



Healthier Colorado

Colorado statewide primary voters survey results
June 1, 2026

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About Change Research

Go deep. Uncover breakthrough insights. Win.



Who We Are

Change Research was founded in 2017 to democratize access to public opinion research and make the world more humane, scientific, and just. Embold Research launched in 2021.

We're your trusted partner: a team of pollsters, engineers, and data scientists pairing expert strategy with speed and innovation to understand voters, shape decisions, and win.



Our Unique Approach

Change Research's multi-modal recruitment strategy combines recruitment through online ads, text messaging, and selective online panels. All surveys are completed online.

Every poll recruits fresh participants, no semi-professional survey takers, no stale data. Results that are representative, rigorous, and delivered fast.



Our Products

- **Custom Polling** Tailored surveys for your specific strategic questions
- **Magnify AI** Voter targeting on 300M+ proprietary data points
- **Voices** qualitative research at quantitative scale
- **Data Portal** all your data, one dashboard | Reed Award 2026

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Methodology



Survey n= 656 Likely Democratic Primary Voters and 661 Likely Republican Primary voters in Colorado between May 16 - 22, 2026.



Respondents were recruited via dynamic online sampling to obtain a sample reflective of the population.



Post-stratification was performed on age, gender, race/ethnicity, education, region, party registration, and 2024 presidential vote. Weighting parameters were based on voter file data.



The modeled margin of error for the Democratic Primary Voters sample is **4.0%**. [See full methodology statement here.](#)

The modeled margin of error for the Republican Primary Voters sample is **4.2%**. [See full methodology statement here.](#)

Sample Overview



	Likely Democratic Primary Voters	Likely Republican Primary Voters
Gender		
Men	41%	51%
Women	58%	49%
Another identity	1%	0%
AGE		
18-34	14%	7%
35-49	22%	19%
50-64	24%	32%
65+	39%	43%
RACE / ETHNICITY		
White	83%	89%
Hispanic	10%	5%
Rest	7%	6%
EDUCATION		
College	65%	55%
Non-college	35%	45%

Sample Overview (Cont.)



	Likely Democratic Primary Voters	Likely Republican Primary Voters
Region		
Rest of Front Range	66%	67%
Denver	17%	4%
Western Slope	7%	14%
Southern Colorado	5%	6%
Central Mountains	4%	6%
Eastern Plains	1%	4%
Party Registration		
Registered Democrat	65%	0%
Registered Republican	0%	66%
Registered Unaffiliated	35%	34%
2024 Vote		
Harris	87%	11%
Trump	7%	84%
Third Party	4%	3%
Did not vote	2%	2%

2028 Presidential Primaries

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Pete Buttigieg, Alexandria Ocasio-Cortez, and Gavin Newsom have the broadest appeal among Colorado's 2028 Democratic presidential contenders

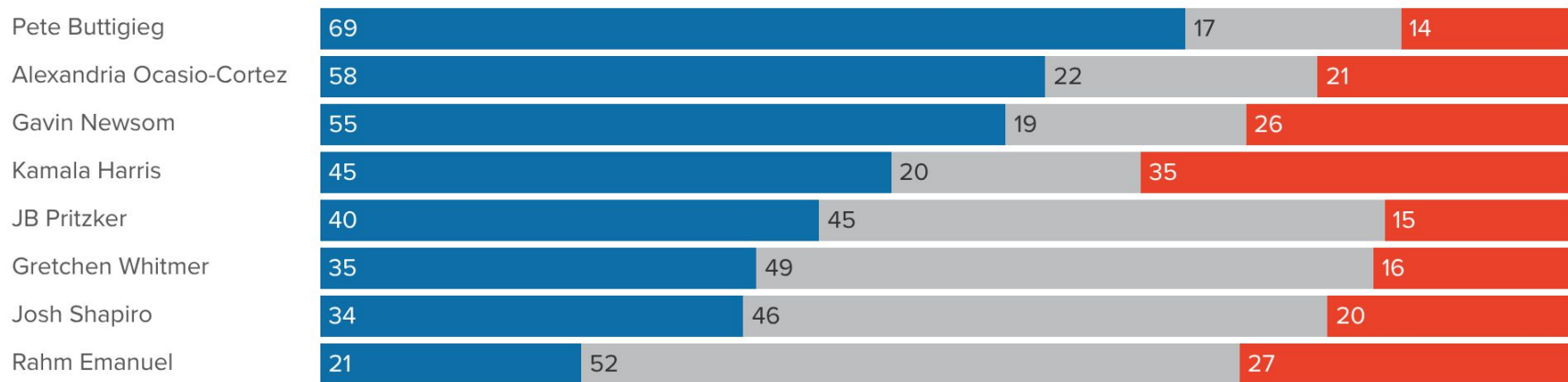


- Democratic Primary Voters are divided on Kamala Harris, and largely unfamiliar with the rest of the field

Thinking about the 2028 Democratic presidential primary, how do you feel about each of the following candidates?

Democratic Primary Voters

● Would consider voting for ● Not sure ● Would definitely NOT vote for

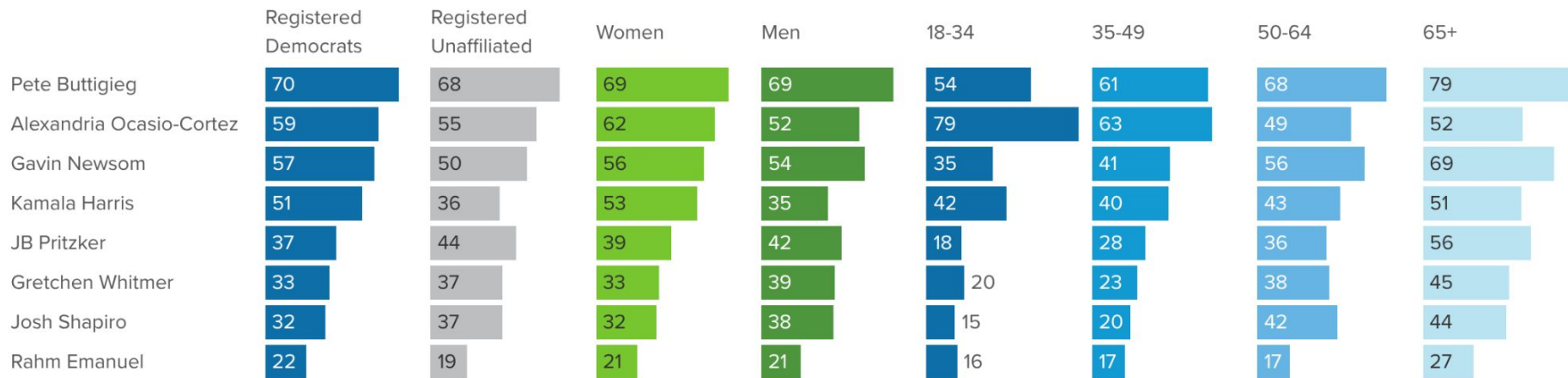


Buttigieg leads with older Democratic Primary Voters while AOC is the clear choice among voters under 35



Thinking about the 2028 Democratic presidential primary, how do you feel about each of the following candidates?

Democratic Primary Voters



Bars show percentage of voters who say they "Would consider voting for" the candidate

Marco Rubio and J.D. Vance have the broadest appeal in the 2028 Republican presidential field, with Ron DeSantis close behind

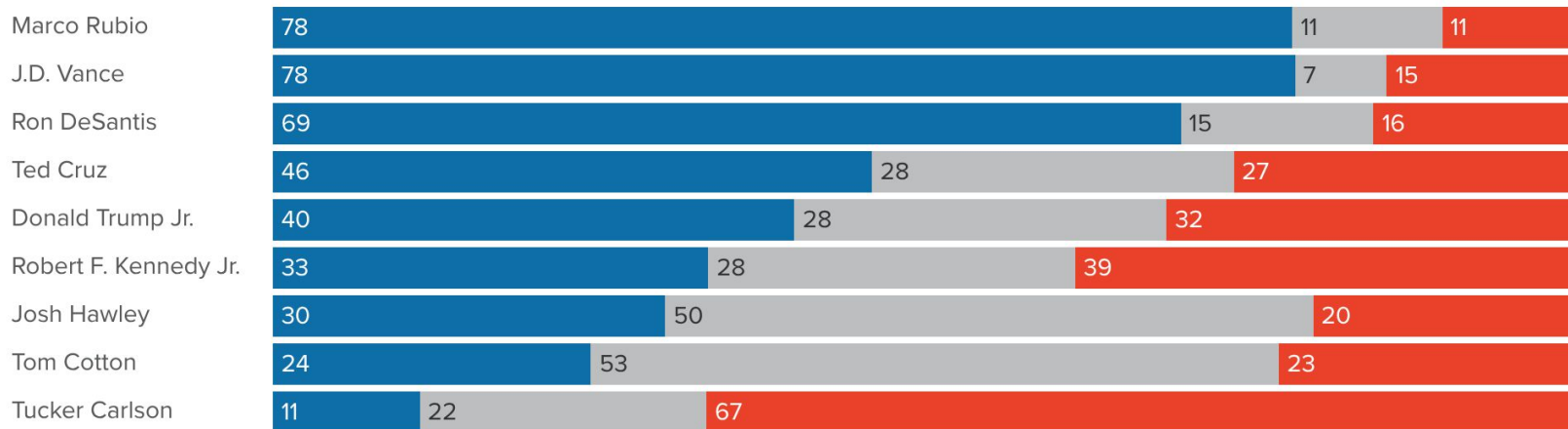


- Tucker Carlson is widely rejected by Republican Primary Voters in Colorado

Thinking about the 2028 Republican presidential primary, how do you feel about each of the following candidates?

Republican Primary Voters

● Would consider voting for ● Not sure ● Would definitely NOT vote for

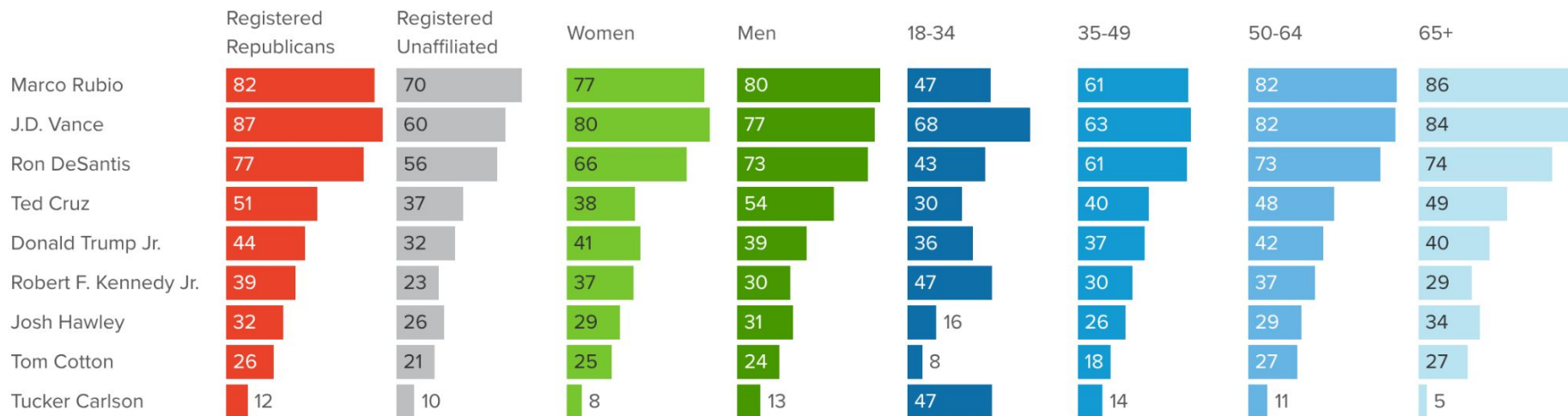


Vance and Rubio are neck and neck in the 2028 Republican field, but Vance has an edge with younger voters



Thinking about the 2028 Republican presidential primary, how do you feel about each of the following candidates?

Republican Primary Voters



Bars show percentage of voters who say they "Would consider voting for" the candidate

Thank You

Questions?

Trenton Marlar

Senior Analyst

trenton@changeresearch.com

Courtney Kronenberg

Principal Researcher

courtney@changeresearch.com

Brandon Brandenburg

Account Executive

jane@changeresearch.com

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