



The**Retail**Coach.®

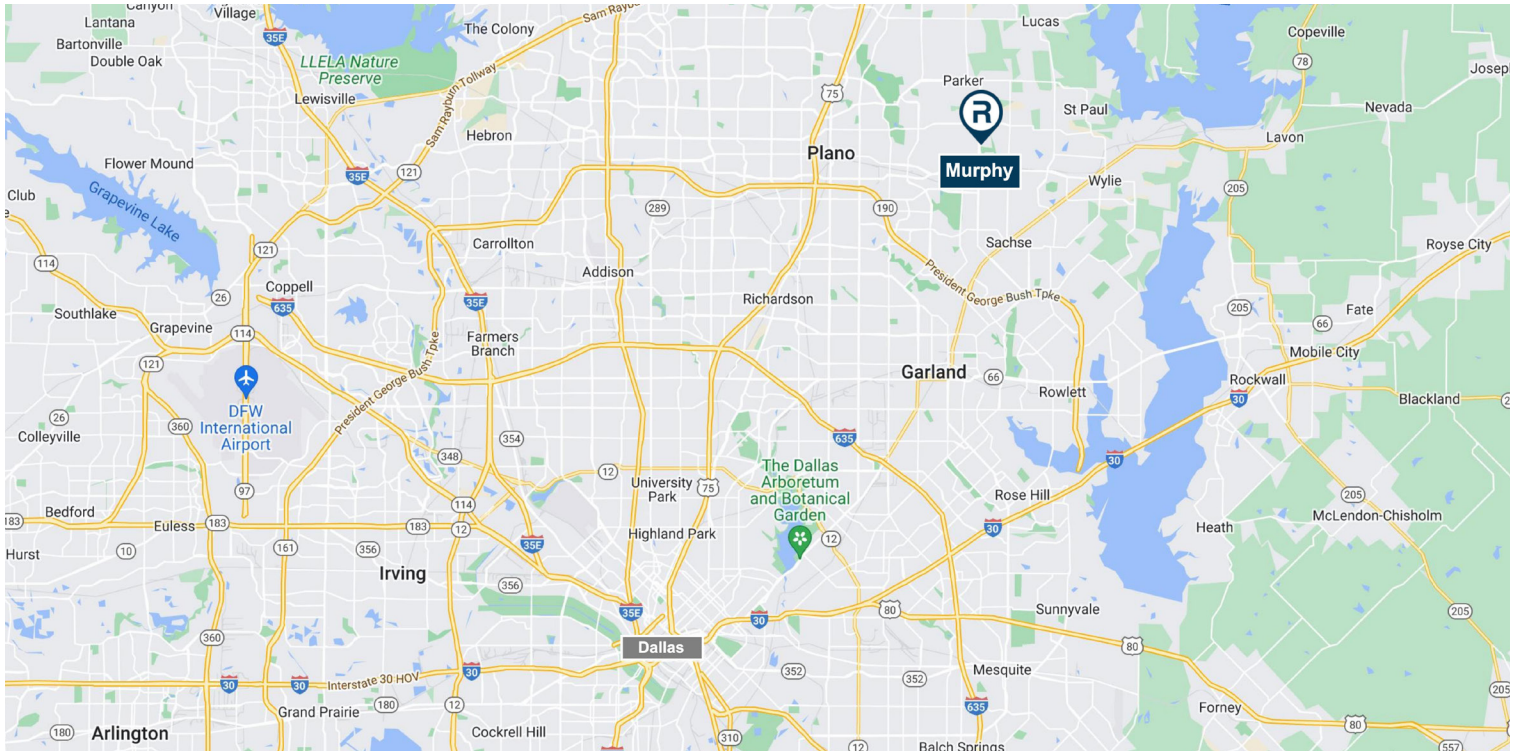
# Community Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development  
January 2023

# Community • Demographic Snapshot

## Murphy, Texas



### Population

2020	21,013
2023	21,974
2028	23,013

### Educational Attainment (%)

Graduate or Professional Degree	23.64%
Bachelors Degree	30.79%
Associate Degree	7.68%
Some College	16.42%
High School Graduate (GED)	17.11%
Some High School, No Degree	3.28%
Less than 9th Grade	1.08%

### Income

Average HH	\$178,722
Median HH	\$144,284
Per Capita	\$50,614

### Age

0 - 9 Years	16.33%
10 - 17 Years	13.21%
18 - 24 Years	9.35%
25 - 34 Years	9.97%
35 - 44 Years	14.58%
45 - 54 Years	15.24%
55 - 64 Years	11.92%
65 and Older	9.40%
Median Age	35.88
Average Age	35.20

### Race Distribution (%)

White	45.28%
Black/African American	10.48%
American Indian/Alaskan	0.41%
Asian	33.28%
Native Hawaiian/Islander	0.06%
Other Race	1.95%
Two or More Races	8.55%
Hispanic	8.47%



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# Community • Demographic Profile

## Murphy, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	23,013	
2023 Estimate	21,974	
2020 Census	21,013	
2010 Census	18,401	
Growth 2023 - 2028		4.73%
Growth 2020 - 2023		4.57%
Growth 2010 - 2020		14.20%
<b>2023 Est. Population by Single-Classification Race</b>	<b>21,974</b>	
White Alone	9,949	45.28%
Black or African American Alone	2,303	10.48%
Amer. Indian and Alaska Native Alone	90	0.41%
Asian Alone	7,312	33.28%
Native Hawaiian and Other Pacific Island Alone	14	0.06%
Some Other Race Alone	428	1.95%
Two or More Races	1,878	8.55%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>21,974</b>	
Not Hispanic or Latino	20,113	91.53%
Hispanic or Latino	1,861	8.47%
Mexican	1,714	92.10%
Puerto Rican	73	3.92%
Cuban	30	1.61%
All Other Hispanic or Latino	44	2.36%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,861</b>	
White Alone	384	20.63%
Black or African American Alone	15	0.81%
American Indian and Alaska Native Alone	41	2.20%
Asian Alone	22	1.18%
Native Hawaiian and Other Pacific Islander Alone	1	0.05%
Some Other Race Alone	355	19.08%
Two or More Races	1,043	56.05%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>7,312</b>	
Chinese, except Taiwanese	398	5.44%
Filipino	34	0.47%
Japanese	0	0.00%
Asian Indian	3,742	51.18%
Korean	66	0.90%
Vietnamese	1,851	25.32%
Cambodian	31	0.42%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	32	0.44%
All Other Asian Races Including 2+ Category	1,158	15.84%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>21,974</b>	
Arab	13	0.06%
Czech	174	0.79%
Danish	77	0.35%
Dutch	127	0.58%
English	1,512	6.88%
French (except Basque)	391	1.78%
French Canadian	87	0.40%
German	1,279	5.82%
Greek	6	0.03%
Hungarian	6	0.03%
Irish	1,281	5.83%
Italian	483	2.20%
Lithuanian	0	0.00%
United States or American	1,455	6.62%
Norwegian	113	0.51%
Polish	591	2.69%
Portuguese	20	0.09%
Russian	20	0.09%
Scottish	255	1.16%
Scotch-Irish	201	0.92%
Slovak	0	0.00%
Subsaharan African	918	4.18%
Swedish	72	0.33%
Swiss	70	0.32%
Ukrainian	285	1.30%
Welsh	333	1.51%
West Indian (except Hisp. groups)	10	0.05%
Other ancestries	7,532	34.28%
Ancestry Unclassified	4,663	21.22%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	13,170	64.49%
Speak Asian/Pacific Island Language at Home	2,381	11.66%
Speak IndoEuropean Language at Home	2,834	13.88%
Speak Spanish at Home	617	3.02%
Speak Other Language at Home	1,420	6.95%

# Community • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>21,974</b>	
Age 0 - 4	1,552	7.06%
Age 5 - 9	2,037	9.27%
Age 10 - 14	1,861	8.47%
Age 15 - 17	1,041	4.74%
Age 18 - 20	915	4.16%
Age 21 - 24	1,140	5.19%
Age 25 - 34	2,191	9.97%
Age 35 - 44	3,203	14.58%
Age 45 - 54	3,348	15.24%
Age 55 - 64	2,620	11.92%
Age 65 - 74	1,331	6.06%
Age 75 - 84	619	2.82%
Age 85 and over	116	0.53%
Age 16 and over	16,180	73.63%
Age 18 and over	15,483	70.46%
Age 21 and over	14,568	66.30%
Age 65 and over	2,066	9.40%
2023 Est. Median Age		35.88
2023 Est. Average Age		35.20
<b>2023 Est. Population by Sex</b>	<b>21,974</b>	
Male	10,926	49.72%
Female	11,048	50.28%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>10,926</b>	
Age 0 - 4	768	7.03%
Age 5 - 9	1,022	9.35%
Age 10 - 14	983	9.00%
Age 15 - 17	528	4.83%
Age 18 - 20	470	4.30%
Age 21 - 24	580	5.31%
Age 25 - 34	1,076	9.85%
Age 35 - 44	1,490	13.64%
Age 45 - 54	1,667	15.26%
Age 55 - 64	1,337	12.24%
Age 65 - 74	669	6.12%
Age 75 - 84	285	2.61%
Age 85 and over	51	0.47%
2023 Est. Median Age, Male		35.27
2023 Est. Average Age, Male		34.90
<b>2023 Est. Female Population by Age</b>	<b>11,048</b>	
Age 0 - 4	784	7.10%
Age 5 - 9	1,015	9.19%
Age 10 - 14	878	7.95%
Age 15 - 17	513	4.64%
Age 18 - 20	445	4.03%
Age 21 - 24	560	5.07%
Age 25 - 34	1,115	10.09%
Age 35 - 44	1,713	15.51%
Age 45 - 54	1,681	15.22%
Age 55 - 64	1,283	11.61%
Age 65 - 74	662	5.99%
Age 75 - 84	334	3.02%
Age 85 and over	65	0.59%
2023 Est. Median Age, Female		36.40
2023 Est. Average Age, Female		35.40

# Community • Demographic Profile

## Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,304	26.05%
Males, Never Married	2,264	13.70%
Females, Never Married	2,040	12.35%
Married, Spouse present	10,228	61.90%
Married, Spouse absent	516	3.12%
Widowed	555	3.36%
Males Widowed	231	1.40%
Females Widowed	324	1.96%
Divorced	921	5.57%
Males Divorced	302	1.83%
Females Divorced	619	3.75%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	145	1.08%
Some High School, no diploma	440	3.28%
High School Graduate (or GED)	2,297	17.11%
Some College, no degree	2,205	16.42%
Associate Degree	1,031	7.68%
Bachelor's Degree	4,135	30.79%
Master's Degree	2,310	17.20%
Professional School Degree	455	3.39%
Doctorate Degree	410	3.05%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	118	14.90%
High School Graduate	117	14.77%
Some College or Associate's Degree	258	32.58%
Bachelor's Degree or Higher	299	37.75%
<b>Households</b>		
2028 Projection	6,505	
2023 Estimate	6,223	
2020 Census	5,957	
2010 Census	5,296	
Growth 2023 - 2028		4.53%
Growth 2020 - 2023		4.46%
Growth 2010 - 2020		12.48%
<b>2023 Est. Households by Household Type</b>	<b>6,223</b>	
Family Households	5,692	91.47%
Nonfamily Households	531	8.53%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	406	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>6,223</b>	
Income < \$15,000	110	1.77%
Income \$15,000 - \$24,999	84	1.35%
Income \$25,000 - \$34,999	251	4.03%
Income \$35,000 - \$49,999	454	7.30%
Income \$50,000 - \$74,999	304	4.88%
Income \$75,000 - \$99,999	487	7.83%
Income \$100,000 - \$124,999	772	12.41%
Income \$125,000 - \$149,999	830	13.34%
Income \$150,000 - \$199,999	1,127	18.11%
Income \$200,000 - \$249,999	660	10.61%
Income \$250,000 - \$499,999	775	12.45%
Income \$500,000+	369	5.93%
2023 Est. Average Household Income		\$178,722
2023 Est. Median Household Income		\$144,284
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$145,342
Black or African American Alone		\$135,637
American Indian and Alaska Native Alone		\$131,269
Asian Alone		\$184,097
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$111,967
Two or More Races		\$125,390
Hispanic or Latino		\$98,672
Not Hispanic or Latino		\$147,847
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>5,692</b>	
Married-Couple Family, own children	3,434	60.33%
Married-Couple Family, no own children	1,755	30.83%
Male Householder, own children	93	1.63%
Male Householder, no own children	75	1.32%
Female Householder, own children	211	3.71%
Female Householder, no own children	124	2.18%
<b>2023 Est. Households by Household Size</b>	<b>6,223</b>	
1-person	424	6.81%
2-person	1,283	20.62%
3-person	1,348	21.66%
4-person	1,669	26.82%
5-person	875	14.06%
6-person	498	8.00%
7-or-more-person	126	2.02%
2023 Est. Average Household Size		3.53

# Community • Demographic Profile

## Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>6,223</b>	
Households with 1 or More People under Age 18:	3,873	62.24%
Married-Couple Family	3,518	90.83%
Other Family, Male Householder	109	2.81%
Other Family, Female Householder	241	6.22%
Nonfamily, Male Householder	4	0.10%
Nonfamily, Female Householder	1	0.03%
<b>Households with No People under Age 18:</b>	<b>2,350</b>	
Married-Couple Family	1,674	71.23%
Other Family, Male Householder	60	2.55%
Other Family, Female Householder	91	3.87%
Nonfamily, Male Householder	310	13.19%
Nonfamily, Female Householder	215	9.15%
<b>2023 Est. Households by Number of Vehicles</b>	<b>6,223</b>	
No Vehicles	85	1.37%
1 Vehicle	679	10.91%
2 Vehicles	3,147	50.57%
3 Vehicles	1,581	25.41%
4 Vehicles	492	7.91%
5 or more Vehicles	239	3.84%
2023 Est. Average Number of Vehicles		2.4
<b>Family Households</b>		
2028 Projection	5,952	
2023 Estimate	5,692	
2010 Census	4,830	
Growth 2023 - 2028		4.57%
Growth 2010 - 2023		17.85%
<b>2023 Est. Families by Poverty Status</b>	<b>5,692</b>	
2023 Families at or Above Poverty	5,585	98.12%
2023 Families at or Above Poverty with Children	3,704	65.07%
2023 Families Below Poverty	107	1.88%
2023 Families Below Poverty with Children	92	1.62%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	10,710	66.19%
Civilian Labor Force, Unemployed	535	3.31%
Armed Forces	0	0.00%
Not in Labor Force	4,935	30.50%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,830</b>	
For-Profit Private Workers	7,880	72.76%
Non-Profit Private Workers	590	5.45%
Local Government Workers	136	1.26%
State Government Workers	225	2.08%
Federal Government Workers	683	6.31%
Self-Employed Workers	1,283	11.85%
Unpaid Family Workers	33	0.31%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,830</b>	
Architect/Engineer	447	4.13%
Arts/Entertainment/Sports	208	1.92%
Building Grounds Maintenance	68	0.63%
Business/Financial Operations	1,169	10.79%
Community/Social Services	290	2.68%
Computer/Mathematical	958	8.85%
Construction/Extraction	228	2.10%
Education/Training/Library	570	5.26%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	363	3.35%
Health Practitioner/Technician	1,119	10.33%
Healthcare Support	133	1.23%
Maintenance Repair	415	3.83%
Legal	198	1.83%
Life/Physical/Social Science	25	0.23%
Management	1,453	13.42%
Office/Admin. Support	878	8.11%
Production	184	1.70%
Protective Services	89	0.82%
Sales/Related	1,282	11.84%
Personal Care/Service	215	1.99%
Transportation/Moving	538	4.97%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>10,830</b>	
White Collar	8,597	79.38%
Blue Collar	1,365	12.60%
Service and Farm	868	8.02%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>10,754</b>	
Drove Alone	8,805	81.88%
Car Pooled	321	2.98%
Public Transportation	109	1.01%
Walked	13	0.12%
Bicycle	1	0.01%
Other Means	164	1.52%
Worked at Home	1,341	12.47%

# Community • Demographic Profile

## Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,257	
15 - 29 Minutes	3,152	
30 - 44 Minutes	2,426	
45 - 59 Minutes	1,041	
60 or more Minutes	1,307	
2023 Est. Avg Travel Time to Work in Minutes		36
2023 Est. Occupied Housing Units by Tenure	6,223	
Owner Occupied	5,568	89.47%
Renter Occupied	655	10.53%
2023 Owner Occ. HUs: Avg. Length of Residence		12.80 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.50 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>6,223</b>	
Value Less than \$20,000	33	0.59%
Value \$20,000 - \$39,999	42	0.75%
Value \$40,000 - \$59,999	10	0.18%
Value \$60,000 - \$79,999	1	0.02%
Value \$80,000 - \$99,999	5	0.09%
Value \$100,000 - \$149,999	4	0.07%
Value \$150,000 - \$199,999	20	0.36%
Value \$200,000 - \$299,999	338	6.07%
Value \$300,000 - \$399,999	1,170	21.01%
Value \$400,000 - \$499,999	1,545	27.75%
Value \$500,000 - \$749,999	1,822	32.72%
Value \$750,000 - \$999,999	420	7.54%
Value \$1,000,000 or \$1,499,999	66	1.18%
Value \$1,500,000 or \$1,999,999	13	0.23%
Value \$2,000,000+	79	1.42%
2023 Est. Median All Owner-Occupied Housing Value		\$473,928
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	6,241	98.53%
1 Unit Attached	62	0.98%
2 Units	21	0.33%
3 or 4 Units	0	0.00%
5 to 19 Units	1	0.02%
20 to 49 Units	1	0.02%
50 or More Units	6	0.10%
Mobile Home or Trailer	2	0.03%
Boat, RV, Van, etc.	0	0.00%

<sup>†</sup> Years

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	581	9.17%
Housing Units Built 2010 to 2014	365	5.76%
Housing Units Built 2000 to 2009	3,904	61.64%
Housing Units Built 1990 to 1999	653	10.31%
Housing Units Built 1980 to 1989	268	4.23%
Housing Units Built 1970 to 1979	341	5.38%
Housing Units Built 1960 to 1969	116	1.83%
Housing Units Built 1950 to 1959	72	1.14%
Housing Units Built 1940 to 1949	33	0.52%
Housing Unit Built 1939 or Earlier	1	0.02%
2023 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.





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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