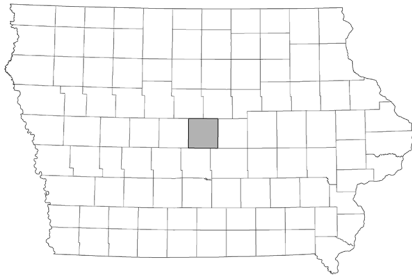


Data for Decision Makers



Ames, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Ames is 66,427. Between 2010 and 2020 the population increased by 12.7%. The City of Ames is in Story County. Story County saw a 10.0% population increase between 2010 and 2020.

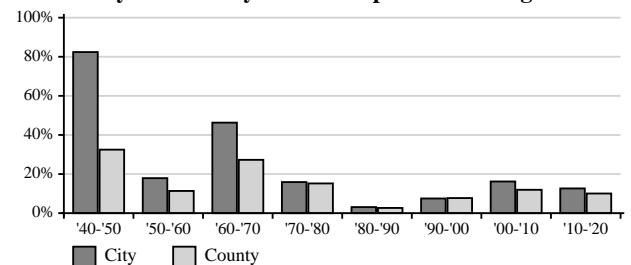
Story County Cities - Total Population¹

City	2000	2010	2020
Ames	50,731	58,965	66,427
Male Total	26,491	31,247	35,192
Female Total	24,240	27,718	31,235
Cambridge	819	827	827
Collins	499	495	495
Colo	868	876	845
Gilbert	987	1,082	1,211
Huxley	2,316	3,317	4,244
Kelley	300	309	304
Maxwell	807	920	859
McCallsburg	318	333	353
Nevada	6,658	6,798	6,925
Roland	1,324	1,284	1,362
Sheldahl [†]	336	319	297
Slater	1,306	1,489	1,543
Story City	3,228	3,431	3,352
Zearing	617	554	528
Story County Total	79,981	89,542	98,537
State of Iowa Total	2,926,324	3,046,355	3,190,369

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Cambridge	14.7%	1.0%	0.0%
Gilbert	24.0%	9.6%	11.9%
Huxley	13.1%	43.2%	27.9%
Kelley	22.0%	3.0%	-1.6%
Nevada	10.8%	2.1%	1.9%
Ames	7.5%	16.2%	12.7%
Story County	7.7%	12.0%	10.0%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



[†]City is located in multiple counties, total population is provided.

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Demographic Profile

Ames, Iowa

Ames's population is predominantly White. The City of Ames, compared to Story County, had a lower percentage of young people (17 or younger) and a lower percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	98.0%	93.1%	98.3%	93.9%
White	84.5%	77.5%	88.6%	82.2%
White alone, not Hispanic	82.5%	76.3%	86.9%	81.1%
Black or African American	3.4%	4.2%	2.5%	3.1%
Asian	8.8%	7.9%	6.0%	5.5%
American Indian or Alaska Native	0.2%	0.3%	0.2%	0.3%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	1.1%	3.1%	1.0%	2.7%
Two or more races	2.0%	6.9%	1.7%	6.1%
Hispanic origin ^a	3.4%	5.9%	3.0%	5.1%

^a Hispanics can be of any race.

Households by Family or Nonfamily Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	22,759	25,579	34,736	38,273
Family households ^{a,b}	43.8%	67.8%	53.2%	50.9%
Married couple family ^b	35.6%	51.1%	44.0%	41.0%
With own children	14.1%	11.8%	17.9%	15.7%
Other family ^c	8.1%	9.1%	9.2%	9.9%
Male householder ^c	2.7%	3.4%	3.0%	3.7%
With own children	1.1%	1.6%	1.4%	1.9%
Female householder ^c	5.4%	5.7%	6.2%	6.2%
With own children	3.2%	3.0%	3.9%	3.5%
Nonfamily households ^d	56.2%	32.2%	46.8%	49.1%
Male living alone	15.0%	18.0%	13.7%	16.1%
Female living alone	15.5%	17.9%	14.6%	16.1%

Households by Couple or Non-couple Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	22,759	25,579	34,736	38,273
Married couple ^b	35.6%	51.1%	44.0%	41.0%
Cohabiting couple ^{b,f}	NA ^e	6.8%	NA ^e	6.6%
Male householder ^g	NA ^e	31.2%	NA ^e	26.4%
Female householder ^g	NA ^e	29.5%	NA ^e	26.1%

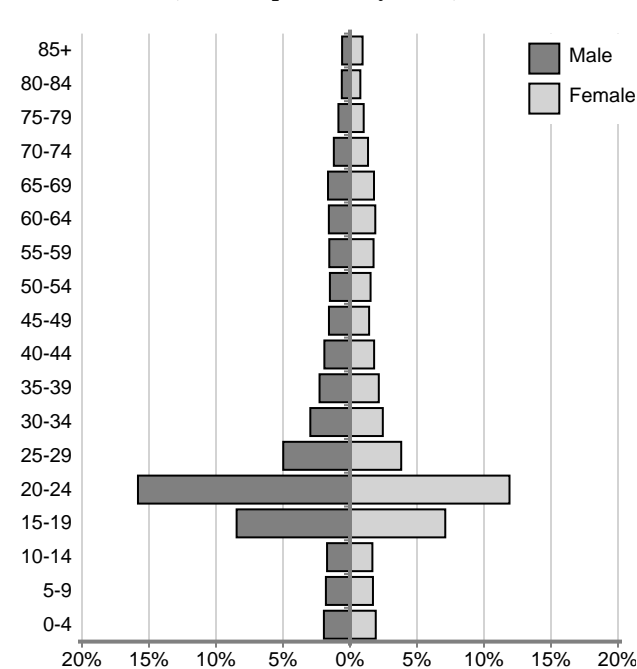
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder has an unmarried partner. ^gFor 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

Percentage of Population by Age¹

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	13.4%	12.8%	17.8%	16.8%
0 - 4	4.5%	3.9%	5.4%	4.6%
5 - 9	3.7%	3.5%	5.0%	4.6%
10 - 14	3.2%	3.4%	4.7%	4.8%
15 - 17	2%	2%	2.7%	2.8%
18 - 24	40.6%	41.3%	29.0%	30.1%
25 - 44	22.9%	22.3%	23.6%	23%
45 - 64	15%	12.8%	19.6%	17%
65 or older	8.1%	10.8%	10.0%	13.1%
65 - 84	6.9%	9.3%	8.3%	11.3%
85 or older	1.2%	1.5%	1.7%	1.8%
Median ⁴ Age (years)	23.8	23.6	26.7	26.9
Age Dependency ^{a, 5}	27.4	30.9	38.5	42.7
Old-Age	10.3	14.1	13.9	18.7
Child	17.1	16.8	24.7	24.0

^aAge Dependency Ratio

Ames, Iowa Population Pyramid,^a 2020¹



^aEach bar represents the percentage that an age-sex group comprises of the total population.

Socioeconomic Profile

Ames, Iowa

The median household income in Ames is less than the median household income of Story County. The median value of owner-occupied housing units is higher in Ames than for Story County. There is a higher percentage of vacant housing units in Ames than there is for Story County. Many housing units in Ames were built in 2000 or later. There is a higher percentage of individuals 25 and older with a Bachelor's degree or higher in Ames compared to Story County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	25,140	+/- 517	38,412	+/- 519
Less than \$34,999	32.4%	+/- 2.5%	27.1%	+/- 2.1%
\$35,000 To \$49,999	11.3%	+/- 1.3%	10.8%	+/- 0.9%
\$50,000 To \$99,999	31.6%	+/- 1.9%	31.2%	+/- 1.7%
\$100,000 Or More	24.7%	+/- 1.9%	30.9%	+/- 1.8%
Median ⁴ Household Income	\$57,428	+/- \$2,858	\$66,197	+/- \$2,497
Median Family Income	\$101,500	+/- \$9,110	\$109,432	+/- \$5,237
Per Capita Income	\$31,050	+/- \$1,152	\$35,704	+/- \$1,335

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	29,360	+/-419	51,740	+/-159
High School Graduate or Higher	97.4%	+/-0.8%	97.1%	+/-0.5%
Bachelor's Degree or Higher	62.8%	+/-2.4%	52.5%	+/-1.7%

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

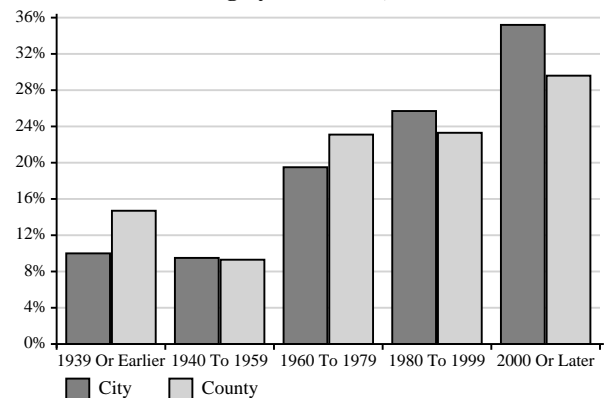
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	27,356	+/- 361	41,347	+/- 104
Vacant	8.1%	+/- 1.7%	7.1%	+/- 1.2%
Occupied	91.9%	+/- 1.7%	92.9%	+/- 1.2%
Occupied ^a	25,140	+/- 517	38,412	+/- 519
Owner	42.0%	+/- 1.6%	55.7%	+/- 1.5%
Renter	58.0%	+/- 1.6%	44.3%	+/- 1.5%
Rent ^b	\$1011	+/- \$39	\$991	+/- \$31
Value ^c	\$247,500	+/- \$8,025	\$229,100	+/- \$4,981

^aOccupied Units, ^bMedian gross rent of renter-occupied units, ^cMedian value of owner-occupied units

Percent Housing by Year Built, 2018-2022²



In Ames there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 9.8% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	36,464	+/- 1,036	53,259	+/- 1,076
Management, business, science, and arts	48.0%	+/- 2.1%	46.4%	+/- 1.7%
Service	19.5%	+/- 1.6%	18.0%	+/- 1.4%
Sales and office	17.0%	+/- 1.4%	18.6%	+/- 1.2%
Natural resources, construction, and maintenance	5.6%	+/- 0.9%	6.7%	+/- 0.7%
Production, transportation, and material moving	9.8%	+/- 1.5%	10.4%	+/- 1.2%

Socioeconomic Profile

Ames, Iowa

Ames has a lower proportion of the population age 16 or older in the labor force than Story County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Ames tend to be lower than the median earnings for Story County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	48,006	+/- 722	66,257	+/- 727
Median Earnings	\$16,294	+/- \$16	\$25,496	+/- \$1,879
Female	\$14,588	+/- \$1,661	\$21,413	+/- \$1,716
Female, full time ^b	\$45,062	+/- \$3,901	\$50,290	+/- \$2,523
Male	\$18,386	+/- \$3,402	\$29,186	+/- \$1,623
Male, full time ^b	\$59,817	+/- \$2,704	\$65,109	+/- \$2,900

^a with earnings, ^b year round, **MOE is high, use county estimate.

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	65,959	+/-90	97,986	+/-81
With a disability ^b	8.3%	+/-0.8%	8.8%	+/-0.7%
With Health Insurance	94.0%	+/-1.1%	94.9%	+/-0.8%
With Private ^c Coverage	85.1%	+/-1.6%	84.4%	+/-1.3%
With Public ^d Coverage	17.6%	+/-1.2%	21.4%	+/-1.0%
No Health Insurance	6.0%	+/-1.1%	5.1%	+/-0.8%

^aCivilian Noninstitutionalized Population, ^blimitations of activities or inability for full participation, ^cprovided by employer, union, bought by individual, and some military plans, ^dincludes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, **MOE is high, use county estimate.

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

Employment Status, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	60,014	+/- 333	84,617	+/- 183
in labor force	65.5%	+/- 1.6%	66.7%	+/- 1.1%
not in labor force	34.5%	+/- 1.6%	33.3%	+/- 1.1%
Civilian labor force	39,235	+/- 926	56,398	+/- 952
Unemployed	7.1%	+/- 1.7%	5.6%	+/- 1.3%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	54,504	+/-166	86,383	+/-184
Below poverty	26.8%	+/-1.8%	19.6%	+/-1.3%
17 and under	7.4%	+/-2.3%	8.6%	+/-2.5%
18 - 64	33.7%	+/-2.3%	25.4%	+/-1.7%
65+	***	+/-***%	5.8%	+/-1.8%
All Families	5.8%	+/-2.3%	5.9%	+/-1.7%
with children	***	+/-***%	8.5%	+/-3.4%
Married Couple	2.1%	+/-0.9%	2.1%	+/-0.6%
with children	***	+/-***%	***	+/-***%
Female HH ^b	***	+/-***%	29.3%	+/-11.0%
with children	***	+/-***%	37.7%	+/-14.7%

^a for whom poverty status is determined, ^b female householder, no husband present, **MOE is high, use county estimate.

Notes and Source Information:

¹ U.S. Census Bureau; Decennial Censuses 1940 - 2020

² U.S. Census Bureau; American Community Survey 2018-2022

³ For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

⁴ Median is the middle value of a distribution.

⁵ The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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