



The **Retail** Coach.®

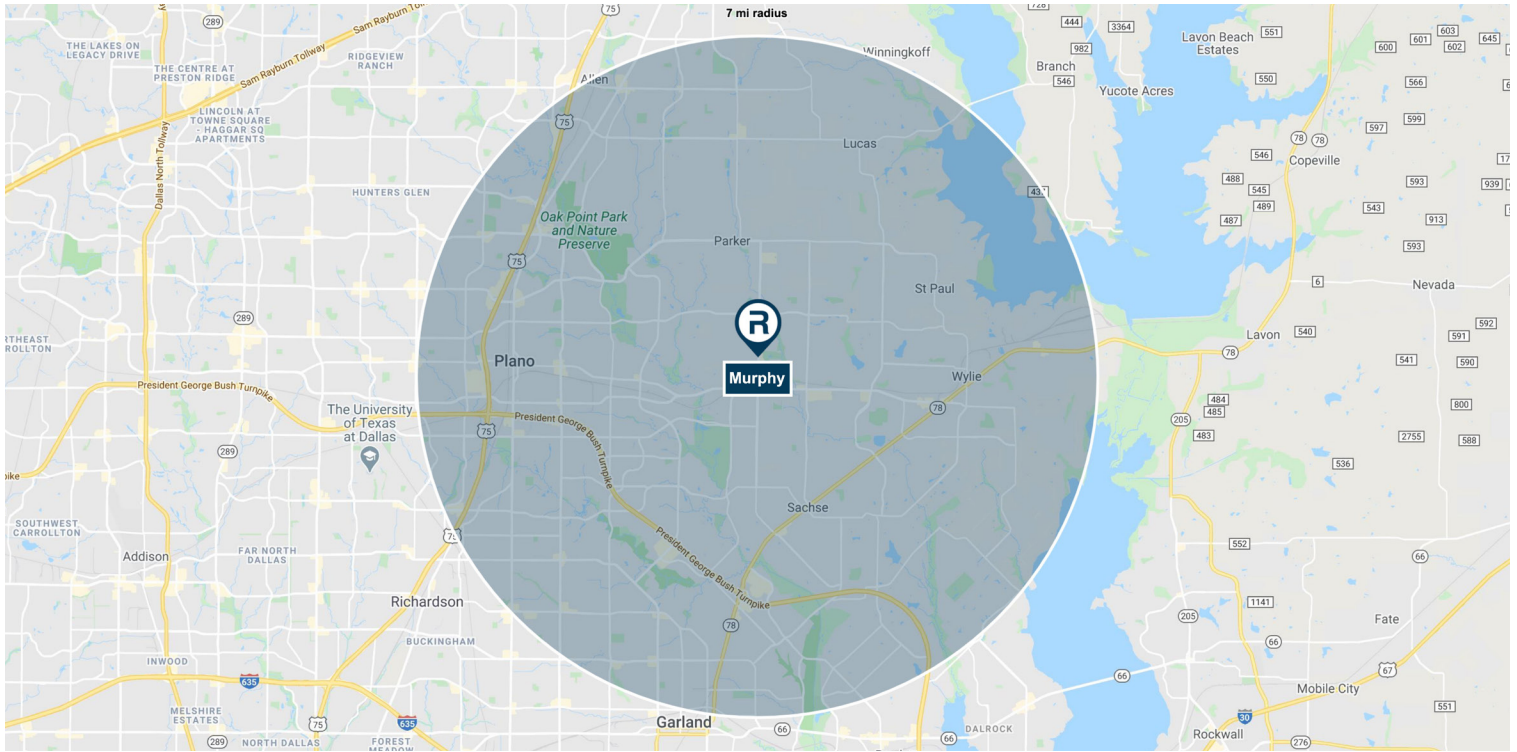
7-Mile Radial Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
January 2023

7-Mile Radial • Demographic Snapshot

Murphy, Texas



Population

2020	422,159
2023	440,012
2028	462,499

Educational Attainment (%)

Graduate or Professional Degree	14.12%
Bachelors Degree	26.57%
Associate Degree	7.86%
Some College	20.98%
High School Graduate (GED)	19.75%
Some High School, No Degree	4.78%
Less than 9th Grade	5.94%

Income

Average HH	\$122,119
Median HH	\$94,067
Per Capita	\$42,835

Age

0 - 9 Years	12.50%
10 - 17 Years	11.62%
18 - 24 Years	9.08%
25 - 34 Years	13.01%
35 - 44 Years	14.31%
45 - 54 Years	14.22%
55 - 64 Years	12.46%
65 and Older	12.81%
Median Age	37.71
Average Age	37.88

Race Distribution (%)

White	45.74%
Black/African American	13.40%
American Indian/Alaskan	0.93%
Asian	17.99%
Native Hawaiian/Islander	0.06%
Other Race	9.15%
Two or More Races	12.73%
Hispanic	23.04%



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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DESCRIPTION	DATA	%
Population		
2028 Projection	462,499	
2023 Estimate	440,012	
2020 Census	422,159	
2010 Census	356,013	
Growth 2023 - 2028		5.11%
Growth 2020 - 2023		4.23%
Growth 2010 - 2020		18.58%
2023 Est. Population by Single-Classification Race	440,012	
White Alone	201,261	45.74%
Black or African American Alone	58,972	13.40%
Amer. Indian and Alaska Native Alone	4,106	0.93%
Asian Alone	79,152	17.99%
Native Hawaiian and Other Pacific Island Alone	266	0.06%
Some Other Race Alone	40,264	9.15%
Two or More Races	55,992	12.73%
2023 Est. Population by Hispanic or Latino Origin	440,012	
Not Hispanic or Latino	338,630	76.96%
Hispanic or Latino	101,382	23.04%
Mexican	76,895	75.85%
Puerto Rican	2,629	2.59%
Cuban	651	0.64%
All Other Hispanic or Latino	21,207	20.92%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	101,382	
White Alone	19,920	19.65%
Black or African American Alone	1,057	1.04%
American Indian and Alaska Native Alone	2,401	2.37%
Asian Alone	405	0.40%
Native Hawaiian and Other Pacific Islander Alone	60	0.06%
Some Other Race Alone	38,624	38.10%
Two or More Races	38,914	38.38%
2023 Est. Pop by Race, Asian Alone, by Category	79,152	
Chinese, except Taiwanese	9,309	11.76%
Filipino	5,980	7.55%
Japanese	661	0.84%
Asian Indian	22,621	28.58%
Korean	2,581	3.26%
Vietnamese	25,834	32.64%
Cambodian	380	0.48%
Hmong	147	0.19%
Laotian	573	0.72%
Thai	256	0.32%
All Other Asian Races Including 2+ Category	10,809	13.66%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	440,012	
Arab	204	0.05%
Czech	1,743	0.40%
Danish	1,002	0.23%
Dutch	2,575	0.58%
English	29,498	6.70%
French (except Basque)	6,150	1.40%
French Canadian	914	0.21%
German	31,835	7.24%
Greek	1,197	0.27%
Hungarian	693	0.16%
Irish	25,530	5.80%
Italian	7,189	1.63%
Lithuanian	217	0.05%
United States or American	25,140	5.71%
Norwegian	2,345	0.53%
Polish	6,289	1.43%
Portuguese	312	0.07%
Russian	1,480	0.34%
Scottish	5,946	1.35%
Scotch-Irish	4,547	1.03%
Slovak	115	0.03%
Subsaharan African	11,679	2.65%
Swedish	2,938	0.67%
Swiss	709	0.16%
Ukrainian	882	0.20%
Welsh	2,315	0.53%
West Indian (except Hisp. groups)	1,545	0.35%
Other ancestries	201,091	45.70%
Ancestry Unclassified	63,932	14.53%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	267,038	64.54%
Speak Asian/Pacific Island Language at Home	38,245	9.24%
Speak IndoEuropean Language at Home	21,904	5.29%
Speak Spanish at Home	72,673	17.57%
Speak Other Language at Home	13,889	3.36%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	440,012	
Age 0 - 4	26,262	5.97%
Age 5 - 9	28,752	6.53%
Age 10 - 14	31,572	7.17%
Age 15 - 17	19,543	4.44%
Age 18 - 20	17,397	3.95%
Age 21 - 24	22,554	5.13%
Age 25 - 34	57,224	13.01%
Age 35 - 44	62,949	14.31%
Age 45 - 54	62,547	14.22%
Age 55 - 64	54,831	12.46%
Age 65 - 74	36,036	8.19%
Age 75 - 84	15,967	3.63%
Age 85 and over	4,379	1.00%
Age 16 and over	347,009	78.86%
Age 18 and over	333,883	75.88%
Age 21 and over	316,486	71.93%
Age 65 and over	56,381	12.81%
2023 Est. Median Age		37.71
2023 Est. Average Age		37.88
2023 Est. Population by Sex	440,012	
Male	216,919	49.30%
Female	223,093	50.70%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	216,919	
Age 0 - 4	13,305	6.13%
Age 5 - 9	14,511	6.69%
Age 10 - 14	16,111	7.43%
Age 15 - 17	10,038	4.63%
Age 18 - 20	9,026	4.16%
Age 21 - 24	11,605	5.35%
Age 25 - 34	28,911	13.33%
Age 35 - 44	30,734	14.17%
Age 45 - 54	30,722	14.16%
Age 55 - 64	26,793	12.35%
Age 65 - 74	16,696	7.70%
Age 75 - 84	6,928	3.19%
Age 85 and over	1,538	0.71%
2023 Est. Median Age, Male		36.64
2023 Est. Average Age, Male		37.07
2023 Est. Female Population by Age	223,093	
Age 0 - 4	12,957	5.81%
Age 5 - 9	14,241	6.38%
Age 10 - 14	15,461	6.93%
Age 15 - 17	9,505	4.26%
Age 18 - 20	8,371	3.75%
Age 21 - 24	10,949	4.91%
Age 25 - 34	28,312	12.69%
Age 35 - 44	32,215	14.44%
Age 45 - 54	31,825	14.27%
Age 55 - 64	28,038	12.57%
Age 65 - 74	19,340	8.67%
Age 75 - 84	9,039	4.05%
Age 85 and over	2,840	1.27%
2023 Est. Median Age, Female		38.73
2023 Est. Average Age, Female		38.65

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	110,306	31.21%
Males, Never Married	58,466	16.54%
Females, Never Married	51,840	14.67%
Married, Spouse present	177,858	50.32%
Married, Spouse absent	15,982	4.52%
Widowed	13,985	3.96%
Males Widowed	3,268	0.93%
Females Widowed	10,717	3.03%
Divorced	35,293	9.99%
Males Divorced	13,309	3.77%
Females Divorced	21,984	6.22%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	17,459	5.94%
Some High School, no diploma	14,052	4.78%
High School Graduate (or GED)	58,042	19.75%
Some College, no degree	61,677	20.98%
Associate Degree	23,100	7.86%
Bachelor's Degree	78,101	26.57%
Master's Degree	31,791	10.82%
Professional School Degree	5,672	1.93%
Doctorate Degree	4,037	1.37%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	17,928	32.69%
High School Graduate	14,538	26.50%
Some College or Associate's Degree	13,373	24.38%
Bachelor's Degree or Higher	9,013	16.43%
Households		
2028 Projection	162,440	
2023 Estimate	153,837	
2020 Census	147,003	
2010 Census	121,387	
Growth 2023 - 2028		5.59%
Growth 2020 - 2023		4.65%
Growth 2010 - 2020		21.10%
2023 Est. Households by Household Type	153,837	
Family Households	117,370	76.29%
Nonfamily Households	36,467	23.70%
2023 Est. Group Quarters Population	1,438	
2023 Households by Ethnicity, Hispanic/Latino	26,093	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	153,837	
Income < \$15,000	6,582	4.28%
Income \$15,000 - \$24,999	5,645	3.67%
Income \$25,000 - \$34,999	7,422	4.83%
Income \$35,000 - \$49,999	15,068	9.80%
Income \$50,000 - \$74,999	25,436	16.53%
Income \$75,000 - \$99,999	21,587	14.03%
Income \$100,000 - \$124,999	18,470	12.01%
Income \$125,000 - \$149,999	15,225	9.90%
Income \$150,000 - \$199,999	17,300	11.25%
Income \$200,000 - \$249,999	8,659	5.63%
Income \$250,000 - \$499,999	8,528	5.54%
Income \$500,000+	3,917	2.55%
2023 Est. Average Household Income		\$122,119
2023 Est. Median Household Income		\$94,067
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,046
Black or African American Alone		\$81,777
American Indian and Alaska Native Alone		\$82,676
Asian Alone		\$106,159
Native Hawaiian and Other Pacific Islander Alone		\$90,248
Some Other Race Alone		\$75,820
Two or More Races		\$91,655
Hispanic or Latino		\$75,767
Not Hispanic or Latino		\$98,655
2023 Est. Family HH Type by Presence of Own Child.	117,370	
Married-Couple Family, own children	47,989	40.89%
Married-Couple Family, no own children	44,067	37.55%
Male Householder, own children	3,557	3.03%
Male Householder, no own children	3,886	3.31%
Female Householder, own children	10,398	8.86%
Female Householder, no own children	7,473	6.37%
2023 Est. Households by Household Size	153,837	
1-person	28,085	18.26%
2-person	48,502	31.53%
3-person	29,416	19.12%
4-person	26,656	17.33%
5-person	12,897	8.38%
6-person	5,347	3.48%
7-or-more-person	2,933	1.91%
2023 Est. Average Household Size		2.85

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	153,837	
Households with 1 or More People under Age 18:	67,327	43.77%
Married-Couple Family	50,475	74.97%
Other Family, Male Householder	4,354	6.47%
Other Family, Female Householder	12,111	17.99%
Nonfamily, Male Householder	290	0.43%
Nonfamily, Female Householder	97	0.14%
Households with No People under Age 18:	86,510	
Married-Couple Family	41,625	48.12%
Other Family, Male Householder	3,081	3.56%
Other Family, Female Householder	5,763	6.66%
Nonfamily, Male Householder	17,371	20.08%
Nonfamily, Female Householder	18,670	21.58%
2023 Est. Households by Number of Vehicles	153,837	
No Vehicles	3,967	2.58%
1 Vehicle	39,879	25.92%
2 Vehicles	67,885	44.13%
3 Vehicles	27,978	18.19%
4 Vehicles	10,477	6.81%
5 or more Vehicles	3,650	2.37%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	123,654	
2023 Estimate	117,370	
2010 Census	93,720	
Growth 2023 - 2028		5.35%
Growth 2010 - 2023		25.23%
2023 Est. Families by Poverty Status	117,370	
2023 Families at or Above Poverty	111,324	94.85%
2023 Families at or Above Poverty with Children	56,012	47.72%
2023 Families Below Poverty	6,046	5.15%
2023 Families Below Poverty with Children	4,394	3.74%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	236,449	68.14%
Civilian Labor Force, Unemployed	11,235	3.24%
Armed Forces	68	0.02%
Not in Labor Force	99,257	28.60%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	237,618	
For-Profit Private Workers	178,646	75.18%
Non-Profit Private Workers	12,791	5.38%
Local Government Workers	3,067	1.29%
State Government Workers	4,802	2.02%
Federal Government Workers	15,559	6.55%
Self-Employed Workers	22,347	9.41%
Unpaid Family Workers	406	0.17%
2023 Est. Civ. Employed Pop 16+ by Occupation	237,618	
Architect/Engineer	6,787	2.86%
Arts/Entertainment/Sports	5,053	2.13%
Building Grounds Maintenance	9,079	3.82%
Business/Financial Operations	17,996	7.57%
Community/Social Services	3,026	1.27%
Computer/Mathematical	15,950	6.71%
Construction/Extraction	10,280	4.33%
Education/Training/Library	15,097	6.35%
Farming/Fishing/Forestry	104	0.04%
Food Prep/Serving	11,760	4.95%
Health Practitioner/Technician	14,396	6.06%
Healthcare Support	5,385	2.27%
Maintenance Repair	7,417	3.12%
Legal	2,254	0.95%
Life/Physical/Social Science	1,609	0.68%
Management	26,434	11.13%
Office/Admin. Support	26,756	11.26%
Production	10,453	4.40%
Protective Services	3,536	1.49%
Sales/Related	24,025	10.11%
Personal Care/Service	7,389	3.11%
Transportation/Moving	12,833	5.40%
2023 Est. Pop 16+ by Occupation Classification	237,618	
White Collar	159,382	67.07%
Blue Collar	40,982	17.25%
Service and Farm	37,254	15.68%
2023 Est. Workers Age 16+ by Transp. to Work	233,906	
Drove Alone	183,508	78.45%
Car Pooled	19,454	8.32%
Public Transportation	3,470	1.48%
Walked	2,837	1.21%
Bicycle	374	0.16%
Other Means	2,750	1.18%
Worked at Home	21,514	9.20%

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Murphy, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	37,316	
15 - 29 Minutes	68,712	
30 - 44 Minutes	57,504	
45 - 59 Minutes	25,898	
60 or more Minutes	18,101	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	153,837	
Owner Occupied	104,772	68.11%
Renter Occupied	49,065	31.89%
2023 Owner Occ. HUs: Avg. Length of Residence		13.53 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.11 [†]
2023 Est. Owner-Occupied Housing Units by Value	153,837	
Value Less than \$20,000	1,119	1.07%
Value \$20,000 - \$39,999	567	0.54%
Value \$40,000 - \$59,999	352	0.34%
Value \$60,000 - \$79,999	227	0.22%
Value \$80,000 - \$99,999	520	0.50%
Value \$100,000 - \$149,999	4,153	3.96%
Value \$150,000 - \$199,999	6,635	6.33%
Value \$200,000 - \$299,999	26,047	24.86%
Value \$300,000 - \$399,999	25,652	24.48%
Value \$400,000 - \$499,999	18,845	17.99%
Value \$500,000 - \$749,999	14,256	13.61%
Value \$750,000 - \$999,999	4,019	3.84%
Value \$1,000,000 or \$1,499,999	1,505	1.44%
Value \$1,500,000 or \$1,999,999	434	0.41%
Value \$2,000,000+	441	0.42%
2023 Est. Median All Owner-Occupied Housing Value		\$348,019
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	117,431	72.98%
1 Unit Attached	3,860	2.40%
2 Units	864	0.54%
3 or 4 Units	3,303	2.05%
5 to 19 Units	13,166	8.18%
20 to 49 Units	4,920	3.06%
50 or More Units	14,601	9.08%
Mobile Home or Trailer	2,611	1.62%
Boat, RV, Van, etc.	143	0.09%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	23,167	14.40%
Housing Units Built 2010 to 2014	6,662	4.14%
Housing Units Built 2000 to 2009	35,583	22.11%
Housing Units Built 1990 to 1999	25,121	15.61%
Housing Units Built 1980 to 1989	31,442	19.54%
Housing Units Built 1970 to 1979	26,938	16.74%
Housing Units Built 1960 to 1969	7,827	4.87%
Housing Units Built 1950 to 1959	2,664	1.66%
Housing Units Built 1940 to 1949	955	0.59%
Housing Unit Built 1939 or Earlier	541	0.34%
2023 Est. Median Year Structure Built		1994

[†] 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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