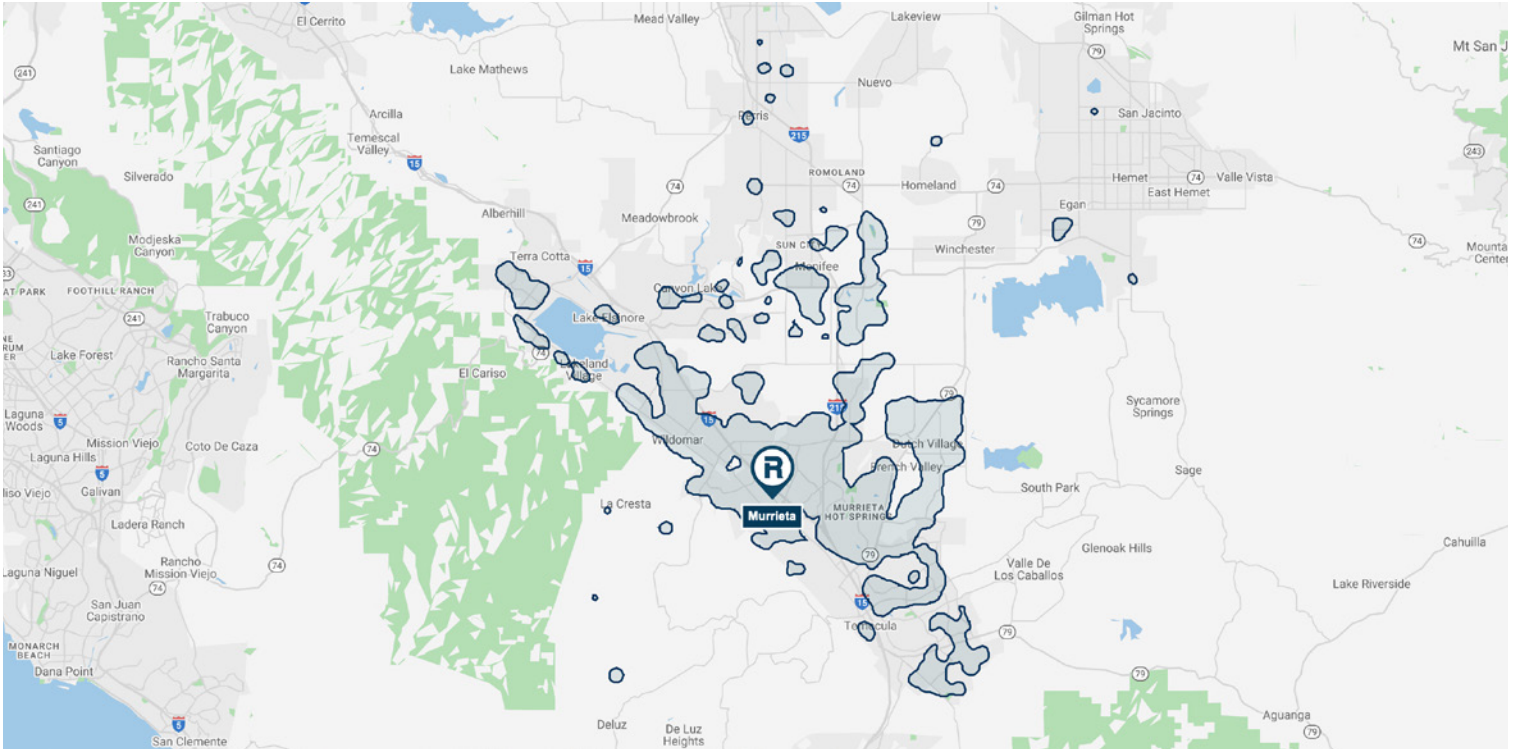


# Primary Retail Trade Area • Retail Market Profile

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%



### Scott Agajanian

The City of Murrieta, CA  
Director of Economic Development

1 Town Square  
Murrieta, California 92562

Phone 951.461.6003  
Cell 951.640.4161  
SAgajanian@MurrietaCA.gov  
www.MurrietaCA.gov

### Charles R. Parker

The Retail Coach, LLC  
Project Director

Office 662.844.2155  
Cell 662.231.9078  
CParker@TheRetailCoach.com  
www.TheRetailCoach.com



The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

