

Garin-Hart Strategic Research Group

1724 CONNECTICUT AVENUE, N.W., WASHINGTON, D.C. 20009, (202) 234-5570

TO: The Capps for Congress Committee

FROM: Garin-Hart Strategic Research Group

DATE: October 21, 1994

SUBJECT: Latest Tracking Poll in California's 22nd Congressional District

Our just-completed tracking poll in the 22nd C.D. indicates that Walter Capps has made tremendous gains in the past several weeks and is now locked in a near dead heat with Andrea Seastrand. The poll further shows that the momentum is clearly with Mr. Capps in the closing days of the campaign.

The current trial-heat results show significant movement for Walter Capps since our last survey, even though both candidates have been on television.

Preference in Election For U.S. Congress

	October 20 %	August %
Andrea Seastrand	43	48
Walter Capps	41	28
Undecided	16	24

The closeness of the trial heat is very encouraging given that Andrea Seastrand still has higher name identification (80% know Seastrand, 61% know Capps), although Mr. Capps has more than doubled his name recognition since August.

Because television costs in the Santa Barbara media market--which covers the entire 22nd C.D.--are so inexpensive at \$25 per rating point, Mr. Capps can quickly erase this name recognition deficit with Andrea Seastrand. **We note that among voters who are familiar with both candidates, Mr. Capps leads by a wider 56% to 38% margin.**

Finally, the poll clearly shows that Mr. Capps is poised to gain more support once Andrea Seastrand's extreme right-wing views on social issues become better known. For example, one-fourth (27%) of the electorate consists of non-Capps voters who feel strongly about electing a pro-choice candidate to Congress.

This memorandum is based on a survey of 401 likely voters conducted in California's 22nd C.D. on October 20, 1994. The margin of error for this survey is plus or minus five points.