

**POPULATION PROFILE FOR  
CITIES OF TEMECULA and MURRIETA**

Source: <http://www.cityoftemecula.org/cityhall/EconomicDev/demographics.htm>

**Historical Population for Cities of Temecula & Murrieta**

**City of Temecula**

2004	77,460 (as of January 2004)
2003	75,014
2002	72,715
2001	67,000
2000	53,791
1990	27,099

Communities of Vail Ranch and Redhawk have become part of Temecula. Two years ago, the 6,000 residents of Vail Ranch voted to become part of Temecula. In March, 2004, the 8,000 residents of Redhawk did the same (the annexation becomes official July 2005, although the residents have access to paramedic services and recreation services). Temecula merchants service a marketplace of over 485,000 people within a 20-mile radius.

**City of Murrieta**

1980	2,280
1990	20,090
1995	32,545
2000	44,282
2004	77,661

**City of Temecula Housing**

In 2000, Temecula had 19,099 housing units, including 194 mobile homes, according to the census. More than 7,600 homes, condominiums and apartments have been approved by the city in recent years and work is underway at all of those projects.

Average median price of a Temecula home in December 2003 ranged from \$320,000 to \$340,000 depending on its location

**Intermediate Growth Estimate for City of Temecula**

2004 Demographics	77,500
RedHawk	10,500
In City Growth – 2 Years	<u>5,800</u>
	93,800

## Retail Demographic Package

### **Long term growth:**

#### **New Residential Developments Planned/Underway in the City of Temecula:**

Harveston	1,921 homes
Roripaugh Ranch	2,015 homes
Wolf Creek	2,022 homes
Temecula Ridge	246 apartments
Crown Hill	1,054 homes

Source: City of Temecula

**French Valley Area – East of 79 North:** Est. 50,000 people within City's sphere of influence

**The City of Temecula's** population at buildout based on annexations is projected to be 125,000.

**The City of Murrieta's** population at buildout is projected to be 111,820.

### **Riverside County Housing Permits**

<b><u>Year</u></b>	<b><u>Single- and Multi-Family Housing Permits</u></b>
2003	30,294
2002	22,830
2001	19,014

Source: Construction Industry Research Board

### **Estimated Population for Riverside County (1/1/03 – 1/1/04)**

<b>City</b>	<b>Pop. 1/1/03</b>	<b>Pop. 1/1/04</b>	<b>Percentage Increase</b>
Riverside	276,299	277,030	0.26
Murrieta	68,238	77,661	13.81
Temecula	75,651	77,460	2.39

Source: California Department of Finance



## Retail Demographic Package

### **TEMECULA – MOST PROSPEROUS CITY IN THE INLAND EMPIRE**

“For a decade, “fast growing” and “Temecula” have been synonymous and Temecula has repeatedly ranked among the state’s fastest developing communities.”

The Press-Enterprise (March 2004)

The City of Temecula was ranked as the “most prosperous” of the 48 cities of the Inland Empire.

Economics and Politics Inc. (Oct. 2003)

Temecula was ranked second in retail market performance of cities within Riverside County over the past five years (annual compound growth rate of 19%).

2003 California Retail Survey

Sales tax receipts increased about 13 percent to \$6.63 million on sales of \$663 million in the fourth quarter ended Dec. 31, 2003, compared with \$5.86 million on sales of \$586 million in the same period a year earlier. Also, posting strong gains in the period were the 26 discount department stores located Temecula. The stores recorded an increase of slightly more than 11 percent of \$585,006 in the quarter, compared with \$525,825 a year earlier.

City of Temecula

City of Temecula received a “very low-cost city” rating in 2000.

Kosmont Cost of Doing Business Survey

City of Temecula’s job growth was two- to three-times greater than Riverside County’s rate and twice the state average in 2003.

### **Restaurants**

The City of Temecula has 218 restaurants and eateries. In the past three years, the city has added about 60 restaurants and has at least another dozen planned or under construction which will include Chipotle’s, Islands, Honolulu Harry’s, Osteria Toscana, Texas Loosey’s, Killarney’s Irish Pub & Grill, and Red Lobster.

## Retail Demographic Package

Bill Runyon, Regional Operations Director for Red Robin Restaurants reports that their Temecula restaurant is doing very well and they are happy to be in Temecula

Baily's Fine Dining Restaurant has been operating in Temecula for over ten years. They will be relocating and expanding to a two-story, 8,600-square-foot restaurant complex in Old Town Temecula. The first level will offer a casual dining restaurant and Baily's Fine Dining & Catering will relocate to the top floor. The building will include a 3,200- square-foot banquet facility. The two restaurants are expected to generate about 40 jobs.

### **Retailers**

Mike Doblado, General Manager of The Promenade in Temecula, noted, "The Promenade in Temecula is Forest City Enterprise's most profitable property of their 19 regional malls."

Craig Levra, Chairman/CEO of Sports Chalet, stated that, "Sports Chalet enjoys doing business in Temecula and think that it is a wonderful community."

Robinson's May reported that the grand opening of their Temecula store was its most successful with an estimated 15,000 shoppers and its first month sales were \$2 million higher than expected.

### **Future Development**

With the fast-paced growth in population, **Southwest Healthcare** is planning a 68-bed expansion of Inland Valley Medical Center, a 40-bed expansion and renovation of Rancho Springs Medical Center and a new 150-bed hospital facility on a 27-acre site west of Margarita Road off of Highway 79 South. The facility will have the capability of expanding up to 300 beds.

The City's investment in its infrastructure is another positive indication of its strong economy. Temecula has invested over \$60 million in roadway improvements over the past four years and approximately \$40 million is designated for roadway improvements within the next two years.

**Current Geography Selection:** 2, 4 mile  
radii: 27355 JEFFERSON AVE,  
TEMECULA, CA 92590

**2000 Census Basic Demographics**

	2 Miles:	4 Miles:
Population	15,946	66,413
Percent Female	50.00%	50.60%
Percent Male	50.00%	49.40%
Family Population	13,947	59,963
Group Quarters Population	7	732
Households	5,401	21,552
Family Households	4,005	17,289
Family Households with Children	2,684	10,840
Median Family Household Income	\$52,532	\$61,794

**Age Groups Total Population**

0 - 4	8.80%	8.10%
5 - 9	9.50%	9.90%
10 - 13	7.10%	8.00%
14 - 17	7.10%	6.90%
18 - 20	5.30%	4.30%
21 - 24	6.70%	4.20%
25 - 29	8.00%	5.60%
30 - 34	7.80%	7.20%
35 - 39	9.40%	9.70%
40 - 44	8.40%	9.10%
45 - 49	6.60%	6.70%
50 - 54	4.70%	4.80%
55 - 59	3.00%	3.30%
60 - 64	2.00%	2.80%
65 - 69	1.80%	2.70%
70 - 74	1.60%	2.70%
75 - 79	1.20%	2.10%
80 - 84	0.60%	1.10%
85+	0.40%	0.70%
 Median Age	 28.4	 32.2

**Educational Attainment**

School: Grade K - 9	5.10%	4.00%
School: 9th to 11th grade no diploma	6.50%	6.40%
School: High School Graduate	26.60%	23.70%
College: Associates Degree	7.80%	8.50%
College: Some College, No Degree	33.60%	34.60%
College: Bachelor's Degree	14.30%	15.80%
College: Graduate Degree	6.10%	7.00%

**Race & Ethnicity**

American Indian, Eskimo, Aleut Population	1.00%	0.80%
Asian	4.50%	4.40%
Black Population	3.80%	3.30%
Native Hawaiian and Other Pacific Islander Alone	0.30%	0.30%
White Population	74.30%	79.20%
Other Population	11.30%	7.90%

Two or More Races	4.90%	4.20%
Hispanic Ethnicity	25.40%	19.60%
Not Hispanic or Latino	74.60%	80.40%
<b>Educational Enrollment</b>		
Elementary (Grade 1-8)	14.83%	15.86%
Graduate/Professional	67.49%	66.28%
High School	7.31%	6.23%
Kindergarten	7.03%	8.29%
Preschool	2.10%	2.30%
University/College	1.23%	1.04%
<b>Marital Status by Percent</b>		
Divorced	10.65%	9.07%
Never Married	25.97%	22.04%
Now Married	55.64%	61.45%
Separated	4.53%	3.40%
Widowed	3.21%	4.04%

### Income and Housing Comparison Report

	2 Miles:	4 Miles:
<b>Census 2000 Totals</b>		
Households	5,401	21,552
Population	15,946	66,413
<b>Income Summary</b>		
Average Household Income	\$56,953	\$66,597
Median Household Income	\$48,429	\$55,875
Per Capita Income	\$19,447	\$21,390
<b>Income Households by Income</b>		
\$ 0 - \$9,999	7.60%	5.40%
\$ 10,000 - \$14,999	3.70%	3.70%
\$ 15,000 - \$19,999	5.30%	4.20%
\$ 20,000 - \$24,999	4.30%	4.20%
\$ 25,000 - \$29,999	7.00%	5.40%
\$ 30,000 - \$34,999	7.40%	5.90%
\$ 35,000 - \$39,999	4.90%	4.40%
\$ 40,000 - \$44,999	5.00%	4.70%
\$ 45,000 - \$49,999	7.10%	5.60%
\$ 50,000 - \$59,999	12.00%	10.80%
\$ 60,000 - \$74,999	11.50%	12.70%
\$ 75,000 - \$99,999	12.30%	15.90%
\$100,000 - \$124,999	5.60%	8.60%
\$125,000 - \$149,999	3.20%	3.60%
\$150,000 - \$199,999	1.30%	2.80%
\$200,000 +	1.70%	2.10%
<b>Housing Units</b>		
Total Housing Units	5,825	22,632
Owner-Occupied Housing Units	40.50%	67.20%
Renter-Occupied Housing Units	52.20%	28.00%
Vacant Housing Units	7.30%	4.80%

**Housing Value: Owner Occupied**

\$ 0 to \$10,000	1.30%	0.50%
\$ 10,000 to \$14,999	0.00%	0.20%
\$ 15,000 to \$19,999	0.00%	0.00%
\$ 20,000 to \$24,999	0.00%	0.30%
\$ 25,000 to \$29,999	0.00%	0.20%
\$ 30,000 to \$34,999	0.30%	0.20%
\$ 35,000 to \$39,999	0.30%	0.20%
\$ 40,000 to \$49,999	0.00%	0.40%
\$ 50,000 to \$59,999	0.00%	0.40%
\$ 60,000 to \$69,999	1.00%	1.10%
\$ 70,000 to \$79,999	0.00%	1.10%
\$ 80,000 to \$89,999	0.00%	1.40%
\$ 90,000 to \$99,999	0.70%	1.30%
\$ 100,000 to \$114,999	4.90%	4.00%
\$ 115,000 to \$149,999	16.60%	10.00%
\$ 150,000 to \$174,999	24.30%	18.80%
\$ 175,000 to \$199,999	14.30%	18.40%
\$ 200,000 to \$249,999	14.50%	22.70%
\$ 250,000 to \$299,999	10.20%	8.60%
\$ 300,000 to \$399,999	9.10%	6.60%
\$ 400,000 to \$499,999	1.80%	1.50%
\$ 500,000 to \$749,999	0.40%	1.60%
\$ 750,000 to \$999,999	0.10%	0.30%
\$1,000,000 or more	0.10%	0.30%

Median Owner-Occupied Housing  
Value

\$175,828

\$188,138

**Rent: Cash Rent**

\$ 0 to \$100	0.50%	0.50%
\$ 100 to \$149	0.50%	0.50%
\$ 150 to \$199	0.10%	0.50%
\$ 200 to \$249	0.10%	0.70%
\$ 250 to \$299	0.40%	0.40%
\$ 300 to \$349	1.20%	1.00%
\$ 350 to \$399	1.70%	2.50%
\$ 400 to \$449	1.40%	1.60%
\$ 450 to \$499	6.20%	5.70%
\$ 500 to \$549	4.40%	6.10%
\$ 550 to \$599	3.60%	5.20%
\$ 600 to \$649	3.40%	5.80%
\$ 650 to \$699	13.00%	10.70%
\$ 700 to \$749	12.40%	8.90%
\$ 750 to \$799	10.50%	8.00%
\$ 800 to \$899	16.80%	16.20%
\$ 900 to \$999	12.00%	9.10%
\$1,000 to \$1,249	8.10%	9.30%
\$1,250 to \$1,499	1.70%	3.50%
\$1,500 to \$1,999	0.40%	1.10%
\$2,000 or more	0.00%	0.00%

Average contract rent

\$754

\$753

**Housing Units: Year Moved In**

1969 or earlier	0.00%	0.20%
1970 to 1979	0.60%	1.70%
1980 to 1989	9.40%	12.90%
1990 to 1994	14.30%	18.20%

1995 to 1998	33.80%	37.50%
1999 to March 2000	42.00%	29.40%
Housing Stability (5 Year)	31.00%	34.00%
Housing Turnover (1 Year)	41.00%	29.00%

**Housing Units: Year Structure Built**

1939 or earlier	0.40%	0.50%
1940 to 1949	0.20%	0.20%
1950 to 1959	0.40%	0.40%
1960 to 1969	1.70%	1.90%
1970 to 1979	7.70%	10.90%
1980 to 1989	52.20%	40.20%
1990 to 1994	17.50%	21.10%
1995 to 1998	9.00%	15.60%
1999 to March 2000	10.90%	9.30%

Demographic data © 2003 by Experian/Applied Geographic Solutions/U.S. Census Bureau.