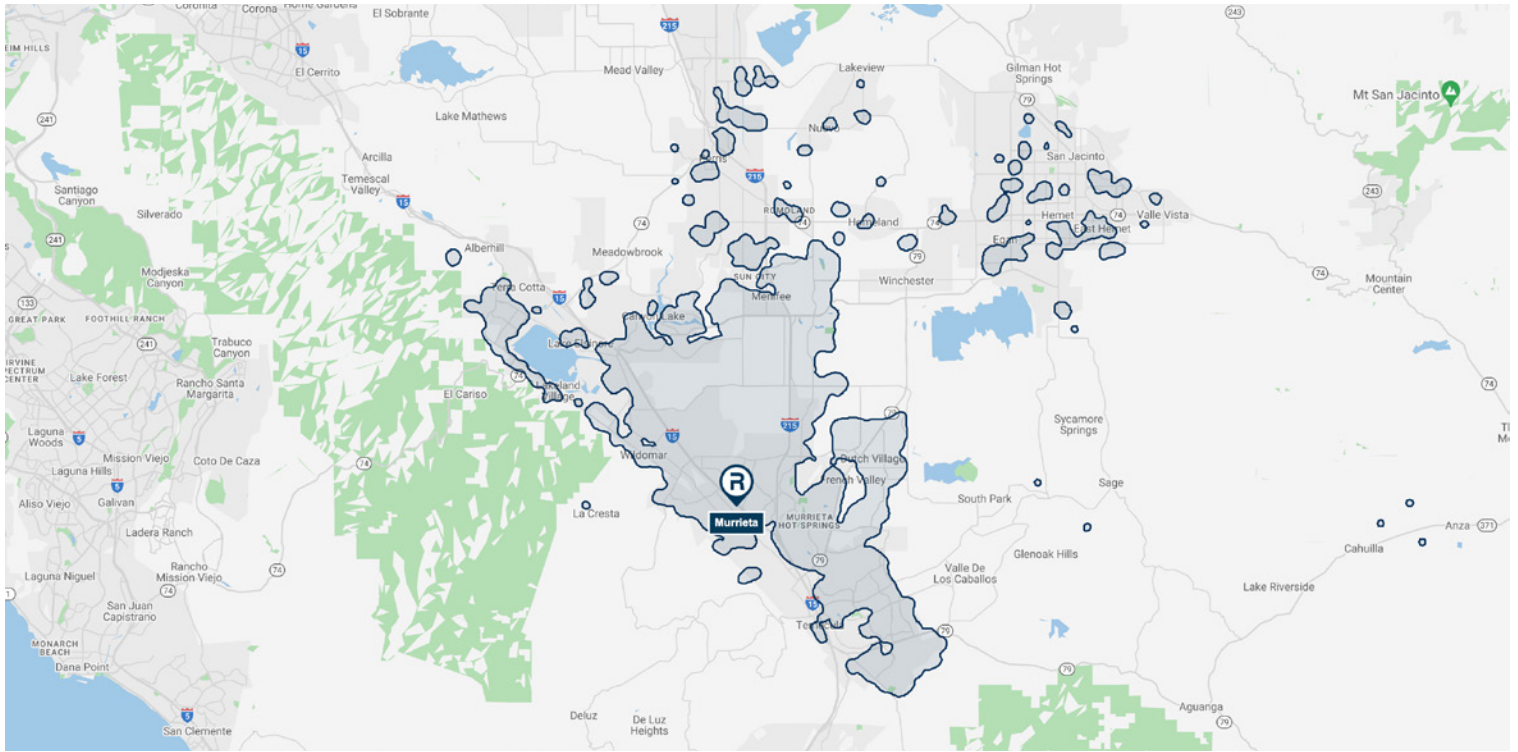# Secondary Retail Trade Area Demographic Profile

MURRIETA, CALIFORNIA

Prepared for The City of Murrieta, CA
June 2023

Secondary Retail Trade Area • Demographic Snapshot
Murrieta, California

Population

2020	612,838
2023	634,508
2028	665,368

Educational Attainment (%)

Graduate or Professional Degree	8.22%
Bachelors Degree	16.82%
Associate Degree	9.43%
Some College	27.89%
High School Graduate (GED)	25.29%
Some High School, No Degree	6.32%
Less than 9th Grade	6.02%

Income

Average HH	$120,999
Median HH	$95,379
Per Capita	$37,419

Age

0 - 9 Years	13.25%
10 - 17 Years	12.11%
18 - 24 Years	9.59%
25 - 34 Years	13.94%
35 - 44 Years	13.25%
45 - 54 Years	12.59%
55 - 64 Years	11.49%
65 and Older	13.78%
Median Age	35.82
Average Age	37.40

Race Distribution (%)

White	45.19%
Black/African American	6.69%
American Indian/Alaskan	1.70%
Asian	8.65%
Native Hawaiian/Islander	0.50%
Other Race	19.93%
Two or More Races	17.34%
Hispanic	43.03%

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Secondary Retail Trade Area • Demographic Profile
Murrieta, California

DESCRIPTION	DATA	%
Population		
2028 Projection	665,368	
2023 Estimate	634,508	
2020 Census	612,838	
2010 Census	500,337	
Growth 2023 - 2028		4.86%
Growth 2020 - 2023		3.54%
Growth 2010 - 2020		22.48%
2022 Daytime Population	**487,154**	
Workers	145,870	
Residents	341,284	
2023 Est. Population by Single-Classification Race	**634,508**	
White Alone	286,741	45.19%
Black or African American Alone	42,437	6.69%
Amer. Indian and Alaska Native Alone	10,770	1.70%
Asian Alone	54,903	8.65%
Native Hawaiian and Other Pacific Island Alone	3,164	0.50%
Some Other Race Alone	126,436	19.93%
Two or More Races	110,058	17.34%
2023 Est. Population by Hispanic or Latino Origin	**634,508**	
Not Hispanic or Latino	361,446	56.97%
Hispanic or Latino	273,062	43.03%
Mexican	229,278	83.97%
Puerto Rican	6,631	2.43%
Cuban	3,495	1.28%
All Other Hispanic or Latino	33,658	12.33%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**273,062**	
White Alone	55,346	20.27%
Black or African American Alone	2,961	1.08%
American Indian and Alaska Native Alone	7,077	2.59%
Asian Alone	2,287	0.84%
Native Hawaiian and Other Pacific Islander Alone	473	0.17%
Some Other Race Alone	122,290	44.78%
Two or More Races	82,628	30.26%
2023 Est. Pop by Race, Asian Alone, by Category	**54,903**	
Chinese, except Taiwanese	4,657	8.48%
Filipino	28,702	52.28%
Japanese	1,873	3.41%
Asian Indian	2,188	3.98%
Korean	2,738	4.99%
Vietnamese	6,137	11.18%
Cambodian	1,152	2.10%
Hmong	133	0.24%
Laotian	1,094	1.99%
Thai	697	1.27%
All Other Asian Races Including 2+ Category	5,532	10.08%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**634,508**	
Arab	469	0.07%
Czech	1,887	0.30%
Danish	1,696	0.27%
Dutch	5,552	0.88%
English	36,589	5.77%
French (except Basque)	8,778	1.38%
French Canadian	2,190	0.35%
German	50,199	7.91%
Greek	1,656	0.26%
Hungarian	1,306	0.21%
Irish	38,391	6.05%
Italian	23,820	3.75%
Lithuanian	406	0.06%
United States or American	16,614	2.62%
Norwegian	5,754	0.91%
Polish	5,953	0.94%
Portuguese	2,635	0.42%
Russian	2,672	0.42%
Scottish	8,341	1.31%
Scotch-Irish	3,673	0.58%
Slovak	326	0.05%
Subsaharan African	2,406	0.38%
Swedish	5,279	0.83%
Swiss	1,039	0.16%
Ukrainian	602	0.10%
Welsh	2,610	0.41%
West Indian (except Hisp. groups)	2,147	0.34%
Other ancestries	305,123	48.09%
Ancestry Unclassified	96,397	15.19%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	407,511	68.59%
Speak Asian/Pacific Island Language at Home	29,397	4.95%
Speak IndoEuropean Language at Home	9,986	1.68%
Speak Spanish at Home	143,896	24.22%
Speak Other Language at Home	3,298	0.56%

Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	**634,508**	
Age 0 - 4	40,420	6.37%
Age 5 - 9	43,638	6.88%
Age 10 - 14	47,815	7.54%
Age 15 - 17	28,997	4.57%
Age 18 - 20	26,225	4.13%
Age 21 - 24	34,655	5.46%
Age 25 - 34	88,454	13.94%
Age 35 - 44	84,083	13.25%
Age 45 - 54	79,909	12.59%
Age 55 - 64	72,873	11.49%
Age 65 - 74	50,804	8.01%
Age 75 - 84	26,805	4.22%
Age 85 and over	9,830	1.55%
Age 16 and over	493,122	77.72%
Age 18 and over	473,639	74.65%
Age 21 and over	447,414	70.51%
Age 65 and over	87,439	13.78%
2023 Est. Median Age		35.82
2023 Est. Average Age		37.40
2023 Est. Population by Sex	**634,508**	
Male	312,540	49.26%
Female	321,968	50.74%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**312,540**	
Age 0 - 4	20,675	6.62%
Age 5 - 9	22,459	7.19%
Age 10 - 14	24,325	7.78%
Age 15 - 17	14,613	4.68%
Age 18 - 20	13,344	4.27%
Age 21 - 24	17,484	5.59%
Age 25 - 34	44,922	14.37%
Age 35 - 44	41,239	13.20%
Age 45 - 54	38,703	12.38%
Age 55 - 64	35,637	11.40%
Age 65 - 74	23,741	7.60%
Age 75 - 84	11,455	3.66%
Age 85 and over	3,942	1.26%
2023 Est. Median Age, Male		34.65
2023 Est. Average Age, Male		36.64
2023 Est. Female Population by Age	**321,968**	
Age 0 - 4	19,745	6.13%
Age 5 - 9	21,179	6.58%
Age 10 - 14	23,489	7.29%
Age 15 - 17	14,384	4.47%
Age 18 - 20	12,881	4.00%
Age 21 - 24	17,171	5.33%
Age 25 - 34	43,532	13.52%
Age 35 - 44	42,844	13.31%
Age 45 - 54	41,206	12.80%
Age 55 - 64	37,236	11.57%
Age 65 - 74	27,063	8.41%
Age 75 - 84	15,350	4.77%
Age 85 and over	5,888	1.83%
2023 Est. Median Age, Female		36.99
2023 Est. Average Age, Female		38.14

Secondary Retail Trade Area • Demographic Profile
Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	160,283	31.89%
Males, Never Married	85,701	17.05%
Females, Never Married	74,582	14.84%
Married, Spouse present	244,395	48.62%
Married, Spouse absent	26,305	5.23%
Widowed	22,487	4.47%
Males Widowed	4,566	0.91%
Females Widowed	17,921	3.56%
Divorced	49,167	9.78%
Males Divorced	19,625	3.90%
Females Divorced	29,542	5.88%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	24,854	6.02%
Some High School, no diploma	26,095	6.32%
High School Graduate (or GED)	104,400	25.29%
Some College, no degree	115,108	27.89%
Associate Degree	38,938	9.43%
Bachelor's Degree	69,437	16.82%
Master's Degree	26,175	6.34%
Professional School Degree	4,865	1.18%
Doctorate Degree	2,887	0.70%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	36,417	24.25%
High School Graduate	43,910	29.24%
Some College or Associate's Degree	48,197	32.09%
Bachelor's Degree or Higher	21,654	14.42%
Households		
2028 Projection	204,593	
2023 Estimate	195,610	
2020 Census	189,593	
2010 Census	155,921	
Growth 2023 - 2028		4.59%
Growth 2020 - 2023		3.17%
Growth 2010 - 2020		21.60%
2023 Est. Households by Household Type	195,610	
Family Households	155,216	79.35%
Nonfamily Households	40,394	20.65%
2023 Est. Group Quarters Population	1,980	
2023 Households by Ethnicity, Hispanic/Latino	63,247	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	195,610	
Income < $15,000	10,282	5.26%
Income $15,000 - $24,999	9,466	4.84%
Income $25,000 - $34,999	10,189	5.21%
Income $35,000 - $49,999	15,628	7.99%
Income $50,000 - $74,999	29,613	15.14%
Income $75,000 - $99,999	27,468	14.04%
Income $100,000 - $124,999	23,919	12.23%
Income $125,000 - $149,999	19,386	9.91%
Income $150,000 - $199,999	22,233	11.37%
Income $200,000 - $249,999	12,528	6.41%
Income $250,000 - $499,999	10,407	5.32%
Income $500,000+	4,491	2.30%
2023 Est. Average Household Income		$120,999
2023 Est. Median Household Income		$95,379
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$97,516
Black or African American Alone		$93,631
American Indian and Alaska Native Alone		$86,860
Asian Alone		$106,252
Native Hawaiian and Other Pacific Islander Alone		$119,991
Some Other Race Alone		$78,242
Two or More Races		$107,648
Hispanic or Latino		$85,374
Not Hispanic or Latino		$100,864
2023 Est. Family HH Type by Presence of Own Child.	155,216	
Married-Couple Family, own children	65,354	42.10%
Married-Couple Family, no own children	54,340	35.01%
Male Householder, own children	6,278	4.04%
Male Householder, no own children	5,021	3.23%
Female Householder, own children	14,169	9.13%
Female Householder, no own children	10,053	6.48%
2023 Est. Households by Household Size	195,610	
1-person	31,039	15.87%
2-person	54,828	28.03%
3-person	33,684	17.22%
4-person	36,837	18.83%
5-person	22,612	11.56%
6-person	9,277	4.74%
7-or-more-person	7,333	3.75%
2023 Est. Average Household Size		3.24

Secondary Retail Trade Area • Demographic Profile
Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**195,610**	
Households with 1 or More People under Age 18:	95,184	48.66%
Married-Couple Family	69,956	73.50%
Other Family, Male Householder	7,527	7.91%
Other Family, Female Householder	16,897	17.75%
Nonfamily, Male Householder	571	0.60%
Nonfamily, Female Householder	232	0.24%
Households with No People under Age 18:	**100,426**	
Married-Couple Family	49,745	49.53%
Other Family, Male Householder	3,778	3.76%
Other Family, Female Householder	7,307	7.28%
Nonfamily, Male Householder	18,206	18.13%
Nonfamily, Female Householder	21,391	21.30%
2023 Est. Households by Number of Vehicles	**195,610**	
No Vehicles	5,956	3.04%
1 Vehicle	43,397	22.19%
2 Vehicles	76,985	39.36%
3 Vehicles	43,616	22.30%
4 Vehicles	16,887	8.63%
5 or more Vehicles	8,768	4.48%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	162,419	
2023 Estimate	155,216	
2010 Census	122,918	
Growth 2023 - 2028		4.64%
Growth 2010 - 2023		26.28%
2023 Est. Families by Poverty Status	**155,216**	
2023 Families at or Above Poverty	144,479	93.08%
2023 Families at or Above Poverty with Children	76,561	49.33%
2023 Families Below Poverty	10,737	6.92%
2023 Families Below Poverty with Children	8,028	5.17%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	284,399	57.67%
Civilian Labor Force, Unemployed	17,847	3.62%
Armed Forces	3,765	0.76%
Not in Labor Force	187,112	37.94%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**285,110**	
For-Profit Private Workers	197,719	69.35%
Non-Profit Private Workers	12,657	4.44%
Local Government Workers	8,501	2.98%
State Government Workers	10,460	3.67%
Federal Government Workers	26,849	9.42%
Self-Employed Workers	28,227	9.90%
Unpaid Family Workers	696	0.24%
2023 Est. Civ. Employed Pop 16+ by Occupation	**285,110**	
Architect/Engineer	5,468	1.92%
Arts/Entertainment/Sports	5,268	1.85%
Building Grounds Maintenance	9,993	3.50%
Business/Financial Operations	13,808	4.84%
Community/Social Services	5,082	1.78%
Computer/Mathematical	5,202	1.82%
Construction/Extraction	18,370	6.44%
Education/Training/Library	17,854	6.26%
Farming/Fishing/Forestry	913	0.32%
Food Prep/Serving	17,781	6.24%
Health Practitioner/Technician	16,510	5.79%
Healthcare Support	10,472	3.67%
Maintenance Repair	9,225	3.24%
Legal	1,774	0.62%
Life/Physical/Social Science	1,753	0.62%
Management	27,245	9.56%
Office/Admin. Support	30,891	10.84%
Production	13,313	4.67%
Protective Services	9,666	3.39%
Sales/Related	32,746	11.49%
Personal Care/Service	9,854	3.46%
Transportation/Moving	21,920	7.69%
2023 Est. Pop 16+ by Occupation Classification	**285,110**	
White Collar	163,602	57.38%
Blue Collar	62,828	22.04%
Service and Farm	58,680	20.58%
2023 Est. Workers Age 16+ by Transp. to Work	**280,751**	
Drove Alone	222,388	79.21%
Car Pooled	29,738	10.59%
Public Transportation	1,329	0.47%
Walked	2,351	0.84%
Bicycle	338	0.12%
Other Means	5,124	1.82%
Worked at Home	19,482	6.94%

Secondary Retail Trade Area • Demographic Profile

Murrieta, California

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	46,561	
15 - 29 Minutes	69,532	
30 - 44 Minutes	48,539	
45 - 59 Minutes	26,327	
60 or more Minutes	69,817	
2023 Est. Avg Travel Time to Work in Minutes		41
2023 Est. Occupied Housing Units by Tenure	195,610	
Owner Occupied	136,313	69.69%
Renter Occupied	59,297	30.31%
2023 Owner Occ. HUs: Avg. Length of Residence		11.78†
2023 Renter Occ. HUs: Avg. Length of Residence		5.75†
2023 Est. Owner-Occupied Housing Units by Value	**195,610**	
Value Less than $20,000	1,010	0.74%
Value $20,000 - $39,999	1,131	0.83%
Value $40,000 - $59,999	908	0.67%
Value $60,000 - $79,999	467	0.34%
Value $80,000 - $99,999	570	0.42%
Value $100,000 - $149,999	1,536	1.13%
Value $150,000 - $199,999	1,300	0.95%
Value $200,000 - $299,999	7,118	5.22%
Value $300,000 - $399,999	15,979	11.72%
Value $400,000 - $499,999	29,040	21.30%
Value $500,000 - $749,999	55,387	40.63%
Value $750,000 - $999,999	16,342	11.99%
Value $1,000,000 or $1,499,999	3,348	2.46%
Value $1,500,000 or $1,999,999	1,045	0.77%
Value $2,000,000+	1,132	0.83%
2023 Est. Median All Owner-Occupied Housing Value		$533,314
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	158,891	78.04%
1 Unit Attached	5,812	2.85%
2 Units	944	0.46%
3 or 4 Units	4,760	2.34%
5 to 19 Units	13,168	6.47%
20 to 49 Units	3,012	1.48%
50 or More Units	5,011	2.46%
Mobile Home or Trailer	11,802	5.80%
Boat, RV, Van, etc.	189	0.09%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	18,103	8.89%
Housing Units Built 2010 to 2014	9,654	4.74%
Housing Units Built 2000 to 2009	69,943	34.35%
Housing Units Built 1990 to 1999	37,650	18.49%
Housing Units Built 1980 to 1989	37,962	18.65%
Housing Units Built 1970 to 1979	17,022	8.36%
Housing Units Built 1960 to 1969	7,030	3.45%
Housing Units Built 1950 to 1959	3,238	1.59%
Housing Units Built 1940 to 1949	1,477	0.73%
Housing Unit Built 1939 or Earlier	1,511	0.74%
2023 Est. Median Year Structure Built		1999

† Years

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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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