



The **Retail** Coach.®

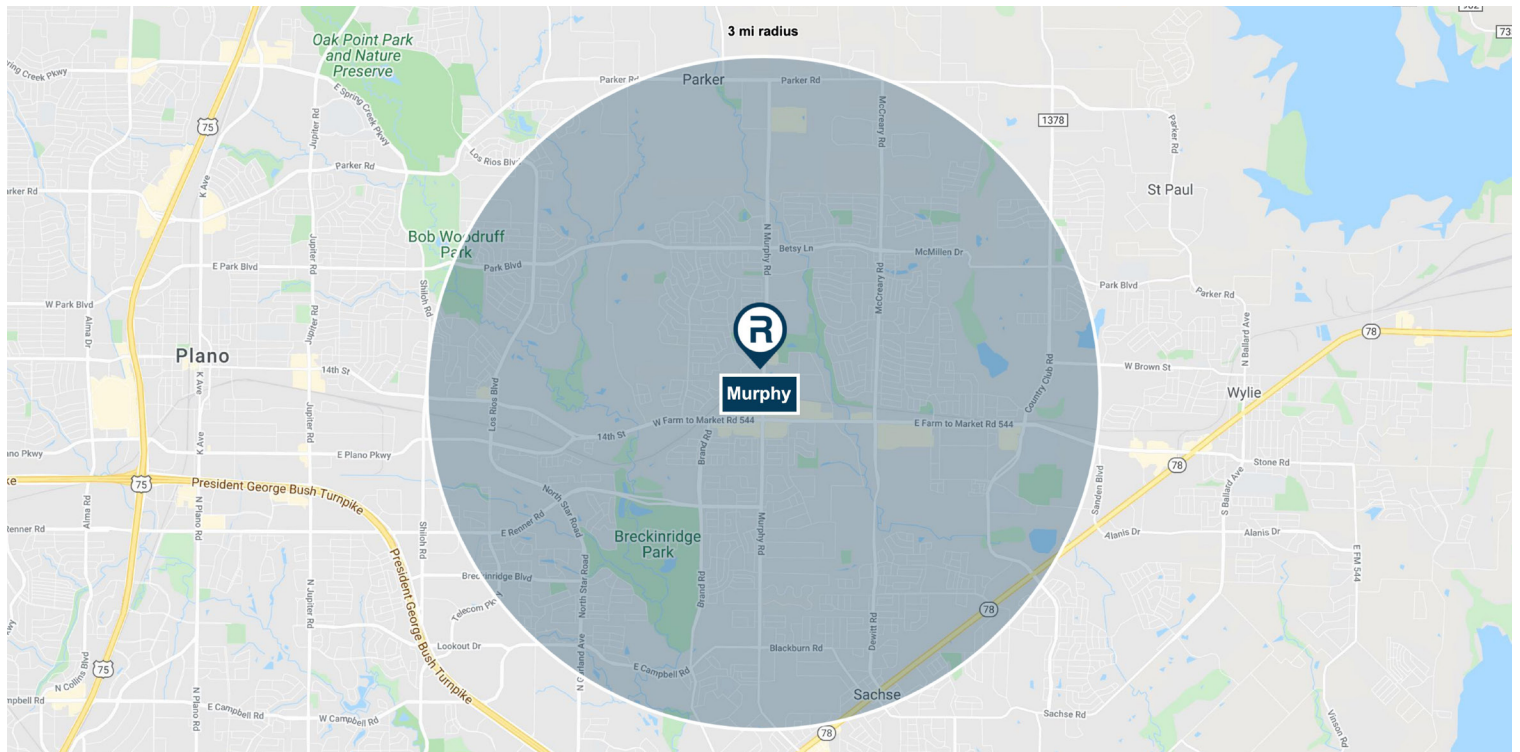
3-Mile Radial Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
January 2023

3-Mile Radial • Demographic Snapshot

Murphy, Texas



Population

2020	82,491	0 - 9 Years	14.44%
2023	87,230	10 - 17 Years	12.39%
2028	92,834	18 - 24 Years	9.31%

Educational Attainment (%)

Graduate or Professional Degree	20.43%	25 - 34 Years	11.25%
Bachelors Degree	30.19%	35 - 44 Years	14.51%
Associate Degree	7.34%	45 - 54 Years	15.05%
Some College	17.38%	55 - 64 Years	12.14%
High School Graduate (GED)	18.25%	65 and Older	10.91%
Some High School, No Degree	3.42%	Median Age	36.93
Less than 9th Grade	3.00%	Average Age	36.46

Income

Average HH	\$152,654
Median HH	\$118,519
Per Capita	\$48,396

Age

0 - 9 Years	14.44%
10 - 17 Years	12.39%
18 - 24 Years	9.31%
25 - 34 Years	11.25%
35 - 44 Years	14.51%
45 - 54 Years	15.05%
55 - 64 Years	12.14%
65 and Older	10.91%
Median Age	36.93
Average Age	36.46

Race Distribution (%)

White	44.73%
Black/African American	11.46%
American Indian/Alaskan	0.59%
Asian	28.29%
Native Hawaiian/Islander	0.06%
Other Race	5.24%
Two or More Races	9.64%
Hispanic	13.84%



Jared Mayfield, AICP

Murphy Economic Development
Director - Community and Economic
Development

206 North Murphy Road
Murphy, Texas 75094

Phone 972.468.4006
jmayfield@murphytx.org
www.murphytx.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



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Murphy, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	92,834	
2023 Estimate	87,230	
2020 Census	82,491	
2010 Census	68,134	
Growth 2023 - 2028		6.42%
Growth 2020 - 2023		5.75%
Growth 2010 - 2020		21.07%
2023 Est. Population by Single-Classification Race	87,230	
White Alone	39,017	44.73%
Black or African American Alone	9,995	11.46%
Amer. Indian and Alaska Native Alone	515	0.59%
Asian Alone	24,675	28.29%
Native Hawaiian and Other Pacific Island Alone	53	0.06%
Some Other Race Alone	4,568	5.24%
Two or More Races	8,407	9.64%
2023 Est. Population by Hispanic or Latino Origin	87,230	
Not Hispanic or Latino	75,160	86.16%
Hispanic or Latino	12,070	13.84%
Mexican	9,500	78.71%
Puerto Rican	334	2.77%
Cuban	116	0.96%
All Other Hispanic or Latino	2,120	17.56%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	12,070	
White Alone	2,248	18.62%
Black or African American Alone	130	1.08%
American Indian and Alaska Native Alone	222	1.84%
Asian Alone	73	0.61%
Native Hawaiian and Other Pacific Islander Alone	7	0.06%
Some Other Race Alone	4,262	35.31%
Two or More Races	5,127	42.48%
2023 Est. Pop by Race, Asian Alone, by Category	24,675	
Chinese, except Taiwanese	2,690	10.90%
Filipino	755	3.06%
Japanese	93	0.38%
Asian Indian	9,125	36.98%
Korean	623	2.52%
Vietnamese	6,443	26.11%
Cambodian	70	0.28%
Hmong	141	0.57%
Laotian	38	0.15%
Thai	64	0.26%
All Other Asian Races Including 2+ Category	4,633	18.78%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	87,230	
Arab	58	0.07%
Czech	341	0.39%
Danish	201	0.23%
Dutch	487	0.56%
English	6,098	6.99%
French (except Basque)	1,136	1.30%
French Canadian	190	0.22%
German	5,957	6.83%
Greek	85	0.10%
Hungarian	25	0.03%
Irish	4,456	5.11%
Italian	1,442	1.65%
Lithuanian	14	0.02%
United States or American	5,866	6.72%
Norwegian	577	0.66%
Polish	1,628	1.87%
Portuguese	56	0.06%
Russian	163	0.19%
Scottish	881	1.01%
Scotch-Irish	700	0.80%
Slovak	25	0.03%
Subsaharan African	3,022	3.46%
Swedish	492	0.56%
Swiss	152	0.17%
Ukrainian	354	0.41%
Welsh	645	0.74%
West Indian (except Hisp. groups)	329	0.38%
Other ancestries	37,266	42.72%
Ancestry Unclassified	14,584	16.72%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	51,235	62.95%
Speak Asian/Pacific Island Language at Home	10,179	12.51%
Speak IndoEuropean Language at Home	8,601	10.57%
Speak Spanish at Home	7,247	8.91%
Speak Other Language at Home	4,124	5.07%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	87,230	
Age 0 - 4	5,845	6.70%
Age 5 - 9	6,749	7.74%
Age 10 - 14	6,766	7.76%
Age 15 - 17	4,046	4.64%
Age 18 - 20	3,576	4.10%
Age 21 - 24	4,543	5.21%
Age 25 - 34	9,816	11.25%
Age 35 - 44	12,655	14.51%
Age 45 - 54	13,125	15.05%
Age 55 - 64	10,589	12.14%
Age 65 - 74	6,240	7.15%
Age 75 - 84	2,699	3.09%
Age 85 and over	583	0.67%
Age 16 and over	66,543	76.28%
Age 18 and over	63,824	73.17%
Age 21 and over	60,249	69.07%
Age 65 and over	9,521	10.91%
2023 Est. Median Age		36.93
2023 Est. Average Age		36.46
2023 Est. Population by Sex	87,230	
Male	42,967	49.26%
Female	44,264	50.74%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	42,967	
Age 0 - 4	3,002	6.99%
Age 5 - 9	3,345	7.79%
Age 10 - 14	3,425	7.97%
Age 15 - 17	2,058	4.79%
Age 18 - 20	1,845	4.29%
Age 21 - 24	2,307	5.37%
Age 25 - 34	4,823	11.23%
Age 35 - 44	5,994	13.95%
Age 45 - 54	6,492	15.11%
Age 55 - 64	5,277	12.28%
Age 65 - 74	2,961	6.89%
Age 75 - 84	1,218	2.83%
Age 85 and over	220	0.51%
2023 Est. Median Age, Male		36.22
2023 Est. Average Age, Male		35.96
2023 Est. Female Population by Age	44,264	
Age 0 - 4	2,842	6.42%
Age 5 - 9	3,405	7.69%
Age 10 - 14	3,341	7.55%
Age 15 - 17	1,988	4.49%
Age 18 - 20	1,731	3.91%
Age 21 - 24	2,236	5.05%
Age 25 - 34	4,993	11.28%
Age 35 - 44	6,661	15.05%
Age 45 - 54	6,633	14.99%
Age 55 - 64	5,312	12.00%
Age 65 - 74	3,279	7.41%
Age 75 - 84	1,481	3.35%
Age 85 and over	362	0.82%
2023 Est. Median Age, Female		37.56
2023 Est. Average Age, Female		36.95

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,539	27.32%
Males, Never Married	9,325	13.74%
Females, Never Married	9,214	13.58%
Married, Spouse present	39,043	57.53%
Married, Spouse absent	3,082	4.54%
Widowed	2,280	3.36%
Males Widowed	489	0.72%
Females Widowed	1,791	2.64%
Divorced	4,927	7.26%
Males Divorced	1,737	2.56%
Females Divorced	3,190	4.70%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,670	3.00%
Some High School, no diploma	1,903	3.42%
High School Graduate (or GED)	10,165	18.25%
Some College, no degree	9,681	17.38%
Associate Degree	4,090	7.34%
Bachelor's Degree	16,819	30.19%
Master's Degree	8,700	15.62%
Professional School Degree	1,754	3.15%
Doctorate Degree	924	1.66%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,612	26.30%
High School Graduate	1,542	25.16%
Some College or Associate's Degree	1,672	27.28%
Bachelor's Degree or Higher	1,305	21.29%
Households		
2028 Projection	29,416	
2023 Estimate	27,620	
2020 Census	26,118	
2010 Census	21,509	
Growth 2023 - 2028		6.50%
Growth 2020 - 2023		5.75%
Growth 2010 - 2020		21.43%
2023 Est. Households by Household Type	27,620	
Family Households	23,252	84.18%
Nonfamily Households	4,368	15.82%
2023 Est. Group Quarters Population	109	
2023 Households by Ethnicity, Hispanic/Latino	2,953	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	27,620	
Income < \$15,000	724	2.62%
Income \$15,000 - \$24,999	669	2.42%
Income \$25,000 - \$34,999	1,090	3.95%
Income \$35,000 - \$49,999	2,257	8.17%
Income \$50,000 - \$74,999	3,063	11.09%
Income \$75,000 - \$99,999	3,621	13.11%
Income \$100,000 - \$124,999	3,189	11.55%
Income \$125,000 - \$149,999	3,040	11.01%
Income \$150,000 - \$199,999	3,936	14.25%
Income \$200,000 - \$249,999	2,207	7.99%
Income \$250,000 - \$499,999	2,528	9.15%
Income \$500,000+	1,295	4.69%
2023 Est. Average Household Income		\$152,654
2023 Est. Median Household Income		\$118,519
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$119,719
Black or African American Alone		\$106,229
American Indian and Alaska Native Alone		\$130,914
Asian Alone		\$127,060
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$92,634
Two or More Races		\$119,703
Hispanic or Latino		\$84,882
Not Hispanic or Latino		\$123,844
2023 Est. Family HH Type by Presence of Own Child.	23,252	
Married-Couple Family, own children	12,011	51.66%
Married-Couple Family, no own children	7,932	34.11%
Male Householder, own children	548	2.36%
Male Householder, no own children	458	1.97%
Female Householder, own children	1,454	6.25%
Female Householder, no own children	848	3.65%
2023 Est. Households by Household Size	27,620	
1-person	3,501	12.68%
2-person	7,674	27.78%
3-person	6,032	21.84%
4-person	5,624	20.36%
5-person	2,964	10.73%
6-person	1,285	4.65%
7-or-more-person	541	1.96%
2023 Est. Average Household Size		3.16

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	27,620	
Households with 1 or More People under Age 18:	14,728	53.32%
Married-Couple Family	12,374	84.02%
Other Family, Male Householder	627	4.26%
Other Family, Female Householder	1,674	11.37%
Nonfamily, Male Householder	45	0.31%
Nonfamily, Female Householder	9	0.06%
Households with No People under Age 18:	12,892	
Married-Couple Family	7,568	58.70%
Other Family, Male Householder	376	2.92%
Other Family, Female Householder	627	4.86%
Nonfamily, Male Householder	2,111	16.37%
Nonfamily, Female Householder	2,208	17.13%
2023 Est. Households by Number of Vehicles	27,620	
No Vehicles	599	2.17%
1 Vehicle	4,755	17.22%
2 Vehicles	13,797	49.95%
3 Vehicles	5,861	21.22%
4 Vehicles	1,990	7.20%
5 or more Vehicles	619	2.24%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	24,772	
2023 Estimate	23,252	
2010 Census	18,119	
Growth 2023 - 2028		6.54%
Growth 2010 - 2023		28.33%
2023 Est. Families by Poverty Status	23,252	
2023 Families at or Above Poverty	22,559	97.02%
2023 Families at or Above Poverty with Children	12,521	53.85%
2023 Families Below Poverty	693	2.98%
2023 Families Below Poverty with Children	499	2.15%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	44,968	67.58%
Civilian Labor Force, Unemployed	2,145	3.22%
Armed Forces	0	0.00%
Not in Labor Force	19,430	29.20%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	44,399	
For-Profit Private Workers	33,448	75.33%
Non-Profit Private Workers	2,340	5.27%
Local Government Workers	681	1.53%
State Government Workers	875	1.97%
Federal Government Workers	2,575	5.80%
Self-Employed Workers	4,409	9.93%
Unpaid Family Workers	72	0.16%
2023 Est. Civ. Employed Pop 16+ by Occupation	44,399	
Architect/Engineer	1,483	3.34%
Arts/Entertainment/Sports	899	2.02%
Building Grounds Maintenance	1,000	2.25%
Business/Financial Operations	4,246	9.56%
Community/Social Services	663	1.49%
Computer/Mathematical	3,700	8.33%
Construction/Extraction	1,145	2.58%
Education/Training/Library	2,625	5.91%
Farming/Fishing/Forestry	4	0.01%
Food Prep/Serving	1,685	3.79%
Health Practitioner/Technician	3,992	8.99%
Healthcare Support	683	1.54%
Maintenance Repair	1,413	3.18%
Legal	509	1.15%
Life/Physical/Social Science	200	0.45%
Management	6,681	15.05%
Office/Admin. Support	3,884	8.75%
Production	1,701	3.83%
Protective Services	391	0.88%
Sales/Related	4,667	10.51%
Personal Care/Service	856	1.93%
Transportation/Moving	1,974	4.45%
2023 Est. Pop 16+ by Occupation Classification	44,399	
White Collar	33,547	75.56%
Blue Collar	6,233	14.04%
Service and Farm	4,619	10.40%
2023 Est. Workers Age 16+ by Transp. to Work	43,893	
Drove Alone	34,169	77.85%
Car Pooled	2,788	6.35%
Public Transportation	641	1.46%
Walked	114	0.26%
Bicycle	34	0.08%
Other Means	517	1.18%
Worked at Home	5,630	12.83%

3-Mile Radial • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,099	
15 - 29 Minutes	12,671	
30 - 44 Minutes	10,752	
45 - 59 Minutes	4,717	
60 or more Minutes	4,025	
2023 Est. Avg Travel Time to Work in Minutes		34
2023 Est. Occupied Housing Units by Tenure	27,620	
Owner Occupied	21,671	78.46%
Renter Occupied	5,949	21.54%
2023 Owner Occ. HUs: Avg. Length of Residence		11.78 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.42 [†]
2023 Est. Owner-Occupied Housing Units by Value	27,620	
Value Less than \$20,000	404	1.86%
Value \$20,000 - \$39,999	152	0.70%
Value \$40,000 - \$59,999	130	0.60%
Value \$60,000 - \$79,999	20	0.09%
Value \$80,000 - \$99,999	38	0.18%
Value \$100,000 - \$149,999	197	0.91%
Value \$150,000 - \$199,999	253	1.17%
Value \$200,000 - \$299,999	2,719	12.55%
Value \$300,000 - \$399,999	4,785	22.08%
Value \$400,000 - \$499,999	5,713	26.36%
Value \$500,000 - \$749,999	5,635	26.00%
Value \$750,000 - \$999,999	1,192	5.50%
Value \$1,000,000 or \$1,499,999	220	1.01%
Value \$1,500,000 or \$1,999,999	77	0.36%
Value \$2,000,000+	136	0.63%
2023 Est. Median All Owner-Occupied Housing Value		\$436,929
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	23,183	81.83%
1 Unit Attached	466	1.64%
2 Units	101	0.36%
3 or 4 Units	211	0.75%
5 to 19 Units	1,768	6.24%
20 to 49 Units	580	2.05%
50 or More Units	997	3.52%
Mobile Home or Trailer	1,026	3.62%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,085	14.42%
Housing Units Built 2010 to 2014	1,764	6.23%
Housing Units Built 2000 to 2009	11,401	40.24%
Housing Units Built 1990 to 1999	5,578	19.69%
Housing Units Built 1980 to 1989	3,420	12.07%
Housing Units Built 1970 to 1979	1,354	4.78%
Housing Units Built 1960 to 1969	406	1.43%
Housing Units Built 1950 to 1959	237	0.84%
Housing Units Built 1940 to 1949	41	0.15%
Housing Unit Built 1939 or Earlier	45	0.16%
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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