



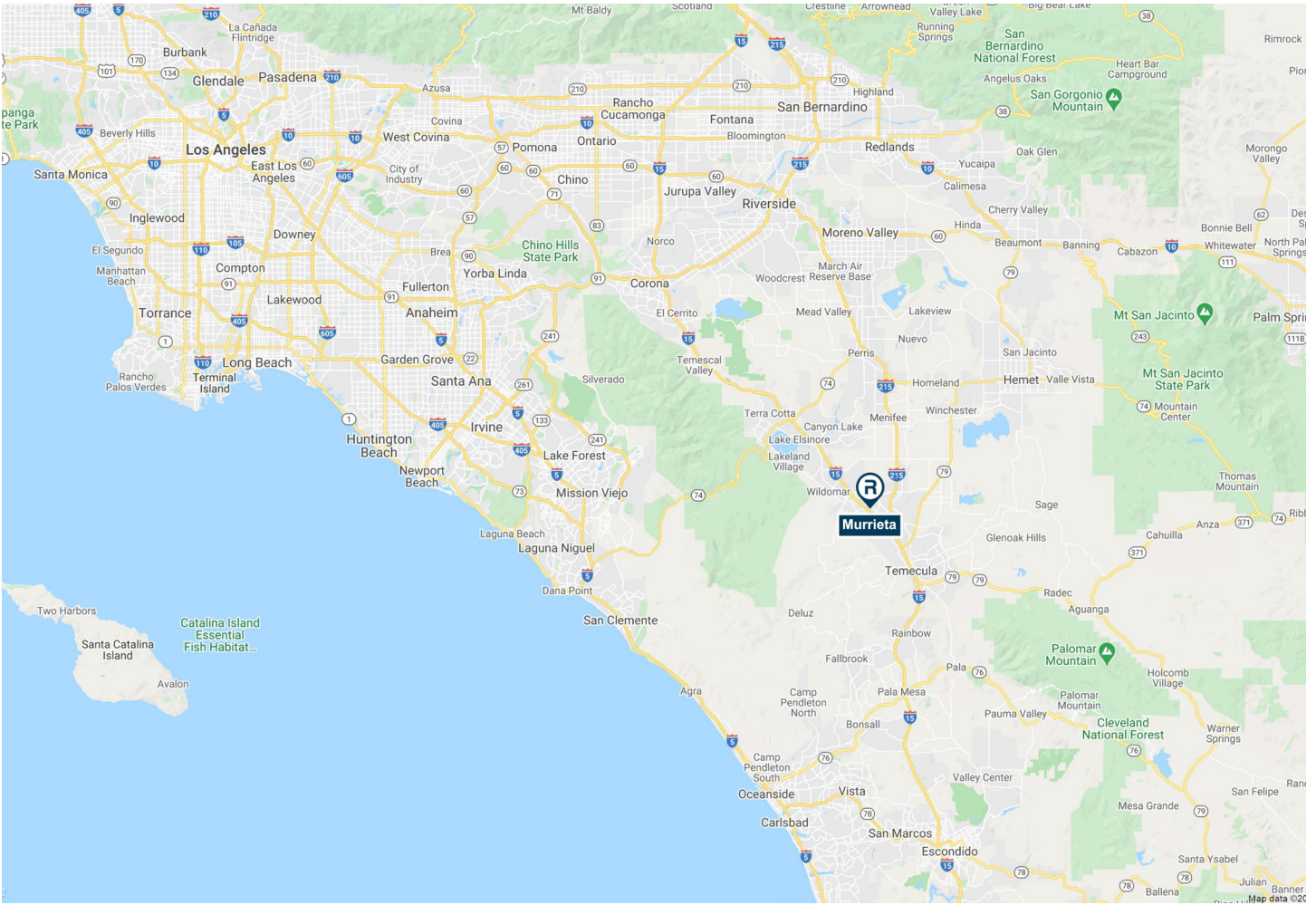
The **Retail** Coach.®

Community Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
February 2021

Community



Prepared for:



City of Murrieta

The City of Murrieta, CA

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DESCRIPTION	DATA	%
Population		
2026 Projection	123,727	
2021 Estimate	117,683	
2010 Census	103,466	
2000 Census	50,850	
Growth 2021 - 2026		5.14%
Growth 2010 - 2021		13.74%
Growth 2000 - 2010		103.47%
2021 Est. Population by Single-Classification Race	117,683	
White Alone	72,639	61.72%
Black or African American Alone	8,271	7.03%
Amer. Indian and Alaska Native Alone	912	0.78%
Asian Alone	13,125	11.15%
Native Hawaiian and Other Pacific Island Alone	538	0.46%
Some Other Race Alone	12,784	10.86%
Two or More Races	9,414	8.00%
2021 Est. Population by Hispanic or Latino Origin	117,683	
Not Hispanic or Latino	80,727	68.60%
Hispanic or Latino	36,956	31.40%
Mexican	29,641	80.21%
Puerto Rican	1,385	3.75%
Cuban	511	1.38%
All Other Hispanic or Latino	5,419	14.66%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	36,956	
White Alone	18,927	51.22%
Black or African American Alone	582	1.58%
American Indian and Alaska Native Alone	507	1.37%
Asian Alone	333	0.90%
Native Hawaiian and Other Pacific Islander Alone	77	0.21%
Some Other Race Alone	12,645	34.22%
Two or More Races	3,885	10.51%
2021 Est. Pop by Race, Asian Alone, by Category	13,125	
Chinese, except Taiwanese	1,273	9.70%
Filipino	4,954	37.75%
Japanese	387	2.95%
Asian Indian	1,369	10.43%
Korean	877	6.68%
Vietnamese	2,769	21.10%
Cambodian	260	1.98%
Hmong	0	0.00%
Laotian	381	2.90%
Thai	38	0.29%
All Other Asian Races Including 2+ Category	817	6.23%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	117,683	
Arab	527	0.45%
Czech	148	0.13%
Danish	523	0.44%
Dutch	1,234	1.05%
English	7,604	6.46%
French (except Basque)	2,488	2.11%
French Canadian	468	0.40%
German	12,113	10.29%
Greek	728	0.62%
Hungarian	232	0.20%
Irish	8,844	7.52%
Italian	5,794	4.92%
Lithuanian	55	0.05%
United States or American	2,695	2.29%
Norwegian	1,017	0.86%
Polish	1,368	1.16%
Portuguese	822	0.70%
Russian	715	0.61%
Scottish	1,954	1.66%
Scotch-Irish	975	0.83%
Slovak	106	0.09%
Subsaharan African	312	0.27%
Swedish	1,616	1.37%
Swiss	127	0.11%
Ukrainian	273	0.23%
Welsh	832	0.71%
West Indian (except Hisp. groups)	323	0.28%
Other ancestries	49,074	41.70%
Ancestry Unclassified	14,716	12.51%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	81,503	73.64%
Speak Asian/Pacific Island Language at Home	5,572	5.04%
Speak IndoEuropean Language at Home	2,432	2.20%
Speak Spanish at Home	20,650	18.66%
Speak Other Language at Home	515	0.47%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	117,683	
Age 0 - 4	7,011	5.96%
Age 5 - 9	7,446	6.33%
Age 10 - 14	8,546	7.26%
Age 15 - 17	5,664	4.81%
Age 18 - 20	5,188	4.41%
Age 21 - 24	6,900	5.86%
Age 25 - 34	16,465	13.99%
Age 35 - 44	14,242	12.10%
Age 45 - 54	16,040	13.63%
Age 55 - 64	14,630	12.43%
Age 65 - 74	8,686	7.38%
Age 75 - 84	5,136	4.36%
Age 85 and over	1,729	1.47%
Age 16 and over	92,822	78.88%
Age 18 and over	89,016	75.64%
Age 21 and over	83,828	71.23%
Age 65 and over	15,551	13.21%
2021 Est. Median Age		36.10
2021 Est. Average Age		37.70
2021 Est. Population by Sex	117,683	
Male	57,413	48.79%
Female	60,270	51.21%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	57,413	
Age 0 - 4	3,573	6.22%
Age 5 - 9	3,844	6.70%
Age 10 - 14	4,331	7.54%
Age 15 - 17	2,891	5.04%
Age 18 - 20	2,631	4.58%
Age 21 - 24	3,444	6.00%
Age 25 - 34	8,349	14.54%
Age 35 - 44	6,923	12.06%
Age 45 - 54	7,578	13.20%
Age 55 - 64	7,092	12.35%
Age 65 - 74	3,937	6.86%
Age 75 - 84	2,146	3.74%
Age 85 and over	674	1.17%
2021 Est. Median Age, Male		34.54
2021 Est. Average Age, Male		36.70
2021 Est. Female Population by Age	60,270	
Age 0 - 4	3,438	5.70%
Age 5 - 9	3,602	5.98%
Age 10 - 14	4,215	6.99%
Age 15 - 17	2,773	4.60%
Age 18 - 20	2,557	4.24%
Age 21 - 24	3,456	5.73%
Age 25 - 34	8,116	13.47%
Age 35 - 44	7,319	12.14%
Age 45 - 54	8,462	14.04%
Age 55 - 64	7,538	12.51%
Age 65 - 74	4,749	7.88%
Age 75 - 84	2,990	4.96%
Age 85 and over	1,055	1.75%
2021 Est. Median Age, Female		37.69
2021 Est. Average Age, Female		38.80

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,271	31.97%
Males, Never Married	16,209	17.12%
Females, Never Married	14,062	14.85%
Married, Spouse present	45,381	47.93%
Married, Spouse absent	5,953	6.29%
Widowed	4,333	4.58%
Males Widowed	705	0.75%
Females Widowed	3,628	3.83%
Divorced	8,742	9.23%
Males Divorced	2,958	3.12%
Females Divorced	5,784	6.11%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,750	3.6%
Some High School, no diploma	3,859	5.0%
High School Graduate (or GED)	18,570	24.1%
Some College, no degree	21,345	27.7%
Associate Degree	7,172	9.3%
Bachelor's Degree	15,605	20.3%
Master's Degree	5,655	7.4%
Professional School Degree	1,290	1.7%
Doctorate Degree	682	0.9%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,105	14.97%
High School Graduate	6,716	32.38%
Some College or Associate's Degree	7,633	36.80%
Bachelor's Degree or Higher	3,289	15.86%
Households		
2026 Projection	37,526	
2021 Estimate	36,009	
2010 Census	32,851	
2000 Census	16,786	
Growth 2021 - 2026		4.21%
Growth 2010 - 2021		9.61%
Growth 2000 - 2010		95.71%
2021 Est. Households by Household Type	36,009	
Family Households	28,506	79.16%
Nonfamily Households	7,503	20.84%
2021 Est. Group Quarters Population	440	
2021 Households by Ethnicity, Hispanic/Latino	8,828	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	36,009	
Income < \$15,000	1,717	4.77%
Income \$15,000 - \$24,999	1,626	4.52%
Income \$25,000 - \$34,999	1,959	5.44%
Income \$35,000 - \$49,999	3,372	9.36%
Income \$50,000 - \$74,999	4,946	13.74%
Income \$75,000 - \$99,999	5,216	14.49%
Income \$100,000 - \$124,999	4,491	12.47%
Income \$125,000 - \$149,999	3,359	9.33%
Income \$150,000 - \$199,999	4,110	11.41%
Income \$200,000 - \$249,999	2,294	6.37%
Income \$250,000 - \$499,999	2,099	5.83%
Income \$500,000+	820	2.28%
2021 Est. Average Household Income		\$122,207
2021 Est. Median Household Income		\$95,870
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,094
Black or African American Alone		\$91,383
American Indian and Alaska Native Alone		\$56,108
Asian Alone		\$93,867
Native Hawaiian and Other Pacific Islander Alone		\$83,947
Some Other Race Alone		\$83,092
Two or More Races		\$115,534
Hispanic or Latino		\$85,843
Not Hispanic or Latino		\$99,431
2021 Est. Family HH Type by Presence of Own Child.	28,506	
Married-Couple Family, own children	12,308	43.18%
Married-Couple Family, no own children	10,167	35.67%
Male Householder, own children	1,056	3.71%
Male Householder, no own children	760	2.67%
Female Householder, own children	2,585	9.07%
Female Householder, no own children	1,630	5.72%
2021 Est. Households by Household Size	36,009	
1-person	5,654	15.70%
2-person	9,341	25.94%
3-person	6,305	17.51%
4-person	6,687	18.57%
5-person	4,325	12.01%
6-person	2,145	5.96%
7-or-more-person	1,552	4.31%
2021 Est. Average Household Size		3.26

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	36,009	
Households with 1 or More People under Age 18:	17,292	48.02%
Married-Couple Family	12,982	75.08%
Other Family, Male Householder	1,214	7.02%
Other Family, Female Householder	2,974	17.20%
Nonfamily, Male Householder	91	0.53%
Nonfamily, Female Householder	31	0.18%
Households with No People under Age 18:	18,717	51.98%
Married-Couple Family	9,492	50.71%
Other Family, Male Householder	606	3.24%
Other Family, Female Householder	1,242	6.64%
Nonfamily, Male Householder	3,178	16.98%
Nonfamily, Female Householder	4,199	22.43%
2021 Est. Households by Number of Vehicles	36,009	
No Vehicles	899	2.50%
1 Vehicle	8,362	23.22%
2 Vehicles	13,883	38.55%
3 Vehicles	8,017	22.26%
4 Vehicles	3,397	9.43%
5 or more Vehicles	1,451	4.03%
2021 Est. Average Number of Vehicles		2.3
Family Households		
2026 Projection	29,707	
2021 Estimate	28,506	
2010 Census	26,057	
2000 Census	13,360	
Growth 2021 - 2026		4.21%
Growth 2010 - 2021		9.40%
Growth 2000 - 2010		95.04%
2021 Est. Families by Poverty Status	28,506	
2021 Families at or Above Poverty	27,107	95.09%
2021 Families at or Above Poverty with Children	14,343	50.32%
2021 Families Below Poverty	1,399	4.91%
2021 Families Below Poverty with Children	1,020	3.58%
2021 Est. Pop 16+ by Employment Status	92,822	
Civilian Labor Force, Employed	54,840	59.08%
Civilian Labor Force, Unemployed	4,071	4.39%
Armed Forces	622	0.67%
Not in Labor Force	33,289	35.86%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	53,231	
For-Profit Private Workers	36,562	68.69%
Non-Profit Private Workers	2,186	4.11%
Local Government Workers	1,699	3.19%
State Government Workers	2,202	4.14%
Federal Government Workers	4,370	8.21%
Self-Employed Workers	6,198	11.64%
Unpaid Family Workers	14	0.03%
2021 Est. Civ. Employed Pop 16+ by Occupation	53,231	
Architect/Engineer	904	1.70%
Arts/Entertainment/Sports	1,192	2.24%
Building Grounds Maintenance	1,252	2.35%
Business/Financial Operations	2,732	5.13%
Community/Social Services	1,020	1.92%
Computer/Mathematical	1,052	1.98%
Construction/Extraction	2,409	4.53%
Education/Training/Library	3,631	6.82%
Farming/Fishing/Forestry	112	0.21%
Food Prep/Serving	3,710	6.97%
Health Practitioner/Technician	3,266	6.14%
Healthcare Support	1,679	3.15%
Maintenance Repair	1,764	3.31%
Legal	489	0.92%
Life/Physical/Social Science	321	0.60%
Management	6,143	11.54%
Office/Admin. Support	5,858	11.01%
Production	1,914	3.60%
Protective Services	1,725	3.24%
Sales/Related	6,767	12.71%
Personal Care/Service	2,646	4.97%
Transportation/Moving	2,645	4.97%
2021 Est. Pop 16+ by Occupation Classification	53,231	
White Collar	33,375	62.70%
Blue Collar	8,732	16.40%
Service and Farm	11,124	20.90%
2021 Est. Workers Age 16+ by Transp. to Work	52,157	
Drove Alone	42,119	80.75%
Car Pooled	5,303	10.17%
Public Transportation	285	0.55%
Walked	341	0.65%
Bicycle	101	0.19%
Other Means	625	1.20%
Worked at Home	3,383	6.49%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,591	
15 - 29 Minutes	13,570	
30 - 44 Minutes	5,854	
45 - 59 Minutes	4,395	
60 or more Minutes	13,047	
2021 Est. Avg Travel Time to Work in Minutes		39
2021 Est. Occupied Housing Units by Tenure	36,009	
Owner Occupied	25,174	69.91%
Renter Occupied	10,835	30.09%
2021 Owner Occ. HUs: Avg. Length of Residence		11.8
2021 Renter Occ. HUs: Avg. Length of Residence		5.6
2021 Est. Owner-Occupied Housing Units by Value	36,009	
Value Less than \$20,000	96	0.38%
Value \$20,000 - \$39,999	78	0.31%
Value \$40,000 - \$59,999	46	0.18%
Value \$60,000 - \$79,999	29	0.12%
Value \$80,000 - \$99,999	23	0.09%
Value \$100,000 - \$149,999	163	0.65%
Value \$150,000 - \$199,999	214	0.85%
Value \$200,000 - \$299,999	1,465	5.82%
Value \$300,000 - \$399,999	5,696	22.63%
Value \$400,000 - \$499,999	8,009	31.82%
Value \$500,000 - \$749,999	7,060	28.05%
Value \$750,000 - \$999,999	1,372	5.45%
Value \$1,000,000 or \$1,499,999	570	2.26%
Value \$1,500,000 or \$1,999,999	179	0.71%
Value \$2,000,000+	174	0.69%
2021 Est. Median All Owner-Occupied Housing Value		\$458,477
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	28,624	74.18%
1 Unit Attached	1,120	2.90%
2 Units	141	0.37%
3 or 4 Units	1,359	3.52%
5 to 19 Units	4,002	10.37%
20 to 49 Units	936	2.43%
50 or More Units	953	2.47%
Mobile Home or Trailer	1,455	3.77%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,879	10.05%
Housing Units Built 2010 to 2014	1,086	2.81%
Housing Units Built 2000 to 2009	16,469	42.68%
Housing Units Built 1990 to 1999	7,576	19.63%
Housing Units Built 1980 to 1989	7,668	19.87%
Housing Units Built 1970 to 1979	1,260	3.27%
Housing Units Built 1960 to 1969	354	0.92%
Housing Units Built 1950 to 1959	93	0.24%
Housing Units Built 1940 to 1949	96	0.25%
Housing Unit Built 1939 or Earlier	109	0.28%
2021 Est. Median Year Structure Built		2001

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

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