

SOMERTON ARIZONA



GROWTH STORY

+3,800

New residents incoming — based on 1,000 approved homes × 3.8 avg household size

27%

Projected population increase by 2030

9

Planning & zoning approved subdivisions and multifamily communities

1,000

Approved residential units in pipeline

Source: City of Somerton planning & zoning approvals. These figures are NOT reflected in Census-based projections.

AVAILABLE LAND

Shovel Ready

City-owned commercial parcels, utilities on site

20c

City-owned commercial development underway

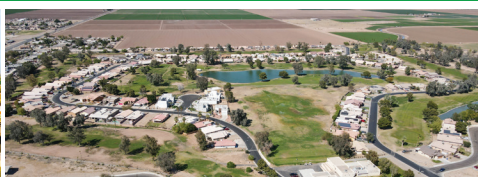
300± ac

Zoned light industrial & commercial. Infrastructure required.

Lots #2, 3, 4, 5 available. Lots #1, 6, 7, 8 sold.



Vecteezy.com



ECONOMIC DEVELOPMENT
CITY OF SOMERTON, ARIZONA

City of Somerton
(928) 722-7400
www.somertonaz.gov



Jazmin Zamudio
Economic Development Director
(928) 722-5085 | (928) 655-3413
jazminzamudio@somertonaz.gov

SPENDING & MARKET OPPORTUNITY

\$35,192

Average spending power per household (Placer.ai)

10K–20K

Daily traffic count (Placer.ai)

172

Residents per business in Somerton — major retail gap indicator

75

Total businesses in Somerton (2024 est.)

1,461

Total employees in Somerton (2024 est.)

Source: Retail Coach Summary Profile 2024. High resident-to-business ratio signals significant underserved retail demand.

KEY RETAIL ALREADY IN MARKET



Source: The Retail Coach Market Snapshot. Shows established demand — not saturation.

DEMOGRAPHICS (CENSUS / RETAIL COACH ESTIMATES)

87%

Hispanic population

29.2

Median age

\$76,370

Average household income

3,580

Estimated households

\$62,230

Median household income

12,917

Estimated population



3 mile radius

5 mile radius

15 minute drive

AVG HOUSEHOLD INCOME

\$76,205

\$80,143

\$94,485

MEDIAN HOUSEHOLD INCOME

\$66,565

\$68,557

\$76,853

PER CAPITA INCOME

\$21,342

\$22,837

\$28,528

Somerton City (2024 est.)



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