



The**Retail**Coach.®

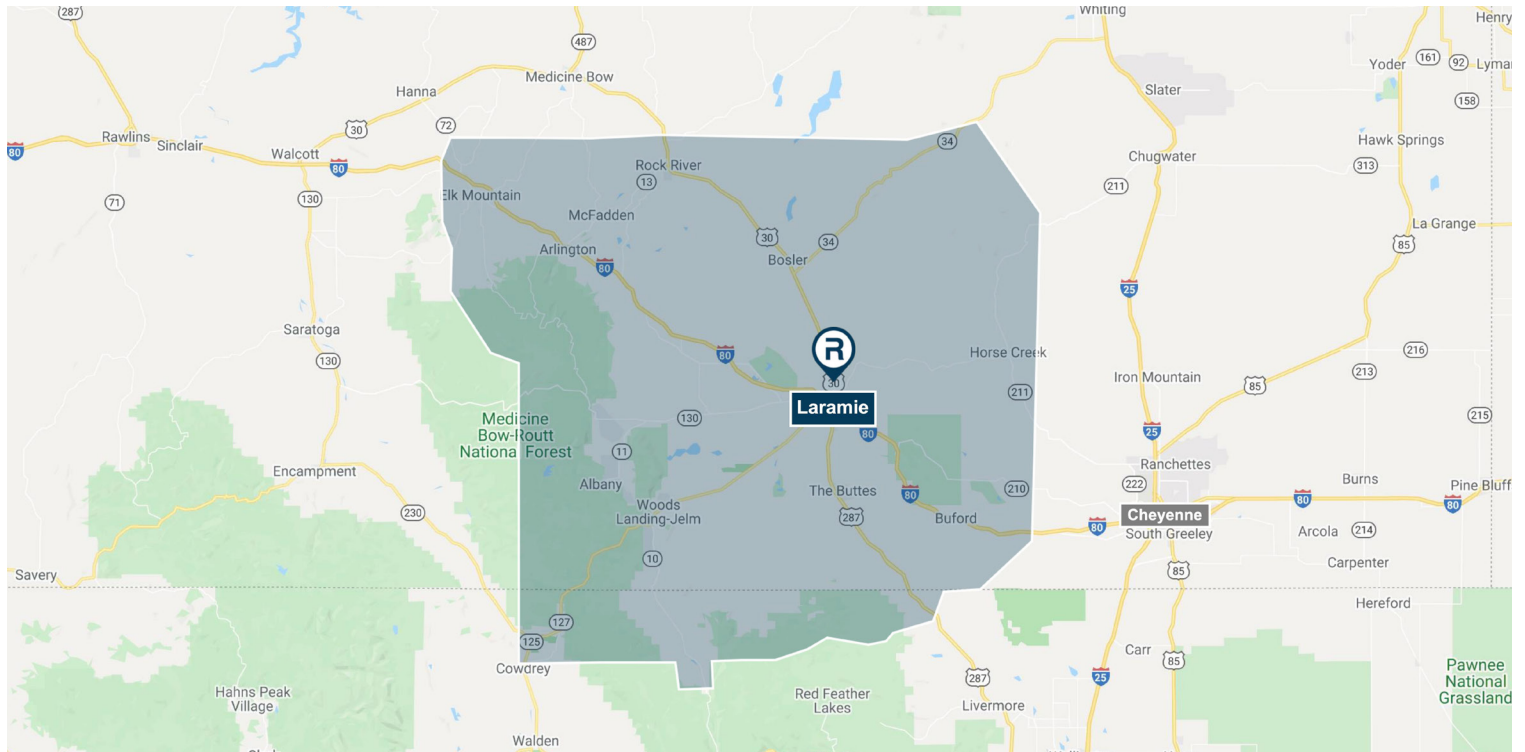
Primary Retail Trade Area Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
January 2022

Primary Retail Trade Area • Demographic Snapshot

Laramie, Wyoming



Population

2010	37,496	0 - 9 Years	8.97%
2022	40,269	10 - 17 Years	7.80%
2027	40,943	18 - 24 Years	24.96%

Educational Attainment (%)

Graduate or Professional Degree	23.04%	25 - 34 Years	16.08%
Bachelors Degree	29.27%	35 - 44 Years	11.01%
Associate Degree	8.78%	45 - 54 Years	8.45%
Some College	20.21%	55 - 64 Years	9.11%
High School Graduate (GED)	15.19%	65 and Older	13.62%
Some High School, No Degree	2.21%	Median Age	28.82
Less than 9th Grade	1.29%	Average Age	35.92

Income

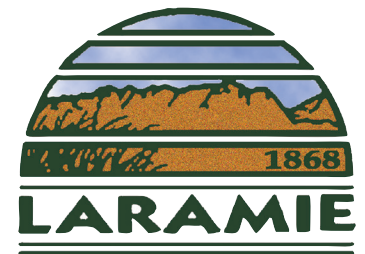
Average HH	\$80,398
Median HH	\$57,462
Per Capita	\$37,700

Age

0 - 9 Years	8.97%
10 - 17 Years	7.80%
18 - 24 Years	24.96%
25 - 34 Years	16.08%
35 - 44 Years	11.01%
45 - 54 Years	8.45%
55 - 64 Years	9.11%
65 and Older	13.62%
Median Age	28.82
Average Age	35.92

Race Distribution (%)

White	87.00%
Black/African American	1.94%
American Indian/Alaskan	0.95%
Asian	3.97%
Native Hawaiian/Islander	0.10%
Other Race	2.74%
Two or More Races	3.30%
Hispanic	9.97%



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Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
Population		
2027 Projection	40,943	
2022 Estimate	40,269	
2010 Census	37,496	
2000 Census	32,916	
Growth 2022 - 2027		1.67%
Growth 2010 - 2022		7.39%
Growth 2000 - 2010		13.91%
2022 Est. Population by Single-Classification Race	40,269	
White Alone	35,034	87.00%
Black or African American Alone	781	1.94%
Amer. Indian and Alaska Native Alone	384	0.95%
Asian Alone	1,600	3.97%
Native Hawaiian and Other Pacific Island Alone	40	0.10%
Some Other Race Alone	1,103	2.74%
Two or More Races	1,328	3.30%
2022 Est. Population by Hispanic or Latino Origin	40,269	
Not Hispanic or Latino	36,255	90.03%
Hispanic or Latino	4,014	9.97%
Mexican	2,877	71.67%
Puerto Rican	91	2.27%
Cuban	28	0.70%
All Other Hispanic or Latino	1,018	25.36%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	4,014	
White Alone	2,418	60.24%
Black or African American Alone	39	0.97%
American Indian and Alaska Native Alone	75	1.87%
Asian Alone	20	0.50%
Native Hawaiian and Other Pacific Islander Alone	4	0.10%
Some Other Race Alone	1,052	26.21%
Two or More Races	405	10.09%
2022 Est. Pop by Race, Asian Alone, by Category	1,600	
Chinese, except Taiwanese	549	34.31%
Filipino	152	9.50%
Japanese	59	3.69%
Asian Indian	323	20.19%
Korean	117	7.31%
Vietnamese	27	1.69%
Cambodian	7	0.44%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	65	4.06%
All Other Asian Races Including 2+ Category	301	18.81%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	40,269	
Arab	23	0.06%
Czech	171	0.43%
Danish	336	0.83%
Dutch	467	1.16%
English	3,997	9.93%
French (except Basque)	833	2.07%
French Canadian	151	0.38%
German	7,055	17.52%
Greek	113	0.28%
Hungarian	91	0.23%
Irish	3,390	8.42%
Italian	1,348	3.35%
Lithuanian	38	0.09%
United States or American	1,263	3.14%
Norwegian	1,344	3.34%
Polish	671	1.67%
Portuguese	46	0.11%
Russian	431	1.07%
Scottish	1,131	2.81%
Scotch-Irish	423	1.05%
Slovak	26	0.07%
Subsaharan African	183	0.45%
Swedish	1,025	2.54%
Swiss	132	0.33%
Ukrainian	100	0.25%
Welsh	279	0.69%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	9,435	23.43%
Ancestry Unclassified	5,767	14.32%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	34,534	89.78%
Speak Asian/Pacific Island Language at Home	872	2.27%
Speak IndoEuropean Language at Home	1,016	2.64%
Speak Spanish at Home	1,631	4.24%
Speak Other Language at Home	414	1.08%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	40,269	
Age 0 - 4	1,801	4.47%
Age 5 - 9	1,810	4.50%
Age 10 - 14	1,827	4.54%
Age 15 - 17	1,316	3.27%
Age 18 - 20	3,706	9.20%
Age 21 - 24	6,345	15.76%
Age 25 - 34	6,475	16.08%
Age 35 - 44	4,434	11.01%
Age 45 - 54	3,404	8.45%
Age 55 - 64	3,667	9.11%
Age 65 - 74	3,449	8.57%
Age 75 - 84	1,527	3.79%
Age 85 and over	507	1.26%
Age 16 and over	34,401	85.43%
Age 18 and over	33,514	83.22%
Age 21 and over	29,808	74.02%
Age 65 and over	5,484	13.62%
2022 Est. Median Age		28.82
2022 Est. Average Age		35.92
2022 Est. Population by Sex	40,269	
Male	20,817	51.70%
Female	19,452	48.31%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	20,817	
Age 0 - 4	915	4.39%
Age 5 - 9	943	4.53%
Age 10 - 14	958	4.60%
Age 15 - 17	675	3.24%
Age 18 - 20	1,918	9.21%
Age 21 - 24	3,344	16.06%
Age 25 - 34	3,528	16.95%
Age 35 - 44	2,370	11.39%
Age 45 - 54	1,766	8.48%
Age 55 - 64	1,809	8.69%
Age 65 - 74	1,697	8.15%
Age 75 - 84	708	3.40%
Age 85 and over	187	0.90%
2022 Est. Median Age, Male		28.44
2022 Est. Average Age, Male		35.37
2022 Est. Female Population by Age	19,452	
Age 0 - 4	886	4.55%
Age 5 - 9	867	4.46%
Age 10 - 14	870	4.47%
Age 15 - 17	641	3.29%
Age 18 - 20	1,788	9.19%
Age 21 - 24	3,000	15.42%
Age 25 - 34	2,947	15.15%
Age 35 - 44	2,064	10.61%
Age 45 - 54	1,638	8.42%
Age 55 - 64	1,858	9.55%
Age 65 - 74	1,752	9.01%
Age 75 - 84	819	4.21%
Age 85 and over	320	1.64%
2022 Est. Median Age, Female		29.32
2022 Est. Average Age, Female		36.55

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,058	46.10%
Males, Never Married	8,802	25.27%
Females, Never Married	7,256	20.83%
Married, Spouse present	14,043	40.32%
Married, Spouse absent	700	2.01%
Widowed	1,155	3.32%
Males Widowed	315	0.90%
Females Widowed	840	2.41%
Divorced	2,873	8.25%
Males Divorced	1,455	4.18%
Females Divorced	1,418	4.07%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	303	1.29%
Some High School, no diploma	519	2.21%
High School Graduate (or GED)	3,565	15.19%
Some College, no degree	4,742	20.21%
Associate Degree	2,060	8.78%
Bachelor's Degree	6,868	29.27%
Master's Degree	3,545	15.11%
Professional School Degree	577	2.46%
Doctorate Degree	1,284	5.47%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	402	19.59%
High School Graduate	432	21.05%
Some College or Associate's Degree	770	37.52%
Bachelor's Degree or Higher	447	21.78%
Households		
2027 Projection	18,224	
2022 Estimate	17,810	
2010 Census	16,172	
2000 Census	13,619	
Growth 2022 - 2027		2.33%
Growth 2010 - 2022		10.13%
Growth 2000 - 2010		18.75%
2022 Est. Households by Household Type	17,810	
Family Households	8,667	48.66%
Nonfamily Households	9,143	51.34%
2022 Est. Group Quarters Population	2,288	
2022 Households by Ethnicity, Hispanic/Latino	1,447	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	17,810	
Income < \$15,000	2,048	11.50%
Income \$15,000 - \$24,999	1,753	9.84%
Income \$25,000 - \$34,999	1,878	10.55%
Income \$35,000 - \$49,999	2,221	12.47%
Income \$50,000 - \$74,999	3,050	17.12%
Income \$75,000 - \$99,999	1,995	11.20%
Income \$100,000 - \$124,999	1,551	8.71%
Income \$125,000 - \$149,999	1,059	5.95%
Income \$150,000 - \$199,999	1,133	6.36%
Income \$200,000 - \$249,999	574	3.22%
Income \$250,000 - \$499,999	401	2.25%
Income \$500,000+	148	0.83%
2022 Est. Average Household Income		\$80,398
2022 Est. Median Household Income		\$57,462
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$59,400
Black or African American Alone		\$56,086
American Indian and Alaska Native Alone		\$46,515
Asian Alone		\$35,264
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$41,513
Two or More Races		\$63,345
Hispanic or Latino		\$51,482
Not Hispanic or Latino		\$58,118
2022 Est. Family HH Type by Presence of Own Child.	8,667	
Married-Couple Family, own children	2,599	29.99%
Married-Couple Family, no own children	4,213	48.61%
Male Householder, own children	293	3.38%
Male Householder, no own children	377	4.35%
Female Householder, own children	682	7.87%
Female Householder, no own children	502	5.79%
2022 Est. Households by Household Size	17,810	
1-person	6,411	36.00%
2-person	6,362	35.72%
3-person	2,569	14.43%
4-person	1,605	9.01%
5-person	579	3.25%
6-person	206	1.16%
7-or-more-person	78	0.44%
2022 Est. Average Household Size		2.13

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Laramie, Wyoming

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	17,810	
Households with 1 or More People under Age 18:	3,833	21.52%
Married-Couple Family	2,715	70.83%
Other Family, Male Householder	325	8.48%
Other Family, Female Householder	743	19.38%
Nonfamily, Male Householder	34	0.89%
Nonfamily, Female Householder	15	0.39%
Households with No People under Age 18:	13,977	
Married-Couple Family	4,101	29.34%
Other Family, Male Householder	342	2.45%
Other Family, Female Householder	441	3.15%
Nonfamily, Male Householder	4,983	35.65%
Nonfamily, Female Householder	4,110	29.41%
2022 Est. Households by Number of Vehicles	17,810	
No Vehicles	1,112	6.24%
1 Vehicle	5,284	29.67%
2 Vehicles	6,219	34.92%
3 Vehicles	3,392	19.05%
4 Vehicles	1,247	7.00%
5 or more Vehicles	557	3.13%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	8,900	
2022 Estimate	8,667	
2010 Census	7,793	
2000 Census	7,265	
Growth 2022 - 2027		2.69%
Growth 2010 - 2022		11.22%
Growth 2000 - 2010		7.27%
2022 Est. Families by Poverty Status	8,667	
2022 Families at or Above Poverty	8,061	93.01%
2022 Families at or Above Poverty with Children	3,082	35.56%
2022 Families Below Poverty	606	6.99%
2022 Families Below Poverty with Children	365	4.21%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	22,020	64.01%
Civilian Labor Force, Unemployed	952	2.77%
Armed Forces	45	0.13%
Not in Labor Force	11,384	33.09%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	21,874	
For-Profit Private Workers	10,821	49.47%
Non-Profit Private Workers	1,932	8.83%
Local Government Workers	584	2.67%
State Government Workers	4,819	22.03%
Federal Government Workers	1,816	8.30%
Self-Employed Workers	1,886	8.62%
Unpaid Family Workers	16	0.07%
2022 Est. Civ. Employed Pop 16+ by Occupation	21,874	
Architect/Engineer	387	1.77%
Arts/Entertainment/Sports	659	3.01%
Building Grounds Maintenance	944	4.32%
Business/Financial Operations	761	3.48%
Community/Social Services	432	1.98%
Computer/Mathematical	474	2.17%
Construction/Extraction	1,506	6.88%
Education/Training/Library	3,213	14.69%
Farming/Fishing/Forestry	196	0.90%
Food Prep/Serving	1,444	6.60%
Health Practitioner/Technician	1,115	5.10%
Healthcare Support	575	2.63%
Maintenance Repair	653	2.98%
Legal	205	0.94%
Life/Physical/Social Science	853	3.90%
Management	1,744	7.97%
Office/Admin. Support	1,980	9.05%
Production	423	1.93%
Protective Services	432	1.98%
Sales/Related	1,845	8.44%
Personal Care/Service	674	3.08%
Transportation/Moving	1,358	6.21%
2022 Est. Pop 16+ by Occupation Classification	21,874	
White Collar	13,668	62.49%
Blue Collar	3,939	18.01%
Service and Farm	4,267	19.51%
2022 Est. Workers Age 16+ by Transp. to Work	21,239	
Drove Alone	15,092	71.06%
Car Pooled	2,021	9.52%
Public Transportation	265	1.25%
Walked	1,815	8.55%
Bicycle	974	4.59%
Other Means	93	0.44%
Worked at Home	980	4.61%

Primary Retail Trade Area • Demographic Profile

Laramie, Wyoming

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,022	
15 - 29 Minutes	3,125	
30 - 44 Minutes	821	
45 - 59 Minutes	701	
60 or more Minutes	594	
2022 Est. Avg Travel Time to Work in Minutes		15
2022 Est. Occupied Housing Units by Tenure	17,810	
Owner Occupied	9,138	51.31%
Renter Occupied	8,672	48.69%
2022 Owner Occ. HUs: Avg. Length of Residence		14.29%
2022 Renter Occ. HUs: Avg. Length of Residence		5.02%
2022 Est. Owner-Occupied Housing Units by Value	17,810	
Value Less than \$20,000	611	6.69%
Value \$20,000 - \$39,999	162	1.77%
Value \$40,000 - \$59,999	62	0.68%
Value \$60,000 - \$79,999	73	0.80%
Value \$80,000 - \$99,999	103	1.13%
Value \$100,000 - \$149,999	348	3.81%
Value \$150,000 - \$199,999	880	9.63%
Value \$200,000 - \$299,999	2,366	25.89%
Value \$300,000 - \$399,999	1,656	18.12%
Value \$400,000 - \$499,999	1,331	14.57%
Value \$500,000 - \$749,999	939	10.28%
Value \$750,000 - \$999,999	382	4.18%
Value \$1,000,000 or \$1,499,999	115	1.26%
Value \$1,500,000 or \$1,999,999	53	0.58%
Value \$2,000,000+	58	0.64%
2022 Est. Median All Owner-Occupied Housing Value		\$298,381
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	10,307	50.51%
1 Unit Attached	1,194	5.85%
2 Units	1,211	5.93%
3 or 4 Units	1,825	8.94%
5 to 19 Units	3,267	16.01%
20 to 49 Units	486	2.38%
50 or More Units	169	0.83%
Mobile Home or Trailer	1,938	9.50%
Boat, RV, Van, etc.	10	0.05%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,882	9.22%
Housing Units Built 2010 to 2014	809	3.96%
Housing Units Built 2000 to 2009	3,632	17.80%
Housing Units Built 1990 to 1999	2,619	12.83%
Housing Units Built 1980 to 1989	1,777	8.71%
Housing Units Built 1970 to 1979	3,023	14.81%
Housing Units Built 1960 to 1969	1,603	7.86%
Housing Units Built 1950 to 1959	1,473	7.22%
Housing Units Built 1940 to 1949	770	3.77%
Housing Unit Built 1939 or Earlier	2,821	13.82%
2022 Est. Median Year Structure Built		1983

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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