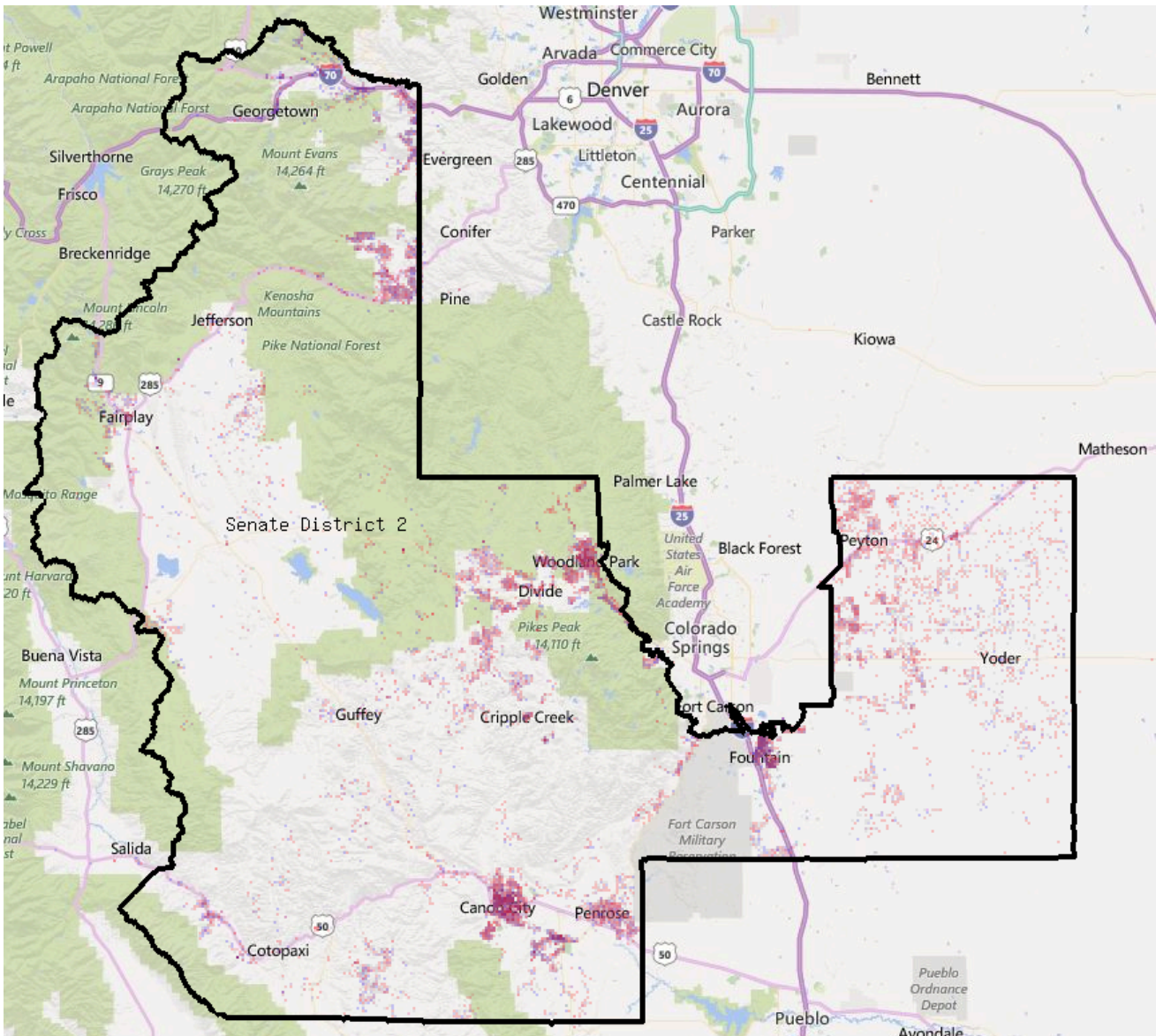

























## State Senate District 2






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	37.3%	35,270 <span style="display: inline-block; width: 100px; height: 10px; background-color: #c0392b;"></span>
Democratic	30.5%	17.1%	16,198 <span style="display: inline-block; width: 100px; height: 10px; background-color: #3498db;"></span>
Non-Partisan	36.6%	29.2%	27,608 <span style="display: inline-block; width: 100px; height: 10px; background-color: #27ae60;"></span>
Total Registration			94,564
Partisan Advantage	R +1	R +20	






<b><u>Voter Segmentation</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Hard Republican	5.0%	10.3%	10,006 
Solid Republican	11.2%	16.8%	16,287 
Soft Republican	9.9%	10.8%	10,403 
Weak Republican	3.6%	2.1%	2,040 
Lean Republican Unaffiliated	5.2%	9.5%	9,204 
True Middle	16.1%	16.0%	15,494 
Lean Democrat Unaffiliated	13.2%	8.3%	8,004 
Weak Democrat	4.5%	2.5%	2,458 
Soft Democrat	8.0%	6.8%	6,615 
Solid Democrat	11.5%	9.2%	8,926 
Hard Democrat	5.5%	1.2%	1,134 
Libertarian	0.7%	0.7%	686 
American Constitution Party	0.2%	0.3%	336 
Green	0.3%	0.2%	197 
Not Included in Segmentation	5.1%	5.1%	4,960 
Total			96,750
Partisan Advantage	D +8	R +22	
<b>Total Likely Voters</b>	<b>2,157,995</b>	<b>58,330</b>	





<b><u>Political Party</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Republican	36.4%	49.4%	28,822 
Democratic	33.0%	21.6%	12,612 
Non-Partisan	29.3%	27.6%	16,070 
Libertarian	0.7%	0.8%	481 
Green	0.3%	0.2%	119 
Constitution	0.2%	0.4%	226 
Other	0.0%	0.0%	0
Partisan Advantage	R +3	R +28	




<b><u>Gender</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
F	52.9%	51.4%	30,004 
M	47.1%	48.6%	28,326 








<b><u>Marital Status</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Married	47.9%	52.6%	30,669 
Non-Traditional	9.4%	7.6%	4,461 
Single or Unknown	42.8%	39.8%	23,200 

<b><u>Veteran</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Yes	4.1%	6.1%	3,564

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	5.4%	3,127 
30 to 39	14.7%	9.1%	5,302 
40 to 49	17.7%	15.0%	8,756 
50 to 69	42.7%	51.3%	29,936 
70 and over	16.4%	19.2%	11,198 







<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.1%	62
Catholic	12.1%	11.0%	6,420 
Christian	0.5%	0.5%	272
Eastern Orthodox	0.3%	0.3%	172
Greek Orthodox	0.1%	0.1%	38
Hindu	0.1%	0.0%	22
Islamic	0.2%	0.1%	42
Jewish	4.8%	4.2%	2,427 
Lutheran	0.0%	0.0%	21
Protestant	31.8%	37.4%	21,815 
Shinto	0.2%	0.0%	27
Sikh	0.0%	0.0%	0
Unknown	49.4%	46.3%	27,012 

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	0.6%	373
European	75.6%	82.3%	48,028 
Hispanic and Portuguese	9.5%	5.0%	2,942 
Likely African-American	1.0%	0.5%	307
Other	1.2%	0.8%	470
Unknown	11.1%	10.6%	6,210 




<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	16.5%	9,606 
3	16.4%	15.9%	9,264 
4	28.1%	26.7%	15,565 
5	11.9%	12.3%	7,189 
6	9.0%	10.4%	6,062 
7	8.4%	10.8%	6,314 
8	8.3%	7.4%	4,330 

<u>County</u>	<u>Statewide</u>	<u>District</u>	
Clear Creek	0.2%	8.4%	4,889
El Paso	11.0%	27.8%	16,243
Fremont	0.8%	30.5%	17,789
Park	0.4%	14.1%	8,202
Teller	0.5%	19.2%	11,207








**Household Voter Count**

	<b><u>Statewide</u></b>	<b><u>District</u></b>		
1	25.0%	23.1%	13,503	
2	53.4%	56.5%	32,935	
3	15.9%	16.1%	9,384	
4	4.6%	3.5%	2,027	
5	0.9%	0.6%	349	
6+	0.2%	0.2%	132	














**Household Gender Composition**

	<b><u>Statewide</u></b>	<b><u>District</u></b>		
Female Only Household	18.0%	15.1%	8,813	
Male Only Household	12.7%	12.6%	7,359	
Mixed Gender Household	69.3%	72.3%	42,157	








**Household Party Composition**











	<b><u>Statewide</u></b>	<b><u>District</u></b>		
Democratic	23.5%	14.6%	8,521	
Democratic & Independent	11.8%	7.5%	4,397	
Democratic & Republican	5.1%	5.2%	3,027	
Democratic & Republican & Ind	1.4%	1.2%	694	
Independent	19.9%	19.6%	11,418	
Republican	26.6%	38.0%	22,138	
Republican & Independent	11.8%	13.9%	8,135	













**Estimated Income Range**




	<b><u>Statewide</u></b>	<b><u>District</u></b>		
\$1,000-\$14,999	2.4%	2.3%	1,313	
\$15,000-\$24,999	3.8%	3.9%	2,262	
\$25,000-\$34,999	5.0%	4.5%	2,637	
\$35,000-\$49,999	9.7%	11.5%	6,686	
\$50,000-\$74,999	23.5%	30.2%	17,622	
\$75,000-\$99,999	21.0%	20.8%	12,111	
\$100,000-\$124,999	14.4%	9.7%	5,679	
\$125,000-\$149,999	6.7%	3.3%	1,929	
\$150,000-\$174,999	3.0%	2.3%	1,314	
\$175,000-\$199,999	2.4%	0.3%	196	
\$200,000-\$249,999	1.9%	0.7%	435	
\$250,000 and up	2.4%	0.8%	472	
Unknown	3.9%	9.7%	5,674	





















**Education**
























	<b><u>Statewide</u></b>	<b><u>District</u></b>		
Graduate Degree	8.0%	10.6%	6,162	
Bachelor Degree	19.7%	19.8%	11,540	
Some College	17.5%	17.1%	10,003	
Vo Tech Degree	0.2%	0.2%	124	
High School Diploma	23.9%	20.6%	12,034	
Less than HS Diploma	2.0%	2.3%	1,361	
Unknown	28.7%	29.3%	17,106	

<b><u>Occupation Industry</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Civil Servant	0.1%	0.1%	49
Clerical/Office	2.2%	2.3%	1,347 
Computer Professional	0.2%	0.1%	66
Creative Arts	0.0%	0.0%	10
Education	0.6%	0.6%	352 
Engineering	0.5%	0.3%	170 
Financial Services	2.0%	1.7%	978 
Food Services	0.0%	0.0%	18
Legal	0.2%	0.1%	59
Maintenance Services	0.0%	0.0%	21
Management	3.7%	4.1%	2,371 
Manufacturing	1.4%	2.1%	1,221 
Medical	4.1%	3.9%	2,284 
Military	0.3%	0.5%	267 
Other	5.0%	7.2%	4,219 
Sales/Marketing	0.0%	0.0%	13
Scientific	0.0%	0.0%	7
Skilled Trades	2.1%	2.5%	1,446 
Unknown	77.5%	74.5%	43,432











<b><u>Estimated Home Value Range</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
\$0K to \$19K	0.6%	1.5%	903 
\$20K to \$49K	0.7%	1.1%	633 
\$50K to \$99K	3.2%	5.1%	2,987 
\$100K to \$149K	6.8%	13.5%	7,894 
\$150K to \$174K	5.6%	9.1%	5,301 
\$175K to \$199K	6.5%	10.6%	6,174 
\$200K to \$249K	14.0%	14.8%	8,633 
\$250K to \$299K	13.0%	11.4%	6,658 
\$300K to \$399K	19.2%	12.5%	7,318 
\$400K to \$499K	11.0%	5.2%	3,017 
\$500K to \$749K	10.3%	3.9%	2,248 
\$750K to \$999K	2.9%	0.7%	406 
\$1M+	2.1%	0.4%	221

<b><u>Property Type</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Agricultural	0.0%	0.0%	11
Apartment/Group Living	14.9%	9.5%	5,566 
Condominium	2.5%	0.1%	79
Duplex	0.4%	0.4%	229
Mobile Home	0.6%	1.3%	741
Residential	60.2%	65.0%	37,904 
Triplex	0.8%	0.3%	182
Unknown	20.5%	23.3%	13,618 

<b><u>Lifestyles by Neighborhood</u></b>	<b><u>Statewide</u></b>	<b><u>District</u></b>	
Aging in Place	3.4%	1.2%	679 
Aging of Aquarius	8.1%	5.7%	3,314 
American Royalty	2.1%	0.0%	2
Asian Achievers	0.0%	0.0%	0
Babies and Bliss	3.1%	0.5%	307 
Birkenstocks and Beemers	1.9%	6.3%	3,688 
Blue Collar Comfort	0.6%	0.3%	192 
Bohemian Groove	1.8%	0.2%	106
Boomers and Boomerangs	2.5%	1.3%	736 
Booming and Consuming	0.5%	1.6%	956 
Ciudad Strivers	0.2%	0.0%	1
Colleges and Cafes	0.8%	0.0%	0
Countrified Pragmatics	0.2%	1.2%	674 
Couples with Clout	1.0%	0.1%	37
Cul de Sac Diversity	1.9%	1.0%	562 
Dare to Dream	0.8%	0.2%	142 
Destination Recreation	0.3%	0.6%	350 
Diapers and Debit Cards	0.5%	1.2%	680 
Digital Dependents	3.1%	2.3%	1,336 
Enduring Hardships	0.0%	0.3%	146 
Everyday Moderates	1.8%	3.1%	1,786 
Families Matter Most	0.9%	1.0%	565 
Family Fun-tastic	1.1%	0.1%	55
Family Troopers	0.9%	1.1%	631 
Fast Track Couples	3.8%	1.8%	1,062 
Footloose and Family Free	0.2%	0.1%	37
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.0%	7
Full Steam Ahead	0.3%	0.0%	20
Generational Soup	5.3%	0.0%	27
Golf Carts and Gourmets	0.3%	0.0%	21
Gospel and Grits	0.0%	0.0%	0
Gotham Blend	0.0%	0.0%	0
Hard Times	0.1%	0.0%	7
Hispanic Harmony	1.2%	0.1%	82
Homemade Happiness	0.9%	7.0%	4,064 
Hope for Tomorrow	0.0%	0.0%	2
Humble Beginnings	0.1%	0.0%	7
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	0.0%	7
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%	1.6%	923 
Nuevo Horizons	0.9%	0.0%	1

Picture Perfect Families	0.6%	0.2%	111	
Platinum Prosperity	1.1%	0.4%	252	
Progressive Potpourri	0.7%	0.0%	0	
Reaping Rewards	2.3%	1.7%	981	
Red White and Bluegrass	0.3%	1.4%	825	
Rolling the Dice	0.8%	0.1%	81	
Rooted Flower Power	4.9%	1.6%	957	
Rural Escape	1.0%	2.9%	1,688	
Senior Discounts	1.5%	1.2%	672	
Settled and Sensible	0.9%	2.3%	1,364	
Settled in Suburbia	0.8%	0.0%	4	
Silver Sophisticates	5.0%	0.7%	412	
Small Town Shallow Pockets	0.7%	1.2%	680	
Soul Survivors	0.1%	0.0%	0	
Soulful Spenders	0.8%	0.1%	40	
Sports Utility Families	0.8%	2.2%	1,290	
Status Seeking Singles	2.4%	0.0%	5	
Stockcards and State Parks	0.6%	2.5%	1,445	
Striving Single Scene	2.5%	0.0%	11	
Town Elders	2.6%	7.8%	4,522	
True Grit Americans	0.6%	2.5%	1,459	
Unspoiled Splendor	3.0%	12.9%	7,531	
Urban Ambition	0.3%	0.0%	28	
Urban Edge	0.8%	0.0%	0	
Wired for Success	1.0%	0.4%	242	
Work Hard Pray Hard	0.0%	0.3%	203	



<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	12.7%	7,420

<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	8.1%	4,752 
1	7.2%	13.6%	7,951 
2	7.5%	11.6%	6,775 
3	8.1%	10.7%	6,238 
4	8.8%	13.0%	7,565 
5	9.7%	11.7%	6,830 
6	10.7%	3.7%	2,133 
7	10.9%	7.2%	4,191 
8	12.0%	2.2%	1,295 
9	13.0%	0.5%	285 




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






**DMA Zones**

	<b>Statewide</b>	<b>District</b>	
Albuquerque-Santa Fe, NM	1.6%	0.0%	0
Colorado Sprgs et al, CO	16.6%	77.6%	45,263 
Denver, CO	78.2%	22.4%	13,067 
Grand Junction et al, CO	3.6%	0.0%	0




**Election History****2014 US Senate**

	<b>Statewide</b>	<b>District</b>	
Republican Vote	48.2%	62.1%	35,124 
Democratic Vote	46.3%	30.3%	17,162 
Other Vote	5.5%	7.6%	4,293 
Total Vote			56,579
Vote Rating	R +2	R +32	




**2014 Governor**

	<b>Statewide</b>	<b>District</b>	
Republican Vote	46.0%	62.2%	35,257 
Democratic Vote	49.3%	31.2%	17,684 
Other Vote	4.8%	6.6%	3,733 
Total Vote			56,674
Vote Rating	D +3	R +31	




**2014 Attorney General**

	<b>Statewide</b>	<b>District</b>	
Republican Vote	51.4%	65.3%	35,873 
Democratic Vote	42.4%	27.3%	14,982 
Other Vote	6.2%	7.4%	4,043 
Total Vote			54,898
Vote Rating	R +9	R +38	

**2014 Secretary of State**

	<b>Statewide</b>	<b>District</b>	
Republican Vote	47.3%	61.5%	34,020 
Democratic Vote	45.0%	27.8%	15,384 
Other Vote	7.7%	10.6%	5,876 
Total Vote			55,280
Vote Rating	R +2	R +34	

**2014 Treasurer**

	<b>Statewide</b>	<b>District</b>	
Republican Vote	49.9%	62.7%	34,438 
Democratic Vote	44.9%	30.9%	16,957 
Other Vote	5.2%	6.4%	3,540 
Total Vote			54,935
Vote Rating	R +5	R +32	



**2012 Presidential**

	Statewide	District
Republican Vote	46.1%	60.8%
Democratic Vote	51.5%	36.4%
Other Vote	2.4%	2.9%
Total Vote		68,723
Vote Rating	D +5	R +24

**2012 CU Regent-At-Large**

	Statewide	District
Republican Vote	44.4%	57.1%
Democratic Vote	47.4%	33.2%
Other Vote	8.1%	9.7%
Total Vote		62,359
Vote Rating	D +3	R +24

**2014 State Senate**

	District
Republican Vote	74.9%
Democratic Vote	0.0%
Other Vote	25.1%
Total Vote	51,914
Vote Rating	R +75

