%	63%	71%	62%	63%	67%	66%	52%	87%	73%
Would Not	27%	26%	28%	36%	30%	22%	28%	32%	25%	28%	33%	13%	10%
Not Sure	7%	6%	8%	0%	7%	7%	10%	5%	8%	7%	15%	0%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

8 Would utility costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Gender		Age				<50 / 50+		Race			
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O
Would Be Passed On	51%	50%	53%	42%	54%	55%	48%	51%	52%	51%	40%	80%	64%
Would Not	38%	41%	36%	58%	39%	35%	36%	45%	35%	39%	46%	20%	18%
Not Sure	10%	9%	11%	0%	7%	10%	16%	5%	13%	10%	15%	0%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	46%	54%	10%	24%	35%	30%	34%	66%	92%	4%	2%	1%

All Questions Crosstabbed By All Questions

1 Owensboro Medical Health System plans to move from Parrish Avenue to Pleasant Valley Road, east of the bypass. Do you support? Or do you oppose? ... the plan to move the hospital?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
Margin of Sampling Error: +/-4.3%		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Support	32%	-	-	-	10%	87%	21%	81%	16%	30%	36%	24%	22%	19%	44%	45%
Oppose	62%	-	-	-	87%	11%	29%	14%	80%	42%	56%	72%	72%	77%	49%	42%
Not Sure	6%	-	-	-	3%	2%	50%	5%	4%	28%	7%	4%	6%	4%	7%	13%
Total	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%				65%	27%	8%	22%	68%	10%	64%	20%	15%	49%	37%	14%

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1 Owensboro Medical Health System plans to move from Parrish Avenue to Pleasant Valley Road, east of the bypass. Do you support? Or do you oppose? ... the plan to move the hospital?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.3%										
Support	32%	16%	47%	30%	26%	40%	49%	21%	44%	37%
Oppose	62%	80%	48%	53%	69%	51%	42%	75%	47%	51%
Not Sure	6%	4%	5%	17%	5%	8%	9%	4%	8%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%	51%	38%	10%

2 Would it be better to expand the existing hospital on Parrish Avenue? Or better to build a new hospital at Pleasant Valley Road?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.3%																
Expand	65%	20%	92%	29%	-	-	-	26%	81%	40%	62%	73%	67%	81%	50%	48%
Build	27%	74%	5%	10%	-	-	-	69%	14%	24%	29%	22%	24%	14%	42%	35%
Not Sure	8%	5%	4%	60%	-	-	-	5%	4%	36%	8%	5%	10%	5%	8%	17%
Total	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	62%	6%				22%	68%	10%	64%	20%	15%	49%	37%	14%

2 Would it be better to expand the existing hospital on Parrish Avenue? Or better to build a new hospital at Pleasant Valley Road?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.3%										
Expand	65%	82%	53%	57%	71%	57%	44%	77%	52%	56%
Build	27%	14%	39%	28%	23%	35%	40%	16%	40%	35%
Not Sure	8%	4%	9%	15%	7%	8%	16%	7%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%	51%	38%	10%

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3 Has the public been given enough say? Or not enough say? Into the decision to build a new hospital?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.2%																
Has Been Given Enough Say	22%	56%	5%	17%	9%	55%	15%	-	-	-	25%	16%	17%	14%	29%	30%
Has Not	68%	35%	88%	39%	85%	36%	38%	-	-	-	64%	80%	68%	81%	59%	46%
Not Sure	10%	10%	7%	45%	6%	9%	47%	-	-	-	11%	4%	15%	5%	11%	24%
Total	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%				64%	20%	15%	49%	37%	14%

3 Has the public been given enough say? Or not enough say? Into the decision to build a new hospital?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.2%										
Has Been Given Enough Say	22%	11%	29%	29%	18%	24%	42%	12%	33%	28%
Has Not	68%	83%	61%	45%	74%	63%	35%	80%	58%	45%
Not Sure	10%	6%	9%	26%	8%	12%	23%	8%	8%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%	51%	38%	10%

4 Should a traffic light be installed on the bypass at the new hospital site? Or not?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.3%																
Should Be Installed	64%	74%	58%	73%	61%	70%	69%	73%	60%	69%	-	-	-	64%	67%	54%
Should Not	20%	15%	24%	12%	23%	17%	12%	15%	24%	8%	-	-	-	21%	23%	12%
Not Sure	15%	11%	18%	15%	16%	14%	19%	12%	15%	23%	-	-	-	14%	10%	34%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%	22%	68%	10%				49%	37%	14%

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4 Should a traffic light be installed on the bypass at the new hospital site? Or not?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.3%										
Should Be Installed	64%	63%	68%	55%	64%	64%	61%	62%	67%	62%
Should Not	20%	26%	19%	10%	22%	21%	6%	24%	19%	9%
Not Sure	15%	11%	13%	35%	14%	15%	33%	14%	14%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%	51%	38%	10%

5 Would the cost of a new hospital be passed onto hospital patients through increased charges? Or not?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.5%																
Would Be Passed On	49%	29%	61%	34%	62%	26%	30%	31%	59%	26%	50%	52%	45%	-	-	-
Would Not	37%	51%	29%	37%	28%	56%	39%	50%	32%	41%	38%	40%	24%	-	-	-
Not Sure	14%	20%	9%	29%	10%	18%	30%	19%	9%	33%	12%	8%	30%	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%	22%	68%	10%	64%	20%	15%			

5 Would the cost of a new hospital be passed onto hospital patients through increased charges? Or not?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.5%										
Would Be Passed On	49%	84%	23%	33%	71%	9%	8%	77%	19%	25%
Would Not	37%	10%	68%	16%	20%	78%	31%	14%	69%	28%
Not Sure	14%	6%	9%	51%	9%	12%	62%	9%	12%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%	51%	38%	10%

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6 Would the cost of a new hospital be passed onto patients through increased insurance premiums? Or not?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie			
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur	
Margin of Sampling Error: +/-4.5%																	
Would Be Passed On	41%	20%	53%	26%	52%	22%	20%	20%	50%	23%	40%	51%	30%	70%	11%	18%	
Would Not	45%	66%	35%	37%	36%	64%	52%	61%	40%	41%	48%	42%	38%	21%	83%	31%	
Not Sure	14%	13%	12%	37%	12%	14%	28%	19%	9%	36%	12%	7%	31%	9%	6%	51%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%	22%	68%	10%	64%	20%	15%	49%	37%	14%	

6 Would the cost of a new hospital be passed onto patients through increased insurance premiums? Or not?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.5%										
Would Be Passed On	41%	-	-	-	59%	5%	17%	68%	13%	11%
Would Not	45%	-	-	-	29%	87%	30%	23%	77%	34%
Not Sure	14%	-	-	-	12%	8%	53%	9%	9%	55%
Total	100%				100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%				66%	27%	7%	51%	38%	10%

7 Would road costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.2%																
Would Be Passed On	66%	54%	73%	55%	71%	55%	57%	56%	71%	51%	66%	70%	58%	94%	36%	45%
Would Not	27%	35%	23%	35%	24%	35%	28%	31%	25%	33%	27%	28%	27%	5%	58%	24%
Not Sure	7%	11%	5%	10%	5%	10%	15%	14%	4%	16%	7%	2%	15%	1%	6%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%	22%	68%	10%	64%	20%	15%	49%	37%	14%

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7 Would road costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.2%										
Would Be Passed On	66%	94%	42%	58%	-	-	-	95%	34%	35%
Would Not	27%	3%	53%	16%	-	-	-	3%	63%	17%
Not Sure	7%	3%	5%	27%	-	-	-	2%	3%	47%
Total	100%	100%	100%	100%				100%	100%	100%
Composition of Registered Voters	100%	41%	45%	14%				51%	38%	10%

8 Would utility costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Move			Better			Enough Public Say			Light			Cost Passed On To Patie		
		Support	Oppose	Not Sur	Expand	Build	Not Sur	Has Be	Has Not	Not Sur	Should	Should	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.5%																
Would Be Passed On	51%	34%	62%	31%	61%	31%	44%	28%	60%	43%	50%	60%	47%	80%	20%	32%
Would Not	38%	54%	29%	50%	30%	56%	43%	59%	33%	30%	40%	36%	34%	15%	72%	34%
Not Sure	10%	12%	8%	19%	9%	13%	13%	13%	7%	27%	10%	5%	19%	5%	8%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	62%	6%	65%	27%	8%	22%	68%	10%	64%	20%	15%	49%	37%	14%

8 Would utility costs related to the new hospital be passed onto taxpayers? Or not?

500 Registered Voters	All	Cost Passed On in Premi			Road Cost Passed On To			Utility Cost Passed On T		
		Would	Would	Not Sur	Would	Would	Not Sur	Would	Would	Not Sur
Margin of Sampling Error: +/-4.5%										
Would Be Passed On	51%	85%	26%	35%	75%	5%	14%	-	-	-
Would Not	38%	12%	66%	26%	20%	88%	18%	-	-	-
Not Sure	10%	3%	8%	40%	5%	7%	68%	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%			
Composition of Registered Voters	100%	41%	45%	14%	66%	27%	7%			

Results of SurveyUSA Mkt Research Study #16183



Sponsor:

Public Life Foundation (Owensboro , KY)

Geography: Daviess County

Data Collected: 01/08/2010 - 01/10/2010

Release Date: 01/11/2010

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.