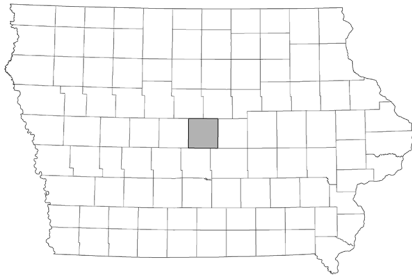# Story County
County Profile

report created: 12/13/2024

Population profile

Story County is a metropolitan county in central Iowa. It is composed of fifteen incorporated communities and their surrounding rural areas. From 2010 to 2020, Story County's population increased by 10.05% while the state's population increased by 4.73%.
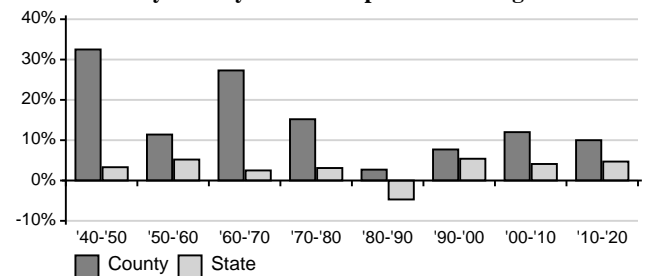
Total Population[1]

Totals	2000	2010	2020
Story County	**79,981**	**89,542**	**98,537**
Male Total	40,887	46,412	51,343
Female Total	39,094	43,130	47,194
City			
Ames	50,731	58,965	66,427
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
State Total	2,926,324	3,046,355	3,190,369

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

Neighboring Counties - Percent Population Change[1]

County	'90-'00	'00-'10	'10-'20
Boone, IA	4.12%	0.31%	1.55%
Hamilton, IA	2.28%	-4.65%	-4.05%
Hardin, IA	-1.48%	-6.79%	-3.74%
Jasper, IA	6.95%	-1.00%	2.64%
Marshall, IA	2.70%	3.40%	-1.34%
Polk, IA	14.51%	14.96%	14.34%
Story, IA	**7.72%**	**11.95%**	**10.05%**
State of Iowa	5.39%	4.10%	4.73%

Story County Percent Population Change[1]

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IOWA STATE UNIVERSITY
Extension and Outreach
Community and Economic Development

As with the other 98 counties in the state, Story County's population is predominantly white. The percentage of the population of Hispanic origin increased between 2010 and 2020. In 2020, Story County had a lower percentage of those 17 or younger than the state. New household relationship categories were reported for 2020 that are not comparable with 2010[3].

Percentage of Population by Race/Hispanic Origin[1]

Race Groups	County 2010	County 2020	State 2010	State 2020
One race only	98.3%	93.9%	98.2%	94.4%
White	88.6%	82.2%	91.3%	84.5%
White alone, not Hispanic	86.9%	81.1%	88.7%	82.7%
Black or African American	2.5%	3.1%	2.9%	4.1%
Asian	6.0%	5.5%	1.7%	2.4%
American Indian	0.2%	0.3%	0.4%	0.5%
Hawaiian/other Pacific Islander	0.0%	0.0%	0.1%	0.2%
Other	1.0%	2.7%	1.8%	2.8%
Two or more races	1.7%	6.1%	1.8%	5.6%
Hispanic origin[a]	3.0%	5.1%	5.0%	6.8%

[a]*Hispanics can be of any race.*

Households by Family or Nonfamily Type[1,3]

	County 2010	County 2020	State 2010	State 2020
Total households	34,736	38,273	1,221,576	1,288,560
Family households[a,b]	53.2%	50.9%	64.7%	63.0%
Married couple family[b]	44.0%	41.0%	51.2%	48.5%
With own children	17.9%	15.7%	20.0%	18.2%
Other family[c]	9.2%	9.9%	13.5%	14.4%
Male householder[c]	3.0%	3.7%	4.2%	4.9%
With own children	1.4%	1.9%	2.5%	2.7%
Female householder[c]	6.2%	6.2%	9.3%	9.6%
With own children	3.9%	3.5%	5.9%	5.7%
Nonfamily households[d]	46.8%	49.1%	35.3%	37.0%
Male living alone	13.7%	16.1%	12.8%	14.2%
Female living alone	14.6%	16.1%	15.7%	15.8%

Households by Couple or Non-couple Type[1,3]

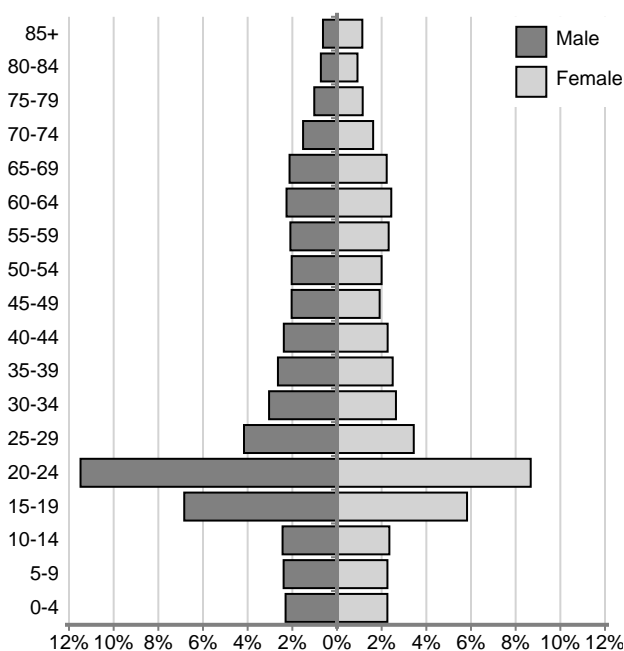|	County 2010	County 2020	State 2010	State 2020
Total households	34,736	38,273	1,221,576	1,288,560
Married couple[b]	44.0%	41.0%	51.2%	48.5%
Cohabiting couple[b,f]	NA[e]	6.6%	NA[e]	7.1%
Male householder[g]	NA[e]	26.4%	NA[e]	19.5%
Female householder[g]	NA[e]	26.1%	NA[e]	24.9%

[a]*Householder and at least one other person related to the householder.* [b]*For 2020 includes same-sex couples.* [c]*No spouse present, but at least one relative present.* [d]*In 2010 included same-sex couples whether married or not (if no relatives present).* [e]*2010 not comparable with 2020.* [f]*For 2020 householder has an unmarried partner.* [g]*For 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.*

Percentage of Population by Age[1]

Age Groups	County 2010	County 2020	State 2010	State 2020
17 or younger	17.8%	16.8%	23.9%	23.2%
0 - 4	5.4%	4.6%	6.6%	6.0%
5 - 9	5.0%	4.6%	6.6%	6.5%
10 - 14	4.7%	4.8%	6.6%	6.8%
15 -17	2.7%	2.8%	4.1%	3.9%
18 - 24	29.0%	30.1%	10.0%	9.8%
25 - 44	23.6%	23.0%	24.5%	24.6%
45 - 64	19.6%	17.0%	26.7%	24.5%
65 or older	10.0%	13.1%	14.9%	18.0%
65 - 84	8.3%	11.3%	12.4%	15.6%
85 or older	1.7%	1.8%	2.5%	2.4%
Median[4] age (years)	26.7	26.9	38.1	38.6
Age dependency[a,5]	38.5	42.7	63.4	69.9
Old-Age	13.9	18.7	24.3	30.6
Child	24.7	24.0	39.1	39.4

[a]*Age Dependency Ratio.*

Story County Population Pyramid[a], 2020[1]

[a]*Each bar represents the percentage that each age-sex group comprises of the total population.*

The median household income in Story County is less than the median household income of the state. More households in Story County are in the $50,000 to $99,999 household income group while more of Iowa households are in the $100,000 or more household income group. The median value of owner-occupied housing can vary among counties. The median value of owner-occupied housing units is higher in Story County than for the state. There is a lower percentage of vacant housing units in Story County than there is for the state. Many housing units in Story County were built in 2000 or later. Story County has a higher percentage of college graduates than does the state.

Median[4] Household and Per Capita Income, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total households	38,412	+/- 519	1,290,139	+/- 4,032
Less than $14,999	12.2%	+/- 1.5%	7.8%	+/- 0.4%
$15,000 to $34,999	14.9%	+/- 1.5%	15.2%	+/- 0.6%
$35,000 to $49,999	10.8%	+/- 0.9%	11.9%	+/- 0.2%
$50,000 to $99,999	31.2%	+/- 1.7%	32.2%	+/- 0.6%
$100,000 Or More	30.9%	+/- 1.8%	32.9%	+/- 0.8%
Median[4] household income	$66,197	+/- $2,497	$70,571	+/- $395
Median[4] family income	$109,432	+/- $5,237	$90,921	+/- $579
Per capita income	$35,704	+/- $1,335	$37,949	+/- $241

Housing Characteristics, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total units	41,347	+/- 104	1,417,064	+/- 977
Vacant	7.1%	+/- 1.2%	9.0%	+/- 0.3%
Occupied	92.9%	+/- 1.2%	91.0%	+/- 0.3%
Occupied[a]	38,412	+/- 519	1,290,139	+/- 4,032
Owner	55.7%	+/- 1.5%	71.5%	+/- 0.3%
Renter	44.3%	+/- 1.5%	28.5%	+/- 0.3%
Median[4] rent[b]	$991	+/- $31	$914	+/- $6
Median value[c]	$229,100	+/- $4,981	$181,600	+/- $1,035

[a]Occupied Units. [b]Median gross rent of renter-occupied units [c]Median value of owner-occupied units.

Educational Attainment, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	51,740	+/-159	2,131,202	+/-967
High school graduate or higher	97.1%	+/-0.5%	93.0%	+/-0.1%
Bachelor's degree or higher	52.5%	+/-1.7%	30.3%	+/-0.3%

MOE = the margin of error for American Community Survey estimates[2] 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.

Percent Housing by Year Built, 2018-2022[2]

In Story County there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category while the production, transportation, and material moving occupation category makes up 10.4% of occupations of the civilian employed population in the county.

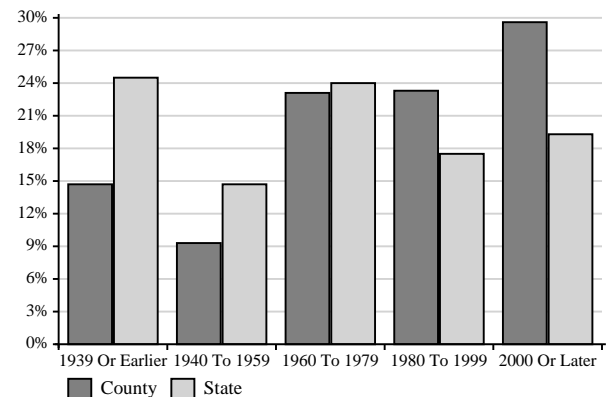### Occupation of the Civilian Employed Population, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	53,259	+/- 1,076	1,627,434	+/- 5,740
Management, business, science, and arts	46.4%	+/- 1.7%	38.1%	+/- 0.3%
Service	18.0%	+/- 1.4%	15.5%	+/- 0.2%
Sales and office	18.6%	+/- 1.2%	19.7%	+/- 0.2%
Natural resources, construction, and maintenance	6.7%	+/- 0.7%	9.5%	+/- 0.2%
Production, transportation, and material moving	10.4%	+/- 1.2%	17.2%	+/- 0.2%

Story County has a higher proportion of the population age 16 or older in the labor force than the state. A portion of those who are not in the labor force are people who are retired. The percent unemployed in Story County is higher than that for the state overall. Earnings data are provided for the population 16 and over who have earnings. Median[4] earnings in Story County tend to be lower than the median earnings for the state. There is a lower percentage of families in Story County below poverty level than for the state. Families with children tend to have a higher rate of poverty than families without children.

Employment Status, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+	84,617	+/- 183	2,544,719	+/- 1,266
In labor force	66.7%	+/- 1.1%	66.6%	+/- 0.2%
Not in labor force	33.3%	+/- 1.1%	33.4%	+/- 0.2%
Civilian labor force	56,398	+/- 952	1,692,129	+/- 5,407
Unemployed	5.6%	+/- 1.3%	3.8%	+/- 0.1%

Median[4] Employment Earnings, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	66,257	+/- 727	1,799,851	+/- 5,338
Median earnings	$25,496	+/- $1,879	$40,905	+/- $219
Female	$21,413	+/- $1,716	$33,724	+/- $250
Male	$29,186	+/- $1,623	$48,115	+/- $407
Female, full time[b]	$50,290	+/- $2,523	$47,128	+/- $238
Male, full time[b]	$65,109	+/- $2,900	$59,875	+/- $356

[a]with earnings. [b]year round.

Individuals Below Poverty Level by Race, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population[a]	86,383	+/-184	3,088,999	+/-950
Percent below	19.6%	+/-0.2%	11.1%	+/-0.2%
White alone	17.7%	+/-1.3%	9.7%	+/-0.2%
Black/African American alone	25.1%	+/-11.7%	30.5%	+/-1.9%
Asian/Pacific Islander alone	33.3%	+/-5.9%	13.6%	+/-1.4%
American Indian alone	**%	+/-**%	27.6%	+/-4%
Hawaiian alone	**%	+/-**%	33.1%	+/-8.5%
Other race alone	**%	+/-**%	16.6%	+/-2.3%
Two or more races	28.6%	+/-8.3%	17.6%	+/-1.3%
Hispanic origin[b]	13.1%	+/-4.7%	17.4%	+/-1.1%

[a]for whom poverty status is determined, [b]Hispanics can be of any race. **MOE is high, use state estimate.

*MOE = the margin of error for American Community Survey estimates[2] 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.

Individuals and Families Below Poverty Level, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population[a]	86,383	+/-184	3,088,999	+/-950
Below poverty	19.6%	+/-0.2%	11.1%	+/-0.2%
17 and under	8.6%	+/-2.5%	13%	+/-0.4%
18 - 64	25.4%	+/-1.7%	11.4%	+/-0.2%
65+	5.8%	+/-1.8%	7.7%	+/-0.2%
All families	5.9%	+/-1.7%	7%	+/-0.2%
With children	8.5%	+/-3.4%	11.5%	+/-0.4%
Married couple	2.1%	+/-0.6%	3.2%	+/-0.1%
With children	**%	+/-**%	4.1%	+/-0.3%
Female HH[b]	29.3%	+/-11%	25.4%	+/-1%
With children	37.7%	+/-14.7%	32.4%	+/-1.4%

[a]for whom poverty status is determined, [b]female householder, no spouse present, **MOE is high. Use state estimate.