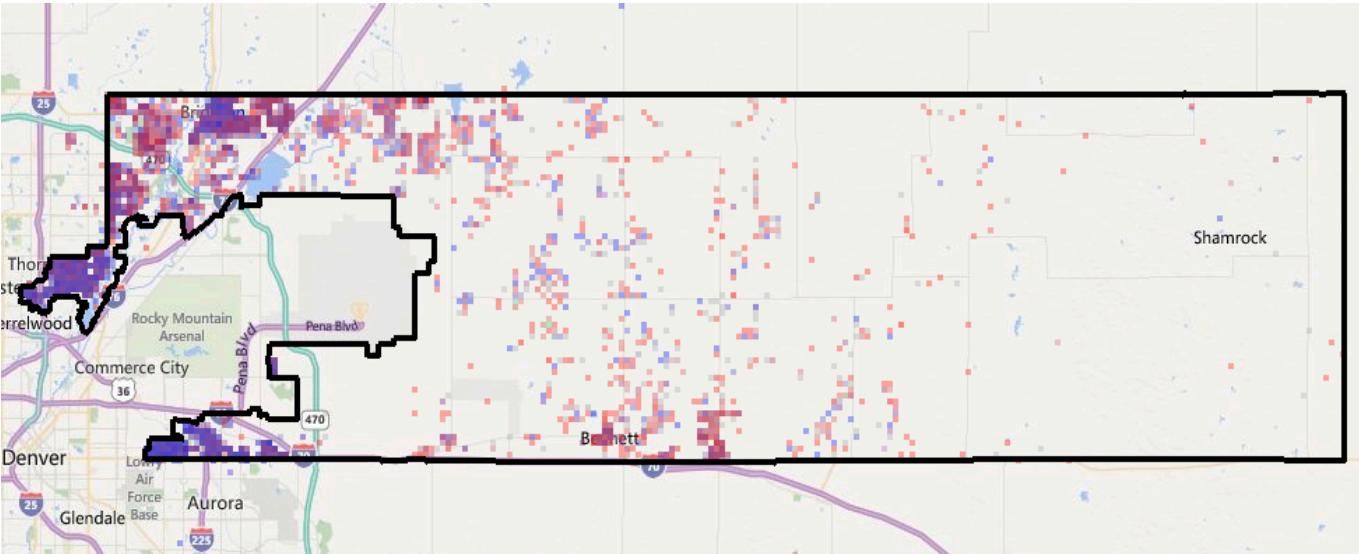















State Senate District 25
















<u>Registration</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Republican	17,538	23.2%	31.5%
Democratic	22,255	29.5%	30.5%
Non-Partisan	24,344	32.2%	36.6%
Total Registration	75,531		
Reg Rating	D +6		
















i360 Affinity Models - All Voters

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Total voters	72,859			
Political Affinity - Likely Conservative	20,026	27.5%	33.2%	
Likely Pro-Life	10,495	14.4%	15.9%	
Likely Traditional Marriage Supporter	7,256	10.0%	12.3%	
Likely Fiscal Conservative	16,197	22.2%	28.3%	
Likely Spending Conservative	15,090	20.7%	26.6%	
Likely to Oppose Gov-run Healthcare	12,320	16.9%	17.1%	
Most Likely Democrat	12,150	16.7%	18.0%	
Likely Democrat	15,615	21.4%	17.5%	
Lean Democrat	11,552	15.9%	11.6%	
Likely Undecided	2,888	4.0%	5.2%	
Lean Republican	6,157	8.5%	8.7%	
Likely Republican	6,985	9.6%	10.2%	
Most Likely Republican	12,776	17.5%	22.3%	
Partisan Advantage	D +18			

i360 Affinity Models - Likely Voters

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Likely voters	52,181			
Political Affinity - Likely Conservative	17,900	34.3%	40.1%	
Likely Pro-Life	9,715	18.6%	20.0%	
Likely Traditional Marriage Supporter	7,090	13.6%	16.2%	
Likely Fiscal Conservative	14,976	28.7%	35.0%	
Likely Spending Conservative	14,526	27.8%	34.5%	
Likely to Oppose Gov-run Healthcare	11,488	22.0%	21.4%	
Most Likely Democrat	10,763	20.6%	22.1%	
Likely Democrat	10,656	20.4%	16.7%	
Lean Democrat	6,605	12.7%	9.6%	
Likely Undecided	1,536	2.9%	3.3%	
Lean Republican	4,887	9.4%	9.0%	
Likely Republican	5,133	9.8%	9.6%	
Most Likely Republican	12,593	24.1%	29.7%	
Partisan Advantage	D +10	-10.4%		







Voter Segmentation

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Hard Republican	2,671	3.2%	5.0%	
Solid Republican	7,399	9.0%	11.2%	
Soft Republican	7,191	8.7%	9.9%	
Weak Republican	2,794	3.4%	3.6%	
Lean Republican Unaffiliated	3,441	4.2%	5.2%	
True Middle	14,208	17.3%	16.1%	
Lean Democrat Unaffiliated	11,961	14.5%	13.2%	
Weak Democrat	9,660	11.7%	4.5%	
Soft Democrat	11,302	13.7%	8.0%	
Solid Democrat	6,672	8.1%	11.5%	
Hard Democrat	132	0.2%	5.5%	
Libertarian	514	0.6%	0.7%	
American Constitution Party	218	0.3%	0.2%	
Green	135	0.2%	0.3%	
Not Included in Segmentation	3,948	4.8%	5.1%	
Total	82,246			
Partisan Advantage	D +20			



Total Likely Voters

44,593




Political Party

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Republican	13,976	31.3%	36.4%	
Democratic	16,198	36.3%	33.0%	
Non-Partisan	13,893	31.2%	29.3%	
Libertarian	317	0.7%	0.7%	
Green	77	0.2%	0.3%	
Constitution	132	0.3%	0.2%	
Other	0	0.0%	0.0%	

Gender






	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
F	23,716	53.2%	52.9%	
M	20,877	46.8%	47.1%	












Marital Status







	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Married	20,801	46.6%	47.9%	
Single or Unknown	3,787	8.5%	42.8%	
Non-Traditional	20,005	44.9%	9.4%	








Veteran


	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Yes	1,960	4.4%	4.1%

<u>Age Range</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
18 to 29	3,654	8.2%	8.4%	
30 to 39	7,510	16.8%	14.7%	
40 to 49	8,741	19.6%	17.7%	
50 to 69	18,663	41.9%	42.7%	
70 and over	6,021	13.5%	16.4%	







<u>Likely Religion</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Unknown	21,901	49.1%	49.4%	
Protestant	13,380	30.0%	31.8%	
Catholic	6,896	15.5%	12.1%	
Jewish	1,657	3.7%	4.8%	
Christian	172	0.4%	0.5%	
Eastern Orthodox	99	0.2%	0.3%	
Buddhist	183	0.4%	0.3%	
Islamic	103	0.2%	0.2%	
Shinto	122	0.3%	0.2%	
Hindu	42	0.1%	0.1%	
Greek Orthodox	28	0.1%	0.1%	

<u>Ethnic Groupings</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
European	30,251	67.8%	75.6%	
Unknown	3,900	8.7%	11.1%	
Hispanic and Portuguese	8,705	19.5%	9.5%	
East and South Asian	802	1.8%	1.5%	
Other	429	1.0%	1.2%	
Likely African-American	506	1.1%	1.0%	




<u>Voting Frequency</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
2	9,560	21.4%	18.0%	
3	8,318	18.7%	16.4%	
4	12,780	28.7%	28.1%	
5	4,662	10.5%	11.9%	
6	3,341	7.5%	9.0%	
7	2,948	6.6%	8.4%	
8	2,984	6.7%	8.3%	

<u>County</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Adams	44,593	100.0%	6.7%	








Household Voter Count

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
1	11,103	24.9%	25.0%	
2	23,686	53.1%	53.4%	
3	7,475	16.8%	15.9%	
4	1,796	4.0%	4.6%	
5	450	1.0%	0.9%	
6+	83	0.2%	0.2%	














Household Gender Composition

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Female Only Household	8,237	18.5%	18.0%	
Male Only Household	5,754	12.9%	12.7%	
Mixed Gender Household	30,600	68.6%	69.3%	








Household Party Composition

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Republican	9,944	22.3%	26.6%	
Democratic	11,695	26.2%	23.5%	
Independent	9,678	21.7%	19.9%	
Republican & Independent	5,001	11.2%	11.8%	
Democratic & Independent	5,631	12.6%	11.8%	
Democratic & Republican	2,084	4.7%	5.1%	
Democratic & Republican & Ind	560	1.3%	1.4%	



















Estimated Income Range

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
\$1,000-\$14,999	860	1.9%	2.4%	
\$15,000-\$24,999	1,912	4.3%	3.8%	
\$25,000-\$34,999	2,549	5.7%	5.0%	
\$35,000-\$49,999	5,456	12.2%	9.7%	
\$50,000-\$74,999	12,578	28.2%	23.5%	
\$75,000-\$99,999	10,781	24.2%	21.0%	
\$100,000-\$124,999	5,933	13.3%	14.4%	
\$125,000-\$149,999	1,783	4.0%	6.7%	
\$150,000-\$174,999	1,077	2.4%	3.0%	
\$175,000-\$199,999	235	0.5%	2.4%	
\$200,000-\$249,999	336	0.8%	1.9%	
\$250,000 and up	466	1.0%	2.4%	
Unknown	627	1.4%	3.9%	














Education

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Graduate Degree	3,311	7.4%	14.3%	
Bachelor Degree	8,659	19.4%	23.6%	
Some College	7,450	16.7%	14.2%	
Vo Tech Degree	95	0.2%	0.1%	
High School Diploma	10,059	22.6%	14.6%	
Less than HS Diploma	1,474	3.3%	1.8%	
Unknown	13,545	30.4%	31.3%	

Occupation Industry

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
Civil Servant	40	0.1%	0.1%	
Clerical/Office	1,136	2.5%	2.2%	
Computer Professional	88	0.2%	0.2%	
Creative Arts	4	0.0%	0.0%	
Education	210	0.5%	0.6%	
Engineering	99	0.2%	0.5%	
Financial Services	582	1.3%	2.0%	
Food Services	33	0.1%	0.0%	
Legal	26	0.1%	0.2%	
Maintenance Services	34	0.1%	0.0%	
Management	1,718	3.9%	3.7%	
Manufacturing	968	2.2%	1.4%	
Medical	1,403	3.1%	4.1%	
Military	141	0.3%	0.3%	
Other	2,224	5.0%	5.0%	
Sales/Marketing	12	0.0%	0.0%	
Scientific	2	0.0%	0.0%	
Skilled Trades	1,212	2.7%	2.1%	
Unknown	34,661	77.7%	77.5%	

Estimated Home Value Range

	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>	
\$0K to \$19K	489	1.1%	0.6%	
\$20K to \$49K	1,026	2.3%	0.7%	
\$50K to \$99K	1,556	3.5%	3.2%	
\$100K to \$149K	5,698	12.8%	6.8%	
\$150K to \$174K	4,543	10.2%	5.6%	
\$175K to \$199K	3,435	7.7%	6.5%	
\$200K to \$249K	8,487	19.0%	14.0%	
\$250K to \$299K	5,629	12.6%	13.0%	
\$300K to \$399K	7,824	17.5%	19.2%	
\$400K to \$499K	2,597	5.8%	11.0%	
\$500K to \$749K	2,166	4.9%	10.3%	
\$750K to \$999K	366	0.8%	2.9%	
\$1M+	166	0.4%	2.1%	

<u>Property Type</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Agricultural	0	0.0%	0.0%
Apartment/Group Living	5,820	13.1%	14.9%
Condominium	981	2.2%	2.5%
Duplex	60	0.1%	0.4%
Mobile Home	729	1.6%	0.6%
Residential	27,904	62.6%	60.2%
Triplex	130	0.3%	0.8%
Unknown	8,969	20.1%	20.5%









<u>Lifestyles by Neighborhood</u>	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Aging in Place	451	1.0%	3.4%
Aging of Aquarius	1,227	2.8%	8.1%
American Royalty	0	0.0%	2.1%
Asian Achievers	0	0.0%	0.0%
Babies and Bliss	2,492	5.6%	3.1%
Birkenstocks and Beemers	828	1.9%	1.9%
Blue Collar Comfort	326	0.7%	0.6%
Bohemian Groove	129	0.3%	1.8%
Boomers and Boomerangs	2,567	5.8%	2.5%
Booming and Consuming	0	0.0%	0.5%
Ciudad Strivers	427	1.0%	0.2%
Colleges and Cafes	0	0.0%	0.8%
Countrified Pragmatics	281	0.6%	0.2%
Couples with Clout	219	0.5%	1.0%
Cul de Sac Diversity	3,040	6.8%	1.9%
Dare to Dream	1,207	2.7%	0.8%
Destination Recreation	79	0.2%	0.3%
Diapers and Debit Cards	116	0.3%	0.5%
Digital Dependents	1,258	2.8%	3.1%
Enduring Hardships	9	0.0%	0.0%
Everyday Moderates	3,136	7.0%	1.8%
Families Matter Most	674	1.5%	0.9%
Family Fun-tastic	55	0.1%	1.1%
Family Troopers	1,163	2.6%	0.9%
Fast Track Couples	4,211	9.4%	3.8%
Footloose and Family Free	59	0.1%	0.2%
Fragile Families	1	0.0%	0.0%
Full Pockets Empty Nests	0	0.0%	2.3%
Full Steam Ahead	175	0.4%	0.3%
Generational Soup	641	1.4%	5.3%
Golf Carts and Gourmets	0	0.0%	0.3%
Gospel and Grits	60	0.1%	0.0%

Gotham Blend	1	0.0%	0.0%
Hard Times	50	0.1%	0.1%
Hispanic Harmony	4,373	9.8%	1.2%
Homemade Happiness	86	0.2%	0.9%
Hope for Tomorrow	66	0.1%	0.0%
Humble Beginnings	231	0.5%	0.1%
Jet Set Urbanites	0	0.0%	0.1%
Kids and Cabernet	84	0.2%	1.5%
Latin Flair	270	0.6%	0.3%
Meager Metro Means	14	0.0%	0.0%
Metro Fusion	0	0.0%	0.1%
No Place like Home	285	0.6%	2.8%
Nuevo Horizons	1,682	3.8%	0.9%
Picture Perfect Families	62	0.1%	0.6%
Platinum Prosperity	67	0.2%	1.1%
Progressive Potpourri	500	1.1%	0.7%
Reaping Rewards	558	1.3%	2.3%
Red White and Bluegrass	71	0.2%	0.3%
Rolling the Dice	716	1.6%	0.8%
Rooted Flower Power	3,140	7.0%	4.9%
Rural Escape	94	0.2%	1.0%
Senior Discounts	449	1.0%	1.5%
Settled and Sensible	143	0.3%	0.9%
Settled in Suburbia	70	0.2%	0.8%
Silver Sophisticates	17	0.0%	5.0%
Small Town Shallow Pockets	109	0.2%	0.7%
Soul Survivors	53	0.1%	0.1%
Soulful Spenders	346	0.8%	0.8%
Sports Utility Families	940	2.1%	0.8%
Status Seeking Singles	146	0.3%	2.4%
Stockcards and State Parks	662	1.5%	0.6%
Striving Single Scene	219	0.5%	2.5%
Town Elders	1,343	3.0%	2.6%
True Grit Americans	26	0.1%	0.6%
Unspoiled Splendor	1,876	4.2%	3.0%
Urban Ambition	60	0.1%	0.3%
Urban Edge	0	0.0%	0.8%
Wired for Success	26	0.1%	1.0%
Work Hard Pray Hard	1	0.0%	0.0%

Gun Owner


	<u>Count</u>	<u>Percent</u>	<u>Statewide</u>
Yes	6,555	14.7%	14.9%

Social Economic Ladder (ISPSA)

	Count	Percent	Statewide	
0	7,091	15.9%	5.7%	
1	7,463	16.7%	7.2%	
2	3,374	7.6%	7.5%	
3	4,769	10.7%	8.1%	
4	5,852	13.1%	8.8%	
5	6,846	15.4%	9.7%	
6	2,097	4.7%	10.7%	
7	6,141	13.8%	10.9%	
8	17	0.0%	12.0%	
9	17	0.0%	13.0%	




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

DMA Zones




	Count	Percent	Statewide	
Albuquerque-Santa Fe, NM	0	0.0%	1.6%	
Colorado Sprgs et al, CO	0	0.0%	16.6%	
Denver, CO	44,593	100.0%	78.2%	
Grand Junction et al, CO	0	0.0%	3.6%	

Election History




2014 US Senate

Republican Vote	19,501	48.0%	48.2%	
Democratic Vote	17,952	44.2%	46.3%	
Other Vote	3,158	7.8%	5.5%	
Total Vote	40,611			
Vote Rating	R +4			




2014 Governor

Republican Vote	19,421	47.8%	46.0%	
Democratic Vote	18,909	46.6%	49.3%	
Other Vote	2,275	5.6%	4.8%	
Total Vote	40,605			
Vote Rating	R +1			




2014 Attorney General

Republican Vote	19,970	51.1%	51.4%	
Democratic Vote	16,362	41.9%	42.4%	
Other Vote	2,748	7.0%	6.2%	
Total Vote	39,080			
Vote Rating	R +9			




2014 Secretary of State

Republican Vote	17,929	45.7%	47.3%	
Democratic Vote	17,718	45.1%	45.0%	
Other Vote	3,610	9.2%	7.7%	
Total Vote	39,257			
Vote Rating	R +1			




2014 Treasurer

Republican Vote	19,215	49.0%	49.9%	
Democratic Vote	17,648	45.0%	44.9%	
Other Vote	2,350	6.0%	5.2%	
Total Vote	39,213			
Vote Rating	R +4			

2012 Presidential

Republican Vote	22,749	42.2%	46.1%	
Democratic Vote	29,752	55.2%	51.5%	
Other Vote	1,405	2.6%	2.4%	
Total Vote	53,906			
Vote Rating	D +13			

2012 CU Regent-At-Large

Republican Vote	19,305	39.7%	44.4%	
Democratic Vote	24,971	51.3%	47.4%	
Other Vote	4,365	9.0%	8.1%	
Total Vote	48,641			
Vote Rating	D +12			