



The**Retail**Coach.®

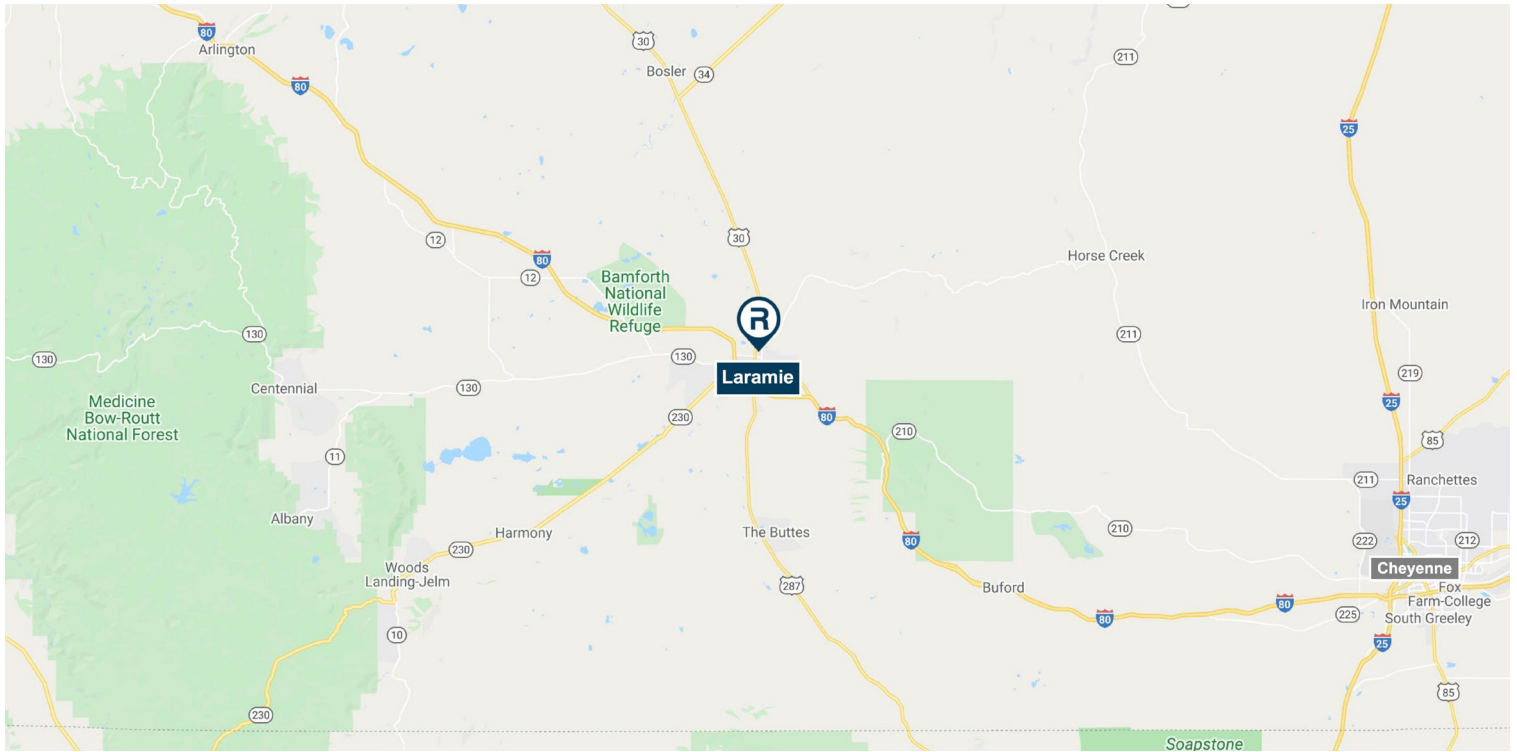
Community Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
January 2023

Community • Demographic Snapshot

Laramie, Wyoming



Population

2020	31,407
2023	31,728
2028	32,178

Educational Attainment (%)

Graduate or Professional Degree	26.61%
Bachelors Degree	30.17%
Associate Degree	7.35%
Some College	19.31%
High School Graduate (GED)	12.77%
Some High School, No Degree	2.73%
Less than 9th Grade	1.05%

Income

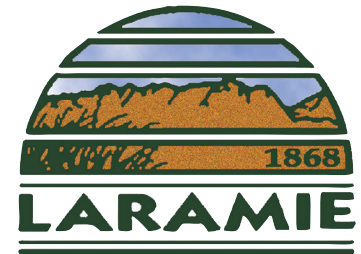
Average HH	\$76,520
Median HH	\$55,246
Per Capita	\$36,006

Age

0 - 9 Years	8.71%
10 - 17 Years	7.78%
18 - 24 Years	28.67%
25 - 34 Years	15.84%
35 - 44 Years	11.63%
45 - 54 Years	8.05%
55 - 64 Years	7.33%
65 and Older	12.01%
Median Age	26.95
Average Age	34.40

Race Distribution (%)

White	81.79%
Black/African American	1.42%
American Indian/Alaskan	1.37%
Asian	3.45%
Native Hawaiian/Islander	0.15%
Other Race	3.74%
Two or More Races	8.07%
Hispanic	11.64%



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Laramie, Wyoming

DESCRIPTION	DATA	%
Population		
2028 Projection	32,178	
2023 Estimate	31,728	
2020 Census	31,407	
2010 Census	30,736	
Growth 2023 - 2028		1.42%
Growth 2020 - 2023		1.02%
Growth 2010 - 2020		2.18%
2023 Est. Population by Single-Classification Race	31,728	
White Alone	25,952	81.79%
Black or African American Alone	452	1.42%
Amer. Indian and Alaska Native Alone	434	1.37%
Asian Alone	1,096	3.45%
Native Hawaiian and Other Pacific Island Alone	47	0.15%
Some Other Race Alone	1,186	3.74%
Two or More Races	2,561	8.07%
2023 Est. Population by Hispanic or Latino Origin	31,728	
Not Hispanic or Latino	28,034	88.36%
Hispanic or Latino	3,694	11.64%
Mexican	2,717	73.55%
Puerto Rican	202	5.47%
Cuban	20	0.54%
All Other Hispanic or Latino	755	20.44%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	3,694	
White Alone	1,260	34.11%
Black or African American Alone	47	1.27%
American Indian and Alaska Native Alone	111	3.00%
Asian Alone	13	0.35%
Native Hawaiian and Other Pacific Islander Alone	7	0.19%
Some Other Race Alone	1,038	28.10%
Two or More Races	1,218	32.97%
2023 Est. Pop by Race, Asian Alone, by Category	1,096	
Chinese, except Taiwanese	532	48.54%
Filipino	32	2.92%
Japanese	30	2.74%
Asian Indian	224	20.44%
Korean	44	4.01%
Vietnamese	11	1.00%
Cambodian	7	0.64%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	0.64%
All Other Asian Races Including 2+ Category	209	19.07%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	31,728	
Arab	14	0.04%
Czech	161	0.51%
Danish	246	0.78%
Dutch	412	1.30%
English	3,147	9.92%
French (except Basque)	669	2.11%
French Canadian	78	0.25%
German	5,374	16.94%
Greek	72	0.23%
Hungarian	69	0.22%
Irish	2,686	8.47%
Italian	1,191	3.75%
Lithuanian	22	0.07%
United States or American	857	2.70%
Norwegian	792	2.50%
Polish	477	1.50%
Portuguese	69	0.22%
Russian	289	0.91%
Scottish	801	2.52%
Scotch-Irish	367	1.16%
Slovak	33	0.10%
Subsaharan African	27	0.09%
Swedish	822	2.59%
Swiss	96	0.30%
Ukrainian	264	0.83%
Welsh	185	0.58%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	7,759	24.45%
Ancestry Unclassified	4,747	14.96%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,952	88.79%
Speak Asian/Pacific Island Language at Home	850	2.80%
Speak IndoEuropean Language at Home	1,061	3.50%
Speak Spanish at Home	1,303	4.29%
Speak Other Language at Home	187	0.62%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	31,728	
Age 0 - 4	1,375	4.33%
Age 5 - 9	1,388	4.37%
Age 10 - 14	1,390	4.38%
Age 15 - 17	1,077	3.39%
Age 18 - 20	3,554	11.20%
Age 21 - 24	5,542	17.47%
Age 25 - 34	5,024	15.84%
Age 35 - 44	3,689	11.63%
Age 45 - 54	2,554	8.05%
Age 55 - 64	2,326	7.33%
Age 65 - 74	2,347	7.40%
Age 75 - 84	1,082	3.41%
Age 85 and over	380	1.20%
Age 16 and over	27,231	85.83%
Age 18 and over	26,498	83.52%
Age 21 and over	22,944	72.31%
Age 65 and over	3,809	12.01%
2023 Est. Median Age		26.95
2023 Est. Average Age		34.40
2023 Est. Population by Sex	31,728	
Male	16,495	51.99%
Female	15,233	48.01%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	16,495	
Age 0 - 4	687	4.16%
Age 5 - 9	721	4.37%
Age 10 - 14	731	4.43%
Age 15 - 17	550	3.33%
Age 18 - 20	1,825	11.06%
Age 21 - 24	2,938	17.81%
Age 25 - 34	2,816	17.07%
Age 35 - 44	1,981	12.01%
Age 45 - 54	1,329	8.06%
Age 55 - 64	1,131	6.86%
Age 65 - 74	1,154	7.00%
Age 75 - 84	495	3.00%
Age 85 and over	137	0.83%
2023 Est. Median Age, Male		26.82
2023 Est. Average Age, Male		33.70
2023 Est. Female Population by Age	15,233	
Age 0 - 4	688	4.52%
Age 5 - 9	667	4.38%
Age 10 - 14	659	4.33%
Age 15 - 17	527	3.46%
Age 18 - 20	1,729	11.35%
Age 21 - 24	2,604	17.09%
Age 25 - 34	2,208	14.50%
Age 35 - 44	1,708	11.21%
Age 45 - 54	1,225	8.04%
Age 55 - 64	1,195	7.84%
Age 65 - 74	1,193	7.83%
Age 75 - 84	587	3.85%
Age 85 and over	243	1.59%
2023 Est. Median Age, Female		27.12
2023 Est. Average Age, Female		35.20

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,218	51.56%
Males, Never Married	7,773	28.19%
Females, Never Married	6,445	23.37%
Married, Spouse present	10,144	36.79%
Married, Spouse absent	463	1.68%
Widowed	777	2.82%
Males Widowed	208	0.75%
Females Widowed	569	2.06%
Divorced	1,973	7.16%
Males Divorced	923	3.35%
Females Divorced	1,050	3.81%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	182	1.05%
Some High School, no diploma	476	2.73%
High School Graduate (or GED)	2,222	12.77%
Some College, no degree	3,361	19.31%
Associate Degree	1,279	7.35%
Bachelor's Degree	5,251	30.17%
Master's Degree	3,042	17.48%
Professional School Degree	332	1.91%
Doctorate Degree	1,257	7.22%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	319	17.93%
High School Graduate	544	30.58%
Some College or Associate's Degree	485	27.26%
Bachelor's Degree or Higher	431	24.23%
Households		
2028 Projection	13,858	
2023 Estimate	13,682	
2020 Census	13,543	
2010 Census	13,338	
Growth 2023 - 2028		1.29%
Growth 2020 - 2023		1.03%
Growth 2010 - 2020		1.54%
2023 Est. Households by Household Type	13,682	
Family Households	6,252	45.70%
Nonfamily Households	7,430	54.31%
2023 Est. Group Quarters Population	2,651	
2023 Households by Ethnicity, Hispanic/Latino	1,322	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	13,682	
Income < \$15,000	1,824	13.33%
Income \$15,000 - \$24,999	1,470	10.74%
Income \$25,000 - \$34,999	1,292	9.44%
Income \$35,000 - \$49,999	1,718	12.56%
Income \$50,000 - \$74,999	2,237	16.35%
Income \$75,000 - \$99,999	1,366	9.98%
Income \$100,000 - \$124,999	1,204	8.80%
Income \$125,000 - \$149,999	1,031	7.54%
Income \$150,000 - \$199,999	767	5.61%
Income \$200,000 - \$249,999	482	3.52%
Income \$250,000 - \$499,999	224	1.64%
Income \$500,000+	67	0.49%
2023 Est. Average Household Income		\$76,520
2023 Est. Median Household Income		\$55,246
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,069
Black or African American Alone		\$67,267
American Indian and Alaska Native Alone		\$47,227
Asian Alone		\$38,976
Native Hawaiian and Other Pacific Islander Alone		\$57,449
Some Other Race Alone		\$44,223
Two or More Races		\$74,332
Hispanic or Latino		\$54,852
Not Hispanic or Latino		\$55,292
2023 Est. Family HH Type by Presence of Own Child.	6,252	
Married-Couple Family, own children	1,955	31.27%
Married-Couple Family, no own children	2,857	45.70%
Male Householder, own children	211	3.37%
Male Householder, no own children	296	4.74%
Female Householder, own children	528	8.45%
Female Householder, no own children	405	6.48%
2023 Est. Households by Household Size	13,682	
1-person	4,296	31.40%
2-person	4,938	36.09%
3-person	2,170	15.86%
4-person	1,555	11.37%
5-person	540	3.95%
6-person	66	0.48%
7-or-more-person	117	0.86%
2023 Est. Average Household Size		2.13

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	13,682	
Households with 1 or More People under Age 18:	2,868	20.96%
Married-Couple Family	2,017	70.33%
Other Family, Male Householder	233	8.12%
Other Family, Female Householder	578	20.15%
Nonfamily, Male Householder	26	0.91%
Nonfamily, Female Householder	14	0.49%
Households with No People under Age 18:	10,814	
Married-Couple Family	2,787	25.77%
Other Family, Male Householder	275	2.54%
Other Family, Female Householder	358	3.31%
Nonfamily, Male Householder	3,960	36.62%
Nonfamily, Female Householder	3,434	31.75%
2023 Est. Households by Number of Vehicles	13,682	
No Vehicles	856	6.26%
1 Vehicle	4,206	30.74%
2 Vehicles	5,146	37.61%
3 Vehicles	2,263	16.54%
4 Vehicles	775	5.66%
5 or more Vehicles	436	3.19%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	6,344	
2023 Estimate	6,252	
2010 Census	5,872	
Growth 2023 - 2028		1.47%
Growth 2010 - 2023		6.47%
2023 Est. Families by Poverty Status	6,252	
2023 Families at or Above Poverty	5,761	92.15%
2023 Families at or Above Poverty with Children	2,268	36.28%
2023 Families Below Poverty	491	7.85%
2023 Families Below Poverty with Children	280	4.48%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	17,794	65.34%
Civilian Labor Force, Unemployed	739	2.71%
Armed Forces	16	0.06%
Not in Labor Force	8,682	31.88%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	17,641	
For-Profit Private Workers	8,948	50.72%
Non-Profit Private Workers	1,825	10.35%
Local Government Workers	290	1.64%
State Government Workers	4,044	22.92%
Federal Government Workers	1,416	8.03%
Self-Employed Workers	1,116	6.33%
Unpaid Family Workers	2	0.01%
2023 Est. Civ. Employed Pop 16+ by Occupation	17,641	
Architect/Engineer	253	1.43%
Arts/Entertainment/Sports	462	2.62%
Building Grounds Maintenance	608	3.45%
Business/Financial Operations	501	2.84%
Community/Social Services	458	2.60%
Computer/Mathematical	477	2.70%
Construction/Extraction	1,122	6.36%
Education/Training/Library	3,024	17.14%
Farming/Fishing/Forestry	64	0.36%
Food Prep/Serving	1,076	6.10%
Health Practitioner/Technician	1,093	6.20%
Healthcare Support	384	2.18%
Maintenance Repair	516	2.92%
Legal	108	0.61%
Life/Physical/Social Science	800	4.54%
Management	1,420	8.05%
Office/Admin. Support	1,722	9.76%
Production	385	2.18%
Protective Services	250	1.42%
Sales/Related	1,307	7.41%
Personal Care/Service	509	2.88%
Transportation/Moving	1,102	6.25%
2023 Est. Pop 16+ by Occupation Classification	17,641	
White Collar	11,625	65.90%
Blue Collar	3,125	17.71%
Service and Farm	2,891	16.39%
2023 Est. Workers Age 16+ by Transp. to Work	17,080	
Drove Alone	12,031	70.44%
Car Pooled	1,575	9.22%
Public Transportation	244	1.43%
Walked	1,697	9.94%
Bicycle	833	4.88%
Other Means	56	0.33%
Worked at Home	644	3.77%

Community • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,752	
15 - 29 Minutes	2,192	
30 - 44 Minutes	594	
45 - 59 Minutes	404	
60 or more Minutes	443	
2023 Est. Avg Travel Time to Work in Minutes		14
2023 Est. Occupied Housing Units by Tenure	13,682	
Owner Occupied	6,457	47.19%
Renter Occupied	7,225	52.81%
2023 Owner Occ. HUs: Avg. Length of Residence		14.30 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.80 [†]
2023 Est. Owner-Occupied Housing Units by Value	13,682	
Value Less than \$20,000	573	8.87%
Value \$20,000 - \$39,999	126	1.95%
Value \$40,000 - \$59,999	56	0.87%
Value \$60,000 - \$79,999	24	0.37%
Value \$80,000 - \$99,999	82	1.27%
Value \$100,000 - \$149,999	178	2.76%
Value \$150,000 - \$199,999	575	8.91%
Value \$200,000 - \$299,999	1,775	27.49%
Value \$300,000 - \$399,999	1,332	20.63%
Value \$400,000 - \$499,999	1,038	16.08%
Value \$500,000 - \$749,999	512	7.93%
Value \$750,000 - \$999,999	120	1.86%
Value \$1,000,000 or \$1,499,999	29	0.45%
Value \$1,500,000 or \$1,999,999	17	0.26%
Value \$2,000,000+	20	0.31%
2023 Est. Median All Owner-Occupied Housing Value		\$290,720
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	7,144	47.27%
1 Unit Attached	1,101	7.29%
2 Units	981	6.49%
3 or 4 Units	1,384	9.16%
5 to 19 Units	2,815	18.63%
20 to 49 Units	500	3.31%
50 or More Units	114	0.75%
Mobile Home or Trailer	1,057	6.99%
Boat, RV, Van, etc.	16	0.11%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	504	3.33%
Housing Units Built 2010 to 2014	664	4.39%
Housing Units Built 2000 to 2009	2,175	14.39%
Housing Units Built 1990 to 1999	2,071	13.70%
Housing Units Built 1980 to 1989	1,533	10.14%
Housing Units Built 1970 to 1979	2,536	16.78%
Housing Units Built 1960 to 1969	1,387	9.18%
Housing Units Built 1950 to 1959	1,288	8.52%
Housing Units Built 1940 to 1949	590	3.90%
Housing Unit Built 1939 or Earlier	2,364	15.64%
2023 Est. Median Year Structure Built		1977

[†] Years

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.



The**RetailCoach**.®

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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