



The **Retail** Coach®

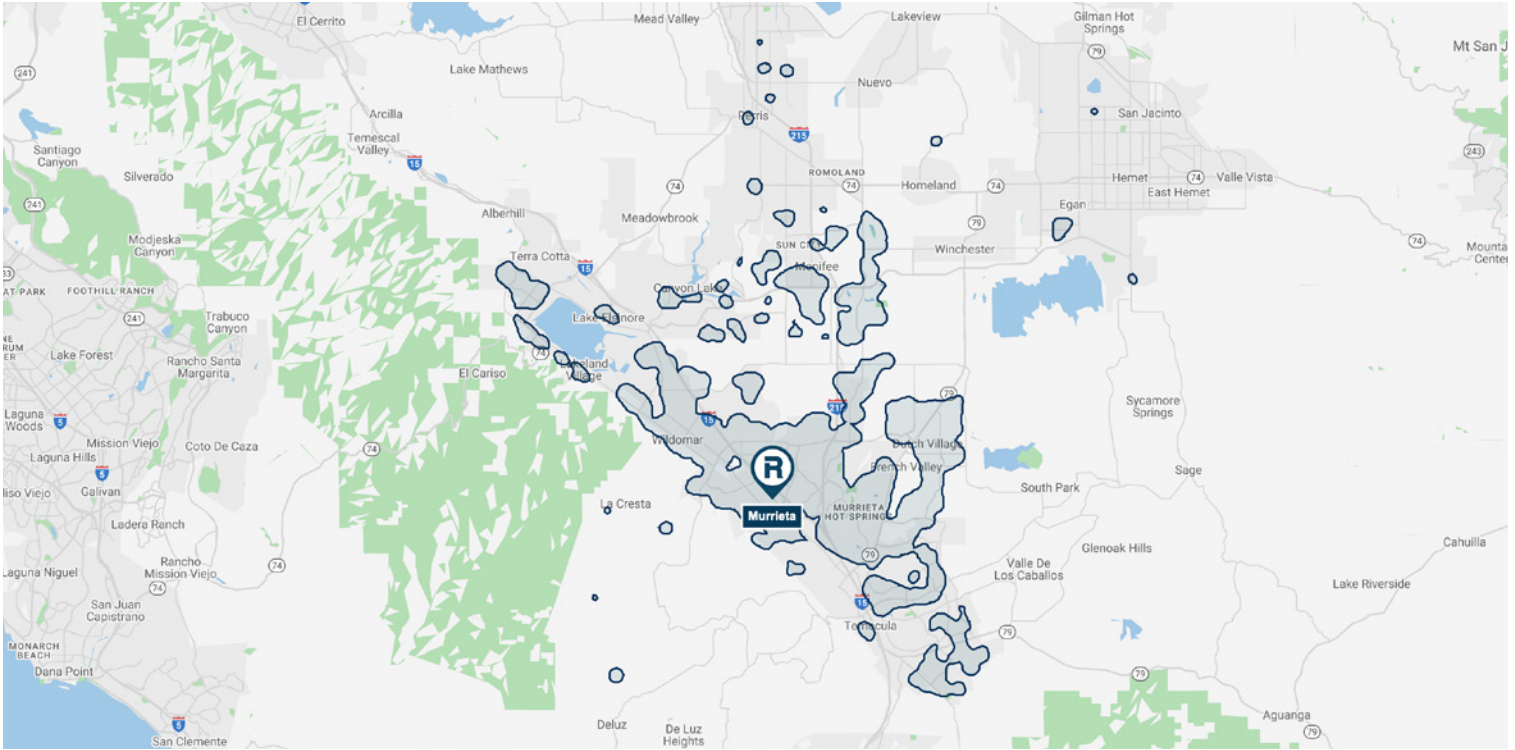
Primary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2025

Primary Retail Trade Area • Demographic Snapshot

Murrieta, California



Population

2020	376,614
2025	389,785
2030	396,979

Educational Attainment (%)

Graduate or Professional Degree	9.78%
Bachelors Degree	19.22%
Associate Degree	10.84%
Some College	27.11%
High School Graduate (GED)	22.73%
Some High School, No Degree	5.33%
Less than 9th Grade	4.99%

Income

Average HH	\$134,447
Median HH	\$107,909
Per Capita	\$41,802

Age

0 - 9 Years	12.52%
10 - 17 Years	12.10%
18 - 24 Years	10.16%
25 - 34 Years	12.91%
35 - 44 Years	14.39%
45 - 54 Years	13.13%
55 - 64 Years	11.25%
65 and Older	13.55%
Median Age	36.63
Average Age	37.57

Race Distribution (%)

White	45.59%
Black/African American	6.74%
American Indian/Alaskan	1.41%
Asian	10.27%
Native Hawaiian/Islander	0.51%
Other Race	16.60%
Two or More Races	18.87%
Hispanic	39.62%



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Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2030 Projection	396,979	
2025 Estimate	389,785	
2020 Census	376,614	
2010 Census	309,858	
Growth 2025 - 2030		1.85%
Growth 2020 - 2025		3.50%
Growth 2010 - 2020		21.54%
2025 Est. Population by Single-Classification Race	389,785	
White Alone	177,718	45.59%
Black or African American Alone	26,273	6.74%
Amer. Indian and Alaska Native Alone	5,513	1.41%
Asian Alone	40,048	10.27%
Native Hawaiian and Other Pacific Island Alone	1,975	0.51%
Some Other Race Alone	64,715	16.60%
Two or More Races	73,542	18.87%
2025 Est. Population by Hispanic or Latino Origin	389,785	
Not Hispanic or Latino	235,363	60.38%
Hispanic or Latino	154,422	39.62%
Mexican	123,309	79.85%
Puerto Rican	3,188	2.06%
Cuban	1,949	1.26%
All Other Hispanic or Latino	25,977	16.82%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	154,422	
White Alone	33,024	21.39%
Black or African American Alone	1,765	1.14%
American Indian and Alaska Native Alone	3,810	2.47%
Asian Alone	1,628	1.05%
Native Hawaiian and Other Pacific Islander Alone	310	0.20%
Some Other Race Alone	62,688	40.60%
Two or More Races	51,197	33.15%
2025 Est. Pop by Race, Asian Alone, by Category	40,048	
Chinese, except Taiwanese	3,760	9.39%
Filipino	19,226	48.01%
Japanese	1,184	2.96%
Asian Indian	2,407	6.01%
Korean	2,100	5.24%
Vietnamese	4,911	12.26%
Cambodian	628	1.57%
Hmong	89	0.22%
Laotian	462	1.15%
Thai	291	0.73%
All Other Asian Races Including 2+ Category	4,990	12.46%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	389,785	
Arab	3,027	0.78%
Czech	1,019	0.26%
Danish	1,357	0.35%
Dutch	2,109	0.54%
English	25,666	6.58%
French (except Basque)	5,076	1.30%
French Canadian	1,008	0.26%
German	29,752	7.63%
Greek	770	0.20%
Hungarian	806	0.21%
Irish	22,419	5.75%
Italian	15,604	4.00%
Lithuanian	338	0.09%
United States or American	8,449	2.17%
Norwegian	3,594	0.92%
Polish	3,888	1.00%
Portuguese	1,984	0.51%
Russian	1,816	0.47%
Scottish	5,538	1.42%
Scotch-Irish	2,255	0.58%
Slovak	314	0.08%
Subsaharan African	1,635	0.42%
Swedish	2,609	0.67%
Swiss	368	0.09%
Ukrainian	373	0.10%
Welsh	1,244	0.32%
West Indian (except Hisp. groups)	957	0.25%
Other ancestries	164,749	42.27%
Ancestry Unclassified	81,061	20.80%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	259,911	70.93%
Speak Asian/Pacific Island Language at Home	20,190	5.51%
Speak IndoEuropean Language at Home	7,112	1.94%
Speak Spanish at Home	75,784	20.68%
Speak Other Language at Home	3,420	0.93%



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Population by Age	389,785	
Age 0 - 4	23,368	6.00%
Age 5 - 9	25,447	6.53%
Age 10 - 14	29,418	7.55%
Age 15 - 17	17,744	4.55%
Age 18 - 20	17,561	4.50%
Age 21 - 24	22,047	5.66%
Age 25 - 34	50,322	12.91%
Age 35 - 44	56,083	14.39%
Age 45 - 54	51,158	13.13%
Age 55 - 64	43,836	11.25%
Age 65 - 74	30,441	7.81%
Age 75 - 84	16,533	4.24%
Age 85 and over	5,827	1.50%
Age 16 and over	305,639	78.41%
Age 18 and over	293,808	75.38%
Age 21 and over	276,247	70.87%
Age 65 and over	52,801	13.55%
2025 Est. Median Age		36.63
2025 Est. Average Age		37.57
2025 Est. Population by Sex	389,785	
Male	193,266	49.58%
Female	196,519	50.42%
2025 Est. Male Population by Age	193,266	
Age 0 - 4	11,948	6.18%
Age 5 - 9	12,918	6.68%
Age 10 - 14	15,052	7.79%
Age 15 - 17	9,145	4.73%
Age 18 - 20	9,009	4.66%
Age 21 - 24	11,252	5.82%
Age 25 - 34	25,501	13.20%
Age 35 - 44	28,013	14.49%
Age 45 - 54	25,471	13.18%
Age 55 - 64	21,452	11.10%
Age 65 - 74	14,232	7.36%
Age 75 - 84	7,090	3.67%
Age 85 and over	2,183	1.13%
2025 Est. Median Age, Male		35.66
2025 Est. Average Age, Male		36.78
2025 Est. Female Population by Age	196,519	
Age 0 - 4	11,420	5.81%
Age 5 - 9	12,529	6.38%
Age 10 - 14	14,366	7.31%
Age 15 - 17	8,600	4.38%
Age 18 - 20	8,552	4.35%
Age 21 - 24	10,795	5.49%
Age 25 - 34	24,821	12.63%
Age 35 - 44	28,070	14.28%
Age 45 - 54	25,686	13.07%
Age 55 - 64	22,385	11.39%
Age 65 - 74	16,209	8.25%
Age 75 - 84	9,443	4.80%
Age 85 and over	3,644	1.85%
2025 Est. Median Age, Female		37.60
2025 Est. Average Age, Female		38.33

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	98,383	31.58%
Males, Never Married	51,664	16.58%
Females, Never Married	46,719	15.00%
Married, Spouse present	157,873	50.67%
Married, Spouse absent	14,256	4.58%
Widowed	12,994	4.17%
Males Widowed	2,488	0.80%
Females Widowed	10,506	3.37%
Divorced	28,045	9.00%
Males Divorced	11,387	3.65%
Females Divorced	16,658	5.35%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,687	4.99%
Some High School, no diploma	13,561	5.33%
High School Graduate (or GED)	57,775	22.73%
Some College, no degree	68,909	27.11%
Associate Degree	27,556	10.84%
Bachelor's Degree	48,857	19.22%
Master's Degree	19,198	7.55%
Professional School Degree	3,477	1.37%
Doctorate Degree	2,178	0.86%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	18,040	20.37%
High School Graduate	23,594	26.65%
Some College or Associate's Degree	30,891	34.89%
Bachelor's Degree or Higher	16,020	18.09%
Households		
2030 Projection	122,876	
2025 Estimate	120,815	
2020 Census	117,371	
2010 Census	96,660	
Growth 2025 - 2030		1.71%
Growth 2020 - 2025		2.93%
Growth 2010 - 2020		21.43%
2025 Est. Households by Household Type	120,815	
Family Households	96,728	80.06%
Nonfamily Households	24,087	19.94%
2025 Est. Group Quarters Population	1,210	
2025 Households by Ethnicity, Hispanic/Latino	38,279	



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	120,815	
Income < \$15,000	5,461	4.52%
Income \$15,000 - \$24,999	3,938	3.26%
Income \$25,000 - \$34,999	4,664	3.86%
Income \$35,000 - \$49,999	7,747	6.41%
Income \$50,000 - \$74,999	16,692	13.82%
Income \$75,000 - \$99,999	16,814	13.92%
Income \$100,000 - \$124,999	15,486	12.82%
Income \$125,000 - \$149,999	12,975	10.74%
Income \$150,000 - \$199,999	16,980	14.06%
Income \$200,000 - \$249,999	8,204	6.79%
Income \$250,000 - \$499,999	8,593	7.11%
Income \$500,000+	3,261	2.70%
2025 Est. Average Household Income		\$134,447
2025 Est. Median Household Income		\$107,909
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$111,139
Black or African American Alone		\$117,997
American Indian and Alaska Native Alone		\$111,016
Asian Alone		\$122,046
Native Hawaiian and Other Pacific Islander Alone		\$98,167
Some Other Race Alone		\$89,967
Two or More Races		\$102,716
Hispanic or Latino		\$99,011
Not Hispanic or Latino		\$112,588
2025 Est. HH by Type and Presence of Own Child.	120,815	
Family Households with Children	47,824	39.59%
Family Households without Children	72,991	60.42%
Married-Couple Families	75,955	62.87%
Married-Couple Family, own children	37,484	31.03%
Married-Couple Family, no own children	38,472	31.84%
Cohabiting-Couple Families	7,484	6.20%
Cohabiting-Couple Family, own children	3,323	2.75%
Cohabiting-Couple Family, no own children	4,160	3.44%
Male Householder Families	13,322	11.03%
Male Householder, own children	1,558	1.29%
Male Householder, no own children	3,259	2.70%
Male Householder, only Nonrelatives	997	0.83%
Male Householder, Living Alone	7,509	6.21%
Female Householder Families	24,054	19.91%
Female Householder, own children	5,460	4.52%
Female Householder, no own children	7,078	5.86%
Female Householder, only Nonrelatives	1,569	1.30%
Female Householder, Living Alone	9,948	8.23%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	120,815	
1-person	17,418	14.42%
2-person	32,143	26.60%
3-person	21,198	17.55%
4-person	24,006	19.87%
5-person	14,170	11.73%
6-person	6,671	5.52%
7-or-more-person	5,209	4.31%
2025 Est. Average Household Size		3.23
2025 Est. Households by Number of Vehicles	120,815	
No Vehicles	4,139	3.43%
1 Vehicle	25,154	20.82%
2 Vehicles	47,483	39.30%
3 Vehicles	25,867	21.41%
4 Vehicles	12,094	10.01%
5 or more Vehicles	6,078	5.03%
2025 Est. Average Number of Vehicles		2.3
Family Households		
2030 Projection	98,498	
2025 Estimate	96,728	
2020 Estimate	93,880	
2010 Census	76,875	
Growth 2025 - 2030		1.83%
Growth 2020 - 2025		3.03%
Growth 2010 - 2020		22.12%
2025 Est. Families by Poverty Status	96,728	
2025 Families at or Above Poverty	91,265	94.35%
2025 Families at or Above Poverty with Children	48,278	49.91%
2025 Families Below Poverty	5,463	5.65%
2025 Families Below Poverty with Children	3,736	3.86%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	181,273	59.31%
Civilian Labor Force, Unemployed	10,771	3.52%
Armed Forces	3,474	1.14%
Not in Labor Force	110,120	36.03%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	122,798	68.49%
Non-Profit Private Workers	8,906	4.97%
Local Government Workers	5,895	3.29%
State Government Workers	6,023	3.36%
Federal Government Workers	18,295	10.20%
Self-Employed Workers	17,211	9.60%
Unpaid Family Workers	168	0.09%



Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,652	2.04%
Arts/Entertainment/Sports	4,664	2.60%
Building Grounds Maintenance	5,314	2.96%
Business/Financial Operations	9,529	5.32%
Community/Social Services	2,803	1.56%
Computer/Mathematical	4,021	2.24%
Construction/Extraction	9,096	5.07%
Education/Training/Library	10,553	5.89%
Farming/Fishing/Forestry	608	0.34%
Food Prep/Serving	11,250	6.28%
Health Practitioner/Technician	11,180	6.24%
Healthcare Support	7,124	3.97%
Maintenance Repair	5,967	3.33%
Legal	1,664	0.93%
Life/Physical/Social Science	1,425	0.80%
Management	19,655	10.96%
Office/Admin. Support	20,318	11.33%
Production	7,608	4.24%
Protective Services	5,523	3.08%
Sales/Related	19,481	10.87%
Personal Care/Service	5,297	2.95%
Transportation/Moving	12,563	7.01%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	108,946	60.76%
Blue Collar	35,235	19.65%
Service and Farm	35,116	19.58%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	130,900	73.59%
Car Pooled	18,262	10.27%
Public Transportation	622	0.35%
Walked	1,939	1.09%
Bicycle	168	0.09%
Other Means	1,967	1.11%
Worked at Home	24,024	13.51%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,513	
15 - 29 Minutes	45,286	
30 - 44 Minutes	26,239	
45 - 59 Minutes	15,915	
60 or more Minutes	40,728	
2025 Est. Avg Travel Time to Work in Minutes		40
2025 Est. Occupied Housing Units by Tenure	120,815	
Owner Occupied	84,802	70.19%
Renter Occupied	36,013	29.81%
2025 Owner Occ. HUs: Avg. Length of Residence		13.04 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.66 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	84,802	
Value Less than \$20,000	443	0.52%
Value \$20,000 - \$39,999	169	0.20%
Value \$40,000 - \$59,999	350	0.41%
Value \$60,000 - \$79,999	315	0.37%
Value \$80,000 - \$99,999	220	0.26%
Value \$100,000 - \$149,999	547	0.65%
Value \$150,000 - \$199,999	445	0.53%
Value \$200,000 - \$299,999	1,255	1.48%
Value \$300,000 - \$399,999	4,205	4.96%
Value \$400,000 - \$499,999	8,578	10.12%
Value \$500,000 - \$749,999	36,256	42.75%
Value \$750,000 - \$999,999	23,654	27.89%
Value \$1,000,000 or \$1,499,999	6,464	7.62%
Value \$1,500,000 or \$1,999,999	846	1.00%
Value \$2,000,000+	1,055	1.24%
2025 Est. Median All Owner-Occupied Housing Value		\$677,822
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	97,878	77.90%
1 Unit Attached	3,854	3.07%
2 Units	718	0.57%
3 or 4 Units	3,104	2.47%
5 to 19 Units	7,950	6.33%
20 to 49 Units	2,336	1.86%
50 or More Units	4,236	3.37%
Mobile Home or Trailer	5,490	4.37%
Boat, RV, Van, etc.	71	0.06%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	5,501	4.38%
Housing Units Built 2010 to 2019	17,823	14.19%
Housing Units Built 2000 to 2009	44,328	35.28%
Housing Units Built 1990 to 1999	23,623	18.80%
Housing Units Built 1980 to 1989	22,680	18.05%
Housing Units Built 1970 to 1979	6,667	5.31%
Housing Units Built 1960 to 1969	2,153	1.71%
Housing Units Built 1950 to 1959	1,530	1.22%
Housing Units Built 1940 to 1949	625	0.50%
Housing Unit Built 1939 or Earlier	705	0.56%
2025 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.





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