



# Retail MarketPlace Profile

Murrieta city, CA (0650076)  
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 Geography: Place

## Summary Demographics

2021 Population	113,790
2021 Households	35,843
2021 Median Disposable Income	\$75,054
2021 Per Capita Income	\$36,792

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,660,577,689	\$1,068,068,157	\$592,509,532	21.7	567
Total Retail Trade	44-45	\$1,494,958,738	\$944,167,812	\$550,790,926	22.6	393
Total Food & Drink	722	\$165,618,951	\$123,900,345	\$41,718,606	14.4	174
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$314,230,846	\$66,667,466	\$247,563,380	65.0	35
Automobile Dealers	4411	\$248,790,038	\$25,234,518	\$223,555,520	81.6	6
Other Motor Vehicle Dealers	4412	\$38,743,782	\$22,681,078	\$16,062,704	26.2	10
Auto Parts, Accessories & Tire Stores	4413	\$26,697,026	\$18,751,870	\$7,945,156	17.5	19
Furniture & Home Furnishings Stores	442	\$57,802,192	\$42,319,447	\$15,482,745	15.5	34
Furniture Stores	4421	\$29,851,243	\$23,382,411	\$6,468,832	12.2	20
Home Furnishings Stores	4422	\$27,950,949	\$18,937,036	\$9,013,913	19.2	14
Electronics & Appliance Stores	443	\$56,111,853	\$37,891,625	\$18,220,228	19.4	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$95,429,831	\$95,437,376	-\$7,545	0.0	41
Bldg Material & Supplies Dealers	4441	\$89,070,013	\$90,858,398	-\$1,788,385	-1.0	35
Lawn & Garden Equip & Supply Stores	4442	\$6,359,818	\$4,578,978	\$1,780,840	16.3	6
Food & Beverage Stores	445	\$236,269,834	\$163,973,215	\$72,296,619	18.1	41
Grocery Stores	4451	\$201,890,250	\$151,689,034	\$50,201,216	14.2	25
Specialty Food Stores	4452	\$16,696,749	\$3,772,854	\$12,923,895	63.1	11
Beer, Wine & Liquor Stores	4453	\$17,682,835	\$8,511,327	\$9,171,508	35.0	5
Health & Personal Care Stores	446,4461	\$101,215,771	\$44,291,977	\$56,923,794	39.1	34
Gasoline Stations	447,4471	\$130,036,176	\$111,664,121	\$18,372,055	7.6	20
Clothing & Clothing Accessories Stores	448	\$108,263,997	\$29,256,269	\$79,007,728	57.5	41
Clothing Stores	4481	\$76,888,563	\$22,309,688	\$54,578,875	55.0	33
Shoe Stores	4482	\$13,611,743	\$2,669,346	\$10,942,397	67.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$17,763,691	\$4,277,235	\$13,486,456	61.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$48,134,726	\$40,565,605	\$7,569,121	8.5	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$41,711,384	\$31,862,738	\$9,848,646	13.4	24
Book, Periodical & Music Stores	4512	\$6,423,342	\$8,702,867	-\$2,279,525	-15.1	6
General Merchandise Stores	452	\$248,379,821	\$265,181,807	-\$16,801,986	-3.3	17
Department Stores Excluding Leased Depts.	4521	\$149,644,819	\$160,029,989	-\$10,385,170	-3.4	6
Other General Merchandise Stores	4529	\$98,735,002	\$105,151,818	-\$6,416,816	-3.1	11
Miscellaneous Store Retailers	453	\$55,559,357	\$44,271,951	\$11,287,406	11.3	71
Florists	4531	\$2,765,866	\$1,260,728	\$1,505,138	37.4	10
Office Supplies, Stationery & Gift Stores	4532	\$12,954,911	\$15,174,368	-\$2,219,457	-7.9	17
Used Merchandise Stores	4533	\$5,996,777	\$8,173,300	-\$2,176,523	-15.4	10
Other Miscellaneous Store Retailers	4539	\$33,841,803	\$19,663,555	\$14,178,248	26.5	34
Nonstore Retailers	454	\$43,524,334	\$2,646,953	\$40,877,381	88.5	11
Electronic Shopping & Mail-Order Houses	4541	\$38,351,984	\$744,609	\$37,607,375	96.2	5
Vending Machine Operators	4542	\$655,898	\$205,471	\$450,427	52.3	2
Direct Selling Establishments	4543	\$4,516,452	\$1,696,873	\$2,819,579	45.4	4
Food Services & Drinking Places	722	\$165,618,951	\$123,900,345	\$41,718,606	14.4	174
Special Food Services	7223	\$3,450,301	\$194,627	\$3,255,674	89.3	2
Drinking Places - Alcoholic Beverages	7224	\$3,518,927	\$1,136,437	\$2,382,490	51.2	3
Restaurants/Other Eating Places	7225	\$158,649,723	\$122,569,281	\$36,080,442	12.8	169

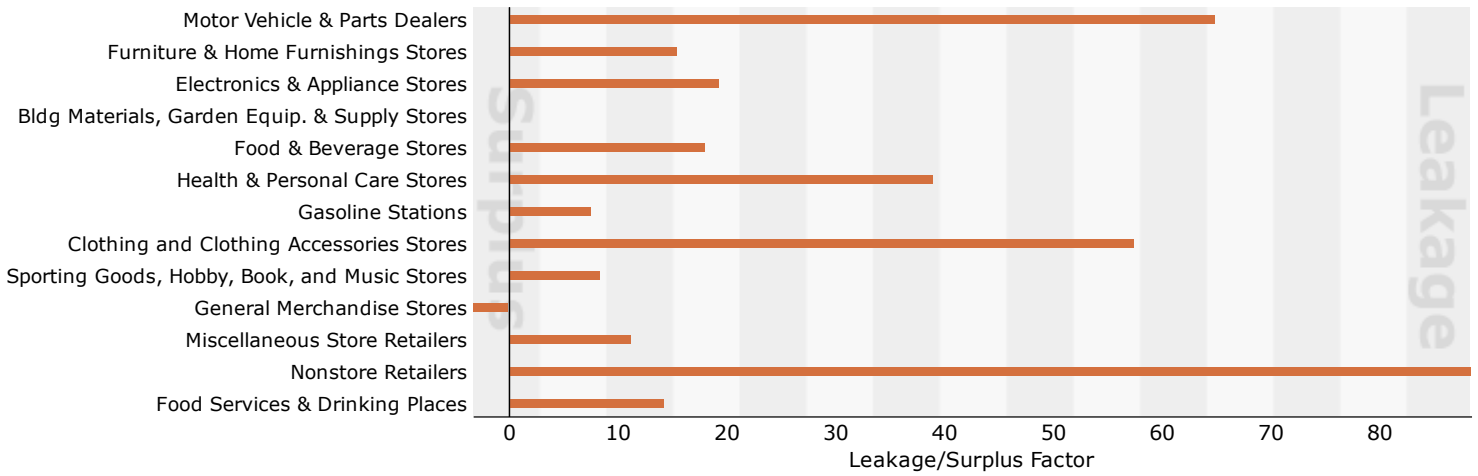
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

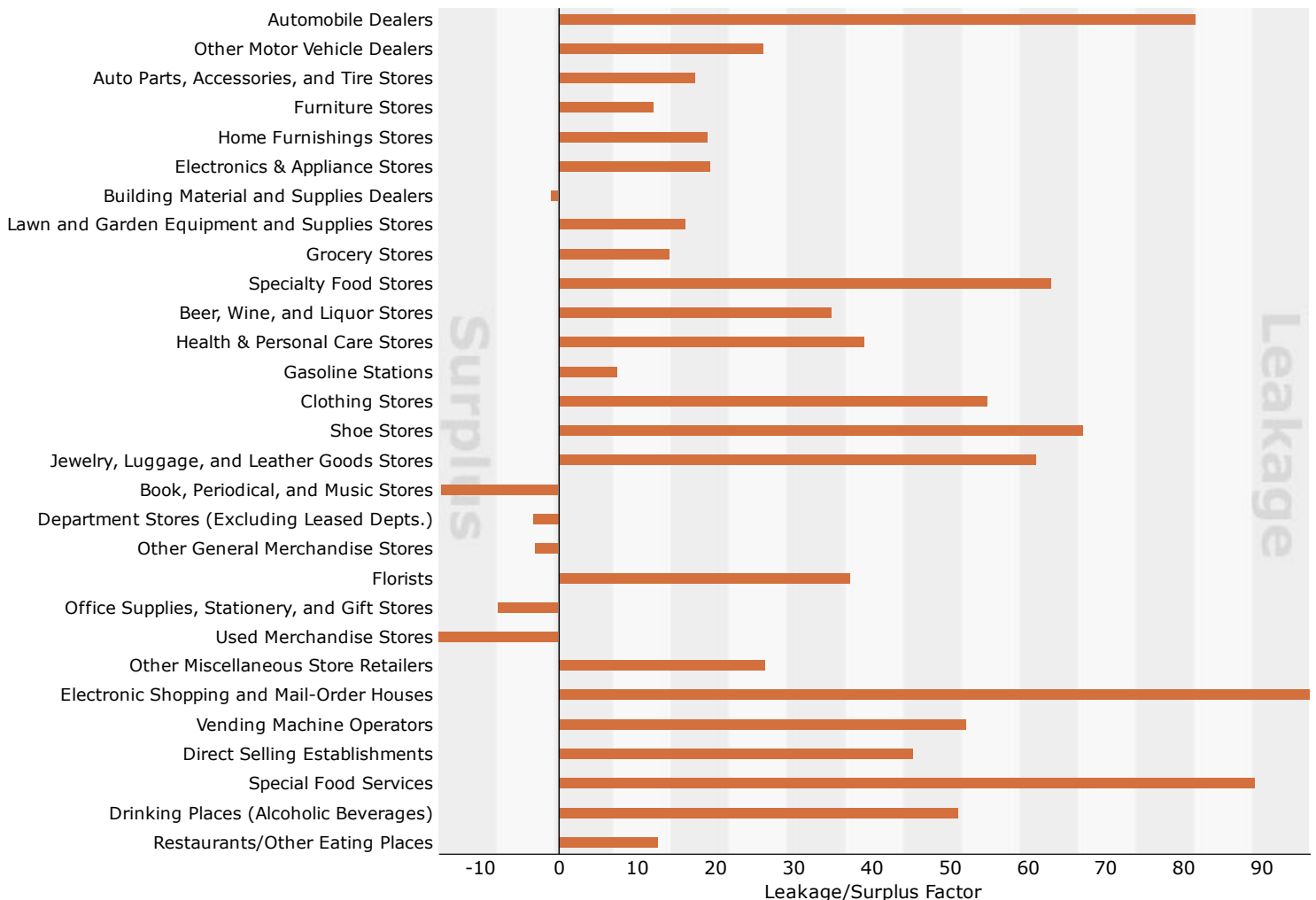
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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