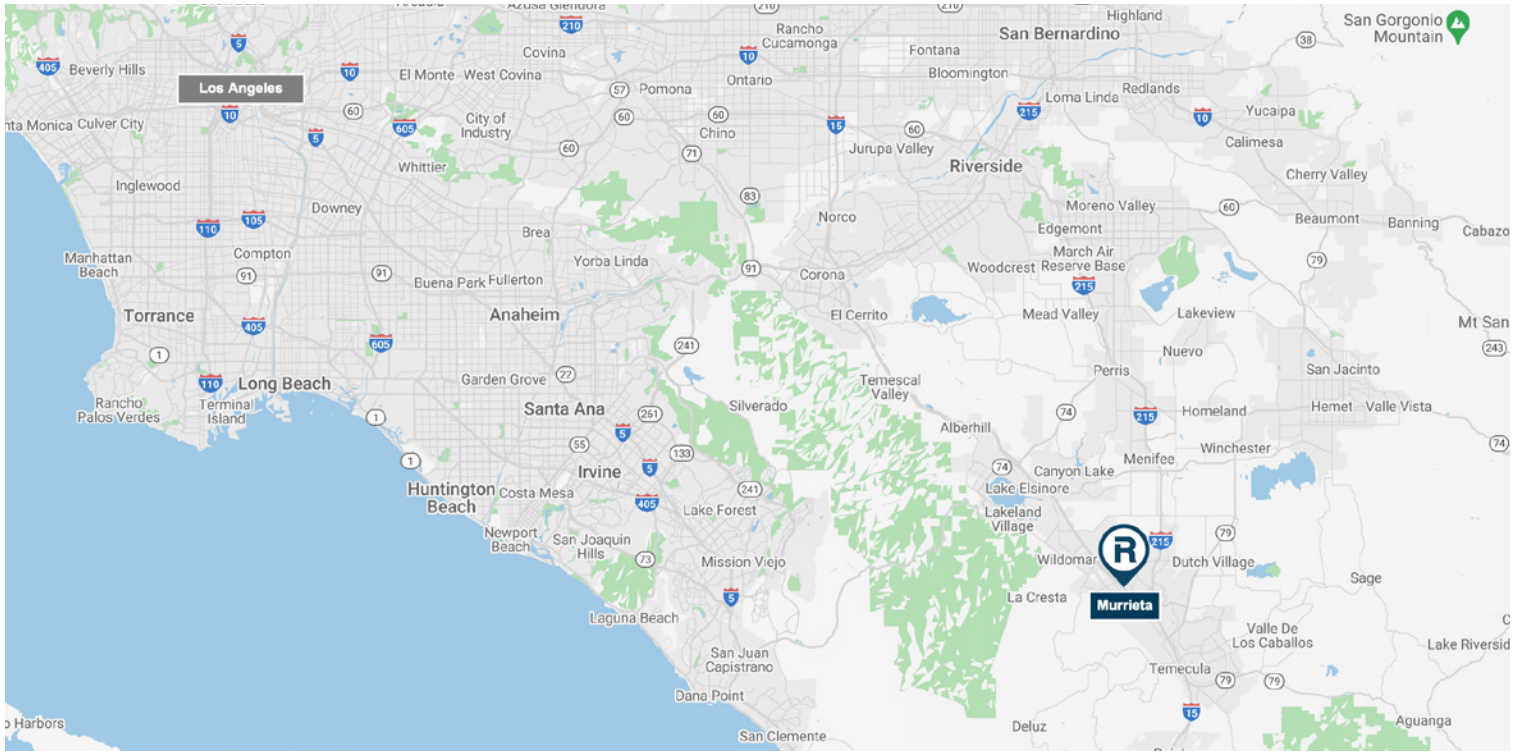# TheRetailCoach®

Community Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
March 2024

Community • Demographic Snapshot

Murrieta, California

Population

2020	110,949
2024	120,212
2029	125,057

Educational Attainment (%)

Graduate or Professional Degree	10.12%
Bachelors Degree	20.76%
Associate Degree	10.00%
Some College	28.79%
High School Graduate (or GED)	22.96%
Some High School, No Degree	3.84%
Less than 9th Grade	3.53%

Income

Average HH	$137,180
Median HH	$106,041
Per Capita	$41,843

Age

0 - 9 Years	11.54%
10 - 17 Years	12.35%
18 - 24 Years	10.72%
25 - 34 Years	12.61%
35 - 44 Years	12.93%
45 - 54 Years	12.69%
55 - 64 Years	11.99%
65 and Older	15.17%
Median Age	37.16
Average Age	38.50

Race Distribution (%)

White	49.43%
Black/African American	6.56%
American Indian/ Alaskan	1.12%
Asian	10.94%
Native Hawaiian/ Islander	0.50%
Other Race	12.75%
Two or More Races	18.70%
Hispanic	34.00%

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Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2029 Projection	125,057	
2024 Estimate	120,212	
2020 Census	110,949	
2010 Census	99,213	
Growth 2024 - 2029		4.03%
Growth 2020 - 2024		8.35%
Growth 2010 - 2020		11.83%
2023 Daytime Population	**100,253**	
Workers	40,562	
Residents	59,691	
2024 Est. Population by Single-Classification Race	**120,212**	
White Alone	59,420	49.43%
Black or African American Alone	7,890	6.56%
Amer. Indian and Alaska Native Alone	1,344	1.12%
Asian Alone	13,151	10.94%
Native Hawaiian and Other Pacific Island Alone	603	0.50%
Some Other Race Alone	15,325	12.75%
Two or More Races	22,481	18.70%
2024 Est. Population by Hispanic or Latino Origin	**120,212**	
Not Hispanic or Latino	79,338	66.00%
Hispanic or Latino	40,874	34.00%
Mexican	32,184	78.74%
Puerto Rican	1,205	2.95%
Cuban	606	1.48%
All Other Hispanic or Latino	6,878	16.83%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**40,874**	
White Alone	9,309	22.78%
Black or African American Alone	549	1.34%
American Indian and Alaska Native Alone	813	1.99%
Asian Alone	493	1.21%
Native Hawaiian and Other Pacific Islander Alone	97	0.24%
Some Other Race Alone	14,661	35.87%
Two or More Races	14,954	36.59%
2024 Est. Pop by Race, Asian Alone, by Category	**13,151**	
Chinese, except Taiwanese	1,355	10.30%
Filipino	6,247	47.50%
Japanese	584	4.44%
Asian Indian	519	3.95%
Korean	529	4.03%
Vietnamese	1,677	12.75%
Cambodian	281	2.13%
Hmong	-	0.00%
Laotian	211	1.60%
Thai	26	0.20%
All Other Asian Races Including 2+ Category	1,722	13.09%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**120,212**	
Arab	749	0.62%
Czech	518	0.43%
Danish	337	0.28%
Dutch	778	0.65%
English	9,992	8.31%
French (except Basque)	1,964	1.63%
French Canadian	481	0.40%
German	11,923	9.92%
Greek	261	0.22%
Hungarian	228	0.19%
Irish	8,285	6.89%
Italian	5,444	4.53%
Lithuanian	148	0.12%
United States or American	2,599	2.16%
Norwegian	1,064	0.89%
Polish	1,249	1.04%
Portuguese	968	0.81%
Russian	702	0.58%
Scottish	1,910	1.59%
Scotch-Irish	803	0.67%
Slovak	168	0.14%
Subsaharan African	612	0.51%
Swedish	1,245	1.04%
Swiss	107	0.09%
Ukrainian	75	0.06%
Welsh	597	0.50%
West Indian (except Hisp. groups)	215	0.18%
Other ancestries	47,469	39.49%
Ancestry Unclassified	19,323	16.07%
2024 Est. Pop Age 5+ by Language Spoken At Home	**113,465**	
Speak Only English at Home	87,365	77.00%
Speak Asian/Pacific Island Language at Home	6,135	5.41%
Speak IndoEuropean Language at Home	2,142	1.89%
Speak Spanish at Home	17,160	15.12%
Speak Other Language at Home	660	0.58%

Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Population by Age	**120,212**	
Age 0 - 4	6,747	5.61%
Age 5 - 9	7,129	5.93%
Age 10 - 14	8,858	7.37%
Age 15 - 17	5,985	4.98%
Age 18 - 20	5,912	4.92%
Age 21 - 24	6,977	5.80%
Age 25 - 34	15,161	12.61%
Age 35 - 44	15,548	12.93%
Age 45 - 54	15,250	12.69%
Age 55 - 64	14,409	11.99%
Age 65 - 74	10,255	8.53%
Age 75 - 84	5,710	4.75%
Age 85 and over	2,270	1.89%
Age 16 and over	95,478	79.43%
Age 18 and over	91,492	76.11%
Age 21 and over	85,580	71.19%
Age 65 and over	18,235	15.17%
2024 Est. Median Age		37.16
2024 Est. Average Age		38.50
2024 Est. Population by Sex	**120,212**	
Male	58,340	48.53%
Female	61,872	51.47%
2024 Est. Male Population by Age	**58,340**	
Age 0 - 4	3,442	5.90%
Age 5 - 9	3,661	6.28%
Age 10 - 14	4,534	7.77%
Age 15 - 17	3,118	5.35%
Age 18 - 20	3,057	5.24%
Age 21 - 24	3,553	6.09%
Age 25 - 34	7,648	13.11%
Age 35 - 44	7,486	12.83%
Age 45 - 54	7,202	12.35%
Age 55 - 64	6,836	11.72%
Age 65 - 74	4,696	8.05%
Age 75 - 84	2,266	3.88%
Age 85 and over	841	1.44%
2024 Est. Median Age, Male		35.21
2024 Est. Average Age, Male		37.10
2024 Est. Female Population by Age	**61,872**	
Age 0 - 4	3,306	5.34%
Age 5 - 9	3,467	5.60%
Age 10 - 14	4,324	6.99%
Age 15 - 17	2,867	4.63%
Age 18 - 20	2,855	4.61%
Age 21 - 24	3,425	5.54%
Age 25 - 34	7,512	12.14%
Age 35 - 44	8,063	13.03%
Age 45 - 54	8,048	13.01%
Age 55 - 64	7,573	12.24%
Age 65 - 74	5,559	8.99%
Age 75 - 84	3,444	5.57%
Age 85 and over	1,429	2.31%
2024 Est. Median Age, Female		38.99
2024 Est. Average Age, Female		39.80

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	29,845	30.62%
Males, Never Married	15,676	16.08%
Females, Never Married	14,168	14.54%
Married, Spouse present	49,137	50.41%
Married, Spouse absent	4,245	4.36%
Widowed	4,407	4.52%
Males Widowed	540	0.55%
Females Widowed	3,867	3.97%
Divorced	9,843	10.10%
Males Divorced	3,598	3.69%
Females Divorced	6,244	6.41%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,773	3.53%
Some High School, no diploma	3,016	3.84%
High School Graduate (or GED)	18,046	22.96%
Some College, no degree	22,632	28.79%
Associate Degree	7,861	10.00%
Bachelor's Degree	16,320	20.76%
Master's Degree	6,051	7.70%
Professional School Degree	1,291	1.64%
Doctorate Degree	612	0.78%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,757	14.06%
High School Graduate	6,905	25.83%
Some College or Associate's Degree	10,441	39.07%
Bachelor's Degree or Higher	5,625	21.05%
Households		
2029 Projection	38,017	
2024 Estimate	36,487	
2020 Census	35,467	
2010 Census	31,618	
Growth 2024 - 2029		4.19%
Growth 2020 - 2024		2.88%
Growth 2010 - 2020		12.17%
2024 Est. Households by Household Type	**36,487**	
Family Households	28,913	79.24%
Nonfamily Households	7,574	20.76%
2024 Est. Group Quarters Population	590	
2024 Households by Ethnicity, Hispanic/Latino	9,796	

Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**36,487**	
Income < $15,000	1,593	4.37%
Income $15,000 - $24,999	1,277	3.50%
Income $25,000 - $34,999	1,200	3.29%
Income $35,000 - $49,999	2,795	7.66%
Income $50,000 - $74,999	5,054	13.85%
Income $75,000 - $99,999	5,143	14.10%
Income $100,000 - $124,999	4,672	12.81%
Income $125,000 - $149,999	3,904	10.70%
Income $150,000 - $199,999	4,458	12.22%
Income $200,000 - $249,999	2,361	6.47%
Income $250,000 - $499,999	2,729	7.48%
Income $500,000+	1,301	3.57%
2024 Est. Average Household Income		$137,180
2024 Est. Median Household Income		$106,041
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$106,944
Black or African American Alone		$119,134
American Indian and Alaska Native Alone		$80,105
Asian Alone		$112,376
Native Hawaiian and Other Pacific Islander Alone		$96,697
Some Other Race Alone		$94,697
Two or More Races		$102,518
Hispanic or Latino		$106,690
Not Hispanic or Latino		$105,789
2024 Est. HH by Type and Presence of Own Child.	**28,913**	
Family Households with Children	11,566	40.00%
Family Households without Children	17,348	60.00%
Married-Couple Families	**17,866**	**61.79%**
Married-Couple Family, own children	8,777	30.36%
Married-Couple Family, no own children	9,089	31.44%
Cohabitating-Couple Families	**1,498**	**5.18%**
Cohabitating-Couple Family, own children	575	1.99%
Cohabitating-Couple Family, no own children	922	3.19%
Male Householder Families	**2,889**	**9.99%**
Male Householder, own children	689	2.38%
Male Householder, no own children	586	2.03%
Male Householder, only Nonrelatives	254	0.88%
Male Householder, Living Alone	1,360	4.70%
Female Householder Families	**6,660**	**23.04%**
Female Householder, own children	1,525	5.27%
Female Householder, no own children	1,651	5.71%
Female Householder, only Nonrelatives	255	0.88%
Female Householder, Living Alone	3,230	11.17%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**36,487**	
1-person	6,119	16.77%
2-person	9,847	26.99%
3-person	6,375	17.47%
4-person	6,984	19.14%
5-person	3,973	10.89%
6-person	1,854	5.08%
7-or-more-person	1,335	3.66%
2024 Est. Average Household Size		3.28
2024 Est. Households by Number of Vehicles	**36,487**	
No Vehicles	1,228	3.37%
1 Vehicle	8,608	23.59%
2 Vehicles	13,759	37.71%
3 Vehicles	7,795	21.36%
4 Vehicles	3,682	10.09%
5 or more Vehicles	1,415	3.88%
2024 Est. Average Number of Vehicles		2.30
Family Households		
2029 Projection	30,129	
2024 Estimate	28,913	
2020 Estimate	27,884	
2010 Census	25,008	
Growth 2024 - 2029		4.21%
Growth 2020 - 2024		3.69%
Growth 2010 - 2020		11.50%
2024 Est. Families by Poverty Status	**28,913**	
2024 Families at or Above Poverty	27,655	95.65%
2024 Families at or Above Poverty with Children	15,029	51.98%
2024 Families Below Poverty	1,258	4.35%
2024 Families Below Poverty with Children	828	2.86%
2024 Est. Pop 16+ by Employment Status	**95,478**	
Civilian Labor Force, Employed	54,850	57.45%
Civilian Labor Force, Unemployed	4,631	4.85%
Armed Forces	755	0.79%
Not in Labor Force	35,242	36.91%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	**55,606**	
For-Profit Private Workers	37,156	66.82%
Non-Profit Private Workers	2,880	5.18%
Local Government Workers	2,115	3.80%
State Government Workers	1,878	3.38%
Federal Government Workers	6,128	11.02%
Self-Employed Workers	5,422	9.75%
Unpaid Family Workers	27	0.05%

The Retail Coach

Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	**55,606**	
Architect/Engineer	1,442	2.59%
Arts/Entertainment/Sports	1,593	2.87%
Building Grounds Maintenance	1,077	1.94%
Business/Financial Operations	3,118	5.61%
Community/Social Services	837	1.51%
Computer/Mathematical	1,431	2.57%
Construction/Extraction	2,183	3.93%
Education/Training/Library	3,647	6.56%
Farming/Fishing/Forestry	83	0.15%
Food Prep/Serving	3,506	6.31%
Health Practitioner/Technician	4,048	7.28%
Healthcare Support	2,325	4.18%
Maintenance Repair	1,677	3.02%
Legal	396	0.71%
Life/Physical/Social Science	402	0.72%
Management	6,053	10.89%
Office/Admin. Support	6,174	11.10%
Production	2,200	3.96%
Protective Services	2,021	3.63%
Sales/Related	6,630	11.92%
Personal Care/Service	1,651	2.97%
Transportation/Moving	3,109	5.59%
2024 Est. Pop 16+ by Occupation Classification	**55,606**	
White Collar	35,772	64.33%
Blue Collar	9,170	16.49%
Service and Farm	10,663	19.18%
2024 Est. Workers Age 16+ by Transp. to Work	**55,606**	
Drove Alone	41,368	74.40%
Car Pooled	4,152	7.47%
Public Transportation	179	0.32%
Walked	778	1.40%
Bicycle	147	0.27%
Other Means	393	0.71%
Worked at Home	8,588	15.45%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,632	26.87%
15 - 29 Minutes	13,593	28.91%
30 - 44 Minutes	5,714	12.15%
45 - 59 Minutes	4,203	8.94%
60 or more Minutes	10,876	23.13%
2024 Est. Avg Travel Time to Work in Minutes		37.00
2024 Est. Occupied Housing Units by Tenure	**36,487**	
Owner Occupied	24,769	67.89%
Renter Occupied	11,718	32.12%
2024 Owner Occ. HUs: Avg. Length of Residence		13.1†
2024 Renter Occ. HUs: Avg. Length of Residence		6.4†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**24,769**	
Value Less than $20,000	132	0.53%
Value $20,000 - $39,999	29	0.12%
Value $40,000 - $59,999	51	0.21%
Value $60,000 - $79,999	60	0.24%
Value $80,000 - $99,999	16	0.07%
Value $100,000 - $149,999	150	0.61%
Value $150,000 - $199,999	87	0.35%
Value $200,000 - $299,999	438	1.77%
Value $300,000 - $399,999	1,584	6.40%
Value $400,000 - $499,999	3,359	13.56%
Value $500,000 - $749,999	11,342	45.79%
Value $750,000 - $999,999	5,790	23.38%
Value $1,000,000 or $1,499,999	1,180	4.76%
Value $1,500,000 or $1,999,999	273	1.10%
Value $2,000,000+	278	1.12%
2024 Est. Median All Owner-Occupied Housing Value		$639,229
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	26,655	73.05%
1 Unit Attached	1,825	5.00%
2 Units	119	0.33%
3 or 4 Units	1,067	2.92%
5 to 19 Units	3,113	8.53%
20 to 49 Units	990	2.71%
50 or More Units	1,257	3.44%
Mobile Home or Trailer	1,444	3.96%
Boat, RV, Van, etc.	18	0.05%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,051	2.88%
Housing Units Built 2010 to 2019	2,686	7.36%
Housing Units Built 2000 to 2009	15,011	41.14%
Housing Units Built 1990 to 1999	7,721	21.16%
Housing Units Built 1980 to 1989	7,614	20.87%
Housing Units Built 1970 to 1979	1,288	3.53%
Housing Units Built 1960 to 1969	253	0.69%
Housing Units Built 1950 to 1959	242	0.66%
Housing Units Built 1940 to 1949	474	1.30%
Housing Unit Built 1939 or Earlier	147	0.40%
2024 Est. Median Year Structure Built		2000

† Years

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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