



Sample: 925 total respondents hybrid, including 600 likely Nov 2026 voters in Colorado statewide, plus an additional 200 likely Democratic Primary voters, plus and additional 85 Black voters and an additional 40 Latino voters

Field: April 27 – May 3, 2026

Colorado Statewide Flavored Tobacco Issues Poll — May 2026

Hello, I’m calling from **XXX**. I’m not selling anything. We’re doing a survey here in Colorado on some topics that I’m sure you will find interesting.

Screener questions

L. Would you prefer to complete the interview in English or in Spanish?

| | 2026 GE Voter | DP Voter | |
|--------------|---------------|----------|----------------------------|
| English..... | 98% | 98% | Continue in English |
| Spanish..... | 2% | 2% | Continue in Spanish |

1. Are you registered to vote in Colorado?

| | | | |
|-----------------------------|------|------|------------------|
| Yes | 100% | 100% | Continue |
| No | — | — | Terminate |
| Don’t know / not sure | — | — | Terminate |

2. What are the chances that you will vote in the November 2026 election for governor, U.S. senate, and statewide ballot measures – will you definitely vote, probably vote, are the chances 50-50, or will you probably not vote?

| | | | |
|-----------------------------|-----|-----|------------------|
| Definitely vote | 91% | 95% | Continue |
| Probably vote..... | 6% | 3% | Continue |
| 50-50 chances..... | 2% | 2% | Continue |
| Probably not vote | — | — | Terminate |
| Don’t know / not sure | — | — | Terminate |

P. **Party registration from voter file.**

| | | |
|--------------------|-----|-----|
| Democrat..... | 29% | 58% |
| Unaffiliated | 45% | 42% |
| Republican | 25% | — |
| Other..... | 1% | — |

Ask Q3 of Unaffiliated Likely Primary Voters Only.

3. In June there will be Primary elections for governor, attorney general, secretary of state, and state treasurer. As an Unaffiliated voter, you will receive a ballot for both the Democratic Primary and the Republican Primary, but you can only complete and return one ballot. Given the choice, are you more likely to vote in the Democratic Primary or the Republican Primary?

| | 2026 GE Voter | DP Voter |
|---|----------------------|-----------------|
| Democratic Primary..... | 51% | 75% |
| Republican Primary | 14% | — |
| Will not vote in the Primary election | 4% | — |
| Don't know / not sure | 31% | 25% |

Ask Q3u if Don't know / not sure in Q3.

- 3u. Even though you are undecided about which Primary you will vote in, which Primary do you lean toward voting in – the Democratic Primary or the Republican Primary?

| | | |
|---|-----|------|
| Lean Democratic Primary | 42% | 100% |
| Lean Republican Primary..... | 18% | — |
| Will not vote in the Primary election | — | — |
| Don't know / not sure | 40% | — |

Ask Q4 of Democrat Likely Primary Voters Only.

4. In June, there will be a primary election for governor, attorney general, secretary of state, and state treasurer. Generally speaking, how likely are you to vote in the **Democratic Primary Election** – will you definitely vote, probably vote or will you probably not vote?

| | | |
|-----------------------------|-----|-----|
| Definitely vote | 82% | 84% |
| Probably vote..... | 13% | 16% |
| Probably not vote | 3% | — |
| Don't know / not sure | 2% | — |

5. Just to be sure we are representing everybody, how would you describe your ethnicity?
Multiple response question.

| | | |
|---|-----|-----|
| Hispanic / Latino/a / Latinx | 9% | 11% |
| White | 84% | 84% |
| Black / African American | 3% | 4% |
| Asian American / Pacific Islander / Hawaiian..... | 1% | 1% |
| Native American / American Indian | 3% | 2% |
| Something else | 1% | 1% |
| Don't know / refused..... | 4% | 1% |

6. Generally speaking, would you say that Colorado is heading in the right direction or in the wrong direction? **If respondent says “I don’t know” ask:** Which way would you lean toward - right direction or wrong direction?

| | 2026 GE Voter | DP Voter |
|-----------------------------|---------------|----------|
| Right direction | 40% | 73% |
| Wrong direction..... | 53% | 17% |
| Don’t know / not sure | 7% | 10% |

[Online: Please indicate **Phone:** Now I’m going to read the names of some groups. For each one, please tell me] if you have a very favorable opinion, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that group? **Rotate the order of the groups.**

| | Total Fav. | Total Unfav. | Very Fav. | Some Fav. | Some Unfav. | Very Unfav. | Un-familiar |
|--|------------|--------------|-----------|-----------|-------------|-------------|-------------|
| 7. The Campaign for Tobacco Free Kids | | | | | | | |
| Likely Nov 2026 Voter | 53% | 13% | 33% | 20% | 6% | 7% | 34% |
| Democratic Primary Voter | 57% | 6% | 38% | 19% | 5% | 1% | 37% |
| 8. Big Tobacco Companies | | | | | | | |
| Likely Nov 2026 Voter | 7% | 88% | 2% | 6% | 26% | 62% | 5% |
| Democratic Primary Voter | *% | 97% | 0% | *% | 17% | 80% | 3% |
| 9. Philip Morris International | | | | | | | |
| Likely Nov 2026 Voter | 8% | 66% | 2% | 6% | 22% | 44% | 26% |
| Democratic Primary Voter | 2% | 78% | 1% | 1% | 15% | 63% | 19% |
| 10. Companies that make e-cigarettes and nicotine vaping products Split A | | | | | | | |
| Likely Nov 2026 Voter | 12% | 83% | 3% | 9% | 25% | 57% | 5% |
| Democratic Primary Voter | 4% | 92% | 0% | 4% | 19% | 73% | 4% |
| 11. Companies that make nicotine pouches, like Zyn Split B | | | | | | | |
| Likely Nov 2026 Voter | 16% | 69% | 4% | 12% | 23% | 46% | 14% |
| Democratic Primary Voter | 10% | 79% | 1% | 9% | 26% | 52% | 12% |

12. Are you aware that several cities and municipalities in Colorado have ended the sale of flavored tobacco and flavored nicotine vaping products that can appeal to children?

| | 2026 GE Voter | DP Voter |
|-----------------------------|----------------------|-----------------|
| Yes, aware..... | 68% | 70% |
| No, not aware | 28% | 27% |
| Don't know / not sure | 5% | 3% |

13. Do you think that ending the sale of flavored tobacco and flavored nicotine vaping products that can appeal to children is a good idea or a bad idea?

| | | |
|-----------------------------|-----|-----|
| Good idea | 65% | 75% |
| Bad idea | 20% | 10% |
| Don't know / not sure | 15% | 15% |

14. Do you support or oppose - a statewide law to end the sale of flavored tobacco products that can appeal to children - including candy and fruit flavored e-cigarettes and nicotine vapes, flavored hookah tobacco, flavored nicotine pouches, menthol-flavored cigarettes, and other flavored tobacco?

If respondent says support, ask: Do you strongly or somewhat support it?

If respondent says oppose, ask: Do you strongly or somewhat oppose it?

If respondent says don't know or undecided ask: Even though you are undecided, do you lean toward supporting or opposing a statewide law to end the sale of flavored tobacco products?

| | | |
|-----------------------------|------------|------------|
| SUPPORT | 66% | 75% |
| OPPOSE | 30% | 21% |
| Support – strongly | 44% | 49% |
| Support – somewhat | 13% | 17% |
| Support – lean | 9% | 9% |
| Oppose – strongly..... | 15% | 5% |
| Oppose – somewhat..... | 8% | 9% |
| Oppose – lean..... | 7% | 6% |
| Don't know / not sure | 5% | 4% |

15. How concerned are you about children using flavored tobacco and nicotine vapes, that come in fruity and candy flavors like Mint, Cherry, and Gummy Bear – very concerned, somewhat concerned, a little concerned, or not concerned at all?

| | 2026 GE Voter | DP Voter |
|---|---------------|------------|
| Very or Somewhat Concerned | 67% | 77% |
| Very concerned | 45% | 50% |
| Somewhat concerned..... | 22% | 26% |
| A little concerned | 17% | 15% |
| Not concerned at all | 14% | 6% |
| Don't know / not sure | 2% | 3% |

Randomize the order of questions 16 and 17.

16. Generally speaking, would you be more likely or less likely to vote for a candidate for **state legislature** if they supported a state law that would end the sale of flavored tobacco and nicotine vapes that can appeal to children, and come in fruity and candy flavors like Mint, Cherry, and Gummy Bear?

If respondent says more / less likely ask: And would you be much more / less or somewhat more / less likely to vote for that candidate?

| | | |
|-------------------------------------|------------|------------|
| MORE LIKELY | 46% | 60% |
| LESS LIKELY | 20% | 11% |
| Much More Likely..... | 18% | 25% |
| Somewhat More Likely..... | 27% | 35% |
| Somewhat Less Likely | 6% | 6% |
| Much Less Likely | 14% | 5% |
| Makes No Difference Don't read..... | 29% | 25% |
| Don't know Don't read | 5% | 4% |

17. Generally speaking, would you be more likely or less likely to vote for a candidate for **governor** if they supported a state law that would end the sale of flavored tobacco and nicotine vapes that can appeal to children, and come in fruity and candy flavors like Mint, Cherry, and Gummy Bear?

If respondent says more / less likely ask: And would you be much more / less or somewhat more / less likely to vote for that candidate?

| | | |
|-------------------------------------|------------|------------|
| MORE LIKELY | 43% | 55% |
| LESS LIKELY | 20% | 11% |
| Much More Likely..... | 18% | 25% |
| Somewhat More Likely..... | 25% | 31% |
| Somewhat Less Likely | 6% | 6% |
| Much Less Likely | 14% | 5% |
| Makes No Difference Don't read..... | 32% | 31% |
| Don't know Don't read | 6% | 3% |

18A. Which ONE of the following do you think is more important? **Rotate the order of the statements. Read each statement. If respondent says I don't know, or neither / both, ask: Which statement do you lean towards? Ask on split A only.**

| | 2026 GE Voter | DP Voter |
|---|----------------------|-----------------|
| Allowing small business to continue to sell flavored tobacco products to prevent them from going out of business and leaving their employees without jobs | 38% | 27% |

OR

| | | |
|---|-----|-----|
| Ending the sale of flavored tobacco and nicotine vapes that can appeal to children, including those flavored with candy, mint, fruit - to help prevent young people from using these products. | 58% | 72% |
| Don't know / not sure | 3% | *% |

18B. Which ONE of the following do you think is more important? **Rotate the order of the statements. Read each statement. If respondent says I don't know, or neither / both, ask: Which statement do you lean towards? Ask on split B only.**

| | | |
|--|-----|-----|
| Selling flavored tobacco products to raise tax revenue to fund important programs like early childhood education | 29% | 20% |
|--|-----|-----|

OR,

| | | |
|---|-----|-----|
| Ending the sale of flavored tobacco and nicotine vapes that can appeal to children, including those flavored with candy, mint, fruit - to help prevent young people from using these products. | 61% | 70% |
| Don't know / not sure | 10% | 10% |

And finally, just a few questions for statistical purposes only...

19. Which of the following describes your use of tobacco products, including cigarettes, nicotine vapes or pouches like Zyn, e-cigarettes, or other tobacco products? [Read list.](#)

| | 2026 GE Voter | DP Voter |
|---|---------------|----------|
| I regularly smoke cigarettes or use e-cigarettes, nicotine vapes or pouches like Zyn, or other tobacco products | 8% | 8% |
| I occasionally smoke cigarettes or use e-cigarettes, nicotine vapes or pouches like Zyn, or other tobacco products..... | 6% | 6% |
| I used to smoke cigarettes or use e-cigarettes, nicotine vapes or pouches like Zyn, or other tobacco products..... | 31% | 35% |
| I have never smoked cigarettes or used e-cigarettes, nicotine vapes or pouches like Zyn, or other tobacco products..... | 54% | 51% |
| Don't know / not sure | 2% | 1% |

20. How would you describe your gender?

| | | |
|-------------------------------|-----|-----|
| Male..... | 48% | 42% |
| Female | 52% | 56% |
| Prefer to self-describe | *% | 1% |

21. Do you have any children or grandchildren age 18 or younger living in your household full or part time?

| | | |
|--|-----|-----|
| Yes, have children age 18 or younger | 31% | 27% |
| No, do not have any children age 18 or younger | 65% | 72% |
| Don't know / refused..... | 4% | 1% |

22. What is the last grade or level of school you have completed?

| | | |
|--|-----|-----|
| Less than high school degree | 1% | *% |
| High school degree | 5% | 3% |
| Some college but no degree | 18% | 12% |
| 2 year degree / Associate's degree | 12% | 10% |
| College graduate / Bachelor's or BA/BS degree..... | 32% | 37% |
| Postgraduate degree (Master's, PhD, MD) | 31% | 37% |
| Don't know / refused..... | 2% | 1% |

23. How would you describe yourself politically, would you describe yourself as very liberal, somewhat liberal, moderate, or conservative?

| | 2026 GE Voter | DP Voter |
|---------------------------|----------------------|-----------------|
| LIBERAL | 31% | 60% |
| Very Liberal | 17% | 32% |
| Somewhat Liberal | 14% | 27% |
| Moderate | 34% | 34% |
| Conservative | 28% | 2% |
| Don't know / refused..... | 7% | 4% |

Age from Voter File.

| | | |
|------------|-----|-----|
| 18-24..... | 5% | 3% |
| 25-29..... | 6% | 6% |
| 30-34..... | 11% | 12% |
| 35-39..... | 7% | 8% |
| 40-44..... | 11% | 9% |
| 45-49..... | 10% | 9% |
| 50-54..... | 8% | 9% |
| 55-59..... | 8% | 7% |
| 60-64..... | 9% | 7% |
| 65-69..... | 10% | 15% |
| 70+ | 15% | 16% |

Survey Method:

The **Colorado Statewide Flavored Tobacco Issues Poll — May 2026** results are based on a hybrid poll of 600 likely 2026 voters statewide in Colorado, plus an additional 200 likely Democratic Primary voters to achieve 400 likely Democratic Primary Voters, and an additional 85 Black voters to achieve 106 Black voters, and an additional 40 Latino voters to achieve 100 Latino voters. The sample is distributed to accurately represent likely voters based on party registration, gender, age, education, region, and ethnicity. The worst-case margin of error at the 95% level for this sample of 600 respondents is ±4.0%, for the sample of 400 likely Democratic Primary voters is ± 4.9%, for the samples of approximately 100 Black and Latino voters is ± 9.8%. The poll was conducted from April 27 – May 3, 2026, by Keating Research, Inc.