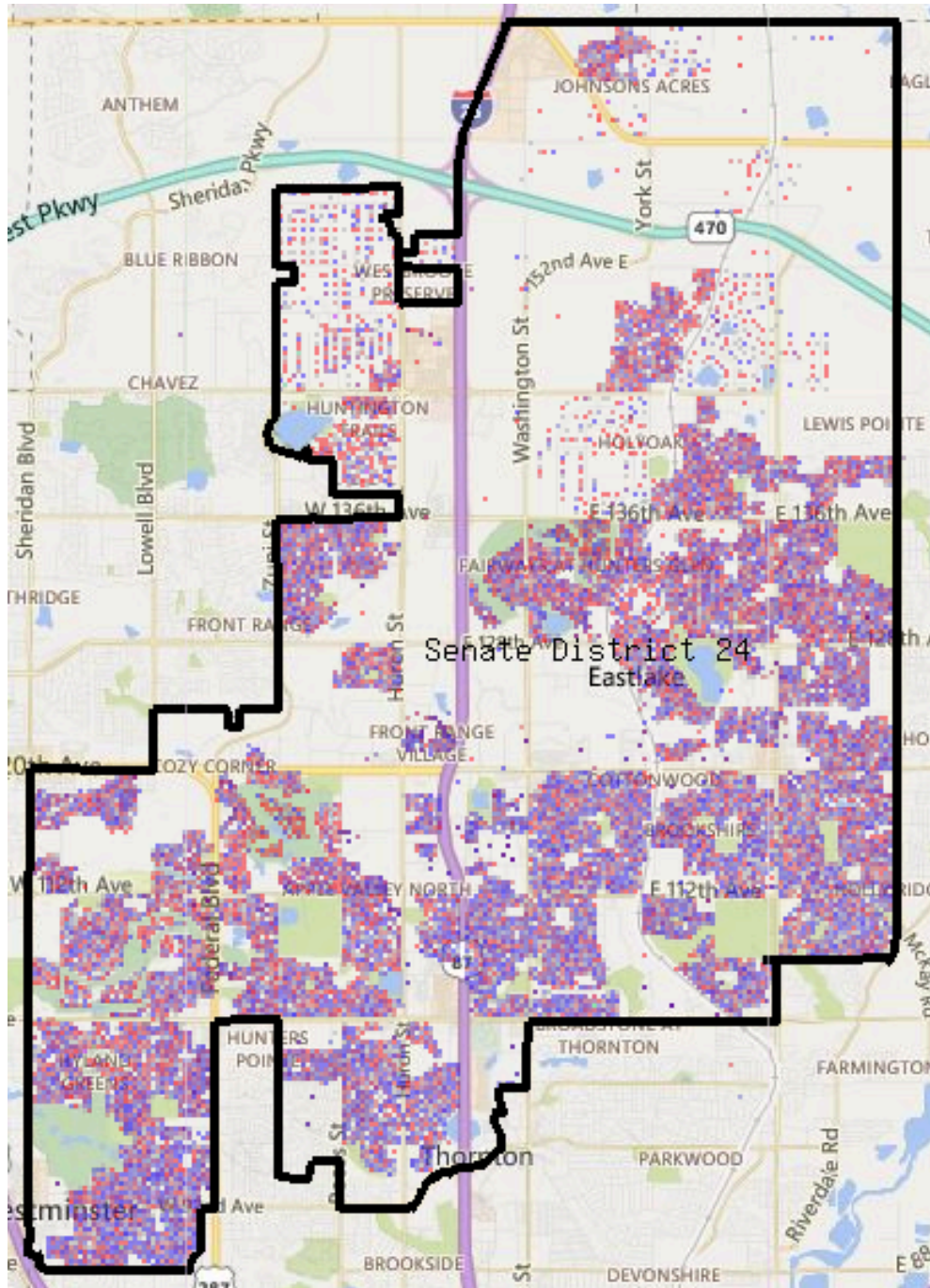


























State Senate District 24






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	25.6%	23,817
Democratic	30.5%	27.9%	25,891
Non-Partisan	36.6%	32.4%	30,067
Total Registration			92,898
Partisan Advantage	R +1	D +2	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	3.1%	3,148 
Solid Republican	11.2%	8.9%	8,948 
Soft Republican	9.9%	11.2%	11,249 
Weak Republican	3.6%	4.3%	4,367 
Lean Republican Unaffiliated	5.2%	4.3%	4,348 
True Middle	16.1%	18.8%	18,887 
Lean Democrat Unaffiliated	13.2%	13.4%	13,510 
Weak Democrat	4.5%	6.8%	6,837 
Soft Democrat	8.0%	11.4%	11,464 
Solid Democrat	11.5%	11.7%	11,800 
Hard Democrat	5.5%	1.1%	1,074 
Libertarian	0.7%	0.6%	648 
American Constitution Party	0.2%	0.2%	171 
Green	0.3%	0.1%	149 
Not Included in Segmentation	5.1%	3.9%	3,972 
Total			100,572
Partisan Advantage	D +8	D +13	
Total Likely Voters	2,157,995	59,606	














<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	32.3%	19,268 
Democratic	33.0%	34.5%	20,539 
Non-Partisan	29.3%	32.1%	19,147 
Libertarian	0.7%	0.7%	434 
Green	0.3%	0.1%	88 
Constitution	0.2%	0.2%	129 
Other	0.0%	0.0%	1 
Partisan Advantage	R +3	D +2	







<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	53.6%	31,953 
M	47.1%	46.4%	27,653 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	50.4%	30,066 
Non-Traditional	9.4%	8.8%	5,275 
Single or Unknown	42.8%	40.7%	24,265 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	4.3%	2,585

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	7.8%	4,676 
30 to 39	14.7%	16.2%	9,679 
40 to 49	17.7%	20.3%	12,118 
50 to 69	42.7%	41.5%	24,759 
70 and over	16.4%	14.0%	8,371 







<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.6%	365 
Catholic	12.1%	15.4%	9,206 
Christian	0.5%	0.5%	312 
Eastern Orthodox	0.3%	0.3%	192 
Greek Orthodox	0.1%	0.1%	70 
Hindu	0.1%	0.1%	87 
Islamic	0.2%	0.3%	150 
Jewish	4.8%	4.3%	2,534 
Lutheran	0.0%	0.0%	11 
Protestant	31.8%	32.6%	19,420 
Shinto	0.2%	0.3%	159 
Sikh	0.0%	0.0%	5 
Unknown	49.4%	45.5%	27,095 

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	2.2%	1,340 
European	75.6%	72.1%	42,981 
Hispanic and Portuguese	9.5%	13.9%	8,265 
Likely African-American	1.0%	0.5%	274 
Other	1.2%	1.2%	721 
Unknown	11.1%	10.1%	6,025 




<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	18.9%	11,240 
3	16.4%	17.6%	10,496 
4	28.1%	30.7%	18,285 
5	11.9%	10.4%	6,226 
6	9.0%	7.9%	4,706 
7	8.4%	6.8%	4,080 
8	8.3%	7.7%	4,573 

<u>County</u>	<u>Statewide</u>	<u>District</u>	
Adams	6.7%	100.0%	59,606








Household Voter Count

	Statewide	District	
1	25.0%	22.2%	13,211 
2	53.4%	53.8%	32,071 
3	15.9%	17.6%	10,497 
4	4.6%	5.3%	3,164 
5	0.9%	1.0%	570 
6+	0.2%	0.2%	93 














Household Gender Composition

	Statewide	District	
Female Only Household	18.0%	17.1%	10,204 
Male Only Household	12.7%	10.9%	6,471 
Mixed Gender Household	69.3%	72.0%	42,930 








Household Party Composition

	Statewide	District	
Democratic	23.5%	23.9%	14,234 
Democratic & Independent	11.8%	13.3%	7,911 
Democratic & Republican	5.1%	5.4%	3,192 
Democratic & Republican & Ind	1.4%	1.6%	963 
Independent	19.9%	21.6%	12,874 
Republican	26.6%	22.4%	13,347 
Republican & Independent	11.8%	11.9%	7,085 

Estimated Income Range

	Statewide	District	
\$1,000-\$14,999	2.4%	1.4%	812 
\$15,000-\$24,999	3.8%	2.5%	1,516 
\$25,000-\$34,999	5.0%	3.8%	2,248 
\$35,000-\$49,999	9.7%	6.7%	3,997 
\$50,000-\$74,999	23.5%	23.8%	14,193 
\$75,000-\$99,999	21.0%	28.9%	17,250 
\$100,000-\$124,999	14.4%	17.9%	10,645 
\$125,000-\$149,999	6.7%	6.4%	3,816 
\$150,000-\$174,999	3.0%	3.4%	2,038 
\$175,000-\$199,999	2.4%	1.3%	765 
\$200,000-\$249,999	1.9%	1.5%	904 
\$250,000 and up	2.4%	1.8%	1,053 
Unknown	3.9%	0.6%	369 



































Education



















	Statewide	District	
Graduate Degree	8.0%	12.0%	7,141 
Bachelor Degree	19.7%	24.0%	14,333 
Some College	17.5%	15.4%	9,191 
Vo Tech Degree	0.2%	0.2%	97 
High School Diploma	23.9%	18.6%	11,068 
Less than HS Diploma	2.0%	2.3%	1,378 
Unknown	28.7%	27.5%	16,398 

<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	55
Clerical/Office	2.2%	2.8%	1,656
Computer Professional	0.2%	0.2%	115
Creative Arts	0.0%	0.0%	7
Education	0.6%	0.6%	357
Engineering	0.5%	0.4%	259
Financial Services	2.0%	2.0%	1,167
Food Services	0.0%	0.1%	42
Legal	0.2%	0.1%	66
Maintenance Services	0.0%	0.0%	19
Management	3.7%	4.5%	2,673
Manufacturing	1.4%	1.8%	1,049
Medical	4.1%	3.8%	2,236
Military	0.3%	0.2%	143
Other	5.0%	5.1%	3,037
Sales/Marketing	0.0%	0.0%	29
Scientific	0.0%	0.0%	13
Skilled Trades	2.1%	2.3%	1,376
Unknown	77.5%	76.0%	45,307











<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	0.4%	218
\$20K to \$49K	0.7%	0.7%	422
\$50K to \$99K	3.2%	0.8%	495
\$100K to \$149K	6.8%	5.9%	3,513
\$150K to \$174K	5.6%	4.8%	2,834
\$175K to \$199K	6.5%	8.0%	4,751
\$200K to \$249K	14.0%	19.9%	11,854
\$250K to \$299K	13.0%	16.1%	9,596
\$300K to \$399K	19.2%	23.2%	13,819
\$400K to \$499K	11.0%	10.6%	6,305
\$500K to \$749K	10.3%	6.7%	3,977
\$750K to \$999K	2.9%	1.7%	1,001
\$1M+	2.1%	0.9%	524

<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	0
Apartment/Group Living	14.9%	12.6%	7,489
Condominium	2.5%	3.0%	1,771
Duplex	0.4%	0.3%	204
Mobile Home	0.6%	0.8%	488
Residential	60.2%	64.5%	38,461
Triplex	0.8%	2.2%	1,290
Unknown	20.5%	16.6%	9,903

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	6.0%	3,569 
Aging of Aquarius	8.1%	9.0%	5,340 
American Royalty	2.1%	0.0%	26 
Asian Achievers	0.0%	0.0%	9 
Babies and Bliss	3.1%	7.5%	4,457 
Birkenstocks and Beemers	1.9%	1.3%	781 
Blue Collar Comfort	0.6%	2.0%	1,188 
Bohemian Groove	1.8%	1.4%	823 
Boomers and Boomerangs	2.5%	8.0%	4,794 
Booming and Consuming	0.5%	0.0%	0
Ciudad Strivers	0.2%	0.0%	17 
Colleges and Cafes	0.8%	0.0%	0
Countrified Pragmatics	0.2%	0.0%	0
Couples with Clout	1.0%	1.1%	654 
Cul de Sac Diversity	1.9%	5.3%	3,174 
Dare to Dream	0.8%	0.9%	533 
Destination Recreation	0.3%	0.1%	69 
Diapers and Debit Cards	0.5%	0.1%	84 
Digital Dependents	3.1%	3.8%	2,256 
Enduring Hardships	0.0%	0.0%	0
Everyday Moderates	1.8%	5.2%	3,070 
Families Matter Most	0.9%	1.1%	651 
Family Fun-tastic	1.1%	0.7%	392 
Family Troopers	0.9%	1.7%	989 
Fast Track Couples	3.8%	6.0%	3,556 
Footloose and Family Free	0.2%	0.1%	44 
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.7%	404 
Full Steam Ahead	0.3%	0.4%	255 
Generational Soup	5.3%	7.8%	4,671 
Golf Carts and Gourmets	0.3%	0.0%	2 
Gospel and Grits	0.0%	0.0%	0
Gotham Blend	0.0%	0.0%	2 
Hard Times	0.1%	0.1%	44 
Hispanic Harmony	1.2%	1.4%	858 
Homemade Happiness	0.9%	0.0%	0
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%	0.6%	352 
Latin Flair	0.3%	0.0%	22 
Meager Metro Means	0.0%	0.0%	0
Metro Fusion	0.1%	0.0%	2 
No Place like Home	2.8%	3.1%	1,840 
Nuevo Horizons	0.9%	0.7%	408 


Picture Perfect Families	0.6%	0.3%	171	
Platinum Prosperity	1.1%	1.2%	699	
Progressive Potpourri	0.7%	2.6%	1,564	
Reaping Rewards	2.3%	2.7%	1,599	
Red White and Bluegrass	0.3%	0.0%	0	
Rolling the Dice	0.8%	1.0%	605	
Rooted Flower Power	4.9%	4.9%	2,898	
Rural Escape	1.0%	0.0%	0	
Senior Discounts	1.5%	0.3%	175	
Settled and Sensible	0.9%	0.2%	105	
Settled in Suburbia	0.8%	1.1%	663	
Silver Sophisticates	5.0%	2.1%	1,246	
Small Town Shallow Pockets	0.7%	0.0%	0	
Soul Survivors	0.1%	0.0%	0	
Soulful Spenders	0.8%	0.0%	0	
Sports Utility Families	0.8%	0.1%	71	
Status Seeking Singles	2.4%	2.3%	1,346	
Stockcards and State Parks	0.6%	0.0%	0	
Striving Single Scene	2.5%	1.8%	1,059	
Town Elders	2.6%	1.3%	802	
True Grit Americans	0.6%	0.0%	0	
Unspoiled Splendor	3.0%	0.3%	154	
Urban Ambition	0.3%	0.0%	1	
Urban Edge	0.8%	0.0%	3	
Wired for Success	1.0%	1.1%	668	
Work Hard Pray Hard	0.0%	0.0%	0	

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	17.2%	10,236




<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	6.4%	3,806 
1	7.2%	6.7%	3,973 
2	7.5%	5.4%	3,237 
3	8.1%	11.0%	6,550 
4	8.8%	8.1%	4,827 
5	9.7%	16.1%	9,602 
6	10.7%	16.3%	9,742 
7	10.9%	16.0%	9,512 
8	12.0%	6.5%	3,881 
9	13.0%	6.8%	4,035 

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%	0.0%	0
Denver, CO	78.2%	100.0%	59,606 
Grand Junction et al, CO	3.6%	0.0%	0




Election History**2014 US Senate**

	Statewide	District	
Republican Vote	48.2%	47.4%	25,687 
Democratic Vote	46.3%	46.1%	24,969 
Other Vote	5.5%	6.5%	3,509 
Total Vote			54,165
Vote Rating	R +2	R +1	




2014 Governor

	Statewide	District	
Republican Vote	46.0%	46.3%	25,110 
Democratic Vote	49.3%	48.9%	26,485 
Other Vote	4.8%	4.8%	2,592 
Total Vote			54,187
Vote Rating	D +3	D +3	




2014 Attorney General

	Statewide	District	
Republican Vote	51.4%	50.2%	26,074 
Democratic Vote	42.4%	43.1%	22,397 
Other Vote	6.2%	6.7%	3,457 
Total Vote			51,928
Vote Rating	R +9	R +7	




2014 Secretary of State

	Statewide	District	
Republican Vote	47.3%	46.0%	24,013 
Democratic Vote	45.0%	46.3%	24,192 
Other Vote	7.7%	7.7%	4,012 
Total Vote			52,217
Vote Rating	R +2	D +0	




2014 Treasurer

	Statewide	District	
Republican Vote	49.9%	49.8%	25,926 
Democratic Vote	44.9%	44.7%	23,263 
Other Vote	5.2%	5.6%	2,907 
Total Vote			52,096
Vote Rating	R +5	R +5	



2012 Presidential

	Statewide	District	
Republican Vote	46.1%	44.2%	31,635 
Democratic Vote	51.5%	53.3%	38,192 
Other Vote	2.4%	2.5%	1,779 
Total Vote			71,606
Vote Rating	D +5	D +9	

2012 CU Regent-At-Large

	Statewide	District	
Republican Vote	44.4%	42.3%	27,152 
Democratic Vote	47.4%	49.5%	31,818 
Other Vote	8.1%	8.2%	5,247 
Total Vote			64,217
Vote Rating	D +3	D +7	

2014 State Senate

		District	
Republican Vote		50.9%	26,164 
Democratic Vote		49.1%	25,268 
Other Vote		0.0%	
Total Vote			51,432
Vote Rating		R +2	