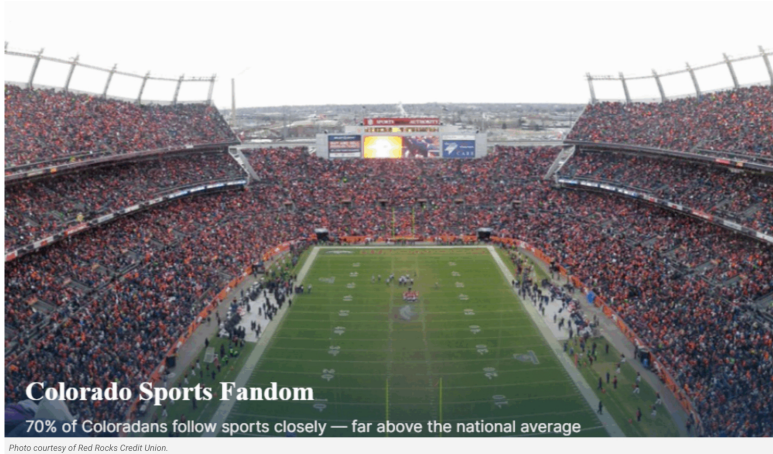




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## Colorado Sports Fandom

70% of Coloradans follow sports closely — far above the national average

Photo courtesy of Red Rocks Credit Union.

# Coloradans prioritize sports, outdoor spending despite costs

ColoradoBiz Staff // January 20, 2026 // 2 Minute Read

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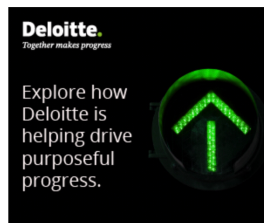
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LITTLETON, Colo. — As the Denver Broncos enter the NFL playoffs with home-field advantage, a new survey by Red Rocks Credit Union finds many Coloradans are adjusting household budgets to continue spending on sports and outdoor activities even as living costs rise.

### IN BRIEF:

- Survey finds 70% of Coloradans follow pro or college sports at least somewhat closely
- More than 80% say rising costs have forced changes to spending habits
- Outdoor activities rank as top priority, with only 21% willing to cut back
- More than half of respondents rely on savings at least sometimes to cover expenses

The December 2025 survey of 300 Colorado residents found 70% follow professional or college sports at least somewhat closely, including 43% who follow closely. Nearly half, 49%, attend live sporting events or watch games on television at least weekly during the season.



Nationally, about four in 10 adults say they follow sports at least somewhat closely, according to industry data cited in the survey.

At the same time, 83% of respondents said rising costs in Colorado have at least somewhat forced them to change how they live or spend.

The survey found 43% of Coloradans are at least somewhat willing to make financial tradeoffs such as cutting other expenses to continue attending sporting events. Among respondents who follow sports very closely, that figure rises to 75%. About 65% of that group attend or watch games multiple times per week during the season.



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Groceries and food were listed as a top financial concern by 54% of respondents, followed by rent or mortgage costs at 53%. Despite those pressures, respondents who follow sports closely were less likely to cut spending on sporting events than on other discretionary expenses.

Outdoor activities ranked even higher in priority. Nearly 7 in 10 respondents, or 68%, said they regularly participate in outdoor or nature activities such as hiking, camping or visiting state or national parks. Only 21% said they would cut outdoor activities to save money.

The survey found 54% of respondents participate in sports or fitness activities at least weekly. That figure increases to 75% among those who follow sports very closely.

Overall, 60% said they are at least somewhat willing to make financial tradeoffs to afford outdoor or leisure activities. By comparison, 75% said they would cut dining out and 56% said they would reduce travel or vacations if needed.

Financial pressure remains widespread. More than half, 56%, said they rely on savings or emergency funds at least sometimes to cover expenses, while 13% reported having no savings. Among respondents who do not follow sports closely, 21% said they have no savings.

In addition to groceries and housing, respondents listed utility bills at 45% and car-related costs at 40% as major concerns.

When asked about long-term financial goals, 43% said their priority is feeling financially secure while still enjoying life. Another 34% said they focus on saving while allowing room for meaningful experiences. About 18% said their goal is getting by month to month, while 8% said earning as much as possible was their main objective.

The survey also found 56% of respondents said they feel comfortable going to their financial institution for help with budgeting or **financial planning**, while about one-third said they do not.

**Methodology**

The Red Rocks Credit Union Colorado Sports, Outdoors and Finances Survey was conducted online using Pollfish from Dec. 19 to 20, 2025, among a representative sample of 300 Colorado residents ages 18 to 64. The margin of error is plus or minus 5.7 percentage points at the 95% confidence level. No additional weighting was applied.

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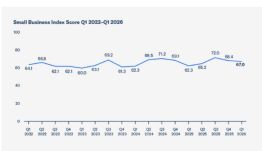
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Industry Index	37.3	36.7	34.7	36.1	35.1	-1.0	-2.2
Industry Health	38.2	38.4	38.2	38.0	37.1	-0.9	-1.1
Industry Hiring	32.4	32.4	34.9	32.0	31.7	-0.3	-0.7
Capital Expenditures	32.9	34.9	38.3	44.2	45.1	+0.9	+12.2
High Economy	38.5	38.0	37.0	38.8	38.4	-0.4	-0.1
National Economy	35.5	35.6	37.1	37.3	37.4	+0.1	+1.9
<b>USCI</b>	<b>37.9</b>	<b>37.9</b>	<b>36.6</b>	<b>36.1</b>	<b>35.4</b>	<b>-0.7</b>	<b>-2.5</b>

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Company	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Q1 2027	Q2 2027	Q3 2027	Q4 2027	Q1 2028	Q2 2028	Q3 2028	Q4 2028	Annual Change
United States	74%	73%	74%	73%	74%	74%	74%	74%	74%	74%	74%	74%	+4
Canada	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	+13
Europe	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	+9

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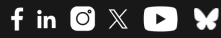
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