



Community Profile

Murrieta city, CA (0650076)
 Murrieta city
 Geography: Place

Prepared by Esri

	Murrieta city...
Population Summary	
2010 Total Population	102,856
2020 Total Population	110,949
2020 Group Quarters	605
2023 Total Population	111,522
2023 Group Quarters	605
2028 Total Population	114,317
2023-2028 Annual Rate	0.50%
2023 Total Daytime Population	100,253
Workers	40,562
Residents	59,691
Household Summary	
2010 Households	32,624
2010 Average Household Size	3.14
2020 Total Households	35,553
2020 Average Household Size	3.10
2023 Households	35,917
2023 Average Household Size	3.09
2028 Households	36,880
2028 Average Household Size	3.08
2023-2028 Annual Rate	0.53%
2010 Families	25,931
2010 Average Family Size	3.51
2023 Families	28,232
2023 Average Family Size	3.48
2028 Families	28,944
2028 Average Family Size	3.48
2023-2028 Annual Rate	0.50%
Housing Unit Summary	
2000 Housing Units	17,808
Owner Occupied Housing Units	74.4%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	4.7%
2010 Housing Units	35,141
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	7.2%
2020 Housing Units	36,809
Vacant Housing Units	3.4%
2023 Housing Units	37,161
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	3.3%
2028 Housing Units	38,074
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	3.1%
Median Household Income	
2023	\$103,081
2028	\$112,748
Median Home Value	
2023	\$566,344
2028	\$579,007
Per Capita Income	
2023	\$43,670
2028	\$49,968
Median Age	
2010	33.5
2023	35.4
2028	35.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income

Household Income Base	35,917
<\$15,000	4.0%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	7.2%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	12.0%
\$200,000+	16.2%
Average Household Income	\$135,561

2028 Households by Income

Household Income Base	36,880
<\$15,000	3.6%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	5.6%
\$50,000 - \$74,999	13.6%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	25.3%
\$150,000 - \$199,999	14.2%
\$200,000+	19.5%
Average Household Income	\$154,853

2023 Owner Occupied Housing Units by Value

Total	24,386
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	27.9%
\$500,000 - \$749,999	50.6%
\$750,000 - \$999,999	9.1%
\$1,000,000 - \$1,499,999	2.4%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.9%
Average Home Value	\$606,767

2028 Owner Occupied Housing Units by Value

Total	24,889
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	26.5%
\$500,000 - \$749,999	50.3%
\$750,000 - \$999,999	10.9%
\$1,000,000 - \$1,499,999	2.8%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	1.2%
Average Home Value	\$627,358

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age	
Total	102,860
0 - 4	7.0%
5 - 9	8.0%
10 - 14	9.2%
15 - 24	15.6%
25 - 34	11.9%
35 - 44	15.2%
45 - 54	14.7%
55 - 64	8.1%
65 - 74	5.2%
75 - 84	3.7%
85 +	1.2%
18 +	69.7%
2023 Population by Age	
Total	111,522
0 - 4	6.4%
5 - 9	7.0%
10 - 14	7.3%
15 - 24	13.0%
25 - 34	15.7%
35 - 44	13.5%
45 - 54	12.6%
55 - 64	11.0%
65 - 74	7.6%
75 - 84	4.4%
85 +	1.6%
18 +	75.0%
2028 Population by Age	
Total	114,317
0 - 4	6.8%
5 - 9	6.9%
10 - 14	7.1%
15 - 24	11.1%
25 - 34	16.7%
35 - 44	15.7%
45 - 54	10.9%
55 - 64	10.0%
65 - 74	8.2%
75 - 84	4.9%
85 +	1.7%
18 +	75.4%
2010 Population by Sex	
Males	50,144
Females	52,712
2023 Population by Sex	
Males	54,435
Females	57,087
2028 Population by Sex	
Males	55,476
Females	58,841

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity	
Total	102,857
White Alone	69.8%
Black Alone	5.4%
American Indian Alone	0.7%
Asian Alone	9.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	8.4%
Two or More Races	6.1%
Hispanic Origin	26.0%
Diversity Index	68.6

2020 Population by Race/Ethnicity	
Total	110,949
White Alone	53.3%
Black Alone	6.0%
American Indian Alone	1.1%
Asian Alone	10.4%
Pacific Islander Alone	0.5%
Some Other Race Alone	11.4%
Two or More Races	17.3%
Hispanic Origin	30.6%
Diversity Index	80.3

2023 Population by Race/Ethnicity	
Total	111,522
White Alone	51.2%
Black Alone	6.1%
American Indian Alone	1.1%
Asian Alone	10.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	12.1%
Two or More Races	18.1%
Hispanic Origin	32.4%
Diversity Index	81.7

2028 Population by Race/Ethnicity	
Total	114,317
White Alone	47.3%
Black Alone	6.4%
American Indian Alone	1.2%
Asian Alone	11.8%
Pacific Islander Alone	0.5%
Some Other Race Alone	13.5%
Two or More Races	19.4%
Hispanic Origin	34.5%
Diversity Index	83.7

2010 Population by Relationship and Household Type	
Total	102,857
In Households	99.6%
In Family Households	91.1%
Householder	25.2%
Spouse	19.9%
Child	38.1%
Other relative	5.2%
Nonrelative	2.7%
In Nonfamily Households	8.5%
In Group Quarters	0.4%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Population 25+ by Educational Attainment

Total	73,951
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	21.2%
GED/Alternative Credential	2.5%
Some College, No Degree	26.1%
Associate Degree	10.4%
Bachelor's Degree	22.6%
Graduate/Professional Degree	10.5%

2023 Population 15+ by Marital Status

Total	88,402
Never Married	30.3%
Married	55.8%
Widowed	4.6%
Divorced	9.4%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	54,931
Population 16+ Employed	94.6%
Population 16+ Unemployment rate	5.4%
Population 16-24 Employed	13.1%
Population 16-24 Unemployment rate	10.6%
Population 25-54 Employed	68.1%
Population 25-54 Unemployment rate	4.8%
Population 55-64 Employed	14.0%
Population 55-64 Unemployment rate	4.0%
Population 65+ Employed	4.8%
Population 65+ Unemployment rate	3.0%

2023 Employed Population 16+ by Industry

Total	51,961
Agriculture/Mining	0.4%
Construction	6.9%
Manufacturing	8.4%
Wholesale Trade	1.8%
Retail Trade	12.3%
Transportation/Utilities	4.7%
Information	2.1%
Finance/Insurance/Real Estate	6.2%
Services	50.2%
Public Administration	7.0%

2023 Employed Population 16+ by Occupation

Total	51,961
White Collar	64.2%
Management/Business/Financial	17.3%
Professional	26.4%
Sales	10.9%
Administrative Support	9.6%
Services	19.3%
Blue Collar	16.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	3.5%
Production	3.8%
Transportation/Material Moving	5.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 31, 2023



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2010 Households by Type		
Total		32,623
Households with 1 Person		15.9%
Households with 2+ People		84.1%
Family Households		79.5%
Husband-wife Families		63.0%
With Related Children		36.4%
Other Family (No Spouse Present)		16.5%
Other Family with Male Householder		5.0%
With Related Children		3.3%
Other Family with Female Householder		11.5%
With Related Children		8.1%
Nonfamily Households		4.6%
All Households with Children		48.2%
Multigenerational Households		6.6%
Unmarried Partner Households		5.6%
Male-female		5.0%
Same-sex		0.6%
2010 Households by Size		
Total		32,622
1 Person Household		15.9%
2 Person Household		27.2%
3 Person Household		17.4%
4 Person Household		19.9%
5 Person Household		11.3%
6 Person Household		5.0%
7 + Person Household		3.3%
2010 Households by Tenure and Mortgage Status		
Total		32,623
Owner Occupied		70.8%
Owned with a Mortgage/Loan		61.6%
Owned Free and Clear		9.2%
Renter Occupied		29.2%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index		72
Percent of Income for Mortgage		33.0%
Wealth Index		131
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		35,141
Housing Units Inside Urbanized Area		98.8%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		1.2%
2010 Population By Urban/ Rural Status		
Total Population		102,856
Population Inside Urbanized Area		98.9%
Population Inside Urbanized Cluster		0.0%
Rural Population		1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Up and Coming Families (7A)
3. Workday Drive (4A)

2023 Consumer Spending

Apparel & Services: Total \$	\$98,349,703
Average Spent	\$2,738.25
Spending Potential Index	125
Education: Total \$	\$79,897,517
Average Spent	\$2,224.50
Spending Potential Index	124
Entertainment/Recreation: Total \$	\$170,811,043
Average Spent	\$4,755.72
Spending Potential Index	126
Food at Home: Total \$	\$294,718,653
Average Spent	\$8,205.55
Spending Potential Index	121
Food Away from Home: Total \$	\$170,365,477
Average Spent	\$4,743.31
Spending Potential Index	127
Health Care: Total \$	\$322,790,769
Average Spent	\$8,987.13
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$135,200,594
Average Spent	\$3,764.25
Spending Potential Index	127
Personal Care Products & Services: Total \$	\$43,972,721
Average Spent	\$1,224.29
Spending Potential Index	128
Shelter: Total \$	\$1,118,965,892
Average Spent	\$31,154.21
Spending Potential Index	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$148,002,985
Average Spent	\$4,120.69
Spending Potential Index	132
Travel: Total \$	\$105,883,088
Average Spent	\$2,947.99
Spending Potential Index	131
Vehicle Maintenance & Repairs: Total \$	\$58,473,283
Average Spent	\$1,628.01
Spending Potential Index	124

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 31, 2023