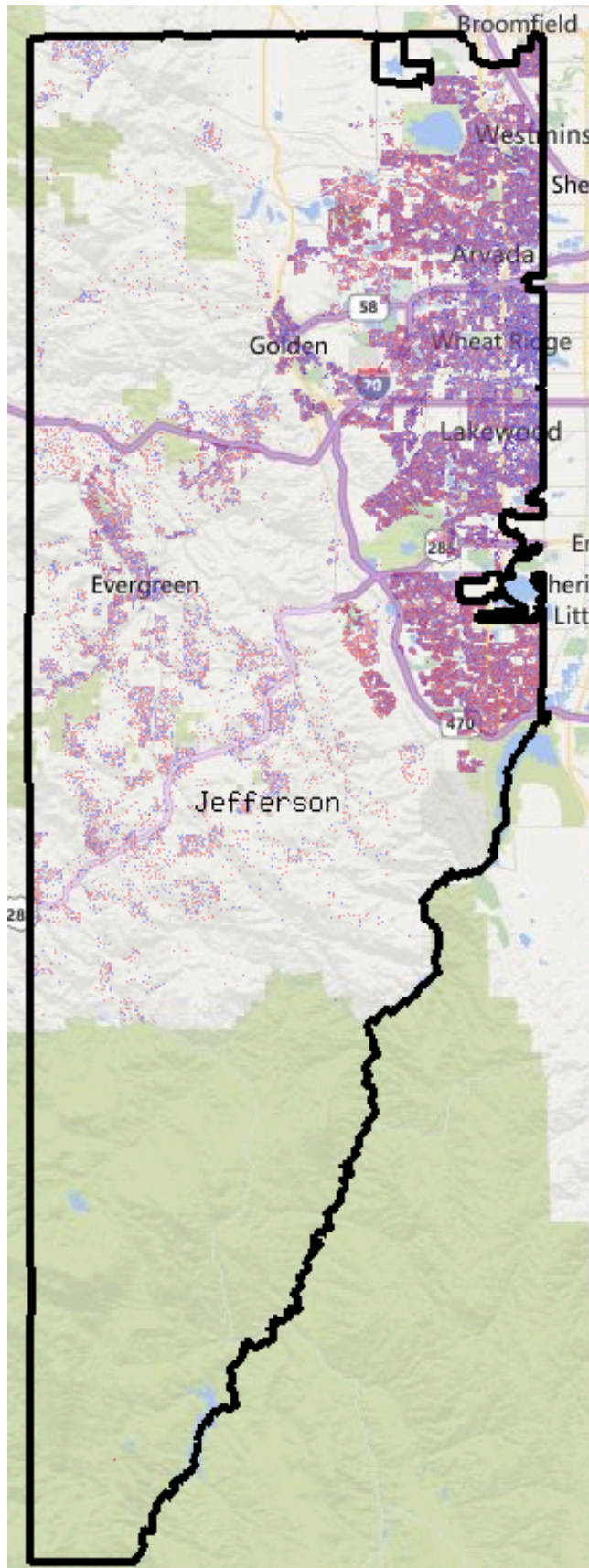


Jefferson County



<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	4.0%	10,922

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	8.1%	21,947
30 to 39	14.7%	13.6%	36,805
40 to 49	17.7%	16.8%	45,643
50 to 69	42.7%	44.7%	121,197
70 and over	16.4%	16.8%	45,714

<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.4%	1,022
Catholic	12.1%	12.8%	34,817
Christian	0.5%	0.7%	1,839
Eastern Orthodox	0.3%	0.4%	983
Greek Orthodox	0.1%	0.1%	332
Hindu	0.1%	0.1%	268
Islamic	0.2%	0.2%	424
Jewish	4.8%	4.6%	12,511
Lutheran	0.0%	0.0%	106
Protestant	31.8%	34.3%	92,978
Shinto	0.2%	0.2%	658
Sikh	0.0%	0.0%	14
Unknown	49.4%	46.2%	125,405

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	1.6%	4,223
European	75.6%	78.2%	212,230
Hispanic and Portuguese	9.5%	7.5%	20,267
Likely African-American	1.0%	0.4%	996
Other	1.2%	1.1%	3,046
Unknown	11.1%	11.3%	30,595

<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	15.7%	42,553
3	16.4%	15.4%	41,920
4	28.1%	31.2%	84,786
5	11.9%	11.7%	31,696
6	9.0%	9.0%	24,413
7	8.4%	7.8%	21,098
8	8.3%	9.2%	24,891

<u>County</u>	<u>Statewide</u>	<u>District</u>	
Jefferson		100.0%	271,357

Household Voter Count

	<u>Statewide</u>		<u>District</u>	
1	25.0%	22.3%	60,572	
2	53.4%	53.2%	144,411	
3	15.9%	17.6%	47,789	
4	4.6%	5.6%	15,119	
5	0.9%	1.1%	2,853	
6+	0.2%	0.2%	613	

Household Gender Composition

	<u>Statewide</u>		<u>District</u>	
Female Only Household	18.0%	16.9%	45,906	
Male Only Household	12.7%	10.9%	29,587	
Mixed Gender Household	69.3%	72.2%	195,863	

Household Party Composition

	<u>Statewide</u>		<u>District</u>	
Democratic	23.5%	21.2%	57,629	
Democratic & Independent	11.8%	13.1%	35,468	
Democratic & Republican	5.1%	5.6%	15,206	
Democratic & Republican & Ind	1.4%	1.8%	4,882	
Independent	19.9%	21.0%	56,975	
Republican	26.6%	24.1%	65,485	
Republican & Independent	11.8%	13.2%	35,712	

Estimated Income Range

	<u>Statewide</u>		<u>District</u>	
\$1,000-\$14,999	2.4%	1.8%	4,755	
\$15,000-\$24,999	3.8%	2.9%	7,951	
\$25,000-\$34,999	5.0%	3.5%	9,470	
\$35,000-\$49,999	9.7%	6.8%	18,580	
\$50,000-\$74,999	23.5%	21.6%	58,678	
\$75,000-\$99,999	21.0%	25.4%	69,022	
\$100,000-\$124,999	14.4%	17.0%	46,183	
\$125,000-\$149,999	6.7%	8.1%	21,870	
\$150,000-\$174,999	3.0%	3.9%	10,693	
\$175,000-\$199,999	2.4%	2.8%	7,577	
\$200,000-\$249,999	1.9%	2.0%	5,550	
\$250,000 and up	2.4%	2.6%	7,053	
Unknown	3.9%	1.5%	3,975	

Education

	<u>Statewide</u>		<u>District</u>	
Graduate Degree	8.0%	15.8%	42,897	
Bachelor Degree	19.7%	25.7%	69,751	
Some College	17.5%	14.3%	38,884	
Vo Tech Degree	0.2%	0.1%	304	
High School Diploma	23.9%	14.7%	39,894	
Less than HS Diploma	2.0%	1.3%	3,663	
Unknown	28.7%	28.0%	75,964	






















<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	293
Clerical/Office	2.2%	2.5%	6,866
Computer Professional	0.2%	0.2%	490
Creative Arts	0.0%	0.0%	50
Education	0.6%	0.6%	1,762
Engineering	0.5%	1.0%	2,590
Financial Services	2.0%	2.2%	5,917
Food Services	0.0%	0.1%	154
Legal	0.2%	0.2%	586
Maintenance Services	0.0%	0.0%	104
Management	3.7%	4.3%	11,658
Manufacturing	1.4%	1.5%	4,021
Medical	4.1%	4.1%	11,176
Military	0.3%	0.2%	552
Other	5.0%	5.0%	13,501
Sales/Marketing	0.0%	0.0%	102
Scientific	0.0%	0.0%	120
Skilled Trades	2.1%	2.2%	6,052
Unknown	77.5%	75.7%	205,363

<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	0.2%	541
\$20K to \$49K	0.7%	0.2%	650
\$50K to \$99K	3.2%	0.6%	1,678
\$100K to \$149K	6.8%	2.7%	7,201
\$150K to \$174K	5.6%	2.7%	7,336
\$175K to \$199K	6.5%	4.4%	11,852
\$200K to \$249K	14.0%	15.9%	43,139
\$250K to \$299K	13.0%	18.0%	48,939
\$300K to \$399K	19.2%	25.3%	68,723
\$400K to \$499K	11.0%	13.1%	35,647
\$500K to \$749K	10.3%	11.3%	30,593
\$750K to \$999K	2.9%	2.8%	7,644
\$1M+	2.1%	1.4%	3,694











<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	13
Apartment/Group Living	14.9%	12.3%	33,394
Condominium	2.5%	1.5%	3,996
Duplex	0.4%	0.1%	390
Mobile Home	0.6%	0.1%	224
Residential	60.2%	65.7%	178,325
Triplex	0.8%	2.4%	6,620
Unknown	20.5%	17.8%	48,395

Lifestyles by Neighborhood**Statewide****District**


Aging in Place	3.4%	8.1%	22,111	
Aging of Aquarius	8.1%	16.1%	43,675	
American Royalty	2.1%	2.9%	7,966	
Asian Achievers	0.0%	0.0%	21	
Babies and Bliss	3.1%	1.5%	4,180	
Birkenstocks and Beemers	1.9%	3.1%	8,406	
Blue Collar Comfort	0.6%	0.6%	1,642	
Bohemian Groove	1.8%	4.2%	11,506	
Boomers and Boomerangs	2.5%	4.4%	11,913	
Booming and Consuming	0.5%	0.1%	299	
Ciudad Strivers	0.2%	0.0%	106	
Colleges and Cafes	0.8%	0.1%	391	
Countrified Pragmatics	0.2%	0.0%	0	
Couples with Clout	1.0%	0.7%	1,845	
Cul de Sac Diversity	1.9%	0.6%	1,631	
Dare to Dream	0.8%	0.5%	1,350	
Destination Recreation	0.3%	0.4%	1,105	
Diapers and Debit Cards	0.5%	0.0%	103	
Digital Dependents	3.1%	2.5%	6,828	
Enduring Hardships	0.0%	0.0%	11	
Everyday Moderates	1.8%	0.9%	2,391	
Families Matter Most	0.9%	0.4%	1,130	
Family Fun-tastic	1.1%	1.5%	3,952	
Family Troopers	0.9%	0.6%	1,732	
Fast Track Couples	3.8%	2.9%	7,897	
Footloose and Family Free	0.2%	0.0%	102	
Fragile Families	0.0%	0.0%	0	
Full Pockets Empty Nests	2.3%	1.0%	2,795	
Full Steam Ahead	0.3%	0.4%	1,181	
Generational Soup	5.3%	6.1%	16,501	
Golf Carts and Gourmets	0.3%	0.1%	293	
Gospel and Grits	0.0%	0.0%	0	
Gotham Blend	0.0%	0.0%	17	
Hard Times	0.1%	0.0%	56	
Hispanic Harmony	1.2%	0.1%	297	
Homemade Happiness	0.9%	0.0%	0	
Hope for Tomorrow	0.0%	0.0%	0	
Humble Beginnings	0.1%	0.0%	53	
Jet Set Urbanites	0.1%	0.0%	0	
Kids and Cabernet	1.5%	1.5%	4,014	
Latin Flair	0.3%	0.0%	28	
Meager Metro Means	0.0%	0.0%	0	
Metro Fusion	0.1%	0.0%	31	
No Place like Home	2.8%	4.8%	13,003	
Nuevo Horizons	0.9%	0.0%	28	
Picture Perfect Families	0.6%	0.7%	1,898	

Platinum Prosperity	1.1%	0.9%	2,508	
Progressive Potpourri	0.7%	0.6%	1,612	
Reaping Rewards	2.3%	3.4%	9,255	
Red White and Bluegrass	0.3%	0.0%	0	
Rolling the Dice	0.8%	0.8%	2,079	
Rooted Flower Power	4.9%	6.9%	18,626	
Rural Escape	1.0%	0.0%	10	
Senior Discounts	1.5%	1.0%	2,780	
Settled and Sensible	0.9%	0.0%	122	
Settled in Suburbia	0.8%	3.3%	9,048	
Silver Sophisticates	5.0%	7.0%	18,923	
Small Town Shallow Pockets	0.7%	0.1%	373	
Soul Survivors	0.1%	0.0%	0	
Soulful Spenders	0.8%	0.0%	3	
Sports Utility Families	0.8%	0.4%	1,079	
Status Seeking Singles	2.4%	2.2%	6,102	
Stockcards and State Parks	0.6%	0.0%	20	
Striving Single Scene	2.5%	1.6%	4,267	
Town Elders	2.6%	1.2%	3,125	
True Grit Americans	0.6%	0.0%	63	
Unspoiled Splendor	3.0%	0.6%	1,582	
Urban Ambition	0.3%	0.0%	0	
Urban Edge	0.8%	0.0%	41	
Wired for Success	1.0%	0.7%	1,865	
Work Hard Pray Hard	0.0%	0.0%	0	

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	18.9%	51,365




<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	1.2%	3,245 
1	7.2%	3.1%	8,341 
2	7.5%	7.8%	21,214 
3	8.1%	6.9%	18,704 
4	8.8%	9.7%	26,348 
5	9.7%	13.0%	35,332 
6	10.7%	16.6%	44,949 
7	10.9%	13.9%	37,786 
8	12.0%	11.9%	32,268 
9	13.0%	13.9%	37,784 

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%	0.0%	0
Denver, CO	78.2%	100.0%	271,357 
Grand Junction et al, CO	3.6%	0.0%	0

Election History




2014 US Senate

	Statewide		District	
Republican Vote	48.2%	46.9%	120,240	
Democratic Vote	46.3%	47.3%	121,109	
Other Vote	5.5%	5.8%	14,795	
Total Vote			256,144	
Vote Rating	R +2		D +0.3	




2014 Governor

	Statewide		District	
Republican Vote	46.0%	44.6%	114,398	
Democratic Vote	49.3%	50.8%	130,196	
Other Vote	4.8%	4.6%	11,843	
Total Vote			256,437	
Vote Rating	D +3		D +6.2	




2014 Attorney General

	Statewide		District	
Republican Vote	51.4%	50.9%	123,367	
Democratic Vote	42.4%	42.1%	102,120	
Other Vote	6.2%	7.0%	17,000	
Total Vote			242,487	
Vote Rating	R +9		R +8.8	




2014 Secretary of State

	Statewide		District	
Republican Vote	47.3%	45.8%	113,386	
Democratic Vote	45.0%	46.3%	114,720	
Other Vote	7.7%	7.8%	19,409	
Total Vote			247,515	
Vote Rating	R +2		D +0.5	




2014 Treasurer

	Statewide		District	
Republican Vote	49.9%	49.3%	121,674	
Democratic Vote	44.9%	44.7%	110,226	
Other Vote	5.2%	6.0%	14,714	
Total Vote			246,614	
Vote Rating	R +5		R +4.6	




2012 Presidential

	Statewide		District	
Republican Vote	46.1%	46.4%	144,197	
Democratic Vote	51.5%	51.2%	159,296	
Other Vote	2.4%	2.4%	7,559	
Total Vote			311,052	
Vote Rating	D +5		D +4.9	



2012 CU Regent-At-Large

	Statewide	District	
Republican Vote	44.4%	45.1%	124,043 
Democratic Vote	47.4%	46.0%	126,657 
Other Vote	8.1%	8.9%	24,448 
Total Vote			275,148
Vote Rating	D +3	D +1	

2010 US Senate

	Statewide	District	
Republican Vote	46.4%	46.0%	103,657 
Democratic Vote	48.1%	48.4%	108,954 
Other Vote	5.5%	5.6%	12,636 
Total Vote			225,247
Vote Rating	D +2	D +2.4	

2010 Treasurer

	Statewide	District	
Republican Vote	50.7%	50.4%	106,526 
Democratic Vote	49.3%	49.6%	104,765 
Other Vote	0.0%	0.0%	0
Total Vote			211,291
Vote Rating	R +1	R +0.8	