



The **Retail** Coach.®

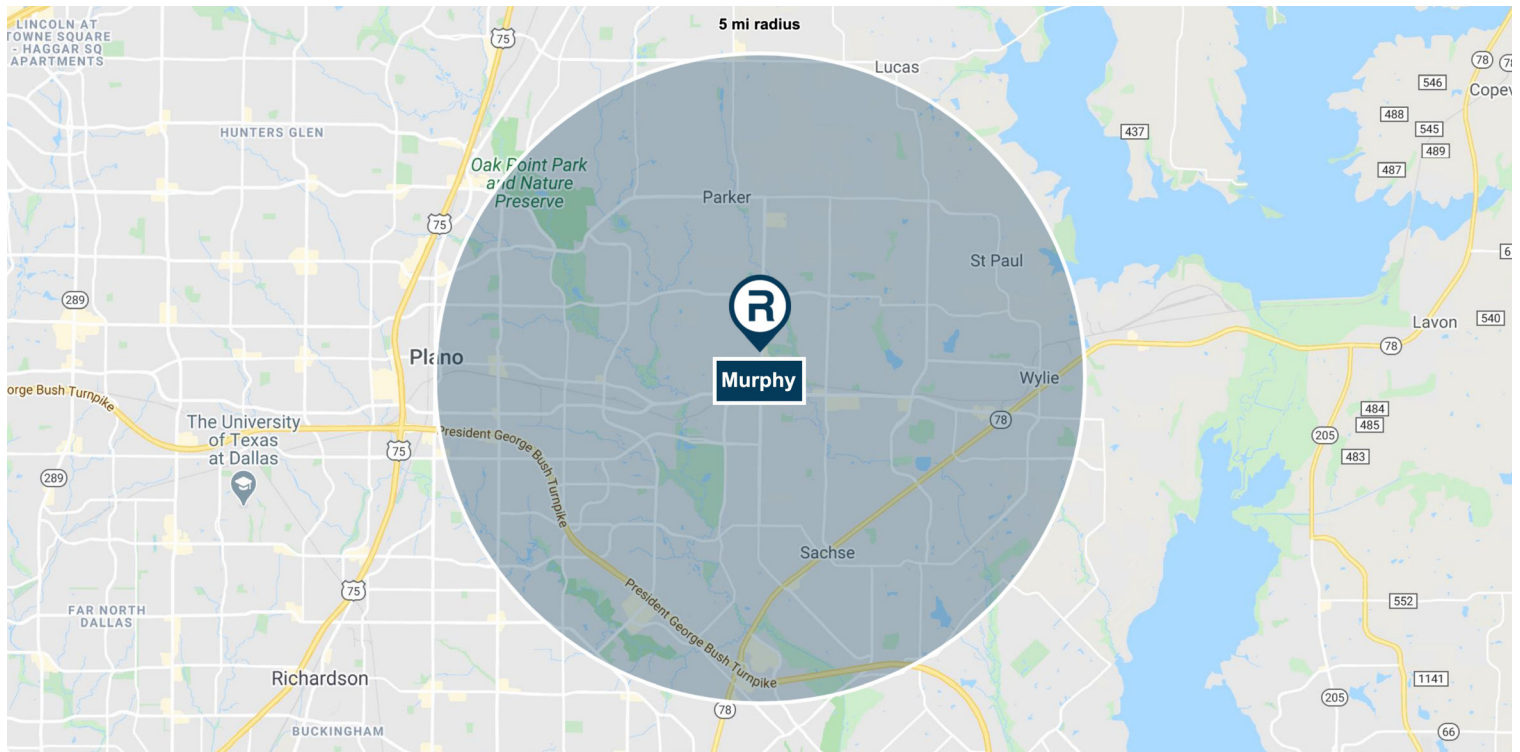
# 5-Mile Radial Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development  
January 2023

# 5-Mile Radial • Demographic Snapshot

## Murphy, Texas



### Population

2020	209,250	0 - 9 Years	13.12%
2023	220,338	10 - 17 Years	11.84%
2028	234,298	18 - 24 Years	9.12%

### Educational Attainment (%)

Graduate or Professional Degree	15.98%	25 - 34 Years	12.31%
Bachelors Degree	27.25%	35 - 44 Years	14.46%
Associate Degree	8.01%	45 - 54 Years	14.51%
Some College	20.43%	55 - 64 Years	12.48%
High School Graduate (GED)	18.65%	65 and Older	12.16%
Some High School, No Degree	4.48%	Median Age	37.59
Less than 9th Grade	5.20%	Average Age	37.46

### Income

Average HH	\$133,836	<b>Race Distribution (%)</b>	
Median HH	\$102,498	White	45.90%
Per Capita	\$45,066	Black/African American	12.86%
		American Indian/Alaskan	0.82%
		Asian	20.96%
		Native Hawaiian/Islander	0.07%
		Other Race	7.73%
		Two or More Races	11.66%
		Hispanic	19.61%



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# 5-Mile Radial • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	234,298	
2023 Estimate	220,338	
2020 Census	209,250	
2010 Census	167,652	
Growth 2023 - 2028		6.34%
Growth 2020 - 2023		5.30%
Growth 2010 - 2020		24.81%
<b>2023 Est. Population by Single-Classification Race</b>	<b>220,338</b>	
White Alone	101,144	45.90%
Black or African American Alone	28,326	12.86%
Amer. Indian and Alaska Native Alone	1,814	0.82%
Asian Alone	46,178	20.96%
Native Hawaiian and Other Pacific Island Alone	148	0.07%
Some Other Race Alone	17,027	7.73%
Two or More Races	25,703	11.66%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>220,338</b>	
Not Hispanic or Latino	177,135	80.39%
Hispanic or Latino	43,203	19.61%
Mexican	32,014	74.10%
Puerto Rican	1,183	2.74%
Cuban	480	1.11%
All Other Hispanic or Latino	9,525	22.05%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>43,203</b>	
White Alone	8,510	19.70%
Black or African American Alone	449	1.04%
American Indian and Alaska Native Alone	983	2.27%
Asian Alone	196	0.45%
Native Hawaiian and Other Pacific Islander Alone	35	0.08%
Some Other Race Alone	16,131	37.34%
Two or More Races	16,900	39.12%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>46,178</b>	
Chinese, except Taiwanese	5,314	11.51%
Filipino	2,874	6.22%
Japanese	283	0.61%
Asian Indian	14,148	30.64%
Korean	1,116	2.42%
Vietnamese	15,324	33.19%
Cambodian	191	0.41%
Hmong	142	0.31%
Laotian	140	0.30%
Thai	125	0.27%
All Other Asian Races Including 2+ Category	6,520	14.12%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>220,338</b>	
Arab	113	0.05%
Czech	769	0.35%
Danish	461	0.21%
Dutch	1,386	0.63%
English	16,110	7.31%
French (except Basque)	2,970	1.35%
French Canadian	541	0.25%
German	15,854	7.20%
Greek	300	0.14%
Hungarian	277	0.13%
Irish	12,905	5.86%
Italian	3,783	1.72%
Lithuanian	74	0.03%
United States or American	13,721	6.23%
Norwegian	1,217	0.55%
Polish	3,683	1.67%
Portuguese	158	0.07%
Russian	555	0.25%
Scottish	2,918	1.32%
Scotch-Irish	2,455	1.11%
Slovak	80	0.04%
Subsaharan African	6,974	3.16%
Swedish	1,333	0.61%
Swiss	319	0.15%
Ukrainian	463	0.21%
Welsh	1,351	0.61%
West Indian (except Hisp. groups)	595	0.27%
Other ancestries	95,926	43.54%
Ancestry Unclassified	33,050	15.00%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	133,491	64.60%
Speak Asian/Pacific Island Language at Home	22,135	10.71%
Speak IndoEuropean Language at Home	12,617	6.11%
Speak Spanish at Home	29,866	14.45%
Speak Other Language at Home	8,525	4.13%

# 5-Mile Radial • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>220,338</b>	
Age 0 - 4	13,703	6.22%
Age 5 - 9	15,215	6.91%
Age 10 - 14	16,189	7.35%
Age 15 - 17	9,903	4.49%
Age 18 - 20	8,792	3.99%
Age 21 - 24	11,297	5.13%
Age 25 - 34	27,126	12.31%
Age 35 - 44	31,853	14.46%
Age 45 - 54	31,964	14.51%
Age 55 - 64	27,495	12.48%
Age 65 - 74	17,263	7.83%
Age 75 - 84	7,580	3.44%
Age 85 and over	1,959	0.89%
Age 16 and over	171,980	78.05%
Age 18 and over	165,329	75.03%
Age 21 and over	156,537	71.04%
Age 65 and over	26,802	12.16%
2023 Est. Median Age		37.59
2023 Est. Average Age		37.46
<b>2023 Est. Population by Sex</b>	<b>220,338</b>	
Male	108,690	49.33%
Female	111,648	50.67%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>108,690</b>	
Age 0 - 4	6,923	6.37%
Age 5 - 9	7,619	7.01%
Age 10 - 14	8,251	7.59%
Age 15 - 17	5,096	4.69%
Age 18 - 20	4,582	4.22%
Age 21 - 24	5,841	5.37%
Age 25 - 34	13,521	12.44%
Age 35 - 44	15,405	14.17%
Age 45 - 54	15,737	14.48%
Age 55 - 64	13,593	12.51%
Age 65 - 74	8,069	7.42%
Age 75 - 84	3,346	3.08%
Age 85 and over	706	0.65%
2023 Est. Median Age, Male		36.70
2023 Est. Average Age, Male		36.78
<b>2023 Est. Female Population by Age</b>	<b>111,648</b>	
Age 0 - 4	6,780	6.07%
Age 5 - 9	7,595	6.80%
Age 10 - 14	7,938	7.11%
Age 15 - 17	4,807	4.31%
Age 18 - 20	4,210	3.77%
Age 21 - 24	5,456	4.89%
Age 25 - 34	13,606	12.19%
Age 35 - 44	16,448	14.73%
Age 45 - 54	16,226	14.53%
Age 55 - 64	13,902	12.45%
Age 65 - 74	9,194	8.24%
Age 75 - 84	4,233	3.79%
Age 85 and over	1,253	1.12%
2023 Est. Median Age, Female		38.42
2023 Est. Average Age, Female		38.12

# 5-Mile Radial • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	52,533	29.98%
Males, Never Married	27,660	15.79%
Females, Never Married	24,872	14.19%
Married, Spouse present	91,383	52.15%
Married, Spouse absent	7,709	4.40%
Widowed	6,899	3.94%
Males Widowed	1,599	0.91%
Females Widowed	5,300	3.02%
Divorced	16,709	9.54%
Males Divorced	5,828	3.33%
Females Divorced	10,881	6.21%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	7,555	5.20%
Some High School, no diploma	6,504	4.48%
High School Graduate (or GED)	27,087	18.65%
Some College, no degree	29,680	20.43%
Associate Degree	11,635	8.01%
Bachelor's Degree	39,573	27.25%
Master's Degree	17,590	12.11%
Professional School Degree	3,345	2.30%
Doctorate Degree	2,271	1.56%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	7,935	34.27%
High School Graduate	5,480	23.67%
Some College or Associate's Degree	5,588	24.14%
Bachelor's Degree or Higher	4,149	17.92%
<b>Households</b>		
2028 Projection	78,896	
2023 Estimate	73,989	
2020 Census	70,154	
2010 Census	55,592	
Growth 2023 - 2028		6.63%
Growth 2020 - 2023		5.47%
Growth 2010 - 2020		26.19%
<b>2023 Est. Households by Household Type</b>	<b>73,989</b>	
Family Households	58,777	79.44%
Nonfamily Households	15,212	20.56%
2023 Est. Group Quarters Population	605	
2023 Households by Ethnicity, Hispanic/Latino	10,874	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>73,989</b>	
Income < \$15,000	2,478	3.35%
Income \$15,000 - \$24,999	2,461	3.33%
Income \$25,000 - \$34,999	3,207	4.33%
Income \$35,000 - \$49,999	6,474	8.75%
Income \$50,000 - \$74,999	11,087	14.99%
Income \$75,000 - \$99,999	10,347	13.99%
Income \$100,000 - \$124,999	8,755	11.83%
Income \$125,000 - \$149,999	7,611	10.29%
Income \$150,000 - \$199,999	9,105	12.31%
Income \$200,000 - \$249,999	4,946	6.68%
Income \$250,000 - \$499,999	5,044	6.82%
Income \$500,000+	2,474	3.34%
2023 Est. Average Household Income		\$133,836
2023 Est. Median Household Income		\$102,498
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$104,972
Black or African American Alone		\$90,626
American Indian and Alaska Native Alone		\$87,289
Asian Alone		\$115,572
Native Hawaiian and Other Pacific Islander Alone		\$102,267
Some Other Race Alone		\$82,659
Two or More Races		\$105,716
Hispanic or Latino		\$78,809
Not Hispanic or Latino		\$108,199
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>58,777</b>	
Married-Couple Family, own children	26,197	44.57%
Married-Couple Family, no own children	21,671	36.87%
Male Householder, own children	1,625	2.77%
Male Householder, no own children	1,632	2.78%
Female Householder, own children	4,564	7.76%
Female Householder, no own children	3,089	5.25%
<b>2023 Est. Households by Household Size</b>	<b>73,989</b>	
1-person	11,884	16.06%
2-person	22,794	30.81%
3-person	15,342	20.74%
4-person	13,485	18.23%
5-person	5,996	8.10%
6-person	3,070	4.15%
7-or-more-person	1,419	1.92%
2023 Est. Average Household Size		2.97

# 5-Mile Radial • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>73,989</b>	
Households with 1 or More People under Age 18:	34,705	46.91%
Married-Couple Family	27,314	78.70%
Other Family, Male Householder	1,967	5.67%
Other Family, Female Householder	5,261	15.16%
Nonfamily, Male Householder	126	0.36%
Nonfamily, Female Householder	37	0.11%
<b>Households with No People under Age 18:</b>	<b>39,284</b>	
Married-Couple Family	20,545	52.30%
Other Family, Male Householder	1,285	3.27%
Other Family, Female Householder	2,396	6.10%
Nonfamily, Male Householder	7,249	18.45%
Nonfamily, Female Householder	7,809	19.88%
<b>2023 Est. Households by Number of Vehicles</b>	<b>73,989</b>	
No Vehicles	1,619	2.19%
1 Vehicle	16,775	22.67%
2 Vehicles	34,546	46.69%
3 Vehicles	13,955	18.86%
4 Vehicles	5,124	6.92%
5 or more Vehicles	1,970	2.66%
2023 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2028 Projection	62,574	
2023 Estimate	58,777	
2010 Census	44,520	
Growth 2023 - 2028		6.46%
Growth 2010 - 2023		32.02%
<b>2023 Est. Families by Poverty Status</b>	<b>58,777</b>	
2023 Families at or Above Poverty	56,121	95.48%
2023 Families at or Above Poverty with Children	28,538	48.55%
2023 Families Below Poverty	2,656	4.52%
2023 Families Below Poverty with Children	1,931	3.29%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	117,831	68.51%
Civilian Labor Force, Unemployed	5,554	3.23%
Armed Forces	6	0.00%
Not in Labor Force	48,589	28.25%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>118,191</b>	
For-Profit Private Workers	89,452	75.68%
Non-Profit Private Workers	5,856	4.96%
Local Government Workers	1,484	1.26%
State Government Workers	2,461	2.08%
Federal Government Workers	7,253	6.14%
Self-Employed Workers	11,383	9.63%
Unpaid Family Workers	303	0.26%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>118,191</b>	
Architect/Engineer	3,525	2.98%
Arts/Entertainment/Sports	2,522	2.13%
Building Grounds Maintenance	4,609	3.90%
Business/Financial Operations	9,273	7.85%
Community/Social Services	1,681	1.42%
Computer/Mathematical	8,813	7.46%
Construction/Extraction	4,685	3.96%
Education/Training/Library	7,044	5.96%
Farming/Fishing/Forestry	42	0.04%
Food Prep/Serving	5,516	4.67%
Health Practitioner/Technician	8,551	7.24%
Healthcare Support	2,345	1.98%
Maintenance Repair	3,723	3.15%
Legal	1,238	1.05%
Life/Physical/Social Science	718	0.61%
Management	15,044	12.73%
Office/Admin. Support	12,739	10.78%
Production	4,595	3.89%
Protective Services	1,541	1.30%
Sales/Related	11,009	9.32%
Personal Care/Service	3,073	2.60%
Transportation/Moving	5,904	5.00%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>118,191</b>	
White Collar	82,158	69.51%
Blue Collar	18,907	16.00%
Service and Farm	17,126	14.49%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>116,692</b>	
Drove Alone	91,355	78.29%
Car Pooled	9,413	8.07%
Public Transportation	1,461	1.25%
Walked	998	0.86%
Bicycle	199	0.17%
Other Means	1,425	1.22%
Worked at Home	11,840	10.15%

# 5-Mile Radial • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	16,869	
15 - 29 Minutes	33,607	
30 - 44 Minutes	28,669	
45 - 59 Minutes	13,678	
60 or more Minutes	9,886	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	73,989	
Owner Occupied	53,574	72.41%
Renter Occupied	20,415	27.59%
2023 Owner Occ. HUs: Avg. Length of Residence		12.49 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.09 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>73,989</b>	
Value Less than \$20,000	803	1.50%
Value \$20,000 - \$39,999	300	0.56%
Value \$40,000 - \$59,999	248	0.46%
Value \$60,000 - \$79,999	85	0.16%
Value \$80,000 - \$99,999	195	0.36%
Value \$100,000 - \$149,999	1,154	2.15%
Value \$150,000 - \$199,999	2,237	4.18%
Value \$200,000 - \$299,999	11,591	21.64%
Value \$300,000 - \$399,999	12,817	23.92%
Value \$400,000 - \$499,999	11,081	20.68%
Value \$500,000 - \$749,999	9,393	17.53%
Value \$750,000 - \$999,999	2,554	4.77%
Value \$1,000,000 or \$1,499,999	765	1.43%
Value \$1,500,000 or \$1,999,999	145	0.27%
Value \$2,000,000+	208	0.39%
2023 Est. Median All Owner-Occupied Housing Value		\$378,853
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	58,667	76.11%
1 Unit Attached	1,506	1.95%
2 Units	460	0.60%
3 or 4 Units	1,612	2.09%
5 to 19 Units	5,907	7.66%
20 to 49 Units	2,524	3.27%
50 or More Units	4,484	5.82%
Mobile Home or Trailer	1,799	2.33%
Boat, RV, Van, etc.	121	0.16%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	11,836	15.36%
Housing Units Built 2010 to 2014	4,235	5.49%
Housing Units Built 2000 to 2009	22,966	29.80%
Housing Units Built 1990 to 1999	12,871	16.70%
Housing Units Built 1980 to 1989	13,487	17.50%
Housing Units Built 1970 to 1979	8,165	10.59%
Housing Units Built 1960 to 1969	2,269	2.94%
Housing Units Built 1950 to 1959	697	0.90%
Housing Units Built 1940 to 1949	340	0.44%
Housing Unit Built 1939 or Earlier	213	0.28%
2023 Est. Median Year Structure Built		2000

<sup>†</sup> 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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