



The**Retail**Coach®

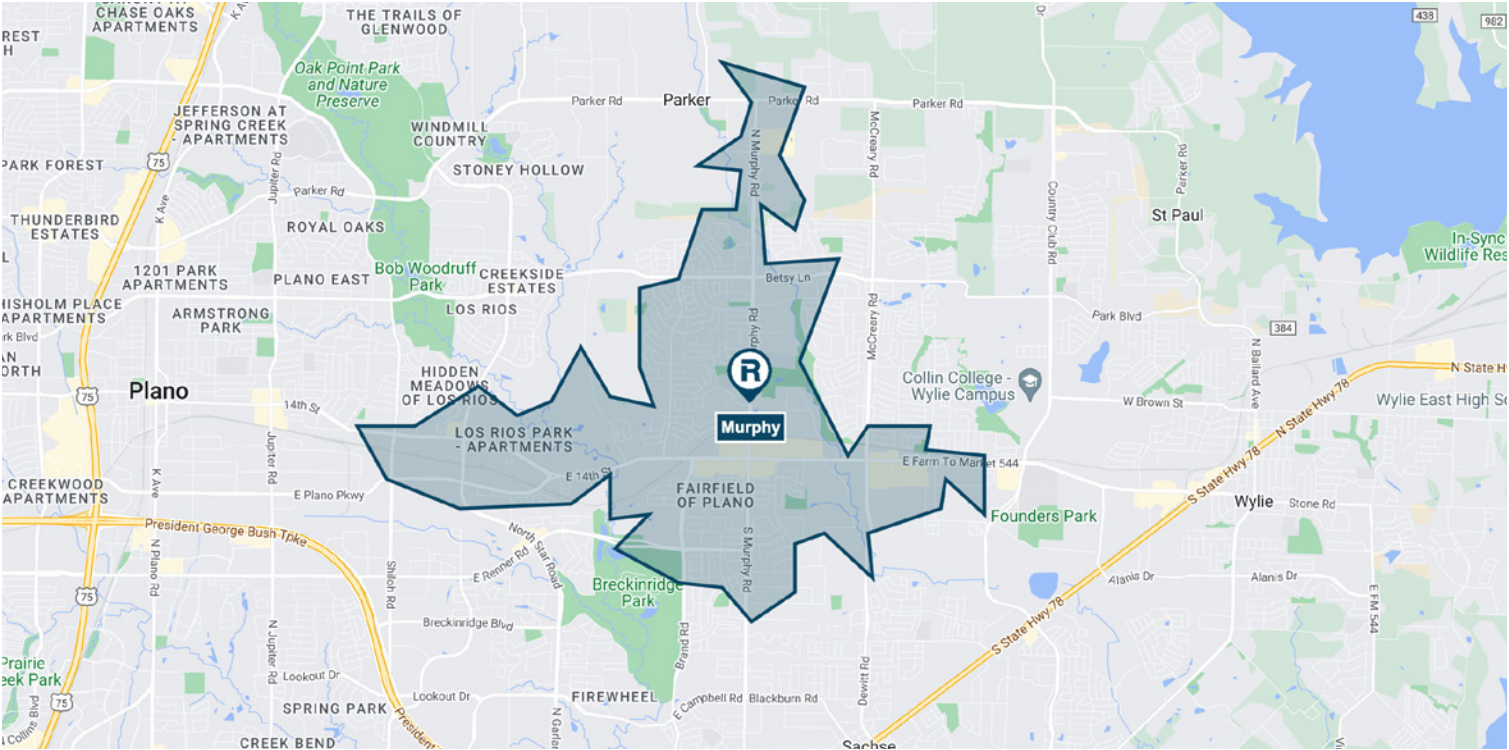
# 5-Minute Drive Time Demographic Profile

MURPHY, TEXAS

Prepared for Murphy Economic Development  
February 2024

# 5-Minute Drive Time • Demographic Snapshot

Murphy, Texas



### Population

2020	22,243	0 - 9 Years	10.65%
2024	24,289	10 - 17 Years	15.34%
2029	25,074	18 - 24 Years	11.78%

### Educational Attainment (%)

Graduate or Professional Degree	21.45%	25 - 34 Years	9.58%
Bachelors Degree	31.49%	35 - 44 Years	11.35%
Associate Degree	7.03%	45 - 54 Years	17.46%
Some College	15.42%	55 - 64 Years	13.15%
High School Graduate (or GED)	16.35%	65 and Older	10.69%
Some High School, No Degree	4.47%	Median Age	37.60
Less than 9th Grade	3.78%	Average Age	37.11

### Income

Average HH	\$163,415	<b>Race Distribution (%)</b>	
Median HH	\$124,085	White	39.67%
Per Capita	\$48,206	Black/African American	11.17%
		American Indian/Alaskan	0.44%
		Asian	35.60%
		Native Hawaiian/Islander	0.05%
		Other Race	3.68%
		Two or More Races	9.39%
		Hispanic	11.49%



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# 5-Minute Drive Time • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	25,074	
2024 Estimate	24,289	
2020 Census	22,243	
2010 Census	18,523	
Growth 2024 - 2029		3.23%
Growth 2020 - 2024		9.20%
Growth 2010 - 2020		20.08%
<b>2024 Est. Population by Single-Classification Race</b>	<b>24,289</b>	
White Alone	9,636	39.67%
Black or African American Alone	2,714	11.17%
Amer. Indian and Alaska Native Alone	106	0.44%
Asian Alone	8,647	35.60%
Native Hawaiian and Other Pacific Island Alone	13	0.05%
Some Other Race Alone	893	3.68%
Two or More Races	2,280	9.39%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>24,289</b>	
Not Hispanic or Latino	21,498	88.51%
Hispanic or Latino	2,790	11.49%
Mexican	1,950	69.89%
Puerto Rican	114	4.09%
Cuban	11	0.39%
All Other Hispanic or Latino	715	25.63%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,790</b>	
White Alone	569	20.39%
Black or African American Alone	22	0.79%
American Indian and Alaska Native Alone	54	1.94%
Asian Alone	14	0.50%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	803	28.78%
Two or More Races	1,327	47.56%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>8,647</b>	
Chinese, except Taiwanese	1,258	14.55%
Filipino	36	0.42%
Japanese	0	0.00%
Asian Indian	2,857	33.04%
Korean	282	3.26%
Vietnamese	1,993	23.05%
Cambodian	61	0.71%
Hmong	55	0.64%
Laotian	0	0.00%
Thai	21	0.24%
All Other Asian Races Including 2+ Category	2,084	24.10%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>24,289</b>	
Arab	425	1.75%
Czech	204	0.84%
Danish	109	0.45%
Dutch	161	0.66%
English	1,632	6.72%
French (except Basque)	121	0.50%
French Canadian	25	0.10%
German	1,319	5.43%
Greek	50	0.21%
Hungarian	4	0.02%
Irish	1,354	5.58%
Italian	373	1.54%
Lithuanian	0	0.00%
United States or American	1,248	5.14%
Norwegian	69	0.28%
Polish	417	1.72%
Portuguese	16	0.07%
Russian	37	0.15%
Scottish	273	1.12%
Scotch-Irish	85	0.35%
Slovak	0	0.00%
Subsaharan African	932	3.84%
Swedish	71	0.29%
Swiss	12	0.05%
Ukrainian	53	0.22%
Welsh	224	0.92%
West Indian (except Hisp. groups)	99	0.41%
Other ancestries	10,139	41.74%
Ancestry Unclassified	4,836	19.91%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	12,553	54.51%
Speak Asian/Pacific Island Language at Home	3,856	16.74%
Speak IndoEuropean Language at Home	3,204	13.91%
Speak Spanish at Home	2,111	9.17%
Speak Other Language at Home	1,306	5.67%

# 5-Minute Drive Time • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>24,289</b>	
Age 0 - 4	1,259	5.18%
Age 5 - 9	1,327	5.46%
Age 10 - 14	2,175	8.96%
Age 15 - 17	1,550	6.38%
Age 18 - 20	1,401	5.77%
Age 21 - 24	1,461	6.01%
Age 25 - 34	2,326	9.58%
Age 35 - 44	2,757	11.35%
Age 45 - 54	4,242	17.46%
Age 55 - 64	3,194	13.15%
Age 65 - 74	1,613	6.64%
Age 75 - 84	787	3.24%
Age 85 and over	196	0.81%
Age 16 and over	19,012	78.27%
Age 18 and over	17,978	74.02%
Age 21 and over	16,577	68.25%
Age 65 and over	2,596	10.69%
2024 Est. Median Age		37.60
2024 Est. Average Age		37.11
<b>2024 Est. Population by Sex</b>	<b>24,289</b>	
Male	11,960	49.24%
Female	12,329	50.76%
<b>2024 Est. Male Population by Age</b>	<b>11,960</b>	
Age 0 - 4	642	5.37%
Age 5 - 9	678	5.67%
Age 10 - 14	1,082	9.05%
Age 15 - 17	783	6.55%
Age 18 - 20	712	5.95%
Age 21 - 24	761	6.36%
Age 25 - 34	1,211	10.13%
Age 35 - 44	1,197	10.01%
Age 45 - 54	2,017	16.86%
Age 55 - 64	1,657	13.86%
Age 65 - 74	805	6.73%
Age 75 - 84	339	2.83%
Age 85 and over	75	0.63%
2024 Est. Median Age, Male		36.00
2024 Est. Average Age, Male		36.60
<b>2024 Est. Female Population by Age</b>	<b>12,329</b>	
Age 0 - 4	617	5.00%
Age 5 - 9	649	5.26%
Age 10 - 14	1,093	8.87%
Age 15 - 17	767	6.22%
Age 18 - 20	689	5.59%
Age 21 - 24	700	5.68%
Age 25 - 34	1,115	9.04%
Age 35 - 44	1,560	12.65%
Age 45 - 54	2,225	18.05%
Age 55 - 64	1,537	12.47%
Age 65 - 74	808	6.55%
Age 75 - 84	448	3.63%
Age 85 and over	121	0.98%
2024 Est. Median Age, Female		38.82
2024 Est. Average Age, Female		37.60

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,256	26.91%
Males, Never Married	2,765	14.16%
Females, Never Married	2,492	12.76%
Married, Spouse present	11,418	58.47%
Married, Spouse absent	759	3.89%
Widowed	702	3.60%
Males Widowed	160	0.82%
Females Widowed	542	2.77%
Divorced	1,392	7.13%
Males Divorced	493	2.52%
Females Divorced	899	4.60%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	572	3.78%
Some High School, no diploma	676	4.47%
High School Graduate (or GED)	2,472	16.35%
Some College, no degree	2,331	15.42%
Associate Degree	1,063	7.03%
Bachelor's Degree	4,760	31.49%
Master's Degree	2,647	17.51%
Professional School Degree	333	2.20%
Doctorate Degree	262	1.73%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	292	19.61%
High School Graduate	521	34.99%
Some College or Associate's Degree	421	28.27%
Bachelor's Degree or Higher	255	17.13%
<b>Households</b>		
2029 Projection	7,414	
2024 Estimate	7,165	
2020 Census	6,540	
2010 Census	5,538	
Growth 2024 - 2029		3.48%
Growth 2020 - 2024		9.56%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>7,165</b>	
Family Households	6,164	86.03%
Nonfamily Households	1,001	13.97%
2024 Est. Group Quarters Population	0	
2024 Households by Ethnicity, Hispanic/Latino	683	

# 5-Minute Drive Time • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>7,165</b>	
Income < \$15,000	185	2.58%
Income \$15,000 - \$24,999	146	2.04%
Income \$25,000 - \$34,999	270	3.77%
Income \$35,000 - \$49,999	515	7.19%
Income \$50,000 - \$74,999	745	10.40%
Income \$75,000 - \$99,999	850	11.86%
Income \$100,000 - \$124,999	905	12.63%
Income \$125,000 - \$149,999	839	11.71%
Income \$150,000 - \$199,999	995	13.89%
Income \$200,000 - \$249,999	510	7.12%
Income \$250,000 - \$499,999	776	10.83%
Income \$500,000+	431	6.01%
2024 Est. Average Household Income		\$163,415
2024 Est. Median Household Income		\$124,085
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$127,915
Black or African American Alone		\$105,213
American Indian and Alaska Native Alone		\$119,665
Asian Alone		\$139,814
Native Hawaiian and Other Pacific Islander Alone		\$85,938
Some Other Race Alone		\$75,232
Two or More Races		\$103,877
Hispanic or Latino		\$84,546
Not Hispanic or Latino		\$130,237
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>7,165</b>	
Family Households with Children	3,331	46.49%
Family Households without Children	3,834	53.51%
<b>Married-Couple Families</b>	<b>5,271</b>	<b>73.57%</b>
Married-Couple Family, own children	3,001	41.88%
Married-Couple Family, no own children	2,270	31.68%
<b>Cohabiting-Couple Families</b>	<b>157</b>	<b>2.19%</b>
Cohabiting-Couple Family, own children	71	0.99%
Cohabiting-Couple Family, no own children	86	1.20%
<b>Male Householder Families</b>	<b>564</b>	<b>7.87%</b>
Male Householder, own children	46	0.64%
Male Householder, no own children	180	2.51%
Male Householder, only Nonrelatives	41	0.57%
Male Householder, Living Alone	296	4.13%
<b>Female Householder Families</b>	<b>1,173</b>	<b>16.37%</b>
Female Householder, own children	213	2.97%
Female Householder, no own children	350	4.88%
Female Householder, only Nonrelatives	76	1.06%
Female Householder, Living Alone	534	7.45%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>7,165</b>	
1-person	691	9.64%
2-person	1,715	23.94%
3-person	1,326	18.51%
4-person	1,806	25.21%
5-person	990	13.82%
6-person	399	5.57%
7-or-more-person	239	3.34%
2024 Est. Average Household Size		3.40
<b>2024 Est. Households by Number of Vehicles</b>	<b>7,165</b>	
No Vehicles	206	2.87%
1 Vehicle	1,008	14.07%
2 Vehicles	3,495	48.78%
3 Vehicles	1,555	21.70%
4 Vehicles	646	9.02%
5 or more Vehicles	255	3.56%
2024 Est. Average Number of Vehicles		2.4
<b>Family Households</b>		
2029 Projection	6,381	
2024 Estimate	6,164	
2020 Estimate	5,631	
2010 Census	4,714	
Growth 2024 - 2029		3.52%
Growth 2020 - 2024		9.47%
Growth 2010 - 2020		19.45%
<b>2024 Est. Families by Poverty Status</b>	<b>6,164</b>	
2024 Families at or Above Poverty	5,887	95.51%
2024 Families at or Above Poverty with Children	3,338	54.15%
2024 Families Below Poverty	276	4.48%
2024 Families Below Poverty with Children	214	3.47%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	11,760	61.86%
Civilian Labor Force, Unemployed	817	4.30%
Armed Forces	0	0.00%
Not in Labor Force	6,435	33.85%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	9,095	75.27%
Non-Profit Private Workers	693	5.74%
Local Government Workers	164	1.36%
State Government Workers	268	2.22%
Federal Government Workers	482	3.99%
Self-Employed Workers	1,363	11.28%
Unpaid Family Workers	18	0.15%



# 5-Minute Drive Time • Demographic Profile

Murphy, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	555	4.59%
Arts/Entertainment/Sports	251	2.08%
Building Grounds Maintenance	241	2.00%
Business/Financial Operations	1,456	12.05%
Community/Social Services	207	1.71%
Computer/Mathematical	1,125	9.31%
Construction/Extraction	183	1.51%
Education/Training/Library	556	4.60%
Farming/Fishing/Forestry	3	0.03%
Food Prep/Serving	492	4.07%
Health Practitioner/Technician	1,089	9.01%
Healthcare Support	123	1.02%
Maintenance Repair	351	2.90%
Legal	139	1.15%
Life/Physical/Social Science	47	0.39%
Management	1,619	13.40%
Office/Admin. Support	1,191	9.86%
Production	395	3.27%
Protective Services	145	1.20%
Sales/Related	1,114	9.22%
Personal Care/Service	227	1.88%
Transportation/Moving	574	4.75%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	9,350	77.38%
Blue Collar	1,502	12.43%
Service and Farm	1,231	10.19%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	7,340	60.99%
Car Pooled	912	7.58%
Public Transportation	86	0.72%
Walked	20	0.17%
Bicycle	2	0.02%
Other Means	164	1.36%
Worked at Home	3,510	29.16%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,428	
15 - 29 Minutes	3,297	
30 - 44 Minutes	2,920	
45 - 59 Minutes	1,242	
60 or more Minutes	709	
2024 Est. Avg Travel Time to Work in Minutes		32
<b>2024 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		12.56 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.66 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>		
Value Less than \$20,000	61	1.06%
Value \$20,000 - \$39,999	110	1.90%
Value \$40,000 - \$59,999	51	0.88%
Value \$60,000 - \$79,999	42	0.73%
Value \$80,000 - \$99,999	6	0.10%
Value \$100,000 - \$149,999	13	0.23%
Value \$150,000 - \$199,999	50	0.87%
Value \$200,000 - \$299,999	379	6.57%
Value \$300,000 - \$399,999	1,268	21.96%
Value \$400,000 - \$499,999	1,522	26.36%
Value \$500,000 - \$749,999	1,614	27.96%
Value \$750,000 - \$999,999	437	7.57%
Value \$1,000,000 or \$1,499,999	146	2.53%
Value \$1,500,000 or \$1,999,999	18	0.31%
Value \$2,000,000+	55	0.95%
2024 Est. Median All Owner-Occupied Housing Value		\$458,029
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	5,959	81.74%
1 Unit Attached	203	2.79%
2 Units	50	0.69%
3 or 4 Units	72	0.99%
5 to 19 Units	462	6.34%
20 to 49 Units	104	1.43%
50 or More Units	212	2.91%
Mobile Home or Trailer	229	3.14%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	601	8.24%
Housing Units Built 2010 to 2019	1,043	14.31%
Housing Units Built 2000 to 2009	3,318	45.51%
Housing Units Built 1990 to 1999	1,362	18.68%
Housing Units Built 1980 to 1989	519	7.12%
Housing Units Built 1970 to 1979	279	3.83%
Housing Units Built 1960 to 1969	71	0.97%
Housing Units Built 1950 to 1959	53	0.73%
Housing Units Built 1940 to 1949	38	0.52%
Housing Unit Built 1939 or Earlier	7	0.10%
2024 Est. Median Year Structure Built		2004

<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**Retail**Coach®

## 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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