



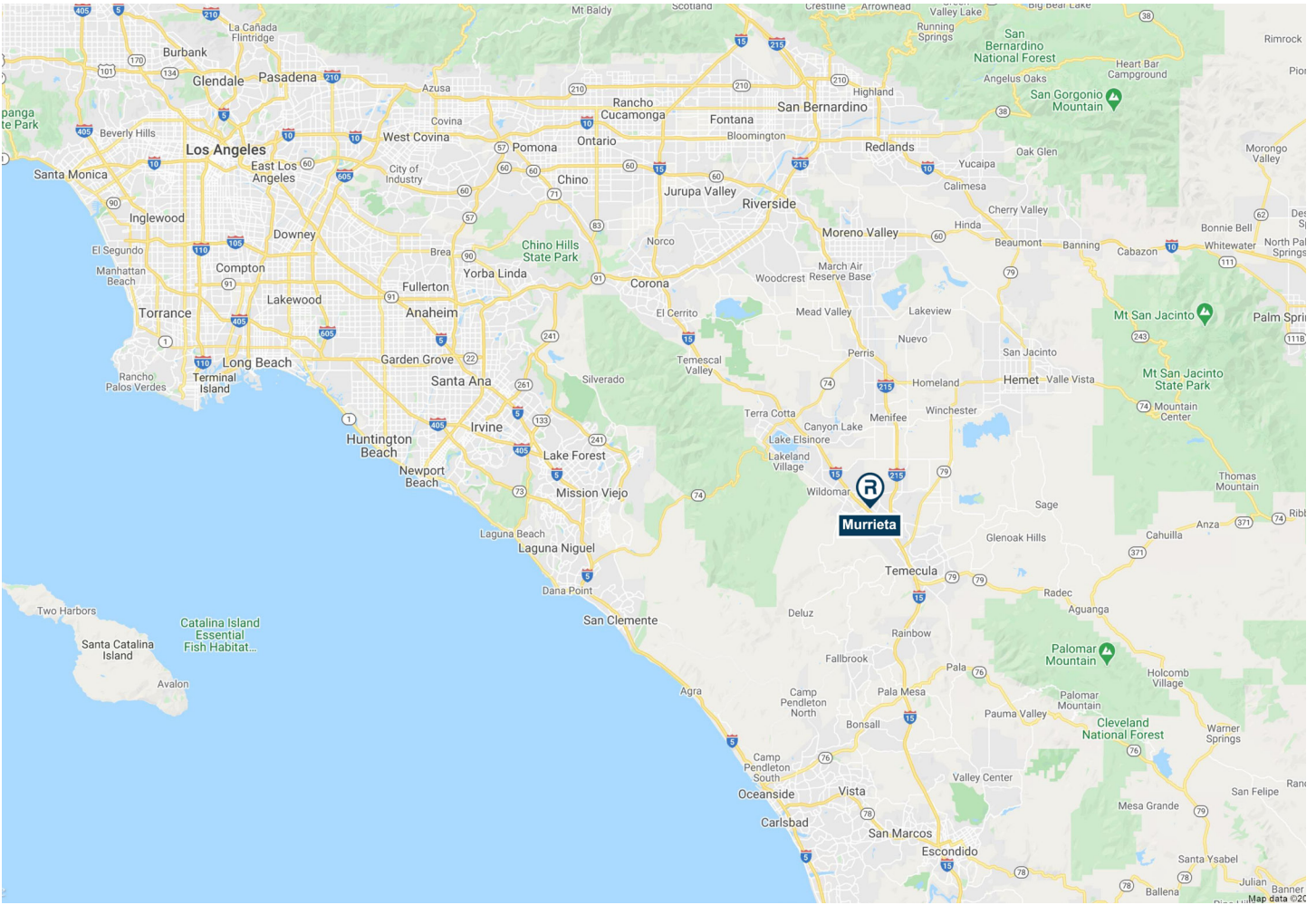
The**Retail**Coach.®

Community Workplace Population

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
February 2021

Community



Prepared for:



City of Murrieta

The City of Murrieta, CA

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Community • Workplace Population

Murrieta, California

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	5,059	34,061	7
11: Agriculture, Forestry, Fishing and Hunting	19	99	5
111: Crop Production	11	57	5
112: Animal Production and Aquaculture	1	4	4
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	7	7
115: Support Activities for Agriculture and Forestry	6	31	5
21: Mining, Quarrying, and Oil and Gas Extraction	5	17	3
211: Oil and Gas Extraction	2	8	4
212: Mining (except Oil and Gas)	3	9	3
213: Support Activities for Mining	0	0	0
22: Utilities	5	21	4
221: Utilities	5	21	4
23: Construction	369	2618	7
236: Construction of Buildings	130	592	5
237: Heavy and Civil Engineering Construction	22	176	8
238: Specialty Trade Contractors	217	1850	9
31: Manufacturing	27	248	9
311: Food Manufacturing	19	119	6
312: Beverage and Tobacco Product Manufacturing	7	124	18
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	1	5	5
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	29	488	17
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	22	122	6
324: Petroleum and Coal Products Manufacturing	1	8	8
325: Chemical Manufacturing	1	40	40
326: Plastics and Rubber Products Manufacturing	5	318	64
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	76	823	11
331: Primary Metal Manufacturing	2	12	6
332: Fabricated Metal Product Manufacturing	12	64	5
333: Machinery Manufacturing	9	250	28
334: Computer and Electronic Product Manufacturing	3	16	5
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	3	9	3
337: Furniture and Related Product Manufacturing	6	13	2
339: Miscellaneous Manufacturing	41	459	11
42: Wholesale Trade	105	533	5
423: Merchant Wholesalers, Durable Goods	84	432	5
424: Merchant Wholesalers, Nondurable Goods	18	91	5
425: Wholesale Electronic Markets and Agents and Brokers	3	10	3
44: Retail Trade	334	3,018	9
441: Motor Vehicle and Parts Dealers	59	696	12
442: Furniture and Home Furnishings Stores	39	206	5
443: Electronics and Appliance Stores	19	181	10
444: Building Material and Garden Equipment and Supplies Dealers	44	697	16
445: Food and Beverage Stores	55	733	13
446: Health and Personal Care Stores	52	275	5
447: Gasoline Stations	19	68	4
448: Clothing and Clothing Accessories Stores	47	162	3
45: Retail Trade	176	1905	11
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	30	311	10
452: General Merchandise Stores	35	1159	33
453: Miscellaneous Store Retailers	85	363	4
454: Nonstore Retailers	26	72	3
48: Transportation and Warehousing	48	223	5
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	1	2	2
484: Truck Transportation	26	90	3
485: Transit and Ground Passenger Transportation	5	23	5
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	16	108	7
49: Transportation and Warehousing	8	72	9
491: Postal Service	1	1	1
492: Couriers and Messengers	3	32	11
493: Warehousing and Storage	4	39	10

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	65	411	6
511: Publishing Industries (except Internet)	26	161	6
512: Motion Picture and Sound Recording Industries	5	36	7
515: Broadcasting (except Internet)	4	26	7
517: Telecommunications	17	76	4
518: Data Processing, Hosting, and Related Services	8	26	3
519: Other Information Services	5	86	17
52: Finance and Insurance	281	1829	7
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	116	1162	10
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	62	268	4
524: Insurance Carriers and Related Activities	103	399	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	222	1278	6
531: Real Estate	185	1173	6
532: Rental and Leasing Services	36	100	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	5	5
54: Professional, Scientific, and Technical Services	431	2996	7
541: Professional, Scientific, and Technical Services	431	2996	7
55: Management of Companies and Enterprises	10	31	3
551: Management of Companies and Enterprises	10	31	3
56: Administrative and Support and Waste Management and Remediation Services	203	1079	5
561: Administrative and Support Services	201	1066	5
562: Waste Management and Remediation Services	2	13	7
61: Educational Services	112	2,010	18
611: Educational Services	112	2,010	18
62: Health Care and Social Assistance	1099	6,593	6
621: Ambulatory Health Care Services	952	4,126	4
622: Hospitals	8	1,414	177
623: Nursing and Residential Care Facilities	20	303	15
624: Social Assistance	119	750	6

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	104	1807	17
711: Performing Arts, Spectator Sports, and Related Industries	35	91	3
712: Museums, Historical Sites, and Similar Institutions	11	90	8
713: Amusement, Gambling, and Recreation Industries	58	1626	28
72: Accommodation and Food Services	222	2,987	13
721: Accommodation	8	149	19
722: Food Services and Drinking Places	214	2,838	13
81: Other Services (except Public Administration)	505	2,335	5
811: Repair and Maintenance	160	771	5
812: Personal and Laundry Services	227	984	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	118	580	5
92: Public Administration	11	497	45
921: Executive, Legislative, and Other General Government Support	7	242	35
922: Justice, Public Order, and Safety Activities	4	255	64
923: Administration of Human Resource Programs	0	0	0
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	0	0	0
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	593	143	0
999: Unassigned	593	143	0

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.



The**RetailCoach**.®

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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