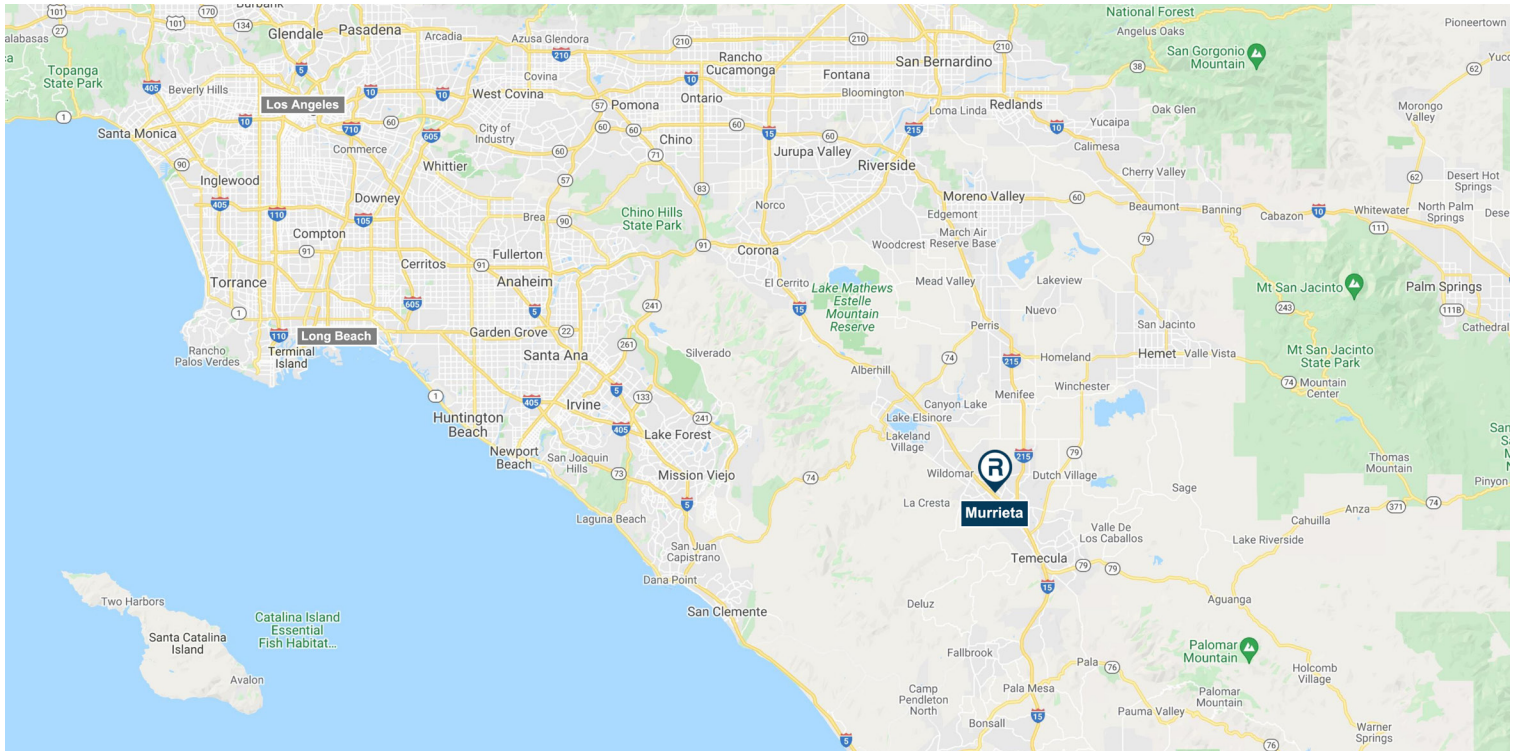# Community
Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2022

Community • Demographic Snapshot
Murrieta, California

Population

2010	103,466
2022	118,734
2027	124,019

Educational Attainment (%)

Graduate or Professional Degree	9.95%
Bachelors Degree	20.54%
Associate Degree	9.64%
Some College	28.41%
High School Graduate (GED)	23.42%
Some High School, No Degree	4.52%
Less than 9th Grade	3.52%

Income

Average HH	$134,170
Median HH	$106,149
Per Capita	$41,184

Age

0 - 9 Years	11.96%
10 - 17 Years	11.94%
18 - 24 Years	10.08%
25 - 34 Years	14.19%
35 - 44 Years	12.21%
45 - 54 Years	13.25%
55 - 64 Years	12.61%
65 and Older	13.77%
Median Age	36.44
Average Age	38.10

Race Distribution (%)

White	61.04%
Black/African American	7.22%
American Indian/Alaskan	0.78%
Asian	11.35%
Native Hawaiian/Islander	0.46%
Other Race	10.99%
Two or More Races	8.16%
Hispanic	31.63%

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Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2027 Projection	124,019	
2022 Estimate	118,734	
2010 Census	103,466	
2000 Census	50,850	
Growth 2022 - 2027		4.45%
Growth 2010 - 2022		14.76%
Growth 2000 - 2010		103.47%
2022 Est. Population by Single-Classification Race	**118,734**	
White Alone	72,477	61.04%
Black or African American Alone	8,570	7.22%
Amer. Indian and Alaska Native Alone	931	0.78%
Asian Alone	13,471	11.35%
Native Hawaiian and Other Pacific Island Alone	546	0.46%
Some Other Race Alone	13,046	10.99%
Two or More Races	9,693	8.16%
2022 Est. Population by Hispanic or Latino Origin	**118,734**	
Not Hispanic or Latino	81,178	68.37%
Hispanic or Latino	37,556	31.63%
Mexican	30,121	80.20%
Puerto Rican	1,405	3.74%
Cuban	519	1.38%
All Other Hispanic or Latino	5,511	14.67%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**37,556**	
White Alone	19,175	51.06%
Black or African American Alone	592	1.58%
American Indian and Alaska Native Alone	514	1.37%
Asian Alone	336	0.90%
Native Hawaiian and Other Pacific Islander Alone	79	0.21%
Some Other Race Alone	12,906	34.37%
Two or More Races	3,954	10.53%
2022 Est. Pop by Race, Asian Alone, by Category	**13,471**	
Chinese, except Taiwanese	1,188	8.82%
Filipino	5,538	41.11%
Japanese	401	2.98%
Asian Indian	870	6.46%
Korean	932	6.92%
Vietnamese	3,037	22.55%
Cambodian	366	2.72%
Hmong	0	0.00%
Laotian	327	2.43%
Thai	13	0.10%
All Other Asian Races Including 2+ Category	799	5.93%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**118,734**	
Arab	151	0.13%
Czech	167	0.14%
Danish	468	0.39%
Dutch	1,139	0.96%
English	7,398	6.23%
French (except Basque)	2,310	1.95%
French Canadian	454	0.38%
German	11,271	9.49%
Greek	582	0.49%
Hungarian	189	0.16%
Irish	8,735	7.36%
Italian	5,319	4.48%
Lithuanian	40	0.03%
United States or American	2,772	2.33%
Norwegian	1,103	0.93%
Polish	1,270	1.07%
Portuguese	917	0.77%
Russian	535	0.45%
Scottish	1,940	1.63%
Scotch-Irish	902	0.76%
Slovak	156	0.13%
Subsaharan African	239	0.20%
Swedish	1,160	0.98%
Swiss	112	0.09%
Ukrainian	133	0.11%
Welsh	739	0.62%
West Indian (except Hisp. groups)	343	0.29%
Other ancestries	50,727	42.72%
Ancestry Unclassified	17,463	14.71%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	85,163	76.08%
Speak Asian/Pacific Island Language at Home	7,522	6.72%
Speak IndoEuropean Language at Home	2,748	2.45%
Speak Spanish at Home	15,986	14.28%
Speak Other Language at Home	526	0.47%

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Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	**118,734**	
Age 0 - 4	6,789	5.72%
Age 5 - 9	7,414	6.24%
Age 10 - 14	8,561	7.21%
Age 15 - 17	5,613	4.73%
Age 18 - 20	5,143	4.33%
Age 21 - 24	6,827	5.75%
Age 25 - 34	16,848	14.19%
Age 35 - 44	14,496	12.21%
Age 45 - 54	15,730	13.25%
Age 55 - 64	14,969	12.61%
Age 65 - 74	9,263	7.80%
Age 75 - 84	5,294	4.46%
Age 85 and over	1,787	1.50%
Age 16 and over	94,128	79.28%
Age 18 and over	90,357	76.10%
Age 21 and over	85,214	71.77%
Age 65 and over	16,344	13.77%
2022 Est. Median Age		36.44
2022 Est. Average Age		38.10
2022 Est. Population by Sex	**118,734**	
Male	57,946	48.80%
Female	60,788	51.20%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**57,946**	
Age 0 - 4	3,459	5.97%
Age 5 - 9	3,838	6.62%
Age 10 - 14	4,346	7.50%
Age 15 - 17	2,859	4.93%
Age 18 - 20	2,603	4.49%
Age 21 - 24	3,403	5.87%
Age 25 - 34	8,549	14.75%
Age 35 - 44	7,074	12.21%
Age 45 - 54	7,444	12.85%
Age 55 - 64	7,225	12.47%
Age 65 - 74	4,234	7.31%
Age 75 - 84	2,206	3.81%
Age 85 and over	706	1.22%
2022 Est. Median Age, Male		34.90
2022 Est. Average Age, Male		37.00
2022 Est. Female Population by Age	**60,788**	
Age 0 - 4	3,330	5.48%
Age 5 - 9	3,576	5.88%
Age 10 - 14	4,215	6.93%
Age 15 - 17	2,754	4.53%
Age 18 - 20	2,540	4.18%
Age 21 - 24	3,424	5.63%
Age 25 - 34	8,299	13.65%
Age 35 - 44	7,422	12.21%
Age 45 - 54	8,286	13.63%
Age 55 - 64	7,744	12.74%
Age 65 - 74	5,029	8.27%
Age 75 - 84	3,088	5.08%
Age 85 and over	1,081	1.78%
2022 Est. Median Age, Female		38.01
2022 Est. Average Age, Female		39.10

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,581	31.86%
Males, Never Married	16,327	17.01%
Females, Never Married	14,254	14.85%
Married, Spouse present	46,066	48.00%
Married, Spouse absent	5,695	5.93%
Widowed	4,450	4.64%
Males Widowed	652	0.68%
Females Widowed	3,798	3.96%
Divorced	9,178	9.56%
Males Divorced	3,255	3.39%
Females Divorced	5,923	6.17%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,758	3.52%
Some High School, no diploma	3,542	4.52%
High School Graduate (or GED)	18,360	23.42%
Some College, no degree	22,272	28.41%
Associate Degree	7,553	9.64%
Bachelor's Degree	16,104	20.54%
Master's Degree	5,810	7.41%
Professional School Degree	1,299	1.66%
Doctorate Degree	689	0.88%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,073	14.38%
High School Graduate	6,244	29.23%
Some College or Associate's Degree	8,077	37.81%
Bachelor's Degree or Higher	3,970	18.58%
Households		
2027 Projection	37,596	
2022 Estimate	36,306	
2010 Census	32,851	
2000 Census	16,786	
Growth 2022 - 2027		3.55%
Growth 2010 - 2022		10.52%
Growth 2000 - 2010		95.70%
2022 Est. Households by Household Type	36,306	
Family Households	28,741	79.16%
Nonfamily Households	7,565	20.84%
2022 Est. Group Quarters Population	457	
2022 Households by Ethnicity, Hispanic/Latino	8,986	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	36,306	
Income < $15,000	1,434	3.95%
Income $15,000 - $24,999	1,403	3.86%
Income $25,000 - $34,999	1,664	4.58%
Income $35,000 - $49,999	2,678	7.38%
Income $50,000 - $74,999	4,949	13.63%
Income $75,000 - $99,999	4,862	13.39%
Income $100,000 - $124,999	4,564	12.57%
Income $125,000 - $149,999	3,863	10.64%
Income $150,000 - $199,999	4,657	12.83%
Income $200,000 - $249,999	2,641	7.27%
Income $250,000 - $499,999	2,473	6.81%
Income $500,000+	1,118	3.08%
2022 Est. Average Household Income		$134,170
2022 Est. Median Household Income		$106,149
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$107,639
Black or African American Alone		$109,686
American Indian and Alaska Native Alone		$67,572
Asian Alone		$108,547
Native Hawaiian and Other Pacific Islander Alone		$95,132
Some Other Race Alone		$89,707
Two or More Races		$115,317
Hispanic or Latino		$99,596
Not Hispanic or Latino		$108,303
2022 Est. Family HH Type by Presence of Own Child.	28,741	
Married-Couple Family, own children	12,413	43.19%
Married-Couple Family, no own children	10,238	35.62%
Male Householder, own children	1,067	3.71%
Male Householder, no own children	772	2.69%
Female Householder, own children	2,612	9.09%
Female Householder, no own children	1,639	5.70%
2022 Est. Households by Household Size	36,306	
1-person	5,687	15.66%
2-person	9,398	25.89%
3-person	6,367	17.54%
4-person	6,751	18.59%
5-person	4,366	12.03%
6-person	2,171	5.98%
7-or-more-person	1,566	4.31%
2022 Est. Average Household Size		3.26

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**36,306**	
Households with 1 or More People under Age 18:	17,447	48.06%
Married-Couple Family	13,099	75.08%
Other Family, Male Householder	1,226	7.03%
Other Family, Female Householder	2,993	17.16%
Nonfamily, Male Householder	98	0.56%
Nonfamily, Female Householder	31	0.18%
Households with No People under Age 18:	**18,859**	
Married-Couple Family	9,561	50.70%
Other Family, Male Householder	614	3.26%
Other Family, Female Householder	1,247	6.61%
Nonfamily, Male Householder	3,205	17.00%
Nonfamily, Female Householder	4,232	22.44%
2022 Est. Households by Number of Vehicles	**36,306**	
No Vehicles	995	2.74%
1 Vehicle	8,197	22.58%
2 Vehicles	13,325	36.70%
3 Vehicles	8,435	23.23%
4 Vehicles	3,540	9.75%
5 or more Vehicles	1,814	5.00%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	29,760	
2022 Estimate	28,741	
2010 Census	26,057	
2000 Census	13,360	
Growth 2022 - 2027		3.54%
Growth 2010 - 2022		10.30%
Growth 2000 - 2010		95.04%
2022 Est. Families by Poverty Status	**28,741**	
2022 Families at or Above Poverty	27,325	95.07%
2022 Families at or Above Poverty with Children	14,699	51.14%
2022 Families Below Poverty	1,416	4.93%
2022 Families Below Poverty with Children	1,081	3.76%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	55,863	59.35%
Civilian Labor Force, Unemployed	3,724	3.96%
Armed Forces	577	0.61%
Not in Labor Force	33,964	36.08%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**54,496**	
For-Profit Private Workers	36,967	67.83%
Non-Profit Private Workers	2,453	4.50%
Local Government Workers	1,716	3.15%
State Government Workers	2,123	3.90%
Federal Government Workers	5,008	9.19%
Self-Employed Workers	6,162	11.31%
Unpaid Family Workers	67	0.12%
2022 Est. Civ. Employed Pop 16+ by Occupation	**54,496**	
Architect/Engineer	1,064	1.95%
Arts/Entertainment/Sports	1,087	2.00%
Building Grounds Maintenance	988	1.81%
Business/Financial Operations	2,834	5.20%
Community/Social Services	1,018	1.87%
Computer/Mathematical	1,249	2.29%
Construction/Extraction	2,207	4.05%
Education/Training/Library	3,885	7.13%
Farming/Fishing/Forestry	89	0.16%
Food Prep/Serving	3,463	6.36%
Health Practitioner/Technician	3,626	6.65%
Healthcare Support	2,057	3.77%
Maintenance Repair	1,792	3.29%
Legal	504	0.93%
Life/Physical/Social Science	467	0.86%
Management	6,385	11.72%
Office/Admin. Support	5,187	9.52%
Production	2,361	4.33%
Protective Services	1,719	3.15%
Sales/Related	6,786	12.45%
Personal Care/Service	2,725	5.00%
Transportation/Moving	3,003	5.51%
2022 Est. Pop 16+ by Occupation Classification	**54,496**	
White Collar	34,092	62.56%
Blue Collar	9,363	17.18%
Service and Farm	11,041	20.26%
2022 Est. Workers Age 16+ by Transp. to Work	**53,253**	
Drove Alone	42,900	80.56%
Car Pooled	5,111	9.60%
Public Transportation	290	0.55%
Walked	304	0.57%
Bicycle	110	0.21%
Other Means	595	1.12%
Worked at Home	3,943	7.40%

Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,291	
15 - 29 Minutes	13,989	
30 - 44 Minutes	6,758	
45 - 59 Minutes	4,496	
60 or more Minutes	12,734	
2022 Est. Avg Travel Time to Work in Minutes		39
2022 Est. Occupied Housing Units by Tenure	36,306	
Owner Occupied	25,369	69.88%
Renter Occupied	10,937	30.12%
2022 Owner Occ. HUs: Avg. Length of Residence		12.20%
2022 Renter Occ. HUs: Avg. Length of Residence		5.80%
2022 Est. Owner-Occupied Housing Units by Value	**36,306**	
Value Less than $20,000	80	0.32%
Value $20,000 - $39,999	59	0.23%
Value $40,000 - $59,999	41	0.16%
Value $60,000 - $79,999	29	0.11%
Value $80,000 - $99,999	3	0.01%
Value $100,000 - $149,999	77	0.30%
Value $150,000 - $199,999	132	0.52%
Value $200,000 - $299,999	739	2.91%
Value $300,000 - $399,999	3,703	14.60%
Value $400,000 - $499,999	7,397	29.16%
Value $500,000 - $749,999	9,852	38.84%
Value $750,000 - $999,999	2,264	8.92%
Value $1,000,000 or $1,499,999	589	2.32%
Value $1,500,000 or $1,999,999	193	0.76%
Value $2,000,000+	211	0.83%
2022 Est. Median All Owner-Occupied Housing Value		$507,100
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	28,896	74.30%
1 Unit Attached	1,349	3.47%
2 Units	153	0.39%
3 or 4 Units	1,301	3.35%
5 to 19 Units	3,535	9.09%
20 to 49 Units	1,013	2.60%
50 or More Units	1,151	2.96%
Mobile Home or Trailer	1,492	3.84%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,419	11.36%
Housing Units Built 2010 to 2014	1,160	2.98%
Housing Units Built 2000 to 2009	15,922	40.94%
Housing Units Built 1990 to 1999	7,726	19.87%
Housing Units Built 1980 to 1989	7,806	20.07%
Housing Units Built 1970 to 1979	1,131	2.91%
Housing Units Built 1960 to 1969	333	0.86%
Housing Units Built 1950 to 1959	136	0.35%
Housing Units Built 1940 to 1949	159	0.41%
Housing Unit Built 1939 or Earlier	98	0.25%
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.

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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