



To: Interested Parties
From: Patrick Ruffini, Echelon Insights
Re: Hilton Leads the CA Gubernatorial Field Overall; Dominates the GOP Primary
Date: March 20, 2026

New polling conducted from March 12-17 among 600 likely primary voters with an additional oversample of 200 likely Republican primary voters finds **Steve Hilton extending his lead against the full primary field and against his Republican competition.**

Full Primary Ballot Test

Steve Hilton (R)	20%
Eric Swalwell (D)	15%
Chad Bianco (R)	14%
Tom Steyer (D)	13%
Katie Porter (D)	10%
Matt Mahan (D)	4%
Xavier Becerra (D)	3%
Antonio Villaraigosa (D)	3%
Betty Yee (D)	2%
Tony Thurmond (D)	1%
Don't know/Refused	16%

Among likely Republican primary voters, Hilton leads Chad Bianco on the initial ballot by 51-36, with even larger leads among the most reliable primary voters, including leads of 22 points among Republicans who voted in at least 3 of the last 4 primaries and 20 points among those who voted in the 2022 primary.

The Path to Victory

As voters learn more about the Republican candidates, we are likely to see even further consolidation in Hilton's direction. After respondents are shown biographies of both candidates drawn from materials from both campaigns, **Hilton's lead among Republicans expands to 58-33.**

Following exposure to more information about Steve Hilton, **Hilton's lead expands to 68-22.** And when Republican voters are exposed to Bianco's own statements on **amnesty for illegal immigrants, not working with ICE, and kneeling with BLM**, Bianco collapses and Hilton's ballot lead **expands to 81-12.**

Methodology: Echelon Insights surveyed 600 likely California primary voters with an additional oversample of 200 Republican likely primary voters, from March 12 to 17, 2026. The margin of sampling error, incorporating the effect of weighting, is ± 4.1 percentage points.