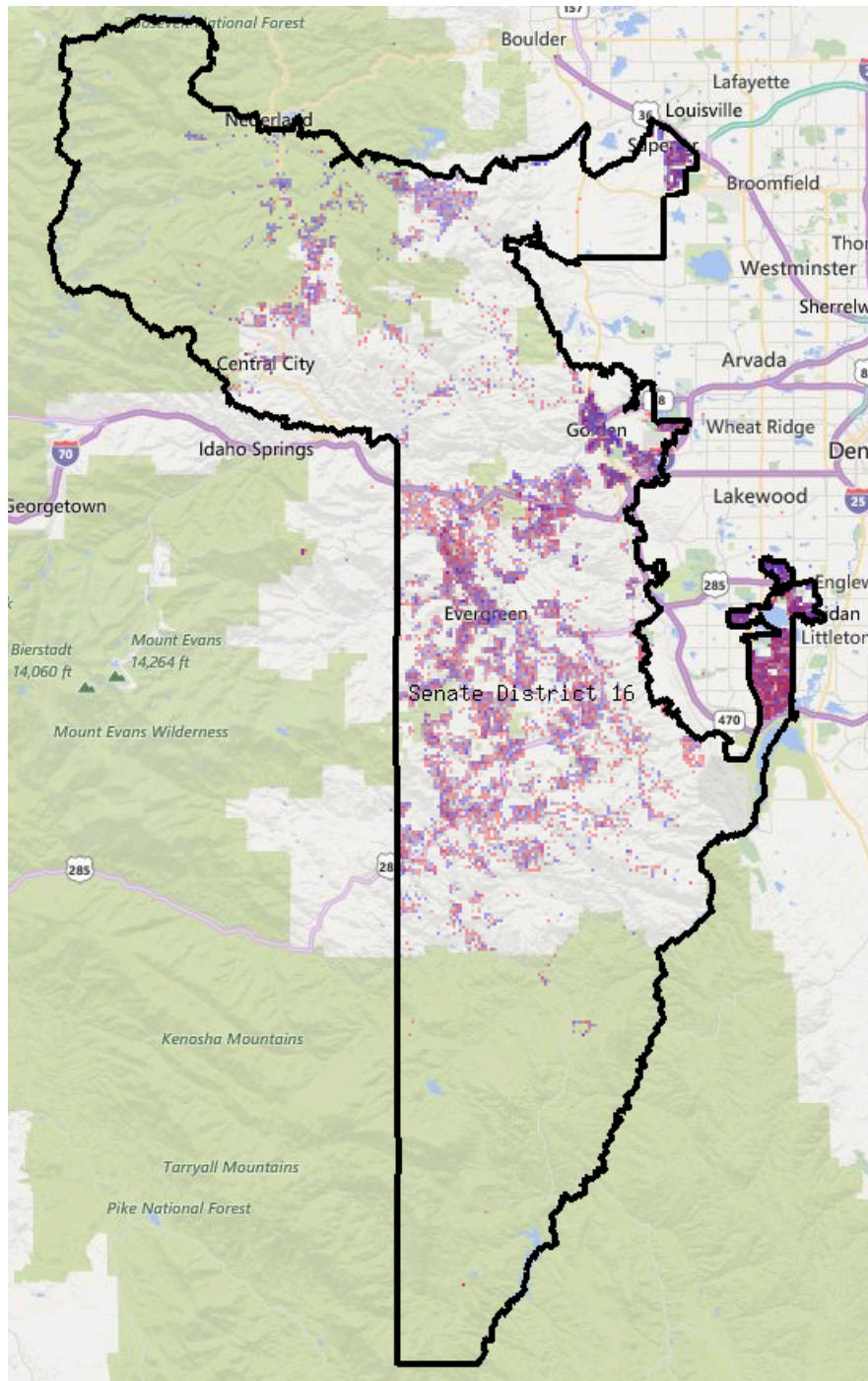


























State Senate District 16






<u>Registration</u>	<u>Statewide</u>	<u>District</u>	
Republican	31.5%	28.7%	32,032
Democratic	30.5%	25.1%	28,063
Non-Partisan	36.6%	32.1%	35,844
Total Registration			111,711
Partisan Advantage	R +1	R +4	






<u>Voter Segmentation</u>	<u>Statewide</u>	<u>District</u>	
Hard Republican	5.0%	2.8%	3,409 
Solid Republican	11.2%	10.3%	12,293 
Soft Republican	9.9%	12.3%	14,698 
Weak Republican	3.6%	6.0%	7,220 
Lean Republican Unaffiliated	5.2%	5.4%	6,474 
True Middle	16.1%	18.7%	22,413 
Lean Democrat Unaffiliated	13.2%	11.3%	13,508 
Weak Democrat	4.5%	1.4%	1,650 
Soft Democrat	8.0%	4.7%	5,631 
Solid Democrat	11.5%	13.0%	15,588 
Hard Democrat	5.5%	8.6%	10,293 
Libertarian	0.7%	0.8%	917 
American Constitution Party	0.2%	0.2%	190 
Green	0.3%	0.2%	292 
Not Included in Segmentation	5.1%	4.3%	5,126 
Total			119,702
Partisan Advantage	D +8	D +2	
Total Likely Voters	2,157,995	75,839	





<u>Political Party</u>	<u>Statewide</u>	<u>District</u>	
Republican	36.4%	35.5%	26,937 
Democratic	33.0%	30.9%	23,425 
Non-Partisan	29.3%	32.5%	24,636 
Libertarian	0.7%	0.7%	550 
Green	0.3%	0.2%	164 
Constitution	0.2%	0.2%	125 
Other	0.0%	0.0%	2 
Partisan Advantage	R +3	R +5	




<u>Gender</u>	<u>Statewide</u>	<u>District</u>	
F	52.9%	51.8%	39,270 
M	47.1%	48.2%	36,569 








<u>Marital Status</u>	<u>Statewide</u>	<u>District</u>	
Married	47.9%	52.0%	39,460 
Non-Traditional	9.4%	10.7%	8,121 
Single or Unknown	42.8%	37.3%	28,258 

<u>Veteran</u>	<u>Statewide</u>	<u>District</u>	
Yes	4.1%	3.3%	2,521

<u>Age Range</u>	<u>Statewide</u>	<u>District</u>	
18 to 29	8.4%	7.4%	5,583 
30 to 39	14.7%	11.5%	8,745 
40 to 49	17.7%	17.7%	13,399 
50 to 69	42.7%	47.8%	36,233 
70 and over	16.4%	15.6%	11,863 







<u>Likely Religion</u>	<u>Statewide</u>	<u>District</u>	
Buddhist	0.3%	0.4%	341
Catholic	12.1%	12.2%	9,259 
Christian	0.5%	0.6%	480
Eastern Orthodox	0.3%	0.4%	294
Greek Orthodox	0.1%	0.1%	102
Hindu	0.1%	0.2%	130
Islamic	0.2%	0.2%	136
Jewish	4.8%	5.1%	3,840 
Lutheran	0.0%	0.1%	41
Protestant	31.8%	34.2%	25,934 
Shinto	0.2%	0.2%	138
Sikh	0.0%	0.0%	9
Unknown	49.4%	46.3%	35,135 

<u>Ethnic Groupings</u>	<u>Statewide</u>	<u>District</u>	
East and South Asian	1.5%	1.6%	1,249
European	75.6%	79.6%	60,335 
Hispanic and Portuguese	9.5%	5.7%	4,321 
Likely African-American	1.0%	0.3%	249
Other	1.2%	1.2%	877
Unknown	11.1%	11.6%	8,808 




<u>Voting Frequency</u>	<u>Statewide</u>	<u>District</u>	
2	18.0%	15.6%	11,842 
3	16.4%	15.4%	11,707 
4	28.1%	31.2%	23,686 
5	11.9%	12.3%	9,309 
6	9.0%	8.9%	6,769 
7	8.4%	7.9%	5,985 
8	8.3%	8.6%	6,541 

<u>County</u>	<u>Statewide</u>	<u>District</u>	
Boulder	6.7%	8.2%	6,188
Denver	11.4%	16.0%	12,110
Gilpin	0.1%	3.9%	2,935
Jefferson	12.6%	72.0%	54,606








Household Voter Count

	<u>Statewide</u>	<u>District</u>	
1	25.0%	20.2%	15,343 
2	53.4%	56.3%	42,735 
3	15.9%	16.8%	12,773 
4	4.6%	5.3%	4,016 
5	0.9%	1.1%	840 
6+	0.2%	0.2%	132 














Household Gender Composition

	<u>Statewide</u>	<u>District</u>	
Female Only Household	18.0%	14.2%	10,784 
Male Only Household	12.7%	10.9%	8,231 
Mixed Gender Household	69.3%	74.9%	56,823 








Household Party Composition

	<u>Statewide</u>	<u>District</u>	
Democratic	23.5%	20.5%	15,544 
Democratic & Independent	11.8%	13.2%	10,000 
Democratic & Republican	5.1%	5.5%	4,148 
Democratic & Republican & Ind	1.4%	1.7%	1,269 
Independent	19.9%	21.3%	16,124 
Republican	26.6%	24.5%	18,590 
Republican & Independent	11.8%	13.4%	10,164 

Estimated Income Range

	<u>Statewide</u>	<u>District</u>	
\$1,000-\$14,999	2.4%	2.0%	1,497 
\$15,000-\$24,999	3.8%	2.4%	1,805 
\$25,000-\$34,999	5.0%	2.4%	1,806 
\$35,000-\$49,999	9.7%	4.8%	3,609 
\$50,000-\$74,999	23.5%	16.3%	12,327 
\$75,000-\$99,999	21.0%	20.1%	15,277 
\$100,000-\$124,999	14.4%	22.5%	17,068 
\$125,000-\$149,999	6.7%	8.9%	6,721 
\$150,000-\$174,999	3.0%	4.9%	3,730 
\$175,000-\$199,999	2.4%	4.8%	3,641 
\$200,000-\$249,999	1.9%	3.0%	2,277 
\$250,000 and up	2.4%	4.2%	3,204 
Unknown	3.9%	3.8%	2,877 




































Education

	<u>Statewide</u>	<u>District</u>	
Graduate Degree	8.0%	19.1%	14,523 
Bachelor Degree	19.7%	26.4%	20,037 
Some College	17.5%	12.9%	9,767 
Vo Tech Degree	0.2%	0.1%	75 
High School Diploma	23.9%	11.7%	8,845 
Less than HS Diploma	2.0%	0.9%	699 
Unknown	28.7%	28.9%	21,893 

<u>Occupation Industry</u>	<u>Statewide</u>	<u>District</u>	
Civil Servant	0.1%	0.1%	79
Clerical/Office	2.2%	2.1%	1,621
Computer Professional	0.2%	0.2%	141
Creative Arts	0.0%	0.0%	18
Education	0.6%	0.6%	477
Engineering	0.5%	1.1%	816
Financial Services	2.0%	2.6%	1,965
Food Services	0.0%	0.0%	35
Legal	0.2%	0.3%	239
Maintenance Services	0.0%	0.0%	33
Management	3.7%	4.2%	3,212
Manufacturing	1.4%	1.0%	773
Medical	4.1%	4.5%	3,405
Military	0.3%	0.2%	133
Other	5.0%	4.0%	3,026
Sales/Marketing	0.0%	0.0%	28
Scientific	0.0%	0.1%	58
Skilled Trades	2.1%	2.1%	1,556
Unknown	77.5%	76.8%	58,224

<u>Estimated Home Value Range</u>	<u>Statewide</u>	<u>District</u>	
\$0K to \$19K	0.6%	0.4%	335
\$20K to \$49K	0.7%	0.7%	526
\$50K to \$99K	3.2%	1.3%	988
\$100K to \$149K	6.8%	1.8%	1,356
\$150K to \$174K	5.6%	2.0%	1,548
\$175K to \$199K	6.5%	1.8%	1,396
\$200K to \$249K	14.0%	7.1%	5,370
\$250K to \$299K	13.0%	11.1%	8,386
\$300K to \$399K	19.2%	25.3%	19,197
\$400K to \$499K	11.0%	17.9%	13,587
\$500K to \$749K	10.3%	17.5%	13,251
\$750K to \$999K	2.9%	5.9%	4,438
\$1M+	2.1%	3.3%	2,467

<u>Property Type</u>	<u>Statewide</u>	<u>District</u>	
Agricultural	0.0%	0.0%	12
Apartment/Group Living	14.9%	12.2%	9,289
Condominium	2.5%	2.6%	1,990
Duplex	0.4%	0.3%	227
Mobile Home	0.6%	0.3%	200
Residential	60.2%	64.7%	49,051
Triplex	0.8%	0.8%	627
Unknown	20.5%	19.0%	14,443

<u>Lifestyles by Neighborhood</u>	<u>Statewide</u>	<u>District</u>	
Aging in Place	3.4%	3.4%	2,568 
Aging of Aquarius	8.1%	16.9%	12,796 
American Royalty	2.1%	5.8%	4,432 
Asian Achievers	0.0%	0.0%	11 
Babies and Bliss	3.1%	0.9%	690 
Birkenstocks and Beemers	1.9%	5.7%	4,295 
Blue Collar Comfort	0.6%	0.0%	8 
Bohemian Groove	1.8%	1.9%	1,407 
Boomers and Boomerangs	2.5%	2.1%	1,578 
Booming and Consuming	0.5%	0.1%	82 
Ciudad Strivers	0.2%	0.0%	0
Colleges and Cafes	0.8%	0.5%	377 
Countrified Pragmatics	0.2%	0.0%	30 
Couples with Clout	1.0%	1.3%	1,016 
Cul de Sac Diversity	1.9%	0.3%	261 
Dare to Dream	0.8%	0.2%	133 
Destination Recreation	0.3%	0.4%	272 
Diapers and Debit Cards	0.5%	0.0%	34 
Digital Dependents	3.1%	1.1%	837 
Enduring Hardships	0.0%	0.0%	4 
Everyday Moderates	1.8%	0.4%	314 
Families Matter Most	0.9%	0.2%	122 
Family Fun-tastic	1.1%	1.3%	969 
Family Troopers	0.9%	0.2%	162 
Fast Track Couples	3.8%	1.9%	1,428 
Footloose and Family Free	0.2%	0.0%	0
Fragile Families	0.0%	0.0%	0
Full Pockets Empty Nests	2.3%	2.3%	1,733 
Full Steam Ahead	0.3%	0.3%	242 
Generational Soup	5.3%	6.4%	4,826 
Golf Carts and Gourmets	0.3%	0.7%	500 
Gospel and Grits	0.0%	0.0%	0
Gotham Blend	0.0%	0.0%	11 
Hard Times	0.1%	0.0%	0
Hispanic Harmony	1.2%	0.0%	22 
Homemade Happiness	0.9%	0.0%	11 
Hope for Tomorrow	0.0%	0.0%	0
Humble Beginnings	0.1%	0.1%	49 
Jet Set Urbanites	0.1%	0.0%	0
Kids and Cabernet	1.5%	2.6%	1,975 
Latin Flair	0.3%	0.0%	0
Meager Metro Means	0.0%	0.0%	0
Metro Fusion	0.1%	0.1%	39 
No Place like Home	2.8%	2.2%	1,664 
Nuevo Horizons	0.9%	0.0%	0


Picture Perfect Families	0.6%	1.0%	739
Platinum Prosperity	1.1%	1.7%	1,265
Progressive Potpourri	0.7%	0.9%	660
Reaping Rewards	2.3%	3.0%	2,242
Red White and Bluegrass	0.3%	0.0%	2
Rolling the Dice	0.8%	0.2%	185
Rooted Flower Power	4.9%	2.2%	1,660
Rural Escape	1.0%	0.0%	22
Senior Discounts	1.5%	0.8%	626
Settled and Sensible	0.9%	0.1%	108
Settled in Suburbia	0.8%	2.8%	2,125
Silver Sophisticates	5.0%	13.5%	10,207
Small Town Shallow Pockets	0.7%	0.5%	360
Soul Survivors	0.1%	0.0%	0
Soulful Spenders	0.8%	0.0%	0
Sports Utility Families	0.8%	0.6%	434
Status Seeking Singles	2.4%	1.7%	1,310
Stockcards and State Parks	0.6%	0.0%	27
Striving Single Scene	2.5%	2.0%	1,505
Town Elders	2.6%	0.3%	236
True Grit Americans	0.6%	0.0%	2
Unspoiled Splendor	3.0%	1.9%	1,436
Urban Ambition	0.3%	0.0%	0
Urban Edge	0.8%	0.2%	124
Wired for Success	1.0%	1.4%	1,026
Work Hard Pray Hard	0.0%	0.0%	0

<u>Gun Owner</u>	<u>Statewide</u>	<u>District</u>	
Yes	14.9%	19.2%	14,559




<u>Social Economic Ladder (ISPSA)</u>	<u>Statewide</u>	<u>District</u>	
0	5.7%	0.6%	490
1	7.2%	1.4%	1,094
2	7.5%	1.3%	970
3	8.1%	5.8%	4,403
4	8.8%	7.6%	5,779
5	9.7%	8.4%	6,355
6	10.7%	9.1%	6,890
7	10.9%	13.4%	10,125
8	12.0%	19.9%	15,112
9	13.0%	26.3%	19,981

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%	75,839 
Grand Junction et al, CO	3.6%	0.0%	0




Election History**2014 US Senate**

	Statewide	District	
Republican Vote	48.2%	47.3%	34,538 
Democratic Vote	46.3%	47.6%	34,784 
Other Vote	5.5%	5.1%	3,750 
Total Vote			73,072
Vote Rating	R +2	D +0	




2014 Governor

	Statewide	District	
Republican Vote	46.0%	44.2%	32,339 
Democratic Vote	49.3%	51.3%	37,533 
Other Vote	4.8%	4.4%	3,225 
Total Vote			73,097
Vote Rating	D +3	D +7	




2014 Attorney General

	Statewide	District	
Republican Vote	51.4%	51.0%	35,331 
Democratic Vote	42.4%	42.5%	29,437 
Other Vote	6.2%	6.6%	4,569 
Total Vote			69,337
Vote Rating	R +9	R +9	

2014 Secretary of State

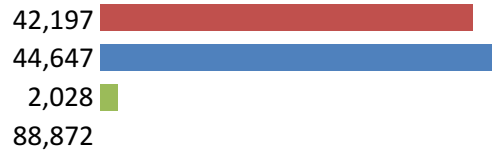
	Statewide	District	
Republican Vote	47.3%	46.4%	32,656 
Democratic Vote	45.0%	46.5%	32,685 
Other Vote	7.7%	7.1%	5,012 
Total Vote			70,353
Vote Rating	R +2	D +0	

2014 Treasurer

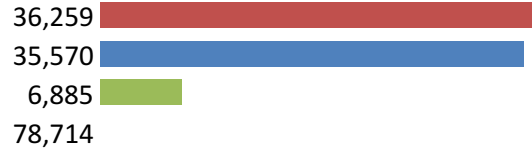
	Statewide	District	
Republican Vote	49.9%	50.0%	35,040 
Democratic Vote	44.9%	44.3%	31,080 
Other Vote	5.2%	5.7%	3,986 
Total Vote			70,106
Vote Rating	R +5	R +6	

2012 Presidential

	Statewide	District
Republican Vote	46.1%	47.5%
Democratic Vote	51.5%	50.2%
Other Vote	2.4%	2.3%
Total Vote		88,872
Vote Rating	D +5	D +3

**2012 CU Regent-At-Large**

	Statewide	District
Republican Vote	44.4%	46.1%
Democratic Vote	47.4%	45.2%
Other Vote	8.1%	8.7%
Total Vote		78,714
Vote Rating	D +3	R +1

**2014 State Senate**

	District
Republican Vote	51.4%
Democratic Vote	48.6%
Other Vote	0.0%
Total Vote	69,365
Vote Rating	R +3

