

MEMORANDUM

TO: Interested Parties

FROM: Legislative Bipartisan Action PAC

DATE: September 25, 2026

RE: AD-36 Survey: Gonzalez Leads, and Voters Like What They See

Methodology: Guidant Polling & Strategy surveyed 300 likely November 2026 general election voters in California's 36th Assembly District on behalf of Legislative Bipartisan Action PAC. Interviews were conducted September 19–23, 2026. The margin of error is $\pm 5.65\%$.

Assemblymember Jeff Gonzalez leads Democrat Ida Obeso-Martinez 46% to 40% in a district where Democrats hold a sizable registration advantage. His lead reflects something every campaign wants and few can build quickly: voters who know him and like him.

Why Gonzalez is Ahead – Gonzalez's image is among the strongest you'll find for a legislator in a competitive seat. He's viewed favorably by a nearly three-to-one margin, and what voters are hearing about him is working. Half of voters (51%) have recently seen, read, or heard something about Gonzalez, and those voters came away more favorable by a wide margin, 58% to 21%.

That standing gives him appeal across party lines. In a district where six in ten voters disapprove of President Trump, Gonzalez wins a quarter of them - a sign that his support is personal, not partisan. His strongest support comes from the Coachella Valley and from older voters.

Obeso-Martinez, by contrast, hasn't built the same connection with voters. Her image is only narrowly positive (21% favorable, 16% unfavorable), and most voters have yet to form an opinion of her. More than four in ten can't say where she stands ideologically, and those who can mostly see her as liberal.

What it Will Take to Win – Gonzalez's advantages are the kind that tend to last: a well-known, well-liked incumbent with support that crosses party lines. With 14% of voters still undecided and a district that leans Democratic, protecting that position through November matters. Keeping Gonzalez's record in front of voters, and defining Obeso-Martinez before she or others have the chance to, is the clearest path to holding this seat.