LARAMIE, WYOMING

Community Demographic Profile

TheRetailCoach

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TheRetailCoach

About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

Community • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
Population		
2026 Projection	33,999	
2021 Estimate	33,173	
2010 Census	30,816	
2000 Census	27,390	
Growth 2021 - 2026		2.49%
Growth 2010 - 2021		7.65%
Growth 2000 - 2010		12.51%
2021 Est. Population by Single-Classification Race	**33,173**	
White Alone	28,589	86.18%
Black or African American Alone	773	2.33%
Amer. Indian and Alaska Native Alone	328	0.99%
Asian Alone	1,417	4.27%
Native Hawaiian and Other Pacific Island Alone	32	0.10%
Some Other Race Alone	923	2.78%
Two or More Races	1,111	3.35%
2021 Est. Population by Hispanic or Latino Origin	**33,173**	
Not Hispanic or Latino	29,644	89.36%
Hispanic or Latino	3,529	10.64%
Mexican	2,514	71.24%
Puerto Rican	81	2.30%
Cuban	22	0.62%
All Other Hispanic or Latino	912	25.84%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**3,529**	
White Alone	2,188	62.00%
Black or African American Alone	38	1.08%
American Indian and Alaska Native Alone	68	1.93%
Asian Alone	15	0.43%
Native Hawaiian and Other Pacific Islander Alone	5	0.14%
Some Other Race Alone	875	24.80%
Two or More Races	340	9.63%
2021 Est. Pop by Race, Asian Alone, by Category	**1,417**	
Chinese, except Taiwanese	589	41.57%
Filipino	145	10.23%
Japanese	29	2.05%
Asian Indian	206	14.54%
Korean	82	5.79%
Vietnamese	60	4.23%
Cambodian	7	0.49%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	44	3.11%
All Other Asian Races Including 2+ Category	255	18.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**33,173**	
Arab	185	0.56%
Czech	260	0.78%
Danish	288	0.87%
Dutch	341	1.03%
English	2,952	8.90%
French (except Basque)	840	2.53%
French Canadian	162	0.49%
German	6,330	19.08%
Greek	119	0.36%
Hungarian	70	0.21%
Irish	2,873	8.66%
Italian	1,143	3.45%
Lithuanian	33	0.10%
United States or American	891	2.69%
Norwegian	982	2.96%
Polish	669	2.02%
Portuguese	39	0.12%
Russian	358	1.08%
Scottish	938	2.83%
Scotch-Irish	451	1.36%
Slovak	19	0.06%
Subsaharan African	188	0.57%
Swedish	727	2.19%
Swiss	112	0.34%
Ukrainian	62	0.19%
Welsh	308	0.93%
West Indian (except Hisp. groups)	7	0.02%
Other ancestries	7,623	22.98%
Ancestry Unclassified	4,203	12.67%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,183	89.22%
Speak Asian/Pacific Island Language at Home	768	2.43%
Speak IndoEuropean Language at Home	850	2.69%
Speak Spanish at Home	1,682	5.33%
Speak Other Language at Home	106	0.34%

Community • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2021 Est. Population by Age	**33,173**	
Age 0 - 4	1,584	4.78%
Age 5 - 9	1,548	4.67%
Age 10 - 14	1,492	4.50%
Age 15 - 17	1,060	3.20%
Age 18 - 20	3,488	10.52%
Age 21 - 24	5,971	18.00%
Age 25 - 34	5,534	16.68%
Age 35 - 44	3,784	11.41%
Age 45 - 54	2,587	7.80%
Age 55 - 64	2,499	7.53%
Age 65 - 74	2,256	6.80%
Age 75 - 84	993	2.99%
Age 85 and over	377	1.14%
Age 16 and over	28,206	85.03%
Age 18 and over	27,489	82.87%
Age 21 and over	24,001	72.35%
Age 65 and over	3,626	10.93%
2021 Est. Median Age		26.64
2021 Est. Average Age		33.80
2021 Est. Population by Sex	**33,173**	
Male	17,340	52.27%
Female	15,833	47.73%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**17,340**	
Age 0 - 4	814	4.69%
Age 5 - 9	814	4.69%
Age 10 - 14	763	4.40%
Age 15 - 17	549	3.17%
Age 18 - 20	1,825	10.53%
Age 21 - 24	3,245	18.71%
Age 25 - 34	3,066	17.68%
Age 35 - 44	2,014	11.62%
Age 45 - 54	1,353	7.80%
Age 55 - 64	1,222	7.05%
Age 65 - 74	1,092	6.30%
Age 75 - 84	452	2.61%
Age 85 and over	131	0.76%
2021 Est. Median Age, Male		26.33
2021 Est. Average Age, Male		33.00
2021 Est. Female Population by Age	**15,833**	
Age 0 - 4	770	4.86%
Age 5 - 9	734	4.64%
Age 10 - 14	729	4.60%
Age 15 - 17	511	3.23%
Age 18 - 20	1,663	10.50%
Age 21 - 24	2,726	17.22%
Age 25 - 34	2,468	15.59%
Age 35 - 44	1,770	11.18%
Age 45 - 54	1,234	7.79%
Age 55 - 64	1,277	8.07%
Age 65 - 74	1,164	7.35%
Age 75 - 84	541	3.42%
Age 85 and over	246	1.55%
2021 Est. Median Age, Female		27.03
2021 Est. Average Age, Female		34.70

Community • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,984	52.49%
Males, Never Married	8,107	28.40%
Females, Never Married	6,877	24.09%
Married, Spouse present	9,725	34.06%
Married, Spouse absent	679	2.38%
Widowed	718	2.52%
Males Widowed	193	0.68%
Females Widowed	525	1.84%
Divorced	2,443	8.56%
Males Divorced	1,096	3.84%
Females Divorced	1,347	4.72%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	261	1.4%
Some High School, no diploma	461	2.6%
High School Graduate (or GED)	2,679	14.9%
Some College, no degree	3,769	20.9%
Associate Degree	1,651	9.2%
Bachelor's Degree	4,893	27.1%
Master's Degree	2,736	15.2%
Professional School Degree	466	2.6%
Doctorate Degree	1,114	6.2%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	331	19.05%
High School Graduate	514	29.57%
Some College or Associate's Degree	627	36.08%
Bachelor's Degree or Higher	266	15.31%
Households		
2026 Projection	15,183	
2021 Estimate	14,723	
2010 Census	13,366	
2000 Census	11,390	
Growth 2021 - 2026		3.12%
Growth 2010 - 2021		10.15%
Growth 2000 - 2010		17.35%
2021 Est. Households by Household Type	**14,723**	
Family Households	6,523	44.31%
Nonfamily Households	8,200	55.70%
2021 Est. Group Quarters Population	2,259	
2021 Households by Ethnicity, Hispanic/Latino	1,315	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	**14,723**	
Income < $15,000	2,387	16.21%
Income $15,000 - $24,999	1,775	12.06%
Income $25,000 - $34,999	1,857	12.61%
Income $35,000 - $49,999	1,686	11.45%
Income $50,000 - $74,999	2,483	16.87%
Income $75,000 - $99,999	1,533	10.41%
Income $100,000 - $124,999	1,176	7.99%
Income $125,000 - $149,999	713	4.84%
Income $150,000 - $199,999	676	4.59%
Income $200,000 - $249,999	260	1.77%
Income $250,000 - $499,999	147	1.00%
Income $500,000+	30	0.20%
2021 Est. Average Household Income		$64,012
2021 Est. Median Household Income		$46,563
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$46,904
Black or African American Alone		$58,969
American Indian and Alaska Native Alone		$39,167
Asian Alone		$31,826
Native Hawaiian and Other Pacific Islander Alone		$33,368
Some Other Race Alone		$46,310
Two or More Races		$55,889
Hispanic or Latino		$42,743
Not Hispanic or Latino		$46,923
2021 Est. Family HH Type by Presence of Own Child.	**6,523**	
Married-Couple Family, own children	2,031	31.14%
Married-Couple Family, no own children	2,926	44.86%
Male Householder, own children	226	3.47%
Male Householder, no own children	325	4.98%
Female Householder, own children	580	8.89%
Female Householder, no own children	435	6.67%
2021 Est. Households by Household Size	**14,723**	
1-person	5,576	37.87%
2-person	5,029	34.16%
3-person	2,154	14.63%
4-person	1,299	8.82%
5-person	456	3.10%
6-person	153	1.04%
7-or-more-person	56	0.38%
2021 Est. Average Household Size		2.1

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**14,723**	
Households with 1 or More People under Age 18:	3,022	20.53%
Married-Couple Family	2,096	69.36%
Other Family, Male Householder	253	8.37%
Other Family, Female Householder	631	20.88%
Nonfamily, Male Householder	27	0.89%
Nonfamily, Female Householder	15	0.50%
Households with No People under Age 18:	**11,701**	**79.47%**
Married-Couple Family	2,860	24.44%
Other Family, Male Householder	299	2.56%
Other Family, Female Householder	388	3.32%
Nonfamily, Male Householder	4,429	37.85%
Nonfamily, Female Householder	3,725	31.84%
2021 Est. Households by Number of Vehicles	**14,723**	
No Vehicles	856	5.81%
1 Vehicle	4,853	32.96%
2 Vehicles	5,349	36.33%
3 Vehicles	2,448	16.63%
4 Vehicles	893	6.07%
5 or more Vehicles	324	2.20%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	6,747	
2021 Estimate	6,523	
2010 Census	5,885	
2000 Census	5,679	
Growth 2021 - 2026		3.43%
Growth 2010 - 2021		10.84%
Growth 2000 - 2010		3.63%
2021 Est. Families by Poverty Status	**6,523**	
2021 Families at or Above Poverty	6,021	92.30%
2021 Families at or Above Poverty with Children	2,529	38.77%
2021 Families Below Poverty	502	7.70%
2021 Families Below Poverty with Children	392	6.01%
2021 Est. Pop 16+ by Employment Status	**28,206**	
Civilian Labor Force, Employed	18,490	65.55%
Civilian Labor Force, Unemployed	918	3.26%
Armed Forces	4	0.01%
Not in Labor Force	8,794	31.18%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**18,254**	
For-Profit Private Workers	9,378	51.38%
Non-Profit Private Workers	1,672	9.16%
Local Government Workers	280	1.53%
State Government Workers	4,059	22.24%
Federal Government Workers	1,350	7.40%
Self-Employed Workers	1,497	8.20%
Unpaid Family Workers	18	0.10%
2021 Est. Civ. Employed Pop 16+ by Occupation	**18,254**	
Architect/Engineer	306	1.68%
Arts/Entertainment/Sports	492	2.70%
Building Grounds Maintenance	820	4.49%
Business/Financial Operations	679	3.72%
Community/Social Services	325	1.78%
Computer/Mathematical	379	2.08%
Construction/Extraction	949	5.20%
Education/Training/Library	2,618	14.34%
Farming/Fishing/Forestry	94	0.52%
Food Prep/Serving	1,372	7.52%
Health Practitioner/Technician	854	4.68%
Healthcare Support	439	2.41%
Maintenance Repair	754	4.13%
Legal	219	1.20%
Life/Physical/Social Science	622	3.41%
Management	1,252	6.86%
Office/Admin. Support	1,866	10.22%
Production	411	2.25%
Protective Services	399	2.19%
Sales/Related	1,646	9.02%
Personal Care/Service	667	3.65%
Transportation/Moving	1,091	5.98%
2021 Est. Pop 16+ by Occupation Classification	**18,254**	
White Collar	11,258	61.67%
Blue Collar	3,205	17.56%
Service and Farm	3,791	20.77%
2021 Est. Workers Age 16+ by Transp. to Work	**17,851**	
Drove Alone	12,079	67.67%
Car Pooled	1,476	8.27%
Public Transportation	376	2.11%
Walked	1,984	11.11%
Bicycle	1,022	5.73%
Other Means	60	0.34%
Worked at Home	854	4.78%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,561	
15 - 29 Minutes	2,389	
30 - 44 Minutes	313	
45 - 59 Minutes	442	
60 or more Minutes	352	
2021 Est. Avg Travel Time to Work in Minutes		13
2021 Est. Occupied Housing Units by Tenure	14,723	
Owner Occupied	6,653	45.19%
Renter Occupied	8,070	54.81%
2021 Owner Occ. HUs: Avg. Length of Residence		14
2021 Renter Occ. HUs: Avg. Length of Residence		4.9
2021 Est. Owner-Occupied Housing Units by Value	**14,723**	
Value Less than $20,000	502	7.55%
Value $20,000 - $39,999	100	1.50%
Value $40,000 - $59,999	30	0.45%
Value $60,000 - $79,999	45	0.68%
Value $80,000 - $99,999	81	1.22%
Value $100,000 - $149,999	487	7.32%
Value $150,000 - $199,999	981	14.75%
Value $200,000 - $299,999	2,074	31.17%
Value $300,000 - $399,999	1,135	17.06%
Value $400,000 - $499,999	575	8.64%
Value $500,000 - $749,999	419	6.30%
Value $750,000 - $999,999	135	2.03%
Value $1,000,000 or $1,499,999	45	0.68%
Value $1,500,000 or $1,999,999	7	0.11%
Value $2,000,000+	37	0.56%
2021 Est. Median All Owner-Occupied Housing Value		$250,482
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	6,798	43.34%
1 Unit Attached	847	5.40%
2 Units	1,059	6.75%
3 or 4 Units	1,810	11.54%
5 to 19 Units	3,387	21.59%
20 to 49 Units	499	3.18%
50 or More Units	164	1.05%
Mobile Home or Trailer	1,108	7.06%
Boat, RV, Van, etc.	15	0.10%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,363	8.69%
Housing Units Built 2010 to 2014	624	3.98%
Housing Units Built 2000 to 2009	2,780	17.72%
Housing Units Built 1990 to 1999	1,704	10.86%
Housing Units Built 1980 to 1989	1,219	7.77%
Housing Units Built 1970 to 1979	2,253	14.36%
Housing Units Built 1960 to 1969	1,359	8.66%
Housing Units Built 1950 to 1959	1,367	8.71%
Housing Units Built 1940 to 1949	535	3.41%
Housing Unit Built 1939 or Earlier	2,483	15.83%
2021 Est. Median Year Structure Built		1979

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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