



Imperial, California.

Current market data.

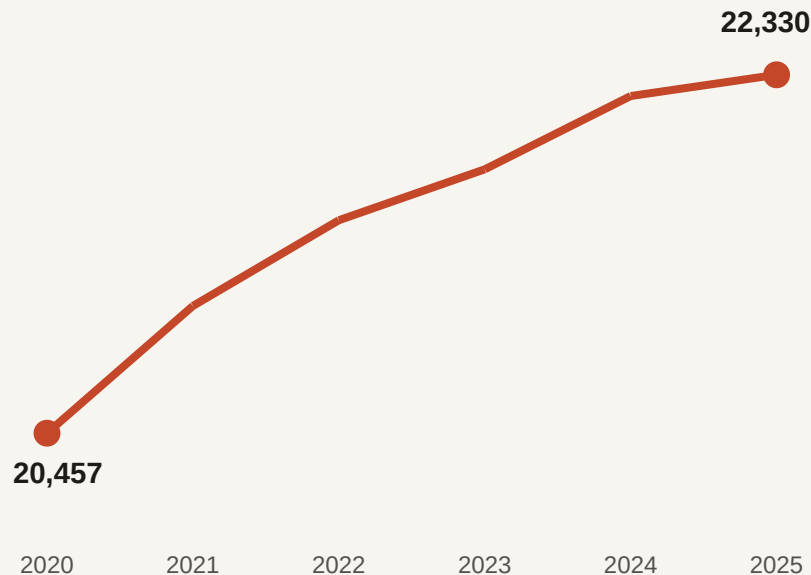
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Growing. Up 9.2% since
2020.**

22,330

people, the 290th-largest of California's cities and towns.

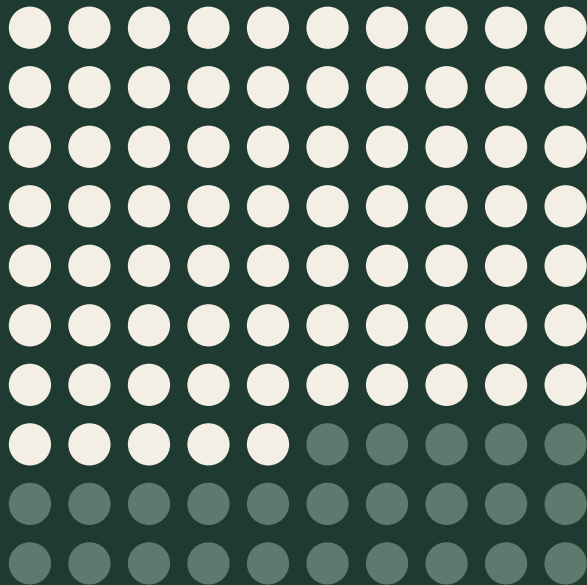


THE WORKDAY

8 in 10 jobs here go to
people who live somewhere
else.

75.1%

of 4,976 jobs located in Imperial are filled by in-commuters.



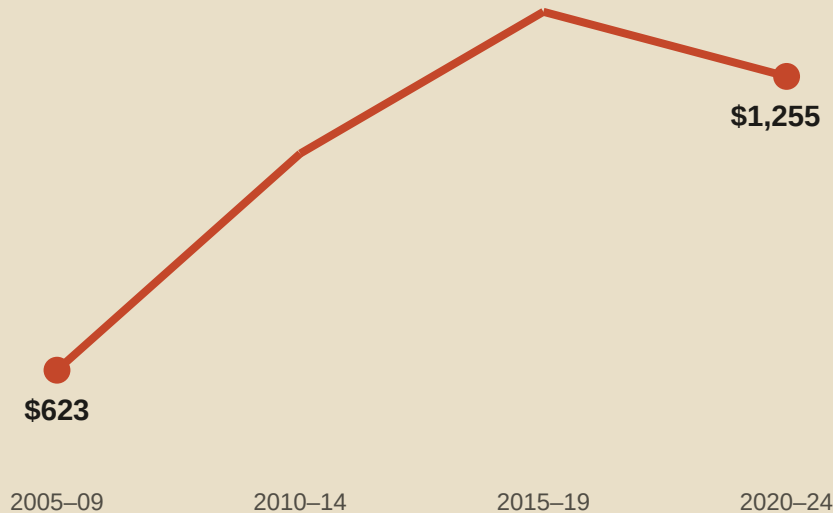
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 101%
since the 2005–2009
survey, before inflation.

\$1,255

a month. California's median is \$2,036.



THE SEAM

Cross one tract line and median rent doubles.

A \$1,008 gap between neighbors, the sharpest rent edge between adjacent tracts in Imperial County.

TRACT 113.02

\$842

TRACT 118.03

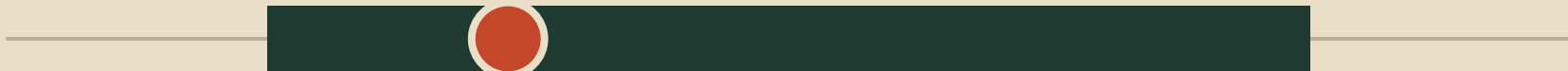
\$1,850



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,125–\$1,687



\$1,255 median

is the monthly rent range local workforce wages support.

BUILDING

44% of the housing here was built before 2000.

1,158

homes permitted in ten years,
2016–2025

0%

of those were in multifamily
buildings

44%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.4–0.7% to the 6,732 homes here.

28–50

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 51% less than California's.

\$360,900

median home value in Imperial.

Imperial



\$360,900

California



\$734,700

U.S.



\$332,700

THAT WAS IMPERIAL'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/ca/imperial/

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