CHAPTER THREE - COMMUNITY PROFILE

3.1 DEMOGRAPHICS AND TREND SUMMARY

The Community Profile provides an understanding of the City of Durango's population. This analysis demonstrates the overall size of the total population by specific age segment, race, ethnicity, overall economic status, and spending power of the residents through household income statistics. In addition, recreation and sports activity participation for the Colorado region, which influences Durango Parks and Recreation program offerings, is also detailed in the report. The following is a summary of the report, while the complete report is included in **Appendix B.**

Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2008, and reflects actual numbers as reported in the 2000 Census and demographic projections for 2008 and 2013 as estimated by ESRI; straight line linear regression was utilized for projected 2018 and 2023 demographics. The City of Durango was utilized as the demographic analysis boundary. It should be noted that the ESRI population numbers vary slightly from the Colorado State Demographer population estimates. ESRI shows a 2008 estimated population of 15,632 people. The State Demographer estimated the 2007 population as 16,169. For the purposes of the Master Plan, the 15,632 population figure is used.

From 2000 to 2008, the City's population has grown by 10.9%. This translates into a population increase of about 1,710. Projecting ahead, the City's growth rate is expected to continue, though, at a slightly decreasing rate. The projected population in 2023 is expected to be approximately 19,094 people.

The City of Durango's population by major age segment demonstrates a significant proportion of youth and early working age professionals (ages 18-34). Currently two out of five individuals (41%) fall within this age segment, and this is expected to stay relatively consistent through 2023. The next highest growing age segment is expected to be the active adult population (55+), which is projected to comprise 25% of the total population in the next fifteen years.

The City of Durango is primarily homogeneous with a small minority of American Indian and people describing themselves as Some Other Race. In 2000, over eighty-five percent (86.8%) of the City was classified as white only, accounting for approximately 12,090 total persons. The next largest single race was American Indian (5.51%; 767 persons).

The gender composition is marginally in favor of males (51%) and this trend is projected to remain constant over the years.

Currently, there are an estimated 6,298 households in the City of Durango with an average household size of 2.26 persons. The income characteristics are similar to national averages and marginally below those for the State of Colorado. However, future projections do exhibit positive growth trends with the service area's median household income poised to grow from $48,529 in 2008 to $79,808 by 2023. This represents more than a 100% increase

from the 2000 median household income ($34,916). The per capita income, too, is expected to increase significantly from $19,353 in 2000 to $44,001 in 2023.

As for recreation trends information, data for this analysis was obtained from the American Sports Data (ASD) 2007 – 2008 SUPERSTUDY®. The SUPERSTUDY® is an annual syndicated tracking study that presents a comprehensive overview of sports participation in the United States based on responses obtained from over 15,000 statistically valid surveys nationwide. The study identifies and analyzes general patterns, trends, and relationships within a full range of 103 sports and activities. Participation trends for some key sports and recreation activities popular in the Denver Metropolitan Statistical Area (MSA) and the State of Colorado are included in the study information. For the Denver MSA, the program areas with a large percentage of participants include fitness bicycling, pilates, spinning, elliptical machines, and stationary biking. As for team sports, volleyball, softball, baseball, football, lacrosse, and indoor soccer are popular.

Other popular recreation activities for the Colorado region include outdoor recreation activities such as bicycling, mountain biking, climbing, hiking, camping, rafting, and fishing. Snow sports including downhill and cross country skiing, snowboarding, and snowshoeing all have high participation in the region.