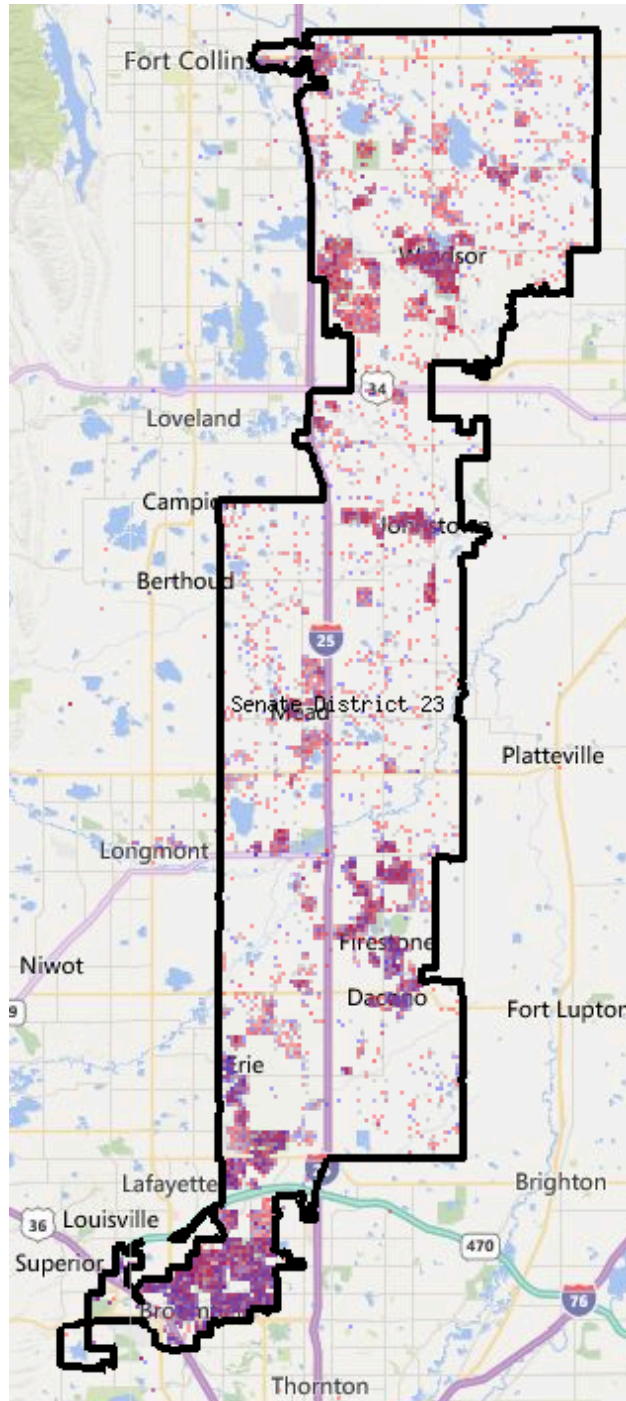























State Senate District 23








Registration

	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	33.7%	37,869
Democratic	30.5%	20.9%	23,490
Non-Partisan	36.6%	32.1%	36,113
Total Registration			112,528
Partisan Advantage	R +1	R +13	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	5.0%	5,741 
Solid Republican	11.2%	13.4%	15,294 
Soft Republican	9.9%	13.1%	14,927 
Weak Republican	3.6%	3.8%	4,298 
Lean Republican Unaffiliated	5.2%	6.3%	7,148 
True Middle	16.1%	18.5%	21,121 
Lean Democrat Unaffiliated	13.2%	10.9%	12,423 
Weak Democrat	4.5%	4.5%	5,140 
Soft Democrat	8.0%	7.2%	8,253 
Solid Democrat	11.5%	8.6%	9,786 
Hard Democrat	5.5%	2.8%	3,141 
Libertarian	0.7%	0.7%	826 
American Constitution Party	0.2%	0.2%	204 
Green	0.3%	0.2%	177 
Not Included in Segmentation	5.1%	4.9%	5,575 
Total			114,054
Partisan Advantage	D +8	R +8	
Total Likely Voters	2,157,995	75,029	





<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	41.5%	31,164 
Democratic	33.0%	25.3%	18,973 
Non-Partisan	29.3%	32.0%	24,003 
Libertarian	0.7%	0.8%	610 
Green	0.3%	0.2%	133 
Constitution	0.2%	0.2%	146 
Other	0.0%	0.0%	0
Partisan Advantage	R +3	R +16	




<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	52.2%	39,138 
M	47.1%	47.8%	35,891 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	59.0%	44,247 
Non-Traditional	9.4%	8.2%	6,151 
Single or Unknown	42.8%	32.8%	24,631 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	3.1%	2,361

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	7.4%	5,518 
30 to 39	14.7%	16.5%	12,402 
40 to 49	17.7%	21.7%	16,313 
50 to 69	42.7%	40.8%	30,597 
70 and over	16.4%	13.6%	10,192 







<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.4%	308
Catholic	12.1%	11.3%	8,502 
Christian	0.5%	0.4%	312
Eastern Orthodox	0.3%	0.3%	234
Greek Orthodox	0.1%	0.1%	72
Hindu	0.1%	0.1%	107
Islamic	0.2%	0.2%	125
Jewish	4.8%	4.6%	3,419 
Lutheran	0.0%	0.0%	15
Protestant	31.8%	33.0%	24,794 
Shinto	0.2%	0.2%	145
Sikh	0.0%	0.0%	2
Unknown	49.4%	49.3%	36,994 

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	1.8%	1,371
European	75.6%	78.1%	58,570 
Hispanic and Portuguese	9.5%	6.9%	5,158 
Likely African-American	1.0%	0.5%	339
Other	1.2%	1.1%	810
Unknown	11.1%	11.7%	8,781 




<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	17.5%	13,160 
3	16.4%	17.3%	12,980 
4	28.1%	32.1%	24,101 
5	11.9%	11.1%	8,339 
6	9.0%	8.4%	6,270 
7	8.4%	7.0%	5,256 
8	8.3%	6.6%	4,923 

<u>County</u>	<u>Statewide</u>	<u>District</u>	
Broomfield	1.3%	37.5%	28,111
Larimer	6.9%	11.8%	8,847
Weld	4.5%	50.7%	38,071








Household Voter Count

	<u>Statewide</u>	<u>District</u>	
1	25.0%	18.1%	13,575 
2	53.4%	60.1%	45,086 
3	15.9%	16.0%	12,014 
4	4.6%	4.6%	3,460 
5	0.9%	1.0%	743 
6+	0.2%	0.2%	151 














Household Gender Composition

	<u>Statewide</u>	<u>District</u>	
Female Only Household	18.0%	13.0%	9,758 
Male Only Household	12.7%	9.0%	6,782 
Mixed Gender Household	69.3%	78.0%	58,489 








Household Party Composition

	<u>Statewide</u>	<u>District</u>	
Democratic	23.5%	16.4%	12,312 
Democratic & Independent	11.8%	11.0%	8,265 
Democratic & Republican	5.1%	5.0%	3,723 
Democratic & Republican & Ind	1.4%	1.5%	1,151 
Independent	19.9%	21.4%	16,042 
Republican	26.6%	30.0%	22,544 
Republican & Independent	11.8%	14.7%	10,992 

Estimated Income Range

	<u>Statewide</u>	<u>District</u>	
\$1,000-\$14,999	2.4%	2.2%	1,655 
\$15,000-\$24,999	3.8%	2.3%	1,708 
\$25,000-\$34,999	5.0%	2.5%	1,901 
\$35,000-\$49,999	9.7%	4.3%	3,220 
\$50,000-\$74,999	23.5%	19.6%	14,672 
\$75,000-\$99,999	21.0%	25.4%	19,050 
\$100,000-\$124,999	14.4%	22.5%	16,849 
\$125,000-\$149,999	6.7%	7.8%	5,873 
\$150,000-\$174,999	3.0%	3.4%	2,565 
\$175,000-\$199,999	2.4%	3.2%	2,407 
\$200,000-\$249,999	1.9%	2.0%	1,467 
\$250,000 and up	2.4%	2.6%	1,948 
Unknown	3.9%	2.3%	1,714 




































Education























	<u>Statewide</u>	<u>District</u>	
Graduate Degree	8.0%	14.8%	11,080 
Bachelor Degree	19.7%	25.0%	18,723 
Some College	17.5%	16.0%	11,991 
Vo Tech Degree	0.2%	0.1%	108 
High School Diploma	23.9%	14.2%	10,617 
Less than HS Diploma	2.0%	1.6%	1,234 
Unknown	28.7%	28.4%	21,276 

<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	45
Clerical/Office	2.2%	2.2%	1,668
Computer Professional	0.2%	0.2%	160
Creative Arts	0.0%	0.0%	10
Education	0.6%	0.6%	421
Engineering	0.5%	0.6%	426
Financial Services	2.0%	2.0%	1,470
Food Services	0.0%	0.0%	35
Legal	0.2%	0.1%	84
Maintenance Services	0.0%	0.0%	23
Management	3.7%	4.0%	3,032
Manufacturing	1.4%	1.3%	1,012
Medical	4.1%	4.3%	3,218
Military	0.3%	0.2%	140
Other	5.0%	4.4%	3,286
Sales/Marketing	0.0%	0.0%	31
Scientific	0.0%	0.0%	15
Skilled Trades	2.1%	2.2%	1,650
Unknown	77.5%	77.7%	58,303











<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	0.5%	364
\$20K to \$49K	0.7%	0.6%	477
\$50K to \$99K	3.2%	1.2%	888
\$100K to \$149K	6.8%	1.8%	1,331
\$150K to \$174K	5.6%	1.8%	1,363
\$175K to \$199K	6.5%	3.3%	2,513
\$200K to \$249K	14.0%	15.0%	11,222
\$250K to \$299K	13.0%	16.6%	12,428
\$300K to \$399K	19.2%	27.4%	20,524
\$400K to \$499K	11.0%	13.6%	10,168
\$500K to \$749K	10.3%	12.4%	9,281
\$750K to \$999K	2.9%	2.5%	1,879
\$1M+	2.1%	1.0%	769

<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	2
Apartment/Group Living	14.9%	8.6%	6,481
Condominium	2.5%	1.1%	834
Duplex	0.4%	0.3%	207
Mobile Home	0.6%	1.2%	869
Residential	60.2%	67.5%	50,620
Triplex	0.8%	0.2%	132
Unknown	20.5%	21.2%	15,884

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	2.1%	1,603 
Aging of Aquarius	8.1%	9.4%	7,035 
American Royalty	2.1%	0.5%	347 
Asian Achievers	0.0%	0.0%	0
Babies and Bliss	3.1%	11.4%	8,586 
Birkenstocks and Beemers	1.9%	3.4%	2,535 
Blue Collar Comfort	0.6%	0.2%	125 
Bohemian Groove	1.8%	0.4%	286 
Boomers and Boomerangs	2.5%	5.5%	4,124 
Booming and Consuming	0.5%	0.0%	2 
Ciudad Strivers	0.2%	0.0%	7 
Colleges and Cafes	0.8%	0.0%	0
Countrified Pragmatics	0.2%	0.1%	68 
Couples with Clout	1.0%	1.9%	1,399 
Cul de Sac Diversity	1.9%	4.0%	3,023 
Dare to Dream	0.8%	0.0%	30 
Destination Recreation	0.3%	0.3%	254 
Diapers and Debit Cards	0.5%	0.1%	46 
Digital Dependents	3.1%	2.1%	1,610 
Enduring Hardships	0.0%	0.0%	30 
Everyday Moderates	1.8%	1.8%	1,343 
Families Matter Most	0.9%	1.9%	1,435 
Family Fun-tastic	1.1%	0.6%	460 
Family Troopers	0.9%	0.5%	410 
Fast Track Couples	3.8%	13.6%	10,221 
Footloose and Family Free	0.2%	0.0%	0
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.4%	326 
Full Steam Ahead	0.3%	0.3%	253 
Generational Soup	5.3%	6.4%	4,805 
Golf Carts and Gourmets	0.3%	1.5%	1,142 
Gospel and Grits	0.0%	0.0%	0
Gotham Blend	0.0%	0.0%	0
Hard Times	0.1%	0.0%	0
Hispanic Harmony	1.2%	0.3%	214 
Homemade Happiness	0.9%	0.1%	92 
Hope for Tomorrow	0.0%	0.0%	0
Humble Beginnings	0.1%	0.0%	1 
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	2.4%	1,774 
Latin Flair	0.3%	0.0%	3 
Meager Metro Means	0.0%	0.0%	0
Metro Fusion	0.1%	0.0%	5 
No Place like Home	2.8%	2.6%	1,962 
Nuevo Horizons	0.9%	0.1%	78 


Picture Perfect Families	0.6%	1.2%	881	
Platinum Prosperity	1.1%	1.0%	734	
Progressive Potpourri	0.7%	0.0%	28	
Reaping Rewards	2.3%	3.2%	2,399	
Red White and Bluegrass	0.3%	0.0%	26	
Rolling the Dice	0.8%	0.3%	258	
Rooted Flower Power	4.9%	2.0%	1,525	
Rural Escape	1.0%	0.2%	135	
Senior Discounts	1.5%	0.8%	605	
Settled and Sensible	0.9%	0.4%	325	
Settled in Suburbia	0.8%	0.5%	385	
Silver Sophisticates	5.0%	1.4%	1,076	
Small Town Shallow Pockets	0.7%	0.0%	28	
Soul Survivors	0.1%	0.0%	0	
Soulful Spenders	0.8%	0.0%	0	
Sports Utility Families	0.8%	2.3%	1,707	
Status Seeking Singles	2.4%	0.6%	431	
Stockcards and State Parks	0.6%	0.3%	231	
Striving Single Scene	2.5%	1.5%	1,138	
Town Elders	2.6%	0.9%	644	
True Grit Americans	0.6%	0.0%	0	
Unspoiled Splendor	3.0%	3.6%	2,736	
Urban Ambition	0.3%	0.0%	0	
Urban Edge	0.8%	0.0%	27	
Wired for Success	1.0%	1.7%	1,252	
Work Hard Pray Hard	0.0%	0.0%	1	

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	16.2%	12,190




<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	0.9%	649 
1	7.2%	3.7%	2,744 
2	7.5%	1.8%	1,320 
3	8.1%	4.5%	3,412 
4	8.8%	14.0%	10,514 
5	9.7%	12.6%	9,420 
6	10.7%	17.9%	13,448 
7	10.9%	19.8%	14,836 
8	12.0%	18.6%	13,919 
9	13.0%	2.6%	1,944 

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%	75,029 
Grand Junction et al, CO	3.6%	0.0%	0




Election History**2014 US Senate**

	Statewide	District	
Republican Vote	48.2%	56.1%	39,990 
Democratic Vote	46.3%	38.4%	27,400 
Other Vote	5.5%	5.5%	3,885 
Total Vote			71,275
Vote Rating	R +2	R +18	




2014 Governor

	Statewide	District	
Republican Vote	46.0%	54.0%	38,453 
Democratic Vote	49.3%	41.7%	29,691 
Other Vote	4.8%	4.3%	3,095 
Total Vote			71,239
Vote Rating	D +3	R +12	




2014 Attorney General

	Statewide	District	
Republican Vote	51.4%	58.9%	40,269 
Democratic Vote	42.4%	34.9%	23,833 
Other Vote	6.2%	6.2%	4,233 
Total Vote			68,335
Vote Rating	R +9	R +24	

2014 Secretary of State

	Statewide	District	
Republican Vote	47.3%	54.4%	37,532 
Democratic Vote	45.0%	38.0%	26,235 
Other Vote	7.7%	7.6%	5,212 
Total Vote			68,979
Vote Rating	R +2	R +16	

2014 Treasurer

	Statewide	District	
Republican Vote	49.9%	57.5%	39,874 
Democratic Vote	44.9%	37.3%	25,851 
Other Vote	5.2%	5.3%	3,651 
Total Vote			69,376
Vote Rating	R +5	R +20	

2012 Presidential

	Statewide	District
Republican Vote	46.1%	53.2%
Democratic Vote	51.5%	44.4%
Other Vote	2.4%	2.4%
Total Vote		85,889
Vote Rating	D +5	R +9

**2012 CU Regent-At-Large**

	Statewide	District
Republican Vote	44.4%	51.7%
Democratic Vote	47.4%	39.9%
Other Vote	8.1%	8.4%
Total Vote		77,814
Vote Rating	D +3	R +12

**2012 State Senate**

	District
Republican Vote	56.2%
Democratic Vote	43.8%
Other Vote	0.0%
Total Vote	78,201
Vote Rating	R +12

