



December 23, 2015

TO: Interested Parties
FROM: Bob Moore, Moore Information, Inc.
RE: California C.D. 52 Race is a GOP Opportunity

California's 52nd Congressional District looks like an opportunity for Denise Gitsham and the Republican Party. Registered Republicans outnumber registered Democrats in the District by a 35-33% margin and Hillary Clinton's image is underwater (44% have a favorable opinion of Clinton, while 49% have an unfavorable opinion). Further, among voters with strong opinions about Clinton, very unfavorables outnumber very unfavorables, 40-20%.

Scott Peters is in a weak position for reelection. His favorable to unfavorable ratio is less than two to one (44% favorable/29% unfavorable) and more voters prefer a new person, than say Peters has performed his job well enough to deserve reelection (41% new person, 35% deserves reelection). The other 24% have no opinion or say it depends on who runs against him.

Despite Peters' significant name ID advantage over Gitsham – who is a virtual unknown, with just 15% aware of her – Peters is below 50% on the initial general election ballot test.

After hearing a series of messages about both Peters and Gitsham, the ballot moves into a statistical tie.

	Initial	Informed
Denise Gitsham, Republican, Businesswoman	25%	37%
Scott Peters, Democrat, U.S. Representative	49%	39%
Don't know/neither	26%	24%

District voters are most disturbed about Peters' lack of fiscal responsibility in Congress and on the San Diego City Council. At the same time they are impressed with Gitsham's background as a business owner working to create jobs.

Methodology. *The telephone survey was conducted December 16-17, 2015 by live interviewers among a representative sample of 300 voters in California's 52nd Congressional District. Both landline and cell phone interviews were conducted. The potential sampling error is plus or minus 5% at the 95% confidence level.*