



The**Retail**Coach.®

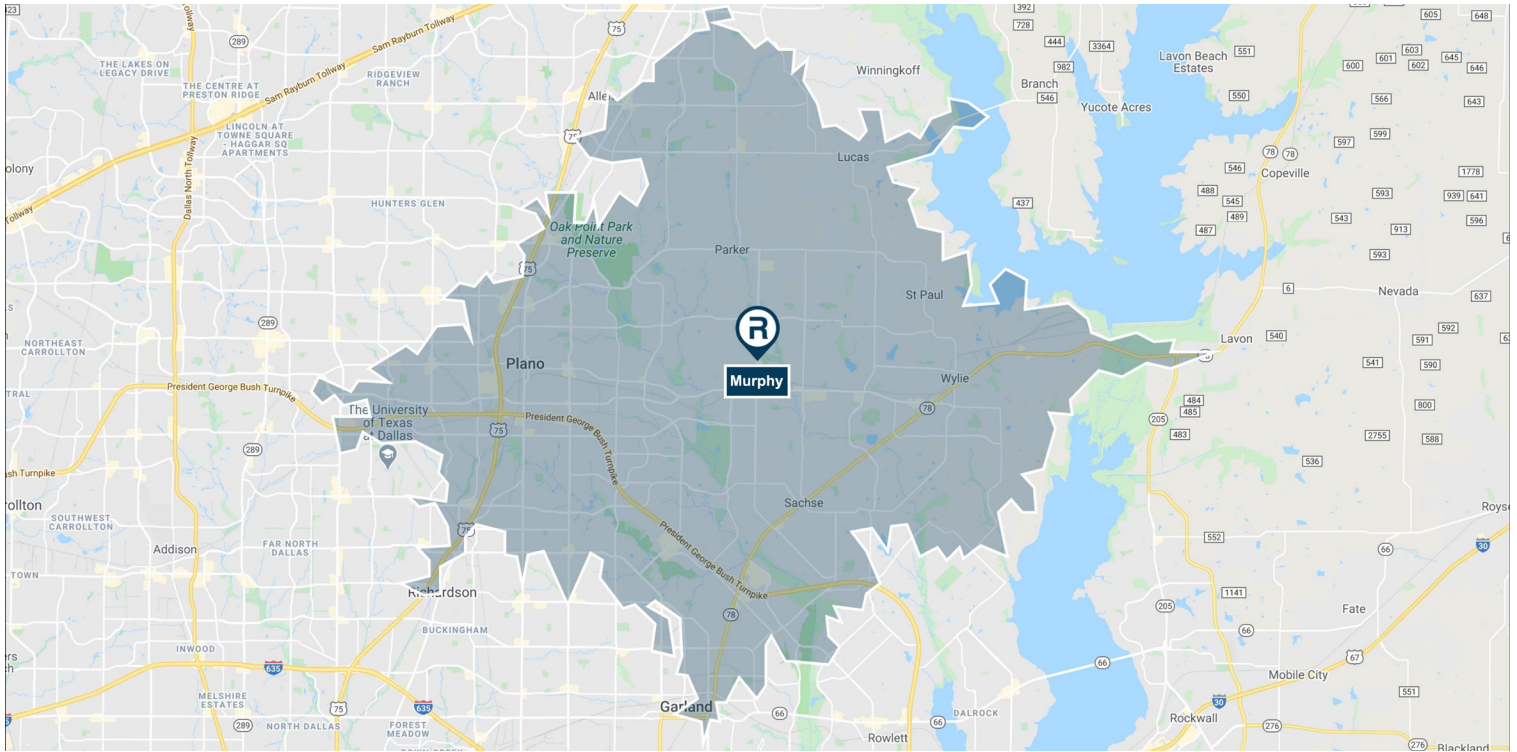
15-Minute Drive Time Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
January 2023

15-Minute Drive Time • Demographic Snapshot

Murphy, Texas



Population

2020	355,780	0 - 9 Years	12.46%
2023	373,534	10 - 17 Years	11.60%
2028	395,362	18 - 24 Years	9.17%

Educational Attainment (%)

Graduate or Professional Degree	15.57%	25 - 34 Years	12.70%
Bachelors Degree	28.09%	35 - 44 Years	14.30%
Associate Degree	7.86%	45 - 54 Years	14.23%
Some College	20.42%	55 - 64 Years	12.25%
High School Graduate (GED)	18.57%	65 and Older	13.31%
Some High School, No Degree	4.30%	Median Age	37.93
Less than 9th Grade	5.19%	Average Age	38.10

Income

Average HH	\$125,369
Median HH	\$95,927
Per Capita	\$44,450

Race Distribution (%)

White	47.67%
Black/African American	12.60%
American Indian/Alaskan	0.89%
Asian	18.54%
Native Hawaiian/Islander	0.06%
Other Race	8.15%
Two or More Races	12.09%
Hispanic	20.92%



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DESCRIPTION	DATA	%
Population		
2028 Projection	395,362	
2023 Estimate	373,534	
2020 Census	355,780	
2010 Census	293,725	
Growth 2023 - 2028		5.84%
Growth 2020 - 2023		4.99%
Growth 2010 - 2020		21.13%
2023 Est. Population by Single-Classification Race	373,534	
White Alone	178,048	47.67%
Black or African American Alone	47,047	12.60%
Amer. Indian and Alaska Native Alone	3,335	0.89%
Asian Alone	69,263	18.54%
Native Hawaiian and Other Pacific Island Alone	234	0.06%
Some Other Race Alone	30,439	8.15%
Two or More Races	45,167	12.09%
2023 Est. Population by Hispanic or Latino Origin	373,534	
Not Hispanic or Latino	295,386	79.08%
Hispanic or Latino	78,148	20.92%
Mexican	58,458	74.80%
Puerto Rican	2,130	2.73%
Cuban	643	0.82%
All Other Hispanic or Latino	16,916	21.65%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	78,148	
White Alone	15,708	20.10%
Black or African American Alone	823	1.05%
American Indian and Alaska Native Alone	1,895	2.42%
Asian Alone	323	0.41%
Native Hawaiian and Other Pacific Islander Alone	59	0.08%
Some Other Race Alone	28,981	37.09%
Two or More Races	30,360	38.85%
2023 Est. Pop by Race, Asian Alone, by Category	69,263	
Chinese, except Taiwanese	9,071	13.10%
Filipino	5,154	7.44%
Japanese	486	0.70%
Asian Indian	21,003	30.32%
Korean	2,311	3.34%
Vietnamese	20,320	29.34%
Cambodian	255	0.37%
Hmong	142	0.21%
Laotian	525	0.76%
Thai	262	0.38%
All Other Asian Races Including 2+ Category	9,734	14.05%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	373,534	
Arab	184	0.05%
Czech	1,821	0.49%
Danish	839	0.23%
Dutch	2,258	0.61%
English	26,218	7.02%
French (except Basque)	5,421	1.45%
French Canadian	908	0.24%
German	28,027	7.50%
Greek	1,054	0.28%
Hungarian	676	0.18%
Irish	22,266	5.96%
Italian	6,636	1.78%
Lithuanian	147	0.04%
United States or American	22,517	6.03%
Norwegian	2,009	0.54%
Polish	5,896	1.58%
Portuguese	237	0.06%
Russian	1,349	0.36%
Scottish	5,040	1.35%
Scotch-Irish	4,215	1.13%
Slovak	169	0.04%
Subsaharan African	10,206	2.73%
Swedish	2,600	0.70%
Swiss	557	0.15%
Ukrainian	701	0.19%
Welsh	1,994	0.53%
West Indian (except Hisp. groups)	1,181	0.32%
Other ancestries	163,805	43.85%
Ancestry Unclassified	54,600	14.62%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	232,554	66.19%
Speak Asian/Pacific Island Language at Home	32,414	9.23%
Speak IndoEuropean Language at Home	19,997	5.69%
Speak Spanish at Home	54,699	15.57%
Speak Other Language at Home	11,680	3.32%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	373,534	
Age 0 - 4	22,190	5.94%
Age 5 - 9	24,337	6.51%
Age 10 - 14	26,701	7.15%
Age 15 - 17	16,619	4.45%
Age 18 - 20	15,053	4.03%
Age 21 - 24	19,200	5.14%
Age 25 - 34	47,425	12.70%
Age 35 - 44	53,402	14.30%
Age 45 - 54	53,143	14.23%
Age 55 - 64	45,753	12.25%
Age 65 - 74	30,275	8.11%
Age 75 - 84	14,790	3.96%
Age 85 and over	4,645	1.24%
Age 16 and over	294,856	78.94%
Age 18 and over	283,687	75.95%
Age 21 and over	268,633	71.92%
Age 65 and over	49,709	13.31%
2023 Est. Median Age		37.93
2023 Est. Average Age		38.10
2023 Est. Population by Sex	373,534	
Male	184,397	49.37%
Female	189,137	50.64%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	184,397	
Age 0 - 4	11,224	6.09%
Age 5 - 9	12,275	6.66%
Age 10 - 14	13,602	7.38%
Age 15 - 17	8,561	4.64%
Age 18 - 20	7,866	4.27%
Age 21 - 24	9,943	5.39%
Age 25 - 34	24,025	13.03%
Age 35 - 44	26,114	14.16%
Age 45 - 54	26,227	14.22%
Age 55 - 64	22,494	12.20%
Age 65 - 74	13,978	7.58%
Age 75 - 84	6,381	3.46%
Age 85 and over	1,708	0.93%
2023 Est. Median Age, Male		36.84
2023 Est. Average Age, Male		37.33
2023 Est. Female Population by Age	189,137	
Age 0 - 4	10,966	5.80%
Age 5 - 9	12,062	6.38%
Age 10 - 14	13,099	6.93%
Age 15 - 17	8,058	4.26%
Age 18 - 20	7,187	3.80%
Age 21 - 24	9,257	4.89%
Age 25 - 34	23,400	12.37%
Age 35 - 44	27,289	14.43%
Age 45 - 54	26,917	14.23%
Age 55 - 64	23,259	12.30%
Age 65 - 74	16,297	8.62%
Age 75 - 84	8,409	4.45%
Age 85 and over	2,937	1.55%
2023 Est. Median Age, Female		38.96
2023 Est. Average Age, Female		38.85

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	93,500	31.14%
Males, Never Married	49,774	16.57%
Females, Never Married	43,726	14.56%
Married, Spouse present	150,806	50.22%
Married, Spouse absent	13,188	4.39%
Widowed	12,641	4.21%
Males Widowed	2,869	0.96%
Females Widowed	9,772	3.25%
Divorced	30,171	10.05%
Males Divorced	11,196	3.73%
Females Divorced	18,975	6.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,937	5.19%
Some High School, no diploma	10,738	4.30%
High School Graduate (or GED)	46,324	18.57%
Some College, no degree	50,930	20.42%
Associate Degree	19,606	7.86%
Bachelor's Degree	70,068	28.09%
Master's Degree	29,453	11.81%
Professional School Degree	5,466	2.19%
Doctorate Degree	3,911	1.57%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	13,668	32.54%
High School Graduate	10,607	25.25%
Some College or Associate's Degree	9,744	23.20%
Bachelor's Degree or Higher	7,988	19.02%
Households		
2028 Projection	140,169	
2023 Estimate	131,780	
2020 Census	125,002	
2010 Census	100,296	
Growth 2023 - 2028		6.37%
Growth 2020 - 2023		5.42%
Growth 2010 - 2020		24.63%
2023 Est. Households by Household Type	131,780	
Family Households	100,171	76.01%
Nonfamily Households	31,609	23.99%
2023 Est. Group Quarters Population	1,857	
2023 Households by Ethnicity, Hispanic/Latino	20,139	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	131,780	
Income < \$15,000	5,487	4.16%
Income \$15,000 - \$24,999	4,648	3.53%
Income \$25,000 - \$34,999	6,171	4.68%
Income \$35,000 - \$49,999	12,146	9.22%
Income \$50,000 - \$74,999	21,776	16.52%
Income \$75,000 - \$99,999	18,465	14.01%
Income \$100,000 - \$124,999	15,570	11.82%
Income \$125,000 - \$149,999	12,986	9.85%
Income \$150,000 - \$199,999	15,165	11.51%
Income \$200,000 - \$249,999	7,890	5.99%
Income \$250,000 - \$499,999	7,832	5.94%
Income \$500,000+	3,644	2.77%
2023 Est. Average Household Income		\$125,369
2023 Est. Median Household Income		\$95,927
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$99,787
Black or African American Alone		\$82,649
American Indian and Alaska Native Alone		\$88,243
Asian Alone		\$106,260
Native Hawaiian and Other Pacific Islander Alone		\$95,564
Some Other Race Alone		\$78,835
Two or More Races		\$93,425
Hispanic or Latino		\$76,883
Not Hispanic or Latino		\$100,290
2023 Est. Family HH Type by Presence of Own Child.	100,171	
Married-Couple Family, own children	41,696	41.63%
Married-Couple Family, no own children	38,031	37.97%
Male Householder, own children	2,960	2.96%
Male Householder, no own children	3,165	3.16%
Female Householder, own children	8,401	8.39%
Female Householder, no own children	5,917	5.91%
2023 Est. Households by Household Size	131,780	
1-person	24,165	18.34%
2-person	42,093	31.94%
3-person	25,376	19.26%
4-person	22,790	17.29%
5-person	10,823	8.21%
6-person	4,498	3.41%
7-or-more-person	2,035	1.54%
2023 Est. Average Household Size		2.82

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	131,780	
Households with 1 or More People under Age 18:	57,392	43.55%
Married-Couple Family	43,670	76.09%
Other Family, Male Householder	3,618	6.30%
Other Family, Female Householder	9,769	17.02%
Nonfamily, Male Householder	253	0.44%
Nonfamily, Female Householder	81	0.14%
Households with No People under Age 18:	74,388	
Married-Couple Family	36,096	48.52%
Other Family, Male Householder	2,498	3.36%
Other Family, Female Householder	4,562	6.13%
Nonfamily, Male Householder	14,988	20.15%
Nonfamily, Female Householder	16,245	21.84%
2023 Est. Households by Number of Vehicles	131,780	
No Vehicles	3,764	2.86%
1 Vehicle	35,076	26.62%
2 Vehicles	58,308	44.25%
3 Vehicles	23,437	17.78%
4 Vehicles	8,092	6.14%
5 or more Vehicles	3,103	2.35%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	106,210	
2023 Estimate	100,171	
2010 Census	77,670	
Growth 2023 - 2028		6.03%
Growth 2010 - 2023		28.97%
2023 Est. Families by Poverty Status	100,171	
2023 Families at or Above Poverty	95,394	95.23%
2023 Families at or Above Poverty with Children	47,699	47.62%
2023 Families Below Poverty	4,777	4.77%
2023 Families Below Poverty with Children	3,412	3.41%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	200,178	67.89%
Civilian Labor Force, Unemployed	9,422	3.19%
Armed Forces	29	0.01%
Not in Labor Force	85,228	28.91%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	200,929	
For-Profit Private Workers	151,678	75.49%
Non-Profit Private Workers	10,501	5.23%
Local Government Workers	2,284	1.14%
State Government Workers	4,312	2.15%
Federal Government Workers	13,160	6.55%
Self-Employed Workers	18,628	9.27%
Unpaid Family Workers	366	0.18%
2023 Est. Civ. Employed Pop 16+ by Occupation	200,929	
Architect/Engineer	6,152	3.06%
Arts/Entertainment/Sports	4,354	2.17%
Building Grounds Maintenance	7,514	3.74%
Business/Financial Operations	16,170	8.05%
Community/Social Services	2,839	1.41%
Computer/Mathematical	14,381	7.16%
Construction/Extraction	7,755	3.86%
Education/Training/Library	13,369	6.65%
Farming/Fishing/Forestry	59	0.03%
Food Prep/Serving	9,714	4.83%
Health Practitioner/Technician	12,947	6.44%
Healthcare Support	4,221	2.10%
Maintenance Repair	5,889	2.93%
Legal	2,110	1.05%
Life/Physical/Social Science	1,471	0.73%
Management	23,490	11.69%
Office/Admin. Support	21,933	10.92%
Production	7,858	3.91%
Protective Services	2,720	1.35%
Sales/Related	20,087	10.00%
Personal Care/Service	5,600	2.79%
Transportation/Moving	10,296	5.12%
2023 Est. Pop 16+ by Occupation Classification	200,929	
White Collar	139,303	69.33%
Blue Collar	31,799	15.83%
Service and Farm	29,827	14.85%
2023 Est. Workers Age 16+ by Transp. to Work	198,715	
Drove Alone	155,219	78.11%
Car Pooled	15,722	7.91%
Public Transportation	2,974	1.50%
Walked	2,829	1.42%
Bicycle	351	0.18%
Other Means	2,271	1.14%
Worked at Home	19,349	9.74%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,289	
15 - 29 Minutes	57,183	
30 - 44 Minutes	47,868	
45 - 59 Minutes	21,255	
60 or more Minutes	15,412	
2023 Est. Avg Travel Time to Work in Minutes		31
2023 Est. Occupied Housing Units by Tenure	131,780	
Owner Occupied	88,999	67.54%
Renter Occupied	42,781	32.46%
2023 Owner Occ. HUs: Avg. Length of Residence		13.03 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.00 [†]
2023 Est. Owner-Occupied Housing Units by Value	131,780	
Value Less than \$20,000	1,083	1.22%
Value \$20,000 - \$39,999	470	0.53%
Value \$40,000 - \$59,999	326	0.37%
Value \$60,000 - \$79,999	168	0.19%
Value \$80,000 - \$99,999	376	0.42%
Value \$100,000 - \$149,999	2,905	3.26%
Value \$150,000 - \$199,999	4,644	5.22%
Value \$200,000 - \$299,999	19,703	22.14%
Value \$300,000 - \$399,999	22,712	25.52%
Value \$400,000 - \$499,999	17,453	19.61%
Value \$500,000 - \$749,999	13,300	14.94%
Value \$750,000 - \$999,999	3,884	4.36%
Value \$1,000,000 or \$1,499,999	1,331	1.50%
Value \$1,500,000 or \$1,999,999	309	0.35%
Value \$2,000,000+	335	0.38%
2023 Est. Median All Owner-Occupied Housing Value		\$364,191
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	97,651	70.71%
1 Unit Attached	3,137	2.27%
2 Units	768	0.56%
3 or 4 Units	2,856	2.07%
5 to 19 Units	11,433	8.28%
20 to 49 Units	4,888	3.54%
50 or More Units	14,764	10.69%
Mobile Home or Trailer	2,463	1.78%
Boat, RV, Van, etc.	136	0.10%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	21,897	15.86%
Housing Units Built 2010 to 2014	6,277	4.54%
Housing Units Built 2000 to 2009	34,210	24.77%
Housing Units Built 1990 to 1999	21,092	15.27%
Housing Units Built 1980 to 1989	25,285	18.31%
Housing Units Built 1970 to 1979	19,669	14.24%
Housing Units Built 1960 to 1969	6,807	4.93%
Housing Units Built 1950 to 1959	1,800	1.30%
Housing Units Built 1940 to 1949	630	0.46%
Housing Unit Built 1939 or Earlier	427	0.31%
2023 Est. Median Year Structure Built		1997

[†] Years

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

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

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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