



The **Retail**Coach®

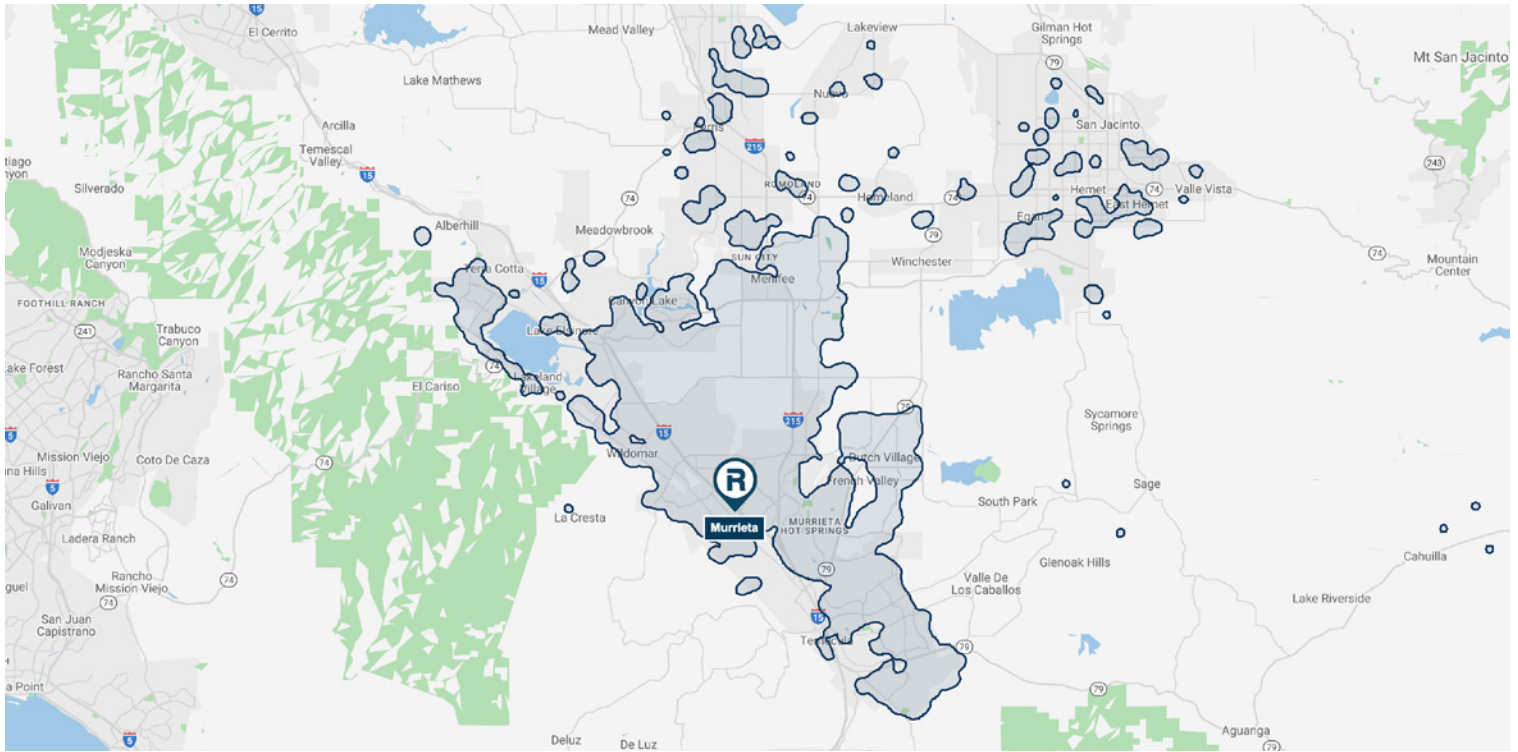
Secondary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2025

Secondary Retail Trade Area • Demographic Snapshot

Murrieta, California



Population

2020	608,565
2025	631,289
2030	643,587

Educational Attainment (%)

Graduate or Professional Degree	9.04%
Bachelors Degree	17.46%
Associate Degree	10.29%
Some College	26.57%
High School Graduate (GED)	24.08%
Some High School, No Degree	6.35%
Less than 9th Grade	6.21%

Income

Average HH	\$129,101
Median HH	\$101,951
Per Capita	\$39,783

Age

0 - 9 Years	12.67%
10 - 17 Years	12.07%
18 - 24 Years	10.11%
25 - 34 Years	13.02%
35 - 44 Years	14.18%
45 - 54 Years	12.81%
55 - 64 Years	11.16%
65 and Older	13.98%
Median Age	36.52
Average Age	37.63

Race Distribution (%)

White	43.26%
Black/African American	6.91%
American Indian/Alaskan	1.62%
Asian	8.83%
Native Hawaiian/Islander	0.47%
Other Race	20.40%
Two or More Races	18.51%
Hispanic	44.25%



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Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2030 Projection	643,587	
2025 Estimate	631,289	
2020 Census	608,565	
2010 Census	497,272	
Growth 2025 - 2030		1.95%
Growth 2020 - 2025		3.73%
Growth 2010 - 2020		22.38%
2025 Est. Population by Single-Classification Race	631,289	
White Alone	273,062	43.26%
Black or African American Alone	43,638	6.91%
Amer. Indian and Alaska Native Alone	10,229	1.62%
Asian Alone	55,716	8.83%
Native Hawaiian and Other Pacific Island Alone	2,982	0.47%
Some Other Race Alone	128,784	20.40%
Two or More Races	116,879	18.51%
2025 Est. Population by Hispanic or Latino Origin	631,289	
Not Hispanic or Latino	351,967	55.75%
Hispanic or Latino	279,322	44.25%
Mexican	228,881	81.94%
Puerto Rican	5,191	1.86%
Cuban	3,242	1.16%
All Other Hispanic or Latino	42,008	15.04%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	279,322	
White Alone	55,916	20.02%
Black or African American Alone	3,025	1.08%
American Indian and Alaska Native Alone	7,230	2.59%
Asian Alone	2,336	0.84%
Native Hawaiian and Other Pacific Islander Alone	482	0.17%
Some Other Race Alone	125,656	44.99%
Two or More Races	84,679	30.32%
2025 Est. Pop by Race, Asian Alone, by Category	55,716	
Chinese, except Taiwanese	4,971	8.92%
Filipino	26,944	48.36%
Japanese	1,738	3.12%
Asian Indian	3,823	6.86%
Korean	2,757	4.95%
Vietnamese	6,356	11.41%
Cambodian	1,127	2.02%
Hmong	130	0.23%
Laotian	634	1.14%
Thai	515	0.92%
All Other Asian Races Including 2+ Category	6,720	12.06%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	631,289	
Arab	4,121	0.65%
Czech	1,396	0.22%
Danish	1,963	0.31%
Dutch	3,243	0.51%
English	39,213	6.21%
French (except Basque)	7,704	1.22%
French Canadian	1,653	0.26%
German	44,715	7.08%
Greek	1,059	0.17%
Hungarian	1,171	0.19%
Irish	33,983	5.38%
Italian	22,672	3.59%
Lithuanian	467	0.07%
United States or American	14,348	2.27%
Norwegian	5,596	0.89%
Polish	6,404	1.01%
Portuguese	2,598	0.41%
Russian	2,753	0.44%
Scottish	8,267	1.31%
Scotch-Irish	3,144	0.50%
Slovak	399	0.06%
Subsaharan African	2,532	0.40%
Swedish	4,261	0.68%
Swiss	779	0.12%
Ukrainian	641	0.10%
Welsh	1,970	0.31%
West Indian (except Hisp. groups)	1,760	0.28%
Other ancestries	280,734	44.47%
Ancestry Unclassified	131,742	20.87%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	400,272	67.50%
Speak Asian/Pacific Island Language at Home	27,269	4.60%
Speak IndoEuropean Language at Home	10,674	1.80%
Speak Spanish at Home	149,654	25.24%
Speak Other Language at Home	5,101	0.86%



Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Population by Age	631,289	
Age 0 - 4	38,320	6.07%
Age 5 - 9	41,684	6.60%
Age 10 - 14	47,594	7.54%
Age 15 - 17	28,585	4.53%
Age 18 - 20	28,254	4.48%
Age 21 - 24	35,587	5.64%
Age 25 - 34	82,209	13.02%
Age 35 - 44	89,515	14.18%
Age 45 - 54	80,843	12.81%
Age 55 - 64	70,425	11.16%
Age 65 - 74	50,605	8.02%
Age 75 - 84	28,011	4.44%
Age 85 and over	9,657	1.53%
Age 16 and over	494,163	78.28%
Age 18 and over	475,107	75.26%
Age 21 and over	446,852	70.78%
Age 65 and over	88,273	13.98%
2025 Est. Median Age		36.52
2025 Est. Average Age		37.63
2025 Est. Population by Sex	631,289	
Male	313,117	49.60%
Female	318,172	50.40%
2025 Est. Male Population by Age	313,117	
Age 0 - 4	19,594	6.26%
Age 5 - 9	21,207	6.77%
Age 10 - 14	24,332	7.77%
Age 15 - 17	14,693	4.69%
Age 18 - 20	14,468	4.62%
Age 21 - 24	18,113	5.79%
Age 25 - 34	41,691	13.32%
Age 35 - 44	44,835	14.32%
Age 45 - 54	40,194	12.84%
Age 55 - 64	34,478	11.01%
Age 65 - 74	23,643	7.55%
Age 75 - 84	12,168	3.89%
Age 85 and over	3,701	1.18%
2025 Est. Median Age, Male		35.56
2025 Est. Average Age, Male		36.87
2025 Est. Female Population by Age	318,172	
Age 0 - 4	18,726	5.88%
Age 5 - 9	20,477	6.44%
Age 10 - 14	23,262	7.31%
Age 15 - 17	13,891	4.37%
Age 18 - 20	13,787	4.33%
Age 21 - 24	17,474	5.49%
Age 25 - 34	40,518	12.74%
Age 35 - 44	44,680	14.04%
Age 45 - 54	40,649	12.78%
Age 55 - 64	35,948	11.30%
Age 65 - 74	26,962	8.47%
Age 75 - 84	15,842	4.98%
Age 85 and over	5,957	1.87%
2025 Est. Median Age, Female		37.48
2025 Est. Average Age, Female		38.36

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	163,336	32.43%
Males, Never Married	86,304	17.13%
Females, Never Married	77,032	15.29%
Married, Spouse present	248,756	49.39%
Married, Spouse absent	24,502	4.87%
Widowed	21,717	4.31%
Males Widowed	4,335	0.86%
Females Widowed	17,382	3.45%
Divorced	45,380	9.01%
Males Divorced	18,050	3.58%
Females Divorced	27,329	5.43%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	25,551	6.21%
Some High School, no diploma	26,114	6.35%
High School Graduate (or GED)	99,043	24.08%
Some College, no degree	109,255	26.57%
Associate Degree	42,323	10.29%
Bachelor's Degree	71,799	17.46%
Master's Degree	28,493	6.93%
Professional School Degree	5,308	1.29%
Doctorate Degree	3,379	0.82%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	39,242	24.42%
High School Graduate	45,231	28.14%
Some College or Associate's Degree	51,689	32.16%
Bachelor's Degree or Higher	24,552	15.28%
Households		
2030 Projection	197,234	
2025 Estimate	193,936	
2020 Census	188,494	
2010 Census	155,111	
Growth 2025 - 2030		1.70%
Growth 2020 - 2025		2.89%
Growth 2010 - 2020		21.52%
2025 Est. Households by Household Type	193,936	
Family Households	154,032	79.42%
Nonfamily Households	39,904	20.58%
2025 Est. Group Quarters Population	1,935	
2025 Households by Ethnicity, Hispanic/Latino	68,352	



Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	193,936	
Income < \$15,000	10,269	5.29%
Income \$15,000 - \$24,999	7,358	3.79%
Income \$25,000 - \$34,999	8,817	4.55%
Income \$35,000 - \$49,999	13,863	7.15%
Income \$50,000 - \$74,999	27,810	14.34%
Income \$75,000 - \$99,999	26,865	13.85%
Income \$100,000 - \$124,999	23,920	12.33%
Income \$125,000 - \$149,999	19,729	10.17%
Income \$150,000 - \$199,999	25,240	13.02%
Income \$200,000 - \$249,999	12,070	6.22%
Income \$250,000 - \$499,999	12,785	6.59%
Income \$500,000+	5,209	2.69%
2025 Est. Average Household Income		\$129,101
2025 Est. Median Household Income		\$101,951
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$106,229
Black or African American Alone		\$103,938
American Indian and Alaska Native Alone		\$102,471
Asian Alone		\$120,129
Native Hawaiian and Other Pacific Islander Alone		\$92,509
Some Other Race Alone		\$86,784
Two or More Races		\$98,338
Hispanic or Latino		\$93,369
Not Hispanic or Latino		\$107,741
2025 Est. HH by Type and Presence of Own Child.	193,936	
Family Households with Children	75,319	38.84%
Family Households without Children	118,616	61.16%
Married-Couple Families	119,124	61.42%
Married-Couple Family, own children	58,167	29.99%
Married-Couple Family, no own children	60,957	31.43%
Cohabiting-Couple Families	12,546	6.47%
Cohabiting-Couple Family, own children	5,756	2.97%
Cohabiting-Couple Family, no own children	6,791	3.50%
Male Householder Families	21,929	11.31%
Male Householder, own children	2,510	1.29%
Male Householder, no own children	5,417	2.79%
Male Householder, only Nonrelatives	1,680	0.87%
Male Householder, Living Alone	12,322	6.35%
Female Householder Families	40,337	20.80%
Female Householder, own children	8,887	4.58%
Female Householder, no own children	11,966	6.17%
Female Householder, only Nonrelatives	2,406	1.24%
Female Householder, Living Alone	17,077	8.81%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	193,936	
1-person	27,945	14.41%
2-person	52,421	27.03%
3-person	32,653	16.84%
4-person	37,317	19.24%
5-person	22,976	11.85%
6-person	11,026	5.68%
7-or-more-person	9,599	4.95%
2025 Est. Average Household Size		3.25
2025 Est. Households by Number of Vehicles	193,936	
No Vehicles	6,868	3.54%
1 Vehicle	42,191	21.75%
2 Vehicles	75,068	38.71%
3 Vehicles	41,869	21.59%
4 Vehicles	18,334	9.45%
5 or more Vehicles	9,606	4.95%
2025 Est. Average Number of Vehicles		2.3
Family Households		
2030 Projection	156,828	
2025 Estimate	154,032	
2020 Estimate	149,575	
2010 Census	122,318	
Growth 2025 - 2030		1.81%
Growth 2020 - 2025		2.98%
Growth 2010 - 2020		22.28%
2025 Est. Families by Poverty Status	154,032	
2025 Families at or Above Poverty	143,777	93.34%
2025 Families at or Above Poverty with Children	74,956	48.66%
2025 Families Below Poverty	10,256	6.66%
2025 Families Below Poverty with Children	7,217	4.68%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	288,833	58.45%
Civilian Labor Force, Unemployed	17,458	3.53%
Armed Forces	4,782	0.97%
Not in Labor Force	183,091	37.05%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	196,948	68.90%
Non-Profit Private Workers	14,704	5.14%
Local Government Workers	8,572	3.00%
State Government Workers	10,028	3.51%
Federal Government Workers	28,125	9.84%
Self-Employed Workers	27,139	9.50%
Unpaid Family Workers	309	0.11%



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Murrieta, California

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	5,293	1.85%
Arts/Entertainment/Sports	6,350	2.22%
Building Grounds Maintenance	9,096	3.18%
Business/Financial Operations	14,226	4.98%
Community/Social Services	4,695	1.64%
Computer/Mathematical	5,991	2.10%
Construction/Extraction	16,569	5.80%
Education/Training/Library	16,099	5.63%
Farming/Fishing/Forestry	1,183	0.41%
Food Prep/Serving	17,269	6.04%
Health Practitioner/Technician	16,743	5.86%
Healthcare Support	11,524	4.03%
Maintenance Repair	9,665	3.38%
Legal	2,430	0.85%
Life/Physical/Social Science	2,067	0.72%
Management	29,856	10.45%
Office/Admin. Support	33,055	11.57%
Production	12,823	4.49%
Protective Services	8,342	2.92%
Sales/Related	30,747	10.76%
Personal Care/Service	7,913	2.77%
Transportation/Moving	23,889	8.36%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	167,553	58.62%
Blue Collar	62,946	22.02%
Service and Farm	55,327	19.36%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	208,878	73.86%
Car Pooled	30,378	10.74%
Public Transportation	1,100	0.39%
Walked	2,999	1.06%
Bicycle	271	0.10%
Other Means	3,456	1.22%
Worked at Home	35,703	12.63%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	43,877	
15 - 29 Minutes	70,251	
30 - 44 Minutes	47,560	
45 - 59 Minutes	27,392	
60 or more Minutes	61,996	
2025 Est. Avg Travel Time to Work in Minutes		40
2025 Est. Occupied Housing Units by Tenure	193,936	
Owner Occupied	136,397	70.33%
Renter Occupied	57,539	29.67%
2025 Owner Occ. HUs: Avg. Length of Residence		13.17 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.80 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	136,397	
Value Less than \$20,000	1,069	0.78%
Value \$20,000 - \$39,999	771	0.56%
Value \$40,000 - \$59,999	1,126	0.83%
Value \$60,000 - \$79,999	744	0.55%
Value \$80,000 - \$99,999	710	0.52%
Value \$100,000 - \$149,999	1,379	1.01%
Value \$150,000 - \$199,999	1,128	0.83%
Value \$200,000 - \$299,999	3,766	2.76%
Value \$300,000 - \$399,999	9,854	7.22%
Value \$400,000 - \$499,999	16,444	12.06%
Value \$500,000 - \$749,999	53,459	39.19%
Value \$750,000 - \$999,999	33,160	24.31%
Value \$1,000,000 or \$1,499,999	9,765	7.16%
Value \$1,500,000 or \$1,999,999	1,431	1.05%
Value \$2,000,000+	1,591	1.17%
2025 Est. Median All Owner-Occupied Housing Value		\$643,569
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	157,769	77.91%
1 Unit Attached	5,994	2.96%
2 Units	1,166	0.58%
3 or 4 Units	5,067	2.50%
5 to 19 Units	11,454	5.66%
20 to 49 Units	3,246	1.60%
50 or More Units	5,837	2.88%
Mobile Home or Trailer	11,802	5.83%
Boat, RV, Van, etc.	174	0.09%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	8,657	4.28%
Housing Units Built 2010 to 2019	27,074	13.37%
Housing Units Built 2000 to 2009	65,300	32.25%
Housing Units Built 1990 to 1999	35,128	17.35%
Housing Units Built 1980 to 1989	36,845	18.19%
Housing Units Built 1970 to 1979	16,011	7.91%
Housing Units Built 1960 to 1969	7,241	3.58%
Housing Units Built 1950 to 1959	3,618	1.79%
Housing Units Built 1940 to 1949	1,281	0.63%
Housing Unit Built 1939 or Earlier	1,355	0.67%
2025 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.



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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, 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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