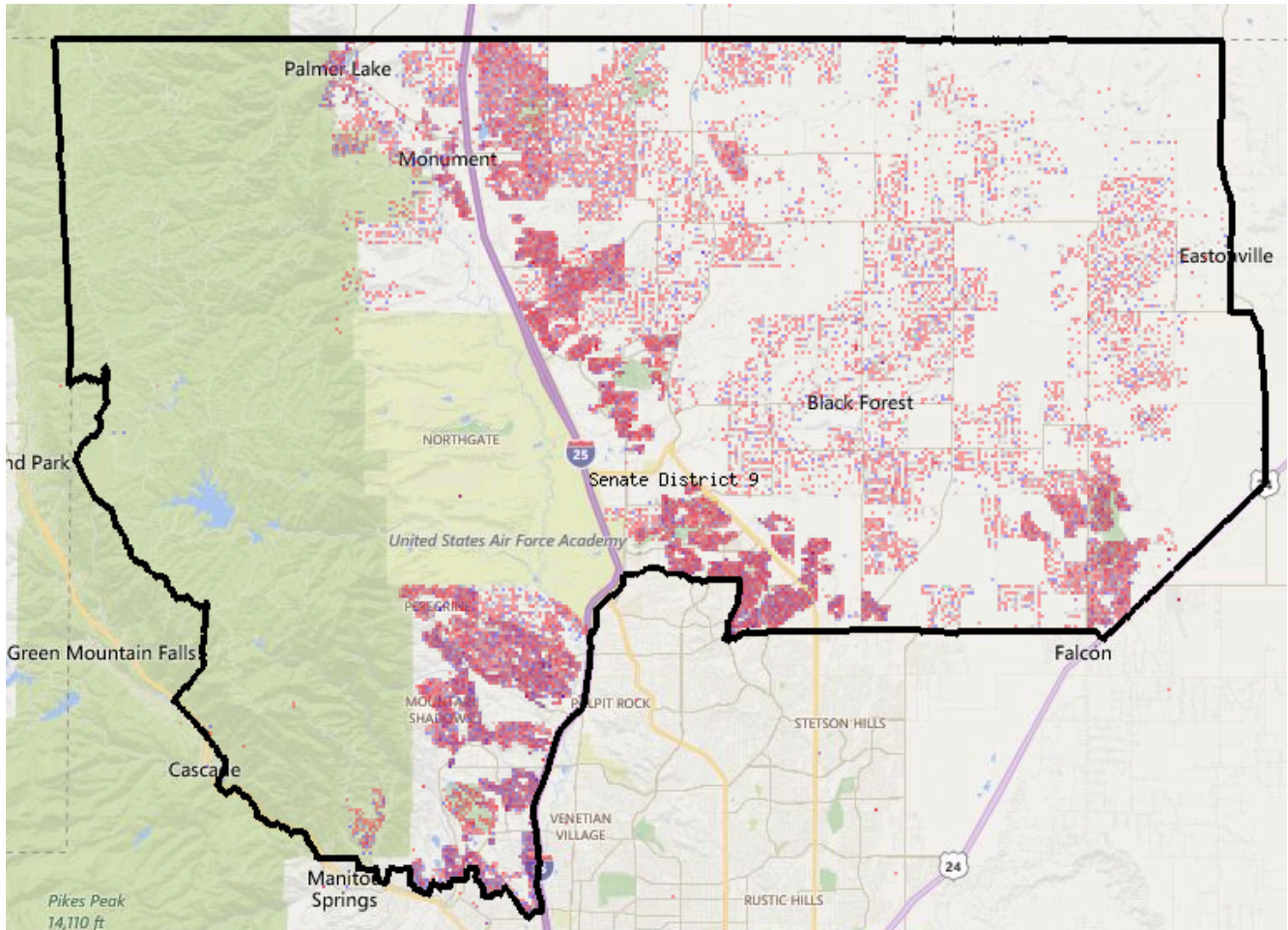





























State Senate District 9






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	46.6%	51,125 
Democratic	30.5%	12.6%	13,767 
Non-Partisan	36.6%	26.6%	29,190 
Total Registration			109,686
Partisan Advantage	R +1	R +34	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	12.9%	14,471 
Solid Republican	11.2%	21.6%	24,198 
Soft Republican	9.9%	13.5%	15,118 
Weak Republican	3.6%	1.5%	1,641 
Lean Republican Unaffiliated	5.2%	8.4%	9,420 
True Middle	16.1%	13.7%	15,413 
Lean Democrat Unaffiliated	13.2%	7.6%	8,564 
Weak Democrat	4.5%	0.7%	746 
Soft Democrat	8.0%	1.9%	2,082 
Solid Democrat	11.5%	7.0%	7,837 
Hard Democrat	5.5%	4.5%	5,021 
Libertarian	0.7%	0.7%	751 
American Constitution Party	0.2%	0.1%	168 
Green	0.3%	0.1%	140 
Not Included in Segmentation	5.1%	5.9%	6,637 
Total			112,207
Partisan Advantage	D +8	R +36	
Total Likely Voters	2,157,995	72,226	














<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	58.4%	42,211 
Democratic	33.0%	15.0%	10,823 
Non-Partisan	29.3%	25.5%	18,436 
Libertarian	0.7%	0.7%	519 
Green	0.3%	0.1%	97 
Constitution	0.2%	0.2%	137 
Other	0.0%	0.0%	3 
Partisan Advantage	R +3	R +43	







<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	51.9%	37,506 
M	47.1%	48.1%	34,720 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	63.1%	45,603 
Non-Traditional	9.4%	6.3%	4,556 
Single or Unknown	42.8%	30.6%	22,067 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	6.8%	4,915

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	8.3%	5,996 
30 to 39	14.7%	10.5%	7,574 
40 to 49	17.7%	18.8%	13,582 
50 to 69	42.7%	49.0%	35,386 
70 and over	16.4%	13.4%	9,683 







<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.3%	243 
Catholic	12.1%	11.7%	8,462 
Christian	0.5%	0.6%	467 
Eastern Orthodox	0.3%	0.4%	305 
Greek Orthodox	0.1%	0.1%	87 
Hindu	0.1%	0.1%	101 
Islamic	0.2%	0.2%	117 
Jewish	4.8%	4.3%	3,112 
Lutheran	0.0%	0.0%	27 
Protestant	31.8%	36.6%	26,460 
Shinto	0.2%	0.2%	118 
Sikh	0.0%	0.0%	4 
Unknown	49.4%	45.3%	32,723 

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	1.5%	1,104 
European	75.6%	81.1%	58,562 
Hispanic and Portuguese	9.5%	4.8%	3,472 
Likely African-American	1.0%	0.5%	356 
Other	1.2%	1.2%	864 
Unknown	11.1%	10.9%	7,868 




<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	17.0%	12,297 
3	16.4%	15.4%	11,135 
4	28.1%	26.8%	19,361 
5	11.9%	11.5%	8,333 
6	9.0%	9.2%	6,613 
7	8.4%	8.6%	6,247 
8	8.3%	11.4%	8,240 

<u>County</u>	<u>Statewide</u>	<u>District</u>	
El Paso	11.0%	100.0%	72,226








Household Voter Count

	<u>Statewide</u>	<u>District</u>	
1	25.0%	14.2%	10,244 
2	53.4%	55.8%	40,297 
3	15.9%	20.6%	14,879 
4	4.6%	7.4%	5,350 
5	0.9%	1.6%	1,127 
6+	0.2%	0.5%	329 














Household Gender Composition

	<u>Statewide</u>	<u>District</u>	
Female Only Household	18.0%	10.5%	7,548 
Male Only Household	12.7%	7.1%	5,097 
Mixed Gender Household	69.3%	82.5%	59,581 








Household Party Composition













	<u>Statewide</u>	<u>District</u>	
Democratic	23.5%	8.7%	6,298 
Democratic & Independent	11.8%	6.4%	4,646 
Democratic & Republican	5.1%	4.8%	3,482 
Democratic & Republican & Ind	1.4%	1.5%	1,112 
Independent	19.9%	15.9%	11,480 
Republican	26.6%	44.1%	31,867 
Republican & Independent	11.8%	18.5%	13,341 











Estimated Income Range




	<u>Statewide</u>	<u>District</u>	
\$1,000-\$14,999	2.4%	1.7%	1,208 
\$15,000-\$24,999	3.8%	2.4%	1,731 
\$25,000-\$34,999	5.0%	2.0%	1,443 
\$35,000-\$49,999	9.7%	3.6%	2,622 
\$50,000-\$74,999	23.5%	11.0%	7,913 
\$75,000-\$99,999	21.0%	24.5%	17,698 
\$100,000-\$124,999	14.4%	25.8%	18,626 
\$125,000-\$149,999	6.7%	11.3%	8,150 
\$150,000-\$174,999	3.0%	4.8%	3,461 
\$175,000-\$199,999	2.4%	4.1%	2,985 
\$200,000-\$249,999	1.9%	3.3%	2,360 
\$250,000 and up	2.4%	3.9%	2,793 
Unknown	3.9%	1.7%	1,236 

































Education

	<u>Statewide</u>	<u>District</u>	
Graduate Degree	8.0%	24.1%	17,418 
Bachelor Degree	19.7%	27.3%	19,738 
Some College	17.5%	13.2%	9,532 
Vo Tech Degree	0.2%	0.1%	57 
High School Diploma	23.9%	9.0%	6,491 
Less than HS Diploma	2.0%	0.6%	406 
Unknown	28.7%	25.7%	18,584 

<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.0%	33
Clerical/Office	2.2%	2.0%	1,460 
Computer Professional	0.2%	0.3%	193 
Creative Arts	0.0%	0.0%	12
Education	0.6%	0.7%	496 
Engineering	0.5%	0.5%	380 
Financial Services	2.0%	3.0%	2,140 
Food Services	0.0%	0.0%	15
Legal	0.2%	0.2%	156 
Maintenance Services	0.0%	0.0%	11
Management	3.7%	4.5%	3,247 
Manufacturing	1.4%	0.8%	591 
Medical	4.1%	5.3%	3,829 
Military	0.3%	0.7%	529 
Other	5.0%	4.8%	3,474 
Sales/Marketing	0.0%	0.0%	13
Scientific	0.0%	0.0%	6
Skilled Trades	2.1%	1.6%	1,182 
Unknown	77.5%	75.4%	54,459

<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	0.1%	63
\$20K to \$49K	0.7%	0.1%	83
\$50K to \$99K	3.2%	0.4%	308
\$100K to \$149K	6.8%	1.6%	1,128 
\$150K to \$174K	5.6%	1.6%	1,161 
\$175K to \$199K	6.5%	2.4%	1,755 
\$200K to \$249K	14.0%	5.6%	4,014 
\$250K to \$299K	13.0%	11.6%	8,357 
\$300K to \$399K	19.2%	32.9%	23,780 
\$400K to \$499K	11.0%	20.8%	15,005 
\$500K to \$749K	10.3%	16.1%	11,646 
\$750K to \$999K	2.9%	3.5%	2,551 
\$1M+	2.1%	1.5%	1,082 

<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	2
Apartment/Group Living	14.9%	7.1%	5,143 
Condominium	2.5%	0.8%	612
Duplex	0.4%	0.1%	100
Mobile Home	0.6%	0.1%	62
Residential	60.2%	72.7%	52,498 
Triplex	0.8%	0.2%	114
Unknown	20.5%	19.0%	13,695 

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	1.5%	1,095 
Aging of Aquarius	8.1%	16.2%	11,682 
American Royalty	2.1%	1.7%	1,249 
Asian Achievers	0.0%	0.0%	0
Babies and Bliss	3.1%	6.8%	4,926 
Birkenstocks and Beemers	1.9%	3.1%	2,210 
Blue Collar Comfort	0.6%	0.1%	101 
Bohemian Groove	1.8%	0.5%	378 
Boomers and Boomerangs	2.5%	4.7%	3,430 
Booming and Consuming	0.5%	0.1%	57 
Ciudad Strivers	0.2%	0.0%	0
Colleges and Cafes	0.8%	0.0%	0
Countrified Pragmatics	0.2%	0.0%	6 
Couples with Clout	1.0%	1.0%	722 
Cul de Sac Diversity	1.9%	2.2%	1,597 
Dare to Dream	0.8%	0.0%	13 
Destination Recreation	0.3%	0.1%	108 
Diapers and Debit Cards	0.5%	0.0%	6 
Digital Dependents	3.1%	1.1%	808 
Enduring Hardships	0.0%	0.0%	5 
Everyday Moderates	1.8%	0.1%	106 
Families Matter Most	0.9%	0.4%	290 
Family Fun-tastic	1.1%	1.1%	815 
Family Troopers	0.9%	0.2%	161 
Fast Track Couples	3.8%	5.2%	3,734 
Footloose and Family Free	0.2%	0.0%	0
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.2%	148 
Full Steam Ahead	0.3%	0.1%	79 
Generational Soup	5.3%	23.2%	16,790 
Golf Carts and Gourmets	0.3%	0.4%	280 
Gospel and Grits	0.0%	0.0%	4 
Gotham Blend	0.0%	0.0%	3 
Hard Times	0.1%	0.0%	0
Hispanic Harmony	1.2%	0.0%	4 
Homemade Happiness	0.9%	0.0%	4 
Hope for Tomorrow	0.0%	0.0%	0
Humble Beginnings	0.1%	0.0%	0
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	3.0%	2,181 
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%	1.3%	947 
Nuevo Horizons	0.9%	0.0%	0

Picture Perfect Families	0.6%	1.4%	1,034
Platinum Prosperity	1.1%	1.8%	1,326
Progressive Potpourri	0.7%	0.0%	0
Reaping Rewards	2.3%	2.8%	2,011
Red White and Bluegrass	0.3%	0.0%	0
Rolling the Dice	0.8%	0.1%	69
Rooted Flower Power	4.9%	1.9%	1,344
Rural Escape	1.0%	0.0%	9
Senior Discounts	1.5%	0.3%	219
Settled and Sensible	0.9%	0.0%	8
Settled in Suburbia	0.8%	0.3%	221
Silver Sophisticates	5.0%	9.1%	6,544
Small Town Shallow Pockets	0.7%	0.0%	1
Soul Survivors	0.1%	0.0%	0
Soulful Spenders	0.8%	0.0%	8
Sports Utility Families	0.8%	0.7%	534
Status Seeking Singles	2.4%	0.5%	342
Stockcards and State Parks	0.6%	0.0%	24
Striving Single Scene	2.5%	0.6%	419
Town Elders	2.6%	0.6%	424
True Grit Americans	0.6%	0.0%	2
Unspoiled Splendor	3.0%	0.9%	665
Urban Ambition	0.3%	0.0%	0
Urban Edge	0.8%	0.0%	7
Wired for Success	1.0%	1.5%	1,105
Work Hard Pray Hard	0.0%	0.0%	0

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	10.2%	7,379

<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	0.0%	0
1	7.2%	0.0%	3
2	7.5%	0.8%	580
3	8.1%	1.7%	1,194
4	8.8%	0.7%	472
5	9.7%	1.2%	850
6	10.7%	6.2%	4,460
7	10.9%	21.2%	15,347
8	12.0%	25.8%	18,634
9	13.0%	39.8%	28,715

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

DMA Zones

	Statewide	District	
Albuquerque-Santa Fe, NM	1.6%	0.0%	0
Colorado Sprgs et al, CO	16.6%	99.7%	72,039
Denver, CO	78.2%	0.3%	187
Grand Junction et al, CO	3.6%	0.0%	0

Election History**2014 US Senate**

	Statewide	District	
Republican Vote	48.2%	70.6%	50,613
Democratic Vote	46.3%	25.4%	18,219
Other Vote	5.5%	4.0%	2,900
Total Vote			71,732
Vote Rating	R +2	R +45	

2014 Governor

	Statewide	District	
Republican Vote	46.0%	68.7%	49,243
Democratic Vote	49.3%	27.8%	19,911
Other Vote	4.8%	3.5%	2,477
Total Vote			71,631
Vote Rating	D +3	R +41	

2014 Attorney General

	Statewide	District	
Republican Vote	51.4%	72.3%	49,707
Democratic Vote	42.4%	22.8%	15,698
Other Vote	6.2%	4.8%	3,304
Total Vote			68,709
Vote Rating	R +9	R +49	




2014 Secretary of State

	Statewide	District	
Republican Vote	47.3%	72.8%	50,512
Democratic Vote	45.0%	21.3%	14,757
Other Vote	7.7%	5.9%	4,088
Total Vote			69,357
Vote Rating	R +2	R +52	




2014 Treasurer

	Statewide	District	
Republican Vote	49.9%	71.8%	49,350
Democratic Vote	44.9%	23.9%	16,415
Other Vote	5.2%	4.4%	2,994
Total Vote			68,759
Vote Rating	R +5	R +48	


2012 Presidential

	Statewide	District	
Republican Vote	46.1%	69.7%	58,738 
Democratic Vote	51.5%	28.3%	23,875 
Other Vote	2.4%	1.9%	1,627 
Total Vote			84,240
Vote Rating	D +5	R +41	

2012 CU Regent-At-Large

	Statewide	District	
Republican Vote	44.4%	67.1%	50,793 
Democratic Vote	47.4%	25.9%	19,630 
Other Vote	8.1%	6.9%	5,251 
Total Vote			75,674
Vote Rating	D +3	R +41	

2014 State Senate

	Statewide	District	
Republican Vote		100.0%	53,867 
Democratic Vote		0.0%	
Other Vote		0.0%	
Total Vote			53,867
Vote Rating		R +100	