



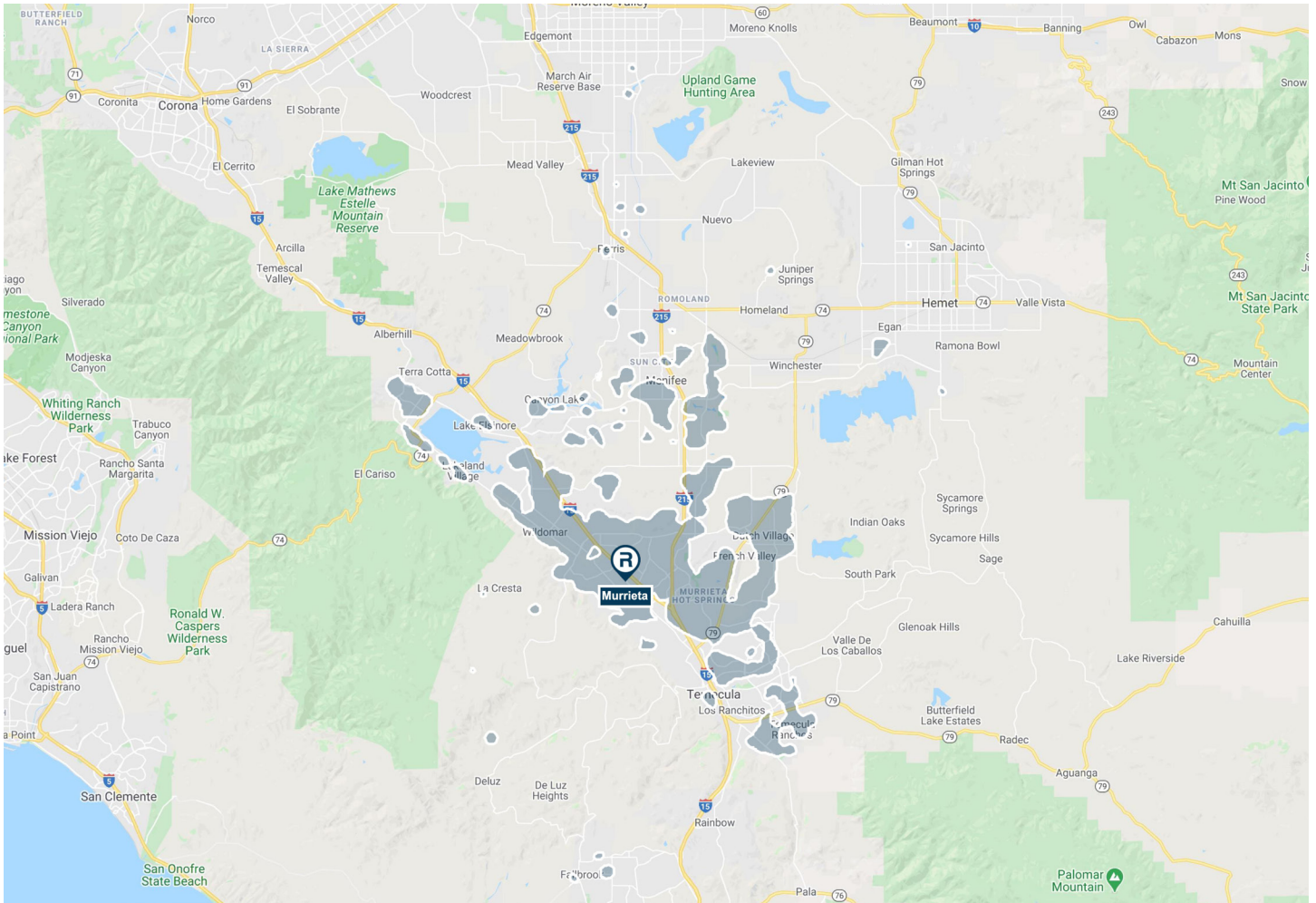
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
February 2021

Primary Retail Trade Area



Prepared for:



City of Murrieta

The City of Murrieta, CA

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Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2026 Projection	405,557	
2021 Estimate	385,260	
2010 Census	321,372	
2000 Census	161,935	
Growth 2021 - 2026		5.27%
Growth 2010 - 2021		19.88%
Growth 2000 - 2010		98.46%
2021 Total Daytime Population	292,166	
Workers	61,711	
Residents	230,445	
2021 Est. Population by Single-Classification Race	385,260	
White Alone	230,170	59.74%
Black or African American Alone	25,533	6.63%
Amer. Indian and Alaska Native Alone	3,518	0.91%
Asian Alone	38,642	10.03%
Native Hawaiian and Other Pacific Island Alone	1,751	0.46%
Some Other Race Alone	55,727	14.47%
Two or More Races	29,920	7.77%
2021 Est. Population by Hispanic or Latino Origin	385,260	
Not Hispanic or Latino	239,753	62.23%
Hispanic or Latino	145,506	37.77%
Mexican	120,261	82.65%
Puerto Rican	4,253	2.92%
Cuban	1,441	0.99%
All Other Hispanic or Latino	19,551	13.44%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	145,506	
White Alone	72,444	49.79%
Black or African American Alone	1,908	1.31%
American Indian and Alaska Native Alone	1,910	1.31%
Asian Alone	1,032	0.71%
Native Hawaiian and Other Pacific Islander Alone	249	0.17%
Some Other Race Alone	55,188	37.93%
Two or More Races	12,776	8.78%
2021 Est. Pop by Race, Asian Alone, by Category	38,642	
Chinese, except Taiwanese	3,029	7.84%
Filipino	19,127	49.50%
Japanese	1,292	3.34%
Asian Indian	2,567	6.64%
Korean	2,385	6.17%
Vietnamese	4,933	12.77%
Cambodian	973	2.52%
Hmong	104	0.27%
Laotian	1,181	3.06%
Thai	421	1.09%
All Other Asian Races Including 2+ Category	2,630	6.81%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	385,260	
Arab	1,648	0.43%
Czech	867	0.23%
Danish	1,480	0.38%
Dutch	3,818	0.99%
English	21,776	5.65%
French (except Basque)	6,682	1.73%
French Canadian	1,378	0.36%
German	36,462	9.46%
Greek	1,563	0.41%
Hungarian	809	0.21%
Irish	27,617	7.17%
Italian	17,561	4.56%
Lithuanian	229	0.06%
United States or American	9,445	2.45%
Norwegian	3,551	0.92%
Polish	4,681	1.22%
Portuguese	1,880	0.49%
Russian	1,988	0.52%
Scottish	5,301	1.38%
Scotch-Irish	2,382	0.62%
Slovak	203	0.05%
Subsaharan African	1,602	0.42%
Swedish	4,079	1.06%
Swiss	487	0.13%
Ukrainian	588	0.15%
Welsh	2,016	0.52%
West Indian (except Hisp. groups)	1,254	0.33%
Other ancestries	175,399	45.53%
Ancestry Unclassified	48,512	12.59%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	240,455	66.83%
Speak Asian/Pacific Island Language at Home	20,120	5.59%
Speak IndoEuropean Language at Home	6,939	1.93%
Speak Spanish at Home	90,561	25.17%
Speak Other Language at Home	1,714	0.48%



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DESCRIPTION	DATA	%
2021 Est. Population by Age	385,260	
Age 0 - 4	25,472	6.61%
Age 5 - 9	26,753	6.94%
Age 10 - 14	29,228	7.59%
Age 15 - 17	18,451	4.79%
Age 18 - 20	16,831	4.37%
Age 21 - 24	22,584	5.86%
Age 25 - 34	53,247	13.82%
Age 35 - 44	50,453	13.10%
Age 45 - 54	52,325	13.58%
Age 55 - 64	45,019	11.69%
Age 65 - 74	26,505	6.88%
Age 75 - 84	13,649	3.54%
Age 85 and over	4,744	1.23%
Age 16 and over	297,745	77.28%
Age 18 and over	285,356	74.07%
Age 21 and over	268,525	69.70%
Age 65 and over	44,897	11.65%
2021 Est. Median Age		35.01
2021 Est. Average Age		36.47
2021 Est. Population by Sex	385,260	
Male	189,844	49.28%
Female	195,415	50.72%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	189,844	
Age 0 - 4	12,960	6.83%
Age 5 - 9	13,722	7.23%
Age 10 - 14	14,902	7.85%
Age 15 - 17	9,420	4.96%
Age 18 - 20	8,656	4.56%
Age 21 - 24	11,499	6.06%
Age 25 - 34	27,101	14.28%
Age 35 - 44	24,591	12.95%
Age 45 - 54	25,184	13.27%
Age 55 - 64	22,021	11.60%
Age 65 - 74	12,223	6.44%
Age 75 - 84	5,748	3.03%
Age 85 and over	1,817	0.96%
2021 Est. Median Age, Male		33.72
2021 Est. Average Age, Male		35.67
2021 Est. Female Population by Age	195,415	
Age 0 - 4	12,511	6.40%
Age 5 - 9	13,031	6.67%
Age 10 - 14	14,327	7.33%
Age 15 - 17	9,030	4.62%
Age 18 - 20	8,175	4.18%
Age 21 - 24	11,085	5.67%
Age 25 - 34	26,146	13.38%
Age 35 - 44	25,862	13.23%
Age 45 - 54	27,140	13.89%
Age 55 - 64	22,997	11.77%
Age 65 - 74	14,282	7.31%
Age 75 - 84	7,901	4.04%
Age 85 and over	2,927	1.50%
2021 Est. Median Age, Female		36.32
2021 Est. Average Age, Female		37.25

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	99,535	32.76%
Males, Never Married	53,214	17.52%
Females, Never Married	46,320	15.25%
Married, Spouse present	146,529	48.23%
Married, Spouse absent	17,393	5.73%
Widowed	12,739	4.19%
Males Widowed	2,427	0.80%
Females Widowed	10,312	3.39%
Divorced	27,611	9.09%
Males Divorced	10,482	3.45%
Females Divorced	17,129	5.64%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,157	4.9%
Some High School, no diploma	14,224	5.8%
High School Graduate (or GED)	63,697	25.9%
Some College, no degree	68,103	27.7%
Associate Degree	23,285	9.5%
Bachelor's Degree	42,668	17.3%
Master's Degree	17,053	6.9%
Professional School Degree	3,051	1.2%
Doctorate Degree	1,702	0.7%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	17,754	21.97%
High School Graduate	24,554	30.39%
Some College or Associate's Degree	26,658	33.00%
Bachelor's Degree or Higher	11,828	14.64%
Households		
2026 Projection	120,709	
2021 Estimate	115,399	
2010 Census	99,108	
2000 Census	52,532	
Growth 2021 - 2026		4.60%
Growth 2010 - 2021		16.44%
Growth 2000 - 2010		88.66%
2021 Est. Households by Household Type	115,399	
Family Households	92,784	80.40%
Nonfamily Households	22,615	19.60%
2021 Est. Group Quarters Population	1,820	
2021 Households by Ethnicity, Hispanic/Latino	34,173	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	115,399	
Income < \$15,000	5,693	4.93%
Income \$15,000 - \$24,999	5,439	4.71%
Income \$25,000 - \$34,999	6,664	5.78%
Income \$35,000 - \$49,999	10,059	8.72%
Income \$50,000 - \$74,999	17,226	14.93%
Income \$75,000 - \$99,999	16,774	14.54%
Income \$100,000 - \$124,999	14,516	12.58%
Income \$125,000 - \$149,999	11,140	9.65%
Income \$150,000 - \$199,999	12,968	11.24%
Income \$200,000 - \$249,999	6,860	5.95%
Income \$250,000 - \$499,999	5,925	5.13%
Income \$500,000+	2,134	1.85%
2021 Est. Average Household Income		\$117,389
2021 Est. Median Household Income		\$93,568
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$96,770
Black or African American Alone		\$89,580
American Indian and Alaska Native Alone		\$69,608
Asian Alone		\$99,232
Native Hawaiian and Other Pacific Islander Alone		\$89,809
Some Other Race Alone		\$73,537
Two or More Races		\$108,255
Hispanic or Latino		\$82,480
Not Hispanic or Latino		\$98,907
2021 Est. Family HH Type by Presence of Own Child.	92,784	
Married-Couple Family, own children	40,636	43.80%
Married-Couple Family, no own children	31,814	34.29%
Male Householder, own children	3,628	3.91%
Male Householder, no own children	2,853	3.08%
Female Householder, own children	8,295	8.94%
Female Householder, no own children	5,558	5.99%
2021 Est. Households by Household Size	115,399	
1-person	16,508	14.31%
2-person	28,952	25.09%
3-person	20,787	18.01%
4-person	22,242	19.27%
5-person	14,274	12.37%
6-person	7,239	6.27%
7-or-more-person	5,397	4.68%
2021 Est. Average Household Size		3.33

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	115,399	
Households with 1 or More People under Age 18:	57,769	50.06%
Married-Couple Family	43,271	74.90%
Other Family, Male Householder	4,306	7.45%
Other Family, Female Householder	9,735	16.85%
Nonfamily, Male Householder	336	0.58%
Nonfamily, Female Householder	122	0.21%
Households with No People under Age 18:	57,630	49.94%
Married-Couple Family	29,178	50.63%
Other Family, Male Householder	2,185	3.79%
Other Family, Female Householder	4,118	7.15%
Nonfamily, Male Householder	10,316	17.90%
Nonfamily, Female Householder	11,834	20.53%
2021 Est. Households by Number of Vehicles	115,399	
No Vehicles	2,675	2.32%
1 Vehicle	24,305	21.06%
2 Vehicles	46,591	40.37%
3 Vehicles	26,432	22.91%
4 Vehicles	10,971	9.51%
5 or more Vehicles	4,425	3.83%
2021 Est. Average Number of Vehicles		2.31
Family Households		
2026 Projection	97,095	
2021 Estimate	92,784	
2010 Census	79,460	
2000 Census	41,857	
Growth 2021 - 2026		4.65%
Growth 2010 - 2021		16.77%
Growth 2000 - 2010		89.84%
2021 Est. Families by Poverty Status	92,784	
2021 Families at or Above Poverty	87,002	93.77%
2021 Families at or Above Poverty with Children	46,626	50.25%
2021 Families Below Poverty	5,782	6.23%
2021 Families Below Poverty with Children	4,256	4.59%
2021 Est. Pop 16+ by Employment Status	297,745	
Civilian Labor Force, Employed	176,196	59.18%
Civilian Labor Force, Unemployed	12,862	4.32%
Armed Forces	2,816	0.95%
Not in Labor Force	105,871	35.56%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	172,761	
For-Profit Private Workers	121,277	70.20%
Non-Profit Private Workers	6,977	4.04%
Local Government Workers	5,401	3.13%
State Government Workers	6,408	3.71%
Federal Government Workers	14,788	8.56%
Self-Employed Workers	17,538	10.15%
Unpaid Family Workers	372	0.22%
2021 Est. Civ. Employed Pop 16+ by Occupation	172,761	
Architect/Engineer	3,170	1.84%
Arts/Entertainment/Sports	3,176	1.84%
Building Grounds Maintenance	6,167	3.57%
Business/Financial Operations	8,776	5.08%
Community/Social Services	2,586	1.50%
Computer/Mathematical	3,440	1.99%
Construction/Extraction	10,019	5.80%
Education/Training/Library	10,591	6.13%
Farming/Fishing/Forestry	365	0.21%
Food Prep/Serving	11,771	6.81%
Health Practitioner/Technician	9,792	5.67%
Healthcare Support	5,512	3.19%
Maintenance Repair	5,891	3.41%
Legal	1,120	0.65%
Life/Physical/Social Science	814	0.47%
Management	17,410	10.08%
Office/Admin. Support	20,074	11.62%
Production	7,349	4.25%
Protective Services	5,604	3.24%
Sales/Related	20,885	12.09%
Personal Care/Service	6,620	3.83%
Transportation/Moving	11,629	6.73%
2021 Est. Pop 16+ by Occupation Classification	172,761	
White Collar	101,832	58.94%
Blue Collar	34,889	20.20%
Service and Farm	36,040	20.86%
2021 Est. Workers Age 16+ by Transp. to Work	170,914	
Drove Alone	136,712	79.99%
Car Pooled	18,729	10.96%
Public Transportation	773	0.45%
Walked	1,462	0.86%
Bicycle	245	0.14%
Other Means	3,112	1.82%
Worked at Home	9,882	5.78%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	32,177	
15 - 29 Minutes	43,594	
30 - 44 Minutes	23,696	
45 - 59 Minutes	15,695	
60 or more Minutes	45,492	
2021 Est. Avg Travel Time to Work in Minutes		41
2021 Est. Occupied Housing Units by Tenure	115,399	
Owner Occupied	81,890	70.96%
Renter Occupied	33,509	29.04%
2021 Owner Occ. HUs: Avg. Length of Residence		11.61
2021 Renter Occ. HUs: Avg. Length of Residence		5.84
2021 Est. Owner-Occupied Housing Units by Value	115,399	
Value Less than \$20,000	486	0.59%
Value \$20,000 - \$39,999	386	0.47%
Value \$40,000 - \$59,999	316	0.39%
Value \$60,000 - \$79,999	198	0.24%
Value \$80,000 - \$99,999	183	0.22%
Value \$100,000 - \$149,999	680	0.83%
Value \$150,000 - \$199,999	1,108	1.35%
Value \$200,000 - \$299,999	6,310	7.71%
Value \$300,000 - \$399,999	19,929	24.34%
Value \$400,000 - \$499,999	24,545	29.97%
Value \$500,000 - \$749,999	21,258	25.96%
Value \$750,000 - \$999,999	4,264	5.21%
Value \$1,000,000 or \$1,499,999	1,350	1.65%
Value \$1,500,000 or \$1,999,999	451	0.55%
Value \$2,000,000+	427	0.52%
2021 Est. Median All Owner-Occupied Housing Value		\$445,324
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	96,819	78.11%
1 Unit Attached	3149	2.54%
2 Units	659	0.53%
3 or 4 Units	2,840	2.29%
5 to 19 Units	10,069	8.12%
20 to 49 Units	2,223	1.79%
50 or More Units	2,953	2.38%
Mobile Home or Trailer	5,090	4.11%
Boat, RV, Van, etc.	157	0.13%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	15,197	12.26%
Housing Units Built 2010 to 2014	4,307	3.48%
Housing Units Built 2000 to 2009	48,046	38.76%
Housing Units Built 1990 to 1999	23,226	18.74%
Housing Units Built 1980 to 1989	21,804	17.59%
Housing Units Built 1970 to 1979	6,340	5.12%
Housing Units Built 1960 to 1969	2,511	2.03%
Housing Units Built 1950 to 1959	1,125	0.91%
Housing Units Built 1940 to 1949	603	0.49%
Housing Unit Built 1939 or Earlier	800	0.65%
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.

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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