TheRetailCoach®

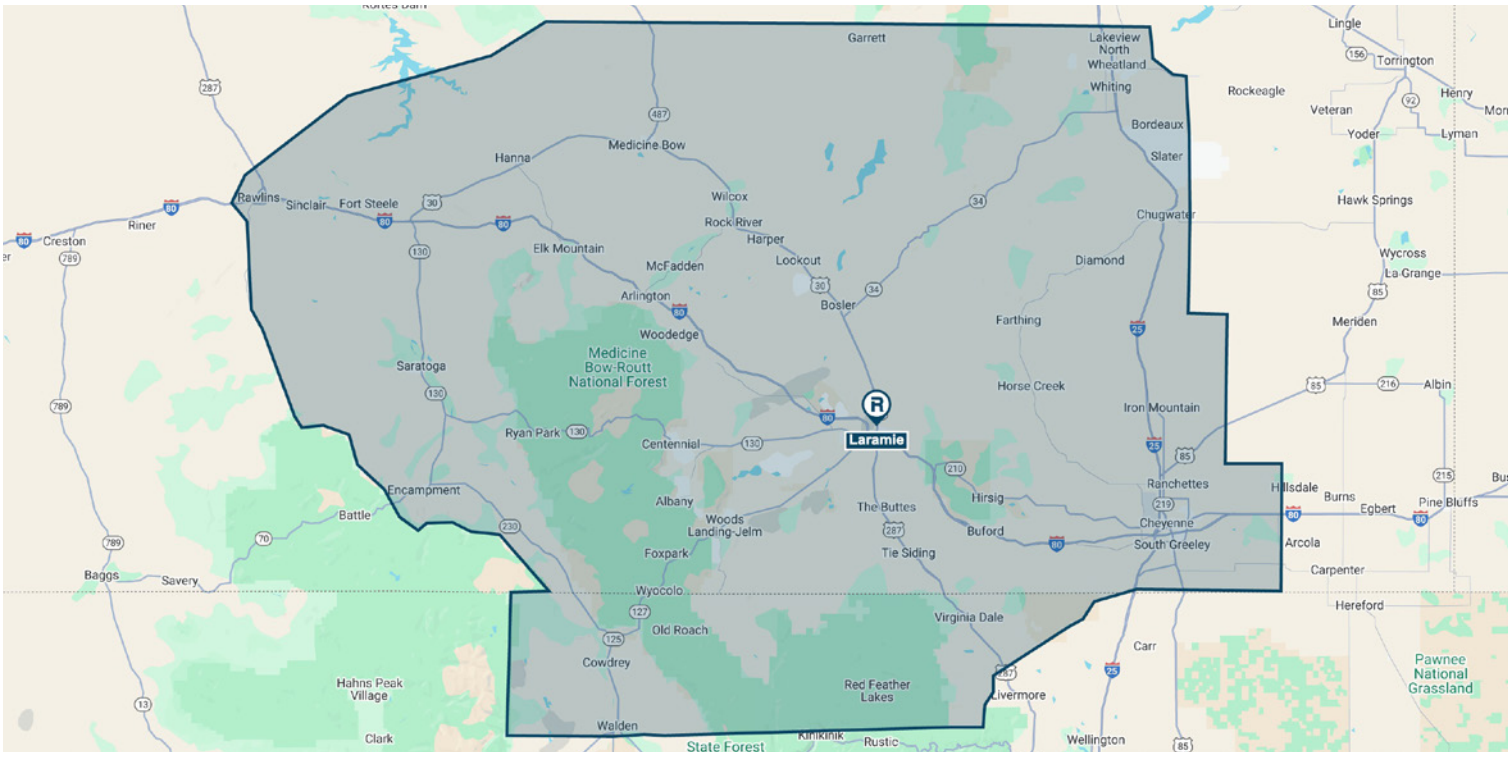
Secondary Retail Trade Area Demographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
January 2025

Secondary Retail Trade Area • Demographic Snapshot

Laramie, Wyoming



Population

2020	155,429
2025	157,478
2030	160,488

Educational Attainment (%)

Graduate or Professional Degree	14.75%
Bachelors Degree	19.90%
Associate Degree	12.21%
Some College	23.70%
High School Graduate (or GED)	23.92%
Some High School, No Degree	3.58%
Less than 9th Grade	1.95%

Income

Average HH	$92,269
Median HH	$70,551
Per Capita	$39,931

Age

0 - 9 Years	10.47%
10 - 17 Years	9.26%
18 - 24 Years	13.48%
25 - 34 Years	13.73%
35 - 44 Years	13.01%
45 - 54 Years	10.68%
55 - 64 Years	11.07%
65 and Older	18.30%
Median Age	37.27
Average Age	39.69

Race Distribution (%)

White	80.51%
Black/African American	1.91%
American Indian/ Alaskan	1.11%
Asian	1.62%
Native Hawaiian/ Islander	0.14%
Other Race	4.50%
Two or More Races	10.20%
Hispanic	15.13%

Laramie WYOMING

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DESCRIPTION	DATA	%
Population		
2030 Projection	160,488	
2025 Estimate	157,478	
2020 Census	155,429	
2010 Census	147,653	
Growth 2025 - 2030		1.91%
Growth 2020 - 2025		1.32%
Growth 2010 - 2020		5.27%
2025 Est. Population by Single-Classification Race	**157,478**	
White Alone	126,792	80.51%
Black or African American Alone	3,016	1.91%
Amer. Indian and Alaska Native Alone	1,754	1.11%
Asian Alone	2,551	1.62%
Native Hawaiian and Other Pacific Island Alone	224	0.14%
Some Other Race Alone	7,082	4.50%
Two or More Races	16,060	10.20%
2025 Est. Population by Hispanic or Latino Origin	**157,478**	
Not Hispanic or Latino	133,652	84.87%
Hispanic or Latino	23,827	15.13%
Mexican	17,474	73.34%
Puerto Rican	608	2.55%
Cuban	58	0.24%
All Other Hispanic or Latino	5,686	23.86%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**23,827**	
White Alone	8,250	34.63%
Black or African American Alone	352	1.48%
American Indian and Alaska Native Alone	734	3.08%
Asian Alone	92	0.39%
Native Hawaiian and Other Pacific Islander Alone	45	0.19%
Some Other Race Alone	6,297	26.43%
Two or More Races	8,056	33.81%
2025 Est. Pop by Race, Asian Alone, by Category	**2,551**	
Chinese, except Taiwanese	910	35.67%
Filipino	377	14.78%
Japanese	83	3.25%
Asian Indian	719	28.18%
Korean	52	2.04%
Vietnamese	61	2.39%
Cambodian	5	0.20%
Hmong	6	0.24%
Laotian	0	0.00%
Thai	45	1.76%
All Other Asian Races Including 2+ Category	294	11.53%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**157,478**	
Arab	241	0.15%
Czech	808	0.51%
Danish	1,375	0.87%
Dutch	2,001	1.27%
English	15,836	10.06%
French (except Basque)	3,160	2.01%
French Canadian	851	0.54%
German	26,882	17.07%
Greek	461	0.29%
Hungarian	203	0.13%
Irish	14,987	9.52%
Italian	3,729	2.37%
Lithuanian	249	0.16%
United States or American	6,477	4.11%
Norwegian	4,299	2.73%
Polish	2,134	1.35%
Portuguese	481	0.31%
Russian	840	0.53%
Scottish	3,153	2.00%
Scotch-Irish	1,345	0.85%
Slovak	96	0.06%
Subsaharan African	274	0.17%
Swedish	3,363	2.14%
Swiss	458	0.29%
Ukrainian	526	0.33%
Welsh	811	0.52%
West Indian (except Hisp. groups)	91	0.06%
Other ancestries	34,084	21.64%
Ancestry Unclassified	28,266	17.95%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	139,016	93.04%
Speak Asian/Pacific Island Language at Home	1,110	0.74%
Speak IndoEuropean Language at Home	1,909	1.28%
Speak Spanish at Home	7,047	4.72%
Speak Other Language at Home	339	0.23%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	**157,478**	
Age 0 - 4	8,056	5.12%
Age 5 - 9	8,427	5.35%
Age 10 - 14	9,051	5.75%
Age 15 - 17	5,535	3.52%
Age 18 - 20	8,822	5.60%
Age 21 - 24	12,403	7.88%
Age 25 - 34	21,615	13.73%
Age 35 - 44	20,491	13.01%
Age 45 - 54	16,823	10.68%
Age 55 - 64	17,433	11.07%
Age 65 - 74	17,021	10.81%
Age 75 - 84	8,983	5.70%
Age 85 and over	2,818	1.79%
Age 16 and over	130,104	82.62%
Age 18 and over	126,409	80.27%
Age 21 and over	117,588	74.67%
Age 65 and over	28,822	18.30%
2025 Est. Median Age		37.27
2025 Est. Average Age		39.69
2025 Est. Population by Sex	**157,478**	
Male	80,824	51.32%
Female	76,654	48.68%

2025 Est. Male Population by Age	**80,824**	
Age 0 - 4	4,109	5.08%
Age 5 - 9	4,303	5.32%
Age 10 - 14	4,679	5.79%
Age 15 - 17	2,852	3.53%
Age 18 - 20	4,647	5.75%
Age 21 - 24	6,663	8.24%
Age 25 - 34	11,518	14.25%
Age 35 - 44	10,758	13.31%
Age 45 - 54	8,796	10.88%
Age 55 - 64	8,824	10.92%
Age 65 - 74	8,371	10.36%
Age 75 - 84	4,264	5.28%
Age 85 and over	1,042	1.29%
2025 Est. Median Age, Male		36.46
2025 Est. Average Age, Male		39.03
2025 Est. Female Population by Age	**76,654**	
Age 0 - 4	3,947	5.15%
Age 5 - 9	4,125	5.38%
Age 10 - 14	4,372	5.70%
Age 15 - 17	2,683	3.50%
Age 18 - 20	4,175	5.45%
Age 21 - 24	5,740	7.49%
Age 25 - 34	10,097	13.17%
Age 35 - 44	9,734	12.70%
Age 45 - 54	8,027	10.47%
Age 55 - 64	8,610	11.23%
Age 65 - 74	8,651	11.29%
Age 75 - 84	4,719	6.16%
Age 85 and over	1,776	2.32%
2025 Est. Median Age, Female		38.18
2025 Est. Average Age, Female		40.38

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	42,905	32.52%
Males, Never Married	25,129	19.05%
Females, Never Married	17,776	13.47%
Married, Spouse present	63,814	48.37%
Married, Spouse absent	2,869	2.17%
Widowed	6,106	4.63%
Males Widowed	1,618	1.23%
Females Widowed	4,488	3.40%
Divorced	16,249	12.32%
Males Divorced	7,222	5.47%
Females Divorced	9,027	6.84%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,046	1.95%
Some High School, no diploma	3,761	3.58%
High School Graduate (or GED)	25,161	23.92%
Some College, no degree	24,931	23.70%
Associate Degree	12,839	12.21%
Bachelor's Degree	20,929	19.90%
Master's Degree	11,138	10.59%
Professional School Degree	1,744	1.66%
Doctorate Degree	2,635	2.50%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,906	14.52%
High School Graduate	3,587	27.32%
Some College or Associate's Degree	5,518	42.03%
Bachelor's Degree or Higher	2,119	16.14%
Households		
2030 Projection	67,353	
2025 Estimate	65,974	
2020 Census	65,148	
2010 Census	61,547	
Growth 2025 - 2030		2.09%
Growth 2020 - 2025		1.27%
Growth 2010 - 2020		5.85%
2025 Est. Households by Household Type	**65,974**	
Family Households	38,986	59.09%
Nonfamily Households	26,988	40.91%
2025 Est. Group Quarters Population	5,031	
2025 Households by Ethnicity, Hispanic/Latino	7,766	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**65,974**	
Income < $15,000	6,105	9.25%
Income $15,000 - $24,999	5,523	8.37%
Income $25,000 - $34,999	4,935	7.48%
Income $35,000 - $49,999	7,253	10.99%
Income $50,000 - $74,999	10,957	16.61%
Income $75,000 - $99,999	8,398	12.73%
Income $100,000 - $124,999	6,743	10.22%
Income $125,000 - $149,999	5,208	7.89%
Income $150,000 - $199,999	6,048	9.17%
Income $200,000 - $249,999	2,278	3.45%
Income $250,000 - $499,999	1,885	2.86%
Income $500,000+	641	0.97%
2025 Est. Average Household Income		$92,269
2025 Est. Median Household Income		$70,551
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$71,349
Black or African American Alone		$66,048
American Indian and Alaska Native Alone		$44,571
Asian Alone		$60,793
Native Hawaiian and Other Pacific Islander Alone		$60,437
Some Other Race Alone		$74,667
Two or More Races		$64,713
Hispanic or Latino		$57,660
Not Hispanic or Latino		$72,546
2025 Est. HH by Type and Presence of Own Child.	**65,974**	
Family Households with Children	16,992	25.76%
Family Households without Children	48,981	74.24%
Married-Couple Families	**30,356**	**46.01%**
Married-Couple Family, own children	11,705	17.74%
Married-Couple Family, no own children	18,651	28.27%
Cohabitating-Couple Families	**5,521**	**8.37%**
Cohabitating-Couple Family, own children	2,158	3.27%
Cohabitating-Couple Family, no own children	3,363	5.10%
Male Householder Families	**14,361**	**21.77%**
Male Householder, own children	821	1.24%
Male Householder, no own children	1,400	2.12%
Male Householder, only Nonrelatives	1,656	2.51%
Male Householder, Living Alone	10,484	15.89%
Female Householder Families	**15,735**	**23.85%**
Female Householder, own children	2,308	3.50%
Female Householder, no own children	1,958	2.97%
Female Householder, only Nonrelatives	1,076	1.63%
Female Householder, Living Alone	10,393	15.75%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**65,974**	
1-person	21,175	32.10%
2-person	23,661	35.86%
3-person	8,936	13.55%
4-person	7,055	10.69%
5-person	3,145	4.77%
6-person	1,307	1.98%
7-or-more-person	694	1.05%
2025 Est. Average Household Size		2.31
2025 Est. Households by Number of Vehicles	**65,974**	
No Vehicles	3,662	5.55%
1 Vehicle	19,262	29.20%
2 Vehicles	23,722	35.96%
3 Vehicles	12,141	18.40%
4 Vehicles	4,741	7.19%
5 or more Vehicles	2,446	3.71%
2025 Est. Average Number of Vehicles		2.1
Family Households		
2030 Projection	39,830	
2025 Estimate	38,986	
2020 Estimate	38,451	
2010 Census	37,015	
Growth 2025 - 2030		2.16%
Growth 2020 - 2025		1.39%
Growth 2010 - 2020		3.88%
2025 Est. Families by Poverty Status	**38,986**	
2025 Families at or Above Poverty	35,982	92.29%
2025 Families at or Above Poverty with Children	15,283	39.20%
2025 Families Below Poverty	3,003	7.70%
2025 Families Below Poverty with Children	2,017	5.17%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	79,578	61.17%
Civilian Labor Force, Unemployed	2,844	2.19%
Armed Forces	3,027	2.33%
Not in Labor Force	44,654	34.32%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	41,814	53.15%
Non-Profit Private Workers	6,239	7.93%
Local Government Workers	3,958	5.03%
State Government Workers	10,189	12.95%
Federal Government Workers	8,121	10.32%
Self-Employed Workers	8,289	10.54%
Unpaid Family Workers	56	0.07%

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Laramie, Wyoming

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	829	1.05%
Arts/Entertainment/Sports	1,793	2.28%
Building Grounds Maintenance	2,612	3.32%
Business/Financial Operations	3,791	4.82%
Community/Social Services	1,520	1.93%
Computer/Mathematical	2,507	3.19%
Construction/Extraction	4,798	6.10%
Education/Training/Library	6,991	8.89%
Farming/Fishing/Forestry	660	0.84%
Food Prep/Serving	3,745	4.76%
Health Practitioner/Technician	5,203	6.61%
Healthcare Support	2,225	2.83%
Maintenance Repair	3,877	4.93%
Legal	996	1.27%
Life/Physical/Social Science	1,405	1.79%
Management	9,707	12.34%
Office/Admin. Support	7,861	9.99%
Production	2,631	3.35%
Protective Services	1,727	2.19%
Sales/Related	6,210	7.89%
Personal Care/Service	1,921	2.44%
Transportation/Moving	5,658	7.19%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	48,812	62.05%
Blue Collar	16,964	21.57%
Service and Farm	12,890	16.39%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	61,474	77.44%
Car Pooled	6,185	7.79%
Public Transportation	340	0.43%
Walked	2,891	3.64%
Bicycle	1,062	1.34%
Other Means	640	0.81%
Worked at Home	6,794	8.56%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	41,400	
15 - 29 Minutes	22,033	
30 - 44 Minutes	4,691	
45 - 59 Minutes	1,909	
60 or more Minutes	2,947	
2025 Est. Avg Travel Time to Work in Minutes		19
2025 Est. Occupied Housing Units by Tenure	**65,974**	
Owner Occupied	42,110	63.83%
Renter Occupied	23,864	36.17%
2025 Owner Occ. HUs: Avg. Length of Residence		15.51†
2025 Renter Occ. HUs: Avg. Length of Residence		6.41†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**42,110**	
Value Less than $20,000	1,793	4.26%
Value $20,000 - $39,999	1,225	2.91%
Value $40,000 - $59,999	425	1.01%
Value $60,000 - $79,999	506	1.20%
Value $80,000 - $99,999	249	0.59%
Value $100,000 - $149,999	1,277	3.03%
Value $150,000 - $199,999	1,974	4.69%
Value $200,000 - $299,999	7,570	17.98%
Value $300,000 - $399,999	9,257	21.98%
Value $400,000 - $499,999	7,037	16.71%
Value $500,000 - $749,999	6,601	15.68%
Value $750,000 - $999,999	2,591	6.15%
Value $1,000,000 or $1,499,999	956	2.27%
Value $1,500,000 or $1,999,999	278	0.66%
Value $2,000,000+	371	0.88%
2025 Est. Median All Owner-Occupied Housing Value		$364,287
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	48,323	63.56%
1 Unit Attached	5,475	7.20%
2 Units	1,957	2.57%
3 or 4 Units	5,046	6.64%
5 to 19 Units	4,930	6.48%
20 to 49 Units	1,665	2.19%
50 or More Units	1,377	1.81%
Mobile Home or Trailer	7,183	9.45%
Boat, RV, Van, etc.	74	0.10%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,358	3.10%
Housing Units Built 2010 to 2019	6,847	9.01%
Housing Units Built 2000 to 2009	10,179	13.39%
Housing Units Built 1990 to 1999	8,923	11.74%
Housing Units Built 1980 to 1989	8,724	11.47%
Housing Units Built 1970 to 1979	13,167	17.32%
Housing Units Built 1960 to 1969	6,665	8.77%
Housing Units Built 1950 to 1959	7,256	9.54%
Housing Units Built 1940 to 1949	3,571	4.70%
Housing Unit Built 1939 or Earlier	8,340	10.97%
2025 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.

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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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