

# AMES MAIN STREET

## AMES, IOWA



# MARKET SNAPSHOT

Esri 2025

Main Street communities across Iowa are investing in their future through revitalization and strategic development. These efforts aim to create vibrant districts that attract residents, visitors, and businesses, ensuring long-term economic vitality. By building on current momentum, communities are positioned to strengthen their role as regional centers for commerce and growth. Revitalization efforts are not only preserving community character but also positioning these areas as vibrant hubs for commerce, culture, and innovation.

This Market Snapshot is designed to support those efforts by providing a clear picture of the local marketplace. Prepared by the Downtown Resource Center at the Iowa Economic Development Authority (IEDA) as part of Main Street Iowa services, the report highlights key demographic trends, retail patterns, and tourism insights that influence economic development strategies. These data points help communities understand who they serve, what consumers want, and where opportunities exist for growth.

Drawing on data from Environmental Systems Research Institute (ESRI), a nationally recognized leader in economic analysis, this report offers a foundation for informed decision-making and strategic business development. Full reports have been shared with each local Main Street organization.



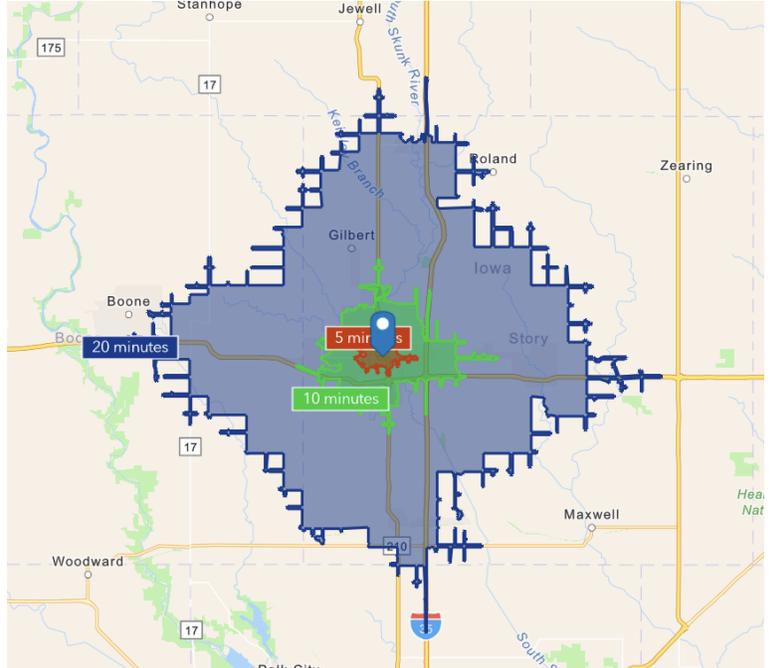
### Ames is a Main Street Iowa community.

*The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.*

## AMES DRIVE TIME MARKET

# DEMOGRAPHIC FAST FACTS

Esri 2025



### POPULATION

# 55,125

10 MINUTE DRIVE TIME | 2025  
2025—30 GROWTH: 0.51%

Population	5 Min	10 Min	20 Min
2025 Estimate	11,332	55,125	90,559
Growth (2025-30)	1.09%	0.51%	0.47%

**i** Est. State Pop Growth (2025-30) | 0.29%



### DAYTIME POP

# 68,552

10 MINUTE DRIVE TIME | 2025

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	17,637	68,552	100,510
Workers	12,235	39,764	55,058



### HOUSEHOLDS

# 21,374

10 MINUTE DRIVE TIME | 2025  
2025—30 GROWTH: 0.77%

Households	5 Min	10 Min	20 Min
2025 Estimate	4,869	21,374	36,139
HH Growth (2025-30)	1.32%	0.77%	0.68%

**i** Est. State HH Growth (2025-30) | 0.34%



### MEDIAN HH INCOME

# \$60,275

10 MINUTE DRIVE TIME | 2025  
2025—30 GROWTH: 1.77%

Median HH Income	5 Min	10 Min	20 Min
2025 Estimate	\$67,808	\$60,275	\$69,764
Growth (2025-30)	2.04%	1.77%	2.29%

**i** 2025 State: \$75,042 | 2025-30 Growth: 1.89%

Source: Esri Market Profile | 1.26



## HOUSING UNITS

### 2025 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2025 Estimate	5,307	23,333	39,285
- Owner Occupied	46.3%	41.6%	50.3%
- Renter Occupied	53.7%	58.4%	49.7%
- Vacant	8.3%	8.4%	8.0%

Estimated State Percent Vacant (2025) 9.4%



## TENURE AND MORTGAGE

### HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	45.4%	41.4%	50.1%
— With Mortgage	63.7%	59.9%	63.0%
— Free and Clear	36.3%	40.1%	37.0%
Renter Occupied	54.6%	58.6%	49.9%



## DIVERSITY

### 2025 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2025 Diversity Index	43.2	45.2	40.2

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



# \$36,196

PER CAPITA INCOME  
5 MINUTES | 2025



# 27.9

MEDIAN AGE  
5 MINUTES | 2025



# 97.0%

2025 EMPLOYED  
5 MIN. CIVILIAN POP 16+

10 Minutes	\$33,948	10 Minutes 24.5	10 Minutes 94.7%
20 Minutes	\$39,605	20 Minutes 27.5	20 Minutes 96.1%
State	\$40,391	State 39.3	State 97.0%



### 2025 EMPLOYMENT BY OCCUPATION

2025 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	6,284	28,529	47,921
- White Collar	61.1%	68.4%	69.2%
- Services	20.9%	19.5%	17.1%
- Blue Collar	18.0%	12.2%	13.7%

Source: Esri Market Profile | 1.26

Prepared by the Downtown Resource Center for Ames Main Street

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

### Top Drive Time Area Esri Tapestry Segments



### Dorms to Diplomas (B1) | #1 in 5, 10, & 20

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,296	26.6%	7,413	34.7%	8,636	23.9%

The residents in this segment represent the youngest demographic among all Tapestry segments. They are pursuing bachelor's and graduate degrees, and they are mostly unmarried and in their late teens to early 20s. Part-time employment in service occupations is common, and employment varies widely, including government, education, food and accommodation, service, and retail sectors.

Avg. HH Size: 2.03      Median Age: 21.8      Med. HH Income: \$29K

- ▶ Residents tend to choose generic brands and environmentally friendly budget products. They often visit convenience stores for snacks.
- ▶ Socially active, they tend to go out to movies, bars, beaches, and theme parks, often opting for fast food or take-out.
- ▶ Individuals are active on social media and play video games, frequently purchasing consoles and accessories. Podcasts, music services, and dating apps are popular.
- ▶ They are passionate sports fans and participate in various team and individual sports.



### City Greens (K6) | #2 in 10 & 20

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
635	13.0%	2,686	12.6%	3,369	9.3%

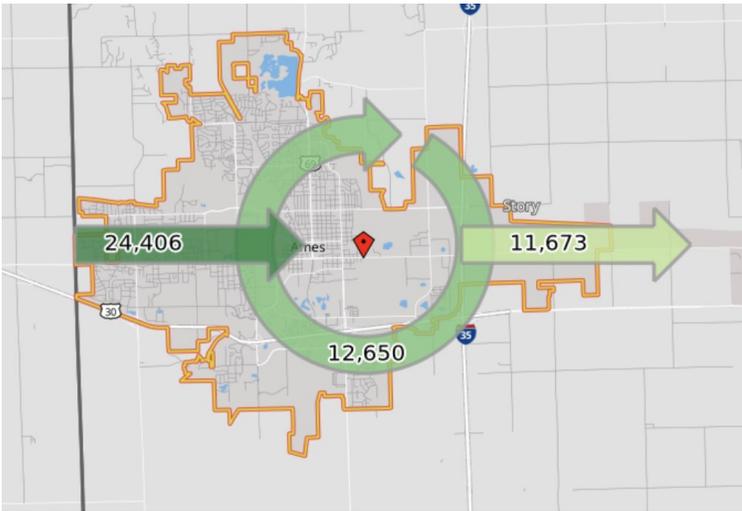
More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors.

Avg. HH Size: 2.20      Median Age: 41.4      Med. HH Income: \$97K

- ▶ Residents tend to bank and shop online, and they typically buy groceries in person.
- ▶ Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- ▶ They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- ▶ They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website.

Source: Esri Community Tapestry Segmentation | 1.26



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations | Data year—2023

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct effect on your downtown commercial district.

The US Census Bureau’s On The Map feature is a resource to help communities better understand this data.

**Inflow/Outflow Job Counts (All Jobs)**  
**2023**

	Count	Share
<a href="#"><u>Employed in the Selection Area</u></a>	37,056	100.0%
<a href="#"><u>Employed in the Selection Area but Living Outside</u></a>	24,406	65.9%
<a href="#"><u>Employed and Living in the Selection Area</u></a>	12,650	34.1%
<a href="#"><u>Living in the Selection Area</u></a>	24,323	100.0%
<a href="#"><u>Living in the Selection Area but Employed Outside</u></a>	11,673	48.0%
<a href="#"><u>Living and Employed in the Selection Area</u></a>	12,650	52.0%

Source: US Census Bureau, Center for Economic Studies | 2023

Esri’s Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

**RETAIL DEMAND OUTLOOK | AMES (10 MINUTE DRIVE)**

Category	2025 Consumer Spending	2030 Forecasted Demand	Projected Growth
Apparel and Services	\$6,614,153	\$6,956,587	\$342,434
Computer	\$695,884	\$732,000	\$36,116
Entertainment & Recreation	\$13,400,642	\$14,090,752	\$690,110
Food at Home	\$23,258,878	\$24,453,569	\$1,194,691
Food Away from Home	\$10,815,658	\$11,375,840	\$560,182
Health (drugs, eyewear)	\$2,936,009	\$3,086,966	\$150,957
Home (mortgage & basics)	\$38,156,594	\$40,136,454	\$1,979,860
Household Furnishings & Equipment	\$5,312,497	\$5,587,088	\$274,591
Housekeeping Supplies	\$2,680,828	\$2,818,579	\$137,751
Insurance	\$28,369,882	\$29,828,398	\$1,458,516
Transportation	\$25,305,058	\$26,606,305	\$1,301,247
Travel	\$7,964,835	\$8,377,523	\$412,688

Source: Esri Retail Demand Outlook | 1.26

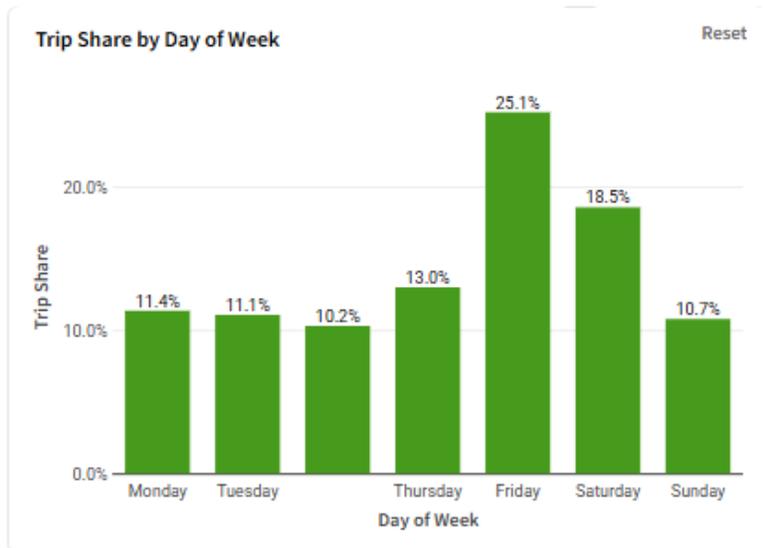
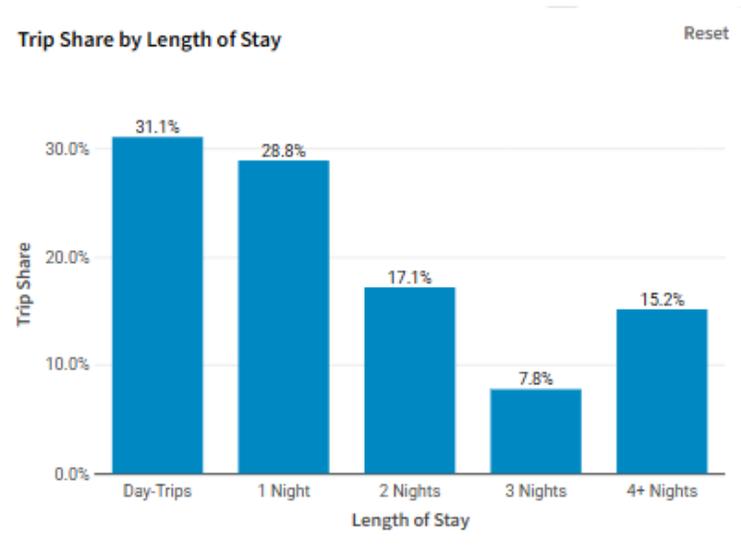
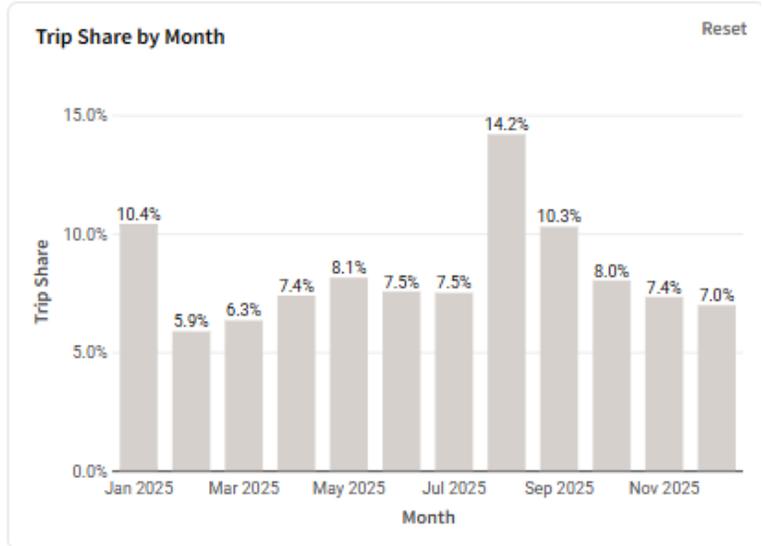
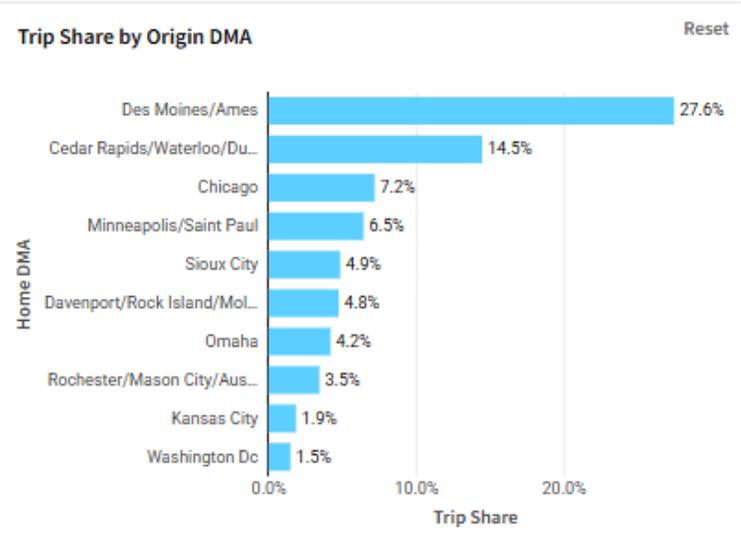
**2025 HOUSING UNITS BY VALUE**

Median Home Value	5 Min	10 Min	20 Min
2025 Estimate	\$225,139	\$283,970	\$301,118
2030 Estimate	\$246,729	\$329,305	\$350,441
Average Home Value			
2025 Estimate	\$251,915	\$320,713	\$337,394
2030 Estimate	\$290,048	\$368,622	\$392,064

# AMES TOURISM DATA

This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year.



## UTILIZING TOURISM DATA

- ▶ **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.
- ▶ **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.
- ▶ **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.
- ▶ **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

**Interested in more visitation data?** The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

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