



The **Retail** Coach.®

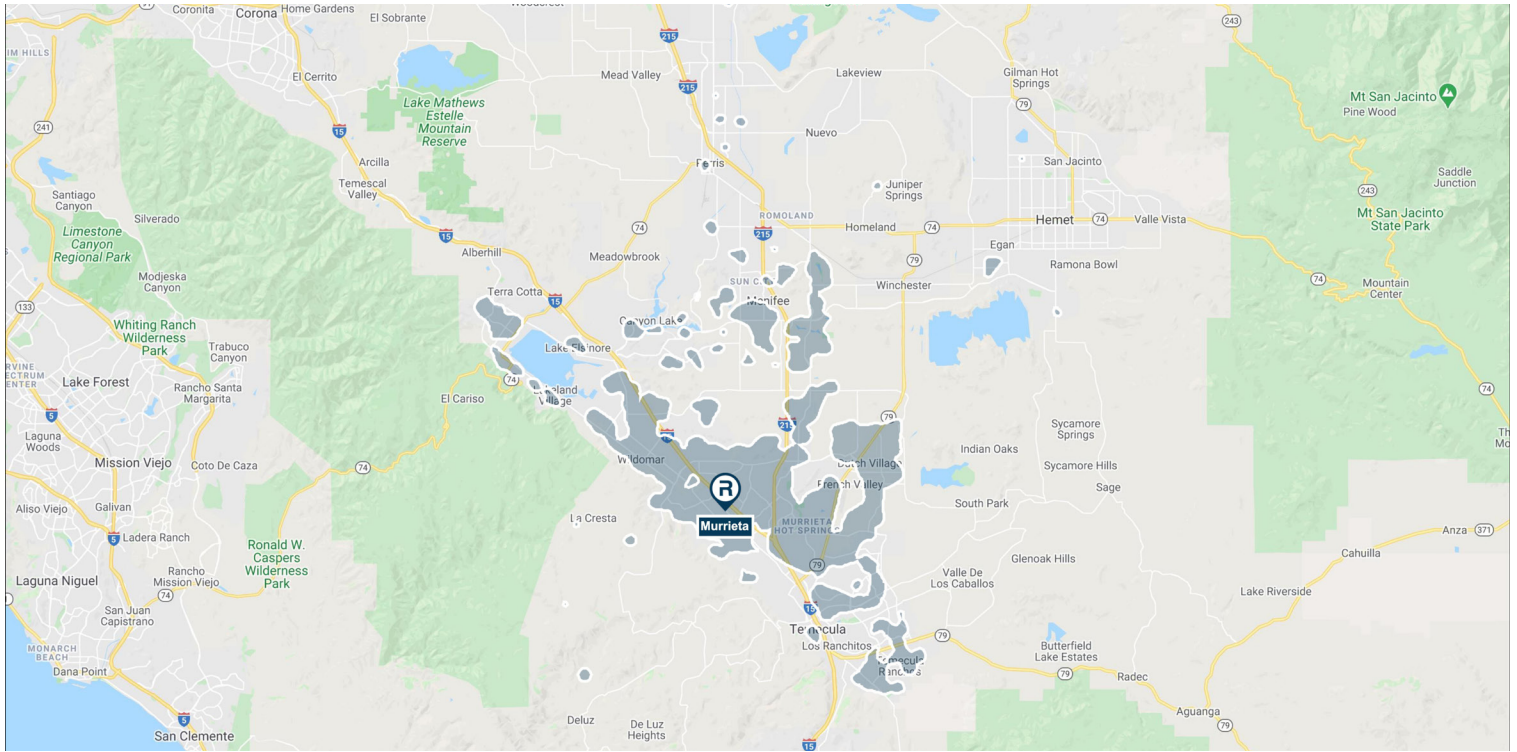
Primary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2022

Primary Retail Trade Area • Demographic Snapshot

Murrieta, California



Population

2010	320,538
2022	388,555
2027	406,276

Educational Attainment (%)

Graduate or Professional Degree	9.07%
Bachelors Degree	18.14%
Associate Degree	9.60%
Some College	28.36%
High School Graduate (GED)	24.53%
Some High School, No Degree	5.36%
Less than 9th Grade	4.95%

Income

Average HH	\$128,154
Median HH	\$102,657
Per Capita	\$38,582

Age

0 - 9 Years	13.26%
10 - 17 Years	12.27%
18 - 24 Years	10.08%
25 - 34 Years	13.99%
35 - 44 Years	13.08%
45 - 54 Years	13.34%
55 - 64 Years	11.84%
65 and Older	12.15%
Median Age	35.30
Average Age	36.79

Race Distribution (%)

White	59.08%
Black/African American	6.80%
American Indian/Alaskan	0.92%
Asian	10.22%
Native Hawaiian/Islander	0.46%
Other Race	14.62%
Two or More Races	7.90%
Hispanic	38.02%



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Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2027 Projection	406,276	
2022 Estimate	388,555	
2010 Census	320,538	
2000 Census	160,724	
Growth 2022 - 2027		4.56%
Growth 2010 - 2022		21.22%
Growth 2000 - 2010		99.43%
2022 Est. Population by Single-Classification Race	388,555	
White Alone	229,568	59.08%
Black or African American Alone	26,429	6.80%
Amer. Indian and Alaska Native Alone	3,557	0.92%
Asian Alone	39,710	10.22%
Native Hawaiian and Other Pacific Island Alone	1,795	0.46%
Some Other Race Alone	56,804	14.62%
Two or More Races	30,692	7.90%
2022 Est. Population by Hispanic or Latino Origin	388,555	
Not Hispanic or Latino	240,839	61.98%
Hispanic or Latino	147,717	38.02%
Mexican	122,133	82.68%
Puerto Rican	4,311	2.92%
Cuban	1,459	0.99%
All Other Hispanic or Latino	19,813	13.41%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	147,717	
White Alone	73,302	49.62%
Black or African American Alone	1,944	1.32%
American Indian and Alaska Native Alone	1,937	1.31%
Asian Alone	1,044	0.71%
Native Hawaiian and Other Pacific Islander Alone	251	0.17%
Some Other Race Alone	56,260	38.09%
Two or More Races	12,978	8.79%
2022 Est. Pop by Race, Asian Alone, by Category	39,710	
Chinese, except Taiwanese	2,823	7.11%
Filipino	21,106	53.15%
Japanese	1,124	2.83%
Asian Indian	1,472	3.71%
Korean	2,404	6.05%
Vietnamese	5,643	14.21%
Cambodian	1,100	2.77%
Hmong	89	0.22%
Laotian	969	2.44%
Thai	290	0.73%
All Other Asian Races Including 2+ Category	2,691	6.78%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	388,555	
Arab	375	0.10%
Czech	1,024	0.26%
Danish	1,279	0.33%
Dutch	3,450	0.89%
English	22,677	5.84%
French (except Basque)	6,088	1.57%
French Canadian	1,442	0.37%
German	34,333	8.84%
Greek	1,431	0.37%
Hungarian	732	0.19%
Irish	26,373	6.79%
Italian	16,999	4.37%
Lithuanian	178	0.05%
United States or American	9,610	2.47%
Norwegian	3,469	0.89%
Polish	4,241	1.09%
Portuguese	1,864	0.48%
Russian	1,840	0.47%
Scottish	5,056	1.30%
Scotch-Irish	2,376	0.61%
Slovak	257	0.07%
Subsaharan African	1,590	0.41%
Swedish	3,237	0.83%
Swiss	495	0.13%
Ukrainian	361	0.09%
Welsh	2,018	0.52%
West Indian (except Hisp. groups)	1,147	0.30%
Other ancestries	178,347	45.90%
Ancestry Unclassified	56,268	14.48%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	260,347	71.60%
Speak Asian/Pacific Island Language at Home	21,732	5.98%
Speak IndoEuropean Language at Home	7,182	1.98%
Speak Spanish at Home	72,238	19.87%
Speak Other Language at Home	2,136	0.59%

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Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	388,555	
Age 0 - 4	24,921	6.41%
Age 5 - 9	26,617	6.85%
Age 10 - 14	29,301	7.54%
Age 15 - 17	18,362	4.73%
Age 18 - 20	16,733	4.31%
Age 21 - 24	22,431	5.77%
Age 25 - 34	54,349	13.99%
Age 35 - 44	50,825	13.08%
Age 45 - 54	51,823	13.34%
Age 55 - 64	45,989	11.84%
Age 65 - 74	28,135	7.24%
Age 75 - 84	14,165	3.65%
Age 85 and over	4,902	1.26%
Age 16 and over	301,690	77.64%
Age 18 and over	289,354	74.47%
Age 21 and over	272,620	70.16%
Age 65 and over	47,202	12.15%
2022 Est. Median Age		35.30
2022 Est. Average Age		36.79
2022 Est. Population by Sex	388,555	
Male	191,528	49.29%
Female	197,028	50.71%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	191,528	
Age 0 - 4	12,671	6.62%
Age 5 - 9	13,680	7.14%
Age 10 - 14	14,940	7.80%
Age 15 - 17	9,364	4.89%
Age 18 - 20	8,596	4.49%
Age 21 - 24	11,407	5.96%
Age 25 - 34	27,678	14.45%
Age 35 - 44	24,861	12.98%
Age 45 - 54	24,968	13.04%
Age 55 - 64	22,453	11.72%
Age 65 - 74	13,049	6.81%
Age 75 - 84	5,969	3.12%
Age 85 and over	1,892	0.99%
2022 Est. Median Age, Male		34.03
2022 Est. Average Age, Male		35.99
2022 Est. Female Population by Age	197,028	
Age 0 - 4	12,251	6.22%
Age 5 - 9	12,937	6.57%
Age 10 - 14	14,361	7.29%
Age 15 - 17	8,998	4.57%
Age 18 - 20	8,137	4.13%
Age 21 - 24	11,025	5.60%
Age 25 - 34	26,671	13.54%
Age 35 - 44	25,964	13.18%
Age 45 - 54	26,855	13.63%
Age 55 - 64	23,537	11.95%
Age 65 - 74	15,086	7.66%
Age 75 - 84	8,197	4.16%
Age 85 and over	3,010	1.53%
2022 Est. Median Age, Female		36.59
2022 Est. Average Age, Female		37.56

Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	98,960	32.16%
Males, Never Married	53,333	17.33%
Females, Never Married	45,627	14.83%
Married, Spouse present	149,356	48.54%
Married, Spouse absent	16,160	5.25%
Widowed	13,639	4.43%
Males Widowed	2,709	0.88%
Females Widowed	10,930	3.55%
Divorced	29,601	9.62%
Males Divorced	11,907	3.87%
Females Divorced	17,694	5.75%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,372	4.95%
Some High School, no diploma	13,407	5.36%
High School Graduate (or GED)	61,367	24.53%
Some College, no degree	70,961	28.36%
Associate Degree	24,028	9.60%
Bachelor's Degree	45,373	18.14%
Master's Degree	17,616	7.04%
Professional School Degree	3,239	1.29%
Doctorate Degree	1,826	0.73%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	17,433	21.02%
High School Graduate	23,389	28.20%
Some College or Associate's Degree	28,445	34.30%
Bachelor's Degree or Higher	13,673	16.48%
Households		
2027 Projection	120,963	
2022 Estimate	116,408	
2010 Census	98,917	
2000 Census	52,236	
Growth 2022 - 2027		3.91%
Growth 2010 - 2022		17.68%
Growth 2000 - 2010		89.37%
2022 Est. Households by Household Type	116,408	
Family Households	93,589	80.40%
Nonfamily Households	22,819	19.60%
2022 Est. Group Quarters Population	1,894	
2022 Households by Ethnicity, Hispanic/Latino	34,755	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	116,408	
Income < \$15,000	5,033	4.32%
Income \$15,000 - \$24,999	4,543	3.90%
Income \$25,000 - \$34,999	5,523	4.75%
Income \$35,000 - \$49,999	8,352	7.17%
Income \$50,000 - \$74,999	16,790	14.42%
Income \$75,000 - \$99,999	16,294	14.00%
Income \$100,000 - \$124,999	14,965	12.86%
Income \$125,000 - \$149,999	12,446	10.69%
Income \$150,000 - \$199,999	14,482	12.44%
Income \$200,000 - \$249,999	8,020	6.89%
Income \$250,000 - \$499,999	7,073	6.08%
Income \$500,000+	2,889	2.48%
2022 Est. Average Household Income		\$128,154
2022 Est. Median Household Income		\$102,657
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$105,975
Black or African American Alone		\$99,981
American Indian and Alaska Native Alone		\$87,921
Asian Alone		\$110,929
Native Hawaiian and Other Pacific Islander Alone		\$106,533
Some Other Race Alone		\$79,558
Two or More Races		\$113,874
Hispanic or Latino		\$92,274
Not Hispanic or Latino		\$107,546
2022 Est. Family HH Type by Presence of Own Child.	93,589	
Married-Couple Family, own children	40,985	43.79%
Married-Couple Family, no own children	32,068	34.27%
Male Householder, own children	3,669	3.92%
Male Householder, no own children	2,883	3.08%
Female Householder, own children	8,378	8.95%
Female Householder, no own children	5,606	5.99%
2022 Est. Households by Household Size	116,408	
1-person	16,628	14.28%
2-person	29,185	25.07%
3-person	20,955	18.00%
4-person	22,455	19.29%
5-person	14,406	12.38%
6-person	7,313	6.28%
7-or-more-person	5,466	4.70%
2022 Est. Average Household Size		3.33

Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	116,408	
Households with 1 or More People under Age 18:	58,288	50.07%
Married-Couple Family	43,657	74.90%
Other Family, Male Householder	4,353	7.47%
Other Family, Female Householder	9,814	16.84%
Nonfamily, Male Householder	344	0.59%
Nonfamily, Female Householder	120	0.21%
Households with No People under Age 18:	58,120	
Married-Couple Family	29,414	50.61%
Other Family, Male Householder	2,200	3.79%
Other Family, Female Householder	4,157	7.15%
Nonfamily, Male Householder	10,407	17.91%
Nonfamily, Female Householder	11,942	20.55%
2022 Est. Households by Number of Vehicles	116,408	
No Vehicles	2,967	2.55%
1 Vehicle	24,077	20.68%
2 Vehicles	46,179	39.67%
3 Vehicles	26,900	23.11%
4 Vehicles	10,998	9.45%
5 or more Vehicles	5,286	4.54%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	97,295	
2022 Estimate	93,589	
2010 Census	79,290	
2000 Census	41,575	
Growth 2022 - 2027		3.96%
Growth 2010 - 2022		18.03%
Growth 2000 - 2010		90.72%
2022 Est. Families by Poverty Status	93,589	
2022 Families at or Above Poverty	87,907	93.93%
2022 Families at or Above Poverty with Children	48,230	51.53%
2022 Families Below Poverty	5,682	6.07%
2022 Families Below Poverty with Children	4,316	4.61%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	178,418	59.14%
Civilian Labor Force, Unemployed	11,494	3.81%
Armed Forces	2,940	0.98%
Not in Labor Force	108,839	36.08%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	175,851	
For-Profit Private Workers	121,126	68.88%
Non-Profit Private Workers	7,378	4.20%
Local Government Workers	5,586	3.18%
State Government Workers	6,588	3.75%
Federal Government Workers	16,663	9.48%
Self-Employed Workers	18,029	10.25%
Unpaid Family Workers	482	0.27%
2022 Est. Civ. Employed Pop 16+ by Occupation	175,851	
Architect/Engineer	3,524	2.00%
Arts/Entertainment/Sports	3,107	1.77%
Building Grounds Maintenance	5,314	3.02%
Business/Financial Operations	8,487	4.83%
Community/Social Services	3,004	1.71%
Computer/Mathematical	3,628	2.06%
Construction/Extraction	10,280	5.85%
Education/Training/Library	11,397	6.48%
Farming/Fishing/Forestry	257	0.15%
Food Prep/Serving	10,699	6.08%
Health Practitioner/Technician	10,652	6.06%
Healthcare Support	6,193	3.52%
Maintenance Repair	5,892	3.35%
Legal	1,279	0.73%
Life/Physical/Social Science	1,324	0.75%
Management	18,698	10.63%
Office/Admin. Support	18,877	10.74%
Production	8,282	4.71%
Protective Services	6,002	3.41%
Sales/Related	20,446	11.63%
Personal Care/Service	6,773	3.85%
Transportation/Moving	11,736	6.67%
2022 Est. Pop 16+ by Occupation Classification	175,851	
White Collar	104,423	59.38%
Blue Collar	36,190	20.58%
Service and Farm	35,238	20.04%
2022 Est. Workers Age 16+ by Transp. to Work	173,548	
Drove Alone	137,804	79.40%
Car Pooled	18,277	10.53%
Public Transportation	762	0.44%
Walked	1,504	0.87%
Bicycle	241	0.14%
Other Means	3,064	1.77%
Worked at Home	11,895	6.85%

Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	30,401	
15 - 29 Minutes	43,206	
30 - 44 Minutes	26,531	
45 - 59 Minutes	15,750	
60 or more Minutes	46,328	
2022 Est. Avg Travel Time to Work in Minutes		42
2022 Est. Occupied Housing Units by Tenure	116,408	
Owner Occupied	82,615	70.97%
Renter Occupied	33,792	29.03%
2022 Owner Occ. HUs: Avg. Length of Residence		11.77%
2022 Renter Occ. HUs: Avg. Length of Residence		6.18%
2022 Est. Owner-Occupied Housing Units by Value	116,408	
Value Less than \$20,000	353	0.43%
Value \$20,000 - \$39,999	312	0.38%
Value \$40,000 - \$59,999	272	0.33%
Value \$60,000 - \$79,999	152	0.18%
Value \$80,000 - \$99,999	154	0.19%
Value \$100,000 - \$149,999	514	0.62%
Value \$150,000 - \$199,999	568	0.69%
Value \$200,000 - \$299,999	3,534	4.28%
Value \$300,000 - \$399,999	13,802	16.71%
Value \$400,000 - \$499,999	23,736	28.73%
Value \$500,000 - \$749,999	29,398	35.58%
Value \$750,000 - \$999,999	7,060	8.55%
Value \$1,000,000 or \$1,499,999	1,691	2.05%
Value \$1,500,000 or \$1,999,999	558	0.68%
Value \$2,000,000+	512	0.62%
2022 Est. Median All Owner-Occupied Housing Value		\$490,769
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	97,425	77.97%
1 Unit Attached	3,491	2.79%
2 Units	580	0.46%
3 or 4 Units	2,834	2.27%
5 to 19 Units	9,636	7.71%
20 to 49 Units	2,296	1.84%
50 or More Units	3,409	2.73%
Mobile Home or Trailer	5,125	4.10%
Boat, RV, Van, etc.	160	0.13%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	17,356	13.89%
Housing Units Built 2010 to 2014	4,636	3.71%
Housing Units Built 2000 to 2009	46,420	37.15%
Housing Units Built 1990 to 1999	23,316	18.66%
Housing Units Built 1980 to 1989	22,071	17.66%
Housing Units Built 1970 to 1979	6,305	5.05%
Housing Units Built 1960 to 1969	2,379	1.90%
Housing Units Built 1950 to 1959	1,175	0.94%
Housing Units Built 1940 to 1949	613	0.49%
Housing Unit Built 1939 or Earlier	684	0.55%
2022 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

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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