### City Information

**City - State:** Aurora - CO  
**Total Population:** 369,111  
Source: 2019 Census ACS 5yr DP05

<table>
<thead>
<tr>
<th>Age Distribution</th>
<th>&lt;18: 25.3%</th>
<th>&gt;=18: 74.7%</th>
<th>&gt;=65: 11.2%</th>
<th>Median Age: 34.4</th>
</tr>
</thead>
</table>

### Race / Ethnicity

- Hispanic or Latino: 28.6%
- Black or African American: 15.9%
- American Indian AK Native: 0.4%
- Asian: 6.4%
- Native Hawaiian Pacific Island: 0.3%
- Other - 2 Or More Race: 3.6%
- Other - 1 Race: 0.3%
- White: 44.4%
- Non-White: 55.6%

### Military Installation (if any)

Buckley Space Force

### Interesting Fact for City

Aurora has one of the most diverse communities in Colorado.

### Mayor or City Leader Information

**Role:** Mayor  
**Name:** Mike Coffman  
**Political Affiliation:** Republican  
**Term Information:** Term ends: 11/27/2023  
**Race / Ethnicity:** White  
**Gender:** Male  
**Military Experience:** Army; Marines Coffman was army and marines. two years enlisted active, then army and marines reserves. gulf/iraq

### County and State Information

**County:** Adams; Arapahoe Counties  
**County Population:** 504,108  
**Covid Vax Rate:** 76.3%  
**Non-White Pop:** 50.0%  
**Rural Jurisdiction:** No  
**State Chronic Disease Director:** Natalya Verscheure, Colorado Department of Public Health and Environment
### Mayor Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Status</th>
<th>Followers</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Active</td>
<td>2,755</td>
<td><a href="https://twitter.com/AuroraMayorMike">https://twitter.com/AuroraMayorMike</a></td>
</tr>
<tr>
<td>Facebook</td>
<td>Active</td>
<td>13k</td>
<td><a href="https://www.facebook.com/AuroraMayorMike/">https://www.facebook.com/AuroraMayorMike/</a></td>
</tr>
<tr>
<td>Instagram</td>
<td>None Found</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>None Found</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

as of: 09/23/2022

### City Social Media

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<th>Status</th>
<th>Followers</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Active</td>
<td>19.1k</td>
<td><a href="https://twitter.com/auroragov">https://twitter.com/auroragov</a></td>
</tr>
<tr>
<td>Facebook</td>
<td>Active</td>
<td>25k</td>
<td><a href="https://www.facebook.com/auroragov">https://www.facebook.com/auroragov</a></td>
</tr>
<tr>
<td>Instagram</td>
<td>Active</td>
<td>6,194</td>
<td><a href="https://www.instagram.com/auroragov/">https://www.instagram.com/auroragov/</a></td>
</tr>
<tr>
<td>YouTube</td>
<td>Active</td>
<td>1.65k</td>
<td><a href="https://www.youtube.com/user/theaurorachannel">https://www.youtube.com/user/theaurorachannel</a></td>
</tr>
</tbody>
</table>

as of: 09/23/2022

### MWTM-Vax Campaign Video Information

- **# of Videos:** 4
- **Language(s):** English
- **Roles Featured:** Mayor
- **Outreach timeframe:**
  - Social media: Oct 26 - Nov 23, 2022
  - ScreenVision: Oct 31, 2022 - Jan 08, 2023
  - Streaming radio: Oct 24 - Dec 31, 2022

Updated: 05/22/2023