



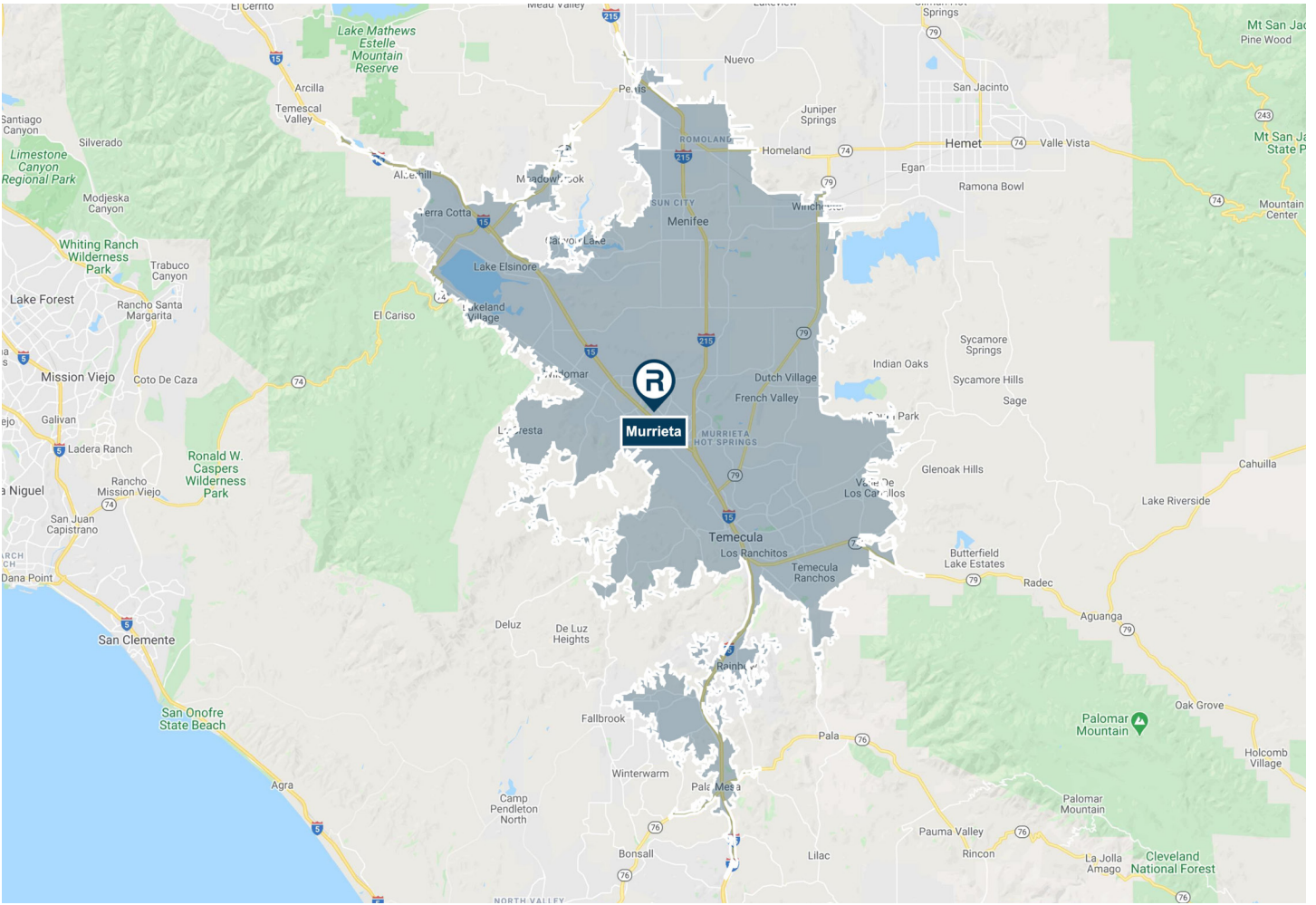
The **Retail** Coach.®

20-Minute Drive Time Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
March 2021

20-Minute Drive Time



Prepared for:



City of Murrieta

The City of Murrieta, CA

Scott Agajanian

Deputy Director of Development Services -
Economic Development

1 Town Square

Murrieta, California 92562

Phone 951.461.6003

sagajanian@murrietaca.gov

www.MurrietaCA.gov



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Murrieta, California

DESCRIPTION	DATA	%
Population		
2026 Projection	560,754	
2021 Estimate	532,186	
2010 Census	439,793	
2000 Census	237,084	
Growth 2021 - 2026		5.37%
Growth 2010 - 2021		21.01%
Growth 2000 - 2010		85.50%
2021 Est. Population by Single-Classification Race	532,186	
White Alone	326,936	61.43%
Black or African American Alone	32,510	6.11%
Amer. Indian and Alaska Native Alone	5,017	0.94%
Asian Alone	50,029	9.40%
Native Hawaiian and Other Pacific Island Alone	2,319	0.44%
Some Other Race Alone	76,468	14.37%
Two or More Races	38,907	7.31%
2021 Est. Population by Hispanic or Latino Origin	532,186	
Not Hispanic or Latino	334,807	62.91%
Hispanic or Latino	197,379	37.09%
Mexican	163,061	82.61%
Puerto Rican	5,414	2.74%
Cuban	1,885	0.96%
All Other Hispanic or Latino	27,019	13.69%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	197,379	
White Alone	98,339	49.82%
Black or African American Alone	2,431	1.23%
American Indian and Alaska Native Alone	2,537	1.29%
Asian Alone	1,345	0.68%
Native Hawaiian and Other Pacific Islander Alone	313	0.16%
Some Other Race Alone	75,715	38.36%
Two or More Races	16,699	8.46%
2021 Est. Pop by Race, Asian Alone, by Category	50,029	
Chinese, except Taiwanese	4,298	8.59%
Filipino	23,875	47.72%
Japanese	2,020	4.04%
Asian Indian	3,110	6.22%
Korean	3,156	6.31%
Vietnamese	6,414	12.82%
Cambodian	1,107	2.21%
Hmong	230	0.46%
Laotian	1,391	2.78%
Thai	652	1.30%
All Other Asian Races Including 2+ Category	3,776	7.55%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	532,186	
Arab	2,172	0.41%
Czech	1,393	0.26%
Danish	2,054	0.39%
Dutch	5,590	1.05%
English	31,424	5.91%
French (except Basque)	9,324	1.75%
French Canadian	1,997	0.38%
German	50,888	9.56%
Greek	1,954	0.37%
Hungarian	1,367	0.26%
Irish	38,398	7.22%
Italian	23,998	4.51%
Lithuanian	370	0.07%
United States or American	13,870	2.61%
Norwegian	5,018	0.94%
Polish	6,750	1.27%
Portuguese	2,460	0.46%
Russian	2,725	0.51%
Scottish	7,317	1.38%
Scotch-Irish	3,291	0.62%
Slovak	277	0.05%
Subsaharan African	1,902	0.36%
Swedish	5,619	1.06%
Swiss	779	0.15%
Ukrainian	824	0.16%
Welsh	2,561	0.48%
West Indian (except Hisp. groups)	1,751	0.33%
Other ancestries	238,410	44.80%
Ancestry Unclassified	67,706	12.72%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	336,659	67.54%
Speak Asian/Pacific Island Language at Home	26,423	5.30%
Speak IndoEuropean Language at Home	9,720	1.95%
Speak Spanish at Home	123,347	24.75%
Speak Other Language at Home	2,281	0.46%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	532,186	
Age 0 - 4	33,756	6.34%
Age 5 - 9	35,736	6.72%
Age 10 - 14	38,959	7.32%
Age 15 - 17	24,518	4.61%
Age 18 - 20	22,367	4.20%
Age 21 - 24	30,080	5.65%
Age 25 - 34	72,143	13.56%
Age 35 - 44	67,475	12.68%
Age 45 - 54	70,647	13.28%
Age 55 - 64	63,865	12.00%
Age 65 - 74	41,701	7.84%
Age 75 - 84	22,756	4.28%
Age 85 and over	8,183	1.54%
Age 16 and over	415,675	78.11%
Age 18 and over	399,217	75.02%
Age 21 and over	376,850	70.81%
Age 65 and over	72,640	13.65%
2021 Est. Median Age		36.25
2021 Est. Average Age		37.63
2021 Est. Population by Sex	532,186	
Male	261,876	49.21%
Female	270,309	50.79%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	261,876	
Age 0 - 4	17,184	6.56%
Age 5 - 9	18,306	6.99%
Age 10 - 14	19,862	7.58%
Age 15 - 17	12,515	4.78%
Age 18 - 20	11,499	4.39%
Age 21 - 24	15,272	5.83%
Age 25 - 34	36,859	14.08%
Age 35 - 44	32,944	12.58%
Age 45 - 54	34,097	13.02%
Age 55 - 64	31,157	11.90%
Age 65 - 74	19,226	7.34%
Age 75 - 84	9,753	3.72%
Age 85 and over	3,201	1.22%
2021 Est. Median Age, Male		34.84
2021 Est. Average Age, Male		36.84
2021 Est. Female Population by Age	270,309	
Age 0 - 4	16,571	6.13%
Age 5 - 9	17,430	6.45%
Age 10 - 14	19,097	7.07%
Age 15 - 17	12,003	4.44%
Age 18 - 20	10,868	4.02%
Age 21 - 24	14,807	5.48%
Age 25 - 34	35,284	13.05%
Age 35 - 44	34,531	12.78%
Age 45 - 54	36,551	13.52%
Age 55 - 64	32,708	12.10%
Age 65 - 74	22,475	8.32%
Age 75 - 84	13,004	4.81%
Age 85 and over	4,982	1.84%
2021 Est. Median Age, Female		37.64
2021 Est. Average Age, Female		38.38

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	135,704	32.03%
Males, Never Married	72,207	17.04%
Females, Never Married	63,497	14.99%
Married, Spouse present	205,760	48.56%
Married, Spouse absent	23,818	5.62%
Widowed	19,385	4.58%
Males Widowed	3,822	0.90%
Females Widowed	15,564	3.67%
Divorced	39,068	9.22%
Males Divorced	15,098	3.56%
Females Divorced	23,970	5.66%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	17,198	5.0%
Some High School, no diploma	20,762	6.0%
High School Graduate (or GED)	89,750	25.9%
Some College, no degree	95,869	27.6%
Associate Degree	32,950	9.5%
Bachelor's Degree	59,388	17.1%
Master's Degree	23,927	6.9%
Professional School Degree	4,174	1.2%
Doctorate Degree	2,751	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	25,569	23.02%
High School Graduate	33,291	29.97%
Some College or Associate's Degree	36,159	32.55%
Bachelor's Degree or Higher	16,055	14.45%
Households		
2026 Projection	171,564	
2021 Estimate	163,778	
2010 Census	139,204	
2000 Census	79,722	
Growth 2021 - 2026		4.75%
Growth 2010 - 2021		17.65%
Growth 2000 - 2010		74.61%
2021 Est. Households by Household Type	163,778	
Family Households	129,008	78.77%
Nonfamily Households	34,770	21.23%
2021 Est. Group Quarters Population	2,598	
2021 Households by Ethnicity, Hispanic/Latino	46,745	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	163,778	
Income < \$15,000	8,699	5.31%
Income \$15,000 - \$24,999	8,598	5.25%
Income \$25,000 - \$34,999	10,460	6.39%
Income \$35,000 - \$49,999	14,717	8.99%
Income \$50,000 - \$74,999	24,208	14.78%
Income \$75,000 - \$99,999	22,875	13.97%
Income \$100,000 - \$124,999	19,941	12.18%
Income \$125,000 - \$149,999	15,452	9.44%
Income \$150,000 - \$199,999	17,761	10.85%
Income \$200,000 - \$249,999	9,470	5.78%
Income \$250,000 - \$499,999	8,426	5.15%
Income \$500,000+	3,173	1.94%
2021 Est. Average Household Income		\$115,939
2021 Est. Median Household Income		\$91,331
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$93,993
Black or African American Alone		\$88,675
American Indian and Alaska Native Alone		\$69,007
Asian Alone		\$100,996
Native Hawaiian and Other Pacific Islander Alone		\$89,390
Some Other Race Alone		\$68,867
Two or More Races		\$105,345
Hispanic or Latino		\$79,641
Not Hispanic or Latino		\$96,454
2021 Est. Family HH Type by Presence of Own Child.	129,008	
Married-Couple Family, own children	54,030	41.88%
Married-Couple Family, no own children	47,367	36.72%
Male Householder, own children	4,826	3.74%
Male Householder, no own children	4,061	3.15%
Female Householder, own children	10,746	8.33%
Female Householder, no own children	7,978	6.18%
2021 Est. Households by Household Size	163,778	
1-person	26,249	16.03%
2-person	43,676	26.67%
3-person	28,599	17.46%
4-person	29,754	18.17%
5-person	18,796	11.48%
6-person	9,530	5.82%
7-or-more-person	7,174	4.38%
2021 Est. Average Household Size		3.22

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	163,778	
Households with 1 or More People under Age 18:	76,791	46.89%
Married-Couple Family	57,704	75.14%
Other Family, Male Householder	5,761	7.50%
Other Family, Female Householder	12,712	16.55%
Nonfamily, Male Householder	442	0.58%
Nonfamily, Female Householder	172	0.22%
Households with No People under Age 18:	86,987	53.11%
Married-Couple Family	43,697	50.23%
Other Family, Male Householder	3,136	3.61%
Other Family, Female Householder	6,017	6.92%
Nonfamily, Male Householder	15,420	17.73%
Nonfamily, Female Householder	18,717	21.52%
2021 Est. Households by Number of Vehicles	163,778	
No Vehicles	3,814	2.33%
1 Vehicle	35,953	21.95%
2 Vehicles	65,315	39.88%
3 Vehicles	37,392	22.83%
4 Vehicles	14,904	9.10%
5 or more Vehicles	6,400	3.91%
2021 Est. Average Number of Vehicles		2.3
Family Households		
2026 Projection	135,237	
2021 Estimate	129,008	
2010 Census	109,206	
2000 Census	61,817	
Growth 2021 - 2026		4.83%
Growth 2010 - 2021		18.13%
Growth 2000 - 2010		76.66%
2021 Est. Families by Poverty Status	129,008	
2021 Families at or Above Poverty	120,622	93.50%
2021 Families at or Above Poverty with Children	62,181	48.20%
2021 Families Below Poverty	8,386	6.50%
2021 Families Below Poverty with Children	6,002	4.65%
2021 Est. Pop 16+ by Employment Status	415,676	
Civilian Labor Force, Employed	240,328	57.82%
Civilian Labor Force, Unemployed	16,996	4.09%
Armed Forces	3,502	0.84%
Not in Labor Force	154,850	37.25%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	235,007	
For-Profit Private Workers	164,056	69.81%
Non-Profit Private Workers	9,608	4.09%
Local Government Workers	6,866	2.92%
State Government Workers	8,753	3.73%
Federal Government Workers	20,117	8.56%
Self-Employed Workers	25,008	10.64%
Unpaid Family Workers	598	0.26%
2021 Est. Civ. Employed Pop 16+ by Occupation	235,007	
Architect/Engineer	4,345	1.85%
Arts/Entertainment/Sports	4,369	1.86%
Building Grounds Maintenance	8,495	3.62%
Business/Financial Operations	11,937	5.08%
Community/Social Services	3,544	1.51%
Computer/Mathematical	4,798	2.04%
Construction/Extraction	14,827	6.31%
Education/Training/Library	14,501	6.17%
Farming/Fishing/Forestry	556	0.24%
Food Prep/Serving	15,744	6.70%
Health Practitioner/Technician	13,116	5.58%
Healthcare Support	7,369	3.14%
Maintenance Repair	7,744	3.30%
Legal	1,485	0.63%
Life/Physical/Social Science	1,184	0.50%
Management	23,906	10.17%
Office/Admin. Support	26,703	11.36%
Production	10,093	4.30%
Protective Services	7,519	3.20%
Sales/Related	28,406	12.09%
Personal Care/Service	8,767	3.73%
Transportation/Moving	15,599	6.64%
2021 Est. Pop 16+ by Occupation Classification	235,007	
White Collar	138,293	58.85%
Blue Collar	48,263	20.54%
Service and Farm	48,451	20.62%
2021 Est. Workers Age 16+ by Transp. to Work	230,499	
Drove Alone	183,896	79.78%
Car Pooled	24,982	10.84%
Public Transportation	1,021	0.44%
Walked	1,836	0.80%
Bicycle	308	0.13%
Other Means	4,458	1.93%
Worked at Home	14,000	6.07%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	41,373	
15 - 29 Minutes	58,850	
30 - 44 Minutes	33,422	
45 - 59 Minutes	20,935	
60 or more Minutes	60,997	
2021 Est. Avg Travel Time to Work in Minutes		41
2021 Est. Occupied Housing Units by Tenure	163,778	
Owner Occupied	118,595	72.41%
Renter Occupied	45,182	27.59%
2021 Owner Occ. HUs: Avg. Length of Residence		11.68
2021 Renter Occ. HUs: Avg. Length of Residence		5.91
2021 Est. Owner-Occupied Housing Units by Value	163,778	
Value Less than \$20,000	936	0.79%
Value \$20,000 - \$39,999	761	0.64%
Value \$40,000 - \$59,999	792	0.67%
Value \$60,000 - \$79,999	418	0.35%
Value \$80,000 - \$99,999	393	0.33%
Value \$100,000 - \$149,999	1,336	1.13%
Value \$150,000 - \$199,999	2,136	1.80%
Value \$200,000 - \$299,999	9,868	8.32%
Value \$300,000 - \$399,999	27,482	23.17%
Value \$400,000 - \$499,999	32,833	27.69%
Value \$500,000 - \$749,999	30,162	25.43%
Value \$750,000 - \$999,999	7,189	6.06%
Value \$1,000,000 or \$1,499,999	2,548	2.15%
Value \$1,500,000 or \$1,999,999	926	0.78%
Value \$2,000,000+	815	0.69%
2021 Est. Median All Owner-Occupied Housing Value		\$445,209
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	138,727	78.60%
1 Unit Attached	4828	2.74%
2 Units	781	0.44%
3 or 4 Units	3,640	2.06%
5 to 19 Units	11,483	6.51%
20 to 49 Units	2,710	1.54%
50 or More Units	3,655	2.07%
Mobile Home or Trailer	10,406	5.90%
Boat, RV, Van, etc.	278	0.16%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	21,978	12.45%
Housing Units Built 2010 to 2014	6,717	3.81%
Housing Units Built 2000 to 2009	63,959	36.24%
Housing Units Built 1990 to 1999	31,592	17.90%
Housing Units Built 1980 to 1989	30,158	17.09%
Housing Units Built 1970 to 1979	11,606	6.58%
Housing Units Built 1960 to 1969	5,759	3.26%
Housing Units Built 1950 to 1959	2,428	1.38%
Housing Units Built 1940 to 1949	1,073	0.61%
Housing Unit Built 1939 or Earlier	1,237	0.70%
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

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.

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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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