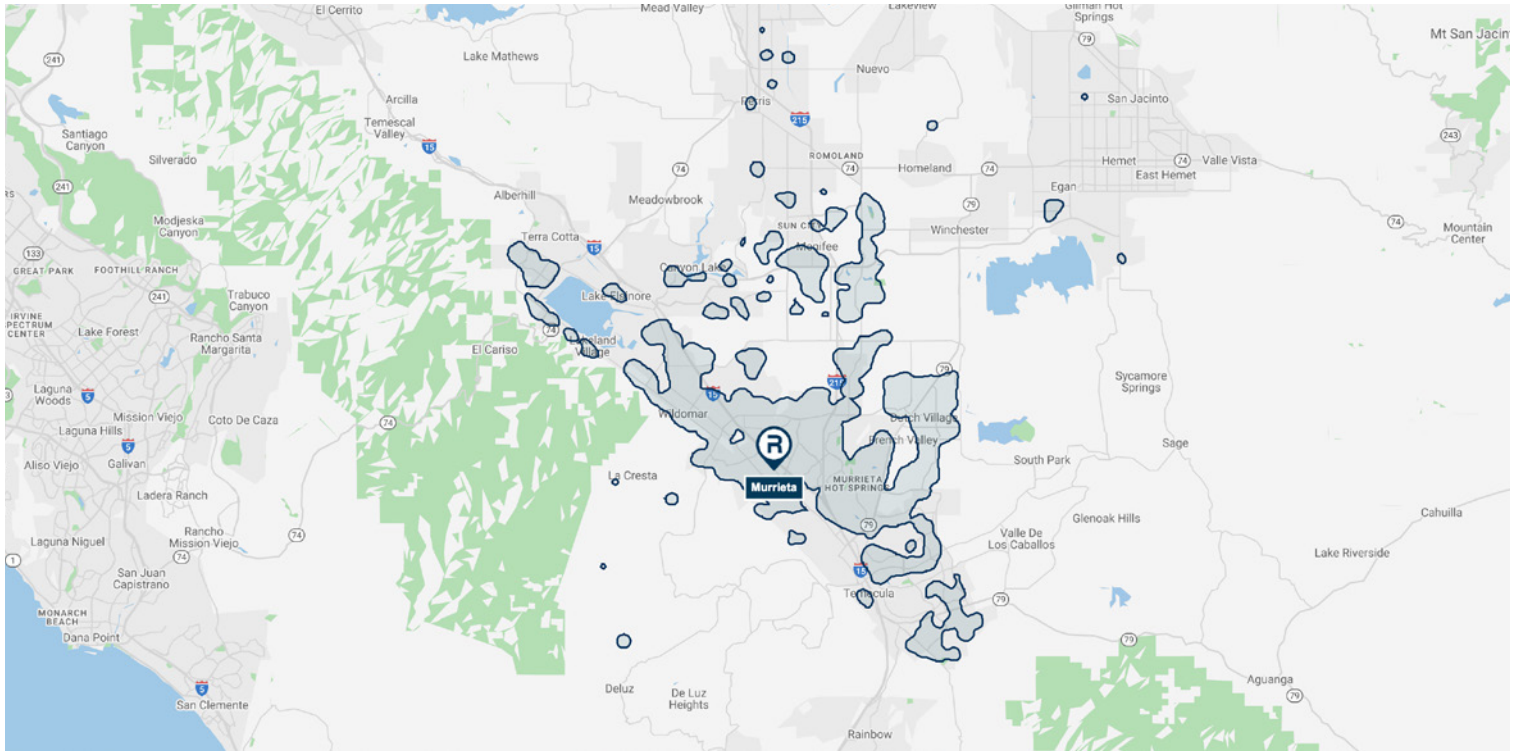# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
June 2023

Primary Retail Trade Area • Demographic Snapshot
Murrieta, California

Population

2020	379,627
2023	392,946
2028	411,699

Educational Attainment (%)

Graduate or Professional Degree	8.94%
Bachelors Degree	18.50%
Associate Degree	9.88%
Some College	28.37%
High School Graduate (GED)	24.46%
Some High School, No Degree	5.23%
Less than 9th Grade	4.62%

Income

Average HH	$127,855
Median HH	$101,762
Per Capita	$39,786

Age

0 - 9 Years	13.11%
10 - 17 Years	12.15%
18 - 24 Years	9.73%
25 - 34 Years	14.01%
35 - 44 Years	13.42%
45 - 54 Years	12.85%
55 - 64 Years	11.68%
65 and Older	13.06%
Median Age	35.74
Average Age	37.19

Race Distribution (%)

White	47.58%
Black/African American	6.49%
American Indian/Alaskan	1.48%
Asian	10.10%
Native Hawaiian/Islander	0.54%
Other Race	16.25%
Two or More Races	17.57%
Hispanic	38.50%

Scott Agajanian
The City of Murrieta, CA
Deputy Director of Development Services - Economic Development

1 Town Square
Murrieta, California 92562

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

Charles Parker
The Retail Coach, LLC
Project Director

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

Primary Retail Trade Area • Demographic Profile
Murrieta, California

DESCRIPTION	DATA	%
Population		
2028 Projection	411,699	
2023 Estimate	392,946	
2020 Census	379,627	
2010 Census	312,728	
Growth 2023 - 2028		4.77%
Growth 2020 - 2023		3.51%
Growth 2010 - 2020		21.39%
2022 Daytime Population	**300,548**	
Workers	92,564	
Residents	207,984	
2023 Est. Population by Single-Classification Race	**392,946**	
White Alone	186,970	47.58%
Black or African American Alone	25,514	6.49%
Amer. Indian and Alaska Native Alone	5,828	1.48%
Asian Alone	39,668	10.10%
Native Hawaiian and Other Pacific Island Alone	2,102	0.54%
Some Other Race Alone	63,845	16.25%
Two or More Races	69,019	17.57%
2023 Est. Population by Hispanic or Latino Origin	**392,946**	
Not Hispanic or Latino	241,664	61.50%
Hispanic or Latino	151,282	38.50%
Mexican	123,850	81.87%
Puerto Rican	4,426	2.93%
Cuban	2,077	1.37%
All Other Hispanic or Latino	20,929	13.83%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**151,282**	
White Alone	32,717	21.63%
Black or African American Alone	1,740	1.15%
American Indian and Alaska Native Alone	3,728	2.46%
Asian Alone	1,595	1.05%
Native Hawaiian and Other Pacific Islander Alone	305	0.20%
Some Other Race Alone	61,172	40.44%
Two or More Races	50,026	33.07%
2023 Est. Pop by Race, Asian Alone, by Category	**39,668**	
Chinese, except Taiwanese	3,317	8.36%
Filipino	20,809	52.46%
Japanese	1,201	3.03%
Asian Indian	1,419	3.58%
Korean	1,914	4.83%
Vietnamese	4,771	12.03%
Cambodian	769	1.94%
Hmong	62	0.16%
Laotian	954	2.40%
Thai	346	0.87%
All Other Asian Races Including 2+ Category	4,106	10.35%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**392,946**	
Arab	318	0.08%
Czech	1,349	0.34%
Danish	1,172	0.30%
Dutch	3,593	0.91%
English	23,679	6.03%
French (except Basque)	5,764	1.47%
French Canadian	1,395	0.36%
German	34,263	8.72%
Greek	1,200	0.31%
Hungarian	864	0.22%
Irish	25,177	6.41%
Italian	16,266	4.14%
Lithuanian	278	0.07%
United States or American	10,031	2.55%
Norwegian	3,573	0.91%
Polish	3,621	0.92%
Portuguese	2,047	0.52%
Russian	1,750	0.45%
Scottish	5,726	1.46%
Scotch-Irish	2,717	0.69%
Slovak	247	0.06%
Subsaharan African	1,730	0.44%
Swedish	3,392	0.86%
Swiss	541	0.14%
Ukrainian	371	0.09%
Welsh	1,692	0.43%
West Indian (except Hisp. groups)	1,490	0.38%
Other ancestries	179,224	45.61%
Ancestry Unclassified	59,473	15.14%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	265,587	72.13%
Speak Asian/Pacific Island Language at Home	21,262	5.77%
Speak IndoEuropean Language at Home	6,768	1.84%
Speak Spanish at Home	72,412	19.67%
Speak Other Language at Home	2,184	0.59%

Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	**392,946**	
Age 0 - 4	24,733	6.29%
Age 5 - 9	26,775	6.81%
Age 10 - 14	29,653	7.55%
Age 15 - 17	18,070	4.60%
Age 18 - 20	16,418	4.18%
Age 21 - 24	21,810	5.55%
Age 25 - 34	55,054	14.01%
Age 35 - 44	52,731	13.42%
Age 45 - 54	50,484	12.85%
Age 55 - 64	45,906	11.68%
Age 65 - 74	30,558	7.78%
Age 75 - 84	15,391	3.92%
Age 85 and over	5,362	1.36%
Age 16 and over	305,855	77.84%
Age 18 and over	293,714	74.75%
Age 21 and over	277,296	70.57%
Age 65 and over	51,311	13.06%
2023 Est. Median Age		35.74
2023 Est. Average Age		37.19
2023 Est. Population by Sex	**392,946**	
Male	193,499	49.24%
Female	199,446	50.76%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**193,499**	
Age 0 - 4	12,639	6.53%
Age 5 - 9	13,789	7.13%
Age 10 - 14	15,102	7.80%
Age 15 - 17	9,112	4.71%
Age 18 - 20	8,341	4.31%
Age 21 - 24	10,985	5.68%
Age 25 - 34	27,953	14.45%
Age 35 - 44	25,844	13.36%
Age 45 - 54	24,391	12.61%
Age 55 - 64	22,435	11.59%
Age 65 - 74	14,264	7.37%
Age 75 - 84	6,528	3.37%
Age 85 and over	2,117	1.09%
2023 Est. Median Age, Male		34.57
2023 Est. Average Age, Male		36.43
2023 Est. Female Population by Age	**199,446**	
Age 0 - 4	12,094	6.06%
Age 5 - 9	12,986	6.51%
Age 10 - 14	14,551	7.30%
Age 15 - 17	8,958	4.49%
Age 18 - 20	8,077	4.05%
Age 21 - 24	10,825	5.43%
Age 25 - 34	27,101	13.59%
Age 35 - 44	26,887	13.48%
Age 45 - 54	26,093	13.08%
Age 55 - 64	23,471	11.77%
Age 65 - 74	16,294	8.17%
Age 75 - 84	8,864	4.44%
Age 85 and over	3,245	1.63%
2023 Est. Median Age, Female		36.90
2023 Est. Average Age, Female		37.92

Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	96,668	31.00%
Males, Never Married	51,502	16.52%
Females, Never Married	45,166	14.49%
Married, Spouse present	155,406	49.84%
Married, Spouse absent	15,600	5.00%
Widowed	13,289	4.26%
Males Widowed	2,521	0.81%
Females Widowed	10,768	3.45%
Divorced	30,821	9.89%
Males Divorced	12,466	4.00%
Females Divorced	18,356	5.89%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	11,790	4.62%
Some High School, no diploma	13,357	5.23%
High School Graduate (or GED)	62,501	24.46%
Some College, no degree	72,478	28.37%
Associate Degree	25,242	9.88%
Bachelor's Degree	47,271	18.50%
Master's Degree	17,768	6.96%
Professional School Degree	3,250	1.27%
Doctorate Degree	1,830	0.72%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	15,962	19.45%
High School Graduate	23,241	28.32%
Some College or Associate's Degree	28,655	34.92%
Bachelor's Degree or Higher	14,206	17.31%
Households		
2028 Projection	127,455	
2023 Estimate	121,892	
2020 Census	118,079	
2010 Census	97,348	
Growth 2023 - 2028		4.56%
Growth 2020 - 2023		3.23%
Growth 2010 - 2020		21.30%
2023 Est. Households by Household Type	121,892	
Family Households	97,600	80.07%
Nonfamily Households	24,292	19.93%
2023 Est. Group Quarters Population	1,233	
2023 Households by Ethnicity, Hispanic/Latino	35,165	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	121,892	
Income < $15,000	5,513	4.52%
Income $15,000 - $24,999	4,684	3.84%
Income $25,000 - $34,999	5,376	4.41%
Income $35,000 - $49,999	8,693	7.13%
Income $50,000 - $74,999	17,841	14.64%
Income $75,000 - $99,999	17,664	14.49%
Income $100,000 - $124,999	15,630	12.82%
Income $125,000 - $149,999	12,836	10.53%
Income $150,000 - $199,999	14,888	12.21%
Income $200,000 - $249,999	8,443	6.93%
Income $250,000 - $499,999	7,253	5.95%
Income $500,000+	3,072	2.52%
2023 Est. Average Household Income		$127,855
2023 Est. Median Household Income		$101,762
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$102,855
Black or African American Alone		$100,956
American Indian and Alaska Native Alone		$80,504
Asian Alone		$107,854
Native Hawaiian and Other Pacific Islander Alone		$128,566
Some Other Race Alone		$83,564
Two or More Races		$116,979
Hispanic or Latino		$92,510
Not Hispanic or Latino		$105,827
2023 Est. Family HH Type by Presence of Own Child.	97,600	
Married-Couple Family, own children	42,559	43.61%
Married-Couple Family, no own children	33,636	34.46%
Male Householder, own children	3,787	3.88%
Male Householder, no own children	3,016	3.09%
Female Householder, own children	8,698	8.91%
Female Householder, no own children	5,904	6.05%
2023 Est. Households by Household Size	121,892	
1-person	18,641	15.29%
2-person	33,833	27.76%
3-person	21,364	17.53%
4-person	24,129	19.80%
5-person	14,085	11.56%
6-person	5,601	4.59%
7-or-more-person	4,238	3.48%
2023 Est. Average Household Size		3.22

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Primary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**121,892**	
Households with 1 or More People under Age 18:	60,549	49.67%
Married-Couple Family	45,313	74.84%
Other Family, Male Householder	4,512	7.45%
Other Family, Female Householder	10,231	16.90%
Nonfamily, Male Householder	359	0.59%
Nonfamily, Female Householder	134	0.22%
Households with No People under Age 18:	**61,342**	
Married-Couple Family	30,892	50.36%
Other Family, Male Householder	2,296	3.74%
Other Family, Female Householder	4,356	7.10%
Nonfamily, Male Householder	11,053	18.02%
Nonfamily, Female Householder	12,745	20.78%
2023 Est. Households by Number of Vehicles	**121,892**	
No Vehicles	3,471	2.85%
1 Vehicle	25,483	20.91%
2 Vehicles	48,914	40.13%
3 Vehicles	27,331	22.42%
4 Vehicles	11,090	9.10%
5 or more Vehicles	5,602	4.60%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	102,102	
2023 Estimate	97,600	
2010 Census	77,444	
Growth 2023 - 2028		4.61%
Growth 2010 - 2023		26.03%
2023 Est. Families by Poverty Status	**97,600**	
2023 Families at or Above Poverty	92,022	94.28%
2023 Families at or Above Poverty with Children	49,389	50.60%
2023 Families Below Poverty	5,578	5.71%
2023 Families Below Poverty with Children	4,128	4.23%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	179,919	58.83%
Civilian Labor Force, Unemployed	10,798	3.53%
Armed Forces	2,719	0.89%
Not in Labor Force	112,420	36.76%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**179,976**	
For-Profit Private Workers	123,795	68.78%
Non-Profit Private Workers	7,806	4.34%
Local Government Workers	5,708	3.17%
State Government Workers	6,489	3.60%
Federal Government Workers	17,704	9.84%
Self-Employed Workers	18,082	10.05%
Unpaid Family Workers	393	0.22%
2023 Est. Civ. Employed Pop 16+ by Occupation	**179,976**	
Architect/Engineer	4,059	2.25%
Arts/Entertainment/Sports	3,721	2.07%
Building Grounds Maintenance	6,100	3.39%
Business/Financial Operations	9,565	5.32%
Community/Social Services	3,070	1.71%
Computer/Mathematical	3,384	1.88%
Construction/Extraction	10,017	5.57%
Education/Training/Library	11,888	6.61%
Farming/Fishing/Forestry	285	0.16%
Food Prep/Serving	11,311	6.29%
Health Practitioner/Technician	10,788	5.99%
Healthcare Support	6,440	3.58%
Maintenance Repair	5,930	3.29%
Legal	1,266	0.70%
Life/Physical/Social Science	1,114	0.62%
Management	18,170	10.10%
Office/Admin. Support	19,387	10.77%
Production	7,960	4.42%
Protective Services	6,132	3.41%
Sales/Related	21,232	11.80%
Personal Care/Service	6,616	3.68%
Transportation/Moving	11,541	6.41%
2023 Est. Pop 16+ by Occupation Classification	**179,976**	
White Collar	107,644	59.81%
Blue Collar	35,448	19.70%
Service and Farm	36,884	20.49%
2023 Est. Workers Age 16+ by Transp. to Work	**177,279**	
Drove Alone	140,818	79.43%
Car Pooled	17,774	10.03%
Public Transportation	784	0.44%
Walked	1,449	0.82%
Bicycle	188	0.11%
Other Means	3,156	1.78%
Worked at Home	13,109	7.39%

Primary Retail Trade Area • Demographic Profile
Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	29,840	
15 - 29 Minutes	46,184	
30 - 44 Minutes	27,252	
45 - 59 Minutes	15,298	
60 or more Minutes	45,388	
2023 Est. Avg Travel Time to Work in Minutes		41
2023 Est. Occupied Housing Units by Tenure	121,892	
Owner Occupied	84,713	69.50%
Renter Occupied	37,178	30.50%
2023 Owner Occ. HUs: Avg. Length of Residence		11.57†
2023 Renter Occ. HUs: Avg. Length of Residence		5.59†
2023 Est. Owner-Occupied Housing Units by Value	**121,892**	
Value Less than $20,000	301	0.36%
Value $20,000 - $39,999	278	0.33%
Value $40,000 - $59,999	270	0.32%
Value $60,000 - $79,999	130	0.15%
Value $80,000 - $99,999	170	0.20%
Value $100,000 - $149,999	514	0.61%
Value $150,000 - $199,999	341	0.40%
Value $200,000 - $299,999	2,314	2.73%
Value $300,000 - $399,999	8,058	9.51%
Value $400,000 - $499,999	17,791	21.00%
Value $500,000 - $749,999	40,267	47.53%
Value $750,000 - $999,999	10,996	12.98%
Value $1,000,000 or $1,499,999	1,980	2.34%
Value $1,500,000 or $1,999,999	654	0.77%
Value $2,000,000+	649	0.77%
2023 Est. Median All Owner-Occupied Housing Value		$566,568
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	99,098	78.42%
1 Unit Attached	3,777	2.99%
2 Units	515	0.41%
3 or 4 Units	2,891	2.29%
5 to 19 Units	8,784	6.95%
20 to 49 Units	2,282	1.81%
50 or More Units	3,764	2.98%
Mobile Home or Trailer	5,159	4.08%
Boat, RV, Van, etc.	99	0.08%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	11,878	9.40%
Housing Units Built 2010 to 2014	6,135	4.86%
Housing Units Built 2000 to 2009	47,786	37.82%
Housing Units Built 1990 to 1999	25,312	20.03%
Housing Units Built 1980 to 1989	23,540	18.63%
Housing Units Built 1970 to 1979	6,638	5.25%
Housing Units Built 1960 to 1969	2,277	1.80%
Housing Units Built 1950 to 1959	1,236	0.98%
Housing Units Built 1940 to 1949	746	0.59%
Housing Unit Built 1939 or Earlier	818	0.65%
2023 Est. Median Year Structure Built		2001

† Years

TheRetailCoach

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.

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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