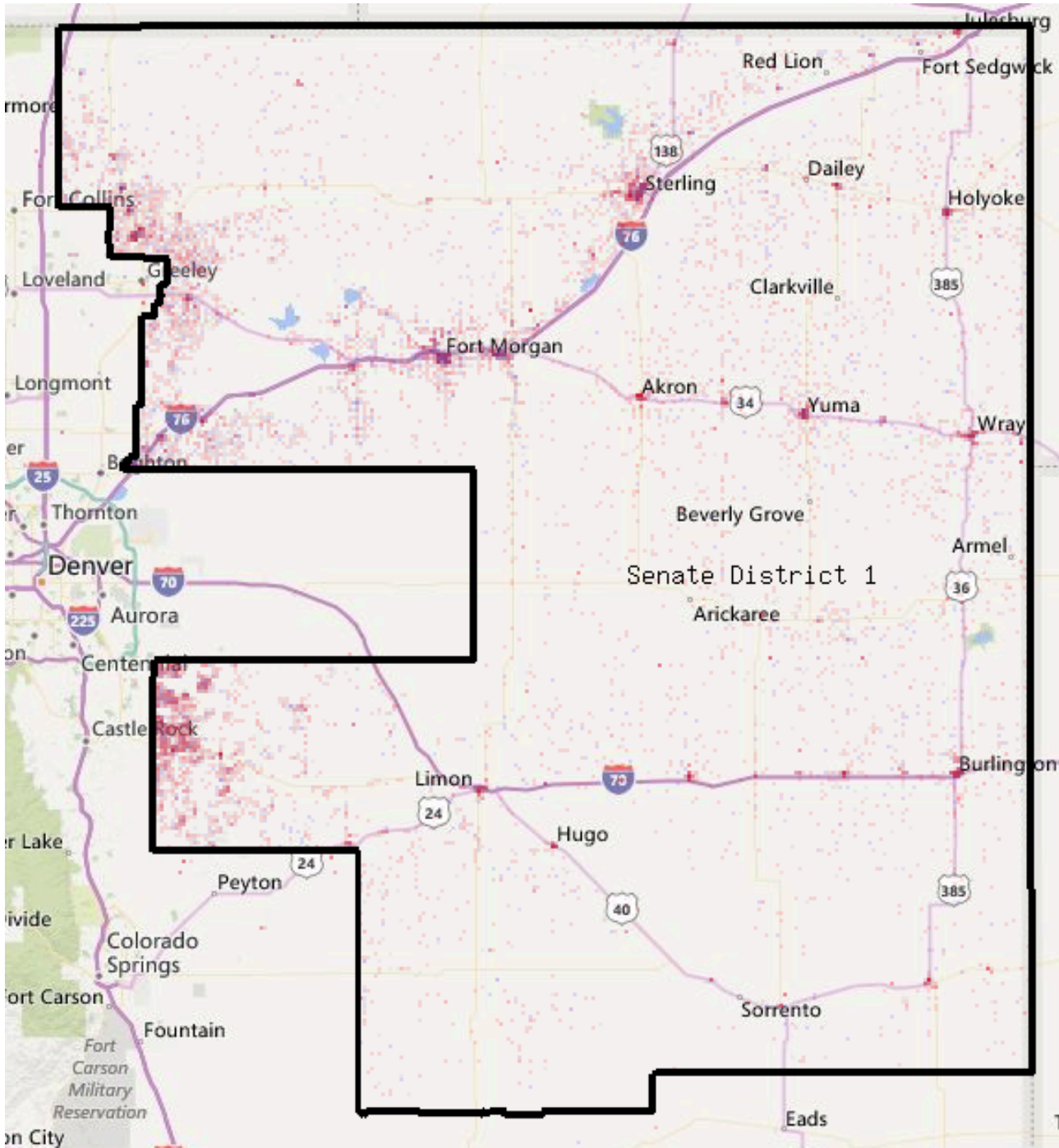





























State Senate District 1






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	46.2%	40,907 
Democratic	30.5%	14.3%	12,716 
Non-Partisan	36.6%	26.8%	23,736 
Total Registration			88,614
Partisan Advantage	R +1	R +32	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	14.8%	13,559 
Solid Republican	11.2%	21.2%	19,423 
Soft Republican	9.9%	10.9%	10,010 
Weak Republican	3.6%	0.9%	820 
Lean Republican Unaffiliated	5.2%	10.0%	9,145 
True Middle	16.1%	13.6%	12,459 
Lean Democrat Unaffiliated	13.2%	7.8%	7,112 
Weak Democrat	4.5%	5.8%	5,354 
Soft Democrat	8.0%	7.4%	6,820 
Solid Democrat	11.5%	3.1%	2,809 
Hard Democrat	5.5%	0.1%	118 
Libertarian	0.7%	0.4%	388 
American Constitution Party	0.2%	0.3%	235 
Green	0.3%	0.1%	59 
Not Included in Segmentation	5.1%	3.7%	3,413 
Total			91,724
Partisan Advantage	D +8	R +34	
Total Likely Voters	2,157,995	60,503	





<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	58.0%	35,063 
Democratic	33.0%	16.9%	10,227 
Non-Partisan	29.3%	24.4%	14,745 
Libertarian	0.7%	0.4%	271 
Green	0.3%	0.1%	36 
Constitution	0.2%	0.3%	160 
Other	0.0%	0.0%	1 
Partisan Advantage	R +3	R +41	




<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	51.8%	31,332 
M	47.1%	48.2%	29,171 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	58.0%	35,112 
Non-Traditional	9.4%	4.9%	2,987 
Single or Unknown	42.8%	37.0%	22,404 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	3.7%	2,241







<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	7.7%	4,656 
30 to 39	14.7%	11.6%	7,048 
40 to 49	17.7%	14.9%	9,042 
50 to 69	42.7%	45.9%	27,798 
70 and over	16.4%	19.7%	11,945 




<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.1%	63
Catholic	12.1%	9.4%	5,692 
Christian	0.5%	0.5%	327
Eastern Orthodox	0.3%	0.3%	162
Greek Orthodox	0.1%	0.1%	51
Hindu	0.1%	0.0%	11
Islamic	0.2%	0.1%	44
Jewish	4.8%	5.0%	3,043 
Lutheran	0.0%	0.0%	15
Protestant	31.8%	38.5%	23,265 
Shinto	0.2%	0.1%	68
Sikh	0.0%	0.0%	0
Unknown	49.4%	45.9%	27,762 








<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	0.7%	420
European	75.6%	81.4%	49,256 
Hispanic and Portuguese	9.5%	5.8%	3,535 
Likely African-American	1.0%	0.4%	254
Other	1.2%	0.6%	365
Unknown	11.1%	11.0%	6,673 














<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	13.1%	7,932 
3	16.4%	13.5%	8,141 
4	28.1%	25.2%	15,255 
5	11.9%	12.2%	7,372 
6	9.0%	11.6%	7,027 
7	8.4%	12.6%	7,627 
8	8.3%	11.8%	7,149 








<u>County</u>	<u>Statewide</u>	<u>District</u>	
Cheyenne	0.0%	1.8%	1,063
Elbert	0.6%	21.4%	12,945
Kit Carson	0.1%	5.3%	3,215
Lincoln	0.1%	3.4%	2,081
Logan	0.4%	13.4%	8,136
Morgan	0.4%	15.4%	9,335
Phillips	0.1%	3.4%	2,030
Sedgwick	0.1%	2.0%	1,208
Washington	0.1%	4.0%	2,409
Weld	4.5%	22.9%	13,844
Yuma	0.2%	7.0%	4,237



















<u>Household Voter Count</u>	<u>Statewide</u>	<u>District</u>	
1	25.0%	21.0%	12,682 
2	53.4%	55.3%	33,471 
3	15.9%	17.5%	10,560 
4	4.6%	5.0%	3,042 
5	0.9%	1.1%	642 
6+	0.2%	0.2%	106 














<u>Household Gender Composition</u>	<u>Statewide</u>	<u>District</u>	
Female Only Household	18.0%	14.1%	8,560 
Male Only Household	12.7%	10.7%	6,458 
Mixed Gender Household	69.3%	75.2%	45,485 









<u>Household Party Composition</u>	<u>Statewide</u>	<u>District</u>	
Democratic	23.5%	10.8%	6,507 
Democratic & Independent	11.8%	5.4%	3,276 
Democratic & Republican	5.1%	5.6%	3,379 
Democratic & Republican & Ind	1.4%	1.2%	702 
Independent	19.9%	16.2%	9,790 
Republican	26.6%	45.9%	27,800 
Republican & Independent	11.8%	15.0%	9,049 



















<u>Estimated Income Range</u>	<u>Statewide</u>	<u>District</u>	
\$1,000-\$14,999	2.4%	2.2%	1,346 
\$15,000-\$24,999	3.8%	4.1%	2,452 
\$25,000-\$34,999	5.0%	5.1%	3,096 
\$35,000-\$49,999	9.7%	10.7%	6,468 
\$50,000-\$74,999	23.5%	32.4%	19,592 
\$75,000-\$99,999	21.0%	19.8%	12,003 
\$100,000-\$124,999	14.4%	9.1%	5,508 
\$125,000-\$149,999	6.7%	3.1%	1,878 
\$150,000-\$174,999	3.0%	2.1%	1,270 
\$175,000-\$199,999	2.4%	0.8%	481 
\$200,000-\$249,999	1.9%	0.8%	467 
\$250,000 and up	2.4%	1.1%	691 
Unknown	3.9%	8.7%	5,251 

<u>Education</u>	<u>Statewide</u>	<u>District</u>	
Graduate Degree	8.0%	8.0%	4,846 
Bachelor Degree	19.7%	19.7%	11,893 
Some College	17.5%	17.5%	10,582 
Vo Tech Degree	0.2%	0.2%	123 
High School Diploma	23.9%	23.9%	14,469 
Less than HS Diploma	2.0%	2.0%	1,229 
Unknown	28.7%	28.7%	17,361 





<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	47 
Clerical/Office	2.2%	2.6%	1,552 
Computer Professional	0.2%	0.1%	67 
Creative Arts	0.0%	0.0%	7 
Education	0.6%	0.6%	358 
Engineering	0.5%	0.2%	119 
Financial Services	2.0%	1.3%	758 
Food Services	0.0%	0.1%	36 
Legal	0.2%	0.1%	54 
Maintenance Services	0.0%	0.1%	35 
Management	3.7%	3.6%	2,178 
Manufacturing	1.4%	2.2%	1,352 
Medical	4.1%	3.2%	1,954 
Military	0.3%	0.2%	145 
Other	5.0%	6.8%	4,110 
Sales/Marketing	0.0%	0.0%	17 
Scientific	0.0%	0.0%	4 
Skilled Trades	2.1%	6.2%	3,773 
Unknown	77.5%	72.6%	43,937

<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	2.0%	1,188 
\$20K to \$49K	0.7%	1.8%	1,091 
\$50K to \$99K	3.2%	10.8%	6,528 
\$100K to \$149K	6.8%	15.1%	9,129 
\$150K to \$174K	5.6%	6.4%	3,883 
\$175K to \$199K	6.5%	6.9%	4,202 
\$200K to \$249K	14.0%	11.9%	7,175 
\$250K to \$299K	13.0%	8.8%	5,351 
\$300K to \$399K	19.2%	11.3%	6,834 
\$400K to \$499K	11.0%	8.9%	5,362 
\$500K to \$749K	10.3%	5.3%	3,233 
\$750K to \$999K	2.9%	0.9%	541 
\$1M+	2.1%	0.4%	265 











<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.1%	50 
Apartment/Group Living	14.9%	8.7%	5,238 
Condominium	2.5%	0.4%	242 
Duplex	0.4%	0.4%	239 
Mobile Home	0.6%	0.4%	248 
Residential	60.2%	63.2%	38,251 
Triplex	0.8%	0.4%	235 
Unknown	20.5%	26.4%	16,000 

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	0.7%	433 
Aging of Aquarius	8.1%	3.0%	1,845 
American Royalty	2.1%	0.0%	0
Asian Achievers	0.0%	0.0%	0
Babies and Bliss	3.1%	0.6%	351 
Birkenstocks and Beemers	1.9%	2.7%	1,616 
Blue Collar Comfort	0.6%	0.4%	214 
Bohemian Groove	1.8%	0.1%	60 
Boomers and Boomerangs	2.5%	2.5%	1,486 
Booming and Consuming	0.5%	0.1%	49 
Ciudad Strivers	0.2%	0.0%	13 
Colleges and Cafes	0.8%	0.0%	7 
Countrified Pragmatics	0.2%	1.3%	783 
Couples with Clout	1.0%	0.1%	50 
Cul de Sac Diversity	1.9%	0.0%	20 
Dare to Dream	0.8%	0.4%	258 
Destination Recreation	0.3%	0.2%	115 
Diapers and Debit Cards	0.5%	2.6%	1,568 
Digital Dependents	3.1%	2.1%	1,283 
Enduring Hardships	0.0%	0.2%	137 



Everyday Moderates	1.8%	0.2%	100
Families Matter Most	0.9%	0.9%	540
Family Fun-tastic	1.1%	0.1%	55
Family Troopers	0.9%	0.3%	201
Fast Track Couples	3.8%	1.4%	821
Footloose and Family Free	0.2%	0.0%	0
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.0%	0
Full Steam Ahead	0.3%	0.0%	0
Generational Soup	5.3%	2.1%	1,243
Golf Carts and Gourmets	0.3%	0.0%	0
Gospel and Grits	0.0%	0.0%	11
Gotham Blend	0.0%	0.0%	0
Hard Times	0.1%	0.0%	11
Hispanic Harmony	1.2%	0.8%	511
Homemade Happiness	0.9%	5.5%	3,316
Hope for Tomorrow	0.0%	0.0%	0
Humble Beginnings	0.1%	0.0%	4
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	0.2%	145
Latin Flair	0.3%	0.0%	0
Meager Metro Means	0.0%	0.0%	0
Metro Fusion	0.1%	0.0%	0
No Place like Home	2.8%	1.8%	1,096
Nuevo Horizons	0.9%	0.6%	346
Picture Perfect Families	0.6%	0.2%	145
Platinum Prosperity	1.1%	0.1%	73
Progressive Potpourri	0.7%	0.0%	0
Reaping Rewards	2.3%	0.5%	309
Red White and Bluegrass	0.3%	2.6%	1,575
Rolling the Dice	0.8%	0.2%	128
Rooted Flower Power	4.9%	1.3%	768
Rural Escape	1.0%	10.7%	6,476
Senior Discounts	1.5%	0.9%	534
Settled and Sensible	0.9%	3.5%	2,146
Settled in Suburbia	0.8%	0.0%	0
Silver Sophisticates	5.0%	0.3%	153
Small Town Shallow Pockets	0.7%	1.9%	1,121
Soul Survivors	0.1%	0.0%	0
Soulful Spenders	0.8%	0.0%	2
Sports Utility Families	0.8%	2.6%	1,570
Status Seeking Singles	2.4%	0.0%	0
Stockcards and State Parks	0.6%	5.3%	3,177
Striving Single Scene	2.5%	0.0%	5
Town Elders	2.6%	6.9%	4,187
True Grit Americans	0.6%	3.8%	2,281




Unspoiled Splendor	3.0%	12.7%	7,678	
Urban Ambition	0.3%	0.0%	4	
Urban Edge	0.8%	0.0%	0	
Wired for Success	1.0%	0.1%	41	
Work Hard Pray Hard	0.0%	0.1%	82	




<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	6.6%	4,022

<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	6.4%	3,870 
1	7.2%	14.1%	8,552 
2	7.5%	17.8%	10,751 
3	8.1%	18.0%	10,903 
4	8.8%	15.1%	9,131 
5	9.7%	5.7%	3,468 
6	10.7%	5.9%	3,544 
7	10.9%	0.0%	15 
8	12.0%	0.0%	3 
9	13.0%	1.5%	906 

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

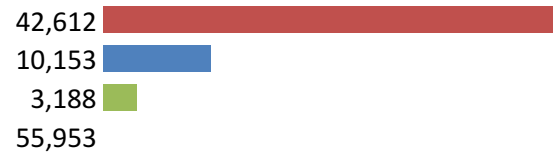
<u>DMA Zones</u>	<u>Statewide</u>	<u>District</u>	
Albuquerque-Santa Fe, NM	1.6%	0.0%	0
Colorado Sprgs et al, CO	16.6%	0.2%	92 
Denver, CO	78.2%	99.8%	60,402 
Grand Junction et al, CO	3.6%	0.0%	0

<u>Election History</u>	<u>Statewide</u>	<u>District</u>	
2014 US Senate			
Republican Vote	48.2%	74.6%	43,336 
Democratic Vote	46.3%	19.5%	11,343 
Other Vote	5.5%	5.8%	3,396 
Total Vote			58,075
Vote Rating	R +2	R +55	

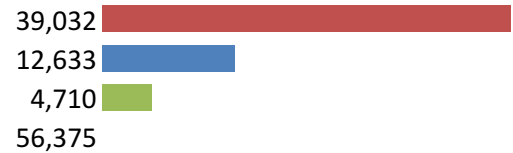
<u>2014 Governor</u>	<u>Statewide</u>	<u>District</u>	
Republican Vote	46.0%	71.8%	41,780 
Democratic Vote	49.3%	23.8%	13,841 
Other Vote	4.8%	4.4%	2,546 
Total Vote			58,167
Vote Rating	D +3	R +48	

2014 Attorney General

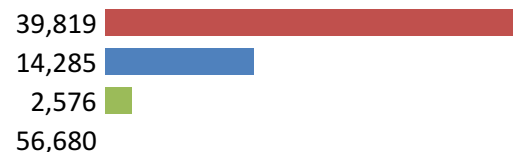
	Statewide	District
Republican Vote	51.4%	76.2%
Democratic Vote	42.4%	18.1%
Other Vote	6.2%	5.7%
Total Vote		55,953
Vote Rating	R +9	R +58

**2014 Secretary of State**

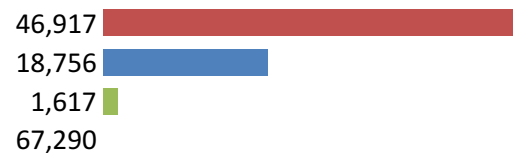
	Statewide	District
Republican Vote	47.3%	69.2%
Democratic Vote	45.0%	22.4%
Other Vote	7.7%	8.4%
Total Vote		56,375
Vote Rating	R +2	R +47

**2014 Treasurer**

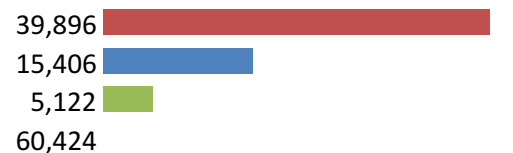
	Statewide	District
Republican Vote	49.9%	70.3%
Democratic Vote	44.9%	25.2%
Other Vote	5.2%	4.5%
Total Vote		56,680
Vote Rating	R +5	R +45

**2012 Presidential**

	Statewide	District
Republican Vote	46.1%	69.7%
Democratic Vote	51.5%	27.9%
Other Vote	2.4%	2.4%
Total Vote		67,290
Vote Rating	D +5	R +42

**2012 CU Regent-At-Large**

	Statewide	District
Republican Vote	44.4%	66.0%
Democratic Vote	47.4%	25.5%
Other Vote	8.1%	8.5%
Total Vote		60,424
Vote Rating	D +3	R +41

**2014 State Senate**

	District
Republican Vote	85.3%
Democratic Vote	0.0%
Other Vote	14.7%
Total Vote	53,565
Vote Rating	R +85

