

Adulting in Wyoming

Times of Transition for Wyoming Residents

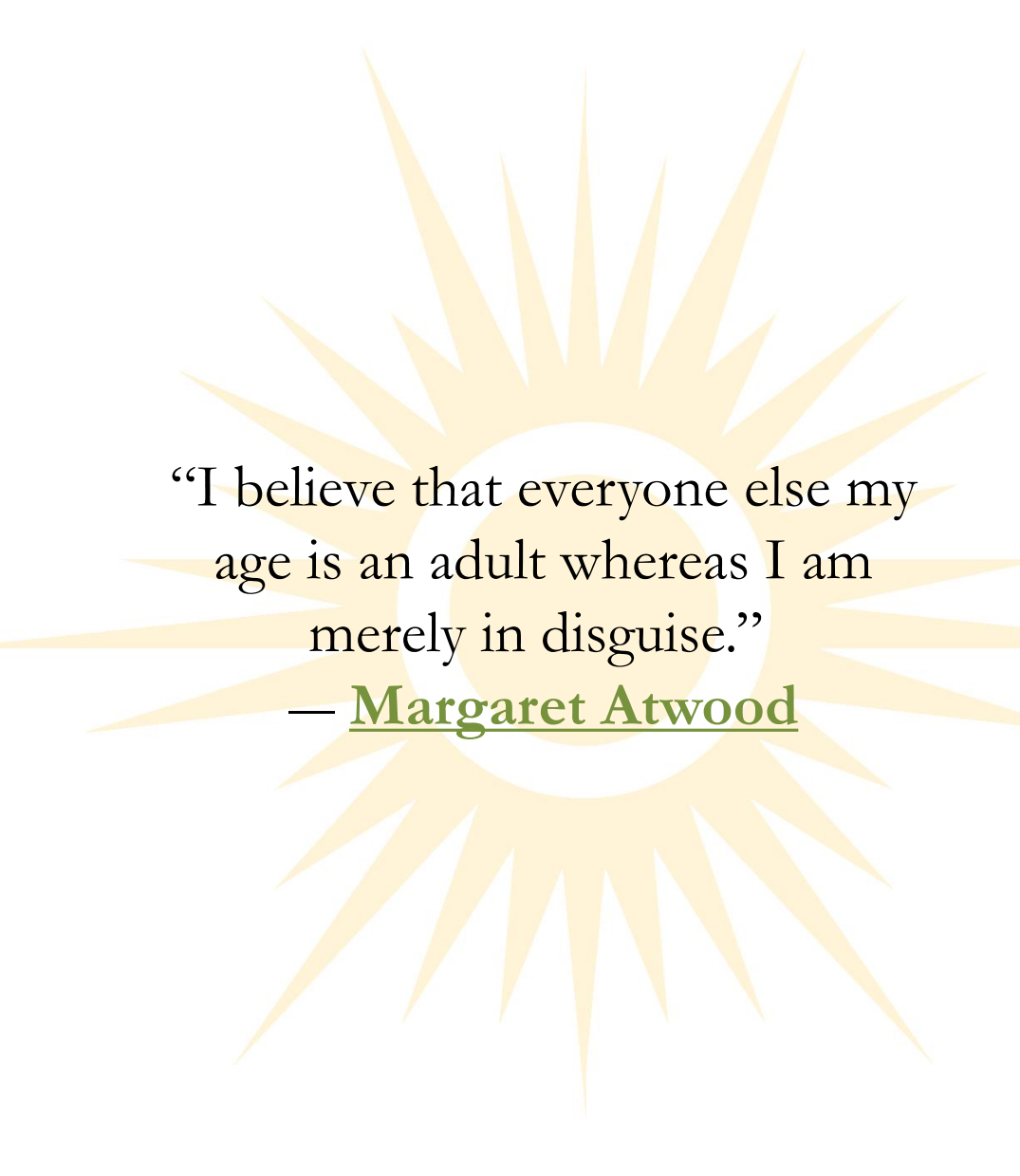
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This PowerPoint presentation is an abridged version of a larger presentation given at the Wyoming Demographic Trends Luncheon in August 2018.

For more information, please [contact us](#).

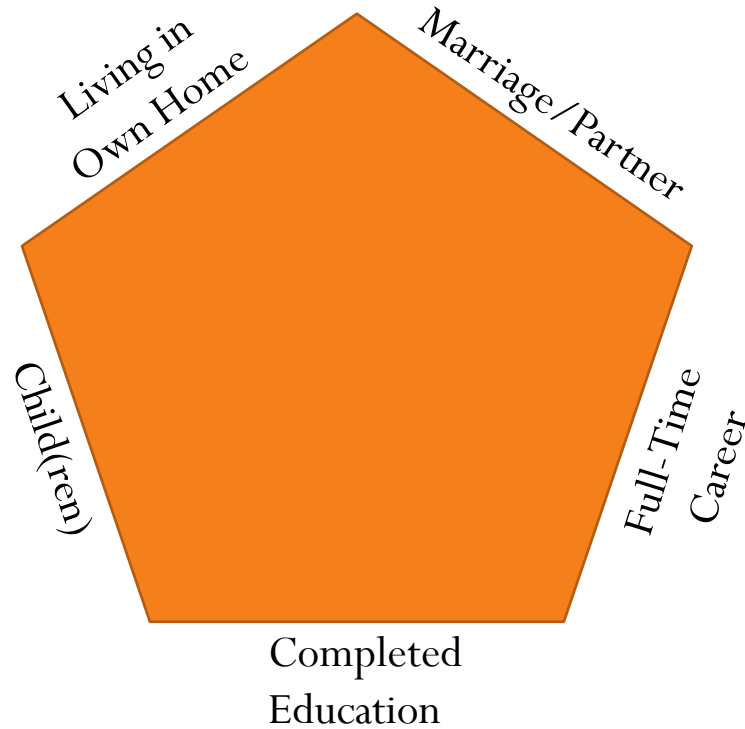


“I believe that everyone else my
age is an adult whereas I am
merely in disguise.”

— Margaret Atwood



Traditional Milestones of Adulthood



Some Initial Definitions

Everything we discuss today is specific to Wyoming.

We'll concentrate on 19-28 year olds.

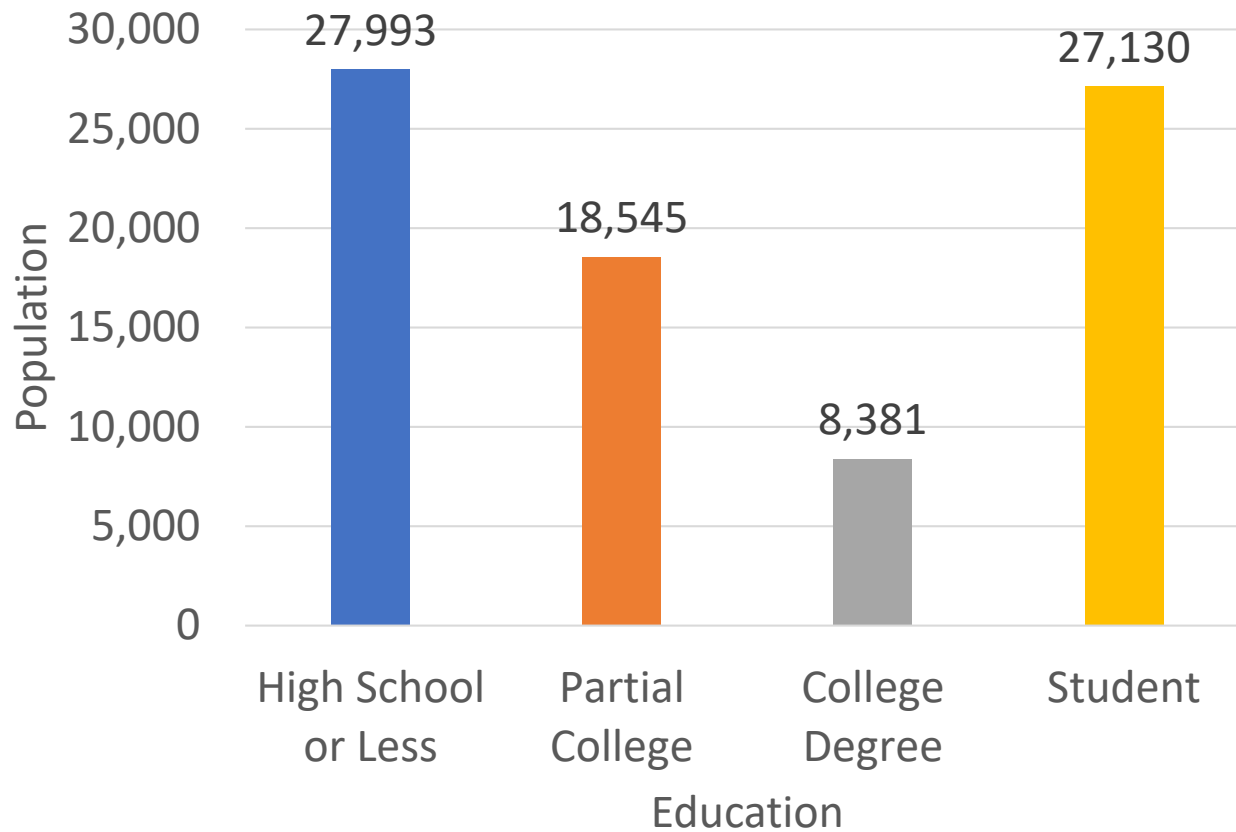
Four groups

1. Students (at any level of education)

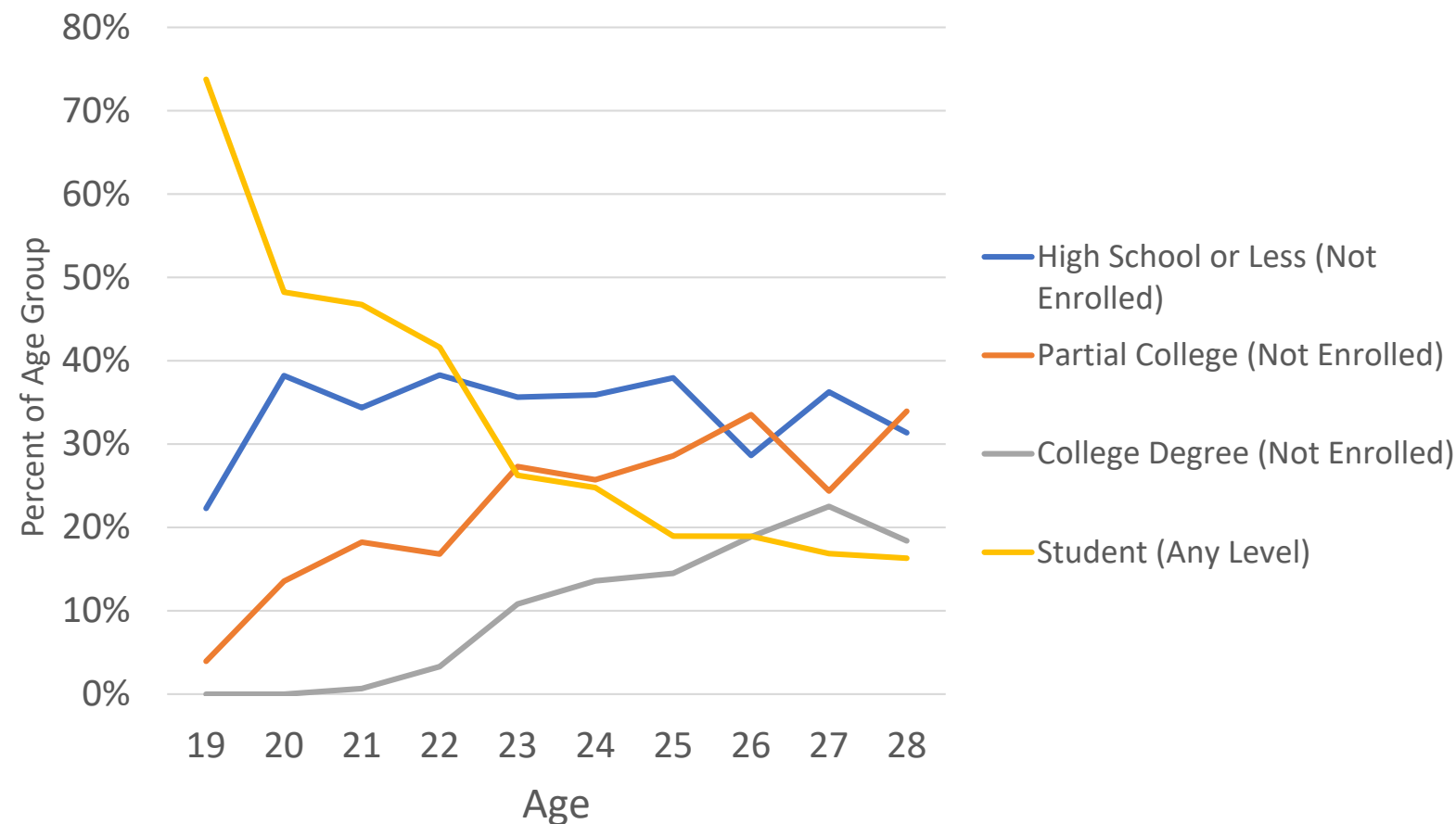
Non-students

2. High school diploma or less
3. Some college credit
4. College degree

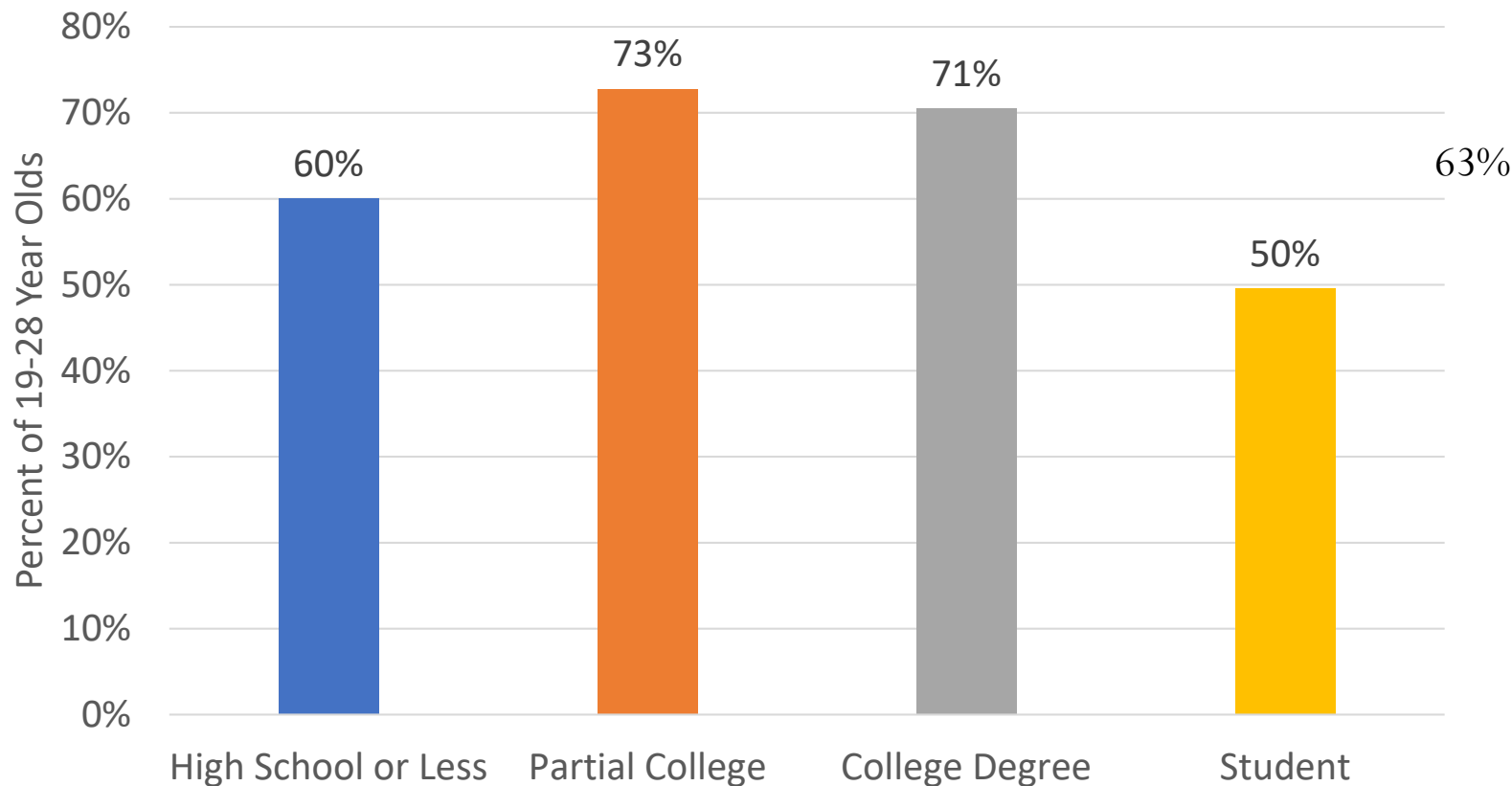
Education



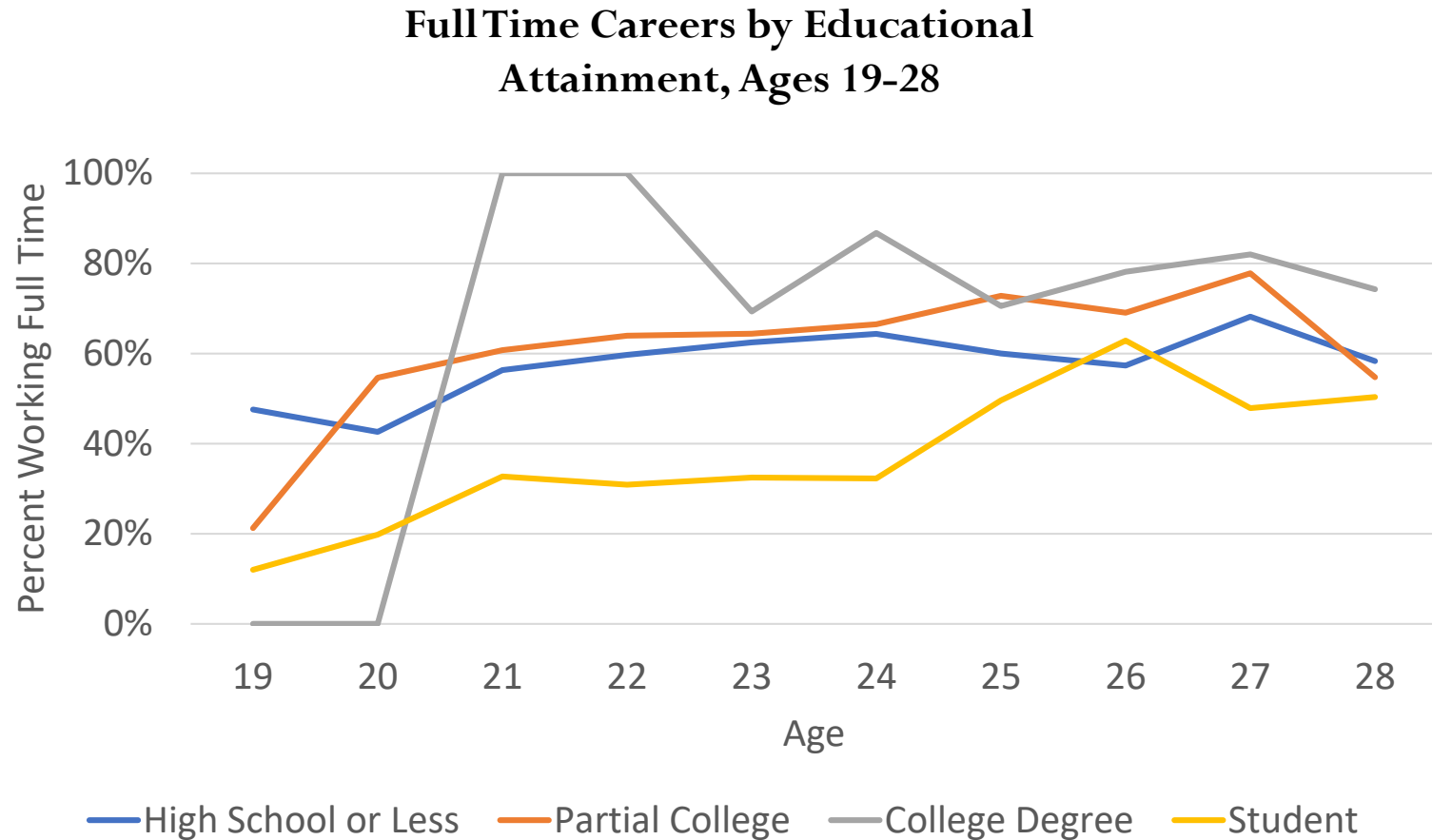
Education by Age



Full Time Workers

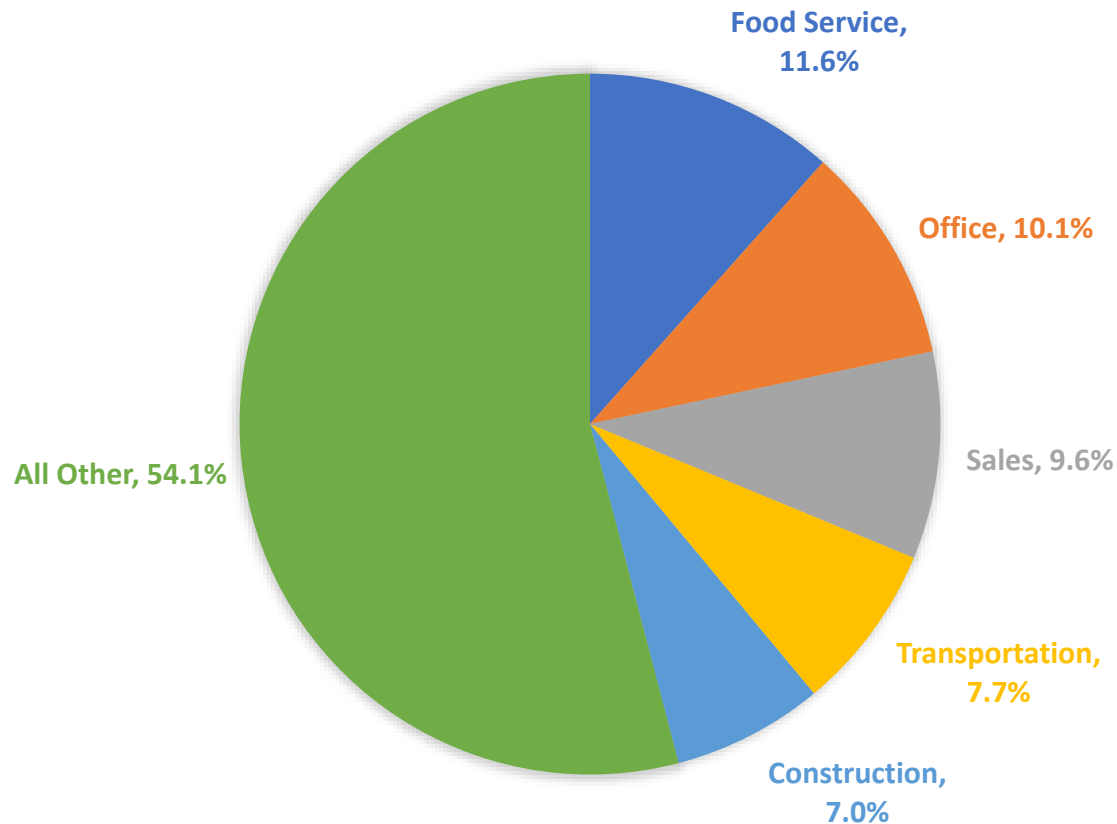


Hours are Important



The Job Market for 19-28 Year Olds

% OF JOBS, 19-28 YEAR OLDS



Waitress, cook, food prep

Stock clerks, secretaries,
customer service reps

Cashiers, retail salespeople,
first-line retail supervisors

Truck drivers, material (hand)
movers, vehicle cleaners

Construction laborers,
carpenters, equipment
operators

Career Choices/Options Differ By Education Level

Five Most Common Career Fields, by Educational Attainment, Ages 19-28

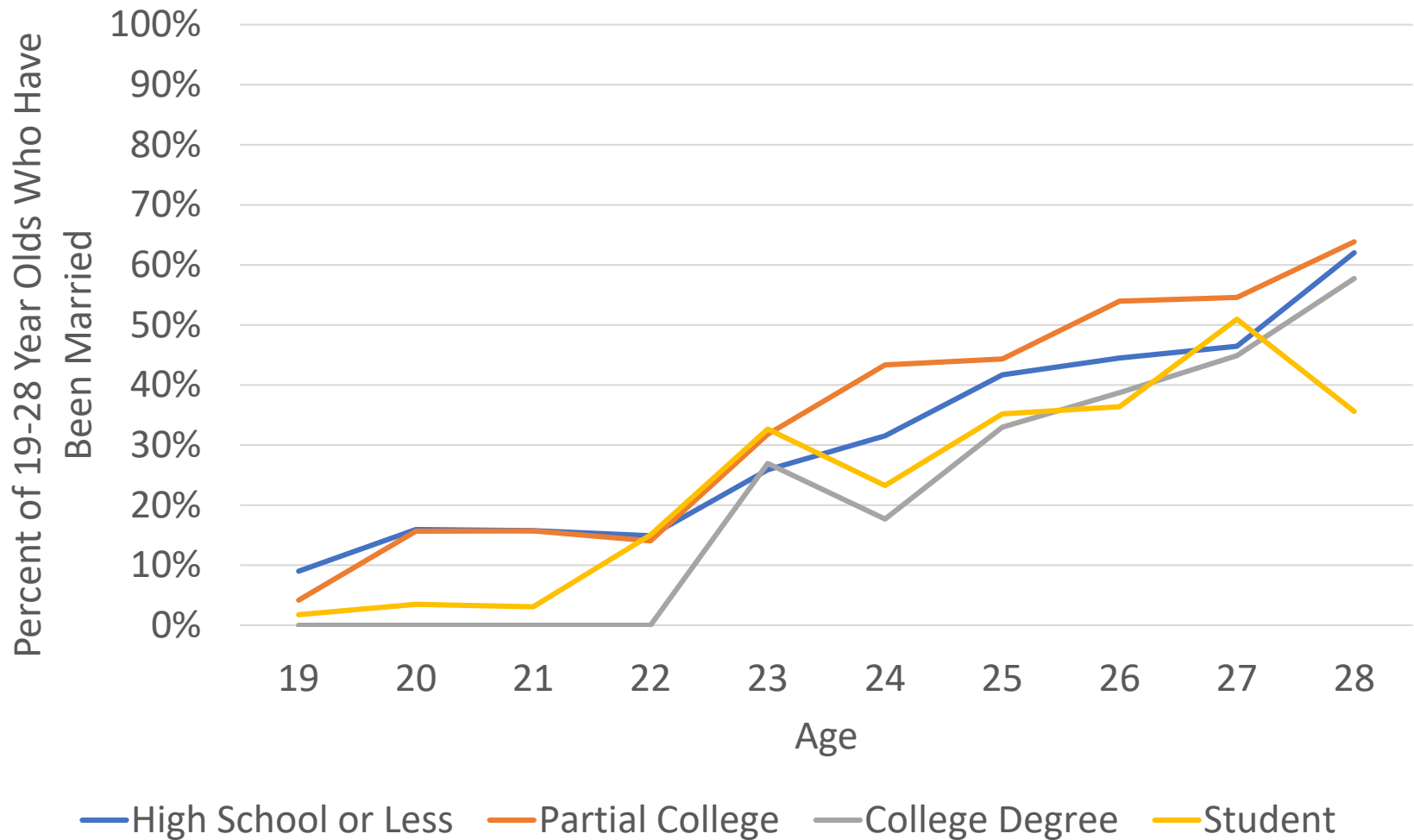
| High School or Less | | Partial College | | College Degree | | Student | |
|---------------------|-----|-----------------|-----|----------------|-----|--------------|-----|
| Transportation | 12% | Food Service | 13% | Education | 15% | Food Service | 13% |
| Food Service | 11% | Office | 11% | Sales | 10% | Office | 12% |
| Construction | 11% | Sales | 11% | Management | 10% | Sales | 10% |
| Never Worked | 9% | Transportation | 8% | Office | 8% | Cleaning | 7% |
| Sales | 8% | Repair | 7% | Engineering | 7% | Never Worked | 8% |

College Helps With Moves To Management

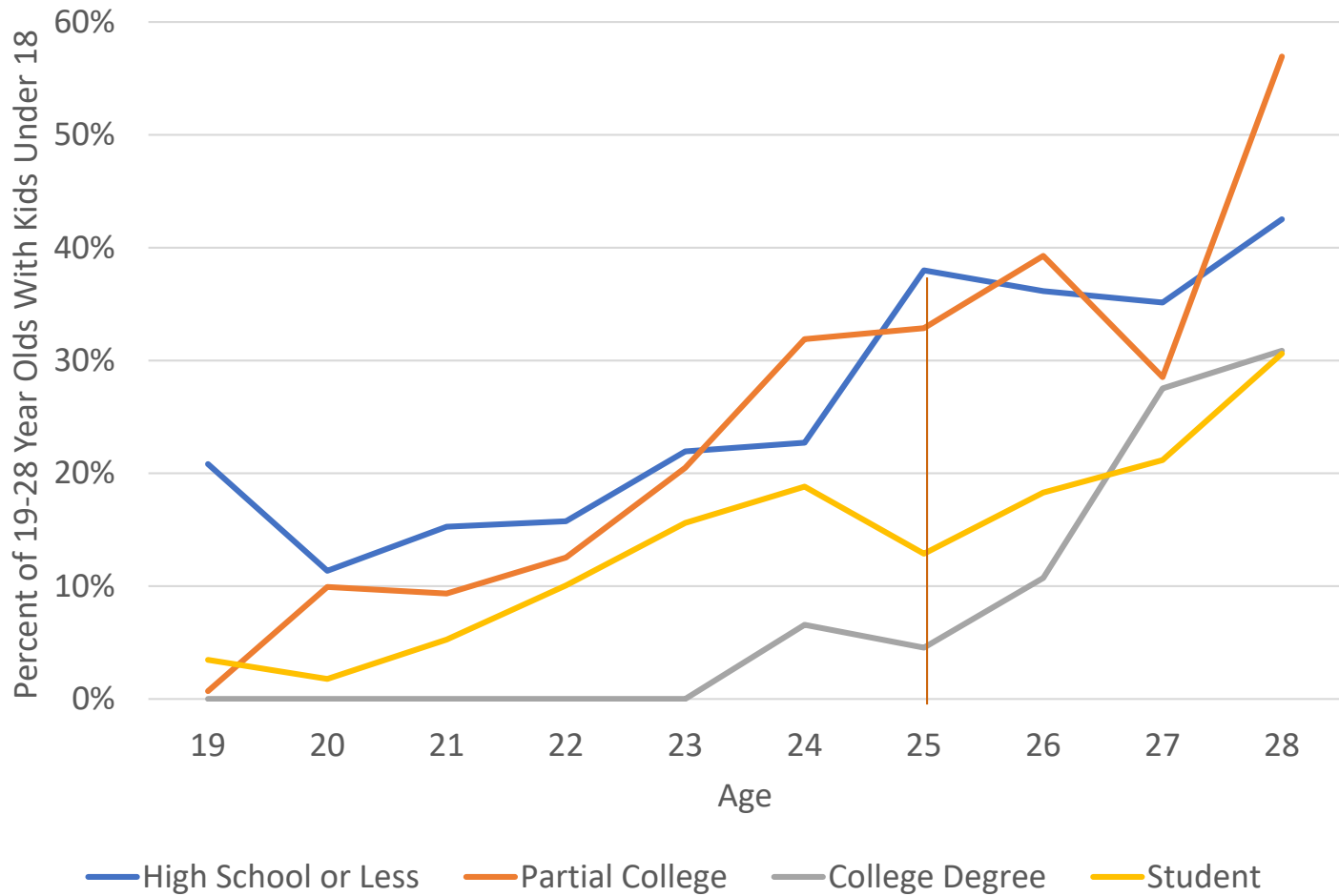
Five Most Common Jobs, by Educational Attainment, Ages 19-28

| High School or Less | | Partial College | | College Degree | | Student | |
|---|------|--|------|--|------|-----------------------------|------|
| Never Worked | 8.5% | Waiters And Waitresses | 5.0% | Elementary And Middle School Teachers | 7.4% | Never Worked | 7.1% |
| Construction Laborers | 4.5% | Never Worked | 4.0% | Retail Salespersons | 2.9% | Retail Salespersons | 4.3% |
| Cashiers | 4.1% | Cooks | 3.5% | First-Line Supervisors Of Retail Sales Workers | 2.3% | Waiters And Waitresses | 4.2% |
| Driver/Sales Workers And Truck Drivers | 4.0% | First-Line Supervisors Of Retail Sales Workers | 3.3% | Tour And Travel Guides | 2.2% | Grounds Maintenance Workers | 3.8% |
| Laborers And Freight, Stock, And Material Movers, .Hand | 3.7% | Nursing, Psychiatric, And Home Health Aides | 3.1% | Food Service Managers | 2.1% | Cashiers | 3.6% |

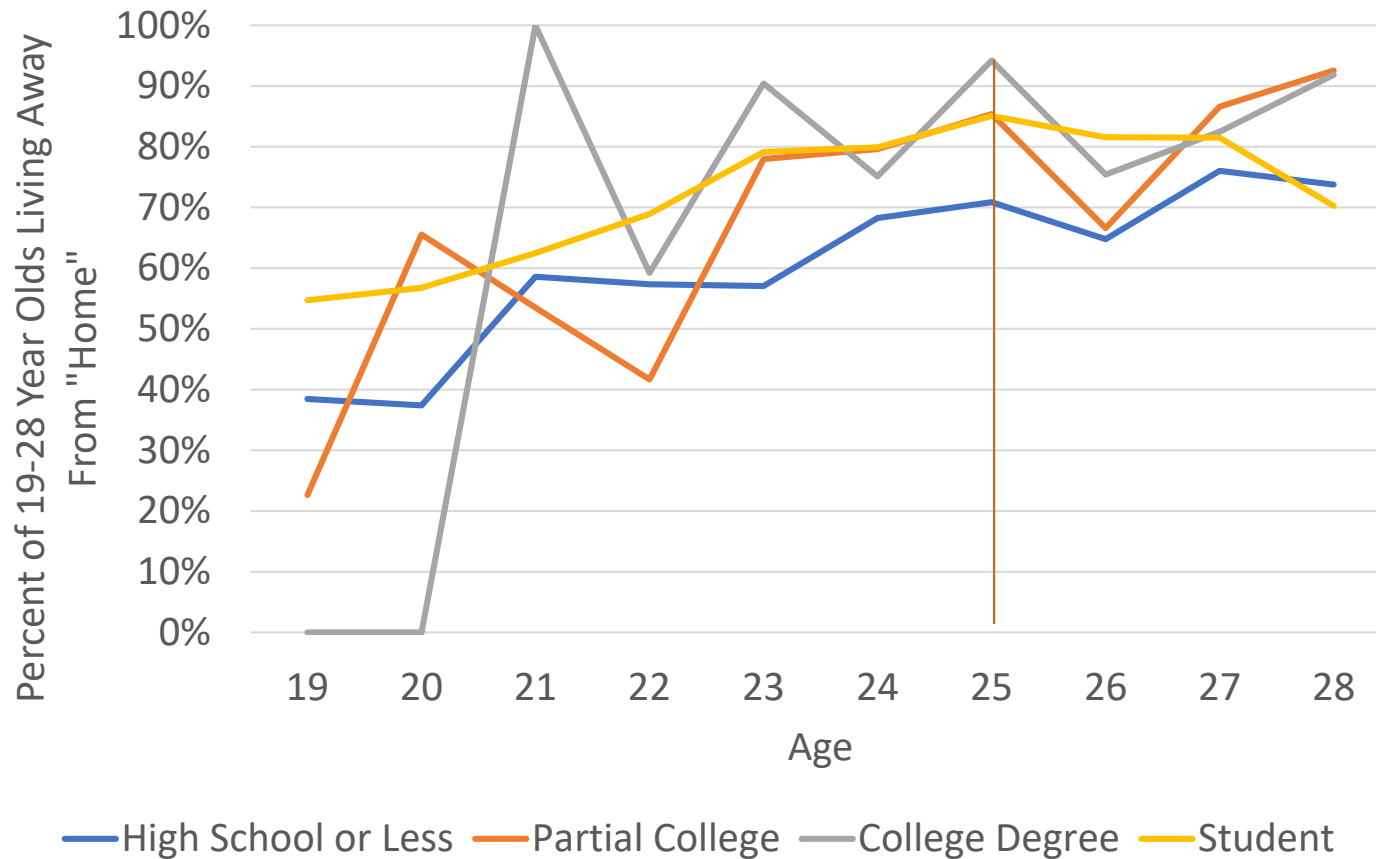
Marriage Rates Rise With Age



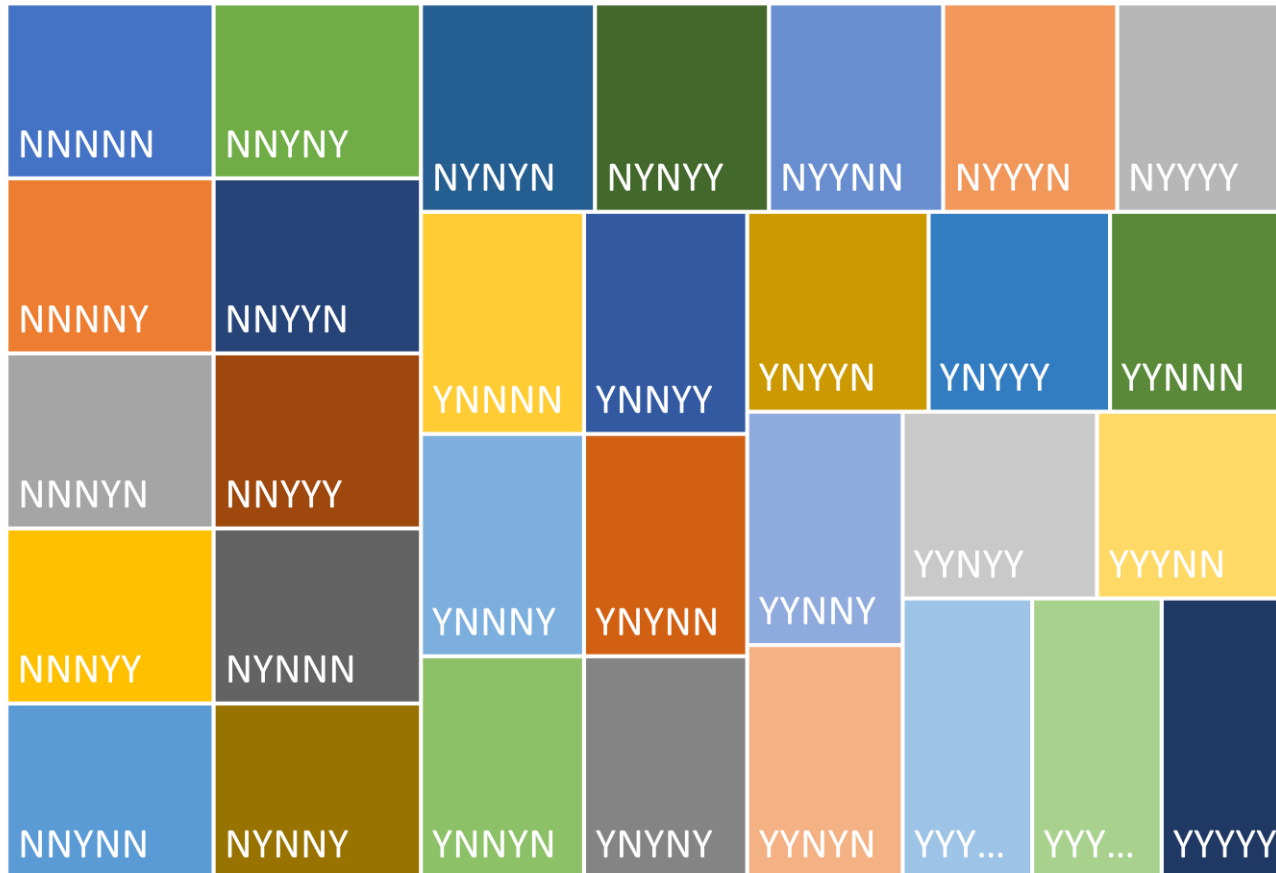
College Grads Delay Having Kids



High School Grads Delay Getting Their Own Place



Segments



Yxxx = Lives Independently

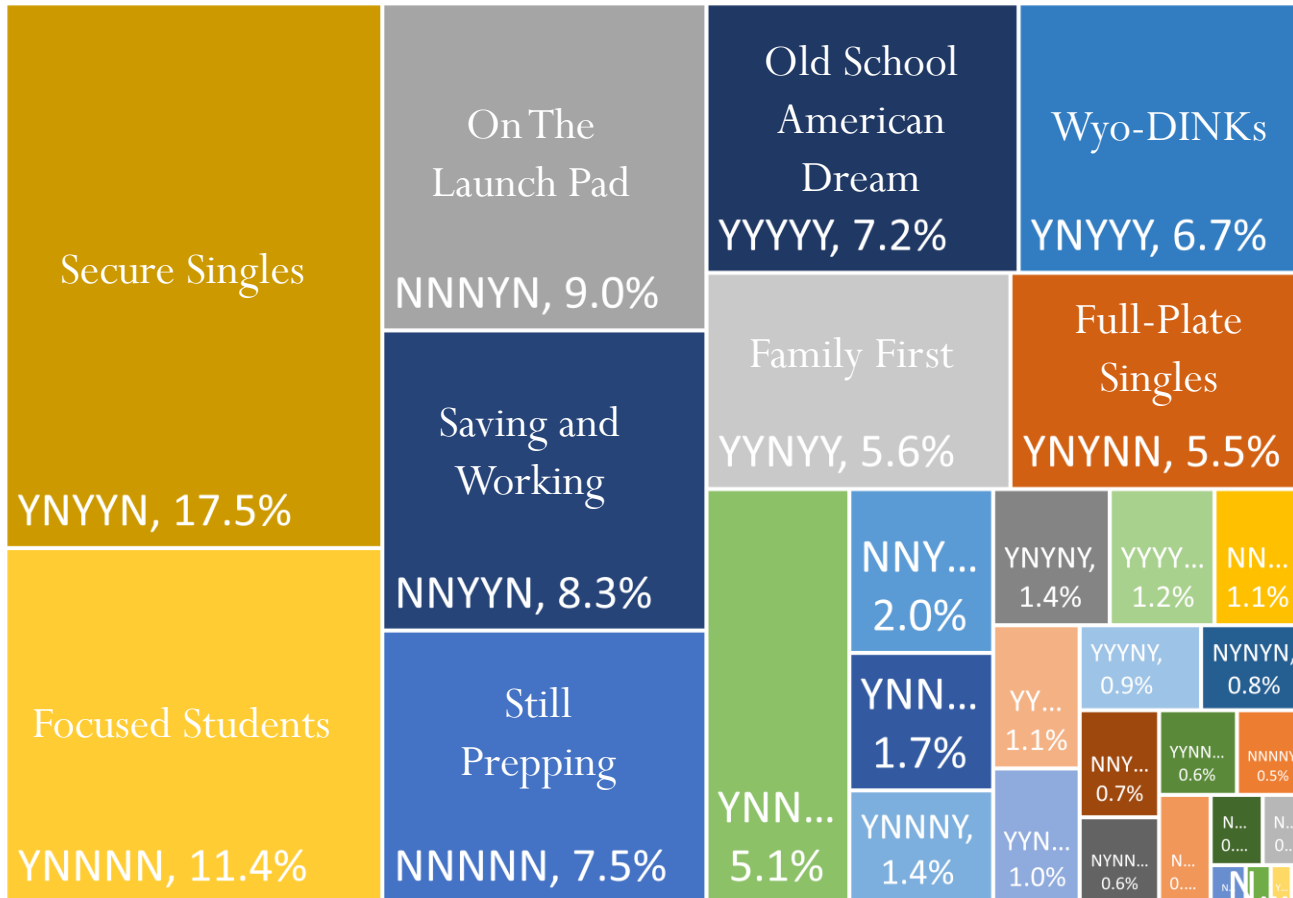
xYxxx = Has a Kid

xxYxx = Working Full Time

xxxYx = Completed Education

xxxxY = Married

Segments



Yxxx = Lives Independently

xYxxx = Has a Kid

xxYxx = Working Full Time

xxxYx = Completed Education

xxxxY = Married

The Secure Singles – 17.5 Percent

Yes - Live independently, work full time, completed education

No - Marriage, kids

⇒ Not much in savings

⇒ Higher wages than average

⇒ Diverse education levels

| | Secure Singles | Grand Total |
|----------------------------------|----------------|-------------|
| Median Age | 24.6 | 23.0 |
| % Female | 29% | 47% |
| HH Income \$50k+ | 55% | 53% |
| HH Income \$100k+ | 22% | 24% |
| \$100+ in interest | 3.2% | 3.6% |
| Alternate Transportation | 14.0% | 9.4% |
| Lived in Same House 1 Year Ago | 50.3% | 58.4% |
| Received Public Assistance | 0.5% | 1.3% |
| Has Disability | 2.8% | 6.8% |
| Not in Labor Force | 0.3% | 20.9% |
| Unemployed | 2.3% | 5.9% |
| Earns \$45K+ in Wages | 27.3% | 12.4% |
| Earns \$75K+ in Wages | 8.6% | 4.0% |
| Home Ownership | 20.7% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 17.6% | 21.1% |
| Born Outside USA | 1.4% | 4.7% |
| Living in Poverty | 9.7% | 27.1% |
| Minority Race or Ethnicity | 15.2% | 20.0% |
| High School or Less | 43.7% | 38.6% |
| Partial College | 33.1% | 46.0% |
| College Degree | 23.2% | 15.4% |

The Focused Student– 11.4 Percent

Yes - Live independently,

No - work full time, completed education, marriage, kids

⇒ Low labor force participation

⇒ Poor

⇒ Usually undergrad college

| | Focused Student | Grand Total |
|----------------------------------|-----------------|-------------|
| Median Age | 21.1 | 23.0 |
| % Female | 53% | 47% |
| HH Income \$50k+ | 12% | 53% |
| HH Income \$100k+ | 2% | 24% |
| \$100+ in interest | 3.0% | 3.6% |
| Alternate Transportation | 12.6% | 9.4% |
| Lived in Same House 1 Year Ago | 41.3% | 58.4% |
| Received Public Assistance | 0.0% | 1.3% |
| Has Disability | 5.6% | 6.8% |
| Not in Labor Force | 49.6% | 20.9% |
| Unemployed | 5.8% | 5.9% |
| Earns \$45K+ in Wages | 1.0% | 12.4% |
| Earns \$75K+ in Wages | 0.1% | 4.0% |
| Home Ownership | 3.5% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 36.7% | 21.1% |
| Born Outside USA | 6.4% | 4.7% |
| Living in Poverty | 88.5% | 27.1% |
| Minority Race or Ethnicity | 17.6% | 20.0% |
| High School or Less | 10.5% | 38.6% |
| Partial College | 74.6% | 46.0% |
| College Degree | 14.9% | 15.4% |

On The Launch Pad– 9.0 Percent

Yes - Completed education

No - Live independently, work full time, marriage, kids

⇒ High rates of disability

⇒ Trouble finding jobs

⇒ Mostly high school grads

| | On the Launch Pad | Grand Total |
|----------------------------------|-------------------|-------------|
| Median Age | 21.7 | 23.0 |
| % Female | 41% | 47% |
| HH Income \$50k+ | 60% | 53% |
| HH Income \$100k+ | 36% | 24% |
| \$100+ in interest | 5.3% | 3.6% |
| Alternate Transportation | 8.1% | 9.4% |
| Lived in Same House 1 Year Ago | 66.5% | 58.4% |
| Received Public Assistance | 3.5% | 1.3% |
| Has Disability | 23.1% | 6.8% |
| Not in Labor Force | 34.0% | 20.9% |
| Unemployed | 18.3% | 5.9% |
| Earns \$45K+ in Wages | 0.7% | 12.4% |
| Earns \$75K+ in Wages | 0.7% | 4.0% |
| Home Ownership | 0.0% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 32.7% | 21.1% |
| Born Outside USA | 3.7% | 4.7% |
| Living in Poverty | 23.8% | 27.1% |
| Minority Race or Ethnicity | 26.1% | 20.0% |
| High School or Less | 69.4% | 38.6% |
| Partial College | 26.8% | 46.0% |
| College Degree | 3.8% | 15.4% |

Saving and Working– 8.3 Percent

Yes - Completed education, work full time

No - Live independently, marriage, kids

➔ Come from homes w/ money

➔ Not making much \$\$ themselves

➔ Mostly high school grads

| | Saving and Working | Grand Total |
|----------------------------------|--------------------|-------------|
| Median Age | 23.2 | 23.0 |
| % Female | 31% | 47% |
| HH Income \$50k+ | 79% | 53% |
| HH Income \$100k+ | 44% | 24% |
| \$100+ in interest | 2.3% | 3.6% |
| Alternate Transportation | 11.8% | 9.4% |
| Lived in Same House 1 Year Ago | 79.6% | 58.4% |
| Received Public Assistance | 0.0% | 1.3% |
| Has Disability | 6.9% | 6.8% |
| Not in Labor Force | 7.6% | 20.9% |
| Unemployed | 4.0% | 5.9% |
| Earns \$45K+ in Wages | 9.4% | 12.4% |
| Earns \$75K+ in Wages | 2.2% | 4.0% |
| Home Ownership | 0.0% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 22.9% | 21.1% |
| Born Outside USA | 2.9% | 4.7% |
| Living in Poverty | 7.9% | 27.1% |
| Minority Race or Ethnicity | 23.3% | 20.0% |
| High School or Less | 58.1% | 38.6% |
| Partial College | 30.8% | 46.0% |
| College Degree | 11.1% | 15.4% |

Still Prepping– 7.5 Percent

Yes -

No - Live independently, completed education, work full time, marriage, kids

⇒ Their parents are doing well.

⇒ Skews toward minority

⇒ Mostly in undergrad college

| | Still Prepping | Grand Total |
|----------------------------------|----------------|-------------|
| Median Age | 20.6 | 23.0 |
| % Female | 51% | 47% |
| HH Income \$50k+ | 73% | 53% |
| HH Income \$100k+ | 46% | 24% |
| \$100+ in interest | 3.2% | 3.6% |
| Alternate Transportation | 7.5% | 9.4% |
| Lived in Same House 1 Year Ago | 74.4% | 58.4% |
| Received Public Assistance | 0.0% | 1.3% |
| Has Disability | 6.8% | 6.8% |
| Not in Labor Force | 33.2% | 20.9% |
| Unemployed | 10.6% | 5.9% |
| Earns \$45K+ in Wages | 0.4% | 12.4% |
| Earns \$75K+ in Wages | 0.0% | 4.0% |
| Home Ownership | 0.0% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 28.2% | 21.1% |
| Born Outside USA | 3.4% | 4.7% |
| Living in Poverty | 16.0% | 27.1% |
| Minority Race or Ethnicity | 27.1% | 20.0% |
| High School or Less | 22.7% | 38.6% |
| Partial College | 73.3% | 46.0% |
| College Degree | 4.0% | 15.4% |

Old School American Dream – 7.2 Percent

Yes - Live independently, completed education, work full time, marriage, kids

No -

⇒ Skew older

⇒ Homeowners

⇒ Most did not finish college

| | Old School American Dream | Grand Total |
|----------------------------------|------------------------------|-------------|
| Median Age | 26.6 | 23.0 |
| % Female | 40% | 47% |
| HH Income \$50k+ | 69% | 53% |
| HH Income \$100k+ | 22% | 24% |
| \$100+ in interest | 2.8% | 3.6% |
| Alternate Transportation | 3.9% | 9.4% |
| Lived in Same House 1 Year Ago | 70.6% | 58.4% |
| Received Public Assistance | 0.6% | 1.3% |
| Has Disability | 3.8% | 6.8% |
| Not in Labor Force | 1.4% | 20.9% |
| Unemployed | 1.0% | 5.9% |
| Earns \$45K+ in Wages | 36.8% | 12.4% |
| Earns \$75K+ in Wages | 15.3% | 4.0% |
| Home Ownership | 49.5% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 10.8% | 21.1% |
| Born Outside USA | 7.9% | 4.7% |
| Living in Poverty | 8.2% | 27.1% |
| Minority Race or Ethnicity | 20.1% | 20.0% |
| High School or Less | 48.7% | 38.6% |
| Partial College | 40.7% | 46.0% |
| College Degree | 10.6% | 15.4% |

Wyo-DINKs – 6.7 Percent

Yes - Live independently, completed education, work full time, marriage

No - kids

- ⇒ Also homeowners and older
- ⇒ Skew white and non-Hispanic
- ⇒ Many are college grads

| | Wyo-DINKs | Grand Total |
|----------------------------------|-----------|-------------|
| Median Age | 26.5 | 23.0 |
| % Female | 36% | 47% |
| HH Income \$50k+ | 68% | 53% |
| HH Income \$100k+ | 27% | 24% |
| \$100+ in interest | 5.9% | 3.6% |
| Alternate Transportation | 6.8% | 9.4% |
| Lived in Same House 1 Year Ago | 56.5% | 58.4% |
| Received Public Assistance | 0.2% | 1.3% |
| Has Disability | 3.9% | 6.8% |
| Not in Labor Force | 3.4% | 20.9% |
| Unemployed | 2.5% | 5.9% |
| Earns \$45K+ in Wages | 33.2% | 12.4% |
| Earns \$75K+ in Wages | 12.0% | 4.0% |
| Home Ownership | 46.6% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 13.1% | 21.1% |
| Born Outside USA | 1.6% | 4.7% |
| Living in Poverty | 3.7% | 27.1% |
| Minority Race or Ethnicity | 13.4% | 20.0% |
| High School or Less | 31.4% | 38.6% |
| Partial College | 39.6% | 46.0% |
| College Degree | 29.1% | 15.4% |

Family First – 5.6 Percent

Yes - Live independently, completed education, marriage, kids

No - Work full time

⇒ Very, very female

⇒ Most not interested in working

⇒ Binary income profile

| | Family First | Grand Total |
|----------------------------------|--------------|-------------|
| Median Age | 26.1 | 23.0 |
| % Female | 92% | 47% |
| HH Income \$50k+ | 51% | 53% |
| HH Income \$100k+ | 12% | 24% |
| \$100+ in interest | 1.3% | 3.6% |
| Alternate Transportation | 1.5% | 9.4% |
| Lived in Same House 1 Year Ago | 65.4% | 58.4% |
| Received Public Assistance | 2.8% | 1.3% |
| Has Disability | 7.7% | 6.8% |
| Not in Labor Force | 51.2% | 20.9% |
| Unemployed | 5.0% | 5.9% |
| Earns \$45K+ in Wages | 1.4% | 12.4% |
| Earns \$75K+ in Wages | 0.0% | 4.0% |
| Home Ownership | 46.2% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 20.7% | 21.1% |
| Born Outside USA | 6.8% | 4.7% |
| Living in Poverty | 23.3% | 27.1% |
| Minority Race or Ethnicity | 16.1% | 20.0% |
| High School or Less | 46.9% | 38.6% |
| Partial College | 45.6% | 46.0% |
| College Degree | 7.5% | 15.4% |

Full Plate Singles– 5.5 Percent

Yes - Live independently, work full time

No - Completed education, marriage, kids

➔ More likely to have savings

➔ Working survival jobs

➔ Working on undergrad or grad degrees

| | Full-Plate Singles | Grand Total |
|----------------------------------|--------------------|-------------|
| Median Age | 23.3 | 23.0 |
| % Female | 46% | 47% |
| HH Income \$50k+ | 32% | 53% |
| HH Income \$100k+ | 9% | 24% |
| \$100+ in interest | 4.9% | 3.6% |
| Alternate Transportation | 16.1% | 9.4% |
| Lived in Same House 1 Year Ago | 47.8% | 58.4% |
| Received Public Assistance | 0.0% | 1.3% |
| Has Disability | 2.7% | 6.8% |
| Not in Labor Force | 4.6% | 20.9% |
| Unemployed | 0.5% | 5.9% |
| Earns \$45K+ in Wages | 7.5% | 12.4% |
| Earns \$75K+ in Wages | 1.9% | 4.0% |
| Home Ownership | 8.6% | 17.1% |
| 2nd and 3rd Shift (Workers Only) | 29.5% | 21.1% |
| Born Outside USA | 3.4% | 4.7% |
| Living in Poverty | 33.1% | 27.1% |
| Minority Race or Ethnicity | 17.7% | 20.0% |
| High School or Less | 6.9% | 38.6% |
| Partial College | 65.9% | 46.0% |
| College Degree | 27.2% | 15.4% |

Most Common Top-Level Job Fields by Major Segment

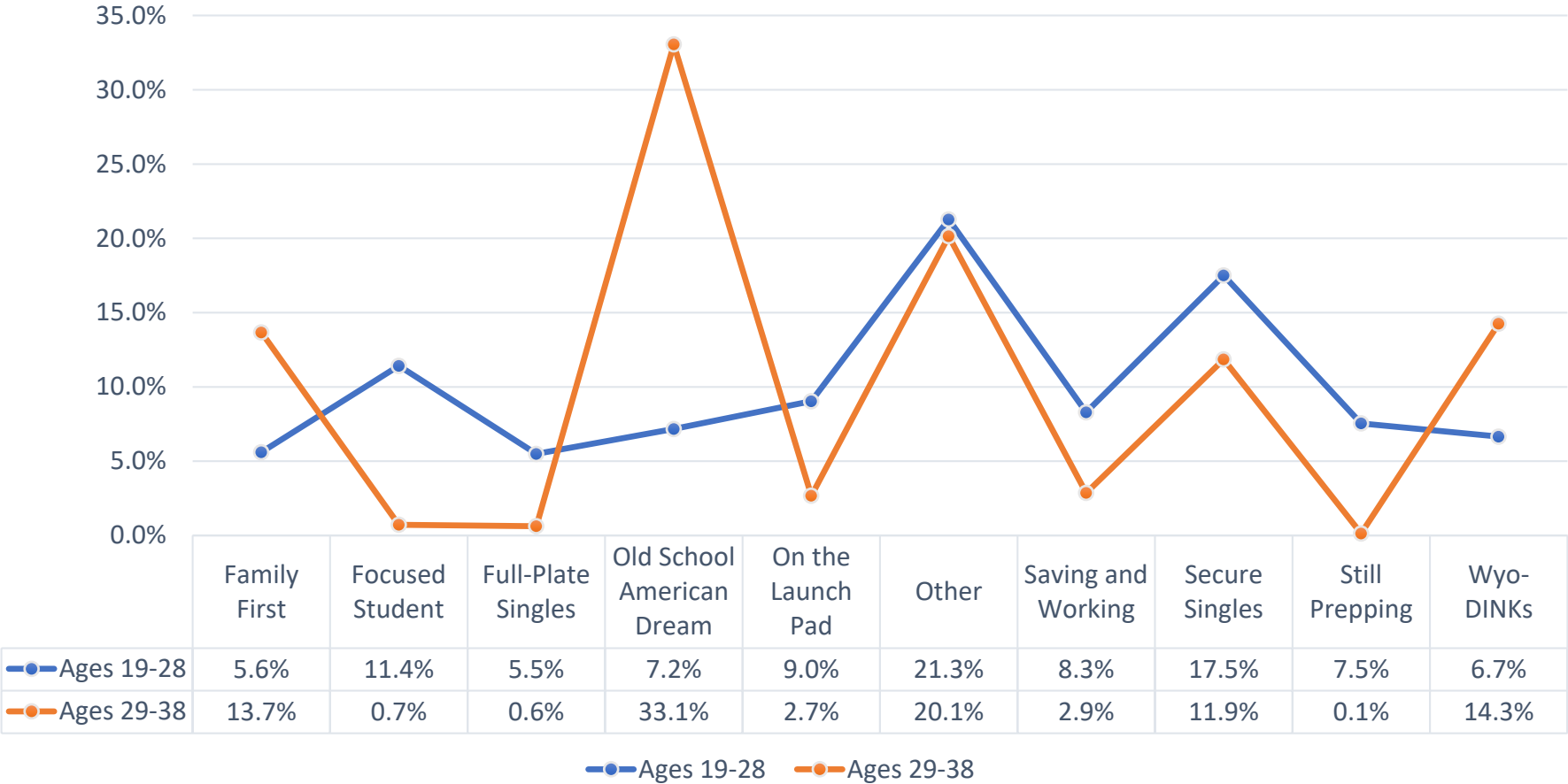
| Family First | Focused Student | Full-Plate Singles | Old School American Dream |
|----------------|-----------------|--------------------|---------------------------|
| Food Service | Food Service | Sales | Transportation |
| Sales | (Never Worked) | Education | Office |
| (Never Worked) | Office | Food Service | Construction |
| Office | Cleaning | Cleaning | Management |
| Transportation | Sales | Transportation | Production |

| On the Launch Pad | (All Other) | Saving and Working | Secure Singles |
|-------------------|-------------------|--------------------|----------------|
| Food Service | Food Service | Sales | Construction |
| Transportation | Office | Transportation | Food Service |
| (Never Worked) | (Never Worked) | Repair | Transportation |
| Sales | Sales | Food Service | Production |
| Office | Personal Services | Construction | Repair |

| Still Prepping | Wyo-DINKs | Grand Total |
|----------------|----------------|----------------|
| Office | Repair | Food Service |
| Sales | Office | Office |
| Food Service | Construction | Sales |
| (Never Worked) | Protection | Transportation |
| Cleaning | Transportation | Construction |

Job fields that do not appear in any top five list include agriculture, business, communications, community services, engineering, entertainment, extraction, finance, health services, legal, medical, military, science, and unemployed (no profession).

Predicting The Future



About Heinrich Marketing

Today's clients are looking for more than clever campaigns that “break through the clutter.” They're looking for an intelligent dialogue — one that shows you understand their needs, respect their preferences and deserve their trust.

At Heinrich, our teams produce work that engages clients in these kinds of dialogues and drives results across a variety of channels and all with a strategic foundation.

Learn more at www.Heinrich.com

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About Corona Insights

Our founder named the company Corona because the word means “halo of light.” It's the knowledge that surrounds and illuminates an issue—exactly what we provide.

Our firm's mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

Learn more at www.CoronaInsights.com

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kevin@coronainsights.com*

