



The**Retail**Coach.®

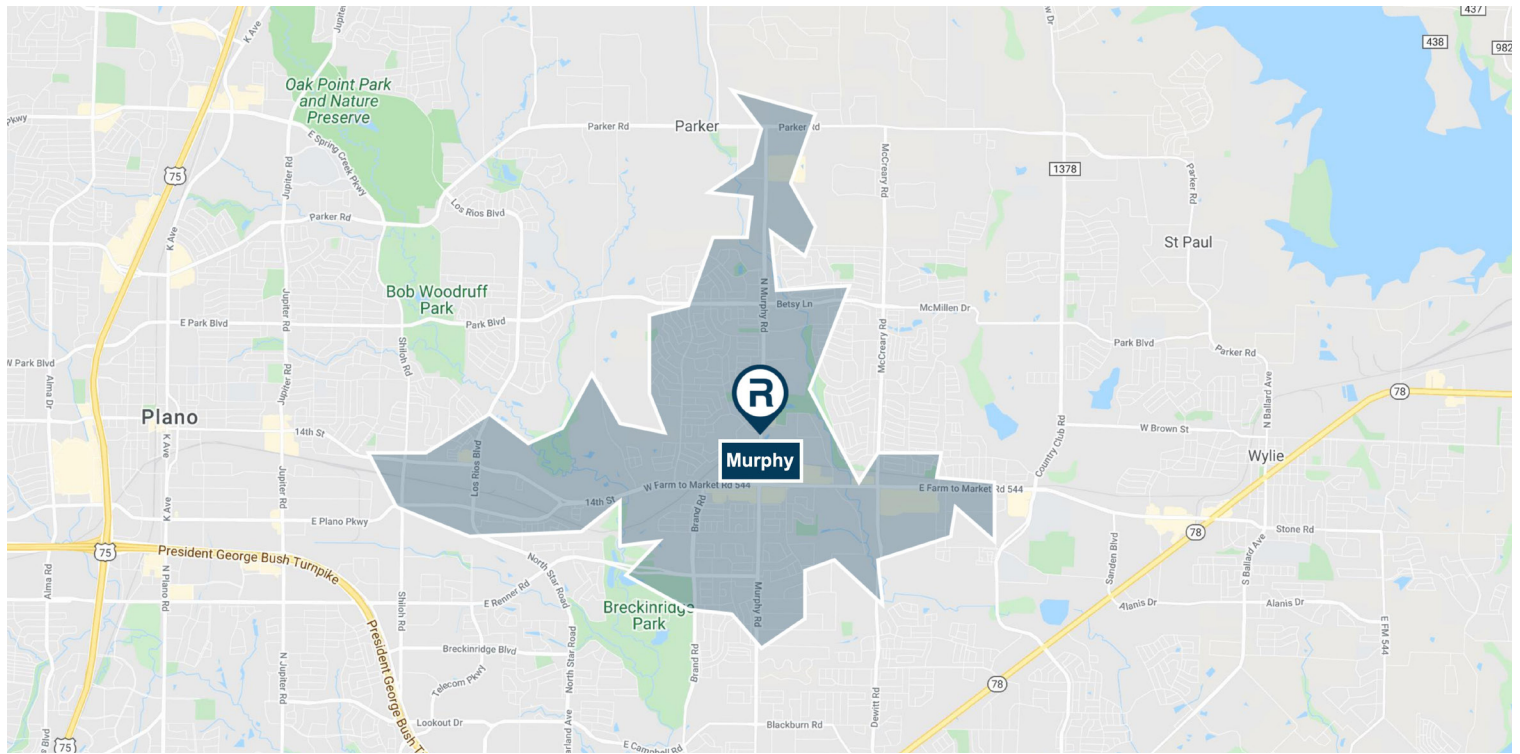
5-Minute Drive Time Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
January 2023

5-Minute Drive Time • Demographic Snapshot

Murphy, Texas



Population

2020	22,329
2023	23,608
2028	25,078

Educational Attainment (%)

Graduate or Professional Degree	21.94%
Bachelors Degree	30.92%
Associate Degree	7.45%
Some College	14.26%
High School Graduate (GED)	16.98%
Some High School, No Degree	4.83%
Less than 9th Grade	3.62%

Income

Average HH	\$159,277
Median HH	\$124,416
Per Capita	\$46,708

Age

0 - 9 Years	15.68%
10 - 17 Years	13.22%
18 - 24 Years	9.69%
25 - 34 Years	10.99%
35 - 44 Years	14.66%
45 - 54 Years	15.01%
55 - 64 Years	11.55%
65 and Older	9.21%
Median Age	35.32
Average Age	35.06

Race Distribution (%)

White	38.94%
Black/African American	11.18%
American Indian/Alaskan	0.45%
Asian	37.01%
Native Hawaiian/Islander	0.05%
Other Race	3.59%
Two or More Races	8.78%
Hispanic	11.31%



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DESCRIPTION	DATA	%
Population		
2028 Projection	25,078	
2023 Estimate	23,608	
2020 Census	22,329	
2010 Census	18,585	
Growth 2023 - 2028		6.23%
Growth 2020 - 2023		5.73%
Growth 2010 - 2020		20.14%
2023 Est. Population by Single-Classification Race	23,608	
White Alone	9,193	38.94%
Black or African American Alone	2,639	11.18%
Amer. Indian and Alaska Native Alone	106	0.45%
Asian Alone	8,738	37.01%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	847	3.59%
Two or More Races	2,073	8.78%
2023 Est. Population by Hispanic or Latino Origin	23,608	
Not Hispanic or Latino	20,938	88.69%
Hispanic or Latino	2,671	11.31%
Mexican	2,066	77.35%
Puerto Rican	112	4.19%
Cuban	21	0.79%
All Other Hispanic or Latino	472	17.67%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	2,671	
White Alone	542	20.29%
Black or African American Alone	22	0.82%
American Indian and Alaska Native Alone	50	1.87%
Asian Alone	16	0.60%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	769	28.79%
Two or More Races	1,271	47.59%
2023 Est. Pop by Race, Asian Alone, by Category	8,738	
Chinese, except Taiwanese	855	9.79%
Filipino	90	1.03%
Japanese	18	0.21%
Asian Indian	3,143	35.97%
Korean	255	2.92%
Vietnamese	2,058	23.55%
Cambodian	21	0.24%
Hmong	36	0.41%
Laotian	6	0.07%
Thai	30	0.34%
All Other Asian Races Including 2+ Category	2,226	25.48%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	23,608	
Arab	11	0.05%
Czech	143	0.61%
Danish	87	0.37%
Dutch	148	0.63%
English	1,223	5.18%
French (except Basque)	233	0.99%
French Canadian	50	0.21%
German	1,220	5.17%
Greek	45	0.19%
Hungarian	6	0.03%
Irish	1,127	4.77%
Italian	544	2.30%
Lithuanian	3	0.01%
United States or American	1,415	5.99%
Norwegian	124	0.53%
Polish	486	2.06%
Portuguese	12	0.05%
Russian	21	0.09%
Scottish	240	1.02%
Scotch-Irish	143	0.61%
Slovak	0	0.00%
Subsaharan African	1,137	4.82%
Swedish	117	0.50%
Swiss	46	0.20%
Ukrainian	129	0.55%
Welsh	300	1.27%
West Indian (except Hisp. groups)	112	0.47%
Other ancestries	11,058	46.84%
Ancestry Unclassified	3,426	14.51%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,350	56.27%
Speak Asian/Pacific Island Language at Home	3,131	14.27%
Speak IndoEuropean Language at Home	3,234	14.74%
Speak Spanish at Home	2,144	9.77%
Speak Other Language at Home	1,087	4.95%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	23,608	
Age 0 - 4	1,662	7.04%
Age 5 - 9	2,040	8.64%
Age 10 - 14	1,972	8.35%
Age 15 - 17	1,148	4.86%
Age 18 - 20	1,013	4.29%
Age 21 - 24	1,274	5.40%
Age 25 - 34	2,595	10.99%
Age 35 - 44	3,462	14.66%
Age 45 - 54	3,543	15.01%
Age 55 - 64	2,727	11.55%
Age 65 - 74	1,423	6.03%
Age 75 - 84	629	2.66%
Age 85 and over	121	0.51%
Age 16 and over	17,559	74.38%
Age 18 and over	16,787	71.11%
Age 21 and over	15,774	66.82%
Age 65 and over	2,174	9.21%
2023 Est. Median Age		35.32
2023 Est. Average Age		35.06
2023 Est. Population by Sex	23,608	
Male	11,689	49.51%
Female	11,920	50.49%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	11,689	
Age 0 - 4	847	7.25%
Age 5 - 9	1,006	8.61%
Age 10 - 14	1,000	8.56%
Age 15 - 17	584	5.00%
Age 18 - 20	520	4.45%
Age 21 - 24	644	5.51%
Age 25 - 34	1,290	11.04%
Age 35 - 44	1,633	13.97%
Age 45 - 54	1,757	15.03%
Age 55 - 64	1,376	11.77%
Age 65 - 74	691	5.91%
Age 75 - 84	290	2.48%
Age 85 and over	52	0.45%
2023 Est. Median Age, Male		34.66
2023 Est. Average Age, Male		34.76
2023 Est. Female Population by Age	11,920	
Age 0 - 4	815	6.84%
Age 5 - 9	1,034	8.68%
Age 10 - 14	972	8.15%
Age 15 - 17	563	4.72%
Age 18 - 20	493	4.14%
Age 21 - 24	631	5.29%
Age 25 - 34	1,305	10.95%
Age 35 - 44	1,829	15.34%
Age 45 - 54	1,786	14.98%
Age 55 - 64	1,351	11.33%
Age 65 - 74	732	6.14%
Age 75 - 84	340	2.85%
Age 85 and over	70	0.59%
2023 Est. Median Age, Female		35.89
2023 Est. Average Age, Female		35.37

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,855	27.07%
Males, Never Married	2,539	14.16%
Females, Never Married	2,317	12.92%
Married, Spouse present	10,464	58.34%
Married, Spouse absent	733	4.09%
Widowed	662	3.69%
Males Widowed	160	0.89%
Females Widowed	502	2.80%
Divorced	1,220	6.80%
Males Divorced	444	2.48%
Females Divorced	776	4.33%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	525	3.62%
Some High School, no diploma	701	4.83%
High School Graduate (or GED)	2,462	16.98%
Some College, no degree	2,067	14.26%
Associate Degree	1,080	7.45%
Bachelor's Degree	4,483	30.92%
Master's Degree	2,449	16.89%
Professional School Degree	392	2.70%
Doctorate Degree	341	2.35%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	290	23.13%
High School Graduate	423	33.73%
Some College or Associate's Degree	232	18.50%
Bachelor's Degree or Higher	309	24.64%
Households		
2028 Projection	7,366	
2023 Estimate	6,923	
2020 Census	6,543	
2010 Census	5,546	
Growth 2023 - 2028		6.40%
Growth 2020 - 2023		5.81%
Growth 2010 - 2020		17.98%
2023 Est. Households by Household Type	6,923	
Family Households	5,955	86.02%
Nonfamily Households	968	13.98%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	600	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	6,923	
Income < \$15,000	163	2.35%
Income \$15,000 - \$24,999	191	2.76%
Income \$25,000 - \$34,999	261	3.77%
Income \$35,000 - \$49,999	496	7.16%
Income \$50,000 - \$74,999	697	10.07%
Income \$75,000 - \$99,999	831	12.00%
Income \$100,000 - \$124,999	842	12.16%
Income \$125,000 - \$149,999	817	11.80%
Income \$150,000 - \$199,999	995	14.37%
Income \$200,000 - \$249,999	575	8.31%
Income \$250,000 - \$499,999	696	10.05%
Income \$500,000+	359	5.19%
2023 Est. Average Household Income		\$159,277
2023 Est. Median Household Income		\$124,416
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$133,156
Black or African American Alone		\$113,494
American Indian and Alaska Native Alone		\$66,781
Asian Alone		\$123,756
Native Hawaiian and Other Pacific Islander Alone		\$172,855
Some Other Race Alone		\$90,759
Two or More Races		\$114,281
Hispanic or Latino		\$84,252
Not Hispanic or Latino		\$129,361
2023 Est. Family HH Type by Presence of Own Child.	5,955	
Married-Couple Family, own children	3,410	57.26%
Married-Couple Family, no own children	1,716	28.82%
Male Householder, own children	135	2.27%
Male Householder, no own children	114	1.91%
Female Householder, own children	382	6.41%
Female Householder, no own children	198	3.33%
2023 Est. Households by Household Size	6,923	
1-person	830	11.99%
2-person	1,392	20.11%
3-person	1,538	22.22%
4-person	1,388	20.05%
5-person	1,143	16.51%
6-person	378	5.46%
7-or-more-person	254	3.67%
2023 Est. Average Household Size		3.41

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	6,923	
Households with 1 or More People under Age 18:	4,093	59.12%
Married-Couple Family	3,495	85.39%
Other Family, Male Householder	155	3.79%
Other Family, Female Householder	431	10.53%
Nonfamily, Male Householder	12	0.29%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	2,830	
Married-Couple Family	1,632	57.67%
Other Family, Male Householder	96	3.39%
Other Family, Female Householder	147	5.19%
Nonfamily, Male Householder	504	17.81%
Nonfamily, Female Householder	450	15.90%
2023 Est. Households by Number of Vehicles	6,923	
No Vehicles	176	2.54%
1 Vehicle	976	14.10%
2 Vehicles	3,502	50.59%
3 Vehicles	1,395	20.15%
4 Vehicles	617	8.91%
5 or more Vehicles	257	3.71%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	6,337	
2023 Estimate	5,955	
2010 Census	4,722	
Growth 2023 - 2028		6.41%
Growth 2010 - 2023		26.11%
2023 Est. Families by Poverty Status	5,955	
2023 Families at or Above Poverty	5,785	97.14%
2023 Families at or Above Poverty with Children	3,560	59.78%
2023 Families Below Poverty	170	2.85%
2023 Families Below Poverty with Children	141	2.37%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	11,381	64.82%
Civilian Labor Force, Unemployed	609	3.47%
Armed Forces	0	0.00%
Not in Labor Force	5,569	31.72%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	11,402	
For-Profit Private Workers	8,447	74.08%
Non-Profit Private Workers	684	6.00%
Local Government Workers	119	1.04%
State Government Workers	231	2.03%
Federal Government Workers	565	4.96%
Self-Employed Workers	1,331	11.67%
Unpaid Family Workers	24	0.21%
2023 Est. Civ. Employed Pop 16+ by Occupation	11,402	
Architect/Engineer	344	3.02%
Arts/Entertainment/Sports	185	1.62%
Building Grounds Maintenance	220	1.93%
Business/Financial Operations	1,191	10.45%
Community/Social Services	197	1.73%
Computer/Mathematical	927	8.13%
Construction/Extraction	205	1.80%
Education/Training/Library	595	5.22%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	549	4.82%
Health Practitioner/Technician	1,004	8.81%
Healthcare Support	135	1.18%
Maintenance Repair	387	3.39%
Legal	201	1.76%
Life/Physical/Social Science	56	0.49%
Management	1,588	13.93%
Office/Admin. Support	1,012	8.88%
Production	413	3.62%
Protective Services	138	1.21%
Sales/Related	1,170	10.26%
Personal Care/Service	247	2.17%
Transportation/Moving	637	5.59%
2023 Est. Pop 16+ by Occupation Classification	11,402	
White Collar	8,469	74.28%
Blue Collar	1,642	14.40%
Service and Farm	1,291	11.32%
2023 Est. Workers Age 16+ by Transp. to Work	11,294	
Drove Alone	8,926	79.03%
Car Pooled	843	7.46%
Public Transportation	86	0.76%
Walked	50	0.44%
Bicycle	4	0.04%
Other Means	118	1.04%
Worked at Home	1,266	11.21%

5-Minute Drive Time • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,324	
15 - 29 Minutes	3,477	
30 - 44 Minutes	2,901	
45 - 59 Minutes	1,244	
60 or more Minutes	887	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	6,923	
Owner Occupied	5,380	77.71%
Renter Occupied	1,543	22.29%
2023 Owner Occ. HUs: Avg. Length of Residence		11.36 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.53 [†]
2023 Est. Owner-Occupied Housing Units by Value	6,923	
Value Less than \$20,000	68	1.26%
Value \$20,000 - \$39,999	71	1.32%
Value \$40,000 - \$59,999	17	0.32%
Value \$60,000 - \$79,999	2	0.04%
Value \$80,000 - \$99,999	13	0.24%
Value \$100,000 - \$149,999	24	0.45%
Value \$150,000 - \$199,999	43	0.80%
Value \$200,000 - \$299,999	472	8.77%
Value \$300,000 - \$399,999	1,313	24.41%
Value \$400,000 - \$499,999	1,461	27.16%
Value \$500,000 - \$749,999	1,407	26.15%
Value \$750,000 - \$999,999	325	6.04%
Value \$1,000,000 or \$1,499,999	64	1.19%
Value \$1,500,000 or \$1,999,999	17	0.32%
Value \$2,000,000+	84	1.56%
2023 Est. Median All Owner-Occupied Housing Value		\$444,353
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,715	81.07%
1 Unit Attached	181	2.57%
2 Units	58	0.82%
3 or 4 Units	50	0.71%
5 to 19 Units	503	7.14%
20 to 49 Units	85	1.21%
50 or More Units	200	2.84%
Mobile Home or Trailer	256	3.63%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	932	13.22%
Housing Units Built 2010 to 2014	351	4.98%
Housing Units Built 2000 to 2009	3,372	47.84%
Housing Units Built 1990 to 1999	1,337	18.97%
Housing Units Built 1980 to 1989	578	8.20%
Housing Units Built 1970 to 1979	354	5.02%
Housing Units Built 1960 to 1969	67	0.95%
Housing Units Built 1950 to 1959	25	0.36%
Housing Units Built 1940 to 1949	28	0.40%
Housing Unit Built 1939 or Earlier	7	0.10%
2023 Est. Median Year Structure Built		2003

[†] 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.



The**RetailCoach**.®

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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