



The**Retail**Coach®

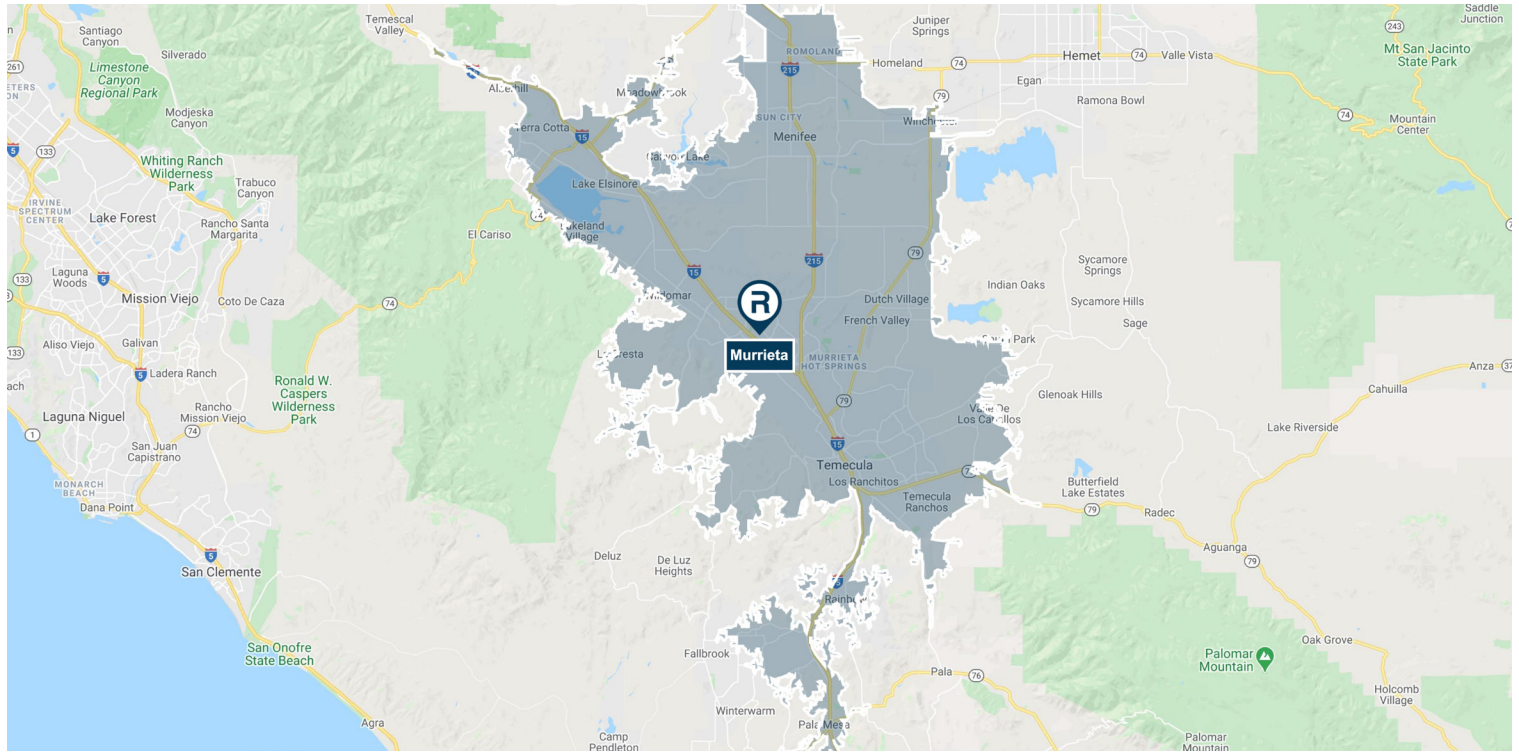
20-Minute Drive Time Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
January 2022

20-Minute Drive Time • Demographic Snapshot

Murrieta, California



Population

2010	439,654	0 - 9 Years	12.74%
2022	538,392	10 - 17 Years	11.83%
2027	563,571	18 - 24 Years	9.71%

Educational Attainment (%)

Graduate or Professional Degree	9.12%	25 - 34 Years	13.73%
Bachelors Degree	17.92%	35 - 44 Years	12.70%
Associate Degree	9.61%	45 - 54 Years	13.04%
Some College	28.26%	55 - 64 Years	12.11%
High School Graduate (GED)	24.54%	65 and Older	14.14%
Some High School, No Degree	5.57%	Median Age	36.54
Less than 9th Grade	4.99%	Average Age	37.95

Income

Average HH	\$126,598	Race Distribution (%)	
Median HH	\$100,497	White	60.85%
Per Capita	\$39,151	Black/African American	6.26%
		American Indian/Alaskan	0.95%
		Asian	9.59%
		Native Hawaiian/Islander	0.44%
		Other Race	14.46%
		Two or More Races	7.45%
		Hispanic	37.27%



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Deputy Director of Development Services -
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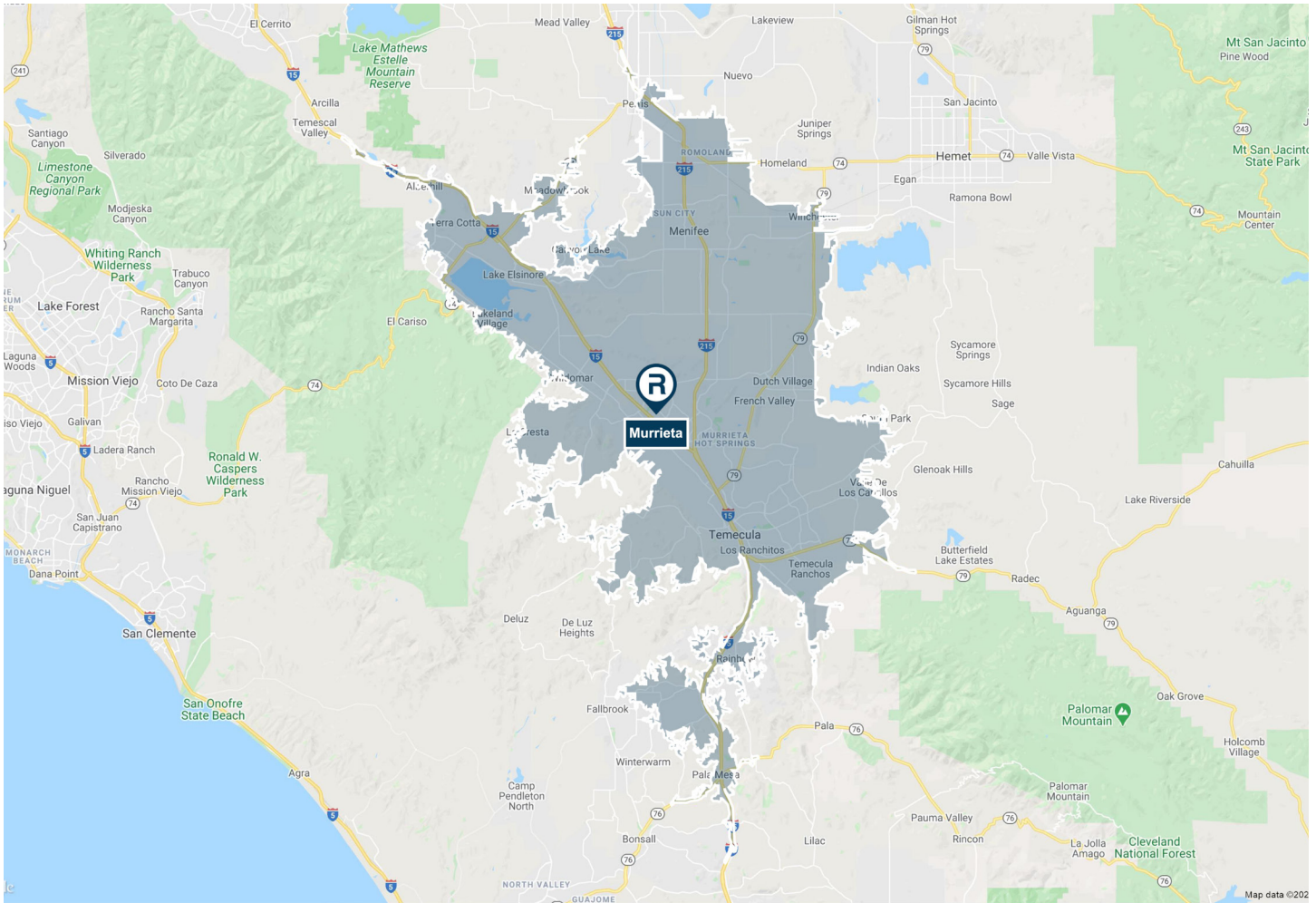
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20-Minute Drive Time



Prepared for:



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Murrieta, California

DESCRIPTION	DATA	%
Population		
2027 Projection	563,571	
2022 Estimate	538,392	
2010 Census	439,654	
2000 Census	236,593	
Growth 2022 - 2027		4.68%
Growth 2010 - 2022		22.46%
Growth 2000 - 2010		85.83%
2022 Est. Population by Single-Classification Race	538,392	
White Alone	327,606	60.85%
Black or African American Alone	33,725	6.26%
Amer. Indian and Alaska Native Alone	5,096	0.95%
Asian Alone	51,645	9.59%
Native Hawaiian and Other Pacific Island Alone	2,386	0.44%
Some Other Race Alone	77,828	14.46%
Two or More Races	40,105	7.45%
2022 Est. Population by Hispanic or Latino Origin	538,392	
Not Hispanic or Latino	337,750	62.73%
Hispanic or Latino	200,641	37.27%
Mexican	165,761	82.62%
Puerto Rican	5,513	2.75%
Cuban	1,910	0.95%
All Other Hispanic or Latino	27,457	13.69%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	200,641	
White Alone	99,831	49.76%
Black or African American Alone	2,474	1.23%
American Indian and Alaska Native Alone	2,578	1.28%
Asian Alone	1,364	0.68%
Native Hawaiian and Other Pacific Islander Alone	314	0.16%
Some Other Race Alone	77,069	38.41%
Two or More Races	17,012	8.48%
2022 Est. Pop by Race, Asian Alone, by Category	51,645	
Chinese, except Taiwanese	3,969	7.68%
Filipino	27,051	52.38%
Japanese	1,646	3.19%
Asian Indian	1,878	3.64%
Korean	3,299	6.39%
Vietnamese	6,831	13.23%
Cambodian	1,289	2.50%
Hmong	218	0.42%
Laotian	1,177	2.28%
Thai	542	1.05%
All Other Asian Races Including 2+ Category	3,746	7.25%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	538,392	
Arab	488	0.09%
Czech	1,610	0.30%
Danish	1,723	0.32%
Dutch	5,143	0.96%
English	32,739	6.08%
French (except Basque)	8,662	1.61%
French Canadian	2,130	0.40%
German	48,096	8.93%
Greek	1,842	0.34%
Hungarian	1,159	0.22%
Irish	36,602	6.80%
Italian	23,408	4.35%
Lithuanian	348	0.07%
United States or American	14,099	2.62%
Norwegian	4,871	0.91%
Polish	6,297	1.17%
Portuguese	2,408	0.45%
Russian	2,577	0.48%
Scottish	6,735	1.25%
Scotch-Irish	3,207	0.60%
Slovak	326	0.06%
Subsaharan African	2,006	0.37%
Swedish	4,646	0.86%
Swiss	852	0.16%
Ukrainian	473	0.09%
Welsh	2,679	0.50%
West Indian (except Hisp. groups)	1,527	0.28%
Other ancestries	243,907	45.30%
Ancestry Unclassified	77,832	14.46%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	362,580	71.73%
Speak Asian/Pacific Island Language at Home	27,789	5.50%
Speak IndoEuropean Language at Home	10,044	1.99%
Speak Spanish at Home	102,435	20.26%
Speak Other Language at Home	2,652	0.53%

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Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	538,392	
Age 0 - 4	32,892	6.11%
Age 5 - 9	35,708	6.63%
Age 10 - 14	39,208	7.28%
Age 15 - 17	24,457	4.54%
Age 18 - 20	22,290	4.14%
Age 21 - 24	29,998	5.57%
Age 25 - 34	73,926	13.73%
Age 35 - 44	68,361	12.70%
Age 45 - 54	70,199	13.04%
Age 55 - 64	65,218	12.11%
Age 65 - 74	44,065	8.19%
Age 75 - 84	23,599	4.38%
Age 85 and over	8,470	1.57%
Age 16 and over	422,560	78.49%
Age 18 and over	406,127	75.43%
Age 21 and over	383,836	71.29%
Age 65 and over	76,134	14.14%
2022 Est. Median Age		36.54
2022 Est. Average Age		37.95
2022 Est. Population by Sex	538,392	
Male	264,997	49.22%
Female	273,395	50.78%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	264,997	
Age 0 - 4	16,728	6.31%
Age 5 - 9	18,327	6.92%
Age 10 - 14	19,984	7.54%
Age 15 - 17	12,475	4.71%
Age 18 - 20	11,456	4.32%
Age 21 - 24	15,213	5.74%
Age 25 - 34	37,763	14.25%
Age 35 - 44	33,494	12.64%
Age 45 - 54	33,931	12.80%
Age 55 - 64	31,761	11.99%
Age 65 - 74	20,420	7.71%
Age 75 - 84	10,109	3.81%
Age 85 and over	3,337	1.26%
2022 Est. Median Age, Male		35.16
2022 Est. Average Age, Male		37.17
2022 Est. Female Population by Age	273,395	
Age 0 - 4	16,163	5.91%
Age 5 - 9	17,381	6.36%
Age 10 - 14	19,225	7.03%
Age 15 - 17	11,982	4.38%
Age 18 - 20	10,834	3.96%
Age 21 - 24	14,785	5.41%
Age 25 - 34	36,163	13.23%
Age 35 - 44	34,867	12.75%
Age 45 - 54	36,268	13.27%
Age 55 - 64	33,458	12.24%
Age 65 - 74	23,645	8.65%
Age 75 - 84	13,490	4.93%
Age 85 and over	5,133	1.88%
2022 Est. Median Age, Female		37.91
2022 Est. Average Age, Female		38.70

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Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	135,366	31.44%
Males, Never Married	72,948	16.94%
Females, Never Married	62,418	14.50%
Married, Spouse present	209,954	48.76%
Married, Spouse absent	22,236	5.16%
Widowed	20,647	4.79%
Males Widowed	4,259	0.99%
Females Widowed	16,388	3.81%
Divorced	42,380	9.84%
Males Divorced	17,047	3.96%
Females Divorced	25,333	5.88%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	17,645	4.99%
Some High School, no diploma	19,712	5.57%
High School Graduate (or GED)	86,825	24.54%
Some College, no degree	99,980	28.26%
Associate Degree	34,003	9.61%
Bachelor's Degree	63,420	17.92%
Master's Degree	24,779	7.00%
Professional School Degree	4,650	1.31%
Doctorate Degree	2,825	0.80%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	24,897	21.80%
High School Graduate	31,990	28.02%
Some College or Associate's Degree	38,694	33.89%
Bachelor's Degree or Higher	18,600	16.29%
Households		
2027 Projection	172,455	
2022 Estimate	165,666	
2010 Census	139,149	
2000 Census	79,566	
Growth 2022 - 2027		4.10%
Growth 2010 - 2022		19.06%
Growth 2000 - 2010		74.89%
2022 Est. Households by Household Type		
Family Households	130,506	78.78%
Nonfamily Households	35,159	21.22%
2022 Est. Group Quarters Population		
	2,701	
2022 Households by Ethnicity, Hispanic/Latino		
	47,603	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	7,849	4.74%
Income \$15,000 - \$24,999	7,213	4.35%
Income \$25,000 - \$34,999	8,732	5.27%
Income \$35,000 - \$49,999	12,609	7.61%
Income \$50,000 - \$74,999	23,557	14.22%
Income \$75,000 - \$99,999	22,441	13.55%
Income \$100,000 - \$124,999	20,625	12.45%
Income \$125,000 - \$149,999	17,262	10.42%
Income \$150,000 - \$199,999	19,908	12.02%
Income \$200,000 - \$249,999	11,214	6.77%
Income \$250,000 - \$499,999	10,007	6.04%
Income \$500,000+	4,249	2.56%
2022 Est. Average Household Income		
		\$126,598
2022 Est. Median Household Income		
		\$100,497
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$103,302
Black or African American Alone		\$99,223
American Indian and Alaska Native Alone		\$86,274
Asian Alone		\$111,376
Native Hawaiian and Other Pacific Islander Alone		\$104,587
Some Other Race Alone		\$75,285
Two or More Races		\$112,020
Hispanic or Latino		\$89,444
Not Hispanic or Latino		\$105,309
2022 Est. Family HH Type by Presence of Own Child.		
	130,506	
Married-Couple Family, own children	54,677	41.90%
Married-Couple Family, no own children	47,890	36.70%
Male Householder, own children	4,884	3.74%
Male Householder, no own children	4,116	3.15%
Female Householder, own children	10,875	8.33%
Female Householder, no own children	8,065	6.18%
2022 Est. Households by Household Size		
	165,666	
1-person	26,545	16.02%
2-person	44,159	26.66%
3-person	28,942	17.47%
4-person	30,132	18.19%
5-person	19,003	11.47%
6-person	9,635	5.82%
7-or-more-person	7,250	4.38%
2022 Est. Average Household Size		
		3.22

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	165,666	
Households with 1 or More People under Age 18:	77,701	46.90%
Married-Couple Family	58,398	75.16%
Other Family, Male Householder	5,834	7.51%
Other Family, Female Householder	12,837	16.52%
Nonfamily, Male Householder	454	0.58%
Nonfamily, Female Householder	178	0.23%
Households with No People under Age 18:	87,965	
Married-Couple Family	44,182	50.23%
Other Family, Male Householder	3,173	3.61%
Other Family, Female Householder	6,086	6.92%
Nonfamily, Male Householder	15,594	17.73%
Nonfamily, Female Householder	18,930	21.52%
2022 Est. Households by Number of Vehicles	165,666	
No Vehicles	4,399	2.65%
1 Vehicle	35,602	21.49%
2 Vehicles	65,302	39.42%
3 Vehicles	37,833	22.84%
4 Vehicles	15,019	9.07%
5 or more Vehicles	7,511	4.53%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	135,941	
2022 Estimate	130,506	
2010 Census	109,164	
2000 Census	61,683	
Growth 2022 - 2027		4.16%
Growth 2010 - 2022		19.55%
Growth 2000 - 2010		76.98%
2022 Est. Families by Poverty Status	130,506	
2022 Families at or Above Poverty	122,288	93.70%
2022 Families at or Above Poverty with Children	64,600	49.50%
2022 Families Below Poverty	8,218	6.30%
2022 Families Below Poverty with Children	6,112	4.68%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	244,500	57.86%
Civilian Labor Force, Unemployed	15,201	3.60%
Armed Forces	3,799	0.90%
Not in Labor Force	159,060	37.64%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	240,963	
For-Profit Private Workers	165,205	68.56%
Non-Profit Private Workers	10,208	4.24%
Local Government Workers	7,328	3.04%
State Government Workers	8,906	3.70%
Federal Government Workers	22,515	9.34%
Self-Employed Workers	26,054	10.81%
Unpaid Family Workers	748	0.31%
2022 Est. Civ. Employed Pop 16+ by Occupation	240,963	
Architect/Engineer	4,867	2.02%
Arts/Entertainment/Sports	4,333	1.80%
Building Grounds Maintenance	7,433	3.08%
Business/Financial Operations	11,570	4.80%
Community/Social Services	3,970	1.65%
Computer/Mathematical	4,992	2.07%
Construction/Extraction	15,262	6.33%
Education/Training/Library	15,592	6.47%
Farming/Fishing/Forestry	427	0.18%
Food Prep/Serving	14,387	5.97%
Health Practitioner/Technician	14,538	6.03%
Healthcare Support	8,284	3.44%
Maintenance Repair	7,839	3.25%
Legal	1,678	0.70%
Life/Physical/Social Science	1,841	0.76%
Management	25,765	10.69%
Office/Admin. Support	25,826	10.72%
Production	11,074	4.60%
Protective Services	8,192	3.40%
Sales/Related	28,179	11.69%
Personal Care/Service	9,127	3.79%
Transportation/Moving	15,788	6.55%
2022 Est. Pop 16+ by Occupation Classification	240,963	
White Collar	143,150	59.41%
Blue Collar	49,963	20.73%
Service and Farm	47,850	19.86%
2022 Est. Workers Age 16+ by Transp. to Work	235,607	
Drove Alone	186,393	79.11%
Car Pooled	25,010	10.62%
Public Transportation	978	0.42%
Walked	1,868	0.79%
Bicycle	276	0.12%
Other Means	4,377	1.86%
Worked at Home	16,704	7.09%

20-Minute Drive Time • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	39,105	
15 - 29 Minutes	58,198	
30 - 44 Minutes	37,407	
45 - 59 Minutes	21,703	
60 or more Minutes	62,925	
2022 Est. Avg Travel Time to Work in Minutes		42
2022 Est. Occupied Housing Units by Tenure		
Owner Occupied	119,987	72.43%
Renter Occupied	45,679	27.57%
2022 Owner Occ. HUs: Avg. Length of Residence		11.85%
2022 Renter Occ. HUs: Avg. Length of Residence		6.29%
2022 Est. Owner-Occupied Housing Units by Value		
	165,666	
Value Less than \$20,000	596	0.50%
Value \$20,000 - \$39,999	606	0.51%
Value \$40,000 - \$59,999	695	0.58%
Value \$60,000 - \$79,999	320	0.27%
Value \$80,000 - \$99,999	324	0.27%
Value \$100,000 - \$149,999	1,057	0.88%
Value \$150,000 - \$199,999	1,214	1.01%
Value \$200,000 - \$299,999	5,937	4.95%
Value \$300,000 - \$399,999	19,401	16.17%
Value \$400,000 - \$499,999	32,213	26.85%
Value \$500,000 - \$749,999	41,073	34.23%
Value \$750,000 - \$999,999	11,165	9.31%
Value \$1,000,000 or \$1,499,999	3,143	2.62%
Value \$1,500,000 or \$1,999,999	1,255	1.05%
Value \$2,000,000+	989	0.82%
2022 Est. Median All Owner-Occupied Housing Value		\$492,270
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	140,230	78.60%
1 Unit Attached	5,136	2.88%
2 Units	669	0.38%
3 or 4 Units	3,778	2.12%
5 to 19 Units	11,294	6.33%
20 to 49 Units	2,698	1.51%
50 or More Units	4,029	2.26%
Mobile Home or Trailer	10,300	5.77%
Boat, RV, Van, etc.	274	0.15%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	24,983	14.00%
Housing Units Built 2010 to 2014	7,155	4.01%
Housing Units Built 2000 to 2009	62,230	34.88%
Housing Units Built 1990 to 1999	31,679	17.76%
Housing Units Built 1980 to 1989	30,697	17.21%
Housing Units Built 1970 to 1979	11,438	6.41%
Housing Units Built 1960 to 1969	5,582	3.13%
Housing Units Built 1950 to 1959	2,462	1.38%
Housing Units Built 1940 to 1949	1,071	0.60%
Housing Unit Built 1939 or Earlier	1,109	0.62%
2022 Est. Median Year Structure Built		2001

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**Retail**Coach®

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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