



## Demographics for the City of Imperial, California

Located in the center of the Imperial Valley, the City of Imperial is the home of the most vital regional serving facilities including the Imperial Valley College, the Imperial County Airport, Imperial Irrigation District (providing raw water and electrical power to the region), and the Imperial Valley Expo (host of California's Mid-Winter Fair & Fiesta).

### Median Household Income of \$90,000+ within a 3-Mile Radius



## City of Imperial: 2025 Market Demographics

(Centroid: Highway 86 & 15th Street Imperial, CA)

CATEGORY	CITY LIMITS	0-3 MILE	0-5 MILES	0-10 MILES
<b>Population</b>				
2025 Estimated Population	22,089	24,703	53,687	108,337
2030 Estimated Population	23,711	26,384	54,921	109,649
2025-30 Increase Population (Est.)	1,622	1,681	1,234	1,312
<b>Ethnicity</b>				
White Alone	25.61%	26.68%	25.18%	26.41%
Black or African American	1.71%	1.70%	1.92%	1.73%
Hispanic or Latino	86.35%	85.43%	88.40%	88.66%
Asian Alone	2.53%	2.48%	1.74%	1.61%
<b>Age Distribution &amp; Family</b>				
Ages 17 & Under	30.63%	29.97%	28.91%	28.86%
Ages 18-34	22.80%	22.82%	23.75%	23.78%
Ages 35-54	27.45%	27.21%	24.39%	23.87%
Ages 55 and better	19.13%	20.02%	22.96%	23.51%
Median Age	32.28	32.82	32.99	32.99
Total Number of Households	6,506	7,417	17,064	33,696
Median Household Size	3.40	3.33	3.15	3.22
<b>Education (Adults 25+)</b>				
High School or Greater	83.71%	83.94%	76.01%	78.04%
High School or GED	24.54%	24.64%	24.97%	25.23%
Some College	25.97%	26.19%	23.38%	24.51%
Associate Degree	10.16%	10.07%	9.81%	10.45%
Bachelor's Master's, Prof. or PhD	23.04%	23.04%	17.86%	17.04%
<b>Income</b>				
HH < \$50,000	26.71%	27.06%	41.00%	40.77%
HH \$50,000-\$75,000	12.90%	13.08%	15.83%	15.81%
HH \$75,000-\$100,000	16.22%	15.95%	13.74%	12.32%
HH >\$100,000	44.18%	43.91%	29.42%	31.10%
Median Household Income	\$91,330	\$90,755	\$63,095	\$63,760
Average Household Income	\$113,556	\$113,375	\$86,431	\$88,813
Median Home Value	\$392,983	\$393,182	\$364,787	\$357,456

**NOTE:** Ethnicity calculations do not equal 100% due to multi-ethnic classification by Census Bureau

**SOURCES:** US Census Bureau, Claritas, CA Dept. of Finance, American Community Survey, Caltrans, AlphaMap, Development Management Group, Inc.

# Economic Statistics for the City of Imperial, California

## Over \$400 million of annual retail demand in a 3-mile radius

### Retail Opportunities (Estimated 2025 Consumer Expenditures)

(Centroid: Highway 86 and 15th Street, Imperial, CA)

RETAIL CATEGORY	CITY LIMITS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS
Total Retail Demand	\$ 468.10 MM	\$ 535.04MM	\$ 1.06 Billion	\$ 2.14 Billion
Motor Vehicle Sales	\$ 69.62 MM	\$ 79.89 MM	\$ 158.14 MM	\$ 320.45 MM
Automotive Parts	\$ 7.59 MM	\$ 8.65 MM	\$ 16.63 MM	\$ 33.08 MM
Home Furnishings	\$ 6.99 MM	\$ 8.05 MM	\$ 16.47 MM	\$ 33.54 MM
Electronics	\$ 5.06 MM	\$ 5.78 MM	\$ 11.48 MM	\$ 23.20 MM
Building Materials	\$ 24.29 MM	\$ 27.95 MM	\$ 55.78 MM	\$ 114.04 MM
Food/Beverage (Grocery)	\$ 55.38 MM	\$ 63.04 MM	\$ 123.90 MM	\$ 249.27 MM
Pharmacies & Drug (w/HABA)	\$ 22.58 MM	\$ 25.81 MM	\$ 51.28 MM	\$ 103.96 MM
Gasoline Stations	\$ 39.09 MM	\$ 44.32 MM	\$ 84.88 MM	\$ 169.07 MM
Clothing	\$ 18.50 MM	\$ 21.09 MM	\$ 41.41 MM	\$ 83.13 MM
Sporting Goods	\$ 6.20 MM	\$ 7.07 MM	\$ 13.93 MM	\$ 28.07 MM
Office Supplies	\$ 1.49 MM	\$ 1.70 MM	\$ 3.40 MM	\$ 6.86 MM
Full-Service Restaurants	\$ 29.82 MM	\$ 34.16 MM	\$ 68.01 MM	\$ 137.41 MM
Limited Service Restaurants	\$ 25.62MM	\$ 29.30 MM	\$ 58.12 MM	\$ 117.14 MM
Projected Annual Growth Rate	2.69%	2.58%	1.59%	1.41%



The City of Imperial is located in the heart of the Imperial County, a region boasting an overall population in excess of 180,000 full-time residents.



To receive additional information regarding the retail opportunities in the City of Imperial, California contact:

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### Traffic Counts from Highway 86 (Imperial Avenue)

LOCATION	AHEAD PEAK MADT	ANNUALIZED AVERAGE AADT
State Highway 86 & Wall Road	25,800	9.40 MM
State Highway 86 & Aten Road	24,700	9.02 MM
State Highway 86 & Second Street	25,700	9.37 MM
State Highway 86 & Fourth Street	25,000	9.13 MM
State Highway 86 & Barioni Blvd/Worthington	23,800	8.67 MM
State Highway 86 & Twelfth Street	23,100	8.44 MM
State Highway 86 & Fifteenth Street	20,700	7.55 MM
Highway 86 & Neckel Road	19,200	7.02 MM

### Mobility Data (Mobile Phone Tracking to Specific Locations)

LOCATION	TOTAL MONTHLY	TOTAL ANNUAL (TRAILING 12 MONTHS)
Arco	26,223	314,673
AutoZone	3,523	42,273
Rocket / 76 Gasoline	9,890	118,674
Dodge/Jeep/Ram	4,016	48,197
Donut Avenue	5,759	69,106
Imperial Movie Theatre	4,790	57,483
Kia	1,889	22,673
McDonalds	19,295	192,950
Napa Auto Parts	3,561	42,732
Nissan	5,348	64,173
Sherman Williams	1,491	17,888
Starbucks	10,648	127,781
Subway	12,753	153,038
Sunbelt Rentals	2,273	27,272
Toyota	3,597	43,167
Watermill Express	2,416	28,996