



2225 Sycamore Street
 Harrisburg, PA 17111
 Phone: (717) 233-8850
 Email: james@susquehannapolling.com
 www.susquehannapolling.com
 James Lee, President

Top Line Survey Results
Partnership for Better Health/Cumberland County Public Opinion Survey
Respondent Interviews Conducted March 26 – April 1, 2021
Sample Size: 400 Cumberland County Residents & Registered Voters

TOP LINE SURVEY RESULTS, QUESTIONNAIRE, METHODOLOGY AND DATA COLLECTION PROCEDURES

Good morning/afternoon/evening, my name is (YOUR FIRST NAME). I am calling on behalf of Susquehanna Polling and Research, a public opinion research firm. May I speak to (name on list) or another registered voter in your household? (If name on list or another registered voter is not available, THANK AND TERMINATE CALL)

INTRODUCTION: We are conducting a survey of attitudes and opinions concerning some important issues facing Cumberland County today. May we have just three to four minutes of your time to complete a very brief survey?

Great, thank you...

F1. To confirm, are you a registered voter in [SPLIT SAMPLE: and/or resident of] Cumberland County?

- 1. Yes 400 (100%) (PROCEED TO Q1)
- 2. No --- (THANK AND TERMINATE)

Q1. Generally speaking, what are the two most important problems facing Cumberland County today? That is, the one(s) you are most concerned about on a daily basis. (UNAIDED – DO NOT READ CHOICES – PROBE FOR TWO ANSWERS)

(List is Alphabetical)

1. Business slowdown/closings.....19	05%	13. Other (See Verbatim Schedule A-1)...41	10%
2. Claremont nursing home sale.....17	04%	14. Politicians/government.....16	04%
3. COVID/vaccine/testing.....108	27%	15. Quality of life issues.....5	01%
4. Crime/public safety.....5	01%	16. Race relations.....10	02%
5. Economy/jobs.....17	04%	17. Roads/highways/infrastructure....42	11%
6. Education/schools.....29	07%	18. Taxes/real estate/property.....12	03%
7. Environment/pollution.....19	05%	19. Taxes/other.....41	10%
8. Growth/development/sprawl.....56	14%	20. Traffic/Infrastructure.....43	11%
9. Health care.....9	02%	21. Tuition, cost of higher ed.....0	00%
10. Inflation/cost of goods/services.....4	01%	22. Unemployment.....2	00%
11. Neighborhoods/housing conditions.....2	01%	23. Wage Stagnation.....0	00%
12. Open space/farmland preservation.....2	01%	24. Undecided.....227	57%

Q2. Prior to today, have you recently seen, read or heard anything in the news media or through any other source about the proposal by the Cumberland County Commissioners to sell the county-owned, Claremont Nursing Home and Rehabilitation Center to a private operator? If yes, where did you learn about this? (check all that apply)

1. Yes, Television	129	32%
2. Yes, Radio	21	05%
3. Yes, Newspaper	97	24%
4. Yes, Internet	73	18%
5. Yes, Social media	36	09%
6. Yes, Word of mouth	49	12%
7. Yes, Other	6	01%
Yes, TOTAL	286	72%
8. No	109	27%
9. Undecided	5	01%

Q3. Based on what you know, should the county-owned nursing home be sold to a private operator, or should it continue to be retained by the county as county-owned and operated?

1. Sell to private operator	58	14%	PROCEED TO Q4a
2. Retain as county-owned/operated	179	45%	PROCEED TO Q4b
3. Undecided	163	41%	SKIP TO Q5

Q4a. Since you indicated the county-owned nursing home should be sold [to a private operator], can you share with us a primary reason why you support this? **See Verbatim Schedule A-2**

Q4b. Since you indicated the county-owned nursing home should be retained by the county and NOT sold, can you share with us a primary reason why? **See Verbatim Schedule A-3**

Q5. According to news reports, the nursing home is facing a projected \$2.6 million deficit due to COVID-19, lower Medicaid reimbursements and higher health care costs. The county is using reserve funds this year to cover the deficit, but if a tax increase were required, it would cost a homeowner owning a house appraised at \$200,000 an additional twenty (20) dollars per year. If necessary, would you be willing to pay twenty (20) dollars more per year in county taxes if it means that Claremont Nursing and Rehabilitation Center can remain a county-owned and operated facility?

1. Yes, would be willing to pay more in county taxes	228	57%
2. No, would not be willing to pay higher county taxes	128	32%
3. Undecided	44	11%

Q6. A function that makes Claremont different from other long-term care facilities in Cumberland County is that a majority of its patients, or approximately 75%, are low-income and their nursing care is paid for through the state's Medicaid insurance. On a scale of 1 to 10, how important do you think it is for Claremont to continue to be able to serve a majority of low-income patients? (A score of 1 means "not at all" important and the highest score of 10 means "very" important).

1	8	02%
2	1	00%
3	6	01%
4	5	01%
5	28	07%
6	18	05%
7	16	04%
8	46	12%
9	31	08%
10	219	55%
11 (undecided)	21	05%

Mean: 8.58

Q7. Has anyone in your family ever been cared for by Claremont Nursing and Rehabilitation Center, or does anyone in your family anticipate a possible need to be cared for by this facility in the future? (Check All that Apply)

69	(17%)	1. Yes, been cared for/utilize Claremont Nursing/Rehabilitation Center
11	(03%)	2. Yes, anticipate the possible need to seek services in the future.
106	(27%)	3. Maybe/Might have a need for this type of care, but not at the current time and/or am not sick at present time.
18	(05%)	4. Maybe/Might have a need for this type of care, but unsure if Claremont is the facility of choice.
216	(54%)	5. No, I do not plan to have any reason to use this facility for myself and/or my family in the future.
2	(01%)	6. Declined to answer.

Now, I just have a few additional questions for demographic purposes and we will be through...

Q8. Are you registered to vote as a Republican, Democrat, Independent or something else?

1. Republican	199	50%
2. Democrat	136	34%
3. Independent/Other	52	13%
4. Not registered to vote	13	03%

Q9. What was your age on your last birthday? (USE BRACKETS BELOW)

1. 18-29	59	15%
2. 30-44	87	22%
3. 45-54	87	22%
4. 55-64	75	19%
5. 65 and older	87	22%
6. Declined to answer	4	01%

Q10. How long have you been a resident of Cumberland County? (UNAIDED)

1. Less than 1 year	0	00%
2. 1 to 5 years	13	03%
3. 6 to 10 years	29	07%
4. 11 to 20 years	89	22%
5. More than 20 years	268	67%
6. Declined to answer	1	00%

THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY.

Gender (by observation):

1. I identify as male	187	47%
2. I identify as female	213	53%

Region (Coded on List):

262	(65%)	1. Eastern Cumberland zip codes [17011, 17025, 17043, 17050, 17065, 17055, 17070]
134	(34%)	2. Western Cumberland zip codes [17007, 17008, 17013, 17324, 17027, 17072, 17240, 17241, 17081, 17257, 17093, 17266, 17019, 17015]
4	(01%)	3. Unspecified

Vote History Universe (G20, G19, G18 and/or G17)

0X	138	35%
1X	69	17%
2X	79	20%
3X	45	11%
4X	69	17%

Data Collection Method:

1. Telephone-Landline	123	30%
2. Telephone-Mobile	138	35%
3. Internet Consumer Panel ¹	138	35%

¹ Proprietary internet research panel organized, maintained and operated by The Bartlett Group, a wholly owned division of Susquehanna Polling and Research, Inc.

METHODOLOGY, SAMPLE FRAME CONSTRUCTION AND DATA COLLECTION PROCEDURES

This poll is commissioned by Partnership for Better Health and conducted by Susquehanna Polling and Research, Inc². Interviews were conducted March 26-April 1, 2021 with 400 respondents in Cumberland County using a “mixed mode” approach to data collection. This includes 262 interviews with registered voters conducted using random selection procedures via live telephone agents. The telephone sample frame was compiled using random telephone sequence methods, and includes both landline and cellular households, purchased from a certified list vendor; all households are pre-screened to eliminate household telephone numbers on the federal Do Not Call registry in compliance with all applicable federal and state laws. Only known registered voters were contacted, compiled from a list of households with prior vote history in 1 of 4 or better general elections using G20, G19, G18 and/or G17 as the base universe. An augmentation of 138 additional interviews is conducted using SP&R’s proprietary internet/panel consisting of consumers who “opt in” to be contacted for research purposes including surveys and focus groups. All respondents to the internet/online panel survey are prequalified to ensure they have residency in Cumberland County. Panel surveys include a mix of both registered and unregistered voters.

All interviews are closely monitored to ensure a representative sample of Cumberland County is achieved based U.S. Census demographic figures including, but not limited to, party registration, geographic residence within the county, gender, age cohort and other demographics; results are sometimes statistically weighted to adjust for coverage bias or non-response error.

The margin of error for a sample size of 400 interviews is +/-4.9% at the 95% confidence level.

²Susquehanna Polling and Research, Inc. is a nationally recognized polling and focus group company and conducts polling for political, media and corporate clients mainly in PA, NY, IN, FL, NJ, MD, DE, SC, NC and other states. SP&R’s polling has been featured on many national platforms, including the Rush Limbaugh Radio Show, FOX News Channel, The O’Reilly Factor, the Bill Maher Show and MSNBC. The internet news service *Sunshine State News* of Florida referred to SP&R as “one of the most prominent pollsters in the country” for its accurate polling in the 2010 Florida Gubernatorial Republican Primary election. The website www.realclearpolitics.com lists SP&R’s publicly released polling in Pennsylvania and other battleground states as some of the most accurate polling in the 2020 Presidential election. SP&R CEO Jim Lee was profiled on two episodes of CBS’s *Inside Edition* for its unmatched accuracy in its battleground polling in the 2020 Elections.