

PERSONAL AND CONFIDENTIAL

**#1293
SONOMA VALLEY HEALTHCARE OPTIONS SURVEY
500N SONOMA VALLEY HEALTHCARE DISTRICT VOTERS
APRIL 2007**

Interviewer: _____

Time Start: _____

Date: _____

Time End: _____

[RECORD GENDER:]		[QUOTA:]
Male-----	46%	[48%]
Female-----	54	[52]

INTRO & SCREENER

A. Hello, is _____ **[ASK FOR NAME ON LIST]** available?

Yes **[CONTINUE]** ----- 100%

No **[SCHEDULE CALL BACK]**----- --

Hi, I'm _____ from Charlton Research Company, a national research firm. At the request of the Sonoma Valley Healthcare Coalition, we're talking with people in Sonoma Valley today and would like to ask you a few questions about choices for a replacement hospital in Sonoma Valley. Your views are very important to us. The survey is confidential and will take about 15-20 minutes. Do you have time now to answer a few questions?

[IF 'NO', ASK FOR CONVENIENT TIME AND SCHEDULE CALL BACK]

B. Do you work...?

In print or broadcast media----- -- **TERMINATE IF YES**

At Sonoma Valley Hospital (as a physician or as an
employee)----- 100% **CONTINUE IF YES OR NO**

STRATEGISTS FOR BUSINESS, POLITICS AND LAW

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C. [RECORD FROM SAMPLE:]

[QUOTAS:]

Democrat -----	49%	[50%]
Republican -----	26	[26%]
Independent/Other-----	25	[24%]

INTRODUCTION

1. How important is it that a hospital exists in Sonoma Valley; is it...?

Very important-----	76%	91%
Somewhat important -----	15	
Don't Know/Refused [DO NOT READ] -----	1	
Not too important-----	6	8%
Not at all important-----	2	

REPLACEMENT HOSPITAL

2. Do you favor or oppose the building of a replacement hospital in Sonoma Valley? **[WAIT FOR RESPONSE, THEN ASK:]** Do you strongly (favor/oppose) or somewhat (favor/oppose)?

Strongly favor-----	57%	71%
Somewhat favor -----	14	
Don't Know/Refused [DO NOT READ] -----	13	
Somewhat oppose -----	8	16%
Strongly oppose-----	8	

3. **[IF FAVOR, ASK:]** Why do you favor the building of a replacement hospital in Sonoma?
[PROBE:] Is there anything else? **n=358**

	<u>First</u>	<u>Total</u>
Need replacement hospital (general) -----	25%	27%
Current hospital is not good enough-----	17	18
Need local care/Other hospitals too far/Nowhere else to go -----	12	14
Need emergency services-----	9	11
Safety/Earthquake standards -----	8	10
Cost less than restoring current one -----	4	5
Aging/Elderly population-----	4	4
More up-to-date facilities-----	3	5
Provides health care-----	3	4
Population growing -----	3	4
Currently use Sonoma hospital -----	2	2
Brings doctors/Jobs -----	1	4
As long as not overextended/Too big -----	1	1
Other -----	8	10
Don't know/Refused -----	*	1

4. **[IF OPPOSE, ASK:]** Why do you oppose the building of a replacement hospital in Sonoma?
[PROBE:] Is there anything else? **n=79**

	<u>First</u>	<u>Total</u>
Do not need a new hospital/Can use current hospital -----	38%	40%
Costs too much -----	20	25
Proposal too big/Too many unnecessary services -----	11	11
Have not seen results/Do not trust committee -----	9	12
Location issues-----	6	8
Need more information -----	4	6
Other -----	11	11
Don't know/Refused -----	2	2

AWARENESS & RECALL

5. Have you heard, read, or seen anything about options being discussed for building a replacement hospital in Sonoma Valley?

Yes -----	88%	CONTINUE
No -----	12	SKIP TO Q.7
Don't Know/Refused [DO NOT READ] -----	*	

6. **[IF YES:]** What have you heard, read, or seen about options being discussed for building a replacement hospital in Sonoma? **[PROBE:]** Do you recall anything else? **n=439**

	<u>First</u>	<u>Total</u>
Everything/All possible options/locations ---	32%	35%
Just heard/Read something (general)-----	15	15
Cirrus location/Spa mentioned-----	11	15
Problems getting land/Eminent domain-----	8	9
Private (for-profit) hospital option -----	7	9
Broadway location mentioned -----	5	7
Costs too much/New bonds -----	4	5
In-town location mentioned -----	2	4
Refurbish old hospital or build a new one ---	2	4
Extending the urban growth boundary -----	2	3
None/Nothing -----	2	2
Other -----	5	6
Don't know/Refused -----	4	4

OPTIONS

7. State of California seismic safety standards require our current hospital to be replaced. Four options are currently being considered for a replacement hospital in Sonoma Valley.

It is anticipated that each of these options would include an emergency room. All options would provide a hospital that will be open to all residents regardless of ability to pay. None of these options require the use of eminent domain.

Here are the main distinctions between the four options **[ROTATE A, B, C, D:]**

A: The **Broadway** option proposes a 56 bed publicly owned hospital and a privately owned and operated medical office building on 15 acres of land, which would be located on Broadway just south of Napa Road.

B: In the **Cirrus [SEER-US]** option, a private company, Cirrus **[SEER-US]** Health, proposes to build a 56 bed privately-owned and operated hospital, a medical office building, and a related but separately owned & operated private medical spa on 22 acres at the northwest corner of Napa Road and Eighth Street East.

C: The **In-Town** option proposes a publicly-owned 56 bed hospital and a joint venture medical office building on 7.5 acres of land at the existing hospital site on Andrieux **[ANDREW]** Street in the City of Sonoma and nearby property.

D: The **25 bed Small Hospital** option is a publicly owned 25 bed hospital and a joint venture medical office building on 7.5 acres of land at the existing hospital site on Andrieux **[ANDREW]** Street in the City of Sonoma and nearby property.

Which of these three options do you prefer?

A: Broadway -----	34%
B: Cirrus -----	16
C: In-Town -----	24
D: 25 bed Small Hospital -----	14
None/Dislike all options [DO NOT READ] ---	4
Don't know/Undecided [DO NOT READ] ----	8

Now I am going to give you some more information about each of these options for building a replacement hospital in Sonoma Valley, based on what we know at this time. [RANDOMIZE OPTIONS]

8. The **Broadway** Option would be located on approximately 15 acres on the east side of Broadway just south of Napa Road. The southerly-most parcel of the site, approximately 7 acres, is outside of the City of Sonoma Urban Growth Boundary. This option would require voters of the City of Sonoma to approve extension of the Urban Growth Boundary to include those seven acres. Negotiations are underway to acquire the necessary land. This Option would include some one and two story buildings. The land would provide room for significant future expansion as needed. This option would provide the same services that are currently available at Sonoma Valley Hospital.

The total project cost is estimated to be about \$130 million, which might be reduced by grants, philanthropy, and other means. Two thirds of the voters in the hospital district would have to approve any general obligation bond. It is expected that no parcel tax will be required to fund the on-going operation once the hospital is built. This option would be owned and operated by the Sonoma Valley Health Care District.

Before this survey, had you heard, read, or seen anything about this specific option for a replacement hospital in Sonoma Valley?

Yes -----	72%
No -----	24
Don't Know/Refused [DO NOT READ]-----	4

9. Regardless of how you feel about the other options, do you favor or oppose this option for a replacement hospital in Sonoma Valley? [REPEAT DESCRIPTION OF **BROADWAY** OPTION IF NECESSARY. WAIT FOR RESPONSE, THEN ASK:] Do you strongly (favor/oppose) or somewhat (favor/oppose) this option?

Strongly favor-----	37%		62%
Somewhat favor -----	25		
Don't Know/Refused [DO NOT READ]-----	8		30%
Somewhat oppose -----	10		
Strongly oppose-----	20		

10. **[IF FAVOR:]** Why do you favor this option? **[OPEN END. DO NOT READ LIST.] n=306**

	<u>First</u>	<u>Total</u>
Prefer this location -----	44%	61%
We need a hospital -----	13	20
Combination of public and private ownership is desirable-----	9	21
Plenty of room for growth-----	9	18
More feasible/Best option/Chance of working-	5	7
Provides all new facilities -----	4	12
No parcel tax is required-----	4	10
Cost is acceptable-----	3	7
No eminent domain is required -----	1	5
Same services as now -----	1	2
Other -----	4	8
Don't Know/Refused-----	3	3

11. **[IF OPPOSE:]** Why do you oppose this option? **[OPEN END. DO NOT READ LIST.] n=151**

	<u>First</u>	<u>Total</u>
Costs too much -----	25%	37%
Prefer other location-----	23	33
Don't want to expand urban growth boundary -	23	32
Hospital is too large/Bigger than necessary ----	8	15
Dislike private ownership/Hospital should be 100% publicly-owned -----	5	10
Land issues/Eminent domain-----	4	6
Do not trust/Like the hospital board-----	3	5
Other -----	7	11
Don't Know/Refused-----	4	4

12. Cirrus [SEER-US] Health Care has acquired an option on approximately 22 acres at the northwest corner of Napa Road and Eighth Street East and proposes to build a hospital, medical office building and ambulatory surgery center and a medical spa at no cost to District residents. This Option would include some one and two story buildings. This option would require the City of Sonoma voters to approve extension of the City’s Urban Growth Boundary to include this land, plus an additional 51 acres between the current Urban Growth Boundary and the Cirrus hospital property. Cirrus [SEER-US] has indicated that this option would provide all the services that are currently available at Sonoma Valley Hospital, plus some additional services.

The Cirrus proposal contains no legally binding assurances that any current hospital services will be continued, nor any remedies in the event those services are discontinued.

The cost of building would be entirely funded by Cirrus [SEER-US], with no cost to taxpayers. No parcel tax will be required to fund the on-going operation once the hospital is built. The Cirrus [SEER-US] hospital would pay property taxes to the County of Sonoma. The Cirrus [SEER-US] option would be owned and operated by a private company and physician partners and not by the Sonoma Valley Health Care District. Cirrus [SEER-US] has proposed a local governance board with 20% representation from the community.

Before I just mentioned this, had you heard, read, or seen anything about this specific option for a replacement hospital in Sonoma Valley?

Yes -----	69%
No -----	28
Don't Know/Refused [DO NOT READ]-----	3

13. Regardless of how you feel about the other options, do you favor or oppose this option for a replacement hospital in Sonoma Valley? **[REPEAT DESCRIPTION OF CIRRUS OPTION IF NECESSARY. WAIT FOR RESPONSE, THEN ASK:]** Do you strongly (favor/oppose) or somewhat (favor/oppose) this option?

Strongly favor-----	18%		33%
Somewhat favor -----	15		
Don't Know/Refused [DO NOT READ]-----	9		
Somewhat oppose -----	13		58%
Strongly oppose-----	45		

14. **[IF FAVOR:]** Why do you favor this option? **[OPEN END. DO NOT READ LIST.] n=163**

	<u>First</u>	<u>Total</u>
Does not require taxpayer funding -----	38%	52%
Prefer this location -----	17	26
Private ownership/investment is desirable-----	13	35
Hospital is needed -----	8	9
Provides all new facilities -----	6	11
Large facility/Room for expansion -----	4	9
Best chance of working -----	3	5
Additional medical spa -----	1	2
Other -----	6	13
Don't Know/Refused -----	4	4

15. **[IF OPPOSE:]** Why do you oppose this option? **[OPEN END. DO NOT READ LIST.] n=291**

	<u>First</u>	<u>Total</u>
Dislike private ownership/Hospital should be publicly-owned -----	42%	60%
Don't want to expand urban growth boundary -	18	31
Prefer other location-----	11	18
Don't trust them/Shaky option-----	7	11
We don't need a hospital of this size -----	5	13
No guarantee of continued service/Not legally bound -----	5	11
Cost issues-----	3	6
Other -----	6	10
Don't Know/Refused -----	3	3

16. The In-Town Option would be located on the present hospital site adjacent to the existing hospital, plus approximately 3.5 acres of nearby land. This location is entirely within the existing City of Sonoma Urban Growth Boundary. Negotiations are in progress to acquire this land. The limited land area would require some two and three story buildings, and may constrain future expansion. This option would provide the same services that are currently available at Sonoma Valley Hospital.

The total project cost is estimated to be about \$130 million, which might be reduced by grants, philanthropy, and other means. Two thirds of the voters in the hospital district would have to approve any general obligation bond. It is expected that no parcel tax will be required to fund the on-going operation once the hospital is built. This option would be owned and operated by the Sonoma Valley Health Care District with some partnership with physicians.

Before I just mentioned this, had you heard, read, or seen anything about this specific option for a replacement hospital in Sonoma Valley?

Yes -----	61%
No -----	35
Don't Know/Refused [DO NOT READ]-----	4

17. Regardless of how you feel about the other options, do you favor or oppose this option for a replacement hospital in Sonoma Valley? **[REPEAT DESCRIPTION OF IN-TOWN OPTION IF NECESSARY. WAIT FOR RESPONSE, THEN ASK:]** Do you strongly (favor/oppose) or somewhat (favor/oppose) this option?

Strongly favor-----	32%		58%
Somewhat favor -----	26		
Don't Know/Refused [DO NOT READ]-----	12		
Somewhat oppose -----	9		30%
Strongly oppose-----	21		

18. **[IF FAVOR:]** Why do you favor this option? **[OPEN END. DO NOT READ LIST.] n=288**

	<u>First</u>	<u>Total</u>
Prefer this location/In town/Within UGB-----	53%	66%
Makes use of existing facilities -----	12	24
Hospital should be publicly-owned-----	6	15
Cost is acceptable-----	7	17
Best option/Practical/Makes sense -----	6	8
Hospital is needed -----	5	6
Big enough -----	2	3
Keeps services/New services-----	1	3
Other -----	7	12
Don't Know/Refused-----	2	2

19. **[IF OPPOSE:]** Why do you oppose this option? **[OPEN END. DO NOT READ LIST.] n=154**

	<u>First</u>	<u>Total</u>
Need more space-----	32%	43%
Prefer other location-----	16	23
Too much taxpayer burden/Prefer private investment-----	16	23
Costs too much -----	15	26
Impractical/Would not work -----	6	7
Need new facilities/buildings -----	3	12
Land issues/Eminent domain-----	3	4
Other -----	9	21
Don't Know/Refused-----	1	1

20. The 25-bed Small Hospital Option would be located on approximately 4.5 acres on the present hospital site next to the existing hospital, plus approximately 3.5 acres of nearby land. This location is entirely within the existing City of Sonoma Urban Growth Boundary. Negotiations are in progress to acquire this land. The limited land area would require some two and three story buildings, and may constrain future expansion. This Option would include some two and three story buildings. This option would provide the same services that are currently available at Sonoma Valley Hospital, except obstetrics and a long-term skilled nursing facility. Because of the small size of the hospital, it is projected that about 12% of future admissions would have to be diverted to other hospitals. When the hospital is full, ambulances would be redirected to emergency rooms in hospitals outside Sonoma Valley.

The total project cost is estimated to be about \$105 million, which might be reduced by grants, philanthropy, and other means. Two thirds of the voters in the hospital district would have to approve any general obligation bond. It is expected that some parcel tax will be required to fund the on-going operation once the hospital is built. This option would be owned and operated by the Sonoma Valley Health Care District.

Before I just mentioned this, had you heard, read, or seen anything about this specific option for a replacement hospital in Sonoma Valley?

Yes -----	54%
No -----	43
Don't Know/Refused [DO NOT READ] -----	3

21. Regardless of how you feel about the other options, do you favor or oppose this option for a replacement hospital in Sonoma Valley? **[REPEAT DESCRIPTION OF 25 BED SMALL HOSPITAL OPTION IF NECESSARY. WAIT FOR RESPONSE, THEN ASK:]** Do you strongly (favor/oppose) or somewhat (favor/oppose) this option?

Strongly favor-----	12%		31%
Somewhat favor -----	19		
Don't Know/Refused [DO NOT READ] -----	12		57%
Somewhat oppose -----	19		
Strongly oppose-----	38		

22. **[IF FAVOR:]** Why do you favor this option? **[OPEN END. DO NOT READ LIST.] n=153**

	<u>First</u>	<u>Total</u>
Prefer this location -----	38%	54%
Prefer smaller hospital -----	17	32
Cost is acceptable-----	9	20
Hospital is needed/Better than no hospital-----	6	7
Best option/Practical/Makes sense -----	6	6
Hospital should be publicly-owned-----	5	13
It uses existing facilities -----	4	8
Other -----	10	17
Don't Know/Refused -----	6	6

23. **[IF OPPOSE:]** Why do you oppose this option? **[OPEN END. DO NOT READ LIST.] n=285**

	<u>First</u>	<u>Total</u>
Need more space-----	44%	55%
Costs too much -----	10	17
Too much taxpayer burden/Prefer private investment-----	8	16
No skilled nursing/Obstetrics/Emergency services -----	8	13
Prefer other location-----	6	12
Not financially feasible -----	5	7
Being redirected to another hospital-----	3	6
Need new facilities/buildings -----	2	8
Other -----	12	22
Don't Know/Refused -----	2	2

LATE BALLOT

24. After having heard all four descriptions, which option do you like best for Sonoma Valley?
[REPEAT DESCRIPTIONS AS NEEDED]

Broadway Option-----	34%	ASK Q.25
Cirrus [SEER-US] Option -----	19	SKIP TO Q.26
In-Town Option-----	26	SKIP TO Q.27
25 bed Small Hospital Option-----	12	SKIP TO Q.28
None/Dislike all options [DO NOT READ]---	3	SKIP TO Q.29
Don't know/Undecided [DO NOT READ]----	6	SKIP TO Q.30

25. Why do you prefer the Broadway Option? **[PROBE:]** Is there anything else? **n=172**

	<u>First</u>	<u>Total</u>
Better location/Like the location (general) --	30%	36%
Larger hospital/Adequate space for growth/Future expansion -----	25	44
Best option/Solution/Fulfills needs/Makes most sense-----	11	12
Publicly owned hospital -----	9	21
Accessible/Convenient location -----	5	12
Financially efficient/No parcel tax -----	4	8
Minimal expansion of the urban growth boundary -----	4	7
Good service provided (general)-----	3	8
New hospital/More up-to-date -----	2	3
Better parking/Traffic flow-----	2	3
None/Nothing -----	1	1
Other -----	3	4
Don't know/Refused -----	2	2

26. Why do you prefer the Cirrus [SEER-US] Option? [PROBE:] Is there anything else? n=95

	<u>First</u>	<u>Total</u>
Financially efficient/No/little cost to taxpayers -----	31%	44%
Privately owned/Funded -----	23	27
Better location/Like the location (general) --	12	18
Larger hospital/More space/Land for expansion -----	11	18
Best option for community/Economy -----	11	15
Good service/Healthcare provided -----	6	14
Less traffic/Better traffic flow -----	3	4
Other -----	4	4

27. Why do you prefer the In-Town Option? [PROBE:] Is there anything else? n=128

	<u>First</u>	<u>Total</u>
Better location/Like the location (general) --	40%	45%
Uses existing facilities/Built at existing site-	26	28
Convenient (general) -----	8	8
Within the UGB/Little/No expansion -----	7	10
Better option/solution/Makes more sense ---	7	7
Larger/Adequate for expansion/Renovation-	6	13
Doesn't use eminent domain -----	2	5
Financially efficient/No parcel tax -----	1	7
Publicly owned/Not private -----	--	5
Other -----	2	4
Don't know/Refused -----	2	2

28. Why do you prefer the Small Hospital Option? [PROBE:] Is there anything else? n=58

	<u>First</u>	<u>Total</u>
Larger hospital not needed -----	29%	31%
Small hospital would be better (general) ----	21	21
Financially efficient/More affordable/Economical -----	17	24
Better location (general) -----	10	12
Use of existing facilities/Property -----	10	12
Little/No expansion on the UGB -----	5	5
Other -----	9	9

29. Why do you dislike all the options? [**PROBE:**] Is there anything else? **n=15**

	<u>First</u>	<u>Total</u>
Don't want to build another hospital/No need	39%	39%
Cost/property tax burden -----	22	36
Location (general)-----	14	14
Eminent domain/Don't take property -----	12	12
Other -----	14	14

TRADE-OFFS

[**ROTATE Q.30-36:**]

30. The four different locations we have discussed are... [**ROTATE OPTIONS:**]

A: The **Broadway** option would be located on Broadway just south of Napa Road.

B: The **Cirrus** [**SEER-US**] option would be located at the northwest corner of Napa Road and Eighth Street East.

C: The **In-Town** option would be located at the existing hospital site on Andrieux [**ANDREW**] Street in the City of Sonoma.

D: The 25 bed **Small Hospital** option would be located at the existing hospital site on Andrieux [**ANDREW**] Street in the City of Sonoma.

Based just on these locations, which location do you prefer?

A: Broadway -----	34%
B: Cirrus -----	15
C: In-Town -----	32
D: Small Hospital-----	12
Don't know/Undecided [DO NOT READ]----	7

31. Relative to the Urban Growth Boundary, the four different locations we have discussed are... **[ROTATE OPTIONS:]**

A: The **Broadway** option would be located partially outside of the City of Sonoma's existing Urban Growth Boundary, requiring a vote to include an additional 7 acres of land into the boundary.

B: The **Cirrus [SEER-US]** option would be located outside of the City of Sonoma's existing Urban Growth Boundary, requiring a vote to include an additional 73 acres of land into the boundary.

C: The **In-Town** option would be located entirely within the existing urban growth boundary.

D: The **Small Hospital** option would be located entirely within the existing urban growth boundary.

Based just on the urban growth boundary, which location do you prefer?

A: Broadway -----	33%
B: Cirrus -----	16
C: In-Town -----	33
D: Small Hospital-----	10
Don't know/Undecided [DO NOT READ] ----	8

32. The land area for the four options we have discussed are... **[ROTATE OPTIONS:]**

A: The **Broadway** option would be 15 acres.

B: The **Cirrus [SEER-US]** option would be 22 acres.

C: The **In-Town** option would be 7.5 acres.

D: The **Small Hospital** option would be 7.5 acres.

Based just on the land area, which option do you prefer?

A: Broadway -----	36%
B: Cirrus -----	17
C: In-Town -----	26
D: Small Hospital-----	12
Don't know/Undecided [DO NOT READ] ----	9

33. The operation and ownership of the four different options we have discussed are... **[ROTATE OPTIONS:]**

A: The **Broadway** option would be owned and operated by the Sonoma Valley Healthcare District, with private funding of the medical office building.

B: The **Cirrus [SEER-US]** option would be owned and operated by a private company.

C: The **In-Town** option would be owned and operated by the Sonoma Valley Healthcare District.

D: The **Small Hospital** option would be owned and operated by the Sonoma Valley Healthcare District.

Based just on the operation and ownership, which option do you prefer?

A: Broadway	-----	37%
B: Cirrus	-----	19
C: In-Town	-----	26
D: Small Hospital	-----	11
Don't know/Undecided [DO NOT READ]	----	7

34. The cost of the four different options we have discussed are... **[ROTATE OPTIONS:]**

A: The **Broadway** option is estimated to cost \$130 million

B: The **Cirrus [SEER-US]** option would be entirely funded by Cirrus, with no cost to taxpayers.

C: The **In-Town** option is estimated to cost \$130 million

D: The 25 bed **Small Hospital** option is estimated to cost \$105 million.

Based just on the cost, which option do you prefer?

A: Broadway	-----	28%
B: Cirrus	-----	29
C: In-Town	-----	20
D: Small Hospital	-----	14
Don't know/Undecided [DO NOT READ]	-----	9

35. The services offered at each of the four different options we have discussed are... **[ROTATE OPTIONS:]**

A: The **Broadway** option would have all of the same services currently available at Sonoma Valley Hospital.

B: The **Cirrus [SEER-US]** option would have all of the same services currently available at Sonoma Valley Hospital, plus a medical spa and some additional services.

C: The **In-Town** option would have all of the same services currently available at Sonoma Valley Hospital.

D: The 25 bed **Small Hospital** option would have all of the same services currently available at Sonoma Valley Hospital, except it would not offer obstetrics or a long-term skilled nursing facility.

Based just on the services, which option do you prefer?

A: Broadway -----	33%
B: Cirrus -----	22
C: In-Town -----	26
D: Small Hospital-----	11
Don't know/Undecided [DO NOT READ] ----	8

36. Each of the four different options we have discussed has certain limitations. **[ROTATE OPTIONS:]**

A: The **Broadway** option would require City of Sonoma voters to approve extension of the Urban Growth Boundary adjacent to the City.

B: The **Cirrus** option **[SEER-US]** would require City of Sonoma voters to approve extension of the Urban Growth Boundary to include 73 acres and be owned and operated by a private company, and not be the Sonoma Valley Health Care District.

C: The **In-Town** option would be located on a smaller site, which may limit future expansion.

D: The 25 bed **Small Hospital** option may result in about 12% of future admissions being diverted to other hospitals when the hospital is full. When the hospital is full, ambulances would be redirected to emergency room in hospitals outside Sonoma Valley.

Based just on these limitations, which option do you prefer?

A: Broadway -----	35%
B: Cirrus -----	20
C: In-Town -----	26
D: Small Hospital-----	12
Don't know/Undecided [DO NOT READ] ----	7

37. The four options we have discussed each involve five critical factors the Health Care Coalition is concerned about: Cost to the taxpayers, location of the hospital, who will own and operate it, the services offered, and the limitations of each proposal. Of those five factors, which is most important to you in deciding how you would vote? **[READ LIST. RECORD RESPONSE, THEN ASK:]** And which is second most important to you?

	<u>First</u>	<u>Second</u>
Public versus private ownership-----	27%	19%
Services offered-----	23	19
Location of the hospital-----	19	26
Cost to the taxpayers-----	19	20
Limitations of each proposal-----	4	5
Don't Know/Refused [DO NOT READ] -----	8	11

FINAL BALLOT

38. After everything we have discussed, which of these four options do you prefer?

Broadway-----	36%
In-Town-----	28
Cirrus-----	19
25 bed Small Hospital-----	11
Any would be okay [DO NOT READ] -----	*
None/Dislike all options [DO NOT READ] ---	2
Don't know/Undecided [DO NOT READ] ----	4

WILLINGNESS TO PAY

39. Do you own your home in Sonoma Valley or do you rent?

Own-----	80%
Rent-----	18
Refused [DO NOT READ] -----	2

40. **[ASK HOMEOWNERS ONLY:]** The Broadway and In-Town proposals are **not** expected to require the present \$195 per year **parcel tax** to fund on-going operations once a new hospital is built, but the 25-bed Small Hospital will require a parcel tax. However, the Broadway, 25-bed Small Hospital, and In-Town options would all require public funding to build them. As a property owner, how much would you personally be willing to pay per year in additional property taxes, for up to 30 years, to fund the construction of any of these options? **n=400**

Nothing/None -----	18%
\$1-\$49 per year -----	5
\$50-\$99 per year-----	8
\$100-\$149 per year-----	9
\$150-\$199 per year-----	14
\$200-\$249 per year-----	9
\$250-\$299 per year-----	3
\$300 or more per year-----	14
Don't know/Undecided [DO NOT READ] ----	20

WRAP AROUND

41. On a separate subject, the Sonoma Valley Health Care Coalition has proposed introducing a new health network with a focus on prevention. The purpose of this new system would be to promote a valley-wide healthcare network, which would include a council of health care providers, including alternative medicine providers, and a board to oversee wellness centers. The network would include a membership system, a medi-van service and health education services.

Do you favor or oppose creation of this new network in Sonoma Valley? **[WAIT FOR RESPONSE, THEN ASK:]** Do you strongly (favor/oppose) or somewhat (favor/oppose) this creation of this new network?

Strongly favor-----	28%		56%
Somewhat favor -----	28		
Don't Know/Refused [DO NOT READ] -----	24		
Somewhat oppose -----	7		20%
Strongly oppose-----	13		

42. It is anticipated that this network would cost about \$1.6 million dollars. This would be a one-time set-up cost in the first year, and the network would be self-supported after that.

Would you favor or oppose a bond measure for the one-time cost of \$1.6 million to fund this network? **[WAIT FOR RESPONSE, THEN ASK:]** Would you strongly (favor/oppose) or somewhat (favor/oppose) this bond measure?

Strongly favor-----	23%		47%
Somewhat favor -----	24		
Don't Know/Refused [DO NOT READ] -----	19		
Somewhat oppose -----	11		34%
Strongly oppose-----	23		

DEMOGRAPHICS

Now I have just a few questions for demographic purposes...

43. If you or your family has health insurance, which type do you have?

Private insurance through an employer plan (whether you pay some or not) -----	45%		66%
Private insurance you purchased directly from an insurance company -----	21		
Medicare/MediCal/Other government program	25		34%
Uninsured/Do not have insurance -----	4		
Refused/Don't Know [DO NOT READ] -----	5		

44. **[IF PRIVATE INSURANCE:]** Who is your insurance provider?

Kaiser -----	33%
Other -----	66
Refused/Don't Know [DO NOT READ] -----	1

45. Do you have a primary care physician in Sonoma Valley?

Yes -----	57%
No -----	40
Refused [DO NOT READ] -----	3

46. How recently, if ever, have you or another member of your family been a patient at Sonoma Valley Hospital?

Within last six months -----	24%
6 months+ to one year -----	10
1+ to 2 years -----	13
2+ to 3 years -----	9
More than three years -----	20
Never used -----	19
Refused/Don't Know [DO NOT READ]-----	5

47. Do you live within the City of Sonoma or outside the city limit?

City of Sonoma -----	37%
Outside-----	60
Refused [DO NOT READ]-----	3

48. Which of the following categories includes your age

18 - 44 -----	12%
45 - 54 -----	20
55 - 64 -----	30
65 - 74 -----	15
75 and over-----	18
Refused [DO NOT READ]-----	4

49. **RECORD:** Zip code: _____ **[CODE GEOGRAPHIC BOUNDARIES]**

This concludes the survey, thank you for your time and participation. Your input has been very valuable. For our references, may I have your name?

+++++

Respondent's Name: _____

Telephone Number: _____

I have re-read this completed questionnaire and certify that all questions requiring answers have been appropriately filled and that this interview has been obtained from the individual designated.

Interviewer: _____ **Date:** _____

Note: This interview is the sole property of Charlton Research Company. Any attempt to duplicate or sell the contents constitutes an illegal act and is subject to prosecution.

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