



The**Retail**Coach.®

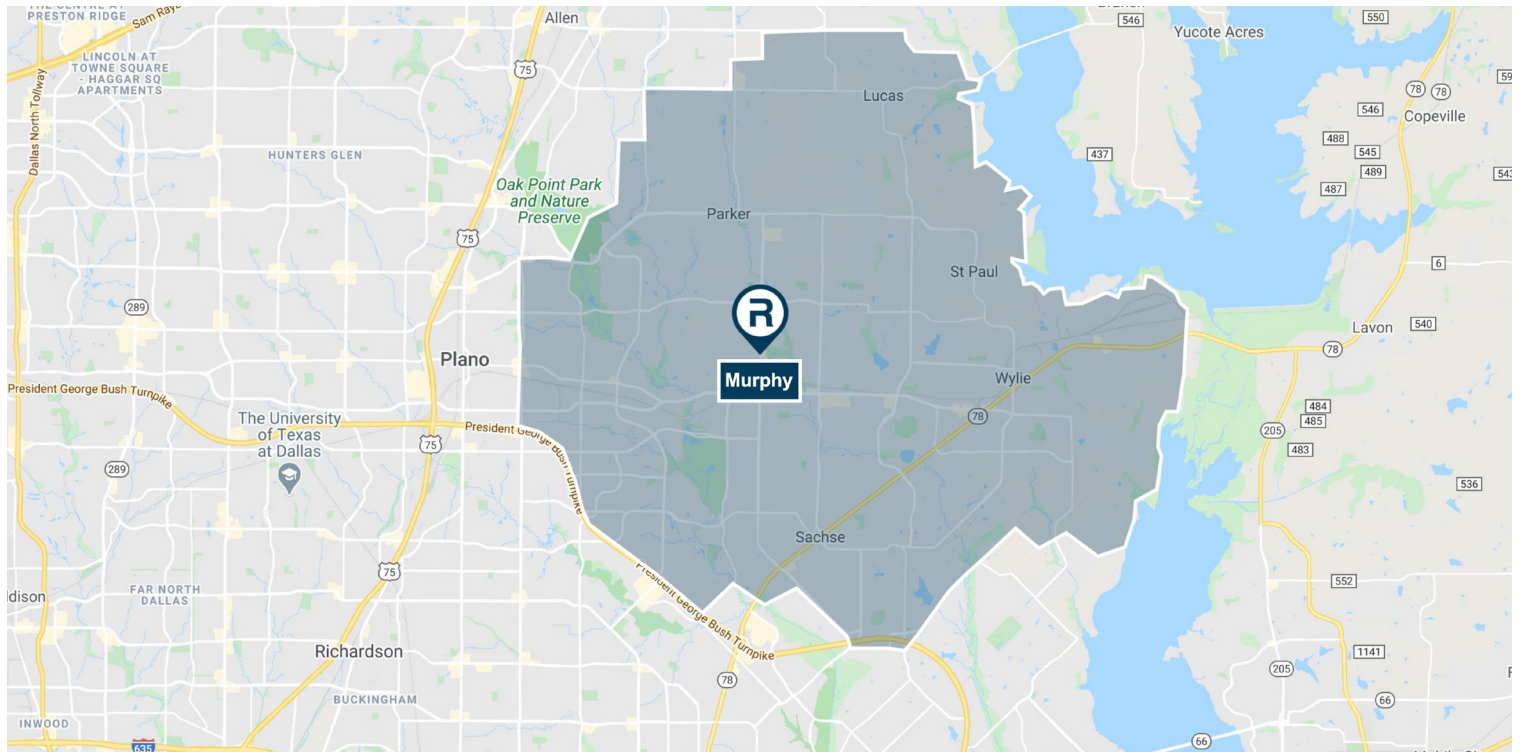
Retail Trade Area Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development
January 2023

Retail Trade Area • Demographic Snapshot

Murphy, Texas



Population

2020	180,765
2023	192,360
2028	206,655

Educational Attainment (%)

Graduate or Professional Degree	16.19%
Bachelors Degree	28.16%
Associate Degree	7.94%
Some College	20.61%
High School Graduate (GED)	18.78%
Some High School, No Degree	3.88%
Less than 9th Grade	4.43%

Income

Average HH	\$145,228
Median HH	\$112,463
Per Capita	\$46,566

Age

0 - 9 Years	13.59%
10 - 17 Years	12.43%
18 - 24 Years	9.31%
25 - 34 Years	11.89%
35 - 44 Years	14.37%
45 - 54 Years	14.87%
55 - 64 Years	12.10%
65 and Older	11.46%
Median Age	37.05
Average Age	36.87

Race Distribution (%)

White	48.83%
Black/African American	12.22%
American Indian/Alaskan	0.80%
Asian	19.92%
Native Hawaiian/Islander	0.08%
Other Race	6.93%
Two or More Races	11.22%
Hispanic	17.92%



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Retail Trade Area • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	206,655	
2023 Estimate	192,360	
2020 Census	180,765	
2010 Census	140,490	
Growth 2023 - 2028		7.43%
Growth 2020 - 2023		6.41%
Growth 2010 - 2020		28.67%
2023 Est. Population by Single-Classification Race	192,360	
White Alone	93,935	48.83%
Black or African American Alone	23,502	12.22%
Amer. Indian and Alaska Native Alone	1,530	0.80%
Asian Alone	38,326	19.92%
Native Hawaiian and Other Pacific Island Alone	153	0.08%
Some Other Race Alone	13,336	6.93%
Two or More Races	21,578	11.22%
2023 Est. Population by Hispanic or Latino Origin	192,360	
Not Hispanic or Latino	157,896	82.08%
Hispanic or Latino	34,464	17.92%
Mexican	24,964	72.43%
Puerto Rican	1,187	3.44%
Cuban	316	0.92%
All Other Hispanic or Latino	7,998	23.21%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	34,464	
White Alone	6,963	20.20%
Black or African American Alone	377	1.09%
American Indian and Alaska Native Alone	710	2.06%
Asian Alone	151	0.44%
Native Hawaiian and Other Pacific Islander Alone	36	0.11%
Some Other Race Alone	12,583	36.51%
Two or More Races	13,645	39.59%
2023 Est. Pop by Race, Asian Alone, by Category	38,326	
Chinese, except Taiwanese	3,878	10.12%
Filipino	2,282	5.95%
Japanese	180	0.47%
Asian Indian	14,260	37.21%
Korean	1,002	2.61%
Vietnamese	10,380	27.08%
Cambodian	130	0.34%
Hmong	141	0.37%
Laotian	103	0.27%
Thai	72	0.19%
All Other Asian Races Including 2+ Category	5,898	15.39%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	192,360	
Arab	96	0.05%
Czech	750	0.39%
Danish	454	0.24%
Dutch	1,236	0.64%
English	14,207	7.39%
French (except Basque)	2,386	1.24%
French Canadian	435	0.23%
German	14,051	7.30%
Greek	240	0.13%
Hungarian	304	0.16%
Irish	11,546	6.00%
Italian	3,324	1.73%
Lithuanian	26	0.01%
United States or American	12,765	6.64%
Norwegian	1,066	0.55%
Polish	3,519	1.83%
Portuguese	121	0.06%
Russian	477	0.25%
Scottish	2,731	1.42%
Scotch-Irish	2,244	1.17%
Slovak	66	0.03%
Subsaharan African	5,136	2.67%
Swedish	1,311	0.68%
Swiss	234	0.12%
Ukrainian	412	0.21%
Welsh	1,133	0.59%
West Indian (except Hisp. groups)	396	0.21%
Other ancestries	79,403	41.28%
Ancestry Unclassified	32,289	16.79%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	122,471	68.00%
Speak Asian/Pacific Island Language at Home	16,287	9.04%
Speak IndoEuropean Language at Home	11,526	6.40%
Speak Spanish at Home	23,048	12.80%
Speak Other Language at Home	6,767	3.76%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	192,360	
Age 0 - 4	12,262	6.37%
Age 5 - 9	13,873	7.21%
Age 10 - 14	14,967	7.78%
Age 15 - 17	8,933	4.64%
Age 18 - 20	7,878	4.09%
Age 21 - 24	10,023	5.21%
Age 25 - 34	22,873	11.89%
Age 35 - 44	27,641	14.37%
Age 45 - 54	28,608	14.87%
Age 55 - 64	23,268	12.10%
Age 65 - 74	14,239	7.40%
Age 75 - 84	6,303	3.28%
Age 85 and over	1,492	0.78%
Age 16 and over	148,322	77.11%
Age 18 and over	142,325	73.99%
Age 21 and over	134,446	69.89%
Age 65 and over	22,034	11.46%
2023 Est. Median Age		37.05
2023 Est. Average Age		36.87
2023 Est. Population by Sex	192,360	
Male	94,998	49.39%
Female	97,363	50.62%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	94,998	
Age 0 - 4	6,175	6.50%
Age 5 - 9	6,930	7.29%
Age 10 - 14	7,624	8.03%
Age 15 - 17	4,568	4.81%
Age 18 - 20	4,075	4.29%
Age 21 - 24	5,125	5.39%
Age 25 - 34	11,366	11.97%
Age 35 - 44	13,297	14.00%
Age 45 - 54	14,202	14.95%
Age 55 - 64	11,568	12.18%
Age 65 - 74	6,663	7.01%
Age 75 - 84	2,825	2.97%
Age 85 and over	579	0.61%
2023 Est. Median Age, Male		36.30
2023 Est. Average Age, Male		36.30
2023 Est. Female Population by Age	97,363	
Age 0 - 4	6,088	6.25%
Age 5 - 9	6,943	7.13%
Age 10 - 14	7,343	7.54%
Age 15 - 17	4,366	4.48%
Age 18 - 20	3,803	3.91%
Age 21 - 24	4,897	5.03%
Age 25 - 34	11,507	11.82%
Age 35 - 44	14,344	14.73%
Age 45 - 54	14,406	14.80%
Age 55 - 64	11,699	12.02%
Age 65 - 74	7,576	7.78%
Age 75 - 84	3,477	3.57%
Age 85 and over	913	0.94%
2023 Est. Median Age, Female		37.74
2023 Est. Average Age, Female		37.42

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	43,690	28.88%
Males, Never Married	23,018	15.22%
Females, Never Married	20,672	13.67%
Married, Spouse present	82,058	54.25%
Married, Spouse absent	6,232	4.12%
Widowed	5,893	3.90%
Males Widowed	1,295	0.86%
Females Widowed	4,598	3.04%
Divorced	13,386	8.85%
Males Divorced	4,826	3.19%
Females Divorced	8,559	5.66%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,518	4.43%
Some High School, no diploma	4,830	3.88%
High School Graduate (or GED)	23,370	18.78%
Some College, no degree	25,640	20.61%
Associate Degree	9,882	7.94%
Bachelor's Degree	35,037	28.16%
Master's Degree	15,385	12.37%
Professional School Degree	3,005	2.41%
Doctorate Degree	1,755	1.41%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,577	30.95%
High School Graduate	4,679	25.97%
Some College or Associate's Degree	4,336	24.07%
Bachelor's Degree or Higher	3,426	19.01%
Households		
2028 Projection	66,122	
2023 Estimate	61,549	
2020 Census	57,871	
2010 Census	45,241	
Growth 2023 - 2028		7.43%
Growth 2020 - 2023		6.36%
Growth 2010 - 2020		27.92%
2023 Est. Households by Household Type	61,549	
Family Households	50,911	82.72%
Nonfamily Households	10,638	17.28%
2023 Est. Group Quarters Population	402	
2023 Households by Ethnicity, Hispanic/Latino	8,246	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	61,549	
Income < \$15,000	1,565	2.54%
Income \$15,000 - \$24,999	1,717	2.79%
Income \$25,000 - \$34,999	2,464	4.00%
Income \$35,000 - \$49,999	4,690	7.62%
Income \$50,000 - \$74,999	8,265	13.43%
Income \$75,000 - \$99,999	8,272	13.44%
Income \$100,000 - \$124,999	7,436	12.08%
Income \$125,000 - \$149,999	6,749	10.97%
Income \$150,000 - \$199,999	8,309	13.50%
Income \$200,000 - \$249,999	4,607	7.49%
Income \$250,000 - \$499,999	4,954	8.05%
Income \$500,000+	2,522	4.10%
2023 Est. Average Household Income		\$145,228
2023 Est. Median Household Income		\$112,463
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$115,574
Black or African American Alone		\$95,919
American Indian and Alaska Native Alone		\$106,105
Asian Alone		\$124,722
Native Hawaiian and Other Pacific Islander Alone		\$107,426
Some Other Race Alone		\$84,456
Two or More Races		\$121,974
Hispanic or Latino		\$85,863
Not Hispanic or Latino		\$117,912
2023 Est. Family HH Type by Presence of Own Child.	50,911	
Married-Couple Family, own children	24,340	47.81%
Married-Couple Family, no own children	18,117	35.59%
Male Householder, own children	1,368	2.69%
Male Householder, no own children	1,213	2.38%
Female Householder, own children	3,614	7.10%
Female Householder, no own children	2,259	4.44%
2023 Est. Households by Household Size	61,549	
1-person	8,383	13.62%
2-person	17,352	28.19%
3-person	12,725	20.67%
4-person	12,840	20.86%
5-person	6,065	9.85%
6-person	2,742	4.45%
7-or-more-person	1,443	2.35%
2023 Est. Average Household Size		3.12

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	61,549	
Households with 1 or More People under Age 18:	31,187	50.67%
Married-Couple Family	25,264	81.01%
Other Family, Male Householder	1,618	5.19%
Other Family, Female Householder	4,171	13.37%
Nonfamily, Male Householder	103	0.33%
Nonfamily, Female Householder	31	0.10%
Households with No People under Age 18:	30,361	
Married-Couple Family	17,187	56.61%
Other Family, Male Householder	966	3.18%
Other Family, Female Householder	1,695	5.58%
Nonfamily, Male Householder	5,186	17.08%
Nonfamily, Female Householder	5,327	17.55%
2023 Est. Households by Number of Vehicles	61,549	
No Vehicles	1,174	1.91%
1 Vehicle	12,007	19.51%
2 Vehicles	29,623	48.13%
3 Vehicles	12,488	20.29%
4 Vehicles	4,423	7.19%
5 or more Vehicles	1,833	2.98%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	54,666	
2023 Estimate	50,911	
2010 Census	37,571	
Growth 2023 - 2028		7.38%
Growth 2010 - 2023		35.51%
2023 Est. Families by Poverty Status	50,911	
2023 Families at or Above Poverty	48,952	96.15%
2023 Families at or Above Poverty with Children	27,084	53.20%
2023 Families Below Poverty	1,959	3.85%
2023 Families Below Poverty with Children	1,512	2.97%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	102,178	68.89%
Civilian Labor Force, Unemployed	4,732	3.19%
Armed Forces	12	0.01%
Not in Labor Force	41,401	27.91%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	102,461	
For-Profit Private Workers	76,747	74.90%
Non-Profit Private Workers	5,034	4.91%
Local Government Workers	1,365	1.33%
State Government Workers	2,159	2.11%
Federal Government Workers	7,145	6.97%
Self-Employed Workers	9,763	9.53%
Unpaid Family Workers	248	0.24%
2023 Est. Civ. Employed Pop 16+ by Occupation	102,461	
Architect/Engineer	3,270	3.19%
Arts/Entertainment/Sports	2,070	2.02%
Building Grounds Maintenance	3,435	3.35%
Business/Financial Operations	8,138	7.94%
Community/Social Services	1,417	1.38%
Computer/Mathematical	7,688	7.50%
Construction/Extraction	3,892	3.80%
Education/Training/Library	6,638	6.48%
Farming/Fishing/Forestry	22	0.02%
Food Prep/Serving	4,712	4.60%
Health Practitioner/Technician	7,247	7.07%
Healthcare Support	1,940	1.89%
Maintenance Repair	3,112	3.04%
Legal	1,024	1.00%
Life/Physical/Social Science	588	0.57%
Management	13,689	13.36%
Office/Admin. Support	10,632	10.38%
Production	4,047	3.95%
Protective Services	1,678	1.64%
Sales/Related	9,467	9.24%
Personal Care/Service	2,226	2.17%
Transportation/Moving	5,530	5.40%
2023 Est. Pop 16+ by Occupation Classification	102,461	
White Collar	71,868	70.14%
Blue Collar	16,581	16.18%
Service and Farm	14,013	13.68%
2023 Est. Workers Age 16+ by Transp. to Work	101,421	
Drove Alone	79,593	78.48%
Car Pooled	7,644	7.54%
Public Transportation	1,065	1.05%
Walked	708	0.70%
Bicycle	188	0.19%
Other Means	1,280	1.26%
Worked at Home	10,943	10.79%

Retail Trade Area • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,328	
15 - 29 Minutes	27,624	
30 - 44 Minutes	24,679	
45 - 59 Minutes	13,240	
60 or more Minutes	9,540	
2023 Est. Avg Travel Time to Work in Minutes		34
2023 Est. Occupied Housing Units by Tenure	61,549	
Owner Occupied	47,732	77.55%
Renter Occupied	13,817	22.45%
2023 Owner Occ. HUs: Avg. Length of Residence		11.86 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.91 [†]
2023 Est. Owner-Occupied Housing Units by Value	61,549	
Value Less than \$20,000	804	1.68%
Value \$20,000 - \$39,999	306	0.64%
Value \$40,000 - \$59,999	245	0.51%
Value \$60,000 - \$79,999	87	0.18%
Value \$80,000 - \$99,999	207	0.43%
Value \$100,000 - \$149,999	674	1.41%
Value \$150,000 - \$199,999	1,282	2.69%
Value \$200,000 - \$299,999	8,733	18.30%
Value \$300,000 - \$399,999	11,206	23.48%
Value \$400,000 - \$499,999	10,630	22.27%
Value \$500,000 - \$749,999	9,480	19.86%
Value \$750,000 - \$999,999	2,721	5.70%
Value \$1,000,000 or \$1,499,999	919	1.92%
Value \$1,500,000 or \$1,999,999	207	0.43%
Value \$2,000,000+	232	0.49%
2023 Est. Median All Owner-Occupied Housing Value		\$402,840
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	52,196	81.89%
1 Unit Attached	1,097	1.72%
2 Units	341	0.54%
3 or 4 Units	749	1.17%
5 to 19 Units	3,482	5.46%
20 to 49 Units	1,066	1.67%
50 or More Units	2,727	4.28%
Mobile Home or Trailer	2,056	3.23%
Boat, RV, Van, etc.	22	0.03%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	11,219	17.60%
Housing Units Built 2010 to 2014	4,011	6.29%
Housing Units Built 2000 to 2009	22,839	35.83%
Housing Units Built 1990 to 1999	10,483	16.45%
Housing Units Built 1980 to 1989	7,940	12.46%
Housing Units Built 1970 to 1979	4,632	7.27%
Housing Units Built 1960 to 1969	1,597	2.51%
Housing Units Built 1950 to 1959	589	0.92%
Housing Units Built 1940 to 1949	310	0.49%
Housing Unit Built 1939 or Earlier	116	0.18%
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.



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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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