



The **Retail** Coach®

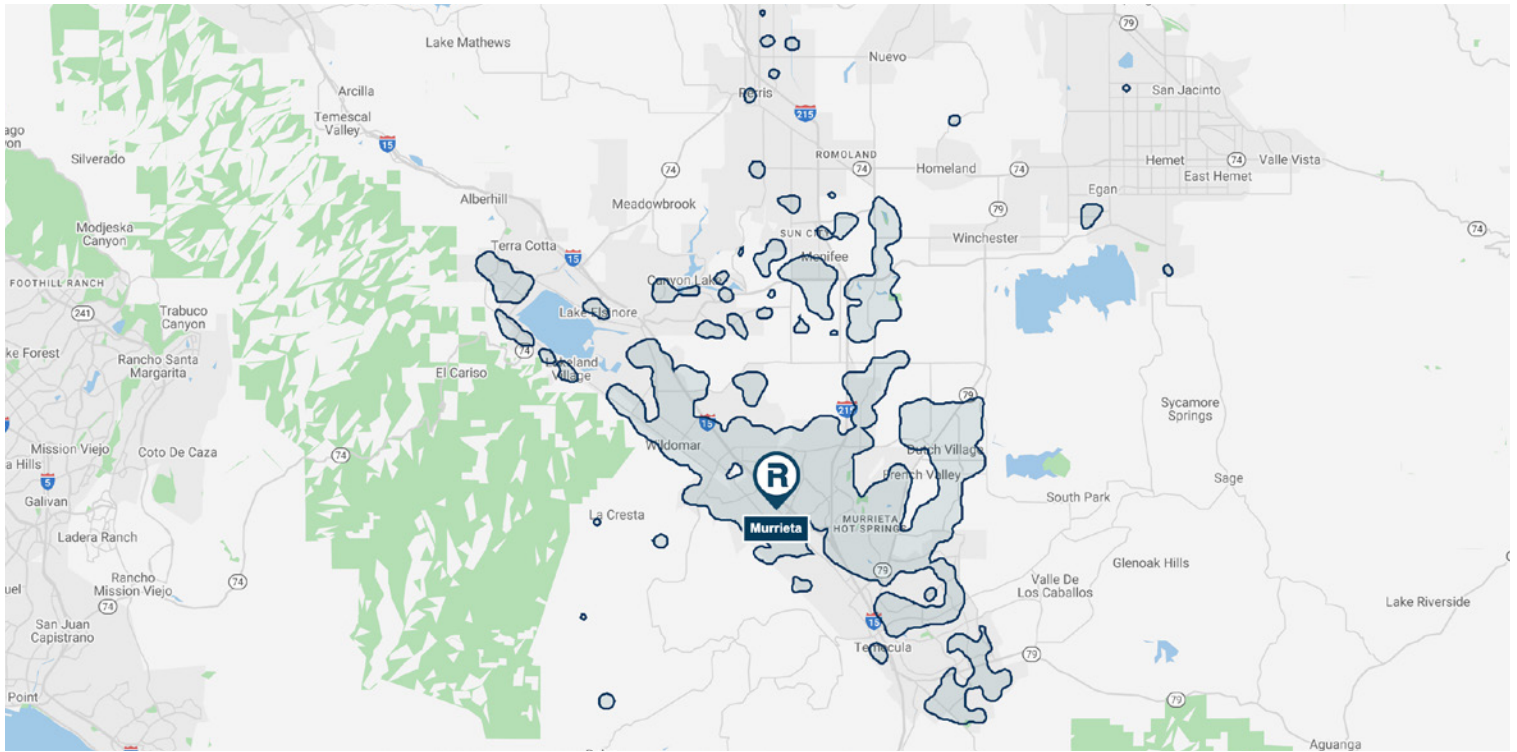
Primary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
February 2024

Primary Retail Trade Area • Demographic Snapshot

Murrieta, California



Population

2020	379,085	0 - 9 Years	12.38%
2024	394,678	10 - 17 Years	12.42%
2029	416,864	18 - 24 Years	10.45%

Educational Attainment (%)

Graduate or Professional Degree	9.20%	25 - 34 Years	12.58%
Bachelors Degree	19.08%	35 - 44 Years	13.71%
Associate Degree	10.64%	45 - 54 Years	12.88%
Some College	26.74%	55 - 64 Years	11.70%
High School Graduate (or GED)	24.37%	65 and Older	13.89%
Some High School, No Degree	5.14%	Median Age	36.61
Less than 9th Grade	4.83%	Average Age	37.68

Income

Average HH	\$131,275
Median HH	\$104,298
Per Capita	\$40,841

Race Distribution (%)

White	46.59%
Black/African American	6.74%
American Indian/Alaskan	1.41%
Asian	9.94%
Native Hawaiian/Islander	0.51%
Other Race	16.25%
Two or More Races	18.55%
Hispanic	38.78%



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Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2029 Projection	416,864	
2024 Estimate	394,678	
2020 Census	379,085	
2010 Census	311,916	
Growth 2024 - 2029		5.62%
Growth 2020 - 2024		4.11%
Growth 2010 - 2020		21.53%
2024 Est. Population by Single-Classification Race	394,678	
White Alone	183,883	46.59%
Black or African American Alone	26,594	6.74%
Amer. Indian and Alaska Native Alone	5,569	1.41%
Asian Alone	39,247	9.94%
Native Hawaiian and Other Pacific Island Alone	2,009	0.51%
Some Other Race Alone	64,144	16.25%
Two or More Races	73,233	18.55%
2024 Est. Population by Hispanic or Latino Origin	394,678	
Not Hispanic or Latino	241,606	61.22%
Hispanic or Latino	153,072	38.78%
Mexican	122,906	80.29%
Puerto Rican	3,499	2.29%
Cuban	1,974	1.29%
All Other Hispanic or Latino	24,694	16.13%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	153,072	
White Alone	32,809	21.43%
Black or African American Alone	1,759	1.15%
American Indian and Alaska Native Alone	3,782	2.47%
Asian Alone	1,608	1.05%
Native Hawaiian and Other Pacific Islander Alone	310	0.20%
Some Other Race Alone	62,056	40.54%
Two or More Races	50,749	33.15%
2024 Est. Pop by Race, Asian Alone, by Category	39,247	
Chinese, except Taiwanese	3,179	8.10%
Filipino	20,513	52.27%
Japanese	1,263	3.22%
Asian Indian	1,838	4.68%
Korean	1,812	4.62%
Vietnamese	4,186	10.67%
Cambodian	732	1.86%
Hmong	89	0.23%
Laotian	543	1.38%
Thai	288	0.73%
All Other Asian Races Including 2+ Category	4,804	12.24%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	394,678	
Arab	1,783	0.45%
Czech	1,179	0.30%
Danish	1,069	0.27%
Dutch	2,495	0.63%
English	26,822	6.80%
French (except Basque)	5,281	1.34%
French Canadian	1,270	0.32%
German	34,517	8.75%
Greek	875	0.22%
Hungarian	786	0.20%
Irish	26,102	6.61%
Italian	16,535	4.19%
Lithuanian	467	0.12%
United States or American	8,345	2.11%
Norwegian	4,055	1.03%
Polish	3,969	1.01%
Portuguese	2,045	0.52%
Russian	2,195	0.56%
Scottish	5,236	1.33%
Scotch-Irish	2,042	0.52%
Slovak	371	0.09%
Subsaharan African	2,183	0.55%
Swedish	3,219	0.82%
Swiss	369	0.09%
Ukrainian	412	0.10%
Welsh	1,481	0.38%
West Indian (except Hisp. groups)	756	0.19%
Other ancestries	165,175	41.85%
Ancestry Unclassified	73,643	18.66%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	267,966	72.22%
Speak Asian/Pacific Island Language at Home	19,319	5.21%
Speak IndoEuropean Language at Home	7,484	2.02%
Speak Spanish at Home	73,977	19.94%
Speak Other Language at Home	2,281	0.62%



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Population by Age	394,678	
Age 0 - 4	23,652	5.99%
Age 5 - 9	25,217	6.39%
Age 10 - 14	30,085	7.62%
Age 15 - 17	18,921	4.79%
Age 18 - 20	18,568	4.71%
Age 21 - 24	22,663	5.74%
Age 25 - 34	49,664	12.58%
Age 35 - 44	54,099	13.71%
Age 45 - 54	50,835	12.88%
Age 55 - 64	46,169	11.70%
Age 65 - 74	32,336	8.19%
Age 75 - 84	16,718	4.24%
Age 85 and over	5,752	1.46%
Age 16 and over	309,415	78.40%
Age 18 and over	296,804	75.20%
Age 21 and over	278,236	70.50%
Age 65 and over	54,806	13.89%
2024 Est. Median Age		36.61
2024 Est. Average Age		37.68
2024 Est. Population by Sex	394,678	
Male	192,628	48.81%
Female	202,050	51.19%
2024 Est. Male Population by Age	192,628	
Age 0 - 4	12,050	6.26%
Age 5 - 9	12,762	6.62%
Age 10 - 14	15,424	8.01%
Age 15 - 17	9,701	5.04%
Age 18 - 20	9,529	4.95%
Age 21 - 24	11,592	6.02%
Age 25 - 34	25,013	12.99%
Age 35 - 44	26,106	13.55%
Age 45 - 54	24,443	12.69%
Age 55 - 64	22,040	11.44%
Age 65 - 74	14,815	7.69%
Age 75 - 84	7,017	3.64%
Age 85 and over	2,137	1.11%
2024 Est. Median Age, Male		35.09
2024 Est. Average Age, Male		36.68
2024 Est. Female Population by Age	202,050	
Age 0 - 4	11,602	5.74%
Age 5 - 9	12,455	6.16%
Age 10 - 14	14,661	7.26%
Age 15 - 17	9,220	4.56%
Age 18 - 20	9,039	4.47%
Age 21 - 24	11,071	5.48%
Age 25 - 34	24,651	12.20%
Age 35 - 44	27,993	13.86%
Age 45 - 54	26,392	13.06%
Age 55 - 64	24,130	11.94%
Age 65 - 74	17,522	8.67%
Age 75 - 84	9,701	4.80%
Age 85 and over	3,615	1.79%
2024 Est. Median Age, Female		38.03
2024 Est. Average Age, Female		38.62

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	98,519	31.20%
Males, Never Married	51,076	16.18%
Females, Never Married	47,443	15.03%
Married, Spouse present	159,504	50.52%
Married, Spouse absent	14,724	4.66%
Widowed	13,060	4.14%
Males Widowed	2,362	0.75%
Females Widowed	10,698	3.39%
Divorced	29,918	9.48%
Males Divorced	11,738	3.72%
Females Divorced	18,180	5.76%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,344	4.83%
Some High School, no diploma	13,143	5.14%
High School Graduate (or GED)	62,278	24.37%
Some College, no degree	68,342	26.74%
Associate Degree	27,182	10.64%
Bachelor's Degree	48,769	19.08%
Master's Degree	18,155	7.10%
Professional School Degree	3,496	1.37%
Doctorate Degree	1,863	0.73%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17,083	19.74%
High School Graduate	24,836	28.69%
Some College or Associate's Degree	29,475	34.06%
Bachelor's Degree or Higher	15,158	17.51%
Households		
2029 Projection	129,103	
2024 Estimate	122,422	
2020 Census	117,939	
2010 Census	97,136	
Growth 2024 - 2029		5.46%
Growth 2020 - 2024		3.80%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	122,422	
Family Households	98,033	80.08%
Nonfamily Households	24,389	19.92%
2024 Est. Group Quarters Population	1,175	
2024 Households by Ethnicity, Hispanic/Latino	37,743	



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	122,422	
Income < \$15,000	5,492	4.49%
Income \$15,000 - \$24,999	4,584	3.74%
Income \$25,000 - \$34,999	4,770	3.90%
Income \$35,000 - \$49,999	8,718	7.12%
Income \$50,000 - \$74,999	17,709	14.47%
Income \$75,000 - \$99,999	17,116	13.98%
Income \$100,000 - \$124,999	15,706	12.83%
Income \$125,000 - \$149,999	13,374	10.93%
Income \$150,000 - \$199,999	15,390	12.57%
Income \$200,000 - \$249,999	8,084	6.60%
Income \$250,000 - \$499,999	8,068	6.59%
Income \$500,000+	3,410	2.79%
2024 Est. Average Household Income		\$131,275
2024 Est. Median Household Income		\$104,298
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$106,885
Black or African American Alone		\$116,928
American Indian and Alaska Native Alone		\$96,593
Asian Alone		\$116,819
Native Hawaiian and Other Pacific Islander Alone		\$103,717
Some Other Race Alone		\$84,803
Two or More Races		\$101,924
Hispanic or Latino		\$95,632
Not Hispanic or Latino		\$108,750
2024 Est. HH by Type and Presence of Own Child.	122,422	
Family Households with Children	49,297	40.27%
Family Households without Children	73,125	59.73%
Married-Couple Families	76,823	62.75%
Married-Couple Family, own children	37,850	30.92%
Married-Couple Family, no own children	38,973	31.83%
Cohabiting-Couple Families	7,331	5.99%
Cohabiting-Couple Family, own children	3,439	2.81%
Cohabiting-Couple Family, no own children	3,892	3.18%
Male Householder Families	13,406	10.95%
Male Householder, own children	1,866	1.52%
Male Householder, no own children	3,211	2.62%
Male Householder, only Nonrelatives	1,106	0.90%
Male Householder, Living Alone	7,223	5.90%
Female Householder Families	24,862	20.31%
Female Householder, own children	6,142	5.02%
Female Householder, no own children	7,173	5.86%
Female Householder, only Nonrelatives	1,251	1.02%
Female Householder, Living Alone	10,297	8.41%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	122,422	
1-person	17,631	14.40%
2-person	32,638	26.66%
3-person	21,528	17.58%
4-person	24,303	19.85%
5-person	14,328	11.70%
6-person	6,751	5.51%
7-or-more-person	5,244	4.28%
2024 Est. Average Household Size		3.22
2024 Est. Households by Number of Vehicles	122,422	
No Vehicles	4,027	3.29%
1 Vehicle	25,590	20.90%
2 Vehicles	49,022	40.04%
3 Vehicles	26,121	21.34%
4 Vehicles	11,856	9.69%
5 or more Vehicles	5,807	4.74%
2024 Est. Average Number of Vehicles		2.3
Family Households		
2029 Projection	103,425	
2024 Estimate	98,033	
2020 Estimate	94,364	
2010 Census	77,269	
Growth 2024 - 2029		5.50%
Growth 2020 - 2024		3.89%
Growth 2010 - 2020		22.12%
2024 Est. Families by Poverty Status	98,033	
2024 Families at or Above Poverty	92,370	94.22%
2024 Families at or Above Poverty with Children	49,244	50.23%
2024 Families Below Poverty	5,663	5.78%
2024 Families Below Poverty with Children	4,034	4.12%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	177,971	57.52%
Civilian Labor Force, Unemployed	13,926	4.50%
Armed Forces	2,682	0.87%
Not in Labor Force	114,836	37.11%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	123,344	68.29%
Non-Profit Private Workers	8,332	4.61%
Local Government Workers	6,148	3.40%
State Government Workers	5,862	3.25%
Federal Government Workers	20,108	11.13%
Self-Employed Workers	16,650	9.22%
Unpaid Family Workers	174	0.10%



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,975	2.20%
Arts/Entertainment/Sports	3,982	2.20%
Building Grounds Maintenance	5,621	3.11%
Business/Financial Operations	9,950	5.51%
Community/Social Services	3,066	1.70%
Computer/Mathematical	3,957	2.19%
Construction/Extraction	9,549	5.29%
Education/Training/Library	10,883	6.03%
Farming/Fishing/Forestry	440	0.24%
Food Prep/Serving	10,346	5.73%
Health Practitioner/Technician	11,428	6.33%
Healthcare Support	6,420	3.55%
Maintenance Repair	5,521	3.06%
Legal	1,550	0.86%
Life/Physical/Social Science	1,508	0.84%
Management	18,568	10.28%
Office/Admin. Support	20,935	11.59%
Production	8,054	4.46%
Protective Services	6,491	3.59%
Sales/Related	20,706	11.46%
Personal Care/Service	5,137	2.84%
Transportation/Moving	12,532	6.94%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	110,507	61.18%
Blue Collar	35,656	19.74%
Service and Farm	34,455	19.08%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	130,717	73.33%
Car Pooled	17,116	9.60%
Public Transportation	574	0.32%
Walked	1,984	1.11%
Bicycle	205	0.12%
Other Means	2,091	1.17%
Worked at Home	25,569	14.34%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	31,821	
15 - 29 Minutes	45,828	
30 - 44 Minutes	26,191	
45 - 59 Minutes	15,512	
60 or more Minutes	40,317	
2024 Est. Avg Travel Time to Work in Minutes		39
2024 Est. Occupied Housing Units by Tenure	122,422	
Owner Occupied	85,894	70.16%
Renter Occupied	36,528	29.84%
2024 Owner Occ. HUs: Avg. Length of Residence		12.69 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.83 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	85,894	
Value Less than \$20,000	431	0.50%
Value \$20,000 - \$39,999	300	0.35%
Value \$40,000 - \$59,999	352	0.41%
Value \$60,000 - \$79,999	229	0.27%
Value \$80,000 - \$99,999	220	0.26%
Value \$100,000 - \$149,999	643	0.75%
Value \$150,000 - \$199,999	367	0.43%
Value \$200,000 - \$299,999	1,643	1.91%
Value \$300,000 - \$399,999	6,698	7.80%
Value \$400,000 - \$499,999	13,864	16.14%
Value \$500,000 - \$749,999	38,439	44.75%
Value \$750,000 - \$999,999	17,782	20.70%
Value \$1,000,000 or \$1,499,999	3,391	3.95%
Value \$1,500,000 or \$1,999,999	736	0.86%
Value \$2,000,000+	797	0.93%
2024 Est. Median All Owner-Occupied Housing Value		\$612,680
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	99,030	78.01%
1 Unit Attached	4,120	3.25%
2 Units	624	0.49%
3 or 4 Units	2,861	2.25%
5 to 19 Units	8,299	6.54%
20 to 49 Units	2,403	1.89%
50 or More Units	4,250	3.35%
Mobile Home or Trailer	5,278	4.16%
Boat, RV, Van, etc.	80	0.06%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	5,364	4.22%
Housing Units Built 2010 to 2019	16,113	12.69%
Housing Units Built 2000 to 2009	45,856	36.12%
Housing Units Built 1990 to 1999	24,756	19.50%
Housing Units Built 1980 to 1989	22,807	17.97%
Housing Units Built 1970 to 1979	6,707	5.28%
Housing Units Built 1960 to 1969	2,306	1.82%
Housing Units Built 1950 to 1959	1,358	1.07%
Housing Units Built 1940 to 1949	892	0.70%
Housing Unit Built 1939 or Earlier	786	0.62%
2024 Est. Median Year Structure Built		2001

[†] 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.





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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, 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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