

City of Somerton, Arizona

Situational Analysis Report

June 2026

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IMAGINE SOMERTON 2032

About the Report

This report was produced as part of the creation of a comprehensive and sustainable five-year Strategic Plan for the City of Somerton in Arizona, looking out to 2032.

This situational analysis report includes demographic, livability, and economic data, including a comparison with a group of peer communities. Its purpose is to help build on Somerton's current success and incorporate new actions to maintain this success over the next 5 years. The outcome of this process will be used to produce a robust, comprehensive and sustainable Strategic Plan

These reports and the associated data analysis are available on the project portal: https://lab2.future-iq.com/imagine-somerton/







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Key Findings

Somerton's population has grown by **2.0% since 2010**, with a relatively young **median age of 31.3 years**. The city has a strong working-age population (**62.7%**) and a balanced gender distribution.

Somerton remains overwhelmingly **Hispanic/Latino**, though the city is gradually becoming more diverse. The population is supported by a stable middle-income base, with most households earning between **$50,000 and $100,000**.

Somerton has the **highest median household income among peer cities ($74,015)**, although **13.8% of residents live below the poverty line**. The local economy is strongly tied to **agriculture, healthcare, construction, and service industries**, with many residents employed in blue-collar occupations.

The labor market performs relatively well, with the **lowest unemployment rate among peer cities (3.7%)** and a solid **labor participation rate of 58.9%**. However, the city has a relatively small business base, with only **92 registered businesses** supporting the local economy.

Housing in Somerton is relatively stable and moderately affordable, with a **median home value of $232,600** and a price-to-income ratio of about **3.14**. The city also has one of the **highest homeownership rates among peer cities (73.7%)**, reflecting strong residential stability.

Somerton School District operates **16 schools** and serves more than **14,000 enrolled students district-wide**, indicating relatively strong educational infrastructure for the region.

About **76.0% of Somerton residents have health insurance coverage**, with many residents relying on **public insurance programs (45.6%)**. Private insurance access remains comparatively lower, indicating continued dependence on public healthcare support.

Transportation plays a major role in household spending, with residents spending **32% of income on transportation** and **21% on housing**. The city is heavily car-dependent, with **91.4% of workers driving alone to work**. Somerton also has strong commuter outflows, with **90.1% of employed residents working outside the city**, while **85.3% of jobs within Somerton are filled by commuters from outside the city**

1.1 | Community Snapshot

Somerton, Arizona, has experienced a modest population **growth** of **2%** since **2010**. The median age is **31.3 years**, suggesting a younger population.

The median household income stands at **$74,015.** However, **13.8%** of the population lives below the poverty line. Housing in Somerton is affordable, with a median home value of **$232,600** and a **price-to-income ratio** of about **3.14**, which is within than the national average of **3 to 5**. Home ownership is high at **73.7%**, which indicates a strong asset ownership among residents.

The employment rate is at **51.9%,** with a labour participation rate of **58.9%**. Somerton's economy is primarily driven by **agriculture-related activities, healthcare, and service** industries. many residents are employed in **farming, fishing, forestry, and construction** related occupations.

Demographic and Socio-Economic Summary

Population (2010)	14,287
Population (2024)	14,574
Median Age	31.3 Years
Employment Rate	51.9%
Labor Participation Rate	58.9%
Median Household Income	$74,015
Median Home Value	$232,600
Population Below Poverty Line	13.8%
Home Ownership Rate	73.7%
Major Occupations	Farming, Fishing, & Forestry Occupations
	Construction & Extraction Occupations
Major Industries	Agriculture, Forestry, Fishing & Hunting
	Health Care & Social Assistance
	Accommodation & Food Services

Sources: (2024) ACS 5-Year Estimates Data Profiles, 2010 Decennial Census

1.2 | Comparable Peer Cities

Demographic and Socio-economic Summary of peer cities

Somerton stands out among its peers for the **highest median household income**, despite having a smaller population. Its relatively youthful population further highlights its position as one of the more economically prosperous cities in the group.

Somerton, Arizona

Population	Median Age	Median Household Income
14.5K	31.3	$74,015 ●●●●●

Brawley, California

Population	Median Age	Median Household Income
27.2K	30.6	$59,311 ●●●○○

San Luis, Arizona

Population	Median Age	Median Household Income
37.3K	33	$59,400 ●●●○○

Hereford, Texas

Population	Median Age	Median Household Income
14.8K	29.4	$56,868 ●●●○○

Douglas, Arizona

Population	Median Age	Median Household Income
15.9K	34.4	$42,019 ●○○○○

Nogales, Arizona

Population	Median Age	Median Household Income
19.8K	36.4	$43,214 ●○○○○

Sources: (2024) ACS 5-Year Estimates Data Profiles

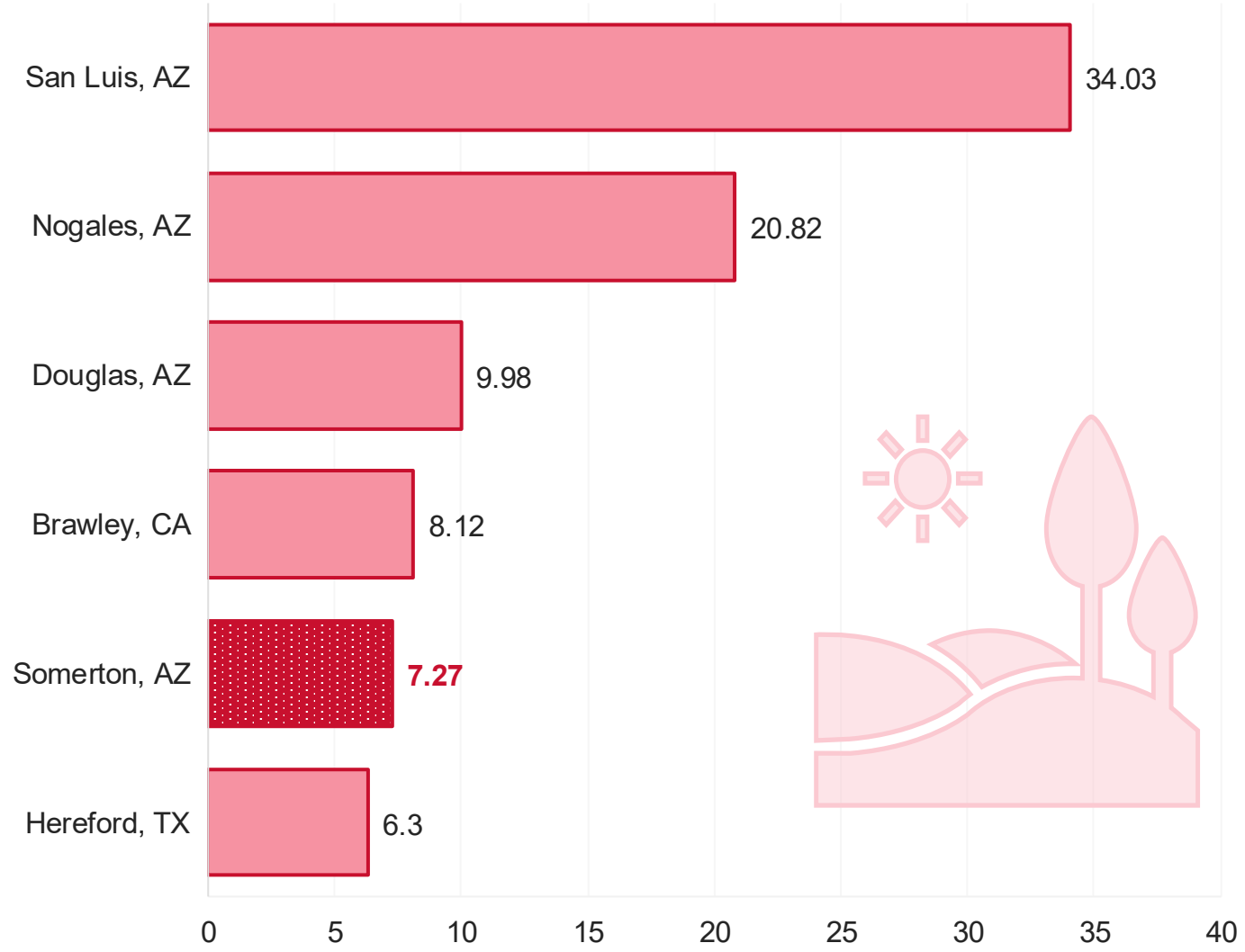
2.1 | Land Size

Somerton is one of the **smallest** cities among its peers, covering **7.27 square miles**, only slightly larger than Hereford, TX (**6.3 sq. miles**).

It is smaller than nearby cities like Brawley (8.12 sq. miles) and Douglas (9.98 sq. miles), and much smaller than Nogales (20.82 sq. miles) and San Luis (34.03 sq. miles).

Overall, this shows that Somerton has a relatively **compact land size** compared to most of the other cities.

Land Size Comparison – Somerton, AZ vs. Peer Cities

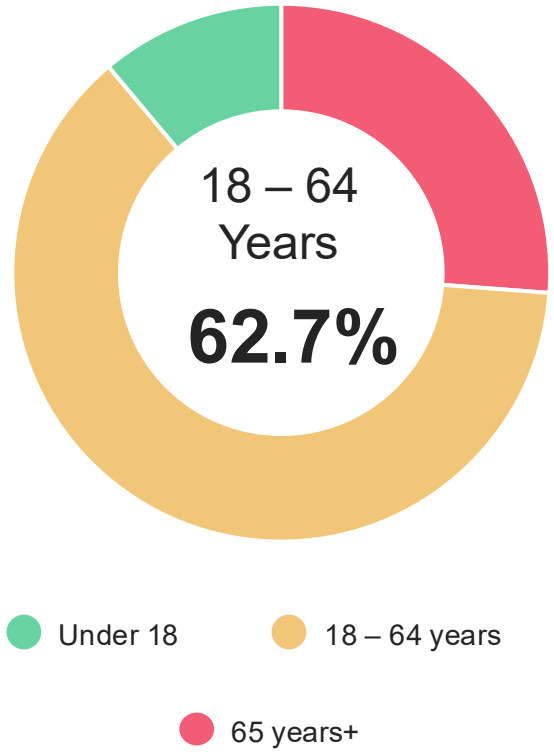


Sources: (2024) ACS 5-Year Estimates Data Profiles

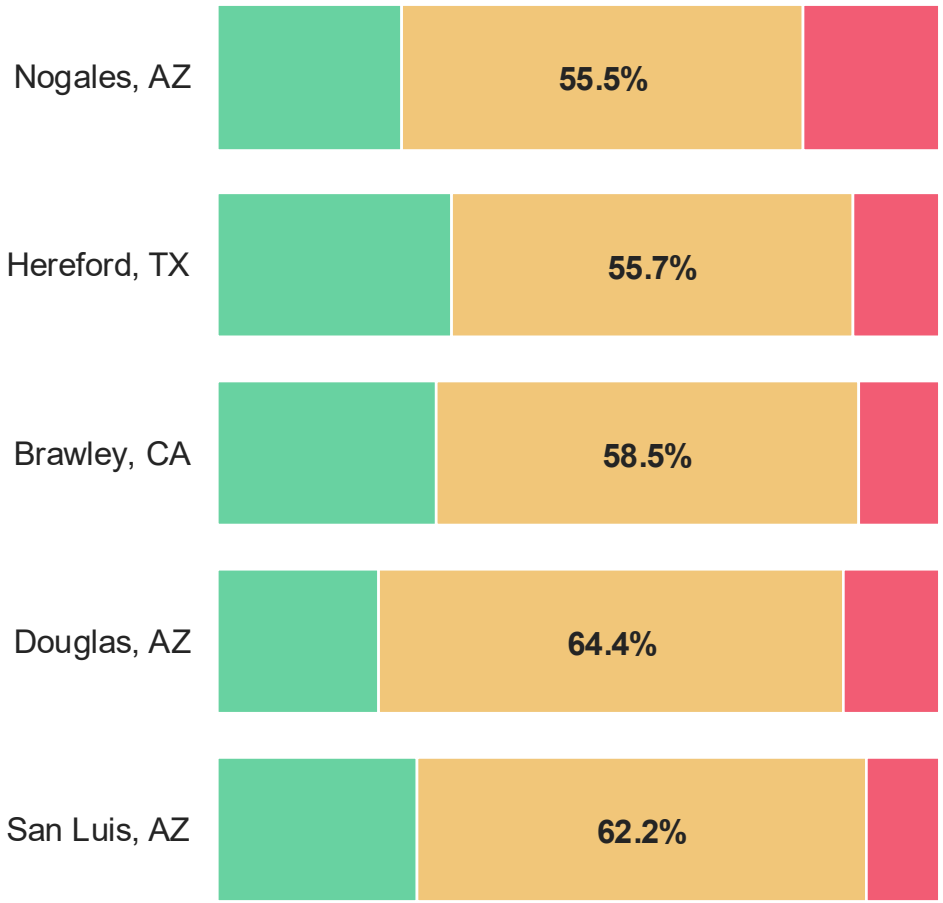
2.2 | Age Distribution

Age distribution of residents in Somerton, AZ vs. peer cities

Somerton, AZ



Peer Cities



Somerton has a relatively **large working-age population**, with **62.7%** of residents aged 18–64.

This is **higher than most peer cities** and close to San Luis (62.2%), though slightly below Douglas (64.4%), which has the highest share.

In comparison, cities like Nogales (55.5%), Hereford (55.7%), and Brawley (58.5%) have smaller working-age populations.

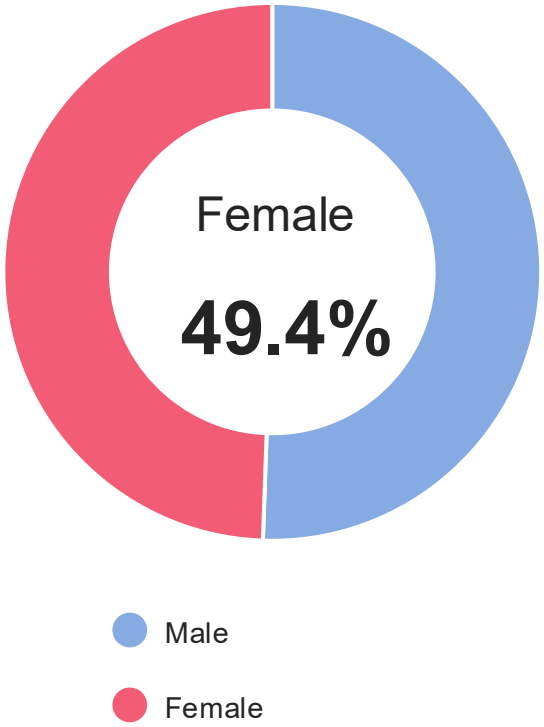
This means Somerton has **fewer dependents** (children and older adults) relative to its population size, which can support a stronger local workforce and reduce pressure on services for younger and older residents.

Sources: (2024) ACS 5-Year Estimates Data Profiles

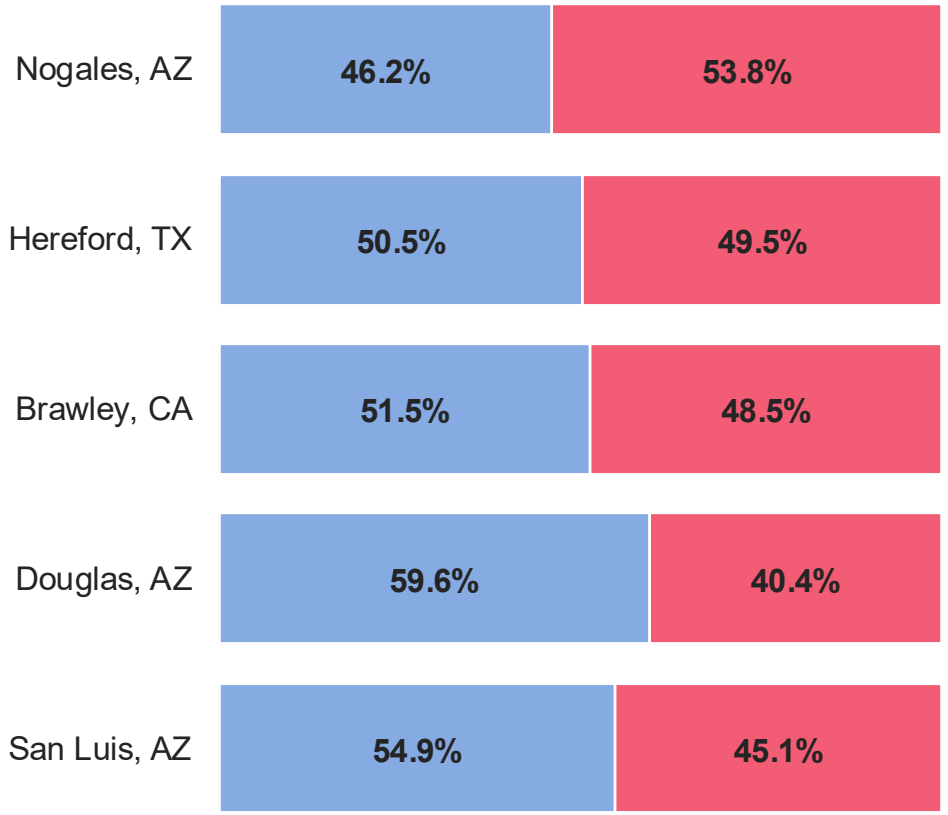
2.3 | Sex Distribution

Gender distribution of residents in Somerton, AZ vs. peer cities

Somerton, AZ



Peer Cities



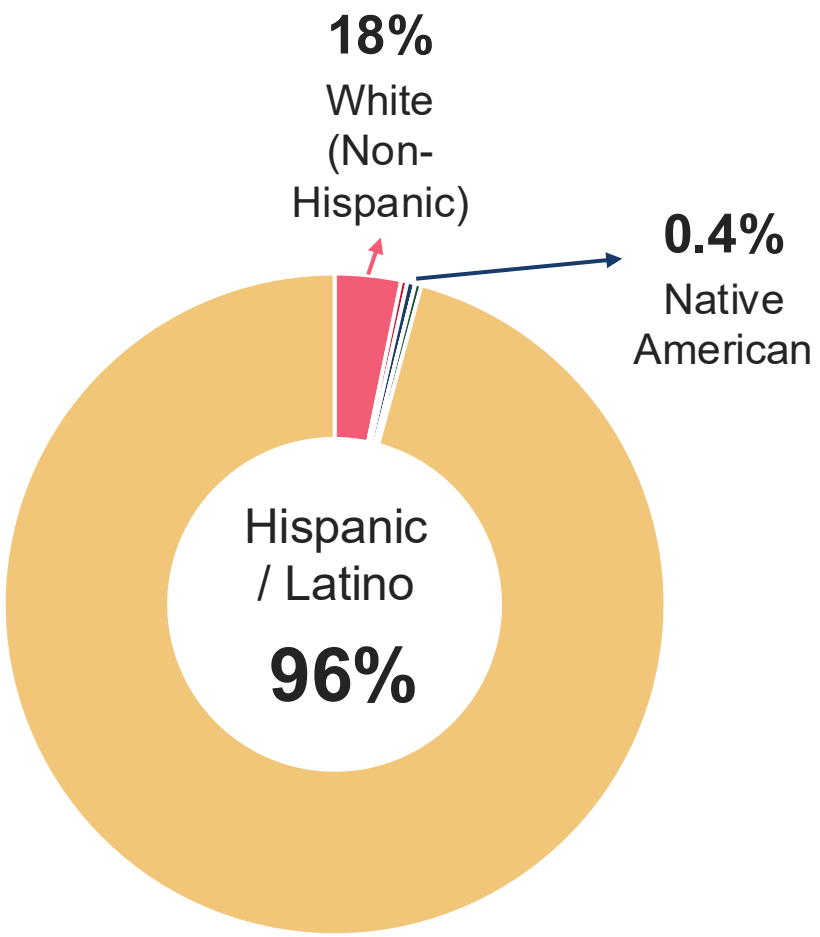
Somerton has a nearly **balanced gender distribution**, with females making up **49.4%** of the population and males slightly higher. This places Somerton close to an even split compared to its peer cities.

In contrast, cities like Nogales (53.8% female) have a higher share of females, while others such as Douglas (59.6% male) and San Luis (54.9% male) show a stronger male majority. Hereford is the most balanced among peers, with an almost equal split (50.5% male, 49.5% female).

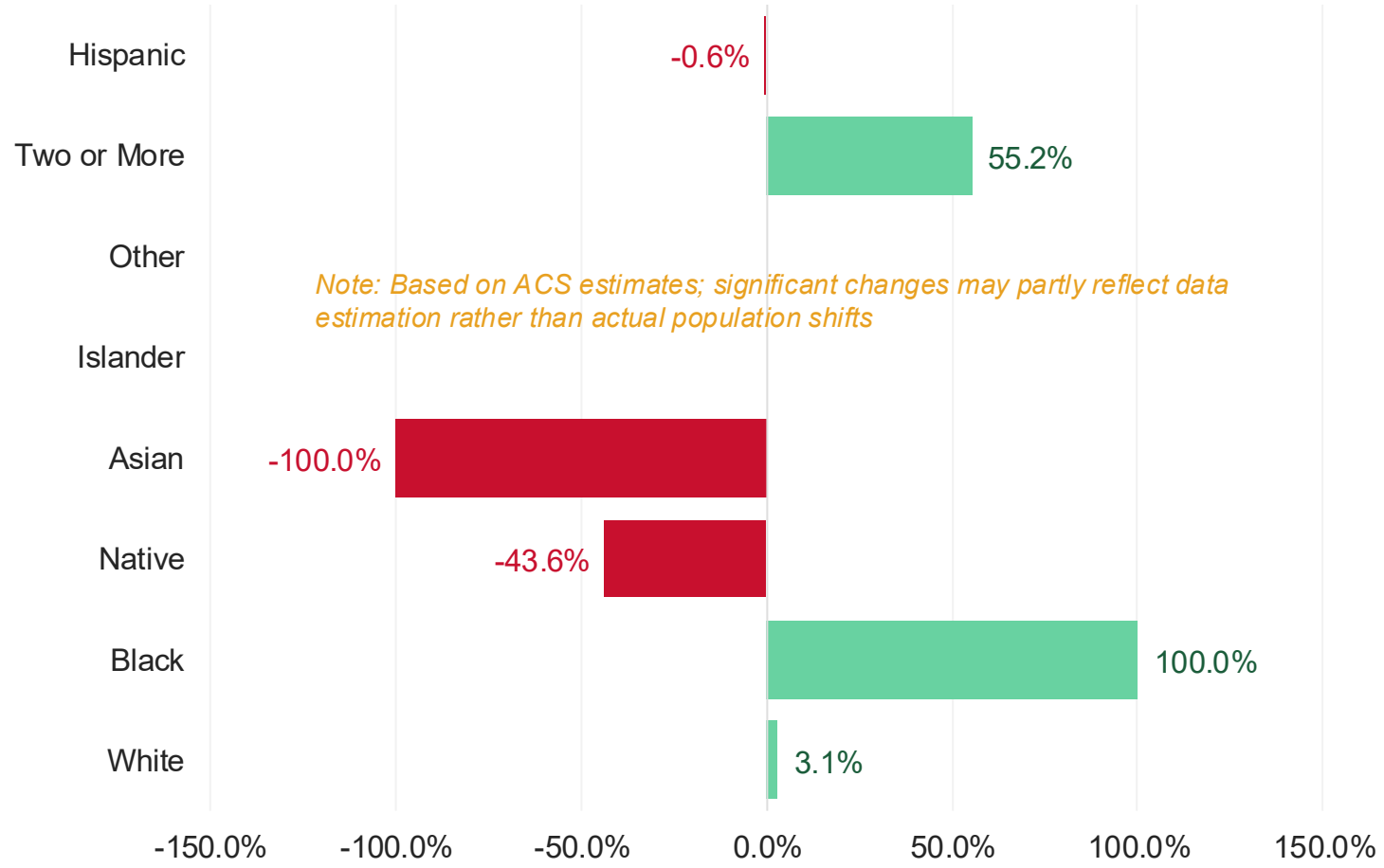
Overall, Somerton's balanced gender distribution suggests a **stable demographic structure** without a strong gender skew.

Sources: (2024) ACS 5-Year Estimates Data Profiles

2.4 | Racial Distribution



Change in Racial Ethnicities in Somerton, AZ (2014 - 2024)



Somerton's population is **overwhelmingly Hispanic/Latino**, making it one of the least racially diverse profiles among typical U.S. cities. However, recent trends show gradual diversification, with increases in Black residents and individuals identifying with two or more races, even as some groups have declined.

Sources: (2014 & 2024) ACS 5-Year Estimates Data Profiles

2.5 | Median Household Income

Distribution of Household Income in Somerton, AZ vs. peer cities (2024)

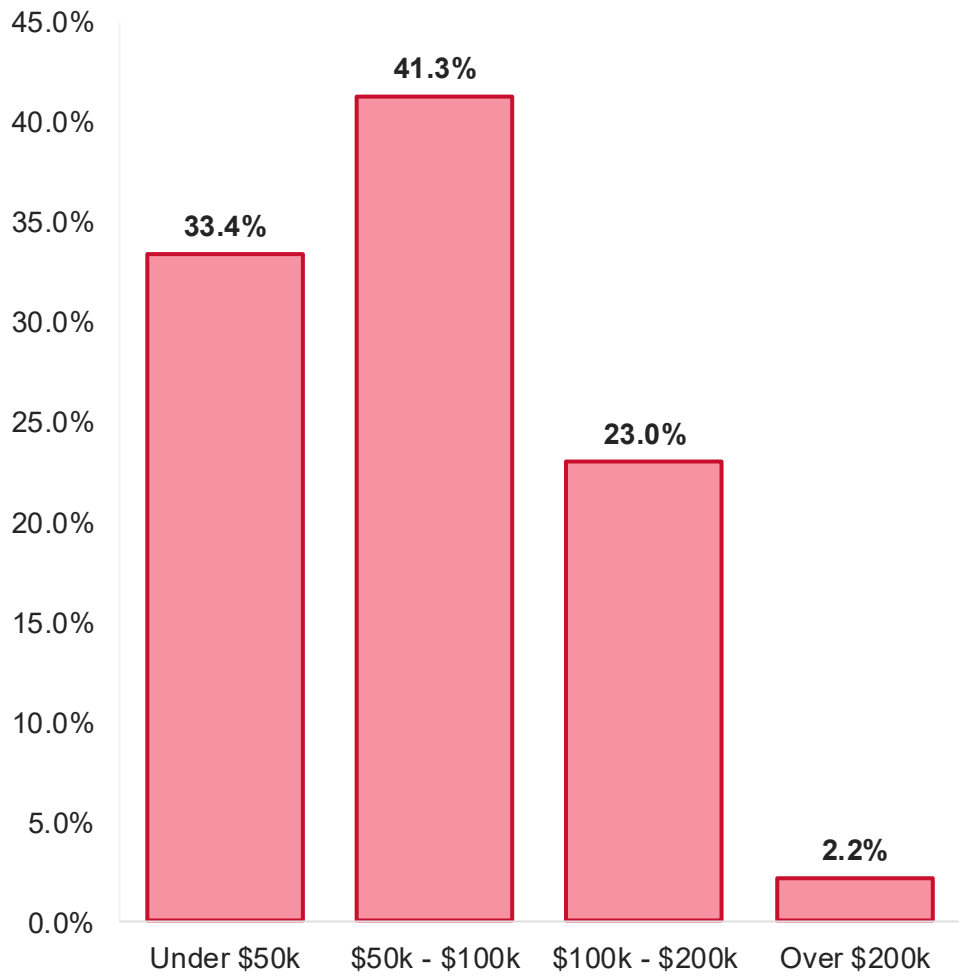
$74,015
Household Income

$25,658
Per Capita Income

Somerton's income distribution is concentrated in the middle-income range. Most households **(41.3%)** earn between **$50,000 and $100,000**, while another 23.0% earn between $100,000 and $200,000. **About one-third (33.4%) earn below $50,000**, and only a small share (2.2%) earn above $200,000.

Overall, this shows that Somerton has a strong and **stable middle-income base**, with fewer very high-income households.

Its median household income of **$74,015 is higher than all its peer cities**, indicating that, on average, residents are better off financially compared to nearby cities.



Peer Cities (HI)

Brawley, CA
$59,311

Douglas, AZ
$42,019

Hereford, TX
$56,868

Nogales, AZ
$43,214

San Luis, AZ
$59,400

Sources: (2024) ACS 5-Year Estimates Data Profiles, CensusReporter

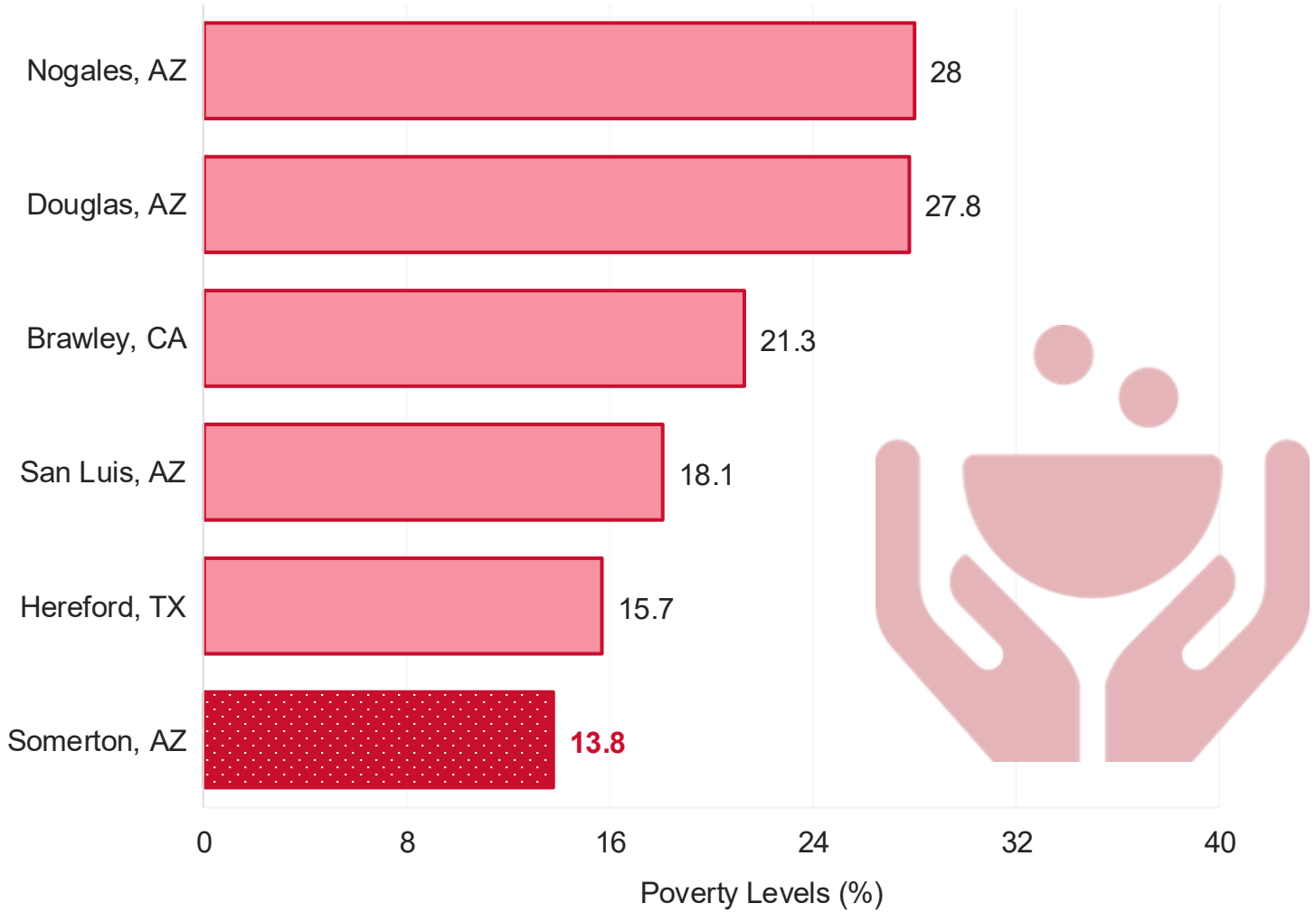
2.6 | Poverty Levels

Somerton's poverty rate is **13.8%**, making it the **lowest** among its peer cities.

It is lower than Hereford (15.7%) and San Luis (18.1%), and significantly below Brawley (21.3%), Douglas (27.8%), and Nogales (28.0%), which have the highest poverty levels.

This indicates that Somerton is **relatively better off** compared to its peers, with a smaller share of residents experiencing economic hardship. While poverty is still present, the lower rate suggests stronger overall economic conditions and fewer households under financial strain compared to nearby cities.

Poverty Levels Comparison – Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

2.7 | At-Risk Population

Somerton has a **notable at-risk population** across several groups, including 1,252 residents living with disabilities and 1,625 people aged 65 and older.

In addition, **2,018 households** live below the poverty level, while **1,285 households** receive SNAP benefits, indicating ongoing economic vulnerability among a portion of residents.

About **12%** of households do not have internet access, highlighting a digital access gap that may limit access to jobs, education, and essential services.

The senior population is relatively balanced at younger elderly ages (65–69), but females make up a larger share in older age groups (70+), particularly between ages 80–84.

This suggests a growing need for targeted support services for older women, especially as age increases.

At – Risk Population in Somerton, AZ (2024)

1,252
Population with Disability

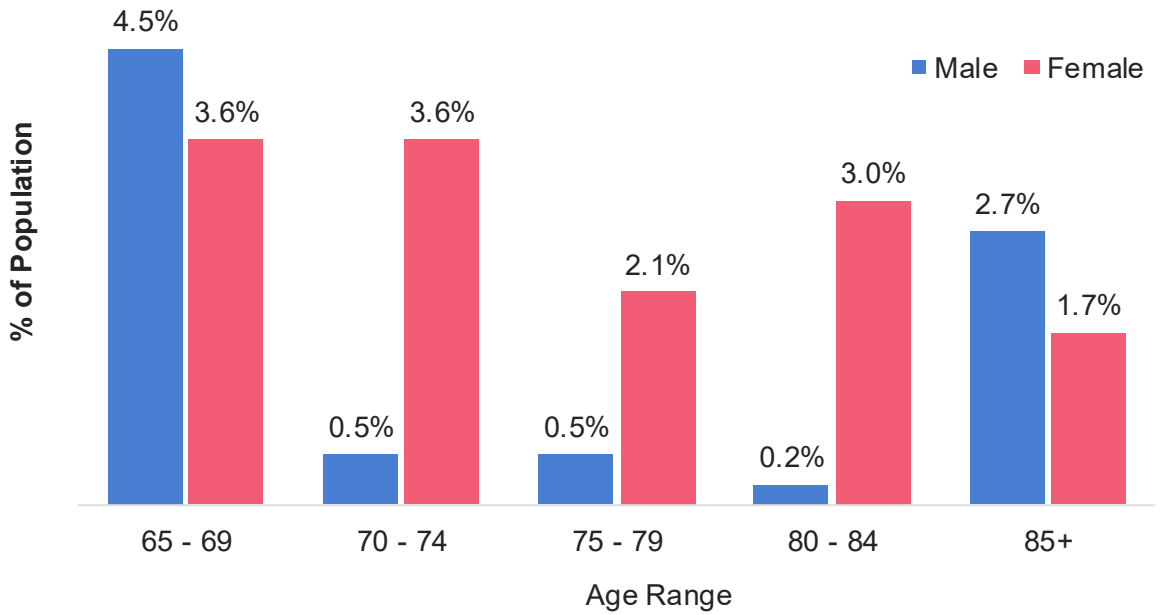
1,625
Population 65+

12%
Households without Internet

2,018
Households Below the Poverty Level

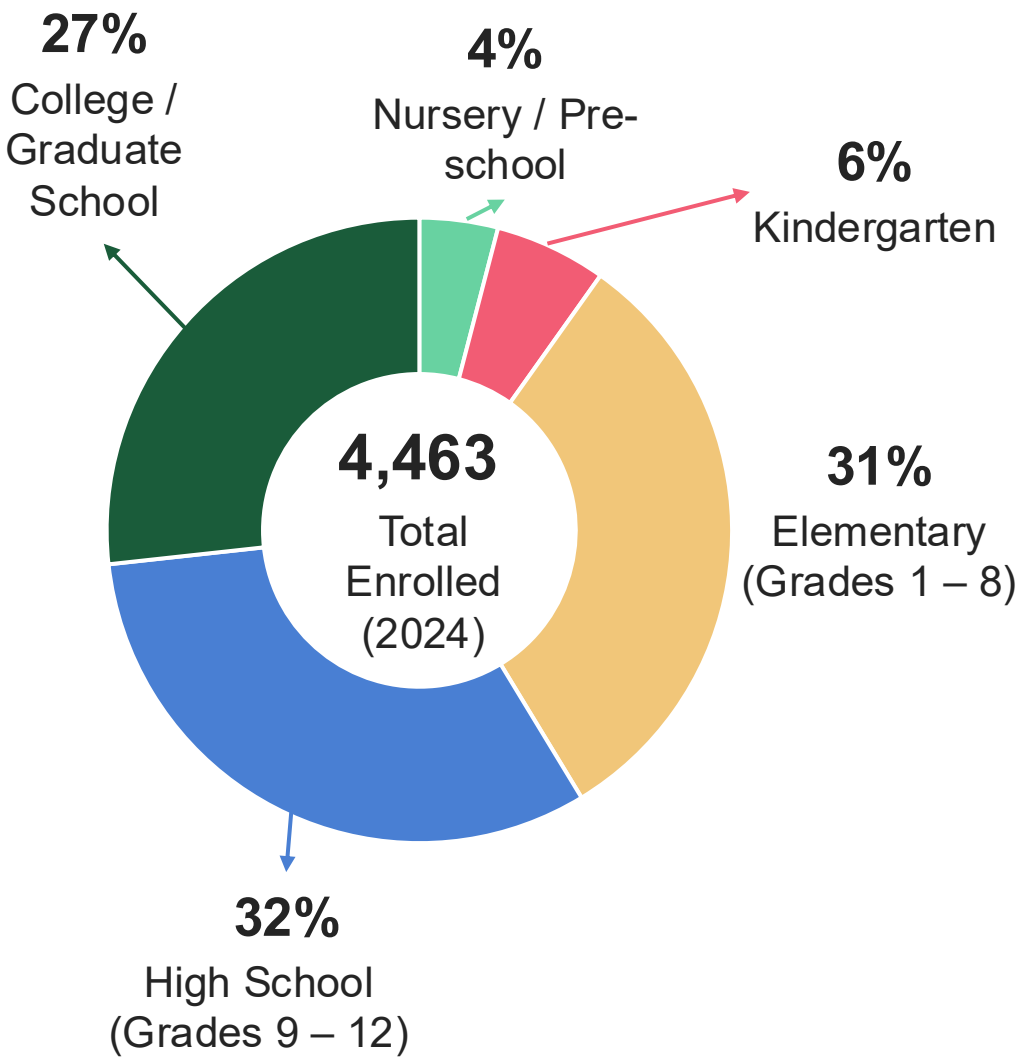
1,285
Households Receiving Food Stamps/SNAP

Senior Population (2024)

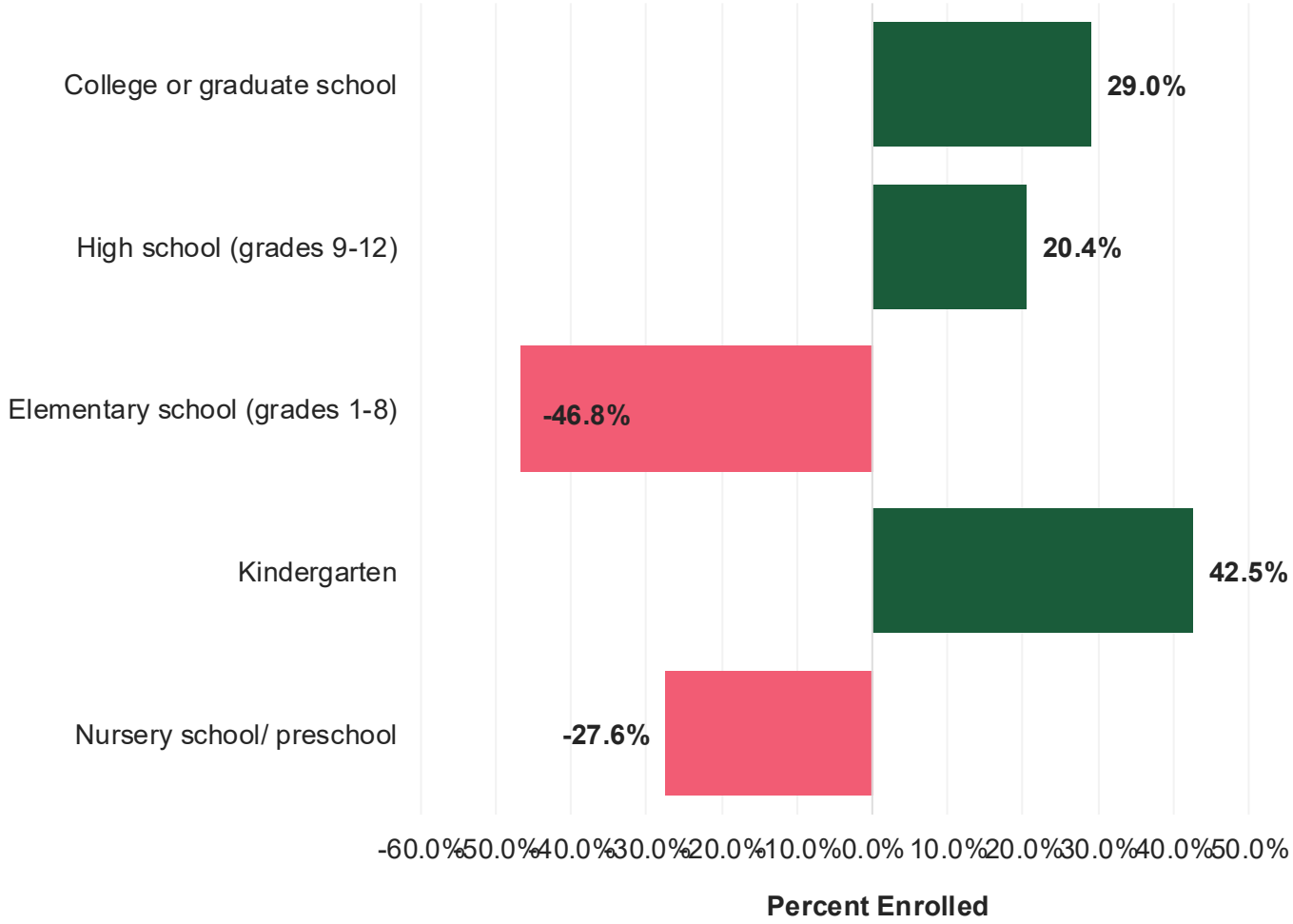


Sources: (2024) ACS 5-Year Estimates Data Profiles

2.8 | School Enrollment



Change in School Enrollments in Somerton, AZ (2014 - 2024)



Sources: (2010 & 2024) ACS 5-Year Estimates Data Profiles

2.9 | Education Attainment

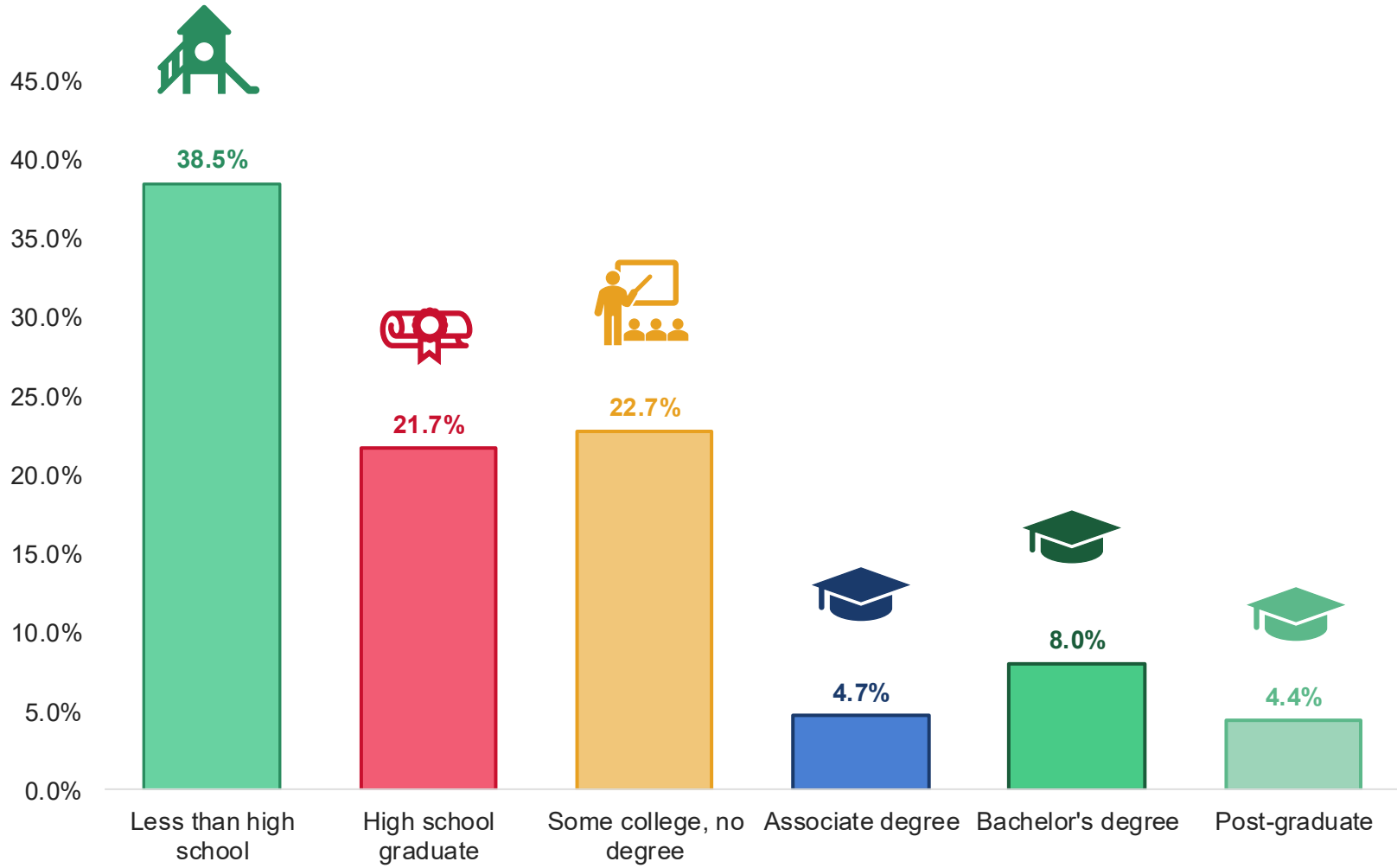
Somerton's educational attainment levels show a **strong concentration at the lower end** of the education spectrum.

A large share of residents aged **25+ (38.5%)** have less than a high school education, while **21.7%** are high school graduates and **22.7%** have some college but no degree.

In contrast, only a small proportion of residents hold higher education qualifications, with **4.7%** having an associate degree, **8.0%** a bachelor's degree, and just 4.4% a postgraduate degree.

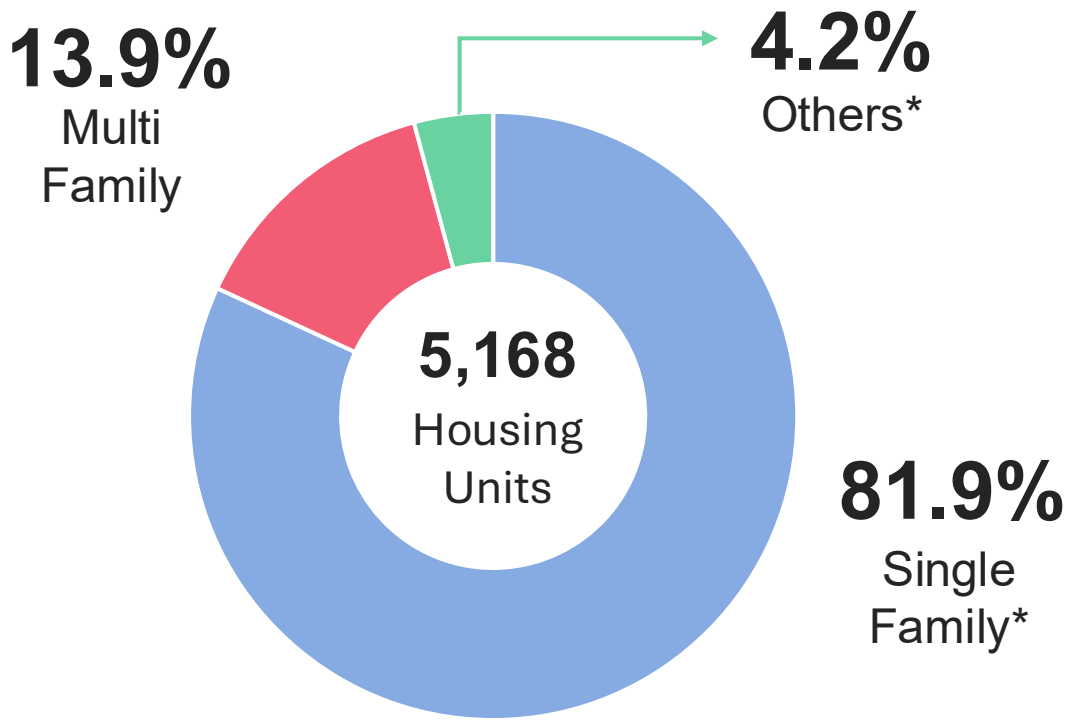
This distribution suggests that while many residents have basic or some post-secondary education, relatively few have completed higher education degrees. This may have implications for access to higher-paying jobs and highlights an opportunity to strengthen education and workforce development pathways in the city.

Somerton Educational Attainment (%) of persons aged 25+ (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

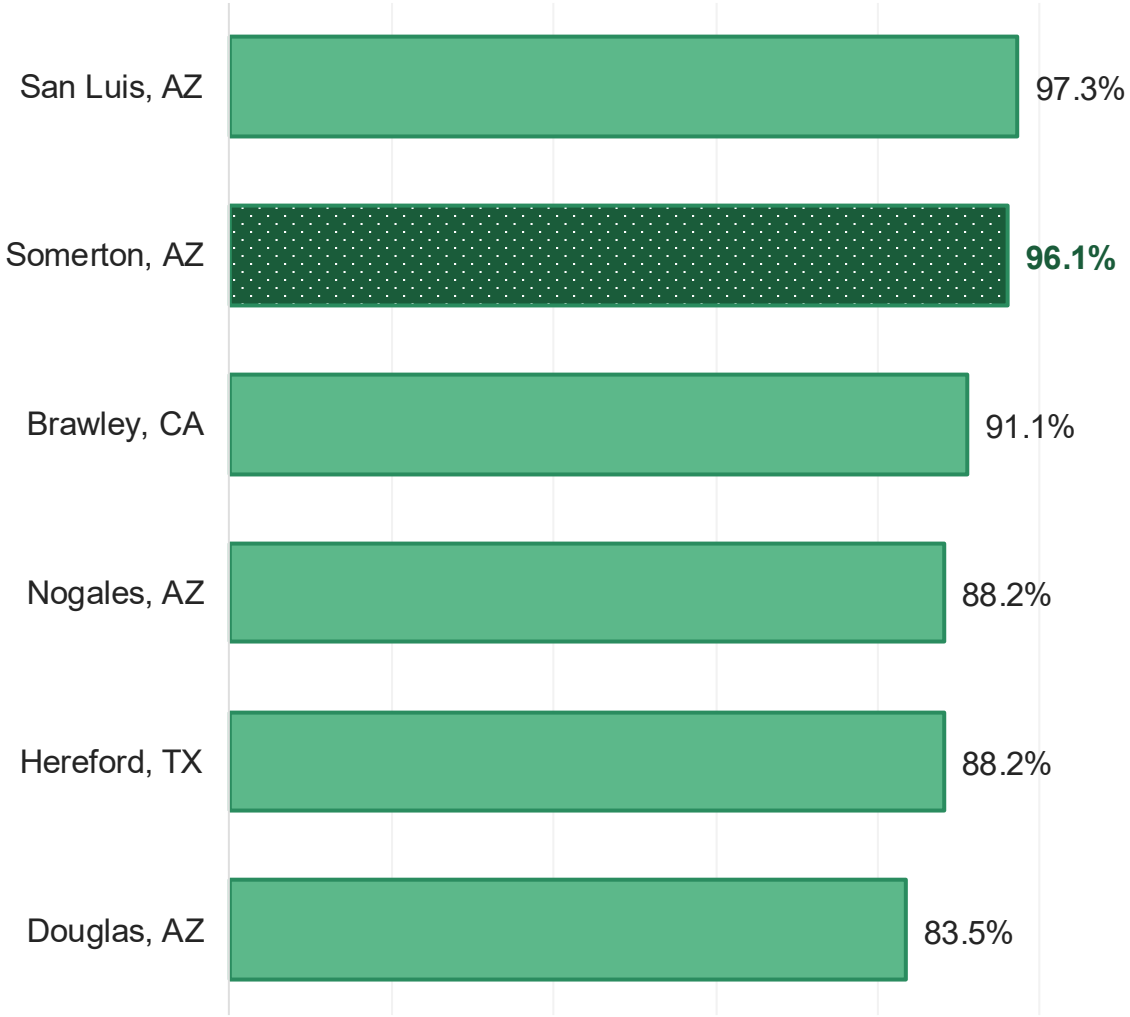
3.1 | Stock Diversity (Single Vs Multi-household)



Because nearly all of Somerton's homes are single-family, the city has few smaller, denser, and typically cheaper options.

**Single-Family includes detached and attached housing types. Other housing types include manufactured housing (mobile homes, boats, RVs, Vans etc.)*

Proportion of Occupied Housing Units in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

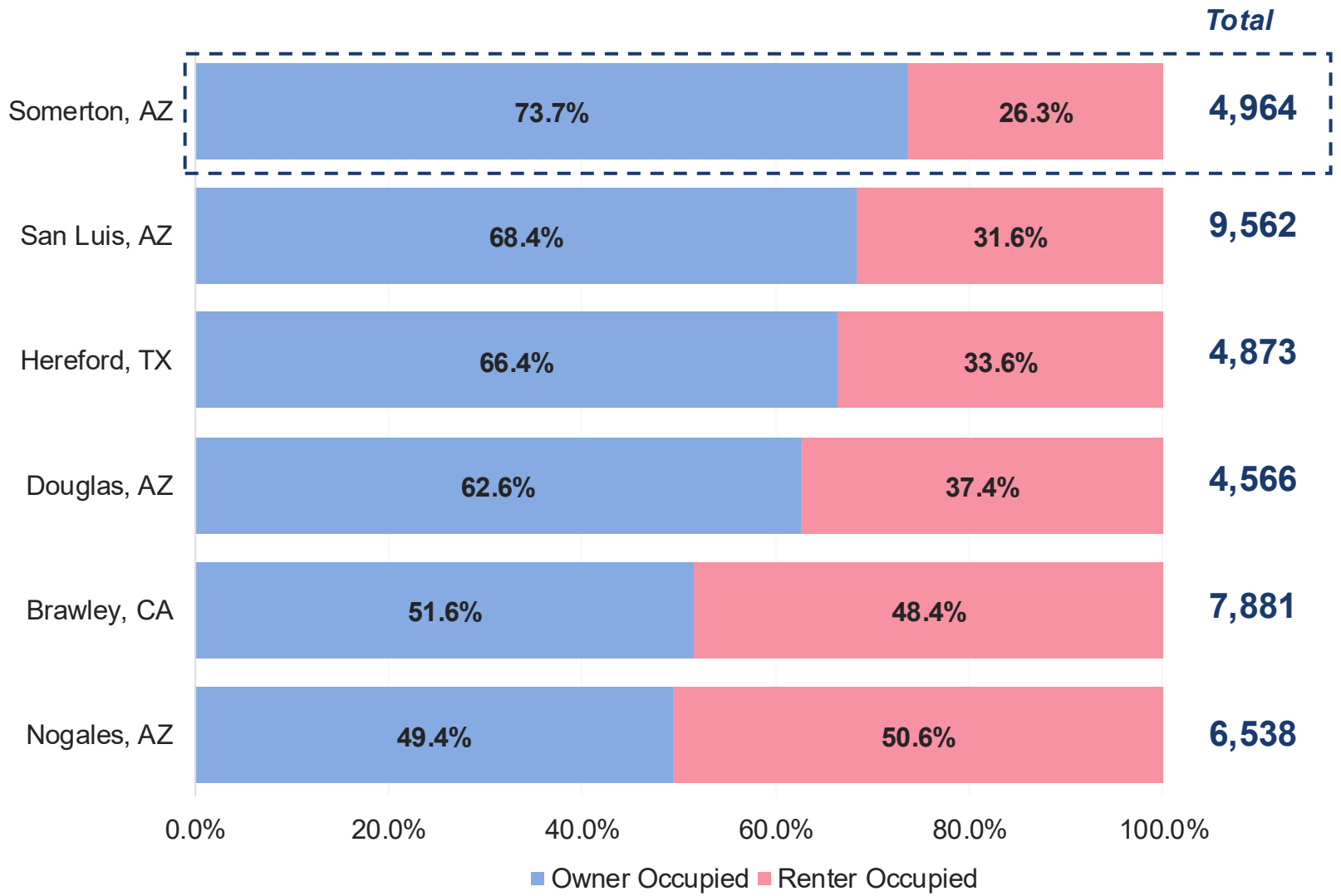
3.2 | Tenure

Somerton's housing market is strongly owner-occupied, with **73.7%** of homes owned and only **26.3%** rented out of a total of **4,964 housing units**.

This gives Somerton the **highest homeownership rate** among its peer cities, ahead of San Luis (68.4%) and Hereford (66.4%), while cities like Brawley (51.6%) and Nogales (49.4%) have much lower ownership levels and a higher reliance on rentals.

Overall, Somerton's high homeownership share suggests greater residential stability and long-term settlement patterns, with a smaller rental market compared to most peer cities.

Share (%) of Owner Versus Rental Occupied Housing Units in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

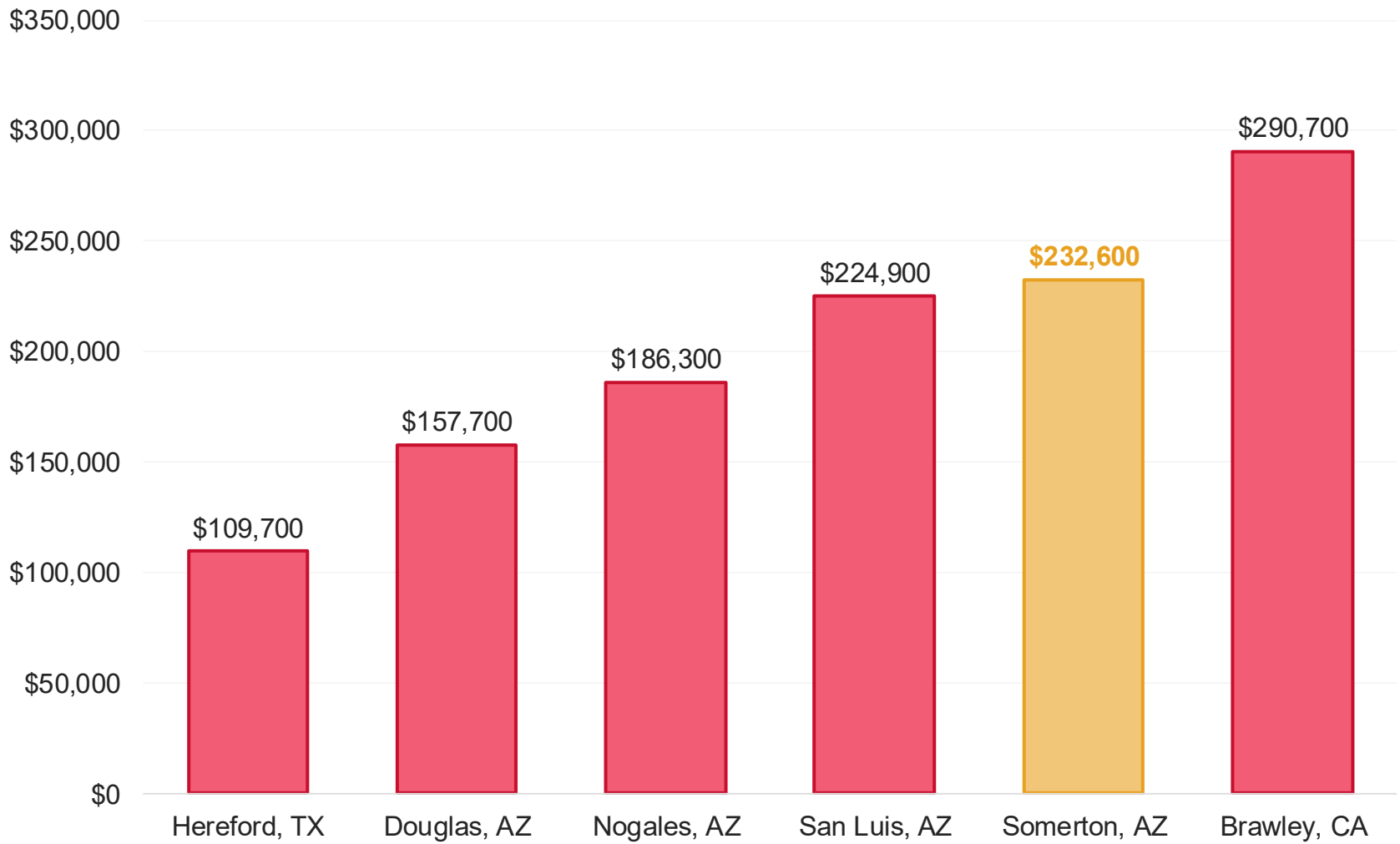
3.3 | Housing Value

Somerton's median property value is **$232,600**, placing it among the higher-priced housing markets within its peer group.

It is higher than San Luis ($224,900), Nogales ($186,300), Douglas ($157,700), and Hereford ($109,700), but slightly lower than Brawley ($290,700), which has the highest property values.

This indicates that Somerton's housing market is relatively strong and moderately expensive compared to most peers, suggesting higher housing demand and lower affordability than in several nearby cities.

Median Property Value for Housing in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

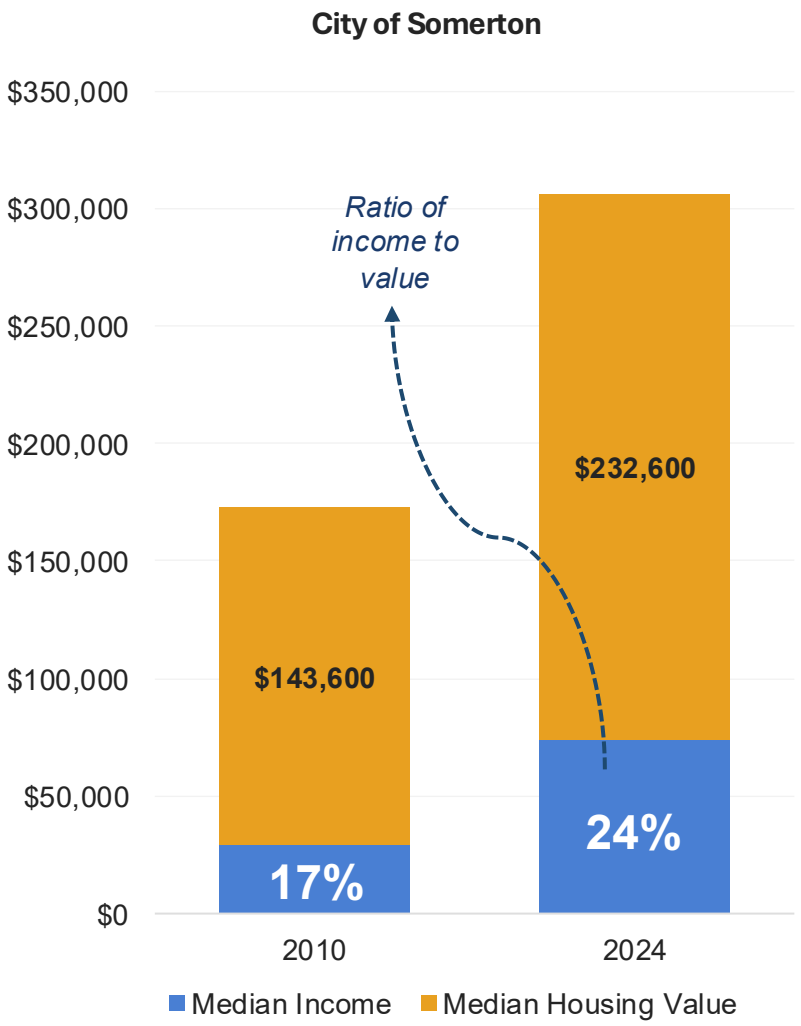
3.4 | Housing Affordability

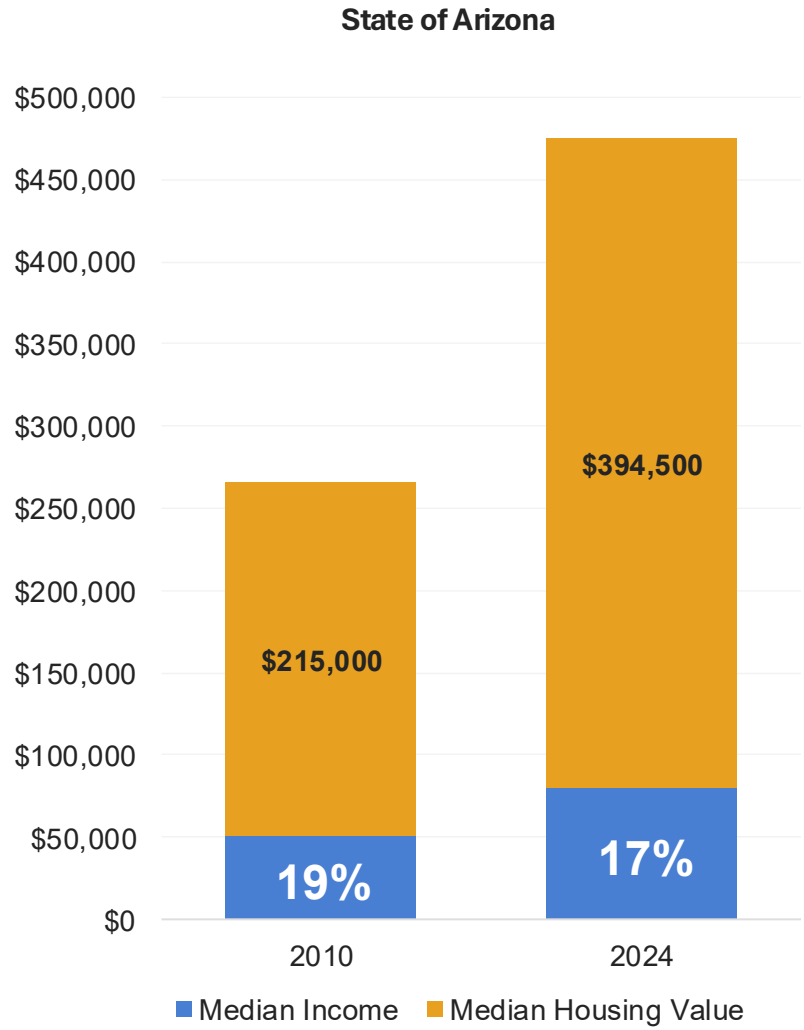
Between 2010 and 2024, Somerton became **more affordable** relative to income. The income-to-property value ratio increased from **17% to 24%**, meaning household incomes grew faster than home prices (from $143,600 to $232,600).

In contrast, **Arizona became less affordable overall**. The ratio dropped from **19% to 17%** as home prices ($215,000 to $394,500) rose faster than incomes.

Overall, this shows that Somerton has improved its housing affordability compared to the state, with incomes keeping up better with rising home values.

Ratio of Median Income to Property Value for Somerton and Arizona (2010 vs. 2024)





Sources: (2010 & 2024) ACS 5-Year Estimates Data Profiles

3.5 | Property Tax

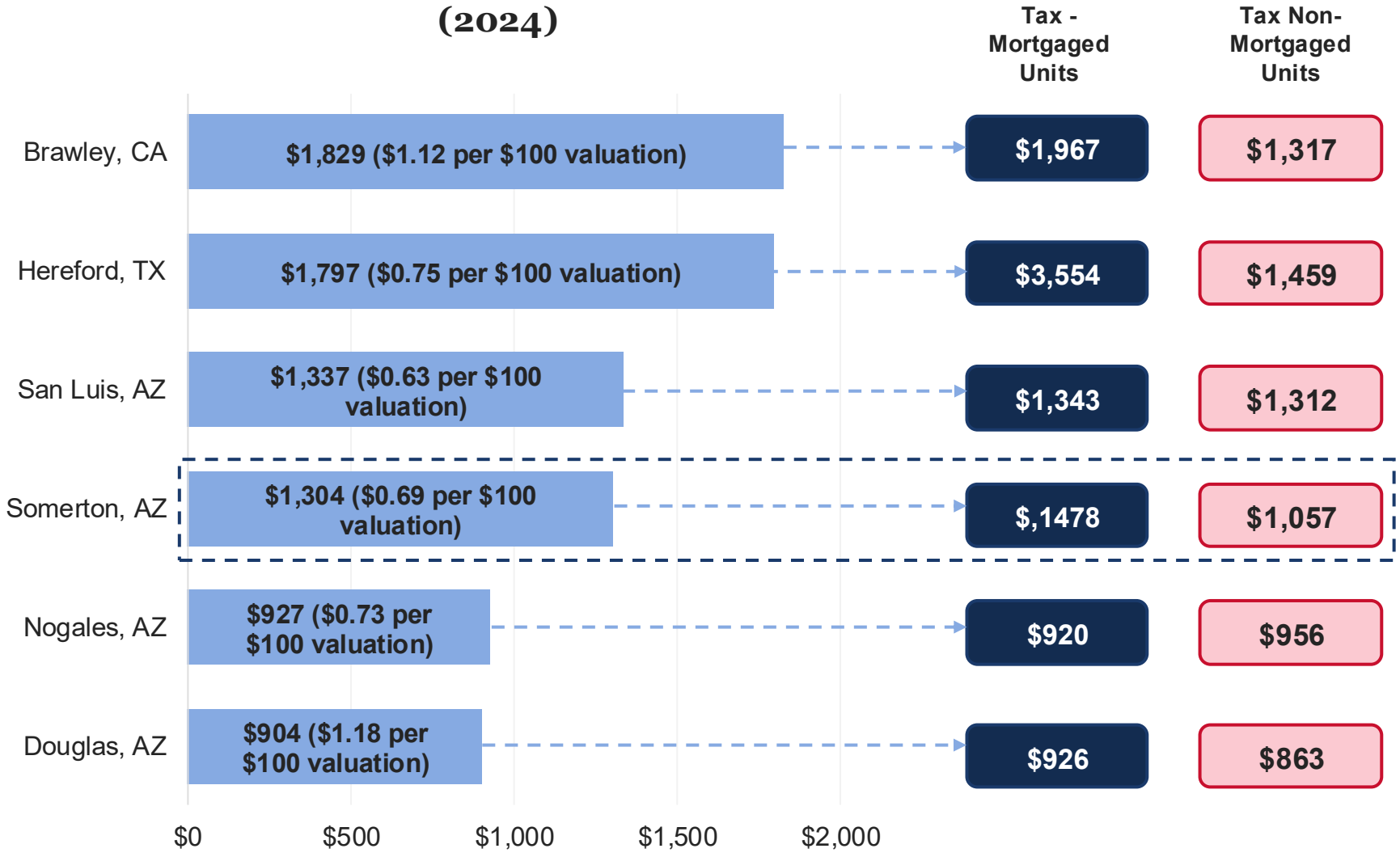
Somerton's median property tax is **$1,304 (about $0.69 per $100 of property value)**, placing it in the mid-range among its peer cities.

It is slightly lower than San Luis ($1,337) and notably below Brawley ($1,829) and Hereford ($1,797), but higher than Nogales ($927) and Douglas ($904).

Homeowners with mortgages in Somerton pay about **$1,478**, while those without mortgages pay around **$1,057**, showing a moderate difference between the two groups.

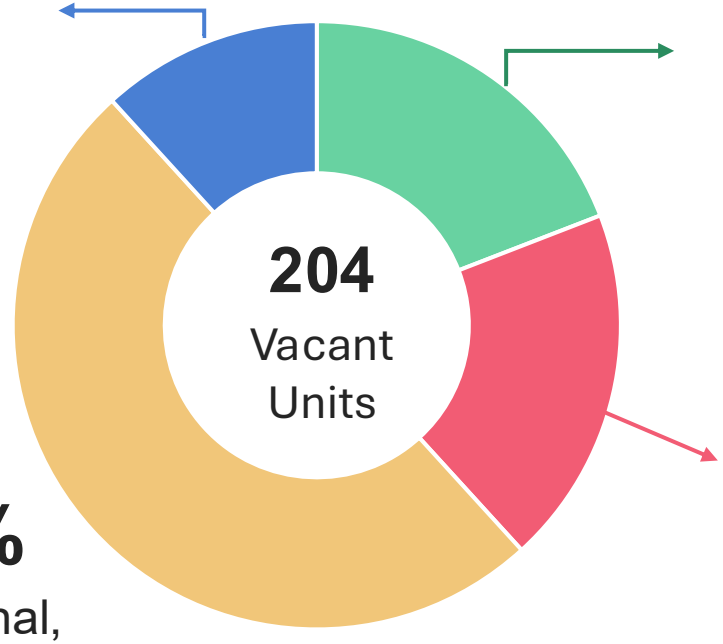
Overall, Somerton's property tax burden is **relatively moderate**; lower than some higher-tax peers but above the lowest indicating a balanced position in terms of housing-related costs.

Median Property Taxes (as well as budgeted property tax) Paid in Somerton, AZ vs. Peer Cities (2024)



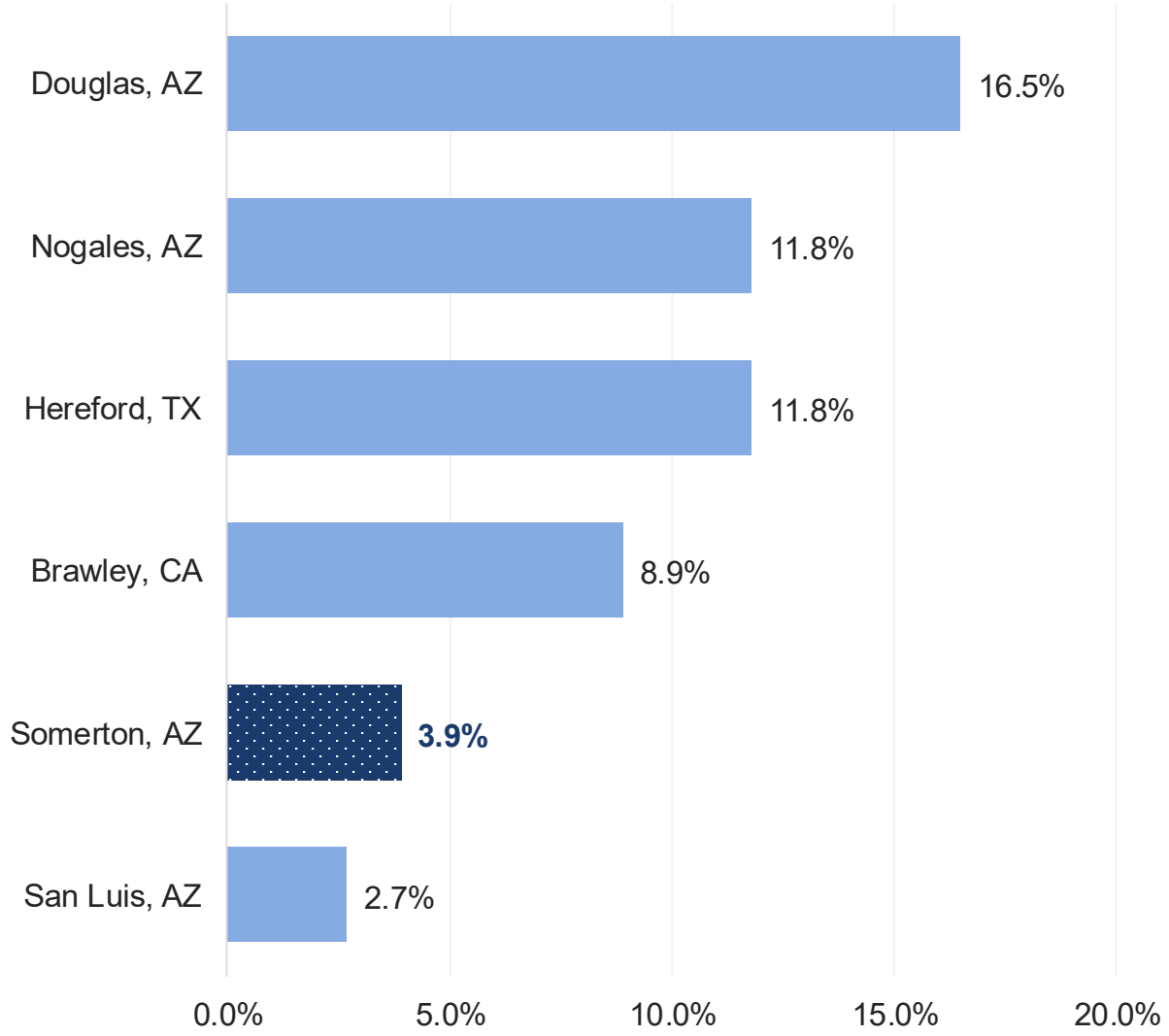
Sources: (2024) ACS 5-Year Estimates Data Profiles

3.6 | Vacancy Rates



Somerton has a **low vacancy rate (3.9%)**, among the lowest in its peer group. Most vacant units are **seasonal (50%)** or temporarily unavailable, meaning few homes are actually on the market.

Proportion of Vacant Housing Units in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

4.1.1 | Livability

The AARA Livability Index

Housing

AARP's housing indicators evaluate **physical accessibility** (zero-step entrances), **diversity** (multi-family share), **affordability** (monthly costs, cost-burden), and **support** (subsidized units per 10k) while also crediting state and local policies.

Engagement

The AARP Livability Index's engagement metrics cover broadband availability, civic-organization density, voting rates, social involvement, and cultural venue access, while policy credits strong voter-participation laws, and local human rights or LGBTQ+ non-discrimination protections.

Opportunity

AARP's opportunity indicators gauge economic equity (Gini), job availability (jobs per worker), education (high school graduation rates), and age diversity; they credit fiscal and labor measures like AAA bond ratings, local minimum wages above the federal floor, and expanded FMLA benefits.

Environment

AARP's environment indicators **assess drinking-water safety** (health-based violation rates), **air quality** (annual unhealthy days, near-roadway exposure), and industrial pollution toxicity using EPA risk-screening data.

Neighborhood

AARP's neighborhood indicators assess **access to essential destinations** (grocery stores, markets, parks, libraries within half a mile; jobs reachable via 45-minute transit or auto commute), **mixed-use vibrancy** (destination diversity, activity density), **personal safety** (crime rate), **neighborhood health** (vacancy rate), and credit transit-oriented development policies.

Transportation

AARP's transportation indicators assess transit frequency, ADA-accessible vehicles and stations, walkability, traffic congestion, household transport costs, speed limits, and fatal crash rates to gauge convenience, affordability, and safety. They also credit state and local policies: Complete Streets, human-services coordination, and volunteer-driver protections that foster inclusive, efficient mobility at neighborhood and metro scales.

Health

The AARP Livability Index's health indicators integrate individual behaviors, access, quality, adult smoking and obesity rates; county-level access to exercise opportunities; primary care availability; preventable hospitalization rates; Medicare hospital patient satisfaction; and credits state and local smoke-free laws.

Sources: AARP Livability Index, 2025

4.1.2 | Livability Index

Livability Index in Somerton, AZ vs. Peer Cities (2025)

	Somerton AZ	Brawley CA	Douglas AZ	Hereford TZ	Nogales AZ	San Luis AZ	Median Peer Cities
Overall	39	48	49	50	51	37	50
Housing Promotes affordability, availability, and accessibility.	56	58	64	61	70	49	56
Neighborhood Focuses on destinations, safety, and mixed-use development.	58	53	43	43	46	50	36
Transportation Concerns convenience, affordability, diversity, and safety	41	59	57	53	50	46	44
Environment Focuses on air and water quality, energy efficiency, and hazard mitigation planning.	32	44	54	66	50	32	57
Health Promotes healthy behaviors, like exercise and smoking cessation.	36	44	43	40	43	33	44
Opportunity Focuses on job availability, government creditworthiness, and graduation rates.	49	61	35	67	50	47	52

Somerton has an overall livability **score of 39**, which is **below most peer cities** and the peer median (50), indicating room for improvement in key areas.

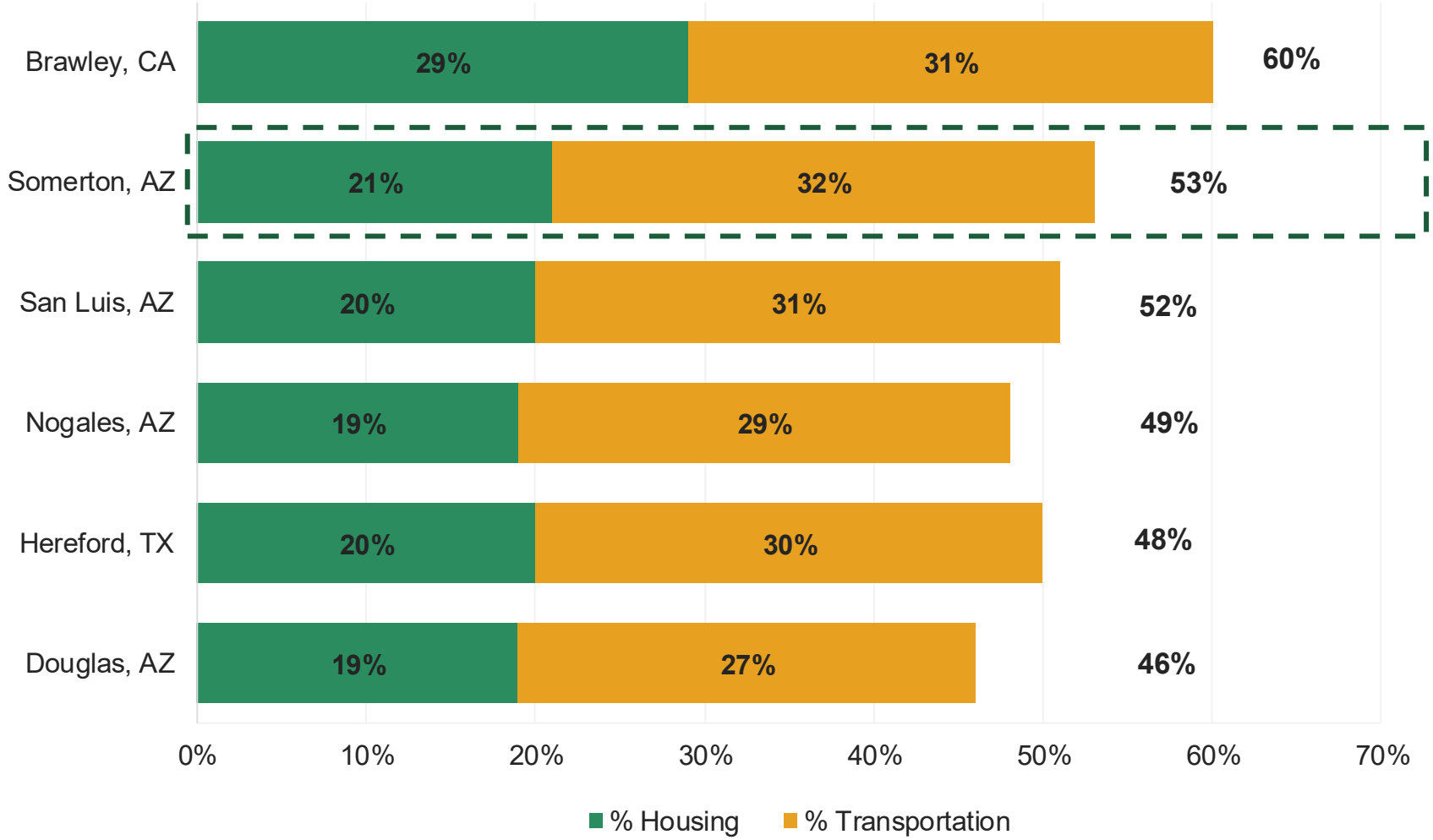
Sources: AARP Livability Index, 2025

4.2 | Housing and Transportation Spending Index

Somerton households spend about **53%** of their income on housing and transportation, placing it among the higher-cost cities in the peer group, just below Brawley (60%) and slightly above San Luis (52%).

A **larger share** of this cost comes from **transportation (32%)**, compared to housing (21%), indicating that commuting and mobility are a bigger financial burden than housing itself.

Share of Income Spent on Housing and Transportation in Somerton, AZ



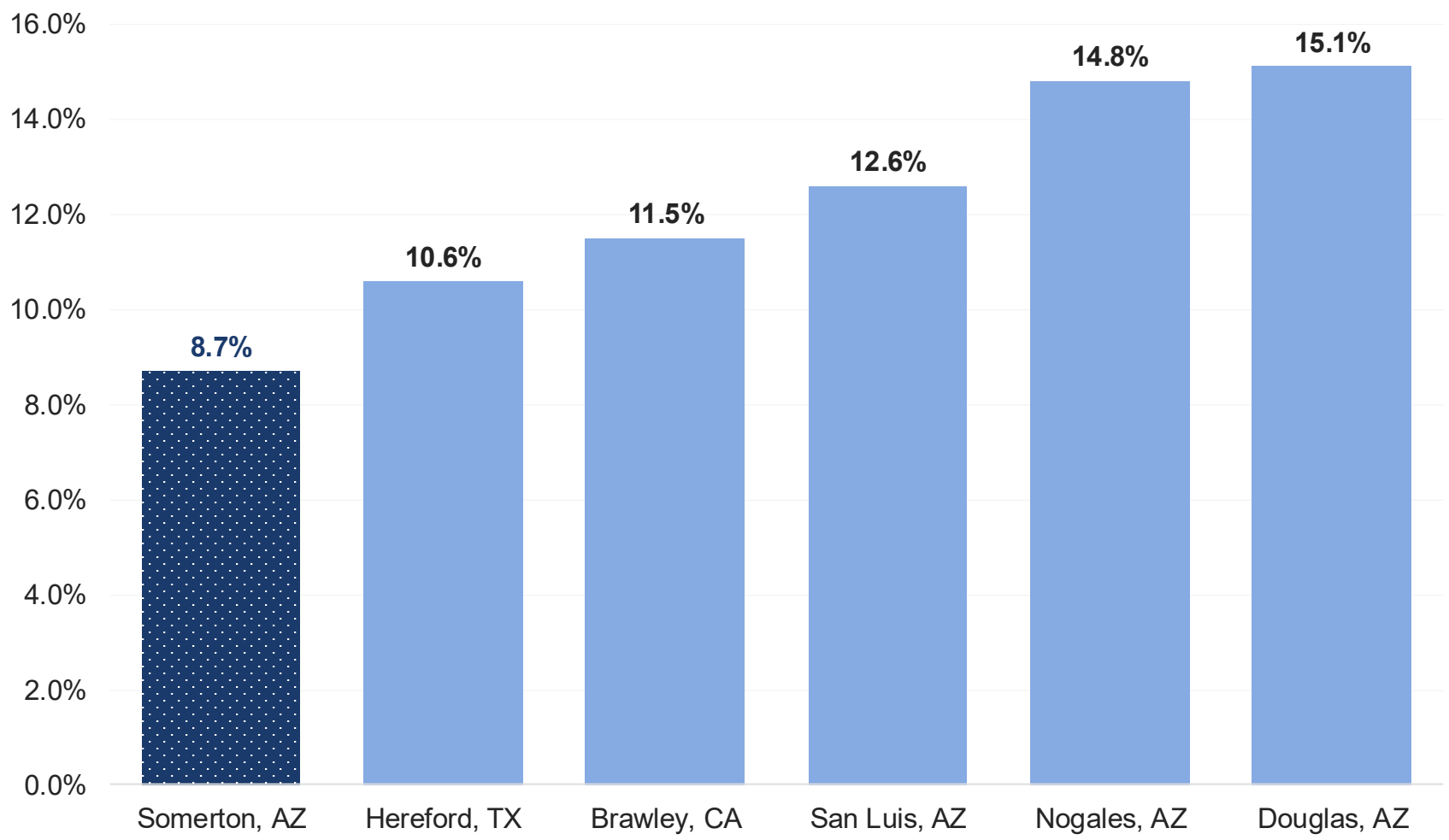
Sources: Center for Neighborhood Technology; H&T Affordability Index 2024

4.3 | Geographical Mobility

Somerton has the **lowest proportion** of new residents among its peer cities, with **8.7%** of residents having moved into the city within the past year. This is significantly lower than cities such as Douglas (15.1%) and Nogales (14.8%).

This suggests relatively low population movement into Somerton, indicating a more stable but less dynamic population compared to its peers.

Proportion of residents who moved into the cities within a year (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

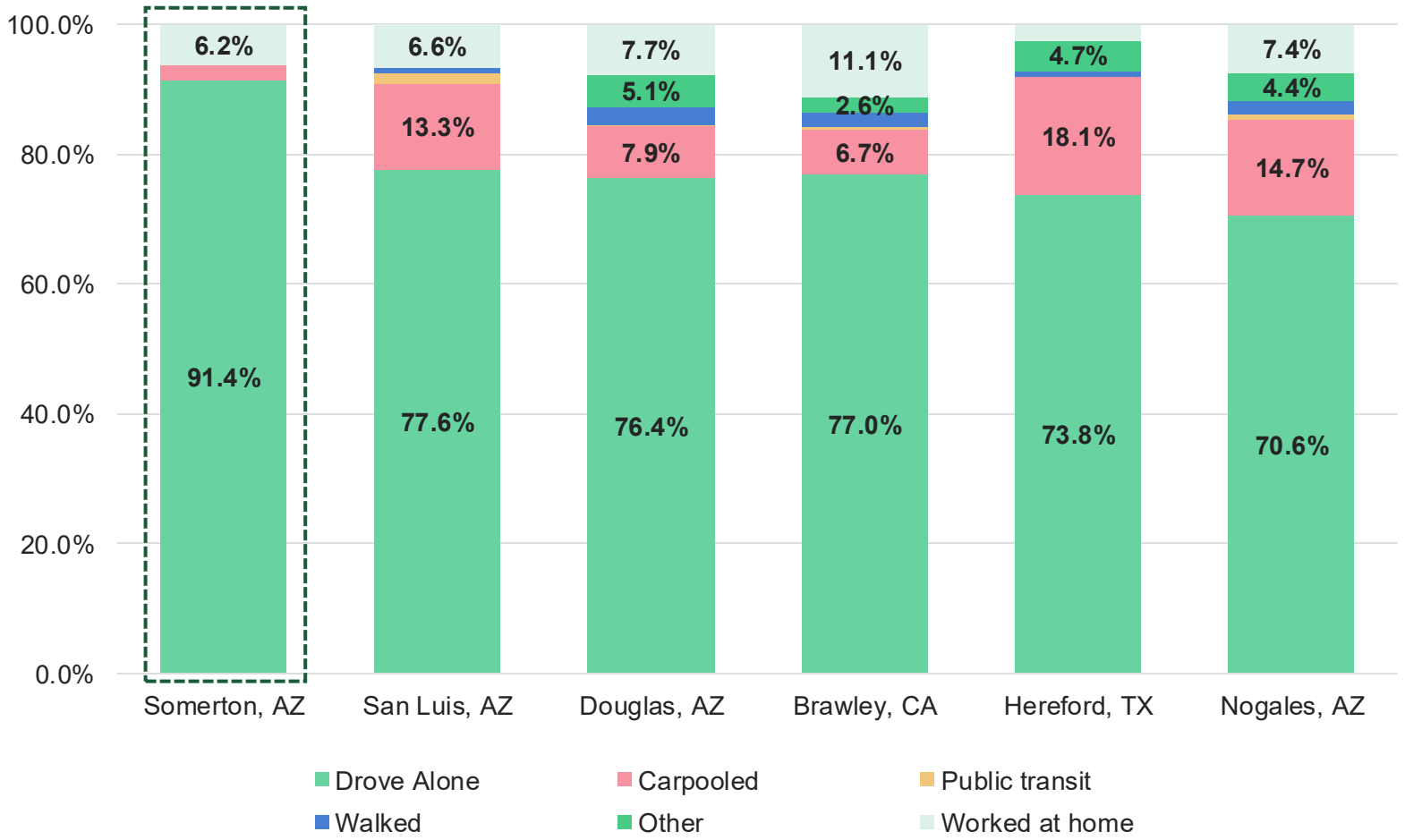
4.4 | Commutting to Work

Somerton's commuting pattern is heavily dominated by **driving alone**, with **91.4%** of workers commuting this way, the highest among all peer cities.

Other modes are used far less frequently, with **2.4% carpooling** while **6.2% work from home**.

This highlights a strong reliance on private vehicles and very limited use of alternative transport options compared to peer cities.

Types of Commute Used to Work in Somerton vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

4.5.1 | Commuting Patterns

Commuting Patterns In and Out of Somerton, Arizona



Somerton has a high level of both inbound and outbound commuting. Most jobs in the city **(85.3%)** are filled by non-residents, while most residents **(90.1%)** work outside the city. This indicates that Somerton relies heavily on surrounding areas for employment, with limited overlap between where people live and work.

Inflow/Outflow of Jobs (All Jobs, 2023)

	Count	Share
Employed in Somerton	**2,820**	-
Employed in Somerton but Living Outside	2,405	**85.3%**
Employed and Living in Somerton	415	**14.7%**
Living in Somerton	**4,194**	-
Living in Somerton but Employed Outside	3,779	**90.1%**
Living and Employed in Somerton	415	**9.9%**

Sources: On the Map, US Census Bureau
Note: The above data reflects 2023 insights for all job types.

4.5.2 | Peer Commuting Patterns

Commuting Patterns In and Out of Peer Cities

Inflow/Outflow of Jobs (All Jobs, 2023)	Somerton, AZ (Yuma County)	Brawley, CA (Imperial County)	Douglas, AZ (Cochise County)	Hereford, TX (Deaf Smith County)	Nogales, AZ (Santa Cruz County)	San Luis, AZ (Yuma County)	Median of Peer Cities (excl. Somerton)
Employed in city	**2,820**	**7,651**	**2,587**	**3,800**	**7,501**	**3,549**	-
Employed in city, but living outside	2,405 **(85.3%)**	4,501 **(58.8%)**	990 **(38.3%)**	1,953 **(51.4%)**	4,673 **(62.3%)**	2,651 **(74.7%)**	57.1%
Employed and living in city	415 **(14.7%)**	3,150 **(41.2%)**	1,597 **(61.7%)**	1,847 **(48.6%)**	2,828 **(37.7%)**	898 **(24.3%)**	42.7%
Living in city	**4,194**	**11,762**	**5,568**	**6,735**	**7,704**	**7,987**	-
Living in city, but employed outside	3,779 **(90.1%)**	8,612 **(73.2%)**	3,971 **(71.3%)**	4,888 **(72.6%)**	4,876 **(63.3%)**	7,089 **(88.8%)**	73.8%

Somerton stands out among peer cities for its **very high reliance on both inbound and outbound commuting**. A large share of jobs in the city (**85.3%**) are filled by non-residents, well above the peer median of **57.1%**, indicating a stronger dependence on external labor than most peers.

At the same time, only **14.7%** of jobs are held by Somerton residents, far below the peer median of **42.7%**, showing limited local job retention. For residents, the pattern is even more pronounced: **90.1%** work outside the city, compared to a peer median of **73.8%**, meaning Somerton residents are much more likely to commute out for work.

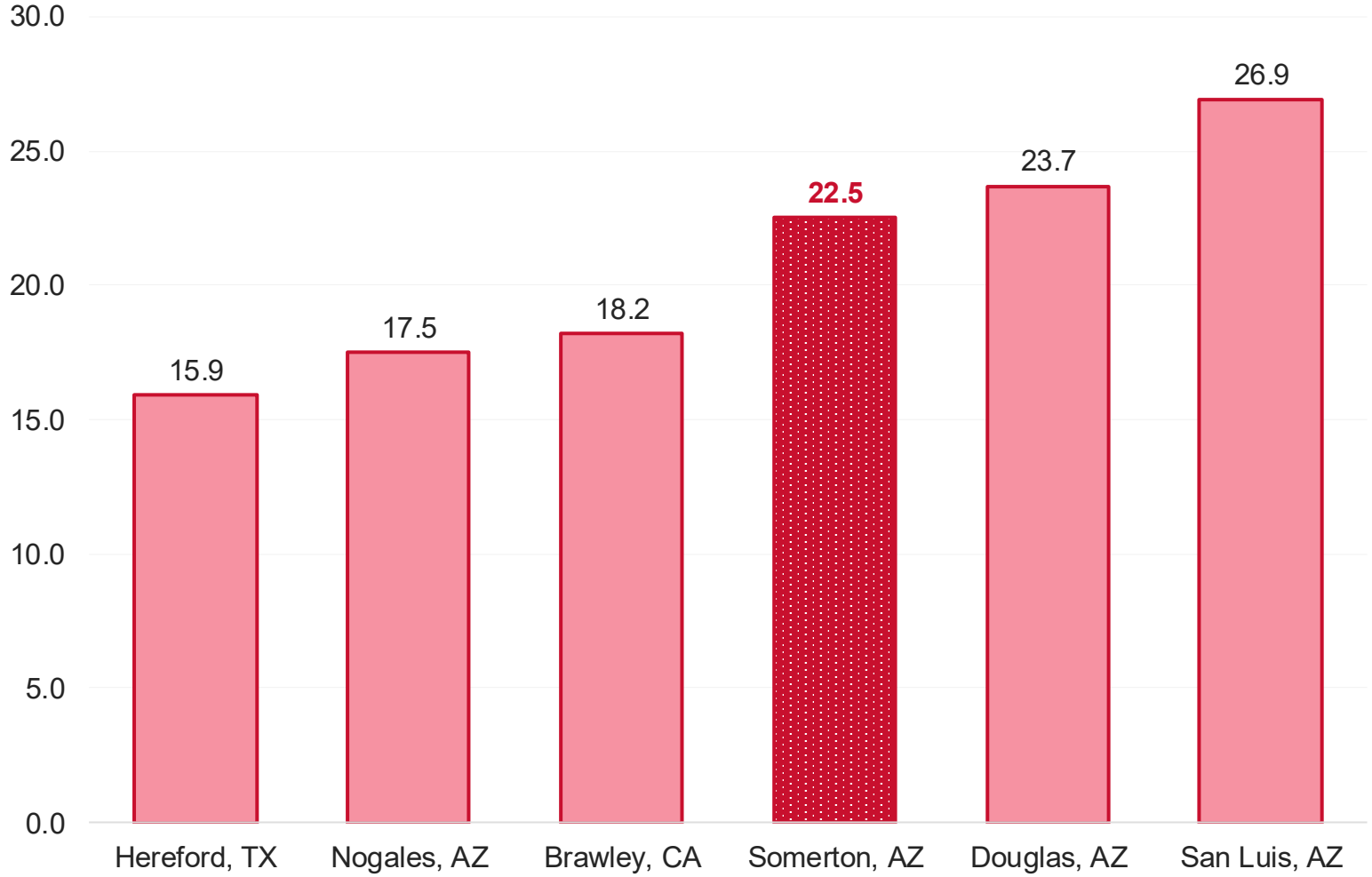
Sources: On the Map, US Census Bureau
Note: The above data reflects 2023 insights for all job types.

4.6 | Average Commute Time

Somerton residents have an average commute time of **22.5 minutes**, which is slightly higher than several peer cities such as Hereford (15.9 minutes), Nogales (17.5 minutes), and Brawley (18.2 minutes), but shorter than Douglas (23.7 minutes) and San Luis (26.9 minutes).

This places Somerton in the middle range among its peers. Overall, the commute time suggests moderate access to jobs, longer than some nearby cities but not among the highest, likely reflecting a degree of commuting to employment outside the city.

Average Commute Time (minutes) to Get to Work in Somerton, AZ vs. Peer Cities



Sources: (2024) ACS 5-Year Estimates Data Profiles

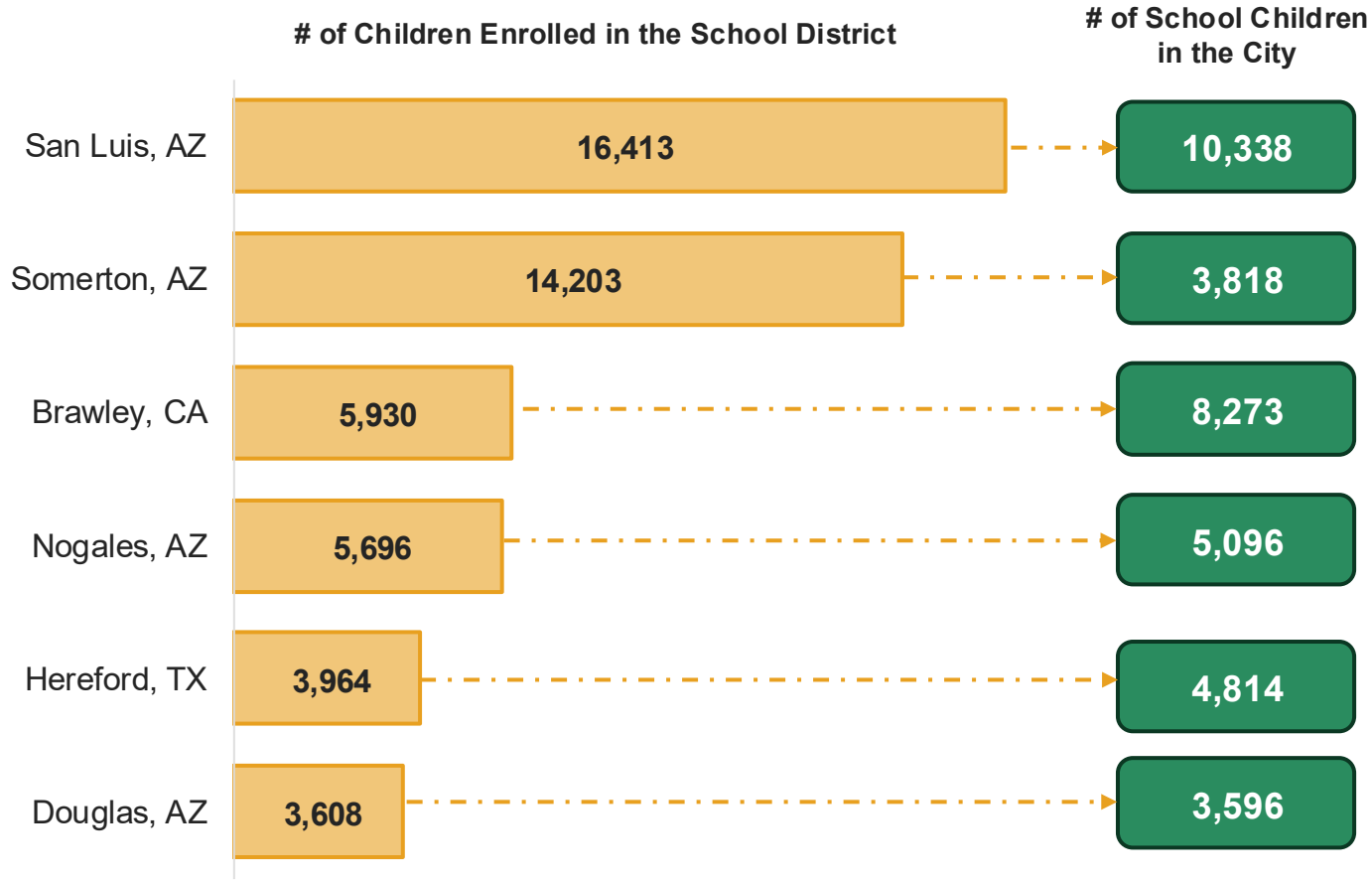
4.6 | Schools Per Capita

School Districts for Counties (County, school district, # of schools)			
1	Somerton, AZ	Somerton School District (Elementary & Yuma Union High)	16
2	San Luis, AZ	Gadsden School District (Elementary & Yuma Union High)	18
3	Douglas, AZ	Douglas Unified School District #27 (4174)	9
4	Brawley, CA	Brawley School Districts (Elementary & Union High)	9
5	Hereford, TX	Hereford Independent School District	8
6	Nogales, AZ	Nogales Unified School District #1 (4457)	11

Somerton's school infrastructure serves a relatively large student base at the district level, with **14,203 students enrolled**, but only **3,818 children residing within the city**. This suggests that the district supports a wider regional population beyond Somerton itself.

With **16 schools**, Somerton has more schools than most peers except San Luis (18), indicating relatively strong school infrastructure capacity.

District–Wide Infrastructure for School Children in Somerton, AZ vs. Peer Cities



The number of schools reflects the **entire school district,** which serves multiple cities, not just the schools physically located within city limits. Children are signified as persons between ages 3 to 18 years.

Sources: (2024) ACS 5-Year Estimates Data Profiles

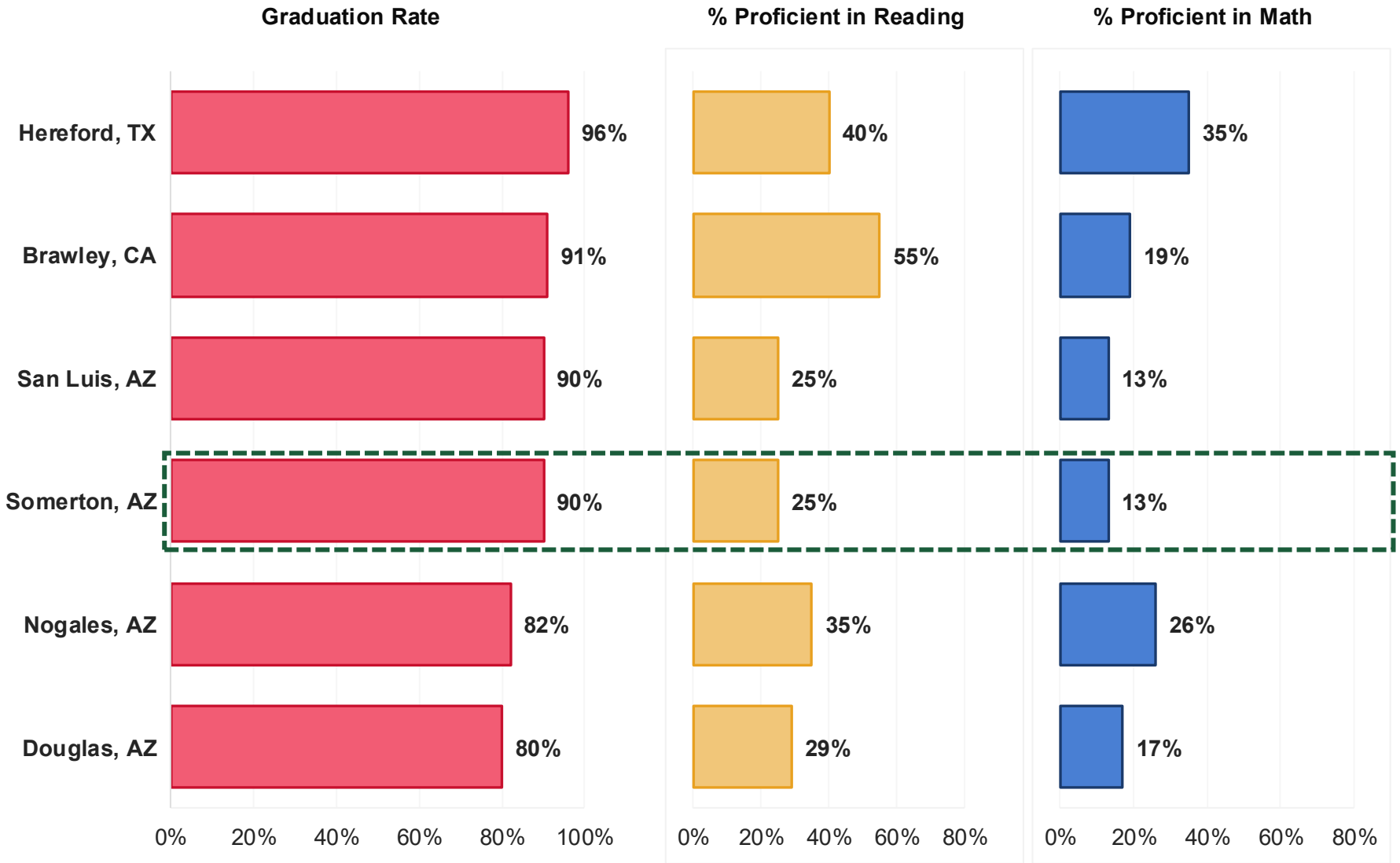
4.7 | School District Performance

School District Performance in Somerton, AZ vs. Peer Cities

Somerton's school district shows **strong graduation outcomes but weaker academic proficiency** compared to peers. The graduation rate stands at **90%**, aligning with San Luis and just below top performers like Hereford (96%) and Brawley (91%).

However, only **25% of students are proficient in reading** and **13% in math**, placing Somerton among the lowest-performing cities in these areas and well below peers like Brawley (55% reading) and Hereford (35% math).

Overall, while most students are completing school, the relatively low proficiency levels suggest gaps in learning outcomes, particularly in foundational subjects.



Sources: (2024) ACS 5-Year Estimates Data Profiles

4.8 | Access to Healthcare

45.6% have access to **public** insurance

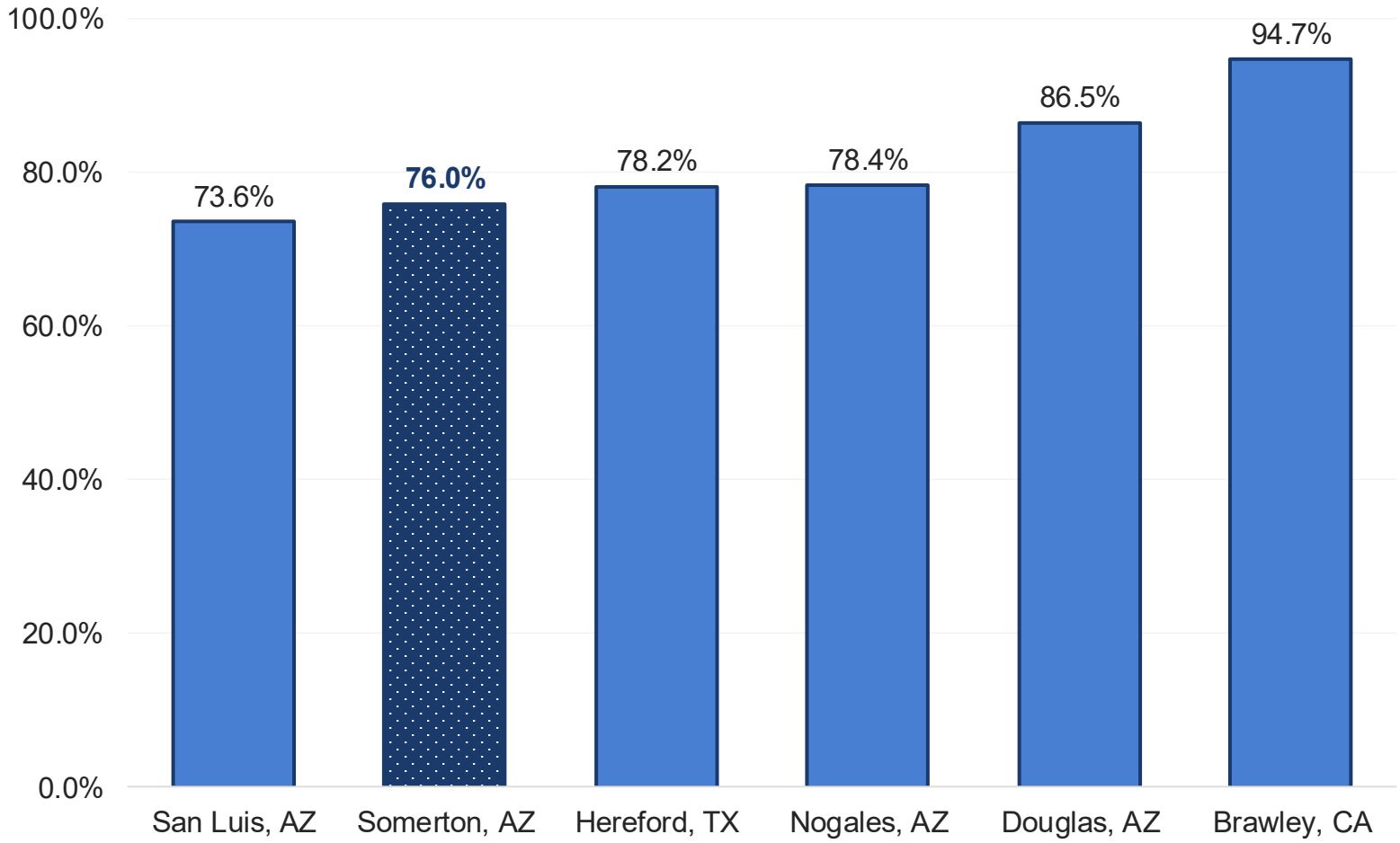
36.4% have access to **private** insurance only

Somerton has a relatively high level of health insurance coverage, with **76.0% of residents insured**, placing it in the mid-range among peer cities.

Coverage is higher than in San Luis (73.6%) but lower than in Hereford (78.2%), Nogales (78.4%), Douglas (86.5%), and Brawley (94.7%).

In terms of coverage type, **45.6% of residents rely on public insurance**, while **36.4% have access to private insurance only**, indicating a stronger dependence on public healthcare programs.

Proportion of the Population with Health Insurance in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles

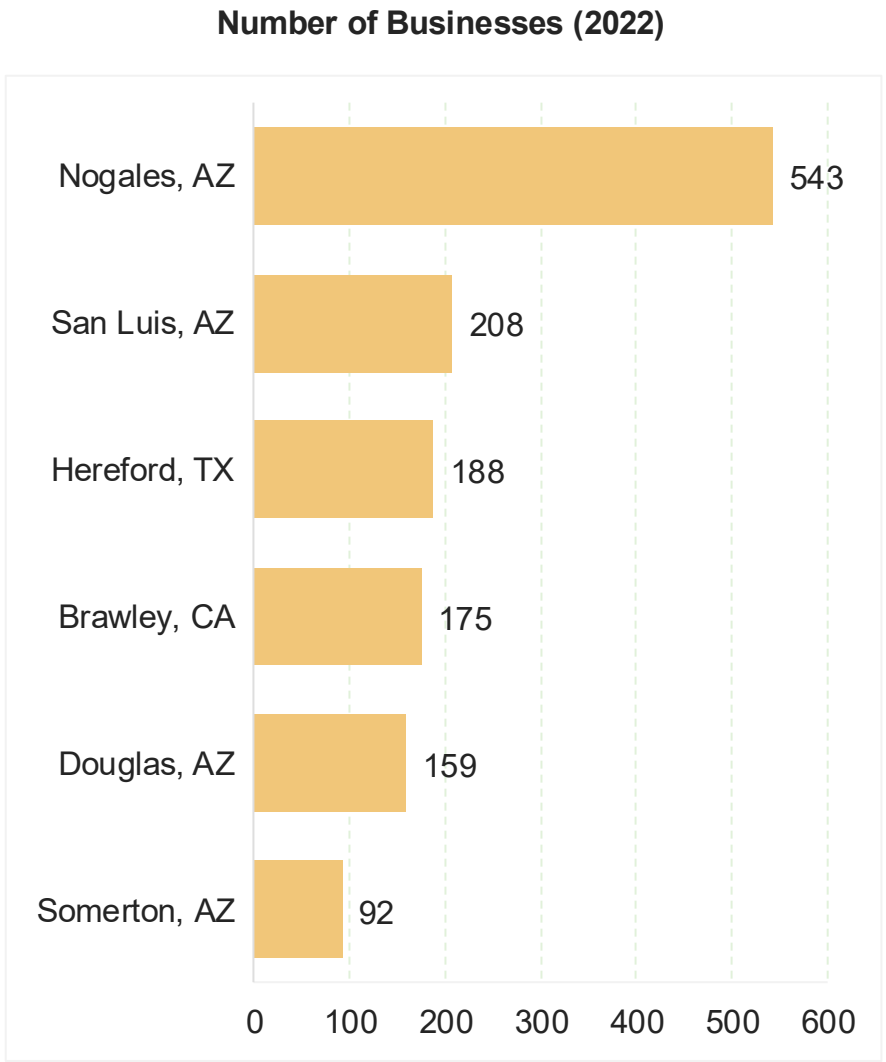
5.1 | Business Concentration

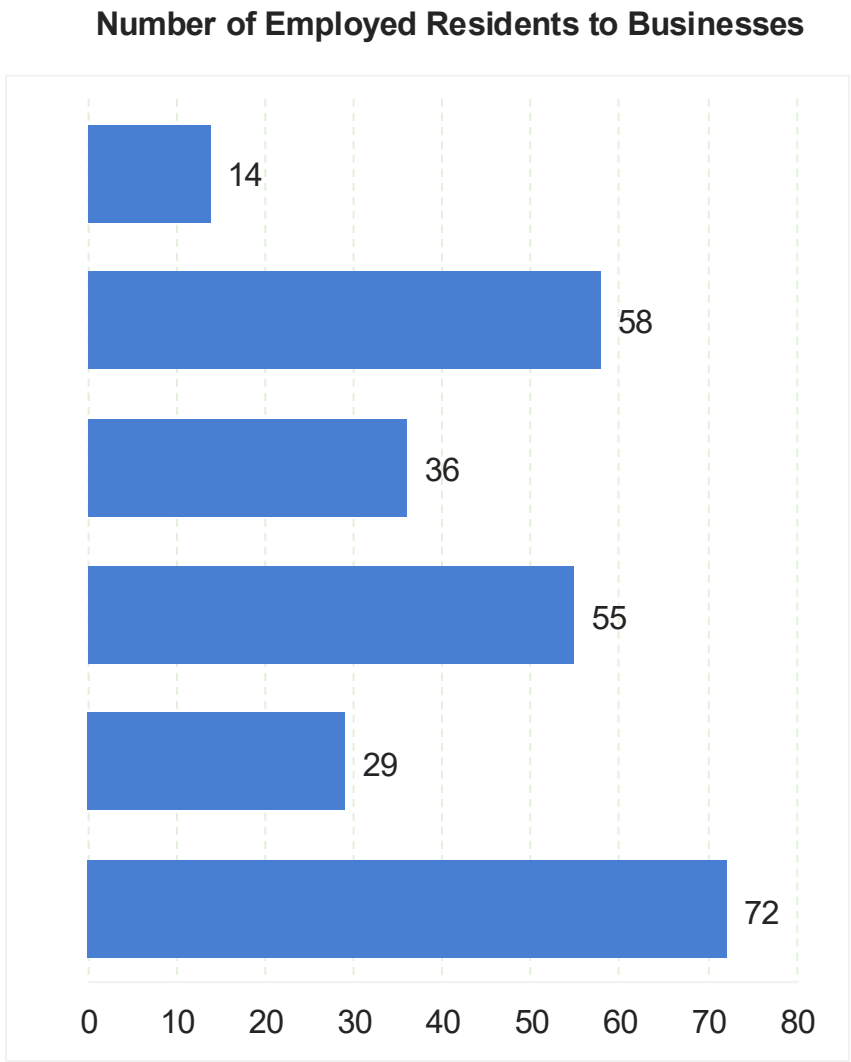
Business and Firm Concentration in Somerton, AZ vs. Peer Cities (2022)

Somerton has the **smallest business base among peer cities, with only 92 businesses**, significantly lower than all comparators (e.g., Nogales with 543 and San Luis with 208).

At the same time, Somerton has the **highest number of employed residents per business (72)**, indicating that a relatively small number of businesses must support a large working population.

This suggests a **limited local economic base**, where there are not enough businesses to match the size of the workforce, likely contributing to **out-commuting for jobs and fewer local employment opportunities**.





Sources: (2024) ACS 5-Year Estimates Data Profiles, ECNSVY Annual Business Survey, 2022

5.2 | Labor Force

Makeup of Somerton, AZ Labor Force compared to its Peer Cities (2024)

Somerton shows a **strong labor market**, with the **lowest unemployment rate among peers at 3.7%**, indicating that most people who want jobs are employed.

However, its **labor force participation rate (58.9%) is moderate**, below Hereford (67.3%) but slightly above several peers, suggesting room to engage more residents in the workforce.

The job structure is also **skewed toward blue-collar work (42.5%)**, followed by white-collar roles (37.3%) and services (20.2%), highlighting a workforce that is more **industry- and labor-oriented**, with fewer service-based opportunities.

Unemployment Rate	
Somerton, AZ	3.7%
Hereford, TX	4.1%
San Luis, AZ	8.0%
Douglas, AZ	12.3%
Brawley, CA	15.5%
Nogales, AZ	15.7%

Labor Participation Rate	
Hereford, TX	67.3%
Somerton, AZ	58.9%
Brawley, CA	57.6%
Nogales, AZ	56.9%
San Luis, AZ	46.4%
Douglas, AZ	41.3%

Occupation Type (Somerton Only)	Employed	Share
White Collar	2,381	37.3%
Blue Collar	2,712	42.5%
Services	1,289	20.2%

Sources: (2024) ACS 5-Year Estimates Data Profiles

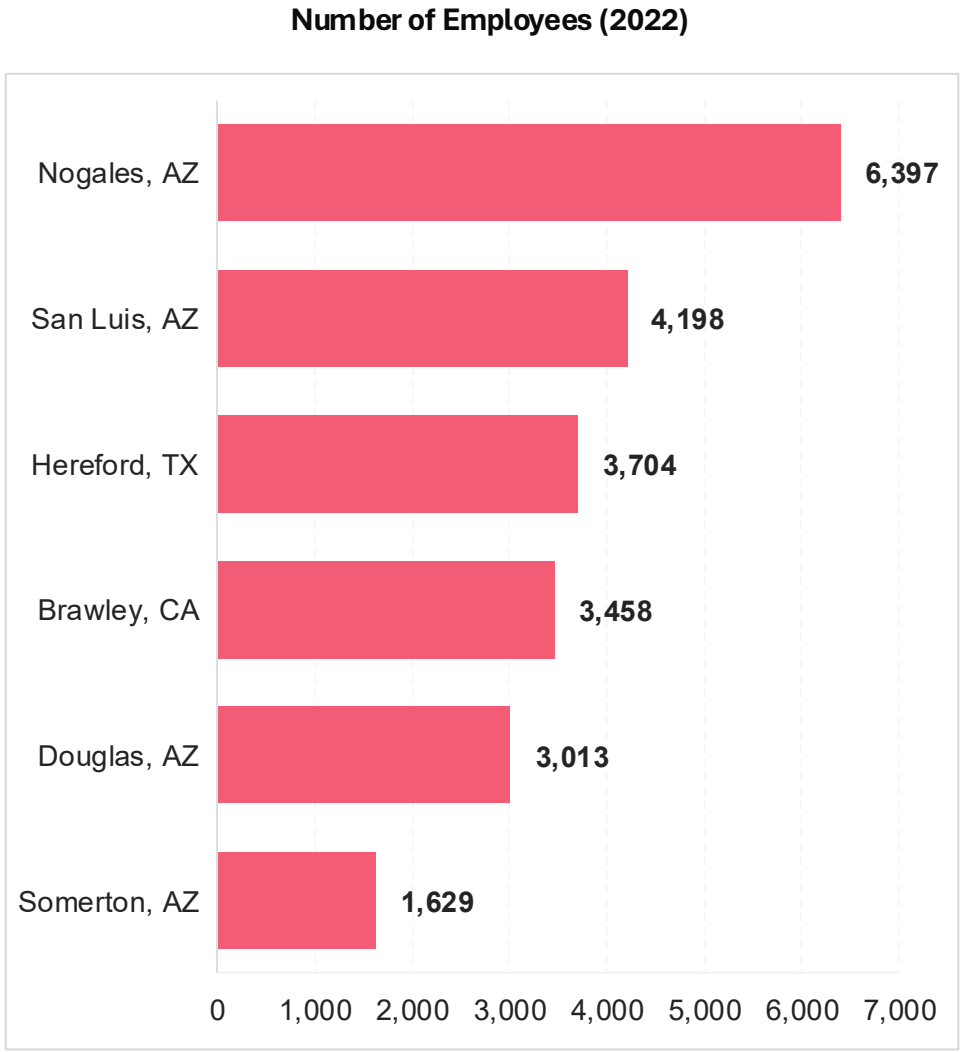
5.3 | Employees

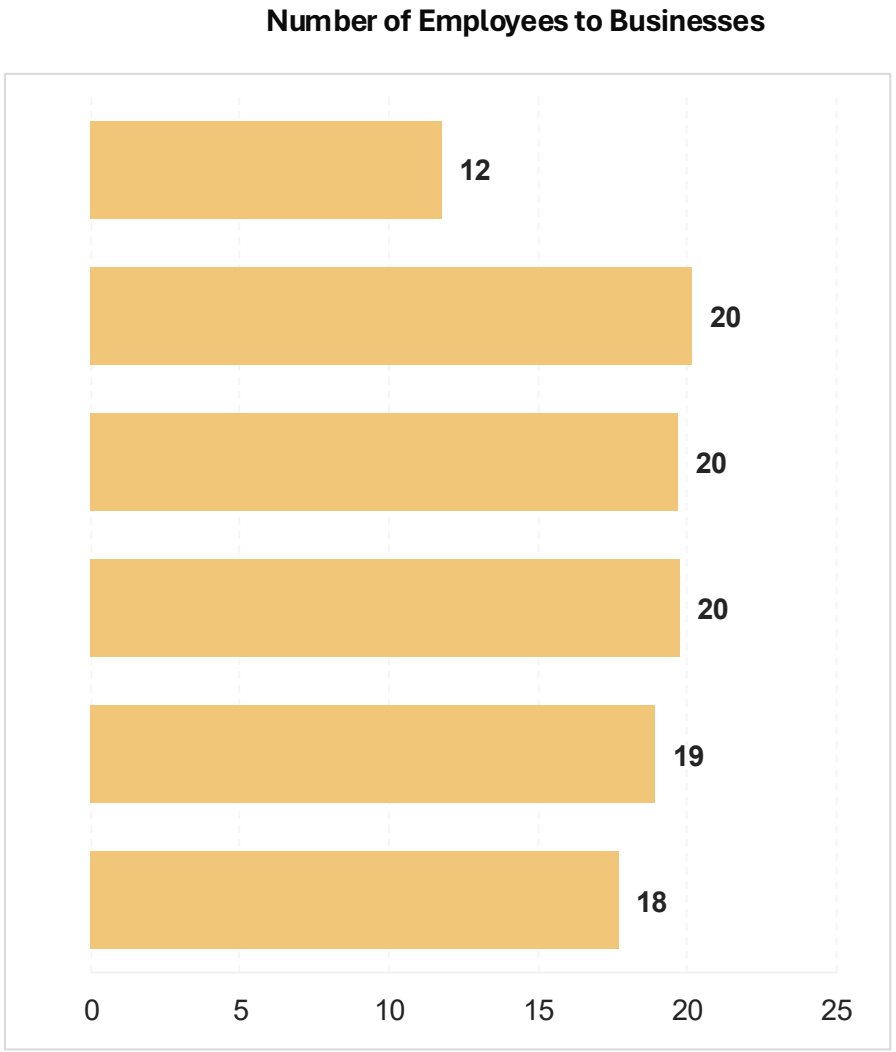
Share of Employees to Businesses & Firms in Somerton, AZ vs. Peer Cities (2022)

Somerton has the **smallest workforce among peer cities, with 1,629 employees in 2022**, well below cities like Nogales (6,397) and San Luis (4,198).

The city also has **18 employees per business**, slightly below most peers, which range from 19 to 20 employees per business.

This suggests that Somerton's economy is made up of **smaller-scale businesses with a more limited employment base**, reflecting fewer local job opportunities compared to surrounding peer cities.





Sources: (2024) ACS 5-Year Estimates Data Profiles, ECNSVY Annual Business Survey, 2022

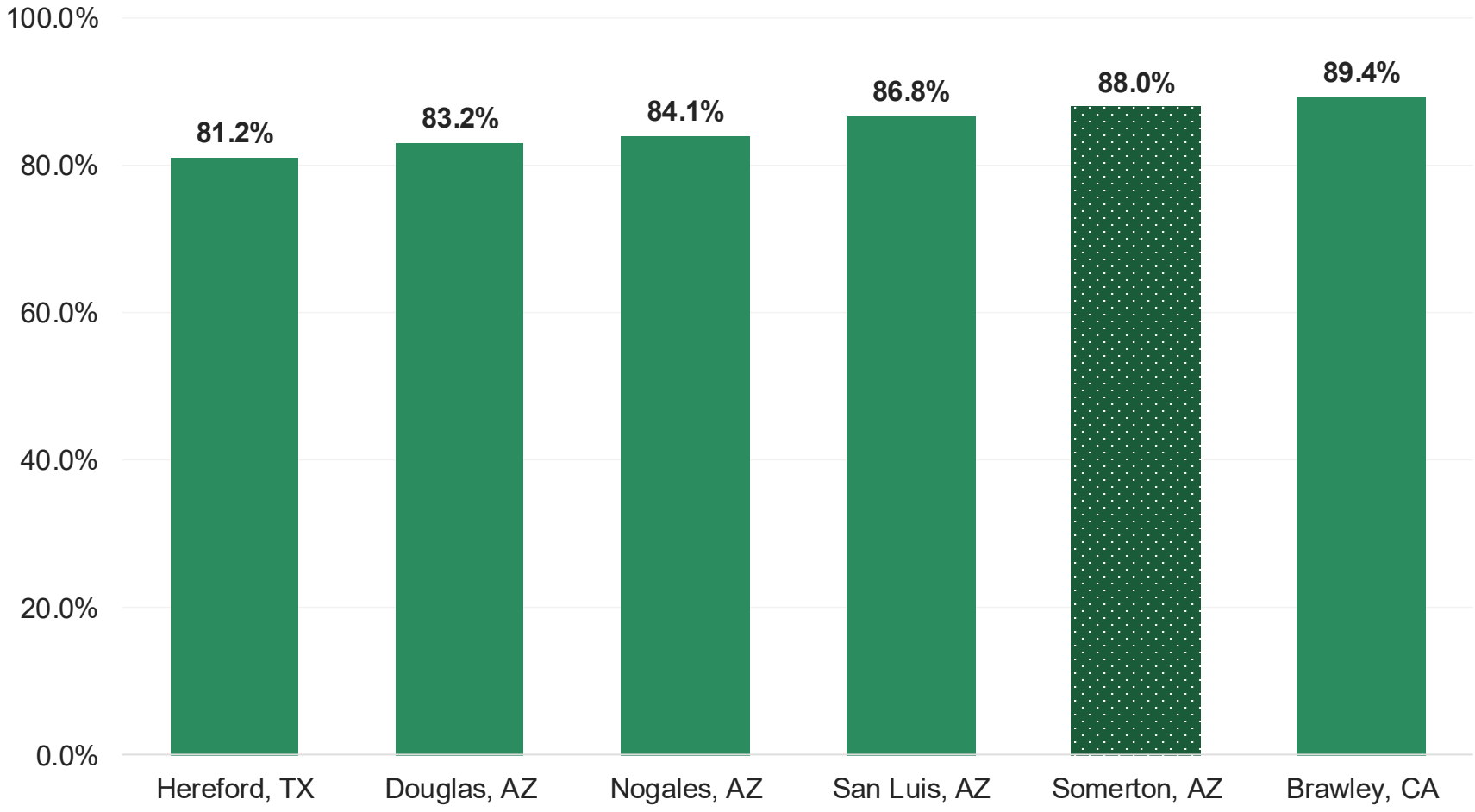
5.4 | Access to Internet

Somerton has a **high level of internet access, with 88.0% of residents connected**, placing it among the better-performing peer cities.

Its access rate is higher than Hereford (81.2%), Douglas (83.2%), Nogales (84.1%), and San Luis (86.8%), and only slightly below Brawley (89.4%).

This suggests that Somerton has relatively strong digital connectivity, which can support access to education, employment, healthcare, and online services.

Share of Residents with Access to Internet in Somerton, AZ vs. Peer Cities (2024)



Sources: (2024) ACS 5-Year Estimates Data Profiles