



Diverse housing options in our communities enhance the strength and prosperity of our economy so all Iowans can thrive. Let's roll out the welcome mat across the state to ensure Iowans can live where they work.

THE URGENT NEED¹

40% of Iowa renters spend **more than 30%** of their income on housing expenses.

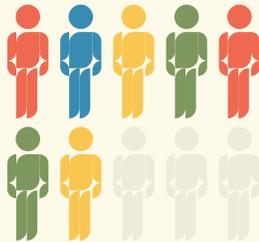
- Childcare providers
- EMTs & paramedics
- Food servers
- Grocery store clerks
- Nursing assistants
- Teaching assistants

To meet the growing workforce needs of Iowa's robust economy, Iowa must add **61,000 housing units by 2030.**



STATEWIDE SUPPORT²

7 out of 10 Iowans (72%) support affordable housing.



Iowans who support affordable housing in their ZIP code outnumber opponents by



BENEFITS FOR ALL³

1-Year Impact

Economic impact of residents living and buying goods and services in communities:

\$81.3
MILLION

1,098
JOBS

Ongoing Annual Impact

Economic impact of residents living and buying goods and services in communities:

\$15.9
MILLION

279
JOBS

Impacted Areas



Wholesale & Retail Trade



Health



Education & Social Services



Eating & Drinking Establishments



Professional Services

The bottom line is: Every Iowan deserves the opportunity to live where they work, and when they can, it benefits real people, our businesses and our communities. Join the growing list of Iowans and businesses who have logged their support for housing in Iowa at

WelcomeHomeIA.com

¹ 2021 Iowa Profile

² Online survey of 400 Iowans ages 18 and older between June 22 and July 1, 2021

³ Based on an average Iowa housing tax credit project, 2022 National Association of Home Builders.