Pikes Peak Outdoors Leisure and Recreation Survey
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PIKES PEAK RECREATION & TOURISM
HERITAGE SERIES
A PROGRAM OF EL POMAR FOUNDATION

Springs Insight Exchange
Assessing Public Sentiment for Community and Economic Development
Pikes Peak Outdoors Leisure and Recreation Survey

A Window on Millennials -
Summary of Survey Results for:

Mountains Matter to Millennials Session

Sept. 8, 2016

James Rajasingh, Colorado College Class of 2017

Robin Roberts, Co-Chair, Springs Insight Exchange
Purpose

• A survey to measure specific aspects of the outdoors importance to residents of the Pikes Peak Region.
• Discover ways outdoor access and activity can be improved.
• Today: Focus on Millennials as a vital dimension to the region’s economic health and quality of life.
Who All Is Taking Survey

• Gender
  – Male: 49%
  – Female: 51%

• Area Respondents Identify With Most
  – Colorado Springs region: 79%
  – Manitou Springs: 6%
  – Tri-Lakes Area: 4%

• Age Categories
  – Adult Millennials (18-33): 25%
  – Generation X (34-49): 23%
  – Baby Boomers (50-68): 44%
  – Silents (69-84+): 9%
Employment Status

- Student: 7.7%
- Employed, working full-time: 61.8%
- Employed, working part-time: 8.9%
- Not employed, looking for work: 2.4%
- Not employed, NOT looking for work: 2.4%
- Retired: 16.3%
- Disabled, not able to work: 0.4%
- Other: 0.0%
Degree Status

- 0.0% Less than high school degree
- 2.4% High school degree or equivalent (e.g., GED)
- 16.7% Some college but no degree
- 2.0% Associate degree
- 39.0% Bachelor degree
- 39.8% Graduate degree
The Millennial Role

• Pikes Peak Region is being questioned:
  – How can we attract/retain young professionals?
• What contributes to the region’s strengths for Millennials?
• How do regional challenges affect Millennials?
• How can the region reinforce strengths and combat challenges?
# Proportion of Millennials Along Front Range of Colorado

<table>
<thead>
<tr>
<th>Ranking Location</th>
<th>Percentage of Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Boulder</td>
<td>36%</td>
</tr>
<tr>
<td>2 Fort Collins</td>
<td>33%</td>
</tr>
<tr>
<td>3 Denver</td>
<td>29%</td>
</tr>
<tr>
<td>4 Colorado Springs</td>
<td>24%</td>
</tr>
<tr>
<td>5 El Paso</td>
<td>23%</td>
</tr>
<tr>
<td>6 Front Range</td>
<td>22%</td>
</tr>
<tr>
<td>7 Colorado</td>
<td>22%</td>
</tr>
<tr>
<td>8 United States</td>
<td>21%</td>
</tr>
<tr>
<td>9 Pueblo</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau
How Millennials rate desirability of living in places

(average rating: 1 = least desirable, 10 = most desirable)

Based on experience or reputation how do you rate the desirability of living in the following places. (1 = least desirable, 10 = most desirable)
Greatest Strengths of Pikes Peak Region for Millennials

Natural Beauty, Local Environment, Climate, Opportunities, Traffic, Cost of Living, Healthy Weather, Pikes Peak Access, Culture, Community, Military, Outdoor Spaces, Activities, Scenery, Denver, Population, Proximity, Colorado, Trails, Friendly, Hiking, Quality of Life, Parks
Greatest Strengths of Pikes Peak Region for Millennials

Accessibility

Environment

Natural Features

Recreation

Urban Amenities

 Millennials

 Others
Greatest Challenges of Pikes Peak Region for Millennials

Poor Cost of Living Growth Tourism Infrastructure Trash
Homeless Crime Outdoor Traffic
Government Support Community
Politics Public Cultural Funding Young
Trails Roads Water Control Population
Economic Development Open Space Jobs
### Greatest Challenges of Pikes Peak Region for Millennials

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>8.92%</td>
<td>19</td>
</tr>
<tr>
<td>Population</td>
<td>8.45%</td>
<td>18</td>
</tr>
<tr>
<td>Trails</td>
<td>7.51%</td>
<td>16</td>
</tr>
<tr>
<td>Roads</td>
<td>7.51%</td>
<td>16</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>6.57%</td>
<td>14</td>
</tr>
<tr>
<td>Parks</td>
<td>5.16%</td>
<td>11</td>
</tr>
<tr>
<td>Public</td>
<td>4.23%</td>
<td>9</td>
</tr>
<tr>
<td>Traffic</td>
<td>3.76%</td>
<td>8</td>
</tr>
<tr>
<td>Development</td>
<td>3.76%</td>
<td>8</td>
</tr>
<tr>
<td>Access</td>
<td>3.29%</td>
<td>7</td>
</tr>
</tbody>
</table>
Greatest Challenges of Pikes Peak Region for Millennials

- Political
- Infrastructure
- Managing Growth
- Outdoors
- Reputation
- Residents

- Millennials
- Others
Millennials’ few-word description of the Pikes Peak Region

Wonderful, Forest, Quality of Life, Earth, Small Town, Choosing, Raise a Family, County, Colorado Springs, Blue Skies, Live, Call Home, Outdoor, Growing, Beautiful, Urban Area, Mountain, Great City, Pikes Peak, Spectacular, Friendly, Dream, Olympic City, Enjoy, Front Range, Unrealized, Amazing Adventure
Millennials’ few-word description of the Pikes Peak Region

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful</td>
<td>24.46%</td>
<td>45</td>
</tr>
<tr>
<td>Outdoor</td>
<td>18.48%</td>
<td>34</td>
</tr>
<tr>
<td>Mountain</td>
<td>11.96%</td>
<td>22</td>
</tr>
<tr>
<td>Live</td>
<td>10.87%</td>
<td>20</td>
</tr>
<tr>
<td>Pikes Peak</td>
<td>8.15%</td>
<td>15</td>
</tr>
<tr>
<td>Colorado Springs</td>
<td>5.98%</td>
<td>11</td>
</tr>
<tr>
<td>Great Place</td>
<td>4.89%</td>
<td>9</td>
</tr>
<tr>
<td>Friendly</td>
<td>4.35%</td>
<td>8</td>
</tr>
<tr>
<td>Vibrant</td>
<td>3.26%</td>
<td>6</td>
</tr>
<tr>
<td>Raise a Family</td>
<td>2.72%</td>
<td>5</td>
</tr>
</tbody>
</table>
Millennials’ few-word description of the Pikes Peak Region

• “Beautiful city to live a healthy lifestyle with limited opportunities for young professionals.”
• “A gateway to outdoor adventure, community driven, with small town hospitality”
• “Basecamp of the Pikes Peak Region”
How do Millennials Spend Their Time for Leisure and Recreation

Millennial Days Spent Outdoors per Year

- Relaxing outside
- Running/Jogging
- Walking for enjoyment
- Hiking (day)
- Biking (road/paved surface)
- Gardening
- Sightseeing/Wildlife Viewing
- Walking/Biking to work
- Yoga and other outdoor exercises
- Road Tripping/Scenic Driving
Outdoor Recreation: Millennials vs. Generation X

Activities and their respective participation days/year:

- Biking (road/paved surface)
- Survival training/ Boot camp/ Orienteering
- Skiing downhill/ Snowboarding
- Skiing cross country/ Snowshoeing
- Kayaking
- Hunting
- Horseback riding
- Hiking (overnight: backpacking)
- Hiking (day)
- Fishing (rod)
- Fishing (fly)
- Climbing (sport/indoor/Boulder)
- Canoeing
- Biking (mountain/non-paved surface)

The bar chart compares the number of days/year for each activity between Millennials and Generation X, with Millennials depicted in blue and Generation X in red.
Most Important Issue of Pikes Peak Region for Millennials to Improve Outdoor Recreation

- Access
- Funding
- Image
- Infrastructure
- Trails/Parks

<table>
<thead>
<tr>
<th>Issue</th>
<th>Millennials</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>35%</td>
<td>15%</td>
</tr>
<tr>
<td>Funding</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Image</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Trails/Parks</td>
<td>50%</td>
<td>45%</td>
</tr>
</tbody>
</table>
How to Improve Accessibility to outdoor activities in Pikes Peak Region: Views of Millennials

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trails</strong></td>
<td>26.34%</td>
<td>54</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>16.10%</td>
<td>33</td>
</tr>
<tr>
<td><strong>Bike</strong></td>
<td>10.24%</td>
<td>21</td>
</tr>
</tbody>
</table>

- **Trails**
  - “Trail connectivity (both urban and natural surface)”

- **Parking**
  - “Larger parking areas at popular trail heads such as Ute Park, Red Rocks Canyon, Section 16 and Garden of the Gods”

- **Bike**
  - “Enhanced bike connectivity”
Do Millennials Volunteer for an Outdoor Organization?

48.3% Yes
51.7% No
Others Volunteer Comparison

Trails and Open Space Coalition

Friends of Garden of the Gods

Volunteers for Outdoor Colorado

Yes  53.6%
No   46.4%