



The**Retail**Coach®

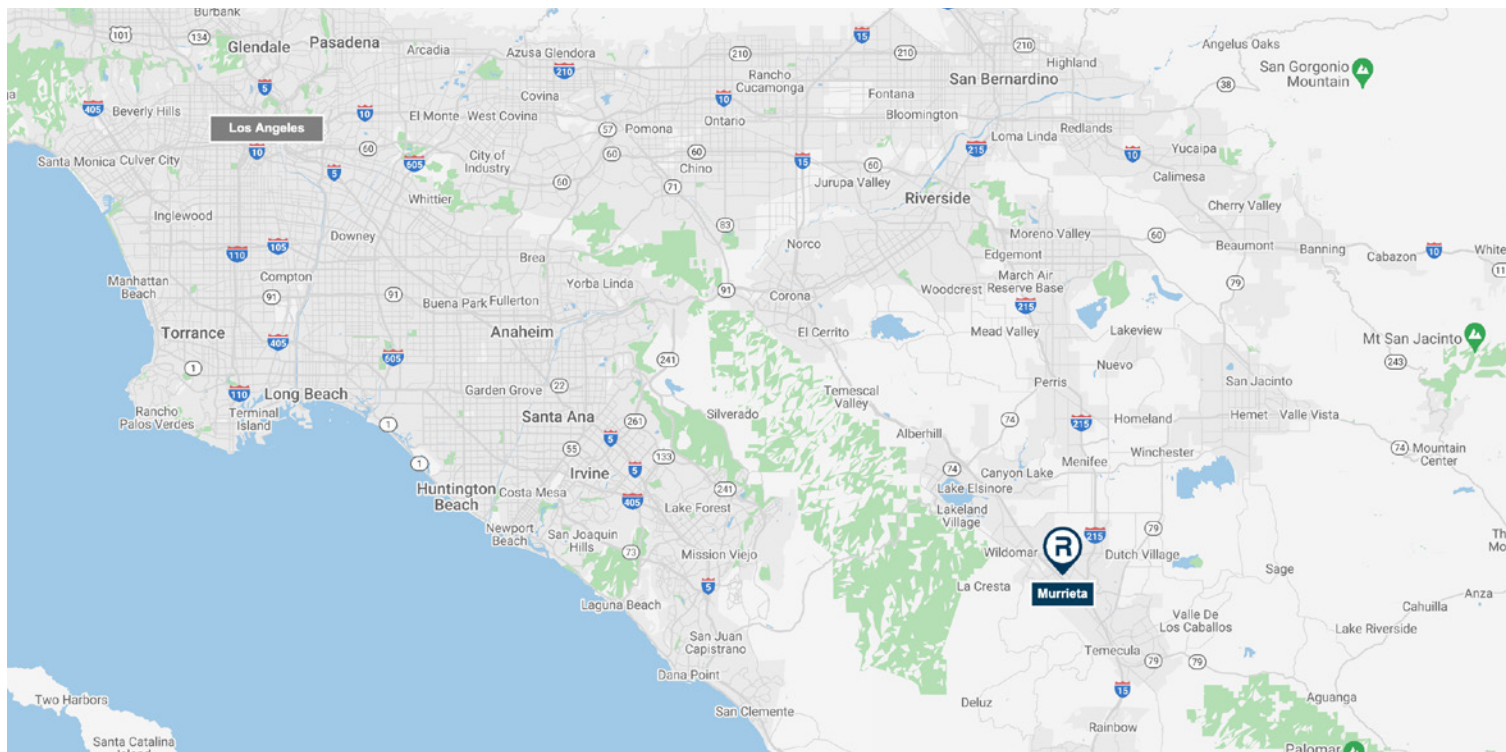
Community Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
March 2023

Community • Demographic Snapshot

Murrieta, California



Population

2020	110,949	0 - 9 Years	11.87%
2023	119,182	10 - 17 Years	12.03%
2028	124,327	18 - 24 Years	9.82%

Educational Attainment (%)

Graduate or Professional Degree	9.77%	25 - 34 Years	14.10%
Bachelors Degree	20.12%	35 - 44 Years	12.76%
Associate Degree	9.85%	45 - 54 Years	12.66%
Some College	28.92%	55 - 64 Years	12.19%
High School Graduate (GED)	23.64%	65 and Older	14.58%

Some High School, No Degree	4.03%	Median Age	36.66
Less than 9th Grade	3.68%	Average Age	38.30

Income

Average HH	\$136,406		
Median HH	\$104,028		
Per Capita	\$41,914		

Race Distribution (%)

White	50.51%
Black/African American	6.35%
American Indian/Alaskan	1.19%
Asian	11.11%
Native Hawaiian/Islander	0.53%
Other Race	12.71%
Two or More Races	17.61%
Hispanic	33.66%



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Community • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
Population		
2028 Projection	124,327	
2023 Estimate	119,182	
2020 Census	110,949	
2010 Census	99,213	
Growth 2023 - 2028		4.32%
Growth 2020 - 2023		7.42%
Growth 2010 - 2020		11.83%
2022 Daytime Population	102,494	
Workers	44,079	
Residents	58,415	
2023 Est. Population by Single-Classification Race	119,182	
White Alone	60,195	50.51%
Black or African American Alone	7,563	6.35%
Amer. Indian and Alaska Native Alone	1,418	1.19%
Asian Alone	13,241	11.11%
Native Hawaiian and Other Pacific Island Alone	630	0.53%
Some Other Race Alone	15,149	12.71%
Two or More Races	20,983	17.61%
2023 Est. Population by Hispanic or Latino Origin	119,182	
Not Hispanic or Latino	79,069	66.34%
Hispanic or Latino	40,113	33.66%
Mexican	31,859	79.42%
Puerto Rican	1,530	3.82%
Cuban	607	1.51%
All Other Hispanic or Latino	6,116	15.25%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	40,113	
White Alone	9,233	23.02%
Black or African American Alone	540	1.35%
American Indian and Alaska Native Alone	799	1.99%
Asian Alone	489	1.22%
Native Hawaiian and Other Pacific Islander Alone	94	0.24%
Some Other Race Alone	14,298	35.65%
Two or More Races	14,660	36.55%
2023 Est. Pop by Race, Asian Alone, by Category	13,241	
Chinese, except Taiwanese	1,279	9.66%
Filipino	5,839	44.10%
Japanese	557	4.21%
Asian Indian	755	5.70%
Korean	638	4.82%
Vietnamese	2,042	15.42%
Cambodian	394	2.97%
Hmong	1	0.01%
Laotian	245	1.85%
Thai	16	0.12%
All Other Asian Races Including 2+ Category	1,476	11.15%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	119,182	
Arab	111	0.09%
Czech	588	0.49%
Danish	381	0.32%
Dutch	1,166	0.98%
English	8,647	7.26%
French (except Basque)	2,071	1.74%
French Canadian	387	0.33%
German	11,436	9.60%
Greek	307	0.26%
Hungarian	220	0.19%
Irish	8,140	6.83%
Italian	4,715	3.96%
Lithuanian	54	0.05%
United States or American	2,881	2.42%
Norwegian	1,043	0.88%
Polish	897	0.75%
Portuguese	1,020	0.86%
Russian	559	0.47%
Scottish	2,220	1.86%
Scotch-Irish	962	0.81%
Slovak	150	0.13%
Subsaharan African	391	0.33%
Swedish	1,238	1.04%
Swiss	112	0.09%
Ukrainian	85	0.07%
Welsh	722	0.61%
West Indian (except Hisp. groups)	415	0.35%
Other ancestries	51,820	43.48%
Ancestry Unclassified	16,444	13.80%
2023 Est. Pop Age 5+ by Language Spoken At Home	112,416	
Speak Only English at Home	86,577	77.02%
Speak Asian/Pacific Island Language at Home	7,123	6.34%
Speak IndoEuropean Language at Home	2,242	1.99%
Speak Spanish at Home	15,939	14.18%
Speak Other Language at Home	537	0.48%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	119,182	
Age 0 - 4	6,766	5.68%
Age 5 - 9	7,380	6.19%
Age 10 - 14	8,741	7.33%
Age 15 - 17	5,598	4.70%
Age 18 - 20	5,115	4.29%
Age 21 - 24	6,585	5.53%
Age 25 - 34	16,800	14.10%
Age 35 - 44	15,212	12.76%
Age 45 - 54	15,086	12.66%
Age 55 - 64	14,524	12.19%
Age 65 - 74	9,860	8.27%
Age 75 - 84	5,588	4.69%
Age 85 and over	1,927	1.62%
Age 16 and over	94,460	79.26%
Age 18 and over	90,698	76.10%
Age 21 and over	85,582	71.81%
Age 65 and over	17,376	14.58%
2023 Est. Median Age		36.66
2023 Est. Average Age		38.30
2023 Est. Population by Sex	119,182	
Male	58,205	48.84%
Female	60,977	51.16%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	58,205	
Age 0 - 4	3,477	5.97%
Age 5 - 9	3,835	6.59%
Age 10 - 14	4,429	7.61%
Age 15 - 17	2,836	4.87%
Age 18 - 20	2,568	4.41%
Age 21 - 24	3,255	5.59%
Age 25 - 34	8,544	14.68%
Age 35 - 44	7,434	12.77%
Age 45 - 54	7,207	12.38%
Age 55 - 64	6,993	12.02%
Age 65 - 74	4,527	7.78%
Age 75 - 84	2,331	4.01%
Age 85 and over	769	1.32%
2023 Est. Median Age, Male		35.20
2023 Est. Average Age, Male		37.20
2023 Est. Female Population by Age	60,977	
Age 0 - 4	3,289	5.39%
Age 5 - 9	3,545	5.81%
Age 10 - 14	4,312	7.07%
Age 15 - 17	2,762	4.53%
Age 18 - 20	2,548	4.18%
Age 21 - 24	3,330	5.46%
Age 25 - 34	8,257	13.54%
Age 35 - 44	7,778	12.76%
Age 45 - 54	7,879	12.92%
Age 55 - 64	7,530	12.35%
Age 65 - 74	5,332	8.74%
Age 75 - 84	3,257	5.34%
Age 85 and over	1,158	1.90%
2023 Est. Median Age, Female		38.11
2023 Est. Average Age, Female		39.30

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	29,790	30.94%
Males, Never Married	16,267	16.89%
Females, Never Married	13,523	14.04%
Married, Spouse present	47,794	49.63%
Married, Spouse absent	5,068	5.26%
Widowed	4,398	4.57%
Males Widowed	559	0.58%
Females Widowed	3,838	3.99%
Divorced	9,244	9.60%
Males Divorced	3,162	3.28%
Females Divorced	6,083	6.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,907	3.7%
Some High School, no diploma	3,180	4.0%
High School Graduate (or GED)	18,672	23.6%
Some College, no degree	22,848	28.9%
Associate Degree	7,784	9.9%
Bachelor's Degree	15,892	20.1%
Master's Degree	5,884	7.4%
Professional School Degree	1,231	1.6%
Doctorate Degree	600	0.8%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,307	12.44%
High School Graduate	7,778	29.25%
Some College or Associate's Degree	9,776	36.77%
Bachelor's Degree or Higher	5,727	21.54%
Households		
2028 Projection	37,673	
2023 Estimate	36,431	
2020 Census	35,467	
2010 Census	31,618	
Growth 2023 - 2028		3.41%
Growth 2020 - 2023		2.72%
Growth 2010 - 2020		12.17%
2023 Est. Households by Household Type		
Family Households	28,867	79.24%
Nonfamily Households	7,564	20.76%
2023 Est. Group Quarters Population	620	
2023 Households by Ethnicity, Hispanic/Latino	9,189	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	1,583	4.35%
Income \$15,000 - \$24,999	1,181	3.24%
Income \$25,000 - \$34,999	1,539	4.22%
Income \$35,000 - \$49,999	2,615	7.18%
Income \$50,000 - \$74,999	5,040	13.83%
Income \$75,000 - \$99,999	5,460	14.99%
Income \$100,000 - \$124,999	4,568	12.54%
Income \$125,000 - \$149,999	3,621	9.94%
Income \$150,000 - \$199,999	4,343	11.92%
Income \$200,000 - \$249,999	2,573	7.06%
Income \$250,000 - \$499,999	2,600	7.14%
Income \$500,000+	1,308	3.59%
2023 Est. Average Household Income		\$136,406
2023 Est. Median Household Income		\$104,028
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$101,503
Black or African American Alone		\$108,174
American Indian and Alaska Native Alone		\$60,512
Asian Alone		\$100,993
Native Hawaiian and Other Pacific Islander Alone		\$113,455
Some Other Race Alone		\$97,518
Two or More Races		\$125,912
Hispanic or Latino		\$100,189
Not Hispanic or Latino		\$105,338
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	12,519	43.37%
Married-Couple Family, no own children	10,239	35.47%
Male Householder, own children	1,065	3.69%
Male Householder, no own children	770	2.67%
Female Householder, own children	2,624	9.09%
Female Householder, no own children	1,650	5.72%
2023 Est. Households by Household Size		
1-person	6,007	16.49%
2-person	9,788	26.87%
3-person	6,959	19.10%
4-person	7,234	19.86%
5-person	3,899	10.70%
6-person	1,546	4.24%
7-or-more-person	998	2.74%
2023 Est. Average Household Size		3.11

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	36,431	
Households with 1 or More People under Age 18:	17,569	48.23%
Married-Couple Family	27,374	75.14%
Other Family, Male Householder	2,540	6.97%
Other Family, Female Householder	6,244	17.14%
Nonfamily, Male Householder	205	0.56%
Nonfamily, Female Householder	68	0.19%
Households with No People under Age 18:	18,862	51.78%
Married-Couple Family	18,459	50.67%
Other Family, Male Householder	1,193	3.28%
Other Family, Female Householder	2,428	6.66%
Nonfamily, Male Householder	6,200	17.02%
Nonfamily, Female Householder	8,151	22.37%
2023 Est. Households by Number of Vehicles	36,431	
No Vehicles	1,120	3.07%
1 Vehicle	8,615	23.65%
2 Vehicles	13,514	37.10%
3 Vehicles	8,238	22.61%
4 Vehicles	3,465	9.51%
5 or more Vehicles	1,479	4.06%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	29,851	
2023 Estimate	28,867	
2010 Census	25,008	
Growth 2023 - 2028		3.41%
Growth 2010 - 2023		15.43%
2023 Est. Families by Poverty Status	28,867	
2023 Families at or Above Poverty	27,637	95.74%
2023 Families at or Above Poverty with Children	15,006	51.98%
2023 Families Below Poverty	1,230	4.26%
2023 Families Below Poverty with Children	908	3.15%
2023 Est. Pop 16+ by Employment Status	94,460	
Civilian Labor Force, Employed	55,263	58.50%
Civilian Labor Force, Unemployed	3,455	3.66%
Armed Forces	723	0.77%
Not in Labor Force	35,019	37.07%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	55,986	
For-Profit Private Workers	38,054	67.97%
Non-Profit Private Workers	2,496	4.46%
Local Government Workers	2,013	3.60%
State Government Workers	2,120	3.79%
Federal Government Workers	5,321	9.51%
Self-Employed Workers	5,943	10.62%
Unpaid Family Workers	38	0.07%
2023 Est. Civ. Employed Pop 16+ by Occupation	55,986	
Architect/Engineer	1,382	2.47%
Arts/Entertainment/Sports	1,465	2.62%
Building Grounds Maintenance	1,040	1.86%
Business/Financial Operations	3,105	5.55%
Community/Social Services	831	1.48%
Computer/Mathematical	1,208	2.16%
Construction/Extraction	2,478	4.43%
Education/Training/Library	4,106	7.33%
Farming/Fishing/Forestry	43	0.08%
Food Prep/Serving	3,841	6.86%
Health Practitioner/Technician	3,748	6.70%
Healthcare Support	2,304	4.12%
Maintenance Repair	1,804	3.22%
Legal	344	0.61%
Life/Physical/Social Science	376	0.67%
Management	6,089	10.88%
Office/Admin. Support	5,427	9.69%
Production	2,560	4.57%
Protective Services	1,930	3.45%
Sales/Related	6,624	11.83%
Personal Care/Service	2,329	4.16%
Transportation/Moving	2,954	5.28%
2023 Est. Pop 16+ by Occupation Classification	55,986	
White Collar	34,704	61.99%
Blue Collar	9,796	17.50%
Service and Farm	11,487	20.52%
2023 Est. Workers Age 16+ by Transp. to Work	55,986	
Drove Alone	45,002	80.38%
Car Pooled	4,783	8.54%
Public Transportation	292	0.52%
Walked	407	0.73%
Bicycle	141	0.25%
Other Means	761	1.36%
Worked at Home	4,600	8.22%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,830	23.02%
15 - 29 Minutes	14,838	28.88%
30 - 44 Minutes	6,784	13.20%
45 - 59 Minutes	4,581	8.92%
60 or more Minutes	13,352	25.98%
2023 Est. Avg Travel Time to Work in Minutes		39
2023 Est. Occupied Housing Units by Tenure		
Owner Occupied	24,379	66.92%
Renter Occupied	12,052	33.08%
2023 Owner Occ. HUs: Avg. Length of Residence		12.3 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.2 [†]
2023 Est. Owner-Occupied Housing Units by Value		
	36,431	
Value Less than \$20,000	127	0.35%
Value \$20,000 - \$39,999	38	0.10%
Value \$40,000 - \$59,999	45	0.12%
Value \$60,000 - \$79,999	23	0.06%
Value \$80,000 - \$99,999	11	0.03%
Value \$100,000 - \$149,999	72	0.20%
Value \$150,000 - \$199,999	64	0.18%
Value \$200,000 - \$299,999	764	2.10%
Value \$300,000 - \$399,999	2,611	7.17%
Value \$400,000 - \$499,999	6,559	18.00%
Value \$500,000 - \$749,999	18,830	51.69%
Value \$750,000 - \$999,999	5,708	15.67%
Value \$1,000,000 or \$1,499,999	961	2.64%
Value \$1,500,000 or \$1,999,999	308	0.85%
Value \$2,000,000+	312	0.86%
2023 Est. Median All Owner-Occupied Housing Value		\$598,897
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	26,932	73.93%
1 Unit Attached	1,624	4.46%
2 Units	126	0.35%
3 or 4 Units	1,132	3.11%
5 to 19 Units	3,183	8.74%
20 to 49 Units	902	2.48%
50 or More Units	1,188	3.26%
Mobile Home or Trailer	1,345	3.69%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,838	5.05%
Housing Units Built 2010 to 2014	1,045	2.87%
Housing Units Built 2000 to 2009	15,633	42.91%
Housing Units Built 1990 to 1999	7,983	21.91%
Housing Units Built 1980 to 1989	7,890	21.66%
Housing Units Built 1970 to 1979	1,219	3.35%
Housing Units Built 1960 to 1969	231	0.63%
Housing Units Built 1950 to 1959	166	0.46%
Housing Units Built 1940 to 1949	225	0.62%
Housing Unit Built 1939 or Earlier	201	0.55%
2023 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.



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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