Market Profile

Ames, Iowa
Christ Apostolic Faith Temple
Drive time: 5, 10, 20 minute radii

Population Summary	5 minutes	10 minutes	20 minutes
2010 Total Population	10,825	49,271	80,039
2020 Total Population	11,506	54,977	89,066
2020 Group Quarters	1,854	11,505	11,798
2025 Total Population	11,332	55,125	90,559
2025 Group Quarters	1,634	10,225	10,490
2030 Total Population	11,961	56,545	92,711
2025-2030 Annual Rate	1.09%	0.51%	0.47%
2025 Total Daytime Population	17,637	68,552	100,510
Workers	12,235	39,764	55,058
Residents	5,402	28,788	45,452

Household Summary	5 minutes	10 minutes	20 minutes
2010 Total Households	4,511	18,858	31,028
2010 Average Household Size	2.10	2.20	2.32
2020 Total Households	4,736	20,554	34,482
2020 Average Household Size	2.04	2.12	2.24
2025 Total Households	4,869	21,374	36,139
2025 Average Household Size	1.99	2.10	2.22
2030 Total Households	5,200	22,205	37,385
2030 Average Household Size	1.99	2.09	2.20
2025-2030 Annual Rate	1.32%	0.77%	0.68%
2025 Families	1,933	8,504	17,029
2025 Average Family Size	2.77	2.77	2.91
2030 Families	1,993	8,712	17,392
2030 Average Family Size	2.74	2.74	2.88
2025-2030 Growth Rate	0.6%	0.5%	0.4%

Median Household Income	5 minutes	10 minutes	20 minutes
2025	$67,808	$60,275	$69,764
2030	$75,009	$65,805	$78,134

Market Profile

Per Capita Income	5 minutes	10 minutes	20 minutes
2025	$36,196	$33,948	$39,605
2030	$40,294	$37,833	$44,592

2025 Households by Income

	5 minutes	10 minutes	20 minutes
Household Income Base	4,869	21,374	36,139
<$10,000	3.5%	7.9%	6.0%
$10,000-14,999	2.5%	4.0%	3.3%
$15,000-19,999	2.3%	4.1%	3.5%
$20,000-24,999	2.4%	2.9%	2.5%
$25,000-29,999	4.3%	4.2%	3.4%
$30,000-34,999	6.5%	6.8%	5.7%
$35,000-39,999	6.2%	5.2%	4.7%
$40,000-44,999	2.9%	2.2%	2.3%
$45,000-49,999	4.6%	4.3%	4.2%
$50,000-59,999	7.8%	8.3%	8.0%
$60,000-74,999	11.9%	9.9%	9.3%
$75000-99999	18.3%	12.3%	12.3%
$100,000-124,999	10.8%	7.3%	8.9%
$125,000-149,999	4.5%	5.3%	7.3%
$150000-199999	7.4%	7.8%	9.5%
$200,000-249,999	1.9%	3.7%	4.4%
$250,000-299,999	0.7%	1.4%	1.6%
$300,000-399,999	0.4%	0.7%	0.8%
$400,000-499,999	0.2%	0.3%	0.4%
$500,000+	0.8%	1.6%	2.1%
Average Household Income	$83,355	$87,155	$98,449

2025 Affordability, Mortgage and Wealth

	5 minutes	10 minutes	20 minutes
Housing Affordability Index	100	72	79
Percent of Income for Mortgage	20.8%	29.5%	27.0%
Wealth Index	57	68	80

Median Home Value

	5 minutes	10 minutes	20 minutes
2025	$225,139	$283,970	$301,118
2030	$246,729	$329,305	$350,441

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2025 Home Value	5 minutes	10 minutes	20 minutes
Total Owner Occupied Housing Units	2,255	8,876	18,148
<$50,000	1.3%	3.9%	3.6%
$50,000 - $99,999	2.6%	2.4%	2.9%
$100,000 - $149,999	9.9%	4.9%	5.1%
$150,000 - $199,999	20.3%	11.0%	10.1%
$200,000 - $249,999	31.8%	19.0%	16.7%
$250,000 - $299,999	11.8%	13.0%	11.4%
$300,000 - $399,999	9.9%	22.5%	22.4%
$400,000 - $499,999	9.7%	11.7%	13.9%
$500,000 - $749,999	2.3%	9.4%	10.7%
$750,000 - $999,999	0.2%	1.6%	2.3%
$1,000,000 - $1,499,999	0.0%	0.6%	0.7%
$1,500,000 - $1,999,999	0.1%	0.2%	0.3%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$251,915	$320,713	$337,394

Housing Unit Summary			
2010 Total Housing Units	4,817	19,769	32,819
Owner Occupied Housing Units	48.0%	44.0%	51.9%
Renter Occupied Housing Units	52.0%	56.0%	48.1%
Vacant Housing Units	6.3%	4.6%	5.5%
2020 Housing Units	5,157	22,348	37,356
Owner Occupied Housing Units	45.4%	41.4%	50.1%
Renter Occupied Housing Units	54.6%	58.6%	49.9%
Vacant Housing Units	8.4%	8.2%	7.6%
2025 Housing Units	5,307	23,333	39,285
Owner Occupied Housing Units	46.3%	41.6%	50.3%
Renter Occupied Housing Units	53.7%	58.4%	49.7%
Vacant Housing Units	8.3%	8.4%	8.0%
2030 Total Housing Units	5,650	24,205	40,600
Owner Occupied Housing Units	45.4%	42.5%	51.2%
Renter Occupied Housing Units	54.6%	57.5%	48.8%
Vacant Housing Units	8.0%	8.3%	7.9%

Market Profile

2025 Population by Sex	5 minutes	10 minutes	20 minutes
Males	6,018	29,539	47,625
Females	5,314	25,586	42,934

Median Age			
2010	28.0	24.3	25.9
2020	26.5	24.0	26.0
2025	27.9	24.5	27.5
2030	27.8	24.7	28.3

2025 Population by Age			
Total	11,332	55,125	90,557
0 - 4	4.3%	3.6%	4.4%
5 - 9	3.9%	3.3%	4.3%
10 - 14	3.7%	3.2%	4.3%
15 - 24	32.1%	42.4%	33.0%
25 - 34	17.6%	14.5%	14.4%
35 - 44	11.4%	8.4%	10.0%
45 - 54	7.6%	6.9%	8.8%
55 - 64	6.9%	6.0%	7.7%
65 - 74	7.7%	6.7%	7.9%
75 - 84	4.0%	4.0%	4.2%
85 +	1.3%	1.6%	1.7%
18 +	86.0%	87.9%	84.3%

2025 Population 15+ by Marital Status			
Total	9,977	49,560	78,804
Never Married	60.8%	63.5%	53.0%
Married	29.6%	29.4%	38.1%
Widowed	2.3%	2.6%	3.3%
Divorced	7.3%	4.5%	5.6%

2025 Pop 25+ by Educational Attainment	5 minutes	10 minutes	20 minutes
Total	6,334	26,208	48,951
Less than 9th Grade	0.3%	0.6%	0.8%
9th - 12th Grade, No Diploma	5.1%	2.2%	1.9%
High School Graduate	12.5%	10.8%	12.6%
GED/Alternative Credential	1.9%	1.3%	1.6%
Some College, No Degree	16.1%	14.7%	15.2%
Associate Degree	8.9%	8.8%	10.5%
Bachelor's Degree	29.5%	31.3%	31.9%
Graduate/Professional Degree	25.7%	30.4%	25.7%

2020 Population by Race/Ethnicity	5 minutes	10 minutes	20 minutes
Total	11,506	54,977	89,066
White Alone	79.6%	77.8%	81.0%
Black Alone	4.0%	4.1%	3.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.8%	7.3%	6.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.7%	3.4%	2.8%
Two or More Races	3.7%	3.4%	2.8%
Hispanic Origin	6.3%	6.0%	5.4%
Diversity Index	43.2	45.2	40.2

2025 Population by Race/Ethnicity	5 minutes	10 minutes	20 minutes
Total	11,331	55,125	90,561
White Alone	79.2%	77.3%	80.7%
Black Alone	4.2%	4.4%	3.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.5%	7.0%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.8%	3.6%	3.0%
Two or More Races	6.9%	7.4%	6.6%
Hispanic Origin	6.6%	6.3%	5.7%
Diversity Index	44.1	46.2	41.0

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Market Profile

| | Ames, Iowa | Drive time: 5, 10, 20 minute radii

2025 Employed Pop 16+ by Occupation	5 minutes	10 minutes	20 minutes
Total	6,284	28,529	47,921
White Collar	61.1%	68.4%	69.2%
Management/Business/Financial	9.6%	12.1%	14.9%
Professional	34.7%	40.4%	37.6%
Sales	10.1%	7.3%	7.7%
Administrative Support	6.8%	8.6%	9.0%
Services	20.9%	19.5%	17.1%

2025 Employed Pop 16+ by Occupation			
Total	6,284	28,529	47,921
Blue Collar	18.0%	12.2%	13.7%
Farming/Forestry/Fishing	1.1%	0.9%	0.7%
Construction/Extraction	3.2%	1.9%	2.5%
Installation/Maintenance/Repair	3.2%	1.5%	2.2%
Production	5.5%	3.4%	3.5%
Transportation/Material Moving	5.1%	4.5%	4.8%
White Collar	61.1%	68.4%	69.2%
Management/Business/Financial	9.6%	12.1%	14.9%
Professional	34.7%	40.4%	37.6%
Sales	10.1%	7.3%	7.7%
Administrative Support	6.8%	8.6%	9.0%
Services	20.9%	19.5%	17.1%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,284	28,529	47,921
Population 16+ Employed	97.0%	94.7%	96.1%
Population 16+ Unemployment rate	3.0%	5.3%	3.9%
Population 16-24 Employed	30.1%	37.2%	30.9%
Population 16-24 Unemployment rate	7.6%	10.1%	7.7%
Population 25-54 Employed	53.1%	45.5%	50.8%
Population 25-54 Unemployment rate	0.9%	1.9%	1.8%
Population 55-64 Employed	9%	8%	10%
Population 55-64 Unemployment rate	0.5%	2.0%	1.4%
Population 65+ Employed	4%	4%	4%
Population 65+ Unemployment rate	0.0%	2.2%	5.1%

Market Profile | Ames, Iowa | Drive time: 5, 10, 20 minute radii

2025 Employed Population 16+ by Industry	5 minutes	10 minutes	20 minutes
Total	6,095	27,011	46,062
Agriculture/Mining	1.3%	2.4%	2.6%
Construction	4.3%	3.1%	3.7%
Manufacturing	8.7%	8.0%	9.3%
Wholesale Trade	0.8%	1.1%	1.4%
Retail Trade	12.9%	8.9%	8.4%
Transportation/Utilities	3.9%	2.9%	3.6%
Information	2%	2%	2%
Finance/Insurance/Real Estate	3.5%	4.0%	5.0%
Services	59.1%	63.8%	59.8%
Public Administration	3.5%	4.4%	4.6%

2025 Consumer Spending	5 minutes	10 minutes	20 minutes
Apparel & Services: Total $	$8,916,499	$41,148,247	$77,501,840
Average Spent	$1,831.28	$1,925.15	$2,144.55
Spending Potential Index	75	79	88
Education: Total $	$7,577,445	$36,716,446	$65,582,060
Average Spent	$1,556.26	$1,717.81	$1,814.72
Spending Potential Index	87	96	102
Entertainment/Recreation: Total $	$14,419,870	$65,539,489	$125,845,394
Average Spent	$2,961.57	$3,066.32	$3,482.26
Spending Potential Index	72	75	85
Food at Home: Total $	$26,809,016	$121,843,935	$230,971,220
Average Spent	$5,506.06	$5,700.57	$6,391.19
Spending Potential Index	74	77	86
Food Away from Home: Total $	$14,901,063	$69,189,605	$129,995,734
Average Spent	$3,060.39	$3,237.09	$3,597.10
Spending Potential Index	74	78	87
Health Care: Total $	$26,594,978	$117,812,179	$231,073,838
Average Spent	$5,462.10	$5,511.94	$6,394.03
Spending Potential Index	71	71	83
HH Furnishings & Equipment: Total $	$10,266,386	$46,850,005	$89,969,051
Average Spent	$2,108.52	$2,191.92	$2,489.53
Spending Potential Index	72	75	86
Personal Care Products & Services: Total $	$3,824,213	$17,673,835	$33,361,234
Average Spent	$785.42	$826.88	$923.14
Spending Potential Index	75	79	88

2025 Consumer Spending	5 minutes	10 minutes	20 minutes
Shelter: Total $	$95,827,249	$446,391,433	$832,763,902
Average Spent	$19,681.09	$20,884.79	$23,043.36
Spending Potential Index	74	78	87
Support Payments/Gifts in Kind: Total $	$10,752,099	$48,101,197	$95,900,799
Average Spent	$2,208.28	$2,250.45	$2,653.66
Spending Potential Index	67	68	80
Travel: Total $	$11,941,436	$54,613,423	$105,818,014
Average Spent	$2,452.54	$2,555.13	$2,928.08
Spending Potential Index	68	71	81
Vehicle Maintenance & Repairs: Total $	$4,988,857	$22,890,966	$43,273,581
Average Spent	$1,024.62	$1,070.97	$1,197.42
Spending Potential Index	76	79	89

Top Tapestry Segment

5 minutes	10 minutes	20 minutes
Dorms to Diplomas (B1):	**Dorms to Diplomas (B1)**:	**Dorms to Diplomas (B1)**:
This segment is characterized by young, educated residents in urban neighborhoods.	This segment is characterized by young, educated residents in urban neighborhoods.	This segment is characterized by young, educated residents in urban neighborhoods.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.