



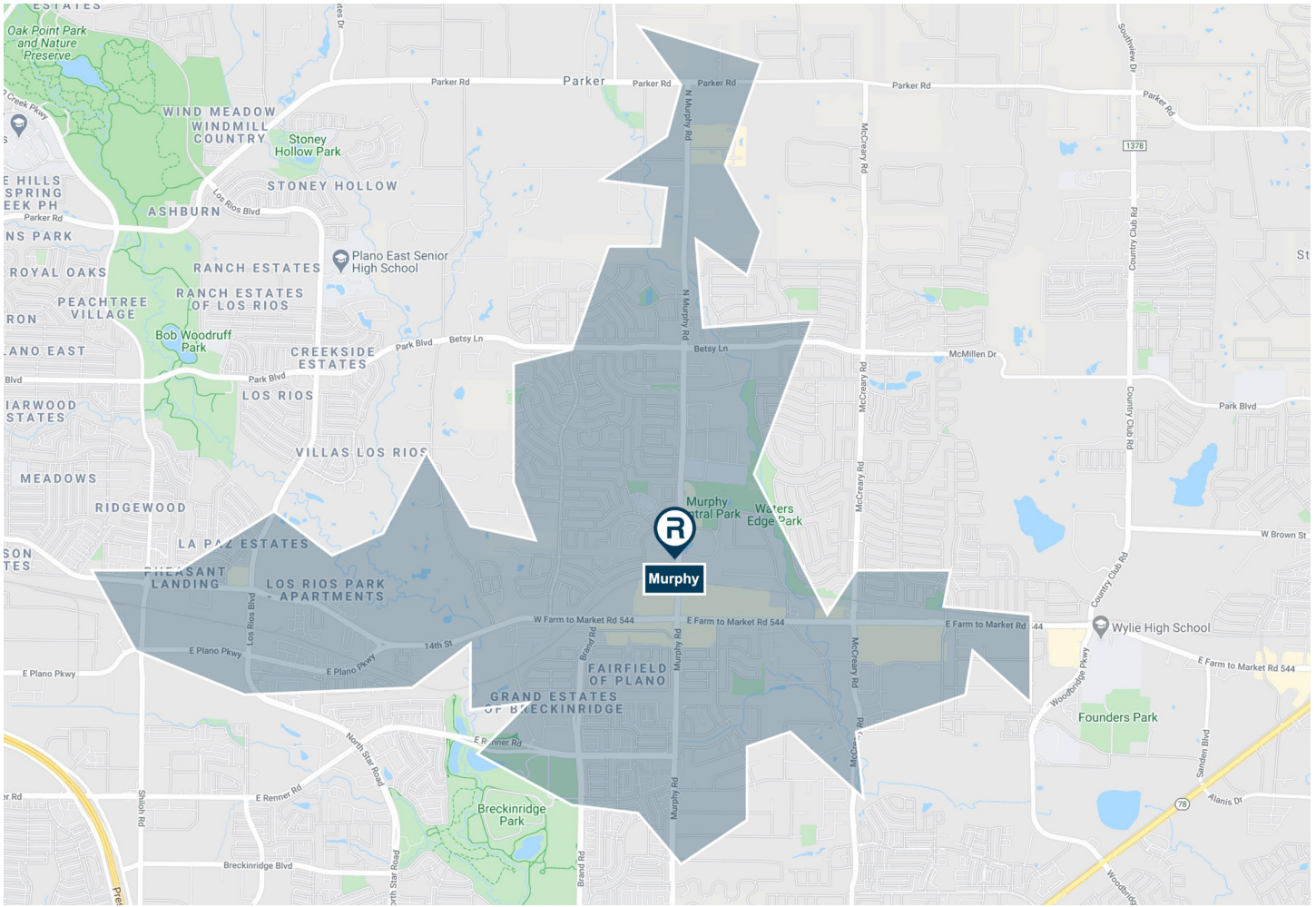
The**Retail**Coach.®

5-Minute Drive Time Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
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5-Minute Drive Time



Prepared for:



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Murphy, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	28,814	
2021 Estimate	26,178	
2010 Census	19,458	
2000 Census	5,887	
Growth 2021 - 2026		10.07%
Growth 2010 - 2021		34.54%
Growth 2000 - 2010		230.53%
2021 Est. Population by Single-Classification Race	26,178	
White Alone	10,458	39.95%
Black or African American Alone	3,440	13.14%
Amer. Indian and Alaska Native Alone	81	0.31%
Asian Alone	10,429	39.84%
Native Hawaiian and Other Pacific Island Alone	11	0.04%
Some Other Race Alone	832	3.18%
Two or More Races	929	3.55%
2021 Est. Population by Hispanic or Latino Origin	26,178	
Not Hispanic or Latino	23,583	90.09%
Hispanic or Latino	2,595	9.91%
Mexican	2,016	77.69%
Puerto Rican	92	3.55%
Cuban	27	1.04%
All Other Hispanic or Latino	460	17.73%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	2,595	
White Alone	1,604	61.81%
Black or African American Alone	59	2.27%
American Indian and Alaska Native Alone	16	0.62%
Asian Alone	3	0.12%
Native Hawaiian and Other Pacific Islander Alone	2	0.08%
Some Other Race Alone	790	30.44%
Two or More Races	122	4.70%
2021 Est. Pop by Race, Asian Alone, by Category	10,429	
Chinese, except Taiwanese	728	6.98%
Filipino	247	2.37%
Japanese	16	0.15%
Asian Indian	4,915	47.13%
Korean	372	3.57%
Vietnamese	2,834	27.17%
Cambodian	97	0.93%
Hmong	36	0.35%
Laotian	10	0.10%
Thai	20	0.19%
All Other Asian Races Including 2+ Category	1,155	11.08%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	26,178	
Arab	428	1.64%
Czech	88	0.34%
Danish	76	0.29%
Dutch	177	0.68%
English	1,442	5.51%
French (except Basque)	365	1.39%
French Canadian	87	0.33%
German	2,273	8.68%
Greek	33	0.13%
Hungarian	7	0.03%
Irish	1,416	5.41%
Italian	533	2.04%
Lithuanian	46	0.18%
United States or American	1,529	5.84%
Norwegian	119	0.46%
Polish	384	1.47%
Portuguese	16	0.06%
Russian	26	0.10%
Scottish	489	1.87%
Scotch-Irish	294	1.12%
Slovak	0	0.00%
Subsaharan African	1,016	3.88%
Swedish	199	0.76%
Swiss	67	0.26%
Ukrainian	98	0.37%
Welsh	203	0.78%
West Indian (except Hisp. groups)	109	0.42%
Other ancestries	10,998	42.01%
Ancestry Unclassified	3,657	13.97%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,558	68.24%
Speak Asian/Pacific Island Language at Home	3,791	15.62%
Speak IndoEuropean Language at Home	1,989	8.20%
Speak Spanish at Home	1,509	6.22%
Speak Other Language at Home	417	1.72%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	26,178	
Age 0 - 4	1,914	7.31%
Age 5 - 9	2,298	8.78%
Age 10 - 14	2,254	8.61%
Age 15 - 17	1,378	5.26%
Age 18 - 20	1,183	4.52%
Age 21 - 24	1,448	5.53%
Age 25 - 34	2,574	9.83%
Age 35 - 44	3,573	13.65%
Age 45 - 54	4,278	16.34%
Age 55 - 64	3,013	11.51%
Age 65 - 74	1,488	5.68%
Age 75 - 84	651	2.49%
Age 85 and over	127	0.49%
Age 16 and over	19,261	73.58%
Age 18 and over	18,335	70.04%
Age 21 and over	17,152	65.52%
Age 65 and over	2,265	8.65%
2021 Est. Median Age		35.13
2021 Est. Average Age		34.75
2021 Est. Population by Sex	26,178	
Male	12,953	49.48%
Female	13,226	50.52%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	12,953	
Age 0 - 4	977	7.54%
Age 5 - 9	1,149	8.87%
Age 10 - 14	1,160	8.96%
Age 15 - 17	698	5.39%
Age 18 - 20	603	4.66%
Age 21 - 24	725	5.60%
Age 25 - 34	1,284	9.91%
Age 35 - 44	1,591	12.28%
Age 45 - 54	2,126	16.41%
Age 55 - 64	1,566	12.09%
Age 65 - 74	714	5.51%
Age 75 - 84	306	2.36%
Age 85 and over	52	0.40%
2021 Est. Median Age, Male		34.07
2021 Est. Average Age, Male		34.42
2021 Est. Female Population by Age	13,226	
Age 0 - 4	937	7.09%
Age 5 - 9	1,149	8.69%
Age 10 - 14	1,093	8.26%
Age 15 - 17	680	5.14%
Age 18 - 20	580	4.39%
Age 21 - 24	723	5.47%
Age 25 - 34	1,290	9.75%
Age 35 - 44	1,982	14.99%
Age 45 - 54	2,153	16.28%
Age 55 - 64	1,447	10.94%
Age 65 - 74	773	5.85%
Age 75 - 84	344	2.60%
Age 85 and over	75	0.57%
2021 Est. Median Age, Female		35.93
2021 Est. Average Age, Female		35.04

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,507	27.94%
Males, Never Married	2,863	14.52%
Females, Never Married	2,644	13.41%
Married, Spouse present	11,307	57.36%
Married, Spouse absent	1,102	5.59%
Widowed	612	3.11%
Males Widowed	93	0.47%
Females Widowed	519	2.63%
Divorced	1,184	6.01%
Males Divorced	566	2.87%
Females Divorced	619	3.14%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	409	2.6%
Some High School, no diploma	489	3.1%
High School Graduate (or GED)	2,852	18.2%
Some College, no degree	2,427	15.5%
Associate Degree	1,193	7.6%
Bachelor's Degree	5,168	32.9%
Master's Degree	2,326	14.8%
Professional School Degree	540	3.4%
Doctorate Degree	300	1.9%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	416	31.40%
High School Graduate	348	26.26%
Some College or Associate's Degree	212	16.00%
Bachelor's Degree or Higher	350	26.42%
Households		
2026 Projection	7,757	
2021 Estimate	7,129	
2010 Census	5,611	
2000 Census	1,912	
Growth 2021 - 2026		8.81%
Growth 2010 - 2021		27.05%
Growth 2000 - 2010		193.46%
2021 Est. Households by Household Type	7,129	
Family Households	6,216	87.19%
Nonfamily Households	913	12.81%
2021 Est. Group Quarters Population	0	
2021 Households by Ethnicity, Hispanic/Latino	624	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	7,129	
Income < \$15,000	233	3.27%
Income \$15,000 - \$24,999	168	2.36%
Income \$25,000 - \$34,999	246	3.45%
Income \$35,000 - \$49,999	372	5.22%
Income \$50,000 - \$74,999	781	10.96%
Income \$75,000 - \$99,999	863	12.11%
Income \$100,000 - \$124,999	937	13.14%
Income \$125,000 - \$149,999	792	11.11%
Income \$150,000 - \$199,999	1,036	14.53%
Income \$200,000 - \$249,999	557	7.81%
Income \$250,000 - \$499,999	746	10.46%
Income \$500,000+	399	5.60%
2021 Est. Average Household Income		\$161,936
2021 Est. Median Household Income		\$124,021
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$135,621
Black or African American Alone		\$118,767
American Indian and Alaska Native Alone		\$100,000
Asian Alone		\$122,568
Native Hawaiian and Other Pacific Islander Alone		\$187,499
Some Other Race Alone		\$63,042
Two or More Races		\$95,422
Hispanic or Latino		\$71,218
Not Hispanic or Latino		\$129,434
2021 Est. Family HH Type by Presence of Own Child.	6,216	
Married-Couple Family, own children	3,624	58.30%
Married-Couple Family, no own children	1,785	28.72%
Male Householder, own children	131	2.11%
Male Householder, no own children	116	1.87%
Female Householder, own children	367	5.90%
Female Householder, no own children	193	3.11%
2021 Est. Households by Household Size	7,129	
1-person	669	9.38%
2-person	1,539	21.59%
3-person	1,337	18.75%
4-person	1,723	24.17%
5-person	1,064	14.93%
6-person	472	6.62%
7-or-more-person	324	4.55%
2021 Est. Average Household Size		3.58

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	7,129	
Households with 1 or More People under Age 18:	4,285	60.11%
Married-Couple Family	3,709	86.56%
Other Family, Male Householder	149	3.48%
Other Family, Female Householder	415	9.69%
Nonfamily, Male Householder	12	0.28%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	2,844	39.89%
Married-Couple Family	1,702	59.85%
Other Family, Male Householder	95	3.34%
Other Family, Female Householder	145	5.10%
Nonfamily, Male Householder	483	16.98%
Nonfamily, Female Householder	418	14.70%
2021 Est. Households by Number of Vehicles	7,129	
No Vehicles	82	1.15%
1 Vehicle	962	13.49%
2 Vehicles	3,728	52.29%
3 Vehicles	1,627	22.82%
4 Vehicles	460	6.45%
5 or more Vehicles	269	3.77%
2021 Est. Average Number of Vehicles		2.36
Family Households		
2026 Projection	6,762	
2021 Estimate	6,216	
2010 Census	4,895	
2000 Census	1,603	
Growth 2021 - 2026		8.78%
Growth 2010 - 2021		26.99%
Growth 2000 - 2010		205.37%
2021 Est. Families by Poverty Status	6,216	
2021 Families at or Above Poverty	5,994	96.43%
2021 Families at or Above Poverty with Children	3,821	61.47%
2021 Families Below Poverty	222	3.57%
2021 Families Below Poverty with Children	122	1.96%
2021 Est. Pop 16+ by Employment Status	19,261	
Civilian Labor Force, Employed	12,887	66.91%
Civilian Labor Force, Unemployed	632	3.28%
Armed Forces	1	0.01%
Not in Labor Force	5,741	29.81%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	12,848	
For-Profit Private Workers	9,687	75.40%
Non-Profit Private Workers	800	6.23%
Local Government Workers	189	1.47%
State Government Workers	270	2.10%
Federal Government Workers	559	4.35%
Self-Employed Workers	1,327	10.33%
Unpaid Family Workers	16	0.13%
2021 Est. Civ. Employed Pop 16+ by Occupation	12,848	
Architect/Engineer	411	3.20%
Arts/Entertainment/Sports	277	2.16%
Building Grounds Maintenance	319	2.48%
Business/Financial Operations	1,082	8.42%
Community/Social Services	182	1.42%
Computer/Mathematical	1,262	9.82%
Construction/Extraction	268	2.09%
Education/Training/Library	734	5.71%
Farming/Fishing/Forestry	1	0.01%
Food Prep/Serving	456	3.55%
Health Practitioner/Technician	1,242	9.67%
Healthcare Support	167	1.30%
Maintenance Repair	281	2.19%
Legal	112	0.87%
Life/Physical/Social Science	144	1.12%
Management	1,768	13.76%
Office/Admin. Support	1,143	8.90%
Production	343	2.67%
Protective Services	164	1.28%
Sales/Related	1,493	11.62%
Personal Care/Service	439	3.42%
Transportation/Moving	560	4.36%
2021 Est. Pop 16+ by Occupation Classification	12,848	
White Collar	9,851	76.67%
Blue Collar	1,452	11.30%
Service and Farm	1,545	12.03%
2021 Est. Workers Age 16+ by Transp. to Work	12,306	
Drove Alone	10,027	81.48%
Car Pooled	594	4.83%
Public Transportation	192	1.56%
Walked	50	0.41%
Bicycle	1	0.01%
Other Means	189	1.54%
Worked at Home	1,253	10.18%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,515	
15 - 29 Minutes	3,901	
30 - 44 Minutes	3,135	
45 - 59 Minutes	1,563	
60 or more Minutes	986	
2021 Est. Avg Travel Time to Work in Minutes		33
2021 Est. Occupied Housing Units by Tenure	7,129	
Owner Occupied	6,113	85.75%
Renter Occupied	1,016	14.25%
2021 Owner Occ. HUs: Avg. Length of Residence		10.78
2021 Renter Occ. HUs: Avg. Length of Residence		5.75
2021 Est. Owner-Occupied Housing Units by Value	7,129	
Value Less than \$20,000	43	0.70%
Value \$20,000 - \$39,999	44	0.72%
Value \$40,000 - \$59,999	14	0.23%
Value \$60,000 - \$79,999	8	0.13%
Value \$80,000 - \$99,999	13	0.21%
Value \$100,000 - \$149,999	34	0.56%
Value \$150,000 - \$199,999	155	2.54%
Value \$200,000 - \$299,999	1,084	17.73%
Value \$300,000 - \$399,999	1,874	30.66%
Value \$400,000 - \$499,999	1,439	23.54%
Value \$500,000 - \$749,999	1,013	16.57%
Value \$750,000 - \$999,999	227	3.71%
Value \$1,000,000 or \$1,499,999	101	1.65%
Value \$1,500,000 or \$1,999,999	35	0.57%
Value \$2,000,000+	29	0.47%
2021 Est. Median All Owner-Occupied Housing Value		\$388,397
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	6,194	84.94%
1 Unit Attached	118	1.62%
2 Units	21	0.29%
3 or 4 Units	71	0.97%
5 to 19 Units	468	6.42%
20 to 49 Units	123	1.69%
50 or More Units	224	3.07%
Mobile Home or Trailer	74	1.02%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,595	21.87%
Housing Units Built 2010 to 2014	340	4.66%
Housing Units Built 2000 to 2009	3,049	41.81%
Housing Units Built 1990 to 1999	1,383	18.97%
Housing Units Built 1980 to 1989	577	7.91%
Housing Units Built 1970 to 1979	225	3.09%
Housing Units Built 1960 to 1969	61	0.84%
Housing Units Built 1950 to 1959	39	0.54%
Housing Units Built 1940 to 1949	11	0.15%
Housing Unit Built 1939 or Earlier	12	0.17%
2021 Est. Median Year Structure Built		2004

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.



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ACKNOWLEDGMENTS

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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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