



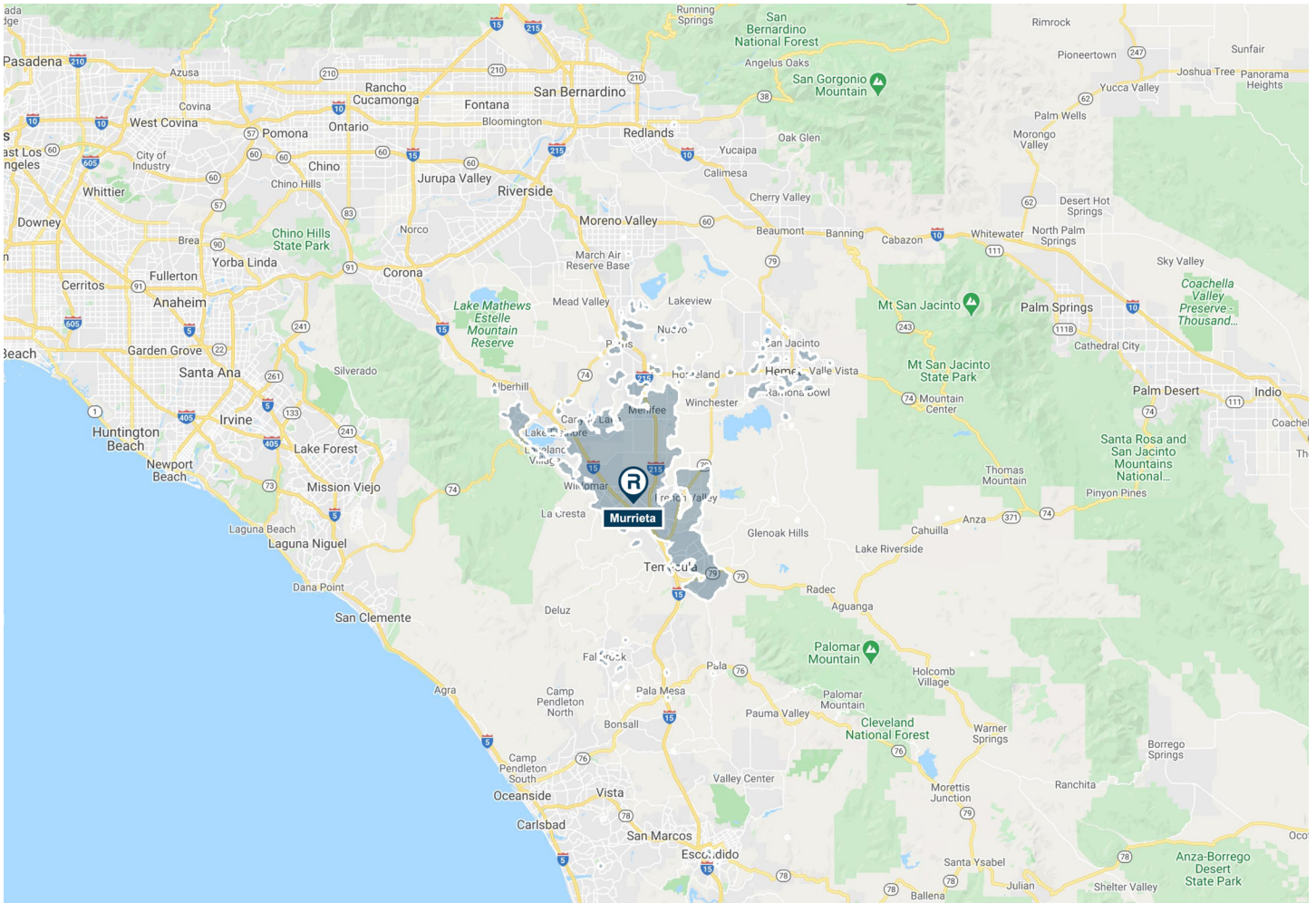
The **Retail** Coach®

# Secondary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA  
February 2021

# Secondary Retail Trade Area



Prepared for:



City of Murrieta

**The City of Murrieta, CA**

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# Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	640,239	
2021 Estimate	608,635	
2010 Census	509,686	
2000 Census	279,974	
Growth 2021 - 2026		5.19%
Growth 2010 - 2021		19.41%
Growth 2000 - 2010		82.05%
<b>2021 Est. Population by Single-Classification Race</b>	<b>608,635</b>	
White Alone	359,300	59.03%
Black or African American Alone	39,881	6.55%
Amer. Indian and Alaska Native Alone	6,073	1.00%
Asian Alone	51,896	8.53%
Native Hawaiian and Other Pacific Island Alone	2,585	0.43%
Some Other Race Alone	105,251	17.29%
Two or More Races	43,650	7.17%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>608,635</b>	
Not Hispanic or Latino	355,175	58.36%
Hispanic or Latino	253,460	41.64%
Mexican	212,983	84.03%
Puerto Rican	6,114	2.41%
Cuban	2,119	0.84%
All Other Hispanic or Latino	32,244	12.72%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>253,460</b>	
White Alone	121,231	47.83%
Black or African American Alone	2,978	1.18%
American Indian and Alaska Native Alone	3,307	1.31%
Asian Alone	1,496	0.59%
Native Hawaiian and Other Pacific Islander Alone	359	0.14%
Some Other Race Alone	104,408	41.19%
Two or More Races	19,681	7.77%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>51,896</b>	
Chinese, except Taiwanese	4,422	8.52%
Filipino	24,978	48.13%
Japanese	2,022	3.90%
Asian Indian	3,429	6.61%
Korean	3,236	6.24%
Vietnamese	6,264	12.07%
Cambodian	1,251	2.41%
Hmong	249	0.48%
Laotian	1,416	2.73%
Thai	717	1.38%
All Other Asian Races Including 2+ Category	3,913	7.54%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>608,635</b>	
Arab	2,405	0.40%
Czech	1,379	0.23%
Danish	2,165	0.36%
Dutch	5,807	0.95%
English	33,274	5.47%
French (except Basque)	10,031	1.65%
French Canadian	2,134	0.35%
German	54,058	8.88%
Greek	2,131	0.35%
Hungarian	1,322	0.22%
Irish	41,268	6.78%
Italian	24,609	4.04%
Lithuanian	369	0.06%
United States or American	15,717	2.58%
Norwegian	5,442	0.89%
Polish	6,879	1.13%
Portuguese	2,589	0.43%
Russian	2,755	0.45%
Scottish	7,900	1.30%
Scotch-Irish	3,459	0.57%
Slovak	308	0.05%
Subsaharan African	2,325	0.38%
Swedish	5,717	0.94%
Swiss	794	0.13%
Ukrainian	928	0.15%
Welsh	2,647	0.44%
West Indian (except Hisp. groups)	1,813	0.30%
Other ancestries	292,664	48.09%
Ancestry Unclassified	75,743	12.45%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	368,403	64.86%
Speak Asian/Pacific Island Language at Home	27,071	4.77%
Speak IndoEuropean Language at Home	10,585	1.86%
Speak Spanish at Home	159,274	28.04%
Speak Other Language at Home	2,697	0.48%

# Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>608,635</b>	
Age 0 - 4	40,605	6.67%
Age 5 - 9	42,527	6.99%
Age 10 - 14	45,962	7.55%
Age 15 - 17	28,792	4.73%
Age 18 - 20	26,160	4.30%
Age 21 - 24	34,921	5.74%
Age 25 - 34	83,981	13.80%
Age 35 - 44	78,595	12.91%
Age 45 - 54	80,062	13.15%
Age 55 - 64	69,940	11.49%
Age 65 - 74	44,328	7.28%
Age 75 - 84	24,006	3.94%
Age 85 and over	8,755	1.44%
Age 16 and over	470,084	77.24%
Age 18 and over	450,748	74.06%
Age 21 and over	424,588	69.76%
Age 65 and over	77,089	12.67%
2021 Est. Median Age		35.17
2021 Est. Average Age		36.80
<b>2021 Est. Population by Sex</b>	<b>608,635</b>	
Male	299,440	49.20%
Female	309,195	50.80%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>299,440</b>	
Age 0 - 4	20,712	6.92%
Age 5 - 9	21,792	7.28%
Age 10 - 14	23,387	7.81%
Age 15 - 17	14,663	4.90%
Age 18 - 20	13,441	4.49%
Age 21 - 24	17,766	5.93%
Age 25 - 34	42,684	14.26%
Age 35 - 44	38,207	12.76%
Age 45 - 54	38,676	12.92%
Age 55 - 64	34,107	11.39%
Age 65 - 74	20,402	6.81%
Age 75 - 84	10,179	3.40%
Age 85 and over	3,424	1.14%
2021 Est. Median Age, Male		33.85
2021 Est. Average Age, Male		35.99
<b>2021 Est. Female Population by Age</b>	<b>309,195</b>	
Age 0 - 4	19,893	6.43%
Age 5 - 9	20,736	6.71%
Age 10 - 14	22,575	7.30%
Age 15 - 17	14,129	4.57%
Age 18 - 20	12,719	4.11%
Age 21 - 24	17,155	5.55%
Age 25 - 34	41,297	13.36%
Age 35 - 44	40,388	13.06%
Age 45 - 54	41,386	13.39%
Age 55 - 64	35,834	11.59%
Age 65 - 74	23,925	7.74%
Age 75 - 84	13,827	4.47%
Age 85 and over	5,330	1.72%
2021 Est. Median Age, Female		36.50
2021 Est. Average Age, Female		37.58

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	158,683	33.09%
Males, Never Married	84,718	17.67%
Females, Never Married	73,965	15.42%
Married, Spouse present	226,908	47.32%
Married, Spouse absent	27,887	5.82%
Widowed	21,888	4.56%
Males Widowed	4,301	0.90%
Females Widowed	17,587	3.67%
Divorced	44,175	9.21%
Males Divorced	16,915	3.53%
Females Divorced	27,260	5.69%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	24,308	6.2%
Some High School, no diploma	26,330	6.8%
High School Graduate (or GED)	104,227	26.7%
Some College, no degree	106,300	27.3%
Associate Degree	35,838	9.2%
Bachelor's Degree	61,244	15.7%
Master's Degree	24,386	6.3%
Professional School Degree	4,249	1.1%
Doctorate Degree	2,786	0.7%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	37,099	26.31%
High School Graduate	43,397	30.77%
Some College or Associate's Degree	42,794	30.35%
Bachelor's Degree or Higher	17,732	12.57%
<b>Households</b>		
2026 Projection	192,241	
2021 Estimate	183,847	
2010 Census	158,088	
2000 Census	93,103	
Growth 2021 - 2026		4.57%
Growth 2010 - 2021		16.29%
Growth 2000 - 2010		69.80%
<b>2021 Est. Households by Household Type</b>	<b>183,847</b>	
Family Households	146,038	79.44%
Nonfamily Households	37,809	20.57%
2021 Est. Group Quarters Population	2,521	
2021 Households by Ethnicity, Hispanic/Latino	59,498	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>183,847</b>	
Income < \$15,000	10,877	5.92%
Income \$15,000 - \$24,999	10,691	5.82%
Income \$25,000 - \$34,999	12,100	6.58%
Income \$35,000 - \$49,999	17,989	9.79%
Income \$50,000 - \$74,999	28,526	15.52%
Income \$75,000 - \$99,999	26,054	14.17%
Income \$100,000 - \$124,999	21,747	11.83%
Income \$125,000 - \$149,999	16,449	8.95%
Income \$150,000 - \$199,999	18,697	10.17%
Income \$200,000 - \$249,999	9,677	5.26%
Income \$250,000 - \$499,999	8,142	4.43%
Income \$500,000+	2,899	1.58%
2021 Est. Average Household Income		\$109,233
2021 Est. Median Household Income		\$85,875
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$88,731
Black or African American Alone		\$81,914
American Indian and Alaska Native Alone		\$73,197
Asian Alone		\$99,312
Native Hawaiian and Other Pacific Islander Alone		\$89,095
Some Other Race Alone		\$66,259
Two or More Races		\$99,929
Hispanic or Latino		\$75,254
Not Hispanic or Latino		\$91,950
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>146,038</b>	
Married-Couple Family, own children	61,316	41.99%
Married-Couple Family, no own children	51,223	35.08%
Male Householder, own children	5,899	4.04%
Male Householder, no own children	4,719	3.23%
Female Householder, own children	13,384	9.17%
Female Householder, no own children	9,497	6.50%
<b>2021 Est. Households by Household Size</b>	<b>183,847</b>	
1-person	28,204	15.34%
2-person	47,319	25.74%
3-person	31,980	17.40%
4-person	33,557	18.25%
5-person	22,020	11.98%
6-person	11,507	6.26%
7-or-more-person	9,259	5.04%
2021 Est. Average Household Size		3.31

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>183,847</b>	
Households with 1 or More People under Age 18:	89,398	48.63%
Married-Couple Family	65,656	73.44%
Other Family, Male Householder	7,059	7.90%
Other Family, Female Householder	15,951	17.84%
Nonfamily, Male Householder	524	0.59%
Nonfamily, Female Householder	208	0.23%
<b>Households with No People under Age 18:</b>	<b>94,450</b>	<b>51.37%</b>
Married-Couple Family	46,875	49.63%
Other Family, Male Householder	3,566	3.78%
Other Family, Female Householder	6,935	7.34%
Nonfamily, Male Householder	16,938	17.93%
Nonfamily, Female Householder	20,136	21.32%
<b>2021 Est. Households by Number of Vehicles</b>	<b>183,847</b>	
No Vehicles	4,697	2.56%
1 Vehicle	41,344	22.49%
2 Vehicles	73,093	39.76%
3 Vehicles	41,319	22.48%
4 Vehicles	16,659	9.06%
5 or more Vehicles	6,736	3.66%
2021 Est. Average Number of Vehicles		2.27
<b>Family Households</b>		
2026 Projection	152,798	
2021 Estimate	146,038	
2010 Census	125,129	
2000 Census	72,152	
Growth 2021 - 2026		4.63%
Growth 2010 - 2021		16.71%
Growth 2000 - 2010		73.42%
<b>2021 Est. Families by Poverty Status</b>	<b>146,038</b>	
2021 Families at or Above Poverty	134,949	92.41%
2021 Families at or Above Poverty with Children	71,002	48.62%
2021 Families Below Poverty	11,089	7.59%
2021 Families Below Poverty with Children	8,146	5.58%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>470,085</b>	
Civilian Labor Force, Employed	270,265	57.49%
Civilian Labor Force, Unemployed	20,231	4.30%
Armed Forces	3,536	0.75%
Not in Labor Force	176,053	37.45%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>265,587</b>	
For-Profit Private Workers	187,391	70.56%
Non-Profit Private Workers	11,148	4.20%
Local Government Workers	7,620	2.87%
State Government Workers	9,845	3.71%
Federal Government Workers	22,429	8.45%
Self-Employed Workers	26,541	9.99%
Unpaid Family Workers	613	0.23%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>265,587</b>	
Architect/Engineer	4,455	1.68%
Arts/Entertainment/Sports	4,625	1.74%
Building Grounds Maintenance	10,355	3.90%
Business/Financial Operations	12,640	4.76%
Community/Social Services	3,952	1.49%
Computer/Mathematical	4,950	1.86%
Construction/Extraction	17,554	6.61%
Education/Training/Library	15,515	5.84%
Farming/Fishing/Forestry	1,012	0.38%
Food Prep/Serving	17,369	6.54%
Health Practitioner/Technician	14,250	5.37%
Healthcare Support	9,182	3.46%
Maintenance Repair	9,065	3.41%
Legal	1,576	0.59%
Life/Physical/Social Science	1,217	0.46%
Management	24,755	9.32%
Office/Admin. Support	30,936	11.65%
Production	12,142	4.57%
Protective Services	8,181	3.08%
Sales/Related	31,458	11.85%
Personal Care/Service	9,571	3.60%
Transportation/Moving	20,828	7.84%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>265,587</b>	
White Collar	150,329	56.60%
Blue Collar	59,589	22.44%
Service and Farm	55,669	20.96%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>261,861</b>	
Drove Alone	207,871	79.38%
Car Pooled	30,154	11.52%
Public Transportation	1,426	0.55%
Walked	2,568	0.98%
Bicycle	422	0.16%
Other Means	4,987	1.90%
Worked at Home	14,434	5.51%

# Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	49,296	
15 - 29 Minutes	65,523	
30 - 44 Minutes	40,736	
45 - 59 Minutes	24,442	
60 or more Minutes	66,731	
2021 Est. Avg Travel Time to Work in Minutes		41
2021 Est. Occupied Housing Units by Tenure	183,847	
Owner Occupied	130,761	71.13%
Renter Occupied	53,086	28.88%
2021 Owner Occ. HUs: Avg. Length of Residence		11.84
2021 Renter Occ. HUs: Avg. Length of Residence		5.9
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>183,847</b>	
Value Less than \$20,000	1,452	1.11%
Value \$20,000 - \$39,999	1,344	1.03%
Value \$40,000 - \$59,999	1,041	0.80%
Value \$60,000 - \$79,999	730	0.56%
Value \$80,000 - \$99,999	727	0.56%
Value \$100,000 - \$149,999	2,139	1.64%
Value \$150,000 - \$199,999	3,187	2.44%
Value \$200,000 - \$299,999	14,645	11.20%
Value \$300,000 - \$399,999	31,067	23.76%
Value \$400,000 - \$499,999	34,098	26.08%
Value \$500,000 - \$749,999	30,055	22.99%
Value \$750,000 - \$999,999	6,791	5.19%
Value \$1,000,000 or \$1,499,999	2,008	1.54%
Value \$1,500,000 or \$1,999,999	718	0.55%
Value \$2,000,000+	761	0.58%
2021 Est. Median All Owner-Occupied Housing Value		\$425,870
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	154,958	78.06%
1 Unit Attached	5378	2.71%
2 Units	1,127	0.57%
3 or 4 Units	4,191	2.11%
5 to 19 Units	13,775	6.94%
20 to 49 Units	3,119	1.57%
50 or More Units	4,042	2.04%
Mobile Home or Trailer	11,700	5.89%
Boat, RV, Van, etc.	235	0.12%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	22,994	11.58%
Housing Units Built 2010 to 2014	6,851	3.45%
Housing Units Built 2000 to 2009	69,423	34.97%
Housing Units Built 1990 to 1999	35,040	17.65%
Housing Units Built 1980 to 1989	35,004	17.63%
Housing Units Built 1970 to 1979	16,029	8.07%
Housing Units Built 1960 to 1969	6,988	3.52%
Housing Units Built 1950 to 1959	3,355	1.69%
Housing Units Built 1940 to 1949	1,334	0.67%
Housing Unit Built 1939 or Earlier	1,507	0.76%
2021 Est. Median Year Structure Built		2000

# 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.





The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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