TheRetailCoach®

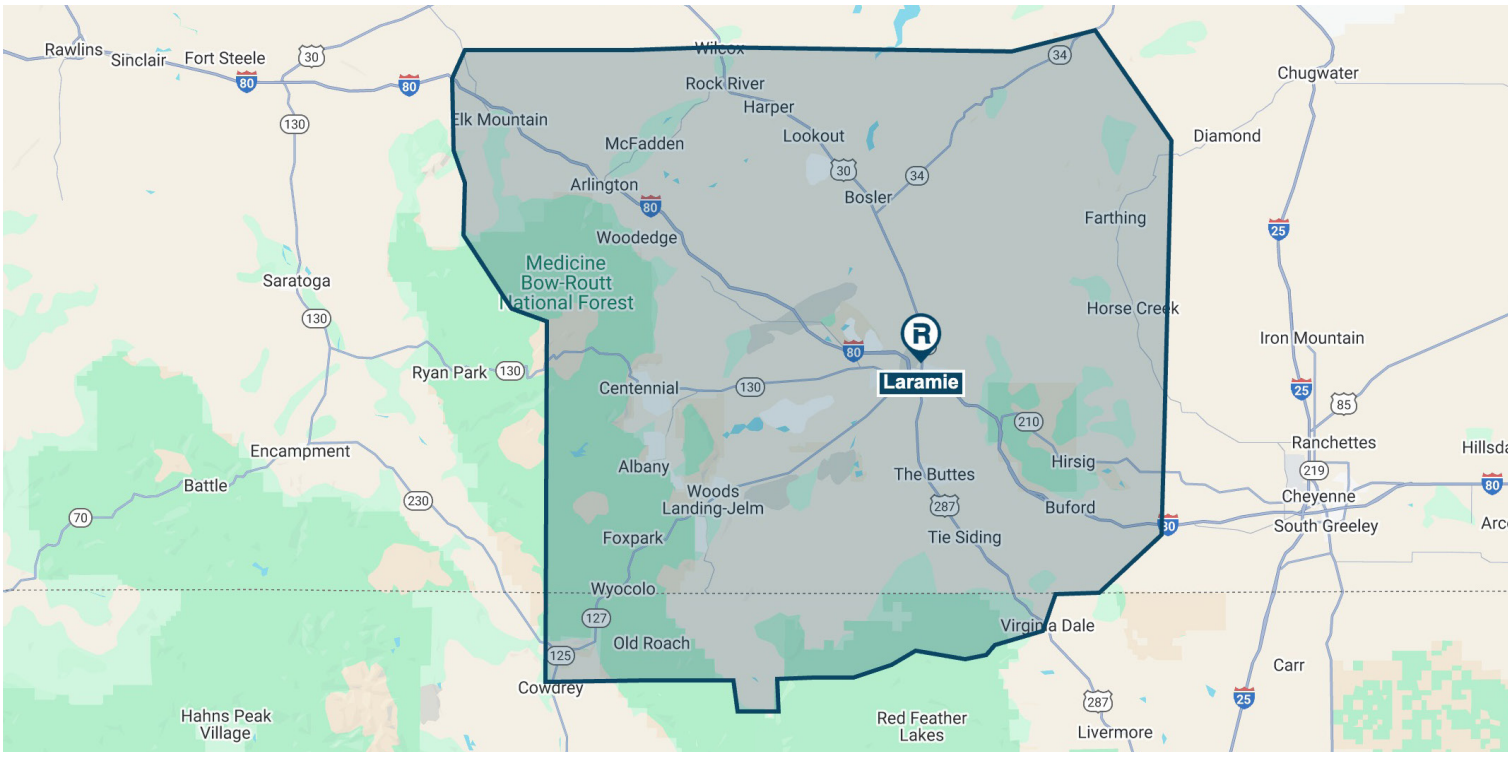
Primary Retail Trade Area Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
January 2025

Primary Retail Trade Area • Demographic Snapshot

Laramie, Wyoming



Population

2020	38,366
2025	39,946
2030	41,498

Educational Attainment (%)

Graduate or Professional Degree	27.29%
Bachelors Degree	28.33%
Associate Degree	8.20%
Some College	18.31%
High School Graduate (GED)	14.31%
Some High School, No Degree	2.32%
Less than 9th Grade	1.24%

Income

Average HH	$92,447
Median HH	$62,747
Per Capita	$42,811

Age

0 - 9 Years	8.13%
10 - 17 Years	7.30%
18 - 24 Years	26.84%
25 - 34 Years	14.87%
35 - 44 Years	11.12%
45 - 54 Years	8.93%
55 - 64 Years	8.23%
65 and Older	14.59%
Median Age	28.76
Average Age	36.38

Race Distribution (%)

White	83.35%
Black/African American	1.08%
American Indian/ Alaskan	1.04%
Asian	2.58%
Native Hawaiian/ Islander	0.11%
Other Race	3.53%
Two or More Races	8.31%
Hispanic	10.96%

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DESCRIPTION	DATA	%
Population		
2030 Projection	41,498	
2025 Estimate	39,946	
2020 Census	38,366	
2010 Census	37,393	
Growth 2025 - 2030		3.88%
Growth 2020 - 2025		4.12%
Growth 2010 - 2020		2.60%
2025 Est. Population by Single-Classification Race	**39,946**	
White Alone	33,296	83.35%
Black or African American Alone	432	1.08%
Amer. Indian and Alaska Native Alone	417	1.04%
Asian Alone	1,029	2.58%
Native Hawaiian and Other Pacific Island Alone	45	0.11%
Some Other Race Alone	1,409	3.53%
Two or More Races	3,319	8.31%
2025 Est. Population by Hispanic or Latino Origin	**39,946**	
Not Hispanic or Latino	35,569	89.04%
Hispanic or Latino	4,378	10.96%
Mexican	3,023	69.05%
Puerto Rican	272	6.21%
Cuban	8	0.18%
All Other Hispanic or Latino	1,075	24.55%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**4,378**	
White Alone	1,494	34.13%
Black or African American Alone	53	1.21%
American Indian and Alaska Native Alone	130	2.97%
Asian Alone	14	0.32%
Native Hawaiian and Other Pacific Islander Alone	8	0.18%
Some Other Race Alone	1,207	27.57%
Two or More Races	1,472	33.62%
2025 Est. Pop by Race, Asian Alone, by Category	**1,029**	
Chinese, except Taiwanese	557	54.13%
Filipino	19	1.85%
Japanese	9	0.88%
Asian Indian	303	29.45%
Korean	3	0.29%
Vietnamese	15	1.46%
Cambodian	3	0.29%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	35	3.40%
All Other Asian Races Including 2+ Category	85	8.26%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**39,946**	
Arab	148	0.37%
Czech	217	0.54%
Danish	177	0.44%
Dutch	558	1.40%
English	4,112	10.29%
French (except Basque)	747	1.87%
French Canadian	174	0.44%
German	6,765	16.93%
Greek	104	0.26%
Hungarian	145	0.36%
Irish	3,865	9.68%
Italian	1,256	3.14%
Lithuanian	23	0.06%
United States or American	1,329	3.33%
Norwegian	1,364	3.41%
Polish	538	1.35%
Portuguese	119	0.30%
Russian	236	0.59%
Scottish	950	2.38%
Scotch-Irish	350	0.88%
Slovak	49	0.12%
Subsaharan African	25	0.06%
Swedish	1,074	2.69%
Swiss	183	0.46%
Ukrainian	344	0.86%
Welsh	205	0.51%
West Indian (except Hisp. groups)	10	0.03%
Other ancestries	8,307	20.80%
Ancestry Unclassified	6,570	16.45%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	35,004	91.27%
Speak Asian/Pacific Island Language at Home	679	1.77%
Speak IndoEuropean Language at Home	945	2.46%
Speak Spanish at Home	1,604	4.18%
Speak Other Language at Home	119	0.31%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	**39,946**	
Age 0 - 4	1,595	3.99%
Age 5 - 9	1,651	4.13%
Age 10 - 14	1,693	4.24%
Age 15 - 17	1,222	3.06%
Age 18 - 20	4,263	10.67%
Age 21 - 24	6,460	16.17%
Age 25 - 34	5,938	14.87%
Age 35 - 44	4,443	11.12%
Age 45 - 54	3,566	8.93%
Age 55 - 64	3,288	8.23%
Age 65 - 74	3,514	8.80%
Age 75 - 84	1,808	4.53%
Age 85 and over	506	1.27%
Age 16 and over	34,604	86.63%
Age 18 and over	33,785	84.58%
Age 21 and over	29,523	73.91%
Age 65 and over	5,828	14.59%
2025 Est. Median Age		28.76
2025 Est. Average Age		36.38
2025 Est. Population by Sex	**39,946**	
Male	20,784	52.03%
Female	19,162	47.97%

2025 Est. Male Population by Age	**20,784**	
Age 0 - 4	795	3.83%
Age 5 - 9	823	3.96%
Age 10 - 14	892	4.29%
Age 15 - 17	631	3.04%
Age 18 - 20	2,225	10.71%
Age 21 - 24	3,441	16.56%
Age 25 - 34	3,241	15.59%
Age 35 - 44	2,384	11.47%
Age 45 - 54	1,896	9.12%
Age 55 - 64	1,654	7.96%
Age 65 - 74	1,753	8.43%
Age 75 - 84	862	4.15%
Age 85 and over	188	0.91%
2025 Est. Median Age, Male		28.49
2025 Est. Average Age, Male		35.78
2025 Est. Female Population by Age	**19,162**	
Age 0 - 4	801	4.18%
Age 5 - 9	828	4.32%
Age 10 - 14	801	4.18%
Age 15 - 17	592	3.09%
Age 18 - 20	2,037	10.63%
Age 21 - 24	3,019	15.76%
Age 25 - 34	2,698	14.08%
Age 35 - 44	2,058	10.74%
Age 45 - 54	1,670	8.72%
Age 55 - 64	1,634	8.53%
Age 65 - 74	1,761	9.19%
Age 75 - 84	946	4.94%
Age 85 and over	318	1.66%
2025 Est. Median Age, Female		29.09
2025 Est. Average Age, Female		37.00

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,172	46.20%
Males, Never Married	8,908	25.45%
Females, Never Married	7,264	20.75%
Married, Spouse present	14,145	40.41%
Married, Spouse absent	667	1.90%
Widowed	1,268	3.62%
Males Widowed	434	1.24%
Females Widowed	833	2.38%
Divorced	2,757	7.88%
Males Divorced	1,372	3.92%
Females Divorced	1,384	3.95%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	286	1.24%
Some High School, no diploma	536	2.32%
High School Graduate (or GED)	3,299	14.31%
Some College, no degree	4,223	18.31%
Associate Degree	1,891	8.20%
Bachelor's Degree	6,533	28.33%
Master's Degree	3,920	17.00%
Professional School Degree	558	2.42%
Doctorate Degree	1,815	7.87%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	288	13.44%
High School Graduate	726	33.88%
Some College or Associate's Degree	530	24.73%
Bachelor's Degree or Higher	600	28.00%
Households		
2030 Projection	17,829	
2025 Estimate	17,113	
2020 Census	16,507	
2010 Census	16,118	
Growth 2025 - 2030		4.18%
Growth 2020 - 2025		3.67%
Growth 2010 - 2020		2.41%
2025 Est. Households by Household Type	**17,113**	
Family Households	8,355	48.82%
Nonfamily Households	8,758	51.18%
2025 Est. Group Quarters Population	2,992	
2025 Households by Ethnicity, Hispanic/Latino	1,497	

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Laramie, Wyoming

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**17,113**	
Income < $15,000	2,114	12.35%
Income $15,000 - $24,999	1,574	9.20%
Income $25,000 - $34,999	1,281	7.49%
Income $35,000 - $49,999	2,161	12.63%
Income $50,000 - $74,999	2,557	14.94%
Income $75,000 - $99,999	1,832	10.71%
Income $100,000 - $124,999	1,659	9.69%
Income $125,000 - $149,999	1,287	7.52%
Income $150,000 - $199,999	1,150	6.72%
Income $200,000 - $249,999	540	3.16%
Income $250,000 - $499,999	638	3.73%
Income $500,000+	320	1.87%
2025 Est. Average Household Income		$92,447
2025 Est. Median Household Income		$62,747
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$64,698
Black or African American Alone		$24,585
American Indian and Alaska Native Alone		$40,396
Asian Alone		$56,723
Native Hawaiian and Other Pacific Islander Alone		$28,361
Some Other Race Alone		$58,995
Two or More Races		$56,763
Hispanic or Latino		$48,658
Not Hispanic or Latino		$64,708
2025 Est. HH by Type and Presence of Own Child.	**17,113**	
Family Households with Children	3,377	19.73%
Family Households without Children	13,736	80.27%
Married-Couple Families	**6,690**	**39.09%**
Married-Couple Family, own children	2,515	14.70%
Married-Couple Family, no own children	4,175	24.40%
Cohabitating-Couple Families	**1,682**	**9.83%**
Cohabitating-Couple Family, own children	226	1.32%
Cohabitating-Couple Family, no own children	1,456	8.51%
Male Householder Families	**4,441**	**25.95%**
Male Householder, own children	175	1.02%
Male Householder, no own children	578	3.38%
Male Householder, only Nonrelatives	1,188	6.94%
Male Householder, Living Alone	2,501	14.62%
Female Householder Families	**4,300**	**25.13%**
Female Householder, own children	461	2.69%
Female Householder, no own children	409	2.39%
Female Householder, only Nonrelatives	1,005	5.87%
Female Householder, Living Alone	2,425	14.17%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**17,113**	
1-person	6,259	36.58%
2-person	5,996	35.04%
3-person	2,290	13.38%
4-person	1,622	9.48%
5-person	576	3.37%
6-person	247	1.44%
7-or-more-person	123	0.72%
2025 Est. Average Household Size		2.16
2025 Est. Households by Number of Vehicles	**17,113**	
No Vehicles	840	4.91%
1 Vehicle	5,004	29.24%
2 Vehicles	6,254	36.55%
3 Vehicles	3,059	17.87%
4 Vehicles	1,364	7.97%
5 or more Vehicles	591	3.45%
2025 Est. Average Number of Vehicles		2.1
Family Households		
2030 Projection	8,730	
2025 Estimate	8,355	
2020 Estimate	8,036	
2010 Census	7,757	
Growth 2025 - 2030		4.49%
Growth 2020 - 2025		3.97%
Growth 2010 - 2020		3.60%
2025 Est. Families by Poverty Status	**8,355**	
2025 Families at or Above Poverty	7,481	89.54%
2025 Families at or Above Poverty with Children	2,852	34.14%
2025 Families Below Poverty	874	10.46%
2025 Families Below Poverty with Children	487	5.83%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	22,520	65.08%
Civilian Labor Force, Unemployed	981	2.83%
Armed Forces	57	0.17%
Not in Labor Force	11,046	31.92%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	11,192	50.82%
Non-Profit Private Workers	2,381	10.81%
Local Government Workers	471	2.14%
State Government Workers	4,410	20.02%
Federal Government Workers	1,800	8.17%
Self-Employed Workers	1,768	8.03%
Unpaid Family Workers	4	0.02%

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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	295	1.34%
Arts/Entertainment/Sports	608	2.76%
Building Grounds Maintenance	617	2.80%
Business/Financial Operations	860	3.90%
Community/Social Services	596	2.71%
Computer/Mathematical	947	4.30%
Construction/Extraction	1,250	5.67%
Education/Training/Library	3,322	15.08%
Farming/Fishing/Forestry	196	0.89%
Food Prep/Serving	1,064	4.83%
Health Practitioner/Technician	1,384	6.28%
Healthcare Support	707	3.21%
Maintenance Repair	895	4.06%
Legal	353	1.60%
Life/Physical/Social Science	753	3.42%
Management	2,232	10.13%
Office/Admin. Support	1,847	8.39%
Production	493	2.24%
Protective Services	284	1.29%
Sales/Related	1,476	6.70%
Personal Care/Service	604	2.74%
Transportation/Moving	1,243	5.64%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	14,673	66.62%
Blue Collar	3,881	17.62%
Service and Farm	3,472	15.76%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	14,657	68.60%
Car Pooled	1,557	7.29%
Public Transportation	271	1.27%
Walked	2,008	9.40%
Bicycle	845	3.96%
Other Means	162	0.76%
Worked at Home	1,867	8.74%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,093	
15 - 29 Minutes	3,326	
30 - 44 Minutes	1,020	
45 - 59 Minutes	472	
60 or more Minutes	726	
2025 Est. Avg Travel Time to Work in Minutes		17
2025 Est. Occupied Housing Units by Tenure	**17,113**	
Owner Occupied	8,689	50.77%
Renter Occupied	8,424	49.23%
2025 Owner Occ. HUs: Avg. Length of Residence		14.65†
2025 Renter Occ. HUs: Avg. Length of Residence		6.02†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**8,689**	
Value Less than $20,000	631	7.26%
Value $20,000 - $39,999	137	1.58%
Value $40,000 - $59,999	165	1.90%
Value $60,000 - $79,999	48	0.55%
Value $80,000 - $99,999	46	0.53%
Value $100,000 - $149,999	205	2.36%
Value $150,000 - $199,999	246	2.83%
Value $200,000 - $299,999	1,250	14.39%
Value $300,000 - $399,999	1,742	20.05%
Value $400,000 - $499,999	1,435	16.51%
Value $500,000 - $749,999	1,566	18.02%
Value $750,000 - $999,999	749	8.62%
Value $1,000,000 or $1,499,999	290	3.34%
Value $1,500,000 or $1,999,999	120	1.38%
Value $2,000,000+	59	0.68%
2025 Est. Median All Owner-Occupied Housing Value		$392,605
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	10,730	53.80%
1 Unit Attached	1,448	7.26%
2 Units	1,048	5.25%
3 or 4 Units	1,615	8.10%
5 to 19 Units	2,442	12.25%
20 to 49 Units	572	2.87%
50 or More Units	310	1.55%
Mobile Home or Trailer	1,755	8.80%
Boat, RV, Van, etc.	23	0.12%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	783	3.93%
Housing Units Built 2010 to 2019	1,519	7.62%
Housing Units Built 2000 to 2009	2,769	13.89%
Housing Units Built 1990 to 1999	2,350	11.78%
Housing Units Built 1980 to 1989	2,263	11.35%
Housing Units Built 1970 to 1979	3,600	18.05%
Housing Units Built 1960 to 1969	1,849	9.27%
Housing Units Built 1950 to 1959	1,513	7.59%
Housing Units Built 1940 to 1949	689	3.45%
Housing Unit Built 1939 or Earlier	2,609	13.08%
2025 Est. Median Year Structure Built		1979

† Years

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.

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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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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