



The Rodeo Region's™ Age Advantage: the Demographic Divide in America

The United States is experiencing a sustained demographic transformation defined by the aging of its workforce. The rise in median age of US workers over the past two decades—from approximately 40.3 to 42.5—may appear marginal, but reflects deeper structural changes in fertility, longevity, labor force participation, and migration. These changes have important macroeconomic consequences.

The country's youthful counterpoint to this trend? The Rodeo Region™.

A Smaller, Older Future

At the core of workforce aging is declining birth rates and rising life expectancy. The Baby Boom cohort has moved steadily toward retirement age, while subsequent generations entering the jobs market are smaller. Labor force growth is slowing, tightening labor supply. Employment expansion depends on increasing the working-age population and participation rates. As the workforce ages, even strong labor demand translates into more modest job gains. In this sense, demographic aging functions as a supply-side constraint, limiting an economy's capacity to grow through the labor input alone and increasing reliance on productivity gains. An aging workforce constrains employment growth, alters the composition of entrepreneurship, and reshapes labor markets

At the same time population growth is also decelerating. US fertility rates have fallen below replacement levels, and net immigration (which has supplied one-half of the

country's workforce growth in the past 20 years) has abruptly slowed with recent policy shifts. Slower population growth weakens demand-side forces, reducing household formation, dampening consumption, and pressuring public finances at the state and local level. As the ratio of workers to retirees declines, fiscal burdens associated with healthcare, pensions, and social services increase.

Aging demographics also influence business dynamism, particularly entrepreneurship and new company formation. Since the mid-2000's the share of new businesses that plan to employ workers has fallen from one-half to about one-third. This shift partly reflects the age of the people that start businesses. Younger entrepreneurs tend to drive higher-growth enterprises. Older founders are more likely to establish firms focused on self-employment or supplemental income.

The Geography of Youth

These effects are unevenly distributed across the US. Older populations are concentrated in the Northeast and Midwest; younger people reside in Bow River Capital's preferred investment territory: the Rodeo Region™.

The median age of these fourteen states is younger than any other region in the nation. More specifically, 39% of all employment in Maine (2022) was at firms where at least a quarter of the workers are aged 55+, the highest in the country. New York, Pennsylvania, and Illinois are not far behind (*Stinson: U.S. Workforce is Aging, Especially in Some Firms; US Census Bureau, December 2025*).

“Older” states typically exhibit low fertility rates, limited inflow of young workers, and long-established populations. Out-migration of younger adults in search of education and employment opportunities elsewhere further exacerbates the negative economic consequences of population aging in these regions.

Compare some Rodeo Region™ states. In Utah only 14% of employees worked at the same types of firms, the lowest in the nation. The median worker in Utah County (Salt Lake City metro) is 35 years old, the youngest of any county in America. This fact is linked to the workforce age attached to the tech industry concentrated in the Wasatch Valley; the family emphasis, entrepreneurial culture and skills training of the LDS Church based there also promotes this dynamism. Texas also boasts a relatively young workforce steering



economic outperformance in that Rodeo Region™ state. A younger workforce increases the pool of available workers, reducing labor shortages and enabling firms to grow faster. Young workers are attracted to fast-scaling companies requiring an understanding of the newest technologies, relocating talent toward more successful firms. In the past decade, measured growth in labor productivity tends to be higher in Idaho, Colorado, Nebraska, and North Dakota.

As the country's shifting demographics reshape economic vigor and investment opportunity, look to the Rodeo Region™ for a youthful spark.