



The **Retail** Coach.®

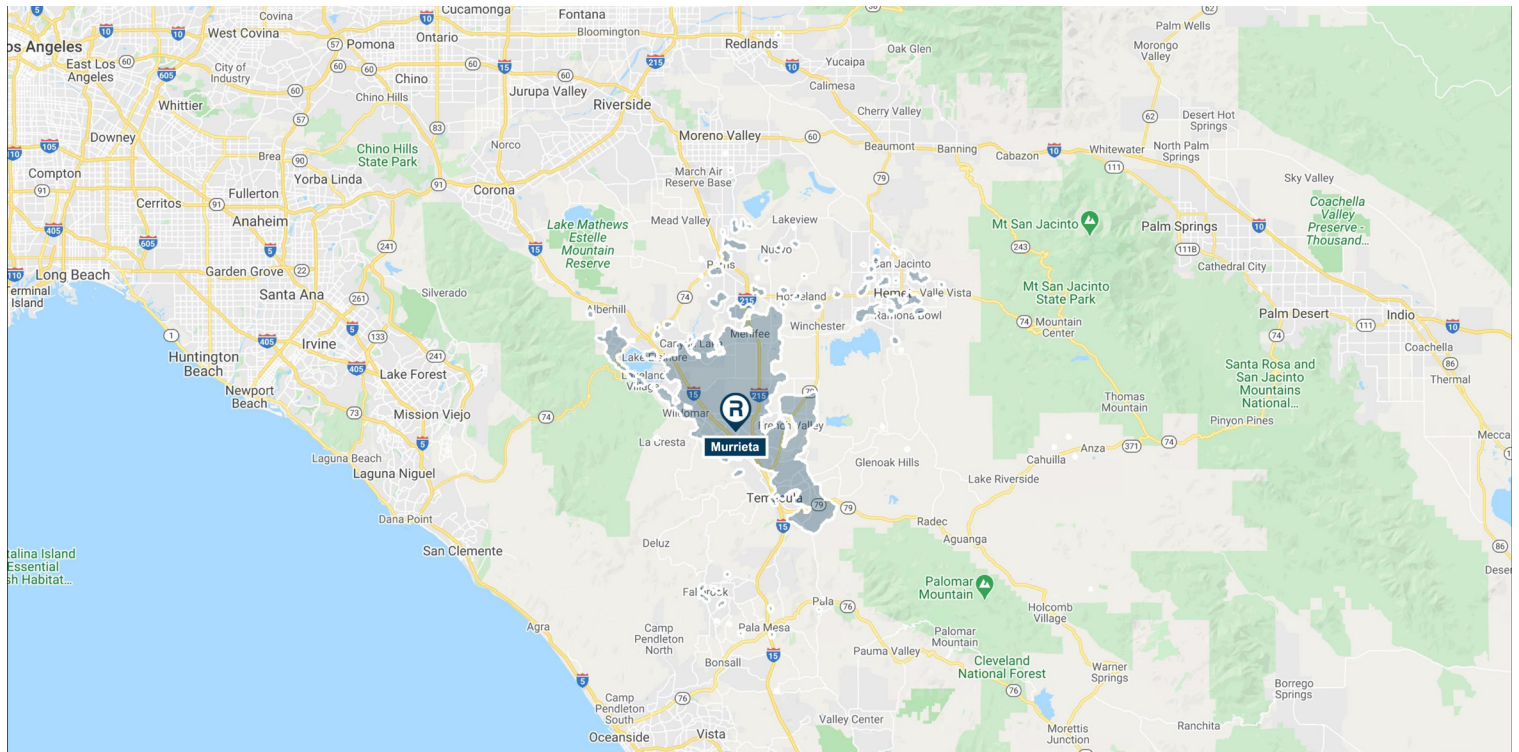
Secondary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2022

Secondary Retail Trade Area • Demographic Snapshot

Murrieta, California



Population

2010	510,485	0 - 9 Years	13.37%
2022	616,145	10 - 17 Years	12.19%
2027	644,015	18 - 24 Years	9.90%

Educational Attainment (%)

Graduate or Professional Degree	8.30%	25 - 34 Years	13.94%
Bachelors Degree	16.51%	35 - 44 Years	12.93%
Associate Degree	9.22%	45 - 54 Years	12.95%
Some College	27.91%	55 - 64 Years	11.61%
High School Graduate (GED)	25.42%	65 and Older	13.12%
Some High School, No Degree	6.47%	Median Age	35.46
Less than 9th Grade	6.16%	Average Age	37.10

Income

Average HH	\$119,380
Median HH	\$94,409
Per Capita	\$36,146

Race Distribution (%)

White	58.44%
Black/African American	6.70%
American Indian/Alaskan	1.00%
Asian	8.67%
Native Hawaiian/Islander	0.43%
Other Race	17.47%
Two or More Races	7.29%
Hispanic	41.98%



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Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2027 Projection	644,015	
2022 Estimate	616,145	
2010 Census	510,485	
2000 Census	279,216	
Growth 2022 - 2027		4.52%
Growth 2010 - 2022		20.70%
Growth 2000 - 2010		82.83%
2022 Est. Population by Single-Classification Race	616,145	
White Alone	360,064	58.44%
Black or African American Alone	41,278	6.70%
Amer. Indian and Alaska Native Alone	6,149	1.00%
Asian Alone	53,438	8.67%
Native Hawaiian and Other Pacific Island Alone	2,660	0.43%
Some Other Race Alone	107,652	17.47%
Two or More Races	44,904	7.29%
2022 Est. Population by Hispanic or Latino Origin	616,145	
Not Hispanic or Latino	357,487	58.02%
Hispanic or Latino	258,658	41.98%
Mexican	217,407	84.05%
Puerto Rican	6,240	2.41%
Cuban	2,158	0.83%
All Other Hispanic or Latino	32,852	12.70%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	258,658	
White Alone	123,559	47.77%
Black or African American Alone	3,041	1.18%
American Indian and Alaska Native Alone	3,350	1.29%
Asian Alone	1,517	0.59%
Native Hawaiian and Other Pacific Islander Alone	361	0.14%
Some Other Race Alone	106,801	41.29%
Two or More Races	20,030	7.74%
2022 Est. Pop by Race, Asian Alone, by Category	53,438	
Chinese, except Taiwanese	4,142	7.75%
Filipino	28,146	52.67%
Japanese	1,700	3.18%
Asian Indian	2,128	3.98%
Korean	3,337	6.25%
Vietnamese	6,757	12.65%
Cambodian	1,400	2.62%
Hmong	217	0.41%
Laotian	1,185	2.22%
Thai	589	1.10%
All Other Asian Races Including 2+ Category	3,837	7.18%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	616,145	
Arab	524	0.09%
Czech	1,680	0.27%
Danish	1,857	0.30%
Dutch	5,371	0.87%
English	34,303	5.57%
French (except Basque)	9,117	1.48%
French Canadian	2,202	0.36%
German	50,501	8.20%
Greek	1,896	0.31%
Hungarian	1,187	0.19%
Irish	39,354	6.39%
Italian	24,115	3.91%
Lithuanian	320	0.05%
United States or American	15,844	2.57%
Norwegian	5,297	0.86%
Polish	6,445	1.05%
Portuguese	2,404	0.39%
Russian	2,583	0.42%
Scottish	7,252	1.18%
Scotch-Irish	3,342	0.54%
Slovak	364	0.06%
Subsaharan African	2,282	0.37%
Swedish	4,812	0.78%
Swiss	820	0.13%
Ukrainian	600	0.10%
Welsh	2,799	0.45%
West Indian (except Hisp. groups)	2,143	0.35%
Other ancestries	297,811	48.34%
Ancestry Unclassified	88,919	14.43%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	395,434	68.62%
Speak Asian/Pacific Island Language at Home	29,063	5.04%
Speak IndoEuropean Language at Home	10,523	1.83%
Speak Spanish at Home	138,060	23.96%
Speak Other Language at Home	3,215	0.56%

Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	616,145	
Age 0 - 4	39,849	6.47%
Age 5 - 9	42,519	6.90%
Age 10 - 14	46,316	7.52%
Age 15 - 17	28,772	4.67%
Age 18 - 20	26,126	4.24%
Age 21 - 24	34,854	5.66%
Age 25 - 34	85,888	13.94%
Age 35 - 44	79,671	12.93%
Age 45 - 54	79,770	12.95%
Age 55 - 64	71,557	11.61%
Age 65 - 74	46,862	7.61%
Age 75 - 84	24,912	4.04%
Age 85 and over	9,050	1.47%
Age 16 and over	478,024	77.58%
Age 18 and over	458,689	74.44%
Age 21 and over	432,563	70.20%
Age 65 and over	80,824	13.12%
2022 Est. Median Age		35.46
2022 Est. Average Age		37.10
2022 Est. Population by Sex	616,145	
Male	303,286	49.22%
Female	312,859	50.78%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	303,286	
Age 0 - 4	20,366	6.71%
Age 5 - 9	21,830	7.20%
Age 10 - 14	23,569	7.77%
Age 15 - 17	14,630	4.82%
Age 18 - 20	13,411	4.42%
Age 21 - 24	17,709	5.84%
Age 25 - 34	43,670	14.40%
Age 35 - 44	38,876	12.82%
Age 45 - 54	38,552	12.71%
Age 55 - 64	34,863	11.50%
Age 65 - 74	21,686	7.15%
Age 75 - 84	10,560	3.48%
Age 85 and over	3,565	1.18%
2022 Est. Median Age, Male		34.16
2022 Est. Average Age, Male		36.29
2022 Est. Female Population by Age	312,859	
Age 0 - 4	19,484	6.23%
Age 5 - 9	20,689	6.61%
Age 10 - 14	22,747	7.27%
Age 15 - 17	14,142	4.52%
Age 18 - 20	12,715	4.06%
Age 21 - 24	17,146	5.48%
Age 25 - 34	42,218	13.49%
Age 35 - 44	40,795	13.04%
Age 45 - 54	41,219	13.18%
Age 55 - 64	36,695	11.73%
Age 65 - 74	25,176	8.05%
Age 75 - 84	14,352	4.59%
Age 85 and over	5,485	1.75%
2022 Est. Median Age, Female		36.77
2022 Est. Average Age, Female		37.89

Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	158,855	32.59%
Males, Never Married	85,683	17.58%
Females, Never Married	73,172	15.01%
Married, Spouse present	231,890	47.57%
Married, Spouse absent	26,223	5.38%
Widowed	23,136	4.75%
Males Widowed	4,711	0.97%
Females Widowed	18,425	3.78%
Divorced	47,357	9.72%
Males Divorced	18,914	3.88%
Females Divorced	28,443	5.83%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	24,520	6.16%
Some High School, no diploma	25,753	6.47%
High School Graduate (or GED)	101,099	25.42%
Some College, no degree	111,010	27.91%
Associate Degree	36,660	9.22%
Bachelor's Degree	65,648	16.51%
Master's Degree	25,558	6.43%
Professional School Degree	4,607	1.16%
Doctorate Degree	2,855	0.72%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	36,892	25.36%
High School Graduate	42,211	29.02%
Some College or Associate's Degree	45,884	31.55%
Bachelor's Degree or Higher	20,464	14.07%
Households		
2027 Projection	193,045	
2022 Estimate	185,770	
2010 Census	158,117	
2000 Census	92,895	
Growth 2022 - 2027		3.92%
Growth 2010 - 2022		17.49%
Growth 2000 - 2010		70.21%
2022 Est. Households by Household Type	185,770	
Family Households	147,571	79.44%
Nonfamily Households	38,199	20.56%
2022 Est. Group Quarters Population	2,604	
2022 Households by Ethnicity, Hispanic/Latino	60,591	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	185,770	
Income < \$15,000	9,724	5.23%
Income \$15,000 - \$24,999	9,076	4.89%
Income \$25,000 - \$34,999	10,385	5.59%
Income \$35,000 - \$49,999	15,445	8.31%
Income \$50,000 - \$74,999	28,105	15.13%
Income \$75,000 - \$99,999	25,634	13.80%
Income \$100,000 - \$124,999	22,587	12.16%
Income \$125,000 - \$149,999	18,507	9.96%
Income \$150,000 - \$199,999	21,048	11.33%
Income \$200,000 - \$249,999	11,522	6.20%
Income \$250,000 - \$499,999	9,778	5.26%
Income \$500,000+	3,959	2.13%
2022 Est. Average Household Income		\$119,380
2022 Est. Median Household Income		\$94,409
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,830
Black or African American Alone		\$91,121
American Indian and Alaska Native Alone		\$82,991
Asian Alone		\$109,388
Native Hawaiian and Other Pacific Islander Alone		\$103,778
Some Other Race Alone		\$73,424
Two or More Races		\$105,682
Hispanic or Latino		\$83,645
Not Hispanic or Latino		\$100,673
2022 Est. Family HH Type by Presence of Own Child.	147,571	
Married-Couple Family, own children	61,981	42.00%
Married-Couple Family, no own children	51,751	35.07%
Male Householder, own children	5,965	4.04%
Male Householder, no own children	4,770	3.23%
Female Householder, own children	13,521	9.16%
Female Householder, no own children	9,584	6.50%
2022 Est. Households by Household Size	185,770	
1-person	28,471	15.33%
2-person	47,803	25.73%
3-person	32,306	17.39%
4-person	33,933	18.27%
5-person	22,247	11.98%
6-person	11,640	6.27%
7-or-more-person	9,371	5.04%
2022 Est. Average Household Size		3.31

Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	185,770	
Households with 1 or More People under Age 18:	90,357	48.64%
Married-Couple Family	66,387	73.47%
Other Family, Male Householder	7,144	7.91%
Other Family, Female Householder	16,082	17.80%
Nonfamily, Male Householder	532	0.59%
Nonfamily, Female Householder	212	0.24%
Households with No People under Age 18:	95,414	
Married-Couple Family	47,364	49.64%
Other Family, Male Householder	3,598	3.77%
Other Family, Female Householder	7,002	7.34%
Nonfamily, Male Householder	17,105	17.93%
Nonfamily, Female Householder	20,345	21.32%
2022 Est. Households by Number of Vehicles	185,770	
No Vehicles	5,422	2.92%
1 Vehicle	41,095	22.12%
2 Vehicles	72,813	39.20%
3 Vehicles	41,824	22.51%
4 Vehicles	16,693	8.99%
5 or more Vehicles	7,922	4.26%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	153,445	
2022 Estimate	147,571	
2010 Census	125,145	
2000 Census	71,954	
Growth 2022 - 2027		3.98%
Growth 2010 - 2022		17.92%
Growth 2000 - 2010		73.92%
2022 Est. Families by Poverty Status	147,571	
2022 Families at or Above Poverty	136,646	92.60%
2022 Families at or Above Poverty with Children	73,669	49.92%
2022 Families Below Poverty	10,925	7.40%
2022 Families Below Poverty with Children	8,221	5.57%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	275,057	57.54%
Civilian Labor Force, Unemployed	17,943	3.75%
Armed Forces	3,790	0.79%
Not in Labor Force	181,235	37.91%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	272,438	
For-Profit Private Workers	188,815	69.31%
Non-Profit Private Workers	11,775	4.32%
Local Government Workers	8,095	2.97%
State Government Workers	10,347	3.80%
Federal Government Workers	25,339	9.30%
Self-Employed Workers	27,311	10.03%
Unpaid Family Workers	756	0.28%
2022 Est. Civ. Employed Pop 16+ by Occupation	272,438	
Architect/Engineer	4,961	1.82%
Arts/Entertainment/Sports	4,692	1.72%
Building Grounds Maintenance	9,288	3.41%
Business/Financial Operations	12,218	4.49%
Community/Social Services	4,466	1.64%
Computer/Mathematical	5,174	1.90%
Construction/Extraction	18,249	6.70%
Education/Training/Library	17,005	6.24%
Farming/Fishing/Forestry	738	0.27%
Food Prep/Serving	16,114	5.91%
Health Practitioner/Technician	15,623	5.74%
Healthcare Support	10,166	3.73%
Maintenance Repair	9,163	3.36%
Legal	1,768	0.65%
Life/Physical/Social Science	1,856	0.68%
Management	26,643	9.78%
Office/Admin. Support	30,121	11.06%
Production	13,506	4.96%
Protective Services	8,823	3.24%
Sales/Related	31,481	11.56%
Personal Care/Service	9,767	3.58%
Transportation/Moving	20,616	7.57%
2022 Est. Pop 16+ by Occupation Classification	272,438	
White Collar	156,007	57.26%
Blue Collar	61,535	22.59%
Service and Farm	54,897	20.15%
2022 Est. Workers Age 16+ by Transp. to Work	267,745	
Drove Alone	211,050	78.82%
Car Pooled	30,064	11.23%
Public Transportation	1,306	0.49%
Walked	2,654	0.99%
Bicycle	422	0.16%
Other Means	4,914	1.83%
Worked at Home	17,336	6.47%

Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	46,578	
15 - 29 Minutes	64,572	
30 - 44 Minutes	45,444	
45 - 59 Minutes	25,459	
60 or more Minutes	69,014	
2022 Est. Avg Travel Time to Work in Minutes		42
2022 Est. Occupied Housing Units by Tenure	185,770	
Owner Occupied	132,196	71.16%
Renter Occupied	53,574	28.84%
2022 Owner Occ. HUs: Avg. Length of Residence		11.94%
2022 Renter Occ. HUs: Avg. Length of Residence		6.28%
2022 Est. Owner-Occupied Housing Units by Value	185,770	
Value Less than \$20,000	1,156	0.87%
Value \$20,000 - \$39,999	1,263	0.96%
Value \$40,000 - \$59,999	951	0.72%
Value \$60,000 - \$79,999	544	0.41%
Value \$80,000 - \$99,999	662	0.50%
Value \$100,000 - \$149,999	1,809	1.37%
Value \$150,000 - \$199,999	1,966	1.49%
Value \$200,000 - \$299,999	9,475	7.17%
Value \$300,000 - \$399,999	23,498	17.77%
Value \$400,000 - \$499,999	34,418	26.04%
Value \$500,000 - \$749,999	41,115	31.10%
Value \$750,000 - \$999,999	10,785	8.16%
Value \$1,000,000 or \$1,499,999	2,660	2.01%
Value \$1,500,000 or \$1,999,999	995	0.75%
Value \$2,000,000+	901	0.68%
2022 Est. Median All Owner-Occupied Housing Value		\$471,071
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	156,167	77.90%
1 Unit Attached	5,556	2.77%
2 Units	991	0.49%
3 or 4 Units	4,538	2.26%
5 to 19 Units	13,486	6.73%
20 to 49 Units	3,151	1.57%
50 or More Units	4,559	2.27%
Mobile Home or Trailer	11,792	5.88%
Boat, RV, Van, etc.	227	0.11%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	25,861	12.90%
Housing Units Built 2010 to 2014	7,296	3.64%
Housing Units Built 2000 to 2009	67,913	33.88%
Housing Units Built 1990 to 1999	35,208	17.56%
Housing Units Built 1980 to 1989	35,262	17.59%
Housing Units Built 1970 to 1979	16,028	8.00%
Housing Units Built 1960 to 1969	6,902	3.44%
Housing Units Built 1950 to 1959	3,304	1.65%
Housing Units Built 1940 to 1949	1,319	0.66%
Housing Unit Built 1939 or Earlier	1,376	0.69%
2022 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.



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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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