



Housing Profile

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Population		Households	
2020 Total Population	10,303	2023 Median Household Income	\$57,478
2023 Total Population	10,391	2028 Median Household Income	\$63,037
2028 Total Population	10,672	2023-2028 Annual Rate	1.86%
2023-2028 Annual Rate	0.54%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,556	100.0%	4,701	100.0%	4,918	100.0%
Occupied	4,177	91.7%	4,289	91.2%	4,486	91.2%
Owner	1,907	41.9%	2,159	45.9%	2,321	47.2%
Renter	2,270	49.8%	2,130	45.3%	2,165	44.0%
Vacant	390	8.6%	412	8.8%	432	8.8%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	2,145	100.0%	2,308	100.0%
<\$50,000	20	0.9%	19	0.8%
\$50,000-\$99,999	25	1.2%	26	1.1%
\$100,000-\$149,999	201	9.4%	208	9.0%
\$150,000-\$199,999	792	36.9%	817	35.4%
\$200,000-\$249,999	735	34.3%	771	33.4%
\$250,000-\$299,999	130	6.1%	161	7.0%
\$300,000-\$399,999	174	8.1%	216	9.4%
\$400,000-\$499,999	57	2.7%	77	3.3%
\$500,000-\$749,999	3	0.1%	5	0.2%
\$750,000-\$999,999	8	0.4%	8	0.3%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$202,347	\$205,447
Average Value	\$215,688	\$220,765

Census 2020 Housing Units	Number	Percent
Total	4,556	100.0%
Housing Units In Urbanized Areas	4,556	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,907	100.0%
Owned with a Mortgage/Loan	1,212	63.6%
Owned Free and Clear	695	36.4%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



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Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	390	100.0%
For Rent	244	62.6%
Rented- Not Occupied	16	4.1%
For Sale Only	32	8.2%
Sold - Not Occupied	17	4.4%
Seasonal/Recreational/Occasional Use	31	7.9%
For Migrant Workers	0	0.0%
Other Vacant	50	12.8%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	4,177	1,907	45.7%
15-24	830	37	4.5%
25-34	985	284	28.8%
35-44	623	338	54.3%
45-54	400	253	63.2%
55-59	228	158	69.3%
60-64	302	210	69.5%
65-74	485	368	75.9%
75-84	222	185	83.3%
85+	102	74	72.5%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	4,177	1,907	45.7%
White Alone	3,489	1,771	50.8%
Black/African American Alone	141	14	9.9%
American Indian/Alaska Native	10	1	10.0%
Asian Alone	261	36	13.8%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	65	13	20.0%
Two or More Races	209	70	33.5%
Hispanic Origin	161	36	22.4%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	4,177	1,907	45.7%
1-Person	1,680	634	37.7%
2-Person	1,469	742	50.5%
3-Person	532	234	44.0%
4-Person	330	193	58.5%
5-Person	112	71	63.4%
6-Person	41	25	61.0%
7+ Person	14	9	64.3%

2023 Housing Affordability

Housing Affordability Index	112
Percent of Income for Mortgage	21.2%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



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Population		Households	
2020 Total Population	56,610	2023 Median Household Income	\$54,234
2023 Total Population	57,978	2028 Median Household Income	\$59,051
2028 Total Population	59,134	2023-2028 Annual Rate	1.72%
2023-2028 Annual Rate	0.40%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	23,199	100.0%	24,136	100.0%	24,997	100.0%
Occupied	21,325	91.9%	22,033	91.3%	22,838	91.4%
Owner	8,663	37.3%	9,728	40.3%	10,426	41.7%
Renter	12,662	54.6%	12,305	51.0%	12,412	49.7%
Vacant	1,938	8.4%	2,103	8.7%	2,159	8.6%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	9,703	100.0%	10,396	100.0%
<\$50,000	386	4.0%	369	3.5%
\$50,000-\$99,999	111	1.1%	109	1.0%
\$100,000-\$149,999	440	4.5%	447	4.3%
\$150,000-\$199,999	1,857	19.1%	1,888	18.2%
\$200,000-\$249,999	2,898	29.9%	2,899	27.9%
\$250,000-\$299,999	1,030	10.6%	1,188	11.4%
\$300,000-\$399,999	2,073	21.4%	2,360	22.7%
\$400,000-\$499,999	488	5.0%	604	5.8%
\$500,000-\$749,999	189	1.9%	231	2.2%
\$750,000-\$999,999	231	2.4%	301	2.9%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$235,499	\$241,135
Average Value	\$267,819	\$277,818

Census 2020 Housing Units	Number	Percent
Total	23,199	100.0%
Housing Units In Urbanized Areas	22,643	97.6%
Rural Housing Units	556	2.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	8,663	100.0%
Owned with a Mortgage/Loan	5,164	59.6%
Owned Free and Clear	3,499	40.4%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



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Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	1,938	100.0%
For Rent	1,179	60.8%
Rented- Not Occupied	136	7.0%
For Sale Only	171	8.8%
Sold - Not Occupied	64	3.3%
Seasonal/Recreational/Occasional Use	110	5.7%
For Migrant Workers	1	0.1%
Other Vacant	277	14.3%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	21,325	8,663	40.6%
15-24	6,062	198	3.3%
25-34	4,298	960	22.3%
35-44	2,578	1,395	54.1%
45-54	1,955	1,304	66.7%
55-59	1,123	815	72.6%
60-64	1,200	885	73.8%
65-74	2,188	1,755	80.2%
75-84	1,259	979	77.8%
85+	661	372	56.3%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	21,325	8,663	40.6%
White Alone	17,353	7,797	44.9%
Black/African American Alone	709	85	12.0%
American Indian/Alaska Native	48	12	25.0%
Asian Alone	1,891	435	23.0%
Pacific Islander Alone	8	1	12.5%
Other Race Alone	321	63	19.6%
Two or More Races	995	270	27.1%
Hispanic Origin	906	171	18.9%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	21,325	8,663	40.6%
1-Person	7,858	2,266	28.8%
2-Person	7,632	3,654	47.9%
3-Person	2,892	1,114	38.5%
4-Person	2,006	1,031	51.4%
5-Person	664	418	63.0%
6-Person	199	134	67.3%
7+ Person	73	46	63.0%

2023 Housing Affordability

Housing Affordability Index	88
Percent of Income for Mortgage	26.1%

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Population		Households	
2020 Total Population	91,505	2023 Median Household Income	\$62,078
2023 Total Population	93,665	2028 Median Household Income	\$69,168
2028 Total Population	95,562	2023-2028 Annual Rate	2.19%
2023-2028 Annual Rate	0.40%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	38,428	100.0%	39,962	100.0%	41,369	100.0%
Occupied	35,511	92.4%	36,745	91.9%	38,062	92.0%
Owner	18,119	47.2%	20,272	50.7%	21,541	52.1%
Renter	17,392	45.3%	16,473	41.2%	16,521	39.9%
Vacant	2,909	7.6%	3,217	8.1%	3,307	8.0%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	20,245	100.0%	21,512	100.0%
<\$50,000	718	3.5%	702	3.3%
\$50,000-\$99,999	379	1.9%	372	1.7%
\$100,000-\$149,999	1,119	5.5%	1,108	5.2%
\$150,000-\$199,999	3,526	17.4%	3,492	16.2%
\$200,000-\$249,999	6,052	29.9%	5,975	27.8%
\$250,000-\$299,999	1,827	9.0%	2,089	9.7%
\$300,000-\$399,999	4,629	22.9%	5,270	24.5%
\$400,000-\$499,999	820	4.1%	1,030	4.8%
\$500,000-\$749,999	593	2.9%	745	3.5%
\$750,000-\$999,999	550	2.7%	689	3.2%
\$1,000,000-\$1,499,999	26	0.1%	32	0.1%
\$1,500,000-\$1,999,999	6	0.0%	8	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$236,191	\$242,527
Average Value	\$274,213	\$285,627

Census 2020 Housing Units	Number	Percent
Total	38,428	100.0%
Housing Units In Urbanized Areas	30,974	80.6%
Rural Housing Units	7,454	19.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	18,119	100.0%
Owned with a Mortgage/Loan	11,412	63.0%
Owned Free and Clear	6,707	37.0%

Data Note: Persons of Hispanic Origin may be of any race.

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Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	2,909	100.0%
For Rent	1,570	54.0%
Rented- Not Occupied	173	5.9%
For Sale Only	341	11.7%
Sold - Not Occupied	93	3.2%
Seasonal/Recreational/Occasional Use	181	6.2%
For Migrant Workers	12	0.4%
Other Vacant	540	18.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	35,511	18,119	51.0%
15-24	7,661	341	4.5%
25-34	6,754	2,115	31.3%
35-44	4,892	3,145	64.3%
45-54	4,065	2,998	73.8%
55-59	2,303	1,782	77.4%
60-64	2,397	1,863	77.7%
65-74	4,165	3,466	83.2%
75-84	2,202	1,774	80.6%
85+	1,073	636	59.3%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	35,511	18,119	51.0%
White Alone	30,040	16,626	55.3%
Black/African American Alone	935	138	14.8%
American Indian/Alaska Native	80	23	28.8%
Asian Alone	2,392	633	26.5%
Pacific Islander Alone	12	1	8.3%
Other Race Alone	513	154	30.0%
Two or More Races	1,539	544	35.3%
Hispanic Origin	1,374	354	25.8%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	35,511	18,119	51.0%
1-Person	11,658	4,086	35.0%
2-Person	12,930	7,419	57.4%
3-Person	4,875	2,494	51.2%
4-Person	3,880	2,518	64.9%
5-Person	1,463	1,071	73.2%
6-Person	509	392	77.0%
7+ Person	197	140	71.1%

2023 Housing Affordability

Housing Affordability Index	99
Percent of Income for Mortgage	22.9%

Data Note: Persons of Hispanic Origin may be of any race.

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