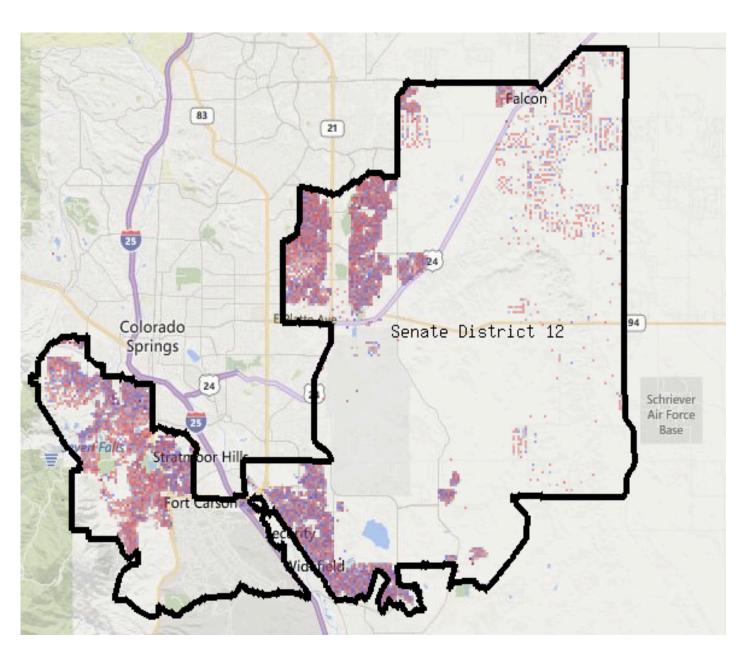
State Senate District 12



<u>Registration</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Republican	30,632	35.2%	31.5%
Democratic	15,323	17.6%	30.5%
Non-Partisan	24,776	28.4%	36.6%
Total Registration	87,088		
Reg Rating	R +18		

Voter Segmentation	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Hard Republican	7,894	8.6%	5.0%	
Solid Republican	13,704	14.9%	11.2%	
Soft Republican	10,122	11.0%	9.9%	
Weak Republican	3,311	3.6%	3.6%	
Lean Republican Unaffiliated	6,165	6.7%	5.2%	
True Middle	13,341	14.5%	16.1%	
Lean Democrat Unaffiliated	11,419	12.4%	13.2%	
Weak Democrat	4,189	4.6%	4.5%	
Soft Democrat	6,489	7.1%	8.0%	
Solid Democrat	6,837	7.5%	11.5%	
Hard Democrat	1,510	1.6%	5.5%	l .
Libertarian	649	0.7%	0.7%	
American Constitution Party	219	0.2%	0.2%	
Green	150	0.2%	0.3%	
Not Included in Segmentation	5,720	6.2%	5.1%	
Total	91,719			
Partisan Advantage	R +12			

Total Likely Voters

49,920

Political Party	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Republican	24,670	49.4%	36.4%
Democratic	11,299	22.6%	33.0%
Non-Partisan	13,326	26.7%	29.3%
Libertarian	401	0.8%	0.7%▮
Green	86	0.2%	0.3%
Constitution	137	0.3%	0.2%
Other	1	0.0%	0.0%

<u>Gender</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
F	26,715	53.5%	52.9%
M	23,205	46.5%	47.1%

Marital Status	<u>Count</u>	<u>Percent</u>	Statewide
Married	25,806	51.7%	47.9%
Single or Unknown	3,296	6.6%	42.8%
Non-Traditional	20,818	41.7%	9.4%

<u>Veteran</u>

Yes

<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
5,257	10.5%	4.1%

Age Range	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
18 to 29	3,728	7.5%	8.4%
30 to 39	6,290	12.6%	14.7%
40 to 49	8,226	16.5%	17.7%
50 to 69	22,035	44.1%	42.7%
70 and over	9,633	19.3%	16.4%

<u>Likely Religion</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Unknown	22,125	44.3%	49.4%
Protestant	18,628	37.3%	31.8%
Catholic	6,385	12.8%	12.1%
Jewish	1,941	3.9%	4.8%
Christian	291	0.6%	0.50%
Eastern Orthodox	150	0.3%	0.33%
Buddhist	165	0.3%	0.33%
Islamic	58	0.1%	0.22%
Shinto	69	0.1%	0.18%
Hindu	33	0.1%	0.12%
Greek Orthodox	55	0.1%	0.11%
Lutheran	19	0.0%	0.03%
Sikh	1	0.0%	0.005%

Ethnic Groupings	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
European	39,470	79.1%	75.6%
Hispanic and Portuguese	3,993	8.0%	9.5%
East and South Asian	673	1.3%	1.5%
Likely African-American	461	0.9%	1.0%
Other	476	1.0%	1.2%
Unknown	4,847	9.7%	11.1%

Voting Frequency	<u>Count</u>	<u>Percent</u>	Statewide	
2	9,465	19.0%	18.0%	
3	8,405	16.8%	16.4%	
4	12,502	25.0%	28.1%	
5	5,225	10.5%	11.9%	
6	4,358	8.7%	9.0%	
7	4,090	8.2%	8.4%	
8	5,875	11.8%	8.3%	

County	<u>Count</u>	<u>Percent</u>	Statewide	
El Paso	49,920	100.0%	11.0%	

Household Voter Count	<u>Count</u>	<u>Percent</u>	Statewide
1	11,352	22.7%	25.0%
2	26,222	52.5%	53.4%
3	9,216	18.5%	15.9%
4	2,509	5.0%	4.6%
5	519	1.0%	0.9%
6+	102	0.2%	0.2%

Household Gender Composition	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Female Only Household	8,550	17.1%	18.0%
Male Only Household	5,545	11.1%	12.7%
Mixed Gender Household	35,825	71.8%	69.3%

Household Party Composition	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Republican	18,433	36.9%	26.6%	
Democratic	7,486	15.0%	23.5%	
Independent	8,906	17.8%	19.9%	
Republican & Independent	7,705	15.4%	11.8%	
Democratic & Independent	4,151	8.3%	11.8%	
Democratic & Republican	2,524	5.1%	5.1%	
Democratic & Republican & Ind	715	1.4%	1.4%	

Estimated Income Range	<u>Count</u>	<u>Percent</u>	Statewide
\$1,000-\$14,999	1,229	2.5%	2.4%
\$15,000-\$24,999	1,892	3.8%	3.8%
\$25,000-\$34,999	2,056	4.1%	5.0%
\$35,000-\$49,999	4,839	9.7%	9.7%
\$50,000-\$74,999	17,610	35.3%	23.5%
\$75,000-\$99,999	9,500	19.0%	21.0%
\$100,000-\$124,999	6,074	12.2%	14.4%
\$125,000-\$149,999	2,928	5.9%	6.7%
\$150,000-\$174,999	898	1.8%	3.0%
\$175,000-\$199,999	713	1.4%	2.4%
\$200,000-\$249,999	759	1.5%	1.9%
\$250,000 and up	977	2.0%	2.4%
Unknown	445	0.9%	3.9%

Education	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Graduate Degree	7,359	14.7%	14.3%
Bachelor Degree	10,929	21.9%	23.6%
Some College	9,118	18.3%	14.2%
Vo Tech Degree	87	0.2%	0.1%
High School Diploma	8,477	17.0%	14.6%
Less than HS Diploma	680	1.4%	1.8%
Unknown	13,270	26.6%	31.3%

	•		.
Occupation Industry	· · · · · · · · · · · · · · · · · · ·	<u>Percent</u>	<u>Statewide</u>
Civil Servant	25	0.1%	0.1%
Clerical/Office	1,320	2.6%	2.2%
Computer Professional	89	0.2%	0.2%
Creative Arts	7	0.0%	0.0%
Education	360	0.7%	0.6%
Engineering	116	0.2%	0.5%
Financial Services	1,302	2.6%	2.0%
Food Services	23	0.0%	0.0%
Legal	125	0.3%	0.2%
Maintenance Services	15	0.0%	0.0%
Management	2,108	4.2%	3.7%
Manufacturing	818	1.6%	1.4%
Medical	2,316	4.6%	4.1%
Military	430	0.9%	0.3%
Other	3,751	7.5%	5.0%
Sales/Marketing	8	0.0%	0.0%
Scientific	5	0.0%	0.0%
Skilled Trades	977	2.0%	2.1%
Unknown	36,125	72.4%	77.5%

Estimated Home Value Range	Count	Percent	<u>Statewide</u>	
\$0K to \$19K	117	0.2%	0.6%	
\$20K to \$49K	96	0.2%	0.7%	
\$50K to \$99K	1,311	2.6%	3.2%	
\$100K to \$149K	4,357	8.7%	6.8%	
\$150K to \$174K	4,633	9.3%	5.6%	
\$175K to \$199K	6,004	12.0%	6.5%	
\$200K to \$249K	11,849	23.7%	14.0%	
\$250K to \$299K	6,970	14.0%	13.0%	
\$300K to \$399K	5,617	11.3%	19.2%	
\$400K to \$499K	3,675	7.4%	11.0%	
\$500K to \$749K	3,015	6.0%	10.3%	
\$750K to \$999K	920	1.8%	2.9%	
\$1M+	936	1.9%	2.1%	

Property Type	<u>Count</u>	<u>Percent</u>	Statewide
Agricultural	0	0.0%	0.0%
Apartment/Group Living	4,750	9.5%	14.9%
Condominium	635	1.3%	2.5%
Duplex	121	0.2%	0.4%
Mobile Home	236	0.5%	0.6%
Residential	34,987	70.1%	60.2%
Triplex	146	0.3%	0.8%
Unknown	9,045	18.1%	20.5%

Lifestyles by Neighborhood	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Aging in Place	3,307	6.6%	3.4%
Aging of Aquarius	2,420	4.8%	8.1%
American Royalty	616	1.2%	2.1%
Asian Achievers	0	0.0%	0.0%
Babies and Bliss	1,049	2.1%	3.1%
Birkenstocks and Beemers	274	0.5%	1.9%
Blue Collar Comfort	2,082	4.2%	0.6%
Bohemian Groove	998	2.0%	1.8%
Boomers and Boomerangs	2,067	4.1%	2.5%
Booming and Consuming	82	0.2%	0.5%
Ciudad Strivers	0	0.0%	0.2%
Colleges and Cafes	0	0.0%	0.8%
Countrified Pragmatics	77	0.2%	0.2%
Couples with Clout	72	0.1%	1.0%
Cul de Sac Diversity	1,420	2.8%	1.9%
Dare to Dream	152	0.3%	0.8%
Destination Recreation	158	0.3%	0.3%
Diapers and Debit Cards	152	0.3%	0.5%
Digital Dependents	3,428	6.9%	3.1%
Enduring Hardships	7	0.0%	0.0%
Everyday Moderates	4,196	8.4%	1.8%
Families Matter Most	1,422	2.8%	0.9%
Family Fun-tastic	671	1.3%	1.1%
Family Troopers	800	1.6%	0.9%
Fast Track Couples	3,236	6.5%	3.8%
Footloose and Family Free	10	0.0%	0.2%
Fragile Families	0	0.0%	0.0%
Full Pockets Empty Nests	109	0.2%	2.3%
Full Steam Ahead	102	0.2%	0.3%
Generational Soup	336	0.7%	5.3%

Golf Carts and Gourmets				
Gotham Blend Gotham Blend Gotham Blend Gotham Blend Gotham Blend Gotham Gotham Blend Gotham Gotham Blend Gotham Blend Gotham Blend Gotham Gotham Blend Gotham B		171	0.3%	0.3%
Hard Times	•	0		
Hispanic Harmony	Gotham Blend	0	0.0%	
Homemade Happiness	Hard Times	8	0.0%	0.1%
Hope for Tomorrow	Hispanic Harmony	129	0.3%	1.2%
Humble Beginnings Jet Set Urbanites 0 0.0% 0.1% Kids and Cabernet 146 0.3% 1.5% Latin Flair 0 0.0% 0.3% Meager Metro Means 0 0.0% 0.0% Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled and Sensible 745 1.5% 0.9% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% Some Sophisticates Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.7% Soulful Spenders Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Striving Single Scene 406 0.8% 2.5% Striving Single Scene 406 0.8% 2.5% True Grit Americans 10 0.0% 0.3% Urspan Edge 10 0.0% 0.8% Urspan Edge 10 0.0% Urspan Edge 10 0.0% Urspan Edge 10 0.0% Urspan Edg	Homemade Happiness	65	0.1%	0.9%
Jet Set Urbanites 0 0.0% 0.1% Kids and Cabernet 146 0.3% 1.5% Latin Flair 0 0.0% 0.3% Meager Metro Means 0 0.0% 0.0% Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Read White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Settled and Sensible 745 1.5% 0.9% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophis	Hope for Tomorrow	0	0.0%	0.0%
Kids and Cabernet 146 0.3% 1.5% Latin Flair 0 0.0% 0.3% Meager Metro Means 0 0.0% 0.0% Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town S	Humble Beginnings	3	0.0%	0.1%
Latin Flair 0 0.0% 0.3% Meager Metro Means 0 0.0% 0.0% Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 4.9% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soulf	Jet Set Urbanites	0	0.0%	0.1%
Meager Metro Means 0 0.0% 0.0% Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 4.9% Serior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 7 0.0% 0.7%	Kids and Cabernet	146	0.3%	1.5%
Metro Fusion 2 0.0% 0.1% No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors <td>Latin Flair</td> <td>0</td> <td>0.0%</td> <td>0.3%</td>	Latin Flair	0	0.0%	0.3%
No Place like Home 2,518 5.0% 2.8% Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soulf Survivors 0 0.0% 0.1% Soulf Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8%	Meager Metro Means	0	0.0%	0.0%
Nuevo Horizons 0 0.0% 0.9% Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Status Seeking Singles 190 0.4% 2.4% Status Seeking Singles 190 0.4% 2.4% <tr< td=""><td>Metro Fusion</td><td>2</td><td>0.0%</td><td>0.1%</td></tr<>	Metro Fusion	2	0.0%	0.1%
Picture Perfect Families 235 0.5% 0.6% Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6%	No Place like Home	2,518	5.0%	2.8%
Platinum Prosperity 731 1.5% 1.1% Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% <	Nuevo Horizons	0	0.0%	0.9%
Progressive Potpourri 26 0.1% 0.7% Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6%	Picture Perfect Families	235	0.5%	0.6%
Reaping Rewards 1,272 2.5% 2.3% Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6%	Platinum Prosperity	731	1.5%	1.1%
Red White and Bluegrass 37 0.1% 0.3% Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urban Ambit	Progressive Potpourri	26	0.1%	0.7%
Rolling the Dice 561 1.1% 0.8% Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wi	Reaping Rewards	1,272	2.5%	2.3%
Rooted Flower Power 4,109 8.2% 4.9% Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Wired for Success 256 0.5% 1.0%	Red White and Bluegrass	37	0.1%	0.3%
Rural Escape 88 0.2% 1.0% Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Wired for Success 256 0.5% 1.0%	Rolling the Dice	561	1.1%	0.8%
Senior Discounts 682 1.4% 1.5% Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Wired for Success 256 0.5% 1.0%	Rooted Flower Power	4,109	8.2%	4.9%
Settled and Sensible 745 1.5% 0.9% Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Wired for Success 256 0.5% 1.0%	Rural Escape	88	0.2%	1.0%
Settled in Suburbia 204 0.4% 0.8% Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Senior Discounts	682	1.4%	1.5%
Silver Sophisticates 4,169 8.4% 5.0% Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Urspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Settled and Sensible	745	1.5%	0.9%
Small Town Shallow Pockets 7 0.0% 0.7% Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Settled in Suburbia	204	0.4%	0.8%
Soul Survivors 0 0.0% 0.1% Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Silver Sophisticates	4,169	8.4%	5.0%
Soulful Spenders 266 0.5% 0.8% Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Small Town Shallow Pockets	7	0.0%	0.7%
Sports Utility Families 168 0.3% 0.8% Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Soul Survivors	0	0.0%	0.1%
Status Seeking Singles 190 0.4% 2.4% Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Soulful Spenders	266	0.5%	0.8%
Stockcards and State Parks 346 0.7% 0.6% Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Sports Utility Families	168	0.3%	0.8%
Striving Single Scene 406 0.8% 2.5% Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Status Seeking Singles	190	0.4%	2.4%
Town Elders 1,742 3.5% 2.6% True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Stockcards and State Parks	346	0.7%	0.6%
True Grit Americans 30 0.1% 0.6% Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Striving Single Scene	406	0.8%	2.5%
Unspoiled Splendor 852 1.7% 3.0% Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Town Elders	1,742	3.5%	2.6%
Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	True Grit Americans	30	0.1%	0.6%
Urban Ambition 14 0.0% 0.3% Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	Unspoiled Splendor	852	1.7%	3.0%
Urban Edge 0 0.0% 0.8% Wired for Success 256 0.5% 1.0%	· · · · ·	14	0.0%	0.3%
Wired for Success 256 0.5% 1.0%	Urban Edge	0	0.0%	0.8%
Work Hard Pray Hard 0 0.0% 0.0%	_	256	0.5%	1.0%
	Work Hard Pray Hard	0	0.0%	0.0%

Gun Owner	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Yes	3,235	6.5%	14.9%

Social Economic Ladder (ISPSA)	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
0	2	0.0%	5.7%
1	1,737	3.5%	7.2%
2	6,159	12.3%	7.5%
3	6,571	13.2%	8.1%
4	11,904	23.8%	8.8%
5	3,949	7.9%	9.7%
6	5,244	10.5%	10.7%
7	3,025	6.1%	10.9%
8	5,216	10.4%	12.0%
9	5,614	11.2%	13.0%

ISPSA is an Experian-based index of wealth. 9=Top decile; 0=Bottom decile

DMA Zones	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Albuquerque-Santa Fe, NM	0	0.0%	1.6%
Colorado Sprgs et al, CO	49,920	100.0%	16.6%
Denver, CO	0	0.0%	78.2%
Grand Junction et al, CO	0	0.0%	3.6%

Election History	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
2014 US Senate			
Republican Vote	29,238	61.9%	48.2%
Democratic Vote	14,961	31.7%	46.3%
Other Vote	3,031	6.4%	5.5%
Total Vote	47,230		
Vote Rating	R +30		R +2
2014 Governor			
Republican Vote	28,887	61.2%	46.0%
Democratic Vote	15,661	33.2%	49.3%
Other Vote	2,659	5.6%	4.8%
Total Vote	47,207		
Vote Rating	R +28		D +3

2014 Attorney General				
Republican Vote	29,349	64.8%	51.4%	
Democratic Vote	13,202	29.2%	42.4%	
Other Vote	2,733	6.0%	6.2%	
Total Vote	45,284			
Vote Rating	R +36		R +9	
2014 Secretary of State				
Republican Vote	29,736	64.9%	47.3%	
Democratic Vote	12,388	27.1%	45.0%	
Other Vote	3,665	8.0%	7.7%	
Total Vote	45,789			
Vote Rating	R +38		R +2	
2014 Turn survey				
2014 Treasurer	22.020	60 50/	40.00/	
Republican Vote	28,839	63.5%	49.9%	
Democratic Vote	14,180	31.2%	44.9%	
Other Vote	2,384	5.3%	5.2%	
Total Vote	45,403			
Vote Rating	R +32		R +5	
2012 Presidential				
Republican Vote	36,355	58.9%	46.1%	
Democratic Vote	23,885	38.7%	51.5%	
Other Vote	1,511	2.4%	2.4%	
Total Vote	61,751		_	
Vote Rating	R +20		D +5	
2012 CU Regent-At-Large				
Republican Vote	31,484	56.5%	44.4%	
Democratic Vote	19,791	35.5%	47.4%	
Other Vote	4,442	8.0%	8.1%	
Total Vote	55,717			
Vote Rating	R +21		D +3	