

# MEMO

TO: Patterson Citizens for Expanded 21<sup>st</sup> Century Healthcare  
 FROM: Sara LaBatt; EMC Research, Inc.  
 RE: Patterson Voter Study  
 DATE: September 3, 2009

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This memorandum summarizes findings from a telephone survey of 300 registered voters in Patterson, CA, conducted by EMC Research July 6 - 12, 2009. The margin of error for this survey is plus or minus 5.7 percentage points at the 95% confidence interval.

## Key findings

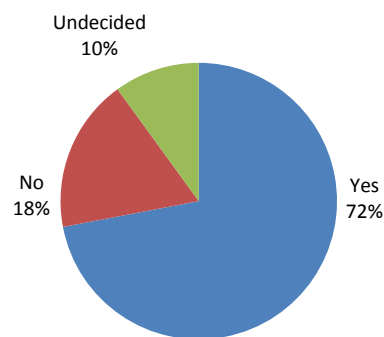
- A ballot measure to rezone the West Patterson Business Park to allow for healthcare uses is supported by a wide majority of Patterson voters.
- Many are aware of the issues surrounding the health center’s plans, and most believe the health center needs more space.
- Improved healthcare access and more service lines and specialists are the most compelling features of the Del Puerto Health Center’s potential move to the business park.
- Del Puerto Health Center gets high ratings from voters, and even higher ratings among those who have been patients.

## Expanded findings

*A ballot measure to rezone the West Patterson Business Park to allow for healthcare uses is supported by a wide majority of Patterson voters.*

- Initial support for a ballot measure amending the zoning of the West Patterson Business Park to allow for additional commercial, industrial, and healthcare uses is at 72%, with just 18% in opposition.

Shall an initiative be adopted in the City of Patterson amending the zoning of the West Patterson Business Park along Sperry Road between Baldwin Road and Interstate 5, to allow for additional commercial, industrial and healthcare uses?



- This level of support remains essentially unchanged after hearing more information about the situation, arguments in favor of the measure, and arguments against the measure. Most have already made up their minds.

*Many are aware of the issues surrounding the health center's plans, and most believe the health center needs more space.*

- Two in five voters (41%) have heard something about the Del Puerto Health Center recently, and most of those referenced the center's relocation or upgrade, or something about the zoning issues.
- Seventy percent of Patterson voters who voice an opinion on the question say the statement "has enough space" does not describe Del Puerto Health Center.

*Improved healthcare access and more service lines and specialists are the most compelling features of the Del Puerto Health Center's potential move to the business park.*

- Reading out a list of the service lines that will be offered at the new facility, explaining that the new facility will help attract top quality doctors and specialists, and pointing out the measure's positive impact on healthcare access for Patterson residents are the strongest message points in favor of the health center's relocation.

*Del Puerto Health Center gets high ratings from voters, and even higher ratings among those who have been patients.*

- Among those voters who can rate Del Puerto Health Center, 85% give it a favorable rating, and 90% of those who have been patients and have an opinion have a favorable one.
- Seventy percent of those voters who voiced an opinion on the question said "offers high quality health care" describes Del Puerto Health Center. When limited only to those who have been patients in the past year, that number rises to 85%.
- Doctors and nurses are standouts at Del Puerto Health Center, with 77% of those who voiced an opinion on the question said "has good doctors and nurses" describes Del Puerto Health Center. Among patients on the same question, 89% of those with an opinion on the question say the statement describes the health center.

*EMC Research is a full-service public opinion and strategic communications consulting firm, with offices in Oakland, Seattle, and Columbus (OH). Established in 1989, EMC has worked on hundreds of local ballot measures in California on topics including land use, growth management, and tax and bond issues.*