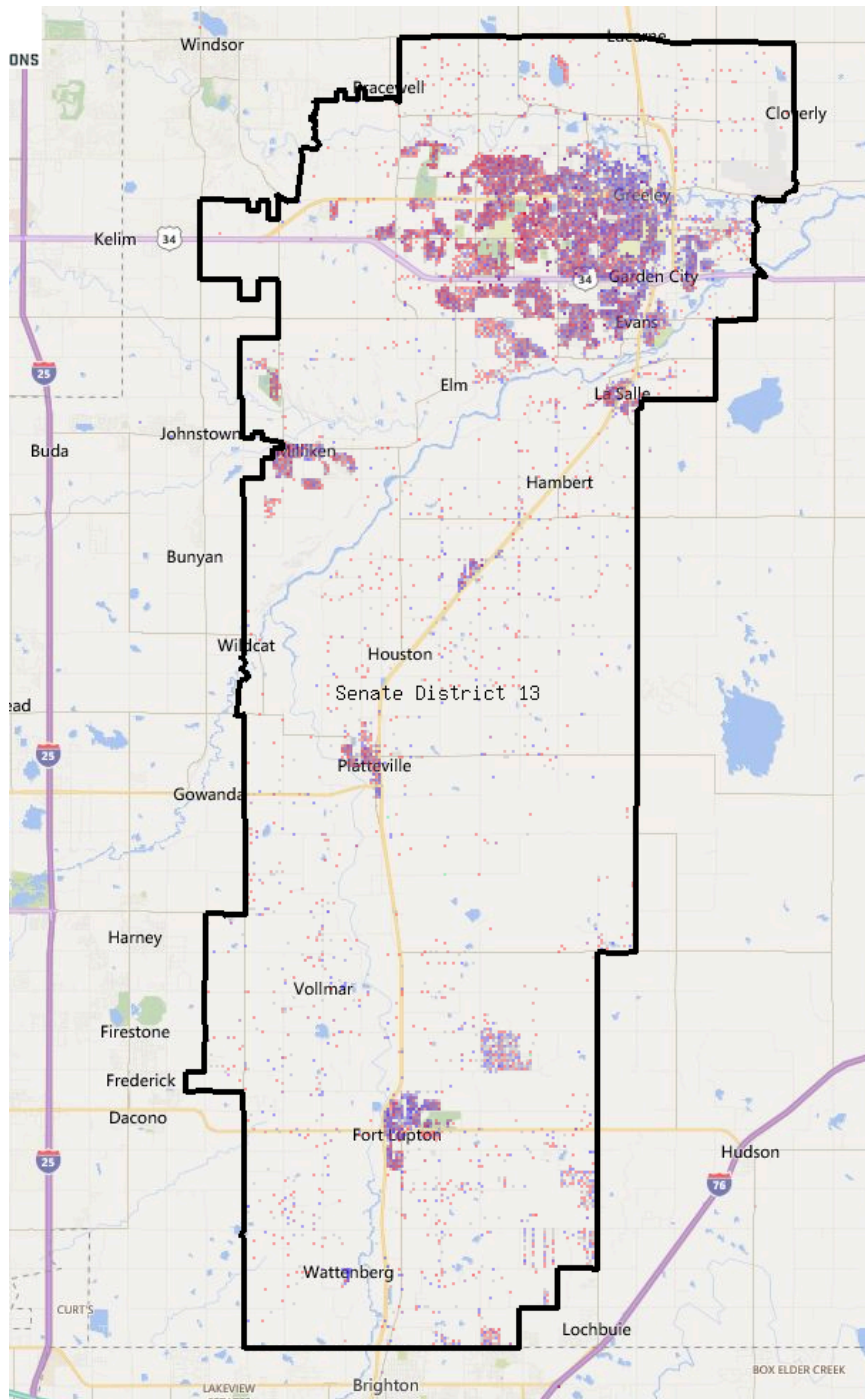


























State Senate District 13






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	29.2%	23,760
Democratic	30.5%	22.1%	17,935
Non-Partisan	36.6%	31.6%	25,680
Total Registration			81,257
Partisan Advantage	R +1	R +7	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	6.3%	5,421 
Solid Republican	11.2%	11.6%	9,934 
Soft Republican	9.9%	9.7%	8,349 
Weak Republican	3.6%	2.6%	2,209 
Lean Republican Unaffiliated	5.2%	5.0%	4,322 
True Middle	16.1%	18.3%	15,711 
Lean Democrat Unaffiliated	13.2%	13.9%	11,901 
Weak Democrat	4.5%	11.1%	9,494 
Soft Democrat	8.0%	9.5%	8,163 
Solid Democrat	11.5%	4.8%	4,082 
Hard Democrat	5.5%	0.3%	262 
Libertarian	0.7%	0.6%	491 
American Constitution Party	0.2%	0.3%	238 
Green	0.3%	0.2%	166 
Not Included in Segmentation	5.1%	5.8%	4,929 
Total			85,672
Partisan Advantage	D +8	D +4	
Total Likely Voters	2,157,995	46,195	





<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	41.2%	19,016 
Democratic	33.0%	28.6%	13,206 
Non-Partisan	29.3%	29.2%	13,479 
Libertarian	0.7%	0.6%	270 
Green	0.3%	0.2%	86 
Constitution	0.2%	0.3%	136 
Other	0.0%	0.0%	2 
Partisan Advantage	R +3	R +13	




<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	54.2%	25,053 
M	47.1%	45.8%	21,142 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	49.7%	22,943 
Non-Traditional	9.4%	7.0%	3,211 
Single or Unknown	42.8%	43.4%	20,041 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	4.3%	1,971







<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	10.0%	4,639 
30 to 39	14.7%	14.5%	6,694 
40 to 49	17.7%	15.5%	7,139 
50 to 69	42.7%	41.6%	19,204 
70 and over	16.4%	18.4%	8,508 




<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.1%	60
Catholic	12.1%	13.6%	6,302 
Christian	0.5%	0.6%	286
Eastern Orthodox	0.3%	0.2%	74
Greek Orthodox	0.1%	0.0%	23
Hindu	0.1%	0.0%	14
Islamic	0.2%	0.1%	50
Jewish	4.8%	4.2%	1,949 
Lutheran	0.0%	0.0%	11
Protestant	31.8%	31.9%	14,727 
Shinto	0.2%	0.3%	118
Sikh	0.0%	0.0%	2
Unknown	49.4%	48.9%	22,579 








<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	1.0%	440
European	75.6%	70.6%	32,622 
Hispanic and Portuguese	9.5%	17.7%	8,165 
Likely African-American	1.0%	0.5%	225
Other	1.2%	0.6%	291
Unknown	11.1%	9.6%	4,452 














<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	19.3%	8,934 
3	16.4%	17.2%	7,929 
4	28.1%	27.5%	12,718 
5	11.9%	10.9%	5,032 
6	9.0%	8.1%	3,741 
7	8.4%	7.7%	3,551 
8	8.3%	9.3%	4,290 








<u>County</u>	<u>Statewide</u>	<u>District</u>	
Weld	4.5%	100.0%	46,195









<u>Household Voter Count</u>	<u>Statewide</u>	<u>District</u>	
1	25.0%	25.5%	11,760 
2	53.4%	52.9%	24,426 
3	15.9%	16.6%	7,670 
4	4.6%	4.0%	1,837 
5	0.9%	0.9%	399 
6+	0.2%	0.2%	103 












<u>Household Gender Composition</u>	<u>Statewide</u>	<u>District</u>	
Female Only Household	18.0%	19.4%	8,951 
Male Only Household	12.7%	11.9%	5,512 
Mixed Gender Household	69.3%	68.7%	31,732 




<u>Household Party Composition</u>	<u>Statewide</u>	<u>District</u>	
Democratic	23.5%	19.9%	9,175 
Democratic & Independent	11.8%	10.2%	4,714 
Democratic & Republican	5.1%	5.0%	2,289 
Democratic & Republican & Ind	1.4%	1.4%	632 
Independent	19.9%	20.1%	9,302 
Republican	26.6%	30.9%	14,280 
Republican & Independent	11.8%	12.6%	5,803 



































<u>Estimated Income Range</u>	<u>Statewide</u>	<u>District</u>	
\$1,000-\$14,999	2.4%	2.8%	1,279 
\$15,000-\$24,999	3.8%	5.6%	2,599 
\$25,000-\$34,999	5.0%	8.1%	3,743 
\$35,000-\$49,999	9.7%	12.4%	5,733 
\$50,000-\$74,999	23.5%	31.4%	14,499 
\$75,000-\$99,999	21.0%	21.0%	9,696 
\$100,000-\$124,999	14.4%	9.1%	4,206 
\$125,000-\$149,999	6.7%	3.0%	1,395 
\$150,000-\$174,999	3.0%	2.0%	914 
\$175,000-\$199,999	2.4%	0.2%	102 
\$200,000-\$249,999	1.9%	0.8%	376 
\$250,000 and up	2.4%	1.2%	540 
Unknown	3.9%	2.4%	1,113 

<u>Education</u>	<u>Statewide</u>	<u>District</u>	
Graduate Degree	8.0%	10.9%	5,015 
Bachelor Degree	19.7%	20.1%	9,265 
Some College	17.5%	15.6%	7,187 
Vo Tech Degree	0.2%	0.1%	69 
High School Diploma	23.9%	18.9%	8,742 
Less than HS Diploma	2.0%	3.3%	1,512 
Unknown	28.7%	31.2%	14,405 

<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	25
Clerical/Office	2.2%	2.4%	1,117 
Computer Professional	0.2%	0.1%	58
Creative Arts	0.0%	0.0%	2
Education	0.6%	0.6%	292 
Engineering	0.5%	0.2%	86
Financial Services	2.0%	1.4%	637 
Food Services	0.0%	0.0%	23
Legal	0.2%	0.1%	49
Maintenance Services	0.0%	0.0%	20
Management	3.7%	3.7%	1,729 
Manufacturing	1.4%	2.0%	931 
Medical	4.1%	3.8%	1,773 
Military	0.3%	0.2%	86
Other	5.0%	6.0%	2,778 
Sales/Marketing	0.0%	0.1%	24
Scientific	0.0%	0.0%	4
Skilled Trades	2.1%	2.5%	1,147 
Unknown	77.5%	76.7%	35,414

<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	1.1%	527 
\$20K to \$49K	0.7%	1.0%	479 
\$50K to \$99K	3.2%	5.7%	2,632 
\$100K to \$149K	6.8%	16.4%	7,573 
\$150K to \$174K	5.6%	11.6%	5,366 
\$175K to \$199K	6.5%	12.1%	5,591 
\$200K to \$249K	14.0%	19.3%	8,930 
\$250K to \$299K	13.0%	13.3%	6,163 
\$300K to \$399K	19.2%	9.7%	4,491 
\$400K to \$499K	11.0%	3.7%	1,731 
\$500K to \$749K	10.3%	2.8%	1,299 
\$750K to \$999K	2.9%	0.4%	206
\$1M+	2.1%	0.3%	118

<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	0
Apartment/Group Living	14.9%	14.8%	6,833 
Condominium	2.5%	1.8%	842
Duplex	0.4%	0.3%	150
Mobile Home	0.6%	1.5%	686
Residential	60.2%	60.7%	28,018 
Triplex	0.8%	0.4%	205
Unknown	20.5%	20.5%	9,461 

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	4.1%	1,904 
Aging of Aquarius	8.1%	7.5%	3,454 
American Royalty	2.1%	0.0%	0
Asian Achievers	0.0%	0.0%	0
Babies and Bliss	3.1%	2.1%	977 
Birkenstocks and Beemers	1.9%	0.8%	376 
Blue Collar Comfort	0.6%	1.1%	488 
Bohemian Groove	1.8%	0.7%	325 
Boomers and Boomerangs	2.5%	3.1%	1,454 
Booming and Consuming	0.5%	0.3%	153 
Ciudad Strivers	0.2%	0.3%	148 
Colleges and Cafes	0.8%	1.8%	850 
Countrified Pragmatics	0.2%	1.1%	529 
Couples with Clout	1.0%	0.1%	27 
Cul de Sac Diversity	1.9%	0.7%	342 
Dare to Dream	0.8%	2.8%	1,295 
Destination Recreation	0.3%	0.3%	158 
Diapers and Debit Cards	0.5%	1.0%	457 
Digital Dependents	3.1%	7.5%	3,458 
Enduring Hardships	0.0%	0.1%	63 
Everyday Moderates	1.8%	2.8%	1,278 
Families Matter Most	0.9%	3.5%	1,624 
Family Fun-tastic	1.1%	1.2%	547 
Family Troopers	0.9%	2.4%	1,086 
Fast Track Couples	3.8%	3.4%	1,559 
Footloose and Family Free	0.2%	0.0%	0
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	0.1%	25 
Full Steam Ahead	0.3%	0.5%	220 
Generational Soup	5.3%	0.0%	0
Golf Carts and Gourmets	0.3%	0.2%	82 
Gospel and Grits	0.0%	0.0%	0
Gotham Blend	0.0%	0.0%	0
Hard Times	0.1%	0.3%	117 
Hispanic Harmony	1.2%	5.4%	2,473 
Homemade Happiness	0.9%	0.5%	240 
Hope for Tomorrow	0.0%	0.0%	2 
Humble Beginnings	0.1%	0.4%	188 
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	0.0%	0
Latin Flair	0.3%	0.0%	9 
Meager Metro Means	0.0%	0.0%	0
Metro Fusion	0.1%	0.0%	0
No Place like Home	2.8%	4.9%	2,244 
Nuevo Horizons	0.9%	5.2%	2,388 


Picture Perfect Families	0.6%	0.4%	175
Platinum Prosperity	1.1%	0.5%	222
Progressive Potpourri	0.7%	0.0%	10
Reaping Rewards	2.3%	3.3%	1,542
Red White and Bluegrass	0.3%	0.4%	170
Rolling the Dice	0.8%	1.5%	708
Rooted Flower Power	4.9%	6.2%	2,842
Rural Escape	1.0%	0.8%	366
Senior Discounts	1.5%	2.3%	1,075
Settled and Sensible	0.9%	0.9%	408
Settled in Suburbia	0.8%	0.0%	22
Silver Sophisticates	5.0%	0.0%	0
Small Town Shallow Pockets	0.7%	0.4%	198
Soul Survivors	0.1%	0.0%	9
Soulful Spenders	0.8%	0.0%	0
Sports Utility Families	0.8%	1.4%	668
Status Seeking Singles	2.4%	0.1%	53
Stockcards and State Parks	0.6%	1.0%	476
Striving Single Scene	2.5%	0.9%	430
Town Elders	2.6%	4.0%	1,836
True Grit Americans	0.6%	0.3%	129
Unspoiled Splendor	3.0%	5.4%	2,473
Urban Ambition	0.3%	0.0%	2
Urban Edge	0.8%	0.0%	0
Wired for Success	1.0%	0.7%	303
Work Hard Pray Hard	0.0%	0.0%	10

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	4.2%	1,952




<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	18.9%	8,718
1	7.2%	13.4%	6,174
2	7.5%	12.3%	5,665
3	8.1%	10.2%	4,712
4	8.8%	13.9%	6,415
5	9.7%	18.7%	8,625
6	10.7%	2.9%	1,348
7	10.9%	6.0%	2,766
8	12.0%	0.5%	244
9	13.0%	0.0%	0

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%	46,195 
Grand Junction et al, CO	3.6%	0.0%	0




Election History**2014 US Senate**

	Statewide	District	
Republican Vote	48.2%	55.6%	23,647 
Democratic Vote	46.3%	36.9%	15,692 
Other Vote	5.5%	7.6%	3,217 
Total Vote			42,556
Vote Rating	R +2	R +19	




2014 Governor

	Statewide	District	
Republican Vote	46.0%	53.0%	22,573 
Democratic Vote	49.3%	41.6%	17,692 
Other Vote	4.8%	5.4%	2,297 
Total Vote			42,562
Vote Rating	D +3	R +11	




2014 Attorney General

	Statewide	District	
Republican Vote	51.4%	60.3%	24,641 
Democratic Vote	42.4%	33.3%	13,602 
Other Vote	6.2%	6.4%	2,606 
Total Vote			40,849
Vote Rating	R +9	R +27	




2014 Secretary of State

	Statewide	District	
Republican Vote	47.3%	53.4%	21,995 
Democratic Vote	45.0%	37.5%	15,474 
Other Vote	7.7%	9.1%	3,747 
Total Vote			41,216
Vote Rating	R +2	R +16	




2014 Treasurer

	Statewide	District	
Republican Vote	49.9%	54.6%	22,713 
Democratic Vote	44.9%	40.2%	16,705 
Other Vote	5.2%	5.2%	2,180 
Total Vote			41,598
Vote Rating	R +5	R +14	



2012 Presidential

	Statewide	District	
Republican Vote	46.1%	49.9%	28,056 
Democratic Vote	51.5%	47.3%	26,597 
Other Vote	2.4%	2.7%	1,525 
Total Vote			56,178
Vote Rating	D +5	R +3	

2012 CU Regent-At-Large

	Statewide	District	
Republican Vote	44.4%	48.3%	24,489 
Democratic Vote	47.4%	43.2%	21,908 
Other Vote	8.1%	8.5%	4,292 
Total Vote			50,689
Vote Rating	D +3	R +5	

2014 State Senate

	Statewide	District	
Republican Vote		63.7%	26,063 
Democratic Vote		36.3%	14,879 
Other Vote		0.0%	
Total Vote			40,942
Vote Rating		R +27	