



The**Retail**Coach.®

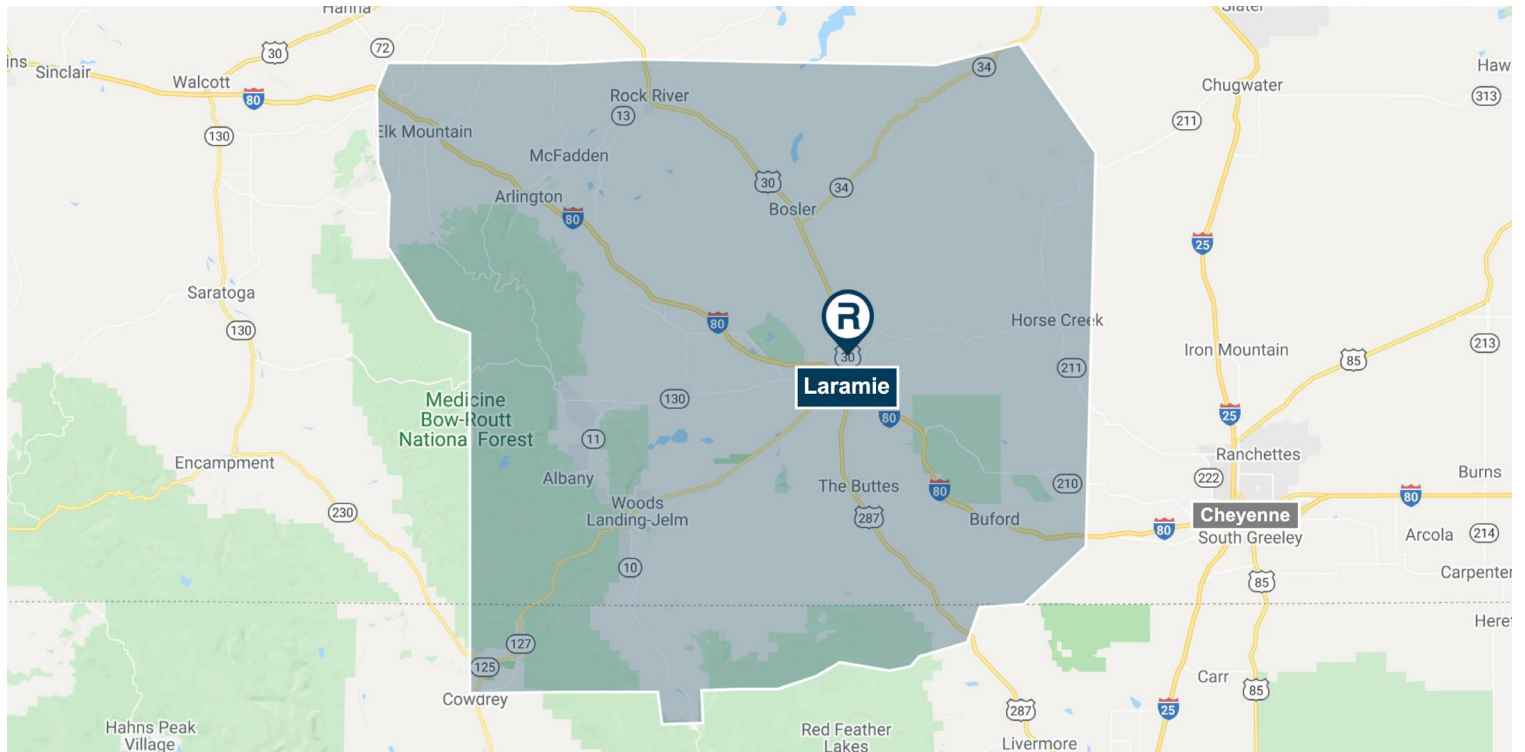
Primary Retail Trade Area Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
January 2023

Primary Retail Trade Area • Demographic Snapshot

Laramie, Wyoming



Population

2020	38,381
2023	39,041
2028	39,820

Educational Attainment (%)

Graduate or Professional Degree	24.48%
Bachelors Degree	30.53%
Associate Degree	7.67%
Some College	19.67%
High School Graduate (GED)	14.04%
Some High School, No Degree	2.52%
Less than 9th Grade	1.07%

Income

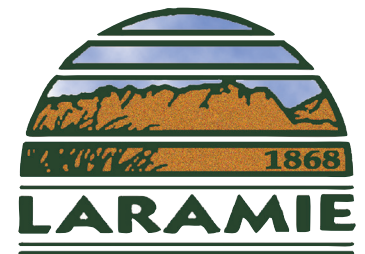
Average HH	\$82,912
Median HH	\$60,522
Per Capita	\$38,353

Age

0 - 9 Years	8.65%
10 - 17 Years	7.59%
18 - 24 Years	25.12%
25 - 34 Years	15.80%
35 - 44 Years	11.16%
45 - 54 Years	8.64%
55 - 64 Years	8.93%
65 and Older	14.11%
Median Age	29.17
Average Age	36.24

Race Distribution (%)

White	82.92%
Black/African American	1.25%
American Indian/Alaskan	1.29%
Asian	2.95%
Native Hawaiian/Islander	0.14%
Other Race	3.50%
Two or More Races	7.96%
Hispanic	11.05%



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Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
Population		
2028 Projection	39,820	
2023 Estimate	39,041	
2020 Census	38,381	
2010 Census	37,413	
Growth 2023 - 2028		2.00%
Growth 2020 - 2023		1.72%
Growth 2010 - 2020		2.59%
2023 Est. Population by Single-Classification Race	39,041	
White Alone	32,371	82.92%
Black or African American Alone	489	1.25%
Amer. Indian and Alaska Native Alone	502	1.29%
Asian Alone	1,151	2.95%
Native Hawaiian and Other Pacific Island Alone	53	0.14%
Some Other Race Alone	1,368	3.50%
Two or More Races	3,108	7.96%
2023 Est. Population by Hispanic or Latino Origin	39,041	
Not Hispanic or Latino	34,729	88.95%
Hispanic or Latino	4,312	11.05%
Mexican	3,249	75.35%
Puerto Rican	207	4.80%
Cuban	20	0.46%
All Other Hispanic or Latino	835	19.36%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	4,312	
White Alone	1,470	34.09%
Black or African American Alone	52	1.21%
American Indian and Alaska Native Alone	127	2.94%
Asian Alone	15	0.35%
Native Hawaiian and Other Pacific Islander Alone	8	0.19%
Some Other Race Alone	1,189	27.57%
Two or More Races	1,451	33.65%
2023 Est. Pop by Race, Asian Alone, by Category	1,151	
Chinese, except Taiwanese	549	47.70%
Filipino	44	3.82%
Japanese	30	2.61%
Asian Indian	226	19.64%
Korean	45	3.91%
Vietnamese	11	0.96%
Cambodian	7	0.61%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	0.61%
All Other Asian Races Including 2+ Category	231	20.07%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	39,041	
Arab	20	0.05%
Czech	221	0.57%
Danish	308	0.79%
Dutch	460	1.18%
English	4,024	10.31%
French (except Basque)	910	2.33%
French Canadian	104	0.27%
German	6,620	16.96%
Greek	76	0.20%
Hungarian	73	0.19%
Irish	3,531	9.04%
Italian	1,336	3.42%
Lithuanian	28	0.07%
United States or American	1,223	3.13%
Norwegian	1,049	2.69%
Polish	557	1.43%
Portuguese	90	0.23%
Russian	355	0.91%
Scottish	1,018	2.61%
Scotch-Irish	433	1.11%
Slovak	35	0.09%
Subsaharan African	27	0.07%
Swedish	1,014	2.60%
Swiss	126	0.32%
Ukrainian	278	0.71%
Welsh	236	0.61%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	8,914	22.83%
Ancestry Unclassified	5,974	15.30%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	33,645	90.05%
Speak Asian/Pacific Island Language at Home	882	2.36%
Speak IndoEuropean Language at Home	1,161	3.11%
Speak Spanish at Home	1,483	3.97%
Speak Other Language at Home	193	0.52%

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2023 Est. Population by Age	39,041	
Age 0 - 4	1,678	4.30%
Age 5 - 9	1,700	4.35%
Age 10 - 14	1,705	4.37%
Age 15 - 17	1,258	3.22%
Age 18 - 20	3,792	9.71%
Age 21 - 24	6,015	15.41%
Age 25 - 34	6,167	15.80%
Age 35 - 44	4,356	11.16%
Age 45 - 54	3,374	8.64%
Age 55 - 64	3,487	8.93%
Age 65 - 74	3,466	8.88%
Age 75 - 84	1,551	3.97%
Age 85 and over	491	1.26%
Age 16 and over	33,555	85.95%
Age 18 and over	32,700	83.76%
Age 21 and over	28,908	74.04%
Age 65 and over	5,509	14.11%
2023 Est. Median Age		29.17
2023 Est. Average Age		36.24
2023 Est. Population by Sex	39,041	
Male	20,264	51.90%
Female	18,777	48.10%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	20,264	
Age 0 - 4	840	4.14%
Age 5 - 9	882	4.35%
Age 10 - 14	903	4.46%
Age 15 - 17	648	3.20%
Age 18 - 20	1,951	9.63%
Age 21 - 24	3,178	15.68%
Age 25 - 34	3,409	16.82%
Age 35 - 44	2,334	11.52%
Age 45 - 54	1,758	8.68%
Age 55 - 64	1,729	8.53%
Age 65 - 74	1,731	8.54%
Age 75 - 84	719	3.55%
Age 85 and over	184	0.91%
2023 Est. Median Age, Male		28.84
2023 Est. Average Age, Male		35.69
2023 Est. Female Population by Age	18,777	
Age 0 - 4	838	4.46%
Age 5 - 9	818	4.36%
Age 10 - 14	802	4.27%
Age 15 - 17	610	3.25%
Age 18 - 20	1,842	9.81%
Age 21 - 24	2,837	15.11%
Age 25 - 34	2,757	14.68%
Age 35 - 44	2,022	10.77%
Age 45 - 54	1,617	8.61%
Age 55 - 64	1,758	9.36%
Age 65 - 74	1,735	9.24%
Age 75 - 84	832	4.43%
Age 85 and over	307	1.63%
2023 Est. Median Age, Female		29.63
2023 Est. Average Age, Female		36.83

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,743	46.36%
Males, Never Married	8,586	25.28%
Females, Never Married	7,157	21.08%
Married, Spouse present	13,927	41.01%
Married, Spouse absent	578	1.70%
Widowed	1,145	3.37%
Males Widowed	355	1.04%
Females Widowed	790	2.33%
Divorced	2,565	7.55%
Males Divorced	1,267	3.73%
Females Divorced	1,298	3.82%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	246	1.07%
Some High School, no diploma	577	2.52%
High School Graduate (or GED)	3,215	14.04%
Some College, no degree	4,504	19.67%
Associate Degree	1,755	7.67%
Bachelor's Degree	6,990	30.53%
Master's Degree	3,737	16.32%
Professional School Degree	410	1.79%
Doctorate Degree	1,458	6.37%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	354	16.61%
High School Graduate	603	28.30%
Some College or Associate's Degree	635	29.80%
Bachelor's Degree or Higher	539	25.29%
Households		
2028 Projection	17,152	
2023 Estimate	16,819	
2020 Census	16,514	
2010 Census	16,127	
Growth 2023 - 2028		1.98%
Growth 2020 - 2023		1.85%
Growth 2010 - 2020		2.40%
2023 Est. Households by Household Type	16,819	
Family Households	8,376	49.80%
Nonfamily Households	8,443	50.20%
2023 Est. Group Quarters Population	2,681	
2023 Households by Ethnicity, Hispanic/Latino	1,496	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	16,819	
Income < \$15,000	2,008	11.94%
Income \$15,000 - \$24,999	1,667	9.91%
Income \$25,000 - \$34,999	1,501	8.92%
Income \$35,000 - \$49,999	2,007	11.93%
Income \$50,000 - \$74,999	2,672	15.89%
Income \$75,000 - \$99,999	1,842	10.95%
Income \$100,000 - \$124,999	1,573	9.35%
Income \$125,000 - \$149,999	1,325	7.88%
Income \$150,000 - \$199,999	1,066	6.34%
Income \$200,000 - \$249,999	681	4.05%
Income \$250,000 - \$499,999	358	2.13%
Income \$500,000+	119	0.71%
2023 Est. Average Household Income		\$82,912
2023 Est. Median Household Income		\$60,522
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,182
Black or African American Alone		\$69,607
American Indian and Alaska Native Alone		\$47,141
Asian Alone		\$38,420
Native Hawaiian and Other Pacific Islander Alone		\$60,518
Some Other Race Alone		\$44,345
Two or More Races		\$72,593
Hispanic or Latino		\$57,311
Not Hispanic or Latino		\$60,928
2023 Est. Family HH Type by Presence of Own Child.	8,376	
Married-Couple Family, own children	2,523	30.12%
Married-Couple Family, no own children	4,118	49.16%
Male Householder, own children	275	3.28%
Male Householder, no own children	349	4.17%
Female Householder, own children	632	7.54%
Female Householder, no own children	479	5.72%
2023 Est. Households by Household Size	16,819	
1-person	4,965	29.52%
2-person	6,465	38.44%
3-person	2,580	15.34%
4-person	1,870	11.12%
5-person	698	4.15%
6-person	99	0.59%
7-or-more-person	142	0.84%
2023 Est. Average Household Size		2.16

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	16,819	
Households with 1 or More People under Age 18:	3,671	21.83%
Married-Couple Family	2,629	71.61%
Other Family, Male Householder	305	8.31%
Other Family, Female Householder	691	18.82%
Nonfamily, Male Householder	32	0.87%
Nonfamily, Female Householder	14	0.38%
Households with No People under Age 18:	13,148	
Married-Couple Family	4,005	30.46%
Other Family, Male Householder	324	2.46%
Other Family, Female Householder	418	3.18%
Nonfamily, Male Householder	4,553	34.63%
Nonfamily, Female Householder	3,848	29.27%
2023 Est. Households by Number of Vehicles	16,819	
No Vehicles	952	5.66%
1 Vehicle	4,770	28.36%
2 Vehicles	6,080	36.15%
3 Vehicles	3,132	18.62%
4 Vehicles	1,216	7.23%
5 or more Vehicles	668	3.97%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	8,575	
2023 Estimate	8,376	
2010 Census	7,763	
Growth 2023 - 2028		2.38%
Growth 2010 - 2023		7.90%
2023 Est. Families by Poverty Status	8,376	
2023 Families at or Above Poverty	7,779	92.87%
2023 Families at or Above Poverty with Children	2,910	34.74%
2023 Families Below Poverty	597	7.13%
2023 Families Below Poverty with Children	316	3.77%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	21,578	64.31%
Civilian Labor Force, Unemployed	854	2.54%
Armed Forces	28	0.08%
Not in Labor Force	11,095	33.07%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	21,448	
For-Profit Private Workers	10,874	50.70%
Non-Profit Private Workers	2,171	10.12%
Local Government Workers	414	1.93%
State Government Workers	4,659	21.72%
Federal Government Workers	1,695	7.90%
Self-Employed Workers	1,629	7.59%
Unpaid Family Workers	6	0.03%
2023 Est. Civ. Employed Pop 16+ by Occupation	21,448	
Architect/Engineer	374	1.74%
Arts/Entertainment/Sports	556	2.59%
Building Grounds Maintenance	716	3.34%
Business/Financial Operations	728	3.39%
Community/Social Services	561	2.62%
Computer/Mathematical	514	2.40%
Construction/Extraction	1,447	6.75%
Education/Training/Library	3,395	15.83%
Farming/Fishing/Forestry	144	0.67%
Food Prep/Serving	1,216	5.67%
Health Practitioner/Technician	1,376	6.42%
Healthcare Support	481	2.24%
Maintenance Repair	640	2.98%
Legal	135	0.63%
Life/Physical/Social Science	903	4.21%
Management	1,961	9.14%
Office/Admin. Support	2,011	9.38%
Production	514	2.40%
Protective Services	302	1.41%
Sales/Related	1,571	7.33%
Personal Care/Service	616	2.87%
Transportation/Moving	1,289	6.01%
2023 Est. Pop 16+ by Occupation Classification	21,448	
White Collar	14,084	65.67%
Blue Collar	3,890	18.14%
Service and Farm	3,475	16.20%
2023 Est. Workers Age 16+ by Transp. to Work	20,794	
Drove Alone	14,804	71.19%
Car Pooled	1,944	9.35%
Public Transportation	257	1.24%
Walked	1,864	8.96%
Bicycle	906	4.36%
Other Means	65	0.31%
Worked at Home	953	4.58%

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,296	
15 - 29 Minutes	3,157	
30 - 44 Minutes	1,095	
45 - 59 Minutes	542	
60 or more Minutes	667	
2023 Est. Avg Travel Time to Work in Minutes		16
2023 Est. Occupied Housing Units by Tenure	16,819	
Owner Occupied	8,927	53.08%
Renter Occupied	7,892	46.92%
2023 Owner Occ. HUs: Avg. Length of Residence		14.80 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.22 [†]
2023 Est. Owner-Occupied Housing Units by Value	16,819	
Value Less than \$20,000	691	7.74%
Value \$20,000 - \$39,999	184	2.06%
Value \$40,000 - \$59,999	80	0.90%
Value \$60,000 - \$79,999	44	0.49%
Value \$80,000 - \$99,999	116	1.30%
Value \$100,000 - \$149,999	235	2.63%
Value \$150,000 - \$199,999	654	7.33%
Value \$200,000 - \$299,999	2,140	23.97%
Value \$300,000 - \$399,999	1,779	19.93%
Value \$400,000 - \$499,999	1,435	16.07%
Value \$500,000 - \$749,999	1,030	11.54%
Value \$750,000 - \$999,999	309	3.46%
Value \$1,000,000 or \$1,499,999	120	1.34%
Value \$1,500,000 or \$1,999,999	57	0.64%
Value \$2,000,000+	54	0.61%
2023 Est. Median All Owner-Occupied Housing Value		\$316,604
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	10,821	55.04%
1 Unit Attached	1,159	5.89%
2 Units	998	5.08%
3 or 4 Units	1,427	7.26%
5 to 19 Units	2,922	14.86%
20 to 49 Units	509	2.59%
50 or More Units	123	0.63%
Mobile Home or Trailer	1,681	8.55%
Boat, RV, Van, etc.	21	0.11%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	792	4.03%
Housing Units Built 2010 to 2014	968	4.92%
Housing Units Built 2000 to 2009	3,106	15.80%
Housing Units Built 1990 to 1999	2,747	13.97%
Housing Units Built 1980 to 1989	1,990	10.12%
Housing Units Built 1970 to 1979	3,338	16.98%
Housing Units Built 1960 to 1969	1,667	8.48%
Housing Units Built 1950 to 1959	1,458	7.42%
Housing Units Built 1940 to 1949	726	3.69%
Housing Unit Built 1939 or Earlier	2,869	14.59%
2023 Est. Median Year Structure Built		1979

[†] 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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