

# Market and Customer Trends Fact Sheet



**Purpose of the study:** To summarize existing data detailing the current and future demographics of CPW customers and Colorado residents to assist in identifying changes to current markets and opportunities to engage new markets.

**Methods:** Data were summarized from existing efforts by the Colorado State Demography Office, CPW and other state and national agencies to identify demographic trends in Colorado.

**Highlights of results:** Key findings of this project were:

- Colorado's population is projected to continue its rapid growth, topping 7.1 million people by 2040. The highest growth rates will occur along the Front Range, I-70 mountain corridor and in and around the Grand Valley. Increased growth primarily in urban areas will present challenges in managing wildlife and outdoor recreation resources, but also opportunities to engage new users.
- The proportion of the state's population made up of residents 65 and over will increase from 540,000 in 2010 (10%) to 1,350,000 (18%) in 2030. More than 1 million workers are expected to retire during this time period, and may seek increased access to outdoor recreation during retirement.
- Hispanics will make up nearly 34% of Colorado's population by 2040, while white, non-Hispanics will comprise 56% of the population at that time. Population growth among Hispanics is likely to continue because of the high proportion under 18 years of age. Hispanics are more likely to use recreational facilities in larger groups, for day-use only, and for longer periods of time within a single day than are non-Hispanic users. These activities may change demand on CPW resources.
- The proportion of Colorado's population growth attributable to in-migration will continue to be high. Because the outdoor amenities of the state may play a role in attracting new residents, demand for outdoor recreation access may continue to increase, especially in areas of high population growth.
- Visitation to Colorado's state parks and participation in angling has increased since the early 2000s, while participation in hunting has decreased over that same time period. Big game hunting demand has increased over this time period, but as limited licenses for deer and elk have been reduced, growth in overall license sales has been limited.
- Participants residing along the Front Range of Colorado make up the largest proportion of hunting and angling license buyers and state park visitors, but rural areas in western Colorado have the largest proportion of residents that hunt, fish and visit state parks.
- The population of hunters and anglers in Colorado is aging in similar proportion to the overall population of Colorado. The largest cohort among hunters and anglers is between 46-61 years old (in 2012). These participants are approaching the age where participation drops precipitously (age 70-75), but there are not cohorts of current participants set to replace them as they age out. Efforts to focus recruitment on age classes where participation is low may help stabilize funding over the long-term.

**For more information:** For more information about this and other Human Dimensions projects, please contact Stacy Lischka at [stacy.lischka@state.co.us](mailto:stacy.lischka@state.co.us) or (303) 291-7279.

