



The**Retail**Coach.®

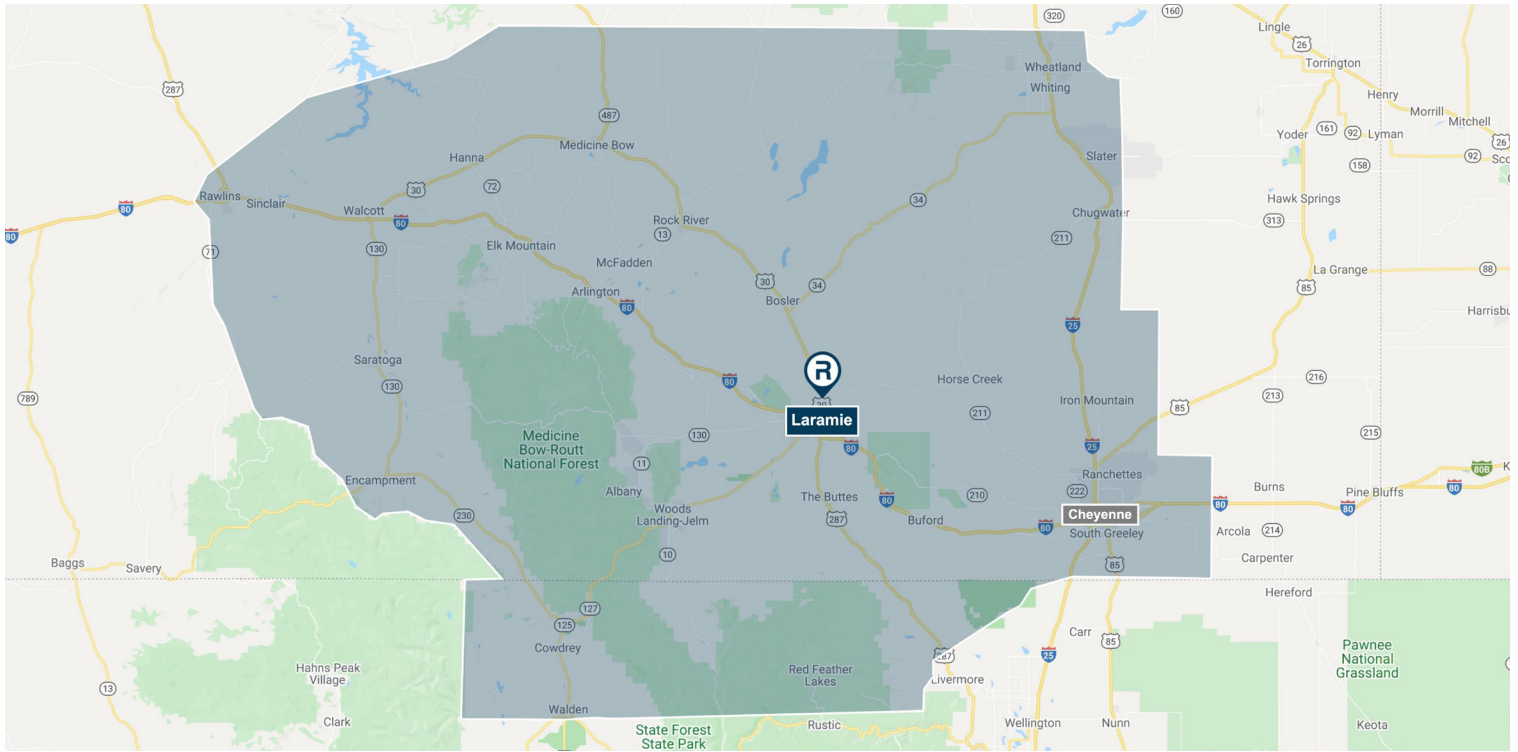
# Secondary Retail Trade Area Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie  
January 2023

# Secondary Retail Trade Area • Demographic Snapshot

## Laramie, Wyoming



### Population

2020	155,270
2023	157,346
2028	160,757

### Educational Attainment (%)

Graduate or Professional Degree	13.84%
Bachelors Degree	20.72%
Associate Degree	10.50%
Some College	23.22%
High School Graduate (GED)	26.25%
Some High School, No Degree	3.68%
Less than 9th Grade	1.79%

### Income

Average HH	\$95,243
Median HH	\$73,884
Per Capita	\$41,197

### Age

0 - 9 Years	11.21%
10 - 17 Years	9.51%
18 - 24 Years	12.66%
25 - 34 Years	14.00%
35 - 44 Years	12.72%
45 - 54 Years	10.42%
55 - 64 Years	11.63%
65 and Older	17.85%
Median Age	36.96
Average Age	39.39

### Race Distribution (%)

White	80.57%
Black/African American	1.82%
American Indian/Alaskan	1.29%
Asian	1.73%
Native Hawaiian/Islander	0.19%
Other Race	4.42%
Two or More Races	9.98%
Hispanic	15.00%



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# Secondary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	160,757	
2023 Estimate	157,346	
2020 Census	155,270	
2010 Census	147,498	
Growth 2023 - 2028		2.17%
Growth 2020 - 2023		1.34%
Growth 2010 - 2020		5.27%
<b>2023 Est. Population by Single-Classification Race</b>	<b>157,346</b>	
White Alone	126,773	80.57%
Black or African American Alone	2,870	1.82%
Amer. Indian and Alaska Native Alone	2,027	1.29%
Asian Alone	2,714	1.73%
Native Hawaiian and Other Pacific Island Alone	304	0.19%
Some Other Race Alone	6,956	4.42%
Two or More Races	15,702	9.98%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>157,346</b>	
Not Hispanic or Latino	133,745	85.00%
Hispanic or Latino	23,601	15.00%
Mexican	18,116	76.76%
Puerto Rican	571	2.42%
Cuban	30	0.13%
All Other Hispanic or Latino	4,884	20.69%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>23,601</b>	
White Alone	8,178	34.65%
Black or African American Alone	345	1.46%
American Indian and Alaska Native Alone	724	3.07%
Asian Alone	90	0.38%
Native Hawaiian and Other Pacific Islander Alone	46	0.20%
Some Other Race Alone	6,248	26.47%
Two or More Races	7,971	33.77%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,714</b>	
Chinese, except Taiwanese	863	31.80%
Filipino	352	12.97%
Japanese	125	4.61%
Asian Indian	604	22.25%
Korean	315	11.61%
Vietnamese	37	1.36%
Cambodian	7	0.26%
Hmong	5	0.18%
Laotian	0	0.00%
Thai	7	0.26%
All Other Asian Races Including 2+ Category	399	14.70%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>157,346</b>	
Arab	209	0.13%
Czech	788	0.50%
Danish	1,697	1.08%
Dutch	2,076	1.32%
English	14,084	8.95%
French (except Basque)	3,532	2.25%
French Canadian	691	0.44%
German	28,023	17.81%
Greek	311	0.20%
Hungarian	288	0.18%
Irish	14,948	9.50%
Italian	3,825	2.43%
Lithuanian	281	0.18%
United States or American	6,001	3.81%
Norwegian	4,001	2.54%
Polish	2,123	1.35%
Portuguese	496	0.32%
Russian	1,134	0.72%
Scottish	3,187	2.03%
Scotch-Irish	1,630	1.04%
Slovak	70	0.04%
Subsaharan African	366	0.23%
Swedish	3,402	2.16%
Swiss	416	0.26%
Ukrainian	476	0.30%
Welsh	1,020	0.65%
West Indian (except Hisp. groups)	134	0.09%
Other ancestries	35,614	22.63%
Ancestry Unclassified	26,524	16.86%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	137,780	92.74%
Speak Asian/Pacific Island Language at Home	1,760	1.18%
Speak IndoEuropean Language at Home	2,033	1.37%
Speak Spanish at Home	6,562	4.42%
Speak Other Language at Home	431	0.29%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>157,346</b>	
Age 0 - 4	8,780	5.58%
Age 5 - 9	8,865	5.63%
Age 10 - 14	9,223	5.86%
Age 15 - 17	5,735	3.64%
Age 18 - 20	8,153	5.18%
Age 21 - 24	11,770	7.48%
Age 25 - 34	22,027	14.00%
Age 35 - 44	20,012	12.72%
Age 45 - 54	16,391	10.42%
Age 55 - 64	18,300	11.63%
Age 65 - 74	17,261	10.97%
Age 75 - 84	7,889	5.01%
Age 85 and over	2,941	1.87%
Age 16 and over	128,606	81.73%
Age 18 and over	124,743	79.28%
Age 21 and over	116,590	74.10%
Age 65 and over	28,091	17.85%
2023 Est. Median Age		36.96
2023 Est. Average Age		39.39
<b>2023 Est. Population by Sex</b>	<b>157,346</b>	
Male	80,415	51.11%
Female	76,931	48.89%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>80,415</b>	
Age 0 - 4	4,497	5.59%
Age 5 - 9	4,607	5.73%
Age 10 - 14	4,776	5.94%
Age 15 - 17	2,933	3.65%
Age 18 - 20	4,259	5.30%
Age 21 - 24	6,302	7.84%
Age 25 - 34	11,757	14.62%
Age 35 - 44	10,475	13.03%
Age 45 - 54	8,419	10.47%
Age 55 - 64	9,133	11.36%
Age 65 - 74	8,480	10.55%
Age 75 - 84	3,645	4.53%
Age 85 and over	1,133	1.41%
2023 Est. Median Age, Male		35.97
2023 Est. Average Age, Male		38.64
<b>2023 Est. Female Population by Age</b>	<b>76,931</b>	
Age 0 - 4	4,283	5.57%
Age 5 - 9	4,257	5.53%
Age 10 - 14	4,446	5.78%
Age 15 - 17	2,802	3.64%
Age 18 - 20	3,894	5.06%
Age 21 - 24	5,468	7.11%
Age 25 - 34	10,270	13.35%
Age 35 - 44	9,537	12.40%
Age 45 - 54	7,972	10.36%
Age 55 - 64	9,167	11.92%
Age 65 - 74	8,781	11.41%
Age 75 - 84	4,244	5.52%
Age 85 and over	1,808	2.35%
2023 Est. Median Age, Female		38.08
2023 Est. Average Age, Female		40.15

# Secondary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	39,755	30.47%
Males, Never Married	23,068	17.68%
Females, Never Married	16,687	12.79%
Married, Spouse present	64,819	49.68%
Married, Spouse absent	3,699	2.83%
Widowed	6,560	5.03%
Males Widowed	1,676	1.28%
Females Widowed	4,885	3.74%
Divorced	15,645	11.99%
Males Divorced	8,022	6.15%
Females Divorced	7,623	5.84%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,872	1.79%
Some High School, no diploma	3,856	3.68%
High School Graduate (or GED)	27,515	26.25%
Some College, no degree	24,341	23.22%
Associate Degree	11,006	10.50%
Bachelor's Degree	21,722	20.72%
Master's Degree	10,495	10.01%
Professional School Degree	1,673	1.60%
Doctorate Degree	2,340	2.23%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,155	17.64%
High School Graduate	4,452	36.44%
Some College or Associate's Degree	4,183	34.24%
Bachelor's Degree or Higher	1,427	11.68%
<b>Households</b>		
2028 Projection	67,631	
2023 Estimate	66,112	
2020 Census	65,124	
2010 Census	61,523	
Growth 2023 - 2028		2.30%
Growth 2020 - 2023		1.52%
Growth 2010 - 2020		5.85%
<b>2023 Est. Households by Household Type</b>	<b>66,112</b>	
Family Households	40,457	61.20%
Nonfamily Households	25,655	38.81%
2023 Est. Group Quarters Population	4,502	
2023 Households by Ethnicity, Hispanic/Latino	7,624	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>66,112</b>	
Income < \$15,000	5,790	8.76%
Income \$15,000 - \$24,999	5,291	8.00%
Income \$25,000 - \$34,999	4,906	7.42%
Income \$35,000 - \$49,999	6,619	10.01%
Income \$50,000 - \$74,999	10,914	16.51%
Income \$75,000 - \$99,999	9,463	14.31%
Income \$100,000 - \$124,999	7,124	10.78%
Income \$125,000 - \$149,999	4,798	7.26%
Income \$150,000 - \$199,999	5,406	8.18%
Income \$200,000 - \$249,999	3,067	4.64%
Income \$250,000 - \$499,999	1,971	2.98%
Income \$500,000+	765	1.16%
2023 Est. Average Household Income		\$95,243
2023 Est. Median Household Income		\$73,884
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$74,733
Black or African American Alone		\$97,101
American Indian and Alaska Native Alone		\$61,401
Asian Alone		\$58,639
Native Hawaiian and Other Pacific Islander Alone		\$53,347
Some Other Race Alone		\$53,621
Two or More Races		\$80,493
Hispanic or Latino		\$63,468
Not Hispanic or Latino		\$75,393
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>40,457</b>	
Married-Couple Family, own children	11,870	29.34%
Married-Couple Family, no own children	19,582	48.40%
Male Householder, own children	1,630	4.03%
Male Householder, no own children	1,296	3.20%
Female Householder, own children	3,797	9.39%
Female Householder, no own children	2,281	5.64%
<b>2023 Est. Households by Household Size</b>	<b>66,112</b>	
1-person	19,383	29.32%
2-person	24,194	36.60%
3-person	9,748	14.75%
4-person	7,560	11.44%
5-person	3,594	5.44%
6-person	741	1.12%
7-or-more-person	892	1.35%
2023 Est. Average Household Size		2.31

# Secondary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>66,112</b>	
Households with 1 or More People under Age 18:	19,023	28.77%
Married-Couple Family	12,640	66.45%
Other Family, Male Householder	1,869	9.83%
Other Family, Female Householder	4,242	22.30%
Nonfamily, Male Householder	215	1.13%
Nonfamily, Female Householder	57	0.30%
<b>Households with No People under Age 18:</b>	<b>47,089</b>	
Married-Couple Family	18,808	39.94%
Other Family, Male Householder	1,074	2.28%
Other Family, Female Householder	1,823	3.87%
Nonfamily, Male Householder	13,376	28.41%
Nonfamily, Female Householder	12,009	25.50%
<b>2023 Est. Households by Number of Vehicles</b>	<b>66,112</b>	
No Vehicles	3,846	5.82%
1 Vehicle	17,246	26.09%
2 Vehicles	24,372	36.87%
3 Vehicles	13,331	20.16%
4 Vehicles	4,900	7.41%
5 or more Vehicles	2,417	3.66%
2023 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2028 Projection	41,486	
2023 Estimate	40,457	
2010 Census	36,995	
Growth 2023 - 2028		2.54%
Growth 2010 - 2023		9.36%
<b>2023 Est. Families by Poverty Status</b>	<b>40,457</b>	
2023 Families at or Above Poverty	37,957	93.82%
2023 Families at or Above Poverty with Children	15,425	38.13%
2023 Families Below Poverty	2,500	6.18%
2023 Families Below Poverty with Children	1,716	4.24%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	78,112	60.74%
Civilian Labor Force, Unemployed	2,863	2.23%
Armed Forces	2,719	2.11%
Not in Labor Force	44,912	34.92%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>77,870</b>	
For-Profit Private Workers	42,943	55.15%
Non-Profit Private Workers	5,948	7.64%
Local Government Workers	4,016	5.16%
State Government Workers	10,333	13.27%
Federal Government Workers	7,114	9.14%
Self-Employed Workers	7,443	9.56%
Unpaid Family Workers	73	0.09%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>77,870</b>	
Architect/Engineer	1,731	2.22%
Arts/Entertainment/Sports	1,246	1.60%
Building Grounds Maintenance	2,858	3.67%
Business/Financial Operations	2,964	3.81%
Community/Social Services	1,529	1.96%
Computer/Mathematical	1,618	2.08%
Construction/Extraction	5,380	6.91%
Education/Training/Library	7,219	9.27%
Farming/Fishing/Forestry	755	0.97%
Food Prep/Serving	4,631	5.95%
Health Practitioner/Technician	4,965	6.38%
Healthcare Support	2,396	3.08%
Maintenance Repair	3,243	4.16%
Legal	848	1.09%
Life/Physical/Social Science	1,365	1.75%
Management	7,778	9.99%
Office/Admin. Support	8,204	10.54%
Production	2,211	2.84%
Protective Services	1,483	1.90%
Sales/Related	7,112	9.13%
Personal Care/Service	2,021	2.60%
Transportation/Moving	6,312	8.11%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>77,870</b>	
White Collar	46,580	59.82%
Blue Collar	17,146	22.02%
Service and Farm	14,144	18.16%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>78,661</b>	
Drove Alone	61,369	78.02%
Car Pooled	8,344	10.61%
Public Transportation	330	0.42%
Walked	2,890	3.67%
Bicycle	1,075	1.37%
Other Means	488	0.62%
Worked at Home	4,165	5.29%

# Secondary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	42,554	
15 - 29 Minutes	22,398	
30 - 44 Minutes	4,020	
45 - 59 Minutes	2,038	
60 or more Minutes	3,282	
2023 Est. Avg Travel Time to Work in Minutes		18
2023 Est. Occupied Housing Units by Tenure	66,112	
Owner Occupied	44,595	67.45%
Renter Occupied	21,518	32.55%
2023 Owner Occ. HUs: Avg. Length of Residence		14.60 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.13 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>66,112</b>	
Value Less than \$20,000	1,781	3.99%
Value \$20,000 - \$39,999	807	1.81%
Value \$40,000 - \$59,999	368	0.83%
Value \$60,000 - \$79,999	290	0.65%
Value \$80,000 - \$99,999	533	1.19%
Value \$100,000 - \$149,999	1,441	3.23%
Value \$150,000 - \$199,999	2,865	6.42%
Value \$200,000 - \$299,999	10,668	23.92%
Value \$300,000 - \$399,999	10,474	23.49%
Value \$400,000 - \$499,999	6,093	13.66%
Value \$500,000 - \$749,999	6,544	14.67%
Value \$750,000 - \$999,999	1,666	3.74%
Value \$1,000,000 or \$1,499,999	658	1.48%
Value \$1,500,000 or \$1,999,999	134	0.30%
Value \$2,000,000+	271	0.61%
2023 Est. Median All Owner-Occupied Housing Value		\$331,940
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	48,833	64.38%
1 Unit Attached	5,091	6.71%
2 Units	2,070	2.73%
3 or 4 Units	4,931	6.50%
5 to 19 Units	5,007	6.60%
20 to 49 Units	1,835	2.42%
50 or More Units	1,014	1.34%
Mobile Home or Trailer	6,996	9.22%
Boat, RV, Van, etc.	78	0.10%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,645	4.80%
Housing Units Built 2010 to 2014	3,638	4.80%
Housing Units Built 2000 to 2009	10,532	13.88%
Housing Units Built 1990 to 1999	9,017	11.89%
Housing Units Built 1980 to 1989	9,250	12.19%
Housing Units Built 1970 to 1979	13,356	17.61%
Housing Units Built 1960 to 1969	6,595	8.69%
Housing Units Built 1950 to 1959	7,108	9.37%
Housing Units Built 1940 to 1949	3,534	4.66%
Housing Unit Built 1939 or Earlier	9,180	12.10%
2023 Est. Median Year Structure Built		1979

<sup>†</sup> 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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