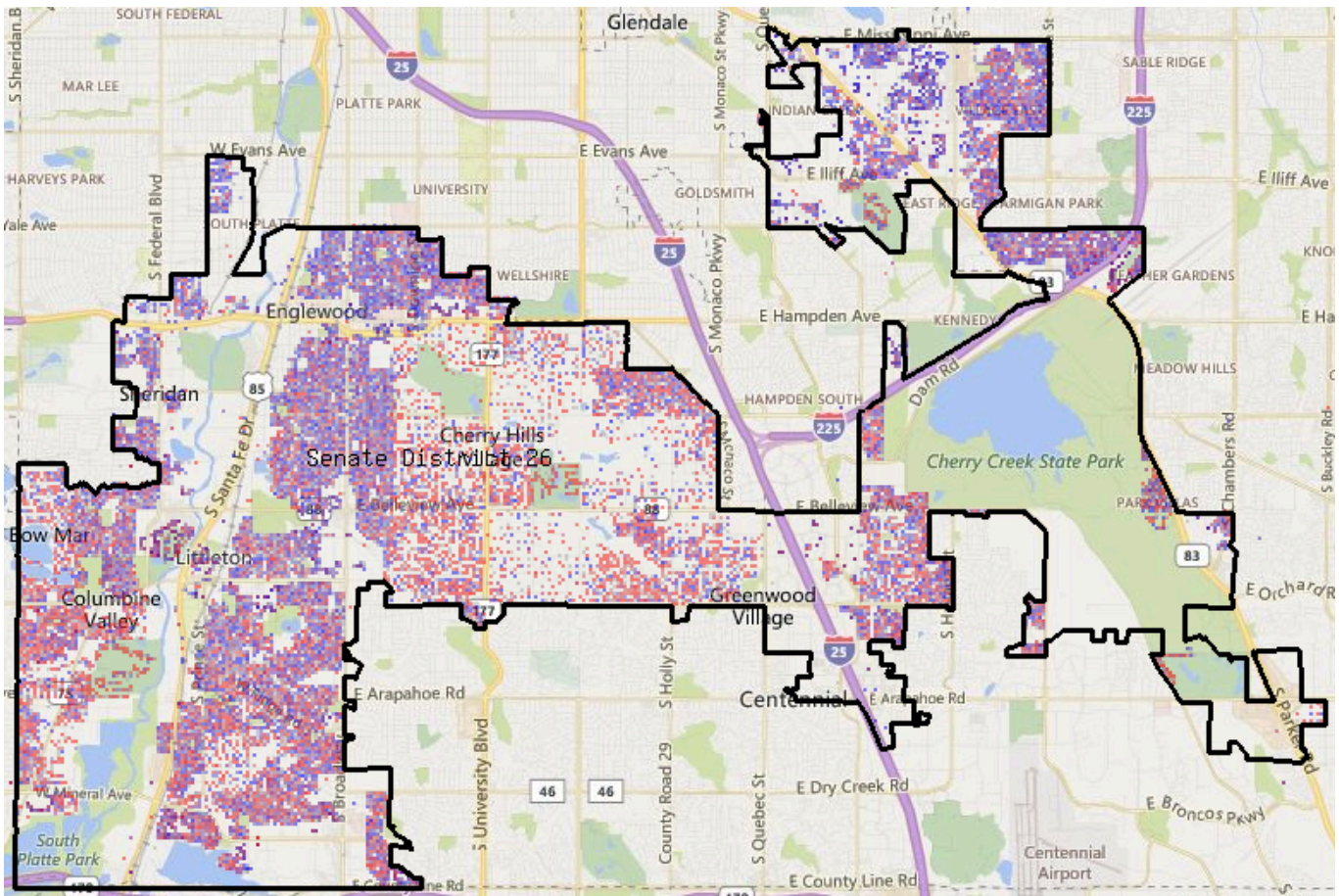















## State Senate District 26
















<u>Registration</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Republican	26,531	26.1%	31.5%	<div style="width: 31.5%; height: 10px; background-color: #c00000;"></div>
Democratic	27,234	26.8%	30.5%	<div style="width: 30.5%; height: 10px; background-color: #0000c0;"></div>
Non-Partisan	29,283	28.8%	36.6%	<div style="width: 36.6%; height: 10px; background-color: #008000;"></div>
Total Registration	101,774			
Reg Rating	D +1			
















**i360 Affinity Models - All Voters**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Total voters	97,511			
Political Affinity - Likely Conservative	30,230	31.0%	33.2%	
Likely Pro-Life	13,270	13.6%	15.9%	
Likely Traditional Marriage Supporter	10,122	10.4%	12.3%	
Likely Fiscal Conservative	25,169	25.8%	28.3%	
Likely Spending Conservative	23,532	24.1%	26.6%	
Likely to Oppose Gov-run Healthcare	10,384	10.6%	17.1%	
Most Likely Democrat	20,794	21.3%	18.0%	
Likely Democrat	17,886	18.3%	17.5%	
Lean Democrat	13,016	13.3%	11.6%	
Likely Undecided	3,283	3.4%	5.2%	
Lean Republican	6,440	6.6%	8.7%	
Likely Republican	8,980	9.2%	10.2%	
Most Likely Republican	20,327	20.8%	22.3%	
Partisan Advantage	D +16	-16.4%		

**i360 Affinity Models - Likely Voters**








	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Likely voters	72,785			
Political Affinity - Likely Conservative	27,588	37.9%	40.1%	
Likely Pro-Life	12,541	17.2%	20.0%	
Likely Traditional Marriage Supporter	9,966	13.7%	16.2%	
Likely Fiscal Conservative	23,665	32.5%	35.0%	
Likely Spending Conservative	22,893	31.5%	34.5%	
Likely to Oppose Gov-run Healthcare	9,773	13.4%	21.4%	
Most Likely Democrat	19,199	26.4%	22.1%	
Likely Democrat	12,232	16.8%	16.7%	
Lean Democrat	7,807	10.7%	9.6%	
Likely Undecided	1,584	2.2%	3.3%	
Lean Republican	5,183	7.1%	9.0%	
Likely Republican	6,662	9.2%	9.6%	
Most Likely Republican	20,108	27.6%	29.7%	
Partisan Advantage	D +10	-10.0%		

**Voter Segmentation**



	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Hard Republican	2,822	2.7%	5.0%	
Solid Republican	11,216	10.8%	11.2%	
Soft Republican	11,277	10.9%	9.9%	
Weak Republican	4,291	4.1%	3.6%	
Lean Republican Unaffiliated	4,427	4.3%	5.2%	
True Middle	16,348	15.8%	16.1%	
Lean Democrat Unaffiliated	13,708	13.2%	13.2%	
Weak Democrat	2,200	2.1%	4.5%	
Soft Democrat	8,079	7.8%	8.0%	
Solid Democrat	16,343	15.8%	11.5%	
Hard Democrat	5,809	5.6%	5.5%	
Libertarian	789	0.8%	0.7%	
American Constitution Party	169	0.2%	0.2%	
Green	235	0.2%	0.3%	
Not Included in Segmentation	5,761	5.6%	5.1%	
Total	103,474			
Partisan Advantage	D +12			

**Total Likely Voters** 63,511 100.0%




**Political Party**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Republican	22,297	35.1%	36.4%	
Democratic	21,850	34.4%	33.0%	
Non-Partisan	18,642	29.4%	29.3%	
Libertarian	467	0.7%	0.7%	
Green	143	0.2%	0.3%	
Constitution	111	0.2%	0.2%	
Other	1	0.0%	0.0%	

**Gender**






	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
F	34,526	54.4%	52.9%	
M	28,985	45.6%	47.1%	





**Marital Status**







	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Married	27,416	43.2%	47.9%	
Single or Unknown	29,920	47.1%	42.8%	
Non-Traditional	6,175	9.7%	9.4%	








**Veteran**


	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>
Yes	2,340	3.7%	4.1%

<u>Age Range</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
18 to 29	5,595	8.8%	8.4%	
30 to 39	8,771	13.8%	14.7%	
40 to 49	9,786	15.4%	17.7%	
50 to 69	26,891	42.3%	42.7%	
70 and over	12,438	19.6%	16.4%	







<u>Likely Religion</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Unknown	31,851	50.2%	49.4%	
Protestant	19,543	30.8%	31.8%	
Catholic	6,639	10.5%	12.1%	
Jewish	3,917	6.2%	4.8%	
Christian	351	0.6%	0.5%	
Eastern Orthodox	302	0.5%	0.3%	
Buddhist	234	0.4%	0.3%	
Islamic	271	0.4%	0.2%	
Shinto	138	0.2%	0.2%	
Hindu	108	0.2%	0.1%	
Greek Orthodox	124	0.2%	0.1%	

<u>Ethnic Groupings</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
European	48,424	76.2%	75.6%	
Hispanic and Portuguese	3,820	6.0%	9.5%	
East and South Asian	1,223	1.9%	1.5%	
Likely African-American	644	1.0%	1.0%	
Other	1,330	2.1%	1.2%	
Unknown	8,070	12.7%	11.1%	




<u>Voting Frequency</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
2	10,509	16.5%	18.0%	
3	9,951	15.7%	16.4%	
4	18,112	28.5%	28.1%	
5	7,491	11.8%	11.9%	
6	5,759	9.1%	9.0%	
7	5,217	8.2%	8.4%	
8	6,472	10.2%	8.3%	

<u>County</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Arapahoe	63,511	100.0%	6.7%	








**Household Voter Count**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
1	18,238	28.7%	25.0%	
2	31,441	49.5%	53.4%	
3	9,421	14.8%	15.9%	
4	3,414	5.4%	4.6%	
5	871	1.4%	0.9%	
6+	126	0.2%	0.2%	














**Household Gender Composition**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Female Only Household	13,616	21.4%	18.0%	
Male Only Household	8,444	13.3%	12.7%	
Mixed Gender Household	41,451	65.3%	69.3%	








**Household Party Composition**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Republican	16,027	25.2%	26.6%	
Democratic	15,784	24.9%	23.5%	
Independent	12,753	20.1%	19.9%	
Republican & Independent	7,208	11.3%	11.8%	
Democratic & Independent	7,282	11.5%	11.8%	
Democratic & Republican	3,385	5.3%	5.1%	
Democratic & Republican & Ind	1,072	1.7%	1.4%	



















**Estimated Income Range**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
\$1,000-\$14,999	1,829	2.9%	2.4%	
\$15,000-\$24,999	2,347	3.7%	3.8%	
\$25,000-\$34,999	5,063	8.0%	5.0%	
\$35,000-\$49,999	6,495	10.2%	9.7%	
\$50,000-\$74,999	14,640	23.1%	23.5%	
\$75,000-\$99,999	10,518	16.6%	21.0%	
\$100,000-\$124,999	8,104	12.8%	14.4%	
\$125,000-\$149,999	3,647	5.7%	6.7%	
\$150,000-\$174,999	1,584	2.5%	3.0%	
\$175,000-\$199,999	1,805	2.8%	2.4%	
\$200,000-\$249,999	2,811	4.4%	1.9%	
\$250,000 and up	3,938	6.2%	2.4%	
Unknown	730	1.1%	3.9%	














**Education**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Graduate Degree	11,324	17.8%	14.3%	
Bachelor Degree	15,791	24.9%	23.6%	
Some College	8,151	12.8%	14.2%	
Vo Tech Degree	52	0.1%	0.1%	
High School Diploma	7,397	11.6%	14.6%	
Less than HS Diploma	940	1.5%	1.8%	
Unknown	19,856	31.3%	31.3%	

**Occupation Industry**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Civil Servant	39	0.1%	0.1%	
Clerical/Office	1,404	2.2%	2.2%	
Computer Professional	89	0.1%	0.2%	
Creative Arts	13	0.0%	0.0%	
Education	333	0.5%	0.6%	
Engineering	356	0.6%	0.5%	
Financial Services	1,755	2.8%	2.0%	
Food Services	34	0.1%	0.0%	
Legal	341	0.5%	0.2%	
Maintenance Services	21	0.0%	0.0%	
Management	2,357	3.7%	3.7%	
Manufacturing	599	0.9%	1.4%	
Medical	2,860	4.5%	4.1%	
Military	100	0.2%	0.3%	
Other	2,911	4.6%	5.0%	
Sales/Marketing	17	0.0%	0.0%	
Scientific	10	0.0%	0.0%	
Skilled Trades	1,106	1.7%	2.1%	
Unknown	49,166	77.4%	77.5%	

**Estimated Home Value Range**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
\$0K to \$19K	171	0.3%	0.6%	
\$20K to \$49K	190	0.3%	0.7%	
\$50K to \$99K	552	0.9%	3.2%	
\$100K to \$149K	2,709	4.3%	6.8%	
\$150K to \$174K	3,045	4.8%	5.6%	
\$175K to \$199K	4,028	6.3%	6.5%	
\$200K to \$249K	10,152	16.0%	14.0%	
\$250K to \$299K	8,991	14.2%	13.0%	
\$300K to \$399K	10,707	16.9%	19.2%	
\$400K to \$499K	4,984	7.8%	11.0%	
\$500K to \$749K	5,913	9.3%	10.3%	
\$750K to \$999K	3,743	5.9%	2.9%	
\$1M+	7,515	11.8%	2.1%	

<b><u>Property Type</u></b>	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>
Agricultural	0	0.0%	0.0%
Apartment/Group Living	13,558	21.3%	14.9%
Condominium	3,456	5.4%	2.5%
Duplex	219	0.3%	0.4%
Mobile Home	370	0.6%	0.6%
Residential	35,268	55.5%	60.2%
Triplex	464	0.7%	0.8%
Unknown	10,176	16.0%	20.5%

<b><u>Lifestyles by Neighborhood</u></b>	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>
Aging in Place	3,637	5.7%	3.4%
Aging of Aquarius	5,563	8.8%	8.1%
American Royalty	8,693	13.7%	2.1%
Asian Achievers	45	0.1%	0.0%
Babies and Bliss	121	0.2%	3.1%
Birkenstocks and Beemers	527	0.8%	1.9%
Blue Collar Comfort	355	0.6%	0.6%
Bohemian Groove	2,864	4.5%	1.8%
Boomers and Boomerangs	235	0.4%	2.5%
Booming and Consuming	32	0.1%	0.5%
Ciudad Strivers	4	0.0%	0.2%
Colleges and Cafes	6	0.0%	0.8%
Countrified Pragmatics	0	0.0%	0.2%
Couples with Clout	293	0.5%	1.0%
Cul de Sac Diversity	96	0.2%	1.9%
Dare to Dream	204	0.3%	0.8%
Destination Recreation	161	0.3%	0.3%
Diapers and Debit Cards	85	0.1%	0.5%
Digital Dependents	1,829	2.9%	3.1%
Enduring Hardships	1	0.0%	0.0%
Everyday Moderates	8	0.0%	1.8%
Families Matter Most	168	0.3%	0.9%
Family Fun-tastic	1,103	1.7%	1.1%
Family Troopers	343	0.5%	0.9%
Fast Track Couples	373	0.6%	3.8%
Footloose and Family Free	1,087	1.7%	0.2%
Fragile Families	0	0.0%	0.0%
Full Pockets Empty Nests	2,160	3.4%	2.3%
Full Steam Ahead	252	0.4%	0.3%
Generational Soup	512	0.8%	5.3%
Golf Carts and Gourmets	176	0.3%	0.3%
Gospel and Grits	0	0.0%	0.0%











Gotham Blend	0	0.0%	0.0%
Hard Times	180	0.3%	0.1%
Hispanic Harmony	130	0.2%	1.2%
Homemade Happiness	0	0.0%	0.9%
Hope for Tomorrow	0	0.0%	0.0%
Humble Beginnings	99	0.2%	0.1%
Jet Set Urbanites	3	0.0%	0.1%
Kids and Cabernet	529	0.8%	1.5%
Latin Flair	0	0.0%	0.3%
Meager Metro Means	9	0.0%	0.0%
Metro Fusion	410	0.6%	0.1%
No Place like Home	2,538	4.0%	2.8%
Nuevo Horizons	4	0.0%	0.9%
Picture Perfect Families	650	1.0%	0.6%
Platinum Prosperity	1,180	1.9%	1.1%
Progressive Potpourri	580	0.9%	0.7%
Reaping Rewards	1,547	2.4%	2.3%
Red White and Bluegrass	11	0.0%	0.3%
Rolling the Dice	633	1.0%	0.8%
Rooted Flower Power	6,082	9.6%	4.9%
Rural Escape	0	0.0%	1.0%
Senior Discounts	2,279	3.6%	1.5%
Settled and Sensible	43	0.1%	0.9%
Settled in Suburbia	907	1.4%	0.8%
Silver Sophisticates	4,713	7.4%	5.0%
Small Town Shallow Pockets	11	0.0%	0.7%
Soul Survivors	1	0.0%	0.1%
Soulful Spenders	167	0.3%	0.8%
Sports Utility Families	45	0.1%	0.8%
Status Seeking Singles	2,571	4.0%	2.4%
Stockcards and State Parks	0	0.0%	0.6%
Striving Single Scene	4,466	7.0%	2.5%
Town Elders	503	0.8%	2.6%
True Grit Americans	28	0.0%	0.6%
Unspoiled Splendor	14	0.0%	3.0%
Urban Ambition	315	0.5%	0.3%
Urban Edge	464	0.7%	0.8%
Wired for Success	614	1.0%	1.0%
Work Hard Pray Hard	0	0.0%	0.0%

**Gun Owner**

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Yes	10,694	16.8%	14.9%




**Social Economic Ladder (ISPSA)**

	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
0	1,721	2.7%	5.7%	
1	4,395	6.9%	7.2%	
2	3,797	6.0%	7.5%	
3	3,751	5.9%	8.1%	
4	8,093	12.7%	8.8%	
5	6,453	10.2%	9.7%	
6	7,892	12.4%	10.7%	
7	5,244	8.3%	10.9%	
8	7,992	12.6%	12.0%	
9	13,321	21.0%	13.0%	




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

**DMA Zones**




	<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Statewide</u></b>	
Albuquerque-Santa Fe, NM	0	0.0%	1.6%	
Colorado Sprgs et al, CO	0	0.0%	16.6%	
Denver, CO	63,511	100.0%	78.2%	
Grand Junction et al, CO	0	0.0%	3.6%	

**Election History**




**2014 US Senate**

Republican Vote	27,576	45.5%	48.2%	
Democratic Vote	29,861	49.3%	46.3%	
Other Vote	3,167	5.2%	5.5%	
Total Vote	60,604			
Vote Rating	D +4			




**2014 Governor**

Republican Vote	25,367	41.8%	46.0%	
Democratic Vote	32,994	54.3%	49.3%	
Other Vote	2,383	3.9%	4.8%	
Total Vote	60,744			
Vote Rating	D +13			




**2014 Attorney General**

Republican Vote	28,633	49.2%	51.4%	
Democratic Vote	26,043	44.7%	42.4%	
Other Vote	3,527	6.1%	6.2%	
Total Vote	58,203			
Vote Rating	R +4			




**2014 Secretary of State**

Republican Vote	25,925	44.2%	47.3%	
Democratic Vote	28,596	48.7%	45.0%	
Other Vote	4,150	7.1%	7.7%	
Total Vote	58,671			
Vote Rating	D +5			




**2014 Treasurer**

Republican Vote	28,056	48.1%	49.9%	
Democratic Vote	27,296	46.8%	44.9%	
Other Vote	2,919	5.0%	5.2%	
Total Vote	58,271			
Vote Rating	R +1			

**2012 Presidential**

Republican Vote	33,995	44.3%	46.1%	
Democratic Vote	41,012	53.4%	51.5%	
Other Vote	1,736	2.3%	2.4%	
Total Vote	76,743			
Vote Rating	D +9			

**2012 CU Regent-At-Large**

Republican Vote	30,220	43.4%	44.4%	
Democratic Vote	34,221	49.2%	47.4%	
Other Vote	5,164	7.4%	8.1%	
Total Vote	69,605			
Vote Rating	D +6			