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CO0214 Demographics - Super Bowl Release

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From January 29 - 30, 2014 Quinnipiac University surveyed 490 adults in Colorado with a margin of error of +/- 4.4 percentage points.

ALL ADULTS

Weighted

Percent

PHONE DISTRIBUTION

Cell only	40%
Land Line only	7
Both, cmp from cell sample	9
Both, cmp from land sample	44

RACE

White	74%
Black	3
Hispanic	16
Other/DK/NA	7

ALL ADULTS.....

	AGE IN YRS.....					
	Tot	Men	Wom	18-49	50-64	65+
Weighted Percentage	100%	51%	49%	57%	26%	16%
MoE (+/-%)	4.43	5.82	6.83	7.52	7.70	7.82

WATCHING GAME

	AGE IN YRS.....					
	Tot	Men	Wom	18-49	50-64	65+
Weighted Percentage	100%	53%	47%	55%	28%	16%
MoE (+/-%)	4.92	6.33	7.85	8.50	8.37	8.77