

# WHY RESEARCH COLORADO SPRINGS

**6TH** NATIONALLY FOR  
HIGHEST SHARE OF MILLENNIALS

**13TH** NATIONALLY  
IN BIRTHPLACE DIVERSITY

**40TH** LARGEST CITY  
IN THE UNITED STATES

## A TRUE CROSS-SECTION OF MODERN AMERICA

Colorado Springs functions as a microcosm city with diverse demographics across ages, incomes, and household composition. Ranking 13th in the country for birthplace diversity, 90% of our residents have migrated from across the United States. This allows our clients to draw insights from a broad base of attitudes and experiences.

## INSPIRING, FLEXIBLE SPACE



- Our facility is designed, built, and equipped for moderators, by moderators
- Stand-alone facility with private, gated parking for respondents and clients
- Intuitive service and leading-edge technology

## STRONG CATEGORY DEVELOPMENT

- Ranked as the 2<sup>nd</sup> best city for 'outdoor lovers' by Time Magazine
- Ranked 13<sup>th</sup> in cities with the most breweries per capita by Datafiniti
- Epicenter of the sports industry with 59 national/international sports organizations

*Well-represented consumer groups:*

Outdoor enthusiasts	Military affiliation	Makers/creators	Craft beer/spirit consumers
Fitness enthusiasts	Pet owners	Entrepreneurs	Bikers and off-roaders
Cannabis consumers	Hybrid vehicle owners	Hispanic families	Tech savvy professionals

## ENERGY, MOMENTUM, GROWTH

- Outpacing the nation in consumer confidence and economic growth, yielding forward-looking attitudes, ideas, and insights
- Colorado Springs is out-pacing all other U.S. cities for Millennial population growth, adding +14.7% in the past 5 years, as reported by the Brookings Institution
- Colorado Springs/El Paso County population is projected to surpass Denver by 2050, with growth estimates of +60%

## WHY ELEVATED INSIGHTS?

*"The moderator could not stop raving about your facility. He loved the whole package (recruit, client service, facility vibe, etc.) & indicated it was the best experience he has had in a long time. Plus, it was a pleasure working with a professional and experienced project manager! The facility is definitely on my radar for future projects."*

*-National Research Consultant, February 2018*



## WHY HERE?

- Modern middle American families
- Median income equals U.S. average
- Age distribution in line with U.S. average, and an over-indexing in Millennials
- Direct flight from 17 cities to Colorado Springs, and just 60 miles south of Denver Int'l Airport
- Politically mixed - Colorado Springs citizens have balanced political views with most citizens falling into the 'movable middle' on general political issues



## CONTACT

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