

New Poll Shows Support for Updating Early Childhood Funding to Include Vaping, other Nicotine Products

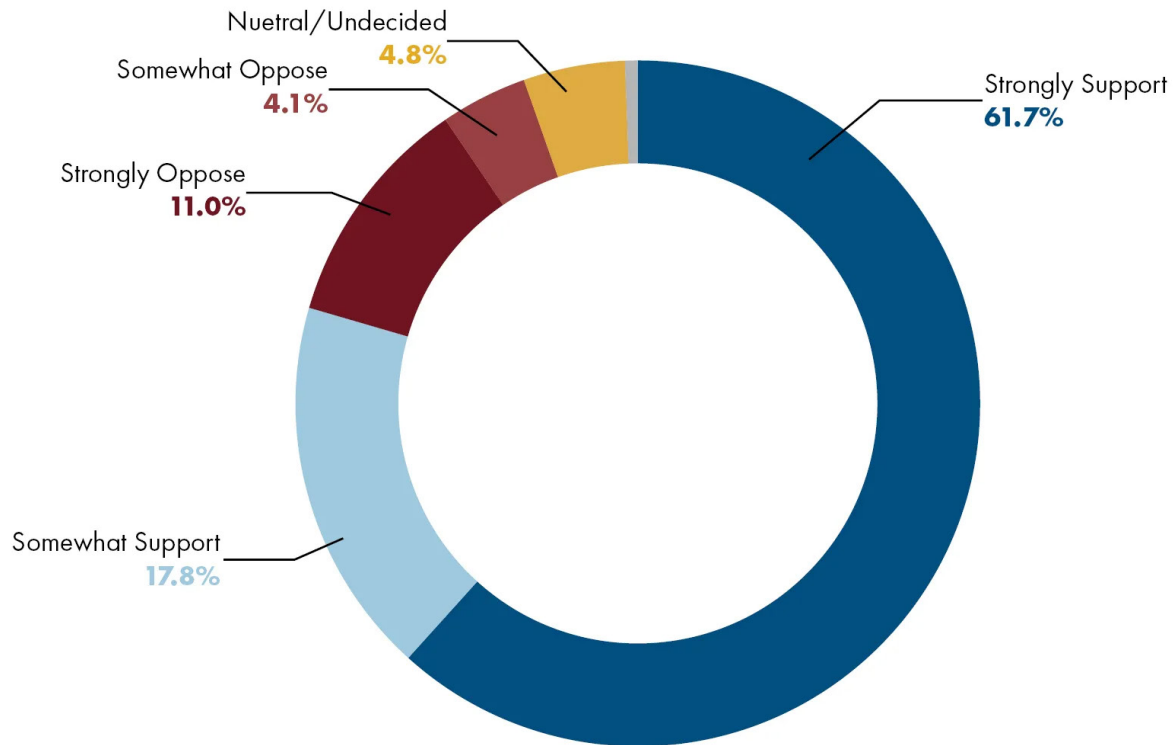
SEPTEMBER 9, 2026

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Phoenix, AZ (9/9/26): Nearly eight in ten Arizona voters support updating the state's existing tobacco-based funding model for early childhood programs to include vaping and other nicotine products, according to a new statewide survey of likely 2026 General Election voters conducted by Data Orbital.

The survey found 79.5% of voters support updating the existing funding model, compared with just 15.4% who oppose it.

Support crosses political lines, including 92.0% of Democrats, 81.5% of Independents and 68.1% of Republicans. Support is also particularly strong among women ages 18-54 (85.5%), Hispanic voters (83.2%) and parents with children under 18 in the home (82.2%).



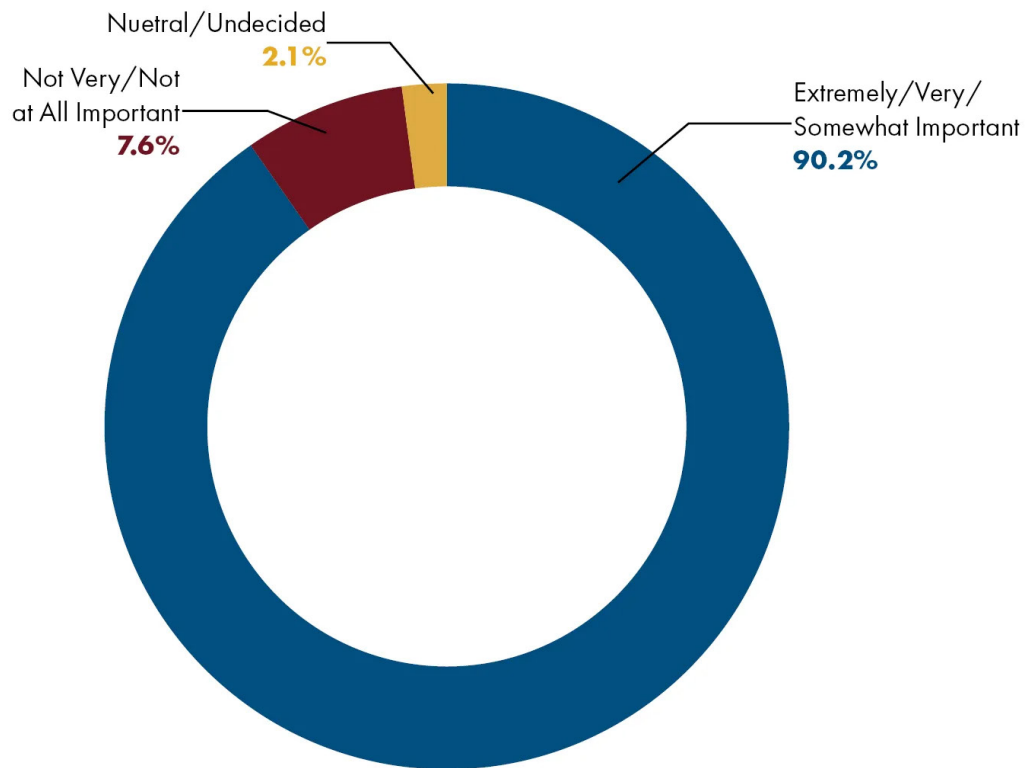
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“The breadth of support for updating the existing funding model is notable,” said Steven Sensmeier, Director of Data Services at Data Orbital. “Strong majorities of Republicans, Independents and Democrats support including vaping and other nicotine products, demonstrating broad agreement across Arizona’s electorate”.

The survey also found broad agreement about the relationship between child care and Arizona’s economy and workforce. More than nine in ten voters (90.2%) say access to child care is important to Arizona’s economy and workforce.



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That view extends across demographic groups, including 97.8% of Hispanic voters and 95.0% of voters ages 18-34. There was also little to no difference between voters with children in the home and those without children, or between households currently using child care services and those that were not.

This survey was commissioned as independent market research by First Things First to better understand voter sentiment on potential funding solutions for early childhood programs.

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This poll of 600 likely 2026 general election voters was conducted through a combination of live phone survey and text-to-web that collected 12.4% of the results from live caller landlines, 49.8% from live caller cell phones, and 37.8% via text-to-web. It had a margin of error of plus or minus 4.08% with a 95% confidence interval. Respondents were weighted on a number of different demographic figures based on prior general election voter turnout figures. The poll was conducted from July 30 – August 2, 2026. The questions released are verbatim from the survey provided to respondents. Toplines and demographic data can be found [here](#). Crosstabs for this survey can be found [here](#).

ABOUT DATA ORBITAL:

Data Orbital is a full-service data solutions and survey research firm with local, state, and national experience. We offer precise data solutions, informed by political and policy intelligence, so our clients can chart the right course through the corporate or political landscape ahead.

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7/30/2026 – 8/2/2026

Hello, I am calling from a public opinion research firm and I would like to ask you some questions. I am not trying to sell you anything and I won't be asking for a contribution of any kind. Can I please speak with [READ NAME ON LIST]?

Q) What is your gender?

Male	285	47.5%
Female	315	52.5%
Total	600	100.0%

Q) How important do you believe are the first five years of a child's life in shaping future educational, health and economic outcomes?

Total Important	576	96.0%
Extremely important	338	56.4%
Very important	176	29.4%
Somewhat important	62	10.3%
Total Not Important	12	2.0%
Not very important	5	0.9%
Not at all important	7	1.2%
Undecided	11	1.8%
Refused	1	0.1%
Important vs Not Important	564	94.0%
Total	600	100.0%

Q) In your opinion, how important is it for Arizona's economy and workforce that families have access to affordable, high-quality child care?

Total Important	541	90.2%
Extremely important	252	42.0%
Very important	189	31.5%
Somewhat important	101	16.8%
Total Not Important	46	7.6%
Not very important	24	4.0%
Not at all important	21	3.6%
Undecided	12	2.0%
Refused	1	0.1%
Important vs Not Important	496	82.6%
Total	600	100.0%

Q) I'm going to read you two statements, and I'd like you to tell which comes closest to your views.

Statement 1: State funding for programs that support children from birth to the age of 5 is an investment in Arizona's future.

Statement 2: State funding for programs that support children from birth to the age of 5 is unnecessary government spending and that need can be filled by private enterprise.

Total Statement 1	416	69.4%
Strongly Statement 1	322	53.7%
Somewhat Statement 1	94	15.7%
Total Statement 2	129	21.4%
Somewhat Statement 2	54	8.9%
Strongly Statement 2	75	12.5%
Both statements are equally true.	26	4.3%
Neither statement is true.	14	2.3%
Undecided	14	2.3%
Refused	2	0.3%
Statement 1 vs Statement 2	288	47.9%
Total	600	100.0%

Q) Arizona's existing tax on tobacco products helps fund health, family support, and early learning programs for children from birth to age 5. Currently, there is a proposal that would extend this tax to include vaping and other nicotine products. These additional revenues would be used to maintain these programs. Would you support or oppose this proposal?

Total Support	477	79.5%
Strongly Support	370	61.7%
Somewhat Support	107	17.8%
Total Oppose	90	15.1%
Somewhat Oppose	25	4.1%
Strongly Oppose	66	11.0%
Neutral/No Opinion	14	2.4%
Undecided	15	2.4%
Refused	4	0.6%
Support vs Oppose	387	64.5%
Total	600	100.0%

Q) Now, I'm going to read you two statements, and I'd like you to tell which comes closest to your views.

Statement 1: As new nicotine products replace traditional cigarettes, Arizona should update the existing tobacco tax so it continues to work as voters originally intended.

Statement 2: Applying taxes to newer nicotine products should be treated as a new tax policy rather than an update to the existing tobacco tax.

Total Statement 1	363	60.6%
Strongly Statement 1	268	44.7%
Somewhat Statement 1	95	15.9%
Total Statement 2	164	27.3%
Somewhat Statement 2	72	12.0%
Strongly Statement 2	91	15.2%
Both statements are equally true.	21	3.5%
Neither statement is true.	20	3.3%
Undecided	29	4.8%
Refused	4	0.6%
Statement 1 vs Statement 2	200	33.3%
Total	600	100.0%

Q) Supporters of extending the tax say that more than 90% of brain growth occurs before kindergarten, making the first five years a critical window for learning and healthy development. Does this statement make you more likely or less likely to support extending the tax?

Total More Likely	452	75.4%
Strongly More Likely	335	55.8%
Somewhat More Likely	118	19.6%
Total Less Likely	70	11.6%
Somewhat Less Likely	26	4.3%
Strongly Less Likely	44	7.3%
Neutral/No Opinion	64	10.7%
Undecided	8	1.3%
Refused	6	1.1%
More Likely vs Less Likely	383	63.8%
Total	600	100.0%

Qx) Supporters of extending the tax say that vaping and other newer nicotine products should play by the same rules as traditional cigarettes and contribute their fair share toward the early-childhood programs supported by the existing tobacco tax. Does this statement make you more likely or less likely to support extending the tax?

Total More Likely	452	75.4%
Strongly More Likely	325	54.1%
Somewhat More Likely	128	21.3%
Total Less Likely	89	14.8%
Somewhat Less Likely	30	5.1%
Strongly Less Likely	59	9.8%
Neutral/No Opinion	45	7.4%
Undecided	11	1.8%
Refused	3	0.5%
More Likely vs Less Likely	363	60.5%
Total	600	100.0%

Q) Supporters of extending the tax say that investing in early-childhood programs helps Arizona's economy by supporting working parents, reducing future public costs and helping children become healthier, better-prepared students and workers. Does this statement make you more likely or less likely to support extending the tax?

Total More Likely	444	74.1%
Strongly More Likely	292	48.7%
Somewhat More Likely	152	25.4%
Total Less Likely	92	15.4%
Somewhat Less Likely	32	5.4%
Strongly Less Likely	60	10.0%
Neutral/No Opinion	50	8.4%
Undecided	10	1.7%
Refused	3	0.5%
More Likely vs Less Likely	352	58.7%
Total	600	100.0%

Q) Now, once again, Arizona's existing tax on traditional tobacco products helps fund health, family-support and early-learning programs for children from birth to age 5. A proposal would extend this tax to vaping and other nicotine products, with the additional revenue used to maintain these programs. Would you support or oppose this proposal?

Total Support	477	79.4%
Strongly support	368	61.4%
Somewhat support	108	18.0%
Total Oppose	98	16.3%
Somewhat oppose	29	4.9%
Strongly oppose	69	11.5%
Undecided	23	3.9%
Refused	2	0.3%
Support vs Oppose	379	63.1%
Total	600	100.0%

Q) If your state legislator voted to extend Arizona's tobacco tax to vaping and nicotine products to maintain early childhood programs, would that make you more likely or less likely to support them?

Total More Likely	417	69.5%
Strongly More Likely	216	36.0%
Somewhat More Likely	201	33.5%
Total Less Likely	92	15.3%
Somewhat Less Likely	42	7.0%
Strongly Less Likely	50	8.3%
It would have no impact	67	11.1%
Undecided	21	3.6%
Refused	3	0.6%
More Likely vs Less Likely	325	54.2%
Total	600	100.0%

Demographics:

Q) Do you currently have children under age 18 living in your household?

Yes	137	22.9%
No	463	77.1%
Total	600	100.0%

Q) Do you currently have a child age 5 or younger living in your household?

Yes	49	35.6%
No	88	64.4%
Total	137	100.0%

Q) Have you or an immediate family member used any early childhood services, such as child care, preschool, home visiting, or developmental screening, during the past five years?

Yes	134	22.4%
No	447	74.5%
Unsure	19	3.2%
Total	600	100.0%

Q) Do you currently use any of the following products? Select all that apply.

Cigarettes	41	6.9%
Cigars	16	2.7%
Chewing tobacco	5	0.8%
Electronic cigarettes or vaping products	41	6.9%
Nicotine pouches	20	3.3%
Other nicotine products	8	1.4%
None of these	489	81.5%
Prefer not to answer	4	0.6%
Total	600	100.0%

Q) Are you registered as a Republican, Democrat, Independent/Unaffiliated, or something else?

Republican	237	39.5%
Democrat	195	32.5%
Independent/Unaffiliated	156	26.0%
Other	12	2.0%
Total	600	100.0%

Q) In general, do you consider yourself to be conservative, progressive, or something in between?

Total Conservative	228	38.1%
Strong Conservative	138	23.1%
Somewhat Conservative	90	15.0%
Total Progressive	182	30.4%
Somewhat Progressive	74	12.3%
Strong Progressive	108	18.0%
Moderate	166	27.6%
Undecided	11	1.8%
Refused	12	2.1%
Total	600	100.0%

Q) How closely do you identify with the Make America Great Again movement?

Total Closely	168	73.1%
Very closely	103	45.0%
Somewhat closely	65	28.1%
Total Not Closely	55	23.8%
Not very closely	27	11.7%
Not at all	28	12.1%
Unsure	7	3.1%
Total	230	100.0%

Q) Which of the following age categories do you fall into?

18 to 24	48	8.0%
25 to 34	72	12.0%
35 to 44	81	13.5%
45 to 54	87	14.5%
55 to 64	105	17.5%
65 and over	207	34.5%
Total	600	100.0%

Q) How would you classify yourself in terms of race or ethnicity – White, Hispanic, African American, Asian American, or something else?

White	447	74.5%
Hispanic	102	17.0%
African American	21	3.5%
Asian/Pacific Islander	18	3.0%
Other	12	2.0%
Total	600	100.0%

Q) How would you describe the community where you live?

Urban	151	25.2%
Suburban	289	48.1%
Small town	75	12.4%
Rural	71	11.9%
Tribal community	3	0.5%
Unsure	11	1.9%
Total	600	100.0%

Q) What is your highest level of education completed?

Less than a high school diploma	6	1.0%
High school degree or equivalent	66	11.0%
Some college, no degree	280	46.6%
Bachelor's degree	145	24.1%
Graduate degree or higher	95	15.9%
Refused	8	1.4%
Total	600	100.0%

Phone Type

Land	74	12.4%
Cell	526	87.6%
Total	600	100.0%

Primary Election Efficacy

0/4	60	10.0%
1/4	60	10.0%
2/4	145	24.2%
3/4	138	23.0%
4/4	197	32.9%
Total	600	100.0%

General Election Efficacy

0/4	21	3.5%
1/4	22	3.7%
2/4	53	8.9%
3/4	89	14.8%
4/4	414	69.0%
Total	600	100.0%

Modeled Lean

Strong GOP	262	43.7%
Lean GOP	45	7.5%
Swing	31	5.2%
Lean Dem	53	8.8%
Strong Dem	209	34.8%
Total	600	100.0%

Contact Type

Live Land	74	12.4%
Live Cell	299	49.8%
Text Cell	227	37.8%
Total	600	100.0%

Region

North	79	13.2%
Maricopa	364	60.6%
Pima	91	15.2%
South	66	11.0%
Total	600	100.0%

Interview Method

live	373	62.2%
text	227	37.8%
Total	600	100.0%

Congressional District

1	81	13.5%
2	74	12.3%
3	37	6.2%
4	63	10.5%
5	76	12.7%
6	79	13.2%
7	49	8.2%
8	70	11.7%
9	70	11.7%
Total	600	100.0%

State House District

1	31	5.2%
2	27	4.4%
3	16	2.7%
4	25	4.2%
5	33	5.5%
6	12	2.0%
7	22	3.7%
8	16	2.6%
9	14	2.4%
10	18	3.0%
11	7	1.1%
12	25	4.1%
13	18	2.9%
14	18	3.1%
15	38	6.3%
16	20	3.3%
17	27	4.5%
18	23	3.8%
19	24	4.0%
20	19	3.2%
21	15	2.5%
22	10	1.6%
23	13	2.1%
24	8	1.4%
25	20	3.3%
26	10	1.6%
27	22	3.7%
28	24	4.0%
29	27	4.5%
30	19	3.2%
Total	600	100.0%

Methodology and Transparency

Sponsor

First Things First

Target Population

Likely General Election voters in Arizona. Voters were randomly selected from the voter registration file purchased from Numinar. Of the voters surveyed, 80.0% have voted in between two and four of the last four General Elections, 10.0% have voted in one of the last four General Elections, and 10.0% have voted in none of the last four General Elections.

Sampling Frame & Methodology

Frame: The sample frame includes likely General Election voters with landline and cell phone telephones. Voters without a valid landline or cellular telephone number were not contacted.

Methodology: Live survey; 12.4% live landline telephone, 49.8% live cellphone telephone, and 37.8% via text to web.

Selected voters were contacted from July 30th to August 2nd, 2026 using live survey and online interactive survey presented in English.

Sample Design

Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from Numinar. Individuals were randomly selected from the Voter File to mirror quotas for likely General Election voters in Arizona. The interviewer asked for a specific member of the household but if that individual was not available, another registered voter in the household was accepted. CATI was utilized for this random sample survey.

Weighting

The sample was weighted for gender, age, race, party affiliation, and geographic region to mirror likely general election voters in Arizona. Election data was sourced from Numinar and the Arizona Secretary of State.

Total Number of Respondents

600

Margin of Error

± 4.08% (95% confidence interval)
Margin of error does not take into consideration design effect.