

To: Team Hilton
From: Patrick Ruffini, Echelon Insights
Re: Steve Hilton Strongly Positioned for Top Two Finish with One Week to Go
Date: May 26, 2026

Our latest poll of the California primary shows **Steve Hilton with a 7-point lead** over his nearest competitor and **strongly positioned for a top-two finish as he consolidates Republican support.**

Full Primary Ballot Test

Steve Hilton (R)	25%
Tom Steyer (D)	18%
Xavier Becerra (D)	15%
Chad Bianco (R)	12%
Katie Porter (D)	7%
Matt Mahan (D)	7%
Antonio Villaraigosa (D)	1%
Tony Thurmond (D)	1%
Someone else	*%
Undecided	13%

Locked-in Lead: Hilton Dominates Among Returned Ballots, with Double the Certain Support

- Among those who've already voted, Hilton's lead is even stronger — with 32%, followed by Steyer at 20%, Becerra at 16%, and Bianco at 14%.
- Hilton voters are overwhelmingly certain of their vote — 19% of the electorate are definite Hilton voters, more than double any other candidate.

Republicans are Uniting

- In the GOP primary universe, Hilton leads Chad Bianco 62-30, up from 51-36 in March.
- Hilton's lead is strongest among those most certain to vote in the primary. He leads 72-25 among those who've voted in the last 4 Republican primaries, 66-27 among GOP primary universe voters over 50, and 65-30 among very conservative voters.
- GOP primary voters respond very well to our messaging about Republicans uniting to prevent a top two lockout. After this messaging, Hilton's lead expands to 71-20.

Team Hilton Has the Stronger Weight of Message in the Final Stretch

- We should feel good about further consolidation given that Republican voters are hearing our message much more clearly than Chad Bianco's.
- 77% of Republicans have heard a lot or some about Steve Hilton, 68% say the same about Chad Bianco. Our information flow is much more positive — 70-10 positive-negative, to 59-15 for Bianco.
- In the GOP primary universe, awareness of President Trump's endorsement of Steve Hilton has grown from 54% to 66% in the last few weeks.
- Bianco's support for a path to citizenship for illegal immigrants and kneeling with BLM remain nonstarters with GOP primary voters. When voters hear about him, his support sinks to just 17% in a two-way contest with Hilton.

Methodology: Echelon Insights surveyed 800 likely California primary voters, with a base sample of 600 likely primary voters and an oversample of 200 Republican likely primary voters, from May 18 to 21, 2026. The margin of sampling error, incorporating the effect of weighting, is ± 4.3 percentage points.