

# **Murrieta 2006 ...**

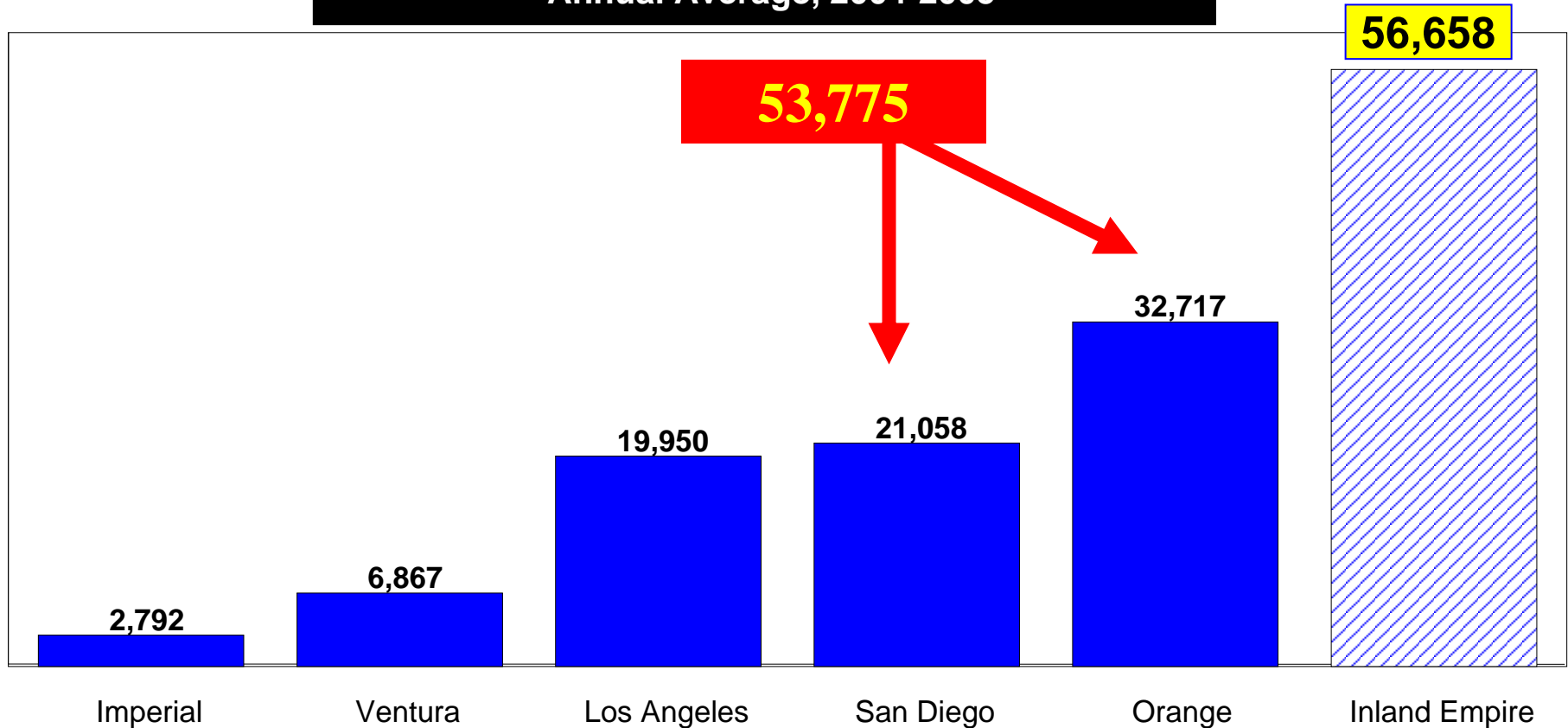
**Demographic, Economics & Quality of Life!**



**John Husing, Ph.D.  
Economics & Politics, Inc.**

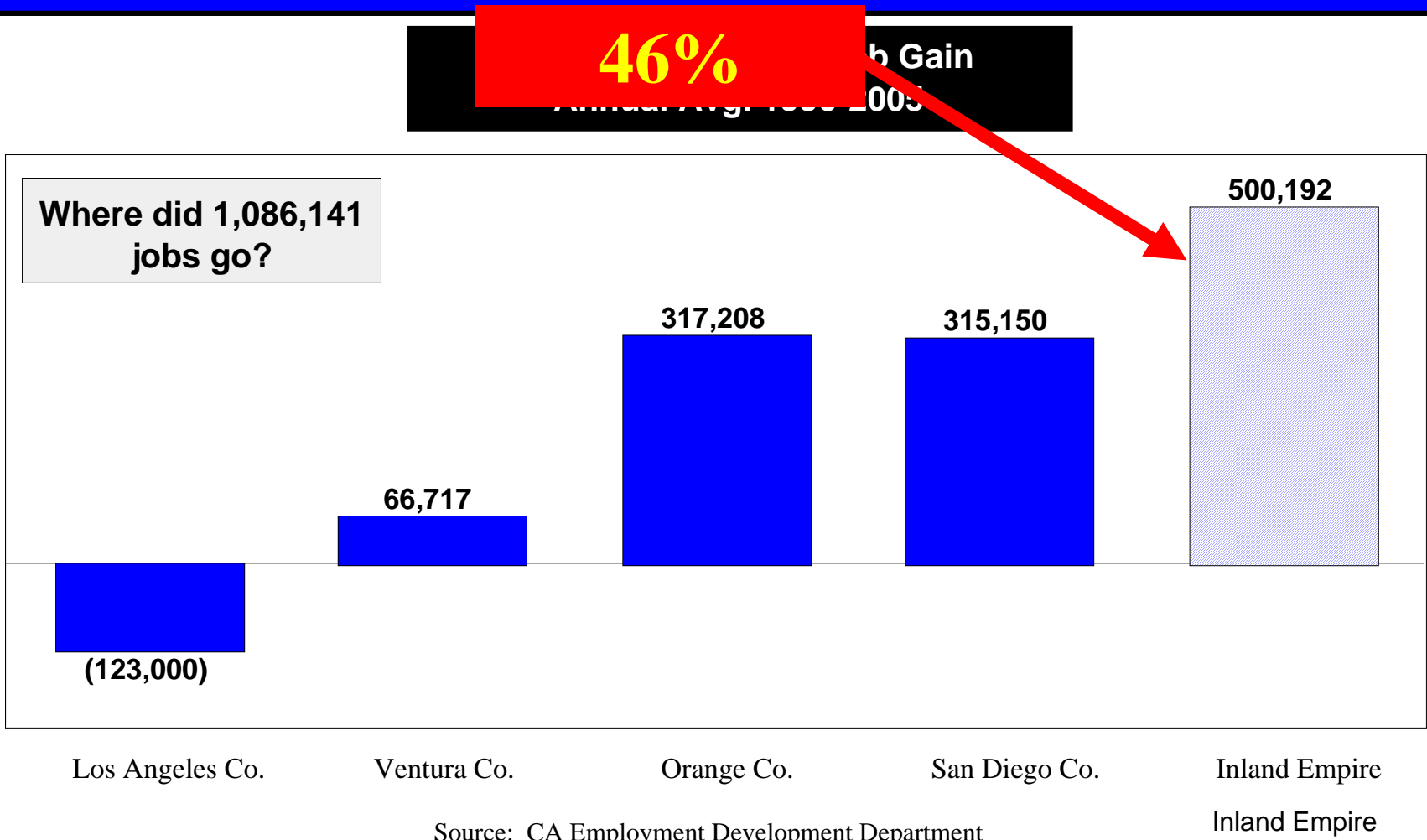
# Inland Empire led Southern California's job growth in 2005, up 56,658 jobs ... 22% of all new jobs in California

Employment Change, Southern California Markets  
Annual Average, 2004-2005



Source: CA Employment Development Department

From 1990-2005, Inland Empire added 500,192 jobs, that is 46% of the 1,086,141 job growth in So. California!

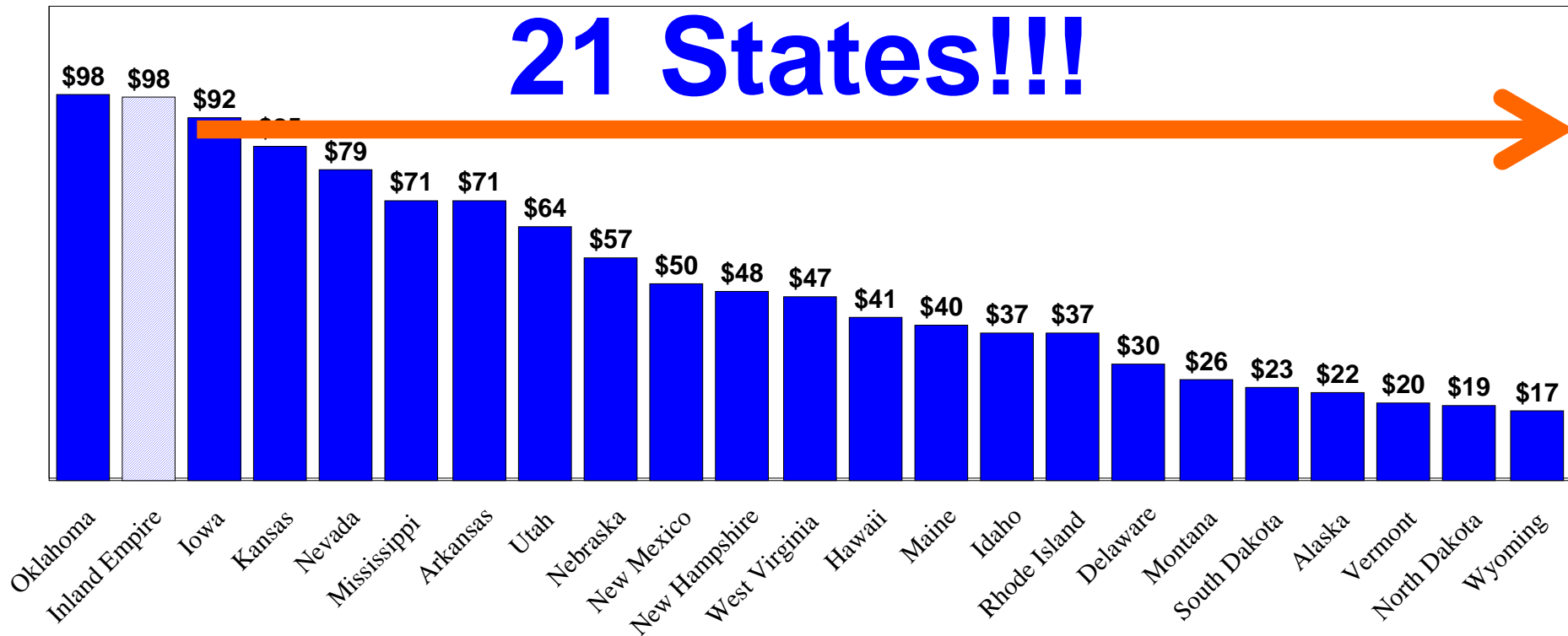


# Total Personal Income As State, 2004

## Now Equal To Oklahoma

Total Personal Income (billions)  
Inland Empire As A State, 2004

# 21 States!!!

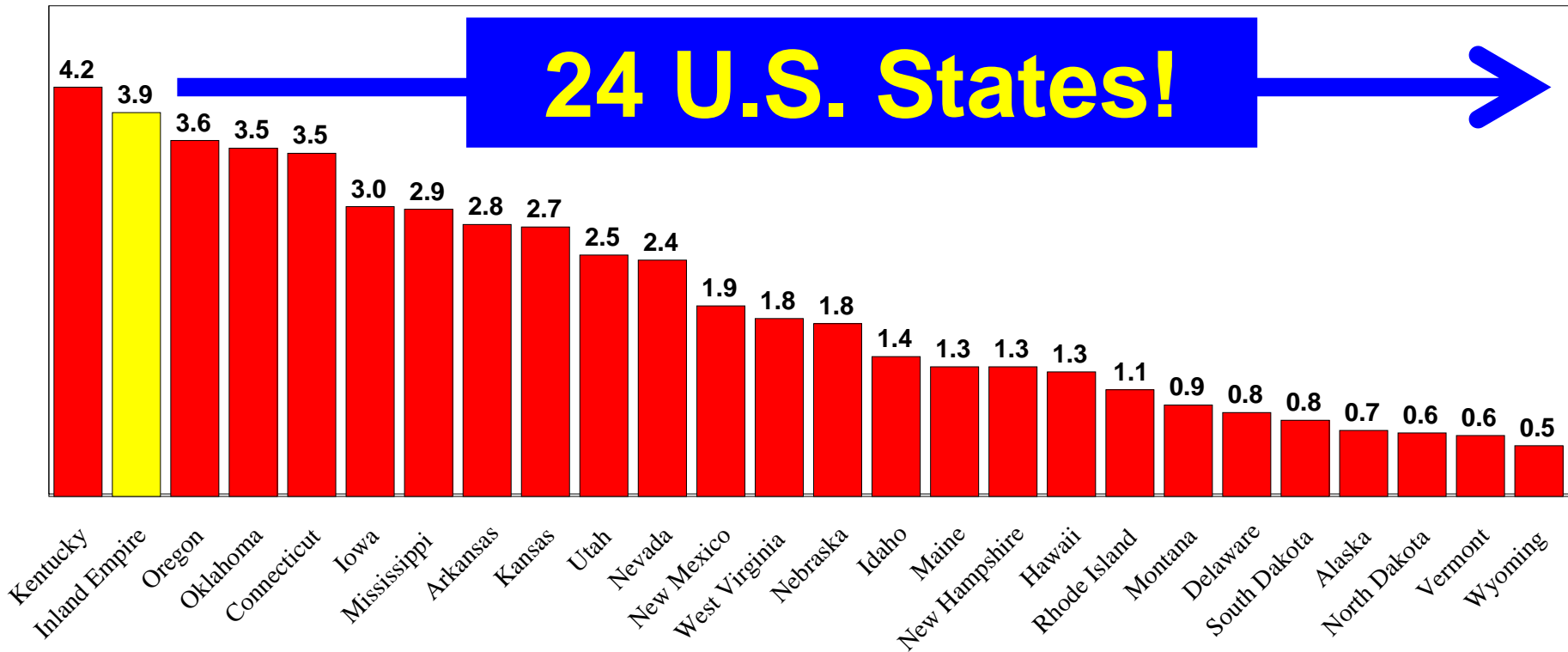


Note: Oklahoma ranked 29th  
Source: U.S. Bureau of Economic Analysis

# Population As A State, 2005

Total Population (millions)  
Inland Empire As A State, July 2005

24 U.S. States!

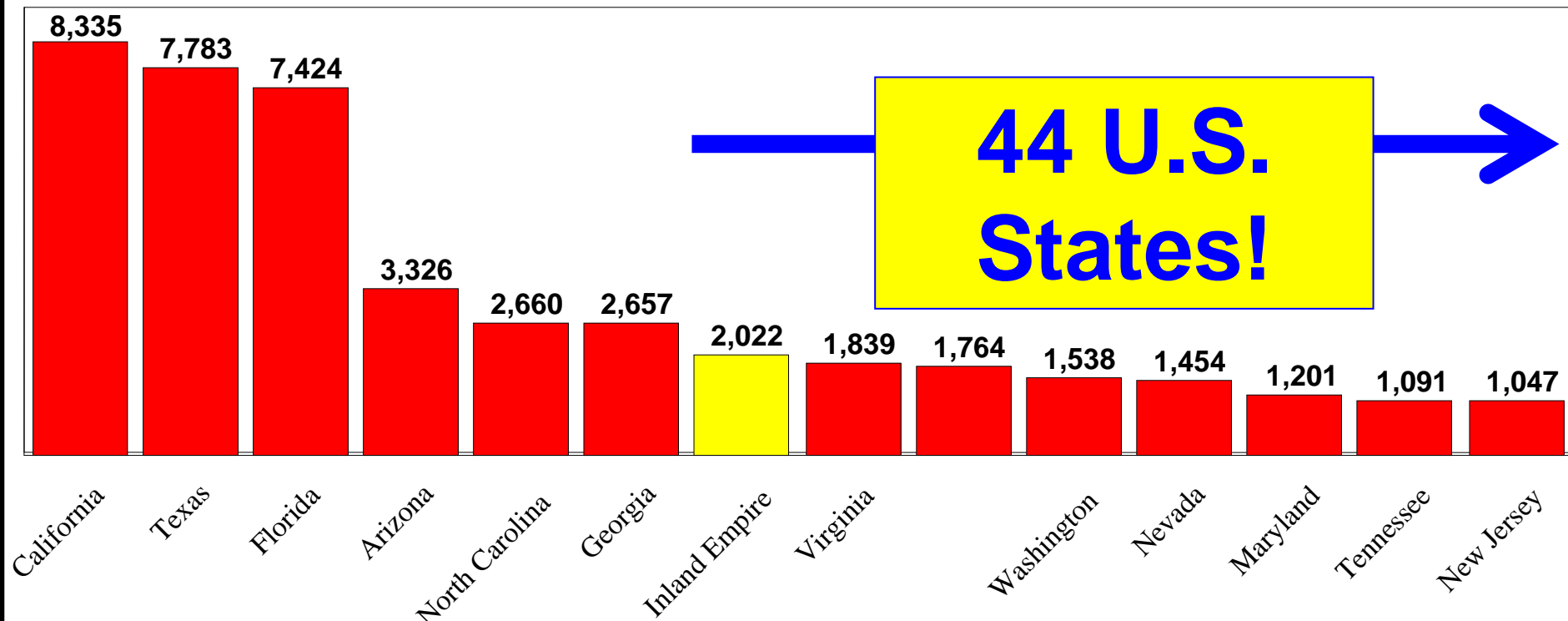


Note: Kentucky Ranked 26th

Source: U.S. Department of Commerce

# Population Growth, 2000-2020!

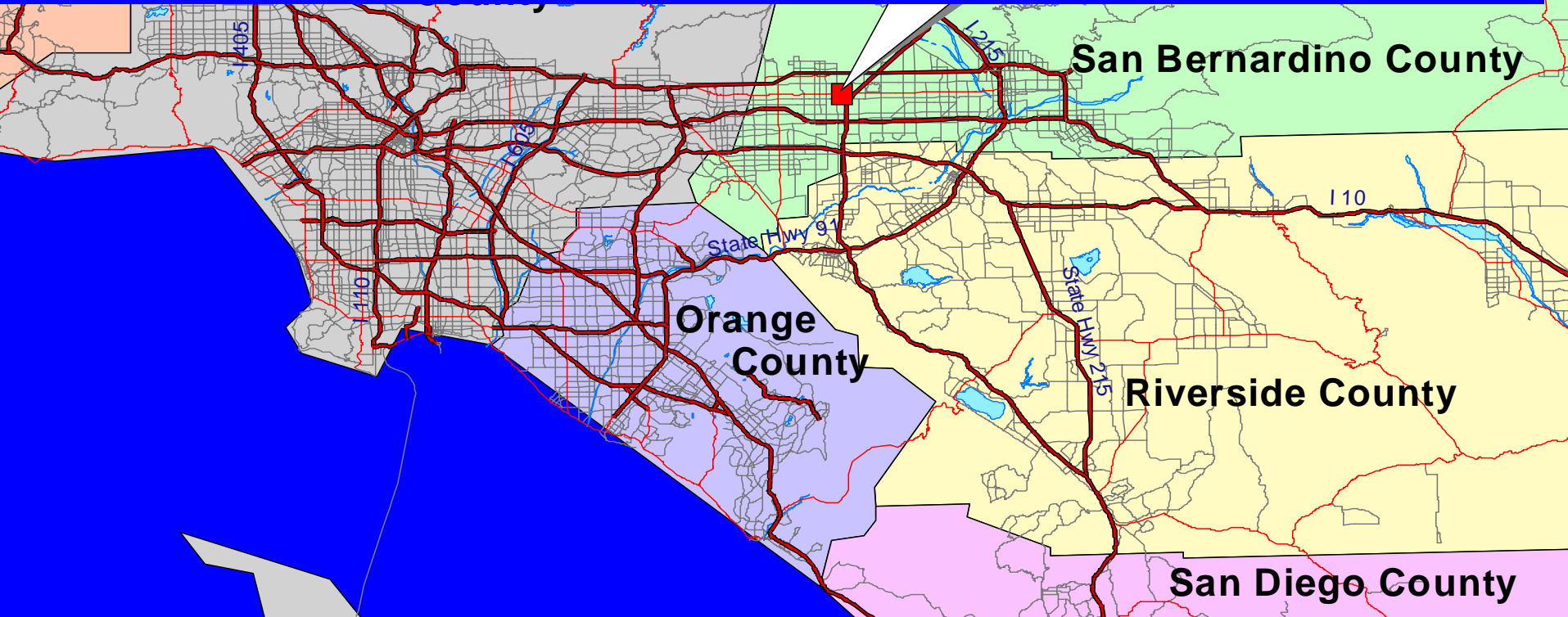
Forecasted Population Growth, 2000-2020  
Riverside, Inland Empire & Top 12 States (000)



Source: U.S. Bureau of Census, Southern California Association of Governments

# “Dirt”

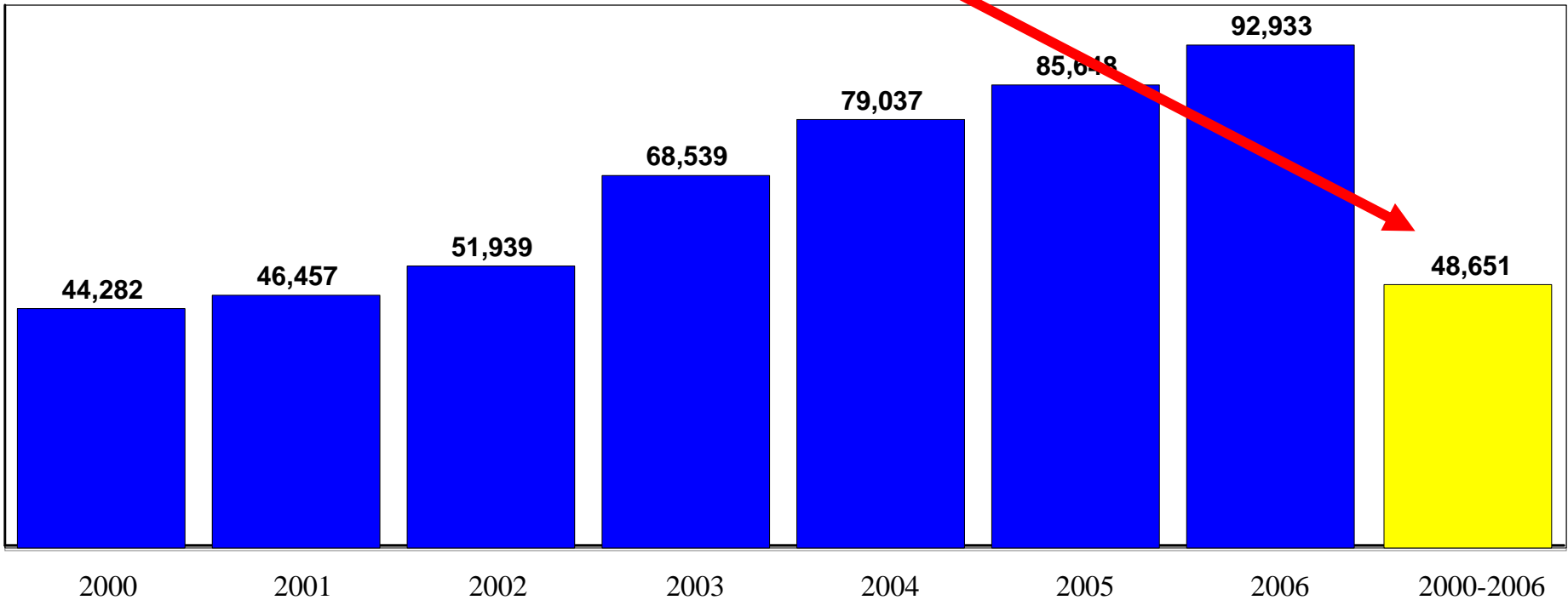
1. Affordable Housing & Population Serving Jobs
2. Industrial Projects & Blue Collar Jobs
3. Expensive Housing, Skilled Workers & High Paying Jobs



**Murrieta**

# Population Growth

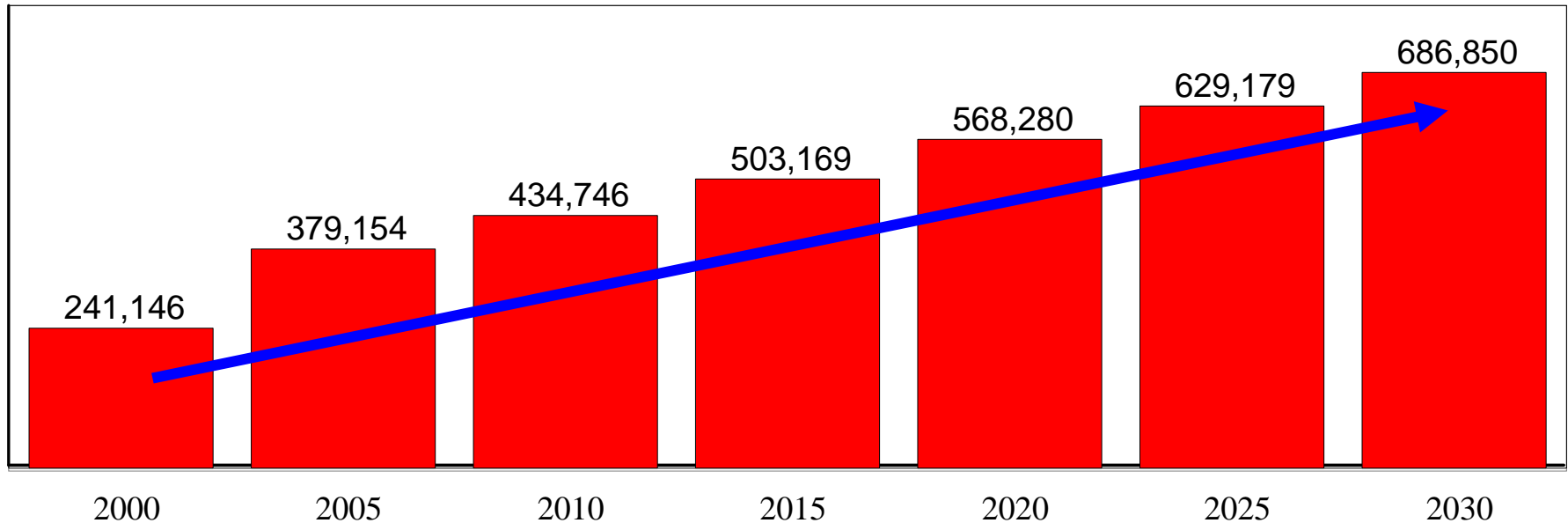
**Exhibit 1.-Population Growth  
Murrieta, 2000-2006**



Source: CA Department of Finance, E-5 Reports, 1990-2006; Southern California Association of Governments, 2004

# Market Area Forecast

**Exhibit 2.-Population Forecast  
Murrieta Market Area, 2000-2030**



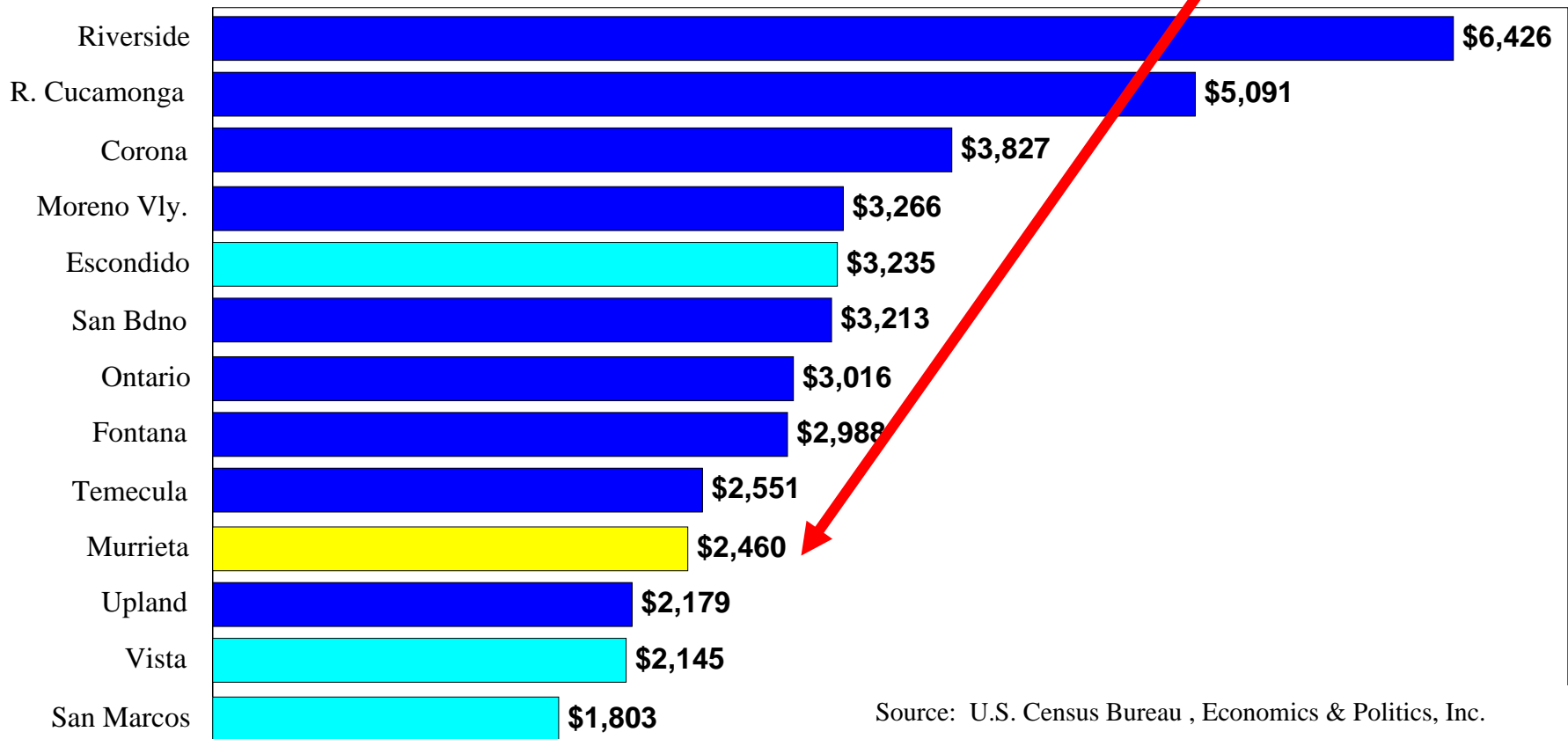
Southwest Riverside County = Murrieta, Temecula, Lake Elsinore, Wildomar, Menifee, Sun City  
Source: Southern California Association of Governments, 2004 & Economics & Politics, iNC.

# Fastest Growing Inland City 2000-2006

1	Murrieta	44,282	92,933	48,651	109.9%
2	R. Cucamonga	127,743	170,479	42,736	33.5%
3	Fontana	128,928	165,462	36,534	28.3%
4	Temecula	57,716	93,923	36,207	62.7%
5	Riverside	255,166	287,820	32,654	12.8%
6	Moreno Valley	142,379	174,565	32,186	22.6%
7	Victorville	64,029	95,145	31,116	48.6%
8	Indio	49,116	71,654	22,538	45.9%
9	Corona	124,966	144,661	19,695	15.8%
10	Hesperia	62,590	80,268	17,678	28.2%

# Total Income: 9<sup>th</sup> of 48 Inland Cities

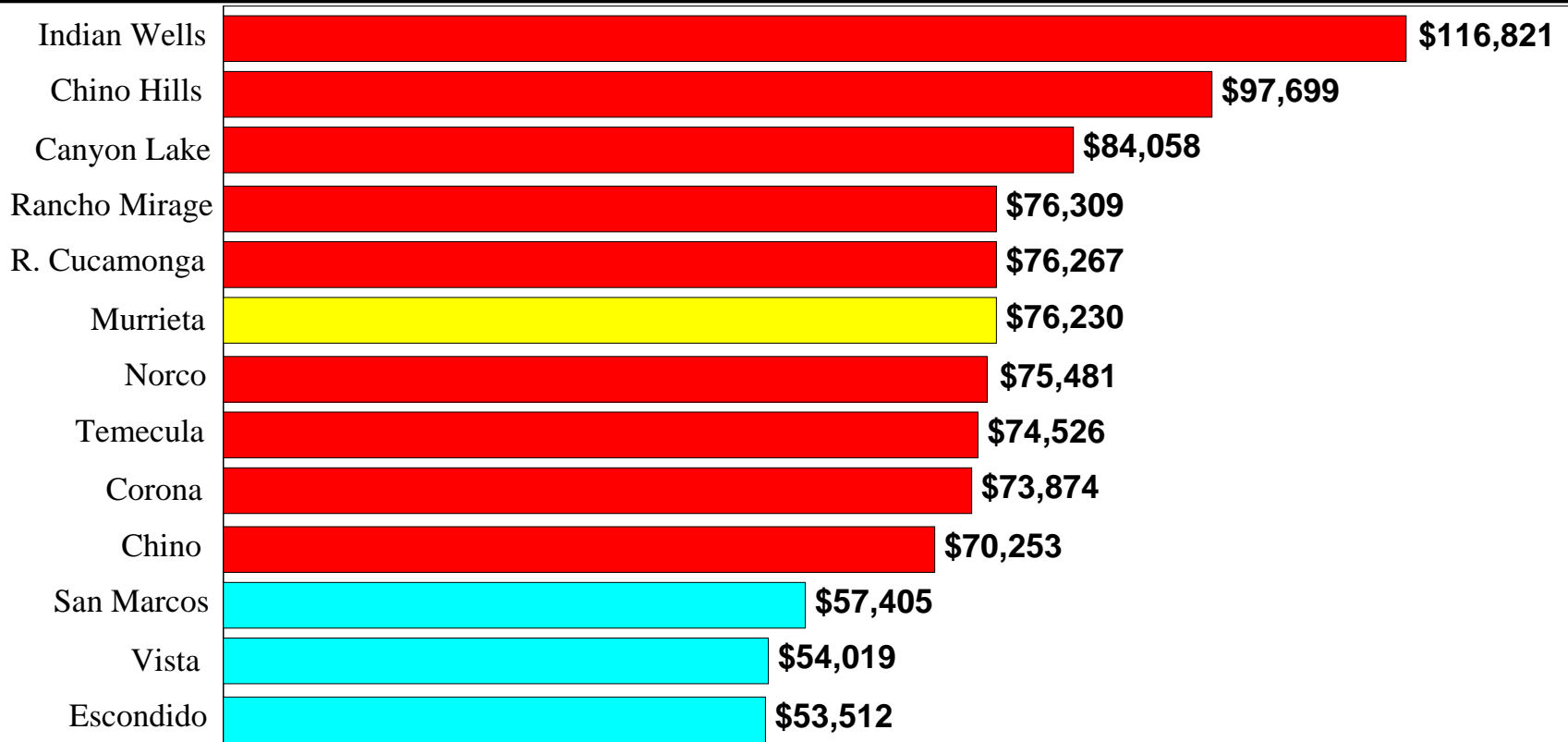
**Exhibit 7.-Total Spendable Income (millions)  
Inland Empire's Top 10 Cities & Nearby San Diego Co. Cities, 2005**



Source: U.S. Census Bureau , Economics & Politics, Inc.

# Median Income: 6<sup>th</sup> of 48 Cities

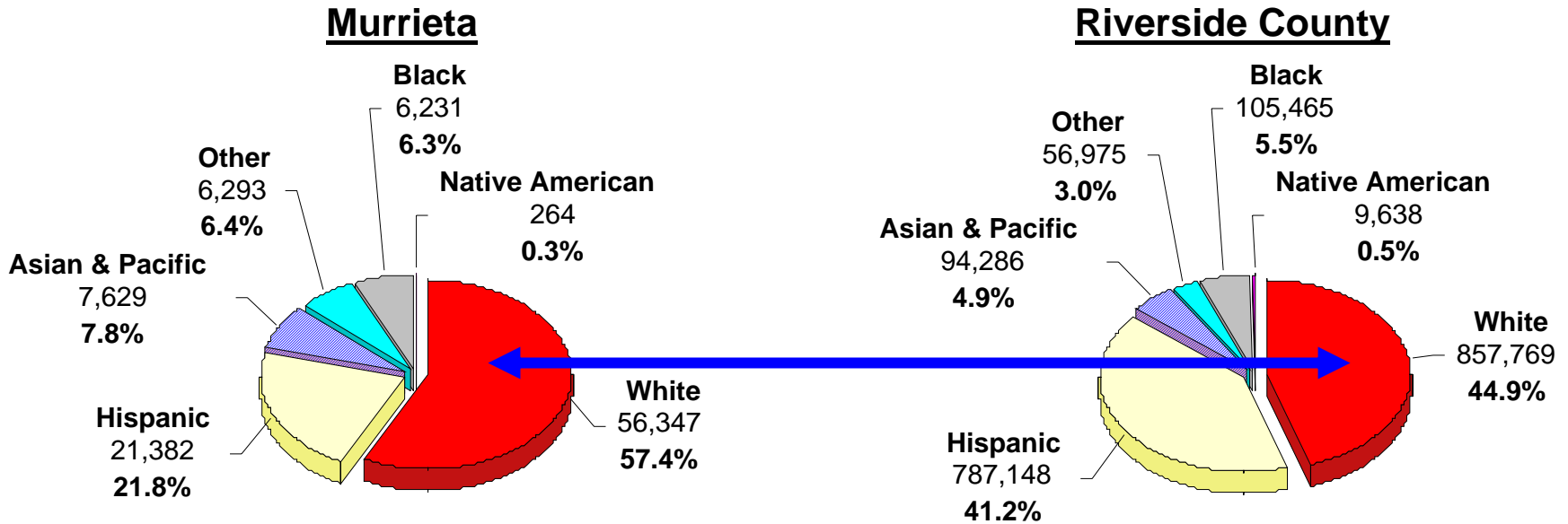
**Exhibit 8.-Median Income  
Inland Empire's Top 10 Cities & Nearby San Diego Co. Cities, 2005**



Source: U.S. Census Bureau , Economics & Politics, Inc.

# Ethnicity

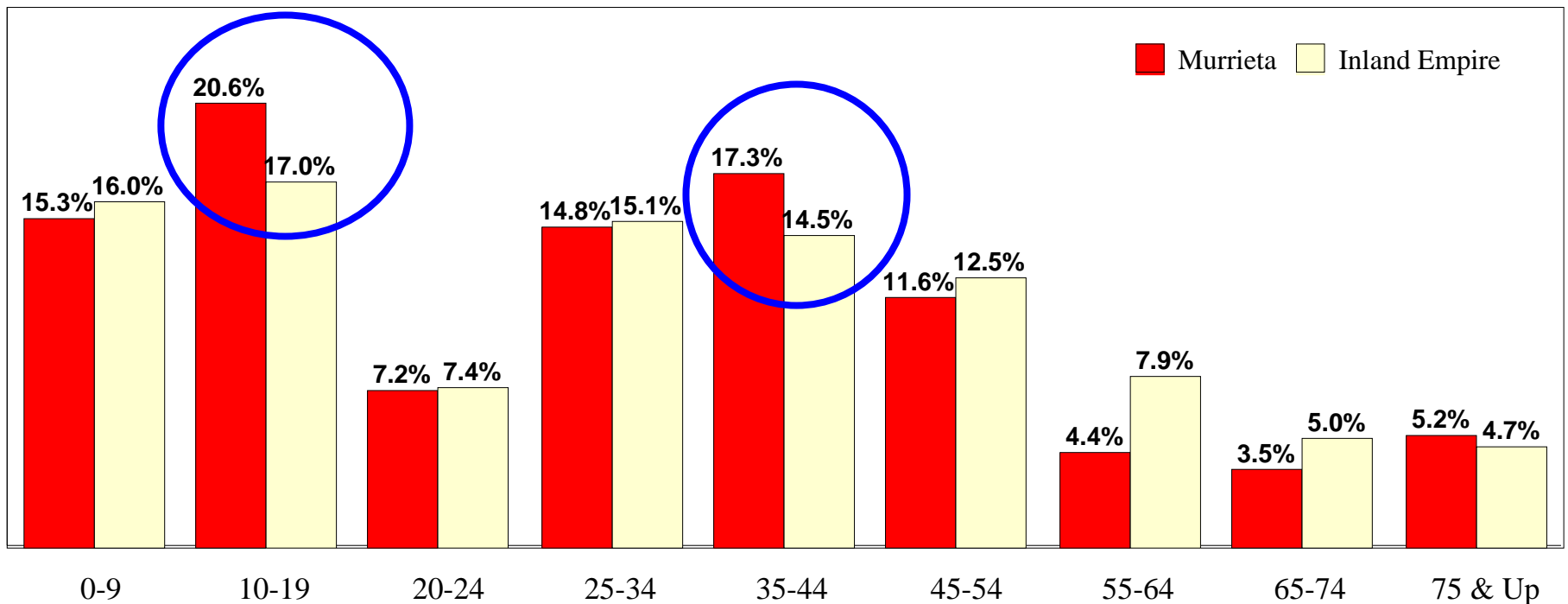
**Exhibit 10.-Ethnic Distribution  
Murrieta & Riverside County, 2005**



Source: Census, American Community Survey, 2005

# Age Distribution, 2005

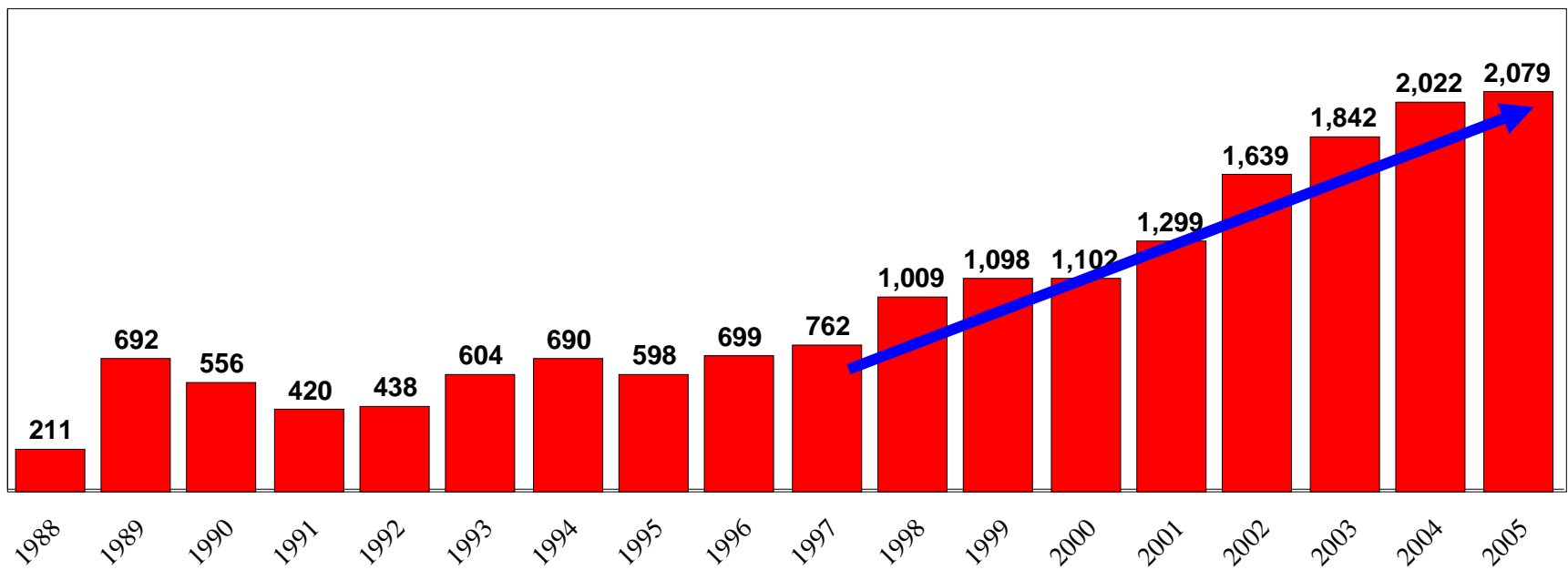
Exhibit 14.-Age Distribution  
Murrieta & Inland Empire, 2005



Source: 2005 American Community Survey, Census Bureau

# Existing Home Sales

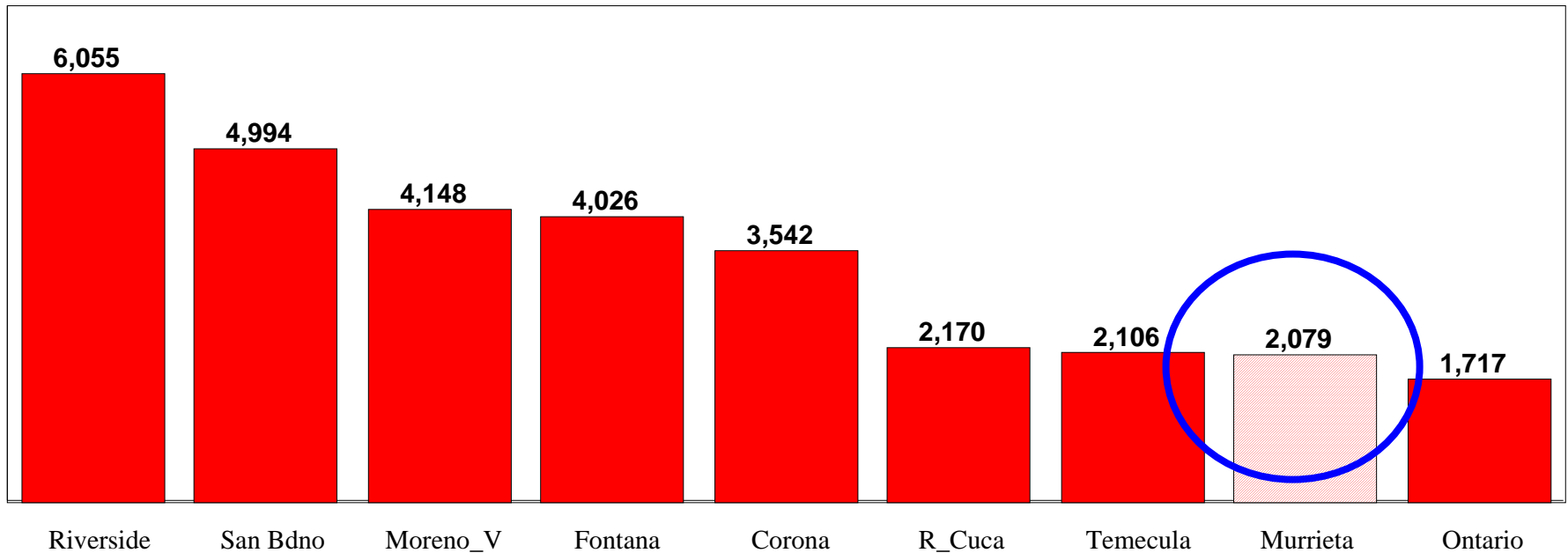
Exhibit 17B.-Existing Home Sales  
Murrieta, 1988 - 2005



Source: Dataquick

# Existing Home Sales, 2005 Compared

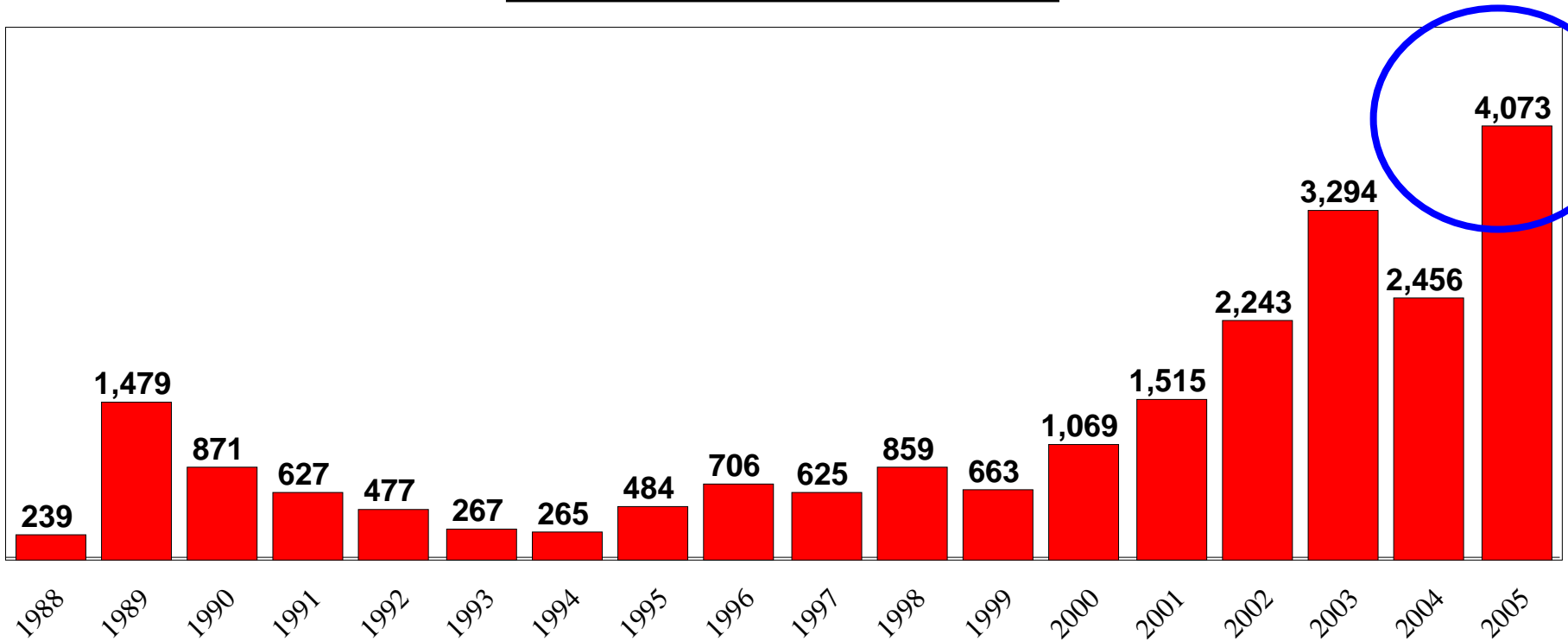
Exhibit 19.-Existing Home Sales  
Major Inland Empire Markets, 2005



Source: Dataquick

# New home Sales

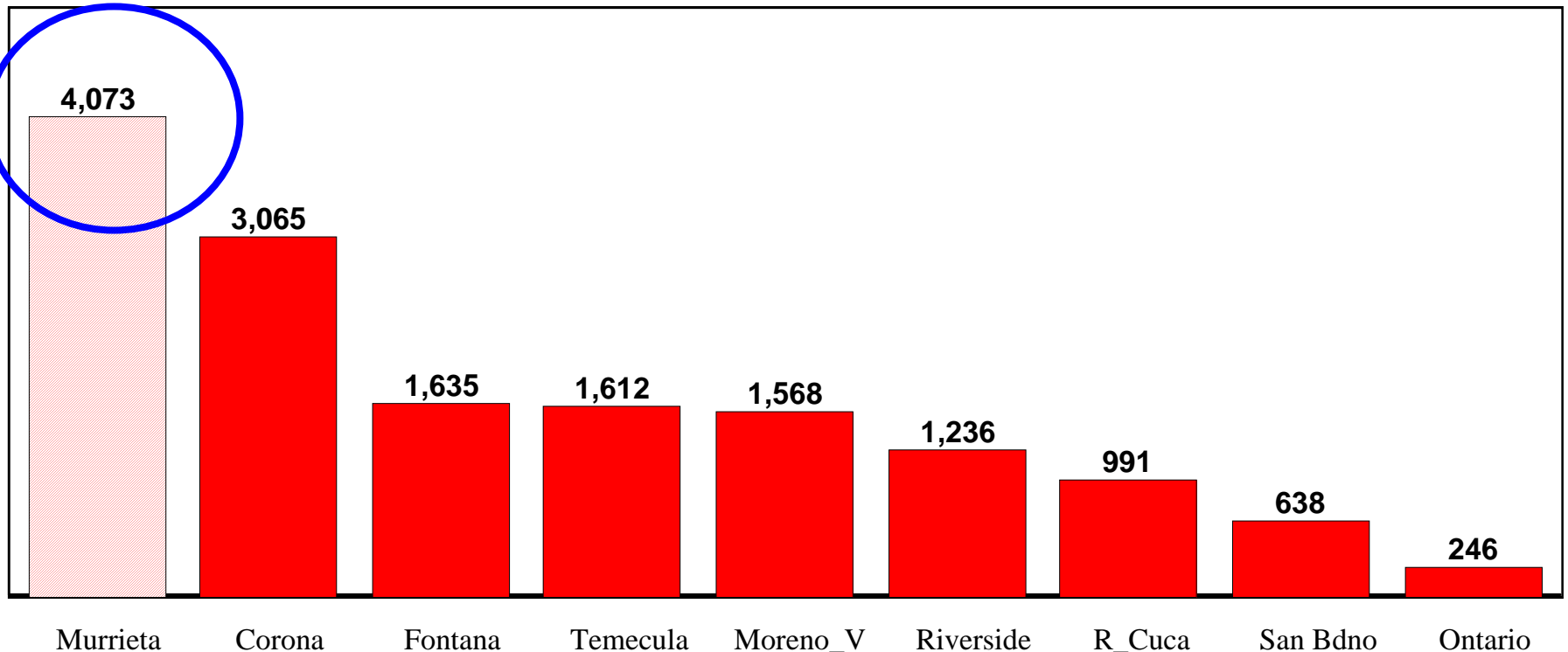
**Exhibit 21.-New Home Sales  
Murrieta, 1988 - 2005**



Source: Dataquick

# New Home Sales, 2005 Compared

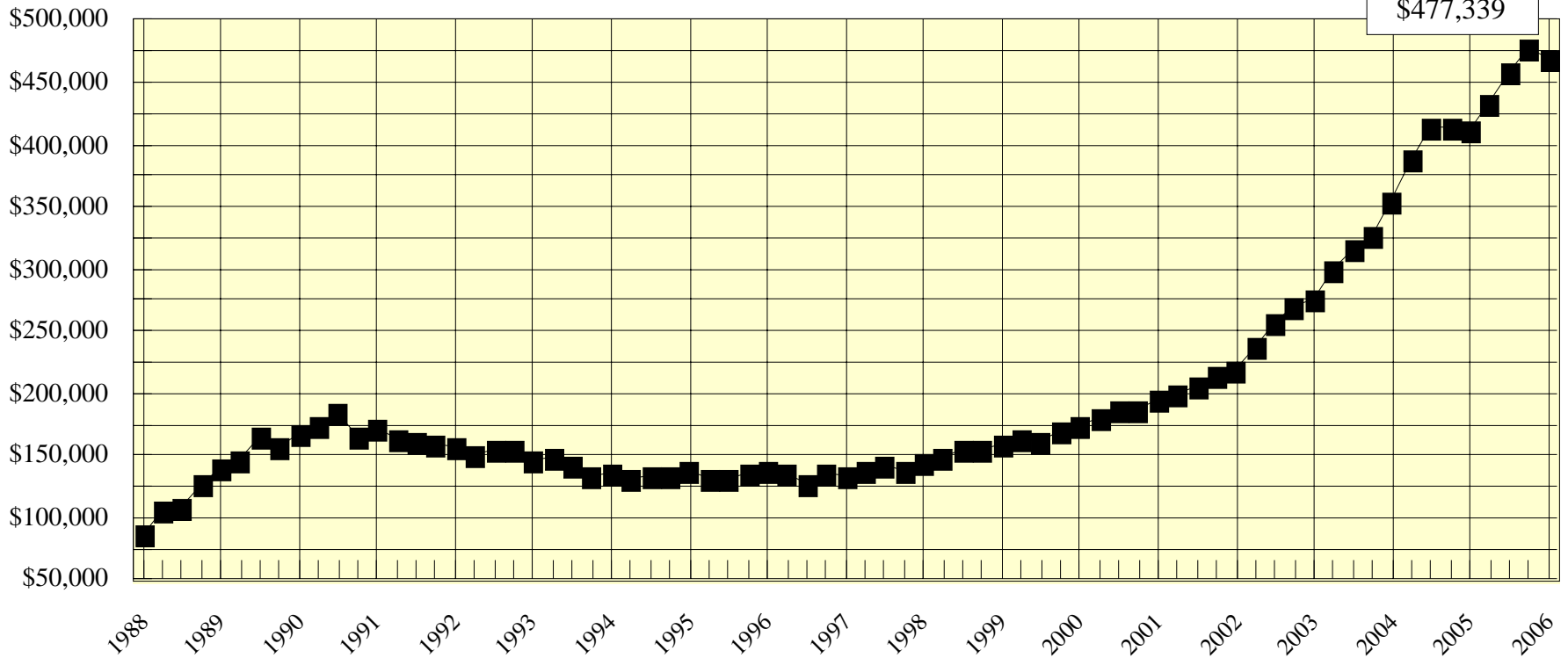
Exhibit 23.-New Home Sales  
Major Inland Empire Markets, 2005



Source: Dataquick

# Existing Home Prices

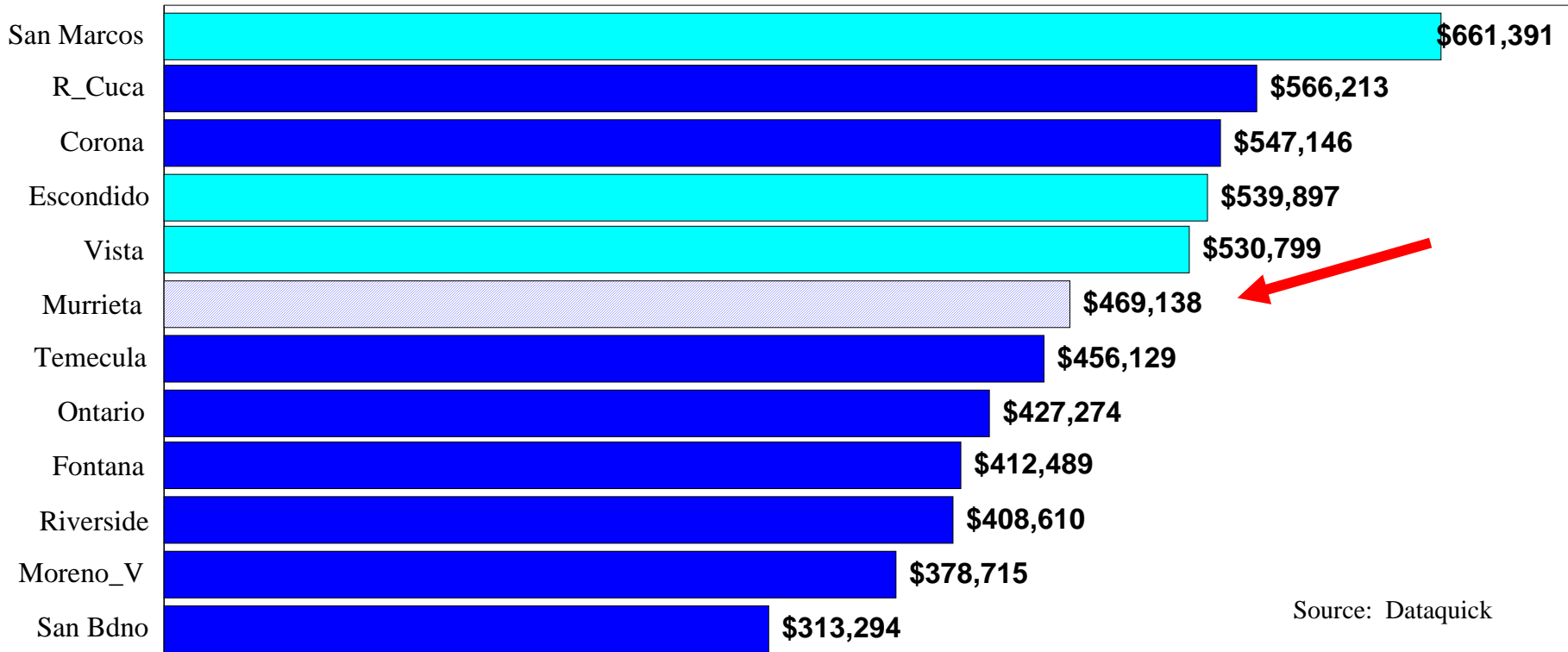
**Exhibit 25.-Existing Home Prices, Quarterly  
Murrieta, Not Seasonally Adjusted, By Quarter, 1988-2006**



Source: Dataquik

# Existing Home Prices, 2005 Compared

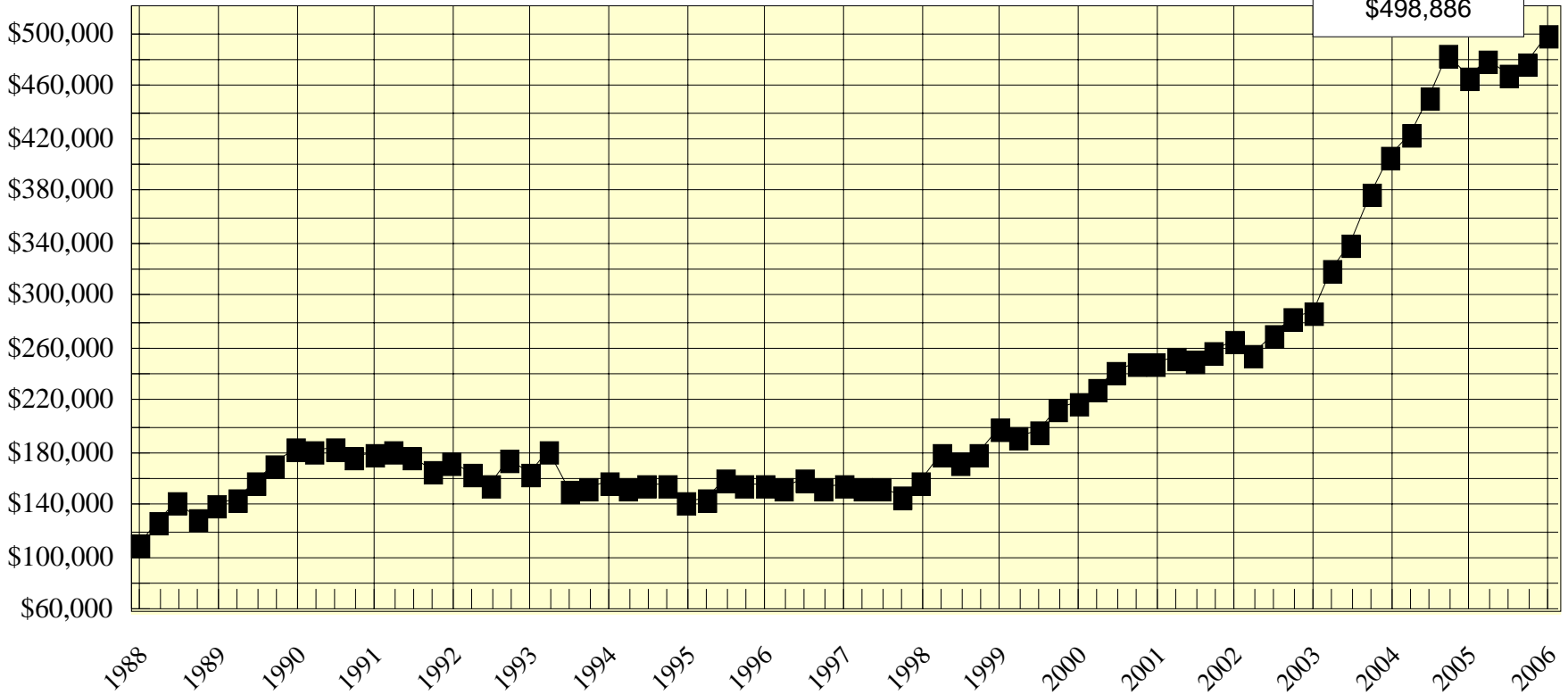
**Exhibit 27.-Existing Home Price Comparison  
Major Inland Empire & Nearby San Diego Co. Cities, 1st Qtr. 2006**



Source: Dataquick

# New Home Prices

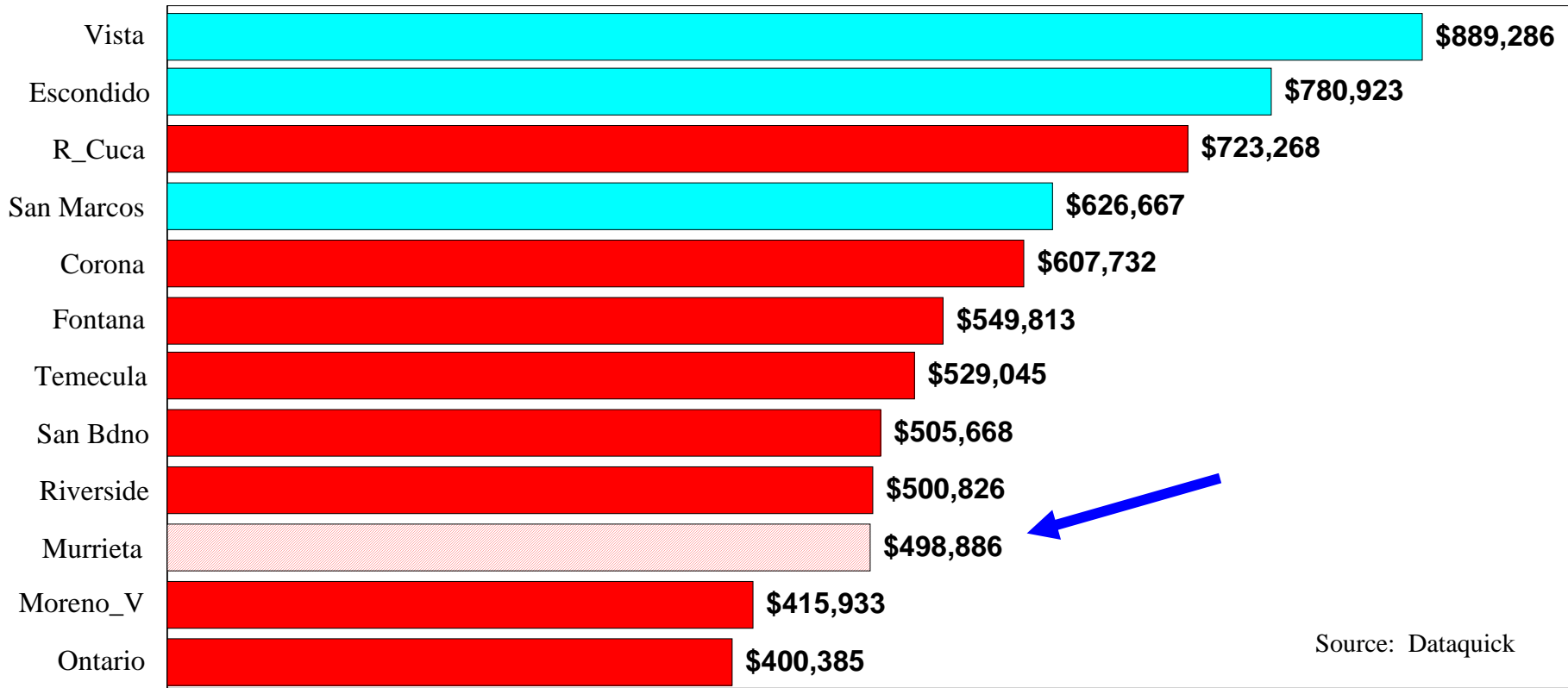
**Exhibit 29.-New Home Prices, Quarterly  
Murrieta, Not Seasonally Adjusted, By Quarter, 1988-2006**



Source: Dataquick

# New Home Prices, 2005 Compared

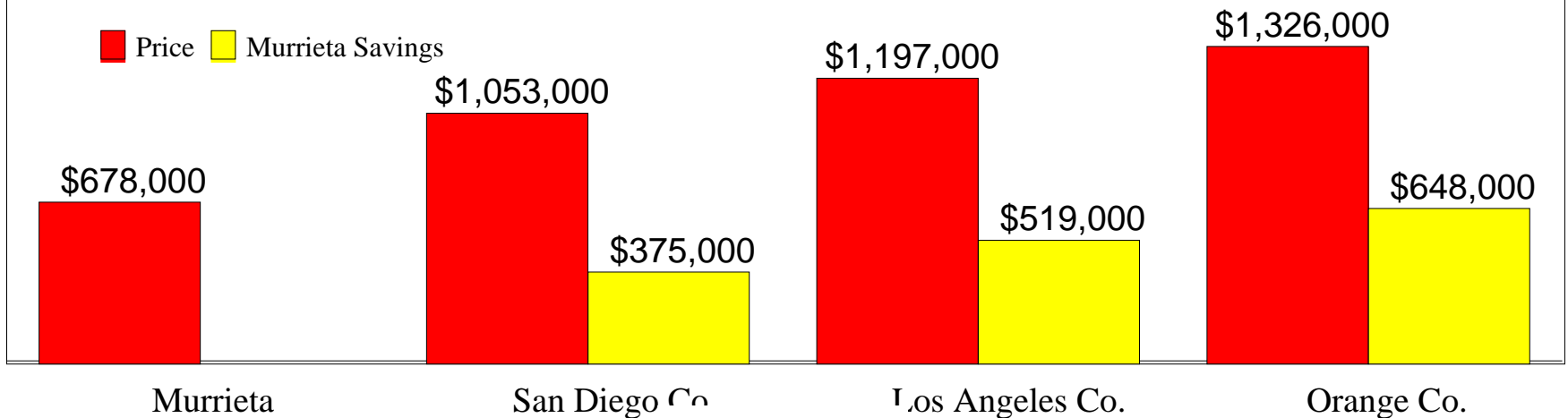
**Exhibit 31.-New Home Price Comparison  
Major Inland Empire & Nearby San Diego Co. Cities, 1st Qtr. 2006**



Source: Dataquik

# 3,000 SF Home: Price Comparison

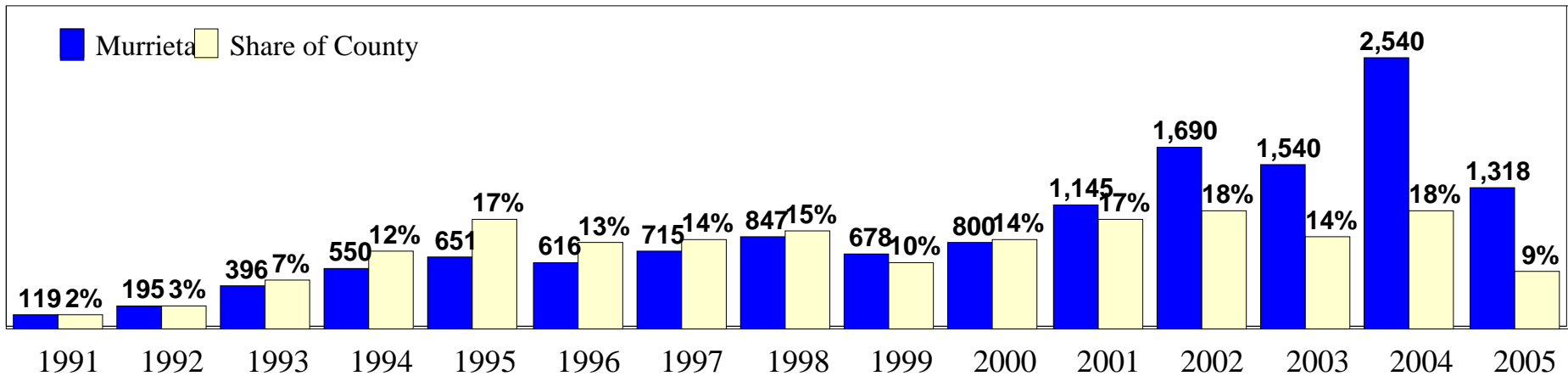
**Exhibit 17A.-Murrieta Price Advantage, May 2006  
3,000 Square Foot House @ Median Cost Per Sq. Foot**



Source: Dataquick

# SF Residential Permits

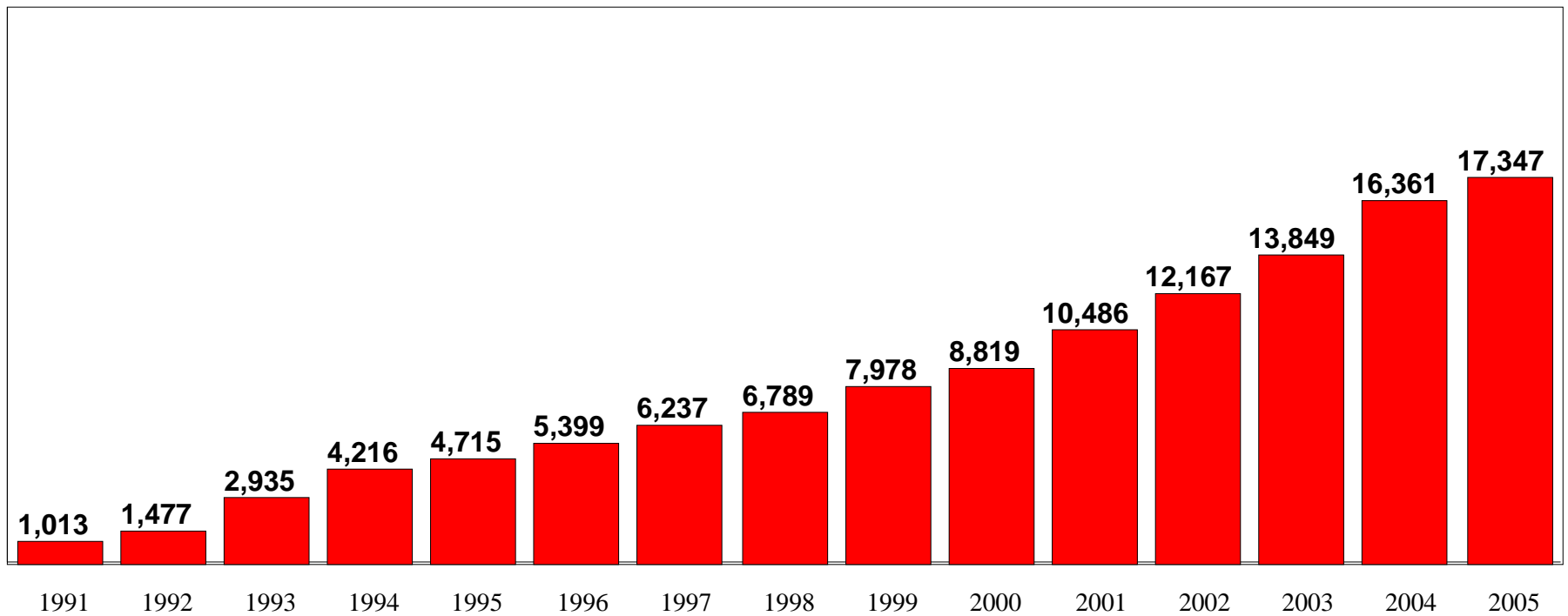
**Exhibit 40.-Single Family Residential Building Permits  
Murrieta, 1990-2005**



Source: Construction Industry Research Board & Murrieta Building Department

# Job Growth

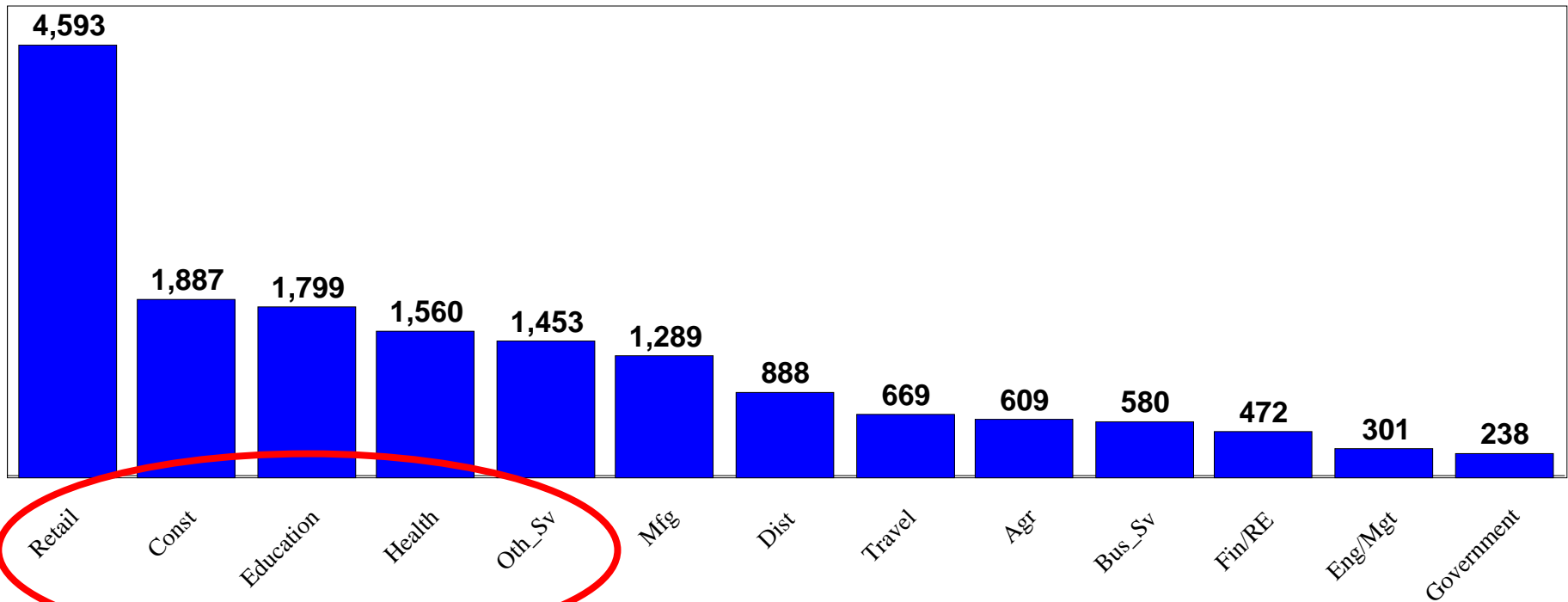
**Exhibit 41.-Employment  
Murrieta, 1991-2005**



Source: CA Employment Development Department

# Growth Sectors = Population Serving

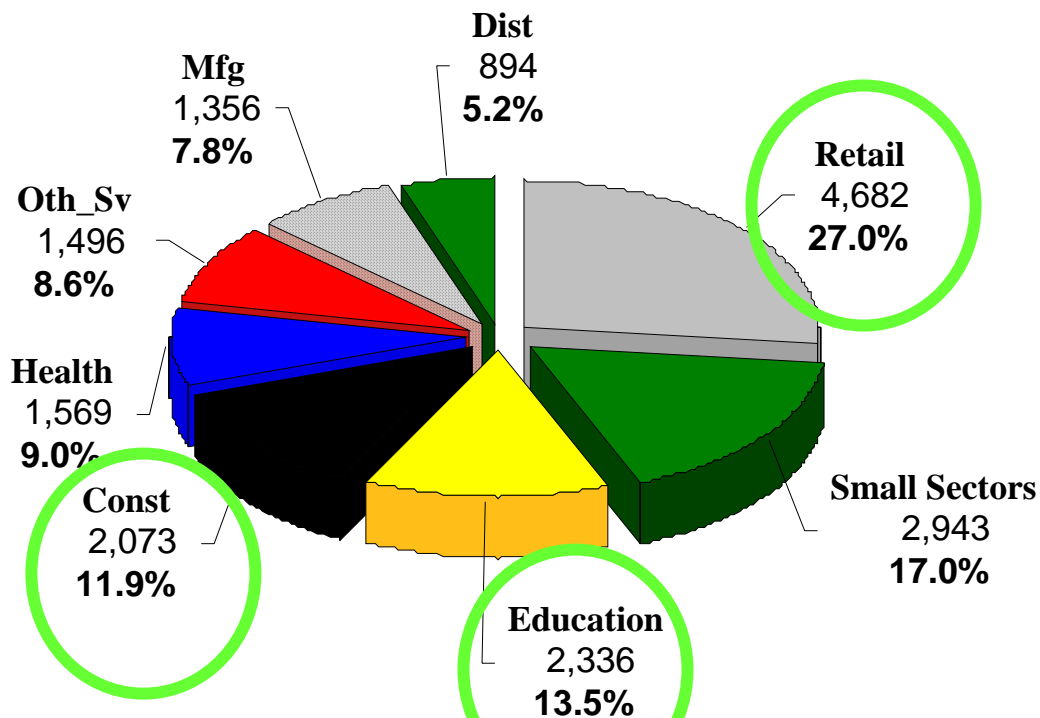
Exhibit 43.-Employment Gain By Sector  
Murrieta, 1991-2005



Source: CA Employment Development Department

# Largest Sectors = Population Serving

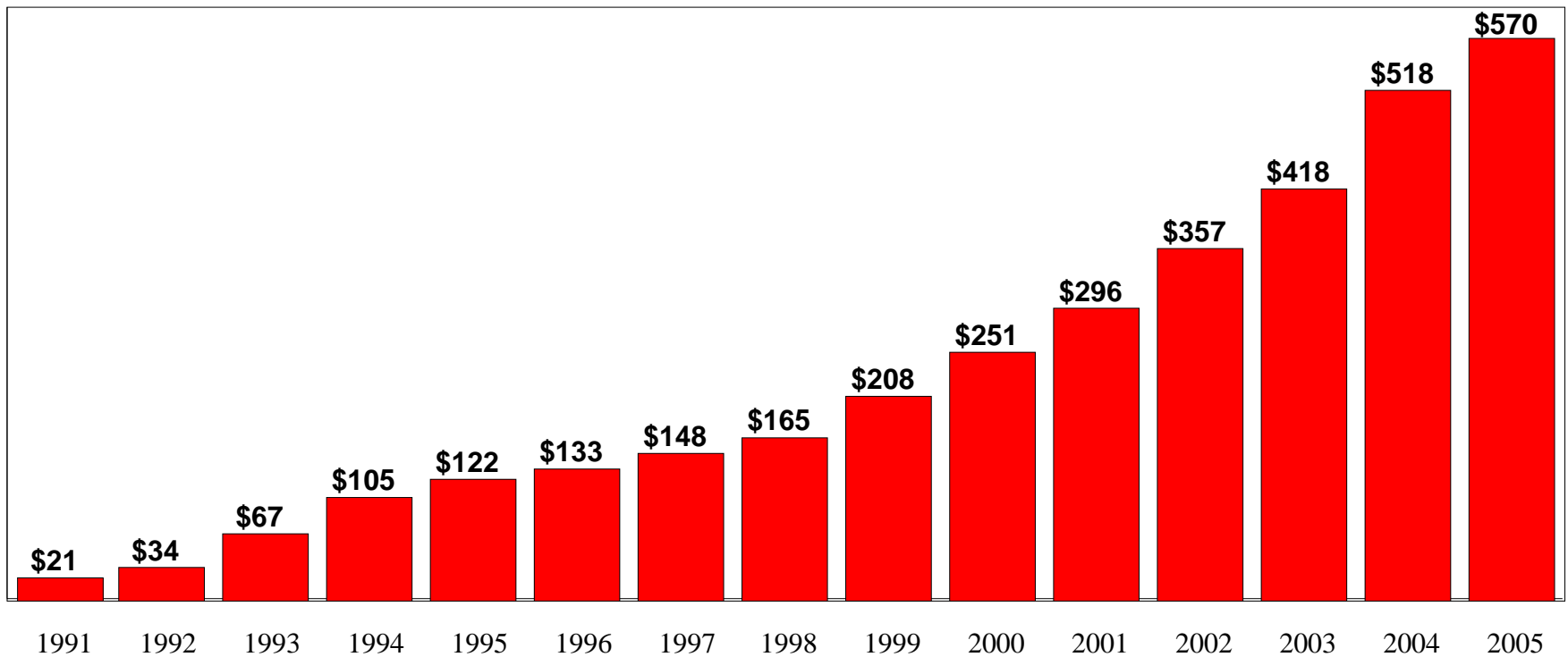
**Exhibit 45.-Employment Distribution By Sector  
Murrieta, 2005**



Source: CA Employment Development Department

# Payroll Growth

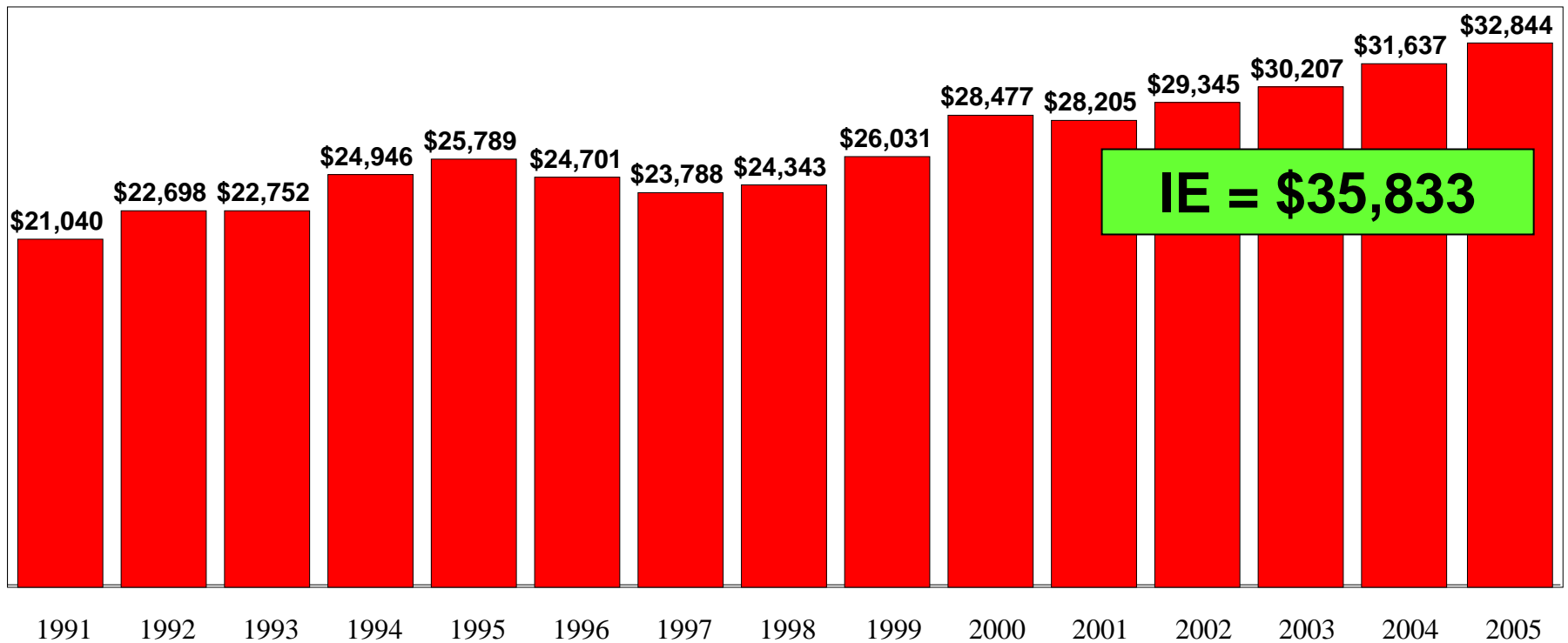
**Exhibit 47.-Payroll  
Murrieta, 1991-2005 (millions)**



Source: CA Employment Development Department

# Payroll Per Job

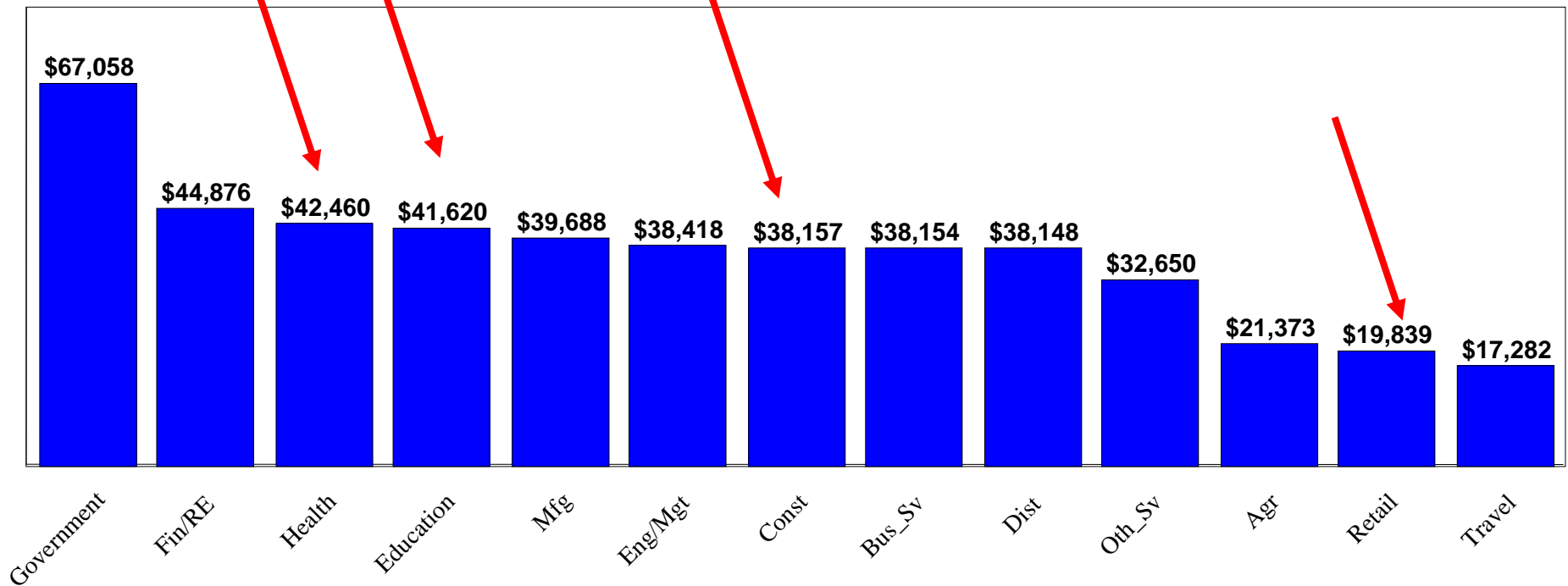
Exhibit 51.-Payroll Per Job  
Murrieta, 1991-2005



Source: CA Employment Development Department

# Pay Per Job By Sector, 2005

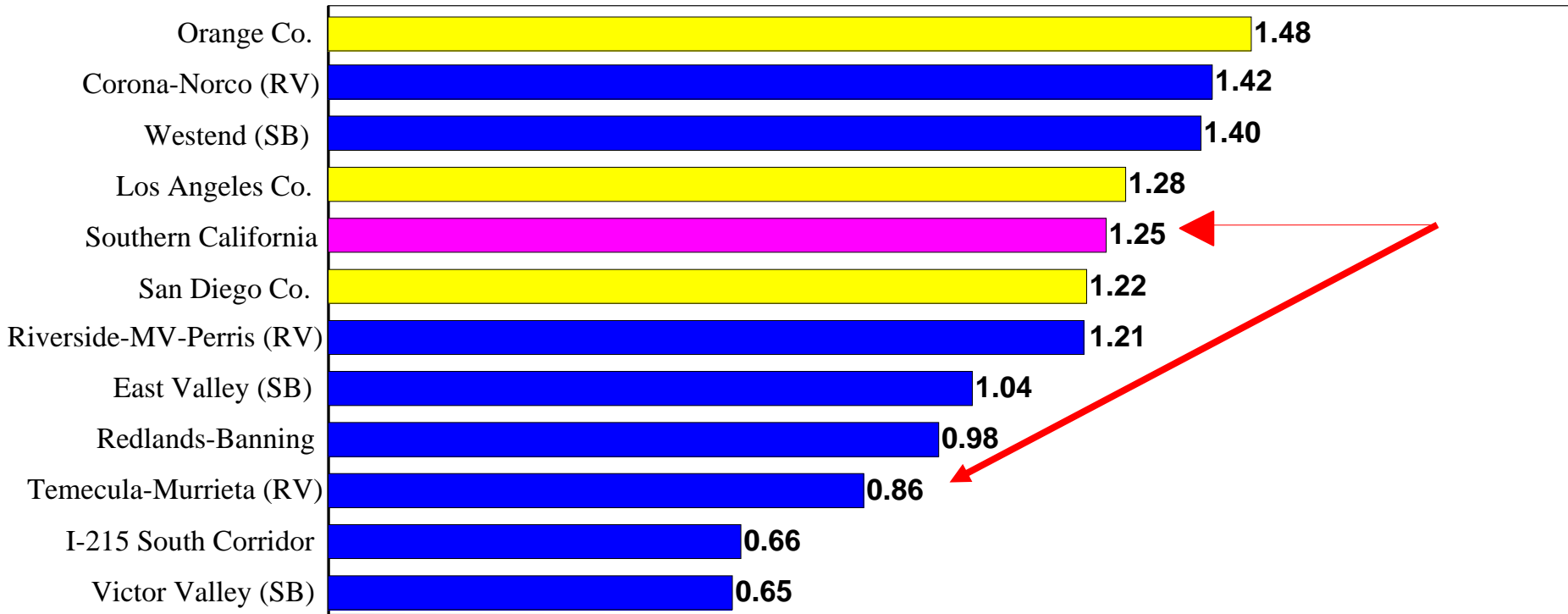
Exhibit 54.-Average Pay Per Job By Sector  
Murrieta, 2005



Source: CA Employment Development Department

# Jobs:Housing Balance

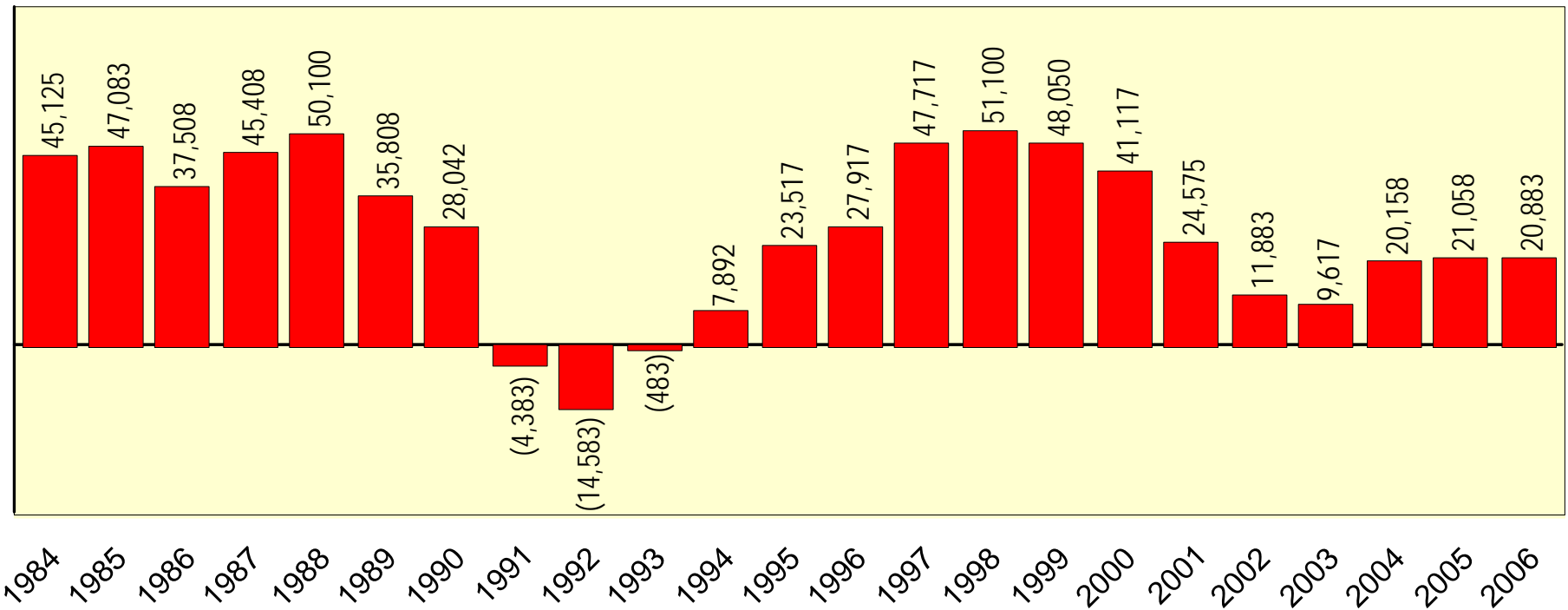
**Exhibit 5.-Jobs:Housing Balance, 2002  
Wage & Salary Jobs vs. Occupied Dwelling Units**



Sources: CA Employment Development Department, CA Department of Finance

# Job Growth: San Diego Co.

**Exhibit 133.-Total Employment Growth  
San Diego County, 1983-2006**

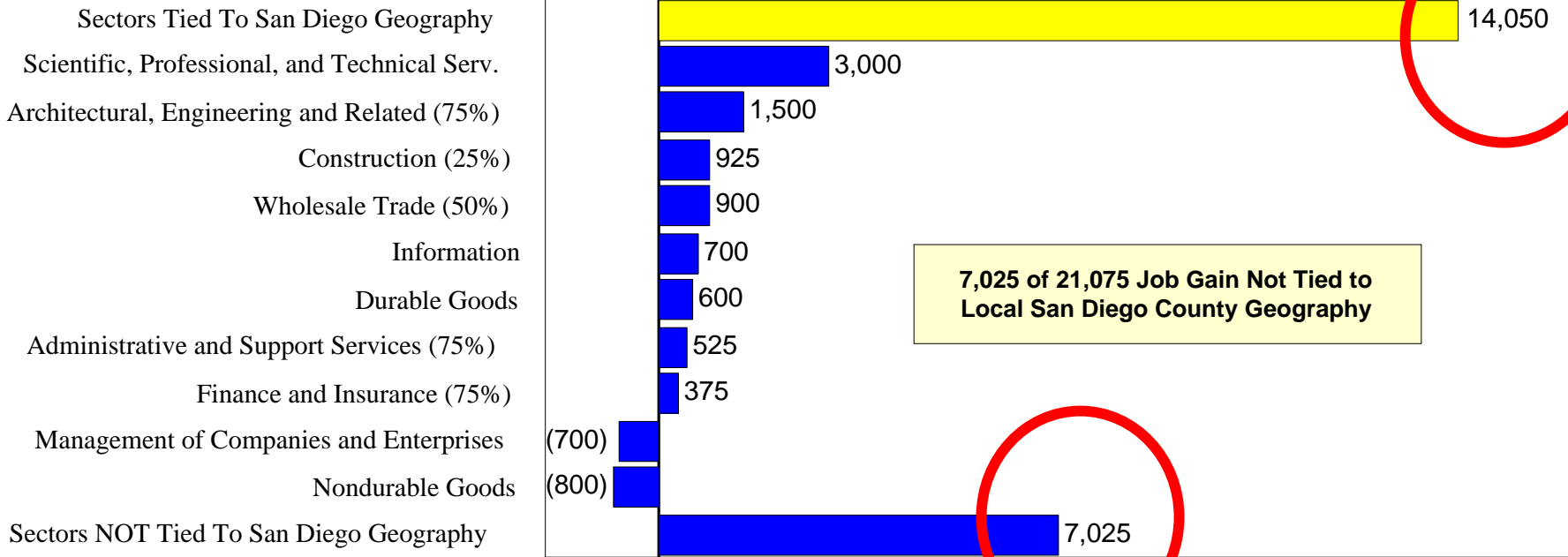


Source: CA Employment Development Department

# Job Growth, By Sector 2005

## 21,075 Jobs

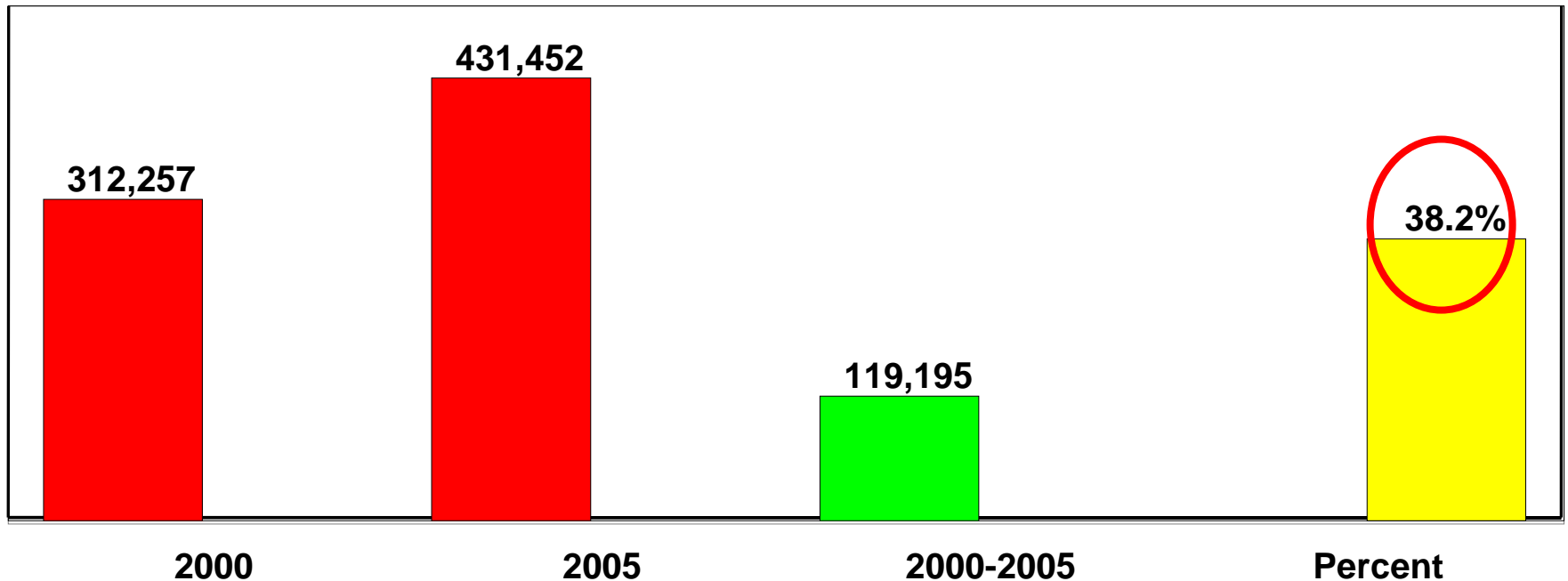
**Exhibit 134.-Employment Gains-Losses By Sector  
San Diego, 2004-2005**



Source: CA Employment Development Department

# High-End Housing Changing The Labor Force

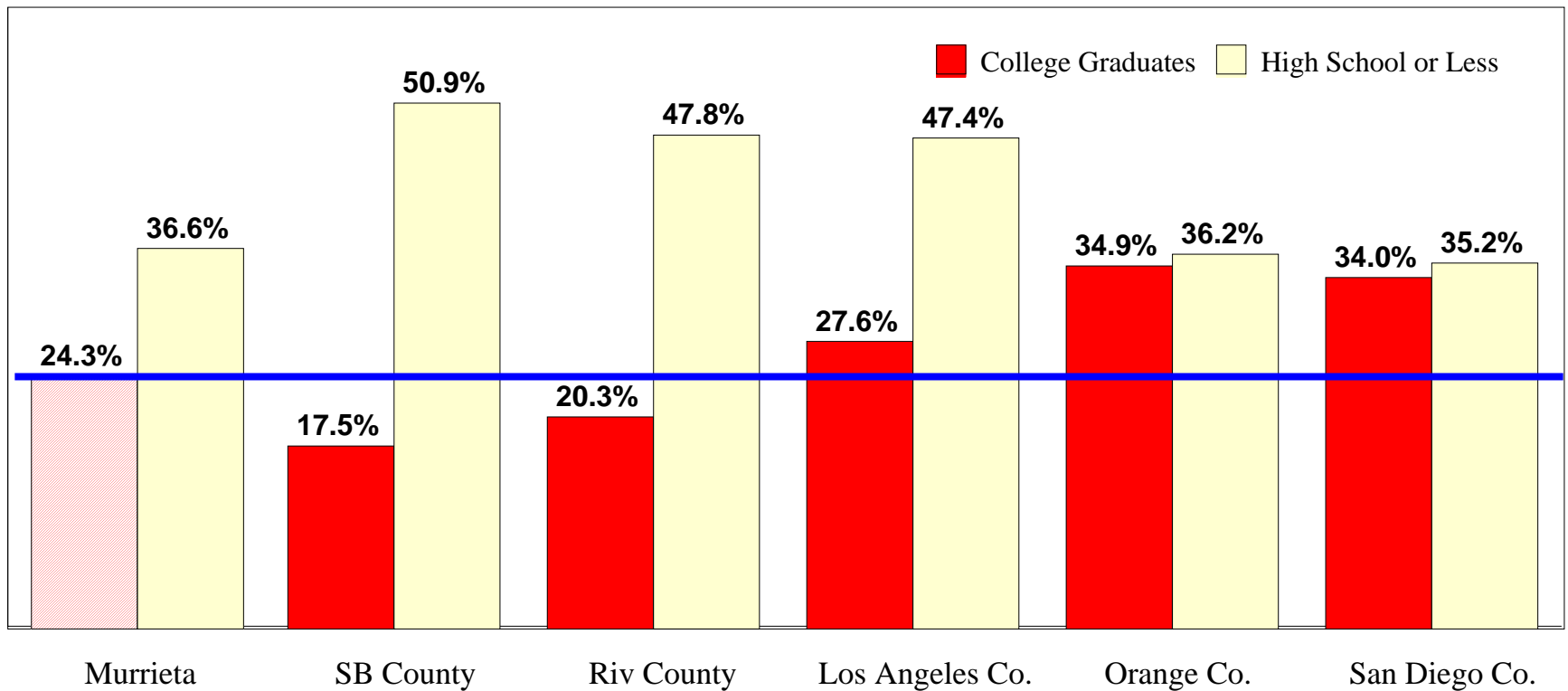
**BA Or Higher Education  
Inland Empire, 2000-2005**



Source: Census Bureau, 2000 & 2005

# Education, 2005

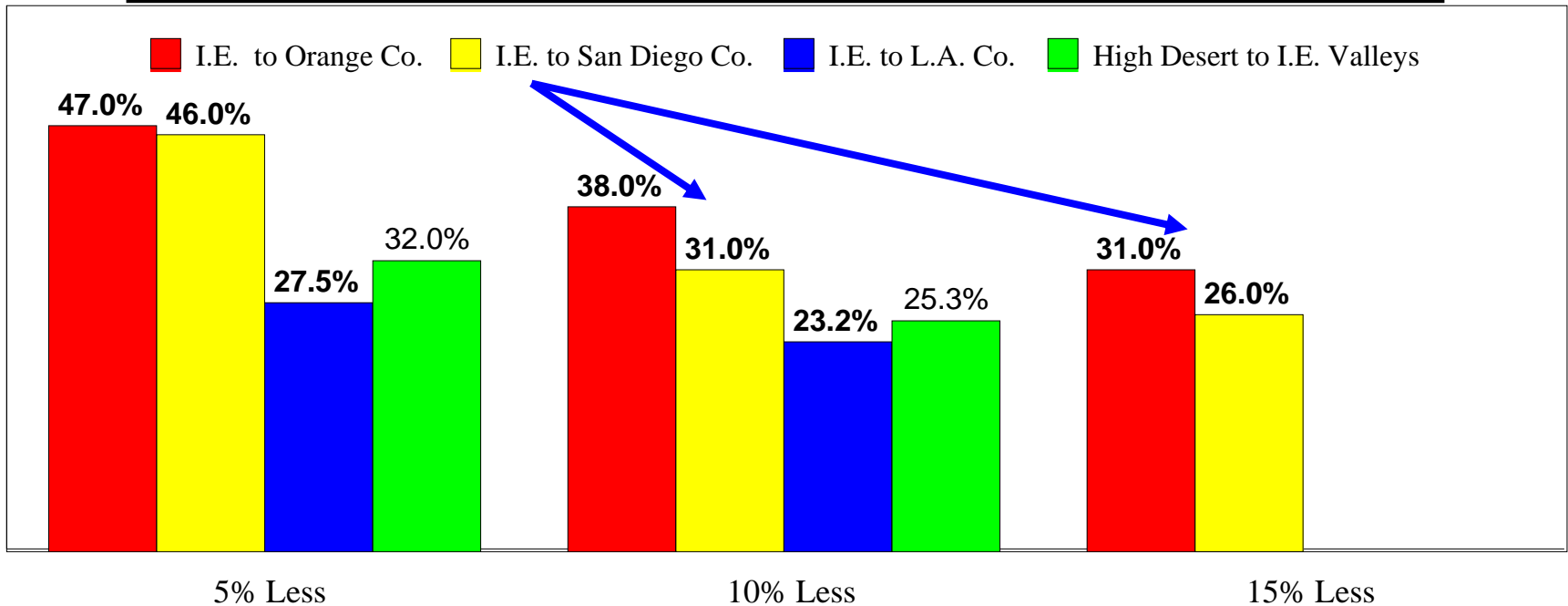
**Exhibit 12.-College Graduate or High School/Less  
Murrieta & Southern California, 2005**



Source: Census, American Community Survey, 2005

# Willing To Work For Less

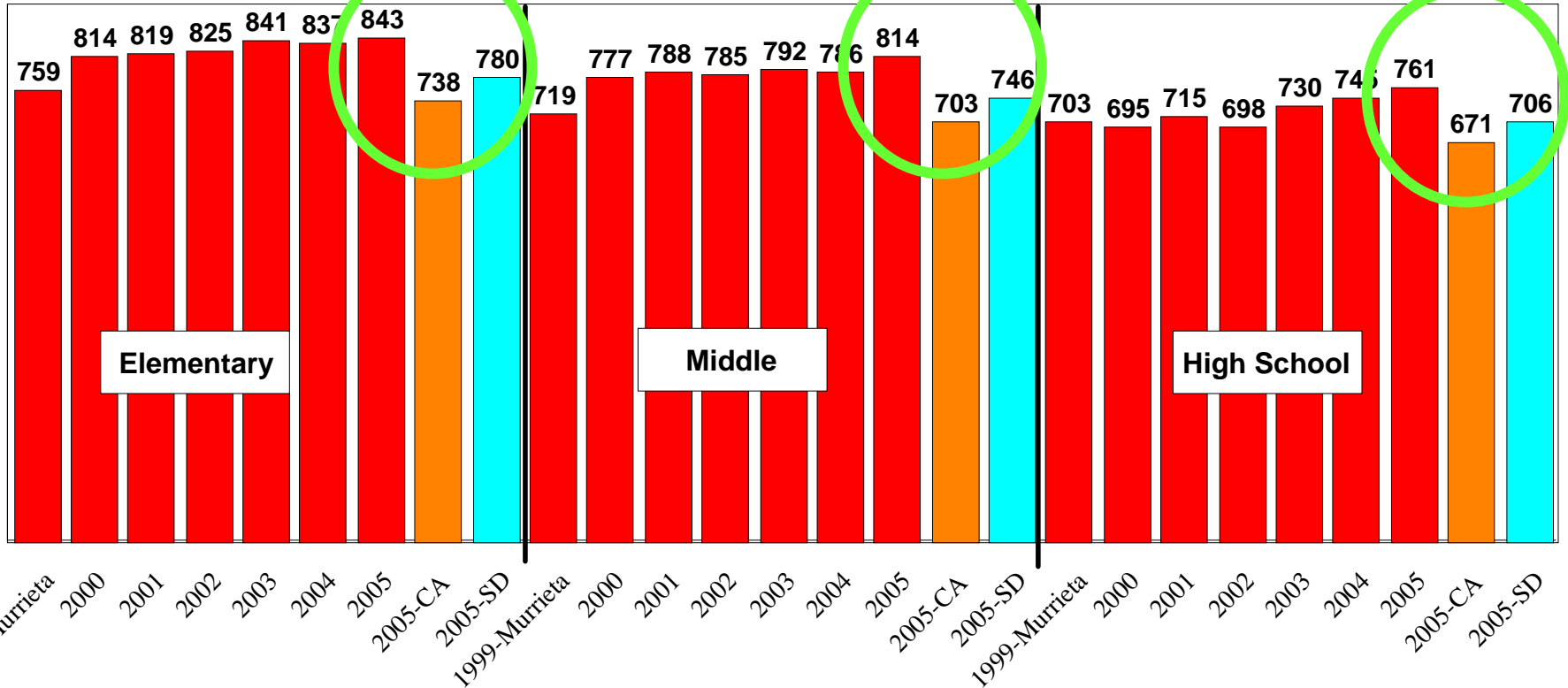
**Exhibit 124.-Percent Willing To Work For Less Locally  
Inland Empire Commuters, 2002**



Source: San Bernardino Associated Governments, Western Riverside Council of Governments

# Academic Performance Index

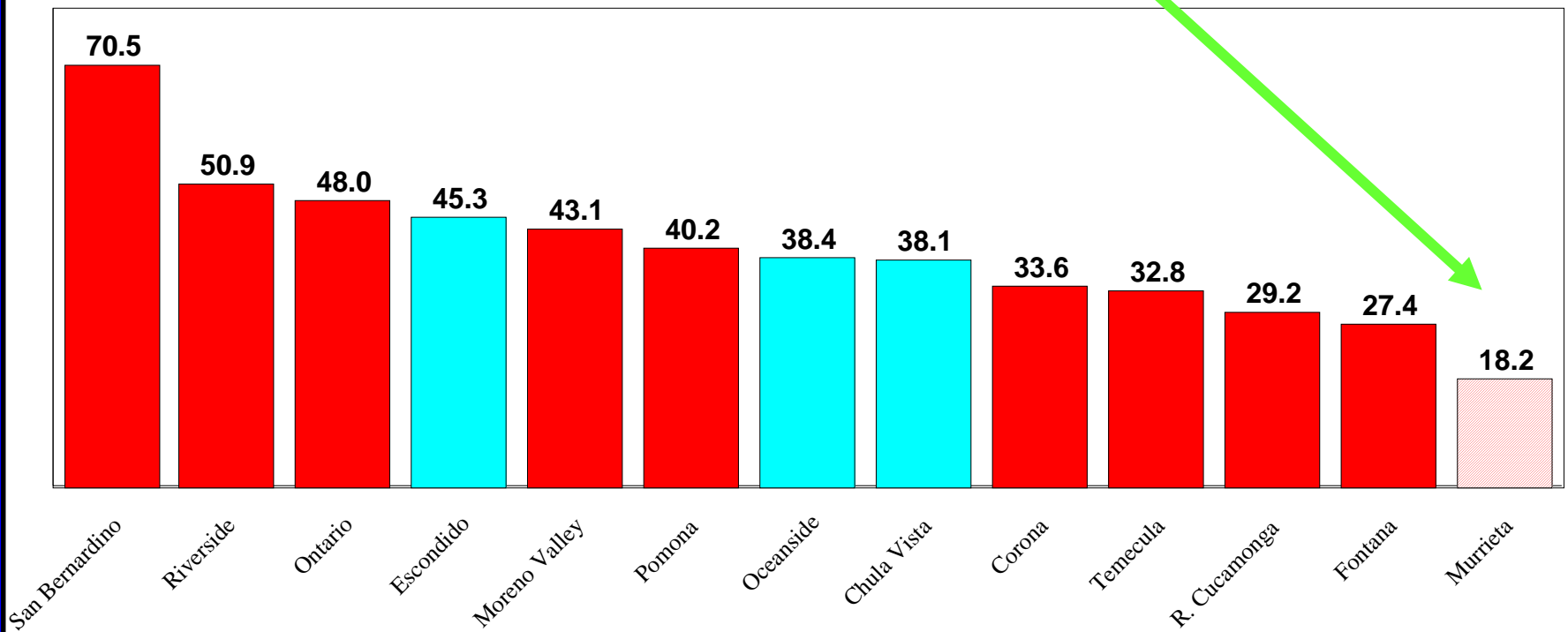
**Exhibit 96.-Academic Performance Index  
Murrieta Unified School District, 1999-2005**



Source: CA Department of Education

# Crime Per 1,000 Residents

Exhibit 110.-Major Crime Per 1,000 People  
Major Inland Empire & Large San Diego County Cities, 2004



Source: U.S. Department of Justice, Uniform Crime Report

# Industrial Space Cost

**Exhibit 137.-Industrial Space Costs, Sq. Ft./Month  
Murrieta & San Diego County, SF/Mo., Sub-Markets, June 2006**

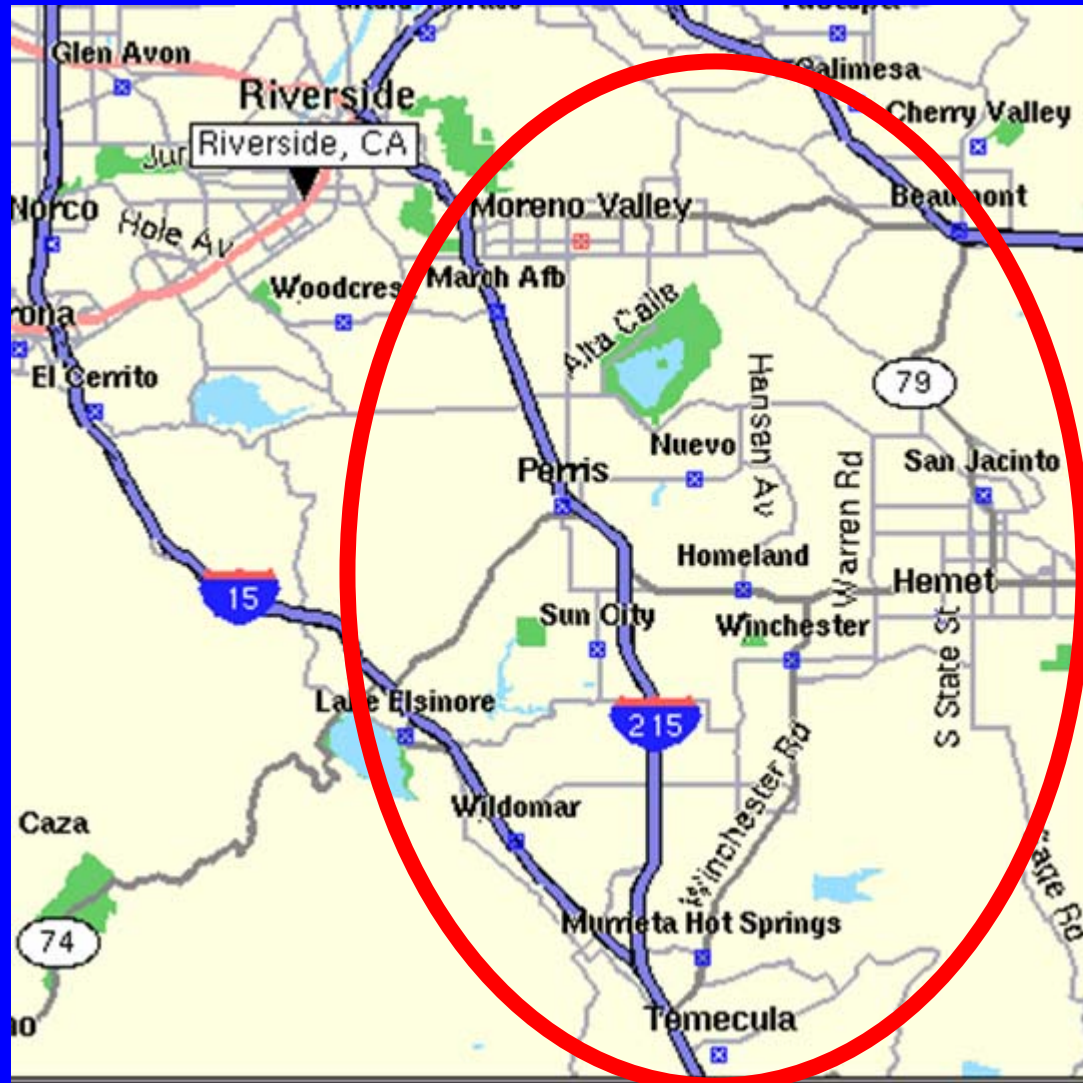


# Office Space Cost

**Exhibit 138.-Asking Office Space Lease Rates  
Murrieta Area & San Diego County, June 2006**



# I-215 South Corridor Inland Empire's “Next Hot Zone”



# Inland Industrial Space Cost

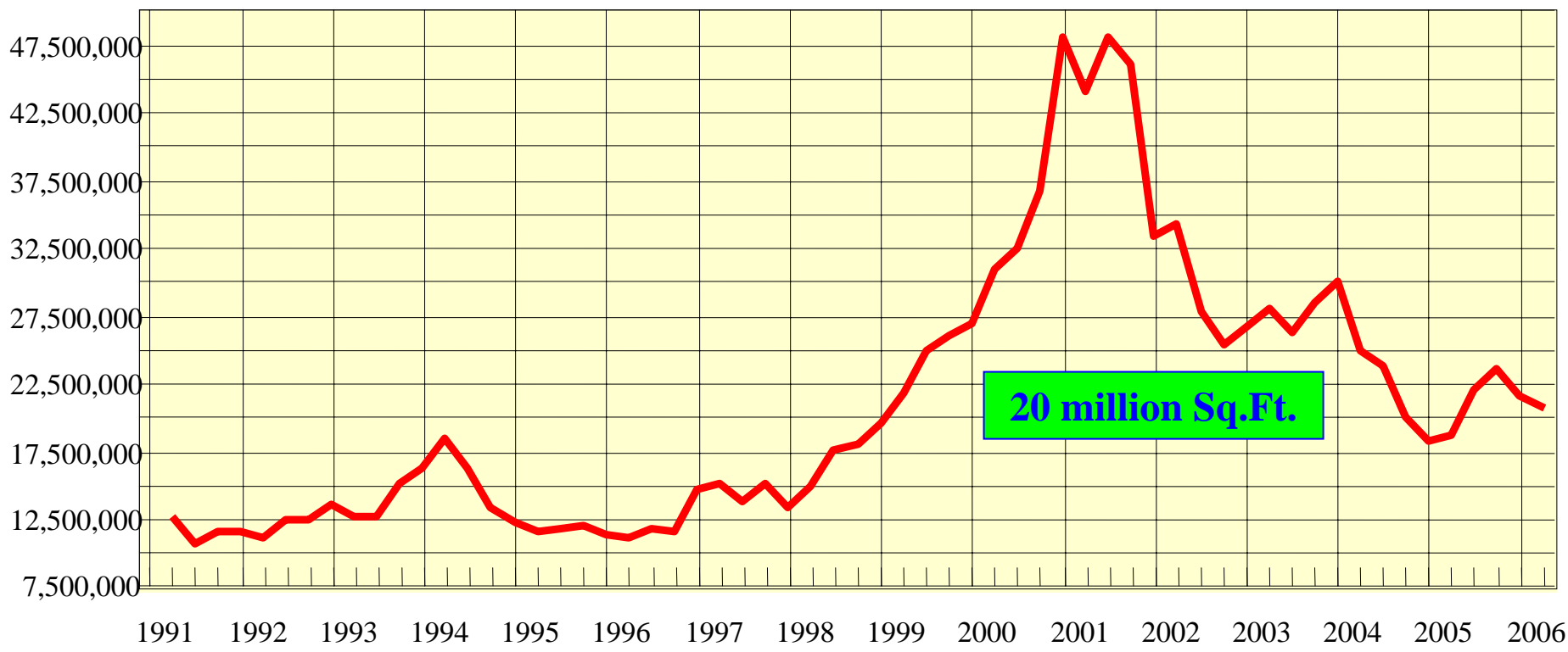
**Exhibit 82.-Industrial Space, Asking Lease Rates  
Inland Empire, Sub-Markets, Sq. Ft./Month, March 2006**



Source: Grubb & Ellis

# Quarterly Industrial Absorption, 1991-2006

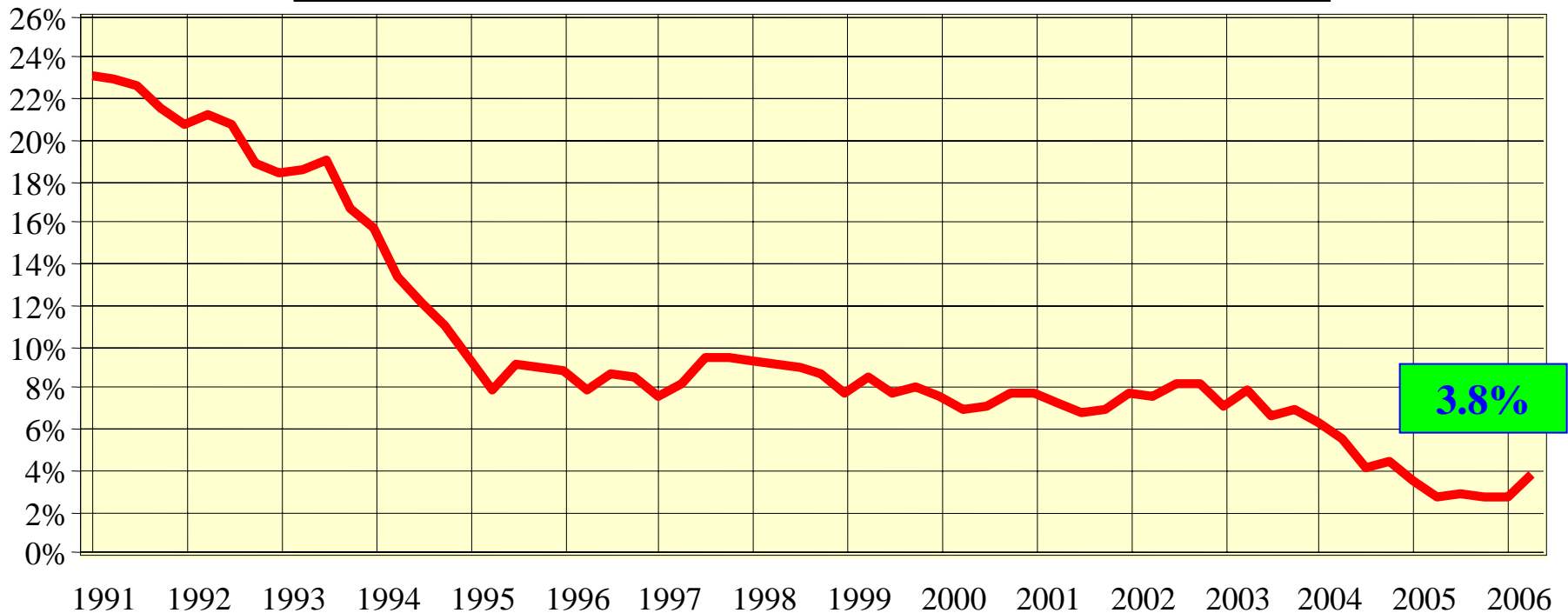
**Industrial Space Gross Absorption**  
**Exhibit 77.-Inland Empire, 1991-2006 (moving 4-quarter total)**



Source: Grubb & Ellis & Economics & Politics, Inc.

# Industrial Vacancy Rate Extremely Low

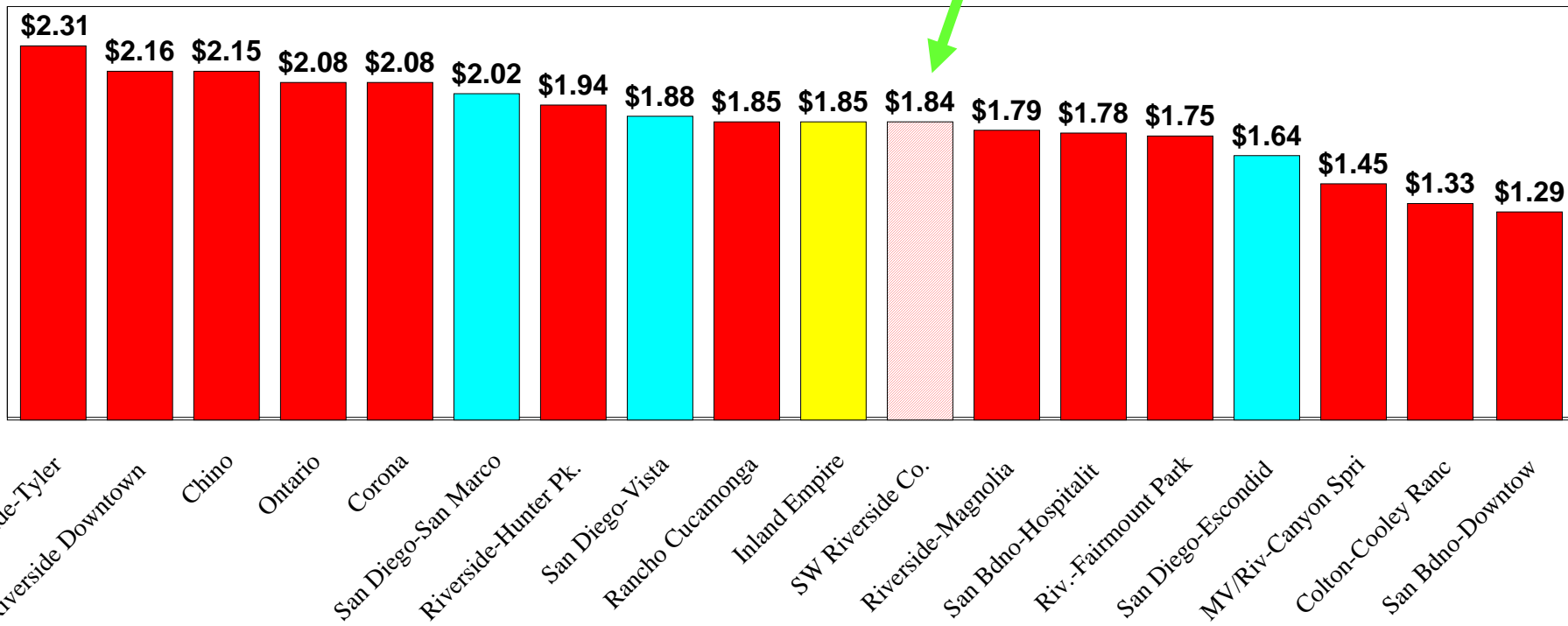
**Exhibit 83.-Industrial Space Availability Rate  
Inland Empire, 1991-2006**



Source: Grubb & Ellis

# Office Space Cost

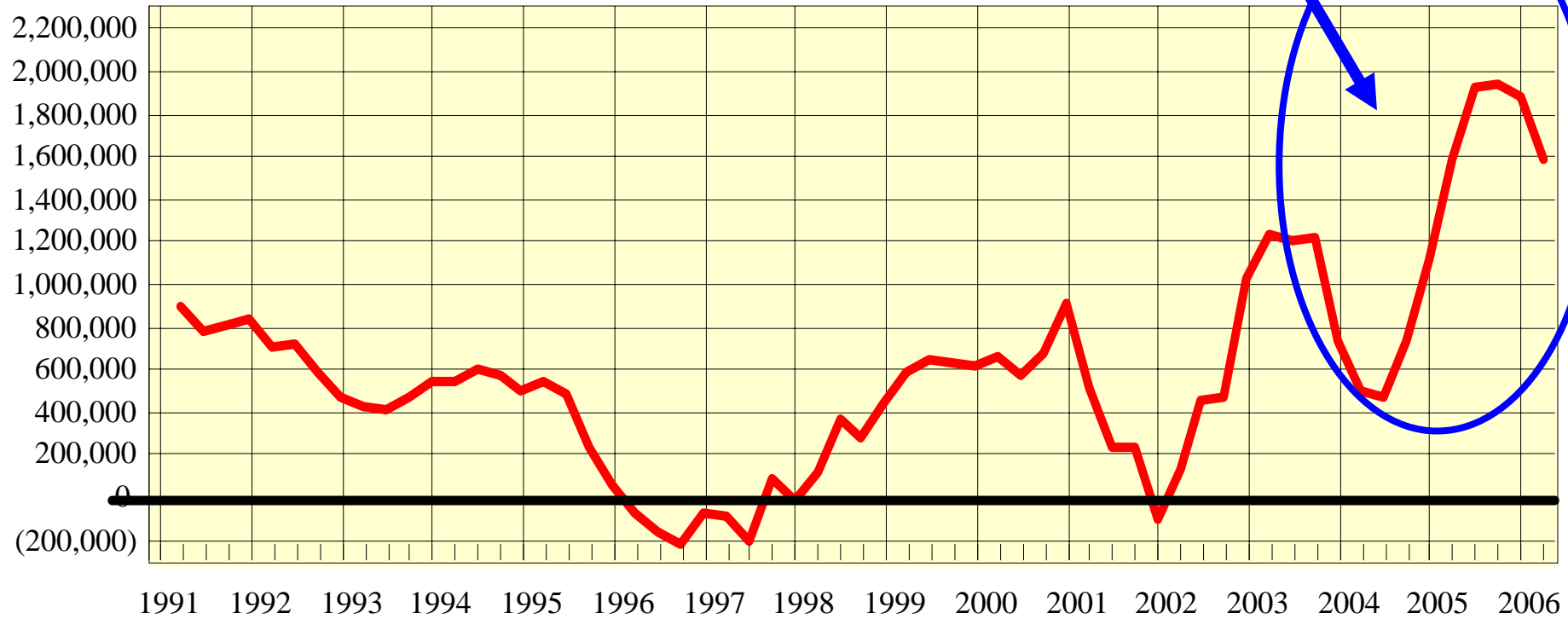
Exhibit 92.-Asking Office Space Lease Rates  
Inland Empire & North San Diego Markets, June 2006



Source: CB Richard Ellis

Office absorption at record levels. Some coastal firms understand they need to locate in the midst of the Inland Empire's 4.0 million people and 1.2 million job economy.

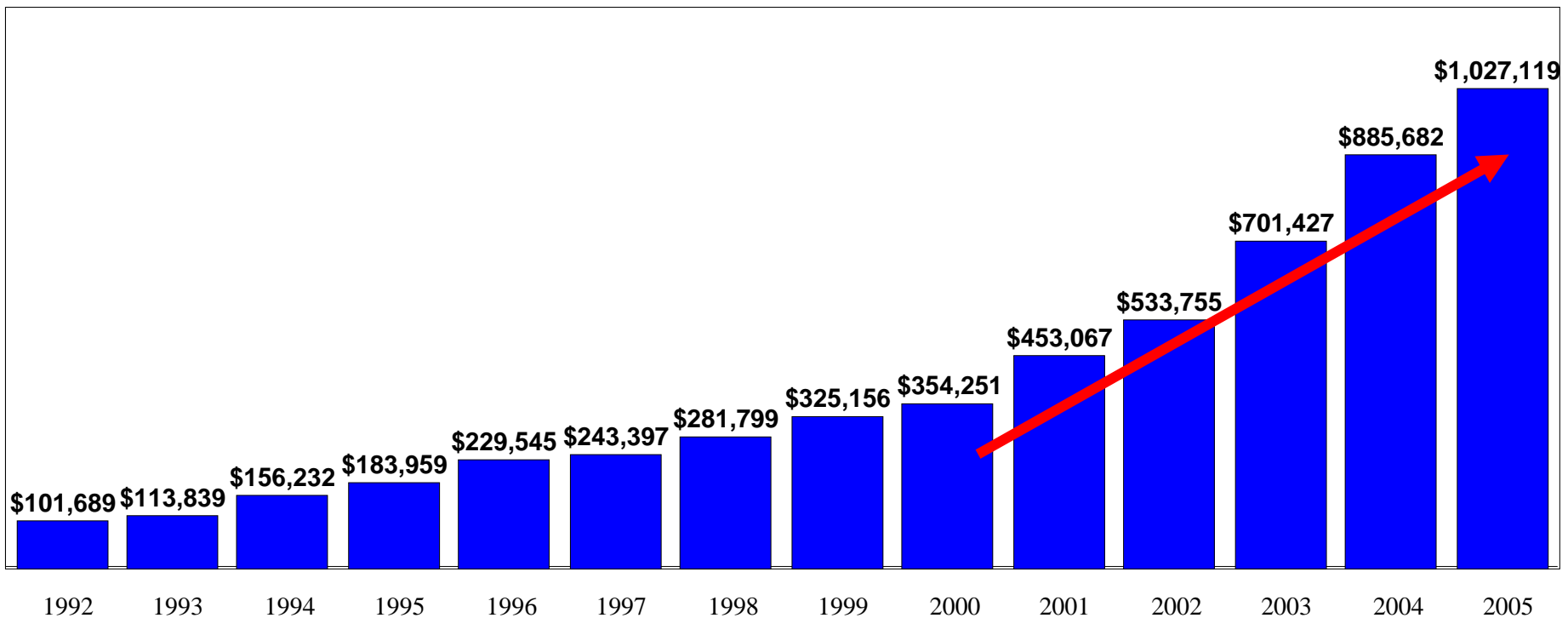
**Exhibit 1.-Office Net Space Absorption  
Moving 4-quarters, Inland Empire, 1991-2006**



Source: Grubb & Ellis & Economics & Politics, Inc.

# Retail Trade Accelerating

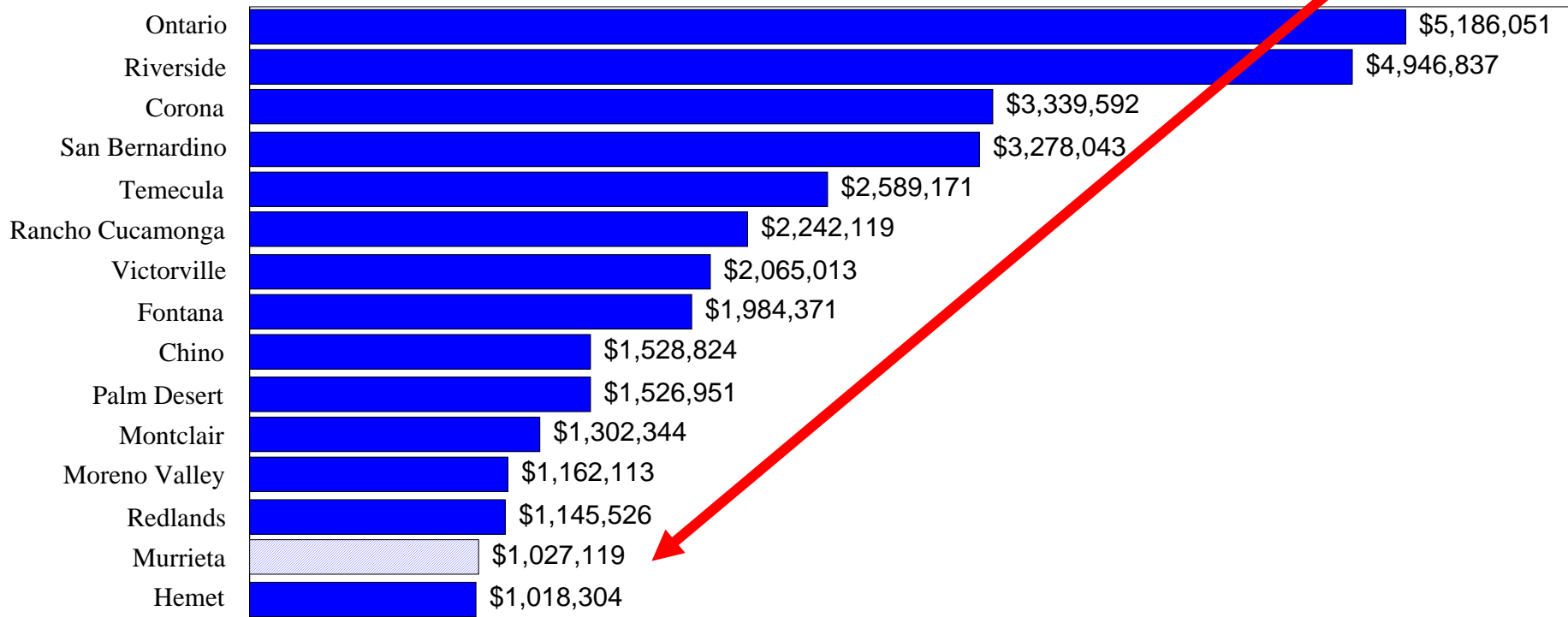
**Exhibit 63.-Total Taxable Sales (millions)  
Murrieta, 1992-2005**



Source: CA Board of Equalization

# On the \$1 Billion List

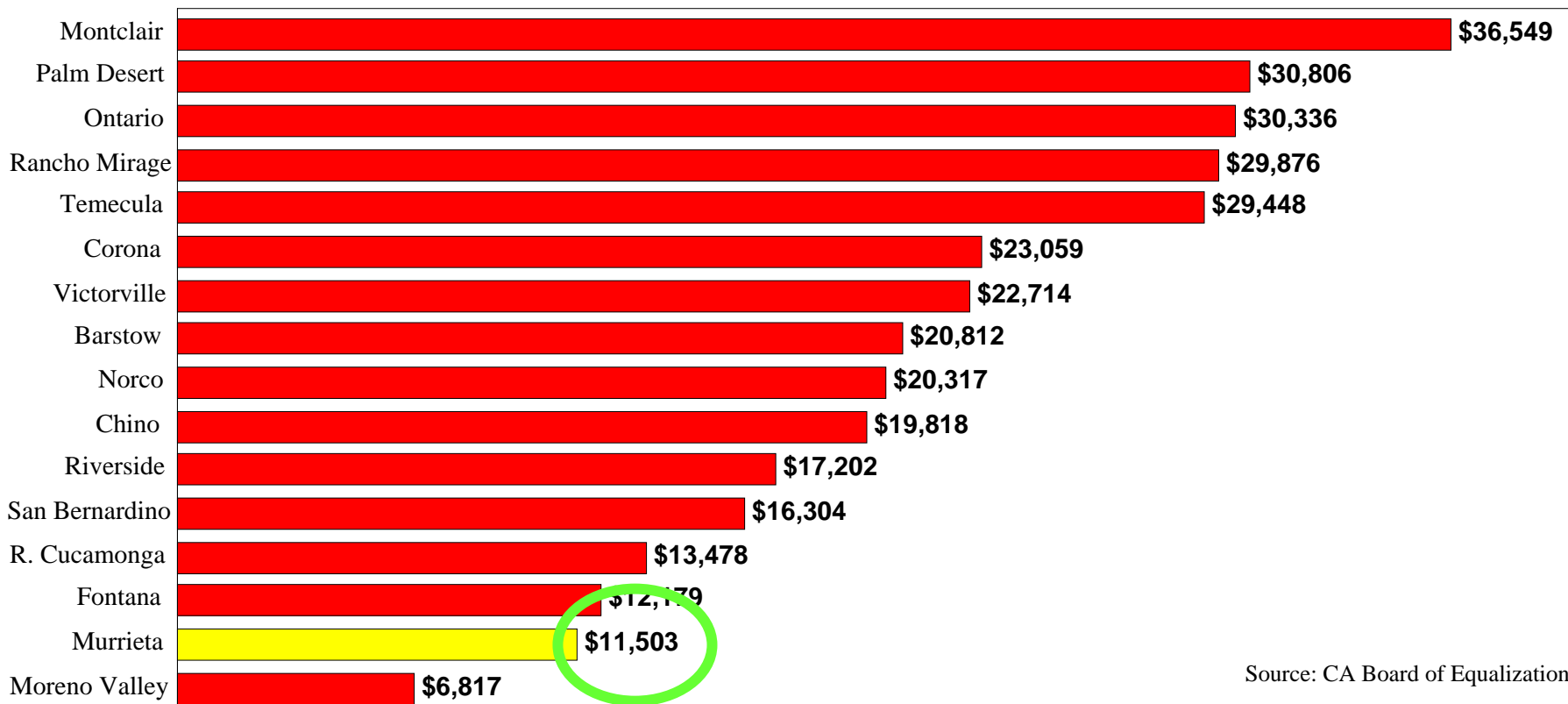
**Exhibit 65.-Total Taxable Sales (000)  
Murrieta & Major Retail Centers, 2005**



Source: CA Board of Equalization

# Per Capita Trade Still Weak

**Exhibit 67.-Taxable Sales Per Capita  
Murrieta and Major Markets, 2005**

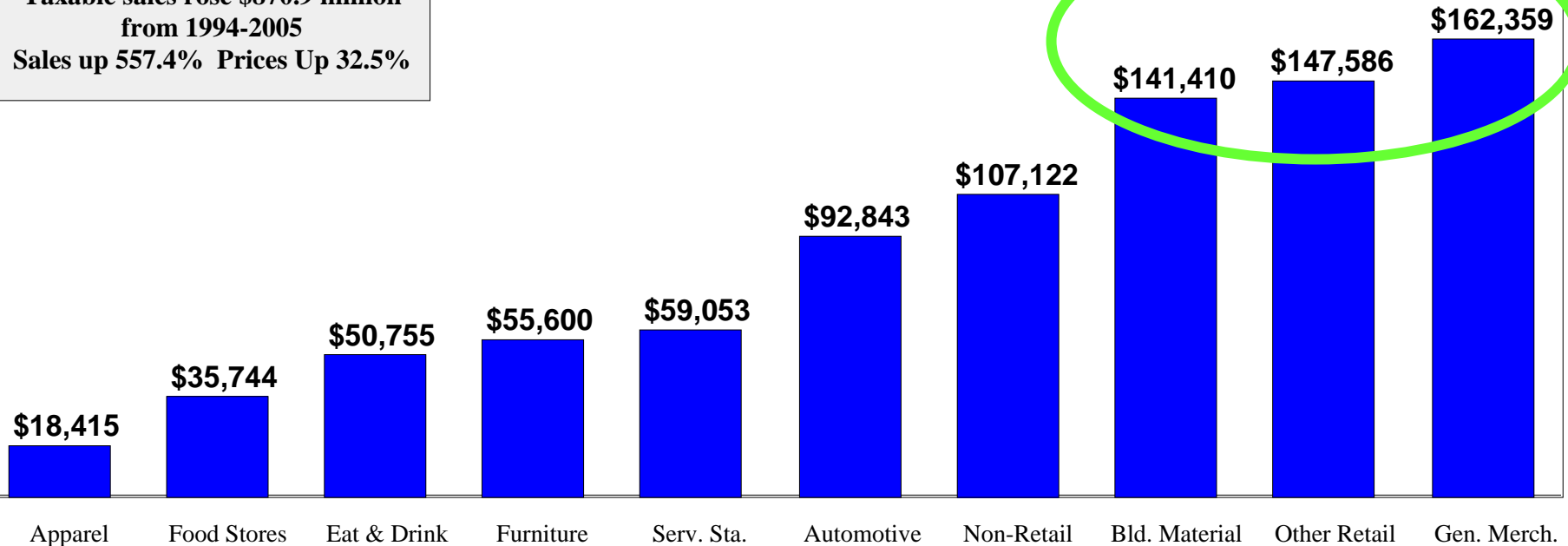


Source: CA Board of Equalization

# What Causes Retail Growth

**Exhibit 70.-Taxable Sales Growth By Sector (000)  
Murrieta, 1994-2005e**

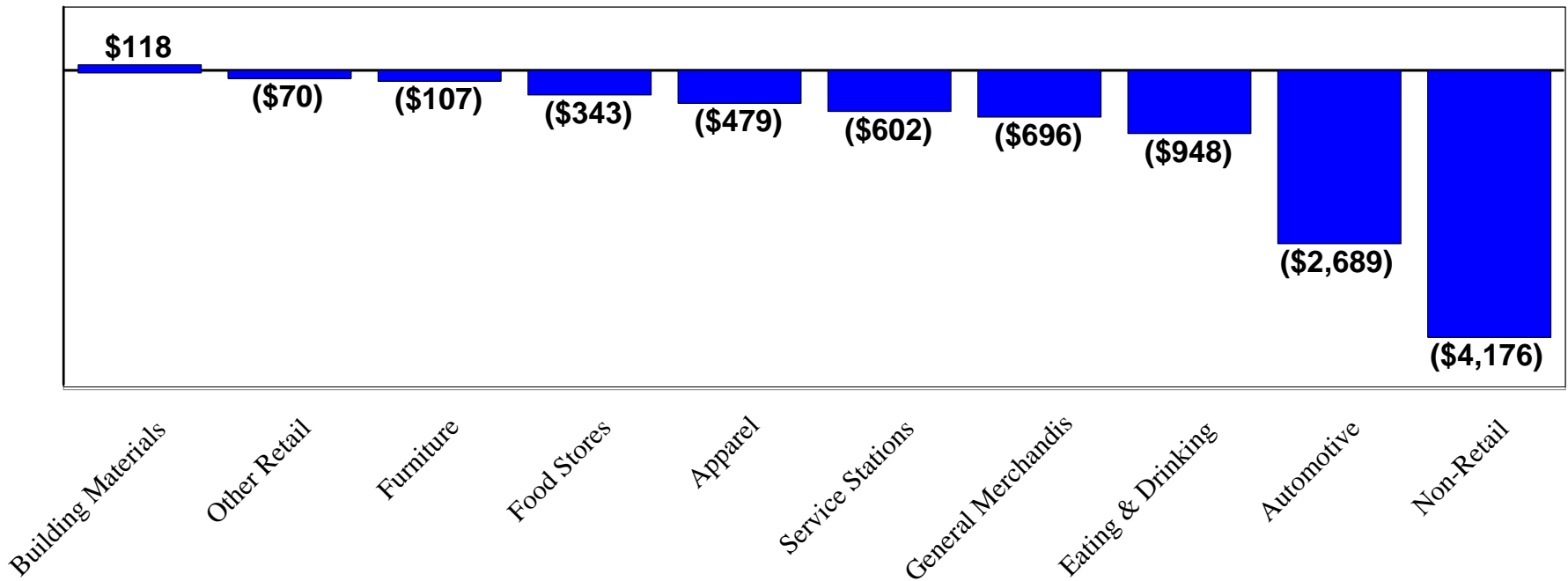
Taxable sales rose \$870.9 million  
from 1994-2005  
Sales up 557.4% Prices Up 32.5%



Source: CA Board of Equalization

# Retail Sales Gaps

**Exhibit 76.-Retail Sales Gap By Sector  
Murrieta (less) Adjusted Riverside Co., 2005e**



Note: Riverside Co. data changed +41.3% for amount its median income is different than Murrieta  
Sources: CA Board of Equalization, CA Department of Finance, Economics & Politics, Inc.

[www.johnhusing.com](http://www.johnhusing.com)



# True North Research City Survey

- Phone called approx. 500 Murrieta Residents
- Plus or minus 3.5%

# General Findings

- Traffic and Crime main concern of residents
- General satisfied with City services (83%)

# Employment

- 56% employed full or part-time
- 20% retired
- 20% employed in professional specialty
- 19% work in business services
- 16% work in education

# Percentage of Salary Willing to Give Up

## City Survey

- 21% Less than 10%
- 61% 10 to 15%
- 18% More than 15%

## SCAG/WRCOG

- 38% 5% less
- 29% 10% less
- 28% 15% less

# Commuting

- 68% commute
  - 46% Riverside
  - 23% San Diego
  - 9% to LA
  - 9% to Orange
  - 3% San Bernardino

# Commute Times

- 26% Less than 45
  - 33% 45-90 minutes
  - 16% 91-120 minutes
  - 25% More than 120 minutes
- 
- 85% Drive alone