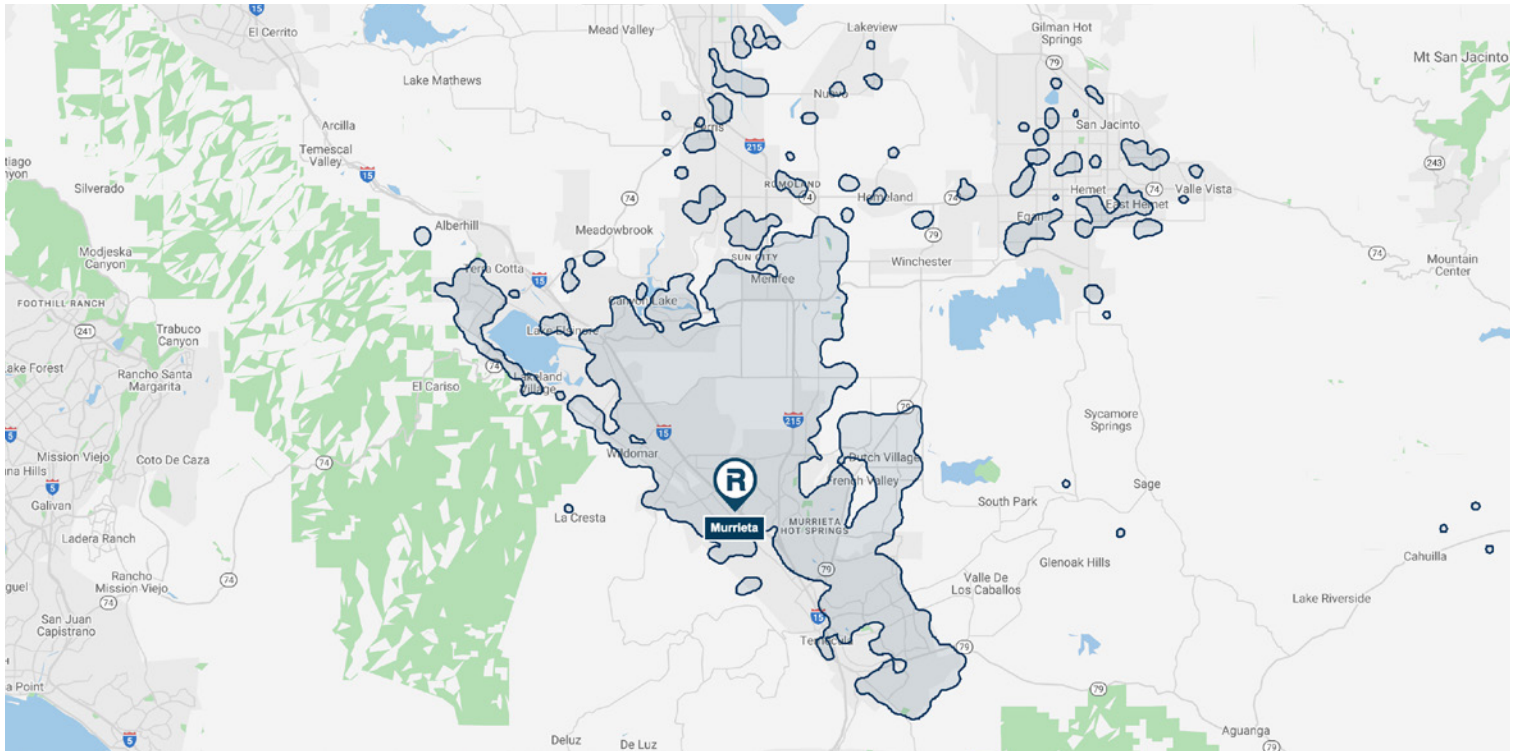


Secondary Retail Trade Area • Retail Market Profile

Murrieta, California



Population

| | | | |
|------|---------|---------------|--------|
| 2020 | 608,565 | 0 - 9 Years | 12.67% |
| 2025 | 631,289 | 10 - 17 Years | 12.07% |
| 2030 | 643,587 | 18 - 24 Years | 10.11% |

Educational Attainment (%)

| | | | |
|---------------------------------|--------|---------------|--------|
| Graduate or Professional Degree | 9.04% | 25 - 34 Years | 13.02% |
| Bachelors Degree | 17.46% | 35 - 44 Years | 14.18% |
| Associate Degree | 10.29% | 45 - 54 Years | 12.81% |
| Some College | 26.57% | 55 - 64 Years | 11.16% |
| High School Graduate (GED) | 24.08% | 65 and Older | 13.98% |
| Some High School, No Degree | 6.35% | Median Age | 36.52 |
| Less than 9th Grade | 6.21% | Average Age | 37.63 |

Income

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

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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